



GUYANA TOURISM AUTHORITY
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THE GUYANA TOURISM AUTHORITY APPOINTS NORTH AMERICAN & GERMAN MARKET REPRESENTATIVES

Georgetown, Guyana (August 1st, 2018) – The Guyana Tourism Authority announced today the appointment of market representation firms to promote Destination Guyana in the North American and German travel markets and increase visitation. Emerging Destinations in partnership with Green Team Global will be representing Guyana in the United States and Canada, and Fastforward Marketing, a subsidiary of Travelmarketing Romberg, will be representing Guyana in Germany.

The United States, Canada, and United Kingdom are Guyana’s core markets, and Germany is an investment market for travellers who are seeking out authentic nature, culture and adventure experiences. The market representatives will be working year-round to raise awareness and further establish Guyana’s presence in these markets, increase demand, and strengthen the direct connections between international tour operators, travellers and the Guyanese travel trade.

With daily non-stop flights available from New York, Miami, Toronto, Panama City, and a number of Caribbean Islands, which have direct access to the UK and Germany, Guyana is well positioned to become the next must-see destination for adventurous travellers. An irresistible combination of vibrant indigenous cultures, exotic foods, pristine primary rainforest, world-class waterfalls and amazing diversity of wildlife will satisfy any visitor’s appetite for new experiences. Guyana offers a wide variety of experiences aimed to inspire travel and embrace adventure. These experiences are unique to even the most travelled of tourist and waiting to be explored.

“Formally entering these markets is a critical component of Guyana’s overall tourism strategy,” explained Brian Mullis, Director of Guyana Tourism Authority. “We are confident that our newly formed strategic alliances with Emerging Destinations, Green Team Global, and Fastforward Marketing will effectively bring Destination Guyana into the global tourism marketplace and meet the growing demand for the increasing number of travellers that are looking for the wealth of natural and cultural heritage we have in abundance.

The appointment of North American and German market representation firms comes during an exciting time for the tourism industry in Guyana. With the recent launch of the new Destination Guyana website, the expansion of the Cheddi Jagan International Airport, increased airlift to Guyana from international carriers such as American Airlines, and the Guyana Tourism Authority working to secure market representation in the UK market before the end of the year, the tourism sector is well poised for growth and positive impact.



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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 or call (592) 219-0094.