BE AN EXPERT ON ADVENTURE IN ECUADOR
ADDITIONAL INFORMATION TO THE WEBINAR
ALL YOU NEED IS ECUADOR
GENERAL CONTENTS

Adventure in Ecuador: Endless Possibilities

- Why selling adventure activities in Ecuador?
- Awards and/or recognitions for adventure in Ecuador

Adventure in the Four Worlds of Ecuador

- Galapagos Islands
- Pacific Coast
- Andes Highlands
- Amazon Region

Ecuador Adventure top 9

1. Zip-lining
2. Paragliding
3. Rock Climbing
4. Biking
5. Trekking and Mountain Climbing
6. Rafting
7. Diving
8. Surfing
9. Horseback riding

Adventure Routes

- Route 1, Coastal Trail
- Route 2, Amazon a Jungle Adventure
- Route 3, Pacific Coast the Spondylus Trail
- Route 4, Northern Andes a Taste of the Andes

Ecuador’s Adventure “hub” cities

Ecuador’s Adventure Events

Complementary Activities

- Birdwatching
- Whale Watching
- Camping

Travel Tips and Recommended Items

¿Why Ecuador? Top 10
ADVENTURE IN ECUADOR: ENDLESS POSSIBILITIES

With a huge diversity of ecosystems, Ecuador is the ideal destination for nature lovers and adventure junkies.

Adventures will find a place where rainforest meet mountains, rivers flow to the jungle and to the ocean and species found nowhere else in the planet exist.

Ecuador is among the world’s most diverse nations in terms of geography, wildlife and culture and is committed to preserving its resources through good practices of sustainable tourism. Visitors can easily reach all of Ecuador’s four worlds: the Galapagos Islands, the Pacific Coast, the Andes and the Amazon region, each of them with endless possibilities for Adventure.

WHY SELLING ADVENTURE ACTIVITIES IN ECUADOR?

1. The only place in the world where you can combine islands, ocean, mountains and rainforest in such a small space.
2. Great air and land connectivity connect Ecuador’s four different regions
3. Infrastructure, quality and safety are the hallmark of Ecuador’s adventure offer

AWARDS AND/OR RECOGNITIONS FOR ADVENTURE IN ECUADOR

- Host country for the 2015 Adventure Week, Adventure Travel Trade Association (ATTA)
- Host for the Adventure Racing (AR) World Series 2014 edition
- Avenue of the Volcanoes, declared by CNN as one of the best places for horseback riding.
- Galapagos, among Lonely Planet’s most incredible dive sites
- Montañita hosted the ISA World Masters Surfing Championship 2013
- The 2005 IRF World Rafting Championships were held in Ecuador
ADVENTURE IN THE FOUR WORLDS

GALAPAGOS ISLANDS

National Park that has 13 main islands, 6 smaller islands and dozens of islets of volcanic origin.

This archipelago, protected in 97% of its total area and located almost a thousand kilometers off the Ecuadorian coast, boasts sandy white, black, Orange and other colorful beaches depending on each island. It has also trails through spectacular landscapes and a rich marine reserve, among other features that make this place ideal for adventure activities. Among the main activities are:

- Hiking, biking, surfing, and kayaking.
- Snorkeling and scuba diving in the Marine Reserve.

In addition to adventure, a journey of discovery.

PACIFIC COAST

The Ecuadorian coast is the ideal place to practice adventure activities at sea level and with a warm climate virtually all year round.

Small populations which in addition to offering excellent waves for surfing have a friendly and warm atmosphere. The landscapes, range from the Pacific shores, passing by green mangroves to dry forests which allow the practice of adventure activities, boasting delicious local dishes at the same time. Among the main activities are:

- Surfing, paragliding, kitesurfing, biking, trekking, zip-lining and scuba diving

In Ecuador’s Pacific coast, the Humboldt cold current and the warm current known as "El Niño" converge, creating special conditions to enjoy different forms of adventure. More than 1,000 km of beaches.
ANDES HIGHLANDS

In the mythical Andes mountain range rise volcanoes over five thousand meters high with millenary glaciers and perpetual snow.

Along this mountain range called by Alexander Humboldt as "Avenue of the volcanoes", you can find astonishing “páramos”, lakes, rivers, waterfalls, hot springs, cloud forests, valleys and a rich culture alongside indigenous markets, haciendas and colonial towns that make this region an excellent choice for those who prefer adventure activities related to the mountains.

- More than 60 mountains and peaks for: zip-lining, paragliding, rock climbing, mountain biking and low, medium and high altitude trekking
- More than 950 km of mountains divided in: the western and the Eastern cordillera
- That much closer to the sky and to the Sun!

AMAZON REGION

This region, located in the eastern part of Ecuador, is one of the most bio-diverse reserves on the planet.

The Amazon region has one of the largest tropical forests in the world, featuring rivers and waterfalls that descend from the Andes to the depths of the jungle where unique species of flora and fauna live. Besides of the region’s great adventure offer, the Amazon also has many places to meet and interact with local communities and cultures.

- Hiking on jungle trails, kayaking and White water rafting through rapids on rivers which descend from the Andes mountains
- Warm weather all year round
- A great adventure in the tropical rainforest.
ECUADOR ADVENTURE TOP 9

In Ecuador you can climb volcanoes and snow-capped mountains, you can go kayaking or white water rafting through spectacular rapids that reach the Amazon region; horseback riding in breath-taking sceneries; you can surf under the equatorial sun and dive or snorkel with turtles and sharks... and yes, all of these in the same trip. This is possible due to Ecuador’s great and diverse geographical features gathered in such a small area.

With the above mentioned facts, we could assure you that in Ecuador, you can practice almost all existent adventure sports, however, below we will describe only the most popular adventure activities that are practiced in the 4 worlds of Ecuador:

1. Zip-lining
2. Paragliding
3. Rock Climbing
4. Biking
5. Trekking and Mountain Climbing
6. Rafting
7. Diving
8. Surfing
9. Horseback riding
1. ZIP-LINING

The Ecuadorian geography features several height levels, gorges and canyons which offer excellent conditions for the practice of this sport, allowing you to fly over the forest canopy, over rivers, and in general over stunning landscapes, to which the infrastructure and existing facilities for this sport are a great added value.

Each Zip-line circuit in Ecuador will provide you the possibility of experiencing unique views.

Among the best places to practice this adventure activity are:

- Mindo
- Baños
- Bucay
2. **PARAGLIDING**

Paragliding started to be practiced in Ecuador more than 25 years ago and has since then grown in popularity and in options of places to fly. One of Ecuador’s greatest advantages for this activity, is that it can be practiced all year round.

Either on the Pacific coast or in the Andean highlands -among Lakes and mountains-, every minute in the air will stay in your memory forever.

Among the best places to practice this adventure activity are:

- Cerro Blanco
- Pululahua
- Crucita
3. ROCK CLIMBING

Climbing in Ecuador, although it has some mountaineering technical elements is not limited to the Andes Mountains, but it can also be practiced in other lower mountains and elevations within or on the sides of the inter-Andean valley. There are options that range from Boulder, to classical and sport climbing.

Routes and options for both experienced and non-technical climbers alike

Among the best places to practice this adventure activity are:

- Cojitambo
- Cajas
- Sigsipamba
4. BIKING

Ecuador’s diverse geography allows to bike in various climates, with drastic vegetation changes and with a wide variety of technical levels and climates that range from the cold of the Andes to the warm of the Pacific Coast and Galapagos, and, to the hot and humid climate of the Amazon region.

Exciting routes which go from the Andes to the coast or to the Amazon and that can be enjoyed throughout the year

MOUNTAIN BIKING
Beautiful and easy accessible mountains that can be reached from various cities in the Andes

BIKING ON THE COAST
Bike close to the Pacific Ocean or through the dry and tropical forests of the coastal region

BIKING, RECOMMENDED ROUTES
Different circuits and regions that allow to enjoy the Andean landscapes as well as beaches or Tropical Rainforests

- Yahuarcocha – El Chota
- Baños – Puyo
- Pedernales – Bahía
5. HIKING AND TREKKING

As for hiking and mountaineering, Ecuador is a real challenge to the skills, abilities and resistance, with stunning landscapes as a reward that will leave visitors with everlasting experiences and memories. In addition, the practice of hiking and mountaineering in Ecuador can be summarized in one word: "accessibility", as in any other part of the Andes in South America.

The Andes have offered, since the time of the "Incas", beautiful roads that allow you to explore volcanoes, moorlands and Lakes

Among the best trails for trekking and trail running are:

- Trekking del Cóndor
- Camino del Inca
- Cochasquí – Mojanda
LOW AND MEDIUM ALTITUDE TREKKING (MOORLANDS AND LAKES)
Low and medium altitude mountain trails for which a great physical condition is not a must; basic trekking equipment is recommended to enjoy the incredible mountain scenery.

LOW AND MEDIUM ALTITUDE TREKKING (SOUTHERN ANDES)
Low and medium difficulty trails in the spectacular southern Andes of Ecuador, several options near the cities of Cuenca, Loja and Vilcabamba.

HIGH ALTITUDE TREKKING & CLIMBING (SNOW-CAPPED MOUNTAINS)
More than 10 volcanoes and Snow-capped Mountains above 5,000 and 6,000 meters to enjoy climbing on the impressive Andes mountain range and with easy access.

TREKKING AT SEA LEVEL
Coastal routes that allow enjoying the rich nature and amazing landscapes such as the "Isla de la Plata“ trails.

TREKKING IN THE JUNGLE
Exceptional paths through the Amazon rainforest.
6. RAFTING & KAYAKING

Ecuador hosted the 2005 edition of the Rafting World Championship and other international events from that date on, thanks to the strength of the rapids and rivers and the mix of exotic landscapes in the circuits, considering that as most of the adventure activities in Ecuador, Rafting and Kayaking can also be practiced all year-round.

Rivers and rapids descending from the Andean glaciers to the Amazon jungle are the ideal sites to practice White Water Rafting and Kayaking.

Among the best places to practice this adventure are:

- Quijos
- Jatunyacu
- Paute
7. SCUBA DIVING

Ecuador is characterized by its great possibilities for diving and snorkeling. David Doubilet, a renowned "National Geographic's" photographer defined Wolf and Darwin Islands in the Galapagos archipelago, as one of the World's best places for diving. On the other hand, the waters of the Machalilla National Park are the arrival spot for the Giant manta rays and humpback whales, who visit this area every year.

The Galapagos Marine Reserve and the Machalilla National Park on the Pacific Coast offer unique sites to admire the underwater diversity and marine life.

Among the best places to practice diving and snorkeling:

- Laguna de Cuicocha
- Isla de la Plata
- Islas Galápagos
8. SURFING

Surfing is practiced in several points of the Ecuadorian Pacific coast due to its great maritime conditions for this activity; the average wave height is 1.5 meters and are very consistent, enough reasons for which, Ecuador's Pacific Coast has hosted the Surfing World Championship and other international competitions on several occasions.

Beaches with exotic waves allowing the practice of this sport all year round make of Ecuador a surfing prime spot.

There are Surf schools for beginners or for those who have never practiced this sport.

Among the best places to surf or to learn how to surf are:

- Montañita
- Canoa
- San Cristóbal
9. HORSEBACK RIDING

Ecuador offers several options and circuits for Horseback riding, most of them related to many Andean old Haciendas, which allow you to enjoy breathtaking scenery and ancient and comfortable accommodation; there are also Horseback riding options at sea level where you can also enjoy a year round nice warm climate.

Equestrian tradition dating back several centuries in time and which allows to appreciate the fascinating Andean landscapes from another perspective.

Among the best places to Horseback ride are:

- Cotopaxi
- Imbabura
- Manabí
ADVENTURE ROUTES

Ecuador’s great diversity of landscapes allows you to get involved in many adventure activities during the same trip; or, you can also choose the option to practice a specific group of adventure activities according to the region that you or your passengers are traveling through.

Following you will find 4 suggested routes to practice one or several adventure activities passing through different regions of Ecuador.

ROUTE 1, COASTAL TRAIL
BETWEEN THE PACIFIC AND THE ANDES
Salinas; Guayaquil; Bucay

ROUTE 2, AMAZON
A JUNGLE ADVENTURE
Quijos; Tena; Baños

ROUTE 3, PACIFIC COAST
THE SPONDYLUS TRAIL
Montañita; Pto. López; Canoa

ROUTE 4, NORTHERN ANDES
A TASTE OF THE ANDES
Quito; Mojanda; Yahuarcocha

ROUTE 1, COASTAL TRAIL
BETWEEN THE PACIFIC AND THE ANDES
Salinas; Guayaquil; Bucay

Route that goes from the coast, facing the Pacific Ocean until reaching the site where the green lushness of the tropics meets the grandeur of the Andes.

ROUTE 2, AMAZON
A JUNGLE ADVENTURE
Quijos; Tena; Baños
Journey through the Ecuadorian Amazon jungle with its dense vegetation to reach "Baños", at the beginning of the Andes and one of the most recognized cities due to its wide adventure offer.

ROUTE 3, PACIFIC COAST
THE SPONDYLUS TRAIL
Montañita; Pto. López; Canoa

Tour that follows Ecuador's Pacific coastline and allows you to see the different vocations of the inhabitants of this region, and a perfect place to appreciate the warmth of the people who inhabit the Ecuadorian Coast.

ROUTE 4, NORTHERN ANDES
A TASTE OF THE ANDES
Quito; Mojanda; Yahuarcocha

A journey to see and enjoy close up, some of the landscapes, mountains and lakes of the Andes in Ecuador. This circuit does not reach very high altitudes so it is ideal for all visitors and non-experienced hikers.

USEFUL ADDITIONAL INFORMATION

✓ Ecuador is among the most diverse nations on the planet in terms of geography, its four completely differentiated natural regions allow the practice of most adventure sports
✓ In addition to the geographical diversity, Ecuador is small and well connected either by air or by land, which facilitates the practice of many adventure activities in a short time
✓ Excellent and professional operation of adventure tourism services

ECUADOR’S ADVENTURE “HUB” CITIES

There are several cities in the country which are located in each of the four worlds of Ecuador that can be used as a hub or operations center for adventure activities, among these adventure hubs or cities we can mention the following:

✓ Quito
✓ Mindo
✓ Baños
✓ Tena
✓ Bucay
✓ Montañita
✓ Cuenca
✓ Zamora
✓ Puerto Ayora
ECUADOR’S ADVENTURE EVENTS

Due to the large and extensive conditions presented by the country for the practice of adventure sports, there is a complete calendar of events, competitions and related adventure activities in Ecuador where both national and international sportsmen and athletes participate; in fact, Ecuador hosted the 2014 World Championship "Adventure Racing World Series".

Among the major events coming up in the second half of 2015 and early 2016 are:

- Non Stop 24 Horas – Oct. 2015
- Triatlón de Galápagos – Oct. 2015
- Jondachi Fest Rafting – Ene 2016
- Reef Classic – Feb 2016
- Huairasinchí – 2016
- Ironman 70.6 – 2016
- Trail Running Explorer – 2016
COMPLEMENTARY ACTIVITIES

BIRDWATCHING
More than 1,640 bird species

WHALE WATCHING
Each year, between June and September, hundreds of humpback whales arrive to Ecuador coasts to perform their mating dance

CAMPING
Camping options surrounded by spectacular landscapes
In addition to beautiful landscapes, there are camping facilities and services

TRAVEL TIPS AND RECOMMENDED ITEMS
The practice of sports and adventure tourism requires the use of gear that allows the passenger to better enjoy their experience, so following, there are some of the recommended items that should be part of the packing list of every adventurous traveler:

➢ Use of appropriate clothing and equipment provides comfort and allows your passengers to fully enjoy the adventure activities

➢ Recommended adventure packing list:

✓ Trekking / Climbing shoes
✓ Hiking pants (cold or warm climates)
✓ Warm clothes (Mountains)
✓ light, fast drying clothes (Galapagos, Pacific Coast & Amazon)
✓ Small backpack
✓ Sunglasses
✓ Sun cream / Sun block
✓ Rain poncho (Rainforest & Moorlands)
✓ Other items such as Wetsuit, Wet bag, Lip balm, Water bottle (Camelback), flashlight, etc., and similar items can be very handy.

¿WHY ECUADOR?

Following you will find a summary of Ecuador's advantages or, TOP 10 selling facts and reasons to sell Ecuador as an adventure destination:

TOP 10

1. 4 Worlds, so close
2. Variety of activities
3. Wide diversity of ecosystems
4. Complementary activities
5. Air connectivity
6. Land connectivity
7. Infrastructure
8. Quality
9. Experience
10. Safety

FOR FURTHER INFORMATION

http://trade.allyouneedisecuador.travel/es/directorio
“The communication campaign to the international industry: All You Need Is Ecuador, is a promotional action of the Ecuadorian Ministry of Tourism”

Ecuador, September 2015