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# MEDIA MISREPORTS MEXICO

**IGNORE THE HYPE—LOS CABOS IS STILL AS SAFE AND QUIET AS EVER**

Recently, Cabo Noche and Hautter.com have been receiving more inquiries than usual about how safe it is to travel to Los Cabos. It seems that, now that overhyped fear about a recession has finally retreated into the background, Mexico's several decades-old "drug war" is once again the center of primetime news attention. And the media melee is making many would-be visitors, even those who know and love Cabo, apprehensive about visiting.

**But what the media isn't telling you is crucial, and this lax news reporting has generated some irresponsible assumptions.**

By: L.D. Cortés

TRAVEL ALERT ●  
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Juarez

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Los Cabos

Mazatlan



“ Los Cabos is a 1,827.56 mile drive from Juarez, Ground Zero for Mexico’s drug related violence. ”



Instead of global media reporting on violence taking place in Juarez (pronounced hWA-rez), news reports regularly describe the issue with a broad stroke, calling it “violence in Mexico.” That phrase is catchier, and perhaps easier to pronounce, but it’s terribly misleading. Mexico is a vast territory, of which the entire state of Baja California Sur represents a mere 3.6% of its total land mass.

Baja Sur, the southernmost state on the Baja peninsula, is an entirely different state than Baja Norte, home to Tijuana—where only a SMALL FRACTION of the country’s drug-related violence has occurred.

The real epicenter of violence is taking place on Mexico’s mainland, in the city of Juarez, which is an 1,800 plus mile drive from Cabo. Even Tijuana is over 1,000 miles away by car. Is anyone in Milwaukee worried about what’s going on in Los Angeles? Probably not, but you could drive from Milwaukee to LA faster than you could drive from Los Angeles to Juarez.

In fact, the whole state of Texas has more to be worried about, geographically speaking, than Los Cabos does. Our tiny enclave, nestled at the tip of the Baja peninsula, is thousands of miles (and an entire sea) away from Juarez. Yet El Paso is less than two miles away from Juarez, which is Ground Zero for

Photo courtesy of [www.esperanzaresort.com](http://www.esperanzaresort.com)





“ During peak season, each week some 25,000 plus visitors touch down in Los Cabos; another 15-25,000 visitors reach our shores via cruise ships. ”

the current media focus on drug related violence in Mexico.

Los Cabos is actually farther away from Juarez than the American cities of El Paso, Tucson, Phoenix or Palm Springs. By quite a lot. We even measured it for you, just to be certain! Check out the map on page 78, which shows, in plain view, just how unfounded the media hype really is.

What's worse, all this media frenzy just obscures how robustly Los Cabos performs as a high-end tourist destination.

During peak season, each week some 25,000 plus visitors touch down in Los Cabos; another 15-25,000 visitors reach our shores via cruise ships. All the major lines stop off here, from Disney to Carnival to Rotterdam, Ryndam, Norwegian Star and many more.

Furthermore, the peso's recent devaluation means that investment in Los Cabos is more productive than ever. There's simply no place like Cabo to live or play,

and the continued development of five star properties, signature golf courses, luxurious master-planned communities, marinas and other quality amenities makes Los Cabos one of the most attractive foreign locales for second or retirement home purchases in the world. The short distance by plane from the US makes it a no-brainer.

And Los Cabos has only recently been developed. Just three decades ago, in 1976, the government started developing Los Cabos in earnest, and the master plan laid out plenty of room for luxury attractions, from desert and ocean golf courses to beachfront residential developments. Money was poured into Los Cabos with the

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**CABO**  
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intention of catering almost exclusively to a high-end market.

“Currently, 69% of all Los Cabos hotel rooms are five star rated, including nearly 100% of all rooms in The Corridor (between San José del Cabo and Cabo San Lucas).”

Continuous and plentiful foreign and national investment in tourism has helped Baja Sur's economy grow at a faster rate than the national average. Between 2000 and 2006, Baja Sur's economy swelled 4% faster than the nation's economy did during the same period of time.

One look around, and it's no wonder why. With over 800 miles of pristine coastline (including the islands), Baja Sur is prime resort material, not to mention ideal water sports territory. You can kayak out to sea lion colonies and empty beaches, or jetski from one town to another—just be aware of whales in season! Diving is also incredible, with hundreds of marine species on hand. And of course, fishing for sport in Baja Sur, the “marlin capital of the world,” is a major attraction.

These extraordinary natural resources are complemented by the state's low unemployment, vast rural territory, and an economic dependence on foreign tourism, firmly establishing Baja Sur as one of the most serene and scenic states in the entire country.

If you're still having doubts, remember this: drugs (and the troubles they carry with them) flow toward the source of demand. (Which is to say, UP!)

Not to put too fine a point on it, but our geographical isolation from the US, the Mexico mainland, and the US-Mexico border means that we're not even on the same path. Los Cabos is so far from everything—Tijuana to the north,

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## MEDIA MISREPORTS MEXICO



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the mainland of Mexico to the east, all the way across the Sea of Cortez—that even Mexicans refer to it as “the other Mexico,” a kind of de facto island community.


Finally, on a whole, the country of Mexico remains the tenth most visited tourist destination in the whole wide world. That’s an impressive accolade, in no small part due to the millions of Americans and Canadians who travel here regularly. And these days, many of those foreign visitors wind up staying (us included!). Today, right now, more Americans live in Mexico than in the UK or Canada.

So unless you are planning to visit Los Cabos with the “Idiot’s Guide to Starting a Drug Cartel in an Isolated Area of Mexico” and a sack of contraband in tow, you’re simply not going to find any evidence of the media-hyped “drug war” here. On most days, we feel safer in our little corner of paradise than we did in the US. Other than taking the usual common sense precautions, we spend a lot more time thinking about sunscreen than safety measures.

We love Los Cabos, and we’re sure many of you do too—or you will, as soon as you finally get here! ☺

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