

A vertical bar on the right side of the page, composed of six colored segments: red, pink, orange, purple, green, and blue.

**México**

**Tourism Board**

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Tourism Board

# Mexico Convention Bureau

Is the specialized area within the Mexico Tourism Board, created as a service unit to attend the MICE Segment

**THE ONE STOP SHOP FOR  
YOUR EVENTS IN MEXICO**



## MCB is...

- It is a non profit service unit within The Mexico Tourism Board.
- It is the main promoter of Mexico's MICE segment.
- It is Mexico's first contact for this segment.
- MCB highly contribute to improve Mexico's economy.
- Data and information center.

## MCB is not...

- PCO nor Meeting Planners.
- Reservation Center.
- DMC nor Travel Agency.
- Decision maker about the sites (we just provide suitable information)
- Representatives of any specific destination.
- Financing source.

- MCB plays an important roll in the MICE segment, as the **main intermediary** for the private sector and the various government offices.

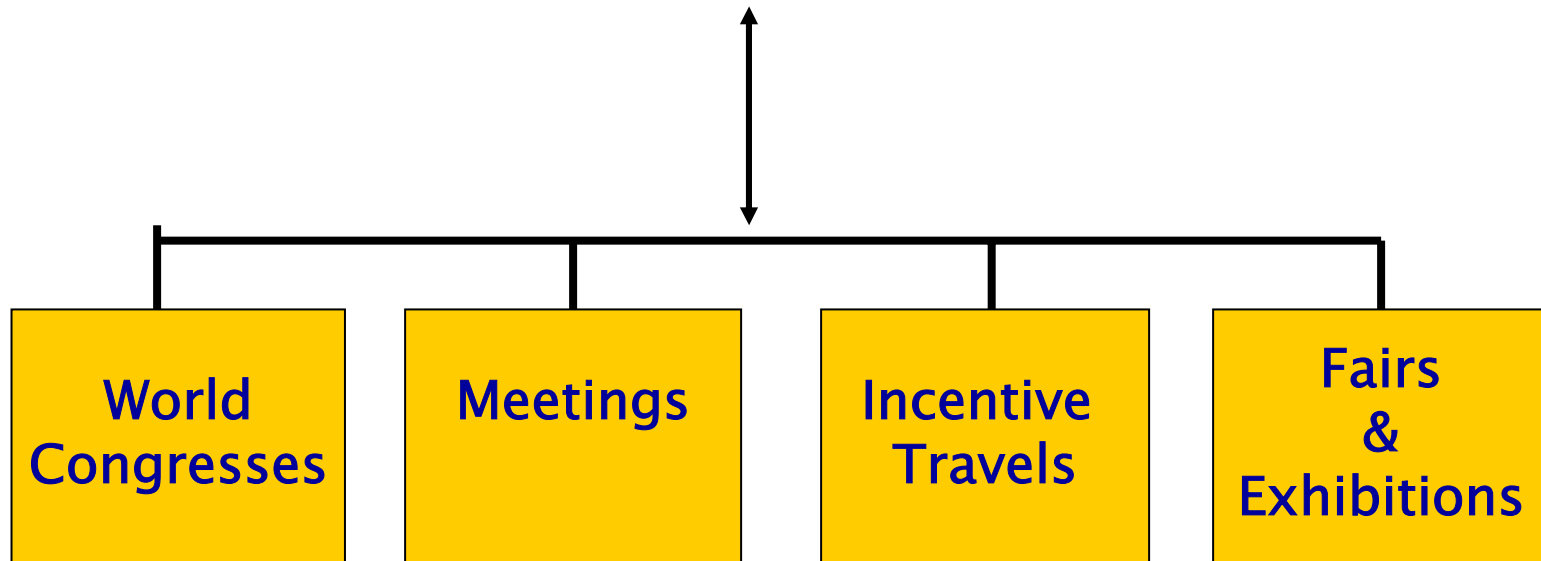
- MCB **lines-up** all particular efforts in order to achieve one national strategy towards International Market.

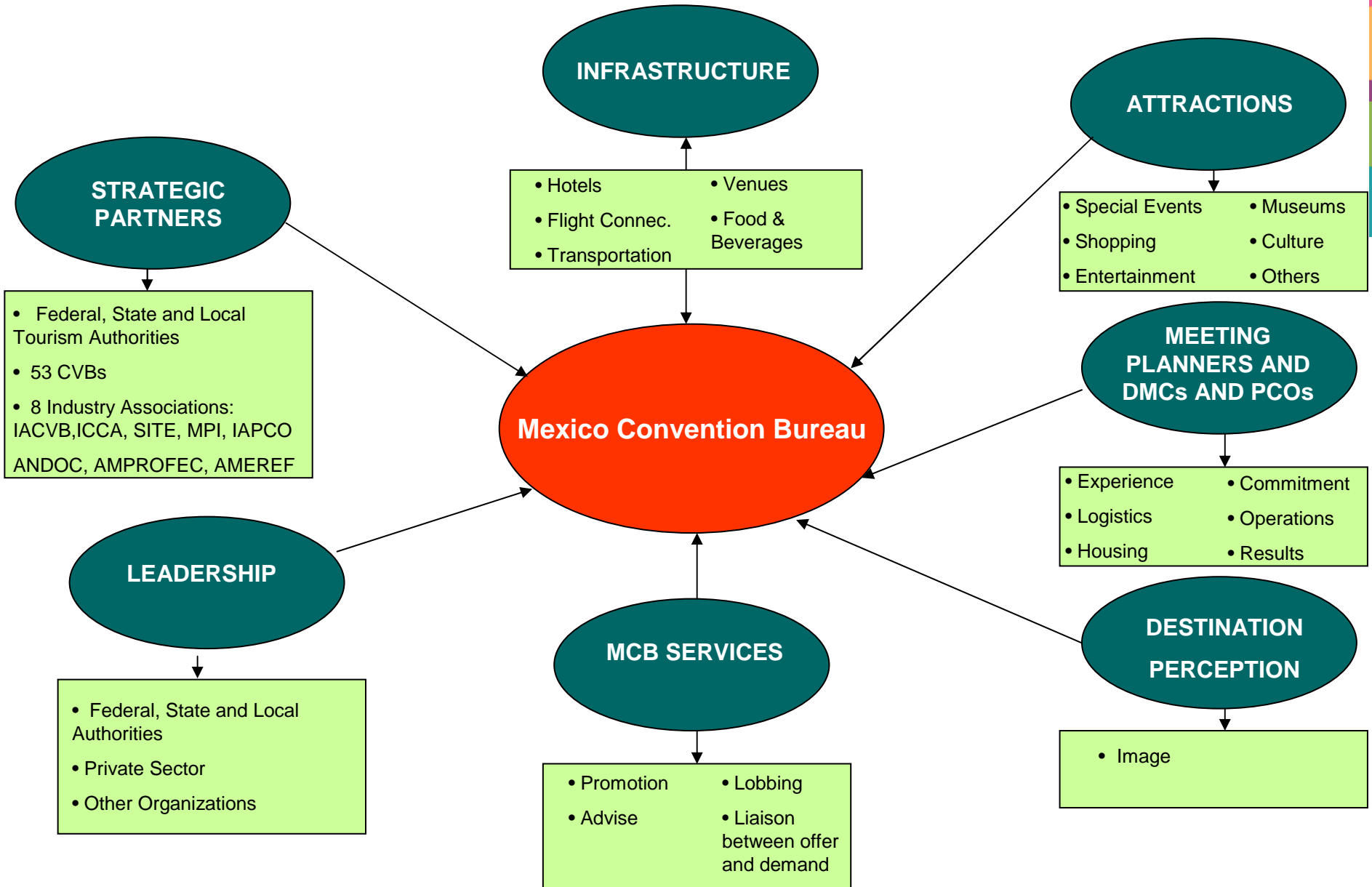
- MCB is **the facilitator organism** for the specialized promotion of our Country at international level, to improve Mexico's visibility in the MICE market.

- MCB **coordinates** and assures the **optimal** use of resources between our 53 destinations CVB's and similar organizations.



works in 4 main highways

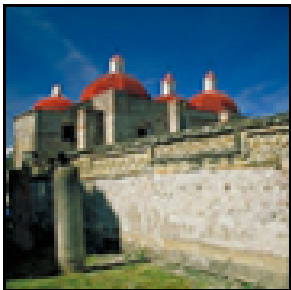




Among other ingredients, Mexico offers a wide variety of destinations and state of the art facilities to ensure world class events



*Art*  
*Human expression*



*Dynamics*  
*Exotic*  
*Colors*



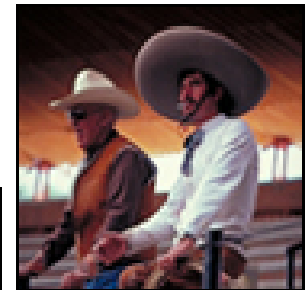
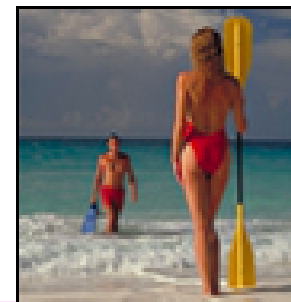
*Culture*  
*Archaeology*  
*Beaches*  
*History*



*Climate*  
*Deserts*  
*Mountains*  
*Jungle*  
*Adventure*



***A magical country  
plenty of experiences  
and emotions***



**Now in MEXICO 0% Sales Tax  
on Congresses, Conventions, Fairs and Expos  
Organized by Foreign Companies and Associations  
in Mexico**

### What does the exemption cover?

- Lodging.
  - Airport/seaport/border transfers.
  - Transfers between hotels and meeting places.
  - Related event services such as set-up, registration, masters of ceremonies, translators, hosts, audiovisual equipment, decoration, security and cleaning.
  - Food and beverages served by the hotel and venue and as part of the event.
  - All related services contracted up to two nights before and two nights after the event.
-

## What advantages does MEXICO

- Proximity to the U.S.
- Value
- Hotel capacity
- Top-notch meeting facilities at a wide variety of price points
- Excellent telecommunications infrastructure
- Cutting-edge technology
- Strong customer service hospitality

## What advantages does MEXICO

- 57 international and 28 national airports serviced by leading airlines
- A 110,000 km highway network
- More than 3,100 luxury hotels with more than 515,000 hotel rooms
- 42 Convention Centers with:
  - 342,011 m<sup>2</sup> of exhibition space
  - 202,879 m<sup>2</sup> of convention space

## What advantages does MEXICO

- New meetings and conventions section on [www.visitmexico.com](http://www.visitmexico.com) that includes an interactive RFP service, where meeting planners can conveniently request proposals from a wide array of service providers online.



Tourism Board

We have all you need to consider  
MEXICO as the ideal destination for  
your successful event...

***Welcome to Mexico!***

