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CHTA NAMES G ADVENTURES FOUNDER BRUCE POON TIP AS KEYNOTE SPEAKER FOR THE 2026 CARIBBEAN HOSPITALITY INDUSTRY EXCHANGE FORUM (CHIEF)

Held in Barbados November 16-18, CHIEF will equip Caribbean hospitality leaders with practical strategies, peer insights and expertise to strengthen their businesses and prepare for what's next

MIAMI, Fla. – September 21, 2026 – The [Caribbean Hotel and Tourism Association](#) (CHTA) today announced that Bruce Poon Tip, founder of G Adventures and one of the travel industry's most influential entrepreneurs, will deliver the keynote address at the 2026 [Caribbean Hospitality Industry Exchange Forum](#) (CHIEF), taking place **November 16-18** at the Wyndham Grand Barbados Sam Lord's Castle All-Inclusive Resort.

Poon Tip built G Adventures from a 1990 startup, launched at age 22 on two maxed-out credit cards, into the world's largest small-group adventure travel company, now carrying more than 200,000 travelers a year across upwards of 1,000 trips in more than 100 countries.

His perspective on how the travel business can work has carried well beyond his own company. Poon Tip has addressed the United Nations and the World Bank, spoken at the headquarters of Apple and Google, and written a New York Times bestseller, *Looptail*, on reinventing the way a company operates.

During CHIEF he will draw on 35 years of challenging the traditional tourism model to examine what the industry owes the destinations it works in and what it earns back, with local economies capturing more of what travelers spend and communities holding a real voice in how tourism develops around them.

"Bruce built a global business by rethinking how travel was supposed to work, and that is exactly the kind of thinking our industry needs as we look toward 2030," said CHTA President Sanovnik Destang. "Hospitality leaders are making important decisions today that will shape how their businesses compete and grow in the years ahead. Bruce brings a valuable perspective – challenging convention, turning ideas into action and proving they can work at scale."

A Program Built for the Business Questions Hospitality Leaders Are Asking

Under the theme ***Caribbean Tourism 2030: Resilient. Regenerative. Ready. – Practical Strategies to Lead Smarter, Operate Better and Grow Stronger***, CHIEF 2026 will bring together Caribbean hospitality leaders and industry experts around the business issues and opportunities that matter now and as the region looks toward 2030. From AI, technology and revenue growth to direct bookings, workforce development, operational performance, resilience

and new revenue opportunities, the program will emphasize real-world experience, actionable ideas and perspectives participants can take back and apply within their organizations.

Industry leaders and experts confirmed to participate to date include Chris Davidson, Managing Director, MMGY Travel Intelligence; Paul Salmon, Chairman & CEO, Rockhouse; Manny Melendez, Director, Direct Bookings & Distribution, Amadeus; Kalina Kennedy, General Manager of Margaritaville Vacation Club St. Thomas, Elysian Beach Club and Limetree Beach Club, and Gregor Nassief, Chief Executive Officer, GEMS Holdings Limited, among others.

Hospitality owners, operators and industry professionals are invited to join their peers in Barbados November 16-18 to exchange ideas, build connections and gain insights they can put into action. Registration is open to both CHTA members and non-members at www.chtachief.com/registration.

The full schedule is available at chtachief.com/schedule-of-events.

CHIEF 2026 Platinum partners include ABA Global Marketing, Alliants, GAIN, Interval International, Maestro PMS, Miles Partnership, Mastercard and Silverware. Gold partners include MyBookingRewards.com and taConnect. Supporting partners include Amadeus, Carnival Corporation, Lighthouse, Reefstarter and Revinate. Airline Partners include interCaribbean Airways and Winair.

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About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the leading voice of the Caribbean hospitality and tourism private sector. For more than 60 years, CHTA has brought together national hotel and tourism associations, hotels, resorts and other accommodations, and allied businesses across the region. Through the collective strength of this regional network, CHTA represents the industry's interests, connects businesses and partners, and delivers the insights, resources and opportunities members need to navigate challenges, make informed decisions and grow their businesses. From advocacy and business intelligence to people development, sustainability, emerging technologies and market opportunities, CHTA helps members address the issues that matter most to their businesses while strengthening the Caribbean hospitality and tourism industry.