

MEXICAN CARIBBEAN TOURISM INDUSTRY UNITED IN MISSION TO LIMIT COVID-19 IMPACT AND QUICKLY RECOVER

Quintana Roo, Mexico – March 24, 2020: Today the Quintana Roo Tourism Board shared an update on their united efforts with the tourism industry in the Mexican Caribbean to limit the impact from COVID-19 and prepare to recover quickly from the decline facing the global travel sector.

Since January, the State of Quintana Roo, the Quintana Roo Tourism Board, and the tourism industry have worked diligently to follow the recommendations issued by the World Health Organization (WHO), the Centers for Disease Control (CDC), as well as the Quintana Roo State Health Services Department (SESA), in coordination with Mexico's National Department of Epidemiology.

Countless actions are being implemented, including several that went beyond guidelines, to address this serious threat and do everything possible to reduce the risk of spread to the Mexican Caribbean and its destinations.

On March 20, 2020, Quintana Roo's Governor, Carlos Joaquín also announced an updated and expanded strategy for addressing the COVID-19 situation in the State of Quintana Roo, focusing on three priorities:

1. Protecting everyone's health and preventing the spread of the disease.
2. Supporting families in terms of both health and economic impacts.
3. Driving the economic recovery.

The entire tourism industry is united behind these priorities and have been working tirelessly since January on several initiatives designed to ensure that the impact from COVID-19 for the Mexican Caribbean is reduced. These actions, which are detailed below and have been enhanced and expanded overtime, will continue as they serve to both reduce immediate health risks as well as aid in the ability to recover quickly for the travel industry:

- **Ongoing, Enhanced Health Protocols:** Receiving and implementing real-time updates and guidance from the relevant health authorities on protocols, best practices and recommendations for prevention, detection and containment
- **Information Sharing:** Sharing data, materials, and best practices via a [special website](#) led the State Health Services Department (SESA) designed to inform and empower members of the industry and general public.
- **Continued Connection With the Travel Industry:** Engaging members of the international and local travel sector by sharing updates, materials, and addressing questions through a series of regular communications, a multi-lingual webinar series and Q&A with more than 870 attendees, and coordinated messaging and response to consumer questions
- **Thermal Screening at CUN:** Deploying thermal scanning cameras at the Cancun International Airport (CUN) that screen all arriving international passengers as well as requiring the completion of a health questionnaire to document potential risks prior to entry. Prevention and hygiene information has also been made available on 77 closed-circuit televisions across the airport.

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- **Health & Hygiene at All Local Businesses:** Enhancing sanitization and hygiene protocols across hotels, restaurants and bars as a result of the relevant industry associations and health authorities sharing best practices and multiple initiatives by the private sector to ensure their high-traffic and frequently touched surfaces such as guest rooms, tables, elevators, switches, bathrooms, handrails and more are frequently cleaned and checked.
 - These efforts will continue and form a part of the destination's commitments to travelers as they begin to return and will expect the highest standards of cleanliness and sanitization to remain in place.
- **Advice to Visitors:** Reminding all visitors to follow the recommendations by the CDC in terms of maintaining high standards of personal hygiene and responsibility for limiting the spread of disease if one is sick
- **24/7 Support for Travelers:** Offering a 24x7, toll-free hotline available from anywhere in the world for travelers who have questions related to travel restrictions, health authorities recommendations and support should it be necessary

All of these and many other actions by the relevant authorities and private sector have demonstrated the seriousness and attention given to the risks associated with the COVID-19 pandemic and have contributed to the Mexican Caribbean's ability to be prepared, work to prevent spread, and ultimately will aid all destinations and the private sector in making a swift recovery.

The Quintana Roo Tourism Board has already activated a plan to support the economic recovery and is coordinating with the local and international travel industry, destinations, airlines, hotels, tour operators, cruise lines, travel agents and many others. Their participation in a coordinated recovery campaign for the Mexican Caribbean and its destinations including Cancun, Playa del Carmen, Riviera Maya, Isla Cozumel, Tulum, Isla Mujeres, Puerto Morelos, Isla Holbox and Grand Costa Maya, will be essential.

At the appropriate time when the State of Quintana Roo and international health authorities advise that business and leisure travel may resume, these plans will be activated in order to communicate the readiness of the destinations to receive visitors, the steps that will continue to be taken to minimize health risks, and of course promote the incredible beauty of the Mexican Caribbean and all of its diverse offerings for travelers. The campaign will include an integrated marketing strategy, new materials and content, and place a special emphasis on collaborations with tourism industry partners to target activities towards the countries and consumer groups that will provide the greatest return on investment in marketing for the destination.

As we continue to address this global health pandemic, the Quintana Roo Tourism Board and the entire tourism industry will continue working in a united manner and share updates as new information is available.

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