



## MINISTRY OF TOURISM

### PRESS RELEASE

### FOR IMMEDIATE RELEASE

## INTERNATIONAL ONLINE TRAVEL OPERATORS VISIT T&T



Port of Spain, Trinidad – October 17, 2016 – Over 17 tour operators and online travel agents (OTA) from North America and the United Kingdom were in Trinidad and Tobago last week (October 09-14, 2016) to meet and interact with our local tourism and travel stakeholders so as to bring the destination closer to the massive international consumer base. The travel agents came from highly reputable companies such as Travel Advisor, Mot Mot Travel,

Expedia, Booking.Com, Regatta Travel Solutions and Reef and Rainforest Tours.

The Permanent Secretary of the Ministry of Tourism, Mrs. Vidiah Ramkhelawan, stated that the visit by the online travel agents and tour operators is “all part of our efforts to take tourism to a whole new level and harness the huge potential this area holds to grow our economy”. According to the UNWTO, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Some 50 million more tourists travelled to international destinations around the world last year as compared to 2014. By 2020 there will be ten billion international travellers.

The travel agents took the opportunity to visit accommodation facilities in Trinidad and in Tobago as well as some of our local sites and attractions so that they could create and enhance their Trinidad and Tobago’s travel packages. Additionally, a workshop was held to match niche tour operators with specific hotels and DMC’s from Trinidad & Tobago, so that travel packages being offered to international consumers are in line with the destination’s product offerings.

The primary objective of this travel agent familiarisation trip and tour operators' workshop was to strengthen the capacity of local hotels, tour operators and Destination Management Companies (DMC's) to become more competitive in the international travel market and increase the number of hotels and tours/activities sold by these travel companies.

This travel agents' familiarisation trip and symposium closely followed the recently concluded Society of American Travel Writers Freelance Council Meeting (SATW) which took place in Trinidad and Tobago.

October 17, 2016

---

**For more information, contact:**

Sherma Mitchell, Manager Corporate Communications      Phone: (868) 624-1403 Ext. 248, 689-5198 (M)  
Ministry of Tourism      Fax: (868) 625-3894  
Levels 8 & 9  
Tower C, International Waterfront Centre, Port of Spain  
Trinidad and Tobago, **WEST INDIES**

**ABOUT THE MINISTRY OF TOURISM**

The Ministry of Tourism is responsible for tourism policy development, awareness, catalysing and facilitating growth of the tourism sector, encouraging investment in the sector, building stakeholder partnerships and monitoring trends in the industry. The Ministry of Tourism facilitates and monitors destination marketing and public relations activities through the administration of funding to the Tourism Development Company (TDC), the marketing and implementation agency of the Ministry of Tourism.