

**FOR IMMEDIATE RELEASE**

**Tourism Trinidad Builds Strong Foundation for Future Cruise Growth at FCCA Conference in St Maarten**

**Port of Spain, Trinidad and Tobago (November 22, 2024):** Tourism Trinidad Limited (TTL), in partnership with senior government and industry leaders, recently made a striking impact at the Florida Caribbean Cruise Association's (FCCA) 30th Anniversary Cruise Conference in St. Maarten, held from October 21–25, 2024.

Representing Trinidad and Tobago's unique selling proposition, T&T's delegation hosted a series of high-level meetings with executives from major cruise lines, including MSC Cruises, Royal Caribbean, Disney Cruise Line, Princess Cruises, Carnival Cruise Line, AIDA Cruises, and Virgin Voyages. These discussions centred on positioning Trinidad and Tobago as a premier destination for cruise travellers, emphasising the island's authentic experiences, vibrant culture, and natural landscapes that offer an alternative to traditional Caribbean cruise stops.

Cornell Buckradee, Interim CEO of Tourism Trinidad, expressed the importance of the conference in TTL's strategic plan: "Our presence at the FCCA conference demonstrates our unwavering commitment to expanding Trinidad's visibility within the cruise industry. By offering competitive incentive packages, top-tier infrastructure, and one-of-a-kind cultural experiences, we're positioning Trinidad as a compelling destination that offers something unique to the cruise lines. We are ready to welcome them and their passengers with open arms."

The FCCA conference also provided valuable opportunities to explore current trends and emerging insights in the cruise industry. Team T&T actively participated in workshops focused on industry research, marketing strategies, and trends, equipping them with the knowledge needed to stay competitive and adapt to the industry's ever-evolving demands. These insights will inform the development of targeted marketing efforts, ensuring Trinidad and Tobago remains prominent on future cruise itineraries.

Tourism Trinidad was accompanied by several other local cruise industry stakeholders, such as the Port Authority of Trinidad and Tobago, Carvalho Agencies, Tobago Tourism Agency Limited, Trinidad and Tobago Pilots' Association, Trinidad and Tobago Tourist Transport Services Association, and Opal Shipping and Logistics. Throughout the five-day conference, this united presence reinforced the collaborative commitment to strengthen networks, build relationships within the global cruise industry, and pave the way for increased arrivals between 2026 and 2030.

Boasting hidden natural treasures, vibrant festivals, and rich cultural experiences, Trinidad and Tobago invites cruise travellers to discover a destination beyond the ordinary. The partnership between TTL and its allies at FCCA 2024 marks a pivotal step in making Trinidad and Tobago a top choice for global cruise enthusiasts eager to explore new horizons.

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**From left to right:** Sterlene Alleyne- OPAL Shipping and Logistics; Dahlia Mohammed- Marketing Manager (ag.), Tourism Trinidad Limited (TTL); Juliana Honore- Trinidad and Tobago Tourist Transport Services Association (TTTTSA); Balkaran Maharaj- Cruise Consultant; Stersha Alleyne- OPAL Shipping and Logistics; Paula Baptiste- Assistant Shed Manager (ag.) GSS, Scarborough, Port Authority (Tobago); Cornell Buckradee- Interim CEO, Tourism Trinidad Limited (TTL); Terris Taylor- Manager of Cruise Shipping, Port Authority of Trinidad and Tobago (PATT); Lenin Olivierre- CEO, Port of Spain Infrastructure Company (POSINCO); Neemah Persad-Celestine- Director, Tourism Trinidad Limited (TTL) and Sydney Valere- President, Trinidad and Tobago Tourist Transport Services Association (TTTTSA).



**From left to right:** Lenin Olivierre- CEO, Port of Spain Infrastructure Company (POSINCO); Cornell Buckradee- Interim CEO, Tourism Trinidad Limited (TTL); Ugo Savino- Director of Deployment and Itinerary Planning, Carnival Cruise Lines and John Paul Pantin- Pilots Master of Trinidad and Tobago.

**For more information, please contact the Corporate Communications and Stakeholder Relations Unit:**

Phone: (868) 612-7412 Ext. 1822/ 1808

Email: [info@visittrinidad.co.tt](mailto:info@visittrinidad.co.tt)

Website: <https://visittrinidad.tt/>

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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.