

Talking Points –Travel to Mexico

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The following Talking Points can be used in conversations with the media and clients when discussing travel to Mexico. (Updated July 18, 2018)

1. In July 2018, the U.S. State Department updated its [Mexico country information](#) to clarify that Mexico’s top tourist and resort areas have no travel restrictions.

2. All travelers, no matter what country they visit, can take precautions to help ensure their safety.

3. We are here to assist our clients; the safety and well-being of our clients is our top priority.

Below you will find additional information, supporting material and statistics to help further illustrate each talking point.

1. In July 2018, the U.S. State Department updated its [Mexico country information](#) to clarify that Mexico’s top tourist and resort areas have no travel restrictions.

- The Mexico Tourism Board issued the following statement regarding the updated travel advisory issued by the U.S. Department of State:
 - “Mexico’s major international tourist destinations have been explicitly listed as having no travel restrictions or they exist in states where there are no special travel advisories for tourists. There are no travel bans or travel restrictions against travel to more than 40 of Mexico’s major international tourist destinations.
 - “As it pertains to this updated travel advisory for Mexico, the U.S. Department of State advises to ‘Reconsider Travel’ to select Mexican states, but then exempts the tourist destinations within those states. This exception to tourism destinations highlights the fact that the vast majority of crimes in Mexico do not occur in areas frequented by international tourists. And even in the rare cases of crime within tourist areas, incidents involving international tourists are incredibly rare.
 - “The truth is very simple: the vast majority of Mexico is safe for tourists. Mexico is now the 6th most visited country in the world with 39.3 million international visitors in 2017.”
- The U.S. State Department says major resort areas where Americans like to visit, such as **Cancun, Cozumel**, the **Riviera Maya** and **Cabo San Lucas have no travel restrictions**. The states of Quintana Roo (containing Cancun, Cozumel, Playa del Carmen, Tulum, and the Riviera Maya), Yucatan (containing Chichen Itza), and Baja California Sur (containing Cabo San Lucas) are all listed as Level 2.
 - Level 2 indicates that travelers should remain alert and take sensible safety precautions. The State Department described Level 2 as follows:
 - *Level 2 - Exercise Increased Caution: Be aware of heightened risks to safety and security. The Departments of State provides additional advice*

for travelers in these areas in the Travel Advisory. Conditions in any country may change at any time.

- Under [Safety and Security](#), the Country Information page on Mexico of the State Department web site references allegations about unregulated alcohol and recommends drinking in moderation and seeking medical attention if feeling ill.
- Millions of U.S. citizens safely visit Mexico each year for study, tourism, and business, including more than 150,000 who cross the border every day. The Mexican government dedicates substantial resources to protect visitors to major tourist destinations, and there is no evidence that organized criminal groups have targeted U.S. visitors and residents based on their nationality.
- Only a few states of the 31 states in Mexico are listed at “Level 3: Reconsider Travel.” They are Chihuahua, Coahuila, Durango, Estado de Mexico, Jalisco, Morelos, Nayarit, Nuevo Leon, San Luis Potosi, Sonora, Zacatecas in north-central Mexico.
- Only a few Mexican states are listed as “Level 4: Do Not Travel.” All Level 4s are listed due to criminal activity, including robbery, carjacking and gang-related violence. These states are:
 - Colima
 - Guerrero
 - Michoacán
 - Sinoloa
 - Tamaulipas
- State Department notices are subject to change so travelers should always check for the latest information.
 - Travelers should always check with official sources for the latest information on travel advisories and alerts. Here are recommended official sources of information:
 - [State Department Mexico Website](#) (July 16, 2018)
 - [Alerts & Messages, U.S. Embassy & Consulates](#)
 - [S. Embassy & Consulates in Mexico Website](#)

2. All travelers, no matter what country they visit, can take precautions to help ensure their safety.

- It is *highly recommended* that all travelers purchase travel insurance to protect themselves if they become ill or injured, particularly in a foreign country, and require medical treatment and/or evacuation.
- If our clients are going to pack one thing, we’d strongly recommend it be common sense. No matter what our clients’ age or destination, they should always use good common sense when it comes to their personal safety, just as they would at home.
- To maximize one’s personal safety and security while traveling in Mexico or any other international destination:
 - Follow your instincts and avoid any areas or situations that seem as though they could become dangerous.

- Stay in the well-known tourist areas of the cities.
- Know and respect the laws in the country you are visiting.
- Visit only legitimate businesses and tourist areas and avoid areas where prostitution and drug dealing might occur.
- Leave your itinerary with a friend or family member back home.
- Check with your cell phone provider prior to departure to see if your phone is capable of roaming on GSM or 3G/4G international networks.
- Do not display expensive looking jewelry, large amounts of money or other valuable items.
- Make every attempt to travel during daylight hours and stick to main roads.
- Additional precautions travelers can take, just as they would at home, include:
 - Have someone you trust with you.
 - If something seems suspicious, remove yourself from that situation.
 - Be a good citizen. If you see a fellow traveler needing assistance, call for help.
 - If traveling with children, be sure to keep an eye on them at all times, especially near water as the resorts do not offer lifeguards.
- The U.S. State Department also advises the following specifically for travel to Mexico: “U.S. citizens are encouraged to lower their personal profiles and to avoid displaying indicators of wealth such as expensive or expensive-looking jewelry, watches, or cameras. U.S. citizens are encouraged to maintain awareness of their surroundings and avoid situations in which they may be isolated or stand out as potential victims.”
- We recommend that U.S. citizens follow the advice of the State Department and register their travel plans at <https://step.state.gov>. This will help the State Department contact travelers if there is a family emergency in the U.S., or in the event an emergency transpires in the place where the individual is traveling.

3. We are here to assist our clients; the safety and well-being of our clients is our top priority.

- The safety and well-being of our clients is our top priority, and we would not send our clients to a particular destination if we believed it to be unsafe.
- We provide information so our clients can make informed decisions about their travel plans. The decision about whether to travel to a destination is a personal one which can only be made by the traveler.
- We closely monitor the U.S. Department of State website for travel alerts for all destinations, including those that are most popular with our clients.
- Should we become aware of an issue for a specific destination, we alert clients who may be planning to travel there and provide detailed information on the situation so they can make informed decisions for themselves if they still wish to travel.
- Our business is founded on repeat customers. Therefore, we want to be sure everything goes off without a hitch.

- By working with a true travel professional, we assist our clients by consulting on the ideal vacation experience they are looking for and providing alternative destinations should the need arise.
- Here is what ASTA says about an agent's obligation to inform clients:

"While the appropriate course of action depends on the specific circumstances, as a general matter, agents are obliged to disclose information that is "material" to their clients' travel plans. In our view, 'material' means information that if known to the client would be reasonably likely to influence the traveler's decision with respect to where, when, or how to travel.

Agents who elect to make a specific disclosure concerning these reports should refer their clients to objective third-party sources of information, such as information maintained by the U.S. Department of State. It is worth noting that the State Department's existing Mexico travel warning has not been updated to reflect these reports, but information about reports of tainted alcohol being served now appears on its Mexico country information page which can be accessed [here](#). Referral to these resources is an appropriate means of apprising clients of the situation and enabling them to make an informed decision.

Because agents are not in a position to make a "yes or no?" recommendation on whether a client should travel to any particular place at any given time, statements that could be construed as that kind of advice should be avoided. Ultimately, it is the traveler who must make that travel decision, ideally doing so in an informed manner."