

FOR IMMEDIATE RELEASE

**TOURISM TRINIDAD CELEBRATES WORLD TOURISM DAY 2023,
EMBRACING SUSTAINABLE TOURISM FOR A BETTER FUTURE**

Port of Spain, September 27, 2023 – As the world comes together to celebrate World Tourism Day 2023 under the theme "Tourism and Green Investment," Tourism Trinidad is proud to join the global community in promoting sustainable tourism practices. This year's theme, set by the United Nations World Tourism Organization (UNWTO), emphasizes the importance of investing in a greener and more sustainable future for the tourism industry.

Tourism is a vital industry in Trinidad and Tobago, contributing significantly to the country's economy and offering visitors a rich blend of cultural, natural, and historical experiences. On this special occasion, Tourism Trinidad reaffirms its commitment to promoting responsible and eco-friendly tourism, aligning with the UN Sustainable Development Goals (SDGs) and the UN roadmap for a better world by 2030.

Carla Cupid, Tourism Trinidad CEO notes that "In Trinidad and Tobago, we recognize the immense potential of sustainable tourism not only in enhancing our visitors' experiences but also in preserving our beautiful island for generations to come. This World Tourism Day, we renew our commitment to investing in green initiatives, eco-friendly practices, and community engagement. Through responsible tourism, we aim to create a positive impact on our environment, culture, and economy, contributing to the achievement of the Sustainable Development Goals."

She was speaking at a ceremonial handover to two community-based Tourism groups of refurbished rum casks donated by Angostura Limited. The casks will be used as planters to green the community.

Sophie Charles-Barber, Angostura Limited Executive Manager, Marketing states "Angostura recognizes the pivotal role tourism plays in our nation's growth, and our shared vision with TTL is to contribute to the preservation of our beautiful island's natural wonders while enhancing the experiences of both tourists and locals. We hope that the repurposed rum barrels will serve as symbols of Angostura's commitment to environmental sustainability and as a reminder that tourism can be a driving force for positive change."

The communities benefiting from this gesture are Paramin and Lopinot through the Trini Tours and Transportation Company and the Lopinot Countryside Tourism Association (Café Mariposa). They were in receipt of 25 barrels each. Both entities offer eco-based experiences and focus on food sustainability/agriculture in their respective tourism offerings.

Tourism Trinidad invites everyone to celebrate World Tourism Day 2023 by exploring the diverse landscapes and cultural heritage of Trinidad and Tobago while respecting the environment and local communities.

Join us in embracing the theme of "Tourism and green investment" and let us work together to create a brighter and more sustainable future for tourism worldwide.

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