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## Mazatlan struts its stuff at Gran Fiesta Amigos

By Gay Nagle Myers



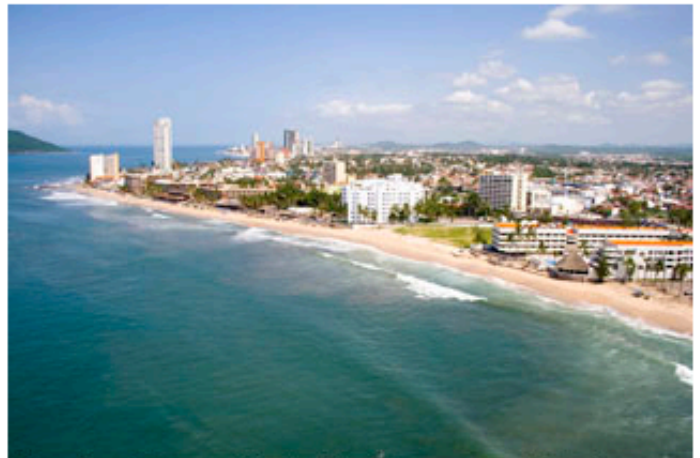
Mazatlan's 17th annual Gran Fiesta Amigos (Big Festival of Friends) will take place Oct. 31 to Nov. 3. The industry-only event will be hosted by the city of Mazatlan, the Mazatlan Hotel Association and the state of Sinaloa.

The festival will showcase the destination to Mazatlan's travel partners, including wholesalers, travel agents, tour operators, airlines, incentive companies and tourism officials. Among the features will be dinner galas at resorts in the Golden Zone resort district, performances at the Angela Peralta Theater, walking tours of Old Mazatlan, golf, deep-sea fishing, eco-adventure tours and excursions to nearby Colonial towns in the Sierra Madre foothills.

The event will include a full day of meetings, appointments, speakers and seminars at the new Mazatlan International Center.

The city recently marked the launch of daily, nonstop service from Dallas/Fort Worth by American Eagle.

The service is expected to boost tourism revenues by more than \$15 million a year and afford new travel options for the two-million-plus annual visitors, according to Carlos Berdegue, vice president of the Mazatlan Hotel Association and Tourism Board.



*Mazatlan is located in the Mexican state of Sinaloa.*

"Mazatlan's culture and hospitality set our city apart from other destinations, and we remain committed to showcasing Mazatlan as a diverse destination for all our visitors," Berdegue said.

For a schedule of events, visit [www.gomazatlan.com](http://www.gomazatlan.com).