

Carlos Marin

Alltournative



“ I saw an opportunity to benefit tourists, the environment, and local cultures all at once. ”

COUNTRY	Mexico
INDUSTRY	Consumer
EMPLOYEES	185
YEAR SELECTED	2006
WEBSITE	www.alltournative.com

COMPANY SNAPSHOT

With Alltournative, Carlos is proving how large-scale tourism and sustainable development can be mutually beneficial. In its first six years, the company hosted 500,000 tourists, won 3 internationally recognized awards for regional sustainable development and ecotourism, and provided job opportunities to over 200 Mayans. Carlos’s principal innovation — combining profitable and sustainable adventure tourism with Mayan indigenous culture — is blazing a trail in a growing high-profile industry.

ENDEAVOR AND ALLTOURNATIVE

Projects with ATKearney and Deloitte have been particularly beneficial to the company — Carlos describes the business plan developed by AT Kearney as his “new bible,” while Deloitte developed all the company’s manuals. Carlos also benefited from publicity support, and mentoring with finance experts on raising capital, along with a range of local strategy events and workshops.

Carlos demonstrates commitment in numerous ways, including by doing media appearances for Endeavor Mexico.