

CHTA



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

CARIBBEAN TRAVEL

 **marketplace**

Antigua & Barbuda 

May 12-15, 2026

Event Partner Guide



Discover...

CARIBBEAN TRAVEL

 **marketplace**

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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.



44 Years of Excellence

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



848*

Delegates

Representing buyers and sellers from global source markets and member destinations.

9,282+

Pre-Scheduled Meetings

Facilitating targeted, high-impact business negotiations.

25

Caribbean Destinations

More than a 3rd of Caribbean destinations represented.

17

Markets

Buyers from key markets driving Caribbean Tourism.

84+

Buyer Companies

Travel Partners attending the event to purchase travel products & services.

175+

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	Cayman Islands	EUROPE & MIDDLE EAST
Canada	Curacao	
Mexico	Dominica	Czech Republic
United States	Dominican Republic	Estonia
CENTRAL & SOUTH AMERICA	Grenada	Germany
Argentina	Guyana	Ireland
Brazil	Haiti	Italy
Chile	Jamaica	Latvia
Colombia	Puerto Rico	Netherlands
Nicaragua	Saint Eustatius	Poland
Paraguay	Saint Kitts and Nevis	Spain
Uruguay	Saint Lucia	Sweden
CARIBBEAN	Saint Vincent and The Grenadines	United Kingdom
Anguilla	St. Maarten	UAE
Antigua and Barbuda	St. Martin	
Aruba	Suriname	
Bahamas	Trinidad and Tobago	
Barbados	Turks and Caicos Islands	
Belize	Virgin Islands (British)	
Bonaire	Virgin Islands (U.S.)	

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.
- Linkages:** Suppliers representing Caribbean made products and service.



Event Overview

Caribbean Travel Marketplace has been a cornerstone of the hospitality and tourism industry for decades. As the 44th installment of this prestigious event, the 2026 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.



Business-Driven Agenda

Pre-scheduled meetings ensure productive negotiations and business generation.



Proven Success

43 editions of driving collaboration and industry growth.



Showcasing Antigua

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

May 12

Event Set Up and Collection of Credentials
Caribbean Travel Marketplace Opening Celebration

May 13

Caribbean Travel Marketplace - Business
Appointment - Day 1
Press Conferences

May 14

Caribbean Travel Marketplace - Business
Appointment - Day 2
Press Conferences | Closing Celebration

May 15

Direct Booking Summit,
Caribbean Edition*



Unlock Growth Through Partnership

“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.”

Kye Butler



“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.”

Andrew Fazio



“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.”

Mayra Vivacqua & Gabriela Vega



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.



CARIBBEAN TRAVEL

marketplace: Event Partner Benefits Package

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Platinum Partner Package - \$20K (Limit 3)

- 6 Event registrations
- 3 Appointment schedules (40 slots each)
- Designated sponsor booth (8' X 8')
- Priority pre-schedule appointments
- Pre-event attendee list – 2 weeks before the event
- Post-event attendee list
- Prominent logo placement on the home screen banner of the event app
- Featured partner in the event app (company profile, contacts and hyperlink)
- Banner ad in the event app
- Opportunity to send out one text notification to attendees via the event app
- Meet & Greet - when requested
- Promo video (:60-secs) on event monitors
- Logo and hyperlink on event website
- Included in all press releases about the event
- Logo on event marketing materials
- One (1) social media post
- Logo on event signage
- Ad on CHTA Connect (CHTA's Newsletter)
- Live mention during Opening Session
- 20-second interview clip in event wrap up video



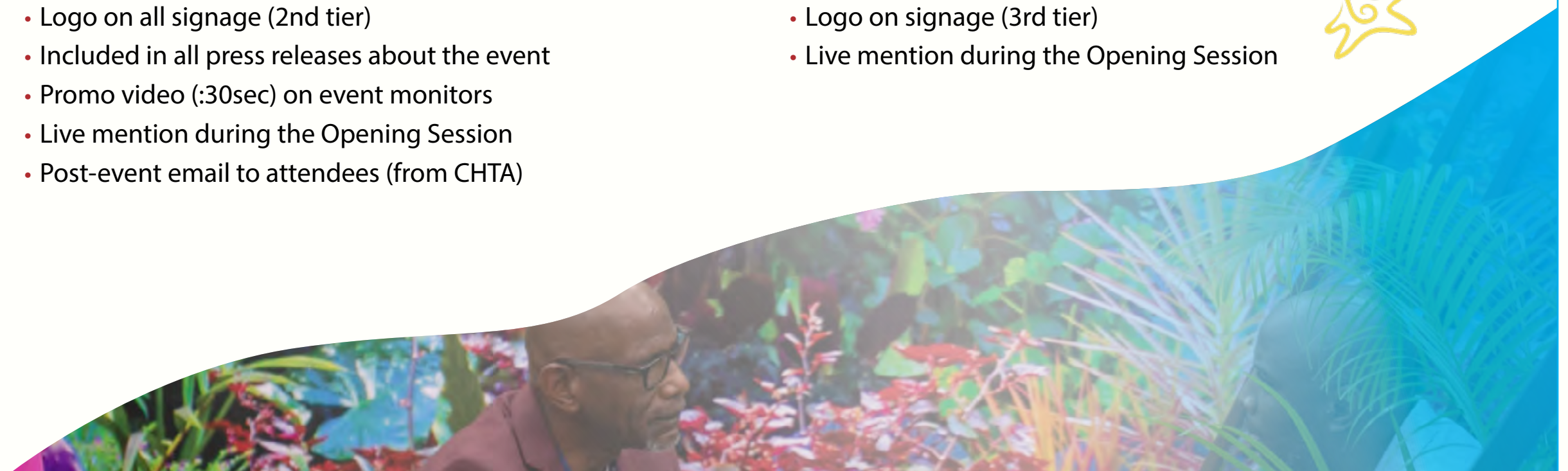
Gold Partner Package - \$13K

- 3 Event registrations
- 2 Appointment schedules (40 slots each)
- Designated Sponsor Booth (6' X 8')
- Pre-event attendee list – 2 weeks before the event
- Featured partner in the event APP (company profile, contact and hyperlink)
- Opportunity to include one promotional offer/link in the event app
- One (1) social media post
- Banner on one event newsletter
- Banner on event website with hyperlink
- Logo on event marketing materials
- Logo on all signage (2nd tier)
- Included in all press releases about the event
- Promo video (:30sec) on event monitors
- Live mention during the Opening Session
- Post-event email to attendees (from CHTA)



Silver Partner Package - \$9K

- 2 Event Registrations
- One (1) Appointment schedule (40 slots total)
- Designated Sponsor Booth (4' X 4')
- Company profile in event APP (company profile, contact detail and hyperlink)
- Pre-event attendee list- limited details
- 1 Social Media Post
- Included in shared email to attendees post event (from CHTA)
- Promo video (30 secs Max) on event monitors
- Logo and hyperlink on event website
- Logo on event marketing materials
- Logo on signage (3rd tier)
- Live mention during the Opening Session



CARIBBEAN TRAVEL

marketplace: Premier Destination Partner

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Package - 25K - LIMIT 4

At Event

- 30' X 10' Booth space
- Priority placement in selling floor
- 12 Delegate registrations
- Four (4) appointment schedules
- MICE Buyer appointments
- Priority in pre-schedule appointment process
- Destination update presentation to media
- Airtime for 30-second video on monitors
- Live recognition at Opening Reception
- Logo on event signage
- Interview opportunity for CHTA press release
- Banner ad in the event APP
- One in-app notification (text only) to attendees

Pre-Event

- Featured destination in the event APP (profile, contact details and hyperlink)
- Access to the delegate list (company name and contact details)
- Destination logo on the event website
- Destination logo in online directory
- One (1) social media post (destination to provide caption and image to specifications)
- Mentions in event press releases (after signed agreement)

Post Event

- Access to the post delegates list (company name and contact details)



Let's Connect and Make Something Great Happen!



954.730.5042

chtamarketplace.com

nerdin@caribbeanhotelandtourism.com

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