

# SPONSORSHIP OPPORTUNITIES



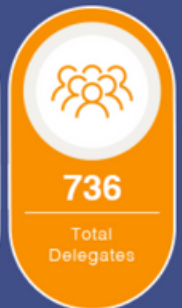
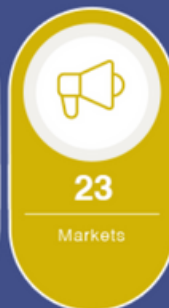
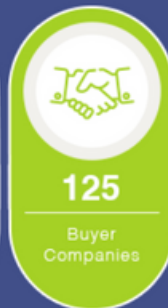
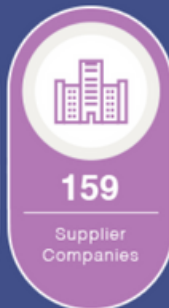
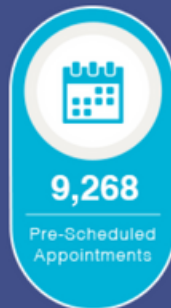
CARIBBEAN TRAVEL

# marketplace41

BARBADOS • MAY 9-11, 2023



**THE  
CARIBBEAN'S  
LARGEST TOURISM  
MARKETING  
EVENT**



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# ABOUT CARIBBEAN TRAVEL MARKETPLACE

Caribbean Travel Marketplace brings together international buyers with exclusively Caribbean suppliers all in one place for ease of doing business.

As the longest established and most effective travel trade event for the Caribbean hospitality industry, Marketplace provides you cost effective opportunities to reach and connect with new business opportunities.

**"My first year attending CTM did not disappoint! I plan on attending for years to come as the information I learned and the supplier connections I made were invaluable and have helped to set me up for a successful 2023!"**

**"I am very grateful to have had the opportunity to participate in this successful trade show, which this year celebrates its 40th edition. We have had the space to share with colleagues and suppliers from all over the region and share information to work together. It has been very interesting to have contact with Caribbean countries and to open this communication channel to bring corporate events to the region. Please keep in touch for future editions and to do business in the region. Greetings from Argentina!"**

TESTIMONIALS





# ATTENDEES

**Suppliers:** Accommodations (bed and breakfasts, chains, management companies, resorts, timeshares, villas), attractions, destination management companies, receptive operators, tourist boards/promotion boards, hotel associations, and transportation companies (airlines and car rentals).

**Buyers:** Wholesalers, OTAs, tour operators (domestic/international), and incentive buyers.

## Updates for Marketplace #41:

- MICE Buyers
- Destination Wedding Specialists
- Travel advisors

# COUNTRIES REPRESENTED IN 2023

## Supplier Countries

- |                      |                            |
|----------------------|----------------------------|
| • Anguilla           | • Jamaica                  |
| • Antigua & Barbuda  | • Puerto Rico              |
| • Aruba              | • St. Eustatius            |
| • Bahamas            | • Saint Kitts & Nevis      |
| • Barbados           | • Saint Lucia              |
| • Belize             | • St. Maarten              |
| • Bermuda            | • St. Martin               |
| • Bonaire            | • Trinidad & Tobago        |
| • Cayman Islands     | • Turks & Caicos Islands   |
| • Colombia           | • United States            |
| • Curaçao            | • Virgin Islands (US)      |
| • Dominica           | • Virgin Islands (British) |
| • Dominican Republic |                            |
| • Grenada            |                            |

## Buyer Countries

- |             |                            |
|-------------|----------------------------|
| • Argentina | • Jamaica                  |
| • Australia | • Latvia                   |
| • Bahamas   | • Mexico                   |
| • Barbados  | • Paraguay                 |
| • Brazil    | • Peru                     |
| • Canada    | • Puerto Rico              |
| • Chile     | • St. Vincent & Grenadines |
| • Colombia  | • Spain                    |
| • Ecuador   | • United Arab Emirates     |
| • Guatemala | • United Kingdom           |
| • India     | • United States            |
| • Italy     |                            |



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# TOP 5 REASONS TO SPONSOR:

# 1

## **Increase Your Brand Recognition**

Creative ways to display your brand and share information about your business

# 2

## **Generate Business Leads**

Connect with tourist boards, attractions, accommodation providers, and tourism industry leaders in the region

# 3

## **Exclusive Face Time with Key Decision Makers**

Immersive two-day conference with multiple networking opportunities that reinforce existing relationships and establishing new ones

# 4

## **Keep Up with Industry Trends**

Gather intelligence, make competitive comparisons, and be considered a thought leader in the industry

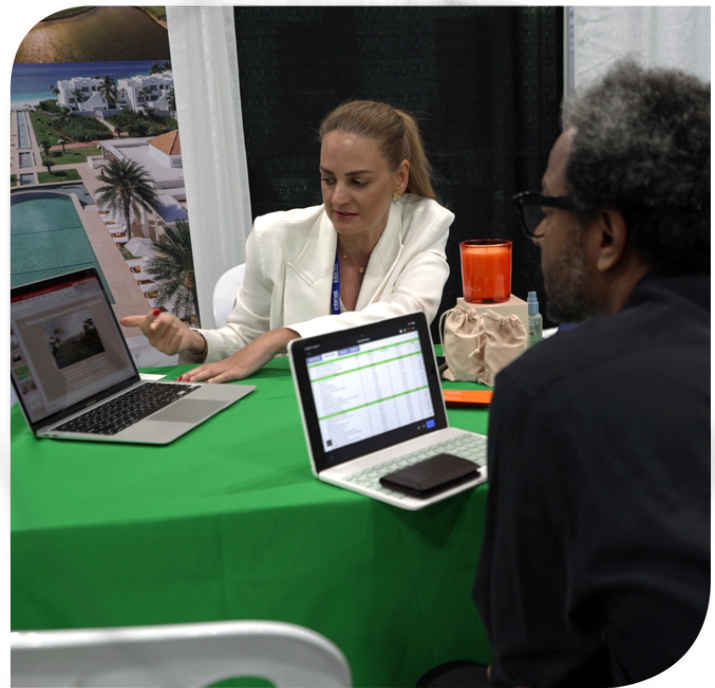
# 5

## **Show Your Support of Caribbean Tourism**

On-site activations that highlight your company's commitment to growing the hospitality industry

# SPONSORSHIP OPPORTUNITIES

		PLATINUM \$20K	GOLD \$13K	SILVER \$9K
On-Site				
	Brief update at the CHTA Board of Directors/Membership Meeting			
	Opportunity to submit a short promotional video to be displayed on signage monitors			
	Priority in pre-schedule appointment process			
	Thank You During Opening Celebration			
	Placement on Selling Floor	Priority	Preferred	
	Access to Delegate List	Full List Pre & Post Event	Full List Pre & Post Event	Limited List Post Event
	Delegate Registrations	6	3	1
	Appointment Bookings	3	2	1
	Display Size	8'	Tabletop	Shared space in lounge area
	Access to Sponsor Hospitality Suite			
Marketing				
	CHTA Co-Hosted Webinar for CTM registrants	1		
	Logo Recognition on Rotating Banner on Event Website			
	Rotating banner on Event Website			
	Logo Recognition on Event App	Limited to first 3		
	Interview Opportunity for a Future Press Release			
	Logo Recognition Placement in Online Directory			
	Official Email Sent to Event Attendees	2	1	
	Social Media Boosted Post	2	1	
	Promotional Social Media Posts	4	3	2
	Recognition on Homepage of Event Website	Logo/Hyperlink	Logo/Hyperlink	Name Listed
	Logo on Event Signage		Included	Included
	Promotional Reference in Press Releases		Included	Included



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# A-LA-CARTE ADD-ONS

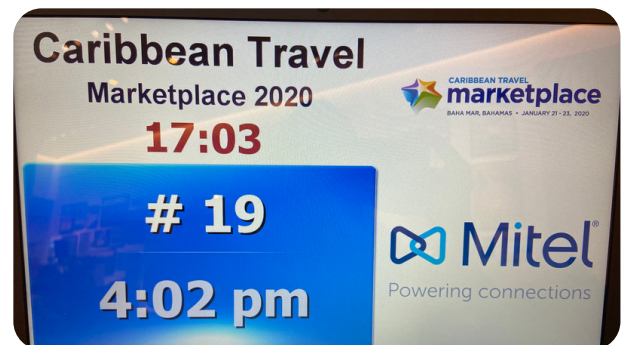
Add value to your sponsorship both inside and outside the main selling floor!

Lanyards	1 Available	\$5,000
Appointment Clock	2 Available	\$3,000
Information Centre	3 Available	\$3,000
Press Conference Room	2 Available	\$1,500
Press Working Room	2 Available	\$1,500
Hospitality Room During Event	3 Available	\$2,000

**Caribbean Hotel & Tourism Association**  
Published by Darcel Choy · October 5, 2022 · 48

Welcome to America's Paradise, the **United States Virgin Islands**. The USVI's rich history across the three major islands of St. Croix, St. John and St. Thomas creates a vibrant collage of cultural heritage and influence that we encourage #CHTA attendees to experience for themselves.

Tourism is thriving in the #USVirginIslands. The USVI is the fastest-growing territory for total capacity in all the Americas and is expecting to see a rise in cruises in FY23 with over 450 calls and almost 1.4 million passengers. Better yet? No passport is required for American citizens traveling from the U.S. or Puerto Rico. New resort openings include The Westin Beach Resort & Spa and The Seaborn, Autograph Collection, both at Frenchman's Reef in St. Thomas, plus the Lovango Resort + Beach Club in St. John. To learn more about #USVITourism and its efforts to grow a stronger and more durable tourism sector, head to VisitUSVI.com.



Contact us for details & availability!

Please note: A-La-Carte items are available on a right of first refusal with the commitment of a sponsorship package.

**Caribbean Hotel & Tourism Association**  
Local Business

25,645 People reached    2,096 Engagements    ↑ +5.3x higher Distribution score

1.2K    2 comments    29 shares



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# EXPOSURE



- Event Website
- Event Platform
- Event App
- Email Communications
- Social Media
- Press Releases
- Media & Travel Advisors



**Impressions**  
159,743,259



**Advertising Value**  
\$1,930,743



**Public Relations**  
\$5,783,838

\*Data from February 28, 2022 to December 19, 2022\*

## CONTACT US

To confirm your spot, please reach out to **Vanessa Ledesma**, Acting CEO & Director General

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**[www.chtamarketplace.com](http://www.chtamarketplace.com)**



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