

# MEXICAN CARIBBEAN SEES A 13% DROP IN U.S. TOURISTS



The president of the Hotel Association of Cancun, Puerto Morelos and Isla Mujeres (AHCIM&PM), Jesús Almaguer Salazar, acknowledged that during May and June of this year, the Mexican Caribbean experienced a 13% drop in U.S. tourists, which he attributed to the normalization of international travel markets after the pandemic.

The hotel industry experienced a decline in May and June due to market competition and reduced eagerness to travel post-Covid. The North American market experienced a drop of 13%. However, the hotel leader plans to promote the Mexican Caribbean in California and Texas, popular summer markets, to boost U.S. tourism during the summer. This will help keep the destination in the minds of travelers.

## More flights ahead

American Airlines recently revealed that they will add five daily flights to Cancun, kicking off during the winter holidays. These flights, which commence on December 9, originate from Nashville and Cincinnati and will have Saturday frequencies until March 2024. Furthermore, starting November 5, there will be an additional daily flight from Austin, Texas, to Cancun, providing travelers with even more choices to explore the Mexican Caribbean.

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