



Mexico's post COVID-19 strategy for tourism

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MÉXICO
EMBAJADA EN SUDÁFRICA



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 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.- 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.- 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.- PROMOTION

PROMOTION AND ENHANCEMENT OF “ROAD TOURISM”



CORPORACIÓN DE
SERVICIOS AL TURISTA
ÁNGELES VERDES



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2.- PROMOTION

A PERMANENT TOURISM OBSERVATORY



SECTUR

SECRETARÍA DE TURISMO



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.- PROMOTION



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Relaunch
of the
digital
platform
VisitMéxico



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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