



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

COVID-19 Weekly Update

CHTA Covid-19 Update to Members April 2, 2020

Dear Industry Partners:

This week we've moved to a near complete suspension of hotel operations throughout the Caribbean, as most destinations have issued travel advisories and international carriers have discontinued flights to most destinations.

Tourism related businesses have been struggling with the disruption, its impact on cash flow and operations, and how within their means to handle the temporary displacement of employees. While planning for a worse-case scenario of months of disruption and hoping for the best, the industry is also looking to the future, anticipating what a recovery might look like and discussing contingency planning.

We are seeing a healthy level of dialogue going on in many Caribbean destinations within the industry, often led by their national hotel and tourism association, and with Governments at the highest levels --- beginning to look at measures which can be put in place to safeguard the region's most important sector and accelerate, without compromising safety, the recovery of tourism as quickly as possible.

The speed of recovery and minimizing the impact on health and lives, and towards the reopening of hotels and borders, resumption of airlift, and the return to work for many will also depend upon each of us and our adherence to sound social distancing and sanitary practices.

CHTA's Covid-19 Resource Center is one of many resources which are available to provide up to date information, expert advice, resources and insights. Information is updated and added regularly at www.caribbeanhotelandtourism.com/covid-19

With this weekly update, we wish to bring your attention to several areas of focus and information sharing:

Training

- [CHTA Live Webinar Series Launched](#) –This Friday CHTA opens the first of many sessions aimed at helping businesses and industry professionals thru this difficult period. "*Covid-19 Impact: Data Insights Now and Into the Future Webinar*" will include presenters from the World Travel and Tourism Council, STR, ADARA, and Tourism Analytics. They will be joined by CHTA President and hotels operator Patricia Affonso Dass as they share info and insights to help guide your thinking through a recovery. Next week's session will focus on debt restructuring. To register for Friday's session, please [**click here**](#).
- [Food Safety and Covid-19 Training](#) – The AHLEI (American Hotel and Lodging Education Institute) and National Restaurant Association are offering free brief training videos on food safety for hotel and restaurant employees. To access, please [**click here**](#).
- [FAU Offers Free Certificate in Hospitality and Tourism Management On-Line Course](#) – Great opportunity to hone professional skills during down time. To learn more go, please [**click here**](#).

Research and Policy Guidance

- [Recovery Policies and Practices Identified by NHTAs](#) – CHTA surveyed the region's National Hotel and Tourism Associations (NHTA) during the week ending March 27th. Findings include a range of recommendations to support the industry's recovery, and also point to the financial vulnerability facing the organizations which are critical to helping to facilitate that recovery. Results can help drive local and regional efforts. To review, please [**click here**](#).
- [COVID-19 Policy Responses for the Caribbean](#) – Penned by Dr. Justin Ram, Director of Economics at the Caribbean Development Bank, this paper takes a broad look at policy considerations for Caribbean governments to address the fiscal management and recovery from Covid-19. It includes t an overview of recommended areas of focus around displaced employees and the survival and revival of the private sector. To view, please [**click here**](#).
- [UNWTO Issues Recommendations for Tourism's Rebound](#) - The World Tourism Organization (UNWTO) has released a set of recommendations calling for urgent and strong support to help the global tourism sector not only recover from the unprecedented challenge of COVID-19 but to 'grow back better'. The recommendations are designed to support governments, the private sector and the international community in navigating the unparalleled social and economic emergency that is COVID-19. To review, please [**click here**](#).

Communications and Connections

- Discussion Points – To support media and industry partner queries about the pandemic's impact on the industry and its readiness and response efforts, we've put together brief 'Discussion Points' which members and NHTAs can draw from. We will continue to update these. To access, please [click here](#).
- Media Briefings and Interviews – As part of ongoing and ratcheted efforts to update and respond to a growing appetite by the trade and consumer media, CHTA is stepping up its public relations efforts with the support of its PR agency Marketplace Excellence. Recent interviews have been given to numerous trade press, the Wall Street Journal, the New York Times and an indepth interview was given to over 30 media correspondents during a live interview with the New York City based Foreign Press Association. These efforts will continue and shift as we move towards recovery in the coming month(s).