



It's like a
WHOLE OTHER COUNTRY

TEXAS TOURISM FY 2017 MARKETING PLAN

Mexico

OVERVIEW:

Mexican travelers are drawn to Texas because of its diversity, infrastructure and premiere travel and tourism services. Due to unique proximity, Mexican visitors especially enjoy the shopping experience in Texas, along with the ability to take advantage of tax-free shopping options. Visitors also enjoy the state’s entertainment, amusement parks, sporting events and cosmopolitan environments. Mexican travelers are beginning to seek more experiential travel opportunities, like National and State parks, outdoor experiences, gastronomy, art and culture to name a few. The majority of Mexican travelers book their flight within two weeks of their departure, with Border States requiring less time for their planning and more distant states planning further ahead of their departure date.

Wholesale operators continue to be an important distribution channel in the Mexican travel and tourism market with wholesalers selling their packages to travel agents who then provide the travel services to consumers. This is particularly important for Mexicans traveling to the U.S. and Texas by air, however the majority of Mexican visitors to Texas arrive by land. Direct consumer marketing becomes more important for the Mexican drive market to keep Texas both top of mind as an easy to reach destination where they can find the products and experiences they desire.

There are approximately 130 daily flights from Mexico cities to Texas and 2017 looks promising for Mexican travelers, with a significant increase in flights to major cities throughout Texas. Volaris flights from Guadalajara to Austin, DFW and Houston Intercontinental Airport (IAH) began to take flight in Fiscal 2016. Both domestic carries and international carriers recognize Texas as an important destination and continue to develop new routes from points across Mexico to Texas cities. Texas Airports see more passengers from Mexico than any other country.

VISITOR DATA:

Preliminary estimates show that nearly 8.0 million travelers from Mexico visited Texas in 2015 generating \$4.7 billion in direct spending. The majority of Mexican visitors to Texas travel by land however an increasing number are traveling by air - 619,000 arrivals in 2015 an increase of 28%. Texas welcomed 23% of all Mexican air arrivals to the United States or roughly one out of every four visitors. Travel from Mexico to Texas is projected to increase by 21% by 2020.

MEXICO TO TEXAS (2015p)
Visitor Volume: 8.0 million
Direct Travel Spending: \$4.7 billion
Avg Nights (air only): 8.0

Arrivals from Mexico to the United States were estimated at 18.41 million in 2015, an increase of 8% over the previous year and the third consecutive year of record-breaking totals. Mexico is the second largest market for international travel arrivals to the United States, behind only Canada. Direct spending from Mexico was estimated at \$18.9 billion, an increase of 1%. Although the second largest market by arrivals, Mexico ranks third by direct spending behind Canada and China. Arrivals in 2015 increased faster than spending indicating that Mexican visitors on average are spending less than the prior year. Travel from Mexico to the United States is forecasted to increase by 24% by 2020 with an annual growth rate of 3.7%.



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MARKETING ACTIVITIES:

Texas Tourism’s goal for Fiscal Year 2017 is to promote Texas as a premier travel destination to the Mexico market. Recognizing top passion points for the Mexican market, Texas Tourism will continue to develop creative and proactive marketing activities to reach the diverse population in Mexico. Texas Tourism will ensure that Texas is prominently positioned in the market, with travel trade, media and final consumers. Our program during this fiscal year will be primarily focused on developing effective partnerships, programs and promotions to enhance the brand visibility within Mexico and strong call to action.

Wholesaler’s travel agencies and Online Travel Agencies continue to be an important channel in Mexico, we will focus resources and activities to encompass events where we will have a strong showing and reach a broader audience of travel trade professionals. With the addition of an OTA Sales Blitz and the inclusion of a Sales and Media Mission to Mexico, our trade activities will have a deeper reach in fiscal year 2017.

Texas is no longer solely being sought after as a shopping destination by Mexican travelers. To stay competitive Texas has to also be recognized for our outstanding cuisine, world class entertainment, luxury experiences, amusement parks, professional sports and culture. Texas Tourism activities in fiscal year 2017 will work to broaden the consumer knowledge of the diverse experiences Texas offers.

In addition to our scheduled marketing co-op opportunities, Texas Tourism will continue ongoing media and trade outreach, media and trade familiarization tours, consumer promotions, monthly newsletters to trade, media and the meetings market, managing the TravelTexas.mx Spanish microsite and social media activities on Texas Tourism’s Mexico Facebook page.

Sales Missions:		
<u>Event</u>	<u>Date</u>	<u>Location</u>
Reverse Mexico Mission	November 7-10, 2016	Houston, Texas
Sales and Media Mission	March 13 -17, 2017	Mexico City, Leon and Monterrey, Mexico
Mexico OTA Sales Blitz	May 16 – 19, 2017	Quintana Roo, Mexico
East Coast Receptive Operator Sales Mission	June 26 – 29, 2017	Orlando and Miami, Florida
Travel Trade Shows:		
<u>Event</u>	<u>Date</u>	<u>Location</u>
Destinos Shopping	November 10, 2016	Monterrey, Mexico
Texas Roadshow	January 23 – 27, 2017	Merida, Puebla and Veracruz, Mexico
ARLAG	May 13, 2017	Guadalajara, Mexico
#NEXT Travel Trade Exchange	May 16 – 19, 2017	Quintana Roo, Mexico