



CARIBBEAN TRAVEL

# marketplace 43

Antigua & Barbuda 🌞 May 18-22, 2025

## Event Partner Guide



# CHTA



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# DISCOVER

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Caribbean Travel Marketplace is the leading event connecting global buyers with Caribbean tourism suppliers. It brings together industry leaders to foster business growth, collaboration, and regional economic development.



The event features pre-scheduled appointments between suppliers and buyers, along with networking events and opportunities for participants to discuss strategies and promotions that will generate business and market the Caribbean.





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# 42 Years of Excellence

For over four decades, Caribbean Travel Marketplace has connected global buyers with Caribbean tourism suppliers, creating unparalleled business opportunities.



## 2024 Record Breaking Statistics

**1,200**

**Delegates**

Our largest turnout to date, representing a 15% growth in participation.

**12,724**

**Pre-scheduled meetings**

Facilitating targeted, high-impact business negotiations.

**27**

**Caribbean Destinations**

A diverse mix of countries, islands and territories.

**23**

**Markets**

Key partners driving Caribbean tourism.

**137**

**Buyer Companies**

The industry professionals attending the event to purchase Caribbean travel products,

**207**

**Supplier Companies**

Caribbean-based destinations and businesses offering accommodations, transportation and experiences



# ATTENDEE DEMOGRAPHICS

Caribbean Travel Marketplace is the premier gathering for industry leaders, connecting key stakeholders across tourism and hospitality. It fosters collaboration, innovation, and business growth, offering unmatched networking and partnership opportunities. Below is a breakdown of key attendees.



## NORTH AMERICA

- Canada
- Mexico
- United States

## CENTRAL & SOUTH AMERICA

- Argentina
- Brazil
- Chile
- Colombia
- Nicaragua
- Paraguay
- Uruguay

## CARIBBEAN

- Anguilla
- Antigua And Barbuda
- Aruba
- Bahamas
- Barbados
- Belize
- Bonaire
- Cayman Islands
- Curacao
- Dominica
- Dominican Republic
- Grenada
- Guyana
- Haiti
- Jamaica
- Puerto Rico
- Saint Eustatius
- Saint Kitts And Nevis
- Saint Lucia
- Saint Vincent And The Grenadines
- St. Maarten
- St. Martin
- Suriname
- Trinidad And Tobago
- Turks And Caicos Islands
- Virgin Islands (British)
- Virgin Islands (U.S.)

## EUROPE & MIDDLE EAST

- Czech Republic
- Estonia
- Germany
- Ireland
- Italy
- Latvia
- Netherlands
- Poland
- Spain
- Sweden
- United Kingdom
- UAE

## SUPPLIERS

- **Accommodation providers:** Including hotels and resorts, bed & breakfasts, hotel chains, management companies, resorts, timeshares, and private villas, catering to a diverse range of travelers.
- **Attractions and experiences:** Cultural and adventure tourism providers, and entertainment venues offering immersive experiences.
- **Tourism boards and associations:** National and regional tourist boards, promotion boards, and hotel associations advocating for Caribbean destinations.
- **Transportation:** Airlines, cruise lines, destination management companies, ferry operators, and car rental services that connect travelers to their destinations.

## BUYERS

- **Wholesalers, Tour operators and OTAs:** Global and regional online travel agencies and wholesalers responsible for packaging and selling Caribbean experiences.
- **Corporate and incentive buyers:** Companies organizing business travel, retreats, and incentive programs in the Caribbean.

## OTHER

- **Media and press:** Regional and international journalists, travel bloggers, and influencers covering trends in Caribbean tourism.
- **Government and policy leaders:** Directors of tourism, government ministers, and regulatory officials shaping the industry's future.
- **Travel technology and services:** Reservation platforms, software providers, and travel insurance companies streamlining tourism operations.
- **Travel advisors:** professional travel consultant who specializes in planning, booking, and managing travel experiences for clients, including leisure travelers, corporate clients, and groups.



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# Event Overview

Caribbean Travel Marketplace has been a cornerstone of the hospitality and tourism industry for decades. As the 43rd installment of this prestigious event, the 2025 conference will serve as a platform to foster impactful negotiations between suppliers and buyers, ultimately driving growth and opportunity throughout the region.



## Strategic Networking

Connecting regional suppliers with global buyers and industry leaders.



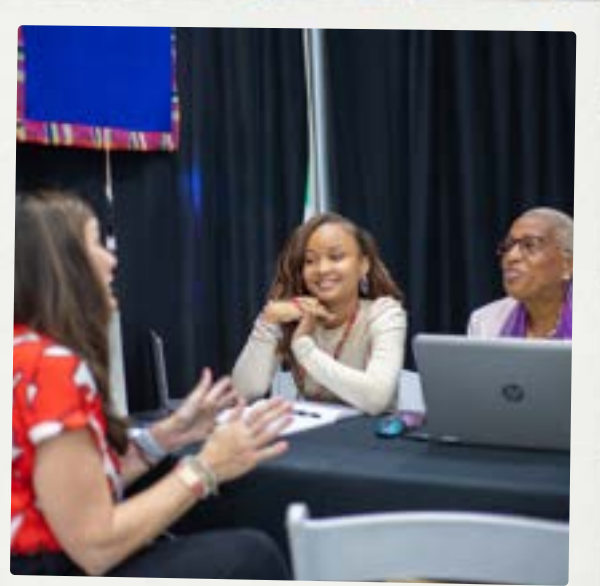
## Proven Success

42 editions of driving collaboration and industry growth.



## Showcasing Antigua

Celebrating the culture, cuisine, and natural beauty of the host destination.



## Business-Driven Agenda

Pre-scheduled meetings ensure productive negotiations and business generation.

**May 18**

- Responsible Tourism Day
- CHTA Board of Directors Meeting

**May 19**

- Caribbean Travel Forum
- Caribbean Travel Marketplace Opening Celebration

**May 20**

- Caribbean Travel Marketplace - Business Appointments - Day 1
- Press Conferences

**May 21**

- Caribbean Travel Marketplace - Business Appointments Day 2
- Press Conferences
- Closing Celebration

**May 22**

- *New Event* - Direct Booking Summit - Caribbean Edition

# Unlock Growth Through Partnership



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## Kye Butler, STR

“CHTA Marketplace is the best place to meet with major decision makers in Caribbean Travel. It is hard to make it to all the islands in a year and having everyone in one place with preset appointments is a huge value to us at STR to continue building relationships with those major decision makers in the travel industry.”



## Andrew Fazio, Cable & Wireless Business

“This has been the most incredible event for us and we have more appointments than we can handle. We’re delivering many new products that help generate revenue and save money. When we present these at Caribbean Travel Marketplace, we got a 90% rate for clients who want to hear more and even sign up immediately.”



## Mayra Vivacqua & Gabriela Vega, Mastercard

“We are expanding our network and partnership with CHTA to allow the region to continue to grow. Caribbean Travel Marketplace allows you to be positioned in one destination and still meet with many other throughout the Caribbean.”





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# Why Partner at CTM?

## UNPARALLELED EXPOSURE

CTM provides a significant platform for exposure to a wide audience. Your brand can be prominently featured, reaching potential clients and partners increasing your brand recognition.

## COMPETITIVE ADVANTAGE

Position your brand ahead of competitors by securing premium visibility with media placements, event promotions, and partnerships that reach Caribbean and international markets.

## BRAND CREDIBILITY

Enhance your reputation by partnering with the Caribbean's leading hospitality association supporting sustainable tourism growth.

## DIRECT BUSINESS IMPACT

Drive ROI through strategic exposure, targeted engagement, and direct access to decision-makers shaping the future of Caribbean tourism.

## TARGETED NETWORKING

Connect with top Caribbean hospitality and tourism leaders, global travel buyers, tour operators, OTA's and industry leaders. Engage in high-level business meetings, networking sessions and exclusive events.





# Event Partner Benefits Package

## PLATINUM - 20K

- Marketplace Sponsor Logo
- **6 Event Registrations**
- **3 Appointment Schedules (40 slots each)**
- Priority pre-schedule appointment
- **Designated Sponsor Booth (2x size)**
- **Pre-Event Attendee List**
- Meet & Greet - when requested
- **Promo Video on Event Monitor - 1 min max**
- Company Mention During Opening Session
- Logo and hyperlink on Rotating Banner on Event Website
- Rotating Banner on Event Website
- **1 Social Media post**
- Post Event Attendee List
- Logo on Event Website
- Logo on Event Related Materials and Digital Signage
- Ad on CHTA Connect (CHTA's Newsletter)
- **Featured Interview to be released as a video**
- **Pre-event Email to Attendees (from CHTA)**
- Post- event Email to Attendees (from CHTA)

## GOLD - 13K

- Marketplace Sponsor logo
- **3 Event Registrations**
- **2 Appointment Schedules (40 slots each)**
- Designated Sponsor Booth (**x1.5 size**)
- Post-Event Attendee List
- Company Mention During Opening Session
- **1 Social Media Post**
- Banner on 1 Event Newsletter
- Post-Event Email to Attendees (from CHTA)
- Logo on Event Related Materials and Digital Signage
- Promo Video on Event Monitors (**30secs max**)
- Logo and hyperlink on Rotating Banner on Event Website
- Featured Interview to be Released as an Audio

## SILVER - 9K

- Marketplace Sponsor Logo
- **2 Event Registrations**
- **1 Appointment Schedule (40 slots total)**
- Designated Sponsor Booth
- Post-Event Attendee List- *limited details*
- **1 Social Media Post**
- Featured Interview - **Quote** (for press use)
- Shared Email to Attendees Post Event (from CHTA)
- Promo Video on Shared Monitors (**15secs max**)
- Name only and hyperlink on Event Website
- Name only on Event Related Materials and Digital Signage







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# Premier Destination Partner Package

## 25K - LIMIT 4

- Submit short promotional video to be displayed on signage monitors
- Priority in pre-schedule appointment process
- Thank you during opening reception
- Priority placement on selling floor
- Press conference at the event
- Access to delegate list pre & post event with company name & contact
- Four appointment schedules
- MICE Buyer appointments included
- Twelve delegate registrations
- 30' x 10' display area  
(restrictions on displays may apply)
- Additional activations during the event
- Logo/hyperlink on homepage of event website and on rotating banner
- Sponsor logo recognition in online directory
- Quarter ad on event website
- Logo on event signage
- Interview opportunity for a CHTA press release
- Two CHTA emails sent to event attendees
- Four promotional social media posts (two boosted)
- Promotional reference in event press releases



CHTA



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# We'd Love To Hear From You!



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If you don't see a sponsorship option that fits your needs, please contact us so we can tailor a package that ensures your visibility and engagement at CTM.

