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PRESIDENT CALDERON CLAIMS MEXICO IS THE CHAMPION OF ADVENTURE TRAVEL

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Adventure travel is key to the preservation of habitat and culture: said President Felipe Calderón

In Cancun, Mexico, ATTA President Stowell helped to raise the profile of adventure tourism at the GreenSolutions@COP16 Event during the United Nations Climate Change Conference.

Stowell presented an opening keynote at the GreenSolutions forum as a result of the direct invitation of Mexico's Secretary of Tourism Gloria Guevara.

Secretary Guevara, who presented before Stowell, recently adopted favorable views about the potential for adventure tourism to empower local economies, protect wildlife, protect endangered human cultures and to have a soft footprint on the environment.

In recent weeks, Secretary Guevara captured the interest of Mexico's President Felipe Calderón, who today recognized the ATTA's 2011 Adventure Travel World Summit slated for October 17-20 in San Cristobal de las Casas in Chiapas, Mexico.

Stowell was a late addition to the speaker roster. That said, his rapid ascension to the top speaker panel reflects a shifting paradigm for how Mexico views adventure tourism. In just a few short weeks, adventure tourism has evolved – in the minds of Mexico's leaders – into a pivotal role in the fight against climate change.

Valere Tjolle

Valere Tjolle is editor of the Sustainable Tourism Report Suite 2011 - latest news on the suite at www.travelmole.com/stories/1145615.php