

Felipe Howard

Latitud 90



“ I saw an opportunity to put Chile on the map as a premier tourist destination. ”

COUNTRY	Chile
INDUSTRY	Consumer
EMPLOYEES	65
YEAR SELECTED	2002
PARTNER	Alberto Gana
WEBSITE	www.latitud90.cl

COMPANY SNAPSHOT

Childhood friends Felipe and Alberto are the entrepreneurs behind Latitud90, dedicated to the promotion, sale and operation of high-quality special-interest tourism in Chile. With their superior local knowledge of routes and landscapes in Chile, Latitud90 offers excursions not available through traditional travel channels: wine tours, salmon and trout fishing, sea kayaking among dolphins, even climbing volcanoes. Latitud90 has grown despite a global tourism recession, and is seen as the local leader in adventure tourism. Since selection by Endeavor, the number of jobs has grown by 710%.

ENDEAVOR AND LATITUD 90

Endeavor Chile has devoted significant resources to Latitud90, and played a role in the company's expansion. In addition to the eMBA program, which helped with a business plan, the Entrepreneurs benefited from legal, strategic, financial, and HR advice, and help solidifying partner relationships. They also received support from an Ernst & Young Fellow.

Felipe demonstrates commitment by regularly speaking on behalf of Endeavor.