



WESTJET PROMOTES MAZATLAN WITH INCREASED DEMAND

HelloWestTravel.com catches up with WestJet Vacations' director of product and VP sales and marketing, El Cid resorts Mazatlán

Amanda Stutt



*Yehudi Altman,
director of product,
WestJet Vacations*

Though it's been a challenging year for the destination, WestJet Vacations and supplier partner El Cid resorts in Mazatlán, Mexico are optimistic, as flights demand increases as Western Canadian snowbirds head south for the winter.

WestJet Vacations recently received the Golden Deer award for 'Top Canadian Airline' by the tourism industry in Mazatlán. The 'Golden Deer' award is an annual event that recognizes key travel partners and airlines for their support of promoting the destination.

Yehudi Altman, director of product, WestJet Vacations, said the tourism numbers to the destination are holding steady, and since WestJet first began flying into Mazatlan, they have increased

flight capacity to one [flight] out of Vancouver on Fridays, two out of Calgary on Wednesdays and Saturdays and one out of Edmonton on Saturdays, offered seasonally from November to April.



*Gilberto Aviles, VP,
sales and
marketing, El Cid
Resorts Mazatlan*



Rodolfo Lopez Negrete – CEO Mexico Tourism Board; Oralía Rice – State of Sinaloa, Secretary of Tourism; Tami Brown – Product Buyer, WestJet Vacations; Yehudi Altman – Director of Product, WestJet Vacations; Gaspar Pruneda – Vice President, Mazatlán Hotel Association.

“Because so many Canadians are living in Mazatlan [for] parts of the year- they are needing direct flights down there. We see a lot of our seats being utilized by that consumer. The more popular it gets-the higher the seats are in demand,” Altman told HelloWestTravel.com.

“What makes Mazatlan really special and different from all other destinations in Mexico, is the people and the culture. Mazatlan is primarily not a destination city as would be any other Mexican holiday destination because it’s got an infrastructure of fine arts, a downtown area that’s got beautifully tiled streets, restaurants and shopping - you can explore the heart of the city the way you can’t with other destinations,” added Altman.

HelloWestTravel.com also caught up with Gilberto Aviles, VP, sales and marketing, El Cid hotels, and head of the marketing committee for the Mazatlan hotel association.

“For us, the Western Canadian market is one of our most important ones. About 80 per cent of Canadians visiting Mazatlan are from the Western provinces. Western Canadians love Mazatlan so much that we have 7,000 people living [here] part of the year or for the full year,” said Aviles.

“The culture in Mazatlan has that Mexican colonial taste and atmosphere [and] the ocean-front restaurants and bars attract Canadians strongly. It’s a very peaceful atmosphere that they love,” he added.

There are four El Cid properties in Mazatlan; the El Cid Marina which has a private marina, The El Moro, the Granada Country Club and the Castilla Beach.



The upscale Country Club property has an Olympic sized swimming pool and 17 tennis courts and a 27 hole golf course. The properties offer both all-inclusive and European plan packages, and the hotels feature both golf and fishing tournaments throughout the year.

At the El Cid Marina, the hotel has its own deep sea fishing fleet, and guests can opt to take fishing excursions where the catch can include Marlin, Sea Bass, Mahi Mahi, Tuna and shellfish. The chef at the El Cid will even cook up the guests’ catch and serve it in the dining room.

Aviles also said that unique to Mazatlán, tourists can take gastronomy tours, tours of old colonial houses and “get a taste of authentic Mexico”.