

PRESS RELEASE

BUSINESS EVENTS AND CONFERENCES TO BOLSTER ECONOMY AND ENHANCE DESTINATION APPEAL

Port of Spain, December 5th, 2023: Tourism Trinidad is continuing its extended focus on embracing MICE or Meetings, Incentives, Conferences, and Exhibitions tourism to enhance our tourism product and stimulate economic growth. This marks a significant milestone in our ongoing efforts to position Trinidad as the premier destination in the English-speaking Caribbean for small to medium conferences.

MICE tourism is a dynamic sector with the potential to drive economic activity in the tourism industry. As we recognize the immense opportunities this type of tourism presents, Trinidad is taking bold steps to continue catering to and attracting this segment and reap its benefits.

MICE Tourism's importance creates economic growth, a diversification of our tourist offerings, year-round opportunities for consistent tourist arrivals and helps create a more stable and sustainable tourism industry.

Trinidad has many state-of-the-art meeting facilities, and exhibition spaces to accommodate a wide range of events. These facilities meet international standards, ensuring a seamless experience for MICE travellers.

For the year Tourism Trinidad has provided support to more than ten of these conferences locally. Some of the larger ones being, the Association of Caribbean Commissioners of Police AGM, Commonwealth Chemistry Congress, the Caribbean Shipping Association AGM, and Caribbean Banking Association. Just this conference alone brought in over twelve hundred attendees.

It was through combined efforts, we were able to secure Trinidad the hosting rights for the World Wide Marriage Encounter in 2025. An event that has never been held outside of the US for its 50-year existence. This activity in will be held in June 2025 and is expected to bring close to fifteen hundred participants and their families to this country.

While this is happening, our marketing team is actively promoting Trinidad as an ideal MICE destination through targeted campaigns and attendance to various industry trade shows where we engage attendees to highlight the unique and captivating features of our island.

These efforts are paying off. For the period January to September 2022 there were 16,739 persons entering the country for business and conferences. For the corresponding period in 2023 this figure is 25,393. A fifty-two percent increase. According to CSO, total visitor expenditure of business travellers for 2022 was TT\$221,182.

Developing the MICE sector also extends to supporting local businesses, as visitors utilise the services of hotels, restaurants, and tour operators to provide services. This extends even deeper into the economic ecosystem when one considers, events planners, sound, stage, and entertainment professionals who are locally contracted to be at these activities.

Trinidad Tourism's CEO Carla Cupid, expressed enthusiasm for this focus, saying, "MICE tourism as part of our overall tourism strategy is a step toward a more sustainable and resilient industry. We are confident that this will not only boost our economy but also elevate Trinidad's reputation as a world-class destination."

As we open our doors to MICE tourism, Tourism Trinidad remains committed to preserving our natural beauty, rich culture, and warm hospitality, ensuring that every visitor, whether here for business or leisure, leaves with unforgettable memories.

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