

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:
124.5 million

INFLATION RATE:
5.9%

EXCHANGE RATES (MXN PER USD):
18.26

GROSS DOMESTIC PRODUCT (GDP):
\$2.4 trillion (2.1% annual growth rate)

EXPORTS:
\$406.5 billion

UNEMPLOYMENT RATE:
3.6%



Source: The World Factbook, reporting 2017 estimates

TRAVEL MOTIVATION AND PLANNING

Top Travel Motivators

63% Cultural/Historical Attractions

53% Dining/Gastronomy

52% Urban Attractions (Nightlife/City Tours)

Source used in Destination selection for last leisure trip

68% Websites via computer or laptop

44% Recommendations from family & friends

39% Websites or applications via mobile phone

36% Websites or applications via tablet

Advance Decision Time

14% Less than a month

13% 1 to 2 months

28% 3 to 5 months

31% 6 to 12 months

12% More than 1 year

Likelihood to Travel to USA

8% In the next six months

14% 6-12 months

19% 1-2 years

27% 2-5 years from now

23% Maybe some time in the distant future

8% Not likely to ever visit

Expected Travel Party Size (next trip)

27% 1 person

42% 2 people

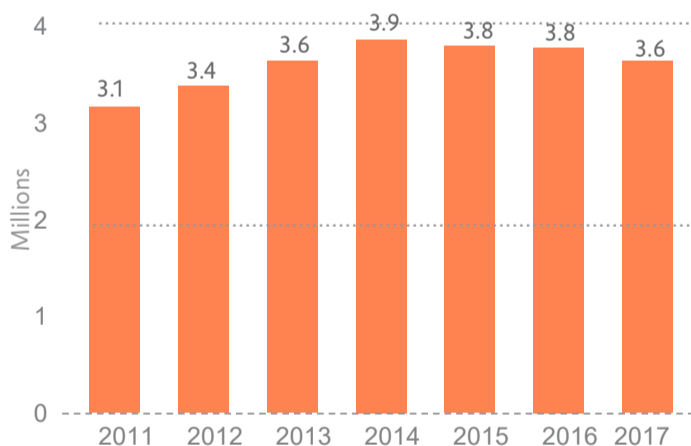
14% 3 people

18% 4+

Source: Brand USA, reporting 2017 intercontinental traveler data

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

% 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

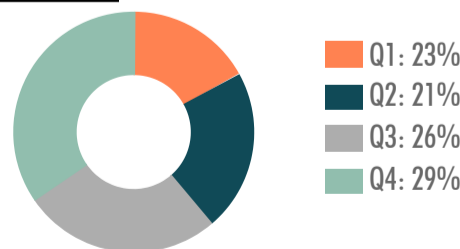
19% Motor Vehicle

12% Pedestrian

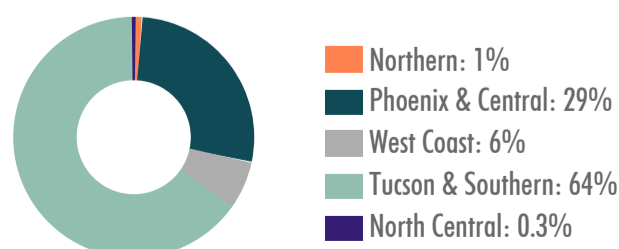
Visa Credit Card Travel Spending

Mexican Visa Card Spending ranked #2 in 2017 with 15% 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 2011-2017 data
VisaVUE Travel, reporting 2017 data
2007 Mexican Visitor Study - University of Arizona