

México



Veller

Strengths

- Proximity to the U.S.
- Variety of Experiences
- Government Supported

Weaknesses

- Negative Publicity in U.S. media
- Lack of Awareness
- Negative Reputation

Opportunities

- Growth in Biodiversity/Ecotourism
- Growth in Culture
- Main Destination for Business Travel

Threats

- Competition from “Safer” Destination
- Natural Disasters/Disease
- Economic Recessions

Key Issues

- Negative Perceptions
- Lack of Awareness

Advantage

- Range of Experiences
- “Adventure with Ease”

Primary Target

Meet the Millers-Family Adventurers

- Ages 35-44
- 2 or more children
- HH: \$75,000 +
- reserved and conservative
- Believe they are courageous and daring



Secondary Target

Meet Mark and Karen-Getaway Seekers

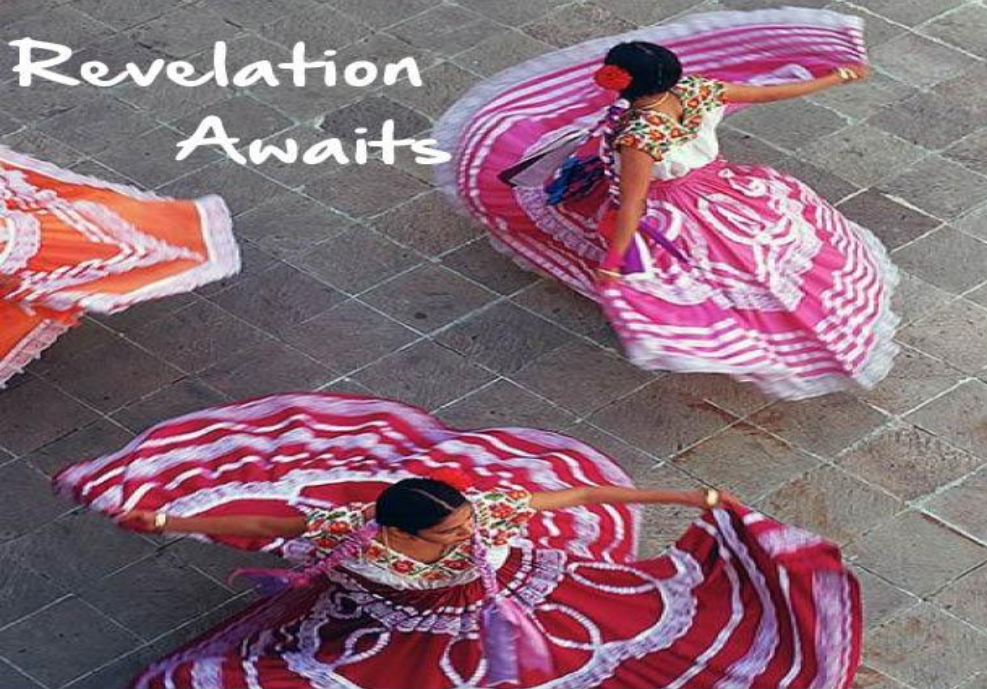
- Ages 25-34
- Married with no children
- HH: >\$100,000
- Opinion leaders
- Believe they are creative and inventive



Revelation Awaits



Revelation Awaits



Mexico invites you to experience...

ADVENTURE: You know Mexico is a beach destination, but what about its rich Mayan culture and a multitude of adventurous activities? Mexico's investment in its heritage and landscape has defined it as a leading destination for environmental tourism and a culturally rich city life.

RELAXATION: Mexico makes your comfort its priority. Your trip to Mexico offers miles of calming beaches and many of Mexico's hotels also offer scheduled group trips into the cities. Mexico's investment in tourist police ensures your safety and allows you to explore a unique city without any worries. Any activity you would like to do, whether you want to sit back with a drink in hand at a resort, go for a walk in nature or take a group ride into a city, Mexico has put the work into making you feel safe and at ease.

Mexico combines adventure with relaxation, allowing you to create your own balance on the trip of a lifetime.

visitmexico.com **México**



They Came. They Ate. They Blogged. Food bloggers are the cowboys of the culinary writing world, armed with insatiable appetites and the ability to broadcast their views with the click of a mouse. Meet the fastest online hands in the east. *By* AMY MA



MANILA >> JOEL (marketmanila.com)

WHEN JOEL (LAST NAME CONFIDENTIAL) RETIRED FROM HIS job as a full-time consultant six years ago, he decided to take on a blogger alter ego and created "Market Man." Today, his blog boasts more than 20,000 page views a day from 9,000 regular readers. In addition to sponsoring charitable causes, Joel also insists his blog be entirely noncommercial.

● **Certified Authentic** "A lot of places call themselves 'Filipino,' but aren't. At the **Milk Way Café** (900 Arnaiz Avenue, Makati; 63-2/843-4124), the food is executed properly and the décor doesn't have that folksy native feel to it. It is also located at the heart of the business district."

● **Bargain Hunting** "Kanin" means "white rice," and the **Kanin Club** (Paseo de Sta. Rosa, Laguna; 63-49/544-0332), is located at the equivalent of a strip mall. But at less than US\$6 a head, you can have big portions, waiters, table service and air-conditioning. I always grab a meal there on my way to Tagaytay."

● **Champagne and Caviar** "I'm usually asleep by 10 P.M., but if I were to take someone out, it'd be to **Lusso** (G/F Greenbelt 5, Legaspi St., Legaspi Village, Makati; 63-2/756-5893), where they serve champagne paired with caviar, lobster rolls and foie gras finger sandwiches." >>



Food Mad Manila Clockwise from top left: Fine dining at Lusso; camera-shy Joel; his blog on Manila; Asilago fries at Lusso; the restaurant's champagne bar.



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



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City or airport

City or airport

Departing

Returning

Rooms

Adults (18+)

Children (0-17)

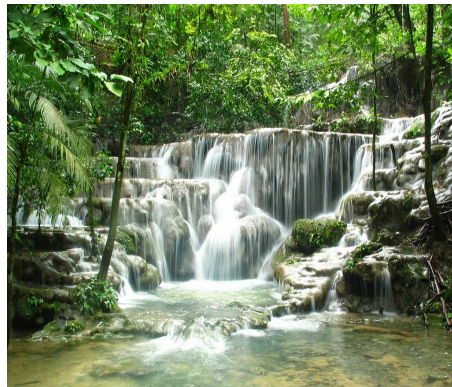
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Veller thanks you for listening

Any questions?