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Steven Ranieri

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Federal Government To Spend \$50 Million On Tourism Advertising Campaign

by Steven Ranieri

Category/Department: General

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On Nov. 4, a spokesperson for the Tourism Ministry told reporters that the government plans to spend \$50 million in advertising in an attempt to attract nearly 10 million tourists to Mexico by 1994. From January through June this year, said the spokesperson, 3.2 million tourists visited Mexico, representing an 8% increase compared to the same period last year. A total 6.8 million tourists are expected in 1990. In the first half of the year, foreign tourists spent \$1.774 billion. Over the same period, 1.8 million Mexicans spent \$769 million visiting foreign countries. Thus, said the spokesperson, Mexico's tourism surplus is \$1.005 billion. Next, a total of \$9 billion to spend on 12 tourist centers has been projected in the 1988-1994 period. The spokesperson said over 7% of the Mexican labor force, or 2 million persons, are employed in the tourism sector. (Source: EFE, 11/04/90)

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