

## PANTALLAS DIGITALES Y TAXIS EN NUEVA YORK



CONSEJO DE PROMOCIÓN TURÍSTICA DE  
QUINTANA ROO

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## COMPROBACIÓN TAXIS TOPS



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### COMPROBACIÓN TAXIS TOPS

**Client:** Consejo de Promoción Turística de Quintana Roo  
**Agency:** Media Mas  
**Market Name:** New York, NY  
**Start Date:** May 21, 2018  
**End Date:** Jun 17, 2018  
**Duration:** 4 Week  
**Version:** Cancún, Riviera Maya  
**Taxis:** 200

### COMPROBACIÓN PANTALLAS TAXIS

**Client:** Consejo de Promoción Turística de Quintana Roo  
**Agency:** Media Mas  
**Market Name:** New York, NY  
**Start Date:** May 21, 2018  
**End Date:** Jun 17, 2018  
**Duration:** 4 Week  
**Version:** Cancún, Riviera Maya, Cozumel  
**Pantallas Taxis:** 1,000  
**Ad Plays:** 495,000  
**Impressions:** 742,500

### COMPROBACIÓN PANTALLAS TAXIS

CAMPAIGN SUMMARY				
Committed		Delivered		
Total Plays	Total Impressions	Total Plays	Total Impressions	% Delivered
495,000	742,500	540,784	811,176	110%

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## CANCUN EN EL MADISSON SQUARE GARDEN EN NY

### PANTALLA EXTERIOR

Pantalla Exterior LED activa las 24 horas al día, ubicada en la entrada principal del venue, sobre 8th Avenue. Por encontrarse justo a la entrada y salida de la estación de metro Pennsylvania Station, registra un tráfico aproximado de 600,000 personas diarias.

# Pantallas	1
Spots	400
Duración del spot	15"
Frecuencia de Spot	Loop de 5 minutos
Impactos únicos	600,000



## PANTALLAS DIGITALES Y TAXIS EN NUEVA YORK





## OOH DE CANCUN EN TAXIS DE NY 2018



TAXI TOPS		
Market	Flight (weeks)	Taxis
New York	4	200
<b>TOTALS</b>	<b>4</b>	<b>200</b>

PANTALLAS EN TAXIS				
Market	Flight (days)	Taxis	Ad Plays	Impressions
New York	30	1,000	495,000	742,500
<b>TOTALS</b>	<b>30</b>	<b>1,000</b>	<b>495,000</b>	<b>742,500</b>

NOTA: LAS PANTALLAS EN TAXIS CONTRATADAS SON 1,000 UNIDADES A CORRER EN 1 SEMANAS O 1,000 UNIDADES EN 4 SEMANAS, A SELECCIÓN DEL CLIENTE

# INFORME DE ACTIVIDADES ENERO - MAYO 2018

## TURISMO DE REUNIONES

### PUBLICACIONES / ANUNCIOS

- The Meetings Guide to Mexico - Europe 2018



*Cancun is the number one destination in Mexico, Latin America and the Caribbean.*

#### Groups & Conventions

- Abundant meeting facilities and the appropriate infrastructure to accommodate large groups, conventions, congresses, incentives and exhibitions.
- 900,000 sq. ft. (84,000 m<sup>2</sup>) of meeting space and up to 50 hotels with on-site meeting facilities.
- Zero VAT (Value Added Tax) for international meetings & conventions.

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

- @CancunTravel
- @cancunfb
- @visitcancun
- @visitcancun



**cancun**  
[www.cancun.travel](http://www.cancun.travel)

**México**  
A WORLD OF ITS OWN  
[www.mexico.com](http://www.mexico.com)

Latinamerica Meetings Directorio 2018

DESTINOS

**CANCUN**

Países de: 45.375  
 Tiempo promedio: 48.304.46  
 Precipitación: 4.41.38.00.41.41  
 Crecimiento: 4.41.38.00.41.41



Cancun es reconocido en todo el mundo por ser un destino de playa de arena blanca y fuertemente mar en todas las temporadas, además de la excelente conectividad aérea y su infraestructura de primer nivel que lo colocan como el destino turístico líder en América Latina. Combina el glamour, la naturaleza, la cultura maya, y los servicios de clase mundial con atractivos ofertas de entretenimiento y una extraordinaria experiencia gastronómica que junto con la famosa hospitalidad mexicana hacen inmemorable cualquier reunión, evento o congreso.

Ofrece excelentes hoteles y resorts con amenities y modernas instalaciones con más de 50 hoteles que ofrecen espacios para reuniones, además del Cancun International Convention Center que cuenta con instalaciones modernas y más de 14,000 m<sup>2</sup> de espacio en salones y áreas de exhibición. Lo más importante es que a Cancun se llega con facilidad desde la mayoría de los aeropuertos internacionales en USA, Canadá, Europa, Centro y Sudamérica, muchos de los cuales ofrecen vuelos directos.

El estrechamiento de los budgetes y participantes en eventos, conferencias o cualquier otra reunión está generando un tipo de destino y necesidades ofrecen una amplia gama de opciones de suavidad, dispositivos acústicos, materiales fabricados, materiales pesados, modernos centros comerciales y desde luego, los reconocidos campos de golf de clase mundial. Por todo esto y más, Cancun es la mejor elección para organizar una reunión, congreso, congreso o viaje de incentivo en alguna parte de México, América Latina o el Caribe.

**NÚMERO DE HOTELERÍA POR CATEGORÍA:**  
 • **Dinamismo 25 hoteles** No. de habitaciones: 11,807, capacidad: 15,000  
 • **Señores 22 hoteles** No. de habitaciones: 15,177, capacidad: 20,000  
 • **Señoras 18 hoteles** No. de habitaciones: 3,533, capacidad: 5,000  
 • **Señoras 18 hoteles** No. de habitaciones: 1,950, capacidad: 2,500

**PRINCIPALES RECONOCIMIENTOS:**  
**Cancun International Convention Center (Cancun ICC)**  
 Teléfono: +52 998 881 0000  
 Web: www.ciccc.com.mx

**CONTACTOS:**  
 • **Dirección General**  
 • **Dirección Comercial**  
 • **Dirección de Operaciones**

**CAPACIDADES:**  
 • **Hoteles:** 14,000 m<sup>2</sup> de espacio de exhibición  
 • **Salones:** 14,000 m<sup>2</sup> de espacio de exhibición  
 • **Salones:** 14,000 m<sup>2</sup> de espacio de exhibición

**UBICACIÓN:**  
 • **Carretera:** 400 km de la Ciudad de México  
 • **Aeropuerto:** 15 km de la Ciudad de México  
 • **Distancia:** 15 km de la Ciudad de México

**VENTAS Y RELACIONES:**  
**Congreso Anual de Gerentes de Latinoamérica 2018 (RADLA)**  
**Cancun International Convention Center**  
 Teléfono: +52 998 881 0000  
 Web: www.ciccc.com.mx

**APPI World Congress Cancun 2018**  
**Congreso Anual de Gerentes de Latinoamérica 2018 (RADLA)**  
**Cancun International Convention Center**  
 Teléfono: +52 998 881 0000  
 Web: www.ciccc.com.mx

**INDUSTRIAS:**  
**Aeropuerto Internacional de Cancun**  
 Teléfono: +52 998 881 0000  
 Web: www.aicm.com.mx

**INDUSTRIAS:**  
**Cancun de Ambassadors de Cancun**  
 Teléfono: +52 998 881 0000  
 Web: www.cancunambassadors.com.mx

**SITIOS TURÍSTICOS Y REUNIÓN:**  
**Zone Ageology**  
 Teléfono: +52 998 881 0000  
 Web: www.zoneageology.com.mx

**INDUSTRIAS:**  
**Cancun de Ambassadors de Cancun**  
 Teléfono: +52 998 881 0000  
 Web: www.cancunambassadors.com.mx

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Reuniones y Convenciones

- Cuenta con una infraestructura adecuada para la organización de grandes eventos, congresos y convenciones nacionales e internacionales.
- Hasta 50 hoteles y 84 mil m<sup>2</sup> (900,000 sq.ft) de espacio para grupos, convenciones y exhibiciones.
- Tasa cero para congresos, exhibiciones y convenciones internacionales.



www.cancun.travel  
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 @cancunovb  
 @vistancun  
 @vistancun

**cancun**  
 www.cancun.travel

**México**  
 UN MUNDO EN SI MISMO

- Revista impresa “Latinamerica Meetings” ediciones bimestrales: Ene/Feb y Mar/Abr



*Cancun es el destino número uno en México, Latinoamérica y el Caribe.*

### Reuniones y Convenciones

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www.cancun.travel

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- @vistocancun
- @vistocancun



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www.cancun.travel

**México**  
UN MUNDO EN SI MISMO  
www.mexico.com



## cancun

Tiene la infraestructura adecuada y una excelente conectividad aérea además de altos estándares de servicio y atención personalizada que lo hacen un destino perfecto para la organización de grandes eventos nacionales e internacionales.

Más de 50 hoteles con modernas instalaciones y facilidades con más de 84,000 m<sup>2</sup> (900,000 sq. ft.) de espacio para grupos, convenciones, congresos, eventos corporativos y exhibiciones.

Variedad de opciones de entretenimiento, excursiones y actividades.

Tasa cero para congresos, exhibiciones y convenciones internacionales.

**cancun** **México**  
 www.cancun.travel UN MUNDO EN SI MISMO  
 @CancunTravel @Cancunovb @vistocancun @vistocancun

## EXPOS/FERIAS:

- **IMEX Frankfurt 15 al 17 Mayo**  
Se atendieron 16 citas de negocios con meeting planners, asociaciones y PCO's



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## APOYOS (grupos – eventos - congresos)

- AIPPI World Congress Cancun 2018 – Septiembre
- Convención ANGECAI 2018 (Asociación Nacional de Ejecutivos de Organismos Empresariales y Profesionales AC)
- American Conference on Information Systems 2019 | AMCIS
- VII WORLD FORUM ON ENERGY REGULATION (WFER) / Marzo

# Actividades RP

2018





## Agente de Viajes de Atlanta y Delta Vacations



DELTA VACATIONS	Meredith	Buchanan	<a href="mailto:mbuchanan@deltavacations.com">mbuchanan@deltavacations.com</a>
DELTA VACATIONS	Mel	Horner	<a href="mailto:mhorner@deltavacations.com">mhorner@deltavacations.com</a>
TRAVEL QUEST TRAVEL LEADERS	WENDY	LAPORTE	<a href="mailto:wendy@2ndstartravel.com">wendy@2ndstartravel.com</a>
ALL STAR TRAVEL	EVELYN	YANCEY	<a href="mailto:allstartravel@hotmail.com">allstartravel@hotmail.com</a>
TVL PLANNERS INTL INC	BARBARA	WALTON	<a href="mailto:barbara@bar-naytravel.com">barbara@bar-naytravel.com</a>
NEAL MILLER TRAVEL COMPANY	NEAL	MILLER	<a href="mailto:nealmillertravel@aol.com">nealmillertravel@aol.com</a>
I DO TRAVEL CONCIERGE (KHM TRAVEL GROUP)	KALLEN	MOBLEY	<a href="mailto:kallen@idotravelconcierge.com">kallen@idotravelconcierge.com</a>
TAKE TIME TO TRAVEL	STEPHEN	WEBB	<a href="mailto:webb@taketimetotravelga.com">webb@taketimetotravelga.com</a>
TRI SIJ TRAVEL LLC (KHM TRAVEL GROUP)	SELENA	JOHNSON	<a href="mailto:trisijtravel@gmail.com">trisijtravel@gmail.com</a>
ABOUT GOING PLACES	BRITT	PENDERGRA	<a href="mailto:TRAVEL@ABOUTGOINGPLACES.COM">TRAVEL@ABOUTGOINGPLACES.COM</a>
TVL PLANNERS INTL INC	KIM	GRUBB	<a href="mailto:kimgrubbtravels@gmail.com">kimgrubbtravels@gmail.com</a>
YOUR DOOR TO THE WORLD TRAVEL	ADRIENNE	JACKSON	<a href="mailto:info@busybeetravelgroup.com">info@busybeetravelgroup.com</a>
CEDEGE TRAVEL	TONEY	WARE	<a href="mailto:tware2576@gmail.com">tware2576@gmail.com</a>
FABULOUS INDEED VACATIONS LLC	APRIL	JORGENSEN	<a href="mailto:april.fabulousindeedvacations@gmail.com">april.fabulousindeedvacations@gmail.com</a>

Agente de Viajes de Atlanta y Delta Vacations



## Viajes de Familiarización

### Televisora Italiana FGM Produzini Programa Kilimangiaro



Restaurante Marbella



Isla Mujeres

## Viajes de Familiarización

Televisora Italiana FGM Produzini Programa Kilimangiaro



## Viajes de Familiarización

### Programa de TV Estados Unido Peter Greenberg

Isla Blanca



Playa Chac Mool

## Viajes de Familiarización

### Programa de TV Estados Unido Peter Greenberg



Entrevista Roberto Diaz Director de MUSA

# Impresiones de medios de EUA

## Secured Coverage



**Marriott Traveler**  
 January 2018  
 Circulation: 6.7 million UVPM  
 Est. Editorial Value: \$20,000



**Go to Playa**  
 January 4, 2018  
 Circulation: 10,000 UVPM  
 Est. Editorial Value: \$1,000



**The Baja Post**  
 January 2, 2018  
 Circulation: 10,000 UVPM  
 Est. Editorial Value: \$1,000

*ci*

## Secured Coverage



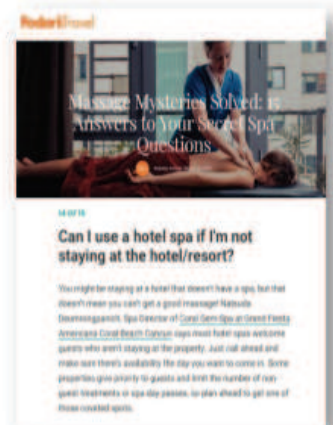
**Travel Weekly**  
 February 7, 2018  
 Circulation: 465,000 UVPM  
 Est. Editorial Value: \$7,000



**Nexus**  
 February-March, 2018  
 Circulation: 11.7 million UVPM  
 Est. Editorial Value: \$33,000



**Outnumbered 3 to 1**  
 February 15, 2018  
 Circulation: 26,000 UVPM  
 Est. Editorial Value: \$1,500



**Fodor's**  
 March 30, 2018  
 Circulation: 4.8 million  
 Est. Editorial Value: \$20,000



## Secured Coverage



**The Yucatan Times**  
 January 4, 2018  
 Circulation: 10,000 UVPM  
 Est. Editorial Value: \$1,000



**Travel Weekly**  
 January 9, 2018  
 Circulation: 465,000 UVPM  
 Est. Editorial Value: \$14,000



**Don't Waste Your Money**  
 January 29, 2018  
 Circulation: 16,000 UVPM  
 Est. Editorial Value: \$2,000



**Travel Agent Central**  
 January 30, 2018  
 Circulation: 200,000 UVPM  
 Est. Editorial Value: \$12,000

Secured Coverage




**Cómo sacar provecho de Cancún con toda la familia**

**C**ancún tiene fama de ser un lugar de fiestas y glamour, pero muchos de los visitantes del centro turístico de la Riviera Maya son familias que buscan que los períodos de enero, febrero y marzo sean ideales de primavera. Las familias con niños más pequeños se benefician que viajar a Cancún. Las centros turísticos, parques temáticos, sitios arqueológicos y restaurantes privados ofrecen todo tipo de actividades para los niños, ya sea que sea primero que sean familiares o que estén planeando las próximas vacaciones de primavera por su cuenta.

**Marriott Traveler**  
 February 2018  
 Circulation: 7 million UVP  
 Est. Editorial Value: \$60,000



**Five Reasons to Go to Mexico**

**Soak Up the Sun on Mexico's Diverse Beaches**

Mexico is surrounded by more than 450 beaches, many with their own distinct personalities. A good place to start is at the Sea of Cortez, which Jacques Cousteau once called "The Aquarium of the World" because nearly 40 percent of the world's marine mammals live there. Boat excursions take Los Cabos travelers out in the water on scavenger hunts to spot sea lions, whales and dolphins. Guests at hotels like Grand Solmar Land's End Resort and Spa spot can spot migrating whales. In **Cazumel**, scuba divers explore great reefs with colorful tropical fish darting about alongside turtles and sea horses. At the Occidental Cazumel, set in a mangrove and perched on the beach, instructors guide new scuba divers, and in Mazatlan, tourists are amazed by the cliff jumpers who gracefully dive from El Cuadrado for tips. At nearby Puerto Vallarta, Playa del Amor — also called Hidden Beach — is certainly photo-worthy, as it's surrounded by cavers with a circular hole above that lets the sunshine beam through.

**USA Today**  
 February 2018  
 Circulation: 37 million UVP  
 Est. Editorial Value: \$20,000



**TRAVEL AGENT CENTRAL**

**Mexico Travel: East or West Coast?**



With close to 400 miles of white sandy beach and turquoise water, it's hard to beat Cancún. The destination continues to expand as multiple resorts are being up with other resorts according to **Caribbean Beach Resorts and C&W Lagoon Club**.

Cityville **Travel Agent** about new upcoming resort.

"We're seeing something new with beach resorts," said City. "A lot of these have been open for a while, but in these areas, they're being replaced by new resorts. It's an exciting market and there's a lot of money being invested in a few days in all these areas. They're going to see the best part of the industry in the next few months." They'll receive the all-inclusive offer they've done all the work of it and will be successful."

He added, "I think a generation is going to **Advent** and long up. They will see the other resorts that are new beach destinations."

Another option getting in popularity and it's a exciting about because the resort getting.

**Mexico Lido** is getting a lot of attention in Puerto Morelos, which is one of the best places. The **New Cancun** also has gotten a lot. Not all of the new resorts. They have an amazing and are really great. They like to see a picture in Mexico together with really experience the beauty of Mexico" said City.

**Travel Agent Central**  
 February 6, 2018  
 Circulation: 200,000 UVP  
 Est. Editorial Value: \$6,000

## Secured Coverage

**recommend**



**Street Food, Mescal & Hanging with the Locals**

Whether you're traveling with kids or as a couple, on a budget or looking to splurge, we've assessed the best things to do in Cancun, Mexico, this year. From hitting beaches to busy-weddy restaurants.

**Cancun**

- Sushi lovers should head to Yamamoto, Cancun's oldest Japanese restaurant.
- Offering a European-influenced menu, the a la carte La Fonda del Zancudo is set in the ruins of an old house.
- La Hatochula, serving seafood and Mexican specialties, is one of the city's most iconic restaurants, and its open-air garden is the place to dine.

**Recommend**  
 April 2, 2018  
 Circulation: 49,000 UVPM  
 Est. Editorial Value: \$2,500

**COASTAL LIVING**

**The Best Things to Do in Cancun**



Whether you're traveling with kids or as a couple, on a budget or looking to splurge, we've assessed the best things to do in Cancun, Mexico, this year. From hitting beaches to busy-weddy restaurants.

**Things to Do in Cancun on a Budget**

**Attractions**

Explore the Ruins of El Rey  
 If a day trip to the legendary Mayan ruins of Chichen Itza has been too daunting, explore an archeological site much closer to home. The El Rey Ruins are located in the heart of Cancun's Hotel Zone, and their compact site makes for an easy and accessible visit. The site is also home to a forest of agaves, so get ready for plenty of beautiful moments with those waxy needles. With an admission fee of around \$3 USD, this is also an insanely bargain deal! *Read Full Article*

**Coastal Living**  
 April 17, 2018  
 Circulation: 870,000 UVPM  
 Est. Editorial Value: \$50,000

**OPINION**

**Despite Violence, Tourism Is Strong in Mexican Resort Areas**

Tourism continues to book up in Cancun and the Riviera Maya, where hotels have promoted authorities to increase security.



**By Peter Gomez**  
 APRIL 27, 2018

Travel operators left Cancun and the adjoining Riviera Maya in Mexico's Caribbean coast in mid-March equipped with warnings for everyone from spring break parties to families. For a wave of violence, linked to cartel drug wars, travelers to visit in the region or states bordering on the Yucatan.

The local news site *El Quinto Dia* reported 13 murders in Cancun over a 30-day period in early April, continuing a pattern of violence reported last summer. One murder was also reported in Playa del Carmen, the biggest town on the Riviera Maya, about 60 miles south of Cancun.

Travelers have not been targeted in these crimes, but a beach that disappeared in February on a ferry taking Playa del Carmen with the island of Cozumel, a popular cruise port, required more than one dozen passengers, including tourists. It prompted the Department of State to issue a travel ban on the ferry route for government employees. Booking has rebounded. The ban was a precautionary decision followed by an escalation to homicide or organized crime.

Some state Mexican authorities have strengthened security around the

**New York Times**  
 April 27, 2018  
 Circulation: 30 million UVPM  
 Est. Editorial Value: \$50,000

# Resultados add value total \$663,700 USD.

## Secured Coverage: Measurable Results

*ci*

As of April 30, 2018, the CIIC /Quintana Roo Public Relations program has yielded the following results in editorial coverage to date:

33 Secured Featured Articles



+250,531,600 media impressions



+\$507,400 editorial value






Media Tour  
 en Nueva York  
 Mayo 23-24 , 2018

Entrevistas con medios estadounidenses


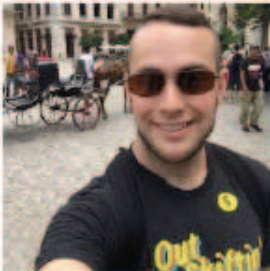
Journalist	Outlet
<p>1. Tanya Christian</p>  <p>Social Media:            Instagram: <a href="#">@tanyachristian</a>            LinkedIn: <a href="#">Tanya Christian</a>            Twitter: <a href="#">@TanyaAChristian</a></p>	<p>Essence Magazine, Writer/Editor            (Circulation: 1 million)</p> <p>Tanya is a writer and editor for Essence Magazine, the first monthly magazine for African-American women between the ages of 18 and 49 that has become a cultural institution in the black community. The magazine covers health, beauty, entertainment, travel and lifestyle, as well as reporting on current financial, political and social issues.</p> <p>Links:  <a href="https://www.essence.com/lifestyle/travel/los-cabos-hotel-every-black-creatives-dream">https://www.essence.com/lifestyle/travel/los-cabos-hotel-every-black-creatives-dream</a>  <a href="https://www.essence.com/lifestyle/travel/10-reasons-visit-providenciales-turks-caicos">https://www.essence.com/lifestyle/travel/10-reasons-visit-providenciales-turks-caicos</a></p>
<p>2. Brandon Schultz</p>  <p>Social Media:            LinkedIn: <a href="#">Brandon Schultz</a>            Instagram: <a href="#">@thebrandonaalexandr</a></p>	<p>Fodor's Travel, Writer            (Circulation: 4.7 million UVPD)</p> <p>Brandon is a travel, food and lifestyle writer for Fodor's Travel. Fodor's Travel provides their readers with insights and tools to have better travel experiences.</p> <p>Links:  <a href="#">Message Mysteries Solved: 15 Answers to Your Secret Spa Questions</a>  <a href="#">When Flowers Aren't Enough: 13 Fun Festivals at Botanic Gardens</a></p>

<p><b>3. Lilit Marcus</b></p>  <p><b>Social Media:</b>          Instagram: <a href="#">@lilitgoes</a>          Twitter: <a href="#">@lilitmarcus</a>          LinkedIn: <a href="#">Lilit Marcus</a></p>	<p><i>CNN (Online)</i>, Travel Editor          (Circulation: 30 Million UVPM)</p> <p>Lilit is a Travel editor for <i>CNN Online</i>. <i>CNN</i> covers public affairs, news, politics, lifestyle and more. The site also emphasizes topical and in-depth interviews and discussions with newsmakers, politicians, and celebrities.</p> <p>Links:  <a href="https://www.cnn.com/travel/article/chichen-itza-mayan-ruins-mexico/index.html">https://www.cnn.com/travel/article/chichen-itza-mayan-ruins-mexico/index.html</a>  <a href="https://www.cnn.com/travel/article/things-to-do-puebla-mexico/index.html">https://www.cnn.com/travel/article/things-to-do-puebla-mexico/index.html</a></p>
<p><b>4. Francisco Romero</b></p>  <p><b>Social Media:</b>          Instagram: <a href="#">@livesadream</a></p>	<p><i>HOMBRE Magazine</i>, Editorial Director          (Circulation: 150,000 UVPM)</p> <p>Francisco is the Editorial Director and serves as the main editorial contact for <i>Hombre</i>. The magazine covers the entire spectrum of the modern Latino man's existence; emphasizing lifestyle, fashion and advice.</p> <p>Links:  <a href="http://hombre1.com/new-st-maarten-travel-package-launched-to-coincide-with-world-series-of-poker/">http://hombre1.com/new-st-maarten-travel-package-launched-to-coincide-with-world-series-of-poker/</a>  <a href="http://hombre1.com/zac-posen-and-pauline-frommer-among-speakers-at-2018-ny-times-travel-show-jan-26-28/">http://hombre1.com/zac-posen-and-pauline-frommer-among-speakers-at-2018-ny-times-travel-show-jan-26-28/</a></p>

<p>5. Jennifer Mattson</p>  <p>Social Media:          Twitter: <a href="#">@jennifermattson</a>          LinkedIn: <a href="#">jennifermattson1</a></p>	<p><i>Freelancer, Writer &amp; Editor</i></p> <p>Jennifer Mattson is a writer and digital journalist. Her writing and reporting has appeared in <i>Thrillist</i>, <i>TheAtlantic.com</i>, <i>Salon</i>, <i>USA TODAY</i>, <i>The Boston Globe</i>, <i>GlobalPost.com</i>, <i>The Women's Review</i> and <i>PsychologyToday.com</i>. She reports on mindfulness, wellness, travel, healthy living, arts and culture.</p> <p>Links:  <a href="https://www.thrillist.com/lifestyle/new-york/things-to-do-near-the-high-line-nyc">https://www.thrillist.com/lifestyle/new-york/things-to-do-near-the-high-line-nyc</a>  <a href="http://www.travelandleisure.com/travel-tips/points-miles/buying-airline-miles">http://www.travelandleisure.com/travel-tips/points-miles/buying-airline-miles</a></p>
<p>6. Chelsea Davis</p>  <p>Social Media:          LinkedIn: <a href="#">Chelsea Davis</a>          Instagram: <a href="#">@cheycheyfromthebay</a>          Twitter: <a href="#">@cheyday514</a>          Website: <a href="#">cheycheyfromthebay.com</a></p>	<p><i>Freelancer, Writer</i></p> <p>Chelsea is a freelance writer covering food and travel. She has contributed to <i>The Daily Meal</i>, <i>Travel Pulse</i>, <i>Business Insider</i>, and <i>LuxeGetaways</i>.</p> <p>Links:  <a href="https://www.travelpulse.com/news/hotels-and-resorts/8-ultra-luxe-international-hotel-openings-in-2018.html">https://www.travelpulse.com/news/hotels-and-resorts/8-ultra-luxe-international-hotel-openings-in-2018.html</a>  <a href="https://www.travelpulse.com/gallery/destinations/35-most-luxurious-spas-in-the-us.html">https://www.travelpulse.com/gallery/destinations/35-most-luxurious-spas-in-the-us.html</a></p>

<p>7. Siobhan Reid</p>  <p>Social Media:        LinkedIn: <a href="#">Siobhan Reid</a>        Instagram: <a href="#">@Siobhanreid</a></p>	<p><i>Travel + Leisure</i>, Associate Editor        (Circulation: 3 Million UVPM)</p> <p>Siobhan is an Associate Editor for <i>Travel + Leisure</i>. The publication serves as a source for travel, hotels/resorts, dining and entertainment to the sophisticated traveler.</p> <p>Links:  <a href="http://www.travelandleisure.com/photography/photography-book-africa">http://www.travelandleisure.com/photography/photography-book-africa</a>  <a href="http://www.travelandleisure.com/trip-ideas/summer-vacations/roadies-road-trip">http://www.travelandleisure.com/trip-ideas/summer-vacations/roadies-road-trip</a></p>
<p>8. Irina Grechko</p>  <p>Social Media:        LinkedIn: <a href="#">Irina Grechko</a>        Instagram: <a href="#">@irinagrechko</a></p>	<p><i>Nylon</i>, Digital Managing Editor        (Circulation: 1 million UVPM)</p> <p>Irina oversees all digital content for <i>Nylon</i> magazine. <i>Nylon</i> magazine provides their readership with the latest information regarding fashion, beauty, art, music, and literature.</p> <p>Links:  <a href="https://nylon.com/articles/guide-wes-anderson-destinations">https://nylon.com/articles/guide-wes-anderson-destinations</a>  <a href="https://nylon.com/articles/pinata-cocktail-toro-loco">https://nylon.com/articles/pinata-cocktail-toro-loco</a></p>



<p>9. Kevin Sintumuang</p>  <p>Social Media: LinkedIn: <a href="#">Kevin Sintumuang</a> Instagram: <a href="#">@sintumuang</a></p>	<p><i>Esquire Magazine</i>, Culture and Lifestyle Director (Circulation: 9 million UVPD)</p> <p>Kevin is a cultural and lifestyle director at <i>Esquire</i>. <i>Esquire</i> is one of the U.S.' leading men's interest magazines that features articles on everything from politics to, travel and fashion. Kevin also contributes to the <i>Wall Street Journal</i>.</p> <p>Links: <a href="https://www.esquire.com/lifestyle/a55969/best-beach-resorts/">https://www.esquire.com/lifestyle/a55969/best-beach-resorts/</a> <a href="https://www.wsj.com/articles/an-insiders-guide-to-mexico-city-1504109836">https://www.wsj.com/articles/an-insiders-guide-to-mexico-city-1504109836</a></p>
<p>10. Dan Peltier</p>  <p>Social Media: LinkedIn: <a href="#">Dan Peltier</a> Instagram: <a href="#">@newyorkerdan</a> Twitter: <a href="#">@djpeltier</a></p>	<p><i>Skift</i>, Tourism Reporter (Circulation: 1 million UVPD)</p> <p>Dan is a tourism reporter that covers Tourism Boards, destination marketing and global tourism trends. <i>Skift</i> is a news website that offers information, data and services to professionals in the travel industry and professional travelers.</p> <p>Links: <a href="https://skift.com/2018/05/17/currency-woes-have-aeromexico-pushing-pause-on-u-s-growth-plans/">https://skift.com/2018/05/17/currency-woes-have-aeromexico-pushing-pause-on-u-s-growth-plans/</a> <a href="https://skift.com/2018/05/14/the-caribbeans-new-marketing-campaign-is-launching-in-shadow-of-2018-hurricane-season/">https://skift.com/2018/05/14/the-caribbeans-new-marketing-campaign-is-launching-in-shadow-of-2018-hurricane-season/</a></p>

NYC Media Tour – May 2018



**Programa Cooperativo CPTM / CPTQ 2018**

<b>Campaña Bipartita Imagen</b>	<b>Total</b>		<b>Campañas Tripartitas</b>	<b>Total</b>
Cancun	\$ 26,573,280.00		Cancun	\$ 44,641,600.00
Cozumel	\$ 23,534,560.00		Cozumel	\$ 15,837,200.00
Grand Costa Maya	\$ 7,319,680.00		Grand Costa Maya	\$ 9,400,000.00
Riviera Maya	\$ 45,522,280.00		Riviera Maya	\$ 44,036,800.00
<b>Total</b>	<b>\$ 102,949,800.00</b>		<b>Total</b>	<b>\$ 113,915,600.00</b>