

ROCKY POINT

DATA AND BUSINESS

OPPORTUNITY

## ROCKY POINT

Desert and sea coexist in Rocky Point, a place of escape in the Gulf of California. Fish and seafood markets, quiet streets and sandy beaches have retained the traditional charm of this port city. There is everything for everyone, from natural parks and water sports to luxury resorts.

It is one of the youngest population centers in the state of Sonora. Rocky Point began its formation towards 1927 as a simple fishing field; from that date, fishermen from various parts of the state, such as Guaymas, Bahía Kino, Puerto Libertad and Puerto Lobos, among others, began arriving during the fishing seasons, settling and improvised living in tents and caves that were between the cliffs of hills over sandy dunes.

Discover the intense blue that contrasts with the white sand of the Sea of Cortez. Jaques Cousteau French marine biologist called the Sea of Cortez 'The Aquarium of the World'.



## MEDIUM PHYSICAL

The municipality is located in the northwest of the State of Sonora, its head is the population of Rocky Point and is located on the parallel 31 ° 19 'north latitude and the meridian 113 ° 32' at a height of 7 meters above the level of the sea.

It borders the following municipalities: to the northwest with San Luis Río Colorado, to the north with the United States of America and Plutarco Elías Calles, to the southeast with Caborca and its natural limit to the south is the Gulf of California



## OROGRAFIA

Its territory is generally flat, but the Sonoyta mountain range to the north and east of the municipality stands out, it is also made up of a large part of the Altar desert and the volcanic area, El Pinacate mountain range.



## WEATHER

Rocky Point has a semi-warm dry climate, with a maximum monthly average temperature of 28.7 ° C in the months of July and August and a minimum monthly average of 12.1 ° C in December and January. The annual temperature is 20.1 ° C the rainy season occurs in the summer in the months of July and August with an average annual rainfall of 90.6 mm.



## FLORA

A large part of the territory of the municipality is constituted by vegetation of sandy deserts, although there is also coastal xerophilic scrub in Adair Bay, in the region of the El Pinacate mountain range, while in the northeastern part there is microphilic desert scrubland of the category of Subinermes scrub. There are also places adjacent to the Pinacate region with a category of inert scrub, such as governor, white nagua, or trompillo, donkey grass, and so on; both regions are protected as a national ecological reserve.

Spread mainly in the northeastern part of the municipality are small portions of sacocaulis scrub, copal, white torote, torote colorado, choya, lomboy and cardón in the border region with the United States.



## FAUNA

In the municipality there are species such as toad, bull toad, desert turtle, cachora, rattlesnake, loggerhead, lacid turtle, hawksbill, sea viper, chameleon, Gila monster, white-



tailed deer, bura, berrendo, puma, tlacuache , coyote, jaguar, raccoon, rabbit, gray fox, horned owl, purple dove, churea, aura, gray hawk, güilota, red-tailed eagle.



## CHARACTERISTICS AND SOIL USE

In the municipality the following types of soil are located. Solonchak is located to the south of the municipality bordering the coast of the Gulf of California; there are areas where saltpeter accumulates, so that its agricultural use has been limited to crops very resistant to salt. It has low susceptibility to erosion; her natural vegetation is grassland and scrubland; its agricultural use is restricted to irrigation areas with very high yields in crops such as cotton, grains or vines. Its susceptibility to erosion is low.



## STATISTICAL DATA

Inhabitants 62,177  
MEN 31,519 PERCENTAGE 51%  
WOMEN 30,658 PERCENTAGE 49%  
HOTELS, MOTELS AND OTHERS 49  
ROOMS WITH DIFFERENT CATEGORIES 5,176  
BARS, NIGHT CENTERS 25  
2,267,575 ANNUAL VISITS  
NATIONAL 59%



FOREIGNERS 41%  
COMMUNICATIONS AND TRANSPORTATION 407 KILOMETERS  
FEDERAL ROAD 24%  
STATE ROAD 76%  
VIAS FERREAS 9.4 KILOMETERS  
PISTA INTERNATIONAL AIRPORT 2.5 KM

VISITORS / TOURISTS AND PERCENTAGE OF OCCUPATION							
CONCEPT	2018	2017	2016	2015	2014	2013	2012
ANNUAL OCCUPATION% FROM JANUARY 01 TO DECEMBER 31	49%	51%	49%	44%	39%	37%	36%
ESTIMATED VISITS FROM JANUARY 01 TO DECEMBER 31	2,267,575	2,366,577	2,273,771	2,008,373	1,785,080	1,698,216	1,656,870
GROWTH REGARDING THE PREVIOUS YEAR IN%	-4.183342	4.0815896	13.214577	12.508851	5.1150148	2.4954281	

LODGING CAPACITY FOR HOTELS, CONDOS AND RESIDENCES	
HOTELS	22
	23



<b>ORIGIN OF VISITORS</b>
MEXICO
UNITED STATES OF AMERICA
CANADA
SOUTH AMERICA
EUROPE
OCEANIA
ASIA

COND DEVELOPMENTS	
MOTELS	10
ROLLING HOUSE PARKS	6
PROPERTY OPERATING COMPANIES	10
TOTAL	62

<b>ECONOMIC DERRAMA</b>
ANNUAL ESTIMATED EXPENSE FROM JANUARY 01 TO DECEMBER 31, 2018
\$113,378,748

## Rocky Point Airport

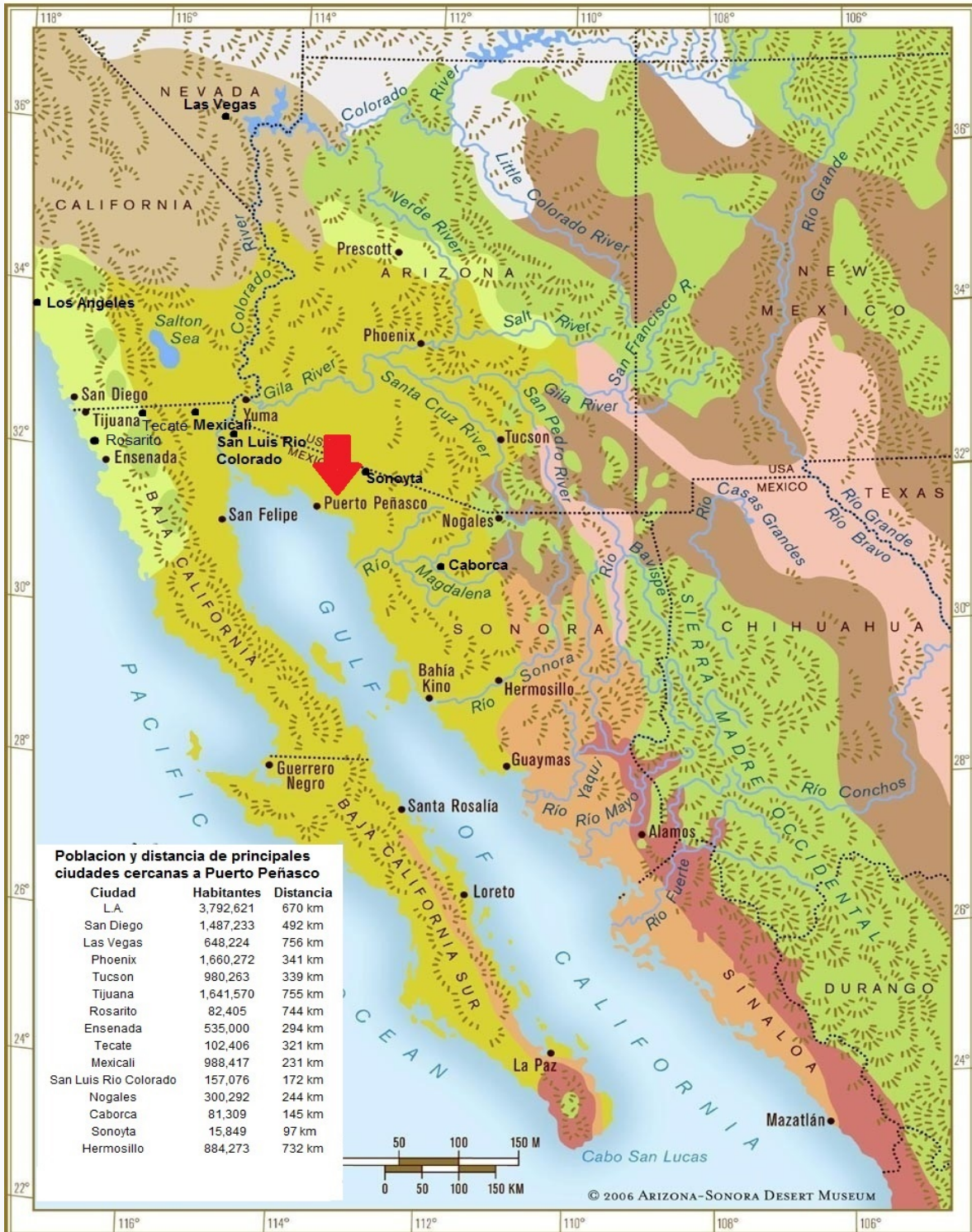
It has the capacity to serve commercial aircraft of the Boeing 757 or similar type, which was developed through an alliance between the State Government of Sonora and Grupo Mayan Resorts.



**MIAGENCIA**  
INMOBILIARIA



## Population of cities near Rocky Point





## **TOURIST ACTIVITIES**

### **VISIT THE PLAZA**

The tour begins in the square, located at the east end of the boardwalk. Admire the beautiful copper monument that honors shrimps in the region and delight yourself with the magnificent sculpture that rests in the center of the esplanade, surrounded by nice benches and guarded by a hemicycle of colorful columns.

### **DISCOVER LOCAL PRODUCTS**

Head west, following the path; on the way you can stop at the different venues that offer local crafts, regional sweets, beach items and other souvenirs.

### **ENJOY DINNER AND DRINK IN FRONT OF THE SEA**

Treat yourself to a dinner with exquisite dishes in one of the many restaurants or bars that offer both regional delicacies and international cuisine. Take the opportunity to have a drink in front of the sea to the rhythm of the lively live music.

### **EXPLORE THE MALECÓN**

The tour ends at the viewpoint of the boardwalk that gives you a spectacular view of the port and the beach washed by the waters of the Sea of Cortez, which is lost on a horizon full of stars.

### **EXPLORE IN THE BIOSPHERE RESERVE EL PINACATE**

Very close to Rocky Point, a truly unique experience awaits you. Your destination is the El Pinacate Biosphere Reserve, a place so magical that it still witnesses sacred ceremonies of the Tohono people, legendary settlers in the area. The desert paradise is so spectacular that, according to the O'odham cosmogony, it is the center of the creation of the universe.

### **SNORKEL ON THE ISLAND OF SAN JORGE, TERRITORY OF LEON MARINE**

The Island of San Jorge is a true natural wonder.

The sea wind crashes against your cheeks, flushing them with cold and excitement. The boat bounces off the waves and makes the team arrive near the bow; squeeze with your fingers the snorkel and the visor that will be your companions while you firmly hold the seat. Listen to the call to adventure and explore the rocky paradise that awaits you on the Island of San Jorge.

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## OUR PROPOSAL

### SAN JORGE BEACH

Invest At Rocky Point ( Puerto Peñasco, Sonora, Mexico)

1978 hectares just 10 minutes from The Grand Mayan and the Puerto Peñasco International Airport

Playa San Jorge is located in the Puerto Peñasco Municipality of the State of Sonora Mexico and is located in the GPS coordinates:

Length (dec): -113.135833

Latitude (dec): 31.240000

- **Holiday resort:** A hotel complex or resort, is a place designed for tourist activities aimed at relaxation and fun, which can be done at Rocky Point. Which makes it an ideal site for a complete resort. Ideal for national and international tourists, throughout the year.
- o Population growth greater than 5% Annual.
- o Tourist growth greater than 35% in the last 5 years.
  
- **Marine:** It is the set of maritime or terrestrial facilities, intended for the protection, shelter and provision of all kinds of services to recreational, tourist and sports boats, of any flag and regardless of their size, as well as to visitors and users of them. So if it is in your mind, you can carry out this great project, since it would be unique in the entire port and the location closest to Arizona; USES. Nautical tourism is important because it leaves a lot of money in Mexico and we have a huge market to exploit. In the US alone there are more than 15 million registered vessels. Arizona is the state that has more vessels per capita and has no exit to the sea. The marinas in California are saturated, so Puerto Peñasco, Sonora, Mexico is a very attractive option for them.
  
- **Casino, Puerto Penasco** has casinos such as: Lucky Point- Stardust- Treasure Ponit- Black Dog- Sahara. Puerto Peñasco, being known as the Arizona beach, and its proximity to Las Vegas Nevada, has foreign visitors, mainly from the aforementioned states of the neighboring country. For what it does, it is a pleasure to have high-class casinos, what is not in San Jorge Beach and could handle the same strategy of Las Vegas, Hotel-Restaurant-Bar-Casino.



**MIAGENCIA**  
INMOBILIARIA

What would leave great profits, job creation and make Puerto Peñasco the most tourist place in the State of Sonora.

- **Real Estate Development:** Mexico has become attractive to invest in real estate by citizens of other nationalities. Each year the number of immigrants who settle in national territory increases.