

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

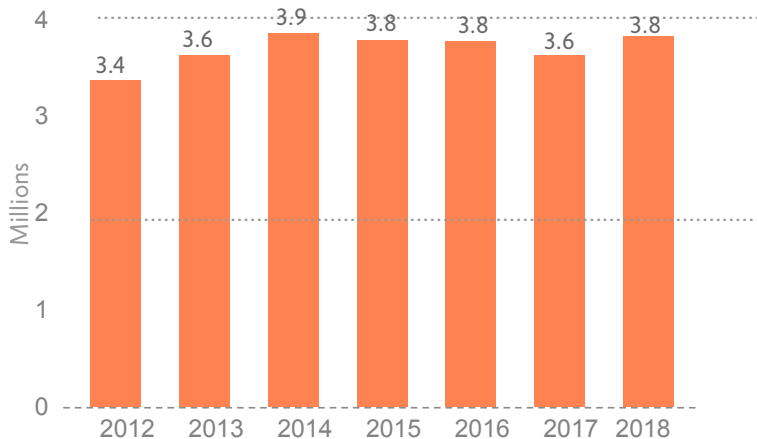
18% 4+

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

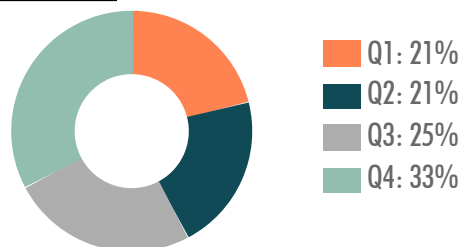
39% Private Home



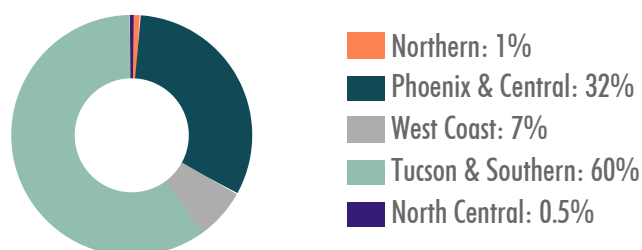
Visa Credit Card Travel Spending

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