

Estimated Volume and Spending of Visitors from Mexico to California

Mexican Visitors to CA Mode of U.S. Arrival	2013	2014	2015	% Change 2014-2015
Land Travelers	6,962,000	7,030,000	7,245,000	3.1%
Day visitors	4,058,000	4,097,000	4,283,000	4.5%
Overnight	2,904,000	2,933,000	2,962,000	1.2%
Air Travelers	515,000	542,000	554,000	2.2%
Total Visitors to CA	7,477,000	7,572,000	7,799,000	3.0%
Total Spending in CA (\$Bils.)	\$2.996 B	\$2.942 B	\$3.115 B	5.9%
Day visitors	\$0.236 B	\$0.245 B	\$0.251 B	2.4%
Overnight visitors	\$2.760 B	\$2.697 B	\$2.864 B	6.2%
Spending Per Visitor in CA	\$402	\$389	\$399	2.8%
Day visitors	\$58	\$60	\$59	-2.4%
Overnight	\$807	\$776	\$815	5.0%
Air Travelers Spending in CA	\$0.512 B	\$0.526 B	\$0.586 B	11.5%
Spending per visitor	\$994	\$970	\$1,058	9.1%
Land Travelers Spending in CA	\$2.484 B	\$2.416 B	\$2.529 B	4.7%
Spending per visitor	\$357	\$344	\$349	1.6%

- Visitors from Mexico spent about \$3.1 billion in California during 2015, representing an increase of about 5.9% from \$2.9 billion in 2014.
- The \$3.1 billion in spending in California by visitors from Mexico ranked first, followed by Canada which posted almost \$2.1 billion in total spending for 2015.
- Average spending per Mexican day visitor to California was about \$59, generating a total of about \$251 million in spending in California.
- Average spending per Mexican overnight visitor to California was \$815, generating almost \$2.9 billion in spending in California.
- Overnight Mexican visitors reported a 5.9-night average length of stay in California for 2015. This was an increase from the 5.7-night average stay reported in 2014.
- Overnight Mexican visitors to California who arrived in the U.S. by air reported an average daily spending of \$141 in 2015 during their 7.5-night average stay in California (7.2 nights in 2014).
- Mexican overnight visitors to California who arrived by land reported spending an average of about \$137 per day in 2015 during their 5.6-night average stay in California (5.4 nights in 2014).

Sources: CIC Research Inc. and Tourism Economics, October 2015.