



CARNIVAL A MAJOR ECONOMIC EARNER

ST. GEORGE'S, GRENADA, June 16, 2014 – GIS: Culture officials are seeking measures to boost the annual Carnival celebrations, which have been making a major contribution to national development.

Reports from the Grenada Board of Tourism indicate that the 2013 THE festival pumped in excess of EC\$ 24 million to the local economy. Culture Minister Sen. Brenda Hood says the Spice Mas Corporation (SMC), is working to make the 2014 festival bigger and better; attracting more visitors and generating greater revenue.

Minister Hood is encouraged by the success of the festival last year. "Statistics from the Grenada Tourism Authority, indicate that there were 7,000 visitors to the island for the period July to August 2013, injecting an average of EC\$24 million into the economy", the Culture Minister said as she spoke at the launch of the 2014 Carnival season.

She pointed out that the big monetary injection is a clear indication of the valuable contribution Carnival is making to the economy.

The Culture Minister indicated that officials are delighted with the support from the United States, the United Kingdom, Trinidad and Tobago and other regional countries. "The statistics further indicate that there were over 3,000 visitors from the United States representing the largest group, followed by 1300 from the United Kingdom and 1400 from Trinidad and Tobago", Senator Hood announced, indicating that the figures represented a mixture of visitors and returning nationals.

Minister Hood is expecting another successful season with key stakeholders hard at work preparing to take the festival to another level. She said that Calypsonians are endeavouring to produce music that are lyrically strong and pulsating; the Steele band players are preparing to stage a fantastic Panorama Championship; and that masqueraders are working diligently to ensure that their creativity hit the streets and create a big impact.

The Culture Minister is also expecting another rousing display from the traditional Mas player - Vieux, Shortnee, Wild Indians, Moko Jumbies and the ever popular Jab Jab. Senator Hood encourages her countrymen to actively participate in the festival. "I am appealing to all of you to do like myself, find a costume and hit the streets Monday and Tuesday for a great and energizing experience. Let us support every aspect of the season- Panorama, Calypso and Soca competitions, Queen Show and others".

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