

# 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:  
**130.7 million**

INFLATION RATE:  
**5.5%**

EXCHANGE RATES (MXN PER USD):  
**17.8**

GROSS DOMESTIC PRODUCT (GDP):  
**\$1.789 trillion**

EXPORTS:  
**\$649.3 billion**

UNEMPLOYMENT RATE:  
**2.81%**



Sources: The World Factbook reporting 2023 exchange rates, exports, GDP and unemployment estimates; and 2024 population and exchange rate estimates. International Monetary Fund 2023 inflation estimates.

## TRAVEL MOTIVATION AND PLANNING

### Top Travel Motivators

**66%** Dining/Gastronomy

**58%** Shopping

**56%** Cultural/Historical Attractions

### Travel Outlook

**69%** Making international travel a high financial priority.

**39%** Expect to spend more on international travel

**15** Average days available for international travel

**\$ 5,181** Budget available for international travel

### Planning Sources: Researching Destination Info

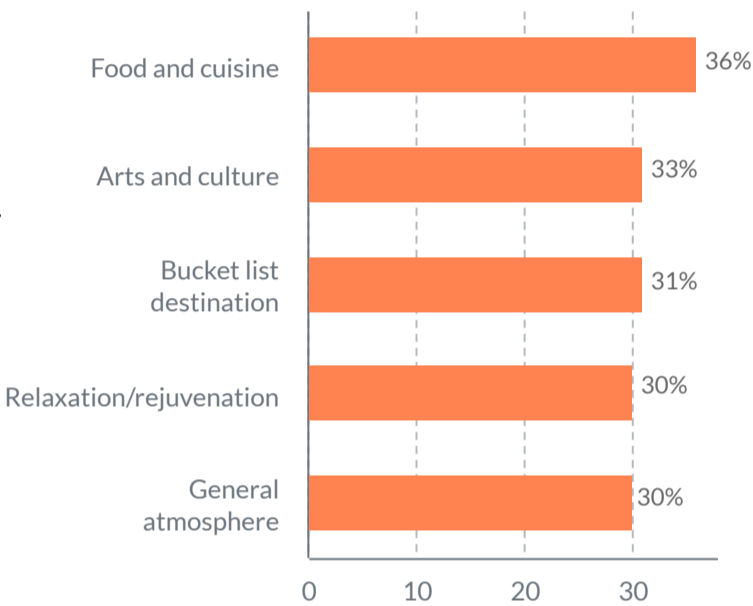
**49%** Websites via computer or laptop

**38%** Websites or applications via mobile phone

**32%** Recommendations from family & friends

**29%** Social media posts by providers/destinations

### Attributes for Destination Selection



### Advance Decision Time

**35%** Less than a month

**24%** 1 to 3 months

**24%** 3 to 6 months

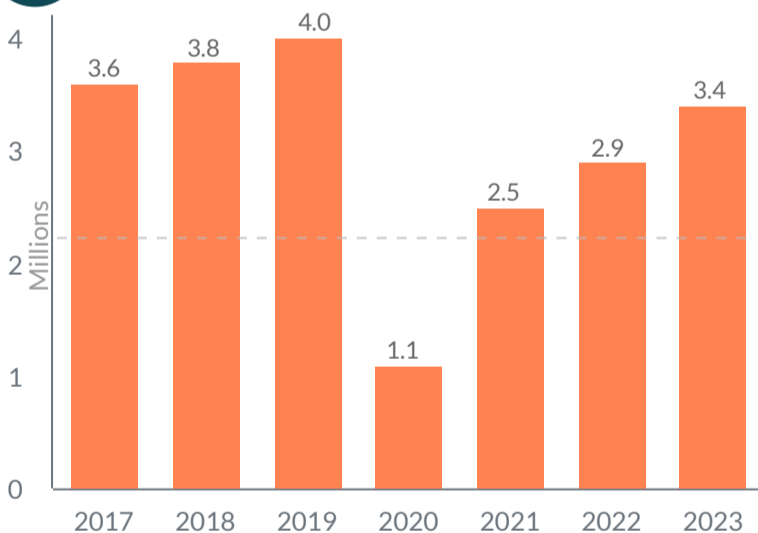
**15%** 6 to 12 months

**1%** More than 1 year

Sources: Brand USA, reporting 2023 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).

## MEXICAN(AIR) OVERNIGHT VISITATION TO ARIZONA

### Visitation Volume to Arizona



### Visitor Characteristics

**45 years** Average Age

**\$79,322** Average Household Income

**1.4 persons** Average Party Size

### Length of Stay

**11** Average Nights per Destination

**22** Average Nights in U.S.

### Port of Entry

**9%** Las Vegas, NV

**8%** Dallas, FT. Worth, TX

**7%** Miami, FL

**70%** All Other Airport/Cities

### Accommodations\*

**52%** Hotel

**41%** Private Home

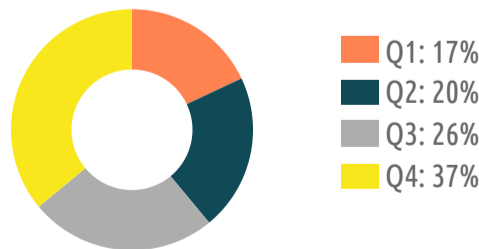
**8%** Other

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

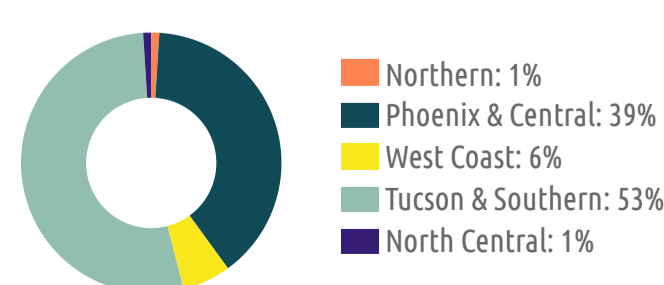
### Visa Credit Card Travel Spending

Mexican Visa Card Spending ranked #2 in 2023 with 26.3% of total International Travel Spending in Arizona.

#### By Quarter



#### By Arizona Region



Sources: U.S. Dept. of Commerce - NTTO, reporting 2023 aggregate data; Tourism Economics, reporting 2023 data; VisaVUE Travel, reporting 2023 data.

### Transportation

**68%** Auto, Private or Company

**22%** Rented Auto

**21%** Air Travel between U.S. Cities

**12%** Ride-sharing Service

**9%** Taxicab/Limousine

### Main Purpose of Trip\*

**73%** Leisure

**38%** Vacation Holiday

**26%** Visit Friends/Relatives

**9%** Education and Other

**27%** Business

**16%** Internal Company Meeting

**11%** Convention/Conference/Trade Show

\* includes trips with multiple purposes