

Welcome to the Caribbean Travel Forum!

Welcome to the Caribbean Travel Forum, visioning a new landscape for the Caribbean. This event brings together industry leaders, policymakers, and innovators to discuss strategies, share insights, and forge partnerships that will drive the Caribbean towards a sustainable and prosperous tourism landscape. Through a series of keynote addresses, panel discussions, and interactive sessions, we aim to address the challenges and opportunities facing the industry, with a focus on leveraging new technologies, sustainable practices, and innovative marketing strategies.

Program

7:30am - 8:30am: Registration

8:30am – 9:45am:

State of the Industry & Region Address

The State of the Industry & Region Address will cover the current state and future outlook of Caribbean tourism, addressing key trends, challenges, and opportunities. Specific discussions will focus on private-public sector policy and partnership to address the way forward for Integrated tourism development. Learn how Caribbean hospitality and tourism businesses can use data and technology to understand and meet the needs of modern travelers, improve marketing strategies, operational efficiencies and promote sustainable growth. Gain valuable knowledge and share in the vision of a prosperous Caribbean tourism sector, driven by innovation and the entrepreneurial spirit of our community.

During the presentation, CHTA, in collaboration with ForwardKeys, will launch the second annual Caribbean Travel Trends Report. This report provides insights into post-pandemic traveler behavior, emerging markets, and the evolving competitive landscape. The CHTA will also be showcasing its new Construction & Pipeline report, ideal data for current and potential new investors in Caribbean tourism.

Speakers:

- Nicola Madden-Greig, OD, President, Caribbean Hotel & Tourism Association
- Olivier Ponti, Vice President - Insights, ForwardKeys

9:45am – 10:15am:

Keynote Address: ReThinking Tourism Development

Keynote Speaker: Doug Lansky, Travel Writer, Author & Destination Development Advisor

The keynote address will outline the importance of the Travel and Tourism industry as one of the world's largest economic sectors by international recognized tourism research body and will include industry trends and growth sectors with a focus on new and emerging technologies.

10:15am – 10:30am:

Coffee Break

10:30am – 11:30am:

Integrated Tourism Development Panel

An in-depth discussion with government officials to include new markets, products and experiences, sustainable integrated tourism development, air connectivity and use of technology.

Moderator: Nicola Madden-Greig, OD, President, Caribbean Hotel & Tourism Association

Panelists:

- Hon. Edmund Bartlett, Minister of Tourism, Jamaica
- Hon. Kenneth Bryan, Minister of Tourism & Ports, Cayman Islands, and Chair, Caribbean Tourism Organization
- John Bryant Collier (JB), Sustainable Development Program Leader, Caribbean Region, World Bank
- Adam Stewart, Executive Chairman, Sandals & Beaches Resorts

11:45am – 12:45pm:

Under the Technology Microscope: The Caribbean Re-imagined

Creating a more enabling technology ecosystem for the Caribbean. This session will examine programming and technology education at all levels, infrastructure and bandwidth investment. It will also examine trending topics like AI, which affects everything, hyper personalization, mobile payments and upgrading our digital technology, privacy and cyber security, and digital marketing to drive more direct bookings.

Moderator: Sanovnik Destang, President-Elect, Caribbean Hotel and Tourism Association

Panelists:

- Delroy McLean, Senior Director for Enterprise, Government & Multinationals, Cable & Wireless Communications
- Javed Samuel, Vice President, NCC Group Cryptography Services
- Frank Wolfe, CAE, CEO, Hospitality Financial & Technology Professionals (HFTP)

12:45pm - 2:15pm

CHTA Awards Luncheon

Caribbean Destination Resilience Award

President's Award for Caribbean Tourism Excellence Award

Special remarks from CHTA's Strategic Partner Mastercard represented by Mayra Vivacqua, Cluster Lead at Mastercard Caribbean.

Special presentation by the Caribbean Hotel and Tourism Association Education Foundation

Announcement and presentation for the 2024 Caribbean Hotelier of the Year

2:30pm – 3:30pm:

Tourism's Imperative: Fast-Tracking Regional Sustainability and Resiliency Efforts from People to Planet

This panel takes a candid look at the region's current sustainability profile – its successes and challenges in stemming the multiple sustainability threats facing the tourism industry – from entrepreneurial development to protecting our natural environment. The session starts with a keynote on success factors in developing our future tourism entrepreneurs. Panelists will then respond, offering added insights and broadening the discussion by addressing areas where accelerated efforts are needed now and in the short and long term, to navigate the uncertain path ahead. Emphasis will be given on 'how to' accelerate sustainable practices at the policy, company, local, association, and organization levels.

Session Keynote: Sustainability: The Human Factor.....Preparing the Next Generation of Tourism Entrepreneurs

Opening Keynote by: Sheila Johnson, Founder and CEO, Salamander Collection

Moderator: Karolin Troubetzkoy, Chairwoman, Caribbean Biodiversity Fund and Executive Director, Marketing and Operations, Anse Chastanet and Jade Mountain Resorts

Panelists:

- Hon. Matthew Samuda, Minister of Environment, Jamaica
- Lisa Hamilton, CEO, USVI Hotel & Tourism Association and President, Caribbean Society for Hotel Association Executives (CSHAE)
- Dr. Lisa Indar, Director, Surveillance Disease Prevention and Control Division, Caribbean Public Health Agency (CARPHA)
- Sheila Johnson, Founder & CEO, Salamander Collection

3:45pm – 4:45pm:

Tourism Marketing Panel

The panel will present a regional outline of select niche and geographic growth markets and review how to penetrate these markets to drive business to the Caribbean. It will also discuss innovative strategies at both the destination and the organization level with a focus on leveraging our natural assets, culture, and events.

Moderator: Doug Lansky, Travel Writer, Author & Destination Development Advisor

Speakers:

- Audley H. Deidrick, President & Chief Executive Officer, Airports Authority of Jamaica & NMIA Airports Limited
- Carol Johnson, Sr. Principal Client Partner, Caribbean Destinations, Tripadvisor
- Laura Miranda, Client Services Manager at Mastercard Latin America and the Caribbean

Thank you for participating in the Caribbean Tourism Forum. Your engagement and contributions are vital as we work together to create a resilient, innovative, and sustainable tourism landscape for our region. We hope the discussions and insights shared today will inspire and empower you to take actionable steps in your respective roles. Let us continue to collaborate and innovate, ensuring that the Caribbean remains a premier destination for travelers worldwide.