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MEXICO TOURISM BOARD STATEMENT REGARDING STATE DEPARTMENT TRAVEL ADVISORY

April 25, 2011 - We understand that some people have concerns about the recent updated travel advisory in some specific areas of Mexico issued by the Department of State.

Mexican tourist destinations are safe and Mexico continues to be the number one destination for Americans. As the U.S. Department of State has noted, "millions of U.S. citizens travel safely to Mexico each year," including "at least one million U.S. citizens who live in Mexico". We just finished Easter week with over 90 percent occupancy rates in most of the destinations and without any incidents related to tourists.

The current advisory in place is an extension of the advisory that was issued in late 2010. Authorities in Mexico are working closely with the destinations pointed out by the travel advisory to ensure that there is necessary infrastructure in place to address any safety concerns.

Last year more than 22 million foreigners visited Mexico and internationally-celebrated destinations in the country. Mexico continues to be a top destination for foreign visitors.

Most of Mexico's tourism destinations are located many hundreds of miles away from the Mexico/U.S. border where the majority of the reported incidences have occurred and we ask all our visitors to exercise the same safety precautions they would use when visiting any tourism destinations within or outside their own country.

We encourage anyone considering a vacation in Mexico to speak to any of the millions of visitors who chose to vacation at our destinations last year, and are planning on visiting again next year.

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