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**

<table>
<thead>
<tr>
<th>Population:</th>
<th>123.1 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflation Rate:</td>
<td>5.1 - 7.4%</td>
</tr>
<tr>
<td>Exchange Rates (MXN PER USD):</td>
<td>19.8</td>
</tr>
</tbody>
</table>

Sources: The World Bank, Facebook, reporting 2019’s unemployment estimates; 2020 exchange rate; CIA and country estimates; and 2022 population estimate. Pre-Research 2021 in title estimates.

**TRAVEL MOTIVATION AND PLANNING**

### Top Travel Motivators
- Cultural/Historical Attractions: 58%
- Dining/Culinary: 56%
- Urban Attractions (Nightlife/City Tours): 51%

Source used in Destination selection for last leisure trip

### Advance Decision Time
- Less than a month: 17%
- 1 to 2 months: 22%
- 3 to 5 months: 25%
- 6 to 12 months: 19%
- More than 1 year: 5%

### Expected Travel Party Size (next trip)
- 1 person: 27%
- 2 people: 42%
- 3 people: 14%
- 4+ people: 18%

One Word that describes the United States

### MEXICAN OVERNIGHT VISITATION TO ARIZONA

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitation Volume to Arizona</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>2,796 million</td>
</tr>
<tr>
<td>2016</td>
<td>2,771 million</td>
</tr>
<tr>
<td>2017</td>
<td>2,662 million</td>
</tr>
<tr>
<td>2018</td>
<td>2,402 million</td>
</tr>
<tr>
<td>2019</td>
<td>2,337 million</td>
</tr>
<tr>
<td>2020</td>
<td>1,090 million</td>
</tr>
<tr>
<td>2021</td>
<td>3,037 million</td>
</tr>
</tbody>
</table>

### % of Visitors who stayed overnight by mode of transportation
- Metro Phoenix: 99%
- Tucson: 88%
- Yuma: 13%
- San Luis: 7%
- Douglas: 4%
- Nogales: 4%

### % of Visitors who stayed overnight by Az Destination
- Metro Phoenix: 99%
- Tucson: 88%
- Yuma: 13%
- San Luis: 7%
- Douglas: 4%
- Nogales: 4%

### Nights in Arizona
- 1 Night: 14%
- 2 Nights: 26%
- 3 Nights: 35%
- 4 Nights: 17%
- 5+ Nights: 8%

### Major Contribution of AZ Overnight Mexican Visitors
- 16 percent of all Mexican Visitors stay overnight
- $839 party spending per trip

### Reason for Trip
- Leisure: 84%
- Shopping: 38%
- Visit Friends/Relatives: 89%
- Other Leisure: 1%

### 16% Business

### Accommodations
- 55% Hotel
- 45% Private Home

### Visa Credit Card Travel Spending

- Mexican Visa Card Spending ranked #2 in 2019 with 17% of total international Travel Spending in Arizona.

### By Quarter
- Q1: 14%
- Q2: 19%
- Q3: 20%
- Q4: 47%

### By Arizona Region
- Northern: 1%
- Phoenix & Central: 47%
- West Coast: 1%
- Tucson & Southern: 46%
- North Central: 1%

**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:**
128.1 million

**Inflation Rate:**
5.1 - 7.4%

**Exchange Rates (MXN Per USD):**
19.8

Sources: The World Bank, Facebook, reporting 2019's unemployment estimates; 2020 exchange rate; GDP and exports estimates; and 2022 population estimate. Pre-Renov 2023 to 2023 estimates.

**TRAVER MOTIVATION AND PLANNING**

**Top Travel Motivators**

- **58%** Cultural/Historical Attractions
- **56%** Dining/Culinary
- **51%** Urban Attractions (Nightlife/City Tours)
- **68%** Websites via computer or laptop
- **50%** Websites or applications via mobile phone
- **45%** Recommendations from family & friends
- **41%** Websites or applications via tablet

**Advance Decision Time**

- **17%** Less than a month
- **22%** 1 to 2 months
- **25%** 3 to 5 months
- **19%** 6 to 12 months
- **5%** More than one year

**Expected Travel Party Size (next trip)**

- **27%** 1 person
- **42%** 2 people
- **14%** 3 people
- **18%** 4+

**One Word that Describes the United States**

- **Europa**
- **Rest of world**

**MEXICAN OVERNIGHT VISITATION 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
- **38%** Shopping
- **9%** Visit Friends/Relatives
- **1%** Other Leisure

**16%** Business

**Visa Credit Card Travel Spending**

Mexican Visa Card Spending ranked #2 in 2019 with 17% of total international Travel Spending in Arizona.

**By Quarter**

- **Q1:** 14%
- **Q2:** 19%
- **Q3:** 20%
- **Q4:** 47%

**By Arizona Region**

- Northern: 1%
- Phoenix & Central: 47%
- West Coast: 5%
- Tucson & Southern: 46%
- North Central: 1%

**Compiled by the Arizona Office of Tourism Research Division**