3 Guianas:

- Guyana
- Suriname
- Fr. Guiana
Also applicable to the larger context of the Guiana Shield.
Connecting the Guianas - Previous Initiatives

- The Guianas Trail (GT) – a Guyana Tourism Private Sector Initiative of 2003

- The Combined Amazon Tourism Project (CATP) – Initiative of the Suriname Tourism Foundation (2005-2007)

- The Amazon Caribbean Tourism Trail (ACTT) – initiative of Amazon Cooperation Treaty organization (ACTO -2009)
Outcomes

GT
- Guyana and Suriname Tourism bodies did not meet to make concrete plans
- Initiative died at the official level
- Tour operator links on the ground continued

CATP
- Meetings held involving operators from Suriname and French Guiana
- Brochure published
- Changes of officials on the French side slowed, then halted progress

ACTT
- Initiative involved Guyana, Suriname and State of Para in Brazil
- Destination Manual produced and launched at ITB 2010
- Basis laid for later initiatives for cooperation in Tourism
Connecting the Guianas- Recent Developments
Government

Drafting of a Guyana – Suriname Tourism Accord

Initiative in stages of finalisation between the two countries

NGO

World Development Foundation drafts a Guiana Shield Sustainable Tourism Initiative

Engagements begun in Suriname
Connecting the Guianas

Points of Focus
Creation of connected itineraries based upon outstanding natural and cultural attractions

Constant monitoring to ensure quality assurance

Increasing transport links

Product

Shared product research and information gathering

Border and port travel facilitation

Agreement regarding appropriate standards

Constant monitoring to ensure quality assurance
PROMOTION

More effective use of resources through joint promotional activities – trade fairs, road shows etc.

Cooperation in branding the Guianas product and in use of websites, social media and other online campaigns
Thank you
Gracias
Obrigado
Merci