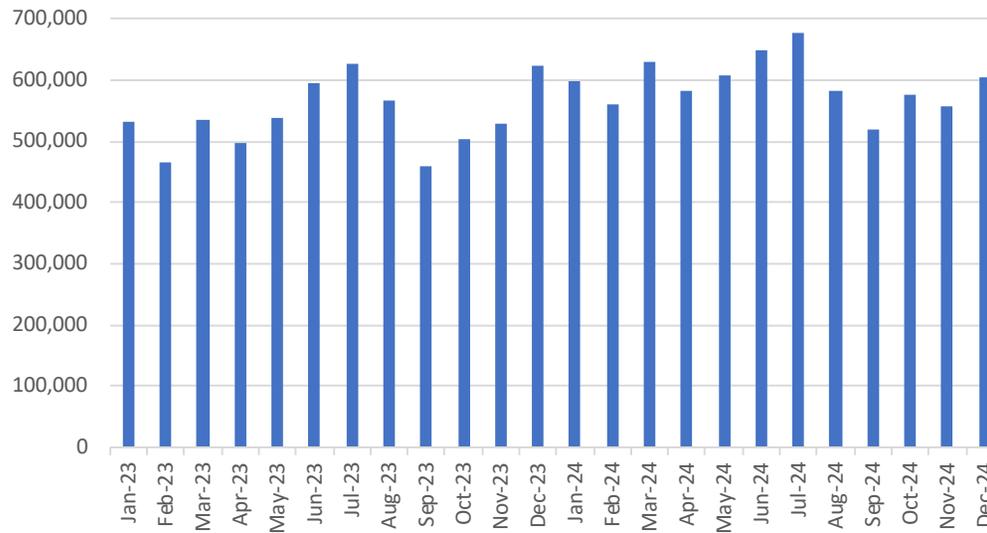


MEXICO

Direct flights between **29** cities in Mexico to 7 Texas cities scheduled on 11 airlines.

Scheduled seats from Mexico to Texas by month shown below.



★ IMPACT ★

In 2023, Mexican residents spent \$3 billion at Texas destinations.

★ **78%** Stayed in paid lodging

★ **4.2** Nights spent in the state on average

★ **79%** Considered Texas their main destination

#1

largest international visitor market for Texas

Mexico to Texas

- In 2023, 4.2 million Mexican residents explored Texas on an overnight trip. An estimated 15% flew and 85% arrived by land.
- An estimated 48% traveled for vacation/holiday.
- Mexico is largest international market for Texas and the second largest for the U.S. by visitation.