



Mazatlán Named Host of Mexico's 2011 World Tourism Day Celebrations, September 27

MAZATLÁN, Mexico (August 19, 2011) – The Pacific Coast City of Mazatlán has been designated as national host of Mexico's 2011 World Tourism Day celebrations, taking place Sept. 27. Mazatlán's festivities join global tributes to this annual event of the World Tourism Organization (UNWTO). With flourishing arts and deeply historic roots, this authentic travel destination promises a vibrant showcase of events celebrating the official theme for 2011, "Tourism – Linking Cultures."

Mexico Secretary of Tourism Gloria Guevara Manzo announced the prestigious designation at a press conference earlier this week, alongside Mario Lopez Valdez, Governor of the State of Sinaloa, and State Secretary of Tourism Oralia Rice.

"Mazatlan is one of the most attractive destinations in our country. The city hosts large events such as Carnaval, boasts great infrastructure for conventions and is easily accessible by land and air," she noted. "That is why we consider it to be one of the destinations with greatest potential."

During the joint conference, Secretary Guevara also declared that Mazatlán's event would be without precedent. Mexico will appoint national ambassadors on behalf of Mazatlán – including renowned celebrities, artists and athletes.

"World Tourism Day spotlights Mazatlán's ongoing commitment to preserve *and* encourage cultural legacies while broadening tourism opportunities for our beautiful city," says Carlos Berdegue, vice president, Mazatlán Hotel Association and Tourism Board.

"Millions of travelers are drawn to Mazatlán's rich diversity of offerings – from our historic Colonial town and ecological wonders to modern resorts, gourmet cuisine and world-class events," he continues.

"We are extremely honored and delighted to be recognized as national host, and look forward to an unforgettable World Tourism Day celebration."

Mazatlan's has recently emerged as a top tourism destination, thanks to new development and the restoration of Mazatlan's lively historic district. Investment in the new "Playa Espiritu" tourism corridor – spanning to the nearby eco-tourism destination of "Teacapan" – will further broaden the region's scope of diverse experiences for travelers.

For more information about Mazatlán and the destination's 2011 World Tourism Day festivities, visit 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 **www.GoMazatlan.com**.