Dear CHTA stakeholders,

We are reaching out today with exciting news: CHTA will be revealing our refreshed branding and a new website on May 20, 2024.

After identifying important updates and concerns regarding CHTA’s website usability and security and to improve user management, navigation, and the structure of the knowledge hierarchy, the Executive Committee agreed it was time to put some work into modernizing the CHTA Brand while maintaining brand visibility and industry authority.

After the submitted RFPs were reviewed and presentations made, we selected The Anything Group (TAG). It was clear that they were passionate about their work and that they would do an amazing job of expressing the CHTA brand through our branding and website.

Following an RFP process,  a group of CHTA volunteers worked with the team and TAG to determine the best way to represent the incredible CHTA brand and our community.  The volunteer group comprised the following members:

·       Nicola Madden-Greig, OD

·       Bill Clegg

·       Lisa Hamilton

·       Karen Whitt

·       Karolin Troubetzkoy

·       Mikael Doumeng

·       Patricia Affonso-Dass

·       Sanovnik Destang

We are excited to share with you CHTA’s reimagined branding today. You may view the new logo and a few brand assets attached to this email.

The New Look and Feel:

“The spiral of the heart of the starfish symbolizes our collaborative network, moving to nurture its people and community. It follows a single-line stroke that converges to form the starfish, with five points and five colors representing the diversity, vibrancy, and harmony of the Caribbean.”

Coming Soon:

Although the website is scheduled to be deployed on May 20, please be aware that it is still a work in progress as we implement further updates and optimizations in the coming months. Additionally, we will be launching refreshed branding and a new website for all of CHTA’s events, including Caribbean Travel Marketplace, Caribbean Travel Forum, Caribbean Hospitality Industry Exchange Forum (CHIEF), and Taste of the Caribbean.

Given the significance of Marketplace as our primary and largest association gathering, we believe it is fitting to debut these initiatives here. We eagerly anticipate your presence at the Board of Directors meeting scheduled for May 19, from 2:30 to 5:30 pm in Jamaica where we will formally present to you the refreshed brand and website.

We look forward to welcome you to Montego Bay as we kick off the various activities scheduled for #CHTAMarketplace42!

Looking forward to your participation and support.

Sincerely,