

### **MEXICAN CARIBBEAN DESTINATION SHARES UPDATE AND UNITED STRATEGY FOR RECOVERY**

PLAYA DEL CARMEN, QUINTANA ROO, MEXICO – April 29, 2020: The Quintana Roo Tourism Board shared an update today on the efforts underway to support the tourism industry and unveiled details on the united strategy and integrated plan to support the industry's rapid recovery.

Home to popular tourist destinations including Cancun, Playa Del Carmen, Riviera Maya, Cozumel, Tulum, Isla Mujeres, Isla Holbox, and Bacalar, the Mexican Caribbean's tourism industry continues to closely support the Quintana Roo State government in its proactive actions to limit the spread of COVID-19. This includes the latest creative advertising under the campaign name "Paradise Can Wait / Please Stay Home," which features the diverse attractions across the region, all showcased as they are today, with the state's residents and visitors remaining at home. This effort coincides with the beginning of the celebration of the 50<sup>th</sup> anniversary of Cancun, an occasion that has been promoted through social media channels as well.

Dario Flota, CEO of the Quintana Roo Tourism Board, shared that these actions are part of a coordinated program across the state government to show solidarity during this difficult time and ensure that the industry's united voice is heard internationally. "Our communications during this time focuses on ensuring we fully embrace the proactive decisions by the State government to take every measure possible to limit the spread of COVID-19 in our state. This will ultimately result in our ability to recover more quickly as the global travel sector begins to rebound later this year."

According to the official statistics updated daily by the Quintana Roo State Health Services Department ([SESA](#)), after nearly three months of the COVID-19 global pandemic there have been 650 positive cases in the State of Quintana Roo. The state government, healthcare institutions and other authorities have implemented international best practices in early detection, testing, isolation, contact tracing and public education in order to reduce the spread of infections. Additionally, the Quintana Roo State Government has launched a variety of public assistance initiatives designed to support businesses, displaced workers, ensure the supply of food and household essentials including utilities, and provide ongoing public health education, and preventative and urgent care support to those in need.

The state's tourism industry continues to adapt its promotional strategy while planning for a period of recovery. The Mexican Caribbean region has experienced a multi-year period of continued growth in terms of tourist arrivals, investments in hotels and new products, and the opening of new destinations across the region. While traditional promotional campaigns are paused during the pandemic, the Quintana Roo Tourism Board and the entire industry are working hand-in-hand to prepare for a multi-phase recovery. Integrated marketing campaigns are necessary to ensure the destination's readiness and promote the incredible diversity of tourist offerings to the right audiences at the appropriate time.

Ongoing discussions with airlines, hotel groups, tour operators, travel agents, meeting planners, online travel booking engines, associations, and other members of the international and local industry during the past month reveal a high degree of enthusiasm for collaboration on a united recovery promotional

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campaign. All stakeholders express confidence that both international and domestic tourists will see the Mexican Caribbean as an attractive and safe region to visit once travel restrictions are lifted.

The recovery strategy will first focus on ensuring the swift return of direct air connectivity to the state's three international airports in Cancun, Cozumel and Chetumal. In parallel to this effort, all members of the industry will be made aware of the destination's readiness to receive visitors and the enhanced health and hygiene protocols in place across the state and the locations frequented by tourists. Finally, consumers will be engaged with creative materials and targeted messaging using advertising, public relations, digital and social media as well as co-marketing campaigns with industry partners. In addition to the domestic travel market in Mexico, key international markets included in the campaign will include the United States, Canada, Latin America and Europe.

The campaign will be rolled out in several phases, closely aligned with the lifting of travel restrictions and resumption of direct flights and the exact timing will remain flexible in order to adapt to the changing environment for recovery in the coming months. Working together with both the domestic and international tourism industry, the Quintana Roo Tourism Board is committed to investing in the critical recovery period to come.

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