





A woman with grey hair, wearing a grey and white patterned shawl, stands in a forest. She is carrying a large bundle of green plants, possibly medicinal herbs, on her back. The forest has tall trees and a path leading into the distance. The lighting is soft, suggesting a shaded forest environment.

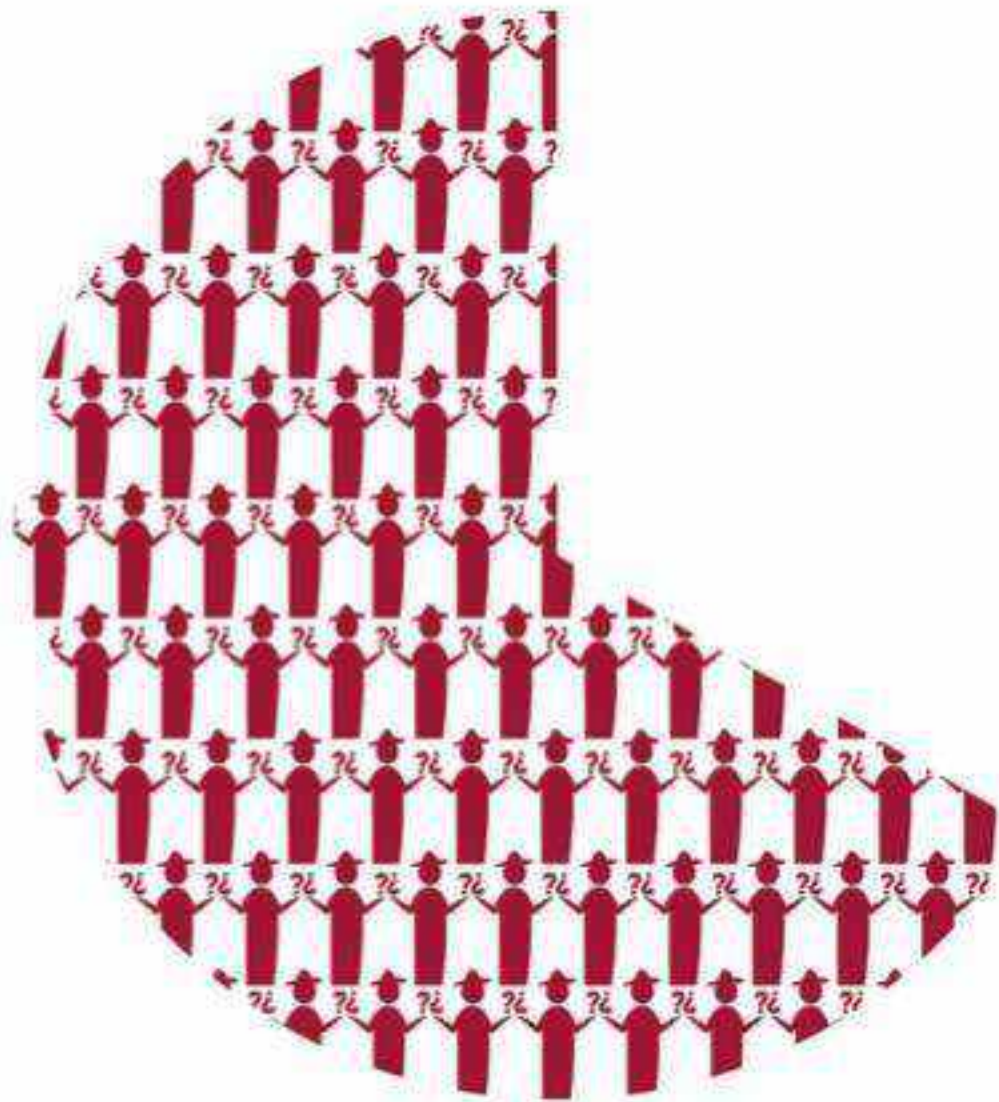
Acaxochitlán



2/3

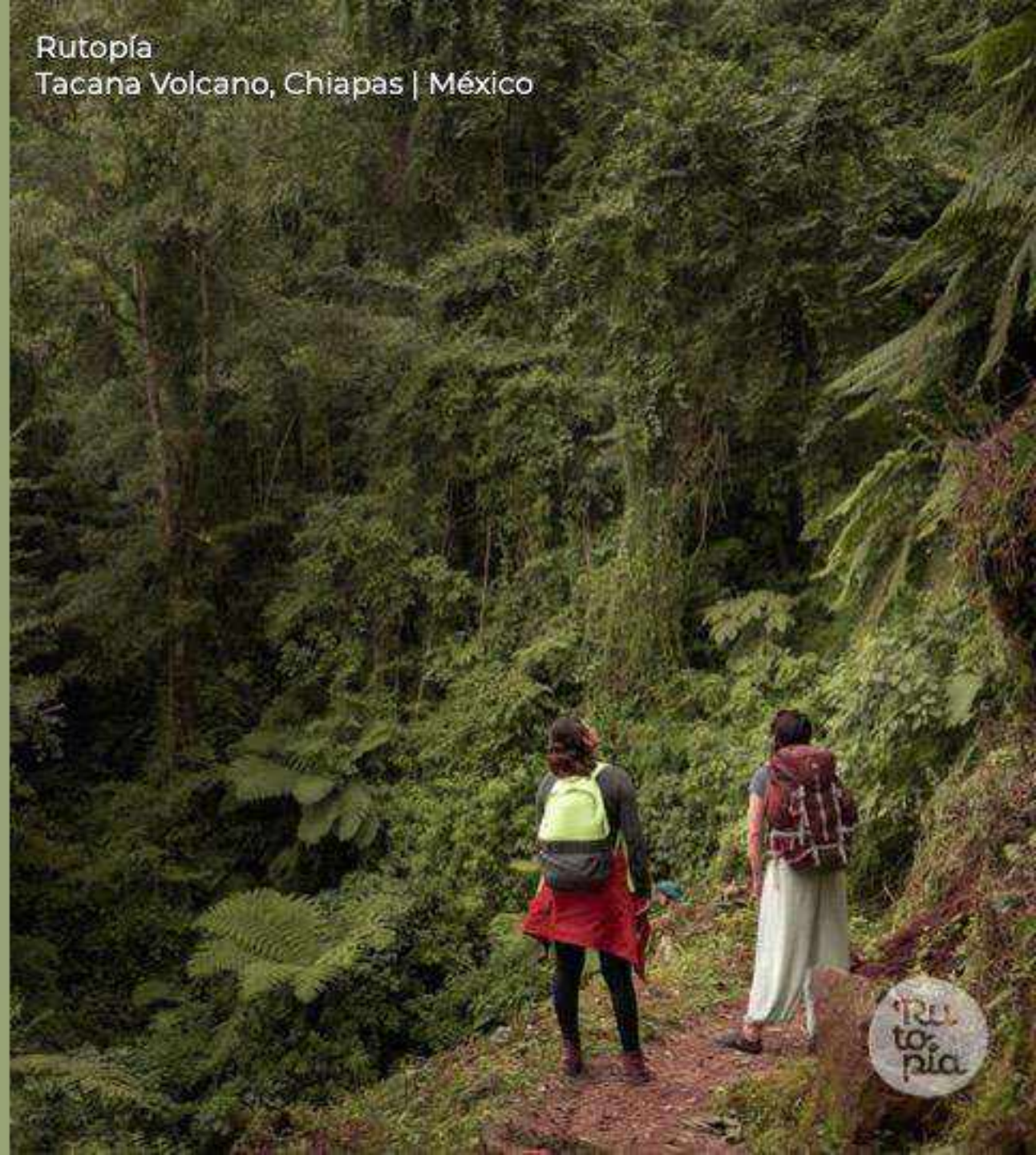
Of all rural
ecotourism projects

FAIL



**38
MILLION
TRAVELLERS
SEEK AUTHENTIC
EXPERIENCES IN
MEXICO**

Rutopía
Tacana Volcano, Chiapas | México

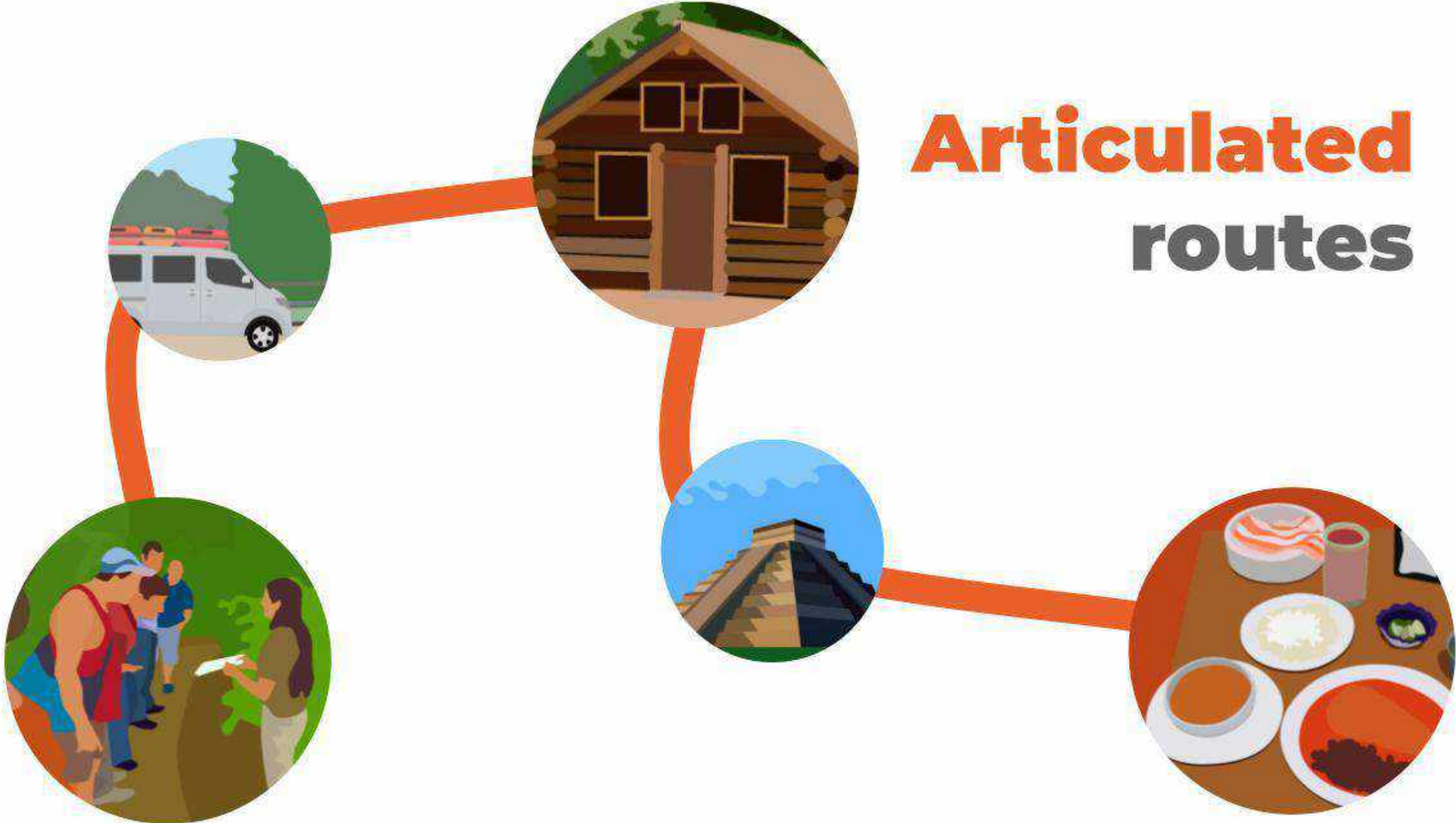




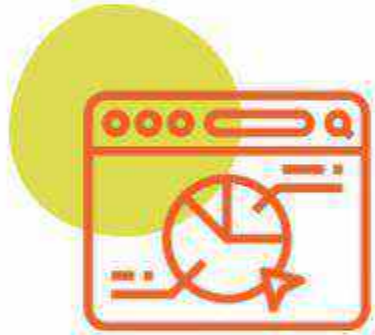
Isolated services



Articulated routes



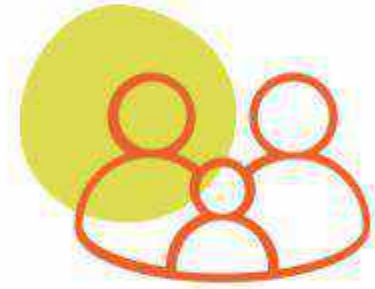
How it works



Traveler request
trips at
rutopia.com



We use
technology to
design and
book trips



Travelers just
have to **show
up and enjoy**



Personalized



Authentic



Seamless

Our mission

MASS tourism

DETERIORATES territories
EXPLOITS people
REDUCES quality

***5%**

***ECONOMIC BENEFITS**

Our mission

SUSTAINABLE *tourism*

DISTRIBUTES *wealth*
CONSERVES *ecosystems*
DIGNIFIES *employment*

***65%**



MASS *tourism*

DETERIORATES *territories*
EXPLOITS *people*
REDUCES *quality*

***5%**

***ECONOMIC BENEFITS**

Boost



1947

travellers



60%

of average annual
growth 2017 - april 2020



**1 M
USD**

total sales
2019



Boost



1947

travellers



60%

of average annual
growth 2017 - april 2020



**1 M
USD**

total sales
2019



**30/32
States**

in operation in mexico



400+

small businesses and
rural cooperatives in the
supply chain

We are the only B Certified tourism
company in México



Certified



Corporation



**“Anyone who comes out of one of the Rutopia trips will be better.”
-Bill Clinton**

Entrepreneur

Forbes

"Mexican startup Rutopia received Hult Prize 2019 from Bill Clinton".

"Rutopia wants Mexico to have sustainable tourism".

BBC

VICE

"Travel to support rural communities"

"Rutopia: the Airbnb of Mexican ecotourism".

A group of diverse people are seated around a long table in a restaurant, enjoying a meal. The table is set with various dishes, including bowls of rice and meat, and plates of bread. The atmosphere is warm and communal. The word "Income" is overlaid in large white text across the center of the image.

Income

Conservation

A group of nine women are posed in front of a waterfall. Two women on the left stand wearing bright green skirts and blue jackets. A woman in the center foreground is crouching in a denim jacket. To the right, two women sit on a rock, one in a colorful embroidered blouse and the other in a red top and pink skirt. The background features a waterfall cascading over a rocky cliff.

Skills

**Who can connect
us with the
international
travel market**

Founder team



Sebastián Muñoz
Co-founder & CMO

Emiliano Iturriaga
Co-founder & CEO



Marisol Herrera
2nd time founder
& COO

Partner with us



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