



Guyana Tourism Authority
National Exhibition Centre
Sophia, Georgetown, Guyana

Tel: (592) 219 0094 - 6
E: info@guyanaturism.com
Web: www.guyanaturism.com

Guyana attracts high media attention in early 2019 and increased visitation

Media Interest in Destination Guyana is Growing

January 11, 2018 - Destination Guyana has been accorded yet another feature in National Geographic Traveller's 'The Cool List 2019'. The article focuses on "Everything from futuristic cityscapes and modernist architecture to pristine rainforest and rehabilitated wildlife", in this most recent accolade, Guyana is featured at #10 on the all-encompassing global list. "New flights are opening up this undiscovered gem...Guyana's main prize is Kaieteur Falls. The largest single-drop waterfall in the world is a beauty, cutting its way through the jungle as the Potaro River falls 741ft before continuing towards the Atlantic," the article stated.

Over the years, Guyana has cemented its position as a leading tourism destination, and has gained international recognition as 'National Geographic Traveller 2014's must-see places on planet earth. Guyana earned a coveted spot on this exclusive, very short list for the very first time in 2014 and BBC Travel's 'Five destinations you should know more about', among many others. The recent National Geographic Traveller accolade is further proof of the destination's vibrancy and its lure with its offerings of raw authentic adventure, stunning scenery and rich culture, unique to Guyana. The destination features an irresistible combination of natural beauty; pristine Amazonian rainforests; immense waterfalls; amazing wildlife, blended with a vibrant indigenous culture, rich heritage and the most hospitable and friendly people in the world.

At the onset of the New Year, Guyana was also featured in The Sunday Times Newspaper (UK) in an article titled 'The Guianas' and in an article on how to visit Kaieteur National Park in Travel + Leisure. Earlier in December, the country's famous St. George's Cathedral was highlighted in Atlas Obscura - "St. George's Cathedral isn't all that lofty as churches go, but at 143-feet-tall and made entirely from wood—apart from its foundations—it ranks amongst the tallest wooden churches in the world," they wrote. Founded in 2009, Atlas Obscura catalogues unusual and obscure travel destinations, and relies heavily on user generated content. Added to this, the Evening Standard (UK) featured Guyana in an article titled '25 of the world's most magical jungle adventures' late last year.

Market Demand in Destination Guyana is Increasing

All of the media recognition in Destination Guyana is generating an increase in market demand. According to the Caribbean Tourism Organisation (CTO) Guyana was the top performing destination in the first half of 2018. "The top-performing destinations during this period were Guyana at 18.3 percent, Belize at 17.1 percent, the Cayman Islands at

15.9 percent, Grenada at 10.7 percent and the Bahamas at 10.2 percent," the Chairman Dominic Fedee declared. "These individual results substantiate the regional messaging of the openness of the destinations for business and the confidence in destinations to deliver quality experiences," he added.

It is noteworthy that tourism to Guyana has been growing since 2009 and visitation is now increasing. For the period January to November 2018, visitor arrivals to Guyana increased by 16.88% over 2017. This includes an increase in diaspora visitation (1.19%), an increase in leisure vacation travel (11.66%) for November 2018 versus 2017, and increases within all of Guyana's core source markets: US (7.85%), Canada (2.01%), UK (10.04%), and Germany (2.92%) for January to November 2018 versus 2017. This also includes a marked increase in travel from Cuba (15.73%) for shopping and for processing U.S. visas for November 2018 versus 2017.

Based on current performance and growing market awareness and demand, Guyana is well positioned to attract 500,000 visitors by 2025 best case scenario or by 2030 worst case scenario based on historical trends if average annual growth were to remain static. Either way, the future of the tourism sector in Guyana is bright.

About the Guyana Tourism Authority. The Guyana Tourism Authority (GTA) is a semi-autonomous governmental organisation responsible for developing and promoting sustainable tourism in Guyana through collaboration with sister agencies and the tourism private sector in order to maximise local socio-economic and conservation outcomes and improve the visitors' experience. The GTA is focused on Guyana becoming recognised locally and internationally as a premier destination for protecting its natural and cultural heritage, providing authentic experiences, and maximizing local economic benefits. For more information, visit www.guyanaturism.com or call (592) 219-0094.