

## CBS TV boost for Guyana tourism

Written by Nathalene De Freitas

Sunday, 11 July 2010 02:33 - Last Updated Sunday, 11 July 2010 03:11

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A TEAM from the popular 'One Caribbean Weather' and WSEE TV, including weather forecaster Joey Stevens and his puppet parrot, Bob, arrived here yesterday to produce shows on Guyana's tourism that will be aired on CBS and the 'One Caribbean Weather' channels.

They did an aerial shoot of Georgetown yesterday, and are to tour the city today as part of the one-week stay to produce two half-hour shows for a United States audience estimated at some 30 million.



### **GUYANA FORECAST: Joey Stevens and his puppet parrot Bob with THAG President Paul Ste**

Visits to Kaieteur Falls, the Iwokrama Rainforest Centre, the Essequibo Islands and other parts of the country are on the schedule, officials said.

Mr. Stevens, WSEE's Chief Forecaster, on the website [onecaribbeanweather.com](http://onecaribbeanweather.com), describes Guyana as "The Lungs of the World," noting that it is doing great with a low-carbon development strategy, and that President Bharrat Jagdeo was recently conferred with the United Nations 2010 'Champion of the Earth' award.

Stevens told reporters at the Cheddi Jagan International Airport that featuring a country on his weather show helps to boost its tourism sector, and give positive recognition to what tourists can expect when visiting.

What was important, he said, was that the rest of the world will be seeing what Guyana is all about and the One Caribbean Weather programme will put Guyana at the forefront so that others can experience its rich flavour and culture.

"We will be showing the world what is here in Guyana to entice them to visit and experience Guyana for themselves. I have been told that many people visit Guyana to see all the natural things here, like the waterfalls and rainforest. Guyana is different from the rest of the Caribbean with its natural beauty," he noted.

Stevens, who has been honoured with numerous awards and citations, said one of the best compliments is that people love to see which country is being featured on the show.

He said it is amazing to highlight the rich culture of the people, the many exotic sites, and at

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the same time offering accurate weather information.

Director of the Guyana Tourism Authority (GTA), Mr. Indranauth Haralsingh, said inviting the team to Guyana will help build the country's destination and awareness images.

He said this simple investment will be huge for Guyana, since it will allow about 30 million people to view various attractions as well as Guyana's unique culture.

"The more people get familiarized about us, the more it will help to create a demand for the country's tourism industry," Haralsingh said.

He said this was one of several other initiatives to help boost the tourism and travel industry here.

Also in the visiting team is Mr. Brian Lilly, owner of One Caribbean Weather and WSEE TV.

They were invited to visit Guyana by Mr. Brian Yong, owner of the local Movie Star cable channel, in partnership with the Ministry of Tourism, the GTA and the Tourism and Hospitality Association of Guyana (THAG).



### **GUYANA WELCOME: □ Brian Lilly, owner of One Caribbean Weather and WSEE TV, second from**

THAG President, Mr. Paul Stephenson, was among the people in the welcome party at the airport yesterday when the visitors were greeted with the usual Guyanese hospitality and offered a taste of a fine rum cocktail from Demerara Distillers Limited (DDL).

Stevens said visiting Guyana is a new experience for him and he will be taking advantage of the many interesting sites it has to offer, including the many waterfalls and rainforest which he heard all about before his visit.

He said it was a huge step for him when his boss informed him about the plans to have a 24-hour weather channel focusing on the Caribbean. He said the idea was welcomed since nothing much was being done to highlight and promote the Caribbean.

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“We saw the great need to have weather forecasts in the Caribbean, and we try as much as we can to get the information to the people. A lot of people travel to the Caribbean and need information on the weather, so that’s where we play the role,” said Stevens.

Lilly said the team travels to many Caribbean destinations, and he was excited to be invited here. He said that as the owner of WSEE TV, he is proud of the work being done around the Caribbean, and looks forward to all that Guyana has to offer.

WSEE ([wsee.tv](http://wsee.tv)) and WICU ([wicu12.com](http://wicu12.com)) are owned by Lilly Broadcasting of Erie, PA.

The company operates a number of enterprises worldwide, including a suite of wine festivals in the Great Lakes region, and 24-hour weather broadcasting in the Caribbean.