Connecting travelers and locals in rural Guatemala
The situation

- No interaction opportunities for local community and travelers.
- Centralized and non-inclusive tourism industry.
- Low access to education and unemployment leading to illegal migration, poverty and inequality.
- Travelers arriving but leaving no benefit in rural communities.
Team

Pablo Martínez
Co-founder and Chief Executive Officer

Sofía Godoy
Co-founder and Chief Operations Officer

Daniela Figueroa
Rural Development Consultant
The Opportunity

- **34%** of Guatemalan economy is represented by tourism.
- **5.2%** estimated growth every year.
- **2,000,0000** travelers visit Guatemala every year.
- **60%** interested in rural and community tourism.
Our solution

- Immersive cultural experiences and volunteer opportunities operated by locals in rural communities.

- Homestay program for local families.

- "Travel Gear for Good" handmade accessories and fair trade to benefit Maya women.

- Family orchards and agroecology for food safety and sovereignty.
Business Model

- Establish partnerships with weavers, artisans, fishermen, farmers, local guides, families and community leaders.

- Integration process in rural community and co-creation of travel program based on common goals and supporting their livelihood.

- Tailor-made multi-day itineraries, one day experiences and homestays.

- Fair wage and decent work for our partners.

- Connectivity to rural communities for accommodations and large tourism destinations.

- Reduce overtourism and respect charge capacity.
Impact

Partnerships in **27** communities of rural Guatemala

Over **400** local partners, **70%** are women.

**350** travelers hosted.

**26** families benefiting from homestay program.

**133** people benefiting from our food safety program.

**54** women weavers benefiting from our travel gear program.
Future Roadmap

- Increase workforce, equipment and infrastructure of host family housing.
- Expand our food safety program to 3 more communities.
- Establish new partnerships and strategic alliances.
- Expand our operations to Southern Mexico, Belize and Honduras.
- Reach more travelers from other countries and nationalities.
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