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On behalf of: Travelzest plc ('Travelzest' or 'the Group')  
For immediate release

## **Travelzest plc (AIM:TVZ)**

- **itravel2000, a Travelzest Company, declares “I love Mexico!” and urges Canadians to see why.**

Canadians have a long term love affair with Mexico and it doesn't show any signs of diminishing. Jonathan Carroll, CEO of Travelzest, recently travelled to Mexico to rediscover his own love for Canada's favourite vacation destination.

The popularity of the destination continues to grow steadily, as Statistics Canada Reports demonstrate: in 2005, 600,000 Canadians travelled to Mexico, this number increased to over 1.460 million passengers in 2010.

Commenting on his recent trip, Jonathan Carroll stated “I love Mexico for a variety of reasons; the friendly people, delicious food, the history and the vibrant culture... Mexico has matured as a tourism destination: It has everything! Attractions, beaches, all kinds of accommodation, everything is here.”

Normally tight lipped about endorsing a destination, Mr. Carroll is encouraging Canadians to discover, or indeed rediscover, the exciting country and find their own reason to fall in love with it.

Mexico continues to be a year round travel destination for Canadians and [itravel2000](#) invites everyone to discover their passion for Mexico with [Why I Love Mexico](#), a unique initiative combining social media, exclusive offers and lots of inspiration for sun-starved Canadians.

By providing all the tools needed to research and book the right vacation at a price that makes sense, itravel2000's unique [Mexico Super Store](#) allows price-conscious Canadians from coast-to-coast to shop by price and destination. As part of itravel2000's ongoing social media initiatives, travel writer Lyndsay Reader's blogs and videos will inspire Canadians to live their own love affair with Mexico.

To view the Why I Love Mexico TV commercial visit:  
<http://www.youtube.com/itravel2000#p/a/u/0/BV5YZ1AzYqU>

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**Notes to Editors:****About itravel2000**

itravel2000.com a leading travel retailer in Canada was a pioneer of online travel and has over 100 travel agents. itravel2000 provides customers more travel options than any other Canadian travel retailer through a full product suite for vacation packages, cruises, airline tickets, hotel rooms, and rental cars. To see how we're fighting to save you money, visit [www.itravel2000.com](http://www.itravel2000.com).

[Travelzest plc](#) (LSE:TVZ.L) is a dynamic travel group, with a collection of online travel retailers and specialized merchant operators, with operations in five countries. Included in the Travelzest agency family are [Travelzest Holidays](#), [itravel2000](#), [The Cruise Professionals](#), [holiday.co.uk](#), [flight.co.uk](#), [Fair's Fare](#), [Wow House](#), and in the Travelzest merchant family are [Best of Morocco](#), [VFB Holidays](#), [Peng Travel](#), [Faraway Holidays](#), [The Malaysia Experience](#), [Tapestry Collection](#), [Captivating Cuba](#), [JMB Travel](#). Travelzest is traded on London's AIM Exchange under the symbol TVZ.