

MEXICO'S MINISTRY OF TOURISM MESSAGE ON WORLD TOURISM DAY

On the 27th of September each year, the tourism industry around the world celebrates World Tourism Day and its mission to strengthen awareness among the public and business community of the importance of tourism. The United Nations declared 2017 to be the International Year of Sustainable Tourism for Development as a way to highlight the role of tourism in promoting and accelerating sustainable development, particularly poverty eradication and the conservation of the environment and cultural heritage in tourism destinations.

The weeks leading up to today's celebration have been particularly challenging for Mexico and our neighbors in the Caribbean and North America as we faced hurricanes and earthquakes which caused damages and -most importantly- the loss of human lives across communities in Cuba, the Dominican Republic, Guadeloupe, Montserrat, Haiti, Puerto Rico, St Kitts and Nevis and Virgin Islands, among others as well as the States of Texas, Florida, Georgia and Alabama in the U.S. and Mexico's States of Chiapas, Oaxaca, Morelos, Puebla and Mexico City.

We want to take this opportunity to recognize and thank local authorities and residents for their strength, solidarity and commitment to prepare and rapidly support those in need. Their generosity been noticed around the world and inspired many to join in the response efforts.

We also want to thank the global community for their gestures of compassion and good will towards Mexico and its people. In times of hardship, the empathy and support of long-time friends is of great comfort and inspires strength for the days ahead.

We are glad to report that Mexico's tourism infrastructure and services in the States that experienced recently earthquakes have not been impacted and that all other international tourism destinations in Mexico, including well known places such as Cancun, Riviera Maya, Puerto Vallarta, Riviera Nayarit, Los Cabos, Acapulco, Ensenada, Guadalajara, and Monterrey just to name a few all have continued to welcome tourists as usual and work hard to ensure they have a tremendous experience during their stay. As tourism is an important contributor to local communities across Mexico, we encourage all to support Mexico at this time by continuing with existing travel plans and future bookings as the best way to ensure no impacts are felt financially as a result of recent events.

Let us take the opportunity of this World Tourism Day to enhance our commitment towards strengthening the resilience and sustainability of our tourism communities. May this International Year of Sustainable Tourism for Development become a turning point towards a more integrated, more responsible and more proactive view on development, which puts the wellbeing of people and the long-term health of communities at the center of private efforts and public policies.

*Enrique de la Madrid
Mexico Minister of Tourism.*