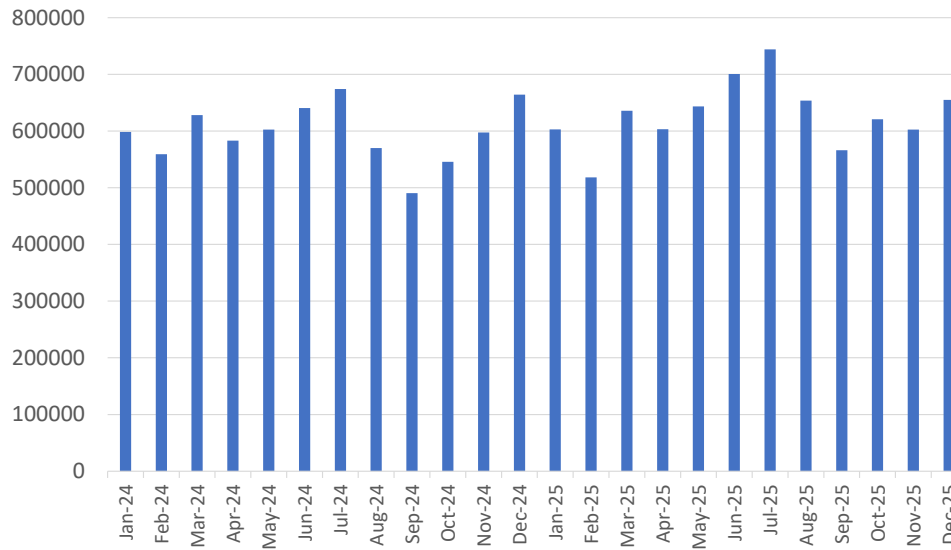


MEXICO

Direct flights between **30 cities in Mexico** to 7 Texas cities scheduled on 12 airlines.

Scheduled seats from **Mexico to Texas** by month shown below.



★ IMPACT ★

In 2024, Mexican residents spent \$4.5 billion at Texas destinations.

★ **65%**
Stayed in paid lodging

★ **4.7**
Nights spent in the state on average

★ **91%**
Considered Texas their main destination

#1

largest international visitor market for Texas

Mexico to Texas

- In 2024, 5.8 million Mexican residents explored Texas on an overnight trip.
- 87% arrived by land and 13% flew.
- An estimated 60% traveled for vacation/holiday.
- Mexico is largest international market for Texas and the second largest for the U.S. by visitation.