



MINISTRY OF TOURISM

PRESS RELEASE

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LAUNCH OF BUSINESS DATA ASPECT OF TOURISM SURVEY



Port of Spain, Trinidad - September 10, 2016: The Ministry of Tourism continued its data collection initiative with the recent launch of the business data component of the Tourism Baseline Survey project. The project is a key part of the Ministry's efforts to establish primary indicators to determine the overall performance of the tourism sector and the effect of Ministry policy and

programmes.

Minister of Tourism Shamfa Cudjoe underscored the need for the establishment of a database for key tourism statistics for various segments of the tourism industry. She stated that her Ministry's intent is to ensure better planning and development of tourism policies and programs that are evidenced-based and established on market intelligence information.

With respect to the business data collection exercise, the Minister thanked the primary stakeholders in accommodation, ground transport, tours and sightseeing and restaurants for their ongoing contribution to the development of the tourism sector. She emphasized that one important outcome of the overall project is the formation of specific tourism business development policies and programs to increase/improve entrepreneurship within the tourism sector and encouraged

stakeholders to share their expertise and knowledge with the Ministry during the process.

Minister Cudjoe also commended the young persons who were specially trained as Enumerators to conduct face to face interviews with the stakeholders and expressed her sincerest thanks to them for their interest and passion in assisting the tourism sector reach its fullest potential.



The business data collection exercise is expected to be completed within three months and is being implemented through the Monitoring and Evaluation Unit of the Ministry of Tourism.

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