



Mazatlán Sets Stage for 2011 Gran Fiesta Amigos, Oct. 31 – Nov. 3



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–17th Annual Celebration Spotlights Authentic Culture, Cuisine and New Cosmopolitan Flair–

MAZATLÁN, Mexico (August 3, 2011) – The Pacific Coast city of Mazatlán kicks off the Fall travel season in grand style with its 2011 Gran Fiesta Amigos celebration, taking place Oct. 31 – Nov. 3.

With festive music, cultural events and delicious cuisine, this “Big Festival of Friends” promises a vibrant welcome for honored travel partners – including the wholesalers, tour operators, airlines, incentive companies, journalists, tourism dignitaries and friends of Mazatlán who continue to support the ongoing growth of this seaside destination.

Mazatlán recently celebrated a new partnership with the launch of American Airlines’ daily non-stop service from Dallas-Fort Worth, boosting tourism revenue by more than \$15 million USD and affording new travel options for the more than 2 million travelers who visit Mazatlán each year. Earlier this summer, the destination’s legendary waves and golden-sand beaches hosted the world’s top surf athletes for the Quiksilver Clásico Mazatlán, a four-star event of the Association of Surfing Professionals (ASP) international tour.

“Mazatlán’s rich culture and unrivalled hospitality sets our city apart from other destinations,” says Carlos Berdegue, vice president, Mazatlán Hotel Association and Tourism Board. “Visitors here enjoy beautiful weather and Pacific Coast sunsets alongside a lively historic center, renowned cuisine and premier resorts. There’s also top-ranked spas, championship golf and year-round events. We are committed to showcasing the many sides of Mazatlán and look forward to making 2011 Fiesta Amigos the best ever.”

The 17th annual Gran Fiesta Amigos is presented by the City of Mazatlán, the Mazatlán Hotel Association and the State of Sinaloa. Among the highlights of this year’s celebration:

- **Arts and Culture** – During Fiesta Amigos, Old Mazatlán’s neoclassical Angela Peralta Theater and lively Plaza Machado host lively dinners and performances by internationally acclaimed artists. Visit ornate Day of the Dead altars, and enjoy walking tours of Old Mazatlán restaurants, boutique shops, galleries, jazz clubs, museums and arts schools.
- **Scenic Excursions** – Fiesta Amigos will feature tours of picturesque Colonial towns located in the Sierra Madre foothills just outside Mazatlán, such as Copala, El Quelite and La Noria. Visitors can savor authentic regional cuisine, visit workshops featuring local artisans, and explore 17th-century artwork, archeological museums, churches and historic sites dating back to the 1500s.
- **Outdoor Recreation** – Recognized worldwide as a first-class fishing destination, Mazatlán hooks anglers in pursuit of big game like sailfish, marlin and tuna that teem in the waters just offshore. Fiesta Amigos will also offer tee times at world-class courses, including El Cid Golf & Country Club’s Lee

Travino championship course; Estrella Del Mar, a Robert Trent Jones design, and the new Marina Mazatlan Golf Course designed by David Fleming.

- **Cosmopolitan Resort Amenities** – In the beachfront Golden Zone resort district, guests will savor fresh Pacific seafood and breathtaking ocean views. Mazatlán's cosmopolitan resorts and award-winning restaurants host dinner galas and cocktail receptions, as well as vibrant entertainment and nightlife.
- **Professional Development** – The destination's state-of-the-art Mazatlán International Center hosts a full schedule of business events for travel partners. On November 1, a keynote breakfast presentation will spotlight distinguished travel industry guests and a featured speaker.

For more information on attending 2011 Fiesta Amigos and this year's highlights, please visit <http://www.gomazatlan.com>. 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 440,000 inhabitants. The city is divided into two main areas: Old Mazatlán or Historic District 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, Plazuela Machado, Sea Shell Museum, Mazatlán Aquarium, The Cathedral 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. Visit Mazatlán on the World Wide Web at <http://www.GoMazatlan.com>.