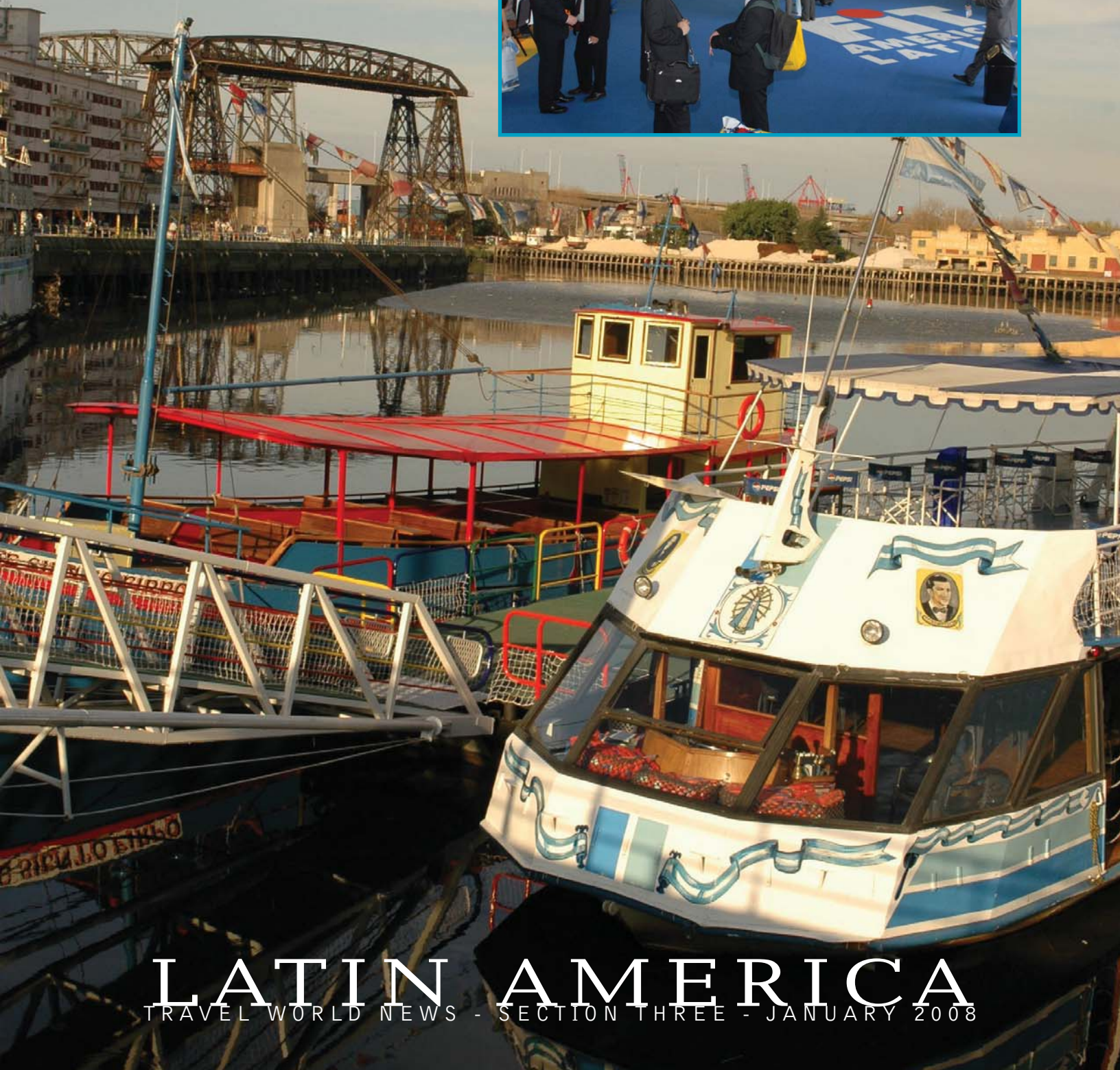
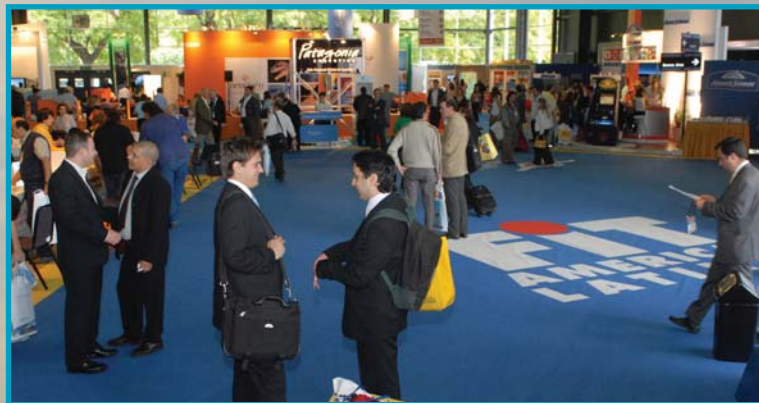


# FIT AMERICA LATINA XII: *Argentina's Window On Itself And The World*





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# FIT America Latina XII: Argentina's Window On Itself And The World

It's a big country down there at the lower reaches of the habitable world, and a big and glorious city is the heart and brains of it

MARK ZUSSMAN

There's a party going on in the Southern Hemisphere. It's a party of the open-house variety — everybody welcome. The Europeans — Brits, French, Italians, Spaniards, Germans and all the others — have already turned up in sizable numbers. There are scads of Brazilians, of Chileans, of Mexicans, of Peruvians. The Americans are not absent exactly. Their presence is simply less than proportional to their still considerable buying power in this world of ours. So why the shabby showing on the part of our U.S. friends, neighbors and clients? Lots of reasons, but one of them, it has to be said, is that the hosts, suspicious that North Americans would turn a deaf ear anyway, haven't invested much in promoting their

party up in the U.S. The party has been going on kind of under the reach of U.S. radar.

The name of the party in question is Buenos Aires, sometimes thought by North Americans, according to a somewhat tired travel-industry gibe, to be the capital of Brazil. It is not. Buenos Aires is the Platine capital (Platine for its location on the banks of the Rio de la Plata, the River Plate) of the Federal Republic of Argentina. Buenos Aires is by many a measure the tenth largest urban agglomeration in the world. It is, after Mexico, New York and São Paulo, the fourth largest urban agglomeration in the Americas.

How Buenos Aires turned into such a great non-stop party can be told in a short paragraph. Argentina, back at the beginning of the 20th century, was as rich as Canada and, with a population of sturdy European stock, an educational system as good as any other in the world, and grasslands that went on farther than the eye could see (a lot farther), the country was to all appearances poised to become one of the world's economic powerhouses. Then came years of demagoguery, populism, weirdoid economic policies, military adventurism, and other assorted ills. In the last decades Argentina has more than once been down on the mat for a count approaching ten. The net outcome of this dizzying course for the capital city of Buenos Aires: a public that continues to be civilized, well-educated, well-read, and probably more psychoanalyzed per capita than even New Yorkers, an urbanism famously reminiscent of Paris, still vigorous traditions of theater, publishing, fine art, dance, music, cuisine, movie-going



FIT America Laltina 2007: exhibitor count was 1800.

and movie-making and, for sports fans, fútbol (i.e., soccer) and polo and equestrianism and rugby all in combination with prices that, once Argentina abandoned peso-dollar parity, have been down around ankle level.

## The Occasion

My wife and I just spent a week in Buenos Aires. The occasion was the annual Feira Internacional de Turismo Latin America, the FIT, at the La Rural Fairgrounds. More about the FIT presently. But, since we hadn't been down that way in a decade, the changes were all the more startling to us than if we had been looking in at briefer intervals.

First of all, there can't be many a city in the world as stubbornly attached to its own past as Buenos Aires is and — a boon therefore to U.S. travelers in search of something slower paced than the U.S. and no longer finding that slower paced something in Europe — there are things in Buenos Aires that, blessedly, do not change and indeed show no sign of changing. The Cafe La Biela, opposite the Recoleta Cemetery, with its vintage auto-racing decor, including wrench-shaped cut-outs in the wooden seat backs, remains the magnet that it always was to well-dressed locals of the gentlemen-and-ladies-who-lunch variety and it also remains frozen in some mid-20th century (or earlier) past.

Dozens of others of the city's countless marvelous cafes — the Bar Plaza Dorrego at a corner of the Plaza Dorrego, to name just one — also remain both user-friendly and at the

CONTINUED ON PAGE 4

## FITAMERICA LATINA XII FROM PAGE 3

same time so frozen in a before-we-were-born past of finely crafted wooden cabinetry as to make the Biela look positively futuristic.

Corrientes Street, the Buenos Aires Broadway, also remains substantially unchanged. The great theater spaces of yesterday are still standing — in one of them, we saw a lively and naughty Spanish-language revival of the Broadway musical “Cabaret.” The seedily fabulous and temple-like Inmortales cafe, pizzeria and restaurant is still where it is supposed to be. Ditto the other Inmortales restaurants around town. Ditto the Palacio de la Papa Frita restaurants. The venerable bookstores and CD stores seem all to be present and accounted for. The great pedestrians-only shopping street, Florida, also remains substantially unchanged. Photos of the great Argentine iconic faces, the equivalent of our own Humphrey Bogarts and Marilyn Monroes, still hang everywhere on walls, in windows, in places where least expected: Gardel, the beatified tango singer, dead since 1935 (yet, as they say in Argentina, *Cada dia canta mejor/He sings better every day*); Borges, the blind poet and cabalistic short-story writer, dead since 1986; Evita, to some a saint, to others the Pandora of all the ills of the world, dead since 1952.

### Dinner, Dogs, Tango

The non-tangible city — the city of habits and customs — also seems in many important respects unchanged. People are still sitting down to dinner at 11 in the evening and at midnight. No city in the world, not even Madrid, dines later, and at two in the morning they’re still pushing their baby carriages and licking their ice cream cones on Junín and Vicente López Streets and elsewhere. During daylight hours, the professional dogwalkers are still out there with their huge packs of pedigreed yorkies and English bulldogs and retrievers. Snatches of ancient tango continue to seep — or, in certain instances, blare — out of bars and out of stores, from taxi cab radios, from tinny transistors on the desks of doormen.

But the point was to be changes, not continuities: Last time we were in Buenos Aires Palermo was merely a neighborhood name on a map. Now Palermo has fragmented into a Palermo Chico, a Palermo Soho, a Palermo Hollywood, and a Palermo Queens, and there are other traditional and nonce names out there as well and yet more in the making. Palermo Chico has, since 2001, been home to the stunningly designed MALBA, the Buenos Aires Museum of Latin American Art and specifically, though it’s not part of the moniker, of recent Latin American Art. This is more than just a museum. It’s a hang-out for the plugged-in and the arty.

Palermo Soho is by reference to Soho in New York. This is where the artists and designers began to set up, a decade or more back, to work and live in quarters both spacious and cheap and also to sell their wares. Chic restaurants followed, then the brand-name stores — Nike in the lead. Palermo Queens is by reference to the New York borough to which the artists fled when they got priced out of New York Soho. Not



FIT America Latina 2007: a visitor count creeping up on 100,000.

much tango in these parts. Here it’s jazz, odd classical, cutting-edge varieties of rock, world music, other sounds.

### The City Transformed

Last time we were in Buenos Aires, the Abasto, the city’s great central market, had been reduced to an empty shell. Now it has been resurrected as a shopping center, and the neighborhood around it, the cradle of tango and the tango heartland, seems to be toying with the idea of going as terminally chic as much of Palermo is already.

Puerto Madero, meanwhile, not so long ago a rather sordid jumble of ancient riverside warehouses, has been turned into a city within a city of spacious, stylish restaurants, office and apartment towers and hotels. More of same is on its way.

Do not go — or send clients — to Buenos Aires in expectation of finding a Louvre, a Prado, or a Hermitage. Doesn’t exist. But, for people willing to enter into the parallel universe that Argentina is, there are two new small museums, shrines really as much as they are museums, that provide valuable insights into the Argentine soul. One is the Museo Evita, the Eva Perón Museum, open since 2002. The other is the Carlos Gardel Museum, in a house in which the most storied of tango singers lived with his mother, open since 2003.

More about the Buenos Aires hotel situation and in particular the hotel newcomers next month. For the moment, let’s just say that, in November, when we were there, there wasn’t a room to be had in five-star properties, in four-stars properties, or even in budget properties. The FIT itself was one factor in the squeeze. The FIT is a big event. It draws people from all over the world. The Argentine Open Polo Championships, the 114th in the series and arguably the most important polo event in the world, were in full swing simultaneously. The neighbor republic of Brazil, on a pair of back-to-back holidays, was out in force. What’s more, November through the first quarter of the new year is the period in which Europeans turn up for a couple of days of civilized urban pleasures before they head on to the soul-stirring desolation of Patagonia. Patagonia has come to attract Europeans like crazy, and the South American summer months, winter

months in the Northern Hemisphere, are the only part of the year in which the more savage parts of Patagonia (as distinct from the Patagonian ski resorts) are easily accessible.

I am not certain just how close my wife and I came to sleeping in a culvert or under a bridge, but I am indebted to Abraham Jaime Peczenik, the Argentine-born founder and president of the Rio de Janeiro-based ToursBrasil, who still after all these years maintains an apartment on a quiet street in Recoleta. Generously, he lent it to us. Hard to know how to say thank you other than to suggest that, if you are a travel agent reader or a U.S. tour operator reader and you regularly send clients to South America, you would do well to think of ToursBrasil when you think of South America. The company has been around for many a decade. They know the ropes in Brazil and they know the ropes in the neighbor lands.

**ToursBrasil, [www.toursbrasil.com.br](http://www.toursbrasil.com.br),  
secretaria.manuela@toursbrasil.com.br**

### The Pavilions

The FIT this year claims to have drawn 30,000 travel industry professionals and 47,986 members of the general public. Entering from the Plaza Italia, you found yourself first in a pavilion devoted to Uruguay and Brazil exclusively. For readers unfamiliar with traffic patterns in this part of the world, Uruguay and in particular the resort town of Punta del Este, just a hop across the River Plate, serve well-off Argentines more or less in the way that Hilton Head serves well-off North Americans. Brazil, with which Argentina also shares a long border, is the more exotic vacation spot. Everyone who was not either Uruguayan or Brazilian or Argentine, and that means entities running the gamut from the Egyptian Tourist Authority to Indian Tourism to Air Namibia to the French Relais & Châteaux, ganged in a so-called International Pavilion.

Greater Buenos Aires is famously the great big population-swollen head on top of a sparsely populated body, something like 12.5 million or so in the former to 28 million in all the rest of the latter, yet in the Argentine pavilion itself the presence of the capital was relatively limited. The locals were there, after all, primarily as buyers, not sellers. Representatives of tourism promotion authorities in outlying provinces, of a big hotel here, a small hotel there, a ski resort somewhere else, a dude ranch or a winery in yet another location were not literally countless but seemingly so. The slogan for the Province of Buenos Aires was Viva la Inmensidad, Live the Vastness, and that seemed like a slogan that could have worked just as handily for either the country as a whole or the FIT miniaturization of it. While Greater Buenos Aires ranks as the world's number 10 population center, Argentina ranks number 8 among territorial expanses.

For someone who long ago gave up his heart and soul to the South American vastness and who is still capable of going to sleep at night with dreams of buying a beaten-up old automobile and driving the 3125 paved and unpaved miles of

Argentine's legendary (or is it notorious?) Route 40 from the Bolivian border to the Straits of Magellan (I speak of myself), the profusion of Argentine exhibitors made for one great feast. Travel agents and tour operators with special interest clientele — cattle raisers, soy croppers, bird watchers, wine fanciers — also might make something of a feast of the FIT. Truth is, though, that the general U.S. public knows Argentina so little that the retail travel agent is in most instances going to do best by keeping things simple. The most standard of the standard tours, the one that is a component of the South American grand tour, takes passengers just to Iguazú Falls and Buenos Aires. Nothing wrong with that. It's a good start. A more elaborate version of the grand tour also makes a pass through the fabled ski resort town of Bariloche and then over the Andean passes to Chile. That's even better.

For travelers who want to know Argentina in greater depth, start with the standard components and then add on bonus components: the great Perito Moreno Glacier, Ushuaia and the Beagle Channel, dude ranches, wine country, the primitive landscapes of the Northwest. Argentina's thousands of glorious, far-from-the-beaten-path nooks and crannies will, unhappily, probably have to wait to be discovered and experienced by another generation of North American vacationers. For the time being, those great nooks and crannies will simply have to be left to the Argentines themselves, to the passionate fools and to the backpackers.

**FIT America Latina, [www.fit.org.ar](http://www.fit.org.ar)**

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## GOL THE AIRLINE : A BRAZILIAN (AND SOUTH AMERICAN) PHENOMENON

Mark Zussman

Because we were departing not from the U.S. but from Brazil, our carrier to this year's FIT (see article, page 3) was the Brazilian airline GOL. GOL, which styles itself the "smart" airline, is a phenomenon both in Brazil and throughout South America. Following the pattern of low-cost air carriers in the U.S. and in Western Europe, GOL emphasizes fast turnaround of aircraft on the ground (passengers are encouraged to help bus the aircraft), ticket sales via the Internet, a choice of meals ranging from the banana-flavored granola bar to the nut-flavored granola bar, and fares lower than any of its competitors. GOL, which has been in the skies only since 2001, already operates 77 aircraft; more are on order. GOL reaches all major cities in Brazil, and from Brazil it has extended its tentacles to Buenos Aires, Córdoba, and Rosario in Argentina; to Montevideo, Uruguay; Santiago, Chile; Asunción, Paraguay; Lima, Peru; Santa Cruz, Bolivia; and Panama City, Panama.

GOL's current big task is to complete the process of digesting Varig Airlines, the most traditional of Brazilian air carriers, which it recently acquired from something bordering on receivership. Varig had recently ceased operating in the U.S. Varig had in fact ceased operating to any of its world destinations. But Varig colors have now returned to London, Paris, Rome, Frankfurt, Mexico City and, in its native South America, to Buenos Aires, Santiago, Bogotá and Caracas. Look for it to return to familiar U.S. destinations, under GOL ownership but with the venerable Varig name painted on the fuselage, in the first semester of 2008.

Readers of this magazine should also be aware that, even if GOL itself, under the GOL name, has no plans to provide service from or to the U.S., GOL has been traded on the NYSE since June of 2004. The NYSE listing put four members of the Constantino family on the Forbes list of the world's billionaires. Thousand of other investors have prospered.

GOL, [www.voegol.com](http://www.voegol.com)

## 10-DAYS MACHU PICCHU AND GALAPAGOS FROM MARNELLA TOURS



Marnella Tours is offering a 10-day adventure to Machu Picchu and the Galapagos Islands. Known as the 'Archeological Capital of the Americas,' travelers will begin their adventure in one of the oldest continuously inhabited cities in the western hemisphere, Cuzco.

Declared a UNESCO World Heritage Site in 1983, the program will visit not only its major landmarks, the Cathedral, Santo Domingo Church and the Plaza de Armas, but also the nearby ruins of Kenko, Puca-pucara, Tambomachay and the Sacsayhuaman Fortress. The highlight of any journey to Peru is a three hour Vistadome train ride through the Sacred Valley of Urubamba to Aguas Calientes and the "Lost City of the Incas" Machu Picchu, a UNESCO World Cultural and Natural Heritage since 1983.

The second leg of this adventure begins in Orellana's way, with a drive around the colonial center of Quito. Visit the Church of La Compañía with its gilded altars, considered the finest example of baroque art in America. From there, visit the Middle of the World Monument and Museum, a unique place where you can literally take a picture jumping from one hemisphere to another.

Conclude this 10-day adventure on board the *M/C Anahi*, the spacious, luxurious and fast catamaran built for Galapagos travel. The *Anahi* visits the most remote and less visited excursion sites in the Galapagos Islands; guests will practically have the Islands to themselves during the cruise.

Price is \$2,950 per person (land only). Discount airfare is available from most U.S. gateways. Program includes three nights accommodation in Cuzco; one night accommodation in Machu Picchu; city tour and Ruins of Cuzco; Machu Picchu Tour with the Vistadome Train; three nights accommodation in Quito; Quito city tour and Middle of the World; three nights aboard the *M/C Anahi* Catamaran; domestic airfare to/from the Galapagos Islands; National Park tax; breakfast, some lunches, and meals aboard the cruise; bi-lingual local guides; hotel taxes and service fees; and 24-hour local assistance.

Marnella Tours, 866-993-0033, [info@marnellatours.com](mailto:info@marnellatours.com), [www.marnellatours.com](http://www.marnellatours.com)

## VACATION, HOLIDAY AND TANGO COME TOGETHER THROUGH ARGENTINA TANGO

Argentina Tango offers hassle free, value sensitive, tailor made holiday and vacation packages to Buenos Aires, Argentina. Argentina Tango helps with every step, from planning a dream Argentina tour, to learning the Argentine Tango, to making sure everything goes as planned while there. There are set packages to choose from, ranging from three days to a month or longer. Argentina Tango also has specialized packages for individuals, groups, women, and for gay and lesbians. After the booking is made online, Argentina Tango will take care of all the details. They offer an enchanting getaway for newly engaged couples who want to learn tango as their first dance on their wedding day.

Argentina Tango offer specialized tours to groups who travel together. Stay in the best hotels in Buenos Aires and Argentina and learn to tango or salsa. Or for golfers, Argentina has some of the best courses in South America.

Argentina Tango takes group bookings throughout the year and individual bookings from September through March of every year. They welcome travel agents and tour leaders.

Argentina Tango, [info@argentinatango.com](mailto:info@argentinatango.com), [www.argentinatango.com](http://www.argentinatango.com)

## ECUADOR AND PERU TEAM UP FOR BACK-TO-BACK TRAVEL MARTS; FITPERÚ MAKES A DEBUT

Mark Zussman

For U.S. tour operators and travel agents eager to huddle with suppliers and incoming operators from the Peru-Ecuador region and wanting to do so on Andean soil, not in Madrid, not at home in the U.S., and not on the turf of any other third party, the best option these last years has been the annual Peru Travel Mart in the month of April. But now there's a new incentive for U.S. travel industry personnel to head south in the U.S. springtime. Ecuador and Peru have teamed up to offer a pair of back-to-back events that will make doing business in the Andes distinctly more efficient.

The Ecuador Travel Mart, not exactly a first time event but also not one that can be counted on to take place with annual heart-beat regularity, will start off with familiarization visits to Quito and Guayaquil from April 19-21. The fam visits will be followed by a business round in the city of Cuenca on April 22. (Cuenca, for those for whom the name is unfamiliar, is a mountain town, the third largest population center in the country, of such remarkable colonial architecture and quaint cobblestone streets as to have earned it UNESCO World Heritage status.) Ecuador is a relatively small country by South American standards, but it is diverse. Its four official regions: the coast, the high Andes, the Amazon basin, and the Galapagos Islands famous for their unusual fauna.

The Peru Travel Mart will immediately follow the ETM with an opening ceremony in Lima on April 23, a business round in Lima on April 24 and a study trip to Cusco and Machu Picchu and the Sacred Valley from April 25-27. In recent years, the PTM has studiously avoided the Cusco region. Two reasons: (1) The Peruvian tourism promotion folks have wanted their visitors to get to know Peru's littler known destinations. (2) Cusco doesn't really have a low season; rooms aren't all that readily available. For anyone who has been waiting for the PTM to cycle back around to the inevitable Cusco setting, this, therefore, is the opportunity.

Another Andean event of considerable potential interest is the genuinely all-new FITPERÚ 2008. Make that the Feria Internacional de Turismo en Perú to take place in Chiclayo, the capital of the Lambayeque Region, up in the Peruvian north, from February 14 to February 17. The FITPERÚ organizers argue that their event will fill a need for a seriously internationalized Peruvian tourism meet, outgoing as well as incoming, of the kind that occurs in numerous other places around the world. But can it work up in Lambayeque, where demand is not all that great — and where, in addition, all roads and all international airline trunk routes do not exactly converge in the way that they do in, say, Orlando or Las Vegas or even Lima?

There are to appearances some serious obstacles to be overcome, but for U.S. travel industry executives there is one incontestable reward, and that's the opportunity to combine business with the pleasure of getting a first hand look at the important archeological sites of Sipán, Túcume and Sicán, the Brüning Museum and the Museum of the Royal Tombs of Sipán. The second of these, inaugurated in 2002, houses the contents of a pre-Colombian tomb that National Geographic has called the richest, bar none, ever uncovered in the New World. The discovery itself, by the way, dates from no earlier than a decade ago.

Ecuador Travel Mart,  
[www.etm2008.bite.com.ec](http://www.etm2008.bite.com.ec);  
 Peru Travel Mart,  
[www.perutravelmart.com.pe](http://www.perutravelmart.com.pe);  
 FITPERÚ 2008, [www.fitperu.org](http://www.fitperu.org)

## LARC TO REPRESENT ECUADOR'S SAMARI RESORT & SPA

Patrick Oswald, a 35-year veteran hotelier and Swiss General Manager of Samari Resort & Spa, located in Banos, Ecuador, has announced the appointment of LARC (Latin America Reservation Center, Inc.) as its official sales, reservations and marketing office in North America.

Samari, a two minute walk from Central Banos, is a colonial style resort. The reception and main restaurant area was formerly a monastery. During the reconstruction of

what is now the main reception area, workers discovered a hollow wall. After knocking down the wall, steps were discovered leading to an extensive wine cellar. In this spacious area, a "taverna" was created for entertainment and Swiss fondue on the chilly Andean evenings.

Amenities of the resort include: an exclusive Oriental spa with pool, sauna, Turkish bath, aromatherapy, facials, and various baths and treatments with medicinal plants and minerals of the region; a boutique; a reception restaurant; a taverna; a garden bar; an organic garden; meeting rooms; an art gallery; a sushi bar; a sports area; and a walking trail. Packages prices start at \$490 for three-days/two-nights and \$550 for four-days/three-nights (Superior double per person).

Accommodations are available for families. Package prices include transportation Quito-Banos-Quito; welcome cocktail; buffet breakfast, lunch and dinner daily; and unlimited access to the Oriental spa.

LARC, 800-327-3573, [travel@larc1.com](mailto:travel@larc1.com), [latinamerica@verizon.net](mailto:latinamerica@verizon.net)

Region	Spanish Contact	English Contact
Cusco	Tel: 052 052 0000 - Fax: 052 052 0000	Tel: 052 052 0000 - Fax: 052 052 0000
Quito	Tel: 052 022 0000 - Fax: 052 022 0000	Tel: 052 022 0000 - Fax: 052 022 0000
Banos	Tel: 052 034 0000 - Fax: 052 034 0000	Tel: 052 034 0000 - Fax: 052 034 0000

## PROGRAMS TO THE PANTANAL FROM PANTANAL EXPLORER ECO TOURS

Mato Grosso is the only state in Brazil that holds within its borders three Ecosystems almost equidistant from its capital, Cuiabá, and its respective airport.

Pantanal Explorer Eco Tours Operation is offering a program to The Amazon - Chapada dos Guimarães (Savanna) through March 30, 2008 (program code LS 7.1). It provides visitors with the opportunity of visiting the Pantanal, the Savanna Tablelands, and the Amazon Rain Forest.

The eight-day/seven-night package includes two overnights at Jd. Amazônia, two overnights at Park Eco Lodge and three overnights at Araras Eco Lodge; activities and meals; bilingual guide (English/Portuguese); and transfers in air-conditioned vehicles. The tour begins on Sundays from Cuiaba airport and rates per person are approximately \$1,505 (single), \$1,325 (double), and \$663 (per person sharing).

The Araras Eco Lodge (Pantanal) – Park Eco Lodge (Chapada dos Guimarães) program is six-days/five-nights and includes overnights at Park Eco Lodge, three overnights at Araras Eco Lodge, a bilingual guide (English/Portuguese), and transfers in an air-conditioned vehicle. Regular departures are Tuesdays and prices are approximately \$1,011 (single), \$879 (double), and \$440 (ad-

ditional person sharing). Program code is LS 5.1.

The Pantanal – Araras Eco Lodge Program (program code AL 3.1) takes visitors to the Araras Eco Lodge. Built in harmony with the environment, without renouncing comfort, the lodge is reachable all year-round by car via the Transpantaneira Park Road. From here enjoy bird-watching, trekking, canoeing, horseback riding, photo-safaris, night tours and more.

Regular departures are Thursdays and the package is four-days/three-nights including three overnights at Araras Eco Lodge, a bilingual guide (English/Portuguese), and transfers. Prices are approximately \$643 (single), \$585 (double), and approximately \$293 (additional person sharing).

A five-day/four-night package is also available (program code AL 4.1) with regular departures on Sunday. Prices are approximately \$818 (single), \$743 (double) and \$371 (additional person sharing).

All programs need a minimum of two people to depart, and packages taking place on different days than the scheduled departure should add 25 percent to the price. Activities may vary due to weather, season or visitors interests.

**Pantanal Explorer Eco Tours Operation,**  
[reservas@araraslodge.com.br](mailto:reservas@araraslodge.com.br), [info@pantanalexplorer.com.br](mailto:info@pantanalexplorer.com.br),  
[www.pantanalexplorer.com.br](http://www.pantanalexplorer.com.br)

### BON VOYAGE DON EDUARDO!

Dear *Travel World News* Readers,

We are sad to inform you that our Founder and Chairman of the Board, Eduardo R. Arrarte, died on Wednesday, December 5th at age 83, in the company of his wife Toti and their children.

Don Eduardo's life has been and will continue to be an inspiration for us all. His leadership and commitment to developing tourism in Peru and to fostering good business practices throughout the International Travel Industry, earned him worldwide recognition as a pioneering visionary.

Don Eduardo was elected President of every local, regional and global travel trade association in which he participated as active member: Apotur, Canatur and Asta Chapter (all in Peru); Sato (in South America); Cotal (in Latin America); Uftaa (globally). He also was the founder of a number of these organizations.

His determination and perseverance during his almost 60 years of professional life to, "put Peru on the international travel map", earned him honorary positions as founder, director and advisor of various Peruvian government tourism institutions with several different administrations. A desire and genuine interest to actively guard and nurture Peru's cultural heritage and national identity, prompted Don Eduardo to support many conservation efforts to protect and promote treasures including Machu Picchu, the Nasca Lines, the Tombs of the Lords of Sipan, the Historical Center of Lima (for which he founded a Trust and obtained UNESCO World Heritage Site designation) and the Sacred City of Caral.

His impeccable professionalism and human touch at the helm of Lima Tours, his, "sixth child" as he used to call the organization he founded in 1956, made him a successful entrepreneur and beloved leader, obtaining numerous prizes and accolades for his company and himself. Most recently Lima Tours was selected by the Great Place to Work Institute as one of Peru's 25 Best Companies to Work, and Don Eduardo himself was named Patriarch of the Travel Industry of Peru by the Peruvian government.

Many of you knew Don Eduardo well and were his friends, so you know that he was a person of integrity and a dedicated family man; a fine example for us all. His outstanding legacy as a person and as a professional will live on within the Lima Tours family and we shall continue to celebrate his passion for Peru and love of travel. *Bon Voyage Don Eduardo!*

*The Lima Tours Family*



EDUARDO R. ARRARTE

## NEW PRIVATE TOUR OF GREATER LIMA FROM LIMA TOURS

Lima Tours offers travelers unique tours to exclusive places and they have now announced that their 'Private Tour of Greater Lima' will have a new circuit. The new Private Tour of Greater Lima will operate daily starting January 2008. On the tour, get acquainted with Peru's Capital City and its 2,000 years of history and Colonial heritage. Experience the artistic traditions and contemporary lives of its residents. Tour Lima's Historical Center, a UNESCO World Heritage Site. Visit Casa Luna, a Lima Tours' Exclusive, where the owners will welcome guests into their home and show their unique collection of Nativity scenes. Learn about fine Peruvian craftsmanship in the workshop of one of the city's top goldsmiths.

Lima Tours are a tourist services organization that has an excellent network of local and international associates and specialists. Their head office is located in Lima. Conscious of the magic Peru, its living cultures and long history, its biodiversity and the opportunities for unforgettable experiences awaiting the traveler, Lima Tours works to promote and sell Peru from the viewpoint of responsible tourism. Their team travels constantly around Peru seeking the best suppliers and to remain informed of the infinite number of attractions the country offers. They have operations personnel in each of their offices throughout Peru, with assistance available 24 hours a day, year round.

Lima Tours, [inbound@limatours.com.pe](mailto:inbound@limatours.com.pe), [www.limatours.com.pe](http://www.limatours.com.pe)

## MITM AMERICAS HELD IN SALVADOR DE BAHIA, BRAZIL

MITM Americas in Salvador de Bahia is in its eighth edition. It was the first and, up to now, the only business travel trade fair in Latin America. Since 1999, MITM was the first travel trade show directed to the business travel market niche in Latin America. In this context, business travel is understood as congress, conferences and corporate incentive group travel tourism.

MITM Americas invites corporate buyers and meeting planners mostly from Europe who are interested in business travel.

At MITM's Salvador edition there were 79 buyers registered from 21 countries. From the Americas were Argentina, Brazil, Canada, Mexico and the U.S. From Europe, 15 countries were represented including Austria, Belgium, France, Germany, Hungary, Italy, Netherlands, Poland, Rumania, Russia, Slovakia, Sweden, Switzerland, UK and Ukraine. There were also buyers from Japan.

GSAR Marketing, the organizing company of MITM events, will hold MITM Euromed (a 13 year-old European event, now permanent in Cologne, Germany) starting in June 2008. It will now be open to worldwide exhibitors; previously it was only for European and Mediterranean tourism companies.

MITM Euromed will be followed by a new exhibition directed to the cultural travel niche market, CULTOUR, Global Cultural Travel Fair, a four-day exhibition.

MITM, [mitm.events@gsamark.com](mailto:mitm.events@gsamark.com);

GSAR Marketing, [www.mitmevents.com](http://www.mitmevents.com)

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## KENRICK THEUS NAMED GENERAL MANAGER OF MACHACA HILL LODGE

Machaca Hill Lodge at Laughing Falcon Reserve has announced the recent appointment of Kenrick Theus as General Manager.

Theus is now overseeing all areas of operation, marketing and management for the innovative lodge that caters to singles, groups and families seeking adventure along Belize's exotisouthern coast.

Prior to joining Machaca Hill, Theus was a Manager at San Ignacio Resort Hotel. During this time,

Theus also served as a freelance consultant in best management practices for hotels and tour operators in Belize and as a food and beverage lecturer at the University of Belize. Before that, he held the position of General Manager at The Placencia Hotel in Belize, responsible for the day-to-day operations of all departments at the hotel.

"We are pleased that Kenrick has accepted the position as General Manager of Machaca Hill Lodge. His extensive back-

ground and proven track record in the hospitality industry will serve Machaca Hill well," said Greg Eklund, Project Manager at Outpost International, Machaca Hill's parent company.

Theus began his studies at St. John's College in Belize City, Belize, and went on to enhance his hospitality education further by attending the University College of Belize. Since then, Theus has continued his studies, which include courses in food and beverage preparation and management at B.T.I.A., a banqueting management course at Ramada Royal Reef, Belize City and American Culinary Federation chef certification courses in staff supervision, sanitation and nutrition.

He then became a certified hospitality trainer in best practices management before heading to Italy to study the art of Italian cuisine and pastry making. Theus is currently serving as President on the Board of Directors for the Belize Hotel Association and was recently appointed to the Board of Directors for the Belize Tourism Industry Association, as well as the Caribbean Hotel Association.

Machaca Hill Lodge,  
www.machacahill.com

## PANAMA CANOPY CRANE TOUR WITH COX & KINGS USA

Cox & Kings USA announces a new Signature Event held in Panama City's Metropolitan Park, the only protected rainforest located within a city capital in Latin America.

Clients ascend in a gondola over the treetops in the Smithsonian Tropical Research Institute's 140 ft. modified tower construction crane, used to study the forest canopy in the Park since 1990.

This is a unique opportunity to view a tropical forest from bottom to top—more than 70 percent of the species living in tropical forests reside in the canopy, the uppermost layer of the forest.

The accompanying naturalist guide directs the crane operator, zeroing in on native flora and fauna such as sloth, monkey and iguana.

More than 280 species of trees, 45 species of mammals and 250 species of

nesting birds have been recorded in the Park, including the Peregrine Falcon, Lance-tailed Manakin, Orange-billed Sparrow, Red-napped Tamarin, Sepia-capped Flycatcher and Green Honeycreeper. Views of the forest canopy, the City skyline, and the Pacific entrance of the Panama Canal, alone are quite spectacular.

The private, naturalist-guided 45-minute tour is available on a limited basis, can accommodate up to four guests, is safely enclosed with wire screen and equipped with special emergency equipment. The gondola rises to 112 ft. from the ground, and has a radius from the center tower of 160 ft.

The Canopy Crane Signature Event may be added to the Cox & Kings Private Travel Journey Panama: Land of Diversity, or on a customized tour of Panama.

Cox & Kings USA,  
www.coxandkingsusa.com

## HOTEL DARIO OPENS IN GRANADA, NICARAGUA


The Hotel Dario in Granada, Nicaragua is a charming hotel with a colonial atmosphere.

It is located in a completely refurbished neoclassical building of the early 19 century, characterized as a building of historic interest. The house dates from 1902 and it was owned by Angelica Balladares, who was declared an honorary woman in Nicaragua for social and humanitarian work in 1949.


Located in the historic center of Granada on La Calzada Street, the Hotel is 100 meters from the Central Square and only a few minutes away from the great Lake of Nicaragua or Lake Cocibolca. The hotel is known for its excellent views of the Cathedral and the Mombacho Volcano.

This elegant hotel offers personalized service in all areas including 22 equipped bedrooms, a conference room, a pool, a gymnasium and a business center. For dining selections, the hotel offers the services and special ambience of their Cafeteria "Chocolate" and their Gourmet Restaurant "El Tranvia."


Hotel Dario, info@hoteldario.com,  
www.hoteldario.com



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## CHAA CREEK WINS INTERNATIONAL AWARDS; JOINS WHA

The Lodge at Chaa Creek has won the *Condé Nast Traveler* Readers' Choice 2007 Award as the best resort in Central and South America, and has been rated by National Geographic Adventure Magazine as one of the "Best Adventure Travel Companies on Earth."

Chaa Creek was rated first by *Condé Nast Travel* Readers during a survey of 10 destinations, which included Belize, Chile, Uruguay, Argentina and Costa Rica among others. Meanwhile, Chaa Creek Inland Expeditions has also been rated by National Geographic Adventure Magazine as one of the "Best Adventure Travel Companies on Earth" in what the magazine called the world's first large-scale rating of adventure tour operators.

In addition, The Lodge at Chaa Creek has announced that it has joined the World Heritage Alliance for Sustainable Tourism (WHA) as a member.

The WHA is an industry-leading initiative; it was founded by Expedia Inc. and the United Nations Foundation to support UNESCO's goal of promoting and protecting the 851 World Heritage sites around the world.

Lucy Fleming, General Manager and co-owner of the Lodge at Chaa Creek, stated: "We are enormously pleased to be given the opportunity to become actively involved in assisting the World Heritage Alliance with promoting the preservation of World Heritage sites and enhancing sustainable tourism opportunities for the people of Belize. We plan to engage our guests with this endeavor by providing them with opportunities to become actively involved with the program and the social, cultural and environmental sustainability of Belize."

"We're pleased to have The Lodge at Chaa Creek joining the partnership," said Erika Harms, Executive Director of the World Heritage Alliance. "Together we have the power to reach millions of people around the world and help both preserve and protect some of the world's most beautiful and significant sites."

The Lodge at Chaa Creek is the leading destination for natural history travel in Belize.

Chaa Creek's 365-acre private reserve has provided a unique and unforgettable experience for thousands of guests while maintaining an unspoiled ambience.

The Lodge at Chaa Creek, 877-709-8708,  
reservations@chaacreek.com, www.chaacreek.com

## NATUREAIR JOINS WORLD HERITAGE ALLIANCE FOR SUSTAINABLE TOURISM

NatureAir has announced that it has joined the World Heritage Alliance for Sustainable Tourism (WHA). The WHA was founded by Expedia, Inc. and the United Nations Foundation, to support UNESCO's goal of promoting and protecting the 851 World Heritage sites around the world.

"NatureAir became carbon neutral three years ago and joining the WHA is very important to NatureAir, because as an airline - we are the link between destinations of origin and those of WHA sites and parks. The fact that the aerial link is also sustainable and sup-

porting the destination creates a true sustainable package," says NatureAir Founder and CEO, Alex Khajavi.

NatureAir voluntarily compensates 100 percent of its carbon emissions, through its preservation of tropical forests. In 2006 NatureAir was able to offset 6,320 tons of carbon output, and to date more than 65 acres of forests have been preserved. The land is protected because of the funds NatureAir commits to local landowners.

In addition, NatureAir keeps their carbon output down by improvements made in their operations, scheduling and flight plans.

"We're pleased to have NatureAir joining the partnership," said Erika Harms, Executive Director of the World Heritage Alliance. "Together we have the power to reach millions of people around the world and help both preserve and protect some of the world's most beautiful and significant sites."

The WHA offers two levels of partnership, each being committed to advancing the WHA mission: WHA members and WHA associate partners.

WHA members consist of travel industry companies, such as hotels, tour operators, travel agents, airlines and cruises, among others. WHA associate partners are NGOs, civil society groups, government bodies, industry associations and other organizations that may not exclusively be devoted to tourism.

NatureAir, 800-235-9272, [www.natureair.com](http://www.natureair.com);

The World Heritage Alliance for Sustainable Tourism (WHA)  
[www.worldheritagealliance.org](http://www.worldheritagealliance.org)

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## WYNDHAM HOTELS AND RESORTS OPENS FIRST HOTEL IN PANAMA



The Wyndham Hotels and Resorts brand will fly its first flag in Panama with the conversion of the five-star, 301-room Veneto Hotel & Casino in Panama City to the Veneto, A Wyndham Grand Hotel.

Peter Strebler, Wyndham Hotels and Resorts President, said the introduction of the Wyndham brand in Panama is part of the brand's strategy to pursue flagship Wyndham hotel properties in key international and gateway cities.

"The addition of The Veneto, A Wyndham Grand Hotel, to our collection of first-class Wyndham properties further establishes our position as a global hospitality company and demonstrates the strength of the Wyndham brand," he said. "Our intent is to fully augment this hotel's premier status through our training, reservations and marketing platforms."

Silver Entertainment, the gaming and hospitality investment arm of The Andalex Group, a New York City-based real estate organization, will operate the hotel. The Andalex Group is a family-owned, full-service real estate organization that specializes in property acquisition, development, construction management and leasing.

"After an extensive search, we selected the Wyndham brand for our flagship hotel," said Alex Silverman, Silver Entertainment co-president. "We are proud to introduce this prestigious upscale brand name in Panama and believe it will attract a whole new group of foreign tourists to our shores."

The Veneto, A Wyndham Grand Hotel, is located on Via Veneto in Panama City's financial and business district between Via Eusebio A. Morales and Via Espana, 20 minutes from Panama's Tocumen International Airport.

The hotel offers four restaurants, a full-service spa and fitness center, rooftop pool, business center, 15,000 square feet of meeting space and a Las Vegas-style casino with more than 40,000 square feet of gaming area, making it one of the largest casinos in Latin America. The hotel, now undergoing a multimillion-dollar renovation, is remodeling its guest rooms and suites, restaurants and casino.

Wyndham Hotels and Resorts, [www.wyndham.com](http://www.wyndham.com)

## CELESTE MOUNTAIN LODGE OPENS IN COSTA RICA

The new Celeste Mountain Lodge, a responsible tourism project located in Bijagua, Costa Rica has opened. This is a lodge unique for its concept, its architecture and its philosophy of sustainable tourism.

Laying over a mountain top surrounded by primary forest reserves and the National Park Volcan Tenorio, Celeste Mountain Lodge invites guests to share their pristine nature environment, their unique contemporary design and ambiance, their Responsible Tourism philosophy, the most outstanding views of both the Tenorio and Miravalles volcanoes, their innovative New Costa Rican cuisine, and the Tropical Hot Baths, all blended in efficient and friendly service. The Lodge is an ideal, conveniently located base for exploring. Wildlife abound, spotting and observation of howler and white-face monkeys, an extensive bird species list of toucans, butterflies and even mammals, as tapir footprints are found on the property. One will also enjoy the rich diversity of the vegetation.

The views from the Lodge are impressive, with the Cerro Montezuma (third hump of the Tenorio volcano) facing the property as a massive green wall, sometimes mysteriously fading in a passing mist. On the west, the five imposing peaks of the Miravalles volcano theatrically curtain the horizon. In the valley below lays the small and peaceful village of Bijagua.

Celeste Mountain Lodge boasts a very innovative, contemporary design, altering traditional parameters in hotel architecture, opening walls and spaces, blending the different areas and inviting the beauty of the surroundings right inside the building.

The lodge has been designed under bio-climatic standards in order to adapt to the local conditions and under their Responsible Tourism philosophy, offering a comfortable, yet functional accommodation and stay.

Celeste Mountain Lodge, [www.celestemountainlodge.com](http://www.celestemountainlodge.com)

## INFINITY BAY SPA & BEACH RESORT OPENED DECEMBER 15

The much anticipated opening of the new Infinity Bay Spa & Beach Resort on the island of Roatan, Honduras, has arrived. Resort Manager Mike Wendling announced that accommodations are available for this season beginning December 15: "We have the ultimate in luxury villas on the most beautiful beach in the Caribbean at very competitive rates. Our fully furnished studios, with full kitchen and amenities start at just \$125 a night, which is an incredible value compared to any other vacation rental on the island, or the Caribbean for that matter." Infinity Bay also offers one-, two- and three-bedroom units that can accommodate up to a family of eight. Every unit has a beautiful, fully equipped kitchen with granite counters and stainless appliances. Amenities such as satellite TV and internet access are offered. The resort features an infinity edge swimming pool with a swim-up bar located on West Bay Beach. A private dock with a water taxi can transport guests to West End Village within a matter of minutes.

Infinity Bay Spa & Beach Resort, 866-369-1977, [www.infinitybay.com](http://www.infinitybay.com)

## JACK NICKLAUS BEGINS WORK ON SEASIDE MARIANA SPA & GOLF RESORT



Jack Nicklaus has been credited with changing the face of golf around the world. Now he has the opportunity to help continue changing opinions about one country: Nicaragua.

Nicaragua has been peaceful and democratic for almost two decades, and is one of the fastest-growing countries in Central America. Hailed in the global press as "The Hot Spot to Visit" and "The Next Costa Rica," Nicaragua is considered by some as the safest country in Central America.

Nicaragua took a big step forward when Nicklaus agreed to work in the country to design a Signature Golf Course as the centerpiece to Seaside Mariana Spa & Golf Resort.

"There are some fantastic opportunities with oceanfront holes and riverfront holes," Nicklaus said. "Our goal is to balance what we can create with what is natural, and put the two together to form a complete and spectacular package. What we found on this visit is that we have the opportunity to get the golf experience closer to the ocean than originally thought. But, in the end, the strength of this golf course could be the variety of the inland holes, with the gentle natural movement, the lush native vegetation, and the added feature of the river, which we will integrate into the design strategy."

Nicklaus Design currently has courses under development in 45 different countries, including 28 where the firm has never worked before- Nicaragua included.

"I get a great deal of satisfaction in having the opportunity to go into a new country and emerging market, and design a golf course that will not only enhance the tourism in that country but also help introduce and grow the game," Nicklaus added. "I view this as a tremendous responsibility, but one I embrace. It is a way for me to give back to the game I love."

Seaside Mariana Spa & Golf Resort will cater to those seeking complete exclusivity and an investment with a high rate of return. Seaside Mariana Spa & Golf Resort, [www.NicaraguaDevelopments.com](http://www.NicaraguaDevelopments.com), [www.SeasideMariana.com](http://www.SeasideMariana.com); Jack Nicklaus/Nicklaus Design, [www.nicklaus.com](http://www.nicklaus.com)

## BAHIA ESCONDIDA BAYSIDE VILLAGE & MARINA TO DEBUT IN 2009

The quiet town of Golfito, once a bustling port for Chiquita Banana, is poised to become the next adventure frontier in Costa Rica. During visits to the area, Jim Lynskey, Miami native and visionary developer, was struck by the intense beauty of Golfito and he selected the town as the site for Bahia Escondida Bayside Residences, Marina Village and Yacht Club. Now in collaboration with Las Vegas-based developer Great American Capital, construction of this environmentally conscious community is underway, with its initial phase set to debut in early 2009. Located on the country's South Pacific Coast, Bahia Escondida is set in the midst of one of the most bio-diverse areas on the planet. The beautiful surroundings with its wildlife and adventure opportunities summons eco-travelers and sport fishing enthusiasts alike. With 450 residential units and a state-of-the-art, 217-slip marina, Bahia Escondida aims to preserve all that makes the area special by having a low-impact on the surrounding environment.

"Respecting the land and Golfito's past is a top priority in each step of the development of Bahia Escondida," commented Lynskey. "Only by protecting what we have, can we ensure a promising future for generations of residents and visitors to come."

The future of Golfito is now closely tied to the development of the new Bahia Escondida. The project will not only provide a unique luxury retreat for tourists but will also benefit the town financially by revitalizing its local economy. The first phase of the project will offer a new, high-tech marina and a waterfront village of shops, galleries and restaurants, all reminiscent of an authentic tropical plantation town. Also along the waterfront, luxury residential units will overlook the bay, where residents will enjoy first-class amenities such as the private yacht club, spa, fitness center, and pools.

Future phases of the project will bring construction of the final 300 residential units. These one- to three- bedroom units will be set along a centrally located park, surrounded by views of Costa Rica's rainforest and mountains.

Bahia Escondida Bayside Village & Marina, 866-50-BAHIA, [www.bahiaescondidacostarica.com](http://www.bahiaescondidacostarica.com)

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## LINDBLAD EXPEDITIONS GIVES GUESTS A GIFT FOR THE FUTURE

Lindblad Expeditions (LEX), the expedition travel pioneer, has announced an unprecedented drive to raise funds and awareness around conservation efforts in the Galápagos Islands, Baja California and Central America. This campaign - TRAVEL NOW, FOR THE FUTURE - highlights Lindblad Expeditions' organizational commitment to preserving the planet's wild and wonderful places through responsible tourism and long-term stewardship.

Lindblad Expeditions is extending its commitment to long term support of conservation in the Galápagos Islands, Baja California and Central America by donating \$250 per guest to local conservation initiatives. To qualify for the donation program, guests must book their travel by January 31, 2008 and travel must be completed before June 30, 2008. All donations resulting from this offer will be made in the name of the guest who books travel. And, in certain destinations, local NGOs will match that contribution, increasing the impact of

the funds donated in the name of Lindblad guests.

The TRAVEL NOW, FOR THE FUTURE campaign is an extension of Lindblad Expeditions' ongoing efforts to inform and educate travelers about global conservation efforts.

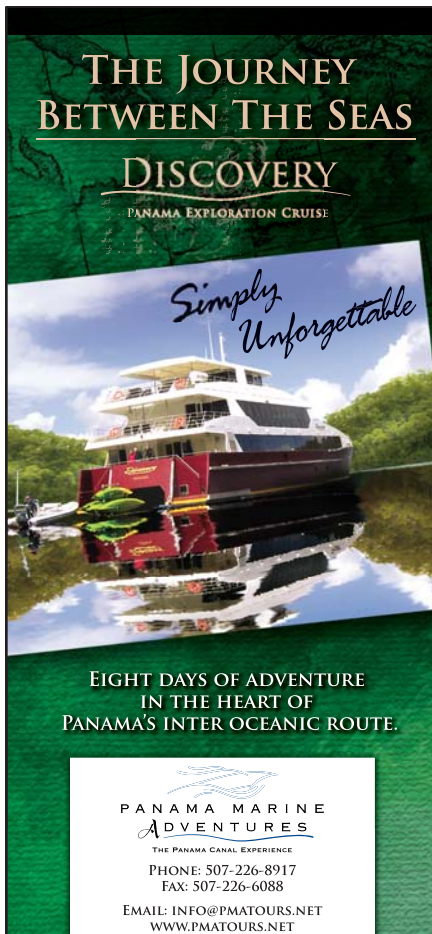
Through establishing local relationships and collaborating with respected conservation partners, Lindblad Expeditions has built a robust travel philanthropy program which supports environmental education, conservation and community projects. Lindblad Expeditions' conservation efforts have resulted in tangible results - in the past 10 years alone, the company, with its guests, has raised more than \$5 million for global environmental issues.

Lindblad Expeditions' spirit of philanthropy reflects the core values of Sven-Olof Lindblad, the company's founder and presi-

dent. Earlier this year, Lindblad accepted the 2007 Tourism for Tomorrow Global Tourism Business Award, presented annually by the World Travel & Tourism Council, on his company's behalf. The award recognizes Lindblad Expeditions for "outstanding leadership as a global model for environmental stewardship."

TRAVEL NOW, FOR THE FUTURE is just one arm of Lindblad Expeditions' new initiatives to raise awareness and money for conservation and sustainable tourism projects around the world. Earlier this year, Lindblad Expeditions launched a new joint Fund for Exploration and Conservation in conjunction with its partner, the National Geographic Society.

Lindblad Expeditions, 800.EXPEDITION (800-397-3348),  
[explore@expeditions.com](mailto:explore@expeditions.com),  
[www.expeditions.com](http://www.expeditions.com)



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## LAS POSADAS' CELEBRATION IN NEW YORK



The Mexico and Puebla Tourism Boards hosted the travel industry in New York City on December 12 to celebrate Las Posadas, Mexico's annual celebration to the Virgin of Guadalupe. Shown at left: Mariana Mora Pedrero Director Mexico Tourism Board (NY) with German Ruiz Ramirez Sub Director Puebla Tourism Board.

## Travel World NEWS

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## MEXICO PRESIDENT FELIPE CALDERON SUPPORTS REACTIVATION OF TOURISM IN TABASCO

Mexico President Felipe Calderon Hinojosa announced a series of actions for the reactivation of the tourism sector in the state of Tabasco.

Accompanied by Secretary of Tourism, Rodolfo Elizondo Torres, President Calderon announced that there will be an investment of up to \$100 million in the reestablishment of the entire tourism infrastructure affected by the floods in Tabasco.

With the help of the Secretary of Economy, SECTUR will be receiving a series of loans for the small and medium tourism corporations with the plans to reconstruct the capital of these businesses.

This loan will help small companies with up to \$10,000. During the first three months, the loan is interest free, after that the interest will be five percent for two years.

Elizondo announced that travel agencies will be one of the segments that will be receiving investments, which will allow them further time to pay off their debts with the International Association of Air Transportation (IATA), due to the declined operation of their services.

President Calderon also stated that as soon as the conditions in the zone get better, a \$600,000 investment should be on its way.

The investment will be for a public relations and promotion campaign that will serve to give back to Tabasco's image as a tourist destination.

The Secretary of Tourism also said that workers and machines will soon arrive from the Fondo Nacional de Fomento al Turismo (Fonatur) that will collaborate with the reestablishment of the tourism infrastructure for the region, specifically the archeological and attractive tourism sites.

"We will be in direct contact with the tourist sector of the state, particularly with the hotels and services of Villahermosa," said Elizondo.

The Mexico Tourism Board (MTB), [www.visitmexico.com](http://www.visitmexico.com)

## OAXACA: A UNIQUE LOCATION BEYOND EXPECTATIONS

Traveling through the streets of Oaxaca one can see a magical city over 400 years old.

It is a unique destination in Mexico that goes beyond expectations and offers travelers a chance to experience the cultural and natural wealth that exists.

Oaxaca is the fifth largest state in Mexico with fertile valleys and high mountainous zones that descend to the Pacific Coast.

At the foot of the spectacular cliffs are some of the most beautiful beaches in Mexico, including the tourist centers of the hot bays of Huatulco and Puerto Escondido. The city of Oaxaca is a jewel of colonial architecture and was declared a Cultural Patrimony of Humanity by UNESCO in 1987.

Nine of the 11 species of sea turtles that exist in the world arrive to the coasts of Mexico and four of them have a final destination on the beaches of Oaxaca, where

they nest and reproduce. Oaxaca has the only center for conservation and preservation of sea turtles on the planet which is located near Huatulco, next to the beach of Mazunte.

Oaxaca is at present the region of Mexico in which the majority of people speak the native language and almost 400,000 of its residents utilize Zapoteco, which places third among indigenous languages in the country.

Among the traces of the Zapotec culture is the archaeological zone of Mount Albán, an imposing architectural complex that was the old capital of Zapotecas and one of the first cities of Mesoamerica.

The culture Oaxaqueña is summarized in the Guelaguetza, a festival that lasts nine days each summer in Oaxaca with artistic representations of the different regions of the state.

It is an expression of the great culture that exists for the Oaxaqueños and a unique spectacle in the world that should not be missed.

Oaxaca, [www.oaxacainfo.com](http://www.oaxacainfo.com)



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# A WINDOW TO PERU

Machu Picchu



## Ancient Presence

Ten thousand years of history in more than 5,000 archaeological sites that have resisted the march of time and whose mysteries are still being solved and revealed to the world.

Cotahuasi Canyon



## Overwhelming Geography

With 1,169 glaciers and more than fifty mountains that tower over 6,000 meters, a 3,000 kilometer long Pacific coast, and rivers, snow-capped mountains, beaches, deserts, canyons, and trails that are the backdrop for the most exciting adventure sports.

Paucartambo



## Ancient Traditions

A rainbow of sounds, tastes, textures, and colors that are seen in 1,300 genres of music and more than 3,000 festivals, masses, religious processions, parades, and dances. A diversity of races, cultures, and customs that mix together their particular way of understanding and enjoying life.

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