



## MEDIA RELEASE

### Top 10 Reasons Tourism is a Force For Good Globally and in Guyana

**Georgetown, Guyana (May 17, 2019)** - Tourism has long been regarded as one of the fastest growing sectors in the world significantly contributing towards sustainable development in areas such as job and wealth creation, economic growth, environmental protection, and poverty alleviation. Guyana's Green State Development Strategy highlights tourism as a priority value-adding sector requiring increased investment. This level of prioritization nationally aligns with global priorities including the UN Sustainable Development Goals (SDGs).

Guyana is now being recognised globally for its commitment to a Green State agenda and its commitment to supporting the achievement of the SDGs. To help put the benefits of tourism into perspective, the Guyana Tourism Authority has highlighted a number of reasons why tourism is a force for good in Guyana and globally.

- 1. Guyana received a record number of 286,732 visitor arrivals in 2018.** Conservatively, they each spent GY\$105K, resulting in GY\$30.1B injected into our economy. The average international traveler spends GY\$231K per trip, meaning that the total value of tourism to Guyana is likely much larger. The Guyana Tourism Authority is working with the Bureau of Statistics and will soon have more accurate visitor expenditure data.
- 2. Tourism is the 3rd largest export sector in Guyana after gold and rice.** According to the Bank of Guyana Annual Report 2017, Gold earned GY\$171.6B and Rice earned GY\$42.2B compared to the GY\$25.9B in direct revenue tourism generated in 2017.
- 3. The average expenditure per international traveller is US\$1100 per trip.** The Guyana Tourism Authority is promoting Guyana's strengths in authentic adventure, nature-based and cultural tourism experiences. The average expenditure per international traveller in these markets is higher. The average nature-based and adventure traveller spends US\$1,149 per trip, and cultural heritage travellers spend US\$1,319 per trip and responsible travellers spend US\$1,749 per trip on average. The net result is that the value of travel and tourism to Guyana's economy will markedly increase in the coming years.
- 4. Tourism represents US\$8.8 trillion and 319 million jobs worldwide.** The global Travel & Tourism sector grew at 3.9% to contribute a record \$8.8 trillion and 319 million jobs to the world economy in 2018. For the eighth consecutive year, this was above the growth rate of world GDP.
- 5. The tourism sector generates an average of 1 out of every 11 jobs globally.** In 2017 Travel & Tourism directly supported 8,500 jobs in Guyana (2.9% of total employment) according to the World Travel & Tourism Council.
- 6. Tourism represents 6.2% of Guyana's Gross Domestic Product (GDP).** According to the World Travel & Tourism Council, the total economic contribution of the tourism sector in Guyana will grow by 3.7% per annum to GY\$77.2B by 2028, representing 6.2% of Gross Domestic Product.
- 7. There was a 15.9% increase in tourism arrivals to Guyana in 2018.** Guyana received a 15.9% increase in arrivals in 2018 of which there was a 21% increase in leisure travel (183,639 total) and a 15% increase in business travel (28,466). It is anticipated that if the current trends continue Guyana will attract more than 500,000 a year as early as 2025.
- 8. Tourism contributes to Guyana's Green State agenda and the UN Sustainable Development Goals.** In 2018, the United Nations World Tourism Organisation and the United Nations Environmental Programme recognised that the tourism sector can accelerate the achievement of all 17 Sustainable Development Goals due to the sector's direct and multiplier effects on other sectors and industries.

9. **Guyana was awarded the #1 Ecotourism destination in the World in 2018.** In March, Guyana was recognised for its sustainable tourism practices at a national and community level, and was dubbed the #1 in the “Best in Ecotourism” category and one of the Top 10 Sustainable Destinations at ITB Berlin, the world’s largest travel trade and consumer show.
10. **Travel & Tourism investment in 2017 in Guyana was GY\$5.4 billion** and should rise by 3.3% per annum over the next ten years to GY\$7.7B in 2028, according to the World Travel & Tourism Council.

The Guyana Tourism Authority and Department of Tourism are implementing a five-year strategic plan. Through inter-ministerial and multi-sectoral collaboration at local, national, and international levels, the agencies are focused on building a well-designed and managed tourism sector. Sustainable tourism best practice is being integrated into all aspects of tourism strategy, plans, policy, regulations, marketing and product development to ensure Guyana continues to be recognised as one of the world’s best.

Brian T. Mullis, Director of the Guyana Tourism Authority explains, “increasing awareness of the value and benefits of tourism at a national level is perfectly complemented by private and public efforts to educate the world and locals alike about all that Guyana has to offer and how travelling here makes a difference in supporting job creation and driving community benefits while at the same time protecting our natural and cultural heritage.”

For more information, please visit [www.guyanaturism.com](http://www.guyanaturism.com), contact Nicola Balram at [nicola@guyanaturism.com](mailto:nicola@guyanaturism.com), or call (592) 219-0093.

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**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 maximising local economic benefits. For more information, visit [www.guyanaturism.com](http://www.guyanaturism.com) or call (592) 219-0094.