Revised 2/2024

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: 5.5%

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. XE.com INC. 2023 exchange rates.

TRAVEL MOTIVATION AND PLANNING

Top Travel Motivators

- **58%** Cultural/Historical Attractions
- **56%** Dining/Gastronomy
- **51%** Urban Attractions (Nightlife/City Tours)

Source used in Destination selection for last leisure trip

- **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

- **30%** Less than a month
- **22%** 1 to 2 months
- **25%** 3 to 5 months
- **19%** 6 to 12 months
- **5%** More than 1 year

Travel Outlook

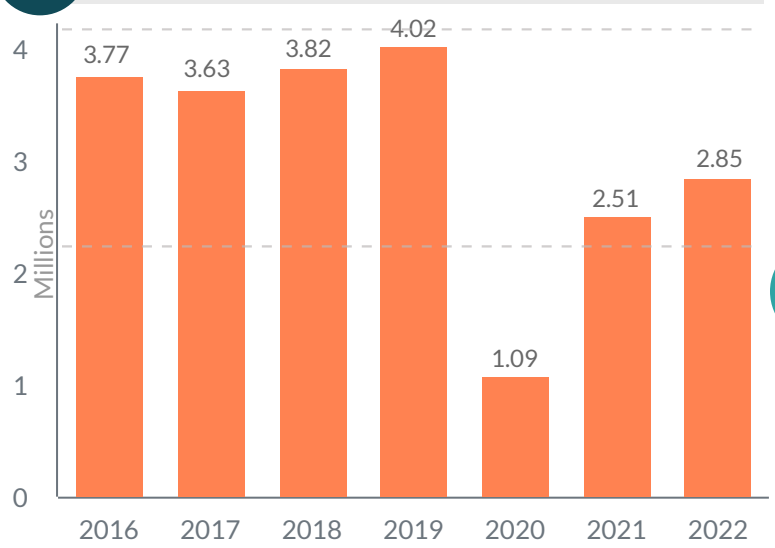
- **53%** Say international leisure travel is a high or extremely high spending priority
- **44%** Expect to spend more on international travel
- **51%** Expect to travel more internationally
- **$ 3,119** Budget available for international travel

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

- **42 years** Average Age
- **$65,490** Average Household Income
- **1.4 persons** Average Party Size

Length of Stay

- **12** Average Nights per Destination
- **13** Average Nights in U.S.

Port of Entry

- **16%** Las Vegas, NV
- **10%** Dallas,FT. Worth, TX
- **4%** Los Angeles, CA
- **3%** Denver, CO

Accommodations*

- **41%** Hotel
- **56%** Private Home
- **4%** Other

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

Transportation

- **59%** Auto, Private or Company
- **29%** Rented Auto
- **11%** Ride-sharing Service
- **16%** Air Travel between U.S. Cities
- **14%** Taxicab/Limousine

Main Purpose of Trip*

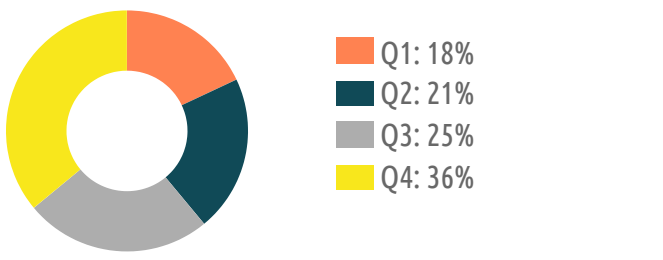
- **86%** Leisure
  - **38%** Vacation Holiday
  - **34%** Visit Friends/Relatives
  - **5%** Education and Other
- **14%** Business
  - **7%** Internal Company Meeting
  - **4%** Visit Customer

* includes trips with multiple purposes

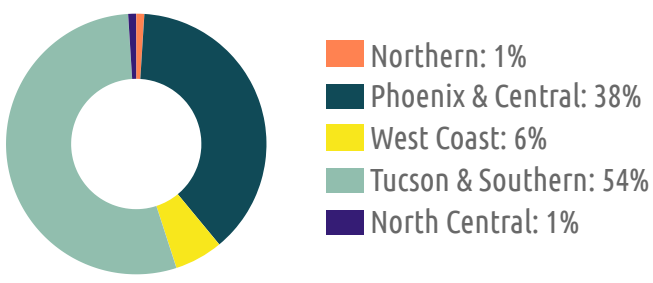
Visa Credit Card Travel Spending

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 2022 data; VisaVUE Travel, reporting 2022 data.