

2016



VOTE OF THANKS

**Delivered by Ms. Belinda Charles
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Tourism Development Company Limited
Trinidad and Tobago**

**Launch of “The Charter”
Maximizing our Visitor’s Experiences (STEP)**

**Tuesday 14th June, 2016
Anne Mitchell Gift Auditorium, Scarborough
Library Facility**

- **The Honourable Shamfa Cudjoe, Minister of Tourism**
- **Assemblyman Tracy Davidson-Celestine, Deputy Chief Secretary and Secretary, Division of Tourism and Transportation, THA**
- **Ms. Cherryl-Ann Solomon, Administrator, Division of Tourism and Transportation, THA**
- **Mrs. Fredericka Brooks- Adams- Director of Tourism, Division of Tourism and Transportation**
- **Mr. Orville Dillion, President, TRANSMAX**
- **Officials of the THA, Ministry of Tourism and TDC**
- **Tourism Transportation Providers and Operators**
- **Members of the media**
- **Ladies and gentlemen**

Good morning.

As we come to the end of this morning's event I have the honour of delivering a vote of thanks on behalf of all who were instrumental in the successful facilitation of the Maximising the Customer Experience workshops and the development of the Charter.

Customer service is the heart of the Tourism industry. Bringing visitors in to destination Trinidad and Tobago is only part of the battle, but once here, a positive visitor experience is what will convert the first time visitor into a repeat visitor. A positive visitor experience is what will encourage repeat visitors to promote the destination to their family and friends and a positive visitor experience translates into continuous and consistent growth for the local tourism sector.

In the true sense of the term, customer service does not only relate to the ability of a service provider to be friendly. Professionalism, reliability, timeliness, anticipating the customer's needs and exceeding expectations all create the level of customer service that results in a visitor experience that leaves a lasting impression on the traveller.

Ensuring that our tourism operators understand the importance of customer service and remain dedicated to providing a higher standard of customer service was the aim of the Small Tourism Enterprises Project's (STEP) Maximizing the Customer Experience Workshop and the development of The Charter.



Throughout this process, several persons and organisations have shown their unending support and commitment to achieving the vision of a marked improvement in the level of customer service offered by our local tourism operators and it is at this juncture that I would like to acknowledge all who were influential in the successful coordination of this morning's event.

To the Honourable Minister of Tourism, thank for your attendance this morning. Your passion for the improvement of the sector and support of initiatives that aid in the overall development of the industry is encouraging. Your vision for the local tourism industry will undoubtedly result in the positioning of Trinidad and Tobago as a tourism destination of choice, transforming the sector into a primary economic contributor.

To Assemblyman Tracy Davidson-Celestine and other officials of the Tobago House of Assembly, Division of Tourism and Transportation, thank you for your inspiring words this morning. The relationship between the Tobago House of Assembly and STEP has always been a strong and fruitful one and I look forward to future collaboration on initiatives that will only strengthen the quality of Trinidad and Tobago's tourism products and services.

Mention must also be made of Mr. Sherwin Bridgewater, Consultant for the Maximising the Customer Experience Workshop. Your expertise in the areas of Business Management and Customer Service and your self-described



ability to motivate, captivate and rally individuals into action, have certainly left a positive influence on the way in which tourism operators manage their businesses and interact with their clients. Your work has left a progressive mark on the local tourism industry and will contribute significantly to the growth of the sector.

Lastly, I must acknowledge Mr. Orville Dillion, President of the Transmax Maxi Taxi Association and all of the tourism transport operators. Your hard work, dedication and commitment to raising the bar for all tourism service providers is commendable.

In closing, I would like to thank all of you for taking time out of your busy schedule to join us at the launch of The Charter. I encourage you, as you leave here today, to make customer service excellence an intrinsic part of your day to day lives, as we work together towards transforming Trinidad and Tobago into a tourism centric destination.

Thank you.