

PRIMAVERA
ATMEX

ADVENTURE TRAVEL NETWORK

OAXACA 2025

11 a 14 de Marzo

PROGRAM



TURISMO
SECRETARÍA DE TURISMO
DEL ESTADO DE OAXACA

WELCOME TO OAXACA

¡WELCOME TO ATMEX 2025!

“2025, BICENTENNIAL OF THE FIRST POLITICAL CONSTITUTION OF THE FREE AND SOVEREIGN STATE OF OAXACA”



Oaxaca is a tourist destination with immense potential, reflected in its natural, geographical, ethnic, and cultural diversity. The state's tourism offerings range from breathtaking colonial sites and archaeological zones to stunning beaches and natural reserves. Oaxaca is also home to a rich presence of indigenous communities, whose countless traditions and customs, harmoniously blended with European colonial influences, shape the unique identity and legacy of this generous land.

The eight regions of Oaxaca offer a vibrant environment, rich in cultural and ethnic heritage. This greatness can be experienced both in the streets of Oaxaca City and in the many communities across the state, serving as a living testament to Oaxacan identity.

We are delighted to welcome you to this land, proud of its roots, where you will always find reasons to enjoy, rest, and unwind. Here, you can immerse yourself in unique celebrations and thrilling adventures while exploring Oaxaca's natural and cultural attractions. These experiences are complemented by an excellent and diverse range of tourism services, including transportation, accommodations, gastronomy, and more. Oaxaca is a state that proudly honors its traditions, cuisine, and ancestral heritage, distinguished by the warmth and hospitality of its people.

It is an honor to host you in a state that boasts six Pueblos Mágicos, the Barrio Mágico of Jalatlaco, ten Tourism Routes, archaeological sites, Protected Natural Areas, and countless places filled with history, biodiversity, and artistic expressions.

Everything is set to welcome professionals like you, who will contribute to the enrichment of the most important adventure tourism event in Mexico and Latin America. Unforgettable experiences await you in the cultural heart of Mexico.

Sincerely,

Mtra. Saymi Pineda Velasco

Oaxaca State Government Ministry of Tourism



@saymipinedavelasco



@saymipinedavelasco



@saymipinedavelasco

PROGRAM

MARCH 5 TO 11: **Familiarization Trips** for Hosted Buyers and National and International Media.

MARCH 11: 17:00 - 20:00 - **REGISTRATION:** SECTUR Oaxaca: Av Benito Juárez 703, RUTA INDEPENDENCIA, Centro, 68000 Oaxaca de Juárez, Oax.

MARCH 12: 08:00 - **Departure to One Day Adventures:** Paseo Juárez "El Llano", RUTA INDEPENDENCIA, Centro, 68000 Oaxaca

12:00 - 17:00 - **REGISTRATION** SECTUR Oaxaca: Av Benito Juárez 703, RUTA INDEPENDENCIA, Centro, 68000 Oaxaca de Juárez, Oax.

18:30 - **Welcome Cocktails:** Palacio Municipal de Oaxaca, Av. José María Morelos 108, CALZADA MADERO, Centro, 68000 Oaxaca de Juárez, Oax.

RECINTO: **Centro Cultural y de Convenciones de Oaxaca:** Av. Lázaro Cárdenas 1001, Agencia Municipal Sta. María Ixcotel, 71244 Santa Lucía del Camino, Oax.

MARCH 13:

08:00 - 09:00 - **Opening Ceremony**

09:00 - 09:15 - **Coffee Break**

09:30 - 10:15 - **Body and Nature: The Journey Towards Conscious Tourism.**
Magali Clazón, Casa Mágica LLC.

10:15 - 10:30 - **Deep Dive Oaxaca**

10:30 - 11:10 - **Every Journey is an Inner Journey.**
Norman Javier Rodea Merino, KORA.

11:10 - 12:00 - **Conserving Biodiversity to Preserve Tourism.**
Adrián Méndez Barrera, PNUD; Elfego López Peña, WWF México; Adalberto Chávez Robles, Campamento Tortuguero Huatulco.

12:00 - 12:30 - **Coffee Break**

12:30 - 12:50 - **Marine Turtle Conservation and Environmental Education as Tools for Community Mental Health.**
Hugolino Ibañez, y Hugo Mar Ibañez, VIVE MAR ONG.

12:50 - 13:10 - **Best Practices in Storytelling.**
Dago Ospina, TORNUS.

13:10 - 13:20 - **Deep Dive Guanajuato Awaken Your Adventurous Spirit in Guanajuato!**
Secretaría de Turismo e Identidad del Estado de Guanajuato; Raúl F. Jaramillo Esparza Farías, Asociación de Turismo de Naturaleza y Aventura de Guanajuato.

13:20 - 13:40 - **Promoting Community Well-being through Tourism: The Innovative Planeterra Model**
Carlota Morales, Planeterra.

13:40 - 13:50 - **Deep Dive Dominican Republic Dominican Republic: Nature and Adventure Tourism.**
Carolina Pérez & Ángel Pichardo, Ministry of Tourism of the Dominican Republic

13:50 - 14:10 - **Travel to Reconnect: Tourism Trends 2025.**

Arlett Mendoza, Editor-in-Chief, Food and Travel

14:10 - 14:30 - **Regenerative Tourism and Conservation in Oaxaca.**
Marcos Muñoz Medina, Azul Profundo/Ciencia en Cometa

14:20 - 16:00 - **Lunch**

16:30 - 19:30 - **Marketplace:** Business meetings between suppliers, buyers, and media. (Only for attendees with a business table or scheduled appointments.)

MARCH 14

09:00 - 09:50 - **From Traditional Tourism to Mindful Travel.**
Xochiquetzal Covarrubias Trejo, Connecta Viajeros

09:50 - 10:30 - **The Travel Experience as Sublimation: The Positive Effects of Travel and Its Relationship with the Mind.**
Richardt Kreuzsch, Spanish Association of Lacanian Psychoanalysis

10:30 - 11:10 - **Ecotourism and Ecological Restoration in Oaxaca: The Case of Pueblos Mancomunados.**
Pablo Ruiz Lavalle, Villa Agroecológica Tierra del Sol / Red de permacultura La Margarita

11:10 - 11:30 - **Passing the Torch: ATMEX Fall Edition**

11:30 - 12:00 - **Coffee Break**

12:00 - 15:00 - **Marketplace:** Business meetings between suppliers, buyers, and media. (Only for attendees with a business table or scheduled appointments.)

15:00 - **Lunch**

SPEAKERS

KEYNOTE CONFERENCES

MARCH 13:

09:35 - 10:15 - **Body and Nature: The Journey Towards Conscious Tourism.**

Exploring nature with an awakened body means traveling with awareness. Movement grounds us in the present, heightens our senses, and connects us to the living energy of our surroundings. Elevated tourism emerges from this connection: more than just visiting, it is about inhabiting, feeling, and becoming one with nature.



 @magali.clazon
 @magali.clazon
 MaglÍ Belén Clazón

MAGALÍ CLAZÓN

Casa Mágica LLC

Degree in Hospitality and Tourism, Senior Ontological Coach, Founder of Casa Mágica, and Creator of Somatic Experiences that Awaken the Connection Between Body, Nature, and Consciousness

Magalí Clazón is an Argentine artist specializing in creative movement, a Senior Ontological Coach, and a hospitality and tourism graduate. She is also a mindfulness, yoga, and dance instructor. Her passion for conscious movement, music, and nature has led her to explore the deep connection between the body and the environment.

She is the creator of Ocean Dance, a sensory experience in the ocean where, through a musical wave, participants awaken their senses and reconnect with the messages of the sea and birds. Ocean Dance was recently highlighted by Time Out magazine as one of the Top 10 Experiences in San Francisco.

Currently based in San Francisco, California, Magalí continues to deepen her studies in somatic practices, dance, and nature connection. As the founder of Casa Mágica, she creates spaces for self-exploration and body integration as a vehicle for transformation, inviting others to connect with their own rhythm.

www.magaliclazon.com

10:15 - 10:30 - **Deep Dive Oaxaca** **Learn More About the Host Destination of ATMEX**



10:30 - 11:10 - **Every Journey is an Inner Journey.**

This session explores the immense potential of profound experiences that can arise through tourism. Travel serves as a portal—an opportunity to discover a power, wisdom, and connection within yourself that you may have never known before.

Much like the archetype of the Hero's Journey, venturing into the unknown expands our perspective, offering new and deeper ways to see and approach life. And when we return home, we bring back the lessons learned to share with others, making this great journey not just an external adventure, but a journey within.

Step into nature, and step into yourself!



 @normanrodea
 @normanrodea

NORMAN JAVIER RODEA MERINO

KORA

Engineer

Norman J. Rodea, a Systems Engineer from UDLAP, is an expert in outdoor education, deep ecology, expeditions, mountaineering, and organized camps, with 25 years of experience leading national and international routes.

For over two decades, he has facilitated transformative experiences in nature, focusing on human capital development at an organizational level through methodologies such as Adventure-Based Counseling. Additionally, he specializes in the development of regenerative and biocultural tourism destinations.

<https://kora360.mx/>

SPEAKERS

KEYNOTE CONFERENCES

MARCH 13:

11:10 - 12:00 - **Conserving Biodiversity to Preserve Tourism.**

Through the project "Integration of Biodiversity Conservation Criteria in the Tourism Sector in Mexico, with an Emphasis on Biodiversity-Rich Coastal Ecosystems," models are being developed to transition from conventional tourism to a tourism model that respects and sustains biodiversity. This approach serves as a key strategy to ensure the future of tourism while promoting environmental responsibility.



ADRIÁN MÉNDEZ BARRERA

PNUD

Project Coordinator – Integration of Biodiversity Conservation Criteria in the Tourism Sector in Mexico, with an Emphasis on Biodiversity-Rich Coastal Ecosystems (Kuxatur) – UNDP

Adrián Méndez Barrera is a biologist with a master's degree in environmental policy negotiation and management and a degree in project management. With over 25 years of experience in biodiversity conservation, project management, and community work, he has held various positions in the federal government at both local and national levels in the field of Protected Natural Areas.

He has led multiple initiatives and publications related to the management of protected natural areas, both nationally and internationally. Currently, he serves as the Coordinator of a GEF project for UNDP, focusing on integrating biodiversity conservation criteria into Mexico's tourism sector.

www.undp.org/es/mexico



ELFEGO LÓPEZ PEÑA

WWF México

Coordinator of GEF Sustainable Tourism

Elfego López Peña has worked on the **Huatulco-Chachagua tourism corridor**, promoting **sustainable community-based tourism** by integrating **biodiversity conservation** and **best tourism practices**. His work focuses on ensuring that tourism development aligns with environmental sustainability and benefits local communities.

<https://www.wwf.org.mx/>

 [elfegolopezp](#)



ADALBERTA CHÁVEZ ROBLES

Campamento Tortuguero Chachagua. Parque Nacional Lagunas de Chachagua

Representative

Bertha Chávez, an Afro-Mexican conservationist, is actively involved in the preservation of Laguna de Chachagua, an ecological sanctuary of immense value along the Oaxacan coast. Her work focuses on protecting endangered species, particularly the majestic olive ridley and leatherback sea turtles.

As an active member of the Community Sea Turtle Camp Bahía de Chachagua, Bertha leads efforts to ensure the survival of these ancient creatures while promoting sustainable practices among local communities.

<https://www.facebook.com/profile.php?id=100009824288635>

 [Campamento-Tortuguero-Bahía-de-Chachagua](#)

SPEAKERS

ATMEX TALKS

MARCH 13:

12:30 - 12:50 -

Marine Turtle Conservation and Environmental Education as Tools for Community Mental Health.

La conservación de las tortugas marinas, en combinación con la educación ambiental, se ha demostrado como una estrategia eficaz no solo para proteger a estas especies vulnerables, sino también para promover la salud mental de las comunidades locales. La relación entre la naturaleza y el bienestar psicológico es un campo de estudio que ha ganado atención en las últimas décadas, especialmente en regiones donde las personas interactúan directamente con el medio ambiente. El cuidado de las tortugas marinas no solo implica la protección de un recurso natural valioso, sino que también puede ser un camino hacia el fortalecimiento de la resiliencia colectiva y el fomento de una comunidad más saludable emocionalmente.

Las tortugas marinas, especies clave en los ecosistemas marinos, enfrentan diversas amenazas como la caza furtiva, la destrucción de su hábitat, la contaminación y el cambio climático. La conservación de estas especies no solo es crucial para la biodiversidad, sino también para la salud del medio ambiente, lo cual tiene un impacto directo en las personas que dependen del mar para su sustento. La protección de las tortugas implica la restauración de playas, la reducción de desechos plásticos y el establecimiento de áreas de anidación seguras, lo que genera un ambiente más saludable tanto para las especies como para las personas.

En este contexto, la educación ambiental juega un papel clave. Al involucrar a las comunidades locales en programas educativos sobre la importancia de las tortugas marinas y el ecosistema marino en general, se fomenta un sentido de conexión con la naturaleza. Las personas que entienden el impacto que sus acciones tienen sobre el medio ambiente suelen desarrollar una mayor conciencia ecológica, lo que a su vez reduce el estrés y la ansiedad. El simple hecho de saber que sus esfuerzos están contribuyendo a la conservación de especies vulnerables puede generar un sentido de propósito y satisfacción personal, lo cual es un factor protector para la salud mental.



[vivemar_ong](#)

HUGOLINO IBÁÑEZ

VIVE MAR ONG

President

Hugolino Ibáñez López was born on October 10, 1964, in the community of Bajos de Chila, located in Costa Esmeralda, just 12 minutes from Puerto Escondido. He studied L.R.C. with a specialization in C.I. at the I.P.N., and one of his greatest achievements has been founding one of the largest conservation and regenerative ecotourism organizations on the coast of Oaxaca: VIVE M.A.R. (Mangroves, Birds, and Reptiles).

His work has proven that the fight against wildlife exploitation was not in vain. Environmental advocates have long argued that natural resources are more valuable alive than dead, and today, that belief stands as his legacy. Through his efforts, he has created jobs within the community by protecting coastal ecosystems, particularly marine turtles, helping to restore their populations through non-extractive conservation efforts and raising awareness about the importance of preserving collective heritage.

<http://www.vivemar.com.mx>



[vivemar_ong](#)

HUGO MAR IBÁÑEZ

VIVE MAR ONG

Camp Director

Hugo Mar Ibáñez, born on April 22, 1991, in Bajos de Chila, Oaxaca, Mexico, has dedicated over 14 years of his life to marine turtle conservation and environmental education. His passion for nature also led him to scientific bird banding, a field in which he has been actively working for six years. As Camp Director, he leads conservation projects with a comprehensive approach, protecting all species and promoting respect for ecosystems.

For Hugo, conservation is not just a job but a spiritual calling. He believes that all living beings have a purpose in maintaining the Earth's balance, and he sees his mission as protecting nature and passing this message on to future generations. His deep love for the environment drives him to continue fighting for a more conscious and harmonious future.

<http://www.vivemar.com.mx>

SPEAKERS

ATMEX TALKS

MARCH 13:

12:50 - 13:10 - **Best Practices in Storytelling**

This talk explores how **storytelling enhances adventure and nature tourism**. It delves into the **impact of compelling narratives** and showcases **successful case studies**. With practical insights on **authenticity and sustainability**, it equips tourism professionals with the tools to **elevate visitor experiences**.

DAGO OSPINA

TORNUS

Director of Public Affairs and New Business



Dago Ospina is the founder of Tornus, a passionate strategist who helps destinations, brands, and agencies stand out through content and strategies that truly connect. A lawyer by profession, he has over a decade of experience in both the public and private sectors. His work focuses on turning ideas into tangible projects that generate employment, amplify stories, and strengthen communities.

His expertise lies in designing tourism promotion strategies and producing audiovisual and branded content, bringing innovation to every project.

<https://tornus.agency>

 [tornus.agency](https://www.instagram.com/tornus.agency)

 [tornus](https://www.linkedin.com/company/tornus)



 [@tragocelestialmezcal](https://www.instagram.com/tragocelestialmezcal)



 [@mezcal.rural](https://www.instagram.com/mezcal.rural)

SPEAKERS

ATMEX TALKS

MARCH 13:

13:10 - 13:20 -

Deep Dive Guanajuato

Awaken Your Adventurous Spirit in Guanajuato!

Known for its rich history and culture, Guanajuato also boasts natural treasures that invite adventure and exploration. The State of Guanajuato and the Guanajuato Association of Nature and Adventure Tourism invite you to discover the best of the region through a wide variety of exciting outdoor activities.



CONY VALLEJO CORTÉS

Secretaría de Turismo e Identidad del Estado de Guanajuato

Director of Tourism Segments

Cony Vallejo Cortés holds a degree in International Trade and a Master's in Administration with a specialization in Marketing from the University of Guanajuato.

She collaborated with the Mexico Tourism Board (CPTM), where she was responsible for the organization, logistics, and protocol of the Board of Directors' meetings, working with business leaders, chambers of commerce, associations, legislators, and the Federal Cabinet at a national level.

Her experience includes organizing the first Día de Muertos Parade in Mexico City and supporting the launch of the National Tourism Movement "Viajemos Todos por México." She was also involved in the Strategic Development and Promotion Presentation for Cultural and Religious Tourism and the Marketing Plan Presentation for the Tourism Sector.

She currently serves as the Director of Tourism Segments at the Secretaría de Turismo e Identidad del Gobierno del Estado de Guanajuato, where she leads the development of the Meetings, Romance, Wellness, Nature, and Adventure tourism segments.

<https://guanajuato.mx/>

- 1. Estado de Guanajuato, México
- 2. Secretaria de turismo del Gobierno del Estado de Guanajuato

@guanajuato_mex
@secturgto

@guanajuato.mex



RAÚL F. JARAMILLO ESPARZA FARÍAS

Asociación de Turismo de Naturaleza y Aventura de Guanajuato (ATNAG)

President

Raúl F. Jaramillo Esparza Farías is a prominent figure in Guanajuato's tourism sector, widely recognized for his dedication to the development and promotion of tourism. His passion for nature and adventure led him to found and preside over the Asociación de Turismo de Naturaleza y Aventura de Guanajuato (ATNAG), an organization committed to creating unique and sustainable travel experiences.

As a professor at the University of Guanajuato and General Director of Turismo Alternativo en Guanajuato (TAEG), Jaramillo Esparza has played a key role in initiatives that promote direct engagement with Guanajuato's natural environment. His vision focuses on offering alternative tourism experiences that go beyond traditional destinations, allowing visitors to discover the state's ecological and cultural richness in an authentic and responsible way

<https://atnag.com/index.php>

Turismo de Naturaleza y Aventura de Guanajuato A.C.

@atnag.ac

ATNAG



SPEAKERS

ATMEX TALKS

MARCH 13:

13:20 - 13:40 -

Promoting Community Well-being Through Tourism: The Innovative Planeterra Model.

Planeterra is a leading non-profit organization that leverages community tourism as a tool to transform lives. Despite being a global industry, tourism often fails to directly benefit local communities and businesses. In many cases, the revenue generated by tourism does not reach local hands. Planeterra works to break this cycle by supporting and promoting community-based tourism, creating economic opportunities, protecting natural places, and celebrating cultures through travel.

Planeterra's innovative model establishes sustainable connections between local communities and major global travel companies, ensuring that authentic, enriching experiences offered by communities become accessible to the global market. This approach not only enables travelers to engage in unique and meaningful experiences, but also ensures that local communities directly benefit from tourism, providing long-term economic sustainability for community tourism businesses.

Through this model, Planeterra strengthens the social and economic fabric of communities, ensuring that tourism-generated income is reinvested in local development, cultural preservation, and environmental protection. This creates a virtuous cycle of benefits for all stakeholders. Additionally, partnerships with global tourism companies help them achieve their sustainability goals by promoting more responsible and impactful tourism



CARLOTA MORALES VICENTE

Planeterra

Community Tourism Specialist for Central America, Mexico, and the Caribbean

Carlota Morales has over 10 years of experience in community development, working with communities in her home country, Costa Rica, as well as throughout Central America, Mexico, and the Caribbean. She has expertise in both the non-profit and private sectors, focusing on project development and management. Her approach to community development is backed by a degree in psychology and a master's degree in Responsible Management and Sustainable Economic Development.

As a Community Tourism Development Specialist at Planeterra, Carlota manages, coordinates, and oversees the relationship between Planeterra, community projects, and stakeholders in the region. She ensures the smooth development and operation of projects, meeting community needs and goals, impact objectives, and monitoring requirements. She also serves as Planeterra's main point of contact for the region

<https://planeterra.org/>

 @PlaneterraCares

 @PlaneterraCares

 Carlota-Morales

UPLIFTING COMMUNITIES THROUGH TOURISM



SPEAKERS

ATMEX TALKS

MARCH 13:

13:40 - 13:50 - **Deep Dive Dominican Republic**
Dominican Republic: Nature and Adventure Tourism.

Showcasing Dominican Republic as a tourism destination beyond sun and sand, with a focus on nature and adventure tourism experience.



 @carolinaperezdr

 Carolina Pérez, CIS

CAROLINA PÉREZ

Ministry of Tourism of the Dominican Republic

Director of the Dominican Republic Tourism Promotion Office in Mexico

I am Carolina Pérez, an avid traveler with a passion for photography, music, and art.

Currently, I serve as the Director of the Dominican Republic Tourism Promotion Office in Mexico, where since 2017, I have been sharing the diversity and richness of my country with Mexican travelers.

With nearly 15 years of experience at the Ministry of Tourism, I have had the opportunity to work in key markets such as Spain, Portugal, and Mexico. Additionally, I have explored the media industry, working as a journalist, producer, and host on radio and television programs.

Travel has allowed me to discover new cultures and breathtaking landscapes, which I love to capture through photography. Music and art are essential elements of my experiences worldwide, fueling my creativity and inspiring my daily work. As a tourism ambassador, I take great pleasure in helping travelers discover the very best of the Dominican Republic..

<https://www.godominicanrepublic.com/>



 @apichardord

 Angel Del Rosario Pichardo

ÁNGEL PICHARDO

Ministry of Tourism of the Dominican Republic

Deputy Director of Domestic Tourism

Passionate about natural and community-based tourism development, Ángel Pichardo has over six years of experience in the tourism industry. He is responsible for promoting domestic tourism, showcasing the diverse offerings of Dominican destinations through events, fairs, and national gatherings.

Additionally, he delivers talks and training sessions at polytechnic institutions, universities, and to both local and international travel agents, with a special focus on community, nature, and adventure tourism. His work has enabled him to support community groups in creating and managing their tourism initiatives sustainably, while highlighting emerging destinations in the Dominican Republic

<https://www.godominicanrepublic.com/>



SPEAKERS

ATMEX TALKS

MARCH 13:

13:50 - 14:10 - **Travel to Reconnect: Tourism Trends 2025**

Connecting with nature to **reunite mind, body, and spirit**, as well as **sustainable and multigenerational travel**, are among the key **global tourism trends**. Learn how these concepts are being integrated and discover the **new travel experiences** being offered in **Mexico, Japan, Morocco, and other destinations worldwide**.



ARLETT MENDOZA

Food and Travel México

Editor-in-Chief

Arlett Mendoza is a journalist with nearly 20 years of experience across various media platforms, including magazines, newspapers, radio, digital media, and social networks. She is passionate about the stories that unfold at the table and behind the scenes, involving chefs, producers, and everyone who contributes to creating a memorable dining experience. She is also an avid traveler, exploring destinations to uncover their rich cultural heritage.

Throughout her career, she has traveled extensively across Mexico, the Americas, Europe, and Asia, sharing moving and insightful travel experiences. She has interviewed renowned chefs, including Massimo Bottura, Ferran Adrià, Joan Roca, Carlos Gaytán, and Jorge Vallejo.

Her expertise has led her to participate as a judge in gastronomic competitions, such as the Mexican Pizza Championship, and to moderate roundtable discussions, including at the Second Tourism Summit.

For the past 14 years, she has been part of the Food and Travel team, where she currently serves as Editor-in-Chief.

www.foodandtravel.mx

@arlettmendozamedel

Arlett Susana Mendoza Medel

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@ Food and Travel MX

SPEAKERS

ATMEX TALKS

MARCH 13:

14:10 - 14:30 - **Azul Profundo & Ciencia en Cometa: Regenerative Tourism and Conservation in Oaxaca.**

Discover how Azul Profundo and Ciencia en Cometa combine regenerative tourism and science to protect humpback whales in Oaxaca. An adventure with purpose!



 @cienciaencometa

MARCOS MUÑOZ MEDINA

Azul Profundo/Ciencia en Cometa

Marine Mammal Monitoring Specialist

With over four years of experience monitoring whales in Oaxaca, Marcos Muñoz Medina leverages platforms like Earth Ranger, Happy Whale, and Skylight to enhance marine conservation efforts. As a community-based monitor and collaborator at Azul Profundo, he promotes responsible whale-watching practices and local awareness initiatives.

As part of the Ciencia en Cometa project, he contributes to marine conservation research and scientific outreach. A Earth Ranger ambassador in Oaxaca, Marcos integrates technology, education, and science to strengthen sustainable tourism and marine ecosystem protection.

<https://www.instagram.com/cienciaencometa>

KEYNOTE CONFERENCES

MARCH 14:

09:00 - 09:50 - **From Traditional Tourism to Mindful Travel.**

A session focused on understanding the transition from conventional tourism to conscious tourism, exploring its unique benefits. Discover how, through well-structured practices, the tourism industry can create a positive impact on both the well-being and personal development of travelers as well as the communities they visit.



 @ConnectaVMx
 @connectaviajeros
 Connecta Viajeros México

XOCHIQETZAL COVARRUBIAS TREJO

Connecta Viajeros

Founder – Connecta Viajeros

Xochiquetzal Covarrubias Trejo holds a degree in Communication Sciences, specializing in Digital Marketing, from Universidad de la Salle, Bajío.

Practitioner and advocate of Mindful Travel, with experience in 17 countries and 23 states in Mexico.

Extensive training through diplomas, bootcamps, and studies in Alternative & Sustainable Tourism. Over 10 years of study and practice in the Mindfulness philosophy, including retreats in Mexico, India, Brazil, Morocco, and more. She also facilitates conscious travel experiences.

Founder of Connecta Viajeros, a Conscious Travel Experiences Agency in Mexico and Latin America, awarded “Sustainable Company of the Year 2023” at Mexico’s Ángel del Turismo Awards. More than 10 years of experience in Conscious Tourism (Wellness & Sustainability).

Director of Café para el Alma SJR/Qro, a collective supporting vulnerable communities in Mexico.

Speaker at various tourism and wellness forums.

<http://connectaviajeros.com>

SPEAKERS

KEYNOTE CONFERENCES

MARCH 14:

09:50 - 10:30 -

The Travel Experience as Sublimation: The Positive Effects of Travel and Its Connection to the Mind.

This presentation highlights the sensory experience of travel and its ability to trigger the release of neurotransmitters such as dopamine and serotonin, which are responsible for feelings of happiness and well-being.

Through personal stories and case studies, we explore how travel is more than just a change of scenery—it serves as a powerful tool for self-discovery and reflection, helping individuals navigate and manage their emotions.

In essence, this session emphasizes that travel is not merely a leisure activity but a transformative experience that can make a meaningful contribution to mental and emotional well-being in a world that often feels overwhelming



RICHARDT KREUSCH

Spanish Association of Lacanian Psychoanalysis

Linguist & Psychoanalyst – Representative of the Spanish Association of Lacanian Psychoanalysis in Mexico & Latin America

Richardt Kreuzsch, born in Puebla, Mexico, is a linguist and psychoanalyst, and a member of the Asociación Española de Psicoanálisis Lacaniano. He is an expert in Lacanian topology, deconstruction, and the philosophy of language.

Currently, he works as a private psychoanalyst and writer. He serves as the representative of the Asociación Española de Psicoanálisis Lacaniano in Mexico and Latin America. His literary work includes fantastic fiction categorized as “metaphysical horror” or “metaphysical mystery.” Among his published stories are “Moradores de un Universo,” “El Copista,” and “Habitación 21.”

Richardt is also the creator of Mazmorra de Demencia, a role-playing game, and runs an annual psychoanalytic training seminar, accredited by the Asociación Española de Psicoanálisis Lacaniano (AEPL).

 @RichardtKresuch

 Moradores de un Universo,
Richardt Kreuzsch

 Teoría o Muerte

10:30 - 11:10 -

Ecotourism and Ecological Restoration in Oaxaca: The Case of Pueblos Mancomunados

This session explores the key factors that led to the creation of one of Mexico’s pioneering ecotourism projects, the Pueblos Mancomunados of Oaxaca. Learn how this initiative has remained an international benchmark for community-based tourism for over 25 years and discover the crucial role it can play in the restoration of both ecosystems and human well-being.



PABLO RUÍZ LAVALLE

Villa Agroecológica Tierra del Sol / Red de permacultura La Margarita

Founder & Director

Pablo Ruíz Lavalle is the architect behind the design and implementation of the Pueblos Mancomunados ecotourism project, a pioneering initiative in community-based tourism in Mexico. He is also the founder and director of Expediciones Sierra Norte de Oaxaca, the country’s first community tourism enterprise.

Currently, he leads the Red de Permacultura La Margarita, an initiative focused on environmental restoration and regenerative tourism, promoting sustainability and ecological resilience.

<http://www.tierradelsol.org.mx>

 @Tierradelsoloaxaca

 @tierradelsol.oaxaca

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THANK YOU!

THE ATMEX TEAM



ANTONIO DEL ROSAL STANFORD

ATMEX Coordinator



REBECA YÁÑEZ MANRIQUE

ATMEX Director



OSCAR NAVARRO CORTES

Sponsorships & Institutional Management



ELENA DEL PALACIO

Speaker Coordination



ALAN ARECHAR

Finances and Marketplace



SUZEL PÉREZ CERVANTES

Social Media



HEIDY ROMERO

Communication



GERARDO IBARRA

Fams and One day Adventures



IVETTE MALDONADO

Logistics Coordinator



JUAN CARLOS RODARTE

Storytelling



MARCOS GARCÍA

Web

¡THANK YOU!



ADVENTURE TRAVEL NETWORK

OAXACA 2025

11 a 14 de Marzo

☑ REGÍSTRATE EN: WWW.ATMEX.ORG

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