

FOR IMMEDIATE RELEASE

Tourism Trinidad Limited Hosts Successful MICE Familiarization Trip

Port of Spain, Trinidad and Tobago – September 9, 2024: Tourism Trinidad Limited (TTL) is pleased to announce the successful conclusion of the 2024 MICE (Meetings, Incentives, Conferences, and Exhibitions) Familiarization Trip, which took place from July 12-19, 2024. This event brought together prominent meeting planners from the USA and Canada, showcasing Trinidad's exceptional MICE capabilities.

In 2023, TTL participated in IMEX Las Vegas, where our team engaged with 35 visitors at the booth, all expressing strong interest in considering Trinidad as a future MICE destination. Inspired by this positive feedback and driven by a commitment to generate business for local stakeholders, TTL organized the MICE familiarization trip. This initiative allowed participants from key markets to experience Trinidad's MICE offerings firsthand and engage directly with local decision-makers.

MICE tourism, a growing sector that blends business with leisure, offers significant potential for revenue generation and impactful experiences. As global travel rebounds post-pandemic, the demand for in-person meetings and events has surged, making MICE tourism a crucial element in reviving the travel industry.

Participants in the 2024 MICE Familiarization Trip included Mike Nesbihal from Worldwide Meetings, Debbie Schuler of Great Escapes ETC, Sharon Blaylock of the African Methodist Episcopal Church, Sharon Fleary from the Ontario Ministry of Economic Development, Job Creation & Trade, Dionne Bishop of Events by Dionne, and Carmen Lozada from MarketID, New York.

The trip was designed to showcase Trinidad's world-class MICE venues, professional services, and rich cultural experiences. Participants engaged in various MICE-related activities, such as site inspections and networking events, while also exploring Trinidad's vibrant attractions and culinary delights.

During the trip, participants visited a range of meeting and conference venues, including:

- Kapok Hotel
- Radisson Trinidad
- Movie Towne Banquet Centre
- North Deck
- Hilton Trinidad
- Central Bank Auditorium
- Brix
- Marriott Courtyard
- Anchorage
- NAPA (National Academy for Performing Arts)
- Queen's Hall

- The Chancellor Hotel
- Hyatt Regency
- Hilton Trinidad & Conference Centre
- Arthur Lok Jack GSB
- Centre of Excellence
- SAPA (South Park Auditorium)
- Naparima Bowl
- Trade Winds Hotel
- Cara Hotels

These visits offered participants a comprehensive view of the island's diverse MICE venues, highlighting their capacity, amenities, and unique features.

The media delegates on the trip will produce features on Trinidad as a MICE destination, increasing the island's visibility across print and digital platforms. This exposure is expected to boost tourism arrivals and further promote the #visitTrinidad brand.

Tourism Trinidad Limited remains dedicated to attracting MICE business to the island by showcasing its unique offerings and ensuring exceptional experiences for all visitors. TTL's ongoing efforts aim to position Trinidad as a premier destination for international MICE events.

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