



YUCATÁN

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CRUISE NEWS

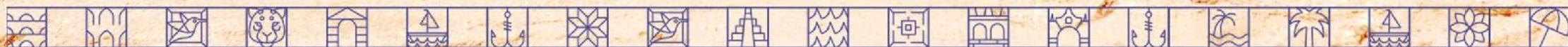
Num. 03 July 15th, 2020

WELCOME TO YUCATÁN

Located on the peninsula of the same name, the Mexican state of Yucatan is renowned for its Mayan culture and its impressive archaeological zones, but it also offers beautiful beaches along its Gulf of Mexico coastline; these are the gateway to the Mexican Caribbean.

The port of Progreso, strategically located in the heart of the Yucatan coast, is one of the main centers for commerce and cargo in southeastern Mexico. In 2019 it was ranked as the sixth busiest cruise destination in the country. The Malecon (boardwalk) is the epicenter of all social activity in the port. This is where one can enjoy the beach, enjoy a visit to one of many bars or have a great meal at one of the excellent beachfront seafood restaurants.

The Yucatan Tourism Board is happy to present this third Cruise Newsletter and, as in our previous edition, we are including statistics, tourism news, updated information on the reopening of the state economy as well as plans for the post-Covid19 era with regards to sanitary protocols we will be implementing as the cruise industry is reactivated.



YUCATÁN IN THE CONTEXT OF THE CRUISE INDUSTRY



Where are we located?

The port of Progreso has great maritime accessibility, as part of the Western Caribbean routes for cruise ships and enjoys a strategic location that makes it very important in terms of connectivity.

CITY	NAUTICAL MILES
GALVESTON	303
HOUSTON	316
MIAMI	338
MOBILE	274
NEW ORLEANS	300
TAMPA	289
COZUMEL	159
COSTA MAYA	184
PORT OF BELIZE	248
ROATAN	347

IMPORTANCE OF CRUISE SHIPS TO YUCATÁN



The port of Progreso has been always an important economic reference point for the state and owns the longest pier in the world with 4 miles length.



Between 1937 and 1941, the first pier was built, measuring 2 kilometers or 1.3 miles in length. An extension with a remote terminal was added between 1984 and 1989. In 2000 the International Cruise Terminal was concessioned to the company SSA Mexico.



Then, a 2.5 kilometer or 1.6-mile-long alternate parallel pier was built and opened in 2014.



On average, cruise passengers disembarking in Progreso spend \$57.31 USD (BREA – Sept 2018)



More ships with greater capacity are arriving every year.



For the January to April 2020 period, the port of Progreso was sixth among Mexican ports in terms of cruise passenger reception:

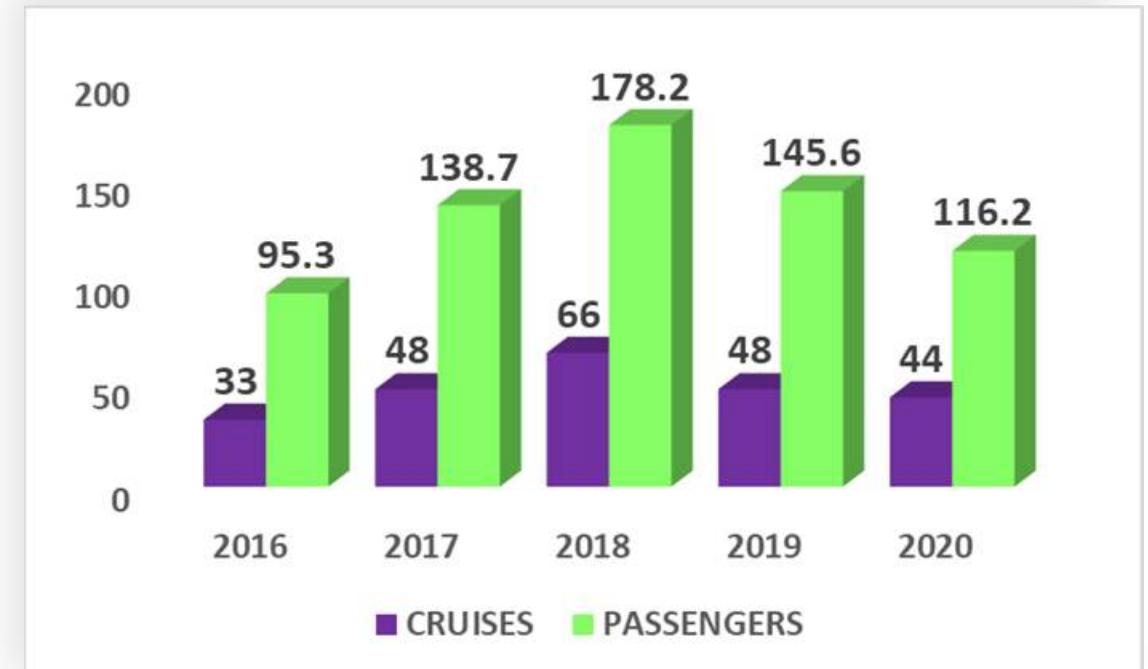


Mexican Ports Ranking (Jan-Apr 2020)		Passenger	Calls
1	Cozumel	1,131,962	370
2	Costa Maya (Majahual)	455,179	141
3	Puerto Vallarta	151,359	51
4	Cabo San Lucas	135,421	47
5	Ensenada	134,643	61
6	Port of Progreso	116,176	44

SOURCE: DATATUR.

The graphic shows the period from January to April 2020. Cruise ship arrivals for Progreso have been variable following the cruise line industry's suspension of activities:

- We had received 44 cruises (until March 14th).
- The number of passengers was 116,176, in the same period.



SOURCE: Yucatán Tourism Board.

SITUATION IN THE CONTEXT OF COVID-19

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

The COVID-19 pandemic has presented the global community and the tourism sector, with an important and constantly evolving challenge.

The port of Progreso has continued to operate and remains open for cargo, oil and trade. However, the arrival of cruise ships ceased due to the suspension of all cruise line activity as per the U.S. government, as a preventive measure to slow the spread of the virus.

The last cruise ship to arrive in Progreso was Carnival's Fantasy, with 1,666 passengers, on March 14.

What is our current situation?

Covid-19 cases in Mexico (1) as of July 13th are:

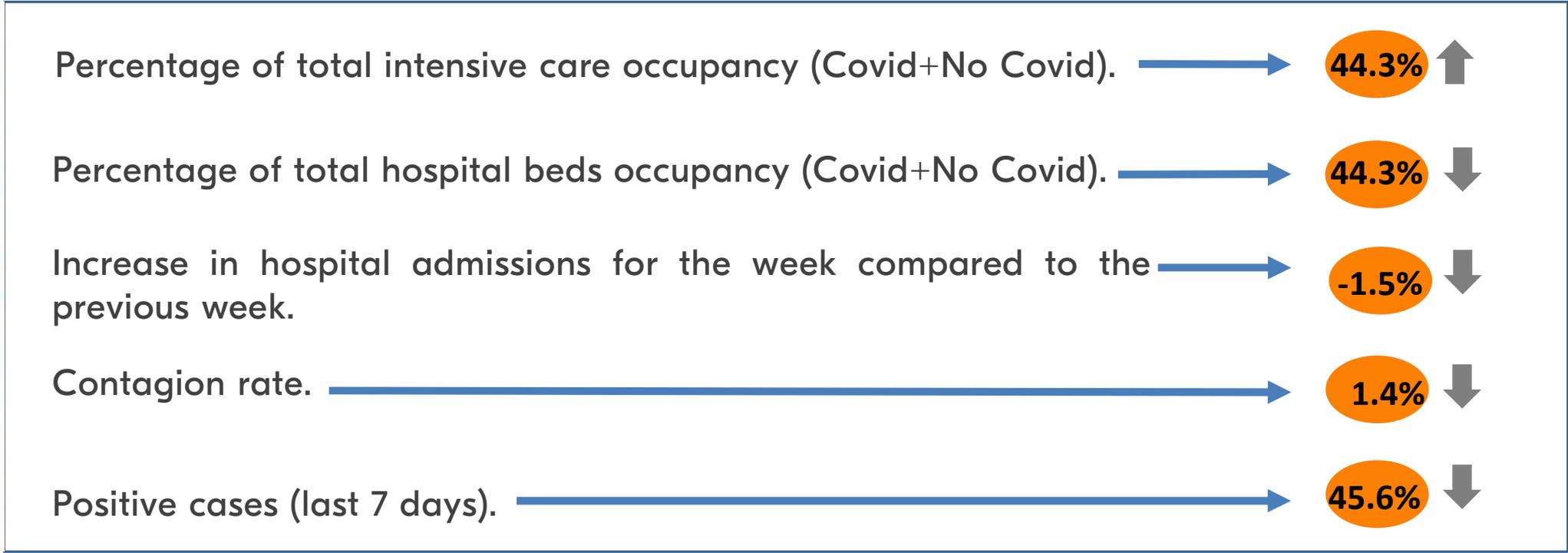
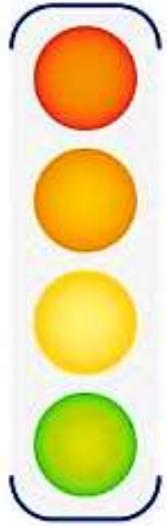
CONFIRMED	NEGATIVE	SUSPECTED	DECEASED
304,435	358,663	76,824	35,491

A comparative table showing the breakdown of cases by state (2) in Mexico, indicates that Yucatan is in 9th place as of July 13th, with the following number of cases:

CONFIRMED	DECEASED
6,385	657

As of July 13th and according to the Yucatan State Health Secretariat, there are 6,385 positive confirmed cases and 657 reported deaths due to complications from Covid-19. By municipality 3,618 of the positive cases are in the capital city of Merida and 117 cases in Progreso.

YUCATÁN ECONOMIC RECOVERY TRAFFIC LIGHT SYSTEM



On July 9th, taking into account various factors including hospital bed occupancy, contagion rates, new cases, among others, the statewide alert level went to orange. At this level Yucatan has initiated a gradual and phased economic reopening starting with wholesale trade activities, manufacturing, real estate and rental services, hotels and restaurants, the latter at 25% of their capacity. Inspections are carried out randomly and unannounced in all sectors to ensure compliance with all preventive measures during this initial phase.



ALLIANCE BETWEEN YUCATÁN AND QUINTANA ROO REINFORCE SANITARY CERTIFICATION ALIGNED TO THE WTTC PROTOCOL

The Yucatan Tourism Board (SEFOTUR) and Quintana Roo Tourism Board (Sedetur), led by Michelle Fridman and Marisol Vanegas, respectively, analyzed the methodologies of the Certificate of Good Sanitary Practices of Yucatan and of the Certification in Sanitary Protection and Prevention in Tourist Facilities from Quintana Roo.

Both destinations unified their protocols to meet criteria established by the WTTC, are approved by the Secure Travel Seal and are 2 of 41 certified destinations in the world. Authorities from both states reviewed over 300 criteria covering all aspects of the industry and coincided on over 85 percent of the items evaluated.

Sources: <https://wttc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp>
http://www.yucatan.gob.mx/saladeprensa/ver_notas.php?id=3004



YUCATÁN BIOSECURITY RISK PREVENTION CERTIFICATION

To ensure that tour companies are operating safely and adhering to risk prevention protocols, and that the health and well-being of clients and collaborators are being considered with an eye on sustainability and social responsibility, thereby transmitting confidence to the final consumer, the certification consists of five sessions of training, outlined as follows:

Session 1. infection spread prevention model.	To Provide scientifically valid information on infectious diseases, especially about COVID-19 to the Crisis Management Team that may allow them to recognize the impact of these diseases on the health of both clients and staff.
Session 2. Culture of personal and business prevention.	To generate individual and business awareness and social responsibility for proper health management with a preventive and sustainable approach, to avoid the spread of infectious diseases.
Session 3. Technical training of the Crisis Management Team.	To generate an environment of integration among the members of each Crisis Management Team as well as to provide the tools and skills necessary for the development of their prevention, control and containment actions against the effects of COVID-19.
Session 4. Culture of health quality against COVID-19.	The risk levels will be determined by each tourist activity and business unit, to develop intervention programs in accordance with the sustainable sanitary standards provided at the national and international level and thereby guarantee the health and well-being of clients and staff.
Session 5. Quality Assurance.	Participants will identify the need for actions to be implemented according with their line of business (documents control, development of internal and external audits verification criteria), which will allow quality assurance, facilitating actions focused on continuous improvement.



YUCATÁN BIOSECURITY RISK PREVENTION CERTIFICATION

We are continuing to set the stage for the return of cruises and tourists and the “Certificado Buenas Prácticas Sanitarias Yucatán” (Biosecurity Risk Prevention Certification) is being applied at this time for **1,199** companies and professionals on tourist industry, among which are:



404 tour guides



303 hotels



211 travel agencies and tour operators



152 food & beverage establishments



36 tourist transportation companies



The companies in the tourism services sector are completing the certification process through webinars and online classes. This, together with the measures implemented by the state government in the phased economic reopening, will allow Yucatan state to begin receiving tourists and have the necessary safety protocols in place to protect them.

PORT AUTHORITY ACTIVITIES



API Progreso is distributing health and security protocols information to all the companies that have port concessions, and all access and reception procedures have been modified and adapted to conform with federal health safety protocols. (1).



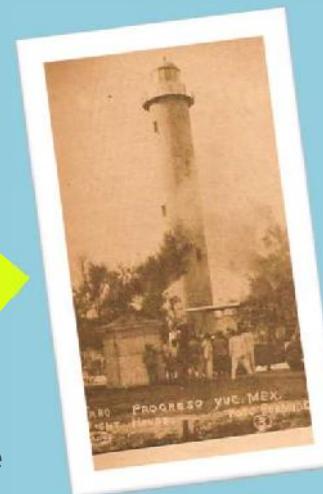
SSA Mexico, concessionaire of the cruise terminal, is requesting everyone who works at the cruise terminal to take certified training with CLIMSS (federal health secretariat webinar platform that offers job training and skill development in health care) to ensure that personnel is familiar with the hygiene protocols as they return to work. (2).

SOURCES: (1) API Progreso. (2) SSA México.

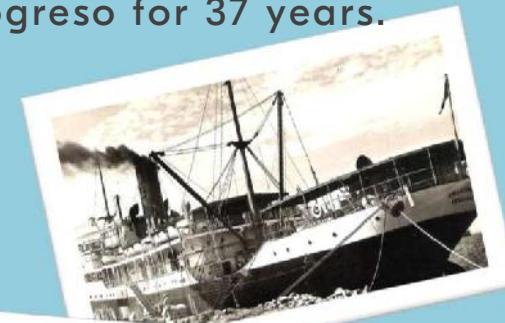
149th

PORT OF PROGRESO ANNIVERSARY

On **July 1st of 1871**, in order to move the customs office to a closer point to the state capital of Merida, Juan Miguel Castro founded the port of Progreso.



In **1897**, the U.S. Consulate in Merida was closed and subsequently relocated to Progreso. The Consulate remained in Progreso for 37 years.



1993 Arrival of the first modern cruise ship at the port of Progreso.

February 1998 Cruise ships begin commercial operations



In year **2000**, the expansion of the port is completed and SSA Mexico start to operate the International Cruise Terminal in a regular basis with Scotia Prince Ferry to Tampa.



Between **1937 and 1939**, the iconic concrete arched pier is built. Trade increases with the export of sisal (henequen) fiber. Period of steamboats with passengers to Veracruz and Europe.

SOURCES: [https://mx.usembassy.gov/es/embassy-consulates-es/merida-es/Yucatán State Government](https://mx.usembassy.gov/es/embassy-consulates-es/merida-es/Yucatán%20State%20Government).



July 1st of 2020 With a population of 62,255 people, the municipality of Progreso celebrates its 149th anniversary.



View of the International Cruise and Cargo Terminals of the Port of Progreso today.



yucatan.travel



PARTICIPATION IN INDUSTRY EVENTS



Four FCCA talks and webinars:

- ✓ Implementing communication platform for the cruise industry destinations: Zielia. (June 11).
- ✓ Prepare Your Community to Welcome Cruise with Aquila. (June 18).
- ✓ FCCA-Port Everglades (June 26).
- ✓ FCCA/CLIA webinar: Post COVID-19 Considerations for Resumption of Operations (June 30).



Seatrade Cruise Talks: How COVID19 Will Affect the Future of Food & Beverage, and Hotel Operations (July 9).



Progreso Cruise Committee Meeting (June 30).



Federal Government webinar “Recommendations for a safe return to work before COVID -19” (June 12-16).



LemonEight Consulting “Relational Leadership” (June 30).



Lemoneight. Inc

RENEWED TOURIST AREAS IN PORT OF PROGRESO

Malecon Internacional Beach



International Malecon



Culture House



Traditional Malecon Beach



Improvements to main Street



Callejón de los Enamorados Street



YUCATÁN ARQUEOLOGICAL SITES

Dzibilchaltún one of many archeological sites in the state, Dzibilchaltun in the Mayan language means "place where there is writing on the stones", in reference to the numerous stone slabs inscribed with symbols found on the site, known as stelae.

Highlights include: the Temple of the Seven Dolls, the open chapel and remains of the colonial influence, and the ground-level cenote where one can swim and cool off.

A museum showing the history of this site.

An important archaeo-astrological phenomenon of the equinox occurs in Dzibilchaltun, on March 21 and September 21, at dawn, when the rising sun appears in the center of the door of the Temple of the Seven Dolls and creates a light and shadow effect on the west façade.

Tour duration (from Port of Progreso): 4 hrs.



COLONIAL JEWELS CITIES OF YUCATÁN

Izamal is a beautiful colonial city known as "The City of the Three Cultures" because it combines features of its pre-Hispanic past, the colonial period and the present. It stands out for its traditional yellow and white colors, which predominate in most of its buildings.

The city was named "Pueblo Mágico" (federal tourism initiative to promote those towns in Mexico that have preserved their architectural and cultural heritage) in 2002. Traditional Yucatecan food is "a must" and can be sampled in its market and there are hundreds of artisanal creations available in the Cultural and Craft Center Banamex of Izamal.

Attractions:

Religious: Convent of San Antonio de Padua (Saint Anthony of Padua), with the largest closed atrium in Latin America, Virgen de la Candelaria (Virgin of Candelaria) church and the Temple of the Immaculate Conception.

Archaeological: the Mayan pyramids around the convent: Kinich Kak Moo, Itzamatul, "The Rabbit" and the Habuc.

Tour duration: 5hrs.

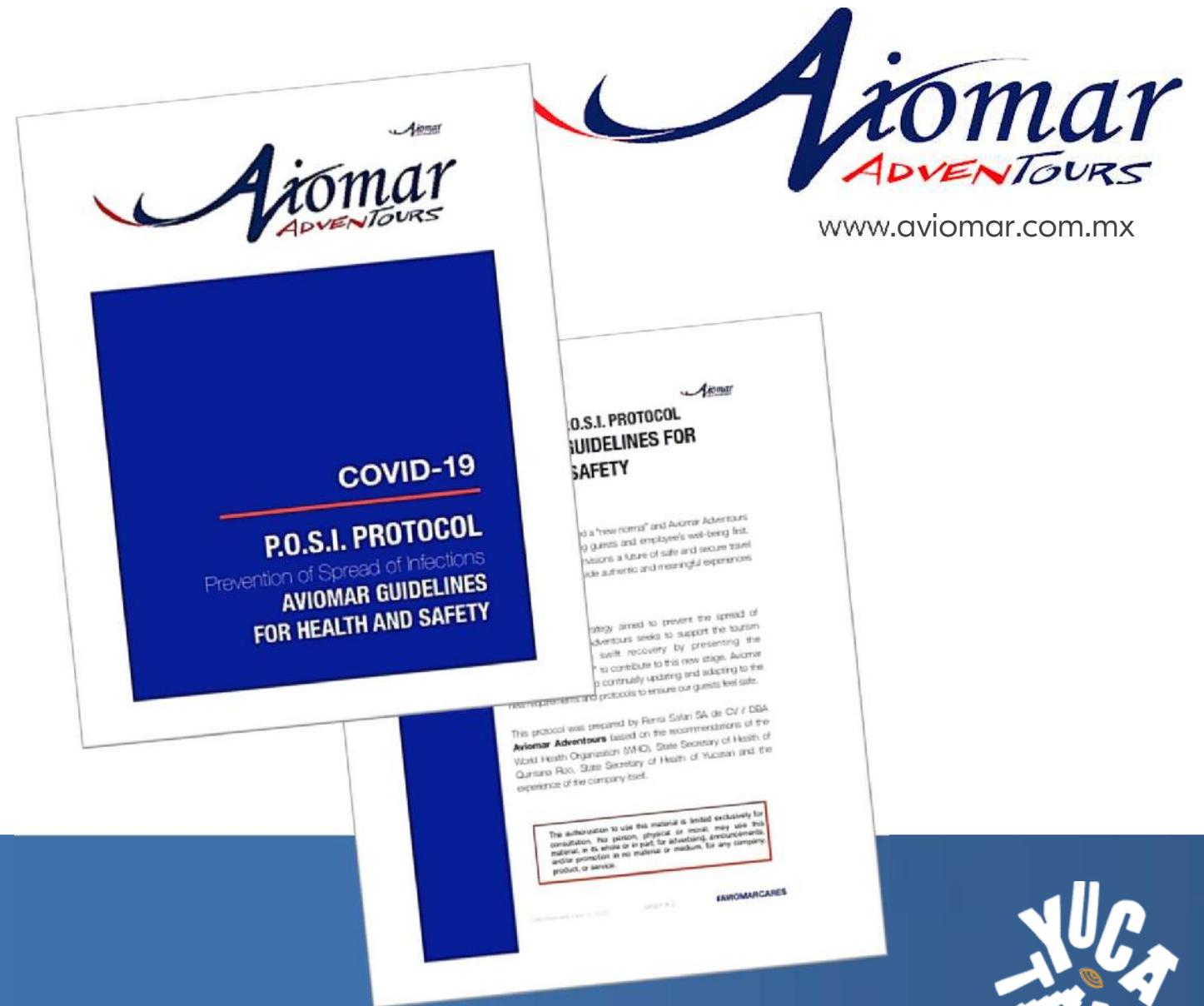


TOUR OPERATORS NEWS

Aviomar Adventours has an enormous responsibility to ensure the safety of our customers and employees. We are determined to rise to constant challenges, discover new opportunities, and provide exceptional value to our customers. That is why we have been constantly adjusting and preparing our personnel and venues amid this global pandemic.

As part of our Prevention of Spread of Infections Protocol, we will reduce the number of guests per tour, limit the tour capacity per departure, have staggered schedules to avoid agglomerations, and maintain social distancing practices as well as providing recurrent training courses to all our personnel.

Aviomar Adventours commits to continually updating and adapting to the new requirements and protocols to ensure our guests feel safe.



TOUR OPERATORS NEWS

In preparation for the “new normal” and setting the stage for the arrival of our cruise ship guests, tour operators are evolving to create better (and safe) services for all.

Vía Yucatán is presenting its “Safety is the new cool!” campaign with the “Scenic Photo Tour & Foodie Experience.”.

Vía Yucatán
Excursions

<https://www.facebook.com/viayucatan/>

Vía Yucatán
Excursions

Safety is the new cool!

SCENIC PHOTO TOUR & FOODIE EXPERIENCE

History, traditions, local food and more....Merida city has a lot to offer. One of the most amazing cities in the country!

Experiencia all the colors of the streets and the local traditions!

GOOD TO KNOW

tc:



VÍA YUCATÁN

yucatan.travel

Yucatán & Port of Progreso Authorities



www.yucatan.travel



www.puertosyucatan.com



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 the port of Progreso.



www.aviomar.com.mx



www.explora-tours.com



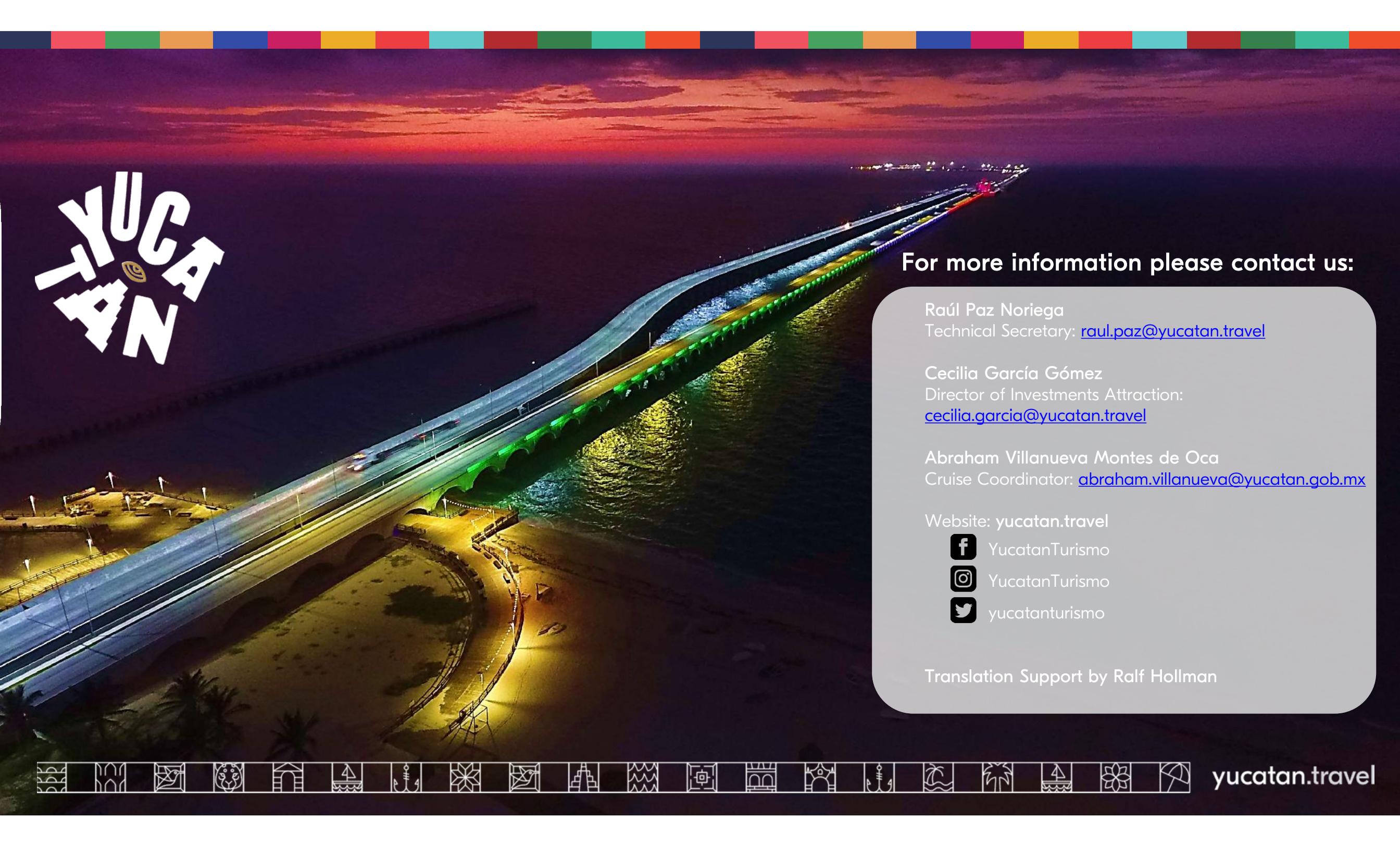
www.totalgusto.com



www.autoprogreso.com



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For more information please contact us:

Raúl Paz Noriega
Technical Secretary: raul.paz@yucatan.travel

Cecilia García Gómez
Director of Investments Attraction:
cecilia.garcia@yucatan.travel

Abraham Villanueva Montes de Oca
Cruise Coordinator: abraham.villanueva@yucatan.gob.mx

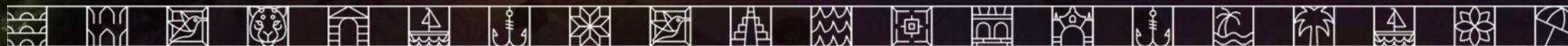
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Translation Support by Ralf Hollman



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