

# Promotion

Not only do we produce our own brochures, videos and blogs, we assist journalists, travel writers and guidebook authors. Familiarisation trips for the media and tour agents are part of our work.



The Gorilla Highlands Pocket Guide is a paper booklet printed in 10,000 copies. It is free, attractive and packed with travel advice (including informative ads that finance the project) that encourages the reader to explore.

Initially focused on southwestern Uganda, the booklet has gradually covered more and more territory. Rwanda was added in 2016 while the eastern part of the Democratic Republic of Congo will first feature in 2019.