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## Discover New England – Market Update

# Mexico

**1. Would you consider the geo-political-economic condition of your market to be stable (eg. inflation, gdp, health of mid-upper class, relations with USA, consumer confidence)? Please briefly explain:**

Mexico remains a relatively stable and resilient outbound travel market. While inflation and global economic pressures continue to impact discretionary spending, a stronger peso in 2025–2026 has improved international purchasing power.

The mid- to upper-income segments—key drivers of long-haul travel—remain active and continue prioritizing travel as a lifestyle investment. Despite ongoing political noise and shifting perceptions around the U.S., demand has proven highly resilient.

The main structural barrier continues to be the U.S. visa process, including costs, appointment delays, and uncertainty, which impacts conversion more than sentiment.

**2. What is trending for long-haul travel interests (eg. sports/events, readaways/hospitality, adventure, nostalgia, luxury, budget, astrotourism/nature-based, solo, etc)**

- Top interest: *Experiential & Event-Led Travel* (concerts, sport events, cultural moments)

- Interest: *Tailor-made, Multi-Destination and Premium Travel*
- Interest: *Wellness, Slow Travel & Nature-Based Escapes*

Comment: Mexican travelers are increasingly driven by experiences rather than destinations. Event-led travel—such as concerts, major sports events, and cultural festivals—is a key trigger, particularly among younger affluent segments.

At the same time, there is a growing desire to disconnect, with wellness, nature, and slower-paced itineraries gaining traction. Travelers are prioritizing quality over quantity, opting for longer stays and more meaningful experiences.

Finally, customization is becoming essential. Travelers are moving toward tailor-made itineraries that combine multiple destinations and experiences, with a strong preference for comfort, seamless logistics, and elevated service.

### **3. Major industry news/announcements since last Summit (eg major travel company changes and/or flights to Boston/New York gateways):**

Comment: Air connectivity between Mexico and the New York region continues to strengthen:

- Aeroméxico and Delta Air Lines will resume their seasonal Monterrey–New York (JFK) route for summer 2026, operating June 11 to August 30 with five weekly frequencies.
- Volaris announced new routes from key regional cities including Querétaro, Puebla, Guadalajara, San Luis Potosí, and Aguascalientes to Newark, expanding access beyond Mexico City and Monterrey.
- The Puebla–Newark route was confirmed in collaboration with local authorities and the Port Authority of New York and New Jersey.

These developments reflect growing demand for U.S. travel and improved regional connectivity, which can benefit broader East Coast access, including New England.

- Civitatis, the world’s leading platform for Spanish-language tours and excursions, has designated Mexico as one of its main hubs and its operational center for Latin America. This decision is part of a new organizational structure that reflects the region’s consolidation as one of the world’s fastest-growing and most promising travel markets.

**4. Rank top three concerns affecting future travel to New England (eg. Sentiment towards USA, sentiment towards New England, fuel prices impacting cost of travel, competition, affordability of destination, airline availability, availability of product, esta/visa process, source market political environment, source market economics/politics stability, trends, etc.):**

1. **Top Concern:** U.S. Visa process (costs, wait times, accessibility)
2. **Concern:** Low awareness and understanding of New England as a destination
3. **Concern:** Affordability and perceived value vs. more established U.S. destinations

**Comment:**

While overall sentiment toward the U.S. can fluctuate, the most tangible barrier remains the visa process, which directly limits travel intent and conversion.

Additionally, compared to more traditional U.S. destinations, New England still has an opportunity to increase visibility and positioning in the Mexican market, particularly highlighting its seasonal appeal, culture, and unique experiences.

Finally, perceived cost—especially when compared to more familiar destinations—can be a barrier unless the value proposition (culture, seasons, exclusivity, experiences) is clearly communicated.

**5. What advice to you have for New England’s tourism suppliers to succeed in your market over the next two years (hotels, attractions, dmos, transportation, etc)?**

Build strong, consistent consumer-facing storytelling to position New England—anchored by Boston—as a compelling and accessible destination for Mexican travelers. Boston should be leveraged as the primary gateway, not only due to air connectivity but also because of its strong cultural alignment with Mexico through major sports leagues, world-renowned universities, history, and recognizable pop culture elements.

But proximity to New York is a key advantage. Position the region as part of a broader, easily accessible East Coast journey, highlighting seamless connectivity via train and road trips—an experience that remains largely unknown but highly appealing once discovered by Mexican travelers.

Prioritize direct-to-consumer marketing and partnerships with OTAs, supported by high-impact editorial and influencer collaborations to build awareness and aspiration. At the same time, focus on luxury travel advisors who specialize in FIT and tailor-made itineraries, as Mexican travelers to the U.S. overwhelmingly travel independently rather than in group tours.

Simplify the product: curate flexible, experience-led itineraries that combine entertainment, culture, gastronomy, nature, and seasonal highlights, making it easy for travelers to understand and book the region.