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The background image shows a group of people in a small white boat with blue interior, named 'Guerrero Negro BCS' and 'PRINCE AZUL'. They are wearing life jackets and observing several large whales breaching the water. The scene is set on a calm body of water under a blue sky with scattered clouds.

# BAJA CALIFORNIA SUR

"AQUARIUM OF THE WORLD"

with Destinations  
& Adventure Providers

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**BAJACALIFORNIASUR**  
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# Today's Presenters

## Luis Palacios

- Executive Director, Baja California Sur Tourism Board

## Chris Pesenti

- Founder/Director, RED Sustainable Travel

## James Curtiss

- Owner, Cortez Club La Paz

## Sergio Jauregui

- Owner, Todos Santos Eco Adventures

ATTN Host: Rebeca Yanez

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ATTN Webinar Series



# Webinar Agenda

- Introduction by Rebeca Yanez, Membership Director Latin America – ATTA.
- Baja California Sur – OVERVIEW by Luis Palacios.
- Presentation from Tour Operators/Destinations:
  - RED SUSTAINABLE TRAVEL – Chris Pesenti
  - CORTEZ CLUB LA PAZ – James Curtiss
  - TODOS SANTOS ECO-ADVENTURES – Sergio Jauregui
  -
- Questions & Answers





# Baja California Sur at a glance:



- Discovered by Hernan Cortes in 1575 – Sea of Cortes
- Youngest state in México (1970's)
- Longest coastline in the country (1,400 miles)
- Five destinations – 3 International Airports in main tourism areas.



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Average of 350 days of sun

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DESERT – OCEAN – OASIS – MOUNTAIN

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Endemic species – Viznaga at Isla Catalana

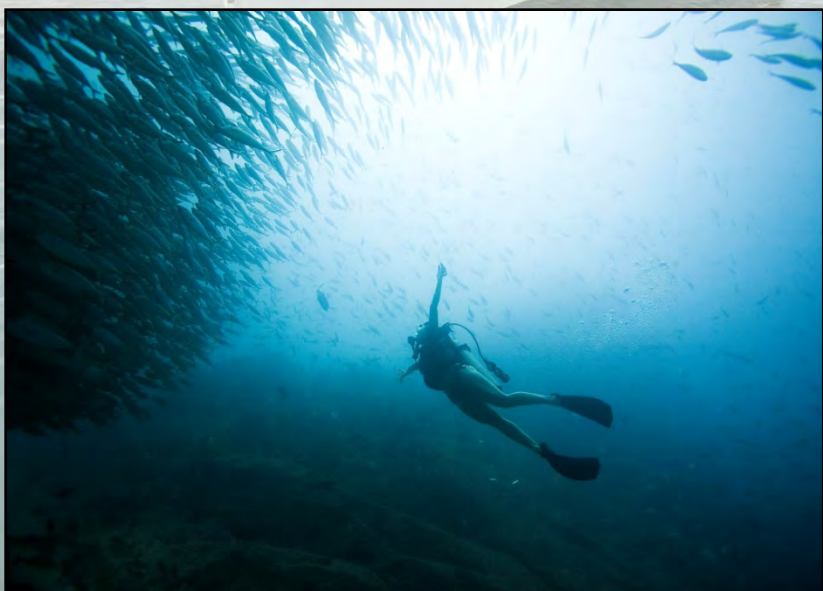
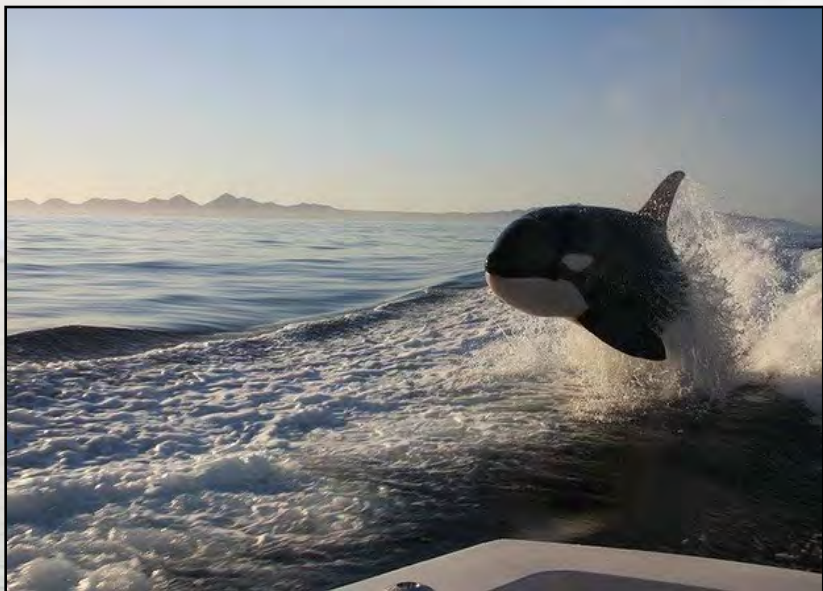
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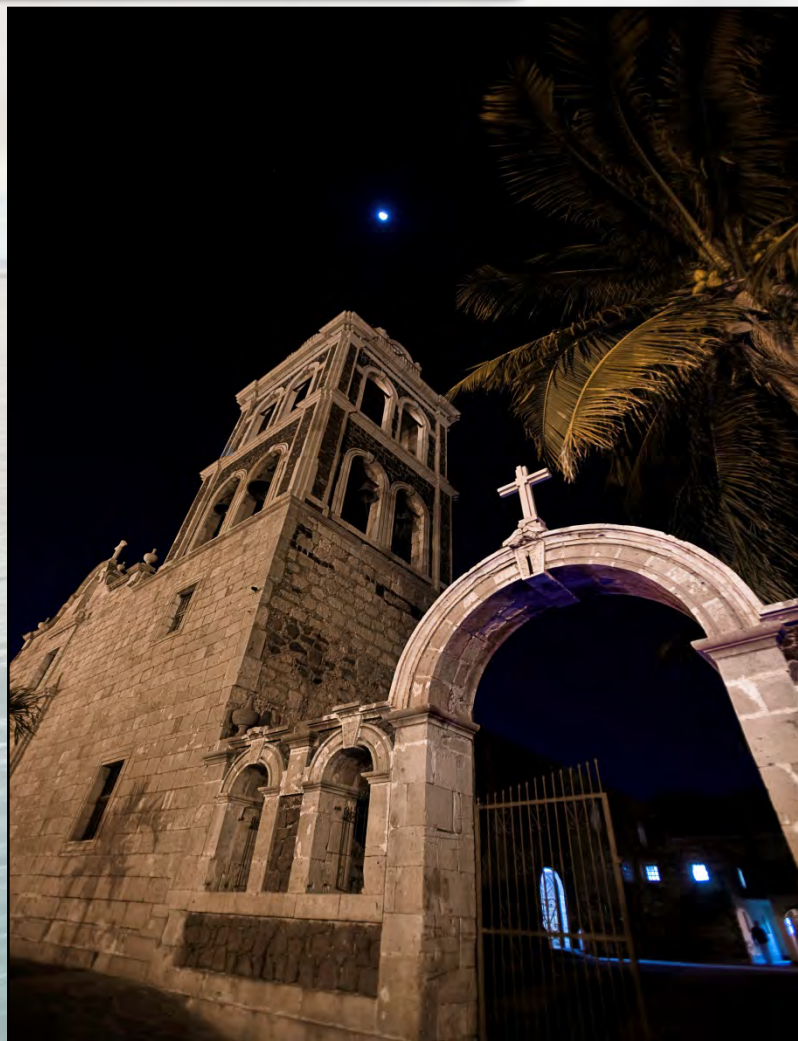
## The Aquarium of the World – Jacques Cousteau







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Misión de Nuestra Señora de Loreto  
Founded in 1697



Misión de San Javier  
Founded in 1699

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7,000 year old cave paintings in the Sierra de San Francisco – UNESCO World Heritage Site





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Isla Espíritu Santo – UNESCO World Heritage Site

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## Gray Whale Sanctuaries – UNESCO World Heritage Site

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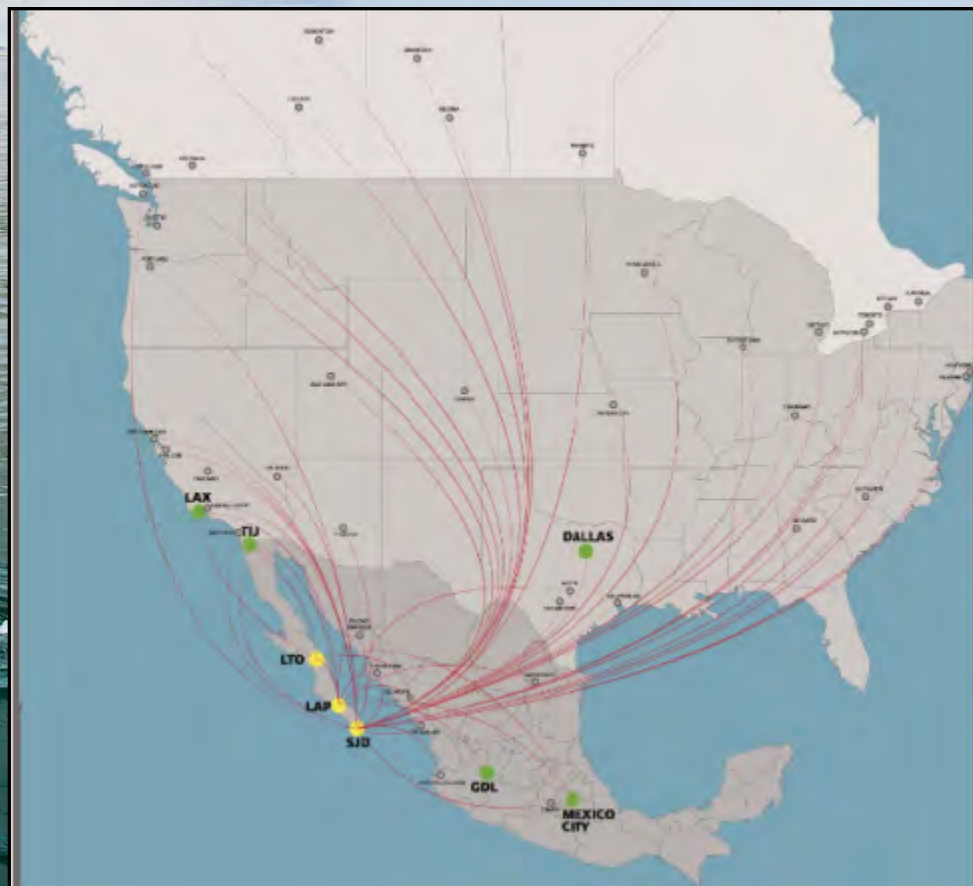
# HOW DO I GET THERE?

## Connectivity is the Key!



35 US & Canadian gateway cities served by:  
American/US Airways, Alaska, Delta, Frontier, United,  
Spirit, AirTran/ Southwest, Sun Country, Virgin  
America, Air Canada, Sunwing, WestJet.

6 Domestic gateway cities, served by:  
Aeromexico, Interjet, Volaris, Viva Aerobus,  
Magnicharters, Aerocalafia.







# PRESENTER:

**Chris Pesenti – LORETO, COMONDÚ & MULEGÉ**

□ **Founder/Director, RED Sustainable Travel**

- Launched RED Sustainable Travel to link species and habitat preservation to socioeconomic development through sustainable tourism
- One of the most innovative models for conservation and community development in the region



sustainable travel  
**red**





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# Northern Baja California Sur



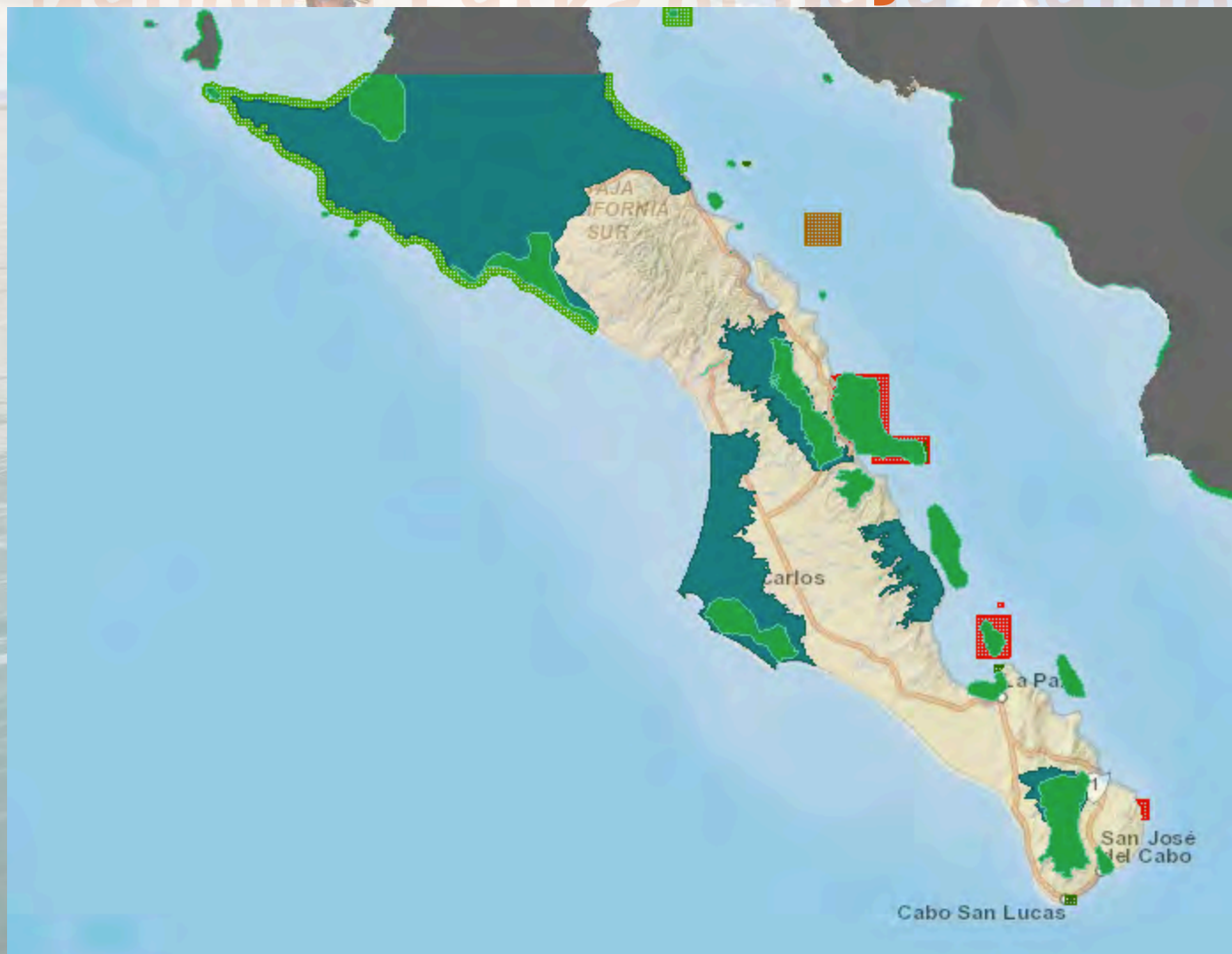
1. San Ignacio Lagoon
2. Loreto
3. Sierra La Giganta
4. Magdalena Bay





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# National Parks of Baja California Sur







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# Wildlife & Nature







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# Stunning land and seascapes



Miguel Angel de la Cueva







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# Wide range of activities



BOA – Baja Outdoor Activities



Visit Baja Sur



RED Travel Mexico





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# Genuine cultural exchange



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# SAN IGNACIO LAGOON

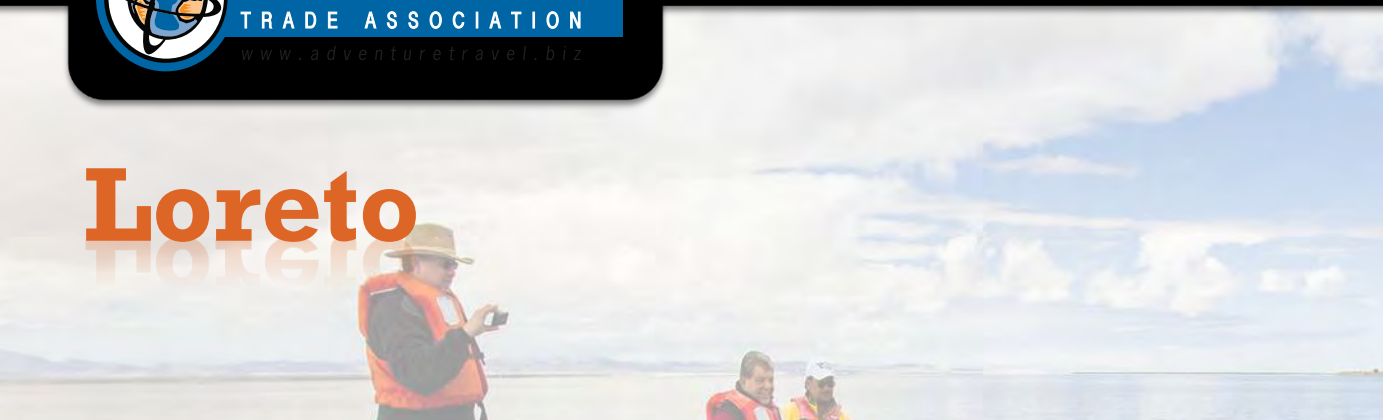






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# Loreto







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# Sierra La Giganta







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# Magdalena Bay







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# Gracias







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# PRESENTER:

**James Curtis—LA PAZ**

□ **Owner, The Cortez Club**

- Born and raised in London, England
- Owner - whale watching, sportfishing, spearfishing and adventure travel trips company
- Only PADI Five Star dive centre in La Paz







## **La Paz is the city of Peace and Abundance on the Sea of Cortes**

Blessed with natural, recreational and cultural abundance, it offers a rare combination of overwhelming beauty, sense of community and balanced infrastructure.

Here, far from the ordinary is closer to you, there is a natural flow in which to be fully present to the world around you – to the experiences that surround you – and in this peaceful state, one finds true fulfillment, a deep sense of discovery and pure joy.





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# The Gateway to The Sea of Cortes







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## Where are we?

Less than 2 hours north of  
Los Cabos, 136 kms







# La Paz Overview

- **Capital City with all services and a population of over 300, 000.**
- **Emerging as a multifaceted authentic destination with a fast growing eco-tourism and adventure component.**
- **Compared to California cities of same size La Paz would be the 3rd safest city**
- **Money Magazine recognized La Paz as one of the Top 10 places to retire.**
- **Outside Magazine 2013 awarded La Paz as the Best Weekend Escape.**
- **A significant ex pat and retirement community currently calls La Paz home.**
- **2,200 hotel rooms including 3 brand new hotels: Hyatt Place, One Hotel and City Express.**





# BEST WEEKEND ESCAPE





Mount  
Fujiwa there's  
north face



Ord river,  
Australia



El Quetro  
Wilderness  
Park

Highlight comes on day 15, when trekkers top out at 18,537-foot Gendagoro La, a pass that separates the Huachuca Valley from the Upper Salton Glacier and was recently opened after shifting seracs made it impassable for a year. The view from the top is one of the most stunning on the planet. \$2,985 per person; [natinabiz.com](http://natinabiz.com)

**BEST ADVENTURE SPOT**  
**Kunumura, Australia**  
This leafy green outpost (pop. 4,600) in Western Australia's Kimberly Region has just a few

hotels, one sports tavern, and a handful of restaurants. In other words, you come for the surrounding a remote landscape ten times the size of Switzerland that has 250-million-year-old red rock, ancient photographs, the bizarre beehive-shaped Bungle Bungle Mountains in Purnululu National Park, and a Delaware-size reserve (Camden Sound Marine Park) off the coast to protect the largest humpback whale calving area in the southern hemisphere. Fly here in the dry season (from April to October) from Darwin, Brisbane, or Perth on Qantas, rent a 4x4 at the airport (US\$647 per week; [budget.com](http://budget.com)), and check into the new Freshwater Apartments (US\$200; [freshwaterapartments.net.au](http://freshwaterapartments.net.au)) overlooking Lilly Creek Lagoon. Then go play. One recommendation: a 68-mile cruise in a 700-horsepower speedboat on the Ord River for instant immersion in the area's natural history

and wildlife (US\$367; [triplej.com.au](http://triplej.com.au)). Another: El Quetro, a lodge sitting on one million acres of El Quetro Wilderness Park, 60 miles west of Kunumura (from US\$300; [elquetro.com.au](http://elquetro.com.au)).

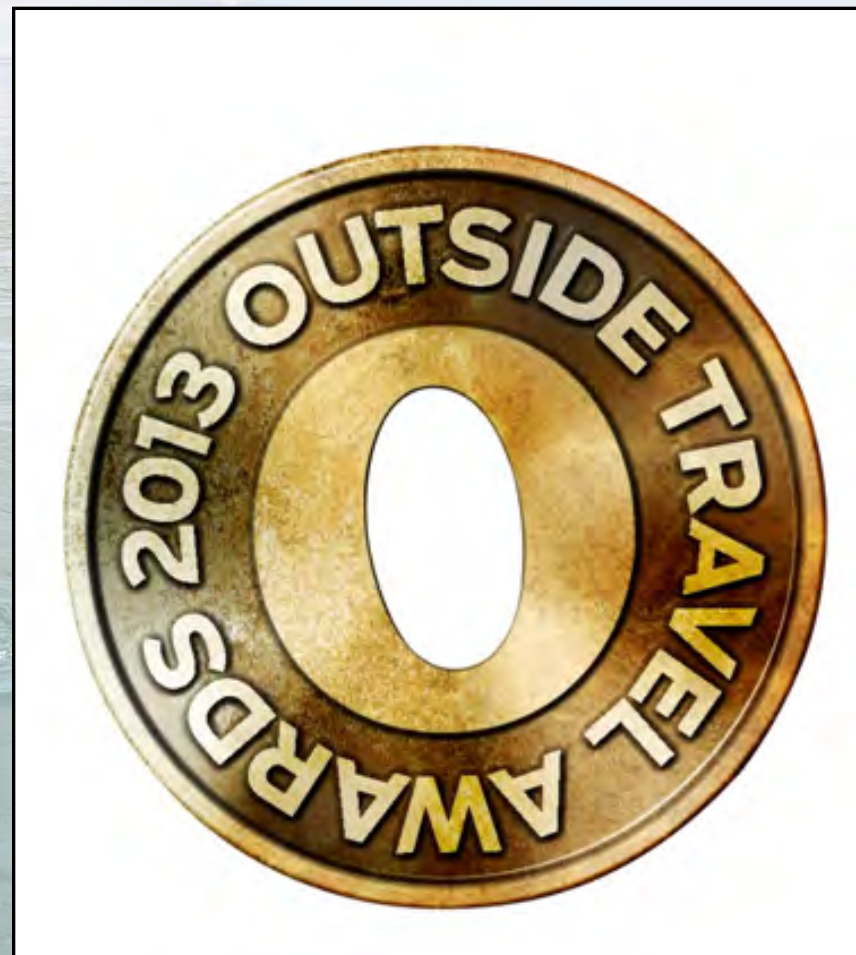
**BEST ADVENTURE SPOT**  
**Durkoth, Minnesota**  
This hilly, forested, 26-mile-long city on the southern tip of Lake Superior is a magnet for aerobic fiends who train year-round on the city's 72 miles of Nordic ski trails, the epic Wilbur Mungenbauer cycling trail, 61 miles of running and hiking trails, and 30 (and growing) miles of urban mountain-bike trails. At the southern en-

air restaurants to have a margarita and watch the sun set. Then explore empty beaches like Balandia, 18 miles north, go whale-watching on Magdalena Bay (\$45 per person for two hours; [bajawhale.com](http://bajawhale.com)), one among whale sharks in the Sea of Cortez (visit [furbajawhale.com](http://furbajawhale.com) for a quote), or head to Isla Esfritu Santo (\$10; [mexicoexpeditions.com](http://mexicoexpeditions.com)), where you can swim off the sandy cove at pristine, private Ensenada de Pescadores.

**BEST ADVENTURE SPOT**  
**Quincy, City**  
What's not to love about a 400-year-old French-speaking city with sidewalk cafés, 204 miles of biking paths, and hiking, fishing, mountain biking, climbing, and paddling in every direction? The fact that it's just a 1.5-hour flight from New York City doesn't hurt, either. Stay at Auberge Saint-Antoine (doubles from US\$189; [saint-antoine.com](http://saint-antoine.com)) in the city's Old Port. Rent

**BEST ADVENTURE SPOT**  
**La Paz, Mexico**  
Far from the worries of mainland Mexico and just two hours from Los Cabos International Airport, which is connected to all major U.S. cities, La Paz is an easy escape on the gorgeous, fish-filled Sea of Cortez. Stay at Posada de las Flores (from \$150; [posadadelasflores.com](http://posadadelasflores.com)) and stroll the city's 11-mile-long malecón out front, stopping at fresh-

**BEST ADVENTURE SPOT**  
**The Collegiate Loop Trail**  
Thanks to 80 miles of new trail in - added from the existing Corinthian Divide Trail System, it's now possible to hike a 160-mile circumnavigation of 11 wilderness, including out at 2,500-foot Lake Ann-Pass. Start and finish at the Twin Lakes Trailhead between West Vista and Leadville. [www.collegiatelooptrail.com](http://www.collegiatelooptrail.com)







## POINTS OF INTEREST

- The Sea of Cortez named “The World’s Aquarium” by Jacques Cousteau.
- Isla Espiritu Santo is a UNESCO World Heritage Site and home to one of the most diverse marine wildlife ecosystems on the planet.
- The beaches of La Paz with beautiful white, soft sand, and crystalline blue waters: Balandra, El Tecolote, El Tesoro
- Todos Santos “Pueblo Mágico” A 40 minute drive south of La Paz.
- El Triunfo: Old mining town
- The Malecón of La Paz 6-mile long beachfront boardwalk, excellent beaches, open air markets, museums, art galleries, fine and casual dining, nightclubs, and a theater.
- Sierra de La Laguna Biosphere Reserve UNESCO protected area on the southern tip of Baja California Peninsula, with access by the Todos Santos area

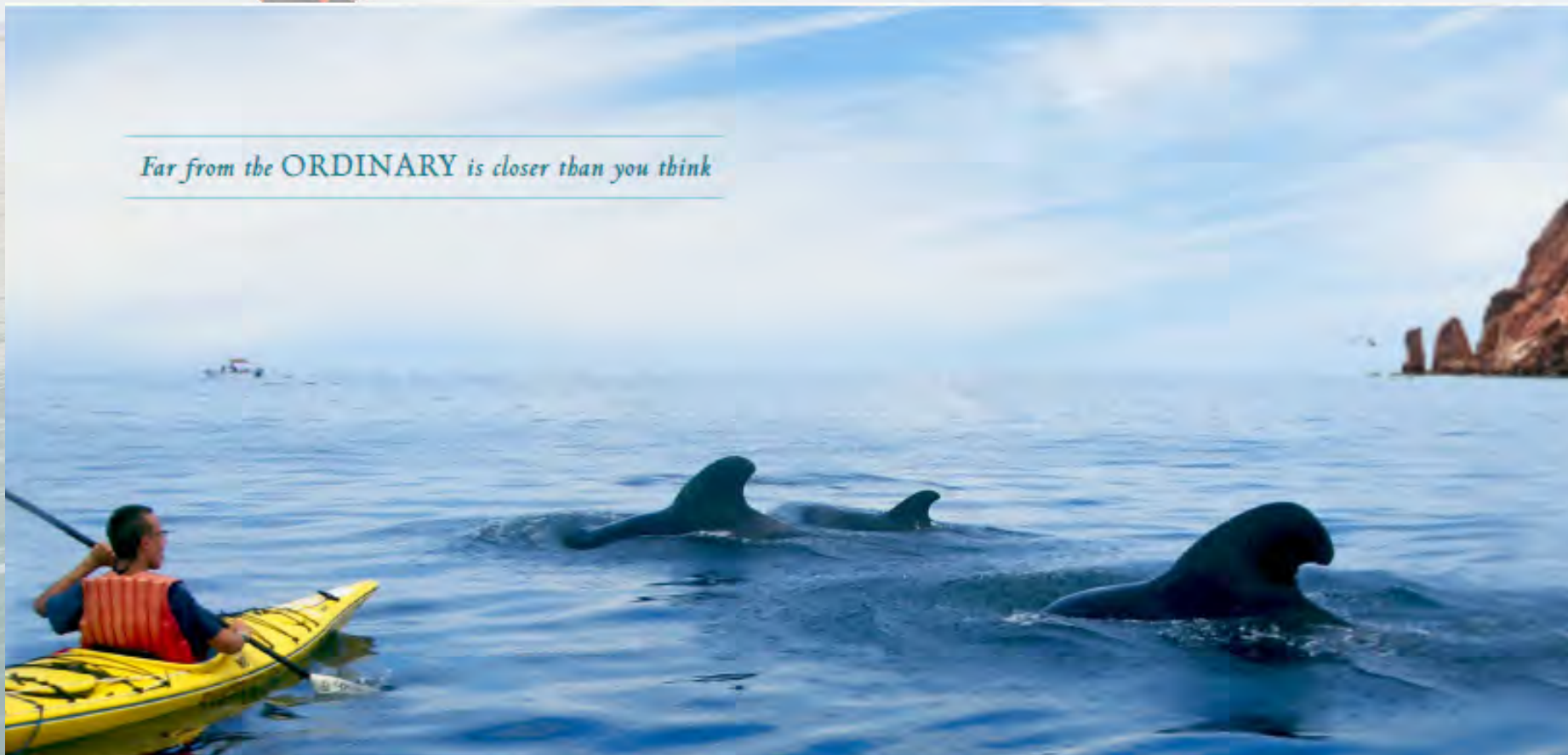




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# FAR FROM THE ORDINARY

*Far from the ORDINARY is closer than you think*







# ADVENTURE FOR EVERYONE

- **Kayaking**
- **Stand Up Paddle Boarding**
- **Surf in Todos Santos**
- **Sports Fishing**
- **Diving and Snorkeling (Hammer head sharks, whale sharks, sea lions, Mantas)**
- **Golf (Arthur Hills and Gary Player)**
- **Adventure (rappel, hiking, camping, mountain biking)**
- **Whale watching**
- **Swimming with sea lions and whale sharks**
- **Kite and wind surfing in Los Barriles area**





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# THE AQUARIUM OF THE WORLD







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## WORLD CLASS DIVING

La Paz is in the world's top ten destinations to Scuba Dive where you have the opportunity to see **sea lions, whale sharks, hammer head sharks, giant manta rays, two ship wrecks, sunken sculptures** and much more.

*Far from the ORDINARY is closer than you think*



La Paz  
Baja Sur

Peace & Abundance on the Sea of Cortez







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# WORLD CLASS DIVING







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# EL TRIUNFO







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# A memorable experience







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# Gracias!







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# PRESENTER:

## Sergio Jauregui – LOS CABOS & TODOS SANTOS

□ Owner - Operator, Todos Santos Eco Adventures.

- Originally from Mexico City but living in Baja for over 20 years
- Owner/operator of Todos Santos Eco Adventures (TOSEA) and Los Colibris Casitas in Baja California Sur.



# TODOS SANTOS Eco ADVENTURES





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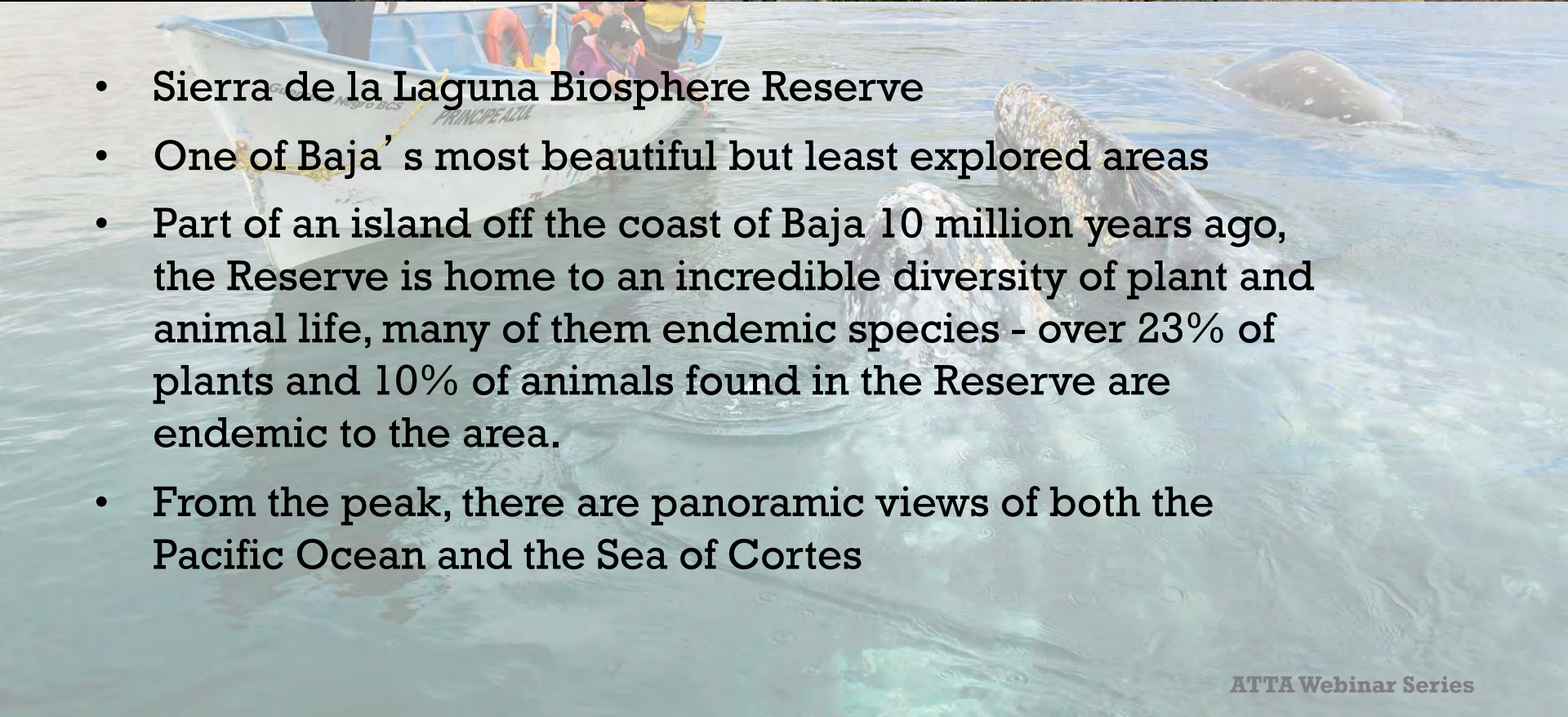
# TREKKING THE SIERRA DE LA LAGUNA







- Sierra de la Laguna Biosphere Reserve
- One of Baja's most beautiful but least explored areas
- Part of an island off the coast of Baja 10 million years ago, the Reserve is home to an incredible diversity of plant and animal life, many of them endemic species - over 23% of plants and 10% of animals found in the Reserve are endemic to the area.
- From the peak, there are panoramic views of both the Pacific Ocean and the Sea of Cortes







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## SIERRA RANCH LIFE ADVENTURES





- Ranchero Culture in Baja California Sur
- Many of our vaqueros' ancestors are from Moorish Spain, and were hand-picked by the Jesuits for their farming and ranching skills, focus on family and integrity.
- They still do leatherworking, cheese-making, candy-making and tortilla-preparation in much the same way they did 500 years ago, and they are masters at passing on these skills.





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# WHALE WATCHIN' 'N FISHING WITH LOCAL FISHERMEN IN TODOS SANTOS

©Peterman

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- Whale Watching in Todos Santos
- Two main species visit our shores: the humpback and the gray
- The humpbacks are powerful and athletic and love leaping out of the water right near the boat. They generally are in the area mid-October to mid-April.
- The grays are gregarious and curious and come right up to the boat. They generally visit from the end of January through mid-March.
- We go out with local fishing captains to see the action.







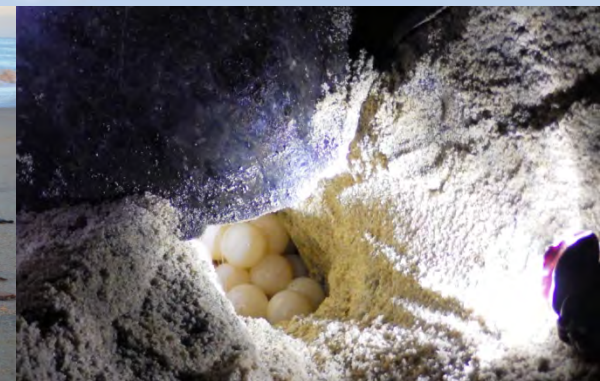
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## **TURTLE RESCUE & RELEASE**







- Five of the world's seven turtle species nest on the shores of Baja California Sur
- Volunteers have the opportunity to participate in night patrols to see females coming ashore to lay their eggs, then helping to relocate the eggs to a protected corral, where they are safe from predators and have a higher likelihood of hatching.
- Then you can release hatchlings from mature nests into the sea!





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**MOUNTAIN BIKING  
(IT'S FUN!)**





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## **BIRD-WATCHING**

Baja California Sur is a true birder's paradise, with over 430 species – including 6 endemic species - in a close range of varied habitats.

Habitats include shorelines and dunes, estuaries, palm oases, islands, bays, mangroves, and the Sierra de la Laguna mountains.





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# SURFING



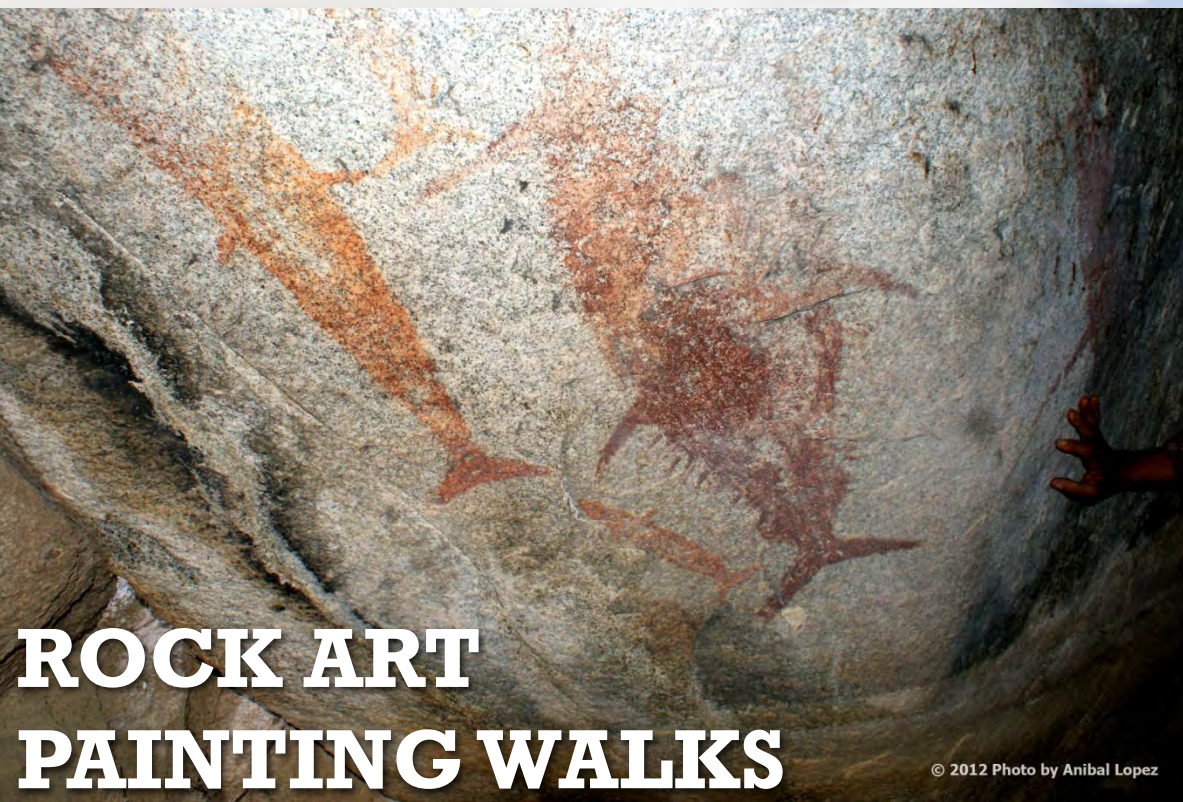


- National Geographic has listed surfing in Todos Santos as one of its best adventure destinations!
- Todos Santos has great beaches for learning to surf, with smooth sandy bottoms and clean, unpolluted waters.
- Smaller waves for beginners roll gently into shore, while bigger waves for more advanced surfers break further out.
- There are great surf spots all over the Cape region for surfers of all skill levels. Surfing is a great sport for all, regardless of body type or fitness level – fun for the whole family!





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# ROCK ART PAINTING WALKS

© 2012 Photo by Anibal Lopez

The Guaycura and Pericu Indians are now extinct, but evidence of their lives in Baja California Sur is all around us.

There are over 300 documented rock art sites in the cape region of BCS.





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# CABO PULMO NATIONAL MARINE PARK

The Cabo Pulmo National Marine Park is home to the Sea of Cortez's only living coral reef - the northernmost coral reef in the eastern Pacific - and is a UN World Heritage Site.

The marine park was established in 1995 as a result of the efforts of local citizens who wanted to restore the marine life that had been dramatically depleted due to overfishing.

In 2009 the Scripps Institute of Oceanography in San Diego released the results of a 10-year study on Cabo Pulmo in which they called the park the "most robust marine preserve in the world", and demonstrated that the total amount of fish in the reserve had increased 460% between 1999 and 2009.

Cabo Pulmo has recovered to a level comparable to a pristine site that has never been fished by humans and it's an absolutely remarkable place to investigate.





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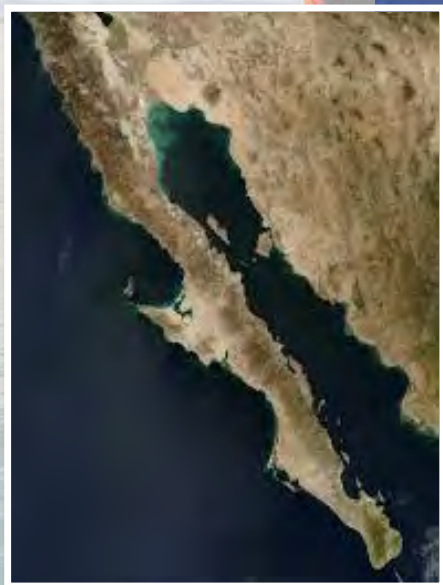
# KAYAKING IN THE SEA OF CORTES





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# AdventureWeek BAJASUR

**Discover Baja California Sur — The Aquarium of the World  
March 7-15**

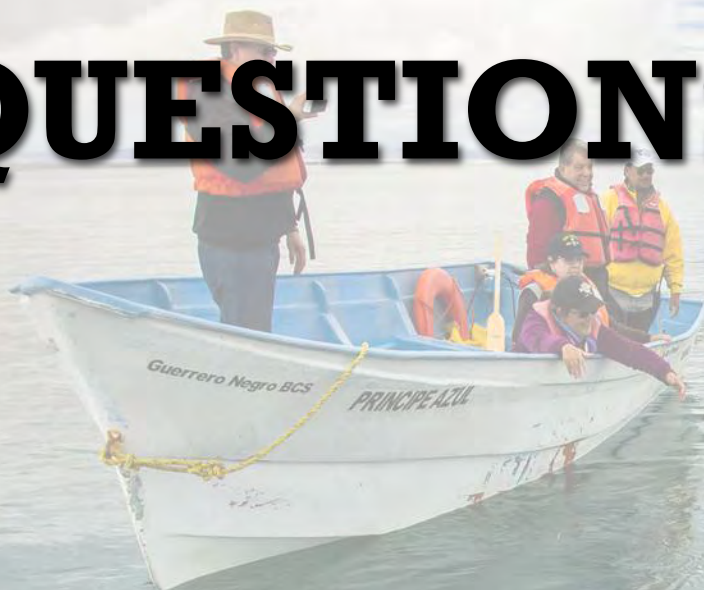
**<https://www.adventuretravel.biz/connect/adventureweek/bajasur/>**





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# QUESTIONS?



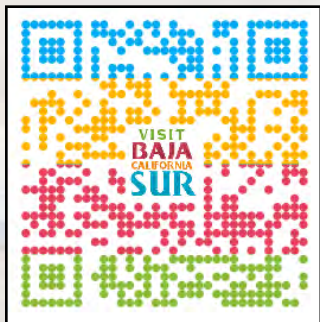
Use the Questions  
feature of GoToWebinar  
to type in your questions  
for the presenters





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# GET IN TOUCH!



[www.VisitBajaSur.Travel](http://www.VisitBajaSur.Travel)



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# ADVENTURE WEEK

## BAJA CALIFORNIA SUR

with Luis Palacios  
& Adventure Providers