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RIVIERA NAYARIT, MEXICO'S NEWEST VACATION DISCOVERY

Luxurious Resorts, Championship Golf, Protected Ecotourism and Miles of Undeveloped Coastline Characterize this New Destination

Riviera Nayarit, Mexico – Over 100 miles of beaches to discover, luxury resorts and charming boutique hotels, history dating back to the Aztec civilization, unspoiled fishing villages and “down home” Mexican cooking, world class golf and deep sea fishing: these are just some of the reasons travelers will want to be the first to experience Mexico’s newest destination, Riviera Nayarit.

Hugging 100 miles of Pacific coast north of Puerto Vallarta and protected by the dramatic Sierra Madre Mountains, Riviera Nayarit blends the timeless authenticity of Mexican culture and hospitality with the latest in tourism facilities and services. The Four Seasons and St. Regis are among the hotel companies bringing a new level of luxury; superstars like Greg Norman and Jack Nicklaus are redefining the game of golf here. An extraordinary abundance of wildlife from giant manta rays and whales to protected sea turtles and rare migratory birds draw both vacationers and experts from around the world. And, with ambitious plans for new resorts, hotels and recreational facilities, Riviera Nayarit is well on its way toward making a major impact on North American tourism.

This new destination is located in the State of Nayarit, extending from the Rio Ameca beside the resort town of Nuevo Vallarta along Banderas Bay to exclusive Punta Mita, then further up the undeveloped Pacific coastline to the colonial town and wildlife sanctuaries of San Blas.

For visitors, the gateway to Riviera Nayarit is Puerto Vallarta International Airport, only ten minutes away from Nuevo Vallarta. Most of the region’s current tourism facilities are located on Banderas Bay, one of the world’s largest bays, which is also renowned for its extensive variety of water sports from diving and snorkeling to sailing and deep sea fishing.

Riviera Nayarit is also fast-becoming one of Mexico’s foremost golfing destinations. Renowned professionals and designers such as Jack Nicklaus, Greg Norman, Tom Weiskopf, Robert Von Hagge, Jim Lipe and Joe Finger have created aesthetically pleasing golf courses with varying degrees of difficulty. Among the highlights is the El Tigre Golf Club at Paradise Village designed by Von Hagge; the Jack Nicklaus designed course at the Four Seasons Golf Club in Punta Mita; and the Mayan Golf Resorts Vallarta by Lipe.

And there is so much more to discover in Riviera Nayarit.

Ecological wonders abound on this “slice of heaven on earth,” like whale watching on a catAmecan, viewing of sea turtle preservation efforts and snorkeling in crystal clear aquamarine waters to get closer to colorful coral reefs and underwater species. Precious ecological sanctuaries for rare birds are located in Islas Marietas and La Tovara National Park. In Las Caletas and Banderas Bay, visitors can even swim and interact with friendly seals. For outdoor adventurers the rich natural habitat that is Sierra Madre beckon culminating in a visual hike and 2,000 feet stop above sea-level.

North of Banderas Bay and Punta Mita are miles of seemingly endless white sand beaches, the somewhat bohemian surfing town of Sayulita and friendly fishing villages where new tourism facilities will be developed in the next decade. Driving along the thickly forested and scenic two lane highway north of Punta Mita to San Blas, visitors cannot resist stopping in colorful roadside markets to sample homemade candies, fresh juices and succulent tropical fruits.

Riviera Nayarit’s cultural history dates back thousands of years, encompassing four ethnic traditions, including pre-Columbian cultures and the Huichols. Nayarit’s excellent preservation of its culture can be seen in its native Huichol tribe who have preserved their rich culture and ancient beliefs through their art. The Huichols are renowned for the detailed and elaborate yarn paintings and these evocative paintings contain elaborate symbols borne out of their culture and shamanistic traditions. Mexcaltitan is a small island of floating mangroves that is reputed to be the birthplace of the Aztecs. Archeological sites with hundreds of petroglyphs and vestiges of ancient villages remain still wait to become accessible to visitors.

With every visit to Riviera Nayarit, there is always something new to discover and the essence of this destination will rejuvenate and excite the most jaded of travelers. **For more information on Riviera Nayarit please visit www.VisitRivieraNayarit.com.**

About Riviera Nayarit

Riviera Nayarit is Mexico’s newest travel destination stretching along 100 miles of pristine Pacific coast framed by spectacular mountains which unfolds minutes north of the Puerto Vallarta International Airport. Mostly undeveloped, the destination extends from the resorts of Nuevo Vallarta to the historic, colonial town of San Blas, including exclusive Punta Mita and the spectacular Banderas Bay. The region features luxury resorts and eco-tourism boutique hotels, world-renowned surfing, four professional golf courses, rare native wildlife including sea turtles and tropical birds, mountain and island adventures, shopping for local artwork and traditional Huichol handicrafts, charming fishing towns and miles of serene beaches. For more information, visit www.VisitRivieraNayarit.com.

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