

TOURISM INVESTMENT OPPORTUNITIES

Hotel & Resort Development



Aerial View of Kaieteur, Image © Rene Koster.

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GuyanaUndiscovered



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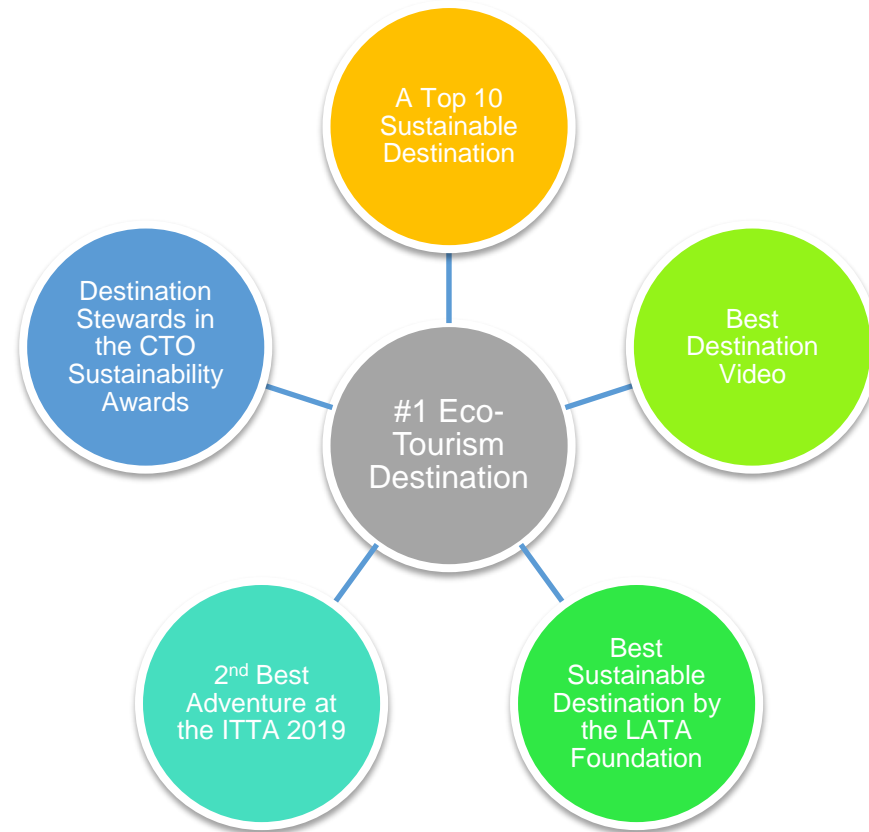
DESTINATION SUMMARY

Positioning Guyana as an attractive Destination for Tourism Investment:



- Tourism sector is on the rise
- Sustainable Tourism Destination
- Diverse product offerings: Tourism Pillars - Nature, Adventure, Culture & Heritage, Birding, SAVE/Conservation
- Wealth of natural and cultural heritage attractions
- Prolific Wildlife
- Government is committed to the development of the tourism industry
- Rapid growth in primary sectors
- Increased infrastructure development
- Population- 782,766 approx (WB, 2019)
- The only country in South America whose official language is English
- Real GDP Growth - 4.7% increase (BOG, 2019)

INTERNATIONAL AWARDS WON IN 2019



INTERNATIONAL AWARDS WON IN 2020

#2 Best of
Americas at the
Sustainable
Destination
Awards

MARCH 2020

Commendable
Status at the World
Responsible
Tourism Awards
(COVID-19 focused)

NOVEMBER 2020

INTERNATIONAL AWARDS WON IN 2021

1st Star/Place

"Stay Safe"
Destination Video
at the International
"Golden City Gate"
Award at ITB NOW

MARCH 2021



WHY TRAVELLERS ARE VISITING GUYANA?

The Telegraph - "20 Destinations you must visit in 2020" (No. 1)

Travel + Leisure's - "50 Best Places to Travel in 2020"

Condé Nast Traveler's & NBC Today Show - "20 Best Places to Go in 2020"

Wall Street Journal's - "Adventurous Vacations for Overachievers"

Family Vacation Critic's - "10 Best International Family Vacations for 2020" (No. 6)

Condé Nast Traveler - "Top 20 destinations to visit in 2021"

Wanderlust - "9 Sustainable Experiences in Latin America for 2021"

REASONS TO INVEST IN TOURISM

Top 10 reasons:

1. Travel and tourism injected **GY\$69.9B directly** into Guyana's economy in 2019
2. Tourism is **the 2nd largest Export Sector** in Guyana (before Oil)
3. Travel and tourism contributes to an estimated **22,000 jobs** in Guyana
4. The total contribution of travel and tourism to Guyana's GDP is estimated to be **7.8%**
5. Guyana received **314,747 total visitors** in 2019 which accounts for a 9.8% increase
6. Guyana received **231,881 visitors for leisure travel** in 2019 which accounts for a 8.79% increase
7. Conservatively, the average expenditure per international traveller per visit is estimated to be **GY\$222,216** (2018)
8. Tourism contributes to Guyana's Low Carbon, Green Economy Agenda and all **17 UN Sustainable Development Goals**
9. Travel and tourism investment in Guyana is projected to increase to **GY\$7.7B by 2028**
10. Tourism is an Export Sector and the **Policy Environment is Improving.**



ACCOMMODATION RANGE

Extensive range of accommodation types including Resorts, Hotels, Rentals, Lodges, Guesthouses and Bed & Breakfast



ACCOMMODATION ROOM STOCK

Accommodation room stock has steadily increased over the 2011 to 2019 period.

Overall increases can be credited to renovations, expansions and/or the addition of new properties

Extensive range of accommodation types including:-

- Nature Resorts (found on River Islands)
- Boutique Hotels
- Luxury Hotels
- Rentals
- Rustic/Eco Lodges (Community owned lodges)
- Guesthouses
- Bed & Breakfast /Air BNB

Year	New Rooms	Total Rooms	% Change
2011	65 rooms	2488	-
2012	49 rooms	2537	1.97
2013	34 rooms	2571	1.34
2014	72 rooms	2643	2.80
2015	265 rooms	2908	10.03
2016	392 rooms	3300	13.48
2017	38 rooms	3338	1.15
2018	21 rooms	3359	0.63
2019	441 rooms	3800	13.13

TOURISM ASSET INVENTORY

- Resort Landscape (# of resorts, classification (Mid tier & rustic, # of rooms/capacity)

Resort Type	Amount	Room Stock
Mid-Tier	12	178
Rustic	17	150

- Hotel landscape (# of hotels, room & type)

Accommodation Type	Amount	Room Stock
Guesthouses	86	1353
Luxury Hotels	4	756
Boutique Hotels	24	699

- Over US\$1 Billion in the accommodation industry- EOI

VISITOR ARRIVALS

- **Historical Trends/ Key Data Analysis:**

- Over the last 5 years, Guyana recorded 1,170,988 visitors.
- These visitors were mainly from the Caribbean (44%), US (34%), Canada (9%), Latin America (6%), Europe (5%), and Other/Not Stated (2%) markets.
- 38% of the mentioned visitors were from the diaspora, while 62% were non-nationals.
- Purpose of Visit: Holiday (62%), Business (11%), Visiting Friends and Relatives (11%), Funeral (3%), MICE (2%), Sports (1%), Wedding & Honeymoon (1%), and Other/Not Stated (9%)
- In 2018, Visitor Expenditure, based on an analysis of the VEMS survey of the Bureau of Statistics, the Guyana Tourism Authority estimates that the average expenditure per international traveller per visit was GY\$222,216.
- **Visitor Arrivals Projection:** Estimated visitor arrivals to reach 500,000 by 2025. However, due to the current COVID-19 Pandemic and the recovery timeline this figure will be adjusted.



SOURCE MARKETS/ FLIGHT ROUTES

Airline Connectivity/ Lift:

These are the following air carriers that operate in Guyana along with the routes.

- *American Airlines - JFK & Miami Airports.*
- *Caribbean Airlines - JFK, Port of Spain, Lester Pearson International & Grantley Adams.*
- *Copa Airlines - Tocumen International, Panama.*
- *Gum Air - J. A. Pengel International*
- *JetBlue - JFK*
- *Surinam Airways - Miami & J.A. Pengel International.*

NB:

CJIA and the GTA are actively working to attract new airlines to Guyana, especially to connect Guyana directly to the European Markets.



DOMESTIC MARKET



Characteristics:

- Visitor Profile: Resident Guyanese, any age, price sensitive market
- Duration of Tours : Mostly Day Visits/ Tours; % Overnight
- Why locals travel ? Exploration, Recreational, Activity-centric
- Influencing Factors: Word of Mouth, Family, Friends, Social Media, Radio and Novelty



Challenges:

- Product/ Market Alignment
- Costs/ Accessibility
- Obtaining information/support from residents and other stakeholders (including the private and public sector)

GUYANA IS OPEN FOR INVESTMENT



Key Investment Opportunities:

- Hotel Accommodations
- Luxury Eco-Lodges and Resorts
- Campgrounds, villas, apartments and time share properties
- Joint ventures with indigenous communities
- Aviation, Airlift and overland ground Transportation services
- Nature and adventure (hard, soft & extreme) tourism products, parks, activities and experiences (Amusement Theme Parks, zip lining, white water rafting)
- Tour Operations
- Agro-tourism

TOURISM PRODUCT DEVELOPMENT OPPORTUNITIES

Hotel Sector

- Luxury/ Branded Hotels
 - **Region Three** - Expansion of economic activity in this region will spur the need for increased accommodation establishments particularly hotels with world-class ratings.
 - **Region Four** - The capital city and home to the ports and major commercial districts has great scope for catering to the increasing demand of travellers within and around Georgetown -the Capital City. Travellers here for MICE, leisure or exploring need state of the art facilities to cater for their needs.

Resort/ Lodge Sector

- Upscale Eco Lodges/ Glamping
 - **Region Two** - This region is home to five great lakes that can develop luxury specialised resorts. Mashabo and Tapakuma are two of the major lakes with no current lodging facility.
 - **Region Three/Four** - Outside of the capital city can cater for short term and long term stays targeting the expatriate population and other travellers interested in this type of lodging arrangement. Streams and creeks are located in relatively close proximity to the city and main airport which can form the basis for activities and main tourism hotspots for the eco-lodges. Ancillary services are quite accessible.
 - **Region Nine** - The Rupununi Circuit is known for its rustic lodging located near indigenous communities, natural attractions and core activities. Birding, Sport Fishing and Adventure are the top niche tourism products that can be scaled up in the Rupununi and with the streamlining of other tourism products, the growth of these niches will require increased accommodation capacity.



PARTNERSHIP MODELS



Resort/ Lodge Sector

- Joint Venture
- Community Tourism Development Models:

Traditional Tourism Rental Agreements Model: This model is common. Communities own the land. Private sector tourism operators/hospitality management companies own the fixed assets and movable assets to operate on community lands, are responsible for sales and marketing, and pay a percentage of turn-over to the community.

Public-Private Partnership Community Take Over Model: The operator assists the community to develop lodging and infrastructure through a public-private partnership. It can be structured many ways. Communities are given the right to purchase the tourism infrastructure or assume ownership with a predetermined time frame.

Community Tourism Minority Ownership and Private Sector Management Model: This model is a variation of the traditional tourism rental agreement model. There is a traditional rental agreement in place with a private sector tourism operator with the community having a minority stake holding in the tourism and lodging operations.

TOURISM CONCESSIONS

Applicability:

1. **NEW HOTELS, GUEST HOUSES AND INNS** - means a new multi-room structure which did not exist before and is now being built. It can also be a new multi-room structure not attached to an existing structure in the same compound.

2. **EXPANSION OF HOTELS, GUEST HOUSES AND INNS** - means the addition of new guest rooms with amenities to an existing facility that may simultaneously increase its recreational capacity.

3. **NEW LODGES OR RESORTS** - means a new multi-room structure which did not exist before and is now being built. It can also be a new multi-room structure not attached to an existing structure in the same compound.

4. **EXPANSION OF LODGES AND RESORTS** - means the addition of new guest rooms with amenities to an existing facility that may simultaneously increase its recreational capacity.

5. **EXPANSION / RE-TOOLING OF OPERATIONS OF TOUR OPERATORS** - means the replacement of old equipment with new equipment for use in sports and outdoor recreational / adventure activities.

TOURISM CONCESSIONS

Qualifying Conditions for **Hotel Accommodations**:

- 1) Facility to be approved by the relevant agencies - Central Housing and Planning Authority, Environmental Protection Agency, etc.
- (2) Business registration to be submitted.
- (3) Evidence of title to land or lease of land.
- (4) Evidence of financing for the project.
- (5) Plan for works and completion of project.
- (6) Entity must be licensed by the Guyana Tourism Authority.
- (7) Must be tax compliant.
- (8) Valid Investment Agreement between the Government of Guyana and the investor

TOURISM CONCESSIONS

Qualifying Conditions for the **Resorts**:

- (1) Facility to be approved by the relevant agencies - Central Housing and Planning Authority, Environmental Protection Agency, etc.
- (2) Business registration to be submitted.
- (3) Evidence of title to land or lease of land.
- (4) Evidence of financing for the project.
- (5) Plan for works and completion of project.
- (6) Entity must be licensed by the Guyana Tourism Authority.
- (7) Must be tax compliant.
- (8) Valid Investment Agreement between the Government of Guyana and the investor

Guyana is Well Positioned for Travel in the New Norm

- **Vast open spaces**
- **No Crowds**
- **Small group tours**
- **Small eco lodges**
- **Low population density**





Guyana is "Safe for Travel" and
we are ready for investments!

Thank You



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