

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:
129.8 million

INFLATION RATE:
6.3%

EXCHANGE RATES (MXN PER USD):
17.36

GROSS DOMESTIC PRODUCT (GDP):
\$2.4 trillion

EXPORTS:
\$522.2 billion

UNEMPLOYMENT RATE:
4.4%



Sources: The World Factbook reporting 2021 GDP, exports, and unemployment estimates; and 2023 population estimate. International Monetary Fund 2023 inflation estimates.

TRAVEL MOTIVATION AND PLANNING

Top Travel Motivators

88% Appeal to Local Culture

86% Natural Features

86% Sightseeing Options

Source used in Destination selection for last leisure trip

56% Websites via computer or laptop

47% Websites or applications via mobile phone

36% Recommendations from family & friends

35% Websites or applications via tablet

Advance Decision Time

35% Less than a month

14% 1 to 2 months

23% 3 to 5 months

15% 6 to 12 months

3% More than 1 year

Travel Outlook

53% Say international leisure travel is a high or extremely high spending priority

44% Expect to spend more on international travel

51% Expect to travel more internationally

\$ 3,119 Budget available for international travel

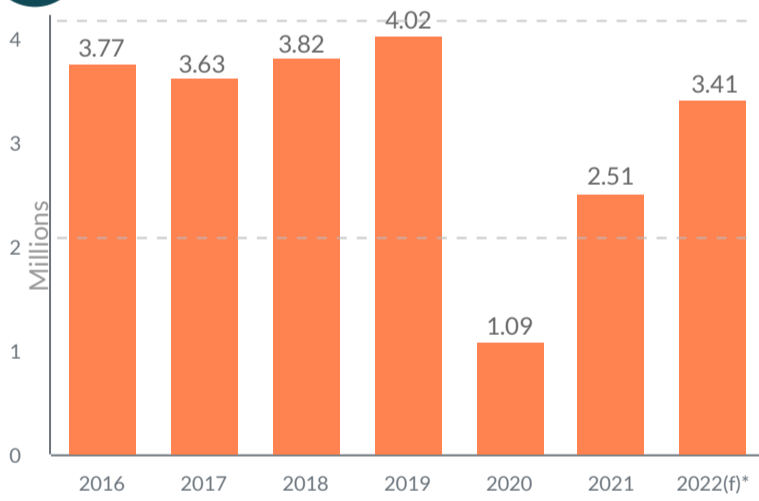
One Word that Describes the United States



Sources: Brand USA, reporting 2021-2022 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2023).

MEXICAN OVERNIGHT VISITATION TO ARIZONA

Visitation Volume to Arizona



Visitor Characteristics

38 years Average Age

\$59,017 Average Household Income

1.6 persons Average Party Size

Length of Stay

11.7 Average Nights per Destination

13.4 Average Nights in U.S.

Port of Entry

13% Houston, TX

12% Los Angeles, CA

11% Dallas, FT. Worth, TX

10% Miami, FL

8% Chicago, IL

Accommodations*

62% Hotel

40% Private Home

6% Other

* since this is collected through a survey, there is no indication if this is paid or non-paid.

Transportation in U.S.

75% Auto, Private or Company

34% Rented Auto

44% Ride-sharing Service

35% Air Travel between U.S. Cities

27% Taxicab/Limousine

Main Purpose of Trip*

82% Leisure

55% Vacation Holiday

25% Visit Friends/Relatives

2% Education and Other

18% Business

12% General Business

5% Convention/Conference/Trade Show

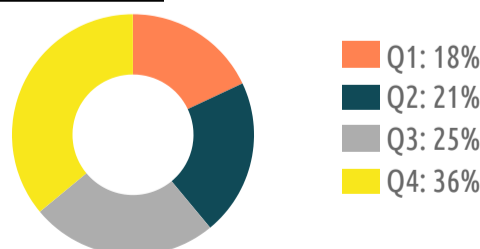
1% Health Treatment

* includes trips with multiple purposes

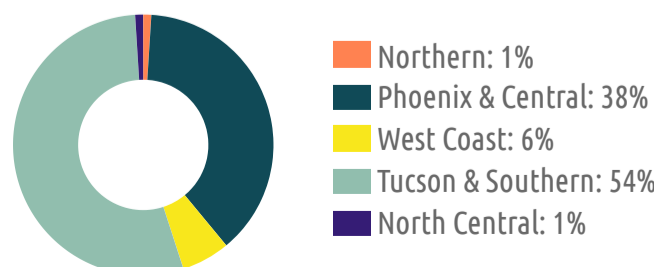
Visa Credit Card Travel Spending

Mexican Visa Card Spending ranked #2 in 2022 with 22% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region



Sources: U.S. Dept. of Commerce - NTTO, reporting 2022 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2022 data.