



Mexico - Market Update – Q4 2023

LEISURE SALES

- In October participated in the Showcase of “American Express TLS” here in Mexico City. Meet with around 300 travel advisors (Platinum & Centurion Mexico, Platinum & Centurion Argentina, Spain and IDC = International Dollar Card) among them meet the new team “EAGLE” they are on training 15 agents that will be responsible for the operation of the Platinum cardholders from the United States in Mexico, will start attending calls in January, this new surprised us and it’s a super win for Mexico.
- Querétaro International Airport will add two new international routes, to Atlanta and Detroit, starting in the first quarter of 2024. The two new routes will be operated by Aeroméxico and will have a direct daily frequency.
- Starting in December, Aeroméxico decided to add 101 weekly flights to seven destinations in the USA (Miami, Orlando, Houston, New York, Los Angeles, Denver and Las Vegas) from Mexico City after the country regained FAA Category 1 status on December 14. September after more than two years. Specifically, weekly flights to Miami range from 21 to 35; to Orlando from 23 to 32; to Houston from 17 to 25; to New York from 21 to 28; to Los Angeles from 29 to 35; to Denver from 17 to 22, and to Las Vegas from 12 to 15. At the same time, it will reduce flights on routes to San Francisco, Chicago and Los Angeles from Guadalajara.
- More and more European tourists are leaning towards the Caribbean when thinking about where to go on vacation. The favorite city of Spanish and Italian tourists is Punta Cana, according to a survey carried out by Booking. On the other hand, the Germans opted for Cancun, a destination also highly valued by Americans, Canadians and travelers from France; the preference for both Caribbean destinations is also reflected in the fairs that promote.
- The president of the Hotel Association of Cancún, Puerto Morelos and Isla Mujeres and host of Travel Mart 2023, once again requested the Federal Tourism Secretariat to intercede with the Ministry of Foreign Affairs to facilitate the process for Brazilian tourists. to enter the country with the electronic visa and not give those tourists to the Dominican Republic.
- The Mexican low-cost airline Volaris temporarily suspended its flights to and from Guatemala City since Tuesday due to operational safety and fuel supply problems, amid the post-election protests that the Central American country is experiencing.
- Since October noticed a significant drop of business, requests are on hold mainly to Europe many clients are afraid to travel to Europe due to the conflict in Israel and possible terrorist attacks or direct attacks to Israel’s travelers (Mexico big community).
- Air Canada brings the city of Monterrey, Mexico closer to Toronto, Canada with the start of a direct flight. Grupo Aeroportuario Centro Norte (OMA), the State Secretariat of Tourism and Air Canada, inaugurated the start of operations of the Monterrey-Toronto route, after the ribbon cutting carried out at the facilities of the General Mariano Escobedo Airport.

- Aeroméxico and Viva aerobus (Low-cost airlines) stand out on routes in 3 cities in the USA. The Cicotur research center reported that the United States continues to lead as the largest market, while Aeroméxico and Viva Aerobus enjoy the success of their Dallas, Houston and Chicago routes.
- Mexico's main luxury destination “Los Cabos” is preparing to attract 4.5 million national and international tourists in 2024, whom it seeks to attract with new products, more hotels focused on high purchasing power and greater air connectivity. The arrival of new hyper-luxury developments, such as Park Hyatt, Grand Velas Boutique, St. Regis, and Amman, soon to open, catapulted this tourist hub to become a destination with the highest average lodging rates in the country: In the Corridor area, an average night costs \$464 in a month like July, while the average rate for the destination amounts to \$394 per night.

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