

# Media Release



## **GUYANA TOURISM AUTHORITY RETAINS REPRESENTATION IN THE NORTH AMERICAN MARKET**

A four-agency partnership will act as North American representation for Guyana focusing on travel trade promotion, public relations and market insights

FOR IMMEDIATE RELEASE

AUGUST 1, 2018 – NEW YORK: Guyana Tourism Authority (the official Tourism Board of “Destination Guyana”) has formed an official partnership with Emerging Destinations and Green Team Global to represent Guyana in the United States (US) and Canadian travel markets. CornerSun Destination Marketing and Small Planet Consulting join Emerging Destinations and Green Team Global in introducing and promoting Guyana to the North American travel industry to drive awareness and travel to Guyana. The US and Canadian travel media and operators can anticipate a roadshow visiting various locations later this year to spread excitement about travel to Guyana.

Guyana is positioned as the next must-see destination for travelers. With daily non-stop flights already available from New York, Miami and Toronto, and it being the only English speaking country in South America, tourists can experience vibrant indigenous culture, rich history and an incredibly hospitable and friendly people in the language both parties know best. An irresistible combination of natural beauty, pristine primary rainforest, world-class waterfalls and amazing wildlife will satisfy any social media feed. Visiting vibrant indigenous communities and undeveloped beaches; attending festivals, rodeos, regattas and carnivals; and participating in 4x4 safaris and bird watching are just a handful of the possibilities to provide the hungry North American traveler with no shortage of stimuli.

“Entering the US and Canadian markets are a critical component of Guyana’s overall tourism strategy. We are confident in our newly formed key strategic alliances with Emerging Destinations and Green Team Global supported by CornerSun Destination Marketing and Small Planet Consulting to effectively bring this extraordinary destination to the North American travel industry. North America is one of our strongest markets with a travel culture yearning for authentic culture and nature/adventure experiences. Guyana is in a prime position to provide that!” – Brian Mullis, Director of Guyana Tourism Authority

"We are thrilled by the opportunity to work with Destination Guyana to promote this paradise for nature lovers, adventure seekers, and avid eco-tourists to the North American travel market. We anticipate an enthusiastic and warm embrace of Guyana, the undiscovered gem of South America." – Jane Behrend, President, Emerging Destinations

### **About Guyana, “South America Undiscovered”**

Largely unknown in the US and Canada, Guyana is a small South American country that represents six ethnicities and a rich Amerindian culture. Bordered by Brazil, Suriname and Venezuela, Guyana is part of the revered Guiana Shield, one of the world’s most biodiverse regions that includes many endemic species and South America’s ‘Land of the Giants.’ Guyana possesses Atlantic beaches to the north, staggering mountain ranges to the west, never-ending savannahs to the south and 18% of the world’s tropical forests to boot. It’s an untapped playground for explorers and adventure seekers.

## **About the Guyana Tourism Authority**

The Guyana Tourism Authority (GTA) is a semi-autonomous governmental organization responsible for developing and promoting sustainable tourism in Guyana through collaboration with sister agencies and the tourism private sector in order to maximize local socio-economic and conservation outcomes and improve the visitors' experience. The GTA is focused on Guyana becoming recognized locally and internationally as a premier destination for protecting its natural and cultural heritage, providing authentic experiences, and maximizing local economic benefits.

## **About the Partners**

**Emerging Destinations** – Based in Atlanta, Emerging Destinations is a sales and marketing representation agency specializing in emerging destinations around the world. They will handle trade relations for Guyana.

**Green Team Global** – Based in New York, Green Team Global is a strategy and communications agency that specializes in travel and sustainability. They will handle marketing for Guyana.

**CornerSun Destination Marketing** – Based in New York, CornerSun is a destination marketing consultancy specializing in marketing and communications solutions for both destinations and private sector travel brands. They will handle PR and communications for Guyana.

**Small Planet Consulting** – Small Planet is a consulting and marketing firm dedicated to creating a Better World through Better Tourism. They will also consult on this project given their knowledge and expertise on Guyana specifically.

**For more information on Guyana's rich and diverse offerings visit [www.guyana-tourism.com](http://www.guyana-tourism.com) or follow DiscoverGuyana on Facebook, Instagram and Twitter.**

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