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:

**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 approved.
- Mexico’s economy continues to grow – OECD cites open borders & consumer spending to be large drivers of Mexico’s growth.
- 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.

**Increase in Visitors from 2017-2018**

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

**Mexico | Travel Economy Series**

The # of visitors from Mexico since the visa lift

$1,900 PER TRIP

Average spending by Mexican visitors while visiting Canada

Air Lift is Increasing

More direct flights to cities across Canada than ever before.

4. Email Correspondence, Minister of Immigration, Refugees and Citizenship Canada office, October 31, 2018
6. Statistics Canada International Travel Advance Information