

# MEXICANS LOVE LA VIDA CANADA

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From skiing, wildlife viewing and leisurely strolls to great shopping, dining and cultural activities, these are the experiences that Mexicans want when they visit Canada.

While Mexican consumers appreciate beautiful scenery and outdoor experiences, their real enjoyment centres on relaxed recreational opportunities that are not far from cosmopolitan centres.

These are just a few of the insights into Mexican travellers' characteristics that can be found in a recent study released by the Canadian Tourism Commission, Mexico Consumer & Travel Trade Research, which offers practical marketing and experience development information for small- and mid-sized tourism businesses.

For most Mexican consumers, an ideal vacation includes visiting historical and cultural attractions, great dining, interesting travel stories and great shopping. They also want to feel safe, comfortable and welcomed.

And they also want to learn something new when they travel - good news for our industry, because Canada outranked the US in this area.

But it's our unique ability to offer great outdoor experiences close to vibrant urban centres - with exciting shopping, dining, nightlife and cultural opportunities - that most compels and motivates Mexican travellers to Canada.

Canada is the third most popular destination for this market, and has attracted 20% of Mexican international travellers over the past three years.

As a tourism market, Mexico is showing great growth and opportunity for Canada. Overnight trips by Mexican visitors have increased an average of 15% per year over the last 10 years.

Canada's biggest competitors for this lucrative market are the United States and Europe. However, Canada has a key advantage over the US, as Mexicans don't need a tourist visa to come here, but do need one to enter the US.

Want to learn more? You can find additional marketing and development tips for the Mexican market in the Mexico Consumer & Travel Trade Research. at [http://www.corporate.canada.travel/en/ca/research\\_statistics/marketKnowledge/americas/index.html](http://www.corporate.canada.travel/en/ca/research_statistics/marketKnowledge/americas/index.html)