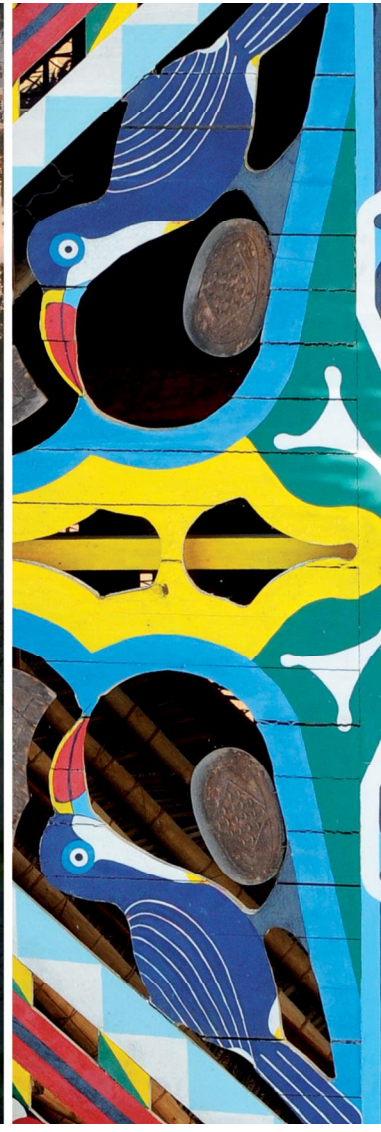


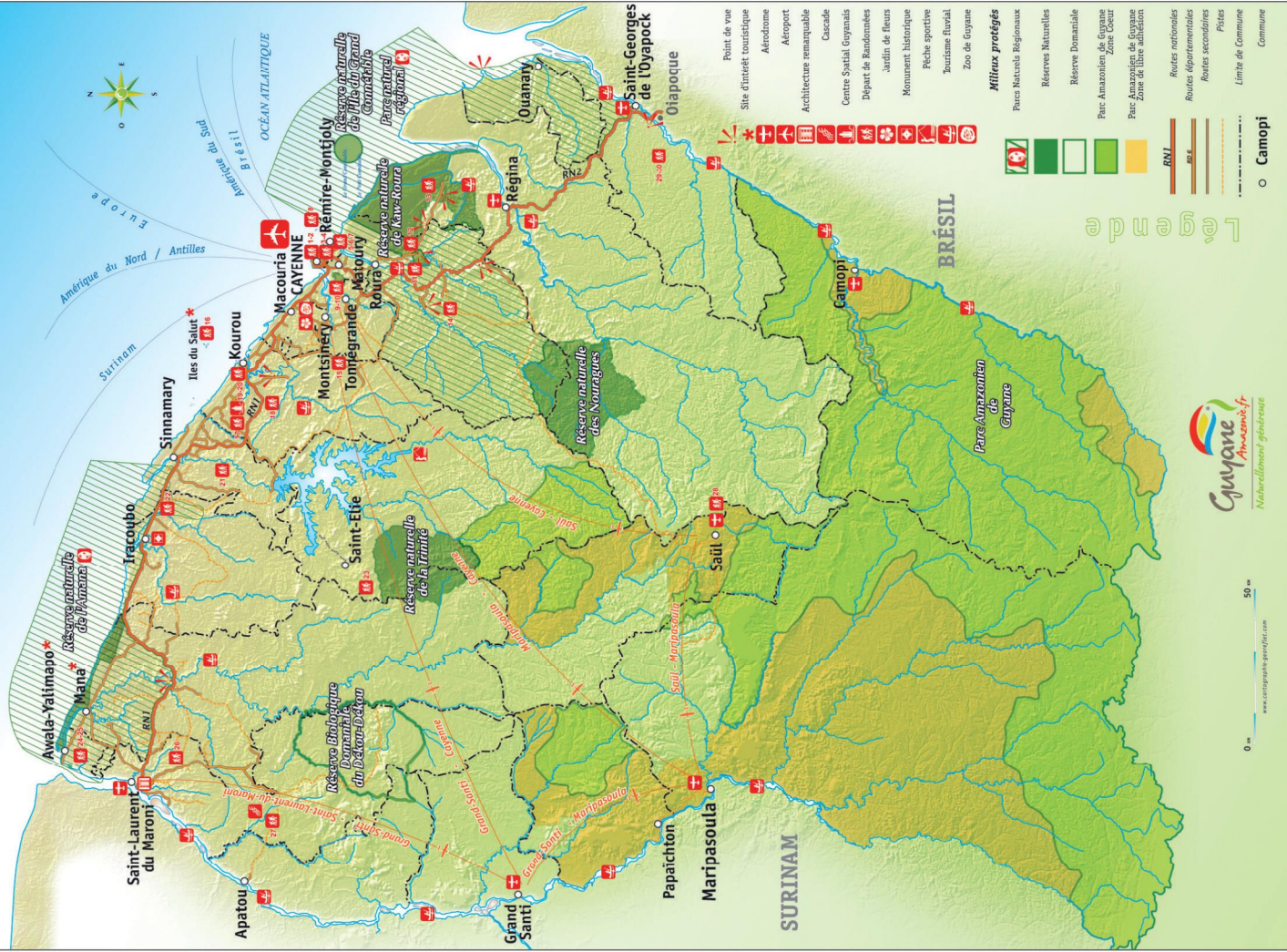
Guyane

French Guiana

Press kit



Carte touristique de la GUYANE



Nature, Sciences & Culture ...

Taking a walk in the forest, in the woods, in the city park and you will see a few species of tree; beech, parasol pine, oak, plane tree, they are probably all familiar to you.

But here, a thousand unknown species pass in front of your astonished eyes. Across the Atlantic Ocean, it's time to discover French Guiana. From your window you will see an enormous river, curving through the trees and a line of foam festooning the golden beaches of Cayenne and Rémire-Montjoly. The most astonishing thing, really startling is that you are still in Europe and at the same time in South America ! This is French Guiana.

The French Guiana Tourism Committee is delighted to present this new communication tool to you. You will find a CD-ROM at the end of this presentation which contains a complete press pack. High-tech and practical, it gives you quick access to all the information you need. You can also find all the visuals from our new communication campaign.

Welcome to the French Amazon !

datasheet 9 : culture

Conviviality & culture

- A visit to French Guiana touches all the senses; it's about sight, taste and feeling all bound together with conviviality and personal encounters.

- The bright colours of the country can be found in the toulou-lou's costumes, the market and in the dishes offered to you; palm heart salad photo bottom left, prawns in pimento bottom centre.

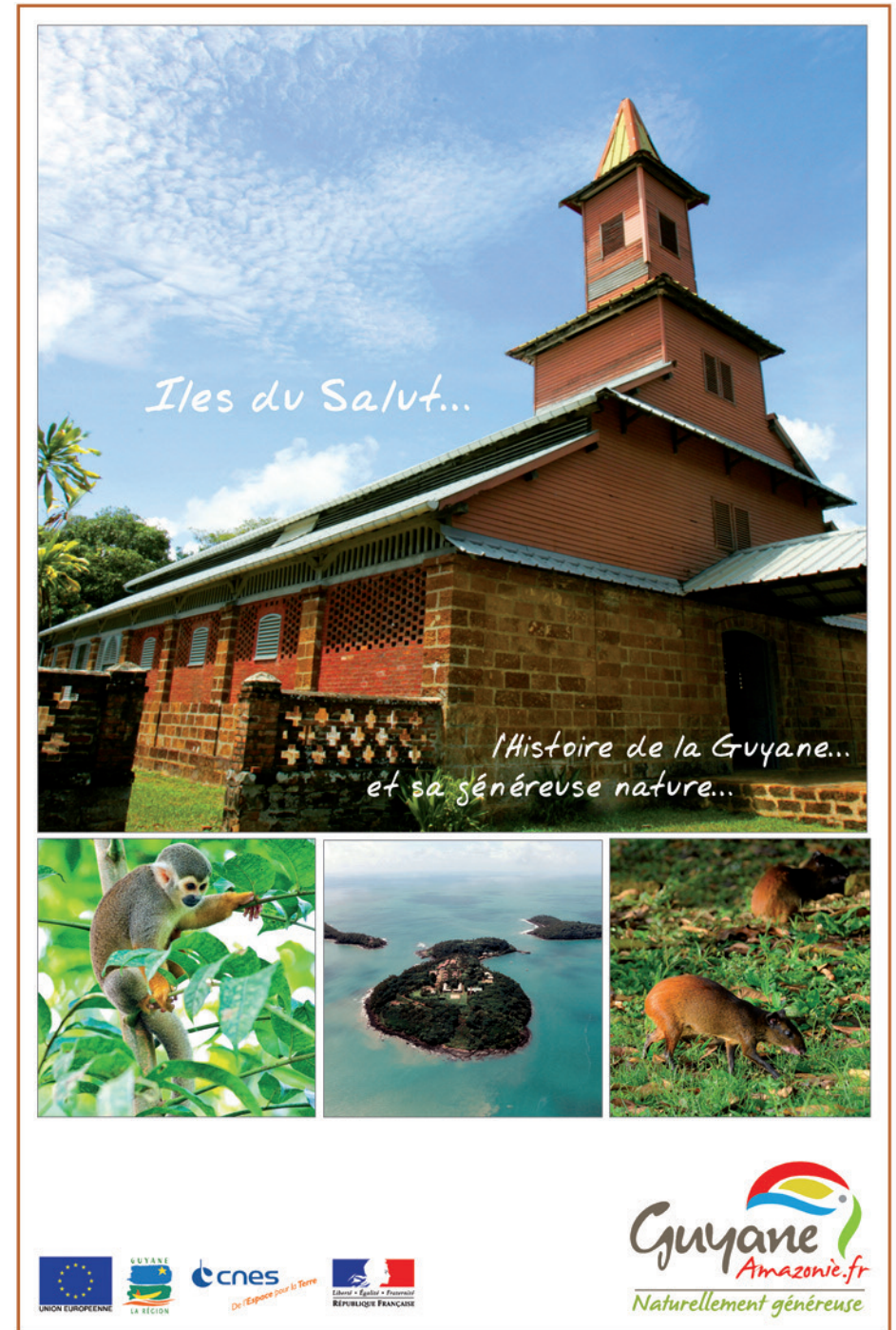
Tantalising the senses, creating desire!



fact sheet 10 : culture

History & biodiversity

- The Iles du Salut are one of the “must see” places to visit.
- They have History with a capital H! (main photo).
- St Joseph Island carved Amerindian rocks.
- The name of the Iles du Salut is linked to the fact that 18th century colonists survived due to the climate of the island (it also explains their future population).
- The remains of the penal colony mark a significant chapter in French political and juridical history.
- The Iles du Salut today offer the tourist history and biodiversity.



fact sheet 2 : nature

Biodiversity & serenity

- The Amazon is the lung of the planet, the forest breathes !
- Travel to French Guiana inspires your lungs to breath- far from the pollution of the cities.
- This concept overturns preconceptions; the forest is no oppressing, it is not frightening, it is full of air, luminous, adorned with flowers.
- The profusion of flowers enhance the image of a gentle forest that breathes in the dappled light of the early morning; this is a place of serenity, safety and well-being.

Photos below, left to right :

- 1) River Cocoa flower
- 2) Clematis in flower
- 3) Tree in blossom



fact sheet 19 - History

French Guiana, discovered in 1500 ?

We have the habit of talking about great voyages of discovery, putting Europe firmly at the centre of the world. When we say that French Guiana was discovered in January 1500 by Vincent Pinson we should not forget that the land was actually discovered and populated much earlier by the Amerindians! They left very few traces and are rarely talked about...



A complication population

Until 1950, French Guiana had a diminishing population; it was necessary to constantly attract people. Slavery had been practised in the region in the form of "contracted" slavery, poverty-stricken Europeans entered into contracts whereby they paid for their place on a transport to Cayenne with labour, they were provided with materials and land. You can imagine the conditions. In 1763, the Kourou expedition was a total disaster.

The penal colony; was this a pretext for populating French Guiana ?

Slavery was abolished in the French colonies in 1848 leading to a lack of workforce. A law in 1854 stated that at the end of an imprisonment in a convict could not leave French Guiana before having spent a period equivalent to his sentence, if it was less than 8 years. If his sentence exceeded 8 years, he would spend the rest of his life in the colony. It was also hoped he would start a family and thus contribute to the colonisation process.

14th March 1946, Gaston de Monnerville & Félix Eboué

On the 14th March 1946, Guiana became a French region, under the political impulsion of Guianese Gaston de Monnerville who was a member of the assembly from 1932 to 1936 and President of the Senate from 1958 to 1968. The ashes of Félix Eboué, for whom Cayenne airport take its name and who was the first black governor of a French colony (Guadeloupe 1936-1938) were transferred to the Pantheon on the 20th May 1949. In the 1960s, with the installation of the French Guiana Space Centre in Kourou, French Guiana opened a new frontier.

More recently Russia has come calling, Soyouz is now launched from Kourou along with Ariane and Vega; signalling a new era of prosperity for the region; other important sources of future economic development could be gold, oil or tourism.

fact sheet 26 : tourism, a sector in full development



With a record 10 launches in 2012, business tourism almost exclusively linked to the activities of the French Guiana Space Centre remains dominant.

In parallel, the French Guiana tourist sector is developing; notably thanks to eco-tourist sites; one visitor in three visits French Guiana for its biodiversity, rivers and forest. The development of eco-tourism is thus a major economic growth factor in the region. **The number of visitors has increased from 96,800 in 2009 to 105,000 in 2011 and stabilised to around 100,000 a year later. Tourism has grown from 22,000 to 28,000 passengers, despite the economic downturn.**

This tourism is both responsible and also contributes to the protection of the natural environment and the well-being of the population. A platform for reflection, put in place by the French Guiana region saw the creation of a series of measures designed to adapt tourism to the Amazon environment. At the same time there is already a collection of tools in place for the creation of businesses.

USEFUL INFORMATIONS :

REASONS TO TRAVEL TO FRENCH GUIANA

- 40% TRAVEL FOR BUSINESS
 - 31% FOR NATURE (RIVERS, FORESTS)
 - 4% FOR THE SUNSHINE
 - 25% TO VISIT THE FRENCH GUIANA SPACE CENTRE
- THE AVERAGE AGE GROUP OF VISITORS REMAINS 25-49 YEARS OF AGE (58%)



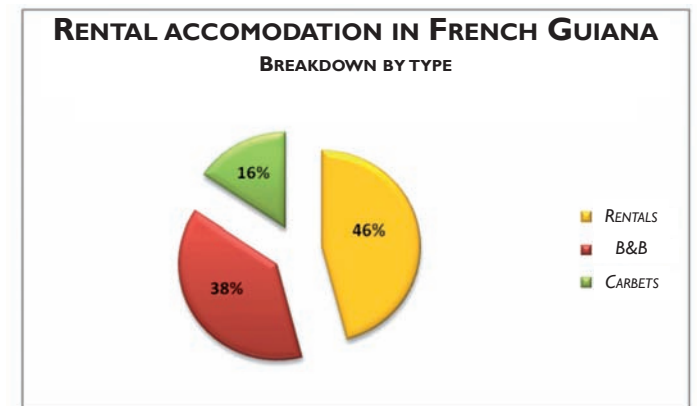
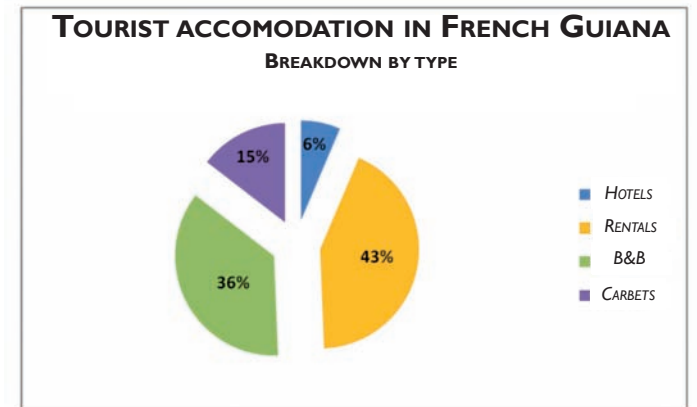
PROFESSIONS

- 35% ARE EDUCATED PROFESSIONALS
- 17% ARE IN MEDIUM OR TECHNICAL POSITIONS
- 9% ARE RETIRED

ORIGINS

- 65% ARE FROM MAINLAND FRANCE (OF WHICH 23.6% FROM THE ILE DE FRANCE)
- 26% ARE FROM THE ANTILLES (MOSTLY FRENCH)
- 3% ARE FROM THE REST OF EUROPE
- 6% FROM OTHER COUNTRIES

fact sheet 27: accommodation



Hotels and hotel accommodation- by resort

The hotel industry in French Guiana, like the rest of the country is in the throes of rapid development. Four hotels have received 4 stars in the new categorization; In Cayenne the Ker Alberte and the Novotel Cayenne, the Hotel des Roches and the Mercure Ariatel in Kourou. The opening in the third quarter of 2014 of the Best Western Royal Amazonia (134 rooms, 5 minutes from the centre of Cayenne) should add a fifth 4* hotel to the list. There are around 30 comfortable establishments along the coast between Cayenne and Saint-Laurent du Maroni with an approximate capacity of 1140 rooms.

Cayenne: Two 4* hotels: 117 rooms, two 2* hotels: 180 rooms, one non-classified hotel residence: 22 rooms, 2 non-classified hotels: 49 rooms. **Rémire-Montjoly:** one 3* hotel: 54 rooms, 1 non-classified hotel: 32 rooms. **Matoury:** two 2* hotels: 60 rooms. **Saint-Georges:** 2 non-classified hotels: 27 rooms. **Kourou:** two 4* hotels: 179 rooms, one 2* hotel: 20 studios, two non-classified hotels: 151 rooms, 1 non-classified hotel residence: 18 studios and rooms. **Sinnamary:** one 3* hotel: 121 rooms. **Iracoubo:** one non-classified hotel: 10 rooms. **Saint-Laurent du Maroni:** three non-classified hotel: 64 rooms, one non-classified hotel residence: 42 rooms. **Mana:** one 2* hotel: 18 rooms and 8 studios. **Maripasoula:** three non-classified hotels: 21 rooms. **Saül:** one non-classified hotel: 7 rooms.

ACCOMMODATION	NUMBER OF ESTABLISHMENTS	ROOMS	CAPACITY
HOTELS & HOTEL RESIDENCES			
4* HOTELS	4	293	661
3* HOTELS	4	348	775
2* HOTELS	4	110	288
SUB-TOTAL OF CATEGORIZED HOTELS	12	751	1724
NON-CLASSIFIED HOTELS (INCLUDING HOTEL RESIDENCES)	18	389	842
TOTAL HOTEL CAPACITY	30	1140	2566
CLÉVACANCES LODGINGS			
FURNISHED CLÉVACANCES	57	72	154
CLÉVACANCES BED & BREAKFAST	14	15	36
TOTAL CLÉVACANCES CAPACITY	71	87	190
GITES DE FRANCE LODGINGS			
GITES DE FRANCE RURAL GITES	23	9	121
GITES DE FRANCE BED & BREAKFAST	25	27	60
CARBETS	18	-	306
TOTAL LOCAL CAPACITY GITES DE FRANCE	66	36	487
NON-CLASSIFIED NON-BRANDED ACCOMMODATION			
FURNISHED	103	-	305
BED & BREAKFAST	126	-	256
CARBETS	50	-	830
TOTAL CAPACITY OF NON-CLASSIFIED ACCOMMODATION	279	-	1391
CATEGORIZED ACCOMMODATION			
FURNISHED ACCOMMODATION	26	28	62
TOTAL	26	28	62
GRAND TOTAL AVAILABLE ACCOMMODATION	472	1291	4696

Holiday Homes :

Clévacances, Gites de France

In terms of holiday homes, the established brands are present; Gîtes de France and Clévacances. They offer tourist lets and bed & breakfasts classed from 1 to 4 keys and rural gîtes with a total capacity of 120 rooms.

Amazonian Gites and Carbets (traditional constructions)

Amazonian Gites offer accommodation on full board basis and various activities for exploring the area (including supervision), whereas the carbets are in the style of French bed & breakfast establishments where guests share the life of their hosts, such as a traditional breakfast for example. These properties are usually located in the heart of the forest or along the river bank at the heart of the area.

Evolution of lodging parks (non-exhaustive list)

TYPE	2010	2011	2013
CLÉVACANCES BRAND	16 PROPERTIES 9 GUEST ROOMS AND 23 RENTALS	27 PROPERTIES 17 GUEST ROOMS 44 RENTALS	28 PROPERTIES 14 GUEST ROOMS 57 RENTALS
SUB-TOTAL	32 STRUCTURES	61 STRUCTURES +91 %	71 STRUCTURES +121 %
GÎTES DE FRANCE BRAND	29 PROPERTIES 23 GÎTES, 25 ROOMS 18 CARBETS	29 PROPERTIES 23 GÎTES, 25 ROOMS 18 CARBETS	29 PROPERTIES 23 GÎTES, 25 ROOMS 18 CARBETS
SUB-TOTAL	68 STRUCTURES	68 STRUCTURES	68 STRUCTURES
OTHER NON-CATEGORISED	277	277	279
SUB-TOTAL	277	277	279

fact sheet 30

calendar of events

JANUARY – FEBRUARY

- **Carnival**

The Montsinéry-Tonnegrande grand carnival parade

The Savannah land parade in Sinnamary

The Grand coastal parade in Kourou

The night parade in Cayenne

Type of event: cultural

Occurrence: Yearly

MARCH

- **The Awara d'Or**

Type of event: cultural

Occurrence: Yearly

- **Marathon de l'espace**

Type of event: sporting

Occurrence: Yearly

APRIL

- **Intercultural story festival**

"Kouté pou tandé" French-speakers of America

Type of event: cultural. Occurrence: yearly

- **Rambutan Festival Cacao**

Type of event: cultural. Occurrence: Yearly

- **Saint-Laurent-du-Maroni Festival of urban culture**

Type of event : cultural. Occurrence : yearly

- **Maroni Tréteaux Festival**

Type of event: cultural. Occurrence : yearly

- **Amazonian Biathlon**

Type of event : sporting

Occurrence: every two years

MAY

- **Nature festival "La Nature pres de chez vous"**

Type of event : cultural

Occurrence : yearly

- **Gastronomy Day "la journen koupé dwèt"**

Type of event: cultural

Occurrence: yearly

JUNE

- **Music Festival**

Type of event: cultural

Occurrence: yearly

- **Archaeology day**

Type of event: cultural

Occurrence: yearly

- **Maroni Craft Market**

Type of event: cultural

Occurrence: yearly

JULY

- **Food Festival**

Type of event: cultural

Occurrence: yearly

- **Degra Lannwit in Cayenne**

Type of event: cultural

Occurrence: yearly

AUGUST

- **Indigenous People's Day**

Type of event: cultural

Occurrence: yearly

- **French Guyana cycling tour**

Type of event: sporting

Occurrence: yearly

SEPTEMBRE

- **Marronage Biennale**

Type of event: cultural

Occurrence: Bi-annual

- **Heritage Days**

Type of event: cultural

Occurrence: yearly

- **Jacky Vaudé Fishing contest**

Type of event: sporting

Occurrence: yearly

- **Pilgrimage of deported priests**

from Counamama to Iracoubo

Type of event: cultural

Occurrence: yearly

- **St Michel Matoury pilgrimage**

Type of event: cultural

Occurrence: yearly

- **Cinamazonia Festival**

Type of event: cultural

Occurrence: every 2 years

- **Busi Kondé Sama or Botanical Garden Festival**

Type of event: cultural

Occurrence: bi-annual

OCTOBER

- **The Maîtres de la pagaie in Kourou**

Type of event : sporting

Occurrence : yearly

- **Pangi Uman Festi on the Maroni River**

Type of event: cultural

Occurrence: yearly

- **Kayenn Jazz Festival**

Type of event: cultural

Occurrence: every 2 years

- **The America Molo Man cinematographic festival**

Type of event: cultural

Occurrence: annual

NOVEMBER

- **Trans-Amazonian Festival**

Type of event: cultural

Occurrence: every 2 years

- **Manioc Day**

Type of event: cultural

Occurrence: annual

- **Ram'Dilô**

Type of event: sporting

Occurrence: annual

DECEMBER

- **Matoury la Féérique**

Type of event: cultural

Occurrence: yearly

- **New Year Hmong**

Type of event: cultural

Occurrence: yearly

- **Kali'na Games**

Type of event: cultural

Occurrence: yearly

This is not an exhaustive list and is subject to change during the year. The contact details of the organizers of the various events are available from the French Guyana Tourism Committee.

COMMUNAL FESTIVALS ARE THE OCCASION FOR DIFFERENT CULTURAL EVENTS FOR DIFFERENT COMMUNITIES. SOME DATES : MANA (14TH JULY), SAINT-LAURENT DU MARONI (10TH AUGUST), MONTJOLY (8TH SEPTEMBER), MATOURY (EVERY 2 YEARS, END OF SEPTEMBER), CAYENNE (15TH OCTOBER), KOUROU (25TH NOVEMBER)



Key Information

CRAFTS : Construction and transport are the main activities. Craftsmanship continues to develop with jewellery-making, wood-carving and objets d'art.

FLIGHT SERVICES PARIS- CAYENNE :
8 ½ HOURS

AIR FRANCE
7 direct flights per week.

AGRICULTURE : The main agricultural product is rice, amounting to 9481 tonnes.

AIR CARAÏBES
3 direct flights per week.

INDUSTRY : Despite such an immense forest it is surprising that the exploitation of wood remains minimal, less than 68 225 m³ per year. It is in fact gold that is the regions' major export;

AIR SERVICE TO THE CARIBBEAN

it is France's principal producer with a total of 1540 tonnes exported each year.

AIR FRANCE
Destinations :

Fort-de-france: 1 direct flight per day.

Point-à-Pitre: 1 direct flight per week, 6 flights per week via FDF.

Port-au-Prince : 3 flights per week.

Miami : 3 flights per week.

SPACE : The French Guiana Space Centre is the country's premier employer and alone represents 15 % of the GDP. At the beginning of September 2013, Arianespace announced in a press release that they had an order book of 34 satellites to launch into geostationary transfer and 3 dedicated launches for Ariane 5, 10 launches specific to Soyuz and 4 planned for Vega amounting to more than 3 years of work.

TOURISM : A sector in full development, with double the number of arrivals since 1998. Today tourism represents 9% of French Guiana's GDP.

HEALTH : Vaccination against Yellow Fever is obligatory. For those planning to visit the river area, an anti-malaria treatment is also recommended.

NOS COORDONNÉES

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E-MAIL : GUYANAPARIS@TOURISME-GUYANE.COM

CAYENNE

COMITÉ DU TOURISME DE LA GUYANE - 12, RUE LALLOUETTE 97300 CAYENNE

TÉL. : 05 94 29 65 00 – FAX : 05 94 29 65 01 - WWW.GUYANETOURISME-APP.FR/

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Guyane
Amazonie.fr

Naturellement généreuse

