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## COSTA MAYA JOINS FORCES WITH MEXICAN GOVERNMENT TO INTRODUCE NEW SUSTAINABLE PORT DEVELOPMENT COALITION

Cancun, Mexico – Costa Maya, the fastest growing port in Mexico, announced its partnership with the Mexican Secretary of Tourism and Secretary of Communication and Transportation to form *Desarrollo Portuario Sostenible*, a sustainable port development coalition that will introduce new regulations and directives to govern the future growth of the cruise industry in Mexico.

Costa Maya and the new coalition will reform port laws under one federal code, regulate tariffs to increase productivity, and encourage public and private investments for short and long-term port expansion.

“The most important objective of a national port system is to encourage responsible economic and social growth,” says Cesar Lizarraga director of sales and marketing for Costa Maya. “The alliance will enable us to increase tourism traffic to Costa Maya and to all of the ports in Mexico under sustainable coastal development guidelines.”

Some of the issues the association will address include: the concentration of visitors to particular destinations; the lack of returning tourists; the shortage of Mexican tour operators; the deficiency of local workers represented in the tourism sector; and the fact that tourism income contributes little to local municipal budgets.

According to Oralia Rice Rodriguez, undersecretary of tourism planning for Mexico, the new coalition will give Mexican ports a national platform from which to operate and handle development. “Mexico welcomed more passenger cruise ships in 2005 than any other country and the *Desarrollo Portuario Sostenible* will allow us to continue that record pace, while managing responsible growth for the future,” said Rice Rodriguez.

Costa Maya was the Caribbean's first port designed exclusively for the cruise industry and this once ancient Mayan port of call now attracts all of the major cruise ship operators, including: Carnival, Celebrity Cruises, Holland America, Norwegian Cruise Line, Princess Cruises, Radisson Seven Seas Cruises, Royal Caribbean Cruise Line, Sun Cruises, P&O Cruises, Disney Cruise Line, Windstar Cruises, Seabourn, Cunard and MSC Cruises.

Sheltered by the second largest coral reef in the world, Costa Maya transports passengers from a pier to a state-of-the-art Mayan entertainment complex where they can choose from a range of excursions that include: the Chacchoben Mayan ruins, bike and kayak tours, a catamaran snorkel, airboat adventures, a 4x4 excursion to a jungle beach and much more. For the less adventurous, Costa Maya offers a 70,000 square foot shopping center and bazaar that boasts local crafts to designer fragrance, jewelry, liquor and leather goods. The destination also features the palm-lined Uvero Beach, saltwater pools, eight daily Mexican folkloric amphitheater shows, spa services, restaurants and a lobster house and bars.

For more information on Costa Maya and to learn about the port and its exciting shore and sea excursions visit [www.puertocostamaya.com](http://www.puertocostamaya.com) or call 52 (998) 267 7700.

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