

QUINTANA ROO

THE INCOMPARABLE MEXICAN CARIBBEAN

STATE OF QUINTANA ROO.

Quintana Roo is a magnet for event organizers for many reasons: its ancient Mayan culture, delicious cuisine, the professionalism of its people, its endless white-sand beaches and turquoise waters, an ecosystem abundant in flora and fauna, a solid infrastructure of hotels, meetings venues, roads, airports, maritime terminals, golf courses, tourist attractions... the list goes on and on. Cancun and the Riviera Maya are two pillars within Mexico's meetings industry and ideal for any type of event. Isla Cozumel and Isla Mujeres, meanwhile, offer great services within this segment, especially for top-level corporate meetings and incentives.



STATE OF QUINTANA ROO

► Cancun

Cancun is the most visited sun-and-beach tourist destination in Mexico and among the top 10 busiest in Latin America. It stands to reason, then, that it's probably the country's best known destination worldwide and a strategic component of its meetings industry. Its airport is the second busiest and most important airport in Mexico, just after Mexico City's international airport, with direct flights from North America, Latin America, and Europe as well as options to connect from Asia and Oceania. Every year it welcomes new routes.

When it comes to its meetings infrastructure and capacity, suffice it to say that Cancun has regularly scheduled medical, architectural, and business congresses that return year after year to its convention center. This destination has a blessed cul-

tural and natural heritage that is both unmatched and truly worthy of appreciation, unbeatable when coupled with everything that man has created and built. Isla Mujeres, just 8 miles (13 km) from Cancun's Bahía de Mujeres, is a perfect complement for incentives options.

■ **WHERE TO STAY.** When it comes to hotels, Cancun has hundreds of options for all styles and tastes—adults-only, for families, affordable or on the luxurious side, either all-inclusive or European plan, on the beach or in the city. In fact, new resorts are always in development, with a few new ones having debuted in the first quarter of 2019.

Cancun's hotel zone is located on Boulevard Kukulcán, extending along the nearly 17-mile-long (27 km) Punta Nizuc-Cancun highway, with the Caribbean Sea on one side and Nichupté Lagoon on the other. It is in this coastal strip where the most exclusive resorts of the destination are found, with one fifth focusing on meetings tourism.



CLIMA

QUINTANA ROO

The state's climate is warm and sub-humid with hot summers that average around 91°F (33°C), while the winter lows can dip down to 62°F (17°C); the yearly average is 78°F (26°C). It rains throughout the year, with June through October being the wettest months. Hurricane season in Quintana Roo starts June 1st and extends through November 30th, with most of the activity occurring from August through October. Yucatan.



HOW TO GET HERE

CANCUN - RIVIERA MAYA

Cancun Int. Airport (CUN)

United States: Atlanta, Austin, Baltimore, Boston, Charlotte, Chicago, Columbus, Covington, Dallas-Fort Worth, Denver, Detroit, Fort Lauderdale, Hartford/Springfield, Houston, Indianapolis, Lansing, Los Angeles, Miami, Milwaukee, Minneapolis, Nashville, New Orleans, Newark, Orlando, Pittsburg, Philadelphia, Phoenix, Raleigh, San Francisco, Salt Lake City, Seattle, St. Louis, Tampa, Richmond, Des Moines, and Washington DC.

LATAM: San Juan (Puerto Rico), Medellin, Bogota, (Colombia), Belize; Buenos Aires (Argentina), Guatemala, La Habana (Cuba), Lima (Peru), Panamá, San Jose (Costa Rica), Santiago de Chile (Chile).

COZUMEL

Cozumel Int. Airport (CZM)

United States: Atlanta, Charlotte, Dallas/Fort Worth, Miami, Chicago O'Hare, Detroit, Minneapolis/St. Paul, and Houston-Intercontinental.



Approximately 25 percent of Cancun's resorts are categorized as 5-star. The AAA 4- and 5-Diamond distinctions are plentiful in Cancun, with some of the destination's best hotels and restaurants deservedly boasting these ratings.

The Ritz-Carlton is always a great option for luxury and excellence. Not only does the resort have a AAA 5-Diamond rating, two of its restaurants —The Club Grill and Fantino— have also received this distinction. It offers 356 rooms and its boardrooms are preferred for elegant corporate meetings.

The family-friendly Moon Palace Cancun All Inclusive Resort, recognized with AAA's 4 Diamonds, has among the most flexible, large, and technologically sophisticated conference facilities in the country, with the added value of being able to offer all-inclusive meetings. The new Moon Palace Arena Convention Center covers approximately 139,930 ft² (13,000 m²) with a total capacity for up to 10,000 guests. Among its facilities is the 55,664 ft² (5,190 m²) Universal Hall, which can receive up to 5,000 people on the ground floor; its upper floor, which has another 36,005 ft² (3,345 m²); the Galactic Room with 26,802 ft² (2,490 m²), is complemented by a permanent stage and an adjoining meeting room; and other spaces for smaller meetings. Après meetings, the resort's 27-hole, Jack Nicklaus-designed golf course and its wonderful spa await.

Grand Fiesta Americana Coral Beach Cancun, which has received AAA's 5 Diamonds for 15 consecutive years and is a Preferred Hotels & Resorts member, offers 602 elegant suites, a total meeting space of 32,291 ft² (3,000 m²) and a professional staff that will make your event a success.

Late 2018 saw the opening of the new all-inclusive Melody Maker Cancun. Previously the ME Cancun, the hotel received a top-to-bottom makeover in addition to eight new floors with luxury suites, beach villas, and a dynamic and innovative concept that combines the best in entertainment, art, concerts, and gastronomy for planners looking for a high-energy alternative for their groups.

■ **WHERE TO MEET.** **Cancun International Convention Center:** With a wonderfully convenient location just 20 minutes from the Cancun International Airport and surrounded by at least 4,000 hotel rooms, diverse restaurants, and all the natural wonders of Cancun's hotel zone, this impeccable meetings venue can host executive breakfasts, corporate meetings, congresses, conventions, and grand exhibitions, as well as theater productions and concerts in its 152,847 ft² (14,200 m²) of total space. The exhibition area is on the ground floor with 50,590 ft² (4,700 m²) and an auditorium of 7,179 ft² (667 m²); on the first and second levels, eight rooms range from 1,270 ft² (118 m²) to 13,885 ft² (1,290 m²), as well as a small terrace. On the third level planners will find the center's largest area, the Gran Cancun, boasting 28,847 ft² (2,680 m²) of space and exceeding 28 ft (8 meters) in height, with a dynamic load of 400 kg per m².

■ **WHAT TO DO.** Cancun is a cosmopolitan destination with international restaurants and shopping centers with some of the world's most recognized fashion brands. If dancing away stress is in the cards after a long day of meetings, a great variety of nightclubs and bars in Cancun's hotel zone is always at the ready.

Groups that appreciate cultural attractions but would rather stay close to the hotel zone can visit



the San Miguelito archaeological zone, a Mayan settlement predating the 16th century and today home to the Mayan Museum of Cancun. The museum houses the most significant archaeological collection of the Mayan culture, as it not only includes pieces from Quintana Roo, but also from Mexico's entire southeast region. El Rey, another archaeological site in which to explore Mayan architecture, is in the same area. A little further north, about 4 miles from the center of Cancun, lies the El Meco archaeological zone, where 14 structures reveal the way of life of the region's ancestors.

The Cancun Underwater Museum, submerged in the waters of the Mexican Caribbean between Cancun and Isla Mujeres, has more than 470 statues surrounded by marine life and reefs, which make it even more incredible. Groups can go diving or snorkeling to visit to this museum and afterwards continue their day on land at Isla Mujeres, where they can also tour the Tortugranja, or turtle farm, and witness their efforts to conserve the species;

El Garrafón Natural Reef Park for zip-lining, kayaking or other activities; or explore pieces of modern art and the Caracol tomb, a Mayan archaeological site located in the Punta Sur Lighthouse.

A fantastic group activity would include a visit to Xoximilco, a park just south of Cancun, where the colors and flavors of Mexican folklore are enhanced by a traditional open-air celebration enjoyed on board a "trajinera" (flat-bottomed boat) with mariachi music, typical Mexican dishes, tequila, and Mexico's most traditional activities.

In Cancun groups can enjoy all types of water activities regardless of their preferences by taking full advantage of the beach and Nichupté Lagoon. Other options for offshore exploration offshore include Isla Blanca, Isla Contoy, and Isla Holbox, each with its own special attributes and great for incentives.

A golf course is always a good place to close a deal: Cancun has six excellent courses, plus one more in Isla Mujeres.

For more area hotels and convention facilities, please visit our website at: [meetingsalliance.com](http://www.meetingsalliance.com)

► Riviera Maya

The Riviera Maya stretches along the coast for approximately 86 miles (120 km). Its tourist development began with greater strength in the north, where it borders with Cancun and its airport; from there, it has been expanding its infrastructure toward the south. The destination consists of several coastal towns, among them Puerto Morelos, Playa del Carmen, Akumal, Tulum, Mahahual, Bacalar

AT-A-GLANCE

CANCUN

► CONVENTION CENTER

Cancun International Convention Center

► AIRPORT

Cancun International Airport (CUN)

► TYPE OF DESTINATION

Beach • Golf • Ecotourism • Cultural

► NUMBER OF HOTEL ROOMS 4★ AND ABOVE

30,000+ (Cancun)
1,000+ (Isla Mujeres)

► CVB CONTACT

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WHAT'S NEW

CANCUN

Melody Maker Cancun (2018)

Royalton Hotel (2019)

Fairfield Hotel (2019)

Renaissance Cancun Resort & Marina (2019)

Atelier & Estudio Playa Mujeres (2019)

Paradisus Playa Mujeres (2019)

Sunscape Cancun (2019)

Hotel Ushuaia Cancun (2019)

Live Aqua Beach Resort Cancun

(renovation: 2019)

Hard Rock Riviera Cancun (2020)

AT-A-GLANCE

RIVIERA MAYA

► CONVENTION CENTERS

Grand Velas Riviera Maya Conv. Center
Princess Theater
Hun Ka Ox Convention Center

► AIRPORT

Cancun International Airport (CUN)
Chetumal International Airport (CTM)

► TYPE OF DESTINATION

Beach • Golf • Ecotourism • Cultural

► NUMBER OF HOTEL ROOMS 4★ AND ABOVE
25,000+

► CVB CONTACT

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WHAT'S NEW

RIVIERA MAYA

Haven Riviera Cancun Resort & Spa (2018)

W Kanai Retreat (2019)

The St. Regis Kanai Resort (2019)

Nickelodeon Hotels & Resorts Riviera Maya (2019)

Xolumado Inspiration Village by Karisma (2019)

Destino Xcaret La Casa de la Playa (2019)

Belmond Maroma Resort & Spa
(remodeling: 2019)

Kasa Hotel Parota Tulum (2019)

Kasa Hotel Riviera Maya (2019)

Kasa Hotel Ceiba Tulum (2019)

Breathless Impression Playa del Carmen
(2020)



and Chetumal, capital of the state of Quintana Roo and home to the Chetumal International Airport by the Mexico-Belize border. The destination is a smorgasbord of paradisiacal beaches, reefs, lagoons, lakes, archaeological zones, and the largest jungle surface in Mexico.

The investment of national and foreign capital in Quintana Roo has grown to double the national average, largely due to the Riviera Maya, which still has several developments under construction. More than 10 new hotels are set to open between 2019 and 2021, although the destination already has the necessary infrastructure to warmly welcome the meetings sector, including a wide range of resorts. Among these are luxurious 5-star properties with AAA's 4- and 5-Diamond awards, most of which have meeting rooms with all necessary facilities to carry out events.

■ **WHERE TO STAY.** Event organizers can find resorts for all tastes in the Riviera Maya, but luxury enclaves top the list as this is the tourist destination with the most AAA 4- and 5-Diamond hotels in Mexico, most of which are located around Playa del Carmen.

The award-winning, AAA 5-Diamond Fairmont Mayakoba, north of Playa del Carmen, sits on 240 acres (97 hectares) of tropical forests and canals facing the Caribbean Sea. It has 16 meeting rooms and an indoor terrace for events. The Riviera Grand Ballroom is the largest, able to fit up to 1,100 people, while its foyer can simultaneously welcome 250 guests. Together, the ballroom and foyer add up to total 10,000 ft² (929 m²) of space. Outside planners can book the beach area or the garden "island," two spots suitable for banquets able to receive up to 570 and 1,200 people, respectively. After meetings, attendees will want time to visit the Willow Stream Spa and El Camaleón golf club.

Another AAA 5-Diamond hotel with great meeting space is Secrets Maroma Beach Riviera Cancun. Endowed with the beauty and elegance that characterizes the AMResorts brand, the hotel has 6,458 ft² (600 m²) of avant-garde facilities designed for events, with a main hall for 600 auditorium-style and 400 banquet-style. It also has four modern meeting rooms, four outdoor terraces, a full-service business center, and an extensive beach area with a capacity for 500 people.



One of the most unique places to stay in the Riviera Maya is in one of El Dorado Beach & Resorts by Karisma's 30 "palafitos" —over-water bungalows-on lovely Maroma Beach. It's the ideal place for groups requiring luxury and privacy for their corporate meetings—if a conference is warranted, the resort's restaurants can be set up for one.

Puerto Morelos welcomed Haven Riviera Cancun Resort & Spa towards the end of 2018, an adults-only all-inclusive hotel with 333 luxury suites that's also a member of the Preferred Hotels & Resorts L.V.X. Collection. Planners with VIP clients will find excellent options here for strategic planning, C-suite meetings, and events indoors and out, as well as assistance with off-site group tours, recreational activities, team-building excursions, and more.

■ **WHERE TO MEET. Grand Velas Riviera Maya Convention Center:** Located in the town of Playa del Carmen, this convention center is part of the AAA 5-Diamond Grand Velas Riviera Maya and is one of the destination's largest and most modern. It offers 32,291 ft² (3,000 m²) of space, including 32 rooms and private business offices for up to 3,000 guests. A foyer ideal for exhibitions and welcome cocktails for up to 2,700 attendees is adjacent to the site. The resort has a total 91,493 ft² (8,500 m²) of outdoor areas and interior spaces available for events.

Princess Theater: With 27,254 ft² (2,532 m²) of space and maximum capacity for 1,500 people in cocktail or theater setups, this is the largest of 10 halls in the 5-star, all-inclusive Grand Riviera Princess. This



family-style resort is located 10 minutes from Playa del Carmen, with gardens, restaurants, a terrace, and a beach area for different types of events.

Hun Ka Ox Convention Center: With an approach that blends architecture with nature and art with culture—this convention center has an area of 12,916 ft² (1,200 m²) able to welcome 1,100 people auditorium-style. The venue is part of the Hotel Xcaret Mexico, an all-inclusive resort south of Playa del Carmen. In addition to several lounges, the hotel also has an incredible outdoor space in a henequen hacienda, with a lounge for up to 1,420 people and a patio able to receive up to 500 guests.

■ **WHAT TO DO.** Event planners will find a wealth of activities for their groups in the Riviera Maya, from water activities in freshwater lagoons, lakes, rivers, “cenotes” (freshwater sinkholes) or the sea to activities on land, either in the lush jungles and trails or at one of the many archaeological sites in the area. The environmentally-friendly park of Xcaret represents the Riviera Maya beautifully, with more than 50 wonderful activities for groups and incentive travel itineraries. In 2018, Xcaret was recognized as the best theme and water park in the world for the third consecutive year.

Another show tailor-made for groups is Joyà, a theatrical, musical and culinary experience created by the great minds of Cirque du Soleil, part of the offer at the AAA 5-Diamond Grand Luxxe at Vidanta Riviera Maya.

There’s more to do towards the south. First, there’s the village of Akumal, where planners can put swimming with sea turtles on the itinerary, something totally unexpected for international groups. Next is Tulum and its archaeological zone, one of the most important in Mayan culture, and the gateway to the Sian Ka’an Biosphere Reserve.

Down the map lie the beaches of Mahahual, the seven-color Bacalar lagoon, and the last but not least stop: Chetumal, which borders the casinos in Belize’s free zone.

The archaeological zone of Cobá lies toward the center of the peninsula, 45 minutes from Tulum, a tour that event organizers can enjoy with DMC Alltournative. This Mayan site also offers incentive groups an amusement park with zip lines, rappelling, kayak rides, cenotes, and, of course, more Mayan ruins. It should be noted that Playa del Carmen has its own archaeological zone within the development of Playacar.

The Riviera Maya is also home to five professional 18-hole golf courses designed around its idyllic landscapes, making a game on any of them an unforgettable experience.

For more area hotels and convention facilities, please visit our website at: www.meetingsalliance.com

AT-A-GLANCE

ISLA COZUMEL

► **CONVENTION CENTER**

Cozumel Convention Center

► **AIRPORT**

Cozumel International Airport (CZM)

► **TYPE OF DESTINATION**

Beach • Ecotourism • Diving

► **NUMBER OF HOTEL ROOMS 4★ AND ABOVE**

3,508

► **CVB CONTACT**

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► Isla Cozumel

Cozumel is the third largest island in Mexico and the second largest in population. It’s known as the diving capital of Mexico: this is what positioned Cozumel on the world stage when news of its beautiful reef system began to spread after trips by French ocean explorer Jacques-Yves Cousteau in the mid-20th century. Nowadays, diving, sport fishing, and tourism power its economic engine.

■ **WHERE TO STAY.** There are more than 50 hotels on the island with approximately 30 percent of them offering meeting rooms, mostly for small groups of between 250 and 300 guests. It is an ideal destination for high-end private corporate meetings.



The Presidente InterContinental Cozumel Resort & Spa, located next to the Marina Fonatur Cozumel, has 218 rooms and three meeting rooms that can receive from 150 to 250 guests, depending on the setup. One of the benefits for meetings planners at this resort is that it's duty-free for international groups holding conventions, conferences and exhibitions.

At the 5-star Fiesta Americana Cozumel All Inclusive planners can organize banquets to welcome up to 600 guests. The Westin Cozumel has three meeting rooms totaling 5,468 ft² (508 m²) of space; the largest meeting room can receive up to 80 people. The Meliá Cozumel Golf All Inclusive is

a good option for meetings of up to 210 people. Both Westin and Meliá have the added value of being located in the same area as the Cozumel Country Club, so a round of golf before or after a meeting is always a possibility.

■ **WHERE TO MEET.** Cozumel Convention Center: This is the largest meeting venue on the island. Ballroom I and Ballroom III have the same dimensions, with an area of 4,789 ft² (445 m²) of space each, while Ballroom II measures 754 ft² (70 m²). The total area for events is 17,144 ft² (1,590 m²). Its location just 15 minutes from the airport is very convenient.

■ **WHAT TO DO.** Cozumel was made for snorkeling and diving. The Cozumel National Reef Park is part of the second largest coral reef barrier in the world, so tour operators have concentrated their services around this natural wonder. The Chankanaab eco-park, located around a lagoon with underwater caverns where dolphins, sea turtles, and manatees frolic, is a great option for groups looking for outdoor adventure. Other options above the waves include wind-powered sports and sport fishing. On land, there are very good bars and restaurants to enjoy a night out to let off steam after a long day and, as in the entire Yucatan Peninsula, there are Mayan ruins to explore.

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EMPORIO[®]
CANCUN

EXPERIENCE
the pleasure Emporio.

- 419 comfortable fully equipped rooms (Air Conditioning, ironing set, LCD display and more amenities)
- El Rey is our new convention center with capacity up to 900 people and can be divided into 5 independent break out rooms
- Sunset & Lagoon view Terrace, ideal for cocktails
- A large Foyer (1,079 ft square) with enough capacity to set booths and displays
- Free WiFi
- Entertainment Staff (activities during the day)
- In-house A/V facilities
- Group coordinator



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