



*Guatemala*

*Heart of the Mayan World*



# Guidelines

- Please keep your microphone and video off
- We will have a 10 minute Q&A at the end of the presentation.
- You can send your questions to the chat at any time, if more than one speaker is presenting, make sure to mention who your question goes to.
- **GENERAL AGENDA**
  - Country overview
  - Plan as a multi destination
  - 3 reasons why you should visit Guatemala
  - Our touristic regions
  - Top activities you should not miss
  - Evaluating the right client
  - Post COVID-19 destination
  - Q&A



# Special Thanks To

- **MRS. AVA ATZUM ARÉVALO DE MOSCOSO**  
Vice Minister of Foreign Affairs in Guatemala

Thank you for all your support provided to  
make these webinars possible.





# Hosts

- **H.E. MR. LUIS FERNANDO CARRANZA / Host**  
Ambassador  
Embassy of the Republic of Guatemala in Italy
- **H.E. MRS. MÓNICA BOLAÑOS PÉREZ / Hostess**  
Ambassador  
Embassy of the Republic of Guatemala to the Kingdom of Morocco
- **H.E. MR. GUSTAVO ADOLFO LÓPEZ CALDERÓN / Host**  
Ambassador  
Embassy of the Republic of Guatemala in the Russian Federation
- **MRS. JULISSA ANZUETO AGUILAR / Hostess**  
Business Affairs Representative  
Embassy of the Republic of Guatemala in Israel



# Special Guests

- **H.E. MR. MANUEL ESTUARDO ROLDÁN**  
Ambassador  
Embassy of Guatemala in the Republic of Austria
- **H.E. MR. JOSÉ ALBERTO BRIZ GUTIÉRREZ**  
Ambassador  
Embassy of Guatemala to the Kingdom of Belgium and  
Grand Duchy of Luxembourg
- **MR. ANDREA BOCHESI**  
Consul  
Consulate of the Republic of Guatemala in Estonia
- **MRS. PATRICIA LAVAGNINO**  
Minister Counsellor and Business Affairs Representative  
Embassy of the Republic of Guatemala in Sweden



# Speakers

- **PAOLA ALVARADO / Speaker**  
International Exhibitions Dept.  
Guatemala Tourism Board
- **ALEJANDRA CANCINOS / Moderator**  
International Exhibitions Dept.  
Guatemala Tourism Board





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**Official name:** Republic of Guatemala

**Original name:** Quahtemallan “Land of Trees”

**Population:** 17,263,000

**Territorial extension:** 108,890 Km2

**Political division:** 22 departments

**Capital city:** Guatemala City

**Currency:** Quetzal (Q)

**Exchange rate:** US\$1.00 = Q.7,70

**Major countries investing in Guatemala**

Canada 29.8%,  
Colombia 15.1%,  
United States 12.4%,  
United Kingdom 11,8%,  
Mexico 7.9%





# Language

Spanish is the official language; but there are 21 languages of Mayan origin, plus Xinca and Garifuna.

# Climate

“The Land of the Eternal Spring”

Average Temperature of 22 C° / 75 F°

MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC
C°	18°	19°	20°	21°	21°	21°	20°	20°	19°	19°	19°	18°
F°	64°	66°	68°	70°	70°	70°	68°	68°	66°	66°	66°	

**Rainy Season: May to October**



# CONNECTIVITY

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# Air flights

## There are 2 international airports:

- Mundo Maya International Airport, located in Peten at 507km. from Guatemala City.
- La Aurora International Airport with 260 weekly flights to USA, Mexico, Central America, Colombia and Spain.



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# Approximate flight time

**Newark/NY** - 4h 50min

**Houston** - 2h 45min

**Los Angeles** - 6h

**Miami** - 2h 30min

**Washington** - 4h 15min

**Bogotá** - 3h 15min

**Panamá City** - 2h 15min

**México City** - 2h 10min

**Madrid** - 11h 30min

**San Jose, Costa Rica** - 1h 20min



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# Maritime

*Ports: There is a distance of 400 kilometers between Atlantic and Pacific Ocean.*

- *Santo Tomás Port (Atlantic) 40 cruises*
- *Puerto Barrios Port (Atlantic)*
- *Puerto Quetzal Port (Pacific) 65 cruises*

Cruise season from September 2018 to June 2019 =  
105 cruise ships from 21 different cruise lines.



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# By Land

Guatemala shares its borders with Mexico across the North, Honduras and El Salvador to the southeast.

Belize and The Caribbean are located to the northeast and the Pacific Ocean to the South

## From / To

Guatemala City/Antigua Guatemala

Guatemala City/Lake Atitlán

Guatemala City / Chichicastenango

Guatemala City / Caribbean Side

Isla de Flores/Tikal

Isla de Flores/Yaxha

Isla de Flores/ Caribbean Side

Time	Kms.	Mi
0h45	48	29.83
3h00	145	90.1
3h00	145	90.1
5h00	300	186.41
1h00	63	39.15
1h30	73	45.36
4h00	191	118.68

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**Take advantage of our  
geographic location and plan  
a Multi Destination Trip!**



# 3 Reasons to choose Guatemala as an amazing destination to offer !



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**1** Guatemala is the **TRUE Heart**  
of the Mayan World.

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**2** Seven touristic regions  
to explore

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**3** Amazing experiences with unique  
activities / tourist segmentation

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# Vast diversity in natural and cultural experiences:

- 22 different ethnicity groups, product of our Mayan heritage and Spaniard colonial influences.
- 40% of population is still Indigenous (Mayan descendant)

**Guatemala has 3 UNESCO World Heritage Sites:**

1. La Antigua Guatemala (Cultural)
2. Tikal National Park (Natural and Cultural)
3. Quiriguá (Cultural)





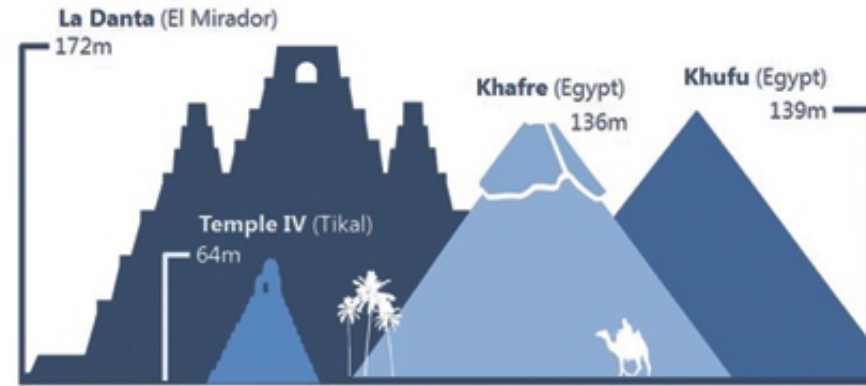
Parque Nacional Tikal

1

Guatemala is  
the TRUE  
Heart of the  
Mayan World



# Pre Classic Period



## LA DANTA (172m)

El Mirador National Park

La Danta actually holds the biggest volumen - pyramid wise - in the world, beating the pyramids in Egypt





# Classic Period

## Quiriguá, Stele A

Its height is 10.6 meters including the part that still remains underground.

Its estimated weight is 65 tons. This monument is the highest stele carved in stone, known so far in the Mayan World.





This is the cradle of one of the most amazing cultures in the world. It's fascinating archaeological sites are embedded in the jungle, reason why, Tikal National Park, was declared a World Heritage Site by UNESCO in 1979.







Quiriguá



Yaxhá National Park



Iximché



Living mayan culture  
nowadays...

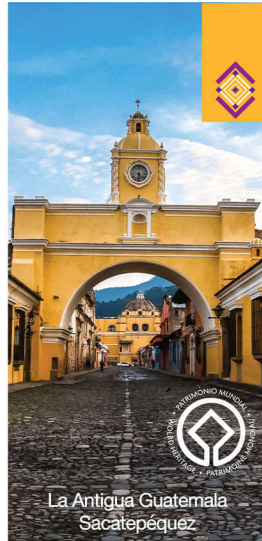
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2

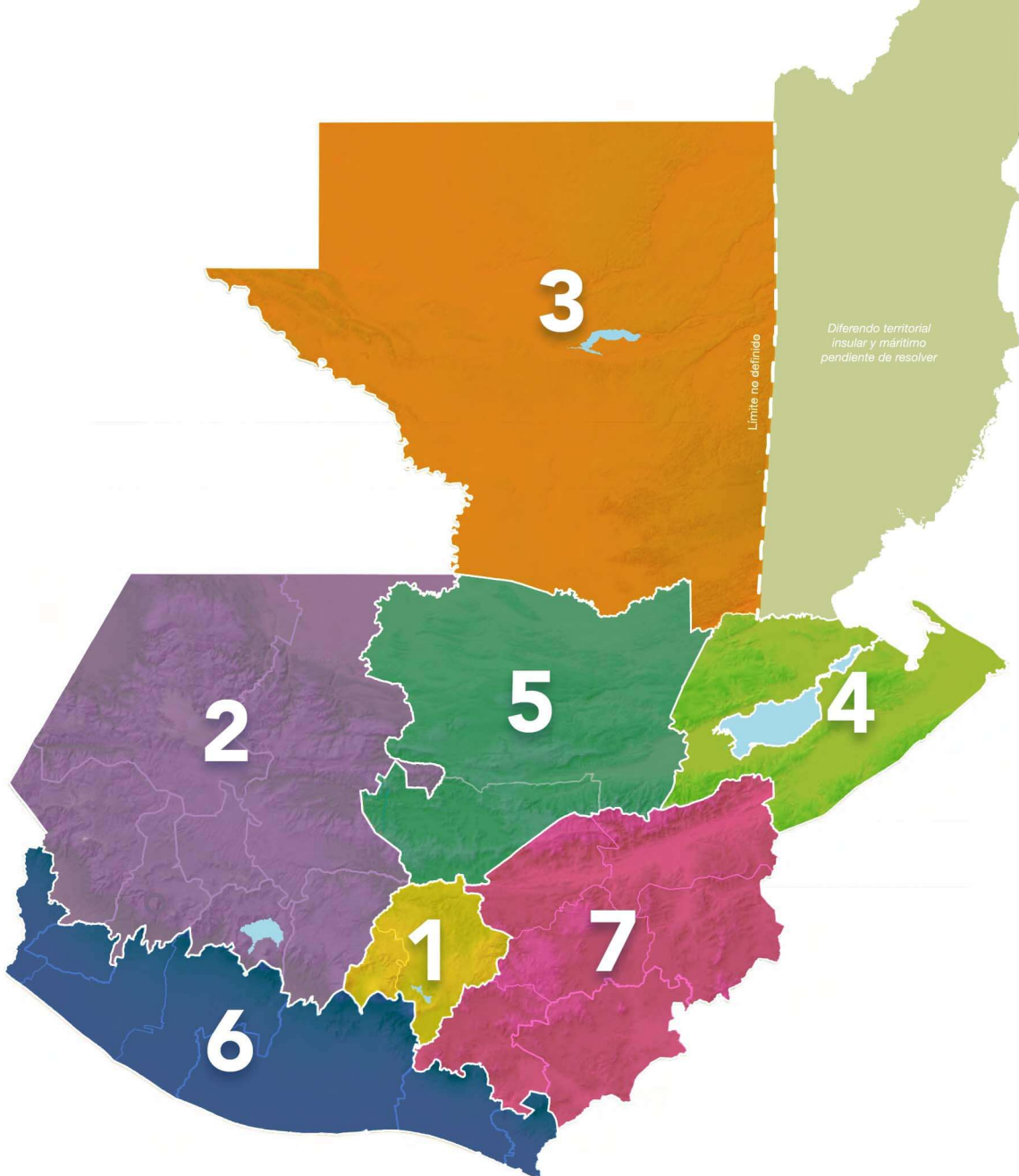
Seven  
touristic  
regions



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# Seven Touristic Regions



1. Guatemala, Modern and Colonial
2. Highlands, Living Mayan Culture
3. Petén, Adventure in the Mayan World
4. Izabal, A green Caribbean
5. Verapaces, Natural Paradise
6. Pacific, Magical and diverse
7. East, Mystical and natural



1.

# Guatemala Modern and Colonial







La Antigua Guatemala

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La Antigua Guatemala

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2.

## Highlands Living Mayan Culture



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Atitlán Lake

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3.

## Petén, Adventure in the Mayan World

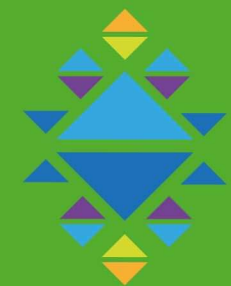


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4.

## Izabal, A Green Caribbean



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Castle of San Felipe de Lara

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5.

## Verapaces Natural Paradise



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Semuc Champey

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Bombil Pek Caves

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6.

## Pacific Magical and Diverse



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7.

East  
Mystical and Natural



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Rum Zacapa Tour

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Ipala Volcano and Lagoon

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3

Amazing  
experiences with  
unique activities /  
Tourist  
segmentation

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A man in a grey t-shirt, khaki shorts, and a cap stands on a large rock in front of a powerful waterfall cascading down a rocky cliff. His arms are outstretched towards the water. The sky is a clear, vibrant blue. The waterfall is composed of several distinct flows over the rugged rock face.

# Tourist Segments

- Cultural
- Nature
- Adventure
- Sports
- Health and Wellness
- Learning Spanish
- Volunteering
- MICE
- Weddings and Honeymoons





# Cultural Tourism

- Mayan living culture experiences
- Community tourism
- Museums
- Handicrafts shopping
- Gastronomy
- Festivities
- Archaeology





# Nature Tourism

- Hiking
- Birdwatching
- Ecotourism

Guatemala has 41 natural ecosystems, 7 biomes, more than 10,300 plant species, 650 fish species, more than 190 mammal species and approximately 720 bird species.





# Adventure

- Caving / Speleology
- Rafting
- Mountain biking
- Rappel
- Canopy
- Trekking
- Mountaineering
- Volcano climbing

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# Sports

- Sport Fishing (Capital of the World)
- Marathons
- Golf





# Health and Wellness

- Specialized clinics
- Private hospitals
- Orthopedic equipment
- Labs and Diagnostic Centers
- Hotels for medical procedures
- Spas
- Hot Springs
- Weight clinics
- Professional practitioners from abroad
- Alternative preventive treatments

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# Learning Spanish

Many certified spanish schools with a variety of services





# MICE

## Guatemala City

- 52,091 sqmts. Of available convention surface.
- 8,855 sqmts of Exhibition Halls.
- Capacity: Up to 3,000 people, 150 meeting rooms, 2,400 hotel rooms.

## Antigua Guatemala

- 8,621 sqmts. Convention Center
- Capacity of 1,000 people
- 1,007 hotel rooms among 4 and 5 stars and boutique hotels.





# Volunteering

Many projects to get involved in different communities





# Weddings and Honeymoons









Tapado



Enchiladas



Mole de Plátano



Kaq ik



Chuchitos



Elote asado

Gastronomy...





# Guatemala home of sybarite / luxury products

Zacapa Rum

Coffee

Cardamom



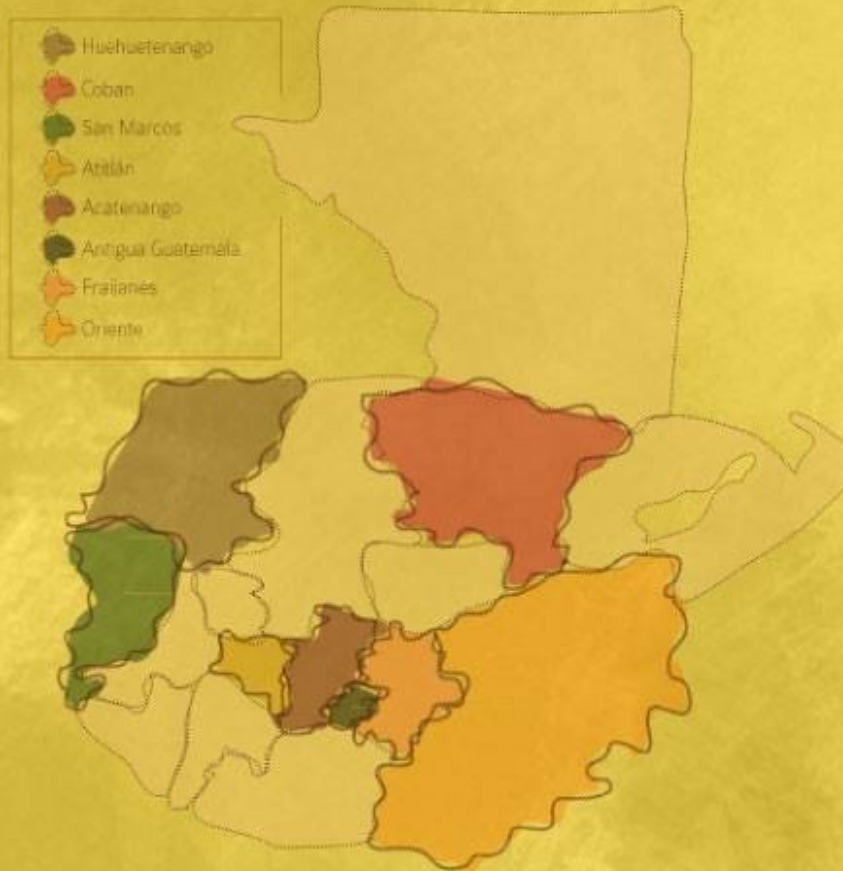


# The best rum in the world is made in Guatemala

Aged rum from Guatemala has a protected Denomination of Origin as "Guatemalan Rum" which is a worldwide guarantee that the quality and characteristics of aged Guatemalan rums, are only possible because of natural and human factors found exclusively in our country.



# Guatemala Coffee Regions



Guatemala has 8 coffee plantation regions, 2 of them hold a "Denomination of Origin" classification.

Denomination of Origin:

- Antigua Guatemala Coffee
- Acatenango Coffee



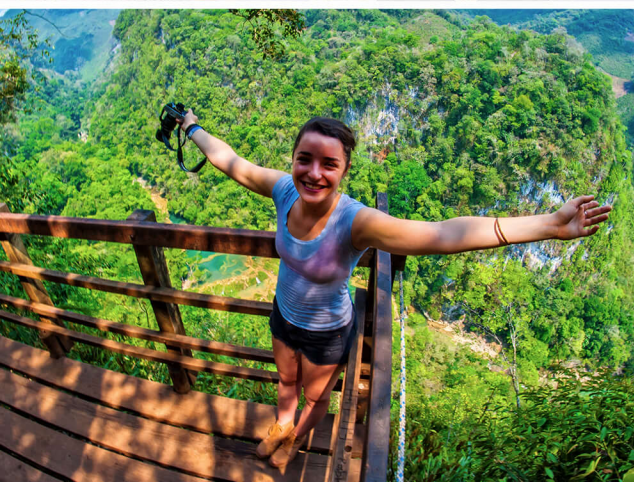


# Guatemala is the main cardamom exporter across the world

Main farming areas in  
Guatemala:

- Alta Verapaz
- Quiché
- Huehuetenango
- Izabal





Which type of  
tourist looks  
forward to visit  
our country?



# TOURIST ASSISTANCE

Guatemala has a team of Tourist Assistance that will help you and provide any type of collaboration whenever your need to. You can call internationally on a 24 / 7 basis.

**1500**   
TOURIST ASSISTANCE  
**2290-2810**

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# COVID-19

- Guatemala so far has one of the lowest rates of positive COVID-19 cases among Latin America.
- A post COVID-19 Good Health Practices & Guidelines document has already been completed.
- Establishing requirements for businesses to operate have been implemented to provide a specialized, preventive and responsible service.
- The protocols to receive and provide tourist services, will be approved by the Social Assistance and Public Health Ministry, ensuring international qualification are met.





- Please find in the chat a link to download today's presentation
- Download digital marketing material from Guatemala (flyers, maps, videos, photos) so you can better promote our country.
- Find a quick 2 minute survey about this webinar and coming activities with business opportunities for you.

# Useful Resources





- We will have a few minutes for a Q&A session
- Please, make sure to address your question to the person you are asking since we have many representatives.
- You can please type your question in the chat box available.

# Q&A Session





La Antigua Guatemala



/visitguatemala

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