



“About ten years ago, the Caribbean Hotel Association changed its name to the Caribbean Hotel and Tourism Association, in recognition of the broad reach that tourism has on the economies of the Caribbean. Over the years, we’ve also established a few related organizations and institutions, including the CHTA Education Foundation, which has awarded over \$5 million worth of scholarships to the region’s residents and has played an integral part in human resource development. We also established a group called the Caribbean Society of Hotel Association Executives, which is geared towards supporting the professional development and the coordination amongst the various national hotel association executives – information sharing, best practices, and strengthening the two-way links between the national hotel and tourism associations and CHTA. We also had a spin-off organization called the Caribbean Alliance for Sustainable Tourism in the late 1990s, which focuses primarily on encouraging sustainable tourism practices. It’s the umbrella for energy efficiency projects that we’ve done, energy efficiency policies that we’ve advanced, best practices

AT A GLANCE

WHO: The Caribbean Hotel and Tourism Association

WHAT: Serving and representing the hotel and tourism industry in the Caribbean region

WHERE: Coral Gables, Florida, USA

WEBSITE: www.caribbeanhotelassociation.com

on environmental standards, and so on.”

Can you elaborate on the Association’s advocacy responsibilities and activities?

“It’s an ongoing challenge to make sure that our policies regionally, as well as in individual countries, are conducive to advancing the growth, development,