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## **VIDA AQUATICA DIVE CENTER NAMED MEXICO DIVING COMPANY OF THE YEAR**

PLAYA DEL CARMEN, Mexico - May 17, 2017 - Playa del Carmen's most-trusted dive operator, Vida Aquatica - located at Mahekal Beach Resort - has been recognized for the second year in a row as Mexico's Diving Company of the Year for the 2017 Luxury Travel Guide Awards.

"We are incredibly proud to be recognized once again as the top dive center not only in Playa del Carmen, but in Mexico," said Barbara Blair, Manager of Vida Aquatica Dive Center. "This is a validating homage to our entire staff that strives to make superior guest services their highest priority and further enforces Vida Aquatica and Mahekal's commitment to delivering extraordinary, enriching experiences within our natural, inspiring destination."

Representing the pinnacle of hospitality achievement, the Luxury Travel Guide Awards champion the best in the travel and tourism industry. More than two million subscribers, hotel guests, travel agents and industry experts nominate deserving candidates, and each winner undergoes rigorous assessment by a panel of industry professionals.

One of the oldest operating dive centers in Playa del Carmen, Vida Aquatica provides divers of all experience levels with memorable underwater encounters - from exploring stunning coral reefs and vast cenotes, to dive training and certification courses in the large, resort-sized swimming pool. With knowledgeable, attentive instructors, among the first to explore and name many of the area's beautiful reefs, Vida Aquatica focuses on safety and fun, as well as protecting the region's valuable marine environment. In addition to diving and snorkeling excursions, the dive center also offers fishing tours throughout the Riviera Maya, as well as paddle board, kayak and snorkeling equipment rentals.

For more information on Vida Aquatica Dive Center, please visit [www.vidaaquatica.com](http://www.vidaaquatica.com) or call toll-free 1(877) 235 4452 ext. 594. To engage with Vida Aquatica socially, find us on Facebook by searching "Vida Aquatica Dive Center" or Twitter at @VidaAquaticaPDC.

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