



Practical Strategies to Lead Smarter, Operate Better and Grow Stronger.

CHIEF TALKS

From Employees to Entrepreneurs: Empowering the Next Generation of Caribbean Tourism Innovators

(GENERAL)

A stronger Caribbean tourism industry depends on developing tomorrow's entrepreneurs as well as today's workforce. Discover how hospitality businesses can inspire innovation, support local enterprise, and foster entrepreneurial thinking to create new opportunities for employees, strengthen their organizations, and contribute to a more resilient and competitive Caribbean tourism industry.

Winning the Commercial Advantage: AI, Data and the Future of Revenue Growth

(NEW BUSINESS)

The way hospitality businesses attract, engage and convert guests is changing rapidly. Learn how AI, data and automation are reshaping commercial strategy—from personalized guest engagement and smarter marketing to revenue optimization. Gain strategic insights into how hospitality leaders can use these tools to remain competitive and drive sustainable business growth.

Wellness, Adventure and Cultural Travel: Capturing High-Value Demand

(SALES & MARKETING)

Traveler preferences are evolving, creating new opportunities for hospitality businesses to differentiate their offerings and attract higher-value guests. Explore practical strategies to develop market-ready experiences, strengthen your competitive position and capitalize on growing demand for wellness, adventure and cultural travel.

The Business of Wellbeing: Building Healthier, Higher-Performing Teams

(TALENT AND WORKFORCE)

Employee wellbeing is no longer just a people issue—it's a business priority that affects productivity, retention and guest satisfaction. Learn how hospitality organizations are creating healthier workplace cultures that support employee wellbeing while strengthening business performance.

The AI-Powered Hospitality Business: What Every Leader Needs to Know Before 2030

(TECHNOLOGY AND AI)

Artificial intelligence is rapidly reshaping how hospitality businesses compete, operate, and grow. In this thought-provoking CHIEF Talk, gain a strategic perspective on what every hospitality leader needs to know to prepare for the future—from emerging opportunities and evolving business models to the leadership decisions that will define success in the years ahead.

GENERAL SESSIONS

Future-Ready Leadership: Leading with Agility, Innovation and Confidence in an Era of Constant Disruption (GENERAL)

Today's hospitality leaders are navigating constant disruption—from shifting traveler expectations and workforce challenges to technological change and economic uncertainty. Learn practical leadership strategies to lead with confidence, build agile and resilient teams, foster innovation, and make better decisions in an increasingly complex business environment.

Beyond the Room: Unlocking New Revenue Streams Across the Guest Journey (NEW BUSINESS)

Today's highest-performing hospitality businesses generate value far beyond room revenue. Learn how to unlock new revenue opportunities across the guest journey—from pre-arrival and on-property experiences to partnerships, wellness, dining, retail and post-stay engagement to diversifying revenue streams, increase guest spend and building stronger, more profitable businesses.

The Future of Caribbean Tourism: Emerging Markets, New Demand Opportunities and Global Competitive Trends (SALES & MARKETING)

Where will the Caribbean's next wave of growth come from? Examine the emerging traveler segments, evolving source markets and global trends shaping tourism demand, and gain the knowledge of how to adapt your marketing strategies, strengthen competitiveness and position your business for future growth.

Sustainability That Pays: Building Resilience Through Smarter Operations (SUSTAINABILITY AND REGENERATIVE)

Rising operating costs and climate-related challenges are putting increasing pressure on hospitality businesses. Gain strategic advice on how to improve operational efficiency, reduce costs and strengthen long-term resilience through smarter, more sustainable business practices.

Winning the Talent Challenge: Attracting, Developing and Retaining the Caribbean Hospitality Workforce (TALENT & WORKFORCE)

Competition for talent is reshaping how hospitality businesses recruit, develop and retain their workforce. Learn from experts on how to build an engaged workforce, create meaningful career pathways and develop workplace cultures that attract talent and improve long-term business performance.

BREAK OUT SESSIONS

Smarter Decisions Through Data: Leveraging Analytics for Better Business Performance (GENERAL)

Data is only valuable when it leads to better decisions and stronger business results. Learn how data and analytics can become a competitive advantage in identifying revenue opportunities, better understand guest behavior, optimize marketing and pricing strategies, improve operational efficiency, and measure business performance.

Luxury or Midscale? Positioning Your Hotel for the Next Wave of Caribbean Growth (GENERAL)

Traveler expectations, investment trends, and changing market dynamics are reshaping opportunities across both the luxury and midscale segments. Understand where future growth is occurring, how guest expectations are evolving, and what owners and operators should consider when positioning their properties for long-term success.

From Sustainability to Profitability: Making Regenerative Tourism Pay (NEW BUSINESS)

Regenerative tourism is redefining how hospitality businesses create value—for guests, communities and the bottom line. Learn practical examples of how hospitality businesses are turning regenerative practices into market differentiation, stronger local partnerships, new revenue opportunities and lasting business value strengthening profitability and long-term resilience.

The Insurance Crisis: Rising Costs, Climate Risk and Hotel Viability (OPERATIONAL MANAGEMENT)

Escalating insurance costs are forcing hospitality businesses to rethink how they manage risk, invest in resilience, and protect long-term profitability. Discover how to strengthen your property's risk profile, improve insurability, and prepare for a rapidly changing insurance landscape. Hear how industry leaders are adapting to rising costs while safeguarding the long-term viability of their businesses.

Building Community Trust: Strengthening Resident Support for Sustainable Tourism Growth (OPERATIONAL MANAGEMENT)

Hospitality businesses thrive when tourism creates value for both visitors and the communities that welcome them. Understand how to building trust, strengthen local partnerships, and creating shared value that supports residents, enhances the visitor experience, and contributes to the long-term success of both businesses and destinations.

The Business Case for Branding and Soft Branding: Unlocking New Paths to Growth (OPERATIONAL MANAGEMENT)

Brand affiliation is no longer a one-size-fits-all decision. Explore how branding and soft-branding models can strengthen market positioning, expand distribution opportunities, enhance technology capabilities, and improve long-term commercial performance and asset value.

When Crisis Hits: Building Preparedness, Response and Business Continuity Plans That Work (OPERATIONAL MANAGEMENT)

Disruption can come without warning—from extreme weather and cyber incidents to health emergencies, infrastructure failures, and operational crises. Learn how to build practical preparedness, response, and business continuity plans that protect people, maintain critical operations, clarify leadership responsibilities, and accelerate recovery when a crisis occurs.

Direct Bookings, Loyalty and Building a Stronger Distribution Strategy (SALES & MARKETING)

Growing direct business is about more than reducing distribution costs—it's about strengthening guest relationships and increasing profitability. Explore strategies to increase direct bookings, build guest loyalty and create a more balanced distribution strategy that supports long-term commercial success.

Driving Business Growth Through Social Media and Influencer Marketing (SALES & MARKETING)

Social media should do more than generate engagement—it should drive business growth. Discover how Caribbean hospitality businesses are using content, creators and influencer partnerships to build trust, reach the right audiences and convert online engagement into bookings and revenue.

Creating Authentic Experiences Through Regenerative Hospitality (SUSTAINABILITY AND REGENERATIVE)

Today's travelers are seeking meaningful connections with the people, culture and places they visit. Learn how hospitality businesses can create authentic experiences through local partnerships, culture and community engagement that enhances guest satisfaction, strengthens destination appeal and creates lasting value for both visitors and businesses.

Building Smarter Supply Chains: Strengthening Resilience and Food Security (SUSTAINABILITY AND REGENERATIVE)

Supply chain disruptions continue to challenge hospitality businesses across the Caribbean. Explore practical strategies to strengthen local sourcing, reduce supply risks and build more resilient supply chains that support business continuity, food security and long-term operational success.

Developing High-Impact Middle Managers (TALENT & WORKFORCE)

Middle managers play a critical role in employee engagement, operational performance and guest satisfaction. Learn new strategies to develop confident leaders who can motivate teams, improve performance and prepare the next generation of hospitality leaders.

Delivering Authentic Caribbean Hospitality: Building Teams That Create Memorable Guest Experiences (TALENT & WORKFORCE)

Authentic Caribbean hospitality is one of the region's greatest competitive advantages. Learn practical approaches to developing service cultures that empower employees to consistently deliver memorable guest experiences rooted in the warmth, culture and authenticity that distinguish the Caribbean.

Transforming Hospitality Performance: AI for Operations, Guest Experience and Commercial Growth (TECHNOLOGY AND AI)

Improving operational efficiency, enhancing guest satisfaction, and growing revenue are priorities for every hospitality business. Discover practical ways to apply AI across the enterprise to automate routine tasks, support better decisions, personalize guest interactions, and strengthen commercial performance. Learn where the technology delivers the greatest value—and how to implement it while preserving the authentic hospitality that distinguishes the Caribbean.

Ready to turn ideas into action? Join Caribbean hospitality professionals at CHIEF 2026 to exchange ideas, build connections, discover solutions, and gain practical strategies to lead smarter, operate better, and grow stronger. Register today at www.chtachief.com.

CHIEF 
Caribbean Hospitality Industry **EXCHANGE FORUM** NOV 16-18, 2026
WYNDHAM GRAND BARBADOS
SAM LORD'S CASTLE RESORT