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CARIBBEAN HOTEL & TOURISM ASSOCIATION (CHTA) AND CARIBBEAN ALLIANCE FOR SUSTAINABLE TOURISM (CAST) JOIN INTERNATIONAL EARTH DAY FOCUS ON “OUR POWER, OUR PLANET”

FORT LAUDERDALE, Fla. – April 21, 2026 – As we reflect on this year’s Earth Day theme “*Our Power, Our Planet*,” the [Caribbean Hotel & Tourism Association](http://www.CaribbeanHotelandTourism.com) (CHTA) and the [Caribbean Alliance for Sustainable Tourism](http://www.Cast.CaribbeanHotelandTourism.com) (CAST) reaffirm their commitment to protecting the region’s natural and human resources. The sister organizations recognize the important role that regional and local stakeholders play in supporting both individual and collective action to preserve and strengthen the Caribbean’s environment.

“Earth Day is a reminder that the Caribbean’s greatest strength – its natural beauty – is also our shared responsibility,” said CHTA President Sanovnik Destang. “Across the region, our members are finding practical ways to operate more efficiently, reduce their environmental footprint, and support the communities that make our destinations so distinct. This year’s theme reinforces that meaningful progress comes from collective action, and the tourism sector has an important role to play.”

CHTA and CAST have a long history of working collaboratively with the region’s tourism industry. Their partners include 32 national hotel and tourism associations, along with regional and local government bodies and multilateral organizations, working to address issues impacting residents and visitors alike.

Their work on crisis readiness is a core pillar at both organizations. Thanks to these ongoing efforts, the Caribbean hospitality and tourism industry is better prepared to respond to and recover from natural disasters. Through CAST-led training, hotels and tourism-related businesses have also adopted Environmental Management Systems, contributing to a reduction in the industry’s environmental impact.

“This year’s Earth Day theme, ‘*Our Power, Our Planet*,’ underscores the responsibility we all share as individuals, companies, governments and organizations to preserve, protect, and restore our environment,” said hotelier Karolin Troubetzkoy, acting chair of CAST. “Real progress happens when we work together – sharing best practices, supporting innovation, and lifting each other forward.”

In collaboration with their public sector counterpart, the Caribbean Tourism Organization (CTO), CHTA and CAST have supported efforts to reduce the tourism industry’s energy consumption through improved operational efficiencies and the use of renewable energy.

Beyond this collaboration, CHTA and CAST are advancing sustainability priorities across the region, from waste management and health and safety to human resource development, economic linkages, circular economy practices, and coral reef conservation.

For more information on CHTA, visit www.CaribbeanHotelandTourism.com. For more information on CAST, visit www.Cast.CaribbeanHotelandTourism.com.

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About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the leading organization representing the interests of the Caribbean hospitality and tourism industry for more than 60 years. With 32 National Hotel Associations as well as 1,000 diverse members spanning hotels, resorts, tourism providers, and allied partners across the region and beyond, CHTA serves as a powerful voice, resource, and connector for the Caribbean's most vital industry. Through ongoing advocacy, professional development, industry insights, and market intelligence, CHTA helps its members thrive in today's competitive global marketplace. Organizations worldwide with interest in the Caribbean that want to increase their presence and connectivity in the Caribbean Hospitality and tourism industry are invited to join this dynamic community. To learn more about membership benefits and upcoming virtual and in-person events, please visit www.caribbeanhotelandtourism.com.

About the Caribbean Alliance for Sustainable Tourism (CAST)

Founded in 1997, the Caribbean Alliance for Sustainable Tourism (CAST) has a longstanding history of providing guidance and expertise in awareness-raising programs, environmental management systems and best practices to achieve responsible environmental and social management of natural and heritage resources, within the Caribbean's hotel and tourism sector. For more information on CAST, please visit <https://cast.caribbeanhotelandtourism.com>.