

# Mazatlán Voted Best Family Beach by Mexican Travelers in Travelocity 'Battle of Destinations' Contest

Hosted by Travelocity.com.mx and the Mexican Council for the Promotion of Tourism (CPTM), this online competition featured weekly match-ups between 14 competing Mexican destinations this summer. Travelers were asked to vote for their top pick in four travel categories, including Family Beach, Luxury Beach, Urban City and Colonial Town.



More than 2.3 million people living in cities and towns throughout Mexico cast their online ballot for Mazatlán in the battle for Best Family Beach Destination, held during the week of July 1. With a grand finish of more than 73 percent of votes, the seaside destination known as “The Pearl of The Pacific” celebrated a landslide victory over the rival beaches of Cancún, Acapulco and Ixtapa.

“We are honored to be recognized as Mexico’s top family beach destination,” says Carlos Berdegué, vice president of the Mazatlán Hotel Association and Tourism Board. “Visitors to Mazatlán enjoy 16 miles of golden-sand beaches along the Pacific Ocean, as well as rich culture, historic sites, world-class resorts, authentic cuisine and

unique events that draw families from across North America year-round.”

Mazatlan garnered more than half of the total ballots cast in the Battle of Destinations. The competition drew a total of nearly 3.9 million votes in all four categories.

## Mazatlán: Top Family Beach Destination

To find Mexico’s top spot for authentic culture and miles of scenic coastline, travelers in the know follow the gnome. Mazatlán welcomed Travelocity’s roaming gnome to its shores on July 9 – 11. The tiny traveler was on hand to present the honor for Best Family Beach Destination during a special award ceremony, accompanied by Rodrigo Cobo, Director General for Travelocity México. Raúl Llera Martínez, Undersecretary of Tourism Operations and Promotions for the State of Sinaloa, accepted the award on behalf of Mazatlán, with Mazatlán Hotel Association and Tourism Board members attending.

“We wish to thank the multitude of supporters who voted for Mazatlán as part of the Battle of Destinations,” Llera says. “This competition underscores our ongoing investment in Mazatlán’s tourism product, with landmark restoration projects and new development that have continued to grow the destination over the past seven years consecutively. We are confident that Mazatlán will draw millions of travelers this year, and invite all visitors to experience rich offerings of this beautiful city.”

## Gnome On The Roam In Mazatlán

Following the reception, the gnome ambassador set off to explore Mazatlán’s renowned beaches and cosmopolitan tourism district, known as the Golden Zone. Many of the luxurious resorts here have completed upgrades and extensive renovations to showcase award-winning spas, high-tech fitness centers, championship golf and nightlife. Premier restaurants serve up gourmet cuisine with panoramic sunset views, while the oceanfront malecón promenade offers a taste of Mazatlán’s fresh Pacific seafood in outdoor markets and beachside palapa huts.

Just north of the Golden Zone, the gnome made a stop at the state-of-the-art, \$70 million-dollar Mazatlán International Center and new growth as part of the Marina Mazatlán project – at more than 15 square miles, one of the largest urban and tourist developments in Mexico and Latin America. Marina Mazatlán’s master plan calls for new high-rise luxury hotels, residences, gourmet restaurants, spas, shopping and recreational areas.



Ecoadventure and pristine scenery were among the highlights of the gnome's excursions to nearby colonial towns in the Sierra Madres foothills. In the mountain village of La Noria, this savvy traveler explored the 130-year-old La Hacienda De Los Osuna tequila distillery and plantation. Daily walking tours take guests through the agave fields, where plantation guides explain the growing process and demonstrate how the blue agave is harvested before touring the ancient and modern distillery. Afterward, the gnome took off on a heart-pounding zipline tour through jungle treetops as part of the Huana Coa Canopy Adventure.

Rich culture awaited the gnome back in Old Mazatlán, home to more than 479 national historic sites like the 135-year-old Angela Peralta theater and bustling Pino Suárez open-air market, which has operated since 1899. In Plaza Machado, the gnome joined visitors and locals strolling alongside unique shops, art galleries, jazz clubs, museums, contemporary dance studios and outdoor concert halls. Old Mazatlán's sidewalk cafés featured al

fresco dining against a colorful backdrop of neoclassical architecture.

### **About Mazatlán**

Mazatlán is located on Mexico's Pacific Coast at the foot of the Sierra Madre Mountains. As Mexico's second largest coastal city, Mazatlán has nearly 600,000 inhabitants. The city is divided into two main areas: Old Mazatlán and Zona Dorada or Golden Zone, with a seven-mile coastal road between the two. Mazatlán has an international sport-fishing reputation. Sites of interest include: the Angela Peralta Theater, Archeological Museum, Republic Plaza, Ocean Museum, Botanic Garden, San Jose Chapel and the world's second-tallest lighthouse. Transportation is available via the local "pulmonías" or four-person open-air vehicles that have become a symbol of the city.