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Mazatlan Reports Investment and Bookings for 2012

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MAZATLAN, MEXICO -- (Marketwire) -- 12/05/11 -- Mazatlan's tourism industry reports a positive response from the Canadian market for the 2012 winter season. According to the [Mazatlan Tourism Trust](#), results include a 24% increase in hotel reservations for the first quarter of 2012 over 2011. Mazatlan and its industry partners have made a historic marketing investment of \$97 million Mexican Pesos (approximately \$7.2 million Canadian) across North America in 2011. Mazatlan also boasts the newest [Wyndham](#) property in Mexico.

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"The investment to promote Mazatlan grew by 35% in 2011 compared to 2012," said Gilberto Aviles, President of the Airline Committee of the Mazatlan Tourism Trust. "This has been a joint effort between American, Canadian and Mexican airlines; hoteliers; tour operators; the Mexico Tourism Board; and the Mazatlan Tourism Trust." The investment was directed toward advertising and public relations. "Among other things, we sought to project an accurate image of

Mazatlan and the cultural aspect that sets it apart from other beach destinations. This included hosting 330 journalists from all three North American markets."

Foreign investors have also continued to take part in the local tourism industry. Wyndham Hotel Group, the world's largest hotel company based on number of hotels, announced the addition of Mazatlan's [Wyndham Las Villas Resort](#) to their portfolio in October. The boutique hotel is operated by Colorado-based Club Acquisition Company - owners of the luxurious [Estrella del Mar](#) Golf and Beach Resort. Estrella del Mar is a well-known destination for Western Canadians, located 10 Kilometers from Mazatlan's Rafael Buelna International Airport.

Wyndham Las Villas Resort Mazatlan provides guests with access to Estrella del Mar's 18 holes of championship, oceanfront golf at the Robert Trent Jones, Jr.-designed course. "It is a pleasure to have a property with the characteristics of Wyndham Las Villas Resorts Mazatlan, and it is undoubtedly an excellent addition to Mazatlan," noted Carlos Cerezo, Director of Operations of Latin America for Wyndham Hotels and Resorts. "Whyndam Hotel Las Villas exceeds the expectations and standards that Wyndham hotels and resorts is known for."



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