



**FEBRUARY , 2013**  
**NEWSLETTER**

# GUYANA TOURISM AUTHORITY

## 'Masharama' 2013... A burst of culture, dance, music and fun for everyone



**The Brazilian Gremio Recreativo Samba Group : One of the Samba Dancers performs a traditional Brazilian dance to the beat of the band.**

Thousands of Guyanese and visitors alike were excited, enthralled and blown away by the pulsating sounds of the Brazilian Gremio Recreativo Samba Group at the 'Masharama' street fete, on February 22<sup>nd</sup> 2013.

Brickdam came alive as the 20 member band, sponsored by the Tourism Ministry, performed their traditional dances along to the rhythmic grooves of their music, as seen in Rio Carnival.

Many persons flocked the venue, between Camp

Street and Austin place on the eve of Mashramani for the spectacular cultural displays that wowed the crowd,; this event provided the opportunity for cultural exchanges.

For the tourism Ministry, this activity was seen as an important aspect of the event, as participants were given the chance to glimpse how our neighbors celebrate their carnival; added to this there will also be sizzling performances from Trinidadian and Surinamese groups.

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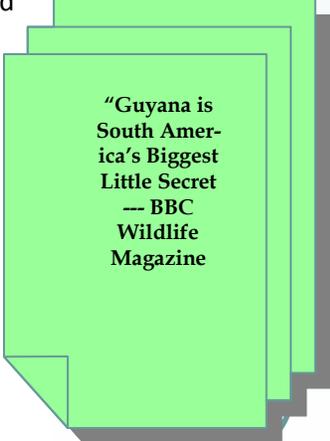
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## *Destination Awareness Increasing*

Director of the Guyana Tourism Authority , Mr. Indranath Haralsingh has reported that 'Guyana—the Amazon Adventure' has been receiving increasing destination awareness over the last few years . He told of the coverage already being received by Guyana abroad including the BBC and CBS. "They are now moving towards producing

an entire season of 'Gold Rush' sold on the Discovery Channel. Gold Rush, was rated the number two show on the Discovery Channel last year ." This show, he pointed out , has a reach of about 5 million households in the United States. He cited their tour of Adventureland and related talks with the New York Times; the Los Angeles Times Travel

Show, on MSNBC. Both CBS and the BBC have signaled their interest in returning to Guyana. 'Destination Guyana' is now being sold by a number of international stores, under the recently concluded world travel market, with another 16 major tour companies interested in filming documentaries .



"Guyana is South America's Biggest Little Secret  
— BBC Wildlife Magazine



**The Benab donated by Ansa McAl on #63 Beach**

## **Celebrating 20th anniversary... : ANSA McAL donates benab to Number 63 Beach**

THE ANSA McAL Group of Companies, to mark its twentieth anniversary, recently handed over a 10-foot by 10-foot benab to the Number 63 Beach Committee. The gesture was in an effort to improve facilities at one of the tourist destinations in Berbice, and Mr. Indranauth Haralsingh accepted the \$700,000 donation on behalf of the

Ministry of Tourism.

He appealed to corporate Guyana to become involved in enhancing the seashore, which can be branded with their respective companies' logos and products.

"Additionally, organising activities which have a regional interest, such as a Beach Volleyball Com-

petition, will allow the Number 63 Beach to create a name for itself," Haralsingh pointed out.

Speaking at the Wednesday ceremony, he observed that while the Beach Committee made painstaking efforts to equip the seashore with amenities, some people are bent on vandalising those facilities.

**IN 2012, the Guyana Tourism Authority recorded a 12.6% increase in its annual visitor arrivals over 2011, effectively placing the country ahead of other countries within the Caribbean Tourism Organisation (CTO).**

This year, the Tourism Authority will continue to work closely with the private sector. According to the Director of the GTA, Mr. Indranauth Haralsingh, He spoke of a needs analysis, soon to be done by GTA, as well as a business survey, for tour operators, as they continue working to take the sector to another level, and to make Guyana more competitive and ultimately, the destination of choice for the discerning traveler.

The GTA Director hinted to a proposal to bring approximately 100 travel agents to Guyana this

year; plans for GTA to take a large group of tourists to on their trip to Suriname this year. He mentioned that the Ogle International Airport, to be opened up within the next three months, will be another huge plus for, tourism and for the development of Guyana generally. The Ogle International Airport will be receiving regional and international flights, both day and night. The Marriot was also mentioned on the list of major investments coming Guyana's way the development of Tourism in Guyana. He said, this year, the Tourism Author-

ity is hoping to invite major trade publications and major television networks to come to Guyana so that Guyana can be showcased as a tourist destination out there. Delighted that 2012 has been a record year for collaboration and partnership between the Guyana Tourism Authority, the Ministry of Tourism and THAG, Haralsingh said the partners will continue to look at ways and means of advancing tourism. "I can tell you is that I am very, very optimistic that we can reach the record level of arrivals," he concluded.

## **Tourism Ministry's Plans for 2013**

## More tourism-based businesses registering with GTA

The Guyana Tourism Authority (GTA) and the Tourism Ministry are reporting tremendous co-operation from the various tourism stakeholders in registering their businesses. According to GTA Director Indranauth Haralsingh, the tourism regulatory body has so far recorded an 88 per cent registration rate for local tourism businesses

and will soon move to the licensing phase. He explained, "We have a total of 235 such entities. So far, we have had an 88 per cent registration rate, which is extremely high and a very favourable indicator of their (tourism businesses) willingness to participate and improve their quality of service and standards." There are four sets of regulations

governing and covering accommodation establishments, tour guides, interior lodges and resorts, and tour operators. Haralsingh noted that the GTA is striving to help the local businesses become more competitive and to ensure that these establishments meet the



**The GTA Director,  
Mr. Indranauth  
Haralsingh**

minimum requirements expected by any visitor, whether overseas or locals.

"Their compliance is a clear indication of their willingness to cooperate. Whether the clients are Guyanese or tourists, they all deserve good standards, great service, and excellent quality," he emphasised. In this regard, he appealed to the

general public to avoid using unregistered tour guides as they will be doing this at their own risk. He said, "The GTA's Act and these regulations say that you need a licence to operate any one of these businesses; we will not want our visitors to have a tourism experience with an unregistered and unlicensed business

. What happens if someone is injured or has food poisoning? Who will then be responsible? I want to forewarn people to make sure that you check on the GTA's website for a list of registered tour operators." He said the agency will be separating these businesses and will provide a listing on its website

## Gov't aiming to increase airlift capacity -willing to work with Delta

THE government's interest and priority lies in ensuring that development continues in Guyana, and so they are willing to work with Delta Airlines to secure its local presence. Minister of Tourism, Industry and Commerce, Irfaan Ali as-

serted this position as he fielded questions on the impact Delta's exit will have on the tourism sector in Guyana. He noted that despite the fact that government has been in discussion with other airlines so as to fill the void that would be created

when Delta leaves Guyana's skies in May, government is willing to work with Delta in supporting their operations. Ali assured that government is seeking to fill the "void" created and will work towards ensuring that Guyana

continues on its developmental trajectory. Ali explained too that the government will be seeking to address the issue of fuel prices as they move towards the expansion of the CJIA, which is set to be a major hub.

## CTO says regional tourism showing signs of recovery

BRIDGETOWN, Barbados (CMC) — The tourism industry in the Caribbean is showing signs of recovery with the sector recording a 5.4 per cent increase last year as compared to 2011, a senior Caribbean Tourism Organisation (CTO) official has said. CTO Chairman Beverly Nicholson-Doty said that the state of the industry gives "reason to be optimistic" and that "all the signs suggest Caribbean tourism is rallying". She said visitor arrivals to the Caribbean,

especially from the North American market, had increased and hotel revenues were moving "in the right direction, albeit with moderate acceleration. Tourists were also spending more during their stay in the region. Figures show an estimated US\$27.5 billion was spent by visitors to the Caribbean last year, a 3.6 per cent increase over the previous year and the third successive year of increase.

Nicholson-Doty said this marks a return of aggregate spending by visitors to the pre-recession level. Regarding the future outlook for the region's tourism industry, Nicholson-Doty said it is clear that the US and Canadian markets are carrying the sway and are expected to continue to perform well in terms of arrivals in 2013 as airlines continue to manage air-lift and airfares in consonance with variable consumer demand.

she warned that in a bid to stay afloat, hotels and other tourism service providers in the Caribbean will need to maintain the most attractive offers to further boost their rising levels of occupancy and general profitability in light of continued consumer austerity.

## Trans Guyana introduces flights to Baganara & Bartica

Trans Guyana Airways (TGA) will be introducing scheduled flights from the Ogle International Airport to Baganara Island Resort and Bartica. TGA launched the new deal at a press conference on the island resort in February. The airline will be plying its new destination, four days a week and twice daily. **TGA is expected to commence the scheduled flights on February 13. The morning flight would be from the Ogle airport to the Baganara resort airstrip while the afternoon flight would be from the said air-**

**port to the Bartica airstrip. The transit at Baganara is due to the weather conditions at the Bartica airstrip in the mornings, Correia Group of Companies Consultant Frank Willison said. Ogle Airport and TGA Public Communication Consultant Kit Nascimento said the flights will greatly enhance transportation facilities in the tourist-prone resorts, noting "up to now, we (resorts) have all depended essentially on river transportation, that is still of course going to be available and very much a part of what we do because we are all river resorts".**

Nascimento, also an owner of a resort, noted that these flights will be facilitating the mining and tourism industries in the area.



**Ogle Airport and Trans Guyana Airways Public Communication Consultant Kit Nascimento, Correia Group of Companies Consultant Frank Willison and Baganara Island Resort Manager**

## UPCOMING EVENTS 2013

February 3 11:00 hrs	Horse Racing	Sea View Park,Bush Lot Berbice	L Sukhdeo 592 232 0558,672 0810
February 17 11:00 hrs	2 <sup>nd</sup> Annual Jet Ski Fury	Lake Mainstay Essequibo Coast	Lake Mainstay Resort 592 226 2755
February 23	Mashramani Celebrations	National Park, Georgetown	Mash Secretariat, Middle Street 592 226 4764
February 24 11:00 hrs	Horse Racing	Rising Sun Turf Cub,W.C.B	Fazal Habibulah 657 7010 L Sukhdeo 592 232 0558,672 0810
March 2 19:00 hrs	Clash of the Titans 3	Guyana National Sta- dium,Providence,E.B.D	Fire Fest Production 618 1004 Reaz Hussein 619 4043
March 3	Drag Racing	South Dakota Circuit, Timehri	Guyana Motor Racing & Sports Club 592 231 5457, 225 7492 Rayon Samaroo Manager
March 16 19:00	Phagwah Mela & Folk Dance Concert	Guyana Intl Conference Centre	Guyana Hindu Dharmic 227 6181 Dr. Vindi Persaud 600 2009
March 22-30	Pakaraima Mountains Safari	Pakaraima Mountains	Rainforest Tours Frank Singh 592 231 5661
March 24	Horse Racing	Kennard Memorial Turf Club, W.C.B	Fazal Habibulah L Sukhdeo 592 232 0558,672 0810
March 27	Phagwah Festival	Guyana National Sta- dium,Providence,E.B.D	Inspire Inc, Anita Balram 621 5109
March 27	Phagwah Celebration	National Holiday Celebrated Countrywide	Guyana Hindu Dharmic Sabha 592 227 6181
March 30-31	Rupununi Rodeo	Triple R Rodeo Ground Lethem, Rupununi	Rupununi Chamber of Com- merce Mr. Macedo 592 772 2129
March 30	International Food & Drinks Festival	Everest Cricket Club Ground, Camp St, G/Town	Guyana Karate College Wayne Orderson 223 0814,223 0814 624 0328
March 31 12:00	Horse Racing Guyana Cup	Port Mourant Turf Club, Port Mourant,Berbice	L Sukhdeo 592 232 0558,672 0810