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TOURISM TRINIDAD OFFICIALLY LAUNCHES THE 2023-2024 CRUISE SHIP SEASON WITH A GRAND WELCOME FOR THE RUBY PRINCESS

Port of Spain, November 14th, 2023: Tourism Trinidad has officially cut the ribbon to open the official launch of the highly anticipated 2023-2024 Cruise Ship Season. This exciting event was marked by the warm welcome of the Ruby Princess, the second ship of the season, from the renowned Princess Cruises line.

Minister of Tourism, Culture and the Arts, The Honourable Randall Mitchell notes that, "we continue to beckon visitors to our shores and this launch along with the efforts we have put in behind the scenes at various trade shows are proof that Trinidad and Tobago remain the jewel of the Caribbean." He continued, "The cruise industry is a vital part of our economy, and we are committed to working with our partners to make this season the most successful one yet."

The majority of the passengers originated from the United States, followed by the UK and Canada. Just over 800 of the passengers went on pre-booked tours utilizing 50 maxi-taxis from local tour operators.

The visiting passengers were able to take advantage of an array of tours, allowing them to explore the culture and natural beauty of Trinidad. Some of the tours included a city tour, Maracas beach and waterfall tour, Caroni swamp tour, Paramin tour, and a visit to the famous Angostura Rum Distillery. Visitors were also treated to quayside entertainment, showcasing the best of our local culture.

Carla Cupid, CEO of Tourism Trinidad, expressed her optimism for the upcoming cruise season, stating, "2023-2024 promises to be a remarkable one, filled with new experiences and adventures for our visitors. Trinidad is ready to continue to showcase its rich cultural mix and world-class hospitality. We are dedicated to making this season unforgettable for every passenger who steps onto our shores."

One of the key highlights of the launch was the mobilization of Tourism Trinidad's Destination Support Visitor Ambassadors. These dedicated ambassadors were stationed at various locations throughout the city to provide essential destination tourism information and support services, ensuring a high-quality passenger experience.

The 2023-2024 season began with the arrival of the Seabourn Pursuit in early October, building upon the successes of the previous season. Initial projections indicate that approximately 88,000 passengers and 30,000 crew members will set foot on Trinidad's shores during this season.

Commenting on the launch, Mayor of Port of Spain, His Worship Alderman Chinua Alleyne said, “the capital city is ready for not just incoming cruise ships but also the entire country. We are encouraging all to come use our public spaces and rediscover the beauty of the city.”

Of note for this season is the inclusion of 10 inaugural visits and 5 new cruise lines, including Seabourn, Ex Polaris, Victoria Cruises, Silver Seas Cruises, and Salen Ship Management Company. This season's expansion reflects the growing interest in Trinidad as a top cruise destination.

The 2022-2023 cruise season was a resounding success, with a total of 48,243 passengers arriving via 29 calls, showcasing the remarkable potential of Trinidad's cruise industry. With the increased number of ships and passengers projected for the 2023-2024 season, Trinidad is set to reach even greater heights as a premier cruise destination in the Caribbean.

Tourism Trinidad looks forward to welcoming cruise ship passengers from around the world and providing them with unforgettable experiences, enticing them to return and explore more of what Trinidad has to offer.

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