



GUYANA BIRDING PRESS RELEASE

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GUYANA LAUNCHES NEW BIRDING TOURISM MARKETING PROGRAM

Georgetown, Guyana --- The Guyana Tourism Authority has launched a new marketing program to promote the unique and exciting birding experiences available in Guyana. The program builds on birding tourism marketing initiatives undertaken by GTA in recent years, and which have included development of the Guyana Birds to Watch lure brochure and participation at the British Bird Fair in Rutland, UK.

The marketing program targets the travel trade as well as media and consumers. It includes birding guide training, creation of birding-focused marketing collateral, media relations and PR activities, and development of partnerships with international birding tour operators. A new website, www.guyanabirds.com, is also in development. Phase 1 will go online on June 19th, and the full web site will be launched in the fall of 2006 in conjunction with a product familiarization tour of Guyana for select birding tour operators from North America and Europe.

The marketing program for this year also includes participation in two important birding trade shows. These are the 2006 British Bird Fair, which runs from August 18th to 20th, and the American Birding Association's 2006 Annual Convention, taking place June 19th to 24th in Bangor, Maine. Representatives from GTA, GATBS and Wilderness Explorers will attend these shows, along with a niche tourism marketing specialist from Canada who is assisting Guyana with implementing the marketing plan. They will focus on raising consumer awareness of the diverse range of birding tourism experiences Guyana has to offer, and on developing marketing relationships with birding tour operators serving the European and North American markets.

The marketing program is receiving support from the Guyana Trade Investment Strategy, a joint project of the Government of Guyana and the US Agency for International Development. GTIS provides support to public and private sector organizations and government institutions to help Guyana become more competitive and develop export market opportunities. For more information see www.gtisproject.com.

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