



STILL FOLLOWING THE CAMINO REAL

U.S. Consulate General – Ciudad Juárez



Why Do Mexican Citizens Visit the United States?

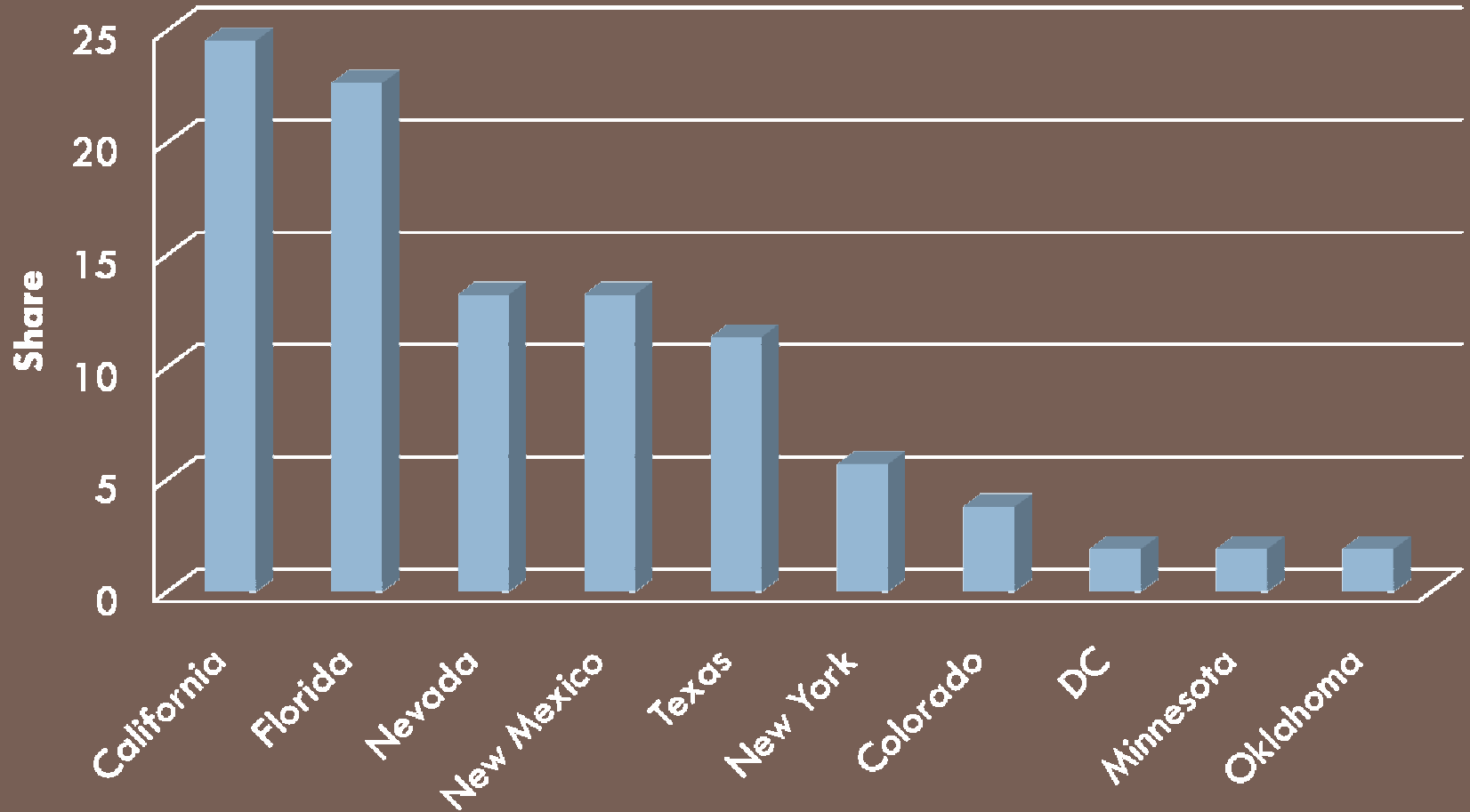
- Destination diversity
- Infrastructure
- Excellent travel and tourism services

Preferred Travel Activities

- ❑ Shopping
- ❑ Gambling
- ❑ Entertainment
- ❑ Amusement parks
- ❑ Cosmopolitan environment
- ❑ Skiing

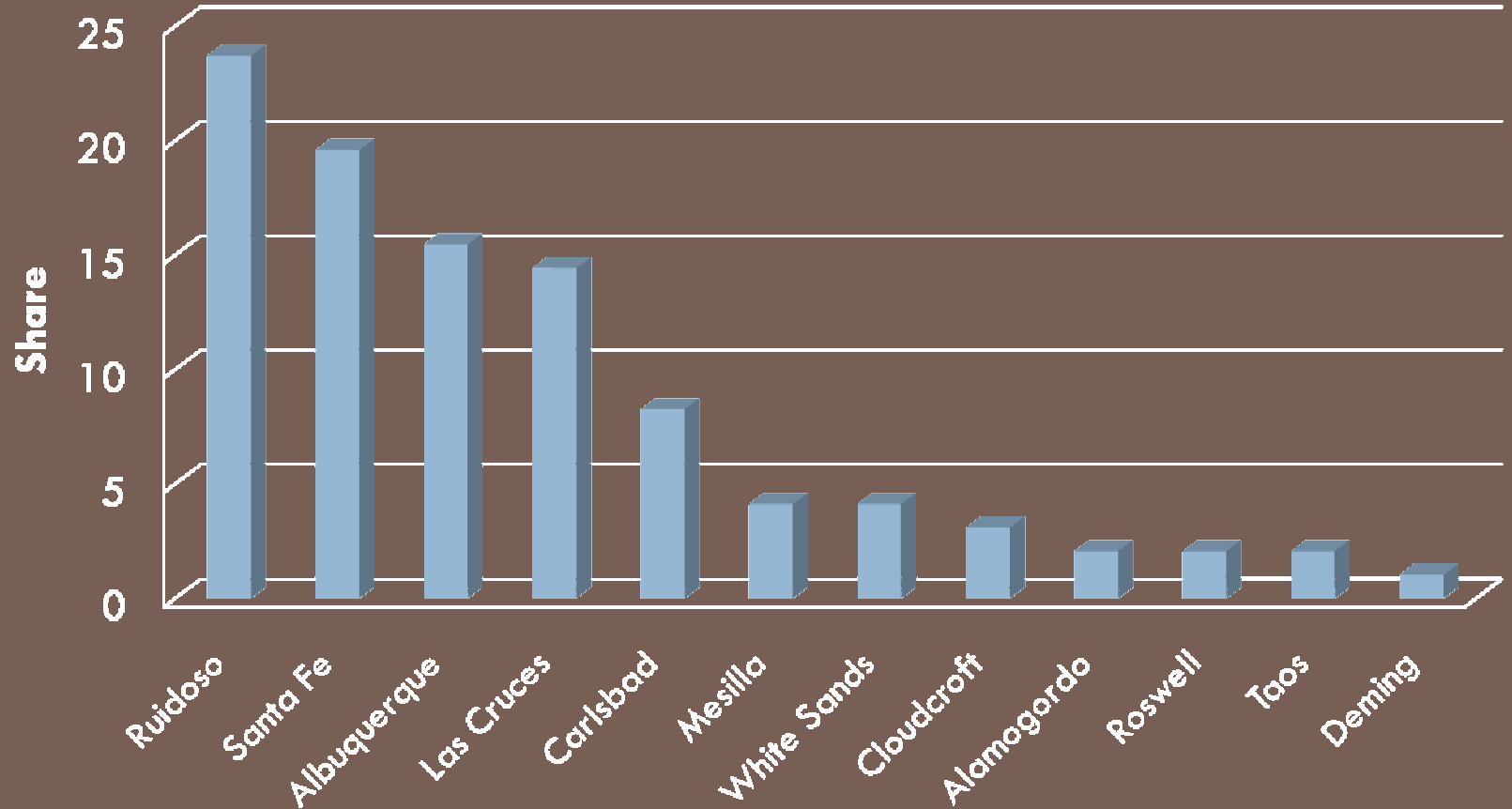


Top U.S. Destinations



Source: U.S. Consulate Juarez Survey

Top New Mexico Destinations



Source: U.S. Consulate Juarez Survey

Land vs Air Travelers

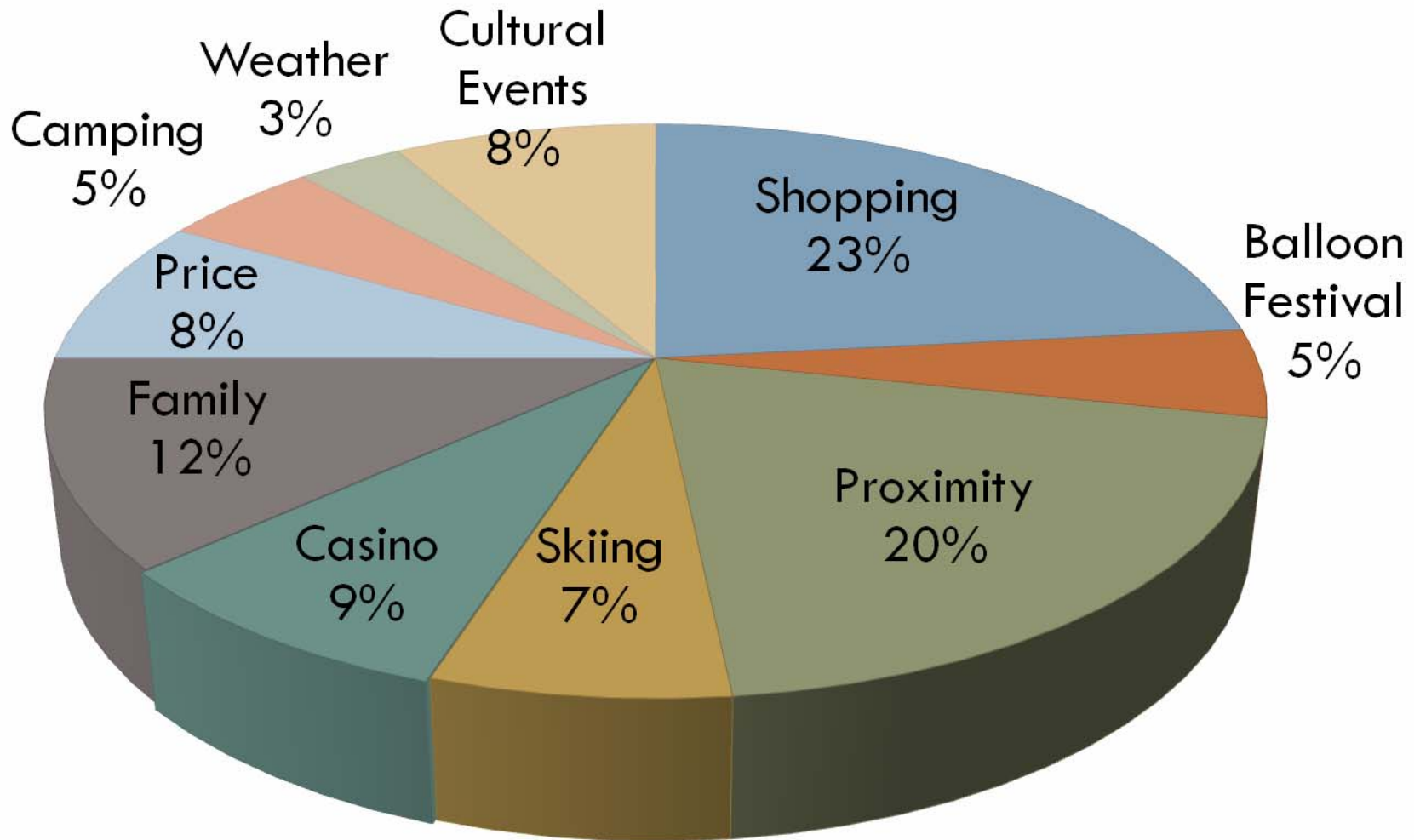
Land Travelers

- Short visits particularly to the Southwest
- Visit relatives or friends
- Shopping

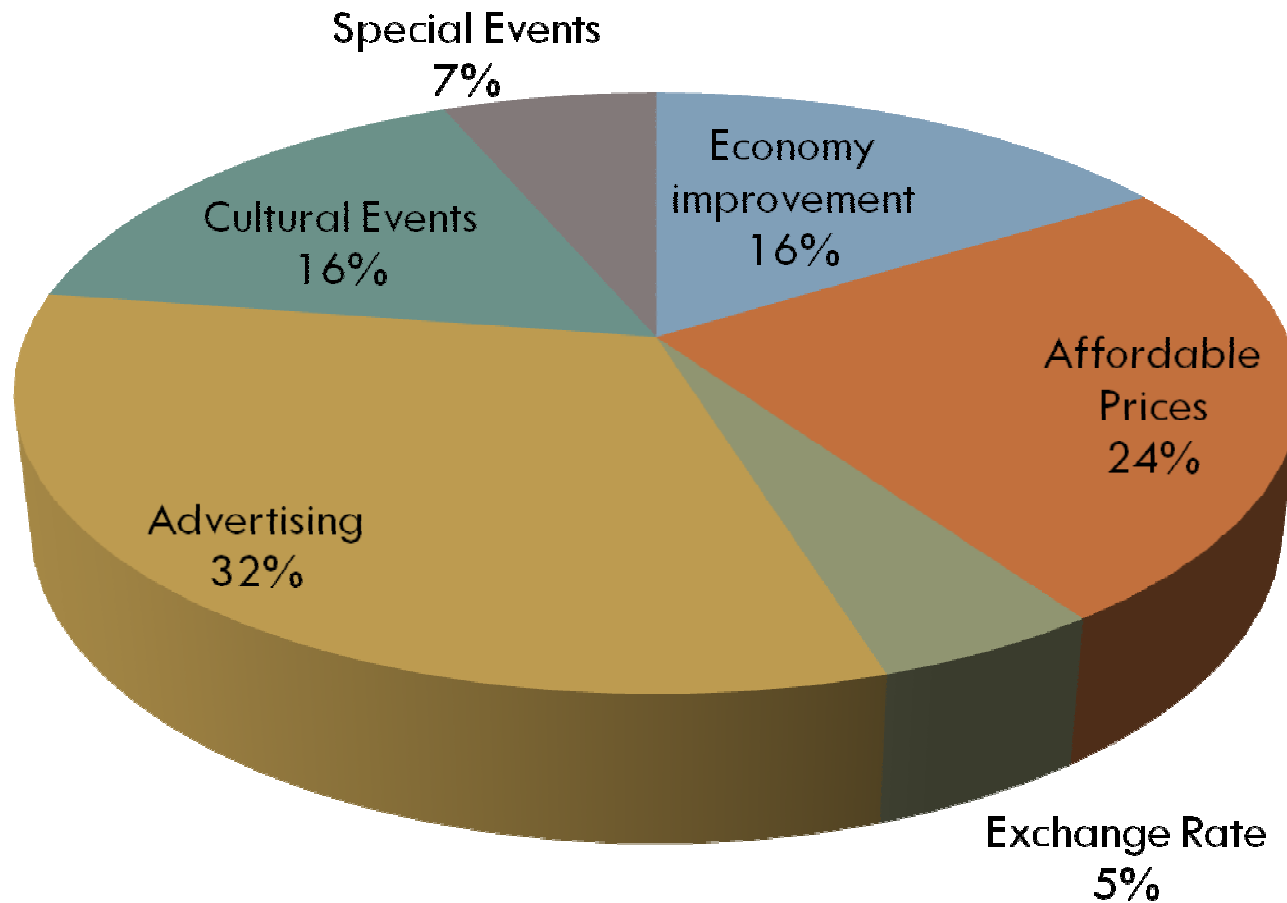
Air Travelers

- Family trip and pleasure
- Longer stays
- Prefer vacation packages that include transportation, lodging, shopping, and recreational activities.

Reasons for Visiting New Mexico



What would make you more likely to travel to New Mexico?





How to Attract New Visitors

- In-country promotion – more information and advertising
- Personal relationships are crucial
- Tailor packages to Mexican clientele
- Speak Spanish
- Realize that Mexicans are last-minute travelers