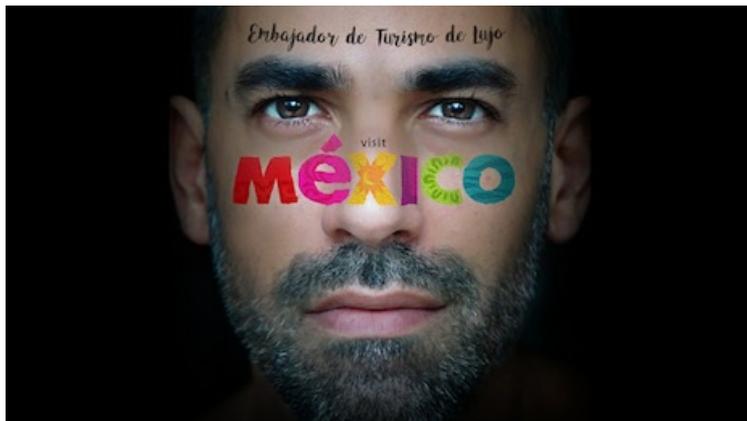


TRAVEL AND HOSPITALITY

Visit Mexico taps digital influencer as first luxury travel ambassador

August 26, 2020



Digital influencer Marcos Toscani runs the *experto en hoteles Instagram*, reviewing luxury hotels and experiences. Image courtesy of Visit Mexico

By LUXURY DAILY NEWS SERVICE

Visit Mexico, the Mexican government's tourism promotion platform, has named its first luxury travel ambassador to drive upscale interest in the United States' southern neighbor as tourism takes a hit with the COVID-19 pandemic.

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Marcos Toscani, founder of an eponymous Spanish-language digital platform for luxury hotels, will shill Mexico to U.S. Hispanic, Iberian and Latin American audiences. He is a well-known digital influencer and travel journalist with experience covering luxury and ultra-luxury hotels.

"Marcos is the main Spanish-speaking benchmark for luxury and ultra-luxury hotels, and we love that he is part of Visit Mexico, contributing his knowledge and experiences to this important travel segment for Mexico," said Carlos Gonzalez, general director of [Visit Mexico](#).



Banyan Tree Cabo Marques in Mexico. Image courtesy of Visit Mexico

Bienvenido

Mexico is a major recipient of visitors from the U.S. and Central and South American neighbors.

In addition to promoting Mexico to Spanish-speakers worldwide, **Mr. Toscani** is also charged with helping luxury suppliers in the country to boost their visibility and brand positioning in the luxury market.



Azul Talavera in Mexico. Image courtesy of Visit Mexico

Mr. Toscani has traveled extensively in Mexico, reviewing the country's leading luxury hotels and experiences and sharing on his Instagram @expertoenhoteles.



Capa de Mar Ixtapa in Mexico. Image courtesy of Visit Mexico

"Mexico, by far, has the most developed luxury and ultra luxury hotel market in Latin America," Mr. Toscani said in a statement.

"Luxury has transformed in recent years, departing from opulence and ostentation and focusing on local, genuine, sustainable and immersive experiences in the local community," he said.

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