

**PRESS RELEASE**

**TOURISM TRINIDAD AND TTIFC HOST WORKSHOP TO REVOLUTIONISE THE  
TOURISM BUSINESS WITH DIGITAL PAYMENTS**

**Port of Spain, December 15th, 2023:** Tourism Trinidad, in collaboration with the Trinidad and Tobago International Financial Centre (TTIFC), hosted a workshop to introduce cashless payment methods to local travel tourism merchants to catalyse a shift in the way the sector conducts business.

The workshop, held at One FinTech Avenue, the FinTech innovation centre, attracted tourism stakeholders from tour guides, community tourism organisations, hoteliers, and regional corporations to local craft organisations. It provided insights into the advantages of digital payment solutions and their potential to enhance visitor experiences and improve tourism business.

Chief Executive Officer of Tourism Trinidad Carla Cupid noted, “With the rapid evolution of technology, the global tourism landscape is undergoing a paradigm shift towards digitalisation, offering unprecedented opportunities for growth, efficiency, and customer satisfaction. By embracing digital payments, our sector is poised to unlock a myriad of possibilities, revolutionising the way transactions are conducted and experiences are delivered to visitors.”

With capabilities to offer hassle-free payment options for tourist merchants and customers, digital payments can elevate the tourist experience and encourage repeat visits.

This collaboration with TTIFC is timely as we move into the Carnival season and other upcoming cultural and tourism events and experiences that can benefit from the power of digital payments. “Merchants in travel tourism and other sectors have not yet seen their true revenue potential if they only conduct business through cash transactions. As Trinidad and Tobago continues to position itself as ‘The place that is always in season’, there will always be room for FinTech innovation and digital payment integration to help boost the tourism business. While we are in preliminary talks with Tourism Trinidad Limited, TTIFC is ready and able to connect the tourism sector to the thriving FinTech ecosystem.”, said John Outridge, Chief Executive Officer of TTIFC.

The workshop, led by Mr Carlos Newton, Manager, FinTech Sector Development, TTIFC, showcased FinTech solutions from local e-money Issuers and developers, including Paywise Limited, Zed Labs, and Pesh Money Limited.

As tourists explore Trinidad and Tobago, the integration of digital payment solutions will introduce a new era of convenience and seamlessness to customers and merchants while increasing revenue for our attractions and festivals.

**\*\*\*ENDS\*\*\***