

**For Immediate Release**



**CARIBBEAN HOTEL & TOURISM ASSOCIATION ANNOUNCES  
LINEUP OF KEY INDUSTRY EVENTS FOR 2026**

**Fort Lauderdale, Fla. — January 26, 2026 —** [The Caribbean Hotel & Tourism Association](#) (CTHA) has announced dates and locations for its major events throughout 2026. These flagship gatherings provide a platform for industry leaders and partners to come together to discuss emerging trends, share insights, strengthen relationships, and identify new opportunities to grow and elevate Caribbean tourism – while also celebrating excellence across the region's hospitality sector.

"Our 2026 event portfolio represents CHTA's commitment to providing attendees with actionable tools, strategic connections, and real-world solutions they can immediately apply to grow their businesses," said CHTA President Sanovnik Destang. "From deal-making opportunities that drive economic impact to practical capability-building and leadership development, each event is designed to deliver measurable value that participants can take back to their organizations."

**Caribbean Travel Marketplace - Antigua & Barbuda  
May 12-15, 2026**

Positioned as the commercial engine of the Caribbean region, Caribbean Travel Marketplace connects hotels, resorts, destinations, and tourism suppliers with top wholesalers and travel buyers from around the world. Through curated deal-making meetings, attendees build commercial relationships, negotiate contracts and introduce new products that shape the patterns and revenue streams for the year ahead. For more information, visit <https://chtamarketplace.com>.

**Direct Booking Summit, Caribbean - Antigua & Barbuda  
May 15, 2026**

Following a successful inaugural year, the Direct Booking Summit returns for its second edition, taking place on the heels of Caribbean Travel Marketplace. This practical capability-building forum empowers Caribbean hoteliers and accommodation providers to learn, apply, and execute revenue optimization strategies. Participants connect with tools and tactics for enhancing direct bookings, strengthening guest relationships, and implementing solutions to maximize profitability. The Summit focuses on what attendees can apply immediately to strengthen their competitive position.

**Caribbean Hospitality Industry Exchange Forum (CHIEF) - Wyndham Grand Barbados  
Sam Lords Castle All-Inclusive  
November 16-18, 2026**

CHIEF delivers practical insights and real-world application opportunities through a leadership forum that blends strategic perspective with actionable solutions. Participants learn from case studies, connect with cross-sector collaborators, and apply peer insights to real-world

challenges. CHIEF supports decision-making, adaptation, and implementation by providing solutions members can take back to their organizations—going beyond discussion to deliver practical tools for business transformation. For more information, visit <https://chtachief.com>.

**Taste of the Caribbean - Wyndham Grand Barbados Sam Lord's Castle All-Inclusive  
November 16-19, 2026**

Happening in tandem with CHIEF, Taste of the Caribbean strengthens talent development, celebrates Caribbean culture, and connects suppliers with hospitality professionals. The region's premier culinary professionals learn from competitions, apply new skills through educational exchanges, and connect with vendors and suppliers to strengthen their operations while celebrating Caribbean identity and professional growth. For more information, visit <https://chtataste.com>.

For more information on upcoming CHTA events, visit [www.CaribbeanHotelandTourism.com](http://www.CaribbeanHotelandTourism.com). For partnership opportunities, contact [nerdin@caribbeanhotelandtourism.com](mailto:nerdin@caribbeanhotelandtourism.com).

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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](http://www.caribbeanhotelandtourism.com).