



GUYANA
Naturally

GUYANA BIRDING

PRESS RELEASE

January 22, 2007

FOR IMMEDIATE RELEASE

Guyana Representatives Attend the North American Nature Photography Association Trade Show



Palm Springs, California, USA—Guyana was one of the exhibitors at the North American Nature Photography Association’s (NANPA) 13th annual trade show, which took place in Palm Springs, California from January 17–21. Representatives touting Guyana at the booth included local photographer David Fernandes; Wilderness Explorers General Manager, Teri O’Brien; and United States Agency for International Development / Guyana Trade and Investment Support (USAID/GTIS) tourism specialist, Judy Karwacki. The Guyana team also received assistance from Joanne Williams, a professional nature photographer and NANPA member.

NANPA is North America’s only association focused on the field of nature photography. Their mission is to “promote the art and science of nature photography as a medium of communication for nature appreciation and environmental protection.”



Every year the trade show attracts 800 nature-related professional and amateur photographers and features some 50 exhibitors. Photographers come together to exchange ideas, experiences, and technical information, as well as discuss ideal nature photography locations. Guyana representatives attended the trade show to display the country’s photogenic qualities and market Guyana as a nature photography tour destination. Birds are a popular subject for nature photographers as are large mammals, making the photography market a natural extension of the GTA-GTIS birding tourism program.

At the booth, David Fernandes was the resident local photographer who shared firsthand insights (and samples of his photographs) into what Guyana offers to camera wielding visitors. Teri O’Brien was on hand to represent Guyana’s tourism operators and field questions regarding the logistics of planning a trip to Guyana, while Judy Karwacki met with several nature photography tour operators to introduce them to Guyana. Joanne Williams has recently partnered up with the GTA-GTIS project to offer assistance and advice in planning trips for nature photographers.

It is expected that Joanne, through her company, Joanne Williams Photo Safari/Tours, will be leading the first nature photography tour to Guyana. She will be traveling to Guyana in February to take part in a birding and natural history product familiarization (FAM) tour, and is looking at introducing a tour for November 2007. The tourism industry will be invited to participate in a debriefing session trip at the end of the FAM tour, where Joanne will give her assessment of Guyana’s potential as a nature photography tour destination. As a well-known nature photographer and tour leader, Joanne has traveled the world and her images have been shown in numerous publications.



Reports from the NANPA trade show have been positive. In addition to several travel photographers that found Guyana to be an appealing destination, four nature photography tour operators expressed interest in starting future tours to Guyana, and Neblina Tours, a nature tour operator that features Guyana in their catalog, said a lot of interest was shown at their booth. Much of the excitement came from the fact that Guyana’s amazing birds and nature have rarely been professionally photographed.

The Birding Tourism Program is receiving support from GTIS, a joint project of the Government of Guyana and USAID.

MEDIA CONTACTS:
Kirk Smock
GTIS Public Affairs Specialist
P: 592-642-7184
E: ksmock@carana.com

With support from

