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**CHTA Takes Center Stage at CHRIS 2024 in Miami**

MIAMI (May XX, 2024) – The Caribbean Hotel and Tourism Association (CHTA) made its mark with impactful contributions from key representatives and a notable honor for one of its rising stars at the Caribbean Hotel & Resort Investment Summit (CHRIS) 2024, recently held in Miami.

Nicola Madden-Greig, President of CHTA, delivered the “CHTA Insights: Travel & Tourism Update”, offering valuable perspectives on the current state and future outlook of the Caribbean tourism and hospitality industry. She shed light on the accommodation sector and Caribbean cruise performance in addition to exploring the demand, satisfaction, and spending in the region.

“By prioritizing initiatives such as enhancing air connectivity, promoting multi-destination travel, embracing digital solutions, and cultivating authentic product offerings, we can ensure a sustainable and vibrant future for our region. If we look to strengthen crisis preparedness, safeguarding our environment, and fostering collaboration across borders, we can collectively shape a tourism industry that not only thrives but also serves as a force for positive change in our communities,” underscored Madden-Greig during her presentation.

Additionally, Madden-Greig showcased her expertise as a panelist on the “Views from the Boardroom – Round Two” session. Alongside noted industry figures, including Jose Carlos Azcarraga, CEO, Posados; Gregory Habeeb, President, North America, WorldHotels; and NABHOOD President Andy Ingraham, Madden-Greig offered thoughtful comments on the challenges facing the hospitality sector.

Bill Clegg, Regional Director of Franchise Development at BWH Hotel Group, brought his wealth of knowledge to the breakout session on “Hotel Companies/Agreements – Property Improvement Plans (PIPs)”. As a panelist, Clegg provided expertise on the nuances of hotel agreements and emphasized the significance of property improvements in enhancing guest satisfaction and loyalty.

During the Summit, Brittany Brathwaite, Chief People & Development Strategist at Ocean Hotels Group Barbados & Chickmont Foods Ltd., was honored with the Caribbean Rising Star Award. Recognized for her exceptional contributions to the industry, Brathwaite’s achievement underscores the talent and dedication within the CHTA community.

CHRIS is a leading hotel and tourism investment conference, featuring networking opportunities and an extensive array of sessions and panels led by hotel and finance industry experts. Produced by Northstar Travel Group in association with The BHN Group, the conference attracted about 450 registered delegates from 33 countries. CHTA’s presence at CHRIS 2024 underscores its commitment to advancing the Caribbean hospitality industry through collaboration, innovation, and talent recognition.

For more information on CHTA, please visit [www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com). To inquire about membership, email membership@caribbeanhotelandtourism.com.

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