Revised 7/2023

ARIZONA OFFICE OF TOURISM

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

GROSS DOMESTIC PRODUCT (GDP): $2.4 trillion

INFLATION RATE: 6.3%

EXPORTS: $522.2 billion

EXCHANGE RATES (MXN PER USD): 17.36

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

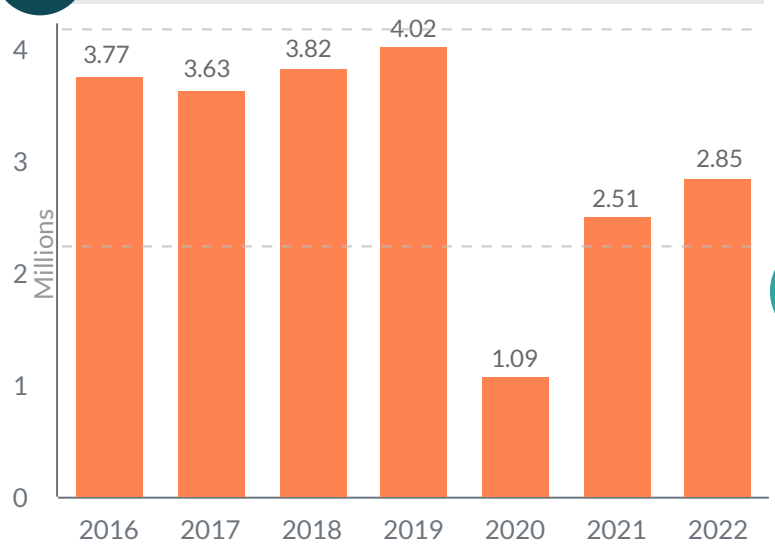
- **53%** Say international leisure travel is a high or extremely high spending priority
- **44%** Expect to spend more on international travel
- **51%** Expect to travel more internationally
- **$ 3,119** Budget available for international travel

One Word that Describes the United Sates

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

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

Accommodations*

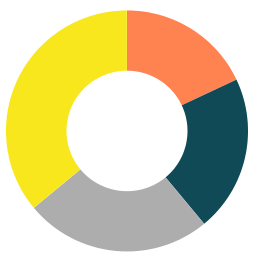
- **62%** Hotel
- **40%** Private Home
- **6%** Other

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

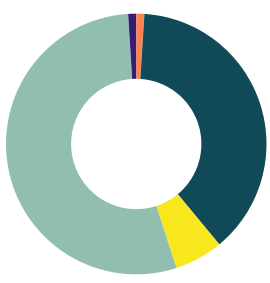
Visa Credit Card Travel Spending

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.