FIRST QUARTER 2022

CARIBBEAN HOTEL & TOURISM ASSOCIATION
EDUCATION FOUNDATION

NEWSLETTER



Dear Friends, Sponsors and Supporters of the CHTA Education Foundation,

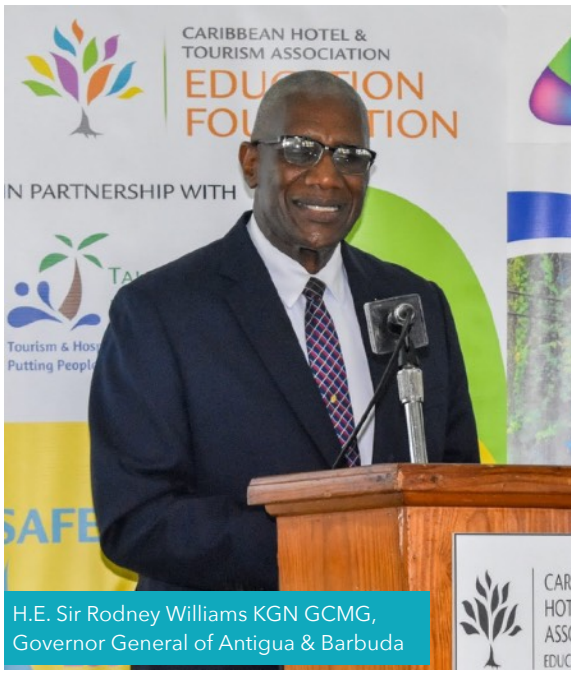
As the Chairwoman of the CHTA Education Foundation it gives me great pleasure to share with you our Education Foundation's achievements of 2021.

The ongoing COVID-19 pandemic has highlighted more than any other crisis the significance of our Caribbean tourism industry to the region's economies. Hospitality training and education have never been more important to ensure our competitiveness on a global scale as tourism destinations adapt their offerings to suit a post-pandemic world, with focus on innovation, improved communication and information technology at all levels.

The Education Foundation is proud of our new collaboration with Les Roches Global Hospitality Education to advance the management careers of our hospitality professionals. We are equally proud to have been able to bring back in-person training to the islands with our CARIBBEAN SAFE, SUPERCHARGED SERVICE! workshop.

None of this would have been possible without the support of our sponsors and our Caribbean hotels who so generously contribute to our auctions and raffles year after year. We cannot thank them enough and hope we can count on their continued loyalty to the CHTA Education Foundation.

With our engaged board of trustees and our program manager Tracy Bell we are committed to take the Foundation from strength to strength despite the challenges ahead. Our plans for 2022 will include micro credentialing courses, scholarships and more regional training.



H.E. Sir Rodney Williams KGN GCMG, Governor General of Antigua & Barbuda

Please visit our new website www.chtaef.com for regular updates. Here's to a successful and fruitful 2022!

Karolin Troubetzkoy
Chairwoman
CHTA Education Foundation
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Montserrat Managers Training

Training

The CHTA Education Foundation, alongside local partners in Antigua, Montserrat and Aruba celebrated a return to in-person, interactive on-island training this year with our new regional CARIBBEAN SAFE, SUPERCHARGED SERVICE! workshop, delivered with their legendary passion and enthusiasm of our on-island training partners Louise and Suzanne of Talkabout-EarthSolutions.

These practical, service-focused workshops were high-energy, interactive, in-person one-day programs which empowered all participating service providers and managersa and included all the exciting experiences which make up a Caribbean vacation – eco, boutique and classic resorts and hotels, off-the-beaten path hikes, underwater explorations, personalized art and craft activities and specialty food providers.

The workshops gave participants the tools to step confidently and safely through the COVID-19 transition period while continuing to wow guests with thoughtful, heartfelt, warm Caribbean service.

In Antigua, His Excellency Sir Rodney Williams, Governor-General of Antigua and Barbuda, focused on the value of each participant: “Each of you is key to providing the unique memory-bank our visitors build while in Antigua and Barbuda. Based on my years of experience in the sector, personal referrals to others directly or virtually are our nation’s best advertisements. It is my hope that each of you who experienced this week’s workshop now understand your vital role as important national influencers.” Patrice Simon, Executive Director of the Antigua Barbuda Hotels & Tourism Association, was equally enthusiastic in her praise for this timely, relevant training.



Montserrat Training

In Montserrat, Warren Solomon, Director of Tourism, commented: “This was a fantastic programme which folks are still talking about and it’s definitely helping us with our national ‘Montserrat Service Ready’ initiative. Tip of the hat to Louise and Suzanne!”

In Aruba, Tisa LaSorte, President and CEO of the Aruba Hotel and Tourism Association, was delighted with the ‘wonderful power of positivity’ the courses gave to the association members: “The participant feedback to us shows they experienced the courses as dynamic and relevant, they affirmed the courses helped reignite their passion and hone their service skills. The AHATA is sincerely appreciative for the wonderful partnership with CHTA Education Foundation for the effective training offered.”

Karolin Troubetzkoy, Chairwoman of the CHTA Education Foundation, joined graduation ceremonies virtually and commended the workshops for being energetic and focused. Interactive days of learning provided managers, employees and entrepreneurs with the tools to assist them interface with all customers using COVID-19 safe service techniques, while delivering considerate, flexible, service solutions and ensuring delighted customers.”

COMING SOON! We are offering a new schedule of varied on-island training for 2022. Details will be announced and posted on www.chtaef.com. For more information, contact foundation@caribbeanhotelandtourism.com.

THANK YOU TO OUR TRAINING PARTNERS SUZANNE SHILLINGFORD-BROOKS & LOUISE JOHN OF TALKABOUT & EARTH SOLUTIONS

TALKABOUT & EARTH SOLUTIONS
Tourism & Hospitality Services
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Antigua & Barbuda Training



Aruba Training

SCHOLARSHIP PROGRAMS



The CHTA Education Foundation (CHTAEF) partnered with the prestigious Les Roches Global Hospitality Education to bring a new professional development program for Caribbean hospitality professionals. The program is designed to propel hospitality supervisors and managers to hotel manager or general manager positions within two to three years. The online, interactive academic program is designed to be pursued alongside current job commitments, allowing students to accelerate their careers without interrupting them and to help develop the next generation of Caribbean hotel leaders.

The program met with an overwhelming response with over 150 applicants. Eleven candidates were selected from across the Caribbean and included hospitality professionals from both independent hotels and globally recognized branded hotels. Furthermore, Les Roches was so impressed with the caliber of the candidates, they offered 15 additional scholarships to candidates whose professionalism impressed the interviewers.

The first Caribbean Professional Development program class included 26 Caribbean candidates from Anguilla, Antigua & Barbuda, Aruba, Bahamas, Barbados, Bermuda, Dominican Republic, Guyana, Jamaica, Puerto Rico, St Kitts & Nevis, St Lucia, Trinidad & Tobago and Turks & Caicos. The varied professional and career backgrounds of this group bring diverse experience and professional capabilities which enhance this program and make it so valuable.

Atlantis Paradise Island in The Bahamas and St. Lucia's Ladera and Bay Gardens Resorts added to the roster of scholars by supporting additional candidates for the program in the future, while Sandals Foundation committed a grant toward the overall sustainability of the program, supporting some of the most deserving candidates across the region's hospitality sector.

"The support of the CHTA member hotels, who have encouraged their staff to apply to this executive postgraduate online program, demonstrates their commitment to quality tourism and excellence for this destination," said Carlos Díez de la Lastra Buigues, managing director of Les Roches Marbella.

The 2022 Caribbean Professional Development Program class is being finalized and interested candidates who have a minimum of four years' hospitality experience, including one year in a supervisory position and have the endorsement of their CHTA member hotel should contact Tracy Bell at CHTA Education Foundation (foundation@caribbeanhotelandtourism.com), Patricia Corcoran, Assistant Director of Admissions at Les Roches (patricia.corcoran@lesroches.edu) or their National Hotel & Tourism Association for more information.

Thank you to our training partners!

Sandals FOUNDATION
Our Promise. Our Caribbean.

interval INTERNATIONAL







CHTAEF Donates Electronic Tablets to Students and Tourism Frontline Workers in Grand Bahama

Representatives of the Caribbean Hotel & Tourism Association Education Foundation (CHTAEF) were in Grand Bahama to celebrate the handing over of electronic tablets to 250 tourism workers. The tablets provide the recipients with the tools to access continuing educational resources, virtual training opportunities, and other online skills enhancement modules.

CHTAEF worked in partnership with the Grand Bahama Island Tourism Board (GBITB) and the Bahamas Hotel and Tourism Association (BHTA) to identify the resources most needed and the beneficiaries of the tablets. ALIV joined the partnership by ensuring that each tablet was loaded with two months of service. This initiative focused on Grand Bahama and Abaco, as these two islands were hardest hit by Hurricane Dorian.

Auctions and Raffles

For more than three decades, CHTA Member hotels have generously donated to our annual Caribbean Travel Auction which has helped transform the lives and careers of Caribbean hospitality professionals and supported our bread-and-butter industry. for the Caribbean region. Despite a challenging 18-months, many generously donated to our 2021 auction, providing an amazing array of hotels and resort stays. Launched on "National Make a Difference Day" on October 23, 2021, we raised nearly US$50,000 thanks to more than 30 accommodations providers.

Additionally, we added a number of raffles to our fundraising program.Thanks to Secret Bay, Dominica; BodyHoliday, Saint Lucia; True Blue Bay Boutique Hotel, Grenada; Jade Mountain, Saint Lucia; and Curtain Bluff, Antigua for helping us raise over $45,000 for our programs. We look forward to adding several more raffle partners in 2022, beginning with Jamaica's Round Hill Hotel and Villas.

Our auction and raffles help fund all the training and educational programs we support and develop. Programs include scholarships for full-time students starting in the industry; in-person and online training programs for our existing staff and tourism champions who provide warm Caribbean hospitality every day to guests; and developing new initiatives to build and develop the next generation of Caribbean leaders. Over the years, our auction has raised over $2.5million for these programs, making the CHTA Education Foundation one of the largest regional torusim industry foundations.

Our gratitude to our donor hotels cannot be expressed enough. Thank you!

THANK YOU TO ALL OUR 2021 DONOR HOTELS!

ANGUILLA
Belmont Cap Juluca

ANTIGUA
Blue Waters Resort & Spa
Carlisle Bay
Hermitage Bay

BAHAMAS
Breezes
Comfort Suites Paradise Island
SLS Baha Mar

BARBADOS
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Sea Breeze Beach House
Tamarind by Elegant Hotels
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The Sandpiper Hotel

BERMUDA
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Jade Mountain
Ladera
The Landings Resort and Spa

ST. MAARTEN
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