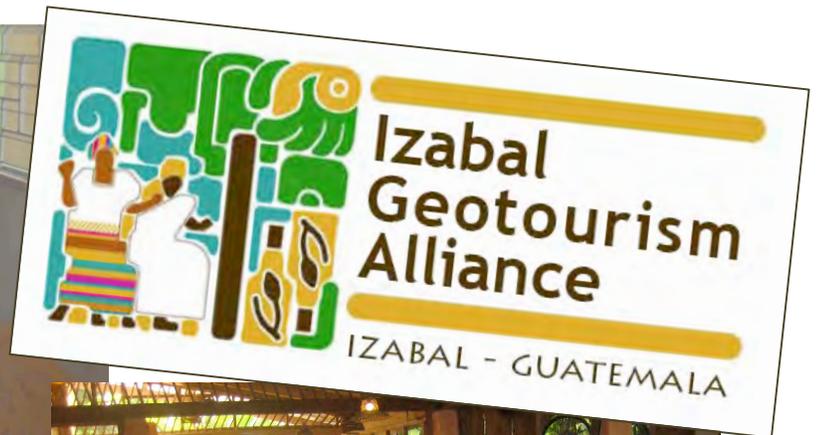




USAID | CENTRAL AMERICA



USAID CONSERVATION OF CENTRAL AMERICAN WATERSHEDS PROGRAM

**DELIVERABLE NO 5:
DMO DESTINATION MARKETING PROGRAM, MEMBERSHIP
PROGRAM AND INFORMATION CENTER GUIDELINES FOR
IZABAL, GUATEMALA
SUBCONTRACT #EPP-I-04-03-00014-0**

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**DMO DESTINATION MARKETING PROGRAM, MEMBERSHIP
PROGRAM AND INFORMATION CENTER GUIDELINES FOR
IZABAL, GUATEMALA**

Contract No. EPP-I-04-03-00014-05

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CONTENTS

Context	Pages 1-3
Section 1. DESTINATION MARKETING PROGRAM	Pages 4-8
The Izabal Geotourism Alliance vs. the Izabal Conservation Fund.....	4
Name and Logo Design.....	4
Consumer-Focused Web Site.....	6
Section 2. MEMBERSHIP DRIVE	Pages 9-11
Membership Benefits.....	9
Membership Fees.....	10
Community Benefits.....	11
Section 3. TOURISM INFORMATION CENTERS	Pages 12-17
Livingston Tourism Information Center.....	13
Puerto Barrios Tourism Information Center.....	15
Rio Dulce Tourism Information Center.....	16

APPENDICES

Appendix A: Logo Survey Data Compilation
Appendix B: Site outline for Izabal Tourism Portal
Appendix C: Example Content Collection Form
Appendix D: Database of Targeted Members of the Izabal Geotourism Alliance
Appendix E: Izabal Geotourism Alliance Membership Kit
Appendix F: Livingston Tourism Information Center Franchise Agreement
Appendix G: Petition created by the Livingston Tourism Information Center Committee
Appendix H: Puerto Barrios Tourism Information Center Franchise Agreement

ACRONYMS

CCAW: Conservation of Central American Watersheds Program
DMO: Destination Management Organization
ICF: Izabal Conservation Fund
IGA: Izabal Geotourism Alliance
TIC: Tourism Information Center
USAID: United States Agency for International Development

CONTEXT

To compete in today’s competitive environment, destinations need to look at a new and integrated approach to development that focuses on “clustering”, or the continuous engagement of all stakeholders in a process of learning and innovating how they conserve, promote, and deliver their tourism services.

The USAID Conservation of Central American Watersheds Program (USAID-CCAW) initially set out to formalize sustainable tourism clusters with key public and private sector groups within two destinations within the Gulf of Honduras watershed (Roatan, Honduras and Izabal, Guatemala). Given the recent political turmoil in Honduras, USAID has suspended activities in Roatan. Solimar is now focusing efforts on engaging Guatemalan stakeholders in strategic activities to achieve the following objectives for the Izabal region:

ACTIVITY	OBJECTIVE
Bring local stakeholders (including representatives from the public sector, private sector, and communities) together under the Izabal Geotourism Alliance to work towards collective solutions for protecting and conserving the cultural and natural resources of the destination. Member businesses will also be promoted through a variety of channels—including a new consumer-focused web site for the destination and through tourism information centers.	Increase destination stewardship among local stakeholders and provide marketing assistance to locally owned businesses
Create a consumer-focused web site featuring destination content as well as detailed descriptions and booking information on Izabal Geotourism Alliance member businesses; and Open tourist information centers in strategic locations to provide assistance to visitors, offer bookings of Alliance member’s products, educate visitors on how to minimize their environmental impact on the region, and sell local handicrafts.	Improve the competitiveness of the destination and visitor’s length of stay
Implement and market the Izabal Conservation Fund , a travelers philanthropy program that will encourage visitors to give donations in support of local conservation programs; and Train tour guides how to deliver targeted conservation messages that will inspire visitors to give donations.	Raise funds to support local grassroots conservation projects
Train cruise line tour guides and local tour operators on how to implement the Global Sustainable Tourism Criteria into their business operations, minimize their impact on the environment, and solicit donations to the Izabal Conservation Fund.	Improve the sustainability of the destination

During the early stages of the program, three local geotourism stewardship councils (representing the destinations of Puerto Barrios, Livingston, and Rio Dulce) were formed to involve local tourism leaders in achieving programmatic objectives—with the ultimate goal of sustainable destination stewardship. Representatives including tourism businesses, NGOs, conservation organizations, community members, and others came together to form these geotourism stewardship (or advisory) councils that will guide the USAID-CCAW program throughout the implementation of its sustainable tourism initiatives.

Through a series of Geotourism Stewardship Council meetings held in August, 2009, inputs were collected on the major issues facing the destination and what potential solutions exist to combat these issues. The majority of stakeholders recognized the need to address waste management issues while also increasing the promotion and availability of information on attractions/tourism businesses through opening tourism information centers. Once the universe of issues, opportunities, and potential solutions was understood, Solimar facilitated the formation of the following local action committees to work towards collective solutions.

- **Rio Dulce:** Tourism Information Center Committee and Solid Waste Management Committee
- **Livingston:** Tourism Information Center Committee and Local Cultural Committee
- **Puerto Barrios:** Tourism Information Center Committee and Local Waste Management Committee

Local committees are already taking immediate actions. For example, Solimar is assisting representatives from Puerto Barrios to work with the local beer distributor to help install a plastic grinder in Puerto Barrios and implement their existing recycling program (giving food in exchange for turning in plastic bottles) in the area. Locations for information Centers have also been identified for both Livingston and Puerto Barrios, with painting and construction activities beginning in September.



*Meeting with the Puerto Barrios
Geotourism Stewardship Council
on August 19, 2009*

The Livingston tourism information center action committee has been working to enhance the visitor's first impression of Livingston not only through the creation of the TIC but also through improving security and order on the municipal dock. A petition was created asking the municipal government to restrict access to the dock to passengers and authorized personal to create a more welcoming, organized, and safe environment. This petition was distributed to members of the TIC action committee and over 50 signatures have been collected. These signatures will be presented to the Mayor of Livingston by the President of the Livingston Geotourism Council and the Solimar staff with the hopes that visitors and community members will no longer be harassed by the hustlers and hawkers that swarm boats the moment they pull up.

While these immediate results are indicative of a few committed individuals, it cannot be assumed that all stakeholders are going to inherently care about destination stewardship. To involve as many stakeholders as possible in destination stewardship activities, it is critical to offer marketing benefits (such as being featured on the web site created for the initiative and through marketing materials in the information center) as an incentive to encourage local stakeholders to join these destination stewardship efforts—including promoting and collection donations for the Izabal Conservation Fund. Once businesses are part of this alliance, it will also be easier to obtain their commitment and participation to work on various local action committees.

This deliverable documents the destination marketing program currently under development to improve the quality and availability of tourism information in Izabal and provide an incentive for businesses to join the membership program. It also details the membership recruitment process underway in the destination, along with the status of establishing tourism information centers in strategic locations throughout Izabal.

SECTION 1. DESTINATION MARKETING PROGRAM

The Izabal Geotourism Alliance vs. the Izabal Conservation Fund

As a result of the simultaneous establishment of these two entities, some stakeholders have had difficulty making a clear distinction between the two. While related, these entities will serve separate purposes and have separate marketing strategies.

The **Izabal Geotourism Alliance (IGA)** is the umbrella organization that includes non-profit organizations and tourism businesses (located throughout the Izabal region) dedicated to working with travelers and the travel industry to protect and conserve Izabal's natural and cultural resources through sustainable tourism development and promotion. The Geotourism Stewardship Councils that have already been formed represent the leaders and decision-makers of the Alliance. The Alliance will follow the principles of **Geotourism**, defined by the National Geographic Society as *tourism that supports and improves the geographical character of the destination, including the environment, heritage, local culture and wellbeing of its residents.*

Through the Geotourism Stewardship Councils and local action committees, members of the Izabal Geotourism Alliance are working to address a number of conservation threats including waste management and pollution, loss of traditional languages and cultures, poverty and public health issues, and unsustainable development. Through the support of the USAID-CCAW Program, the Izabal Geotourism Alliance will establish a strong membership base while working collectively towards actions that achieve a meaningful and sustainable impact at the destination level.

One of the initiatives established and operated under the Izabal Geotourism Alliance is the **Izabal Conservation Fund (ICF)**—a travel philanthropy program that provides travelers and travel companies with opportunities to make small donations to regional grassroots projects. Donations to the Izabal Conservation Fund will be collected through member businesses of the Izabal Geotourism Alliance and the executive board that manages the fund consists of two local leaders (the president and vice president) from each Geotourism Stewardship Council.

Name and Logo Design

Full-color logos to brand both the Izabal Geotourism Alliance and the Izabal Conservation Fund were developed through an extensive process involving inputs and feedback from the members of the Geotourism Stewardship Councils as well as the greater Izabal community. The two logos feature key colors, elements, and overall themes recommended by local stakeholders as conveying a strong feel for the region. The Izabal Conservation Fund logo will be used on consumer focused marketing collateral to encourage donations, while the Izabal Geotourism Alliance logo will be used in membership materials, as well as among the tourism industry members in order to show membership in the alliance and support of sustainable tourism initiatives.

The process for developing these names, logos and tagline began with the initial Geotourism Stewardship Council meetings in July, 2009. This was followed by surveys

conducted via email and in person among local stakeholders during the month of August. This ensured that inputs from a wide variety of people were considered prior to developing the logo concepts.

The branding survey included the following questions:

1. What words come to mind when you think of Izabal?
2. What symbols come to mind when you think of Izabal?
3. What are the reasons to visit Izabal?
4. What colors do you associate with Izabal and why?
5. Describe the typical visitor.

The survey results were aggregated to produce a comprehensive list of symbols, features, colors and words that people associate with Izabal. Based on the results of these surveys, logo concepts were developed for both the Alliance and for the Izabal Conservation Fund. Refer to **Appendix A** for a summary of survey results.



Izabal Geotourism Alliance logos – Version 1



Izabal Conservation Fund logos – Final Version



The colors of both logos were based on the survey results as well as the color of the Garifuna flag (yellow, white and black). The style and square design are representative of the Mayan carvings at Quirigua—which was mentioned frequently in the survey as a symbol representative of the region. The Geotourism Alliance logo incorporates more cultural elements—including Garifuna women dancing and bottles of *guifiti*, the traditional drink of the Garifuna (a medicinal drink made with plant-infused rum). The Izabal Conservation Fund logo focuses more on nature—including local wildlife, the sun, and the lake. Both logos were designed in horizontal and vertical format to adapt to a variety of uses.

Once developed, the logo concepts were circulated to members of the Izabal Geotourism Alliance for feedback. While they all agreed upon the Izabal Conservation Fund logo, they felt the Izabal Geotourism Alliance logo should include more aspects of the local Mayan culture, to provide an equal emphasis on both Garifuna and Mayan culture. The final Izabal Geotourism Alliance logo was designed to portray the two distinct cultures (Garifuna and Q’eqchi) in harmony—representative of both the destination of Izabal and the broader concept of an Alliance.



**Izabal
Geotourism
Alliance**

IZABAL - GUATEMALA

*Izabal Geotourism Alliance
logos- Final Versions*

The majority of stakeholders agreed that the existing Caribe Verde logo (found on www.Izabalonline.org) should be used to promote the destination, but will be re-worked based on feedback.

Consumer-Focused Web site

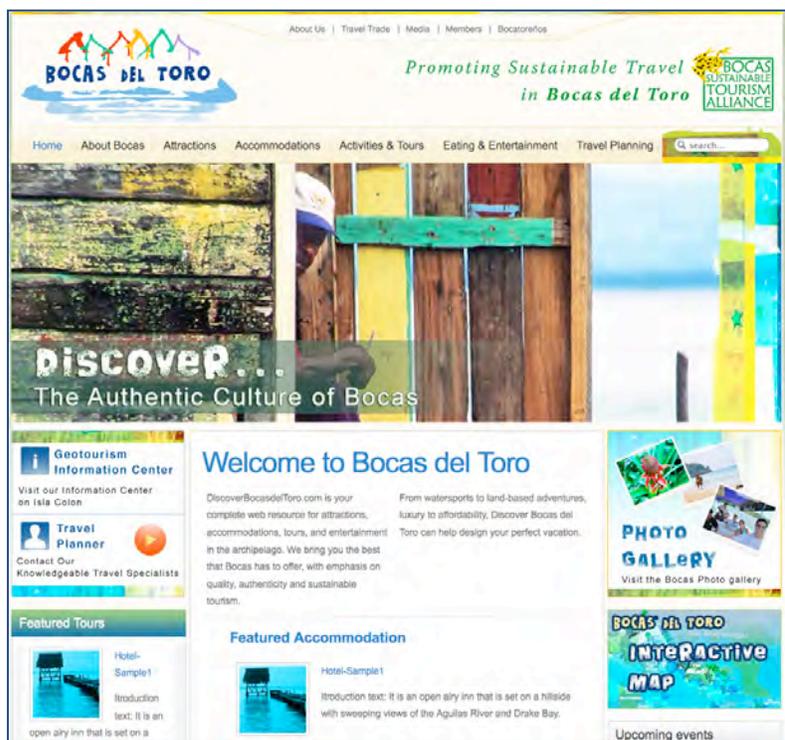
Travelers rely on destination web sites as a valued information source, and are likely to rank destination sites as the most useful type of travel Web site for researching a possible vacation destination. Therefore, it was decided that the centerpiece of the Izabal Geotourism Alliance’s marketing strategy would be a comprehensive, consumer-focused Web site developed for the destination of Izabal—and managed by the Executive Board of the Izabal Geotourism Alliance.

A research study concluded that when travelers were asked which of their travel decisions were influenced by a DMO (Destination Management Organization) web site,

the most commonly cited decision was their “activity selection” (57% of users) and their “hotel/accommodations selection” (52% of users) at the destination. This new destination portal will provide the detailed information about activities and accommodations that the current sites promoting Izabal are lacking.

Solimar initially researched the possibility of modifying www.Izabalonline.com, the existing web site promoting the destination (the site is currently managed by FUNDAECO). Most members of the Geotourism Stewardship Councils agreed that the main navigation of the site needs restructuring and the content needs updating—including increasing the number of hotels and the amount of information available about each hotel. Other feedback received included updating the destination and natural attractions pages while making them more consumer-friendly for visitors planning a trip.

Due to limitations with this site (confusing navigational structure, limited information about businesses, outdated web site platform, etc), it was decided that the Izabal Geotourism Alliance should create and market its own site—focused on promoting its members and Izabal as a world-class geotourism destination. The Izabal Conservation Fund and its beneficiaries will also be predominantly featured on this site. The desired URL for this site is www.destinationizabal.com.



Solimar will utilize Joomla 1.5 technology and replicate a site similar to the one created for the destination of Bocas del Toro, Panama (homepage pictured above).

This sophisticated technology features a back-end database, allowing businesses to be sorted in a number of categories (including price, location, type, sustainability certifications, etc.)—increasing the amount of exposure they receive on the site.

The Web site is intended to act as the extended brochure for the destination, with comprehensive information and photos not only about the individual products/itineraries, but also about travel logistics, safety, and other travel-related issues regarding the Izabal region.

The Izabal destination site will have the following goals:

- Create a unified brand and identify for the Izabal Geotourism Alliance, including its member businesses and the Izabal Conservation Fund.
- Feature detailed descriptions and booking information on all Izabal Geotourism Alliance member businesses;
- Stimulate awareness of and travel demand to the destination;
- Increase the length of stay by featuring the unique geotourism natural and cultural attractions available at the destination;
- Provide leadership and education to the local tourism industry to support the objectives of the Izabal Geotourism Alliance; and
- Encourage donations to the Izabal Conservation Fund through featuring complete descriptions of projects supported by the Izabal Conservation Fund and facilitate online donations (by linking the site to MAR Fund's online donation engine).

*Refer to **Appendix B** for a detailed outline of the Izabal Consumer-focused Web site*

Once local businesses join the Izabal Geotourism Alliance, Solimar will collect detailed content on each of the members of the Izabal Geotourism Alliance. *Refer to **Appendix C** for an example content collection form that will be utilized during this process.* Content collection forms exist for activities, communities, hotels, natural attractions, restaurants, and tour operators. All content collected in the field will be aggregated by Solimar's Washington DC team and uploaded into the back-end of the website. Upon the conclusion of the USAID-CCAW program, a comprehensive training (including print and video instructions) will be given to the local person serving as webmaster of the site to ensure that the site remains updated with current content and new member businesses.

The launch of the Web site will be followed by an aggressive electronic marketing and public relations campaign to drive traffic to the site. Search Engine Optimization (SEO), search engine registration, online advertising (Pay Per Click online ads: Google Ad words and Yahoo Sponsored search), electronic fliers, forum posting, affinity group promotion and distribution on travel portals will be used on an ongoing basis to build brand awareness with prospective consumers and will encourage them to visit the Web site to research a trip to Izabal.

SECTION 2. MEMBERSHIP DRIVE

Over the next month, Solimar will facilitate the official launch and membership drive for the **Izabal Geotourism Alliance**. This membership drive will educate local non-profit organizations and tourism businesses about the purpose and benefits of the Alliance and encourage them to join.

Over 90 local non-profit organizations, hotels, natural attractions, community-run sites, cultural centers and restaurants have been targeted for membership in the Izabal Geotourism Alliance. They will be contacted over the coming weeks and encouraged to join. *Refer to **Appendix B** for the database of potential businesses identified.*

Membership Benefits

Members of the Izabal Geotourism Alliance will receive the following benefits:

- Free six-month trial membership. Since the web site and tourism information centers (TIC) are not yet complete, a free six-month trial membership will give local businesses time to experience the marketing benefits of membership prior to being asked to pay a fee;
- Full page promotional description on the consumer-focused Web site for the destination;
- Right to distribute sales brochures at tourism information centers in Puerto Barrios and Livingston;
- Business linkages with local and international tour operators to promote sustainable tourism activities in the region;
- Access to hotel and activities booking services through the tourism information center locations;
- Special distinction as a tourism business supporting sustainable tourism initiatives in Izabal with a “Member of the Izabal Geotourism Alliance” logo and certificate or sticker;
- A feature business listing in a Sales Directory made available to visitors at the tourism information center locations and distributed to tour operators in Guatemala City; and
- Opportunity to be featured in press/FAM trips.

In exchange for these membership benefits, all participating members will be asked to encourage and collect donations to the Izabal Conservation Fund.

Refer to **Appendix E** for membership kit materials that will be distributed to potential members to describe the program. This kit includes a fact sheet about the Izabal Geotourism Alliance, a fact sheet about the Izabal Conservation Fund, and a basic acuerdo that all participating businesses will be asked to sign.

Local businesses have shown great interest in the Izabal Geotourism Alliance, in large part because of the marketing possibilities but also because they desire to implement sustainable practices in their businesses and recognize the importance of protecting the destination for future generations. Unlike many tourist destinations which are over-run by foreign investors, the vast majority of tourism businesses in Izabal are Guatemalan owned and operated, and the local owners are committed to keeping it that way. Izabal is called the Green Caribbean because it contains more protected areas than any other part of Guatemala, and potential members realize that these natural attractions are what draw visitors to the region and are in danger of disappearing if actions are not taken to create more sustained development and improve current infrastructure.

The group of businesses who have been targeted for membership is diverse, and includes community-run Eco Lodges, exclusive resorts, and cultural centers. Many potential members lack sufficient resources and training to conduct extensive marketing for their businesses, yet all of them realize the great importance of doing so and are thrilled with the possibility of having their business featured on a web site. Many of the attractions and hotels in the area are difficult to access, and are located up creeks or deep in the jungle. While this is part of what makes the region unique, hotels and communities understand that the current lack of information and infrastructure combined with their remote locations greatly prohibits their potential earnings. They understand the importance of promoting themselves through the Web site and information centers and believe it has the potential to dramatically increase the number of visitors to their businesses.

Membership Fees

After a period of six months, once IGA business members have had the opportunity to realize the membership benefits listed above, they will be asked to pay an annual membership fee that will go towards covering the minimal overhead costs necessary to maintain the membership and marketing program once USAID-CCAW funding is removed. The geotourism stewardship councils are still determining the best way to charge membership fees and the mechanism for collecting those fees, yet the councils agree that the fees are crucial to the sustainability of the Alliance.

Council members agree that some Alliance members will be able to pay more than others, and have tentatively decided on the creation of three different membership levels: Gold, Silver, and Bronze. The membership fee for each level will be different, and so will the membership benefits. Below is a sample outline of the three membership levels and their proposed prices and benefits:

Bronze: \$50USD

Basic information in the TIC directories in Puerto Barrios and Livingston.

Contact information and photos listed on the Web site.

Right to use the IGA logo and distinction as a founding member.

Potential bookings and reservations through the TIC.

Silver: \$100USD

Basic information in the TIC directories in Puerto Barrios and Livingston.
Right to distribute brochures in one TIC (Puerto Barrios *or* Livingston)
Full page listing on the Web site with detailed descriptions of the business.
Right to use the IGA logo and distinction as a founding member.
Potential bookings and reservations through the TIC.

Gold: \$150USD

Basic information in the TIC directories in Puerto Barrios and Livingston.
Right to distribute brochures in both TICs (Puerto Barrios *and* Livingston)
Full page listing on the Web site with detailed descriptions of the business.
Link to their business Web site from the Izabal destination site.
Monthly update from Webmaster with number of hits, unique site visitors, etc.
Right to use the IGA logo and distinction as a founding member.
Potential bookings and reservations through the TIC.

Membership fees will be collected every six months, and the position of IGA President will be created and given the responsibility of collecting the fees and depositing them in a special bank account that will be opened in the name of the Alliance. Any member who does not pay their fee will have their information removed from the tourism information centers and the Web site. The IGA President will be responsible for monitoring and managing the fees and ensuring that they are utilized to pay necessary overhead fees for maintaining the TIC and the Web Site and that a small amount is set aside for unforeseen costs or future projects.

Community Benefits

It is also expected that the local community will receive several intangible benefits as a result of the creation of the Izabal Geotourism Alliance:

Izabal Geotourism Alliance will serve as a unifying association for various stakeholders to have a voice in the management of tourism growth in Izabal;

- Funding generated by the Izabal Conservation Fund will directly support conservation and community projects;
- IGA will serve as an institution that both unites and integrates all stakeholders of the tourist sector of Izabal and generates opportunities for them as well as the community; and
- It will establish respect, credibility, competency, vision, and unity among the tourism industry.

SECTION 3. TOURISM INFORMATION CENTERS

Tourism information centers (TIC) established at strategic locations throughout the Izabal region will allow the Izabal Geotourism Alliance to provide in-depth information on the region's sustainable tourism offerings and allow travelers to consult, arrange, and potentially purchase pre-packaged tours, accommodations, and guiding services. They will also provide information to visitors about how they can minimize their environmental impact in the area through informative posters and brochures. In addition to assisting travelers to the region, these information centers will provide invaluable exposure and market access to members of the Izabal Geotourism Alliance and serve as an additional incentive for joining the Alliance. To generate sources of revenue, the opportunity also exists for the tourism information centers to sell fair trade, locally produced merchandise, souvenirs and handicrafts—and serve as an key additional point of collection for donations to the Izabal Conservation Fund.

There are two different markets for the products and services of the tourism information centers: 1) IGA Members, and 2) Travelers. The services and benefits to be offered to each market through the information centers are detailed below:

Services and Benefits for Tourism Businesses *(note that businesses must be members to receive these benefits)*

- Include business in a sales directory that will be available to visitors inside the information center and distributed to tour operators throughout Guatemala (including Guatemala City and Antigua);
- Right to distribute sales brochures of their tourism facilities at the tourism information center;
- Business linkages with local and international tour operators to promote sustainable tourism activities in the region; and
- Facilitate the bookings of hotels and activities within Izabal through the tourism information center (to be determined).

Products and Services for Tourists

- Tourism Information Centers will provide assistance upon the tourist's initial arrival to the destination as well as during their stay. Adequate information about geotourism activities and accommodations will be available at the center along with a staff member to provide advice and assistance (during business hours);
- Reservation or referral capabilities available onsite. This reservation center will potentially allow tourists to book their lodgings and activities once in the destination by going to the tourism information center. Special interest tours that focus on sustainability and/or benefit conservation (such as community tours) are likely to be made available and promoted by the tourism information center;
- Educational materials will be available to visitors instructing them on how to minimize their carbon footprint while in the area. These materials will include a list of tips to follow (do not eat certain species of fish during certain months, do not purchase souvenirs made from animals, refill your water bottle, etc), information about local flora and fauna, and a list of local volunteer opportunities where they could help give back to the community.

- Sales of Izabal branded merchandise (such as t-shirts, hats, post cards, etc.) as well as local, fair trade products (chocolate, local handicrafts, etc) within the tourism information center; and
- Collection of donations in support of the Izabal Conservation Fund and information about the Fund (including brochures, posters, etc).

Livingston Tourism Information Center

The Izabal Geotourism Alliance will open a tourist information center through a strategic partnership with Ak'Tenamit, a grass roots organization run by and for the advancement of the local Mayan communities. Ak'Tenamit is currently building a restaurant in downtown Livingston with space available to create a tourist information kiosk inside that will provide information and referrals to IGA member businesses.

*Refer to **Appendix F** for the franchise agreement developed and signed with Ak'Tenamit.*

Once operational, this information center location will require IGA to cover only a small amount of overhead, as Ak'Tenamit will provide the office space and staff member at no cost.

The Livingston TIC action committee has been working to enhance the visitor's first impression of Livingston not only through the creation of the TIC but also through improving security and order on the municipal dock. A petition was created asking the municipal government to restrict access to the dock to passengers and authorized personal to create a more welcoming, organized, and safe environment. This petition was distributed to members of the TIC action committee and over 50 signatures have been collected. These signatures will be presented to the Mayor of Livingston by the President of the Livingston Geotourism Council and the Solimar staff with the hopes that visitors and community members will no longer be harassed by the hustlers and hawkers that swarm boats the moment they pull up. *Refer to **Appendix G** for a copy of this petition.*

In past Geotourism Council meetings, members expressed great concern over the current environment on the dock and the unpleasant and unsafe experiences both tourists and community members were forced to endure. The combination of the enhanced safety and order on the dock and the TIC (located directly outside the dock) is a crucial mechanism to improve tourism infrastructure and create a more welcoming environment, thereby encouraging visitors to stay longer and spend more money in the region.



Map of the proposed location of the Tourism Information Center in Livingston, Guatemala.



The proposed tourist information center will be developed through a strategic partnership with Ak'Tenamit, and will be located inside a restaurant currently being constructed in downtown Livingston.

Puerto Barrios Tourism Information Center

The Izabal Geotourism Alliance will open a second tourism information center through a strategic partnership with Mar y Sol. This location is centrally located near the municipal dock in Puerto Barrios.



The exterior of the Puerto Barrios Tourism Information Center



Refer to **Appendix H** for franchise agreement developed and signed with Mar y Sol.

On Tuesday, September 22nd, members of the Puerto Barrios Tourism Information Center action committee painted the space within the Mar y Sol office dedicated for the tourism information center in order to improve its appearance and prepare it to receive visitors.

Members of the TIC action committee are currently designing the building signage and have received furniture cost estimates from various companies.



Members of the Puerto Barrios geotourism stewardship council and the Solimar International team paint the Tourism Information Center office to be located inside of Mar y Sol near the municipal dock in Puerto Barrios

Rio Dulce Tourism Information Center

Rio Dulce has proven to be a complex and difficult area to work in due to several factors. The geography of the area means that hotels and marinas are separated not only by great distances but also by water, isolating the hotels from each other and resulting in a lack of a centralized location for an Information Center. Fronteras, the town which sees much of the flows of tourism traffic by land and sea, is extremely chaotic. There is no traffic control or infrastructure at the main intersection and long lines of cars and trucks form

that can last for hours, causing a horrific backlog in the precise area where buses unload tourists and tourists get on and off boats (see pictures below).



Several potential sites were identified and presented to members of the Rio Dulce Geotourism Stewardship Council, yet none of the sites proved feasible given the difficulties of the area, and the Council members seemed unwilling to work towards finding a suitable alternative. Solimar decided to focus its time and efforts on the two more promising information centers (in Livingston and Puerto Barrios) rather than continuing to force the creation of a TIC on a community that did not seem willing to work for it.

APPENDIX A: LOGO SURVEY DATA COMPILATION

Inputs collected by Laura Burns, Marketing Coordinator for the Izabal Geotourism Alliance

1. What words come to mind when you think of Izabal?

Amatique Bay, Beach (2), Ecotourism, Adventure, Sun (2), Livingston, Garifuna, Culture, Green, Music, Tranquility, Relax, Nature

2. What symbols come to mind when you think of Izabal (such as natural attractions, animals, something that is part of the local culture/heritage, a particular type of food, art, etc.)?

Manatee, Tapado (3), Grinder for Machuca (la batea), Rio Dulce (3), Quirigua, Guifiti, Punta (2), Beach, Sailboats, Shrimp, Arts and Crafts (2), Gecko, Garifuna people.

3. What are the reasons to visit Izabal?

To understand the local culture (Queqchi'es, Garifuna, Hindu, etc) (3), dances, enjoy the food, visit the beaches (3), uniqueness in comparison to other places in Guatemala, natural attractions (4), adventure, tropical climate, flor and fauna, enjoy the peace and tranquility.

4. What colors do you associate with Izabal and why?

Green (5)- for the mountains, typical Garifuna dress, protected areas
Blue (5)- for the Sky, Ocean
Tourquoise (2)- for the Water
Orange (2)- Sunsets, tropical colors

5. Describe the typical visitor.

In general there are two types of visitors to the region- independent backpackers and national visitors who come from the capital city. Most people are coming to understand the local culture, food, etc, are adventurous and like the outdoors, and overall courteous and friendly. The backpackers tend to be young, European or American, and traveling on a tight budget. The national visitors tend to be large families, and usually have more money to spend although they also represent all socio-economic levels.

There are also the cruise ship passengers who come for only a few hours, 90% on an organized tour. These passengers are overwhelmingly American and tend to be much older, however the same qualities apply RE desire to learn more about the culture, appreciation of nature, etc.

Caribe Verde Logo

1. What changes do you suggest for this logo?

Most people seem to think that the logo is not modern enough, it needs to be updated and made "classier," some people think the current logo is tacky, generic, and

crowded (they are trying to fit too much into one logo). While some people suggested replacing the logo with an actual photograph, most people realize this is not the point of a logo and that it would not be a marketable/viable concept. Here is a summary of some ideas:

- The drums, or tambores, do not represent drums, they look like barrels or trash cans- add hands playing them, or make them more realistic, or remove them
- Most people like the Mayan codice and like the idea of showing both Garifuna and Mayan culture, however it does make for a crowded image.
- Remove the leaves and wooden background
- Add beach/sun/something fun!
- A cruise ship?
- The logo needs to be warm, cozy, and fresh
- More colors instead of just green and blue
- King Fisher?
- Sunset?



Appendix B: Detailed Site Outline – Izabal Consumer-Focused Web site

***About Izabal Geotourism Alliance (*designates main navigation links)**

- Membership
- Izabal Conservation Fund

*** About Izabal**

- History
- Photo Gallery
- Culture & People
- Festivals and Events
- Art & Music

*** Attractions**

- Protected Areas
- Wildlife
- Communities
- Mayan Sites

*** Accommodations**

- By Price
- By Location
- By Sustainability

*** Activities & Tours**

- Boat Tours
- Kayaking
- Arts & Music
- Bird / Wildlife Viewing
- Mayan Ruins

*** Eating & Entertainment**

- Restaurants
- Shopping
- Cafes
- Bars & Nightlife

***Travel Planning**

- Tourism Information Centers
- Travel Resources & FAQs
- Getting Here
- Getting Around
- Packages
- Specials & Deals
- Volunteer Opportunities

Appendix C: Example Content Collection Form – Hotels

Section 1: General Information

Hotel Name:

Hotel Address:

Hotel Accessibility: *(Please provide information how to get to the hotel from Bocas airport)*

Hotel Price Range *(Average per person)*

“ \$0-25	“ \$100-199
“ \$25-50	“ \$200-\$500
“ \$50-99	“ >\$500

Total # of Rooms:

Check-in Time:

Check-out Time:

Hotel Phone:

Hotel Fax:

Website:

Reservation Email:

On-Site Contact Person *(Please provide contact information for an owner/manager of property)*

Contact Name:

Contact Title:

Contact Email:

Contact Phone:

Section 2: Hotel Description

Description of Hotel

Please provide a short description of the hotel that will interest potential guests (approximately 150 words). Description should an overview of the hotel and the unique experience it offers. What makes this hotel different than the others?

Amenity Checklist - Please note whether the following amenities are available at the hotel:

TYPE	YES/NO	TYPE	YES/NO
On-site restaurant		On-site Bar	
Tour/Travel desk		Fitness Room/Gym	
Conference Facilities		Spa/Hot Springs	
Internet Access		Library/Reading Area	
Laundry/Dry Cleaning		Souvenir/Gift Shop	

Types of Payment Accepted at Property:

Visa ___

Master Card ___

American Express ___

Travelers' Checks ___

Cash Only ___

Languages Spoken at Property:

English ___

French ___

Spanish ___

Others (please specify) _____

Section 3: Payment Policies and Rates

What do the per night hotel room rates include? *(Please write yes or no)*

Breakfast: ___ Lunch: ___ Dinner: ___

Alcoholic Beverages *(If yes, please explain policy):*

Activities *(If yes, please explain policy):*

Transfers *(If yes, please explain policy):*

Child Rates *(Please explain child ages and policy on rates, etc.):*

Charges for additional guests in a room *(Please provide details surrounding the policy):*

Minimum Stays

Some hotels will not offer a nightly rate during peak seasons—with minimum stays ranging from two nights to as much as a week. Please explain any minimum stays that are required during any of the above-mentioned seasons.

Seasonal Information

If room rates vary throughout the year (due to high and low seasons), please indicate the start and end date for each applicable season below:

Season Name	Start Date	End Date

Section IV: Rooms and Pricing

Please include an additional page for each room type

Room Type 1 Name (Single, Double, Suite, etc.):

Total Number of Room Type 1 Rooms in the hotel:

Room Type 1 Description (50 words or less):

Do All Room Type 1 Rooms Have the Same Bed Configuration: YES/NO

If No please explain how many rooms have what type of configuration (*For example – Three Rooms have King Beds and 2 have two double beds*):

Room Type 1 Amenities: (*Please check all amenities that are included in the room*)

TYPE	YES	TYPE	YES	TYPE	YES
Air conditioning		Fan		Hot Water	
Jacuzzi/Hot Tub		TV – Local Stations		Radio/CD Player	
Balcony/Patio		Private Bathroom		Refrigerator	
Hammock		Minibar		TV - Cable/Satellite	
Shared Bathroom		Coffee/Tea Maker		Alarm/Clock Radio	
Telephone		Dining Area & Settings		Living Room/Sitting Area	
Internet access in room		Fireplace		Cooking Facilities/Utensils	
Additional Amenities:					

Room Rates

Please indicate all room rates that apply to this room (i.e. high season, low season, including breakfast, etc). Rates per night should not include any additional lodging taxes.

Room Rate Description	Room Rate (per night)

Room Type 2 Name:

Total Number of Room Type 2 Rooms in the hotel:

Room Type 2 Description (50 words or less):

Do All Room Type 2 Rooms Have the Same Bed Configuration: YES/NO

If No please explain how many rooms have what type of configuration:

(For example – Three Rooms have King Beds and 2 have two double beds)

Room Type 2 Amenities: (Please check all amenities that are included *in* the room)

TYPE	YES	TYPE	YES	TYPE	YES
Air conditioning		Fan		Hot Water	
Jacuzzi/Hot Tub		TV – Local Stations		Radio/CD Player	
Balcony/Patio		Private Bathroom		Refrigerator	
Hammock		Minibar		TV - Cable/Satellite	
Shared Bathroom		Coffee/Tea Maker		Alarm/Clock Radio	
Telephone		Dining Area & Settings		Living Room/Sitting Area	
Internet access in room		Fireplace		Cooking Facilities/Utensils	
Additional Amenities:					

Room Rates

Please indicate all room rates that apply to this room (i.e. high season, low season, including breakfast, room rates that are part of a package and include a tour, etc). Rates per night should not include any additional lodging taxes.

Room Rate Description	Room Rate (per night)

Section 5: Activities and Tours

Please list all activities and tours that are offered through the property. *(Please include an additional page for each activity)*

Activity Name:

Activity Type *(please tick all that apply):*

- | | |
|---|--|
| <input type="checkbox"/> Biking | <input type="checkbox"/> Hiking / Trekking |
| <input type="checkbox"/> Bird Watching | <input type="checkbox"/> Horseback Riding |
| <input type="checkbox"/> Boating | <input type="checkbox"/> Caving |
| <input type="checkbox"/> Climbing | <input type="checkbox"/> Rafting |
| <input type="checkbox"/> Community Encounters | <input type="checkbox"/> Scuba Diving |
| <input type="checkbox"/> Cultural Experiences | <input type="checkbox"/> Snorkeling |
| <input type="checkbox"/> Wildlife Viewing | <input type="checkbox"/> Volunteer Program |
| <input type="checkbox"/> Other _____ | |

Activity Description (100 words or less):

Duration of Tour/Activity:

Set Activity Start Time:

Level of Difficulty (*Easy, Moderate, Advanced, Extreme*):

What is Included (*equipment, transport, food etc*):

What to Bring (*clothing, water, sun screen etc*):

Activity price per Person – Adult Rate:

Activity price per Person – Child Rate:

Section 6: Sustainability Efforts

This section provides an opportunity to describe the efforts that the hotel has undertaken to preserve their natural environment, implement renewable energy sources, encourage sustainable tourism practices, or support local communities. What are you doing particularly well in this regard?

Overview of Sustainable & Green Practices

Please provide a description (50 words or less) of the hotel's sustainable and green practices.

- *Example: Are you taking active measures to minimize waste, as well as use of water and electricity? What about helping to clean the local area?*

Overview of Community Tourism support

Please provide a description (50 words or less) of how you support community-based tourism, if applicable.

- *Example: Do you help support any local organizations or charities such as sponsoring local sports teams, supporting local schools or orphanages, or assisting the elderly or underprivileged?*

Overview of Cultural Tourism support

Please provide a description (50 words or less) of how you enhance the culture of the place, if applicable.

- *Example: Do you take any actions to help promote the local culture, and the preservation of local customs and traditions? Are locally made handicrafts able to be purchased by visitors? Provide information on the quality of handicrafts? How the money is distributed to the community?*

Overview of History promotion support

- *Is the history of the destination and people kept alive in anyway by the accommodation or tour provider? Do you support programs that continue to educate youth and visitors alike, or even experience historical customs?*

Overview of human resource development support?

- *Do you help to develop your staff? Through extra training, or encouraging staff initiatives?*

Appendix D: Database of Targeted Members of the Izabal Geotourism Alliance

Membership Database - Livingston Area		
Business Name	Type of Business	Website
Villa Caribe	Hotel	www.hotelvillacaribeguatelama.com
Hotel Casa Rosada	Hotel	www.hotelcasarosada.com
Posada Delfin	Hotel	http://www.posadaeldelfin.com/
Maya Quirigua	Hotel	
Henry Berisford	Hotel	
Rios Tropicales	Hotel	www.mctropic.com
Casa de la Iguana	Hotel	
California	Hotel	
Garifuna	Hotel	
Waba	Hotel	
King George	Hotel	
Dona Alida	Hotel	
Gil Resort	Hotel	www.gilresorthotel.com
Hotel Vecchia Toscaza	Hotel	
Salvador Gaviota	Hotel	
Minerva	Hotel	
Hotel los Jardines	Hotel	
Villa las Palmas	Hotel	
El Hotelito Perdido	Hotel	www.hotelitoperdido.com
Finca Tatin	Hotel	www.fincatatin.com
Flowas	Hotel	
Vista al Mar	Hotel	
National Flag	Hotel	
Hotel Caribe	Hotel	
Hotel Villa del Mar	Hotel	
El Malecon	Restaurant	
McTropic	Restaurant	www.mctropic.com
Restaurante Happy Fish	Restaurant	www.happyfirshtravel.com
Bahia Azul	Restaurant	
Buga Mama	Restaurant	
Tucan Dugu	Restaurant	
Tiburón Gato	Restaurant	
Tres Garifunas	Restaurant	
Rasta Mesa	Restaurant/Cultural Center	www.site.rastamesa.com
Black Pearl Bar and Grill	Restaurant	
Tilingo Lingo	Restaurant	
Restaurante Café Gotoy	Restaurant	

Antojitos Gaby	Restaurant	
Restaurante Margoth	Restaurant	
Happy Fish Travel	Tour Operator	
Exotic Travel	Tour Operator	www.bluecaribbeanbay.com
Rios Tropicales Travel Agency	Tour Operator	www.mctropic.com
Go With Gus Tours	Tour Operator	www.gowithgustours.com
Asotranslali	Lancheros	
7 Altares	Natural Attraction	
Aguas Calientes	Natural Attraction	
Ak-Tenamit	Community	http://www.aktenamit.org/
Ubafo	Bar/Cultural Center	
Asociacion Garifuna	Community	

Membership Database - Puerto Barrios Area

Business Name	Type of Business	Web Site
Amatique Bay	Hotel	www.amatiquebay.net
Puerto Libre	Hotel	http://hotelpuertolibre.com
Vinas del Lago	Hotel	http://www.vinasdelago.com
Valle Tropical	Hotel	
Costa Azul	Hotel	
Hotel del Norte	Hotel	
MarBrissas	Hotel	www.marbrissa.com
Costa Linda	Hotel	
Mar y Sol	Tour Operator/Transportation	
Hibiscus	Restaurant	
Casa Caribe	Hotel	
Social Travel	Tour Operator	
Sand Bay	Natural Attraction	
Green Bay/Cayos del Diablo	Hotel	http://www.greenbay.com.gt
Hotel Caribe	Hotel	
Ecoways	Tour Operator	www.ecoways.com
Hotel Posada Don Diego	Hotel	http://www.hotellaposadadedondiego.com
Caribbean Tours	Travel Agency	
Hotel El Reformador	Hotel	
Hotel Quinto	Hotel	
Oguatur	Tour Operator	
Domino's Pizza	Restaurant	

Membership Database - Rio Dulce Area

Business Name	Type of Business	Website
Mansion del Rio Dulce	Hotel	
Hotel el Tortugal	Hotel	www.tortugal.com
Hotel Hacienda Tijax	Hotel	www.tijax.com
Casa Perico	Hotel	www.casa-perico.de.vu
Rio Dulce	Hotel	
Hotel Chang-ri-la	Hotel	
Bruno's Marina and Hotel	Hotel	www.mayaparadise.net
Hotel la Fonda Escondida	Hotel	
Cabanas el Viajero	Hotel	
Catamaran	Hotel	www.catamaranisland.com
Hotel Sindy	Hotel	
Banana Palms	Hotel	
Posada Don Rony	Hotel	
Hotel Goldyn	Hotel	
Hotel Yair	Hotel	
Las Brisas	Hotel	
Posada Del Rio	Hotel	
Nana Juana	Hotel	
Nutria Marina	Hotel	
Asociación comunitaria del pueblo indígena Maya Q'eqchi	Community	
Asociación Lancheros	Transportation	
Jardín Botánico Eco-rio	Natural Attraction	
Hotel Vinas del Lago	Hotel	
Sun Dog Café	Restaurant	
Castillo San Felipe	Attraction	
Hotel Backpackers	Hotel	www.hotelbackpackers.com

Appendix E: Izabal Geotourism Alliance Membership Kit

**These documents were initially developed in English, but translated into Spanish for distribution to potential IGA members*

Izabal Geotourism Alliance Fact Sheet (page 1 of 2)



JOIN THE IZABAL GEOTOURISM ALLIANCE!

The United States Agency for International Development Conservation of Central American Watersheds (USAID-CCAW) program is excited to announce the launch of the Izabal Geotourism Alliance and invite you to become a member! The Izabal Geotourism Alliance's mission is to lead, coordinate and promote the development of sustainable tourism in Izabal. This Alliance will follow the principles of Geotourism, defined as *tourism that supports and improves the geographical character of the destination, including the environment, heritage, local culture and wellbeing of its residents.*

Over the next few months, the USAID-CCAW program will work to promote Izabal as a sustainable tourism destination and create positive image of the region at an international level through the following actions:

- Developing a consumer-focused web site for the destination featuring detailed descriptions and booking information on Alliance member businesses;
- Opening Tourist Information Centers in the locations of Livingston and Puerto Barrios to provide assistance to visitors, offer bookings of Alliance member's products, and sell local handicrafts; and
- Implementing and marketing the "Izabal Conservation Fund", a travelers philanthropy program that will encourage visitors to give donations in support of local conservation projects.

WHAT ARE THE BENEFITS OF PARTICIPATING IN THE IZABAL GEOTOURISM ALLIANCE?

Participation in the Izabal Geotourism Alliance is a chance to show your support of sustainable tourism in Izabal while letting travelers know what makes your business stand out above the rest. Participating businesses will receive the following benefits:

- Free six-month trial membership;
- Full page promotional description on a new Web site promoting Izabal as a world-class Geotourism destination;
- Right to distribute sales brochures of your tourism facilities at the tourism information centers (coming soon in Puerto Barrios and Livingston);
- Business linkages with local and international tour operators to promote sustainable tourism activities in the region;
- Access to hotel and activities booking services through the tourism information center locations;

Izabal Geotourism Alliance Fact Sheet (page 2 of 2)

- Special distinction as a tourism business supporting sustainable tourism initiatives in Izabal with a “Member of the Izabal Geotourism Alliance” logo and certificate or sticker;
- A feature business listing in a Sales Directory made available to visitors at the tourism information center locations and distributed to tour operators in Guatemala City; and
- Opportunity to be featured in press/FAM trips.

WHAT ARE THE STEPS TO PARTICIPATING IN THE IZABAL GEOTOURISM ALLIANCE?

Step 1: Express your interest! Sign up for the Izabal Geotourism Alliance by contacting Laura Burns, Izabal Geotourism Alliance Marketing Coordinator at L.Burns@Solimarinternational.com and signing a basic acuerdo.

Step 2: Work with our travel writer! Laura Burns, Izabal Geotourism Alliance Marketing Coordinator, will work with you to set up a convenient date and time to visit your business, collect content and photographs, and write descriptions to be included in the marketing materials.

Step 3: Support the promotion and conservation of Izabal's Geotourism assets. Learn more about how your business can support conservation while enriching travelers' experiences by introducing them to sustainable travel opportunities in protected areas and the surrounding communities. There are also opportunities for your business to become involved in local committees working collaboratively to address issues, such as solid waste management.

Step 4: We'll do the rest! Your business will be included in promotional efforts, including the new web site for the destination, the local information centers, and other materials to be launched in the coming months!

For more information please contact Laura Burns, Izabal Geotourism Alliance Marketing Coordinator at l.burns@solimarinternational.com or (502)-471-29124.

Izabal Geotourism Alliance Basic Acuerdo

IZABAL GEOTOURISM ALLIANCE TERMS OF AGREEMENT

Participation in the Izabal Geotourism Alliance is dependent upon your decision to enter into the following agreement. In exchange for valuable marketing benefits, participating members must comply/agree with the following basic eligibility requirements:

- 1) Member must be physically located or selling a product or service (such as a day tour) in the region of Izabal.
- 2) Member will encourage travelers to donate to the Izabal Conservation Fund through one or both of the following:
 - **Voluntary Donations:** Including a voluntary opt-out donation of \$2 (per night for accommodations) or \$1 (per meal for restaurants) to each guest's invoice.
 - **Gift Cards:** Selling gift cards of incremental amounts to support specific projects.

By checking this box, I certify that my business/organization is in agreement with each of the above-mentioned eligibility requirements.

Please note: A decision to enter into this agreement and join the Izabal Geotourism Alliance does not financially obligate your business to any costs or fees. In order to demonstrate the benefits of this program, you will be given a six-month trial membership at no cost. If you would like to keep receiving the benefits of membership at the end of the six months, you may be asked to pay a small fee that will go towards the sustainability of this Alliance.

ACUERDO

Signature: _____

Printed Name: _____

Business/Organization Name: _____

Date: _____

My preferred method for collecting donations for the Izabal Conservation Fund is:

- Including Voluntary Opt-Out Donations on the invoices of clients
- Selling Gift Cards
- Both

Thank you for your participation in the Izabal Geotourism Alliance!

Izabal Conservation Fund Fact Sheet



As a member of the Izabal Geotourism Alliance, your business will be helping to support the Izabal Conservation Fund—a charitable program that provides travelers with opportunities to make small donations to regional grassroots projects that make a world of difference.

Visitors are drawn to Izabal to experience the wonderful natural and cultural resources the destination has to offer. The Izabal Conservation Fund will help protect these resources and enhance the quality of life for those that live and travel here. *But we can't do it without you!*

Joining the Izabal Geotourism Alliance and encouraging donations to the Izabal Conservation Fund is the best way to show you care about protecting the cultural and natural resources of our beautiful destination.

HOW IT WILL WORK

Members of the Izabal Geotourism Alliance will have two options for collecting donations from travelers:

1) Voluntary Donations

Including a voluntary opt-out donation of \$2 (per night for accommodations) or \$1 (per meal for restaurants) to each guest's invoice.

2) Gift Cards

Selling gift cards of incremental amounts to support specific projects.

As funds are collected, you will be asked to periodically submit them to MAR Fund, the administrator of the Izabal Conservation Fund. As funds from around the region accumulate, they will be awarded as grants to local conservation organizations.

Every donation is important, no matter how small. Every donation is appreciated, no matter how small. Because added together these small donations can make a dramatic difference in preserving Izabal's natural and cultural resources and maintaining a vibrant tourism industry. With your help, the Izabal Conservation Fund will play a big role in keeping Izabal a place worth visiting.

The Izabal Conservation Fund is a partnership between the Izabal Geotourism Alliance, MAR Fund, and the travelling public.

Appendix F: Livingston Tourism Information Center Franchise Agreement

This Franchise Agreement (“Agreement”), dated for identification purposes only as of September 14, 2009, is made and entered into by and between the **IZABAL GEOTOURISM ALLIANCE** (the “Alliance”), and **AK TENAMIT** (“Franchisee”).

- A. The Alliance is facilitating the creation of tourism information center franchises for the provision of tourism information in connection with the “Izabal Conservation Alliance” name and the Alliance’s plan of providing tourism information for the region of Izabal.
- B. Franchisee desires to operate a tourism information center under the Alliance’s name and to utilize the Alliance’s plan of providing tourism information, all in accordance with the terms, covenants and conditions of this Agreement.
- C. Franchisee understands that the success of the tourism information center contemplated by this Agreement depends in large part on the ability of Franchisee and its active participation in the development and management of the franchise tourism information center.

1. SCOPE AND PURPOSE OF AGREEMENT

1.1 Franchisee desires to operate and manage a Tourism Information Center to be located at **Restaurante La Buga on Calle Principal in Livingston, Guatemala** (the “Location”). The Alliance has a distinctive plan for the operation of Tourism Information Centers for the provision of tourism information, which plan includes but is not limited to the Izabal Geotourism Alliance logo, the tourism information, the Operations Manual, policies, standards, procedures, signs, and the reputation and goodwill of the Alliance’s chain of tourism information centers (collectively, the “Tourism Information Center System”). Therefore, in entering into this Agreement, Franchisee fully understands and agrees that this Agreement is conditioned upon the continued strict adherence by Franchisee to all standards, policies, procedures and requirements published or which may from time to time be published or otherwise brought to Franchisee’s attention by the Alliance for the operation, maintenance or improvement of Tourism Information Centers under the Izabal Geotourism Alliance. Franchisee understands and agrees that strict adherence to these standards, policies, procedures and requirements is essential to the value of the Alliance and the Tourism Information Center System.

1.2 In consideration of the foregoing representations and agreements of Franchisee and other consideration as set forth herein, and subject to all of the terms, covenants and conditions of this Agreement, the Alliance hereby grants to Franchisee, and Franchisee hereby accepts from the Alliance, the right and license to operate one Tourism Information Center under the Izabal Geotourism Alliance Marks and in accordance with the Tourism Information Center System at the Location. Franchisee acknowledges that the franchise granted hereunder is only for the Location, and, Franchisee is not granted any area, market or protected territorial rights. Franchisee expressly acknowledges and

agrees that the Alliance has and expressly reserves the right to (a) operate and license others to operate Tourism Information Centers in other regions of Izabal; and (b) merchandise and distribute goods and services identified by the Izabal Conservation Alliance Marks at any location through any method or channel of distribution, including, without limitation, restaurants, office spaces and via the Internet.

1.3 It is expressly understood and agreed by the parties that Franchisee is and shall be an independent contractor, that Franchisee is not for any purpose an employee or agent of the Alliance, and that all of the personnel employed by Franchisee will be employees or agents of Franchisee as an independent contractor and will not be employees or agents of the Alliance. Franchisee understands and agrees that, as an independent contractor, it does not have the authority to do anything for or on behalf of the Alliance including, but not limited to, holding itself out as the Alliance; signing contracts, notes or other instruments; purchasing, acquiring or disposing of any property; or incurring any other obligation or liability.

2. THE IZABAL GEOTOURISM ALLIANCE MARKS & SYSTEM

2.1 Upon the terms, covenants and conditions contained herein and during the term hereof, Franchisee shall have the right to display and use the Izabal Geotourism Alliance Marks and tourism information, but only for use in connection with retail sales and provision of tourism information which Franchisee is required to provide to the general public in and at the Tourism Information Center.

2.2 Nothing contained herein shall be construed as authorizing or permitting Franchisee to use the Izabal Geotourism Alliance Marks or the Tourism Information Center System at any location other than the Location or for any purpose or in any manner other than that authorized herein; or in connection with the sale of any products for resale, or any products not required or approved by the Alliance, or any products prepared at any place other than at the Location. Notwithstanding anything to the contrary contained herein, the Alliance may require Franchisee to discontinue the preparation, offer or sale of any product or item which, in the opinion of the Alliance or any of its representatives, does not conform to the quality standards or image of the Alliance and its products.

3.3 Franchisee agrees that the Tourism Information Center franchised hereunder shall be associated with the “Izabal Geotourism Alliance” without any suffix or prefix attached thereto. Franchisee shall use signs and other advertising which denote that the Tourism Information Center is associated with the “Izabal Geotourism Alliance” and which are approved by the Alliance in advance.

4. ROLES AND RESPONSIBILITIES

Each party agrees to take on certain roles and responsibilities as part of this agreement as outlined below:

4.1 Roles and Responsibilities of the Izabal Geotourism Alliance:

- Izabal Geotourism Alliance agrees to provide an initial grant of \$2,500 to cover construction of the tourist information center space, office equipment, and signage.
- Izabal Geotourism Alliance agrees to train staff members in customer service;
- Izabal Geotourism Alliance agrees to provide technical assistance in the design and layout of sales manuals and signage;
- Izabal Geotourism Alliance agrees to collect and provide tourism information on all member businesses;
- Izabal Geotourism Alliance agrees that all news releases made by regarding this Agreement shall recognize the participation and contribution of Ak Tenamit; and
- Izabal Geotourism Alliance agrees to market this tourist information center location as the official tourism information center for Livingston.

4.2 Roles and Responsibilities of Ak Tenamit:

- Ak Tenamit agrees to provide space for the Tourism Information Center at La Buga Restaurant;
- Ak Tenamit agrees to provide all architectural design and construction support to the completion of the tourism information space at La Buga Restaurant;
- Ak Tenamit agrees to provide 2 staff people to operate the tourism information center from the hours of 7am – 10pm;
- Ak Tenamit agrees to encourage donations to the Izabal Conservation Fund through placing a donation box in the Location and through the sale of gift cards;
- Ak Tenamit agrees that all news releases made by Ak Tenamit regarding this Agreement shall recognize the participation and contribution of the Izabal Geotourism Alliance.

5. TERMS AND TERMINATION

5.1 The term of this Agreement shall commence on the date Alliance executes this Agreement and shall end on the date which is the 1ST anniversary of the date Franchisee first opens the Tourism Information Center to the public (the “Opening Date”), unless sooner terminated as provided herein. It is anticipated that at that point, based upon the success of the Project and the partnership, a new agreement may be developed between Ak Tenamit and the Izabal Geotourism Alliance.

Except as expressly provided, all rights and obligations of the Parties under this Agreement shall terminate on the earliest of the following:

- Suspension or disbarment of any Party pursuant to applicable government regulations;
- Mutual written agreement of the Parties to terminate this agreement.

5.2 In the event of expiration or earlier termination of this Agreement:

Franchisee shall promptly cease to use, in any manner and for any purpose, directly or indirectly, the Izabal Geotourism Alliance Marks, the Tourism Information Center

System propriety information, policies, procedures, techniques, methods and materials used by Franchisee in connection with the franchise relationship and shall immediately return to Alliance any and all tangible (including electronic) copies of any of the foregoing, including, but not limited to:

- The tourism information provided on all members of the Izabal Geotourism Alliance thereto;
- Donation boxes and materials provided for collection of donations for the Izabal Conservation Fund;
- Training methods and materials provided by the Alliance hereunder;
- Brochures, posters and other advertising materials; and
- All items bearing or containing the Izabal Geotourism Alliance Marks, including without limitation, all trademarks, trade names, service marks, logotypes, designs and other identifying symbols and names pertaining thereto.

6. INDEMNITY

The employees and representatives of the Parties shall obey all pertinent rules and regulations of the other Parties while on the premises of the other Parties, including those relating to the safeguarding of classified information. Each Party agrees to indemnify and save harmless the other Parties from and against all claims for:

Damage to, or loss of use of, the other Party's property caused by a Party in the performance of this Agreement and;

Injury or death of any of the other Party's employees or agents, to the extent any such damage, injury or death is caused by any act or omission to act, including negligence of the indemnifying Party's employees or agents in connection with performance under this Agreement.

7. ACKNOWLEDGEMENT

Franchisee acknowledges that it has read and understood this Agreement, the attachments hereto and the agreements relating thereto, if any, and that the Alliance has accorded Franchisee ample opportunity and has encouraged Franchisee to consult with advisors of Franchisee's own choosing about the potential benefits and risks of entering into this Agreement.

8. SIGNATURES

IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto as of the date first set forth above.

THE ALLIANCE:

Izabal Geotourism Alliance

By: Mitzy Campeseco

Signature:



Date:

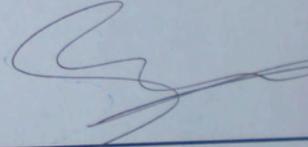
17/09/09

THE FRANCHISEE:

Asociación Ak Tenamit

By: Steve Duden

Signature:



Date:

17-9-09



Appendix G: Petition created and circulated by the Livingston Tourism Information Center Action Committee



Livingston 21 de Septiembre del 2009

Señor
Miguel Rax
Alcalde Livingston
Municipalidad, Livingston

Estimado señor Rax y honorable Consejo Municipal:
Reciban un cordial saludo deseando que sus actividades se realicen con éxito.

Por parte de la población y el sector turismo de Livingston, queremos hacerles la siguiente petición:

Como ustedes sabrán el único acceso a Livingston es vía marítima y nosotros los habitantes de Livingston y visitantes, nos vemos afectados por la falta de organización en el muelle Municipal, ya que somos abordados por taxistas y jaladores, que aun que sus intenciones no son malas ya que lo que quieren es dar información a los pasajeros, dan una impresión desordenada al lugar creando un ambiente inseguro para los habitantes y visitantes. Por ello la petición que les hacemos, es que la Municipalidad ponga en marcha la ley ya existente, en la cual se indica que el acceso al muelle Municipal es restringido; por lo que pedimos que las puertas que dan acceso al muelle Municipal permanezcan cerradas, que exista presencia de las autoridades y el que acceso al mismo sea restringido a personas autorizadas.

Agradecemos su atención a la presente.

Muy atentamente,

Firma _____ Fecha _____

Appendix H: Puerto Barrios Tourism Information Center Franchise Agreement

This Franchise Agreement (“Agreement”), dated for identification purposes only as of September 16, 2009, is made and entered into by and between the **IZABAL GEOTOURISM ALLIANCE** (the “Alliance”), and **MARY SOL** (“Franchisee”).

- A. The Alliance is facilitating the creation of tourism information center franchises for the provision of tourism information in connection with the “Izabal Geotourism Alliance” name and the Alliance’s plan of providing tourism information for the region of Izabal.
- B. Franchisee desires to operate a tourism information center under the Alliance’s name and to utilize the Alliance’s plan of providing tourism information, all in accordance with the terms, covenants and conditions of this Agreement.
- C. Franchisee understands that the success of the tourism information center contemplated by this Agreement depends in large part on the ability of Franchisee and its active participation in the development and management of the franchise tourism information center.

1. SCOPE AND PURPOSE OF AGREEMENT

1.1 Franchisee desires to operate and manage a Tourism Information Center to be located at Muelle Municipal de Puerto Barrios, Mar y Sol office, Puerto Barrios, Guatemala (the “Location”). The Alliance has a distinctive plan for the operation of Tourism Information Centers for the provision of tourism information, which plan includes but is not limited to the Izabal Geotourism Alliance logo, the tourism information, the Operations Manual, policies, standards, procedures, signs, and the reputation and goodwill of the Alliance’s chain of tourism information centers (collectively, the “Tourism Information Center System”). Therefore, in entering into this Agreement, Franchisee fully understands and agrees that this Agreement is conditioned upon the continued strict adherence by Franchisee to all standards, policies, procedures and requirements published or which may from time to time be published or otherwise brought to Franchisee’s attention by the Alliance for the operation, maintenance or improvement of Tourism Information Centers under the Izabal Geotourism Alliance. Franchisee understands and agrees that strict adherence to these standards, policies, procedures and requirements is essential to the value of the Alliance and the Tourism Information Center System.

1.2 In consideration of the foregoing representations and agreements of Franchisee and other consideration as set forth herein, and subject to all of the terms, covenants and conditions of this Agreement, the Alliance hereby grants to Franchisee, and Franchisee hereby accepts from the Alliance, the right and license to operate one Tourism Information Center under the Izabal Geotourism Alliance Marks and in accordance with the Tourism Information Center System at the Location. Franchisee acknowledges that the franchise granted hereunder is only for the Location, and, Franchisee is not granted

any area, market or protected territorial rights. Franchisee expressly acknowledges and agrees that the Alliance has and expressly reserves the right to (a) operate and license others to operate Tourism Information Centers in other regions of Izabal; and (b) merchandise and distribute goods and services identified by the Izabal Conservation Alliance Marks at any location through any method or channel of distribution, including, without limitation, restaurants, office spaces and via the Internet.

1.3 It is expressly understood and agreed by the parties that Franchisee is and shall be an independent contractor, that Franchisee is not for any purpose an employee or agent of the Alliance, and that all of the personnel employed by Franchisee will be employees or agents of Franchisee as an independent contractor and will not be employees or agents of the Alliance. Franchisee understands and agrees that, as an independent contractor, it does not have the authority to do anything for or on behalf of the Alliance including, but not limited to, holding itself out as the Alliance; signing contracts, notes or other instruments; purchasing, acquiring or disposing of any property; or incurring any other obligation or liability.

2. THE IZABAL GEOTOURISM ALLIANCE MARKS & SYSTEM

2.1 Upon the terms, covenants and conditions contained herein and during the term hereof, Franchisee shall have the right to display and use the Izabal Geotourism Alliance Marks and tourism information, but only for use in connection with retail sales and provision of tourism information which Franchisee is required to provide to the general public in and at the Tourism Information Center.

2.2 Nothing contained herein shall be construed as authorizing or permitting Franchisee to use the Izabal Geotourism Alliance Marks or the Tourism Information Center System at any location other than the Location or for any purpose or in any manner other than that authorized herein; or in connection with the sale of any products for resale, or any products not required or approved by the Alliance, or any products prepared at any place other than at the Location. Notwithstanding anything to the contrary contained herein, the Alliance may require Franchisee to discontinue the preparation, offer or sale of any product or item which, in the opinion of the Alliance or any of its representatives, does not conform to the quality standards or image of the Alliance and its products.

2.3 Franchisee agrees that the Tourism Information Center franchised hereunder shall be associated with the "Izabal Geotourism Alliance" without any suffix or prefix attached thereto. Franchisee shall use signs and other advertising which denote that the Tourism Information Center is associated with the "Izabal Geotourism Alliance" and which are approved by the Alliance in advance.

3. ROLES AND RESPONSIBILITIES

Each party agrees to take on certain roles and responsibilities as part of this agreement as outlined below:

3.1 Roles and Responsibilities of the Izabal Geotourism Alliance:

- Izabal Geotourism Alliance to provide paint donated by Sherwin Williams and volunteers to paint;
- Izabal Geotourism Alliance agrees to provide office equipment for the tourism information center (estimated at a total of \$450);
- Izabal Geotourism Alliance will work towards recruiting and hiring person(s) to staff the information center from 8am through 5 pm daily (salary payment subject to budget availability);
- Izabal Geotourism Alliance agrees to train staff members in customer service;
- Izabal Geotourism Alliance agrees to provide technical assistance in the design and layout of sales manuals and signage;
- Izabal Geotourism Alliance agrees to collect and provide tourism information on all member businesses;
- Izabal Geotourism Alliance agrees to pay their share of the electricity bill;
- Izabal Geotourism Alliance agrees that all news releases made by regarding this Agreement shall recognize the participation and contribution of Mar y Sol; and
- Izabal Geotourism Alliance agrees to market this tourist information center location as the official tourism information center for Puerto Barrios.

3.2 Roles and Responsibilities of Mar y Sol:

- Mar y Sol agrees to provide space for the Tourism Information Center at no charge for the first six months;
- Mar y Sol agrees to encourage donations to the Izabal Conservation Fund through placing a donation box in the Location and through the sale of gift cards;
- Mar y Sol agrees that all news releases made by Mar y Sol regarding this Agreement shall recognize the participation and contribution of the Izabal Geotourism Alliance.

4. TERMS AND TERMINATION

4.1 The term of this Agreement shall commence on the date Alliance executes this Agreement and shall end on the date which is the 1ST anniversary of the date Franchisee first opens the Tourism Information Center to the public (the “Opening Date”), unless sooner terminated as provided herein. It is anticipated that at that point, based upon the success of the Project and the partnership, a new agreement may be developed between Mar y Sol and the Izabal Geotourism Alliance.

Except as expressly provided, all rights and obligations of the Parties under this Agreement shall terminate on the earliest of the following:

- Suspension or disbarment of any Party pursuant to applicable government regulations;
- Mutual written agreement of the Parties to terminate this agreement.

4.2 In the event of expiration or earlier termination of this Agreement:

Franchisee shall promptly cease to use, in any manner and for any purpose, directly or indirectly, the Izabal Geotourism Alliance Marks, the Tourism Information Center System propriety information, policies, procedures, techniques, methods and materials used by Franchisee in connection with the franchise relationship and shall immediately return to Alliance any and all tangible (including electronic) copies of any of the foregoing, including, but not limited to:

- The tourism information provided on all members of the Izabal Geotourism Alliance thereto;
- Donation boxes and materials provided for collection of donations for the Izabal Conservation Fund;
- Training methods and materials provided by the Alliance hereunder;
- Brochures, posters and other advertising materials; and
- All items bearing or containing the Izabal Geotourism Alliance Marks, including without limitation, all trademarks, trade names, service marks, logotypes, designs and other identifying symbols and names pertaining thereto.

5. INDEMNITY

The employees and representatives of the Parties shall obey all pertinent rules and regulations of the other Parties while on the premises of the other Parties, including those relating to the safeguarding of classified information. Each Party agrees to indemnify and save harmless the other Parties from and against all claims for:

Damage to, or loss of use of, the other Party's property caused by a Party in the performance of this Agreement and;

Injury or death of any of the other Party's employees or agents, to the extent any such damage, injury or death is caused by any act or omission to act, including negligence of the indemnifying Party's employees or agents in connection with performance under this Agreement.

6. ACKNOWLEDGEMENT

Franchisee acknowledges that it has read and understood this Agreement, the attachments hereto and the agreements relating thereto, if any, and that the Alliance has accorded Franchisee ample opportunity and has encouraged Franchisee to consult with advisors of Franchisee's own choosing about the potential benefits and risks of entering into this Agreement.

7. FIRMAS

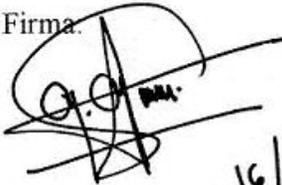
Como testigo oficial, este Acuerdo ha sido ejecutado por los dos partidos como las fechas mencionadas al principio.

LA ALIANZA:

Izabal Geotourism Alliance

Por: Mitzy Campesecco

Firma:



16/09/09

Fecha:

EL FRANQUICIADOR:

Mar y Sol

Por: Dona Olga Castañeda

Firma:



Fecha: 16/09/09

Traducido por: Laura Burns, Solimar International, 16 de Septiembre, 2009