

AGONY at HOME

The REAL Travel Influencers!

PUERTO VALLARTA'S STRONG RECOVERY



FEATURING

LUIS VILLASEÑOR,
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THE PUERTO
VALLARTA
TOURISM BOARD
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GROUPS
WITH CULINARY
EXPERIENCES**
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PUERTO VALLARTA POISED FOR STRONG RECOVERY

The destination is broadening its appeal by putting the spotlight on outdoor and active experiences

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CULTIVATING GROUPS WITH CULINARY EXPERIENCES

Travel advisor Gary Smith shares his knowledge on how to create food- and wine-focused groups

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Selling the Many Splendors of Puerto Vallarta

Often called the “most Mexican beach destination,” Puerto Vallarta is the place to send water-loving clients who also value immersion in the art, music, traditions and flavors of a distinct local culture. This Pacific seaport flourished at the height of Mexican silver mining during the 1800s, was “discovered” as an idyllic getaway by Liz Taylor and Richard Burton in the 1960s, and ever since has drawn travelers to its dazzling beaches, enchanting mountains, joyful celebrations and art-filled streets. Portions of the city are designated as UNESCO World Heritage Sites.

To help you sell its many splendors, the destination recently launched a training program at PuertoVallartaSpecialist.com through Travel Agent Academy. Here you will not only receive an overview of Puerto Vallarta’s natural and cultural attractions but also learn to match clients – including families, wedding parties, foodies, and wellness, romance and LGBTQ travelers – to the hotel areas and activities that suit their interests. Following is a small sampling of what’s covered:

1 INCOMPARABLE BEAUTY

An elegant Renaissance-style church steeple

PUERTO VALLARTA

rises above Puerto Vallarta’s red-tile roofs and glistens against brilliant sunsets. Colorful buildings line meandering streets filled with murals, sculptures, art galleries, boutiques and markets. The Sierra Madre Mountains provide a backdrop to the town, and jungle canopy extends from foothills to southern shores. The course explains how to help your clients take in all of Puerto Vallarta’s natural and artistic beauty, whether on a hike to spot macaws and orchids, on a sailing to a secluded sandy beach or on a tour through town.

2 EXHILARATING ACTIVITIES

For your daring clients, recommend

mountain biking down a twisty path, ATV-driving over a suspension bridge, jet-skiing on Banderas Bay or paragliding from a seaside cliff. You’ll discover that there is plenty of adventure for everyone, even for families with young children.

3 NEIGHBORHOOD NIRVANA

From the Hotel Zone with its family-friendly beaches and wide choice of resorts, to Downtown with its historic hotels and attractions, to the Romantic Zone with its amazing nightlife, artsy vibe, hip beach and affordable accommodations, you’ll learn where to book your clients and where/what to feed them!

ENDEARING DISTINCTIONS

What Makes Puerto Vallarta So Special?

- Mariachi bands (they originated in the area)
- Huichol artwork featuring psychedelic colors and animal themes
- Raicilla, a spirit only produced locally
- Recognition as World’s Friendliest City
- Romantic Zone named top Gayborhood
- Celebrations honoring film, food, Our Lady of Guadalupe, gay pride ... and more!

DA TRUILO

IVE EDITOR,
1 PUBLISHING

Puerto Vallarta Poised for Strong Recovery

THE DESTINATION IS BROADENING ITS APPEAL BY PUTTING THE SPOTLIGHT ON **OUTDOOR AND ACTIVE EXPERIENCES**

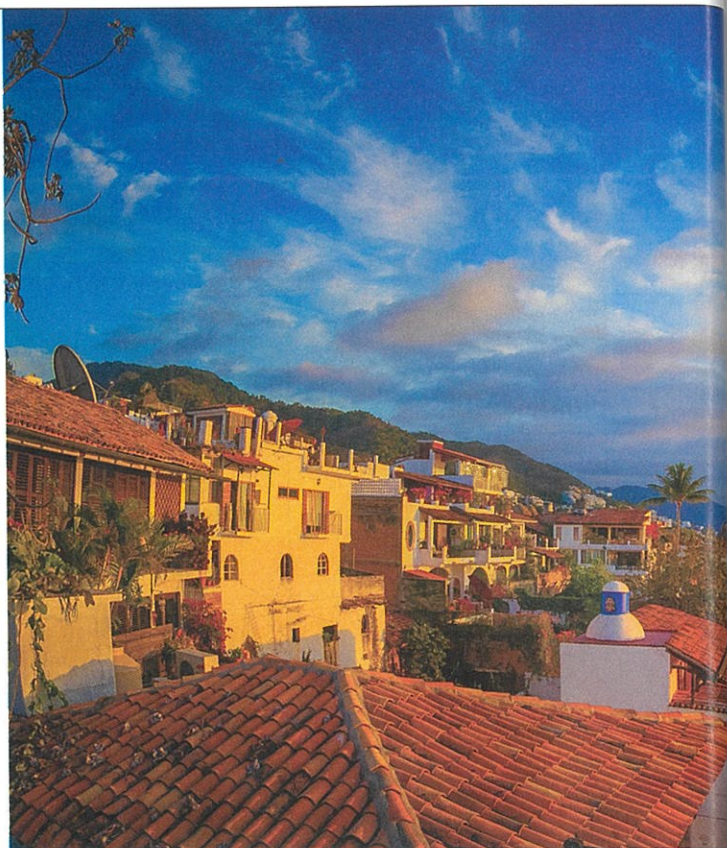
By Claudette Covey

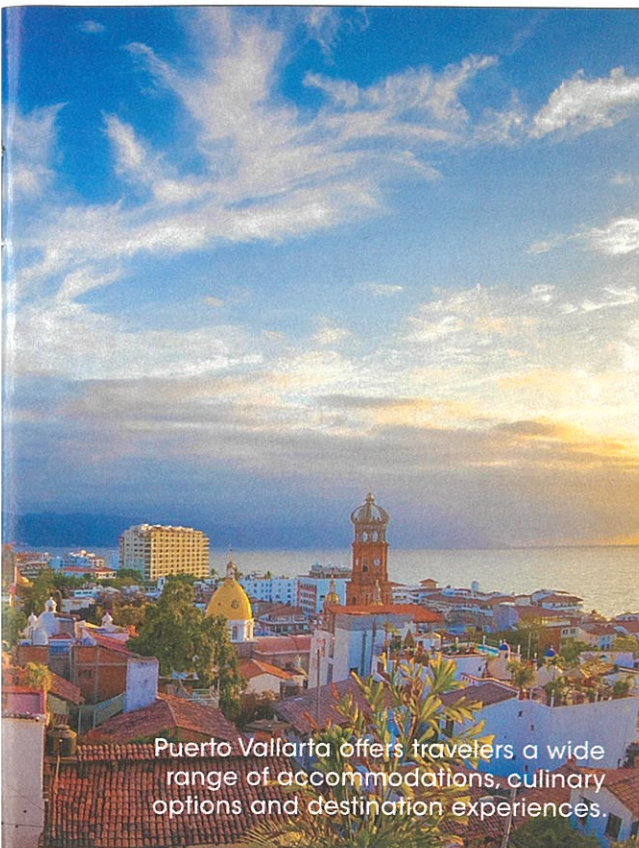
Having successfully weathered the worst of the pandemic, Puerto Vallarta is poised for a strong recovery going forward into this year and next.

"We are delighted to see an uptick in visitors from the U.S. with our hoteliers and tour operators reporting significant increases in short-term and future travel bookings," said Luis Villaseñor, managing director of

the Puerto Vallarta Tourism Board.

"Not only have hotels, restaurants and attractions maintained the highest safety and hygiene protocols and implemented on-property solutions, including rapid testing, they have also taken advantage of the previously low demand and occupancy to upgrade facilities and make improvements to on-property social distancing measures and services."





Puerto Vallarta offers travelers a wide range of accommodations, culinary options and destination experiences.

“Travel advisors are key to Puerto Vallarta’s continued success, and their knowledge of the destination has played an important role in introducing new visitors with a wide range of interests.”
— Luis Villaseñor, Puerto Vallarta Tourism Board

1 BROADENING THE MARKET

As Puerto Vallarta adjusts to the new travel landscape, it is broadening its “appeal to more traveler segments beyond the traditional core audience of senior leisure travelers seeking all-inclusive experiences,” Villaseñor said.

“While this is still an important demographic, there are many other aspects of the destination that are attractive to younger travelers and their families, including nature, adventure, wellness, cuisine and LGBTQ+ experiences.”

A key element of the destination’s marketing efforts is to “focus on Puerto Vallarta’s outdoor living culture and active travel experiences” for Millennial travelers through the ongoing “Revive” campaign, which aims to “inspire this group to choose Puerto Vallarta for their first international post-vaccine trip,” he said.

2 OUTDOOR ACTIVITIES

Puerto Vallarta features upward of 50 outdoor activities, including swimming with wild dolphins,

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HELPING TRAVEL ADVISORS SELL

→ “To help travel advisors better sell the destination, Puerto Vallarta launched a Travel Agent Academy Specialist Program in late July.

The program provides comprehensive sales tools that focus on the destination’s wide range of accommodations, culinary options and destination experiences.

“The program will also spotlight trending products and

services, such as themed destination weddings, bachelorette parties, wellness retreats and LGBTQ+ offerings, in addition to providing recommendations,” said Luis Villaseñor, managing director of the Puerto Vallarta Tourism Board.

In August, Puerto Vallarta will begin offering fam trips to spotlight “all the region’s new products, in addition to safety measures,” he said.

guided street food tours and horseback riding.

"Travelers can indulge in Puerto Vallarta's abundance of nature and find their own space – whether that's in the heart of the city amid the buzz and excitement of the Malecon or on the secluded and peaceful southern beaches of Quimixto and Yelapa," Villaseñor said.

"Additionally, Puerto Vallarta offers unique experiences for travelers in search of adventure or living their 'revenge moment,' such as cooling off on the beautiful Colomitos, the smallest beach in Mexico; crossing Jorullo Bridge, the world's longest suspension bridge for all-terrain vehicles; discovering the indigenous flora and fauna at Vallarta Botanical Gardens; or exploring the Marietas Islands and their hidden beach."

3 ECLECTIC ACCOMMODATIONS

On the accommodations front, Puerto Vallarta offers options for virtually any budget, "ranging from oceanfront resorts and villas with private gardens to jungle casas and townhouse retreats that collectively provide more than 15,000 rooms to visitors – and this number is growing through new hotel launches and expansions," Villaseñor said.

"Hotels and resorts span family-friendly properties with activities and experiences for all ages, adults-only retreats for couples and friends, and mountainside lodges

for solo wellness and pet-friendly travel."

Villaseñor said travel advisors should be aware that Puerto Vallarta recently eased some COVID-related restrictions.

"Puerto Vallarta's hotels can now operate at 80 percent capacity, restaurants at 75 percent and bars at 40 percent," he said. "Additionally, excursions and tour operators, along with retail and entertainment businesses, are operating at 75 percent capacity."

In the final analysis, travel advisors have historically played a pivotal role in the destination's success, and never more than during the pandemic.

"Travelers now require more assurances around Centers for Disease Control and Prevention guidelines for international travel, in-destination transfers, and local vaccination rates along with advice on the best accommodation options for their specific vacation needs," Villaseñor said.

"Travel advisors are key to Puerto Vallarta's continued success, and their knowledge of the destination has played an important role in introducing new visitors with a wide range of interests."

PIONEERING THE LGBTQ+ MARKET

Puerto Vallarta is a pioneer when it comes to serving the LGBTQ+ market.

"Puerto Vallarta is an established destination for LGBTQ+ travelers and the community has been among Puerto Vallarta's most loyal audience since the '70s," said Puerto Vallarta's Luis Villaseñor.

"It is also the only beach destination in Mexico with its own 'gayborhood,' which is located on the beachfront in the Romantic Zone and offers a broad range of LGBTQ+-owned bars, restaurants, stores, beach clubs, and entertainment for LGBTQ+ visitors and their allies.

"Puerto Vallarta is now recognized as Latin America's top LGBTQ+ destination, and globally it is second only to Tel Aviv."

Puerto Vallarta features a range of beaches, some of which are secluded.

