**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:** 123 million
- **Inflation Rate:** 2.7%
- **Exchange Rates (MXN per USD):** 18.34
- **Gross Domestic Product (GDP):** $2.3 trillion (2.1% annual growth rate)
- **Exports:** $359 billion
- **Unemployment Rate:** 4.4%

*Source: The World Fact Book, reporting 2016 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions</th>
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<tbody>
<tr>
<td>2008</td>
<td>3.8</td>
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<tr>
<td>2009</td>
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<td>2015</td>
<td>3.8</td>
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<tr>
<td>2016</td>
<td>3.8</td>
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</tbody>
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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% Nogales

Accommodations

- 61% Hotel
- 39% Private Home

% of Visitors who stayed Overnight by Mode of Transportation

- 99% Air
- 19% Motor Vehicle
- 12% Pedestrian

Nights in Arizona

- 14% 1 Night
- 26% 2 Nights
- 35% 3 Nights
- 17% 4 Nights
- 8% 5+ Nights

Visa Credit Card Travel Spending

Mexican Visa Card Spending ranked #2 in 2016 with 16% of total International Travel Spending in Arizona.

By Quarter

- Q1: 23%
- Q2: 21%
- Q3: 26%
- Q4: 29%

By Arizona Region

- Northern: 1%
- Phoenix & Central: 29%
- West Coast: 6%
- Tucson & Southern: 64%
- North Central: 0.3%

Source:
Tourism Economics, reporting 2010-2016 data
VisaVUE Travel, reporting 2016 data
2007 Mexican Visitor Study - University of Arizona

Compiled by the Arizona Office of Tourism Research Division