

FOR IMMEDIATE RELEASE



## REGISTRATION NOW OPEN FOR CARIBBEAN HOSPITALITY INDUSTRY EXCHANGE FORUM (CHIEF) 2025

*CHTA's premier tourism event to be held in Barbados, Nov. 16–18; early-bird rates available through Aug. 31*

**BARBADOS (Aug. 12, 2025)** – The [Caribbean Hotel and Tourism Association](#) (CHTA) has opened registration for the **Caribbean Hospitality Industry Exchange Forum (CHIEF) 2025**, taking place **Nov. 16–18** at the Wyndham Grand Barbados Sam Lord's Castle All-Inclusive Resort.

One of the region's most influential events for hospitality leaders, CHIEF delivers strategic insights, peer-led workshops and practical solutions tailored to the Caribbean tourism landscape. This year's theme, **"Innovating Caribbean Tourism for a Disrupted World: Adapting with Purpose, Leading with People, Planning for Permanence,"** drives a dynamic program featuring 24 sessions across six focus areas:

- **Sales & Marketing:** strategies to maximize bookings and adapt to changing traveler behaviors
- **Technology:** AI, automation, and practical digital tools to improve guest service and operations
- **Sustainability:** cost-saving, long-term solutions such as green operations and responsible sourcing
- **People-First Leadership:** attracting and retaining talent, leading multigenerational teams
- **Linkages:** strengthening local supply chains and reimagining Caribbean tourism from the inside out
- **Operations Excellence:** actionable takeaways to boost efficiency and guest satisfaction

"From AI to sustainability, workforce to marketing, this year's CHIEF offers fresh, relevant, and implementable ideas for every corner of the hospitality business," said CHIEF Program Planning Chair Patricia Affonso-Dass. "Our goal is to inspire while equipping attendees with practical solutions they can take back to their operations."

In addition to the sessions, the **Exchange Hub** will provide a dedicated space for companies to showcase their products and services, network, and form strategic partnerships directly with Caribbean hospitality leaders.

**CHIEF Talks** will also return, delivering rapid-fire, TED-style presentations from thought leaders and innovators across the region — designed to spark big ideas in short, impactful bursts.

Running alongside CHIEF 2025, **Taste of the Caribbean** will showcase the region's flavors, culture, and culinary talent through vibrant competitions and events.

### **Book Early for Exclusive Benefits**

Delegates booking through the CHIEF website will receive an **accommodations credit**, available only to those staying at the Wyndham Grand Barbados Sam Lord's Castle All-Inclusive Resort. CHTA encourages attendees to book accommodations early to secure their stay at the conference venue.

### **Registration**

Registration is now open at <https://chtachief.com/registration> for both CHTA members and non-members, with early-bird rates available through Aug. 31.

CHIEF sponsors include Wyndham Grand Barbados Sam Lord's Castle All Inclusive Resort, ABA Global Marketing, Hovr, GAIN Advisor, Interval International, MyBookingRewards.com and taConnect.

For more information on CHTA, CHIEF and other events, please 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.

Media contact:

Claire Kunzman

[claire@anythingbutadvertising.com](mailto:claire@anythingbutadvertising.com)

+1 407 227 8867