



PRESS RELEASE

ZIHUATANEJO OFFICIALLY BECOMES A MAGICAL TOWN

- Tourism Secretariat of Mexico announced the nomination of Zihuatanejo as a Magical Town.
- Zihuatanejo is one of the 45 new Magical Towns of Mexico.

Ixtapa Zihuatanejo, June 28th 2023. Tourism Secretary, Miguel Torruco, directed the ceremony of nominations. "The new Magical Towns join a large tourist offering in our country, and broadened it to generate a greater economic flow, as they become an incentive to travel", declared Torruco.

Tourism Secretary, Miguel Torruco, highlighted that Mexico now has 177 Magical Towns. Such destinations are the favorites of national and international visitors of all over the world thanks to their very own characteristics, related to nature, community life, customs and traditions. Furthermore, he stated that the registered mark "Magical Towns" means an 8% annual increase of the Gross Add Value of the destination that receives the nomination. Additionally, SECTUR will keep boosting these magical destinations through the initiative "Rutas Mágicas de Color".

He stressed that wider efforts will be made in order to promote its tourist heritage through International Tianguis of Magical Towns, Magical Towns Tianguis and the traditional Tourist Tianguis of Mexico.

Cozumel, Ixtenco, Otumba, **Zihuatanejo**, Córdoba, Ixcateopan, Hidalgo del Parral and Copainalá highlighted among the new Magical Towns. The Tourism Secretariat holder underlined that they have received 123 applications from 27 entities for the 2023 summon, and only 87 include a complete dossier.

This was undoubtedly one of the goals of our beach destination to accomplish. For that to happen, we have improve our tourist infrastructure: a new pier, repaving of the main roads, construction of roofs in the pedestrian areas, regularly cleanse of all our streets, the bike



path and the renewed alley Paseo del Pescador are as many assets that make Zihuatanejo currently one of the favorite national and international markets destination.

The travel services providers are very enthusiastic about this new, as we expect that the distinction of Magical Town represents for all of them a greater venue of national and international tourists, which would mean a better economic revenue for our fishermen's town.

Tourism Secretary of the State of Guerrero, Santos Ramírez Cuevas declared, "The work done by the Governor, Evelyn Salgado Pineda through the Tourism Secretariat is showing tangible results, since at the beginning of this administration Guerrero only had Taxco de Alarcón with the distinction of Magical Town. Today, with the new nominations, Guerrero holds three Magical Towns. The Program Magical Towns contributes to a reassessment of a set of towns of Mexico that have always been in the collective imagination of our nation and that represent fresh and various alternatives to the national and international visitors. The teamwork along with the municipal governments, the tourist sector and the new committees of Magical Towns was key to obtain these so much wanted nominations. Therefore, this achievement is historical for our State. Guerrero shines and stands out at national level, and invites you to come and discover its three charming Magical Towns: Taxco de Alarcón, Ixcateopan de Cuauhtémoc and Zihuatanejo, in addition to the Magical Quarter: The Sanctuary, in Tixtla.

Zihuatanejo de Azueta Municipal President, Jorge Sánchez Allec said, "I feel deeply thrilled upon receiving this new nomination for Zihuatanejo, after spending so many years working to achieve it, along with Pedro Castelán of the Ixtapa Zihuatanejo Convention and Visitors Bureau; Jesús Gallegos, Director of Municipal Tourism and the support of the Tourism Secretary, Santos Ramírez Cuevas".

In addition, he stated, "This nomination of Magical Town is undoubtedly the consolidation of what we have been working for and it will be a great promotion to Ixtapa Zihuatanejo. It's a nomination which is added to all that has been accomplished, like the new flights from cities as important as Monterrey, Querétaro, León, as well as the new flights from the International Airport Felipe Ángeles. Certainly, today, talk about Zihuatanejo as a Magical



Town is to talk about one more achievement of this beautiful place where we are blessed to live in.”

Pedro Castelán Reyna, Executive Director of the Ixtapa Zihuatanejo Convention and Visitors Bureau, mentioned, “this nomination is the result of years of work to position Ixtapa Zihuatanejo on the Top of Mexico’s beach destinations at international level. We have managed to position our destination in tourist minds hand in hand with the Conventions and Visitors Bureau, the Municipal and State Governments and Hotel Associations. Proof of this is the present distinction. We are committed to our beautiful destination and we will keep working to give our Magical Town the place it deserves.”

About Ixtapa Zihuatanejo

Both national and international visitors recognize Ixtapa Zihuatanejo as one of the favorite beach destinations. 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 2022, 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.

