

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Market Profile: Mexico (Air Only)



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Visitation Trends (Arrivals)

[Thousands of Mexico (Air Only)Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	1,359	1,494	1,668	1,713	1,878	1,708	1,511	1,675	316
Percentage Change (%)	-5	10	12	3	10	-9	-12	11	23

Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
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)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	49	39	-9.9
Travel Agency	28	29	1.0
Airlines Directly	27	25	-1.4
Friends/Relatives	11	11	0.6

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	39	50	10.9
Business/Professional	23	20	-2.6
Visit Friends/Relatives	25	19	-5.1
Convention/Conference	7	7	-0.1

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	56	64	8.6
Visit Friends/Relatives	35	32	-2.8
Business/Professional	24	22	-2.6
Convention/Conference	10	9	-1.2
NET PURPOSES OF TRIP:			
Leisure & VFR	75	80	5.0
Business & Convention	31	29	-2.0

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	29	38	8.5
Rented Auto	36	29	-7.1
Company or Private Auto	23	27	3.9
Airlines in U.S.	20	22	2.4
City Subway/Tram/Bus	15	15	-0.2

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Shopping	85	81	-3.8
Dining in Restaurants	74	69	-4.6
Visit Historical Places	38	30	-8.2
Amusement/Theme Parks	30	29	-0.9
Sightseeing in Cities	24	22	-2.1
Visit Small Towns	25	21	-4.1
Art Gallery/Museum	25	16	-8.9
Concert/Play/Musical	19	15	-3.9
Nightclubs/Dancing	14	13	-1.4
Casinos/Gambling	10	12	2.2

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	54	48	-5.6 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	7%	10%	3.0 pts.
First International Trip to the U.S.	9%	9%	0.5 pts.
Length of Stay in U.S. (mean nights)	10.2	10.4	0.2 nights
Length of Stay in U.S. (median nights)	6	6	0 nights
Number of States Visited (% 1 state)	82%	83%	1.4 pts.
Average Number of States Visited	1.2	1.2	0.0 states
Hotel/Motel (% 1+ nights)	72%	79%	6.7 pts.
Average # of Nights in Hotel/Motel	6.1	6.2	0.1 nights
Travel Party Size (mean # of persons)	1.3	1.5	0.2
Gender: % Male (among adults)	59%	60%	0.6 pts.
Household Income (mean average)	\$75,000	\$84,000	\$9,000
Household Income (median average)	\$60,100	\$66,400	\$6,300
Average Age: Female	41	38	-2.4 years
Average Age: Male	41	42	1.3 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
REGIONS				
Middle Atlantic	18.1	273	17.1	286
STATES				
New York	15.7	237	14.9	250
CITIES				
New York City-WP-Wayne	15.5	234	14.5	243

- (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 = 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 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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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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