



RUTA PANTERA

## About Us

- Super talented people
- Open to partnerships
- Media kit upon request



**Christopher Engholm**  
Publisher and host

Christopher began traveling as a photographer and film make after studying History and Anthropology at the University of California. He then became a journalist and wrote ten books about international business in Asia, Europe and Latin America. He created Ruta Pantera in 2023.



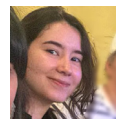
**Heydi Bernal**  
Editor and administrator

Heydi was born in Bucaramanga, Colombia. While being a happy mother and wife, she has pursued a career in business administration.



**Daisy**  
Editor

Born in Armenia, Colombia, Daisy is a keen researcher and avid writer with a degree in History.



**Victoria**  
Illustration

Victoria was born in Itagui, Medellin and raised in nearby Envigado. She is an audiovisual & multimedia communicator who recently graduated from the University of Antioquia.



**Carlos**  
Videographer

Carlos is a distinguished audiovisual creator dedicated to telling stories that celebrate the cultural richness of human communities, always with an authentic and transformative vision that connects with a diverse audience.



**Estefania**  
Marketing consultant

Originally from Medellin, Estefania is a working professional in audiovisual communication and social media marketing. She is a graduate of the University of Antioquia.



**Marbel**  
Photo editor and producer

Marbel was born in Manizales, Colombia and is a technician in logistics at the University of Sabaneta.



**Cristian**  
Consultant

Born and raised in Bogota, Cristian is a biologist with Masters degrees in both environmental management and sustainable design.



**Jazmin**  
Travel+Style writer

Born in Itagui, Medellin, Jazmin's innate sense of style and interest in fashion and music culture makes her popular on social media, where she also reviews brand-name perfumes.



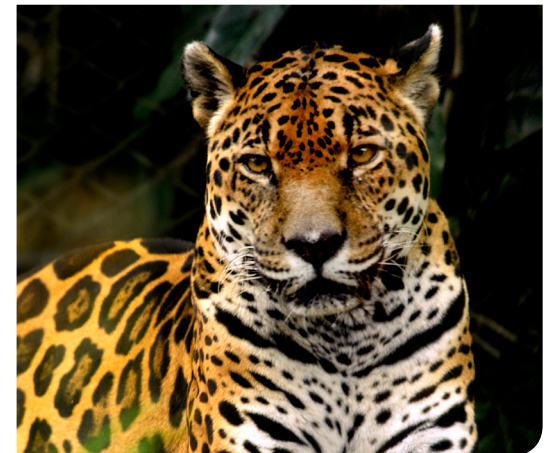
**Damien**  
Music editor

Damien studied Jazz Composition at the University of North Texas, and after years of touring as a keyboardist, he is now a freelance recording artist at his home in Maryland.



# Our Mission | Waypoints | BioTique ReelFilms | LiveCasts | About Us Ruta Pantera 2025

A Pan-American traveler's magazine featuring inspiration and advice for rediscovering the Americas.



Only one of nature's wildest creatures stood out as representative of Ruta Pantera.com



## Our Mission

- A travel zine and more
- The path of the jaguar
- A new pilgrimage route



resource that might help shift ecological awarness and create a new sustainable perspective?" And that's where the jaguar metaphorically raised its head. Jaguars live in the Amazon, they live in the Arizona desert, and they live in the Andes mountains. They are super-adaptable and have no fear of traveling long distances...along their native route. They are also curious, fearless, and can survive almost anywhere.

Again, metaphorically, the jaguar is an "animal guide" and inspiration for all travelers in the New World. Hence, we borrowed the notion of a "Paseo" but made it a "Route." The **Ruta Pantera** is nothing short of a new pilgrimage route just like the Ruta Maya and the Camino de Santiago in Spain.

*Now that I don't have to work, I decided to hire myself for the job I always wanted -- the publisher of a travel magazine. -Christopher*

### What Is Ruta Pantera?

Ruta Pantera is an essential source of inspiration and advice for travelers in Pan America, a content-rich magazine that exists online as a "zine," occassionally in print form, and as a "travel channel." An "app" version of Ruta Pantera is in development.

#### Are you with me so far?

The name for our project has an origin story. In the 1990s, ecologists at Yale University recognized that the bioregions of our hemisphere had become over-developed and detached from each other, harming the health of the region's environment. They set out to reconnect habitats throughout the length of the hemisphere. They named their idea of relinking regions, "Paseo Pantera," because this chain of biospheres roughly matched the original range of the jaguar cat. We liked this idea of saving the hemisphere through regenerating connections, putting the puzzle back together again.



The largest searchable travel FAQ of its type, with over **4,000** human-created answers to Pan-American travel questions, like--



## TravelFAQ

- Travel answers
- Destination knowledge
- Flexible searching

### Avatars on command

**\*\*Tres Amigos\*\***

Our database of travel questions, or TravelFAQ, will soon be delivered by AI-generated presenters (who we affectionately call, Tres Amigos).

### Subscription or membership?

**\*\*Super affordable\*\***

While guests enjoy access to 80 percent of our content, subscribers and members enjoy full access, among other benefits. With the arrival of our App, users will receive pertinent travel info as they travel, for example, when they are leaving or arriving at a destination featured in our content.

**What is the best nude beach in Brazil?**

**What countries in Pan America accept bitcoin?**

**Where is the tallest waterfall in the world?**

**What is Tomorrowland?**

**What is the Popul?**

#### Answers:

Praia do Pinho, located in Balneario Camboriú, is considered the best nudist beach in Brazil.

In the Americas, El Salvador is the only country that has officially adopted Bitcoin as legal tender.

The highest waterfall in the world is Angel Falls, located in the Canaima National Park, in the state of Bolívar, Venezuela.

Tomorrowland is one of the world's most iconic electronic music festivals, held annually in Boom, Belgium, since 2005.

The Popol Vuh is a fundamental work of indigenous Mayan literature, written in the 16th century by K'iche' authors.

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### Ruta Pantera's TravelFAQ

#### 1. Select a country

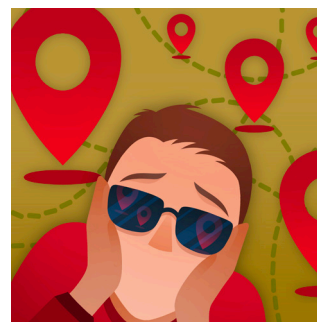
Belize

#### 2. Select a topic [example: "sports"]

Beaches







# WayPoints

- New destinations
- Trip ideas
- Wish lists

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## WayPoints are Places We Want You To Know About

Our WayPoints are introductory articles about places you might not be familiar, but should be on your radar. A Waypoint might be an ancient ruin, a little-known museum, or a national park. These are places we want to invite our guests to look at closely when planning their adventures.



Waypoint #455: Meet King Pacal at the Palenque Museum, Chiapas, Mexico.

We divide WayPoints into the four regions of the hemisphere: *North America*, *Central America*, *South America*, and the *West Indies*.



Waypoint #233, Casco Viejo (Old Panama City), Panama.

WayPoints

North America

Central America

South America

West Indies



Marbel, our photo editor visits Waypoint #32, Comuna 13 in Medellin.

## ReelFilms Explained

**\*\*Visual varietals\*\***

Our ReelFilms come in five flavors: **WayPoints** (reels introducing places); **ReelTours** (destinations in depth); **Film Shorts** (themed documentaries); **EcoStreams** (about natural areas); and **Reviews** (of restaurants, museums and other points of interest).

ReelFilms

Waypoints

ReelTours

Film Shorts

EcoStreams

Reviews

## Ask me where I've been

(Psst! Monkey Island, Amazonia)



## Food & Spirits Reviews



ReelFilms includes a growing roster of restaurant and bar reviews, with special attention

on ambience and culinary innovation. Our LiveCast shows include *The BnB Gourmet* for traveler's who like to cook for themselves.



### RECENTLY REVIEWED

- Tortoni, Don Julio and La Cabrera in Buenos Aires
- Alambique in Poblado Medellin
- Alquimico in Cartagena
- Palo de Mango in Barranquilla
- Bar Restaurante Tierras in Leticia, Colombia
- La Buche and Bistro Le Sam in Quebec City
- Andre's Carne de Res in Santa Marta, Colombia





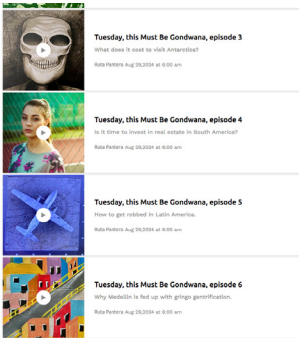
## LiveCasts

- Travel discussion
- Immersive learning
- Live broadcasting

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From our studio and the field, we produce a lineup of entertaining and practical livecasts, in Spanish and English. The first of these to launch is **The Local Lingo**, in which Christopher teaches a Spanish-speaking student Everyday English. And eventually the student teaches him conversational Spanish.

Next up, to launch on Inauguration Day (January 20) in Washington, DC is our **Waiting To Exile**, designed to help would-be expatriates navigate immigration and other issues -- including psychological -- involved in relocating.



And from the field, Christopher will be livecasting a travel show called **Tuesday, this Must Be Gondwana**, in which he describes exotic locales and deep travel possibilities.



Our Costa Rica LiveCast correspondent, **Acid-Killer** (three 'L's), music writer and DJ, performs in San Jose.

**Heydi** readies to broadcast from our popup livecast studio in Sabaneta, Medellin.



- The BnB Gourmet**  
**\*\*Cuisine under pressure\*\***
- Dancing with Kavic**  
**\*\*From the hip, now!\*\***
- Reel TravelFAQ**  
**\*\*Travatars that entertain\*\***
- The Digital Rogue**  
**\*\*Video storytelling\*\***

**Inspiring deep travel in Pan America \*\*Really!\*\***  
Our mission is to invite and initiate travelers to engage with the Waypoints along this route—natural sites, urban districts where culture thrives, paradise-like beaches, and places of spiritual power. We aim to inspire “deep,” or conscious (ok, mindful) travel in the western hemisphere; that is, Pan America—all three Americas.

**What is deep travel?**  
Ecological travel, last-chance travel, gastronomic travel, romantic travel, family-ancestor travel, dark tourism, medical travel---all of these increasingly popular forms of travel are fueling a travel and hospitality bonanza worldwide. (See **factoids**, below.) The travel industry is now the largest industry in the world, based on the number of people employed by it: 330 million jobs worldwide. The Ruta Pantera website, posting sites, and App feature rich multimedia content for an



Editorial director Heydi, as an aspiring *silletera*.

audience located throughout the Americas, in three languages.

## Triple-deck Platform **\*\*Real-time publishing\*\***

Our content will takes three forms---  
As a **Zine**, we aim to build a user base which advertisers will want to introduce their products.  
As a **Travel Show**, we will inform and entertain while we invite viewers to subscribe to our magazine and use our App.  
The **App** will know where are members are, so we then leverage our rich content to deliver

customized experiences in real time.



## TravelDesk

- Breaking travel news
- Advisories to stay safe
- Trends & opportunities

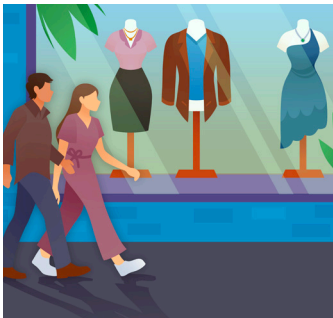
COLUMN: *Sphere & Now*

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Our **TravelDesk** is for *pre-flighting*, the testing of assumptions before buying your airline ticket or reserving a room. We track latest news and interpret state-department advisories to keep our members safe. And for job hunters and investors, this is a good first stop as well.

## Factoids **\*\*Cha-ching\*\*** It's a good time

Tourism in Latin American countries is growing on average at a rate of 17% annually. Incredibly, almost 10 percent of total global GDP is generated by tourism.



## Travel+Style

- Travelwear & gifts
- Restaurant reviews
- Beauty & wellness

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### Deep Travel ~ Timeless Style **\*\*The BioTique\*\***

While our publishing is designed to inspire deep and enlightened travel, we want Ruta Pantera to walk on two legs: deep travel and “timeless style.” Our boutique - called the BioTique -- will be a curated space, more than an attractive storefront for “merch,” where we curate other designers and gear and offer reviews and recommendations.

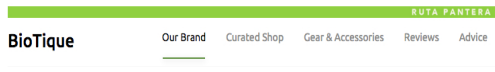


“That so Ruta Pantera!” A recent travelwear discovery in Buenos Aires.

We want to promote an enlightened sense of lifestyle among our subscribers -- how to experience more, how to find opportunity, and what to wear. As part of this, we cover fashion trends and events, new lines, and new gear.



Mugs **\*\*Sip slowly\*\***



### All-terrain SoFari Hat **\*\*Fast fashion?\*\***



Road Satchel **\*\*On Sale\*\***  
“Ask me where I’ve been”

Caps and Shirts **\*\*On Sale\*\***  
Monogrammed, of course

Travel Journal **\*\*On Sale\*\***  
Includes 179 prompts

Cards and Prints **\*\*On Sale\*\***  
Black and white is back



Travel+Style writer and BioTique curator, Jazmin



Souvenir advice, too!



Enjoy our local brand coverage in **WindowLust**.

### Advertising assistance **\*\*We can help\*\***

Ruta Pantera offers advertising space to travelwear and hospitality businesses, to appear in ad rotations customized to our users' interests and preferences. When young companies need help creating audio-visual promotions, we can assist in the effort as part of offering high-visibility space.

### A Very Attractive Backend

Our content creators and shop curator enjoy on-the-fly web updating using our Panther-App BackOffice, built in ASP.NET.

#### PantherApps

AdRotator	Experiences	PostManager
Page Views	GoFundUs	Publicity
BioTique	IdeaBank	RealFilms
Blog	LiveCasts	Reviews
QuizMaker	MediaBank	TaskManager

**Wait, I know that!** Everything you do on Ruta Pantera earns you miles, including making correct answers at the **Quiz Station**. Your miles add up quickly and are redeemable in the BioTique.

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### Quiz Station



KNOW YOUR SELFIE BACKDROP [correct answer: 3000 miles]

Recently, Christopher visited New York City and walked across this iconic cable bridge, which took 16 years to complete and spans the East River. It was an iconic backdrop in Spike Lee's "Mo Better Blues." **What is the name of this bridge?**

- ☐ The Manhattan Bridge
- ☐ The Williamsburg Bridge
- ☐ The Brooklyn Bridge
- ☐ The Bridge Over the River Kwai

Submit

Quit

## TravelJournal

- Personal reflections
- Surprising discoveries
- Occasional revelation



COLUMN: *Far & Wise*

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### Travel Journal **\*\*New\*\***

Intimate impressions of Pan America by Christopher Engholm and Ruta Pantera members.

Two sections: *Journeys without Maps* and *Ill-fated Perigrinations*

In our BioTique we also offer a **Travel Journal with Prompts**, to help you write about your adventures.





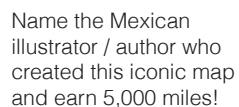


- Stories on film
- Eco streaming
- Relaxation videos


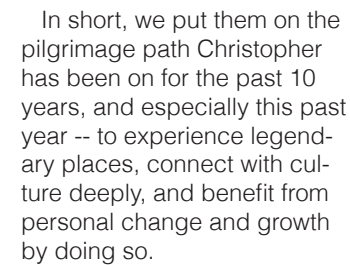
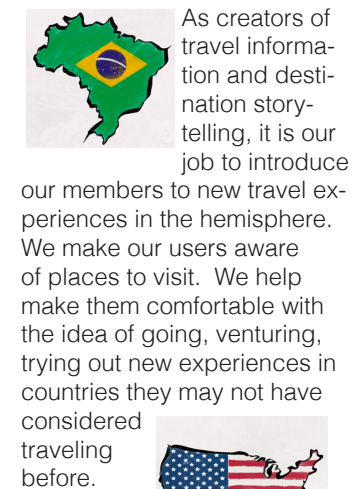


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Our ReelFilms section contains multiple formats, including **Waypoints**, (short explanations about destinations in a vertical format), **ReelTours** (longer reels in a vertical format similar to a video article), **Eco-streams**, (introducing little-known natural places) and **Short Films**, documentary-style programs in a horizontal format.



Our oath: *"We promise to interpret the hemisphere as well as this artist does in a Reel/Tour from San Cristobal de las Casas, Mexico."*



*"We are helping to connect diverse people of the hemisphere through travel, food, music, heritage, and fashion in order to foster a new, more unified, hemispheric consciousness."*



*Adventure, Culture, Beach & Sun, Romance, Nature, Spiritual,  
Beauty & Wellness, Sports & Recreation, Food, Art & Design*

## Experiences

- Deep encounters
- Culture & cuisine
- Adventures in nature



Our Experiences section is divided into types of travel that we explore: adventure, culture, nature, beauty and wellness, food & spirits, among others. An “experience” is a classic travel article made as engaging as possible with multimedia embellishments. Articles are researched by humans and edited with real--non artificial--intelligence.

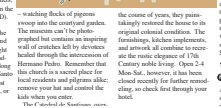
### 3-Day Escape

## *La Antigua, Guatemala*



**L**ima is a city for contemplation. For long walks along cobblestone streets, sipping Guatemalan coffee in cafes, and enjoying a sunset against the pastel colors of the city's colonial architecture and Volcan Ajay. By day, the tempo is slow, but yet restless. At night, indeed, Ajay is reason for its solemn processions during Holy Week and formal anniversary of the city's founding and natural disaster. After dark, however, the rhythm of the city quickens as the expat crowd and youthful locals flock out to the clubs to strut salsa, meringue, and reggaeton. Few places can transform as abruptly from Americans like this city, and do it in three days.

July-August is high season in Lima. The weather throughout the summer is perfect due to its 5,000-foot elevation. While the highlands get deluged during the wet season in October, the sierrita remains mostly balmy.



**Saturday**  
5 a.m.  
**Bargain Hunt**  
Any morning of the week can stroll to the north end down to the huge market located between Calzada 1 (Santa Lucia and Av de la Estación). Monday, Thursday and Saturday are the "true days," but you can shop in the morning of the rest of the week. The indigenous vendors in bustling villages usually a trip in the back of the truck complex where you'll also find the flower sellers. The covered market is divided sections — vegetable, fresh fishing, electronics, etc. — and you have to navigate the narrow aisles and haggle with two or three vendors to find the price. I built a 10-CD collection with vendors who let me sample tunes before paying \$1 per CD.

**10 a.m.**  
**School's 'n' Snookin'**  
Antigua's economic renaissance in the 1980s was