

**UNITED STATES AND CANADIAN TRAVEL AGENTS CHOOSE
CANCUN AS MEXICO'S BEST SELLING DESTINATION FOR 5TH
CONSECUTIVE YEAR**

Cancun, Mexico, October 25, 2011 – For the fifth year in a row, over 2,000 readers throughout US & Canada who were surveyed in Recommend Magazine, voted Cancun as the Best Selling Destination in Mexico during the 15th edition of the Readers' Choice Awards.

The Cancun Convention & Visitors Bureau is delighted that agents chose Cancun as *the* touristic hotspot in the Mexican Caribbean. Travel agents answered a survey where they chose their best travel product or favorite destination in different categories. Cancun received the highest number of votes as the Best Seller Destination in Mexico.

Part of Cancun's success is due to the destination having the best connectivity in Mexico, making it easy for travelers in the United States and Canada to find a convenient flight option. More importantly, Cancun is a multi-destination that combines nature, amazing beaches and the legacy of the Mayan culture with a modern infrastructure, state of the art hotels and impeccable service provided by the people of Cancun.

Cancun is working hard to continuously add new products and deliver new experiences to its visitors. The Underwater Museum has become a must-see attraction while the destination is looking forward to the upcoming Cancun and Riviera Maya Food and Wine Festival in March 2012; which will feature star chefs from throughout the Americas and is expected to become one of the most exciting events in Cancun's calendar.

The Recommend Magazine survey was promoted through the magazine, emails and e-bulletins Recommend Weekly and Recommend Spotlights, these publications distribute news about destinations and tourism products.

Recommend Magazine and its e-newsletters, with over 40 years of experience, are targeted at over 50,000 professionals in North America's travel industry. The magazine features information about destinations & worldwide tourism products, as well as learning tools and travel supplements that assist travel agents in their sales.

With new routes to Cancun being added to accommodate the demand - Air Transat recently announced a new winter route from Quebec to Cancun and Sunwing just added four new weekly flights from Montreal – Cancun is expecting this winter season to an exciting break for those who wish to escape the cold winters and enjoy the tropical, turquoise waters of the Mexican Caribbean.

About Cancun

Cancun is located in the northern part of the southeastern Mexican state of Quintana Roo. It is Mexico's number one tourist destination and is known all over the world for its spectacular beaches, unique beauty and breathtaking turquoise waters.

Cancun's shoreline recently underwent a \$71 Million Dollar makeover, that featured 1.3 billion gallons of sand to renovating the Hotel Zone's seashore. The most popular tourism destination in Mexico and Latin America has also added to its sun, beach, and nightlife, by creating a unique five-day route that will offer visitors a chance to experience adventure and interaction with nature. Cancun and the Treasures of the Caribbean invite travelers to discover the vast natural, cultural and gastronomical cultures of Puerto Morelos, and the four islands of the Mexican Caribbean: Holbox, Isla Mujeres, Contoy and Cozumel. Cancun is a multifaceted destination that combines nature, historical Mayan Culture, glamour, luxury and world class tourism with the seduction for adventure, the passion for paradisiacal nature and the enchantment of gastronomical magic.