

STAKEHOLDERS' DIGEST

NEWS FROM THE TOURISM INDUSTRY

November 2023



Festival of Lights

NATIONAL TRUST COMMEMORATES DIVALI WITH A CENTRAL HERITAGE TOUR



Trinidad and Tobago will be joining with the Hindu community in the month of November to commemorate the "Festival of Lights" otherwise known as Divali.

Within this observation, Tourism Trinidad wishes to shine a light of our own on our featured stakeholder, the National Trust, who will host a Central Heritage Tour which encompasses various aspects of Hindu practices and Indian culture locally.

The National Trust invites all to come on a journey to relive the passion, determination and resilience of our East Indian Heritage and see why it has been a huge part of shaping the cultural identity of Trinidad and Tobago.

Join with them on Saturday 11th November at Mille Fleurs for a fascinating driving tour to the heartland. Hear the legend of Sadhu, visit the larger-than-life Hanuman murti, view extraordinary buildings in the Dravidian-style architecture, learn about the Potters House experience and more.

The cost to attend this tour for members is \$150 and \$200 for non-members. To reserve your spot on this tour, call 225-4750.

Please note that limited spots are available.



THE NATIONAL TRUST
OF TRINIDAD AND TOBAGO



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



Caribbean
Tourism
Month
PEOPLE, PLANET AND PROSPERITY



#visitTrinidad

A MESSAGE FROM OUR CEO

As CEO of Tourism Trinidad, my colleagues and I are proud to join the region in commemorating Caribbean Tourism Month (CTM). This year's theme, "One Caribbean: Investing in Our People, Protecting Our Planet, Prosperity for All," is a reminder of the vital role that tourism plays in our lives and the importance of working closely with our stakeholders to achieve a sustainable future for the sector.

At Tourism Trinidad, we recognize that our stakeholders are the backbone of our industry and we rely on their expertise and support to deliver exceptional experiences for our visitors. From our hoteliers, restaurateurs and tour operators to our transportation providers, artisans, community groups and even entrepreneurs; we salute and appreciate their efforts alike.

We are grateful for their contributions and commitment to working with us to build a stronger and more prosperous tourism sector.

During CTM, we invite you to join us in celebrating the diversity of our country and the exceptional experiences it has to offer. We encourage you to participate in our myriad of exciting initiatives, and to spread the message of Caribbean Tourism Month far and wide. Tune in to Tourism Trinidad and the Ministry of Tourism Culture and the Arts' social media and look out for important updates on how you can participate.

Together, we can showcase the beauty of Trinidad, celebrate our people, and work towards a more sustainable and prosperous future for all.

Carla Cupid
Chief Executive Officer

TOURISM
trinidad





Government of the Republic of Trinidad and Tobago
Ministry of Tourism, Culture and the Arts

TOURISM
trinidad

Caribbean
Tourism
Month
PEOPLE, PLANET AND PROSPERITY



CALENDAR OF EVENTS

Essay Writing Competition

November 1-30

Ministry of Tourism, Culture and the Arts

Mighty Sparrow Exhibition

November 1-30

Piarco International Airport Departure Lounge

Ministry of Tourism, Culture and the Arts

Bucket List Social Media Competition

November 3-30

Tourism Trinidad

Women in Calypso Exhibition

November 8-30

Trinidad & Tobago Carnival Museum, Port of Spain

Ministry of Tourism, Culture and the Arts

Caribbean Airlines Career Fair

November 9-10

Tourism Trinidad

Live at Lunch

November 14

Brian Lara Promenade, Port of Spain
Ministry of Tourism, Culture and the Arts

Official Launch of

Cruise Season

November 14

Tourism Trinidad

Community-Based Tourism Workshop

November 15-17

Beausejour, Diego Martin

Ministry of Tourism, Culture and the Arts,
Tourism Trinidad

Divali Exhibition

November 3-5

Gulf City Mall, San Fernando

Ministry of Tourism, Culture and the Arts

Visual Arts Exhibition

November 6-17

Rotunda Gallery, Port of Spain

Ministry of Tourism, Culture and the Arts

Social Media Trivia

November 8, 15, 22 & 29

Ministry of Tourism, Culture and the Arts

Sustainable Tourism with Angostura

November 17

Tourism Trinidad

Beach Clean-Up

“Don't Trash Your Paradise”

November 18

Las Cuevas

Ministry of Tourism, Culture and the Arts

Sustainable Tourism Webinars

November 20 & 30

Tourism Trinidad

Oui to the World

November 21

NAPA, Port of Spain

Ministry of Tourism, Culture and the Arts

Career Day

November 24

NALIS, Port of Spain

Ministry of Tourism, Culture and the Arts

Tree Planting

“One Sapling for Every Life”

November 25

Caura

Ministry of Tourism, Culture and the Arts

#visitTrinidad

All Aboard!

FIRST UP: TRINIDAD WELCOMES THE SEABOURN PURSUIT



Trinidad welcomed its first cruise ship for the 2023-24 season on Wednesday 11 October, 2023.

The Seabourn Pursuit made its maiden voyage to our shores, bringing with it 182 passengers from several parts of the globe.

The visibly excited visitors were treated to cultural displays in the form of carnival masqueraders, moko jumbies and the sweet sound of the steelpan instrument. According to the information received, Trinidad received visitors from countries such as Argentina, Canada, Hong Kong, Ireland, Italy, Lithuania, Netherlands, New Zealand, Norway, South Africa, Switzerland, United Kingdom and the United States of America.

The Seabourn Pursuit caters mainly to a luxury niche market that provides high-end experiences to its passengers.

The vast majority of the passengers that disembarked went on tours that took them to city sites and attractions, to the picturesque landscape of Paramin and to the Mount Saint Benedict Monastery amongst other things.



**CAPACITY
BUILDING**

**A STEP IN THE RIGHT DIRECTION:
TOURISM STAKEHOLDERS RECEIVE STEP
CERTIFICATION**



Several tourism stakeholders became certified in defensive driving, wilderness survival skills and sea skills training as part of the Small Tourism Enterprise Project certification ceremony.

The ceremony, which was held on Friday 13 October 2023 at Queen's Hall, was well attended by persons representing a wide cross-section of the tourism sector.

On the day, representatives from Tourism Trinidad, COSTATT and the Trinidad and Tobago Cadet Force were on hand to present the attendees with their respective certificates.

Speaking at the ceremony, Ms. Shaneil Sutherland, Manager of the Destination Development team and the lead for all training activities with tourism stakeholders stated that her team was proud to provide continued support to stakeholders and promote capacity building. She further lamented that thanks to the involvement of the Cadet Force and other partner agencies, stakeholders were now able to access a range of new and exciting areas of training that is needed to promote a competitive industry.



SUSTAINABLE
TOURISM

ANGOSTURA PARTNERS WITH TOURISM TRINIDAD LIMITED TO DELIVER REPURPOSED RUM CASKS TO ECO-BASED TOURISM STAKEHOLDERS

WORLD TOURISM DAY 2023

"Tourism and Green Investment"



As the world came together to celebrate World Tourism Day, which was observed on Wednesday 27 September 2023, Tourism Trinidad and Angostura Limited joined together with local community tourism groups, Trini Tours and Café Mariposa, to be a part of the global movement towards sustainable tourism.

This year's theme, "Tourism and green investment," reminds us of the importance of investing in a greener and more sustainable future for the tourism industry. In line with this theme, the two community organizations received refurbished rum casks generously donated by Angostura Limited.

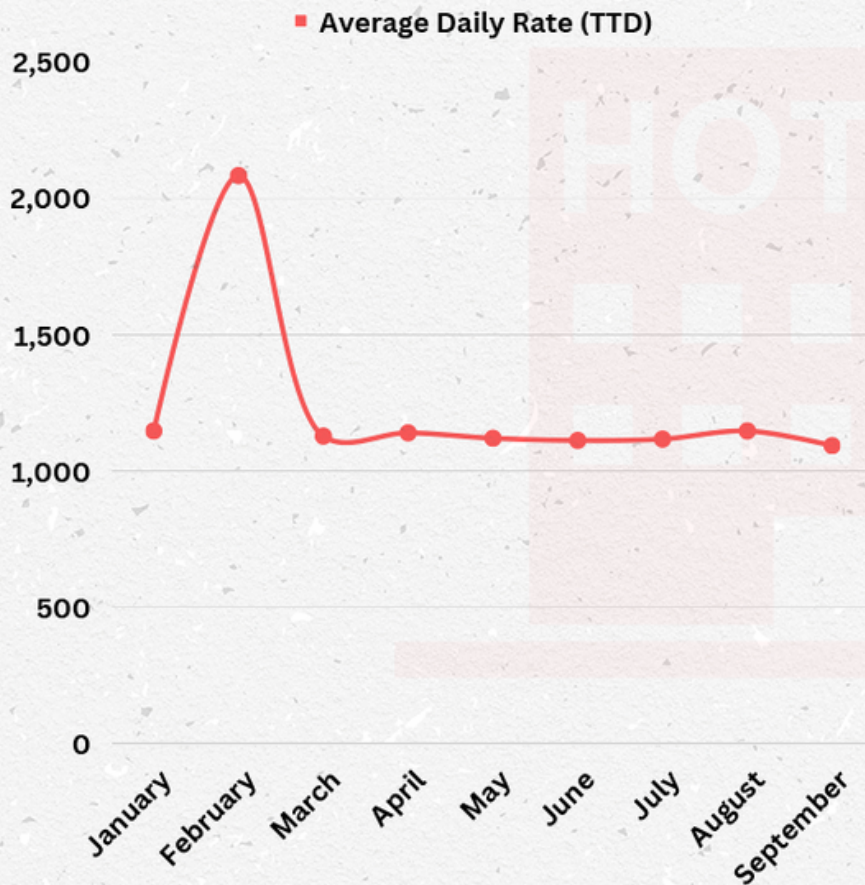
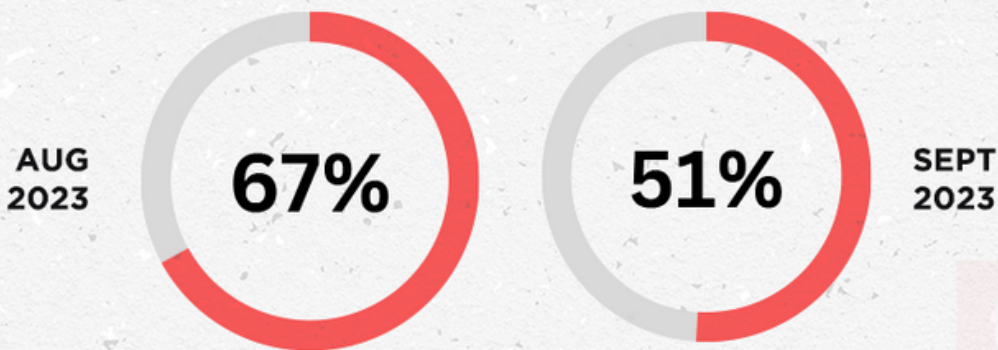
Present on the day was Ms. Carla Cupid, CEO of Tourism Trinidad who encouraged persons within the industry to become more environmentally conscious in their approach. This sentiment was also echoed by Mrs. Sophie Charles-Barber, Executive Manager of Marketing at Angostura Limited, who expressed her company's dedication to working with local bodies to support the sustainability thrust.

The counterpart team attached to this partnership project ensured that more tourism stakeholders will be engaged with similar type activities in the near future. To find out more about this initiative, contact our stakeholder relations desk at stakeholderrelations@visittrinidad.co.tt.



STAKEHOLDER INFORMATION BULLETIN

HOTEL OCCUPANCY AND AVERAGE DAILY RATES

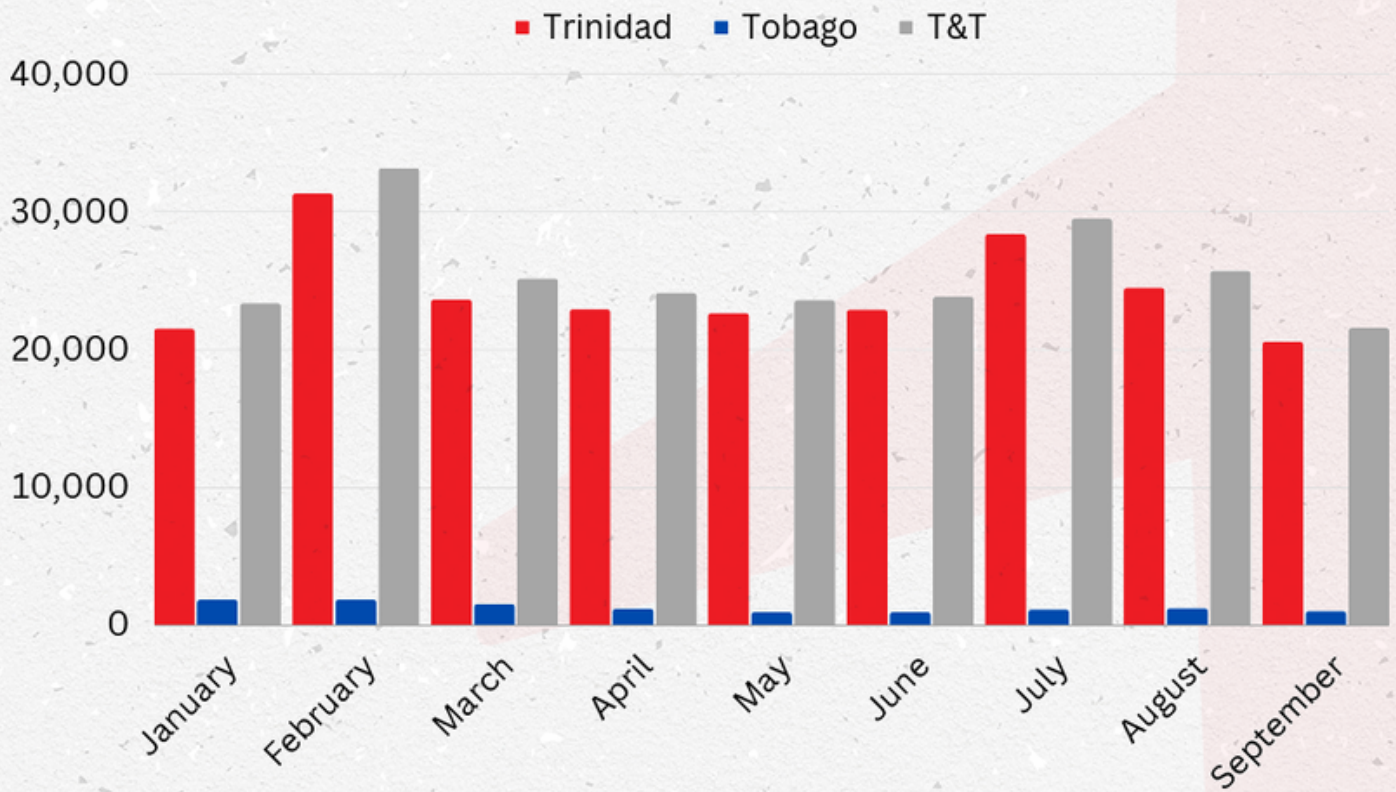


Hotel occupancy was recorded at 51% in September. The average daily rate witnessed a decline from \$1,147 in August to \$1,093 in September.



STAKEHOLDER INFORMATION BULLETIN

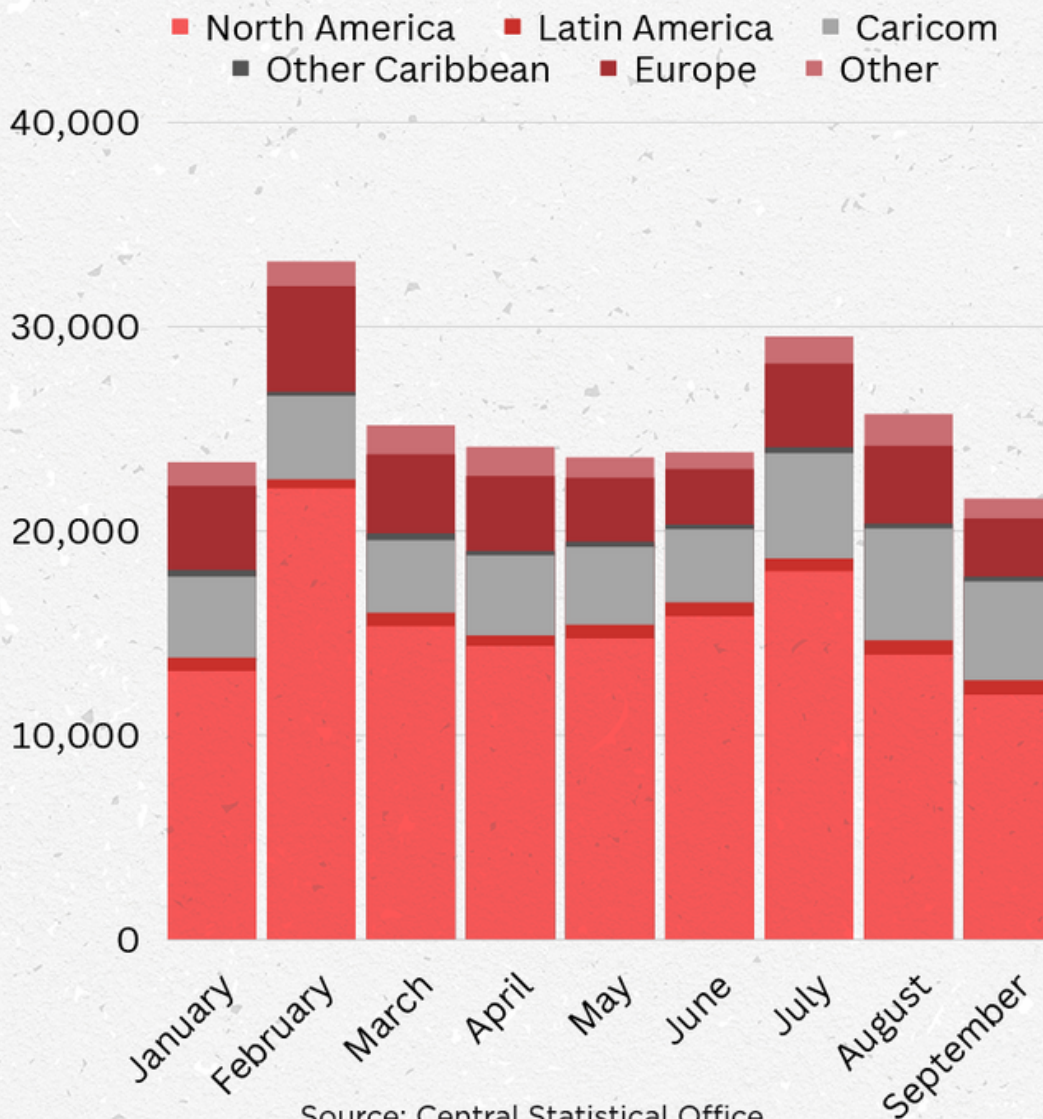
TOTAL AIR ARRIVALS TO TRINIDAD & TOBAGO: JAN- SEPT 2023





STAKEHOLDER INFORMATION BULLETIN

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

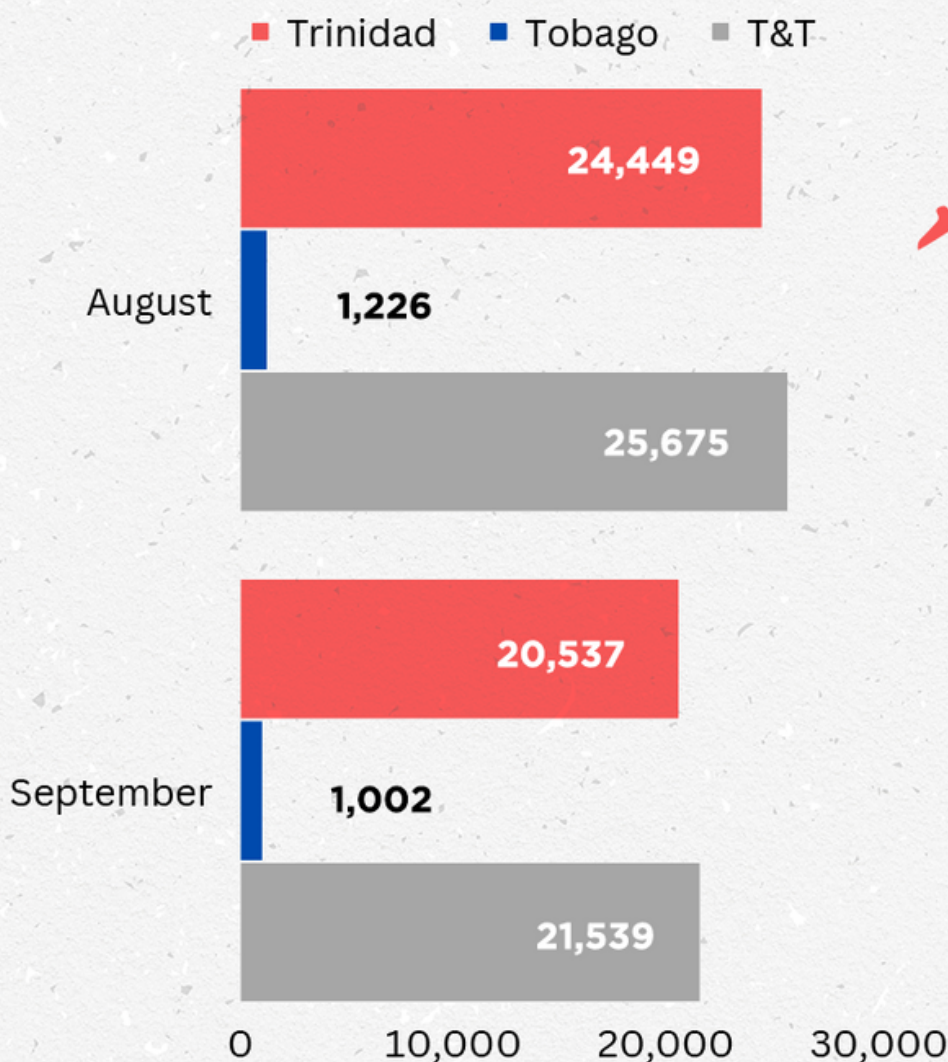


The **North American market** continues to be Trinidad and Tobago's main source market, averaging **61% of total arrivals** over the period January to September 2023. Other notable source markets were CARICOM (17%) and Europe (15%), over the review period.



STAKEHOLDER INFORMATION BULLETIN

STOP-OVER AIR ARRIVALS TO TRINIDAD & TOBAGO: 2023



In September 2023, Trinidad and Tobago welcomed **21,539** visitors, down 16% from last month but a 12% increase when compared to the same month last year. It should be noted that total visitor arrivals to T&T for the period January-September 2023 totaled **229,722**; up 48 % vs the same period last year.



STAKEHOLDER INFORMATION BULLETIN

INBOUND TOURIST ARRIVALS TO TRINIDAD BY GENDER: JAN TO SEPT 2023



49%



51%

OUR NEW CORPORATE WEBSITE IS LIVE!

VISIT US TODAY

tourismtrinidad.tt

