



START LOCALLY THINK GLOBALLY

Why be a member of CHTA?

Being a member of your local hotel and tourism association is the first step towards being involved with the travel industry community, but it's also important to think globally. Being a member of the Caribbean Hotel and Tourism Association takes you to the next step.

THERE ARE MANY DIRECT AND INDIRECT BENEFITS OF MEMBERSHIP:

Networking and participation

CHTA membership gives you access to:

- The CHTA's member-hotel database, listing all Caribbean hotel members
- CHTA Board of Directors contact information
- National Hotel Associations contact information
- Caribbean Ministers and Directors of Tourism contact information
- Meetings: Marketing, Membership and Advocacy committee meetings, and Board of Directors meetings. All members are encouraged to attend and participate.

Advocacy

There are many regional and global issues that affect the Caribbean tourism industry that cannot always be addressed locally. CHTA gives you a voice in London, Brussels and Washington, DC. Working with global, regional and Diaspora partners, we represent your interests wherever and whenever travel and tourism is in the spotlight.

Some of these issues include:

- Direct and indirect taxation on the Caribbean tourism industry
- Aviation – both international and regional
- Crisis Management – storms, viruses, terrorism, etc.
- Regional marketing
- International funding
- "Green"/ sustainable tourism
- Human resource development

CHTA's new **"Tourism is Key"** campaign, backed by solid data from Oxford Economics and the WTTC, seeks to emphasize the importance of travel and tourism within the Caribbean to political leaders and influencers, creating a more favorable business environment for our members.



Meetings and Events

CHTA facilitates various annual events and conferences for its members (only):

- Caribbean Travel Marketplace – it's the region's largest and most important marketing event
- Caribbean Hospitality Investment Conference and Operations Summit (CHICOS) - The long-standing official Caribbean Hotel & Tourism Investment Conference (CHTIC) organized and managed by CHTA along with the Caribbean Tourism Organization (CTO) will now partner with HVS and their CHICOS event. CHICOS focuses on international investment in the Caribbean, highlighting diverse speakers and panels to ensure vibrant discussion and new debates. CHICOS provides an excellent platform for delegates to share views, insights ideas, and proposed strategies for overcoming challenges in the region.
- "Taste of the Caribbean" – An annual Caribbean food and beverage event designed for culinary professionals to network and polish professional skills through seminars, workshops, tastings and demonstrations. Teams competing in Taste of the Caribbean are vying for top culinary honors. The "Taste of the Islands" component of the event provides a forum for consumers to experience Caribbean culture through a variety of gourmet appetizers and desserts, sample signature cocktails, listen to authentic Caribbean music and gather information about exhibiting Caribbean countries. The Taste of the Islands highlights the street foods that are common throughout the region.

Be a part of the Caribbean tourism community

- Monthly Newsletter – "Members Corner" keeps all member companies informed of what's going on within both the Caribbean and worldwide tourism communities.
- STR monthly regional hotel data – occupancy, ADR and Rev PAR
 - Destination arrivals data and various statistics

- Listings and website links in the on-line "Purchasing Index" for Allied members
- Member-2-Member (M2M) program for special offers and promotions to hotel members
- CHTA Data Center for tourism statistics
 - Smith Travel Research (STR) Monthly Construction Report: get the "heads up" on who's building, who's renovating and who's expanding
 - Monthly tourist arrivals data from the Caribbean Tourism Organization (CTO)
 - Destination arrivals data and various statistics
 - Special tourism reports and surveys, both regional and international

Education Foundation

Since 1987, CHTA has provided millions of dollars worth of scholarships for Caribbean students wishing to pursue a career in travel and tourism.



Discounts/ Member offers

Hotel, Travel and Corporate discounts

CAST

The Caribbean Alliance for Sustainable Tourism (CAST)

was established by members in 1997 to promote responsible environmental and social management of natural and heritage resources respectively, within the hotel and tourism sector.



Ready to join?

To become a CHTA member or for more information, go to www.caribbeanhotelandtourism.com or contact George de Mercado at george@caribbeanhotelandtourism.com, T: 305-443-3040 x 103.

Mission Statement

To facilitate the full potential of the Caribbean hotel and tourism industry by serving members' needs and building partnerships in a socially responsible and sustainable manner.

CHTA's Strategic Partners



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION