

Tobago targets Latin America for visitor growth

Tobago is targeting Latin America as a new source market for visitor growth, as the Tobago Tourism Agency Ltd (TTAL) intensifies efforts to diversify arrivals amid shifting global travel patterns.

The move forms part of a broader strategy to reduce reliance on traditional markets and position the island more competitively within the South American travel space.

As part of this push, TTAL recently engaged key industry stakeholders at the World Travel Market (WTM) Latin America, held at the Expo Centre Norte in São Paulo, Brazil.

It marked the agency's first participation in the event under the Caribbean Tourism Organisation's (CTO) Caribbean Village Pavilion, which provides a unified platform to showcase the region's tourism offerings to the Latin American market.

A TTAL press release stated that during the April 14–16, 2026 event, “TTAL engaged in a series of productive meetings with travel advisors, media representatives, travel writers, digital media companies, and booking platforms. These engagements created valuable opportunities to deepen destination awareness, communicate Tobago's unique value proposition, and better understand the expectations of the Latin American traveller.”

The agency noted that the Latin American market presents growing opportunities as travel preferences evolve.

“TTAL's presence at the event reflects a focused approach to market diversification, as the Agency explores new opportunities to position Tobago within the South American travel market,” it said.

“With shifting global travel patterns, Latin American travellers are increasingly seeking alternative Caribbean destinations that offer

authenticity and meaningful, experience-driven travel. Tobago's distinct appeal, rooted in its unspoilt natural beauty, rich culture, and community-based experiences, aligns strongly with these emerging preferences," the release added.

WTM Latin America is regarded as one of the region's leading B2B travel and tourism marketplaces, attracting more than 32,000 industry professionals, including tour operators, travel advisors, media representatives and key decision-makers.