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MEDIA RELEASE

SUCCESSFUL HOSTING OF ICC MEN'S T20 CRICKET WORLD CUP 2024

Background

The Ministry of Tourism, Culture and the Arts recognises the successful completion of the ICC Men's T20 Cricket World Cup 2024, which concluded on June 29th, 2024. This year's theme, "*Out of this World*", embodied the spirit of the tournament. Thousands of visitors from several countries visited our shores to witness the energetic showcase of Trinidad and Tobago's unique culture and love of cricket for the matches hosted in the Destination.

Following a bid process launched by Cricket West Indies (CWI) in 2023, Trinidad and Tobago was pleased to join other Caribbean islands in hosting over thirty-five (35) of the fifty-five (55) matches in this year's tournament. In September 2023, Trinidad and Tobago announced having successfully won the bid to host five (5) of these matches at our premier sporting venue, the Brian Lara Cricket Academy (BLCA) in Tarouba.

A Local Organizing Committee (LOC), comprising members from the Ministry of Tourism, Culture and the Arts, Tourism Trinidad Limited (TTL), other Ministries, departments and external agencies were created to ensure the seamless planning and execution of all ICC Men's T20 Cricket World Cup activities hosted in Trinidad and Tobago. This included the pre-tournament trophy tour, which was held in our twin-isle on May 18th, 2024, with key stops made to the BLCA, the Queen's Park Oval and the Buccoo Integrated Facility in Tobago. To further enhance the experience, Cricket Fan Parks were arranged in various locations across the country, offering entertainment and giveaways. These Fan Parks created a festive atmosphere and allowed fans to immerse themselves in the excitement of the tournament.

Through strategic partnerships, and effective coordination regarding National Security, health, safety, and overall experience, all events and games hosted in Trinidad and Tobago were safe and incident-free.

Destination Marketing

The LOC for the 2024 games developed a robust marketing plan for the promotion of the tournament which included print media, digital advertising and in-person experience. Digital advertisements targeting both local and international audiences were shared online via various platforms and radio, as well as through the networks of the International Cricket Council (ICC).

A digital landing page on TTL's Destination website was also developed specifically for the Cricket World Cup 2024 activities for officials, participants and patrons to easily access logistical and other related information.

Given the international reach of the T20 games, it was imperative for Trinidad and Tobago to leverage this exposure to effectively market the Destination. Destination advertisements were also shared via television on international stations such as Willow TV.

Additionally, TTL collaborated with Urban Journey, (a global digital provider and member of the Caribbean Tourism Organisation) to highlight the country in their Ultimate Destination Guide for the Cricket World Cup 2024 publication.

Visitor Arrivals and Economic Impact

According to data collated from the Immigration Division of the Ministry of National Security, forty thousand, one hundred and twenty-four (40,124) visitors arrived by air during the period May 23rd to June 26th, 2024. Thirteen thousand, three hundred and eighty (13,380) of these arrivals were residents living abroad while twenty-six thousand, seven hundred and forty-four (26,744) were non-nationals. The total visitor arrivals for the period could not be disaggregated from visitor arrivals specifically for the ICC games.

Over one hundred and fifty (150) persons were interviewed in a Visitor Exit Survey conducted by TTL between June 18th and June 27th, 2024. Seventy-two percent (72%) of respondents indicated that they arrived in Trinidad and Tobago via a Caribbean Airlines flight, thus demonstrating revenue generation for our local airline.

Overall, this year's ICC Men's T20 Cricket World Cup stimulated economic activity in Trinidad and Tobago through visitor and domestic spending, corporate participation, and more. According to TTL's exit survey, visitors who indicated that their purpose of visit was to attend the Cricket World Cup matches spent an estimated US\$833.00 per person, covering accommodation, transport, food, and leisure activities. Locals also spent significantly on tickets, merchandise, food, and other related expenses.

Data from the exit survey indicated that ninety-four percent (94%) of visitors who attended the Cricket World Cup Tournament reported having a positive experience visiting the country and attending the events. Additionally, seventy percent (70%) of them affirmed their intention to return to the Destination within the next three (3) years. These preliminary estimates highlight the international appeal of Trinidad and Tobago's sporting, cultural, and tourism offerings.

Looking Ahead

The success of the ICC Men's T20 Cricket World Cup 2024 illustrates Trinidad and Tobago's potential for rapid growth as a leading sport tourism Destination. Inspired by the success of the 2024 tournament, Senator the Honourable Randall Mitchell said, *"The Ministry of Tourism, Culture and the Arts is committed to partnering with local and international stakeholders to secure even greater sport tourism opportunities for Trinidad and Tobago in the future. With an emphasis on strategic collaborations with hoteliers, airlines, tour operators, sports associations and more, I am confident that we can continue to provide elevated and seamless experiences for our growing tourism industry."*

Minister Mitchell also added that he is eager for our local sporting venues to further attract international reach and recognition as the Destination looks forward to hosting more regional and international sporting events in the near future.

The Ministry of Tourism, Culture and the Arts congratulates the International Cricket Council, Tourism Trinidad Limited, the Sports Company of Trinidad and Tobago Limited, and all other stakeholders and industry partners for its role in ensuring the success of the ICC Men's T20 Cricket World Cup 2024.

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