COSME, New York, 2nd of March of 2017.

Hokol Vuh is an experience where for the first time thirteen of the most relevant chefs in the world will live the Mayan culture to understand it and make a version from their mastery using its greatness. All this will develop between the 19th and 24th of June 2017 in Merida, the heart of the Mayan culture.
Guided by René Redzepi (Noma) and Roberto Solís (Nectar) during 6 days the chefs will connect with the culture trough a deep interaction living all kind of ancestral traditions. Discovering the Mayan heritage trough its religion, spirituality, gastronomy and landscape.

Those responsible for interpreting the Mayan culture will be:

- Enrique Olvera - Mexico / Pujol y Cosme (New York)
- Jorge Vallejo- Mexico / Quintonil
- Alejandro Ruíz - Mexico / Casa Oaxaca
- Rosio Sánchez - Mexico / Hija de Sánchez
- Jair Tellez - Mexico / Merotoro
- Albert Adrià - Spain / Enigma
- Roberto Solís - Mexico / Nectar
- René Redzepi - Denmark/ Noma
- Ben Shewry - Germany / Attica
- Esben Holmboe - Norway / Maaebo
- Matt Orlando - Denmark/ Amass
- Sat Bains – London / Sat Bains
- Elena Reygadas – Mexico / Rossetta
- Blane Wentzel – United States / The Willows Inn
- Ana Ross – Slovene / Hisa Franco
- Christian Puglisi – Denmark / Relae
- Carlo Mirarchi – United States / Roberta
- Alex Atala – Brazil / D.O.M

They will create one dinner of 12 courses for 200 persons, they will also share the table with our guests, sharing in first person their experience of this amazing journey.
As closure of this culinary experience we will hold a party for 500 guests: the chefs, opinion leaders, celebrities, socialites, national and international press. In this party they will live the Main culture at its best, including its artistic legacy and the richness of todays contemporary culture.

The sponsors that will join us in this journey are:

LA GLORIA RON MEXICANO · FUENSANTA AGUA MINERAL NATURAL · MÉXICO visitmexico.com · UPGRADE JOINING IDEAS · AEROMEXICO

You are welcome to join us to enjoy the start of this amazing adventure!

To start the journey with us please come with us to spaces designed to share with the chefs their expectations and illusions about Hokol Vuh:

- Press conference in the restaurant COSME (New York) – 2nd March 2017
- Press conference in Mexico City – date to be confirmed
- Press conference in Merida, Yucatan – date to be confirmed

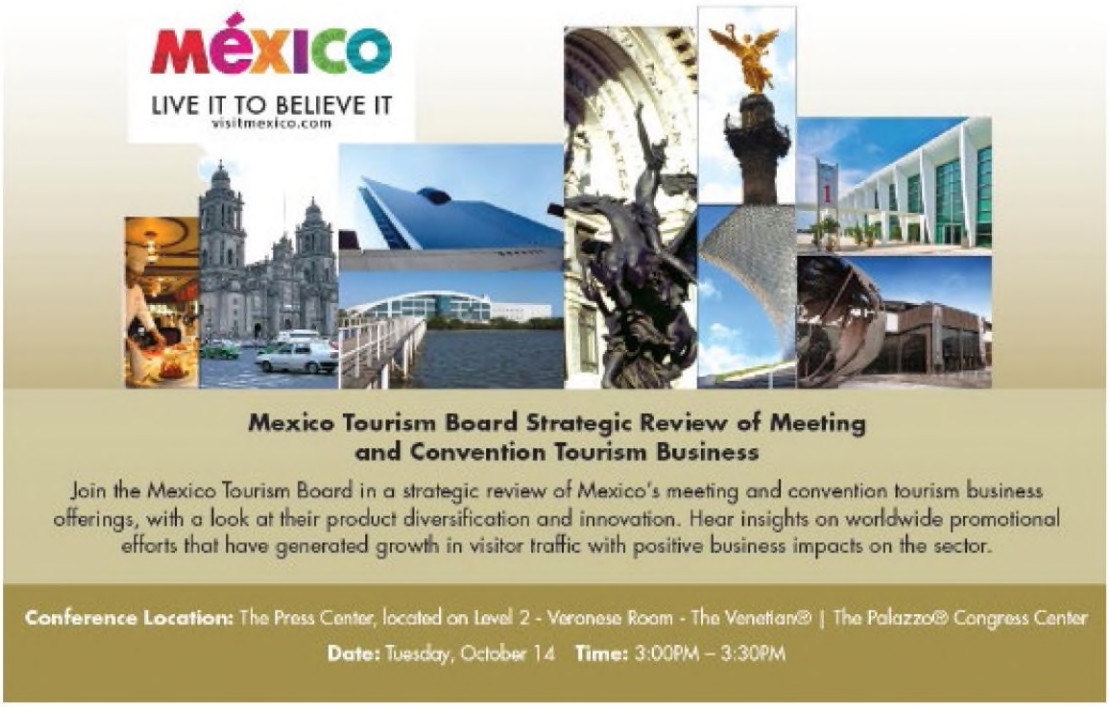
HOKOL VUH

a culinary journey of body and soul

#HOKOLVUH

HOKOL-VUH HOKOL.VUH HOKOL_VUH

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TRAVEL THE *LUZIA*™ TRAIL

Inspired by *Cirque du Soleil's* New Big Top Show

THE ULTIMATE DREAM MEXICO VACATION

México

A PARTNER OF

CIRQUE DU SOLEIL.

LUZIA

Mexico is a land that inspires awe with its breathtaking landscapes and architectural wonders, buoyed by the indomitable spirit of its people. Whether looking for an urban adventure, an educational eco-tourism experience or a relaxing ocean-side holiday, travelers can experience the ultimate Mexican dream vacation by exploring the diverse regions that inspired *Cirque du Soleil's* latest production, *LUZIA*™.



BAJA CALIFORNIA SUR

39%

Of the world's marine mammals thrive in the Sea of Cortez in Baja California Sur.

Known for its bountiful marine life, discover Baja California Sur where majestic gray whales breach the surface of the waters.

MICHOACAN

Be engulfed in a magical experience among the beautifully-colored butterflies in Michoacan at the Monarch Butterfly Biosphere Reserve.

*During October, Mexico welcomes millions of monarch butterflies that travel more than **3,000 miles** to rest on the Mexican fir trees.*





*The walls within the Sumidero Canyon rise **2,500 feet** – approximately 8x taller than the Statue of Liberty!.*

CHIAPAS

Experience the Sumidero Canyon, part of the lush jungle vegetation in Chiapas, surrounded by waterfalls and turquoise blue waters, perfect for any eco-adventure.

Surrealist artist Edward James, built Xilitla in the 1950s with inspiration from the Huastecan jungle and architectural elements from the Surrealist movement

SAN LUIS POTOSI

Come face to face with the picturesque juxtaposing beauty of nature and architecture in San Luis Potosi.



*Xochimilco spans roughly **1,345 square feet** with canals that demonstrate sustainable agriculture and have originated hundreds of years ago in the Pre-Hispanic period.*

MEXICO CITY

Sail down the canals of Xochimilco, a World Heritage Site, in a brightly-colored trajinera in Mexico City to witness the chinampas (floating gardens) that contribute to the local gastronomy and flora.



Key sites of Mayan culture, the cenotes were once settings for rain, life, death, rebirth and fertility rituals.

YUCATAN

Step back in time by visiting fresh water pools, known as cenotes, considered sacred to the ancient Mayan civilization.

México

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ADDITIONAL STATISTICS
FACTS FOR EACH REGION:

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LUZIA

Talk about island hopping! Baja California Sur features more islands than any other region in Mexico

Todos Santos in Baja California Sur is widely believed to have been the inspiration for the hit Eagle's song "Hotel California."

The world's largest species of cactus, the Cardón cactus is native to the Baja California peninsula and can grow up to 6 stories high!

Whale-watchers flock to Guerrero Negro, Laguna San Ignacio and Sierra de Laguna to catch hundreds of gray whales arrive off the coast of Baja California Sur from the Alaska shores every mid-December to mid-April.



Baja California Sur



Michoacan

Michoacan is home to five Heritage of Humanity sites, eight Magic Towns and the natural phenomenon of the Monarch Butterflies.

The region is proud of its traditions embodied in the crafts. In the state you can find guitars, carved masks, wooden toys, copper objects, pottery, basketry, embroidery and more.

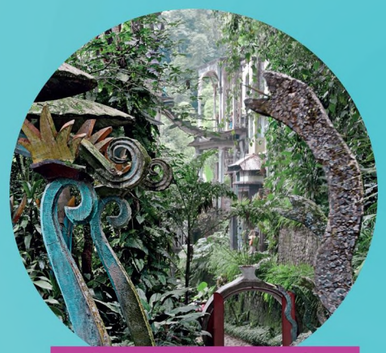
The lake system in Michoacan has always played an important role in the development of its people and, in addition, offers beautiful, breathtaking views.

San Luis Potosi is home to three dance companies such as the Ballet Provincial de San Luis Potosí, the Grupo de Danza Folklórica and the Danza Contemporánea.

Santa Maria del Rio in San Luis Potosi, known for its thermal baths and spas, also has an ancient aqueduct, El Arquillo, that crosses the river and forms a beautiful waterfall.

El Sotano de las Golondrinas, a 1,200 feet deep cave, is home to swallows that fly out in large groups and return together every afternoon.

At the time of Edward James' death in 1984, Xilitla, also known as the "Surrealist Garden," had 36 surrealist-inspired architectural sculptures that were spread across 20 acres of lush tropical jungle.



San Luis Potosi



Mexico City

The Catedral Metropolitana is one of the largest cathedrals in the Western Hemisphere and features a pair of 190 feet towers that hold 18 bells.

Xochimilco hosts 49 different festivals throughout the year celebrating Mexican cuisine, culture and traditions.

A cultural experience you'll never forget! Mexico City is one of the top cities in the world with the most museums, boasting more than 150 museums to-date, including the National Museum of Anthropology and the Palacio de Bellas Artes.

Mexico City has the fourth highest number of theatres in the world after New York, London and Toronto.

The El Triunfo Biosphere Reserve in Chiapas is home to around 400 species of birds including rare species such as the horned guan, the quetzal and the azure-rumped tanager.

The highest peak in Chiapas is the Tacaná Volcano rising at approximately 16,000 feet above sea level, which is 8 times taller than the Statue of Liberty!

Cocoa seeds were used as currency during the Aztec empire and Chiapas was the first area to produce coffee

One of the most popular routes to explore in Chiapas includes visiting multiple coffee plantations such as Hamburgo, Chiripa, Violetas, Santa Rita, Lindavista, Peru-París, San Antonio Chicarras and Rancho Alegre.



Chiapas



Yucatan

Yucatan was home to the Mayan civilization, whose traces in the region can be seen in the ruins of their wonderful settlements.

Yucatan is home to the longest pier in the world that was built between 1937 and 1939 and is more than five miles long today!

The Cenotes in the Yucatan region are unique to the world and served as a primary water source for Mayans.

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MEXICO WELCOMED
Record-Breaking
35 MILLION INTERNATIONAL TOURISTS
in 2016



MEXICO RECOGNIZED FOR HOSPITALITY AND FRIENDLINESS

#1 most friendly & **welcoming** country in the world

(JOHN MASON)

94% Visitors reported an **experience** that **exceeded their expectations**

86% Visitors **"like to come back again"** in the next six months

(MEXICO TOURISM BOARD TRACKING)

#1 for **family travel** in the world

(TRAVVY AWARDS)

#2 City in the world for **LGBTQ Travel** for **Puerto Vallarta**

(TRAVVY AWARDS)

MEXICO RECOGNIZED FOR TOP DESTINATIONS



#1 Best City in the World | **#1 Best City** in Latin America



#2 International Destination Spa



#1 Place to Go for 2016



#3 Best City in Latin America



#5 Best City in Latin America



#8 Best City in Latin America



Best Honeymoon Destination in Latin America



Top Places to Visit in 2017



Named in **52 Places to Go** for 2017

For more information, please visit www.visitmexico.com | Media Contact: Melanie Garvey, melanie.garvey@mslgroup.com

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Best Honeymoon Destination in Latin America



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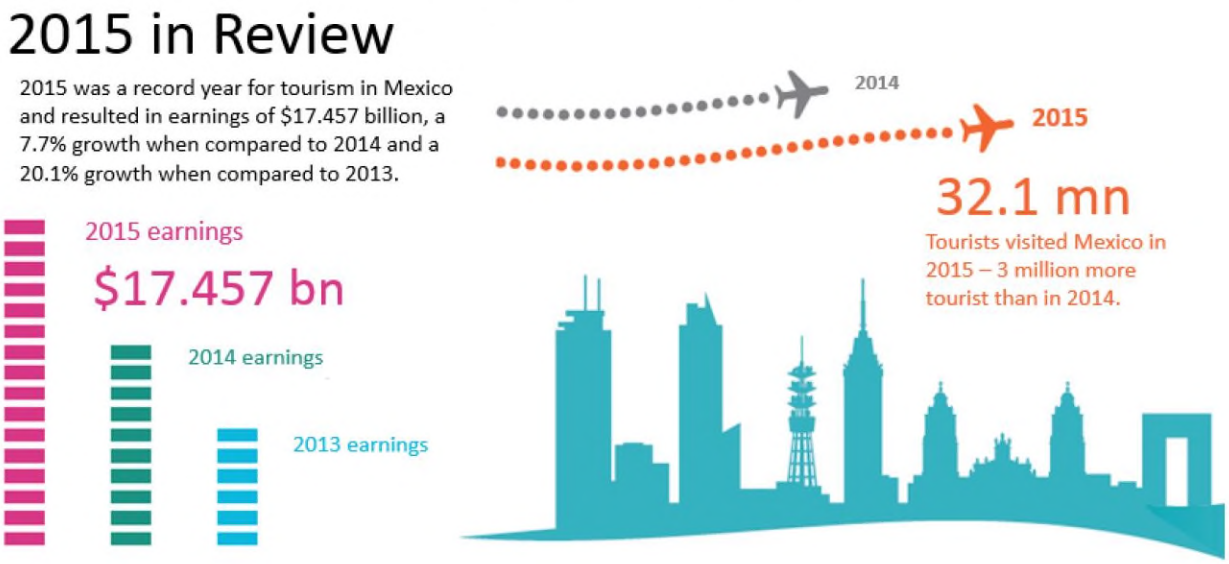
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Mexico Tourism Fact Sheet 2016

The Year in Review



About Tianguis Turístico

- The Tianguis Turístico Mexico is the foremost promotional platform in the tourism sector for Mexico.
- The Fair represents a major vehicle to disseminate information about Mexico's tourism destinations, growing economic impact of the tourism sector and fostering the diversification of markets.
- The four-day event demonstrates the vast offerings and diversity of the Mexican nation to buyers from over 60 countries.
- **Tianguis Turístico Mexico 2016** will be held in Guadalajara, Jalisco, celebrating the 41st edition.
- Last year's edition in Acapulco was the 40th year of the event with participation of 32 federal entities. The opening ceremony was held in the Expo Mundo Imperial.

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- The 2015 Tianguis Turístico included buyers from 5 continents and saw outstanding numbers: 28,000 business appointments in which the nation's products, services and tourism destinations were promoted to 1,100 buyers from 64 nations. Below is a comparison on the last four years of the event:

	Vallarta Nayarit 2012	Puebla 2013	Quintana Roo 2014	Acapulco 2015
Buyers	586	673	**874**	**1,100**
Countries represented	30	42	**61**	**64**
Appointments	23,011	26,288	**38,182**	**28,000**

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About Guadalajara

Population & Geography

- Guadalajara is the capital of the state of Jalisco, located in the central region of the country.
- Guadalajara is Mexico's second largest city, with a population of 1,495,189 people (*Source: 2010 Census).*
- By the end of 2014, the state of Jalisco had seen more than 7 million visitors (*Source: http://www.datatur.sectur.gob.mx/).*

History

- The city was founded on February 14th, 1542, with 60 families and no more than 200 inhabitants.
- This is the birthplace of mariachi music and tequila, but also one of the country's industrial and business centers, sometimes referred to as "Mexico's Silicon Valley".
- Guadalajara, nicknamed "The Pearl of the West", is rich in architecture and boasts a stirring history.
- Priceless treasures such as ancient monasteries, mansions, and palaces are a backdrop to the everyday life of its citizens, who, without losing sight of their roots, enjoy a modern city with vibrant industries and a high quality of life.

Historic Center

- A stroll through Guadalajara gives visitors an appreciation for the green spaces and public art in the city's many parks and plazas.
- At the heart of Guadalajara you can found the Cathedral, with its twin pointed towers and central dome; it is the most recognizable landmark on the Guadalajara skyline.
- Behind the Cathedral is the large "Plaza de la Liberación", so named to commemorate Miguel Hidalgo's abolishment of slavery. A statue of Miguel Hidalgo holding a broken chain represents the event.
- Whether exploring the city by foot, double decker bus or calandria (horse-drawn carriage), travelers find that Guadalajara's numerous plazas, colonial architecture and modern conveniences make this a delightful city to visit.

Attractions & Activities

- In the area around the town of Tequila in the state of Jalisco, greenish blue fields of agave stretch out mile after mile over the rugged, hilly terrain, forming the famous Tequila Trail.

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- At the Guadalajara Zoo aquarium, visitors will see 95 different species of fish, in addition to sharks, stingrays and jelly fish.

- Guadalajara is also known for its museums, like the "Instituto Cultural Cabañas", formerly an orphanage and currently a beautiful museum. Other options are the regional museum, where visitors can learn about the history and culture of Jalisco, the City Museum, and the Arts Museum in the University of Guadalajara.

Gastronomy

- The market is the best place to begin a gastronomical exploration of Jalisco's capital. This vast emporium of nearly 500,000 square feet distributed on three floors sells all manner of products from fresh produce, meat and flowers to handicrafts, cowboy hats and boots to electronic gadgets and appliances.

- Tortas ahogadas, the signature dish of Guadalajara, are "drowned sandwiches" made with a dense roll stuffed with pork and drenched in spicy sauce.

- Other specialties from Jalisco are the Pozole, a corn hominy soup made with either pork or chicken, and the Birria, a spicy Mexican meat stew made with either goat or lamb.

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TIANGUIS TURÍSTICO MÉXICO Acapulco 2017

THE MEXICO TOURISM BOARD

CORDIALLY INVITES YOU TO ATTEND THE

42nd EDITION OF TIANGUIS TURISTICO 2017

COME EXPERIENCE MEXICO'S WIDE VARIETY OF TOURISM OFFERINGS AND SERVICES

MARCH 27th-30th

MUNDO IMPERIAL
ACAPULCO, GUERRERO
M E X I C O

MÉXICO

VIAJEMOS TODOS POR MÉXICO

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Gran desfile
de dia de muertos

29 Oct | 2:00 PM



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Pa'l

PANTEON

Fiesta y Algarabía

Viva la Vida

LOUNGE

OCTUBRE

29

2:30 PM.

Terraza Salón Sol Patio Juárez
Av. Juárez 38, col. Cuauhtémoc

R.S.V.P
Sandra Calzada
Tel 5278 4200 ext 1543

Estacionamiento disponible
Navarrete
Hotel Hilton

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Día de muertos

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HOW CAN YOU EXPLAIN THE UNEXPLAINABLE?



The Secretary of Tourism of Mexico,
Claudia Ruiz Massieu
is honored to invite you to join us for a reception and presentation of Mexico's new 2014 advertising campaign.

MARCH 11 at 6:00 p.m.

THE MANDARIN ORIENTAL HOTEL
500 Brickell Key Dr, Miami, FL 33131
RSVP: michelle.wohlgemuth@mslgroup.com

SECTUR
SECRETARÍA DE TURISMO

COMPLIMENTARY VALET PARKING

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Keep Your Travel Plans to Mexico

The country's hospitality, diversity and beauty awaits visitors

Mexico City, September 23, 2017. The Mexico Tourism Board announced that tourist attractions remain open and operating in Mexico across the areas affected by the September 23rd shockwave, as well as the September 19th earthquake in Puebla, Morelos, and Mexico City. Additionally, all other major tourism destinations remain unaffected including Los Cabos, Cancun/Riviera Maya, Yucatan/Merida, Puerto Vallarta, Guadalajara and many others.

"After the tremor this morning, we are grateful to share that tourism destinations continue to remain unaffected," states Hector Flores, CEO of the Mexico Tourism Board. "We are staying well-informed to communicate quickly of any changes that could impact travelers or popular attractions."

Recent reports from Morelos indicated some damage to houses, schools, and hospitals, but highlighted the level of coordination and communication between Government response and recovery efforts and the INAH.

International tourist attractions in Mexico remain open and functioning, despite damages reported in some parts of Puebla, Morelos, and Mexico City. Out of 310 tourist hotels in Mexico City, all but 6 are open. Additionally, attractions and museums will begin opening as of Monday, September 25.

Flores continues, "Many people around the world have asked if there's anything they can do to help Mexico. At this time, we invite them to show their support and solidarity with Mexico and its people by continuing to visit, sharing their great experiences, and recommending travel to Mexico to their colleagues, friends, and families."

The Mexico Tourism Board, and the entire tourism industry, remains focused on ensuring visitors in the impacted areas receive any assistance necessary while continuing with their existing travel plans. The Mexican government, at all levels, continues to carry out response plans and support the individuals impacted.

For more information about Mexico, please go to www.visitmexico.com/important-information

Press inquiries: Gerardo Tanaka, Gerardo.Tanaka@mslgroup.com

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***** MEDIA ADVISORY *** MEDIA ADVISORY *** MEDIA ADVISORY *****

MEXICO TOURISM BOARD PRESENTS

WHO:	**Floyd Mayweather vs. Canelo Alvarez** The biggest fight of 2013, as Mayweather will put his perfect 44-0 record on the line against Mexican superstar and undefeated Canelo in a Super Welterweight World Championship Unification bout.
WHAT:	
WHERE:	MGM Grand Garden Arena 3799 Las Vegas Blvd South Las Vegas, NV 89109
WHEN:	Date: Time:
CONTACT:	Sara Ghazaii Sara.ghazaii@mslgroup.com / 1-646-500-7683 ; 973-248-7005

SECTUR
SECRETARÍA DE TURISMO

México
Consejo de Promoción Turística

MAYWEATHER VS. CANELO

Who is the CMB

The World Boxing Council (WBC) was founded in Mexico in February 14 ,1963 ring by initiative and sponsorship of the Mexican President Adolfo Lopez Mateos to create an international organization of boxing that could achieve the unity of all the commissions of the world to control the expansion of a sport that desperately needed it.

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The WBC has 165 affiliated nations and is the most prestigious organization thanks to its mission to find the safety of the athletes and the improvement of the sport.
Among his greatest achievements, to provide security for the sport ,are
The reduction of 15 to 12 rounds,deployment of gloves with thumb acceded, compulsory use of mouthguard and gloves certificates with a weight of 8/10 oz inter alia. ,mandatory medical examinations and an infinite number of measures more….

-The fight: importance
The One: two detectives VS Alvarez represents one of the largest functions of boxing in the history and possibly a breaking records of hearing on television since facing the american, who is the best pound for pound top pugilist, undefeated, and with a great experience, against the Mexican, who is considered to be the top pugilist of the moment and who possibly snatch the throne to his rival. Simply the fight that there is more attractive. Both are undefeated, the two are reigning champions and has attracted attention from all over the world.It will be broadcast live in the USA by Pay per view event of Showtime the September 14 at the MGM in Las Vegas , live to

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hundreds of thousands of movie theaters, bars and restaurants and will be repeated in by Showtime on Saturday 21. To live in Mexico by Televisa , live to more than 120 countries of the world.

-Q means WBC green belt
The Green Belt of the WBC is a unique icon in the sport that all boxer dreams of winning some day, this represents not nothing more be the champion, but see the illusions, passions, suffering, courage and glory of the bo

The World Boxing Council presents new Golden Belt championship with the trademark Mexico

· Was developed with 2 kilos of pure gold of 24 carat for the brawl between two detectives VS Canelo Álvarez; one of the encounters that will break all levels of hearing of the history of the box.

· Integrates the symbol of the brand Mexico in order to serve as ambassador of our country throughout the world.

Mexico, D. F. , 3 September 2013. In an unprecedented event in the history of the box, the World Boxing Council (WBC by its acronym in english) presented the Golden Belt of the WBC, a single edition of the coveted green belt championship, manufactured in pure gold 24 carats, with which you will be recognized the champion of the much anticipated fight between two detectives Floyd VS Canelo Alvarez, and that will be very high in the name of our country throughout the world, already stamped the mark Mexico in the same center of the belt.

Jose Sulaiman, President of the World Boxing Council, headed the ceremony of presentation of the highly prized recognition, where he said that the championship belt is a symbol of the illusions, passions, struggle and courage to face the big boxers on his way to glory and that have ported the greats in the history as Muhamad Ali, Mike Tyson, Julio Cesar Chavez, Sugar Ray Leonard, among others.

The Golden Belt was developed with 2 kilos of pure gold 24 carats, which is molding with a special alloy for finally melt a plate of 4 kg of gold of 12 carats. Measured 1.28 m long by 30 centimetres in height.

"The value to the boxers get the championship belt, could only approximate the value of pure gold. Through this belt boxing we will recognize the quality of the winner, but also serve to promote our country abroad, since also is stamped in gold on behalf of Mexico," said Sulaiman.

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Boletín de prensa

SECTUR
SECRETARÍA DE TURISMO

México
Consejo de Promoción Turística

Mexico Strikes Gold as Mayweather Wins the Golden Belt



NEW YORK, NY (September 15, 2013) – Mexico made its boxing debut with the World Championship Golden Belt in the biggest fight of 2013 as Floyd Mayweather challenged Mexican superstar Saul "Canelo" Alvarez. Mayweather defended his record and beat Canelo, taking home the Mexico-inscribed Golden Belt in the Super Welterweight Unification bout last night.

The World Boxing Council presented the new Golden Belt, made of 7 pounds of pure 24 carat gold and trademarked with the Mexico emblem to Mayweather. The Golden Belt is branded with the Mexico logo symbolizing his role as an ambassador of the country to the rest of the world.

"The championship belt is a symbol of the illusions, passions, struggle and courage that boxers face on their way to glory," said Jose Sulaiman, President of the World Boxing Council.

"As a country, Mexico could not be more proud to have this branded World Championship belt worn by boxing legend Mayweather, said XXX.

"The value of the championship belt to boxers can only begin to approximate the value of pure gold. Through this belt, not only will boxing recognize the quality of the winner, but also serve to promote our country abroad, as it is stamped in gold on behalf of Mexico" said Sulaiman.

The Mayweather vs. Canelo fight was a Showtime pay-per-view event which aired live on September 14 from the Grand Garden Arena at the MGM Grand Hotel & Casino, Las Vegas.

###

About The Mexican Tourism Board / SECTUR

The Tourism Sector for Public Administration which has defined the following mission: Conduct national tourism development through the activities

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planning, fostering the development of the supply, operation support services and promoting tourism, coordinating the actions of different agencies and levels of government. For more information visit: www.visitmexico.com.

About The World Boxing Council

The World Boxing Council (WBC) was founded in Mexico in February 14,1963 ring by initiative and sponsorship of the Mexican President Adolfo Lopez Mateos to create an international organization of boxing that could achieve the unity of all the commissions of the world to control the expansion of a sport that desperately needed it. The WBC has 165 affiliated nations and is the most prestigious organization thanks to its mission to find the safety of the athletes and the improvement of the sport.

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lark-marie.anton@mslgroup.com

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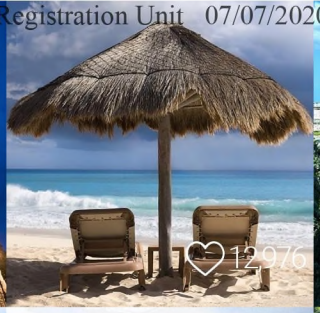


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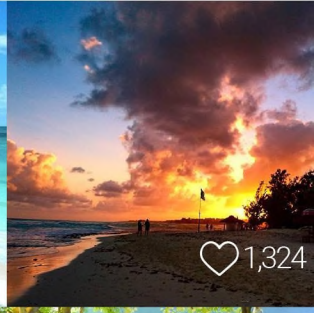
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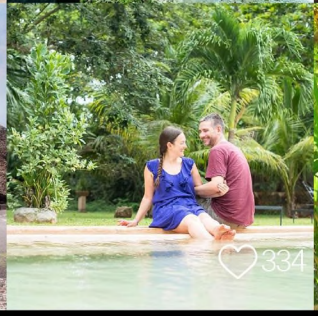






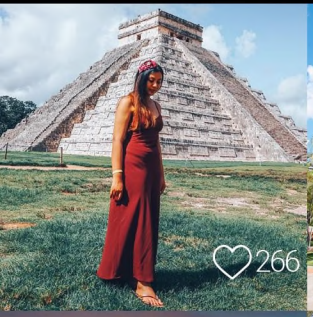






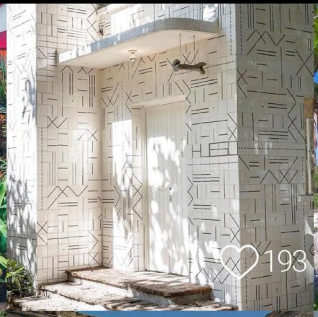


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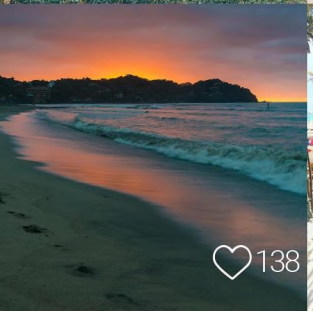


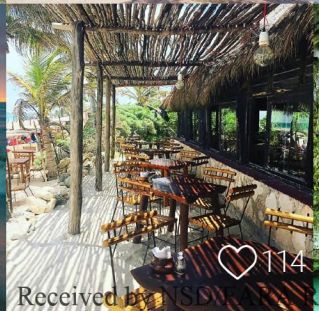






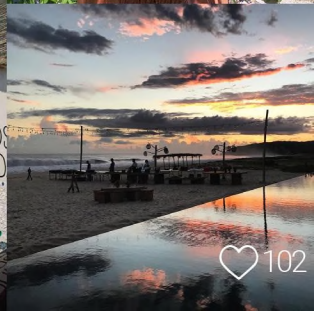






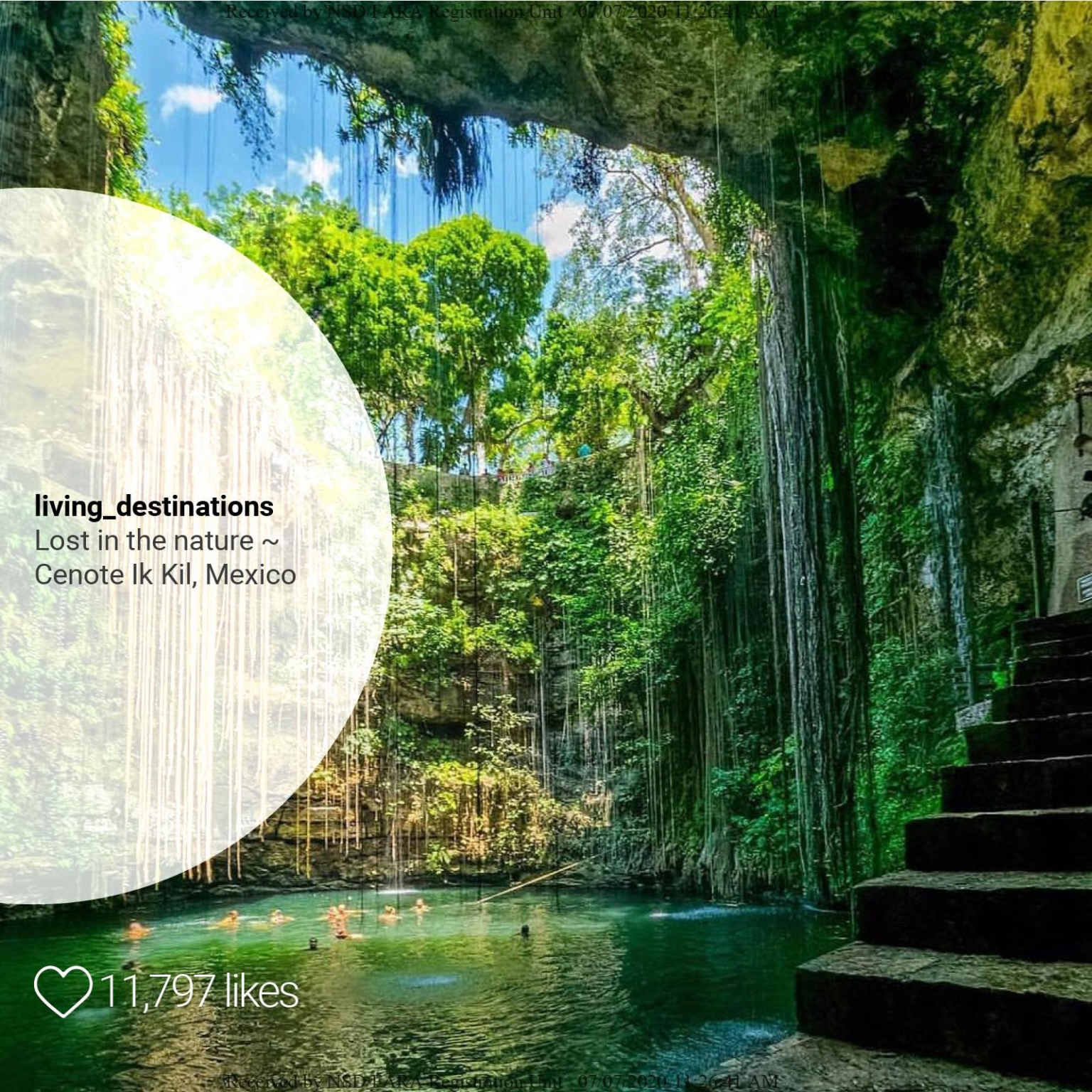






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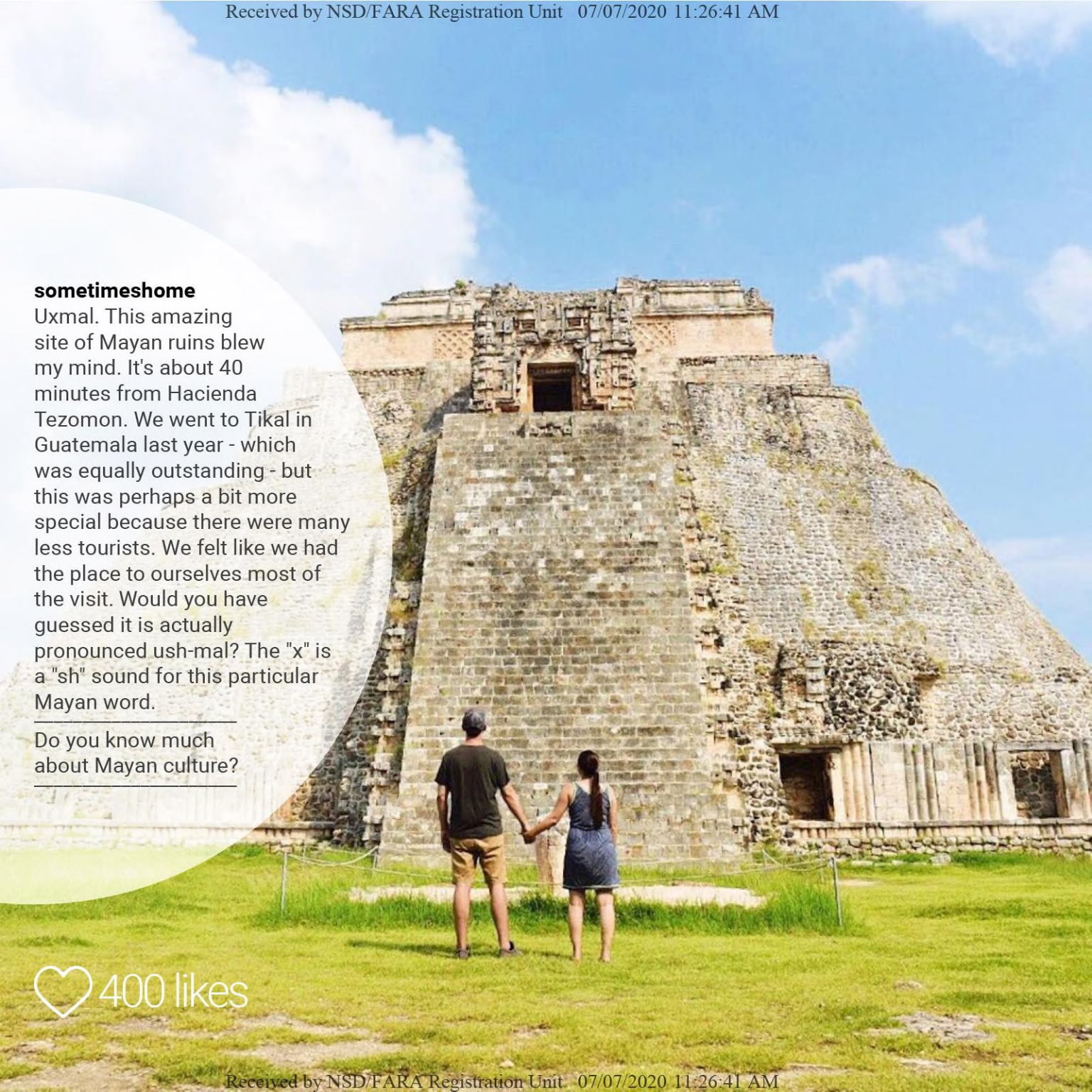
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sometimeshome
Uxmal. This amazing site of Mayan ruins blew my mind. It's about 40 minutes from Hacienda Tezomon. We went to Tikal in Guatemala last year - which was equally outstanding - but this was perhaps a bit more special because there were many less tourists. We felt like we had the place to ourselves most of the visit. Would you have guessed it is actually pronounced ush-mal? The "x" is a "sh" sound for this particular Mayan word.

Do you know much about Mayan culture?

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400 likes

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sometimeshome
Have you been to Merida, Mexico? It's like it's the Yucatan Peninsula's lesser known major airport, on the west side. Cancun being the better known airport on the east side. ❤️💛💚💙💜 I couldn't resist a photo of the colorful sign in the Grand Plaza there. I love Mexico's branding actually - all the major cities are branded in a similar fashion with colorful letters.

♡ 295 likes

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tosomeplacenew
"The key to a wonderful life is to never stop wandering into wonder" ✨ Stay wonderful & don't stop wandering ♥✨

----------🌎----------

📍 Playa del Carmen, Mexico 🇲🇽

♡ 235 likes

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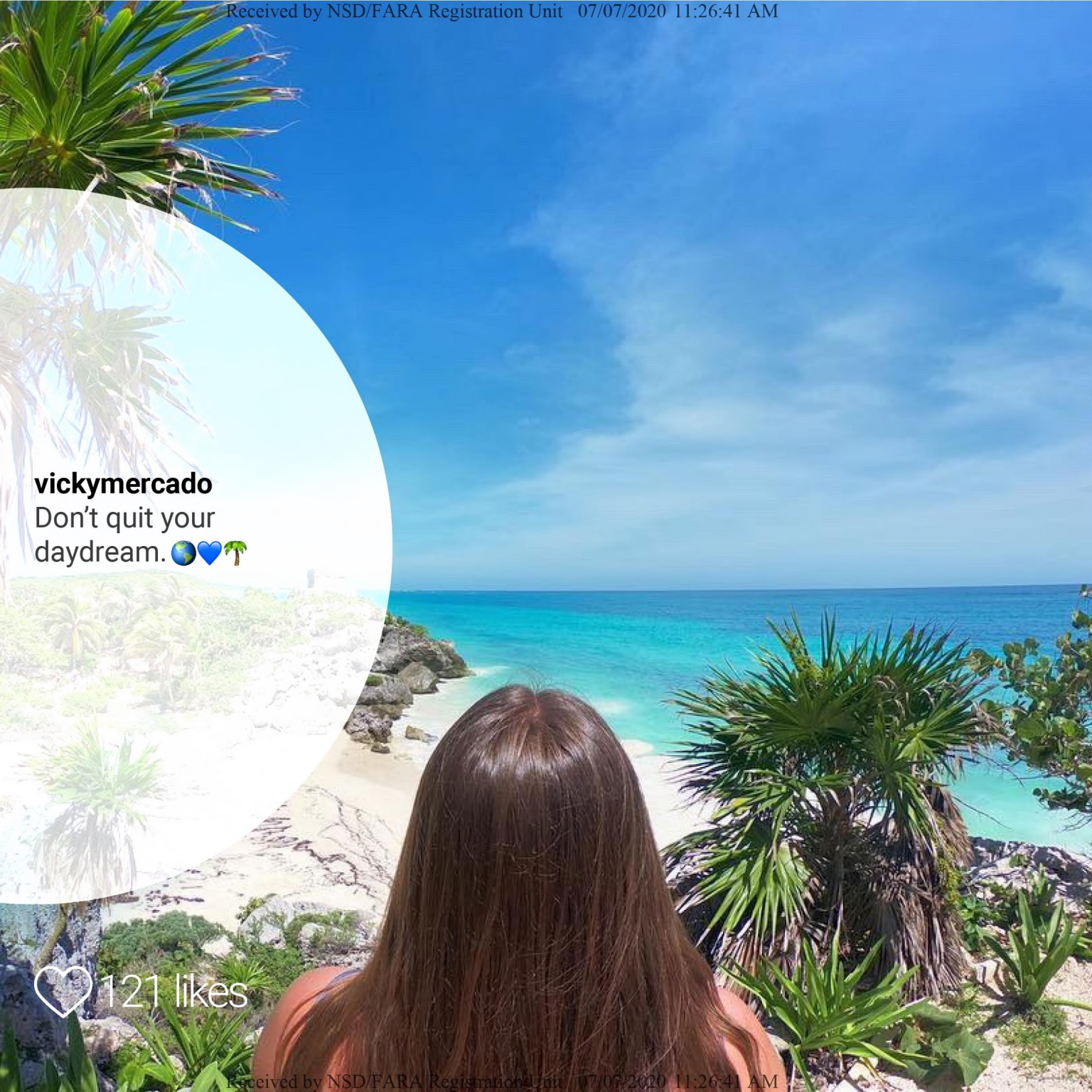


gotoguadalajara
It's all in the details.
We love the entrance to
@hueso_restaurante,
one of Mexico's
trendiest dining spots.
Photo by @ruemagazine

193 likes

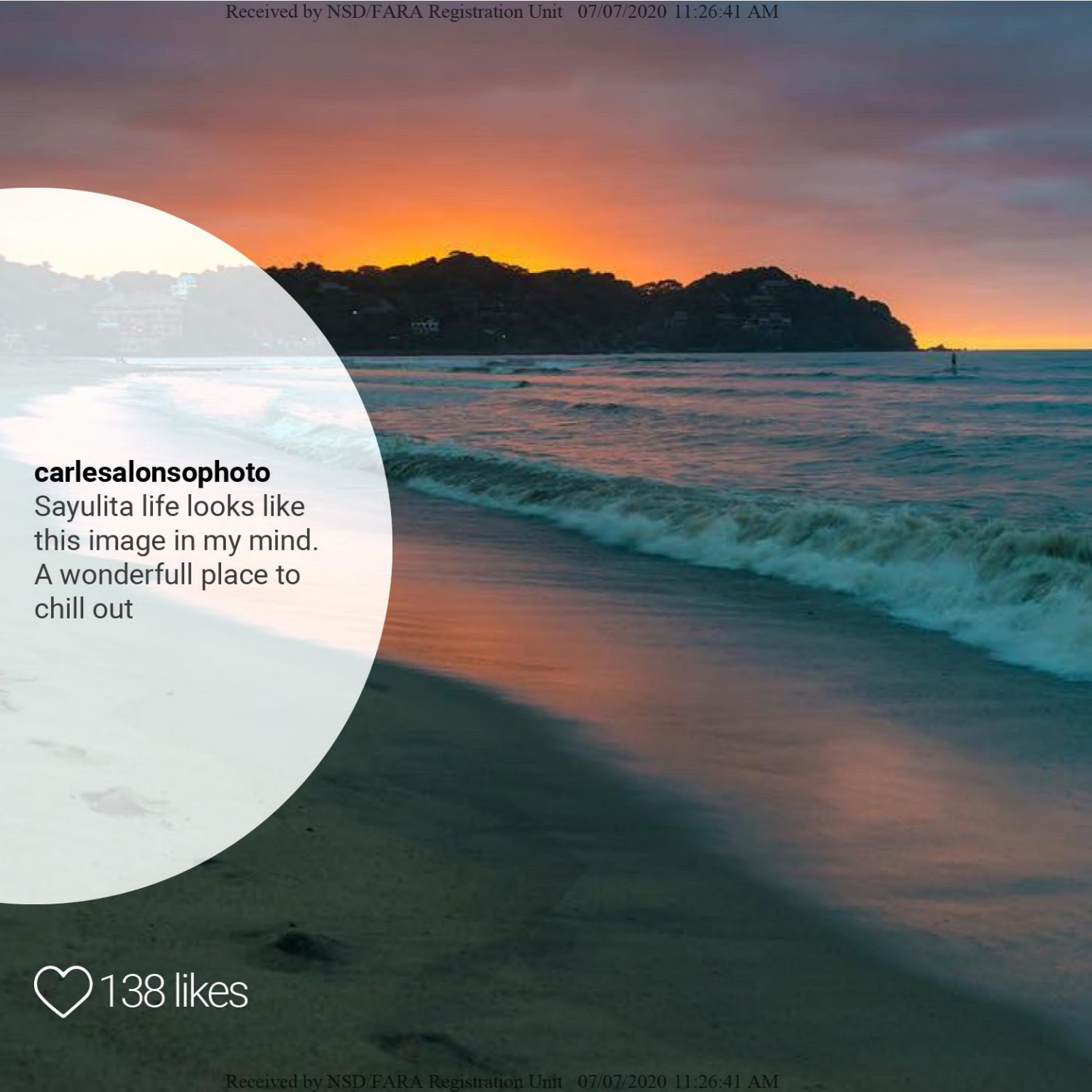
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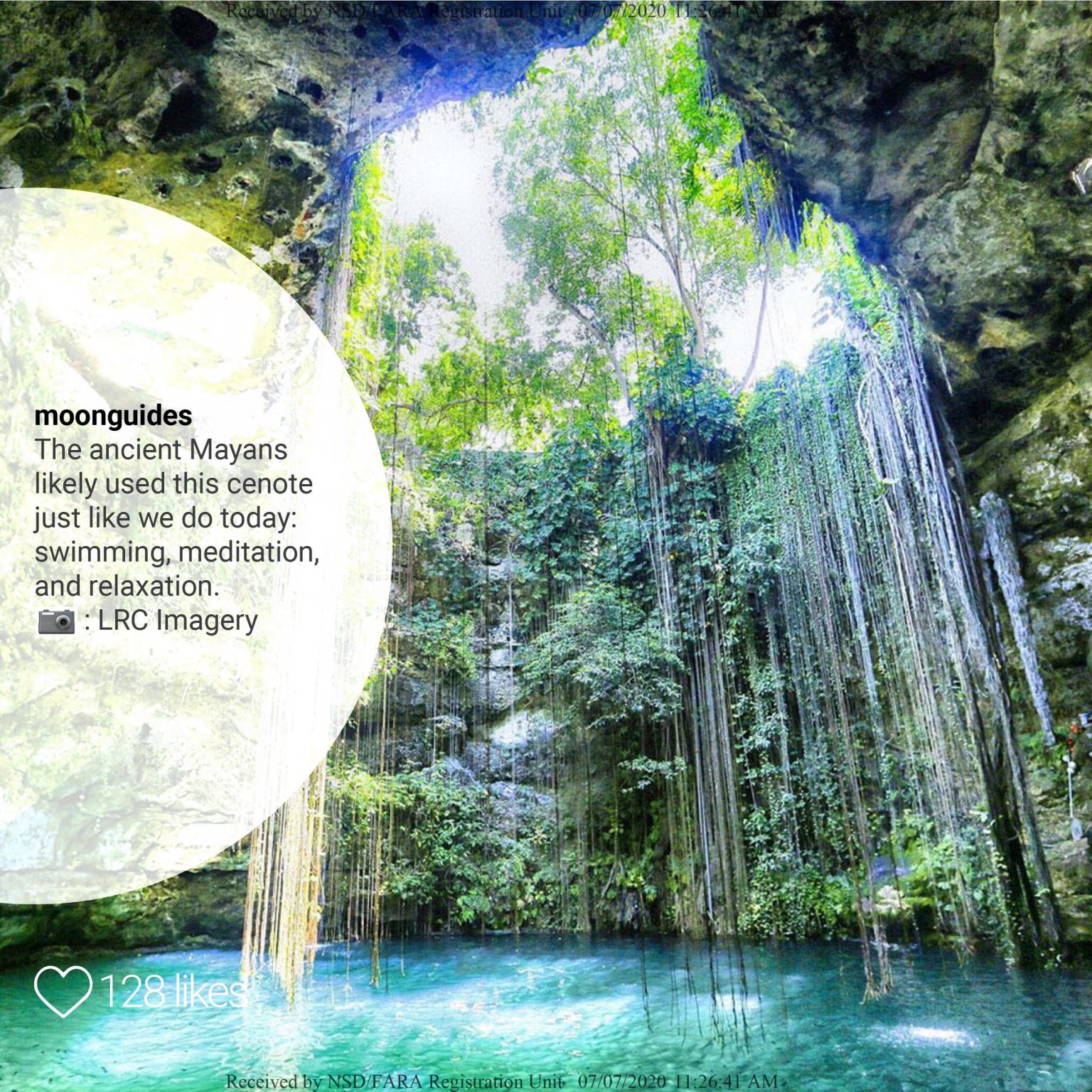
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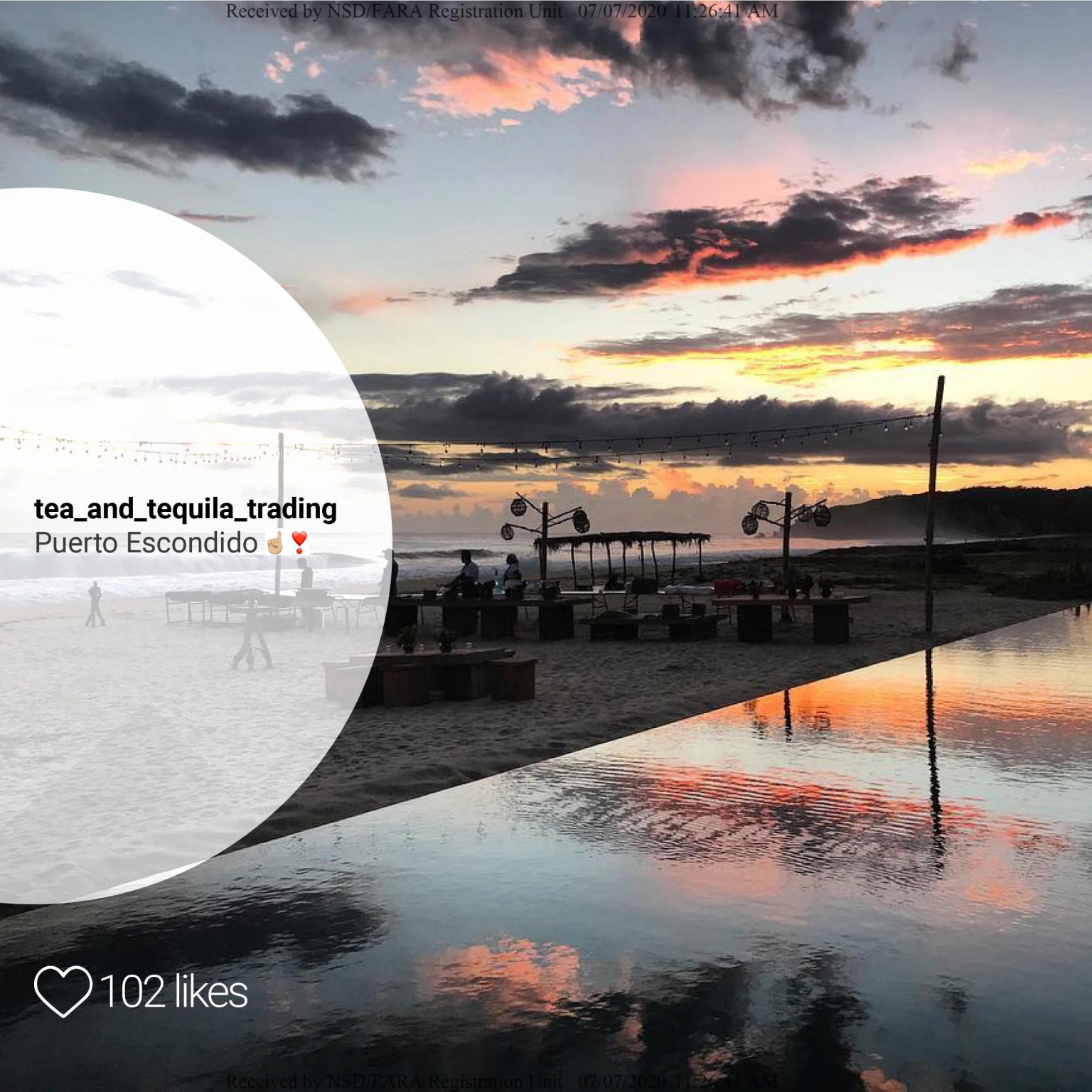


becky.outside
Smile, you are not the owner of all the world's problems

112 likes

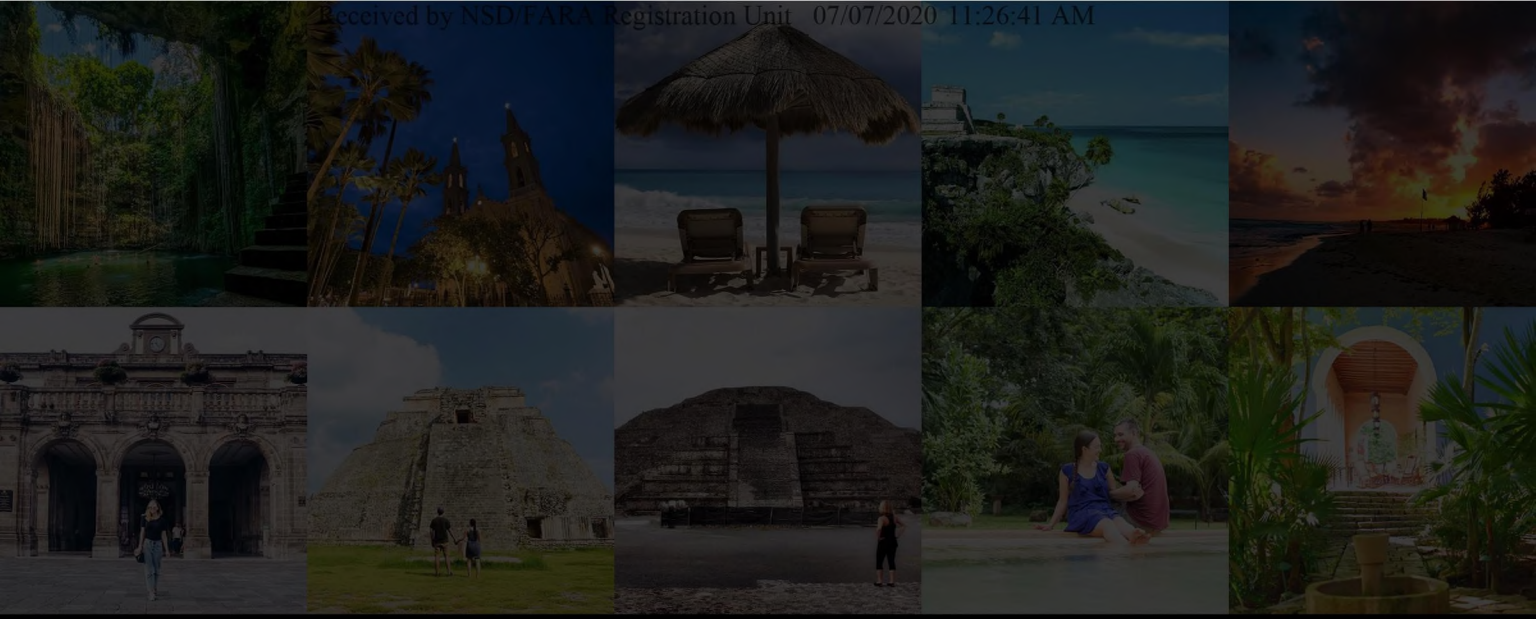
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Mexico's rich biological diversity includes nature and protected areas, different cultures with ancestral traditions and a rich gastronomy that dates back many centuries.

WHAT YOU'RE LOOKING FOR, LIVES IN MEXICO

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Mexico's indigenous communities

like **Zapotecos, Tarahumaras, Purepechas, Mayas, Huicholes, Otomí,** among others, have **maintained their traditions, languages** and **environment, proudly showcasing their natural, cultural, and historical value.**



The Sierra Gorda biosphere reserve in the state of Queretaro is home to

2,308 PLANT SPECIES

334 BIRD SPECIES

110 DIFFERENT MAMMALS

134 DIFFERENT REPTILES

27 TYPES OF FISH

650 DIFFERENT BUTTERFLIES

COP13-COPMOP8-COPMOP2
CANCUN, MEXICO 2016
MAINSTREAMING BIODIVERSITY FOR WELL-BEING
CONVENTION ON BIOLOGICAL DIVERSITY

COP 13

In 2016, Mexico hosts **"COP13: Mainstreaming Biodiversity for Well-Being."** The conference, taking place in Cancun December 2-17, welcomes more than 100 countries to discuss biodiversity as a pillar of social and economic development.

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2010

Traditional **Mexican cuisine** declared **'Intangible Cultural Heritage of Humanity'** by **UNESCO**

177

protected natural areas which is **13%** of the **country's territory**

4th & 2nd

4th most **biodiverse** & **2nd country** with the **largest variety** of **ecosystems** in the world

10%

of **known life** on the planet is found **in Mexico**

3 OF 37

wilderness areas in the world **can be found in Mexico**

2nd & 3rd

2nd largest number of **reptile species** & **3rd** country with the **most mammals**

17%

of **plant species found** in **the Americas thrive** in **Mexico**

The annual Monarch butterfly migration, one of nature's greatest spectacles, welcomes as many as 60 million to 1 billion Monarch butterflies each year. The butterflies make a 2,500 mile journey from eastern Canada to the forests of western central Mexico.





Comprehensive programs have been implemented to conserve natural resources and the marine life of the Gulf of California.

Contemporary Mexican cuisine captures a mix of the country's ancient traditions and distinctive ingredients such as corn, a great variety of chilies, beans and nopal.



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THE SECRETARY OF TOURISM OF MEXICO

Enrique de la Madrid

cordially invites you to a

MEXICO DAY

Wednesday, June 22, 2016

6:00pm

48 Lounge NYC
1221 Avenue of the Americas
(48th Street between 6th and 7th Avenues)
New York, NY 10020

Remarks by
Enrique de la Madrid
Secretary of Tourism of Mexico

Rodolfo Lopez Negrete
CEO of the Mexico Tourism Board

Please RSVP to Mexicorsvp@mslgroup.com





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Why do you love Mexico?

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Dear XXX,

Following the recent earthquakes that have affected several states in Mexico, there have been some misconceptions about the extent in damage in popular tourist destinations. We recognize the importance of addressing the concerns that our visitors may have and reassuring our partners that we are working hard to support their ongoing promotion of our beautiful country. Our message is simple: **Mexico is open for business, come and visit**.

We are sharing information that will prove useful in relaying this message to your colleagues and clients.

- Testimonial video taken in Puebla and Mexico City of visitors discussing their positive experiences in the destinations, which you can take from the following link in our Visit Mexico Facebook page:
    - https://www.facebook.com/VisitMexico/videos/vb.109538027341/10155912186327342/?type=2&theater
    - There will be more testimonials coming soon for Oaxaca and Chiapas.
- Attached press release and infographic confirming that tourist destinations are functioning normally.

Following are a few recommendations on how you can best leverage this information to share with your partners and client:

- Spread the word through your social media platforms by including the link to the testimonial video on FB
- Send the press release and video testimonials to your industry partners and tour operators
- Reference the information and video when talking with colleagues

The Mexico Tourism Board is working closely with local boards to ensure the affected areas have the support they need in aftermath of the earthquakes. We are collaborating with the affected regions to collect data and identify markets that have experienced a decrease in bookings. We will then focus our efforts on strategically marketing ***Mexico is open for business*** to the countries that show a decrease interest in Mexico.

We look forward to working with you to promote Mexico's natural wonders, beautiful colonial cities and welcoming people.

Best,

CPTM

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MEXICO SWEEPS INTERNATIONAL TRAVVY AWARDS WITH 35 WINS

Top wins include: Silver Award for Best Destination Overall and Gold for Best Family Travel Destination

Mexico City – January 26, 2017 – The Mexico Tourism Board announced that Mexico and its local partners and destinations across the country, won a collective 35 awards at the prestigious International Travvy Awards held this week at Gotham Hall in New York City. The Travvy Awards, known as the Academy Awards of the travel industry, recognize the highest standards of excellence in the travel industry and honor travel companies, travel products, travel agencies, and destinations for their outstanding achievements.

"We are thrilled that Mexico was recognized with a record-breaking number of awards at this year's Travvy Awards," said Lourdes Berho, CEO of the Mexico Tourism Board. She added, "receiving this honor is a testament to the work we have done with our local tourism boards and tour operator partners to promote Mexico's diverse tourism offerings – which have contributed to our continued growth and success in the industry."

Mexico was awarded in several of the most competitive international award categories where the entire global industry and its tourism destinations are considered. This includes Mexico's receipt of the Gold Statue for Best Family Travel Destination in the world as well as the Silver Statue for Best Destination in the world.

Mexico's Recognized Destinations and Diverse Offering

Across Mexico, specific destinations were honored for their attractive and diverse tourism offerings.

Cancun, world famous for its miles of pristine beaches, luxury and adventure options, received a Gold Statue for Best City Destination and Silver Statue for Best Tourism Board. Additionally, Los Cabos and its array of gastronomical experiences from innovative chefs and native ingredients, was a distinguished winner of the Gold Statue for the Best Culinary Destination. Los Cabos also took the Silver for Best Luxury Destination.

Riviera Maya, known for its lush jungles, crystal clear cenotes, adventure parks and distinctive gastronomy took home three different Gold Statues including Best Tourism Board, and Best Luxury Destination, and the Best Honeymoon Destination for Mexico and South American categories.

Puerto Vallarta, in the state of Jalisco, also took three Silver Statues for Best Culinary Destination, Best City Destination and Best LGBTQ Destination globally.

Mexico: A World-Class, Mega Diverse Destination

While Mexico has more than 14,400 kilometers of coastline and 450 internationally recognized beaches, its offering extends far beyond sun and beach. Mexico's more than 3,000-year-old culture has resulted in more than 47,000 archeological sites across the country as well as 111 Magical Towns (Pueblos Mágicos), a designation given to locations with unique cultural, historical or natural beauty. Mexico's extraordinary mix of breathtaking landscapes, world-class infrastructure, diverse gastronomy, and luxury offerings, cater to today's sophisticated travelers. Professional and enthusiast golfers can enjoy more than 175 top-ranked courses designed by top personalities such as Greg Norman, Tiger Woods, and Jack Nicklaus. Destination weddings continue to be a growing trend and Mexico has unique ways to celebrate ranging from an underwater wedding to a traditional Maya ceremony.

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Global Recognition
In addition to the incredible recognition at this year's Travvy Awards, in 2017 two Mexican cities, Puerto Escondido and Tijuana, were selected by The New York Times in their famous "Best Places to Go in 2017" list. Additionally, Mexico City was recently named as one of the "Top 5 Travel Destinations of 2016 According to Google Searches, as reported by Conde Nast Traveler. This year, Mexico will host Formula One Grand Prix for the third year in a row at the Autodromo Hermanos Rodriguez in Mexico City. The track was redesigned for F1 and is the second fastest track in the world after Monza in Italy.

The Mexico Tourism Board's recently announced tourism industry strategy includes a focus on developing expanded products and personalized marketing campaigns that focus on areas including luxury, wedding's and romance, diving, mega bio diversity and nature, culture, gastronomy, high profile events, sports and adventure, as well as programs for audience segments such as millennials, LGBT and retirees. In each of these areas, partnerships with key destinations as well as global travel operators will bring an ever-expanded portfolio of options to travelers of all types. This all will help in achieving the new ambitious goal of reaching 50 million international visitors by 2021.

###

Press Contact: Melanie Garvey Melanie.garvey@mslgroup.com

Full list of Mexico winners:
Destinations
Mexico // Best Family Destinations - International (Gold)
Mexico // Best Destination Overall - International (Silver)
Los Cabos // Best Culinary Destination - Mexico (Gold)
Los Cabos // Best Luxury Destination - Mexico (Silver)
Cancun // Best City Destination - Mexico (Gold)
Cancun // Best Tourism Board - Mexico (Silver)
Riviera Maya // Best Tourism Board - Mexico (Gold)
Riviera Maya // Best Honeymoon Destination - Mexico & South America (Gold)
Riviera Maya // Best Luxury Destination - Mexico (Gold)
Puerto Vallarta // Best City Destination - Mexico (Silver)
Puerto Vallarta // Best Culinary Destination - Mexico (Silver)
Puerto Vallarta // Best LGBTQ Destination - International (Silver)

Resorts, Hotels & Spas
Secrets Maroma Beach Riviera Cancun // Best All-Inclusive Adult/Couples Resort - Mexico (Gold)
El Dorado Maroma, By Karisma // Best All-Inclusive Adult/Couples Resort - Mexico (Silver)
Azul Beach Hotel by Karisma // Best All-Inclusive Family Resort - Mexico (Gold)
Hard Rock Hotel Riviera Maya // Best All-Inclusive Family Resort - Mexico (Silver)
Secrets Maroma Beach Riviera Cancun // Best All-Inclusive Luxury Resort - Mexico (Gold)
Iberostar Grand Hotel Paraiso, Riviera Maya, Mexico // Best All-Inclusive Luxury Resort - Mexico (Silver)
Dreams Riviera Cancun Resort & Spa // Best All-Inclusive Resort - Overall (Silver)
The Royal Playa del Carmen // Best All-Inclusive Resorts - Overall (Silver)
Le Blanc Spa Resort, Cancun // Spa & Wellness, Best All-inclusive Resort - Overall (Gold)

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The Haciendas, A Luxury Collection Hotel // Best Boutique Hotel - Mexico (Gold)
Lat20 by Live Aqua // Best Boutique Hotel - Mexico (Silver)
Dreams Riviera Cancun Resort & Spa // Best Destination Wedding Hotel/Resort - Mexico (Gold)
Hard Rock Hotel Vallarta // Best Destination Wedding Hotel/Resort - Mexico (Silver)
Secrets Maroma Beach Riviera Cancun // Best Honeymoon Hotel/Resort - Mexico (Gold)
Grand Velas Riviera Maya // Best Honeymoon Hotel/Resort - Mexico (Silver)
Hyatt Ziva Los Cabos // Best Family Hotel/Resort - Mexico (Gold)
Grand Velas Riviera Maya // Best Family Hotel/Resort - Mexico (Silver)
Hyatt Ziva Cancun // Best Individual Resort - Overall (Gold)
Now Sapphire Riviera Cancun // Best Individual Resort - Overall (Silver)
Secrets Akumal Riviera Maya // Best Luxury Hotel/Resort - Mexico (Gold)
Hyatt Zilara Cancun // Best Luxury Hotel/Resort - Mexico (Silver)
Xcaret Park // Best Theme Park, Overall (Silver)
Xcaret Park // Best Water Park, Overall (Silver)

ABOUT THE TRAVVY AWARDS

The annual Travvy Awards, presented by travAlliancemedia, recognize the highest standards of excellence in the travel industry and honor travel companies, travel products, travel agencies and destinations for their outstanding achievement with a prize considered to be the Academy Awards of the travel industry. More than 100,000 votes — cast by the agents who sell the vast majority of these trips to tens of millions of consumers yearly — determined the very best in the travel industry. This represents the largest database of the nation's foremost leisure-selling, independent travel agents in the country. The selections by agents reflect suppliers and destinations they believe provide the best overall service to their clients. For more information, please visit www.TravvyAwards.com

For more information, a breakdown of categories and to view the full list of winners, please visit **www.TravvyAwards.com**

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Mexico's Day of the Dead Season Celebration Welcomes Second Annual Mexico City Parade and New Global Partnerships

Visitors from around the world are invited to join country festivities from late October through early November

Mexico City, October 27, 2017 – The Mexico Tourism Board (MTB) welcomes the Day of the Dead (*Día de Muertos*) iconic season with new immersive experiences for travelers visiting Mexico as well as global partnerships to reach a broader and more diverse audience. Celebrated all over the country from late October through the first week of November, the Day of the Dead season marks a period in which Mexicans honor, remember, and celebrate their departed beloved family members and friends.

This year, Mexico welcomes visitors from all over the world to experience the season through immersive experiences including the second annual Day of the Dead Parade taking place in Mexico City on October 28 and customized tours in destinations around the country including Aguascalientes, Campeche, Guanajuato, Mexico City and Oaxaca. Additionally, for the first time ever, Mexico Tourism Board is partnering with Spotify to bring a digital and musical component to the season with a curated Day of the Dead playlist, which is available starting now.

"Nowhere in the world can visitors experience such a colorful, magical and surreal celebration," states Hector Flores Santana, CEO of the Mexico Tourism Board. "Celebrations come alive throughout the entire country and each state marks it differently. The Day of the Dead season is best enjoyed when visitors can travel from one place to another. A journey can start in Mexico City then go to Puebla, Aguascalientes, Michoacan or Morelos and each one is a very different experience. No two are exactly alike and what binds them together is the genuine emotion in honoring and remembering our ancestors."

More about Day of the Dead

As a Mexican tradition that has been observed in the country since pre-Hispanic times, the Day of the Dead is a joyous multi-day celebration that honors the lives of loved ones who have passed away. Cheerful gatherings are held in streets, cemeteries, and squares, commemorating the spiritual journey of the deceased. The season is marked by special foods such as the famous Bread of the Dead (*Pan de Muertos*), colorful local festivals across all states, vibrant altars both public and private and annual gravesite visits where cemeteries come vibrantly alive with colorful altars placed on loved ones' burial plots and candles alight throughout, it is a beautiful must-do moment that is unique only to Mexico.

The Day of the Dead is truly an all-encompassing experience for locals and visitors. In Mexico, death is considered a part of the circle of life and, therefore, celebrated. While specific traditions vary across regions and are unique to various states and cities, the season is full of exceptional and stunning decorations, rich flavors, tantalizing scents and dazzling festivities that have been passed down for generations.

The specific rituals and elements associated with this season make it a must-have on everyone's bucket list. Families meticulously create altars (*altares*) in their homes and communities to offer the departed one's souls favorite foods and other tokens of love and memories. While the design of each altar may vary, they all have important elements with specific meaning and symbolism. Starting with the *cempasuchil*, or marigold, an endemic fragrant flower from Mexico, known for its bright yellow color used to guide the dead spirits to the

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altar. Candles are also added so the souls can find their way, while heavily scented incense is used as an offering to dispel any evil spirits so the deceased can travel in peace. Photographs, or belongings of the deceased, are also included along with dainty miniature sugar and chocolate skulls. Lastly, altars include the iconic *Pan de Muertos*, which has roots in pre-Hispanic times and is only available during this specific season. The shape of the bread resembles a skull with four bones representing the four paths of the *nahulli*, or universe.

Celebrations in the Capital: Mexico City

On Saturday, October 28, Mexico City will be hosting its second Day of the Dead Parade from 4:00 p.m. to 7:00 p.m. local standard time. The parade will wind through the streets of the city, starting at the Estela de Luz monument, then traveling through Reforma Avenue and 5 de Mayo Avenue toward the city center. The parade will showcase highly decorated, designed and styled floats with costumed performers marching and dancing through Mexico City's iconic Zocalo square. Participating restaurants and hotels will be joining in the celebration with their own Day of the Dead altars and festivities.

The parade last year drew more than 250,000 spectators from around the world resulting in a nearly maximum hotel occupancy of 164,000 rooms. Hotels during the season this year are at near capacity, with expectations to surpass last year's numbers with even more visitors who will witness the unique display of culture, history and tradition.

Destination and Media Partnerships

This year, the MTB is launching a brand-new global partnership with Spotify, the music, podcast, and video streaming service, through November 3, bringing a digital and musical component to the season. The partnership includes a specially curated Día de Muertos playlist to be featured on the Spotify site and app; ready for streaming anywhere Spotify is available.

The Spotify playlist will feature a mixture of traditional and Mexican music, spanning four key genres within the music service: "Solo Pop" (with artists including Carlos Rivera and Mon Laferte); "La Brava" (with Christian Nodal and Gerardo Ortiz among others); "Arena Hip-Hop" (with MC Davo and Sabino among many other artists) and more. Additionally, the playlist features audio tracks about the holiday sharing the history of the season, symbols, and how Mexicans honor the spirits of their loved ones in modern times.

Additionally, Mexitours, in partnership with various destinations, has also launched customized tours for travelers looking to experience the Day of the Dead all over Mexico including Aguascalientes, Oaxaca, Mexico City, Campeche, and Guanajuato.

For more information go to https://www.visitmexico.com/day-of-the-dead.

Follow VisitMexico Social Media Platforms to join in on the Day of the Dead celebrations.

Facebook: /VisitMexico
Twitter: @WeVisitMexico
Instagram: /VisitMexico

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Celebrations beyond Mexico City

Mexico is full of unique Day of the Dead celebrations across the country, allowing travelers to experience dozens of ways to embrace the season, all within the borders of a single country.

Aguascalientes

Aguascalientes holds the 'Festival of Skulls' every year, paying homage to the artist Jose Guadalupe Posada, creator of the famous 'La Catrina' images so intertwined with the Day of the Dead celebrations. Most of the celebrations happen on San Marcos Island, where the entire town is decorated with colorful banners and flowers, hosting concerts with the Symphony Orchestra of Aguascalientes, food tastings and art for purchase. The crown jewel of the experience in Aguascalientes is the stunning Parade of *Calaveras*, featuring giant skeletons on whimsically decorated floats.

Chiapas

In Chiapas, at dawn on November 1st, people place food out for their loved ones, and then the church of St. John rings a bell to awake all the spirits so they can visit earth. To bring joy to the dead, relatives play love music. That night, locals then light candles to illuminate the path spirits need to take to go back to their eternal resting place.

Guanajuato

While in Aguascalientes had the Parade of the Calaveras, León, Guanajuato has the famed Parade of the Catrinas, occurring every November 1st with people dressed as Catrinas based on a different theme each year. Additionally, the students at the University of Guanajuato create "El Tapete de la Muerte" several handmade magnificent carpets made of seeds and flowers. Additionally, San Miguel de Allende in Guanjuato hosts the Festival of La Calaca from November 1st through 5th. Visitors can experience parades, celebrations in the streets, workshops with artisans, and more.

Oaxaca

Each year, Oaxaca creates the Plaza of the Dead, where visitors can browse handmade goods made by artisans specifically for the holiday. The square is festooned with colors, banners, and flowers, and people can taste the flavors of Oaxaca, from the local famed black mole to treats like *manzanitas de tejocote* and *nicuatole*.

Queretaro

In Queretaro, indigenous cultures have kept very old traditions alive. For example, locals build altars with multiple levels to honor their departed loved ones, alternate levels covered in white or black cloth. On each of these levels family members place different objects, such an image of a saint the family particularly honors on the first level, a cross of ash for the souls of purgatory on the second, and on. The fifth and sixth feature the favorite fruits and photos of the deceased, respectively. The top of the entire structure should have an arch on top, which symbolize the entrance to the world of the dead. Additionally the Historic Center typically offers the opportunity to try various foods that are traditionally offered on altars of the dead.

Quintana Roo

The Maya people had many traditions established before the Spanish conquered Mexico, and when the contemporary celebration of Day of the Dead was established, they created their own version: Hanal Pixán (Food of the Souls). After families say prayers for the dead in their homes, they invite their neighbors to partake in celebrations together, so visitors will see people parading through the streets with offerings as they visit home to home. Additionally, Xcaret Park in Cancun hosts a major celebration every year (Festival de Tradiciones de

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Vida y Muerte), gathering various communities of indigenous people to share their versions of Day of the Dead traditions through theatrical performances and concerts.

Veracruz
One of the largest celebrations in Veracruz is the Mictlán Festival, which lasts five days. The locals believe that there are nine layers of the underworld to get through to get to Mictlán, where the gods live and very few are allowed to enter. Families must place the traditional food and offerings for their deceased loved ones for their journey. The festival, which is open to locals and visitors, welcomes musical performances, artists displaying their work, and theatrical representations of the journeys through the nine layers of the underworld.

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About Spotify
Spotify transformed music listening forever when it launched in Sweden in 2008. Our mission today remains the same: to help more people listen to more great songs by delivering the ultimate music experience to fans and artists across the globe. Everything we do is driven by our love for music. Discover, manage and share over 30m songs for free, or upgrade to Spotify Premium to access exclusive features including offline mode, improved sound quality, Spotify Connect and ad-free listening.

Today, Spotify is the world's most popular music streaming service with a community of over 140m users, including over 60m subscribers, across 61 markets. We are the largest driver of revenue to the music business today. https://press.spotify.com

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Mexico Tourism Board Unveils Global "A World of Its Own" Campaign

Campaign builds upon Mexico's positioning as a mega-destination, offering visitors a lifetime of experiences

NEW YORK, September 26, 2017. The Mexico Tourism Board unveiled a new global campaign, "A World of Its Own," in New York City. The campaign represents the next chapter in Mexico's global tourism positioning and promotion and focuses on the vibrant, multi-faceted experiences that keep visitors coming back to Mexico and its hundreds of destinations, time and again. The "A World of Its Own" positioning highlights the sheer scale and diversity of Mexico's tourism offering and comes at a time when Mexico has climbed from the 15th (2012) to the 8th most visited country in the world (source: UNWTO), outpacing the global industry average in growth, by several times.

"This new campaign is an invitation to immerse yourself in everything that is Mexico," stated Hector Flores Santana, Mexico Tourism Board's CEO. "We feel the name says it all: Mexico is truly 'A World of Its Own'. We constantly hear visitors tell us that Mexico is unlike anything they have experienced. They have shared their marvel that in just one day they can relax at one of the world's top beaches, stroll through colorful markets, hear the Maya language still spoken, visit a crystal blue water *cenote* hidden in the jungle and, finally, savor a mix of modern and ancient flavors at dinner. Throughout their journey they are greeted with the warm smiles of the Mexican people while enjoying the quality service of Mexico's world-famous hospitality. This new campaign seeks to capture this positive overwhelming feeling of sensations and discovery."

By telling rich stories about these diverse, vibrant experiences Mexico offers across its destinations to a wide variety of travelers, the campaign will build upon Mexico's recognized positioning as a mega-destination. It is a country that beckons travelers again and again, for even longer visits each time, in order to fully explore the richness and diversity found everywhere. In this sense, the campaign highlights that the question for travelers is not 'should you visit Mexico?' but instead 'how far will you go?'

"A World of Its Own" will also highlight the colorful, magical and even surreal aspect of Mexico which has attracted explorers, artists and philosophers for thousands of years. This is what Salvador Dalí, the acclaimed and eccentric Spanish artist, sarcastically claimed about Mexico: "There is no way I am going back to Mexico, I can't stand to be in a country that is more surreal than my paintings." Nothing captures this surrealism more so than the *Día de Muertos* (Day of the Dead) celebration. Travelers can be immersed in this beautiful, joyous tradition that has evolved over thousands of years where Mexican families and friends honor and remember their departed loved ones with altars, food, flowers, colorful decorations, and public and private festivities that symbolize how the dead still dance and celebrate among us.

The multi-faceted global marketing campaign will begin to roll out immediately, with its first phases focused on the visitmexico.com website refresh, digital and social media programs, and public relations efforts. Advertising, promotions and events in partnership with the tourism industry, and Mexico's many destinations, will begin rolling out across global markets in October. A new digital platform will launch in December, allowing for interaction with the "World Of its Own" video, with 360-degree views of Mexico experiences and a Mexico bucket-list building tool for consumers. The campaign content and messages have also been designed to be customized by market, consumer segments and according to Mexico's tourism products including sun and beach, romance, adventure and nature, medical and wellness, LGBT, cruises, culture, high-impact events, luxury, sustainability and gastronomy.

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The Mexico Tourism Board's Chief Marketing Officer, Emmanuel Rey, added, "It's time for Mexico to connect with travelers on a more personal level, now more than ever. 'A World of Its Own' will both engage consumers by sharing the breadth of experiences Mexico has to offer and, more importantly, challenge travelers to live life to the fullest, awaken their drive to imagine and ensure travel is an important part of how they discover the world and themselves."

For more information about Mexico, please go to www.visitmexico.com.

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MEXICO'S MAJOR INTERNATIONAL TOURISM DESTINATIONS RECEIVE NO TRAVEL RESTRICTIONS ACCORDING TO UPDATED U.S. STATE DEPARTMENT TRAVEL ADVISORY

MEXICO CITY, MEXICO – January 10, 2018 – The Mexico Tourism Board issued the following statement regarding the new travel advisory classification system issued by the U.S. Department of State:

"The U.S. Department of State today confirmed that major international tourism destinations in Mexico are safe.

According to the updated travel advisory for Mexico and specific mentions for Mexican states and major cities, Mexico's major international tourist destinations have been explicitly listed as having no travel restrictions or they exist in states where there are no special travel advisories for tourists.

While we recognize the updated travel advisory system has improved in terms of its organization and simplicity, we still believe there is room for further future improvement. Our main concern comes from the fact that the crime, violence and other statistics used are those for a country overall, not related to the number of incidents that impact foreign visitors. Additionally, the U.S. Department of State continues to not issue a travel advisory for the U.S. applying the same criteria and system, which would inform and assist both foreigners and domestic travelers who intend to travel within the U.S.

It is these kinds of facts and context which are relevant to tourists that we believe are still missing and are important to keep in mind when evaluating this and other travel advisories. Safety, including from acts of violence or even terrorism, is an issue faced by many of the world's major capitals and countries that often go through cycles of increasing or decreasing crime or violence, but these general statistics do not necessarily reflect the specific safety situation for international tourists.

As it pertains to this updated travel advisory for Mexico, the U.S. Department of State advises to 'Reconsider Travel' to select Mexican states, but then exempts the tourist destinations within those states. This exception to tourism destinations highlights the fact that the vast majority of crimes in Mexico do not occur in areas frequented by international tourists. And even in the rare cases of crime within tourist areas, incidents involving international tourists are incredibly rare.

The truth is very simple: the vast majority of Mexico is safe for tourists.

We are pleased to highlight again that the updated U.S. Department of State travel advisory for Mexico confirms that all of Mexico's major international tourist destinations are safe. This includes confirming that the following states, which are home to Mexico's largest and most popular international tourism destinations, have no travel restrictions: Quintana Roo, Baja California Sur, Mexico City, Yucatán, Oaxaca, Chiapas, Puebla, Guanajuato, Baja California, Querétaro, Campeche, Veracruz, Tabasco, Tlaxcala, Aguascalientes and Hidalgo.

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And within these select states, the following tourism destinations also have been given no travel restrictions:

- Sinaloa: Mazatlán (Zona Dorada, historic town center), Los Mochis, Port Topolobampo
- Jalisco: Guadalajara, Puerto Vallarta, Chapala, Ajijic
- Nayarit: Riviera Nayarit including Punta Mita, Nuevo Vallarta, Santa Maria del Oro, Xalisco
- Colima: Manzanillo
- Michoacán: Morelia and Lazaro Cardenas (both by air or federal road 15D)
- Coahuila: Piedras Negras, Acuna City

Mexico's tourism industry and the Mexico Tourism Board is committed to working with all organizations involved to ensure accurate information is delivered in a consistent and transparent manner."

For more information about Mexico, please visit www.VisitMexico.com.

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MEXICO WELCOMED RECORD-BREAKING 35 MILLION INTERNATIONAL TOURISTS IN 2016

World-famous Mexican hospitality and diverse tourism experiences fuel industry growth

February 28, 2017. Mexico City, Mexico. The Mexico Tourism Board announced today a record-breaking 35 million international visitors traveled to Mexico in 2016, representing a growth of 9 percent compared to 2015. This growth is more than twice the global industry average, most recently reported at 3.9 percent by the World Tourism Organization (UNWTO) in January 2017. Additionally, tourism spending by international visitors grew even faster, at 10.4 percent, highlighting the strength of Mexico's appeal to luxury travelers, interest in multi-destination visits, and demand for Mexico's gastronomy, artisanal goods and shopping offering.

"Mexico's sustained, fast growth is a testament to the incredible quality and diversity in our tourism offering and the hard work for the entire industry, both internationally and domestically. More than 9 million Mexicans working in the tourism and hospitality industry have made it their mission to ensure visitors have incredible experiences," remarked Lourdes Berho, CEO of the Mexico Tourism Board. "Plans are already underway to ensure 2017 builds upon these achievements and that Mexico continues to welcome all visitors and give them reasons to come back again and again."

Mexico's World Famous Hospitality Makes Visitors Feel At Home

True to the famous Mexican adage, 'mi casa es tu casa' (my home is your home), travelers from all over the world have recognized Mexico as being one of the most welcoming and friendliest places to visit in 2016. In fact, the Mexico Tourism Board's internal consumer tracking studies showed more than 94 percent of visitors reported an experience that "exceeded their expectations" and 86 percent say they would "like to come back again" in the next six months– some of the highest scores in the industry. Examples include:

- Mexico was awarded #1 country in the world for Family Travel and Puerto Vallarta as #2 destination in the world for LGBTQ travel by the global Travvy Awards
- For the third year in a row, Mexico was ranked as the friendliest and most welcoming country in the world by the John Mason survey of expatriates in 191 countries
- "Close to China" (Cerca de China) is a special program co-created by both China and Mexico which shares and recognizes best practices in the services offered to Chinese travelers by hotels, restaurants, travel agencies and guides
- "Halal Mexico" is a special program to help prepare airlines, hotels, restaurants and the wider Mexico tourism industry to cater to travelers from around the world that maintain a halal diet

Mexico's Visitors by Air and Expanded Connectivity Continues to Grow

Tourists arriving by air grew at an even faster rate of 10.7 percent, propelled by continued expansion in connectivity. This includes service from new international markets to multiple Mexico destinations, expanded frequency on existing routes, and upgraded aircrafts featuring additional seats along with improved passenger experiences.

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Mexico's Top Destinations Featured and Recognized Around the World

From industry awards to consumer media, surveys and high profile brands, Mexico has once again proven itself once of the world's most recognized destinations in 2016. Examples include:

- The New York Times named Tijuana (#8) and Puerto Escondido (#32) in their 52 Places to Go in 2017. Mexico City was featured as the #1 place to visit in their 2016 list.
- Travel & Leisure's "World's Best Awards" reader survey named five Mexican cities in its Top 10 Best Cities in Latin America rankings, including San Miguel de Allende (#1), Oaxaca (#3), Mexico City (#4), Merida (#5), Guadalajara (#8)
- Mexico and its local partners and destinations across the country, won a collective 35 International Travvy Awards in early 2017 including: Mexico as Best Family Travel Destination in the world; Riviera Maya region as the Best Honeymoon Destination in Latin America, and Puerto Vallarta as Best LGBTQ destination globally. In Mexico, Los Cabos received top recognition for its culinary and luxury offerings.
- The Rough Guides named Mexico City as the #2 city to visit
- National Geographic named Baja California as one of its top places you need to visit in 2017
- Sports Illustrated Swimsuit 2017 selected multiple locations in the Riviera Maya and Yucatan region including Tulum for one of its largest features in 2017

The Mexico Tourism Board's recently announced 2017 tourism development strategy included a focus on developing expanded products and personalized marketing campaigns focusing on areas such as luxury, weddings and romance, diving, biodiversity and nature, culture, gastronomy, high-profile events, sports and adventure, as well as programs for audience segments such as millennials, LGBTQ and retirees.

In each of these areas, partnerships with key destinations as well as global travel operators will bring an ever-expanded portfolio of options to travelers of all types. These industry partnerships are critical to Mexico's goal to appeal to a broader audience in new markets, globally. This will help in achieving the new ambitious goal of reaching 50 million international visitors by 2021.

For more information about Mexico, please visit www.visitmexico.com.

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MEXICO'S INTERNATIONAL TOURISM DESTINATIONS ARE OPEN

October 2017



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MEXICO'S INTERNATIONAL TOURISM DESTINATIONS ARE OPEN

October 2017



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Update on Earthquake in Central Mexico
October 2, 2017

The Mexico Tourism Board informs that tourist attractions remain open and operating in Mexico, despite some damages reported in Puebla, Morelos, and Mexico City.

Museums in Mexico City have been open normally since September 25. Out of the 310 tourist hotels in Mexico City, all but 6 are open for business. Additionally, we are thankful to report that no other international tourism destinations in Mexico have been affected and are operating normally. Given these facts, there is no reason for visitors to cancel travel plans to Mexico.

In Puebla, all tourist attractions, including El Teleférico and La Estrella de Puebla, remain open and operating normally. The highway into Puebla as well as the airport also remain open, offering regular access to the many popular sites in the state and the surrounding areas.

Recent reports from Morelos indicated 90% of hotels and 80% of spas are operating normally, and highlighted the level of coordination and communication between Government response and recovery efforts and the National Institute of Anthropology and History (INAH). **Some archaeological zones, haciendas, and Ex Conventos are closed for standard assessments.**

While the states of Oaxaca and Chiapas also experienced the earthquake, all tourism destinations including the City of Oaxaca, Huatulco, Puerto Escondido, San Cristobal de las Casas, Palenque and Tuxtla Gutierrez are operating normally.

The Mexico Tourism Board, and the entire tourism industry, remains focused on ensuring visitors in the impacted areas receive any assistance necessary while continuing with their existing travel plans. Mexico's Government at all levels continues to carry out response plans and support the individuals impacted.

Updates on the situation will be shared as new information becomes available.

Thank you for your ongoing support.

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New England Patriots and Oakland Raiders face-off in Mexico City in 2017-2018 season

NFL's announcement comes as the CEO of Mexico Tourism Board visits Houston

February 2, 2017. Mexico City, Mexico – The CEO of the Mexico Tourism Board (MTB), Lourdes Berho, traveled to Houston as part of the strategy to promote air connectivity routes from the US to Mexico. While in Houston, Berho participated in the press conference hosted by NFL Commissioner Roger Goodell prior to the Super Bowl game that will take place there this coming Sunday, February 5.

Commissioner Goodell shared that this NFL season, which included the game in Mexico City between the Oakland Raiders and the Houston Texans in November 2016, was likely one of the most competitive in the history of the league and marveled at the warm reception the teams received in Mexico.

Goodell announced that the Raiders would once again be playing in Mexico City next season, this time against the New England Patriots. Additionally, Goodell reinforced the NFL's commitment to bringing people and communities together with this second game in Mexico City by reaching out to both fans in Mexico and the Hispanic fans in the United States.

"The MTB is honored that Mexico City has been chosen as the host for another year by the NFL. Last year's game was an example of the closeness between the two nations. The initiative to bring regular season games to Mexico is an excellent example of this collaboration and mutual respect," said Lourdes Berho.

Strengthening the Houston – Mexico Relationship

Following the press conference, Lourdes Berho, together with the MTB team led by Patricia Herrera in Houston, met with key players in this sport industry such as Jamey Rootes, President of the Houston Texans. Rootes commented on the warm and productive reception the businessmen and institutions received in Mexico during the important mission in Economy, Tourism, Health and Energy, pillars where a close relationship between Mexico and the business community of Houston exists.

In addition to meeting with Rootes, Berho and team met with both Bob Harvey, President and CEO, and Horacio Licon, Vice President of International Investment and Trade, at the Greater Houston Partnership (GHP), entity that encompasses more than 1,200 companies in different industry sectors with a strong link to Mexican businesses and entrepreneurs; as well as Jorge Franz, the Senior Vice President of Tourism for Houston First and the Greater Houston CVB. The GHP attracts business leaders seeking to positively impact and benefit the community, helping make Houston one of the best places to live, work and conduct business.

The visit concluded with a meaningful meeting with Houston's Mayor Sylvester Turner, who echoed the positive remarks about Mexico's warm reception and professionalism he experienced during his latest visit to promote the 2017 NFL game. Mayor Turner also commented on the positive outcomes of the relationship between Mexico and Houston, which are evident in the commercial, sport, and cultural ties.

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"Mexico and Houston have always been closely linked and this has been a productive visit. The geographical proximity, and the air connectivity that this city has with our country, are critical factors in the tourism industry. We sincerely appreciate Houston's warm welcome and hospitality as we explore opportunities for mutual growth," concluded Berho.

Mexico: Attracting Global Attention

The November 2016 NFL game in Mexico City generated a return on investment in economic spillover, and promotion and marketing of 2.9 times Mexico's original investment.

Mexico is currently the 9th most visited country in the world and a global destination for high profile events. It hosts countless global sporting events including golf, tennis, marathons and triathlons, among others.

For more information on the NFL game, visit www.nfl.com/mexico/registration. For additional information about Mexico, visit www.visitmexico.com

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GENERAL MESSAGES FOR TRAVEL WARNINGS (SAFETY) & CLAIMS (ALCOHOL/ASSAULTS)

GENERAL MESSAGE ABOUT CONTEXT

Mexico is the gracious host for more than 20 Million Americans and 35 Million international travelers every year; and the growth in visitors to Mexico is outpacing most other countries in the world. It is part of the Mexican culture to want to make visitors feel like they are at home, take care of them and ensure they have an amazing experience.

Just like any great host we want every single one of our guests to come and have fun, enjoy themselves and return home safely so they can come back again and again. As a host to more than 35 million international visitors each year, it's natural that some guests may experience issues. From small items like travel delays to drinking too much and getting sick; or other types of common accidents.

Of course, we feel terrible for anyone that has a negative experience during a visit to our home.

However, we urge the media and others looking at the rare incidents that have happened in Mexico, or anywhere else in the world for that matter, to pay close attention to the FACTS and not the sensational headlines we are all too familiar with seeing in the media these days. Reports based on speculation, rumor and innuendo that lack the FACTS and CONTEXT do a disservice to everyone – including anyone looking for accurate information.

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CLAIMS OF SEXUAL ASSAULT / TRIPADVISOR REMOVING STORIES

The global tourism industry and the entire Mexican tourism industry take seriously the topic of assaults and violence of any kind involving visitors, and there are many globally led initiatives by organizations like the United Nations World Tourism Organization who seek to provide best practices, training and more; with the aim of reducing incidents, globally.

The Mexican Tourism industry takes very seriously any claim of assault, sexual or otherwise, and all hotels and tour operators have policies in place that not only seek to minimize the chance of such incidents, but also respond immediately to offer support and pursue investigations to bring justice for those involved.

It's also obvious that the topic of sexual assault is of particular global focus at this moment in time, given the claims made against multiple celebrities, politicians and members of the media. It's natural during this time for old claims to resurface and, despite their age or lack of clear evidence, we take them seriously.

Regarding the case of Ms. Love

The allegations that have emerged from seven years ago by Ms. Love have received particular attention, so we of course have taken the time to review the facts available. We understand TripAdvisor has clear policies regarding the content of its reviews and is looking into these in the future, but in reality, TripAdvisor is not at the core of these claims.

In the case of Ms. Love, and without divulging confidential information out of respect for her privacy, we can only share with you that immediately after Ms. Love shared her claims with the hotel, she was offered medical and other assistance including additional security to ensure she felt safe. Some of this assistance she accepted, others not. It was also recommended that Ms. Love authorize a formal investigation into this incident, including the collection of evidence and taking of a full statement by the authorities, but Ms. Love chose not to authorize this action.

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We understand it can be common for individuals to choose not to pursue official investigations for various reasons, and in these cases, we must fully respect this decision while also accepting that it means it is impossible to know what may have transpired.

While respecting Ms. Love's privacy, the hotel did review into every aspect of the allegations in order to take any action possible as well as learn from the situation. In this review by the hotel, no evidence was found to support the claims.

It is truly unfortunate that some members of the news media have made wild accusations and assumptions of this case without looking into the facts of the matter.

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ALLEGATIONS RELATED TO "TAINTED" ALCOHOL AND RELATED ACCIDENTS

First, let's be clear about one point in particular. Despite the allegations and stories in the media, not a single claim of tainted alcohol consumption in Mexico has been proven true. In fact, medical reports available from all cases show no signs of toxic substances in the individuals making claims and the majority instead point to drinking an excessive amount of alcohol. Many have had blood alcohol levels above .2, a level at which medical research tells us that both physical and mental impairment and blackouts can often occur.

Additionally, the alcohol served at hotels, bars and restaurants in Mexico is as regulated and safe as alcohol served in the U.S. and other countries around the world.

We are of course deeply disturbed that accidents have occurred amongst individuals consuming an excess amount of alcohol and take this matter very seriously. Our hearts go out to the families of those involved. And we can understand that such accidents are so surprising and rare that they can naturally leave family members searching for answers.

We have also observed that the problem of binge drinking, leading to accidents and death of tens of thousands each year around the world, is a global problem and something that many countries, companies and organizations are focused on tackling. The CDC has even called Binge Drinking an epidemic in the United States, something that we are looking at very closely as Mexico hosts more than 20 million American visitors each and every year.

When considering these facts and the problem of binge drinking, we find much of the reports in the media to be irresponsibly placing emphasis on claims that have been proven false instead of the real problem of binge drinking.

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Regarding reports about hospitals

Finally, there have been reports in these cases of medical institutions in Mexico taking advantage of victims, including requiring them to pay bills before they leave.

This is the nature of the healthcare system in Mexico, where yes, all patients – whether Mexican or foreigners – must settle their bills before they leave and then make claims with their health insurance providers.

Mexico has some of the highest quality medical facilities in the world, and many of those visited by foreigners are actually international medical providers, and is even a destination for many individuals to seek treatment. We are proud to offer such quality medical care to visitors from all over the world when they visit and there have been multiple instances, including in the claims of alcohol related incidents, where urgent medical care helped to save the lives of visitors who drank in excess.

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STATE DEPARTMENT TRAVEL WARNINGS / SAFETY

The United States State Department has a long history of issuing "Advisories and Warnings for International Travel" that are based on the premise that the U.S. needs to warn citizens of every single potential issue they could possibly face while traveling abroad, so Americans are well-informed before they travel. Interestingly though, the U.S. State Department does not offer the same travel warnings for Americans for foreigners visiting the U.S., which many have claimed to be a double standard.

Unfortunately, as we have seen over many years, these warnings are related to every issue in a given country and are not necessarily related to the specific experience most tourists face, and often do not come with clear facts about past incidents and the likelihood of future ones.

For example, travel warnings for many countries carry many of the same messages about risk and activities to avoid. However, in one country there may have been 50 international visitor deaths due to acts of violence and in another, with very similar messages about risk, there may have been zero.

OPTION 1:

This is exactly the case with Mexico: **Despite the warnings and violence that does occur, we have tracked one death by an international tourist visiting Mexico due to acts of violence in 2017. Nonetheless, this is not to be trivialized – this is very tragic and heartbreaking; and a situation we do not take lightly. On the contrary, no loss of life is ever acceptable. We take matters of violence very seriously and are constantly reviewing our safety measure so all visitors are protected and safe.**

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OPTION 2:

This is exactly the case with Mexico: **Despite the warnings and violence that does occur, the vast majority of these incidents have not taken place in places frequented by international tourists. And instances where these areas might be impacted are extremely rare. Nonetheless, no loss of life is ever acceptable – it is tragic no matter the circumstances. We take matters of violence very seriously and are constantly reviewing our safety measure so all visitors are protected and safe.**

It's these kinds of facts and context that we believe are missing from the current travel warnings and are important to keep in mind. For instance, despite murder and violence rates in many cities around the world being high, including some in the U.S. and Europe, the vast majority of those incidents do not impact tourists. Globally, there have been unfortunate tourist deaths due to acts of violence and terrorism, including in famous cities like London, Barcelona, Las Vegas, New York, and Berlin, but that doesn't necessarily mean those cities are perhaps any less safe than even your home town.

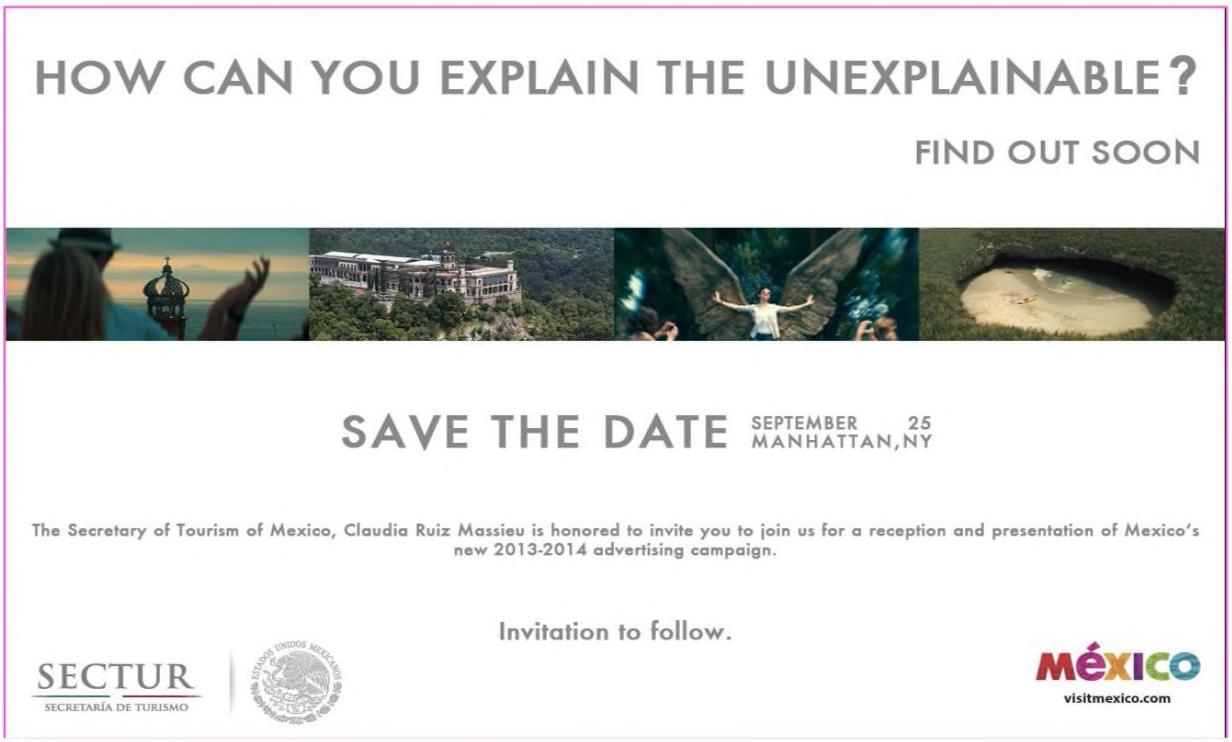
And again, there have been zero deaths by international tourists in Mexico due to acts of violence in 2017, and this is something that the entire Mexican government and tourism industry is focused on keeping so.

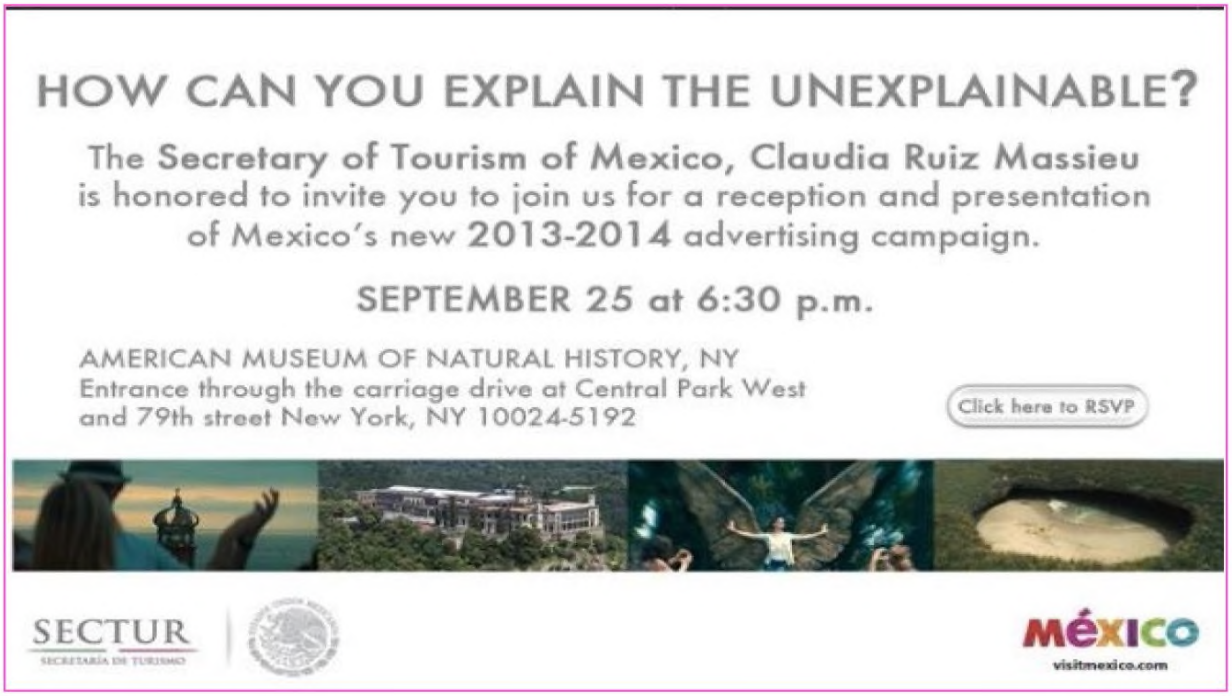
Given these facts, we believe informed travelers will continue to visit Mexico. And the millions who visit Mexico will continue to tell us that, as we hear it almost every day, the sensational headlines couldn't be more false, that their experience exceeded their expectations and they cannot wait to come back again with their friends and family.

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Invitación





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INFOGRAPHICS



1 FESTIVAL

50 VENUES

100 EVENTS

55,000 GUESTS ATTENDED



2 GOLDEN TICKETS PRIZES
Los Cabos and Cancun

6 DESTINATIONS

7 MEXICAN CHEFS

23 COLLABORATING
American Chefs

3,000 PORTIONS OF COCKTAILS
(Tequila and mezcal)

16,720 GUESTS ATTENDED MEXICO'S EVENT

17,400 PORTIONS OF FOOD

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Acapulco hosts the 42nd edition of Tianguis Turistico

More than 1,000 buyers and 37,000 business meetings expected

March XX, 2017. Mexico City, Mexico. The Mexico Tourism Board (MTB) announced that nearly 1,000 companies from 80 different countries are expected to participate in the 42nd edition of the renowned Tianguis Turistico taking place from March 27 to 30 at Expo Mundo Imperial in Acapulco, Guerrero. As is the case each year, the tourism fair will seek to increase attendance and participation from companies in the industry, buyers and countries invited to this business platform over the previous years. For this year's edition, the Mexico Tourism Board is committed to executing 37,023 business appointments, with the participation of 1,606 buyers, 657 exhibitors and 32 federal entities.

Tianguis Turistico continues to host tourism industry meetings as the number one platform to promote the country's diverse tourism offerings including its mega biodiversity wealth, one of MTB's focus areas for the year. Attendees will have the opportunity to learn about Mexico's natural and protected areas, different ancestral cultures, and millennia of gastronomy that distinguish it as a pillar of socio-economic development.

"Tianguis Turistico in Acapulco is the ideal stage to showcase the unique experiences that Mexico has to offer," stated Lourdes Berho, CEO of the Mexico Tourism Board. "Tianguis is key to our continued success as it allows us to align and grow closer to our industry partners such as tour operators, airlines, and hotels who support us as Mexico continues to be the preferred travel location for travelers around the world," she added.

Additionally, Tianguis Turistico will feature new and diverse companies in the tourism industry, innovative strategies and means of communication that will serve to continue consolidating the tourism activity as one of the main engines behind Mexico's economic growth.

In 2016, Mexico became the 9th most visited country in the world, having received more than 32 million international travelers, representing an increase of more than 9%, more than double the world industry average. For 2017 and beyond, MTB will work closely with tour operators, buyers, hoteliers, destinations and industry professionals to reach the ambitious goal of 50 million international visitors by 2021.

Carbon Footprint Measurement and Offsetting Emissions during Tianguis Turistico 2017

For the first time in its history, Tianguis Turistico 2017 will join other organizations, businesses, citizens and events in measuring and offsetting its greenhouse gas emissions to combat climate change. The fair will not only neutralize its carbon output, but it will also contribute to the conservation of local biodiversity, protection of its aquifers, avoid erosion and support rural communities to improve their quality of life.

Through simple actions and operational enhancements, Tianguis Turistico 2017 is committed to contributing to this cause through actions such as efficient energy management, minimizing the amount of waste produced and other incentives. In the instances where the production and emission of CO2 is inevitable, the fair will compensate their output with carbon offset credits.

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Mexico: A World-Class, Mega Diverse Destination

While Mexico has almost 9,000 miles of coastline and 450 internationally recognized beaches, its offerings extend far beyond sun and beach. Mexico's more than 3,000-year-old culture has resulted in more than 47,000 archeological sites across the country as well as 111 Magical Towns (Pueblos Mágicos), a designation given to locations with unique cultural, historical or natural beauty. Mexico's extraordinary mix of breathtaking landscapes, world-class infrastructure, diverse gastronomy, and luxury offerings, cater to today's sophisticated travelers.

Professional and enthusiast golfers can enjoy more than 175 top-ranked courses designed by top personalities such as Greg Norman, Tiger Woods, and Jack Nicklaus. Destination weddings continue to be a growing trend and Mexico has unique ways to celebrate ranging from an underwater wedding to a traditional Maya ceremony.

Mega biodiversity continues to be a great differentiator and key offering for international culturally-aware and environmentally-conscious travelers.

Drawing Global Attention

With a new strategic plan that focuses on leveraging global qualitative and quantitative mega trends, the results of behavioral studies conducted in key markets around the world show that Mexico's tourism industry has traced a path to sustained growth by communicating with visitors through a genuine commitment and significant promotional efforts.

Mexico Tourism Board's recently announced tourism industry strategy includes a focus on developing expanded products and personalized marketing campaigns that focus on areas including luxury, weddings and romance, diving, mega biodiversity and nature, culture, gastronomy, high profile events, sports and adventure, as well as programs for audience segments such as millennials, LGBT and retirees.

In each of these areas, partnerships with key destinations as well as global travel operators will bring an ever-expanded portfolio of options to travelers of all types. Connectivity and industry partnerships are critical to Mexico's goal to appeal to a broader audience in new markets, globally.

About Acapulco

Currently, Acapulco remains one of the most visited tourist destinations in the world with around 5 million tourists visiting each year. Besides being the home of Tianguis Turistico, it is home to important cultural and sporting events, and offers its visitors exciting and fun tourism offerings.

For additional information visit: http://tianguisturisticomexico.com.mx/en

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Mexico, for a more sustainable world: 13th Conference of the Parties to the United Nations Convention on Biological Diversity

Mexico Tourism Board supports continued protection of the country's biodiversity; launches new campaign celebrating its rich natural, cultural and gastronomical resources and offerings.

December 21 2016. Cancun, Quintana Roo – The thirteenth annual Conference of the Parties to the Convention on Biological Diversity, COP 13, was held in Cancun, Mexico December 2nd to the 17th. The objectives of the meeting, which took place in Mexico, were to find new and better solutions to protect local biodiversity, valuing its economic and social importance, as well as to find sustainable forms of interaction between the people and other species living in a given environment.

Focusing on four sectors considered key to conserving the environment (agriculture, forestry, fisheries and tourism), it was also the setting for the launch of Mexico Tourism Board's new campaign focused on the country's biodiversity and its wealth in terms of nature, culture and gastronomy.

"As global travel trends suggest, travelers are seeking destinations that are rich in biodiversity and sustainability. As the fourth most mega biodiverse country in the world, Mexico is the perfect place for those looking to immerse themselves in authentic cultural, culinary and nature-filled experiences. We believe that what travelers are looking for, lives in Mexico and this is the basis of our campaign," remarked Lourdes Berho, Mexico Tourism Board's CEO.

In attendance at the COP 13 Conference were Ministers of Economy, Chief Executive Officers of socially responsible multi-national companies in the public and private sector, international banks that promote sustainable business and international financial institutions. Participants were tasked with finding long-term solutions and proposals for encouraging businesses that are respectful of biodiversity.

Biodiversity is already a part of Mexico's identity and is recognized abroad as one of its most emblematic characteristics, as well as one of the primary reasons why tourists visit the country. This is because biological diversity has also been at the foundation of its culture, economic development, and welfare of its society.

About Mexico as a mega-diverse country:
Within the country's territory, visitors can encounter 564 species of mammals, more than 1,000 species of birds, 864 reptile species and 376 amphibians, in addition to over 23,000 types of plants. The richest states in terms of flora and fauna are Michoacan, Guerrero, Oaxaca, Veracruz and Chiapas. Oaxaca has the largest number of combined flora and fauna species, however Chiapas is home to the greatest plant diversity with 8,248 registered species and shelters 35% of the country's vertebrates. As a result, all of these destinations offer ecotourism and adventure tourism experiences.

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Southern Mexico is especially relevant in terms of species wealth, since it is where two of the major regions of the planet meet. This is why the Isthmus of Tehuantepec is host to a mixture of fauna and flora from both North and South America, as well as animals that are native to this area.

In the northern part of the country, Baja California and Baja California Sur are the states with the largest number of endemic plant species in Mexico. Additionally, more than 140 different species of marine life have been recorded in the Gulf of California, which is why thousands of visitors come from around the world each year to witness the arrival of the whales. A similar wealth of diversity can be found in the coral reefs of the Caribbean, which stretch over 120 miles.

Finally, of all of the bird species that inhabit Mexico, 125 are endemic and 70% are located in the tropics, particularly in the states of Oaxaca, Chiapas, Campeche and Quintana Roo.

At the conclusion of this COP 13 meeting, Mexico reiterated its continued active engagement in finding significant solutions to protect its biodiversity. Mexico values its importance and drawing from this natural abundance, has created a unique and varied cuisine, as well as tourist experiences such as whale and bird-watching. It also offers ecotourism excursions to communities who share their traditions and their co-existence with local wildlife.

The mega biodiverse attraction that Mexico offers both national and international tourists is a 360º experience in which one can observe native fauna up close, enjoy a wide variety of dishes derived from unique local products, as well as routes throughout the country comprised of ecosystems that offer mega-experiences and mega-travels, reflecting the campaign's slogan, 'what you are looking for, lives in Mexico.'

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SECTUR
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The Mexico Ministry of Tourism and the Mexico Tourism Board Reported Strong 2013 Performance at Miami Launch Event

Mexico's tourism industry achieved 7.6 percent growth in 2013, propelled by the success of "Mexico, Live It To Believe It" promotional campaign

Miami - (March 12, 2014) – The Mexico Tourism Board (MTB) announced strong 2013 results for the country's tourism sector at an industry reception in Miami showcasing the MTB's North American promotional campaign "Mexico, Live It To Believe It." The Miami reception was the latest of a series of "Live It To Believe It" events held across major markets in the U.S. and Canada, including New York, Chicago, Los Angeles and Toronto.

The "Live It To Believe It" campaign highlights Mexico's diverse cultures, ecosystems, culinary traditions, and extensive history, and focuses on five of the country's premier tourism destinations: Cancun-Riviera Maya, Mexico City, Yucatan, Los Cabos and Vallarta-Nayarit. The $50 million campaign shares the memories and experiences of people who have visited Mexico through a variety of communications touchpoints, such as online and traditional advertising, event marketing, media relations and social media.

More than 350 people attended the "Live It To Believe It" event in Miami, including travel industry executives and diplomats from more than 12 countries. Mexico Secretary of Tourism, Claudia Ruíz Massieu, delivered prepared remarks to the standing-room-only crowd and Rodolfo López Negrete, Mexico Tourism Board CEO, served as the evening's keynote speaker.

Thanks in part to success of the "Live It To Believe It" campaign, the MTB reported that Mexico's tourism industry achieved robust, 7.6 percent growth in 2013. The increase was attributed to strong performance in the country's priority markets – highlighted by double-digit growth in the U.K., Russia, China and Colombia.

In 2013, Mexico also garnered 7.7 percent growth in the United States – the country's top international tourism market. U.S. performance was enhanced by an increase in U.S.-Mexico air connections, which brought 500,000 more Americans to Mexico than the year prior. The MTB continued its strong performance in the U.S. during the first quarter of 2014, with 15 percent growth as compared to the same period last year.

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Mexico's Destinations are Open and Ready to Welcome You

Visitors should book now to experience the best of
Mexico's beautiful landscapes, pristine beaches, lively cities and colonial towns

Mexico City, October 30, 2017. The Mexico Tourism Board announced that all of its tourism destinations are open and operating normally across the entire country and invites visitors to book their trips to experience the best of Mexico. Last month's earthquakes that affected parts of Chiapas, Oaxaca, Puebla, Mexico City and Morelos have not impacted tourism areas. All major destinations including Los Cabos, Cancun-Riviera Maya, Merida and Yucatan, Puerto Vallarta, Guadalajara and many others remain unaffected.

"We are grateful to report that our tourism destinations are open and happily welcoming visitors from all over the world," states Hector Flores, CEO of the Mexico Tourism Board. "We have been in close communication with the destinations and can confirm that all popular attractions, airports and main tourism areas are operating normally. Visitors are experiencing the same hospitality, beautiful people, pristine landscapes and beaches, lively colonial towns and cities for which Mexico is famous."

Mexico City reported that while there was a slight decrease of tourism activities in the days following the September 19 earthquake, all activities were back to normal within a week. In fact, all of the capital's upcoming events are proceeding as scheduled. The international blockbuster attractions in Mexico City including F1 and the Day of the Dead Parade took place the weekend of October 28, and received thousands of visitors.

The Day of the Dead season, which starts at the end of October and goes into early November, is celebrated throughout Mexico in top destinations like Oaxaca, Chiapas, Puebla, and Aguascalientes bringing families and friends together enliven and remember loved ones. The joyous season is full of unique decorations, flavors, scents and celebrations that are not to be missed.

Thanks to the joint efforts between the public and private sectors, Puebla reports that its tourism activities remain open. In the city of Puebla, all hotels and the beautiful historic downtown are operating as usual. The towns of Atlixco and Cholula have confirmed that their tourist sites are secure and the communities are expecting to welcome visitors back immediately. While some museums are undergoing repairs, many remain open to the public with normal operating hours.

Puebla's other Magic Towns such as Pahuatlan, Zacatlan, Chignahuapan, Cuetzalan, Xicotepec, Huauchinango and Tlatlauquitepec did not experience any damages, and remain unaffected and open to visitors.

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Oaxaca City, Huatulco and Puerto Escondido in the state of Oaxaca and Palenque, San Cristobal de las Casas, and Tuxtla Gutierrez in Chiapas are operating normally, with all sites open to the public.

In Morelos, the destination's famous spas and beautiful event venues are operating as usual.

Flores continues, "We invite everyone to discover the wonders of Mexico. It is a world of its own – rich with culture, friendly communities, magical places and once-in-a-lifetime experiences. Now, as always, Mexico's people and beautiful settings are welcoming visitors with open arms."

The Mexico Tourism Board, and the entire tourism industry, remains focused on ensuring all visitors continue to have an unforgettable and positive experience in Mexico. The Mexican government, at all levels, continues to carry out response plans and support individuals who were affected.

For more information about Mexico and its destinations, please go to www.visitmexico.com.

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Mexico Named Official Tourism Destination of DIRECTV's Super Bowl 'Celebrity Beach Bowl' Board to Showcase Ads as Fans Celebrate at 8th Annual Star-Studded New York City Event

December 27, 2013 - The flair and flavor of Mexico will be on display as thousands of football fans gather on Saturday, February 2, 2014, at Pier 40 on New York's West Side for the pre-game celebration of Super Bowl XLVIII at DIRECTV's Celebrity Beach Bowl. Hollywood actors and famous athletes will play a game of flag football at the celebrity-infused event that also will showcase Mexico's new "Live it to Believe it" advertising campaign.

Set beneath an 88,000-square-foot pavilion, the DIRECTV Celebrity Beach Bowl will feature a pre-game tailgate party, the celebrity flag football game and a grand finale concert by a popular musical artist. During the event, Mexico's colors, culture and attractions will be seen via its "Live it to Believe it" advertisements playing on monitors around the venue. Spectators also can visit a Mexico Tourism Board booth to learn more about travel to the country.

Mexico's recently launched "Live it to Believe it" campaign features a vibrant showcase of such diverse destinations as Mexico City, Vallarta Nayarit, Los Cabos, Yucatan, Cancun, and other cities and regions. Aimed at North American leisure travelers, the campaign reveals spectacular and memorable images shot around the country.

Free and open to the public, the DIRECTV Celebrity Beach Bowl will begin on Saturday, February 1, 2014, at 12:00 p.m. EST and will finish at 3:30 p.m. EST. The entire event will be broadcast live to more than 90 million homes on the DIRECTV network.

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Mexico Tourism Board Celebrates Day of the Dead

New Initiative Raises Awareness and Invites Travelers to Celebrate the Holiday through First-Ever Parade and Major Brand Partnerships

Mexico City, XX October 2016 – Today, the Mexico Tourism Board (MTB) announced a new, multi-faceted campaign to bring tourists to Mexico during the annual Day of the Dead holiday that is celebrated all over the country. Encompassing both media and brand partnerships, MTB is also hosting an inaugural Day of the Dead Parade in the heart of the capital together with the Ministry of Culture of Mexico City, with the goal of drawing locals and tourists to experience this traditional holiday in a memorable way.

The Day of the Dead (Día de Muertos), an important festival in Mexico, celebrates the souls of departed loved ones. The traditions date back centuries, and origins of the festival can be traced back to Mesoamerican times when month-long celebrations were held.

"Día de Muertos, in various forms, has been an integral part of Mexican culture for centuries," said Lourdes Berho, CEO of the Mexico Tourism Board. "The Mexico Tourism Board is thrilled to share time honoured rituals with the world with this initiative, and we invite everyone near and far to join us in celebrating our culture on this special holiday."

Although traditions vary by regions, an integral theme of the festival is welcoming back the souls of lost loved ones. Family and friends of the departed decorate gravestones in bright flowers or build special altars in their home laid out with treats like sweets, liquor or gifts to entice souls back to earth for the day. The most iconic of these offerings are *las calaveras,* or the sugar skulls, decorated and engraved with the deceased's name for the holiday.

The festivities are widely thought to be presided over by the goddess Mictecacíhuatl, wife of Mictlantecuhtli, Lord of the underworld. She is known as "Lady Death" or, more recently as "La Catrina, a character created by artist José Guadalupe Posada. Her image has become a core part of celebrations across the country.

First-Ever Parade in Mexico City

On Saturday, October 29, Mexico City will host the first-ever Day of the Dead Parade, which will start at the Angel of Independence monument, go down Reforma, then towards the city center through 5 de Mayo Avenue. The parade route will showcase floats and costumed performers marching and dancing down the avenue, culminating in Mexico City's iconic Zocalo square.

The parade can be enjoyed from 2 P.M. to 6 P.M CMT, and will be livestreamed via Facebook Live (www.facebook.com/VisitMexico) hosted by the popular Mexican talk radio show personality Martha Debayle.

In addition, participating restaurants and hotels will be joining the revelry with their own Day of the Dead altars during the festivities. Tourists and locals are invited to dress in colourful clothing, wear sugar skull masks and flower crowns, and bring traditional treats, like bread of the dead, for a truly immersive experience.

Activations and Media Partnerships

Additionally, the celebrations extend beyond just Mexico with a partnership with the legendary cultural and art magazine *The New Yorker.* In addition to digital and media elements throughout the month of October, an event was hosted in New York City on October 8. Consumers attended culinary demonstrations, Day of the Dead tutorials with Chef Joel Zaragoza as well as a mezcal and mixology class with spirits expert Steve Olson at New York's Casa Neta restaurant.

In addition to the event, *The New Yorker* launched a newsletter edition detailing the events and rituals surrounding the Day of the Dead to be shared with the outlet's subscribers.

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Another media partner, National Geographic, will host a specialty photo collection for consumers in Washington, D.C. The collection, which opens on Nov. 3, outlines the traditions of the Day of the Dead throughout Mexico and the important role the celebration plays in Mexican culture and history.

In Mexico, Grupo Expansión's publications: Chilango, Accent and Aire, will feature special sections on Day of the Dead, the history of the event, and this year's celebrations throughout Mexico. As part of the collaboration, Chilango, Accent and Aire will even offer individual booklets in each of their October or November print editions for consumers to deep-dive into the traditions of Day of the Dead, and see the ways they can join the celebration from anywhere around the world.

Additional activities include special Day of the Dead content for social and public relations efforts, social media amplification through official channels, and experiential initiatives such as familiarization trips to experience Mexico City.

For more information go to visitmexico.com/dofd and cultura.cdmx.gob.mx/celebraciondemuertos/

Follow VisitMexico Social Media Platforms from Oct. 28 – Nov. 2 to join in on the Day of the Dead celebrations.
Facebook: /VisitMexico
Twitter: @WeVisitMexico
Instagram: /DescubreMiMexico
Pinterest: /VisitMex
Webpage: www.visitmexico.com

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CONTACT:
Insert local MSL contact information

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MÉXICO
LIVE IT TO BELIEVE IT

Important Tianguis Turístico Mexico 2015 Travel Facts

Airport Transfers
There will be someone from MSLGROUP in the Acapulco airport awaiting your arrival on Sunday March 22, 2015. Please look for Mexico Tourism Board Press Signage.

Airport transfers will also be provided for your return trip, unless you will be staying beyond the conference dates. Transfers will also be provided for post-fam trip attendees.

Your Hotel
You will be staying at the **Fairmont Acapulco Princess** hotel, which is approximately 15 minutes away from the Tianguis venue. The hotel is *not* all-inclusive.

The award winning Fairmont Acapulco Princess hotel reigns over 480 acres of Mexican scenery. The resort is tucked away on Revolcadero beach and offers 5 restaurants and bars, lush gardens, sparling pools, two exclusive golf courses, and a spa.

Key Considerations
Internet access at the hotel will be complimentary.

All of your meals including breakfast will be provided as part of the itinerary at assigned locations and times. Please ensure you follow the itinerary as scheduled for each meal. Please note that you will be responsible for any expenses such as: meals not included as part of the itinerary, consumption of minibar items, alcoholic beverages, personal purchases, use of spa service, calls made from your hotel room, individual taxi rides, additional hotel night stays (outside of March 22-26, unless otherwise noted) and fees for changes in flight itineraries.

Tianguis Turístico Location
The 40th edition of the Tianguis Turístico will take place at the Expo Mundo Imperial located at at Blvd. de las Naciones No. 3 Blvd. Barra Vieja 39931 Acapulco de Juarez, Guerrero. Additional information can be found at: http://www.expoimperial.com/

Note that as hosted press, you will have transportation to and from the hotel during the conference at designated hours.

What to Wear
In March, the average temperature in Acapulco is 77°F/25°C. Please keep in mind that for the Tianguis conferences, you should plan on business casual attire. As a general rule, Mexico is more formal than casual (no jeans, tennis shoes, short skirts, t-shirts and sweatshirts). You will also attend cocktail events during the evenings we are at Tianguis, so please pack accordingly.

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If you are attending a post-Tianguis FAM trip, you can plan to bring bathing suits, light clothing and tennis shoes as this will be more casual than the conference. Also, it is recommended that you bring protective gear such as a hat and sunglasses.

Electricity

The standard Acapulco electricity supply is 110 volts, we recommend bringing your own voltage converters. Many sockets do not have polarized or three-prong plugs so it is recommended that you bring your own adapter, which you can usually buy in airports and hotel shops.

Telephone calls

To make international calls from Mexico, dial access code 001 for the US and Canada; and 00 followed by the country code for the rest of the world. The most convenient and cost-effective way to make telephone calls is with prepaid cards. Making calls from your hotel room can be very costly. And to call a Mexican number, dial +52 then the phone number if calling from your cellphone.

Personal Identification

Make a copy, or scan, the information page of your passport and make sure that you carry it with you always.

Should translation devices be available during the conferences and events you will need to present a valid ID in order to use them, any driver's licenses or photo ID is fine.

If you happen to lose your passport, you may have to travel to Mexico City for a new one and having the copies will help. It is also helpful to have a copy of your travel insurance papers, fronts and backs of credit and bank cards in case you lose the originals.

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Factsheet

Tianguis Turístico Mexico 2014

- The Tianguis Turístico Mexico is the foremost promotional platform in the tourism sector, and a major vehicle for distributing information about Mexico's tourism destination offerings, growing the economic impact of the tourism sector, and fostering the diversification of markets.
- Now in its 39th year and with the participation of 32 federal entities, the three day event demonstrates the vast offerings and diversity of the Mexican nation to buyers from 61 countries.
- The inaugural event was held in the Moon Palace Arena in Cancun. A keynote address was delivered by the President of Mexico, followed by speeches by: the governor of the state of Quintana Roo, Roberto Borge Angulo; Secretary of Tourism of Mexico Claudia Ruiz Massieu; President of CONCANACO, Enrique Solana Senties. Over 1,300 distinguished representatives of the domestic and international tourism industry were present, as well as over 400 international and domestic members of the press.
- The business appointments were held in the Lakam Center conference and exposition center, in the Cancun-Riviera Maya area, with an exposition area of over 20,000 m^2. Over 152 pavilions were constructed, where all 32 federal entities and 120 corporations from the domestic tourism sector were represented.
- Of note, Tianguis Turístico Mexico is based on pre-set appointments between domestic tourism destinations and international buyers, including:
    - Exhibitors:
        - Hotel chains
        - Independent hotels
        - Airlines
        - Receptive operators
        - Federal entities
        - Destinations
        - Convention and Visitor Offices
        - Industry associations
        - Ground transport corporations
        - Others
    - Buyers:
        - Group tour operators
        - Travel agents
        - Charter operators
        - OTAS
    - Media
        - Members of domestic and international press

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- At this year's event, unprecedented numbers were achieved: 38,182 business appointments in which our nation's products, services and tourism destinations were promoted to 847 buyers from 61 nations.
- The above figures indicate that this year's Tianguis Turístico has greatly exceeded its targets in terms of buyers, countries represented, participants, commercial spaces, and number of pre-set appointments.
- Of note, the number of represented nations (61) represents a 45% increase over 2013.

Comparison of figures:

	Vallarta Nayarit 2012	Puebla 2013	Quintana Roo 2014 (**targets**)	Quintana Roo 2014 (actual)
Buyers	586	673	674	**874**
Countries represented	30	42	43	**61**
Appointments	23,011	26,288	26,289	**38,182**

- The 39th Tianguis Turístico included buyers from all 5 continents.
- Buyers from major emerging markets were present, markets which are the most dynamic in terms of outbound tourism at the global level.
- This year, Tianguis Turístico was visited for the first time by: Nigeria, Trinidad & Tobago, Slovenia, Ukraine, Romania, Iceland, Vietnam, the Philippines, Indonesia and Thailand.
- At least 20 countries with the highest proportion of spending in Mexican tourism were present at Tianguis Turístico 2014, including all top 10 countries.
- In line with diversifying the markets and regions our buyers come from, this year's event was attended by:
    - 31 buyers from Asia Pacific, and
    - 45 buyers from Latin America
- We achieved positive results in our established markets:
    - 174 buyers from the United States
    - 35 buyers from Canada
    - 110 buyers from 25 European countries
- This year's event was the first time Tianguis Turístico had more than 3,000 exhibitors.
- In terms of execution, in order to provide an excellent experience for attendees, the Secretary of Tourism and the Mexico Tourism Board worked together with different institutions, such as the National Institute of Customs and Federal Police, among others.
- As in previous years, with the goal of increasing awareness and taking advantage of the platform that Tianguis Turístico offers to all national destinations, familiarization trips were organized following Tianguis Turístico for buyers and specialty media. The participating states were:
    - Chiapas
    - The State of Mexico

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  - Jalisco
  - Oaxaca
  - Puebla
  - Tabasco
  - Yucatan
- Additionally, under the umbrella of Tianguis Turístico, 70 information sessions were offered, including:
  - 32 presentations on different tourism products offered by various destinations
  - 7 skills training seminars for public institutions, participated in by the Secretary of Tourism
  - 5 workshops with tourism sector associations
  - 5 presentations by sector service providers
  - 21 press conferences and meetings, with international, national and local press
    - 10 press conferences on destinations
    - 11 press conferences by tourism sector companies and the commercial sector
- 120 members of international tourism, and domestic economic, tourism and business media.
- Tianguis Turístico was attended by key opinion leaders at the national level, who were invited by SECTUR and MTB and who broadcast live from the Lakam Center, including:
  - Mr. Oscar Mario Beteta, "In the times of radio"
  - Ms. Mari Carmen Cortes, Jose Yuste, and Marco Antonio Mares "Financial Formula"
  - Alejandro Villalvazo, Inaki Manero, and Alejandro Cervantes "Informational Panorama"
  - Alicia Salgado, "Financial Focus"
  - Edgar Morales, "Traveling with El Castor"
  - Carlos Velasquez, "Tourism Images"
  - Patricia Everbusch, "Reportour"
  - MVS News
- Additionally, representatives from the State of Quintana Roo included:
  - Adela Micha, "Informational image"
  - Ciro Gomez Leyva, "Mornings with Ciro Gomez Leyva"
  - Joaquin Lopez Doriga, "Lopez Doriga"
- The number of represented nations and participating corporations were both high, making this the most successful Tianguis Turístico ever, and help to consolidate the strong results seen in the tourism sector.
- List of represented countries:

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1	Argentina	22	Hungary	43	Russia
2	Australia	23	Iceland	44	Singapore
3	Austria	24	India	45	Slovakia
4	Belgium	25	Indonesia	46	Slovenia
5	Belize	26	Ireland	47	South Korea
6	Bolivia	27	Italy	48	Spain
7	Brazil	28	Jamaica	49	Sweden
8	Canada	29	Japan	50	Switzerland
9	Chile	30	Lithuania	51	Taiwan
10	China	31	Malta	52	Thailand
11	Colombia	32	Mexico	53	Togo
12	Costa Rica	33	Netherlands	54	Trinidad and Tobago
13	Czech Republic	34	Nigeria	55	Turkey
14	Denmark	35	Norway	56	UK
15	Dominican Republic	36	Panama	57	Ukraine
16	Ecuador	37	Paraguay	58	Uruguay
17	El Salvador	38	Peru	59	USA
18	France	39	Philippines	60	Venezuela
19	Germany	40	Poland	61	Vietnam
20	Guatemala	41	Puerto Rico		

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MÉXICO
LIVE IT TO BELIEVE IT

Día de muertos
EL VIAJE CONTINÚA

Day of the Dead

History

- The Day of the Dead celebration dates back to before the arrival of the Spaniards in Mexico. There is record of such celebrations that honor the dead in the Mexica, Maya, Purepecha and Totonac civilizations. Among these groups, it was common to keep skulls as trophies and display them during the rituals to symbolize death and rebirth.

Celebrations Today

- Today, the Day of the Dead celebrates the departed and aims to please the souls through their senses. It is said that the souls receive "divine permission" to visit relatives, who in return offer them an altar as an honor for their presence.

Traditions and Customs

- The altar, the most symbolic feature during the Day of the Dead celebration in Mexico, is a representation of how we envision death, and features offerings (or *ofrendas*) for the dead.
- The *calaveras* or skulls, commonly used as decorations and masks, are also widely used during the holiday.
- A specialty during this times is the “Pan de Muerto”, a sweet bread that is baked into different shapes – from a simple round loaf of bread, to a shape of a skull or rabbit.
- It is customary for children wear a red or black ribbon on their right wrist to prevent souls from taking them away.

The Holidays

- The Day of the Dead festivals are planned months in advance and celebrated for days or even for an entire week. In some regions, it begins on October 25 or 28 and ends on November 2 or 3 depending on the local traditions, with each day honoring a specific loved one, as outlined below

    - October 28: Families and friends honor those who died as a result of an accident, as well as those who had a sudden or violent death.
    - October 29: Families remember those who drowned.
    - October 30: People welcome and remember the lonely and forgotten souls who don’t have a family, such as orphans and criminals.
    - October 31: People honor those who were never born, or who were not baptized.
    - November 1: Families remember the children, also referred to as "little angels."
    - November 2: Families welcome and remember all adults who have died.

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MÉXICO
LIVE IT TO BELIEVE IT

Día de muertos
EL VIAJE CONTINÚA

Celebration by Region

Day of the Dead is observed all over Mexico. Here are some examples of how it is celebrated in different places throughout the country.

- Mexico City: Day of the Dead Festival 2016
  - Great Opening Parade (Oct.29)
    - Mexico City will host the first-ever Day of the Dead Parade, which will start at 2p.m. at the Angel of Independence monument culminating in Mexico City's iconic Zocalo square.
    - The parade route will showcase floats and costumed performers marching and dancing down the avenue.
  - Zocalo Offerings (Oct.29-Nov.2)
    - There will be an artistic performance of the offering that will take place at the Historical Center.
  - Artistic Forum (Oct.29-Nov.2)
    - There will be various activities taking place throughout the festival including popular music, costume contests, theater, acrobats, and puppets, among many others.

- San Andrés Mixquic
  - In Mixquic, a Mexico City suburb, family and friends walk over to the local cemetery bearing candles and flowers to decorate and clean the graves of their loved ones who passed away.

- Aguascalientes
  - The Skull Festival celebrates the pre-Hispanic tradition of the "cult of death" and honors the memories of those who have passed away.
  - Visitors and locals can enjoy tours of the city and see its traditional neighborhoods and historic center. They can also experience musical events, rides, traditional dances, and folklore.

- Michoacan
  - For the Day of the Dead in the town of Patzcuaro, people gather around the shores of Patzcuaro Lake, where they load onto canoes, and paddle over to a tiny island called Janitzio for an all-night vigil in an indigenous cemetery.
  - The Catrina Craft and Cultural Fair takes place in Capula. The fair exhibits a large exposition of clay *catrinas* as well as crafts throughout the state of Michoacan. The figure of La Catrina, which Mexicans closely associate with the idea of death, was born at the turn of the century out of the hands of engraver Guadalupe Posada, whom this festival also pays tribute to.

- Puebla
  - The Festival of Light and Life in the town of Chignahuapan begins in the center of the city with a tour through the Calzada of Souls, a path lit by candles and torches, and ends at the lagoon, where a presentation and fireworks take place.

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  - In the town of Huaquechula, people make monumental altars that are up to four stories high. These offering altars are placed inside homes and are intended to celebrate the people who died during the year.
  - In the town of Atlixco, a monumental floral mat, a colorful rug made with more than 150 thousand plants, is built and presented each year. The opening is held the last week of October, initiating the Day of the Dead festivities, followed by a parade of skulls and a display of offerings at Convento del Carmen, a former convent.

- Chiapas
  - In Chiapas, the Day of the Dead has its origin in the beliefs and customs of native cultures. In various municipalities in Chiapas, visitors can see how the ancient rituals are still practiced today. For example, the Day of the Dead celebration originates from the Mayans belief that the dead return to the living world.

- Oaxaca
  - The Day of the Dead in Oaxaca represents a blend of tradition, religion, holiday, history and offerings.
  - The altar in Oaxaca includes presents such as: mole, Oaxacan sweets, chocolate milk or water, “Pan de Muerto”, mezcal, and handmade tortillas.

- Yucatan
  - In Merida, various activities take place throughout the Day of the Dead celebrations, such as the exhibition of altars, a regional gastronomic exhibition, a Mayan ceremony, stories and legends, and the ceremonial parade.

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TIANGUIS TURÍSTICO MEXICO 2015 FACTSHEET

TIANGUIS TURÍSTICO MÉXICO Acapulco 2015

2014 in Review

2014 was a record year for tourism in Mexico and resulted in earnings of $16.258 billion, a 16% growth when compared to 2013 and a 27.6% growth when compared to 2012.





29.1mn
Tourists visited Mexico in 2014- almost 5 million more tourists than in 2013.



About Tianguis Turístico

The Tianguis Turístico Mexico is the foremost promotional platform in the tourism sector

It is a major vehicle for distributing information about Mexico's tourism destination, growing the economic impact of the tourism sector, and fostering the diversification of markets

The 4-day event demonstrates the vast offerings and diversity of the Mexican nation to buyers from over 60 countries

The 40th edition will be held in Acapulco, Guerrero

Mexico Fact File





COASTLINE
Mexico has more than 11,000 kms of coast, 450 beaches and diverse marine landscape

BAJA CALIFORNIA SUR
The Sea of Cortez was named by Jacques Cousteau as the "world's aquarium"

CHIHUAHUA
The Chepe train in Copper Canyon covers the 405-mile route twice daily, going through the Tarahumara Sierra and its main tourist attractions

NAYARIT
The state of Nayarit has the largest number of beaches with quality certification in all of Mexico.

ZÓCALO
The Zócalo in Mexico City is among the largest squares in the world

YUCATÁN
Chichén Itzá, one of the Seven Wonders in the World, is located in Mexico

QUINTANA ROO
Swim with the whale shark, a gentle giant that measures up to 15 meters in length, in Quintana Roo's Isla Holbox

OAXACA
There are 7 types of mole including the famous mole negro

Source: Mexico Tourism Board

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ABOUT ACAPULCO

Today, Acapulco is considered the country's 16th largest metropolitan area and one of the most important destinations since its golden days in the 1950s.

Located in the State of Guerrero, Acapulco can be described as an important deep sea and coastal traffic port located on the Pacific Ocean on the western side of the natural Bay of Acapulco.

Acapulco is a privileged tourist destination, with its two magnificent bays: Santa Lucia, known as Bahia de Acapulco, and Puerto Marques, boasting incredible natural beauty and cliffs.

The bays are surrounded by golden sandy beaches, exotic tropical vegetation and embraced by the Sierra Madre del Sur Mountain Range to the east.

Attractions and tourism offerings

Golf Tourism
Acapulco features 4 world-class golf courses suitable for all levels of golfers.

Romance
Acapulco offers stunning settings for destination weddings and top accommodations for honeymooners.

Gourmet Travel
Acapulco offers the best of global cuisine; from traditional to modern dishes created by award-winning international chefs.

Wellness
Acapulco features a vast portfolio of world-class spa brands, offering rejuvenating experiences.

Meetings & Incentive Tourism
Acapulco has the infrastructure to host large and small-scale events, like the recently inaugurated Imperial Convention Center. The sites offer planners with a wide variety of activities enabling guests to mix business with pleasure.

Surf, Sport Fishing, Diving and Sailing
The coast of Guerrero offers endless water activities. Its year-round waves make it the ideal destination for surfers. Acapulco and Ixtapa-Zihuatanejo host annual Surf Opens.

Dining and Shopping
Dining is diverse, not only in cuisine, but also in setting. Most restaurants are al-fresco, and many offer breathtaking views of Acapulco Bay. Shopping is excellent, either in the resort's several American-style malls, or at its bustling downtown mercados (markets).

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TIANGUIS TURÍSTICO MÉXICO QUINTANA ROO 2014

WELCOME TO QUINTANA ROO!

On behalf of The Mexico Tourism Board, we want to thank you for joining us in for the 39th Edition of Tianguis Turístico 2014 in Quintana Roo.

We feel we have chosen a truly beautiful and exciting destination as the perfect setting for the Tianguis Turístico México 2014 Quintana Roo. Over the next few days, we look forward to sharing exciting information and news about the many destinations in Mexico. We invite you to join us in spreading the word about our Live It To Believe campaign focused on experiencing the radiance and magic the country has to offer.

Please take time to take a walk along the gorgeous beaches, enjoy the delicious Mexican cuisine and let yourself be inspired by the lovely environments. We are excited for you to experience the unique beauty and brilliance of Mexico.

If you don't already do so, we invite you to follow our social media pages and share your experience:

VisitMexico

@WeVisitMexico

#LiveItToBelieveIt

Thank you again for traveling with us and we look forward to a great week.

Warm regards,

Mexico Tourism Board

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TIANGUIS TURÍSTICO
MÉXICO
QUINTANA ROO
2014

OPENING CEREMONY

May 6, 2014

Moon Palace Arena

09:30 am

SAVE THE DATE



SECTUR
SECRETARÍA DE TURISMO

ESTADOS UNIDOS MEXICANOS

MÉXICO
Consejo de Promoción Turística

FONATUR
MÉXICO UN GRAN DESTINO

Gobierno del Estado de Quintana Roo 2011-2016

TIANGUIS TURÍSTICO MÉXICO QUINTANA ROO 2014

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MEXICO TOURISM BOARD LAUNCHES NEW INITIATIVE FOCUSED ON HERITAGE AND SELF-DISCOVERY

'Viajemos Todos por México' speaks directly to Americans with Mexican heritage to reconnect with their roots

LOS ANGELES, February 27, 2018. The Mexico Tourism Board today launched 'Viajemos Todos por México' ('Let's All Travel Across Mexico'), an integrated product and marketing initiative to reach the more than 35 million Americans who identify as having Mexican heritage. 'Viajemos Todos por México celebrates the beauty of Mexico, its modern cities, natural wonders, culture, gastronomy and more, reminding Mexican-Americans that these treasures belong to them. The program launched in Los Angeles at an event hosted on February 27, 2018 by Mexico's Secretary of Tourism, Enrique de la Madrid, and the Mexico Tourism Board CEO, Hector Flores. The more than 300 attendees at the reception included both U.S. and Mexico tourism companies, community and industry leaders, media and other influencers in the Mexican-American and tourism community.

"Our mission is to ensure that Mexico continues to sustain its track record of above-industry average growth for many years to come, and this includes seeking new ways to engage specific markets and audience segments that present opportunities for the industry," stated Enrique de la Madrid, Secretary of Tourism. "Mexico is known for being one of the friendliest places in the world for visitors, and as part of our ongoing efforts to invite everyone to visit Mexico in 2018, we extend this invitation to Mexican-Americans, a group who comprises the majority of the 11 percent of the U.S. population who identifies as Hispanic. They travel internationally a great deal, and we want to inspire them to come, learn more about their heritage, and see all that Mexico has to offer."

In April 2016, Mexico's Ministry of Tourism launched the 'Viajemos Todos por México' national tourism initiative, which consisted of a strategy to encourage Mexican citizens to travel more within their own country. The success of this program, the innovative products created and the increasing demand from the U.S. market has led the Mexico Tourism Board to adapt and roll out today's new program. The attractiveness of the Mexican-American audience segment, who on average travels internationally more than 2.5 times than the average American, means that whether they are visiting family or friends in Mexico or considering other international destinations, there is an even stronger motivation to travel to Mexico as tourists to discover and reconnect with their heritage.

The 'Viajemos Todos por México' initiative for the U.S. is the latest element of the global 'World of Its Own' campaign that launched last year, which focuses on personalized marketing efforts for various countries and audience segments. Through new advertising, a digital platform, public relations and influencer marketing, as well as collaborative marketing programs between Mexican states and tourism industry partners in the U.S., this new integrated program begins rolling out in March and will seek to further accelerate growth from the U.S. market to Mexico in 2018. The digital platform showcases more than 200 Mexican destinations through the "Mexican Routes" guides and offers more than 1,000 different tourism packages to Mexico, many of which offer discounts of up to 60 percent depending on the season.

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While final 2017 numbers are being reviewed, it's expected that the number of air arrivals in Mexico from the U.S. grew by more than 9.6 percent in 2017 when compared to 2016, which surpasses the global industry average and shows the continued interest in travel to Mexico. The 'Viajemos Todos por México' initiative seeks to sustain the growth generated by Mexico's tourism industry, which reports a record-breaking 39.3 million international visitors in 2017, representing a 12 percent increase over 2016.

Travelers can plan and book trips directly on the 'Viajemos Todos por México' digital platform, available in both English and Spanish, at www.viajemostodospormexico.com.

For more information about Mexico, please go to www.visitmexico.com.

Press inquiries: Sarah List, sarah.list@mslgroup.com

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About Mexico

Currently the 8th most visited country in the world (source: UNTWO), Mexico welcomed 39.3 million visitors in 2017 and is tracking to surpass this in 2018, continuing to outpace the global industry average growth. Mexico also recently unveiled a new global campaign 'A World of Its Own', which represents the next chapter in Mexico's global tourism positioning and promotion; focusing on the vibrant, multi-faceted experiences that keep visitors coming back to the country and its hundreds of destinations, time and again. Mexico is a country full of rich stories offering diverse, vibrant experiences across its many renown and internationally recognized destinations. The millions of visitors that come back each year enjoy the colorful, magical and, even, surreal aspect of this country that has attracted explorers, artists and philosophers for thousands of years. With a wide diverse of tourism products including sun and beach, romance, adventure and nature, medical and wellness, LGBT, cruises, culture, high-impact events, luxury, sustainability and gastronomy; the question for travelers is not 'should you visit Mexico?' but instead 'how far will you go?'

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WELCOME TO GUADALAJARA!

On behalf of the Mexico Tourism Board, we want to thank you for joining us for the 41st Edition of **Tianguis Turístico 2016** in the beautiful Guadalajara. Guadalajara is Mexico's second largest city, and in many aspects can be considered the quintessential Mexican destination.

Guadalajara has numerous offerings for visitors, such as plazas, a colonial architecture and modern conveniences make this a delightful city to visit.

Over the next few days, we look forward to sharing new and exciting information, also news about the many destinations in Mexico from tour operators, hoteliers, and other Mexico tourism industry representatives.

We invite you to share your happy experiences and memories that highlight the country's diverse and unique offerings during your visit.

For share, you tag us with the following users. Also you can use the hashtag #LiveItToBelieveIt!

VisitMexico - https://www.facebook.com/VisitMexico

WeVisitMexico - https://twitter.com/WeVisitMexico

@DescubreMiMexico - http://instagram.com/descubremimexico

VisitMex - http://www.pinterest.com/visitmexico

Thank you again for traveling with us and we look forward to a great week!

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México
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LATIN AMERICA'S 50 BEST RESTAURANTS 2016
sponsored by S.Pellegrino & Acqua Panna

Welcome to Mexico City!

The Mexico Tourism Board and Latin America's 50 Best Restaurants want to thank you for attending this unique event. We are ecstatic to have you join us to celebrate world-renowned gastronomy and Mexican culture. Mexico City, the country's capital and one of the largest metropolitan areas of the world, will offer you a fascinating and stimulating experience that we are sure you will enjoy. We hope you are excited and ready for a fabulous trip.

If you don't follow us already, please find our hashtags and networks below so you can tell us about your trip in real time!

/VisitMexico - https://www.facebook.com/VisitMexico
@WeVisitMexico - https://twitter.com/WeVisitMexico
@DescubreMiMexico- https://instagram.com/descubremimexico/
/VisitMex - http://www.pinterest.com/visitmex/

50 Best Restaurants Handles Include:

@TheWorlds50Best
@TheWorlds50Best / and @LatinAmericas50
/50bestrestaurants and /LatinAmericas50BestRestaurants
/worlds50best

Hashtags:

#LiveItToBelieveIt
#VenAComer
#50BestTalks (50BestTalks discussion)
#LatAm50Best

Share your excitement and incredible adventures with us –share, tweet and tag your experience away with #LiveItToBelieveIt!

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LATIN AMERICA'S 50 BEST RESTAURANTS 2015

Welcome to Mexico City!

On behalf of the Mexico Tourism Board and 50 Best, we want to thank you for attending this unique event. We are ecstatic to have you join us be a part of this week's celebration of world recognized gastronomy and Mexican culture. Being in the country's capital, one of the largest metropolitan areas of the world, is a fascinating and stimulating experience that we are sure you will enjoy. We hope you are excited and ready for a fabulous trip.

If you don't follow us already, please find our hashtags and networks below so you can tell us about your trip real time!

/VisitMexico - https://www.facebook.com/VisitMexico
@WeVisitMexico - https://twitter.com/WeVisitMexico
@DescubreMiMexico- https://instagram.com/descubremimexico/
/VisitMex - http://www.pinterest.com/visitmex/

50 Best Restaurants Handles Include:

@TheWorlds50Best
@TheWorlds50Best / and @LatinAmericas50
/50bestrestaurants and /LatinAmericas50BestRestaurants

#LiveItToBelieveIt (share to Visit Mexico)
#VenAComer (reference to Mexican gastronomy activities)
#50BestTalks (50BestTalks discussion)
#LatAm50Best (updates from the Chefs' Feast and the Awards)

As you start sharing your excitement for your trip, and eventually the incredible adventures you will be having in Mexico, we ask that you also share them with us –share, tweet and tag your experience away with #LiveItToBelieveIt!

Take lots of pictures! We'll want you to share a few after your trip!

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TIANGUIS TURÍSTICO MÉXICO Acapulco 2015

WELCOME TO ACAPULCO!

On behalf of the Mexico Tourism Board, we want to thank you for joining us for the 40th Edition of Tianguis Turístico 2015 in beautiful Acapulco. Acapulco has a rich history and been one of Mexico's premier tourist destinations for more than 30 years. Today, Acapulco is considered the country's 16th largest metropolitan area and one of the most important destinations.

Acapulco is a privileged tourist destination, with its two magnificent bays: Santa Lucia, known as Bahia de Acapulco (Acapulco Bay), and Puerto Marques, boasting incredible natural beauty and cliffs. The bays are surrounded by golden sandy beaches, exotic tropical vegetation and embraced by the Sierra Madre del Sur Mountain Range to the east.

Over the next few days, we look forward to sharing new and exciting information and news about the many destinations in Mexico. We invite you to share your happy experiences and memories that highlight the country's diverse and unique offerings.

Share them with us too with #LiveItToBelieveIt!

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WeVisitMexico - https://twitter.com/WeVisitMexico

VisitMex - http://instagram.com/visitmexico

VisitMex - http://www.pinterest.com/visitmex

Thank you again for traveling with us and we look forward to a great week!

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SHARE



Like 281 G+

Americans Showed Highest Favorability Towards Mexico of the Past 10 Years

World-Famous Hospitality Makes Visitors Feel At Home

In Mexico, world-famous hospitality & friendliness welcome you. Come and #VisitMexico today! Tweet

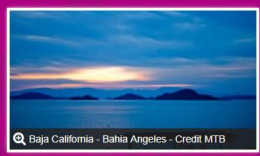
Monday, April 24, Mexico City, Mexico
In the U.S., Americans' perception of Mexico has reached a 10-year high, according to a recent Gallup, Inc. poll. The statistic further highlights the country's record-breaking 2016 tourism year that saw more than 35 million international visitors - up 9% from the year prior - enjoying its world-class beaches and cultural offerings, according to the Mexico Tourism Board.

Credit for the country's recent successes in tourism is largely due to the Mexican people - widely recognized as some of the friendliest and most welcoming in the world, and their centuries-old spirit of hospitality. Mexico Tourism Board's internal consumer tracking studies showed more than 94 percent of visitors reported an experience that "exceeded their expectations" and 86 percent said they would "like to come back again" in the next six months– some of the highest scores in the industry, attesting to the popular Mexican adage, 'mi casa es su casa' (my home is your home).




Puerto Vallarta - Credit MTB


San Miguel de Allende - Credit MTB


Baja California - Bahia Angeles - Credit MTB


Oaxaca - Puerto Escondido - Credit MTB


Mexico City - Bellas Artes - Credit MTB


Merida - Iglesia de San Ceruvasio Credit MTB

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Visit Mexico | Spanish Translation | Download Video

As the summer months approach and vacation planning starts, American families of all shapes and sizes seeking the perfect trip, can look no further than our neighbor to the south for one of the friendliest, most welcoming vacation experiences.

Here is a peek at other numbers that exemplify the warm nature of the country:

- Mexico was awarded **#1** country in the world for **Family Travel** and Puerto Vallarta as **#2** destination in the world for **LGBTQ** travel by the global Travvy Awards
- International Living named Mexico as the **#1 retirement** destination in 2017
- For the third year in a row, Mexico was ranked as the **friendliest and most welcoming** country in the world by the John Mason survey of expatriates in 191 countries
- San Miguel de Allende, a UNESCO World Heritage site in Mexico, makes guests feel right at home and was named the **4th friendliest city** in the world by Travel + Leisure
- Travel + Leisure's "World's Best Awards" reader survey named five Mexican cities in its Top 10 Best Cities in Latin America rankings, including San Miguel de Allende (**#1**), Oaxaca (**#3**), Mexico City (**#4**), Merida (**#5**), and Guadalajara (**#8**)
- National Geographic named Baja California as one of its **top places to visit** in 2017
- The New York Times named Tijuana (**#8**) and Puerto Escondido (**#32**) in their 52 Places to Go in 2017. Mexico City was featured as the **#1** place to visit in their 2016 list
- "Halal Mexico" is a special program to help prepare airlines, hotels, restaurants and the wider Mexico tourism industry to cater to travelers from around the world that maintain a halal diet

Plan Your Trip Today!

For more information about Mexico go to visitmexico.com or the following social media sites:

Facebook.com/VisitMexico
Twitter.com/WeVisitMexico
Instagram.com/VisitMexico

Official hashtag:
#VisitMexico

Media Contact:

Melanie Garvey
T: +1 646 500 7704
M: +1 929 287 9774
melanie.garvey@mslgroup.com

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Watch the "Dear USA" video before the webinar begins:

visitmexico.com/dearusa

Webinar

"Dear USA"

September 27, 2017





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A WORLD OF ITS OWN

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Welcome

We are so excited to have you join us to learn about Mexico Tourism Board's initiative to continue promoting tourism to Mexico. We are sure this will be a great tool that you can leverage in your efforts to grow your business.



Presenter: **Alfonso Sumano**
International Offices Director, Mexico Tourism Board



Presenter: **Josh Shapiro**
Representative from the Mexico Tourism Board's communications partner, MSL

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Webinar Objectives

- Share the "**Dear USA"** Travel Invitation Video, the newest Mexico Tourism Board marketing tool.
- Discuss using the video and ways to promote Mexico and its destinations to drive your business growth.
- Create a conversation around traveling to Mexico and showcasing it as a welcoming and friendly country.
- Utilize today's webinar and your feedback to understand how the Mexico Tourism Board can foster strong collaboration with the industry.



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"Dear USA" Travel Invitation Video Explained

- This is an open invitation for travelers around the world to visit Mexico. It is a non-traditional form of marketing, based on Mexico Tourism Board's ongoing mission and vision to innovate, adapt and explore new forms of content, especially for digital/social platforms, that will best position and promote travel to Mexico.
- The concept was developed based on brand and audience data which shows that Mexico is recognized as one of the most friendly and welcoming countries in the world and that Mexico has a lot in common by way of connections, interests and common passions with many countries around the world. This data includes public rankings and awards by travel industry organizations, expat organizations and survey data.
- It will serve as an important part of Mexico's new "World of its Own" global positioning and marketing campaign, which is rolling out in several phases starting September 2017.

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There Already Exists A Positive Story and Recognition For Mexico's Tourism Offering



TEAM MÉXICO

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MSL

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Dear USA Video



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How Can You Benefit and Use This Tool?

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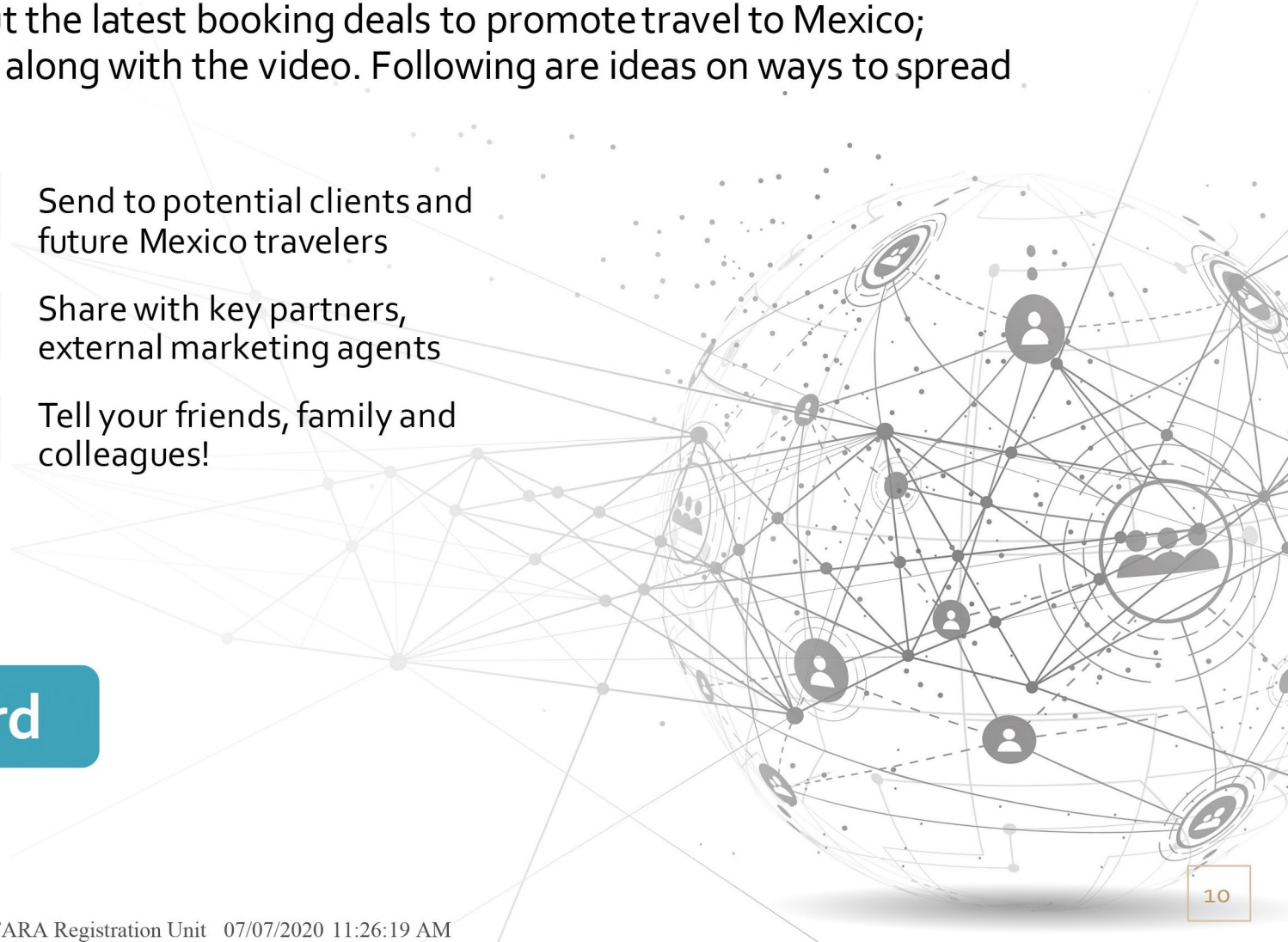
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Promoting the Video Among Your Network to Increase Bookings

Use the video along with key information about the latest booking deals to promote travel to Mexico; include links to booking sites as a call to action along with the video. Following are ideas on ways to spread the word.

- Send with an email blast
- Include the video in your internal and external newsletters
- Include in other internal communication
- Play the video at your retail locations
- Send to potential clients and future Mexico travelers
- Share with key partners, external marketing agents
- Tell your friends, family and colleagues!

Spread the word



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Amplifying with your Digital Platforms

- Feature it on your website
- Post it on your personal and company media channels (Twitter, Instagram, Facebook)
- Share the link with your partners, clients and friends and encourage them to post
- Use #MexicoLove as the hashtag
- Incorporate a link to the video: www.visitmexico.com/DearUSA



shutterstock.com

Example posts:

- Make your dream trip come true! Check out the Dear USA video from our neighbor Mexico #Mexicolove www.visitmexico.com/DearUSA
- Get inspired with this open letter from our Mexican friends #Mexicolove www.visitmexico.com/DearUSA
- We always dreamt of traveling together to surreal worlds #Mexicolove www.visitmexico.com/DearUSA Book your trip now!

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Other Positive Promotion Tools



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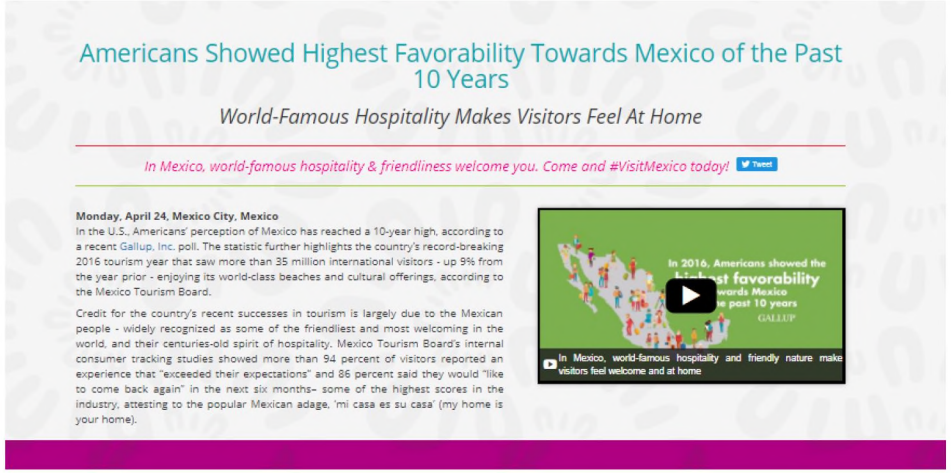
Positive Promotion

The following tools can also be leveraged to promote Mexico and drive bookings.

You can access these via www.visitmexico.com/DearUSA

- **Release:** World-Famous Hospitality Makes Visitors Feel At Home

- **Infographic:** Mexico Recognized for Hospitality and Friendliness / Recognized for Top Destinations





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Dear USA Video Amplification

The Mexico Tourism Board has a dedicated strategy to promote the country's touristic offerings.
As a key tool to promote tourism, the Mexico Tourism Board is amplifying the reach of the video by:



Media
Sending the video and information to key travel trade media outlets



Events
Showing the video during key industry events and meetings



Social
Posting the video and clips in VisitMexico's Facebook and Twitter accounts



Industry
Sharing the video internationally to all MTB offices, destinations and key players in the industry



Mexican Government
Sharing across Mexican government organizations for use to promote tourism when they communicate to US audiences

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Questions



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Sharing Your Feedback

- As the Mexico Tourism Board is rolling out new communications and marketing tools, we are interested in hearing feedback, ideas and suggestions from the industry.
- This brief webinar itself is a new platform we are leveraging with the launch of the "Dear USA" video to share more information and engage our valued partners.
- Following the webinar, we encourage you to share feedback via the feedback page or with your Mexico Tourism Board contacts so that we may continue to improve our efforts.



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losangeles@visitmexico.com

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Link to video:
visitmexico.com/dearusa

Thank You

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YOU ARE INVITED

The Chairman & President of the World Travel & Tourism Council

request the pleasure of your company at
The Global Summit Gala Dinner

Hosted by the
Mayor of Dallas
and the
Secretary of Tourism of Mexico

WEDNESDAY, APRIL 6, 2016

Arrivals by 7:15 pm.

Dress code: Cocktail or Business attire (jacket and tie)
Location: Meyerson Symphony Center, 2301 Flora St, Dallas,TX 75201
Transportation: Renaissance Hotel,
Departure from 6:15 pm. Return from 10:00 pm.

Invitation valid with Global Summit 2016 delegate badge







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DALLAS
BIG THINGS HAPPEN HERE

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REAL FACTS ABOUT TRAVEL TO MEXICO AND ZIKA VIRUS

Zika Virus Cases in Mexico Are
NOT Reasons to Cancel Vacation Plans

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As you get ready for your upcoming vacation, consider the following facts about Zika virus and traveling to Mexico:

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01 ZIKA VIRUS IS NOT ALL OVER MEXICO.

345
ONLY

Mexico is a very large country and the 345 autochthonous cases reported have only shown up in 11 out of 32 states.*

02 ZIKA VIRUS IS NOT CURRENTLY IN MAJOR INTERNATIONAL TOURIST DESTINATIONS.

11
STATES

It has only been found in 11 states, out of 32.



Most of the locations are not near major international tourism destinations.

*As of June 3, 2016

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03 EVERYONE IS NOT CATCHING THE ZIKA VIRUS.

80%
PEOPLE

80% of people who get infected with the virus show no symptoms, and those who do have mild symptoms that typically resolve within a week.

It is a serious illness, of course, and pregnant women – as with any other virus, illness or disease – should take precautionary measures and follow their prenatal care.

04 NOT EVERYTHING ABOUT ZIKA IS UNCERTAIN.

According to the World Health Organization, symptoms are usually mild and normally last for only 2-7 days.

There have been no cases of Zika virus reinfection – experts believe those infected should have life-long immunity.

*As of June 3, 2016

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05 ZIKA VIRUS IS NOT NEW.

1947
DISCOVERY

While it's new to North America, it was first discovered in 1947.



Zika has since been found in many countries around the world – Thailand stated they have had Zika virus since 2006 and tourists flock to their beaches every year without fear.

06 ZIKA VIRUS IS NOT A REASON TO CANCEL VACATION PLANS.



The World Health Organization (W.H.O.) March 8, 2016 statement confirms there is no reason to cancel or change travel plans to any country reporting Zika virus cases, with the exception of pregnant women.



Mexico remains dedicated to containing the virus and to taking preventative measures around the country and in tourist destinations, as they have done for many years, so it can continue to be one of the most recognized and beloved tourist destinations in the world.



With this statement applying to all countries, it's yet another reason that vacation plans to Mexico, should be a "GO!"

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07 MEXICO IS PREPARED.



Mexico is a nation with first class health care and has, time and again, worked with the W.H.O. and CDC to stop infectious diseases in their tracks.



All of North America has faced these types of threats before and for several years Mexico's major tourist destinations and businesses have practiced world-class procedures to control the mosquito population and minimize cases of dengue and other diseases.



Hotels, restaurants, airports, and other areas frequently visited by tourists have in place mosquito eradication practices and closely follow international guidelines to monitor and control their growth as much as possible.



Given that the Zika virus is contracted in a manner similar to other mosquito-borne diseases that Mexico has long been combating, the entire country and especially its tourist destinations, are already well prepared to contain it.

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Most of MEXICO remains Zika-Virus FREE

June 3th, 2016



Source: Healthy Ministry of Mexico

Does not represent the actual location of the cases

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TIANGUIS TURÍSTICO MÉXICO guadalajara JALISCO 2016

THE MEXICO TOURISM BOARD

CORDIALLY INVITES YOU TO ATTEND THE

41ST EDITION OF TIANGUIS TURÍSTICO 2016

COME EXPERIENCE MEXICO'S
DIVERSE TOURISM OFFERINGS AND SERVICES

APRIL 25TH – 28TH
EXPO GUADALAJARA
GUADALAJARA, JALISCO
MEXICO

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STAGE IS SET IN QUINTANA ROO FOR 39TH ANNUAL TIANGUIS TURISTICO MEXICO

- *Eight thousand tourism industry members from 60 countries have confirmed to attend Mexico's Tianguis in its 39th edition*
- *Tianguis is the most important promotional platform for Mexico's tourism*

Mexico City, Mexico – (May 2, 2014) - The Ministry of Tourism of Mexico and the Mexico Tourism Board announced that all is set for the launch of the 39th Annual Tianguis Turistico México in Cancun-Riviera Maya, Quintana Roo.

Tianguis Turistico Mexico is recognized as the most powerful promotional platform of Mexico's tourism industry, where buyers and sellers will meet from May 6th until the 9th.

The fair of Mexico's diverse variety of destinations will be showcased at the spectacular Lakam Center Exhibition Hall, offering more than 215,000 sq. feet of exhibition space.

This particular year the organizers report that all previous records of number of buyers and representatives from international countries will be broken. One thousand and five hundred buyers from 60 countries will have the opportunity to experience a deep immersion in the wide array of attractive destinations that Mexico offers.

For more information about the 39th Annual Tianguis Turistico, Quintana Roo 2014, please go to http://www.tianguisturisticomexico.com.mx/.

###

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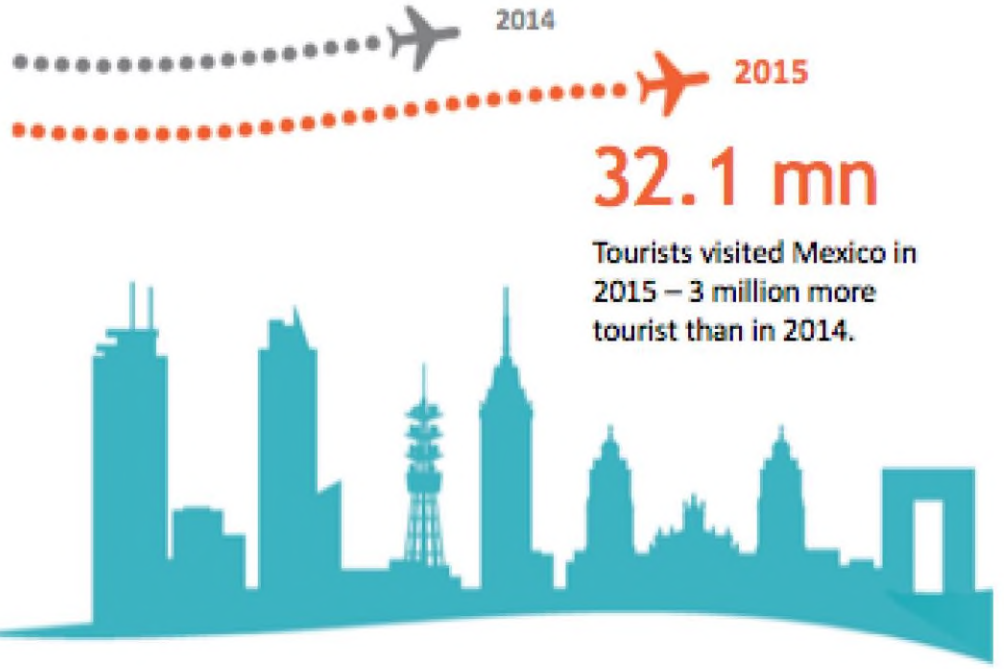
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Mexico Tourism Fact Sheet 2016

2015 in Review

2015 was a record year for tourism in Mexico and resulted in earnings of $17.457 billion, a 7.7% growth when compared to 2014 and a 20.1% growth when compared to 2013.





Mexico Fact File



COASTLINE
Mexico has more than 11,000 kms of coast, 450 beaches and a diverse marine landscape

BAJA CALIFORNIA SUR
The Sea of Cortez was named by Jacques Cousteau as the "world's aquarium"

CHIHUAHUA
The Chepe train in Copper Canyon covers the 405-mile route twice daily, going through the Tarahumara Sierra and its main tourist attractions

ZÓCALO
The Zócalo in Mexico City is among the largest squares in the world

NAYARIT
The state of Nayarit has the largest number of beaches with quality certification in all of Mexico.

YUCATÁN
Chichén Itzá, one of the Seven Wonders in the World, is located in Mexico

QUINTANA ROO
Swim with the whale shark, a gentle giant that measures up to 15 meters in length, in Quintana Roo's Isla Holbox

OAXACA
There are 7 types of mole including the famous mole negro

Source: Mexico Tourism Board

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About Mexico City

Population & Geography

- Located in the central region of the country
- Mexico City has a population of 8,918,653 people ***Source: INEGI, 2015 Census***
- One of the largest metropolitan areas in the world, with 16 boroughs and more than 300 neighborhoods
- By the end of 2014, Mexico City had seen more than 11 million visitors ***Source: siimt.com***

History

- Once the ancient Aztec city of Tenochtitlan, Mexico City was originally constructed on the Valley of Mexico over the ancient Lake Texcoco
- The Aztecs built an intricate network of canals to navigate the city. After the arrival of the Spaniards in 1519, most of the Aztec structures and canals were destroyed and replaced with modern roads and buildings
- Seat of the executive Federal power of the Mexican Republic, Mexico City is one of the oldest cities in America
- Mexico City was recognized as a Heritage City in 1987 due to its Historic Center and its Xochimilco National Park

Museums

- With more than 150 museums and galleries, Mexico City is one of the cities with the most museums in the world
- There are 141 buildings registered by the National Council for Culture and Arts where one can learn about its cultural, social, political and economic heritage
- Mexico City does not only have the largest number of museums, it also has some of the most interesting, such as: the National Museum of Anthropology, the Popular Art Museum, Jumex Museum, the National Art Museum, the Tequila and Mezcal Museum, the Mexican Museum of Design, the Soumaya Museum and the Museo Tamayo

Attractions & Activities

- Covering an area of more than 1,600 acres, Bosque de Chapultepec (Chapultepec Park) is Mexico City's largest oasis
- The Zocalo was once the main center of the Aztec capital Tenochtitlan and is now the beating heart of Mexico's capital
- Coyoacan is a neighborhood with some of Mexico City's top attractions such as La Casa Azul, the former home of Frida Kahlo

Gastronomy

- Mexico City comprises of 50 regional cuisines from across the country, with their unique ingredients and procedures
- Mexican gastronomy offers a blend of ancient culinary practices and the latest trends in international cuisine
- Mexico City is also known for its Gourmet Markets, such as Mercado Roma, Mercado del Carmen, and Mercado San Juan
- Three of the World's 50 Best Restaurants can be found in Mexico City: Quintonil, Pujol and Biko

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MÉXICO

Mexico Tourism Fact Sheet 2015

2014 in Review

2014 was a record year for tourism in Mexico and resulted in earnings of $16.258 billion, a 16% growth when compared to 2013 and a 27.6% growth when compared to 2012.





Mexico Fact File





Source: Mexico Tourism Board

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About Mexico City

Population and Geography

- Mexico City is located in the central region of the country.
- According to the 2010 Census, Mexico City has a population of 8,851,080 people.
- One of the largest metropolitan areas in the world, with 16 boroughs and more than 300 neighborhoods.
- With more than 17 million visitors by the end of 2014, Mexico City is an alluring destination filled with exciting revelations for travelers.

History

- Once the ancient Aztec city of Tenochtitlan, Mexico City was originally constructed in the Valley of Mexico over the ancient Lake Texcoco.
- The Aztecs built an intricate network of canals to navigate the city. After the arrival of the Spanish in 1519, most of the Aztec structures and canals were destroyed and replaced with modern roads and buildings.
- Seat of the executive federal power of the Mexican Republic, the Federal District is one of the oldest cities in America. It was recognized as Heritage City in 1987 due to its Historic Center and its Xochimilco National Park.

Gastronomy

- Mexico City comprises of 50 regional cuisines from all over the country, with their own ingredients and procedures.
- There also is a blend of ancient culinary practices and the latest trends in international cuisine.
- Mexico City is also known for its Gourmet Markets, like Mercado Roma and Mercado del Carmen.

Museums

- With more than 150 museums and galleries, Mexico City is the city with the most museums in the world.
- There are 141 buildings registered by the National Council for Culture and Arts (Conaculta) where one can learn about its cultural, social, political and economic heritage.
- Mexico City does not only have the largest number of museums, it also has some of the most interesting. We can mention, for example, the Folk Art Museum, Jumex Museum the National Art Museum, the tequila and Mezcal Museum, the Mexican Museum of Design, the Soumaya Museum and the Museo Tamayo.

Attractions and Activities

- Paseo de la Reforma is a wide avenue that runs diagonally across the heart of Mexico City. Here, some of Mexico's tallest buildings such as the Torre Mayor and others in the Zona Rosa stand. More modern extensions continue the avenue at an angle to the old Paseo.
- The Zocalo is the ideal spot to begin your sightseeing in Mexico City. Once the main center of the Aztec capital Tenochtitlan, this is the beating heart of Mexico's capital.

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Renowned chefs turn up the heat at Latin America's 50 Best Restaurants 2016

- ***Mexico City will host, for the second time, the Latin America's 50 Best Restaurants awards on September 26th, 2016.***

- ***Latin America's 50 Best Restaurants awards sums up the crossroads between culinary tradition and gourmet innovation, unique to the region.***

Mexico City, July 29, 2016. For the second year in a row, Latin America's 50 Best Restaurants, sponsored by S.Pellegrino & Acqua Panna, the celebration of the best gastronomic experiences that Latin America has to offer, will host its awards event in Mexico, an outstanding gastronomic destination with a rich and expanding gourmet scene. The gala awards will take place at Centro Cultural Roberto Cantoral in Mexico City on the evening of September 26th.

Created in 2013, *Latin America's 50 Best Restaurants* list provides an annual barometer of taste, created from the votes of over 250 independent experts from across the region. At the awards evening, the list is revealed to the assembled chefs, restaurateurs, media and VIPs, and a number of special awards for restaurants and individuals are presented.

Owned and organised by William Reed Media Group, *50 Best* provides a best in class gourmet platform that seeks to celebrate the culinary success of great restaurants and chefs and create awareness on the positive cultural impact of gastronomy. William Reed Media Group also organises *The World's 50 Best Restaurants*, founded in 2002, as well as *Asia's 50 Best Restaurants.*

"*Latin America's 50 Best Restaurants*, the quintessential gastronomy event in the continent, celebrates the importance of culinary tradition, variety and innovation in the region and recognises the talent of its chefs and creators. It also seeks to promote Latin America as a varied and vibrant gastronomic hub across the globe," said William Drew, Group Editor of *Latin America's 50 Best Restaurants*.

This year, the festivities will take place in Mexico from the 25th to the 27th of September, and will incorporate innovative features such as the interactive demonstration *#50BestTalks*, which will result in stronger engagement with relevant audiences.

In the weeks prior to the event, a number of important individual awards will be announced including *The Diners Club® Lifetime Achievement Award* (August 23rd); the *Best Female Chef Award* (September 1st) and the *One To Watch Award* (September 20th). These distinctions strengthen the philosophy of *50 Best* to promote inspirational female chefs, established expertise and young talent in the culinary arts.

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On Sunday September 25th to kick off the celebrations, the *#50BestTalks: Latin Liquids* event will take place at the St Regis Mexico City. It is an intimate, interactive session aimed at exploring the role of drinks in regional gastronomy – from coffee to cocktails – featuring speakers from *Latin America's 50 Best Restaurants*, who will present their national drink, offering the audience a chance to discuss and taste, alongside food pairings.

The annual *Chefs' Feast* will take place on the evening of September 25th at the acclaimed restaurants Nobu and Sylvestre. The event welcomes the region's leading chefs and restaurateurs to the *Latin America's 50 Best Restaurants 2016* celebrations, providing a chance to network, collaborate and eat and drink together.

Monday 26th is set for the Awards ceremony itself and all it entails. Beginning with a cocktail, guests and participants will be welcomed to the venue, followed by the unveiling of *Latin America's 50 Best Restaurants* list and the announcement of the special award winners. Finally, to celebrate the decorated chefs and participants, a press conference will allow for journalists to approach winners, and a Mexican closing party will round off the evening.

Latin America's 50 Best Restaurants Awards ceremony will be streamed live on www.finedininglovers.com, the online magazine for food enthusiasts proudly owned by S.Pellegrino and Acqua Panna.

* * *

Organised by William Reed Media
The Latin America's 50 Best Restaurants list, now in its fourth edition, is published by William Reed Media, which also publishes The World's 50 Best Restaurants, launched in 2002, and Asia's 50 Best Restaurants, launched in February 2013. William Reed Media is solely responsible for the organisation of the awards, collating the votes and producing the list.

Latin America's 50 Best Restaurants manifesto:
The Latin America's 50 Best Restaurants list provides a snapshot of the opinions and experiences of 252 Latin American restaurant industry experts. It is a globally recognised gastronomic reference point which showcases leading trends and highlights great restaurants from all corners of the region. What constitutes 'best' is left to the judgement of these trusted and well-travelled gourmets. There is no pre-determined check-list of criteria, but there are strict voting rules. The results are a simple computation of votes.

The Latin America's 50 Best Restaurants voting process and results are subject to independent adjudication by world-renowned professional services consultancy Deloitte.

About our host country sponsor:
Mexico is famed for its gastronomy. But beyond tacos and guacamole, there are rich and various culinary traditions spanning the whole country. The tastes, aromas and textures of traditional Mexican ingredients are an assault on the senses. The subtle blend of flavours in dishes such as mole and traditional Mexican salsas are sure to delight the palates of even the most conservative diners. Contemporary chefs are continually developing Mexican culinary identity, incorporating ingredients and cooking styles from all over the world in a cosmopolitan fusion.

About our main sponsor: S.Pellegrino & Acqua Panna
S.Pellegrino and Acqua Panna are the main sponsors of the awards. S.Pellegrino and Acqua Panna are the leading natural mineral waters in the fine dining world. Together they interpret Italian style worldwide as a synthesis of excellence, pleasure and well-being.

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Results
The best way to follow the build up to the announcement of the list and individual awards is via our social media channels:

- **Follow us on Twitter:** @LatinAmericas50 #LatAm50Best
- **Become our fan on Facebook:** https://www.facebook.com/LatinAmericas50BestRestaurants
- **Follow us on Instagram:** @TheWorlds50Best
- **Subscribe to our YouTube channel**: Worlds50Best

The results will also be live tweeted as they're announced as well as published online at www.theworlds50best.com/latinamerica immediately following the ceremony with assembled chefs and media in Mexico City. The awards are also streamed live for everyone at home via www.finedininglovers.com

For all media enquiries please get in touch with Braya on LatAm50Best@braya.com.mx
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José Luis Suinaga jose.suinaga@braya.com.mx
Phone: +52 55 4171 8933

Note to media: In order to receive more information and updates about Latin America's 50 Best Restaurants you must register on our media centre on line: http://www.theworlds50best.com/latinamerica/es/media-centre/press-releases.html

Host country sponsor:
- Mexico Tourism Board

Official sponsors:
- **S.Pellegrino & Acqua Panna** – Main sponsor; official water partner; sponsor of 'The Best Restaurant in Latin America' and individual 'Best in Country' awards for Brazil, Chile, Peru and Mexico
- **Diners Club International** – Official credit card partner and sponsor of 'The Diners Club® Lifetime Achievement Award - Latin America'
- **Modelo** – Official beer partner and sponsor of the 'Chefs' Choice Award'
- **Robert Mondavi** – Official wine partner
- **St Regis Mexico City** – Official hotel partner

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Welcome to Mexico City!

The Mexico Tourism Board and Latin America's 50 Best Restaurants want to thank you for attending this unique event. We are ecstatic to have you join us to celebrate world-renowned gastronomy and Mexican culture. Mexico City, the country's capital and one of the largest metropolitan areas of the world, will offer you a fascinating and stimulating experience that we are sure you will enjoy. We hope you are excited and ready for a fabulous trip.

If you don't follow us already, please find our hashtags and networks below so you can tell us about your trip in real time!

/VisitMexico - https://www.facebook.com/VisitMexico
@WeVisitMexico - https://twitter.com/WeVisitMexico
@DescubreMiMexico- https://instagram.com/descubremimexico/
/VisitMex - http://www.pinterest.com/visitmex/

50 Best Restaurants Handles Include:

@TheWorlds50Best
@TheWorlds50Best / and @LatinAmericas50
/50bestrestaurants and /LatinAmericas50BestRestaurants
/worlds50best

Hashtags:

#LiveItToBelieveIt
#VenAComer
#50BestTalks (50BestTalks discussion)
#LatAm50Best

Share your excitement and incredible adventures with us –share, tweet and tag your experience away with #LiveItToBelieveIt!

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MÉXICO
LIVE IT TO BELIEVE IT

Día de muertos
EL VIAJE CONTINÚA

Welcome to Mexico City!

The Mexico Tourism Board would like to thank you for joining us during these festivities. We are ecstatic to have you join us as we celebrate a millenary tradition and Mexico's unique culture during the Day of the Dead!

Mexico City, the country's capital and one of the largest metropolitan areas of the world, will offer you a fascinating and stimulating experience that we are sure you will enjoy. We hope you are excited and ready for a fabulous trip that encompasses new and old traditions of this celebration.

You will be experiencing the first ever Day of the Dead Parade in Mexico City, which is hosted by the Mexico Tourism Board and the Ministry of Culture of Mexico City.

If you don't follow us already, please find our hashtags and networks below so you can tell us about your trip in real time!

/VisitMexico
@WeVisitMexico
@DescubreMiMexico
/VisitMex
www.visitmexico.com
http://www.visitmexico.com/dofd

We invite you to check out the following links from the Ministry of Culture of Mexico City for additional information on this incredible celebration!

http://data.cultura.cdmx.gob.mx/celebraciondemuertos/
https://www.youtube.com/watch?v=JGQa5c77__E
CDMX http://www.cultura.cdmx.gob.mx/comunicacion/nota/872-16

Share your excitement and incredible adventures with us –post, tweet and tag your experience away with #LiveItToBelieveIt or #DíadeMuertos!

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MÉXICO
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MÉXICO
LIVE IT TO BELIEVE IT

Mexico's Ministry of Tourism and the Mexico Tourism Board Unveils Promotional Campaign

"Live It To Believe It" launches this fall in U.S. and Canada



New York, NY (September 26, 2013) – The Mexico Tourism Board presented its new North American campaign "Live It to Believe It" at the American Museum of Natural History in New York yesterday evening.

"Live It to Believe It" takes destination advertising to another level through visual imagery, the campaign powerfully showcases Mexico's wide diversity, culture, nature, flavors, history, innovation and state of the art destinations. The campaign is aspirational and elegant, meant to evoke memories through visitors experiences.

Slated to air this month nationwide, the first ad combines Vallarta and Nayarit as one; show casing their respective assets, they create a grand destination that has it all. In addition, the Mexico City ad features an exciting cosmopolitan, vibrant and modern city, with a strong sense of history. Other destinations such as Yucatan, Los Cabos and Cancun-Riviera Maya will also be integrated into the first phase of the campaign.

With an initial investment of 36 million dollars, the campaign incorporates all media platforms including public relations, with a strong emphasis on digital channels.

The event hosted more than 400 guests including travel agents, industry associations, hotel chains, tour operators and special guests, including: Mexico's Secretary of Foreign Affairs, José Antonio Meade; Mexico's Ambassador to the U.S., Eduardo Medina Mora; Mexico's Undersecretary for North America, Sergio Alcocer; the Consul General of Mexico in New York, Sandra Fuentes-Beraín and Rodolfo López Negrete, CEO of the Mexico Tourism Board, among others.

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