



The Caribbean Hotel and Tourism Association

Serving and representing the hotel and tourism industry in the caribbean region

Recently, Business View Magazine talked with Frank Comito, the CEO and Director General of the Caribbean Hotel and Tourism Association (CHTA). The following is a transcript of a wide-ranging discussion that touched on many issues and activities in which the Association is engaged:

BVM: Can you give me some background on the history of the Association and how it may have changed and grown over the years?

“The Caribbean Hotel and Tourism Association was originally called the Caribbean Hotel Association. It was founded in 1962, as part of a federation of national hotel and tourism associations in the region at

that time. And we continue, to this day, being a federation of 32 national hotel and tourism associations with all of our respective memberships drawing from that number, as well as individual members we garner from international sources. It was founded, originally, to help market the industry and to work collaboratively on issues that affect its ability to drum up business. So a lot of its emphasis, in the early stages, was on marketing. But as time evolved, in the late ‘70s, ‘80s, and early ‘90s, its mission expanded into other areas, in particular: advocacy, research and information dissemination, workforce development, and overall product development. And that expanded mission continues to today.