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Situation Analysis

Mexico Tourism Board

The activities and measures undertaken by the Mexico Tourism Board aim to fulfill its Vision and Mission, which are the outcome of analysis of the domestic and international context, the experience of countries that are leaders in tourism, and the challenges involved in the promotion of tourism. In addition, a medium-term scenario of planning and the consolidation of projects and strategies has been considered so as to prepare the ground for positioning the Council as a leading organization in tourism promotion, in the context of a market that becomes ever more competitive in a globalized economy.

Mission The promotion, both integrally and competitively, of Mexico, its products and destinations, in domestic and international markets, by means of joint efforts involving all stakeholders in tourism.

Vision Be a leading organization in the promotion of tourism, encouraging participation and joint efforts by the various stakeholders in the industry.

Mexico The Mexican government and its citizens are fully invested in their tourism industry as it is their largest industry and provides the most GDP and employment for their country. This means they are willing to put money into developing new hotels and resorts as well as improving

accommodations for tourists such as better roads, restaurants and nightlife. This also includes Mexico's constant effort to making itself a safer destination for tourists. In general, the citizens of Mexico are committed to providing international travelers with the best experience by making Mexico "American Friendly". One simple way natives do this is they commonly speak English for better communication.

Mexico contains a plethora of historical tourist attractions including The Olmec civilization, Mayan culture, Aztec culture, Zapotec culture, Colonial cities, and Museums. The beaches stretch out for more than 9,650 kilometers and have 22 biosphere reserves, 47 national parks and 9 protected areas. Other national treasures include archaeological ruins such as the Mayan Pyramids, colonial monuments and its cosmopolitan capital, Mexico City. The selling points of "modernity and antiquity" have been the basis of Mexican tourism's success.

Importance to the Economy The tourism sector has a positive relationship on productivity, knowledge, technology and infrastructure of Mexico as tourist dollars go to reducing the

Client Background

Specialties: Promotion, Branding

Website: <http://www.visitmexico.com>

Industry: Leisure, Travel & Tourism

Type: Government Agency

Headquarters: Viaducto Miguel Aleman No.

105Col. Escandon Deleg. Miguel Hidalgo

Ciudad de Mexico, DF1800 Mexico

Company Size: 201-500 employees

Founded: 1999

reality of low wages, underemployment and unequal income distribution and improve education and infrastructure.

- According to the WTTC Travel and Tourism Economic Impact Report on Mexico, Mexico's tourism industry ranks 11th out of 181 countries and 52nd in terms of tourism's contribution to the national economy.
- Mexico's tourism industry continues to grow as its direct industry GDP expanded 77% between 1990 and 2013 which the total economy expanded 86% and it is expected to grow at an annual average of 3.3% over the next decade (WTTC).
- Travel and tourism is a significant source of export revenue for Mexico and in 2013, visitor exports totaled nearly \$US 14.5 billion which was 69% of all service exports and 3.5 % of all exports.

Developments in Luxury

Over recent years, there has been a growth in the luxury end of the market, with openings by some of the best hotel groups in the world, particularly on the Riviera Maya and in Mexico City. The Riviera Maya has seen an influx of eco-sensitive top-end hotels. Acapulco saw its first boutique hotel, which had the first signature spa. In Los Cabos, the development of Cabo San Lucas Marina and Ultra-luxurious hotels attracted higher-class travelers. Mexico City has seen a rise of the "boutique hotel" filling a gap in the market between the ultra-chic and chain hotels. Most of Mexico's hotels fall within the 5-star category, which also have the highest occupancy rates in Cancun, Acapulco, Monterrey, Mazatlan.

- Mexico has moved up five positions in the global tourism, ranking them 7th place and receiving a total of 22.8 million tourists a year.

“Its direct industry GDP expanded 77% between 1990 and 2013”

- Mexico is well served by air connections. There are 57 international airports and 28 local airports. Mexico is one of the top cruise destinations in the world. In 2009, there were 5.7 million cruise passengers to Mexico.
- Mexico is a growing destination for business travel as Mexico moved from 11th to 9th place in the number of attendees at conferences worldwide in 2009.
- However, in the 1990's to the early 2000's, Mexico saw a major increase in tourism as 20 million tourists traveled to Mexico mainly from the U.S. The U.S accounted for 88% of total travelers to Mexico, 54% of which were from California and Texas only.



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Timeline In the early 1920s, Mexico began as a poverty-stricken and politically unstable nation, which led to the development of American's negative view of Mexico. This resulted in Mexico establishing many commissions (CPT and CMPT), which would serve to create a successful tourist industry and minimize the negative views Americans had towards Mexico.

One of the first major developments for Mexico tourism was its first international highway built in 1929 called Nuevo Laredo-Monterrey which connected Texas to Mexico allowing for more people to easily travel by road.

By the 1946, after Mexico was an ally to America in World War II, Mexico became one of the main tourist destinations for Americans and by the 1950's, 15 airports were built in Mexico, which attracted thousands of inbound tourists, establishing tourism as a main industry in Mexico.

In 2008, International visitor numbers hovered around the 20 million mark with a peak of 22,673,000, but when Mexico suffered from the H1N1 Swine Flu outbreak along with America's economic recession in 2009, visitor numbers dropped. In response the Mexico Tourism Board responded with a 90 million dollar campaign to revamp Mexico's image.



In 2009, The Mexico Tourism Board compared prices for competitive destinations in terms of hotel packages and flights and found that Mexico was cheaper than Bermuda, half the price of Jamaica and a quarter the price of the Bahamas for five nights in a double room in a luxury resort.

According to the WTTC, Mexico was ranked 10th in number of international tourists in 2010. The year of 2011 marked one of the worst years for

“Mexico tourism reached a new record in 2014 as it increased 15.4% from the previous year and surpassed 7 million international travelers in the first quarter.”

Mexico's travel and tourism, as safety was a primary concern so the Mexico Tourism Board launched another campaign to shed a more positive light on Mexico.

In 2012, Mexico started to see a steady increase in the amount of tourists to Mexico and inbound tourism grew 6.5%.

According to SECTUR, Mexico tourism reached a new record in 2014 as it increased 15.4% from the previous year and surpassed 7 million international travelers in the first quarter. International travel and tourism is one of the leading industries in the world. Even today the tourism industry continues to show resilience despite the economic crisis around the world.

Industry Trends

- According to IBISWorld, early aircraft advancements have made air travel cheaper and safer, which has allowed for more Americans to travel by plane to vacation destinations such as Mexico.
- In terms of business expansions, globalization of markets around the world has led to an increasing need for business travel and conferences worldwide. In 2007, corporate profits dramatically increased which funded these international business trips.
- However, international travel trends tend to decrease based on poor economic conditions, especially global economic recessions, which was most significant in 2009.
- Although there was a major global economic recession, Americans who traveled abroad had a stronger dollar, particularly against the Euro, and by 2010, international travel increased.

- According to Business Source Complete, in 2012, United States residents recorded 1.6 billion vacation leisure trips and 460 million business trips.

These trends indicate that travel to Mexico will increase due to the overall bounce back of the economy, the consistent increase of leisure trips all around, and Mexico's continuous investment in itself to better its economy, safety, and tourist attractions.

“In 2012, United States residents recorded 1.6 billion vacation leisure trips”



Consumer Analysis

Prospective consumers are traveling to Mexico for its plethora of tourist attractions such as the exotic beaches, unique bio-diversity, historical sites and vibrant urban cities. Through in-depth research based on individual demographics, geographics and psychographics, we've found three groups who are perfect prospective visitors. College Adventurers (18-24 years old), Activity Adventurers (35-54 years old) and Elder Adventurers (65+).

Note: Although many people of all ages traveling to Mexico are of Hispanic or Latino origin, this demographic is not highlighted in the remaining research because they may not be traveling to Mexico for vacation needs, but for personal reasons, such as to see family or friends.

Potential Consumers #1

Brief Overview:

- 18-24 white men and women
- live in the Western region of the United States, mainly coming from California (2nd southern, mainly Texas)
- These people are currently full-time college students or have just graduated from college with part-time jobs

Self-Concepts:

- strongly consider themselves as sociable and likable people who are brave, courageous and adventurous travelers, open-minded and tolerant to new experiences

- believe it is important to be environmentally conscious compared to the other segments, which could be important when highlighting Mexico's bio-diversity and eco-tourism attractions



Photo: Jose Laguardia via Flickr

Foreign Travel:

- foreign travel is immensely popular for College Adventurers
- 68.9% who have traveled to Mexico in the past 3 years, say their main reason for international travel is for vacation only
- most College Adventurers are traveling on a budget as they aim to spend \$1,500 or less on international travel
- This group tends to primarily stay in all-inclusive resorts and hotels

Activities on Vacation:

- when traveling, 61.1% of College Adventurers who have traveled to Mexico in the past 3 years state their primary activity is to go to the beach, which is important when marketing the diverse array of exotic beach destinations to potential consumers

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Potential Consumers #2

Brief Overview:

- 35-54 white men and women
- western region of the U.S, mainly California (2nd southern, mainly Texas)
- this group is more than likely to be presently married
- the older side of this demographic is likely to have at least two children
- full-time employment and work 30 hours or more a week
- Their occupations are generally more prestigious and higher paid, such as Management/Business/Financial operations
- Their main household income is at least \$75,000 or more; however the highest index reaches to \$250,000-\$500,000, indicating they may be willing to spend more on international travel

Self-Concepts:

- are brave and courageous, self-sufficient and likeable
- activity oriented, but also concerned with safety and security



Reasons for Travel:

- vacation, business and personal reasons
- in terms of seasonality, families tend to make travel plans around children's school vacation, making winter and summer the most popular travel seasons

Consumption Patterns:

- spend around \$5,000-\$10,000 on travel arrangements and use travel agents or online booking

Activities on Vacation:

- seek many activities to do on vacation like boating, playing golf, snowboard/skiing and water sports

Potential Consumers #3

Brief Overview:

- 65+ white men and women
- presently married
- western region of the United States, mainly California (2nd southern, mainly Texas)
- They are currently employed full-time with professional/technical occupations
- household income typically circulates around \$100,000 or more

Self-Concepts:

- strongly consider themselves as brave, courageous and organized

Reasons for Travel:

- Elder Adventurers site their main reason for travel as vacation only

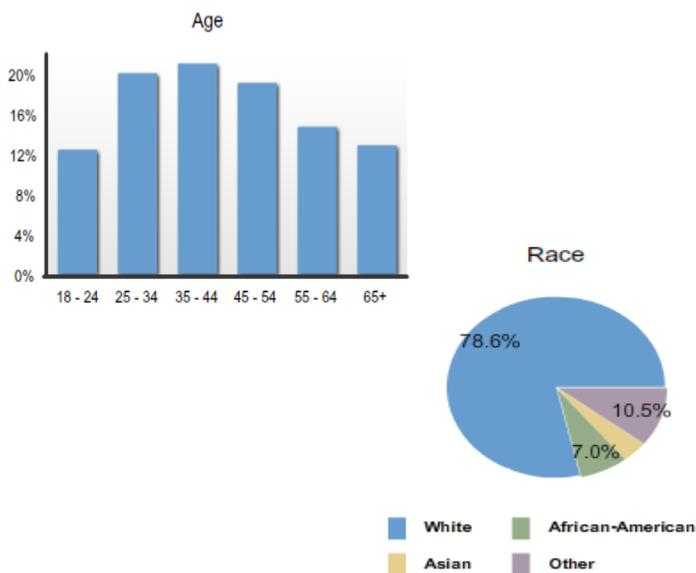
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Foreign Travel:

- travel internationally
- spend around \$1,500-\$5,000

Vacation Activities:

- emphasize gambling as the most important vacation activity.
- overall want less adventurous activities and more cultural, sophisticated and relaxing activities



Competitive Analysis

Costa Rica

Pros:

- Plethora of beach resorts and focus on eco-tourism
- Range of activities like ziplining, waterfall cascading and white water rafting

Cons:

- Viewed as having rampant malaria and poor water
- Nighttime safety is a large concern

California

Pros:

- Safe destination that does not require a passport
- Warm climate caters to a leisurely vacation
- Diverse tourist destinations: SeaWorld, Universal Studios, Disneyland, Sequoia National Park, Yosemite

Cons:

- Overpopulation leads to high traffic volume
- Concern of earthquake and other natural disasters

Texas

Pros:

- Short distance for many travellers, making it a feasible drive
- Diverse environment includes shopping malls, amusement parks, cosmopolitan environments
- Centrality of Texas makes it a perfect host for business conferences

Cons:

- While Texas retains some ranch, cowboy culture, it lacks diverse cultural aspects
- Families may not feel they are truly getting away like they would if they chose an international destination

Hawaii

Pros:

- Full of nature, adventure, and magic
- Great opportunity to market to those who want to live in the moment
- Year-round mild weather

Cons:

- High fuel prices
- Focused on Japanese market due to the Japanese culture
- Small environment

Florida

Pros:

- No passport required and short distance to travel
- Home to Walt Disney World, SeaWorld, Busch Gardens, Wizarding World of Harry Potter and many other amusement parks

- Home to Everglades National Park, the largest subtropical wilderness in the U.S.

Cons:

- Majority of travellers come from east coast
- Too close-to-home, essentially not enough diversity
- There's no rich culture to appeal to a large demographic, mainly known as a family destination or a retirement destination



Puerto Rico

Pros:

- Very close to east-coast travelers
- Capital city with rich culture, historical sights, recreational parks and nightlife
- Does not require a passport for U.S. visitors

Cons:

- Visited mainly for its one city, as opposed to a variety of locations
- Small island, crowded



Jamaica

Pros:

- Appeals to wide span of individuals due to general hospitality and kid-friendly beach resorts
- Friendliness of locals and prevalence of reggae music, unique food and water activities
- Black culture invites more colored tourists

Cons:

- Appeals less to white tourists
- Ongoing crime and safety concerns, especially against homosexuals
- 5th highest murder rate in the world

Bahamas

Pros:

- Faster to get to and more popular among people from East Coast
- Focused on shopping malls, entertainment venues and a fast-paced nightlife
- Official language is English

Cons:

- Not as geographically diverse or culturally rich as Mexico
- Bahamas is more expensive than Mexico



LIVE IT TO BELIEVE IT

Brand Analysis

Mexico Position

- Mexico's current position is as a tropical destination for travelers seeking beach resorts. It also suffers from a negative position relative to its competitors. This is due to the fluctuating traveler safety concerns
- We hope for Mexico to be positioned as an adventurous destination that offers ease and simplicity
 - Array of experiences: relaxing beach destination, rich heritage, adventure
 - The government's strong investment in tourism will continue to help develop the industry
- In addition to increased flights to Mexico, Mexico has captured 23% market share for cruise liners
- Mexico has also sought to rebrand itself with new tourism slogans "Mexico: The place you thought you knew" and "Mexico: Live it to believe it." The approach focuses on the historical and cultural aspects of Mexico instead of the recognized and favorable beaches and resorts
- Mexico received high marks from those traveling with a family. For example, 311 out of the 355 respondents traveling as a family to the Ritz Carlton in Cancun rated their experience as very good or excellent

Reviews & Opinions

Yahoo Answers:

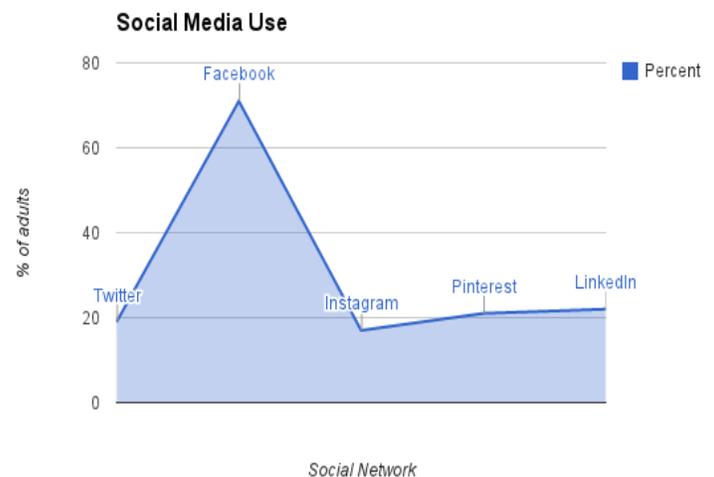
- “I think of Mexico like all countries. There’s of course the violence, the drugs, and the government. But there’s also the exotic food, the Mexican culture, the beauty of the landscape and beaches. So I guess I have mixed feelings, but you shouldn’t assume Mexico is where all the criminals go.”
- “I am a Frenchman living in Puerto Vallarta Mexico since 2004. Honestly it is always awkward when people tell me, are you safe, is everything ok, cause they see the news. But it like I have NEVER had any trouble in 6 years. I met my wife here, have a little kid, playing around, going to the beach, going to the mall, to restaurants etc.. It is like any other safe city. Obviously I guess the story would be different if I was living in Ciudad Juarez or Mexico city for example. But Mexico is a huge country and there is definitely not danger everywhere. Plus the violence portrayed is pretty only drug related, not regular honest people. I was looking the other at the TOP 10 most dangerous cities in the US and believe me it was way more frightening that the life I have in Mexico.”
- “I HIGHLY recommend NOT going to Mexico. I stayed for 3 months in a few different states and didn’t care for any of it. The ONLY good was the food and that’s about it. In comparison to other Latin countries I’ve been. And in comparison to Brazil, Costa Rica, Spain and Portugal.. I would definitely not plan on returning to Mexico.”

TripAdvisor-Iberostar Playa del Carmen:

- “What a fantastic experience. Everything was top notch from beginning to end. The staff, our oceanfront room, the 5 Star restaurants, the pools, the pool bar, the deep tissue massage at the beach, the service, the food, the drinks, the concierge, the cleanliness, the decor, the quality, the Star Band shows, the wooden horses, all of it!”

Media Usage Analysis

Social Media The percentage of online adults who use social networking sites has steadily risen and social networking on mobile devices is rising dramatically. As of January 2014, 74% of all online adults use social networking sites. 19% of online adults use Twitter, 71% of online adults use Facebook, 17% use Instagram, 21% use Pinterest, and 22% use LinkedIn.



TV Although other forms of media are on the rise, Americans still spend the most time watching TV than using any other media and advertising expenditures for television are still higher than for any other media. Older people, black people, and high school dropouts spend more time watching TV than other groups.

Radio The vast majority of Americans still

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report listening to AM/FM radio weekly. However, radio on digital devices is on the rise and is projected to double by 2015 and traditional radio is on the decline.

Magazines Magazine readership has declined slightly in recent years, however the decline has eased. Overall print magazine circulation was down 1% in the last audited period.

Newspapers Newspaper readership is steadily declining and print losses far exceed on-line gains. Adults over the age of 65 are still most likely to be newspaper readers, but their readership declined three percentage points in 2011 alone.

Mexico's Current Media Presence

CMO Gerardo Llanes plans to reallocate up to one-quarter of the Mexico Tourism Board's \$100 million global marketing budget, much of which has been spent on traditional media buys in the past, to public relations and digital efforts. The Mexico Tourism Board is working on solidifying its presence online via Twitter, new YouTube channels, a handful of new Facebook pages and targeted blogger and community engagement.



Creative Analysis

Mexico's Creative

- Currently uses images from different locations around Mexico highlighting views of nature, activities like golf, and weddings and major sports activities like the Iron Man.
- The color and tribal design of their logo is meant to accentuate the diverse culture Mexico offers.
- Many of their visual references lead to beach use such as website background images of palm trees, beach umbrellas and sandals.
- One of their lines is "A different flavor, a new adventure, a spot waiting for centuries to enchant you. That's Mexico. We invite you to #LiveItToBelieveIt" Their focus was to showcase beach destinations; natural wonders, modern aspects, and cultural heritage that people may never have thought existed in Mexico.
- One of their other main slogans is "The Place You Thought You Knew" which challenges the negative misconceptions of Mexico. The push of this campaign was to recover from the Swine Flu hit that disrupted tourism in 2009
- An interesting hashtag currently pushed is #MexicoFriendly, which is meant to remind potential visitors of the friendliness of Mexico.

Bahama's Creative

Focus: Plays up the island lifestyle with their logo, which is an actual map of the islands. Their website navigation allows you to scroll over reach of the different islands. Heavy focus on blue waters and their tagline.

Logo:



Tagline: It's better in the Bahamas

Appeal: They appeal mostly to Americans by highlighting that English is the official language and that they are only 50 miles off the coast of Florida.

Social Media: They have Facebook, Twitter, Instagram, Youtube and Pinterest accounts, which again emphasize the clear blue waters, white beaches and island life and basically use the same pictures for everything. They have quite a lot of interaction with people through social media and post frequently, often multiple times a day.

Jamaica's Creative

Focus: Jamaica focuses on their vibe, using the word frequently. It's tropical reggae culture is a major selling point for those visiting.

Logo:

JAMAICA

Tagline: An insignificant tagline that not only do they rarely use, but also lacks emotion and passion: Once You Go, You'll Know

Appeal: The music, food and people are all huge draws for tourists.

Social Media: Jamaica's Facebook page has 833,733 likes and they have nearly 16,000 followers on twitter. They also have Instagram, Pinterest and Youtube accounts, which do a good job highlighting events that happen, not just pictures of places on the island.

Puerto Rico's Creative

Focus: Puerto Rico captures much more of an earthy vibe. Puerto Rico is also the Caribbean's Capital of Eco-Tourism, which they highlight through pictures.

Logo:



Tagline: The all-star island

Appeal: They emphasize both Spanish and English as the official languages as well as the U.S. dollars being the official currency.

Social Media: They have Twitter, Facebook and Pinterest, but not Instagram. They also do not actively pin things on Pinterest and they only have 264,558 likes on their FB. They rely on tripadvisor to provide people reviews of Puerto Rico. They hashtag PR often, but I'm concerned people may think it's "public relations" and not "Puerto Rico" or they think it's public relations for Puerto Rico.

Dominican Republic's Creative

Focus: Heavy focus on water and beaches.

Logo:



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Tagline: Has it all

Appeal: Small island that is a host to a plethora of water activities.

Social Media: Their graphic posts on social media is much like the others, touching on adventure, weddings, water. What they lack in is city life. They are very active on Instagram to showcase everything from the water to food to nature to people having a great time, dancing, jumping in a river and celebrating their wedding.

Florida's Creative

Focus: It's all about family travel.

Logo:



Tagline: No distinct tagline other than: Visit Florida

Appeal: Amusement parks and beaches.

Social Media: Heavy focus on pictures of families, amusement parks and clear blue water and white sandy beaches. Its Facebook page has 627,889 likes and it has over 81,000 followers on twitter. The only hashtag they use is #loveFL. It also has Pinterest, Instagram, Youtube, Google Plus, Tumblr and Flickr accounts, and they are very active with their accounts.

Hawaii

Focus: The tourism board has a few different Hawaii websites to showcase Hawaii as a great place to visit for (1 site) pleasure, (1 site) business/conference/meetings, (1 site) and general information about the Islands.

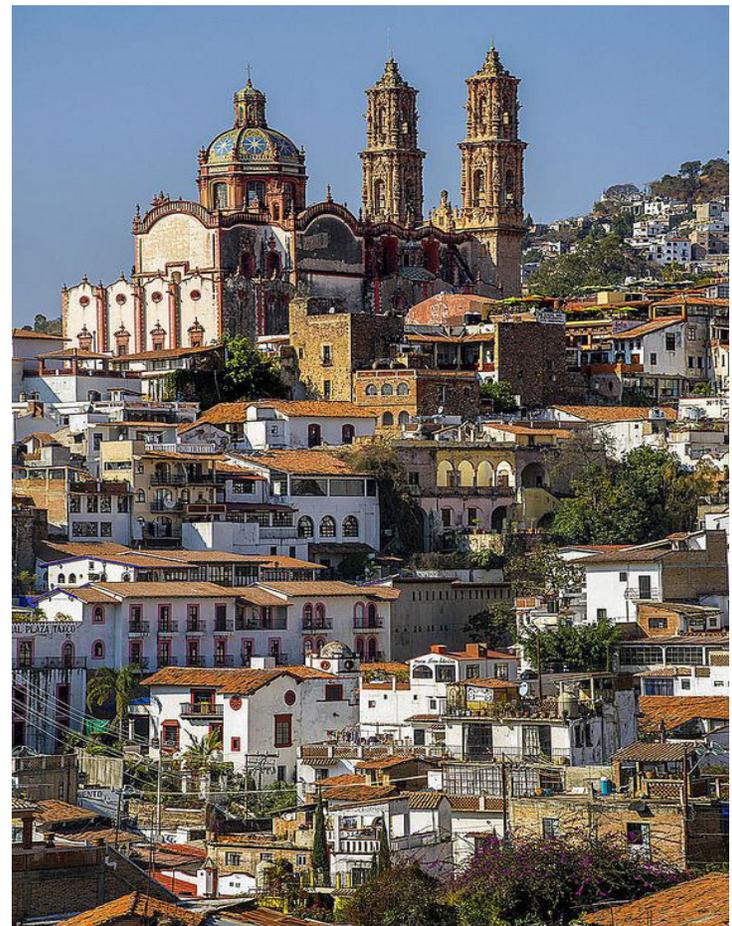
Logo:



Tagline: The Islands of Aloha

Appeal: Hawaiian culture of volcanoes, luau's, surfing, and cuisine.

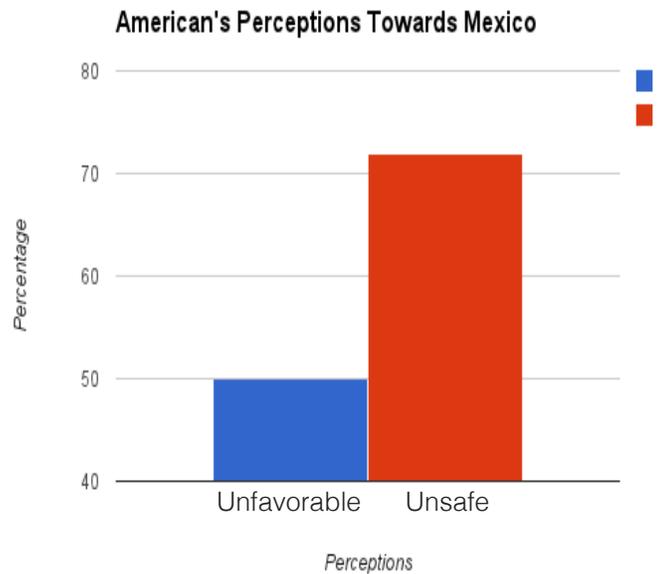
Social Media: Their Pinterest is very geographical, so you can click on islands and specific locations on the island to see photos taken there. Many of the Instagram photos seem unfiltered and organic. It seems much of the promotional content are just reminders of what makes Hawaii an incredible place. It's less promotional and more personal and inviting.



Public Opinion

Overall, Mexico Tourism is clouded by the country's current social climate. On October 10, 2014, the U.S. Department of State released a travel advisory for the Country. According to the U.S. Department of State and Bureau of Consumer Affairs (2014), the advisory warns U.S. citizens of the risk of traveling to various states in Mexico, primarily due to a rise in safety and security threats by organized crime.

This travel warning comes at a time when millions of Americans travel to Mexico yearly, including more than 150,000 people who cross the border daily. However, the majority of tourists travel to resort areas and destinations, thus relatively ignoring the high levels of crime (U.S. Department of State, 2014).



- According to a 2012 survey by Vianovo,
- 50% of respondents (U.S. adult residents) have an unfavorable view of Mexico
- 72% view Mexico as unsafe
- Border cities are viewed as the most unsafe at 73%
- Mexico City is seen as the next most unsafe at 58%
- 72% of respondents cited drugs/crime/violence/cartels as the main reason for Mexico's poor image
- 21% cited corruption
- 85% of people hear about Mexico through media stories in the news
- However 77% of respondents believe Mexico has a rich cultural heritage

“77% of respondents believe Mexico has a rich cultural heritage”

Veller

PR Efforts

CMO Gerardo Llanes used PR to combat the country's negative press coverage as an effort to increase its tourism. Essentially, the CMO used a PR effort to lessen drug and violence related U.S. press. His approach doubled Mexico Tourism's PR spending to \$21 million (AdAge). The Mexico Tourism Board also selected MSLGroup to head their PR account (2013). According to MSL and the Board, "the assignment will cover a variety of public relations and related activities over the next two years, with a strategic objective of strengthening Mexico's image as a premier destination for tourism and growing visitors to the diverse destinations across the country." In 2011, the Mexico Tourism Board also launched their "Mexico Taxi Project" in which hidden cameras in taxis created candid commercials in effort to help change the perceptions of tourism. The idea revolved around tourists chatting about their trip to their taxi drivers (NY Times).



Stakeholder Analysis

- The Mexican Secretariat of Tourism works across the United States and Canada in efforts to assist travel agents and visitors. Their role is to provide information on travel to Mexico and thus, help increase tourism to the country. SECTUR as it is referred to has offices in the United States, including Chicago, Houston, Los Angeles, Miami and New York (Mexonline.com).
- Mexico has 34.73 million people in the country's labor force. Many of these workers are impacted by tourism. To illustrate, the agriculture and industry sectors of the country are responsible for products such as corn, wheat, rice, beans, fruit, tobacco, clothing, mining and tourism (World Travel & Tourism Council). Thus, it is in the government's best interest that the country import more tourism.
- The National Trust Fund for Tourism Development also has stake in Mexico Tourism. Responsible for much of the tourist accommodations in Mexico, the National Trust Fund for Tourism Development benefits from increased tourism in the country (Mintel).
- Other investors in Mexico tourism include airlines, hotels, cruise lines, and tourists themselves.

SWOT Analysis

Strengths

- Proximity to the United States makes travel from the U.S quick in terms of distance, easy in terms of forms of transportation to get there and cheap in terms of cost.
- Mexico offers a breadth of experiences from relaxing beaches to eco-tourism, to cultural and historical sites.
- Government supported: willing to improve tourism industry by revamping and building more hotels, resorts, better roads and promotional campaigns.

Weaknesses

- Negative publicity from American media regarding crimes, drugs, violence and natural hazards lead to tourists concern about safety.
- Tourists do not realize the number of different activities and environments they can be exposed to in Mexico
- Mexico's reputation as a "cheap spring break" destination

Opportunities

- Growth in biodiversity and emphasis on eco-tourism as well as other modern adventure activities

- Growth of previously unpopular cities of Mexico, adding to the culture and number of safe locations to visit
- Mexico as a main destination for business travel

Threats

- Competition from perceptively safer destinations offering similar packages and attractions
- Possibility of natural disasters and disease outbreaks that create travel concerns
- U.S economic recessions lead to Mexico's tourism industry suffering

Key Implications, Issues and Focused Opportunities

- Mexico is competing among many tropical destinations that have a safer reputation and offer similar tourist attractions. Mexico can face these difficulties by using a unique attraction to differentiate itself from its similar competitors such as their access to Mayan culture.
- Mexico continues to face the issue of overcoming their reputation as a "cheap" and "trashy" spring-break destination, which is a turn-off for families and couples who seek a higher-end and more relaxing vacation atmosphere .
- Mexico's U.S tourist retention rate decreases as American media instills a sense of fear among tourists traveling to Mexico, pinning the entire country as unsafe when only small locations distant from main tourist resorts

Campaign Strategy

Mexico has risen to 7th place in the global tourism rankings and is receiving 22.8 million tourists a year (WTCC). We believe that continuing up the rankings is achievable but will be a process that takes concerted time and effort. Although ideally we would like to elicit a buying response that would make Mexico immediately a top five destination, our goal is to shape the image of Mexico for international travelers and improve knowledge while clarifying stereotypes and perceptions. Through our campaign we expect to build awareness to travelers of the many exciting opportunities Mexico has to offer in terms of relaxation and adventure. Specifically we will highlight the idea of varied experiences that individuals and families can have in Mexico. We want prospective consumers to understand that they can mold their dream vacation in Mexico through clear and unified messages we will provide.

“Mexico has risen to 7th place in the global tourism rankings and is receiving 22.8 million tourists a year”

Competitive Advantage

- Our message strategy will emphasize the advantage Mexico possesses as a prospective travel destination in that it offers its visitors a range of experiences its competitors cannot. What separates Mexico and makes it unique and desirable is that it allows potential vacationers to choose from a bevy of activities they can have in their trip itinerary.
- Tourists can also travel to Mexico for the history/culture-tourism, adventure-tourism, eco-tourism and modern-tourism. These features combined will hopefully allow Mexico to become a destination that has loyal customers that return for a new adventure each year.



- Since competitively Mexico has such a range of high quality experiences, many travelers can book trips either for the same type of experience or something new. Our goal is to promote not only a brand loyalty within a specific resort or division of tourism, but a complete trust in all tourist sectors so that travelers can continue to return to Mexico to try new types of trips.
- We expect to further this through relationship marketing, which coincides with our long-term thought process. It will be our job to educate and make consumers aware that they can not only have a world-class relaxing vacation in many regions of Mexico but add other elements to the trip or even develop separate trips in the future that may be more adventurous or culture focused.

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Unique Selling Proposition and Differentiation from Competition

- Our USP concurs with the notion that travelers to Mexico have flexibility in traveling and have unique opportunities distinct from its competition. Specifically it is the indication that Mexico combines adventure with relaxation allowing travelers to create their ideal, balanced trip and be able to create their own balance. We have coalesced this into a phrase we call “adventure with ease.”

México

Adventure with Ease

- We want consumers to think of this phrase in a couple different ways. First we want vacationers to have a higher level of comfort and ease when traveling to Mexico. Visiting another country and planning the trip is an adventure in itself. Our aim is for visitors to take advantage of all that Mexico offers and actually enjoy the planning process.
- Mexico differentiates itself from its competitors through its range of experiences offered; vacationers can turn their trip preparation into an activity. Principally through the phrase “adventure with ease” we want to encapsulate a trip to Mexico having all the elements of an exploratory international trip with the comfort of a domestic trip.
- Additionally “adventure with ease” encompasses the idea of adventurous but not too adventurous when discussing activities to do in Mexico. Additionally Mexico differentiates itself by having a 23% market share as a cruise liner destination. This offers us the possibility of teaming with Carnival Cruise Lines to better maximize the goals of both sides.

Consumer Target

Primary Target

We have selected “family adventurers” as our main target market. We believe they offer us not only the strongest base in terms of interest in traveling to Mexico but the best opportunity to turn one trip into many more. This group gives us the greatest chance to achieve our goal of establishing strong relationship marketing.

- Predominantly from the west coast, mainly California and southwest, mainly Texas.
- Family adventurers are 35-44 aged white men and women who are currently married and have at least two children.



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- Appealing to the household as a collective will be key in maintaining them as loyal and frequent visitors to Mexico.
- Family adventurers have full-time jobs and typically their occupations are of higher pay in the Management/Business/Financial operations sector with a main household income of at least \$75,000 or more
- These individuals spend around \$3,000 or more on travel arrangements and are likely to book their trip online as 64.2% of those who have traveled to Mexico have used online booking.

“Family adventurers tend to go somewhere new each trip. Although a challenge, it is an excellent opportunity to market Mexico’s great variety.”

- Family adventurers like to believe they are brave, courageous, daring, self-assured, confident. We plan to market towards their alleged bravery so they feel exploratory in planning their trip to Mexico. Additionally, since these people are in actuality reserved and conservative, we can appeal to this through emphasizing safety and comfort.
- A challenge and an opportunity of marketing to family adventurers is their propensity to go somewhere new every time they travel. Although this is the case, we view this is an excellent marketing opportunity to use Mexico’s strength in varying activities and resorts to get these people to take this attitude and apply it to visiting all Mexico’s distinct places and experiences.

Meet the Family Adventurers

Steve and Alyssa Miller are a white, married couple living in a suburb outside of San Mateo County, California. They have two children, John, age 9, and Jackie, age 7. Steve is 38 years old, graduated from Arizona State University and works full time as a financial planner and Alyssa is a 36 year old high-school graduate and a stay at home mother but works part-time as a personal trainer for friends in the neighborhood. Together their household income is \$135,000. Steve and Alyssa met at a fraternity party at Arizona State University. They are huge Sun Devil fans and love reliving their glorious and fun days of college, however with two kids and a busy lifestyle they struggle to be the fun and audacious couple they believe they should be. Steve prides himself on his strength although he does not have enough time to go to the gym as much as he would like to. Steve was an all-state football player in high school before injuring his knee and has transferred his self-promoting athletic prowess to the game of golf. Alyssa ran track growing up and loves to run and do yoga when she gets the chance. Although Steve and Alyssa have personal agendas, they are loving and caring parents who desire a family-oriented vacation suited for all.



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Secondary Target

We have extended our target to getaway seekers as a secondary target market. We found it extremely important to not use all of our resources toward just one market as these getaway seekers who are essentially young professionals, offer many campaign opportunities and potential growth.

- This group is primarily from the west coast but has an extremely strong contingency from Texas although the southwest as a whole is not as strong.
- Getaway Seekers are white individuals aged 25-34 and recent college graduates, currently married and the only two people in their household with no children.
- We also like to refer to getaway seekers as young professionals because of their relatively young age but high amount of household income. Getaway seekers are predominantly employed full time and work in the Management/Business & Financial operations sector as well as Office and Administrative support.
- Commonly getaway seekers have a household income of at least \$100,000 but range as high as \$150,000-\$250,000. In terms of travel they typically spend \$1,500-\$3,000 or \$3,000-\$5,000 and definitively prefer all-inclusive resorts.
- Getaway Seekers perceive themselves to be creative, inventive, and imaginative. Additionally they are much more stubborn and hardheaded than family adventurers. Another interesting distinction between the two groups is getaway seekers' firm and confident belief that they are intelligent and well informed. The combination of intelligence and stubbornness highlights the importance of marketing to these individuals in a cognitive manner.
- A major reason we see this target as critical to the success of our campaign is their ability to be expressive when sharing opinions

with others. We stress this because it affirms our belief that getaway seekers function as opinion leaders in society that can then influence other groups to follow their footsteps and travel to Mexico that we may not reach directly through our strategy.



Meet the Getaway Seekers

Mark and Karen are a white, married couple living in Los Angeles, California without children. Mark is a 30-year-old accountant working at a respected firm and Karen is a 27-year-old sales director. Their household income is \$200,000. Mark graduated from the University of California-Los Angeles and then went to graduate school at the University of Southern California. Karen is a graduate of the University of California-San Diego. In his free time, Mark loves playing fantasy football with his buddies and tailgating for UCLA football games. Karen enjoys doing hot Yoga on Wednesday nights and makes a concerted effort to run at the local gym whenever she has the time. Both Mark and Karen are very stressed individuals and are willing to spend money to go on high-level vacation to finally get a chance to blow off some steam and relax. They hope to go somewhere interesting because they like to be trendsetters and try things that their peers haven't.

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Creative Strategy

Principally, through the phrase “Revelation Awaits” as our slogan, we will encourage potential vacationers to discover what Mexico has to offer. Through our creative we will showcase that expectations are always blown away after people visit Mexico: both the good and the bad expectations.

To follow up, we have adopted the tagline of

“adventure with ease,” which helps encapsulate a trip to Mexico having all the elements of an exploratory international trip with the comfort of a domestic trip.

Our creative will exemplify the big idea through showcasing varieties of activities, easy planning processes, and the ability for our target market to create their ideal balanced trip. Our campaign will address three main concerns that our target markets may have when booking a trip to Mexico.

First, Mexico is in fact safe, millions of travellers go to Mexico every year without safety issues and the Mexican government works hard to ensure the protection of American tourists. We will showcase this in such ways as highlighting TripAdvisor reviews about Mexico exceeding expectations.

MÉXICO

Mexico invites you to experience...

ADVENTURE: Whether you want to swim with dolphins, zip line or spend a day at an adventure park, Mexico is your opportunity to have an adventure unique to you and your family.

RELAXATION: Your comfort is Mexico's priority. Mexico's investment in city and beach development, as well as tourist police, make Mexico the top destination for an easily planned vacation with your safety in mind.

Visit Mexico where you can have an adventure with ease.

Revelation Awaits

Veller

Second, trips to Mexico are both family and couple friendly with a wide variety of activities and places that appeal to those travelling as couples, or with kids. Third, it is important to our campaign that consumers trust the company and feel safe and at ease while booking a trip to Mexico. This is where we will be able to capture tourists comments about the ease of the vacation through creative radio and television. Through our research we found that our target market is best reached through their commute and media they use throughout the day, as they work full time and are heavy commuters.

“Through our research we found that our target market is best reached through their commute and media they use throughout the day, as they work full time and are heavy commuters.”

Radio Advertisements

Radio Ad 1: 60 seconds

Announcer: Long day? When was the last time you felt sand between your toes? Could you go for a tropical drink? Want a place that balances adrenaline rushes with periods of complete relaxation? If you're triggered by any of these questions, then it sounds like you need a vacation to Mexico. Listen to what Larry has to say about his recent family trip to Puerto Vallarta, Mexico.

Larry: “I still can't wipe the smile off my face from our trip to Mexico. Everyone there was friendly and invited us to experience the Mayan culture. We explored three different cities outside of our resort and everyone was so nice and we felt safe the entire time. There were even tourist police that I didn't know Mexico had! They made us feel extra safe. We also went on a ziplining adventure and relaxed on a few different calming beaches. I would recommend a trip to Mexico to any couple or family. I've already booked our trip for next year!”

Announcer: For Larry it was all about having an adventure with ease, and that's exactly what Mexico has to offer. For those listening, Revelation Awaits in Mexico, the perfect getaway for your next vacation.



Radio Ad 2: 30 seconds

Hey there, I'm Michelangelo Rodriguez with the Mexico Tourism Board and I want to let you know how invested we are in making Mexico a safe, adventurous and relaxing destination to travel. In the last few years we have invested in the development of cities near common resorts in Cancun and Puerto Vallarta. You can get out of your comfort zone and still feel safe while you enjoy the rich culture Mexico's cities offer because we've invested in Tourist Police to ensure your safety as you explore and enjoy the rich culture of Mexico. However, what I'm most excited about is the growth in biodiversity and eco-tourism. Mexico has beautiful walking paths and hiking trails with views that are simply beyond words. I hope you consider Mexico for your next vacation. Revelation Awaits.

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Although similar, an important insight of our target market in our campaign is their attitude towards children. For example, those with families will focus on more kid friendly activities and resorts and pay more attention to a campaign that bears children in mind. Couples, on the other hand, may be more inclined to want a luxurious vacation with couple themed activities, a destination wedding or honeymoon suite. It is the goal of our campaign to target both these groups in one ad on television that will emphasize that travellers can go on an adventure in Mexico without sacrificing comfort and ease or private time.



Television Advertisement

Television Ad 1

Mexico is a destination that is beyond words. We've created a television ad that captures all that is Mexico, focusing on images people may not have thought would come from Mexico. All the while we have Mayan drums setting the pace and building the excitement of the images to be shown. There are no still images, so visualize either the camera zooming in, out or side to side. We start by capturing the viewers familiarity to Mexico with the beaches and water activities, move into adventure and environmental scenes, followed by a series of photos that depict the rich Mayan and city culture, and end with a panorama landscape shot of Mexico with our campaign name fading in: Revelation Awaits.





Image 1: A boy answers question in class about the ancient Mayans, teacher asked how he knew the answer, boy tells him about his trip to Mexico.



Image 2: After class, boy's friends ask him about Mexico and he tells them how his older brother got to go off and do a bunch of activities like snorkeling, playing games at an arcade and going on an eco-tour, and he won this Mayan medallion he's wearing. The boys and girls he's talking to say "oh that's so cool."



Image 3: The scene cuts to a parent at home and talking on the phone with a friend. She says how great Mexico was because they had safely planned activities for the kids and they finally got to relax and do their own thing like zipline, go into the city, and also hang on the beach, read, drink. Then she goes on to say how easy it was to book their trip and how safe the city was.



Image 4: Scene cuts to the woman she is talking to saying how she's looking online right now and is amazed at how adventurous Mexico seems, but how carefully planned she can make the trip.

Social Media

Our creative strategy lies in focusing on what makes Mexico unique from its competitors. We will do this by showcasing the ease and opportunity of adventure in Mexico while displaying aspects that go beyond words and leave travellers in awe. We will use social media to showcase our strategy.

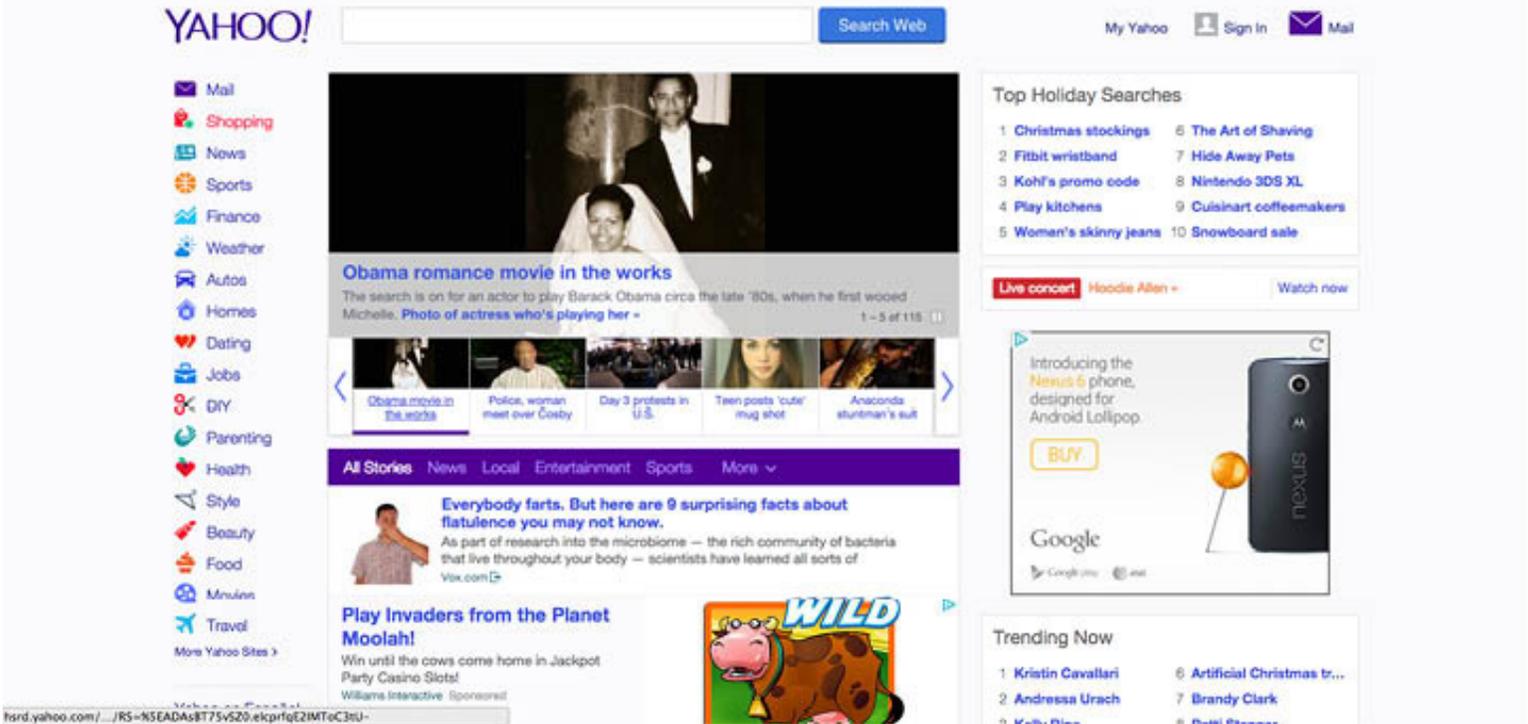


Creative will ignite feelings of curiosity, surprise, energy, and excitement. We will fill the ego of having something worth talking about, worth sharing and worth bragging about. Creative will cater to the target markets desire for an adventure, full of variety, culture and history, with the ease of planning a safe and relaxing trip. Creative will better paint the picture of Mexico as locally approachable, accessible to wild adventures and inexplicably resourceful in terms of how one would want to craft their adventure and relaxation.

Through various advertisements using the slogan “Revelation Awaits” we will bring together Mexico’s unique selling points of discovery and variety with comfort to enhance our idea of adventure with ease. We will also be using interactive ads that decipher and target our primary target and secondary targets.

Our first interactive ad is a banner ad placed on yahoo.com. When a consumer scrolls over one of the four pictures it will expand and say, “Revelation Awaits.”

Interactive Advertisements





HOME START HERE ABOUT WHERE I'VE BEEN SARDINIA PAGE BLOG CONTACT RESOURCES GALLERIES Q

BLOG HIGHLIGHTS



www.KeepCalmAndTravel.com/how-to-visit-cuba-on-a-budget-the-ultimate-guide/...v5 REFLECTIONS FROM THE ROAD FUN ARTICLES

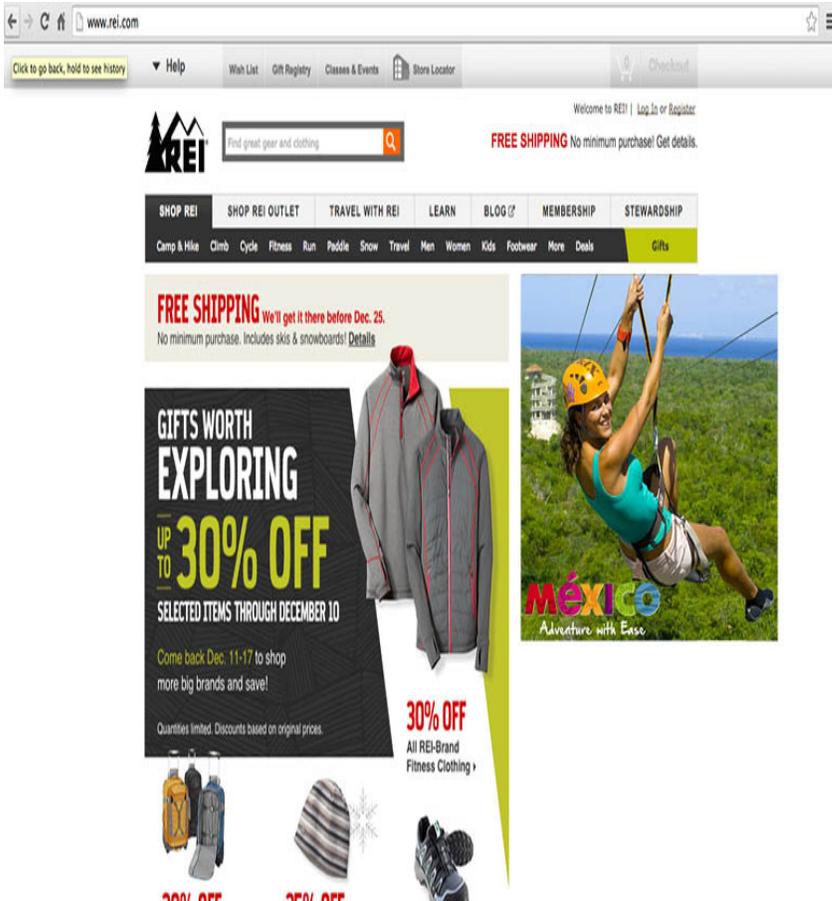


HOME START HERE ABOUT WHERE I'VE BEEN SARDINIA PAGE BLOG CONTACT RESOURCES GALLERIES Q

BLOG HIGHLIGHTS



www.KeepCalmAndTravel.com/how-to-visit-cuba-on-a-budget-the-ultimate-guide/...v5 REFLECTIONS FROM THE ROAD FUN ARTICLES



Our second interactive ad will be placed on a travel blog. When a consumer scrolls over the first picture, of a Mexican city during the day, the second photo of the night scene will appear and say, "Revelation Awaits."

Our final interactive ad will be placed on a website that sells adventure gear, such as REI. When a consumer scrolls over the photo of a woman ziplining, it will change to video of her ziplining.

Media Plan

Demographic Targets

- 35-44, married, at least two children, HH Income: \$75,000+
- 25-34, married, HH Income: \$100,000+

General Reach and Frequency Goals

- Emphasis on frequency over reach
- Emphasis on outdoor and Internet advertising to build frequency
- Some radio advertising to build frequency, but focus on outdoor, television, and Internet because our messages are highly visual
- Travel market is crowded and can be hard to differentiate, so need to reach specific targets multiple times with customized messages

Duration of Campaign and Media Scheduling Strategies

Year long campaign: Begins on December 1, 2015 and ends on December 1, 2016

Because the most popular times to visit Mexico are from December to April and June to August, we will focus on advertising in two surges to target people booking for these different time periods (total of 6 months).

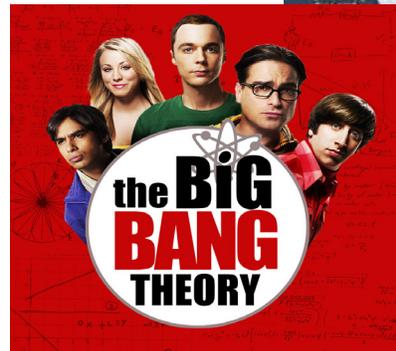
In order to target people booking for December to April, our first advertising surge will run from the beginning of November to the end of February (4 months). In order to target people booking for June to August, our second advertising surge will run from the beginning of May to the end of June (2 months).

According to a poll, 61% of vacation planners hadn't fully booked their summer trips by mid-May. This study influenced the decision to target these last-minute planners and make our advertising surges shortly before the most popular travel times.

Some advertising will take place year round, such as spot radio drive times advertising, keywords, and targeted sites.

Timing of the Campaign During the Day

- Radio will be used to reach our targets during drive times (7am-10am and 3pm-7pm)
- Internet advertising will be placed from 9am-5pm, Monday through Friday. These advertisements will be most prevalent during lunchtime and at the start of the workday.
- TV advertising will be during primetime and late night



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Regional emphasis

Both our primary and secondary target audiences are primarily from the West, but there is also a significant portion of them in the Southwest

California is where the majority of our targets live and where we will allocate the majority of our resources. Texas cities are also home to many of our targets. Many of our targets live in metro or suburban areas.

Major media markets in California that we will target:

- Los Angeles
- San Francisco-Oak-San Jose
- Sacramento-Stockton-Modesto
- San Diego

Major media markets in Texas that we will target:

- Dallas-Ft. Worth
- Houston
- San Antonio
- Austin

Impact Media

Golf- Four Majors:

- Golf and sports television are very popular among our target groups, and we will therefore allocate \$3,567,400 during the two months the Golf Majors occurs within our surge periods: May and June. Mexico is a popular golf destination and this media will fit well with our sweepstakes and promotions.

College Bowl Games:

- College football is extremely popular among our targets. Not only do these games

attract the post-graduate younger adults, but sporting events are games that can draw in the whole family and reach children as well. We will spend \$2,675,550 to advertise during the Bowl Games in January and December, which falls during our other surge period.



Outdoor:

- Outdoor advertisements are central to our campaign. Our targets are commuters. The vast majority of our targets drive to work rather than take public transportation, and many live in areas with heavy traffic. Rush hour is often a stressful time in workers' days. We plan on capitalizing on this by exposing them to visually compelling billboards that make them want to escape the chaos of every day life and go on vacation. We will spend \$1,050,000 over the course of 6 months in 5 markets that have heavy commuter traffic. These 6 months fall during our surge periods.

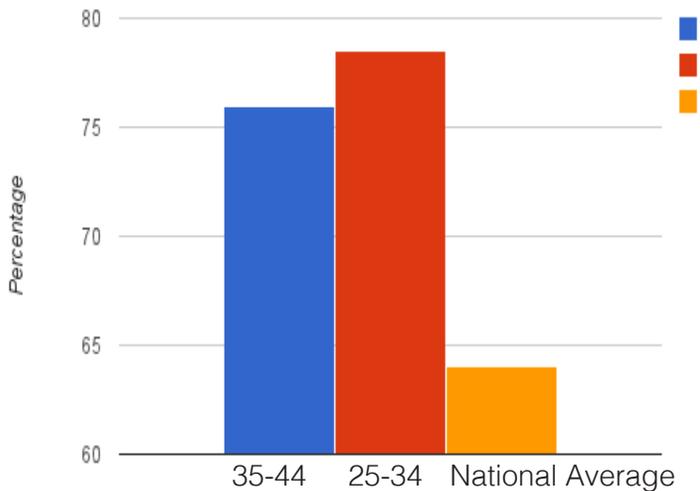
Targeted Sites

Advertisements on Facebook, Pinterest, Instagram, Expedia, and TripAdvisor will be run throughout the year. Both of our target age

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groups are active on social media and the use Internet at above average rates for both work and personal purposes. Out of married 35-44 year olds with two kids in the West region, 76% have used internet at home in the last 7 days, which is 12% above the national average and 45.2% at work, which is 40% above the national average. Out of the Young Professionals cohort, 78.5% have used Internet at home and 51.1% at work in the last 7 days and 69.4% are social media users. This far surpasses the national average. We will therefore emphasize digital in our media mix. Social media sites such as Facebook, Pinterest, and Instagram are not only popular among our targets, but they also are compatible with our editorial content as they are visual and interactive. Expedia and TripAdvisor are leading sites that people visit when booking vacations and researching travel destinations, and our advertisements will make them think of Mexico during their research.

Internet Use At Home



Keywords

Keywords will be purchased consistently throughout the year. Our targets use the Internet at high rates and we want to reach them at any point throughout the year when they are researching Mexico and booking a vacation. Keywords that we will purchase include travel, flights, discount,

and cheap. These keywords are found to be most effective at driving traffic to Internet travel sources, according to the UK Online Travel & Tourism Intelligence Report.

Non-Impact Media

Television:

The \$7,715,259 allocation for advertisements on primetime cable will run all 6 months of our surge periods. There will be more advertisements on cable television primetime in November and February because the Golf Majors and College Bowl Games do not fall during those months, and we want to spread out our television advertising during our surge periods in order to increase frequency. Cable advertisements will run on sports channels, such as ESPN, and children and family channels, such as Disney Channel and ABC Family to reach all family members that influence travel decisions. Advertisements on network television primetime, network television late night, spot cable television primetime, and spot network television primetime will also all run during our surge periods.



Certain months in the surge periods have a greater allocation for non-impact television advertising to account for a lack of impact television advertising during these months. Both the primary and secondary targets watch network TV at rates below the national average, but the most viewers watch FOX, and the CW is 30-45% more popular for these cohorts than the national average, so we will focus our network advertising on these channels.

“Approximately 70% of both these groups listen to the radio during this period, which is 14% above the national average.”

Radio

Radio advertisements on spot radio drive times will be run throughout the year, but will be most frequent during our surge periods. We will devote \$4,286,255 to radio advertising on Monday through Friday “drive time.” Approximately 70% of both these groups listen to the radio during this period, which is 14% above the national average. Our campaign emphasizes frequency and radio has a high frequency for the cost. Although the majority of our campaign is visual, radio provides a relatively inexpensive media to reach our targets and reinforce our message. Spot radio advertisements during drive times will be effective because our targets are commuters who listen to radio in their cars.

Magazines

We will advertise in both men’s and women’s national magazines with a slightly larger allocation to women’s national magazines. We will also advertise in women’s local magazines. More women book vacations for their families than men, and magazine readership is higher among women than men for categories of magazines that are cohesive with our campaign, such as travel. Magazine readership among our target groups is fairly consistent with the national population; however, these groups are both heavy readers of health and fitness and travel magazines, which we will focus on in our print advertising. Our advertisements that emphasize “adventure with ease” will fit well within the context of both health and fitness and travel magazines, and magazines allow us to produce highly visual and compelling ads. We are choosing to forego newspaper advertisements entirely and focus on magazines because our campaign is very visual and newspapers’ primary readership is older than our targets.



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Public Relations

PR Objectives

The Mexico Tourism Board will use consumer self-promotions and established relationships with credible companies to reassure safety concerns, raise awareness, foster positivity, generate excitement and highlight Mexico travel as easy and convenient.

Much of our public relations strategy will incorporate our slogan “Revelation Awaits” with our tagline “adventure with ease” in order to showcase Mexico as a top destination with all the elements of an exploratory international trip but with the comfort of a domestic trip. Through this slogan and tagline we will highlight the variety of activities Mexico has to offer along with easy travel and the ability to create a balanced trip.

To achieve our objectives, we will manage public opinion in America by fostering more positive press coverage and public relations. Furthermore, by working with our various stakeholders, we look to have an influence over opinion leads. Finally, our events and buzz marketing will create interaction with our target market.

Public Relations Strategy

Important Issues to our Publics:

- Safety of Mexico due to the travel advisory released by the U.S. Department of State warning U.S. citizens of the risk of traveling to various states in Mexico, primarily due to a rise in safety and security threats by

organized crime.

- Health concerns and travel accessibility within the country.
- Drawing insight from our main consumer target, family adventurers, another primary issue is finding a family-oriented vacation that is easy to book, friendly and offers adventure with a range of experiences.
- From our secondary target market, getaway seekers, we can draw the issue of searching for a vacation that offers both relaxation and a variety of adventure as means to escape the stresses of professional life.
- Government interest in growing Mexico’s labor force through increasing tourism to the country.

Therefore, the main issues that are important to our publics can be grouped as the following: safety, family-friendliness, easy travel, adventure, diverse experiences, escaping stress and increasing tourism.

Managing Public Opinion

To manage the public opinion around these issues, we will first address safety. We intend to position Mexico as a top safety tourist destination through showing the following:

- The majority of crime takes place outside of the main tourist resorts and cities
- Mexico receives high ratings from families traveling to the country
- Resort locations as well as sizable cities offer both tourist police and increased health care

To influence the opinion around Mexico, we will focus our branding of Mexico as a diverse destination where “Revelation Awaits.” We then want to encapsulate Mexico as an adventurous destination that offers a higher level of ease and comfort in both planning, travel and participating in the various activities Mexico offers. The key tagline of “Adventure With Ease” intends to influence our public to think of Mexico as an adventurous vacation that isn’t too adventurous, in the sense that it is also smooth and relaxing. Within the market, Mexico can be differentiated as a diverse destination, offering a wide array of activities and experiences. We can showcase this through illustrating Mexico’s diverse regions, adventures, resort locations, beach getaways and rich cultures.

“Within the market, Mexico can be differentiated as a diverse destination, offering a wide array of activities and experiences.”

- We will also monitor public opinion of Mexico tourism by fostering positive relationships with major U.S. media outlets. This allows for the Mexican government and invested stakeholders to benefit.
- Distinctive buzzwords such as adventure, ease, comfort, relaxation, culture and diversity will help to brand and shape the image of Mexico tourism.

- We will elicit particular emotions including excited, relaxed, intrigued and comforted as well as certain values like safe, adventurous, cultural and family-oriented. Our advertisements and media usage will follow these elements as a means to manage the issues important to our publics. Furthermore, with this we hope to increase Mexico’s tourism.

Media Relations Strategy and Coverage

We will begin by reaching out to major U.S. publications in effort to establish positive relationships. This primarily includes large news stations in California and Texas. Examples include, NBC, ABC, KTLA, CBS and major newspapers. By building positive relationships, we hope to have their support in covering our events and press releases. In addition, we will encourage coverage through several press conferences.

California:

NBC, Bay Area San Francisco
NBC Bay Area – KNTV
2450 North First Street
San Jose, CA, 95131

NBC, Los Angeles
100 Universal City Plaza, Bldg 2120
Universal City, CA 91608
818-684-3425

KTLA, Los Angeles
5800 Sunset Boulevard
Los Angeles, CA 90028

KFMB, San Diego
7677 Engineer Road
San Diego, California 92111
858-571-8888

CBS2/KCAL9, Los Angeles
4200 Radford Avenue
Studio City, CA 91604
(818) 655-2000

ABC, Los Angeles
ABC7 Broadcast Center
500 Circle Seven Drive
Glendale, CA 91201
818-863-7777

KCRA, Sacramento, Stockton and Modesto
3 Television Circle
Sacramento, CA 95814-0794
(916) 446-3333

ABC, Bay Area and San Francisco
900 Front Street
San Francisco, CA 94111
(415) 954-7777

Los Angeles Times
Travel Editor: Catharine Hamm
Email: catharine.hamm@latimes.com
202 W. 1st St.
Los Angeles, CA 90012
Phone: (213) 237-5000

San Francisco Chronicle (SFGate)
travel@sfchronicle.com

The San Diego Union-Tribune
350 Camino de la Reina
San Diego, CA 92108
(800) 533-8830

Sacramento Bee
2100 Q. St.
Sacramento, CA, 95816
(916) 321-1000

The Orange County Register
625 N. Grand Ave.
Santa Ana, CA 92701
877-469-7344



Texas:

KABB Fox San Antonio
4335 NW Loop 410
San Antonio, TX 78229
(210)-366-1129

ABC KTRK-TV 13 Houston
3310 Bissonnet
Houston, TX 77005
Phone Number: 713-666-0713

THE DALLAS MORNING NEWS
508 Young St.
Dallas, TX 75202
Main number: 214-977-8222

Houston Chronicle
Travel: jody.schmal@chron.com

Fort Worth Star-Telegram
808 Throckmorton St.
Fort Worth, TX 76102
817-390-7761

San Antonio Express-News
301 Avenue E
San Antonio, TX 78205
210-250-3000

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Other Markets:

Associated Press:

212-621-1500

Can send press release to: info@ap.org

By directing our attention toward these outlets we will have a more direct impact on our target consumers of the west and south west. We intend to allocate our attention toward the outlets that have the greatest influence over the majority public traveling to Mexico, as well as the general public and our media relations influencers.

PR Tactics: Planned Events and Publicity Program

Press Conference

Mexico Tourism will plan and release a press conference covering the recent safety concerns surrounding travel to the country. During the press conferences, we will present Mexico as not only a safe tourist destination but also as a family-oriented vacation that offers diversity and adventure with the ease of a domestic trip. This reinforces both our brand position and core message. The press release for the conference will be circulated to top news agencies within the U.S., primarily the West Coast. The Mexico Tourism Board will leverage this opportunity by unveiling its invitation to participate in its upcoming campaign, as well as new promotions and planned events. Therefore, the press conference will generate excitement surrounding our new campaign and PR, including upcoming sweepstakes, contests, media tours and couples retreats.

Media Tour

Beginning in early May and running until late June, we will conduct three media tours. These satellite media tours are intended to reassure

safety concerns, generate positivity and promote brand awareness. To do so, the media tours will be held during our second surge of media advertising – beginning of May until the end of June. Journalists from major outlets and travel bloggers will be invited to travel to Mexico to experience a few of its premier resorts. Each tour will highlight a new city – Puerto Vallarta, Cancun and Cabo San Lucas, showcasing Mexico's variety. In doing so, we will promote Mexico as a top destination, especially for families and young couples, and showcase its array of diverse experiences and adventures. Furthermore, the media tours will be instrumental in conveying Mexico as a safe destination and promoting our brand image.



Couples retreat in Mexico

From December to April and again from June to August, the Mexico Tourism Board will schedule two couples' retreats to the country – one to be held during the first period and one to be held during the second. The retreats will be held in different locations each time, showcasing the variety of activities and safety of individual cities/resorts. The goal in doing so is to highlight Mexico as a diverse destination, with richly cultural, relaxing

Veller



and adventurous cities. Our goals of the event are to establish Mexico's credibility as a safe tourist destination, raise awareness of the range of experiences and opportunities available, promote travel to Mexico as easy and convenient, showcase culture/community and support our brand image. Retreats will include staying at a top rated resort, nightlife, outdoor adventures and culture experiences. Promotions for the event will be held on Mexico's website, social media and a Twitter campaign. To participate, interested couples should tweet #CouplesRetreat to @MexicoTourismBd for randomly selected winners. This in return, will result in Mexico Tourism trending on Twitter.

Travel Expo in Mexico

To be held once a year, before the start of Mexico's travel season, the Travel Expo in Mexico intends to bring together various businesses in support of the country. Pulling from major airlines, top hotel chains and local businesses, the Expo intends to showcase travel opportunities while highlighting Mexico as a top destination. Held over a weekend, in a different city every year, we hope businesses, both local and national, will support Mexico. Businesses traveling to Mexico will be exposed to the wide array of experiences and cultures that Mexico has to offer. Businesses will experience Mexico's safety, travel options, hotels and resorts, as well as its local culture,

adventure and activities. In addition, the Expo will be opened to the public. By hosting the Travel Expo, we will help build Mexico's brand image. Furthermore, it will garner positive media attention and support, address safety concerns, showcase opportunities, ease travel planning, promote community and foster positive relationships with stakeholders (hotels, airlines and Mexico's labor force).

Key Promotional Efforts

Contests



Mexico Tourism will partner with the Ellen Show to create a talk show contest. Participants from her studio audience will be randomly selected to participate in a contest (chosen by the Ellen Show) and the winner will receive an all-expense paid trip to Mexico courtesy of Mexico Tourism. We hope to establish this relationship for many reasons. For one, our main target consumer is from California and since the Ellen Show is based outside of Los Angeles, we hope chose this show to interact with our main demographic. In addition, the contest will create positive buzz around travel to Mexico while serving as a key vehicle for promoting our brand. Since Ellen Degeneres is a popular figure, getting exposure on her show and getting her to talk about Mexico as a safe destination that offers adventure with ease, she will help Mexico gain greater word-of-mouth marketing and generate excitement around the brand.

Mexico Tourism will also participate in various game shows such as the Price is Right and Wheel of Fortune by providing expenses paid trips to the winners. In return consumers, not only will consumers view Mexico as a prized destination, but those who win will be able to return and participate in word-of-mouth marketing that reaches all markets.



Sweepstakes

We will hold sweepstakes on various television channels such as the Travel channel, Cooking channel, Food Network and Golf channel. These four channels represent a few interests of our target consumer. The sweepstakes allow media viewers to enter to win a free trip to Mexico. Selection is random, although you must be at least 18-years-old to enter. Much like the contests, the sweepstakes can help generate positive buzz around our brand. It is also an easy way to increase consumer involvement at the same time as getting more target information from those who participate to use for future campaigns.

Promotion with Carnival

Mexico wants to create a promotion with Carnival Cruise lines, a potential stakeholder, to help increase brand awareness around travel to the country. We believe that teaming up with another major travel enterprise will help increase the traffic to Mexico. Ideally, Mexico would like to create a promotion such as “Enter to win a trip to Mexico when you book a Carnival Cruise.” In addition, if Mexico promotes with Carnival, we can peak people’s interest in traveling to Mexico.

One way of doing this is by creating a deal with Carnival to increase the number of cruises to Mexico, and specifically increases the number of cities visited. If the number of cruises to Mexico increases, then more people are visiting the country and in return, exploring all that the country has to offer -- its diverse activities, rich culture, adventure, relaxation and array of cities. Furthermore, we can use this partnership to spread brand awareness, foster positivity, reassure safety and promote travel to Mexico as an adventure with ease.

The logo for Carnival Cruise Lines, featuring a stylized red and blue 'C' icon to the left of the text 'Carnival Cruise Lines' in a bold, black, serif font.

Social Media Promotions

To help facilitate our planned events and promotions, we will create various social media accounts for Mexico Tourism on platforms such as Facebook, Twitter and Instagram. By doing so, we can place our promotional events on these sites to spread the word and create viral buzz during our two main media surges. In addition, we can use social media platforms to highlight Mexico’s cities and its variety of activities. Specifically on Facebook and Twitter, we can pull positive press coverage, updates on travel, promotions, upcoming events, “Revelation Awaits” and announce our sweepstakes as a means to advertise and promote our brand image. By doing so, we can control the image of Mexico as a top-rated, safe, family-oriented and couple-oriented, adventurous destination that offers all the ease and comfort of a domestic trip. It is here that we will emphasize “adventure with ease,” including it as a relaxing but adventurous vacation. In addition, our target consumers are heavy social media users, helping us to directly interact with our desired group.



The logo for Veller, featuring a large, stylized red 'V' followed by the word 'eller' in a black, sans-serif font.

Family Promotion

Our primary target consumers are West-coast families looking for adventure with the ease of domestic travel. With this insight it is essential to provide family promotions. These will include flight and resort package deals, including different activities and destinations to choose from, as a way to increase incentive to travel to Mexico and showcase the country's variety. In addition, family promotions will foster positivity, promote brand awareness, showcase Mexico as an easy and comforting destination and offer families an opportunity for adventure amongst a variety of unique destinations. Overall, our goal is to generate positive buzz and increase our consumer's incentive to travel to Mexico.

Expedia and TripAdvisor

On Expedia and TripAdvisor, we will highlight many of these promotions as a means to spread the word about Mexico's travel deals. In addition, Mexico Tourism will work with Expedia and TripAdvisor to create special promotions given to those who book a trip to Mexico via one of those sites. Deals on flights and resorts will be provided through Expedia and TripAdvisor as a way to increase travel. The various deals offered will showcase Mexico's wide array of destinations and activities. Mexico Tourism will also advertise on these sites to increase brand awareness and clicks.

Frequent Flyer Program

We plan on partnering with a major U.S. airline, such as American Airlines or United, to create a frequent flyer program. Once a customer accumulates a certain number of miles, the customer is eligible for a free flight to a major Mexico city. By doing so, we hope to foster positive relationships with major airlines as well as travelers (stakeholders). Offering free flights increases travel to Mexico, including strengthening brand awareness and excitement over the destination. Furthermore, by

major airlines backing Mexico Tourism, this helps to increase Mexico's credibility as a safe destination while building positive relationships with stakeholders.



YouTube Channel

Finally, we will create our own YouTube channel. The Mexico Tourism Board YouTube channel will post its promotional videos for travel to the country. These videos will illustrate the diverse destinations Mexico has to offer, as well as highlight its safety, adventure, culture, beauty and ease. For example, videos will highlight the geographic beauty, culture and activities of various cities, serving as a way for people to "tour" all that Mexico has to offer. The Mexico Tourism Board will use scenic visuals of the Mexican landscape and culture. The channel will be promoted by hashtag #BeyondWords. We will also link our channel to the Mexico's instagram account to encourage consumers to take photos and share their images. As a result, Mexico Tourism will increase its brand awareness and public image while creating entertainment for consumers. Finally, we can incorporate our social media and YouTube channel by promoting the videos and the channel as a whole on our various social media accounts during our designated media pushes.

Veller

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