



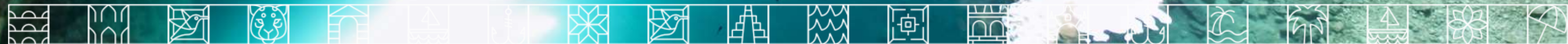
**YUCATÁN**

# *YUCATÁN* CRUISE NEWS

Num. 01 May 15th, 2020

# INTRODUCTION

As part of the coordinated efforts of the Government of the State of Yucatán, the Yucatán Tourism Board makes this *Cruise Newsletter* available to you to inform the cruise lines and tour operators of updated and periodic information on actions, activities, statistics and projections on the topics related to this industry.



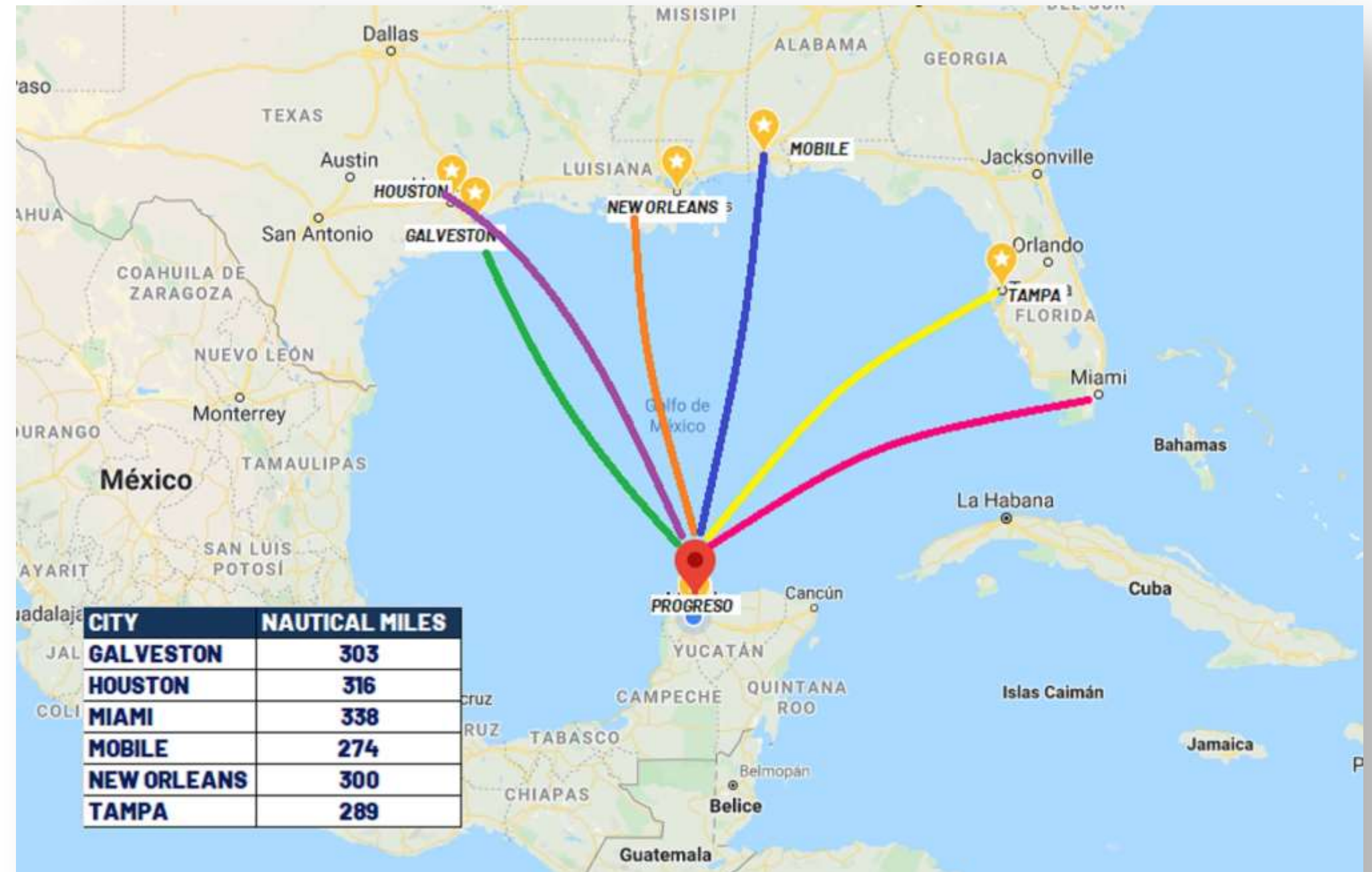
# YUCATÁN IN THE CONTEXT OF THE CRUISE INDUSTRY

## Who are we and where are we located?

Yucatán is a State of the Republic of Mexico. Located in the Southeast of the country; it is part of the Western Caribbean routes for cruise ships with Port of Progreso as an entry point.

Its capital city is Mérida, located 36 km (24 Miles) from the Port of Progreso, it has maritime accessibility with the main ports of the Gulf of México with a strategic location that gives it a very important position of connectivity.

It has an average climate throughout the year of warm humid with average minimum temperatures of 79 F and maximum of 97 F.



## How important are cruise ships to Yucatán?

Figures in recent years show that the economic spill due to cruise ship arrivals is becoming increasingly important, with an average expense of \$57.31 dollars per passenger (BREA, Sept, 2018).

The characteristics of the new ships with greater capacity, as well as the variety of tourist attractions that Yucatán offers, make tour operators have a wide range of options to offer their services to passengers that cruise lines increase every year to this state.



In 2019, Port of Progreso got in sixth place among the ports of México in the reception of Cruise passengers:

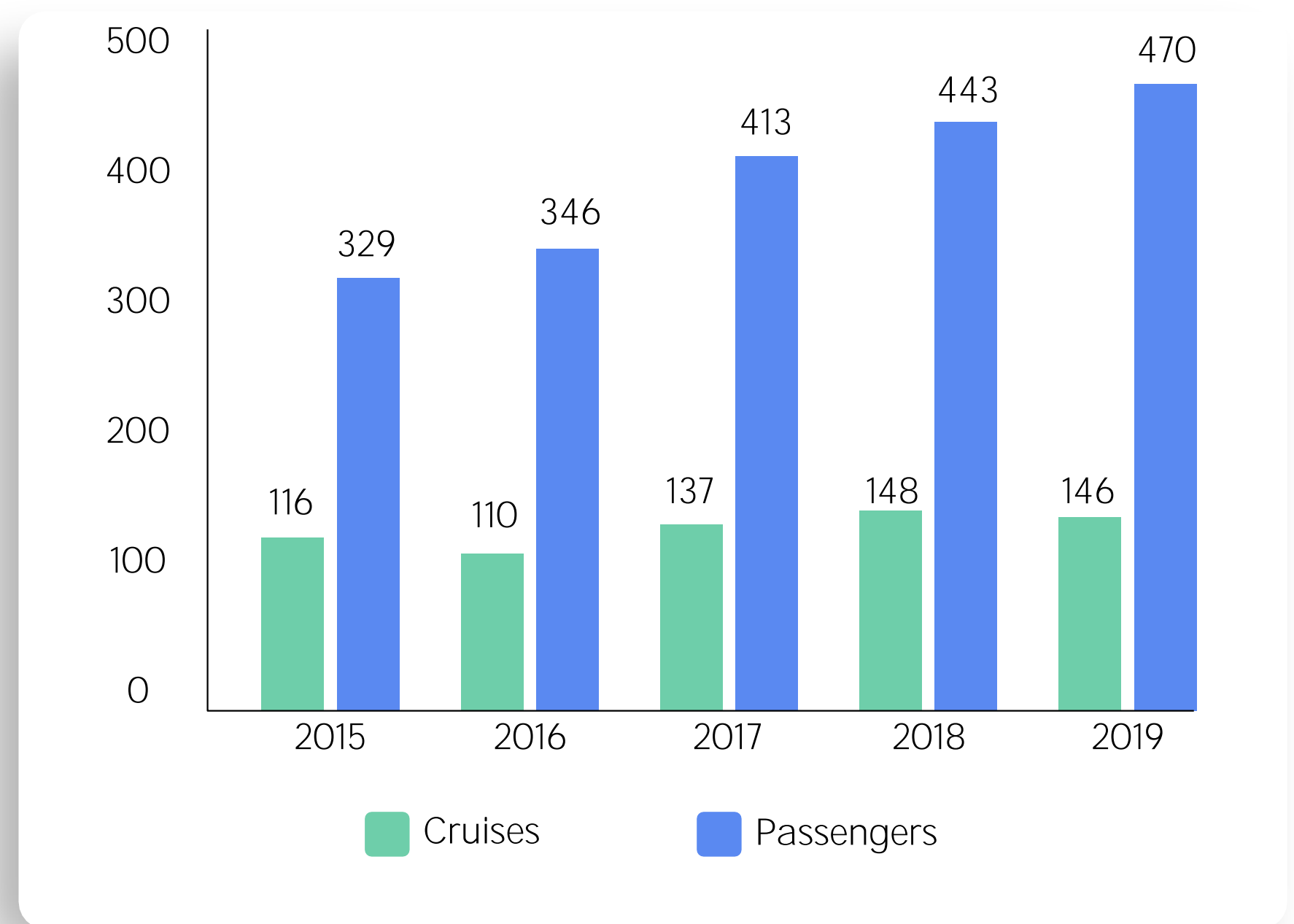


Mexican Ports Ranking (2019)		Passenger	Calls
1	Cozumel	4,569,853	1,366
2	Costa Maya (Majahual)	1,604,435	481
3	Ensenada	674,469	269
4	Cabo San Lucas	540,459	204
5	Puerto Vallarta	482,335	181
6	Port of Progreso	470,418	146

SOURCE: DATATUR.

In recent years, the growth for Port of Progreso has been remarkable:

- From 2015 to 2019, we have received 30 additional cruises, that is an increase of 26% in just 5 years.
- In 5 years, the number of passengers increased by 141,149 pax, meaning a 43% increase.



SOURCE: Yucatán Tourism Board.

# SITUATION IN CONTEXT OF COVID-19

## How do we face the current situation with COVID-19?

The COVID-19 pandemic presents the world community and the tourism sector with an important and constantly evolving challenge. **The Port of Progreso has not stopped its business and remains open** port cargo, oil and trade. However, the arrival of cruise ships was stopped by the suspension of the cruise lines agreed with the Government of the USA, as a preventive measure for the pandemic. The last arrival of cruise ships to Progreso was on March 14, with the Carnival Fantasy, with 1,666 passengers.

We continue to monitor the statements of the cruise lines about the situation of operations, which have been suspended until July. While, we continue with the works of improvements and urban projects in the Port of Progreso so that, when arrivals resume, visitors and cruise lines notice the difference.

## What is our current situation?

Covid-19 cases in México (1) as of May 15<sup>th</sup> are:

CONFIRMED	NEGATIVE	SUSPICIOUS	DECEASED
<b>45,032</b>	<b>89,631</b>	<b>29,028</b>	<b>4,767</b>

The comparative table by state places (2) Yucatán in the 8th national place as of May 15<sup>th</sup>, according to the number of cases:

CONFIRMED	DECEASED
<b>1,035</b>	<b>101</b>

With the data updated to May 15<sup>th</sup> and according to the Yucatán Health Secretary, there are 932 positive confirmed cases and 83 deaths due to complications for COVID-19 registered. The breakdown by municipality is 639 of the positive cases in the capital city Mérida and 7 cases in the municipality of Progreso.

# YUCATAN SUPPORT DURING THE PANDEMIC

**Golden Leeuw.** On March 18th, as a humanitarian response to disembark international students before the **airport's** closures worldwide, Port of Progreso received the Golden Leeuw and 50 crew members descended to return to their homes.



**The Marella Explorer II.** Once the ports worldwide closed to cruises, Port of Progreso showed its solidarity by disembarking 48 British passengers from TUI **Cruises'** Marella Explorer II on March 31, 2020. Mexican Navy took over the maneuvers with maximum health security to direct passengers to Mérida city airport and get on flight charter services back home. Marc Jordan, Group Crisis Director from TUI Group thanked for the exceptional team effort among operational and authorities to make this possible.

# MEASURES IMPLEMENTED BY THE GOVERNMENT OF YUCATÁN FACING THE HEALTH CONTINGENCY:

DATE	ACTION
March 14 <sup>th</sup>	Suspension of activities from March 20 to April 30 in all public and private schools and universities. It was necessary to extend until May 30 <sup>th</sup> .
March 14 <sup>th</sup> and 23 <sup>th</sup>	Suspension of massive events of the Government of the State and the 106 municipalities of the state. Temporary closure of public and recreational sites to avoid crowds.
March 15 <sup>th</sup>	Installation of a committee with the best epidemiologists and experts in health in Yucatan, to advise the State Health Safety Council and the Governor.
March 28 <sup>th</sup>	The local app MEDITOC is presented for attention by phone or video call to people with symptoms of COVID-19 with specialized medical attention in spanish and mayan language.
April 1 <sup>st</sup>	Non-essential administrative, commercial and service activities, public and private are suspended at the state level and until further notice.
April 1 <sup>st</sup> and 4 <sup>th</sup>	The Government of the State bought medical equipment such as respirators preventing shortages to increase the existing materials in the hospitals. Mandatory use of masks in every public space to prevent spreading disease.
April 15 <sup>th</sup>	The State Government increase facilities to hospital beds and intensive care units in Valladolid and Mérida. The Yucatán Siglo XXI Convention Center is set with 490 extra beds as support to local hospitals.
May 8 <sup>th</sup> and 9 <sup>th</sup>	The Fiesta Inn Mérida Hotel donated 40 rooms for 30 days to the health professionals working on COVID-19 patients to keep their families back home safe. The Government announce free transportation for personnel from hospitals in Mérida City.



# STRATEGIES FOR IMMEDIATE RECOVERY

## Urban tourist image of the Port of Progreso

With an investment of \$53.4 million pesos (\$2.25 million US dollars), a first stage of the urban improvements of the tourist area of Progreso was inaugurated, as a commitment of the Government of Yucatán with the cruise lines to give passengers areas of recreation and fun when visiting the State.



80TH Street, in front of the Casa de la Cultura, is one of the areas where the cruise tourist crosses the city to reach the Malecon and Progreso beach.

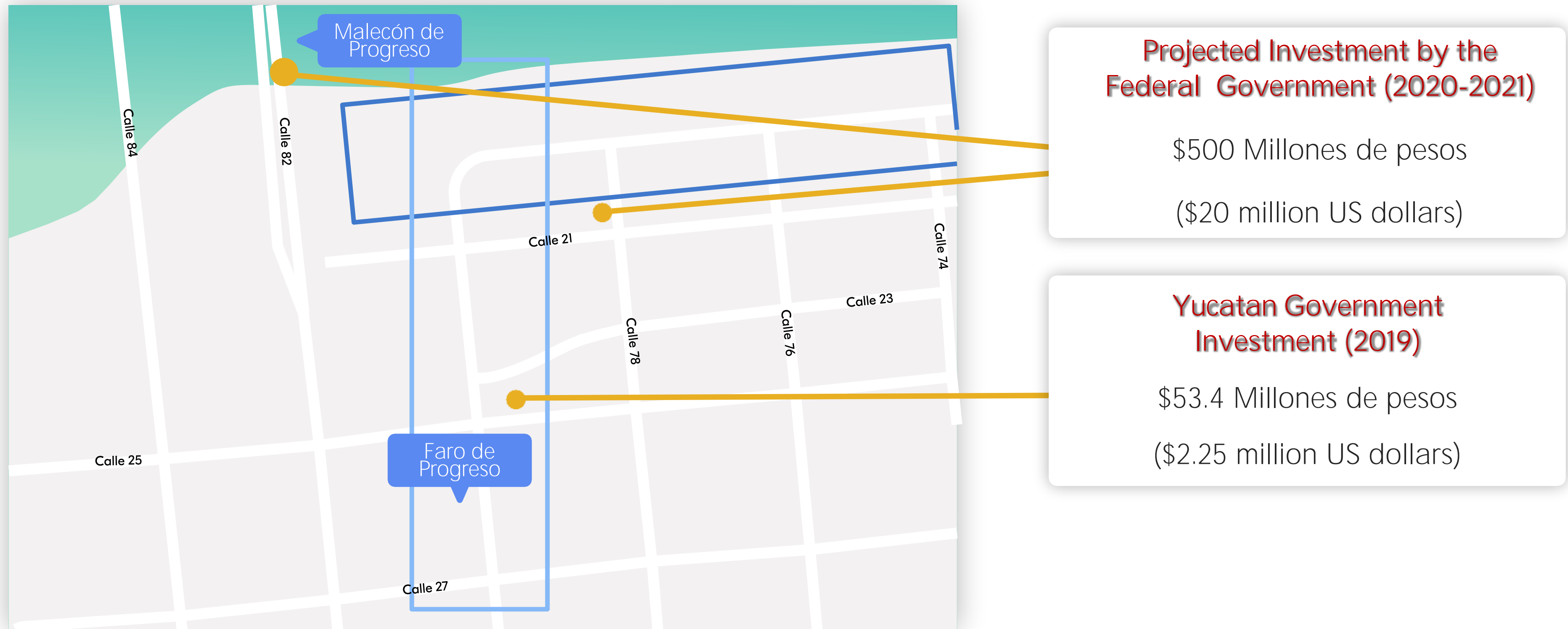


Cobblestone work, hiding wiring, lighting, and closing to vehicular traffic on cruise days were carried out for greater safety of passers-by.



One zone of the 23<sup>rd</sup> Street is transformed into the “Callejón de los enamorados” (Lovers Alley), located next to the street market, with an investment of \$1.15 million of pesos (\$48 thousand US dollars) to make it attractive for tourists.

In addition to the first renewed area, improvement works will be carried out on the Malecon in Port of Progreso and surrounding streets to install underground wiring, paving and standardization of accesses and ramps for the disabled, as well as the improvement of 8 miles of street and road through the city. The works were scheduled to start in April with an investment of \$500 million pesos (\$20 million US dollars).



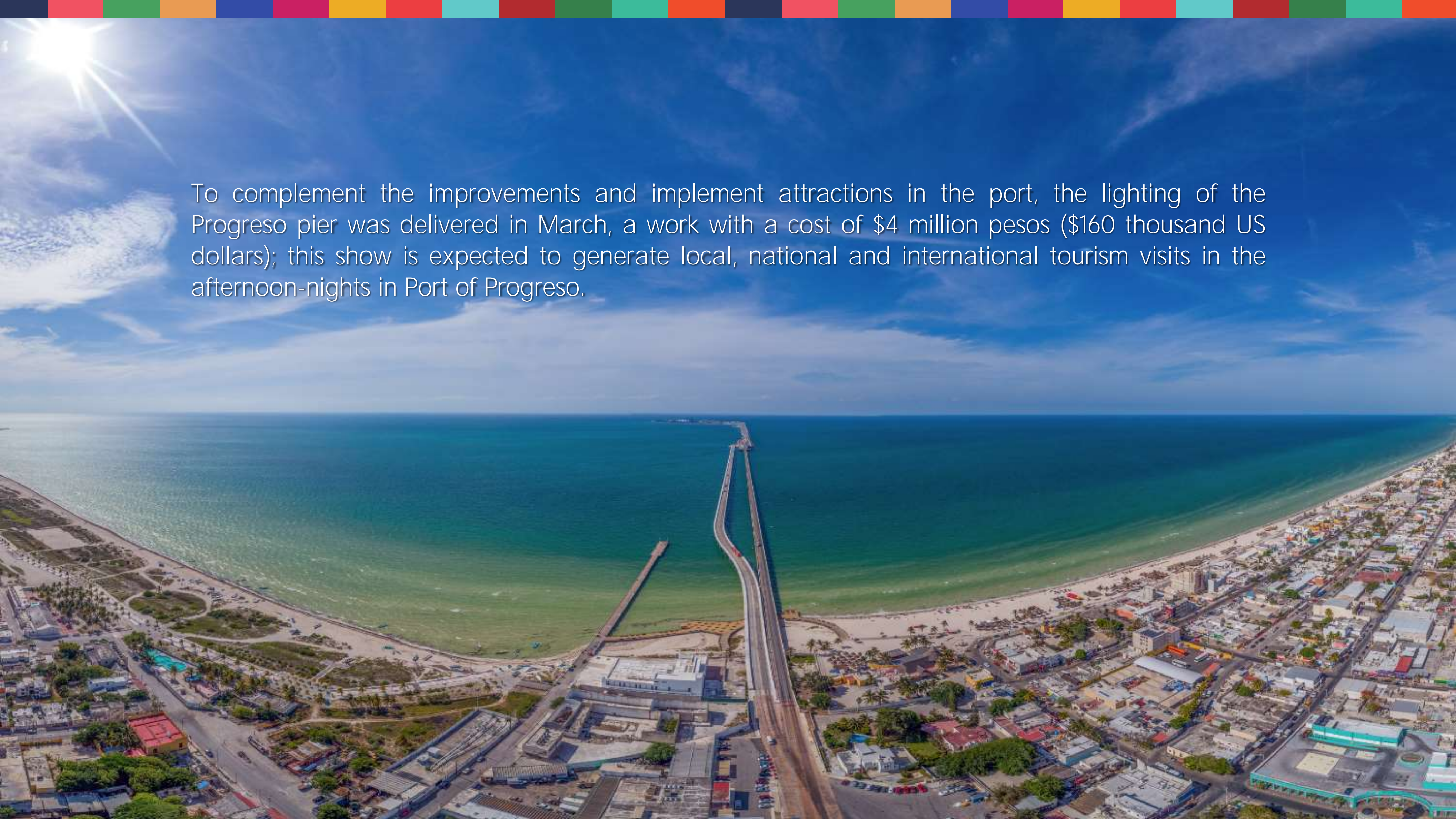


All the above, together with the new Malecon International, consolidates the improvements in Port of Progreso to make cruise tourists more and more attractive.



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An aerial photograph of the Port of Progreso, showing a long pier extending into the turquoise sea. The pier is a double-lane road with a central median. The surrounding area includes a sandy beach, residential buildings, and industrial structures. The sky is bright blue with a sun flare in the top left corner.

To complement the improvements and implement attractions in the port, the lighting of the Progreso pier was delivered in March, a work with a cost of \$4 million pesos (\$160 thousand US dollars); this show is expected to generate local, national and international tourism visits in the afternoon-nights in Port of Progreso.

Likewise, despite the outbreak, the Puerta Progreso \$50 million pesos project (\$2 Million US dollars), continues and it is expected to resume construction work to finish it this year. This commercial mall is offering exhibition areas as well as a restaurant and beach club.



As part of our commitment to the cruise industry, Yucatán Tourism Board maintains its Platinum membership with the Florida-Caribbean Cruise Association. We continue to participate in the annual events in the field such as:

- 1st Virtual FCCA PAMAC Conference Session. Jun 5th, 2020 hosted by Jamaica.
- FCCA Cruise Conference & Trade Show in Puerto Rico, Oct 19<sup>th</sup>-22<sup>th</sup>, 2020.
- Seatrade Cruise Global 2021, 12<sup>th</sup>-15<sup>th</sup> April.



As part of the strategies of private tour operators in preparation for the restart of cruise ships, they have created tools such as Destination Together, which is a platform where tour operators share data, talks and interact to be ready when cruise lines return to destinations in the Caribbean.



# YUCATAN TOURIST ATTRACTIONS

With a current portfolio of more than 30 different tours with local tour operators in Port of Progreso, Yucatán offers very diverse destinations such as archeology:

**Chichén Itzá.** One of the New Seven Wonders of the World, with the iconic Pyramid, is one of the most popular places by cruise tourists. Tour duration: 6 hrs.

**Uxmal.** Named Cultural Heritage by UNESCO, this city is another of the very important mayan cities located in the south of the state. Tour duration: 5hrs.

**Dzibilchaltún.** A mayan city 30 minutes from Progreso, is witness to the Spanish colonization on its ruins. Tour duration: 3 hrs.

**Mayapán.** Considered the last mayan city, preserves its Mayan-Toltec architecture with an impressive similarity to Chichén Itzá. Tour duration: 5 hrs.

**Xcambó.** A coastal mayan city influenced by the cities of Izamal and Thó (today Mérida), was the saline center of the Mayans. Tour duration: 3hrs.

**Ek-Balam.** A unique fortified city of its kind and its elaborate buildings make it a mythical city. Tour duration: 7.5 hrs.





## Colonial Jewels Cities of Yucatán, near Port of Progreso:

**Mérida.** Capital of the state, colonial city with multiple cultural, artisanal and gastronomic activities. Tour duration: 4 to 5 hours (depending on the activity).

**Izamal.** Colonial city and Magical Town of México, is a destination with samples of mayan, spanish colonial and modern heritage. Tour duration: 5 hrs.

**Valladolid.** Colonial city and Magic Town of México, is an important city in the colonial history of Yucatán, located to East of the state. Tour duration: 6 hrs.

**Dzemul.** Pintoresque town with live mayan traditions, where you can find authentic mayan homes. Tour duration: 3 to 4 hrs.



# Yucatán & Port of Progreso Authorities



[www.yucatan.travel](http://www.yucatan.travel)



[www.puertosyucatan.com](http://www.puertosyucatan.com)



[www.ssamexico.com](http://www.ssamexico.com)

# Port of Progreso: Tour Operators

Shore Excursions is one of the areas with the highest satisfaction rates according to cruise passengers that visit Port of Progreso.



[www.aviomar.com.mx](http://www.aviomar.com.mx)



[www.explora-tours.com](http://www.explora-tours.com)



[www.totalgusto.com](http://www.totalgusto.com)



[www.autoprogreso.com](http://www.autoprogreso.com)



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