**1.8 million Mexican long-haul leisure travellers intend to visit Canada in the next two years.**

## Market Insights

**Cities and Nature**
Mexican travellers are looking for wide-open spaces that allow them to decompress and reconnect with nature. At the same time, they are also interested in cultural and culinary experiences within cities.

**Winter Opportunity**
There is an opportunity for Canada to deliver on the strong demand for winter travel from November to December. Mexican travellers are particularly interested in winter activities, such as viewing the northern lights, snowshoeing and cross-country skiing.

**Inspired Travel**
Mexican travellers are looking for inspiring destinations where they can form lifelong memories. They are eager to be among the first to try experiences and to seek out ones that cannot easily be enjoyed elsewhere.

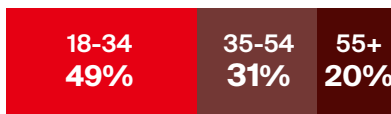## Market Potential[1]

Canada's target market
**2,684,000**

**67%**
are definitely/very likely to visit Canada in the next 2 years

**1,790,000**
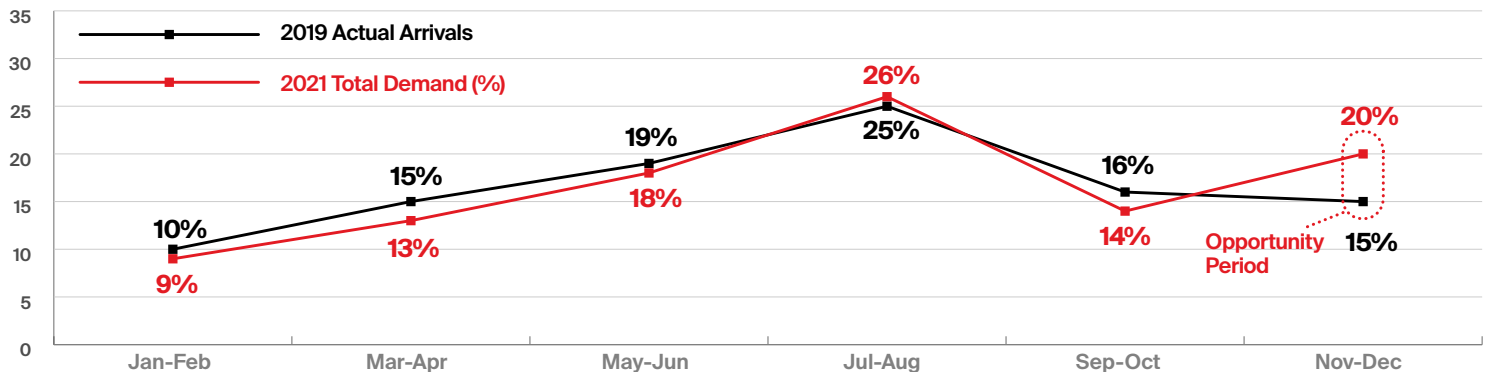Canada's immediate potential in the next 2 years

## Demographics[1]

**Age**

| 18-34 | 35-54 | 55+ |
|---|---|---|
| **49%** | **31%** | **20%** |

**Monthly Household Income**

| | |
|---|---|
| Less than 7,000 Pesos | **14%** |
| 7,000 to less than 21,999 Pesos | **32%** |
| 22,000 to less than 54,999 Pesos | **29%** |
| 55,000 Pesos or more | **13%** |

**Children**

| Yes **53%** | No **47%** |
|---|---|

## Seasonal Demand[1,2]



Legend:
- 2019 Actual Arrivals
- 2021 Total Demand (%)

| | Jan-Feb | Mar-Apr | May-Jun | Jul-Aug | Sep-Oct | Nov-Dec |
|---|---|---|---|---|---|---|
| 2019 Actual Arrivals | 10% | 15% | 19% | 25% | 16% | 15% |
| 2021 Total Demand (%) | 9% | 13% | 18% | 26% | 14% | 20% |

Opportunity Period (Nov-Dec)

## Top Motivators for Future Trip to Canada[1]

| | |
|---|---|
| Is a safe place to visit | **39%** |
| Opportunity to relax, unwind, and decompress | **34%** |
| Is somewhere I have always wanted to visit | **33%** |
| Offers cultural experiences I am interested in | **29%** |
| Is a great family destination | **28%** |
| Offers outdoor experiences I am interested in | **28%** |

## Top Barriers to Canada[1]

| | |
|---|---|
| Health risks | **29%** |
| Cost | **29%** |
| Poor weather | **26%** |
| Visa requirements | **23%** |
| Safety concerns | **14%** |
| Delays and hassles at airports and borders | **14%** |
| Poor value for money | **14%** |

## Top Activities of Interest for Future Trip to Canada[1]

| | |
|---|---|
| Northern lights | **57%** |
| Nature parks | **51%** |
| Snowshoeing or cross country skiing | **48%** |
| Hiking or walking in nature | **48%** |
| Natural attractions like mountains or waterfalls | **46%** |
| Trying local food and drink | **43%** |
| Fine dining | **42%** |
| City green spaces like parks or gardens | **40%** |
| Nightlife | **38%** |
| Camping | **38%** |
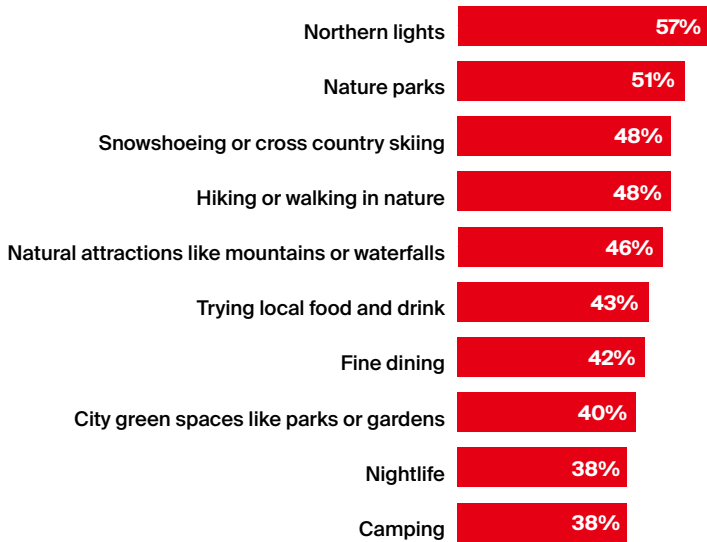
## Travel Agent Usage for Future Trip to Canada[1]

NET Definitely / Very / Somewhat Likely
**83%**

## Travel Consideration by Province, % Likely to Visit by Region (Next 2 Years)[1]

NORTH **18%**
BC **46%**
AB **36%**
SK **9%**
MB **8%**
ON **65%**
QC **58%**
ATL **23%**
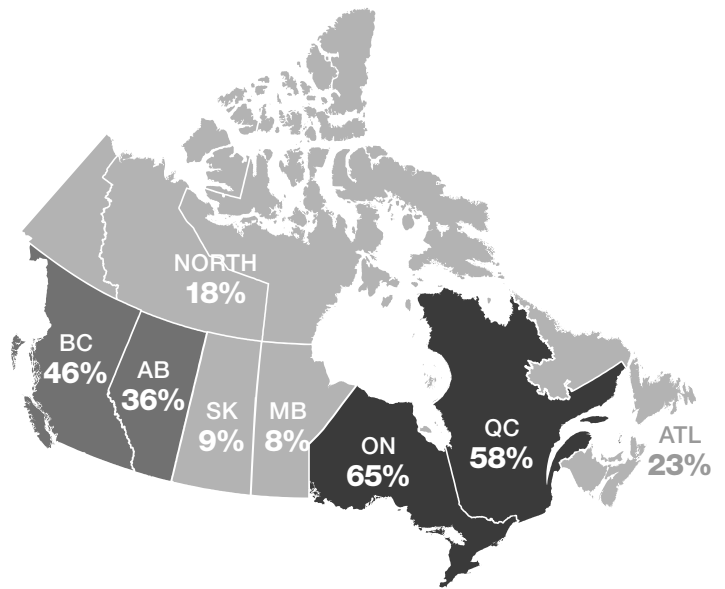
## Net Promoter Score (Normalized)[1]

- Canada
- Italy
- France
- Spain
- United Kingdom
- Germany
- Japan
- Belgium
- United States
- China
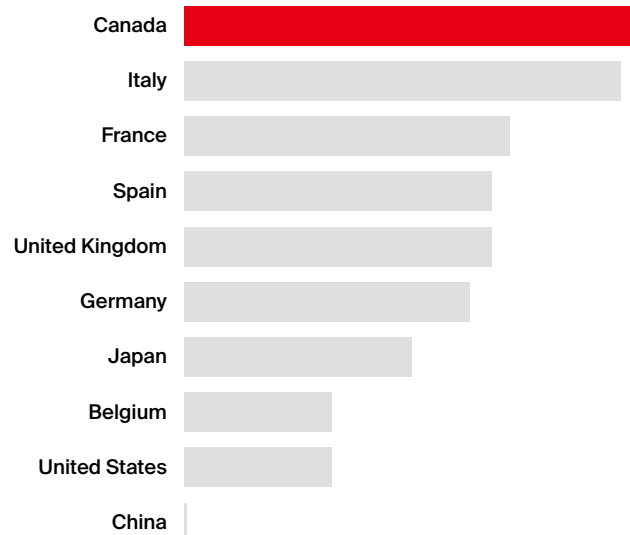
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