



GUYANA TOURISM AUTHORITY
National Exhibition Centre
Sophia, Georgetown
Guyana

Tel: +592 219 0094-6
Fax: +592 219 0093
E: info@guyana-tourism.com
W: www.guyana-tourism.com

The Guyana Tourism Authority Announces New Website Launch *Revamped Website Promotes Guyana's Rich Natural and Cultural Heritage*

Georgetown, Guyana (July 19, 2018) – The Guyana Tourism Authority today announced the launch of the newly revamped Destination Guyana website: www.guyana-tourism.com. The new site highlights the rich diversity of Guyana's visitor ready tourism product, making it easy for travellers and prospective visitors interested in Guyana to access the information they need to plan travels to and within Guyana.

Visually impactful and reflective of the Destination Brand and colours of Guyana, the new website is designed to inform, influence and inspire travel. Bringing together all the necessary information essential to Guyana's travel and tourism offering, the website is structured and divided into five main sections: key details and information about Guyana, destinations throughout the coast and interior, unique experiences, trip planning, and a blog.

Features of the new site include an interactive map, links to Destination Guyana's social media pages, and links to posts about Destination Guyana from the Authority and other sources. The new website also offers quick access to essential tourism information such as the key points of interest and details for booking hotels, lodges, and tours in Guyana. To keep the site fresh and updated, the Guyana Tourism Authority is already working on creating new features, including an enhanced map, industry and media portions of the website, and more.

“The core purpose of the new national tourism website is to appeal to growing international leisure market seeking out authentic nature, culture, and adventure experiences,” explained Brian T. Mullis, Director of the Guyana Tourism Authority. “The site is also designed to appeal to domestic and diaspora travellers who want to learn about new and existing travel options.”

The launch of this site comes during an exciting time for the tourism industry in Guyana. With the expansion of the Cheddi Jagan International Airport, increased airlift to Guyana from international carriers such as American Airlines, and the Guyana Tourism Authority securing market representation in its key source markets and increasing its focus on strengthening the tourism product offering, the tourism sector is well poised for growth and positive impact.

For more information, please visit www.guyana-tourism.com, contact Nicola Balram at nbalram@guyana-tourism.com, or call (592) 219-0093 or (592) 624-0410.

###





GUYANA TOURISM AUTHORITY
National Exhibition Centre
Sophia, Georgetown
Guyana

Tel: +592 219 0094-6
Fax: +592 219 0093
E: info@guyana-tourism.com
W: www.guyana-tourism.com

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.

#discoverguyana

