Be Mexico DMC Strengthens Its Position as a Go-To Mexico Partner for International Tour Operators

From tailor-made FITs to recurring group series, Be Mexico is building long-term partnerships with some of the travel industry's best-known operators.



Woman in Mexico during Día de Muertos

MEXICO CITY, MEXICO CITY, MEXICO, September 9, 2026 /EINPresswire.com/ -- Mexico may be one of the world's most established tourism destinations, but the demands international tour operators place on their local partners are changing rapidly.

Today's operators are looking beyond transportation, hotels and sightseeing. They need destination partners capable of designing distinctive product, negotiating competitively, handling complex operations, responding quickly and representing their brand on the ground.

> “We want the traveler to come home saying how incredible our partner was. If we do our job properly behind the scenes, our client gets the credit.”
>
> *Paul Sarfati*

That shift is helping drive the growth of Be Mexico DMC.

Operating in Mexico since 2008, Be Mexico has increasingly positioned itself as a specialist B2B destination partner for FITs, group series, incentives and tailor-made travel, working with international travel companies including Trafalgar, Contiki, Flash Pack, Wendy Wu and Rough Guides, among others.

For Be Mexico CEO Paul Sarfati, the growth is the result of moving beyond the traditional role of an incoming operator.

“A great DMC shouldn't just wait for an operator to tell them what to book,” said Sarfati. “We

should be helping them understand what is changing in the destination, developing new product, finding experiences their competitors don't have and then operating everything with complete reliability."

That philosophy has pushed Be Mexico to continually broaden the type of Mexico it presents to international partners.

Beyond the country's best-known tourism icons, the team develops travel experiences incorporating gastronomy, communities, adventure, culture, trekking, nature, wellness and special-interest travel across destinations in Mexico ranging from Mexico City, Oaxaca and Yucatán to Baja California Sur, Chiapas, the Copper Canyon and central Mexico.

The DMC operates both highly customized independent travel and complex scheduled group departures.



Streets in Mexico



Festival in Mexico

It is also expanding its capabilities in the meetings and incentives market, where creativity and operational precision are equally important.

Central to the company's approach is a white-label philosophy: Be Mexico's objective is not to compete with its international partners for recognition from the traveler, but to function as an extension of the operator itself.

"We want the traveler to come home saying how incredible our partner was," Sarfati explained. "If we do our job properly behind the scenes, our client gets the credit."

Be Mexico is also investing heavily in technology.

New AI-enabled operational and CRM infrastructure being developed across the wider group is designed to help its teams manage inquiries, proposals, client communication, bookings, supplier coordination and trip operations more efficiently.

At the same time, the company is investing in something distinctly human.

Its developing Experience Leader methodology trains trip leaders to move beyond the traditional emphasis on schedules and logistics. Experience Leaders are taught to observe the group, anticipate needs, understand energy and group dynamics, create moments of connection and take responsibility for how a journey feels as well as how it operates.

For international tour operators competing in an increasingly experience-led market, Sarfati believes this combination of destination expertise, human leadership and technology will become increasingly important.

“There are hundreds of companies that can reserve a hotel or provide a bus,” he said. “The question for an operator is: who can help me build a better Mexico product, protect my brand and make my travelers want to book with me again?”

After more than 15 years operating in the destination, that is precisely the question Be Mexico wants international operators to ask.

About Be Mexico DMC
Be Mexico is a Destination Management Company specializing in tailor-made FIT travel, group series, incentives and special-interest journeys throughout Mexico. Operating since 2008, the company works primarily with international travel agencies, tour operators and travel brands seeking a reliable local operating and product-development partner.

Paul Sarfati
Baboo Travel Inc
email us here

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