

A Profile of Mexican Visitors to Louisiana

- 35.4% of Mexican Visitors entered the United States through New Orleans, followed by Houston (33.3%), and Dallas (14.5%)
- Mexican visitors spent on average 9.4 nights in the USA and 6.3 of those in Louisiana
- Mexican visitors to Louisiana also visited primarily Texas (19.5%), Florida (9.5%), and California (3.4%)
- Pleasure (61.8%), visiting friends and relatives (14.7%), and attending a convention/trade show (11.8%), were the main purposes of visit for Mexican travelers
- Mexican visitors characterized their trip as “Individual and independent” (42.3%), “Individual but planned in advance” (36.5%), and “Organized group tour” (21.2%)
- 68.3% of Mexican visitors reported using a travel agent in planning their trip
- 27.2% of Mexican visitors reported using the Louisiana Tour Guide
- 59.5% of Mexican visitors reported visiting a State Visitor Center in Louisiana
- Flying (86%) was the most common means of transportation for Mexican visitors to come to Louisiana, followed by rental car (10%), and chartered bus (3% each)*
- Once in Louisiana, Mexican travelers used mostly rental cars (41.1%), chartered (17.5%) and public (14.4%) buses
- Mexican visitors’ most preferred night accommodations were hotel/motel (67.1%), followed by staying with friends and family (26.6%), and apartment rental (3.9%)*
- Mexican visitors’ mean party size is 3
- Total average expenditures for Mexican visitors is \$338.48 per day
- 72% of Mexican visitors were aware of the Louisiana Tax Free Shopping (LTFS) program before their trip
- 92.5% of Mexican visitors took advantage of the LTFS program
- 51.4% of Mexican visitors indicated that they spent more money on shopping because of LTFS
- The five most popular activities engaged in by Mexican visitors were shopping (93.9%), dining out (77.1%), sightseeing in cities (48.5%), visiting nightclubs and bars (47.8%), and visiting historical places (47.1%)*
- 65% of Mexican visitors felt very safe in Louisiana, 27.1% felt somewhat safe, and 1.5% felt very unsafe
- 88.6% of Mexican visitors were very satisfied with their visit to Louisiana, 9% were somewhat satisfied, and 0.7% were very dissatisfied
- Those who were not “very satisfied,” indicated insecurity (16.7%) as a concern, and littered streets (16.7%)
- 55.5% of Mexican visitors are very likely to return to Louisiana in the next five years; 37% are likely to return, and 4.3% indicated that they were very unlikely to return
- The primary reasons why Mexican visitors would return to Louisiana are because Louisiana is a fun place to visit (21.1%), to visit friends and relatives (17.4%), and conduct business or attend a convention (13%)
- The primary reasons why Mexican visitors would not return to Louisiana are because it is too expensive (33.3%), already seen it, there are other places to visit (22.2%), and because there are no business opportunities.
- The top three Louisiana locations visited by Mexican visitors are New Orleans (94.9%), Baton Rouge (23.7%), and Lafayette (9.1%)*
- The locations where at least one night was spent by Mexican visitors are New Orleans (93.7%), Baton Rouge (13.5%), and Lafayette (4.2%)*
- Most Mexican visitors are professional/technical (32.9%), in administrative/managerial positions (13.9%), or in marketing and sales (11.1%)
- The mean age of Mexican visitors to Louisiana is 39.1 years old
- Annual household income of Mexican visitors to Louisiana is between \$25,000 - 49,000 (32.9%), \$50,000 – 74,000 (22.1%), and \$75,000 – 99,000 (10.8%)

* Total may not equal 100% because multiple answers were allowed