



***END OF YEAR REPORT - 2005***

**January 19, 2006**

## GUYANA TOURISM AUTHORITY

### END OF YEAR REPORT 2005

This year has passed rather quickly with many stresses and challenges. This has been a very difficult year for our country as we experienced severe flooding at the beginning and later on dealing with other challenges that had direct impact on our tourism industry. It is felt that there is an economic downturn in our country but we still remain optimistic that the tourism industry has great potentials for growth and development.

Ten years ago, Guyana's tourism potential was barely acknowledged and not taken seriously by many of our people as well as our Government. Little attention and very little resources were allocated towards the sector.

Today we note a marked improvement in the attitude of our people as more attention is given to the industry. Guyana is now actively unlocking to the world its secrets and unmatched opportunities in the area of tourism. Tourism now generates large local private sector investment and is being mooted at the highest levels of government as an Industry that qualifies for special attention. The industry has come a long way, surviving the most turbulent political and financial upheavals.

The formation of the Guyana Tourism Authority was critical as there was the need for a dedicated agency to focus on the industry, to develop policies and standards to govern the sector; to develop the necessary framework within which the industry should operate.

In the past the private sector has been the main thrust for promoting Guyana, but that has changed. The Guyana Tourism Authority has now taken on that lead role and continues to develop strategies to effectively market this country, to develop the tourism product and to prepare the Guyanese nation for tourism.

Tourism worldwide is a very competitive environment; hence we have to be very careful as to how we spend our limited resources. Guyana is not a prime destination, so it is necessary to develop linkages and build network as we strive to broaden our horizons. Our recognition and



achievements have been significant. We have remained steadfast and focused in our endeavors, but yet much remain to be accomplished.

The Guyana Tourism Authority continues to develop closer collaboration with the Private sector and other agencies. This relationship augurs well for the industry.

There were some major developments in the industry during this year and this report will highlight some of those undertaken by the various departments of the Authority.

## **ADMINISTRATION**

### **Staffing**

A number of changes were made to the staffing process at the GTA. The year started with the following persons:

Director, Marketing Manager, IT Administrator, Product Development Officer, Marketing Officer, Research and Statistics Officer, Tourism Supervisor, three tourism clerk at CJIA and an office assistant.

### **Additional staff**

The Administrative Officer joined in February, two Tourism Officers and an Accountant joined in July.

### **Resignations**

There were a number of resignations during this year as persons moved on to other higher paid jobs.

Resigning was: Administrative Officer, Marketing Manager, Product Development Officer and one Tourism Officer.

### **Annual Leave**

All staff members except the Director enjoyed their Annual leave. The Administrative Officer and the Tourism Officer did not enjoy leave as they did not complete their term to earn vacation.

### **Salaries and Gratuity**

Salaries and gratuities were paid to employees in a timely manner.

### **Uniforms**

The GTA provided uniforms for the staff at the airport and had polo shirts made for the remaining staff members at Head office. Uniforms were attractive in both style and colors.

### **Training**

Some staff benefited from both internal and external training.

#### **External**

- The Marketing Manager went to Japan to complete a six weeks course on Sustainable Development in Tourism
- The Product Development Officer attended a three-day workshop in St. Kitts on the development of AGRO-TOURISM
- The IT Administrator and the Research and Development Officer went on a week's training in Antigua to deal with Information Technology and Research and Statistics.

#### **Internal**

- The two tourism officers received internal training from the Director and Marketing Manager who dealt with various aspects of operation on the job relating to marketing and product development.
- The staff at CJIA received a three-days training on information gathering, data collection and preparation of statistical reports. Training was done in preparation for using the new analytical programs which are to be installed by March 2006.

### **SMALL TOURISM ENTERPRISE PROGRAM**

This program which started in 2004 and sponsored by the OAS continued in the first half of the year. Training was conducted by the



Director for Front Desk attendants. Participants were drawn from Berbice, Bartica and Georgetown; they had to write an exam which was assessed by the American Hotel and Lodging association. All persons were successful as they received certificates and pins.

### **Building, Equipment and Furniture**

Early in the year, the building was shared with NEC but they moved in August leaving two rooms vacant. However a lot of work needs to be done to the building. The flooring needs to be redone, the storeroom is inadequate hence one of the vacant rooms is being used to store collateral materials.

During the floods there was excessive damage to the storeroom and a lot of collateral materials were destroyed. An attempt was made to store materials above the ground on shelves, but that was not enough.

As a result of this a power pack was damaged and the GTA was unable to replace this hence there is one lap-top which is not being used.

There was a theft during the year and the GTA suffered another loss as a lap-top which was used by the product development officer and a 27 inch television which was in the lobby area were stolen. So far there has been no compensation by the security company who had the sole responsibility of protecting the buildings.

The Caribbean Tourism Organization came to the rescue of Guyana during the flood period and made an offer US \$7,500 to the Ministry of Tourism. The GTA benefited from some of those funds which were used to repair part of the roof that was leaking and to help to replace damaged equipment.

The British High Commission also gave a financial donation to the GTA to assist in the replacement of damaged equipment, floors, walls etc. This money was utilized to purchase some additional furniture for the new office and to repaint the flooring of the building.

### **Cluster meetings**

The Director was a co- chair at the series of cluster meetings which was sponsored by the Guyana Trade and Investment Support. The cluster groups dealt with various aspects of tourism such as marketing, product

development and training. It is expected that these cluster groups will develop a work program which will be utilized in the industry. The groups have drawn stakeholders from various groupings and the information sharing sessions were excellent as it represented the voice of the industry.

### **CAPITAL WORKS**

This year emphasis was placed site development and much work was done at the 63 Beach. There were additional seating, benches, seating and water facilities. A project to provide solar power to the Orinduik guest house was also dealt with. Members of the public were invited to submit bids for this project. This was incomplete and will be dealt with in 2006. The Guyana Tourism Authority also assisted with the installation of water supply system for Kaieteur National Park.

### **TOURISM DEVELOPMENT**

The Guyana Tourism Authority gave support to the IDB consultant, Mr. Philip Hennegan who has been contracted to develop a five-year Strategic Tourism plan for Guyana. He had a series of meetings with stakeholders in various parts of the country. He was accompanied by the Chairman of GTA, Director and other officials on his trip to Lethem and Bartica.

There was also a major stakeholders meeting in Georgetown where Mr. Hennegan gave a presentation of what was expected to be done to successfully market Guyana.

The GTA was also host to the Vice-President of the WORLD TRAVEL and TOURISM COUNCIL, Mr. Richard Miller. He also made presentations to stakeholders, officials of the Bank of Guyana and other relevant agencies. His focus was on the economic impact of tourism on the economy.

The GTA also hosted Mr. Arif Ally of HANSIB publication of the UK who has been contracted to produce a coffee table book for Guyana. There was a stakeholder's lunch and several meetings with Corporate individuals in an effort to garner sponsorship for this production. The Government of Guyana will be purchasing 2000 books. This book will



showcase Guyana and will be sold in North America and Europe. It is expected that this book will be launched for Independence this year.

### **WORLD CUP CRICKET**

The Guyana Tourism Authority is actively involved in the preparation of World Cup cricket and has representation on the Local Organizing Committee. The Product Development Officer sat on the accommodation sub-committee which is chaired by the Minister of tourism. The Director and Marketing Manager sat on the Public Relations and Marketing committee. There is a link from our website to that of the Local Organizing Committee which helps with the promotion of this event. The GTA is committed to helping with the marketing of this premier event and give as much assistance in the accommodation area, by advertising for Bed and Breakfast and keeping an inventory of available rooms which are best suited for the event.

### **CARIBBEAN TOURISM ORGANIZATION**

- Guyana paid its dues to the CTO and received benefits in different ways.
- Guyana participated in the CTO week in New York. The Honorable Minister Manzoor Nadir, Director of GTA, Board member Rajendra Bissessar attended this week long program which included an exhibition, marketing workshop and meetings. Two town shows were also had in Queens and Brooklyn. Tour operators from Guyana were on hand to display their products and to have discussions with interested persons.
- The Permanent Secretary Mr. Kenneth Jordan represented Guyana at a Tourism Conference in Tobago which was sponsored by CTO.
- The GTA had meeting with CTO's Ms. Bonita Morgan and Ms. Shillingford on training issues. They came to Guyana.
- The Chairman of GTA represented the country at Policy Review Board meetings in Barbados which were organized by CTO.

## MARKETING

A number of initiatives were undertaken by the Marketing department.

### Trade Shows

Guyana participated in two International Travel and Trade Shows, World Travel market in London and ITB in Germany.

### Advertising

A series of advertisements were done locally and internationally thus giving Guyana some attention and recognition. There have been increased advertisements in both print and electronic media.

Guyana for the first time embarked on a seven million dollar in-flight video which is shown on BWIA on all regional and International flights. Guyana became very visible as there were great reviews about the initiative and the product. This was complemented with written features and print ads in the Caribbean Beat magazine. A number of other print ads were done in other publications such as:

- BWEE Travel solutions
- Shacbeau
- SHE
- Island Life magazine
- Daily Telegraph
- LATA guide
- The Outpost
- Boaters Directory
- Explore Guyana
- Guyexpo magazine
- GMRSC 50<sup>th</sup> anniversary publication

There were also features on Guyana's tourism in newspapers in the United States. Television ads and short features were aired on television stations which covered tri-state area in the US.

There were advertisements done in a number of local publications.



### **Media and Tour Operators Familiarization Tours**

The GTA hosted a number of familiarization tours for local and international media and international tour operators. These have had positive outcomes as there were a number of featured articles in various publications. The article on Guyana appearing in the OUTPOST, a Canadian magazine was awarded a national prize in 2005.

Travel writers and tour operators came from the UK, USA, and the Caribbean.

### **Acquisition and Production of Collateral materials**

The Guyana Tourism Authority continued to produce and acquire collateral materials which are used often at trade shows, exhibitions.

Among items produced were:

Posters, maps, folders, flyers, birding checklist, birding booklet, retractable backdrops, display units, souvenir items, city maps, CDs , DVDs, Video tapes, lapel pins, flags, balata figurines, keyrings.

A major highlight was the production of the new 2007 Poster series which feature six images portraying the tourism product of Guyana. This series of themed posters "Guyana Naturally" will be used until cricket in 2007.

### **Kaieteur Promotion**

In an effort to promote domestic tourism, the GTA successfully launched a promotion to the Kaieteur Falls. This promotion was well received and was done in collaboration with Air Services Limited and Demerara Distillers Limited. This promotion lasted for five weeks and ninety persons benefited from this exercise. The GTA subsidized the cost of the flight making it very affordable for persons to participate.

It is hoped that more of these initiatives can be undertaken.

### **Airport Christmas Project**

The GTA had an excellent airport "welcome home" project for persons coming home for the Christmas holidays. They were treated with beverages and black- cake, and some persons received gifts. This was done in collaboration with the Airport Management, BANKS DIH, DDL

and Edward Beharry Co.Ltd. Upon arrival persons were greeted with steel-pan music and in some cases carol singing.

### **Local Initiatives**

The GTA participated in a series of local initiatives and attended the following expositions:

Rupununi Rodeo, Bartica Regatta, Moruca Day Rupununi day, 63 Beach Bash, New Amsterdam town-day ,Linden town day, Berbice Expo , Guyexpo and Main Big Lime.

### **New initiatives**

Two new areas of development have been given serious attention, they are yachting and birding.

### **Yachting**

Early in the year, a team of officials led by the Director of GTA, went to Trinidad to have meetings with persons who were interested in sailing to Guyana. This was successfully done and as a result for the Easter holidays, ten yachts came to Guyana from Trinidad. With serious lobbying for this segment the Minister of Tourism was successful in getting Cabinet's approval for Bartica to be listed as a port of entry.

Other systems are still to be worked out with Customs and Immigration and other related agencies.

### **Birding**

This segment is also growing as there is a growing interest in our birds in Guyana. Many operators sell bird tours . The GTA is working very closely with the Guyana Amazon Tropical Birds Society (GATBS) in developing this segment. The GTA has produced a birding booklet, a birding checklist and a map showing the habitats of the different species. An inventory of the birds is being developed in collaboration with GATBS.



## **PRODUCT DEVELOPMENT**

This department focused on the mainly on the development of the tourism regulations in four areas of the industry. These are regulations for:

- Accommodation
- Resorts and Interior Lodges
- Tour Guides
- Tour Operators

A series of stakeholders consultations were held around the country. They were held in Berbice, Bartica, Essequibo, Lethem and Georgetown. It is expected that these regulations would be implemented early in 2006.

Efforts are also made to develop a Community Based Tourism Plan to assist those communities that are potentially sound for tourism.

This department has undertaken to develop a tourism inventory which still is to be completed.

Tourism Awareness month activities were also coordinated by this department. Some of the activities include talks to schools across the country, some television programs, advertisements on the "War on Bad Manners", media familiarization tour to the village of Aranaputa and the annual tourism conference which was coordinated by the University of Guyana.

## **INFORMATION TECHNOLOGY**

The Information Technology department undertook a number of initiatives. The website was vastly improved as the site became more user-friendly. Additional pages can be found on the website which is more informative and attractive. The site is managed and upgraded constantly; there is better search engine optimization and better network systems were kept.

Our site is linked directly to that of CTO .The IT Administrator constantly checks that all the computers are in working order. It is hoped that in the New Year there will be additional computers and a sever will be needed .

## **RESEARCH AND STATISTICS**

The R&S Department continued to gather information to capture visitor arrivals using the analytical program MIST. Daily statistics became available on line. This department produces the monthly statistical report which is widely circulated.

The Officer went to Antigua to receive training for use of two new analytical programs which are used in the information gathering. The new MIST program is being developed by CTO and would not be ready until March of 2006.

### **Tourism Statistics**

Guyana suffered some major setbacks as a result of the floods, negative travel advisories, bad press and Universal Airlines going out of business. These had a direct impact on our arrival figures. Aggressive marketing and public relations saw figures rising as we recorded the highest figures ever during the months of May, June, September, October and November

The overall total recorded for tourism arrival in 2005 is 116,596 and total for December is 13,176.

## **FINANCE**

All accounting responsibilities were undertaken by the Research and Administrative Officers until the accountant was employed in July.

The GTA received its subvention from the Government of Guyana and donor funds from USAID for carrying projects of the Authority.

Separate accounts were established for both sets of funding.

( Financial report attached.)

## **Conclusion**

In conclusion the Board wishes to note that despite differences of opinion, the GTA has a fundamental role to play and must continue to compete, learn to appreciate virtues and not be divided by minor differences. It is time serious attention is paid to the industry as a whole rather than seeing it as segmented. Guyana's product comes mainly from the beauty of the environment , fragile eco-systems and everything possible ought to be done to preserve this .



There are a number of things that could have been done better despite our limitations, but we ought not to lose sight of the fact that the industry has grown and been given a lot more attention. We ought to keep the momentum going and it is imperative that both the public and private sectors work in harmony. The GTA has to become more meaningfully involved in activities that are tourism related. It has to take advantage of CTO events, meetings, conferences.

The Board is pleased to have been afforded the opportunity to serve the sector. It wishes to thank the private sector organizations, donor agencies and all departments that assisted in making this year's program a success. Thanks to the Director and staff of the Authority who executed their duties meaningfully and contributed significantly to the growth of the sector. Finally the Board wishes to thank the Minister for the support given throughout the year.

Date: 2006 - 03 - 17

## Guyana Tourism Events 2006



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### (First) Photo Spread

- Minister Nadir with other officials at the Rupununi Rodeo, Easter 2006
- Guyana Tourism Authority's Booth at WTM London
- Mr. Arif Allie at coffee Table book Presentation
- Guyana Tourism Authority at ITB Berlin
- Guyana Tourism Authority at WTM London
- Guyana Tourism Authority at Amerindian Heritage Month Exhibition Held at Umana Yana
- Guyana Tourism Authority at ITB Berlin
- Rupununi Charette
- Yachting Median Meeting

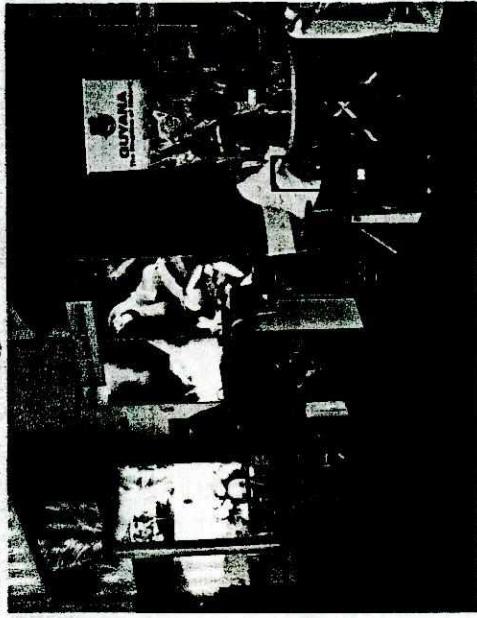
### (Second) Photo Spread

- Guyana Tourism Authority Presenting Poster series 2007 Boards to His Excellency President Bharat Jagdeo, Minister Nadir and Mr. Brian James Looking on.
- Guyana Tourism Authority at Berbice Expo
- Guyana Tourism Authority at Linden Expo
- Guyana Tourism Authority at Rupununi Expo

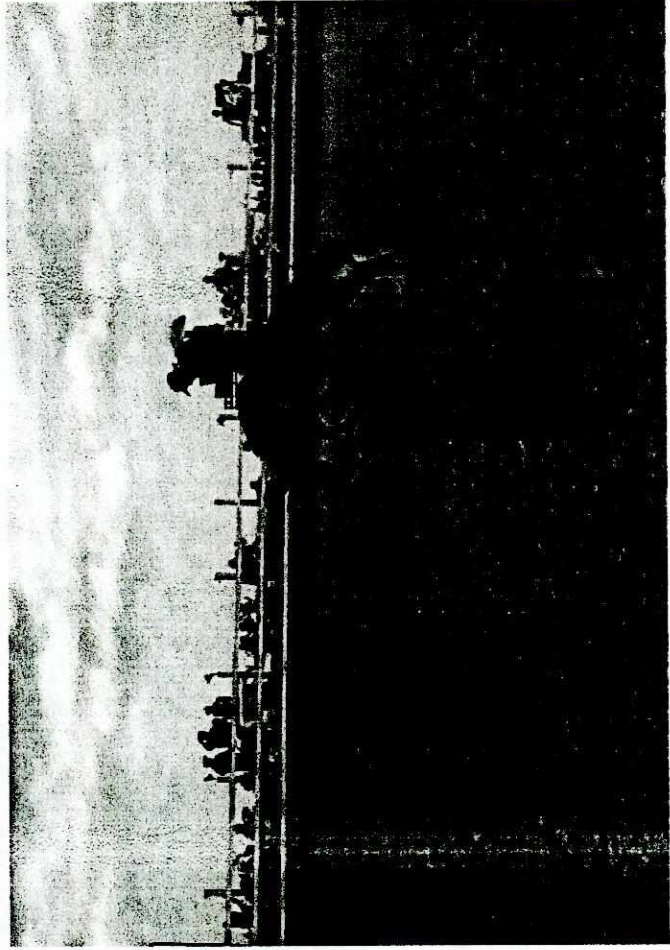
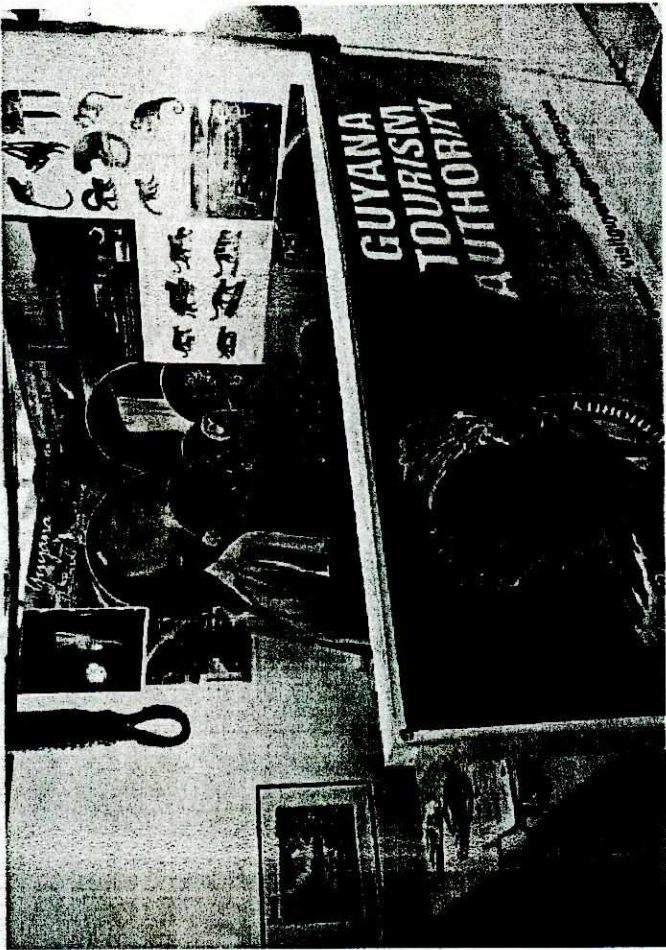
### (Third) Photo Spread

- Amerindian Heritage Expo
- First Flight of Guyana Tourism Authority Kaieteur Promotion
- Rupununi Safari
- Rupununi Expo
- BWIA Media Fam at Rockview
- Guyana Tourism Authority's booth at mining week Expo held at the National Museum
- Pakarima Mountain Safari
- Guyana Tourism Authority accompanying officials of the Queens Baton Relay (Kaieteur Falls)
- Rupununi Charette

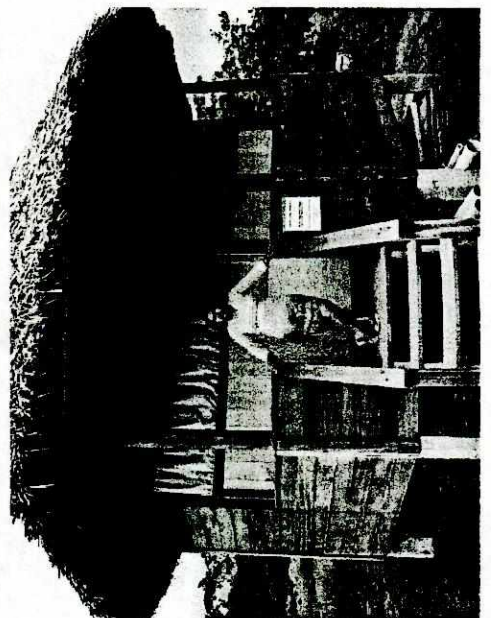
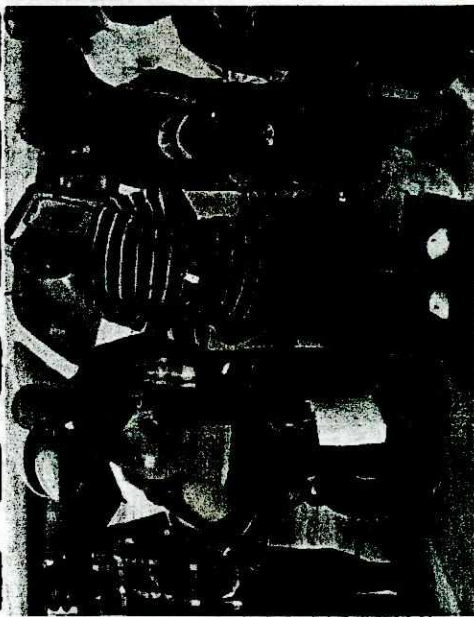
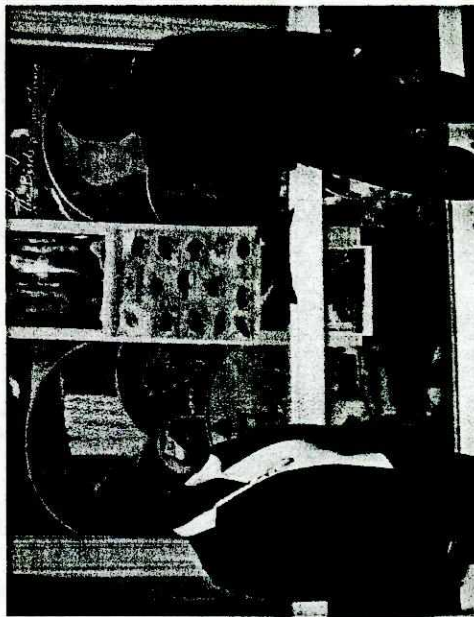
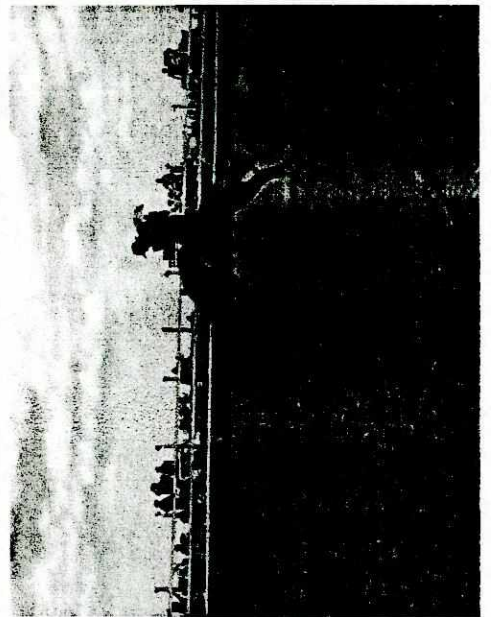
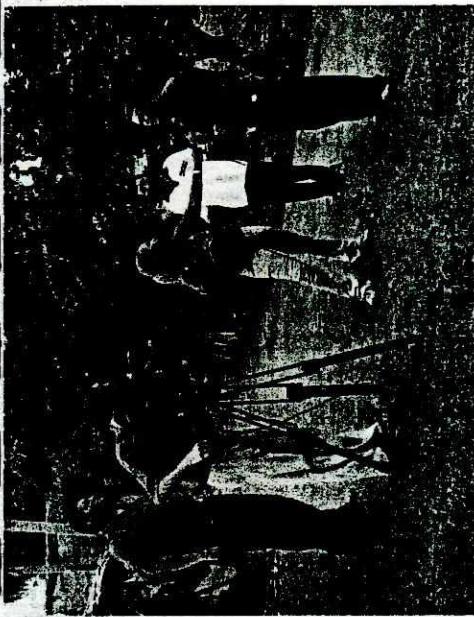
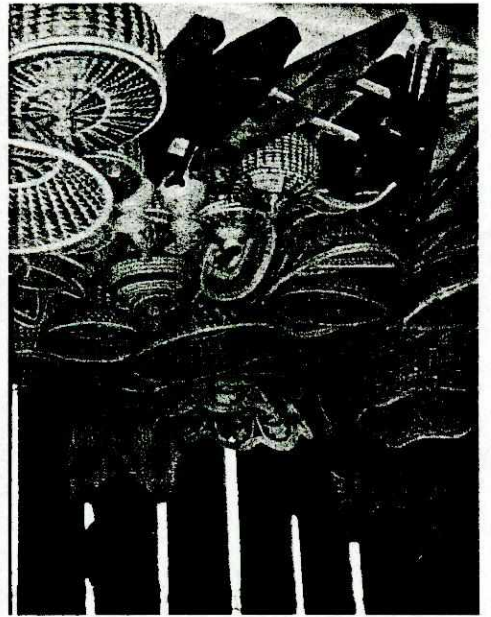














TOURIST ARRIVALS BY COUNTRY OF ORIGIN FOR 1996 - 2005

COUNTRY OF ORIGIN	1996	1997	*1998	1999	2000	2001	2002	2003	2004	2005	% Share
United States	35,833	33,295	27,513	na	46,177	46,999	50,058	49,625	64,948	60,071	51.5
Canada	14,585	11,499	9,419	na	15,948	12,916	14,190	14,144	15,900	15,876	13.6
Europe	6,063	5,212	4,297	na	7,229	8,689	8,190	8,136	9,056	8,704	7.5
Caribbean	31,039	21,626	15,124	na	29,993	25,357	28,211	24,779	28,091	26,810	23.0
South & Central America	3,072	2,889	1,604	na	4,007	3,589	2,161	2,474	2,140	2,711	2.3
Other/Not Stated	1,380	1,216	648	na	1,688	1,767	1,531	1,753	1,854	2,424	2.1
<b>TOTAL</b>	<b>91,972</b>	<b>75,737</b>	<b>58,605</b>	<b>NA</b>	<b>105,042</b>	<b>99,317</b>	<b>104,341</b>	<b>100,911</b>	<b>121,989</b>	<b>116,596</b>	<b>100</b>

\*1998 figures are from January - November only

MONTHLY TOURIST ARRIVALS FROM 1992 - 2005

Month	1992	1993	1994	1995	1996	1997	*1998	1999	2000	2001	2002	2003	2004	2005	% Chng.
January	4,562	6,251	7,513	7,261	5,503	5,788	3,928	na	5,415	6,771	6,249	6,206	7,094	6,553	-7.6
February	5,463	7,039	7,322	6,595	6,391	5,693	4,927	4,234	5,311	7,643	7,382	6,230	8,307	6,755	-18.7
March	4,994	7,567	9,330	8,317	7,483	6,890	4,209	6,088	7,801	7,043	12,042	6,969	8,459	10,560	24.8
April	5,990	8,189	7,974	9,519	8,116	6,207	6,154	4,259	10,935	9,714	9,120	9,542	13,117	8,779	-33.1
May	5,122	6,953	6,629	6,362	6,257	5,329	4,509	5,426	6,834	6,303	6,773	6,207	7,694	8,381	8.9
June	5,261	8,323	8,278	7,920	7,087	6,183	5,625	6,220	8,163	7,661	8,073	7,358	8,919	9,087	1.9
July	9,699	13,972	14,760	13,172	13,325	11,232	9,337	11,549	14,850	12,300	13,912	10,829	17,501	15,221	-13.0
August	9,136	12,345	14,692	12,024	10,465	5,146	8,612	5,682	13,589	11,004	12,714	11,241	13,936	13,666	-1.9
September	4,594	7,233	7,550	7,103	6,227	5,229	4,697	6,984	6,321	5,890	6,167	7,230	7,398	7,675	3.7
October	4,538	7,058	6,715	6,501	5,486	5,008	4,487	7,025	6,227	5,716	5,446	7,560	7,434	8,006	7.7
November	5,127	7,238	6,924	7,692	5,837	4,531	2,120	na	6,762	6,167	5,388	7,877	7,768	8,737	12.5
December	10,395	14,959	15,137	13,070	9,795	8,501	7,200	na	12,832	13,105	11,075	13,662	14,362	13,176	-8.3
<b>TOTAL</b>	<b>74,881</b>	<b>107,127</b>	<b>112,824</b>	<b>105,536</b>	<b>91,972</b>	<b>75,737</b>	<b>65,805</b>	<b>57,467</b>	<b>105,040</b>	<b>99,317</b>	<b>104,341</b>	<b>100,911</b>	<b>121,989</b>	<b>116,596</b>	<b>-4.4</b>

NOTE: \*2002 - 2005 figures do not include Molsen Creek & Lethem

\*Figures for July 2005 are now final



## TIMEHRI VISITOR (Stop - Over) ARRIVALS BY MONTH &amp; COUNTRY OF RESIDENCE - 2005 (Preliminary)

## YEAR - 2004

MONTH	USA	CANADA	EUROPE	CARIBBEAN	SOUTH & CENTRAL AMERICA	OTHER	N STATED	TOTAL
January	3376	1137	628	1616	217	120	0	7094
February	4181	1066	768	1851	316	124	1	8307
March	4085	1492	757	1800	204	121	0	8459
<b>1st Quarter</b>	<b>11642</b>	<b>3695</b>	<b>2153</b>	<b>5267</b>	<b>737</b>	<b>365</b>	<b>1</b>	<b>23860</b>
April	7007	1523	996	3177	207	207	0	13117
May	3814	1114	573	1861	195	137	0	7694
June	4838	1349	507	1856	180	189	0	8919
<b>2nd Quarter</b>	<b>15659</b>	<b>3986</b>	<b>2076</b>	<b>6894</b>	<b>582</b>	<b>533</b>	<b>0</b>	<b>29730</b>
July	10823	2207	1045	3217	100	108	1	17501
August	8300	1449	737	3131	161	155	3	13936
September	3145	962	625	2226	212	182	46	7398
<b>3rd Quarter</b>	<b>22208</b>	<b>4610</b>	<b>2407</b>	<b>8574</b>	<b>473</b>	<b>448</b>	<b>50</b>	<b>38838</b>
October	3422	935	695	2089	99	158	36	7434
November	3638	983	705	2185	113	128	16	7768
December	8319	1683	1020	3082	136	96	26	14362
<b>4th Quarter</b>	<b>15379</b>	<b>3601</b>	<b>2420</b>	<b>7356</b>	<b>348</b>	<b>382</b>	<b>78</b>	<b>29564</b>
<b>TOTAL</b>	<b>64948</b>	<b>15900</b>	<b>9056</b>	<b>28091</b>	<b>2140</b>	<b>1725</b>	<b>129</b>	<b>121989</b>

## YEAR - 2005

MONTH	USA	CANADA	EUROPE	CARIBBEAN	SOUTH & CENTRAL AMERICA	OTHER	N STATED	TOTAL
January	3141	1155	567	1327	209	154	0	6553
February	3305	1028	569	1360	329	142	22	6755
March	5374	1568	791	2339	246	230	12	10560
<b>1st Quarter</b>	<b>11820</b>	<b>3751</b>	<b>1927</b>	<b>5026</b>	<b>784</b>	<b>526</b>	<b>34</b>	<b>23868</b>
April	4752	1177	648	1910	153	129	10	8779
May	3956	1127	592	2246	218	236	6	8381
June	4927	1296	605	1841	224	180	14	9087
<b>2nd Quarter</b>	<b>13635</b>	<b>3600</b>	<b>1845</b>	<b>5997</b>	<b>595</b>	<b>545</b>	<b>30</b>	<b>26247</b>
July	9252	1915	891	2821	178	154	10	15221
August	7612	1477	838	3268	264	200	7	13666
September	3264	1119	721	2132	264	173	2	7675
<b>3rd Quarter</b>	<b>20128</b>	<b>4511</b>	<b>2450</b>	<b>8221</b>	<b>706</b>	<b>527</b>	<b>19</b>	<b>36562</b>
October	3383	1147	749	2225	216	282	4	8006
November	3901	1261	735	2378	244	214	4	8737
December	7204	1606	998	2963	166	234	5	13176
<b>4th Quarter</b>	<b>14488</b>	<b>4014</b>	<b>2482</b>	<b>7566</b>	<b>626</b>	<b>730</b>	<b>13</b>	<b>29919</b>
<b>TOTAL</b>	<b>60071</b>	<b>15876</b>	<b>8704</b>	<b>26810</b>	<b>2711</b>	<b>2328</b>	<b>96</b>	<b>116596</b>

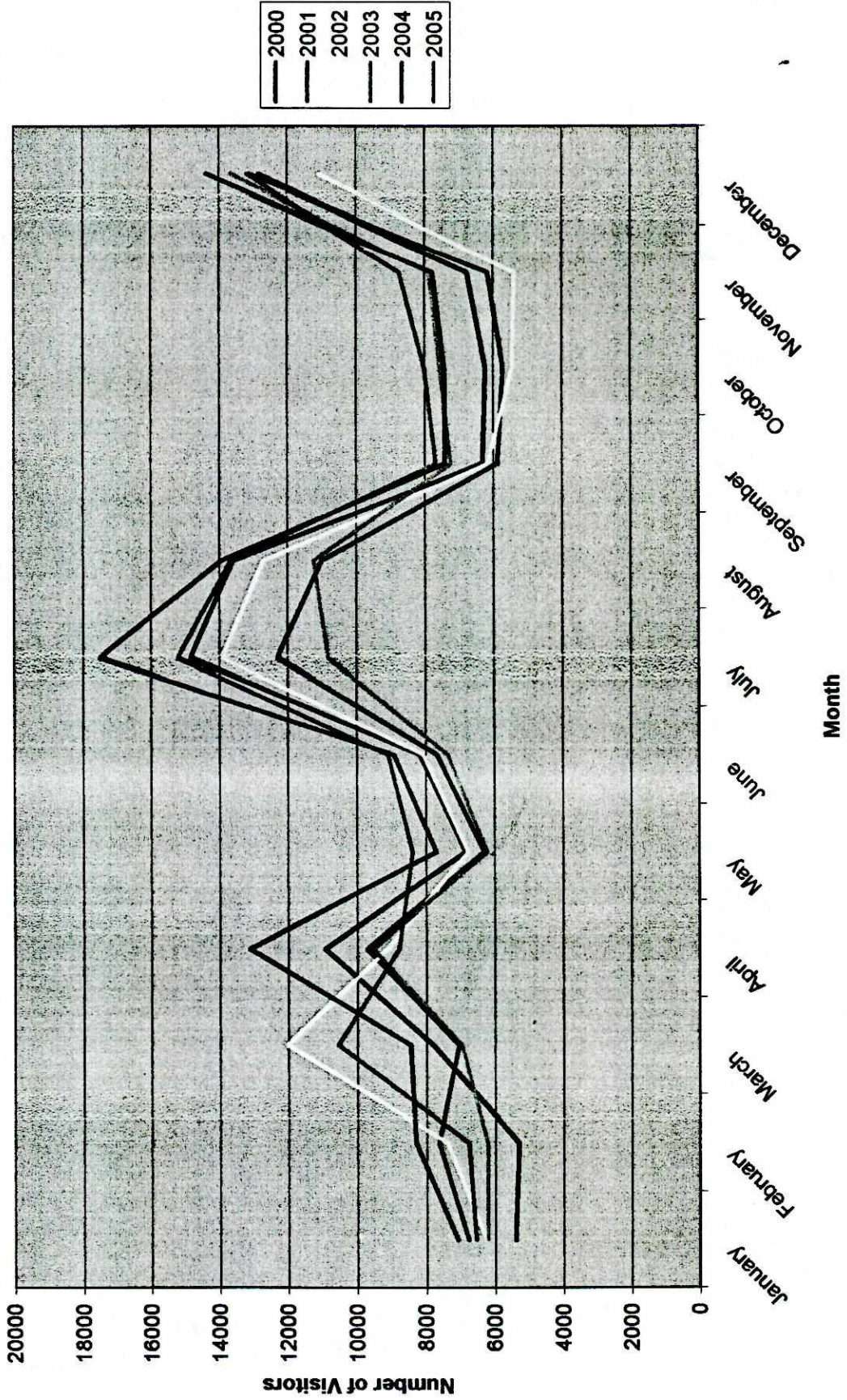
## PERCENTAGE CHANGE BETWEEN YEAR - 2004/2005

MONTH	USA	CANADA	EUROPE	CARIBBEAN	S. AMERICA & C. AMERICA	OTHER	N STATED	TOTAL
January	-7.0	1.6	-9.7	-17.9	-3.7	28.3		-7.6
February	-21.0	-3.6	-25.9	-26.5	4.1	14.5		-18.7
March	31.6	5.1	4.5	29.9	20.6	90.1		24.8
<b>1st Quarter</b>	<b>1.5</b>	<b>1.5</b>	<b>-10.5</b>	<b>-4.6</b>	<b>6.4</b>	<b>44.1</b>		<b>0.03</b>
April	-32.2	-22.7	-34.9	-39.9	-26.1	-37.7		-33.1
May	3.7	1.2	3.3	20.7	11.8	72.3		8.9
June	1.8	-3.9	19.3	-0.8	24.4	-4.8		1.9
<b>2nd Quarter</b>	<b>-12.9</b>	<b>-9.7</b>	<b>-11.1</b>	<b>-13.0</b>	<b>2.2</b>	<b>2.3</b>		<b>-11.72</b>
July	-14.5	-13.2	-14.7	-12.3	78.0	42.6		-13.0
August	-8.3	1.9	13.7	4.4	64.0	29.0		-1.9
September	3.8	16.3	15.4	-4.2	24.5	-4.9		3.7
<b>3rd Quarter</b>	<b>-9.6</b>	<b>-2.3</b>	<b>1.8</b>	<b>-4.1</b>	<b>49.3</b>	<b>18.4</b>		<b>-5.85</b>
October	-1.1	22.7	7.8	6.5	118.2	78.5		7.7
November	7.2	28.3	4.3	8.8	115.9	67.2		12.5
December	-13.4	-19.0	-2.1	-3.8	22.0	143.7		-8.2
<b>4th Quarter</b>	<b>-5.7</b>	<b>11.4</b>	<b>2.6</b>	<b>2.8</b>	<b>79.8</b>	<b>91.0</b>		<b>1.2</b>
<b>TOTAL</b>	<b>-26.7</b>	<b>0.9</b>	<b>-5.7</b>	<b>-18.9</b>	<b>137.7</b>	<b>155.8</b>		<b>16.3</b>

Source: Guyana Tourism Authority



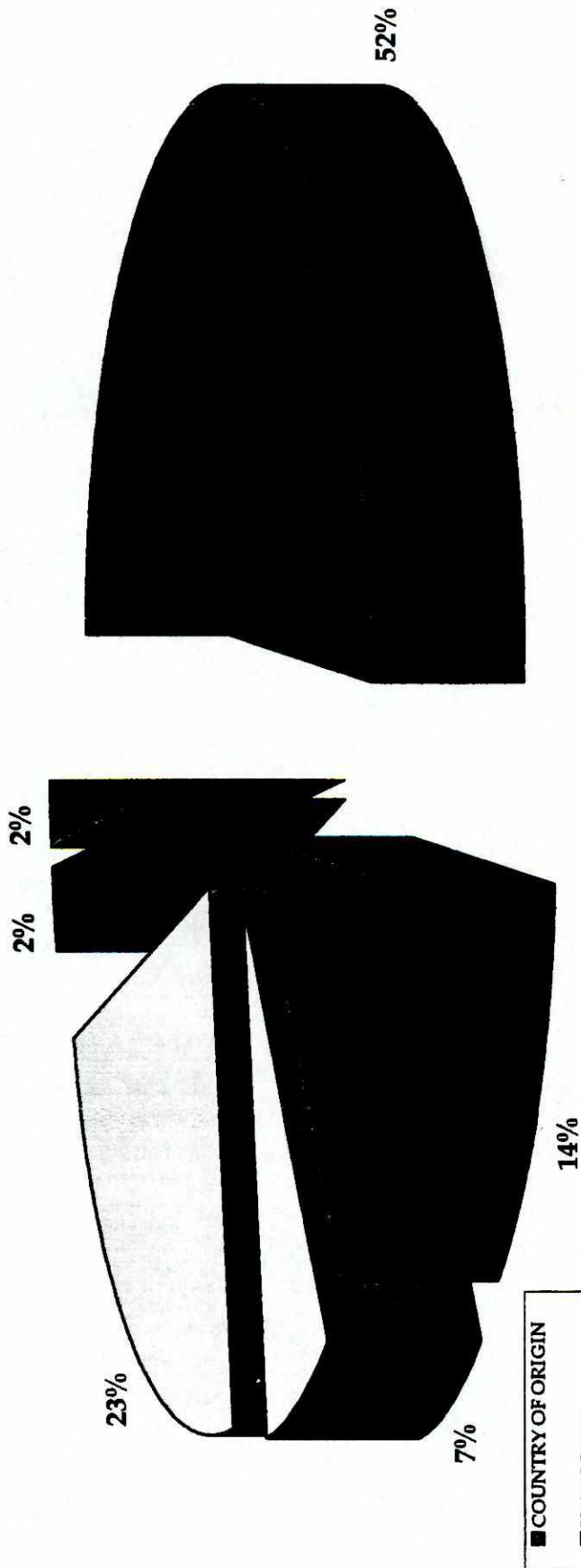
### Visitor Arrivals by Month 2000 - 2005





Visitor Arrivals by Key Markets (Percentage Share)

Jan - Dec 2005



- COUNTRY OF ORIGIN**
- United States
  - Canada
  - Europe
  - Caribbean
  - ▨ South & Central America

**GUYANA TOURISM AUTHORITY**  
**INCOME & EXPENDITURE STATEMENT**  
**FOR THE YEAR ENDED DECEMBER 31, 2005.**

2005

**OPERATING INCOME :**

Government Subvention	1	\$ 51,000,000
		<hr/>
		\$ 51,000,000

**OPERATING EXPENDITURE :**

Admin:	2	\$ 27,977,830	
Marketing:	2	\$ 20,748,400	
Product Development:	2	\$ 2,273,770	
			\$ 51,000,000
Net Surplus/Deficit from Operations			\$ -



**GUYANA TOURISM AUTHORITY  
INCOME STATEMENT  
FOR JANUARY-DECEMBER,2005**

1

MONTHS	RECEIPT #	DATE	DEPOSIT SLIP#	DATE	AMOUNT
JANUARY	395744		305985	21/01/2005	\$ 2,520,000
FEBRUARY	395745	18/02/2005	305986	18/01/2005	\$ 1,400,000
MARCH	395746	14/03/2005	305988	12/3/2005	\$ 1,400,000
MARCH	395747	21/03/2005	305989	21/03/2005	\$ 991,800
APRIL	395748	20/04/2005	305991	20/04/2005	\$ 1,269,000
MAY	395749	17/05/2005	305992	17/05/2005	\$ 8,318,622
MAY	395750	24/05/2005	305993	24/05/2005	\$ 7,183,800
JUNE	395751	1/6/2005	305994	1/6/2005	\$ 4,386,000
JUNE	395752	14/06/2005	305995	14/06/2005	\$ 1,000,000
JULY	395754	9/8/2005	306001	9/8/2005	\$ 3,631,000
AUGUST	395755	6/9/2005	306002	7/9/2005	\$ 6,050,778
SEPTEMBER	395756	12/10/2005	306007	12/10/2005	\$ 2,940,000
OCTOBER	395757	25/10/2005	306008	25/10/2005	\$ 5,525,000
NOVEMBER	395758	25/11/2005	306010	25/11/2005	\$ 2,000,000
DECEMBER	395759	19/12/2005	306011	19/12/2005	\$ 2,384,000
					\$ 51,000,000

**GUYANA TOURISM AUTHORITY**  
**INCOME & EXPENDITURE**  
**FOR THE PERIOD ENDING JANUARY-DECEMBER, 2005**

PARTICULARS	AMOUNT BUDGETED	AMOUNT RECEIVED	AMOUNT EXPENDED	BALANCE
<b>TOTAL WAGES AND SALARIES</b>				
6116 Contracted Employees	\$ 12,780,000	\$ 12,780,000	\$ 15,642,852	\$ (2,862,852)
<b>Overhead Expenditure</b>				
6133 Benefits and Allowances	\$ 100,000	\$ 100,000	\$ 68,889	\$ 31,111
6134 National Insurance	\$ 924,000	\$ 924,000	\$ 642,409	\$ 281,591
6135 Pensions	\$ 1,678,000	\$ 1,678,000	\$ 2,818,962	\$ (1,140,962)
<b>Materials, Equipment and Supplies</b>				
6223 Office Materials and Supplies	\$ 450,000	\$ 450,000	\$ 2,708,167	\$ (2,258,167)
6224 Print and Non-Print Materials	\$ 7,200,000	\$ 7,200,000	\$ 3,834,711	\$ 3,365,289
<b>Rental and Maintenance of Buildings</b>				
6241 Rental of Buildings	\$ 1,200,000	\$ 1,200,000		\$ 1,200,000
6243 Janitorial and Cleaning Supplies	\$ 166,778	\$ 166,778		\$ 166,778
<b>Transport, Travel and Postage</b>				
6261 Local Travel and Subsistence	\$ 786,000	\$ 786,000	\$ 835,340	\$ (149,340)
6262 Overseas Conferences and Official Visits	\$ 5,000,000	\$ 5,000,000		\$ 5,000,000
6263 Postage, Telex and Cablegrams	\$ 505,000	\$ 505,000	\$ 839,831	\$ (334,831)
6265 Other	\$ 256,000	\$ 256,000		\$ 256,000
<b>Utility Charges</b>				
6271 Telephone Charges	\$ 726,000	\$ 726,000	\$ 523,865	\$ 202,135
<b>Other Goods Services Purchased</b>				
6282 Equipment Maintenance	\$ 265,000	\$ 265,000	\$ 186,480	\$ 78,520
6283 Cleaning and Extermination Services	\$ 81,422	\$ 81,422		\$ 81,422
6284 Other	\$ 3,621,000	\$ 3,621,000	\$ 11,052,791	\$ (7,431,791)
<b>Other Operating Expenses</b>				
6291 National and Other Events	\$ 5,391,800	\$ 5,391,800	\$ 3,002,950	\$ 2,388,850
6294 Other	\$ 1,126,000	\$ 1,126,000	\$ 1,627,871	\$ (501,871)
<b>Education Subventions and Training</b>				
6302 Training (Including Scholarships)	\$ 1,540,000	\$ 1,540,000		\$ 1,540,000
<b>Rates and Taxes and Subventions</b>				
6312 Subventions to Local Authorities	\$ 20,000	\$ 20,000		\$ 20,000
<b>Subs. And Contrib.. To Loc'l and Int'l Orgs</b>				
232 International Organisations	\$ 7,183,000	\$ 7,183,000	\$ 7,114,882	\$ 68,118
	\$ 51,000,000	\$ 51,000,000	\$ 51,000,000	\$ -



**ADMIN**

**Employment Cost:**

Contracted Employees	\$ 15,642,852
Employers Contribution-NIS	\$ 642,409
Gratuity & Leave Allowance	\$ 2,818,962
Clerical & Office Support	\$ 68,889

**Other Amin Expenses:**

Print & Non Print	\$ 1,950,619
Traveling	\$ 935,340
Boardmembers stipend	\$ 867,000
Postage	\$ 839,831
Office Material & Supplies	\$ 2,708,167
Maintenance of Building	\$ 32,545
Telephone Charges	\$ 523,865
Equipment Maintenance	\$ 186,480
Miscellaneous	\$ 760,871

\$ 27,977,830

**MARKETING:**

Production of Collateral Materials	\$ 11,020,256
Bartica Regatta	\$ 340,000
Advertisement (Local, Electronic)	\$ 1,884,082
Berbice Expo	\$ 150,000
Guyexpo 2005	\$ 239,180
CTO	\$ 7,114,882

\$ 20,748,400

**PRODUCT DEVELOPMENT**

Tourism Awareness Month	\$ 2,212,770
Rupununi Expo	\$ 61,000

\$ 2,273,770

\$ 51,000,000

**GUYANA TOURISM AUTHORITY  
INCOME & EXPENDITURE STATEMENT  
FOR PERIOD ENDED DECEMBER 2005  
PL 480 ACCOUNT**

**Income:**

Bal b/f as at 31/12/2004	\$ 155,954
Received from Ministry of Finance	\$ 13,341,180
Deposits for bank charges	\$ 3,000
Deposits for bank charges	\$ 12,200
Deposits for bank charges	\$ 4,500
Payment for trip to Rupununi	\$ 12,000
	<u>\$ 13,528,834</u>

**Expenditure:**

Advertising	\$ 7,424,635
Consultancy-ITB	\$ 724,896
Colaterals	\$ 1,560,010
BWEE FAM	\$ 1,437,425
WTM	\$ 2,236,393
Bank Charges	\$ 7,100
Postage	\$ 138,375
	<u>\$ 13,528,834</u>

*Balance as at 31 December, 2005*

NIL



List of Expenditures:

Shipping cost for GTA 2005 Calendars from Maimi, Florida - GEO,GY	138,375
Payment for Full Page ad placed in the Shabeau Magazine via telex transfer	217,200
Payment for Artwork done for ad placed in the LATA Guide - 7th Issue	35,100
Payment for Artwork done for ad placed in the Shabeau Magazine and Florida Newspaper	15,000
Payment for Ad placed in the Latin American Travel Association Guide - 7th Issue - via telex transfer	326,000
Payment for Consultancy in Germany at ITB 2005 in Berlin.	630,696
Production of 10,000 copies of the Guyana Safari Supplement.	820,760
Purchase of Guyana Tourism Calender	503,000
945 14" * 20" Posters of the world cup cricket.	236,250
Lunch & Dinner for Mr Martinez & Ms Yahmarie - BWEE FAM	33,440
Flight cost from Timehri to Lethem to Timehri and 2 hrs waiting time	418,500
World Travel Market 2005	2,236,393
Trans for p/ments made for PL480- See Breakdown attached	4,653,493
Outstanding balance for guests who were staying at Pegasus.	31,760
Payment for FAM For travel writers from "SHE" Magazine	12,240
Payment to Wonderland Tour for trip to Santa Mission for German Consultant	12,000
Bank Charges	7,100
Payment for BWIA Inflight Video	3,201,527
	<hr/>
	<u>13,528,834</u>

Payments that were made for PL480 from our current account and have to be transferred from PL480 account to our current account.

DATE	CHEQUE #	PARTICULAR	AMOUNT
24.05.2005	02-315359	City tour for island life Fam	\$ 8,180
24.05.2005	02-315360	Trans for Easter week activities	\$ 52,000
24.05.2005	02-315361	Boat trans for Ministry of Tourism	\$ 30,000
24.05.2005	02-315362	Boat trans for BWEE Fam	\$ 68,000
08.06.2005	02-315368	UK Fam Tour	\$ 452,000
08.06.2005	02-315370	Tour Kaieteur Falls for Island Life	\$ 81,000
20.06.2005	02-315393	Bus trans for BWEE Fam	\$ 40,000
28.06.2005	02-387911	JCD/BWEE Fam	\$ 111,506
28.06.2005	02-387912	British Journalist - Mr. Randall	\$ 38,582
28.06.2005	02-387913	Island Life Mag. Media Fam	\$ 48,217
02.08.2005	Telex trans	Cons Fee for ITB 2005	\$ 94,200 <sup>x</sup>
23.08.2005	Telex trans	JCD-30 sec of pro on BWIA in flight vid prog	\$3,629,208
			\$4,652,893

504406

7.000



GUYANA TOURISM AUTHORITY  
NOTES TO THE ACCOUNTS  
PL 480 ACCOUNTS

1. PL 480 ACCOUNTS

- This Account is a USAID funded Project for funding Marketing Initiatives towards Tourism Industry in Guyana.
- This Account is separate from GTAS' Current Account.

**GUYANA TOURISM AUTHORITY**  
**CONSOLIDATED INCOME & EXPENDITURE STATEMENT**  
**FOR THE YEAR ENDED DECEMBER 31, 2005.**

**2005**

**OPERATING INCOME :**

Government Subvention	1		\$	51,000,000
PL 480 A/C	2		\$	13,528,834
Other Income	3		\$	7,722,503
Capital			\$	2,193,150
			\$	74,444,487

**OPERATING EXPENDITURE :**

Admin:	4	\$	35,013,548	
Marketing:	4	\$	35,346,524	
Product Development:	4	\$	6,264,048	
Capital Expenditure:	5	\$	1,996,430	
			\$	78,620,550
Net Surplus (Deficit) from Operations			\$	(4,176,063)
Balance as at January 1 2005			\$	1,086,491
(Surplus) Deficit as at 31.12.2005			\$	(3,089,572)
Accumulated Surplus (Deficit) at 31.12.2005	6		\$	(4,176,063)



**GUYANA TOURISM AUTHORITY**  
**INCOME STATEMENT**  
**FOR JANUARY-DECEMBER, 2005**

1

MONTHS	RECEIPT #	DATE	DEPOSIT SLIP#	DATE	AMOUNT
JANUARY	395744		305985	21/01/2005	\$ 2,520,000
FEBRUARY	395745	18/02/2005	305986	18/01/2005	\$ 1,400,000
MARCH	395746	14/03/2005	305988	12/3/2005	\$ 1,400,000
MARCH	395747	21/03/2005	305989	21/03/2005	\$ 991,800
APRIL	395748	20/04/2005	305991	20/04/2005	\$ 1,269,000
MAY	395749	17/05/2005	305992	17/05/2005	\$ 8,318,622
MAY	395750	24/05/2005	305993	24/05/2005	\$ 7,183,800
JUNE	395751	1/6/2005	305994	1/6/2005	\$ 4,386,000
JUNE	395752	14/06/2005	305995	14/06/2005	\$ 1,000,000
JULY	395754	9/8/2005	306001	9/8/2005	\$ 3,631,000
AUGUST	395755	6/9/2005	306002	7/9/2005	\$ 6,050,778
SEPTEMBER	395756	12/10/2005	306007	12/10/2005	\$ 2,940,000
OCTOBER	395757	25/10/2005	306008	25/10/2005	\$ 5,525,000
NOVEMBER	395758	25/11/2005	306010	25/11/2005	\$ 2,000,000
DECEMBER	395759	19/12/2005	306011	19/12/2005	\$ 2,384,000
					\$ 51,000,000

**GUYANA TOURISM AUTHORITY**  
**INCOME STATEMENT**  
**FOR PERIOD ENDED DECEMBER 2005**  
**PL 480 ACCOUNT**

2

**Income:**

Bal b/f as at 31/12/2004	\$	155,954	
Received from Ministry of Finance	\$	13,341,180	
Deposits for bank charges	\$	3,000	
Deposits for bank charges	\$	12,200	
Deposits for bank charges	\$	4,500	
Payment for trip to Rupununi	\$	12,000	
			\$ <u>13,528,834</u>



**GUYANA TOURISM AUTHORITY**  
**OTHER INCOME -STATEMENT**  
**FOR JANUARY-DECEMBER,2005**

<b>PARTICULARS</b>	<b>FUNDED BY</b>	<b>DEPOSIT SLIP#</b>	<b>DATE</b>	<b>AMOUNT</b>
Safety & Security Commission	CARANA	305987	3/3/2005	\$ 152,500
CTO Flood Relief Fund	NEC	305988	3/3/2005	\$ 140,000
Pakaraima Safari Funding	GUYOIL	305990	6/4/2005	\$ 301,500
Refund of payments for overseas calls	GNBS	305990	6/4/2005	\$ 2,654
Training Fees for Customer Service Prog		305993	24/05/2005	\$ 36,000
Flood Relief Fund	BRITISH HIGH COMM	305997	22/06/2005	\$ 446,000
Consultation Funding	CARANA	305997	22/06/2005	\$ 175,000
Carib Week	MINISTRY OF FINANCE	305999	27/07/2005	\$ 414,100
Payment for Kaieteur Tour		306000	8/9/2005	\$ 110,000
License Fees		306003	7/9/2005	\$ 140,000
License Fees		306004	7/9/2005	\$ 960,000
License Fees		306005	2/10/2005	\$ 110,000
Shares for WTM-Tower	TOWER	306006	12/10/2005	\$ 46,464
7% Increase in Salary for Staff	MINISTRY OF FINANCE	306012	30/12/2005	\$ 923,710
Refund of Payment for Bird Booklet	CARANA	306013	30/12/2005	\$ 1,950,000
Funding for ITB	CARANA			\$ 1,814,575
				\$ 7,722,503

**ADMIN**

**Employment Cost:**

**Other Admin Expenses:**

Contracted Employees	\$	15,642,852
Employers Contribution-NIS	\$	642,409
Gratuity & Leave Allowance	\$	3,818,962
Clerical & Office Support	\$	68,889
Print & Non Print	\$	7,239,863
Traveling	\$	1,935,340
Boardmembers stipend	\$	867,000
Postage	\$	978,206
Office Material & Supplies	\$	1,708,167
Maintenance of Building	\$	32,545
Telephone Charges	\$	523,865
Equipment Maintenance	\$	186,480
Miscellaneous	\$	1,368,970
	<b>\$</b>	<b>35,013,548</b>

**MARKETING:**

Production of Collateral Materials	\$	15,164,538
Yachting in Trinidad etc	\$	648,500
ITB	\$	1,822,308
Barbica Regatta	\$	340,000
Advertisement (Local, Electronic)	\$	2,384,082
Caribbean Week	\$	1,162,099
Island Life FAM	\$	285,217
Easter Week Activities	\$	78,000
UK/JCD/BWEE FAM	\$	2,564,205
Berbice Expo	\$	150,000
Guyexpo 2005	\$	239,180
WTM	\$	3,393,513
CTO	\$	7,114,882
	<b>\$</b>	<b>35,346,524</b>

**PRODUCT DEVELOPMENT**

Safety & Standards Commission	\$	266,232
Pakaraima Safari	\$	301,500
Stakeholders Consultation	\$	1,426,116
Tourism Awareness Month	\$	2,212,770
Rupununi Expo	\$	61,000
Capital Works	\$	1,996,430
	<b>\$</b>	<b>6,264,048</b>

**\$ 76,624,120**



**STATEMENT OF 63 BEACH PROJECT-CAPITAL WORKS**

Amount Received in GTA'S Account – \$ 2,193,150

Construction of 4 toilet & 2 septic tanks -	\$	993,200
Construction of 2 water trestle with black tanks -	\$	326,350
Construction of Pavilion -	\$	516,880
Fabricating of grill at 63 Beach	\$	160,000

<b>BALANCE</b>		\$	1,996,430
		\$	<u>196,720</u>

**LIST OF ITEMS THAT MADE UP ACCUMULATED DEFICIT-ACCOUNTS RECEIVABLE**

Balance as at January 1 2005		\$	1,086,491
Advertising pro for Shabeau Magazine	\$	60,000	
Exp incurred for Dr Heneghan field visit	\$	69,760	
Flight to Annai etc	\$	542,600	
Reprinting Guyana Map Posters	\$	175,000	
Postage of DVD,Posters,Figurines for WTM	\$	250,000	
Overweight All and other expences at WTM	\$	100,000	
Payment for Booth Construction for WTM 2005	\$	807,012	
Payment for meals,accomodation etc on trip	\$	513,000	
Production of Banners for WTM	\$	22,200	
Part payment on flight for wildlife worldwide	\$	380,000	
Payment for 8 persons to travel to Aranaputa etc	\$	170,000	
		\$	3,089,572
			<u><u>\$ 4,176,063</u></u>



**GUYANA TOURISM AUTHORITY**  
**BALANCE SHEET**  
**AT AS DECEMBER 31, 2005**

**2005**

**FIXED ASSETS:**

Tangible Assets	7	4,657,668
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**CURRENT ASSETS:**

Stock	\$	5,000
Accounts Receivable	\$	3,089,572
Cash at Bank	\$	1,387,799
Cash on Hand	\$	1,345

<b>Total Current Assets</b>	<b>\$</b>	<b>4,483,716</b>
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<b>TOTAL NET ASSETS:</b>	<b>\$</b>	<b><u>9,141,384</u></b>
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**GUYANA TOURISM AUTHORITY**  
**NOTES TO THE ACCOUNTS**

7

**FIXED ASSETS**

	<b>Computer Equipment</b>	<b>Furniture &amp; Equipment</b>	<b>Total</b>
Cost/Valuation January 1	2,174,235	3,647,850	5,822,085
<b>At December 31,2005</b>	<b>2,174,235</b>	<b>3,647,850</b>	<b>5,822,085</b>
Drepreciation for the year	434,847	729,570	1,164,417
<b>At December 31,2005</b>	<b>434,847</b>	<b>729,570</b>	<b>1,164,417</b>
<b>Net Book Value</b>			
<b>At December 31,2005</b>	<b>1,739,388</b>	<b>2,918,280</b>	<b>4,657,668</b>



**GUYANA TOURISM AUTHORITY**  
**NOTES TO THE ACCOUNTS**

1. **Principal Accounting Policies**

• **Accounting Convention.**

These accounts have been prepared using the historical cost convention.

• **Income.**

Income is derived principally from contribution made by Central Government.

• **Depreciation.**

Depreciation is calculated using the reducing balance basis at the rate specified below which are constructed to write off the assets over their estimated useful lives.

Office Material & Supplies	20%
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• **Other Income.**

Other Income derived from License Fees from Hoteliers and donation towards ventures of the Secretariat.

• **PL 480**

This Account is a USAID funded Project for Funding Marketing Initiatives towards Tourism Industry in Guyana.

• **Accumulated Deficit.**

The accumulated deficit is Accounts Receivable from Pl 480 account. Because of the delayed in getting the third tranche of PL 480 we made some expenditure from GTAS Current Account for Pl 480. This would have cleared when we would have gotten Pl480 monies.