

### The Mexican President announces the launch of a « National Strategy for Social Tourism »

*Brussels, 13 April 2015*

On the occasion of the traditional tourism fair Tianguis, which has been held at the end of March in Acapulco, the Mexican President, Enrique Peña Nieto, has announced the launch of a « National Strategy of Social Tourism ».

This announcement, made at the opening speech of the fair in the presence of a thousand people from over 65 countries and all the tourism officials in Mexico, follows a preparatory work that was conducted by the Social Security Institute and Services for State Workers (ISSSTE), in partnership with ISTO. The ISTO President, Jean Marc Mignon, and the director of the Americas section, Veronica Gomez, had been invited to be present at the announcement.

This strategy, whose goal is to make tourism accessible to more Mexicans, identifies groups of people who should benefit from this and will be implemented in the second half of 2015.

The ISTO welcomes this important policy decision at the highest level of a large tourism country, which already has a social tourism tradition that now is searching for a new boost.

The Secretary of Tourism, Claudia Ruiz Massieu, and its administration (SECTUR), were put in charge by the President to lead this strategy, in partnership with ISSSTE; these two public bodies, active ISTO members, requested the support of ISTO through the Americas section, with whom a partnership agreement was prepared.

The ISTO considers this as an exemplary initiative, and hopes this strategy will be successful and of long term; the ISTO will support it through various means at its disposal and will not hesitate to make it well known through the entire network, including public actors working to promote Tourism for All.

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