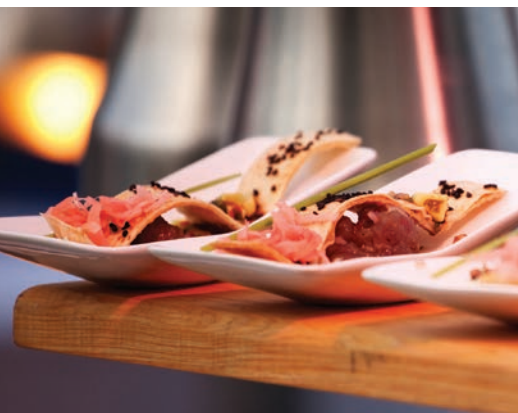
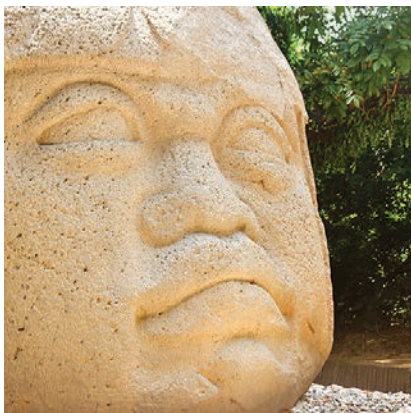


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THE MEETINGS GUIDE TO MEXICO • EUROPE

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MEETINGS MADE IN MEXICO



MEXICO WAS THE FIRST LATIN AMERICAN country to sign a partnership agreement with the European Union known as the Agreement on Economic Association, Political Concertation and Cooperation. Today the EU is Mexico's third-largest trading partner after the United States and China. This constant exchange of goods, services and direct investment has served to create a productive bilateral relationship, both economically and culturally.

The credibility of the country's manufacturing sector ranks high on the global scale, and there are an increasing number of European manufacturers using Mexico as a platform to service North America for many sec-

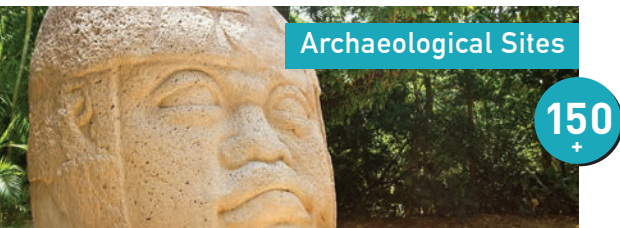
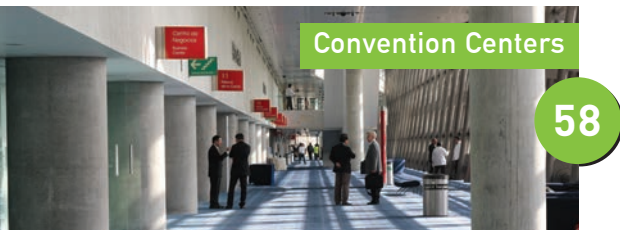
tors: automotive, aerospace, electronics, medical devices, and more. The presence of this important investment, together with the many competitive advantages offered by Mexico—a growing domestic market, legal certainty, strategic geographic location, excellent connectivity and a skilled workforce—combine to create a very favorable atmosphere for the meetings industry.

The matching of business events with industry-specific destinations is a definitive trend among planners, prompting the different destinations to showcase their economic advantages to attract meetings to their priority sectors. But that's not all Mexico has to offer: this is a vibrant country rich in natural diversity, architectural



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beauty, blended traditions and an innate hospitality that's been recognized around the globe—not to mention a world-class hotel and meetings infrastructure.

For planners, this means they can create an event of any size that will not only be relevant to their client's industry by providing specific networking opportunities and significant context and content, but will also give attendees the opportunity to experience first-hand why Mexico is also one of the top-ten tourism destinations in the world.

For example, Germany's Volkswagen produces its Jetta model exclusively in its massive plant in Puebla—second only in size to the one in Wolfsburg. The city of Puebla is also home to two sleek, modern convention venues, the Centro de Convenciones Puebla William O'Jenkins and the Centro Expositor y de Convenciones Puebla, that together offer over 585,060 ft² (54,354 m²) of exhibition and convention space. To top it off, the historic downtown area of Puebla is a UNESCO World Heritage Site, a Mecca for shoppers of fine, colorful pottery; a culinary destination in its own right; and the base of explorations to the archaeological site of Cholula, home of the world's largest pyramid.

Guadalajara, known as Mexico's "Silicon Valley" and the site of Bosch's Engineering and Business Solutions Development Center, also boasts the country's largest convention centers and offers attendees a glorious historic city center; a closer look at the *mariachi*, Mexico's classic folkloric band; and is a stone's throw from the birthplace of the most Mexican of beverages: Tequila.

Beyond the colonial heartland there's a whole other world. Mexico has two coasts to boast: the sultry Caribbean, home to Cancun and Riviera Maya; and the swanky Pacific, with Puerto Vallarta and the Riviera Nayarit leading the way with luxury properties, unforgettable attendee experiences and, most importantly, cutting-edge meeting venues with all the necessary support services.

And the list goes on.

The Meetings Guide To Mexico is a window to the many options meeting planners have for successful events in this vast country and, together with the MGMX.com.mx website, provides an invaluable resource that can be relied on for relevant, up-to-date information in everything MICE in Mexico.

This is Mexico: A World of Its Own, where your planning experience will be as successful as it will be unforgettable.

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- Large spaces that facilitate the logistics of organising any kind of event
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- Professional advice throughout the event process
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- Creative catering team
- Inventive cuisine
- We make our events a unique, memorable experience

CENTRAL REGION



THE INDUSTRIAL HEART OF MEXICO

MEXICO CITY, GUADALAJARA, PUEBLA AND QUERETARO

The heart of Mexico is its powerhouse: aerospace, automotive, tech, agroindustry... Some of the country's top manufacturing centers are located right here. We'll take a look at four of the top cities for different industries—please visit www.mgm.com.mx to take a look at additional central Mexico destinations where European investment is strong.

MEXICO CITY

Now officially its own state, Mexico City—or, as it's known in Spanish, CDMX—is the largest and most important financial, political, cultural and educational center of the Republic. Though dynamic and avant-garde, it nonetheless keeps a firm grasp on its vibrant history.

> **ROOMS 4-STAR AND ABOVE:** 38,479

> **WEATHER.** Mornings and nights may get cold, especially during winter. The average temperature is 61° F (21° C).

> **AIRLIFT.** The Mexico City International Airport (MEX) registered over 10,376,800 international passengers the first semester of 2017 alone, a 12.1% increase over the same time period in 2016. It is currently Mexico's and Latin America's busiest airport by passenger traffic, and is served by 30 domestic and international passenger airlines. It currently receives nonstop flights from Amsterdam, Frankfurt, London-Heathrow, Madrid, Munich and Paris-Charles de Gaulle.

> **WHERE TO STAY.** As one of the top destinations for meetings in the world, Mexico City has more than its fair share of business class hotels that offer meeting space, business centers and highly qualified personnel to attend event-goers.

The city is divided into several main areas. Hotels around Insurgentes are chosen for their proximity to the World Trade Center, with several five star options in the area. Polanco, often billed as the "Beverly Hills of Mexico," is home to three of the area's largest hotels, as well as a selection of exquisite boutique hotels perfect for boardroom meetings and stays. The Reforma-Centro straddles the business world and the famous historic center of Mexico City, offering hotels with access to the walkable sections of Avenida Reforma, which has been called the Champs Elysees of Mexico. Santa Fe, in the western portion of the city, is the newest and most modern district, having been developed mostly in the past 20 years. The site of many multinational companies, there are a slew of newer upscale properties geared specifically towards business travelers, with all the amenities and event space that are expected.

> **WHERE TO MEET. WORLD TRADE CENTER:** This venue hosts over 1,300 events yearly with 138,208 ft² (12,840 m²) of expo space and 128,661 ft² (11,953 m²) of meetings and convention space.

EXPO REFORMA: With 68,781 ft² (6,390 m²) of expo space and 92,128 ft² (8,559 m²) of meetings and convention space, Expo Reforma is strategically located near the historical center of Mexico City close to major attractions and hotels.

CENTRO CITI BANAMEX: This modern venue welcomes nearly 800 events every year with 369,019 ft² (34,283 m²) of expo space and 75,347 ft² (7,000 m²) of meetings and convention space for groups of up to 10,000.

EXPO SANTA FE: Located in the trendy commercial and residential area of Santa Fe, this venue has 60,277 ft² (5,600 m²) of meetings and convention space and 403,915 ft² (37,525 m²) of expo space.

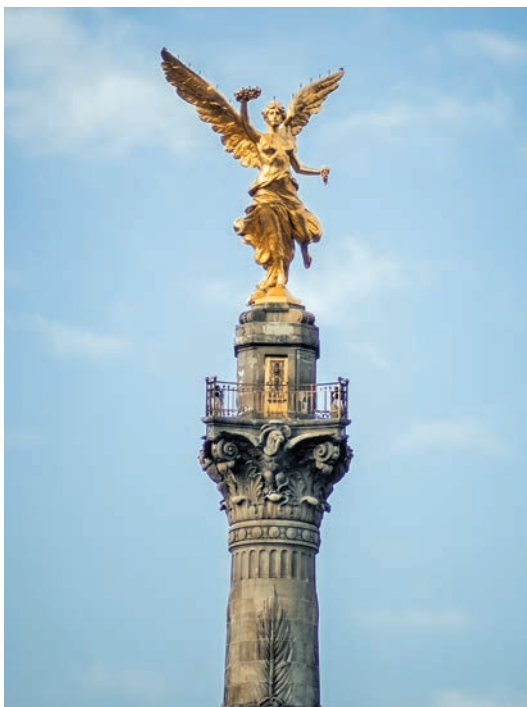
BLACKBERRY AUDITORIUM: Famous for its concerts, the Blackberry Auditorium has 15,091 ft² (1,402 m²) of meeting space and an equal amount of area for exhibitions.

> **WHAT TO DO.** In 2016, Mexico City hosted first-ever NFL Monday Night Football game to be played outside the US (November), and this year saw the return of the Formula One Mexican Grand Prix (October) for the third time in a row. The city offers a wealth of museums, parks, cultural activities, shopping, and much more, with a Historic Center busy with shops, cafés, bookstores and restaurants. For shopping, nothing beats Avenida Masaryk in Polanco; for a gourmet scene, visit trendy Condesa and Roma Norte.

> **CVB CONTACT:**

📧 fmpt.cdmx.gob.mx

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GUADALAJARA CITY

Mexico's "Silicon Valley" is the country's second-largest city, with electronics, software and technology as its driving forces.

> **ROOMS 4-STAR AND ABOVE:** 10,773

> **WEATHER.** During the day, the highs average 91°F (33°C) in summer and around 77°F (25°C) in the winter; the temperatures during winter evenings can drop down to 41°F (5°C).

> **AIRLIFT.** The Guadalajara International Airport (GDL) does not receive direct flights from Europe as of yet, but there are over 25 daily connecting flights from the Mexico City International Airport (MEX) for the 1.5-hour flight.

> **WHERE TO STAY.** Guadalajara, considered the "most Mexican of cities" within the Republic, is steeped in history and tradition. However, it has a keen eye on the future and relishes the tech side of its persona, expressed in its cutting-edge boutique hotels, restaurants and bars. Its hotel infrastructure is growing, with an expected 3,100 new rooms to be built by 2018, mostly destined to welcome the meetings industry. The city's current offerings include several upmarket international and national chain hotels that offer dedicated meeting and event space, including one located within the World Trade Center itself and another in one of the city's swankiest shopping areas. There is a good selection of top hotels within walking distance of the Expo, facilitating transportation for event attendees.

> **WHERE TO MEET. EXPO GUADALAJARA:** Mexico's largest convention venue it has 444,517 ft² (41,297 m²) of expo



space and 182,706 ft² (16,974 m²) of meetings and convention space, and welcomes over 1.5 million visitors from around the world every year.

Off-site venues include the stunning 19th-century Teatro Degollado, the Centro Cultural El Refugio and the Palacio de la Cultura y la Comunicación (Palace of Culture and Communication), a cutting-edge complex with 47,081 ft² (4,374 m²) for exhibits and 69,965 ft² (6,500 m²) for meetings and conventions. Meetings can also be held at the multi-use haciendas with full meetings and events services and facilities owned by the city's top tequila distilleries, José Cuervo and Herradura.

> **WHAT TO DO.** Guadalajara welcomes attendees with a wealth of museums, galleries, tequila factory tours, theaters and world-class shopping—a visit to the suburb of Tlaquepaque is a must. Groups will enjoy rides aboard the José Cuervo Express, a train that will take them from Guadalajara to Tequila through the blue agave fields with tastings led by talented sommeliers onboard.

> **CVB CONTACT:**

📞 guadalajaramidestino.com

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STATE OF PUEBLA

One of Mexico's most industrialized states, mostly known for the production of textiles and pottery, but it's also the leading manufacturer of both automobiles and auto parts. Agribusiness is another strong sector.

>> CITY OF PUEBLA

Manufacturing drives the city's economy, with the automotive industry tops on its list.

> **ROOMS 4-STAR AND ABOVE:** 5,064

> **WEATHER.** The average yearly temperature falls between 50°F (10°C) and 58°F (20°C) on average, with highs that can go to 86°F (30°C) and lows dipping to 32°F (0°C).

> **AIRLIFT.** Fly nonstop into Mexico City (MEX) and drive two hours to Puebla.

> **WHERE TO STAY.** This beautiful colonial city has a handful of mid-size luxury chain hotels with facilities for mid- to smaller meetings and events, but it truly shines in the more intimate, boutique hotel category. Some of these are true jewels, and in addition to their top-shelf service and beautiful accommodations, they also reveal in one of Puebla's greatest gifts to Mexico and the world: its intricate cuisine.

> **WHERE TO MEET. CENTRO EXPOSITOR Y DE CONVENCIONES PUEBLA:** This venue has 430,556 ft² (40,000 m²) of exposition space plus 55,972 ft² (5,200 m²) for meetings and conventions.

WILLIAM O. JENKINS PUEBLA CONVENTION CENTER: With 49,675 ft² (4,615 m²) of expo space and 48,857 ft² (4,539 m²) of space for meetings and conventions.

CHOLULA CENTER: Located in the nearby city of Cholula, this ultra-modern center has 86,111 ft² (8,000 m²) of space for meetings and exhibitions for up to 14,000 attendees.

> **WHAT TO DO.** Downtown Puebla is a UNESCO World Heritage Site. Enjoy the famous mole poblano, shop for talavera pottery and schedule visits to the archaeological sites at Cantona and Cholula, the site of the world's largest pyramid.

> **CVB CONTACT:**

📞 convencionespuebla.mx

📞 puebla.travel

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STATE OF QUERETARO

This state boasts several stellar sectors including agriculture, mining/industry, commerce/services and aerospace manufacturing, and has one of the country's strongest economies.

>> QUERETARO CITY

European investment has helped this city grow into a premier aerospace hub; it also has invested heavily in automotive manufacturing, IT and biotech.

- > **ROOMS 4-STAR AND ABOVE:** 5,490
- > **WEATHER.** Average high for Queretaro is 72°F (22°C) with an average low of 60°F (15.5°C).
- > **AIRLIFT.** Fly directly into Mexico City (MEX) and drive 2.5 hours to Queretaro.
- > **WHERE TO STAY.** Very much a colonial city at heart, Queretaro nonetheless is a very modern metropolis thanks to the steady influx of investment in avant-garde technologies. Properties tend to stay under 200 rooms, but because of its importance as a manufac-

turing center many offer executive meetings spaces and have dedicated meeting professionals on staff. There are several boutique hotels in the historic center that are worth taking a look at. Nearby Juriquilla, about half an hour north of the city center, is a residential area with a head for business, and has several newer hotels that offer meetings and event space with full-service business centers and staff.

> **WHERE TO MEET. QUERETARO CONVENTION CENTER:** This venue was designed under International quality standards with 69,427 ft² (6,450 m²) for expos, and 43,830 ft² (4,072 m²) for meetings and conventions.

> **WHAT TO DO.** Visit Queretaro's UNESCO World Heritage downtown center for great restaurants, museums and shops. Groups will enjoy a day trip to see the third largest monolith of the world in the Magical Town of Bernal or following the Wine and Cheese Route in Tequisquiapan.

> **CVB CONTACT:**

@ queretaro.travel

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16 conference rooms from **55 m²** to **1,842 m²**.



20 hotels **3,000** rooms

PACIFIC COAST



MIXING LUXURY WITH PLEASURE

THE RIVIERA NAYARIT, PORT OF PUERTO VALLARTA

Endless beaches, jungle-clad mountains, seaside villages and glittering luxury resorts—Mexico's Pacific Coast welcomes visitors with all this and a robust infrastructure that has made it a magnet for planners worldwide. Our focus is on the Riviera Nayarit (state of Nayarit) and the port of Puerto Vallarta (state of Jalisco), two of its crown jewels

RIVIERA NAYARIT

Stretching from the historic port of San Blas to Nuevo Vallarta, this coastal destination is home to some of the most luxurious beach developments in Mexico. It's tailor-made for any size upscale meetings and events thanks to the modern facilities at its award-winning resorts.

- > **ROOMS 4-STAR AND ABOVE:** 9,792
- > **WEATHER.** The Riviera Nayarit enjoys a mild tropical climate with an average temperature of 77°F (25°C).
- > **AIRLIFT.** Fly directly into the Puerto Vallarta International Airport (PVR) then drive to your destination within the Riviera Nayarit, anywhere from 15- to 60-minutes away.
- > **WHERE TO STAY.** Over half of the hotel rooms offered along the coast of the Riviera Nayarit are upscale luxury product, and together they offer more than 81,000 ft² of state-of-the-art meeting facilities and flexible space as well as trained meetings professionals ready to assist any size event. The Riviera Nayarit itself is a Virtuoso Preferred Destination.

Some of the country's most luxurious properties can be found in Punta de Mita, including five-star and

Five-Diamond resorts; in Nuevo Vallarta, Four- and Five-Diamond properties shine brightly, with thousands of square feet of space in superb locations; others are located beachfront in the towns of Flamingos, Costa Banderas, and Bucerías. The all-inclusive modality is raised to new heights in this destination, receiving kudos in everything from their white-glove service to accommodations and certainly cuisine. The area is, in fact, known for its gastronomy.

There are also a number of upscale boutique properties that promise the exclusivity and privacy cherished by top executives.

- > **WHERE TO MEET. VIDANTA NUEVO VALLARTA CONVENTION CENTER:** This center has 32,378 ft² (3008 m²) of space including four main salons, as well as separate meeting rooms, a foyer, cold and hot kitchens as well as a variety of other event areas.

SANCTUARY CONVENTION CENTER at Diamond Hard Rock Hotel Vallarta: With 12,900 ft² (1,198 m²) of flexible space, this venue tripled the hotel's meeting and event offer to nearly 20,000 ft² (1,858 m²).

Alternative venues can be found in several of the area's micro-destinations, including the **Entreamigos Cultural Center** in San Pancho, a 16,000- ft² (1,486 m²) community center that includes multi-use gallery, conference and classroom space, as well as a café.

> **WHAT TO DO.** The area is known for its natural beauty. Its beaches are perfect for surfing, snorkeling, diving, sailing and more, and there is plenty of adventure tourism including ATV motorcycle tours, zipline adventures, mountain bike excursions, 4X4 jungle tours and more. Eco-pursuits include whale watching, tours through bird sanctuaries, and freeing turtle hatchlings in season.

The Riviera Nayarit also holds events year-round that you could coincide with your group events, including the top-rated American Express Punta Mita Gourmet & Golf Classic held every winter and the International Sport Fishing Tournament in San Blas. The destination is also positioned as one of the best golf destinations in Mexico, with designs by famous names including Jack Nicklaus, Greg Norman, Jim Lipe, Robert Von Hagge & Baril and Percy Clifford.

> **CVB CONTACT:**

① rivieranayarit.com

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PUERTO VALLARTA

Puerto Vallarta is on the top-ten list of most important cities for MICE thanks to its airlift, climate, infrastructure, professional certifications, meetings capacity and its ultra-modern International Convention Center.

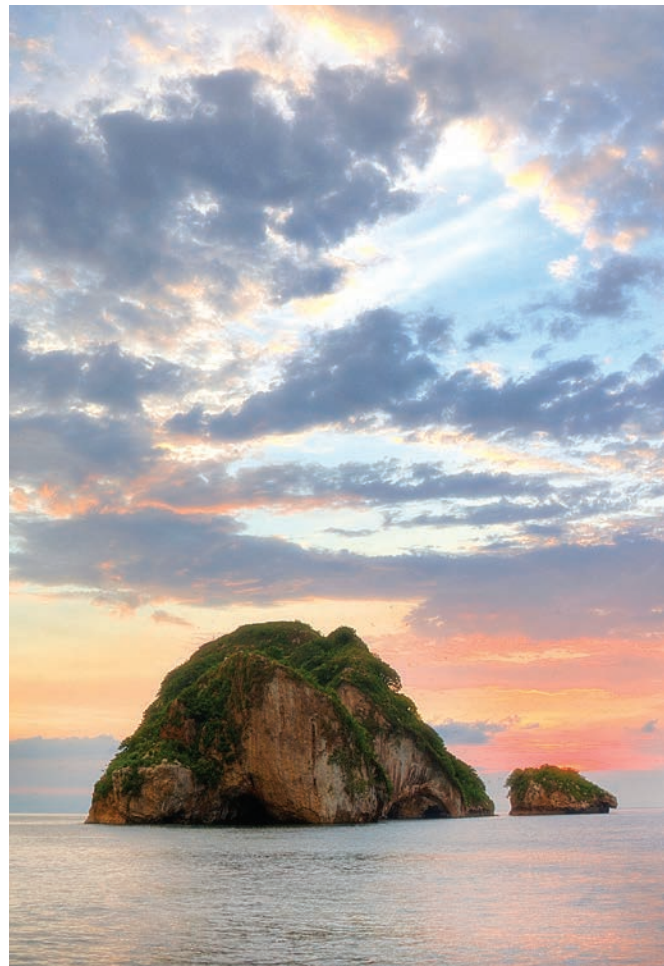
> **ROOMS 4-STAR AND ABOVE:** 10,674

> **WEATHER.** Sunny, humid and warm, with dry winters: the hottest month is June with an average in the low 80s (27°C); the coolest month is January with temps in the low 70s (21°C).

> **AIRLIFT.** The recently renovated Puerto Vallarta International Airport (PVR) handles over 4 million passengers per year—by late 2016, the number of international passengers alone had increased by 10.9% over the previous year. It receives over 250 national and international flights per week. Currently it has nonstop flights from London-Gatwick and Manchester, the airline's longest route to date; Finnair recently began seasonal direct flights between Helsinki and PVR; these extends from November 2017 through March 2018.

> **WHERE TO STAY.** Puerto Vallarta's hotel offer is unique in that planners will find not only excellent beachfront properties, but also a handful of exquisite colonial-style boutique hotels tucked away along the cobblestone streets of the historic city center—many with ocean views and an excellent choice for C-suite meetings.

Most of the larger, five-star resorts—a good number of which subscribe to the all-inclusive modality—are located along the stunning Banderas Bay and in the exclusive Marina Vallarta district. Larger properties have full-service on-site meeting facilities and even stand-alone convention centers with all the modern amenities meeting planners and their clients demand. There are over 27 properties specializing in the meetings industry that together offer more than 129,167 ft² (12,000 m²) of event space.





> **WHERE TO MEET. PUERTO VALLARTA INTERNATIONAL CONVENTION CENTER:** The center's Exhibition Hall has 53,819 ft² (5,000 m²) of indoor column-free space with the flexibility of dividing into 8 breakout rooms and the capacity for up to 5,500 attendees, with an additional 247,570 ft² (23,000 m²) in outside space suitable for events.

> **WHAT TO DO.** Puerto Vallarta's lively malecón, or boardwalk, is a wide pedestrian zone that stretches alongside the beach for 12 blocks with giant sculptures every few hundred feet, galleries, shops, restaurants, bars, and boutiques. The area known as Old Vallarta, just south of the Cuale River and the malecón is quaintly colonial and has its own selection of restaurants, bars and cafés. A top attraction is Playa Los Muertos, perfect for people watching, a good swim and a cold beer, and groups will also enjoy the local Rhythms of the Night cruise that comes with a beachside dinner and torch-lit show organized by Vallarta Adventures.

Dine-arounds are a great option to take advantage of Puerto Vallarta's excellent selection of restaurants. Consider booking your group in November during the International Gourmet Festival, when Vallarta's chefs and guest chefs from around the world showcase local and international cuisine.

The Vallarta Theater and its show, "Viva Tequila," a roundup of Tequila, mariachis and charros, or Mexican cowboys, have an interactive tour through the Tequila Museum that includes a look at its amazing collection of Tequila brands and a ride aboard the Tequila Trolley, as well as a tasting, a mariachi band and a show for groups of up to 1,000. The Puerto Vallarta CVB has also begun the Mexico Sunset Route tour and the Estampas de México tour, which highlights the culture, art, history and tradition of Mexico and Jalisco; both are free of charge.

Outdoor pursuits in the Bay of Banderas and the Sierra Madre mountains include snorkeling, diving, fishing, sailing horseback riding, ATV, hiking, rappelling, and zip-lining, to name a few. Puerto Vallarta is also a world-class golf destination, with challenging championship greens and golf academies. Eco-adventures include seasonal whale watching and turtle hatchling release, as well as visits to nearby ecological reserves.

> **CVB CONTACT:**

visitpuertovallarta.com

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PUERTO VALLARTA



CVB

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MEXICAN CARIBBEAN

BEACHSIDE MEETINGS

CANCUN, RIVIERA MAYA, COZUMEL ISLAND, ISLA MUJERES



The youngest state in Mexico, Quintana Roo is home to Cancun and the Riviera Maya, two of the country's top destinations for the MICE industry thanks to their first-class hotel and meetings infrastructure.

CANCUN

Cancun was built for tourism and has a superb infrastructure that has made it a star on the international stage for meetings, events and incentive travel.

> **ROOMS 4-STAR AND ABOVE:** 29,381

> **WEATHER.** Cancun has a semi-tropical climate, with highs from mid-May until the end of August that can reach 110°F (43°C) and balmy weather from December through the end of April, when the average temperature is 71-89°F (22-32°C). Rainy season (short afternoon showers) runs from September through the end of November.

> **Airlift.** The Cancun International Airport (CUN) connects to 23 cities in Europe, including nonstop flights from London, Manchester, Birmingham, Glasgow, Frankfurt, Dusseldorf, Cologne, Munich, Madrid, Paris, Zurich, Milan, Rome, Lisbon, Brussels, Stockholm, Helsinki, Copenhagen and Dublin. It handles the second largest volume of traffic in Mexico, with 2,249 domestic flights and 4,533 international flights per year, but has received the highest ratings for its modern facilities, equipment and, above all, security. In 2016 the airport increased its air connectivity by more than 8%.

> **WHERE TO STAY.** As befits the tourist capital of Mexico, Cancun has one of the best infrastructures in

the country, with luxury resorts and hotels that receive some millions of visitors a year, with over 20% of the total visitors linked to the meetings industry. Most hotels are located in the Hotel Zone, a 17-mile stretch of white sand beaches and turquoise water, with the dark blue water of the Nichupte Lagoon on the other side.

Over the last few years, most of the hotels in this destination have evolved into all-inclusive properties. But far from the boring buffets and bland décor of the past, these resorts have upped the ante and now include true fine dining options, designer touches and experiences tailored to the particular traveler, whether it's high-end luxury, family-friendly, adult-only or budget-friendly. In fact, a full three quarters of the hotels have five-star ratings, and there are five properties that have been awarded the AAA Five Diamond Award for their luxury and sophistication.

More than 50 hotels in Cancun that have perfected the art of welcoming meetings and conventions attendees, with dedicated staff trained to work closely with meeting planners and their own on-site meeting rooms and business centers. In an interesting side-note: there are over 4,200 hotel rooms that are within walking distance of the Cancun International Convention Center, making them extremely convenient for attendees.

> WHERE TO MEET. CANCUN INTERNATIONAL CONVENTION CENTER: Located in the heart of the hotel zone in “Punta Cancun,” the Cancun ICC has 78,533 ft² (7,296 m²) of exhibit and 75,541 ft² (7,018 m²) of meeting space. Recently renovated, it has hosted over 6,000 world-class conventions and over 40 thousand attendees.

MOON PALACE ARENA: With 43,852 ft² (4,074 m²) of exhibition area and 38,631 ft² (3,589 m²), the Moon Palace Arena can engage up to 10,000 attendees with smart technology, outdoor terraces, well-designed exhibition areas and multi-function space.

PENINSULA CONVENTION CENTER AT IBEROSTAR CANCUN HOTEL: This venue combines 48,437 ft² (4,500 m²) of exhibition space and 38,631 ft² (3,589 m²) of meeting space with over 106,000 ft² (9,848 m²) of usable garden, pool and beach area.

> WHAT TO DO. Home to one of the world’s second-largest coral reef, diving and snorkeling are tops; other pursuits include fishing, boating and visits to eco-parks that combine modern facilities with natural wonders. “Green” tourists will love the biosphere of Sian Ka’an, the bird refuge of Isla Contoy and the Río Lagartos Biosphere Reserve. Other “must-do” daytrips include visits to the extraordinary Mayan ruins of Uxmal, Chichén Itzá, Cobá and, closer in, the beachside Tulum.

On dry land, air-conditioned shopping centers give credit cards a workout, and the local mercado is great for souvenirs and gifts; there are also numerous national and international restaurants. Of course, the nightlife in the clubs, discos and bars is legendary.

> CVB CONTACT:

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RIVIERA MAYA

The Riviera Maya is comprised of several key destinations along the coastal area that extends from Puerto Morelos to the Sian Ka’an Biosphere Reserve.

> WHERE TO STAY. Laid out south of the Cancun International airport along Federal Highway 307 from Puerto Morelos to the Sian Ka’an Biosphere Reserve, Riviera Maya offers nearly 86 miles (120 kilometers) of simply stunning coastline dotted with towns flanked by



first-class resort properties, including the only over-water bungalows in Latin America. Because many of them are located far from towns, they were built with the all-inclusive system in mind, providing guests with dining, entertainment and meeting options onsite. Of note is the fact the area has more Four- and Five-Diamond properties than any other region in the country.

Within the Riviera Maya there are several developments or clusters of hotels. For example, the Playacar area south of trendy Playa del Carmen (also known as Playa) houses large four- and five-star all-inclusive properties. These are beachfront and—a big plus—within walking distance to the fun and shopping in Playa. To the north, the peaceful village of Puerto Morelos is way less trendy than Playa but has its own particular charm—as well as its own collection of upscale five-star and even Five Diamond properties.

Much like Cancun, hotels here also run the gamut, from family-friendly to adult-only with most if not all offering their own meeting space, business centers and professional bilingual staff to help planners organize a successful event. Some of the bigger hotel chains have even opted for building their own full-sized convention facilities in an enclave surrounded by three or more of their own branded properties, making them capable of hosting larger meetings and conventions without attendees having to add cab fare to their stay. Most have the “stay at one, play at all” modality as well, adding value to group stays.



COZUMEL ISLAND AND ISLA MUJERES

Tourism, world-class diving, and charter fishing are the mainstays of these islands' economies.

Located just eight miles (13 km) across the Bahía de Mujeres (Bay of Women) in Cancun, tiny Isla Mujeres is one of Mexico's Pueblos Mágicos (Magical Towns).

> **WHERE TO MEET. PLAYA PARAÍSO CONVENTION CENTER BY IBEROSTAR:** This state-of-the-art center's 4,843 ft² of exhibit space and 21,377 ft² of meeting space in Playa del Carmen can accommodate up to 1,200 people in a variety of configurations.

BARCELÓ MAYA CONVENTION CENTER: With its avant-garde architecture and infrastructure, these facilities offer 41,774 ft² of exhibition space and 41,774 ft² of meeting space. It has 37 conference rooms, 3 theaters and 5 business centers.

> **WHAT TO DO.** Riviera Maya combines experiences that range from visits to monumental archaeological sites to dips in freshwater sinkholes (cenotes); adventures in underground rivers and amazing biosphere reserves; diving, snorkeling, fishing and kayaking; eco-theme park fun; dolphin swims and much more.

Experiencias Xcaret has the market cornered when it comes to venues with a twist for groups in the Riviera Maya. Planners will find added value for their events at parks such as Xel-Há, Xcaret, Xplor, Xenotes Oasis Maya, Xoximilco and Xichén that include food, beverage, entertainment and more for groups of 20 to 6,000.

> **CVB CONTACT:**

🌐 rivieramaya.com

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

> **ROOMS 4-STAR AND ABOVE:** 3,510 (Cozumel)

672 (Isla Mujeres)

> **WEATHER.** Temperatures average around 80°F (26°C) with highs in the low 90s (32°C) and lows in the mid-60s (16°C).

> **AIRLIFT.** Fly directly into the Cancun International Airport (CUN) and take a 20-minute flight via MAYAir to Cozumel; a ferry also departs Playa del Carmen for a 45-minute ride. For Isla Mujeres, fly into the Cancun International Airport (CUN) and go by land to Puerto Juárez, where there are two ferry docks for the 15-minute crossing to Isla Mujeres.

> **WHERE TO STAY.** The larger island of Cozumel is home to bigger resorts than Isla Mujeres, but both offer a handful of smaller boutique properties for boardroom-level events.

> **WHERE TO MEET. COZUMEL CONVENTION CENTER:** Fifteen minutes from the airport, this convention center has three main salons for exhibitions, special events, conventions, banquets, cocktails, etc. with a total area of 38,212 ft² (3,550 m²).

> **WHAT TO DO.** Cozumel's spectacular coral reefs have made the island a pilgrimage for scuba divers from around the globe, while on land there are ancient Mayan ruins to be explored and jungle adventures on ATVs. Isla Mujeres excels at windsurfing, kayaking, snorkeling and diving, and also has an archaeological site. Both are tops for deep-sea fishing.

> **CVB CONTACT:**

🌐 cozumel.travel

🌐 islacozumelresorts.com

🌐 isla-mujeres.net

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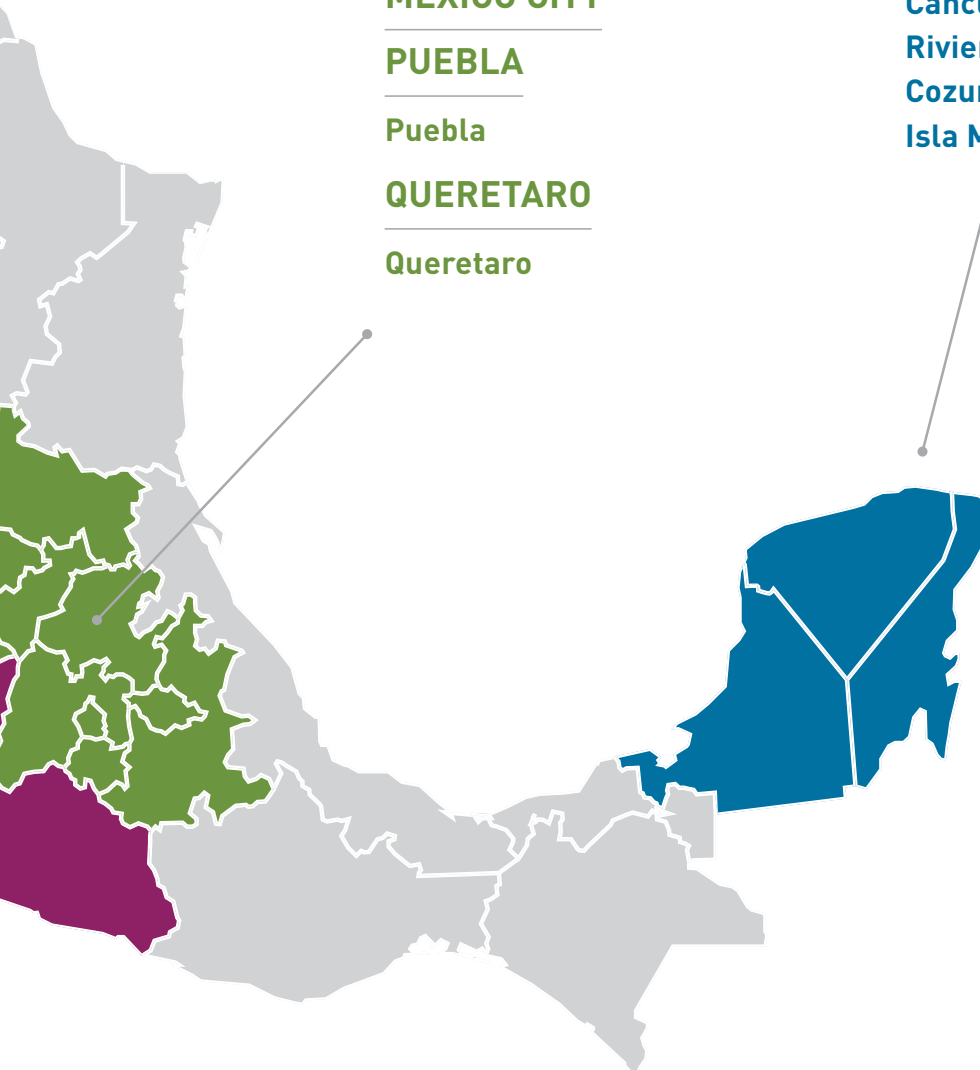
QUINTANA ROO

Cancun

Riviera Maya

Cozumel Island

Isla Mujeres





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