



## **MEETINGS TOOLKIT**

This toolkit represents a collection of key documents that may be of interest to the meeting planner community for bringing their next event to Mexico. The document includes:

### **1. Mexico's Facts**

The fact is that Mexico is a world-class destination enjoyed by over 23,113,000 annual international visitors, offering unparalleled experiences, value and authenticity. In this section you will find a few Visitor, Flight, Investment, and Meetings Facts and statistics for Mexico.

### **2. The Mexico Promise**

Mexico's world – class destinations offer safe and highly authentic meeting experiences that provide:

- Modern Infrastructure including convention and meeting venues
- Highly connected cities with a large selection of air routes to International cities
- Tax advantaged programs (0% VAT) to incentivize the meeting industry to choose Mexico.
- A Mature and high quality supply chain to support meetings travel, such as world-class hotels, resorts, and restaurants.
- A compelling value proposition that includes a highly diverse culture, warm Mexican hospitality and exceptional travel value.

### **3. Success Stories**

The success of Mexico in drawing world-class meetings is increasing annually, as international planners recognize the unique Mexico meetings value proposition. The success stories we will share include a list of main International Events from 2006 – 2018 and a sample of testimonials.

### **4. Security in Mexico**

Safety and security in Mexico is a topic of importance when a planner considers our International venues, the toolkit proactively provides objective information and data to aid in understanding security within Mexico, and how one can join the ranks of our 23.4 million international visitors who safely enjoy the Mexican experience each year. This section includes:

- Key discussion points and Frequently Asked Questions
- Mexico's Geography and relationship of popular Mexican tourism destinations to locations Currently on the American travel alert list.
- Crime rates and statistics of Mexican cities compared to popular world destinations in the US and Europe.

# 1. VISITOR FACTS

## Visitor Facts:

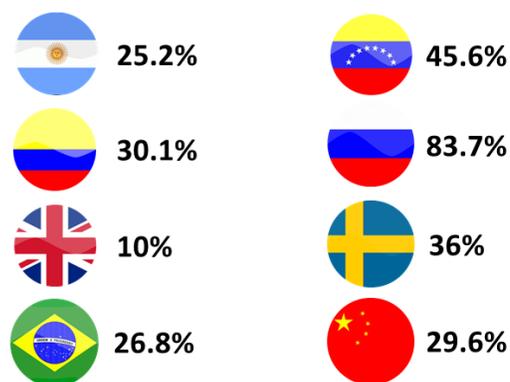
- **World Class Choice** - Mexico continues to be a destination of choice for many people around the world.

- Mexico currently Ranked 10th globally in international visitor arrivals (\*UNWTO 2011):
- Mexico ranked 23rd worldwide in tourism spend - totaling 11.9 billion in 2011 (\*UNWTO 2011)
- Mexico is the only Latin American destination in the top 10 and 2nd to the USA, that is ranked 1st in the Western Hemisphere.
- Mexico remains the most visited country by Americans.

- **The foreign exchange earnings in 2012:** was 12,720 million USD, there was an increase of 7.2% over 2011.

- **Cruise Ships & Border Crossings** - During 2012, there were over 5 million cruise ship passengers same year, and 45 million border crossings. Mexico is the second most visited country for cruise travelers. In 2012, the average expenditure of cruise travelers to Mexico was of \$93.50 US dollars, an increase of 3.3% compared to 2011.

- **Growing Interest From International Tourists** - According to the last report from the National Institute of Migration, Mexico saw an increased number of visitors from 145 countries around the world (year on year). A few notable examples include:



\*(2012 vs. 2011)  
Source: National Institute of Migration

- **American Tourists** - Mexico is the top destination for overseas American tourists, registering a market share of 14.7 percent according to US Commerce Department figures.

- **Growing Occupancy Rates** - From 2011 to 2012, hotel occupancy rates increased by 3%. In fact, Mexico had an average occupancy rate of 55.2% in 2012. (\*DATATUR)

- **World Class Accommodations** – Mexico is home to unique and world class luxury destinations and accommodations.

- **Mexico has 18 Five Diamond Rated Properties From AAA** – The AAA organization personally visits and expects 59,000 properties each year, throughout the world per year, and in 2011 selected 124 of those properties in the US, Mexico, Canada and Caribbean to have its Top 5 Diamond rating, or top 0.3%.

### Visitor Statistics

- **Luxury Spas** - According to a June 2011, Conde Nast Traveler poll, Mexico has 19 of the top 250 spas, globally.

- San Miguel de Allende is in the Top 10 of "Reader's Choice Awards" by Condé Nast (2013)

- Five Mexican Hotels are positioned in the "The 154 Top New Hotels of the Year" ranking by Condé Nast.

- Travelocity ranked Cancun #3 and Puerto Vallarta #8 in its top ten summer family destinations for 2011.

- Cancun was ranked the number one international destination on the Orbitz Insider Index Summer Travel report.

- Riviera Maya, Mexico and two Mexican hotel properties have been recognized with a top travel destination award from *Travel Weekly*. Also, several Mexico hotels were selected by *Condé Nast Traveler* Gold List 2011, *Travel + Leisure* World's Best Hotels 2011 and Loreto, Mexico made *The New York Times* list of 41 Places to Go in 2011.

- According to Expedia, the number of Mexico hotels participating in Expedia and Hotels.com sites climbed 30% in the last 12 months. Out of these, more than 120 have been listed on Expedia's exclusive list called 'Select'.

- Mexico is a leader in sustainable tourism. The Mayakoba Resort on Mexico's Riviera Maya was awarded with the prestigious Ulysses Award from the United Nations World Tourism organization in 2011. In the **'Innovation in Enterprises'** division, Mayakoba garnered the award for **'Responsible Tourism Development'**. Also in 2011, the Mayakoba Resort received recognition from the Rainforest Alliance for achievements in sustainable tourism.

## Investment Statistics

### New Hotels:

Major international companies are betting on Mexico's tourist growth, especially major hotel chains:

#### •Hotel Courtyard by Marriot en Poliforum León

The Courtyard by Marriott hotel will consist of 140 rooms spread over 9 levels, plus two additional which will house the reception, lobby, front desk, lounge bar, restaurant, business center, rooftop swimming pool and mezzanine meeting rooms and fitness.

Rooms are double, king size suites, plus they will have rooms for people with disabilities, equipped with all the amenities and designed especially for the rest of the tourist facilities, this chain offers the best after a working session convention, conference or exhibition in Polyforum Leon.

#### •Live Aqua Bosques, Santa Fé

Luxurious and sophisticated, Live Aqua Forest will make your event unforgettable. It features a lounge with capacity for 1,000 people and can be divided into five rooms for smaller groups. It is the ideal space for special banquets, business meetings and conferences, where every detail is meticulously planned.

The meeting events team has all the requirements to ensure that your plans are implemented carefully. Meeting space is characterized by its privacy and functionality, while an expert staff can find an answer to each request, with the vision to host your event or special day in the most exclusive area of Mexico City.

#### • Intercontinental Hotels Group

IHG will invest approximately USD \$500 million between 2011 and 2014 resulting in the creation of 47 new hotels equating to approximately 5,000 rooms.

#### • Hilton Hotel

Mexico City Airport Area: Hilton Worldwide announced plans for a Doubletree by Hilton expansion throughout Mexico, including a new property set to open in Mexico City. This will be one of the first Doubletree by Hilton locations and will also be located near the Benito Juarez International Airport, allowing for ease of access for international visitors.

#### • Marriot International

Courtyard Mexico City Airport: Marriott International will open the first Courtyard by Marriott hotel in Mexico City at the Benito Juarez International Airport, which will be connected to international terminal number one by a footbridge. Slated to open in early 2012, the 292-room hotel will offer four levels of guest rooms; a patio level with retail outlets; a mezzanine level with a lobby and fitness center; and two levels of underground parking.

- **W Hotels**

**W Santa Fe:** W Hotels will open a new property in Santa Fe in 2014. W Santa Fe will feature 132 rooms, several destination bars and restaurants, a pool deck and an outdoor bar, W's signature Living Room bar and cafe; a 4,000-square-foot Away Spa; a state-of-the-art fitness facility; and 7,800 square feet of meetings and events.

**W Mexico City (refurbishment):** Located in the upscale Polanco neighborhood, and home to the newly opened Museo Soumaya, this eight year old property is set to receive a significant renovation over the next couple of years.

- **AAA Five Diamond Awards** - Mexico has a total of 18 AAA Five Diamond Awards, including two new lodgings and one new restaurant in January 2011. This is a further testament to Mexico's longstanding reputation as a travel destination offering top-quality, unique and best-in-class resorts and hotels. The La Blanc Spa Resort in Cancun and Grand Velas All Suites & Spa Resort Riviera Maya join 12 other Mexican hotels to have already earned this distinction, giving Mexico a total of fourteen AAA Five Diamond Awards.

### **New Convention Centers:**

- **Los Cabos Convention Center**

Located at 10 minutes from the Los Cabos International Airport and 5 minutes from more than 10 hotels in Los Cabos, The venue hosted the G20 meetings and events in June 2012.

The Los Cabos Convention Center will have 56,000 square feet of meeting and function space and the ability to accommodate 5,000 people for meetings and expositions and 3,000 banquet style. Ample lobby space, 3 exposition areas, 5 exhibit halls, business center, mezzanine, service area, loading area, parking lot with 567 spaces and outdoor garden areas.

The Convention Center represents \$100,000,000 investment by the federal government and a \$1,500,000 investment from the State of Baja California Sur. The municipality of Los Cabos endowed a 15-acre tract of land which is located alongside a private golf community and boasts magnificent views for the building of the Convention Center, and the Los Cabos Tourism Board has also invested almost \$1,000,000 in the project. The Convention Center will be designated a "green" facility, and will be designed with energy efficiency in mind and will be equipped with solar panels.

- **The Baja California Metropolitan Convention Center**

Located at the 31.5km of Tijuana - Ensenada scenic highway, the Baja California Metropolitan Convention Center will offer an innovative and contemporary architecture that utilizes the environment, providing a sustainable open space area that harmonizes with nature and landscape. The Convention Center will have 40,364 square feet of space for congresses and conventions with a capacity of 3,750 guests, a 193,750 square foot exposition area that can hold up to 18,000 people and 850 stands, as well as a 16,145 square foot business center for groups under 100 people.

- **Puebla Convention Center**

Puebla Convention Center Williams O Jenkins, unique in America because it is located in the historic center of the city, has been installed on buildings of the old textile mills: The Guide, La Esperanza, La Mascota and La Pastora, respecting the value of its essence, restoring value features and giving it a new life, from the needs and demands of modern life.

Located a few meters from where they founded the city of Puebla, is considered one of the best venues to host major events such as national and international conferences, symposia, forums, seminars, conferences, presentations, concerts, cultural exhibitions, shows, trade shows and banquets. The center is in an area of 1 hectare and has a built area of 33 thousand square meters. Amalgam different architectural styles, both industrial and neoclassical and modernist.

### **New Air Services:**

Many international airlines are considering increasing their routes to Mexico – including American Airlines and Continental.

- **New Air Routes** - Airlines continue to expand their network coverage of Mexico. As recently as June 2011 American Eagle launched a new route between Dallas and Mazatlan.

Air France also inaugurated (October 22nd, 2011), the first flight from Paris-Charles de Gaulle to Cancun. The flights will be operated 3 times a week, with a total capacity of 472 seats: 14 in Business class and 458 in the Voyage.

Aeroflot also launched a new route between Moscow's Sheremetyevo International Airport (SVO) and Cancun International Airport (CUN), with flights every 10 days in the company's Airbus 330-200, offering seating for 241 passengers (34 in first class).

- **New Golf Courses - Tiger Woods Design** is opening an 18-hole, 6,835 yard, par-70 golf course as the centerpiece of the Punta Brava community. This will be the first Woods' designed golf course in Latin America.

- **New Museums** - The National Institute of Anthropology and History (INAH) opened a museum in Cancun next year to spread the archaeological culture of Quintana Roo.

### **Meetings Statistics:**

- Ranking #20 with 175 International Congresses (ICCA), 2011
- 197,400 Meetings Held in Mexico (PWC), 2010
- 830,000 International attendees at Meetings (PWC), 2010
- 370,000 Participants in Mexico Incentive Programs, (PWC), 2010
- 6,035 RFP's (Generated in Cvent), 2011
- Mexico's ICCA ranking for international congresses grew from 22th to 20nd and it ranked 14th in the world in the number of international attendees.

- The number of convention centers in Mexico has more than doubled in the last 10 years – 27 in 2000 to 56 in 2011, and meeting space has expanded by 148 percent.

### **The Economic Significance of Meetings in Mexico**

- Mexico is the 3rd country in the world (after Canada and U.S.) to measure the economic revenue generated from conventions, incentive groups and trade shows (The Economic Significance of Meetings in Mexico ),2011
- 395,000 Rooms in hotels with equipped facilities and features to host meetings of all kinds
- The meetings Industry represents 18 billion dollars of the total travel and tourism demand and contributes 1.43% to the national GDP (PWC),2011
- 24.3 million room nights (The Economic Significance of Meetings in Mexico), 2011
- On average, meeting tourists stayed 2.06 nights per person
- 441,300 direct jobs
- 342 Indirect Jobs
- 4.6 Billion in employment income
- 9.3 million tourists and 104,822 meetings

## 2. THE MEXICO PROMISE

Mexico can offer your organization the high quality meeting experience your organization requires, in terms of venue size and quality, incentives, infrastructure, tax breaks, air connectivity, mature supply chain, and diversity of activities and experiences.

### Meetings Infrastructure:

Mexico offers super value, high air connectivity, and modern infrastructure. With an assortment of ecosystems, cultures and climates, Mexico's destinations provide the perfect places to host meetings for 10 or 20,000 people.

- **Infrastructure** – With over 68 major convention and exposition centers across the country and half a million hotel rooms in more than 3000 luxury hotels, Mexico is equipped to hold meetings of international caliber.

Name	City, State	Sq. Ft	Phone/Fax	Website
Expo Guadalajara Centro de Exposiciones	Guadalajara, Jalisco	495,000	(333) 343-3000	expo-guadalajara.com
Poliforum, León	León, Guanajuato	485,000	(477) 710-7000	poliforumleon.com
Centro Banamex	México, City D.F.	441,000	(55) 5268-2000	centrobanamex.com
Expo Center Puebla	Puebla, Puebla	430,000	(222) 122-1100	expo-puebla.com
Expo Bancomer Santa Fé	México, City D.F.	413,000	(55) 5292-5350	expobancomer.com.mx
World Trade Center Veracruz	Veracruz, Veracruz	410,000	(229)923-0300	wtcveracruz.com.mx
Mundo Imperial	Acapulco, Guerrero	355,000	(744)4663-322	mundaimperial.com
Centro de Congresos y Convenciones de Querétaro	Querétaro, Querétaro	346,080	(442) 238-6400	qcc.mx
Cancun Messe	Cancun, Quintana Roo	341,121	(998) 209-1366	cancunmesse.com
Centro de Convenciones Tuzoforum	Pachuca, Hidalgo	318,342	(771) 717-8523	tuzoforum.com.mx
Centro Internacional Acapulco	Acapulco, Guerrero	288,515	(744) 435-130	centroacapulco.com
Centro Internacional de Negocios de Monterrey (Cintermex)	Monterrey, Nuevo León	273,500	(818) 369-6969	cintemex.com.mx
World Trade Center México City	México, City D.F.	269,000	(55) 9000-9000	expowtc.com
Baja California Metropolitan Center	Tijuana, Baja California	240,000	(624)143-4777	visitmexico.com/meetings/tijuana
Centro de Convenciones y Exposiciones Yucatán XXI	Merida, Yucatán	225,000	(999) 942-1900	yucatanSIGLOXXI.com
Centro de Ferias y Exposiciones Zacatecas	Zacatecas, Zacatecas	204,000	(492)924-4028	centrodeferiaszacatecas.com
Moon Palace	Cancun, Quintana Roo	157,000	(998) 881-6000	palaceresorts.com
Expo Tampico	Tampico, Tamaulipas	155,624	(833) 274-2950	expotampico.com

Cancun Center	Cancun, Quintana Roo	152,852	( 866) 891-7773	cancuncenter.com
Centro de Convenciones de Coatzacoalcos	Coatzacoalcos, Veracruz	129,000	(921) 210-6614	convencionescoatzacoatzacoalcos.com
Centro de Convenciones y Eventos Sociales Cibeles	Ciudad Juarez, Chihuahua	110,000	(656) 688-0580	cibeles.com.mx
Inforum, Irapuato	Irapuato, Guanajuato	107,639	(462) 607- 8383	inforumirapuato.com
Centro de Convenciones y Exposiciones Bicentenario	Durango, Durango	103,915	(618)142-5965	ccb.durango.gob.mx/es/
Expo Forum Convenciones y Exposiciones Hermosillo	Hermosillo, Sonora	100,000	(662) 254-6300	expoforum.com.mx
Palacio de Convenciones de Zacatecas	Zacatecas, Zacatecas	100,000		convencioneszacatecas.com
Centro de Convenciones Puebla William O'Jenkins	Puebla, Puebla	98,902	(222) 122-1100	convenciones-puebla.com.mx
Expo Centro Querétaro Juriquilla	Santiago de Querétaro, Querétaro	97,951	(442)234-0000	expocentrojuriquilla.com
Mazatlan International Center	Mazatlan, Sinaloa	95,400	(669) 913-4366	mazatlaninternationalcenter.com
Centro Internacional de Exposiciones de Estado de México de Toluca	Toluca, Edo. De México	91,862	(722) 273-1502	ciecem.com
Expo Chihuahua	Chihuahua, Chihuahua	70,000	(614) 414-8000	epochihuahua.com.mx
Centro Convex	Monterrey, Nuevo León	69,000	(818) 122-5800	centroconvex.com
The Fairmont Acapulco Princess	Acapulco, Guerrero	64,500	(744) 469-1000	fairmont.com/acapulco
Los Cabos International Convention Center	Los Cabos, Baja California	63,400	(624)143-4777	loscabosconventioncenter.mx
World Trade Center Morelos	Cuernavaca, Morelos	62,842	(777) 391-6321	wtcmorelos.com
Centro Potosino de Convenciones	San Luis Potosí, S.L.P.	62,400	(442) 813-8715	centrodeconvencionessanluis.com.mx
Centro de Convenciones Irapuato	Irapuato, Guanajuato	41,000	(462) 607- 8383	inforumirapuato.com
Centro de Convenciones Polyforum Chiapas	Tuxtla-Gutiérrez, Chiapas	33,000	(961)614-0975	ocvchiapas.com
Expo Center Laguna	Torreón, Coahuila	25,200	(871)750-5728	expocenterlaguna.com
Centro de Convenciones Tlaxcala	Tlaxcala, Tlaxcala	21,357	(246) 462-8012	tlaxcala.gob.mx
Centro de Convenciones de Guanajuato	Guanajuato, Guanajuato	19,245	(473) 732-0931	centrodeconvenciones.guanajuato.gob.mx
Cozumel Convention Center	Cozumel, Quintana Roo	18,800	(987) 869-0954	visitmexico.com/en-us/cozumel
Hilton Hotel México City Reforma	México, City D.F.	18,621	(55) 5130-5300	hiltonmexicocity.com
Centro de Convenciones de Campeche XXI	Campeche, Campeche	17,642	(981) 811-9140	convencionescampeche.com
Centro de Convenciones y Exposiciones de Morelia	Morelia, Michoacán	16,231	(443) 232-4400	ceconexpo.com
Allegra Centro de Convenciones	Colima, Colima	10,387	(312) 323-6666	allegracolima.com.mx

• **Air Connectivity** – In 2012, Mexico carried out 14,525,309 international passengers and 28,083,316 domestic passengers \*(ASA) into the country. From Mexico City’s International Airport, visitors can reach nearly every major destination in Mexico in less than three hours. Mexico has several major airline companies that connect most of Mexico’s destinations to metropolitan cities in the U.S., Canada and around the world, as well as other destinations around the country. Mexico’s excellent highway infrastructure and first-class bus providers make short trips enjoyable and scenic.



• **Diversity - Unique & Authentic Experiences**– Mexico offers a diversity of destinations to suite every meeting planner’s needs: there are cosmopolitan cities for large international congresses, conventions and expositions, mountainous landscapes, colonial towns and seaside villages for magnificent retreats. Mexico has 110,000 monuments, 29,000 archeological sites, 31 UNESCO World Heritage sites (more that any country in the Americas), 62 distinct ethnic language groups (second most in the world), and one of the five best cuisines in the world.

## Main Direct Flights to Mexico

### North America

- ✓ Nueva York
- ✓ Los Angeles
- ✓ Miami
- ✓ Chicago
- ✓ Dallas
- ✓ Toronto
- ✓ Montreal

### South America

- ✓ Ciudad Panama, Panama
- ✓ Santiago, Chile
- ✓ Buenos Aires, Argentina
- ✓ Sao Paulo , Brazil
- ✓ Bogota, Colombia

### Europe

- ✓ Frankfurt
- ✓ Barcelona
- ✓ Madrid
- ✓ Paris
- ✓ Roma
- ✓ Londres

### Asia

- ✓ Tokyo
- ✓ Shanghai
- ✓ Hong Kong

## Estimated Time of Direct Flights to Mexico

Destination	Mexico City	Cancun	Cabos	Monterrey	Guadalajara	Merida	Mazatlan	Veracruz	Leon	Queretaro
Estimated Time										
Nueva York	04.00	03.00	04.45	03.45	04.3	03.15	04.30	04.00	04.15	04.00
Los Angeles	03.00	04.15	01.45	02.30	02.30	04.00	02.00	03.30	02.45	03.00
Miami	02.30	1.00	03.45	02.30	03.00	1.15	03.15	02.15	02.45	02.45
Chicago	03.30	03.30	03.45	02.45	03.30	03.00	03.15	03.15	03.15	03.15
Montreal	04.30	03.30	05.00	05.00	04.45	03.45	04.45	04.30	04.45	04.30
Santiago	08.00	07.30	09.30	09.00	09.00	08.00	09.00	08.00	08.30	08.00
Barcelona	12.00	10.30	13.00	10.30	12.15	10.15	11.40	11.45	12.00	11.45
Madrid	11.30	10.00	12.30	11.00	11.45	10.30	11.45	11.15	11.30	11.15
Paris	11.30	10.15	12.15	11.00	11.45	**	11.45	11.15	11.15	11.30
Bogota	03.30	03.00	05.30	04.30	04.30	03.00	03.00	03.30	04.00	**
Buenos Aires	09.00	08.30	10.30	10.00	09.30	08.30	10.00	09.00	09.30	**
Dallas	01.45	02.00	02.00	01.00	01.45	01.15	01.45	02.00	**	02.00
Sao Paulo	09.30	09.00	11.00	10.00	10.00	08.30	10.30	09.00	09.30	**
Panama	03.00	02.00	**	03.30	03.30	02.00	04.00	02.30	03.30	**
Tokyo	14.00	15.00	12.30	13.15	13.45	**	13.15	14.30	13.45	13.45
Shanghai	16.00	17.00	14.30	15.30	15.45	**	15.15	16.30	16.00	15.45
Toronto	04.15	03.15	**	**	04.15	03.15	**	**	**	**
Roma	12.30	10.30	**	**	13.15	***	**	**	**	**
Londres	11.00	10.00	**	**	**	**	**	**	**	**
Frankfurt	12.00	**	**	**	**	**	**	**	**	**
Hong Kong	18.00	**	**	**	**	**	**	**	**	**

## Migration

- The Electronic Authorization System (SAE) is an online system, which allows Brazilians, Russians, Peruvians and Ukrainians to obtain an electronic authorization to travel to Mexico without a consular visa.
- Holders of a valid U.S. visa or permanent resident of Japan, Great Britain, Schengen Area, Canada or United States do not require a visa to travel to Mexico neither an electronic authorization.
- To look up for countries and regions that require a Visa to travel to Mexico go to <http://www.inm.gob.mx>
- For business purposes, with non-profit activities, for up to 180 days, the following documents must be presented to Consular authorities:
  - Passport or identity document and legal travel documents, in which nationality can be confirmed; it is recommended to be in effect at least for the next 6 months.
  - Business traveling people must present at least one of the following documents:

- Application supported by a National Entrepreneurial Organization, duly acknowledged by the corresponding authorities of the origin Country or by the Commercial Mexican Offices overseas, or
- Invitation letter from the Commerce Chambers or Industry, entrepreneurial associations, private or public organizations, industrial or commercial companies, or financial institutions in Mexico or Letter of economic support from the company represented by the visitor for the period of your stay in Mexico.

Who needs visa?

[http://www.inm.gob.mx/index.php/page/Paises\\_Visa/en.html](http://www.inm.gob.mx/index.php/page/Paises_Visa/en.html)

Who doesn't need visa?

[http://www.inm.gob.mx/index.php/page/Paises\\_No\\_Visa/en.html](http://www.inm.gob.mx/index.php/page/Paises_No_Visa/en.html)

## 0% VAT FOR CONGRESSES AND CONVENTIONS:

Mexico is committed to winning international meeting and event business, and demonstrates this through their generous VAT exemption program. This equates to a 15% discount on a broad range of meetings and convention services.

Discounted Direct Services	Discounted Related Services
<ul style="list-style-type: none"> <li>• Lodging</li> <li>• Food and Beverage by hotel and convention center</li> <li>• Airport, seaport and border transfers</li> <li>• Transfers between hotel and meetings place</li> </ul>	<ul style="list-style-type: none"> <li>• Registrations</li> <li>• Master of Ceremonies</li> <li>• Translators</li> <li>• Hosts</li> <li>• AV Equipment</li> <li>• Decoration</li> <li>• Cleaning</li> <li>• Security</li> </ul>

With a typical small to medium sized planning scenario, one can see how the VAT exemption can remove a significant amount of cost to the international meetings industry, compounded by often attractive Peso to foreign currency exchange rates.

Example calculation	Typical Price (With VAT Tax)	Mexico's Programe (without VAT tax)
General facility Costs	\$414,000	\$414,000
Lodging (120 attendees)	\$36,000	\$36,000
120 Rooms x \$150/Day x 2 Nights	\$5,500	\$5,500
1 Breakfast, 2 Lunchs, 1 Dinner		
Audio Visual	\$4,500	\$4,500
Sub-Total	\$460,000	\$460,000
Planner Mark Up	\$92,000	\$92,000
Sub Total	\$552,000	\$552,000
2% General Tax	\$7,200	\$7,200
VAT (15%)	<b>\$82,800</b>	<b>\$0.00</b>
<b>TOTAL</b>	<b>\$642,000</b>	<b>\$559,300</b>

## 3. SUCCESS STORIES

Interest in Mexico for meetings and events is as broad and diverse, as depicted by this sampling of successful key conferences and meetings:

### 2006 – 2012

- World Water Forum, 2006
- XVII International Aids Conference, 2008
- 9th World Wilderness Congress, 2009
- 3rd World Congress of Cities and Local Governments 2010
- 16th Conference of the Parties of the United Nations Framework Convention on Climate Change (COP16) / 2010
- Pan-American Games, 2011
- 7th World Chambers of Commerce Congress, 2011
- FDI World Dental Congress, 2011
- World Adventure Travel, Summit, 2011
- 24th World Road Congress, 2011
- FIF U-17 World Cup, 2011
- Robocup W Championship, 2012
- 32nd Congress of the International Society of Blood Transfusion
- 8th World Congress of the International Academy of Cosmetic Dermatology
- G20 (Group of Twenty Finance Ministers) Summit, 2012
- 13th World Congress of Endoscopic Surgery, 2012
- World Economic Forum on Latin America, 2012
- World Council of Civil Engineers, 2012

Additionally Mexico has won several notable World Congresses, including:

### 2012 – 2018

- 1st Mathematical Congress of the Americas, 2013
- 17th Congress of the International Society of Development Biologists (ISDB), 2013
- 4th World Congress on the Menopause, 2014
- World Intellectual Property Congress, 2018

### Testimonials

A modest sampling from our satisfied meeting professionals:

*“Cozumel offers a one of a kind experience. With the exceptional service in meeting the group’s demands, the first-class accommodations & incredible views made the decision for a second visit priceless. This destination is worth venturing for business and/or pleasure as it offers something for everyone.”*

Tiffany Tucker, National Association of Home Builders

As Sample of Testimonials (Puerto Vallarta).

- Event the 4th Global Forum on Migration and Development (INAMI): <http://www.youtube.com/user/FideturPVR#p/u/8/r9Ru848GcKc>
- Evento Gala Vallarta 2011: <http://www.youtube.com/user/FideturPVR#p/u/0/ZMePGFmgI-Q>
- A day in the Malecón: <http://www.youtube.com/user/FideturPVR#p/u/1/MTpAyqpF4nk>
- A Place to return: <http://www.youtube.com/user/FideturPVR#p/u/2/6QWbqN1QK5k>
- A place to make a life: <http://www.youtube.com/user/FideturPVR#p/u/3/ncXbx9N5ojY>
- A place that feels like home: <http://www.youtube.com/user/FideturPVR#p/u/4/OGqBqnKlEo>
- Puerto Vallarta Romance: <http://www.youtube.com/user/FideturPVR#p/u/14/dvGeEc7KVSsw>
- Testimonial Secretario General de la Organización Mundial de Turismo – Sr. Taleb Rifai <http://www.youtube.com/user/FideturPVR#p/u/9/igh2FOICgdl>

## 4. SECURITY IN MEXICO

Given the on-going Mexico security and crime challenges and highly visible/amplified depiction of crime encountered within Mexico, it goes without saying that careful planning and precautions should be exercised when traveling in specific and localized destinations within Mexico (such as those identified by the US travel alerts).

We want to provide you with objective guidance to understand that our popular tourist destinations are on par with well-known international crime risks in other international destinations. Further, security risks are heavily mitigated by your selection of destination, and through the distance of these higher risk locations from popular destinations (often a few hundred to a few thousand miles away). Given these facts, and by exercising prudent tourist security precautions exercised within any large International destination, your group will be able to join the millions of international travelers who enjoy the authentic Mexico experience every year.

### Talking points

- On February 8, 2012 the U.S. State Department provided an updated Travel Warning on travel to Mexico. The warning is very specific - providing advice on travel to individual states, cities and districts
- Mexico remains the most popular international destination for Americans. The warning highlights that millions of U.S. citizens travel safely to Mexico every year, for tourism, business and study, including 150,000 border crossing every day:

***“Millions of U.S. citizens safely visit Mexico each year for study, tourism, and business, including more than 150,000 who cross the border every day. The Mexican government makes a considerable effort to protect U.S. citizens and other visitors to major tourist destinations, and there is no evidence that Transnational Criminal Organizations (TCOs) have targeted U.S. visitors and residents based on their nationality. Resort areas and tourist destinations in Mexico generally do not see the levels of drug-related violence and crime reported in the border region and in areas along major trafficking routes”***

- Mexico is a large country, roughly the size of Western Europe. The warning acknowledges that the vast majority of incidents have occurred in the border areas. Major tourist destinations like Cancun and Los Cabos are located more than a 2 hour flight away from the border and are recognized in the warning as safe.
- For specific travel advice travelers should refer to the state-by-state advisories, these provide detailed information on states, cities and areas within these cities.
- The U.S. State Department recommends that travelers consult the map on their website:

[http://travel.state.gov/pdf/mexico\\_map.pdf](http://travel.state.gov/pdf/mexico_map.pdf). This will give travelers an accurate perspective on the location of tourist resorts and the distance between these popular destinations and areas where incidents have taken place, concentrated near the border.

- There are no travel advisories in place for popular tourist destinations like Cancun, Cozumel, Playa del Carmen, Riviera Maya and Tulum, the Riviera Nayarit, Cabo San Lucas, Puerto Vallarta, Guadalajara and San Miguel de Allende and Leon.
- There is no advisory in place for Mexico's capital and biggest city, Mexico City.
- Travelers are also advised that the tourist areas in Ixtapa, Mazatlan, Monterrey and Zihuatanejo are safe to visit.
- The safety of visitors and citizens is the Mexican Government's number one priority. The Mexico Tourism Board recommends that travelers follow the recommendations in the U.S. State Department document.

### Key Points

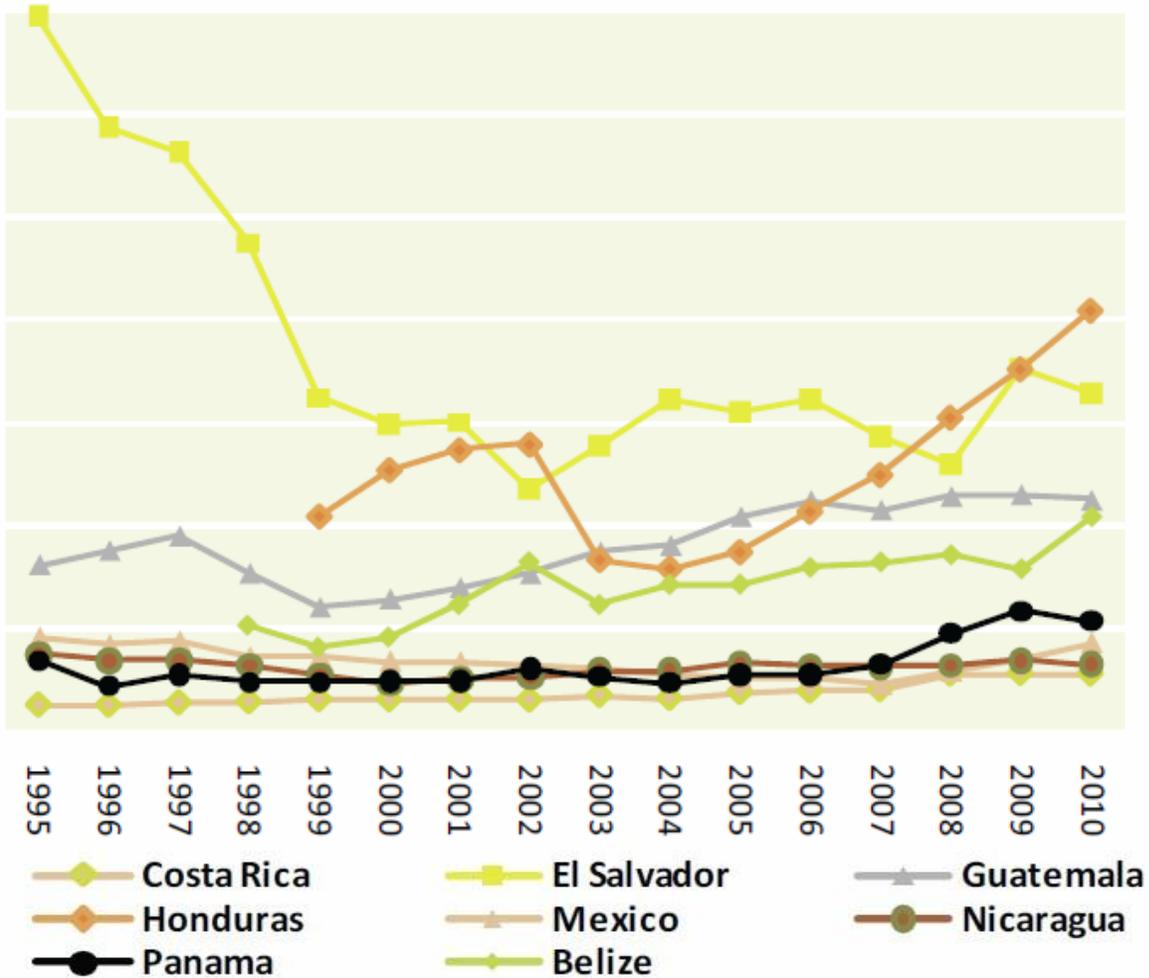
**The main tourist destinations for U.S. citizens are geographically far from the very specific areas that have been affected, primarily along the U.S.-Mexico border.**

- Tourist destinations are far from the violence. For example, Cancun, and Los Cabos are at least a two-hour flight away from the main border areas. The distance from Cancun to Ciudad Juarez is 1,312 miles - approximately the same distance between New York and Miami (1,290 miles), Chicago and Laredo, Texas (1,395 miles), or Los Angeles and Oklahoma City (1,328 miles).

### **Crime in Mexico is localized/contained and declining**

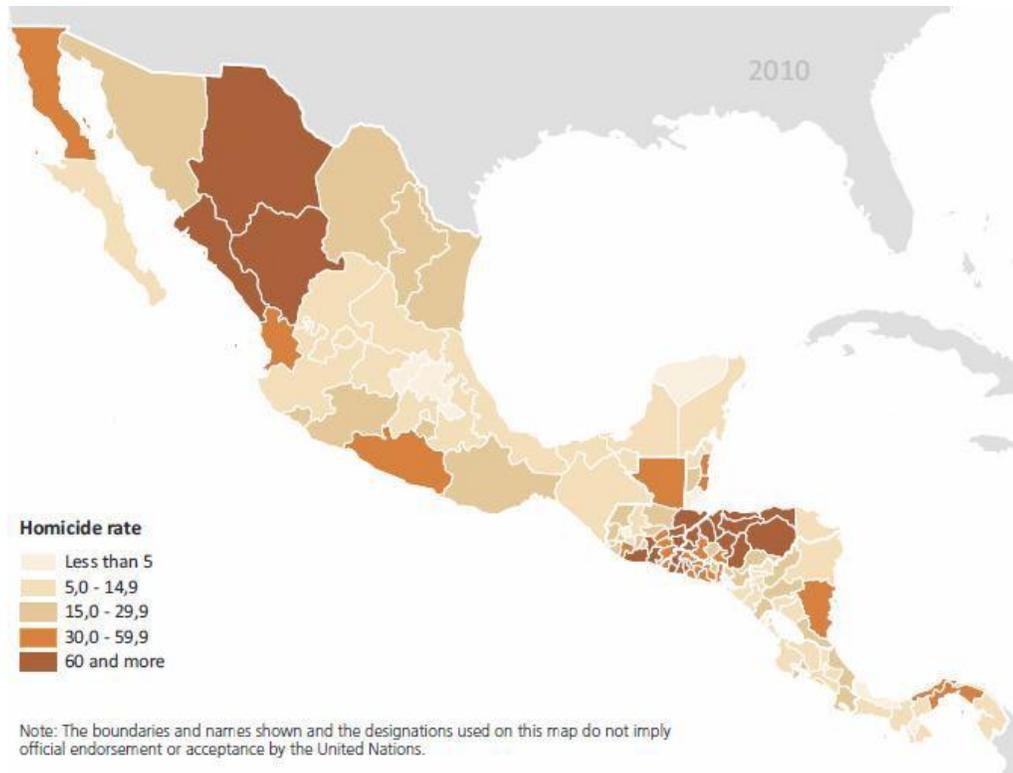
- Mexico's homicide rate is lower than almost any country in Central America, and lower than, South Africa and Brazil.

## Homicide rates by country, Central America (1995-2010)



Source: UNODC Homicide Statistics (2011).

- The majority (70%) of homicides were committed in seven (7) of Mexico's 31 states. As one more carefully planning travel within these states, this will help mitigate much of the risk when traveling within these states.



- Recent 2010-2011 Crime Rankings Survey data conducted by CQ Press show U.S. cities along the border with Mexico have some of the lowest crime rates in the nation. For instance, seven (7) cities in Ohio rank among the top 50 US cities with the highest crime rates. Border cities such as El Paso, San Diego, McAllen, and Brownsville each rank in the bottom half of all US cities by crime rate.

### Crime Rates Compared to US and International locations

Crime rates within the large majority of Mexican destinations (both those popular with US Tourists, and those found within the interior regions of Mexico) are often on par and sometimes below those of cities that US Visitors feel at home in.

México Destinations	Type	Location	Llegada de turistas (miles) <sup>1/</sup>		Tasa de Homicidios por cada 100 mil personas <sup>2/</sup>
			Extranjeros	Total	
Bahías de Huatulco	playa	Oaxaca	34.1	352.8	0.0
Isla Mujeres	playa	Quintana Roo	80.4	158.7	0.0
Guanajuato	Ciudad interior	Guanajuato	18.4	484.1	1.8
Mérida	Ciudad interior	Yucatán	150.3	953.3	2.5
Riviera Maya	playa	Quintana Roo	2,766.8	2,880.5	3.5
Los Cabos	playa	Baja California Sur	803.7	1,121.0	4.9
Campeche	Ciudad interior	Campeche	73.1	281.9	7.2

<b>León</b>	Ciudad interior	Guanajuato	30.3	1,076.6	7.4
<b>Loreto</b>	playa	Baja California Sur	7.4	75.5	8.4
<b>Tuxtla Gutiérrez</b>	Ciudad interior	Chiapas	20.7	663.3	9.8
<b>San Cristóbal de las Casas</b>	Pueblo mágico	Chiapas	123.5	603.8	12.9
<b>Cancún</b>	playa	Quintana Roo	2,285.0	4,041.4	13.1
<b>Villahermosa</b>	Ciudad interior	Tabasco	29.6	485.0	13.4
<b>Puerto Vallarta</b>	playa	Jalisco	431.2	1,201.1	14.2
<b>Veracruz-Boca del Río</b>	playa	Veracruz	30.2	1,949.3	14.2
<b>Xalapa</b>	Ciudad interior	Veracruz	6.8	431.1	16.3
<b>Valle de Bravo</b>	Pueblo mágico	México	0.9	86.1	16.8
<b>Mexicali</b>	Ciudad fronteriza	Baja California	88.5	470.6	23.0

<b>Países y ciudades con un desarrollo humano alto<sup>3/</sup></b>	<b>Tasa de Homicidios por cada 100 mil personas</b>
<b>Japón</b>	0.5
<b>Francia</b>	0.9
<b>Reino Unido</b>	2.0
<b>Finlandia</b>	2.6
<b>Uruguay</b>	4.8
<b>New York</b>	5.6
<b>San Antonio</b>	7.2
<b>Phoenix</b>	7.6
<b>Los Angeles</b>	8.1
<b>Houston</b>	12.6
<b>Dallas</b>	12.9
<b>Indianápolis</b>	14.1
<b>Miami</b>	14.1
<b>Atlanta</b>	14.5
<b>Chicago</b>	16.1
<b>Philadelphia</b>	19.5
<b>Memphis</b>	19.8
<b>Washington D.C.</b>	23.8

### Location of US Travel Warnings

Below, that has a travel warning associated with them. Note their relative distant location relative to several of the popular Mexican destinations. Also note that several of the areas are located on the Mexican – US boarder, and also more remote, less frequently toured areas of Mexico.

### Question and Answers:

#### **If it's safe to visit, then why has the U.S. Department of State issued a Travel Warning for Mexico?**

While it is true that there are areas of Mexico that are unsafe to visit, it is important to point out that Mexico is a vast country with over 2,500 municipalities (the equivalent of counties in the United States) – only 3.2 percent of which have reported any type of incidents – and is roughly the size of Western Europe. These areas of concern are far away – typically along the border – from Mexico's popular tourist destinations. For example, Puerto Vallarta and Los Cabos are at least a two-hour flight away from the main border areas. The distance from Cabo San Lucas to Ciudad Juarez is 1,152

miles – approximately the same distance between New York and Miami (1,290 miles), Chicago and Laredo, Texas (1,395 miles), or Los Angeles and Oklahoma City (1,328 miles).

### **If it's safe to visit, then why Foreign Affairs and International Trade has Canada issued a Travel Warning for Mexico?**

While it is true that as a result of recent incidents of violence in parts of some Border States, Foreign Affairs and International Trade Canada is advising against non-essential travel to these specific areas of the border, it has not issued a travel warning for any other part of Mexico. For Canadians and a popular part- or full-time place of residence for hundreds of thousands of Canadians.

### **How can I keep my attendees safe while in Mexico?**

Just like any other destination in the world, there are certain common-sense rules, which visitors should adhere to, as follows:

- Stay alert and be aware of your surroundings;
- Keep your valuables close at all times;
- Take secure taxis;
- Stick with your group if you are unsure about where you are;
- Ask your DMC or the local CVB for a list of English speaking doctors before you go; and
- Read the latest news for meeting planners on [mexicomeetingsnetwork.com](http://mexicomeetingsnetwork.com).

The destinations international event attendees will visit are the safest: meeting venues and hotels provide high quality security technology and services, and the most beautiful and visited areas of a destination tend to be the most protected by government authorities and private companies that thrive on tourism.

### **I heard that tourism is way off in Mexico because of the violence. Is that true?**

Tourism in Mexico is growing. In 2010 there were 22.4 million international visitors — an INCREASE of 5.3% from 2009. Between January and May of 2011, the number of international visitors grew 2.1 percent compared to the same period in 2010. The increasing number of international visitors clearly demonstrates that travelers view Mexico's unique vacation destinations and attractions as safe.

We encourage visitors to Mexico to exercise the same precautions they would take in any other part of the world.

### **I read in the paper that people have been murdered by Mexican drug cartels. Is this true?**

These isolated, infrequent events have taken place nowhere near Mexico's popular tourist areas. These incidents are not targeted at civilians or tourists; rather they represent unfortunate infighting between drug- trafficking organizations. The Government of Mexico invests significant amounts of time and effort to stamp out such crime.

Incidents of American tourists being affected by drug-related violence in Mexico's tourist destinations and/or beach resorts are extraordinarily rare and are almost unheard of. Mexico's tourism destinations are located many hundreds of miles away from the Mexico/U.S. border.

### **Are there any places other than the border cities to avoid? I've heard there's been some**

**violence in Acapulco, for example.**

Most of Mexico's tourism destinations are located many hundreds of miles away from the Mexico/U.S. border. For example, Cancun and Los Cabos are at least a two-hour flight away from the main border areas. The distance from Cancun to Ciudad Juarez is 1,312 miles - approximately the same distance between New York and Miami (1,290 miles), Chicago and Laredo, Texas (1,395 miles), or Los Angeles and Oklahoma City (1,328 miles).

Ensuring that our visitors have a safe and enjoyable stay has always been and will always be the Mexican government's number one priority. Federal, state and local governments and law enforcement agencies invest their time and energy to maintain safe and secure tourism destinations.

**What does Mexico do to help protect visitors?**

Mexico invests heavily in the protection of its own citizens and tourists alike. This includes deployments of policemen in hotel zones, the construction of passenger bridges over major thoroughfares, the employment of English-speaking tourism officials to offer assistance to visitors, the strict enforcement of the drinking age, the inspection of emergency exits in nightclubs and the hiring of additional lifeguards to patrol beaches.

In addition, most U.S. Consulates have joined efforts with local authorities, distributing flyers, stickers and posters promoting tourist safety.

Again, most of Mexico's resorts are far from violence and are completely safe.

**What if a storm or earthquake hit while we were visiting?**

Mexico's strict construction standards have enabled the country's infrastructure to withstand strong hurricanes, earthquakes, and floods. Moreover, Mexico's emergency response measures have earned the country recognition among the foremost international organizations.

Mexico's standards were successfully put to the test in 2005, keeping thousands of tourists safe during Hurricane Wilma - the most intense tropical cyclone ever recorded in the Atlantic basin. The United Nations World Tourism Organization (UNWTO) has encouraged all of its member countries to follow Mexico's lead in preparing for similar natural disasters.

**I hear the cruise line is in decline. How does this affect Mexico?**

Although the cruise line industry in Los Angeles may be in decline in 2011, an estimated 16 million passengers are expected to board ships in North America, up from 15 million in 2010, according to Cruise Lines International Association.

According to Vance Gulliksen of Carnival Cruise Lines, approximately 390,000 passengers have boarded 150 Mexican cruises out of Long Beach, California alone, every year since 2009, and that trend is expected to remain unchanged in 2012.

Mexico is the second most visited country for cruise travelers. In March 2011, the average expenditure of cruise travelers to Mexico was of 91.80 US dollars, an increase of 5.7% in comparison to the same month in 2010.