



Puerto Vallarta Tourism Bureau (www.visitpuertovallarta.com)

Overview:

Andria Mitsakos boasts on the fact that she single handedly changed the perception of the destination of Puerto Vallarta, Mexico from a Love Boat itinerary stop to the diverse cultural capital that it has become. Through personal relationships with restaurants, art galleries, attractions and personalities, awareness of this once “touristy” town became synonymous with a cultural revolution.

Situational Analysis:

To dispel perceived barriers (safety, commercialism, etc.) and emphasize the emotional power of Puerto Vallarta’s extraordinary experiences — thereby building a compelling argument to visit.

Scope of Work:

- Pitching, creating story ideas and maintaining relationships with the US press as well Canadian and Mexican media
- Press trips
- Corporate communications
- Tradeshow representation
- Promotions
- Maintain partnerships with Mexico Tourist Board, Aeromexico, Mexicana, Jamaica Tourist Board, Air Jamaica, and other key industry partners to help build awareness and encourage positive network
- In-house copywriting for all hotel and marketing collateral

Results:

- More than 400 stories appeared in the *New York Times*, *USA Today*, *Conde Nast Traveler*, *Dallas Morning News*, *Chicago Tribune*, *Bride’s*, *Denver Post*, *Los Angeles Times*, *San Francisco Chronicle*, and others.
- Conde Nast Traveler ranked Puerto Vallarta in as one of the top 10 foreign cities of the world, sharing space with Paris, Rome, Sydney, London and Hong Kong.
- The American Society of Travel Agents reports Vallarta as the sixth most favorite destination for American travelers abroad
- Pull quote from the *New York Times*, “Puerto Vallarta's center has, among other things, one of Mexico's best restaurants, one of its finer selections of Huichol Indian art, an extremely pleasant jazz cafe and other trappings of civilization to soothe and stimulate the senses.”