

## KEEP MEXICO VACATION PLANS A “GO”

- ***Mexico Remains Proactive in Reducing Risk of Zika Virus.***

**February 9, 2016. Mexico City.** No need to cancel vacation plans to Mexico’s top hot spots as the Mexico Tourism Board continues to improve on efforts to reduce the risk of Zika virus, especially in major international tourism destinations.

Through ongoing proactive communications and meetings with tourism destinations and travel partners, the goal is to keep the flow of information sharing open through open dialogue. Preventive measures and educational materials have been developed and disseminated, including posters and key facts; and infection reducing procedures are being reinforced.

“Our Mexico Tourism partners continue to demonstrate their strength in addressing travelers concerns,” states Jack E. Richards, President and CEO of Pleasant Holidays. “It’s very clear they are committed to being very proactive to reduce the risk of Zika, especially in the primary beach destinations of Huatulco, Mazatlan, Vallarta-Nayarit, Ixtapa, Cancun, Riviera Maya and Los Cabos. The Mexico Tourism Board sets a high standard for others to follow in similar situations.”

In a related survey released by the Travel Leader’s Group<sup>1</sup> conducted to gauge the impact of the Zika virus on vacation travel, their findings note the majority of travelers are continuing with their travel plans where there have been confirmed Zika virus cases.

The latest reports from Mexico are a total of 65 cases in only 8 states. Of the prior 34 reported cases, patients are on the road to recovery and new cases will be treated immediately. The Zika virus reported is a low-grade strain and non-life threatening. It is important to note that the cases in Mexico represent a nominal percentage (less than .003%) of all the cases, globally.

“The reality is Zika virus does not pose a massive risk to health in Mexico,” notes Pablo Kuri Morales, Mexican Undersecretary for Prevention and Health Promotion.

The World Health Organization (W.H.O.) February 1, 2016 statement confirms there is no reason to cancel or change travel plans to any country reporting Zika virus cases, including for pregnant women. With this advisory applying to all countries, even those with high numbers of cases, it’s yet another reason that Mexico, with a very low number of cases, continues to be a destination that millions of tourists are visiting each month.

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<sup>1</sup> eTurboNews.com news article, February 8,2016, *Impact of Zika Virus on Vacation Travel*