

**2016**

# **REMARKS**

**Delivered by Ms. Melissa Pulchan  
Director**

**Tourism Development Company Limited  
of Trinidad and Tobago**

**Launch of the STAR Tourism Mall Caravan  
June 25<sup>th</sup> 2016 @ 2:00pm  
Gulf City Auditorium, La Romaine**

- **Mrs. Simone Medina, Acting Senior Research Officer at the Ministry of Tourism**
- **Councillor Phillip Montano of the San Fernando City Corporation**
- **Mr. Keith Chin, Chief Executive Officer at the Tourism Development Company**
- **Officials of the TDC and the Ministry of Tourism**
- **Members of Tourism Stakeholder Organisations**
- **Members of the media**
- **Ladies & Gentlemen**

Good afternoon. It is my pleasure to welcome you to the opening of the STAR Tourism Caravan and I am also pleased to deliver remarks on behalf of our Chairman, Mr. Richard Duncan. Gulf City is the Caravan's first stop and we are thrilled to be here and for the opportunity to meet and interact with you all in the nation's second capital city.



The Tourism Development Company (TDC) is hosting this caravan to expose members of the public to the goals, initiatives and outputs of the tourism sector. Tourism is much more than hotels, beaches and tour guides. A lot of effort goes into the operation of the sector and today you have the opportunity to learn more about this exciting industry.

Do you agree that we live in an amazing country? Think about all of our different foods, beautiful places, animals, plants and festivals. Indeed, we have a lot to share with visitors to our destination.

As the development of the tourism industry forms part of government's thrust towards economic diversification, the TDC is working with stakeholders - many of whom you will meet today - to nurture our traditional tourism products, to develop new and innovative tourism products and services and ensure that they meet international standards.



I invite you to participate fully with us this afternoon. Visit the exhibitor booths – with us today we have persons representing the different elements of tourism – accommodation providers, tour operators and sites and attractions. Test your knowledge by participating in our quizzes to win fun prizes. Enjoy the entertainment.

For those of you interested in a career in this dynamic and rewarding industry, we have the Trinidad and Tobago Hotel and Tourism Institute here to offer career guidance and advice.

Whether or not you choose to work within tourism or its related industries, as a citizen and resident of Trinidad and Tobago, you are a tourism ambassador for the destination. I urge you to consider this responsibility in the execution of your job, regardless of your position or the industry in which you work; when you interact with strangers on the streets; in the way you treat the



environment and our flora and fauna. Trinidad and Tobago is our country and it is up to all of us to do our part to preserve, protect and promote this paradise we call our home to ensure that Trinidad and Tobago remains the destination of choice for visitors.

Thank you.