

Mazatlán comes out despite crisis in the cruise industry

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Although in 2012, and so far this year cruise ships have not docked, the economic flow in Mazatlan registered a rise of 20% in the first quarter of 2013 at an annual rate, says Tourism Minister Sinaloa, Francisco Cordova Celaya.

He explained that the revenue coming from this sector has increased from 800 million pesos as of March 2012 to 1,000 million pesos in the same period this year, thanks to the arrival of 900,000 visitors.

To do this, one of the strategies has been to reinforce the destination's air connectivity, so authorities focused on the search for domestic and international airlines such as Alaska Airlines and United Airlines, to increase their numbers of seats into Mazatlan.

The existing flights currently have a capacity of 400 seats per day, but the government wants to double this amount through negotiations that are already "very advanced".

At the moment, Cordova commented. " We have agreement with Aeromexico and Volaris to establish more seats going to the destination.

MORE HOTELS

The official reports that the government is in talks with six national and international hotel chains working toward making investments that will be "very important" for the construction of additional rooms in the port city. However, the investment amounts and names of the companies involved have not yet been released, but officials anticipates that, if it comes to be, these investments will increase substantially the number of rooms in the destination, which currently counts around 11,000.

"We see a lot of interest from investors to inject money into Mazatlan. We had a visit from six different groups representing national and international chains interested in the construction of more hotels. In addition, there are also well established hotels in the destination that have plans to increase capacity."

WORLD RECOGNITION

According to the magazine "FDI Intelligence"- the Financial Times, Mazatlan is considered in the top 10 medium-sized cities of Latin America of the future, with the fifth largest economic and profitability expectations within in the Americas and the first place within Mexico, from 422 cities considered in the analysis.

"The high-impact crimes have dropped by 70% in the past two years, which has helped considerably in lowering the negative perception of the port," Cordova says.

But, he adds, Mazatlan has yet to resolve product diversification, the rise of tourism in off season and recovery of the cruise ships coming to Mazatlan among other pending objectives."