

Cancun search more tourists from Russia in 2012

11.12.2011

Tourism officials in Quintana Roo in 2012 made a strong campaign to attract more tourists to Cancun from emerging markets like Brazil, China, Russia and India, based on the international consolidation of destination thanks to its extensive air connectivity.

Undersecretary of State Development in the Ministry of Tourism (SEDETUR), Raul Marrufo Gonzalez, said the project involved the consolidation of Quintana Roo destinations worldwide and opening new flights to Cancun, as is the case of Aeroflot and Aerolineas Argentinas companies from Moscow and Buenos Aires.

Russia, China, Brazil and India represent a market with high purchasing power for destinations in Quintana Roo, generate an economic impact as high above the averages provided by other markets, he said. "The Brazilian and Russian tourists are very similar, they perform an average of five trips during your stay and stay an average of 7 nights."

These markets have registered a notable increase in 2011, so that the state government in 2012 made a strong campaign to attract more walkers in these countries, he said.