

**FOR IMMEDIATE RELEASE**

**Tourism Trinidad Limited Attends IMEX America to Showcase Trinidad as a Premier Destination for Meetings and Conferences**

**Port of Spain, Trinidad, October 10, 2024** – Tourism Trinidad Limited is proud to announce its participation in the 2024 IMEX America trade show taking place at Mandalay Bay in Las Vegas, Nevada, from October 8 to 10, 2024. IMEX is the world's leading event for international meetings, incentives, conferences, and exhibitions (MICE), offering an invaluable platform to position Trinidad as a top destination for business tourism.

At IMEX 2024, Tourism Trinidad will be engaging with influential buyers, meeting planners, and decision-makers from across the globe. Trinidad offers a unique blend of business infrastructure and rich cultural experiences, making it an ideal destination for meetings, conferences, and incentive travel. With its modern facilities, convenient accessibility, and an array of sites and attractions, the island stands out as an exceptional location for MICE events.

Tourism Trinidad's presence at IMEX America aims to highlight the following advantages of choosing Trinidad as a MICE destination:

- **Modern Conference and Event Facilities:** From large-scale convention centres to boutique meeting spaces, Trinidad is well-equipped to host events of all sizes.
- **Strategic Location:** Located in the Southern Caribbean, Trinidad is a convenient gateway to the Americas, offering direct flights from the USA (multi-city ports of departure), Canada, Europe, Latin America, and the Caribbean.
- **Rich Cultural and Natural Attractions:** Business travellers can explore the island's diverse landscapes, including beautiful beaches, vibrant festivals, and eco-tourism experiences that provide exciting team building and leisure opportunities.
- **High-Quality Services:** A range of accommodation, dining, pre- and post-experiential tours, customised event planning, and support services catering to international standards are available, making it easy to organise world-class events.

Since being at the trade show, Tourism Trinidad has engaged with a diverse range of professionals and businesses from across the travel, events, and corporate sectors. These included key stakeholders from travel agencies, event planning and promotion companies, corporate travel services, tour operators, hotel groups, media organisations, and industry leaders in sustainable solutions, technology, and hospitality. Several prospects indicated their interest in exploring all that Trinidad has to offer and showed a keen interest in the island's sites and attractions, expressing particular interest in our ecology and unique landscapes.

Speaking on the occasion, Chairman of Tourism Trinidad Limited, Cliff Hamilton, emphasized the importance of IMEX America for Trinidad's tourism strategy. "We are really excited to be a part of IMEX America 2024. This trade show allows us to showcase the best that Trinidad has to offer to the global MICE industry. With our world-class infrastructure, authentic tourism offerings, and rich cultural heritage, we are confident that Trinidad will become a leading destination for business tourism in the Caribbean."

Attending IMEX America 2024 will yield significant benefits for Trinidad’s tourism sector, particularly in promoting sustainable growth and attracting higher-spending business travellers. Participation in this trade show should increase awareness of the destination, strengthen business relationships with international MICE industry leaders, event planners, and corporate buyers, boost the island’s economic impact by overall visitor spending, and foster long-term growth by generating repeat business and future investments in the tourism industry.

**END**



**Photo: Representative from Tourism Trinidad, Director Alissa Adams, at IMEX booth in Las Vegas, Nevada.**

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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.