

The logo consists of the letters 'USA' in a bold, sans-serif font, where each letter is filled with a grid of small white dots. The background of the logo is a teal square.

VisitTheUSA.mx

Brand USA

Market Information

MEXICO

2020

About This Guide

Brand USA is pleased to present this guide in partnership with the U.S. Commercial Service and the National Travel and Tourism Office (NTTO). It includes snapshots of the economy in Mexico, along with information about travel from this region (booking channels, consumer trends, U.S. international inbound visitation data, and key travel motivators and indicators).

Cover photo: Cenote ik kil

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Brand USA



Who We Are

Our Mission

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

Building on Success

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

Photos: Caribbean style courtyard, Mexico City (left); Our Lady of Remedies in Cholula, Mexico (right)



Our Partnerships

Brand USA's operations are supported by a combination of non-federal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

According to studies by Oxford Economics, over the past seven years, Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Learn More

For industry or partner information about Brand USA, please visit TheBrandUSA.com. For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at VisitTheUSA.com.

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A Message from Christopher L. Thompson



As the destination storytellers for the United States of America, Brand USA helps drive our nation's economy, create jobs, and bring the people of the world closer together. This guide is designed to assist you in generating business from the Mexico outbound-travel sectors. And, while it includes data from our fiscal year 2019, it's important to acknowledge the unprecedented impact of COVID-19 in 2020. The global pandemic has resulted in

tremendous loss for many families and has had a devastating impact on the travel industry. All of this makes Brand USA's work even more critical. We are uniquely positioned to help guide the industry out of this crisis.

More than 18 million people traveled from Mexico to the United States in 2019, spending \$20.2 billion and ranking the country second overall in visitation, behind Canada, and third overall in spend, behind China and Canada. While shopping, sightseeing, amusement and theme parks, art galleries and museums, and national parks and monuments are the top five attractions that visitors from Mexico look for in a visit to the United States, adventure activities, music scenes, and sporting events continue to climb in popularity. All of this is consistent with a trend we see increasing—the travelers' value of experiences more than possessions.

Our forward-thinking marketing approaches allow us to capture the attention of global audiences in new, more compelling ways which ensure the United States stays top-of-mind as an aspirational travel destination. Brand USA uses many voices to showcase the diverse people and places across the United States in a way that inspires and encourages wanderlust. In FY2019, Brand USA launched the *United Stories* campaign giving voices to real travel experiences from a variety of perspectives including locals, international visitors, category experts and the creative class. We continued to stream content through the GoUSA TV streaming and YouTube channels, which offer a variety of short, medium, and long-form content about a diversity of travel experiences.



As you consider resources, please know Brand USA has a dedicated travel-trade website which provides a more effective and efficient platform for industry professionals to navigate information about U.S. travel. In addition, please don't hesitate to reach out to our team about U.S. destinations, the opportunities we offer to enhance your marketing efforts, and the most effective ways to inspire travelers to book trips to the USA.

We look forward to working with you in the months ahead to generate business to the United States from Mexico.

Together, we are marketing the USA!

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Market Facts



Geography

Area

1,964,375 km²

Largest Metropolitan Areas



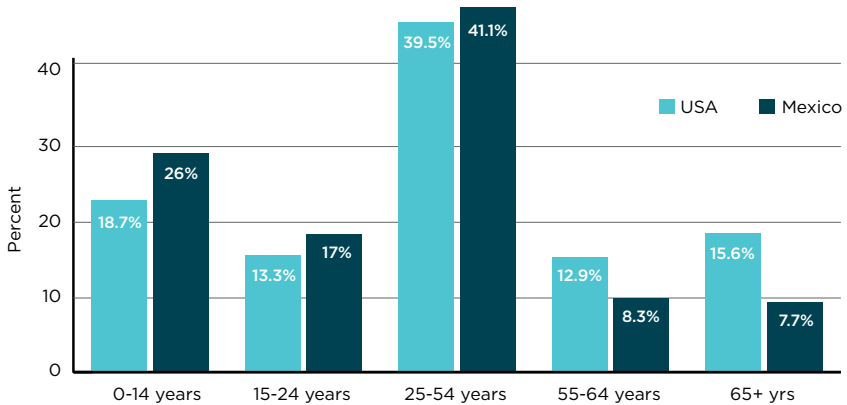
Photos: Caribbean hacienda, ranch plaza (left); Angel of Independence, Mexico City (right)
Sources: CIA World Factbook 2020; World Bank 2020

Demographics

Population

	Mexico	USA
Population Size	133,250,280	329,256,465
World Rank	10	3
Median Age	29.3 years	37.8 years
Population Growth Rate (2020 est.)	1.04%	0.78%

Population by Age



Economy

- **GDP:** \$18.524 million
- **GDP Real Growth Rate:** -0.1%
- **GDP—Per Capita:** \$9,673
- **Unemployment Rate:** 3.5%
- **Inflation Rate:** 2.8%

Sources: CIA World Factbook 2020; World Bank 2020; OCED; INEGI; Country Meters; Excelsior



Vacation Allocation and National Public Holidays

Salaried Mexican employees earn an average of six days of paid vacation each year.

National Holidays 2020

- **New Year's Day:** Wednesday, January 1
- **Constitution Day:** Monday, February 3
- **Benito Juárez's Birthday:** Monday, March 16
- **Labor Day:** Friday, May 1
- **Independence Day:** Wednesday, September 16
- **All Souls' Day:** Monday, November 2
- **Revolution Day:** Monday, November 16
- **Christmas Day:** Friday, December 25

Primary Travel Periods

- **Summer Holidays:** July, six weeks of school vacation
- **Easter Holidays and Holy Week:** April, two weeks of school vacation
- **Christmas Holidays:** December-January, two weeks

Public School Holidays 2020

- **Holy Week:** April 6-17
- **Summer:** July 3-August 17
- **Winter:** December 20-January 7

Travel Trends

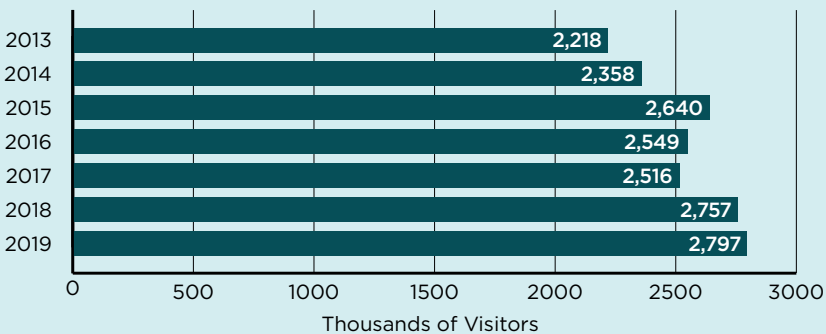


International Travel Trends

Spending Trends: Exports (millions of U.S. dollars)

	2009	2010	2011	2012	2013	2014	2015	Change
Total Travel & Tourism Exports	\$5,235	\$7,603	\$9,983	\$11,343	\$12,419	\$13,429	\$14,388	\$9,267
Travel Receipts	\$3,988	\$5,846	\$7,411	\$8,531	\$9,247	\$9,247	\$11,072	\$7,123
Passenger Fare Receipts	\$1,247	\$1,757	\$2,572	\$2,812	\$3,172	\$3,172	\$3,316	\$2,144
Change (%) in Total Exports	2	45	31	14	9	5	3	181

Visitation Trends: Arrivals

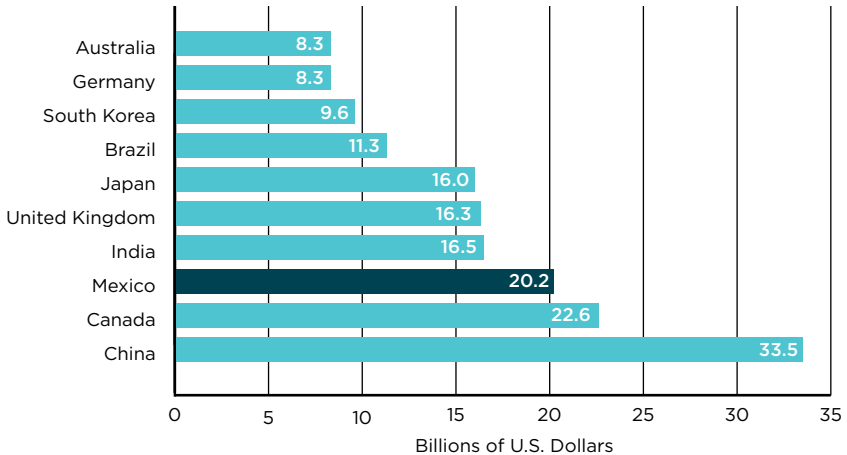


Photos: San Miguel de Allende (left), Traditional rodeo in Mexico City (right)
 Source: U.S. Department of Commerce, National Travel and Tourism Office



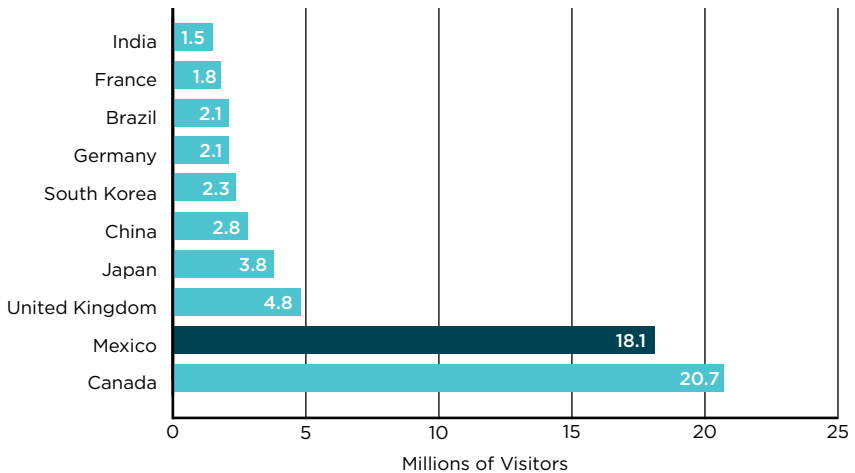
Inbound Travel Trends

Visitor Spending



International Arrivals to the USA

Top 10 Countries Generating Travel to the United States (Long-Haul Arrivals)



Source: U.S. Department of Commerce, National Travel and Tourism Office

Traveler Characteristics

Main Purpose of Trip

Purpose of Trip	2018 (%)	2019 (%)
Vacation/Holiday	52.9	54.9
Visit Friends/Relatives	20.7	20.1
Business	16.8	13.3
Convention/Conference/Trade Show	5.1	6.7
Education	2.6	2.1
Health Treatment	0.8	1.0
Religion/Pilgrimages	0.3	0.1
Other	0.8	1.6

All Purposes of Trip

Purpose of Trip	2018 (%)	2019 (%)
Vacation/Holiday	64.4	65.6
Visit Friends/Relatives	34.0	32.5
Business	18.7	15.8
Convention/Conference/Trade Show	7.6	8.6
Education	4.4	3.6
Health Treatment	1.0	1.2
Religion/Pilgrimages	1.0	0.7
Other	0.7	1.5
NET PURPOSES OF TRIP		
Leisure & Visit Friends/Relatives	79.2	78.9
Business & Convention	24.2	22.6

Source: U.S. Department of Commerce, National Travel and Tourism Office



Select Traveler Characteristics

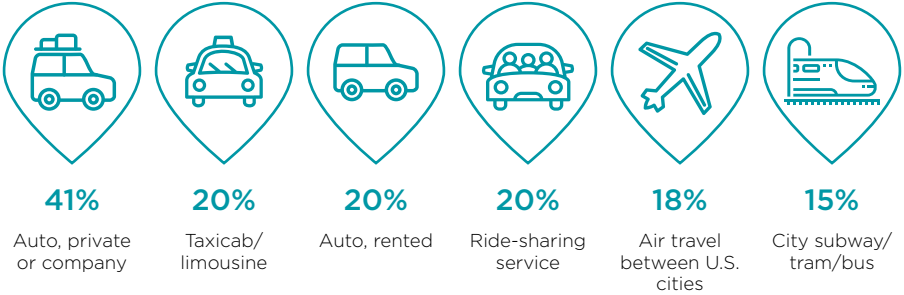
Traveler Characteristics	2018	2019
Length of Stay in USA (Mean Nights)	12.3	13.8
Length of Stay in USA (Median Nights)	6	6
First International Trip to the USA	11.6%	11.8%

U.S. Destinations Visited (States, Cities, and Regions)

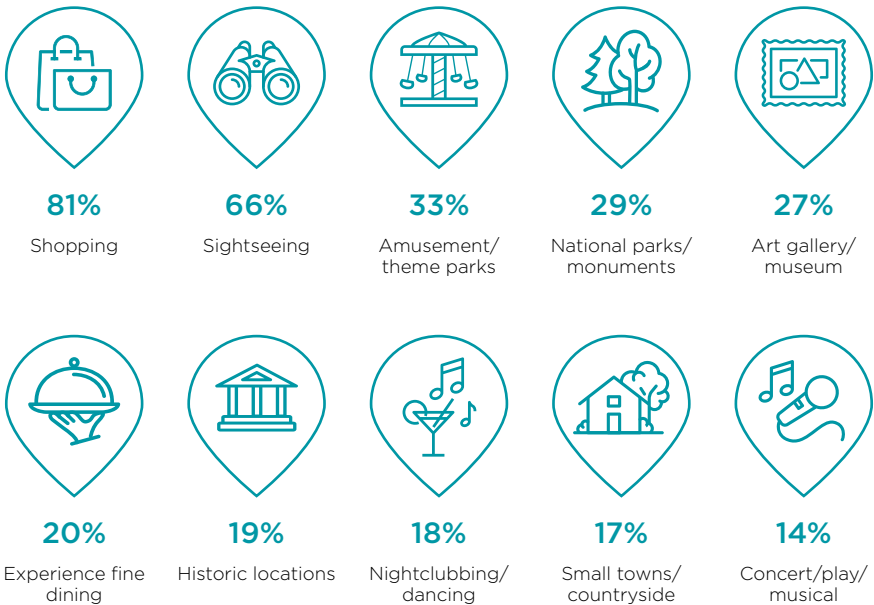
U.S. Destinations/ Regions	2018 (%)	2019 (%)
REGIONS		
East North Central	12.11	10.55
Middle Atlantic	13.33	13.47
Mountain	14.60	15.26
Pacific	22.44	21.22
South Atlantic	21.33	24.81
West South Central	18.52	18.30
STATES/TERRITORIES		
Illinois	8.30	7.37
New York	12.18	12.08
Nevada	10.0	9.93
California	21.01	19.28
Florida	17.53	18.26
Texas	17.88	17.78
CITIES		
Chicago	7.72	7.18
New York City	11.91	11.77
Las Vegas	10.24	9.78
Los Angeles	13.19	12.56
Houston	10.47	10.35
Miami	8.07	10.23

Source: U.S. Department of Commerce, National Travel and Tourism Office

Transportation Used in the USA



Activity Participation While in the USA



Source: U.S. Department of Commerce, National Travel and Tourism Office

Market Snapshot



The USA is the number one destination for Mexican travelers, representing 26.4 percent of the total market share. In 2019, 20.9 million Mexican residents traveled to the USA; 86.6 percent arrived by land, while 13.3 percent arrived by air. Arrivals by land have shown a decrease due to insecurity in Mexican northern states; however, arrivals by air have increased.

On the spending side, Mexican travelers ranked third in 2018, spending USD20.3 billion—five percent more than the preceding year. It was the fourth straight year that Mexican travelers' spending increased while visiting the United States.

The Mexican economy has experienced moderate to high GDP since the 2009 recession, until last year, when annual growth was zero percent. Investors' certainty in the country and economic perspectives in the medium term have been questioned due to unpredictable policymaking.

Mexican Traveler Profile

Mexican travelers usually travel for holiday purposes, followed by visiting friends and family, and then business.

The top activities while traveling to the USA are:

- Shopping (83 percent)
- Sightseeing (64.9 percent)
- Amusement/theme parks (27.8 percent)
- Art galleries/museums (23.7 percent)
- National parks/monuments (23.6 percent)

Photos: Outdoor food market, Mexico City (left); traditional Mexican costume (right)

Source: NTTO; Standare & Poors

- Fine dining (22.8 percent)
- Historical locations (16.8 percent)
- Concerts and music (13.4 percent)
- Sporting events (13.2 percent)

About 90 percent of Generation X search for deals and read travel reviews before making a decision.

Adventure, music, and sports have become important reasons for Mexicans to choose the USA as a weekend or long weekend destination because of the proximity and connectivity between both countries. These activities have a great growth potential in market, and they are part of Brand USA's strategies in Mexico for 2020.

Millennials, affluent consumers, and parents with young children are the largest group of vacationers. The younger generation (20–35 years old) is traveling more than previous generations and values experience over material possessions.

Demographics of Target Markets

- **Generation Z (0–22 years)** is looking for off-the-beaten-path destinations. They are open-minded, looking for recommendations from locals, and embrace the “you only live once” (#YOLO) mentality. They travel nearly 30 days a year, and although they have a budget in mind when planning a trip, they invest in travel and are more likely than other generations to travel internationally.
- **Millennials (23–37 years)** More than any other generation, advertisements are influential during millennials' decision-making process, and they are most influenced by advertisements featuring appealing deals, imagery, and informative content. More than half of millennials are using OTAs to book travel, followed by other search engines.
- **Generation X (38–52 years)** This group travels the least amount of days per year, but when they do, they spend more on hotels, prefer relaxing trips, and enjoy sightseeing vacations and visiting family members abroad.



About 90 percent of Generation X search for deals and read travel reviews before making a decision, and 88 percent said informative content from destinations and travel brands influence their decisions.

- **Baby Boomers (53–71 years)** Traveling an average of 27 days per year and heavily focused on visiting family, Baby Boomers know where they want to go and how to get there. They are less likely to be tied to a budget than other generations, and when not visiting family, they fill their itinerary with museums, historical sites, arts and culture, and recommendations from locals.

Booking Trends

Booking Search Method	2019 (%)
Airline	55.7
Online Travel Agency (OTA)	34.5
Personal Recommendation	24.8
Travel Office	12.9
Corporate Travel Department	12.7
Tour Agency	8.4
Travel Guide	5.1
Tour Operator	3.3
Other	3.7

Source: Google

Mexican travelers are purchasing last-minute deals more than ever before due to economic and political uncertainty and a constantly changing exchange rate since the new presidential administration. The Mexican consumer relies less on travel agencies and tends to buy directly from OTAs, airlines, and hotels.

Mexican international travelers prefer to purchase flights online after comparing prices with several OTAs and airline websites. The same trend is also happening when booking hotels. However, if it is the traveler's first time visiting a destination or they want to celebrate a special date outside with their family and friends, they tend to consult with a travel agent.

Top Destinations and Distribution Networks

The top U.S. destinations for Mexican travelers:

- Los Angeles
- Houston
- New York City
- Miami
- Las Vegas
- Orlando
- Chicago
- San Francisco
- Dallas
- San Antonio

When booking travel to the USA, OTAs are the main distribution network in Mexico. Expedia, Despegar, Best Day, and Price Travel are preferred by Mexican travelers, followed by corporate and leisure travel tour operators, such as American Express Global Business Travel, Consolid Mexico (CTS), and BCD Travel. The top performing travel agencies in Mexico are American Express TLS, Viajes Palacio, Viajes El Corte Inglés, and Viajes Intermex.

Brand USA Resources



Online Channels

Digital Marketing/Social Media

The majority of the USA Campaigns are driven by digital marketing strategies to engage, inspire, and prompt international travelers to visit the United States. A variety of channels and methods are used, including:

- Proprietary website platforms
- Social media channels
- Global digital marketing and social campaigns
- Rich media
- Targeted advertising

Proprietary Consumer Website Platforms

Brand USA has two online consumer identities in the marketplace:

- VisitTheUSA (VisitTheUSA.com), which includes a global site in English plus in-language sites in most markets where Brand USA markets the United States to international travelers
- GoUSA, which is active in Asian markets, including China and Hong Kong (GoUSA.cn), Taiwan (GoUSA.tw), India (GoUSA.in), Japan (GoUSA.jp), and South Korea (GoUSA.or.kr)

Together, the VisitTheUSA and GoUSA website platforms are the consumer-facing online identities international travelers associate with travel to the United States.

Photos: Chichén Itzá (left); El Arco, Cabo San Lucas (right)

Social Media Channels

In addition to the global and in-market VisitTheUSA and GoUSA proprietary websites, Brand USA leverages related social media accounts in consumer-facing content and communications. Each market where Brand USA has a fully developed marketing presence has a dedicated, in-language website and social channels, which Brand USA uses to reach consumers in its target markets.

The following handles are used for global, consumer-facing promotions in English:

- **Website:** VisitTheUSA.com
- **Twitter:** @VisitTheUSA
- **Facebook:** Facebook.com/VisitTheUSA
- **YouTube:** YouTube.com/VisitTheUSA
- **Instagram:** VisitTheUSA

The following campaign hashtags support global and thematic promotions and initiatives:

- **Global:** #VisitTheUSA
- **Flavors/Culinary:** #TasteUSA
- **Road Trips:** #RoadTripUSA
- **Great Outdoors:** #OutdoorsUSA
- **Market the Welcome:** #USAWelcome

In addition to leveraging these global channels, Brand USA currently has localized social media efforts in the following markets via the channels shown in the Digital Channels chart on the following page.



Digital Channels

Market	URL	Local Tagline	Channels	Hashtag	
Australia	VisitTheUSA.com.au	Plan Your USA Trip Now	@VisitTheUSA @VisitTheUSA	facebook.com/VisitTheUSAau YouTube.com/VisitTheUSA	#VisitTheUSA
Brazil	VisiteosUSA.com.br	Planeje Sua Viagem Aos USA Agora Mesmo	@VisiteOsUSA @VisitTheUSA	facebook.com/VisiteOsUSA YouTube.com/VisiteOsUSA	#VisiteOsUSA
Canada: English	VisitTheUSA.ca	Plan Your USA Trip Now	@VisitTheUSAcA @VisitTheUSA	facebook.com/VisitTheUSAcA YouTube.com/VisitTheUSA	#VisitTheUSA
Canada: French	fr.VisitTheUSA.ca	Planifiez Votre Voyage Aux USA Dès Maintenant	@VisitTheUSAcA @VisitTheUSA	facebook.com/VisitTheUSAcA YouTube.com/VisitTheUSAFr	#VisitTheUSA
Chile	VisitTheUSA.cl	Planifica tu viaje a USA ahora	@VisitTheUSAes @VisitTheUSA	facebook.com/VisitTheUSAcl YouTube.com/VisitTheUSAes	#VisitTheUSA
China	GoUSA.cn	即刻 定制 您的 USA 旅行计划	Sina Weibo (Chinese microblogging site/hybrid of Twitter and Facebook): http://weibo.com/GoUSAcn Tencent Weibo (Chinese microblogging site): http://t.qq.com/DiscoverGoUSA Youku (YouTube equivalent): http://i.youku.com/gousacn Weishi (Vine equivalent): http://www.weishi.com/u/23484775 Wechat (Chinese mobile social network for texting, images, music and articles sharing, mobile only): 美国国家旅游局 Lofter (Photo sharing platform): http://GoUSA.lofter.com	#VisitTheUSA	
Colombia	VisitTheUSA.co	Planifica tu viaje a USA ahora	@VisitTheUSAes @VisitTheUSA	facebook.com/VisitTheUSAco YouTube.com/VisitTheUSAes	#VisitTheUSA
France	VisitTheUSA.fr	Préparez Votre Voyage Aux USA Dès Maintenant	@VisitTheUSAFr @VisitTheUSA	facebook.com/VisitTheUSAFr YouTube.com/VisitTheUSAFr	#VisitTheUSA
Germany	VisitTheUSA.de	Plant Jetzt Eure Reise In Die USA	@VisitTheUSA @VisitTheUSA	facebook.com/VisitTheUSAdE YouTube.com/VisitTheUSAdE	#VisitTheUSA
Global	VisitTheUSA.com	Plan Your USA Trip Now	@VisitTheUSA @VisitTheUSA	facebook.com/VisitTheUSA YouTube.com/VisitTheUSA	#VisitTheUSA
India	GoUSA.in	Plan Your USA Trip Now	@GoUSAin @VisitTheUSA	facebook.com/GoUSAin YouTube.com/GoUSAin	#USATrip
Japan	GoUSA.jp	今すぐ USAへの 旅の 計画を	@GoUSAjp @VisitTheUSA	facebook.com/GoUSAjp YouTube.com/GoUSAjp	アメリカ旅行
Mexico	VisitTheUSA.mx	Planifica Tu Viaje A USA Ahora	@VisitTheUSAes @VisitTheUSA	facebook.com/VisitTheUSAmx YouTube.com/VisitTheUSAes	#VisitTheUSA
Korea	GoUSA.orkr	지금 USA 여행을 계획해보세요	@GoUSAkr @VisitTheUSA	facebook.com/GoUSAkr YouTube.com/GoUSAkr	#미국여행
Sweden	VisitTheUSA.se	Plan Your USA Trip Now	@VisitTheUSA @VisitTheUSA	facebook.com/VisitTheUSAse YouTube.com/VisitTheUSA	#VisitTheUSA
Taiwan	GoUSA.tw	N/A	N/A	facebook.com/GoUSA.official	N/A
United Kingdom	VisitTheUSA.co.uk	Plan Your USA Trip Now	@VisitTheUSAuk @VisitTheUSA	facebook.com/VisitTheUSAuk YouTube.com/VisitTheUSA	#VisitTheUSA

Brand USA Traveler Research

In the summer of 2013, Brand USA launched its Global Market Intelligence program. As part of this program, Brand USA commissioned PhoCus Wright, Inc. to conduct proprietary consumer research in various international markets. Respondents were recruited from an online panel. For markets beyond North America, the results reflect responses from adults who travel outside of their continent for leisure. The Global Market Intelligence program is designed to gain insight into travelers' perceptions of the USA and its competitors, as well as general travel behaviors and preferences.

Top Five Motivations for Selecting Last Intercontinental Destination

Question: What motivates your desire to visit that destination? Select all that apply (N=2032).

Base: Mexico Intercontinental travelers.



61%

Cultural historic attractions



51%

Dining/
gastronomy



49%

Urban attractions



45%

Local lifestyle



43%

Shopping

Top Five Strongest Impressions of the USA

For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply (N=2032). Base: Mexico Intercontinental travelers.

49%

Diverse

38%

Trendy

34%

Adventurous

33%

Down-to-earth

30%

Open-minded



Top Five Channels Used in Destination Selection for Last Intercontinental Trip

Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: Mexico Intercontinental travelers (N=2032).



69%

Websites via computer



47%

Websites/ applications via mobile phone



43%

Personal recommendations from family and friends



39%

Websites/ applications via tablet

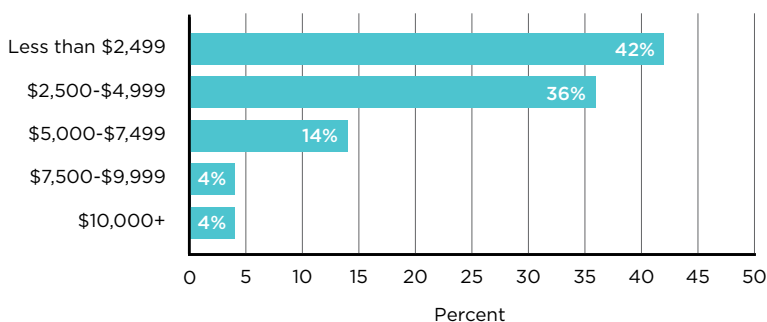


22%

Online advertising/ email

Expected Household Travel Spend for Next Intercontinental Trip

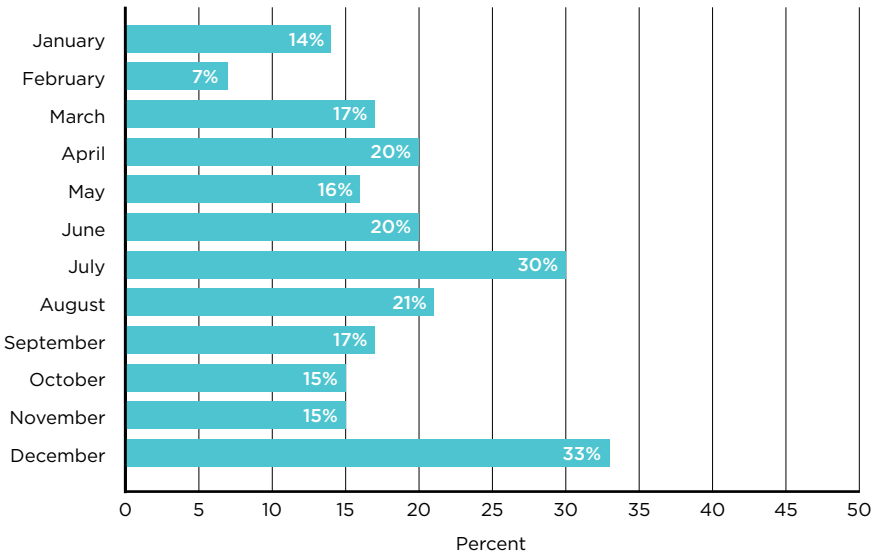
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/ Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: Mexico Intercontinental travelers (N=2032). Note: Totals may not add up to 100% due to rounding (Conversion MXN to USD= 0.053).



Mean: \$3,754 **Median:** \$2,915

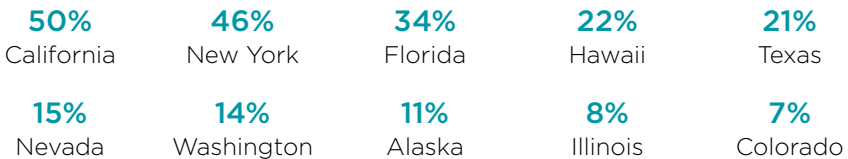
Months Traveled (March 2017–March 2019)

Question: During what month(s) did you take your holiday(s)? Base: Mexico Intercontinental travelers (N=2032).



Destination Interest—Top 10 States

Question: You indicated in a previous question that you have interest in visiting the USA some time in the future. Which U.S. state(s) are you interested in visiting? Base: Mexico Intercontinental travelers with interest in visiting the United States (N=1939).





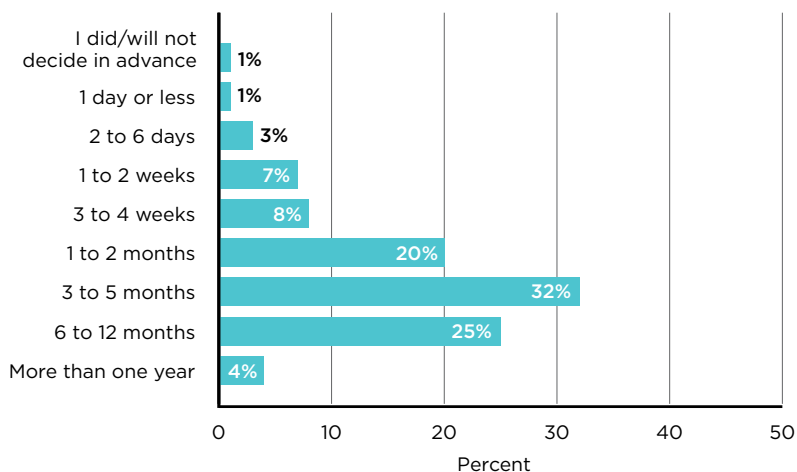
Expected Travel Party Size of Next Intercontinental Trip

Question: Who will travel with you on this holiday? Select all that apply. Base: Mexico Intercontinental travelers (N=2032). Note: Totals may not add up to 100% due to rounding.



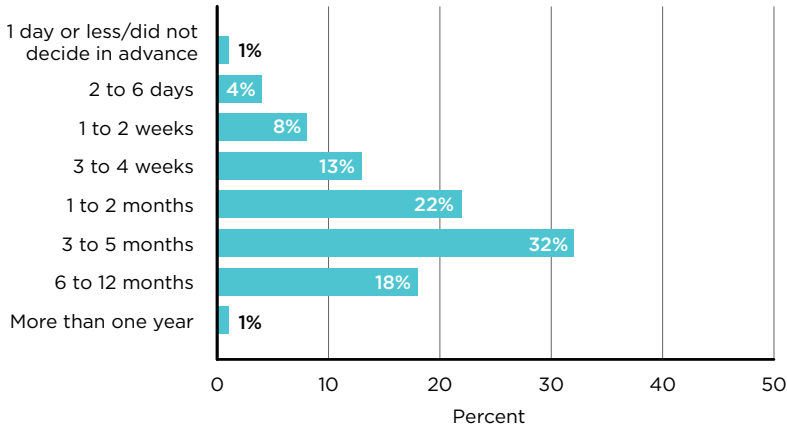
Destination Decision for Next International Trip

Question: How far in advance of your departure date did/will you decide on the destination? Base: Mexico Intercontinental travelers (N=2032). Note: Totals may not add up to 100% due to rounding.



Air Booking for Next International Trip

Question: How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: Mexico Intercontinental travelers (N=2032). Note: Totals may not add up to 100% due to rounding.



Net Promoter

Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: Mexico Intercontinental travelers (N=2032). Note: Totals may not add up to 100% due to rounding.



47%

I would bring it up to recommend as a destination



27%

I would tell people positive things about it if it were brought up



18%

I would tell people neither positive nor negative things if it were brought up



5%

I would tell people negative things if it were brought up



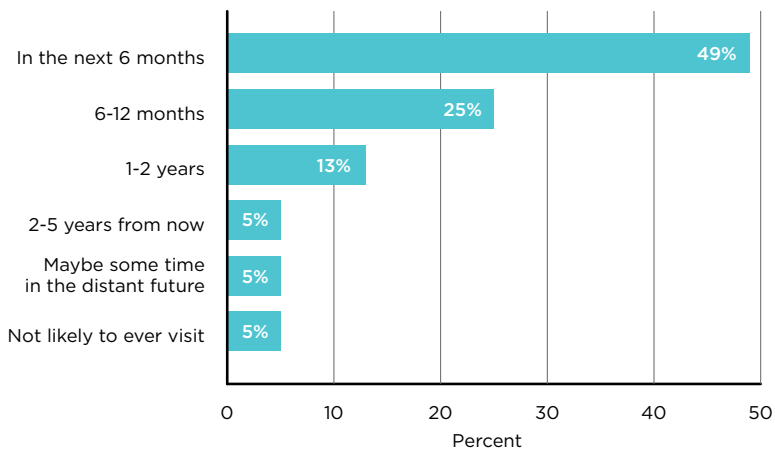
4%

I would bring it up to discourage people from traveling there



Likelihood of Travel to the USA

Question: When, if ever, are you likely to visit the following countries? Base: Mexico Intercontinental travelers (N=2032).



Highlights of Success

Over the past seven years, Brand USA's marketing efforts have generated...

7.5 million
incremental visitors



nearly
\$25 billion
incremental spending

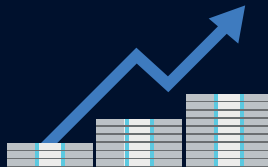


50,000+
incremental jobs
supported
each year

\$7.1 billion
federal, state &
local taxes



nearly
\$55 billion
total economic
impact





Brand USA Markets

Brand USA deploys its marketing efforts in a strategic combination of emerging and established markets that have the potential to drive the greatest returns in terms of visitation, spend, and market share.

Based on these market selection factors, Brand USA currently focuses the majority of its consumer marketing efforts in the following markets:

- Australia
- Brazil
- Canada
- Chile
- China
- Colombia
- France
- Germany
- India
- Japan
- Mexico
- South Korea
- Sweden
- United Kingdom

These 14 international markets generate more than 80 percent of inbound travel to the United States. Through the combined total of Brand USA's cooperative marketing platforms, contributed media, and trade outreach, the international marketing effort is present in more than 40 markets.

Brand USA Partnerships



About the U.S. Department of Commerce

Brand USA works in close concert with the U.S. Department of Commerce through the National Travel and Tourism Office (NTTO) and the U.S. Commercial Service.



The National Travel and Tourism Office (NTTO)

NTTO is the liaison between Brand USA and the federal government. The office works with Brand USA on behalf of the Secretary of Commerce, who appoints the Brand USA Board of Directors and approves Brand USA's annual objectives in consultation with the Secretary of State and the Secretary of Homeland Security. Additionally, NTTO facilitates the approval of matching funds for Brand USA and connects Brand USA to other federal agencies.

More broadly, NTTO creates a positive climate for growth in travel and tourism by reducing institutional barriers to tourism, administering joint marketing efforts, providing official travel and tourism statistics, and coordinating efforts across federal agencies through the Tourism Policy Council. The office works to enhance the international competitiveness of the U.S. travel and tourism industry and increase its exports, thereby creating U.S. employment and economic growth through:

- Management of the travel and tourism statistical system for assessing the economic contribution of the industry and providing the sole source for characteristic statistics on international travel to and from the United States;

*Photos: Guanajuato (left); Costa Maya (right)
Source: CIA World Factbook 2018, unless noted otherwise*



- Design and administration of export expansion activities;
- Development and management of tourism policy, strategy and advocacy; and
- Technical assistance for expanding this key export (international tourism) and assisting in domestic economic development.

Contact:

The NTTO is located in the International Trade Administration of the Department of Commerce.

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The U.S. Commercial Service

The U.S. Commercial Service (USCS) is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration (ITA). The USCS is a federal government agency with a domestic network of over 100 offices and a global network operating in over 75 countries. The mission of the USCS is to assist American companies in their export needs and to support foreign direct investment into the United States.



As America's largest service export, travel and tourism is a key sector for the USCS. The Commercial Service Global Travel and Tourism Team helps U.S. destinations and travel suppliers to attract international visitors and to grow international arrivals. This assistance can include: trade counseling, market research, vetting of potential partners, outreach to wholesale buyers, and support with international sales calls/trade shows/visits. Our specialists in Mexico can be reached at the contact details below.

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8.3.20