

The Amazing Stats-At-A-Glance Country **OUTBOUND** Profile System

Mexico																			2010 Visitor Volume Rank: 2						
Travelers										Spending					Country Economics										
1) Total Outbound TRAVELERS (m)	2) Total Outbound % Change	3) Visitor Volume To USA (m)	4) USA Share of Outbound (%)	5) Visitor Volume To USA % Change	6) Total Outbound SPENDING (\$b)	7) To USA (\$b) (travel receipts + pass fare.)	8) USA Share of Outbound receipts only	9) To USA % Change	10) Real GDP % Change	11a) GDP/Capita (000s of constant \$US)	11b) GDP/Capita % change	12) GDP PPP/ Capita (000s of current \$Intl.)	13) Inflation % Change	14) Unemployment Rate (%)	15) Population (millions)	16) Government Debt to GDP Ratio	17) Currency Exchange Rate relative to US\$	18) Stock Market Performance (000s)							
1980	---	---	3.026	---	na	---	---	---	9.5	\$7.0	---	\$5.0	26.5	1.2	67.57	0	\$43.5860	19) IPC							
1985	---	---	2.542	---	na	---	---	---	2.2	\$4.6	---	\$6.3	57.7	4.4	75.47	0	\$3.8995								
1990	---	---	7.041	---	-3	na	---	---	5.2	\$4.8	12	\$7.4	26.6	2.7	83.23	0	\$0.3555								
1995	8.45	---	8.016	94.9	-31	\$3.2	\$3.37	90.1	-6.2	\$4.5	-37	\$8.2	35.1	6.2	91.15	0	\$0.1558	2.78							
1996	9.00	7	8.530	94.8	6	\$3.4	\$3.77	88.7	5.5	\$5.0	12	\$8.7	34.3	5.5	92.57	48	\$0.1316	3.36							
1997	8.91	-1	8.445	94.8	-1	\$3.9	\$4.30	88.3	7.2	\$5.9	17	\$9.4	20.6	3.7	93.93	44	\$0.1263	5.23							
1998	9.64	8	9.249	96.0	10	\$4.2	\$4.78	90.7	5.0	\$6.0	2	\$9.8	15.9	3.2	95.25	45	\$0.1095	3.96							
1999	10.35	7	9.928	95.9	7	\$4.5	\$5.08	90.6	3.6	\$6.8	13	\$10.2	16.6	2.5	96.58	47	\$0.1046	7.13							
2000	11.08	7	10.596	95.6	7	\$5.5	\$6.19	93.9	6.0	\$7.7	15	\$10.9	9.5	2.2	97.97	43	\$0.1058	5.65							
2001	12.08	9	11.567	95.8	9	\$6.7	\$6.27	93.3	-0.9	\$7.9	1	\$10.8	6.4	2.8	99.73	42	\$0.1070	6.37							
2002	11.95	-1	11.440	95.7	-1	\$5.1	\$6.89	91.8	0.1	\$7.6	-3	\$10.9	5.0	3.0	100.92	46	\$0.1036	6.13							
2003	11.04	-8	10.526	95.3	-8	\$6.3	\$6.86	91.2	1.4	\$7.3	-4	\$11.1	4.6	3.4	102.01	46	\$0.0927	8.80							
2004	12.49	13	11.907	95.3	13	\$7.0	\$7.62	89.9	4.0	\$7.6	4	\$12.0	4.7	3.9	103.01	41	\$0.0886	12.92							
2005	13.31	6	12.665	95.2	6	\$7.6	\$8.48	89.1	3.2	\$8.2	7	\$12.5	4.0	3.6	103.95	40	\$0.0918	17.80							
2006	14.00	5	13.317	95.1	5	\$8.1	\$9.27	88.1	5.2	\$8.8	8	\$13.4	3.6	3.6	104.86	38	\$0.0917	26.45							
2007	15.08	8	14.327	95.0	8	\$8.3	\$9.53	86.7	3.2	\$9.2	5	\$14.2	4.0	3.7	105.79	38	\$0.0915	29.54							
2008	14.45	-4	13.686	94.7	-4	\$8.5	\$9.74	85.9	1.5	\$9.5	3	\$14.6	5.1	4.0	106.68	43	\$0.0898	22.38							
2009	13.94	-4	13.229	94.9	-3	\$7.1	\$8.05	84.4	-6.2	\$7.4	-21	\$0.0	5.3	5.5	107.55	45	\$0.0740	32.12							
2010	14.24	---	13.469	94.6	2	\$7.3	\$8.73	82.1	5.4	\$8.6	15	\$0.0	4.2	5.4	108.63	43	\$0.0791	---							
2011f	---	---	13.604	---	1	---	\$9.38	---	3.8	\$9.5	11	\$0.0	3.4	4.5	109.71	43	\$0.0842	---							
2012f	---	---	14.164	---	4	---	\$9.06	---	3.6	\$9.8	3	\$0.0	3.1	3.9	110.81	44	\$0.0832	---							
2013f	---	---	14.799	---	4	---	\$9.39	---	3.7	\$10.1	3	\$0.0	3.0	3.5	111.92	44	\$0.0815	---							
2014f	---	---	15.309	---	3	---	\$9.74	---	3.8	\$10.4	3	\$0.0	3.0	3.5	113.04	43	\$0.0800	---							
2015f	---	---	15.814	---	3	---	\$10.09	---	3.4	\$10.7	3	\$0.0	3.0	3.5	114.17	43	\$0.0787	---							
2016f	---	---	16.313	---	3	---	\$10.43	---	3.2	\$10.9	2	\$0.0	3.0	3.5	115.31	43	\$0.0777	---							
2011f	20) The Economist The World 2012 Forecasts>>										3.1	\$9.6	\$17.7	\$9.6	3.8	115									
44	Period	08/00	10/00	08/00	10/00	10/00	10/00	10/00	10/00	10/00	10/00	10/00	10/00	10/00	10/00	10/00	10/00	10/00							
45	Change	3.37	2.87	-0.93	1.80	2.54	-11.80	0.84	0.63	3.17	10.66	0.34	-0.03												
46	% ch.	3.4%	2.7%	-9.3%	33%	41%	-13%	11%	4%	144%	11%	1%	-25%												
47	2011	3.4%	2.7%		3.2%	3.9%		1.2%	0.5%	10.4%	1.2%	0.1%	-3.2%												
48	21) Mexico	09 / 08	10 / 09	11 / 10	An. %	22) US States Visited				25) Countries Visited (060708 avg.)				Key Share / Ranking Metrics											
49	Jan	-3.1%	7.6%	-11.9%	8.2%	Rank	Mexico	060708	Sum top 10:	97%	Mexico	Mexico	1.6%	26) 2008	Global OUTBOUND Travelers: SHARE of 71										
50	Feb	-6.2%	-4.7%	1.5%	7.2%	1	24.9%	CA	1)	88.2%	United St	6) 0.6%	Cuba	10	27) 2008	Global OUTBOUND Travelers: RANK of 71									
51	Mar	-19.6%	6.0%	1.0%	7.3%	2	19.0%	NY	2)	2.8%	France	7) 0.6%	Guatemala	0.8%	28) 2010	Global OUTBOUND \$\$\$ SHARE of 182									
52	Apr	3.5%	7.6%	0.1%	8.7%	3	16.6%	TX	3)	1.5%	Canada	8) 0.5%	Germany	31	29) 2010	Global OUTBOUND \$\$\$ RANK OF 182									
53	May	-25.7%	22.7%	3.1%	7.7%	4	14.0%	FL	4)	1.3%	Spain	9) 0.4%	United Ki	22.5%	30) 2010	USA Visitor: SHARE of 217									
54	Jun	-15.2%	15.3%	-5.3%	7.5%	5	8.2%	NV	5)	0.6%	Italy	10) 0.4%	Brazil	2	31) 2010	USA Visitor: RANK of 217									
55	Jul	-10.1%	7.7%	3.9%	9.4%	6	8.0%	IL	Base: 108% of origin in 2007.				Mexico	6.5%	32) 2010	USA Spending: SHARE									
56	Aug	-13.4%	17.4%	-0.5%	7.5%	7	2.7%	AZ	TREND: USA dominant 88% share leaves little room for interesting trends... all changes for other countries are on tiny bases. #1 USA growth of 63%. #14 China highest growth on small base (+1,038%), #2 France (+377%), #10 Brazil (+217%), #3 Canada (+203%) on small 63K base, and #6 Cuba (+125%).				Mexico	4	33) 2010	USA Spending: RANK of 20 (13 countries later in 2011)									
57	Sep	8.6%	-8.1%	7.4%	7.5%	8	2.3%	NJ	Mexico	43%	34) 2010	Vacation / Leisure Travelers (main purpose) 080910													
58	Oct	5.7%	8.4%	-4.8%	8.4%	9	2.0%	PA	Mexico	Open	Open														
59	Nov	12.0%	-18.5%	21.1%	9.2%	10	2.0%	GA	Mexico	30%	36) Export % of GDP (year varies)	RANK													
60	Dec	19.3%	-8.0%	11.4%	11.4%	23) Geo-Equity (08)		24) VWP?	Mexico	\$ 2,452	37) 2010	\$\$\$ / visitor: SIAT: TOTAL TRIP				17 of 17									
61	YTD	-7.9%	7.6%	-0.7%	NOV	Mexico	8	exempt	Mexico	\$ 1,382	38) 2010	\$\$\$ / visitor: SIAT: IN THE USA				16 of 19									
62	24-mo	18-mo	12-mo	6-mo	3-mo	Mexico			Mexico	\$ 972	39) 2010	\$\$\$ / visitor: SIAT: AIRFARE				18 of 18									
63	3.1%	0.8%	0.2%	3.6%	7.6%	Mexico			Mexico	\$ 132	40) 2010	\$\$\$ / visitor / night SIAT: IN THE USA				6 of 19									
64	4) I-94	Mexico	1	CA	35.6	6	NM	3.7	Mexico	\$ 660	41) 2010	\$\$\$ / visitor: BEA TOTAL RECEIPTS				20 of 20									
65	Address	2009	2	TX	27.1	7	CO	2.3	Mexico	\$ 462	42) 2010	\$\$\$ / visitor: BEA IN USA RECEIPTS				20 of 20									
66	Total	Not	3	AZ	10.1	8	NY	2.3	Mexico	\$ 197	43) 2010	\$\$\$ / visitor: BEA Pass. Fare RECEIPTS				17 of 20									
67	OS	Rprtd.	4	NV	5.3	9	IL	1.6																	
68	6.023	0.163	5	FL	5.0	10	WA	0.5																	
69	Mexico	45) Currency Details: Mexican New Psc 2011-03 \$0.0833 The peso is up from early 2009, when it bottomed at below 7 cents, but it's all relative...still down from nearly 14 cents in 1995																							
70	46) Country Commentary: Mexico																								
71	ECONOMIST-THE WORLD 2012: none.																								
72	ECONOMIST INTELLIGENCE UNIT: Mexico recovers, helped by a return to growth in the US																								
73	September 15th 2010																								
74																									
75	Following a contraction of 6.6% in 2009, the Mexican economy is expected to grow by 4.6% in 2010 and 3.3% in 2011. The severity of the decline in 2009 was partly the consequence of close ties to the US,																								
76	which takes 80% of Mexico's manufactured exports and is an important source of remittance income, and was also partly driven by the outbreak of swine flu. In addition, unlike some countries, Mexico																								
77	prioritized maintaining hard-won fiscal stability over economic stimulus. A decent recovery is now under way but Mexico will be exposed to the softening of US GDP growth in the second half of 2010 and in																								
78	2011. On the policy front, Mexico faces structural challenges to raise its rate of sustainable growth. Not least, it will suffer from a decline in oil-related tax revenue owing to the depletion of Cantarell, its largest																								
79	oilfield. The current government is unable to push controversial measures through Congress so that major economic reforms are unlikely during the current administration, which will be in power until 2012.																								
80	BUSINESS MONITOR ONLINE: 2011Q1. Mexicana, the country's biggest airline before its collapse in August 2010, may resume flights in 2011. Resumed flight operations would be at a greatly reduced level,																								
81	including six US routes. Economy remains largely tied to the USA. No outbound information provided in report.																								
82	2012 GDP release for 2011 (+4.0%), 2012 (+3.1%), and 2013 (+2.7%).																								
83	DOC CS OFFICES: none.																								
84	OTHER: MVB: 2011. Obama proposed charge of \$5.50 per air and sea passenger to the USA in FY2012 budget proposal. (10% ish in 2010). Mexico TTB: 2010 bookings up 4%-9%, but 2010Q4 was down																								
85	sharply. 2011Q1 expected to be flat, but strong majority expect strong growth in 2011Q2. Motivators are accommodations rates, the exchange rate, and the economy in Mexico. The level of promotion by																								
86	other long-haul destinations top deterrent; others are visa processing and concerns over entry policies. Additionally, natural disasters in the U.S. continued to be ranked as a deterrent for the second survey in																								
87	a row.																								
88	TRAVEL FORECAST POSITIVES: Acquiring total visitor volume on monthly basis (not just I-94) helps in forecasting. Moderate, but declining real GDP growth. Peso appreciated lately, forecast to decline																								
89	slightly, but still in a decade plus-long slide. However, the currency exchange rate is already higher than the IMF 2011 forecast level. Population growing, keeping GDP/capita growth to a low level and 1/5 of																								
90	the USA. Good potential candidate to benefit from CTP marketing due to #2 ranking and impact on southern USA destinations.																								
91	TRAVEL FORECAST NEGATIVES: 2010 actual (+2%) underperformed versus the 2010 Spring expectation (+7%). Declines in monthly volume 5/6 past months including tiny increase in Feb. Proposed																								
92	charge of \$5.50 per air and sea passenger would impact only 11% or so of visitors in a typical year.																								
93																									
94																									
95																									