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## FOR IMMEDIATE RELEASE

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### **Meeting International Tourism Standards in Guyana** ***Guyana Tourism Authority Commits to the Adventure Travel Guide Standard***

Georgetown, Guyana (August 20, 2018) – The Guyana Tourism Authority announced today that it has committed to the international Adventure Travel Guide Standard. The adventure travel industry has grown rapidly over the last few decades, expanding from an estimated \$89 billion in 2010 to \$263 billion in 2013, and is expected to grow at a compound annual growth rate of 45.99% during the period 2016-2020. Guyana is highly attractive to the growing number of adventure travellers seeking personal growth, new destinations, immersive culture, and personal growth.

Last week between August 13-17, 2018 the Guyana Tourism Authority initiated a training designed to meet the Adventure Travel Guide Standard. Entitled '*Raising the Bar for Adventure and Ecotourism Guiding*', the training was offered to pre-qualified tour guides and held in Guyana's North Rupununi region. Importantly, the training included a Master Training for four local guide trainers to lead future trainings.

The focus of the training was on how the guide naturally fits in with the overall adventure experience; the importance and psychology of customer service; storytelling and interpretation; and the concept and importance of sustainable practices. In addition to the benefit of providing the level of service international travellers look for, the short term goal of this training was to elevate Guyana's current tour guide standards, with the long term goal of building existing capacity to train future adventure travel guides.

"The Guyana Tourism Authority is focused on raising tourism standards in country to meet international travellers expectations and international standards," explained Brian T. Mullis, the Director of the Guyana Tourism Authority. "We have formally committed to adhering to the principles of the Adventure Travel Guide Standard and implementing its requirements."

With only an estimated one-hundred and fifty guides in Guyana who conduct tours independently or for local tour companies and lodges, it is important that they be equipped to provide exceptional experiences for their guests. The course offered by Guyana Tourism Authority was centered on building domestic capacity to train existing and future world class guides by addressing five core competencies – technical, medical, customer service, interpretation and sustainability.



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The North Rupununi tourism circuit is one of the most developed in Guyana, and it is where the majority of travellers choose to experience some of the best adventures Guyana has to offer. Adventure travel guides and tour leaders are the heart of the travel experience for visitors and, as such, need to be equipped with the best tools and knowledge to effectively carry out their job and educate others.

“Going into the wilderness without a guide is like going into a library without the ability to read. This course is expanding our vocabulary and helping us learn to be better guides,” shared Ashley Holland, a participant in the training. “Thanks GTA organizing/facilitating the recent guide training, which was one of the best, if not the best, trainings I have experienced in this field.”

The Guyana Tourism Authority became a member of the Adventure Travel Trade Association (ATTA) in 2018. The training was led by Daniel K. Moore, CEO of Pandion Consulting who has nearly 20 years’ experience as an entrepreneur, professional travel guide, Adventure Travel Master trainer and is a trainer for the ATTA.

For more information about travel and tourism in Guyana, please visit [www.guyana-tourism.com](http://www.guyana-tourism.com), contact Nicola Balram at [nbalram@guyana-tourism.com](mailto:nbalram@guyana-tourism.com), or call (592) 219-0093 or (592) 624-0410.

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