

# Mexico Will See Increased Airlift in 2017

March 26, 2017

In addition to new routes, more than 25 routes will see increased frequency, capacity and upgraded aircraft

By: Emma Weissmann

Mexico



Mexico will see a dramatic increase in airlift. // © 2017 iStock

## The Details

**Mexico Tourism Board**  
[www.visitmexico.com](http://www.visitmexico.com)

### What:

The Mexico Tourism Board recently announced the addition of more than 1 million new airline seats for flights to Mexico in 2017. The expansion will impact direct international flights, which will depart from more than 20 countries. In addition to new routes, more than 25 existing routes will see additional departure dates, increased capacity or upgraded aircraft. Participating airlines from the Western U.S. and Canada include Aeromexico, Air Canada Rouge, Air Transat, American Airlines, Delta Air Lines, Interjet, Southwest Airlines, Virgin America and Volaris.

### Why It Matters:

With its many charms, Mexico is a favorite destination among travelers in the West. While increased frequency and capacity on these direct flights will give Mexico a boost in international visitors, it will also provide even more options to the advisors who book them.

### Fast Facts:

- Mexico has seen tourism grow 10 percent annually since 2013, which is double the global rate.

- Tourism in Mexico has grown from 24 million international tourists in 2013 to a projected 35 million for 2016, making the country the ninth most-visited country in the world, according to the World Tourism Organization.

- The following airlines are establishing new routes to Mexico in 2017: Aeromexico, Air Canada Rouge, Air Transat, Alitalia, All Nippon Airways, American Airlines, Condor & Neckermann, Delta Air Lines, Edelweiss Air, Finnair, Interjet, Southwest Airlines, Sunwing Airlines, TUI Poland, United Airlines, Virgin America, Viva Colombia and Volaris.

- The tourism's board tourism strategy also includes a focus on expanded products and personalized marketing campaigns focusing on luxury, weddings and romance, diving, nature, culture, gastronomy, events, sports and adventures.

- The country has a goal of reaching 50 million international visitors by 2021.

**What They're Saying:**

"This expansion includes service to Mexico from many new international cities to multiple Mexico destinations, which is part of our strategy of international market diversification," said Lourdes Berho, CEO of the Mexico Tourism Board. "We are delighted to see our airline industry partners continue to recognize this momentum and further expand their connectivity. While the 2016 Mexico tourism numbers are still being finalized, it's clear that we will have another record-setting year of industry-leading growth in terms of international visitors to Mexico."