



## Camara de Turismo de Santa Fe

### **What is the Camara de Turismo de Santa Fe?**

We are a legal nonprofit, recognized by the Authority of Tourism Panama (ATP) with over 40 representatives of local restaurants, hotels, guide services, schools and other interested parties. We are dedicated to promote sustainable tourism. We gained legal status in 2018.



### **Tell me more about Santa Fe.**

**Santa Fe** is a small, authentic village located in the highlands of Panama surrounded by the rainforest of **Santa Fe National Park** to the north and indigenous **Ngabe** lands to the west. In the surrounding hills, small, family owned coffee farms participate in the Santa Fe Coffee Cooperative. We are located approximately 4.5 hours from Panama City.

### **What are area challenges?**

Santa Fe is authentic, sometimes too authentic. There are interesting destinations, but little infrastructure. There is little information about the area, and at our creation, no road signs telling people directions of how to get to Santa Fe, how to get to area trails, directions on area trails, nor maintained trails. There were few public services (ATM, internet) that travelers expect. While there are interesting cultural aspects, there are no attempts to interpret culture for tourists.

An existing Cooperativa de Turismo focused on promoting sustainable agriculture tourism and training of campesinos, but did not represent other activities, or existing small businesses.

We needed to provide more user friendly information about activities that were popular, and also increase the charm and facilities of the area.

### **What activities have we done in the past year?**

During the past year, we have:

Planned, managed, executed or successfully negotiated:

- Directional Signs in Santiago, showing where the highway turnoff for Santa Fe is. (Funded by ATP)
- Informational Signs for local Destinations (Funded by ATP, Camara de Turismo de Santa Fe)
- Trail Signs for 19 local trails and swimming areas (Self Funded, Miambiente Collaborator)
- A Parador Fotografo in Santa Fe (Funded by ATP and Municipio)

We have co-requested and negotiated an ATM and DSL internet in the private sector, both being met with positive responses and are being installed this year for the community.

We have created a public website (self-funded) [santafepanama.org](http://santafepanama.org)

Initiated four community wide trash cleanups and cleaning and maintenance of area swimming holes and two trails (self-funded)

Initiated, funded, and currently managing beautification project, planting along the entrance to the town of Santa Fe. (self-funded)

Collectively, we have contributed over 1,000 hours in labor to these community projects



*Park ranger standing by one of the many trail signs installed. In the National Park, we worked with staff for placement and installation.*



For additional information: [santafepanama.org](http://santafepanama.org)  
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