



MEXICO READY
WORKSHOP
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TUCSON



WHY MARKET TO MEXICO?

Here are the Numbers



MEXICO MARKET BY THE NUMBERS

Economic Impact

24 million

Mexicans visitors come to ARIZONA every year.

\$2.6 billion

Mexican consumers spent in Arizona in 12 months (2007/2008)

\$976 million

are spent in Tucson per year by Mexican consumers!

23,400

jobs created on average by Mexican tourists visiting Arizona.

MEXICO MARKET BY THE NUMBERS



75%
OF VISITORS COME TO
SHOP

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MEXICO MARKET BY THE NUMBERS



Spending Habits

69% of Mexican Visa expenditures in Arizona take place in Tucson.

43% of purchases are made with cash.

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MEXICO MARKET BY THE NUMBERS



Travel Behavior

2 nights is the average length of stay

70% of expected travel size is 2 or more people

99% of visitors come from Sonora

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A program of Visit Tucson



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Our GOAL

- **To attract travelers from Mexico to shop, stay and experience Tucson and make it their destination of choice.**
- **To provide the necessary tools to our partners to capitalize on the lucrative market**
- **To promote our destination and to stay connected with the Mexico visitor not only through social media but also through our Visitor Centers in Mexico.**

15 STEPS

To Make Your Business Mexico Ready



STEP 1

Be Bi-Cultural

- **Key to Success**
- **Cultural awareness**
- **Understand that there is a right and wrong way to do business.**



STEP 2

Be Bilingual

- **Use a professional translator**
- **Be aware of regional differences**
- **Adapt your content**



NISSAN MOCO



EPIC MISTAKES



got milk?
to
Are you Lactating?

<http://www.sfgate.com/business/article/Lost-in-the-translation-Milk-board-does-without-2884230.php>



'It won't leak in your pocket
and embarrass you'
to
*'It won't leak in your pocket
and make you pregnant'*

<http://www.targetmarketingmag.com/article/5-big-bilingual-copy-mistakes-direct-marketers-make-and-how-avoid-them-402976/1#>

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STEP 3

Understanding Communication

- **Greet customers by their last name.**
- **When possible shake hands.**
- **Arms Length.**
- **Hand documents.**



STEP 4

Mexico Travel Calendar

- **Yearlong travel**

Easter, Summer, Christmas

- **Late shopping.**



STEP 5

Follow Food Protocol

- **Understand your customer.**
- **Let's go to Cancun!**



STEP 5

Follow Food Protocol

- **Understand your customer.**



CHEESEDAVE FACTORY/CSPI

STEP 5

Follow Food Protocol

- ***“What would you like to drink? “
Commonly ‘ice tea, water...’***
- **Go the extra mile
*‘How about a beer?’***
- **Don’t ‘drop’ the check, wait for them to ask for it.**
- **Late shopping = Late dinner**



STEP 6

Build a Relationship

- **Business is Personal**



STEP 7

Understand Issues Related to Travel

- **Visa Fee \$169**
- **Work Week 48 hours**
- **'El Permiso' I-94**
- **Border Wait Time**



STEP 8

Banking & Payment

- **43%** of purchases are made in cash.
- **Visitor needs to call bank to let them know about travel.**
- **Run debit as credit**
- **Credit cards could be 'printed' not embossed.**
- **Valid IDs - IFE and Mexican Passport**



STEP 9

Accommodate Your Guests

- **Walk-ins**
- **Late night arrival or Early check**
- **Luggage Storage**



STEP 10

Identify Your Customer: The Shopper

- **Calendar of Events at Front Desk.**
- **Useful Information: Upcoming Sales Dates**
- **Provide extra garbage bag**
- **Free-of-duty allowance - \$300-\$500**



STEP II

Identify Your Customer: PATIENTS

- **Medical Tourism**
 - Medical procedures**
 - Beauty services**



STEP 12

Identify Your Customer: Other

- **Business**
- **Home Buyer**
- **Investor**



STEP 13

Develop a Plan

- **Hotel and Retailers make great partnerships.**
- **75% of visitors come to shop**
- **Have 'neighbor's' coupons available.**
- **Be aware of what nearby stores offer.**



Plan for Special Sales/Rates

for travel seasons:

Back to School

Thanksgiving

Christmas

Easter Break

STEP 14

Stay Connected

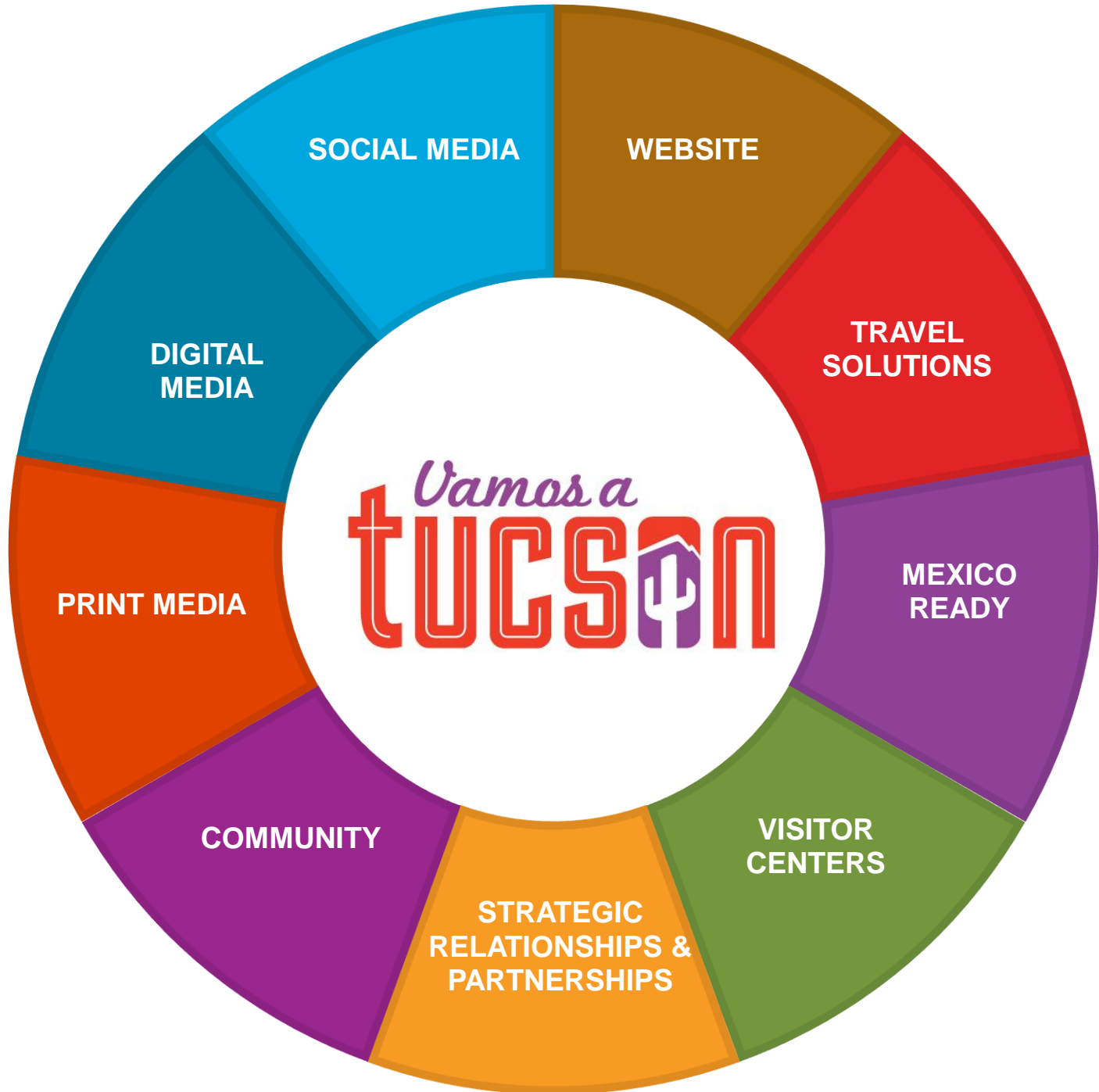
- **Ask for feedback**
- **Build database**
- **Listen**



STEP 15

Promote your Business in Mexico: Engage with Vamos a Tucson





SOCIAL MEDIA

WEBSITE

TRAVEL SOLUTIONS

MEXICO READY

VISITOR CENTERS

STRATEGIC RELATIONSHIPS & PARTNERSHIPS

COMMUNITY

PRINT MEDIA

DIGITAL MEDIA

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MEXICO READY

Requirements & Benefits



HOW TO BECOME MEXICO READY?

- ✓ **Host the 'Mexico Ready' presentation.**
- ✓ **Participate in Mexico Trade Shows**
- ✓ **Promote your business in Mexico**

WHAT ARE THE BENEFITS?

- ✓ **Promotion of your business at Visitor Centers in Mexico.**
- ✓ **List your business as a Mexico Ready property/store.**
- ✓ **Vamos a Tucson website listing**
- ✓ **Network with other tourism sector partners**



THANK YOU

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