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Caribbean Hotel & Tourism Association Brings Empowerment Training to St. Croix for Hospitality Professionals

The Caribbean Employee Empowerment Training Program brings 100 hospitality professionals together for workshops focused on enhancing guest care, empowering customer ambassadors, and improving communication skills

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The Caribbean Hotel & Tourism Association Education Foundation (CHTAEF), in partnership with the St. Croix Hotel & Tourism Association (STXHTA), is hosting its Caribbean Employee Empowerment Training Program on St. Croix from October 7-11. This program, featuring the Caribbean Supercharged Service Workshops, sold out in less than a week and will see 100 hospitality professionals in attendance.

“For the first time, the CHTAEF is bringing our Caribbean Employee Empowerment workshops to the USVI, and specifically to St. Croix, and we are thrilled to contribute to the island’s tourism growth,” said Karolin Troubetzkoy, CHTAEF Chairperson. "These workshops are designed to equip staff with valuable tools to enhance both the guest experience and their professional development, combining international standards with the warmth and authenticity of Caribbean hospitality."

The interactive workshops will take place in the Beach Meeting Room at The Buccaneer Beach & Golf Resort. They will focus on equipping participants with actionable strategies to improve daily interactions with their teams and guests, ultimately enhancing both their businesses and St. Croix’s reputation for hospitality. The workshops will cover a range of topics including:

- Heartfelt Guest Care to Create Memorable Experiences: An energetic session aimed at helping team members handle guests with genuine care, even in challenging situations.
- Customer Ambassadors: This session focuses on empowering staff to take ownership of customer concerns and foster positive team relationships.
- Effective Results-Driven Communication for Supervisors & Managers: This workshop outlines key strategies for problem-solving by addressing challenging scenarios.

USVI Hotel & Tourism Association President Lisa Hamilton expressed her appreciation for the collaborative efforts that made these workshops possible. “We are grateful for the regional and local collaboration efforts extended to make these workshops possible. It is our hope that this valuable training will streamline both customer and internal interactions, making each encounter positive and memorable,” said Ms. Hamilton. "We look forward to seeing the skills participants will learn applied in their daily exchanges, and in turn witnessing the boost in customer service and employee relations.”

The weeklong event will conclude on October 11 with a ceremony at The Buccaneer Beach & Golf Resort. Participants will receive completion certificates, and the event will include a networking reception at the Brass Parrot. Attendees will include the workshop participants, their general managers, STXHTA members, and representatives from the USVI Department of Tourism.

This event has been a collaborative effort with STXHTA as the primary sponsor. Additional support and sponsorship came from association members, with Caravelle Hotel & Casino and Company House Hotel sponsoring accommodations. Island Designs Landscape & Storm Water Solutions sponsored the celebration event, and The Buccaneer Beach & Golf Resort provided training facilities and food and beverage services for the workshops.

The Caribbean Employee Empowerment Training Program aims to strengthen St. Croix’s hospitality sector by enhancing the skills of those working directly in the industry.