



**Euromonitor
International**

Travel in Mexico

September 2024

Table of Contents

EXECUTIVE SUMMARY

Travel in 2024
Airlines: Key trends
Hotels: Key trends
Booking: Key trends
What next for travel?

MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2019-2024
Table 2 - Surface Travel Modes Online Sales: Value 2019-2024
Table 3 - Forecast Surface Travel Modes Sales: Value 2024-2029
Table 4 - Forecast Surface Travel Modes Online Sales: Value 2024-2029
Table 5 - In-Destination Spending: Value 2019-2024
Table 6 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS
2024 inbound tourism dynamics defined by political and economic factors
Mexicans to capitalise on travel opportunities

PROSPECTS AND OPPORTUNITIES

Security remains top of mind for travellers in Mexico
Sustainable tourism to gain greater relevance

CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2019-2024
Table 8 - Inbound Arrivals by Country: Number of Trips 2019-2024
Table 9 - Inbound City Arrivals 2019-2024
Table 10 - Inbound Tourism Spending: Value 2019-2024
Table 11 - Forecast Inbound Arrivals: Number of Trips 2024-2029
Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2024-2029
Table 13 - Forecast Inbound Tourism Spending: Value 2024-2029
Table 14 - Domestic Tourism by Destination: Number of Trips 2019-2024
Table 15 - Domestic Spending: Value 2019-2024
Table 16 - Forecast Domestic Tourism by Destination: Number of Trips 2024-2029
Table 17 - Forecast Domestic Spending: Value 2024-2029
Table 18 - Outbound Departures: Number of Trips 2019-2024
Table 19 - Outbound Departures by Destination: Number of Trips 2019-2024
Table 20 - Outbound Tourism Spending: Value 2019-2024
Table 21 - Forecast Outbound Departures: Number of Trips 2024-2029
Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2024-2029
Table 23 - Forecast Outbound Spending: Value 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Airlines are committed to sustainability as a cost reduction measure
New routes are opening as nearshoring gains strength

PROSPECTS AND OPPORTUNITIES

Airlines in Mexico: Dynamic but challenging
High-level infrastructure to capitalise on the future of tourism in Mexico

CATEGORY DATA

- Table 24 - Airlines Sales: Value 2019-2024
- Table 25 - Airlines Online Sales: Value 2019-2024
- Table 26 - Airlines: Passengers Carried 2019-2024
- Table 27 - Airlines NBO Company Shares: % Value 2019-2023
- Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2024
- Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2024
- Table 30 - Full Service Carriers Brands by Key Performance Indicators 2024
- Table 31 - Forecast Airlines Sales: Value 2024-2029
- Table 32 - Forecast Airlines Online Sales: Value 2024-2029

Lodging (Destination) in Mexico

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation challenges lodging operators to maintain profitability
A new all-inclusive pipeline aims to improve the guest experience

PROSPECTS AND OPPORTUNITIES

Short-term rentals to drive an “experience first” mindset while facing local challenges
Mexico grows as an ecotourism destination

CATEGORY DATA

- Table 33 - Lodging (Destination) Sales: Value 2019-2024
- Table 34 - Lodging (Destination) Online Sales: Value 2019-2024
- Table 35 - Hotels Sales: Value 2019-2024
- Table 36 - Hotels Online Sales: Value 2019-2024
- Table 37 - Other Lodging Sales: Value 2019-2024
- Table 38 - Other Lodging Online Sales: Value 2019-2024
- Table 39 - Lodging (Destination) Outlets: Units 2019-2024
- Table 40 - Lodging (Destination) Rooms: Number of Rooms 2019-2024
- Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024
- Table 42 - Hotels NBO Company Shares: % Value 2019-2023
- Table 43 - Hotel Brands by Key Performance Indicators 2024
- Table 44 - Forecast Lodging (Destination) Sales: Value 2024-2029
- Table 45 - Forecast Lodging (Destination) Online Sales: Value 2024-2029
- Table 46 - Forecast Hotels Sales: Value 2024-2029
- Table 47 - Forecast Hotels Online Sales: Value 2024-2029
- Table 48 - Forecast Other Lodging Sales: Value 2024-2029
- Table 49 - Forecast Other Lodging Online Sales: Value 2024-2029
- Table 50 - Forecast Lodging (Destination) Outlets: Units 2024-2029

Booking in Mexico

KEY DATA FINDINGS

2024 DEVELOPMENTS

Online travel intermediaries drive booking growth
Service quality is point of differentiation among intermediaries

PROSPECTS AND OPPORTUNITIES

Intermediaries set to gain strength over direct suppliers during forecast period
AI ready to conquer Mexican travel intermediaries

CATEGORY DATA

- Table 51 - Booking Sales: Value 2019-2024
- Table 52 - Business Travel Sales: Value 2019-2024
- Table 53 - Leisure Travel Sales: Value 2019-2024
- Table 54 - Travel Intermediaries NBO Company Shares: % Value 2019-2024
- Table 55 - Forecast Booking Sales: Value 2024-2029
- Table 56 - Forecast Business Travel Sales: Value 2024-2029
- Table 57 - Forecast Leisure Travel Sales: Value 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-mexico/report.