



Year End 2023

Introduction

XBORDER Mexico (XBM) is the largest ongoing monthly survey of Mexican visitors traveling to the United States. XBM provides the U.S. Department of Commerce, National Travel and Tourism Office with an annual profile of Mexican land visitors to the United States. XBM is a syndicated product produced by XBorder Research Group, a partnership between Travel Market Insights Inc. and DataPath Systems.

Starting in 2023, XBorder Research Group launched the XBM program to provide United States, state, and select city visitor volumetrics (visits, spending, nights) and in-depth comprehensive visitor profiles never before reported.

The following 2023 annual report provides volumetrics and visitor profiles for Overnight visitors only. The XBM program also collects Day visitor volume and Day non-visitor volume. XBM can integrate the Day visitor data into reports for states as a special custom data report. For additional XBM programs, please see the XBM Product Tab in this report or visit: <https://www.xborderresearch.com/our-programs>.

Methodology

XBorder Mexico provides subscribers with trusted confidence that the Mexican visitor volumetrics and profiles are based on proven statistical methodologies.

XBM's methodology has been vetted by national, state, and city industry leaders. For example, The U.S. Department of Commerce, National Travel and Tourism Office conducted extensive vetting of the XBM methodology, including a global review of other resources and methodologies. The result, USDOC, NTTO designated XBM (starting in 2024) as the official source for Mexican visitor profiles to the U.S. and for state-level reporting for Mexican visitors by land.

In 2023 XBM completed the survey program by implementing a monthly multiple-panel approach. In 2023 36,476 total Mexicans were surveyed. Of those, 5,853 had taken a trip to the U.S. in 2023 and are included in this report. Based on a representative sample the Margin of Error (ME) would be +/- 0.30 on the total sample at a 95% confidence level. For most subgroups reported the ME ranges from +/- 0.30 to +/- 3.0 at a 95% confidence level.

In the survey a trip was defined as: when you visited anywhere in the United States (including Puerto Rico/Virgin Islands/U.S. Territories) for any type of non-routine, non-essential trip (leisure, personal, business, pass-through, etc.) which was 100 km from home and not just for routine errands or for your regular job/work commute. A trip can include day-trips and overnight trips. Include trips even when you only changed planes, or boarded a cruise ship in the U.S. Please, do not include routine or essential trips such as commuting to/from work or school, school lasting 90+ days, or trips taken as a flight attendant or commercial vehicle operator.

Data Weighting

Data weighting is comprehensive and involves three steps at the national level:

Step One: It matches the panel respondents (travelers and non-travelers) back to Canadian census data on key demographics for: Age, Region, Gender, Children at Home, Employment, Education, and Marital Status (known factors that impact travel).

Step Two: Next, it matches travelers to INEGI (Banco de Mexico) on entry month and land and air entry volumes (adjusted by NTTO).

Step Three: the data is projected to the total number of visitors using NTTO reports. Final data counts match the NTTO reports and the U.S. I-94 reports (overnight counts).

Contacts

Visit XBorder Research at: xborderresearch.com

Subscription and Program Development:

Scott C. Johnson
Ph: 518-668-2559
Scott@travelmi.com

Technical Support and Development:

Donna Larsen
Ph: 575-415-4601
Donna@DataPathSystems.net