

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Mexico (Air Only)



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	1,708	1,511	1,675	1,950	2,118	2,218	2,486	2,640	932
Percentage Change (%)	-9	-12	11	16	9	5	12	6	55

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013	2014	2015	Change 2015/2008
Total Travel and Tourism Exports ²	-	-	-	-	-	-	-	-	-
Travel Receipts	-	-	-	-	-	-	-	-	-
Education Receipts	-	-	-	-	-	-	-	-	-
Other Business/Personal	No Data Available								
Health/Border/Seasonal	-	-	-	-	-	-	-	-	-
Passenger Fare Receipts	-	-	-	-	-	-	-	-	-
% Change in Total Exports	-	-	-	-	-	-	-	-	-

Note: Estimates of passenger fares, education and other business/personal travel spending will be available in October 2016.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	53	55	2.3
Online Travel Agency	33	28	-4.9
Personal Recommendation	22	25	3.8
National/State/City Travel Office	19	15	-4.3
Corporate Travel Dept.	12	14	2.1
Travel Agency Office	14	11	-2.1
Tour Operator/Travel Club	4	6	1.4
Travel Guides	6	5	-0.7
Other	4	4	0.0

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Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	55	51	-3.7
Visit Friends/Relatives	18	20	1.5
Business	15	18	2.3
Convention/Conference/Trade Show	6	6	0.3
Education	4	4	0.3
Health Treatment	1	1	-0.3
Religion/Pilgrimages	0	0	0.0
Other	1	1	-0.6

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	64	61	-3.8
Visit Friends/Relatives	33	33	0.0
Business	18	20	1.6
Convention/Conference/Trade Show	9	9	0.1
Education	6	6	-0.3
Health Treatment	1	1	-0.4
Religion/Pilgrimages	1	0.4	-0.5
Other	1	1	-0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	79	76	-3.6
Business & Convention	25	26	1.4

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	87	86	-0.8
Sightseeing	58	62	3.3
Experience Fine Dining	39	41	2.0
Amusement/Theme Parks	29	25	-3.3
National Parks/Monuments	24	24	0.1
Art Gallery/Museum	24	23	-1.1
Historical Locations	18	17	-1.1
Small Towns/Countryside	18	17	-0.9
Nightclubbing/Dancing	20	16	-3.6
Concert/Play/Musical	15	15	-0.6
Guided Tours	14	14	0.5
Sporting Event	15	13	-1.7
Cultural / Ethnic Heritage Sites	14	12	-1.4
Casinos/Gamble	11	11	0.2
Water Sports	3	3	0.1
Snow Sports	1	3	1.5
American Indian Communities	3	3	-0.5
Camping/Hiking	5	2	-2.9
Environ./Eco. Excursions	1	2	0.4
Golfing/Tennis	3	2	-1.4
Hunting/Fishing	1	1	-0.8
Other	2	1	-1.0



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Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Auto, Private or Company	35	38	2.8
Taxicab/Limousine	28	29	1.8
Rented Auto	28	27	-0.6
Air Travel between U.S. Cities	25	22	-3.1
City Subway/Tram/Bus	22	16	-6.2
Bus between Cities	16	16	-0.3
Ferry/River Taxi/Srt Scenic Cruise	6	5	-1.6
Cruise Ship/River Boat 1+ Nights	2	3	1.3
Railroad between Cities	8	3	-5.1
Rented Bicycle/Motorcycle/Moped	1	2	0.1
Motor Home/Camper	0.3	0.1	-0.2

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	63	58	-5.0
Advance Trip Decision Time (median days)	30	30	0.0
Prepaid Package	7	8	0.8
First International Trip to the U.S.	12	15	2.7
Length of Stay in U.S. (mean nights)	12.1	11.6	-0.5
Length of Stay in U.S. (median nights)	6	6	0.0
Number of States Visited (% 1 state)	85	89	4.2
Average Number of States Visited	1.2	1.1	-0.1
Hotel/Motel (% 1+ nights)	71	70	-0.8
Average # of Nights in Hotel/Motel	7.1	6.2	-0.9
Travel Party Size (mean # of persons)	1.6	1.6	-158.4
Gender: % Male (among adults)	55	54	-0.2
Household Income (mean average)	\$79,679	\$65,851	-\$13,828
Household Income (median average)	\$40,000	\$40,000	\$
Average Age: Female (among adults)	38	38	0.4
Average Age: Male (among adults)	41	41	0.7

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

Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
Regions				
Mountain	**	**	16.46	435
Pacific	24.10	599	**	**
Middle Atlantic	13.10	326	**	**
States				
New York	11.90	296	**	**
Cities		**		**
New York City	11.70	291	**	**

(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.

(2) 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 incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers for travel between the United States and foreign countries and between two foreign points).

International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

(3) Percentage-point and percentage changes are based on non-rounded data.

(4) 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.

(-) No estimate available.

(**) Estimate not shown due to sample size fewer than 400 for this year.

(r) Estimate was revised.

(p) Estimate is preliminary and subject to revision.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? NTTO sells custom reports. To learn more, visit: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

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