



Manufacturing and Services

Office of Travel and Tourism Industries

2007 Market Profile: Mexico (Air Only)



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	1,737	1,513	1,437	1,359	1,440	1,668	1,713	1,878	142
Percentage Change (%)	17%	-13%	-5%	-5%	6%	16%	3%	10%	8%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Receipts	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Receipts	Data Unavailable								
Change (%) in Total Exports	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Travel Agency	37%	39%	2 pts.
Airlines Directly	25%	28%	3 pts.
Personal Computer	29%	22%	-7 pts.
Friends/Relatives	15%	16%	1 pt.

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Visit Friends/Relatives	28%	36%	8 pts.
Leisure/Rec./Holidays	35%	31%	-4 pts.
Business/Professional	23%	20%	-4 pts.
Convention/Conference	8%	7%	-1 pt.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Visit Friends/Relatives	38%	46%	8 pts.
Leisure/Rec./Holidays	49%	44%	-5 pts.
Business/Professional	27%	21%	-6 pts.
Convention/Conference	13%	9%	-4 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	76%	74%	-2 pts.
Business & Convention	35%	29%	-6 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	33%	37%	5 pts.
Rented Auto	31%	29%	-3 pts.
Company or Private Auto	27%	25%	-2 pts.
Airlines in U.S.	22%	22%	0 pts.
City Subway/Tram/Bus	9%	12%	3 pts.

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2006	2007	% Point Change (2)
Shopping	84%	79%	-6 pts.
Dining in Restaurants	67%	61%	-6 pts.
Visit Historical Places	28%	36%	9 pts.
Amusement/Theme Parks	26%	25%	-1 pt.
Visit Small Towns	19%	21%	2 pts.
Art Gallery/Museum	17%	19%	3 pts.
Sightseeing in Cities	21%	16%	-5 pts.
Nightclubs/Dancing	13%	14%	1 pt.
Concert/Play/Musical	9%	13%	4 pts.
Visit National Parks	9%	12%	3 pts.

Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	39	40	2 days
Advance Trip Decision Time (med. days)	20	30	10 days
Prepaid Package	8%	5%	-4 pts.
First International Trip to the U.S.	10%	14%	4 pts.
Length of Stay in U.S. (mean nights)	10.8	14.0	3 nights
Length of Stay in U.S. (median nights)	6	6	0 nights
Number of States Visited (% 1 state)	84%	87%	4 pts.
Average Number of States Visited	1.2	1.2	0 states
Hotel/Motel (% 1+ nights)	69%	62%	-7 pts.
Average # of Nights in Hotel/Motel	5.3	5.4	0 nights
Travel Party Size (mean # of persons)	1.5	1.4	-0.1
Gender: % Male (among adults)	64%	52%	-11 pts.
Household Income (mean average)	\$85,500	\$74,700	-\$10,800
Household Income (median average)	\$71,700	\$54,200	-\$17,500
Average Age: Female	40	40	1 year
Average Age: Male	42	40	-2 years

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2006	Volume 2006 (000)	Market Share 2007	Volume 2007 (000)
REGIONS				
Atlantic Islands	0.6%	10	1.6%	30
East North Central	11.6%	199	9.1%	171
East South Central	0.8%	14	0.4%	8
Middle Atlantic	13.7%	235	33.0%	620
Mountain	11.9%	204	11.0%	207
New England	2.0%	34	1.6%	30
Pacific	28.3%	485	24.6%	462
South Atlantic	21.5%	368	13.5%	254
West North Central	2.0%	34	1.1%	21
West South Central	22.2%	380	14.0%	263

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (n/a) Estimate not available.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Mexican traveler who visits the United States.

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