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## CARIBBEAN HOTELIERS GATHER FOR FIRST-EVER DIRECT BOOKING SUMMIT, CARIBBEAN EDITION

*CHTA and Triptease deliver practical strategies to drive profitability and future-proof hotel distribution*

**ANTIGUA & BARBUDA – June 6, 2025** – The [Caribbean Hotel and Tourism Association \(CHTA\)](#), in partnership with [Triptease](#), successfully hosted the inaugural [Direct Booking Summit, Caribbean Edition](#) in Antigua last month, immediately following the 2025 Caribbean Travel Marketplace. The sold-out event brought together independent hoteliers, digital marketers, and revenue leaders from across the region to explore proven strategies for growing direct bookings, strengthening guest relationships, and boosting profitability.

“This summit was about more than revenue, it was about strengthening our distribution strategy as a whole,” said CHTA President Sanovnik Destang. “Direct bookings play a key role in building guest relationships and improving profitability, but it’s about diversification, not elimination. Wholesalers remain vital to many properties in the region. The real opportunity lies in creating a balanced approach that empowers hoteliers to take greater control of their mix.”

With momentum building across the Caribbean, speakers emphasized the importance of collaboration, smart technology, and a guest-centric mindset.

“Direct Booking Summit Caribbean was electric. There’s a palpable sense of momentum among Caribbean hoteliers right now,” said Triptease Co-founder Charlie Osmond. “What

struck me most was the openness, the willingness to share challenges, swap strategies, and collaborate across borders. It's clear this region is ready to lead when it comes to intelligent, guest-centric distribution. From rate parity tactics to leveraging metasearch and on-site personalization, we saw a real hunger to take action. I'm proud Triptease could play a part in kickstarting this movement alongside CHTA."

## Key Takeaways from the 2025 Caribbean Edition

### Parity isn't just about price, it's about strategy

Undercutting remains a challenge in the Caribbean. Most Online Travel Agency (OTA) rate discrepancies are under 10%, but leaked wholesale rates cause bigger issues. Triptease data revealed that using tools like **Price Match** on metasearch improved conversion rates by **+26%** and click-through rates by **+15%**.

### Customer Relationship Management (CRM) drives repeat business and direct revenue

With an estimated **60% of hotel revenue generated by loyal guests**, hoteliers were shown how low-effort automations can help turn one-time visitors into loyal, high-value repeat guests, including:

- Reservation recovery emails to re-engage abandoned bookings
- Pre-arrival upsell offers sent 7–10 days before check-in
- Post-stay thank-you emails with bounce-back incentives
- Personalized subject lines and segmentation by trip type or guest history
- In-stay promotions via WhatsApp or text to drive spa, dining, or upgrade sales

### Short-form video content is converting travelers

With more than **70% of trip inspiration now happening on platforms like TikTok and Instagram**, hotels that consistently share short-form video and guest-generated content are seeing measurable ROI. The takeaway: show up where travelers are discovering their next stay.

### Direct booking tools work best when they're integrated

**Properties that combined tactics** like using social media videos with trackable promo codes, layering pre-arrival upsells with post-stay loyalty emails, or syncing metasearch parity with targeted digital ads, **saw higher conversion and more direct bookings** than those relying on a single channel. The takeaway: coordinated efforts across the guest journey drive the biggest impact.

### Websites must function like salespeople

A slow or confusing hotel website can stop a booking in its tracks. **Attendees were encouraged to treat their sites as conversion tools**—not just brochures—by prioritizing fast load speeds, mobile-first design, and clear calls to action. Top tips included auditing site performance, using inspiring visuals and sharp copy on the homepage, and ensuring that key information like rooms, pricing, and amenities can be found in just a few clicks.

## **Paid media is shifting**

Google's delay in phasing out third-party cookies gives hotels more breathing room, but not a free pass. Hoteliers were encouraged to **start building first-party data strategies** now by capturing guest emails, leveraging CRM insights, and testing lookalike audiences **to future-proof their marketing**.

## **Artificial Intelligence (AI) is already reshaping direct booking**

The summit closed with a forward-looking session highlighting how **AI and automation are streamlining hotel operations—from forecasting demand and monitoring OTA pricing to enabling conversational bookings**. The message was clear: hoteliers who adopt these tools now will gain a competitive edge with less manual effort.

## **Looking Ahead**

With overwhelmingly positive feedback, the Direct Booking Summit, Caribbean Edition is returning in 2026, with CHTA and Triptease committed to deepening support for the region's hoteliers.

CHTA members can access the full DBS presentation on the Members-Only portal.

For more information or to stay on top of upcoming CHTA events, visit [www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com).

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## **About the Caribbean Hotel and Tourism Association (CHTA)**

The Caribbean Hotel and Tourism Association (CHTA) is the Caribbean's leading association representing the interests of national hotel and tourism associations. For more than 60 years, CHTA has been the backbone of the Caribbean hospitality industry. Working with some 1,000 hotel and allied members, and 32 National Hotel Associations, CHTA is shaping the Caribbean's future and helping members to grow their businesses. Whether helping to navigate critical issues in sales and marketing, sustainability, legislative issues, emerging technologies, climate change, data and intelligence or, looking for avenues and ideas to better market and manage businesses, CHTA is helping members on issues which matter most.

## **About Triptease**

Triptease delivers online personalization for hotels across their website, booking engine and advertising channels. The result is better guest experiences and more direct bookings. The Triptease platform includes AI-metasearch bidding, SEM, parity management, website personalization and conversion benchmarking. For more information visit [www.triptease.com](http://www.triptease.com).