**Mexico**

**Market snapshot**

**Annual visits**

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>90,000</td>
</tr>
<tr>
<td>2014</td>
<td>95,000</td>
</tr>
<tr>
<td>2015</td>
<td>101,000</td>
</tr>
<tr>
<td>2016</td>
<td>100,000</td>
</tr>
<tr>
<td>2017</td>
<td>121,000</td>
</tr>
<tr>
<td>2018</td>
<td>138,000</td>
</tr>
</tbody>
</table>

**Annual visitor spend**

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>64m</td>
</tr>
<tr>
<td>2014</td>
<td>75m</td>
</tr>
<tr>
<td>2015</td>
<td>85m</td>
</tr>
<tr>
<td>2016</td>
<td>88m</td>
</tr>
<tr>
<td>2017</td>
<td>83m</td>
</tr>
<tr>
<td>2018</td>
<td>82m</td>
</tr>
</tbody>
</table>

**Global ranking for inbound visits to the UK in 2018**

#41

**Global ranking for inbound spend in the UK in 2018**

#47

**Seasonal spread of travel**

- Jan–Mar: 16%
- Apr–Jun: 29%
- Jul–Sep: 34%
- Oct–Dec: 21%

**Regional spread of travel**

- London: 77%
- Rest of England: 21%
- Scotland: 4%
- Wales: 1%

**Purpose of travel**

- Holiday: 70%
- VFR (a): 12%
- Misc: 9%
- Business: 7%
- Study: 1%

**Departure & destination airports**

- Belfast
- Birmingham
- Bristol
- East Midlands
- Edinburgh
- Glasgow
- London (Gatwick, Heathrow, Stansted)
- Manchester
- Newcastle
- Cancun
- Mexico City
- Puerto Vallarta

**Average flight seats per week** (2018)

12,385

**Average length of stay** (2016-2018)

7 nights

(a) Visit friends and/or relatives.

Percentages may not total 100% as single visit may include multiple regions.

Sources: *International Passenger Survey (IPS), **Apex, direct, non stopping flights only.

VisitBritain - NYC
1 Dag Hammarskjöld Plaza
885 Second Avenue, 28th Floor
New York, NY 10017

Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: visitbritain.com/trade
Media centre: media.visitbritain.com/us

@VisitBritain
LoveGreatBritain
@LoveGreatBritain
#LoveGreatBritain

VisitBritain - NYC
1 Dag Hammarskjöld Plaza
885 Second Avenue, 28th Floor
New York, NY 10017

Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: visitbritain.com/trade
Media centre: media.visitbritain.com/us

@VisitBritain
LoveGreatBritain
@LoveGreatBritain
#LoveGreatBritain