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Thank you for joining the webinar will begin in just a moment.

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Hey john if you want to go ahead and begin.

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Welcome everybody and thank you for joining us today for our NYC and company talks international market updates on Canada and Mexico. Before we get started just a brief reminder that the zoom platform is accessible by school year and captioning.

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If you'd like to turn your captioning off you can do so at the bottom of your screen by clicking on the live transcript option next to the q amp a button.

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This will allow you to show or hide the captioning. We will also be providing a full transcript of this webinar, along with the recording and our follow up email you will receive in the next few days.

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As you know, am I seeing company is the official destination marketing organization, and Convention and Visitors Bureau for the five boroughs of New York City.

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Our mission is to maximize travel and tourism opportunities throughout the city build economic prosperity and spread the dynamic image of New York City around the world, i'm john Marshall, the director of tourism market development here at NYC and company,

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and I manage the Canada market from our home office.

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And I am Lisa Tejeda consultant for NYC and company in charge of Latin America and USA Hispanic market. Before we start, we would like to ask you that if you have any questions, please feel free to write them up in the chat box and we'll, we'll be covering

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them at the end of the presentation. Now let's get right to it with the forecast.

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Now when it comes to the number of visitors to our CD, you'll be able to see in this graphic that in 2019 we ended the year with 66.8 million visitors, of course, 2020 and 2021 have been very affected due to the pandemic.

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But what is very exciting for us to share if you look at 2024, we are expected to reach 71 million visitors, then, but the most exciting part is that a year later in 2025, where schedule, were expected to reach 74 million visitors.

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Now when it comes to the pace of recovery. When it comes to leisure and business here you'll see how leisure is taking the lead over business, and this is of course due to domestic travel, as well as some international travel back to John.

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And so when we look at the recovery in terms of international and domestic obviously domestic is the in the way of with strong numbers expected next year.

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And we're going to see a full recovery exceeding 2019 benchmarks by 2023. We know that international travel is slower to get out the gate and it's going to likely lag behind for some time with a full recovery not expected until 2024.

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Until we, as we take a closer dive into each market in which markets will return to full demand on our next slide, we'll see with no surprise that the markets that we're talking about today, Canada and Mexico.

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Lead the Way follow really closely behind by the UK and France. We also have several strong prospects rounding out that top 10 throughout Europe, Asia and Latin America and then driving this process are a combination of internal and external factors which

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include the pace of national economic recovery regulations restrictions and visa access airlift and general interest and attitudes, but we're here today to really hear from the experts so I want to introduce you to, or reintroduce you to the friendliest

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face, north of the border, President and CEO of reach global marketing and the general manager of our NYC and company Canada office Charmaine Singh.

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Great to have you show me.

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Thanks for having me. We're so excited to be here.

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We're going to share our screen for our presentation.

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And I'm excited to tell you that.

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Canada's got some great news. So let me start with some covert updates.

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The majority of the population has, you know, has received their second dose Canadians are pretty easy to influence and, you know, eager to travel eager to get back to their normal life.

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So we came out of the gate a little slow in q1 but caught up very quickly in q2 q3 over the summer, with our vaccines and doing really, really well.

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When you look at the next slide.

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I were when we when we're stacked up against the you know the G 20 countries, compared to, you know, some of the top markets coming into New York.

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On an average of a million people. We are doing extremely well per cases against a million people so we're really managing the pandemic fairly well, given our populations about 36 million people.

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How are hospitalizations are down tremendously from earlier this year in April.

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So we're pretty pleased with that and we know that we're going into an fall that could be, you know, troublesome and in some patterns, but we seem to be managing it pretty well and Canadians are really gaining more confidence as we get back to normal.

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This slide gives you an update on kind of where we are against an opening our country by province. We all know that Quebec and Ontario our core markets and Quebec actually has done a tremendous job in leading our country.

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Throughout this pandemic with, with just tremendous leadership in our province so they were able to be ahead of the rest of the country in terms of getting back to normal, and you know forecasted this month, to, to, you know, release most of the restrictions

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and get back to somewhat close to a normal life Ontario's not far behind in September. Most of corporate Canada the banks are getting their staff to come back to work.

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And we should see a little bit more of a normal activity happening later in September, British Columbia is not too far behind also in September, Alberta has been somewhat of our problem child province throughout this pandemic.

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A little too aggressive and opening up and they're feeling the pain now. So, you know, they're they've, they've had the no mask restrictions and, you know, numbers are rising but they're managing it,

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our economic forecasts for Canada is very strong. When you look at the amount of savings, the average person, the average Canadian has it's, it's, it's, it's good.

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You know, globally, many people say we're able to save through the pandemic. So Canada is not, you know, Canada is not doesn't stand alone in this. So there's a ton of money here and travel is one of the top.

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You know the top experiences people want to get out and and do after being locked in for over a year

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three indicators that demonstrate the economic factors of our economic growth is, you know, high consumer confidence people are spending the banks are reporting billions of dollars in profits.

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Many companies have done well throughout the pandemic our Canadian dollars gaining strength throughout the pandemic the dollar was doing very well. We are at just under, 80 cents right now and expected to get up to 83 cents by the fall and implement gains

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gains are, you know, continuing to do very well. The, we know that the world is struggling with a labor shortage. Canada's included in that factor, there's tons of jobs available there's tons of opportunities available.

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And, you know, Canadians will rebound very quickly with those who don't have jobs right now.

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We have a federal election coming up in September 20, our Prime Minister decided to call election within.

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You know, six weeks. So that's something that we're going to manage carefully.

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The liberal our current current government is our Liberal government, and they're hoping to get a majority in in the in our, in their government and in order to be able to, you know, Pass policies through very quickly.

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I'm not sure that's going to happen but stay tuned and follow our elections.

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Our current travel landscape continues to be really optimistic, as we all know the land border has been closed since March 2020, but our air border was never closed, we've had air access out of four major airports throughout this pandemic Vancouver Calgary,

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Toronto and Montreal.

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The vaccine map passport mandate is probably going to happen by province.

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Western Canada and Quebec our leading Ontario is not too far behind and we expect to receive some information on how they're going to execute faxing passports in Ontario.

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This gives you a snapshot of during the pandemic we had 12 routes from our for international airports that were remade open in Canada into 12 major gateways into the United States and in June we went up to 23, American gateways.

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July, up to 28 August We're at 45 gateways, and we expect to go up to 70 gateways in November. So we're close to returning back to normal between August and September November

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access into New York continues to grow.

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From August, 2021. This year we're up to 11 flights a day, we're going up to 23 flights a day from. In September, with Porter airlines back in the air, we're very excited about that.

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And it October we're expecting to have 35 flights a day from Canada into New York.

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When we look at travel searches. You know, it's continuing to grow we're seeing a lot of data come out this summer and Canadians are looking to get out of here they're looking to to recover their, their vacations, so it's pretty optimistic that travel

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searches continue to increase.

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And when we look at the next slide we have you know the number one priority on booking.com is travel and Canadians looking for their wish list, you know, the US is ranked number one for TripAdvisor in terms of where Canadians want to go and Canadians

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are fully in support an opening the land border. So, just this morning on our CBC News.

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They talked about Canadians are getting a little frustrated and are hoping will be allowed in by land, very soon. Since we were able to open our land border to American vaccinated Americans, earlier this month.

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When you look at our travel outlook. It's also fairly optimistic Canadians are, you know, fully vaccinated, we talked about over 70% of the population being fully vaccinated, and this is the group that are ready to travel, we're looking from this, the

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data collected here over 61% are ready to go for their first international trip. When you look at timing and compare, summer, and fall over 50% of Canadians that were surveyed in this summer data are really looking to go to the United States so that's

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really optimistic for us. And traditionally when we, when we looked at this data in the spring and summer Canadians wanted to do. Outdoor Adventure they wanted to be outside.

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Now it's kind of shifting, they're getting more comfortable with safety protocols and the vaccine mandates and vaccine passports, and they're very comfortable and looking at doing urban escapes.

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So that's very popular for us, looking into New York into the future.

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New York continues to rank in the top three When, when, in hotel searches for from Canada, and good news is we're in the top five for destinations searching for vacations, And recently, last week Porter airlines also shared with us, that New York was

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the number one search in in people looking for the fall when Porter gets back in the air in September. So, all very optimistic.

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And I don't think this is a trend, I think it's happening globally but when who's traveling the younger demographics traveling the Gen X, the Gen Z and the millennials there they've been the first ones out of the gate, so they're very eager to continue

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to travel and make up for lost time. And we know that people that are looking to recharge and reunite, you know, visiting friends and family is ranking also at the top of the list.

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We also know that a lot of Canadians have friends and families in the New York area so that's that's positive news for us.

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Even though the banks and corporate Canada are calling their staff back to work. They're going to have some flexibility, they're being called back two to three days a week so workstations, being able to work remotely is going to be, you know, a viable

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option throughout the fall, and this is something that we should be looking at to grow our leisure business.

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When we look at the travel trade landscape, we know that, you know, there's a pent up demand there's a huge pent up demand if you look at our airports right now.

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It's there's no social distancing their bumper to bumper people are traveling getting out of here and coming back in throughout the summer, but, you know, domestic travel lead the summer, and we know that Canadians are looking to to plan their holidays

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and their vacations, especially in the fall, winter in, and into 2022 about 58%, according to this data will use travel agents Canadians want to be safe, they want to be guided.

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And they want to have advice in terms of where to stay and, And, you know, a third party to reiterate travel and safety protocols so travel agents will be very very important as we move throughout this recovery into 2022 and 2024.

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And, you know, the landscapes change we know it's changed we went from about 30,000 travel agents to about 25,000.

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A lot of them are still working from home, but they're really starting to get busy, that the agents that we've been talking to throughout the summer, basically said that they've there worked off their feet people are calling and they just want to know

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where to go and I, you know, and I want to book right away, with no notice, so that's good news for us.

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Have it will continue to lead the way in leisure we, you know, talking to some of these tour operators, and we already see that there's pent up demand and that's where we will be focusing our energy on so educating the travel agents and, and the consumers

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really really important as we move into recovery. We know the group markets are going to be lagging behind.

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You know, until you know group motor coach, probably not until, you know, late 21 or early 22, and the student groups definitely for the 22 calendar year so it's important to keep those relationships as they build their itineraries for 2022 luxury luxury

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So, this is a market that we're really going to be focused on as we move into the fall in 2022.

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And we fully anticipate that that land border is going to open pretty soon. When that land border does open we're hoping this fall.

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road trips are going to be off the map. And let's face it, to come from Montreal, it's not very far it's probably less than a six hour drive and Toronto it's about a nine hour drive.

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So that's nothing for Canadians, we're we're custom to Road Trips fly drives flying in and driving, that's also going to be very popular in the fall and then it's already started to be a little profit popular.

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So keep your eye on that people, you know, flying into another airport and driving into New York not too far. So that's certainly a viable option as we build itineraries.

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When we look at the media landscape, you know, Canada is, you know, 36, million people in population we've got, you know 25,000 travel agents we've got 12 industry publications on the, on the media side, we have, you know, smaller numbers when stacked

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up to other countries, but it's about the frequency and the bandwidth that you're looking at these 12 publications in the media trade media landscape.

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There are gateway to communicating with the travel agents travel agents will be looking at them and got for guidance on safety protocols on where to go, and you know how to make Canadians, how to help Canadians make those decisions really really quickly.

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So we've also got a plan to, you know, stay top of mind and continue to bring the brand to life with throughout this with these publications.

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Here's some things that we want you to keep in mind when working with the consumer media landscape, so it's it's it's obvious through the research that john shared earlier Canada is right up there in in recovery for the United States, I can tell you that

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destinations that have never invested in Canada are now investing in Canada.

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So, they're all trying to get vie for the consumer attention. So it's really important that we maintain our competitive edge. Everybody in the United States is increasing their investment, whether it's an out of home representation.

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You know sponsorship and working with influencers, they're all getting ready to wrap up this fall with increasing their investments into paid channels, and that's something that, you know, we are also looking at at managing to make sure that we are visible

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in market. I talked about last minute bookings very, you know, very popular, especially with such a short on market.

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So, we have to make sure we convert the consumer before they you know be knowing that they can make a decision in the day for the day, or tomorrow, so that's how short the booking wheel is promotions and the story is really need to be compelling.

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There's just a lot of influx of promotions. So we have, you know, one opportunity, one message, you know, to talk to the right people to to call to action to book New York so we've got to think that way in order to convert this fall, very quickly.

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We all know this past year and a half, you know, a lot of people are going through digital marketing overload.

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Even though digital is certainly the way to go. We have got to be very compelling and you know have shorter, you know, content that's really going to capture the attention of a consumers make sure we have a call to action, make sure we really speak to

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where the timing and and, you know, Canadians are always looking for deals, even though the stashed all this money so mid week versus weekend. Let's be able to talk to them on where we want the business and I'm timing and things like that.

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influencers are becoming more and more popular because it's speed to market. It's organic content.

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You know, print is important, but we have to wait in a queue for print, we don't know when that story's going live. So, influencers might be the way to go.

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Knowing porters back in the air in September, knowing our air access is increasing and hoping, our land border, hoping the land border is open to welcome Canadians, since we've already welcomed Americans on our side.

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Keep in mind that influences might be the way to go to reach Canadians really quickly.

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Thank you so much for coming. We really appreciate your presentation, and of course when it comes to Mexico market update. It is my pleasure to present to you, Carlos Ulibarri.

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He's the CEO of brands travel and head of our NYC and company Mexico office for me here with us. Thank you very much.

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here with us. Thank you very much. Hi everyone, so pleasure to be here.

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Let us share a little bit about information about Mexico.

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Well, as you know, I'm going to give you a little background about Mexico. Mexico is really big country we are the third largest country in the continent.

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It's a country with 126. million people at population, you need to consider the Mexico said john country it's 85% of that population is under the age of 15 years old.

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belong to the middle class we're talking about more than 30 million people this is larger than Peru and Venezuela combined. So you need to take into account that that the market in Mexico, it's, it's, it's a big market, it's these 30 million people are

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the ones are able to, to have the means to travel overseas and travel abroad to the United States, the economy for 2021 is expected to expand 3.7%. And as we all know, Mexicans have been traveling to the US, since last year, especially talking about vaccinations

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on the, on the following slide, we can see how the vaccination is going in Mexico is right now, 25% of the population is fully vaccinated.

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If you can see there's a correlation about this number with the size of the middle class, so we can assume that the majority of the people that is able to travel to the US is already fully vaccinated.

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And also it's important to consider that 2.5 million Mexicans have been vaccinated. In the US, in the last two three months.

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It's been a been a record of Mexicans visiting the US for both tourism and vaccination. And, and the other way around also Mexican Americans coming to Mexico.

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So, even though that the land border restrictions, have been extended to the end of this month.

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The earth connectivity has been working and the players have been flying for the last 12 months, and there's been a lot of tourists in between the two countries.

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So, this is something to consider. When, when you're trying to add a track these market note Mexicans have been traveling to the US and especially have been traveling to to New York City.

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Now I have the pleasure to introduce you to Lourdes Berho, Lourdes she is their regional director from Brand USA in Mexico and Latin America, and she's going to share with us a little bit of the statistics about Mexicans traveling to the US and the latest trends

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of this visiting the US. So, Turn on your camera, please.

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Yes, I did.

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Well good morning everybody is really great to be here this morning and sharing with you some of this important facts as Carlos was saying about Mexico, and just expand a little bit about what he mentioned about the medical market is just to remember

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that Mexico is you know the 15th, the 15th economy the world, since that's taking that into consideration. It's important to remember the size of our economy and the size of the population that are Mexican Mexican worldwide travelers, but just expanded

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to what if you can go to the next slide, please.

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Just to share with you some of the trends that we have seen in in 2020 and 2021. When the pandemic started you know it's important to mention that, as Carlos was mentioning to you, even though the US border is closed the physical US border is closed.

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We have kept throughout all the, you know, with the pandemic started connectivity between Mexico and the United States. If he has, you know some routes and some, some capacity of some of the airlines that went down a little bit, but we have been maintaining

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you know the connectivity for not only essential travelers but also for non essential travelers as well.

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So know if you can go back. Thank you.

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So just to give you a recap of where we are right now in 2021 of course we are much higher than 2020. Because Mexicans have been having more more urge to go to United States for different reasons.

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Yes, vaccination has been one of the major ones this year. and that's the reason why you see a big shift on Mexico, you know, between April and May, it's not here but it was over what 901,000 trips that were done between Mexico and the United States,

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you can go to the next slide please.

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So, you can see, you know, in comparison to 2021, the demand for Mexican travelers to go to the US really has been huge this year in comparison to last year, and that continues to flow, we have not been following a specific season, you know Mexicans have

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continue being going to the United States and to different destinations you know when they were winter vacations, you know, April, that's a big season for Mexicans because of poly week and Easter week and then right now.

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During summer was a huge amount of Mexicans from into the different destinations in the United States, you can go to the next slide please.

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As bird, the different you know the demand by decision has been shifting a little bit because if you remember, part of the top 10 destinations from Mexico to travel was Orlando was one of the top 10 before, right, because of the parks and amusement parks

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being a different trend right now, and as they really transformed themselves that number one is the Sanchez, but as you can see, New York's is really one of the major destinations that Mexican wants to travel is the number three decisions in the, in the

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top 10. In terms of airline participation participation, they still as I was saying because of air connectivity has been kept almost intact. As before that and they make, you can see that the major carriers for Mexico, the United States are still being

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As you can see that the major carriers for Mexico, the United States are still being American Airlines United Airlines, or Mexico bola is that has been expanding into a lot of different destinations in the US.

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Some of the airlines like internet for example that quit flying from Mexico to the, to the United States destinations and in also in Mexico, and they went to chapter 11, that those flights have been replaced by other airlines, so their connectivity has

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been keeping very, very good. In terms of travel trends.

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The reasons of why makes it gets would go to the assistant agents in the US, they mentioned in the next 12 months.

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This doesn't differ from before except for the fact that yes you know it's after the lockdown and after the feeling of being it being not willing or not willing but not able to travel and even though, and I have to highlight this have to remember in February

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of this year, there were some restrictions upon Mexico's to travel to the US in terms of the requirements. So, you know, when in February, just went down to do but because of the PCR test or the antigen test and the negative test for cupboard.

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There were a pre requirement that then the whole different airlines in the airports and facilitated different venues so that Mexicans could really get easy, the test before applying to this but that was not really an issue because they just you know that

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just took a couple of weeks to accommodate that and come back, but the major reason to go, of course is resting very like very realization entertainment, that's, you know, getting out of the momentum and the mindset of a feeling that the epidemic has

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keeping us from traveling Mexicans were always travel, whenever we are accepted to and able to. So that is really, it doesn't really take much to really have Mexicans traveling, especially to the US and we will feel very much as part of our own our region

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in a very comfortable.

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All the unique attractions and of course in York City has been great and communicating all the new attractions that have been on the map for the past couple of years and the ones coming up but also about what has been happening, you know, little by little,

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even though even, even for example attending to the stadiums in a sport is important reason why Mexico Australia to the US, I was, I was personally.

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In one of the Yankees in the stadium, it was really great to see that that is really coming back because it's one of the major reasons why Mexicans like to travel to the US in New York has a great to offer but of course in increasing knowledge, understanding

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other cultures you know all these highly cultural sites and venues and attractions and feeling and food, that the diversity that in your city has is really one of the most important reasons why it makes it comes like to travel to the US connected with

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So, just as Shelley was saying but kinda that Mexicans love to fly to fly, and dry. And that's been a great trend that has been emphasized even though before, if you we remember the length of state average for miracles in the US destination was 12 days

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now has been has been even increasing because of the workstation and studying, you know, even though you're traveling so going to the fly and drive you know, to the urban city and then have a couple of sites to be visiting that are more in contact with

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nature that are one hour two hours away from the, from New York City, that's really a great product to be developing and especially emphasizing on communicating, engaging with children, you know, as you know Mexicans were very family oriented, and we

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like to know what exactly is it that we can do as far as families, and so having specific itineraries for families is really a great recommendations from Mexicans to visit New York City.

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The reasons not to travel, of course, is you know, some Mexicans are settling for other countries, but would be not been able to travel to Canada, which was one of the most important also secondary markets are secondary destinations to travel.

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Europe has been really having restraints, and Latin America as well with those third wave of Corbett so the US really still being the first one, but he has in visiting the other countries is one of the reasons why not to travel to the US, the concern

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about covered in of course news is heavy right now, that even though, the United States has been great and vaccination ratios, still being a lot of news that are very close to Mexico in terms of the third wave and the delta and and some people not getting

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vaccinated such as still being quite fear the visa procedure has been one of the major constraints, many Mexicans have not been able to renew their business to get a new appointment for business, sometimes takes three to four months.

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So if people do not anticipate that has been a problem to get through. And of course you know the economy has been hit like all economies in the world.

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So people are saving money and they're probably waiting to 2022 2023 to be able to travel as they used to. Once the economy is also recovering.

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But 20% are also planning and mountains so you know it when the airlines and hotels and destinations are you more flexible tool for different scenarios that are flexible.

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To book now, and pay later in change accordingly to the new restrictions that sometimes they change the certainty. By changing. So if you can go to the, to the next slide please.

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Consumers are becoming very conscious travelers we know that by a lot of different research and so is the Mexican traveler so one of the great aspects of the itineraries and especially the mindset is really to support small, the mom and pop shops, local

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businesses when we're traveling and having this genuine and authentic experiences being responsible travelers as well and we're passionate about destinations that really are boosting local, local economies and discover new destinations that probably were

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not so well known before. So, including the itineraries and the product development up yes the iconic destinations and that clinic sites, but also some of the less you know this delicious is really a great mix right now.

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And, you know, Mexico's really want to choose an airline hotel, according to their value in the values that they have the purpose and include that they're really show the values of third millennium and being very that you know pro pet friendly diversity.

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Everything has to do with inclusion so practically, we encourage communication to say that.

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Thank you very much everything I'm switching back to Carlos who's going to be talking more about consumer sentiment.

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Thank you. Thank you very much for being with us here talking about the consumer sentiment in Mexico.

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We can see that the majority of the Mexican trawlers back to take more international trips. Now, so, as well as in Canada I know is being locked out during this pandemic travelers are expecting to go out and start traveling again.

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And it's, it's, it's, they want to take more international trips, and they want to spend more on international trips.

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Also, when are they planning to travel. You see, as you can see here most of the Mexicans travelers are are expecting to start traveling back on during the holiday holidays for international travel, travel so so we expect that the November to January

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2022 season will be an important season for Mexicans traveling to the US, it would talk about specifically about the trends for traveling to New York City.

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to consider that the minority is 79% of the Mexicans travelers stayed at a hotel when they when they come to New York City, and the larger demographic is 18 to 34 is, as we were saying Mexico is john countries the junk demographic that is coming to New

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York is their millennials and the Gen Xers and the generation see. So, so it is important to consider when we try to reach them now it's it's use their language use their the media that they are using.

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And it's an even though they are booking mostly on the airlines and they are now.

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After the pandemic. They're going back these junk generation is going back to the travel agents and they're engaging with the travel agents and they are trusting the travel agents for, for me, helping them make make the plans for their trips.

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75% of these visitors travel for leisure.

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So, So in a nutshell. Now the Mexican traveler to New York is, is the junk crowd that is trying, or planning to stay at a hotel and having fun at the, at the city.

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What are the activities that they do when they visit New York City, most of them go to the next slide, most, most of them that are coming for shopping, as we say in Mexico Mexicans are professionals shoppers.

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Obviously they like to visit cytosine that the, the sides of the city and the museum's, but it's important that they also like to experience the fine dining, and the nightclubs know So, so come to concerts and sports events so so it's, you need to consider

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that, that.

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Going back to the beginning of the conversation no Mexicans, that that 25% of the population that is in the middle, upper class know is the one that it's already vaccinated.

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It's, it's mostly millennials, and they are the ones that are coming to New York now as they follow the same profile online when we see online the demand for for error in Mexico, and for a hotel, we can see that New York is, is the, the second one on

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for aired on on on hotels according to Google. So in the last three four months, we've been monitoring this, and a New York is up there, New York kids is in the mind of the Mexicans.

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As I was saying, Mexicans haven't stopped traveling to the US, and to New York and New York is top of mind definitely right now.

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You we move to the next slide. We're going to see that what is it kind of TV to you right now between Mexico and New York City as Blue Lotus was saying, the connectivity between the two countries was almost intact.

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And right now because between Mexico and New York City, we have almost 100 weekly flights from Mexico City, from Cavalia from Cancun. Obviously the flights from Mexico City.

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The distribution is like 70% Mexicans coming to New York and 30%, Americans coming back to the to New York City in Catalan Cancun know it's the other way around.

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It's mainly 70% 80% American they're coming back from their vacations and 20% of Mexicans, but it's still for being a really large country from for the people in the north of the country, capital has become an alternative for a gateway to new New York

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City, and from the people in the south of the country can cone has become an alternative for for for a gateway to New York City, we see the, which are the average rates right now for for for these flights, you can see that that that is not expensive right

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now and flying from Mexico to to New York City, it's, on average, less than $500. So, so it's really accessible right now to travel to New York and also we have the connectivity.

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We have the flights, New York is top of mind in the market and and their their their rates are quite affordable so so these, obviously, are, are the reasons why a lot of Mexicans are traveling to New York.

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As we speak, whatever the key partners trade partners who are looking for for part when they are partner with us suppliers.

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They were they're looking and they're needing is to know a little bit more about the product and have training about the products have constant update about the new products raid some promotions from the suppliers have a partnership in which they can

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work together with, with a partner the supplier to create differentiated tourism products.

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They want to have access to our visual material in fact sheets so they can distribute it to throw through their own channels and social media, Mexican trade, it moves a lot about incentives they want to have productivity incentives they are looking to

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have long term relationships where whenever they help their partner grow their business in the market they want to have those incentives for for these growth.

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It's important to have either a Spanish speaking staff or knowledge about the Hispanic or Mexican culture now because it's, it's in that the Hispanics and Mexicans, when they travel we tend to have different necessities that other markets, and the most

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important is is is to be able to respond quickly to the request No. Many times the trade partner to Mexicans complain about, about the types of response that they get when they partner or try to do business with with suppliers in in the US, which are

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right now, the after.

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of the national Airlines has been went into chapter 11. They used to have to daily flights to New York City, but pretty much everyone has been kept in business has.

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It's been an advantage in the market that as we've been saying that the borders between Mexico and the US have been open since August last year so. So, again, all.

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A lot of these companies have been kept in business selling the US and domestic travel, we move to next slide, you can see these are promotions that are currently running in the market.

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Now, it's it's these trade partners are promoting New York, and you were. As you can see on the far right, there's a package for three nights in New York for only $300.

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So, as we were saying it's right now is affordable to come to New York, people have New York on their top of mind and and the trade partners are seeing these enterprises as an opportunity and are pushing products and packages for for for their clients

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to travel to New York, in terms of the media landscape in Mexico.

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The last 15 months, the media makes it has reinforced like in every other country in the world their digital channels and their social media channels.

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But overall, all these media outlets have reduced their editorial staff so they depend more and more with outside sources so so there's big opportunity for for us and for for New York City, and for all the members to give information to the media outlets

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for them to, to, to publish because they are in the needed for that information.

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And they do have the hands that they used to have to do their own research so there are depending at a lot about for these outside sources is important to mention that, again, Mexico is john countries so social media is really important right if 84% of

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Mexicans use social media. And on that, on average, they are connected or heavy users of four bars for social media channels, the most important channels in Mexico or Facebook, Whatsapp WhatsApp is huge in the market.

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There's a lot of companies that have their company WhatsApp account, and they create a community around the brand. YouTube is really important video online video in Mexico has grown in the last 15 months tremendously.

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And obviously instagram and twitter know so so so when it consider that, that even though, print is still important know for this junk generation the millennials, that the vast majority of the population of Mexicans and the ones that are driving the the

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the travel between the two countries is important to be digital to be online to be on these social media channels and going to the next slide, we see that.

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As I was saying, print is still important, probably, nice lifestyle and newspapers are still influential for for the older generations to take decisions on on traveling.

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But it's important to consider that, I think, as well as charming was saying in Canada. It's right now, the influencers, is the easiest and fastest way to put our message across.

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Since, since the beginning of this year we have seen a lot of lifestyle problem fashion influencers in you met in Mexico in New York City. They've been Mexican social media has been submerged in in posts from from New York City.

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So, it's important to take advantage of this, these influencers are coming to New York, they are they're posting about New York so it's important to to be monitoring the social media to tap into these opportunities if if someone that that is has how important

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base and followers and it's already planning to come to New York and it's already a New York, it's important to be creative and find a ways to to engage with them, and, and, and try to use their platforms to for us to for them to put our message in front

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of their audiences in terms of the trade.

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There's, there's more than 20 trade publications in Mexico.

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Summer national summer regional, most of them has become have to inform themselves to become a digital publications, but the top for more influential publication are relating to the sequel embedded to travel times and probably towards these are the publications

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have been more stable during the pandemic and have the largest history behind them, and are the ones that are communicating.

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The message of all the trade, to the more than 5000 travel agents that we have in the country.

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So thank you very much for having us. I pass the camera to Lisa, thank you so much Carlos and more this thank you so much for the updates when it comes to Mexico, and I would like to invite everybody to turn their camera on.

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If you have any questions, please feel free to write them in the q amp a box and we'll try to cover them right now, so we already have one question.

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It's it's for Canada for both Canada and Mexico. What is the reaction, what is the reaction by trade professionals when it comes to New York City's mandatory vaccination policy for restaurants attractions museums and many other activities.

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What can you share about that. I'll go first.

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There the reaction is positive, Canada is going in the same direction. We're going to need vaccine passports Quebec has already launched it.

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Ontario is not far behind. So we actually think it's positive, that this that this is happening in New York. And that's why, New York is in one of the top searches for travel.

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Because Canadians feel safe because of the policies and procedures.

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As you want to go into Mexico side or do you want me to answer.

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Oh well in Mexico, they are mixed feelings because I do know that Mexico the vaccination processes have has not been balanced, you know it throughout the whole population.

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Many of the many of the Generation Z and millennials as we know that they're really the ones that are willing to travel are still slow in getting the second dose of vaccination so you know it's a little restraint for them when they know they're going

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to a place like New York with so much.

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So be vibrant in different attractions that not being able to get into the different factors might cause some, some feeling of not being able to have a formal like they say, you know, feel if you were just feeling of missing out.

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However, as just as Tony was saying, it really gives a turn in terms of security really gives a lot of security to Mexican travelers to know that they that just in a only accepted vaccinated people only gives you know another reason why to be more secure

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and have more certainty. So there are mixed feelings but the majority of Mexicans traveling to the United States right now they are vaccinated.

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Great news. I do want I do want to ask one question that was answered already in the chat, but I just want to give in case some people missed it. Sure mean is the quarantine is quarantine still in effect for Canadians returning to Canada from other countries.

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No, you just have to have a PCR test.

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Are

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there any other questions feel free to show there's another one.

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How are we seeing festive. How are you seeing festive our clients looking at different locations are still focusing on Caribbean for the holiday season.

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I'll take the first one. So obviously Canadians want to want to gravitate to some warmer weather. But what we're finding what we're seeing is Canadians do not want to be home.

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So if New York has a lot going on and it's the messaging is you're going to have a great time and it's going to be safe.

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Canadians will gravitate to the opportunity. So, we are not going to be home this holiday season. Give us a reason to come and we are coming.

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And for Mexico we are the other way around as Mexicans during the holiday season the winter, they look for cold weather. No, Mexico slight to go to this know that like to, to, to experience all the Christmas and the holidays in the city.

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So, so it's it's for Mexican says it's always as we were saying, the November December January period would think that it's a great opportunity there for Mexicans.

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And the first trimester of 2020 to look very great as we saw in different statistics that we shared as Carlos said, but the last quarter of this year and the first quarter next year really look awesome, in terms of trends, and people intending to travel

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to the US.

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Thank you Lord as and Carlos Can you share any insights regarding luxury travel into New York City, because this Layla is saying that the demographics seem to skew to younger travelers.

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Even though it's younger travelers were saying, It's especially the, the middle and upper class in Mexico's they crave luxury luxury Mexican is there, the most important luxury market in the entire Latin American region.

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So it's, it's Judy to consider that the majority of this Mexicans traveling to the US are craving for luxury. It's not only in New York for especially in all destinations in the US as I was saying, talking about the, the winter now it's it's it's that

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the most important.

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Mark international market for us in terms of secures is Mexico, know that the most important market for for for luxury croak cruises is Mexico now so Mexicans when they come to New York, they are looking for.

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Definitely for the luxurious experience though.

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Yeah. No, I will not tied into what what kind of said, I'm just, this is an important topic but up the airlines.

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The airline fair you know between Mexico, United States really went up like heaven because of the Mexican really willing to go to let's say you know the airlines are very happy because they have never had those first before you know Mexico is really thing

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to know 2000 average, you know the round trip ticket to to us destinations and there's this kind of a what we call the luxury of revenge into everything that we've not been able to spend right now they're been spending the US Mexico, we used to go very

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often also at these ones that you know twice, probably to Europe right now going to the United States and be willing to really pamper themselves and to spend on, on, you know, in a very luxury way.

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There's one more question.

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To to US Embassy closing, because of course, many people are struggling to get or renew their US visa in Mexico. Do you know by any chance when this is going to be resolved.

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If you lose those like Logan was saying during her presentation it's hoping.

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But obviously, because of carbon is taking longer time. So, so people are getting their business, but on average, taking around three months for them to get their business but but but the process he sold it.

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So, so it's taking longer, but but people are getting their visas.

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And so we're going to x, the Mexico. Mexico market to pull up the crystal balls now we have someone asking, Can we get a pulse on what to expect. In December, and q1 of 2022

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or Mexico yesterday for Mexico in December and q1 of 2022, what what can we expect for travelers.

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Well, you know, as I was saying before there's a huge demand you know Nova searches and the different partners have been really sharing with us, that there's a huge demand and actually bookings you know we we don't we don't know exactly the number that

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has not been anticipated as you know the official, the official numbers that we get usually have past, but not for for the future. But in terms of the Google search for example and the different trends that airline partners are really sharing with us

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is that there's a huge demand and actually the efforts have not gone that low. So that means that there, people are willing to pay whatever it takes to really travel to the United States at the last quarter of this year, in the first quarter of next year

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and that's kind of said you know it's for different reasons, Mexico, going into the New Year's for example you know the first month for snowing destinations or combination of cities and snow destinations are really important for Mexican so there's a huge

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demand for the first the last quarter of this year, in the first quarter of next year.

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So, so far.

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I'm sorry. I'm sorry. Just one quick one more.

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It's important to know that it really depends on the news. But, but many Mexicans have been encouraged to go for their third those in the US as well so that also taking that into consideration in as an excuse.

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There's a huge wave of Mexicans willing to travel again you know us for September October of this year.

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Sorry, Carlos, though we're adding on what you're saying it's, it's that so far the load factors between Mexico New York, it's been around 80% 85%.

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We know that one of the airlines is planning to to add another frequency between Mexico and you work at late September, and as we were saying, as Mexicans, they're professionals shoppers.

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So they like to talk traveling to the US, what for the Thanksgiving holidays for the shopping season, they like to travel to the US for spend the holidays Christmas and New Year's so so without having the numbers, known as how to expect.

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It's frequencies are are are going to be increased the load factors are on the 80 90%, the shopping season is coming. So, what I can say without, without having the hard data that everything points to have a really good season of Mexicans traveling to

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New York.

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So we're about to reach pretty much the time to finish but there's one last question, if you could answer very quickly, it would be great. It's in regards to education tourism sector are you seeing an increase in interest by Mexicans for English and university

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students. and we have literally less than one minute.

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I don't know if that is what a guy I have had some informal facts, you know, but concerns that they had last year, in terms of education because of the because of the online, you know, and being so expensive to study abroad and having to pay only, only

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not having the full experience, but now that the universities and colleges are really going in person. There's a huge demand of Mexicans to go and study in the United States.

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Yes, actually I think there's also, because even though, traveling has been opening Mexico, the school system and education added haven't been doing so good in terms of have copied.

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So there's a lot of people looking to this pen, a year abroad starting for the next year.

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That's great. And I know Lisa said we're done and we just about our but I love, I want to leave everybody with an actionable item so I want to leave with this question that Gretchen Scott from the Met is asking, What do you think is the most effective

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marketing tactic for your markets right now, if you had to pick one paid media earned media or working directly with operators, which one would you advise to our members that are listening now as a marketing tactic paid media earned media are working

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directly with operators, Jermaine if you want us to talk.

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with operators, Jermaine if you want us to talk. I'm going to say paid.

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Go big or go home.

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Nice and simple. Thanks.

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My God, and I am the founder of earned media because that's I think the most effective way of really inspiring travelers but you know if you really want to have the control should be paid.

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Yeah.

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I will say, digital paid, it's, it's right now is the way to to reach your audience, it's it's it's like Sherman was saying if we want to get in line to get into the the desk of the publishers and then get into the publication is going to take forever

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right now. So it's paid media, and somebody with with it, with the trade partner for them to close the sale. Yeah, I was gonna say that you know paid media with partners, I think that's the most effective way.

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Yes. Agree paid media with a call to action with a partner and call to action. Yeah, that's really great advice. Also thank you all for answering these questions terrific we thank everyone for attending today Lord as Carlos Charmaine Costco we have the

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people running in the background media and Ashton, many things to our entire NYC and company team, Susan McKenna Crisco Sanchez.

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Anyone else I'm forgetting that helped put this together our membership team for getting everybody on this call. We really appreciate appreciate you all attending, and we are going to be going really strong in the Canadian Mexican markets in the months