

MEXICO



VISITFLORIDA.COM

LANGUAGE SPOKEN: **SPANISH**

DEMOGRAPHIC PROFILE OF COUNTRY

POPULATION¹

Population **113,724,226**

INCOME DISTRIBUTION

A/B **8.56%**
C **48%**
D/E **43.4%**

TRAVEL PROFILE

VISITATION AND RANKING TO FLORIDA²

Ranked in Visitation to Florida 2011 **3**
Volume of Visitors to Florida **387 M**
% Increase YOY **17%**

TRAVEL CHARACTERISTICS²

Gateway into Florida - Direct Flights **Orlando and Miami**
Seasonality **3Q**

TRAVELER PROFILE²

25-44 Years **62.1%**
Median Age **37.6**

PLANNING²

1-30 days **48.1%**
31-90 days **39%**
Median number of days **40 days**

TOP LEISURE ACTIVITIES²

Shopping **82.5%**
Dining **67.8%**
Attractions **49.9%**
Sightseeing **20.6%**

OVERALL NIGHTS IN DESTINATION²

Average Nights **7.1**

SPEND PER DAY²

Per Visitor / Trip	\$1,197
Per Visitor / Per Day	\$143

INFORMATION SOURCES FOR PLANNING²

Travel Professionals	34.2%
Personal Computers	49.7%

TRAVEL PURCHASES ONLINE VERSUS OFFLINE³

Gross Bookings versus Online Bookings	\$14.1MM versus \$2.5MM
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DIGITAL PROFILE

INTERNET PENETRATION⁴

Internet Usage	36.7%
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SOCIAL MEDIA

Social Media Audience	21 Million
Hours spent on Social Networkings	7
Number One Social Site	Facebook

¹ Latin American Economic Outlook. United Nations, 2012

² Visa Vue, 2011

³ PhoCusWright's Latin American Online Travel Overview, 2011

⁴ Internet World Stats, August 2011