

FOR IMMEDIATE RELEASE



THE CARIBBEAN HOTEL & TOURISM ASSOCIATION (CHTA) ANNOUNCES THE RETURN OF CHIEF AND TASTE OF THE CARIBBEAN IN 2025

The region's premier tourism and culinary events to be held in Barbados, November 16-18

BARBADOS (July 8, 2025) – The Caribbean Hotel and Tourism Association (CHTA) is pleased to announce the return of the Caribbean Hospitality Industry Exchange Forum (CHIEF) and Taste of the Caribbean, set to take place November 16–18, 2025, at the Wyndham Grand Barbados Sam Lords Castle Resort.

As cornerstones of CHTA's professional development and industry engagement platform—created by and for the Caribbean hospitality community—CHIEF and Taste of the Caribbean will bring together industry leaders, rising professionals and culinary talent from across the region. The events aim to foster knowledge sharing, showcase innovation and celebrate the vibrant culture and creativity that define Caribbean tourism.

CHIEF, CHTA's premier educational and networking forum, will once again spotlight innovation, leadership, and practical strategies to address the tourism sector's most pressing challenges. This year's theme, "Innovating Caribbean Tourism for a Disrupted World: Adapting with Purpose, Leading with People, Planning for Permanence," sets the tone for a robust lineup of immersive workshops and skills-building sessions led by a soon-to-be-announced roster of thought leaders.

"From culinary trends to operational strategy, CHIEF attendees gain practical tools to elevate their businesses and careers across the Caribbean," said CHTA CEO Vanessa Ledesma. "This year's workshops will dive even deeper, equipping participants with actionable insights from some of the industry's most dynamic voices, making CHIEF a must-attend for forward-thinking professionals."

As part of its ongoing efforts to strengthen regional supply chains and drive innovation, this year's CHIEF will additionally include a Linkages Showcase. This dynamic marketplace will connect local and regional vendors with hotels, resorts, and other tourism-related businesses, encouraging more Caribbean sourcing and collaboration. Building upon its recent partnership with the Global Alliance for Innovation in Tourism (GAIN), this year's event will also feature a broader range of technology providers and hospitality tech efforts, offering attendees access to the tools and insights shaping the future of Caribbean tourism.

Running concurrently, Taste of the Caribbean will return with its signature culinary competitions, celebrating the flavors, creativity, and talent of the region's best chefs and mixologists. Competitors will vie for top honors in four individual categories—Caribbean Chef of the Year, Junior Chef, Bartender, and Pastry Chef, all while earning valuable exposure and professional development.

Registration details for both events will be announced soon. Sponsorship opportunities are available on a limited basis; inquiries can be directed to information@caribbeanhotelandtourism.com. For more information, visit www.chtachief.com.

#

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. For more information visit <https://caribbeanhotelandtourism.com>

Media Contact:

Claire Kunzman / claire@anythingbutadvertising.com / +1 407 227 8867