

Quintana Roo (33% as compared to 1988) and Tamaulipas. States that will be developed in the future include Oaxaca (Huatulco, Oaxaca), Guerrero, Quintana Roo (Cancún) and Baja California Sur (Los Cabos). Approximately 60% of foreign tourists registered in hotels visited beach resort areas.

The average percentage of hotel occupancy in Mexico's principal resorts is as follows:

RESORT	1985	1986	1987	1988	1989	1990*
Acapulco	50.0	50.3	55.3	50.6	52.2	44.6
Cancún	72.1	81.1	83.5	55.8	57.1	68.2
Cozumel	55.3	59.8	65.2	52.9	44.1	50.6
Mexico City	55.7	59.2	60.3	57.4	56.6	59.6
Guadalajara	53.6	54.2	53.9	51.3	54.7	55.5
Ixtapa	46.6	46.6	59.4	54.8	49.0	44.7
Mazatlán	54.4	50.6	54.4	56.5	53.9	52.7
Pto. Vallarta	55.2	56.8	68.7	59.7	54.2	48.5

* Jan-Oct (since the high season is excluded these are underestimated)
 Source: CONCANACO-SERVYTUR: Panorama de la Actividad Turística en México 1989, 1990.

All resorts show lower results in 1988 as compared to 1987. This was mostly due to an increase in rooms available with an insufficient promotion in past years to advertise them broadly on an international basis, as well as to severe damages caused by hurricanes and other bad weather conditions, which required that certain resorts be closed for several weeks and then remodeled afterwards. Another problem was the lack of necessary flights to many of these destinations, as a result of the temporary closure of Mexico's second national airline, Aeromexico. These problems were addressed and 1989 showed certain signs of recovery in three resort areas: Acapulco, Cancún and Guadalajara. Other destinations continued to show negative results, in particular Cozumel and Ixtapa.

Approximately \$80 million will be invested annually to promote Mexican resorts abroad. Some \$20 million will come from government sources, while the private sector will triple these funds. A major Mexico promotion is masterminded by Saatchi & Saatchi, New York and acts as an umbrella campaign for an extensive effort to promote destinations within the country, rather than particular hotels or chains, under the tagline "Come, Feel the Warmth of Mexico", featuring mostly beaches, but also a "myriad type of attractions". On a national basis, the "Mexico, my new destiny" campaign was launched in 1990 and in Canada and the United States the campaign "Mexico, its magic never leaves you" as well as a public relations campaign to foster articles and publications promoting tourism in Mexico.