



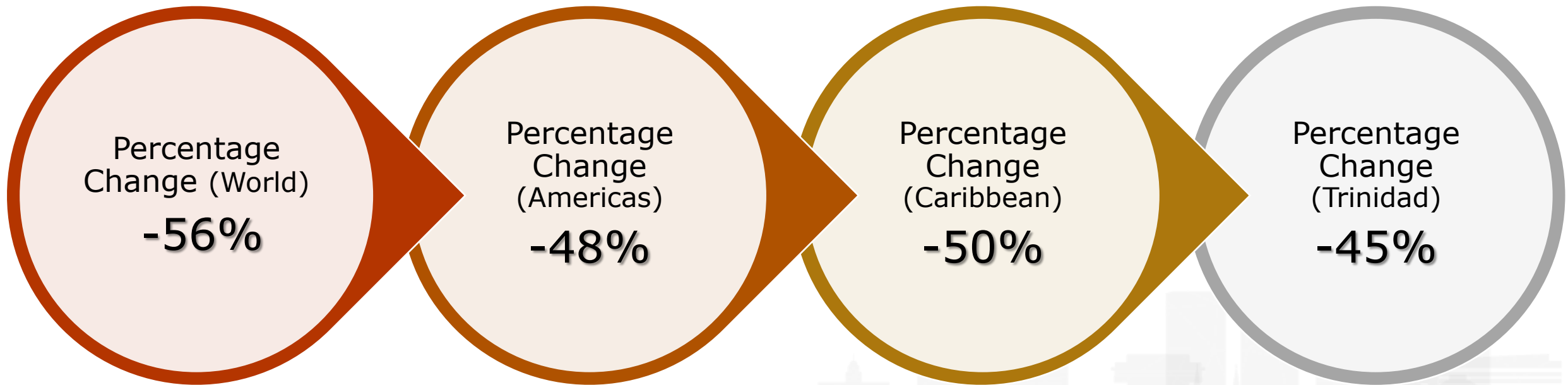
TOURISM

Trinidad

Sun, Sea &
Masks

The international travel and tourism industry have been hit hard by the COVID-19 pandemic; not only putting millions of persons out of work, virtually sending the cruise industry into a tailspin but changing the face of tourism.

International Tourism 2020 (at May 2020)



Objectives

- i. Goal must be on the safety of all visitors; both domestic (Staycations) and future international visitors. Tourism destinations are now adopting bold, innovative ideas that include technology adoption.
- ii. **Effective communication** of health safety protocols to the international travel community and to citizens.
- iii. Tourists outside their normal environment often suffer from an information deficit and steps must be taken to provide assistance and information in multiple languages and formats. Websites and other digital platforms must, therefore, provide the necessary interfaces.
- iv. Local populace must be sensitised to become more tourism and service centric.



Landscape of the New Normal

1. Health & Safety Protocols – Define + Train
2. Market Innovation
3. Touchless Solutions
4. Health Screening – Visitors + Employees



Landscape of the New Normal

5. New Business Models

6. Data, Data, Data



Getting the Message Out



- Restore Confidence
- Virtual Reality
- Augmented Reality
- Digital Platforms – pre-arrival and in destination
- Self-Service



Where do we go from here?

- i. Customized, personal, authentic **experiences**.
- ii. Reimagine events (sporting, carnival, mega business conferences).
- iii. Higher demands for eco-tourism, health and wellness.
- iv. Staycations and regional “bubbles”.
- v. Access to broadband and capacity to utilize within the sector.



#visitTrinidad