

## **Puerto Vallarta Named an HRC National Travel Partner for 2015**

**April 10, 2015**

The Puerto Vallarta Tourism Board has partnered with the Human Rights Campaign (HRC), America's largest lesbian, gay, bisexual, and transgender (LGBT) civil rights organization, as the organization's first national travel partner.

During the partnership, Puerto Vallarta will promote its adventure, gastronomy, cultural, nightlife, romance and family offerings in HRC conferences, dinners and events in 20 cities, including San Francisco, Los Angeles, Minneapolis, New York and Chicago.

Participants of the events will have a chance to win stays in Puerto Vallarta with hotel accommodations provided by Casa Cupula, Costa Sur Resort and Spa, Luna Liquida, Marriott CasaMagna and Villa Mercedes. Winners will also have the opportunity to have special dinners at Café des Artists or Sapphire Ocean Club and take Vallarta's Gay Bar Hopping Tour. Puerto Vallarta's Vallarta Adventures will provide access to its various activities, including the longest zipline in Mexico and the magical beach destinations of Vallarta's South.

Puerto Vallarta offers visitors a friendly and supportive environment and has been Mexico's leading destination for LGBT visitors for decades. Named Gaycities' 2014 Top Beach Destination, Puerto Vallarta boasts a gayborhood home to an array of gay bars and nightclubs, gay-owned restaurants, hotels, stores, services, and entertainment that put the destination in a league of its own.

Its Vallarta Pride is a 10-day celebration of LGBT culture that starts the international Pride season in May. This year Orange is the New Black's Lea DeLaria will be its Grand Marshall and appearances have also been confirmed by famed underwear designer by Andrew Christian and Spanish transgender pop-star, La Prohibida.

In recent years, the Puerto Vallarta Tourism Board, the entity responsible for promoting the destination in the US and Canada has partnered with the Gay & Lesbian Alliance Against Defamation (GLAAD), GMHC and the International Gay Lesbian Travel Association (IGLTA) to promote the destination's diverse tourism offerings. In 2014, Puerto Vallarta became the first Mexican destination to participate in a World Pride with its Noche Alegre event during the World Pride celebrations in Toronto.

Many of #gayvallarta main attractions can be found in the Zona Romantica, a delightfully walkable and compact area where tourists of all stripes mix and mingle at the beach, in cafes, in restaurants and bars, as well as on the newly widened and covered sidewalks of the neighborhood. In the past decade, many LGBT ex-Patriots from North America have joined locals in opening businesses in the area to cater to gay tourism, creating a vibrant and exciting mix of unique and friendly businesses.