ABOUT THE CARIBBEAN HOTEL & TOURISM ASSOCIATION (CHTA)

CHTA, founded in 1962, represents the entire spectrum of the hospitality industry's private sector including 35 national hotel associations across the Caribbean region, over 600 hotel members with approximately 91,000 rooms, and more than 300 supplier companies represented as 'Allied' members.

CHTA's Mission Statement: Our mission is to facilitate the full potential of the Caribbean hotel & tourism industry by serving member needs and building partnerships in a socially responsible and sustainable manner.

Organization History: CHTA first began in 1959 as a committee of the Caribbean Tourist Association – a public/private sector organization created to promote and market the region – in response to a specific hotel lobby. In 1962, CHTA became an autonomous body as a not-for-profit limited liability corporation registered in the Cayman Islands. CHTA was very much market-focused during its genesis – airlines controlled access, wholesalers controlled traffic and payments, and hotel reps controlled communications with travel agents, while the hotels themselves were not protected. Our main concern back then was for the hotel sector to regain some measure of control and address these issues as one.

CHTA is headquartered in Miami, Florida, Finance Office in San Juan, Puerto Rico and a project office in Barbados. The Association is governed by a board of directors elected by the member national hotel associations, according to their size. Two directors are elected to represent airlines, five to represent other allied members, one to represent chain hotels, and one each to represent the Caribbean Society of Association Executives (CSHAE), the Caribbean Association of Industry and Commerce (CAIC), the Caribbean Council (CC), and the Caribbean-Central American Action (C-CAA). The Caribbean Tourism Organization (CTO) appoints three representatives to the CHTA board.

To read more about CHTA and Development History please click here.
The Caribbean Hotel & Tourism Association is a Federation of Associations, encompassing 35 national hotel associations from around the region. The diversity that characterizes the federation of CHTA throughout the Caribbean offers its members the opportunity to benefit from the strengths of its colleagues from other countries and other national hotel associations.

• Anguilla Hotel & Tourism Association
• Antigua Hotels & Tourist Association
• Aruba Hotel & Tourism Association
• Bahamas Hotel and Tourism Association
• The Barbados Hotel & Tourism Association
• Belize Hotel Association
• Bermuda Hotel Association
• Bonaire Hotel & Tourism Association
• BVI Chamber of Commerce & Hotel Association
• Cayman Islands Tourism Association
• Asociación de Hoteles y Moteles de Cozumel
• Asociación de Hoteles de Cuba
• Curaçao Hospitality & Tourism Association
• Dominica Hotel & Tourism Association
• Asociación Nacional de Hoteles y Restaurantes de la República Dominicana
• Grenada Hotel Association
• Association des Professionels de l'Hôtellerie et du Tourisme de la Guadeloupe
• Tourism and Hospitality Association of Guyana
• Association Touristique d’Haïti
• Jamaica Hotel & Tourism Association
• Club des Hôteliers de la Martinique
• Montserrat Tourism Association
• Puerto Rico Hotel & Tourism Association
• Asociación de Hoteles de Quintana Roo, A.C.
• Asociación de Hoteles de la Riviera Maya A.C.
• Association des Hotels et Villas de Saint-Barthélemy
• St. Kitts & Nevis Hotel & Tourism Association
• St. Lucia Hotel & Tourism Association
• St. Maarten Hospitality & Trade Association
• Association des Hôteliers de St. Martin
• St. Vincent & The Grenadines Hotel & Tourism Association
• Suriname Hotel Association
• Trinidad Hotels, Restaurant & Tourism Association
• Tobago Hotel and Tourism Association
• Turks & Caicos Hotel & Tourism Association
• United States Virgin Islands Hotel & Tourism Association

About Advocacy:

*What is advocacy, exactly:* According to Merriam Webster, advocacy is 'the act or process of advocating or supporting a cause or proposal.'

*Benefits to CHTA members:* Through its advocacy efforts, CHTA works to sensitize public officials, the communities, and the industry itself, about its role and contribution as a foremost export sector – paving the way for a climate conducive to the sustainable development of tourism in the Caribbean, hence, the competitiveness, profitability, and sustainability of your business.

*Why advocacy:* The CHTA believes that there is still insufficient awareness and understanding of the tourism industry’s contribution to Caribbean countries – how it permeates the economy as well as the overall fabric of Caribbean societies.
As stated for example in the 2004 World Travel and Tourism Council (WTTC) study on the economic impact of Travel & Tourism in the Caribbean, "Over the next ten years, Travel & Tourism in the region is forecast to achieve annualized real growth of 4.1 per cent, in terms of GDP, and 2.8 per cent in terms of Travel & Tourism employment. This would take the share of GDP and employment to 16.5 and 17.1 per cent respectively by 2014." The report goes on to state that the impact would be greater than forecast if "the underlying regional and national policy framework were conducive to growth."

Click here to download the full WTTC economic impact study.

We believe therefore that given the tremendous impact of the tourism industry on the lives of Caribbean people, it is our obligation to actively lobby the relevant regional agencies and institutions to ensure that the concerns of the tourism sector are at the forefront of their decision making processes. In this way we hope to contribute to moulding the Caribbean's political and social climate in a way which positively fosters the tourism sector and continues to contribute to the advancement and development of our societies.

For more information about the Caribbean Hotel & Tourism Association, please visit https://www.caribbeanhotelandtourism.com/

POSITION SUMMARY

Staff: 8 full time employees

The Director General/CEO is accountable for the operation of the Caribbean Hotel & Tourism Association, and shall make all decisions and take all actions in connection with the operation of CHTA in compliance with Board directives, all within the guidelines as prescribed by the CHTA governing documents and budgets approved by the CHTA Board. The DG/CEO will develop and execute approved annual strategic plans to ensure the organization’s maximum effectiveness in functional areas to include support of the member National Hotel Associations, membership development and support, advocacy programs, regional marketing, internal and external communications and public relations, events management, liaison with other tour and travel industry associations, maintenance of sound fiscal policies, cultivation of staff talent, and objective reviews of appropriate new revenue generation streams. The Director General/CEO shall report directly to the CHTA President.

DUTIES AND RESPONSIBILITIES (INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING)

Association Management:
- Prepare and execute annual Strategic Plan [In conjunction with the Executive Committee] to address CHTA’s budget and finances, NHA support, membership development and support, advocacy programs, regional marketing, and communications/PR.
- Prepare and monitor the approved annual budget and multi-year financial plans to ensure organization’s financial health and viability.
- Appropriately staff organization home and remote offices to ensure effective and financially viable staffing levels. Manage day-to-day office operation. Conduct semi-annual staff talent reviews to foster performance effectiveness; cultivate staff talent to address organization needs.
- Engage and support the President and other elected, appointed volunteer leadership to ensure organizational support in execution of annual Strategic Plan.
Serve as liaison with Caribbean Tourism Organization and other regional or global associations to develop synergies, cooperation, and mutual support.

Facilitate development and execution of approved beneficial and financially sound events to foster marketing, networking, education, and region hotel and tourism industry growth.

Monitor complementary and competitive organizations, regional and industry trends, to develop an enhanced business model for more effective, higher revenue CHTA activities.

**Membership Development and Support:**

- Facilitate the development and execution of an annual Membership Development and Support plan to ensure organizational relevance, beneficial value propositions for all member categories, effective potential member engagement, appropriate dues structures, and membership procurement and retention policies and procedures.
- Network with Strategic Partners to ensure their maximum ROI, and ongoing retention of Strategic Partners.
- Engage and support chairman of Membership Committee.

**Advocacy:**

- Serve as the “primary voice of a unified CHTA” on regional advocacy matters.
- Monitor regional and global events and trends to ensure support and fair treatment of Caribbean region and national tourism activities.
- Develop and distribute relevant communiqués regarding matters that warrant member action, providing guidance on CHTA’s position and recommendations for local action.
- Oversee the services of the CHTA PR firm to ensure effective communication of CHTA advocacy positions.
- Develop programs to support, as needed, individual Caribbean nation-focused advocacy efforts in support of NHAs
- Engage and support chairman of Advocacy Committee

**Regional Marketing:**

- Monitor Caribbean region hotel and tourism performance data to identify needs and areas of opportunity in developing incremental business to the region.
- Oversee the services of the CHTA PR firm to ensure effective communication of marketing and sales related messaging.
- Oversee the services of the CHTA Advertising Agency to ensure effective execution of the CHTA advertising and digital marketing plan.
- Monitor performance of consumer-facing web site [www.caribbeantravel.com](http://www.caribbeantravel.com) and engage web site developer, marketing committee members, to ensure maximum participation and effectiveness.
- Represent CHTA on the CTDC board of directors.
- Engage and support chairman of Marketing Committee.

**Communications and Public Relations:**

- Develop and execute annual Communications and PR Plan to ensure effective, routine, timely, and membership-focused communication via electronic and other channels.
- Develop and execute strategic communications to external stakeholders to ensure and enhance CHTA relevance in global travel promotion, NHA support, and hotel/tourism member support
- Engage CHTA PR firm to develop and execute annual PR plan, and topical communications as needs arise.
ATTRIBUTES, SKILLS, BACKGROUND & EXPERIENCE

- Demonstrated ability to manage on-site and remote teams for achievement of annual objectives.
- Experience in development and effective execution of annual strategic plans.
- Previous successful organizational financial accountability.
- Highly developed written and interpersonal communication, negotiation, and collaboration skills.
- A comfortable public speaker with an ability to engage audiences.
- Keen analytical skills and data management abilities.
- Superior time management and follow-through skills.
- A comfortable understanding of an interest in existing technological applications and advances as they relate to our industry.
- Proficiency in MS Word, Excel, PowerPoint, Outlook.
- Ability to deal with and be sensitive to diverse regional cultures.
- Ability to travel extensively.
- Minimum of ten years’ experience in association or similar management role.
- Bachelor’s degree required; Master’s degree or similar experience preferred.
- Excellent English communication skills required; bi-lingual Spanish abilities desired.
- Previous work experience/working knowledge of the Caribbean tourism industry a desired plus.
- Candidate must be willing and able to work within the USA.

KEY PRIORITIES FOR THE FIRST 12 - 18 MONTHS

- Provide focus to all CHTA events and energize the membership and existing sponsors...growing sponsorship opportunities.
- Establish programmes to enhance member's perceived value and connect with extended stakeholders and international influencers, providing LEADERSHIP.

If you are interested in this position, please respond via e-mail with cover letter, resume, and compensation information to the following SearchWide™ Executive:

Jim Carra, Executive Vice President, SearchWide™
Email: carra@searchwide.com or Phone: 231-995-0567
On the Web: www.searchwide.com