



In this issue

- Port of Spain Celebrates 102nd Anniversary
- Meeting Planners look to T&T
- "The Charter"- Improving Service Delivery in the Tourism Sector
- Calendar of Events

- 2016 National Culinary Team members attend the prestigious Taste of the Caribbean
- Tobago Heritage Festival 2016
- 2017 Carnival Band Launch season is here!



What is TTrends E-Blast?

Welcome to the inaugural issue of TTrends E-Blast! The Tourism E-Blast is a monthly editorial piece that highlights travel and tourism happenings in Trinidad and Tobago, keeping all within the industry informed. Provided is a glimpse into tourism and governmental destination management efforts and strategies. You will also get information on events and travel-related updates, to equip all interested on the latest events in and around our islands.

Welcome Message

Dear Tourism Stakeholders,

It is indeed a pleasure to welcome you to the inaugural issue of TTrends. Many exciting opportunities await Trinidad and Tobago's tourism industry and this monthly e-newsletter is designed to keep you, our tourism stakeholders and supporters, up to speed on topical issues and developments within the local sector.

Travel and Tourism remains one of the fastest growing industries in Trinidad and Tobago and in 2015 contributed an estimated 8.7 per cent to our country's GDP, or TT\$13,916.5 million, while providing an important source of income, employment and wealth generation for our citizens. In 2016, Trinidad and Tobago's earnings from tourism is projected to grow by 2.5 per cent to TT\$14,709.6 million and there couldn't be a better time for collaboration and strengthening of partnerships and programmes within the industry.

The Ministry of Tourism and the Tourism Development Company (TDC) are energized to harmonize our products and services, working closely with stakeholders and partners and placing more emphasis on research and statistics as a driver of the planning and policy making process.

Trinidad and Tobago's tourism sector has tremendous untapped potential and a key role to play in bringing prosperity and sustainable development to both rural and urban communities.

As a subscriber to this monthly newsletter, you will receive regular updates on the progress of initiatives in the sector, but we would also like to hear from you. If you have news on the sector you would like to share, or suggestions to improve this publication in any way, please do not hesitate to let us know.

You can email your stories and photos to fdenoan@tdc.co.tt or send to:

**Corporate Communications Unit
Tourism Development Company Limited
Level 1 Maritime Centre
29 Tenth Avenue Barataria**

TRINIDAD AND TOBAGO ROAD SHOW

Come Enjoy T&T! That's the name of the Caribbean road show designed to promote our twin island paradise as a vacation destination known for its diverse cultural calendar, unmatched eco-attractions and delectable culinary landscape. A dynamic team from sweet T&T visited St. Lucia from June 21–23 and Curaçao from June 24 –25 as part of a continued thrust by Trinidad and Tobago to promote intra-regional travel within the islands of the Caribbean. The 10-member delegation included tourism officials from the Ministry of Tourism, Tourism Development Company (TDC), Tobago House of Assembly (THA), Trinidad Hotel Restaurants Tourism Association and Caribbean Airlines.

PORT OF SPAIN CELEBRATES 102ND ANNIVERSARY

Port of Spain, a city known for its year-round festivals, aesthetic highlights and pulsating energy celebrated its 102nd Anniversary in June 2016 with a series of activities reflecting the over-arching theme - 'A City in Positive Transition.' In 1914, Port of Spain recaptured its municipal rights, moving from a town board to City Corporation. Through the patronage of His Worship the Mayor Keron Valentine, the celebration kicked off with the Bert Allette 5K Run/Walk on June 5 and culminated with the annual awards ceremony on June 26 at the City Hall Auditorium in Port of Spain. Known for its glitzy pre-Lenten Carnival celebration, Port of Spain's city month included a partnership with fashion designer and Project Runway Winner, Anya Ayoung Chee to produce a Fashion and Carnival themed event called: 'FASHION AND MAS ROCKS THE CITY' on June 10. The City came alive with the sounds of steel drums as the action moves to St. James where live steel bands will take over the streets of Port of Spain on June 11. The merriment dissipated on the morning of Sunday June 12 with a special religious service at the Holiness Revival Ministries Church in Woodbrook. A number of educational workshops were also planned to discuss some of the issues facing the city and included participation from the general public.



BLUE FLAG EDUCATIONAL ACTIVITIES

Since 2008, the Ministry of Tourism and the Tourism Development Company (TDC) along with the Asclepius Green, a local non-governmental organisation (NGO) embarked on the implementation of the Blue Flag Programme to ensure sustainable development of the local tourism sector. This partnership has produced many success stories one of which is Las Cuevas Beach having the distinguished title as being the only Blue Flag certified beach in the Southern English speaking Caribbean.

Together the Blue Flag team hosted a Marine Park at Las Cuevas beach where students from the Hokett Baptist Primary School got an opportunity to interact with some of Trinidad and Tobago's native marine animals. A children's activity book on marine conservation called "Saving our Oceans with Samanta the Manta" was launched at the National Library in Port of Spain on May 04, 2016.

Members of the Blue Flag team also joined the Tourism Caravan throughout Trinidad and Tobago to promote the importance of conservation, raise awareness of endangered species and highlight local sites and attractions among primary and secondary school students.

The team also launched The Animal Welfare Programme Spay and Neuter Veterinary Clinics -the first of its kind to be developed under the Blue Flag at the Maracas Community Centre on June 03, 2016.



T&T Tourism News

HEALTH SYMPOSIUM - "IT CONCERNS YOU"

Held at the UWI Teaching and Learning Complex in St. Augustine from May 11–12, the Health and Safety Symposium "It Concerns You" was specifically designed to educate and empower tourism industry operators to effectively address health and safety issues that impact tourism. The symposium's opening ceremony was attended by the Honourable Shamfa Cudjoe, Minister of Tourism, the Honourable Terrence Deyalsingh, Minister of Health and Dr. C. James Hospedales, Executive Director of CARPHA. For more information, [click here](#)

INDIAN PRESS FAM TRIPS

Strategically designed to provide a better understanding of our unique destination and match our product with our various customers, Familiarization Trips (FAM) form a crucial part of the Trinidad and Tobago's strategy for positioning the destination as a viable vacation option for travellers with diverse needs.

Trinidad and Tobago recently hosted FAM trips for Indian journalists in an effort to expose them to the nuances of our unique islands. FAM participants got an opportunity to experience some of the islands' popular eco and soft adventure tourism activities, mouth-watering delicacies and exciting elements of our enviable cultural calendar.

The writers and tour operators spent time in Trinidad before continuing on to Tobago all making for a thrilling experience on the two islands. Delegates on the trip represented a cross-section of the Indian and travel and lifestyle media, including Bedatri Choudhury who writes for Travel+Leisure India and South Asia, a leading high-end monthly travel publication, freelance journalist Preeti Lal Verma, whose articles have been published in all major Indian publications including: National Geographic, The Times India, The Economic Times and The Telegraph, among others, freelancer Rupali Dean, who was recently awarded as the "Best food writer in the country", by the Indian Culinary Forum and has been featured among India's Top 5 Food and travel bloggers in India.

Writers, bloggers and producers of other media content provide a credible source of information for people planning a vacation and hosting these types of press visits allows the destination to form that bond with their readers, followers and viewers



MEETING PLANNERS LOOK TO T&T

As Trinidad and Tobago continues to position Port of Spain as a viable centre for meetings, conferences and exhibitions, Meeting Planners from the United States visited our islands as part of a study tour aimed to promote Trinidad and Tobago as the host destination for their upcoming meetings and events. The group, included planners from Academic Experiences Abroad, Oregon; Morehouse College School of Medicine, Atlanta; the Flashcom Group, Chicago; Newton-Thoth Inc. International, Baltimore and the National Association of African American Studies. Some of the participating planners were identified as strong prospects for bringing business to Trinidad and Tobago and were attendees at the Road Show, which visited three cities; Atlanta, Washington DC and New York. For more information, [click here](#)



"THE CHARTER" - IMPROVING SERVICE DELIVERY IN THE TOURISM SECTOR

Launched at the Scarborough Library Auditorium on Tuesday 14th June, 2016, "The Charter" is a document that outlines the importance of service delivery in the tourism transport industry, encouraging providers to meet and surpass the minimum operating standards.

An initiative of the Tobago House of Assembly (THA), Division of Tourism and Transportation, in collaboration with the Tourism Development Company Limited (TDC), through the Small Tourism Enterprises Project (STEP), 'The Charter' is a product of the "Maximising the Customer Experience" workshop; a two-day workshop that was designed and customised by STEP to address the challenges and issues of service delivery among tourism transportation providers. As a result of "The Charter" visitors will be assured that the service providers are professional and reliable and Trinidad and Tobago's commitment to the provision of quality service will be demonstrated. "The Charter" will be displayed at main ports of entry, local taxi stands, transportation hubs and inside the vehicles of local transportation service providers. For more information, on "The Charter", [click here](#)



JULY

1st July, 2016 - 3rd July, 2016

Speyside Fisherman Festival

Time: To Be Announced

Venue: Speyside Beach Facility, Tobago

Contact: 868-639-0509; 868-639-2125

July 15 – August 1

Tobago Heritage Festival

1st July, 2016 - 10th July, 2016

T&T Opera Fest 2016

Time: 7:30pm - 10:30pm

Venue: Queen's Hall, 1-3 St. Ann's Road, St. Ann's, Port of Spain, Trinidad

Classical Music Development Foundation of Trinidad and Tobago brings to you two weeks of outstanding Classical Music and fully staged Opera. Ticket cost: To Be Announced.

2nd July, 2016 - 3rd July, 2016

TAO - Together as one

Time: 10:00pm - 4:00am

Venue: Queen's Park Savannah, Port of Spain, Trinidad

Contact: 868-316-3141, 868-343-4644

Experience this concert as it brings to you songs from various artists throughout the Caribbean such as: Alkaline, Peter Ram, Skinny Fabulous, Orlando Octave, S. Carter, Salty & Third Base.

3rd July, 2016 - 3rd July, 2016

Castara Anglican Harvest - All Saints

Time: To Be Announced

Venue: Castara, Tobago

Contact: 868-639-9132

Public Holiday

Eid-ul-Fitr – July 07, 2016

9th July, 2016 - 9th July, 2016

Trinidad and Tobago Game Fishing: Junior Angler Tournament

Time: 7:00am – 1:00pm

Venue: Trinidad and Tobago Yacht Club, Chaguaramas, Trinidad

Contact: 868-632-6608

Email: info@ttgfa.com

Saturday 16th July, 2016

Trinidad and Tobago Great Crate Race

Time: 11am to 7pm

Venue: Chaquacabana Beach Resort in Chaguaramas

Contact: Registration forms can be downloaded on their website

<http://www.thegreatcaterace.com/>

Email: info@thegreatcaterace.com

Tel: 868-361-4162

Ticket information: Facebook The Great Crate Race T&T 2016

27th July, 2016 - 31st July, 2016

Sandbox Great Fete Weekend

Time: To Be Announced

Venue: Pigeon Point Heritage Park Tobago

Contact: 868-356-3346; 868-639-0509

Public Holiday

Emancipation Day – 1st August, 2016

12th August, 2016 - 14th August, 2016

Trinidad and Tobago Game Fishing: Tarpon Thunder Tournament

Time: 5:30am – 6:30pm

Venue: Island Yacht Charters, Gasparee Island,

Chaguaramas, Trinidad

Contact: 868-632-6608

Email: info@ttgfa.com

Public Holiday

**Trinidad Independence Day Parade
31st August, 2016**

What's happening? FEATURED EVENTS



2016 NATIONAL CULINARY TEAM MEMBERS ATTEND THE PRESTIGIOUS TASTE OF THE CARIBBEAN

Team Trinidad and Tobago dominated the Taste of the Caribbean Awards in Miami on June 10, sweeping the medals rostrum with six gold medals and two silver medals, as well as the coveted awards for Caribbean National Team of the Year, Chef of the Year and Junior Chef of the Year.

An annual event hosted by the Caribbean Hotel & Tourism Association (CHTA), 'Taste of the Caribbean', showcases the best chefs and bartenders from

around the region and is often described as an avenue where the Caribbean's most talented and creative gastronomic practitioners blossom into culinary connoisseurs.

For more information on the National Culinary Team, please [click here](#)



TOBAGO HERITAGE FESTIVAL 2016

Undoubtedly the leading cultural affair in Tobago's calendar, the Tobago Heritage Festival is an annual event that celebrates and preserves the cultural traditions of Tobago. Traversing through the rustic villages, visitors can expect to savour local dishes as well as experience varying facets of Tobago's unique culture. The Festival has grown from year to year, attracting thousands as they celebrate as communities. The 2016 Festival will run from July 15 - August 1. For more information on the Tobago Heritage Festival, please visit their [Facebook page](#)

What's happening? FEATURED EVENTS

2017 CARNIVAL BAND LAUNCH SEASON IS HERE!

Still dusting off the glitter and beads from Carnival 2016? Well, it's time to get ready for Carnival 2017! Some of your favourite bands are set to launch their 2017 presentations for the greatest street party on earth! Amidst enthusiastic fans, dancing to the beat of the grooviest soca tracks, band launches have fast become a staple event on Trinidad's cultural calendar. Savannahs, arenas and hotel pool sides are jam-packed with anxious masqueraders, waiting to get the first glimpse of their 2017 costumes. Some of the popular bands are carded to launch on the following dates:

- July 16 - **Tribe/Bliss**
- July 22 - **Passion**
- July 23 - **Fantasy**
- July 23 - **Ronnie and Caro**
- August 6 - **YUMA**



Spotlight

SEA TO SEA MARATHON

Over 500 international runners and visitors descended on the beautiful island of Tobago to participate in the inaugural Sea to Sea Marathon. Projected to be one of the leading major sports and tourism push in Tobago, Sea to Sea Marathon is the first race in Tobago to be certified by the International Association of Athletics Federations (IAAF) and Association of International Marathons and Distance Races (AIMS). A whopping \$US60,000 prize package, making it the most lucrative race in the Caribbean was offered to race winners. To register for the 2017 Sea to Sea Marathon, please [click here](#)

MOVIETOWNE LOUNGE THEATRE

Described as an “ultra-modern, state-of-the-art venue that takes cinema going to the next level,” the VIP PLATINUM Cinema and Lounge at MovieTowne Port of Spain is the ideal spot to relax and enjoy a movie in style. Guests can also expect to enjoy the finest food and beverages and outstanding customer service. The VIP PLATINUM Cinema and Lounge is even touted as the perfect venue for private functions and corporate gatherings. For more information on MovieTowne’s products and services, please [click here](#)



Island Specials



THE TRINIDAD AND TOBAGO TOURISM INDUSTRY CERTIFICATION (TTTIC) PROGRAMME

The Trinidad and Tobago Tourism Industry Certification (TTTIC) programme (pronounced Tee-tick) is a national certification programme designed to ensure that tourism operators and service providers in Trinidad and Tobago’s tourism sector conform to prescribed standards of quality in their operations. These standards have been developed through the Trinidad and Tobago Bureau of Standards (TTBS), the national standards and certification body, as well as through extensive stakeholder input.

The TTTIC programme is jointly implemented by the Tourism Development Company Limited (TDC), the Trinidad and Tobago Bureau of Standards (TTBS) – which conducts third party assessments with the TDC – and the Division of Tourism and Transportation, Tobago House of Assembly (THA). Certified operators are fully endorsed by the TDC and THA, and the TTTIC logo is an effective marketing tool and an official assurance to visitors that the certified tourism practitioner has been inspected and satisfies all the requirements of the National Standard.

By using TTTIC certified providers, domestic and international tourists are assured the products and services offered meet both local and international standards. For more information on TTTIC, please [click here](#)

contact information

LOCAL AND INTERNATIONAL

LOCAL

Tourism Development Company Limited

Level 1, Maritime Centre
#29 Tenth Avenue, Barataria
Republic of Trinidad and Tobago
Tel: (868) 675-7034-7

Piarco International Airport Office

Tel: (868) 669-5196/6044, (868) 800-4TNT
Email: info@tdc.co.tt

Ministry of Tourism

Levels 8 & 9, Tower C,
International Waterfront Complex
1 Wrightson Road, Port of Spain
Trinidad and Tobago
Tel: (868) 624-1403, 624-3151, 624-4792, 625-0963
Fax: (868) 625-1825, 625-3894
Email: mintourism@tourism.gov.tt
touresearch@tourism.gov.tt

Division of Tourism and Transportation, Tobago

12 Sangster's Hill, Scarborough
Tel: 868-639-5126
Fax: 868-639-4369

Tourist Information Office

Crown Point International Airport.
Phone: 868-639-0509
Cruise Ship Complex, Scarborough
Phone: 868-635-0934
Website: www.visittobago.gov.tt

INTERNATIONAL

Canada – AVIAREPS TOURISM CANADA

Ms Allison Ferguson
Tel: 1-416-561-8243
Email: aferguson@aviareps.com

Germany – AVIAREPS AG

Ms Judith Leubke – Marketing Manager
jleubke@aviareps.com

India – Beautiful Planet

Ms Beena Menon and Ms Huzan Fraser
Tel: +91 22 3296 1624 or +91 22 3296 1725
Email: beena@beautifulplanet.co.in
huzan@beautifulplanet.co.in

Scandinavia – Spirit Company

Ms Christine Engen, CEO
Tel: +45-3311-5600
Email: marketing@unitedspiritnordic.com

United States of America-Public Relations

Cheryl Andrews Marketing Communications
Ms Cheryl Andrews, President
Ms Jennifer Johnson, Director, Client Development
Tel: 1-305-444-4033
Email: cheryl@cam-pr.com
jennifer@cam-pr.com

United States of America-Marketing

Travel Marketing Network
Mr Tim Grace
Ms Jill Jones
Ms Tracy Bell
Email: tim@thetravelmarketingnetwork.com
jill@thetravelmarketingnetwork.com
tracy@thetravelmarketingnetwork.com

United Kingdom – Advantage Management Group

Mr Darrin Des Vignes – Account Manager
Tel: + 44 (0) 844 846 0812
Email: darrin@amgltd.biz

Send us your feedback:
info@tdc.co.tt

Social Media Links

www.facebook.com/islandsoftrinidadandtobago/
[#gotrinbago](https://twitter.com/gotrinbago)
[@gotrinbago](https://www.instagram.com/gotrinbago)

