

Sierra Gorda

Querétaro, México



Tasting
Trail



Artisans
Trail



Cycling
Trail



Lodging
Network



Hiking
Trail



Learning
Trail



Spiritual
Trail



Ecotours
Packages



Winner of the National Geographic Society World Legacy Award in 2016 and National Geographic's Conservation Leadership award as well as their Geo-Tourism Challenge, Sierra Gorda became the first rural destination of the 13 Early Adopters of the Global Council of Sustainable Tourism Sustainable Destination criteria. After 30 years, Grupo Ecológico Sierra Gorda has transformed the Sierra Gorda into a world-class destination for nature and culture, managed by the operator, Sierra Gorda Ecotours.

This was made possible by developing the capacity of 75 local ecotourism micro-enterprises and enabling them to reconcile biodiversity conservation with economic development. Today, one can visit a range of destinations in the region and observe pre-Hispanic and colonial landscapes. We also offer a wide variety of activities, including hiking, horseback riding, cycling, bird watching, and educational tourism, as well as tour packages that integrate various destinations so you can experience the exceptional natural beauty, regional gastronomy, and original artisanry.

You will get to know the welcoming and open nature of the local people and experience local traditions. Sample local delicacies in comfortable and beautiful settings at each of the roadside restaurants that are operated and owned by community members. By providing training, GESG strives to improve the quality of service and generate a common appearance among the qualified operators. Today, the tourist can enrich their visit by following the Tasting Trail to savor the Serrano cuisine on the way to the Artisanal Workshops Trail and take home ceramic products and nature-inspired embroideries. Furthermore, the Lodging Network will enable you to stay close to some of the most spectacular sites within the Sierra Gorda Biosphere Reserve MaB UNESCO.

Together with conservation financing strategies like payments for ecosystem services, tourism is strengthening the regional economy and generating important income for the Sierra Gorda's residents. This model of innovative management is reflected in enterprises being developed with and for nature.



Artisans Trail



"Las Mariposas" Ceramics



"Sabores de La Huerta" Natural Foods



"Remedios Valen" Natural Remedies



"Bordados con Motivos de la Naturaleza" Tailored Embroidery



"Doña Chole" Restaurant

Tasting Trail

Journey into the Biosphere Reserve and enjoy comfortable cabins and camping sites surrounded by nature and located near the main tourist attractions. Each member of the Lodging Network has distinct accommodation options, built by hand from local resources, wood or bioconstruction with clay, with minimal environmental impact and are thus the perfect option to enjoy rural comfort in the Sierra Gorda.

You can also follow the Tasting Trail that consists of more than 30 roadside restaurants where you can feast on the regional cuisine. The roadside restaurants are owned and operated by local micro-entrepreneurs that use seasonal products when creating dishes.

Don't miss the traditional grilled cured meat "cecina", seasonal flower and fungi dishes, and various fruit liqueurs. Make the Sierra Gorda gastronomy a reason to visit this undiscovered region.



"Las Orquideas" Restaurant



"Las manzanitas" Restaurant



"Placita del Sabor"



"Conchita" Restaurant



"El Milagro" Restaurant



"La Cabaña" Restaurant



"Chava" Restaurant



Lodging Network

La Trinidad



Centro Tierra



Rincón de Ojo de Agua



El Naranjo



La Casita Ecológica



El Platanal



Los Sauces



Cuatro Palos



**Grupo Ecológico
Sierra Gorda^{IAP}**

Sustainability in Practice

Grupo Ecológico Sierra Gorda (GESG) is a grassroots organization that was founded in 1987. Since its establishment 30 years ago, the organization has demonstrated that biodiversity conservation and protection and sustainable development can go hand-in-hand and can generate fruitful results when employing a strategy that involves civil society and works with government and private sectors. When GESG began its work, the area was facing various threats that are common in areas rich in biodiversity in Mexico and Latin America: high-impact ranching, intensive agriculture, uncontrolled logging, forest fires, pollution, and solid waste management in addition to public works that did not comply with environmental regulations. The lack of knowledge and education, as well as extreme poverty of the inhabitants aggravated the circumstances.

In 1997 the Sierra Gorda Biosphere Reserve was officially established, covering 383,567 hectares or 33 percent of the State of Querétaro. The GESG formed a Conservation Alliance that consist of five civil society organizations.

Together, they annually engage 32,000 community members in community environmental education and regeneration and conservation activities. Furthermore, they establish private protected areas, provide payments for ecosystem services, and are dedicated to development of natural products and environmentally friendly services. Lastly, by helping to develop local protocols and mechanisms that enforce carbon-offset payments, they made Querétaro a pioneer in climate change mitigation in Mexico.

The value of nature, development of community services, and local capacity building to enable active inclusion of civil society earned three international awards. We strive to be recognized as a Sustainable Destination that has minimal impact on nature and can count on the active involvement of local people.

www.sierragorda.net



Payments for environmental services



Environmental Education



Agriculture



Solid Waste Management



Courses and Workshops



Sierra Gorda Ecotours Packages

Try the Sierra Gorda's regional dishes along the Tasting Trail, while enjoying the breathtaking landscapes and the tranquility of the local lodges. Choose one of our pre-designed packages or request one that meets your expectations, and visit the most eco-diverse Biosphere Reserve in Mexico.



SIERRA GORDA NATURE

Enjoy a candlelight dinner, campfire, and the stars in this special tour that will take you to the Sierra Gorda's most beautiful natural areas. From the semi-desert to the cloud forest of La Trinidad, this is the perfect trip to hike and fill your senses with nature.



LEARNING ABOUT SUSTAINABILITY

Learn about sustainability by visiting the projects that we manage together with the local communities. The four-day training package offers training workshops that integrate three main themes: Soil and food, community tourism, and forest carbon sequestration.



TRADITION AND CULTURE

Five Franciscan Missions that were declared World Heritage Sites by UNESCO and pyramids and other archaeological sites hidden in dry tropical forests are combined with the authentic local gastronomy, handicrafts, and charm of the local people in this four-day and three-night tour.



WEEKEND ESCAPE

Relax, reconnect with nature, and enjoy some of the most breathtaking areas of Mexico in our two-day tour that will take you around the Sierra Gorda and Huasteca Potosina.



Offset Your Carbon Footprint



Offset your personal and business trips



Calculate your carbon footprint online with our calculators



Help us conserve forests and restore soils to combat climate change



OFFSET YOUR FOOTPRINT
www.carbonneutralplanet.org

Map of the Sierra Gorda



Legend

- Road
- Trail
- River
- Regional Products
- Archaeological Sites
- Tasting Trail
- Birding Trail
- Accommodation
- Sites of Interest
- Museum
- Natural Beauty
- Waterfall
- Vertical Cave
- Cave
- Mission



www.sierragordaecotours.com



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