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CARIBBEAN TRAVEL MARKETPLACE 2026 OPENS APPOINTMENTS AMID STRONG GLOBAL BUYER DEMAND

The region's premier B2B tourism event returns to Antigua and Barbuda, connecting global buyers with Caribbean suppliers, May 12–15

FORT LAUDERDALE, Fla. – April 1, 2026 – Appointments have officially opened for [Caribbean Travel Marketplace](#) (CTM) 2026, taking place **May 12–15, 2026**, in **Antigua and Barbuda**, with buyer registrations trending ahead of last year. The Caribbean Hotel & Tourism Association (CHTA) is encouraging suppliers to secure their participation and begin scheduling meetings with international buyers to maximize early access to appointments.

“The Caribbean is experiencing a moment of extraordinary opportunity,” said CHTA President Sanovnik Destang. “With global attention turning toward our region, suppliers who attend Marketplace will be positioned to meet that demand head-on. New buyers are coming strong, and they want to discover new products, build new relationships, and do business. Marketplace is where that happens.”

Now in its 44th year, CTM remains the Caribbean’s leading B2B tourism event, designed to efficiently connect suppliers with global distribution partners. Over two days of pre-scheduled meetings, suppliers engage directly with wholesalers, tour operators, and travel advisors – streamlining what would otherwise require months of individual sales outreach.

“The value proposition extends to both sides of the table,” said CHTA CEO Vanessa Ledesma. “For buyers, Marketplace provides efficient, cost-effective access to the full breadth of Caribbean hospitality and tourism products in a single location, from established hotels and destinations to emerging suppliers they might not otherwise encounter. For suppliers, the event offers something equally powerful: the chance to hear directly from buyers about what is happening in key source markets, what travelers are demanding, and how Caribbean businesses can become more competitive and capitalize on increased interest.”

Beyond the business meetings, CTM is one of the Caribbean’s most important networking forums. Delegates have the opportunity to connect with fellow regional stakeholders, share insights, and learn from one another’s experiences—strengthening the collective tourism product of what remains the world’s number one vacation destination.

Special Travel and Accommodation Offers

To make attendance even more accessible, CTM 2026 partner hotels in Antigua and Barbuda are offering preferential delegate rates across a wide selection of accommodations—from boutique properties to full-service resorts. A full list of partner hotels, booking codes, and scheduled transportation details is available at chtamarketplace.com/travel-and-accommodations.

In addition, regional airline partner LIAT Air is offering CTM attendees a **15% discount on airfare to Antigua and Barbuda** using promo code **CHTA2026**, valid for bookings made

through May 10, 2026, for travel between May 8–17, 2026. The discount is an ideal opportunity for buyers who may also wish to visit other Caribbean destinations while in the region. Visit flyiatair.com for flight schedules and bookings.

Caribbean Travel Marketplace is made possible by the following partners: ABA Global Marketing, Amadeus, Interval International, Maestro PMS, Mastercard, My Booking Rewards, Silverware POS, taConnect, Tambourine, Travelzoo and Triptease. Destination partners include Antigua & Barbuda, Barbados, Jamaica, Saint Lucia, St. Kitts & Nevis and Turks & Caicos Islands.

For more information or to register, visit <https://chtamarketplace.com/registration>.

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About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the leading organization representing the interests of the Caribbean hospitality and tourism industry for more than 60 years. With 32 National Hotel Associations as well as 1,000 diverse members spanning hotels, resorts, tourism providers, and allied partners across the region and beyond, CHTA serves as a powerful voice, resource, and connector for the Caribbean's most vital industry. Through ongoing advocacy, professional development, industry insights, and market intelligence, CHTA helps its members thrive in today's competitive global marketplace. Organizations worldwide with interest in the Caribbean that want to increase their presence and connectivity in the Caribbean Hospitality and tourism industry are invited to join this dynamic community. To learn more about membership benefits and upcoming virtual and in-person events, please visit www.caribbeanhotelandtourism.com.