

**FOR IMMEDIATE RELEASE**

**TTL Partners with Brasso Seco Paria Village Council for Successful  
Inaugural Cocoa & Culinary Festival**

**Port of Spain, Trinidad – September 20, 2024:** In September 2024, **Tourism Trinidad Limited (TTL)** proudly partnered with the **Brasso Seco Paria Village Council** to host the **inaugural Brasso Seco Paria Cocoa & Culinary Festival**, a highly successful event that celebrated the village's rich cocoa heritage and cultural diversity, drawing visitors from across Trinidad and beyond.

Brasso Seco's deep-rooted cocoa-producing traditions and vibrant cultural legacy were the focal points of the day-long festival. Attendees enjoyed a variety of cocoa-based dishes, immersive workshops on cocoa cultivation, and performances showcasing the community's artistic heritage. The festival served as a prime example of how rural communities can take centre stage in promoting Trinidad's unique cultural identity.

The Brasso Seco Paria Village Council, founded in 1965, has been instrumental in promoting community engagement and cultural preservation. The Council continues to uphold its mission of elevating the standard of living and fostering greater awareness for the village's rich heritage.

This event marked the first Brasso Seco Paria Cocoa & Culinary Festival, building on the community's strong tradition of local fairs, festivals, and educational workshops. Previous events such as the Brasso Seco Bazaar and the annual food festival organised by the Tourism Action Committee laid the groundwork for this new flagship event.

Tourism Trinidad is deeply committed to partnering with local communities like Brasso Seco to create and promote authentic cultural and culinary experiences that reflect Trinidad's unique heritage. This initiative is part of TTL's broader strategy to boost tourism by supporting grassroots festivals and events that offer genuine, immersive experiences for both local and international visitors.

Through these partnerships, TTL aims to increase awareness of Trinidad's distinctive cultural offerings while drawing more visitors throughout the year. The **National Tourism Policy of Trinidad and Tobago (2021-2030)** emphasises the importance of developing homegrown signature events as a key driver for tourism growth. Events such as the Brasso Seco Paria Cocoa & Culinary Festival align with this vision by spotlighting the island's culinary traditions and vibrant community spirit.

By creating partnerships that prioritise authentic, community-driven events, TTL is working to strengthen the economic impact of tourism while ensuring that all regions of Trinidad benefit from increased visitor arrivals and spending.

**END**



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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.