



Mexico Market Highlights – Facts at a Glance

An estimated 2 million Mexican long-haul pleasure travellers intend to visit Canada in the next two years.

2017 Performance



Arrivals¹

359K (↑47%)



Average Trip Spend²

\$1,924

- Arrivals success was earmarked by considerable expansion in air capacity between Mexico and Canada (up 71% over 2016), as well as continued positive windfall from changes to visa requirements in 2016.
- The increase in direct air capacity was driven largely by new services operated by Interjet to Montreal, Toronto and Vancouver, as well as Aeromexico's expansion into Calgary.

2018 Forecast



Visitor Forecast²

433K (↑19%)



Spend Forecast²

\$741M (↑22%)



Airline Seat Capacity³

↑**37%**



Local Currency vs CAD⁴

↑**2.7%**

Market Insights



Pleasure and recreation travel to Canada grew more than any other trip purpose, up an estimated 114% over 2016.²



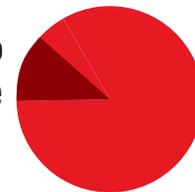
In 2017, Canada was ranked 3rd behind the US and Spain among countries Mexican travellers were considering visiting in the next 2 years.⁵



Three-quarters of recent Mexican visitors to Canada mentioned consulting a travel agent for their trip, either for research or booking.⁵

Channel Investment Mix

16%
Travel Trade



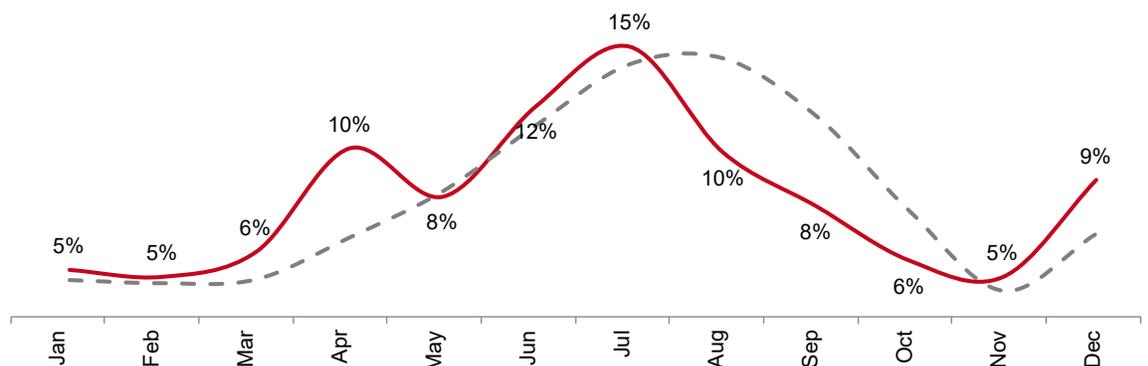
84%
Consumer Direct
& Earned Media

Travel Seasons¹

% of arrivals to Canada by month

— Mexico

- - Destination Canada Market Average



Market Potential⁵



2,661,500

Canada's target market



60%

are definitely/very likely to visit
Canada in the next 2 years



1,594,000

Canada's immediate potential

Top Drivers⁵

The main features that Mexican travellers desire in a destination are...

- 1** Intellectually stimulating travel experiences
- 2** Proud to tell people I have visited
- 3** Touring around to multiple destinations
- 4** Distinctive experiences during four seasons
- 5** Unique culture I want to experience on vacation
- 6** Safe place to visit
- 7** Spend quality time with friends and/or family
- 8** Allows me to de-stress
- 9** Cities are great for exploring and soaking in the atmosphere
- 10** Combines both outdoor activities and city experiences

Target Audiences



Authentic Experiencers 18-34

They want to get outside of their comfort zone by living like a local and experiencing things they can't at home.

Key themes

Connect to authentic, culturally unique experiences with accompanying itineraries that are easy and compelling to act upon.



Engaging with Canada's natural beauty

Participate in physically engaging outdoor activities while taking in Canada's natural beauty.



Discovering culturally engaging experiences

Experience distinctively Canadian culture, personalities, and cuisine that can't be found at home.



Uncovering hidden gems

Finding the lesser-visited attractions that will make their experience in Canada unique.



Free Spirits 35-54

They want to disconnect from their daily grind for with a trip to a cool place that will elevate their status

Key themes

Inspire with iconic and niche experiences that will make their experience in Canada unique and share-worthy:



Exploring regions, not destinations

Touring multiple destinations favouring experiences connecting urban and outdoor adventure.



Experiencing Canada's natural beauty

Feeling wowed by beautiful landscapes and scenery; Seeing wildlife in its natural habitat.



Experiencing vibrant cities

Experiencing urban icons interspersed with local, niche experiences that take place both in and out of cities.

Canada

For further information, please contact:

Mr. Jorge Morfin

Account Director

PR Central

Mexico City, Mexico

jorge.morfin@prcentral.com

¹ Statistics Canada, Frontier Counts, 2017

² Destination Canada Research estimates, using Statistics Canada preliminary Q1-Q3 ITS, Frontier Counts and e311 adjusted data (April 2018)

³ IATA SRS Analyzer Data, March 2018

⁴ Tourism Economics, March 2018

⁵ Global Tourism Watch 2017