



## **Mexico - Market Update – Q2 2023**

### **LEISURE & CORPORATE SALES**

- Starting in July of this year, the airline “Iberojet” will begin to operate three new flights to Cancun, from the cities of Porto, Lisbon and Barcelona. These three flights represent at least 90 thousand more seats to the Mexican Caribbean.
- In April participated in the event “Partnership Exchange” organized by “American Express GBT” the first day their Call center team attended (Around 80 travel advisors) 60% of the team are new hires & the 2<sup>nd</sup> day their Sales team and Account Managers joined.
- The largest airline in the world, “Turkish Airlines” intends to have more planes to operate two daily flights with Mexico City. Currently, the company operates the Mexico City-Cancun-Istanbul route with 11 weekly frequencies.
- After covid, this year the number of tourists from Canada who visit various states of our country has doubled. Airlines such as Air Cañada and the new Canada Jetlines line increase their frequencies to destinations such as Cancun and Cozumel in Quintana Roo, where there has been a 90.5% increase in the number of Canadian visitors, from 261,333 in 2022 to 498,068 this year.
- I have had different activities with the offices of “American Express TLS” such as: Lunch & learn sessions, after hours events and office visits. This activities are helping us to educate all new hires and get familiar with us “PHR” and our hotels that are art of their programs “Fine Hotels & Resorts” & “The Hotel Collection”.
- In June participated in the first event in person -similar to the “Partnership Exchange”- with BCD Travel Monterrey and meet with almost 100 travel advisors from different areas: call center, leisure, MICE and Sales and Account Managers. The version in Mexico City will take place in July.
- Hotels in Quintana Roo (Mainly in Cancun) have been experiencing a drop in reservations for the past eight months. There is a big fear as its competitors in Central and South American destinations that already have an impact on Quintana Roo, since the visas of Brazilians are one of the factors that have affected them the most because Brazil is one of its ten most important issuers.
- On regards to leisure trips for the summer clients are booking MANY trips to Japan (Hot spot right now for Mexicans), Africa as well- Paris, Spain, Italy, USA remains strong (Santa Monica, New York, Houston among others).

**Contact for this market is Karina Blanchet based in Mexico City**  
[kblanchet@preferredhotels.com](mailto:kblanchet@preferredhotels.com)