

**COUNTRY BRAND DEVELOPMENT AND TOURISM**  
**The Mexico Case Study**

*Lina María Echeverri*  
*CESA, Bogotá – Colombia*  
*Christian A. Estay-Niculcar*  
*F.U. Iberoamericana, Guayaquil – Ecuador*  
*Camila Herrera*  
*Juliana Santamaría*  
*CESA, Bogotá – Colombia*

*Country branding strategies have become a priority for governments trying to improve their reputations in international markets. The end result of country branding is not just to change the country's image, but rather to change visitors' (tourists and investors) perceptions through positive experiences. The article analyzes the challenges and experiences of Mexico's country branding strategy. Mexico sought to build and consolidate its brand by differentiating itself in international markets. Exploratory and case method research was used in order to describe a real situation within a factual and historical framework during the initial implementation of Mexico's country branding strategy.*

**KEY WORDS:** *country image, country branding, positioning, tourism. JEL: M31*