



GUYANA  
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## GUYANA BIRDING

**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

### **International Media Takes Notice of Guyana and the Birding Tourism Program Returns to the British Birdwatching Fair**

**GEORGETOWN** – Lately Guyana has been getting called names. The names are seen by thousands of readers from around the globe, and it's likely that they're leaving an impression. People's perception of Guyana is surely being affected by all of this name-calling and there is likely to be long-term effects. Thankfully, it has all been overwhelmingly positive.

The Guyana Tourism Authority (GTA) – United States Agency for International Development (USAID) / Guyana Trade and Investment Support (GTIS) Birding Tourism Program has been working hard to put Guyana on the map with birdwatchers and wildlife and nature enthusiasts from around the globe. One of the best ways to reach this audience is through the publications that they read, and thankfully several writers have been telling positive tales of their experiences in Guyana.

The first article that came as a result of the project's efforts appeared in the December 2006 issue of *Conde Nast Traveller*, and was titled, "Strictly for the Birds." Besides painting a beautiful picture of Guyana, it also described birding highlights such as the harpy eagle, red siskin, hoatzin and Guianan cock-of-the-rock.

"Water, Water Everywhere," which appeared in the January–March 2007 issue of *Waterlife*, had this to say of Guyana: "The region's pristine primary rainforest is still largely unspoilt by the ravages of modern man, while the [Rupununi] river itself, and the savannah it floods from March to August, are home to an extraordinary mix of birds and animals that will take your breath away."

In February 2007, *Birdwatch* – one of the premier birdwatching magazines – ran an article entitled "Cotinga Central." Of birding in Guyana, the article said that, "with such a wealth of birds, combined with an unrivalled spirit of both adventure and hospitality, it seems very soon that Guyana is destined...to become well and truly established as a first-class birding destination."

In March 2007, the tour operator Journey Latin America featured Guyana in their publication *Papagaio*, which described Guyana's interior as "unpopulated rainforest and wide-open savanna...unspoiled nature." In May 2007, *WildlifeExtra.com* displayed Guyana's beauty in a piece called, "The Wildlife and Birds of Guyana," in which the author said, "In all my travels over the years I've come across few better examples of what I consider to be 'proper' wilderness than Guyana."

In the June 5, 2007 issue of *The Guernsey Press and Star*, Guyana was called "a hot new destination with birds like supermodels and endless adventure." The summer 2007 issue of *Sundowner*, a promotional publication for the tour operator Abercrombie & Kent, encouraged their clients to visit "The World's Last Wilderness." The article said that with "unexplored jungles, uncharted rivers and mountains yet to be climbed, Guyana is the last great destination for adventurous travelers."

Thus far, it seems the media blitz and market-led strategy employed by the Birding Tourism Program is working wonderfully. Tour operators, birdwatchers, adventurous travelers and intrepid authors from around the world are taking note. But the efforts are still ongoing, and this week a team of representatives will be in England to further spread the good word of Guyana.

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## Birding Program Returns to the British Birdwatching Fair (page two)



Representatives from the GTA, Guyana’s tourism suppliers and the USAID/GTIS project will be attending the British Birdwatching Fair (BBWF) in Rutland, England from August 17-19. With more than 18,000 visitors and 300 exhibitors, promoting Guyana at the BBWF is an ideal way of reaching a large market of birdwatchers and tour operators.

This year, the Birding Tourism Program will be hosting a Guyana booth where attendees will be able to ask questions and learn about Guyana from Treina Butts of the GTA, Tony Thorne and Claire Antell of Wilderness Explorers, Frank Singh of Rainforest Tours, Iwokrama Forest Ranger, Ron Allicock, GTIS tourism specialist Judy Karwacki, and Kirk Smock, author of the forthcoming Bradt Travel Guide on Guyana. Tony Thorne and Ron Allicock will also be giving a presentation on Guyana during the fair. Additional information on conservation issues in Guyana will be available to fair attendees at a separate booth on Guyana sponsored by Greenheart Trust.

On Friday, August 17, Guyana will also be hosting a special barbeque in conjunction with Trinidad and Tobago. The event will be a casual affair during which key birding operators and media can learn of the natural history and hundreds of bird species found in Guyana and Trinidad and Tobago. It will also be a chance to promote the benefits of joint birdwatching tours that include both Caribbean countries.

For more information on the international media that has been featuring Guyana, and links to some of the articles, please see the “Guyana in the News” page of the [www.guyanabirding.com](http://www.guyanabirding.com) website.

The Birding Tourism Program is receiving support from GTIS, a joint project of the Government of Guyana and the United States Agency for International Development (USAID).



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