 

DRAFT 7-18-25

**To: [HR Representative / Supervisor]**

**Subject: Request to Attend CHIEF 2025 – Caribbean Hospitality Industry Exchange Forum**

Dear [HR Representative],

I am writing to request approval to attend the Caribbean Hotel & Tourism Association’s (CHTA) Caribbean Hospitality Industry Exchange Forum (CHIEF) taking place in Barbados from November 16 – 18, 2025. CHIEF is the region’s foremost event for hospitality professionals and is designed to deliver actionable solutions to strengthen operations, guest experiences, and business performance across the Caribbean.

**What Makes CHIEF Valuable for Our Organization**

**Targeted, Practical Learning:**
CHIEF brings together Caribbean-based professionals and global experts to address real-time challenges in hospitality. Topics include revenue growth, sustainability, digital marketing, guest experience design, leadership, HR, AI, and more—offering fresh, implementable strategies.

**Actionable Takeaways:**
Sessions go beyond theory. I will return with insights and tools directly applicable to our business priorities—whether in cost savings, service enhancements, operational efficiency, or technology integration.

**Strategic Networking:**
CHIEF connects participants with regional peers, vendors, and innovators. These connections often result in valuable partnerships, idea exchanges, and discovery of solutions that save time and reduce expenses.

**Whole-Team Impact:**
This isn’t just professional development for me—it’s about amplifying our team’s effectiveness. I will share key takeaways and resources with our department or leadership team post-event.

**Optional Additions (If Applicable)**

* **Presentation Opportunity:** I have been accepted to present on [insert topic], showcasing our company's leadership.
* **Project Alignment:** My attendance will directly support our work on [insert project], which aligns with planned CHIEF sessions.
* **Professional Growth:** This experience supports my development in areas critical to our team’s success, including [insert focus areas].

**ROI Justification & Investment Overview**

Based on the attached ROI calculator, the returns on attending CHIEF—through improved processes, better vendor solutions, and new revenue ideas—significantly outweigh the costs.

Thank you for your consideration. I’m confident this experience will directly benefit our business and my ability to contribute more effectively.

Sincerely,
[Your Name]
[Your Position]

**CHIEF 2025 Investment & ROI Calculator**

| **Expense Item** | **Estimated Cost** |
| --- | --- |
| Registration (includes meals & sessions) | $[Insert Fee] |
| Flight or Mileage | $[Insert Cost] |
| Ground Transportation | $[Insert Cost] |
| Hotel (CHIEF host hotel Single rates: US$375 per night/Double: US$417;) | $[Insert Cost] |
| Subsidy from CHTA when booking at host hotel | ($300.00) |
| Additional Meals (all are included when reserving at host hotel) | $[Insert Cost] |
| **Total Investment** | **$[Total]** |

**Returns & Benefits**

| **Category** | **Estimated Value** |
| --- | --- |
| **Learning & Efficiency Gains** (improved operations, staff training, tech adoption) | $2,500 |
| **Vendor/Procurement Savings** (new deals or discounts) | $1,500 |
| **Revenue Growth & Innovation** (new strategies to increase sales or retention) | $3,000 |
| **Networking & Collaboration Opportunities** | $1,000 |
| **Total Estimated Return** | **$8,000** |

**ROI Formula**

**ROI = (Total Return – Total Investment) ÷ Total Investment × 100**

**Example:** If total cost is $1,900 and return is $8,000:
**ROI = (8,000 – 1,900) ÷ 1,900 × 100 = 321.1%**