

STAKEHOLDERS' DIGEST

NEWS FROM THE TOURISM INDUSTRY

October 2023



Cruise Season

TRINIDAD WELCOMES CRUISE SEASON IN OCTOBER 2023

Destination Trinidad had a successful Cruise Season 2022/2023 where the destination welcomed approximately 48,243 cruise passengers.

The Destination is set to welcome an increased number of Cruise passengers in the upcoming Cruise Season which takes place from October 2023 - April 2024. For this time period Destination Trinidad is forecasted to host approximately 84,899 cruise passengers.

From the anticipated list of arrivals, Tourism Trinidad Limited would be welcoming the twenty-one (21) Cruise vessels to our shores inclusive of larger cruise lines such as -

- Royal Caribbean's Jewel of the Seas
- MSC Seaside
- Princess Cruises' - Ruby and Emerald Princess.

Tourism Trinidad will also be welcoming approximately ten (10) new vessels to the island's shores.

In the 2023/2024 season, Tourism Trinidad will be offering the following services to cruise passengers:

- Cruise Tourism Information Office.
- Quayside entertainment.
- Destination guidance and support to cruise passengers via Visitor Ambassadors.
- Facilitating stakeholder networks to provide tours and transportation services to cruise passengers.



INTERESTED IN CONTRIBUTING OR BEING FEATURED?
SEND US AN EMAIL AT STAKEHOLDERRELATIONS@VISITTRINIDAD.CO.TT

**CAPACITY
BUILDING****TOURISM TRINIDAD HOSTS MEDIA TRAINING
WORKSHOP FOR BUDDING JOURNALISTS**

**EXTRA,
EXTRA,
READ ALL
ABOUT IT...**



Tourism Trinidad is committed to developing talent and creating authentic travel experiences. In line with this mission, the organization recently partnered with the College of Science, Technology and Applied Arts of Trinidad and Tobago (COSTAATT) to host a media workshop.

The workshop provided an opportunity for tourism professionals to work closely with journalism students from COSTAATT. Together, they explored the art of storytelling in the context of travel and tourism, and developed creative ways to capture Trinidad's rich culture, stunning natural beauty, and vibrant communities.

Tourism Trinidad believes that these emerging journalists have the potential to truly represent the spirit of Trinidad. The workshop marks the beginning of a collaboration between the two organizations to nurture the next generation of travel journalists.

Tourism transcends mere destinations; it's about the narratives we weave. Tourism Trinidad's goal is to refine the skills of these budding journalists, empowering them to tell genuine travel stories that will captivate audiences worldwide.

Join Tourism Trinidad in applauding the future of travel journalism as it embarks on this exciting venture with COSTAATT. Keep an eye out for more engaging stories, striking visuals, and memorable moments penned by these talented writers.

HOT NEWS

Breaking News

Business

VISIT OUR WEBSITE FOR MORE INFORMATION. WWW.VISITTRINIDAD.TT

STAKEHOLDER SUPPORT

COUVA/TABAQUITE/TALPARO STAKEHOLDERS RECEIVE COMMUNITY-BASED TRAINING



**IT TAKES
A COMMUNITY...**

On August 8th & 9th, 2023, the Ministry of Tourism, Culture and the Arts, Tourism Trinidad Limited (TTL) and the Couva /Tabaquite /Talparo Regional Corporation collaborated to host an online workshop for stakeholders within the region and its burgesses. Four officers from Tourism Trinidad, along with two officers from the Ministry assisted with facilitating the capacity building workshop.

Participants were exposed to topics such as Understanding Community-Based Tourism, Planning Community-Based Tourism (CBT) Business, Understanding Markets, Developing Products, Pricing Products, Meeting Visitor Expectations, Marketing and Developing Financial Management Skills.

Twenty-five (25) participants also benefitted from an increased knowledge in CBT enterprise development which focused specifically on the communities within the region. Once this knowledge is applied, it will allow entrepreneurs and others to experience greater business success and improve the service standards within the tourism industry.

On August 18th, 2023, the participants, which included accommodation providers, a local museum curator, producers of coffee, chocolate, wine, and beauty products, and restaurant owners, among other businesses received their certificates of completion in a ceremony held at the Ministry of Tourism, Culture and the Arts.

Sport Tourism Recap

#VISITTRINIDAD PROVIDES CULTURAL DISPLAYS AT TKR GAMES



Sport Tourism Recap

#VISITTRINIDAD PROVIDES CULTURAL DISPLAYS AT TKR GAMES



CULTURE ON DISPLAY AT TRINBAGO KNIGHT RIDER GAMES

Trinidad and Tobago's culture was on full display at the cricket games involving the Trinbago Knight Riders at the Queen's Park Oval and the Brian Lara Cricket Academy in Trinidad in this year's edition of the Caribbean Premier League.

Tourism Trinidad, proud sponsor of the TKR team through the use of the brand #visitTrinidad, provided a keen atmosphere befitting of the CPL's tagline, 'The Biggest Party in Sport'. Spectators were treated to the sweet sounds of tassa music, along with the eclectic sights of the Pierrot Grenade, Dame Lorraine and graceful moves of our Moko Jumbies.

Additionally, attendees to the games enjoyed a multitude of giveaways that were distributed via the #visitTrinidad booth.

The Trinbago Knight Riders will meet the winner of the Jamaica Tallahwahs versus Guyana Amazon Warriors scheduled for Sunday.



#visitTrinidad

Representing Abroad

TRINIDAD DIASPORA GETS A TASTE OF HOME IN TORONTO

Held under the auspices of the Consulate General of the Republic of Trinidad and Tobago and buoyed by last year's extraordinary success, the Trinbago Toronto Festival maintained a view to cementing its place on the events calendar of the City of Toronto, and are working aggressively towards Trinbago Festival 2023, to be held on August 26th and 27th. In 2022, the Festival welcomed a staggering 18,000 persons from all backgrounds and walks of life over a single weekend and garnered significant positive media coverage across print, television, YouTube and social media (Facebook, Instagram and TikTok) for both destinations.

The event brought together Trinidad and Tobago's diaspora as well as Canadians and other communities to experience our culture, history and heritage, and so is an opportunity to drive Tourism to the destination. The event is proud to support the Caribbean Scholarship Foundation in providing opportunities, support and education for youth of Caribbean descent.

Trinbago Toronto Festival intends to maintain the last weekend of August going forward to take advantage of the surge of patriotism linked to Trinidad and Tobago's annual Independence celebrations. Trinidad Tourism Limited's participation in 2023 presented an invaluable opportunity for its diaspora engagement strategy and overall visibility in Canada. The prime location of the event, Yonge and Dundas Square, in the heart of downtown Toronto creates maximum exposure as thousands of visitors and locals pass through this thoroughfare daily.





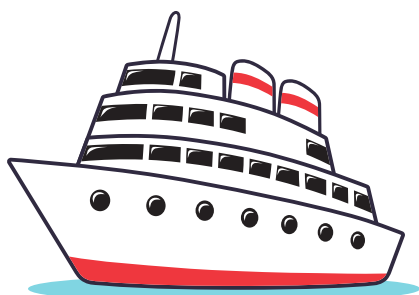
UPCOMING EVENTS IN OCTOBER



RESTAURANT WEEK
29TH SEPT- 8TH OCT, 2023



BUDGET DAY PRESENTATION
2ND OCT, 2023



CRUISE SEASON 2023/24
STARTS 11TH OCT, 2023



TOTALLY TOCO'S
FOODIE EXTRAVAGANZA
15TH OCT, 2023



TOBAGO CARNIVAL
27TH - 29TH OCT, 2023



UPCOMING EVENTS IN OCTOBER CONT'D



Trinidad & Tobago
Institute of Architects

OUT OF THE SHADOW

CRITICAL REGIONALISM in ARCHITECTURE 1957 - 2019

Exhibition - John Gillespie, Architect
at Castle Killarney (Stollmeyer's)

WORKSHOPS on Saturdays



7 OCT 2023
SHANE MOHAMMED

ART
"Found Objects"

10am to 2pm

\$100.00
Students \$50.00

6 years and over



14 OCT 2023
MARLON DARBEAU

BY MAKING - FURNITURE/ INDUSTRIAL DESIGN

10am to noon

\$100.00
Students \$50.00

15 yrs and over



21 OCT 2023
SHARON BURFORD

ARTY PARTY TT - SIP & PAINT

10:30 am to 1:30pm

\$300.00

CALL Sharon to book your spot!
327-1790



28 OCT 2023
MARTYN JOAB

SUSTAINABILITY
"2 degrees Celsius - It's time! "

1pm to 2pm

\$100.00
Students \$50.00

Solar Energy Display
by RESSCOTT Ltd.




4 NOV 2023
ANDRE BAGOO

POETRY
"The Visible and Invisible Architecture of a Poem"

10:30 am to noon



\$100.00
Students \$50.00



11 NOV 2023
ABEL BUILDING SOLUTIONS - Bestcrete Pavers Installation

10.30 am to noon

\$100.00
Students \$50.00

Please RSVP for Workshops with Leah Polo-Kennedy at administration@tia-architects.org /624-8842/360-3353.
Visit www.tia-architects.org/exhibition to learn more.

CLADEN MUSIC
STUDENT SHOWCASE CONCERT

MOVIE MELODIES

FEATURING
THE SCHOOLS OF THE SOUTH

Music and Vocal Students
of Claden Music

Atoza Music Consultancy Pan Academy
Jason Bishop Music Academy
and more

SUNDAY 1ST OCTOBER
VENUE NAPARIMA BOWL
19 PARADISE PASTURE SAN FERNANDO

TIME 6:30 PM
TICKETS \$200.
CHILDREN UNDER 12 YEARS: \$80.

VOIX RICHES
Presents

WOMAN & VIBES

The Greats

Sunday 29th October 2023
Naparima Bowl
6:00 PM
\$200.00

UPCOMING EVENTS IN OCTOBER CONT'D



The Southern Academy for the Performing Arts

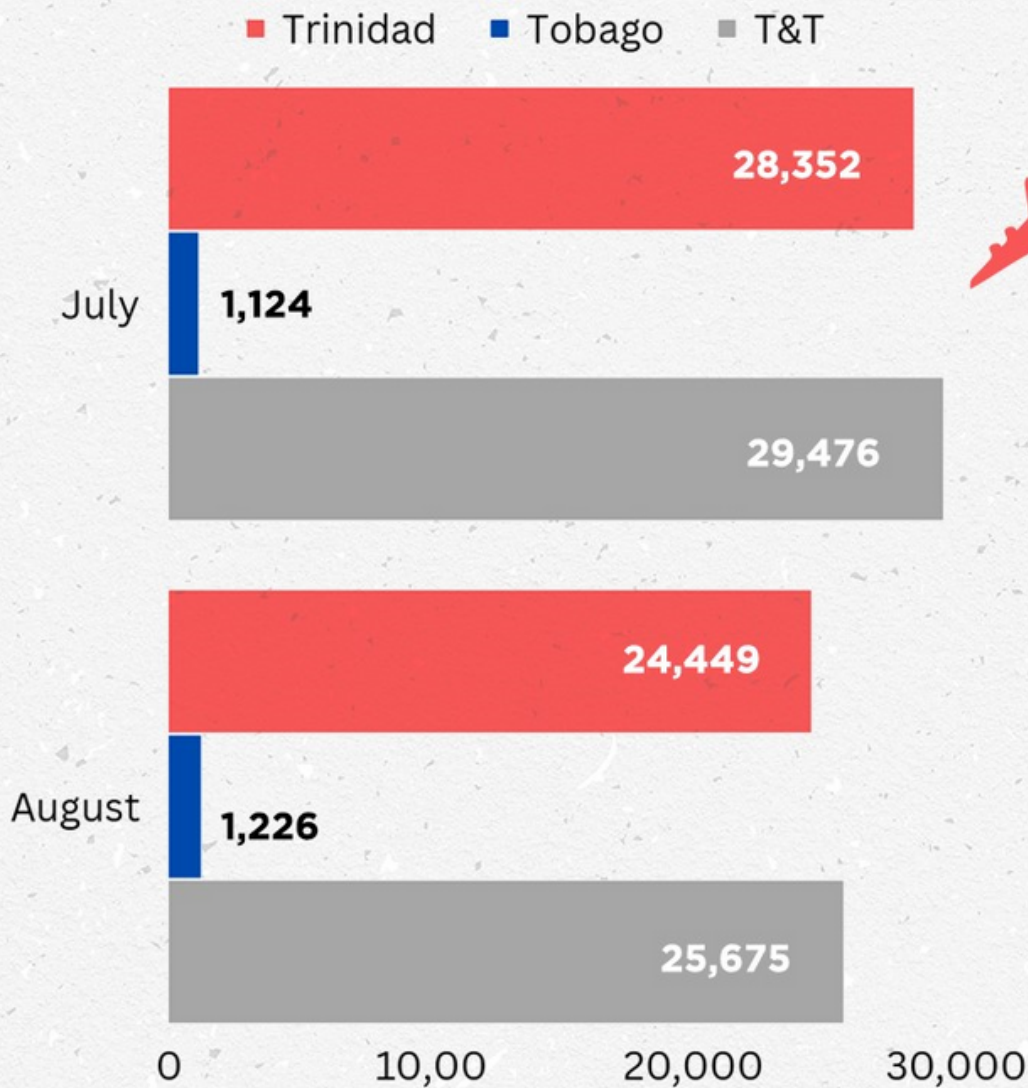
EVENT CALENDAR*October, 2023*

EVENT	EVENT TYPE	DATE	TIME	TICKET PRICE
Iere Theatre presents: A Brighter Sun	Theatre Production	Sunday 1st	6:00 p.m.	\$200
Chris Balbosa Institute of Performing Arts presents: As One	Concert	Sunday 8th	6:00 p.m.	\$200
R.S. Productions presents: Fifty-ish... Hott AF!!	Comedy	Saturday 14th Sunday 15th	8:30 p.m. 6:30 p.m.	\$200 \$250
Anglican Diocese T&T presents: Jazz for the Holy Cathedral	Concert	Saturday 21st	7:00 p.m.	\$200 \$300
Patrice Richardson presents: The Power of a Dream	Concert	Sunday 22nd	7:00 p.m.	\$200 \$250
Eugene Joseph Dance Theatre presents: For the Love of Dance '23	Dance Concert	Saturday 28th	6:00 p.m.	\$250



STAKEHOLDER INFORMATION BULLETIN

AIR ARRIVALS TO TRINIDAD & TOBAGO: 2023

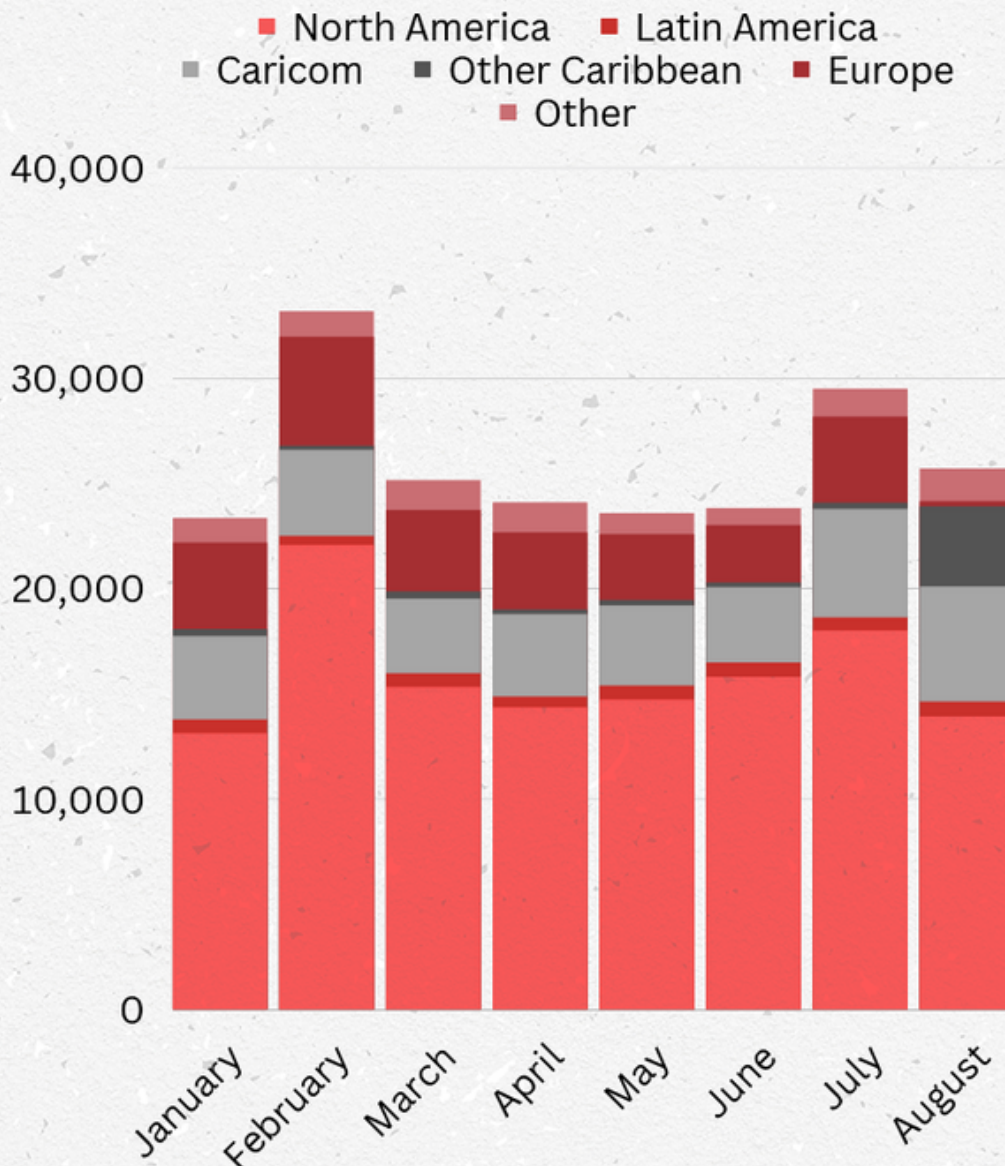


In August 2023, Trinidad and Tobago welcomed **25,675 visitors**. The majority (24,449 or **95%**) of visitors landed in Trinidad with Tobago receiving just over 1,200 direct visitors. Total visitor arrivals for the period January-August were 208,183.



STAKEHOLDER INFORMATION BULLETIN

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

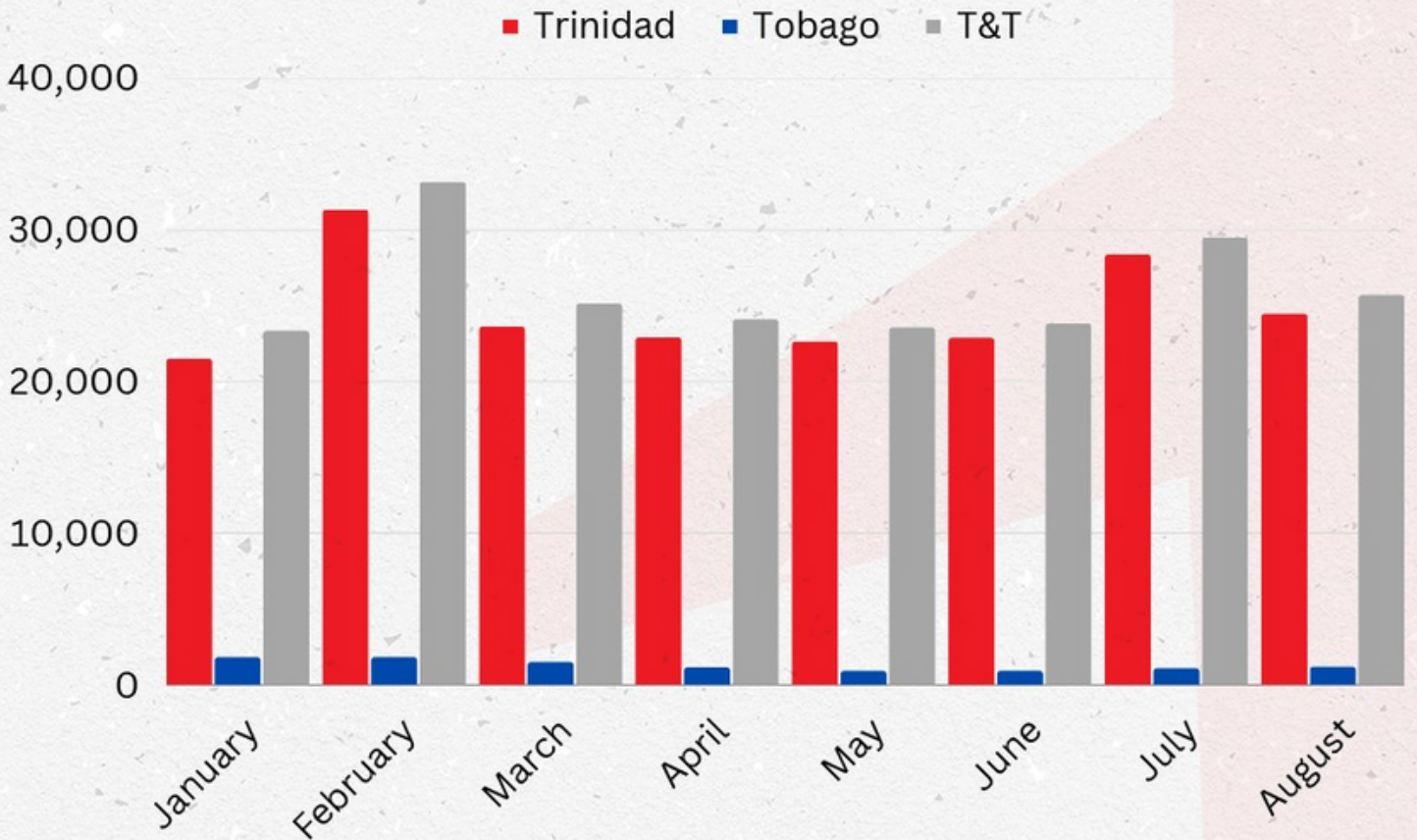


The **North American market** continues to be Trinidad and Tobago's main source market, averaging **61% of total arrivals** over the period January to August 2023. Other notable source markets were Caricom and Europe which averaged 16% and 15% respectively, over the review period.



STAKEHOLDER INFORMATION BULLETIN

TOTAL AIR ARRIVALS TO TRINIDAD & TOBAGO: JAN- AUG 2023





STAKEHOLDER INFORMATION BULLETIN

TOP 3 PURPOSE OF VISIT TO TRINIDAD: JAN TO AUG 2023



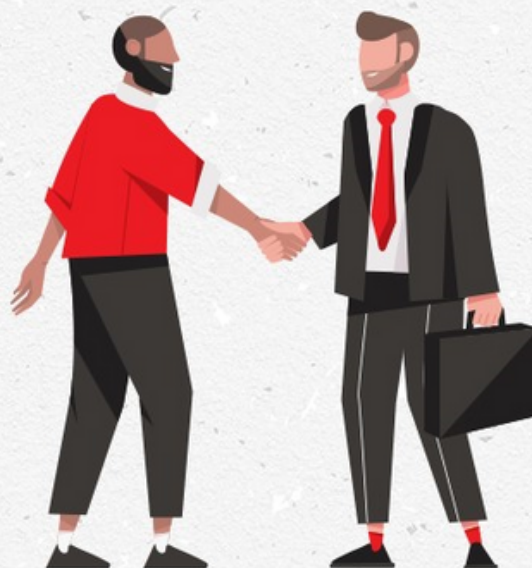
Visiting friends and relatives (VFR)

32%



Leisure / Beach Vacation

30%



Business

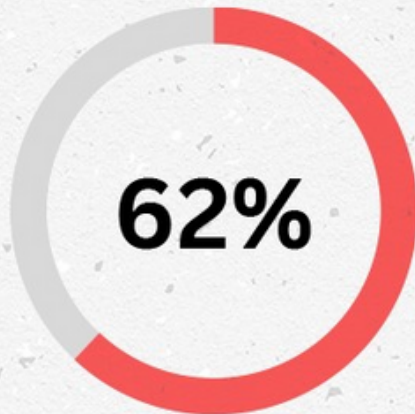
11%



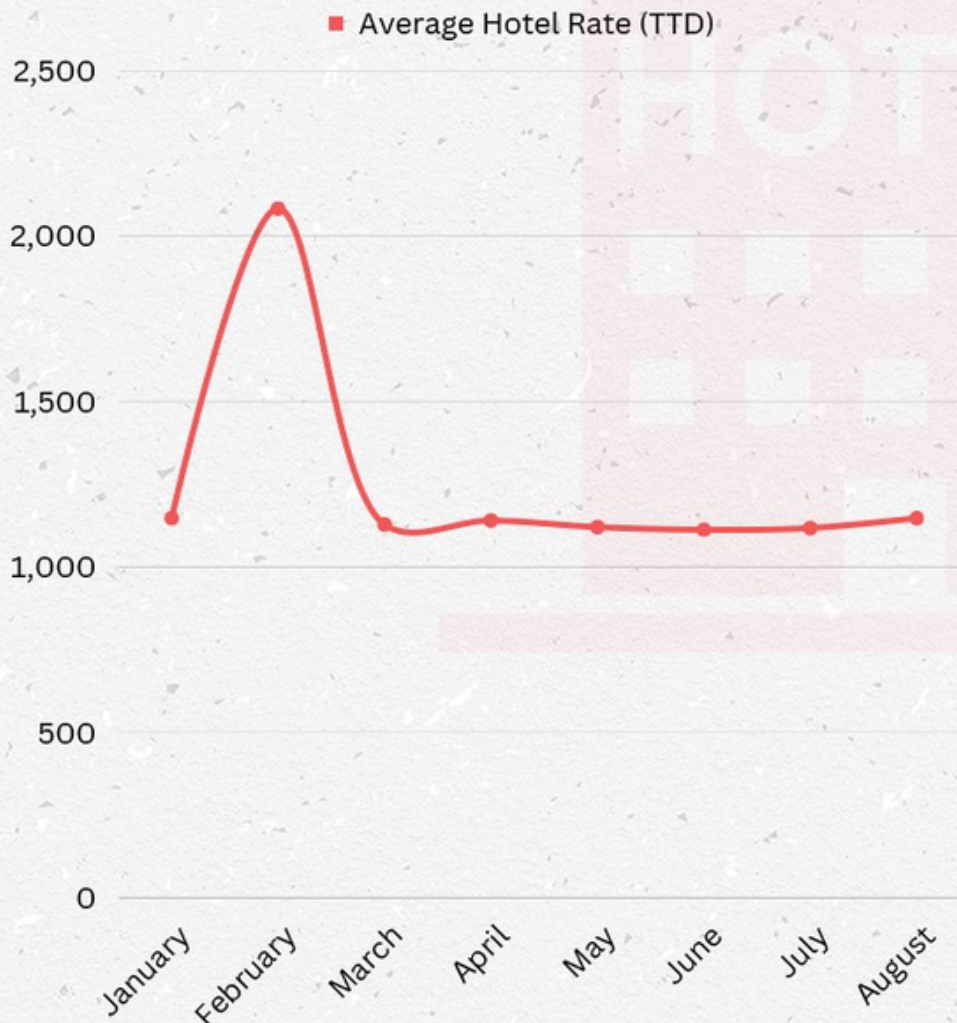
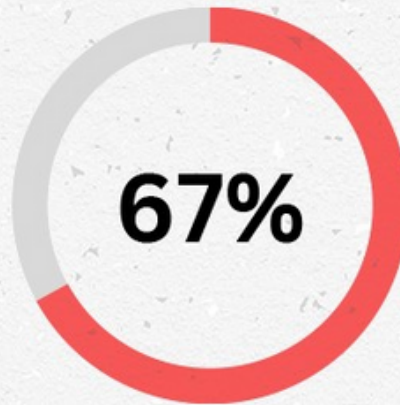
STAKEHOLDER INFORMATION BULLETIN

HOTEL OCCUPANCY AND AVERAGE RATES

JULY 2023



AUG 2023



OUR NEW CORPORATE WEBSITE IS LIVE!

VISIT US TODAY

tourismtrinidad.tt

