

# MEXICO UPDATE

## You should know

### MEXICO: POST TRAVEL ALERT

- The "Enchantment of the Seas", was received at the port of Cozumel by Rodolfo Elizondo, Minister of Tourism, Félix González, Governor of Quintana Roo, Oscar Fitch, CEO of the Mexico Tourism Board; Sara Latife, Minister of Tourism of Quintana Roo, and Juan Molinar, Secretary of Communications and Transportation, who gave the first tourist stepped on Mexican soil a certificate, courtesy of the Royal Park Hotel.
- Hugh Jackman said after meeting Felipe Calderon, President of Mexico: "To meet the president was great, it's not something I do very often... for me it was an honor and what he has done and accomplished these past few months is inspiring. His solidarity is admirable and you can tell he loves his country and people."
- Marcelo Ebrard, Mexico City's Mayor, announced today the launch of a promotional program based on discount coupons that will not expire until January 6, 2010. These coupons can be redeemed at restaurants, hotels, airlines, car rental companies, shuttles, theaters, auditoriums and nightlife locales such as discotheques.
- Beginning June 1, Americans traveling by road or ship to Mexico and Canada will have to show a passport or similar document to get back into the U.S. Travelers will be required to show a passport or one of the new wallet-size passport cards. Make sure you are prepared.
- In order to promote and reactivate the tourist sector, President Felipe Calderón launched the Vive México promotion and communication campaign that will have unprecedented Federal Government investment of approximately 91.4 million US dollars.



### WHAT THE WORLD IS SAYING ABOUT MEXICO:

- ✓ During his press conference in Mexico City, Hugh Jackman said "Mexico has friendly people and I tell everyone that if they want to enjoy life, to come here. The culture, art, architecture and history of this country are great, this mix makes it a wonderful place."
- ✓ "It's just a really good time for travelers to stretch their dollar and get a great vacation," said Ian Jeffries, a spokesman at Expedia.com. "We're hearing anecdotally those who are keeping plans are being showered with service from the hotels so grateful to have them there."
- ✓ The NBA announced that they will play a preseason game in Monterrey, Mexico, between the Phoenix Suns and Philadelphia 76ers on Oct. 18. The game will be the NBA's 18th in Mexico and second in Monterrey.

### TOP REASONS TO GO TO MEXICO NOW:



- ✓ The Ministry of Health initiated a certification program for tourism destinations that are free of influenza A H1N1 by analyzing the most important touristic places and endorsing them as safe and healthy. To this date there are five cities certified as "virus free". These cities are: Cancun, Cozumel, Villahermosa, La Paz and Manzanillo. Nine more entities will be added to this list, including Mexico City.
- ✓ The Four Seasons Resort Punta Mita, 45 minutes from Puerto Vallarta, is giving away a free night for every two consecutive nights booked at the hotel. You can use the benefit more than once in a single stay: so, if you stay four nights, you get two nights free. Rates start at \$545 per night through June 30 and drop to \$415 from July 1 through Sept 30.
- ✓ The Tides's two Mexican locations — in Zihuatanejo on the Pacific coast and on the Riviera Maya, in Playa del Carmen — are offering a second room free of charge until September. Room rates start at \$355 in Zihuatanejo, and villas at the Riviera Maya resort start at \$585.
- ✓ In Los Cabos, Rosewood's Ventanas al Paraiso is offering summer rates for its three-night Escapes package to \$515 a night and is adding extras like free upgrades and \$200 in resort credit.
- ✓ For more information on deals to Mexico please contact a travel agent or go directly online to [www.visitmexico.com](http://www.visitmexico.com) to be able to take advantage of these and other offers.

### IMPORTANT INFORMATION:

- For information on sales and offers in Mexico please visit [www.ofertasvivemexico.com](http://www.ofertasvivemexico.com). Please note that this website is in Spanish.
- Mexico information can be accessed through [www.visitmexico.com](http://www.visitmexico.com) or directly at [www.mexico-update.com](http://www.mexico-update.com)
- Tourism information and assistance: in the U.S 1-800-44-MEXICO, in Europe 00-800-1111-2266, and in Mexico 078
- To find the nearest American embassy or consulate to your destination please visit: [www.usembassy.gov](http://www.usembassy.gov)