# Mexico

## Inbound tourism overview

### Annual visits

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>104,000</td>
</tr>
<tr>
<td>2015</td>
<td>120,000</td>
</tr>
<tr>
<td>2016</td>
<td>123,000</td>
</tr>
<tr>
<td>2017</td>
<td>160,000</td>
</tr>
<tr>
<td>2018</td>
<td>171,000</td>
</tr>
<tr>
<td>2019</td>
<td>150,000</td>
</tr>
</tbody>
</table>

### Annual visitor spend

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>62 m</td>
</tr>
<tr>
<td>2015</td>
<td>62 m</td>
</tr>
<tr>
<td>2016</td>
<td>76 m</td>
</tr>
<tr>
<td>2017</td>
<td>85 m</td>
</tr>
<tr>
<td>2018</td>
<td>103 m</td>
</tr>
<tr>
<td>2019</td>
<td>105 m</td>
</tr>
</tbody>
</table>

### Seasonal spread of travel (2017-2019)

- Jan–Mar: 15%
- Apr–Jun: 28%
- Jul–Sep: 37%
- Oct–Dec: 20%

### Regional spread of travel (2017-2019)

- 80% London
- 20% Rest of England
- 5% Scotland
- 1% Wales
- 5% Scotland

### Purpose of travel (2017-2019)

- Holiday: 74%
- VFR\(^{(a)}\): 10%
- Misc: 8%
- Business: 6%
- Study: 1%

### Departure & destination airports* (2019)

- Cancun
- Mexico City
- Puerto Vallarta
- San Jose Cabo

### Average flight seats per week* (2019)

11,755

### Average length of stay (2017-2019)

7 nights

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\(^{(a)}\) Visit friends and/or relatives.

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