GOVERNMENT OF THE VIRGIN ISLANDS

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Virgin Islands to Host Caribbean HR Professionals Conference

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The Ministry of Tourism, Culture and Sustainable Development, in collaboration with the Caribbean Tourism Organization (CTO), will host a regional Tourism Human Resources conference in the Virgin Islands from 28th -31st October, 2025.

The conference, under the theme “The Human Touchpoint: Redefining HR Excellence in Caribbean Tourism,” will bring together Human Resource (HR) professionals, educators, trainers, consultants, students, practitioners, and tourism stakeholders from the public and private sectors. The estimated 100 delegates from the region will explore how HR leaders can balance technology, talent, and culture to create workplaces that foster engagement, resilience, and service excellence.

“Hosting the 11th CTO Human Resources Conference in the Virgin Islands is both an honour and an opportunity,” said Ms. Sasha Flax, Assistant Secretary in the Ministry of Tourism, Culture and Sustainable Development. “Tourism is the backbone of our economy, and this conference allows us to invest in our people, the core of the industry. By bringing together these regional leaders and experts, we will share knowledge, strengthen skills, and build a workforce that is resilient, innovative, and ready to meet the evolving demands of global tourism.”

Ms. Flax said, “the benefits of this conference, which is being held in partnership with the BVI Tourist Board and the BVI Yachting, Hotel and Tourism Association, will extend beyond the event. It will help to elevate service standards and ensure a sustainable, competitive future for the Virgin Islands.”

According to the CTO, tourism is the lifeblood of the Caribbean, with its success rooted in the people who deliver exceptional experiences. “In a region where tourism and hospitality are more than a business, it’s a way of life, HR professionals must redefine workforce strategies to attract, develop, and retain top talent while ensuring excellence at every touchpoint in the process.”

The last CTO Tourism Human Resources conference was held in Nevis in 2023.

The Ministry of Tourism, Culture, and Sustainable Development is responsible for advancing the Territory’s tourism sector, preserving and promoting cultural heritage, and implementing policies that support sustainable growth and

environmental stewardship.

Additional Documents or Media

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