

2025

CHIEF

NOV 16-18, 2025

Caribbean Hospitality Industry
EXCHANGE FORUM

WYNDHAM GRAND BARBADOS
SAM LORD'S CASTLE RESORT

*Innovating Caribbean Tourism for a Disrupted World:
Adapting with Purpose, Leading with People, Planning for Permanence.*

Partnership Opportunities

About CHIEF

The Caribbean Hospitality Industry Exchange Forum (CHIEF) is the leading industry event in the Caribbean offering an unprecedented opportunity for industry leaders, visionaries and innovators to come together. CHIEF, powered by the Caribbean Hotel & Tourism Association (CHTA) is more than just an event; it's a convergence of minds and a catalyst for transformation. It's a dynamic hub where the industry pools its knowledge, fosters innovation and collaborates towards the region's sustainable growth. 2025 marks the 9th staging of this annual event.

The two and a half day event features interactive sessions presented by experts in their field, an exchange hub where partners showcase their products and services and activities that facilitate networking opportunities and discussions.



CHIEF Offers Partners:

- The opportunity to network with over 150 high-level decision-makers from across 20+ Caribbean countries in one location
 - » Seasoned hotel and tourism professionals
 - » Have deep ties to national & local tourism bodies (private & public)
 - » Represent critical cross-functional sectors: Tech, Revenue Management, HR, Energy, Sustainability, Wellness, F&B, Design, Experiential etc
- An affiliation with the leading private sector membership association in Caribbean Hospitality and Tourism
- Business Leads Generation
- Targeted Marketing
- The go to event for sharing ideas, knowledge development and collaboration

CHTA



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Profile of Attendees

CHIEF attracts attendees from a cross-section of the hospitality and tourism industry from across CHTAs 32-member Caribbean destinations, North America and other parts of the world. Attendees are key decision-makers and hold leadership positions in their speciality areas.

- Owners, CEOs, Managing Directors
- Presidents of National Tourism Associations
- Executive Directors
- Group General Managers
- Directors of Sales, Marketing, Revenue, HR, Operations
- CHIEF People and Development Strategists
- Training & Development Leads
- Emerging Leaders
- Tourism Experience Curators
- Next Gen Leaders



There's no better place to get front and center with decision makers in Caribbean Hospitality!

CHIEF

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Benefits	Platinum Partner \$9k	Supporting Partner \$6k	Baseline Package \$3.5k
Delegates Registration	3	2	1
Speaking Opportunity	<ul style="list-style-type: none">3-Minute Audience AddressSpeaker Introduction	<ul style="list-style-type: none">Session Speaker Introduction	-
Gamification	On- Stage Contest/Giveway	-	-
Digital Content Lounge Sponsor	Yes	-	-
Presentation of CHTA Award	Yes	Yes	-
Co-Sponsor of Lunch	Yes	-	-
Co-Sponsor of Coffee Break	-	Yes	-
Exchange Hub	8' X 10' Space (Prime Location)	Table Top (Prime Location)	-
Video Airtime	<ul style="list-style-type: none">1-Minute - Event Monitors	<ul style="list-style-type: none">10-Sec During Breakout Session35-Sec On Event Monitors	<ul style="list-style-type: none">15-Sec Video On Event Monitors
Delegates List	Pre & Post Event	Post Event	Post Event (Limited Details)
Vip Networking Lounge	Yes	Yes	Yes
Digital Event Website	Company Bio Banner With Hyperlink To Company Site Logo	Company Bio Logo With Hyperlink To Company Site	Company Bio Logo
Event Marketing Material	Banner On 3 Event Emails Logo	Banner On 1 Event Email Logo	Logo
Email Marketing	<ul style="list-style-type: none">One Email To AttendeesIncluded In 1 Shared Email	<ul style="list-style-type: none">Included In 1 Shared Email	<ul style="list-style-type: none">Included In 1 Shared Email
CHIEF Newsletter	Featured Story (500 Words)	Story (250 Words)	Logo
Social Media Post(s)	<ul style="list-style-type: none">Four1-Minute Video Announcing Attendance	<ul style="list-style-type: none">TwoCHTA Will Share CHIEF Related Content Posted By Partner10-Sec Video Announcing Attendance	<ul style="list-style-type: none">OneCHTA Will Share CHIEF Related Content Posted By Partner10-Sec Video Announcing Event
Post-Event Webinar (Co-Hosted With CHTA)	Yes	-	-
Merchandising	Distribute Branded Item During Registration	Distribute Branded Item During Breakout Session	Distribute Branded Item During Working Lunch
Event Signage	Yes	Yes	Yes
Dedicated Sponsor Content Portal	Yes	Yes	Yes
Live Recognition During Event	Yes	Yes	Yes

CHIEF is much more than just an event. It's a gathering of the region's most experienced hoteliers and hospitality technologists, coming together to openly share their practical findings and learn from one another. The networking opportunities and partnerships that we developed have lasted well beyond the event itself. We are grateful and delighted that CHIEF is back in full force.

- Nima Anvar,
CEO GuestChat



Contact:

To learn more or to become a partner of CHIEF, contact information@caribbeanhotelandtourism.com



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