



NAYARIT: A DESTINATION TO LIVE IN

Octubre, 2006



# STRATEGIC LOCATION



✓ Nayarit is a state located in a strategic point of Mexico's west coast

✓ Good accessibility routes (roads and by air).

✓ 2 Miles north of Puerto Vallarta's International Airport.

✓ Perfect 85 degree weather 365 days a year.



## DEVELOPMENT PLATFORM:

- ✓ Various tourist resources
- ✓ Quality human resources
- ✓ Good Infrastructure support :
  - Accessibility (roads & highways)
  - Communication (telephone, internet, Satelite)
  - Electricity
  - Water Installations (dams, water treatment, drainage)
  - Sanitary
- ✓ Certainty in land ownership
- ✓ Respect for the environment
- ✓ Regulatory offices:
  - Tourism regulations
  - Tourism Culture
  - County tourist enforcement



## TOURIST POTENTIAL:

- ✓ Territorial reserves of great value
- ✓ Diversity of natural resources: Beaches, Lagoons, High mountains of Sierra, Islands and Volcanos
- ✓ Popular traditions, flokore and specialty crafts
- ✓ Archaeological sites
- ✓ Indigenous Groups providing culture & tradition
- ✓ Hospitality and quality of Human Ressources



Potential for the impulse of:

- Adventure Tourism
- Ecotourism
- Rural tourism
- Sun and Beach tourism
- Luxury Tourism



## SUPPORT FOR LARGE STRATEGIC PROJECTS :

- ✓ CIP Nayarit “Litibu Polygon ”
- ✓ CIP Nayarit “Capomo Polygon ”
- ✓ San Blas – Vallarta Nayarit Nautical Project
- ✓ Instalation and Operation of Tourist ofices thoughout the state





## EL CAPOMO POLYGON:

- ✓ Located 60 Km. North of the international airport of Puerto Vallarta
- ✓ Project mostly oriented to sun and beach markets, with lodging and residential tourism.
- ✓ 5,900 rooms capacity.
- ✓ Thematic park of regional coverage
- ✓ Beach clubs, commercial centers and entertainment facilities.

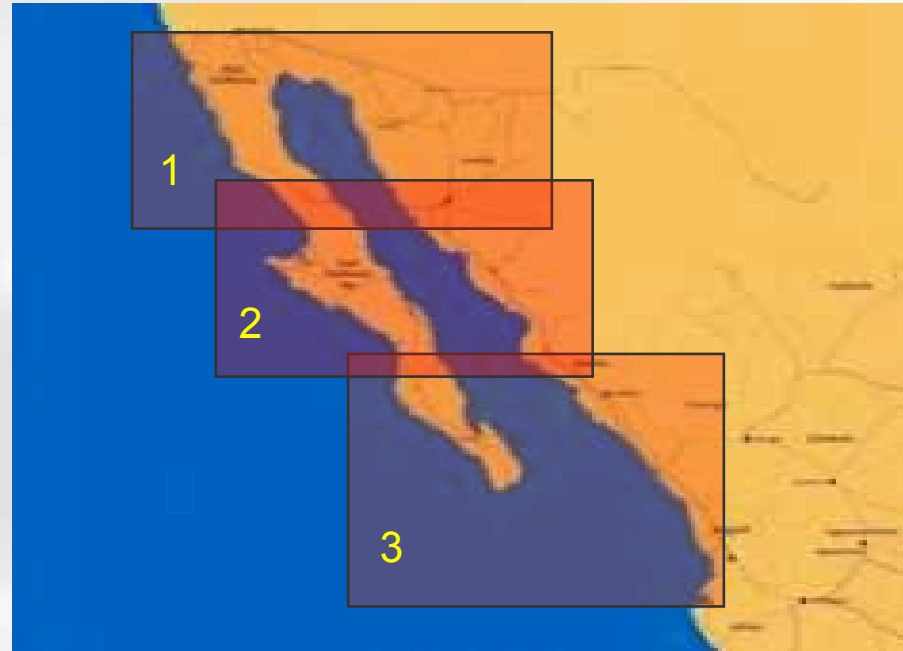




OBJECTIVE: To generate a regional sustainable tourist development that allows:



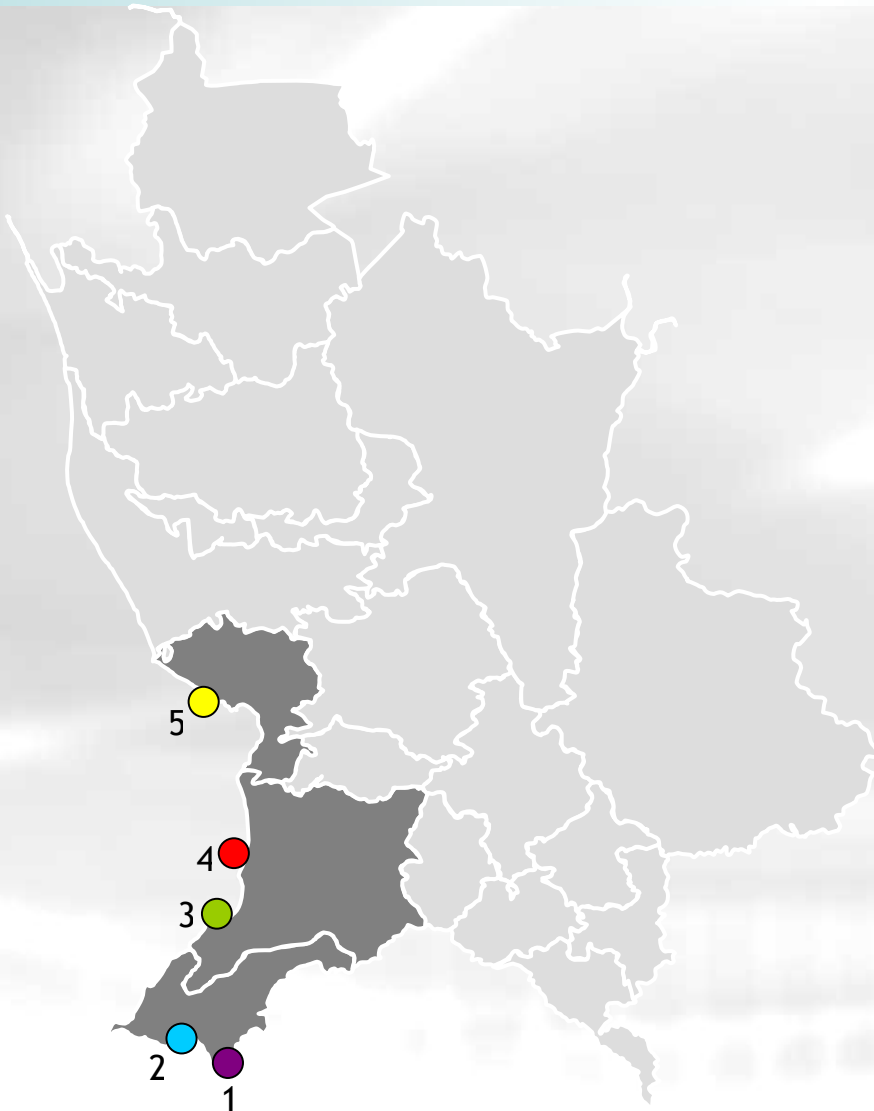
- New employment opportunities and development for local populations;
- To improve the quality of life in the selected towns;
- To preserve ecosystems



**Región 1: High California gulf**

**Región 2: El Vizcaíno – Loreto – Barranca del Cobre**

**Región 3: Los Cabos – San Blas –Vallarta Nayarit**



## Marinas or Ports of Call:

- 1. Nuevo Vallarta
- 2. Cruz de Huanacastle
- 3. Peñita de Jaltemba (Punta Raza)
- 4. Chacala
- 5. San Blas

## Present Condition of Marinas and/or Ports of Call:

### A) Operating:

- Good operational Standard
- Need adaptations

### B) In development:

- 
- 
-



## OBJECTIVES:

- ✓ Design and operation of the a Nautical Tourist Cultural Circuit.
- ✓ Program of Tourist Signage.
- ✓ Improvement of urban image.
- ✓ Service offices for sailing
- ✓ 158 hotel rooms and commercial area.

# TOURIST INFRASTRUCTURE



## 2010 Growth Projection

54%

10,827 new rooms

- ✓ **Vallarta Nayarit: 10,327**  
(including 3,800 in Litibu)
- ✓ **R. de Guayabitos: 342 rooms**
- ✓ **San Blas: 158 rooms**

## INVESTMENT PROJECTION IN MILLIONS OF DOLLARS MD (USD):

2005	2006	2007	TOTAL 2005 - 2007
101.44	620.861	437.051	1 463.67

## INVESTMENT ORIGIN:

MEXICAN	AMERICAN	CANADIAN	SPANISH
71.78%	15.09%	5.05%	8.08%

SAMPLES: 20 projects which manifested their origin breakdown in investment.



- ✓ Gran Marina (*Villa 1*)
- ✓ Marina States
- ✓ Gran Mayan River
- ✓ Mayan Island
- ✓ Green Bay (*Condominios*)
- ✓ Real del Mar
- ✓ Playa Royal
- ✓ Marina la Cruz
- ✓ Villa Magna
- ✓ Riu Vallarta
- ✓ El Banco
- ✓ Sensara Vallarta
- ✓ Punta Esmeralda
- ✓ Litibu



**NEW UNITS :  
JANUARY - JUNE 2006 PERIOD**

UNITS	OPERATION SYSTEMS
211	FULL TIME
26	SHARED
70	EUROPEAN PLAN
124	SMALL HOTELS
431	TOTAL

**UNIT ORDER JANUARY - JUNE 2006**

HOTEL / CONDOES	OPERATION SYSTEM	UNITS
ROYAL COBALTO	FULLTIME	162
CASA DEL SOL BEACH		29
		20
VILLA DEL PALMAR FLAMINGOS	SHARED	26
PARADISE VILLAGE	EUROPEAN PLAN	60
VILLA VARADERO		10



## NEW SERVICES TO OPEN

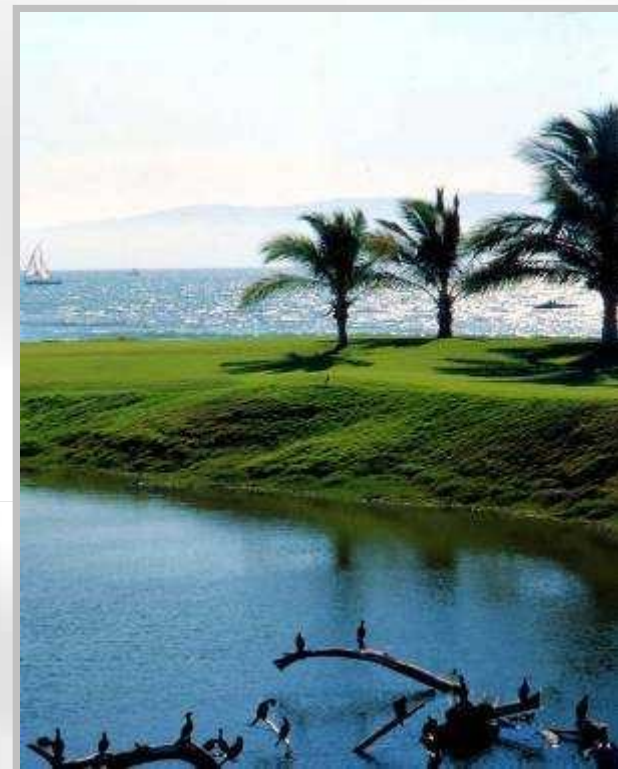
(DECEMBER 2006):

HOTEL	NEW UNITS	OPERATING SYSTEMA
VILLA LA ESTANCIA	23	FULL TIME
PARADISE VILLAGE	60	EURO PLAN
PLAYA DEL SOL GRAND	85	SHARED
PALLADIUM VALLARTA	100	ALL INCLUSIVE
RIU VALLARTA	550	ALL INCLUSIVE
<b>TOTAL</b>	<b>818*</b>	

**NEW SERVICES TOTAL 2006**

**1,339\***

\*Estimated Projection.

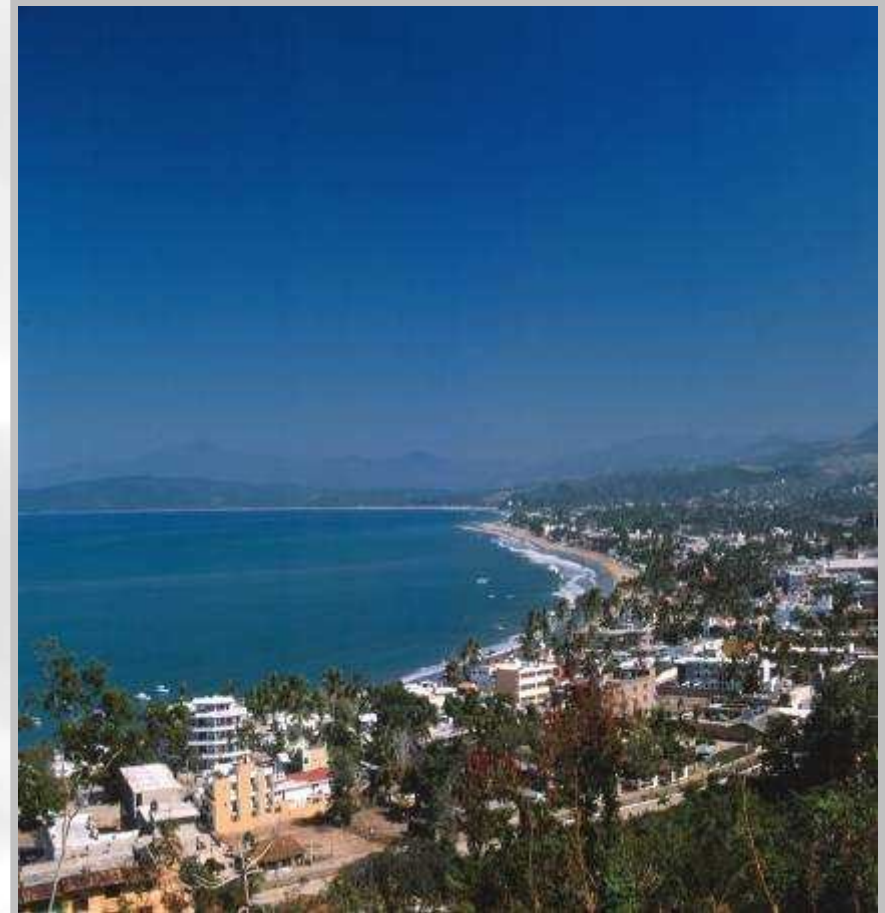


## NEW LODGING UNITS PROJECTION:

2005	2006	2007	2008	2009	TOTAL
551	1,339	1,018	1,419	462	6,141

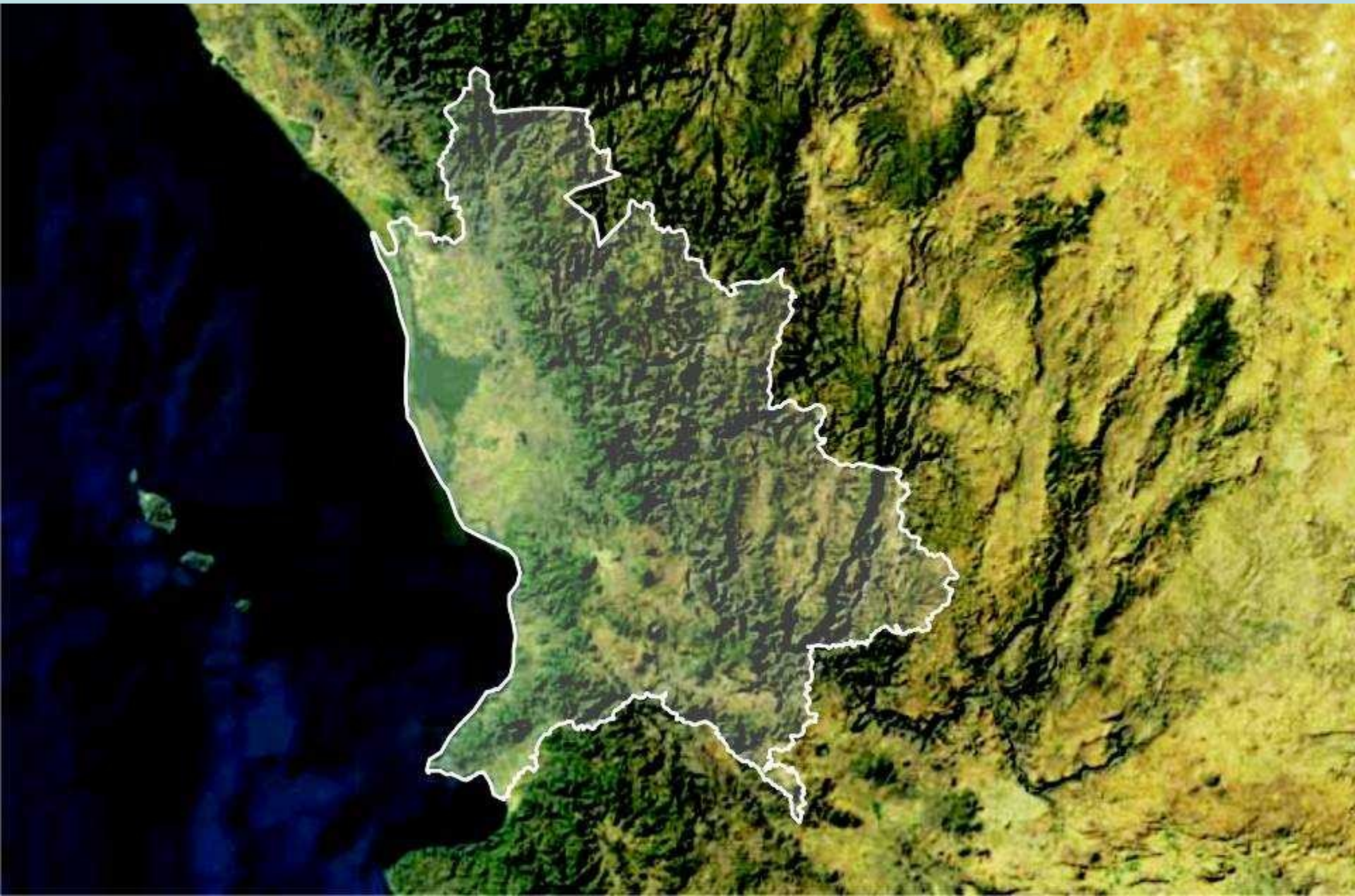


CONCEPT	AMOUNT
HOTEL ROOMS	22,159
TRAVEL AGENCIES	41
LARGE TRAVEL AGENCIES	1
TOURIST GUIDES	71
GOLF COURSES*	4
SPECIALIZED TOURIST GUIDES	26
TOURIST TRANSPORTATION COMPANIES	16



\*El Tigre at Paradise Village, Four Seasons, Mayan Palace Beach & Golf Resort, Flamingos Golf Course.

THANK YOU FOR A BEING PART OF NAYARIT !



**GOVERNOR**

**NEY GONZALEZ  
SANCHEZ**

*neygonzalez@nayarit.gob.mx*

**TURISM SECRETARY**

**JORGE SANCHEZ IBARRA**

*jorgesanchez@nayarit.gob.mx*

[www.nayarit.gob.mx](http://www.nayarit.gob.mx)