



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION



CARIBBEAN TOURISM RECOVERY FUND

Respond to Hurricane Irma with the travel and tourism industry

DONATE NOW

www.tourismcares.org/caribbean

or via check or invoice

caribbean@tourismcares.org; 781.821.5990 x. 207

The Caribbean Tourism Recovery Fund, established by the Caribbean Hotel and Tourism Association (CHTA) and Tourism Cares, offers travel and tourism industry stakeholders and others a way to directly support the communities that were hardest hit by Hurricane Irma, speeding the return of visitors and jobs.

Complementing vital relief efforts, the Fund unites the tourism industry to make an outsized impact in Irma's wake, leveraging all of our resources, influence and compassion.

Tourism presents the quickest way to help rebound an economy. Together we can help tourism build back better through new investments and repairs, support and investments in our people who have been impacted, and by showcasing the diverse natural beauty, storied history and rich culture of the Caribbean.

Nearly 30 million visitors enjoyed the Caribbean last year. Their experiences generate 2.4 million tourism jobs. Many of those are at risk in the affected areas. Along with housing and infrastructure, it is also critical to restore the tourism and livelihoods of these communities.

FUND INVESTMENT STRATEGY

The Fund offers the travel and tourism community and others a unique and complementary donation strategy: direct investments in helping vulnerable and affected tourism destinations and attractions recover. We will (1) focus on tourism, (2) pool our resources, (3) leverage more than money through our skills and influence, and (4) share our stories and lessons industrywide.

While CHTA is still surveying the damage, we know local tourism infrastructure such as visitors centers, beaches, monuments, attractions and trails have been badly affected in communities such as Barbuda, the US and British Virgin Islands, Turks and Caicos and more. We also know the cultural organizations in those areas face damage and new challenges wrought by this disaster.

The **Caribbean Tourism Recovery Fund** will be used for these purposes:

- **Training and education initiatives** aimed at assisting displaced and affected travel professionals with both immediate needs as well as professional development to support their work transition and advancement.
- **Physical restoration of affected attractions and cultural tourism nonprofits**, whether it be a historical monument, public space, destroyed visitor center, etc.
- **Capacity building and restoration of nonprofit organization** facilities, equipment and systems. This could include bringing experts to a destination's National Hotel and Tourism Association to help upgrade the organizational capital of Caribbean tourism nonprofits.
- **Other investments based on need**, which can include trainings on volunteer management and marketing and communications support.

A driving principle for the Fund will be **need** and **resilience**, with investments supporting the entities and projects that have the greatest value but are also the most vulnerable and at-risk in the recovery. CHTA and Tourism Cares may also support the impacted area's recovery through volunteer projects, advocacy and marketing. Funds will be used to help the region be ready for spring 2018, as well as summer 2018.

Thank you for joining with the travel and tourism industry to make the greatest difference we can for the Caribbean's tourism communities. We **give better together** and look forward to sharing the vital recovery work you make possible.

About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the Caribbean's leading association representing tourism interests for national hotel and tourism associations. For more than 50 years, CHTA has been the backbone of the Caribbean hospitality industry. Working together with 1,000 hotel and allied members and 32 National Hotel Associations, CHTA is shaping the Caribbean's future and helping members to grow their businesses. Core to its mission is the development of our people, businesses, and tourism product. Whether navigating new worlds like social media, sustainability, legislative issues, emerging technologies, data and intelligence or looking for avenues and ideas to better market and manage businesses, CHTA is helping members on matters that matter most.

For further information, visit www.caribbeanhotelandtourism.com.

About Tourism Cares

Tourism Cares, Inc., a US 501(c)(3) public charity, advances the travel industry's social impact to help people and places thrive. We unite the industry to make a greater impact on shared priorities, and to help each company fulfill its giving goals. Our members include leading travel associations and companies, together helping destinations in need, supporting our workforce, and improving our corporate social responsibility. Learn more at www.TourismCares.org and [@TourismCares](https://twitter.com/TourismCares).
