

Mexico Tourism Report Q4 2015

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Abstracts

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BMI View: Stronger economic growth in the US in 2015 will drive higher tourist arrivals to Mexico. European arrivals will also hold up despite economic uncertainty in the region, demonstrating the growing attractiveness of Mexico as a tourist destination.

Mexico's tourist market is one of the most developed in Latin America, benefiting from an extended Caribbean coastline that attracts large numbers of tourists, including cruise ship stopovers. The country's proximity to the US is also a major advantage, as US tourists are able to visit the country for either minibreaks or longer holidays. However, the downside of this is a dependence on arrivals from the US, and Mexico's tourist market has only just emerged from a prolonged downturn driven by a slowdown in US tourist arrivals.

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