



MINISTRY OF TOURISM

PRESS RELEASE

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SPORT TOURISM: AN INTEGRAL PART OF T&T'S TOURISM PORTFOLIO

Port of Spain, Trinidad – October 16, 2016 – “The time is opportune to focus on sport tourism, and it is a niche well worth following”. That is the message being sent out from the Sport Tourism Master Class program that recently concluded at the Hilton Hotel and Conference Centre. Organised by the Trinidad and Tobago Hospitality and Tourism Association (TTHTI) and facilitated by the eminent Professor Daniel Funk of Temple University, the Sport Tourism Master Class took place on October 13 & 14, 2016.



In opening the Master Class program, Mrs. Vidiah Ramkhelawan, Permanent Secretary in the Ministry of Tourism said, “Trinidad and Tobago has several stadia and sporting complexes across the country but what will make us a game player are hosting events that not only deliver sustainable economic, social and promotional benefits but also entwine the sport, heritage and culture of this country”.

The Ministry of Tourism has identified sport tourism as one of its key tourism niches and has drafted a preliminary sport tourism policy to guide development in that area. The Tourism Ministry is collaborating with the Ministry of Sport and Youth Affairs and the Sport Company of Trinidad and Tobago to finalise this policy in Fiscal 2017. It is to be noted that the Policy will be informed by views of all major stakeholders.

Sport tourism is said to be worth US\$600 billion globally, according to research from World Travel Market. This particular niche market accounts for 14% of overall international travel and tourism receipts and this is predicted to grow over the next decade. Sport tourism is about more than just hosting great events. It offers the

potential for something much broader, including opportunities for Trinidad and Tobago to raise its identity as a sport destination, to generate new tourism business, and to achieve widespread international recognition through global media coverage.



The Sport Tourism Master Class saw record attendance with presentations by several key persons in the sport and tourism fields such as:

- Brian Lewis, President of the Trinidad and Tobago Olympic Committee
- Michael Phillips, Chairman of the Sport Company of Trinidad and Tobago
- Ian Ramdahin, Permanent Secretary of the Ministry of Sport and Youth Affairs
- Dr. Ken Butcher, Ex- CEO of SPORTTT and Executive Manager Academy of Sport and Leisure Studies (ASLS) at the University of Trinidad and Tobago.
- Sherlan Cabralis, Lecturer in Sport Management at the UWI St. Augustine Campus
- Adrian Winter, Personal Advisor to the Minister of Tourism

The program provided participants with an opportunity to develop the skill sets necessary for Trinidad and Tobago to excel in the sport tourism arena.

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ABOUT THE MINISTRY OF TOURISM

The Ministry of Tourism is responsible for tourism policy development, awareness, catalysing and facilitating growth of the tourism sector, encouraging investment in the sector, building stakeholder partnerships and monitoring trends in the industry. The Ministry of Tourism facilitates and monitors destination marketing and public relations activities through the administration of funding to the Tourism Development Company (TDC), the marketing and implementation agency of the Ministry of Tourism.