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**CARIBBEAN HOTEL & TOURISM ASSOCIATION DELIGHTED TO WELCOME
48 HOTELS IN THE U.S. VIRGIN ISLANDS AS MEMBERS**

Milestone highlights the growing value of CHTA membership across the region

MIAMI, Fla. (July 28, 2025) – The [Caribbean Hotel and Tourism Association](#) (CHTA), the Caribbean’s leading voice representing the interests of national hotel and tourism associations for more than 60 years, is proud to welcome 48 hotels and resorts in the U.S. Virgin Islands (USVI) as official members—a landmark moment for regional collaboration.

"We are thrilled to announce that the U.S. Virgin Islands Hotel and Tourism Association (USVIHTA) and the St. Croix Hotel and Tourism Association are now full-compliance associations within CHTA, bringing all of their member hotels and accommodation providers into our regional community," said CHTA’s Membership Chair Bill Clegg. "We commend the leadership of USVI Hotel & Tourism Association President Lisa Hamilton and the Boards of both associations for their unanimous decision to integrate CHTA membership into their dues structure. This move truly reflects the spirit of Caribbean unity, but also ensures members get full access to CHTA resources, tools and regional network to strengthen business and boost competitiveness."

CHTA serves hotel, villa, and condo/timeshare properties by enhancing operational efficiency, reducing costs, and maximizing profitability. Members benefit from exclusive access to vital resources, training, advocacy, and networking opportunities. The organization is dedicated to fostering business growth and building a sustainable and prosperous regional tourism industry.

This achievement signals a strategic decision by USVI’s hospitality leaders to deepen their engagement with the wider Caribbean community at a time when regional unity and coordinated advocacy are more important than ever. Through CHTA, USVI hotels now have a stronger collective voice in regional and international tourism matters, greater access to timely industry intelligence, and the ability to shape policies that directly impact the region’s future.

"While USVIHTA has proudly supported CHTA for more than 40 years, having full participation from all of our hotels signals a new era of strength and solidarity for the U.S. Virgin Islands," said Hamilton. "This unified membership allows our destination to speak with one voice on regional priorities, giving every property a seat at the table as we work collectively to shape the future of Caribbean tourism. CHTA has long been a trusted partner, and we’re proud to deepen that relationship at such a pivotal moment for our industry."

For more information on CHTA membership opportunities and benefits, contact CHTA at +305.443.3040 or Membership@caribbeanhotelandtourism.com. For more information about CHTA, visit 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 33 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. For additional information, visit www.caribbeanhotelandtourism.com.