

NEW PROMOTION CAMPAIGN OF MEXICO CITY LAUNCHED



The Mexican Secretary of Tourism (SECTUR), the Tourism Board of the country, recently presented its international promotion campaign focusing on Mexico City. An amount of \$11.6 million is to be invested in the campaign called 'Mexico City, Live It to Believe It'.

“The goal for the city in terms of tourism is positioning itself as one of the great capitals of the world with respect to culture, food and fun,” explained the tourism secretary, Claudia Ruiz Massieu.

Accompanied by the Head of Government of the Federal District, Miguel Angel Mancera, she said that **this promotional campaign is the first specific effort of the Government of the Republic to promote Mexico City internationally and, in particular, to the markets of the United States and Canada.**

“It is a modern campaign showing beautiful Mexico City for what it is: a modern metropolis full of life, a vibrant and cosmopolitan city, with thousands of things to discover every day, a city that is unique in the world and, with its centuries-old magic, is able to present various sides to different visitors,” said the Minister of Tourism.

Massieu explained that the campaign follows the instruction of the president Enrique Peña Nieto to diversify tourism and make targeted and effective promotion of the country.

Massieu said that the Tourism Secretariat is committed to help the most important tourist destinations of the country, to diversify the offer and to be more competitive internationally.

She mentioned that this promotional program is to spearhead a broader campaign to other destinations, and for which an investment of \$11.6 million will be allocated in traditional media and internet.

Rodolfo Lopez Negrete, the general director of the Tourism Promotion Council of Mexico, said that Mexico City wants to communicate a message of a destination with large proportions of diversity, quality of infrastructure and tourism services; modern city with a very important cultural and historical heritage.

He stated that an aspirational campaign has been developed, with an elegant and fine tone, with a new visual language made of memories and remembrances, where visitors speak about their experiences when on holiday in the city.

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