

## Estimated Volume and Spending of Visitors from Mexico to California

Mexican Visitors to CA Mode of U.S. Arrival	2011	2012	% Change 2011-2012
<b>Land Travelers</b>	<b>6,368,000</b>	<b>6,729,000</b>	<b>5.7%</b>
Day visitors	3,673,000	3,910,000	6.5%
Overnight	2,695,000	2,819,000	4.6%
<b>Air Travelers</b>	<b>491,000</b>	<b>504,000</b>	<b>2.6%</b>
<b>Total Visitors to CA</b>	<b>6,859,000</b>	<b>7,233,000</b>	<b>5.5%</b>
<b>Total Spending in CA</b>	<b>\$1.727 B</b>	<b>\$2.009 B</b>	<b>16.3%</b>
Day visitors	\$0.198 B	\$0.218 B	10.1%
Overnight visitors	\$1.529 B	\$1.791 B	17.1%
<b>Spending Per Visitor in CA</b>	<b>\$252</b>	<b>\$278</b>	<b>10.3%</b>
Day visitors	\$54	\$56	3.1%
Overnight	\$480	\$539	12.3%

- Visitors from Mexico spent an estimated \$2.0 billion in California during 2012, representing a strong increase of about 16% from \$1.7 billion in 2011.
- The \$2.0 billion in spending in California by visitors from Mexico ranked second only to Canada which posted more than \$2.1 billion in total spending for 2012.
- Average spending per Mexican day visitor to California was about \$56, generating a total of almost \$218 million in spending in California.
- Average spending per Mexican overnight visitor to California was \$539, generating almost \$1.8 billion in spending in California.
- Overnight Mexican visitors reported a 10.6-night average length of stay in California for 2012. This continued a strong rebound from the low of 6.4 nights average stay recorded for 2009.
- Overnight Mexican (air) visitors to California reported an average daily spending of \$93 in 2012.
- Mexican overnight visitors to California that arrived by land reported spending an average of about \$58 per day in 2012.

Source: Tourism Economics, Revised estimates of Mexican-air visitors, November 2013.  
CIC Research Inc., November 2013.