

FOR IMMEDIATE RELEASE



BARBADOS SELECTED TO HOST CARIBBEAN TRAVEL MARKETPLACE 2027, MARKING EVENT'S 45TH EDITION

Following a successful 2026 Marketplace, Caribbean hospitality and tourism leaders will convene in Barbados from May 18-21, 2027 for the region's premier B2B tourism event

Fort Lauderdale, Fla. – June 11, 2026 – The [Caribbean Hotel and Tourism Association](#) (CHTA) has named **Barbados** as the host destination for **Caribbean Travel Marketplace (CTM) 2027**, the region's premier business-to-business tourism event. The annual gathering connects global buyers with Caribbean suppliers to strengthen partnerships and drive business opportunities across the region. The announcement was made at this year's Caribbean Travel Marketplace in Antigua.

"Barbados has long played an important leadership role in Caribbean tourism and within CHTA," said Vanessa Ledesma, Chief Executive Officer of CHTA. "We are thrilled to bring Caribbean Travel Marketplace to Barbados in 2027, marking the 45th edition of this historic event. We look forward to delivering a reimagined, elevated attendee experience with innovative formats and deeper global business opportunities."

Caribbean Travel Marketplace brings together destinations, hotels, attractions, transportation companies, and tourism partners from across the Caribbean and international markets for pre-scheduled business meetings designed to generate tangible commercial outcomes.

"Hosting Caribbean Travel Marketplace 2027 is an important opportunity for Barbados and a reflection of the confidence placed in our tourism product, our people, and our infrastructure," said Hon. G.P. Ian Gooding-Edghill, Minister of Tourism and International Transport. "It will create economic value, strengthen regional collaboration, and further position Barbados as a leader in Caribbean tourism."

The announcement was also welcomed by Barbados' Hotel & Tourism Association.

"On behalf of the Barbados Hotel & Tourism Association and the wider local industry, we are honoured to welcome CHTA Marketplace 2027 to Barbados," said Javon Griffith, Chairman of the Barbados Hotel & Tourism Association. "This event is where relationships are built, business is advanced, and our destination is showcased to the world. We look forward to welcoming delegates with the very best of Bajan hospitality."

Additional details regarding Caribbean Travel Marketplace 2027, including venues and registration information, will be announced in the coming months.

For more information on Caribbean Travel Marketplace, visit www.CaribbeanTravelMarketplace.com. For more information on CHTA, visit www.CaribbeanHotelandTourism.com.

Images: CTM 2026 images can be accessed [here](#).

Caribbean Travel Marketplace 2026 was made possible by host destination Antigua & Barbuda Tourism Authority, Antigua & Barbuda Hotel & Tourism Association; Premier Destination Partners: Barbados, Jamaica, St. Kitts & Nevis, Saint Lucia, Experience Turks & Caicos; Platinum Partners: ABA Global Marketing, Interval International, Mastercard, Triptease, U.S. Virgin Islands; Gold Partners: Amadeus, Courts Business Solutions, Dominica, Maestro PMS, MyBookingRewards.com, Silverware, TaConnect, Tambourine, Travelzoo; Silver Partners: Antigua Cruise Port, Caribbean Journal, Infor, Saint Lucia Cruise Port, Sojern, The Anything Group; Bronze Partners: Atlas Obscura, Simplotel, Questex Travel; Airline Partners: Inter Caribbean Airways, Liat Air; Data Partner: STR; and Media Partner: Breaking Travel News. For information on CTM partnership opportunities, email nerdin@caribbeanhotelandtourism.com.

###

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.