

# MEXICO

INTERNATIONAL INBOUND TRAVEL MARKET PROFILE (2014)



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# EXECUTIVE SUMMARY

Mexico is the second-largest inbound travel market to the United States, after Canada. More than 17 million Mexicans visited the U.S. on overnight trips in 2014, representing nearly a quarter of all international travelers to the United States. Mexico is also the third-largest U.S. travel export market with travel exports exceeding \$18 billion. Growth in Mexican travel to the U.S. is projected to remain stable—and high—ensuring a significant increase in the number of visitors.

## ARRIVALS

- In 2014, 17.1 million Mexican travelers visited the U.S., a 17 percent increase from 2013. Mexico represents almost 23 percent of all international travel to the United States.
- Nearly eight out of nine Mexican international overnight trips were to the United States.
- Travel by air rose six percent to an all-time high of 2.4 million Mexican visitors in 2014.

## ECONOMIC IMPACT

- Travel exports to Mexico reached \$18.7 billion in 2014 (about \$7 billion of which accounted for spending by border and seasonal workers), up three percent from 2013. Mexico is the United States' third largest travel export market.
- Travel is the sixth-largest U.S. export sector to Mexico, accounting for seven percent of all U.S. goods and services exports to Mexico.
- Due to spending by Mexican border and seasonal workers, the U.S. had a positive travel trade balance of \$4.9 billion in 2014.

## LOOKING FORWARD

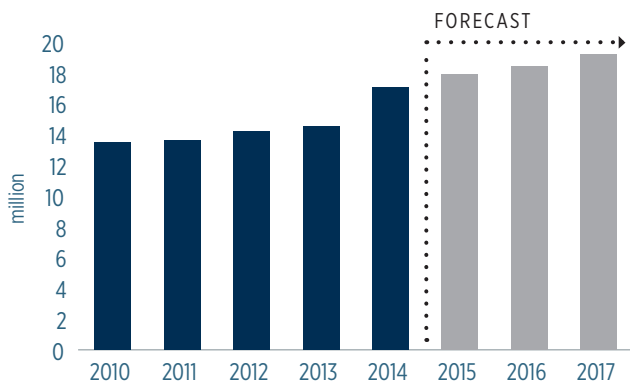
- Mexico will continue to be a vital export market for the U.S., but an unfavorable exchange rate could negatively impact spending.
- Almost 18 million Mexican travelers are forecast to visit the U.S. in 2015, a five percent increase from 2014. Mexican visitation is expected to increase by three-to-four percent per year for the next five years thereafter.

1. International standards now use a broader definition of travel than previously used, which in addition to in-country spending and passenger fares, 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>.

## 2014 Mexico Inbound Market Summary

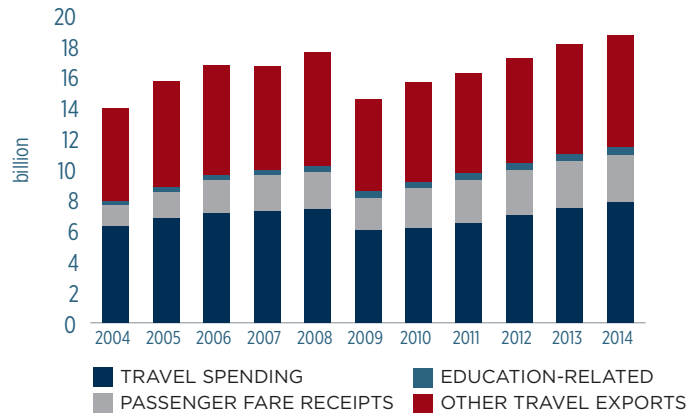
VISITATIONS	
U.S. Visitations from Mexico (thousands)	17,070
U.S. TRAVEL EXPORTS	
U.S. Travel Exports to Mexico (\$ million)	18,665
• Travel spending (\$ million)	7,845
• Education-related (\$ million)	508
• Passenger fare receipts (\$ million)	3,062
• Other travel exports (\$ million)	7,250
Annual change (%)	3.0
Percent of total U.S. exports to Mexico	6.9
U.S. TRAVEL TRADE BALANCE	
U.S. Mexico Travel Trade Balance (\$ million)	4,931
Annual change (%)	-22.2

Overnight Visitations to the U.S. from Mexico



SOURCE: U.S. Department of Commerce

U.S. Travel Exports to Mexico



SOURCE: U.S. Department of Commerce