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Tourism Trinidad Limited Partners with Cocoa Research Centre to Celebrate the World Cocoa and Chocolate Day Expo 2024

Port of Spain, Trinidad and Tobago (December 03, 2024): Tourism Trinidad Limited (TTL) proudly partnered with the Cocoa Research Centre at the University of the West Indies (UWI) to participate in the World Cocoa and Chocolate Day Expo 2024. Held on November 29th and 30th at the Mahatma Gandhi Institute for Cultural Co-Operation, this two-day celebration honoured Trinidad and Tobago's world-renowned cocoa, emphasising its critical role in tourism and economic development.

A highlight of TTL's involvement was its collaboration with the National Archives of Trinidad and Tobago. Together, the two entities presented a visually captivating and informative booth that showcased the history and heritage of cocoa production in Trinidad. Using educational displays, flyers, brochures, and videos, visitors were provided with historical information on the cocoa industry and were informed of various cocoa-tailored tourism experiences available within the destination.

Manager of Destination Development of Tourism Trinidad Limited, Shaneil Sutherland, noted, "Cocoa is more than just an agricultural product in Trinidad; it is a symbol of our rich cultural identity." She added, "The global reputation of Trinidad's cocoa offers an incredible opportunity to enhance our tourism product. By aligning the cocoa industry with sustainable tourism, we are creating a synergy that benefits our local economy and the visitor experience. Guests can engage in unique, immersive cocoa-related experiences and connect with the innovation and stories that define our industry. This connection firmly establishes Trinidad as a destination where authenticity and excellence thrive."

Cocoa has become an integral part of Trinidad's tourism offerings, drawing visitors eager to engage in estate tours, hands-on chocolate-making workshops, and tastings of premium local products. These activities provide travellers with a deeper appreciation of the island's culture and its global contributions to the chocolate industry. TTL's participation in the Expo highlighted the growing synergy between the local cocoa industry and the tourism sector of Destination Trinidad, positioning the island as a premier choice for authentic and flavourful travel experiences.

Hosted by the Cocoa Research Centre at UWI, the Expo celebrated Trinidad and Tobago's cocoa industry with live demonstrations, tastings, and engaging competitions for attendees. The event brought together cocoa farmers, chocolatiers, industry stakeholders, and enthusiasts to explore opportunities for growth and innovation within the sector. TTL remains committed to fostering meaningful collaborations that celebrate Trinidad's unique offerings. Collaborations such as this underscore TTL's dedication to preserving and promoting the cultural heritage of Trinidad while showcasing what makes the island a must-visit destination.

TTL extends heartfelt congratulations to the Cocoa Research Centre and all involved in the success of this year's Expo. Together, we are ensuring that Trinidad's cocoa industry remains a global treasure and a key tourism asset that drives economic and cultural growth.

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