

Caribbean Travel Forum and Awards Luncheon

Theme: Tourism the Key Driver of Generational Wealth for Caribbean Nationals

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.

Agenda:

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| 7:30- 8:30 am | Registration |
| 8:30 – 9:45 am | State of the Industry & Region Address:
Nicola Madden-Greig, President, Caribbean Hotel & Tourism Association

Olivier Ponti, Vice President – Insights, Forward Keys |
| 9: 45 – 10:00 am | Keynote Address: Hon. Miss Mia Amor Mottley, Q.C., M.P.
Prime Minister, Minister of Finance, Economic Affairs, Culture, Security, Public Service, CARICOM and the Development Commissions - Barbados |
| 10:00 – 10:15 am | Coffee Break |
| 10:15 – 11:15 am | Private - Public Partnership Discussion Panel
An in-depth discussion by the Ministers of Tourism and private sector leaders which will include Business of Tourism with emphasis on multi-destination marketing and new markets for Caribbean tourism.
Moderator: Nicola Madden-Greig, President, Caribbean Hotel & Tourism Association
Panelists: <ul style="list-style-type: none">• Hon. Kenneth Bryan, Minister of Tourism and Transport, Cayman Islands, and Chairman, Caribbean Tourism Organization (CTO)• Hon. Minister Edmund Bartlett, Minister of Tourism, Jamaica• Hon. Minister Ian Gooding-Edghill, Minister of Tourism, Barbados• Marc Melville, CEO, Chukka Caribbean |
| 11:15 – 12:15 am | Responsible and Resilience Tourism
Topic: Positive Mind Change = Positive Climate Change.
This session will focus on impactful and innovative ideas and solutions to drive responsible and resilient tourism with an emphasis on human capital development
Moderator: Kyle Mais, General Manager, Jamaica Inn and Chairperson, Caribbean Alliance for Sustainable Tourism (CAST) |

Panelists:

- Mr. Avinash Persaud, Special Advisor to PM Motley on climate change
- Ms. Marie McKenzie, Senior Vice President, Government and Destination Affairs, Carnival Corp
- Ms. Cresi Biemans, Managing Director, Legal & Public Relations, Bucuti and Tara Beach Resort
- Mr. Simón Bolívar Suárez Peña, Vice President Grupo Puntacana Foundation
- Dr. Shelly-Ann Cox, Chief Fisheries Officer, Barbados

12:15 – 1:15 am

Technology and its impact on Caribbean Tourism

Moderator: Sanovnik Destang, Executive Director, Bay Gardens Resorts

1. Topic: Simple data tricks for a post-cookie world

There are many ways data can help you better understand your guests, improve your marketing efforts, and deliver superb experiences. But there are also challenges in gathering, holding, and using data and changes to what is and is not allowable - for example with web cookies. This session will focus on simple, pragmatic steps you can take with data. We will identify a short-list of data-must-haves that will enable you to get instant value from your web and guest data without a load of ongoing work.

Presenter: Charlie Osmound, Co-Founder & Chief Tease, Triptease

2. Topic: Artificial Intelligence and the future of Caribbean Tourism

In the age of data, the hospitality industry, as with other industries, must consider the effective adoption of AI to remain competitive. While opportunities to enhance the guest experience, improve operational efficiency, and increase revenue generation find support in AI-enabled technologies, a lack of awareness, the high costs of implementation, concerns over data privacy, and resistance to change, all challenge its adoption. Overcoming these challenges for successful adoption will involve clear sense of purpose, collaborative partnerships with technology solutions providers, investment in employee training, focus on data privacy and security, and effective communication with stakeholders. In this session we'll consider the impact and state of AI in the hospitality industry.

Presenter: Neil Foster, President, HFTP (Hospitality Finance & Technology Professionals)

1:15 – 3:00 pm

CHTA Awards Luncheon

Destination Resilience Awards

Caribbean Icons of Hospitality Award

Special Award