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## A new effort to set Puerto Vallarta apart

By Gay Nagle Myers



The renaissance of [Puerto Vallarta](#), marked by a multimillion-dollar redo of the city's famous four-mile, pedestrian-friendly Malecon waterfront promenade, coincided with the launch of a rebranding effort to highlight the city's main attractions.

"The rebranding of Puerto Vallarta is a key step in continuing the destination's competitiveness in meeting the challenge of differentiating us from other destinations," said Guillermo Ohem, director general of the [Puerto Vallarta](#) Convention and Visitors Bureau.

The rebranding process included a study to compare Puerto Vallarta with other Mexican resort destinations, including [Cancun](#) and Los Cabos, to determine and highlight "our distinctive features, physical setting, gastronomy and quality of service," Ohem said.

Part and parcel of the rebranding study was the design of a new logo to represent the colors, culture, people and physical setting of Puerto Vallarta.

Enter the multicolored seahorse graphic: green symbolizes the Sierra Madre Mountains, which rise above the town; pink represents the Mexican pueblo (house); yellow stands for the sand and the Malecon along the Bay of Banderas; and blue is the sea.

The Malecon, considered the jewel in the crown of Puerto Vallarta's renovation and image makeover, now includes an unusual exhibit of local artwork: 22 hand-painted wooden fishing boats, called pangas, line the wide brick promenade. The pangas feature murals of fishing scenes, religious themes and city attractions.

"Tourists love it," Ohem said. "The reconstruction and makeover of Puerto Vallarta promises a great return on our investment, and the future looks very bright."

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