

# STAKEHOLDERS' DIGEST

NEWS FROM THE TOURISM INDUSTRY

July 2023

TOURISM  
Trinidad



## Increasing Engagement in the Industry

The key to success is through effective partnerships and cooperation. In this regard, the tourism industry has taken a step in the right direction as Tourism Trinidad Limited invited stakeholders to one of many planned stakeholder engagement forums aimed at improving relations, providing networking opportunities and fostering positive growth in the tourism sector. The kick-off event was held at the Marriott Hotel on Thursday 25th May, 2023 and focused mainly on tour guides, tour operators and transport associations.

Stakeholders are encouraged to share all their concerns, ideas and plans via our email at [stakeholderrelations@visittrinidad.co.tt](mailto:stakeholderrelations@visittrinidad.co.tt).

## Turtle Tour Guides Receive Training

In the month of May, Tourism Trinidad Limited (TTL) partnered with COSTAATT to deliver strategic turtle tour guide training to stakeholders in the turtle watching niche. The training forms part of TTL's strategic thrust to build capacity and improve professionalism, skill, and service delivery/quality in the tourism industry. In the coming weeks, twelve (12) recipients of the specialized training, who are all members of the Nature Seekers group, are expected to be awarded with certification in Turtle Tour Guide Training which is essential to ensuring guides safely and competently conduct their activities.

For more information on how to access training, send an email to [ssutherland@visittrinidad.co.tt](mailto:ssutherland@visittrinidad.co.tt).



## Fashion Forward!

Fashion is now being touted as one of the ways forward for the development of tourism festivals. Tourism Trinidad Limited (TTL) will be leveraging the creativity of the fashion sector to execute a series of fashion-based events to increase interest in our destination from international markets.

On Friday 26th May 2023, TTL got the ball rolling in the fashion arena after the successful launch of the Ewa Afrika Fashion Event which was held at Queen's Hall. The event showcased a wide variety of African-infused fashion designs which was facilitated through a partnership between the Emancipation Support Committee of Trinidad and Tobago and Mr. Richard Young, Fashion Consultant.





## TAUP Delivers for the Tourism Accommodation Sector

Cara Hotels and Royal Hotel will soon be recipients of the reimbursement grant available under the Trinidad and Tobago Tourism Accommodation Upgrade Project (TAUP). The properties, located in Claxton Bay and San Fernando respectively, signed their TAUP contracts in November 2022 and recently concluded upgrade works to their guestrooms with the clear objective of enhancing the quality of their product offering and improving guest satisfaction levels. Tourism Trinidad Limited (TTL) is responsible for the implementation of TAUP, which provides an incentive for the upgrade of small to medium - sized tourism accommodation facilities with 1-150 guestrooms. In this regard, TTL's Chief Executive Officer, Ms. Carla Cupid, recently met with representatives of both properties and conducted a comprehensive tour of the upgraded facilities. In so doing, Ms. Cupid also hoped to draw attention to the tangible support that Government has been providing to the accommodation sector, given how deeply impacted the tourism sector was during COVID.

Ms. Sherry Sookoo, General Manager for the Royal Hotel, reiterated that TAUP has been a critical enabler to hotels since its inception. Her counterpart at Cara Hotels, Mr. Hassel Thom, also wearing the cap of President of the Trinidad Hotels, Restaurants and Tourism Association (THRTA), lauded the TAUP initiative and the project's benefits to the national hotel industry. Last year, a record six (6) hotels signed contracts to benefit under the TAUP. In fiscal 2022/2023, TTL expects that that number will be surpassed. For further information on accessing the TAUP incentive, kindly send an email to [investments@visittrinidad.co.tt](mailto:investments@visittrinidad.co.tt)



## Highlights and Upcoming Events

### Additional Airlift

- JetBlue will be commencing a "Red Eye" flight from New York on Friday June 16th to September 2023.
- American Airlines will be commencing an additional flight from Miami on August 15th to September 5th, 2023.
- Air Canada will recommence service on November 01st 2023, with three flights per week arriving in Trinidad at 11:25PM, on Wednesdays, Thursdays and Saturdays and departing at 12:30AM Thursdays, Fridays, and Sundays.
- From December 3rd, 2023, to March 9th, 2024, service will be expanded to four flights per week, arriving at 12:25AM, Mondays, Wednesdays, Thursdays and Saturdays, and departing at 1:30AM, Tuesday, Thursdays, Fridays and Sundays.

### Events in July.

- Trade and Investment Conference (TIC) July 20-22 2023.
- The Becoming of a Queen Miss Universe T&T at Queen's Hall on July 2, 2023.
- Symphony #3 by the National Philharmonic Orchestra at Queen's Hall on July 7-8, 2023.
- Fete en Blanc at Queen's Hall on July 15, 2023.
- Nature Walks at the Point-a-Pierre Wildfowl Trust- all month long.

**To submit your events, send an email to [stakeholderrelations@visittrinidad.co.tt](mailto:stakeholderrelations@visittrinidad.co.tt)**

## Trinidad represented at Caribbean Week in New York

Trinidad was well represented by Tourism Trinidad Limited at Caribbean Week in New York from June 5 to 8, 2023.

The event, which was hosted by the Caribbean Tourism Organization, showcased the plethora of experiences and tourism offerings that the Caribbean has become synonymous with. At the #visitTrinidad booth, Trinidad highlighted and treated visitors to a snapshot view of our diverse culture, landscapes and other destination information. This event is intended to appeal to potential visitors along with the very significant Visiting Friends and Relatives (VFRs) market that is present in the state of New York.

For more information on this event and activities, please visit [www.caribbeanweek.com](http://www.caribbeanweek.com).



## YOUR FEEDBACK MATTERS TO US!

### Key Takeaways from our Engagement with Hoteliers and Airline Executives



On Friday 16 June 2023, TTL invited several key personnel from the Hotel and Airline industries to a stakeholder engagement session hosted at Queen's Hall, Port of Spain. The session was focused on providing the attendees with updates on TTL's strategic projects, giving useful industry insights through a comprehensive overview of local and international data and statistics on tourism, fostering a platform that promotes networking opportunities and providing a forum to discuss challenges, ideas and solutions.

Here are some key takeaways from the event:

- Between 2017-2019 arrivals to T&T averaged 386,237 visitors.
- Arrivals in Trinidad post-pandemic period was 226, 483, 57% of the pre-pandemic average.
- USA accounted for 47% of the arrivals to Trinidad, with Canada having 13%, Britain with 10%, Barbados with 3%, Jamaica with 2% and Others accounting for 25%.
- Tourists are expected to increasingly seek value for money and travel closer to home.
- There was need to consider legislation within the accommodation sector, particularly with regulating and defining bed and breakfast establishments as opposed to Airbnb's.
- The decline of the local oil and gas sectors have affected long term stays at hotels.
- Data provided from a recent conference has proven that today's consumer is prioritizing leisure, recreation and travel.
- TTL is in the process of developing festival tourism with culinary, music and fashion festivals all in the making.
- Mention was made about the possibility of setting up the proper legislation and accreditation for businesses that are part of the tourism landscape.
- TTL has begun reaching out to stakeholders to provide information that can inform the creation of packages.
- TTL's robust marketing strategy intends to increase visitor arrivals from 215,000 to 500,000 persons by 2025.





# DATA AND STATISTICS

AS OF JUNE 2023

## VISITOR ARRIVALS TO TRINIDAD AND TOBAGO- AIR

Source: Immigration Division

Month	Trinidad	Tobago	T&T
January	21,457	1,844	23,339
February	31,297	1,854	33,151
March	23,741	1,531	25,272
April	22,914	1,185	24,099
May	22,743	942	23,685

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

## VISITOR ARRIVALS TO TRINIDAD- CRUISE

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

## VISITOR ARRIVALS BY MAIN MARKET (%)

Source: Immigration Division

Year	USA	Canada	UK	Caribbean	Rest of World
January	42	13	10	18	17
February	54.4	11.7	9.4	12.7	11.8
March	48	15	7	16	14
April	48	13	8	17	14
May	49	13	9	17	12

Year	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

## OCCUPANCY LEVELS AND AVERAGE HOTEL AND GUESTHOUSE RATES

Source: STR Global