**DRAFT**

**CHTA Unveils Dynamic Rebranding and Intuitive Website, Redefining Excellence in Caribbean Hospitality**

FORT LAUDERDALE, Fla. (May 20, 2024) – The Caribbean Hotel & Tourism Association (CHTA) has introduced a vibrant rebranding initiative, signaling a new era of excellence in Caribbean hospitality.

Launched during Caribbean Travel Marketplace 42 in Montego Bay, Jamaica, the rebranding features a fresh aesthetic and a dynamic new website, reflecting CHTA’s commitment to capturing the allure and uniqueness of the region while maintaining its leadership in the Caribbean hospitality industry.

“CHTA's rebranding embraces the spirit of innovation and evolution, while honoring and embracing the rich heritage and culture of the Caribbean,” stated Vanessa Ledesma, Acting CEO and Director General of CHTA. "Our new look and website highlight our dedication to celebrating our region's unique identity while positioning ourselves at the forefront of industry innovation."

Can we also add a quote from Nicola? You may use this quote from her as a guide:

"CHTA is committed to continuously enhancing our digital and brand presence, ensuring that we serve you and our industry with excellence. We extend our gratitude for your continued support of the Caribbean hospitality and tourism sector.

Thank you for joining us on this journey of renewal and growth. Together, let's embrace the spirit of the Caribbean as we embark on this next exciting chapter."

The new logo, featuring a spiral in the heart of a starfish, symbolizes the Caribbean’s collaborative network. Each color represents a distinct aspect of the region’s diverse characteristics. The depth of ocean blue signifies the vast sea, while royal blue captures the region’s vibrant spirit. Turquoise reflects the color of the Caribbean waters. Palm tree green embodies the essence of nature. Lemon yellow conveys the people’s joy, and coral represents the warmth and hospitality of Caribbean culture.

The redesigned website offers a seamless, user-friendly experience. Consolidating information into fewer microsites simplifies navigation and ensures users can easily understand the content before delving deeper. The streamlined design and organized content aim to provide visitors quick access to essential information about the Caribbean hospitality industry.

“I'm thrilled that TAG was chosen to collaborate with CHTA on various projects aimed at enhancing the Caribbean hospitality industry. This includes revamping the CHTA website with our 'Shine' team, as well as contributing to the rebranding efforts and serving as the Gold sponsor and Official Graphics sponsors for both Marketplace42 and Forum with our 'Sparkle' Team. It's an honor to extend our support to CHTA and further our commitment to our Caribbean-based clients. This marks an exciting beginning as we expand our presence in the region,” remarked Rich Tuckwell- Skuda, CEO & Founder at TAG.

Crafted and executed by The Anything Group and the SHINE & SPARKLE team, the rebranding and website redesign showcase CHTA as the leading voice of the private sector in the Caribbean hospitality and tourism Industry. This transformation underscores CHTA's unwavering commitment to honoring the region's rich heritage and culture while embracing innovation and evolution.

To learn how CHTA is shaping the future of Caribbean hospitality and tourism, visit

Can we say something along the lines of “To view CHTA’s reimagined, innovative branding, and to learn how they are shaping the future of Caribbean hospitality and tourism, visit ...

[www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com).

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