

For immediate release

Caribbean Hotel and Tourism Association (CHTA) Announces Vanessa Ledesma as CEO

Ledesma Celebrates 25 Years of Service with CHTA



FORT LAUDERDALE, Fla. (October 22, 2024) – The [Caribbean Hotel and Tourism Association](#) (CHTA) celebrates a historic moment with the official appointment of **Vanessa Ledesma** as **Chief Executive Officer (CEO)**. This announcement coincides with Ledesma’s 25th Anniversary with the CHTA this month, marking a significant milestone in her journey with the organization.

Ledesma, who has served as Acting CEO and Director General for the past three years, is recognized for her remarkable leadership and contributions. Starting her career with CHTA in 1999 as a meeting planner, she quickly rose through the ranks, becoming the first woman in an executive role within the organization.

Throughout her career, Ledesma has demonstrated exceptional leadership and a strong commitment to the tourism industry. Her deep knowledge of association management and the Caribbean hospitality sector has been instrumental in her success.

CHTA President Sanovnik Destang praised Ledesma’s exceptional work:

"Vanessa has been a driving force within the secretariat, providing sterling leadership as acting CEO and Director General for three years. She worked financial and operational miracles during that time. It’s only fitting that she has reached the pinnacle as our confirmed leader — and might I add — our first female CEO."

Destang also highlighted that Ledesma is the organization’s first Spanish-speaking CEO.

"I am deeply honored to be entrusted with this opportunity to lead the organization that has been instrumental in shaping my professional journey," said Ledesma. "Over the past 25 years, I’ve had the privilege to work alongside some of the Caribbean’s most visionary leaders. I look forward to continuing the work of strengthening our association, advocating for the region, and fostering collaboration across our vibrant hospitality and tourism community."

CHTA



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Ledesma's Caribbean Destination Visits

As part of her new role, Ledesma will embark on visits to several Caribbean destinations, including Antigua, Barbuda, Puerto Rico and St. Lucia. She will be connecting with member associations and stakeholders, exploring Caribbean Travel Marketplace venues, fostering collaboration and gathering insights into the priorities of Caribbean tourism leaders.

"These destination visits are an exciting opportunity to meet our partners directly, understand their priorities, and identify new opportunities for growth in the region's tourism sector," she added. "By strengthening these relationships, we can collectively elevate the Caribbean tourism experience and drive transformative change in our industry."

For more information, visit www.caribbeanhotelandtourism.com.

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