

TEAM: LOS MIXES

Ana Imelda soriano Sánchez

Oswaldo Hernández Reyes

Mario Abraham Ochoa Tovar

Fernando Samuel Pérez Ríos

PITCH

Hi, I'm Ana and my favorite place in Mexico is "Zacualpan de Amilpas", my town.

One of my greatest wishes is to be able to show the world its warm people, its unique traditions, its gastronomy and its fantastic sites.

Unfortunately, "Zacualpan" is not a magical town and has little touristic diffusion.

Like Zacualpan, there are many towns throughout the Mexican Republic with the desire to make their traditions known, but they do not have the right method or the right way.

And taking into account that Mexico is the 6th country with more sites declared "Cultural Heritage", being the 1st in Latin America, and having a great gastronomy, culture, history and landscapes, why not make them known?

To solve this problem we have created "México en la Cima" a web platform that promotes tourism inclusion within these rural communities in Mexico, reaching travelers looking for new experiences within the Mexican Republic, whether they are national or international tourists.

We will be an intermediary platform between customers and companies or businesses that may be in the area.

This will be possible because we will make strategic alliances with the secretary of tourism, local hotels and tour guides, in order to get better prices and better travel packages for those looking for a better travel experience.

"MÉXICO EN LA CIMA" has a user interface where they register and according to the data given by their profile, they will be given those tourist destinations that they would like to visit more, whether they like traditional festivities, they like hiking or mountaineering, among others.

Or they can search for the one of their preference.

When you see what the user is looking for, you can form customized packages or we can sell you the package with:

- Hotel reservations or local lodging
- Activities in and around the area
- Tour guides

¡Opening roads to new experiences!

DEMO

<https://www.youtube.com/watch?v=EESkDhOxOI>

<https://mexicoenlacima.netlify.app/>

ROADMAP FOR THE FUTURE

- Gamification for returning to the site
- Provision of badges to exchange for discount points.
- Add form to know user experience and make further improvements.
- Use notifications via registered email to communicate with users, providing them with relevant information about their travel plans, special offers and other important updates.