

MINISTRY OF COMMUNITY DEVELOPMENT, CULTURE & THE ARTS  
and  
MINISTRY OF TOURISM

## **MEDIA LAUNCH OF SOCA ON THE SEAS**

### **AN ADDRESS**

**THE HONOURABLE SHAMFA CUDJOE  
MINISTER OF TOURISM  
TRINIDAD AND TOBAGO**

**Date:** Monday May 23, 2016  
**Venue:** Hyatt Regency Trinidad, Port of Spain  
**Time:** 5.00pm

This initiative showcases what makes us dynamic, what makes us unique. The splendor of our culture, the warmth of our people, the creativity of our icons, and the magic we make when we work together.

This is a collaborative venture that would harness “our iconic gems - products, people, brands, services on one ship in an effort to boost our culture and showcase the best that our country Trinidad and Tobago has to offer. All into a five star experience for the ultimate soca lover.

It doesn't get too much better than that.

It will involve partying on board with top soca artistes, entertainers, fashion designers, wire benders, mas' bands and masqueraders, steelpan players, dancers, personalities and DJ's, all sailing to CocoCay, Royal Caribbean's private island for the ultimate beach BBQ experience and a Celebrity beach cricket match, then on to Nassau for a Beach J'ouvert and island tours.

This will create avenues for local, regional and international press coverage and awareness of Trinidad and Tobago's culture and Caribbean cuisine in a luxurious and high-end setting as well as attract trade linkages at all levels of the tourism and creative industries.

This shows that Trinidad and Tobago is not your typical Caribbean island destination, we are indeed so much more than sand, sea and sun. ....

I like to describe Trinidad and Tobago as Carnival Central and the Culture Capital of the Caribbean.

We are a people who like to entertain, to party, to lime. Anywhere you go, the story's been told Trinis know how to have a good time

A warm and hospitable people, skilled sportsmen, creative artistes, eclectic cuisine.

This initiative brilliantly packaged all these offerings together ...to give you an October you are sure to remember. A brilliant mix of tourism and culture providing endless opportunities for business and showcasing the very best of our twin island paradise.

## **TOURISM PROSPECTS**

With all these prospects for tourism and all there is to offer, we must move with the times, we must be prepared to take our share. We must do all within our power to increase our lot.

In order to get different results we have to do things differently

Sun, sand and sea, is not enough to woo visitors. If you ought to remain relevant to the game, you must have much more to offer. Today's tourist wants an authentic experience, curious about your history, crave cuisine, captivated by your culture.

As stakeholders in this diverse, dynamic, and ever changing market, we stay at the edge of our seats, exploring ways and means to satisfy this insatiable desire. Seeking opportunities to partner with other stakeholders and to attract and encourage investors.

When we heard about this novel idea we had to get on board. This is simply awesome and totally genius.

This is a brainchild of a local, who now resides in Florida.....just like you, she is well aware of the possibilities and potential of the Trinidad's tourism product, the energy of our people and the splendor of our culture. But she didn't sit on the idea, or take to social media to ask what is the government doing, or what "they" doing about tourism. She knew very well that is a part of the solution we have all been waiting on. She said "I am Trinidadian and I want to show the world my culture....."

I understand the economic pressure, and I must do my part

Taking soca all over the world from the road to the high seas.

So today we celebrate pan, calypso, and the gift of soca. Happy people celebrating happy music.

Because at the end of the days, we know tourism is a numbers games, not only about arrivals, but about how best we could export our goods and services to create employment, generate economic activity, and generate foreign exchange dollars for the benefit of our country.

Further, cruise tourism is important to the Caribbean, we are always looking for ways to turn these short term visitors to future stop-over visitors.

We are happy to join in this investment as it would go a long way for Trinidad's culture, increasing awareness of our offerings, and contribute to increasing our numbers

We are really excited. The line-up is indeed impressive.

We congratulate the Soca on the Seas organisers on this initiative. We look forward to more events of this nature.