

Travel and Tourism - Mexico - May 2015

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“The VFR [visiting friends and relatives] market is a significant one – not least because so many Mexicans (and people of Mexican origin) live and work in the United States. Many Mexican resorts (and other tourism enterprises) design advertising campaigns targeted at expatriates and Latino Americans – a market that is growing.”

- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- What has caused Mexico to fall out of the UNWTO's 'Top 10' list of most popular destinations?
- Why do visitors from the US dominate the inbound market?
- What factors are playing into the rise in the number of long-stay tourists?
- Why do many Mexicans still like using travel agents rather than booking online?
- How have budget airlines transformed the transport sector?

The year 2014 was a banner year for the tourism industry. Mexico (the second most popular destination in North America after the US) attracted over 29 million international tourists – an historic high, according to the Secretariat of Tourism (SECTUR). Foreign visitors generated US\$16.26 billion in tourism revenues – US\$2 billion more than in 2013. This had a positive effect on Mexico's tourism balance of payments, augmenting government coffers by US\$6.6 billion – US\$1.8 billion more than in 2013.

Domestic tourism has also been on a roll. As the economy of Mexico has grown and with it the wealth of its citizens, spending on business and leisure travel within the country has increased, generating an estimated US\$104.2 billion in 2014 – US\$6.8 billion more than in 2013, according to the World Travel & Tourism Council (WTTC).

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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