



## MEDIA RELEASE

### Guyana wins the 'Best in Sustainable Tourism' at LATA Achievement Awards

**London, United Kingdom (June 10, 2019):** Guyana has been named the #1 'Best in Sustainable Tourism' at the LATA Achievement Awards, taking place during 'Experience Latin America', Europe's largest B2B travel conference focused on the Latin America region.

Now in its 9th edition, the LATA Achievement Awards recognise destinations, individuals and/or companies with exemplary case studies of tourism or that have made an exceptional contribution to the development of sustainable travel to Latin America.

Voted for by an expert judging panel including Derek Moore; Chairman of the Association of Independent Tour Operators (AITO), Barbara Kolosinska; Managing Director of C&M Recruitment, Aneil Bedi; Founder of Brand Agents, Quinn Meyer; Founder of Crees Manu and LATA committee member, and Danny Callaghan; General Manager of LATA, the LATA Achievement Awards celebrate and reward initiatives and efforts made by the tourism industry to bring the Latin American region closer to Europe.

The announcement was made on June 10<sup>th</sup>, 2019 at London's Chelsea Football Club with UK Guyana representative, Kate McWilliams of Lotus UK, collecting the award on behalf of Guyana.

"Guyana has expended considerable effort in recent years not only to develop an eco-friendly tourism product, but also to incorporate sustainable tourism best practice into all aspects of its tourism strategy, policy, planning and programming," said Brian T. Mullis, Director of the Guyana Tourism Authority. "Guyana is committed to maximising the positive socio-economic and conservation outcomes from tourism and it is a tremendous honour for us to receive this award in recognition of that."

The judging committee selected Guyana as the winner of this award for its "impressive sustainable tourism practices and community-led tourism framework which promotes job creation, helps preserve local traditions and customs, promotes low-carbon lifestyles and provides a livelihood for indigenous communities."

It was only earlier this March that Guyana was recognised as the world's #1 Ecotourism Destination and one of the Top 10 Sustainable Destinations by the Green Destination Foundation at ITB Berlin. The global recognition is promoting the tourism sector to take things to the next level and further advance its sustainable tourism efforts.

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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.