

2016



WELCOME REMARKS

**Delivered by Mr. Warren Solomon
Chief Executive Officer (Ag.)
Tourism Development Company Limited**

**OFFICIAL OPENING OF LA BREA MUSEUM & VISITOR CENTRE
In Commemoration of World Tourism Day
“Tourism for All – Promoting Universal Accessibility in Trinidad and
Tobago”**

**Tuesday September 27, 2016 at 11.00am
La Brea Museum and Visitor Centre**

Salutations

- The Honourable Shamfa Cudjoe, Minister of Tourism
- The Honourable Nicole Olivierre, Minister of Energy and
Member of Parliament for La Brea
- Mrs. Satie Jamraj-Marimuthu, Permanent Secretary (Ag.),
Ministry of Tourism
- Ms. Lisa Bholai, Research and Communications Officer,
National Centre for Persons with Disabilities
- Members of the Management and Staff of the TDC and the
Ministry of Tourism
- Students and teachers of the Brighton Anglican Primary
School
- Specially invited guests
- Members of the Media
- Ladies and gentlemen

Good Morning.

It is my pleasure to warmly welcome you to this natural wonder in south Trinidad – the La Brea Pitch Lake - as we commemorate World Tourism Day 2016.

What do we know about this place that's in the middle of where most of you call home? Well, the Lake itself has the largest deposit of natural asphalt in the world. It has an area of approximately 100 acres, in some parts it may be as much as 70 metres (or over 230 ft) deep and it's one of just a handful of pitch lakes in the world.

Today we're pleased to be re-opening the refurbished La Brea Museum – a place where visitors from Trinidad and all over the world can come and learn more about this amazing site and natural wonder. And we chose this day, because the theme for World

Tourism Day 2016 is “Tourism for All – Promoting Universal Accessibility in Trinidad and Tobago”, which highlights the need for

tourism destinations to ensure accessibility, regardless of a visitor’s physical or mental limitations, or the special needs required by some.

The museum offers an excellent opportunity for us to gain some insight into the story and artefacts that have formed our history. It is also particularly important at this time as we are working on having the La Brea Pitch Lake listed as a World Heritage Site.

It is estimated that over 20,000 people visit the Pitch Lake each year, and as the owner of the museum, it is the responsibility of the Tourism Development Company to ensure that anyone who wishes

to gain access to the facility is able to do so in comfort and with due care.

As I close, the message that I wish to leave you with is this – and it's particularly to the youngsters in the audience: Many people around the world know about and are amazed by the La Brea Pitch Lake. As residents of this area, it is up to you to ensure that this site is treated with respect by all who visit it and that we show it off with pride each and every time.

Thank you.