

A rocket launch at dusk. The rocket is ascending vertically, leaving a large, billowing plume of white smoke and fire. The scene is reflected in a body of water in the foreground. The sky is a deep blue, and the overall atmosphere is dramatic and powerful.

SESSION:
**INTERNATIONAL
MARKETING: MEXICO
SPOTLIGHT**



CARLA BRADEMAN

INTERNATIONAL
MARKETING MANAGER,
VISIT HOUSTON



MAURICIO GONZALEZ LICEAGA

CEO, CONNECT
WORLDWIDE TRAVEL
MEXICO

*Hola
Houston*

Which word
best describes the
United States



A word cloud of adjectives describing the United States. The word 'Interesting' is the largest and most prominent. Other words include 'Excellent', 'Fun', 'Good', 'Beautiful', 'Diverse', 'Shopping', 'Amazing', 'Exciting', 'Attractive', 'Tourism', 'Variety', 'Wonderful', 'Spectacular', 'Extraordinary', 'Modern', 'Funny', 'Great', 'Nice', and 'Mighty'.

GENERAL FACTS

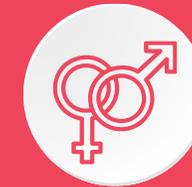


Currency exchange

MXN vs USD in a volatile condition due to political and global economical situation



58.9 Million
Labor Force



AGE 15-64

65.5% | **48% Male**
52% Female



3.5 %
Unemployment



4.8%
2018 Inflation rate



TELEVISION



BLOG



NEWSPAPER



NEWS



INTERNET

MASS MEDIA

SET OF FLAT DESIGN INFOGRAPHICS ELEMENTS



SATELLITE



MEGAPHONE



TELEVISION



BROADCASTING



SNAPSHOT



RADIO



CAMERA

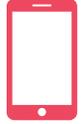
60% OF THE POPULATION IS CONNECTED

71.5 MILLION INTERNET USERS

MOST USED SOCIAL MEDIA

OWN:

88%



SMARTPHONE

81%

76%



LAPTOP

68%

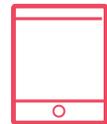
49%



DESKTOP

39%

52%



TABLET

38%

53%



SMART TV

34%

CONNECT ONLINE:

PAYMENT METHOD ONLINE SHOPPING



80%
PAYPAL

56%
DEBIT CARD



44%
CREDIT CARD

VIDEO CONTENT



92%
MUSIC VIDEOS



91%
MOVIES



86%
MOVIE TRAILERS



84%
TV SERIES



83%
TUTORIALS

92%



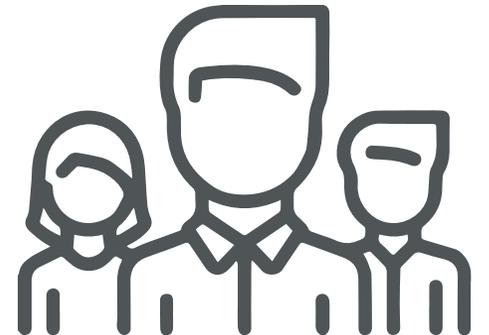
40%



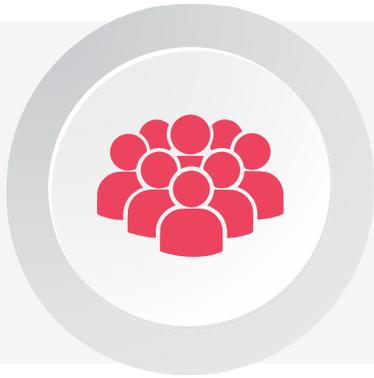
79%



40%



LOCAL MARKET INSIGHTS



71.5 Million
internet users



Thursday
is the preferred
travel
departure
day for
Mexicans.



Mexicans travel
3 times on
average per
year.



**50% of travel
reservations**
will be made
through mobile
devices by
2020.



**63% of Internet
users** in Mexico
have access and
share their trip
planning to social
media.

LOCAL MARKET INSIGHTS

FACTORS WHEN CHOOSING A TRAVEL DESTINATION

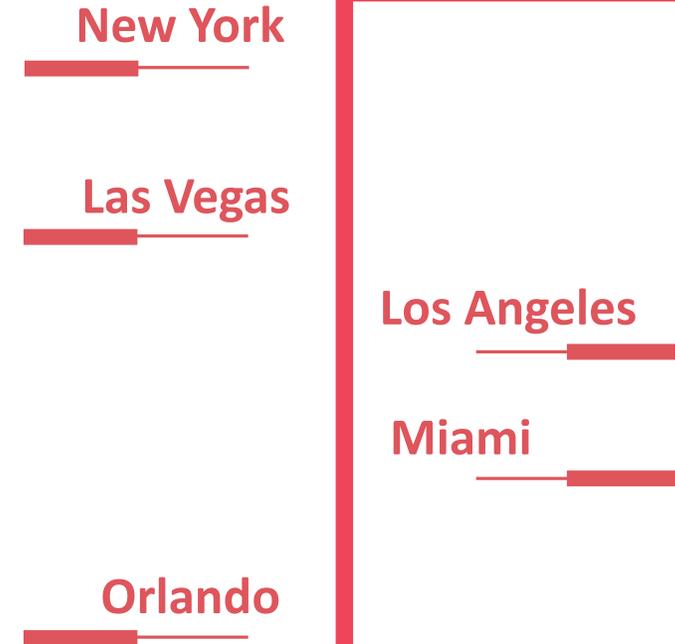


80% of Mexican travelers preferred a destination in United States between 2016 and 2017.

Mexicans spend over **\$19.3 million USD** in travel every year. Only Canadian and Chinese travelers spend more.

18.2 Million Mexican travelers visited the USA

Top of Mind USA Destinations Mexican Travelers



Top 5

DETERRENTS TO VISITING THE USA

- 44% Unfavorable Currency Exchange Rate
 - 35.4% USA is Too Expensive
- 33.6% Uncomfortable with USA National Politics
 - 23.6% I do not feel welcome in the USA
 - 22.2% Concerns about Personal Safety

WE ARE CONNECTED!

**60 DAILY
DIRECT FLIGHTS
FROM MEXICO TO
HOUSTON**

- Aeromexico
- Interjet
- Southwest
- United
- Vivaerobus
- Volaris





38% North America

38% Europe

6% Pacific

18% South America

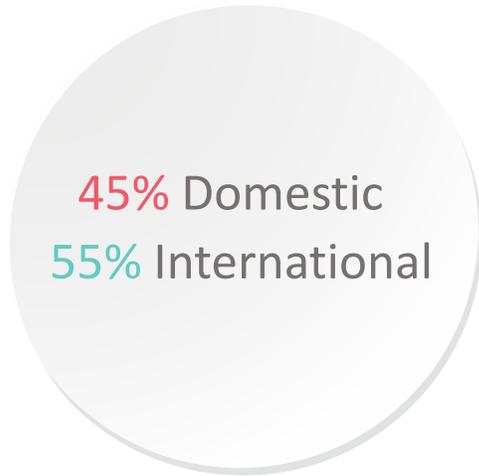
OUTBOUND STATS

OUTBOUND MARKET SHARE

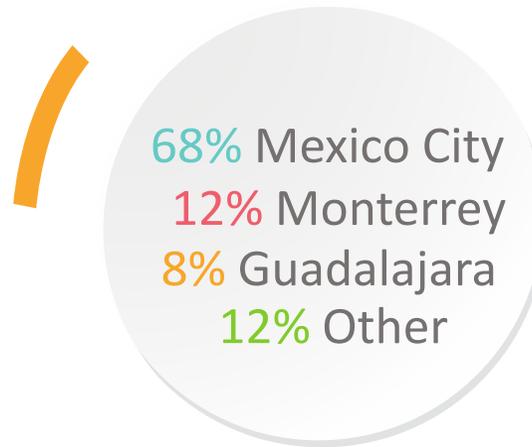
Positive Growth in Sales to
North America and Europe

According to Visa and Mastercard, USA was the number one destination for Mexicans traveling abroad in 2017

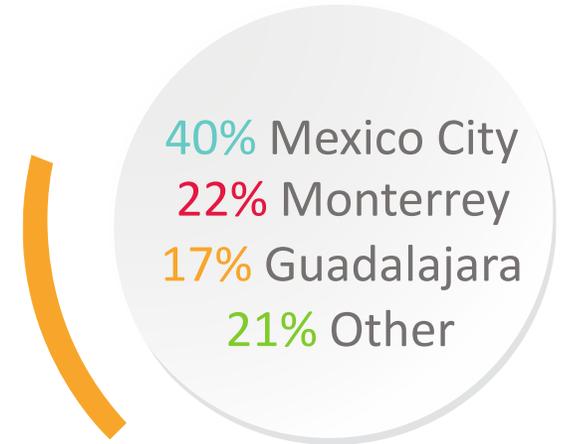
MEXICAN TRAVEL
DESTINATIONS ARE...



TRAVEL AGENCIES ARE
LOCATED IN...



REVENUE FOR TRAVEL
SALES IS MOST
GENERATED IN...



**MEXICO CITY, MONTERREY
AND GUADALAJARA**
generate more than **77%**
of total sales.

2019

OVERVIEW

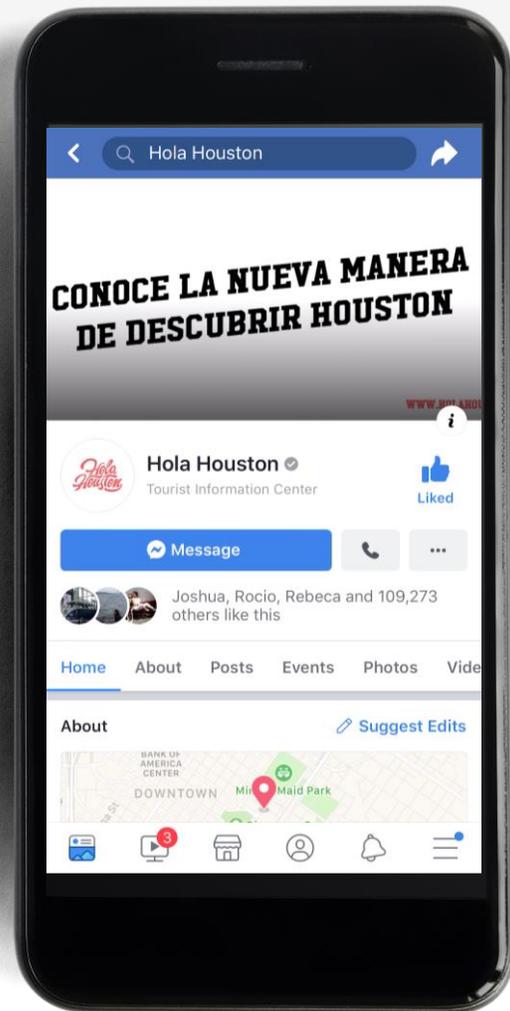
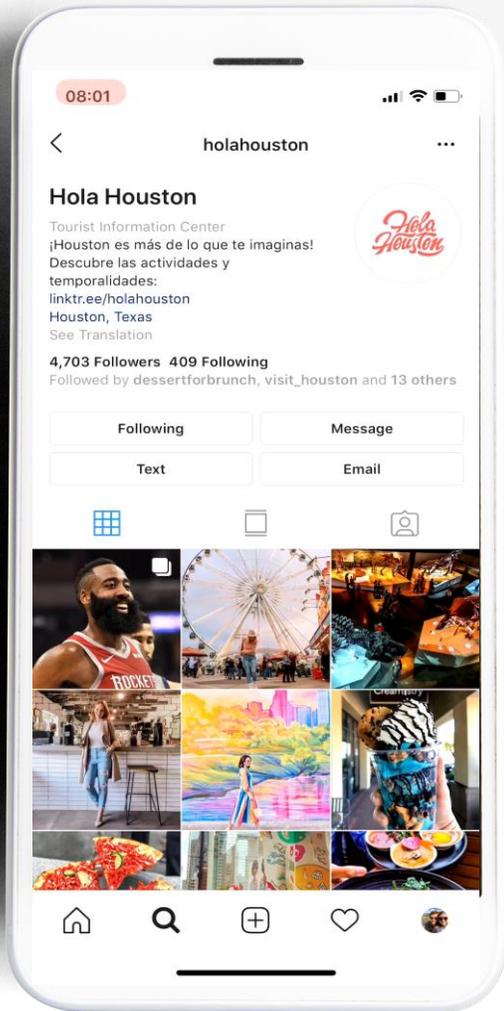
- Eclectic year because of Mexican elections
 - Global changes affecting everywhere
 - BREXIT
 - South America
 - Connectivity
 - Aggressive competition

Hola Houston



- LAUNCHED NEW BRAND FOR SPANISH-SPEAKING MARKETS IN 2016
- BEGAN TO FOCUS ON CONSUMER MARKETING STRATEGIES
- REDESIGNED OUR WEBSITE AND OUR ADS FOR OUR NEW BRAND

HOLA HOUSTON



Hola Houston



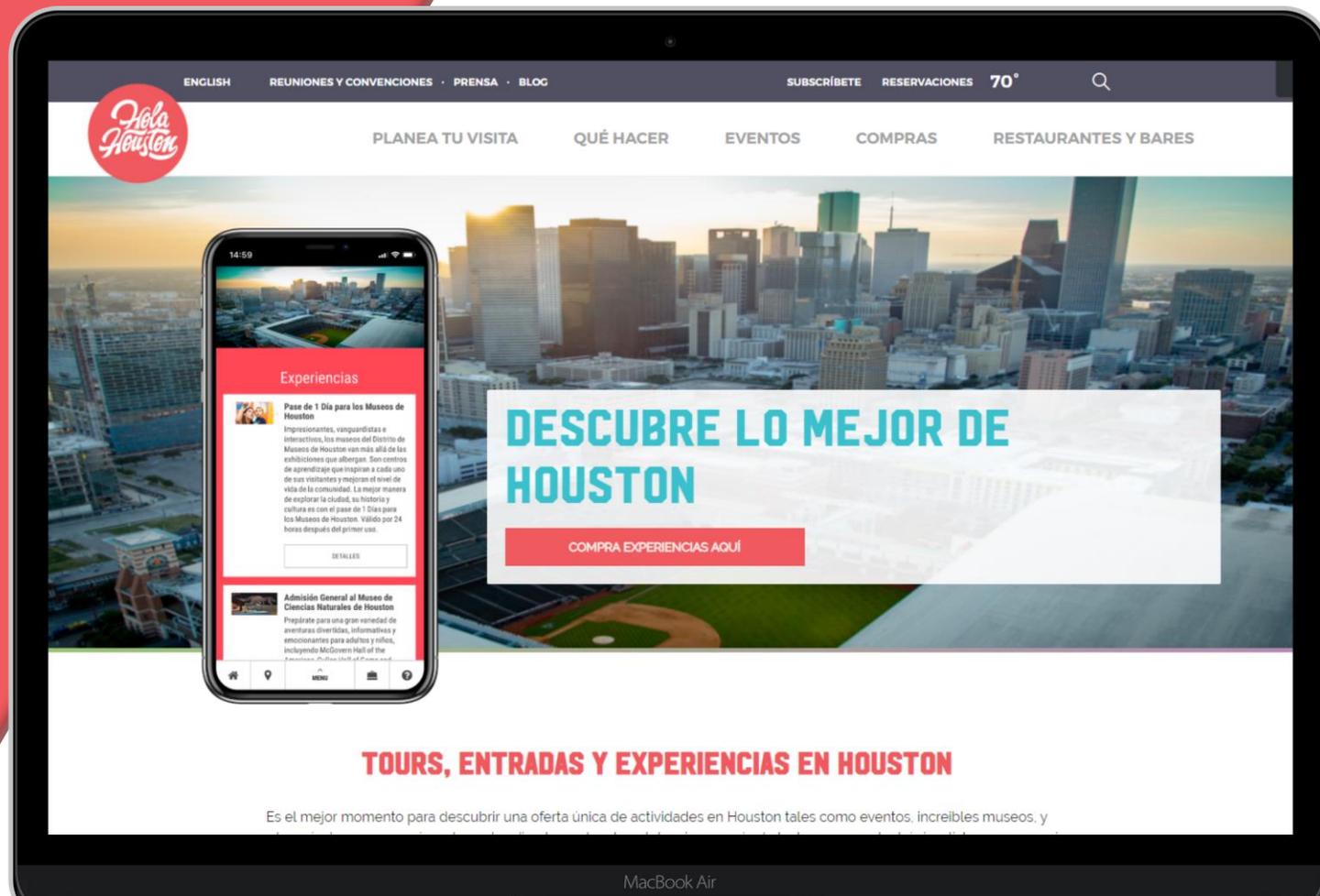
@HolaHouston



@Hola_Houston

Hola Houston

MARKET



HOW YOU CAN PARTNER WITH US

- LISTING ON HOLAHOUSTON.COM
- SALES MISSIONS
 - JULY /AUGUST TO MEXICO CITY
- TRADE SHOWS AND TRAVEL AGENT TRAINING
- FAMILIARIZATION TOURS
- INCENTIVES FOR INTERNATIONAL TRAVELERS

ANY PREGUNTAS

