

For the fifth straight year, "Travel Weekly" magazine has selected the Riviera Maya as "The Best Tourist Destination in Mexico" in their sixth annual edition of the "Readers Choice Awards."

"The Riviera Maya continues to be their favorite destination according to tourists. Satisfaction transmitted to travel agents who have recommended visiting the area, which offers excellence in service and wide tourist density" as these are the words of Javier Aranda Pedrero, Riviera Maya Fideicomiso Tourist Promoting Director and after receiving this distinguishing award representing all the people involved in the tourist industry in the Riviera Maya.

"Travel Weekly" magazine readers voted in fifty-five categories from airlines, hotels, tour operators and cruise ship travelers through an online voting process. In each category, candidates were chosen as the finalists because they represented the highest standards of excellence and service. The travel agents identified the leaders of the industry which were shown to have the best products and service throughout the year.

"Readers Choice Awards 2008" winners were presented at the annual "Gala Awards", which was hosted at the Waldorf Astoria Hotel in New York City.

The Riviera Maya has been nominated by the Travel Weekly Magazine as a top destination in Mexico for six years in a row, being selected as the "Destination of the Year" in the "Readers Choice Award" category in years 2004, 2005, 2006, 2007 and 2008.

In September, the Riviera Maya was also selected by Apple Vacations as "destination of the year 2008" receiving the Crystal Apple Award.

Always aware of its natural environment, the Riviera Maya has a hotel infrastructure that

answers the needs of all visitors. This destination currently has 338 hotels with 35,960 hotel rooms available in diverse room categories.

By: IN Riviera Maya

<http://inrivieramaya.com>

