

Mazatlan to Continue Marketing Push in U.S. and Canada

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An \$11 million marketing campaign targeting the U.S. and Canada is a key component of initiatives planned by Mazatlan tourism officials this year. Mazatlan will continue with its testimonial campaign, begun last year, in which tourists and residents talk about the vacation destination in TV ads and online promotions.



Carlos Berdegue, vice president of the Mazatlan Hotel Association, said the more than 9,000 Americans and Canadians who live at least part of the year in Mazatlan "are our best spokesmen for the destination." Berdegue was attending Tianguis Turistico, Mexico's annual tourism fair. He said that dialogue continues with Holland America Line and Princess Cruises, which pulled out of Mazatlan more than a year ago, citing security concerns. "Our officials met with cruise line representatives recently in Florida, and we continue to incorporate new measures for port security, including the addition of tourist police at the pier and in the port and tourist areas to advise visitors and answer questions," Berdegue said. There are promising developments in air service, he said.

"Continental is adding larger aircraft, American is pleased with its loads on its flight from Dallas, which offers daily service in the peak season, US Airways hopes to increase its lift in November and United may expand its schedule out of San Francisco," Berdegue said.

Visitor numbers are forecast to increase 8% in 2012, according to Berdegue.

"Length of visitor stay grew 4% last year, group and incentive business grew 25% in 2011 over 2010, new airlift is in the works and investment commitments include new projects planned for Playa Spiritu, the planned development project south of Mazatlan," said Berdegue.

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