



GOBIERNO DE
MÉXICO

TURISMO
SECRETARÍA DE TURISMO

LATIN AMERICAN TRAVEL ASSOCIATION TOURIST BOARD WEBINAR

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Ministry of Tourism of the Government of Mexico



August 18th, 2020

TOURISM IS A KEY ECONOMIC SECTOR IN MEXICO IN 2019

45.2 MILLION

INTERNATIONAL TOURIST ARRIVALS

 **9.0%** vs 2018

24.6 BILLION

DOLLARS INTERNATIONAL TOURISM
RECEIPTS

 **9.0%** vs 2018



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**8.7% OF
THE GDP**

129.8 MILLION

TOURISTS STAYING IN HOTELS

 **1.8%** vs 2018

78.5% NATIONALS

21.5% INTERNATIONALS

**4.4 MILLION DIRECT
JOBS**

8.9% of the total employment in the
country

México

TOURISM IS A KEY ECONOMIC SECTOR IN MEXICO

GLOBAL TOURISM SPENDING

173.5 BILLION DOLLARS

81.7% national market

18.3% international market



258 MILLION TRIPS

were made by mexicans



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TOURISM IS A KEY ECONOMIC SECTOR IN MEXICO

22,000

NEW HOTEL ROOMS IN 2019



830,000

TOTAL HOTEL ROOMS

 **3%** vs 2018

23,000 hotel establishments

7^o MEXICO RANKS 7TH IN THE WORLD IN TERMS OF HOTEL ESTABLISHMENTS

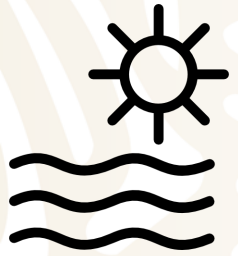


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MEXICO IS A DIVERSE COUNTRY

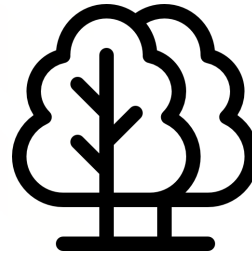
BIODIVERSITY



6,830

MILES

OF COASTLINE



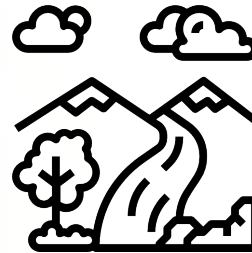
138 MILLION

HECTARES OF FOREST
LANDS



**770
THOUSAND**

HECTARES OF MANGROVES



182

PROTECTED
NATURAL AREAS



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MEXICO IS A DIVERSE COUNTRY

BIODIVERSITY

ONE OF THE 5

MEGA DIVERSE COUNTRIES
IN THE WORLD

12% OF KNOWN LIFE

ON THE PLANET LIVE IN
MEXICO

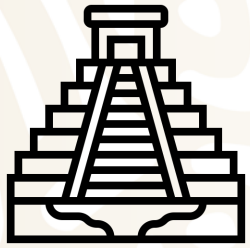
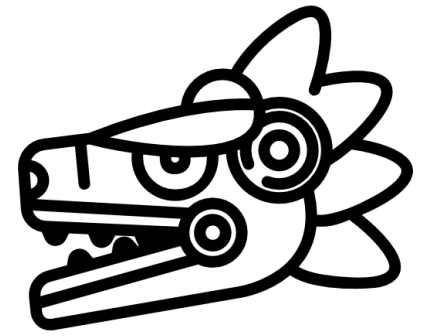


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MEXICO IS A DIVERSE COUNTRY

ATRATIVOS CULTURALES



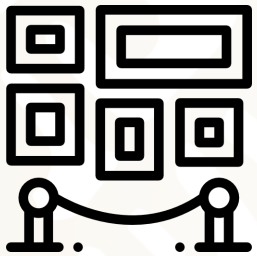
187+

ARCHAEOLOGICAL SITES
OPEN TO THE PUBLIC



177,799

HISTORICAL MONUMENTS
FROM XVI TO XIX CENTURY



1,386

MUSEUMS



121

MAGICAL
TOWNS



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MEXICO IS A DIVERSE COUNTRY

AWARDS



35 WORLD

HERITAGE SITES



9 UNESCO

INTANGIBLE CULTURAL
HERITAGE OF HUMANITY



1° IN LATIN AMERICA

7°
WORLDWIDE



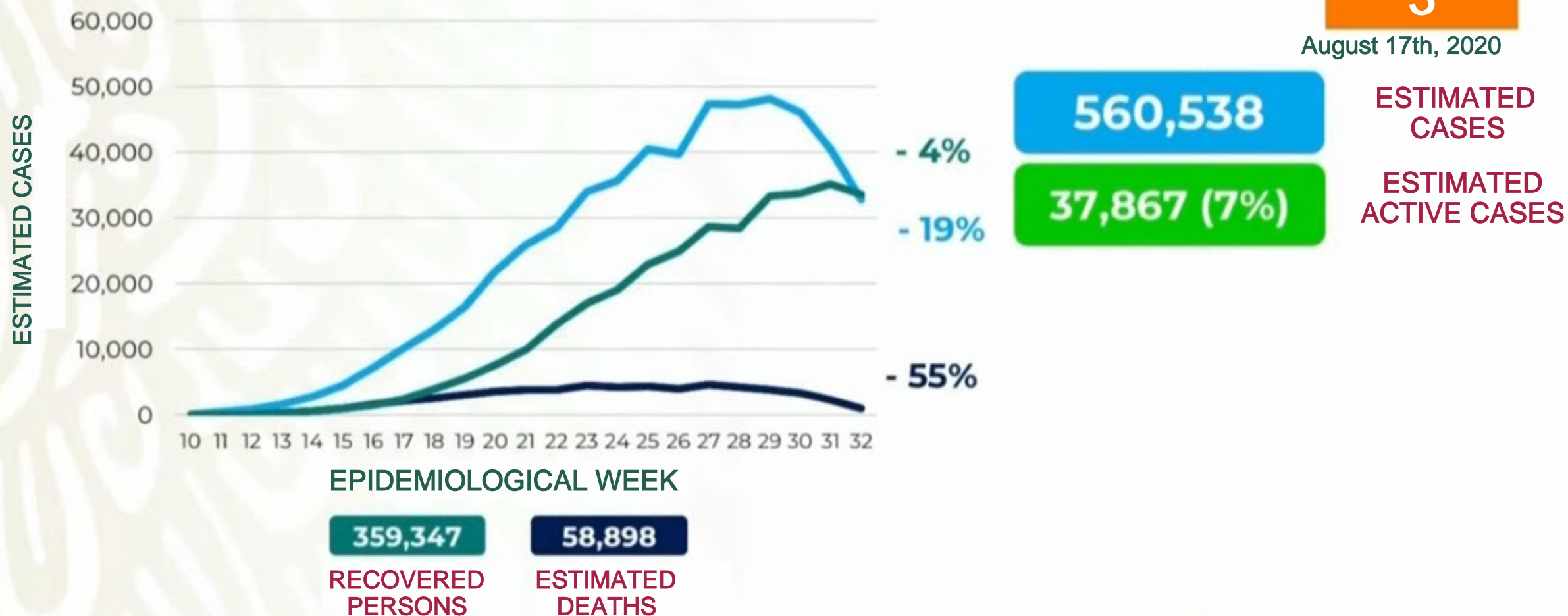
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COVID 19 Mexico: incident cases, recovered persons and estimated deaths per week

PHASE
3

August 17th, 2020



2050 TOURISM AGENDA FOR THE AMERICAS



The Extraordinary Virtual Meeting of the Inter-American Committee on Tourism (CITUR) held August 14, 2020. Mexico as President of the CITUR proposed four Working Groups:

1° Standardized bio-sanitary travel and tourism protocols in the region to fight COVID-19.

2° Development of an action plan to accelerate the recovery of the airline and cruise industries in the post-pandemic stage.

3° Climate change and sustainable tourism development.

4° Design of a 2050 Tourism Agenda for the Americas.



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TOURISM GUIDELINES FOR INTERNATIONAL VISITORS UPON THEIR ARRIVAL IN MEXICO

It is important for you to know that all States are currently operating under an Epidemiologic Risk Assessment (traffic-light system) in order to move towards the “new normal”.

Compliance with regulations for the use of public spaces to avoid COVID-19 transmission is enforced through a monitoring system.



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TOURISM GUIDELINES FOR INTERNATIONAL VISITORS UPON THEIR ARRIVAL IN MEXICO

RED	Core economic activities are allowed, including strolling in the area surrounding of your home during the day.
ORANGE	In addition to core economic activities, non-essential businesses can run with only 30% of their staff. Maximum precautionary measures must be taken, mainly with people that may be at a higher risk of a severe COVID-19 illness. Outdoor activity centers will be open, allowing only a limited capacity (number of people).
YELLOW	All working activities are allowed, with care being taken of people that may be at a higher risk of a severe COVID-19 illness. Outdoor activity centers will be open allowing only a limited capacity (number of people). As is true with other traffic-light colors, these activities should be carried out using basic precautionary measures and care being taken of people that may be at a higher risk of a severe COVID-19 illness.
GREEN	All activities, including schooling, are allowed.



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The Ministry of Tourism of Mexico designed a comprehensive action plan around three core axes to accelerate the path to recovery.

An holistic approach addressing short, medium and long term timelines.



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1.- SANITARY SECURITY

“The **security of our visitors** is our first concern”.

April: “Protocol to provide assistance to Mexican or foreign visitors who are staying in lodging facilities during the mandatory COVID-19 lockdown” and “Protocol updated to provide assistance to people staying in lodging facilities and attending restaurants during the mandatory COVID-19 lockdown”

May: National guidelines to support the gradual reopening of the Industry through sanitary protocols aligned with global standards.

New protocol:

Clean Point Quality Seal V2020.

“Good Practices for Hygienic-Sanitary Quality in the Tourism Sector”



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2.- MARKETING AND PROMOTION

Comprehensive and integrated response strategy, focused on trade and consumer, for both, national and international markets, 100% digital.

International campaign :

“Postpone, don’t cancel. See you soon”

National campaign :

“Think about Mexico”



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2.- MARKETING AND PROMOTION

Meetings with all the leading Mexico Tourism Chambers and associations, and other influential stakeholders, such as Hotel chains, Tour Operators and Travel Agencies, Airlines and ground transportation companies, to present the strategy and discuss the reactivation with a key message to reverse the impact of the pandemic: NATIONAL UNITY, INNOVATION AND PUBLIC-PRIVATE PARTNERSHIP.



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2.- MARKETING AND PROMOTION

FIRST EDITION OF THE TIANGUIS TURÍSTICO DIGITAL 2020

September, 23rd and 24th

As a preamble to the

Tianguis Turístico 2021
in Mérida, Yucatán on
march 21st-24th



TIANGUIS
TURÍSTICO
— digital —
México
2 0 2 0



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2.- MARKETING AND PROMOTION

SECOND EDITION OF THE TIANGUIS DE PUEBLOS MÁGICOS

November, 26th-29th
in the city of San Luis
Potosí



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**TIANGUIS
PUEBLOS MÁGICOS**

México

2.- MARKETING AND PROMOTION

A PERMANENT TOURISM OBSERVATORY



SECTUR

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SRE

SECRETARÍA DE
RELACIONES
EXTERIORES

Meetings with the network of Embassies and
Consulates of Mexico in our key tourism markets
around the world.



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2.- MARKETING AND PROMOTION



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3.- STRENGTHEN THE TOURISM RESILIENCE

We strongly believe in working on new strategies to build a sustainable and resilient tourism sector.

- Loan program to the industry
- Training programs
- Digitalization of the product offering and commercialization
- New models of sustainable tourism development



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THANK YOU

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