

STAKEHOLDERS' DIGEST

NEWS FROM THE TOURISM INDUSTRY

September 2023

Our Heritage



World Steelpan Day Celebrated in Trinidad

For the first time in history, Steelpan, the national instrument of Trinidad and Tobago, was given the recognition it deserves on an international scale with the inaugural celebration of World Steelpan Day. Trinidad and Tobago as a country, took the resolution to the United Nations and was successful when August 11th was officially declared as the day to commemorate and celebrate the impact of the Steelpan instrument on the musical landscape.

Since its inception, the sound of the steelpan has featured prominently across several international hit songs, is sampled in many popular contemporary beats and was performed live at several noteworthy gatherings the world over. Trinidad and Tobago, the birthplace of the steelpan, chose to commemorate this momentous day with a street parade and an evening of activities at Woodford Square in Port of Spain. The itinerary of activities included carnival characters and cultural displays, a wide array of steelband renditions and commemorative speeches which were spearheaded by Pan Trinbago, Tourism Trinidad and other key industry stakeholders.

The event held in the heart of the capital city, featured eight (8) large bands and eleven single pan ensembles, who filled the square and streets of Port of Spain with beautiful melodies of the steelpan. Visitors and locals alike also enjoyed a treat from famous pianist, Len 'Boogsie' Sharpe, who has long been considered as one of the pioneers of the artform and a skilled performer on the instrument.

While August 11th has been designated as World Steelpan Day, Pan Trinbago continued with a month of activities across the country to promote increased appreciation for the instrument.



Showcasing Culture

Pan at Piarco Airport



International visitors were treated to a brief showcase of sweet steelpan music courtesy the Trinidad and Tobago Police Service Steel Orchestra (TTPSO) as part of the commemoration of World Steelpan Day. The activities were facilitated through a partnership with the TTPSO, Tourism Trinidad and the Airports Authority of Trinidad and Tobago.

Several persons were also given the opportunity to sample the instruments and were even taught basic notes on a wide array of steelpan types such as the tenor, double tenor and guitar pans.

Highlights and Upcoming Events

Events in September

- **1st September**- Joie De Vie at Queen's Hall.
- **5th September**- Trinbago Knight Riders vs Amazon Warriors at the Oval.
- **6th September**- Trinbago Knight Riders vs Barbados Royals at the Oval.
- **9th September**- Trinbago Knight Riders vs Jamaica Tallawahs at the Brian Lara Cricket Academy.
- **10th September**- Trinbago Knight Riders vs St Lucia Kings
- **16th September**- DDI Sunset Tour by Island Experiences.
- **16th September**- Steelpan making tour by Island Buddy.
- **20th September**- Gala Opening of the Film Festival at Queen's Hall.
- **22nd September**- Chef X Chat Seminar at Queen's Hall.
- **24th September**- Totally Toco's Foodie Tour. Extravaganza.
- **24-25th September**- Pan on a Higher Note at Queen's Hall.
- **29-30th September**- T&T Performers presents *In Between* at the Naparima Bowl.
- **Weekdays in September**- Chocolate and Museum Tour hosted by Tamana Mountain Chocolate.

Trinidad's Emancipation Celebrations graced by African Royalty



Trinidad welcomed His Excellency, King Otumfuo Osei Tutu II, the Asantehene and the Grand Patron of the Grand Lodge of Ghana to our shores for Emancipation celebrations this year. The King was invited as a special guest of Prime Minister Keith Rowley to experience Emancipation Day celebrations in Trinidad.

While Emancipation Day commemorates the abolition of the slave trade in the West Indies, for many it has also become synonymous with celebrating African cultural influence in our society. In fact, outside the African continent, Trinidad and Tobago boasts the largest celebration of this kind in the world, a fact referenced by the Honourable Randall Mitchell, Minister of Tourism, Culture and the Arts. During his stay, King Otumfuo was also treated to a cultural show at the Emancipation Village, which was spearheaded by the Emancipation Support Committee. Tourism Trinidad, as a strategic partner of the events at the village, showcased our country's destination information, tours and other general African influence sites and attractions at our booth.



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



CPL T20
Caribbean Premier League
5th to 10th September
2023

Sport Tourism Recap

TKR Team treated to a Cultural Show at the BP Renegades Pan Yard



Members of the Trinbago Knight Riders team were welcomed home with a special treat in the form of a cultural show put together by Tourism Trinidad at the BPTT Renegades Panyard on August 12th, 2023. Key international athletes such as Ali Khan (USA) enjoyed the unique and exciting display of steelpan music, carnival masqueraders, african drummers and indian dancers. The team was also given the opportunity to taste Trinidad's local cuisine while listening to renditions of popular soca and calypso songs by the reigning Panorama 2023 Champions, the *BPTT Renegades*.

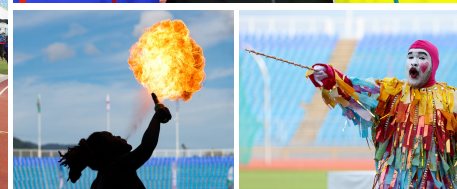
Carla Cupid, CEO of Tourism Trinidad, indicated that the country had much to benefit from investment into sport tourism. She reiterated that the tourism board would continue to work with stakeholders to ensure that visitors are exposed to our vastly diverse tourism offerings.



T&T Makes History: First Caribbean Country to host the Commonwealth Youth Games

Trinidad and Tobago cemented its place in sporting history after claiming the esteemed acumen of being the first Caribbean country to host the Commonwealth Youth Games, which was held from August 4 - 11th, 2023. This accomplishment speaks positively about the country's plans to expand our reach to potential visitors through a robust and systematic approach to sport tourism.

During the course of the competition, several international team members and their coaching staffs took the time to enjoy our unique tour offerings and other local experiences. This was in part facilitated through strategically placed tourism information booths that were present at each respective sporting arena. A special congratulations must be extended to the teams at Sport TT and the Ministry of Sport and Community Development for making this event a resounding success.



Representing Abroad



TRINIDAD CULTURE ON SHOWCASE AT



ROTTERDAM CARNIVAL



Tourism Trinidad participated in the *Zomercarnaval*, which is better known by its English moniker, Rotterdam Carnival, which took place from July 28-29th in the Netherlands.

This summer Carnival consists of a fusion of cultures, music, art and poetry and includes a street parade with accompanying Caribbean styled music. The #visitTrinidad brand represented destination Trinidad well with strategic positioning well within the heart of activities at the bustling Mercado Market.

At the location, our knowledgeable representatives were greeted with many interested visitors who were educated about places of interest, things to do and other useful destination information. Consequently, we met our aim of improved visibility as we move to vigorously promote Trinidad in the Netherlands market as a key destination of choice. This decision comes on the heels of the availability of KLM's Amsterdam-Port of Spain service amongst European-based travellers.

The popularity of Rotterdam Carnival is being touted as one of several key international cultural events that can be further leveraged to target new markets and build increased visitor arrivals to our shores.



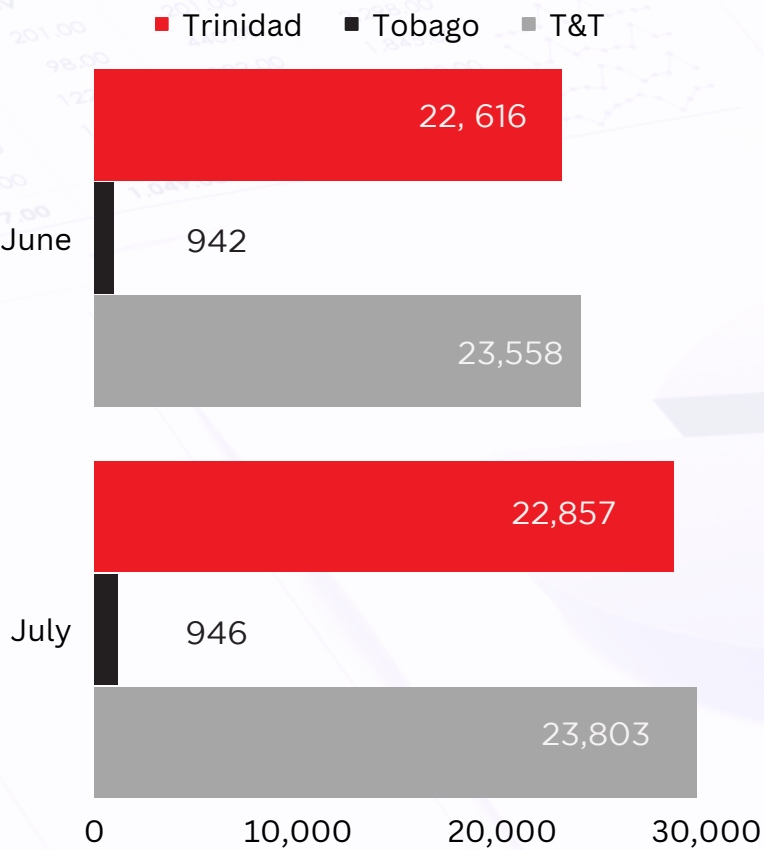
Building relations: Ms. Wendy Lake, International Promotions Specialist at TTL, poses for a picture with the Deputy Mayor of Rotterdam, His Worship Tim Versnel



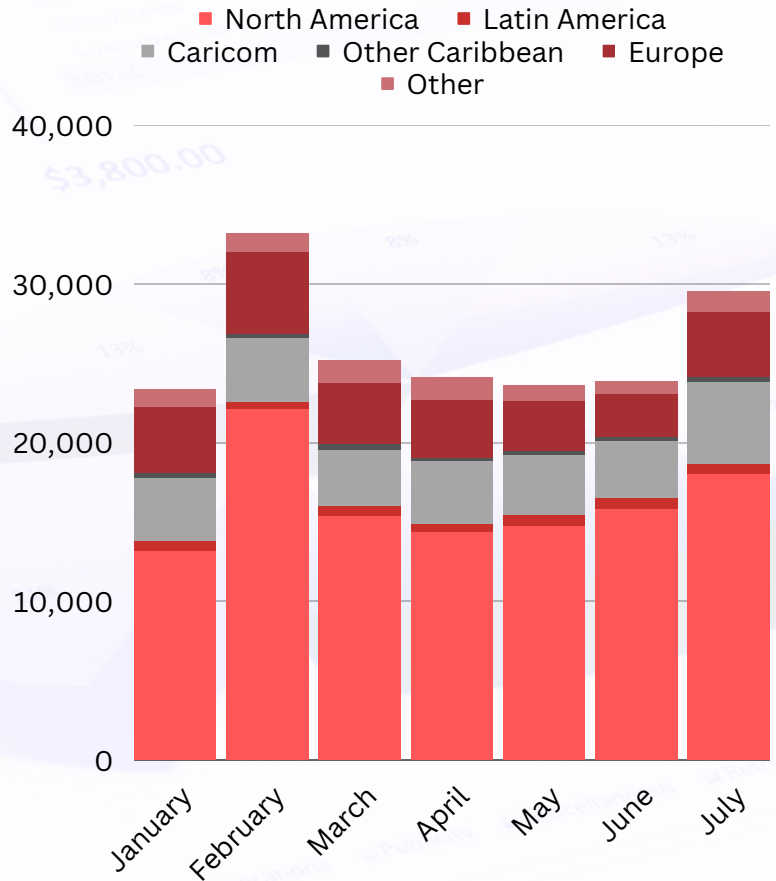
DATA AND STATISTICS



AIR ARRIVALS TO TRINIDAD & TOBAGO: 2023



VISITOR AIR ARRIVALS TO TRINIDAD (ONLY) BY MAIN MARKET SHARE (%)



In July 2023, Trinidad and Tobago welcomed **29,476** visitors, up 24% from last month. The majority (28,352 or 96%) of visitors landed in Trinidad with Tobago receiving just over 1,100 direct visitors. Total visitor arrivals for the first seven months of the year were 182,508.

The **North American market** continues to be Trinidad and Tobago's main source market, averaging **62% of total arrivals** over the period January to July 2023. Other notable source markets were Caricom and Europe which averaged 15% and 10% respectively, over the review period.

DATA AND STATISTICS CONT'D

AS OF JULY 2023

Top 3 Purposes of Visit to Trinidad: Jan to June 2023



Visiting Friends and Relatives (VFR)

33%



Leisure/ Beach Vacation

30%



Business

11%

Inbound Tourist Arrivals to Trinidad by Gender: Jan to June 2023



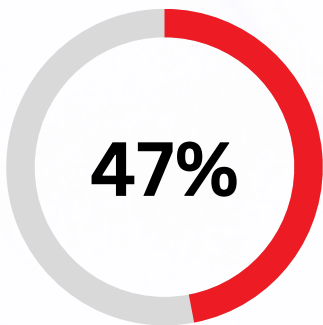
49%



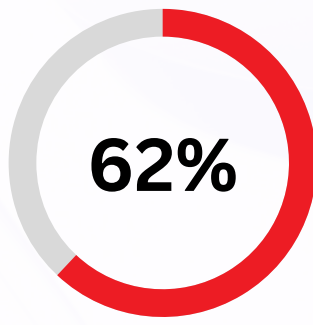
51%

Source: Central Statistical Office, TTL

HOTEL OCCUPANCY LEVEL AND AVERAGE HOTEL RATES



JUNE 2023



JULY 2023

