

CHIEF Awards 2026

The CHIEF Awards recognize CHTA member organizations that are demonstrating excellence, delivering meaningful results and implementing practices from which the wider Caribbean hospitality industry can learn. The Awards are intended not only to recognize achievement, but also to identify and share practical examples and best practices that can inspire and strengthen the Caribbean hospitality sector.

A. Award Categories

1. Environmental Sustainability

Recognizes an initiative that demonstrates meaningful progress in environmental sustainability through areas such as energy or water conservation, waste reduction, sustainable sourcing, biodiversity, climate action, or other practices that reduce environmental impact while supporting responsible tourism.

2. Sales & Marketing

Recognizes an initiative that has strengthened market positioning, generated demand, increased revenue or engagement, reached new audiences, or otherwise delivered measurable or demonstrated business results through effective sales and/or marketing strategies.

3. People Development & Support

Recognizes an initiative that strengthens the employee experience and supports the development, engagement, well-being, retention or advancement of people within the organization. Initiatives may include training and professional development, leadership development, employee engagement, workplace culture, recognition, wellness, career pathways or other approaches that invest in people.

4. Social Responsibility

Recognizes an initiative that creates meaningful positive impact for communities or addresses a social need through responsible tourism practices, partnerships, outreach, inclusion, local economic participation or other forms of community engagement. The initiative should demonstrate benefits extending beyond the organization itself.

5. Tech Transformation

Recognizes the effective use of technology to transform or significantly improve an aspect of the hospitality business, including operations, productivity, decision-making, employee effectiveness, guest engagement, revenue generation or service delivery. The award focuses on how effectively technology has been applied and the results achieved, rather than on whether the technology itself is new.

6. Guest Experience Excellence (New Category)

Recognizes an initiative that meaningfully enhances the guest journey, creates a more memorable or distinctive experience, strengthens guest satisfaction or engagement, or responds effectively to evolving guest expectations. Initiatives may address any stage of the guest journey—from pre-arrival and arrival through the stay, experiences, departure and post-stay engagement—and may include service enhancements, personalization, cultural or culinary experiences, accessibility, wellness, new guest touchpoints or other approaches.

B. Nomination & Eligibility Criteria

Eligibility

- Nominees must be CHTA members in good standing.
- Self-nominations are permitted.
- Nominations may also be submitted by eligible industry stakeholders in accordance with CHTA's established nomination rules.
- An organization may submit nominations in multiple award categories.
- The same initiative may only be submitted in **one category**.
- Eligible initiatives must have been implemented, active, or demonstrated meaningful results **from November 2025 to the date of submission**.
- An initiative may have begun before November 2025, provided significant implementation, development or results occurred during the eligibility period.
- Nominations should be submitted in the category that most closely reflects the **primary objective and impact** of the initiative.

C. Submission Process

In addition to basic organization, contact and category information, nominees will answer the following four questions.

1. Challenge or Opportunity

What challenge or opportunity were you addressing?

Briefly provide the context and explain why it was important to your organization.

Maximum: 150 words

2. Approach Undertaken

What did you do and why did you choose this approach?

Describe the initiative, how it was implemented and any aspects of the approach that were particularly effective, creative or well adapted to your circumstances.

Maximum: 300 words

3. Results & Impact

What difference did the initiative make?

Describe the results or impact achieved and provide the strongest evidence available. Formal KPIs are not required. Nominees should provide the strongest evidence available to demonstrate the results or impact of their initiative; both quantitative and qualitative evidence will be considered. Evidence may include business results, cost or time savings, guest or employee feedback, participation, satisfaction or engagement measures, testimonials, reviews, environmental or community outcomes, before-and-after comparisons, or other credible indicators of success. Organizations will not be disadvantaged because they do not have sophisticated measurement or reporting systems.

Maximum: 300 words

4. Best-Practice Value

What could another Caribbean hospitality organization learn from or adapt from your experience?

Identify the most important lessons, practices or elements of the initiative that may be useful to others.

Maximum: 200 words

Applicants do not need to use the full word allowance.

Supporting Materials

Supporting materials are optional. Nominees may provide up to three supporting items that help demonstrate the initiative or its results, including photographs, short videos, testimonials, reports, charts, links or other relevant evidence. The nomination should contain sufficient information for judges to understand and assess the initiative without relying solely on supporting materials.

Category Selection & Overlap

Some initiatives may reasonably touch more than one award category. Applicants should select the category that represents the **primary purpose and impact** of the initiative. For example:

- Technology used primarily to transform a business process → Tech Transformation
- A program primarily designed to improve the guest journey → Guest Experience Excellence
- A campaign primarily designed to generate bookings or reach a new market → Sales & Marketing
- An initiative primarily benefiting employees and their development → People Development & Support
- An initiative primarily benefiting the surrounding community → Social Responsibility
- An initiative primarily reducing environmental impact → Environmental Sustainability

The same initiative may not compete in multiple categories. CHTA reserves the right to recommend that a nomination be moved to a more appropriate category, in consultation with the nominee.

Note Regarding Innovation: An initiative does not have to be new or first-of-its-kind. Effective adaptation, improvement or exceptional implementation of an existing practice may also qualify for recognition.

Disclaimer: As part of the submission process, nominees should acknowledge that CHTA may use information, images and other approved materials from their submission to promote the CHIEF Awards and share industry best practices, including through CHIEF communications, finalist recognition, educational content and a potential CHIEF Awards best-practices resource. Any confidential or commercially sensitive information identified by the nominee would not be published without permission.

D. Judging & Rating Criteria

All eligible nominations will be evaluated against three common criteria.

1. Approach Undertaken — 30%

Judges will consider:

- How clearly the initiative responded to the identified challenge or opportunity
- The suitability and effectiveness of the approach
- The quality of implementation
- Creativity, adaptation or improvement demonstrated, where relevant

Judges should not equate innovation solely with something being completely new. Effective adaptation or exceptional execution of an existing practice may be equally valuable.

2. Results & Impact — 40%

Judges will consider:

- The significance of the results achieved
- The extent to which the initiative made a meaningful difference
- The strength and credibility of the evidence provided
- Results relative to the organization's circumstances, objectives and available resources

Both quantitative and qualitative evidence should be considered. Judges should assess whether the evidence provided credibly demonstrates impact.

3. Application as a Best Practice — 30%

Judges should consider:

- What the wider Caribbean hospitality industry can learn from the initiative
- Whether elements of the approach could be adapted or replicated by other organizations
- The usefulness of the lessons or practices demonstrated
- The potential for the initiative to inspire improved practices elsewhere in the region

E. Scoring Method

Each criterion will be scored on a **1–5 scale**.

Score	Interpretation
5 — Exceptional	Compelling evidence that the submission strongly meets or exceeds the criterion
4 — Strong	Clear evidence that the submission meets the criterion to a high standard
3 — Good	Solid evidence that the criterion has been met
2 — Limited	Some evidence is provided, but important elements are missing or insufficiently demonstrated
1 — Weak	Little evidence that the submission meets the criterion

Scores will then be weighted as follows:

- **Approach Undertaken — 30%**
- **Results & Impact — 40%**
- **Application as a Best Practice — 30%**