



MEXICO

Market Overview

Outbound Trips from
Mexico Globally

18.7
million

Top
Destinations

- 1- US
- 2- Canada

Overnight Trips from
Mexico to BC
59,000 (0.3%)

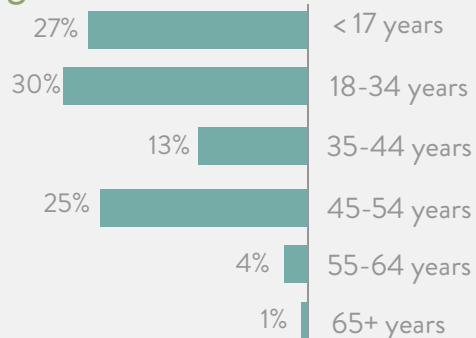
Total Spending in BC
\$86.2 million

Mexico is BC's
#7 International
Market
#6 Overseas
Market

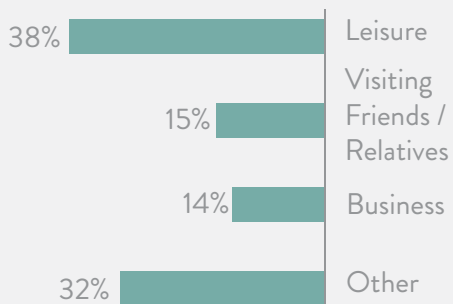
Explorer Quotient

Free Spirit	15%
Group Tourist	14%
Rejuvenator	13%
Social Sampler	12%
Virtual Traveller	12%

Age



Trip Purpose



Travel Party Size



2.2 People

Market Insights

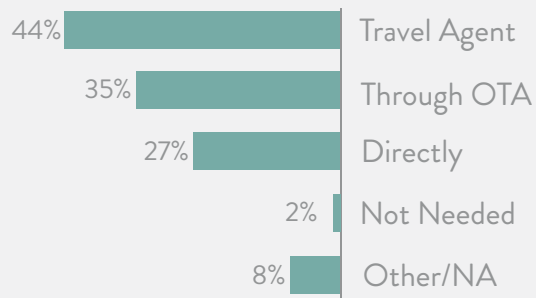
Mexico was BC's seventh-largest international market in 2015, accounting for 1% of BC's total international overnight visitation.

Mexico was BC's sixth-largest overseas market (this ranking has increased one position from 2014). It accounted for 4% of BC's overseas visitation market share.

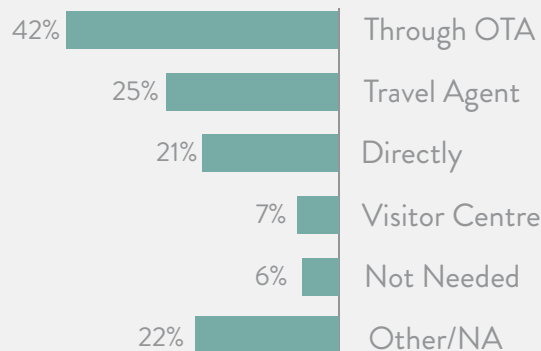
Around 59,000 travellers from Mexico visited BC in 2015, an increase of 27% over 2014. Travellers from Mexico generated approximately \$86.2 million in tourist receipts.

Booking Method

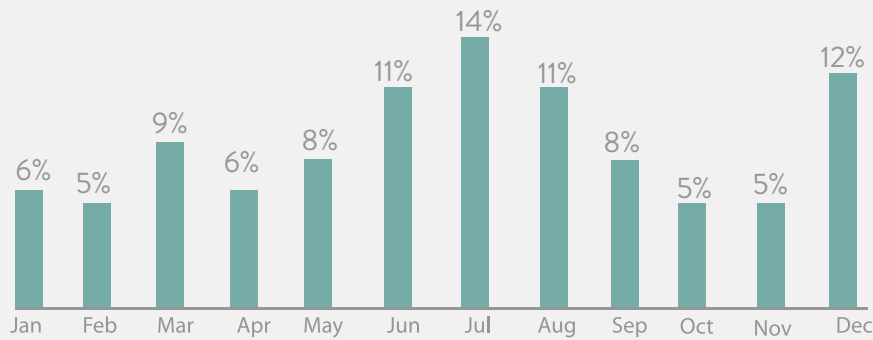
Flight ✈️



Accommodation 🛏️



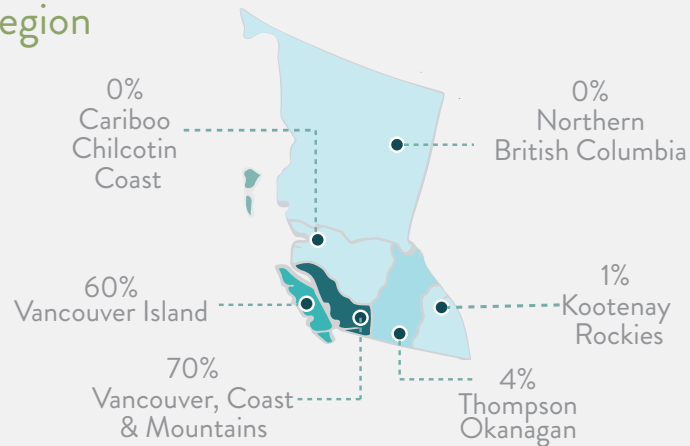
Month of Visit



Top 10 Activities

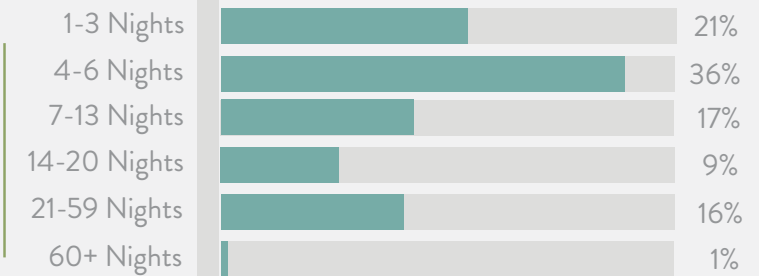
1- Restaurant/Club		6- Wildlife Viewing	
2- Sightseeing		7- Festivals/Fair	
3- Visit Parks		8- Cycling	
4- Historic Site		9- Zoo/Aquarium	
5- Museum/Art Gallery		10- Performance/Concert	

Visits by Region



Trip Length in BC

Average
10.8 Nights



Top Trends for Mexico

Mexican travellers no longer require a visa to travel to Canada. The only requirement for them is to get an electronic travel authorization (eTA) to enter the country, a requirement for citizens from countries other than the US that don't require an entrance visa. Easier access has resulted in higher visitation to BC in the past 12 months.

Air capacity from Mexico to BC (through Vancouver International Airport) increased by 22% in 2016 over 2015. Aeromexico launched a direct flight to Vancouver in December 2015 fostering tourism in both directions. This flight now flies twice daily, and Aeromexico joins a number of airlines that have recently added flights to BC, contributing to increased visitation to the province.

Average Trip Spending per Person

\$1,468
Per Person

	Accommodation	\$338	23%
	Food Beverage	\$264	18%
	Recreation/ Entertainment	\$161	11%
	Transportation	\$117	8%
	Other	\$587	40%

SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from Mexico to British Columbia, unless otherwise noted.

Sources

Destination Canada's Explorer Quotient (2012)

Destination Canada's Global Toursim Watch (2016)

Euromonito International (2015)

Statistics Canada's International Travel Survey (ITS) (2012, 2013 & 2015)

Notes

'Booking Method' shares of '*travel agent*' bookings are the same for both flight and accommodation, however, all other types of booking methods are independent of each other.

'Top 10 Activities' measures travellers' participation in activities during their trip, which may include destinations other than BC.

'Visits by Region' may not equal 100% as travellers can visit more than one region during their trip in BC.

Destination British Columbia

Research, Planning & Evaluation

Email: TourismResearch@DestinationBC.ca

Website: www.DestinationBC.ca/research.aspx

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