

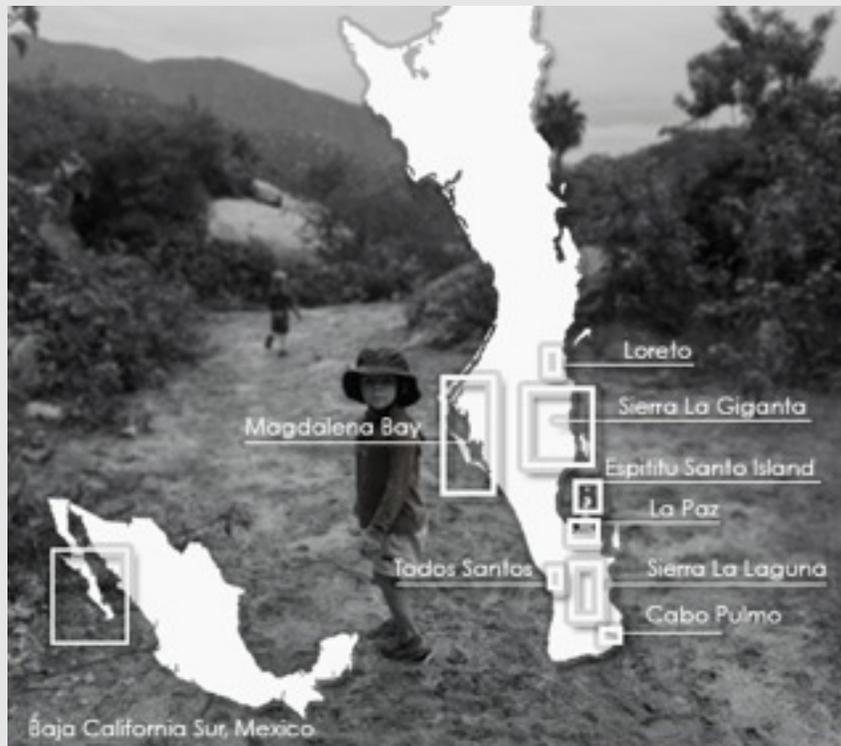


sustainable travel
red

MEXICO'S LEADER IN CONSERVATION ADVENTURES

www.redtravelmexico.com





What is RED?

Travel changes us. It changes our view of the world and makes us rethink our own lives. Whether across the globe or in an unknown corner of your own home town, you can't travel to a different place and meet new people and come back unchanged. At RED, we see travel as a vehicle for change, and through our projects create the space for that change to occur. Much more than a tour operator, RED links community development with wildlife and habitat conservation through tourism, implementing projects that go beyond sustainability to regeneration of habitat, communities, traditions and culture.

that offers world class Conservation Adventures, with a non-profit organization that provides training, small business incubation and technical assistance in rural communities throughout northwest Mexico. The two independent vehicles share the same objectives to:

- Create sustainable employment alternatives
- Generate direct benefits for conservation and natural resource management
- Drive tourism development in Mexico towards more sustainable and regenerative models

To broaden our impact and transmit our knowledge and experience to other organizations, RED also provides sustainable tourism consulting services, from product development to market analysis.

Contact us

To learn more about RED's Conservation Adventures, departure dates or to organize a custom trip

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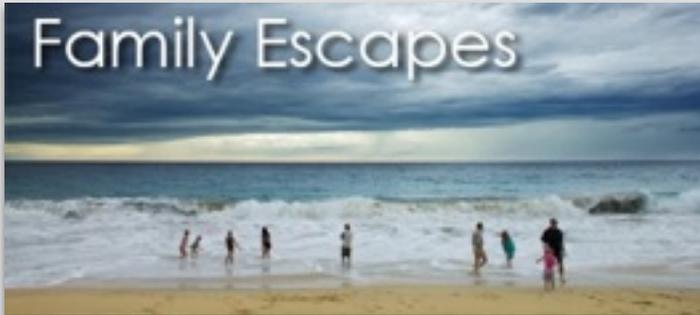
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Trip Categories

Family Escapes



Wildlife and culture, with kid-focused educational activities that guarantee a memorable experience for all

Conservation and Cultural Adventures



Immersion in nature and conservation with cultural interaction, roughing it in style and comfort

Academic Adventures



Custom, experiential based educational trips from grade school to post-grad. It takes "let's have class outside" to the next level

Day Trips & City Tour



Add a little adventure onto your trip, or a relaxing getaway. Experience La Paz through a local's eyes - and stomach.

Self-Drive Adventures



Choose your own adventure. We give you a map, GPS and local contacts. The rest is up to you.

Custom Trips & Private Groups



Corporate/Foundation retreats, theme-focused groups, and custom itineraries for private groups and families



COAST TO COAST ADVENTURE: SEA TURTLES AND GRAY WHALES OF THE PACIFIC, BLUE WHALES AND MULE TREKKING ON THE SEA OF CORTEZ

(8 DAYS / 7 NIGHTS)

This coast to coast expedition shows you the best of what the Baja peninsula has to offer. Your adventure begins and ends in Loreto, the picturesque first capital of the Californias. Start out in search of blue whales, heading through Loreto Bay National Marine Park, stopping at Isla Coronado, before landing at a secluded inlet on the coast. Local rancheros will lead us on a mule trek through



the Sierra La Giganta range, before landing in Magdalena Bay on the Pacific Coast. Here you will take part in the world-renowned Grupo Tortuguero sea turtle conservation project accompanied by the fisher-conservationists working to save these endangered species. You will explore the natural wonderland of Magdalena Bay's islands, dunes, and mangrove canals. Here we will see the gray whales, which make their incredible migration south to Magdalena Bay where they breed and calve before heading back north. Your trip makes its way back north, concluding in Loreto. It would be tough to pack more wildlife, culture and nature experiences into one trip.



GRAY WHALES, SEA TURTLES AND THE SEA OF CORTEZ CONSERVATION ADVENTURE

(7 Days / 6 Nights)

Experience together the wonder of two of Earth's most charismatic marine species, gray whales and endangered sea turtles, all from the majestic setting of in RED's sea turtle research camp in Magdalena Bay. This jewel of the Pacific, just a few hours between Loreto and La Paz, is home to a staggering number of marine and aviary species, lush mangrove canals and towering sand dunes. Your local hosts will treat you to the finest in regional cuisine with gourmet flair, and your naturalist guide will ensure you leave expertly informed on all themes of flora, fauna and local conservation efforts. Your feet will get wet on this participatory experience that lets you work alongside fishermen and



conservationists in a project recognized as a model for community efforts to protect endangered species and habitat.

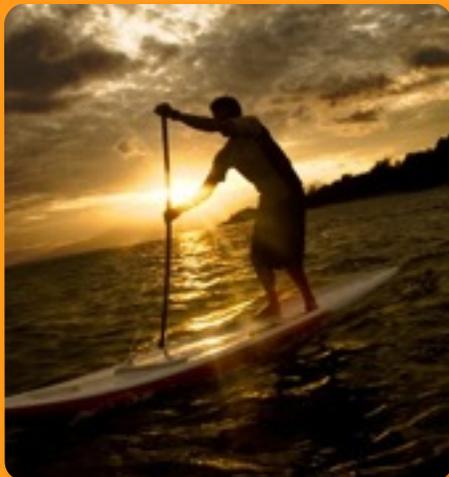


Your adventure will continue from Magdalena Bay south towards La Paz. At a secluded eco-retreat on the Sea of Cortez, you will learn how to prepare traditional Mexican dishes. From here you will depart to Espíritu Santo Island, a UNESCO World Heritage Site where you will get the chance to swim amongst the resident sea lions and multitudes of tropical fish. The trip concludes in the afternoon after returning to La Paz.

GRAY WHALES, SEA TURTLES AND NATIONAL PARKS OF BAJA CALIFORNIA SUR

(9 Days / 8 Nights)

Experience the wonder of the gray whales and sea turtles on the Pacific coast, the splendor of marine parks in the Sea of Cortez, and the heart of Baja California Sur in the rugged Sierra de la Laguna. Take part in the world-renowned Grupo Tortuguero sea turtle conservation project accompanied by the fisher-conservationists working to save these endangered species. Magdalena Bay, jewel of the Pacific on the Baja California peninsula is also where you will see the magnificent gray whales that come to breed and calve before returning north towards the Bering Sea. Continue your adventure with a stay at a coastal Eco Retreat and a trip out to Espíritu Santo Island. Rest up in La Paz before heading south to Cabo Pulmo National Park and then up into the Sierra de la Laguna Biosphere Reserve where vernal pools, waterfalls and an incredible contrast of vegetation and microclimates await. Regional cuisine with gourmet flair, stargazing, mangroves and towering sand dunes round out the experience.



EXPLORE THE BAY OF LA PAZ AND EL MOGOTE BY SUP

(3.5 hours)

Whether it's your first time or you are an avid paddler, this excursion is sure to delight. The long spit of El Mogote provides shelter to La Paz, and hosts a number of hidden treasures, tucked away in the mangrove forests and rolling sand dunes. Heading out from La Paz, you'll make the paddle across to Mogote (40 mins.), where you will begin your exploration. Learn from your local guide about the life-cycle of the mangroves and the important role they play in providing protection and - as you'll see for yourself, providing a home to numerous species of marine and aviary life. Lie atop your board, close your eyes and float through the mangrove canals to take in the sounds of this natural wonderland just a paddle away from the city of La Paz. Relax on the sand and enjoy a gourmet picnic before heading back - watch out for dolphins!



SEA TURTLE AND KAYAK ADVENTURE

(4 Days / 3 Nights)

Paddle through dense mangrove canals lush with wildlife and take part in a sea turtle conservation project recognized around the world as a model for community based conservation. You will learn about the importance of the green sea turtle's survival from our base camp on a secluded shell island. Spend time exploring Magdalena Bay discovering neighboring islands and hiking up pristine sand dunes that lead to miles of untouched beaches. Experience the perfect combination of adventure, discovery and comfort for all ages.

GRAY WHALE AND SEA TURTLE ADVENTURE

(4 Days / 3 Nights)

Experience together the wonder of two of Earth's most charismatic marine species, gray whales and endangered sea turtles, all from the majestic setting of in RED's sea turtle research camp in Magdalena Bay. This jewel of the Pacific, just a few hours between Loreto and La Paz, is home to a staggering number of marine and aviary species, lush mangrove canals and towering sand dunes. Your local hosts will treat you to the finest in regional cuisine with gourmet flair, and your naturalist guide will ensure you leave expertly informed on all themes of flora, fauna and local conservation efforts.



LA PAZ CITY TOUR

(2.5 hours)

La Paz, is the historic capital of the Californias, tranquil, scenic, and a great town to get to know on foot. Experience it through a local's eyes, and your stomach! We'll stop by cultural and architectural sites of interest, learn about the history of the town, meet some of its people, and along the way stop to try many of the local delicacies.

RED SUSTAINABLE TRAVEL

Driving sustainable tourism throughout Northwest Mexico

What is RED and why is it so unique?

Much more than a tour operator, RED provides training and technical assistance to micro tourism enterprises and communities seeking to replace extractive economic activities with sustainable tourism.

RED is a hybrid enterprise that combines a for-profit tour operator that offers world class Conservation Adventures, with a non-profit organization that provides training, small business incubation and technical assistance in rural communities throughout northwest Mexico. These two legally separate vehicles share the same social objectives to: 1) create sustainable employment alternatives; 2) generate direct benefits for conservation and natural resource management; and 3) drive tourism development in Mexico towards more sustainable and regenerative models. RED also provides sustainable tourism consulting services, from product development to market analysis.

Linking tourism with management in Mexico's Natural Protected Areas

Together with Mexico's Commission for Natural Protected Areas (CONANP), RED develops tools to inform visitors, strengthen management and regulation, and increase tour operator awareness. RED's goal is to make sustainable tourism a net plus for Mexico's park system, acting as a driving force in developing regional and local economies, and a key contributor to management and conservation activities.

Where does RED operate?

Based out of La Paz, RED's tour operator combines conservation activities with cultural exchange to create unique experiences in a wild setting with creature comforts. In addition to our Conservation Adventures throughout Baja California Sur, RED offers:

- Thematic trips for universities and special interest groups
- Facilitated retreats for corporations and foundations
- Custom adventures for families and private groups

RED's non-profit arm provides training and technical assistance to communities and small enterprises throughout Baja California Sur, Sonora, Sinaloa and Nayarit, with a strong focus on Natural Protected Areas and Priority Areas for Conservation.

RED' achievements

Since its inception in the final months of 2009, RED has evolved into a recognized leader in the field of sustainable tourism, winning ATTA's young operator scholarship award for its innovative model combining socio-economic development with conservation through sustainable tourism. As the business side has grown - at an average of 60% annually over the last four years, so has our impact:

- Funded 50 sea turtle monitorings in Magdalena Bay
- Created over 1,000 days of sustainable employment in fisher communities
- Generated \$100,000 in community revenue through sustainable tourism
- Immersed close to 200 students in the region in 4-day academic adventures
- Raised over \$50,000 for conservation efforts



What does the name RED mean?

The word *red* in Spanish means net, like a fisherman's net, or network. The name RED is inspired by the network of fishing communities where the project was born in 2009.

