



**Government of the Republic of Trinidad and Tobago**  
Ministry of Tourism

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**MEDIA RELEASE  
FOR IMMEDIATE RELEASE**

**Tourism Stakeholders benefit from French Caribbean Road Show in November 2016.**

**Port of Spain, Trinidad – August 16, 2017** – Nineteen (19) persons visited Trinidad and Tobago after learning about the twin island state from a delegation that visited Martinique and Guadeloupe in November last year.

This group of visitors came as a direct result of Trinidad and Tobago's French Caribbean Road Show in Martinique and Guadeloupe held from November 15<sup>th</sup> to 20<sup>th</sup>, 2016. The road show sought to promote destination Trinidad and Tobago as a culturally rich vacation destination and also gave both the travel trade and consumers a chance to get more information on tour operators, accommodation, restaurants and experiences that will come together to make their stay an enjoyable one.

The T&T delegation enticed the group of 19 persons from Martinique into booking an all-inclusive package which included meet & greet, return airport transfers, accommodation and ten days of activities inclusive of a one day tour to Tobago in the month of July 2017. While visiting Trinidad and Tobago, the group stayed at Coblenz Inn Boutique Hotel located in Cascade, Port-of-Spain.

At a farewell dinner hosted for the group on Wednesday 19<sup>th</sup> July 2017 at the Coblenz Inn in St. Ann's, Tourism Minister the Honourable Shamfa Cudjoe shared her vision for the tourism industry and highlighted why it was critical that the Ministry fully supported the road show in November last year. Minister Cudjoe stated that "the economic benefits to be derived through inter-island tourism is manifold, especially as it pertains to retaining foreign exchange within the Caribbean region as well as sustainability of the tourism sector." The Minister also stated that initiatives such as the French Caribbean Road Show are important in setting the foundation for new and emerging markets, and also underscores the importance of public-private partnership to the growth and development of the tourism sector.

During their visit the Martinique group enjoyed a diverse program which included a trip to our beautiful sister isle of Tobago. They also visited to the Gasperee Caves, Paramin, La Brea Pitch Lake and National Academy for the Performing Arts. The group expressed pleasure at the hospitality and professional service extended to them and have promised to return for Carnival 2018. The group departed on July 20<sup>th</sup> with many fond memories of their stay in Trinidad and Tobago.

The Trinidad and Tobago contingent to Martinique and Guadeloupe also included representatives from the Trinidad Hotel Restaurants and Tourism Association (THRTA), Coblenz Inn Boutique Hotel and the Small Tourism Operators Association (STAOTT), Carla Cupid, Marketing Specialist TDC and Pannist Daryl Reid.



Minister Cudjoe is pictured with some of the visitors from Martinique



**Minister Cudjoe is pictured with Ms. de Verteuil, Mr. Pouchet and Ms. Auguiac**

Minister of Tourism, The Honourable Shamfa Cudjoe [second from right] is pictured with [from left to right] Annette de Verteuil of Coblentz Inn Boutique Hotel, Elton Pouchet of In Joy Tours and Monica Auguiac from Martinique



Minister Cudjoe interacts with Mrs. Pouchet and some members of the Martinique contingent who visited Trinidad and Tobago

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**For additional information, please contact:**

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