



Nayarit, Mexico - Strong in Tourism Growth, Investment, Job Generation and Safety

RIVIERA NAYARIT, Mexico, March 4 /PRNewswire/ -- Several recent reports show that the State of Nayarit, where **Riviera Nayarit** is located, is among the strongest regions in Mexico for tourist visits as well as investment from Mexican and North American investors for tourism expansion which is an important source for job creation. Furthermore, a recent study by the Center for Research for Development (CIDAC) reveals that the state of Nayarit has one of the lowest crime rates in the country. An independent institute cites all of these features as part of their evaluation of Nayarit's competitive climate as among the best in the country. This combination of positive factors demonstrates an unprecedented level of confidence, image and interest in this new destination.

In 2008, the average occupancy of hotels that are members of the Riviera Nayarit Convention & Visitors Bureau topped 79%, with highest occupancy in the months of January, February, March and July. Riviera Nayarit maintains its momentum in 2009 with an impressive January occupancy rate of 78%. Riviera Nayarit extends along 192 miles of Pacific coastline in the state of Nayarit, just north of Puerto Vallarta International Airport.

A 2008 Mexican Tourism Investment Study showed that investors have confidence in this new destination, as Nayarit has the second highest tourism investment by the private sector, totaling US\$778.5 million dollars. A wide range of new resorts, condominiums, golf courses and retail services are currently underway. The St. Regis Punta Mita and the new Jack Nicklaus championship golf course in Punta Mita have just opened and soon to come in 2009 is Los Veneros, a \$126 million dollar resort in La Cruz de Huanacaxtle.

Given the substantial tourism developments in the state of Nayarit, the regional employment sector continues to grow. According to a study by the National Employment Institute, Nayarit garnered first place in job creation. So far in 2009, 1,555 jobs have been created, a 1.12% increase from the same period in 2008.

Riviera Nayarit also remains among the safest destinations for travelers in Mexico. A recent study conducted by the Center of Research for Development (CIDAC) reveals that the state of Nayarit has one of the lowest crime rates in the country.

In addition, the Mexican Institute for Competitively (IMCO), an independent institute founded in 2003, recently released its analysis of regions in Mexico, citing strong advances in Nayarit. According to this study, "Nayarit is the state where one can most rapidly open a business due to its commercial environment, efficient government systems and increased investment in development and infrastructure."

"We are very proud of the growth of tourism, business and investment to Nayarit as well as the positive response from residents, tourists and media regarding our new region of Riviera Nayarit. During this challenging economic climate, we are also dedicated to making tourism development in the region well planned and protective of the environment as well as welcoming, safe and affordable for our visitors," said Nayarit Governor, Ney Gonzalez Sanchez.

Recognizing the extraordinary potential for this region and its abundance of affordable accommodations and activities, Riviera Nayarit has recently received glowing accolades from North American media. In late 2008, *SmarterTravel.com* listed Riviera Nayarit among five destinations to watch for 2009. In early 2009, Riviera Nayarit was also cited as a top destination for 2009 by *CheapFlights.com*, *Hideaways Magazine* and *BudgetTravel.com*.

SOURCE Riviera Nayarit Convention & Visitors Bureau

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