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Mazatlán Tourism Board Awarded 2018 Travel Weekly Gold Magellan Award

Tourism Board takes honors for 'Stories Make the Best Souvenirs' marketing campaign in the category 'Destination Marketing – Advertising and Marketing Campaigns'

Travel Weekly announced Mazatlán Tourism Board as a winner of a 2018 Gold Magellan Award for its 'Stories Make the Best Souvenirs' marketing communications program promoting the destination and surrounding cities.

The *Travel Weekly Magellan Awards* honor the best in the travel industry for outstanding design, marketing and services in a broad range of industry segments including Hospitality, Travel Destinations, Cruise Lines, Online Travel Services, Airlines and Airports, Travel Agents and Agencies, Tour Operators and Ground Transportation.

Created and produced by its marketing partner, Reynolds & Associates, the multi-media campaign positions Mazatlán as a re-emerging Mexico travel destination offering visitors a much richer experience with souvenir stories to savor for a lifetime with family and friends.

"We are honored to have received this prestigious award for our marketing communications program," said Oscar Pérez Barros, Mazatlán's newly appointed Secretary of Tourism. "All of us in the destination are very proud of the success achieved this past year. We are seeing young millennials discovering Mazatlán in their search for unique sea and land adventures. The 'young at heart,' who recognize the great value of a vacation, and even retirement in Mazatlán. Families are visiting our destination in search of value and a culturally rich learning experience while "foodies" are flocking to Mazatlán for our distinctive and varied cuisine," he added.

For more information about Mazatlán, visit www.GoMazatlan.com.

About Mazatlán

Mazatlán is a Mexican resort town along the Pacific Ocean. Founded in 1571, its Historic District, 19th-century landmarks include the performance hall Teatro Ángela Peralta and the towering Immaculate Conception Basilica. Sandy beaches line its four-mile-long malecón (boardwalk), the newly developed Nuevo Mazatlán area where two marinas and two professional golf courses sit, and the modern district of Zona Dorada which is known for nightlife and hotels to suit any budget. Old villages with their unique charm such as El Quelite, Concordia, Copala and El Rosario surround Mazatlán, and guided tours are available from all hotels. Direct air service is available to Mazatlán from major U.S. and Canada markets.

About Travel Weekly

Travel Weekly is the most influential provider of news, research, opinion and analysis to the North American travel trade marketplace. It reaches a broad industry audience in print, online and with face-to-face events throughout the year. Travel Weekly is a division of Secaucus, New Jersey based Northstar Travel Media, the largest travel business-to-business travel publisher in the world

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