



Media Contact:

rbb Public Relations

Maite Vélez-Couto – (o) 305-448-1923

Maite.Velez-Couto@rbbpr.com

Puerto Costa Maya:

Cesar Lizarraga 52 (998) 267 7700

Miami phone (305) 695-0168

clizarraga@puertocostamaya.com

Development Plans Transform Costa Maya Port Into Complete Tourism Destination

New Branding Campaign Planned To Support Destination Launch

Cancun, Mexico – March 2007 – Costa Maya, home to one of the cruise industry's fastest growing ports of call, will soon emerge as a new tourist destination in the Mexican Caribbean region.

The announcement was made by Teofilo Hamui, president and chief executive officer of Costa Maya, which is located four hours from Cancun on the southern Yucatan Peninsula.

According to Hamui, the Port's tremendous success and positive visitor feedback encouraged the Costa Maya team and the State and Federal governments to collaborate in outlining strategic plans for the area's development into a complete tourism destination.

"In five short years, Costa Maya's port ranks second in Mexico for passenger visits and is one of a few ports in the Western Caribbean to receive over one million passengers annually," said Hamui.

Development of the region is already underway. Beyond the planned expansion of the Port facility, new infrastructure is being added to the surrounding area, including new roads and an airstrip, varied real estate offerings and boutique hotel. To celebrate the destination's growth and attract new tourist segments, Costa Maya will soon launch an integrated marketing campaign featuring a new logo and brand image. The campaign will debut with a redesigned website and advertising later this year.

"The most important objective of this new development plan and alliance with the government is to encourage responsible economic and social growth for the area," said Hamui. "The plan will enable more people to enjoy the beauty and unique features of Costa Maya under sustainable development guidelines."

With acres of unspoiled coastal land and very strong historic and cultural influences, Costa Maya offers visitors a true insight into the essence of Mayan culture and the colonial heritage of the Mexican Caribbean.

Hamui added that in consideration of these features, the development plan calls for careful integration of the local Mayan community who have populated the region for centuries and remain today. Costa Maya has the largest concentration of Mayan archeological sites and existing Mayan population in Mexico. Existing attractions and the area's rich natural resources, including interactive visits with local Mayan communities (Mayan Reality Tour) and one-of-an-kind dive destinations, will also be carefully attended to ensure their preservation.

Plans for Costa Maya will break from the Mayan Riviera and Cancun's tradition of all-inclusive resorts and high-density tourism products. Instead, the development strategy calls for a maximum of 10,000 rooms, all to be developed as eco-friendly structures. Ultimately, the region will be mostly comprised of smaller boutique hotels catering to adventure-seekers, cultured-travelers and visitors looking to enjoy its unspoiled land, sea and beaches.

"As a port of call, Costa Maya has already experienced a 15% growth, said Noemi Canto, Tourism Director for Chetumal. "In the wake of this increased popularity, Costa Maya management is doing an excellent job of utilizing the area's natural resources and unique attributes to develop a one-of-a-kind tourism destination."

Costa Maya is sheltered by the world's second largest coral reef and currently attracts all the major cruise lines to its shores. The current Port facilities consist of 3 berthing spaces and a 70,000 square foot state-of-the-art Mayan entertainment complex that showcases the region's colonial heritage with all of today's modern conveniences. Multi-lingual guides lead Costa Maya's visitors to uncover ancient Mayan archeological sites or experience the local beaches, jungle treks, and over 25 exiting excursions including *Croc World* and the *Dolphin Dream Experience*.

For more information about Costa Maya, please visit www.puertocostamaya.com or call 011 52 (998) 267.7700.

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