



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

Ministry of Tourism

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**MEDIA RELEASE  
FOR IMMEDIATE RELEASE**

**Tobago and Trinidad Tourism Stakeholders Make Linkages at ‘*Stay to Get Away*’  
Network and Launch, Tobago**

**Port of Spain, Trinidad – July 31, 2017** – The Ministry of Tourism hosted its first ever Tourism Stakeholders Network at the Tobago launch of the 2017 *Stay to Get Away* campaign. The networking event was held on Wednesday July 26, 2017 at the Pigeon Point Heritage Park, Tobago.

Trinidad and Tobago stakeholders from the large and small accommodations, tour operators and tour guides were invited to connect with each other, to further propel the *Stay to Get Away* offerings between the islands by building exceptional packages that can capture a wide audience.

The *Stay to Get Away* campaign is part of the Ministry’s overall public awareness drive—encouraging locals and residents to experience the tourism product in new and exciting ways. Additionally, this initiative focuses on promoting domestic tourism as an alternative for persons who usually vacation overseas. “*Stay to Get Away 2017*” also aids in stimulating economic activity in the sector, during the slow period, whilst providing much needed jobs for small tourism entrepreneurs.

Opening the proceedings at the Networking and Launch event, Permanent Secretary in the Ministry of Tourism, Mrs. Vidiah Ramkhelawan gave the basis for *Stay to Get Away* campaign. The Permanent Secretary said “In 2015, approximately 150,387 households in Trinidad and Tobago - roughly 42% of total households participated in Domestic Overnight Trips. Of those (150,387) households, an average of 1.85 trips were made by each of them, totalling over 278,000 overnight trips throughout Trinidad and Tobago.” With domestic tourists spending an average of TT \$293.90 per day, domestic tourism represents a source of income for providers and stakeholders alike.

This is the second installation of the *Stay to Get Away* campaign since Minister Cudjoe has assumed office and has seen significant improvement since last year; “there are more

stakeholders on board, there is more excitement and interest in the initiative, there are more patrons who would have dedicated their time energy and resources and a number of people who would not have participated before are participating in the initiative this year” said Minister Cudjoe in her address. She went on to announce that over fifteen (15) Tobago stakeholders are part of Stay to Get Away 2017.

Tobago stakeholders were supportive of the Ministry’s efforts. President of the Tobago Unique Bed and Breakfast and Self-Catering Association (TUBBSCA), Kay Trotman praised the Ministry of Tourism, stating “The opportunity provided by the Ministry for networking with fellow stakeholders, both in Tobago and Trinidad can help to foster the kind of relationships amongst stakeholders that widens the scope for growth and development of all tourism operators, large and small alike.”

Minister Cudjoe also used the opportunity to discuss the new chapter that Trinidad and Tobago’s tourism sector is about to embark upon—“reengineering of our tourism strategy” and “retooling of our tourism structure”. The Honourable Minister stated “The Tobago House of Assembly which has the responsibility for tourism development in Tobago has already launched the Tobago tourism agency to lead the charge in marketing and promoting Tobago as a tourism destination. In Trinidad, the ‘Tourism Trinidad’ destination marketing company is well on its way, it goes by the short name of “Tourism Trinidad” and would focus on promoting Trinidad. The Ministry of Tourism will work with the Tobago House of Assembly, and will lead in facilitating and coordinating the promotion and development of “Destination Trinidad and Tobago”. The Cabinet of Trinidad and Tobago has also agreed to the establishment of a tourism taskforce which is made up of members of the THA, Division of Tourism along with the Tobago Tourism Agency, the Minister of Tourism, technical staff of the Ministry of Tourism and the ‘Tourism Trinidad’ entity”. The Tourism Taskforce is intended to facilitate a collaborative approach in tourism development which will allow Trinidad and Tobago to show the world the best that it has to offer.

Also attending the Stakeholder Network and Launch event was The Honourable Ayanna Webster-Roy, MP for Tobago East and Minister of State in the Office of The Prime Minister, Assemblyman Joel Jack, Deputy Chief Secretary and Secretary of Finance and the Economy and Ingrid Ryan-Ruben, Administrator, Division of Tourism, Culture and Transportation.



Minister Cudjoe is pictured with DPS John, Administrator Ryan-Rueben and PS Ramkhelawan

Minister of Tourism, The Honourable Shamfa Cudjoe [second from right] is pictured with [from left to right], Deputy Permanent Secretary in the Ministry of Tourism, Ethlyn John, Administrator in the Division of Tourism, Culture and Transportation, Tobago House of Assembly, Ingrid Ryan-Ruben and Permanent Secretary in the Ministry of Tourism, Vidiah Ramkhelawan on July 26, 2017.



Minister Cudjoe is pictured with Secretary Clarence Jacob John, Deputy Chief Secretary Joel Jack and Assistant Secretary Shomari Hector

Minister of Tourism, The Honourable Shamfa Cudjoe [second from left] is pictured with [from left to right] Assemblyman Clarence Jacob, Secretary of Settlements, Urban Renewal and Public Utilities, Assemblyman Joel Jack, Deputy Chief Secretary and Secretary of Finance and the Economy, Assemblyman Shomari Hector, Assistant Secretary of Community Development Enterprise Development and Labour.



**Minister Cudjoe interacts with Tobago Stakeholders:**

Minister of Tourism, The Honourable Shamfa Cudjoe (left), is pictured with [from left to right] President of the Tobago Unique Bed and Breakfast and Self-Catering Association (TUBBSCA), Kay Trotman, Harris McDonald of Harris' Jungle Tours and Deputy Permanent Secretary in the Ministry of Tourism, Ethlyn John



**Minister Cudjoe is pictured here having a discussion with a Tobago Tourism Stakeholder:**

Minister of Tourism, The Honourable Shamfa Cudjoe (left), has a conversation with Veronika La Fortune of Being with Horses at the Pigeon Point Heritage Park, Tobago.

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**For additional information, please contact:**

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