

REPORT: American and Canadian Travel Interest To Mexico



April 2015 - It's no secret; Mexico is a perennially popular global tourism destination. In fact, it was the 20th most popular country in terms of travel interest in 2014, based on global hotel searches on trivago.com. But how much do Mexico's neighbors to the north visit and what type of accommodation do they want while there? To find out, trivago analyzed online room searches in 2014 and learned that **Mexico was the third most popular country in the world for American trivago users in 2014 and the sixth most popular for Canadians.**

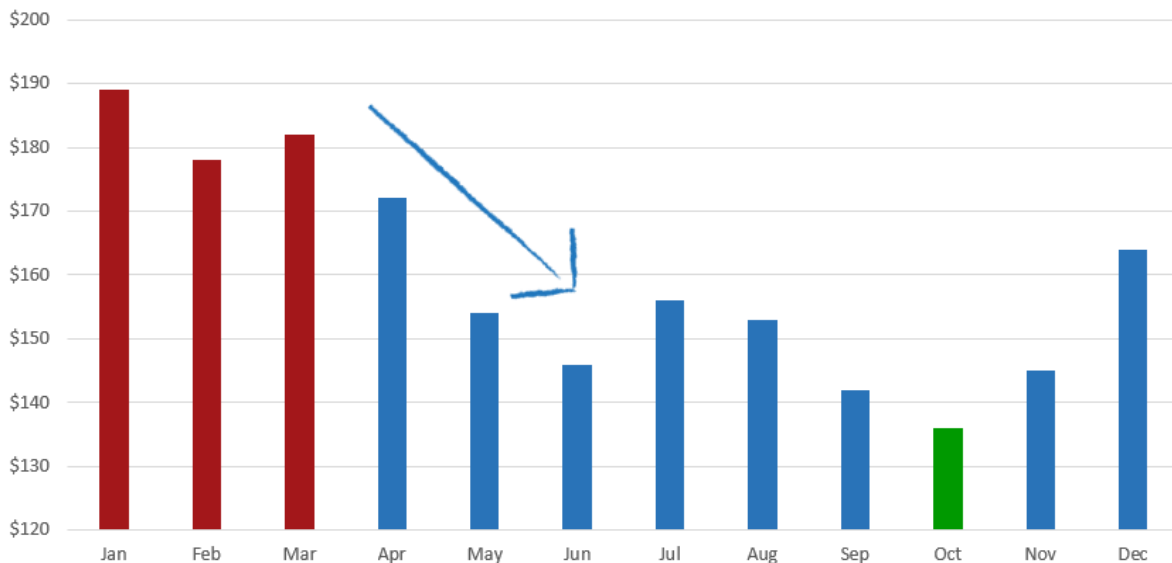
After digging deeper into user search data, trivago discovered that Cancún was the overall most popular Mexican destination in 2014 for both US and Canadian travelers, with Playa del Carmen, Cabo San Lucas and Puerto Vallarta filling out the top four for both, as seen in the chart below. Meanwhile, the destinations highlighted in red reveal **an interesting difference between US and Canadian travelers.** While Canadians mostly favored Yucatan Peninsula resort towns outside of its top four most visited destinations, Americans chose to visit destinations closer to the US/Mexico border.

Top 10 Mexico Destinations in 2014

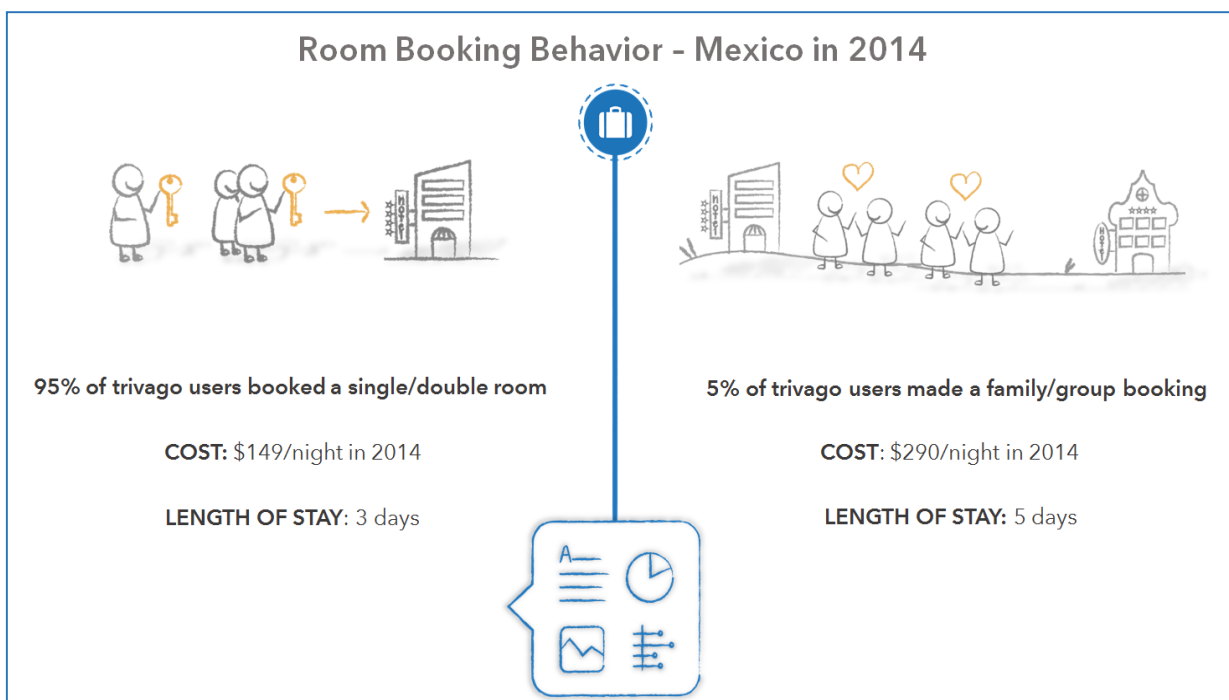
Rank	Destinations - US	Rank	Destinations - CA
1	Cancún	1	Cancún
2	Playa del Carmen	2	Puerto Vallarta
3	Cabo San Lucas	3	Playa del Carmen
4	Puerto Vallarta	4	Cabo San Lucas
5	Mexico City	5	Isla Mujeres
6	Puerto Peñasco	6	Cozumel
7	Ensenada	7	Mexico City
8	Cozumel	8	Tulum
9	Mazatlán	9	Puerto Morelos
10	Tijuana	10	San Jose del Cabo

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When are people traveling to Mexico and how much are they spending on hotels?



In 2014, **April and December** were peak booking months for travel to Mexico by US and Canadian trivago users. The average trivago user finalizes hotel reservations 3 months before arriving, meaning bookings in December were for winter and spring travel and reservations in April were for summer vacations. Winter (January, February and March) was the most expensive season to visit Mexico in 2014, with the average nightly rate for a standard double room being \$187. Those who traveled to Mexico during the shoulder season were greeted with much lower hotel rates, as the same rooms averaged **\$136/night in October - a \$51/night savings**.



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As seen above, when booking hotel rooms in Mexico, a majority (**95%**) of all trivago users, including users from the US and Canada, reserved a single/double room in 2014 and paid an average of \$149/night for their 3-day stay. The 5% of travelers who made a family or group booking spent \$290/night per reservation (multiple rooms) and stayed an average of 5 days in Mexico.

Luxury Hotels Preferred by Americans and Canadians



Interestingly, the type of room reserved and season of travel had no effect on the level of quality Americans and Canadians desired during their visits to Mexico in 2014. When analyzing overall travel interest to Mexico, trivago **discovered the popularity of 5-star and 4-star hotels far outweighed interest in 3-star hotels, which tend to be most popular in tourist hubs such as Mexico.** According to the trivago Hotel Price Index (tHPI), the average nightly rate for a standard double room across all property types in Mexico last year was \$160/night, making the luxury hotel "splurge" affordable in comparison to rates for similar properties in other popular destinations.

About trivago

Travelers find the ideal hotel for the best price on www.trivago.com. trivago is the world's largest online hotel search site, comparing rates from over 700,000 hotels on over 200 booking sites worldwide. trivago integrates over 140 million hotel ratings and 14 million photos in order to make finding the perfect hotel easier for users. Over 45 million visitors per month find their ideal hotel by using trivago's various filters trivago was founded in 2005 in Düsseldorf, Germany and currently operates 51 international country platforms in 32 languages.



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