

FOR IMMEDIATE RELEASE

Destination Trinidad for Cultural Heritage and MICE Tourism

Port of Spain, Trinidad, September 2024 – Tourism Trinidad Limited (TTL) recently concluded two significant initiatives aimed at promoting Trinidad as a must-visit destination for cultural heritage tourism and MICE (Meetings, Incentives, Conferences, and Exhibitions). These events, the **History and Heritage Press Trip** (August 29 – September 4, 2024) and the **2024 MICE Familiarization Trip** (July 12 – 19, 2024), highlighted Trinidad’s unique offerings and capacity to cater to diverse tourism markets.

The History and Heritage Press Trip hosted international journalists from major publications like **Ebony Magazine, Vibe Magazine, and JourneyWoman**. This immersive experience, designed to generate global media exposure for Trinidad, focused on the island’s vibrant culture, scenic beauty, and deep historical roots.

The journalists experienced a rich itinerary that began with a scenic evening tour of Port of Spain, sampling street food at Lady Young Lookout, followed by an eco-tour of Paramin, where they explored breathtaking landscapes and local culture. On Independence Day, they enjoyed front-row seats at the parade, followed by bake and shark at Maracas Bay, fireworks at the Queen's Park Savannah, and live steelpan music at Pan on the Avenue. The tour continued with visits to the Hanuman Murti, Temple in the Sea, and Caroni Bird Sanctuary, showcasing Trinidad’s Hindu traditions and wildlife. In Lopinot, they learned about colonial history, participated in a chocolate-making session, and enjoyed Parang music. Finally, in Moruga, they explored the history of the Merikins and tasted indigenous cuisine.

Ayianna Porter, from Brown Style magazine, expressed her delight with the trip, stating, "My time in Trinidad was filled to the brim with rich experiences that opened my eyes to the diverse and abundant culture of the Trinidadian people. I found Trinidad to be bursting with inspiring stories, experiences, and adventures. Their unusual and unique blend of ethnicities creates a distinctive experience and culture that cannot be found across any other Caribbean nation."

Interim CEO of TTL, Cornell Buckradee, expressed enthusiasm about the outcome of the trip, stating, "We are thrilled to have had the opportunity to host such a talented group of journalists. Their storytelling and media coverage will be invaluable in positioning Trinidad as a premier cultural and heritage destination. This press trip is part of our ongoing efforts to promote our beautiful island to the world, and we look forward to welcoming even more visitors as we continue to position Trinidad as a must-visit destination for cultural tourism." **2024 MICE Familiarization Trip: Trinidad’s Emerging Role in MICE Tourism**

In a separate initiative, TTL hosted the **2024 MICE Familiarization Trip**, welcoming meeting planners from the USA and Canada to explore Trinidad’s world-class venues and services. Participants, including representatives from **Worldwide Meetings, Great Escapes ETC**, and the **Ontario Ministry of Economic Development**, experienced Trinidad’s capacity to host high-profile business events.

Site visits featured key MICE venues, including **Hyatt Regency, Hilton Trinidad & Conference Centre, Queen’s Hall, Arthur Lok Jack GSB, Movie Towne Banquet Centre, NAPA (National Academy for Performing Arts)** and much more.

These visits demonstrated the island's ability to accommodate international conferences, exhibitions, and incentive travel. The participating meeting planners gained valuable insights into Trinidad's MICE infrastructure, while also enjoying the island's cultural and culinary attractions.

MICE tourism, a rapidly growing sector that blends business with leisure, is a crucial area of focus for TTL as global travel continues to rebound post-pandemic. **Cornell Buckradee** emphasized the importance of this sector, stating, "MICE tourism presents significant opportunities for revenue generation and building Trinidad's profile as a top-tier destination for business events."

Both the History and Heritage Press Trip and the MICE Familiarization Trip are expected to generate widespread international coverage, increasing Trinidad's visibility on the global stage. Journalists and meeting planners will produce a wealth of content, from articles and blog posts to social media features, all highlighting Trinidad's diverse offerings.

Tourism Trinidad Limited is committed to promoting the island's unique blend of cultural and business tourism, ensuring exceptional experiences for all visitors. These recent initiatives mark a significant step in positioning Trinidad as a premier destination for both cultural heritage and MICE tourism.

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About Tourism Trinidad Limited:

Tourism Trinidad Limited is dedicated to promoting the island of Trinidad as a premier tourist destination, showcasing its rich history, diverse culture, and stunning natural landscapes. Through strategic partnerships and initiatives, TTL aims to increase visitor arrivals and enhance the tourism industry's contribution to the national economy.