

	A	B	C	D	E	F	G	H	I	J	K
1	MEXICO Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		1,511	1,675	1,950	2,118	2,218	2,358	2,640	2,549	1,038
7		% Change	27	11	16	9	5	6	12	-3	69
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016 ^P	Change 2016 / 2009
11	Total Travel & Tourism Exports ²		-	-	-	-	-	-	-	-	-
12	Travel Receipts (at U.S. destinations)		-	-	-	-	-	-	-	-	-
13	Education Receipts		-	-	-	-	-	-	-	-	-
14	Other Business/Personal Receipts		-	-	-	-	-	-	-	-	-
15	Health/Border/Seasonal		-	-	-	-	-	-	-	-	-
16	Passenger Fare Receipts (on U.S. carriers)		-	-	-	-	-	-	-	-	-
17	% Change in Total Receipts		-	-	-	-	-	-	-	-	-
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
21		Airlines	55	53	-2.1						
22		Online Travel Agency	28	31	2.9						
23		Personal Recommendation	25	23	-2.2						
24		National/State/City Travel Office	15	16	1.9						
25		Corporate Travel Dept.	14	15	0.3						
26		Travel Agency Office	11	10	-1.7						
27		Travel Guides	5	5	-0.3						
28		Tour Operator/Travel Club	6	4	-1.5						
29		Other	4	4	0.3						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
32		Vacation/Holiday	51	51	0.6						
33		Visit Friends/Relatives	20	19	-1.2						
34		Business	18	17	-0.1						
35		Convention/Conference/Trade Show	6	7	0.1						
36		Education	4	5	0.6						
37		Health Treatment	0.5	0.9	0.4						
38		Religion/Pilgrimages	0.1	0.2	0.1						
39		Other	0.5	0.1	-0.4						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
42		Vacation/Holiday	61	62	1.3						
43		Visit Friends/Relatives	33	33	0.3						
44		Business	20	20	0.0						
45		Convention/Conference/Trade Show	9	10	0.9						
46		Education	6	7	1.4						
47		Health Treatment	1.0	1.3	0.3						
48		Religion/Pilgrimages	0.4	0.9	0.5						
49		Other	0.5	0.0	-0.5						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	76	76	0.2						
53		Business & Convention	26	27	0.6						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56	Auto, Private or Company		38	40	-21.4						
57	Taxicab/Limousine		29	28	-1.4						
58	Rented Auto		27	25	-2.8						
59	Ride-Sharing Service		-	18	-						
60	Air Travel between U.S. Cities		22	17	-4.4						
61	City Subway/Tram/Bus		16	17	-4.0						
62	Bus between Cities		16	12	24.2						
63	Cruise Ship/River Boat 1+ Nights		3	5	1.6						
64	Ferry/River Taxi/Srt Scenic Cruise		5	5	0.3						
65	Railroad between Cities		3	4	0.9						
66	Rented Bicycle/Motorcycle/Moped		2	2	0.3						
67	Motor Home/Camper		0.1	0.7	0.6						
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
69	Shopping		86	83	-2.4						
70	Sightseeing		62	63	0.9						
71	Amusement/Theme Parks		25	27	1.8						
72	Art Gallery/Museum		23	27	3.9						
73	Experience Fine Dining		41	26	-14.6						
74	National Parks/Monuments		24	24	0.2						
75	Nightclubbing/Dancing		16	19	2.8						
76	Historical Locations		17	18	0.9						
77	Concert/Play/Musical		15	16	1.1						
78	Small Towns/Countryside		17	15	-1.5						
79	Guided Tours		14	13	-1.1						
80	Cultural / Ethnic Heritage Sites		12	12	0.0						
81	Sporting Event		13	12	-1.5						
82	Casinos/Gamble		11	11	-0.7						
83	Water Sports		3	3	0.0						
84	American Indian Communities		3	2	-0.2						
85	Golfing/Tennis		2	2	0.5						
86	Camping/Hiking		2	2	0.0						
87	Environ./Eco. Excursions		2	2	0.1						
88	Snow Sports		3	2	-0.9						
89	Hunting/Fishing		0.6	1.2	0.6						
90	Other		0.7	0.8	0.1						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
93	Advance Trip Decision Time (mean days)		58	58	-0.5						
94	Advance Trip Decision Time (median days)		30	30	0.0						
95	Prepaid Package		8	8	-0.4						
96	First International Trip to the U.S.		15	11	-4.1						
97	Length of Stay in U.S. (mean nights)		11.6	10.8	-0.8						
98	Length of Stay in U.S. (median nights)		6	6	0.0						
99	Number of States Visited (% 1 state)		89	89	0.6						
100	Average Number of States Visited		1.1	1.1	0.0						
101	Hotel/Motel (% 1+ nights)		70	70	-0.2						
102	Average # of Nights in Hotel/Motel		6.2	6.1	-0.1						
103	Travel Party Size (mean # of persons)		1.6	1.5	-0.1						
104	Gender: % Male (among adults)		54	52	-2.1						
105	Household Income (mean average)		\$ 65,851	\$ 59,024	-\$6,827						
106	Household Income (median average)		\$ 40,000	\$ 26,419	-\$13,581						
107	Average Age: Female (among adults)		38	39	1.0						
108	Average Age: Male (among adults)		41	40	-1.2						
109											

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	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015^r (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
110											
111											
112	Regions										
113	South Atlantic		**	**	26.27	670					
114	Pacific		**	**	20.26	516					
115	Mountain		16.46	435	**	**					
116	States										
117	Florida		17.07	**	20.52	523					
118	California		19.11	**	18.73	477					
119											
120	Notes:										
121	(1) 2016 arrivals and percent change reflect a combination of additional records counted and market conditions.										
122											
	(2) <i>Total Travel & Tourism Exports</i> = 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 and vessel operators 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										
123											
124											
125	(3) Percentage-point and percentage changes are based on non-rounded data.										
126											
127	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
128											
129	(-) No estimate available.										
130											
131	(n/a) Estimate not yet available.										
132											
133	(**) Estimate not shown due to sample size fewer than 400 for this year.										
134											
135	(r) Estimate was revised.										
136											
137	(p) Estimate is preliminary and subject to revision.										
138											
	Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html										
139											
140											
141	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
142											
143	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
144	http://travel.trade.gov/research/programs/ifs/customized.html										
145											
146	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
147											
148	Publication Date: August 2017										