

Visitor Economy JOBS and Social Development

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México



House of Commons Aligned Advocacy Dinner





Mexico at a Glance

U.S. Border
3K kms

GDP per capita
1,154.0 (US\$ bill)

Area
2 Mill Square Kms



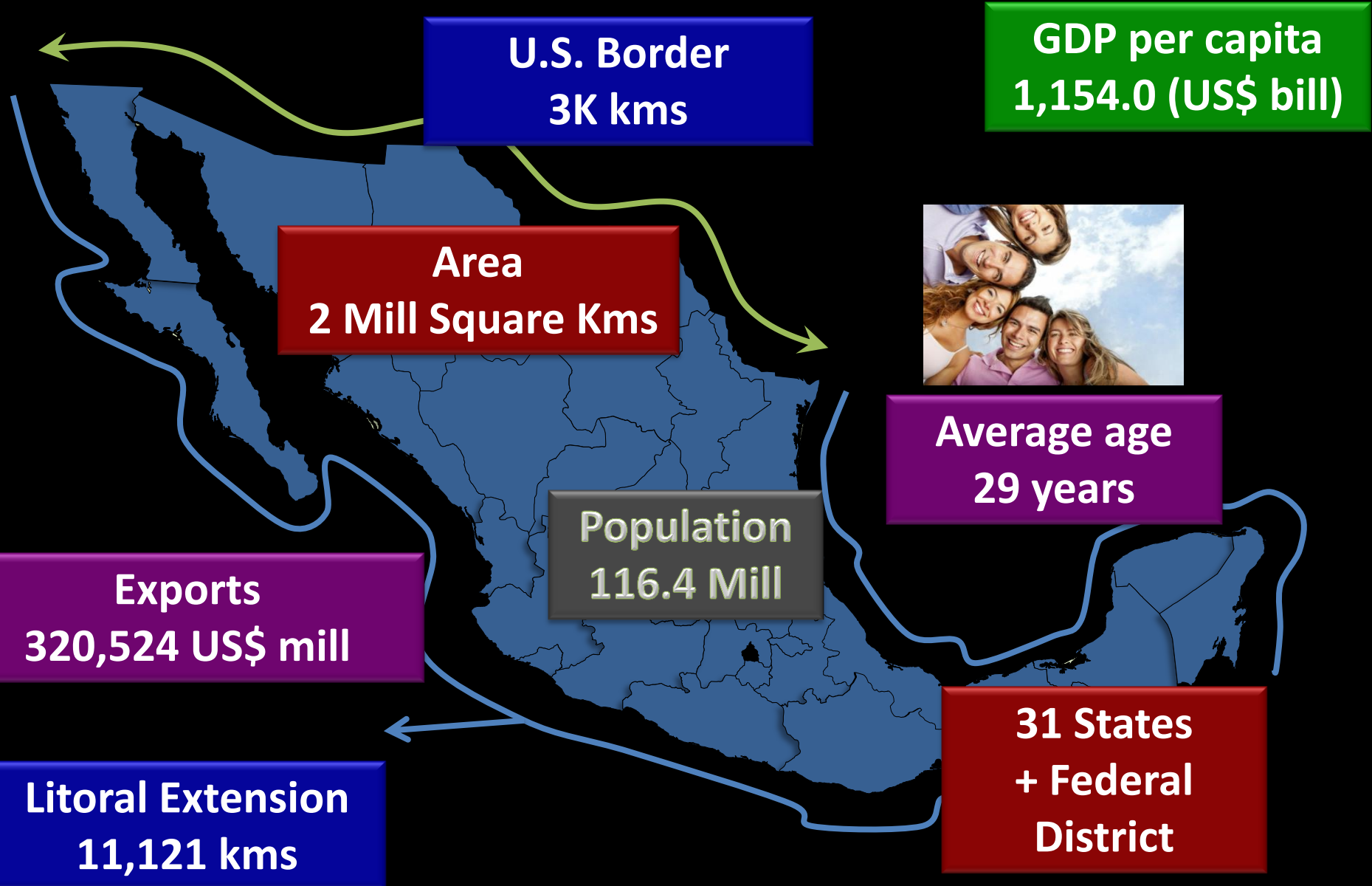
Average age
29 years

Population
116.4 Mill

Exports
320,524 US\$ mill

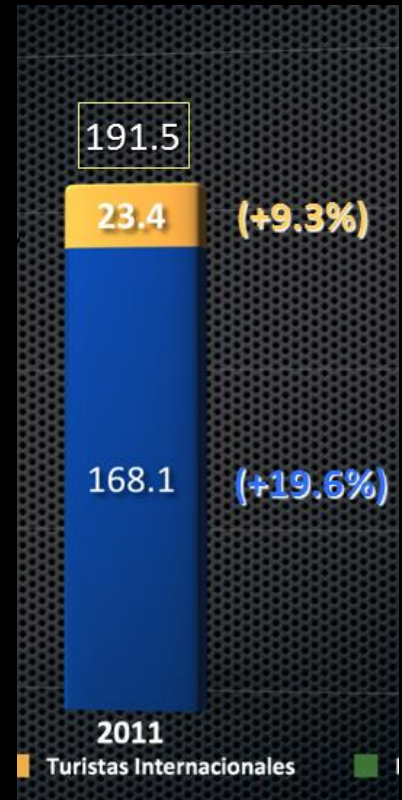
Litoral Extension
11,121 kms

31 States
+ Federal
District



Tourism in México

- ✓ 9% of the GDP
- ✓ 3rd highest source of foreign income
- ✓ 2.5 million direct jobs, 5 million indirect
- ✓ + 43 thousand economic units
- ✓ 80% are SMEs
- ✓ Top 10 destination → +23mill arrivals



Mexican Assets

- **38 UNESCO World Heritage Sites/goods (Top 5 Worldwide)**
- **Gastronomy (2010) and MARIACHI (2011) World Heritage**
- **83 Magic Towns**
- **+ 3K years of history**
- **40K archaeological sites and 62 ethnics**
- **Routes of Mexico**
- **+ 50 world-class golf courses**

- **+ 640K hotel rooms**
- **14 AAA Hotels 5 Diamond Award**
- **Cruises (Cozumel largest port of call in the world)**
- **174 protected natural areas**
- **70 convention centers/MICE**
- **Sun & beach icon destination (Los Cabos, Cancun, etc.)**



Cancun Case: Destination Development



1 Preliminary studies, Master Plan, Environmental Impact Assessments

2 Regional infrastructure and connectivity

3 Urbanization

4 Real state and promotion

5 Lodging and equipment building

6 Tourist services operation

7 Maintenance



Cancun Achievements

- ✓ First tourist destination in the Caribbean area and Mexico
- ✓ Most dynamic tourist region
- ✓ Strong positioning brands
- ✓ +4.5 billion US dollar income receipts, 33% national tourism foreign exchange
- ✓ Cancun 2nd Mexico's international airport in flights and passengers



Master Plan

- ✓ **Planned capacity:**
 - 25,000 rooms
- ✓ **Goals:**
 - 2.25 million visitors
 - 22,000 rooms
 - 200,000 population

Year	Rooms			Visitors (millions)			Population (Million)
	Cancun	Riviera Maya	Corridor	Cancun	Riviera Maya	Corridor	
2000	25,368	15,718	41,086	2.9	1.2	4.1	.350
2012	29,694	35,284	64,978	4.4	3.4	7.8	.660
2025	30,000	82,700	112,700	4.8	6.5	11.3	1.763

National Agreement on Tourism Alignment

2011 YEAR of Tourism
in Mexico

National Priority

- ➔ One Goal and One Plan
- ➔ 10 Strategic Pillars
- ➔ ALL





7th APEC TOURISM MINISTERIAL MEETING

23-24 JULY 2012, KHABAROVSK, RUSSIA



T20 Merida, México



T20 Merida Declaration



Travel and visa facilitation processes by the G20 countries could create 5.1 million jobs amongst the G20 economies.

T20 Meeting with President Calderon



T20/WTTC (Public & Private Sector Together)



WORLD TRAVEL & TOURISM COUNCIL

The Americas Summit

RIVIERA MAYA, MEXICO 16-18 MAY 2012



G20 Los Cabos, Mexico 5 Priorities





G20 Declaration – Los Cabos, México

*We recognize the role of travel and tourism as a vehicle for **job creation**, economic growth and development, and, while recognizing the sovereign right of States to control the entry of foreign nationals, we will work towards developing travel facilitation initiatives in support of job creation, quality work, poverty reduction and global growth.*

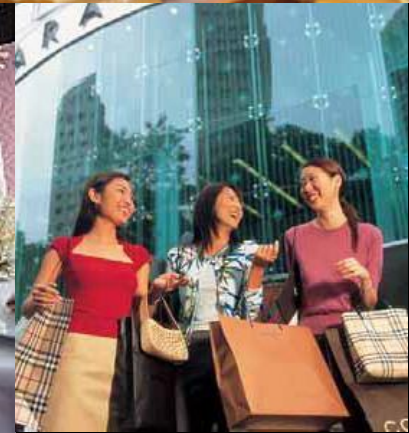
G20 – Los Cabos, México



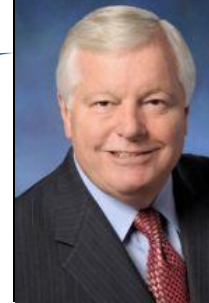
Visitor Economy Contribution



Job Creation & Social Development



Industry Alignment



Thailand

Great
Hospitality



Culture



Youth

+34% aged 24 or under

Unique



Asia

Service
Oriented



Multiple
Cultures



Youth

+60% of world's youth
population (UN)

Multi
Destination



Largest potential and opportunities

By 2020 more than half the world's middle class could reside in Asia - WSI

Recommendation

Public

Private

Academia

Unions

Congress

Partnership

NGOs

Parliament

Velocity
Speed

Complex





