



## **TOURISM VISITATION IS UP BY 10% OVER 2018** ***Preliminary Visitor Arrivals Year-to-Date Released for January-June 2019***

**Georgetown, Guyana (July 26, 2019):** Tourism in Guyana is growing. Based on information recorded from the data on the E/D cards collected from the four main ports of entry (CJIA, EFCIA, Lethem and Moleson Creek), Guyana has recorded a 14.38% increase in visitors with a total of 24,899 for the month of June when compared to the corresponding period for 2018, which was 21,769.

The current year to date shows that Guyana gained 148,715 visitors for the period January - June, 2019. This is a 10.69% increase in comparison to the January - June, 2018 period which received 134,347 visitors. With 286,732 total visitors last year, it is estimated that travel and tourism injected approximately GY\$62.6B directly into Guyana's economy in 2018, making tourism its second largest export sector. This level of growth is continuing exponentially and if the current trends continue, Guyana is poised to welcome more than 500,000 visitors a year as soon as 2025.

“By its very nature, travel and tourism is extremely labour intensive,” explained Brian T. Mullis, Director of the Guyana Tourism Authority. “Tourism is among the world's top creators of jobs requiring varying degrees of skills and allows for quick entry into the workforce for youth, women and migrant workers. The growing increase in visitors has been significantly contributing to employment within the sector, directly creating more than 8,500 low skilled jobs.” According to the World Travel and Tourism Council (WTTC), the total contribution of travel and tourism to employment, including jobs indirectly supported by the sector was 22,000 jobs in 2018.

The Guyana Tourism Authority is not only focused on increasing the volume of visitors but the overall value that each traveller represents. Guyana's target markets – cultural, nature, adventure and sustainable travellers – tend to stay longer and spend more (G\$222,216 on average\*) during their vacations, travel with a lighter environmental footprint, and many of them are generally willing to put up with a greater degree of hardship to experience pristine landscapes and see iconic wildlife.

For more information, please visit [www.guyanatourism.com](http://www.guyanatourism.com), contact Sade Cameron at [sade@guyanatourism.com](mailto:sade@guyanatourism.com) or call (592) 219-0093.

*\*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)*

###

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.

