

MEXICO

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Summer 1999



FROM THE SECRETARY

Secretary Espinosa Villarreal

Change and Progress

It is said, "Without change there can be no progress." And with the changes already underway this year, Mexico's tourism is better positioned as an international destination worldwide, and poised for some real progress.

These changes include three major developments that will help ensure all of us begin the year 2000 with continuing upward momentum, and with the new tools we have sought for so long: (1) a new public-private Tourism Promotion Council, (2) a new source of promotion funds via our reinstated Visitor Fee, and (3) a new confidence that security concerns are being addressed, both in the streets and in the media. Together with SECTUR's new tourist safety Web Site, www.safeMexico.com, our travel partners and visitors should know Mexico's concern is matched with effective actions.

This Summer issue of Hotline features informative articles on these important developments and more; please take the time to read each article and share the information with your colleagues.

The positive news coming out of our successful TIANGUIS XXIV in Acapulco is yet another reason for ever-greater progress. Our tourism industry, our investors and our travel partners around the world now know that changes are in the air for Mexico's tourism... and these changes mean progress.

XXIV TIANGUIS 1999 Hosted More Than 6,000 Participants To Celebrate Mexico Tourism

From April 18-21, more than 6,000 of the world's travel, transportation and hospitality partners and international and national media, celebrated Mexico's century of astounding progress in tourism and planned for the new millennium during XXIV TIANGUIS 1999 in Acapulco. For the first time in Mexico's history, tourism has moved



into 2nd place in its contribution to the country's foreign currency revenue, passing petroleum exports and second only to manufacturing. During TIANGUIS, participants saw and heard how Mexico's private and public sectors intend to maintain the collaboration's momentum in their common quest to become the world's favorite travel destination, as well as Mexico's rededicated efforts to make every visitor's experience both safe and memorable.

Travel professionals and journalists gathered information on Mexico's new facilities and destinations, attended product seminars conducted by industry experts, negotiated wholesale airline, cruise and hotel rates, and attended post-convention fam trips to established and emerging destinations throughout the country.

Highlights of this year's TIANGUIS included:

- US \$1.6 billion business deals made, up 6% over TIANGUIS 1998
- New air routes:
 - Continental from Houston to Chihuahua, Saltillo, Torreon
 - AmericaWest with 52 flights/week this summer from Phoenix to Guaymas, Hermosillo, Los Cabos, Mexico City; 70/week for winter season
 - Alaska Airlines considering new flights from Los Angeles to Manzanillo, Huatulco, Loreto
 - Funjet Vacations with Dallas charters to Ixtapa
 - Adventure Tours with Austin charters to Cozumel/Cancun
 - Suntrips to promote \$5 million in direct charters to Acapulco from San Francisco, Denver, Seattle, Portland
- New Wholesale & Tour Operators
 - Mexico's first appearance in Allied Tours catalog; 2nd largest wholesaler in the U.S.
 - Carefree Travel (UK) with new program for Mexico City, Colonial Cities and ecotourism destinations
- New Products
 - Usual "sun and sea" joined by increasing number of other products, e.g. Funjet deal with Aeromexico
 - Veracruz to be added by Magna, Solar Tours; Oaxaca, Merida by Sunny Land Tours; Puebla by GoGo Worldwide
 - Premier Cruises to develop tie-in packages to cultural and adventure tourism
 - First golf course for Cozumel in December, 2000
 - New Star & Diamonds awards for hotels for facilities and service

- Second runway at Cancun within a year
- New airport at Tulum
- New Investments:
 - TIANGUIS introduced the Investment Pavilion to promote joint investment and strategic alliances for small and medium-sized companies while at the same time presenting new products available to tour operators and retailers in the near future
 - \$780 million in new hotel rooms; \$1.5 billion portfolio for new Investment Exchange portfolio
- First-ever "Green Globe Day" dedicated to sustainable tourism and environmental protection, and Xcaret recognized internationally

During the opening ceremony, before a Convention Center auditorium filled with Mexico's travel partners and fellow journalists from around the world, Mexico's President Ernesto Zedillo presented silver trophies to 1999's *Pluma de Plata* (Silver Quill) and *Lente de Plata* (Silver Lens) award winners for their outstanding writing and images. The winning entries were deemed to have dynamically projected Mexico's unique travel destinations during 1998.

The 1999 *Pluma de Plata* winners for international press were:

- English: Luisa Arellano, "Let Your Fingers do the Walking"
- Spanish:
 - Emilio Lezcano, "Por Tierras Mexicanas"
 - Angel Bermejo, "La Ruta Cortés"
- German: Michael Allhoff, "Acapulco"
- French: Sylvie Rivard, "Oaxaca, Face Cachée du Mexique"
- Italian: Marco Nundini, "Baja California"
- Guidebook: Maribeth Mellin, *Traveler's Mexico Companion*

The 1999 *Lente de Plata* winners for international press were:

- Color Photograph: Michael Friedel (Germany), "Yucatan Peninsula"
- Web Site (new category for 1999):
- Ron Mader (U.S.A. - living abroad), "Eco Travels in Mexico"
- Judith Haden (Canada), "The Magic of Oaxaca"
- Long Video: Nicolas Hulot (France), "La Molecule Blue"
- Short Video: Colleen Hill (U.S.A.), "Guadalajara"



Some of the 1999 *Pluma* and *Lente de Plata* winners (pictured left to right): Michael Alhoff, Emilio Lezcano, Judith Haden, Mary Beth Mellin, Ron Mader, Luisa Arellano, Michael Friedel, Marco Nundini, Colleen Hiller.