



Mexico - Market Update – Q1 2023

LEISURE & CORPORATE SALES

- I am very happy to share that “BCD Travel Mexico” has confirmed some activities in person for this year for both of their offices: Mexico City and Monterrey.
- The average wait time for a U.S. visa interview for travelers from the top 10 countries (Mexico included) that require entry visas is more than 400 days, or more than a year. Wait of four months and 120 days "would far exceed what the economy needs for a robust recovery in inbound travel." By comparison, an executive order required 80% of global nonimmigrant visa applications to be interviewed within 21 days in 2012-2017.
- Had my first “Office visit” at “American Express TLS” in February and meet with approximately 115 travel advisors.
- The Supplier Manager of “American Express-GBT” told me they expect to reopen an office in a couple of years, they are very used right now to the virtual model but seeing the success the team of TLS is having specifically with the new hires they need to do that as well. Business is back but they expect this year to reach 70% of business compared to 2019 . They expect to have their event “Partnership Exchange” in March or April.
- I am receiving MANY requests for Japan (For Semana Santa & summer)
 - The Japanese government has the goal of attracting 60 million international tourists by 2030 (in 2019 the highest figure was reached: 31.8 million and two years later the minimum level was recorded: about 25,000). The Japan National Tourism Organization (JNTO) executes its actions and Mexico is part of its plans due to its potential volume and its growing interest in segments of nature, adventure, gastronomy or super luxury with unique experiences, is assured.
- Mexico ranks sixth in Latin America and the Caribbean in terms of the amount of taxes, fees and contributions paid by airlines and which, inevitably, impact the final price of tickets. In first place is Argentina, which charges almost 198 dollars in taxes, fees and contributions on the price of the ticket, followed by Ecuador, with 123 dollars; Bahamas, \$100; Bolivia, \$93; Haiti, \$83, and Mexico, \$82, according to a study on Air Transport Competitiveness by the Latin American and Caribbean Air Transport Association (ALTA), in association with Amadeus, a technology company in the sector.
- In February was able to finally visit the call center of “FCM” after 3 years, meet with approximately 50 travel advisors.
- I was in Villahermosa City mid-March and visited after 3 years the call center of “AMEX GBT”, met the entire call center (60 travel advisors) and of all of them 85% are new hires, ALL GEN “Z” very young, in many cases this is their first job, they didn’t ask a question and are learning, so it was a great opportunity to be there.

- With the requirement of a visa for Brazilian tourists in Mexico, this market has fallen 60% just in Cancun, going from 6 weekly flights to just one, so hoteliers have raised their voices to facilitate the entry of these tourists and not continue to be given away to competing destinations.

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