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HOTELS AIM TO SOURCE MORE CARIBBEAN-MADE PRODUCTS, BUT BARRIERS REMAIN: CHTA SURVEY IDENTIFIES OPPORTUNITIES AND CHALLENGES

Miami, Fla. – October 14, 2025 – Travelers across the Caribbean are demanding more authentic, locally sourced food, products, and cultural experiences. Yet new [survey](#) findings from research conducted by the [Caribbean Hotel and Tourism Association](#) (CHTA) with 18 of the region's National Hotel & Tourism Associations (NHTAs) reveal that hotels face major barriers in meeting that demand, ranging from unreliable supplies to limited government support. CHTA is drawing attention to these insights as part of its ongoing push to strengthen linkages between tourism and local industries.

According to the NHTAs, supply remains one of the toughest challenges: more than half (**56%**) said **local producers cannot consistently provide the quantities needed**, with many also citing inconsistent quality and lack of variety.

Most associations cited a need to boost support for increased local purchases by the tourism industry, helping to reduce high production costs. Seventy-six percent (**76%**) said **utility subsidies are non-existent or ineffective**; **64%** said **more effective tax incentives** for hotels to purchase locally would encourage greater industry purchasing, strengthening domestic producers' ability to compete on price; and **56%** said **incentives to boost local production could be improved**.

Saint Lucian entrepreneur Vaughn Constable, founder of Twist Saint Lucia and a participant in CHTA's Linkages showcase, which connects tourism businesses with local suppliers, illustrates the challenge. "There's so much pride in creating Caribbean-made products," said Constable. "Every bag, every package carries a piece of our identity — our flavors, our culture, our craftsmanship. Travelers love that authenticity; they want to taste and experience something that's truly from here, but the logistics, volume and costs make it difficult for small producers to compete locally and regionally, even when there's strong demand from hotels and travelers."

During a recent CHTA Linkages [webinar](#), representatives from successful efforts by the Government of Jamaica, the Saint Lucia Hospitality and Tourism Association and the hotel sector pointed to their successes and echoed the concerns raised through CHTA's research. They identified urgent priorities such as better data sharing, more efficient regional logistics, and stronger financial support for small businesses.

“CHTA’s role is to amplify the collective voice of our National Hotel & Tourism Associations,” said Nicola Madden-Greig, Linkages Task Force Chair and Immediate Past President of CHTA.

“These findings reinforce what we have long advocated: travelers want authentic Caribbean experiences, but systemic barriers prevent hotels from fully meeting that demand. By working with governments and partners, we can create the policies and systems that ensure tourism delivers stronger benefits to Caribbean people and communities.”

Looking ahead, CHTA is intensifying its efforts to connect buyers and suppliers, create a more competitive pricing environment, strengthen distribution networks, and help entrepreneurs scale their businesses. Strengthening local and regional cooperation on logistics and financing also remains a top priority, making it easier for hotels to source Caribbean first.

“The Caribbean has many of the ingredients to succeed, with talented entrepreneurs, agricultural and manufacturing capabilities, rich cultural traditions, and an unmatched tourism product,” added Madden-Greig. “If we break down the barriers and strengthen these linkages, we can ensure more visitor spend stays in our economies, supporting livelihoods and building a stronger, more sustainable future for the region.”

To further drive collaboration, CHTA will host a dedicated Linkages Showcase at the [Caribbean Hospitality Industry Exchange Forum](#) (CHIEF), November 16-18 in Barbados, spotlighting regional producers and suppliers that support the hospitality sector. The association is also undertaking a detailed assessment of regionally sourced product lines which are available to the hospitality sector.

Media resources:

To access the full survey, click [here](#).

For more information on CHTA, visit www.CaribbeanHotelandTourism.com.

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ABOUT CHTA

The Caribbean Hotel and Tourism Association (CHTA) is the leading organization representing the interests of the Caribbean hospitality and tourism industry for more than 60 years. With 32 National Hotel Associations as well as 1,000 diverse members spanning hotels, resorts, tourism providers, and allied partners across the region and beyond, CHTA serves as a powerful voice, resource, and connector for the Caribbean's most vital industry. Through ongoing advocacy, professional development, industry insights, and market intelligence, CHTA helps its members thrive in today's competitive global marketplace. Organizations worldwide with interest in the Caribbean that want to increase their presence and connectivity in the Caribbean Hospitality and tourism industry are invited to join this dynamic community. To learn more about membership benefits and upcoming virtual and in-person events, please visit www.caribbeanhotelandtourism.com

