

STUBA



We're delighted to welcome **Stuba** as one of the latest members of the **CTO Chapter**.

Stuba was established in 1991, and is a global accommodation wholesaler, operating in multiple source markets with offices around the globe, including the UK.

We spoke with Partnerships Manager, **Nigel McShine-Jones**, to learn more about the company.

Tell us about your team! Who works closely with you?

The partnerships team at Stuba consists of Matt Stuart, CCO,

Sarah Clayton-Turner, Head of Marketing and Partnerships, and myself. We also have our field sales team of 6 people including our Head of Sales, Angela Muir, who are proactively visiting agents in the UK and Ireland on a daily basis.

Highlight your Caribbean products/services that represent the flagship offerings of your company. Outline the main objectives and key markets you focus on. What can you offer to members?

As an exclusively B2B bed bank, we offer both agents and operators access to a curated portfolio of hotels across the

region, with a focus on 3-, 4- and 5-star properties/resorts. We offer this from various source markets around the globe (e.g. USA, Europe, MENA, India, Australia), with the UK being our strongest market.

Our main objective is to raise our profile in the Caribbean sector, grow business and ensure that operators and agents know exactly what we offer in the Caribbean.





Share with us what makes you stand out. What do you want your fellow members to be aware of? Highlight any recent awards or significant achievements. Are there any upcoming projects in the pipeline?

Our curated hotel approach focuses on matching the right hotels with the right customers.

In today's market, a 'one size fits all' method is no longer effective, as customers have become more discerning in their choices.

Our industry-leading curated approach leverages predictive analytics, making it easy to select hotels that align with your customers' specific needs.

We've won many awards over the years, including TTG, Travel Weekly, Travel Bulletin, Northern Ireland Travel Awards and more cementing our commitment to our trade partners.

Whether you're a hotel or chain looking for expanded coverage, a tour operator looking to broaden your portfolio or a tourist board aiming to engage a wide network of active travel agents, we are here to support you.

What are your top three goals you aim to achieve through your CTO Chapter membership?

- Strengthened Industry Partnerships and Collaboration across the Caribbean region.
- Joint ventures, or strategic alliances that can significantly benefit Stuba's business growth.
- To become a valued partner of the CTO Chapter community.

