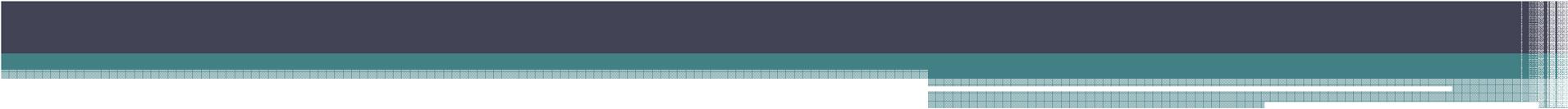


# TOURISM DATA SOURCES AND OVERVIEW OF THE VISITOR EXIT SURVEY\_GUYANA

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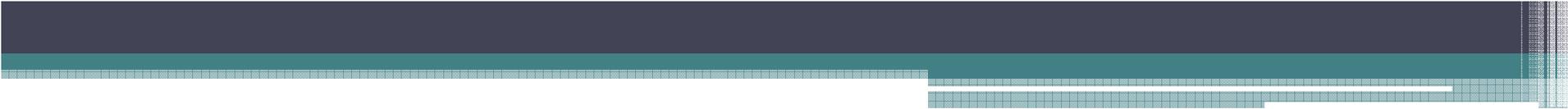
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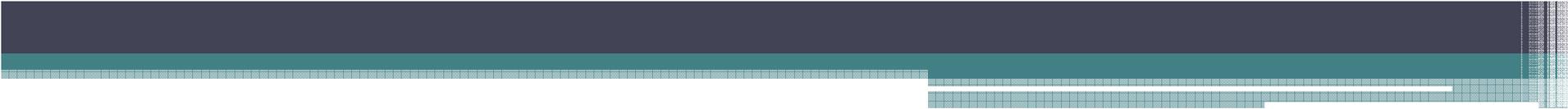
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# Main Tourism Data Source for Guyana

At the Bureau of Statistics, two main sources of tourism data are:

1. The Migration database and
2. The Visitors Exist Motivation Survey (VEMS).

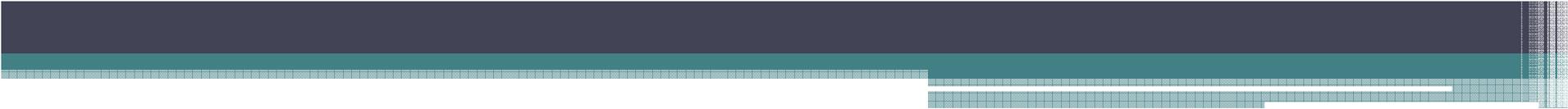
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- ❖ The Migration Database gives information on the arrival and departure of visitors byway of air, road and water travel to and from Guyana.
  - ❖ The VEMS is a survey conducted by the Bureau of Statistics, in cooperation with the Ministry of Tourism, Industry & Commerce, on inbound tourism. Reports on the visitors' perception of the Guyanese tourism product are published on a quarterly and yearly basis.
  - ❖ Other available sources are hotels, taxi services et cetera. However the Bureau of Statistics does not currently collect data from these sources.



# Overview on the VEMS

## **Objective of the Survey**

The main objective of the survey is to provide timely information on Guyana's tourism product. Such information would help the major participants in the tourism sector to better plan its development.



# Methodology

The Bureau of Statistics has trained enumerators stationed at the Cheddi Jagan International Airport, Timehri, where the sample is derived from cooperating departing visitors. Respondents are canvassed from most departing flights on a daily basis.

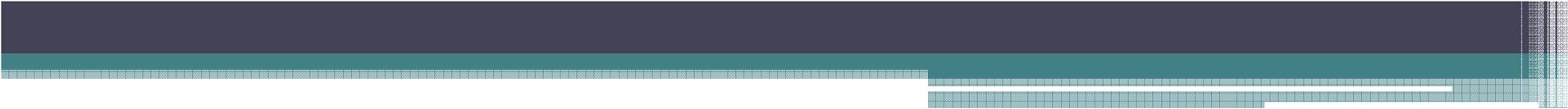
Overseas residents are defined as visitors if they stayed in Guyana for more than one night and less than one year. Citizens of Guyana living abroad are also regarded as visitors.

# VEMS Tables

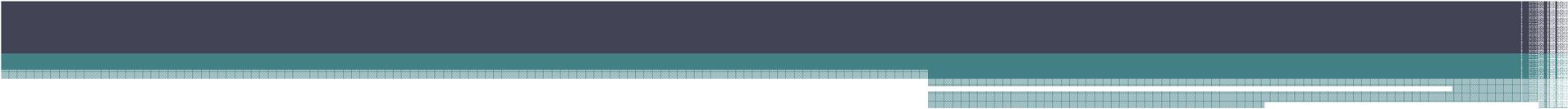
These tables capture information such as the following:

❖ **Purpose of visit\_** This variable is cross tabulated with country of residence, travel companions, importance of sources of information et cetera. These tables highlight the main purpose of visit such as for vacation, business, visit relatives and friends, nature travel and so on.

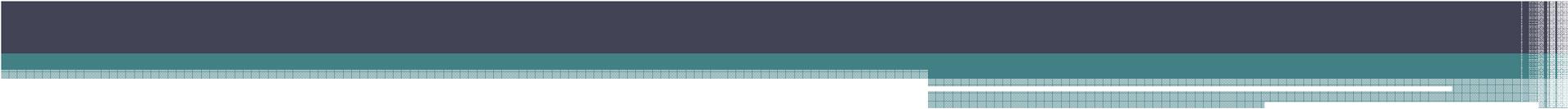
Of note, the important tourist markets for Guyana are the USA, the Caribbean and Canada respectively, in order of importance as measured by the annual number of visitors.



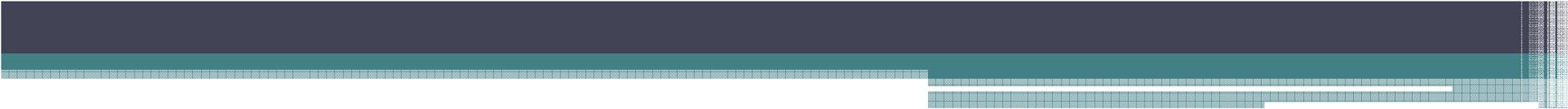
❖ **Travel companion** \_ It can be noted that persons whose purpose of visit is business mostly travel alone and is from either one of Guyana's nontraditional markets or South America. Those who come for either a personal event or just vacation mostly travel with family members and are from the U.S.A or Canada.

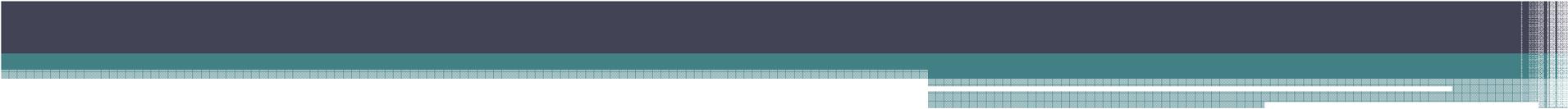


❖ **Important source of information** \_  
Newspaper/magazine, tourism authority  
and Guyana embassy/consulate are the  
main source of information for persons  
who are travelling for business purposes.



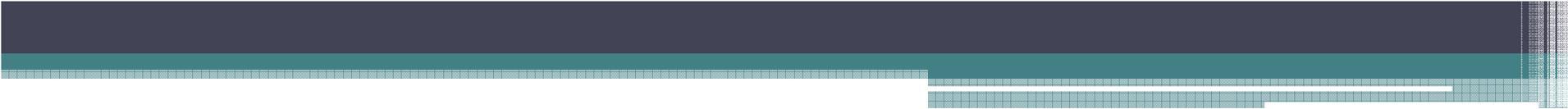
❖ **Travel arrangement** \_A package tour provides the traveler with accommodation and transportation to Guyana. The package may also include the provision of local transportation byway of a vehicle, along with social activities such as picnicking and sightseeing trips around the country. Packaged tours are a form of product bundling that is sold by tour operators. Most persons who travel via a package mostly come from the UK or South America and visit because of a nature or scientific/study tour.

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- ❖ **Types of accommodation** \_ A very large number of visitors stay with their friends/relatives and visit for personal events, friends/relatives or just simply vacationing. The hotels would mostly be frequented by persons who are either on business, nature tours, adventure tourism and scientific/study tours. Friends and relatives provide a large portion of accommodation for visitors from various countries.
  - ❖ **Modes of payment** \_ Most visitors use mainly cash.

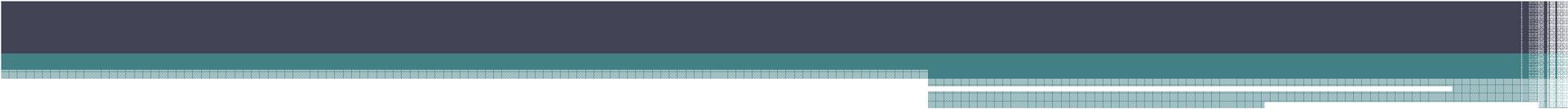


## ❖ **Activities undertaken and attractions**

**visited** \_In Guyana there are many activities associated with outdoor recreation. Activities such as jungle tour/excursions, hiking, botanical expeditions, fishing, bird watching, air tours to the interior of Guyana, hunting, boat trips/excursions and others are some of the popular choices. Boat trips/excursions and jungle tours/excursions are two of the favorites. Most visitors find the national zoo/gardens and historical buildings very interesting.



❖ **Other variables** \_Previous visits to Guyana, advance planning, length of stay, visitors' intention to return and recommend to a friend and most importantly the daily inbound tourism expenditure are other variables cross tabulated with purpose of visit, country of residence and travel arrangement.



# Inbound Tourism Expenditure

Our VEMS report provides the daily expenditure statistics cross tabulated with variables such as, Accommodation, Meals and drinks, Car rentals, Tours, Entertainment/Recreation, Shopping/Souvenirs, Cash gifts/Donations, Property purchase, Property repairs et cetera (table 1 below).

- **Table 1: Daily Expenditure by Country of Residence (US\$)**

Expenditure	USA	Canada	UK	Caribbean	South America	Other	Total
Accommodation	24.71	29.99	47.5	33.85	76.19	75.79	33.81
Meals & Drinks	9.86	11.13	7.51	62.8	8.33	17.81	24.84
Ground Transportation	8	7.01	8.33	9.89	7.14	5.46	8.26
Car Rentals	2.04	0.09	0	1.3	0	18.25	2.1
Tours	4.32	0.59	2.97	6.03	21.43	3.25	4.1
Entertainment/Recreation	2.69	3.18	5.52	2.73	0	10.24	3.49
Shopping/Souvenirs	4.85	5.33	4.56	9.75	0	7.41	6.35
Cash Gifts/Donations	5.55	3.85	5.09	3.99	0	8.33	4.89
Property Purchase	0	0.01	0	0	8.33	0	0.06
Property Repair	3.42	1.11	0	2.09	0	0	2.07
Other	2.1	1.96	0.63	2.88	7.14	10.35	2.58
<b>Total</b>	<b>67.54</b>	<b>64.25</b>	<b>82.11</b>	<b>135.33</b>	<b>128.57</b>	<b>156.9</b>	<b>92.55</b>
<b>No of Visitors</b>	<b>65</b>	<b>31</b>	<b>22</b>	<b>54</b>	<b>2</b>	<b>10</b>	<b>184</b>

- **Table 2: Daily Expenditure by Visitor by Purpose of Visit (US\$)**

Expenditure	Vacation	Business	Visit Friend/ Relatives	Nature Trip	Scientific/ Study Tour	Adventure Tourism	Personal Events	Climate	Day Trip	Other	Total
Accommodation	16.94	104	5.32	66.5	65.14	27.78	7.59	0	24.37	120	33.81
Meals & Drinks	59.63	18.5	7.92	23.21	35.71	7.04	0	14.29	7.41	60	24.84
Ground Transportation	5.57	19.05	5.25	11.42	3	11.27	1.02	10.7	2.74	20	8.26
Car Rentals	2.28	1.18	0.7	0	0	0	0	25	9.33	0	2.1
Tours	5.79	0.59	2.03	70.08	3.5	0.69	1.32	0	0.79	0	4.1
Entertainment/Recreation	3.81	3.91	3.33	0	0	13.33	0	14.29	1.26	0	3.49
Shopping/Souvenirs	4.95	6.91	7.86	8.33	14.29	6.94	0	28.57	2.78	0	6.35
Cash Gifts/Donations	4.55	5.06	5.4	0	0	3.1	1.45	21.43	5.66	0	4.89
Property Purchase	0.01	0	0	0	0	0	0	0	0.64	0	0.06
Property Repair	4.78	0.57	1.83	0	0	0	0	0	0.11	0	2.07
Other	1.76	4.87	1.77	11.04	0	0.56	0	0	2.15	0	2.58
<b>Total</b>	<b>110.07</b>	<b>164.65</b>	<b>41.41</b>	<b>190.58</b>	<b>121.64</b>	<b>70.72</b>	<b>11.38</b>	<b>114.29</b>	<b>57.24</b>	<b>200</b>	<b>92.55</b>
<b>No of Visitors</b>	<b>45</b>	<b>52</b>	<b>55</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>18</b>	<b>1</b>	<b>184</b>

- **Table 3: Daily Expenditure by Travel Arrangements (US\$)**

<b>Expenditure</b>	<b>Pre-paid Package</b>	<b>Own Arrangement</b>	<b>Not Stated</b>	<b>Total</b>
<b>Accommodation</b>	28.35	35.09	3.1	33.81
<b>Meals &amp; Drinks</b>	4.55	26.03	2.35	24.84
<b>Ground Transportation</b>	7.12	8.53	1.82	8.26
<b>Car Rentals</b>	0	2.21	0.08	2.1
<b>Tours</b>	6.82	4.21	0	4.1
<b>Entertainment/Recreation</b>	1.22	3.53	3.27	3.49
<b>Shopping/Souvenirs</b>	8.85	6.42	3.55	6.35
<b>Cash Gifts/Donations</b>	2.19	5	3.27	4.89
<b>Property Purchase</b>	0	0.07	0	0.06
<b>Property Repair</b>	0	1.61	14.82	2.07
<b>Other</b>	0	2.71	0.33	2.58
<b>Total</b>	59.09	95.41	32.58	92.55
<b>No of Visitors</b>	3	174	7	184

# Places to Visit in Guyana

## ❖ **Parks, Zoo & Gardens**

- Botanical Garden
- Promenade Garden
- The National Park
- The Zoological Park

## ❖ **Museums**

- The Guyana National Museum
- Walter Roth Museum of Anthropology
- Castellani House: the home of the National Gallery of Art
- The Museum of African Heritage
- John Campbell Police Museum.
- National Military Museum

The following Museums located out of the city:

- The Rupununi Weavers Society Museum at Lethem
- The Guyana Heritage Museum
- The Philatelic Museum

### ❖ **Natural**

- Mountains\_ Mount Roraima, Kanuku and Pakaraima Mountains
- Waterfalls\_ Amaila falls, Kaieteur falls, Orinduik falls, Kumarau falls, et cetera
- Beaches\_ Shell beach, 63 beach-Berbice
- Savannahs\_ Rupununi Savannah
- Wetlands\_ North Rupununi wetland

(Source of Information on Places to Visit in Guyana comes from Guyana Tourism Authority.

Website: <http://www.guyana-tourism.com>)