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

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Parks, people, planet: inspiring solutions
www.worldparkscongress.org



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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