



## PRESS RELEASE

# IXTAPA ZIHUATANEJO HAS WON THE CATEGORY MEXICO'S LEADING DESTINATION IN THE WORLD TRAVEL AWARDS™ 2023

- Ixtapa Zihuatanejo has won the category Mexico's leading destination in the World Travel Awards 2023.

**Ixtapa Zihuatanejo, August 29th 2023.** This year, the Pacific Bundle has received the award for the second time with first place in the World Travel Awards 2023™ receiving the distinctive as Mexico's leading destination, an award which positions it as a worldwide leader beach destination.

No doubt these important distinctions make Ixtapa Zihuatanejo one of the favorite destinations not only to the Mexican market but in the international one as well, specifically the United States and Canada, maintaining direct air connectivity with these two countries.

For 2023, the World Travel Awards™ celebrate their 30th anniversary, and they celebrated in Saint Lucia Island. Founded in 1993 they established themselves to recognize, award and celebrate excellence in all the key sectors in the travel, tourism, and hospitality industry. Nowadays, the brand World Travel Awards™ is recognized worldwide as the principal excellence seal in the industry.

Their annual program is recognized as the most prestigious and wide all around the globe. Every year, the World Tavel Awards™ cover the world with their Grand Tour, a series of regional gala ceremonies to recognize the excellence inside every continent that culminates with a Grand Finale at the end of the year.

Through an online voting process for each country, and to a regional level as well, the World Travel Awards™ include different categories where the professional in the tourism industry and public participate.

The categories comprehend every sector in the tourism industry, such as: hotels, travel agencies, airports, airlines, cruises, harbors, trains, touristic operators, and restaurants, to mention some. They also award the country's leading destinations, including beach, cultural, patrimonial, gastronomic, business, events, adventure, and "green" destinations.





Pedro Castelán Reyna, Executive Director of the Ixtapa Zihuatanejo Convention and Visitors Bureau, mentioned: "This award is the result of the industry's years of work to position Ixtapa Zihuatanejo in the first places as a beach destination in Mexico and to an international level. We have achieved working together with the Hotel Touristic Sector, Local Government, the Convention and Visitors Bureau, the State's Secretary of Tourism, to position our destination in the tourists' mind, as proof: this distinctive which we have obtained for the second time, since we were awarded with the same prize in 2023. We are compromised, and we will keep on going forward to give this beautiful destination the place it deserves, competing against the "big ones" is a big deal, our fellow destination; Cancun, Los Cabos, San Miguel de Allende, Oaxaca and Mexico City were nominated and fortunately we were the winners."

This year particularly, we are partying, with all the good news for the destination, the designation of Zihuatanejo as a Magical Town, the recent announcement of flights coming from San Diego and Chicago with Alaska Airlines, currently Ixtapa Zihuatanejo has regular routes from Tijuana and Mexico City, we have increased the national connectivity with new routes; El Bajío, Querétaro and León Guanajuato. The north of the country with routes from Monterrey and the Center with a route from Felipe Angeles International Airport.

The connectivity with the neighboring country grows. In addition to our regular routes from Los Angeles, San Francisco, Houston, and Dallas, as well as our seasonal flights: Minneapolis, Chicago, San Diego, and Phoenix. From Canada, you can fly with any of our seasonal direct flights from Montreal, Toronto, Calgary, and Vancouver.

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### **About Ixtapa Zihuatanejo**

*Mexico's Secretary of Tourism announced the nomination of Zihuatanejo as a Magical Town. This is the result of years of work of the industry to position Ixtapa Zihuatanejo in the top of Mexico's beach destinations and at the international level. We've managed to position our destination in tourist minds through the Convention and Visitors Bureau, the State and Municipal Government and Hotel Associations. This distinction is a proof of that.*

*The beaches Playa El Palmar, Playa Las Gatas, Isla Ixtapa, Playa La Ropa are some of the most representative of our sunny destination. Ixtapa Zihuatanejo is two destinations in one: Zihuatanejo, a unique village that exists since the times of New Spain and which has grown from a peaceful fishermen's little town to a charming tourist destination. Ixtapa is a tourist center planned by FONATUR in the seventies, where you will find first class hotels.*

*Recognized as a Top Destination in Mexico upon receiving the first place at the World Travel Awards 2020, Ixtapa Zihuatanejo ranks as a top beach destination at global level, and is one of the big favorites of the national and international market.*





*Ranking in the 5th place out of 52 most attractive destinations to visit in 2022 by The New York Times, Ixtapa Zihuatanejo is the only Mexican destination in the list chosen for being a nature conservation destination that boosts environmental projects where travelers can be part of the solution and change.*

*The beach Playa La Ropa ranks in the Top 10 of Mexico's most popular beaches by Traveler's Choice Awards 2023, awarded by the world biggest travel platform users, TripAdvisor.*

*Ixtapa Zihuatanejo ranks in the Top 5 of Best Mexican Cities in The World's Best Awards 2021 by the magazine Travel + Leisure, which recognized it as one of the most amazing cities in the world. In addition to this award, the hotels Cala de Mar Resort & Spa and Las Brisas Ixtapa are also ranking in the Top 25 Resort Hotels in Mexico.*

*For the third consecutive year, the World Travel Awards™ 2023 has nominated the dual city of the Mexican Pacific as a Top Destination in Mexico. This nomination positions Ixtapa Zihuatanejo as a world's top beach destination.*

*Ixtapa Zihuatanejo got the mention BEST VACATIONS: TOP DESTINATIONS AND HOTELS U.S. NEWS 2023 thanks to its great diversity of tourist attractions and beaches that distinguish us. Here the Top 5 of the chosen destinations: 1.- Zihuatanejo, 2.- Tulum, 3.- Cozumel, 4.- Ixtapa and 5.- Isla Mujeres.*

*The magazine U.S. NEWS, considered one of most the important travel media at an international level thanks to its sophisticated information for the exquisite stroller, invites its readers to participate in its traditional survey through its platform in order to share their opinions about the main destinations and travel agencies to award the very best of the world.*

