



# INTERNATIONAL MARKET FOCUS MEXICO

Fall 2023

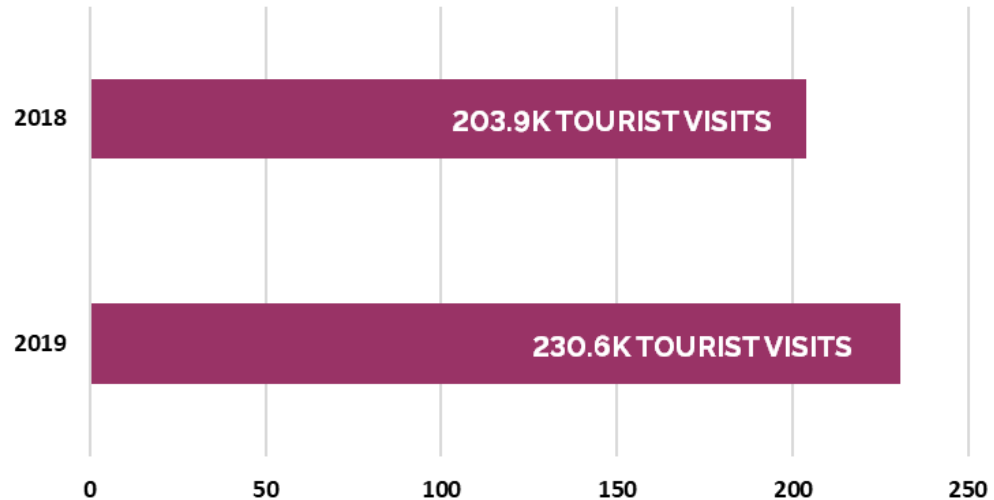
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# MARKET SIZE

- There were **230,600 tourist visits from Mexico to Ontario** in 2019 (+13% over 2018).
- Mexican tourists stayed **17 nights** per overnight Ontario visit, on average, in 2019 – the third longest average length of stay of Ontario's priority overseas markets.
- Mexico accounted for **6% of all overseas visits to Ontario** in 2019.

MEXICO VISITS IN ONTARIO

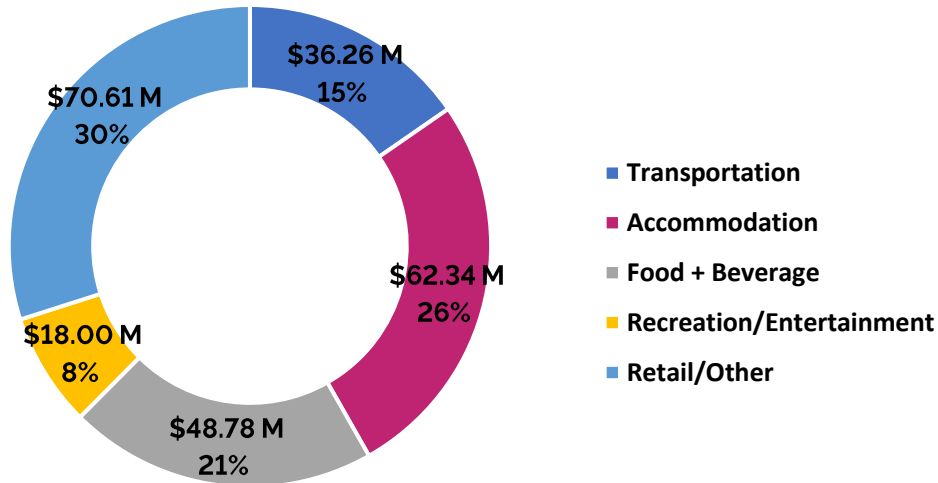


Source: Statistics Canada, Visitor Travel Survey

# VISITOR SPENDING

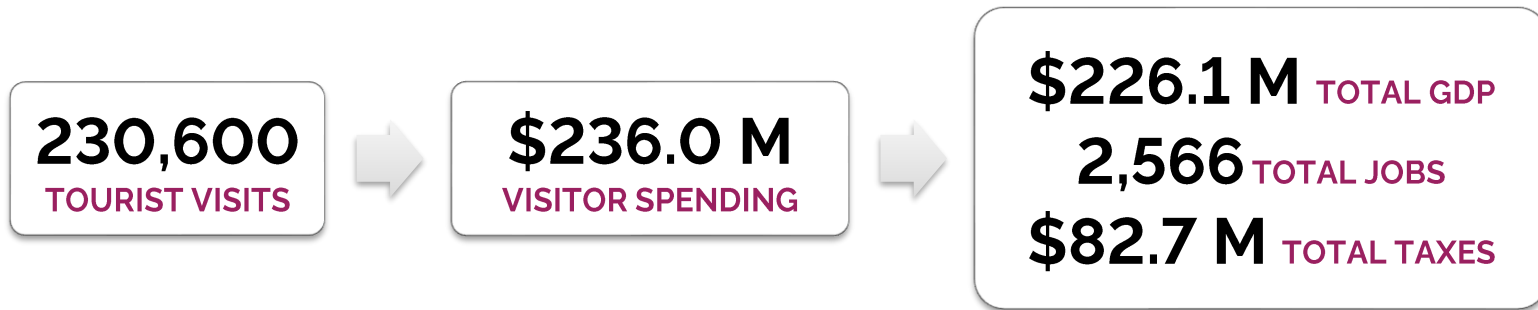
- Mexico visitor spending in Ontario totalled **\$236.0 million** in 2019 (+1% from 2018).
- Mexico accounted for **4% of overseas visitor spending in Ontario** in 2019.
- Mexican tourists spent an average of **\$1,023 per visit in Ontario** in 2019 – **4.6 times more** than the average spend per visit in Ontario. Most visitor spending was on **retail (30%)** and **accommodation (26%)**.
- Destination Canada has estimated that it may take until 2024 for Mexican tourism spending in Canada to recover to 2019 levels.

**MEXICAN SPENDING BY CATEGORY: 2019**



# THE VALUE OF THE MEXICAN TRAVELLER

ECONOMIC IMPACT OF VISITOR SPENDING FROM MEXICO IN ONTARIO (2019)



Source: Statistics Canada, Visitor Travel Survey (2019) and the Ontario Ministry of Tourism, Culture and Sport's Tourism Regional Economic Impact Model

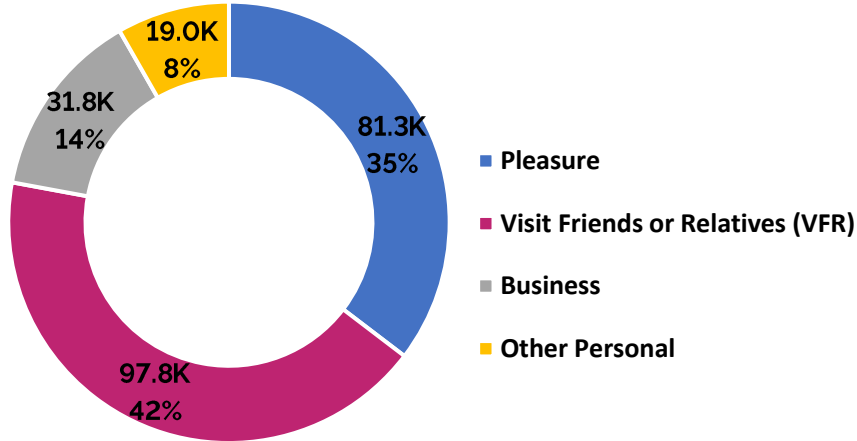


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# TRIP CHARACTERISTICS

- **42%** of tourist visits from Mexico to Ontario were taken to **visit friends or relatives**

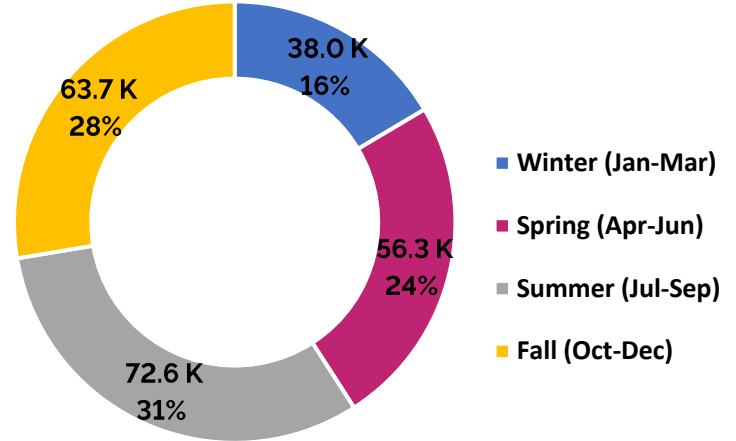
MAIN PURPOSE OF VISIT FROM MEXICO: 2019



Source: Statistics Canada, Visitor Travel Survey

- **31%** of tourist visits from Mexico to Ontario occurred in the **summer** (**28%** were in **fall**)

MEXICO SEASON OF VISIT: 2019



# TRIP CHARACTERISTICS

## TOP TRIP ACTIVITIES IN ONTARIO (2019)

TRIP ACTIVITY	% MEXICAN VISITS IN ONTARIO
Restaurant, bar or club	89%
Shopping	79%
Sightseeing	70%
Visit friends or family	60%
Historic site	59%

## TOP TOURISM REGIONS VISITED (2019)

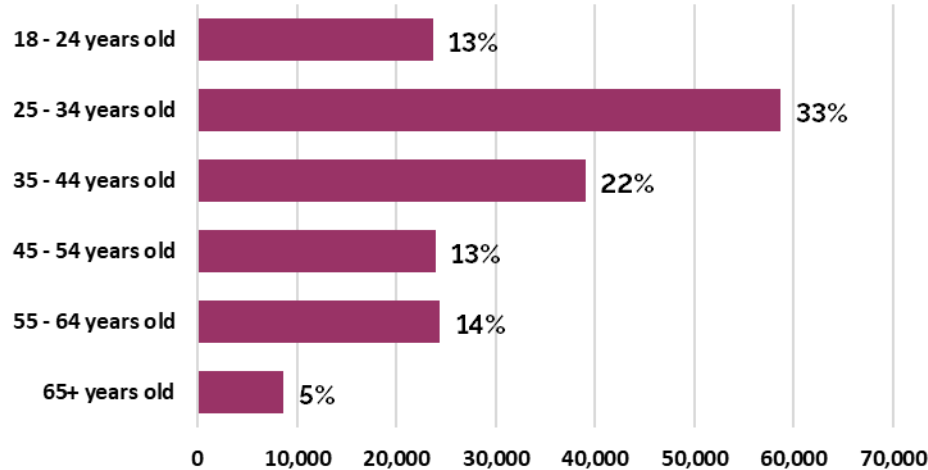
TOURISM REGION	% MEXICAN VISITS IN ONTARIO
Region 5: Greater Toronto Area	79%
Region 2: Niagara Canada	42%
Region 10: Ottawa and Countryside	16%
Region 3: Hamilton, Halton, Brant	5%
Region 1: Southwest Ontario	5%

- Mexican tourists in Ontario in 2019 visited a museum or art gallery, a zoo or aquarium, an historic site, and a theme park in higher proportion than Ontario's other priority overseas markets.

# DEMOGRAPHICS

- The largest share of Mexican tourist visits to Ontario was from those aged 25-34 years old in 2019 (33%). **The average age of a Mexican tourist to Ontario was 39.**
- 18% of travel parties from Mexico to Ontario had children travelling with them in 2019.
- Of those who stated their gender, slightly more than half (53%) of visits from Mexico to Ontario were taken by men in 2019.

MEXICO VISITS TO ONTARIO BY AGE STATED (18+): 2019



# POTENTIAL MARKET SIZE FOR CANADA (WITHIN 3 TARGET CITIES\*)



Total potential long-haul<sup>^</sup>  
pleasure travellers aged  
18 years or more



Target Market for Canada



Those in the dream to  
purchase stages of the path  
to purchase for Canada

Size of the target  
market



Immediate Potential  
for Canada



Will definitely/very likely visit  
Canada in the next 2 years<sup>1</sup>

Immediate potential



Source: Destination Canada 2022 Global Markets Traveller Incidence & Market Sizing Update | \* 3 target cities = Mexico City, Monterrey, Guadalajara  
<sup>^</sup> Long-haul = outside of Mexico and Central America | <sup>1</sup> Includes respondents likely to visit Canada for a trip of 1 to 3 nights, or a trip of 4 nights or more







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