

FOR IMMEDIATE RELEASE



## CHIEF 2026 UNVEILS SESSION TOPICS TO PREPARE CARIBBEAN HOSPITALITY AND TOURISM FOR 2030

*Sessions will address AI, talent retention, competitive advantages, and sustainability, among other topics related to the direction of the region's hospitality*

MIAMI, Fla. – July 15, 2026 – The [Caribbean Hotel and Tourism Association \(CHTA\)](#) has unveiled the program for the 2026 [Caribbean Hospitality Industry and Exchange Forum \(CHIEF\)](#), scheduled for **November 16-18** at the Wyndham Grand Barbados Sam Lords Castle All-Inclusive Resort. As the Caribbean hospitality industry's leading forum for professional development, CHIEF equips hospitality and tourism leaders with practical strategies, peer-to-peer insights, and innovative solutions to strengthen business performance and prepare for the future.

This year's theme, "**Caribbean Tourism 2030: Resilient. Regenerative. Ready. Practical Strategies to Lead Smarter, Operate Better and Grow Stronger,**" reflects the industry's focus on preparing for the next decade. Programming is organized around six content pillars including Technology & AI; Talent and Workforce Development; Sustainability, Resilience, Risk Management and Climate Adaptation; New Business Models & Revenue Streams; Operational Management; and Sales, Marketing, Channel Management and Social Media.

Examples of this year's sessions include:

### **The AI-Powered Hospitality Business: What Every Leader Needs to Know Before 2030**

Artificial intelligence is rapidly reshaping how hospitality businesses compete, operate, and grow. In this thought-provoking CHIEF Talk, gain a strategic perspective on what every hospitality leader needs to know to prepare for the future – from emerging opportunities and evolving business models to the leadership decisions that will define success in the years ahead.

### **When Crisis Hits: Building Preparedness, Response and Business Continuity Plans That Work**

Disruption can come without warning – from extreme weather and cyber incidents to health emergencies, infrastructure failures, and operational crises. Learn how to build practical preparedness, response, and business continuity plans that protect people, maintain critical operations, clarify leadership responsibilities, and accelerate recovery when a crisis occurs.

### **The Future of Caribbean Tourism: Emerging Markets, New Demand Opportunities and Global Competitive Trends**

Where will the Caribbean's next wave of growth come from? Examine the emerging traveler segments, evolving source markets and global trends shaping tourism demand, and gain the knowledge of how to adapt your marketing strategies, strengthen competitiveness and position your business for future growth.

### **From Employee to Entrepreneurs: Empowering the Next Generation of Caribbean Tourism Innovators**

A stronger Caribbean tourism industry depends on developing tomorrow's entrepreneurs as well as today's workforce. Discover how hospitality businesses can inspire innovation, support local enterprise, and foster entrepreneurial thinking to create new opportunities for employees, strengthen their organizations, and contribute to a more resilient and competitive Caribbean tourism industry.

### **Wellness, Adventure and Cultural Travel: Capturing High-Value Demand**

Traveler preferences are evolving, creating new opportunities for hospitality businesses to differentiate their offerings and attract higher-value guests. Explore practical strategies to develop market-ready experiences, strengthen your competitive position and capitalize on growing demand for wellness, adventure and cultural travel.

To access the full CHIEF schedule, including additional sessions click [here](#).

### **Registration**

Registration is open at [www.chtachief.com/registration](http://www.chtachief.com/registration) for both CHTA members and non-members. Additional sessions will explore revenue growth, leadership, sustainability, technology, workforce development, operational excellence and other issues shaping Caribbean tourism's future. Special airfares are available for regional delegates on interCaribbean Airways and Winair.

CHIEF 2026 Platinum partners include Alliants, ABA Global Marketing, GAIN Advisors, Interval International, and Mastercard; Gold partners include MyBookingRewards.com and taConnect. Supporting partners include Amadeus and Lighthouse.

For more information on CHIEF, please visit [www.chtachief.com](http://www.chtachief.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 and 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. To learn more about membership benefits and upcoming events, visit [www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com).