



# MEXICO

## MARKET OVERVIEW

Outbound Trips From  
Mexico Globally

**18.9M**

Top  
Destinations

- 1- US
- 2- Canada

Overnight Trips From  
Mexico to BC

**79,000 (0.4%)**

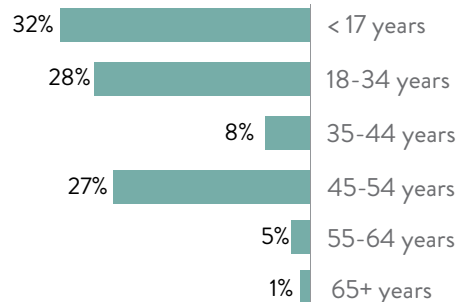
Total Spending in BC  
**\$101.8M**

Mexico is BC's  
**#8** International  
Market  
**#7** Overseas  
Market

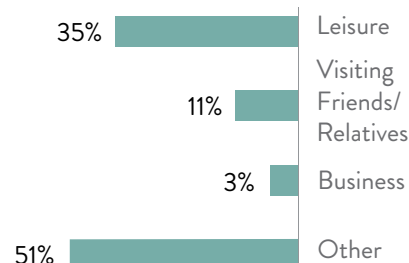
### EXPLORER QUOTIENT

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

### AGE



### TRIP PURPOSE



### TRAVEL PARTY SIZE



**1.4 PEOPLE**

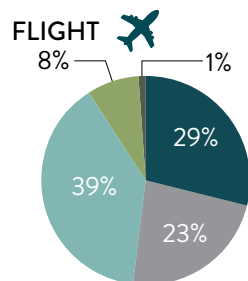
### MARKET INSIGHTS

Mexico was BC's eighth-largest international market in 2015 (this ranking has decreased one position from 2014), accounting for 2% of BC's total international overnight visitation, remaining unchanged since 2013.

Mexico was BC's seventh-largest overseas market. It accounted for 5% of BC's overseas visitation market share.

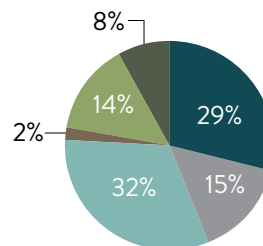
An estimated 79,000 travellers from Mexico visited BC in 2015, an increase of 3% over 2014. Travellers from Mexico generated approximately \$101.8 million in tourist receipts.

### BOOKING METHOD

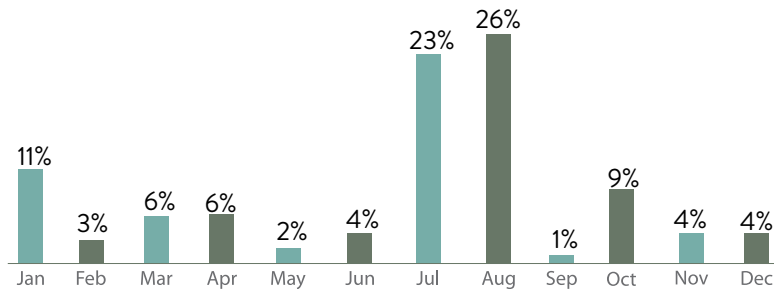


- TRAVEL AGENT
- THROUGH OTA
- DIRECTLY
- VISITOR CENTRE
- NOT NEEDED
- OTHER

### ACCOMMODATION



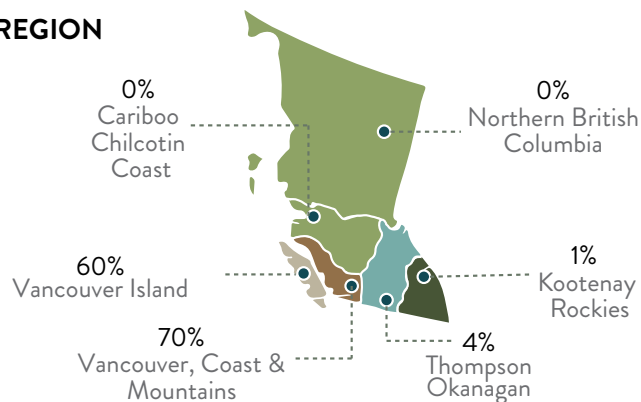
## MONTH OF VISIT



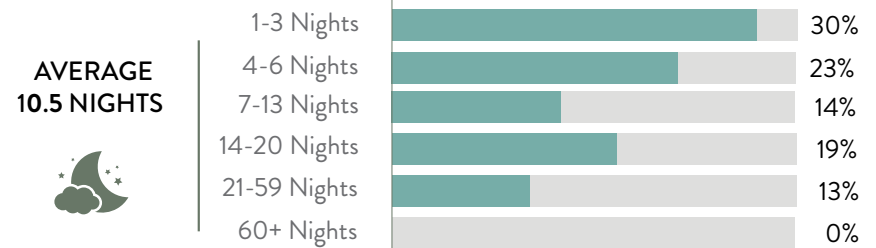
## TOP 10 ACTIVITIES



## VISITS BY REGION



## TRIP LENGTH IN BC



## TOP TRENDS FOR MEXICO

Mexican travellers who have visited Canada or the US during the past 10 years will be allowed to apply for expedited visa processing through CAN+.

Air capacity from Mexico to BC (YVR) increased 7% in 2015 over 2014. Aeromexico launched a direct flight to Vancouver in December 2015 that is expected to foster tourism in both directions.

Falling unemployment and inflation, coupled with an increase in the purchasing power of the Mexican peso and improved visa restrictions seem to be having a positive effect on Canadian visitation.

## AVERAGE TRIP SPENDING PER PERSON

**\$1,273  
PER  
PERSON**



	Accommodation	\$437	34%
	Food/Beverage	\$281	22%
	Recreation/Entertainment	\$180	14%
	Transportation	\$117	9%
	Other	\$258	20%

# SOURCES AND NOTES

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

## RESOURCES

Destination British Columbia's Estimated International Visitor Volume/Expenditures (2015)

Destination Canada's Explorer Quotient (2012)

Destination Canada's Global Tourism Watch (2015)

Euromonitor International (2014)

Statistics Canada's International Travel Survey (ITS) (2013 & 2014)

## 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.

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