



MINISTRY OF TOURISM

PRESS RELEASE

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T&T SHOWCASE AT LARGEST TOURISM TRAVEL FAIR IN THE WORLD



Port of Spain, Trinidad – March 09, 2016
- The Honourable Shamfa Cudjoe, Minister of Tourism, heads the Trinidad and Tobago delegation at the International Tourism Exchange Trade Fair in Berlin (ITB), Germany that started today (March 09). The largest and most important platform anywhere in the world for the tourism industry, ITB attracts over 108,000 trade visitors, over 10,000 exhibitors from some 187 countries and a public attendance of tens of thousands.

Minister Shamfa Cudjoe stated that “ITB is an excellent forum for showcasing the tourism product of Trinidad and Tobago and meeting everyone in tourism - from tour operators to airline executives to digital media companies - as Trinidad and Tobago moves towards gaining a stronger foothold on the European market. The trade show also affords us an invaluable opportunity to sit at the feet and learn from the leading think thank of the global tourism industry.”

Meetings have already been pre-set with various European based airlines and tour operators with a view to securing additional airlift into Tobago and to boost awareness of destination Trinidad and Tobago.



Minister Shamfa Cudjoe also has a series of interviews with representatives of the international travel trade, tourism bloggers and magazine publishers to strengthen Trinidad and Tobago's marketing efforts in Germany and will participate in the ITB Ministers' Roundtable on March 09; the theme of which is "**New Business Models in a Digital World**".

The European market is still one of the main source regions for visitors to Trinidad and Tobago. This year, the eco-tourism and leisure niche markets are especially showcased on the Trinidad and Tobago Stand and the wedding/romance market will be introduced to the European market.



The Trinidad and Tobago delegation includes Mrs. Tracy Davidson-Celestine, Secretary of Tourism and Transport and Deputy Chief Secretary for the Tobago House of Assembly, Cliff Hamilton, a member of the Standing Committee for the Strategic and Sustainable Development of Tourism in Trinidad, the TDC's General Manager Marketing Warren Solomon, as well as hoteliers and tour operators.

Entertainers from Tobago are also on-hand to provide a taste of the culture of our beautiful twin island Republic and there will be a rum and chocolate tasting event at the booth.

The ITB Berlin Tourism Trade Show and Convention concludes on March 12.

ABOUT ITB BERLIN

The International Tourism Bourse (ITB) Berlin, which has been taking place since 1966, is the leading Business to Business (B2B) Platform for Travel and Tourism. It has grown to be one of the world's most strategic and central platforms for the travel and tourism industry. It allows business people in the industry to meet and network with leaders and

