



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Message from the Caribbean Hotel and Tourism Association

Re: Covid-19 Pandemic

March 20, 2020

Dear Friends of Caribbean Tourism:

On behalf of the Caribbean Hotel and Tourism Association (CHTA), our leadership and dedicated staff, we wish each of you, your families and associates, good health as we all tackle our personal and economic challenges over the coming months resulting from this unfortunate global pandemic.

These are difficult times, particularly for those of us in the travel and tourism industry, which is facing a crisis at a magnitude unlike any we've experienced before.

Immediately upon understanding the potential threat of Covid-19 back in January, CHTA reached out to the Caribbean Public Health Agency (CARPHA) to begin to put in place monitoring and education and awareness initiatives. We have trained and mobilized our people and resources, advancing and implementing measures to ensure the safety of our employees and guests.

There are a number of online resources which are available to help the industry to manage the crisis. Many of these, along with current updates on travel advisories, airline and hotel cancellations, and other notices can be found on the CHTA Covid-19 Resource Center at: www.caribbeanhotelandtourism.com/covid-19.

Our industry is no stranger to being prepared, and bouncing back. The Caribbean has considerable experience in managing disruptions and risks. We demonstrated this post 9-11, thru SARs, Zika, hurricanes and other natural disasters over the past two decades, while experiencing unprecedented growth.

Admittedly, nothing compares to what we are experiencing today. The coming months will test our mettle and our ability to weather the storm. While much of what happens is beyond our control, through sound collective actions by companies, organizations, communities and Governments, we can control the duration and intensity of the pandemic. Difficult decisions which are made today will help to allow us to recover sooner and ultimately be stronger.

We wish to tell our visitors, many who have faithfully travelled throughout the depth and breadth of over 30 incredible and diverse destinations in the Caribbean, keep safe, we look forward to welcoming you back soon. A trip to the Caribbean as this subsides is one of the best remedies for wiping away the stress and anxiety, refreshing, renewing and warming your heart and soul.

We will get thru all of this and we will be better ultimately as a result of it. Despite the temporary dark clouds the sun shines on the Caribbean and will continue to do so. As we come thru this, the world will need the Caribbean to help it to heal. Crisis presents opportunity. Keep safe.

With All of Our *Caribbean Heartfelt Hospitality*....

Patricia Affonso Dass
President

Frank J. Comito
CEO and Director General