

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:** 4.7%
- **Exchange Rates (MXN per USD):** 18.3
- **Gross Domestic Product (GDP):** \$2.9 trillion
- **Exports:** \$680.8 billion
- **Unemployment Rate:** 2.8%

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

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

- 59%** Shopping
- 46%** Amusement/water parks
- 46%** State/national parks



Planning Sources

- 55%** Internet search
- 39%** Reviews on websites/apps
- 36%** Personal recommendations



Advance Decision Time

- 34%** Less than a month
- 33%** 1 to 3 months
- 19%** 3 to 6 months
- 10%** 6 to 12 months
- 2%** More than 1 year

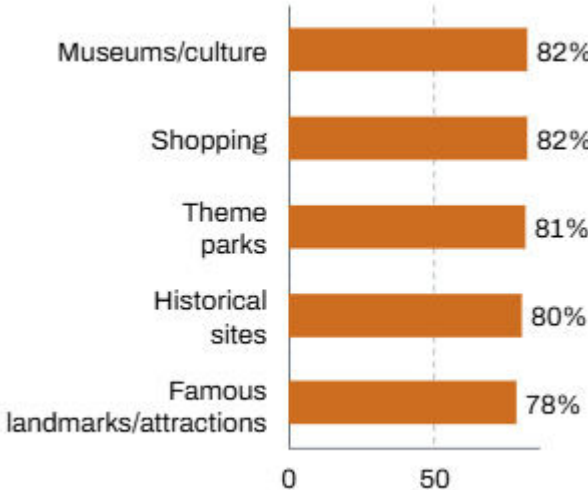


Travel Outlook

- 61%** Making international travel a high financial priority
- 50%** Expect to spend more on international travel
- 22** Average days available for international travel
- 6,143** Budget available for international travel



Attributes for Destination Selection

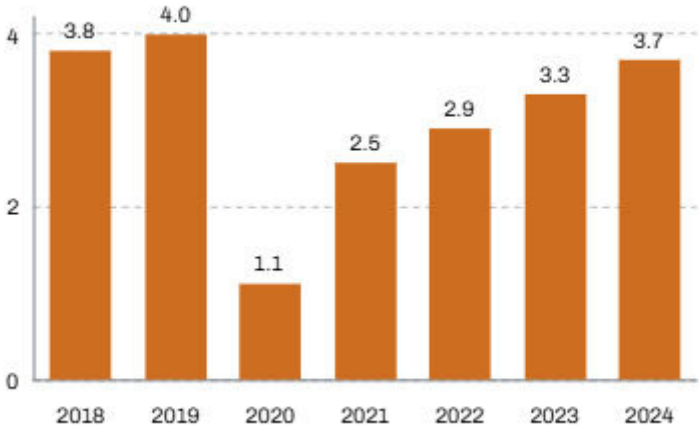


Sources: Brand USA, reporting 2024 Market Profiles; Future Partners, The State of the International Traveler Report Findings (2025).

MEXICAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 11%** Los Angeles, CA
- 9%** Dallas,FT. Worth, TX
- 5%** Las Vegas, NV
- 2%** Houston, TX



Transportation

- 61%** Auto, Private or Company
- 31%** Rented Auto
- 25%** Ride-sharing Service
- 18%** Air Travel between U.S. Cities



Length of Stay

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



Accommodations*

- 57%** Hotel/Motel
- 40%** Private Home
- 10%** Other

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



Visitor Characteristics

- 44 years** Average Age
- \$86,901** Average Household Income
- 1.4 persons** Average Party Size



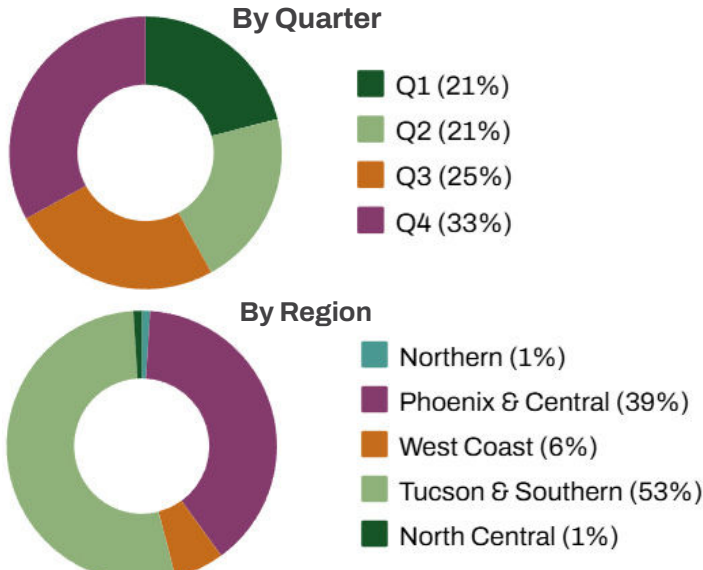
Main Purpose of Trip*

- 76%** Leisure
- 24%** Business



Visa Credit Card Travel Spending

Mexican Visa Card Spending ranked #2 in 2024 with 30.7% of total International Travel Spending in Arizona.



Sources: U.S. Dept. of Commerce - NTTO, reporting 2024 aggregate data; Tourism Economics, reporting 2024 data; VisaVUE Travel, reporting 2024 data.