



PRESS RELEASE

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Guyana Attends the Adventure Travel World Summit

GEORGETOWN, GUYANA – Representatives from the Guyana Sustainable Tourism Initiative (GSTI) and the Guyana-based tour operator, Wilderness Explorers, recently attended the Adventure Travel World Summit (ATWS) in Quebec, Canada. At the ATWS, which is sponsored by the Adventure Travel Trade Association (ATTA), the team promoted Guyana as an adventure and nature tourism destination and made important industry connections with international tour operators and media.

Guyana representatives attended educational sessions, held meetings at a Guyana booth during a special Marketplace event, and networked with the more than 500 industry professionals that attended the Summit. Judy Karwacki of Small Planet Consulting and Tourism Director for the GSTI also led several roundtable discussions about sustainable and indigenous tourism, referring to the work being done in Guyana as case examples.

The Tourism and Hospitality Association of Guyana (THAG) has been a member of the ATTA for several years and recently Guyana joined the association as a destination member (<http://www.adventuretravelnews.com/guyana-sustainable-tourism-initiative>). Attending the ATWS provides opportunities to personally meet and promote Guyana with travel trade and media representatives that would otherwise prove difficult.

Based on the meetings and connections made through the Summit, some of the companies that now have Guyana on their radar include Austen-Lehman Adventures, Great Beyond, Horizon & Co., Natural Habitat Adventures, ROW Adventures, Wilderness Travel, and Wildland Adventures. A few companies were also at the Summit that are already selling Guyana, such as Adventure Life, Geographic Expeditions, and GAP Adventures.

At ATWS, the Guyana representatives also held meetings with top adventure travel writers – Costas Christ, Jeff Greenwald, Everett Potter, Judith Fein, and Michael Behar – and influential media such as National Geographic Adventure, Travel + Leisure, Men's Journal, Outside, AFAR, Archaeology magazine, USA Today, and Away.com. From print to broadcast and online media to freelance journalists and filmmakers, the vast majority of media expressed strong interest in writing, photographing and/or filming stories about adventure tourism in Guyana.

Meeting these tour operators, media and other adventure and experiential tourism partners in person at the Summit assists in developing relationships with them. Working closer with the ATTA is providing opportunities for the GSTI to obtain introductions to key travel influencers and endorsements for travel trade and media fam trips and other program activities used to increase tourism arrivals in Guyana.

The Guyana Sustainable Tourism Initiative is a joint project of the Guyana Tourism Authority and the United States Agency for International Development/Guyana Trade and Investment Support (USAID/GTIS) project. For more information on tourism in Guyana, visit www.guyanabirding.com and www.guyana-tourism.com.

MEDIA CONTACTS:

Indranauth Haralsingh

Director, Guyana Tourism Authority

P: 592-219-0094

E: haralsingh@yahoo.com

Kirk Smock

GSTI Senior Writer

P: 592-223-7144

E: ksmock@carana.com