

FOR IMMEDIATE RELEASE



CHTA ANNOUNCES 2025 CHIEF AWARD WINNERS, CELEBRATING EXCELLENCE IN CARIBBEAN HOSPITALITY



Barbados – November 17, 2025 – The [Caribbean Hotel and Tourism Association](#) (CHTA) proudly unveiled the winners of the **2025 Caribbean Hotel Industry Exchange Forum (CHIEF) Awards** at the opening of the annual event, taking place in Barbados from November 16–18. The signature program recognizes outstanding leadership, innovation and best practices across the regional hospitality sector.

The CHIEF Awards highlight excellence across five competitive categories: *Environmental Sustainability, People (Staff) Development and Support, Innovative Sales and Marketing, Social Responsibility* and *Tech Transformation*. This year's winners and finalists represented 12 destinations, reflecting the depth and diversity of Caribbean hospitality leadership. Their submissions showcased purpose-driven work and highlighted some of the most forward-thinking initiatives in the industry.

Environmental Sustainability: Curtain Bluff, Antigua

Curtain Bluff earned top honors for its long-standing, holistic sustainability model, integrating advanced water systems, energy efficiency, waste reduction and deep community engagement, all backed by more than a decade of verified progress through its Green Globe Platinum Certification.

People (Staff) Development and Support: Half Moon, Jamaica

Half Moon was recognized for its comprehensive employee-focused strategy, including robust wellness programs, dedicated learning platforms, and technology-enhanced training that sustain its Forbes-rated luxury service standards.

Innovative Sales and Marketing: Boardwalk Hotel Aruba

Boardwalk's "Slow Summer" campaign reimagined low season as a wellness-driven period of mindful, regenerative travel – boosting occupancy, engagement and community partnerships through slow-living storytelling.

Social Responsibility: Rockhouse Foundation, Jamaica

The Rockhouse Foundation was honored for its transformative investment of more than US\$11 million into rebuilding public schools, developing inclusive education and strengthening community programs across Westmoreland Parish.

Tech Transformation: Bolongo Bay Beach Resort, USVI

Bolongo Bay was awarded for its technology-driven shift to direct bookings, reversing its OTA dependence through streamlined digital tools, responsive communication and guest-centric online engagement.

"As always, the CHIEF Awards shine a light on the creativity, innovation and heart that define Caribbean hospitality," said CHTA President Sanovnik Destang. "This year's winners demonstrate how our region continues to lead with purpose, with people and with resilience. At a time when climate change is profoundly affecting Caribbean communities, including our brothers and sisters in Jamaica following Hurricane Melissa, these best practices remind us that sustainable, inclusive tourism is not just our future, it's our responsibility."

For more information about CHIEF, visit www.chtachief.com.

Photos (below):



Environmental Sustainability (left to right): CHIEF Program Chair, Patricia Affonso-Dass, CHTA President Sanovnik Destang and Auslando Davis from Curtain Bluff Antigua, West Indies



People Development (left to right): CHIEF Program Chair Patricia Affonso-Dass, CHTA President Savonik Destang, Simone Woodfine - Jamaican native in the Turks & Caicos Culinary team accepting on behalf of Half Moon and CHTA CEO Vanessa Ledesma



Innovative Sales and Marketing (left to right): CHIEF Platinum Partner, Jason Craparo, Hovr and Aruba Hotel & Tourism Association President and CEO Tisa LaSorte, accepting on behalf of Boardwalk Boutique Hotel Aruba



Social Responsibility (left to right): CHTA CEO Vanessa Ledesma, CHIEF Program Chair Patricia Affonso-Dass, CHTA President Savonik Destang, CHIEF Platinum Partner Kasey Lohn - Interval International and Adam Shepard accepting on behalf of Rockhouse Foundation



Technology Transformation (left to right): CHTA CEO Vanessa Ledesma, CHIEF Program Chair Patricia Affonso-Dass, CHTA President Savonik Destang, Bolongo Bay Beach Resort Manager Mikael Doumeng and CHIEF Platinum Partner, Adam Mogelonsky, GAIN

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About the Caribbean Hotel and Tourism Association (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.