



GUYANA TOURISM AUTHORITY SIGNS MEMORANDUM OF AGREEMENT WITH GUYANA CARNIVAL

The importance of events to the tourism sector is increasing

10 April 2019 - Guyana: The Guyana Tourism Authority (GTA) yesterday (April 8, 2019) signed a Memorandum of Agreement (MOA) with the organisers of the Guyana Carnival 2019, Hits and Jams Entertainment.

The purpose of the MOA is to raise the profile of Guyana Carnival through cooperative marketing, ensure a seamless visitor experience to the event, encourage event attendees to explore other parts of the country, and in the process, maximise the positive socio-economic benefits of the event. In addition, the GTA is now working with event managers to implement green event practices to help mitigate the negative environmental impacts associated with events. Hits and Jams Entertainment will be one of the first companies to begin implementing green event management practices. Related activities include dual promotion of the event through each organisation's social media pages and online platforms, development of a "how to" primer for preparing for your Guyana Carnival experience, and airport welcomes for visitors during the event.

"Festivals and events are an important and prolific area of tourism in Guyana, and their significance and importance to the tourism sector is increasing," said Brian T. Mullis, Director of the Guyana Tourism Authority. "Guyana Carnival has had great success in 2018 and is seen as one of the major events in 2019 that's showcasing the Guyanese culture. We expect to a larger number of visitors this year, including Guyanese living abroad travelling home to enjoy the festivities."

"It is the esteemed pleasure of the Guyana Carnival Committee to be partnering with the Guyana Tourism Authority to ensure the success of our 2nd international carnival. With so much to be discovered, we look forward to working with the Authority to market the rich culture and beauty of Guyana," said Mrs. Shawnell Ferguson, General Manager of Operations for Guyana Carnival.

Guyana Carnival will be held from May 17-27, 2019 in the capital city of Georgetown. It is an eleven-day celebration filled with fetes, all-inclusive parties, boat rides, the 'I Am Legend' concert featuring Buju Banton, and the vibrant masquerade costume parade on May 26th, which is Guyana's Independence Day.

###

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 recognized locally and internationally as a

premier destination for protecting its natural and cultural heritage, providing authentic experiences, and maximising local economic benefits.

For more information on Guyana's rich and diverse offerings visit www.guyanatourism.com or follow DiscoverGuyana on Facebook, Instagram and Twitter.

For further information contact:
Nicola Balram
Guyana Tourism Authority
Tel: + (592) 219-0094
Email: nicola@guyanatourism.com
Website: www.guyanatourism.com

Natasha Waddle
Hits and Jams Entertainment
Tel: + (592) 217-0580
Email: guyanacarnival@gmail.com
Website: www.guyanacarnival592.com