




Year End 2023
State - NOT REAL DATA - SAMPLE ONLY

Size of the Overnight Mexican Market	Mexican Overnight Visitors			
	Overnight Visitors to the United States	Overnight Visitors to State	Nights Spent in State	Direct Spend in State
	20,514,340	xxxxxx	xxxxx	\$xxxxxx

How are they planning?	Mexican Overnight Visitors To Arizona			
	Decision Days Prior to travel (Average)	Information Sources (total mentions)		Among Social Media - Regularly Use
	25	Friends/Family	60%	YouTube 40%
		Websites	30%	Facebook 60%
		Social Media	30%	Instagram 50%
		Online Experts/Influencers	10%	Trip Advisor 20%

Who is coming?	Mexican Overnight Visitors To Arizona			
	Region of Residence	 Average Age 38.0	Total Travel Group Composition	Average Party Size
	California Border 10%			Child(ren) <18 on Trip 53%
	Arizona Border 20%	Couple - No Kids on Trip 12%		Avg. in Household 2.0
	Texas Border 10%	Other group types 25%		
	Mexico City/FD 10%	Solo Traveller 10%		
	Other Mexico 50%			

How/When are they coming?	Mexican Overnight Visitors To Arizona			
	Travel Season	Avg. Nights in State	Transportation	Packages
	Quarter 1 25%	5.0	Air Travelers 15%	Trip Included a Package/Bundle
	Quarter 2 25%		Land Travelers 85%	
	Quarter 3 25%	Accommodations On Trip	Paid Accommodations 80%	60%
	Quarter 4 25%		Hotel 60%	
			Shared Economy 10%	
			Unpaid Accommodations 30%	

Why are they coming?	Mexican Overnight Visitors To Arizona			
	Primary Purpose of Trip	Activities on Trip		
	Leisure/Holiday 90%	Entertainment 30%	Art/Culture 40%	
	Business 5%	Family/Sightseeing/Misc. 50%	Events/Festivals 20%	
	Other 5%	Nature/Outdoors 30%	Adventure Sports 20%	
		Recreational Sports 30%	Business 15%	

What are they spending?	Mexican Overnight Visitors To Arizona			
	Per Person Spend in Arizona	Spending Categories - % spent in each per Trip		
	Per Trip (Avg) \$900	Accommodations 25%	Getting Around 15%	
	Per Night (Avg) \$200	Food/Bev/Dining/Grocery 20%	Shopping 20%	
		Entertainment/Activities 10%	Other 10%	