

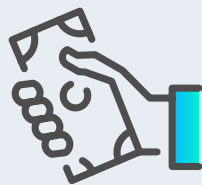
MEXICO | TRAVEL ECONOMY SERIES

Mexico is one of Canada's fastest growing tourism markets, and our Mexican visitors are having a positive impact on the travel economy. Here are some examples of how our 5th largest trading partner and North American ally is experiencing Canada since the December 2016 visa lift:



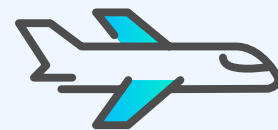
1,309,027

The # of visitors from Mexico since the visa lift¹



\$1,900 PER TRIP

Average spending by Mexican visitors while visiting Canada
18 – the average number of days Mexican tourists spend in Canada²



AIR LIFT IS INCREASING

More direct flights to cities across Canada than ever before³

THE MARKET WILL KEEP GROWING STRONGER

- **Mexicans want to come to Canada** – a total of **589,070** Mexican travellers applied for an electronic travel authorization (eTA) in the first 18 months
 - Of these, more than 98% of eTA applications have been approved⁴
- **Mexico's economy continues to grow** – OECD cites open borders & consumer spending to be large drivers of Mexico's growth⁵
- **A young market** – over 50% of Mexican travellers were under 35 in 2015!

LATIN AMERICA ON THE UPSWING?

Mexico and other Latin American markets are increasingly choosing Canada as a travel destination.⁶



INCREASE IN VISITORS FROM 2017-2018

| | |
|------------|--------|
| Argentina | +15.8% |
| Brazil | +31.1% |
| Costa Rica | +0.3% |
| Colombia | +4.2% |

¹22 month period (Dec 2016 – Sept 2018) Statistics Canada, Table 24-10-0003-01 Non-resident travellers entering Canada, by country of residence (excluding the United States)

²Destination Canada Research, "Market Background: Mexico". Accessed October 2018. <https://www.destinationcanada.com/en/markets/mexico>

³Destination Canada Research, "Mexico Market Highlights – Facts at a Glance". Accessed October 2018. https://www.destinationcanada.com/sites/default/files/archive/309-market-highlights-mexico-tmx-market-highlights_en_2018.pdf

⁴Email Correspondence, Minister of Immigration, Refugees and Citizenship Canada office, October 31, 2018

⁵<http://www.oecd.org/eco/outlook/mexico-economic-forecast-summary.htm>

⁶Statistics Canada International Travel: Advance Information