

2016 YEAR IN REVIEW

Looking Back and Moving Forward



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

CARIBBEAN



MESSAGE FROM THE PRESIDENT



For many of us, 2016 will be a year to remember. During this time last year we had high hopes that 2016 would continue a five-year regional tourism growth trend. Hotel occupancy rates and average daily rate (ADR) would continue to increase; stopover visitor arrivals would break a record 30 million barrier; and the wedding and honeymoon business would be rekindled in the 'Year of Romance'.

With 2016 behind us, we can look back and see that, on average, both Caribbean occupancy rates and ADR failed to meet budget targets. A number of factors contributed to this, including the threat of Zika, a warm winter in our primary markets, the depreciation of the Canadian dollar and British pound, and political and economic uncertainty in many parts of the world.

Despite these challenges, the lure and popularity of the Caribbean continued to attract travelers and the Caribbean Tourism Organization announced that the region will surpass the 30 million stopover visitor milestone in 2016.

Yet, the increased visitor arrivals were not evenly spread across the region and not all Caribbean destinations could register arrival increases. Growth has been disproportionate, with most of it concentrated on a handful of destinations. Globally, the Caribbean continues to lose market share. Add to that the explosive growth of alternative accommodations like vacation home rentals, and it brings to question the extent to which growth is occurring in our industry.

All good reason to look forward and strategize how we can ensure that 2017 will be everything, and more, that 2016 was not. While the Caribbean Hotel and Tourism Association (CHTA) and others worked aggressively in 2016 to protect and grow our industry, it has become abundantly clear that nothing short of a major shift in focus and commitment is necessary for Caribbean tourism to grow in 2017 and beyond. In 2016 we laid the foundation for this shift; now we must aggressively and collectively resolve to build on that foundation.

Here's a quick look back at some areas of CHTA's focus in 2016 and our commitments going forward in 2017:

1. *Taking the Bite Out of Zika.* Despite strong public-private sector regional efforts which we initiated early last year to counter the impact of Zika with a number of mitigation, training, and awareness initiatives, it was difficult to change public perception and dispel a barrage of misinformation. We've already initiated several measures to counter this. There are strong indications that Zika will diminish as a threat this year. Hoteliers must remain diligent with vector control measures. Currently most Caribbean islands were still listed as high risk destinations on most international health organization websites. With CTO, we are working closely with CARPHA and through them hope to engage these authorities to consider changing of status.

2. *Putting the 'Share' in the Sharing Economy.* In 2016 we called for a level playing field, regularizing vacation home rentals with some measure of standards, regulation and taxation. Our policy paper provided national hotel and tourism associations and Governments with support information and guidelines for doing this. Several destinations in the region are putting measures in place. Likewise, we've challenged hotels to rethink their business models to see how they can capitalize on new consumer choices, capturing new business through the sharing economy. These ideas were advanced during our Caribbean Hospitality Industry Exchange Forum (CHIEF) event and we commit to further advance them in 2017.

3. *Advancing a Regional Tourism Strategy.* Despite the fact that tourism is the Caribbean's economic engine, insufficient attention is given to a regional approach to market and develop the industry. We are putting forth the message to Government leaders and the Caribbean public that tourism is not only our 'bread and butter', but that it is the means to the Caribbean generating employment, new and expanded businesses, and tax revenue. Tourism presents the greatest opportunity for turning the region's economies around. In 2016, CHTA, working with CTO, commenced a collaborative public-private sector effort to develop and market the Caribbean brand while more systemically addressing key barriers to its marketability. In 2017 we will accelerate a regional movement to advance a tourism strategy focused on marketing the region while addressing priority areas impacting our competitiveness, primarily transportation, human resource development, cost of business issues, sustainability, and the development of small to mid-sized tourism enterprises.

4. *Marketing Brand 'Caribbean'.* This idea's been around but disappointingly has not gone far simply because of a lack of commitment by both the region's public and private sectors to collaboratively pull their resources together to fund and manage a sustained marketing campaign capitalizing on the untapped



MESSAGE FROM THE PRESIDENT

popularity of the Caribbean brand. By showcasing the diversity of the Caribbean product offer and promoting the Caribbean as a region for a lifetime's worth of vacation experiences we aim to not only increase overall visitor arrivals but turn one time visitors to the region to life long Caribbean travelers. CHTA commits to aggressively advance this in 2017, putting in place both an interim and long-term comprehensive marketing plan, with public and private sector commitments, which is sustainable. Due to budget constraints, the marketing activities that can realistically take place for the region at this time are very limited which caused us to lose market share to competing destinations. There is tremendous opportunity to increase visibility of the Caribbean on social media and through public relations. We are working on enriching and updating CaribbeanTravel.com's content and adding destination booking engines. However, CaribbeanTravel.com cannot fulfill its potential without a sustainable funding mechanism.

5. *Making Travel to and Within the Caribbean Better.* The cost and ease of travel continues to be one of the greatest deterrents to Caribbean growth – not just for tourism but overall. CHTA, CTO, the Organization of Eastern Caribbean States, the Caribbean Community (CARICOM), and the International Air Transport Association....have all worked on various strategies to address this. All parties must resolve to advance those measures to improve the travel experience while continuing to address the more difficult but essential matters of excessively high transportation-related taxes and fees.

6. *Engaging Members and Stakeholders.* Our ability to have a far greater impact on the growth and development of tourism in the region is tied directly to the level of leadership, support and engagement from tourism industry stakeholders. There are clear signs that our industry is moving from a period of apathy to activism. Far too many of us have disengaged, yet complain about the state of the industry. In 2015, CHTA embarked upon a deliberate effort to broaden member engagement. Last year we saw more engagement and we commit to continuing to challenge tourism industry businesses to become involved, helping to shape their own destiny.

7. *Investing in our People.* We have long stated that our industry's greatest asset is its people. Increasingly, national hotel and tourism associations and the tourism industry are becoming involved in education and training initiatives aimed at developing our people. In 2016, CHTA conducted its second annual Caribbean Hospitality Industry Exchange Forum (CHIEF) where nearly 300 participants invested their time to hone their

skills and broaden their awareness. In addition, Florida International University and STR (formerly SmithTravelResearch) conducted specialized training sessions at CHIEF. The Caribbean Hotel and Tourism Association Education Foundation issued more than 40 scholarships to Caribbean nationals to further their tourism studies. With the support of Johnson and Wales University, we expanded food and beverage training to more than 150 chefs at our annual Taste of the Caribbean event. Our newly created Caribbean Culinary Council will collaborate with CTO to showcase Caribbean Chefs and encourage careers in the culinary arts while highlighting Caribbean cuisine as one of the many excellent reasons to visit the Caribbean. CHTA entered into a partnership with Springboard Caribbean to provide internationally-recognized training to member companies and their employees. To formalize, guide and expand our work in education and training, we established a People Development Initiative. In 2017, we will continue to increase our investments in our people.

8. *Increasing the Value of CHTA Membership.* With our stepped up activities, CHTA is aiming to add greater value to membership. We have a new Membership Development Director in place. Our member database is being completely overhauled and will significantly improve and expand our communications to members early in 2017. Our website has been revamped and includes a range of data, reports and useful information for members. New benefits are being added. In 2017, members will see more differences. Early in the year we will launch a new travel insurance feature, tailored particularly towards small to mid-sized independent hotels. Allied members will see more opportunities for connecting with hotel members. CHIEF will expand significantly, as it relocates to Miami in June, flanked by an expanded Taste of the Caribbean event and trade show. We recognize that there is interest in a collaborate approach to public relations and marketing. In 2017 we will provide members with opportunities to increase the visibility of their enterprises in the international marketplace. We also recognize the importance of educating our members on the changing marketplace, from changing consumer habits, creatively connecting to new generations and embracing new technology to attract bookings.

9. *Helping Member Firms to Reduce Costs, Increase Revenue.* At CHIEF 2016 many of the sessions focused on helping members to make and save money. Attendee feedback was overwhelmingly positive in that regard. We will expand upon that this year. We also wrapped up the second phase of the (Inter-American Development Bank supported Caribbean Hotel Energy Efficiency Action (CHENACT) project, with many of the more than 150



MESSAGE FROM THE PRESIDENT

participating hotels realizing energy savings between 10 and 40 percent. With the support of the United States Agency for International Development, through a project called Caribbean Clean Energy Program (CARCEP), we will be bringing additional training and support to more hotels throughout the region in 2017.

10. Sustainability: Safeguarding and Nurturing our Environment, Natural Resources, Creative Industries and Economic Linkages. We will continue to be vocal on the issues of climate change and emphasize the vulnerability of our region to natural disasters and rising sea levels. The Caribbean Alliance for Sustainable Tourism (CAST) supported CHTA's Zika and vector control initiatives. CAST also assisted with CHTA's support for climate control at the Paris summit this past summer. In the broadest sense of the meaning of 'sustainability', there is so much more that CHTA and CAST can advance to protect and capitalize upon our natural resources, build economic linkages with tourism to reduce import costs and support local production, and better incorporate our diverse heritage and creative talents into our tourism offerings. There is much already being done in these areas and much that we can share and learn from one another. The CAST Governing Council has drafted Articles aimed at legally establishing CAST as a not-for-profit organization.

This will allow CAST to tap into grants and funds available to support members' sustainability efforts, especially in light of 2017 being designated by the United Nations World Tourism Organization as the International Year of Sustainable Tourism for Development.

Despite a challenging 2016 for many of us, I remain optimistic about our industry's future. There is no other place on earth which possesses the incredible natural beauty, rich cultural diversity, and warm hospitable people like ours. For that, we must all be grateful. We are pleased to endorse CTO's Year of Adventure and encourage our members to participate in this endeavor to showcase the many activities our region has to offer.

Together with CHTA'S CEO Frank Comito and his team, we want to thank our members for their support, especially the Executive Committee and Chairpersons, the volunteers for our committees and task forces, and the Executives and Presidents of the National Hotel and Tourism Associations for all the excellent work you do.

CHTA is your association and we are here to serve you. Your continued engagement with us is paramount to ensuring that your voice is our voice.

Karolin Troubetzkoy
President



REBIRTH OF BRAND CARIBBEAN



2016 was a tumultuous year, fraught with challenges brought about by a multitude of factors. These challenges have caused Caribbean stakeholders to recognize the need to have a strong regional marketing program to showcase the many wonders of the Caribbean as one unified brand.

Strength in Diversity

As a region, one of our strengths is our diversity. We have the ability to offer our guests a lifetime's worth of vacation experiences instead of just one once-in-a-lifetime vacation. With many of our destination marketing budgets being reduced or remaining stagnant, it behooves us to combine our forces wherever and whenever possible to showcase the many pleasures and treasures of the Caribbean.

Marketing is just the beginning

Whether we are talking energy efficiency, sustainability, climate change, cost of operations, lack of capital for enhancement or growth, destination safety and security, regional and international airlift, ease of travel, taxation, visa restrictions, human resource development or Zika... all of these issues affect our Caribbean businesses and require our members' and stakeholders' individual and collective focus.



LOOKING AHEAD

- CHTA, in collaboration with the Caribbean Tourism Organization (CTO) is guiding an ongoing active dialogue and developing a strategic framework that will help us define a brand "Caribbean", create short and long term goals, a sustainable plan of action and funding.
- CHTA's leadership and marketing committee will unite at Caribbean Travel Marketplace 2017 to further discuss and strategize with our members and Caribbean stakeholders on how to move this unified front forward.



REFOCUS ON EDUCATION AND TRAINING



Investment in human capital is a primal need all industries must meet to succeed, in particular in times of change and turmoil. This sentiment was echoed by Forbes Travel Guide's CEO Gerard "Jerry" Inzerillo during his keynote address at the Caribbean Hospitality Industry Exchange Forum (CHIEF) in Puerto Rico in October.

Reinvestment in Caribbean People

Mr. Inzerillo, known for his innovations and relationships in the tourism, hospitality, and entertainment communities, called for an urgent investment in the next generation of Caribbean travel and tourism leaders to elevate service standards within the region.

MOU with Springboard Caribbean

In order to promote and provide ongoing professional development for employees at all levels within the Caribbean hospitality industry, CHTA signed a Memorandum of Understanding (MOU) with Springboard Caribbean. Springboard's Professional Development System courses will be delivered online through the Springboard Caribbean Online website, hosted on an industry standard learning management system; face-to-face workshops at the client's business location; and a blended approach, involving a combination of both delivery methods.



LOOKING AHEAD

- **People Development Initiative:** In 2017 this new initiative will be aimed at building upon successful educational programs and part of CHTA's strategic plan to advance the region's bread and butter tourism industry. CHTA's People Development initiative is chaired by Third Vice President Patricia Alfonso-Dass, Group General Manager at Ocean Hotels in Barbados.
- **More Learning Tools and Recognition Programs:** 2017 will bring a host of new educational trainings, online and offline. Every CHTA signature event will include a professional development component, as well as awards and recognition programs to showcase those that hold us up to a high standard by exemplifying Caribbean excellence. We will continue to build on CHIEF's success in providing continuing education to the industry as the forum moves to Miami in 2017.
- **CHTA Education Foundation** will continue to grow its scholarship program providing special assistance for the education of Caribbean tourism industry personnel and students pursuing tourism & hospitality careers.



HURRICANE MATTHEW



The Caribbean is not a stranger to tropical storms and hurricanes. These meteorological phenomenon can wreak havoc, inducing considerable physical damages and potentially discouraging tourism. Given their impact on our industry, finding ways to minimize potential future losses caused by these storms are a priority.

Hurricane Matthew

Hurricane Matthew formed from a tropical wave that pushed off the African coast in late September. Matthew caused devastating loss of life and destruction of property in Haiti. Parts of The Bahamas, specifically Grand Bahama, Andros and Berry Islands also were severely damaged. A significant number of people were displaced, lost their homes and many communities were made inaccessible as a result of destruction to roads and bridges.

Caribbean Hotels Unite for Haiti and the Bahamas

This joint fundraising initiative between the Caribbean Hotel and Tourism Association (CHTA) and the Haiti and Bahamas hotel and tourism associations was created to bring relief to the people of Haiti and Grand Bahama who were and remain seriously impacted by Hurricane Matthew.

The auction raised \$70,000 to meet the most urgent needs identified by host communities. This initiative, lead by CHTA President Karolin Troubetzkoy, brought together the best Caribbean resorts under one auction umbrella to showcase their love and support for their Haitian and Bahamian neighbors.

“It was encouraging to see how quickly and enthusiastically our Caribbean hotels responded to our outreach,” said Karolin Troubetzkoy, President of CHTA. “We are a connected Caribbean family and we are committed to helping one another when help is most needed.”



LOOKING AHEAD

- CHTA continues to make available to its members the [Hurricane Preparedness Manual](#) and an [Insurance Readiness](#) Guide to help organizations better prepare property and personnel from harm during an emergency weather situation.
- In 2017, CHTA again worked in collaboration with Caribbean-Central American Action (CCAA) which will offer Disaster Relief preparedness seminars in five new destinations.



GREAT GREEN STRIDES



Environmentalists rejoiced in 2016, when the U.N. COP 21 climate talks in Paris reached a historic agreement to combat climate change. The impact of the effects of climate change, such as extreme heat waves, droughts, hurricanes, and rises in sea level, could wreak havoc to low-elevation regions such as the Caribbean.

The Success of “1.5 to Stay Alive”

CHTA supported CARICOM as they joined forces with developing island nations across the world to demand at COP21 that global warming be capped at 1.5 degrees Celsius. The final agreement reached at the U.N. COP 21 climate talks aims to keep a global temperature rise this century well below 2 degrees Celsius and to drive efforts to limit the temperature increase even further to 1.5 degrees Celsius above pre-industrial levels.

Plastic Bags Ban in the Caribbean

Many Caribbean nations have declared war on the use of plastic bags. Aruba and USVI approved the ban single-use plastic bags at point of sale checkouts. In Barbados, supermarkets and other retail outlets charge customers 20 cents for plastic bags, which they expect reduce their use by 80%. Antigua and Barbuda placed a ban on the import of plastic bags into the country, as well as ban their use by retail establishments.

Energy Efficiency Through CHENACT and CARCEP

The Inter-American Development Bank supported Caribbean Hotel Energy Efficiency Action ([CHENACT](#)) project which provided over 150 member hotels with detailed energy audits and substantial savings, as well as our entire membership with energy saving tools and information, drew to a successful close in 2016.

In 2017 we move forward with a new collaboration with the United States Agency for International Development (USAID) which commissioned Deloitte to conduct the Caribbean Clean Energy Program (CARCEP). At CHIEF 2017, [CHTA signed collaborative agreement](#) with CARCEP to bolster energy efficiency in the Caribbean hotel sector. This initiative is largely directed at beneficiary countries under USAID CARCEP’s mandate – Antigua and Barbuda, Barbados, Dominica, Grenada, Jamaica, St. Kitts and Nevis, St. Lucia and St. Vincent and the Grenadines. The entire Caribbean will benefit from the added knowledge and best practices that will be generated by this project and shared with all.



LOOKING AHEAD

- 2017 has been declared by the World Tourism Organization (UNWTO) as the International Year of Sustainable Tourism for Development. With the UNWTO, the Caribbean Tourism Organization (CTO) will be hosting a sustainability conference in St. Lucia later in March.
- Caribbean Alliance for Sustainable Tourism (CAST) is being reconstituted as a non-profit organization to draw on grants to better serve and expand its work in the Caribbean.
- CHTA is ready to help our members and partner organizations to build a committed tourism sector that can capitalize its immense potential in terms of economic prosperity, social inclusion, peace and understanding, cultural and environmental preservation.



TOURISM'S GROWING ECONOMIC IMPACT



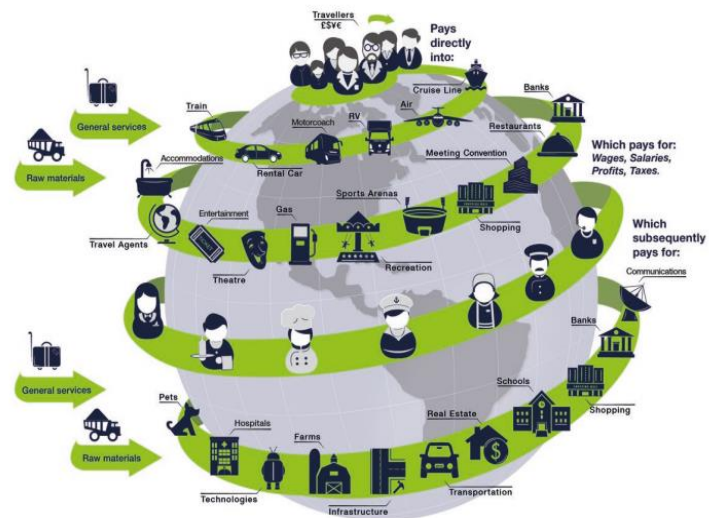
The direct contribution of the Caribbean Travel & Tourism industry to the global GDP was USD 16.8 billion (4.7% of total GDP) in 2015, outpacing that of the global economy (2.3%). In total, the Caribbean travel and tourism industry contributed to the creation of 708,500 jobs, according to the [WTTTC Travel & Tourism Caribbean Economic Impact Report of 2016](#).

Bright Future

Even though it is expected to face macroeconomic conditions and other challenges, the industry is expected to perform at a solid growth rate and outperform global economic growth once again. Travel & Tourism forecasts over the next ten years also look extremely favorable with a predicted growth of 3.6% over the next ten years to USD 9.8 billion by 2026.

The Multiplier Effect

Tourism not only creates jobs in the tertiary sector, it also encourages growth in the primary and secondary sectors of industry. This is known as the multiplier effect which in its simplest form is how many times money spent by a tourist circulates through a country's economy, impacting tax and revenue, employment and entrepreneurial activity.



LOOKING AHEAD

- A proactive public and private sector can provide the assurance the industry need to maximize growth opportunities in tourism and travel.
- CHTA will continue to collaborate with the following organizations and government entities to continue to promote tourism and travel interests: CARICOM, Caribbean Development Bank, Organization of Eastern Caribbean States, United Nations World Tourism Organization, National Hotel and Tourism Associations, Caribbean Public Health Agency (CARPHA), Caribbean Central American Action (CCAA), Caribbean Council (CC), Caribbean Tourism Organization (CTO), International Air Transport Association (IATA), World Travel and Tourism Council (WTTTC), World Trade Organization (WTO), and more.



WORKING WITH THE SHARING ECONOMY



In 2016, the hospitality and tourism industry took on a proactive approach by facing and collaborating with the sharing economy. These technology driven companies have fueled an unprecedented consumer-driven movement in the travel industry, one that can only be ignored at our own peril.

The Caribbean Sharing Economy Resource Guide

In an effort to counsel the National Hotel and Tourism Associations and Governments of the Caribbean to work together to address the challenges and opportunities presented by the rapid rise of the online vacation home rental industry and other sharing economy businesses, CHTA created [The Caribbean Sharing Economy Resource Guide](#). This guide helped support the destination's local efforts to create a level playing field through the taxation and regulation of the sector and its engagement in local public and private sector tourism development efforts.

Leveling the Playing Field

In 2016, we saw a growing number of destinations work towards engaging the sharing economy, looking at taxation, regulation and the marketing of this emerging sector. Aruba, the Bahamas, Cayman Islands, Jamaica, Barbados and Turks and Caicos are among those destinations.

Getting Face to Face

To further incentivize dialog and address the pressing issues of taxation and regulation, as well as discuss potential collaborations with the sharing economy, CHTA's Caribbean Hospitality Industry Exchange Forum (CHIEF) invited, hotelier and CHTA Director Sanovnik Destang, Airbnb and Room Mate to do just that. The discussion prompted clever insights and shined a light on real world concerns faced by hoteliers. [Click here](#) to see a clip of this impactful general session.



LOOKING AHEAD

- In 2017, CHTA will provide more information, training, webinars and other content to better prepare the Caribbean hospitality and tourism stakeholders for the impending changes and effects of this new technology and opportunities may present for hotels.



TAKING THE BITE OUT OF ZIKA



In the early months of 2016, the Caribbean was rocked by the rise of the Zika virus. Immediately CHTA, working with the Caribbean Public Health Organization and CTO embarked on multiple initiatives to mitigate the impact of the virus and arm hotels and destinations with tools and resources,

The History of Zika

The Zika virus is a mosquito-borne infection which was first identified in Africa in 1947. It has spread significantly across the world since the first reported case in Brazil in 2015. The virus is transmitted to people primarily through an infected *Aedes* species mosquito. For most people it is a very mild infection and isn't harmful. However, scientists believe it's behind an unprecedented rise in the number of children being born with unusually small heads - microcephaly - in Zika infected areas. This potential effect on newborns and women in their child bearing years, took a major toll on one of the industries' strongest vertical markets: weddings and honeymoons.

The Zika Resource Center

As part of CHTA's continuing effort to keep members informed on matters related to the Zika virus, we created the [Zika Resource Center](#) where all information and links to resources in support of mitigation, education and resource coordination efforts around Zika are consolidated. The resources are available to member and non-members alike in an effort to disseminate useful information to support the Caribbean community as a whole. Included in the resource center you will find:

- Frequently Asked Questions
- Fact Sheets
- Infographics and Guides
- Webinars



LOOKING AHEAD

- To assist the region in facing this unforeseen challenge now and in the future, CHTA will continue to collaborate with organizations such as CARPHA, CTO, WTTC and WHO.
- Continued education on marketing initiatives to target diversified audiences not as affected by the spread of the virus, such as baby boomers and LGBT, will be explored further in the coming year.



EXECUTIVE COMMITTEE 2016 – 2018

President

Karolin Troubetzkoy – Anse Chastanet and Jade Mountain Resort, St. Lucia

Chairman

Richard Doumeng – Bolongo Bay Beach Resort, St. Thomas, USVI

Treasurer

Jim Hepple – Aruba Hotel and Tourism Association

1st Vice President

Stuart Bowe – Atlantis, Paradise Island, Bahamas

2nd Vice President

Karen Whitt – Regent Palms, Turks & Caicos

3rd Vice President

Patricia Affonso Dass – Ocean Two Resort & Residences, Barbados

4th Vice President

Wayne Cummings, Sandals Resorts

5th Vice President

Pablo Torres, Caribe Hilton San Juan

Regional Vice Presidents

- Bill Clegg - Choice Hotels International
- Cedric Nubul - Hilton Curacao
- José A. Rivera Campos - AMresorts / Apple Leisure Group
- Karine Roy-Camille - KRC Consulting
- Tim Thuell - Nisbet Plantation Beach Club

CTO Secretary General

Hugh Riley – Caribbean Tourism Organization

President, Caribbean Society Of Hotel Association Executives (CSHAE)

Neil Forrester – Antigua Hotel and Tourism Association

Strategic Partners

Neil Kolton, Interval International

Chairman, Caribbean Hotel & Tourism Association Educational Foundation (CHTAEF)

Richard Kahn, President – Kahn Travel Communications (KTCpr)

COMMITTEE CHAIRS

Advocacy

Co-Chair: Vincent Vanderpool-Wallace, Bedfordbakergroup
Co-Chair: Stuart Bowe, Senior Vice President and General Manager
Atlantis Resort, Paradise Island
Staff Liaison: Frank J. Comito.

Finance

Chairperson: James Hepple, Aruba Hotel and Tourism Association
Staff Liaison: Vanessa Ledesma

Marketing

Chairperson: Karen Whitt, The Palms Turks & Caicos
Staff Liaison: Matt Cooper

People Development

Chairperson: Patricia Affonso-Dass, Group General Manager,
Ocean Hotels
Staff Liaison: Alejandra Calvillo

Membership

Chairperson: Bill Clegg, Choice Hotels International
Staff Liaison: Martha Valdivia

Caribbean Hotel & Tourism Association Educational Foundation (CHTAEF)

Chairperson: Richard Kahn, President – Kahn Travel Communications (KTCpr)
Staff Liaison: Frank J. Comito

Caribbean Alliance for Sustainable Tourism (CAST)

Chair: Denaye Hinds, Director of Sustainability, OBM International
Staff Liaison: Vanessa Ledesma

Caribbean Travel Marketplace

Chairperson: Warren E. Binder, President, Creative Travel Consultants
Staff Liaison: Vanessa Ledesma



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

CHTA TEAM

Contact Information

Frank J. Comito

CEO and Director General

Direct Phone: 786.476.8617

frank@caribbeanhotelandtourism.com

Vanessa Ledesma

COO

Direct Phone: 786.476.8618

vanessa@caribbeanhotelandtourism.com

Matt Cooper

CMO

Direct Phone: 786.476.8620

matt@caribbeanhotelandtourism.com

Adriana Serna

Director of Communications

Direct Phone: 786.476.8622

adriana@caribbeanhotelandtourism.com

Martha Valdivia

Director of Membership Development

Direct Phone: 786.476.8619

martha@caribbeanhotelandtourism.com

Gabi Doria Simpson

Sponsorship & Commerce Manager

Direct Phone: 786.476.8621

gabi@caribbeanhotelandtourism.com

Alejandra Calvillo

Events Associate

Direct Phone: 786.476.8623

events@caribbeanhotelandtourism.com

Elisha Majeed

Bookkeeper / Membership Associate

Direct Phone: 786.260.6397

coordinator@caribbeanhotelandtourism.com

ENGAGE, FOLLOW US AND USE YOUR MEMBER RESOURCES



USEFUL LINKS

- [CHTA Events](#)
- [Membership Information](#)
- [CHTA News](#)
- [CHTA Education Foundation](#)
- [CAST](#)
- [Press Inquires](#)

2016 YEAR IN REVIEW



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION



Caribbean Hotel and Tourism Association,
2655 Le Jeune Road, Suite 800, Coral Gables, FL 33134
Office 305.443.3040 • Fax 305.675.7977 • www.caribbeanhotelandtourism.com