

## Cozumel to be promoted as a world-class adventure tourism destination

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COZUMEL, January 21.- For its incomparable natural beauty, the island is once again considered as stage for great film productions. In fact, director and producer Rob Holmes wants to position Cozumel as a competitive world-class destination for tourism of adventure and nature.

Rob Holmes is the founder of GLP Films, based in Boston, Massachusetts and recognized for the creation of the video considered number one in adventure tourism and nature during 2016 and 2017. He has also won multiple awards and acknowledgements in the storytelling format, which is characterized by the “behind the scenes” stories.

In recent days, Holmes made a “scouting” trip invited by Grupo Posadas through its brand Exploreal, and also held a series of meetings with prominent businessmen and he conducted some interviews with local tour guides and travel experts.



Rob Holmes in a meeting with Exploreal. (Photo: cancumio.com)

“I want to find the essence of the island, its people, its natural landscapes, its gastronomy and its legends” said the famous producer during a meeting with executives of Grupo Posadas and accompanied by the Regional Delegate of Fonatur in Quintana Roo, Juan Emanuel González Castelán.

Mauricio Moncada, Commercial Director of The Exploreal, said that the finished material should be released by mid-year and that the firm will actively participate by promoting Cozumel in the most important adventure tourism forums on the planet.

Finally, he highlighted the interest of Grupo Posadas in contributing to the positioning of Cozumel as a competitive destination for adventure tourism and nature, an industry valued at 263 billion US dollars annually and with growth rates of over 50 percent per year.