MEXICO READY WORKSHOP

Vamos a TUCSON
WHY MARKET TO MEXICO?

Here are the Numbers
Mexico Market by the Numbers

Economic Impact

24 million
Mexicans visitors come to Arizona every year.

$2.6 billion
Mexican consumers spent in Arizona in 12 months (2007/2008)

$976 million
are spent in Tucson per year by Mexican consumers!

23,400
jobs created on average by Mexican tourists visiting Arizona.
Mexico Market by the Numbers

75% of visitors come to shop
Mexico Market by the Numbers

Spending Habits

69% of Mexican Visa expenditures in Arizona take place in Tucson.

43% of purchases are made with cash.
Mexico Market by the Numbers

Travel Behavior

- **2 nights** is the average length of stay
- **70%** of expected travel size is 2 or more people
- **99%** of visitors come from Sonora
VAMOS A TUCSON

A program of Visit Tucson
VAMOS A TUCSON

Our GOAL

• To attract travelers from Mexico to shop, stay and experience Tucson and make it their destination of choice.

• To provide the necessary tools to our partners to capitalize on the lucrative market

• To promote our destination and to stay connected with the Mexico visitor not only through social media but also through our Visitor Centers in Mexico.
15 STEPS
To Make Your Business Mexico Ready
STEP 1

Be Bi-Cultural

- Key to Success
- Cultural awareness
- Understand that there is a right and wrong way to do business.
STEP 2

Be Bilingual

• Use a professional translator
• Be aware of regional differences
• Adapt your content
EPIC MISTAKES

got milk?
to
Are you Lactating?

‘It won’t leak in your pocket and embarrass you’
to
‘It won’t leak in your pocket and make you pregnant’

http://www.targetmarketingmag.com/article/5-big-bilingual-copy-mistakes-direct-marketers-make-and-how-avoid-them-402976/18
## STEP 3

### Understanding Communication

- Greet customers by their last name.

- When possible shake hands.

- Arms Length.

- Hand documents.

### Names

<table>
<thead>
<tr>
<th>First Name</th>
<th>Middle Name</th>
<th>Father’s Last Name</th>
<th>Mother’s Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jose Felipe</td>
<td>García</td>
<td>Villareal</td>
<td></td>
</tr>
</tbody>
</table>
Step 4

Mexico Travel Calendar

- Yearlong travel
  - Easter, Summer, Christmas
- Late shopping.
STEP 5

Follow Food Protocol

• Understand your customer.

• Let’s go to Cancun!
STEP 5

Follow Food Protocol

• Understand your customer.
STEP 5

Follow Food Protocol

• “What would you like to drink? “Commonly ‘ice tea, water…”

• Go the extra mile
  ‘How about a beer?’

• Don’t ‘drop’ the check, wait for them to ask for it.

• Late shopping = Late dinner
STEP 6

Build a Relationship

• Business is Personal
STEP 7

Understand Issues Related to Travel

- Visa Fee $169
- Work Week 48 hours
- ‘El Permiso’ I-94
- Border Wait Time
Step 8

Banking & Payment

- 43% of purchases are made in cash.
- Visitor needs to call bank to let them know about travel.
- Run debit as credit
- Credit cards could be ‘printed’ not embossed.
- Valid IDs - IFE and Mexican Passport
Step 9

Accommodate Your Guests

- Walk-ins
- Late night arrival or Early check
- Luggage Storage
STEP 10

Identify Your Customer: The Shopper

• Calendar of Events at Front Desk.

• Useful Information: Upcoming Sales Dates

• Provide extra garbage bag

• Free-of-duty allowance - $300-$500
STEP 11

Identify Your Customer: PATIENTS

- Medical Tourism
  - Medical procedures
  - Beauty services
Step 12

Identify Your Customer:
Other

- Business
- Home Buyer
- Investor
STEP 13
Develop a Plan

• Hotel and Retailers make great partnerships.
• 75% of visitors come to shop
• Have ‘neighbor’s’ coupons available.
• Be aware of what nearby stores offer.

Plan for Special Sales/Rates for travel seasons:
Back to School
Thanksgiving
Christmas
Easter Break
Step 14
Stay Connected

- Ask for feedback
- Build database
- Listen
STEP 15

Promote your Business in Mexico

- Advertise in Mexican media.
- Be careful not to stereotype. Avoid using Mexican folklore such as hats or mariachis.
STEP 15

Promote your Business in Mexico: Engage with Vamos a Tucson

- WEBSITE
- TRAVEL SOLUTIONS
- MEXICO READY
- VISITOR CENTERS
- STRATEGIC RELATIONSHIPS & PARTNERSHIPS
- COMMUNITY
- PRINT MEDIA
- DIGITAL MEDIA
- SOCIAL MEDIA
MEXICO READY

Requirements & Benefits
HOW TO BECOME MEXICO READY?

✓ Host the ‘Mexico Ready’ presentation.
✓ Participate in Mexico Trade Shows
✓ Promote your business in Mexico

WHAT ARE THE BENEFITS?

✓ Promotion of your business at Visitor Centers in Mexico.
✓ List your business as a Mexico Ready property/store.
✓ Vamos a Tucson website listing
✓ Network with other tourism sector partners
THANK YOU