

SECTUR

SECRETARÍA DE TURISMO



México

UN MUNDO EN SÍ MISMO

POSTURA OFICIAL

ACTUALIZACIÓN DE ALERTA DE VIAJE  
OFICIAL EN USA

Agosto 23, 2017

## RESUMEN:

---

El 22 de Agosto, 2017, el Gobierno de Estados Unidos actualizó su Alerta de Viajes y Recomendaciones referentes a México, cuya última actualización oficial fue realizada en Diciembre 2016. Estas alertas son emitidas regularmente para más de 100 países del mundo y contienen información específica para brindar apoyo a los viajeros estadounidenses que visitan el extranjero.

Al analizar la actualización encontramos algunos puntos clave que hacen referencia a destinos turísticos específicos, incluyendo Quintana Roo, Baja California Sur y Guerrero. Las menciones a los mismos no son precisamente nuevas, sin embargo, contienen información extensa y detallada sobre la situación de riesgo en cada uno de ellos.

- Para Baja California Sur, se especifica que el destino experimentó un incremento en las tasas de homicidio en comparación con el mismo periodo de 2016. Resalta que a pesar de que la mayoría de los homicidios parecen ser claramente dirigidos o enfocados a disputas entre grupos criminológicos, estas situaciones han afectado zonas frecuentadas por ciudadanos estadounidenses, como incidentes en los que visitantes inocentes de estas áreas se han visto afectados.
- En cuanto a Quintana Roo, la alerta es similar y fue igualmente actualizada para hacer mención de que el Estado ha incrementado las tasas de homicidios en comparación con 2016. A pesar de que estos homicidios fueron dirigidos entre bandos del crimen organizado, las disputas han resultado en escenas de violencia en zonas frecuentadas por ciudadanos estadounidenses.
- En lo que respecta a otros destinos, la alerta recomienda abiertamente evitar viajes a Guerrero, Michoacán y Jalisco, incluidos traslados terrestres en las carreteras entre Acapulco y Manzanillo debido al crimen organizado.

De acuerdo a esta situación, a continuación hacemos una serie de recomendaciones para minimizar el impacto de estas noticias de carácter negativo brindando apoyo a la industria turística.

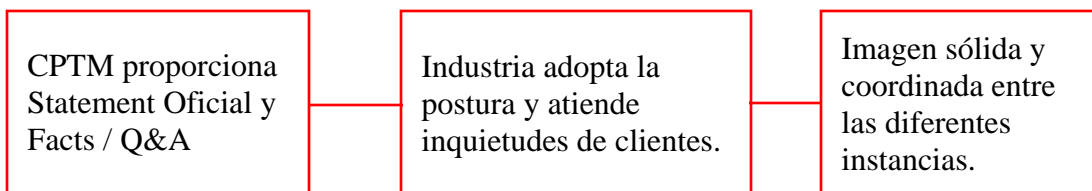
## Estrategia

---

Para contrarrestar el impacto negativo contra la percepción de la marca México y sus destinos turísticos en el mercado norteamericano tras la publicación de la Alerta de Viajes a Visitantes Estadounidenses a México, se propone una estrategia englobada en dos puntos:

### 1. Para la industria

La industria turística es quien diariamente atiende las preguntas de los clientes existentes y potenciales de los destinos turísticos de México. A continuación se describe la manera en que el Consejo de Promoción Turística propone brindarle apoyo en la atención a las inquietudes de los mismos.



### 2. Para la prensa

Es importante emitir el mensaje de un México seguro y una industria turística activa en pro del bienestar y la seguridad de sus visitantes. A continuación se hace una propuesta puntual, tomando como punto de partida entrevistas con medios especializados en la industria turística de Estados Unidos, llevadas a cabo por representantes de CPTM en Estados Unidos y oficinas centrales, seguido por el resumen de una propuesta de Relaciones Públicas, para fomentar un balance entre las notas negativas que actualmente circulan en el mercado norteamericano y las experiencias positivas vividas en nuestros destinos, que día a día se difunden también.

Los destinos turísticos son jugadores clave en la manera de responder a esta situación, por lo que incluimos también los *statements* que están empleando en respuesta a la publicación de la Actualización de la Alerta de Viajes a Visitantes Estadounidenses a México y las acciones que han llevado a cabo con ello el día de hoy.

## ACCIÓN PARA LA INDUSTRIA TURÍSTICA:

---

Se propone el siguiente **Statement** para ser compartido exclusivamente con la Industria Turística (agentes de viajes, agentes mayoristas, aerolíneas, cadenas hoteleras, etc.) para ser usado como una guía en respuesta a la publicación de la actualización a la Alerta de Viajes hacia México por el Gobierno de los Estados Unidos.

Esta postura será compartida el día de hoy, seguida de un documento de **Facts + Q&A** que será utilizado para responder a muchas de las posibles preguntas de sus clientes (existentes o potenciales) expresadas a través de sus websites o call centers.

### MESSAGE REGARDING REPORTS ON MEXICO TRAVEL WARNINGS

#### FOR INTERNAL USE ONLY

August 23, 2017

We are aware of the updated U.S. Department of State travel warnings and advisories pertaining to Mexico (August 2017). These travel warnings and advisories are issued regularly for more than 100 countries around the world and contain specific information to aid travelers abroad.

While the U.S. State Department Travel Warnings note that there are incidents of violence in Baja California Sur and Quintana Roo, both popular regions for international tourism, we wish to provide additional context related to this warning as there is no cause for increased concern.

As the Travel Warning explains, there have been situations among individuals involved in criminal activities. We can add that the overwhelming majority of those incidents have taken place in locations not frequented by international tourists (such as inner-city areas or private properties).

The Mexican government and entire tourism industry have a long-standing program in place to ensure proactive measures are taken to avoid violent incidents in areas frequented by international tourists. These measures include establishing protocols and coordinating efforts among different government entities across key destinations, such as tourism safety trainings and dedicated resources for public safety. These measures have helped to maintain the continued safety and satisfaction of visitors coming to Mexico each year. In 2016, Mexico hosted 35 million international tourists, 80% of which came from the United States. That year, the country increased its ranking by the United Nations World Tourism Organization to 8th most visited country in the world.

So far in 2017 (January – July), Mexico's visitors from the U.S. have increased by 9.6% (6.2 million visitors), in comparison to the same period in 2016. Overall, international visitors to Mexico have increased by more than 9% in 2017. During 2016, 94% of U.S. visitors reported an experience that exceeded their expectations and 86% said they would like to come back again in the next six months.

We look forward to hosting millions of tourists in the coming months and holiday season.

Mexico Tourism Board

## FACTS / Q&A

### PARA APOYO EN LA ATENCIÓN AL CLIENTE:

---

#### 1. I heard there is a new travel warning. What does that mean?

- The U.S. Department of State updated its travel warnings and advisories pertaining to Mexico on August 22, 2017.
- These travel warnings and advisories are issued regularly for more than 100 countries around the world and contain specific information to aid travelers abroad.

#### 2. I heard that the warning now includes Los Cabos and Cancun, is that the case?

- While the U.S. State Department Travel Warnings note that there are incidents of violence in Baja California Sur and Quintana Roo, home to Los Cabos and Cancun respectively, there is no cause for increased concern.
- The overwhelming majority of those incidents have taken place in locations not frequented by international tourists (such as inner-city areas or private properties) and incidents such as these are rare in the popular tourist areas.

#### 3. Are you saying I shouldn't travel to Cancun and Los Cabos?

- No. Incidents such as these are extremely rare among the 35 million international tourists who visit Mexico, the 8<sup>th</sup> most visited country in the world, each year.
- The Mexican government and entire tourism industry have a long-standing program in place to ensure proactive measures are taken to avoid violent incidents in areas frequented by international tourists.
- Cancun and Los Cabos are two incredible beach destinations with incomparable megabiodiversity, unique accommodations, and endless activities.
- International visitors to Mexico have increased by more than 9% in 2017, when comparing the same period between January and July of the previous year. So far in 2017, Mexico's visitors from the U.S. have increased by 9.6% (6.2 million visitors).
- We look forward to hosting millions of tourists, including you, in the coming months and holiday season.

#### 4. Is Mexico still safe? I've always traveled there.

- Yes. Mexico welcomes more than 35 million international tourists each year, and the entire Mexican government and tourism industry work tirelessly to ensure the safety of all our visitors so they have great experiences.
- In 2016, Mexico was ranked by the United Nations World Tourism Organization as the 8<sup>th</sup> most visited country in the world.
- Overall, international visitors to Mexico have increased by more than 9% in 2017, when comparing the same period between January and July of the previous year, and we look forward to hosting millions of tourists, including you, in the coming months and holiday season.

**5. I would still like to cancel my trip to Mexico.**

- We would invite you to reconsider. Mexico is currently the 8<sup>th</sup> most visited country in the world and the destination you are visiting is one of the most beautiful in the country and has so much to offer.
- We know you'll have a fantastic vacation with memories that will last a lifetime.

**6. How will I know we'll be okay if something unexpected does happen?**

- The Mexican government and entire tourism industry have a long-standing program in place to ensure proactive measures are taken to avoid violent incidents in areas frequented by international tourists.
- The tourism industry is committed to providing all travelers with a positive and safe experience during their visit.

**7. Do you foresee this affecting businesses? Are hotels empty now?**

- Overall, international visitors to Mexico have increased by more than 9% in 2017, between January and July when comparing with the previous year, and we look forward to hosting millions of tourists in the coming months and holiday season.

## COORDINACIÓN CON DESTINOS TURÍSTICOS

---

### QUINTANA ROO

**Status:** la Secretaria de Turismo compartió en conferencia de prensa esta mañana el statement que a continuación se presenta. El mismo documento fue compartido con el Advisory Board y la Asociación de Hoteles esta mañana.

#### **Update on recommendations for travel to Mexico by the Government of the USA.**

Regarding the Travel Alert update released by the United States of America today, it is important to point out the following:

- The travel alert was issued for the entire country and different criteria apply for each state; in the case of Quintana Roo no travel restriction has been issued. The update is limited to warning about possible risks due to two factors: the supposed increase in the homicide rate for the 2016-2017 period and confrontations between criminal groups.
- The government of Quintana Roo, through the Department of Tourism, continues to work closely with the Federal Government and hand in hand with the General Consulate of the United States in Mexico, communicating the different measures taken by the government of Carlos Joaquin to ensure security in our state.
- The state government has always been open to dialogue with all sectors of the tourism industry, has provided documentation and technical support regarding the real facts and their implications, and is constantly working to guarantee the safety of tourists who visit Quintana Roo.
- Quintana Roo is not unaffected by what is happening in the rest of the world and is working to guarantee the success of the tourist industry in the destinations of the Mexican Caribbean and ensure their continued popularity. This success is due to a competitive productive sector that is united and able to react and face up to challenges that can arise.

TODAY MORE THAN EVER, THE UNITY AND STRENGTH OF QUINTANA ROO'S TOURIST DESTINATIONS DEPEND ON ALL OF US.

### LOS CABOS

**Status:** El destino busca alinearse en su totalidad a la estrategia dictada por CPTM y SECTUR. Al momento, este statement solo ha sido compartido con la Asociación de Hoteles de Los Cabos.

#### RESPONSE STATEMENT FROM LOS CABOS

Following the updated travel advisory by the U.S. State Department regarding travel to Mexico including Baja California Sur, the Los Cabos Tourism Board wishes to underscore that Los Cabos is a safe destination and we continue to welcome travelers from all over the world.

Security is our utmost priority. Local, state and federal authorities are currently enacting our action plan to guarantee the safety of all visitors and tourists in the area.

#### SECONDARY POINT

Los Cabos continues to grow as a destination and this year, international tourist arrivals have surged by more than 20 percent.