

Free Content Sources for Building Mexico's Premier Travel Website

Building [topmxicotravel.com](#) requires navigating a complex landscape of content licensing, but substantial high-quality resources are available at zero cost for commercial use. The most valuable discovery: major stock photo platforms (Unsplash, Pexels, Pixabay) and government open data sources (INEGI, World Bank, CDC) offer commercial-friendly terms, while Mexican cultural institutions (INAH, Biblioteca Digital Mexicana) restrict content to non-commercial use only. This guide provides direct URLs, verified license terms, and practical implementation guidance for every source category.

Freely licensable images deliver commercial-grade quality

Stock photo aggregators provide the strongest foundation for commercial travel website imagery. **Unsplash** ([unsplash.com/s/photos/mexico](#)) offers thousands of high-quality Mexico photos under their proprietary license —free for commercial use with no attribution required, though credit is appreciated. [Unsplash](#) The platform curates submissions rigorously, yielding professional-grade imagery ideal for hero sections and destination features.

Pexels ([pexels.com/search/mexico/](#)) matches Unsplash's terms with an irrevocable, worldwide, royalty-free license permitting commercial use without attribution. [Noboringdesign](#) The platform uniquely includes free stock videos alongside photos—valuable for multimedia-rich travel content. [Pexels](#) **Pixabay** ([pixabay.com/images/search/mexico/](#)) rounds out the trio with several thousand Mexico images under the Pixabay License, permitting commercial use without attribution.

Platform	License	Commercial Use	Attribution	Estimated Mexico Content
Unsplash	Unsplash License	<input checked="" type="checkbox"/> Yes	Not required	Thousands
Pexels	Pexels License	<input checked="" type="checkbox"/> Yes	Not required	Thousands + videos
Pixabay	Pixabay License	<input checked="" type="checkbox"/> Yes	Not required	Several thousand
Wikimedia Commons	CC BY/CC BY-SA/CC0	<input checked="" type="checkbox"/> Yes	Required (varies)	100,000+
Flickr CC	Various CC	<input checked="" type="checkbox"/> Filter for "commercial use allowed"	Required	Hundreds of thousands

Wikimedia Commons ([commons.wikimedia.org/wiki/Category:Mexico](#)) contains over **100,000 Mexico-related images** across categories from archaeological sites to contemporary cities. Critical caveat: licenses vary

by image—filter for CC BY, CC BY-SA, CC0, or Public Domain and verify each image's specific license before use. Featured Pictures categories contain museum-quality curated imagery.

INAH Mediateca (mediateca.inah.gob.mx) houses 500,000+ stunning digital objects including archaeological photography and historical images, ([World History Commons](#)) but explicitly restricts use to "personal and non-profit purposes." ([INAH](#)) ([INAH](#)) For commercial travel websites, INAH content is **not available without special permission** requested through mediateca@nah.gob.mx.

Open data portals unlock tourism statistics for commercial use

INEGI (Instituto Nacional de Estadística y Geografía) emerges as the most commercially-friendly Mexican government data source. Their Terms of Free Use explicitly permit copying, adapting, commercial exploitation, and using data as input for products/services. ([INEGI](#)) Access the main portal at en.www.inegi.org.mx/temas/turismo/ with API documentation at en.www.inegi.org.mx/servicios/api_indicadores.html (free token required).

Datatur/SECTUR (datatur.sectur.gob.mx) publishes monthly "Results of Tourism Activity" reports in English and Spanish, covering international arrivals, hotel occupancy across 70 destinations, cruise statistics, and archaeological site attendance. Government public data status means commercial use with attribution is generally permitted.

The **World Bank** (data.worldbank.org/indicator/ST.INT.ARVL?locations=MX) provides Mexico tourism arrivals and receipts under **CC BY 4.0**—explicitly commercial-friendly with attribution required. Historical data extends to 1995, enabling trend analysis content.

Weather data integrates seamlessly via **Open-Meteo** (open-meteo.com), which operates under CC BY 4.0 with no API key required for non-commercial use and 10,000 calls/day on the free tier. **OpenWeatherMap** offers 1,000 free calls/day with commercial use permitted.

For UNESCO World Heritage Sites data (Mexico has **36 inscribed sites**—highest in the Americas), ([Wikipedia](#)) access whc.unesco.org/en/statesparties/mx. However, UNESCO content carries restrictions: you may not sell, license, or assign content, and must link back with copyright notice. ([UNESCO](#)) Use for informational reference only, not wholesale reproduction.

Reference content forms the editorial backbone

Wikivoyage (en.wikivoyage.org/wiki/Mexico) provides the richest travel-specific content under **CC BY-SA 4.0**, permitting commercial use with attribution. ([Wikivoyage](#)) ([Wikivoyage](#)) Unlike Wikipedia's encyclopedic approach, Wikivoyage delivers practical travel guides with hotel recommendations, transportation logistics, and itineraries—precisely what travel websites need. The ShareAlike requirement means adapted content must carry the same license. ([Wikivoyage](#)) ([Creative Commons](#))

Wikipedia articles (CC BY-SA 3.0) offer factual background for destination descriptions. Attribution format: "Content adapted from [Article Name] by Wikipedia contributors, available under CC BY-SA 3.0."

OpenStreetMap (openstreetmap.org) data operates under the **Open Database License (ODbL)**—free for commercial use with attribution ("© OpenStreetMap contributors"). ([OpenStreetMap](#)) ([Osmlab](#)) The critical caveat: OSM's own tile servers aren't intended for commercial applications. ([OpenStreetMap Foundation](#)) For production use, either self-host tiles, use Mapbox's free tier (50,000 loads/month), or deploy Leaflet.js with commercial tile providers.

U.S. government sources provide **public domain** content requiring no licensing:

- **CDC Travel Health** (wwwnc.cdc.gov/travel/destinations/traveler/none/mexico) — vaccination recommendations, disease risks, health alerts
- **State Department** (travel.state.gov/content/travel/en/international-travel/International-Travel-Country-Information-Pages/Mexico.html) — travel advisories, entry requirements, safety information
- **US Embassy Mexico** (mx.usembassy.gov) — consular information

Attribution isn't legally required for public domain content but builds credibility when cited.

Historical and cultural content requires careful licensing navigation

The **Library of Congress** emerges as the premier source for **public domain** Mexican historical photographs. ([The Public Domain Review](#)) Access the Prints & Photographs Division at loc.gov/pictures/ and the "Free to Use" collection at loc.gov/free-to-use/. ([LOC](#)) The Detroit Publishing Company collection contains historical Mexico city and architecture photographs. Pre-1928 publications are U.S. public domain—free for any commercial use.

Project Gutenberg (gutenberg.org) offers public domain historical travel books including:

- "Mexico" by C. Reginald Enock (gutenberg.org/ebooks/20959)
- "Life in Mexico" by Madame Calderón de la Barca (gutenberg.org/ebooks/9364)

Valuable for historical context sections, though not current travel information.

Critical restriction: Mexican government cultural institutions—**INAH, Biblioteca Digital Mexicana** (bdmx.mx), and **Biblioteca Nacional de México**—restrict digital collections to non-commercial use. INAH's Mediateca contains 500,000+ objects (re3data.org) including the Fototeca Nacional's 900,000 photographs, but terms explicitly prohibit commercial use without authorization. ([INAH](#)) For topmexicotravel.com, these sources serve research purposes only; content cannot be republished commercially.

Google Arts & Culture partners with Mexican museums including Museo Nacional de Antropología, but the platform explicitly prohibits commercial use: "As a non-commercial initiative, the Google Arts & Culture platform should not be used for any commercial activity."

Maps and geographic data offer robust commercial options

Natural Earth (naturalearthdata.com) provides the cleanest commercial licensing: **public domain** with no restrictions. [Natural Earth](#) Download 1:10m scale data for detailed Mexico state/country boundaries, populated places, roads, and terrain. [Natural Earth](#) No attribution required. [GIS Geography](#) Available formats include Shapefile, GeoPackage, and GeoTIFF raster imagery.

INEGI geographic data (inegi.org.mx/temas/mg/) includes the Marco Geoestadístico Nacional with official state/municipal boundaries [OpenStreetMap](#) under LIBRE_USO_MX terms—commercial use permitted with attribution. This data has been imported into OpenStreetMap under ODbL compatibility.

CONANP (Comisión Nacional de Áreas Naturales Protegidas) provides protected area shapefiles at sig.conanp.gob.mx under **CC BY 3.0**—commercial use permitted with attribution covering 232 federal protected areas. [Conanp](#)

For map embedding, a recommended stack:

Tool	Cost	Commercial Use	Best For
Leaflet.js	Free (BSD)	<input checked="" type="checkbox"/> Yes	Interactive maps
Google Maps Embed API	Free unlimited	<input checked="" type="checkbox"/> Yes	Simple location embeds
Mapbox	Free 50K loads/month	<input checked="" type="checkbox"/> Yes	Custom styling
OpenLayers	Free (BSD)	<input checked="" type="checkbox"/> Yes	Advanced GIS

Free video and audio amplify multimedia experiences

Pexels Videos (pexels.com/search/videos/mexico/) and **Pixabay Videos** (pixabay.com/videos/search/mexico/) offer free commercial use with no attribution required—the same permissive terms as their photo libraries.

[Pexels](#) [Pexels](#) **Coverr** (coverr.co/stock-video-footage/mexico-city) provides HD/4K cinematic clips optimized for website backgrounds. [Hootsuite Blog](#)

YouTube Creative Commons content requires filtering: search Mexico topics, click Filters, select "Creative Commons" under Features. CC BY licensed videos allow commercial use with attribution to the original creator. Standard YouTube License videos cannot be modified or commercially repurposed beyond embedding.

Internet Archive (archive.org/details/movies) contains historical Mexico travel films including "Mexican Village Life" (1958), "Pottery Workers of Oaxaca" (1952), [Retrofilmvault](#) and pre-1928 public domain footage.

Verify each item's specific license—many are public domain. (SITUATED Magazine)

For audio, **Freesound** (freesound.org) offers 500,000+ CC-licensed clips—filter for CC0 or CC BY for commercial use. **Pixabay Music** (pixabay.com/music/search/mexican/) provides royalty-free Mexican tracks with no attribution required.

Essential tools and widgets integrate at no cost

Weather Integration

WeatherWidget.io offers completely free, commercial-use widgets with no signup required. ([WeatherWidget.io](https://weatherwidget.io)) Copy/paste HTML generates responsive 7-day forecasts in 27 languages. **Open-Meteo API** (CC BY 4.0) provides 10,000 calls/day free tier for custom implementations.

Currency Conversion

Frankfurter API (frankfurter.dev) stands out with **unlimited calls**, no API key required, and explicit commercial use permission. ECB exchange rates update daily with historical data since 1999. **ExchangeRate-API** offers 1,500 requests/month free with commercial e-commerce use permitted.

Translation

DeepL API Free provides 500,000 characters/month with commercial use allowed—exceptional quality for Spanish/English content. **Microsoft Azure Translator** free tier offers 2 million characters/month.

Booking Affiliate Widgets (Free to Use, Commission-Based)

Program	Commission	Cookie Duration	Widget Type
Booking.com	25-40% of their commission	Session-based	Search boxes, deep links
Skyscanner	~€0.40-€1.00/sale	30 days	Flight/hotel search
Viator	8% on tours	30 days	Tours/activities
Travelpayouts	Varies	Unified	Aggregates 100+ programs

Open Source CMS

WordPress with **WP Travel Engine** (free core plugin, GPLv3) provides complete tour booking functionality including trip packages, payment gateways, and itineraries. The **Astra** theme offers 200+ starter sites with travel configurations.

Analytics

Google Analytics 4 remains free with no data limits. For privacy-focused alternatives, **Plausible** (self-hosted free, AGPLv3) and **Matomo** (self-hosted free, GPLv3) offer GDPR-compliant tracking with full data ownership.

Destination-specific resources require partnership outreach

Research across Mexico's top 20 destinations reveals a consistent pattern: official tourism websites provide rich content but **rarely offer explicit commercial licensing** without direct contact. Most resources are freely available for reference and linking; commercial adaptation requires partnership arrangements.

Destinations with Strongest Free Resources

Guanajuato (guanajuato.mx/en/) offers the most comprehensive downloadable library with tourist guides available in English and Japanese. Contact visita@guanajuato.gob.mx for commercial permissions. Wikivoyage

Los Cabos (visitloscabos.travel) maintains a dedicated media section with contact sdelagarza@visitloscabos.travel for press materials and partnership opportunities.

Mexican Caribbean/Quintana Roo (mexicancaribbean.travel) covers Cancun, Riviera Maya, Holbox, Bacalar, Isla Mujeres, and Cozumel PRWeb with a gallery section and travel industry resources. Legal notice at mexicancaribbean.travel/legal-notice/ governs usage.

State Tourism Board Contact Matrix

State	Website	Contact
Quintana Roo	mexicancaribbean.travel	Via travel-industry section
Jalisco	turismo.guadalajara.gob.mx	SECTURJAL
Yucatán	yucatan.travel	yucatan.travel@yucatan.gob.mx Yucatan
Oaxaca	oaxaca.travel	informacion@oaxaca.travel
Michoacán	visitmichoacan.com.mx	sectur@michoacan.gob.mx Michoacan
Baja California Sur	setuesbcs.gob.mx	maribel.collins@bcs.gob.mx SETUE
Nayarit	visitnayarit.travel	(+52) 311-689-0064
Guanajuato	guanajuato.mx	visita@guanajuato.gob.mx

Pueblos Mágicos Program Resources

Federal SECTUR maintains the Pueblos Mágicos program at sectur.gob.mx/gobmx/pueblos-magicos/ covering designated towns including San Miguel de Allende, Pátzcuaro [\(Sectur\)](#) (named "Best Pueblo Mágico" December 2025), Valle de Bravo, [\(Wikipedia\)](#) Todos Santos, and Isla Mujeres.

License compliance summary for commercial implementation

Tier 1: Unrestricted Commercial Use (No Attribution Required)

- Unsplash, Pexels, Pixabay (photos and videos)
- Natural Earth (maps)
- Coverr, Mixkit (video)
- CDC, State Department, US Embassy (government content)
- Pre-1928 publications (public domain)

Tier 2: Commercial Use With Attribution Required

- Wikimedia Commons (CC BY, CC BY-SA, CC0—verify each image)
- Wikivoyage, Wikipedia (CC BY-SA—adapted content must share license)
- OpenStreetMap (ODbL—"© OpenStreetMap contributors")
- INEGI (source attribution required)
- World Bank (CC BY 4.0)
- CONANP (CC BY 3.0)
- Open-Meteo (CC BY 4.0)
- Freesound (CC BY sounds)

Tier 3: Not Available for Commercial Use

- INAH Mediateca (non-commercial only)
- Biblioteca Digital Mexicana (permission required from rights holders)
- Google Arts & Culture (explicitly non-commercial platform) [\(Google Support\)](#)
- UNESCO photos (copyright protected, permission required)
- Casasola Archive (INAH holds exclusive rights) [\(Uf\)](#)
- VisitMexico.com content (cannot be commercialized per terms) [\(Visit México/\)](#)

Practical implementation roadmap

For imagery: Start with Unsplash/Pexels for hero images and feature photos. Mine Wikimedia Commons Featured Pictures for exceptional quality historical/cultural shots with proper attribution. Avoid INAH content unless pursuing formal licensing.

For data: Integrate INEGI API for authoritative Mexican statistics. Use World Bank data (CC BY 4.0) for international context. Embed Datatur monthly reports with attribution to SECTUR.

For maps: Deploy Leaflet.js with OpenStreetMap data. Use Natural Earth for static infographics. Download INEGI boundary shapefiles for authentic Mexican administrative divisions.

For editorial content: Adapt Wikivoyage practical guides under CC BY-SA (your adapted content must also be CC BY-SA). Use CDC/State Department public domain content for health and safety sections.

For multimedia: Build video libraries from Pexels/Pixabay/Coverr. Filter YouTube/Vimeo for CC BY content. Use Pixabay Music for background audio.

For destinations: Establish partnerships with state tourism boards for official content access. Link to official resources rather than copying when licensing is unclear. Use federal SECTUR's Pueblos Mágicos documentation for designated towns.

Attribution template for footer:

html

Travel information adapted from Wikivoyage (CC BY-SA 4.0).

Map data © OpenStreetMap contributors.

Statistics: INEGI, SECTUR/DATATUR, World Bank (CC BY 4.0).

Health information courtesy of the CDC.

This strategic approach leverages **genuinely free resources** while respecting licensing boundaries, positioning topmexicotravel.com to build comprehensive, legally compliant content without licensing costs.