

UNIK.tours

UNLOCK SALVADOR.

B2B Presentation 2025-2026

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WHO WE ARE.

We are the first B2B inbound travel agency in El Salvador specializing in organizing packaged trips for the **North American markets**.

Unik Tours was founded in 2024 from the meeting of **two travel enthusiasts**: a Canadian of Salvadoran origin, with extensive experience in tourism development in Canada, and a Canadian of French origin, an expert in inbound services and tour operators in North America.

Our mission is to showcase El Salvador and Central America through authentic, enriching journeys designed to meet the expectations of Canadian travelers. We support travel agencies and tour operators in creating unique **small-group tours**.

We aim to become a trusted partner for travel professionals looking to position themselves in **Latin America's fastest-growing travel destination** in recent years.



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OUR B2B EXPERTISE.

On-the-ground local expertise and a multilingual team

Our sales and operations team is made up of certified agents and guides with in-depth knowledge of El Salvador's territory, culture, and logistical realities. We provide seamless support in French, English, and Spanish.



Competitive net rates and flexible terms

We offer transparent B2B net rates tailored to your margin and resale needs.



Small-group travel for a more personal experience

We focus on small-group travel (up to 14 participants), fostering a more authentic immersion, high-quality guidance, and a reduced impact on the communities and destinations we visit.



Exclusive extensions to Guatemala

Our group itineraries can be enhanced with customized extensions to Guatemala. This multi-country approach offers your clients an immersive discovery of Central America with seamless logistics, thanks to our on-the-ground expertise on both sides of the border.



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WHY CHOOSE EL SALVADOR FOR YOUR CLIENTS?

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Remarkable diversity in a compact country.

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WHY CHOOSE EL SALVADOR FOR YOUR BUSINESS?



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Enhanced security.

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ENHANCED SECURITY.

Official security advisories at their most favorable levels ever

Canada currently ranks El Salvador at Level 2, comparable to major Latin American destinations and some European countries such as France or Germany. The U.S. Department of State now classifies El Salvador at Level 1.



Record-low crime levels in El Salvador

Official data shows that in 2024, El Salvador achieved a record-low homicide rate of only 1.9 per 100,000 people (114 homicides in total), positioning it among the safest countries in the Americas. This marks an impressive 98% reduction compared to 2015.

High happiness index

In 2024, El Salvador's Happiness Index (World Happiness Report) was 6.47 out of 10, above the global average of 5.56. The country's historical average (2013–2024) stands at 6.15.

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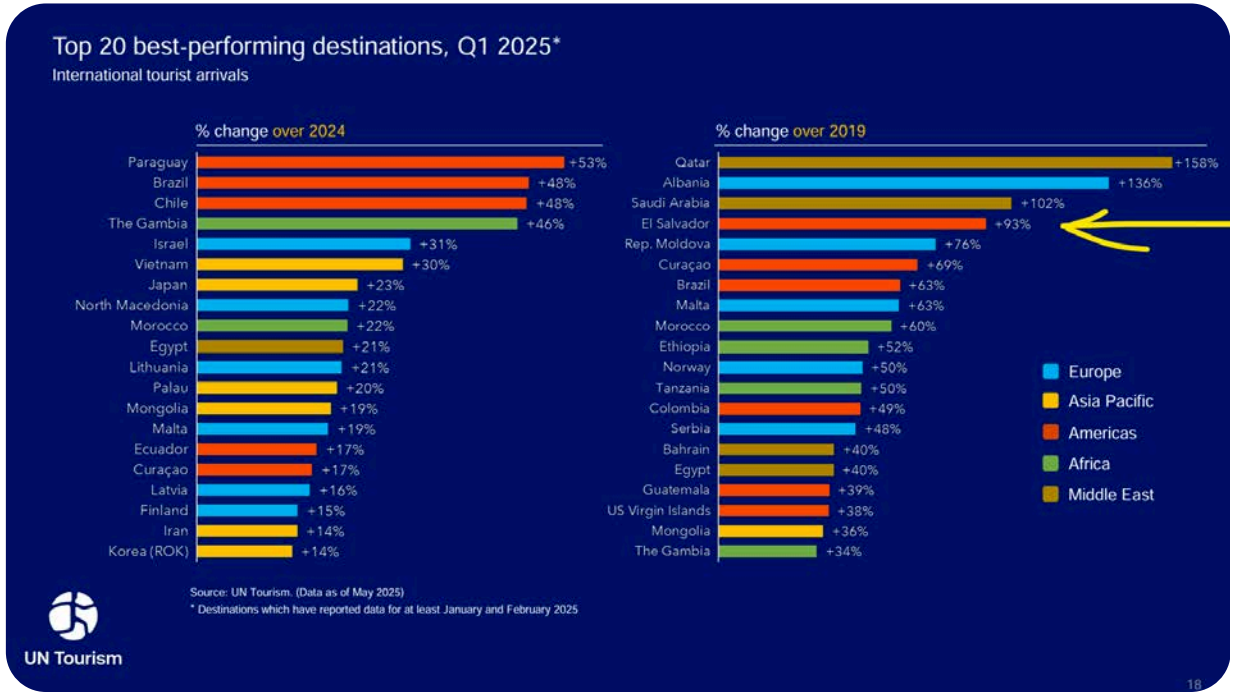
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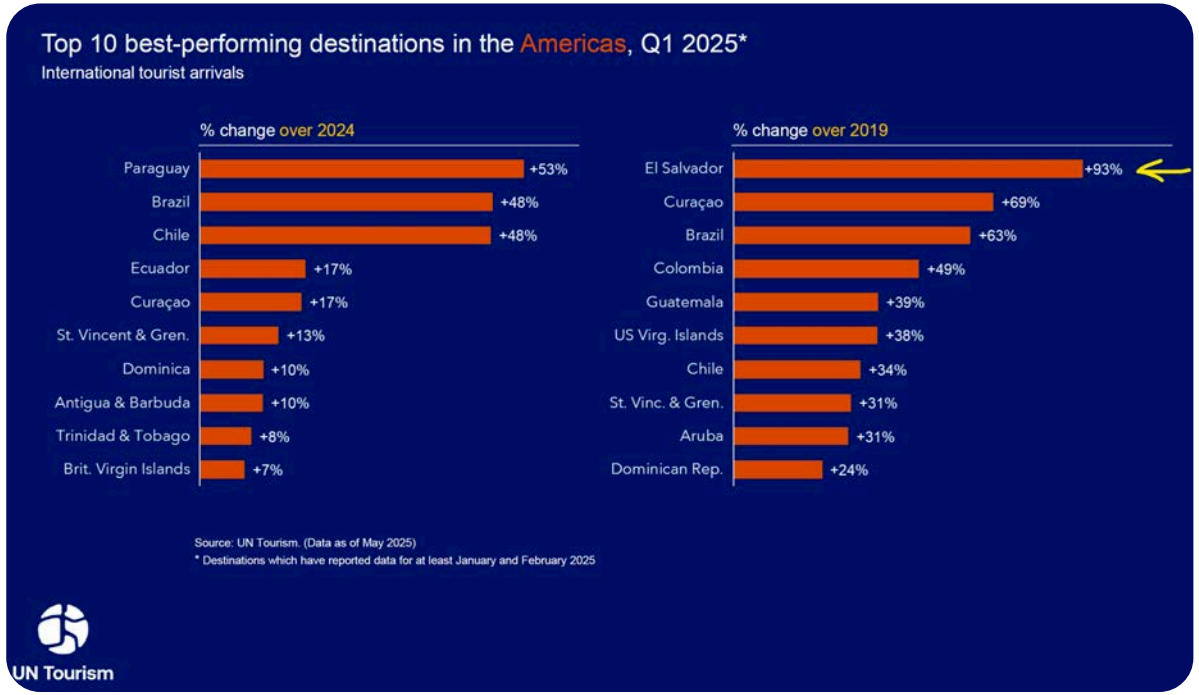
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RECORD TOURISM GROWTH.

In 2024, El Salvador emerged as the **most visited destination in Central America**, welcoming 3.9 million international visitors, an impressive 17% increase compared to the previous year.

From 2019 to 2024, cumulative growth in tourist arrivals reached **+81%**, showcasing the sector's remarkable expansion.





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RAPIDLY EXPANDING AIR CONNECTIVITY.

Canada–El Salvador: Direct Flights and Seat Availability

- Toronto → San Salvador: Up to 7 flights per week with Avianca.
- Montreal → San Salvador: 3 seasonal flights per week with Air Transat and Avianca.

Estimated capacity:

- Toronto (YYZ): Approximately 1,100 Economy seats per week.
- Montreal (YUL): Approximately 500 Economy seats per week.



Number of U.S. cities with direct flights to El Salvador

There are 16 U.S. cities offering direct flights to San Salvador (including Atlanta, Houston, Miami, Los Angeles, Chicago, etc.), operated by 8 airlines, including low-cost carriers.

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GUIDED TOURS FOR

SMALL GROUPS (Max. 14 pax)

Bilingual, ready-to-sell, and fully operated for individual travelers looking to join a small fixed-date group, from November 2025 to April 2026.

- **7-night stays.**
- **Departures on Fridays.**
- **Seamless Guatemala extension available.**

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ESSENCE OF EL SALVADOR

8 days / 7 nights

Highlights

Ideal for a first visit, this tour offers a complete immersion into volcanic landscapes, colonial villages, Mayan sites, and the charm of the Pacific coast.

Overnights

2 nights in San Salvador
1 nights in Santa Ana
2 nights in Ataco
2 nights in La Libertad

Inclusions

- 11 meals
- 2 nights at Hotel Plaza San Salvador (or similar)
- 1 night at Hotel Remfort Santa Ana (or similar)
- 2 nights at Casa 1800 Ataco (or similar)
- 2 nights at Boca Olas Resort & Villas (or similar)
- Activities as per the itinerary
- All hotel taxes included
- Round-trip transfers

Exclusions

- Meals not specified
- Entry tax (12 USD per person)
- Tips for guides and drivers
- Optional Excursions
- Other personal Expenses



Click here for the detailed itinerary

Price upon request

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VOLCANOES AND WAVES

8 days/ 7 nights

Highlights

Between sea and mountains, this itinerary immerses you in **two contrasting worlds** of El Salvador. First, head toward the majestic volcanic region. Then, enjoy a relaxing stay near Lake Coatepeque before continuing to the beaches of Surf City.

Overnights

1 night in San Salvador
2 nights at Cerro Verde Park
1 night at Coatepeque Lake
3 nights in La Libertad

Inclusions

- 8 meals
- 1 night at Hotel Plaza San Salvador (or similar)
- 2 nights at Casa 1800 Cerro Verde (or similar)
- 1 night at Hotel Cardedeu (or similar)
- 3 nights at Boca Olas Resort & Villas (or similar)
- Activities as per the itinerary
- All hotel taxes included
- Round-trip transfers

Exclusions

- Meals not specified
- Entry tax (12 USD per person)
- Tips for guides and drivers
- Optional Excursions
- Other personal Expenses



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Price upon request

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TREASURES OF EL SALVADOR

8 days/ 7 nights

Highlights

This balanced itinerary combines the exploration of pre-Columbian sites, the discovery of artisanal traditions, and an immersion into **the country's history and cultural gems**.

Overnights

1 night in San Salvador
1 night in Suchitoto
2 nights in Santa Ana
2 night in Ataco
1 night in La Libertad

Inclusions

- 10 meals
- 1 night at Hotel Plaza San Salvador (or similar)
- 1 night at Hotel El Tejado (or similar)
- 2 nights at Hotel Remfort (or similar)
- 2 nights at Casa 1800 Ataco (or similar)
- 1 night at Boca Olas Resort & Villas (or similar)
- Activities as per the itinerary
- All hotel taxes included
- Round-trip transfers

Exclusions

- Meals not specified
- Entry tax (12 USD per person)
- Tips for guides and drivers
- Optional Excursions
- Other personal Expenses



Click here for the detailed itinerary

Price upon request

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Elevate your portfolio with

GUATEMALA

EXTENSIONS



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ADD-ON GUATEMALA EXTENSIONS.

Day 1 – Arrival in Antigua Guatemala

Private transfer from Surf City (El Salvador) to Antigua Guatemala (approx. 6.5–7 hours). Check-in at **Villa Colonial Hotel (3-star)**. Enjoy your first independent exploration of this UNESCO-listed colonial city.

Day 2 – Antigua and Its Treasures

Private guided tour of Antigua: Cerro de la Cruz viewpoint, convents, museums, and colonial architecture. Visit San Juan del Obispo and the Juan de León Museum. Free time and **overnight stay in Antigua**.

Day 3 – Chichicastenango and Culinary Immersion

Depart for the iconic Chichicastenango market, the largest open-air market in Latin America. Participate in a corn and tortilla workshop. Transfer to Panajachel and check in at **Hotel Jardines del Lago (3-star)**.

Day 4 – Villages Around Lake Atitlán

Boat excursion to visit Santiago Atitlán, San Juan La Laguna, and San Antonio Palopó. Discover local crafts, including weaving, painting, and ceramics. Return and **overnight in Panajachel**.

Day 5 – Panajachel to Guatemala City

Private ground transfer (approx. 3.5–3.75 hours) to Guatemala City. Overnight at **Hotel Biltmore (4-star)**. Free evening to explore or relax.

Day 6 – Departure

Private transfer to Guatemala City International Airport (consider Air Canada flight GUA–SAL).



GUATEMALA-EL SALVADOR

REVERSE JOURNEY

OPTIONS



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