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## CARIBBEAN HOTEL AND TOURISM ASSOCIATION (CHTA) NOTES STRONG INVESTOR CONFIDENCE, RESILIENCE AND INNOVATION AT ALIS CALA 2025

**MIAMI, Fla. – May 9, 2025** – The [Caribbean Hotel and Tourism Association \(CHTA\)](#) shared powerful insights following its participation in the Americas Lodging Investment Summit Caribbean & Latin America (ALIS CALA), underscoring a cautiously optimistic outlook for tourism investment in the region, despite global headwinds and rising costs.

With more than 550 attendees representing 35 countries, ALIS CALA brought together investors, developers, government leaders, and hospitality executives for three days of dialogue, networking, and strategic planning. The summit kicked off with an **ALIS CALA- and CHTA-led Investor Sentiment Poll**—fielded among 89 participants— which revealed:

- 81 percent rated the current climate for tourism-related investment in CALA as "Good" or "Robust"
- 70 percent anticipate construction and renovation costs will increase by more than 10 percent over the next year
- Luxury properties emerged as the most attractive investment segment, chosen by 45 percent of respondents
- While funding is available, 82 percent noted it is more expensive than in previous years

In addition to this pulse survey, CHTA conducted a similar sentiment index amongst its members, the results of which closely mirrored the ALIS CALA survey. However, preliminary findings from **CHTA's Interim Economic Outlook Survey** also suggest caution, with emerging signs of weakened short-term confidence.

"The Caribbean continues to prove itself as one of the most resilient tourism markets in the world," shared CHTA President Sanovnik Destang. "While cost pressures and global uncertainty are real, investor appetite remains strong, and we are seeing bold new developments in sustainable, community-focused tourism across the region."

### Key Trends and Insights:

- **Resilience Amid Volatility:** As destinations navigate high operating costs, supply chain disruptions, and inflation, the Caribbean's tourism-dependent economies are adapting with increased airlift, targeted diversification strategies, and innovation in hospitality experiences—from wellness to branded residences and full-circle culinary programs.
- **Data-Driven Optimism:** Hotel performance across much of the Caribbean is outpacing pre-pandemic levels, fueled by strong demand and travelers' willingness to invest in

meaningful experiences. Boutique, experiential, and eco-luxury offerings are seeing particularly high interest.

- **Broadening Market Reach:** While the U.S. remains the primary source market, CHTA emphasizes the growing importance of Canada, Latin America, and intra-Caribbean travel. Calls to reduce taxes on regional flights and increase inter-island connectivity are gaining momentum; in fact, Saint Lucia and Barbados are leading by example, cutting taxes on regional airfare by 50% for the summer of 2025.
- **Community and Sustainability Focus:** Developers are incorporating into partnerships that prioritize local impact—from hiring biologists to protect ecosystems, to including local chefs and artists in the guest experience. Investors are increasingly prioritizing destinations with strong sustainability narratives.
- **Technology and AI Transformation:** The conference spotlighted AI as a hospitality equalizer—automating operations while freeing staff to enhance guest experiences. During a panel discussion, Destang also encouraged the upskilling of the Caribbean workforce to stay competitive in an AI-driven future.

## **A United Voice for the Region**

CHTA reaffirmed its role as a regional advocate, citing its recent efforts that helped avert costly U.S. port fees and its ongoing collaboration with the CARICOM Private Sector Organization, regional shipping partners, and tourism stakeholders to reduce external dependencies and enhance trade routes. Additionally, CHTA played a key role in a tax advocacy effort in the Dominican Republic, helping to preserve essential tourism-related incentives that were at risk due to proposed tax reforms—safeguarding continued investment and growth within one of the Caribbean’s most vital tourism markets.

“The Caribbean is not just a destination—it’s a brand,” said Destang. “But each island tells its own story. We must continue to amplify those narratives through smart investment, thoughtful development, and unified advocacy.”

As the region looks ahead into 2025 and beyond, CHTA will continue to support its 32 member destinations with insights, partnerships, and a relentless focus on resilience, innovation, and inclusive growth. These critical conversations and collaborations will continue later this month in Antigua at the 2025 Caribbean Travel Forum and Caribbean Travel Marketplace, where CHTA will unveil further insights and strategies shaping the future of Caribbean tourism. Registration is still available for each event at the following links: <https://caribbeantravelforum.com> and <https://chtamarketplace.com>. More detailed insights will be shared through the CHTA members portal in the coming weeks.

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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.

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