

PRESS RELEASE
FOR IMMEDIATE RELEASE

Miss Universe Trinidad and Tobago 2024 Visits Tourism Trinidad Limited

Port of Spain, Trinidad and Tobago (August 22, 2024): Tourism Trinidad Limited (TTL) was pleased to receive a courtesy call from Jenelle Thongs, the stunning 32-year-old Miss Universe Trinidad and Tobago 2024. Jenelle visited the TTL office to discuss potential partnerships and explore opportunities to promote destination Trinidad as a premier tourist destination during her tenure.

During her visit, Jenelle met with Mr. Cornell Buckradee, the interim CEO of TTL, and members of the marketing and communications teams. The meeting provided a platform for discussing potential collaborations such as a digital campaign centred around promoting our local sites and attractions and exploring ways to leverage Jenelle's platform to showcase the beauty and allure of destination Trinidad.

As the country's representative at the upcoming Miss Universe pageant, Jenelle will be competing against delegates from over 130 other countries in Mexico City in September 2024. Her visit to TTL underscores the agency's commitment to promoting Trinidad's tourism industry on a global scale.

Representatives of Crowns and Sashes, the official holder of the Trinidad and Tobago Miss Universe franchise, were also present. This organisation has a long history of showcasing top models from Trinidad and Tobago who have dazzled audiences worldwide. The organisation continues to set the bar high in the world of pageantry, consistently sending remarkable models to represent our brand on the global stage at Miss Universe.

During Jenelle's visit, in-depth discussions were had on the importance of queens serving as tourism ambassadors on the global stage and in competition. TTL representatives advised Jenelle on the appropriate messaging of the destination and the importance of speaking positively and knowledgeably about Trinidad's tourism product in promoting the country as a desirable tourist destination.

Jenelle was advised on the best possible way to promote Trinidad, not only as the carnival mecca of the world but as a destination that offers events and activities 360 days a year. The importance of setting destination Trinidad apart from other Caribbean destinations was emphasised, highlighting the country's cultural melting pot and amazing eco, festival, sport, business, conference, and culinary experiences.

END

For more information, please contact:

Public Relations Specialist

Corporate Communications & Stakeholder Relations Unit

Tourism Trinidad Limited

Level 18, Tower D, International Waterfront Centre

1A Wrightson Road, Port of Spain, Trinidad and Tobago

Phone: (868) 612-7412 Ext. 1822

Email: sallen@visittrinidad.co.tt