



# Nicola Madden-Greig, OD

## CHTA President

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# Caribbean Travel Marketplace Overview

- Caribbean Travel Marketplace, scheduled from May 20th to 23rd, 2024, at the Montego Bay Convention Centre in Montego Bay, Jamaica, is the premier event for connecting suppliers of Caribbean travel products and services with global buyers.
- It promises to be a dynamic platform for networking, collaboration, and showcasing the diverse offerings of the Caribbean tourism sector.
- This year's Marketplace is set to host a distinguished array of vetted buyers.





# Caribbean Travel Marketplace Overview

- A notable addition to this year's program is the introduction of a dedicated Meetings, Incentives, Conferences, and Exhibitions (MICE) itinerary, featuring the inaugural Caribbean MICE Exchange, which will draw 20 meeting planners. This initiative underscores the significant potential of the MICE market, which reached over US\$900 billion globally in 2023 and is projected to double by 2032, highlighting the Caribbean's opportunity for increased market share.
- Moreover, the event will host 50 regional and international media representatives, with select participants embarking on the first-ever **Caribbean Multi-Destination Press Trip** to St. Lucia, Jamaica, and the Cayman Islands. This initiative aims to spotlight the rich cultural tapestry of these nations while promoting multi-destination travel within the Caribbean.













# Caribbean Travel Forum Overview

- The festivities commence with the Caribbean Travel Forum on May 20th, themed "Visioning a New Tourism Landscape for the Caribbean." Now in its third year, the forum will delve into the business of Caribbean tourism, exploring strategies to realize the World Travel & Tourism Council's economic study projections, which forecast a doubling in GDP and the creation of an additional 1.34 million jobs by 2032.





# Caribbean Travel Forum Overview

- Topics of discussion will encompass multi-destination marketing, intra-Caribbean travel, sustainability, technology innovation, labor market dynamics, and exogenous factors. Esteemed leaders from the international and regional travel industry, along with public and private sector stakeholders, will offer valuable insights, sharing industry data, consumer trends, and strategic perspectives.



## MEET THE ESTEEMED SPEAKERS



**HON. EDMUND BARTLETT, CD, MP**  
Jamaica Minister of Tourism



**HON. KENNETH BRYAN**  
Cayman Islands Minister of Tourism & Transport and Chairman of CTO



**NICOLA MADDEN GREIG, OD**  
CHTA President, Group Director of Marketing & Sales, Courtleigh Hospitality Group



**SHEILA JOHNSON**  
CEO of Salamander Hotels and Resorts



**DOUG LANSKY**  
Travel Writer, Author, Destination Development Advisor



**ADAM STEWART**  
Executive Chairman, Sandals Resorts International



**NATALIYA MYLENKO**  
Lead Economist, Caribbean Region, World Bank Group



**OLIVIER PONTI**  
Director of Intelligence & Marketing, ForwardKeys



**DR. LISA INDAR**  
Director, Surveillance Disease Prevention and Control Division, CARPHA



**Frank Wolfe**  
CAE, CEO, Hospitality Financial & Technology Professionals (HFTP)

### CHTA Awards Luncheon

Hotelier of the Year  
Destination Resilience Award  
President's Award for Excellence in Caribbean Tourism



**Lisa Hamilton**  
CEO, USVI Hotel and Tourism Association, President, Caribbean Society for Hotel Association Executives

# CARIBBEAN TRAVEL FORUM

Montego Bay, Jamaica • May 20, 2024

Visioning a New Tourism Landscape for the Caribbean

# Register for Caribbean Travel Forum



Hospitality and tourism professionals are encouraged to register for the Caribbean Travel Forum, accessible to the public via <https://chtamarketplace.com/travelforum/>





# CHTA Marketplace Responsible Tourism Day

- Following the Caribbean Travel Marketplace, Responsible Tourism Day, coinciding with Jamaica's Labour Day on May 23rd, will spotlight climate change, sustainable development, and agricultural linkages, reaffirming the commitment to responsible stewardship of tourism communities.

Responsible Tourism Day Activities		
<b>Agricultural Linkages with Tourism</b>  Visit Croydon Estate, planting fruit trees harvesting and learning about sustainable agriculture.  CARIBBEAN TRAVEL <b>marketplace</b> 42 <small>Montego Bay, Jamaica • May 20-23, 2024</small>	<b>Climate Change and Tourism</b>  Beach clean-up and educational tour at Montego Bay Marine Park, focused on conserving coastal resources and public education.	<b>Community and Tourism</b>  Visit SOS Children's Village help with painting and repairs, start a village farming project and donate clothing tables and school supplies.  JAMAICA 

# Register for Responsible Tourism Day



<https://chtamarketplace.com/marketplace/chta/responsibletourism/>