

PRESS RELEASE

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IXTAPA-ZIHUATANEJO TAKES RESPONSIBLE ACTIONS TO STRENGTHEN VISITORS' TRUST

Ixtapa-Zihuatanejo, Gro, May 11th, 2009, 12:30 p.m. The Conventions and Visitors Bureau of Ixtapa-Zihuatanejo wishes to inform the representatives of the national and international travel industry that in accordance with updated information from the Office of Municipal Health Services of the Municipality of Zihuatanejo de Azueta of which the beach twosome of Ixtapa-Zihuatanejo is a part, in this Municipality no cases of the human influenza virus A H1NI have been officially reported, however, with the purpose of safeguarding the well-being and health of visitors and inhabitants, **Ixtapa-Zihuatanejo** takes responsible actions that allow a pleasant stay to those who enjoy relaxing vacations in **Ixtapa-Zihuatanejo**.

SERVICES

- The extensive beaches, the variety of restaurants in the open air and in front of the sea, the theme parks immersed in Nature, as well as the variety of adventure and ecotourism services, operate in their regular manner, observing the recommendations of the State and Municipal Health Departments. Movie theatres, bars and discos offer their services following strict preventive measures among which the occupation of 60% of their capacity, as well as the distribution of ample spaces between tables stand out. It is worth mentioning that the percentage will change in accordance with the favorable resolution of the sanitary contingency.
- Thanks to its average temperature that oscillates between 28 and 30 degrees Celsius and the refreshing sea breeze that characterizes Ixtapa-Zihuatanejo, the restaurants in this beach twosome are in the open air, in front of the sea or rest upon cliffs of the bay. During this season, these panoramic restaurants offer special individual or group promotions and discounts.

- The three traveler attention and service modules from the Municipal Tourism Office that are located at three of the spots that have the most tourism flow in this beach twosome like Boulevard Ixtapa, Playa “La Ropa” and the Pier of Zihuatanejo; as well as the office of the Tourism Promotion Department Delegation (SEFOTUR) in Zihuatanejo and the Conventions and Visitors Bureau (OCV) in Ixtapa, have updated information designed especially for national and international visitors in an easy-to-use document format where travel recommendations are listed clearly, telephone numbers and contacts of interest to the traveler. The Council for the Promotion of Tourism of Mexico (CPTM) makes these documents that are updated constantly.

ACCESS AND CONNECTIVITY

- By virtue of the preventive measures taken in coordination with the Health and Communications and Transportation Departments, in the airports belonging to Grupo Aeroportuario Centro Norte (OMA), the group to which **Ixtapa-Zihuatanejo’s** International Airport belongs, all passengers who travel to any international destination must arrive to the terminals with enough time to go through the medical examination center where they must fill out a form and receive a complementary medical exam, in addition these centers will have special equipment and specialized personnel to run tests. The measures will continue until a new announcement is made (<http://www.oma.aero/es/aeropuertos/zihuatanejo/>) . **Ixtapa-Zihuatanejo’s** International Airport operates in a regular fashion with airlines that offer connections through their system as well as their partners in flights from Mexico, the United States and Canada in regular and seasonal flights by Air Canada, United Airlines, Us Airways, Continental Airlines, Alaska Airlines, Apple Vacations, MLT (Worry –Free Vacations, Mark Travel (Funjet), Gogo Liberty Travel) Aeromexico, Click de Mexicana, Interjet, Magnicharters and Liberación .
- The bus terminal operates in its regular manner with bus lines like Estrella de Oro, Estrella Blanca, TAP, La Línea Plus, Parhikuni and Autovías.
- As a result of the networks of roads and highways that connect Ixtapa-Zihuatanejo to a great part of the national territory, this tropical paradise offers the opportunity of arriving through a ride on automobile from cities like

León 05:53 hrs, Toluca 06:53 hrs., San Miguel de Allende 05:46hrs., México DF via Acapulco 07:03 hrs, México DF via Morelia 06:54 hrs. , Querétaro 05:30hrs, Puebla via México 07:19 hrs., Puebla via Morelia: 08:10 hrs., Uruapan 02:48hrs., Acapulco 03:00hrs., Celaya 05:00hrs. Cuernavaca 05:47, Guadalajara 05:47 hrs., Guanajuato 05:37hrs., Irapuato 05:00hrs., Morelia 03:42 hrs., Pátzcuaro 03:12hrs . (I am attaching a road map)

- Due to the easy access by land, the inter-municipal brotherhood and the attractive travel circuits, **Ixtapa-Zihuatanejo -Pátzcuaro -San Miguel de Allende** and **Celaya** present **"Del Sol al Corazón" (From the Sun to the Heart)**, the travel product that national and international travelers who want beach, culture, sun, tastes and traditions all in one travel experience have been waiting for. Currently tour operators offer this travel circuit with attractive packages with lodging and tours through the most representative and attractive places of each one of the spots that make up "Del Sol al Corazón".
- All hotels in Ixtapa-Zihuatanejo are open and operating as usual; a large number of hotels in Ixtapa and in Zihuatanejo extend promotions and special tariffs such as the third night is free, "late check out" and breakfast included.

EVENTS

Following responsible preventive practices, the events in Ixtapa-Zihuatanejo have been rescheduled for the following dates: May 15th "Free Style Moto Show X-Treme", May 26-31 "XXVII International Alcoholics Anonymous' 24 hour Movement Congress", May 29-31 "International Sports Fishing Tournament", June 03-07 "XXII International Neurotics Anonymous' Good Will 24 hour Movement Congress" and June 13-16 the "National Cheerleading Championship".

The "XXV International Ixtapa Televisa Deportes Jumex Sport 2009 Triathlon" will take place on the original date, starting at 07:30 hrs on Saturday May 23rd. This sports competition in running, swimming and cycling will be held on Boulevard Ixtapa and under the following categories: **Elite, olympic, sprint, children and relay**. At 5:00p.m. on the day of the event the official results of the competition will be available at: www.asdeporte.com

*Note: The status on the human influenza virus H1N1 in the Municipality of Zihuatanejo de Azueta is subject to constant updates, the Conventions and Visitors Bureau of Ixtapa-Zihuatanejo is not responsible for the instant update of such status.