

**2016**

# REMARKS

**Delivered by Mr Richard Duncan  
Chairman  
Tourism Development Company Limited  
of Trinidad and Tobago**

**2016 PAN AM Track Cycling Championships  
LAUNCH**

**Hasely Crawford Stadium, Port of Spain  
Tuesday 9<sup>th</sup> August 2016 @ 10:00am**



Good morning.

It is my pleasure to bring remarks on behalf of the Tourism Development Company. We are thrilled to be partnering with the Trinidad and Tobago Cycling Federation on this initiative, which we are confident will bring greater awareness to Trinidad and Tobago as a premier destination for hosting international sporting events.

Sports Tourism is a growing niche in the global travel industry, earning revenues in excess of US\$7 billion, according to one study by the University of Ohio. It is one of the niches being aggressively pursued for development as we at the Tourism Development Company, continue to fulfil our mandate to develop and market Trinidad and Tobago's tourism products.

The State's investment in sporting facilities like the National Cycling Centre gives the destination a unique advantage within the



Caribbean, to increase the hosting of regional and international events. As we host more events, our accommodation providers, tour operators, transportation providers and food and beverage businesses will enjoy greater revenue earnings from visitors.

In addition, the destination will benefit from international media coverage. The Pan Am games represents our first opportunity to use the National Cycling Centre for an international event, giving us the opportunity to showcase the destination to 2 million persons via international media coverage.

The tournament also gives us the opportunity to collect data on the 20,000 spectators that will visit our shores for the tournament. Gone are the days when we do things based merely on a feeling or a hunch that it would be a success. One of the areas we are partnering with the TTCF in is research. Competitive intelligence through quality research is critical to proper evidence-based decision making.



During the tournament, we will be collecting pertinent bio- and psychographic data on visitors to the event. This will inform the way we package and market our tourism products and the destination.

Sports tourism is a niche with massive potential in Trinidad and Tobago. The Tourism Development Company is proud to partner with the TTOC in the execution of the Pan Am games as we continue our efforts to boost the development of this lucrative niche.

As I close, I commend the TTOC for their enthusiasm and professionalism as they prepare to host this auspicious tournament and I wish our national team every success.

Thank you.