



Ixtapa-Zihuatanejo - Our Market

Ixtapa is a government planned world class resort destination, founded and created in 1970 by the Mexican government's FONATUR to create a "Cancun style" resort on the Pacific coast. Located 210 km northwest of Acapulco, Ixtapa-Zihuatanejo was chosen for its beautiful beaches and easy access by plane to international tourists. Zihuatanejo International Airport receives direct international flights from Aeromexico, Mexicana, Alaska Airlines, Continental Airlines, America West, American Airlines and Frontier Air together with share programs with many other international airlines and charter services. Ixtapa-Zihuatanejo is less than 4 hours by direct flight from Los Angeles and Houston, and 45 minutes from Mexico City, making it conveniently possible to get here from anywhere.

Ixtapa is a world class resort with 2 champion golf courses and half a dozen world class International resort franchise hotels (from Club Med to Radisson) and half a dozen more renowned Mexican national brand hotels (Presidente Intercontinental, Las Brisas). Ixtapa is also home to Marina Ixtapa, a first-class marina with slips for 621 boats.

Zihuatanejo is the picturesque sister city. With up to 95,000 residents, the port still maintains the feel of a sleepy fishing village and is located on one of the most beautiful bays in Mexico. Tourism is the main industry with accommodations from backpacker budget to 5-star, and Zihuatanejo is home to the #5 ranked luxury resort in all of Latin America, Hotel Villa del Sol, a favorite vacation spot among entertainment industry notables from Hollywood executives and producers like Robert Evans to movie stars such as Steve Martin, Robin Williams, Lauren Hutton and Eric Idle among others who vacation here every year. Zihuatanejo is also ranked 2nd in the world for sail fishing and is the site of prestigious annual Rolex-IGFA Tournament of Champions qualifying events.

For the last 10 years Ixtapa has generated between \$120-150 million US annually, with 308,000 annual tourists arriving by plane in its slowest year and 415,000 in its busiest year, with foreign tourism consisting of up to 43% of the total. Hotel occupancy rates for the last two years have been reported at 84%, giving Ixtapa-Zihuatanejo the highest hotel occupancy rate in the state of Guerrero, (also home to Acapulco), and consistently having among the highest occupancy rates in Mexico.

In 2005, a new toll road connecting Ixtapa / Zihuatanejo to Morelia, Michoacan (pop. 577,570) was completed reducing the drive time between Zihuatanejo and Michoacan's capital from 8 hours to less than 4 hours, and it has already dramatically increased the flow of National tourist traffic to this area. This highway places Ixtapa-Zihuatanejo within the same driving distance from Guadalajara (Mexico's 2nd largest city) as Puerto Vallarta. A rise in local investment and construction projects is mirroring the optimism that this added accessibility brings.

Four large Mexican developments from corporations well established in other Mexican resorts have already started construction on first class hotels, spas, exclusive suites and condominiums in Ixtapa, and two international companies, one of which is Intrawest Corporation of Canada, has recently opened a new resort in Zihuatanejo on La Ropa Beach.

Ixtapa/ Zihuatanejo continues to stand out as a front-runner in the growth of Mexican tourist destinations. We look forward to you joining us in this dynamic market.

Airline and Charter Companies serving ZIH International Airport

International Routes with direct or non-stop scheduled flights to ZIH			
Airline	Origin	Airport Code	Frequency
AMERICA WEST	PHOENIX	PHX	Saturday
CONTINENTAL AIRLINES	HOUSTON	IAH	Daily
FRONTIER AIRLINES	DENVER	DEN	Wed & Sat
AMERICAN AIRLINES	DALLAS	DFW	Wed & Sat
ALASKA AIRLINES	LOS ANGELES	LAX	Daily
ALASKA AIRLINES	SAN FRANCISCO	SFO	Tue,Thu,Sat

International Routes with direct or non-stop charter flights to ZIH			
Charter Airline	Origin	Airport Code	Frequency
AIR TRANSAT	TORONTO	YYZ	Saturday
USA 3000	MILWAUKEE	MKE	Friday
USA 3000	CHICAGO	ORD	Mon,Wed,Fri
RYAN INTL	CHICAGO	ORD	Saturday
AIR TRANSAT	MONTREAL	YMX	Thursday
ATA	MINNEAPOLIS	MSP	Saturday
CHAMPION	MINNEAPOLIS	MSP	Saturday
NORTH WEST	MINNEAPOLIS	MSP	Saturday
RYAN INTL.	MINNEAPOLIS	MSP	Tuesday
SKY SERVICES	WINNEPEG	YWG	Monday
AIR CANADA	CALGARY	YYC	Friday
WEST JETS	CALGARY	YYC	Saturday
ALLEGIANT AIR	DENVER	DEN	Saturday
AMERICA AIRL	LOS ANGELES	LAX	Saturday
ATA	MIDWAY	MDW	Saturday
	CHICAGO		
WEST JETS	VANCOUVER	YVR	Friday
RYAN INTL.	DETROIT	DTW	Saturday