

Estimated Volume and Spending of All Visitors from Mexico to California

Mode of U.S. Arrival	2006	2007	2008	2009	% Change 2007-2008
Land Travelers					
Day visitors	4,569,000	4,129,000	3,870,000	3,644,000	-5.8%
Overnight	3,076,000	2,825,000	2,495,000	2,264,000	-9.3%
(Subtotal) Land Travelers	7,645,000	6,954,000	6,365,000	5,908,000	-7.2%
Air Travelers	466,000	428,000	378,000	343,000	-9.3%
Total	8,111,000	7,382,000	6,743,000	6,251,000	-7.3%

- Visitors from Mexico spent an estimated \$0.76 billion in California, representing a decrease of about 25% from \$1.01 billion in 2008. Even with this decreased overall spending, Mexico ranked second only to Canada which posted \$1.1 billion in total spending for 2009.
- Average spending per Mexican day visitor to California was about \$57, generating a total of about \$208 million in spending in California (down from \$234 million in 2008).
- Average spending per Mexican overnight visitor to California was \$210, generating a total of \$547 million in spending in California.
- Overnight Mexican visitors reported a shorter length of stay in California, decreasing from 7.9 nights in 2007, to 7.2 nights in 2008, and then dropping to 6.4 nights in 2009.
- Overnight Mexican (air) visitors have reported a substantial drop in average daily spending, which peaked at \$153 per day in 2005 and then declined each year from \$149 in 2006 to \$85 per day in 2009.
- All Mexican overnight visitors to California including those that arrived by land or air reported spending an average of about \$33 per day in 2009.

Source: CIC Research Inc., August 2010.