



Guyana Tourism Authority  
National Exhibition Centre  
Sophia, Georgetown, Guyana

Tel: (592) 219 0094 - 6  
E: info@guyanaturism.com  
Web: www.guyanaturism.com

## **Guyana Tourism Authority hosts German FAM 2019**

February 18, 2019 (Georgetown, Guyana) - The Guyana Tourism Authority (GTA) has hosted its first group familiarisation trip (FAM trip) for 2019. In 2018, the GTA contracted FastForward Marketing as its marketing representation firm and partner in Germany and the other German speaking markets (Austria and Switzerland).

Germany is an investment market for the GTA. It was selected based on the number of well-travelled tourists who are seeking out the authentic nature, culture and adventure experiences that Guyana offers in abundance. FastForward Marketing is working year-round to raise awareness and further establish Guyana's presence in these markets, increase demand, and strengthen the direct connections between international airlines, tour operators, travellers and the Guyanese travel trade.

One of the first major steps in realising the potential within German speaking and other priority markets is to host familiarisation trips (FAM trip) geared towards educating the media and travel trade on the destination to inform the stories they write and their sales efforts respectively. The group of participants GTA just hosted consisted of five media personnel, two tour operators, and a representative from our German partner, FastForward Marketing.

The FAM trip covered the tourism product in all of Guyana's primary travel circuits, including exploring and visiting Caiman House, Karanambu Lodge and Rockview Lodge in the North Rupununi; Baganara Island Resort on the Essequibo River; historic and cultural Georgetown; and of course, Kaieteur Falls. They were led by lead tour guide Waldyke Prince (Wally).

"Many German tourists do not know about Guyana, and those that do travel visit the three Guianas. One of our goals is to work with our partners on getting those visitors to spend longer exploring Guyana and another is to increase awareness of those who have never visited and entice them to come to Guyana," Thomas Vogler, FastForward Marketing.

"Guyana is not well known in the German speaking markets, but that is about to change," explained Brian T. Mullis, Director of the Guyana Tourism Authority. "The travel writers we hosted reach more than 750,000 travellers and are a primary influence on their travel choices. That combined with the increased air connectivity between Georgetown and Frankfurt and the increasing number of German tour operators selling Guyana will ensure we can meet the growing demand."

From left to right in the attached photo: Ulf Von Rauchhaupt, Frank Heuer, Sabine Luwig, Stefanie Kendlinger, Christian Deutschländer, Thomas Vogler, Waldyke Prince and Thomas Noga.

###

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.guyanatourism.com](http://www.guyanatourism.com) or call (592) 219-0094.

**Media contacts:**

Nicola Balram (GTA)  
[nicola@guyanatourism.com](mailto:nicola@guyanatourism.com)  
592.219.0094

Chevon Lim (GTA)  
[chevon@guyanatourism.com](mailto:chevon@guyanatourism.com)  
592.219.0094