

MAJOR WESTERN MEXICO TOURIST DESTINATIONS

Destination	'000s Visitors	% Foreign
Puerto Vallarta, Jalisco	829	0.44
Mazatlán, Sinaloa	703	0.23
Manzanillo, Colima	324	0.18
Guadalajara, Jalisco	1,366	0.10
Total	3,222	0.22

Source: Grupo Financiero Bancomer, Informe Económico, June 1996.

Mexico's tourist destinations are classified as comprehensively planned beach resorts, traditional beach resorts, major cities and other destinations. There are no comprehensively planned resorts in the western region; an example of a resort in the category is Cancún, on the east coast, which is the predominant destination with a total of 2.2 million visitors in 1995. The western region has three resorts in the traditional beach resort category: Puerto Vallarta, Manzanillo and Mazatlán. Guadalajara is one of the three recognized tourist destinations in the major city category, a category it shares with Mexico City and Monterrey. Together, the western region attracted 3.2 million visitors in 1995, about 22 percent of whom were foreigners.

The federal government's tourism promotion functions have been recently decentralized, which is expected to give a further impetus to regional tourism. This change will give more resources to local tourism promotion groups and will also encourage cooperative efforts between the states in the region. The *Consejo Estatal para el Desarrollo Turístico*, Jalisco Government Council of Tourism Development, for example, has put forth a new program designed to promote "multi-polar" tourism development as opposed to the previous policy of "bi-polar" promotion of Guadalajara and Puerto Vallarta. This regional approach will foster development of four new zones: Costalegre, Lake Chapala, Los Altos and Sur del Estado.

The growth of tourism in the western region is creating ongoing opportunities for inputs into the sector. Canadian companies have been successful in exporting a variety of watercraft and other products related to beach tourism. There is also a market for specialized foods such as deli-meats as well as purified water and other beverages that are much more in demand at tourist centres than in the rest of the country. There may be additional opportunities for joint ventures related to the development and promotion of tourist resorts.