Revised 7/2016

ARIZONA OFFICE OF TOURISM

# Mexico Market Profile

This summary provides the most up-to-date data available on Mexico as it relates to their people and economy, travel related motivations and planning behavior and Mexican visitor profile specific to Arizona.

## GENERAL COUNTRY PROFILE

**POPULATION:**
121 million

**GROSS DOMESTIC PRODUCT (GDP):**
$2.22 trillion (2.5% annual growth rate)

**INFLATION RATE:**
2.7%

**EXPORTS:**
$430 billion

**EXCHANGE RATES (MXN PER USD):**
15.88

**UNEMPLOYMENT RATE:**
4.5%

Source:
The World Fact Book, reporting 2015 data

## TRAVEL MOTIVATION AND PLANNING

### Top Travel Motivators

**46%** Shopping
**44%** Visiting friends/ relatives
**44%** Urban attractions

### Source used in Destination selection for last leisure trip

**54%** Recommendation from family & friends
**54%** Websites via computer
**24%** Websites or applications via tablet
**23%** Online advertising/email via mobile

### Advance Decision Time

**29%** Less than a month
**23%** 1 to 2 months
**24%** 3 to 5 months
**19%** 6 to 12 months
**4%** More than 1 year

### Likelihood to Travel to USA

**52%** In the next six months
**21%** 6-12 months
**11%** 1-2 years
**6%** 2-5 years from now
**7%** Maybe some time in the distant future
**4%** Not likely to ever visit

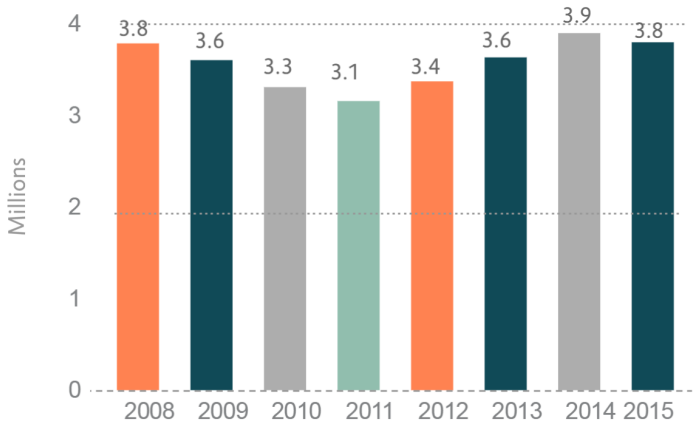
### Expected Travel Party Size (next trip)

**22%** 1 person
**31%** 2 people
**18%** 3 people
**29%** 4+

Source:
Brand USA

# MEXICAN OVERNIGHT VISITATION TO ARIZONA

## Visitation Volume to Arizona




## Major Contribution of AZ Overnight Mexican Visitors

16 percent of all Mexican Visitors stay overnight

$839 party spending per trip, accounting for 66 percent of AZ visitor expenditures

## Reason for Trip

**84%** Leisure

- **75%** Shopping
- **8%** Visit Friends/Relatives
- **1%** Other Leisure

**16%** Business

## % of Visitors who stayed Overnight by AZ Destination

**99%** Metro Phoenix

**88%** Metro Tucson

**13%** Yuma

**5%** San Luis

**4%** Douglas

**4%** Nogalas

## Accommodations

**61%** Hotel

**39%** Private Home

## % of Visitors who stayed Overnight by Mode of Transportation

**99%** Air

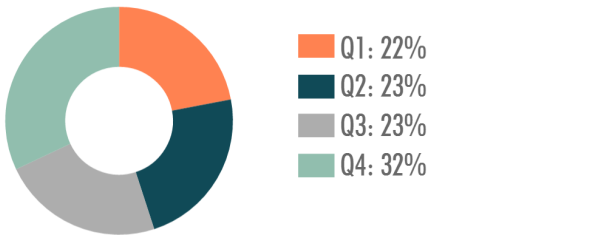
**19%** Motor Vehicle

**12%** Pedestrian

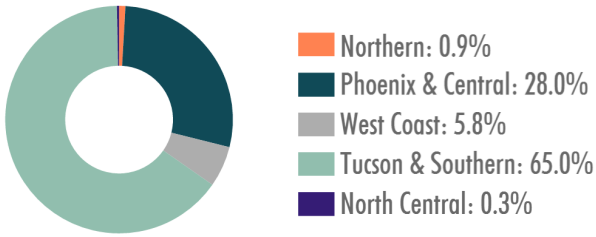
## Visa Credit Card Travel Spending

Mexican Visa Card Spending ranked #2 in 2015 with 18% of total International Travel Spending in Arizona.

### By Quarter




### By Arizona Region




## Nights in Arizona

**14%** 1 Night

**26%** 2 Nights

**35%** 3 Nights

**17%** 4 Nights

**8%** 5+ Nights

Source:
Tourism Economics, reporting 2010-2015 data
VisaVUE Travel, reporting 2015 data
2007 Mexican Visitor Study - University of Arizona