

PRESS RELEASE

BAJA CALIFORNIA SUR STATE MINISTRY OF TOURISM ANNOUNCES BID WINNER FOR MANAGEMENT AND OPERATIONS OF LOS CABOS AND LA PAZ CONVENTION CENTERS

In order to increase Baja California Sur's tourism benefits, in the coming months, the Los Cabos and La Paz Convention Centers will start operations.

“As a very important part of the strategy to boost economic and tourism activity in Baja California Sur, we are proud to announce the conclusion of the bidding process for the launching of the Los Cabos and La Paz convention centers”, said Luis Genaro Ruíz Hernández, State Minister of Tourism, when explaining that a private Joint Venture formed by the Trade Fair Institution of Madrid (IFEMA) and Actidea, S.A. de C.V, are the winners of the international tender and will be in charge of the management/operations of the venues in both destinations. “I am sure they will be able to optimize this incredible infrastructure to stimulate the meetings & events industry in the State”.

This result is an example of the commitment of the State Governor, Carlos Mendoza, to address the sensitive request of the productive sectors of both destinations regarding the reactivation of this infrastructure for international congresses and conventions. "That is why, in a responsible method, we evaluated which was the most profitable & convenient alternative and it was through an international tender that the Bidding Committee of the State Government was able to decree winners to the aforementioned companies. Now, the next step is to establish contractual conditions in order to start with repairs, maintenance and equipment of both convention centers", stated the officer.

“The Meetings and Events industry is a fundamental complement to diversify the tourism product of both destinations; so now, we will not only be competing in the leisure, gastronomy, nature, adventure and luxury travel markets; but we will also be able to access this incredibly profitable global meetings market, generating an incredible option for worldwide organizers, as well as great revenue for a wide scope of suppliers that are part of this industry”, said the head of the Ministry of Tourism in BCS State.

It should be noted that IFEMA, as the Trade Fair Institution for Madrid has over 30 years of experience as a trade show organizer, which places this company as the first operator in Spain, and one of the most important in Europe. IFEMA's activity is focused on the organization of commercial events related to the different economic sectors, as well as the management of its spaces and infrastructure to celebrate all types of happenings: from trade shows organized by third parties, to conventions, large congresses or even spectacles or sporting events; Likewise, ACTIDEA, S.A. of C.V., has 20 years of experience, and specializes in coordinating and producing high level events within the national and international markets. Both companies will combine their capabilities to warrantee fruitful results for the conventions centers in the Baja California Sur destinations.

Finally, Genaro Ruiz, reiterated that this State Government achievement is part of the strategy established by Governor Carlos Mendoza Davis to strengthen and prioritize Tourism activity in Baja California Sur, using new tools to consolidate both destinations, so that this result leads to a successful pathway and great benefit for the state's economy at large. - ends

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About GainingEdge

GainingEdge is a specialist consulting firm advising exclusively to the convention & exhibition market since 2004. It provides venue development advisory services, market strategy advice, and in-market sales representation. Its consultants and sales representatives are located in 13 countries around the world and provide global market intelligence and in-market services where our clientele need us. Clients include private and government convention & exhibition centre developers, venue operators, convention & visitor bureaus (CVBs), and city & national tourism agencies.