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# Mexico Attracts Over Half a Million Visitors Over Spring Break Vacation!

## Nearly 600,000 tourists visit Mexico including the Dallas Cowboys Cheerleaders

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MEXICO CITY, May 2, 2012 -- /PRNewswire/ -- More than 562,000 foreign tourists visited Mexico's sun and beach destinations over the recent Spring Break period, according to Mexico's Ministry of Tourism. This figure includes nearly 77,000 spring breakers which marks a 7.2 percent increase in spring breakers, year over year.

Despite travel warnings issued by certain US jurisdictions, 382,376 Americans traveled to Mexico over the holiday period marking a 7.3 percent increase. Beach destinations were the principal vacation spots chosen by American travelers aged between 16 and 25 years old.

The number of spring breakers which visited these particular sun and beach destinations during the recent holiday season totaled 76,886 tourists.

The most visited destinations were Cancun and the Riviera Maya which attracted more than 50,000 spring breakers, an increase of 8.4 percent. Puerto Vallarta and Nueva Vallarta, welcomed 15,503 tourists, an increase of 7.3 percent.

For the third consecutive year – despite an aggressive travel warning issued by the Government of Texas – the world famous Dallas Cowboys Cheerleaders chose Mexico's beaches for the production of their 2013 calendar.

During their time in the Riviera Maya, the 29 cheerleaders recorded two programs which will be broadcast on national television as well as local TV stations in Dallas, Oklahoma and Arkansas.

Images of the cheerleaders in different locations around the Riviera Maya will also be used in magazines, official publications and social media outlets.

SOURCE Mexico Tourism Board