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GUYANA BIRDING

PRESS RELEASE

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Guyana’s Birding Tourism Program Gains Momentum at the British Birdwatching Fair in Rutland, England

Rutland, England—After the second day at the British Birdwatching Fair (BBWF), representatives from Guyana have been receiving nothing but positive interest and feedback on Guyana as a tourism destination.

Director of Guyana Tourism Authority (GTA), Indira Anandjit, has spent the past two days at a booth representing Guyana and addressing hundreds of potential tourists who stop by with questions. Meanwhile, representatives from Guyana Trade and Investment Support (GTIS) and Tony Thorne of Wilderness Explorers have been holding meetings with select birding media and tour operators.

The discussions have resulted in 15 new tour operators expressing a strong interest in promoting Guyana as a future destination for their clients. Six major operators in attendance have already included Guyana itineraries in their full-color catalogs they are distributing at the BBWF. Tony and his colleagues at Wilderness Explorers have been hitting the tradeshow circuit for years, and the results of their hard work is seen in the inclusion of Guyana’s itineraries in the operator’s catalogs.

A familiarization trip has also been planned to bring key tour operators to Guyana. The top nine birding tourism operators were invited on the trip and all have accepted. The trip is planned for November and will allow the operators and guides a chance to see all that Guyana has to offer to birders.

Key media has also shown a keen interest in Guyana. *Bird Watch* magazine, *Birds Illustrated* magazine, and Bradt Travel Guides have all shown interest in featuring Guyana in their publications, saying that the often-overlooked South American country appears to be on the cusp of becoming a new niche tourism destination.

The successes of the day ended with a presentation by Diane McTurk, who spoke about her work with the Karanambu Trust. With apparent endless energy and an ageless grace, she let her passion guide a rapt audience through the more than twenty years she has spent rehabilitating orphaned wild giant otters in Guyana. The talk was well-attended and brought recognition to Guyana’s conservation organizations.

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