

Meetings in Mexico

READ OUR REPORTS ONLINE AT: www.smartmoney.com/ESCreports

With 60 convention centers nationwide and 11 more currently in development that will take the total to 71 by the end of 2011, Mexico offers an unrivaled choice of world-class venues for MICE events of any size.

Mexico, once again, ranked among the world's top-ten tourism destinations in 2009, with more than 21.5 million arrivals. The total number of visitors was slightly down from 2008's record high of 22.6 million, due, in large part, to the knock-on effects of the global financial crisis, which has produced a considerable drop in vacation travel and tourism receipts worldwide.

One subsector, however, that continues to buck the downward trend, at least in Mexico, is MICE (Meetings, Incentives, Conferences, and Exhibitions) travel, which has experienced solid and sustained growth throughout the last decade.

Concerted efforts, at the national and regional level, to put in place state-of-the-art infrastructure and support services around the country, capable of hosting large-scale domestic and international meetings, have paid off and really put the nation on the global event tourism map.

Since the creation of the National Convention Bureau in 2003, which works under the auspices of the National Tourism Promotion Board (CPTM), the country has made enormous strides in promoting business tourism initiatives.

The combination of world-class facilities and accommodation in all of Mexico's major business ►►

PALACIO
DE CONVENCIONES
ZACATECAS

PHOTOS:
CPTM Image Bank,

Mexican convention centers ready to host international events

The exponential growth of convention centers in Mexico offers MICE travel organizers a huge choice of venues around the nation. Cities like Tampico, in Tamaulipas on the Gulf of Mexico, or Zacatecas, in the center of the country, have developed facilities and seen local industries thrive. Traditional beach destinations, like Mazatlan, in Sinaloa, and Puerto Vallarta, in Jalisco, both on the Pacific coast, have also begun building centers, recently. And established business hubs, such as Mexico City and the second and third cities of Guadalajara and Monterrey, respectively, are upgrading existing facilities to remain competitive.

CINTERMEX MONTERREY

Multifaceted modern venue remains committed to old-fashioned customer service



Located in Monterrey's Fundidora Park, a 280-acre enclave in the city center on the former site of a steel foundry, Cintermex was inaugurated in 1991 as one of the nation's premier conference and exhibition venues, with a mission to provide Mex-

ico's best customer service. Cintermex offers over 282,000 square feet of exhibition space in six halls with 30-foot ceilings and just 12 columns, which can be unified to suit the needs of larger events with room for over 1,000 stands. Its newly expanded Conference Center covers almost 60,000 square feet, with 19 rooms and a spacious entrance hall providing capacity for events from less than 10 to over 2,200 people. For more information, visit: www.cintermex.com.mx

CENTRO BANAMEX

World-class and well-connected conference hub close to the heart of Mexico's capital city



Latin America's largest conference and exhibition center, Centro Banamex, is located in the Colonia Lomas de Sotelo area of Mexico City less than 45 minutes from the international airport and with a choice of 10,000 hotel rooms in a three-

mile radius. Banamex has the capacity, and experience, required to host events for up to 50,000 people, and offers over 444,000 square feet of column-free space that can be subdivided into four smaller halls, making it ideal for events of all sizes. Its business center has eight fully equipped conference rooms, with space for up to 20 people in each, to host private meetings in privileged surroundings. For more information, visit: www.centrobanamex.com

EXPO GUADALAJARA

Venue of choice for international sporting and events in Mexico's second city



Guadalajara will hold the 16th Pan American Games in 2011 and Expo Guadalajara is both an official partner and temporary site for some of the 325 sporting events. The facility currently hosts everything from private celebra-

tions to international conferences, such as the famous Book Fair, thanks to the flexibility of its installations. The ISO quality-certified venue, which occupies a total area of almost 555,000 square feet, houses the 280,000 square-foot Jalisco Hall, which is column-free and can be subdivided into 10 separate rooms, as well as the 107,000 square-foot Guadalajara Hall, the Expo Forum, and two business centers, each of which has a further 10 rooms. For more information, visit: www.expo-guadalajara.com

MAZATLAN INTERNATIONAL CENTER

"Pearl of the Pacific" now also boasts jewel of all-new meetings and conference facility



Inaugurated in November 2009, in what has long been one of Mexico's favorite sun, sea, and sand destinations, the new Mazatlan International Center promises to revolutionize the local tourism sector, giving MICE travel organizers

the chance to combine state-of-the-art installations with established leisure facilities, making a visit to the "Pearl of the Pacific" on business a real pleasure. With more than 300,000 square feet of column-free space, a 3,500-seat auditorium, 17 meeting rooms, and dedicated exhibition areas, Mazatlan International Center is operated by Pennsylvania-based SMG, the company that operates 98% of publicly owned and privately managed exhibition space in North America. For more information, visit: www.mazatlaninternationalcenter.com