



Manufacturing and Services

Office of Travel and Tourism Industries

2008 Market Profile: Mexico (Air Only)



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	1,513	1,437	1,359	1,440	1,668	1,713	1,878	1,708	195
Percentage Change (%)	-13%	-5%	-5%	6%	16%	3%	10%	-9%	13%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
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)	2007	2008	% Point Change (2)
Personal Computer	22%	35%	13 pts.
Travel Agency	39%	31%	-8 pts.
Airlines Directly	28%	27%	-1 pt.
Friends/Relatives	16%	12%	-4 pts.

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	31%	41%	9 pts.
Visit Friends/Relatives	36%	23%	-13 pts.
Business/Professional	20%	23%	3 pts.
Convention/Conference	7%	5%	-2 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	44%	55%	10 pts.
Visit Friends/Relatives	46%	34%	-12 pts.
Business/Professional	21%	27%	6 pts.
Convention/Conference	9%	8%	-1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	74%	73%	-1 pt.
Business & Convention	29%	32%	4 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	37%	38%	0 pts.
Rented Auto	29%	30%	1 pt.
Company or Private Auto	25%	26%	0 pts.
Airlines in U.S.	22%	23%	1 pt.
City Subway/Tram/Bus	12%	16%	4 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)	2007	2008	% Point Change (2)
Shopping	79%	80%	1 pt.
Dining in Restaurants	61%	70%	9 pts.
Visit Historical Places	36%	33%	-3 pts.
Amusement/Theme Parks	25%	27%	2 pts.
Sightseeing in Cities	16%	26%	10 pts.
Art Gallery/Museum	19%	21%	2 pts.
Visit Small Towns	21%	20%	-1 pt.
Concert/Play/Musical	13%	13%	0 pts.
Nightclubs/Dancing	14%	13%	-1 pt.
Cultural Heritage Sites	9%	11%	2 pts.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	40	46	5 days
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	5%	12%	7 pts.
First International Trip to the U.S.	14%	14%	0 pts.
Length of Stay in U.S. (mean nights)	14.0	8.8	-5 nights
Length of Stay in U.S. (median nights)	6.0	5.0	-1 night
Number of States Visited (% 1 state)	87%	84%	-3 pts.
Average Number of States Visited	1.2	1.3	0 states
Hotel/Motel (% 1+ nights)	62%	77%	15 pts.
Average # of Nights in Hotel/Motel	5.4	4.5	-1 night
Travel Party Size (mean # of persons)	1.4	1.4	0.0
Gender: % Male (among adults)	52%	55%	3 pts.
Household Income (mean average)	\$74,700	\$80,400	\$5,700
Household Income (median average)	\$54,200	\$68,200	\$14,000
Average Age: Female	40	39	-1 year
Average Age: Male	40	41	1 year

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
REGIONS				
Middle Atlantic	33.0%	620	19.1%	326
STATES				
New York	* *	* *	16.8%	287
CITIES				
New York City	* *	* *	16.4%	280

(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.

Survey of International Air Travelers: Table Number and Description

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- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

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U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
14th & Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
tinnet_info@mail.doc.gov

<http://tinnet.ita.doc.gov>