



Government of the Republic of Trinidad and Tobago

Ministry of Tourism, Culture and the Arts

Level 8 - 10, Tower C,
International Waterfront Complex,
1A Wrightson Road, Port of Spain
Trinidad and Tobago

Phone: 612 - 8853

February 24, 2024

Media Release
Carnival 2024 Report

Overview of Carnival Season

The Carnival period is classified as a nineteen (19) day period which includes Carnival Tuesday. This year the season began on January 26 and ended on February 13. However, Carnival 2024 was officially launched by the National Carnival Commission (NCC) on November 4, 2023. Numerous band launches were held from the middle of the year and other Carnival related events began from as early December, 2023.

This year, the country welcomed thousands of visitors to its shores with a marked increase in the number of visitors and participation at events. Carnival 2024 lived up to its reputation as the "Greatest Show on Earth," This year's celebrations, themed "Come Back Home," showcased the unparalleled energy of this world-renowned festival for visitors and locals to experience.

Carnival related events including fetes, Pan, Soca, Calypso and Chutney highlighted the spirit of the people and the revelry. The artistry and passion on display at each of these events and competitions which also includes the grand spectacle of Dimanche Gras and the Junior and Senior Parade of Bands left audiences in awe. Carnival continues to demonstrate the irresistible energy and profound cultural significance of these events to our country.

Stakeholder Collaboration and Government Support

Stakeholders were able to work together to ensure that during this year's Carnival celebrations, safety and security were paramount. Successful collaborations were undertaken with all relevant parties, including the Ministry of National Security, the National Carnival Commission, Pan Trinbago, the Port of Spain City Corporation, the Trinidad and Tobago Police Service and the T&T Promoters Association. The Ministry is grateful for the support provided by all our stakeholders who worked tirelessly to ensure the success of this year's Carnival.

In order to ensure optimal participation by as many artists as possible in this year's carnival, the Ministry provided approximately \$8,395,000 in supplemental financial assistance to more than 8,100 individuals and organisations across the Calypso, Chutney and Steelpan organisations. This excludes the subvention provided to the National Carnival Commission to execute the hosting of Carnival and the myriad of events under its mandate.

Carnival Statistics

Panorama

This year's Panorama was the largest one to date, with over 8,000 steelpan players joining the competition. Estimates from Pan Trinbago reveal that approximately 15,614 persons physically attended Panorama events for the season. This represents a 20% increase from last year's estimated attendance of 12,970. Additionally, pay per view subscriptions also increased by 52% from 1,334 in 2023 to 2,032 in 2024. To facilitate the Panorama event, the Government approved payments of \$1,769,500 in grants to unsponsored steelbands and \$4,000,000 in remittances to Pannists for the season. The private sector also invested heavily in the steelpan movement through band sponsorship.

Panorama Attendance

Year	Total in Person attendance	Total Pay Per View	Total
2023	12,970	1,334	14,304
2024	15,614	2,032	17,646
Increase	2,644	698	3,342

Source: Pan Trinbago

Other Carnival Events

Several events hosted by the National Carnival Commission (NCC), also had increased attendance. It is estimated that 100,000 persons attended the John Cupid Carnival Village, an increase of 30,000 over 2023 attendance figures. Approximately 1,200 persons attended the 2024 Canboulay Riots compared to 700 in 2023. Mas related competitions, inclusive of the King and Queens Preliminaries and Semifinals, the Junior Parade of the Bands and the Senior Parade of Bands on Carnival Monday and Tuesday, saw a year-on-year increase of 33% patronage from 4,177 patrons in 2023 to 5,575 patrons in 2024. Dimanche Gras had an astounding 87% increase of patrons from 1,376 in 2023 to 2,578 in 2024.

NCC Events

Event	2024 Attendance	2023 Attendance	Increase
John Cupid Carnival Village (19 th Jan – 9 th Feb, 2024)	100,000	70,000	30,000
King and Queens Preliminaries	1,000	867	133
Kind and Queens Semi Finals	1,300	1031	269
Re-enactment of the Canboulay Riots	1,200	700	500
Junior Parade of the Bands	1,275	500	775
Dimanche Gras	2,578	1,376	1,202
Parade of the Bands (Monday)	300	200	100
Parade of the Bands (Tuesday)	1,700	1,579	121
TOTAL	109,353	76,253	33,100

Source: NCC estimates based on gate scan of tickets

Air Transportation

In respect of flight movement, between January 26 to February 13th, 2024, there were 459 aircraft movements with a seat capacity of 64,652. Departures totaled 64,480. This represents a substantial increase over the same Carnival period in 2023, where there were 305 aircraft movements with a seat capacity of

45,024. Furthermore, comprehensive data for the extended period from January 1 to February 13, 2024 underscores the continued strong visitor influx.

Flight Movement for Jan 26 – Feb 13, 2024

	2024		2023	
	Aircraft Movement	Seat Capacity	Aircraft Movement	Seat Capacity
International Arrivals	459	64,652	305	45,024
International Departure	459	64,480	256	39,164
Total	918	129,132	561	84,188

Source: Airport Authority of Trinidad and Tobago

Flight Movement for January 1st – Feb 13th

	2024		2023	
	Aircraft Movement	Seat Capacity	Aircraft Movement	Seat Capacity
International Arrivals	1,037	145,750	716	105,952
International Departure	1,037	145,854	670	101,604
Total	2,074	129,132	13,86	207,556

Source: Airport Authority of Trinidad and Tobago

Visitor Arrival Statistics

This year's celebrations attracted approximately 41,444 visitors by Air (29,651 non-nationals and 11,793 nationals who are residents abroad i.e members of the diaspora) to Trinidad and Tobago over the Carnival period January 26 – February 13.

With respect to expenditure, utilizing figures from the Central Statistical Office's (CSO) data from last year's exit surveys, visitors stayed on average 13 days, and spent on average USD\$2,251 or TT\$15,313 on food, entertainment, accommodation, transport etc. This year's CSO survey on visitors stay and expenditure is not yet available.

Using the above figures from the CSO's 2023 exit survey, visitor spend for the 2024 Carnival Period is estimated at approximately USD \$93.3 million or TTD\$634M.

In 2023, visitor arrivals were estimated at 27,375 for Carnival. This figure is comprised only of non-nationals entering this country and did not include visiting nationals who are resident abroad.

The United Nations Statistical Division standard measures visitor arrivals by country of residence. The UNSD's standards are essential since it allow for countries to disseminate data compiled in the same way, thereby allowing for comparability of data across countries and over time.

The Ministry of Tourism, Culture and the Arts therefore collaborated with the Immigration Division of the Ministry of National Security to collect the necessary data by country of residence for Carnival 2024.

Review of Data Collection and Entry Forms at Ports of Entry

Additionally, the Ministry of Tourism, Culture and the Arts along with the Ministries of Digital Transformation, Planning and Development, Finance and National Security and the Airports Authority is currently undertaking an exercise to review the data collection process of passenger arrivals to Trinidad and Tobago with the intention to move away from the paper based immigration and customs forms towards digital based immigration and customs forms. The goal is to align data collection practices with international best practices, ensuring efficiency, accuracy and relevance in data capture for Immigration, Customs and Excise and tourism-related decision-making processes.

Visitor Arrivals (Jan 26th – Feb 13)

	2024	2023
Non Nationals	29,651	27,375
Nationals resident abroad	11,793	Not available
Total	41,444	

Source: Immigration Division

Taking into consideration that several Carnival related activities were held prior to January 26th and visitors, particularly Caribbean nationals, usually visit for short intervals to attend specific events, a review of visitor arrivals for January 1 to February 13, reveals that approximately 71,010 persons visited the country.

Visitor Arrivals (Jan 1st – Feb 13)

	2024
Non Nationals	52,117
Nationals resident abroad	18,893
Total	71,010

Source: Immigration Division

Cruise Arrivals

Apart from visitor arrivals by air, Trinidad also welcomed approximately 20,423 passengers via Cruise calls throughout the Carnival period. With an average visitor spend of US\$43 or TTD \$292 per passenger, the estimated expenditure by these visitors amounts to a further USD \$878,189 or \$5.97 million TTD over the carnival period.

Date of Arrival	Number of Passengers
30/1/24	2,501
31/1/24	2,501
2/2/24	1,912
3/2/24	98
4/2/24	2,450

6/2/24	2,501
7/2/24	2,501
11/2/24	3,470
13/2/24	2,501
Total	20,423

Source: Carvalho's Cruise Services Limited

One of the most notable cruises for the season was the Royal Caribbean’s Jewel of the Seas which returned on Carnival Tuesday – February 13th. Passengers were given a taste of the best of our local heritage as many were able to view the Parade of the Bands and experience the activities at the Socadrome – “Where Mas, Pan & Art Meet.” Patriotic promotional items were distributed to passengers and shuttle services were arranged to transport passengers to and from the Socadrome, of which the Ministry was a title partner. Here, a dynamic Carnival Village was created for passengers to experience Trinidad’s premier Carnival traditions. Visitors were treated to live entertainment from Trinbago’s best Soca and Calypso artistes. Visitors also enjoyed viewing such bands as Yuma Vibe, TRIBE Carnival, Bliss and Harts.

Economic Impact

Estimated visitor expenditure for the Carnival period, including that of visitor arrivals by Air and by Sea is conservatively estimated to be USD \$94.2 or TTD \$640 million.

Data on overall spend on Carnival activities, revenue generated from private fetes and parties held throughout the period are unavailable at this time and will take a significant study to determine the economic impact of the Carnival festival. Most of the Carnival events were sold out in advance and well patronized overall. Based on the multiplier effect, the injection of TTD \$640 million into the economy expectedly created a ripple effect that stimulated economic activity in many other sectors.

On the socio-economic level, Carnival generates business opportunities for singers, songwriters, choreographers, costume builders and designers, make-up artists and musicians, to name a few. Carnival also generates growth and development for numerous micro, small and medium enterprises (MSMEs). In addition, Carnival generates income for food and handicraft vendors, other ‘local and indigenous’ products and a wide range of services, transport operators etc.

Numerous employment opportunities were also created for persons in culinary, hospitality, construction, accommodation, entertainment, IT, transportation, manufacturing and services industries.

Carnival 2025

"Our Carnival serves as a powerful testament to our culture's global appeal. These figures though preliminary, points to the significant economic boost the festival gives the country and do not include the internally generated economic activity caused by the increased multiplier effect. It shows the potential of our tourism market and the numbers tell us that despite those who may seek to suggest that this year’s carnival was likely to see a reduction in visitor arrivals, the opposite happened due to the strength of culture and the power of the brand that is our carnival.

Inspired by the extraordinary success in 2024, the Ministry is committed to working with all stakeholders to make Carnival 2025 an even more unforgettable experience. We envision a longer Carnival season and will focus on streamlining processes, such as the timely construction of the North Stand, to improve both participant and patron experiences. Strategic collaboration between hotels, airlines, promoters, and band leaders will be crucial in optimizing the festival's reach and appeal, ensuring a seamless and enjoyable experience for all visitors" said Senator the Honourable Randall Mitchell, Minister of Tourism, Culture and the Arts.

The Ministry congratulates Pan Trinbago, the National Carnival Commission, Tourism Trinidad Limited, the Trinbago Unified Calypsonians' Organisation and all other stakeholders and industry partners for its role in ensuring that Carnival 2024 was a successful one. The Ministry will continue to invest in the development of our festivals and cultural assets with the aim of Trinidad and Tobago becoming the cultural capital of the Caribbean and the premier destination for cultural tourism.

****END****