



# El Salvador Sales Manual

# We love the colors of Central America!

The green of our forests: from rainforests to cloud forests to tropical dry forests; the blue of our lakes, rivers and oceans; and the red of our culture: from our Maya History, to our coffee heritage, crafts and traditions and our friendly people.

We particularly love a very small but wonderful country, one that is usually overlooked but offers a wide variety of authentic experiences to its visitors. The country is El Salvador. With only 20,000 square kilometers and one of the best road systems in Central America, in El Salvador you can easily travel between volcanoes, beaches, mountains with coffee plantations, charming colonial towns, Mayan Sites, cloud forests, and its vibrant capital city of San Salvador.

This sales manual will provide you important information about this beautiful country so that you can be more comfortable selling it as the next destination for your customers.

Best wishes from “El Pulgarcito de América” (The thumb of America).

The greenbluered Team.



Hiking at Volcanoes National Park



*"I didn't know much about **El Salvador**, but I want to know more and more after being here. It's the best family vacation we've ever had."*

*Utah, United States*

*"We love **El Salvador, El Salvador** is awesome. We travelled through many of the Central American countries and El Salvador is definitely at the top"*

*New York, United States*

*"Very friendly country with a lot to offer, things you can't get in combination in other places of Latin America. For example, you can't get colonial towns, volcanoes, Mayan sites, cloud forests, and a great beach in any destination except **El Salvador**. One of those components will always be missing."*

*Utah, United States*

We are an incoming tour operator for Central America based in the country of El Salvador. We offer single and multiple country programs, accommodations, one day tours and transportation. Our emphasis is providing amazing travel experiences while at the same time giving back to local communities. We operate three different brands for three different market segments, and our own non profit organization:



Packages for leisure travel



Volunteer travel



Educational travel for student groups.



Non-profit organization



El Icacal Beach



# index

- 06** About Us
- 13** About El Salvador
- 23** El Salvador Attractions
- 59** El Salvador Presentation
- 91** El Salvador Hotels
- 125** El Salvador One Day Tours
- 135** El Salvador Packages
- 177** Central America Packages
- 193** Terms and Conditions

# about us...



Suchitoto Town

We are a tour operator based in El Salvador that provides incoming tourism for El Salvador and Central America. We operate three different brands.

Our mission revolves around the concept of providing amazing travel experiences while at the same time giving back to local communities.

## Contacts

[www.greenbluered.com](http://www.greenbluered.com)  
[info@greenbluered.com](mailto:info@greenbluered.com)

[www.learnandtravel.com](http://www.learnandtravel.com)  
[info@learnandtravel.com](mailto:info@learnandtravel.com)

[www.shareandtravel.org](http://www.shareandtravel.org)  
[info@shareandtravel.org](mailto:info@shareandtravel.org)

[www.share-smiles.org](http://www.share-smiles.org)  
[info@share-smiles.org](mailto:info@share-smiles.org)

## Our Mission

Within each incoming brand: to improve the quality of life of our Central American communities by providing economic opportunities through tourism, while at the same time providing excellent service and product quality to our travelers.





## Why greenbluered?

It represents the colors of Central America. The green of our forests: from rainforests to cloud forests to tropical dry forests; the blue of our lakes, rivers and oceans; and the red of our culture: from our Maya History, to our coffee heritage, crafts, traditions and our friendly people.



Authentic, meaningful and colorful travel.

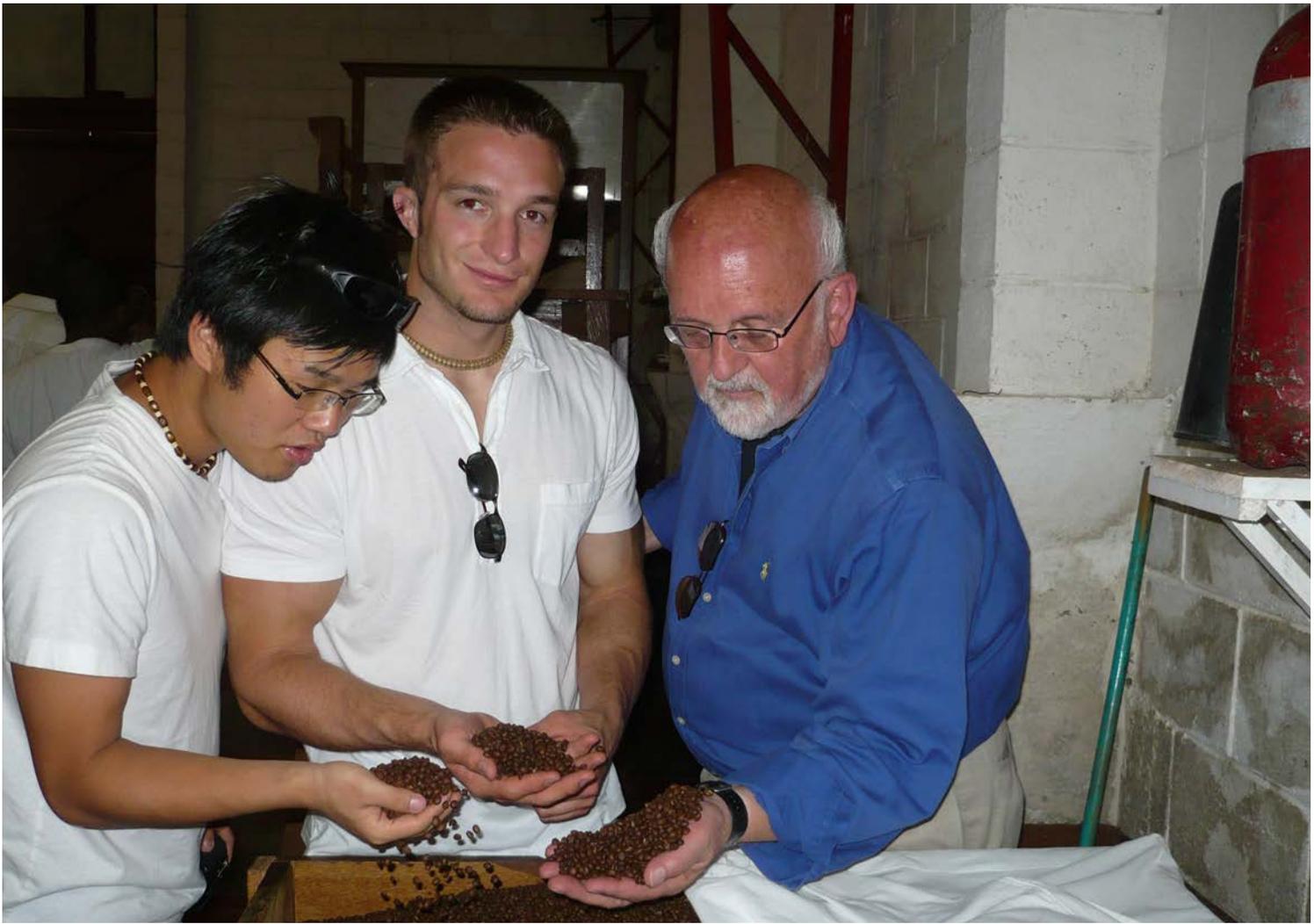
**green blue red.com**  
colorful travel



The green, blue and red represent the colors of Central America: forests, beaches, and live Maya culture.

We offer leisure packages for El Salvador visiting Mayan Sites, coffee plantations, charming colonial towns, volcanoes, tropical and cloud forests, beautiful beaches and amazing experiences. We also offer multidestination programs of 2 or more Central American countries.

- Single country or multiple destination leisure packages.
- Minimum 3 star hotel properties.
- Private vehicles, drivers and guides.
- Emphasis on hands-on activities.
- Emphasis on authentic experiences.
- Emphasis on giving back to the communities we visit.



Educational, meaningful and fun group travel.



Learn and Travel is an educational tour operator that specializes in student/youth group travel to El Salvador and Central America.

The groups can be high school or university level, and the activities are tailored for the specific educational interests of the group: history, art, Spanish language, business, sports, etc. We can arrange for special lectures and visits to government institutions as well.



- Programs based on: archaeology, history, Spanish language, art, business, nature, etc.
- Teacher-led programs.
- Programs include 1 or 2 days of community service project.
- Single or multiple country programs.



## Travel and Give Back!



Share and Travel is a non-profit tour operator that provides volunteer programs to El Salvador and Central America.

Through our own non-profit organization, Share Smiles, we offer programs at rural schools that are located in beautiful places such as in the middle of three volcanoes and on a pristine beach.

- Volunteer travel programs from 1 week to up to 1 year.
- We offer our own programs through our own non-profit.
- We also offer programs through other organizations.
- Experience complemented with language schools and travel.
- Lodging at hostel type properties or home stay.
- Educational and conservation activities.



Come to El Salvador and Share a Smile!



Share Smiles is our nonprofit organization that supports rural schools in El Salvador. Our main objective is to graduate children from high school providing them support with school supplies, computers, workshops, field trips, transportation, etc.

In addition, we are providing training around tourism (tour guides, entrepreneurship, etc.) since the schools we support are located in places with tourism potential.



- We keep track of each student school attendance.
- Teaching English is an important component of our program.
- We support local guides at Volcanoes National Park.
- We organize fieldtrips so they can discover their own country.
- We promote with students the conservation of the environment.
- We promote values and skills through camps and workshops.



« TRAVEL WITH US! »»

[greenbluered.com](http://greenbluered.com)  
colorful travel



[learnandtravel.com](http://learnandtravel.com)



[shareandtravel.org](http://shareandtravel.org)

