



## **Guyana Tourism Authority Tourism Operator Marketing Policies**

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### ***Licensing Requirement***

The GTA limits the promotion of domestic tourism private sector companies and individuals in its printed and digital marketing efforts to those who are licensed by the GTA, or who are actively engaged in the licensing process and demonstrating ongoing improvement in their operational standards.

### ***Market Representation***

The GTA's market representatives in the U.S., Canada, Germany and U.K. are responsible for matchmaking between domestic and international tour operators. Most international tour operators require Guyanese tourism private sector partners that are licensed by the GTA or insured. Therefore, preference will be given to tourism private sector companies that meet the Licensing Requirement.

### ***Familiarisation Trips***

The GTA supports licensed tour operators wishing to offer their own familiarisation trips in the areas of technical assistance and logistics support. There are a few additional requirements of domestic tour operators that are interested in supporting GTA-led familiarisation trips, which include the following:

- Be licensed tour operator with the GTA at the Gold level
- Provide their services to manage the FAM trip at little to no cost to the GTA. The GTA will liaise with suppliers directly for complimentary or discounted services and will provide that information to the tour operator partner
- Provide door to door service from picking up to dropping off FAM tour participants at our international airports to coordinating all the necessary logistics required by the GTA for the duration of the FAM
- Respond to GTA queries regarding FAM trips within 24 hours in order to ensure timely responses to queries from potential FAM participants prior to their visit
- Respond to GTA queries within 30-60 minutes during FAM trips in case of an emergency
- Brand all written content associated with the FAM trip as a GTA-led effort

<b>Tour Operator Benefits <span style="background-color: yellow;">DRAFT</span></b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>
<b>Marketing Benefits</b>			
Listing on GTA's Travel Industry website			
Listing on the GTA Consumer website			
Banner advertising on the GTA Consumer website			
Promoted at select GTA events and at international tradeshows			
Invited to staff booths that GTA pays for at international B2C tradeshows			
Promoted on GTA's social media platforms (i.e., Facebook, Instagram, Twitter)			
Promoted via GTA's e-Newsletter			
Approved operators for hosting of GTA's guests			
Approved for hosting FAM trip guests			
Approved for GTA recommendations to visitors			
Use of GTA and GTA Licensed Green Heart logos for branding and promotion			
<b>Business Support</b>			
Licensing Support Services			
Business Development Technical Assistance (e.g., pricing, policies, packaging, operations)			
Access to Concessions (Based on set criteria - Tax exemptions e.g., Tour Equipment)			
<b>Training Benefits</b>			
Discounted Access to training programmes offered by the GTA			
Customer Service/Hospitality/Visitors Welcome			
Hotel Management			
Basic CPR and First Aid safety training			
Adventure Travel Standard Guide Training (certificate program)			
Social Media and Content Marketing for Businesses			
Business and financial management			
Advance Tour Guide Training (certification program)			
Vehicle and boat operations and maintenance			
Emergency Medicine in Remote Areas			

### **Tour Guides**

In addition to the benefits noted above, the GTA offers independent tour guides opportunities to participate in train-the-trainer programs and hands-on trainings with local communities.

Participation in international trade shows requires experience with the international travel trade and a proven ability to act as a brand ambassador for Destination Guyana. It may also require subject-matter expertise (e.g., birdwatching expertise to participate in Birdfair). Participation in train-the-trainer programs requires guides to enter into a simple trainer agreement with the GTA.

If individual independent guides do not meet these requirements, the GTA reserves the right to work with independent guides who double as tour operators.

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