



## **LOTUS APPOINTED BY GUYANA TOURISM AUTHORITY TO DEVELOP TOURISM ARRIVALS FROM THE UK & BENELUX**



**LOTUS will be working with the Guyana Tourism Authority (GTA) to act as the market representation firm for Destination Guyana in the UK and Benelux with immediate effect.**

January 9<sup>th</sup>, 2019 - LOTUS has been appointed to raise the profile of Guyana as a travel destination with its key product being nature, adventure and cultural experiences; highlight and develop the travel options to Guyana from the UK & Benelux travel industries; and engage consumers through memorable trade and media campaigns.

Situated on the mainland of South America, Guyana is bordered by Suriname in the east, Brazil in the south and southwest, Venezuela in the west and the Atlantic Ocean to the north. However, it is often considered part of the Caribbean region because of its strong cultural, historical, and political ties with other English Caribbean

countries. Guyana was once ruled by Great Britain and known as 'British Guiana' until independence in 1966. However, the country still has strong ties with the United Kingdom.

Guyana is a relatively untouched nature destination. With its natural beauty and biological diversity, Guyana is home to some of the world's largest, rarest and most spectacular creatures, as well as over 900 species of birds. The rich and diverse animal population earns Guyana the title of 'Land of the Giants' thanks to the abundance of giant species, pristine rainforest covering 80% of the country's territory and stunning scenic landscapes, including the majestic Kaieteur Falls - one of the world's largest and most powerful single drop waterfalls in the world. Guyana also benefits from a rich melting pot of cultures blending several indigenous communities with African, British, East Indian and Caribbean influences.

Targeting the United Kingdom & Benelux travel industries, as well as consumer and B2B media, LOTUS aims to put Guyana on the map, building strong and valuable travel links to the region, whilst also stimulating consumer interest through a proactive PR campaign targeted adventure, nature and culture enthusiasts.

The appointment follows new flight infrastructure to the country, including a new direct route from Miami to Georgetown with America Airlines. This new flight adds to existing route connections to Guyana from New York, Toronto, Latin America and the Caribbean. Guyana has also seen significant media coverage in 2018 and has already started off 2019 with a good note achieving a spot on National Geographic Traveller's Cool List 2019.

Guyana Tourism Authority's Director, Brian Mullis, says:

"LOTUS has a proven track-record working with adventure destinations and we are looking forward to working with the LOTUS team to build awareness of Guyana as a sustainable travel destination from the UK and beyond. A lot of people don't know where Guyana is, and it is essential that we engage with the trade and media to raise awareness, which will in turn increase demand."

The account will be run by Sarah Johnson (CEO), Kate McWilliams (Deputy MD) and Lucy Keenan (Account Manager), supported by the LOTUS teams in London and Benelux.

For more information on Guyana as a travel destination, please visit <https://www.guyanatourism.com/> or contact the [Guyana@wearelotus.co.uk](mailto:Guyana@wearelotus.co.uk).

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**About LOTUS:** For more information on LOTUS, please visit [www.wearelotus.co.uk](http://www.wearelotus.co.uk) or contact Sarah Johnson ([Sarah@wearelotus.co.uk](mailto:Sarah@wearelotus.co.uk) / 0207 953 7470).

**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.guyanatourism.com](http://www.guyanatourism.com) or call (592) 219-0094.