



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

## Caribbean Travel Forum and Awards Lunch

San Juan, Puerto Rico, 3-October 2022

Agenda:

**11:00 – Noon**

**State of the Caribbean Hospitality Industry Address:**

Nicola Madden-Greig, President, CHTA

Julia Sampson, CEO & President, World Travel & Tourism Council

Jeff Katz, CEO, Journera,

Moderated by Lebowit Lily Girma, Editor-At-Large, Tourism at Skift:

The keynote address will outline the important of the Travel and Tourism industry as one of the world's largest economic sectors by international recognized tourism research body and will include industry trends and growth sectors.

**Noon – 2:00 pm**

**CHTA Awards Lunch**

Caribbean Hotelier of the Year

Caribbean Destination resilience Award

CHIEF Awards: Sustainability, Marketing, Operations, Human Resources & Staffing

**2:00 – 3:00 pm**

**Private - Public Partnership Discussion Panel**

Hon. Minister Bartlett, Minister of Tourism, Jamaica

Brad Dean, Director of Tourism, Discover PR

Hon. Minister Dr. Ernest Hilaire, Minister of Tourism, St Lucia

Adam Stewart, Chairman, Sandals Resorts International & President of the Sandals Foundation

Moderated by Nicola Madden-Greig, CHTA President

An overview of the regional tourism statistics followed by a discussion by the Ministers of Tourism which will include Business of the Industry including Intra-Caribbean Air connectivity and multi-destination marketing and Public Policies for labor and employment.

**3:00 – 4:00pm**

**Track 1: Sustainability Discussion**

Shenique Smith, Deputy Director, The Nature Conservancy Representative

Christopher Imbsen, Director of Sustainability, World Travel & Tourism Council

Ewald Biemans, Owner and CEO, Bucuti & Tara Beach Resort

Moderated by Kyle Mais, Chairperson, CAST

A detailed review of Glasgow protocol and a discussion of implication for the region from UNFCCC & WTTC and key islands.

**Track 2: Technology Discussion**

Mark T. Pate, Sr., Assistant Controller/It Director, Highpointe Hotel Corporation

Mark Fancourt, Hospitality Financial and Technology Professionals (HFTP)

Frank Wolfe, Hospitality Financial and Technology Professionals (HFTP)

Moderated by Sanovnik Destang, Executive Director, Bay Gardens Resorts

This panel of hospitality professionals will provide the audience with ideas that can be implemented immediately at low cost and will also talk about some of the trends that the future will bring. Part presentation and part “town meeting”, it will be interactive and informative. Attendees should bring their questions and after hearing about Artificial Intelligence, the Metaverse, Robotics, and other technologies can both meet guest satisfaction, sell our destinations and save us money!

The Caribbean Travel Forum is a new event focusing on the business of tourism in the Caribbean with specific emphasis on topics such as intra-Caribbean travel with focus on air connectivity and multi-destination marketing, sustainability, technology innovations, labor market constraints and taxation.

Captains of the travel industry, general managers, opinion leaders and government officials will provide insightful and relevant information to the Caribbean Travel Industry, access to global and regional travel industry data insight, as well as consumer and travel trends.

Hotel and Attraction Owners, Managing Directors, General Managers and other executives are invited to attend this *NEW* event. Together to chart a new path coming out of recovery towards creating a sustainable industry capable of handling future shocks while continuing to drive the region's growth and development. We encourage you to take this opportunity to participate in the most important discussion and networking opportunity for the future of our industry and our region, a key platform to define the direction forward in our complex public-private sector industry.

The Caribbean Travel Forum 3-October 2022 is a stand-alone event immediately preceding Caribbean Travel Marketplace at the Puerto Rico (3-5 October 2022)

For more information, please contact Vanessa Ledesma [vanessa@caribbeanhotelandtourism.com](mailto:vanessa@caribbeanhotelandtourism.com) or register at [www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com)

Event Cost \$175 US per person  
Register now as space is limited