



# CHIAPAS

BUSINESS TOURISM

***RFP – GSTC ANNUAL MEETING 2012  
TUXTLA GUTIERREZ, CHIAPAS – MEXICO  
April 8<sup>th</sup> to 13<sup>th</sup>, 2012***





### Contact Information

Name: ANA DIAZ ORTEGA

Job Title: GENERAL DIRECTOR

Organization: CHIAPAS CONVENTIONS AND VISITORS BUREAU

Website: [www.ocvchiapas.com](http://www.ocvchiapas.com)

Email: [adiaz@ocvchiapas.com](mailto:adiaz@ocvchiapas.com)

Phone: +52 (961) 6187530, Ext. 68210

City: TUXTLA GUTIERREZ

State: CHIAPAS

Country: MEXICO

### Proposed Meeting Location

Proposed Meeting Venue Name: CHIAPAS CONVENTION CENTER AND POLYFORUM

Website: [www.ocvchiapas.com](http://www.ocvchiapas.com)

Additional Information on Proposed Meeting Venue:

Set of 9 rooms.

• Exhibition area:

Great Mayan Hall:	4,511.15 ft.
Lobby:	3,608.92 ft.
Total:	8,120.07 ft.

• Set-ups: school, auditorium, cocktail, etc.

• Conferences: from 50, 100, 400, 600, 1,000 up to 1,500 people.

• Catering: coffee break, banquets and cocktails up to 1,500 people.

### What makes Chiapas a strong candidate to host the GSTC AM/OF?

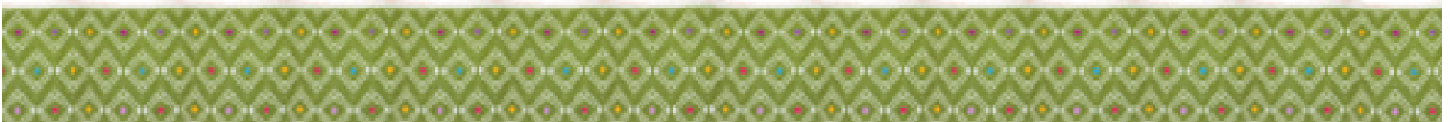
Chiapas has developed its State Development Plan in line with the United Nations Millenium Goals, where sustainability and conservation play a key role. This has led the state to build the first "Sustainable Rural City", Nuevo Juan de Grijalva, after it was devastated by a mud slide in 2007. The State of Chiapas has replicated this model other villages. Sustainability is a key component for these villages and the Government of the State is highly committed with environmental practices. On September 18<sup>th</sup> 2011, Governor Juan Sabines Guerrero was named Vice Chair for Central & South America of the R20 (Regions of Climate Action); this fact consolidates him as a leader in sustainable practices and places Chiapas a one of the main areas of the World where environment care is a must. In this position, Governor Sabines is in charge of directing the efforts in combating the effects of climate change in Latin America. The actions taken by Chiapas are an example for the rest of the states in the World; outstanding cultivation of jatropha to produce biodiesel, conservation of natural resources, solar energy use at tourist centers, productive reconversion in agricultural programs, etc.; all of which make hosting the GSTC Annual Meeting in 2012 a strategic component of the State's Development Plan.





### ***RFP Information Checklist***

- ✓ Our destination is a leader in sustainability practices
- ✓ Our destination has credible experience and history hosting successful meetings
- ✓ We can host a local tour and/or field session to showcase our destinations premiere sustainable tourism activities
- ✓ We can coordinate and manage local, regional and national media outreach
- ✓ We can market the meeting locally through relevant channels
- ✓ Our venue is located conveniently to an international airport
- ✓ We can provide transportation from and to the venue if not easily available
- ✓ Our venue is located conveniently to several 4 to 5 star hotels
- ✓ We will drive local sponsorship efforts for the GSTC Annual Meeting
- \_\_\_ Our meeting venue is sustainable
- ✓ Our venue can/will provide back of house tours for GSTC members
- ✓ Our venue meets the space requirements outlined in the RFP
- ✓ Catering and food service will be sources from local and organic sources as available
- ✓ Destination/venue will provide the following concessions or the equivalent:
  - ✓ Complimentary meeting rooms and rentals including AV requirements;
  - ✓ Complimentary rooms for up to 5 staff
  - ✓ Discounted rooms for participants
  - ✓ Shipment of meeting-related packages/boxes received on complimentary basis;
  - ✓ Complimentary internet access for all meeting attendees;
  - ✓ Reduced F&B pricing.
- ✓ Venue for reception or cocktail is of cultural relevance or environmental importance ( ex, WH site, park, historic monument, community market, etc)



## ***Host Destination Profile***

### **I. LOCATION**

Chiapas is located in Southeastern Mexico bordering to the north with Tabasco and Veracruz; Oaxaca to the West, the Pacific Ocean to the South and to the East with Guatemala.

Chiapas, concentrateS 14 protected natural areas and 30% of Mexico's biodiversity. It is the first state in the world to have a two Sustainable Rural Cities.

Chiapas has the appropriate infrastructure and services for hosting onferences, conventions, incentive travel, fairs and expos. It is a destination that fits perfectly with the current trend s to hold events in non-traditional destinations, and offers unique attractions. We are the only state which has the main axis of tourism:

- Archeaology
- Colonial Cities
- Nature
- Beach
- Border



*San Marcos Cathedral*

Tuxtla Gutierrez, the capital city, is located in the mountainous central depression just at 56 kilometers from the colonial city of San Cristobal de Las Casas, 20 minutes from Chiapa de Corzo and 45 minutes from International Airport Angel Albino Corzo.

Modernity, traditions, rituals, legends and vernacular architecture are part of Tuxtla´s charms. Here people will discover master pieces of arte: hand-embroidered costumes, lacquer handcrafts, amber jewelry, delicious sweets and traditional cuisine.

Tuxtla Gutierrez is a competitive city that offers all the required services to meet a wide range of tastes and business needs. It is a unique place for visitors who come in search of new flavors, amazing experiences, feelings and unique natural beauty .



## ***Host Destination Profile***

### **II. SAFETY IN CHIAPAS**

The current government of Chiapas has determined Public Safety to be one of its priorities. The result: today Chiapas became the second safest state in the country according to CIDAC (initials in Spanish for Center of Research for Development). This data supports that presented by the National System of Public Security which places Chiapas among the four safest states in the country at the same time the National Competitiveness Institute claims Chiapas to be the safest state in Mexico.

The master plan for this improvement in the State's safety was detailed in the **“Agreement for a Safer Chiapas”**. This framework pursues coordination and collaboration among the state government, the federal government, private and social sectors and media. This agreement was signed on September, 2008.

Our capital city, *Tuxtla Gutiérrez*, is the first Safe Community in Mexico and third in Latin America, certified on March 29<sup>th</sup> 2011 by the Karolinska Institute in Stockholm, Sweden, through the Institute CISALVA of Cali, Colombia.



## Host Destination Profile

### III. SUSTAINABLE PRACTICES

#### Tourism

The State Government through the Ministry of Tourism impels tourism in rural areas where social communities are involved preserving their authenticity through the development of infrastructure and equips sites using bioclimatic building designs and materials of the region according each location, respecting the concept of ecotourism established in NOM-133 Standards and Specifications for Ecotourism Sustainability which are placed into practice models of cultural preservation of biodiversity and natural systems using renewable energy saving facilities, saving mechanism in water consumption, and the use of digesters to treat sewage. The establishment of operating rules for community groups and visitors in order to preserve biodiversity, are a must to prevent the removal of species of flora and fauna that can cause a significant impact to the habitat. At the same time good practice codes to save energy such as: use of biodegradable spotlights and LEDs, water dispensers for visitors, efficient management of solid waste through the composting of organic and recycling of inorganic waste.

Some of the ecotourist centers that fulfill with the above standards are: Sima de Las Cotorras, Las Guacamayas, Posa Poop Chan, Campamento Cueva del Tejón, Campamento Rio Lacanja, Tres Lagunas, Campamento Top Che and Naha; most of them located in the area of the Lacandon Jungle. The State Government gives to all these centers technical support in order to invite other sites and social groups to join these models of respect and preservation of natural and cultural resources, in order to consolidate the tourist routes with this distinctive sustainability projects. Also private companies participate in this models, outstanding the Coffee Plantations of the Soconusco Area.



## Host Destination Profile

### III. SUSTAINABLE PRACTICES

#### Tourism



## Host Destination Profile

### III. SUSTAINABLE PRACTICES

#### Safe Community

The work done by Tuxtla Gutierrez to obtain the certification as a “Safe Community” was a challenge because it involved the establishment of innovative forms of urban organization and administrative management and also support development of security systems to ensure control, injury prevention and quality of life for its citizens.

What is a Safe Community? It is a model of intervention of the World Health Organization (WHO) for the control and prevention of injuries and violence based on the community. The certification of Tuxtla Gutierrez as a “Safe Community” was granted by the Karolinska Institute, after been assessed and approved by the CISALVA Institute of Colombia, who is the Safe Communities Certifying Center for Latin America.

The evaluation was made on the 19 programs submitted for this purpose that have been effective in the prevention of crime and violence, implementing schemes such as:

CRIT CHIAPAS (Child Rehabilitation Center Telethon), CENTRA (Specialized Centers for Addiction Prevention and Treatment), ALCOHOLIMETRO (Breathalyzer), AMANECER (Programme for Older Adults), TODOS A LA ESCUELA (Basic Education for Children), SEGURIDAD VIAL (Road Safety), RED CIUDADANA (Citizen Network), BOTÓN NEGOCIO SEGURO (Safe Business), TAXI VIGILANTE (Taxi Alert), CONEJO BUS (Ecological Public Transportation), INSPECTORES INFANTILES (Children Inspectors), BANCO DE SANDRE (Blood Bank), SISTEMA CIUDAD DEL AGUA (City Water System), CENTRO DE ATENCIÓN Y VIGILANCIA PERMANENTE – CAVIP (Permanent assistance and alertness Centre), SISTEMA INTEGRAL DE PROTECCIÓN Y TRATAMIENTO DE BASURA (Integral System for protection and waste treatment), CLÍNICA DE LA MUJER (Women's Clinic), POLICÍA CIUDADANA SOLIDARIA, (Citizenship Police), POLICIA DEL CENTRO y POLICÍA FEMENIL DE TRANSITO Y VIALIDAD MUNICIPAL (Central Police and Traffic and Municipal Police Women), the result of this assessment assures the city’s population an optimum life quality.





## Host Destination Profile

### III. SUSTAINABLE PRACTICES

#### Safe Community additional information:

In relation to the certification as " Safe Community" obtained by Tuxtla and in accordance with the theme of "sustainable practices", there are 3 main programs that play a key role and have been driven conclusively by the Municipal and State governments:

#### Conejobus Ecological Transportation

This program is member of the Safe Community's movement and has modernized public transportation with the inclusion of technology for the benefit of users; promoting through its programs the use of environmentally friendly fuel, fully attached to sustainable practices. It is also giving priority to injury prevention in older adults, people with disabilities and pregnant women since it was launched on June 2011 (3 units specially equipped to provide quality service to this sector of the population)

#### Ciudad del Agua

This program aims to have the necessary water infrastructure and expand water services, with the fundamental premise to cover the present and future needs of the population and economic growth of the metropolitan area of Tuxtla Gutierrez and its neighboring municipalities. Schools from all levels have visited this site, even national and international schools. This program has benefited more than 650,000 people in Tuxtla Gutierrez, providing "water for all, all day" is the motto of the program.



## ***Host Destination Profile***

### **III. SUSTAINABLE PRACTICES**

#### **Safe Community additional information:**

#### **Integral Protection System and Solid Waste Treatment**

Meeting the needs of cleaning and solid waste management of the population of Tuxtla Gutierrez through operational and regulatory mechanisms that allow the providing of an efficient public service, with the strong commitment to improve the quality life of the citizens, as well as the tourist image of the city in order to satisfy domestic and foreign visitors, and protect public health and the environment.

Currently, this program provides support for waste gathering to the municipalities nearby Tuxtla Gutierrez, thanks to technology it has to process solid waste, without affecting the environment.





**A  
SAFE  
COMMUNITY**



**AGREEMENT**

between

**Instituto CISALVA, Universidad del Valle  
Cali, Colombia**

in its capacity as a Certifying Center to  
**the WHO Collaborating Centre on  
Community Safety Promotion  
Karolinska Institutet  
Department of Public Health Sciences  
Division of Social Medicine**

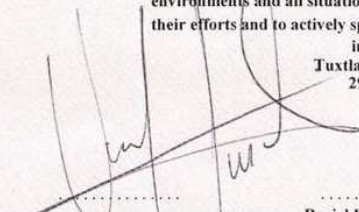
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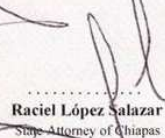
**Tuxtla Gutiérrez Municipality**


to

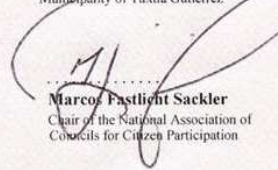
implement an ongoing programme of injury control. This initiative will cover the whole community including people in all age groups, all environments and all situations. The parties agree to document and evaluate their efforts and to actively spread their experiences nationally and internationally.

**Tuxtla Gutiérrez, México  
29 March 2011**

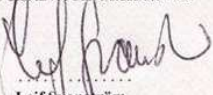
  
.....  
**Seth Yassir Vázquez Hernández**  
Mayor  
Municipality of Tuxtla Gutiérrez

  
.....  
**Raciél López Salazar**  
State Attorney of Chiapas

  
.....  
**Maria Isabel Gutiérrez**  
Professor  
CISALVA, Universidad del Valle

  
.....  
**Marcos Fastlicht Sackler**  
Chair of the National Association of  
Councils for Citizen Participation

  
.....  
**Juan José Sabines Guerrero**  
Lic.  
Governor of Chiapas

  
.....  
**Leif Swanström**  
Professor, Emeritus  
Chair, WHO Collaborating  
Centre on Community Safety  
Promotion



## ***Host Destination Profile***

### **III. SUSTAINABLE PRACTICES**

#### **Environment - Quality in Urban Solid Waste Management in Chiapas**

**OBJECTIVE:** Reduce environmental pollution generated by municipal solid waste and special handling.

**FACTS:**

From 2007 to 2010, 14 landfills were constructed, corresponding to the towns of Tuxtla Gutiérrez, Pichucalco, Venustiano Carranza, Cintalapa, Reforma, Nicolas Ruiz, La Concordia, Villaflores and San Fernando, the second stage of Yajalon and Ocosingo, and microfilled Palestine, Frontera Corozal and Ostuacan, resulting in an operational capacity to carry out the final disposal of 317.892 tons of garbage.

In 2011, we completed the construction of landfills Escuintla, Benemérito de las Americas, Chilon, Sitalá, Simojovel and Motozintla. Additionally, 16 studies were completed for the construction of landfills that will benefit 21 of the 28 municipalities with the lowest Human Development Index, for which already has 35 million dollars authorized by the federation for the construction of 11 of the 13 new landfills to be established in Chiapas. With these actions, in the 20 landfills that are already in the state, is making the final disposal of 435.976 tons of waste, representing an increase of 59.25% over the six-year goal raised.

At the end of this administration, for the year 2012, Chiapas will have a total of 33 landfills. These facts are consistent with the Millennium Development Goal #7. Ensuring Environmental Sustainability.



## ***Host Destination Profile***

### **III. SUSTAINABLE PRACTICES**

#### **Environment - Quality in Urban Solid Waste Management in Chiapas**



*Tuxtla Gutiérrez Landfill*



*Cintalapa Landfill*



## ***Host Destination Profile***

### **III. SUSTAINABLE PRACTICES**



#### **Agriculture**

The Agriculture Ministry of Chiapas runs projects that support producers, promotes agricultural sustainability such as the “Maiz Solidario” Project (Corn Project), which main objective is to provide, preferably, organic agri-inputs like Fungi, bacteria and humic acids acting as bio-fertilizers, compost and vermicompost that improve the structure and texture of agricultural soils thereby ensuring productivity features and conservation.

Likewise are provided to producers, agricultural supplies such as organic herbicides, insecticides that prevent agro-ecological environment pollution.

Another important project is the production of organic fertilizer and humic acid, through the technique of vermiculture which´s objective is to provide resources to low income producers in order to help them produce their own improvements and biofertilizers, through vermiculture model installation reducing costs, increasing crop yields and preserve the environment.



## ***Host Destination Profile***

### **III. SUSTAINABLE PRACTICES**

#### **Productive Reconversion, the future of Chiapas**

In 5 years, the Productive Reconversion Program has invested in Chiapas Agriculture more than 1,250 million pesos and it has taken action in more than 112'000,600 hectares along the state. Also it has created social consciousness and fostered the active participation of farmers reactivating the economy in regions where before did not existed any kind of supports.

The main component of Productive Reconversion are the nurseries. Nowadays, it has a network of 70 nurseries, strategically located; being the largest in Mesoamerica and having the capacity to produce more than 48 million plants and where more than 4,500 people work every day.

With these actions, from 2007 to 2011, plants have been generated to convert 42.212 hectares of oil palm, 10.766 hectares of rubber, 10.638 hectares of pinion, 35.052 hectares of various fruit trees, 89 hectares of protected agriculture and maintenance provided to 13.847 hectares of cocoa, benefiting in this way more than 56,000 producers.

In the area of oilseeds, Chiapas remains firm as the entity with the largest area of oil palm in Mexico, surpassing the 59,000 hectares in the first 5 years and has the capability to expand to 66,000 hectares by mid 2012 .



## ***Host Destination Profile***

### **III. SUSTAINABLE PRACTICES**

Moreover, this year 10,000 hectares of rubber have been consolidated, helping to restore the forest in the jungle region, providing the opportunity for small producers to access the bond market for carbon capture and payment for environmental services.

Also, the platform is developed and the state is placed at the forefront in generating clean energy sources, being the first state to implement a comprehensive project of production of oil for conversion to biodiesel from the cultivation of *Jatropha*, which by its nature adapts to poor soils or penurias, reaching 10,638 hectares established where other crops cannot thrive. This is an alternative for families living in the central depression of the State. In the process of industrialization, the entity has a production capacity of 30 thousand liters, and can be expanded up to 10 times that capacity.

Because of its cultural importance, the cocoa has a lofty acceptance and it is placed second in Mexico, with an area of over 20,000 hectares in production. To strengthen this sector the state has provided technical assistance to 13,847 hectares, benefiting more than 7,000 producers of the 6 cocoa growing regions, who perform cultural practices of pruning, nutrition, maintenance of drains, among others, all these in order to increase production and combat pests and diseases.

Thus, the dynamics of the field is developed and optimized by redoubling efforts and reaffirming the commitment to build for Chiapas, minimizing the gaps against which we fight to achieve the Millennium Development Goals.





## ***Host Destination Profile***

### **III. SUSTAINABLE PRACTICES**

#### **Biodiesel**

Under the **Solidarity Development Plan of Chiapas 2007-2012**, which promotes the use of biofuel blends for public and school transport, the Government of the State launched the **Bioenergetic Chiapas Program**, as a public policy and the strategy of Productive Reconversion.

The program is supported by the production of feedstock for biodiesel production. There are 7 Jatropha nurseries, producing 15 million annual plants, 8 orchards mother and 10 000 hectares of Jatropha in 166 locations established with the participation of 2.746 producers with the goal to produce about 11 million liters of pure Jatropha oil to be transformed to biodiesel.

Chiapas now has 2 high-tech industrial plants for the production of biodiesel, a British manufacturing with production capacity of 28,000 liters / day, and the other Swedish manufacturing with production capacity of 2.000 liters / day, which makes an installed capacity of 30.000 liters per day.

A fundamental part of this public policy is to mitigate the effects of climate change, which lead to the creation of **Biodiesel Chiapas** as a public agency in charge of the marketing of biodiesel.

Currently, Chiapas biodiesel is been used for Public Transport Systems in Tuxtla Gutierrez and Tapachula.

To conclude the biodiesel production chain, Chiapas has built the first biodiesel service station in Mexico, located in the city of Tuxtla Gutierrez with a capacity distribution of 80.000 liters and capable of delivering 800 liters per minute. This biodiesel service station has high quality technology and meets the highest standards of operation and will start operation soon.



## Host Destination Profile

### III. SUSTAINABLE PRACTICES

#### Biodiesel



## Host Destination Profile

### III. SUSTAINABLE PRACTICES

#### Biofuel

On March 2011, with the support of the Ministry of Communications and Transport (SCT), Airports and Auxiliary Services (ASA), Chiapas State Government and European aviation authorities (European Aviation Safety Agency - EASA), Airbus and CFM did a biofuel test to ensure that it met all the specifications without making any changes to the aircraft or engine.

The flight left from the International Airport of Mexico City to Angel Albino Corzo International Airport in Tuxtla Gutierrez, Chiapas. The A320, powered by CFM engines, used 30% of biofuel from Jatropha processed by Honeywell UOP in one engine. ***Studies on the life cycle of biofuel production from Jatropha show that CO2 emissions are reduced by up to 80% over the standard for aviation kerosene.***

Thus, Interjet and Airbus launched the first flight with biofuel derived from jatropha in Mexico, using an Airbus A320. Biofuel is made from local crops of Jatropha in Chiapas. The purpose of the demonstration flight and the project was to accelerate the commercialization of biofuel for aviation in Mexico.



## Host Destination Profile

### III. SUSTAINABLE PRACTICES

#### Biofuel





## Host Destination Profile

### III. SUSTAINABLE PRACTICES



#### MARCA CHIAPAS (Chiapas Brand)

Marca Chiapas is a hallmark of quality, we now have 716 certified products from 149 companies, the number of companies with organic products in the State is increasing,. Actually we have coffee and fresh products such as: banana, jalapeno chile, ataulfo Mango, papaya, seeds used in jewelry, exotic flowers; among others.

We also have sustainable businesses as Leñateros (woodcutters) workshop and manufacturers of basketry: A publishing collective operated by contemporary Mayan artists in Chiapas, Mexico. Founded in 1975 by poet Ámbar Past, the Workshop has created the first books to be written, illustrated, printed, bound (in paper of their own making) by Mayan people in over 400 years. Among its multiple objectives are those of documentation, praise and dissemination of Amerindian cultural values: song, literature, plastic arts, and the ancient Mesoamerican tradition of painted books. The Leñateros', rescue of old and endangered techniques such as the extraction of dyes from wild plants, contributes to the conservation of Native American languages, and benefits the ecology by recycling agricultural and industrial wastes, transforming them into art and beautiful books.

We developed the brand label Chiapas Geotourism, which purpose is to Identify, maintain, develop and create customized marketing. Its main objectives are:

- Protect the tourism product (Place)
- Integrate community site
- Green Resource Conservation



The strategy is:

- Identify sites that meet the profile for Marca Chiapas hallmarks Geotourism.
- Create a map with the route to visit the Geotourism sites
- Attract the type of tourism that likes and supports the natural and cultural attributes.
- Develop a sense of local identity and pride - authentic and unique
- Encourage local communities to preserve cultural and natural aspects that add value to the destination.
- Encourage the State to the preservation of geo-tourism sites and communities.



## ***Host Destination Profile***

### **III. SUSTAINABLE PRACTICES**

#### **Sustainable Rural Cities**

Historically, Chiapas population growth has been so chaotic and disorganized. From 1970 to 2005, 11,646 new sites were built in Chiapas, which is almost the equivalent to the creation of a new town every day. In this deeply sparse population universe, in addition to a rugged terrain that makes difficult the provision of services and infrastructure for development; “Sustainable Rural Cities” are the main public policy of the State Government. These were created to combat the marginalization-binomial dispersion. Framed within the compliance of the 8 UN Millennium Development Goals, the vision of the Indigenous Communities Program is to create an Indigenous Community subsystem in our State, in benefit of families living in scattered localities and risk areas in order to allow the provision of basic services and the creation of economic alternatives and productive employment for people paid by adapting the spatial distribution of the population to the potential of regional development within a framework of greater prosperity and social and economic sustainability in the use of resources.



*Nuevo Juan de Grijalva*



## ***Host Destination Profile***

### **III. SUSTAINABLE PRACTICES**

#### **Sustainable Rural Cities**

Therefore, each of the Indigenous Communities is designed and built taking into consideration the following 5 components in a sustainable manner:

- ✓ **Housing and Urban Development:** provides decent and safe housing with water services, drainage, electricity, sewerage and street lighting, building properly planned urban infrastructure and transport services.
- ✓ **Social Development:** provide education, health services and connectivity.
- ✓ **Economic production and services:** establish and operate agro-industrial projects, industrial reconversion, commerce and services that enable design and operate schemes of financing, training, marketing and financial evaluation of businesses.
- ✓ **Environment:** create an environment program with ecological and territorial proposals for conservation, restoration, management and sustainable use of natural resources.
- ✓ **Legality and Government:** create favorable conditions for the construction of society, fondness and good governance as fundamental principles for a healthy living in a new neighborhood.

We have two Indigenous Communities founded: Nuevo Juan del Grijalva and Santiago El Pinar; and two more under construction: Jaltenango La Paz and Ixhuatán.



*Santiago El Pinar*



## *Host Destination Profile*

### III. SUSTAINABLE PRACTICES

#### Sustainable Rural Cities



*Ixhuatán*



*Jaltenango*







## ***Host Destination Profile***

### **III. OTHER**

#### KEY POLITICAL FIGURES :

- Juan Sabines Guerrero: Governor of Chiapas could inaugurate He has proved to be committed to sustainable practices.
- Juan Rafael Elvira: Secretary of the Environment for Mexico.
- Gloria Guevara: Secretary of Tourism for Mexico.
- Juan Carlos Cal y Mayor Franco: Secretary of Tourism for Chiapas
- Lourdes Adriana Lopez Moreno: Secretary of the Environment and Natural History for Chiapas

#### NGO REPRESENTATIVES IN CHIAPAS:

- Conservation International
- CITECH Tourist and Ecological Intelligence Center of Chiapas:

#### **a) Principles:**

Represents and protects the interests of the local tourism sectors as a generator of innovation; it focuses on the appropriate strategies to follow; it assists in choosing the right decisions that will increase efficiency within the tourism industry.

#### **b) Vision:**

To become the Center of Creative Activity (ihub) of the sector that integrates and leads the tourist sector, to be the leader of an strategic and innovative network with the participation of entrepreneurs, research centers, universities, chambers of commerce, and financial groups; to uphold eco-logical principles and values.





## ***Host Destination Profile***

### NGO REPRESENTATIVES IN CHIAPAS:

CITECH...

#### **c) Mission:**

To project the tourism industry of Chiapas as the engine of its economy, while generating knowledge and innovation to make it more competitive through planning, research, key projects, and technological development.

#### **d) Transformation of the Tourist Sector:**

1. Design of the network INOVATUR (*To become the Center of Creative Activity and build a platform of tourist and strategic innovation for Chiapas with the cooperation of local participants, so as to generate: Development plans, Design and evaluation of new projects, Links with non-local participants*)
2. Planning
3. Development, promotion, and implementation of new key projects
4. Scientific research, technological development, and the creation of services, products, and
5. destinations.

#### **e) Key Projects:**

1. Chiapas te recibe de corazón (Chiapas receives you from its Heart)
2. International Green, Ecological Forum
3. International Ecological Exhibition
4. World Green Week
5. Green-Room (Prototype of a sustainable social eco-touristic center)
6. Green Certifications :Green certification for tourist venues



## Host Destination Profile

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November 7, 2011

Mauricio Penagos  
Centro de Inteligencia Turístico Ecológico Chiapas a.c.  
Boulevard Andrés Serra Rojas No. 1090 Torre Chiapas Nivel 14, Paso Limón  
Torre Chiapas Piso 14  
Tuxtla Gutierrez, CHP 29045  
MX

Dear Mauricio;

It is a pleasure to welcome the Centro de Inteligencia Turístico Ecológico Chiapas as a member of the Global Sustainable Tourism Council.

The GSTC is a global membership based organization, formed to foster increased knowledge and understanding of sustainable tourism practices and the adoption of universal sustainable tourism principles. The GSTC aims to provide its members with access to tools, services and opportunities to strengthen their operations, policies and practices towards offering a more sustainable product. As a member, your organization will be able to contribute towards the creation and review of sustainable tourism standards, have access to an array of resources and tools and, benefit from or contribute to market access opportunities.

As the Secretariat of the GSTC, it is our aim to support you in achieving your objectives and activities toward our common mission. Your benefits will begin upon confirmation of payment and we will set up a call with you to walk you through your membership benefits and answer any questions you may have. In the meantime if you have any questions please contact us at [GSTCmember@unfoundation.org](mailto:GSTCmember@unfoundation.org)

We look forward to working with you in achieving our common goal of enhancing the tourism experience of travelers while promoting conservation, alleviating poverty and protecting our beautiful destinations for generations to come.

Sincerely



Erika Harms  
Executive Director

GLOBAL SUSTAINABLE TOURISM COUNCIL

1615 M Street NW, Suite 700, Washington, DC 20036, USA, T +1 202.887.9040 F +1 202.887.9021 [www.gstcouncil.org](http://www.gstcouncil.org)



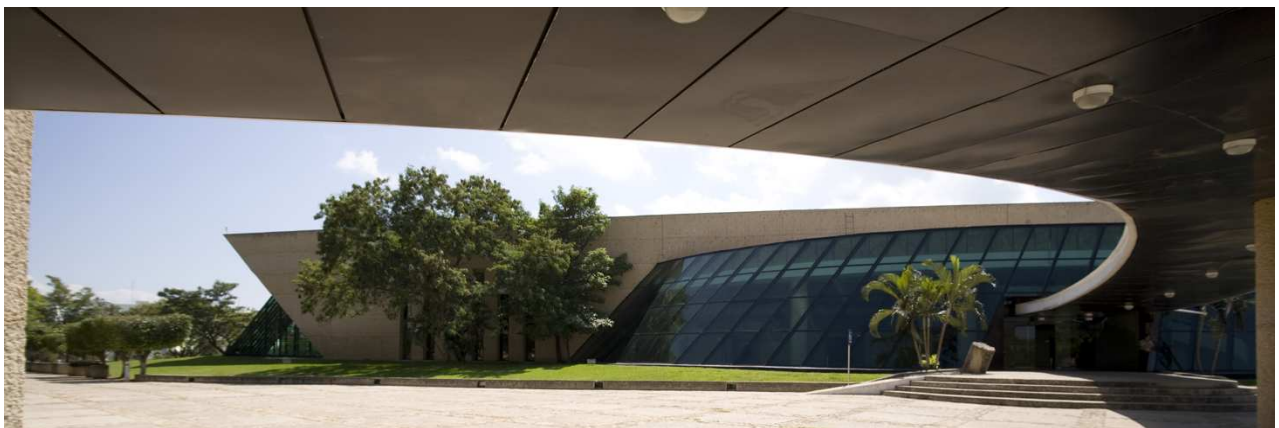
## ***Meeting Venue***

### CONVENTION CENTER AND POLYFORUM CHIAPAS

Unique architectural buildings constructed in 1993 by architect Abraham Zabludovsky, renowned for his great contribution to architecture in Mexico. This scenario meets various services for the development of all kinds of events (cultural, arts and sports). I has hosted several national and international shows. Even though the venue is not applying sustainable practices, we are open to commit and work together with GSTC to use its evaluation tools to start establishing these kind of practices; which will derived in benefit of our venue and employees. Hosting the GSTC Annual Meeting will be the ideal scenario to commit with sustainable practices.



*Polyforum Auditorium*



*Convention Center*





## CONVENTION CENTER

Set of 9 rooms, ideal for holding events of different sizes.

- Exhibition Area:

Great Mayan Hall:	4,511.15 ft.
Lobby:	3,608.92 ft.
Total:	8,120.07 ft.

- Set-ups:

Russian, School, Auditorium, Cocktail, Etc.

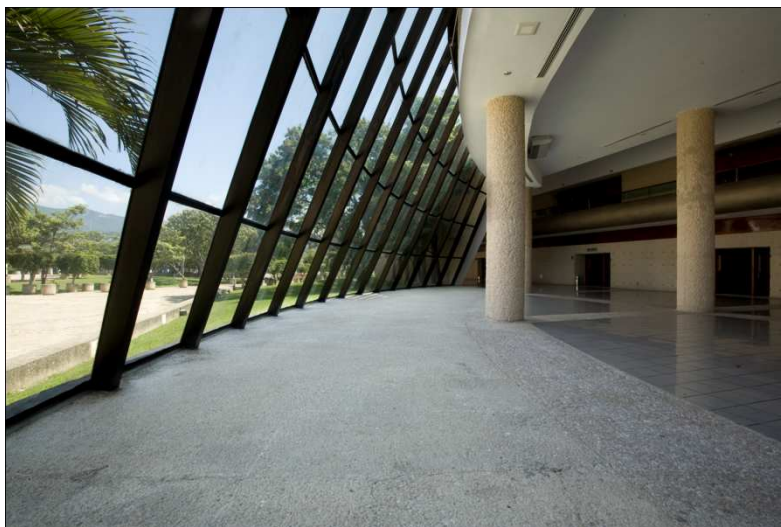
- Conferences:

From 50, 100, 400, 600, 1,000 up to 1,500 pax.

- Catering:

Banquets, coffee break and cocktails up to 1,500 pax.

*Lobby and interior - Convention Center*



## POLYFORUM

- Capacity of 3.875 people in 3 different areas:

- Melon Area            946 pax
- Magenta Area        1,288 pax
- Blue Area             1,641 pax

- Theater stage 21 x 10 m

- Scenario able to adapt as:

- Basketball Court
- Fast Football
- Boxing ring
- Tae Kwon Do Tatami

*Interior - Polyforum Auditorium*



## Meeting Activities

*2012 plays a key role for the Mayan Culture; its represents the beginning of a new era for Humanity. Chiapas is the entrance to this mystic and magical World full of colors, traditions, natural beauties and amazing archaeological sites.*

### OPTIONS FOR SOCIAL AND CULTURAL EVENTS:

#### MAYA NIGHT

A series of purification and Mayan spiritual rituals will take us back to the origins and the core of the Mayan civilization, all in breathtaking scenarios offered by the City. Unique ethnic food is also served.

#### CHIAPAS NIGHT

Performance "Que Vivan los Parachicos" is a show inspired by the legend of Maria de Angulo. Lady who came from Spain to the town of Chiapa de Corzo in search of a quack doctor to cure his son Sebastian who was ill of sorrow. The sorcerer of the town suggested "Joy" for little Sebastian so various Chiapan Indians dressed up and danced "para el chico" (for the kid) and that's how the little Sebastian was cured and the Parachico's dance was born. On January this famous feast is taken place in this beautiful colonial city.



*Mayan Rituals*

*The Parachicos Performance*

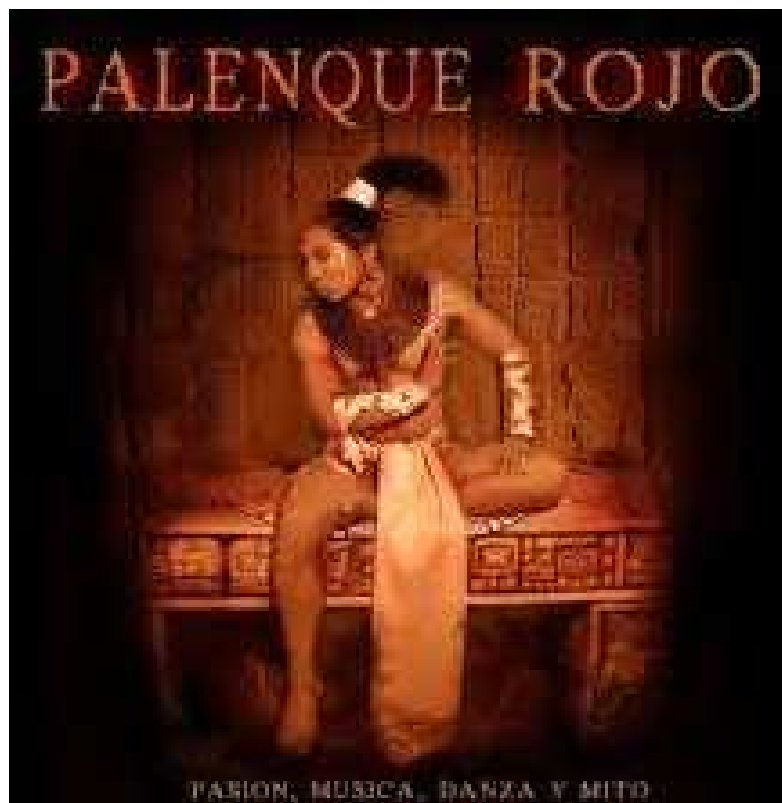


## ***Meeting Activities***

### ***PALENQUE ROJO***

Palenque Rojo presents the mythical story of the Mayan Ruler Kan Joy Chitam II, son of the great ruler Pakal II and brother of the notable Kan Balam II. It is their lineage which gave splendor to the majestic city of Palenque.

In the extraordinary lands of the Mayans, embraced on all sides by the jungle with its exoticism, wild beasts, and magic, there was a period which gave rise to two great city-states: Palenque and Toniná. These two cities fought to control the commercial route from the Gulf of Mexico to the heart of the Petén (in present-day Guatemala). In Palenque Rojo, we present one of the most important moments of this power struggle, as related in a beautiful bas-relief: the kidnapping of the Ruler Kan Joy Chitam. ([www.palenquerojo.com](http://www.palenquerojo.com)).





## Meeting Activities

### MARIMBA PEÑA RÍOS

If something is deeply connected to Chiapan life is the "marimba". In very party, festivity or celebration the marimba is present. This musical instrument is the most representative of Chiapas and well known around Mexico and the World.

### NARIMBO

Outstanding Marimba group that mixes the traditional marimba music with several rhythms, such as: rock, jazz, blues and new-age; creating a innovative product.

### ARTURO AQUINO

A small and cozy waiting room is all that separates us from the particular universe of this young Mexican talent Mexican. Arturo Aquino "the piano of Mexico" is a complete and sensitive artist: musician, producer, composer, director and above all a wonderful human being.



Arturo Aquino



Peña Ríos Marimba



Narimbo



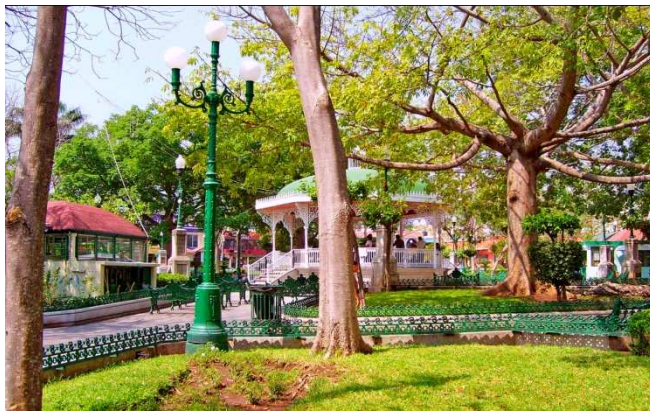
## Meeting Activities

### SIGHTSEEING

A sacred place for the ancient Chiapans, the Sumidero Canyon is a symbol of identity to present-day inhabitants. It is an spectacular geological fault and one of the most important natural attractions within Mexico.



*Sumidero Canyon*



*La Marimba Park and Museum*

(La Marimba, Chiapas representative musical instrument). Every evening, at La Marimba Park in Tuxtla Gutiérrez, visitors and locals delight themselves while listening to a marimba concert and dancing around the kiosk.



*Miguel Alvarez del Toro Zoo – ZOOMAT:* This zoo is considered unique within Latin America, because it gives shelter only to regional species which live in their original habitat.



## Meeting Activities

### SIGHTSEEING



*Amikuu Park:* AMIKÚÚ means “FRIEND” and is a composed word from Mayan and Spanish. This park is located in the heart of the Sumidero Canyon. It’s a small forest surrounded by towering walls; its paths are full of native flora and fauna. Here visitors are able to practice several activities such as: hiking, kayaking, zip-lining and swimming.

Enjoy a great view of Tuxtla Gutiérrez, from this spectacular place, located at only 15 minutes from down town.



*Cristo de Copoya View Point*



## Meeting Activities

### ARCHAEOLOGICAL SITES



*Bonampak*

One of the most spectacular sites in Chiapas. Platforms, buildings and steles reveal themselves in a gradual and harmonious sequence as you walk along the Great Plaza. Yaxchilán means “place of green stones” and dates back to year 250 AD. What can currently be seen is a good example of its previous splendor (681-810 AD), particularly the constructions ordered by Pájaro Jaguar IV (Jaguar Bird). Outstanding constructions: Great Acropolis, Ball Court, Jaguar Steles, Red Temple.

Mayan site famous for its well preserved murals, painted during the government of Chan Muan II. Bonampak means “painted walls” and reached its glory by 746 AD when it was in alliance with Yaxchilán. Outstanding constructions: Temple of Frescoes, Building 3, buildings 4 & 5 on the second level of the acropolis, building 6 which has a lintel with the bust of governor Chan Muan I.



*Yaxchilan*



*Chincultik*

Site located in Los Llanos Region, peaked its splendor towards the end of the Classic Mayan Period (600-900 AD). Settled in the top of a mountain flanked on side by the Tepancuapan Lake and the Blue Cenote on the other. Its ball court was built upon a large platform and more than a dozen steles are located along it.



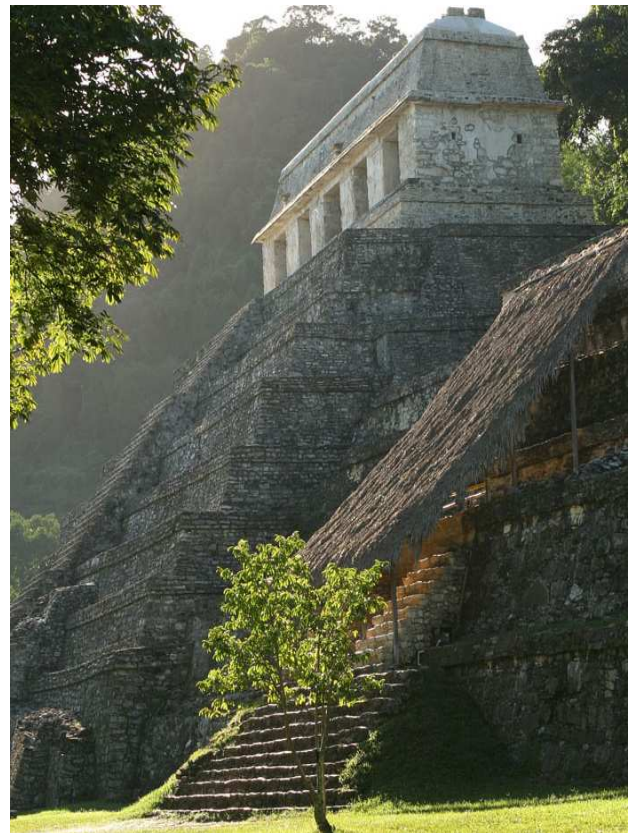
## ***Meeting Activities***

### **ARCHAEOLOGICAL SITIES**

Located in Ocosingo's Municipality, this Mayan site of the Classic Period rests on a mountain slope built into a succession of staircases and terraces of more than 70 meters in height and is a truly open-air rocky labyrinth. Outstanding constructions: Palace of the Underworld, The Throne, Palace of Frets, Mural of Four Eras, Temple of the Steaming Mirror.

#### *Toniná*

Pre-Hispanic occupation of Palenque began during the late pre-Classic Period, in the 2<sup>nd</sup> century by groups of unknown origin. Its apogee was from 600 to 750 AD, and the most important ruler was Kinich Janab Pakal, who's tomb was found inside the Temple of Inscriptions. The Museum imitates a walk through the archaeological site and offer abundant information about the site, its structures, as well as art and history of the ancient Mayas. Palenque's original Mayan name is also unknown. The most outstanding buildings are: Temple of Inscriptions, The Red Queen Temple, The Temples of the Cross and the Foliated Cross and the Temple of the Sun.



*Palenque*



## ***Meeting Activities***

### **NATURAL BEAUTIES**



*Las Nubes*

Tourist center surrounded by turquoise waters and tropical rainforest. It is a place of great potential to practice adventure activities. Located among the edges of the Lacandon Jungle, its geological characteristics offer a great setting to be visited and explored.

In 1980, a government decree turned this tropical rainforest area into a Biosphere Reserve, to protect flora and fauna. The Tulijá Rivers flows down to form this impressive turquoise color waterfalls and limestone dikes form pools. Its extraordinary color is more intense during the dry season (April-May).



*Agua Azul Falls*



## ***Meeting Activities***

### **NATURAL BEAUTIES**



*El Chiflon Falls*

San Vicente River forms a series of waterfalls and natural pools of turquoise blue water in the midst of a forest. Activities: hiking, camping, zip-lining.



*Montebello Lakes*

Decreed as National Park in 1959, Montebello Lakes is formed by 59 lagoons and lakes which main characteristic is the beautiful changing colors of its waters, being the most outstanding: Montebello, Cinco Lagos, La Encantada, Esmeralda and Tziscoa lakes.



## ***Meeting Activities***

### **COLONIAL CITIES**



*Chiapa de Corzo*

This historic city lays on the right banks of the Grijalva River. La Pila, Mudejar style fountain located in the central square, is considered a jewel of Hispano-Arabic art. The ancient Dominican monastery is one of the principal monuments of colonial Chiapas. It is an active cultural center with permanent and temporary exhibitions, folk-art workshop, and a variety of art-related activities.

*Comitán de Dominguez*

Heir to ancient Indian settlements, was founded in 1528 by Dominican friars, just after the arrival of Spaniard conquerors. Comitán's historic center or "zocalo" has succeeded in preserving much of its traditional architecture, which is reflected in its streets, iron balconies and old mansions. Partially surrounded by portals, the Main Square is the perfect place to start your visit.



*San Cristóbal de Las Casas*



San Cristóbal is the heart of the Chiapas Highlands. The city offers provincial interpretation of the neoclassical style, baroque facades and Dominican churches. Visitors can enjoy San Cristóbal's colorful handicrafts, exquisite cuisine, folkloric festivals, ceremonial processions, amber stores and ancient legends.





## Meeting Activities

### INDIGENOUS COMMUNITIES



#### *Zinacantan*

Important tzotzil town located at 14 Km. from San Cristóbal de Las Casas. In Zinacantan, the sacred spaces are demarcated by the hills that surround the small valley and the group formed by San Lorenzo Church the chapels of Esquipulas and San Sebastián. Beautiful embroidered textiles are produced in waist looms by women and flowers are an important part of Zinacantan's economy.

#### *San Juan Chamula*

Three barrios (neighborhoods) make up this Tzotzil ceremonial center. Inside their church, the Chamulans participate in syncretic rituals with a unique devotion and solemnity. Their religion is a syncretism of Catholic and Mayan beliefs. Chamula means "Dead Lagoon".



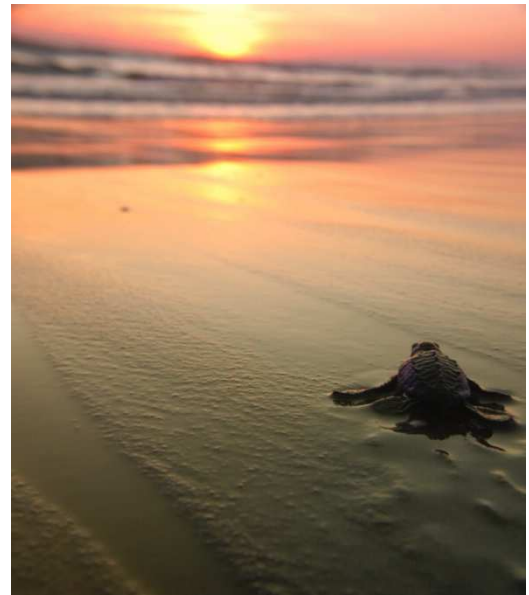
## ***Meeting Activities***

### **SUN AND BEACHES ROUTES**

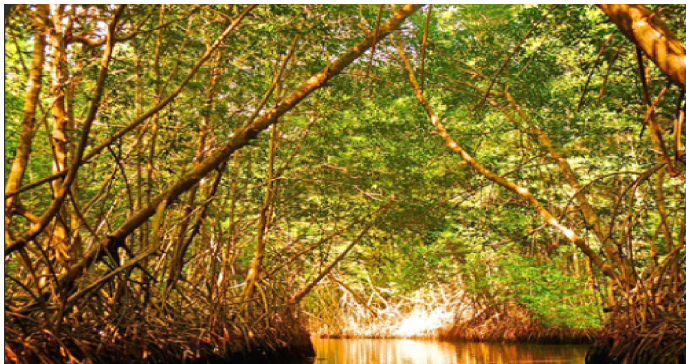
Chiapas is a new destination on the Pacific. Fascinating tours to: beautiful beaches with tropical vegetation, high mountains, mysterious archaeological sites and towns with ancient traditions; where joyful music, exotic flavours and the festive spirit of its people are combined.



*Izapa Archaeological Site*



*Puerto Arista*



*Zacapulco Sand-Bar*

*Chochuital Sand-Bar*





## Meeting Activities

### COFFEE ROUTE

One of the most fascinating experiences, The Coffee Route will take you to gorgeous plantations and haciendas where the European colonization has left its incredible trace. Wandering the paths you will discover exotic flower fields and a large variety of birds. Ideal place to relax while enjoying regional and international cuisine, a unique atmosphere of fresh air and wonderful landscapes view. Drive a Jeep or walk through the magnificent coffee fields, and learn about the complex processes of grain transformation from the coffee bush to a delicious cup of aromatic coffee.



## **Past Meetings**



### **INTERNATIONAL CONFERENCE ON THE LOCATION OF THE UN MILLENIUM GOALS: “LOCAL AGENDA FOR HUMAN DEVELOPMENT“**

On July 2010, Chiapas hosted this International Conference which was organized by Chiapas State Government, the Social Development Ministry – SEDESOL and the United Nations Program for Development UNDP. The Conference brought together more than 20 guest speakers from Latin America the Caribbean, Asia-Pacific, Africa and Eastern Europe, where more than 200 local government, sub regional and national representatives of developing countries gathered.

The Conference was opened by Rebecca GrynspanMayufis – Associate Director for the UNDP, José Ángel Córdova Villalobos – Health Minister for the Federal Government, Magdy Martinez Soliman – Resident Coordinator of United Nations System Mexico, and Governor Juan Sabines Guerrero.

The objective of the conference was to provide space for analysis on local efforts to achieve the MDGs, share best practices and monitoring tools for the articulation, transparency and accountability in the achievement of the MDGs.

Conference results served as inputs for the 2010 World Summit on the Millennium Development Goals and to global and regional reports on the MDGs, among of which outstand:

- The identified tools, best practices and key lessons and strategies for scaling up local responses to the MDGs and the challenges and opportunities faced by different countries and regions.
- Promoting direct dialogue between the different levels of government and promote coordination and concerted commitments, as well as the articulation of national and local efforts.
- The promotion of links between governments, civil society and the MDGs, on one side, and between the MDGs and local governance, on the other, with respect to transparency and accountability with their synergies in constant evaluation and monitoring.



## Past Meetings

### INTERNATIONAL CONFERENCE ON THE LOCATION OF THE UN MILLENIUM GOALS: “LOCAL AGENDA FOR HUMAN DEVELOPMENT”

- Best practices were exposed and lessons learned with reference to access and use of resources by local governments - for example, coordination between national plans and budgets, international funding mechanisms and sources of local funding.
- Learning was enhanced South-South and North-South as part of the exchange of experiences with developing countries; the Conference sought to promote dialogue between local governments in the South and the experiences, lessons and practices in the developed cities.
- Outlined the challenges and opportunities observed in different successful experiences regarding the process for the provision of services. This includes examining the participation of non-state actors and the mechanisms and frameworks that are functioning – public, private and mixed; and the reasons why they work.



## Past Meetings

### ADVENTURE TRAVEL WORLD SUMMIT 2011 - SAN CRISTOBAL DE LAS CASAS, CHIAPAS

The Adventure Travel Trade Association's annual, trade-only Adventure Travel World Summit is the preeminent place to:

- Network with adventure-based tour operators, destinations, media and other adventure-focused companies from around the world.
- Further your personal development and knowledge of the trends in adventure travel.
- Promote your products and brand to the adventure travel industry's influencers and decision-makers.

#### Attendees

Held October 17-20 in San Cristobal de Las Casas, Chiapas, the 2011 Adventures Travel World Summit was the largest North American Summit to date, selling out at 622 Delegates and gathering for professional development, in-depth networking, inspiration and adventures throughout Mexico. Each delegate was an industry influencer and/or decision-maker. The Delegates attending the 2011 ATWS hailed from 50 countries around the globe, from Argentina and Australia to Venezuela and Vietnam.

#### Sponsors

Return on Investment

Over the course of their entire sponsorship, mayor sponsor of the event received more than 1.4 million impressions via a variety of channels (including web, email, print and more) to this key audience of industry leaders, while other levels of sponsorship received ROI appropriate their level of commitment.



## *Past Meetings*

### ADVENTURE TRAVEL WORLD SUMMIT 2011 - SAN CRISTOBAL DE LAS CASAS, CHIAPAS



### **Programs & Promotions**

Sponsors such as Eddie Bauer, Away.com, Men's Journal, National Geographic Traveler, Eagle Creek, Wanderlust and many more utilized the ATWS for product sampling, extensive networking and lead generation, brand-building and promotions, while other sponsors also dedicated support to specific speakers, initiatives or events.

### **Intangibles**

In addition to the tangible ROI noted already, Summit sponsors also:

- Proved to this industry's leaders their commitment to creating community within the once-fragmented adventure travel industry.
- Received additional credibility by reaching Delegates on an emotional level.
- Positioned themselves as industry champions who are supporting key industry events.
- Helped strengthen the voice of the adventure travel community.
- Added to our industry's resurgent momentum.
- Received intimate networking support, facilitated by the ATTA.
- ATWS 2011 was the first GREEN Summit in the history of ATTA.



## Past Meetings

### ADVENTURE TRAVEL WORLD SUMMIT 2011 - SAN CRISTOBAL DE LAS CASAS, CHIAPAS

#### Testimonials



➤ *“This trip has definitely changed my perspective on Mexico. Living in Los Angeles I often take Mexico for granted. I have not seen it as exotic or interesting enough. I feel differently now. This town of San Cristobal de Las Casas is special. I have not had enough time here to explore and am planning on going home to talk to my wife about coming back here next year. I think that she would really love it here. Maybe we’ll even come back for an extended period of time and take an intensive language class. There was also a bit of a fear factor in coming here. The press is so negative, but now I see that that perspective was not necessary. In my opinion, this was the best Summit ever. The format of walking in the town between seminars was great”*

➤ *“I have always been mystified by the fact that Americans do not come to Mexico for the culture. It is sad , but the market reality is that many Americans come to Mexico to get drunk on a beach vacation. I would guess that more Americans go to Cambodia and Vietnam than they do to Mexico for a cultural vacation, but I think that the culture here has a lot to offer. I have been thinking about running trips in Mexico for years. This town is especially wonderful with its color and people that are so demure, quiet, and kind”*

➤ *“It was great seeing you again in Chiapas. What an amazing place this was, I had even considered cancelling a few weeks ago due to safety issues. good I didn’t”*

➤ *“I feel more confident in working to change the perceptions of our travelers to embrace this destination as a possible adventure itinerary”*

➤ *“The Summit definitely had an impact. We've been running trips in Latin America and never considered Mexico. Now I'm strongly considering developing Mexico as a part of our offering”*





## Past Meetings

### ADVENTURE TRAVEL WORLD SUMMIT 2011 - SAN CRISTOBAL DE LAS CASAS, CHIAPAS

#### Testimonials

- *"The Summit definitely had an impact. We've been running trips in Latin America and never considered Mexico. Now I'm strongly considering developing Mexico as a part of our offering"*
- *"We've offered tours to Mexico for many years but I hadn't been here in a while. Even I was getting put off by news and negative reports but starting with my PSA through the opening night, I have come back around completely. Will definitely be building a program with my PSA tour operator which is why I came here"*
- *"The event was a complete life-changer for me. And I didn't even know I needed one"*
- *"The Mexican people are the warmest people we've ever met"*
- *"After Mexico night, I found myself wondering, "Why do I not visit my neighbor more often?""*
- *"Greenland is quite far from Mexico so we do not hear about it very often. When we do hear news from Mexico it usually involves travesties like the flu and deaths. When the ATTA announced the Summit in Mexico I was a little scared, but after being hear I feel completely different about the country. I feel totally safe walking around in a city that is twice the size of my country, and I would definitely bring my family here on holiday"*
- *"I came to Chiapas in the early 1990's, and it is very different now. In the surrounding areas, outside of the city, there is definitely still room for improvement, but overall the state has made significant developments. Driving through the country you used to see homes made of nothing more than wood and thatched roofs. The social climate has changed, as well. Coming here in the early 90's it felt like a town on the brink of revolution, which it was, and today I do not feel that same sense of social tension"*





### ***Financial Contribution***

- Chiapas State Government and CITECH will be in charge of searching sponsorships, with an economic commitment up to \$50,000.00 USD.
- CVB Chiapas will sponsor the “Welcome Reception”.

### ***Promotion of the Meeting***

GSTC will count on with the support of CPTM (Mexico Tourism Board), Chiapas State Government and CITECH; for the promotion of the meeting.

As an additional effort CITECH is planning to join its main event “FITEC – Internacional Ecotourist and Tecnological Fair” with the “GSTC Annual Meeting”; in order to reach a broader market.

### **What is FITEC?**

International Trade Show of technological products and sustainable services directed to be applied in the tourist sector.

### **When will it take place?**

On April 2012 at the Convention Center and Polyforum Chiapas in Tuxtla Gutiérrez.

### **FITEC Mission**

To be a showcase for the promotion and sale of sustainable products.

### **FITEC Reachout**

To place Chiapas as an ikon on the generation of ideas, program paradigms, systems and sustainable developments applied to the tourist sector.





### **What does FITEC pretend?**

- 1.- Promote Chiapas as an example of design and application of sustainable technology in the tourist sector.
- 2.- Live a learning experience in how to develop sustainable business models applied to tourism.
- 3.- Promote sustainability in the tourism industry.

### **FITEC Areas.**

- 1.- Design and construction
- 2.- Energy
- 3.- Recycling and handling of solid waste.
- 4.- Green products.
- 5.- Solutions and incentives.
- 6.- Certifications, consultancy and education
- 7.- Successful business models.

### **FITEC and Education.**

An important part on the design and development of FITEC are conferences and workshops that will be taught by internationally renowned speakers as well as the participating companies. This services will be open to all public by an invitation program.

### **Will FITEC always be hosted in Chiapas?**

No. In the medium term, it is planned that FITEC could become a travelling exhibition, but the first 6 editions may probably take place in Chiapas.





**FITEC in numbers:**

50 Countries

EXHIBITORS	120
CORPORATE BUYERS	200
PURCHASING CHIEFS AND MANAGERS	800
NATIONAL SPEAKERS	2
INTERNATIONAL SPEAKERS	3
ATTENDANTS TO CONFERENCES	1200
VISITORS	15000
BUSINESS AREA	500

**International Marketing Plan.**

FITEC has developed a national and international strategy with the support of CPTM (Mexico Tourism Board) visiting embassies, chambers of commerce, business chambers, etc.

Electronic media:

- Web site.
- Tv promos.
- Radio.
- Social networks.
- Specialized magazines.
- Forums.

Projected promotion investment: **\$300,000.00 USD**  
**Plus the support of the Federal, State and Local Governments.**



## Local logistics & Transportation



### CONNECTIVITY

Angel Albino Corzo International airport is roughly 45 minutes hour from the capital City, Tuxtla Gutiérrez. Tuxtla is also a one hour flight from Mexico City, which has connectivity to all major cities in the US and to the rest of the world.

### FLIGHT FREQUENCIES

- 8-10 flight from Mexico City 1.248 places daily, operated by Aeromexico, Interjet and VivaAerobus.
- 3 weekly flights from the city of Monterrey, Nuevo León of 148 spaces, operated by VivaAerobus.
- 3 weekly flights from Oaxaca, Oaxaca.
- 3 weekly flights of 148 seats from the city of Guadalajara, Jalisco, operated by VivaAerobus.
- 2 flights per week of 50 seats from the City of Houston, Texas, operated by Continental Airlines.

CVB CHIAPAS has a deal to get special discounts (10 to 15%) with Interjet and Aeromexico.





## ***Local logistics & Transportation***

### **VALUE ADDED EFFORTS FROM CVB CHIAPAS**

#### **SUPPORTS**

- Image design .
- Gifts for special guests.
- Welcome cocktail.
- Distribution of invitations to state authorities and VIP.

#### **EFFORTS**

- Chiapas handicrafts exhibition and sale during the days of the event.
- Special rates: hotel, land transportation
- Reservations and special rates in historic or special venues for social events.
- Cultural activities for social events.

#### **MEDIA PLAN**

- Promotional spaces in local newspapers.
- Promotion of the event the States Channel and local radio and TV companies.
- Support for calling media Press Conferences.
- Mailing.



## Lodging Options

HOTEL	RATE
HILTON GARDEN INN <i>Note: Hilton is a member of GSTC and they apply sustainable policies in their hotels.</i>	\$104 USD + 18% Tax
CAMINO REAL	\$100 USD + 18% Tax
FIESTA INN	\$99 USD – SGL / DBL + 18% Tax
CROWNE PLAZA	\$86 USD – SGL / DBL Extra pax: \$24 USD + 18% Tax
HOLIDAY INN	\$63 USD – SGL / DBL Extra pax: \$20 USD + 18% Tax
BEST WESTERN PALMA ARECA <i>Note: This hotel has the BEST GREEN – BASIC certification.</i>	\$62 USD – STANDARD ROOM SGL / DBL \$65 USD – SUITE SGL / DBL Extra pax: \$12 USD + 18% Tax (Breakfast included)
CITY EXPRESS <i>Note: This hotel has established sustainable purchasing policies and solid waste management.</i>	\$60 USD – Single \$65 USD – Double \$75 USD – Suite Extra pax: \$7.00 USD Rates + 18% Tax





## **Food**

The following costs, provided by CVB CHIAPAS and *CAMINO REAL* are only a sample of the offer Tuxtla Gutiérrez has but not definitive. We are able to contact GSTC with different catering services from companies such as: Convention Center and Polyforum Chiapas, Camino Real, Country Royal, Holiday Inn, Las Pichanchas (Regional Cuisine), Jardines de Chiapa (Regional Cuisine), El Campanario (Regional Cuisine and Chiapan Fusion Cuisine).

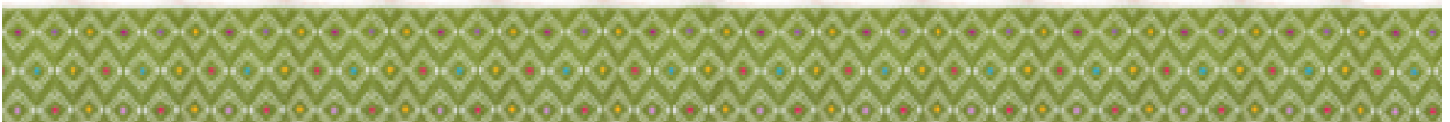


### **EXECUTIVE COCKTAIL**

Includes: 05 finger food p/p, sodas, water and 01 glass of white wine p/p.  
Precio: \$23 USD p/p (Taxes and service included)

### **To your choice (05 finger foods):**

- Smoked Salmon with Caviar on Melba Toast.
- Quiche Lorraine
- Smoked Oysters Mousse
- Spanish Style Ham with Melon Balls on Melba Toasts.
- Roquefort Cheese Mousse
- Double Cream Cheese Pearls with Nuts.
- Stuffed Mushrooms with Gouda Cheese
- Chiapan Cheese Balls with Simojovel Chili
- Jacuane Tamal slices (Traditional Chiapan Tamal)
- Chipilin Mousse with Baby Corn on Melba Toast
- Tenderloin from San Cristóbal marinated in Simojovel Vinager and grilled Pineapple
- Mortadella Skewers with Chiapan Cheese, marinated in White Chili Sauce
- Fried Coita Cheese







**Food**



**TRADITIONAL COFFEE BREAK**

Includes: Chiapan Coffee, Water, Sodas, Homemade Pastries.

Precio: \$12 USD p/p (Taxes and service included)

**LUNCH**

Includes: Entree, Main Course, Dessert

Precio: \$23 USD p/p (Taxes and service included)

**DINNER**

Includes: Entree, Soup, Main Course, Dessert

Precio: \$35 USD p/p (Taxes and service included)

*Note: Service can only be provided at the Convention Center*







**Food**





## BREAKFAST

### BREAKFAST A

**Juice choice:**

Orange, grapefruit, pineapple, papaya, melon, watermelon, celery, beetroot, carrot.  
(Seasonal tangerine and guava))

**Fruit choice:**

Grapefruit supreme with yogurt (until 50 pax)  
Seasonal fruit plate  
Fruit Cocktail

**Scrambled eggs with:**

Poblano pepper, mushrooms, ham, bacon, sausage, mexican, green sauce, red sauce,  
mexican sausage **\$ 15.30 usd.**

**Omellete : (only 2 ingredients)**

Ham, cheese, bacon, mushrooms, poblano pepper, zucchini flower, spinach, chipilín.  
**\$15.30 usd.**

**Traditional:**

Fried turnover tortilla filled with chicken in red sauce, fried turnover tortilla filled with  
green sauce, fried tortilla with green or red sauce with chicken, fried turnover tortilla  
with beans or cocoa and chili sauce. **\$16.10 usd.**

**Garrison:**

Hash Brown potatoes, fried beans, fried tortilla with red or green sauce, fried banana.

**Includes:**

Sweet bread  
French toast or tortilla  
Butter and jam  
Coffee or tea

Choose one of each concept

Price per person

Tax and service included

Bldv. Belisario Domínguez No. 1195. Col Santa Elena C.P. 29060  
Tuxtla Gutiérrez, Chiapas.





## BREAKFAST

### BREAKFAST B

**Juice choice:**

Orange, grapefruit, pineapple, papaya, melon, watermelon, celery, beetroot, carrot.  
(Seasonal tangerine and guava)

**Fruit choice:**

Grapefruit supreme with yogurt (until 50 pax)  
Seasonal fruit plate  
Fruit Cocktail

**Main course:**

Machaca norteña:	\$17.86 usd
Chicken fajita:	\$19.55 usd
Steak with fried tortilla in sauce:	\$20.70 usd
Mexican steak	\$20.70 usd
Quiche Lorraine	\$18.40 usd
Crepes	\$18.40 usd

(Choose the filling of your crepe): Mushrooms, chicken, Poblano pepper, Huitlacoche,  
Beef, spinach or cheese

Norwegian Omellete	\$21.46 usd
Filled with smoked salmon and soft cheese, with potatoe, bell pepper and mushrooms in White wine	

**Garrison:**

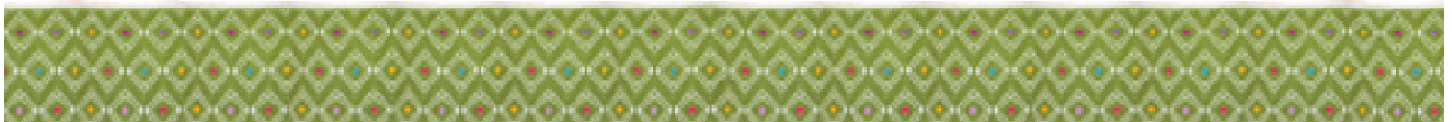
Hash Brown potatoe, fried beans, fried bananas, fried tortilla with chili sauce.

**Includes:**

Sweet bread  
French toast or tortilla  
Butter and jam  
Coffee or tea

Choose one of each concept  
Price per person  
Tax and service included

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Tuxtla Gutiérrez, Chiapas.





## BREAKFAST

### BREAKFAST BUFFET (Minimum 50 pax)

- Orange, pineapple, melon and Apple juice.
- Fresh fruit (3 different)
- Yogurt
- Cereals

#### Main course:

Choose 5 options (one of each point)

1. Beef: Mexican, green sauce or pumpkin seed sauce
2. Variety of tamales chiapanecos: Chipilin, mole and hoja santa
3. 2 option of scrambled eggs: mushrooms, ham, sausage, mexican sausage, bacon or natural
4. Hot cakes or waffles
5. Chicken fajitas:

#### Garrison:

##### Choose 4 options:

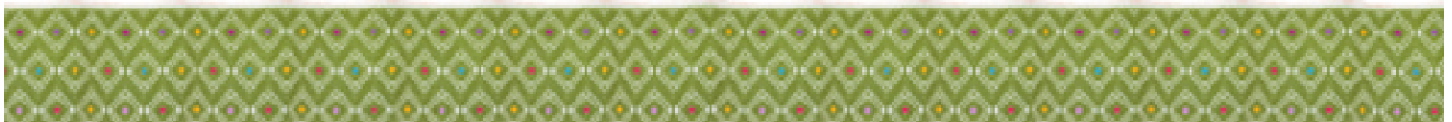
Fried beans, fried tortilla with chili sauce, hash Brown potatoe, fried banana, bacon mexican sausage, french toast, sausage.

#### Includes:

Sweet bread  
French toast or tortilla  
Butter and jam  
Coffee or tea

Price per person: \$19.55  
Tax and service included

Bld. Belisario Domínguez No. 1195. Col Santa Elena C.P. 29060  
Tuxtla Gutiérrez, Chiapas.





**MEALS**

**A MEALS**

**Appetizers and salads:**

Market salad, spinach salad, green salad with fried cheese, capresse salad, double cheese salad, fish ceviche, avocado and citric salad, prosciutto and lettuce salad.

**Cream or soup:**

Sonora style cream with poblano pepper and corn, Chipilin cream, fish soup, ravioli and spinach soup, mushrooms and guajillo chili soup, zucchini flower cream, corn cream.

**Main course:**

- Chicken breast with fine herbs \$26.10 usd.
- Chicken breast filled: \$26.10 usd.
- Mushrooms with ancho chili sauce, zucchini flower with poblano pepper sauce, mushrooms with guajillo chili sauce, spinach and cheese sauce.
- Cochito chiapaneco \$25.88 usd.
- Pork Loin: \$25.88 usd.
- In plum sauce, in páprika sauce, roquefort sauce, grapes sauce, Honey glaze sauce, apple sauce.
- Fish mixiote pibil style \$31.05 usd.
- Red snapper: \$31.05 usd.
- With almonds, veracruzana style, chalot sauce.
- Grouper: \$31.05 usd.
- White wine and mushrooms sauce, tarragon sauce, almond sauce.
- Double steak with ancho chili seed sauce \$32.20 usd
- Steak : \$32.20 usd
- Chili sauce, Red wine mushrooms sauce, green pepper, bordelaise, Roquefort, peanut sauce, black pepper sauce.
- North style flank steak \$32.20 usd.

**Complements to the chef's discretions**

**Dessert:**

Chocolate mousse, thousand leaves cake, coconut cake, moka cake, fruit tart, lemon pie, chocolate cake, strawberry cheese cake, white wine mousse.

**Coffee**

**Select one appetizer, one main course and one dessert  
Tax and service included**

**Two course meal \$23.00 USD**

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Tuxtla Gutiérrez, Chiapas.





**MEALS**

**SPECIALTY MENU**

**Appetizers and salads:**

Cesar salad with parmesan crusty, green salad with smoked salmon in dill sauce, Pear salad with spinach and Roquefort sauce, crab cakes with green salad, sack of shrimps in curry sauce, goat cheese and Chiapas cheese with avocado and tomatoes, scallops.

**Cream or soup:**

Poultry broth with chips, Spinach soup with meat ravioli, Nuts cream with chipotle, watercress cream with cheese, oriental seafood soup, bell pepper cream with pistachio.

**Main course:**

- Steak and shrimp with chives sauce.
- Steak with coffee sauce.
- Chicken breast with tamarind sauce
- Double meat with chili ancho seeds sauce
- Red snapper with chalot sauce
- Beef rib with vermouth sauce.
- Steak with chili sauce

**Dessert:**

Tiramisu, fruit bavarise with raspberry sauce, lemon and blackberry gelation, thousand leaves cake with vanilla and kiwi, fruit cake, coconut milk and orange mousse.

**Coffee**

2 times meal: **\$34.50 usd**

Tax and service included

3 times meal: **\$39.10 usd**

Tax and service included

(Appetizer or salad or soup or cream, main course and dessert)

4 times meal: **\$43.70 usd**

Tax and service included

**MEALS**

Bld. Belisario Domínguez No. 1195. Col Santa Elena C.P. 29060  
Tuxtla Gutiérrez, Chiapas.





### NEW TRENDS

### FELIPE PATIÑO CHEF'S CREATIONS

#### Appetizers:

- Green salad with dill smoked salmon rose
- Duck carpaccio with mixed salad
- Huitlacoche terrine with avocado sauce
- Shrimps sack with curry sauce
- Fresh fruit mixed salad with balsamic vinegar
- Musseles
- Double cheese
- Salmon roll with gazpacho
- Artichokes heart filled with shrimp
- Scallops marinated
- Smoked marlin ceviche
- Cold salmon lasaña
- Shrimps symphony
- Poblano pepper filled with smoked salmon in eggplant sauce
- Marinated basil bass carpaccio

#### Soups and creams:

- Cold cucumber soup
- Cold melon soup
- Cold avocado soup
- Vichysoisse
- Gazpacho
- Watercress cream with coat cheese crouton
- Mushrooms soup with guajillo chili and garlic
- Shrimo cream with vegetables
- Crab chilpachole
- Artichoke Cream with fritter beetroot
- South bean cream
- Light Salmon cream
- Shrimp soup with sanya grass

#### Main course:

- Pompano fillet with ancho chili and beer
- Red snapper fillet with chalot sauce
- Red snapper fillet with eggplant puree
- Ratatouille Bass
- Shaken Salmon





## MEALS

### NEW TRENDS FELIPE PATIÑO CHEF'S CREATIONS (continue)

- Bass with mushrooms in simojovel butter
- Esmedregal with sesame sauce
- Fresh codfish with Chipilin Chiapas cheese sauce
- Steak with chili sauce emulsion
- Double steak with ancho chili seeds sauce
- New York with New Orleans butter
- Rib Eye with sauce: Mushrooms, chalot, Bernaise, Choron
- Flank steak with crushed sauce and stuffed poblano pepperi
- BBQ ribs
- Glazed pork leg with honey and lemon sauce
- Pork loin with pasilla chili and beer sauce
- Pork loin in chipotle chili sauce
- Pork loin in tamarind sauce
- Pork loin in red chili sauce
- Stuffed Leg and tigh with vegetables in poblano pepper sauce
- Chicken breast filled qith duck paté and Vermouth sauce
- Chicken roll filled with vegetables mousse in coriander sauce
- Duck in Jamaica sauce
- Stuffed quail with rice and Port sauce
- Chicken breast filled with Brie cheese, nuts and Antique mustard sauce
- Chop lamb with mint sauce

#### Desserts:

- Coconut and lychis mousse
- Pear nest with cheese
- Chocolate Brownie with goat cheese
- Apple pie with vanilla icecream
- Soft cheese deligth
- Belle Elena Pear
- White chocolate mousse with berry
- Berries and lemon gelify

2 time menus:	\$34.50 usd.
3 time menus:	\$39.10 usd.
4 time menus:	\$43.70 usd.
Tax and service included	

Blvd. Belisario Domínguez No. 1195. Col Santa Elena C.P. 29060  
Tuxtla Gutiérrez, Chiapas.





### UNCORKED OPTION

#### Uncorked bottle::

- National Licour bottle \$14.95 usd
- International Licour Bottle \$16.10 usd  
Includes 5 sodas
- National or international wine bottle \$9.20 usd
- Soda \$2.88 usd

#### Uncorked per person:

Maximum duration 5 hours:

Includes: National or international free uncorked, sodas, ice, sangrita in case of tequila and juices.

Price per person: \$10.35 usd

#### Natural drinks:

Maximun duration 2 hours:

Fresh natural drinks.

Melon, watermelon, pineapple, Jamaica or rice water.

Price per person: \$5.75 usd

Tax and service included





# ***TENTATIVE PROGRAM***



**GSTC ANNUAL MEETING 2012**  
**April 8<sup>th</sup> to 13<sup>th</sup> – TUXTLA GUTIERREZ, CHIAPAS, MEXICO**

**Saturday April 7<sup>th</sup>**

Time	Activity	Remarks / Place
	Arrival at Angel Albino Corzo International Airport and transfer to Tuxtla Gutiérrez.	<b>Transfer time</b> <b>Airport – Tuxtla Gutiérrez: 45 mins.</b>
	Arrival to hotel and check-in	<b>Suggested Hosting Hotel: HILTON GARDEN INN</b>
	<b>DINNER at hotel – END OF ACTIVITIES</b>	

**Note: We did not consider any activities this day, as it all depends on the time of arrival.**

**Sunday April 8<sup>th</sup>**

Time	Activity	Remarks / Place
07:00 -23:30	Office (24-hr hold)	<b>HILTON GARDEN INN</b>
12:00	FITEC – Opening Ceremony	<b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
	Arrival of 25 people	Under each person´s schedule
	<b>Visit to “La Marimba Park” and Dinner at Las Pichanchas Restaurant – END OF ACTIVITIES</b>	Built during the 1990’s, this park has become the soul of the city. Marimba concerts are performed every day, in a charming kiosk, accompanying the skillful steps of the dancers. The Marimba Museum shows the evolution, of this instrument and highlights the key marimba musicians of Chiapas. Las Pichanchas: regional cuisine and folklore dances, a place where visitors can taste delicious food and enjoy Chiapan traditions.
	<b>END OF ACTIVITIES</b>	





**GSTC ANNUAL MEETING 2012**  
**April 8<sup>th</sup> to 13<sup>th</sup> – TUXTLA GUTIERREZ, CHIAPAS, MEXICO**

**Monday April 9<sup>th</sup>**

Time	Activity	Remarks / Place
07:00 -23:30	Office (24-hr hold)	<b>HILTON GARDEN INN</b>
07:00 – 19:00	GSTC Board Meeting	<b>HILTON GARDEN INN</b>
19:00	Dinner	<b>HILTON GARDEN INN</b>
20:30 – 22:30	Night Visit to ZOOMAT	Located in El Zapotal Reserve, it was named after Dr. Miguel Alvarez del Toro (MAT). This zoo is unique in the Country as it exhibits only regional fauna living in semi-captivity and some species are in total freedom.
	<b>END OF ACTIVITIES</b>	

**Tuesday April 10<sup>th</sup>**

Time	Activity	Remarks / Place
07:00 -23:30	Office (24-hr hold)	<b>HILTON GARDEN INN</b>
07:00 – 19:00	GSTC Board Meeting	<b>HILTON GARDEN INN</b>
20:30 – 22:30	Cocktail Reception sponsored by CVB CHIAPAS at Santo Domingo Ex-convent in Chiapa de Corzo	This ancient Dominican monastery is one of the principal monuments of colonial Chiapas. It is an active cultural center with permanent and temporary exhibitions, folk-art workshop, and a variety of art-related activities. <b>Transfer in CONEJOBUS (Ecological City Transport)</b>
	<b>END OF ACTIVITIES</b>	

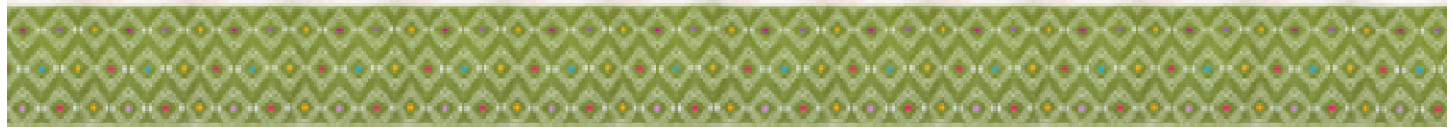




**GSTC ANNUAL MEETING 2012**  
**April 8<sup>th</sup> to 13<sup>th</sup> – TUXTLA GUTIERREZ, CHIAPAS, MEXICO**

**Wednesday April 11<sup>th</sup>**

<b>Time</b>	<b>Activity</b>	<b>Remarks / Place</b>
07:00 -23:30	Office (24-hr hold)	<b>TONINÁ ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b> <b>Transfer in CONEJOBUS (Ecological City Transport)</b>
07:00 – 19:00	Speaker Ready Room	<b>AGUA AZUL ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
07:00 – 19:00	Open Forum	<b>BONAMPAK ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
10:30 – 11:45	AM Coffee Break	<b>LOBBY</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
12:30 – 14:00	LUNCH	<b>YAXCHILAN ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
15:30 – 16:14	PM Coffee Break	<b>LOBBY</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
21:00 – 23:00	SPONSORED DINNER	<b>MAYAN NIGHT (PLACE TO BE DETERMINED)</b>
	<b>END OF ACTIVITIES</b>	



**GSTC ANNUAL MEETING 2012**  
**April 8<sup>th</sup> to 13<sup>th</sup> – TUXTLA GUTIERREZ, CHIAPAS, MEXICO**

**Thursday April 12<sup>th</sup>**

<b>Time</b>	<b>Activity</b>	<b>Remarks / Place</b>
07:00 -23:30	Office (24-hr hold)	<b>TONINÁ ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b> Transfer in CONEJOBUS (Ecological City Transport)
07:00 – 19:00	Speaker Ready Room	<b>AGUA AZUL ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
07:00 – 19:00	Council Meeting	<b>MISOL-HA ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
10:30 – 11:45	AM Coffee Break	<b>LOBBY</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
12:30 – 14:00	LUNCH	<b>YAXCHILAN ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
14:30 – 13:30	Breakout 1	<b>LAS NUBES ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
14:30 – 13:30	Breakout 2	<b>MONTEBELLO ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
15:30 – 16:14	PM Coffee Break	<b>LOBBY</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
16:30 – 17:30	Breakout 3	<b>LAS NUBES ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
16:30 – 17:30	Breakout 4	<b>MONTEBELLO ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
17:45 – 18:30	Closing Remarks	<b>BONAMPAK ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
20:00 – 23:00	Members Dinner	<b>CHIAPAN NIGHT (PLACE TO BE DETERMINED)</b>
	<b>END OF ACTIVITIES</b>	





**GSTC ANNUAL MEETING 2012**  
**April 8<sup>th</sup> to 13<sup>th</sup> – TUXTLA GUTIERREZ, CHIAPAS, MEXICO**

**Friday April 13<sup>th</sup>**

Time	Activity	Remarks / Place
07:00 -23:30	Office (24-hr hold)	<b>TONINÁ ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b> <b>Transfer in CONEJOBUS (Ecological City Transport)</b>
07:30 – 16:00	Working Group #1	<b>AGUA AZUL ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
07:30 – 16:00	Working Group #2	<b>MISOL-HA ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
07:30 – 16:00	Working Group #3	<b>LAS NUBES ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
07:30 – 16:00	Working Group #4	<b>MONTEBELLO ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
07:30 – 16:00	Working Group #5	<b>MONTEBELLO ROOM</b> <b>CONVENTION CENTER AND POLYFORUM CHIAPAS</b>
17:30 – 22:00	AFTERNOON VISIT TO SAN CRISTOBAL DE LAS CASAS	<b>FAREWELL DINNER (PLACE TO BE DETERMINED)</b>
	<b>END OF ACTIVITIES</b>	

**Saturday April 14<sup>th</sup>**

Time	Activity	Remarks / Place
	TENTATIVE VISIT TO ONE OF CHIAPAS SUSTAINABLE RURAL CITIES	TO BE DETERMINED
	Transfer to Angel Albino Corzo International Airport and transfer to Tuxtla Gutiérrez.	<b>Transfer time</b> <b>Tuxtla Gutiérrez – Airport: 45 mins.</b>
	<b>END OF ACTIVITIES</b>	





# ***SUPPORTING LETTERS***





Secretaría de Turismo  
Oficina del C. Secretario



Secretaría de Turismo

**Tuxtla Gutiérrez, Chiapas.  
november, 2011.**

**Ms. Erika Harms  
Executive Director  
Global Sustainable Tourism Council  
United States of America**

Dear Ms. Harms:

In recent years, Chiapas has been recognized in national and international levels as an important tourist destination. Due to this, and since one of the priorities of the Government of Chiapas is to encourage tourism within our state, we are joining efforts to position our entity as an ideal choice for all kind of events such as conferences, conventions, fairs and expositions.

In this regard, hereby I kindly request your vote of confidence in order that the "GSTC Annual Meeting 2012" can be carried out in Chiapas, Mexico.

Convinced of our tourist offer, countless natural and cultural attractions, appropriate infrastructure, qualified suppliers and the support of the Government of the State of Chiapas to host this event; we are confident that our mutual collaboration will derived in benefit for both parties.

Please receive my most cordial greetings.

*Sincerely,*

**Juan Carlos Cal y Mayor Franco  
Secretary of Tourism**



Blvd Andrés Serra Rojas 1090 Torre Chiapas Nivel 5, Tuxtla Gutiérrez, Chiapas  
Conmutador: 961 6 1705 50 Ext. 66231





Oficina de Convenciones y Visitantes  
Dirección General



Tuxtla Gutiérrez, Chiapas.  
November, 2011.

**Ms. Erika Harms**  
Executive Director  
Global Sustainable Tourism Council  
United States of America

Dear Ms. Harms:

In a joint effort with the Secretary of Tourism, CVB Chiapas has been assigned to work the RFP for the "GSTC Annual Meeting 2012". Chiapas is an ideal place for hosting all kind of events such as conferences, conventions, fairs and expositions; as it conjugates culture, nature and traditions with modernity.

In this regard, I kindly request your vote of confidence for our beautiful destination to host the "GSTC Annual Meeting 2012".

Convinced of our tourist offer, countless natural and cultural attractions, appropriate infrastructure, qualified suppliers and the support of the Government of the State; we are confident that our mutual collaboration will derived in benefit for both GSTC and Chiapas.

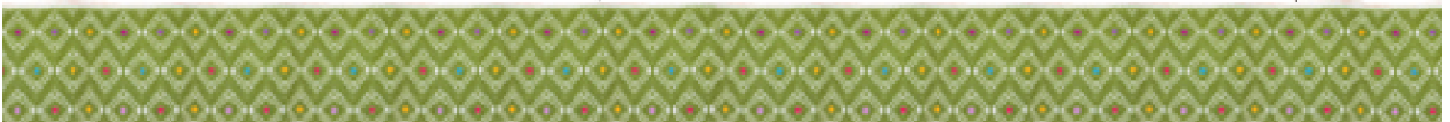
Please receive my most cordial greetings.

*Sincerely,*

**Ana Diaz Ortega**  
General Director

Calzada Andrés Serra Rojas y Libramiento Norte-Oriente s/n Col. El Retiro C.P. 29040 Tuxtla Gutiérrez, Chiapas  
Tel. (961) 614 09 74 al 79 LADA 01 800 7128 177 [www.ocvchiapas.com](http://www.ocvchiapas.com)

**Son Hechos  
no palabras**



**Carta de apoyo para obtener la Sede del Congreso Mundial de Turismo Sustentable 2012, en Chiapas.**

**21 de Noviembre de 2011**

**Erika Harms  
Executive Director GSTC**

Estimada Erika:

Me permito hacer de su conocimiento que el día 15 del mes en curso participé como conferencista en el **1er. FORO INTERNACIONAL TECNOTURÍSTICO ECOLÓGICO**, organizado por el **Centro de Inteligencia Turístico Ecológico Chiapas, A.C. (CITECH)**, en el Polyforum Chiapas, de Tuxtla Gutiérrez, con el tema: *"Sostenibilidad e innovación motor de turismo futuro"*. Pude constatar el poder de convocatoria del **CITECH**, ya que asistieron empresarios, estudiantes de diversas universidades, organizaciones ambientalistas, cámaras, organismos no gubernamentales, etc., así como autoridades del Gobierno del Estado que intervinieron activamente. Este evento contó con una magnífica organización, muy profesional, que dio como resultado el éxito del mismo.

Los asistentes a este **1er. FORO INTERNACIONAL TECNOTURÍSTICO ECOLÓGICO**, quedaron satisfechos con los trabajos que se presentaron, así como la calidad de los ponentes, directivos empresariales de primer nivel, los ministros de Economía y de Turismo de Chiapas y la participación del Gobierno Federal a través del Director General de Desarrollo de Productos Turísticos de la SECTUR. El testimonio de Elías Chan bor Yuk, que preside la organización de "Jaguar Ojo Anudado II", en su comunidad en la Selva Lacandona, nos permitió constatar la importancia de la creación del **CITECH** que reúne tantos organismos que ayudarán a que el Turismo Sustentable sea una realidad en esa tierra rica en recursos naturales y un foco de atención para los ambientalistas que deseamos preservar estos sitios únicos en el mundo.

Debido a mi trabajo, tengo que estar en muchos congresos en diferentes países del mundo y puedo asegurar que Chiapas es un sitio idóneo para llevar a cabo vuestro congreso. Es por ello que apoyo la propuesta para que Chiapas sea la sede del Congreso Mundial de Turismo Sustentable (3rd. Annual GSTC Membership Council Meeting & Open Forum 2012).

Sinceramente,



Juan Verde Suárez  
**Asesor del Presidente Obama Temas Ambientales de Sostenibilidad**





Mexico City, November 24th 2011

**Ms. Erika Harms**  
Executive Director  
Global Sustainable Tourism Council  
United States of America

Eventia, (the company I represent ) was the PCO in charge of organizing the Adventure Travel World Summit 2011 held in Chiapas last month.

This event was unique in several ways, especially because it was the first sustainable event organized for the Adventure Travel Trade Association.

My company was also responsible for the greening and carbon offsetting of this event, as we were pioneers in organizing sustainable events in our country.

What we found in Chiapas is a destination rich in culture, infrastructure, qualified suppliers and the willingness to make things happen that were crucial to the success of this effort.

Without hesitation I can highly recommend Chiapas to be the destination to host your "GSTC Annual Meeting 2012".

Please feel free to contact me in case you need any additional information or specific references.

Sincerely,

**Jesús Aparicio, CMP, CMM, CASE**  
CEO  
Eventia SA de CV  
[jesus.aparicio@eventia.com.mx](mailto:jesus.aparicio@eventia.com.mx)





Apartado 11029-1000, San José, Costa Rica  
Tel/Fax: (506)2216-4800 [www.rainforest-alliance.org](http://www.rainforest-alliance.org)

## **Carta de Apoyo para que el Estado de Chiapas obtenga la Sede de la Reunión Anual del Consejo Mundial de Turismo Sustentable en 2012.**

San José, 24 de noviembre de 2011

Erika Harms  
Directora Ejecutiva  
Consejo Mundial de Turismo Sustentable

Estimada Erika,

Como miembro del Consejo Global de Turismo Sostenible (GSTC), me permito recomendar a Chiapas para que albergue la próxima **Reunión Anual del Consejo Mundial de Turismo Sustentable** y la 3era Asamblea de los Miembros del GSTC, por todos los esfuerzos que ha venido haciendo este Estado para promocionar el desarrollo del turismo sostenible a lo largo de los últimos años a nivel local, nacional e internacional.

Recientemente, del 17 al 20 de octubre 2011, participé en la Cumbre Internacional del Turismo de Aventura en San Cristóbal de las Casas, Chiapas, donde se congregaron más de 650 delegados de 54 países del mundo. La organización y logística del evento fueron impecables y denotaron un gran profesionalismo de parte de todo el equipo organizador apoyado por las autoridades del Estado.

La infraestructura turística y hotelera es variada y realmente de gran calidad. Durante este evento, se organizaron además varias visitas de 8 horas por 32 rutas en las cercanías de San Cristóbal de las Casas donde se visitaron una gran variedad de proyectos de turismo sostenible manejados por las propias comunidades indígenas de la zona.

Este mes tuve la oportunidad de participar en la inauguración del Centro de Inteligencia Turístico Ecológico de Chiapas (CITECH) y en el Primer Foro Internacional Tecnoturístico Ecológico con participación de cientos de ciudadanos, empresarios y autoridades del Estado. La cobertura de medios fue impresionante y el éxito del evento sentó precedentes para el futuro de Chiapas como destino turístico comprometido con la sostenibilidad.

La organización de tales eventos de envergadura internacional, permite revelar todo el potencial que tiene el estado de Chiapas y particularmente las comunidades indígenas para desarrollar un turismo acorde con la conservación de la naturaleza y del inmenso patrimonio socio-cultural chiapaneco. Permite también fomentar una alternativa de desarrollo para mejorar y diversificar las fuentes de ingreso para los pueblos indígenas del estado que figura entre los más pobres del país.





Por todas esas razones, y por la calidez del pueblo chiapaneco, apoyo la propuesta para que Chiapas sea la sede de la próxima Reunión Anual del Consejo Mundial de Turismo Sustentable en 2012 y 3ra Asamblea Anual de los Miembros del GSTC en 2012.

Cordiales saludos,

A handwritten signature in black ink, appearing to be "RS", enclosed within a large, hand-drawn oval.

Ronald Sanabria  
Sustainable Tourism Vice president  
Rainforest Alliance







# ***WELCOME TO CHIAPAS!!!***

