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TRINIDAD ACTIVELY PURSUING A GREATER SHARE OF THE LUCRATIVE MEETINGS BUSINESS

The Trinidad & Tobago Convention Bureau recently hosted a successful educational tour with top meeting and event planners

PORT OF SPAIN, Trinidad – May 9, 2016 – As part of its ongoing efforts to attract more meetings, incentive groups, conferences and exhibitions (MICE) to the destination, The Trinidad & Tobago Convention Bureau just concluded a successful six-day educational tour for US-based meeting and incentive planners. From May 2 - 7, representatives from leading organizations in Atlanta, Baltimore, Chicago, Fort Lauderdale, Main and Oregon were wooed by members of the public and private sector and they were joined by a senior editor from the official publication of Meeting Professionals International, the largest and most vibrant global meeting and event industry association.

The goal of the trip was to give key decision-makers and influencers a memorable on-the-ground experience via cultural interactions and important face-time with local hoteliers, industry partners and suppliers. The itinerary for the destination preview was designed to show - not just tell - the planners all the compelling reasons that made good business sense for them to host their events in Trinidad.

For the first part of the tour, the group stayed at Hyatt Regency Trinidad where they toured the meeting facilities there and also participated in a Chef's Table dinner with the general manager and key members of the hotel's management team. Throughout the week they also conducted site inspections at Hilton Trinidad & Conference Center, Radisson Hotel Trinidad, North Deck and Green Meadows.

In order to understand the full meeting participant experience, the guests also were introduced to aspects of the Trinidadian culture via trips to Las Cuevas Beach to sample bake and fish, the world's best fish sandwich; a cocktail reception infused with local entertainment at the Hilton; and a tour of Angostura distillery. Other food moments that showcased Trinidad's harmonious blending of a multiple cuisines included an interactive dinner at Fanatic Kitchen Studio where the planners benefitted from hands-on cooking lessons with a chef, and a visit to Veni Mangé, the 35-year old Woodbrook eatery that is popular with both residents and visitors.

Over on the green and serene sister-island of Tobago, the group was accommodated at Magdalena Grand Beach & Golf Resort and they visited other venues like the Coco Reef Resort & Spa and the Shaw

Park Complex. All the attendees got to enjoy the island's stunning coastal scenery aboard a calming catamaran cruise and relish local rum and chocolate tastings during a visit to the Cocoa Estate.

"Important factors in the meeting site selection process include variables such as air accessibility, the caliber of the location's meeting facilities, supporting technology, opportunities for cultural immersions and overall destination appeal. We wanted our guests to know that Trinidad and Tobago can meet and exceed their expectations", said Arveon Mills, sales manager of the Trinidad and Tobago Convention Bureau.

The entity, a division within the Trinidad and Tobago Tourism Development Company, works with meeting and event planners to facilitate successful MICE programs. Their services include, but are not limited to, assisting with disseminating requests for proposals (RFPs), arranging airport meet and greets, VIP transfers, tour planning development and vendor negotiations, sourcing entertainment options and making ground transportation arrangements.

About Trinidad & Tobago

Home to the largest Carnival celebration in the Caribbean, Trinidad & Tobago is the southernmost Caribbean nation located seven miles east off the Venezuelan coast. Ranked the happiest nation in the Caribbean by the United Nations' [World Happiness Report](#), in 2013 and 2015, the destination's distinct and harmonious blend of cultures, eclectic cuisine and eco-adventure activities continue to attract travelers of all ages to its shores. Birthplace of the limbo and the world famous steelpan, the only-acoustic instrument invented in the 20th century, as well as a diverse mix of monthly [festivals and events](#), it's little wonder that Trinidad is known as the 'cultural capital of the Caribbean.' Sister island Tobago offers a quintessential Caribbean vibe with secluded beaches, quaint villages, private villas and award-winning environmental treasures. Tobago is home to the largest brain coral in the Western Hemisphere and the oldest protected reserve in the Western hemisphere, The Main Ridge Rainforest. Come explore Trinidad & Tobago - the true Caribbean. For more information on Trinidad & Tobago, visit www.goTrinidadandTobago.com or www.visittobago.gov.tt.

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