

IMPACT
REPORT

2022



INDEX

- 03** FOUNDER'S LETTER
- 04** ABOUT US
- 07** OUR IMPACT
- 08** 2022 IN NUMBERS
- 15** PRESS & MEDIA
- 16** 2022 HIGHLIGHTS
- 19** B CORP
- 21** MEET THE LOCAL HOSTS
- 25** TESTIMONIALS
- 28** RUTOPIA TEAM



Marisol Herrera
Co-founder and
Commercial Director



Emiliano Iturriaga
Co-founder and
CEO



Sebastian Muñoz
Co-founder and
CPO

Founders' Letter

We started Rutopía in 2019 convinced that tourism has the potential to conserve and regenerate Mexico's culture and nature.

We see this potential in the hundreds of sustainable and community-based tourism projects in Mexico that decided to receive visitors as a way to generate a sustainable and jobs in their communities, while proudly sharing their natural and cultural heritage. By giving an economic value to this, they ensure its preservation.

We are driven by all the remarkable people behind these projects, and thanks to them, Rutopía continues to inspire travelers around the world.

We are moved by Nature and everything it offers in México, one of the most biodiverse countries in the world, from jungles and forests, mountains and volcanoes, deserts and mangroves, rivers and lagoons, to the more than 11,000 kilometers of beautiful coastline. We believe tourism, when done right, is an extraordinary way to protect and preserve this heritage.

2022 was full of challenges. However, at Rutopía we were able to overcome them, learn from them and close the year with a 320% growth compared to 2021, if we sum up all of the trips offered in 2022, it would be a 34 years long journey.

May conscious tourism have many more trips and lives changed in 2023!

Marisol, Sebastián y Emiliano



01

About US



What we offer to our travelers:

We offer them the opportunity to connect with unique places and people and learn about ways of life and paradigms different from yours.

We are a Mexican social enterprise. We seek to transform the tourism sector into one that encourages the **discovery of new environments, authentic experiences, contact with rural communities,** and **experiences with hosts** willing to share the **natural paradise** of their land and the **traditions** of their culture.

What we are the best at:



Customized Trips

With the help of a talented team of travel experts, we carefully design tailor-made itineraries to each traveler's needs.



Fast and easy trip creation process

We work every day to optimize the itinerary creation and confirmation process.



Unique Hotels & Activities

At Rutopía, we specialize in offering unique activities and lodgings, ensuring excellent quality and safety.



Seamless Trips

We have achieved a 91% historical satisfaction score thanks to a data-driven process of predicting, avoiding, and solving problems that might arise.



OUR IMPACT

We have a long way to go in impact measurement. Hence, we consistently strive to enhance our comprehension of the subject as we develop the positive change we desire and will bring to fruition at Rutopía. Bearing in mind this information, we are happy to present some results that, in practice, demonstrate how our initiatives have changed the lives of dozens of people.

This year, we collaborated with **700+ community projects and small businesses** around Mexico. Through exploratory interviews, we identified several factors that they perceive about the impact of tourism in their communities since they started collaborating with Rutopía, among which the following stand out:

- **Increase of social and human capital.**
- **Cultural and ecological revaluation.**
- **A more consistent income and visits.**
- **Improvement in infrastructure.**
- **Decreased migration.**
- **Skills development and empowerment.**



02

2022 IN NUMBERS





*This year, more than **700+** small business and community projects in Mexico generated income through Rutopía.*



*On average, we generated **2.4 million** pesos per month for the hosts and small businesses in our network.*



48%

*Of our services had a positive, direct
and local impact.*

We sold **12,433**
travel days, a
320%
increase compared to
2021.



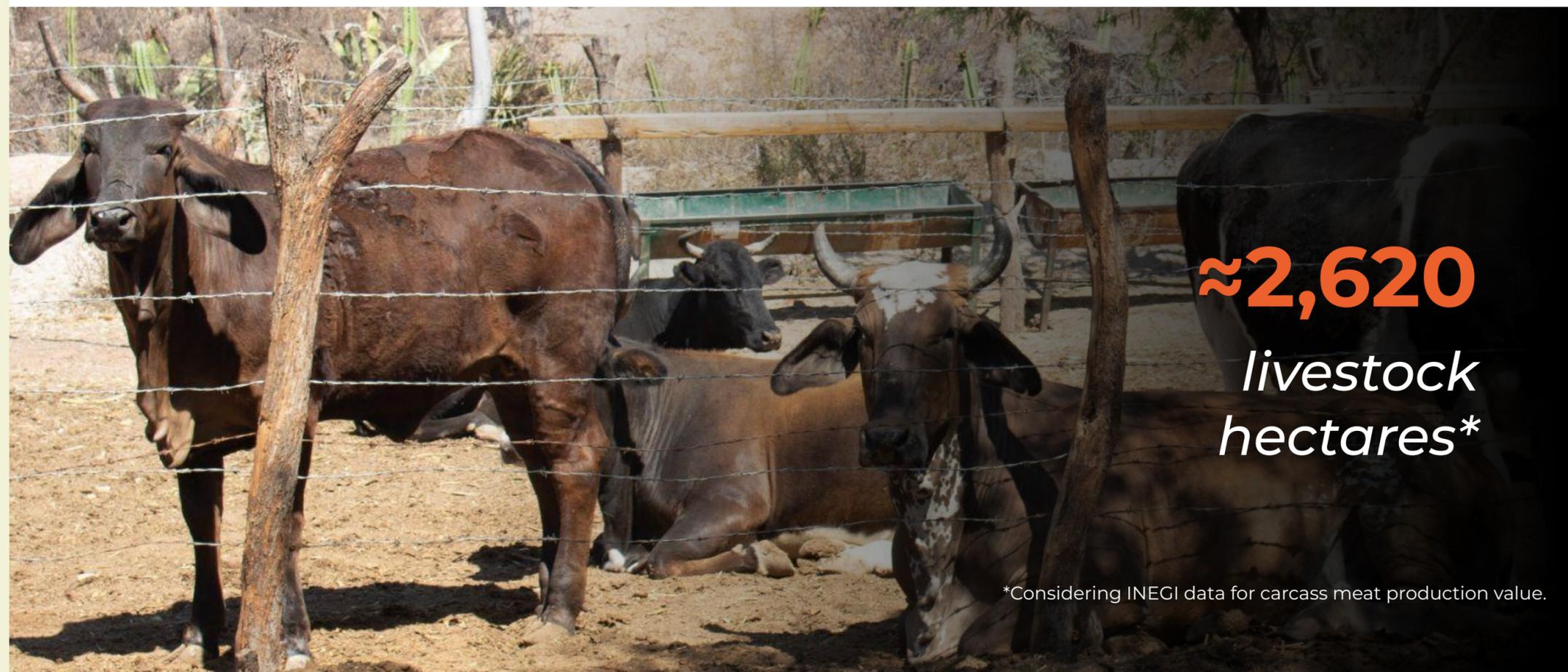
The income we generated for the communities is equivalent to the following:



The salary of 342 people working in Cancun's tourism sector*.

*Considering minimum wages. Source: Own elaboration based on

DATATUR 2020; DATAMEXICO 2021.



≈2,620 livestock hectares*

*Considering INEGI data for carcass meat production value.

Regions where we generate impact:

- Yucatan Peninsula
- Oaxaca.
- Chiapas.
- Central Mexico.
- Mexico City.
- North Region.



PRESS & MEDIA

EXPANSION



292,686

New users who visited

rutopia.com

got to know the local projects of our network.



↑ 653.2%

We increased our awareness and dissemination scope in social media.



Lenovo™

HUFFPOST



03

2022 HIGHLIGHTS

PARTICIPATION IN INTERNATIONAL EVENTS:

Events where we learned about industry trends:

- **Tianguis Turístico.**
- **ATMEX**
- **World Travel Market** in London.

Forums that provided a space where constructive discussion with stakeholders was encouraged and nurtured:

- **Foro Economía verde y Desarrollo Sostenible 2022.**
- **Sustainable Social Tourism Summit.**
- **Foro de Economía: Reinventando México** by *El País*.
- **The Phocuswright Conference** in Phoenix, Arizona.
- **Foro Inspira** in Perú.
- **Cumbre de Emprendimiento e Innovación Social.**
- **Cumbre de inversión de impacto.**

Presentations

- The guidebook **“Amo México - Un país en 100 experiencias”** by Alonso Vera.

Awards:

- **“Promesas del Turismo 2022”** award.
- **Food and Travel Hospitality Awards 2022.**
- **World Summit Awards 2022** in the Culture and Tourism category.





PROMESA DEL TURISMO



The National Tourism Business Council (CNET) awarded RUTOPÍA with the **Promesa de Turismo (Promise of Tourism) 2022**. For us, this acknowledgment isn't just for Rutopía, but for the **local hosts whose hands transmit their experience and knowledge to travelers.**



04

B
CORP

Certified

Corporation



B CORPORATION CERTIFICATION

Since 2021, we have been part of this community; Rutopía being the first tourism company with B Corp certification in Mexico.

As a B Corp company, we reaffirm our commitment to building an inclusive, equitable, and regenerative economy



Certified companies until 2022:



6,242

Global level



1,008

LATAM



100+

Mexico

2021

We were certified





05

MEET THE
LOCAL HOSTS

"The benefit that we have seen/found this year with the work and alliance with **Rutopía is the power of economically helping Yaxunah families and having a platform through which we could share our culture and traditions**, including all these activities we offer, like the visit to the Milpa (cornfield) or the cochinita food experience. **Thanks to the Rutopia team this year, we have received more visitors than in the past years**, and overall thanks to the work and support they are always giving us, they are always thoughtful and attentive to reservations."



Olga Tamay
YAXUNAH



Enrique Wilcab

NUEVO DURANGO

*"Tourism is a great benefit. First, we have managed to **reduce migration of our young people** that leave in search of opportunities elsewhere. Also, it generates **work for several families** and it allows us to **be creative and innovate** each year, **rescuing traditions** that have been left behind."*

*"For us, it has been very important to receive visitors because, thanks to them, **sources of employment are generated**, and the development of tourist attractions has really increased. It is also a great **opportunity** for people to **interact, share and get to know other visions.**"*



Fulgencio
ACAXOCHITLÁN

06

TESTIMONIALS
FROM OUR
TRAVELERS



What do
travelers who
have enjoyed
our
experiences
say about us?

*“My husband and I are Australian farmers and so requested a very land, agriculture, people and cultural based tour, with **private guides that had sound knowledge of their local landscape and geology.** We were thrilled with the 9-day itinerary that we got and even more impressed with the Rutopía guides that showed us every little nook and cranny of the stunning Copper Canyon region of northern Mexico. Our custom designed trip was not one of relaxing with a margarita on the beach but of full, busy and active days spent tripping around with our personal guide, **exploring the rural heart of a fascinating country.** We found this trip offered great value for money and will be recommending it to all who ask about our adventures.”*

- Julie F





“Un viaje auténtico, conectado con la cultura local, donde nuestros anfitriones fueron los protagonistas de la mejor experiencia. Todo fluyó sin contratiempos, el transporte, la comida, el hospedaje inmejorables y el servicio del equipo de Rutopía genial. **Se nota que son expertos en México, en lo no masivo, en las experiencias de verdad que nos transforman como viajeros, en conectar con las culturas locales, en generar intercambios humanos poderosos que transforman.** Sentí que **con lo que pagué estaba aportando al desarrollo de cada persona que hizo parte de mi viaje y de cada territorio al que fui.** Volvería a viajar con Rutopía sin duda.”

- Laura R

“Todo fue muy bien, la elección de las actividades era representativa de lo que habíamos pedido, los guías eran de gran calidad y **las actividades preservaban el patrimonio maya y/o el respeto de la naturaleza.**

¡Nos encantó esta estancia y nos vamos con estrellas en los ojos! Gracias por los consejos dados durante todo el viaje.”

- Anaïs

“With the vague and minimal information we gave them, Rutopía was able to put together a perfect trip for us. We had a flawless itinerary. **It's so clear that Rutopia really cares about the communities (animals and humans) in Mexico. Everything we did and everywhere we stayed felt like they were helping us experience Mexico as authentically and respectfully as possible.**

It's almost impossible to pick a highlight, but top of the list has to be the day we shared with **Enrique, a Mayan host who was unbelievably generous** with us. He shared the community gardens, including history and background about the families that live in Nuevo Durango and other nearby communities. He showed us the neighborhood cenotes, Punta Laguna, Uma Nojoch Keej (a wildlife reserve), and more. We picked and prepared the plants as Enrique and his wife Blanca showed us the best way to cook them (and rescued us when we were pricked by the nopales!). We saw howler monkeys and spider monkeys in the wild which was very cool.

Beyond the activities, the scheduling and pace was perfect for us. We felt like we really made the most of our six days, but with enough downtime to explore and enjoy at our leisure. From picking up our car at the airport to finding our accommodation, the logistics were very smooth at every interaction. Special shoutout to Melina who pretty much instantly helped us when we had any questions about the trip.

We've never used a travel planning service like this before. But after this trip, we'll never go back to the old way!”

- Elena R



RUTOPIA
TEAM

A GREAT DIVERSE TEAM

75 %

of leadership positions
are held by women.

56 %

of our team are under 30
years old

73 %

of the team is
integrated by
women

30

persons employed full time

"The objective of Rutopía motivates you to work every day and to improve your learning in order to have a better performance in your activities (indirectly you are supporting many people in Mexico).

Teamwork is very important in Rutopía, so you can learn from everyone.

*The human warmth is remarkable in the actions of each of the team members.
There is openness to listen to new ideas.*

The constant innovation that exists in Rutopía allows you to learn all the time."

Rosa Isela (Rutopía administrative team)





THANKS!

