



Government of the Republic of Trinidad and Tobago
Ministry of Tourism

LET'S TALK TOURISM IMPROVING DATA COLLECTION STRATEGIES

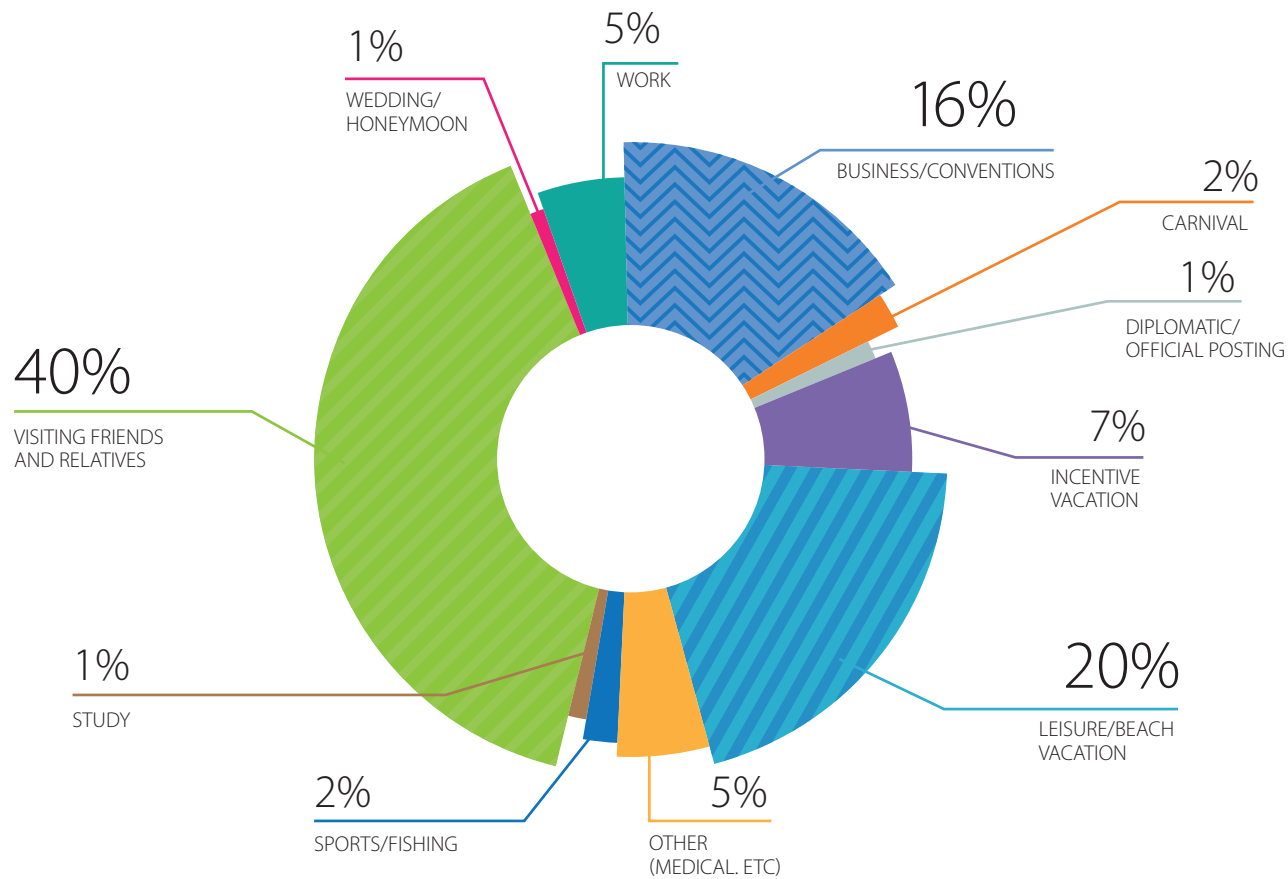
The tourism industry continues to play an important role in the economy of Trinidad and Tobago as it has been identified as a key pillar for economic diversification. Tourism data collection is therefore critical for the development and implementation of tourism policies, programs and projects, and for evaluating the performance of the tourism sector.

Visitor arrivals represent a key tourism statistic which is pivotal for analysing marketing strategies and their overall success. In the past, visitor arrivals was primarily obtained from the Central Statistical Office (CSO). A new CARICOM Immigration Card was introduced around the time of the 2007 Cricket World Cup and fully implemented in 2008.

This Card only permits the visitor to enter one primary port of entry while the old Trinidad and Tobago Immigration Card allowed a visitor to declare entry at both ports if the person visited **both islands** during their trip. This accounted for the variance in Tobago arrivals pre 2008 and post 2008. For example, in 2005, visitor arrivals to Tobago were 86,467. When the new card was implemented, 2008 arrivals to Tobago were recorded at 37,781.

In 2013 the Ministry of Tourism, in collaboration with the Immigration Division of the Ministry of National Security, revised the Immigration Data Collection System to incorporate fields of data specific to tourism. As a result the category of "Purpose of Visit" was included as a primary data field so that the tourism data required can be obtained monthly by nationality and purpose of visit. The Ministry is now in a better position to utilise arrival information for comparative analysis, forecasting and strengthening of marketing initiatives (*for the period January to May 2017 Trinidad and Tobago recorded 173,018 visitors*).

Here is a look at the visitor arrivals to T&T by "purpose of visit" for the calendar year 2016:



MINISTRY OF TOURISM

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A key initiative for strengthening the Ministry's data collection effort is the Tourism Baseline Survey Project. The survey consists of two (2) major components - international visitor expenditure data collection and primary tourism business data collection. The data collected is critical in ensuring the development and implementation of policies and programs that are evidenced-based and established on market intelligence information. The Trinidad Baseline Survey Report will be completed in June 2017, and for Tobago in June 2018.

UPCOMING EVENTS

Stay to Get Away - #staytnt

A series of exciting tours and accommodation packages in July and August 2017.

Tourism Youth Symposium

Tuesday July 04, 2017

Junior Minister of Tourism Speech Competition

Wednesday July 12, 2017