

## CHARACTERISTICS OF TRAVELERS FROM MEXICO (Air) TO CALIFORNIA - 2010

Air travelers from Mexico represent one of the largest international markets for California with approximately 376,000 visitors to the state in 2010. Collectively visitors from Mexico arriving in the U.S. by air spent approximately \$379 million in California.

Visitors from Mexico to California in 2010, who arrived in the U.S. by air, reported spending \$140 per day during a 7.2 night average stay in California or approximately \$1,008 per visitor. The average spending for all overseas visitors to California was about \$1,209 (\$107 per day; 11.3 nights in California).

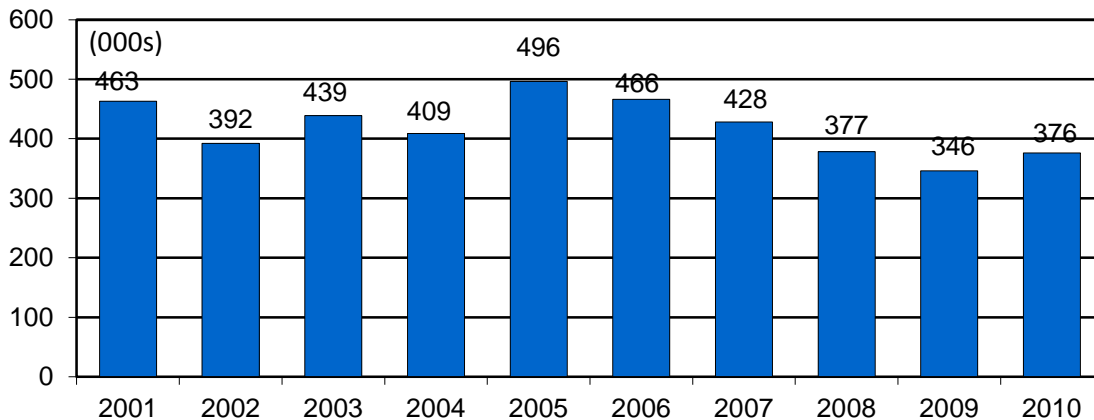
**Visitors from Mexico  
Arriving in the U.S. by Air**

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
1999	1,489,170	22.0%	328,000
2000	1,736,609	26.0%	452,000
2001	1,512,980	30.6%	463,000
2002	1,436,727	27.3%	392,000
2003	1,359,418	32.3%	439,000
2004	1,493,971	27.4%	409,000
2005	1,668,432	29.7%	496,000
2006	1,713,158	27.2%	466,000
2007	1,878,399	22.8%	428,000
2008	1,708,320	22.1%	377,000
2009	1,511,110	22.9%	346,000
2010	1,674,913	22.4%	376,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

**Visitors to California from Mexico Arriving in the U.S. by Air  
(2001-2010; in thousands)**



Source: International Trade Administration, Office of Travel and Tourism Industries.

Over the last 10 years Mexican air travelers who visited California have recorded substantial shifts in market share. The highest annual volume of visitors was in 2005 with 496,000 visitors to California from Mexico by air. From 2006 until 2009 the visitor volume decreased each year to a low of 346,000 visitors in 2009. In 2010 the visitor volume rose to 376,000.

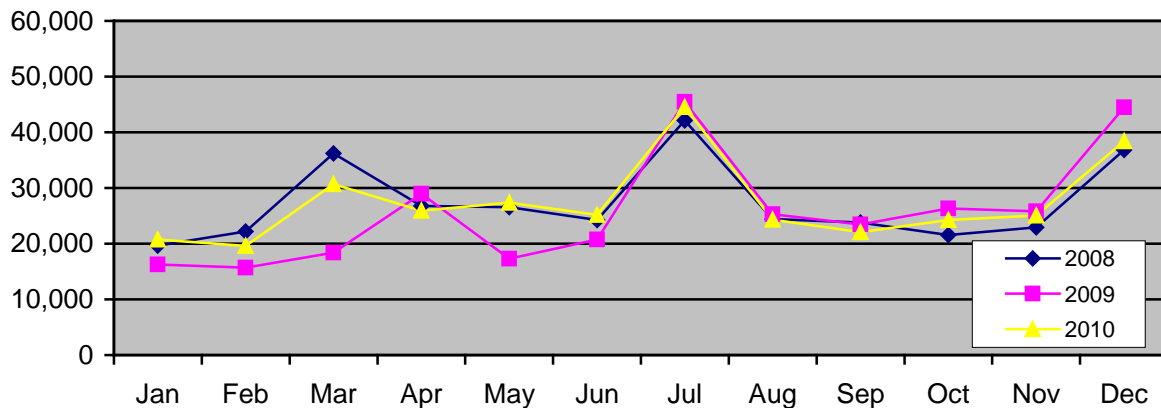
### Mexican Visitors to California Arriving by Land and Air (Estimated)

Mexican visitors to California who arrive in the U.S. by land are not included in the “Survey of International Air Travelers.” The volume of visitors to California from Mexico arriving in the U.S. by land was estimated at 6.05 million visitors for 2010 (5.91 million in 2009). Total Mexican visitors to California (arriving in the U.S. by air or land) in 2010 was estimated at 6.43 million visitors (6.25 million in 2009). The volume of Mexican visitors to the state has increased approximately 2.8% for 2010, but is about 25% below the peak of almost 8.6 million in 2005.<sup>1</sup>

### Mexican Arrivals at California Airports

Monthly volumes of port-of-entry air passenger arrivals from Mexico to California in 2010 were more consistent with 2008 than 2009. In general, Mexican resident air arrivals at California ports-of-entry peaked in July and December. The lowest volumes were recorded in January and February.

**Residents of Mexico  
Monthly Port of Entry Arrivals to CA (Air)  
2008-2010**



U.S. Department of Homeland Security, I-94 Form; CIC Research, Inc.

<sup>1</sup> Source: Continuous ongoing monthly intercept survey of visitors and monthly telephone survey of households for overnight in-home guests, CIC Research, Inc., August 2010. (Please note that residents of Mexico that cross the border on a daily basis for work are not defined as a visitor and are not included in the visitor volume estimates.)

## Comparison of Overseas Visitors to California with Visitors from Mexico

Detailed trip and traveler characteristics of visitors from Mexico by air are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from Mexico by air are more likely to:

- Have decidedly lower trip planning and advance airline booking horizons
- Book their air travel with the airlines directly
- Select an airline due to airfare
- Travel with family or relatives
- Have a shorter length of stay in the U.S. and in California
- Have a higher average number of trips to the U.S. in the previous 5 years
- Visit Anaheim/Santa Ana as part of their trip
- Spend less per visitor per trip in the U.S.
- Spend a high proportion of their travel expenditures on gifts or souvenirs

Conversely, visitors from Mexico by air are less likely to:

- Be on their first trip to the U.S.
- Travel to destinations which are further from Mexico such as San Francisco, New York City and Las Vegas
- Experience many activities including: dining out, sightseeing in cities, visiting historical places, visiting national parks, cultural heritage sites, touring the countryside, art galleries/museums, and going on guided tours
- Use airlines, taxis/limousines, or public transportation while in the U.S.

**Characteristics of Visitors to California from Overseas Countries and Mexico  
Who Arrived in the U.S. by Air (2010)**

<b>Trip &amp; Traveler Characteristics</b>	<b>All Overseas Visitors* (n = 7,760)</b>	<b>All Visitors to CA from Mexico (Air) (n = 201)</b>	<b>Leisure Visitors to CA from Mexico (Air) (n = 128)</b>
<b>Primary Purpose of Trip</b>			
Leisure/Recreation/Holidays	48%	44%	60%
Visit Friends/Relatives	22%	29%	40%
Business/Professional	21%	18%	-
Convention/Conference	5%	5%	-
Other Purpose	5%	4%	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Leisure/Recreation/Holidays	67%	65%	76%
Visit Friends/Relatives	39%	41%	49%
Business/Professional	24%	21%	5%
Convention/Conference	9%	9%	2%
<b>Sources Used to Plan Trip**</b>			
Personal Computer	44%	47%	44%
Travel Agency	40%	34%	39%
Airlines Directly	23%	27%	29%
Friends/Relatives	17%	14%	14%
Travel Guides	10%	2%	2%
Corporate Travel Department	8%	2%	1%
Tour Company	5%	-	-
State/City Travel Office	4%	3%	3%
Newspapers/Magazines	3%	1%	1%
<b>Advance Planning for Trip</b>			
7 days or less	6%	9%	6%
8 - 30 days	28%	41%	36%
31 - 60 days	20%	19%	17%
61 - 90 days	12%	15%	20%
More than 3 Months	34%	16%	22%
Total	100%	100%	100%
Average Planning Time in Days	98 days	64 days	79 days
<b>Advance Airline Reservations</b>			
7 days or less	12%	21%	13%
8 - 30 days	38%	43%	42%
31 - 60 days	17%	21%	22%
61 - 90 days	10%	8%	11%
91 - 120 days	7%	4%	6%
121 - 180 days	10%	3%	5%
6 Months or More	7%	1%	1%
Total	100%	100%	100%
Average Booking in Days	68 days	40 days	49 days

\* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

\*\* Multiple response question. Table may add to more than 100%.

Source: International Trade Administration, Office of Travel and Tourism Industries, "Survey of International Air Travelers."

**Characteristics of Visitors to California from Overseas Countries and Mexico  
Who Arrived in the U.S. by Air (2010 – cont.)**

<b>Trip &amp; Traveler Characteristics</b>	<b>All Overseas Visitors* (n = 7,760)</b>	<b>All Visitors to CA from Mexico (Air) (n = 201)</b>	<b>Leisure Visitors to CA from Mexico (Air) (n = 128)</b>
<b>Means of Booking Air Trip</b>			
Travel Agent	46%	40%	43%
Personal Computer	26%	31%	27%
Airlines Directly	13%	24%	25%
Corporate Travel Department	8%	2%	2%
Tour Operator	4%	1%	1%
Travel Club	1%	-	-
Other/Don't Know	2%	3%	3%
Total	100%	100%	100%
<b>Main Factor in Selecting Airline</b>			
Airfare	29%	41%	41%
Schedule	14%	11%	9%
Non-Stop Flight	14%	22%	27%
Mileage Bonus/Frequent Flyer Program	10%	2%	3%
Previous Good Experience	9%	11%	13%
Safety Reputation	8%	1%	-
Airline Loyalty	4%	1%	-
In-flight Service	4%	1%	-
Employer policy	3%	1%	1%
Other	6%	9%	6%
Total	100%	100%	100%
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	84%	86%	82%
Executive/Business	15%	6%	6%
First Class	2%	8%	12%
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	14%	11%	8%
No	86%	90%	92%
Total	100%	100%	100%
<b>Advance Package Booking</b>			
7 days or less	4%	30%	20%
8 - 30 days	27%	46%	45%
31 - 60 days	15%	8%	7%
61 - 90 days	10%	11%	19%
91 - 120 days	11%	-	-
121 - 180 days	20%	5%	9%
6 Months or More	14%	-	-
Total	100%	100%	100%

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**Characteristics of Visitors to California from Overseas Countries and Mexico  
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<b>Trip &amp; Traveler Characteristics</b>	<b>All Overseas Visitors* (n = 7,760)</b>	<b>All Visitors from Mexico (Air) (n = 201)</b>	<b>Leisure Visitors to CA from Mexico (Air) (n = 128)</b>
<b>Travel Companions**</b>			
Traveling Alone	39%	39%	32%
Spouse	27%	20%	25%
Family/Relatives	25%	36%	41%
Friends	11%	10%	11%
Business Associates	8%	2%	-
Tour Group	2%	1%	1%
<b>Average Travel Party Size</b>	1.6	1.6	1.7
<b>Median Travel Party Size</b>	1.0	1.0	1.0
<b>Type of Lodging**</b>			
Hotel / Motel	78%	70%	64%
Private Home	29%	32%	40%
Other	4%	4%	5%
<b>Length of Stay</b>			
Mean Nights in the U.S.	22.8 nights	11.0 nights	11.9 nights
Mean Nights in California	11.3 nights	7.2 nights	7.8 nights
% of California Nights	50%	65%	66%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	27%	10%	12%
Average Trips to the U.S. in Past Year	1.8 trips	2.9 trips	2.4 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	11.7 trips	10.5 trips
<b>Average Number of States Visited</b>	2.1 states	1.3 states	1.3 states
<b>Average Number of Destinations Visited</b>	3.0 dest.	2.1 dest.	2.3 dest.
<b>Places Visited in the U.S.**</b>			
Los Angeles	60%	66%	63%
San Francisco	47%	22%	28%
Las Vegas	29%	11%	14%
New York City	16%	5%	6%
San Diego	14%	10%	10%
Flagstaff	8%	-	-
Anaheim-Santa Ana	7%	23%	28%
Grand Canyon	5%	-	-
San Jose	5%	1%	1%
DC Metro Area	5%	1%	1%
Yosemite	4%	1%	2%
Chicago	4%	1%	-
Monterey-Salinas	4%	2%	2%
Miami	4%	-	-
Riverside/San Bernardino	4%	4%	6%
Seattle	3%	-	-

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<b>Activities Experienced While in the U.S.**</b>			
Shopping	88%	84%	87%
Dining Out	85%	73%	77%
Sightseeing in Cities	57%	24%	27%
Historical Places	47%	32%	34%
Amusement/Theme Parks	40%	45%	51%
National Parks	38%	11%	13%
Visiting Small Towns	38%	32%	37%
Cultural Heritage Sites	31%	13%	17%
Touring Countryside	31%	7%	8%
Art Gallery/Museum	26%	14%	18%
Casinos/Gambling	25%	18%	22%
Guided Tours	23%	10%	11%
<b>Transportation While in the U.S.**</b>			
Rented Auto	41%	33%	31%
Taxi/Limousine	39%	26%	24%
Airlines in U.S.	37%	20%	22%
Company or Private Auto	28%	36%	42%
City Subway/Tram/Bus	25%	12%	11%
Railroad between Cities	12%	6%	5%
Bus between Cities	10%	11%	14%
Motor Home/Camper	2%	1%	2%
<b>Visitor Spending in the U.S.</b>			
Per Travel Party Per Trip (U.S.)	\$3,797	\$2,446	\$2,972
Per Visitor/Trip (U.S.)	\$2,435	\$1,548	\$1,732
Per Visitor Per Day	\$107	\$140	\$146
Per Visitor/Trip (California)	\$1,209	\$1,008	\$1,139
<b>Spending by Category (Per Visitor/Trip)</b>			
Lodging	\$661	\$198	\$201
Food/Beverages	\$514	\$286	\$330
Gifts/Souvenirs	\$421	\$566	\$659
Transportation in the U.S.	\$384	\$213	\$237
Entertainment	\$243	\$181	\$218
Expenses at the Airport	\$34	\$27	\$21
Other	\$179	\$77	\$66
<b>Total Spending Per Visitor/Trip</b>	<b>\$2,435</b>	<b>\$1,548</b>	<b>\$1,732</b>

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<b>Payment Method for Trip Expenses</b>			
Credit Cards	52%	50%	54%
Cash	39%	44%	40%
Debit Cards	7%	6%	6%
Travelers Checks	1%	-	-
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	43 years	42 years	44 years
Average Age - Females	40 years	41 years	42 years
<b>Occupation</b>			
Professional/Technical	33%	39%	39%
Manager/Executive	29%	31%	31%
Student	10%	6%	4%
Retired	9%	8%	11%
Clerical/Sales	8%	6%	-
Other	12%	11%	14%
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	8%	20%	20%
\$20,000 - \$39,999	13%	15%	12%
\$40,000 - \$59,999	14%	12%	9%
\$60,000 - \$79,999	13%	10%	10%
\$80,000 - \$99,999	11%	5%	4%
\$100,000 - \$119,999	11%	10%	10%
\$120,000 - \$139,999	7%	8%	9%
\$140,000 - \$159,999	6%	36%	4%
\$160,000 - \$179,999	3%	2%	2%
\$180,000 - \$199,999	3%	-	-
\$200,000 and over	13%	17%	21%
Total	100%	100%	100%
Average Annual Income	\$96,200	\$86,700	\$95,500

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Source: International Trade Administration, Office of Travel and Tourism Industries,  
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