



Guyana Tourism Authority
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THE GUYANA TOURISM AUTHORITY PARTNERS WITH GREEN TRAVELLER TO CREATE THE *GREEN TRAVELLER'S GUIDE TO GUYANA*



Green Travel Guide to Guyana

The Guyana Tourism Authority (GTA) has partnered with the leading British eco travel specialists, Green Traveller, to create the *Green Traveller's Guide to Guyana*.

With the growing global trend of travellers being more aware of their impact on the destinations they visit – having seen the environmental benefits of reduced human activity during the pandemic – the GTA has launched the *Green Traveller's Guide to Guyana* in an effort to showcase its unparalleled tourism offering and advise travellers on how to visit responsibly, leaving a net positive impact on the destination.

Green Traveller founder, award-winning travel journalist and sustainable tourism expert, Richard Hammond, worked with members of the GTA to create the *Green Traveller's Guide to Guyana* with the initial launch guide featuring bespoke artwork, an introductory destination video, information on where to stay, what to do and how to travel responsibly, and an image gallery. Green Traveller will also be updating the guide and adding further features to ensure it provides the most up-to-date and relevant information for travellers.

Guyana is a destination that has already established itself on the international tourism stage thanks to its concerted efforts to sustainably manage the destination through a strategy which sees indigenous communities managing and owning their own eco-tourism projects in Guyana's hinterland. All the revenue generated through these projects is reinvested into the community and conservation efforts to protect the ancestral lands in which they are set. Guyana has picked up multiple international awards recognising its own brand of green tourism including the Destination Stewardship Award from the Caribbean Tourism Organisation (CTO), World's #1 "Best in Ecotourism" and "Best in Sustainable Tourism" from the Latin American Travel Association (LATA) Achievement Awards.

The GTA hopes that the *Green Traveller's Guide to Guyana* will increase destination awareness among one of its key target audience, eco travellers, while also providing a practical tool for travellers planning their awaited trip to Guyana.

The Green Traveller Guide to Guyana can be viewed via www.greentraveller.co.uk/guyana



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About the Guyana Tourism Authority: The Guyana Tourism Authority (GTA) is a semi-autonomous governmental organisation responsible for developing and promoting sustainable tourism in Guyana through collaboration with sister agencies and the tourism private sector in order to maximise local socio-economic and conservation outcomes and improve the travellers' experience. The GTA is focused on Guyana becoming recognised locally and internationally as a premier destination for protecting its natural and cultural heritage, providing authentic experiences and maximising local socio-economic benefits.

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