



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Technology Task Force Activity Report

January – May 2024

Dear CHTA Board of Directors,

It is with great pleasure that we present the Committee Report for the Technology Task Force, covering activities and achievements from January to May 2024. As stewards of innovation within the Caribbean hospitality and tourism industry, the Technology Task Force remains committed to driving technological advancements that enhance guest experiences, improve operational efficiency, and foster sustainable growth.

List of Committee Members:

1. Chair: Sanovnik Destang, St. Lucia
2. Co-Chair: Christus Gill, St. Lucia
3. Brian Broomes, Barbados
4. Jamal Griffith, Barbados
5. Jeremy Jones, Jamaica
6. Kjerstin Carlson, CHTA Staff Liaison
7. Lisa Hamilton, US Virgin Islands
8. Vanessa Ledesma
9. Yatsuri Marshall, St. Lucia

Summary of Activities:

- Orchestrated four dynamic meetings throughout 2024, serving as pivotal platforms for in-depth discussions and strategic planning.
- Enhanced thought leadership around artificial intelligence (AI) and Generative AI within the Caribbean region, fostering a deeper understanding of their implications and opportunities.
- Provided insights on the doubts surrounding AI implementation in the region, offering valuable guidance to navigate concerns and misconceptions.
- Initiated planning for the Technology Session at the Caribbean Travel Forum.



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- Discussed the importance of partnerships, internet service providers, and bandwidth providers, recognizing their role in fortifying the region's technological infrastructure.

Committee Achievements:

- Technology Task Force AI Webinar: "AI Horizons: Redefining Caribbean Hospitality & Tourism - Navigating Innovation, Opportunities, and Challenges," moderated by Sanovnik Destang with panelists Christus Gill and S. Omega Simmons.
- Development of AI Guidebook for Caribbean Tourism, titled "Artificial Intelligence Transformation Guide for Caribbean Tourism: Insights, Applications, and Future Prospects," authored by Christus Gill with AI assistance, with development and review by all TTF Members.
- Continual engagement with industry stakeholders to address challenges and opportunities in implementing AI technologies, ensuring alignment with industry needs and standards.
- Collaboration with Nicola Madden-Greig, OD, to secure a senior representative from Cable and Wireless for the Caribbean Travel Forum's session on technology.

Upcoming Projects and Priorities through July:

- Continue promoting the AI Transformation Guide for Caribbean Tourism.
- Prepare for HITEC and HSMAI conferences, aiming to increase CHTA member participation.
- Plan July webinars based on emerging technological themes from upcoming events.
- Explore partnership opportunities with security companies, cybersecurity, and emerging technologies.
- Discuss and review bandwidth issues facing the region.

The Technology Task Force has been leading the charge in advancing technology in the Caribbean hospitality and tourism sector. Through four dynamic meetings, we've explored pivotal topics such as AI implementation, generative AI, cybersecurity, emerging technologies, and strategic partnerships. These discussions have not only broadened our understanding but also strengthened Caribbean thought leadership on these subjects. Our initiatives, including the creation of a Caribbean-specific AI guide and the organization of educational webinars, highlight our commitment to driving innovation in the region. We are dedicated to navigating the ever-evolving technological landscape and remain steadfast in providing resources and education to both the region and CHTA members on how to navigate it alongside us.