

Estimated Volume and Spending of Visitors from Mexico to California

Mode of U.S. Arrival	2006	2007	2008	2009	2010	% Change 2009-2010
Visitor Volume						
Land Travelers	7,645,000	6,954,000	6,365,000	5,908,000	6,053,000	2.5%
Day visitors	4,569,000	4,129,000	3,870,000	3,644,000	3,571,000	-2.0%
Overnight	3,076,000	2,825,000	2,495,000	2,264,000	2,858,000	9.6%
Air Travelers	466,000	428,000	378,000	343,000	376,000	9.6%
Total Visitors	8,111,000	7,382,000	6,743,000	6,251,000	6,429,000	2.8%
Total Visitor Spending in California (\$ billions)						
Total Spending	\$1.578 B	\$1.382 B	\$1.010 B	\$0.755 B	\$1.305 B	72.8%
Day visitors	\$0.253 B	\$0.240 B	\$0.234 B	\$0.208 B	\$0.193 B	-7.2%
Overnight	\$1.325 B	\$1.142 B	\$0.776 B	\$0.547 B	\$1.112 B	103.3%
Spending per Visitor in California						
Spending/Visitor	\$195	\$187	\$150	\$121	\$203	68.1%
Day visitors	\$55	\$58	\$60	\$57	\$54	-5.2%
Overnight	\$374	\$351	\$270	\$210	\$389	85.2%

- Visitors from Mexico spent an estimated \$1.3 billion in California during 2010, representing a substantial increase of about 73% from \$0.76 billion in 2009. Even with this large increase in spending by visitors from Mexico, total spending was still significantly below the peak of over \$1.6 billion reported for 2005.
- The \$1.3 billion in spending in California by visitors from Mexico ranked second only to Canada which posted almost \$1.4 billion in total spending for 2010.
- Average spending per Mexican day visitor to California was about \$54, generating a total of about \$193 million in spending in California (down from \$208 million in 2009).
- Average spending per Mexican overnight visitor to California was \$389, generating more than \$1.1 billion in spending in California.
- Overnight Mexican visitors reported a 7.2-night average length of stay in California for 2010. This was a strong rebound from the low of 6.4 nights average stay recorded for 2009. The length of stay peaked at 7.9 nights in 2007.
- Overnight Mexican (air) visitors to California have reported a rebound in average daily spending to \$140 from a low of \$85 per day in 2009. Average daily spending peaked at \$153 per day in 2005 and then declined each year through 2009.
- All Mexican overnight visitors to California including those that arrived by land or air reported spending an average of about \$41 per day in 2010.

Source: CIC Research Inc., August 2011.