

## **FACT SHEET: RAINFOREST ADVENTURES**

### **MISSION STATEMENT**

"We promote environmental consciousness and conserve endangered natural resources through innovative educational experiences in order to create a world-class sustainable tourism experience."

### **VISION**

Developing conservation awareness.

### **ABOUT**

The original Rain Forest Aerial Tram Atlantic was established in 1994 in Costa Rica by Joaquín von der Goltz, a visionary and nature lover. It was the first operation of its kind anywhere in the world, with a unique requirement: it had to be built in the middle of 1,200 acres of dense jungle without cutting down a single tree. Today, five Rainforest Adventures locations serve as wildlife reserves, ecotourism attractions and research parks. The exceptional combination of the Tram ride, Bobsled and Zip Line and the experience, training and commitment of our multi-lingual and naturalist guides guarantees an educational, entertaining and unforgettable experience for our guests.

From the start, the conservation benefits reaped by protecting this area went hand-in-hand with social benefits. Some of the expert naturalist guides began as project construction workers or had made a living by hunting or cutting down the forest. After intensive studies in languages and natural history—backed by the company's complete faith in their work—they were transformed into the professionals they are today.

Since their inception, Rainforest Adventures has worked hard to educate visitors and, perhaps more importantly, youth. Through their youth Leadership Program for Sustainable Development, tomorrow's policy makers experience models of sustainable environmental-resource use. Five schools within the buffer zone of Braulio Carrillo National Park have become "guardians" of the forest. Their High School Environmental Club Network gets students excited about working towards improving their environment.

### **THE AERIAL TRAM FOUNDATION**

For nearly 10 years the Rainforest Adventures Foundation has implemented a wide array of innovative programs and initiatives that aim to preserve our natural resources. We promote activities both on our Aerial Tram locations and within neighboring communities that foster a leadership growth in order to change participants' mindsets from one of environmental destruction to one that lives harmoniously with the environment, while still taking into consideration economic and cultural differences between participants

### **THE GUIDES**

All Rainforest Adventures guides are professionally trained bilingual naturalists. As experts in biology and natural history, they are committed to sharing the secrets and knowledge of the rain forest passed down through generations.

In their own words: "The main role for a naturalist guide is to interpret the rainforest for tourists; creating consciousness about the importance that our ecosystems have for the entire planet,

constituting our global lungs; and illustrating the interdependence that exists among all natural systems on the planet”.

## **LOCATIONS**

Rainforest Adventures currently operates two locations in Costa Rica—one outside of the beach town of Jacó on the Central Pacific coast and one near Braulio Carrillo National Park on the Atlantic Coast—and one each in St. Lucia, Dominica and Jamaica, for a total of five parks.

## **RAIN FOREST AERIAL TRAMS BY THE NUMBERS**

- 5 parks
- 4 countries
- 14 years of experience
- 900 calls received annually
- Approximately 200,000 yearly visitors to all five parks
- Affiliated with 19 different cruise lines
- 1,627 acres of rain forest owned
- 1,000 acres of rain forest protected
- Over 950 species of birds protected
- Over 2,000 kinds of exotic plants protected
- 150 local guides employed
- Over 400 people employed total in the organization

## **CONTACT**

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