

Tessoro at Las Conchas Showered with Further Honors at International Property Awards Ceremony



Rocky Point Receives Worldwide Exposure

Mexico's Best Development of 2009 hails from our own Puerto Peñasco! That and other awards were bestowed upon Tessoro at Las Conchas on November 12, 2009 at the Americas Property Awards (the regional ceremony for the International Property Awards).

Last month, the Rocky Point Times reported that Tessoro was given advance notice that they would receive Best Development and Best Interior Design honors. The scope of the actual award was even more impressive.

The judges selected only 4 Best Development honorees in all of North America in 2009 – one in Canada, two in the United States and Tessoro at Las Conchas. The development's interior design was given 5 stars, named the best in Mexico and rated top-five in the Americas region. The Award's organizers reported over 800 participants in this year's property awards.

The 2009 Americas Property Awards ceremony was held in San Diego and had a truly international flavor. Award recipients attended from Argentina, Brazil, Ecuador, Peru, Belize, the Caribbean and Central America. Tessoro's developers were seated between groups from Dubai and Qatar on one side and representatives from Jones Lang LaSalle in the European Union. The Americas Property Awards presented all recognitions for developments, hotels and commercial projects (such as skyscrapers) in North, South and Central America. Other regions include Europe and Africa, Arabia, the UK and Asia.

The town of Puerto Peñasco received ample exposure due to Tessoro's awards and one can expect that the local Convention and Visitors Bureau and Sonora Turismo will begin to trumpet the awards in promoting the destination. Tessoro is the first project from Puerto Peñasco or the State of Sonora to receive such an award. In the past, winners have been

chosen from more established destinations such as Cancun, Puerto Vallarta and Mexico City.

Jack Ades, director of operations for Mexican marketing group Klein und Gross, commented that “An award of this stature brings credibility not only to the development, but the destination. Puerto Peñasco is in an exciting time as it emerges within the larger Mexican resort destination landscape. With the international airport, highway connection to California, the Pinacate Visitor’s Center and the new Las Conchas Ecological, Cultural and Residential Zone, the town is ready to compete for buyers and visitors with the more recognized destinations in Mexico and the Caribbean. And, of course, Tessoro is emerging as a star attraction for elite clientele, which every market needs.”

According to Ades and other observers, the key now is for government and private sector leaders to take the steps necessary to draw sustained attention to unique honors like Tessoro’s awards, to the variety of new projects over the past ten years, and to the recent infrastructure expansion like the International Airport. It will be interesting to see if Tessoro’s awards and the airport opening receive the attention they deserve in the Arizona media.

On the local level, it is encouraging to continue to receive positive stories relating to Rocky Point and everyone in town should be very proud to be the home of Mexico’s 2009 development of the year.

