



**Become an Allied Member of the Caribbean Hotel and Tourism Association (CHTA) and receive the following benefits**

**1. Access to:**

- a. The CHTA's member-hotel database, listing all 700+ Caribbean hotel members
- b. CHTA Board of Directors (100+) contact information
- c. Caribbean National Hotel Associations contact information
- d. Caribbean Ministers and Directors of Tourism contact information
- e. Meetings: Allied members may attend CHTA committee meetings – Marketing, Membership, and Advocacy – and also Board of Directors meetings.
- f. Minutes of committee and board meetings, and related presentations.

**2. Be part of the Caribbean tourism community:**

- a. Monthly Newsletter – “Members Corner” promotes Allied members and also keeps all 1,250 member companies informed of what's going on in tourism within the region and worldwide
- b. Free company listings in the on-line Allied member ‘Purchasing Index’
- c. Member-2-Member (M2M) program for special offers and promotions to hotel members
- d. Logo and click-thru placement opportunities on CHTA's website (under purchasing index, newsletter and/or data center)

**3. The CHTA ‘Data Center’ – Access for members only:**

- a. Smith Travel Research (STR) Monthly Construction Report: Get the "heads-up" on who's building, who's renovating and who's expanding.
- b. Monthly tourist arrivals data from the Caribbean Tourism Organization (CTO)
- c. Monthly STR hotel data – Occupancy, ADR and Rev PAR from their 180+ hotel sample.
- d. Monthly Expedia air-capacity and quarterly ADR data.
- e. Destination arrivals data and various statistics (currently 17 countries reporting)
- f. WTTC, IATA and other special tourism reports and surveys, both regional and international.

**4. Meetings & Events**

CHTA facilitates various annual events and conferences for its members (only): Caribbean Marketplace (with 1,500 delegates, it's the region's largest and most important marketing event), the Caribbean Hotel and Tourism Investment Conference (400+ delegates), the Small Hotels Retreat (250+ delegates) and “Taste of the Caribbean” (13+ competing Caribbean island teams).

**5. Discounted Insurance Programs:**

- a. BUPA – discounted health insurance and ‘medicals’
- b. Jackson Memorial Hospital, Miami – discounted medical procedures
- c. Industry discounts – hotel and car rental, soon to be announced