



MEXICO

TOURISM NEWSLETTER

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TIANGUIS
TURÍSTICO
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BAJA CALIFORNIA
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EMBASSY OF MEXICO IN CANADA

As the seventh most visited country in the world, tourism represents a real asset for Mexico, that helps promote its cultural marvels, natural richness, delicious gastronomy, traditions, architecture, and various lifestyles.

Tourism helps promote cultural exchanges, build trust and foster cooperation between nations. It is an essential tool for a country that has an immense historical and cultural legacy. This tourism newsletter gathers important updates reported by the Ministry of Tourism in Mexico regarding current tourism-related activities that took place throughout the country during the month of April. It aims at informing relevant stakeholders of the latest developments in this vibrant sector in Mexico and to encourage more Canadians to visit our country.

Canada is a key partner for Mexico in the tourism sector. Our countries share a very large flux of travelers that contribute also to strengthen our people to people ties among our nations.

Canadians are the second nationality that most visits Mexico with over 2.6 million visitors in 2024. A significant number of retired Canadians continue seeing Mexico as an option to spend the rest of their lives. Tourism is also a unique way to foster development in both countries, since it creates employment and new opportunities for thousands of people who worked in tourism-related enterprises. Therefore, we must continue working together to sustain the bridges built through this wonderful exchange that allows our peoples to experience our nations' best assets.

Carlos Joaquin González

AMBASSADOR OF MEXICO IN CANADA



MEXICO FACTS

Mexico is the seventh most visited country worldwide with a total of 43 million of tourists every year. In comparison to 2024, the first months of 2025 have seen an increase of 15% of international visitors; in the first 2 months of the year, 814,352 Canadian tourists traveled to Mexico.

According to FORBES 2025 ranking, Mexico is the fifth most beautiful country in the world thanks to the cultural, natural and gastronomical richness.

Mexico has a total of 29 hotels with 5 Diamond recognitions, those gorgeous and well preserved hotels are distributed in Los Cabos, Cancun, Playa del Carmen, Punta Mita, Riviera Nayarit, Riviera Maya and Mexico City.

In 2026, Mexico, Canada and the United States will be hosting the FIFA World Cup, and it is expected that it will be the most streamed and most attended event in history. Mexico is going to be hosting 13 games in Mexico City, Guadalajara and Monterrey.

The National Chamber Confederation of Commerce, Services and Tourism (CONCANACO by its Spanish acronym) considers tourism as one of the main motors of economic development in the country, becoming a strategic lever of Mexican prosperity.



WHAT'S NEW IN MEXICO?

Sometimes it is very difficult to find places to visit when you are not familiar with a country. Thus, as an initiative to streamline access to travel packages, transportation, restaurants, hotels, museums and tour discounts, the Mexican government decided to create a new program called “*La Gran Escapada*” (translated as “The Great Escape”) where tourism companies are currently adding their packages and discounts for that special weekend; the website is going to be available from May 29 to June 1 on the site: www.lagranescapada.com.mx



LA GRAN ESCAPADA

Viajar nunca había sido tan fácil

MEXICO WORLDWIDE



At the 2025 World Travel Market Latin America that took place in Brazil in April, Mexico won 5 of the awards on responsible tourism in the following categories:

- Best initiative to address climate change and preserve biodiversity: First place to *"Costa Magia Oaxaca"*
- Best initiatives to promote diversity, equity and inclusion in tourism: Second place to *"Ser Turista"*, Nuevo Leon.
- Best initiatives to promote socio-economic impact and peacebuilding through tourism: Second place to *"Rutopia"* platform.
- Best networking initiatives to promote responsible tourism in destinations: First place to *"Grupo Ecologico Sierra Gorda"*, Queretaro
- Best indigenous tourism initiatives and traditional communities: Second place to *"Aldea Maya Xa'anil Naj"*

Mexico is a gastronomy powerhouse! According to the Taste Atlas ranking of "The Best 50 Street Food in the world 2025" published on April 9th, Mexico positioned 11 dishes in the ranking:

- Number 4: *"Quesabirria"*
- Number 9: *"Tacos"*
- Number 12: *"Tacos de carne asada"*
- Number 13: *"Gringas"*
- Number 14: *"Esquites"*
- Number 15: *"Cochinita pibil"*
- Number 18: *"Antojitos"*
- Number 27: *"Carnitas"*
- Number 33: *"Tacos al pastor"*
- Number 43: *"Tacos gobernador"*
- Number 44: *"Tacos de adobada"*





TIANGUIS TURISTICO

The largest tourism fair in Latin America took place from April 28 to May 1st, 2025 in Baja California, having for the first time, a binational participation of the United States of America with San Diego, California hosting on April 26 and 27.

The Mexican Window at Liberty Station in San Diego, had 28 entities, 18 traditional chefs and 25 artisans from Mexico. One of the main accomplishments as a result of this event, was the opening by the Consulate General of Mexico in San Diego of the first office specialized in promoting Mexico worldwide “Ventana a México”.



The *Tianguis Turístico* had a special venue called: the “Mayan World Pavilion”, which included Campeche, Chiapas, Tabasco, Yucatán and Quintana Roo. One of the main topics of this special pavilion was the Mayan Train.

An economic outflow of 1,380 million pesos during the days of the event was estimated. 924 hosted buyers took part, 40% of which were from Canada and the USA.

The upgraded version of the official tourism website “VisitMexico.com” was launched during the Tianguis, innovating with interactive maps, immersive experience and AI assistance.





EASTER WEEK

One of the busiest tourism seasons in Mexico, attracting national and international visitors. This year 3.4 million tourists arrived of which 26.9% were foreigners.

According to the Ministry of Tourism, 8.8 out of 14.7 million tourists in the country visited beach destinations, accounting for 60% of visitors.

The economic impact from April 12 to April 20 was of 144.9 billion MXN, increasing 5.4% from last year.

Mexico is one of the favorite destinations to spend this religious festivity!



**TREN
MAYA**
TSÍIMIN K'ÁAK

THE MAYAN TRAIN

The Mayan Train is one of the most ambitious touristic projects that connects 5 states (Chiapas, Tabasco, Campeche, Yucatan and Quintana Roo). On January 2025 it had a influx of 112,808 passengers.

The number of hotels linked to the Tren Maya are increasing quickly, due to the convenience of their shuttle service from the airport, and direct transportation to several archeological sites that are hard to reach otherwise.

NEWS AROUND MEXICO

BAJA CALIFORNIA

The state has escalated to 7th place in touristic value contributing with 7 billion pesos to the GDP.

Ensenada, a town in the state, aims at increasing international tourism by creating a program in collaboration with the Mexican consulates around the world.

Tijuana's health tourism represents an annual economic outflow of over 1 billion dollars.



BAJA CALIFORNIA SUR

The International Airport in Los Cabos has been recognized as one of the top 25 globally, having more than 600 weekly flights from Mexico, USA and Canada, becoming the second best connected in the country.

MEXICO CITY

The town of Gustavo Madero has a free tram service that provides touristic services moving you to the most emblematic locations around Mexico City.

CHIAPAS

It is collaborating with Guatemala neighbors to promote tourism, including the arrival of the cruise "Coral Princess" at Tapachula.

CHIHUAHUA

During the Easter week, the magical town "Creel", located in the Tarahumara Sierra, had an occupancy of 85%, becoming one of the main stops of the Chepe train.

Chihuahua also increased its flight routes opening a new flight to El Paso, Texas.

COAHUILA

The "Cross' Paths in Torreon" and "The Silent Procession in Viesca" make the region of La Laguna one of the most relevant places in religious tourism.



COLIMA

This year Manzanillo's port commemorates 200 years, celebrating with the "May Festivities 2025" that started on April 26 and will end on May 11. The celebration includes various artists, artisans and gastronomy, as well as a diversity of performances.



ESTADO DE MEXICO

During the last weekend of April, this state had several celebrations, some of which included sports tourism, culture, artistic programs. The International Festival of “Mitotiani” Dances was hosted on April 26.

From November 7, the International Airport Felipe Angeles (AIFA) will be opening direct flights to 7 cities in the USA.

GUANAJUATO

San Miguel de Allende was awarded, for the fifth time, as “The World Best Little City” according to the Conde Nast Magazine.

GUERRERO

Guerrero has been awarded with several Guinness Records, including the world’s highest head diving, and the second one with over 5 million head jumps.



During the Easter Week, the state reached an occupancy of 94.7%. From April 27 - 30, 2026, Acapulco will host the celebration of the gold anniversary of the “*Tianguis Turistico*”.

HIDALGO

The Metropolitan Social Tourism Alliance was signed with other 7 states to promote the right to tourism, focusing on vulnerable people.

JALISCO

The Vidanta Vallarta Project is a collaboration with Cirque du Soleil that will become the first one in Latin America and will consolidate Puerto Vallarta as a world-class destination .



The construction on the new terminal in the International Airport Gustavo Diaz Ordaz will make Puerto Vallarta one of the most important tourist destinations in Latin America.

MORELOS

Hueyapan municipality was proposed to the program’s Best Tourism Villages according to UN Tourism in 2025.

NAYARIT

Nayarit’s Festival 2025 took place from March 21 to April 13, with a huge variety of traditions in display. During Easter week, the state registered the largest influx of national and international visitors ever.



NUEVO LEON

In 2025, the economic income of the tourist sector has increased to 17.7 billion pesos, being promoted as a destination for business tourism thanks to high-level international conventions.

Monterrey International Airport has a great air connectivity with a total of 24 destinations internationally, **In June a new flight to Toronto will launch in collaboration with AirCanada.**



OAXACA

The Convention for the Development of Community Tourism was signed with UNESCO during the Tianguis Turístico, including Oaxaca into the National Program of Community Tourism, aimed at offering routes to promote community experiences with local and municipal governments.

From April 20 to 30th, the Spring Festival Rodolfo Morales showcased sports events, workshops and music concerts.

PUEBLA

It is the 5th most visited state in the country. During the Easter Week, the economic income increased 20% compared to the previous year.

The creation of the touristic passport “Por amor a Puebla” represented an investment of 750 million pesos aimed at expanding the state’s festivities.

QUERETARO

In the framework of the “Tianguis Turístico” a new direct flight to Madrid starting in October, was announced.

The adherence of the state into the Glasgow Declaration of the World Tourism Organization is going to help the state to implement strategies against climate change in the touristic sector.

QUINTANA ROO

Cozumel had a total of 502,727 cruisers during the first quarter of 2025, it is estimated that the year will close with 5 millions cruisers.

Maya Ka'an is a national model of rural tourism which enhances cultural and gastronomical richness within the Mayan culture.



In the Tianguis Turístico, Cancun was recognized as a world-class destination by the World-wide awards, being number 24 as “Top destination” and 16 as “Top Beach” for *Playa Delfines*.

SONORA

At the *Tianguis Turístico*, “Sonora Diving School” was promoted, aiming at becoming one of the best scuba diving destinations.



SAN LUIS POTOSI

From April 12 to 19th San Luis hosted its International Festival, with a wide range of culture, music, dance, theater, and art performances.

The San Luis Open Tournament took place between April 13 and 30th being the oldest Latin American tennis competition.



Since January 2025, the state joined the World Religious Tourism Network due to its large influx of pilgrims.

SINALOA

In the first 4 months of the year, 46 cruises arrived to Mazatlan with 172,837 visitors, leaving a spillover of more than 265 million MXN.

The Motorcycle Week took place between the 23rd and the 26th of April, being the largest motorcycle event in Latin America.

TABASCO

The “Maya Summit Agreement” was signed in order to begin collaboration between several municipalities in Chiapas and Tabasco, on tourism cooperation, aimed at positioning the Mayan World into the national and international touristic platforms.

TAMAULIPAS

Compared with last year, tourism increased 30.85% during Easter Week with a hotel occupancy of 100% in places such as Playa Miramar, Gomez Farias, La Pesca.

The registration for the “Rio Grande Gobbler Hunt Tournament” is now closed and the tournament will be continue until May 25th.

VERACRUZ

During Easter week, religious tourism in Veracruz and Boca del Río left an economic outpouring of 800 million pesos according to the National Chamber of Commerce, Services and Tourism (CANACO). Tuxpan, Tecolutla and Los Tuxtlas reached 100% hotel occupancy.

YUCATAN

During the “Seatrade Cruise Global 2025”, 2 international companies expressed interest in investing in the expansion project of Puerto Progreso.

ZACATECAS

The museum “Playmohistoria” received the recognition for the Most Innovative Mexican Tourism Product 2025, in the category of cultural tourism.





BEST OF MEXICO AWARDS (TIANGUIS TURÍSTICO)

Best archaeological immersion adventure:

Living Palenque between rivers and
waterfalls (Chiapas)

Best beach to discover in 2025:

Lo de Marcos (Nayarit)

Best Magic Town for a romantic getaway:

Cuetzalan (Puebla)

Best city to celebrate a wedding destination:

San Miguel de Allende (Guanajuato)

Best Magic Village for a getaway among mountains:

Creel (Chihuahua)

State with the best typical dish that expresses the essence of Mexican cuisine:

Carnitas (Michoacán)

Best Magic Town for a family getaway:

Xilitla (San Luis Potosí)

Better health and wellness experience:

Bacalar (Quintana Roo)

Best destination to feel the energy of nature:

Reserva de la Biósfera El Cielo
(Tamaulipas)

Best community tourism experience:

Feel the spirituality and warmth of the
Wixárika people (Nayarit)

Best nature destination for an adventure experience:

Grutas Nombre de Dios (Chihuahua)

Best gastronomic route:

Ruta del Tequila (Jalisco)





BEST OF MEXICO AWARDS (TIANGUIS TURÍSTICO)

**Best celebration to connect with
our roots and traditions:**

K'uínchekua (Michoacán)

**Better experience of approaching
animal life:**

Monarch Butterfly Migration (Michoacán)

**Best state to discover your
destinations by road:**

Nayarit

**Best destination for meetings,
conventions, incentives and
business:**

Mexico City

**Best Magic Village to live our craft
tradition:**

Santa Clara del Cobre (Michoacan)





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