

ATMEX

ADVENTURE TRAVEL NETWORK
CHIAPAS 2021
TUXTLA GUTIÉRREZ

PROGRAM



www.ATMEX.org



CHIAPAS
THE SOUL OF THE MAYAN WORLD



¡WELCOME!

Tuxtla Gutiérrez: Host Destination ATMEX 2021

Dear attendees of ATMEX Chiapas 2021, back to the origin. It is a pleasure for us to have you visiting Tuxtla Gutiérrez, we hope that you can take with you great memories of this city, and that you have the opportunity to visit all the tourist attractions the city offers, as well as to taste its gastronomy, and live unique experiences in its surroundings, along with the warmth of our people.

Our destination has extraordinary natural attractions such as the imposing Sumidero Canyon, the El Aguacero waterfall inside the La Venta River Canyon, the underground adventure in the El Chorreadero waterfall, among others. By being surrounded by 7 nature reserves and 3 Important Bird Areas, various nature and adventure activities are offered such as rappelling, hiking, bird watching, caving, paragliding, ultralight flying, etc. Also relating on the influence of a millenary Zoque culture that still preserves gastronomy, mysticism, customs and festivals, which highlight and give greater value to our natural attractions.

We invite you to discover the various museums and sites of interest within the city, of those that highlights, the Coffee Museum, the Handicraft Museum, the Botanical Museum, and the Crocodile Museum within the ZOOMAT, which it is consider one of the best zoos in Latinamerica in its genre, given that it is located within a nature reserve and it has flora and fauna from the region. Also to visit the highest Christ in the world, located in the Zoque town of Copoya.

It is a very important thing for us, to make you feel at home in our destination, that is why we work every day to improve our municipality, because a good place to live is a good place to visit.

Welcome!

Lic. Carlos Orsoe Morales Vázquez

Constitutional President of the Town Hall of Tuxtla Gutiérrez



¡WELCOME TO CHIAPAS!

Welcome to Chiapas, the extraordinary point of departure that opens your eyes, your mind, maybe your soul, to more than three millennia of living culture, adventure and nature.

Chiapas take you off the beaten track and into direct contact with people and places only the luckiest travelers reach. You'll see exuberant flora and fauna, and get ready to dine on cuisine that's truly a feast for the senses. Whether you're exploring magic towns, hiking nature, reserves, or ancient ruins, Chiapas will amaze you.

Lic. Katyna de la Vega Grajales,
Secretaria de Turismo del Estado de Chiapas

ATMEX

ADVENTURE TRAVEL NETWORK

CHIAPAS 2021

TUXTLA GUTIÉRREZ

The whole ATMEX team is exhilarated to see you again in person, and not only through a screen. It is needless to say how difficult these almost two years have been for our industry. This edition of ATMEX is meant to celebrate you, your tenacity, your drive and your desire to push through what at times seemed an insurmountable situation. It is also a homage of those who did not make it through, either because they had to close their doors, or because they are no longer walking the earth. This year's ATMEX is a sort of "group hug" through which we celebrate that we can be together and through which we confirm our commitment to our trade.

Some famous writer said "There is more to be learned from one day of discomfort, poverty and anxiety than from a lifetime of apparent happiness, security, riches and power." We have lived through that day. Now, we need to regain our footing, starting at the base, but with a much sturdier stance.

Back to the origin.

Welcome to Chiapas. Welcome to ATMEX!



Antonio del Rosal Stanford
General Director of
Experiencias Genuinas



Rebeca Yáñez Manrique
ATMEX Director



EXPERIENCIAS
GENUINAS



TUXTLA GUTIÉRREZ

CHIAPAS: THE SOUL OF THE MAYAN WOLD

CULTURE AND DIVERSITY

Chiapas is an icon of diversity of species and ecosystems, but also of cultures and ethnic plurality, so you can live incredible experiences in its impressive natural attractions, along with the history, customs, languages, festivals, clothing, traditions, and gastronomy of the place.

- It has 7 of Mexico's 9 most representative ecosystems
- 46 protected natural areas
- It has the largest record of birds in all of Mexico
- The most diverse state in terms of mammals
- One of the richest state in butterflies
- The largest hydrological system in Mesoamerica
- 10 Mayan archeological sites
- 14 indigenous ethnic groups

In Chiapas you will find impressive archaeological sites, legacy of the Mayan civilization, immersed in an exuberant vegetation, where you can see wild animals or listen to them.

Host City, Tuxtla Gutiérrez: The Capital of Adventure

Tuxtla Gutiérrez is the capital of Chiapas, it has 3 nature reserves, as well as 18 museums and sites of interest; one of its most important tourist attractions is the Sumidero Canyon National Park, where you can take a boat tour, rappel, birdwatching, cycling and hiking.

The city is part of the "Selva Zoque" region so it has the influence of this millenary Zoque culture, older even than the Mayans, which still preserves clothing, traditions, festivals and gastronomy.

We invite you to visit the typical family "botaneros" (a place to eat singular snacks especially to be eaten with beer), with delicious meals from the region, as well as the traditional Zoque kitchens, most of them located in the Copoya township.

Tuxtla Gutiérrez has the largest tourist infrastructure in the entire state, so you can discover impressive waterfalls and caves, and live great adventures, and at night rest in comfortable hotels.

Read more at: <https://atmex.org/destinos-de-aventura/tuxtla-gutierrez-chiapas/>

BIO SAFETY PROTOCOLS

We want ATMEX 2021 Tuxtla Gutiérrez to be an event that generates business opportunities and strengthens relationships between key actors of the industry to contribute to the recovery of tourism in Mexico.

To achieve this, we seek to make a safe and accessible event for all the attendees. Therefore, we are sharing the following requirements and recommendations to make the event safe. We will have protocols in place to ensure a space free of Covid-19 before and during the event.

These measures and protocols are based on state recommendations and requirements, as well as recommendations from the World Health Organization. The experience of other events in the industry will help us to strengthen these measures and create a better experience for all participants.

1. GENERAL MEASURES BEFORE THE START OF THE EVENT.

- **TIME FOR REGISTRATION:**
 - December 7th: 17:00 – 20:00 Hrs.
 - December 8th: 08:00 – 17:00 Hrs.
- **PLACE:** Hilton Garden Inn Hotel Tuxtla Gutiérrez, Chiapas. (Boulevard Belisario Domínguez, De Los Castillos 1641, 29050 Tuxtla Gutiérrez, Chis.)
-
- **During the registration process**, it will be mandatory to comply with the following points:
 - All participants must provide proof of full vaccination as well as an official identification document. The first and last name on the proof of vaccination or test result must match the name on the official identification.
 - In case of not being able to provide proof of full vaccination, it is required to bring the results of a PCR or antigen test taken no more than 48 hours prior to the event and indicating a negative result for Covid-19.
 - In case of not being able to provide proof of full vaccination or Covid-19 negative results via a PCR or antigen test, participants must take an on-site test and be presented with a negative result to obtain their access badge to the event.
- After meeting these requirements, participants will receive their access badge, which they must wear at all times to access the ATMEX venues or events.
- The venue will have a laboratory in which tests can be taken. These tests are mandatory and the cost must be covered by the participants.

2. GENERAL MEASURES DURING THE EVENT.

- The badge must always be worn to have access to the premises.
- Throughout the event, the use of face masks will be mandatory.
- The masks must have at least 3 filtering layers or be type KN95. Masks with exhalation valves will not be accepted.
- At the entrances of the enclosures there will be sanitation stations with thermometers for taking temperature and antibacterial gel. All participants must take their temperature and apply antibacterial gel at each admission.
- Please use the entrances and exits as indicated at the venues.
- Please maintain enough distance between yourself and other participants and avoid crowds in the different spaces of the event.
- During Marketplace meetings, masks should be worn at all times and avoid direct contact between attendees.
- Any symptoms or suspicion of symptoms that occur during the event must be reported to staff members in order to take appropriate measures. We may ask you to stay out of the event until possible contagion is discarded.

All participants are requested to comply with the protocols to achieve a successful and safe event. Registration for the event implies knowledge of the previous protocols and their compliance. The event spaces will be sanitized and adequate for the safety of all attendees. The success of the event depends on the commitment of all attendees and organizers.

ATMEX 2021 is committed to the development of the tourism industry in Mexico in a safe and responsible way





UNIVERSIDAD AUTÓNOMA DE CHIAPAS

In this 9th edition of ATMEX 2021 we are pleased to have the UNACH facilities at our venue in Tuxtla Gutiérrez.

The Universidad Autónoma de Chiapas is a public and autonomous higher education institution, that is socially responsible and with a deep service vocation that educates competent, critical and ethical professionals with civic and environmental awareness.

UNACH generates, disseminates and applies scientific, technological and humanistic knowledge.

The University spreads art and culture, promotes sports, and extends its services to society in local, national and international settings. It does this with qualified personnel and relevant, quality educational programs that contribute to sustainable development, social well-being, a culture of peace, democracy, equity and human rights.

In the 2018 edition of QS University Ranking Latin America, UNACH was ranked within the Top 300 of the best Latin American universities. QS University Ranking Latin America is considered one of the three most influential university rankings in the world and is published by Quacquarelli Symonds, a British company specializing in education and study abroad.

LOCATION:

Bldv. Belisario Domínguez 1081, Sin Nombre, 29000 Tuxtla Gutiérrez, Chis., Mexico.



GENERAL PROGRAM

DECEMBER 2 TO 7TH: **Familiarization Trips** for national and international buyers and media at sponsor destinations.

DECEMBER 7TH: 17:00 - 20:00 • **REGISTRATION****
Hotel Hilton Garden Inn: Boulevard Belisario Domínguez 1641, Tuxtla Gutiérrez, Chiapas.

DECEMBER 8TH:

- 05:00 - 06:00 • **TRANSPORT:** Hotels to Joyyo Mayu park
- 06:00 - 17:00 • **One-day Adventures in Tuxtla Gutiérrez.** Departure at Joyyo Mayu Park
- 12:00 - 17:00 • **REGISTRATION****
Hotel Hilton Garden Inn: Boulevard Belisario Domínguez 1641, Tuxtla Gutiérrez, Chiapas.
- 18:00 - 19:00 • **TRANSPORT:** Official hotels to Parque Joyyo Mayu
- 19:00 - 22:00 • **Welcome Cocktail:** Parque Joyyo Mayu
- 21:30 - 22:30 • **TRANSPORT:** Transport from JoyyoMayu ark to official hotels

DECEMBER 9TH:

- 08:30 - 09:30 • **TRANSPORT:** Transport from official hotels to Manuel Velasco Suárez Convention Center -UNACH
- 09:45 - 10:30 • **Inauguration Ceremony**
- 10:30 - 11:00 • **Coffee Break**
- 10:30 - 11:00 • **TRANSPORT:** Manuel Velasco Suárez Convention Center -UNACH to Auditorio de los Constituyentes (For all people who won't participate at marketplace)
- 11:00 - 14:00 • **Marketplace -** Business meetings between suppliers, buyers and media. (Only for attendees with a business table or meetings agenda)
- 11:00 - 14:00 • **CONFERENCES PROGRAM**
Auditorio de los Constituyentes UNACH
- 14:00 - 14:20 • **TRANSPORT:** Auditorio de los Constituyentes to the esplanade at Manuel Velasco Suárez Convention Center -UNACH
- 14:00 - 15:00 • ***Lunch:** Esplanade at Manuel Velasco Suárez Convention Center -UNACH
- 14:40 - 15:00 • **TRANSPORT:** Manuel Velasco Suárez Convention Center -UNACH to Auditorio de los Constituyentes
- 15:00 - 16:50 • **ATMEX Talks -** Short conferences from ATMEX' Academic Program
Auditorio de los Constituyentes
- 16:50 - 17:50 • **Keynote Conference: Digital Marketplaces: Which are they, how are they different, and how can I maximize their benefits**
Auditorio de los Constituyentes
- 17:50 - 18:30 • **TRANSPORT:** Auditorio de los Constituyentes to Official Hotels

FREE NIGHT TO ENJOY TUXTLA GUTIÉRREZ

DECEMBER 10TH:

- 08:00 - 09:00 • **TRANSPORT:** Official Hotels to Auditorio de los Constituyentes
- 09:20 - 10:00 • **Keynote Conference: Clear actions towards a Sustainable Tourism: 2021-2024 Agenda from the Tourism Commission at the House of Representatives.**
Auditorio de los Constituyentes
- 10:00 - 10:40 • **Keynote Conference: Rural Tourism - A Regenerative Approach**
Auditorio de los Constituyentes
- 10:40 - 11:00 • **TRANSPORT:** Auditorio de los Constituyentes to Manuel Velasco Suárez Convention Center - UNACH (For all people who will participate at marketplace)
- 11:00 - 14:00 • **Marketplace -** Business meetings between suppliers, buyers and media. (Only for attendees with a business table or meetings agenda)
- 11:00 - 14:00 • **CONFERENCES PROGRAM**
Auditorio de los Constituyentes UNACH
- 14:00 - 14:10 • **TRANSPORT:** Manuel Velasco Suárez Convention Center - UNACH to Auditorio de los Constituyentes
- 14:10 - 14:30 • **ATMEX Talk-** Short conferences from ATMEX' Academic Program
Auditorio de los Constituyentes
- 14:30 - 15:00 • **Closing statements -** by Antonio del Rosal Stanford.
Auditorio de los Constituyentes
- 15:00 - 17:00 • **Lunch sponsored by Baja California Sur:** Esplanade at Manuel Velasco Suárez Convention Center -UNACH
- 17:00 - 18:00 • **TRANSPORT:** Manuel Velasco Suárez Convention Center -UNACH to Official Hotels

** If you couldn't register on December 7 or 8, there will be a registration stand at the Convention Center.

* Lunch: Free for media buyers and speakers, and special prices for all delegates.

PROGRAMA DE CONFERENCIAS

DECEMBER 9TH:

11:00 - 12:30

PANEL:

DIALOGUE WITH THE INDUSTRY: POSITIONING RURAL TOURISM IN THE MIND OF THE CONSUMER TOWARDS THE RURAL TOURISM WORLD SUMMIT IN MEXICO ON 2022.

SPEAKERS:

- **Nancy Fabiola Hernández González**, Director of Sustainable Development Tourism areas at SECTUR
- **Miguel Ángel Muñoz Luna** Chronicler, historian and entrepreneur, at the History Museum in San Cristobal de las Casas / Miguel Muñoz Foundation
- **Ricardo Campos Quezada** President at the Indigenous Tourism Network in Mexico
- **Julio Uribe Curn** Director at Hacienda Zotoluca, Hidalgo
- **Pablo Albores** Founding partner and consultant in competitiveness for nature tourism products at ECOEXPERIENCIAS TOUR OPERATORS

MODERATOR:

- **Alejandra Zorrilla**, Director at Identidad y Desarrollo

12:30 - 14:00

PANEL:

BUILDING SUSTAINABLE DESTINATIONS: 2030 SUSTAINABLE TOURISM STRATEGY AND THE IMPORTANCE OF BIODIVERSITY AS A DIFFERENTIATOR AS SEEN THROUGH KUXATUR.

SPEAKERS:

- **Nancy Fabiola Hernández González**, Director of Sustainable Development Tourism areas at SECTUR
- **Román Camaal Coh**, President at the Maya Zone Community Tourism Network
- **María Elena Martínez Delgado**, General Director at ISLA Organization A.C.
- **Virginia Hernández Viera**, Official of Sustainable Tourism, in charge of the KUXATUR activities in Oaxaca, WWF
- **Ana Lorena Gudiño Valdez**, Director for the Adaptur Project, GIZ
- **Carlos Gómez Flores**, President at the National Association of citizen committees of Magical Towns
- **Adrián Méndez**, Regional Director at CONANP Chiapas

MODERATOR:

- **Rodolfo Salinas Roca**, Founder and Director at Natoure

PROGRAMA DE CONFERENCIAS

DECEMBER 9TH:

15:00 - 15:50

ATMEX TALK:

THE ROLE OF TRAVEL AGENCIES AS STRATEGIC PARTNERS

SPEAKERS:

- **Julian Arroyo**, President, AMAV CDMX
- **Verena Knopp**, President at CONEXTUR
- **Jesse Guerra**, President, ASTA Midwest Chapter

MODERATOR:

- **Rebeca Yañez Manrique**, Director at ATMEX and Dopamina.Travel

15:50 - 16:10

ATMEX TALK:

LIVE GREAT NATURE AND ADVENTURE EXPERIENCES IN GUANAJUATO

SPEAKER:

- **Cony Vallejo Cortés**, Touristic Segments Director at the Ministry of Tourism of the State of Guanajuato

16:10 - 16:50

ATMEX TALK:

STRATEGIC STORYTELLING TO SELL ADVENTURE TRAVEL

SPEAKER:

- **Rob Holmes**, Founder and Chief Strategist, GLP Films

16:50 - 17:50

KEYNOTE CONFERENCE:

DIGITAL MARKETPLACES: WHICH ARE THEY, HOW ARE THEY DIFFERENT, AND HOW CAN I MAXIMIZE THEIR BENEFITS

SPEAKERS:

- **Emiliano Iturriaga**, Co-Founder and CEO at Rutopia
- **Rodolfo Salinas Roca**, Founder and Director at Natoure
- **Sebastián Colín**, Policy Manager, AirBnb

PROGRAMA DE CONFERENCIAS

DECEMBER 10TH:

09:20 - 10:00

KEYNOTE CONFERENCE:

CLEAR ACTIONS TOWARDS A SUSTAINABLE TOURISM: 2021-2024 AGENDA FROM THE TOURISM COMMISSION AT THE HOUSE OF REPRESENTATIVES.

SPEAKER:

- **Yericó Abramo Masso**, President at the Tourism Commission House of Representatives in Mexico

10:00 - 10:40

KEYNOTE CONFERENCE:

RURAL TOURISM - A REGENERATIVE APPROACH

SPEAKER:

- **Anna Pollok**, Founder of Conscious.Travel

11:00 - 12:00

PANEL:

THE ORIGINS OF SUSTAINABLE MEXICO 2030: TLALTOCAN

SPEAKERS:

- **Nancy Fabiola Hernández González**, Director of Sustainable Development Tourism areas at SECTUR
- **Rodolfo Salinas Roca**, Founder and Director at Natoure
- **Rosi Amerena Amigo**, Consultant for the United Nations Development Program
- **Carlos Gómez Flores**, President at the National Association of citizen committees of Magical Towns

12:00 - 13:00

PRESENTATION:

TOURISTIC ACTIVITY GUIDELINES IN NATURAL PROTECTED AREAS

SPEAKER:

- **Adrián Méndez**, Regional Director at CONANP Chiapas

13:00 - 14:00

PRESENTATION:

SUSTAINABLE LANDSCAPES: NATURE-BASED TOURISM AS A MANAGEMENT STRATEGY FOR LANDSCAPE AND BIODIVERSITY PROTECTION, AND IT'S WITH A LINK WITH SUSTAINABLE MARKETS

SPEAKERS:

- **Ramón Alberto Flores Moreno**, Technical Manager / Conservation International Mexico Chiapas and Oaxaca Sustainable Landscapes Project / CONANP-CI
- **Karla Sarahí Bazán Perez**, Operative Technician / Conservation International Mexico

PROGRAMA DE CONFERENCIAS

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CHIAPAS 2021
TUXTLA GUTIÉRREZ

DECEMBER 10TH:

09:20 - 10:00

ATMEX TALK:

**BEST PRACTICES: ECPAT - RESPONSIBLE TOURISM AND CHILD PROTECTION
IN HOST DESTINATIONS**

SPEAKER:

• Norma Negrete, National Coordinator at ECPAT Mexico

14:30 - 15:00

CLOSING REMARKS

SPEAKER:

• Antonio del Rosal, Coordinador General ATMEX

THANK YOU FOR JOINING US

ATMEX
ADVENTURE TRAVEL NETWORK
CHIAPAS 2021
TUXTLA GUTIÉRREZ

SPEAKERS

KEYNOTE CONFERENCE



ANNA POLLOK
Founder of
Conscious.Travel



YERICÓ ABRAMO MASSO
President at the Tourism
Commission House of
Representatives in Mexico



EMILIANO ITURRIAGA
Co-Founder and CEO at Rutopia



RODOLFO SALINAS
Founder and Director
at Natoure



SEBASTIÁN COLÍN
Policy Manager,
AirBnb



EXPERIENCIAS
GENUINAS

*Learn more about our speakers at:
<https://atmex.org/en/tuxtla-2021/speakers/>



SPEAKERS | ATMEX TALKS



VERENA KNOPP
President at CONEXTUR



JESSE GUERRA
President, ASTA Midwest Chapter



CONY VALLEJO CORTÉS
Touristic Segments Director at the Ministry
of Tourism of the State of Guanajuato



JULIÁN ARROYO
President, AMAV CDMX



NORMA ELENA NEGRETE AGUAYO
National Coordinator
at ECPAT Mexico



REBECA YÁNEZ MANRIQUE
ATMEX y Dopamina.travel
Director



ROB HOLMES
Founder and Chief Strategist,
GLP Films



*Learn more about our speakers at:
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SPEAKERS

PANELS & PRESENTATIONS



NANCY FABIOLA HERNÁNDEZ GONZÁLEZ

Director of Sustainable
Development Tourism areas at
SECTUR



MIGUEL ÁNGEL MUÑOZ LUNA

Chronicler, historian and entrepreneur,
at the History Museum in San Cristobal
de las Casas / Miguel Muñoz
Foundation



JULIO URIBE CURN

Director at Hacienda Zotoluca,
Hidalgo



PABLO CÉSAR ALBORES LEÓN

Founding partner and consultant in
competitiveness for nature tourism products
at ECOEXPERIENCIAS TOUR OPERATORS



RICARDO CAMPOS QUEZADA

President at the Indigenous
Tourism Network in Mexico



ALEJANDRA ZORRILLA

Director at Identidad and Desarrollo



EXPERIENCIAS
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ADVENTURE TRAVEL NETWORK

SPEAKERS

PANELS & PRESENTATIONS



ROMAN CAAMAL COH

President at the Maya Zone
Community Tourism Network



MARÍA ELENA MARTÍNEZ DELGADO

General Director at ISLA
Organization A.C.



ADRIÁN MÉNDEZ

Regional Director at CONANP
Chiapas



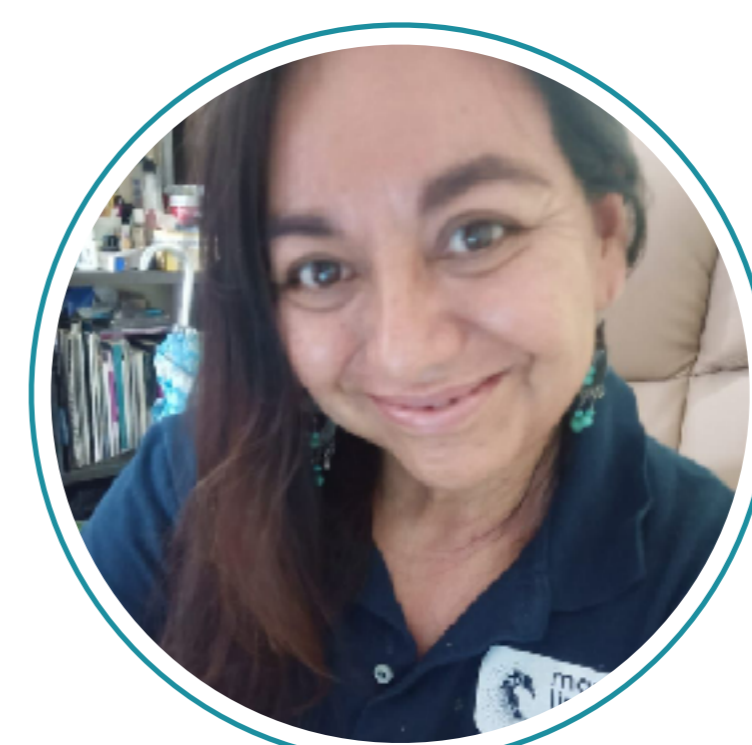
CARLOS GÓMEZ FLORES

President at the National Association of
citizen committees of Magical Towns



ANA LORENA GUDIÑO VALDEZ

Director for the Adaptur
Project, GIZ



VIRGINIA HERNANDEZ VIERA

Official of Sustainable Tourism, in
charge of the KUXATUR activities in
Oaxaca, WWF



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SPEAKERS

PANELS & PRESENTATIONS



ROSI AMERENA AMIGO

Consultant for the United Nations
Development Program



KARLA SARAHÍ BAZÁN PEREZ

Operative Technician /
Conservation International Mexico



RAMÓN ALBERTO FLORES MORENO

Technical Manager / Conservation
International Mexico Chiapas and Oaxaca
Sustainable Landscapes Project /
CONANP-CI



ANTONIO DEL ROSAL

ATMEX General Coordinator
MC



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STRATEGIC ALLIES



STRATEGIC ALLIES



THANK YOU!

THANK YOU TO ALL THE TEAM FROM:



¡Es Chiapas!



CHIAPAS
THE SOUL OF THE MAYAN WORLD

THE ATMEX TEAM



ANTONIO DEL ROSAL STANFORD



REBECA YÁÑEZ MANRIQUE



ELENA DEL PALACIO



ALAN ARECHAR



DIANA GONZÁLEZ



ADRIANA DE LA O RESÉNDIZ



JAIME CAMPOS



OSCAR NAVARRO CORTES



GERARDO IBARRA