

MARKET PROFILES  
**MEXICO**



MARKET OVERVIEW



<p><b>MARKET POTENTIAL<sup>†</sup></b></p> <p><b>49%</b></p> <p>Likelihood to visit BC in the next 2 years</p>	<p><b>POTENTIAL DEMAND<sup>†</sup></b></p> <p><b>776M</b></p>	<p><b>BC RANK**</b></p> <p>Mexico is the <b>9<sup>th</sup></b> largest international market for BC</p>
<p><b>MARKET STATUS***</b></p> <p><b>Invest for growth</b></p>		

MARKET INSIGHTS



The highest seasons of travel are during spring (March–April), summer (June–August), and between Christmas and the New Year.



With the introduction of the electronic travel authorization in 2016, a Visa requirement from Mexican visitors was dropped.



In July 2018, Mexican voters elected a new president with a majority government, the first time since 1988.



Three-quarters of Mexican visitors to Canada use a travel agent for their trip, either for research or booking.<sup>†</sup>

BC PAST PERFORMANCE

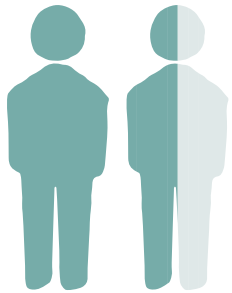
<p><b>VISITATION<sup>[1]</sup></b></p> <p><b>+19%</b></p> <p>Annual growth rate (2013–2017)</p> <p><b>28%**</b></p> <p>BC's share of Canadian Mexican visitation</p>	<p><b>EXPENDITURES<sup>[1]</sup></b></p> <p><b>+29%</b></p> <p>Annual growth rate (2013–2017)</p> <p><b>20%**</b></p> <p>BC's share of Canadian Mexican expenditures</p>	<p><b>NET PROMOTER SCORE<sup>†</sup></b></p> <p><b>56</b></p> <p>Promoters 64% Passives 27% Detractors 9%</p>
<p><b>AIRLINE SEAT CAPACITY<sup>‡</sup></b></p> <p><b>+37%</b></p>		

SHORT-TERM FORECAST (2019)

<p><b>FORECAST VISITATION TO BC<sup>[1]</sup></b></p> <p><b>136,000</b></p> <p><b>+7%</b></p>	<p><b>FORECAST EXPENDITURES TO BC<sup>[1]</sup></b></p> <p><b>\$180.8M</b></p> <p><b>+10%</b></p>		
<p><b>AIRLINE SEAT CAPACITY<sup>‡</sup></b></p> <p><b>-14%</b></p>	<p><b>BC TRAVEL SEARCH QUERIES<sup>[2]</sup></b></p> <p><b>+25%</b></p>	<p><b>GDP GROWTH<sup>§</sup></b></p> <p><b>+3%</b></p>	<p><b>COST OF \$1 CDN DOLLAR<sup>¶</sup></b></p> <p><b>\$14.47 PESO (+3%)</b></p>

# TRAVELLER CHARACTERISTICS

## TRAVEL PARTY\*\*



1.5

## TOP 3 EQ TYPES<sup>[4]</sup>

Free Spirits  
Group Tourists  
Rejuvenators

## PAST VISITATION TO CANADA<sup>†</sup>



## SPENDING\*\*

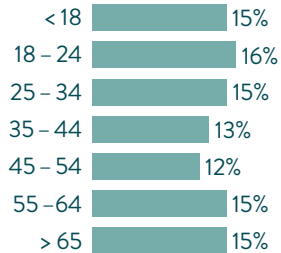


## AVERAGE TRIP LENGTH IN BC\*\*

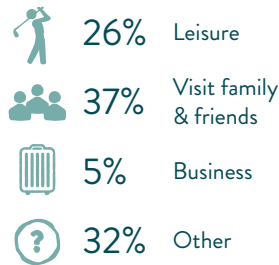
19.1 Nights



## AGE\*\*



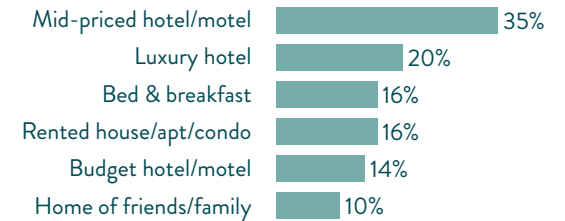
## TRIP PURPOSE\*\*



## TOP 5 ACTIVITIES<sup>†</sup>



## ACCOMMODATIONS<sup>†</sup>

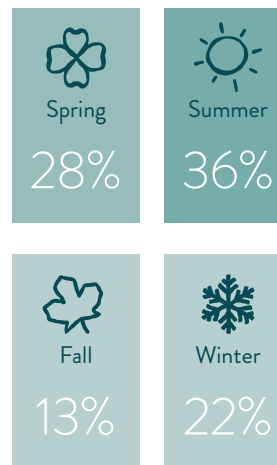


## TRAVEL AGENT/TOUR OPERATOR USAGE<sup>†</sup>

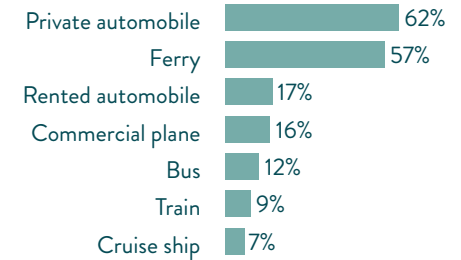


RESEARCHING	42%	33%	21%	20%	26% Potential travel destinations
BOOKING	40%	38%	19%	22%	26% Did not use a travel agent

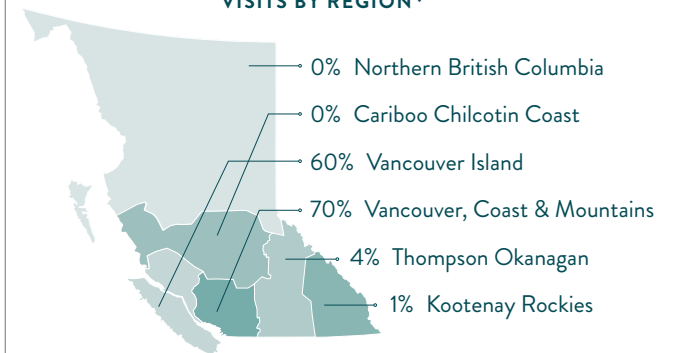
## TRAVEL SEASONS<sup>[5]</sup>



## TRANSPORTATION USED DURING TRIP\*\*



## VISITS BY REGION<sup>◇</sup>



## TRAVEL BOOKINGS<sup>[3]</sup>



\* Euromonitor  
 \*\* Destination BC Tabulations from the 2016 International Travel Survey (Statistics Canada)  
 \*\*\* Destination BC Global Marketing Plan 2019  
 † Destination Canada's Global Tourism Watch (2017)

‡ IATA SRS Analyzer Data, August 2018 (provided by Destination Canada)  
 ◇ Destination BC Tabulations from the 2014 International Travel Survey (Statistics Canada)  
 § OECD  
 ¶ Bank of Canada

[1] Destination BC Internal Estimates  
 [2] Google InVITE Travel Search Queries  
 [3] Phocuswright  
 [4] Destination Canada's EQ Research (2012)  
 [5] Statistics Canada; Prepared by Destination BC