



Government of the Republic of Trinidad and Tobago

Ministry of Trade, Investment and Tourism

Remarks

by

Senator the Honourable Satyakama Maharaj
Minister of Trade, Investment and Tourism

*Soft Launch of GC Resorts – North Coast,
Trinidad*

Salutations

- Dr. Colin Gosine – Parliamentary Secretary, Ministry of Trade, Investment and Tourism
- Dr. Nyan Gadsby-Dolly – Member of Parliament for St. Ann’s East
- Mr. Anthony Pinto – Chairman, GC Board of Directors
- Mr. Ken Gordon – Outgoing Chairman and Advisor to the GC Board of Directors
- Ms. Abigail Bynoe – Permanent Secretary, Ministry of Trade, Investment and Tourism
- Directors and members of GC Resorts Ltd.
- Specially Invited Guests
- Members of the Media

Opening

Good morning. It is both a privilege and a pleasure to join you for the soft launch of **GC Resorts**—a visionary development that signals a new chapter for Trinidad and Tobago’s North Coast and for our national tourism landscape.

This project is more than bricks and mortar. It is a **home-grown initiative**, conceptualised and driven by our own people, rooted in our land, our culture, and our spirit. Today we see the convergence of **natural beauty, entrepreneurial talent, and heritage** to create something truly extraordinary.

The Vision

As Minister, I am proud to say that GC Resorts reflects the **new direction in tourism** we are charting: one that is globally competitive, yet distinctly and authentically Trinidad and Tobago.

The resort’s features—a luxury hotel and conference centre, private villas, fine dining, a state-of-the-art marina, and solar-powered sustainability—are designed to attract the sophisticated, eco-conscious traveller. These are visitors who do not simply seek a getaway; they seek an **experience in harmony with nature, culture, and meaning**.

Even the naming of the resort’s elements honours our ancestral connections. It is not branding for branding’s sake—it is a proud affirmation that **luxury and heritage can coexist**.

National Context and Potential

To place this moment in context: **Singapore, a country just one-sixth the size of Trinidad, welcomed over 15 million visitors in 2024**. By contrast, we received fewer than 500,000.

The difference is not in natural beauty—we have that in abundance. The difference lies in the **breadth of their tourism portfolio**, carefully diversified across business, leisure, medical,

cultural, and eco-tourism. Visitors come from multiple sources, feeding into an ecosystem designed to maximise value at every level.

This is where Trinidad and Tobago must go. GC Resorts is one of the first bold steps in building that diversified portfolio—**broadening our reach to eco-tourists, cultural explorers, wellness seekers, business travellers, sports, medial and education tourism and digital nomads.**

Digital nomads—professionals who live and work remotely while exploring the world—represent one of the fastest-growing global travel segments. For us, they are more than visitors. They are **catalysts for creativity, entrepreneurship, and digital enterprise**, contributing not only to the tourism economy but to our innovation ecosystem.

Together, eco-tourism, cultural tourism, wellness travel, business tourism, and digital nomadism will all contribute to our broader goal: **to cross one million annual visitors by 2030.**

National Impact

GC Resorts represents more than a property—it represents a **strategic re-imagining of tourism** in Trinidad and Tobago.

- Moving beyond traditional sun-and-sand packages
- Toward eco-tourism, cultural immersion, wellness travel, and digital nomadism
- Raising the bar for what our country offers to the world

It is also an investment in **economic diversification**. Tourism, together with non-energy manufacturing and creative industries, is a cornerstone of our strategy to generate jobs, exports, and innovation.

And importantly—GC Resorts is only the beginning. Over the coming months, we will unveil several other investment-ready projects, across both tourism and non-energy sectors, that will showcase our readiness to do business at the highest level.

Partnership with the Private Sector

This transformation cannot be achieved by Government alone. It requires **genuine partnership with the private sector**. That is why I initiated the formation of the **Private Sector Organization of Trinidad and Tobago (PSOTT)**—now in its formative stages.

PSOTT will give business, for the first time, a **unified national voice** to work alongside Government. Together, we can ensure that projects like GC Resorts succeed, not in isolation, but as part of a wider ecosystem of sustainable growth.

Closing

To the visionaries and investors who believed in this project—thank you. To those seeking the next opportunity—**this is your invitation to join us.**

GC Resorts is a symbol of what is possible when we invest in ourselves, honour our heritage, and open our doors to the world.

Let me be clear: the **Ministry of Trade, Investment and Tourism is open for business—serious business.**

On behalf of the Government of Trinidad and Tobago, I congratulate you on this launch and wish GC Resorts every success. Rest assured, the Ministry stands ready to support you in every possible way.

Thank you.