

# México

## the gateway to Latin America

Mexico is without discussion a global player, Business events in Mexico, represent new business opportunities.



Mexico ranks **21<sup>st</sup>** in the **ICCA international ranking**



Mexico **has beaches and cultural attractions to spare**, but when it comes to business, Mexico's vigorous industry place it among the **most competitive countries in the world**.



## Mexico's competitive advantages

### Budgets go a long way

- Competitive prices in hotels, food and beverage, production, labor and other complementary services



### Location & connectivity

- Strategic location and excellent connectivity (airlines announced the increase of more than one million new seats to Mexico by 2017: in direct international flights from more than 20 countries)



### Infrastructure

- Versatile, top-tier infrastructure in more than 30 convention centers
- World class hotels (320 thousand rooms in 4 and 5 stars hotels)



### Diversity

- 34 World Heritage Sites Appointed by UNESCO
- 6th place in the world
- 47 thousand archaeological sites (160 open to public)
- More than 1,229 museums



### Mature supply chain

- 8th place worldwide in international tourist arrivals
- 35 million visitors
- In Mexico, more than 266 thousand events are held annually



## The Meeting Industry plays a key role in Mexico's Economy:

Generates 1.5% of GDP

Represents 890 thousand jobs

Around 30 million room nights

Represents more than 266 thousand events annually

29 million participants

Economic impact of 25 billion dollars

## Mexico is ranked as the

**2<sup>nd</sup>** largest economy in Latin America

**14<sup>th</sup>** largest in the world.



A WORLD OF ITS OWN  
visitmexico.com