

**Estimated Volume and Spending of
All Visitors from Mexico to California**

Mode of U.S. Arrival	2006	2007	2008	% Change 2007-2008
Land Travelers				
Day visitors	4,569,000	4,129,000	3,870,000	-6.3%
Overnight	3,076,000	2,825,000	2,495,000	-11.7%
Subtotal-Land Travelers	7,645,000	6,954,000	6,365,000	-8.5%
Air Travelers	466,000	428,000	378,000	-11.7%
Total	8,111,000	7,382,000	6,743,000	-8.7%

- Visitors from Mexico spent an estimated \$1.01 billion in California, ranking second only to Canada which posted \$1.1 billion in total spending.
- Average spending per Mexican day visitor to California was just over \$60, generating a total of about \$234 million in spending in California.
- Average spending per day by Mexican overnight visitors- which includes both land and air travelers- was \$38.
- Overnight Mexican visitors reported a shorter length of stay in California, decreasing from 7.9 nights in 2007 to 7.2 nights in 2008.
- Average per trip spending by Mexican overnight visitor to California was \$270, generating a total of \$776 million in spending in California.
- Overnight Mexican air visitors also reported a substantial drop in average spending per day from \$149 in 2006, to \$115 in 2007, and declined a further 8.7% to \$97 in 2008.

Source: CIC Research Inc., September 2009.