

# MEXICO TO PROMOTE DESTINATIONS FOR OVER USD 287 M



Mexico will have about \$ 287,476,000 to promote their tourist destinations around the world and with that they will meet the guidelines given by Enrique Peña Nieto, President of the Republic, as Héctor Barraza Gómez said, director of the National Tourism Fund.

He reported that many beach destinations are planned to be promoted, mainly the Cancun, Los Cabos and Riviera Nayarit. He also mentioned that now a new strategy will be applied to promote tourism destinations nationally and internationally.

"It is one of the strategies to support the economic development of the country; therefore we will work harder to promote national and international tourism. In the case of Fonatur we have U.S. \$ 287 million budget and everything will be invested in tourism," he said.

In the XI National Tourism Forum, in Cancun, Quintana Roo, said that since the creation of the Tourism Cabinet by the President, Enrique Peña Nieto, "we are convinced that this will become a support for the economic development of the country."

He added "we will consolidate the destinations we currently have and so we will put all our efforts in Cancun, which is a fully consolidated destination, Los Cabos, and we will put a lot of interest in Ixtapa, Huatulco, especially the Riviera Nayarit, we are going to put a lot of effort in Playa Spirit in Sinaloa as well."

When questioned about the expectation of the XI National Tourism Forum, Hector Barraza Gomez made it clear that here are all the investors and the federal government. "This gives us all the opportunity to show the new strategy of the Enrique Peña Nieto's Administration, in tourism".

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