



Practical study of the moment that travelers and tourism industry are currently living in Mexico.



THE DESIRE TO TRAVEL IS ALIVE



De lo observable a lo accionable



Radar Turístico. Number 01. May 2020



WHAT IS HAPPENING

WITH THE CUSTOMER JOURNEY OF MEXICAN TRAVELERS?

Situation status: ● good ● regular ● bad

DREAMING ABOUT TRAVELING

4.5 million people in Mexico are digitally locating and relocating their travel desires.

SEARCHING FOR DESTINATIONS IN MEXICO

2.8 million people in our country have done Google searches related to national destinations (-4.66% vs the same period last year). This does not mean that the searches lead to sales.

SEARCHING FOR INTERNATIONAL DESTINATIONS

1.3 million people in our country have done Google searches related to international destinations (+30% vs the same period last year). This does not mean that the searches lead to sales.

RELATIONSHIP WITH TRAVEL AGENTS

3.7% of tourists cancelled their trips and 63% are postponing them. Even though it is a difficult situation, the loss is not as big as when travels are cancelled.

SEARCHING FOR PACKAGES

Mexicans did 118 thousand Google searches related to packages and travel promotions in March (-55% of searches compared to the same period last year).

VISITING ONLINE TRAVEL AGENCIES

7.3 million people visited the main online travel agencies in the country (-22.6% compared to the last month).



WHAT IS HAPPENING

WITH THE TRAVEL INDUSTRY AND THE MEXICAN TRAVELER?

» Traveler trends:

63% postponed their trips



37% are cancelling

65%

of tourists are cancelling to hotels

26%

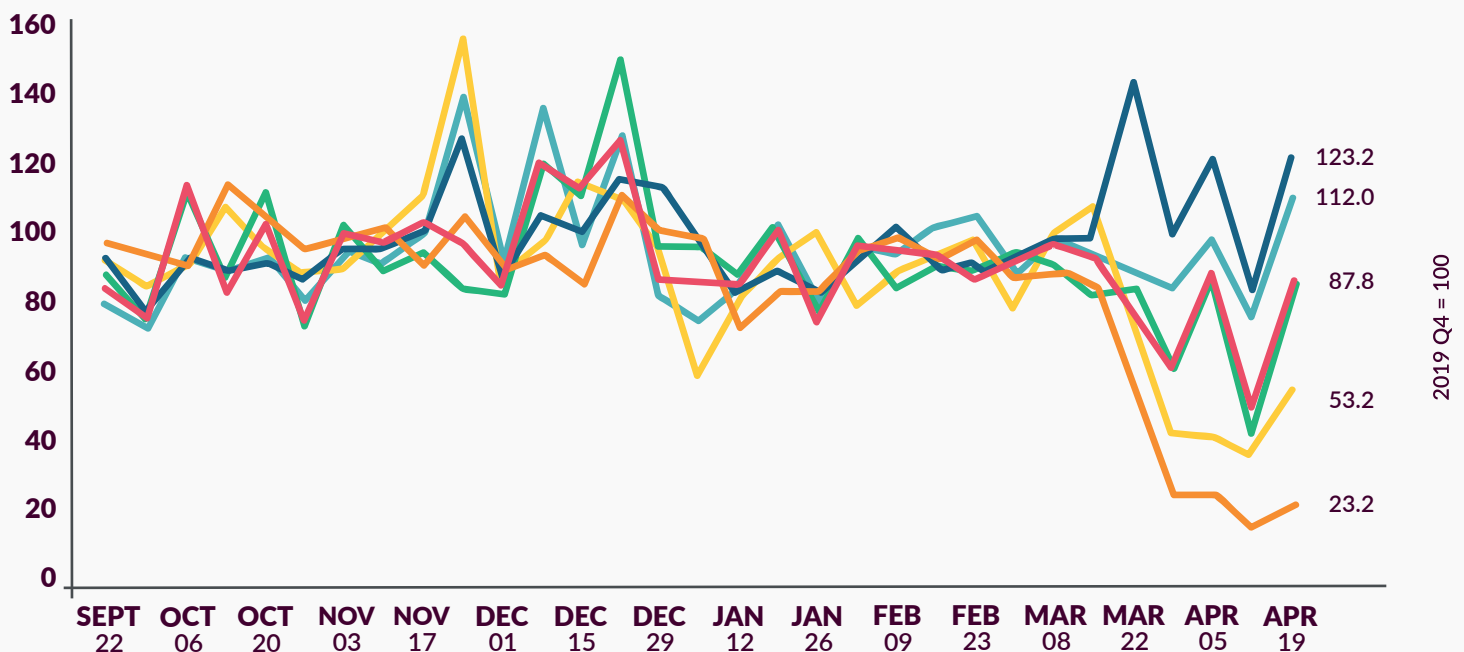
of tourists are cancelling to travel agents (wholesalers and retail)

* Source: Radar Turístico, polls to the travel industry, April 2020.

Weekly evolution of consumer spending

*The consumption in hotels, travel and non essential spendings decreased 46.5% compared to December 2019.

*Source: credit and debit cardholders' panel microanalitica.com.



New economy: home delivery, shared rides, streaming, cellphone.

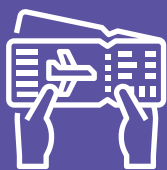
Non essentials: department stores, hotels, airlines.

Cash: ATMs, window withdrawal, other withdrawals.

Essentials: supermarkets, convenience stores, pharmacies, office supplies.

Outings: restaurants, coffee houses, movies.

Card total: all card transactions.



Passengers in national flights decreased 27% and in international flights 41% compared to the same period in 2019.

Source: Airport Groups: OMA, ASUR and GAP; March 2020 data.



Programming seats for domestic flights decreased 30.6% while for internationals it went down 72.6% compared to the same period in 2019.

Source: OAG, March 2020 data.



Hotel occupancy of 12 destinations in Mexico (week of April 12 to 19) fell 64.9 percentage points compared to the same week last year, leading to a 4.3% of total capacity.

Source: Datatur - Sector.

Searches related to national destinations fell 4.66%

Source: Radar Turístico, Google Analytics performed in April with March 2020 data.



Internet searches related to travel and tourism decreased 0.40 percentage points, going from 2% of the total of searches to 1.6% (this corresponds to 29.5 million impressions less compared to the period before COVID-19 - previous weeks vs posterior weeks since the WHO declared the pandemic).

Source: Nielsen, IBOPE, Media Consumption, April 20, 2020.



WHAT IS THE MEXICAN TRAVELER

WISHING FOR, IN GENERAL?



From April 22 to 28, leisure, hobbies and game apps downloads increased. Office supplies and remote meeting apps decreased in the download ranking.

Source: Radar Turístico with data from appannie.com, April 2020.

Tourists with travel intentions for June and July are receptive to consume tourism content that does not have a direct sale intention. Some even show interest in knowing the date in which they will be able to travel so they can start the planning and purchase process.

Source: Radar Turístico with Twitter information, April 2020.



Tourists with trips planned for August and September are looking for certainty about whether they will be able to travel or not, regardless if the answer is positive or negative.

Source: Radar Turístico with Twitter information, April 2020.

Two trends that apparently never die are gastronomy and travel. Many social media accounts post home recipes, dishes they enjoyed while on vacation, places they want to visit, memories or moments that inspire them to resume their learning about other cultures. Additionally, the audience had a positive answer to posts sharing stories about quarantine, family, pets and personal moments. On the other hand, trends about exercise and home office recommendations are less popular.

Source: Radar Turístico, social media conversations analysis, April 2020.





Stay present and plant your destination and tourism options in travelers' minds.

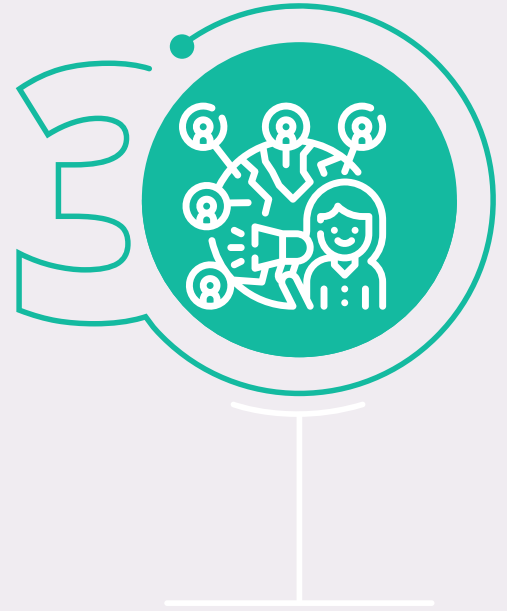
Generate creative and different content that allows dreaming of and positioning your destination and alternatives.

If you do not communicate, you will leave a gap that another destination or option can fill.^{1, 6}



Keep your guard up with outstanding digital services (presence, speed and quality of answer and follow up).

There are millions of people that are out there searching and asking around.^{1, 6}



Engage in conversations:

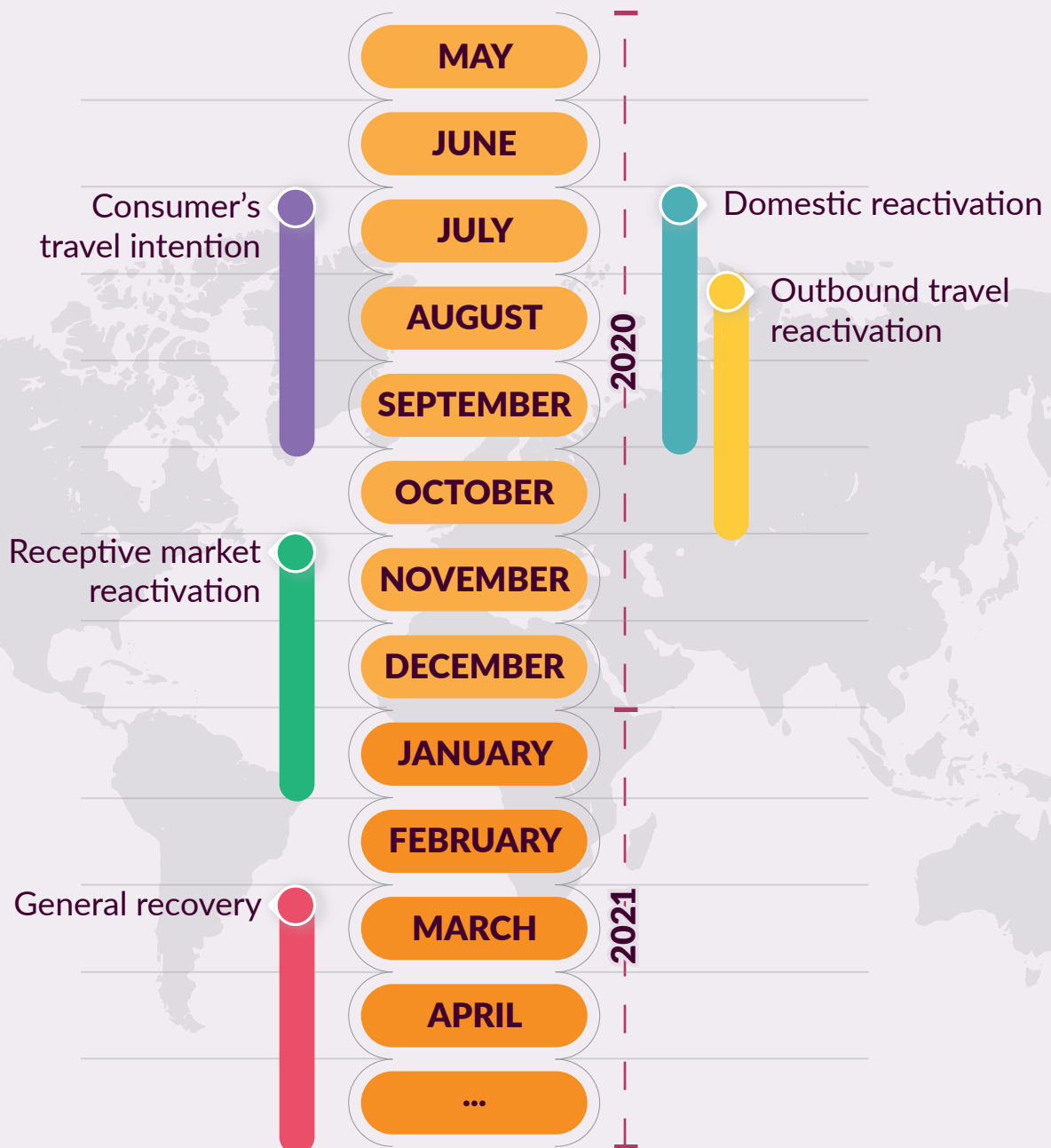
We recommend using gastronomy and travel topics in your communication with media, influencers and in your own channels.

Also, share about the human aspect of your company or destination, how you are overcoming the current situation and how you are working with a view to the future.^{4, 6}

WHEN WILL SALES BE REACTIVATED?

Domestic tourism will be the first to reactivate and, according to the travel industry, this will happen between July and September this year. On the social listening side, consumers are also showing intentions to start traveling again in those months.

In addition, the Mexican traveler is expected to start traveling internationally between August and October. If everything goes according to the tourism industry estimates, we recommend promoting hard sales considering the booking window of Mexicans, which is 32 days before the trip.^{2, 4}





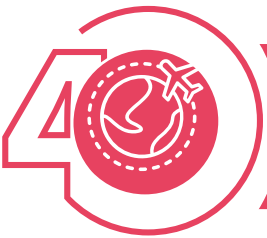
The domestic market will reactivate starting this Summer (28%, 26% and 22% in July, August and September respectively), according to the travel industry perceptions.²



41% consider that as of August, September and October (14%, 12% and 15% respectively) outbound travel will resume and 24% consider that it will in December and January 2021.



43% of the respondents believe that the receptive market will be reactivated starting in November, December and January 2021. 32% consider it will happen in August, September and October.



36% consider that the levels before COVID-19 will be recovered after April 2021, while 44% believe it will be in the period from December 2020 to April 2021.

Radar Turístico includes digital behaviour of travelers, data directly related with the industry, polls to travel agents and expert opinions in the subject.

This study of regular publication is developed to guide and facilitate present and future decisions for destinations, companies and professionals that depend on tourism in Mexico.

Methodology:

- 1.- Open data collection from Google platforms and tools for digital traffic monitoring: posterior quantitative and qualitative analysis.
- 2.- Online polls by invitation from April 20 to 24. 53% of respondents were travel agents (retailers). 26% hotels, 13% wholesalers, 2% airlines and 6% other (destinations, consultants, marketing agencies, media or meeting planners).
- 3.- Secondary sources revision, process and analysis. In each case, the corresponding source is mentioned.
- 4.- Digital conversations analysis. Over 300 conversations were analysed, from main Instagram accounts in over 13 different content categories to understand what users are looking for and what subjects are better perceived or have more reach. The messages analysed exceed overall 52 million interactions.
- 5.- Mexico App downloads analysis. The download growth of the top 50 most popular apps was compared to the prior week in the main platforms: iOS, Android and Amazon. Week of April 22 to 28.
- 6.- Social listening about travel intentions. 100 relevant Facebook and Twitter conversations were analysed to detect the intentions about the tourism activity as well as the feeling and perception of the user before content of the sector. Week of April 14 to 27.



If you would like us to go deeper in a specific topic please contact:
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