

**FOR IMMEDIATE RELEASE:**

## **MEETINGS & INCENTIVES AMID THE AZTEC & MAYAN RUINS AND THE SUN KISSED BEACHES OF MEXICO'S YUCATAN PENINSULA:**

**SYDNEY, AUSTRALIA: April 24, 2009** --- The premier Mexican destination management company, **Destination Mexico** has designed a series of invigorating experiences in Cancun exclusively for meetings, groups and incentive travellers in the Australian and New Zealand market, available through Sydney-based Nemonic Concepts.

### **WHY CHOOSE MEXICO?**

Not only is Mexico an ideal location for hosting any business tourism event or incentive, clients will be inspired by the great cultures and empires of the Aztecs and the Mayans and equally enthralled by the ruins – among the best is Chichen Itza - the most famous Mayan ruin (nestled in the midst of a dense jungle) on the Yucatan Peninsula and voted in 2007 as one of the new seven wonders of the world.

Then there is also Mexico's Spanish colonial and indigenous heritage, its vibrant architecture, the lively bullfights and culture (in particular, its muralists and artists including Diego Rivera and Frieda Kahlo) as well as its animated Mexican fiestas, with fireworks, celebrations and Mariachi music.

However, for the ultimate conference and incentive 'dream' destination, organisers should consider Cancun in the Yucatan Peninsula.

"Cancun is simply the perfect destination for Nemonic Concepts to offer a 'one-stop shop' solution for all organisers. *Destination Mexico* is based in Cancun but also offers a superb infrastructure throughout Mexico that allows every client to enjoy the ultimate in program delivery – from the best market rates and customised ground services to special events, activities and deluxe accommodations," says Sue Wallace, Director of Nemonic Concepts.

"With a wealth of sun-kissed beaches, superb restaurants and five star hotels and resorts there is no other region in Mexico which eclipses Cancun and the Mayan Riviera. It is simply a playground for sun, culture and a wealth of attractions and entertainment including water and nautical activities, jungle tours, dolphin watching, shopping in chic malls or local markets and world class golf courses – a perfect location to reward achievers" adds Ms. Wallace.



*are catered for with comfortable "anti-sink" jackets.)*

### **MINGLE WITH THE MAYAN CULTURE IN CANCUN:**

Home to some of the Americas' finest archaeological ruins, wildlife, beaches and recreational pursuits, the Yucatan Peninsula offers a variety of unique scenic treats including a *cenote*, a natural freshwater jungle pool and underwater river that is only found in this region.

At the *X'caret Nature and Eco Park* – a comfortable 45 minute coach transfer from central Cancun, the soft and refreshing currents of two underground rivers beckon visitors as they float in the crystalline waters and come face-to-face with the ancient Mayan sinkholes, magical caves, rock formations and marine fossils. *(Non swimmers*

After this refreshing experience, enjoy an evening witnessing the evolution of the Mexican Federation - from the ancient Aztec and Mayan culture to the arrival of the conquistadors and onto the

present day. The performers enact the spectacular Mayan game of "flaming hockey" using balls doused with flame, horses and Conquistadors adorned with armour simulate battles "on the run" accompanied by a myriad of performers – all this takes place in a venue resembling a "colosseum" but with a "dinner show" atmosphere!

Further encounters with the Mayan culture are unveiled at Tulum – the only Mayan archaeological site located by the sea and voted the fourth best beach in the world. Start the day with an exciting zip-line flying over an incredibly beautiful cenote, a refreshing swim, and canoe paddling on an exquisite lagoon. And to end it all, a delicious traditional lunch in the heart of the sub-tropical rainforest jungle prepared by the women of this Mayan community.

Also close by to Cancun is Isla Mujeres (woman's island), an island fishing village just 12 kilometres across the bay by luxury catamaran. Still retaining a tranquil and charming ambience, Isla Mujeres is a haven of traditional haciendas with overwater balconies, along with rustic restaurants with smells and noise that tell you "this is Mexico"! Additionally, small beach clubs dot the Island's shores with several offering exclusive day-use facilities for incentive groups who want to leisurely pass the time -from snorkelling in the azure waters of the Caribbean to riding a bicycle or Moped around the enchanting island

And for a little downtime? Guests can luxuriate under a thatched hut on Cancun's unspoiled Caribbean beaches or enjoy a Japanese Shiatsu massage while floating in water at luxurious **Spa Aqua**.

Cancun also provides first class meeting facilities and planning services along with over 24,000 rooms including the six star **Fiesta Americana Grand Coral Beach** or the smaller contemporary but equally luxurious **Aqua Cancun**, an ideal property for the incentive market and a perfect place where business and wellness are fused into one," adds Ms. Wallace.

#### **ABOUT FIESTAMERICANA'S AQUA CANCUN:**

Designed by Issac Abadi of *Studio Arquitectos* **Aqua** is one of the Cancun's newest resort properties, just along a beachfront paradise on the serene shores of the Caribbean Sea, all rooms feature a balcony with panoramic views of glittering turquoise water. Aqua's other guest facilities include three restaurants, one cocktail lounge, one club, eight pools, spa, fitness room and business centre.

**SPA AQUA**, which is located at the hotel, offers multi-sensory treatments firmly rooted in Mayan culture as well as relaxation techniques perfected in Sweden, Australia, Polynesia, Morocco and India and features a selection of diverse spaces both inside and seaside, as well as rooms for individuals and couples.

For program suggestions for incentive reward and group travel requests ~

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#### **ABOUT DESTINATION MEXICO:**

Destination Mexico was established in March 1988 and is now recognized as one of the most professional Destination Management Companies in Mexico. The owners are Peter Crossley, English, and his wife, Lourdes Crossley, Mexican. At present there are 18 full-time staff members working in the different offices, and languages fluently spoken are Spanish, English, French, German, Italian, Serbo-Croatian and Japanese. Full service operation offices are located in Mexico City, Cancun, Los Cabos & Puerto Vallarta