

INTERACTIVE MARKET DATA

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Brand USA provides vital statistics on inbound travelers from across the world, giving stakeholders access to relevant information on valuable global markets. See below for insights into future international travel to the United States, including main motivating factors, how to reach future visitors, when they travel, how they travel, and current tourism perceptions of the USA.

Use the drop down list to select from **25 key markets**.



## Market Profile: Mexico

All Respondents

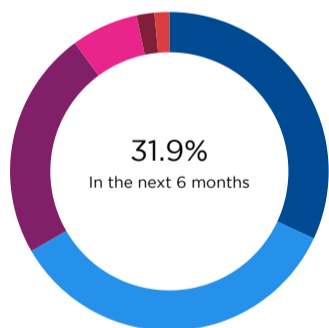
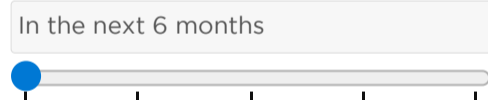
Mexico

All Respondents

### Travel Patterns

#### Likelihood to Travel to the United States

When, if ever, are you likely to visit the United States on an intercontinental overnight leisure trip?

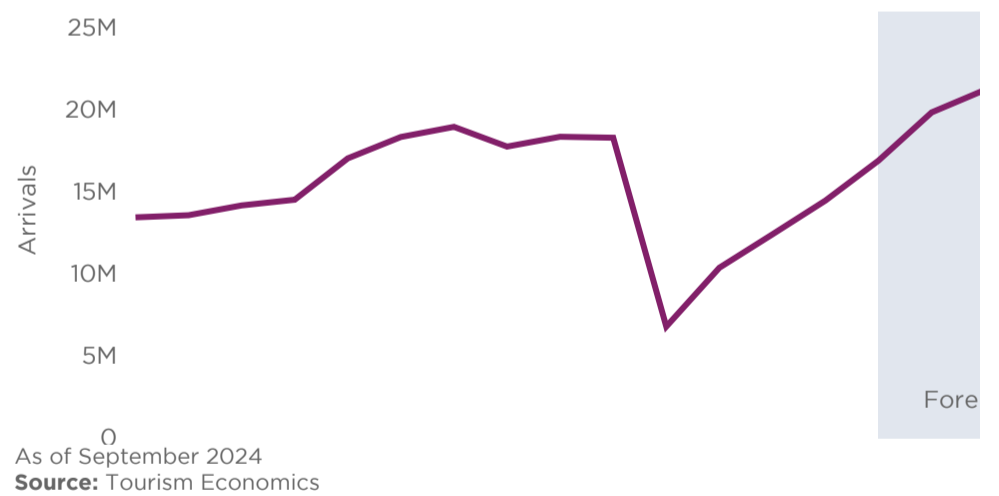


- In the next 6 months: 32%
- 6 months to less than 12 months from now: 35%
- 1 year to less than 2 years from now: 23%
- 2 years to less than 5 years from now: 7%
- 5 or more years from now: 2%
- Not likely to ever visit: 2%

#### Travel to the U.S.

Overnight visitor arrivals from Mexico by year

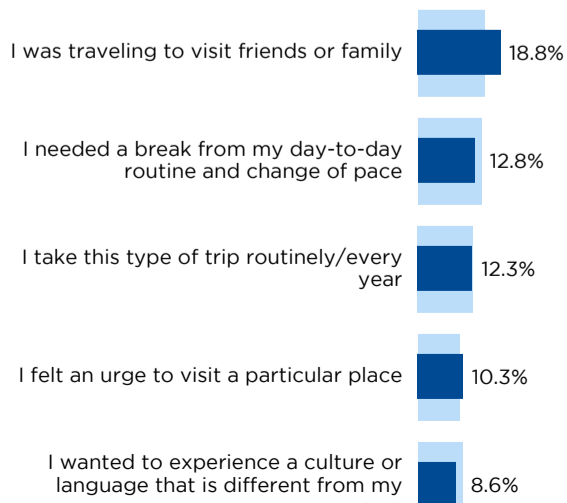
2024 Arrivals Forecast From Mexico: 16.9M



#### Reasons for Last Intercontinental Trip

Which of the following best describes what prompted you to take your most recent intercontinental overnight leisure trip?

Mexico Avg. for All Markets



#### Motivations for Last Intercontinental Trip

What was the main motivation for your most recent Intercontinental overnight leisure trip?

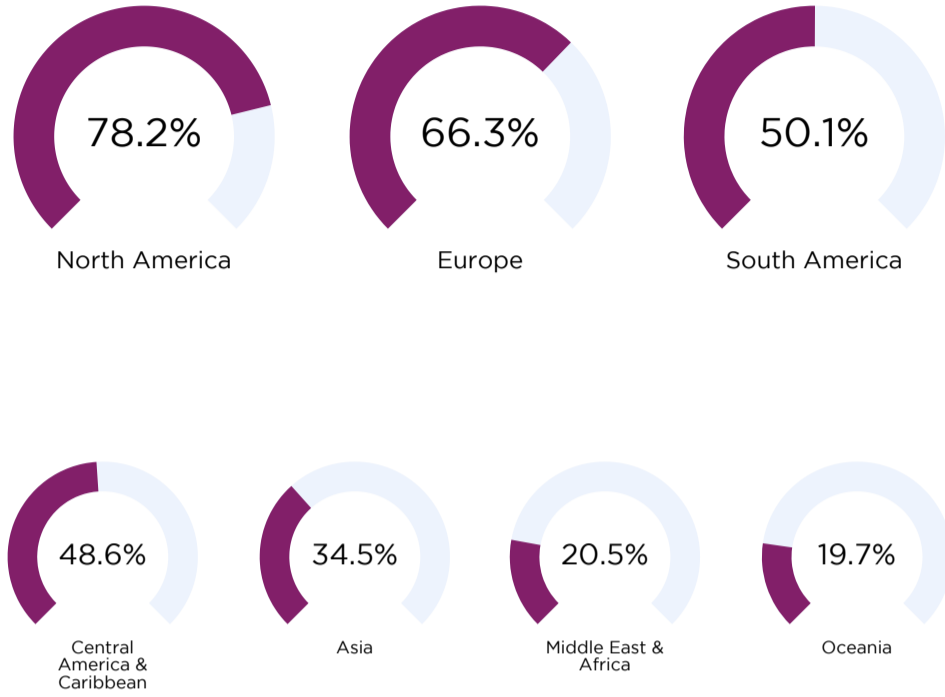


- Treat myself and have fun: 31%
- Visit faraway friends or family: 15%
- Connect with my family or loved ones: 13%
- Reduce stress and recharge: 12%
- Learn about different cultures: 10%
- Satisfy a sense of adventure: 10%
- Special events (e.g., food festivals, music festivals, sports events): 7%
- Other: 1%
- Pursuing wellness programs/lifestyle: 1%

# Next Intercontinental Leisure Trip

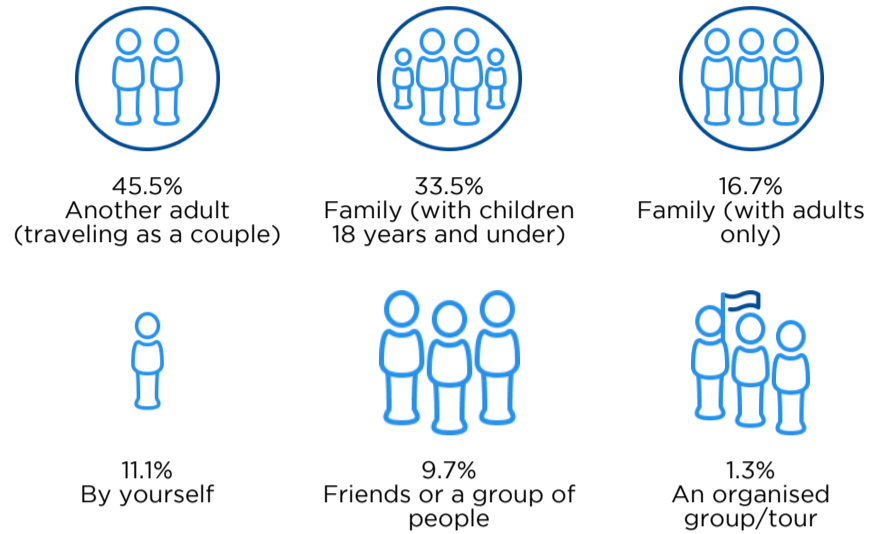
## Regions Likely to Visit

How likely are you to visit the following regions for an international overnight trip in the next 12 months? Share indicating "likely" or "very likely"



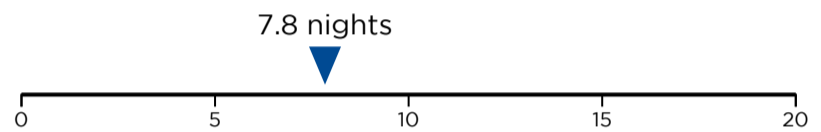
## Travel Party

Who will travel with you on your next overnight leisure trip?



## Average Trip Duration

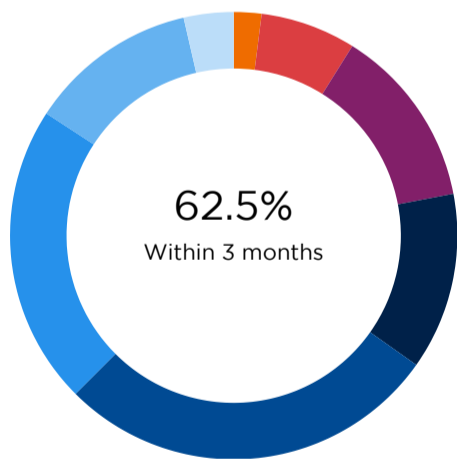
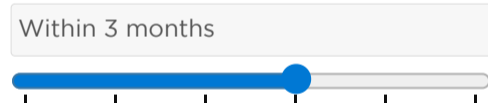
Average nights on next overnight leisure trip



# Travel Planning

## Advance Planning: Destination Selection

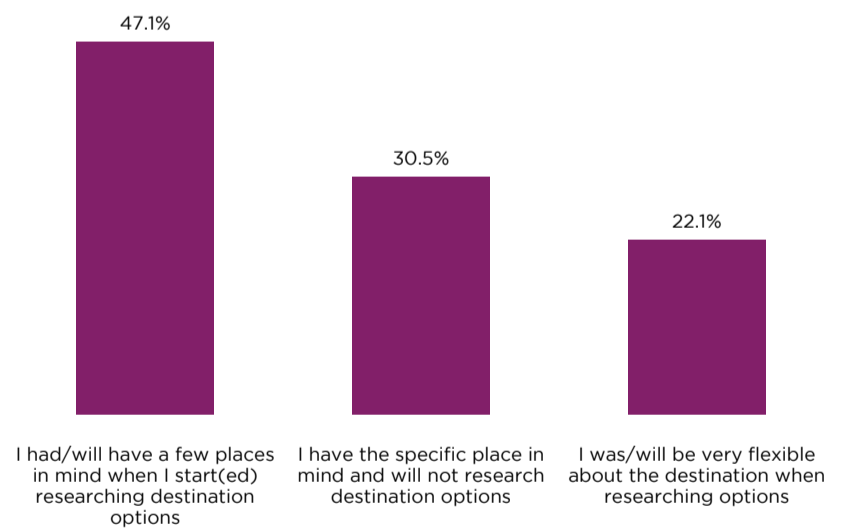
How far in advance of your departure date did/will you select the destination before your next leisure trip?



- The same day of my departure: 2%
- 2 days to less than 1 week: 7%
- 1 week to less than 3 weeks: 13%
- 3 weeks to less than 4 weeks: 13%
- 1 month to less than 3 months: 28%
- 3 months to less than 6 months: 22%
- 6 months to less than 12 months: 12%
- 12 or more months: 4%

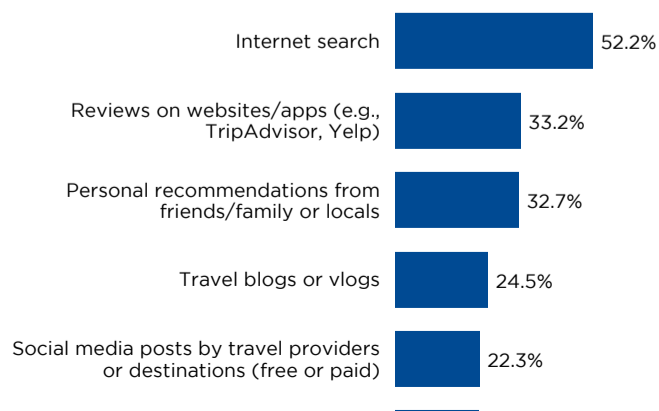
## Destination Options in Mind

Which of the following statements best describes the circumstances of your next overnight leisure trip?

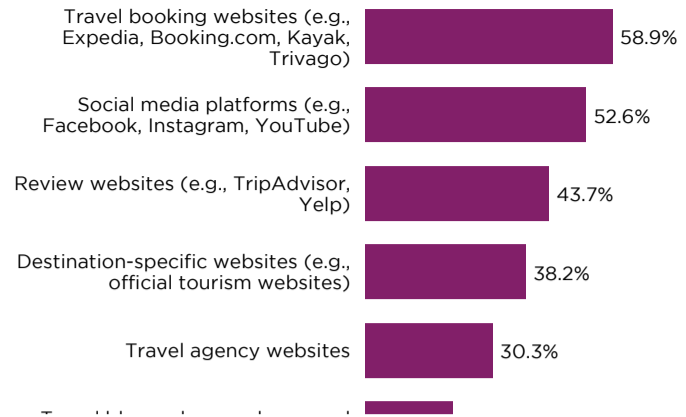


## Planning Sources

### RESEARCHING DESTINATION INFO



### WEBSITES FOR SELECTING A DESTINATION



### Social Media Channels

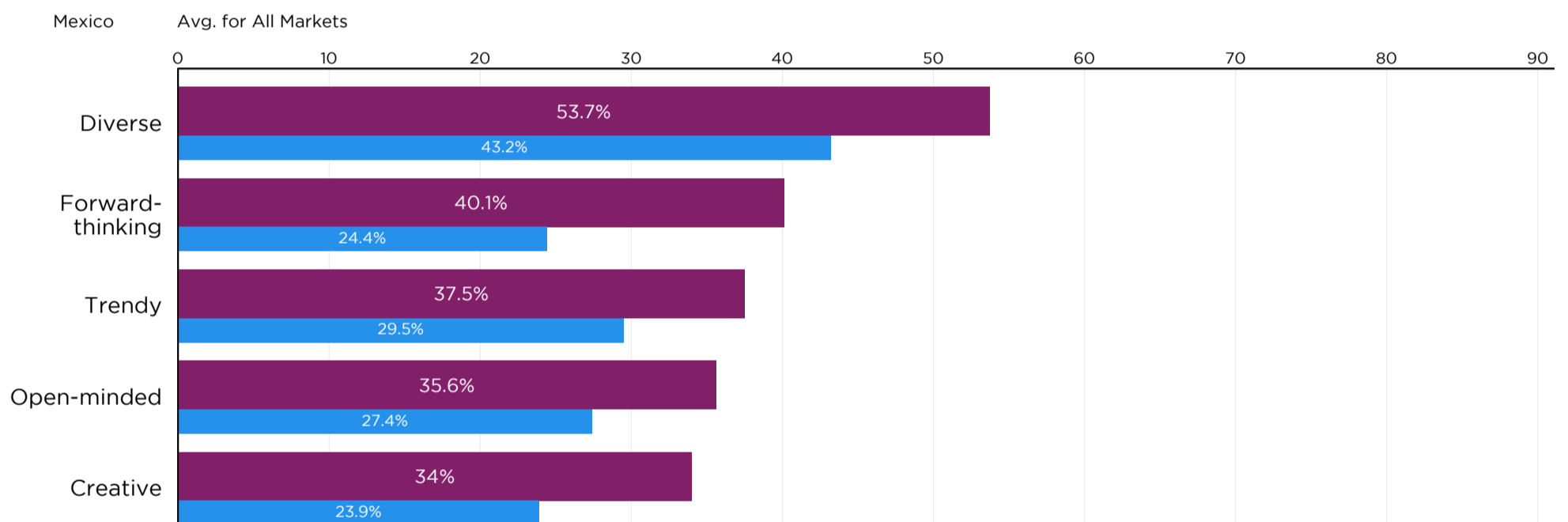


## United States Perceptions & Trip Characteristics

### Impressions of the United States

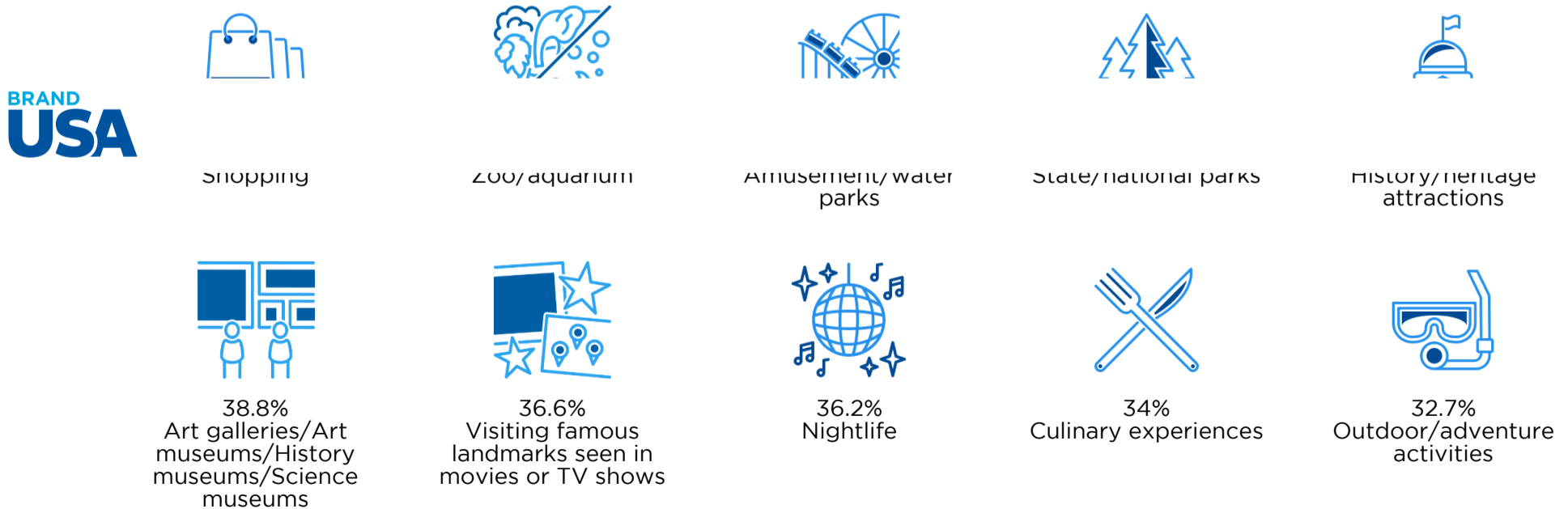
Characteristics that best describe the United States according to travelers from Mexico

Show:  ▾



### Trip Activities

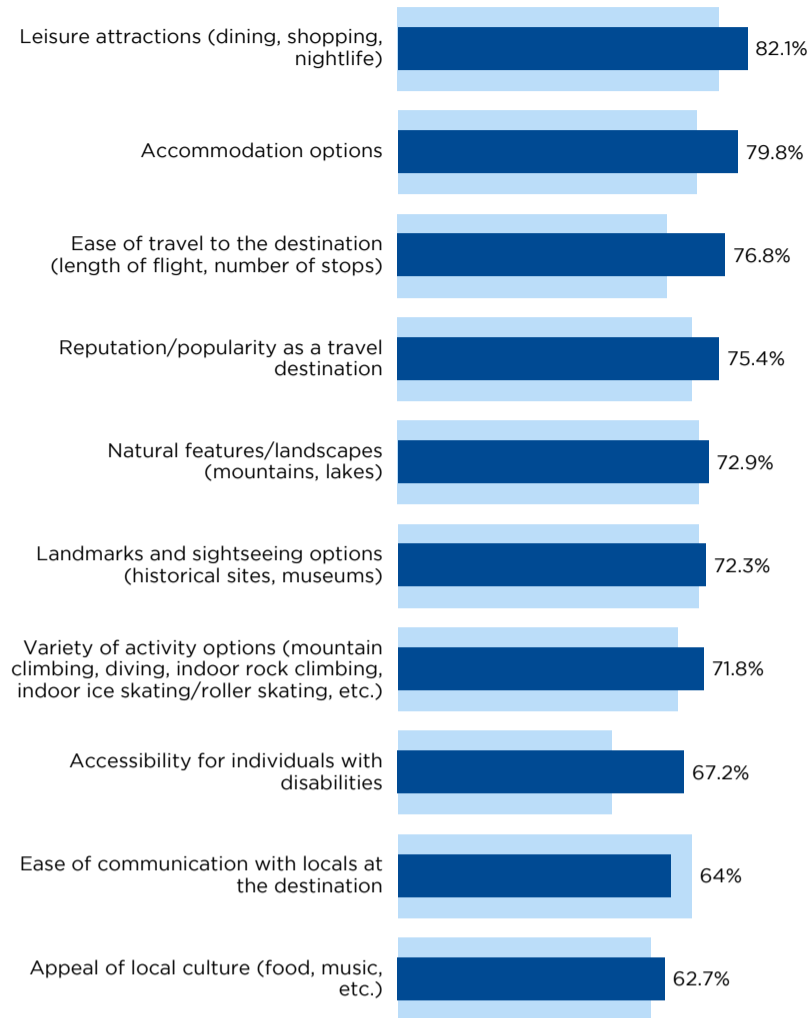
Which of the following activities would you be interested in participating while travelling in the United States during your future overnight leisure trip?



## United States Attributes

Based on your perception, even if you have never visited, please rate the performance of the United States on the following attributes. Share indicating "above average" or "excellent".

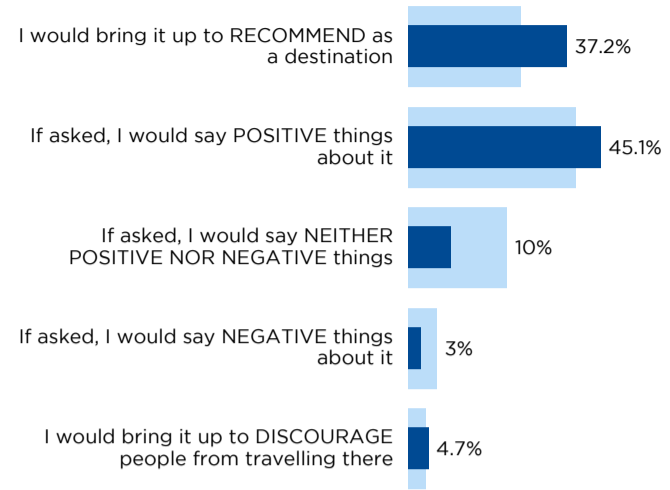
Mexico Avg. for All Markets



## Net Promoter

If a friend or relative were discussing a future international overnight leisure trip destination with you, which statement would best describe your attitude toward the United States?

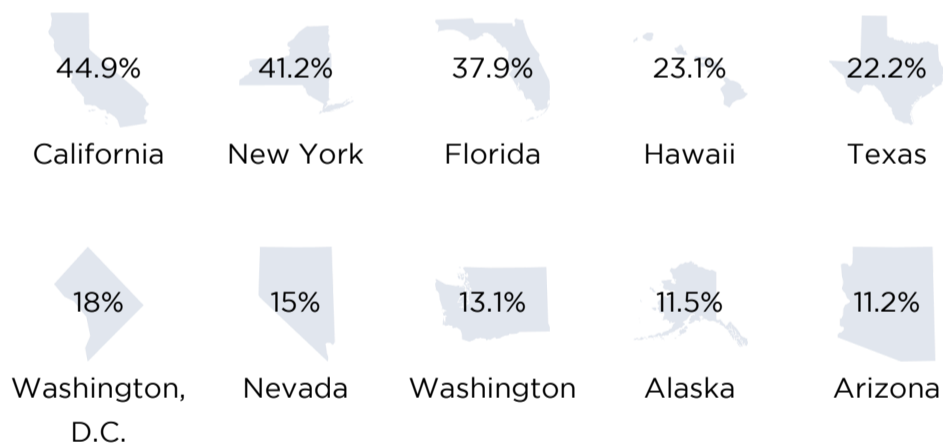
Mexico Avg. for All Markets



## Destination Interests

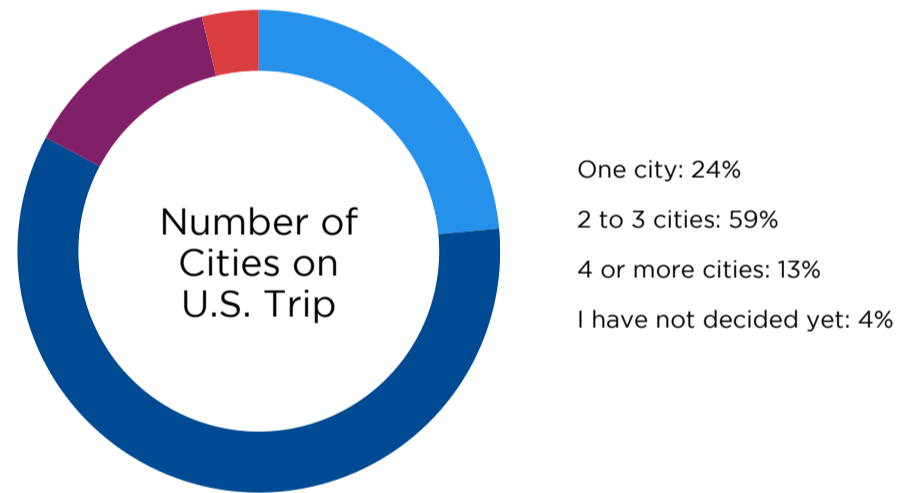
Which U.S. state(s) and/or territories are you interested in visiting?

Display:  ▾



## Number of Cities

How many U.S. cities do you plan to visit on a future overnight leisure trip?



Source: Brand USA Market Intelligence Survey, August 2024.

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