



MAZATLÁN AT THE TOP OF PREFERRED BEACHES BY MEXICANS.

In addition, the destination appears for the first time in the top ten ranking in other categories.

Mazatlán, México. January 14th, 2011. Mazatlán again appeared among the "top" of the favorite beaches of domestic tourists. In a survey released by the respected polling firm "Consulta Mitofsky," Mazatlán this week ranked as the second-preferred beach destination for vacationers from Mexico.

In a separate evaluation, Mazatlan ranked first, gaining the top-rated preference just months ago through an Internet competition between domestic citizens organized by the world-renowned Travelocity of México.

"This news reaffirms that Mazatlán's improved image of the last few years is producing good effects," commented Vice-President of Mazatlán Hotel Association, Carlos Berdeque. "It is remarkable how have we developed and promoted other options for fun and entertainment for tourists, including the Historical Center, Mazatlán Aquarium and other interesting colonial towns in the surrounding area," added Mr. Berdeque..

Broadening its popularity as a sun and beach destination, Mazatlán is nowadays recognized by tourists as a city rich in culture as well as relaxation, which explains the growing number of Mexican tourists who now regard Mazatlán as a principal vacation option providing leisure and entertainment.

Berdegué noted that the promotional efforts of the Hotel Association have greatly influenced the results reflected in the "top spot" appraisals. He also reaffirmed his commitment to continuing with advertising campaigns and support of those events which benefit Mazatlán and the tourism board in general, considering their profound importance in the maintenance of the harbor economy.

"Of course the promotion we have been carrying out is reflected in the results obtained by these polls," observed Berdeque. "In 2008 Mazatlán didn't figure in any of the previous categories. Now many people are aware that Mazatlán is a destination well worth visiting for many reasons. Mazatlán will continue diversifying its options of vacation offers, in addition to the beaches, golf, fishing and gastronomy."