



Your Safety is Our Number One Priority

March 17th, 2010

The safety of our passengers is of paramount interest to our company. We have sent thousands of happy Spring Breakers to the destination of Mexico for Spring Break 2010 and believe that our core destinations remain some of the safest places for vacationers.

The violence is predominantly in US border towns, more than 800 miles from destinations including Cancun, Puerto Vallarta, Cozumel, Los Cabos and the famed resort Jewel of Acapulco, where unfortunately US news and media outlets have continued to falsely report a recent violent incident near the city. The events occurred in an area outside of Acapulco far away from the Tourist Golden Zone. The media has smeared this resort & glorified its stories to make them more interesting, a basic tactic to get your attention.

The actual reality is this: So far this month we have traveled over 2800 satisfied Spring Break Breakers to Acapulco without incident where our clients enjoyed the resort's famed beaches, amazing nightclubs, fine restaurants, and premium hotels & luxury villas. MTV is currently filming it's Spring Break 2010 annual event in Acapulco that includes live concerts performed on the beach by international recording artists such as Pitbull and Ludacris. They are also shooting a reality series featuring Real World personalities being filmed at various locations around Acapulco. Acapulco is also playing host to its 7th Annual French Film Festival March 16th – 23rd, attracting top film producers and actors from Paris, France & other parts of the world.

So what does this mean for you? It means that Spring Break 2010 in Acapulco and throughout Mexico has been one of the most successful Spring Break seasons ever! It means that Spring Break is happening NOW. That Acapulco is just as secure and safe as it has been for decades ensuring that Spring Break will continue on until the last flight has left well into April. Your friends are here right NOW and are having the times of their lives lounging on the beach, clubbing, relaxing, and partying it up just as it was meant to be. Go ahead and text them! I'm sure they will answer their Blackberries. Do not be hesitant to take your trip! We also look forward to servicing our travelers arriving this weekend from University of Illinois, Ohio State, Cornell, and Mizzou to just name a few. We can pretty much guarantee that you will absolutely have the time of your life! Our professional on-site staff will be with you every step of the way from the time you arrive to the time you leave. You can rest assured knowing that you will receive a virtually worry-free Spring Break experience.

FAQ's Regarding Mexico Travel

While travel to our core Spring Break destinations remains safe, Bianchi-Rossi Tours encourages our customers to take proper precautions when traveling anywhere, not just Mexico. Travelers should stick to main tourist areas and be aware of their surroundings.

Should international visitors be concerned with the drug situation in Mexico?

Drug dealing and possession are a social problem that every nation faces, and Mexico is no exception. Fortunately, in Mexico and elsewhere, the violence associated with drug trafficking is concentrated in cities that are far away from tourism destinations.

Reports of drug violence in Mexico have been widely circulated. Have these stories affected tourism to the country?

This violence had not affected the decision of tourists to travel to Mexico, which received thousands of tourists in the past months. Mexico is the most popular international tourism destination for Americans, with more than 18.34 million US visitors in 2009.

What if something were to happen when our customers are on vacation?

Bianchi-Rossi Tours works diligently to ensure that our customers have a great Spring Break experience. That said, we know that sometimes the unexpected can happen on vacation. Our in-destination representatives are available in all of our Spring Break destinations and are equipped to assist our clients on all fronts.

What is Bianchi-Rossi Tours' policy if a customer wants to cancel their vacation?

We believe that our Spring Break destinations remain safe to travelers and are confident that we, in conjunction with our hoteliers and in-destination representatives, have our passengers' safety top of mind. Therefore, anyone who wishes to cancel would fall under our normal cancellation policies.

Clients that have already purchased the Cancel for Any Reason Travel Insurance have the option to cancel should they so desire. We remind you that our Cancel for Any Reason Travel Insurance offers some of the best travel coverage in the industry and allows passengers to cancel for ANY reason up to 48 before the client's scheduled departure. Just one more way to assure our customer's complete peace of mind!

ADDITIONAL POINTS

- The distance from border towns to Acapulco is more than 800 miles. That's the same difference between Chicago, IL and New Orleans, LA!



Acapulco Destination Marketing Office expressed its regrets about the events that took place in Acapulco during the recent days. Tourism officials confirmed that no domestic or international tourists were involved or injured in these isolated incidents. Despite reports to the contrary appearing in the press, the criminal acts of violence which occurred recently did not target the tourism community and took place in the outskirts of Acapulco, many miles away from the main hotel zone.

As with all countries around the world, City, State and Federal government offices throughout Mexico are constantly working to improve security measures and emergency services to safeguarded both tourists and residents. The local government in Acapulco continues to work in conjunction with State and Federal Authorities to increase the city's resources in order to ensure that all tourist areas within Acapulco remain safe, well lit and clean, in accordance with new safety measures that went into effect throughout the city in late 2009.

As a popular vacation destination for Canadian and US travelers, Acapulco is committed to the safety and well being of its visitors and to offering a flawless travel experience. Acapulco continues to distinguish itself from other tourism destinations with its timeless beauty, upscale services, innovative cuisine and a plethora of ambitious new developments, such as the Banyan Tree Cabo Marques, and Grupo Habita's Hotel-Hotel. In addition to these spectacular new developments, Acapulco also welcomes MTV who, as we speak, is filming its annual Spring Break event right here on these sunny shores. This event has brought Acapulco some of the World's top-recording artists & celebrities that are rubbing shoulders with our Spring Break visitors and enjoying Acapulco's famed nightclubs and restaurants. Also new to Acapulco is the mega-shopping development of La Isla Shopping Village, which opened its doors in January 2009 in the Diamante zone as well as the renovated Port of Acapulco Terminal, which greets visitors arriving via cruise ships with a fresh new look and increased security measures.

In closing, all visitors to Acapulco can rest assured knowing that they will receive the utmost security when enjoying our fabulous port.

For more information about tourism in Acapulco, please visit www.visitacapulco.com.