

# Mexico to Heavily Invest in Tourism



Mexico's tourism sector is growing, with more and more tourists visiting, not only from the US and Canada, but also from Europe and Asia. In pursuing its plans to become the world's fifth most visited country, the Mexican government has pledged \$1.3 billion for improving infrastructure and marketing some of Mexico's greatest assets. The general target is to welcome more than 22 million tourists (the number of visitors last year). The campaign has so far provided 3000 extra jobs and 13000 further positions in support areas.

The Mexicans certainly have a lot to be proud of, offering attractions and hosting events for potential tourists. There are 26 UNESCO heritage sites, leaving them third in the world behind Italy and Spain. For tourists there is a wide scope of activities, ranging from whale watching in south California, whitewater rafting in San Luis Potosi, underwater cave diving in Riviera Maya and hiking in the jungles of Puerto Vallarta. Basically, it could be argued that there is something for any age and interest in Mexico. For younger generations there are the above-mentioned activities and tequila trips, whereas senior tourists are often lured by the ancient Meso-American ruins spread around the country.

In 2005, it was calculated that the average tourist spends a total of \$35 per day. It is believed that recent investments will bring more revenue. For example, the region of Cancun has been granted funds to build a zoo. The area is already popular for its 40 kilometre coastline. Furthermore, the Mexican government started to give tax returns to tourists in July last year. This was an attempt to get even more people through its borders.

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