

STAKEHOLDERS' DIGEST

NEWS FROM THE TOURISM INDUSTRY

August 2023

TOURISM
Trinidad

All Aboard: Tourism Stakeholders Receive Sea Safety Training

Several water-based tour guides were invited to partake in a sea safety training exercises, aimed at building capacity to manage and prevent potential water-related hazards.

Tourism Trinidad partnered with members of the Cadet Force to facilitate the training which was conducted at the Kayak Centre in Chaguaramas from July 4-5, 2023.

As part of proceedings, participants were educated on life jacket operations, water preparedness, effective stretching methods, life craft disembarkation, life vessel emergency protocol procedures, group dynamics while in water related emergencies, along with a host of other useful tactics and measures related to water safety.

If you are interested in receiving similar training, please send an email to ssutherland@visittrinidad.co.tt.



Highlights and Upcoming Events

Events in August

- West Indies v India (3rd ODI)- 1 August, 2023
- Emancipation Day- 1 August, 2023
- West Indies v India (T20)-3 August, 2023
- Opening Ceremony of the Commonwealth Youth Games (CYG)- 4 August, 2023
- A Taste of Manzanilla/Mayaro Tour- 5 August, 2023
- Laventille Steel band Festival Foundation Parade- 5 August, 2023
- CYG Beach Volleyball- 5 August, 2023
- Pan Jamboree (South Central Region)- 6 August, 2023
- CYG Aquatics/Swimming- 6 August, 2023
- Family Magic Show at Queen's Hall- 6 August, 2023
- CYG Cycling Road Race- 7 August, 2023
- Steel Pan Day- August 11, 2023
- Snow White and the 7 Trinis play at Queen's Hall- 13 August, 2023
- Pan Trinbago's Police Steel and Brass (Northern Region)- 19 August, 2023
- Road Trip's L'eau Michel Mud Volcano Hike- 20 August, 2023
- The Last Flight TWA 800 play at Queen's Hall- 20 August, 2023
- MITCO Open House Tour- 30 August, 2023
- K2K Carnival band Launch at Queen's Hall- 30 August, 2023

To submit your events, send an email to stakeholderrelations@visittrinidad.co.tt

Grande Riviere Welcomes 23 Newly Certified Turtle Tour Guides

TTL collaborated with the College of Science, Technology and Applied Arts of Trinidad and Tobago (COSTAATT) to deliver Turtle Tour Guide Training for the Grande Riviere Nature Tour Guide Association (GRNTGA) in Grande Riviere, a member of the Turtle Village Trust (TVT).

The training took place from June 27th – 30th 2023 at the GRNTGA Information Centre and was attended by twenty-three (23) persons. The cohort of participants included turtle tour guides, community guides, a community conservation coordinator, Chairman of the GRNTGA, chocolate factory staff, beach patrol officers, data collectors, tour guide coordinator, research manager (TVT) and bookings officer. The training covered topics including Service Excellence, Basic Guiding Skills and Techniques, Value of Teamwork and Conflict Management, and General Information about T&T.

There was also a practical session on the beach at Grande Riviere during which participants' skill at tour delivery was enhanced through practice sessions. The participants will receive certificates of completion from COSTAATT in late July or August 2023. Ms. Carla Cupid, CEO of Tourism Trinidad, visited the Centre and spoke with the participants on the final day of the training.

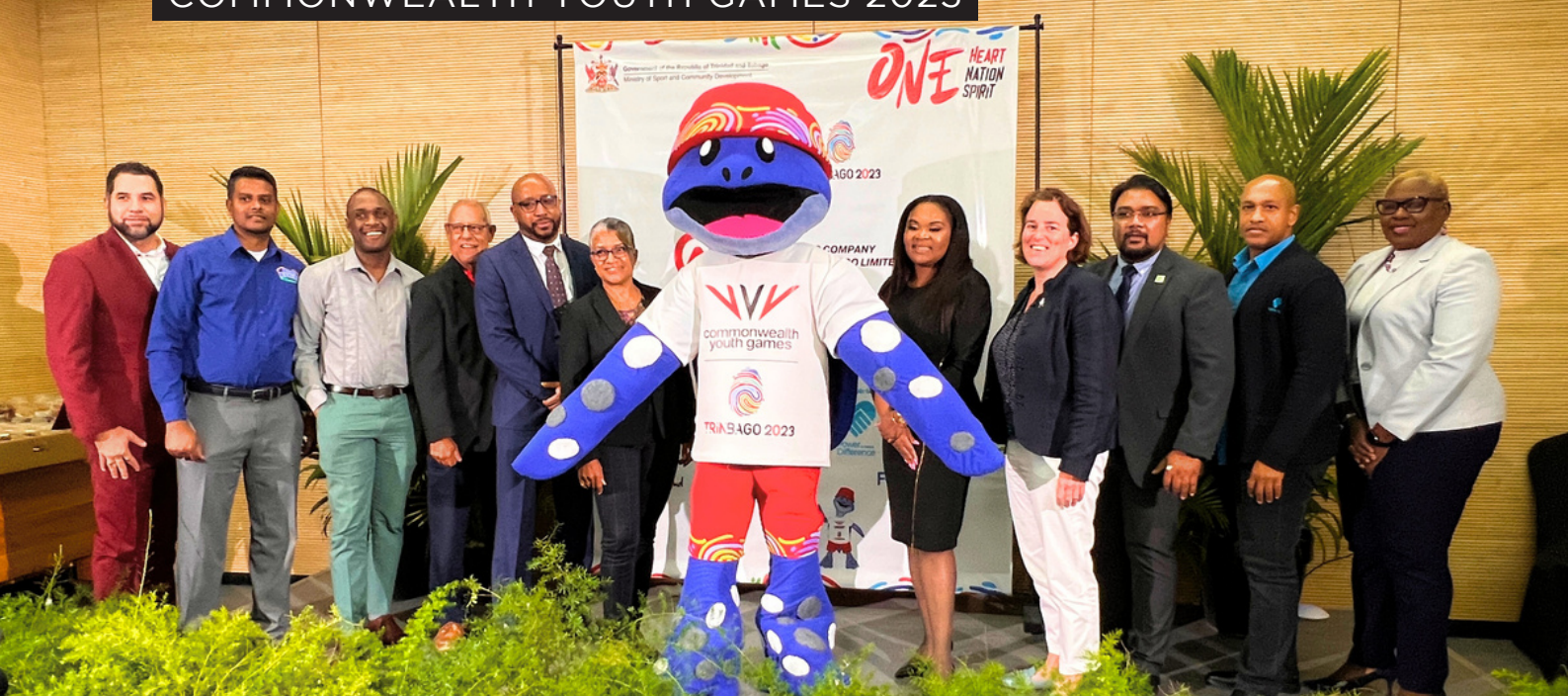
Turtle Village Trust (TVT) is "a unique, non-profit, umbrella body that uses strategic partnerships to coordinate, facilitate and implement knowledge-based sea turtle conservation efforts in Trinidad and Tobago for the development and empowerment of coastal communities". The work of the Trust includes facilitation of sustainable development for local communities and conservation of natural resources. In addition, the organisation is a sector stakeholder given that its members are involved in offering turtle watching tours and experiences to tourists.



SPOTLIGHT ON SPORTS TOURISM



COMMONWEALTH YOUTH GAMES 2023



72 TEAMS

CONVERGE ON TRINIDAD AND TOBAGO TO COMPETE IN THE COMMONWEALTH YOUTH GAMES

Seventy-two (72) national teams from across the Commonwealth will be competing across several sporting disciplines as Trinidad and Tobago prepares to host the Commonwealth Youth Games (CYG), which will be held from August 4 - 11th, 2023.

athletes to the many diverse attractions and experiences that exist in our country.

Tourism Trinidad, as a proud partner of this sporting spectacle, was on hand for the media launch of activities, which took place at the National Cycling Centre in Couva on Thursday 23 July 2023. At the meeting 'Cocoyea', a blue leatherback turtle and mascot for the event was unveiled to those present.

After the unveiling, Mrs. Carla Cupid, CEO of Tourism Trinidad, indicated that sports tourism was a vital part of the strategic thrust of the company moving forward. She indicated that TTL was happy to assist with exposing visiting



REPRESENTING ABROAD

T&T BIRDING EXPERTS GRACE UK BIRD FAIR

Tourism Trinidad attended the Global Bird Fair, Rutland Showground, Oakham, UK, which took place on July 14-16, 2023. Trinidad and Tobago are two islands with a high concentration of birds and boasts of over 470 recorded species of birds. In addition to resident tropical birds, Caribbean islands receive winter migrant birds from North America, Europe and the Arctic regions plus South American migrant birds from the austral winter. Areas of interest in Trinidad include Yerette's, Caroni Bird Sanctuary, Nariva Swamp, Asa Wright Nature Centre, Pointe-a-Pierre Wild Fowl Trust, Blanchisseuse Road, and Grande Riviere.

Global Bird Fair was a stage to promote Destination Trinidad as a desired spot within the specialized niche market of Birding. Our participation at this event served not only to introduce the destination but also a springboard to targeted readership/membership with Birding magazines and associations as well as build relationships. TTL was represented by Wendy Lake, International Promotions Specialist, accompanied by Allister Nanan, Naturalist of Winston Nanan Bird Sanctuary Tours and Rachael Nathaniel, Sales & Reservations Manager of HADCO Experiences, Asa Wright Nature Centre.



CONNECTING WITH DIASPORA

TOURISM TRINIDAD IN NEW JERSEY FOR THE ALL STAR MOTORS PICNIC

Tourism Trinidad was at the All Star Motors Picnic on Saturday, July 15, 2023 at South Mountain Reservation, New Jersey!

Our team pitched a #VisitTrinidad themed tent, complete with signage and giveaways.

Take our word for it when we say that our Trinidad-themed cupcakes were a hit with the attendees!

People were also able to win #VisitTrinidad cooler bags filled with branded items and learn about upcoming events, festivals, and the unique culinary and cultural appeal of our country.

This event was part of our ongoing efforts to engage with members of the Trinidad and Tobago Diaspora and share information about our beautiful country.

The All Star Motors Picnic is an event that is hosted annually by Trinidadian-born businessman, Mr. Ricky Lord, and it has been in existence for over twenty-five years in the Garden State to members of the West Indian diaspora.

- Photos courtesy CariBeat LLC



DATA AND STATISTICS

AS OF JULY 2023

VISITOR ARRIVALS TO TRINIDAD AND TOBAGO- AIR

Source: Central Statistical Office

Month	Trinidad	Tobago	T&T
January	21,479	1,844	23,323
February	31,297	1,854	33,151
March	23,595	1,529	25,124
April	22,888	1,185	24,073
May	22,616	942	23,558
June	22,857	946	23,803



VISITOR ARRIVALS BY MAIN MARKET (%)

Source: Central Statistical Office

Month	USA	Latin America	CARICOM	Other Caribbean	EU	Other Europe	Rest of World
January	13,112	654	3,955	331	1,624	2,484	1,163
February	22,046	440	4,083	195	1,902	3,270	1,215
March	15,304	658	3,543	337	1,401	2,463	1,418
April	14,336	518	3,914	216	1,208	2,449	1,432
May	14,706	667	3,802	261	920	2,201	1,001
June	15,788	679	3,575	229	847	1,866	819



DATA AND STATISTICS CONT'D

AS OF JULY 2023

VISITOR ARRIVALS TO TRINIDAD- CRUISE

Source: Immigration Division Records
(Cruise season ending April 2023)



Month	Trinidad	Tobago	T&T
January	5,496	13,609	19,105
February	7,868	9,326	17,194
March	11,275	4,523	15,798
April	6,939	1,574	8,513

OCCUPANCY LEVELS AND AVERAGE HOTEL AND GUESTHOUSE RATES

Source: STR Global



Month	Occupancy (%)	Average Hotel Rate (TTD)
January	40	1,147
February	58	2,083
March	48	1,128
April	43	1,140
May	50	1,120
June	47	1,112