



## **Tourism is the Second Largest Export Sector in Guyana** ***Top 10 Reasons Tourism is a Force For Good in Guyana***

**Georgetown, Guyana (July 17th, 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. That level of priority is supported by a growing body of data.

Based on an analysis of the VEMS survey of the Bureau of Statistics, the Guyana Tourism Authority estimates that the average expenditure per international traveller per visit was GY\$222,216 in 2018. With 286,732 total visitors last year, it is estimated that travel and tourism injected approximately GY\$62.6B directly into Guyana's economy, making tourism its second largest export sector.

Export refers to money going from a foreign consumer to a domestic business. Guyana's economy depends on commodity exports, which are vulnerable due to fluctuations in commodity production and pricing. Tourism is recognised globally as an export sector that is non-extractive in nature and for its contribution to all 17 United Nations Sustainable Development Goals (SDGs).

To help put the benefits of tourism into perspective, the Guyana Tourism Authority has highlighted the [\*Top 10 Reasons Why Tourism is a Force for Good in Guyana.\*](#)

1. Travel and tourism injected approximately G\$62.6B directly into Guyana's economy (2018).
2. Tourism is the 2nd largest Export Sector in Guyana after gold.
3. Travel and tourism contributes to 22,000 jobs in Guyana (2018).
4. The total contribution of travel and tourism to Guyana's GDP is estimated to be 7.8% (2018).
5. Guyana received 286,732 total visitors in 2018 which accounts for a 15.9% increase.
6. Guyana received 183,639 visitors for tourism alone in 2018 which accounts for a 21% increase.
7. Based on the analysis of the VEMS survey of the Bureau of Statistics, the GTA estimates that the average expenditure per international traveller per visit is GY\$222,216 (2018).
8. Tourism contributes to Guyana's Green State Agenda and all 17 UN Sustainable Development Goals.
9. Guyana is recognised as the world's #1 Ecotourism destination, Best in Sustainable Tourism, and a Top 10 Sustainable Destination (2019).
10. Travel and tourism investment in Guyana is projected to increase to GY\$7.7B by 2028.

"Tourism is an important export industry that can become a much more significant economic development tool in Guyana, explained Brian T. Mullis, Director of the Guyana Tourism Authority. "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 or Sade Cameron at [nicola@guyanaturism.com](mailto:nicola@guyanaturism.com) or [sade@guyanaturism.com](mailto:sade@guyanaturism.com), or call (592) 219-0093.

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

