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**CHTA Launches Multi-Destination Media Trip to Showcase Caribbean Interconnectivity**

FORT LAUDERDALE, Fla. (May XX, 2024) – The Caribbean Hotel and Tourism Association (CHTA) is gearing up for its first multi-destination media trip, designed to illuminate the interconnectedness and diversity across the Caribbean. Scheduled from May 17 to 27, this initiative will showcase the vibrant cultures, breathtaking landscapes, and unique experiences spanning Jamaica, St. Lucia, Cayman Islands, and Barbados.

Nicola Madden-Grieg, President of CHTA, expressed enthusiasm for the program and stressed its significance: “This initiative is a testament to the collaborative spirit and interconnected nature that define Caribbean tourism. Our goal is to showcase the diverse offerings of Jamaica, Saint Lucia, Cayman Islands, and Barbados, inspiring travelers to explore the myriad of experiences our region has to offer." Although the Dominican Republic had to withdraw due to unforeseen circumstances, there are plans to include it in future endeavors.

Developed in collaboration with the Jamaica Tourist Board, the Jamaica Hotel & Tourist Association, the Saint Lucia Tourism Authority, the Cayman Islands Department of Tourism, and the Cayman Islands Tourism Association, the itinerary promises an immersive experience. Participants will enjoy the stunning landscapes and beaches of Saint Lucia, discover the culture and natural beauty of Jamaica’s South Coast, experience the iconic sites of the Cayman Islands, and spend a quick beach day in Barbados.

Strategically timed to coincide with the Caribbean Travel Marketplace from May 21 to 23, the media trip aims to maximize the event’s networking opportunities. Journalists can enrich their coverage of the multi-destination experience with insights and connections from the region’s premier tourism conference.

For more information about Caribbean Travel Marketplace, visit [www.chtamarketplace.com](http://www.chtamarketplace.com).

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