

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Market Profile: Mexico (Air Only)



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Visitation Trends (Arrivals)

[Thousands of Mexico (Air Only)Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	1,437	1,359	1,494	1,668	1,713	1,878	1,708	1,511	74
Percentage Change (%)	-5	-5	10	12	3	10	-9	-12	5

Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
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)	2008 (Percent)	2009 (Percent)	Point Change (2)
Personal Computer	35	49	13.4
Travel Agency	31	28	-2.3
Airlines Directly	27	27	0.0
Friends/Relatives	12	11	-1.2

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	41	39	-2.0
Visit Friends/Relatives	23	25	1.4
Business/Professional	23	23	0.0
Convention/Conference	5	7	1.5

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	55	56	0.8
Visit Friends/Relatives	34	35	1.3
Business/Professional	27	24	-2.6
Convention/Conference	8	10	1.9
NET PURPOSES OF TRIP:			
Leisure & VFR	73	75	1.7
Business & Convention	32	31	-1.9

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Rented Auto	30	36	6.3
Taxi/Cab/Limousine	38	29	-8.4
Company or Private Auto	26	23	-2.5
Airlines in U.S.	23	20	-2.8
City Subway/Tram/Bus	16	15	-0.7

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Shopping	80	85	4.9
Dining in Restaurants	70	74	3.7
Visit Historical Places	33	38	4.7
Amusement/Theme Parks	27	30	3.2
Art Gallery/Museum	21	25	3.6
Visit Small Towns	20	25	4.7
Sightseeing in Cities	26	24	-1.7
Concert/Play/Musical	13	19	5.8
Nightclubs/Dancing	13	14	1.5
Visit National Parks	9	14	5.0

Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	46	54	8.0 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	12%	7%	-4.8 pts.
First International Trip to the U.S.	14%	9%	-5.6 pts.
Length of Stay in U.S. (mean nights)	8.8	10.2	1.4 nights
Length of Stay in U.S. (median nights)	5	6	1 nights
Number of States Visited (% 1 state)	84%	82%	-2.8 pts.
Average Number of States Visited	1.3	1.2	-0.1 states
Hotel/Motel (% 1+ nights)	77%	72%	-4.3 pts.
Average # of Nights in Hotel/Motel	4.5	6.1	1.6 nights
Travel Party Size (mean # of persons)	1.4	1.3	-0.1
Gender: % Male (among adults)	55%	59%	3.7 pts.
Household Income (mean average)	\$80,400	\$75,000	-\$5,400
Household Income (median average)	\$68,200	\$60,100	-\$8,100
Average Age: Female	39	41	1.3 years
Average Age: Male	41	41	-0.8 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
REGIONS				
Middle Atlantic	19.1	326	18.1	273
STATES				
New York	16.8	287	15.7	237
CITIES				
New York City	16.4	280	15.5	234

(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 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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