



START LOCALLY THINK GLOBALLY

Why be a member of CHTA?

Being a member of your local hotel and tourism association is the first step towards being involved with the travel industry community, but it's also important to think globally. Being a member of the Caribbean Hotel and Tourism Association takes you to the next step.

THERE ARE MANY DIRECT AND INDIRECT BENEFITS OF MEMBERSHIP:

Networking and participation

CHTA membership gives you access to:

- The CHTA's member-hotel database, listing all 700+ Caribbean hotel members
- CHTA Board of Directors (100+) contact information
- National Hotel Associations contact information
- Caribbean Ministers and Directors of Tourism contact information
- Meetings: Marketing, Membership and Advocacy committee meetings, and Board of Directors meetings. All members are encouraged to attend and participate.

Advocacy

There are many regional and global issues that affect the Caribbean tourism industry that cannot always be addressed locally. CHTA gives you a voice in London, Brussels and Washington, DC. Working with global, regional and Diaspora partners, we represent your interests wherever and whenever travel and tourism is in the spotlight.

Some of these issues include:

- Direct and indirect taxation on the Caribbean tourism industry
- Aviation – both international and regional
- Crisis Management – storms, viruses, terrorism, etc.
- Regional marketing
- International funding
- “Green”/ sustainable tourism
- Human resource development

CHTA's new **“Tourism is Key”** campaign, backed by solid data from Oxford Economics and the WTTC, seeks to emphasize the importance of travel and tourism within the Caribbean to political leaders and influencers, creating a more favorable business environment for our 1,100+ members.



Meetings and 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 – 200+ delegates
- “Taste of the Caribbean” – 13+ competing Caribbean island culinary teams
- Caribbean Tourism Summit (CTS)



Be a part of the Caribbean tourism community

- Monthly Newsletter – “Members Corner” keeps all 1,100 member companies informed of what’s going on within both the Caribbean and worldwide tourism communities.
- STR monthly regional hotel data – occupancy, ADR and Rev PAR from their 180+ hotel sample
 - Destination arrivals data and various statistics
- Listings and website links in the on-line “Purchasing Index” for Allied members
- Member-2-Member (M2M) program for special offers and promotions to hotel members
- CHTA Data Center for tourism statistics
 - Smith Travel Research (STR) Monthly Construction Report: get the “heads up” on who’s building, who’s renovating and who’s expanding
 - Monthly tourist arrivals data from the Caribbean Tourism Organization (CTO)
 - Destination arrivals data and various statistics
 - WTTC, IATA and other special tourism reports and surveys, both regional and international

Education Foundation

Since 1987, CHTA has provided over \$1 million worth of scholarships for Caribbean students wishing to pursue a career in travel and tourism.



CHTAEF

Discounts/ Member offers

BUPA – discounted health insurance

Jackson Memorial Hospital, Miami – discounted medical procedures

Industry discounts – hotel and car rental in the Caribbean, Miami, London and New York, soon and over 50 CHTA member resorts.

CAST

The Caribbean Alliance for Sustainable Tourism (CAST) was established by members in 1997 to promote responsible



CAST

Caribbean Alliance for Sustainable Tourism

environmental and social management of natural and heritage resources respectively, within the hotel and tourism sector.

Training

Through our new partnership with the American Hotel and Lodging Education Institute (AHLEI), CHTA will offer access to training and education programs for all aspects of the lodging industry. AHLEI will also contribute to the development of the Small Hotels Reference Manual.

Ready to join?

To become a CHTA member or for more information, go to www.caribbeanhotelandtourism.com or contact George de Mercado at george@caribbeanhotelandtourism.com, T: 305-443-3040 x 103.

Mission Statement

To facilitate the full potential of the Caribbean hotel and tourism industry by serving members’ needs and building partnerships in a socially responsible and sustainable manner.

CHTA’s Strategic Partners



CARIBBEAN
TRAVEL • LIFE

CIBC First Caribbean
International Bank

HENKELL & CO.
Schikellerei KG

interval
INTERNATIONAL

TRAVEL ZOO®

Utell®
HOTELS & RESORTS
A service of Pegasus



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION