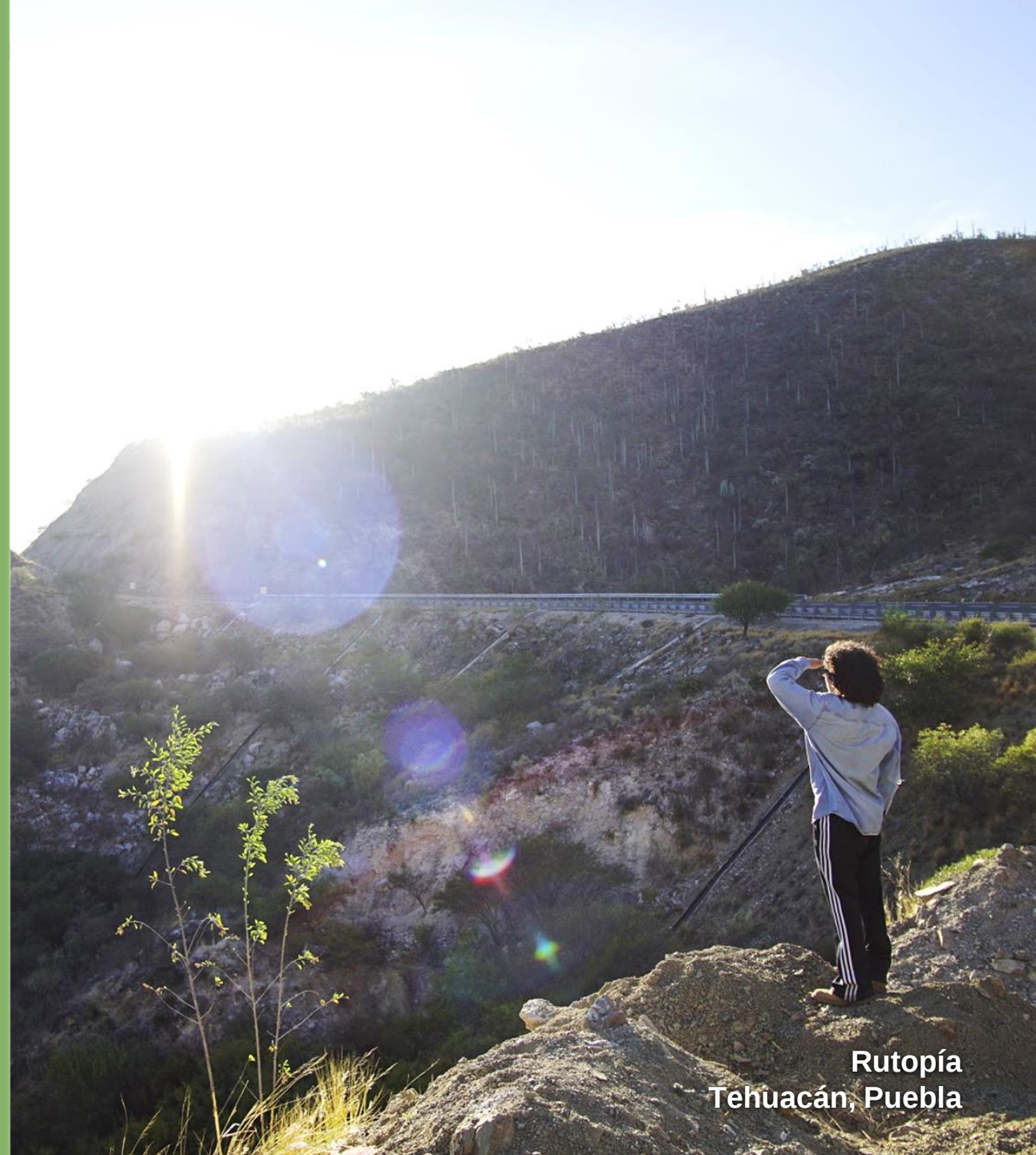




38 million
travelers in Mexico
each year

(Grupo Intersectorial, 2016)



Rutopía
Tehuacán, Puebla



Rutopía
El Almacén, Oaxaca

5.4 million
indigenous youth
without job
opportunities

(Information source: CONEVAL 2017)



nature travel mexico



Search





**What's
the problem
here?**





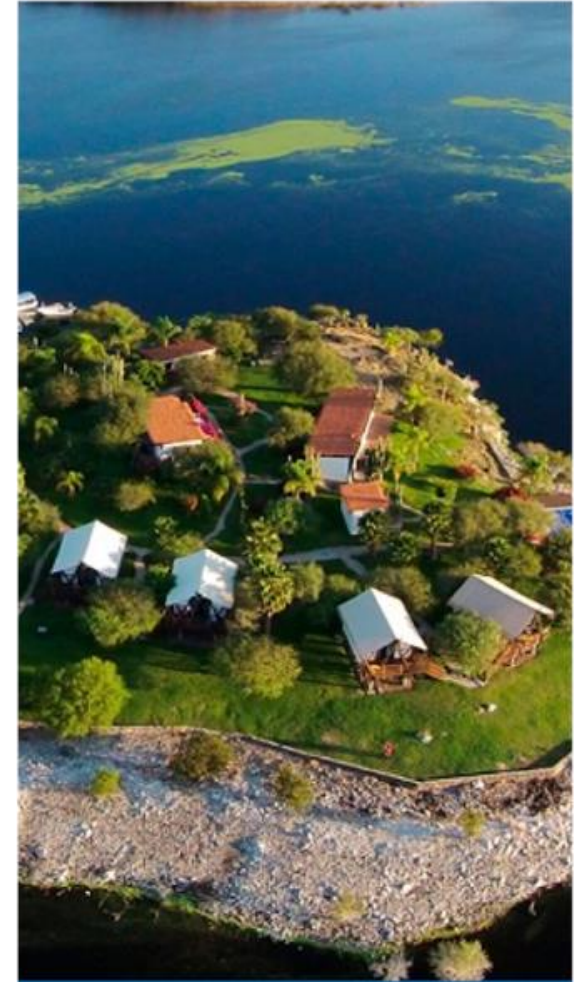
NATURE



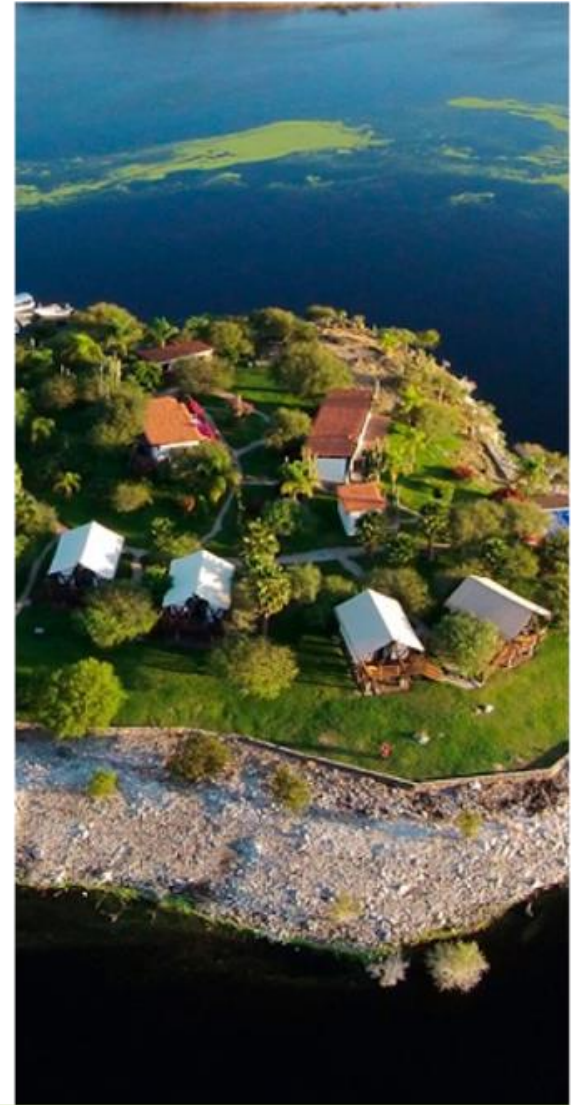
CULTURE



**LOCAL
TALENT**



LODGING



ECOTOURISM PROJECTS

ECOTOURISM PROJECTS



**EASY
BOOKINGS**



**CUSTOMER
SERVICE**



**RESILIENT
TO LATE
PAYMENTS**



ECOTOURISM PROJECTS





3/4 ECOTOURISM PROJECTS FAIL



45B USD MARKET OPPORTUNITY

Rutopía
El Almacén, Oaxaca

A group of young people, likely indigenous, are shown in a forest setting. They are looking upwards with interest and excitement. One person on the left is pointing towards the sky. Another person in the center is using binoculars, and a woman on the right is holding a camera. The background is filled with green foliage and trees.

TRANSFORMING INDIGENOUS YOUTH INTO TOURISM ENTREPRENEURS

RUTOPÍA®

Miguel
El Triunfo, Chiapas

GUIDE



**LOCAL
CONTACT**



**AGRICULTURE
EXPERT**



**CEREMONIAL
LEADER**



GUIDE



COOK



RUT  HUBS



HOST



GUIDES



STORYTELLER



ARTISAN

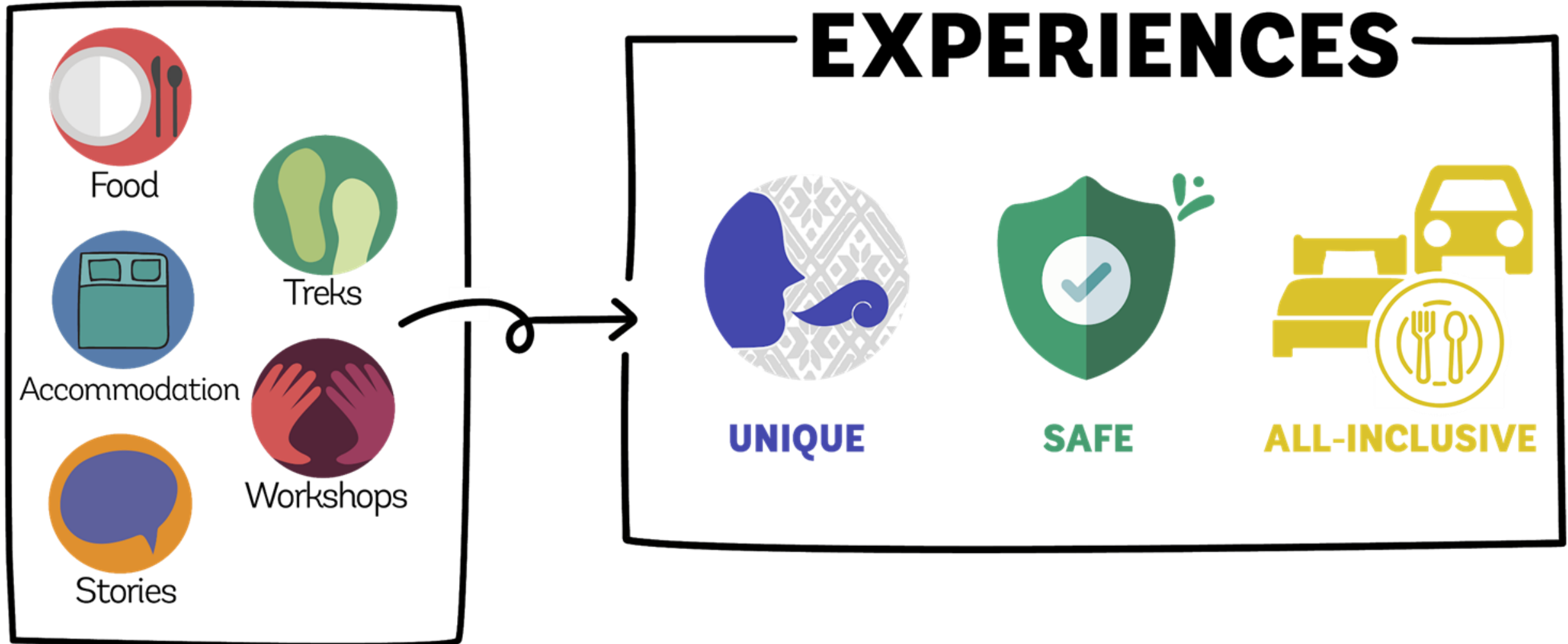


DRIVER



**LOCAL
CONTACT**

TRIP-DESIGN METHODOLOGY





Rutopía
El Almacén, Oaxaca









3k USD
**Monthly
operational
costs**



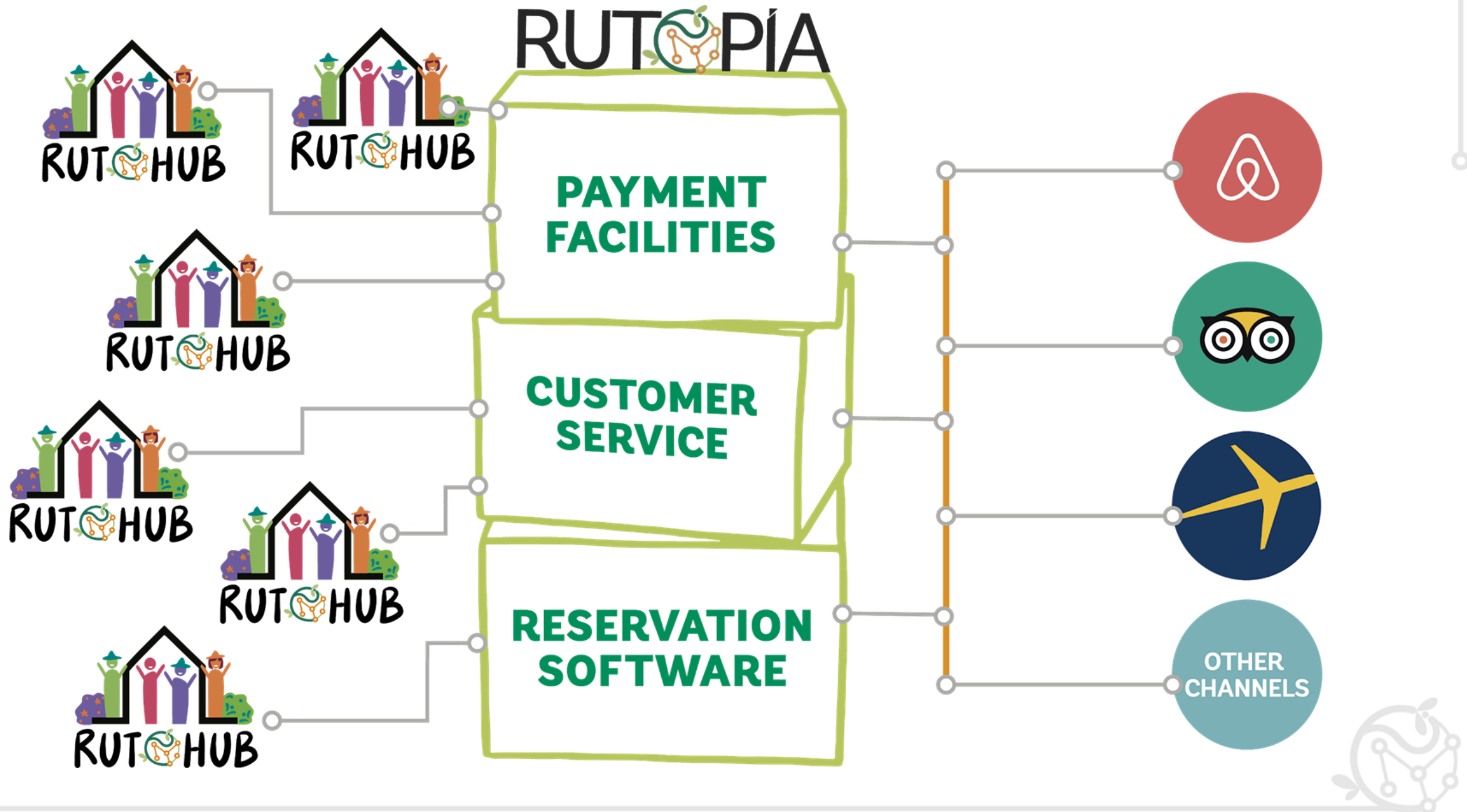


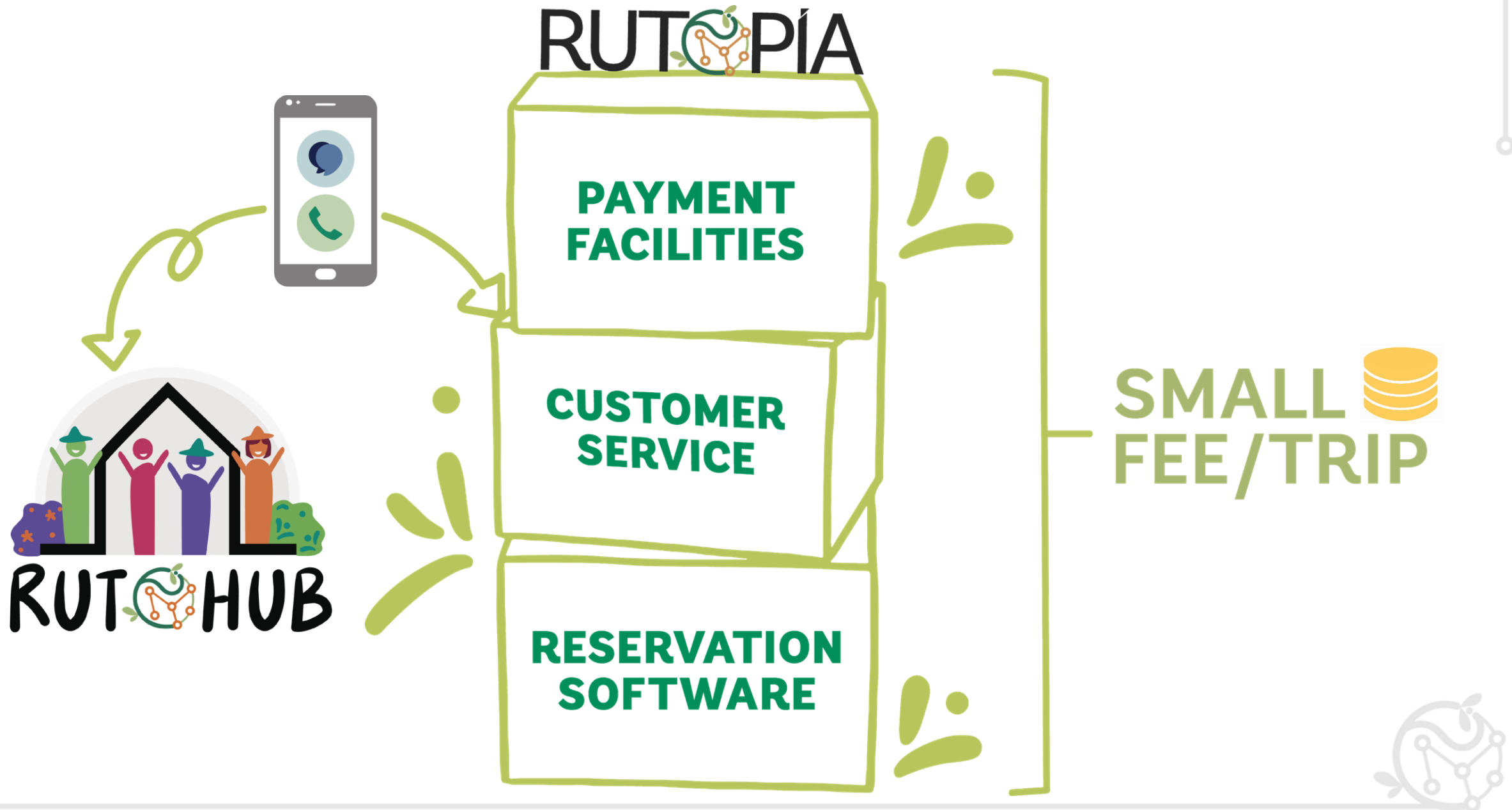
3k USD
Monthly
operational
costs



**IMPOSSIBLE
FOR SMALL
ECOTOURISM
PROJECTS**







UNIT ECONOMICS



Online channels & retailers.



EACH RUTO-HUB GENERATES



1
traveler

\$150

\$50

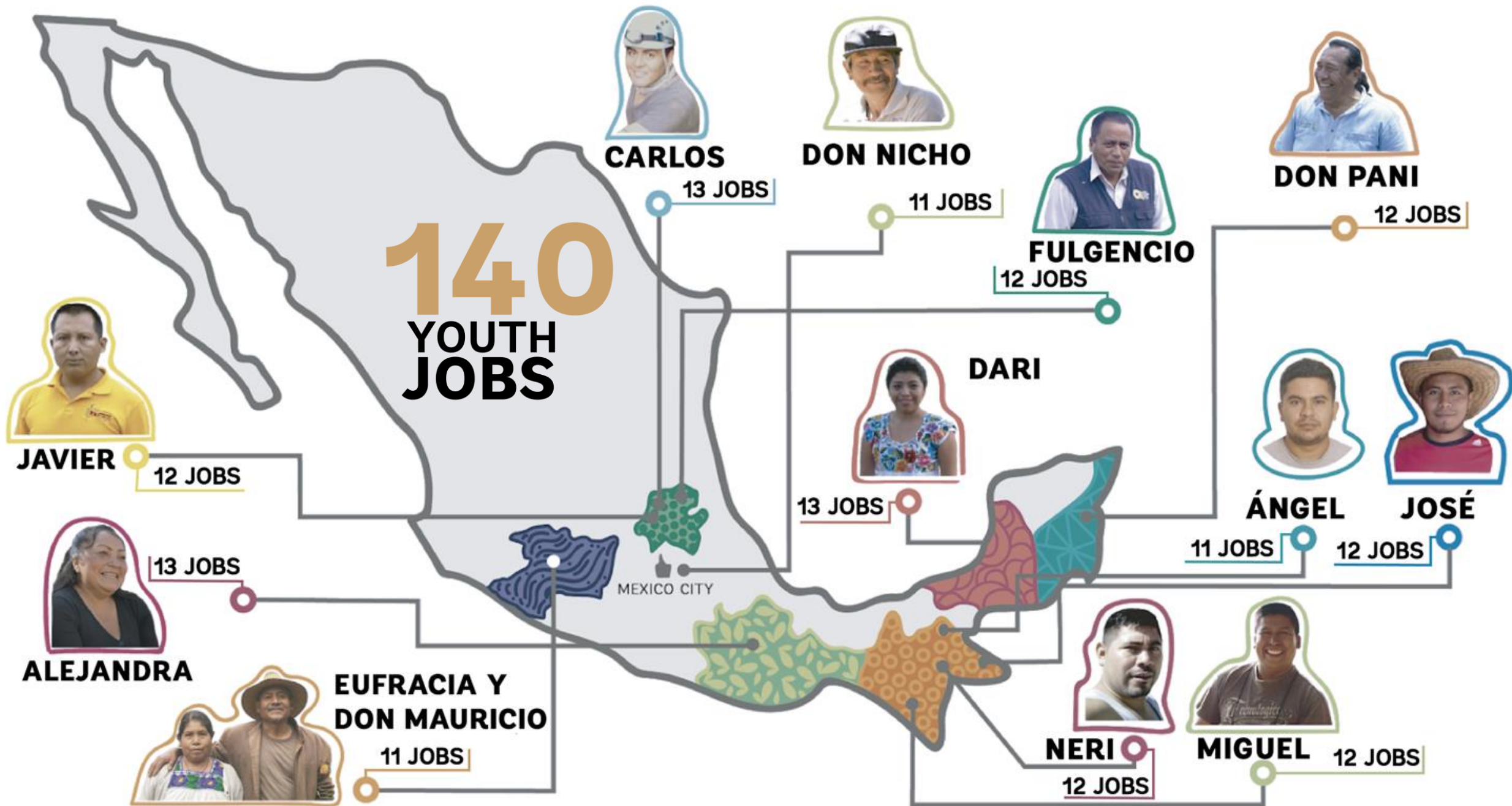
20
travelers/month

\$3,000
monthly recurring
revenue

\$1,000
monthly
recurring
revenue









SECTUR

SECRETARÍA DE TURISMO

SCT

SECRETARÍA DE COMUNICACIONES
Y TRANSPORTE

la cláusula QUINTA del presente instrumento, convienen en sujetarse a lo dispuesto en las leyes federales y a la jurisdicción y competencia de los Tribunales Federales de la Ciudad de México, renunciando a cualquier otro fuero que pudiese corresponderles en razón de su domicilio presente o futuro.

Leído que fue el presente instrumento y enteradas las partes de su contenido y alcances, lo firman por **2 años**, en la Ciudad de México, a los **18 días** del mes de **septiembre** de **2018**.

POR "RUTOPIA"

José Emiliano Iturría Tovar
Director General de RUTOPIA

POR "CIELO"

Cecilio Solís Librado
Presidente de CIELO

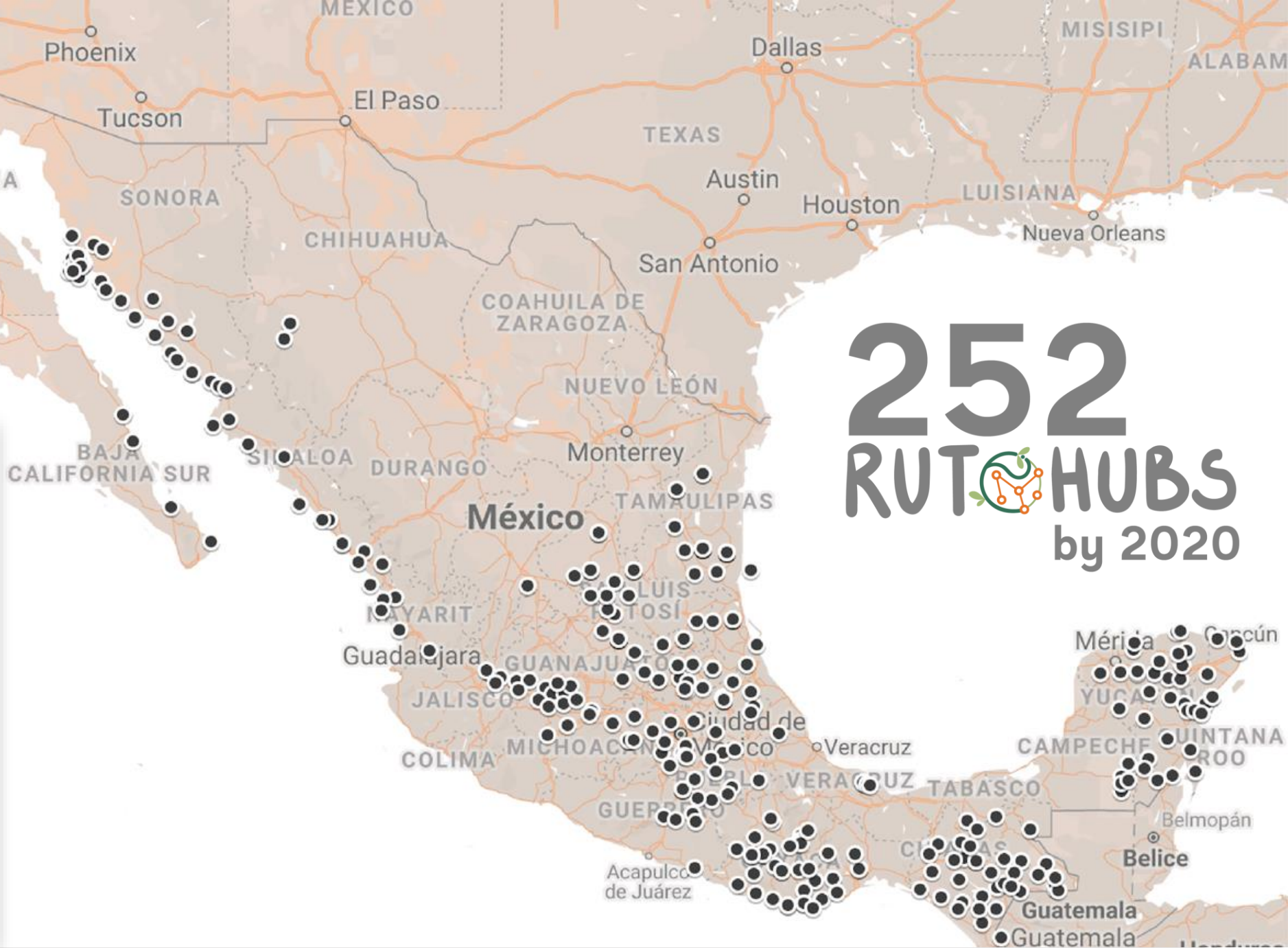
Como testigos:

POR "RUTOPIA"

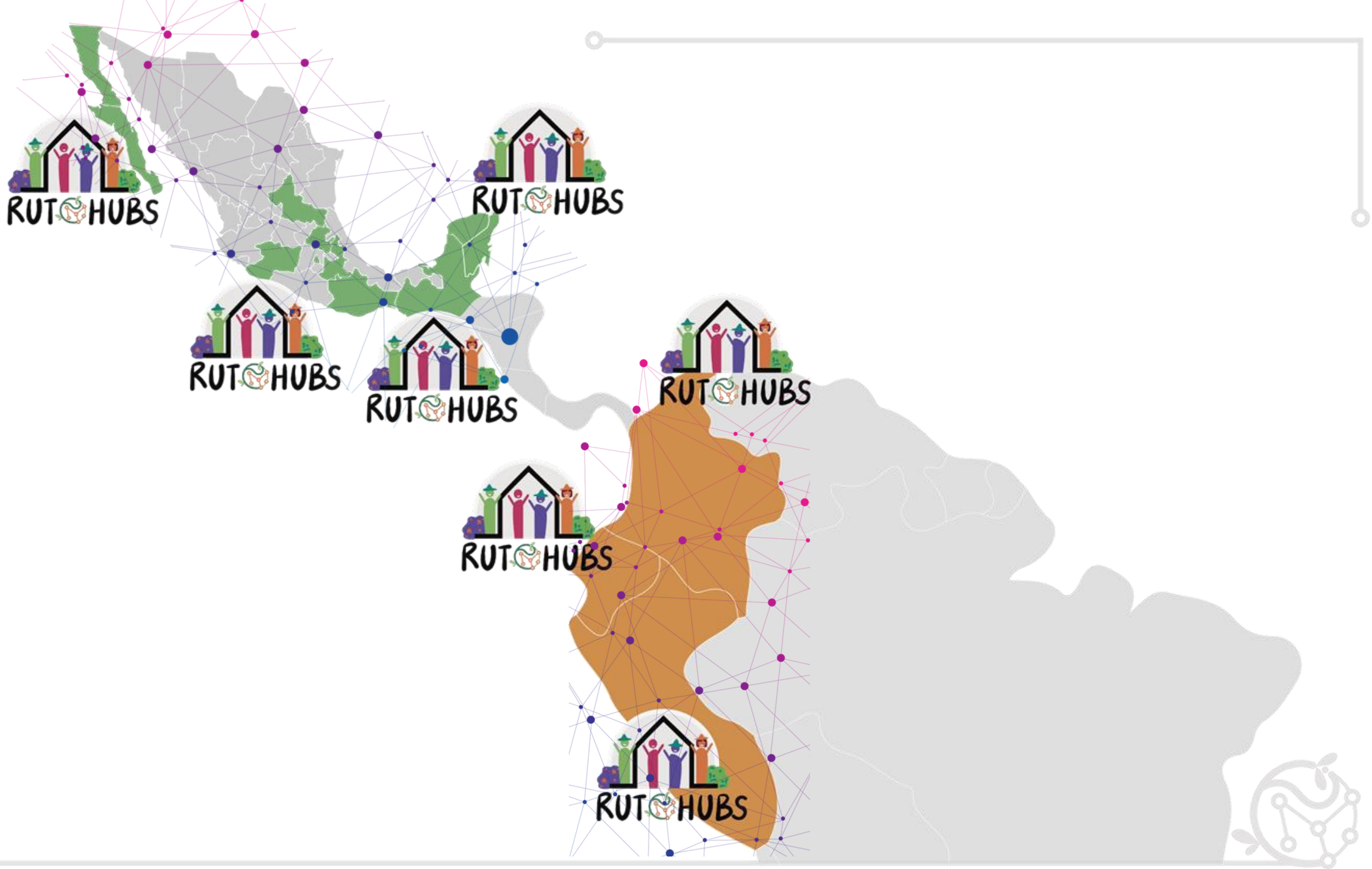
Diego Espinoza Siliceo
Gerente de atención a proveedores de
RUTOPIA

POR "CIELO"

Daniela Gutiérrez Mendoza
Coordinadora de servicios turísticos de
CIELO



252
RUTOPIA HUBS
by 2020

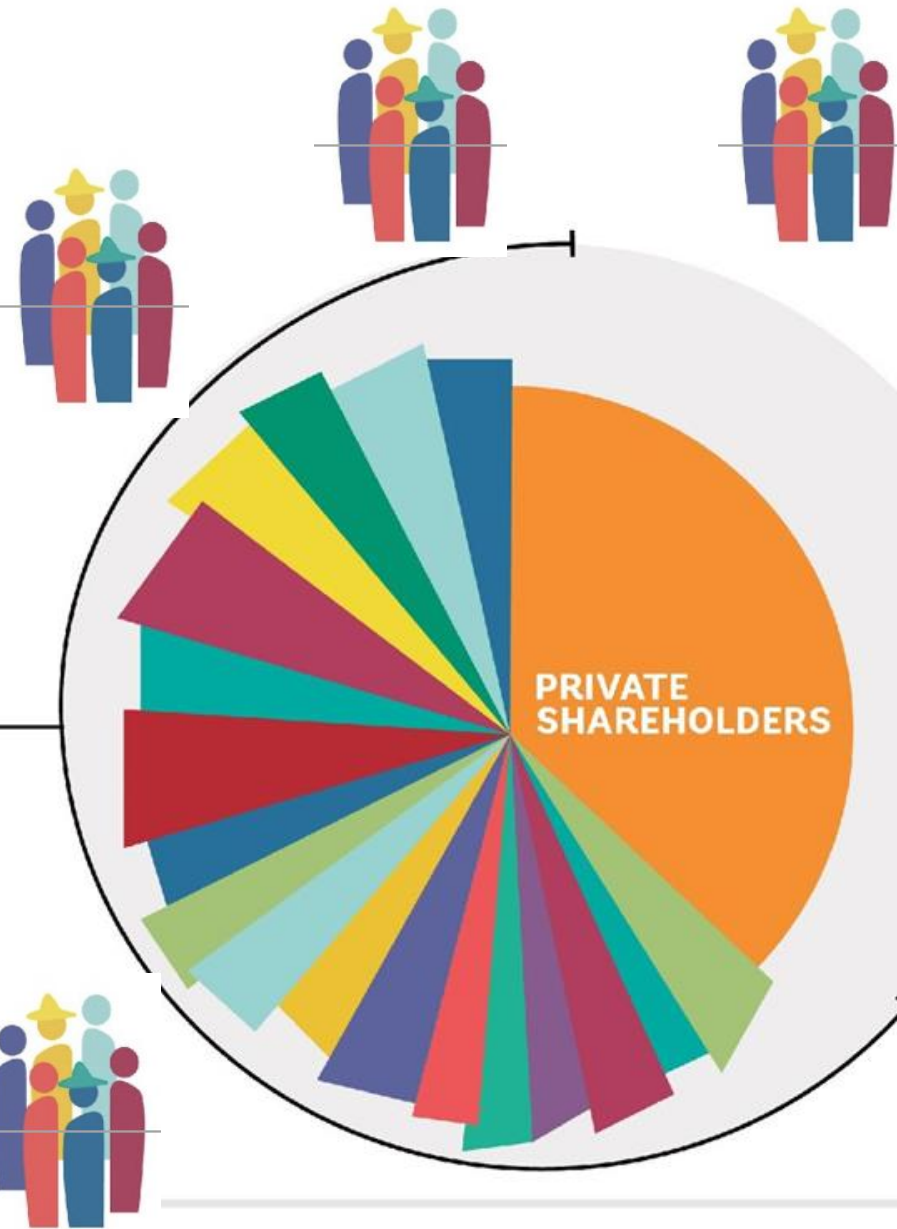


**COLLABORATIVELY
OWNED PLATFORM**

=

**“PLATFORM
COOPERATIVISM”**

**COMMUNITY
OWNED**



RUTOPIA



**“Anyone that comes away from one
of the Rutopia trips will be better”**

-Bill Clinton





Airbnb joins Rutopía to promote social impact tourism in Mexico

The communities will share their customs, gastronomy, culture and language with all the travelers that visit our country.





RUTOPÍA®

rutopia.com    [@rutopia](https://rutopia.com)



EMILIANO
ITURRIAGA
CEO

emiliano@rutopia.com