

PRESS RELEASE

PRESS RELEASE NUMBER: BP13

CONTACT: ANA LUISA MORÁN

E-MAIL : relacionespublicas@visit-ixtapa-zihuatanejo.org

IXTAPA-ZIHUATANEJO Host of the "TELCEL-NOKIA GRAND FINALE TOUR

2008"

Considered as Mexico's most important amateur golf pairs tournament, the TELCEL-NOKIA Tour will close out its fifteen stage tour which has been played on the best golf courses in Mexico, this upcoming Friday and Saturday November 7-8, in Ixtapa-Zihuatanejo before over 140 golfers from clubs throughout Mexico and special guest invited from the Dominican Republic.

On November 7th at the Palma Real Golf Course the tournament activities begin with a golf clinic led by three golf pros. The Palma Real Golf course is a 6,898 yards 72 par extravaganza designed by world renowned golf course designer and architect Robert Trent Jones Jr., whose designs are characterized by their perfect harmony with nature as in the case of Palma Real, which is surrounded by natural lagoons, and lush tropical vegetation.

After 11 years that these two market leading companies have supported the sport of golf in Mexico, thanks to the infrastructure and quality service offered by Ixtapa-Zihuatanejo, the "TELCEL-NOKIA GRAND FINALE TOUR 2008" will be played at this spot in the Mexican Pacific under a 36 hole Stableford system of play.

Saturday's activities will consist of two rounds of play handicapped at 80%, starting at 9:00 am, so that Saturday afternoon and Sunday morning, participants can get to know and experience all the tourist attractions Ixtapa-Zihuatanejo has to offer. After the golf competition participants will enjoy the awards dinner hosted by the Barcelo Ixtapa Hotel, where the winners will receive trophies and recognitions for their outstanding play.

Ixtapa-Zihuatanejo regards this sporting activity as essential to the high-end premium tourist industry and as such supports and promotes these types of events so that players can not only enjoy the best in golf, but also a closeness with nature and a variety of activities that offer a suite of excellent, high quality, tourist services.

On the other hand, the link between the realization and the broadcasting of this event, will double the impact of the image being projected of our destination within the premium tourist segment. Therefore, thanks to the relevance of this event in Ixtapa-Zihuatanejo operated by Championship Management Company, this binomial beach has obtained broad coverage and hence presence through marketing material sent out to golf clubs in the form of promotional posters and exhibitions in the award ceremonies at each of the fifteen stops of the "TELCEL-NOKIA TOUR 2008, which include San Carlos Golf Club in Toluca, Campestre Golf Club in San Luis Potosi, Campanario Golf Club in Queretaro, The Missions Golf Club in Monterrey, The Atlas Country Club in Guadalajara, The Tres Marias Golf Club in Morelia, among other emissary cities of tourism to this beach destination.

Without a doubt the realization of this tournament represents concrete actions that foster the development of products and services related to golf tourism in Ixtapa-Zihuatanejo that inspires both national and international tourists to play this sport.