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*CHTA and CAST Webinar Series Session Showcasing....*

# **Caribbean Tourism Industry Best Practices in Coral Reef Management and Restoration**

Thursday, June 19th, 2025, 11:00 a.m. to 12:15 p.m. EDT

Welcome and Opening Remarks:

Frank Comito

Special Advisor to CHTA and CAST

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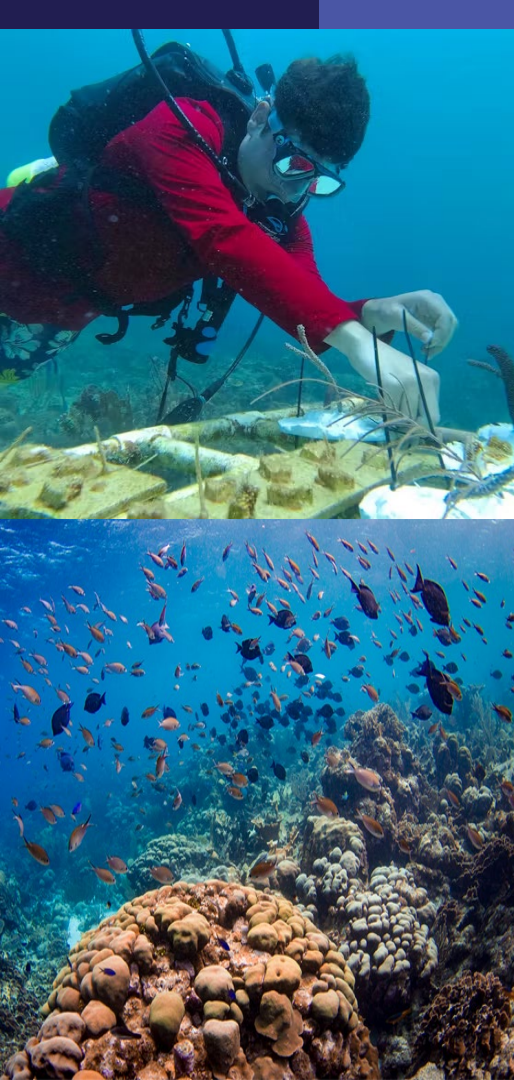


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## *What Today's Webinar Will Cover....*

- Profile the Successful Work of Three Award-Winning Industry Initiatives
- Share Background and Goals of Newly Established Caribbean Tourism Industry Stewardship Award
- Provide Overview of Support Efforts by The Nature Conservancy and CHTA/CAST
- Announcement of Best Practices Brief





## Background and Goals of Stewardship Award

- CHTA/CAST and TNC research reveals **growing interest by the industry** to be proactive on management and restoration efforts.
- Industry interest propelled by **rapid decline in the coral reef population** in the Caribbean due to warming ocean temperatures, waste runoff, sargassum seaweed and other threats.
- Caribbean Tourism Industry Coral Reef Stewardship Award Created to:
  - **Showcase best practices** by three distinctively different initiatives
  - **Exchange ideas** for adapting and replicating aspects of these projects to help jumpstart and/or advance their own initiatives
  - See how **investments in coral reef management and restoration can yield returns**, improve reputational value, guest experiences and generate business.

# Coral-Reef Related Initiatives



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*Efforts Recently Undertaken by CHTA/CAST in Collaboration with TNC...*

- **Research** – industry's views and participation on coral reef management and restoration efforts
- **Knowledge Sharing** – through events, training, website portal <https://cast.caribbeanhotelandtourism.com/>
- **Resource Guide for Tourism Industry** – Supporting industry's engagement
- **Advocacy** – Identifying and advancing policies and regulations which support restoration efforts
- **Partnerships and Collaboration** – leveraging resources and support with local and regional partner organizations
- **Education and Training** – through ongoing webinar series, presentations at events and in destinations, advancing partner and global resources, and an online knowledge and resources portal
- **Communications and Public Awareness** – thru trade and consumer press and social media
- **Recognitions** - Identifying and showcasing industry's best sustainable practices
- **Capacity Building** – Positioning CAST and National Hotel and Tourism Associations as stewards in advancing sustainability and resilience practices

# Three Distinctive Best Practices Shared and Profiled in Brief to be Rolled Out This Month:



Profiles successful collaborative efforts.



Shows engagement of tourism operators, employees, community and tourists as coral reef stewards.



Shares 'lessons learned', demonstrating the importance of adapting and adjusting to the ongoing challenges

Demonstrates various ways in which impact and progress from efforts is measured.



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# Congratulations to the 2025 Finalists for the Caribbean Tourism Industry Coral Reef Stewardship Award:

**Round Hill Hotel and Villas  
Jamaica**

**Aquanauts Grenada**

**Jamaica Inn Foundation  
White River Fish Sanctuary**



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