

STAKEHOLDERS' DIGEST

NEWS FROM THE TOURISM INDUSTRY

December 2023



Season's Greetings

PAN PARANG: A FESTIVE SEASON EVENT

Trinidad and Tobago is well known for its cozy and festive allure during the Yuletide season. In fact, the nation and its people become noticeably more vibrant and articulate, as lights and bright decorations bring about Christmas cheer to one and all. A large part of this festive cheer can be attributed to the melodies of Christmas carols, the sweet sound of parang music and the aromas of local festive cuisine.

Tourism Trinidad along with the National Parang Association of Trinidad and Tobago and Music TT all partnered to bring these elements together in a fun-filled night at a festive season event entitled "Pan Parang". The event, which was held on Sunday 3rd December, 2023 at the Ortinola Estate in St Joseph, combined for the first time the sweet sounds of parang and steelpan music in a competitive setting.

Five pan parang bands entered to compete for the prize of the inaugural winners of the pan parang festival. The event also boasted an array of local festive cuisine and craft items that were available for purchase.

Special congratulations must also be extended to Mr. John Thomas and his team for pioneering such a successful and creative activity. Pan Parang promises to return next year and be bigger and better than ever.

Stay tuned to #visitTrinidad's social media pages for more information.



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

**INDUSTRY
FOCUSED**

CRUISING INTO THE NEW YEAR

28,000

CRUISE PASSENGER ARRIVALS FOR 23/24 SEASON



the 2023/24 cruise season is currently underway and there are many encouraging signs that show Destination Trinidad has been improving significantly within this niche.

Since the launch of the cruise season on November 14, over 28,000 passengers have arrived to our shores. Among these arrivals, Trinidad and Tobago also welcomed its biggest cruise ship yet with the arrival of the MSC Seaside. The mega-sized cruise liner arrived with 4234 passengers from several countries across the globe.

Among some of the nationalities that have arrived to our shores, Trinidad has seen a notable increase in persons from Europe, the US and other Caribbean islands.

Economically, a number of merchants in the downtown area have also indicated an increase in sales on cruise days. According to the data provided by the research team attached to Tourism Trinidad, the average tourist is now spending roughly \$50 USD, which amounts to approximately \$1.4 million USD in revenue.





6 HOTELS RECEIVE ASSISTANCE VIA TAUP

Tourism Trinidad Limited celebrated another successful award of financial support to organisations operating within the tourism accommodation sector on Friday 8th December, 2023.

Six properties, including Cara Hotels, Holiday Inn Express and Suites, Par-May-La's Inn, Royal Hotel, Sundeck Suites, and Tradewinds Hotel, have received support and are now shining brighter than ever.

This initiative isn't just about refurbishments—it's about elevating Trinidad's tourism experience! Join us in applauding these enhancements, marking a big leap forward in our commitment to offering top-notch accommodation experiences to all our visitors.



Capacity Building

TOURISM INDUSTRY MOVES TOWARDS CASHLESS TRANSACTIONS



**TOURISM STAKEHOLDERS
RECEIVE TRAINING ON
CASHLESS TRANSACTION
SOLUTIONS BY THE
TTIFC**



**Trinidad &
Tobago IFC**

Financial Sector Development

Tourism Trinidad partnered with the Trinidad and Tobago International Finance Centre to organize a workshop aimed at introducing cashless payment methods to local travel and tourism merchants.

The event took place at One FinTech Avenue, the FinTech innovation centre, and drew the attention of various tourism stakeholders, including tour guides, community organisations among others.

The workshop focused on highlighting the benefits of digital payment solutions and how they could elevate visitor experiences and enhance overall business in the tourism sector. Stay tuned for further updates and information on this exciting evolution.



REGIONAL FOCUS

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

#visitTrinidad proudly sponsors
Cricket West Indies



#visitTrinidad

MICAL TEJA'S 'DNA' IS NOW DESTINATION TRINIDAD'S
OFFICIAL CARNIVAL 2024 ANTHEM



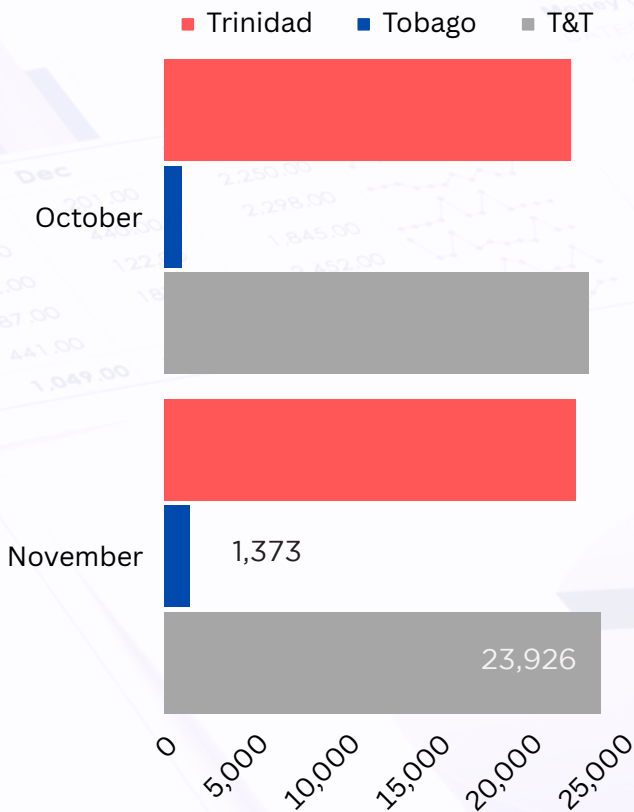
Popular Ghanaian
Travel Blogger
Wode Maya
visits Trinidad during
the festive season



STAKEHOLDER INFORMATION BULLETIN

985

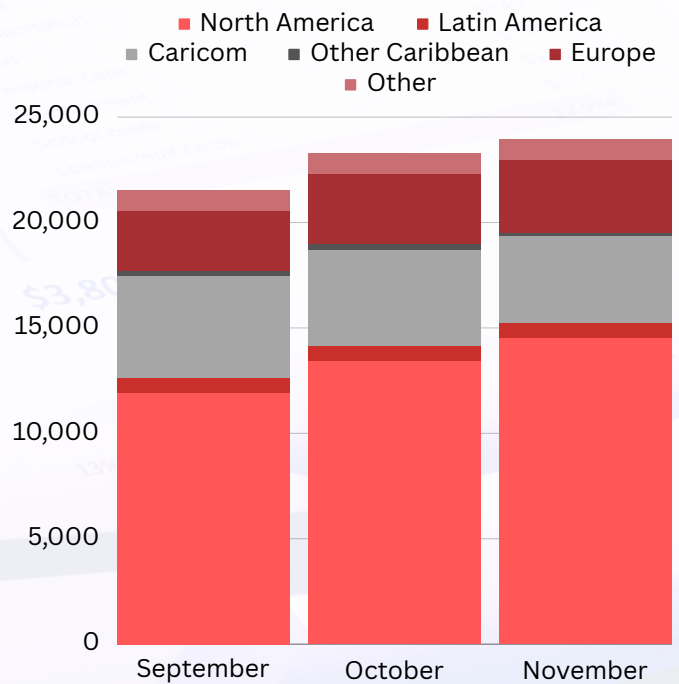
STOP-OVER AIR ARRIVALS TO TRINIDAD & TOBAGO: 2023



In November 2023, Trinidad and Tobago welcomed **23,926** visitors, representing a 3% increase from last month's figure and a 9% increase when compared to the same month last year.

It should be noted that total visitor arrivals to T&T for the period January-November 2023 totaled **276,913**; up 40% vs the same period last year.

STOP-OVER ARRIVALS TO TRINIDAD & TOBAGO BY MAIN MARKET SHARE: SEPT- NOV 2023

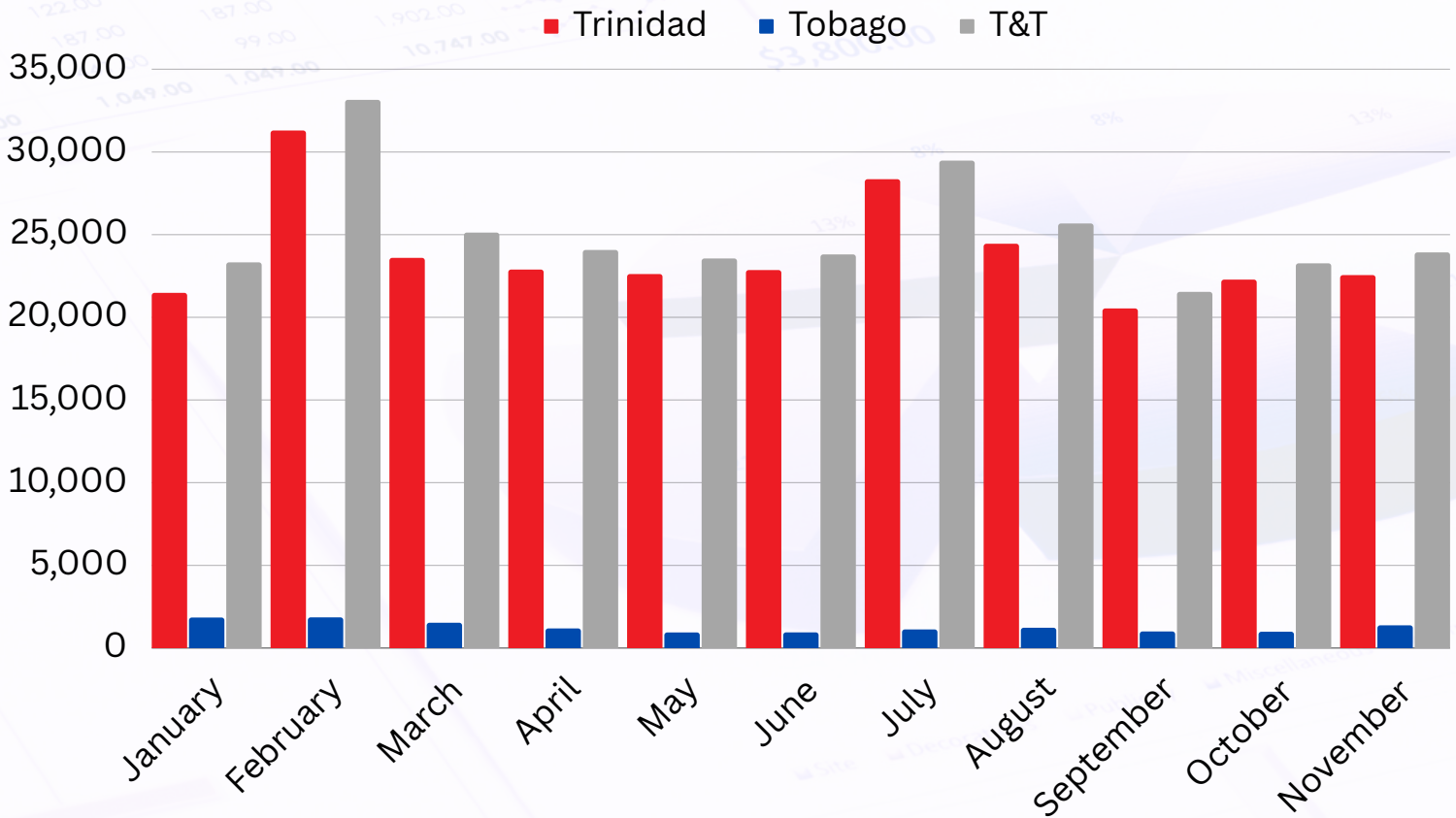


The **North American market** continues to be Trinidad and Tobago's main source market, averaging **60% of total arrivals** over the period January to November 2023. Other notable source markets were CARICOM (17%) and Europe (15%), over the period in review.



STAKEHOLDER INFORMATION BULLETIN

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



Source: Central Statistical Office



STAKEHOLDER INFORMATION BULLETIN

Top 3 Reasons for Visiting Trinidad: November 2023



Visiting Friends and Relatives (VFR)

36%



Leisure/ Beach Vacation

23%



Business

15%

Inbound Tourist Arrivals to Trinidad by Gender: November 2023



50%



50%

Source: Immigration Division, TTL

OUR NEW CORPORATE WEBSITE IS LIVE!

VISIT US TODAY

tourismtrinidad.tt

