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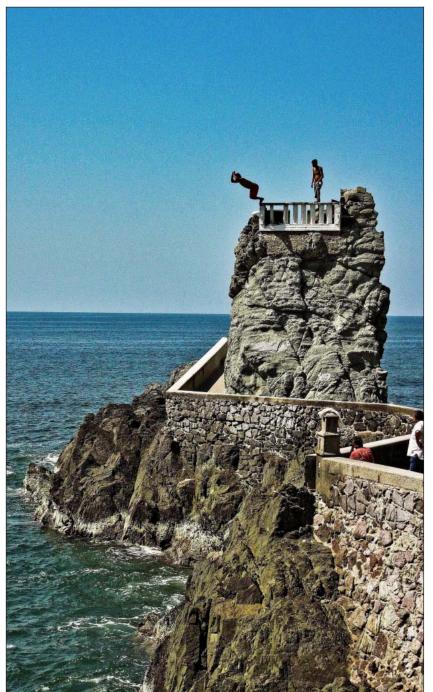
Newport Beach, Galif: This

Naples, Fla.: Karen Bart-

North Florida: Sunshine

Mexico's Mazatlan is getting its mojo back

EXCITING BULLFIGHTS, FRIENDLY PEOPLE HELP REVIVE TOURISM



STEVE HAGGERTY - MCT

By Anne Z. Cooke AND STEVE HAGGERTY McClatchy-Tribune News Service

MAZATLAN, Mexico The atmosphere in the Plaza de Toros, hot in the afternoon sun, crackled like popcorn, leaving visitors wondering just how long the crowd, growing larger by the minute, would sit patiently and wait. But as late arrivals searched for the last free seats, their concerns melted away.

Suntanned cowboys in big-brimmed hats spotted distant friends and waved. Vendors selling beer worked the aisles and ladies spread sunscreen on their children. Clean-shaven men, eyes hidden behind black Ray-Bans, shook hands and strangers compared notes on the afternoon's event, the Carnaval Week bull fight.

Weekly builfights, a winter sport here in Mazatlan, on Mexico's Pacific Coast, run from Christmas through April. But the bullfight held during Carnaval, featuring world-famous "rejoneador" (bullfighter on horseback) Pablo Hermosa de Mendoza, is the spectacle that packs the arena. Challenging the bull, the charismatic Hermosa and his horse are superstars, leaping, dancing and spinning, melding the crowd into a cheering, gasping, groaning, clapping, handkerchief-waving mass.

While we waited for the first bull to enter the ring, I overhead a conversation behind me, a couple discussing their new house on the hill overlooking the beach. Immigrants heading south, instead of Mexicans coming north?

A favored beach retreat since the 1940s, Mazatlan has been shunned lately, tarred by the same brush that paints the country as crime-ridden and unsafe. But this couple seemed to be ignoring conventional wisdom.

"Are you living here permanently?" I asked, turning around to introduce myself. "Maybe you've met my friends. They live in that neighborhood, too, up on the hill."

"Vacation for now, but permanently said Edward Klop, a company SEE **MAZATLAN**, PAGE 12D

We go to the coast every day.

Mazatlan's cliff divers have performed for visitors since 1961.

Out of town doesn't have to mean out of touch. So when you're at the coast, look for The News & Observer at the locations listed here. If you're leaving town for a while, you can donate your home-delivered papers to our News In Education program. Local students and teachers would appreciate your donation. Just call 1-800-522-4205 or visit newsobserver.com/myaccount.

ARAPAHOE

Belangie's
ATLANTIC BEACH A Place at the Beach

Atlantis Motel Boiangles Book Mark (Atlantic Station)

BP Kangaroo Dunescape 1

Dunescape 2

Dunescape 3

Dunescape 4

Dunescape 5

Food Lion Four Corners Restaurant

Island Cove C Store Island Inn

Oceanana Pier

Peppertree Resort

Post Office

Sands Resort Grill Scotchman

Shark Shack Sheraton

Triple S Marina White Sands Mini Mart

ATLANTIC Cruise Mart II (Sunday only)

BAYBORO Charlie's Restaurant

Exxon **BEAUFORT**

Beaufort Square BP, Hwy. 101 and U.S. 70

Food Lion Front Street and Craven

Front Street and Pollock Front Street and Turner

Piggly Wiggly, U.S. 70 Taylor's Creek Grocery Wilco Hess Station Zingo Express RP

CALABASH Calabash Citgo

PJ's Beverage Citgo

Sunrise Pancake House **CAPE CARTERET**

Cedar Point BP Convenience Citgo, Hwy. 24

Dunkin Donuts Goose Creek Resort

Kangaroo Lowe's Food Store

CAROLINA BEACH

Food Lion

Gulf Stream Restaurant Scotchman (2 locations) Sea Merchant's Food Store

DAVIS Handy House (Sunday only)

DUCK Crown Station

Wee-Winks **EMERALD ISLE**

Bogue Pier

Coastal Mini Mart **Emerald Isle Hess** Emerald Isle Post Office

Emerald Isle Mini Mart Food Lion Holiday Trav-L-Park K & V Plaza Mike's Restaurant Village Market GRANTSBORO

Food Lion

Piggly Wiggly HAMPSTEAD

BP Convenience Store Exxon C Store

Food Lion Scotchman

Sawmill Grill

Topsail Country Store WilcoHess

HARKER'S ISLAND Exprezit Grill (Sunday Only)
HOLDEN BEACH

Beach Mart

Citgo Exxon

Holden Beach General Store Holden Beach Pier

Salt Pedler **INDIAN BEACH**

Colony By The Sea Summerwinds

Windward Dunes **KILL DEVIL HILLS**

7-11 (Sunday only)
Kangaroo BP Third Street (Sunday only)

Kangaroo Colington Light (Sunday only) Stop N Shop (Sunday only) WilcoHess (Sunday only)

KITTY HAWK 7-11 (Sunday only)

Wink's (Sunday only)
KURE BEACH

Island Mart

Kure Beach Pier Post Office

LELAND

Buy & Go

Harris Teeter

LONG BEACH/OAK ISLAND/

Beach Pantry

Beana's Kitchen Captain Stanley's Restaurant

CJ's Corner Store Doodle's

Flying Pig

Jiffy Bait & Tackle Jolly Rogers Kangaroo Pantry #3167

Oak Island Restaurant Russell's Place Restaurant **MANN'S HARBOR**

White's Shopping Center MANTEO

Food-A-Rama Hatchell's Poor Richard's Sandwich Shop



Trade/Hess MARSHALLBERG

The Korner (Sunday only)

MINNESOTT Ferry Landing

MOREHEAD CITY 20th Street Grocery

Big Lots Bojangles'

BP Gas Station Brandy's Pancake House

Captain's Table Carteret General Hospital

Chick-Fil-A City News

Coffee Affair

Cox's Restaurant Crystal Clean Laundromat

Dunkin Donuts Food Lion

G&M Citco Golden Corral Handy House

Handy Mart Hardee's

Jim Dandy Kangaroo Kountry Kitchen

Lowe's Food Store Panera Bread Pancake House Pete's Diner

Sanitary Restaurant Save More Shell Station Town & Country Grocery,

Walgreen's WilcoHess, 4th Street MURRAYVILLE **BP** Convenience

Hwy. 24

Kangaroo Sand Box **NAGS HEAD** Cahoon's Store **Dollar Tree**

Dunes Restaurant Grits Grill

NEWPORT

Bojangles' BP Station

Food Lion Gil's Market & Pub Handy House Shell Station

Handy Mart (Hwy. 70) IGA Grocery (Hwy. 24)
Shell Station (Hwy. 24 & Hibbs)

Town & Country IGA WilcoHess (Hwy. 24) WilcoHess (Hwy. 70)

WilcoHess Trade Mart **NORTH TOPSAIL**

Topsail Dunes Water Tower

OCEAN ISLE BEACH Big Nell's Pit Stop Citgo, Ocean Isle Beach Ocean Isle Water Tower

Sheffield's Variety Store

Splash Car Wash OGDEN Food Lion Gordon Road Kangaroo

Gordon Road Wilco Hess Harris Teeter Ogden BP Pop Store

ORIENTAL Brantley's Restaurant

Dollar General IGA

The Bean Coffee Shop **OTWAY** Outer Island (Sunday only)

PINE KNOLL SHORES Beach Walk Condos Clamdigger Inn

Dunescape 5

Bogue Shore Condos Colony By The Sea Dunescape 1 Dunescape 2 Dunescape 3

Island Convenience Store Ocean Sands Resort Pine Knolls Towns Whaler Inn White Sands Mini-Mart Windward Dunes **PORTER'S NECK**

Exxon Food Lion (1 location) Port City Java Yacht Club **REELSBORO**

Pinedale Food Mart **SALTER PATH Beach Outfitters**

Frost Seafood Restaurant Sav-A-Stop Summerwinds

SEA LEVEL Cruz Mart (Sunday only) Snug Harbor (Sunday only) SHALLOTTE Bojangles

Hill's Grocery Kangaroo Scotchman

Sunrise Pancake House **SMYRNA** Handy House (Sunday only)
SOUTHERN SHORES

Bagels to Beef Cafe Crown Station SOUTHPORT Bald Head Ferry Landing

Bald Head Maritime Market Citgo Coastal Car Wash Erik's Restaurant Family Dollar Kangaroo Pantry #467

Lowe's Minuteman Port City Java
SUNSET BEACH Bagel Shop on the Green Citgo, Sunset Beach

Dollar General Food Lion, Sunset Beach Kangaroo (2 locations) Market Express Subway

Sunset Beach Condos **SURF CITY** Batson's Galley Batt's Grill **BP Station** Exxon

Friendly Mart IGA New York Grill Surf City ABC SUPPLY

Food Lion

Post Office Kangaroo **SWANSBORO** Handy Mart (Hwy. 24) Kangaroo Piggly Wiggly

Swansboro Post Office Wendy's WilcoHess (Hwy. 24) TOPSAIL ISLAND Beach Shop Godwin's Exxon

Jolly Roger's Pier U.S. Post Office WHALEBONE WILLISTON

Handy House (Sunday only) WILMINGTON BP (3 locations) Barnes & Noble, Mayfaire Books-A-Million BP Pinevalley
Buy & Go Gas Exxon **Dunkin Donuts** Food Lion, Landfall General Store Harris Teeter at Longleaf K&W Cafeteria Kangaroo, Landfall

Kangaroo (near hospital) Lowe's Foods (2 locations) Port City Java, Market Street Post Office, Front Street WilcoHess, Oleander Jimbo's WINNABOW Handee Hugo's

(Hwy. corner of 87 & 17) WRIGHTSVILLE BEACH Blockade Runner BP Food Shop (1 location) Causeway Cafe Johnnie Mercer Pier Middle of Isle Oceanic Motel Robert's Grocery Sandbox Shell Station

SOUTH CAROLINA MYRTLE BEACH -

Sun Spree Resort

Sweet and Savory

Wings

Below 22 By-Pass Cash N Dash (Sunday only) Citgo (Sunday only) Flip Flops (Sunday only) Kroger (Sunday only) Murphys (Sunday only) Sands Ocean Club (Sunday only) Wings/Dunkin Donuts (Sun. only)
WINDY HILL - NORTH MYRTLE

46th Street Beach Cove McDonalds/Kangaroo Ocean Creek North Ocean Creek South



Grab a raft, bike or fishing pole for fun with the family



Float through 40 miles of southwestern Oregon on the Rogue River and explore the rugged country that drew Native Americans, trappers and prospectors.

No matter what interests your family, there is plenty of summer fun to be had. Here are five ideas:

Cyclers in Ireland: See the Emerald Isle on two wheels. Pedal past castles, through charming villages and alongside dramatic cliffs on a self-guided tour offered by Pure Adventures. Families can choose their pace and style of lodging.

Add golf, sea kayaking, horseback riding or a Dublin tour to round out the adven-

Contact: 800-960-2221 or

pure-adventures.com. **Boaters in the Bahamas**: Make your way to the Abaco Beach Resort and Boat Harbour Marina, 165 miles off the Florida coast and on the Sea of Abaco. You can access the fullservice marina to explore nearby islands, historic villages and barrier reefs. Head out for sport fishing, sailing or snorkeling. Then

Family Travel

Lynn O'Rourke Hayes

go ashore to picnic on a secluded island.

Kids can learn to catch, clean and cook fish, crack a conch and debark a fresh coconut as part of the Bahama Buddies program. Ask about special packages.

Contact: 800-468-4799 or abacobeachresort.com.

Theme park fans: Make your way to Universal Orlando, where an intergalactic war is raging. Climb aboard Transformers: The Ride-3D, billed as a next-generation thrill ride. You'll feel like you're part of the skirmish, as Optimus Prime and Bumblebee attempt to keep the Allspark from falling to the enemies.

Contact: 407-363-8000 or universalorlando.com.

Rafting on the Rogue: Float through 40 miles of scenic southwestern

Oregon and explore the rugged country that drew Native Americans, trappers and prospectors. Stay in the raft or up the adrenaline ante by running the rapids in an inflatable kayak. This designated wilderness will take you through the Siskiyou Mountains and the Rogue River National For-

Contact: 800-346-6277 or oars.com.

Art lovers: From art classes and kid-focused camps to clever createand-takes, the Denver Art Museum has made a grand effort to welcome families to its galleries. Museum activities encourage families to get comfortable and create. Family backpacks full of art supplies, games and puzzles are available for use during

Contact: 720-865-5000 or denverartmuseum.org.

DALLAS MORNING NEWS

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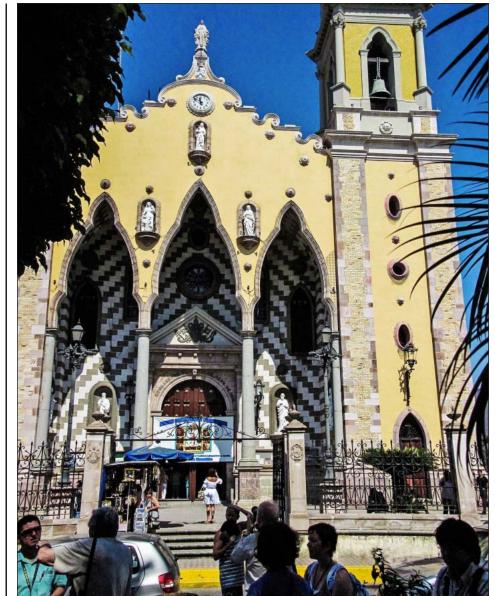
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PHOTOS BY STEVE HAGGERTY - MCT

The cathedral in the Plaza de Republic, in Mazatlan's historic district.

MAZATLAN

owner from British Columbia, smiling and leaning over to shake hands. "Why? Because people here are so decent. Look at this crowd. I've never seen so much beer drunk by so many people who are so good-natured. You don't find that very of-

ten. You've heard of the Vancouver riot, after the Stanley Cup match? People got drunk, turned over cars, broke store windows, looted merchandise. That doesn't happen here."

"Mexicans are family peo-ple," added Yvonne Klop. "They take their kids when they go out to eat or to a concert. The kind of restaurants we'd like to eat at in Vancouver or San Francisco or New York don't allow kids. If there's a bar or they serve alcohol, it's illegal."

Right about then, the crowd broke into cheers and Hermosa cantered into the ring mounted on a white Lusitano stallion. Whether you condone bullfighting, it's impossible not to watch Hermosa as he gets down to business, teasing the bull until it charges, then wheeling away, leaning and turning, whirling and circling the ring with the bull in hot pursuit, staying just inches away from the bull's horns. At the conclusion, Hermosa took a victory lap and the ladies tossed red roses. The fight committee awarded prizes and the crowd collected their things and filed peaceably away to the parking lot.

The Klops, when they do move, won't be outliers, but part of a settled expat com-

Puzzle Solutions

SEE PAGE 10D

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Details

■ For more information, visit gomazatlan.com and mazatlantodav.net.

A matador uses his cape to goad the bull into a useless

charge at the Plaza de Toros in Mazatlan, Mexico.

■ To book a cruise, visit Holland America Cruises at hollandamerica.com or Norwegian Cruise Line at norwegiancruise.com.

munity, people that bring time, energy and expertise to the town.

dians in Mazatlan," said Francisco (Frank) Cordova, secretary of tourism for Sinaloa. "They rent apartments and some even own houses. Now, if it wasn't safe, why would they be here?

Safety in Golden Zone

Drug cartel murders are a fact, he conceded. They are, he said, the federal government's most pressing internal security issue. But most violence occurs far beyond the Golden Zone (the town's designated tourism area), in the mountains or along the U.S. border.

"There isn't any crime in the Golden Zone, not that we've heard about," agreed Paul Petty, a 12-year resident. "Nothing violent, no drive-bys, no school shootings like we had at home. We feel a lot safer than we did when we lived in Los Angeles."

It could be the bounceback effect, but 2013 is shaping up as the town's best year in a decade. Carlos Berdegue, head of Mazatlan's four El Cid hotels, said \$6 million has been allocated for tourism from the U.S. and

Canada, a promotion that's already filling the town's 12,000 beds.

Cruise lines returning "Our group and conven-

tion programs have been very successful, the cruise lines are returning and the airlines are looking at creating more capacity," he said.

The cruise industry, often

the first to fold up and run when bad news hits the wires, agrees. After pulling out abruptly 18 months ago, Holland America and Norwegian Cruise Lines are returning to Mazatlan, adding 10 port stops to their Mexican Riviera route this year (in November and December) and 35 more during the

2014 season. "We'll be ready for them,"

Cordova said. "I've got a

tourism budget of 400 million pesos (U.S. \$32.5 million), half for the new cruise port and the rest for restoration and improvements in

the historic city center." The cruise port and passenger terminal, a contemporary stunner designed for comfort, has docking room for eight large passenger ships. Adjacent tour bus parking will allow passenme town. gers taking shore tours to board the buses without 10,000 Americans and Cana- much walking. Travelers who'd rather stay on the ship or at the port will have shops,

a restaurant, a tourist infor-

mation center and gift stores.

Shore tours in Third World ports, often the bête noire of cruise passengers, haven't been forgotten. "Funds are set aside to train tour guides to make sure every tour is unforgettable," Cordova said. The adjoining neighborhood has also gotten a facelift. Seedy shacks are gone, cracked stucco was painted and vacant lots were turned into gardens.

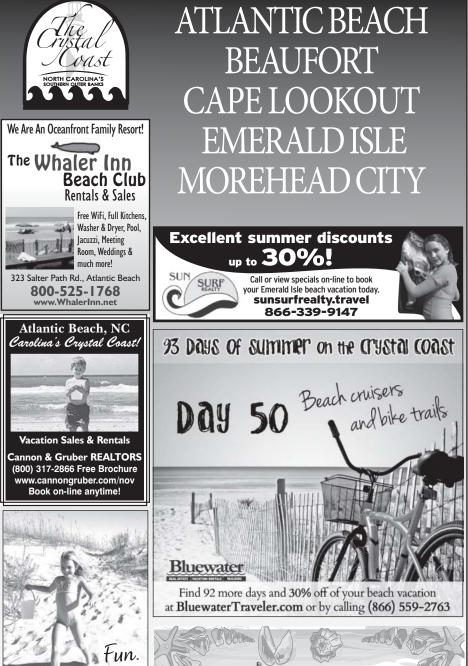
Strolling the plazas

Shore tours will visit several nearby 16th and 17th century-era villages and ancient pictographs on the shoreline. But visitors who opt for a stroll through the historic center's narrow streets and shaded plazas, dating to 1837, won't be sorry. In these plazas the first colonists gathered and much of the time's social and civic life played out. This is where people still meet to walk, talk, work, eat out or sit and watch the world go by. Wander around and you'll find the Plaza Machado, the Cathedral, the elegantly restored Angel Peralta Opera House and the art museum.

The Central Market, humming from early morning to late afternoon, is where homemakers shop for food, teenagers for purses and jewelry and travelers take photos. Covering a city block, the two-story iron structure houses hundreds of stalls.

If the past is prologue, the outcome is already written. Some cruise passengers will make a beeline for the beach, sample real Mexican cuisine at Pancho's and take the sightseeing boat to Deer Island. On the second trip they'll dine by candlelight at Pedro & Lola's, sit on the Plaza Machado, meet expats from home and play golf. On the third visit, they'll check out the bullfights.

After that, who knows?



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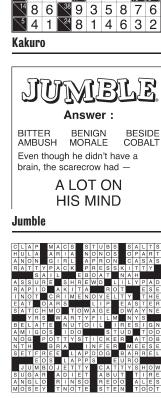
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