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Tourism Secretary Claudia Ruiz Massieu and other officials during a visit to Portugal

# Sectur head seeks Portugal investors

## THE NEWS

Tourism Secretary Claudia Ruiz Massieu said Thursday that Mexico has all the elements needed to be considered a leading destination for foreign investment in tourism development.

Speaking during her visit to Portugal, Ruiz Massieu said Mexico has a strong interest in working with entrepreneurs from Portugal. She said she hoped the two countries could define strategies to enable the consolidation of successful and productive investments to boost tourism flows between the two nations.

"It is important to take action in coordinating with the private sector for the benefit of tourism," Ruiz Massieu said. "It is desirable to strengthen cooperation with proven Portuguese companies to benefit the tourism industry between the two countries."

She called tourism a priority for the Mexican government. It is one of the economic activities, she said, which has shown stable and dynamic growth, even during economic downturns.

The secretary added that the tourism industry has proved capable of generating wealth, creating employment and improving the quality of life for Mexicans.

The secretary said that in 2013 alone the tourism sector recorded a significant increase, hence the confidence that 2014 will be better.

With the introduction of the National Infrastructure Program, trends of growth have been reinforced, she added. Tourism is a priority for the country due to its demonstrated potential for growth.

Ruiz Massieu said the industry recognizes the National Infrastructure Program as the linchpin for economic growth.

