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Making PAs relevant to younger, more urban audiences: experiences from the Americas



# The challenge

Most Latin Americans now live in cities

Visitation levels to PAs, even near cities, quite low by international standards; infrastructure limited

How can Latin American PA managers and tourism partners attract younger, more diverse audiences and build public support for conservation?









#### Tendencies in Latin America

- 1. Rise in outings clubs
- 2. Training youth to build and enjoy trails
- 3. Increased interest in both improved tourism infrastructure in PAs and long-distance trails
- 4. Special events e.g. World Heritage adventure races



## Major initiatives

Sendero de Chile Carioca Trail and Trilhas project Sao Paolo Inca Trail Initiative Mesoamerican Trails

CSU-led trailbuilding workshops

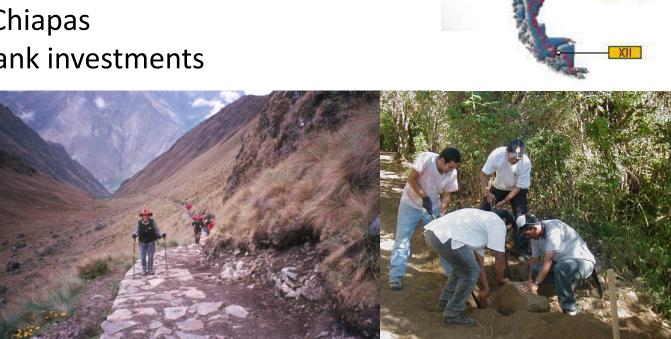
Trans-Panama trail

Caminando Panama

Caminando Chiapas

Interamerican Bank investments

Panama Brazil Costa Rica



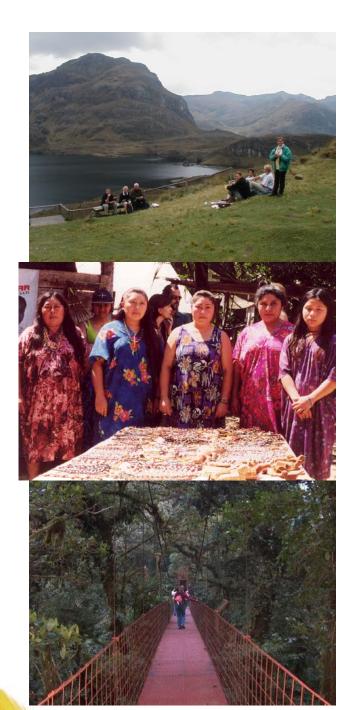


### Major initiatives

Carioca Trail and Trilhas project Sao Paolo

#### Mesoamerican Trails

- CSU-led trail-building workshops in many nations
- Trans-Panama trail
- Caminando Panama
- Caminando Chiapas



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