

MINISTRY OF TOURISM

LAUNCH OF LIME 365 AND THE GO TRINBAGO MOBILE APPLICATION

OPENING ADDRESS

**JUNIOR MINISTER LA QUAN PEARIE
MINISTER OF TOURISM
TRINIDAD AND TOBAGO**

Date: Tuesday February 07, 2017

Venue: National Academy for the Performing Arts (NAPA)

Time: 6.00pm

ALL Protocols Observed

I, La Quan Pearie of Manzanilla Secondary, am the Junior Minister of Tourism for Trinidad Tobago and I am very honoured to hold this portfolio because I believe that my country has so much to offer in terms of tourism. During my tenure, I have gained much insight into the tourism industry and for me, being junior tourism minister, I was able to not only empower and encourage my peers to get involved in positive and worthwhile activities but also to boost their self-esteem knowing that their opinion is of great value.

- What is this app?

On hearing about the launch of these wonderful tourism initiatives, "Lime 365" and the destination travel app "Go Trinbago," I felt overjoyed because actually, at SOTIC Barbados 2016, I had the opportunity to promote Trinidad and Tobago as 'one destination; two unique cultural experiences' through "Lime With A local." To me, "Lime with a Local" was geared toward pairing visitors with a local “ambassador for cultural immersion that allows tourists to experience a rich cultural exchange that is the true DNA of a Trinbagonian lifestyle. i.e. what we eat, how we worship, how we celebrate and of course how we lime.

- How will it benefit T&T?

Therefore, I strongly believe that with the launch of "Lime 365" and the app "Go Trinbago" citizens and tourists will no longer complain of **not knowing** where to visit and **not knowing** how to find these places of interest. Hence, this app, in my opinion, is an excellent initiative of the Ministry of Tourism and TDC.

- Who will it target?

"Lime 365" and the app "Go Trinbago" target local, regional and international tourists who want adventure, shopping, beach resorts, meeting facilities and a "good lime" to be able to explore the many places of interest that we have to offer.

- Conclusion

Once again, ladies and gentlemen, as a youth ambassador of tourism for Trinidad and Tobago, I

APP-rove, of this app

as it would **APP**-ease tourists' **APP**-etite for adventure

and so, they will **APP**-reciate this ease of information.

Therefore, I **APP**-laud the Ministry of

Tourism and the TDC

on this **APP**-ropriate initiative

that would **APP**-eal

to foreigners' desire

Tobago.

to visit our beautiful twin-island state, Trinidad and

I thank you!