

# MEXICO: GROWTH AND PROSPERITY THROUGH TOURISM INVESTMENTS

## The Mexico boom

An increasing number of TUI guests are choosing Mexico as their holiday destination. Watch this policyCLIP to find out how the locals are benefitting from growth in tourism and how TUI is helping with destination development:



Mexico is a country that is gaining in significance for Germany. The two governments are collaborating more closely than ever before, investments are rising and an increasing number of German tourists are travelling to the Land of the Aztecs. TUI Group has already been a key partner to Mexico for many years.

## Intensive exchange and much common ground

The heads of government of both countries are appealing for the global free trade framework to remain in place. Mexico profits on a greater-than-average scale from this and, in 2016, almost 27 billion US dollars of direct investments flowed into the country. Germany and Mexico also share the same climate policy objectives, and Mexico continues to support the Paris Agreement. Mexican President Enrique Peña Nieto is planning a state visit to Germany in April.

Chancellor Angela Merkel attended the concluding event of the German Year in Mexico last year. Over 3.5 million visitors attended the more than 1,000 events in this series. Even after the dual year, tourism will ensure that cultural exchange continues to have positive impacts for both countries.

## Almost nine million jobs through tourism

Mexico has experienced impressive growth in tourism. The number of foreign visitors to the country has increased by more than 75 percent to 39 million since 2012. The tourism industry is now Mexico's fourth-largest source of income. It is providing education and training to the people who live there and an effective instrument in the fight against poverty. Tourism provides jobs to 8.7 million people along the entire value chain.

## Tourism on track for growth



Source: Secretaría de Turismo de México

## Tourism's contribution to the Mexican economy

**8.7m** jobs (16.8%)

GDP

**165.9m US \$** (16.0%)

Source: WTTC

## TUI is a key partner

This positive development is essentially being driven by foreign tourist spending. They bring almost 20 billion US dollars into the country every year, and the tour operators play an important role in this process. The TUI Group also makes a strong contribution:

- **Tour operators:** TUI opens the door to the country in Central America for many Europeans. In 2016, the travel company provided inspiring holidays in Mexico to around 800,000 guests.
- **Airlines:** TUI airlines fly up to 36 times a week to Mexico in the summer season. New flight services are contributing to further growth in tourism.
- **Hotels:** TUI's subsidiary RIU is focusing on Mexico as part of its global growth strategy. It will be increasing the number of hotels and resorts it has there to 22 by 2020. This will create another 3,000 new permanent jobs.
- **Cruises:** The ships operated by the TUI lines, TUI Cruises, Thomson Cruises and Hapag Lloyd Cruises regularly weigh anchor at eight Mexican ports. TUI Cruises alone brings 25,000 guests every year to the Caribbean island of Cozumel. They spend over a million euros there – on excursions, restaurants, cultural attractions and shopping.
- **Development of new destinations:** TUI is collaborating with Mexican partners to develop new destinations for European holidaymakers and create jobs for people in even more regions. It is currently planning new projects in Bahia California.

TUI Group never loses sight of guest safety. Criminality is still a major challenge in Mexico. However, Mexico is a stable and democratic nation and the security level in many of its states reflects the European security level. This particularly applies to the prospering tourist regions.



## TUI CARE FOUNDATION

### Projects in Mexico

#### Taking responsibility

Growth in tourism has many positive impacts, but also a number of undesirable outcomes. One of the most distressing aspects is the increase in sexual abuse of children by tourists. This is why the TUI Care Foundation is supporting an Organisation End Child Prostitution in Asian Tourism (ECPAT) project that encourages the various stakeholders such as tourism companies, NGOs, local communities and government representatives, to work together with the objective of child protection. The tourism sector is ensuring that the Child Protection Code is complied with. And a peer education approach is being used to sensitise children to the risks

Sensitisation and education of  
**20,000 children**

Stronger  
**collaboration** between  
NGOs and the tourism industry

Application of the  
**Child Protection Code**

Project duration **2 years**

#### Environmental education on the Riviera Maya

It is crucial that we protect our planet's biodiversity for future generations. That's why the TUI Care Foundation is supporting a Rainforest Alliance teacher training project on the Riviera Maya. The objective is to communicate knowledge about the value of natural resources and sustainable business – including sustainable tourism. Schoolchildren will then be able to use their newfound knowledge and skills to protect their environment more effectively in the future.

Direct training for **75 teachers**

Reaching a total of  
**600 teachers**

Intensive lessons for  
**6,000 schoolchildren**

Project duration **3 years**