



National Carnival Commission of
Trinidad & Tobago

CARNIVAL BUSINESS LINKS

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Providing Business Data and News Relevant to the Carnival Industry

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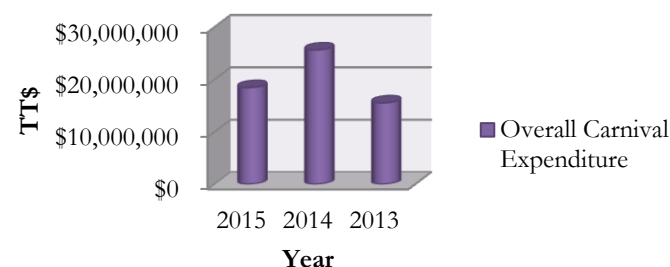
How Much Do Carnival Visitors Spend?

Carnival visitation increased 5.2 % in 2015 when compared to the preceding year. However, despite the increase in Carnival visitors in 2015, visitor expenditure has decreased. Carnival visitors (38,625) brought in TT\$18,474,380 or just under US\$3M in 2015. Visitor expenditure in 2014 was TT\$25,655,069 – higher than 2015 with fewer Carnival arrivals (36,722 visitors). Average Carnival per visitor spend in 2015 was TT\$9,869 while the average spend in 2014 was TT\$10,382. The average length of stay in 2014 and 2015 was 14 days, up from 11 days in 2013 (See summary data at Table 1 and Figure 1). Overall, the destination was one of the top performers in the region registering a 6 % in annual tourist arrival in 2015 when compared to 2014. At the time of publication, data for Carnival 2016 was not available. Carnival visitor expenditure represents only a small component of the overall economic value of Carnival to the Trinidad and Tobago. A comprehensive study is needed to appreciate the collective impact of various business sectors to the Carnival industry.

Table 1 Carnival Visitor Expenditure 2013-2015

	2015	2014	2013
Overall Carnival Expenditure	TT\$18,474,380	TT\$25,655,069	TT\$15,552,846
Average per person spend (Carnival)	TT\$9,869	TT\$10,382	TT\$8,398
Average Length of Stay (Carnival)	14	14	11

Figure 1 Overall Carnival Expenditure 2013-2015



Sources: Central Statistical Office of Trinidad and Tobago (CSO)
Immigration Division via the Ministry of Tourism

Minshall to Create Carnival Sculptures for Climate Change Initiative

Artist Peter Minshall is collaborating with The Cropper Foundation on a climate change pilot programme to create two underwater Carnival-themed sculptures. The innovative climate change adaption programme in Buccoo Reef, Tobago is being supported by a US\$500,000 grant from the Inter-American Development Bank (IDB).

According to the IDB, "The project is expected to facilitate the adaptive capacity and recovery of Buccoo Reef – damaged by years of over-visitation from snorkelers and scuba divers and by land-based nutrient run-off – by providing an alternative destination to tourists that will also provide a new source of income for the tourism, cultural and creative industries of the area."

If the pilot programme is successful, there will be a larger project roll-out involving the installation of a complete band of Carnival sculptures.

Source: Inter-American Development Bank, IDB (2016)
www.iadb.org



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Forbes Identifies Top T & T Carnival Entrepreneurs

Forbes contributor Baz Dreisinger published "The Trinidad Carnival Power List" in February 2016. Dreisinger did not identify the method used to rank the top entrepreneurs in T & T's Carnival, so it is unclear if the entrepreneurs' ranking is based on income from Carnival or influence. Soca artiste, Machel Montano tops the list.

Forbes' Trinidad Carnival Power List 2016

1. Machel Montano (Entertainer)
2. Dean Ackin (Band Leader)
3. Russell George (Hotel Manager, Hyatt)
4. Anya Ayoung-Chee (Designer)
5. Kwesi Hopkinson (Fete promoter & DJ)
6. Jules Sobion (Event Promoter)
7. Colin Williams (Photographer)
8. DJ Private Ryan
9. Andre Choo Quan (Documenter)
10. Jeanille Bonterre (TV Personality)

Source: www.forbes.com



Click it: Featured On-line Resource

Creative and Cultural Skills Business Survival
Tool Kit TM

<http://business-survival-toolkit.co.uk/>

T& T Economic Indicators at a Glance

	As At Jun. 2015	As At Sept. 2015	As At Feb. 2016
Unemployment Rate (%)		3.4	
Total Labour Force	649,100		
Total Person with Jobs	622, 800		
Inflation Jan- Jun (%)	3.8		
Net Official Reserves (US\$ Million)			9,529.5
Import Cover (in months)			11.3

Sources:

Central Statistical Office

Central Bank of Trinidad & Tobago





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Region

Caribbean Tourism Grows 7% & Outstrips Other Regions



The Caribbean Tourism Organization (CTO) reports that after 6 years of consecutive growth, Caribbean tourism's performance was better than regions in the Americas, Europe and Asia. In 2015, international tourist trips to the Caribbean grew by 7% to 28.7 million visits; the second consecutive year that the region has done better than the rest of the world. Visitors spent an estimated US\$30 billion, a 4.2% rise over the \$28.8 billion spent in 2014.

The US, the Caribbean's main market, which accounts for approximately 50 % of arrivals, grew by 6.3%. The Canadian market grew by 4.5% to 3.4 million; Europe accounted for 5.2 million visits, a 4.2% jump over the previous year. The South American market continued its rapid growth, generating 2.1 million visitors, an 18.3% jump over 2014. The UK market recorded a 10.4% increase in 2015.

According to the CTO, the outlook for 2016 is positive, with tourist arrivals expected to increase by 4.5% to 5.5%. Cruise tourism is estimated to record a 1% to 2% growth, as summer redeployment of ships continues.

Source: Caribbean Tourism Organization (CTO), 2016

Jamaica Leads World in Proportion of Female Managers

The United Nation's International Women's Day 2016 was commemorated on March 8 under the theme: "***Planet 50-50 by 2030: Step It Up for Gender Equality.***" While acknowledging the strides women have made, reports are that the glass ceiling has not been shattered, and women still have a long way to go to gain parity. The Caribbean can celebrate the three countries that have ranked in the top ten for the percentage share of female managers globally, with Jamaica at the top of the list. Also in the top ten are St. Lucia and Bahamas at the 3rd and 9th positions, respectively.

According to an International Labour Organization 2015 report, entitled "Women in Business and Management: Gaining Momentum", Jamaica has just under 60% of managers who are female. It is also notable that 70-80% of the country's University graduates are women. The ILO (2015) report highlights the top three barriers for women's leadership are:

1. Women have more family responsibilities than men
2. Role assigned to societies by men and women
3. Masculine corporate culture

The ILO report is a reminder that women cannot be underestimated not only as managers, but their role as consumers. Businesses need to be more cognizant of the power and characteristics of this very important group of decision-makers.

Source: International Labour Organization (2015). *Women in Business and Management: Gaining Momentum*





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World

First Global Map of Cultural & Creative Industries

The International Confederation of Societies of Authors and Composers (CISAC) commissioned in 2015, a global study of the economic and social impact of Creative and Cultural Industries (CCI). The study focused on revenues and jobs, using estimates and qualitative trends in 121 sectors and 5 global regions, including Latin America and the Caribbean. The revenues generated in the 11 sectors are captured in Table 1. CCI generated US\$2,250B in revenues and 29.5 million jobs worldwide. Television and visual arts register the highest revenues, while visual arts and books are the top two employers.

Table 2 CCI Sector By Revenue (US\$b) and Jobs

CCI Sectors	Revenues (2013, US\$b)	Employment (2013, Number of Jobs)
Television	477	3,527,000
Visual arts	391	6,732,000
Newspapers and magazines	354	2,865,000
Advertising	285	1,953,000
Architecture	222	1,668,000
Books	143	3,670,000
Performing arts	127	3,538,000
Gaming	99	605,000
Movies	77	2,484,000
Music	65	3,979,000
Radio	46	502,000
Total (before double counting)	2,285*	31,524,000*
Total (minus double counting)	2,253	29,507,00

* Rounded figure

Source: EY (2015). Cultural times: the first global map of cultural and creative industries.

The study, commissioned by EY, also notes that the CCI are the engine of the online economy- generating US\$200B in global digital sales in 2013. Looking ahead, EY notes that CCI development would lie in:

- ✚ Promoting author's rights – creators must be fairly compensated for their work to encourage continued creativity and growth in revenues.
- ✚ Business consolidation – to benefit from the scale needed to exploit content ideas and global markets.
- ✚ Balancing on-line monetization – the Internet has to be a fair-trade place for creators and their works.
- ✚ Nurturing talent – creative class must be supported by structuring creative hubs and networks for economic, social and cultural development of their native cities and regions.

Artist Free Residency Programme

The Ucross Foundation provides uninterrupted time, work space, and living accommodations in Sheridan, Wyoming to competitively selected visual artists, writers, and composers. Currently, the Foundation is accepting applications for its 2017 Spring Residency programme, which runs from March to June.

Residencies vary in length from two weeks to six weeks. Residents are responsible for providing their own working materials and for their travel to Sheridan.

Although there is a \$40 non-refundable application fee, there is no charge for a residency.

Artists, writers, and composers from anywhere in the United States and the world, in any stage of their professional career, are invited to apply for a residency.

For complete residency programme information, and application guidelines, visit the Ucross Foundation website at <http://www.ucrossfoundation.org/residency-program/>

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