

**No. 18585**

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**UNITED STATES OF AMERICA  
and  
MEXICO**

**Tourism Agreement. Signed at Mexico City on 4 May 1978**

*Authentic texts: English and Spanish.*

*Registered by the United States of America on 18 April 1980.*

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**ÉTATS-UNIS D'AMÉRIQUE  
et  
MEXIQUE**

**Accord de tourisme. Signé à Mexico le 4 mai 1978**

*Textes authentiques : anglais et espagnol.*

*Enregistré par les États-Unis d'Amérique le 18 avril 1980.*

UNITED STATES–MEXICO TOURISM AGREEMENT<sup>1</sup>

Considering:

The value of strengthening United States–Mexican friendship and taking full advantage of the possibilities offered by the geographical proximity of their extended border;

That both countries face an historic opportunity for creating a new concept of neighborly relations, manifest by the interest which Mrs. Rosalyn Carter and Mrs. Carmen Romano de López Portillo have expressed in the enrichment of human and cultural resources along the common border;

That international cooperation and economic exchange should serve to foster man's development, to enhance mutual respect for human dignity, and to promote shared well-being;

That tourism, because of its socio-cultural and economic dynamics, is an excellent instrument for promoting understanding, goodwill, and close relations between people;

That a valuable structure for tourism, already existing between both countries, stands ready for further development;

The Governments of the United States of America and of the United Mexican States agree to conclude a Tourism Agreement which, within their respective legal frameworks, will promote objectives inspired in the following provisions:

*Article I. DEVELOPMENT OF THE TOURISM INDUSTRY AND INFRASTRUCTURE*

1. The Parties will facilitate, within their respective territories, the establishment and operation by the other Party of official travel promotion offices.

2. The Parties, subject to their laws, will facilitate and encourage the activities of travel agents, tour operators, airlines, railroads, motor coach operators, and steamship companies generating two-way tourism between their countries.

3. Each Party will:

- a. Permit air and surface carriers of the other Party, whether public or private, to appoint sales representatives in its territory in order to market their services;
- b. Encourage the carriers of the other Party to develop and promote, through designated and authorized sales outlets in its territory, special or excursion fares designed to encourage reciprocal tourist travel;
- c. Permit the sale of promotional railway tickets by carriers of the other Party through appropriate outlets in its territory; and
- d. Expedite, to the extent possible, the award to the carriers of new air routes established under the bilateral Air Transport Agreement signed by both countries.<sup>2</sup>

4. To the extent that either Party is subject to statutes imposing duties on the entrance of ticket stock or sales materials of the carriers or tourism enterprises of the other, that Party shall review those statutes with the objective of providing for the eventual duty-free entry of such materials on a reciprocal basis.

<sup>1</sup> Came into force on 20 February 1979, the date of receipt of the last of the notifications by which each Party informed the other, by way of diplomatic note, of the completion of the necessary legal requirements, in accordance with article VIII (1).

<sup>2</sup> See "Air Transport Agreement between the Government of the United States of America and the Government of the United Mexican States, signed at Mexico on 15 August 1960", in United Nations, *Treaty Series*, vol. 402, p. 177, and annex A in volumes 800 and 1120.

## *Article II. FACILITATION AND DOCUMENTATION*

1. The Parties will endeavor to reduce, simplify, or eliminate, as appropriate, barriers to entry of tourists into both countries.
2. The Parties will consult on the opening of additional border crossing points and on the designation of such points as high priority based on the needs of touristic development of each area.
3. The Parties will encourage the training of personnel at ports of entry and elsewhere within their respective territories so that tourists' rights are respected and tourists of both countries are extended all appropriate courtesies.
4. The Parties shall consider, on the basis of reciprocity, and on official request, waiving applicable visa fees for the entry and exit of teachers of and experts in tourism.
5. Aware of the importance of automobile collision and liability coverage to automobile tourism between the two countries, the Parties agree to publicize the automobile insurance requirements of their respective territories in the territory of the other, either by distributing information through their respective national tourist offices or by other appropriate means, in accordance with applicable regulations in each country.
6. Both Parties recognize the necessity of promoting, within their respective capabilities and administrative faculties, the health and safety of tourists from the other country, whether traveling by automobile or any other means of transportation, and will either provide information about available medical services or encourage other organizations or agencies to do so as needed.

## *Article III. BORDER, CULTURAL, AND TOURISM PROGRAMS*

1. The Parties regard it appropriate to establish in the near future a program of tourist and cultural activities designed to strengthen gradually the ties between the peoples of the border area and to improve the overall quality of life of the inhabitants of both countries and will consider parallel programs which are consistent with the cultural heritage and economic level of each country, facilitate the exchange of ideas and human experiences, and convert this region into an attractive zone for visitors.
2. The Parties will consider it of high priority to promote travel to areas characterized by incipient development which contain examples of the native culture of each country, and to develop and improve tourist facilities and attractions in those areas.
3. The Parties will encourage the balanced and objective presentation of their respective historic and socio-cultural heritages, promoting respect for human dignity and conservation of the cultural and ecological environment and, in their role of receiving tourists, will endeavor to be better hosts.
4. The Parties will exchange information concerning the use of facilities for shows and exhibitions in their countries.

## *Article IV. DEVELOPMENT OF TOURISM FROM THIRD COUNTRIES*

1. The Parties will establish joint promotional programs in other countries to encourage travel to the United States and Mexico as a common tourist destination.
2. The Parties consider it desirable to operate familiarization and itinerary planning tours for tour wholesalers and operators, travel agents and travel writers from third countries. The purpose of such tours will be to facilitate the development and marketing in third countries of tour packages featuring destinations in both countries.
3. Each Party shall be responsible for the planning, financing, and operation of that portion of any familiarization of itinerary planning tour which is carried out within its own territory.

4. The Parties agree that any reduction in transportation rates for participants of jointly operated tours will be authorized at the discretion of their respective authorities.

#### Article V. TOURISM TRAINING

1. The Parties consider it desirable to encourage their respective experts to exchange technical information and/or documents in the following fields:

- a. Systems and methods to prepare teachers and instructors on technical matters, particularly with regard to hotel operation and administration, food preparation, food and beverage costs, maintenance, marketing, entertainment, and hosting;
- b. Scholarships for teachers, instructors, and students;
- c. Curricula and study programs to train personnel who provide tourism services, especially in the border area; and
- d. Curricula and study programs for hotel schools.

2. The Parties will encourage the publication of an English-Spanish dictionary of tourism terms, taking into account the *Dictionary of Tourism Terms* published in Spanish in Mexico.

3. Each Party will encourage their respective students and professors of tourism to take advantage of fellowships offered by colleges, universities, and training centers of the other.

#### Article VI. TOURISM STATISTICS

1. Both Parties will do what is possible to improve the reliability and compatibility of statistics on tourism between the two countries, both in the border and interior regions.

2. The Parties agree to establish a technical committee on tourism statistics in which the competent agencies of both countries shall participate.

3. This committee shall address itself to the exchange and reconciliation of statistical data measuring tourism between the two countries and to the improvement of methods of collecting such data.

4. The committee shall meet at least twice a year, once in the United States, once in Mexico, or as often as may be necessary.

5. The Parties consider it desirable to exchange information on the size and characteristics of the actual and potential tourism markets in their two countries.

#### Article VII. CONSULTATIONS

The Parties agree that tourism and tourism matters shall be discussed, as appropriate, in bilateral consultations attended by representatives of their official tourism organizations. These meetings shall occur at least once every two years, the site of which shall alternate between the two countries.

#### Article VIII. PERIOD OF EFFECTIVENESS

1. Each Party shall inform the other by way of diplomatic note of the completion of the necessary legal requirements for the entry into force of the present Agreement in its country. The Agreement shall enter into force upon receipt of such notification by the second Party.

2. Upon entry into force, this Agreement shall be valid for a period of five years and may be renewed for additional periods of five years if neither Party expresses objection.

3. The Agreement may be terminated by either of the Parties thirty days after that Party transmits written notice of intention to terminate to the other Party.

DONE in duplicate at Mexico on May 4, 1978, in English and Spanish, both versions being equally authentic.

For the Government  
of the United States of America:  
[Signed — Signé]<sup>1</sup>

For the Government  
of the United Mexican States:  
[Signed — Signé]<sup>2</sup>

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<sup>1</sup> Signed by Cyrus Vance — Signé par Cyrus Vance.

<sup>2</sup> Signed by S. Roel — Signé par S. Roel.