

# 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:

125.9 million

INFLATION RATE:

6%

EXCHANGE RATES (MXN PER USD):

18.26

GROSS DOMESTIC PRODUCT (GDP):

\$2.4 trillion (2% annual growth rate)

EXPORTS:

\$409.8 billion

UNEMPLOYMENT RATE:

3.4%



Source:  
The World Factbook, reporting 2017/2018 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

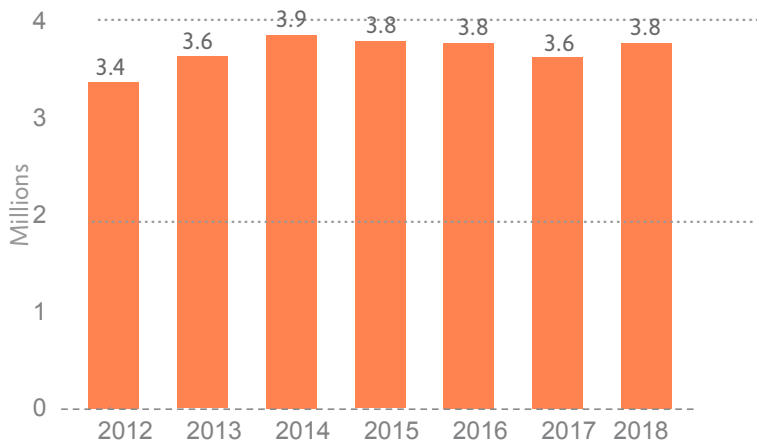
**18%** 4+

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



## 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

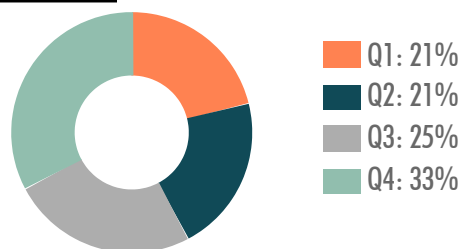
**39%** Private Home



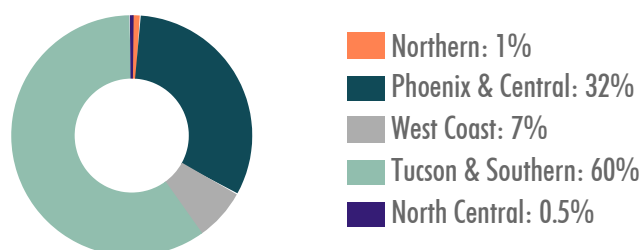
## Visa Credit Card Travel Spending

Mexican Visa Card Spending ranked #2 in 2018 with 15% of total International Travel Spending in Arizona.

## By Quarter



## By Arizona Region



## % 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

Source: Tourism Economics, reporting 2012-2018 data  
 VisaVUE Travel, reporting 2018 data  
 2007 Mexican Visitor Study - University of Arizona