General
Facts

Official name: Estados Unidos Mexicanos
Population: 131.1 million

• Mexico ranks 11th within the most populated countries in the world

• Mexico is among the world's 12 largest economies; 2nd in Latin America

• Mexico has become the USA´s largest trading partner in a market's estimated worth of over $745Bn (Q1, 2024)

• in 2023, 3.3 Million Mexicans traveled to Arizona

Currency exchange
MXN vs USD is determined by market forces (floating exchange rate/free float regime)

59.8 million
Labor force

29 Average age
51% Female
49% Male

3%
Unemployment

4.6%
2023 Inflation rate

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OFFICE OF TOURISM

Economy Overview

- The economy is projected to expand by 2.2% in 2024 and by 2% in 2025, after growing by 3.4% in 2023.

- Consumption will be supported by a strong labour market. Investment will be backed by public infrastructure projects in 2024 and by the gradual nearshoring of manufacturing activities to Mexico. Exports will support growth in 2025, after losing some dynamism in 2024 due to the slowdown in United States. Inflation will continue to gradually edge down to 3.1% in 2025.

- Monetary policy should gradually ease but remain restrictive to ensure that inflation decreases durably towards its target

- Headline inflation has declined, reaching 4.4% (year-on-year) in March, with core inflation at 4.6%. Inflationary pressures remain particularly strong in services, reaching 5.4% in March.

- Higher regulatory certainty, including the energy sector, would help to make the most of the ongoing nearshoring of production processes to Mexico.

Highlights:

- Domestic demand is resilient
- Monetary policy easing should be gradual, and the fiscal deficit is set to be reduced
- Growth will moderate
- Boosting productivity and fighting and adapting to climate change are priorities

Border Crossing
Update

According to the US Department of State,

between **2014 and 2023**

a total of

14´586,746 Nonimmigrant visas

were issued to Mexicans
(including Border Crossing Cards)

visas issued in:

2019: 148.2K

2020, 965.5K

2021, 917.8K

2022, 173.4K

2023, 233.7K

Cities with most visas issued in Mexico in 2023

Monterrey, 620.8K

Mexico City, 563.3 K

Guadalajara: 438.2 K

Ciudad Juárez, 204.9 K

Tijuana, 195.8 K

Hermosillo, 103.1 K

Border Crossing
Update

Pedestrian and Personal Vehicle Border Crossings

Persons Crossing the Border as Pedestrians and Personal Vehicle Passengers (Monthly)

Pedestrians **Personal Vehicle Passengers** **Personal Vehicles** **Pedestrians + Personal Vehicle Passengers**
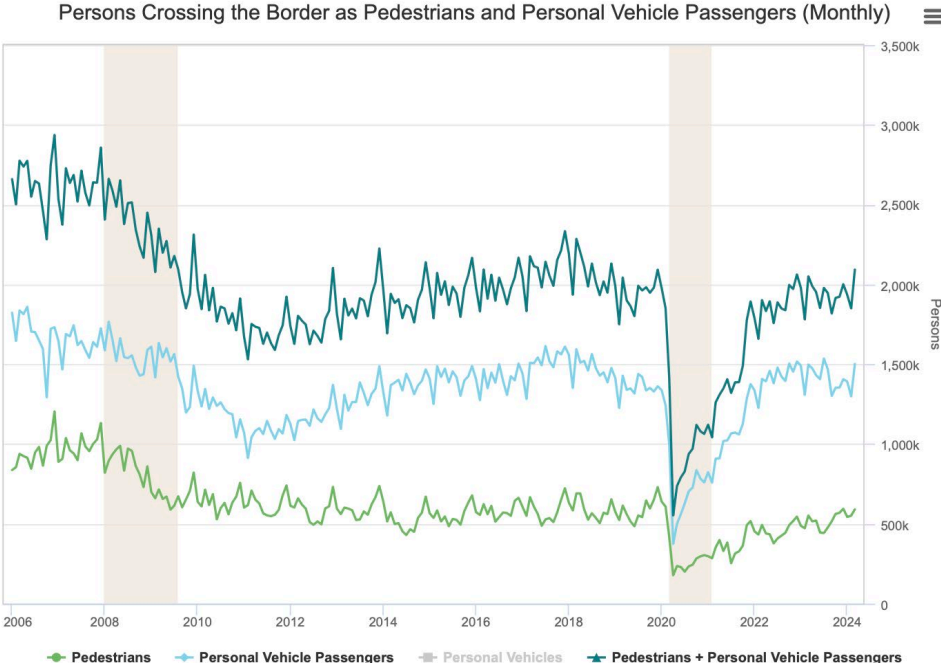
YEAR TO YEAR VARIATION
JAN-MARCH
2023 -2024

Pedestrians + Personal
Vehicle Passengers

2023: **5´811,633**

2024: **5´879,633** ⬆

Source: UofA Eller College of Management/ Arizona-MexicoEconomic Indicators

Local Market Travel & Tourism

JAN 2024

ONLINE TRAVEL AND TOURISM
ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)

MEXICO

FLIGHTS
$7.59 BILLION
YEAR-ON-YEAR CHANGE
+23.2% (+$1.4 BILLION)

TRAINS
$19.52 MILLION
YEAR-ON-YEAR CHANGE
+41.1% (+$5.7 MILLION)

CAR RENTALS
$920.6 MILLION
YEAR-ON-YEAR CHANGE
+38.4% (+$256 MILLION)

LONG-DISTANCE BUSES
$561.4 MILLION
YEAR-ON-YEAR CHANGE
+41.0% (+$163 MILLION)

HOTELS
$5.47 BILLION
YEAR-ON-YEAR CHANGE
+34.5% (+$1.4 BILLION)

PACKAGE HOLIDAYS
$3.03 BILLION
YEAR-ON-YEAR CHANGE
+19.9% (+$503 MILLION)

VACATION RENTALS
$944.5 MILLION
YEAR-ON-YEAR CHANGE
+10.3% (+$88 MILLION)

CRUISES
$23.24 MILLION
YEAR-ON-YEAR CHANGE
+30.5% (+$5.4 MILLION)

statista • KEPIOS

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Local Market Travel & Tourism

3 key factors for planning international trips

28%
Cost & affordability

35%
Local culture & history experience

27%
Free time to relax

Essential travel needs TOP 3

66%
Quality & comfort

53%
Security

44%
Competitive prices

Common travel activities TOP 3

67%
Beach & leisure activities

43%
Cultural & gastronomic activities

39%
Shopping

66%
of people likely will travel overseas for leisure in the next 12 months

---

38%
of travel arrangement in Mexico is by self-arrangement

48%
of travel arrangement in Mexico is by travel agencies/tour operators

14%
of travel arrangement in Mexico is by both self & travel agencies/tour operators

Top 3 sources to learn about new destinations

36%
Travel websites

24%
Youtube

20%
Tripadvisor

Most often travel companions

62%
With family

12%
With friends

16%
Couple travels

Lodging preferences
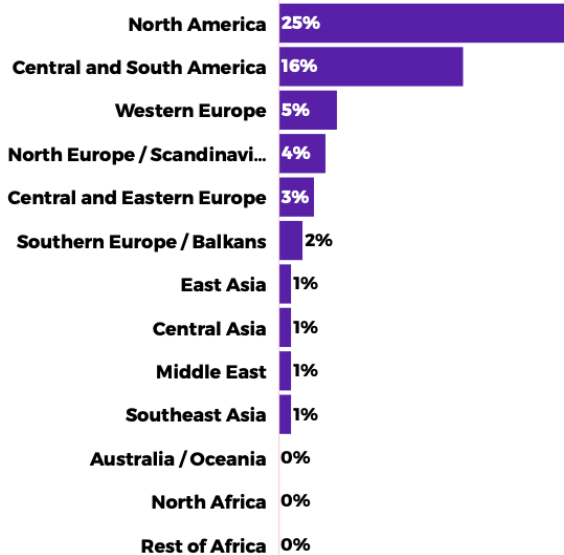
31%
Budget friendly

44%
Deluxe, 3 or 4 stars

17%
Premium, 4 or 5 stars

Source: TGM Global Travel Survey 2023

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Local Market Travel & Tourism

Which of the following locations do you intend to travel by plane within the next 12 months? (%)

Mexico

Location	%
North America	25%
Central and South America	16%
Western Europe	5%
North Europe / Scandinavi...	4%
Central and Eastern Europe	3%
Southern Europe / Balkans	2%
East Asia	1%
Central Asia	1%
Middle East	1%
Southeast Asia	1%
Australia / Oceania	0%
North Africa	0%
Rest of Africa	0%

The preferred options for discovering new destinations. Age & Gender differences. **Mexico**

Which source of information you are using most often when it comes to learning about new destinations? (%)

Mexico

	18-24 yo	25-34 yo	35-44 yo	45-54 yo	55-64 yo	Male	Female
Facebook	31%	50%	29%	27%	26%	32%	38%
Snapchat	0%	13%	10%	4%	13%	14%	5%
Instagram	12%	35%	8%	27%	18%	22%	21%
Twitter	6%	4%	13%	0%	0%	11%	0%
Tripadvisor	6%	15%	26%	19%	30%	21%	20%
Travel Blogs	19%	11%	24%	23%	30%	15%	25%
Websites of travel companies	31%	30%	29%	54%	43%	32%	40%
YouTube	25%	15%	34%	27%	22%	24%	25%
Tik Tok	38%	6%	13%	8%	0%	10%	12%

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Local Market Travel & Tourism

What are the 3 most important factors to you when planning your international trip? (%)
Age & Gender differences

< Mexico ∨ >

	18-24 yo	25-34 yo	35-44 yo	45-54 yo	55-64 yo	Male	Female
Top rated hotel accommodations	0%	16%	15%	20%	9%	15%	13%
All-inclusive experiences	20%	24%	43%	27%	36%	28%	32%
Excellent dining options	10%	24%	19%	20%	36%	21%	23%
Experiencing local culture and history	20%	32%	35%	40%	55%	28%	41%
Incorporating excursions, tours and activities	20%	24%	31%	27%	9%	21%	26%
A detailed schedule/itinerary	0%	8%	0%	13%	9%	6%	6%
Flexible schedule	10%	13%	15%	7%	18%	17%	9%
Free time to relax	40%	21%	31%	26%	27%	36%	19%
Breakfast included with hotel	30%	11%	8%	20%	28%	13%	17%
Cost and affordability	50%	37%	12%	20%	27%	26%	30%
Nightlife and entertainment	20%	11%	8%	0%	0%	13%	4%
Centrally located accommodations	10%	16%	15%	27%	18%	21%	13%
Child-friendly	0%	19%	23%	7%	0%	11%	17%
Adult only resorts/accommodations/cruises	10%	19%	8%	7%	9%	11%	13%
Access to gym	0%	5%	8%	7%	0%	6%	4%
Access to spa	10%	8%	4%	13%	0%	9%	6%
Pet-friendly	10%	3%	4%	7%	9%	0%	9%

What activities do you usually do while traveling? Age & Gender differences(%)

< Mexico ∨ >

	18-24 yo	25-34 yo	35-44 yo	45-54 yo	55-64 yo	Male	Female
Wellness activities (yoga, spa, …)	10%	13%	12%	13%	9%	13%	11%
Cultural and gastronomic activities	20%	31%	43%	53%	91%	36%	49%
Festive activities (festivals, clubbing nights …)	70%	29%	11%	27%	9%	26%	27%
Shopping	50%	42%	31%	47%	27%	49%	30%
Beach and leisure activities	60%	63%	73%	53%	91%	66%	68%
Photography	40%	31%	50%	14%	28%	39%	30%
Nature and adventure activities (kayak, trekking…)	0%	37%	35%	20%	28%	30%	28%
Sporting activities (surfing, cycling …)	10%	29%	15%	14%	0%	13%	22%

Source: TGM Global Travel Survey 2023

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Top Activities while traveling in the USA

- **85.7%** Shopping
- **58.5%** Sightseeing
- **25%** Amusement/Theme Parks
- **23.9%** National Parks & Monuments
- **85.7%** Experience Fine Dining

- **18%** Art Galleries/Museums
- **17%** Small Towns
- **15.1%** Historic Locations
- **12.4%** Sport Events
- **9.7%** Cultural/Ethnic Heritage

Source: National Travel and Tourism Office, 2023

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DETERRENTS
TO VISITING THE USA

Safety Concerns:
- High-profile incidents of gun violence in public spaces.
- Increased crime, especially in certain urban areas or border regions.

Economic Factors:
- Exchange rates uncertainty.
- Higher cost associated with accommodation, food and activities.

Border Issues:
- The Visa process is still very time-consuming, especially for those applying for the first time.
- Long wait times and closures at border crossings.

Political Climate:
- **Immigration Policies** may create uncertainty or hesitation among potential visitors.
- Upcoming elections.

24-25 OVERVIEW

- International travel rebound despite visa issues
- New Federal administration takes charge
- Favorable exchange rate for Mexicans
- Ukrainian and Israel-Palestine wars
- Global changes affecting everywhere
- Connectivity
- Aggressive competition

Media

Media Insights

General Overview

Mexico has elected its first female president, Claudia Sheinbaum, candidate for the ruling Morena party and former mayor of Mexico City. But though the political climate may be changing, Mexico's news still faces multiple challenges, from political attacks to physical safety. While decreasing advertising adds pressure to business models, the lure of artificial intelligence is becoming stronger.

June's elections also marked the end of the administration led by President Andrés Manuel López Obrador (AMLO) – Mexican presidents are limited to a single term – though in some ways it was a referendum on him. His final year in office was much like earlier ones – regular verbal attacks on journalists, human rights advocates, and the media generally.

The creation of the Mexican Information Agency (AMEXI) was significant as it followed the final closure of the state- owned news agency Notimex, which had been operating for more than 50 years. Notimex had been hit by industrial disputes but its closure was seen by opponents of the president asanother attempt to control information. AMEXI was founded by former Notimex employees, primarily women.

Televisa-Univisión, which was the result of a merger of Grupo Televisa and US-based Spanish-language network Univision, cut more than 200 jobs involving long-running programmes and well-known broadcasters, blaming 'the evolution of the media landscape'. Its ViX streaming platform did what Netflix, Disney+, and Amazon Prime have done and introduced advertising to its paid plans.

More people are using TikTok for news – up 3 percentage points to 18%. Law student Gerardo Vera, 19, is one of many individuals to have used the platform to tell stories for a younger generation. Having started covering news on social media aged just 12, he now has more than 2 million followers on the platform. He produces daily videos which attempt, in his words, to 'democratise public knowledge', and has received recognition for his efforts to try to remain impartial.

New rules to regulate the use of AI are being drawn up by the Federal Telecommunications Institute, but the media aren't waiting. One radio station, Radio Fórmula, introduced
an AI-generated newsreader, with the aim of delivering impartial and reliable bulletins. In our Digital News Report survey, only 37% of respondents said they feel comfortable using news produced by human journalists with the help of AI.

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Media Insights

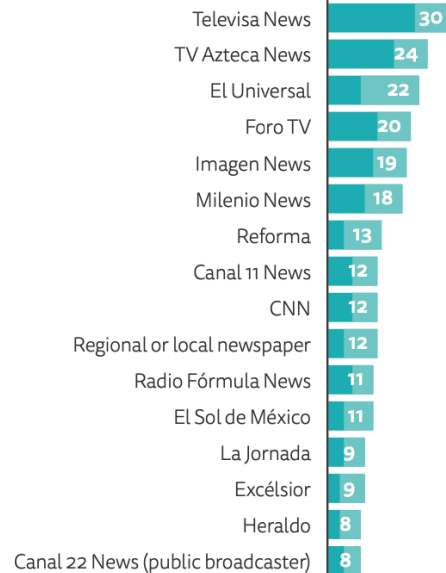## WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS
% Weekly usage

■ **Weekly use**
TV, radio & print

■ **More than 3 days per week**
TV, radio & print

■ **Weekly use**
online brands

■ **More than 3 days per week**
online brands

18%
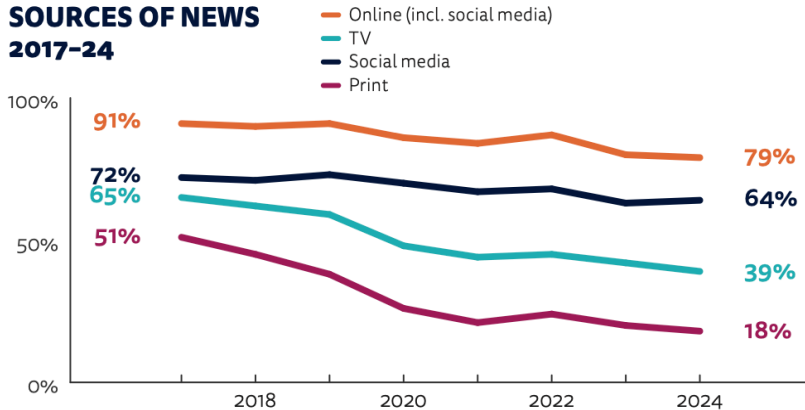pay for
ONLINE NEWS

PAY

TV, RADIO, AND PRINT

Brand	Value
Televisa News	30
TV Azteca News	24
El Universal	22
Foro TV	20
Imagen News	19
Milenio News	18
Reforma	13
Canal 11 News	12
CNN	12
Regional or local newspaper	12
Radio Fórmula News	11
El Sol de México	11
La Jornada	9
Excélsior	9
Heraldo	8
Canal 22 News (public broadcaster)	8

ONLINE

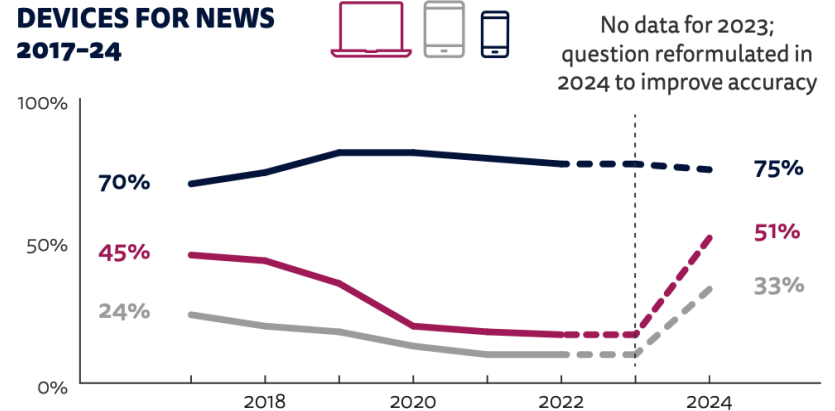| Brand	Value
El Universal News online	20
UnoTV News online	18
Televisa News online	16
City newspaper online	15
TV Azteca News online	14
Foro TV online	13
Aristegui News	13
CNN.com	12
Reforma online	12
El Heraldo de México online	11
Imagen News online	11
Animal Político	10
Latinus	10
La Jornada online	10
Radio Fórmula News online	9
El Financiero online	9

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Media Insights

CHANGING MEDIA

News consumption from print and television has become consistently less important over time for our online sample, with social media widely used across age groups. Mexicans are heavy users of social media, with TikTok growing fastest for news.

SOURCES OF NEWS 2017–24

Legend:
- Online (incl. social media)
- TV
- Social media
- Print

91% → 79% (Online)
72% → 64% (Social media)
65% → 39% (TV)
51% → 18% (Print)

DEVICES FOR NEWS 2017–24

No data for 2023; question reformulated in 2024 to improve accuracy

70% → 75%
45% → 51%
24% → 33%

Source: Digital News Report 2024/ Reuters Institute, University of Oxford/ Mexico
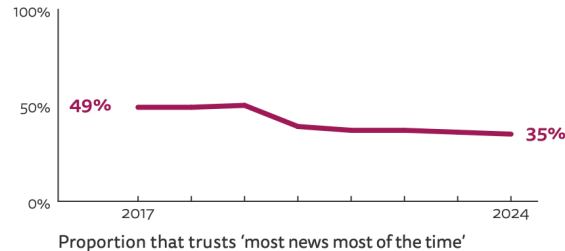
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Media Insights

TRUST

Trust in the news declined by around 15pp after the election of populist president Andrés Manuel López Obrador in 2018. During his term, he regularly attacked the news media and journalists critical of his government. CNN is the international journalistic brand most trusted by the citizens, of those included in our survey, followed by the newspaper *El Universal* and Imagen Noticias.

OVERALL TRUST SCORE 2017–24

49%

35%

35%
OVERALL TRUST
=26/47 markets

Proportion that trusts 'most news most of the time'

| RSF REPORTERS WITHOUT BORDERS | WORLD PRESS FREEDOM INDEX SCORE 2024 | Score: 49.1 | **121** /180 |

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey.
It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Aristegui News	57%	21%	22%
Canal 22	61%	24%	15%
CNN	69%	18%	13%
El Economista	59%	24%	17%
El Financiero	60%	23%	17%
El Universal	64%	19%	17%
Imagen News	63%	20%	17%
Latinus	46%	24%	30%
Milenio News	63%	20%	17%
Radio Fórmula News	62%	20%	18%
Reforma	58%	22%	20%
Regional or local newspaper	57%	25%	18%
Televisa News	52%	19%	30%
TV Azteca News	57%	20%	23%
UnoTV	60%	23%	17%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

Source: Digital News Report 2024/ Reuters Institute, University of Oxford/ Mexico

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Trade

Travel Trade
Insights

8,606 Travel Agencies in México

54 tour operators; **42** in Mexico City.

Main wholesalers: Megatravel, Pe-Tra, Julia Tours, NAO Travel Collection, Euromundo, Dream Destinations, Travel Shop

Main OTAs: Price Travel, Expedia, Booking.com, Despegar.com, Google Hotel Ads, Hoteles.com, and Bestday.com

Wholesalers with owned agencies and final Consumer exposition: Viajes Palacio, Viajes El Corte Inglés, Mundo Joven, and Viajes Sears.

21 Tour operators and OTAs included Arizona in their U.S. product (multi-cities itineraries).

Flights to PHX

Cities with non-stop service to PHX:

- **MEX: American Airlines (1 Daily)**

- **GDL: American Airlines & Volaris (2 and 1 Daily/resp)**

- **MTY: American Airlines (1 Daily)**

- CUL: Volaris (1 Weekly)
- HMO: American Airlines (1 Daily)
- LTO: American Airlines (3 Weekly)
- CUN: American Airlines (1 Daily)
- MZT: American Airlines (1 Daily)
- PVR: American Airlines (2 Daily)
- ZIH: American Airlines (1 Weekly)
- TIJ: American Airlines (1 Daily)
- SJD: American Airlines
(2/3 Daily) & Frontier Airlines (2 Weekly)
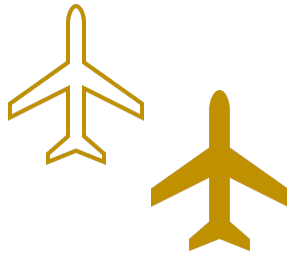
*Average 98 weekly flights

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Holidays:

- Easter
- Summer Vacations
- Xmas Season

Long Weekends

- Constitution Day (February)
- March 21st
- Revolution Day (November)

Opportunity dates:

- Children day
- Independence day/weekend
- Black Friday

*Annual vacation days: 12

OUTBOUND
TRAVELER MEXICO

Types of accommodation preferred by Mexicans:

- **Resort**
- **Hotel**
- **All Inclusive**
- **Apartment**

- Average booking window: 30-45 days.
- Mexicans are expected to travel at least twice a year for leisure in 2024.

- Destination Volume Estimate CY23 - 63,000.
- Source of information for planning their trip:
  - 68.3% - Airline
  - 19.1% - Online Travel Agency
  - 18 % - Corporate Travel Department
  - 13.7% - Personal Recommendation

- Business/Professional travel increased from 16.5 % in CY22 to 27.2% in CY23.

Travel Trends

- The Affluent and **younger generations leading** the travel trends.

- 28% of the travelers are looking for **new and exotic experiences** that are not available in Mexico.

- 71% stays in a hotel **4 or more stars**. Hotels with a "Vibe" are more appealing.

- 46% of Mexicans **looking to rest** during their vacation. 65% of travelers prefer tailored or customizable experiences vs regular set up packages.

- **"Swiftie" effect**, Tourism for concerts is here to stay in the long run.

Travel Trends

- Popularization of **'Destination Dupes'** or more affordable alternatives to popular and high-end products.

- 2024 is expected to be the year in which travelers embrace **AI** throughout their travel journey.

- **Short-time and budget-conscious travelers** will set their sights closer to home in 2024.

- Travellers are **prioritizing meaningful moments** over material goods.

- 70% of Virtuoso advisors have seen an increase in **culinary travel**, and 20% of clients book trips with a food and wine focus.

- Seeking rejuvenation through meditative hikes, deep ocean diving, and **relaxation that extends beyond the spa.**

Source: Emerging 2024 Travel and Hospitality Trends by Medium
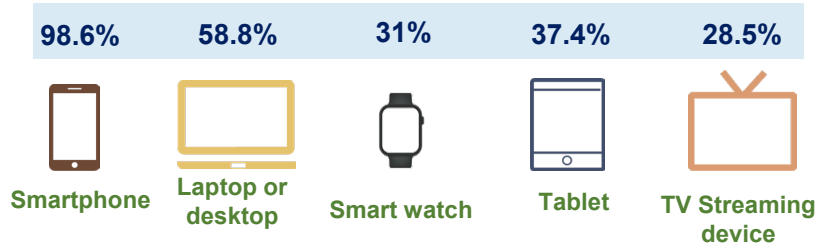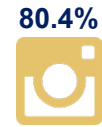
Social Media
TRENDS 2024

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79% OF THE
POPULATION IS CONNECTED

107 MILLION
INTERNET USERS

OWN:

98.6%	58.8%	31%	37.4%	28.5%
Smartphone	Laptop or desktop	Smart watch	Tablet	TV Streaming device

MOST USED
SOCIAL MEDIA

93.2%

92.2%

80.4%

76.5%

53.6%

PAYMENT METHOD
ONLINE SHOPPING

27%
Mobile Wallets

55%
Debit and credit cards

6%
Bank transfers

3%
Cash-On-Delivery

VIDEO CONTENT

63.6%
Music videos

51.2%
Comedy, Meme or viral video

97%
Any kind of video

28.4%
Video Livestream
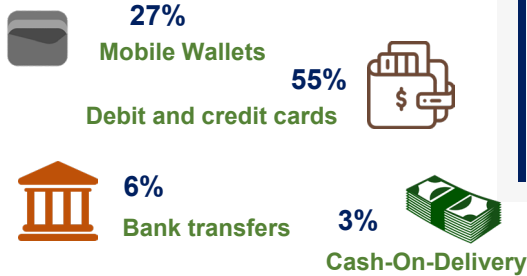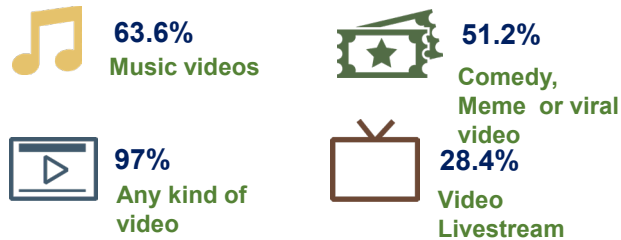
Source: Datareportal.com

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Social Media Insights

Rise of Short-Form Video Content

 - TikTok Dominance: TikTok continues to lead the way with engaging short-form video content, influencing other platforms to enhance their short-form video capabilities.

- Instagram Reels and YouTube Shorts: Both platforms are focusing on short-form video content to compete with TikTok, offering more tools and monetization options for creators.

Increased Focus on Authenticity and Transparency

- Authentic Content: Users are gravitating towards more genuine, unfiltered content. Influencers and brands that showcase authenticity and vulnerability tend to build stronger connections with their audience.

- Transparency in Influencer Partnerships: There is a growing demand for transparency in sponsored content and influencer marketing, with clear disclosures and genuine endorsements becoming the norm.

Social Media
Insights

AI-Driven Personalization

- Algorithm Enhancements: Social media algorithms are becoming more sophisticated, delivering highly personalized content and ads based on user behavior and preferences.

- Chatbots and Virtual Assistants: AI-powered chatbots and virtual assistants are improving customer service and engagement on social media platforms.

Sustainability and Social Responsibility

- Eco-Friendly Initiatives: Social media campaigns focusing on sustainability and environmental issues are gaining traction, with brands promoting eco-friendly practices and products.

- Social Causes: Platforms are increasingly being used to raise awareness and mobilize support for social causes, from climate change to social justice movements.

Social Media
Insights

High Penetration Rates:

Widespread Adoption: Mexico has a high social media penetration rate, with a significant portion of the population active on various platforms. As of recent data, around 80% of internet users in Mexico are also active social media users.

Growing Platforms: Instagram and TikTok are experiencing significant growth, particularly among younger demographics. WhatsApp is also extremely popular for messaging and group interactions.