

Caribbean Tours expands to Mexico

The Swiss destination management company with offices in Havana (Cuba) and Santo Domingo (Dominican Republic) is expanding into Mexico and Mundo Maya (Belize/Guatemala). As a leading agency for round trips in German-speaking countries, Caribbean Tours is repositioning itself in the post-Covid-19 phase, expanding its business and thus servicing the three most important destinations in the region.

Zurich, November 24, 2022 – Caribbean Tours highlights the importance of tourism in the Caribbean and intends to meet the high demand by expanding its business base with the addition of the destinations Mexico and Mundo Maya.

Destination specialist Caribbean Tours is geared to the needs of its customers and aims to offer the same high-quality experience in Mexico as it does today in Cuba and the Dominican Republic. In doing so, we provide our partners with a "one-stop shop" for three major destinations.

On January 1, 2023, Caribbean Tours will be taking over the renowned agency Tierra Maya Tours in Playa del Carmen, which has been run by Swiss owner Hanspeter Walliser for 21 years. This agency will be integrated into the company as Caribbean Tours Mexico. Hanspeter Walliser will be withdrawing from the management as he moves into retirement but will be available to the company for another year as an advisor. The new managing director will be Oliver Lang. He has more than two decades of experience in the industry and is very familiar with the local culture and the Spanish language, having worked for a DMC in Central America for many years. Caribbean Tours Mexico will remain a member of the DMC alliance Latinconnect.

Caribbean Tours is one of the leading destination specialists in Cuba and the Dominican Republic and was founded in 2000 by Reto D. Rüfenacht. The company is registered at the Swiss headquarters in Zurich, the operational headquarters are located in Havana, Santo Domingo and now Playa del Carmen (Mexico). The company currently employs a total of over 50 people. Caribbean Tours focuses on high-quality and tailor-made travel offers and, as a destination management company, caters to both tour operators and travel agencies. Before the pandemic in 2019, 15.000 guests traveled to Cuba and the Dominican Republic with Caribbean Tours. More information: www.caribbeantours.ch.

For more information and photos:

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