



## **MINISTRY OF TOURISM**

### **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

## **PARTICIPATION BY THE MINISTRY OF TOURISM AT INTERNATIONAL TOURISM BOURSE**

International Tourism Bourse (ITB) is the leading Business to Business Platform for Travel and Tourism held in Berlin, Germany. It is the largest travel trade show in the world and provides an ideal forum for promoting the destination, conducting meetings and establishing new customer contacts. ITB last year attracted over 170,000 visitors and over 10,000 exhibitors from 180 countries.

This year there are 187 countries being represented.

The major benefits for participating in ITB are:

- To stimulate an awareness of Trinidad and Tobago as a prime Caribbean tourist destination
- To participate in a forum that provides the ideal opportunity for networking with the travel trade and decision makers in the international tourism industry
- To maximize the opportunity for international press coverage
- To achieve an increase in European stay over visitors to Trinidad and Tobago

The Honourable Stephen Cadiz, Minister of Tourism is at present leading a delegation to ITB. The delegation includes the High Commissioner to London, the Permanent Secretary, Ministry of Tourism, the Secretary for Transportation and Tourism in Tobago and a number of Stakeholders. Trinidad and Tobago's sporting legend and now Tourism Ambassador, Brian Lara and Dwight Yorke are also lending their star power to the event. The Delegation held meetings with British Airways, Travel Zoo, which is a global internet media company and trusted publisher of travel, entertainment and deals;

Media Frankfurt, which manages marketing of all advertising at Frankfurt Airport, among others.

The Honourable Minister also participated in a presentation on “Sustainable Tourism Development Caribbean Style-Because there is no Planet B”. Minister’s presentation focused on the conservation efforts in Trinidad and Tobago as it relates to turtle conservation and the public private sector partnerships.

A press conference was also hosted to promote the destination to a packed meeting room of over thirty international media and fielded questions about the destination. A rum and chocolate tasting event was also hosted for the international media and other visitors at the Trinidad and Tobago Stand.

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