NATIONAL DOMESTIC TOURISM EXPENDITURE SURVEY 2013

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NATIONAL DOMESTIC TOURISM EXPENDITURE SURVEY 2013

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PRESENTATION

THE NATIONAL DOMESTIC TOURISM EXPENDITURE SURVEY has the objective of gathering statistic data that allows to estimate of the domestic tourism expenditure in Mexico, to know the number of trips made, the travelling group size, the reason for travelling, the length of stay, the type of accommodation and the means of transport.

On the first section there is a presentation of the overall results from the research. On the second section there is a description of the results from the trip that the respondents considered as the most relevant ones. As well as the trips with overnight stopovers (touristic trips) and the roundtrips (sightseeing trips). On the third section there is a presentation of the future travelling plans. At the end, there is a presentation of the overall conclusions, the methodology, and concepts and definitions related with tourism.

The purpose of the research is to know the percentage of Mexican homes that travel. In this regard, is important to mention that the research only describes the trips made to a destination outside the traveller's usual environment[1], with a length of less than a year and with a main reason for travelling. The research excludes the frequent trips that people make from their home to their workplace or studies center.

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[1] Usual environment. Means the geographical area within which an individual conducts his regular life routines, except for leisure and recreation.

OVERALL RESULTS FROM THE NATIONAL DOMESTIC TOURISM EXPENDITURE SURVEY 2013

PERCENTAGE OF MEXICAN HOMES THAT TRAVEL

Chart 1. Percentage of homes that traveled in 2013
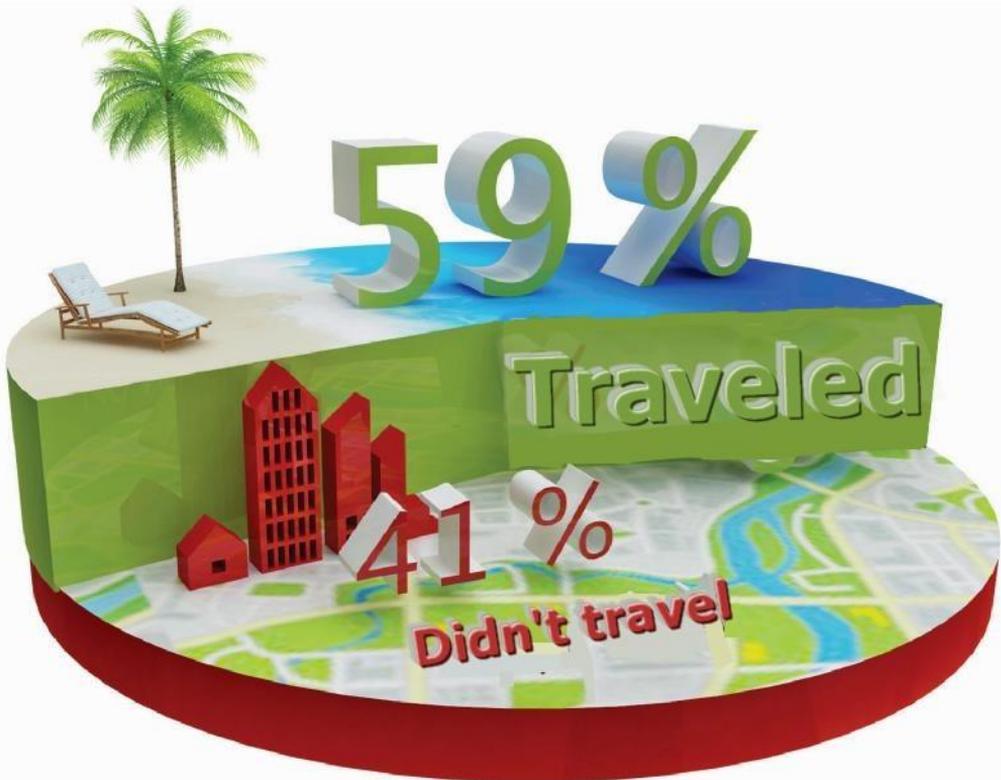
In 2013, *6 out of 10 homes* made a trip.

CHARACTERISTICS OF THE HOME RESIDENTS THAT TRAVELED

Gender

The percentage of women of the homes that traveled is *52%* and of men is *48%.*

Chart 2. Gender
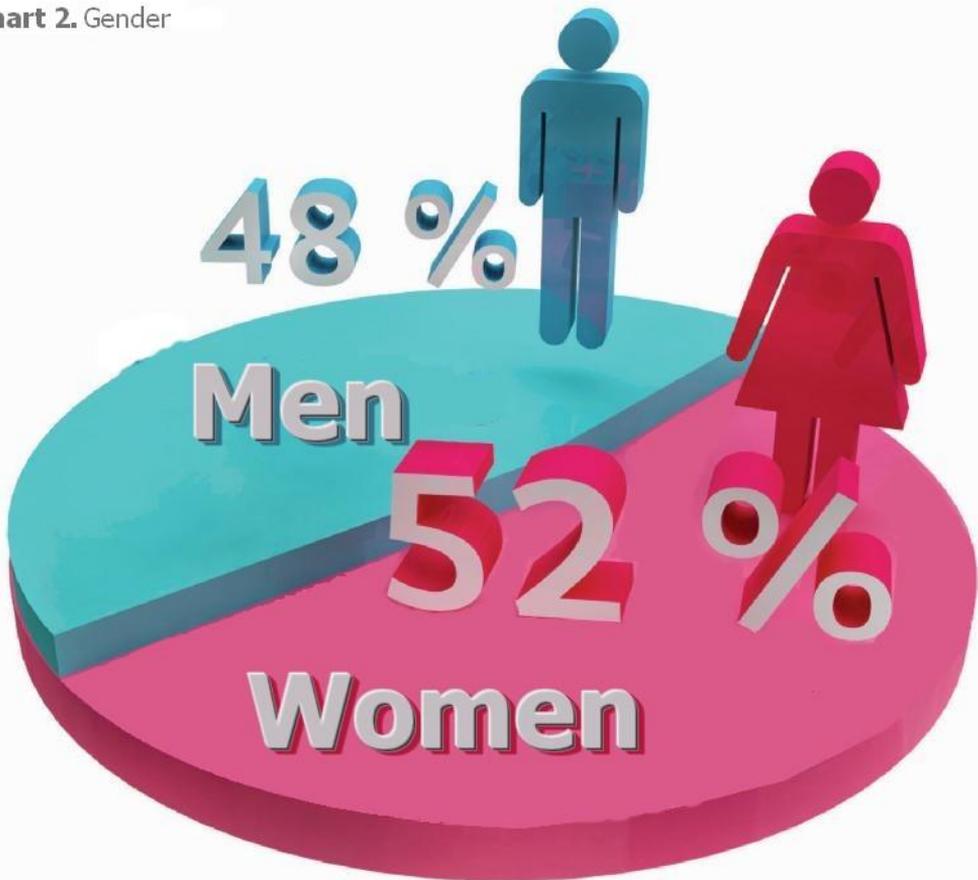
Age groups

The average age of the home residents that traveled is 31 years old. The **68.4%** of people are in the first 4 age groups, between 1 and 40 years old, as presented on Chart 3.

Chart 3. Age groups
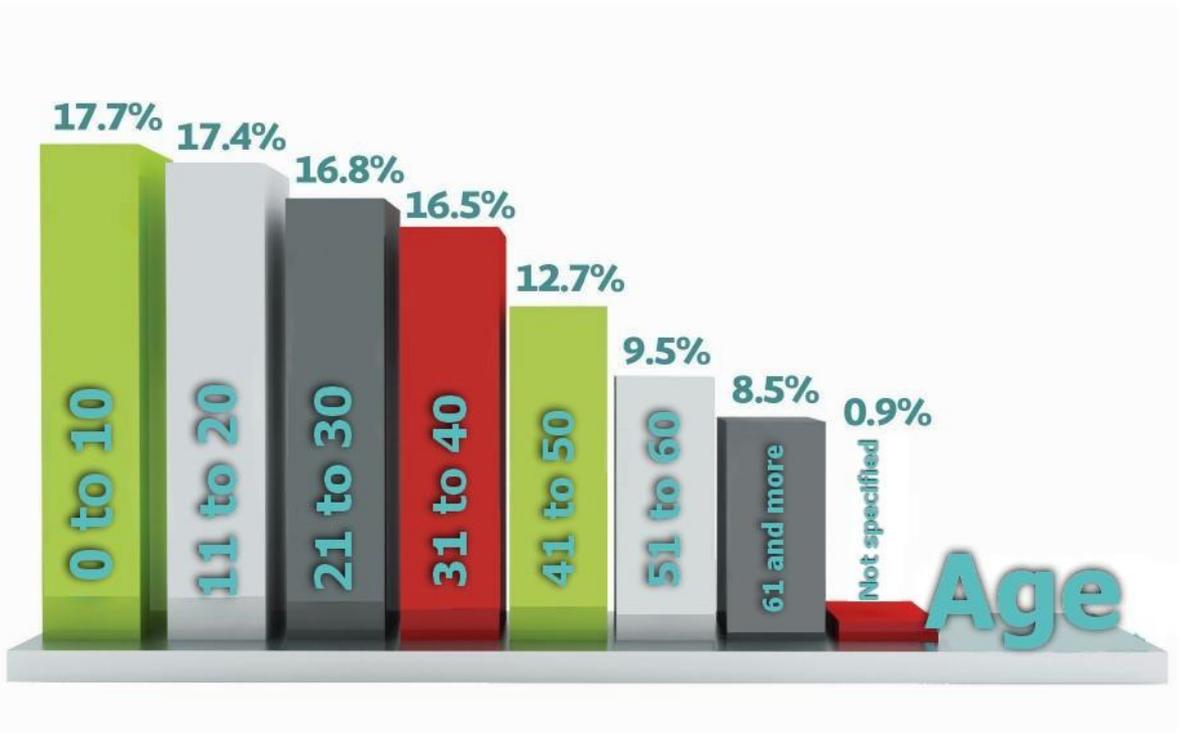
Chart 4 shows the **age groups and gender** of the home residents that traveled. It can be seen that from **41 years old** there is a difference of more than *1%* between women and men.

Chart 4. Age groups and gender
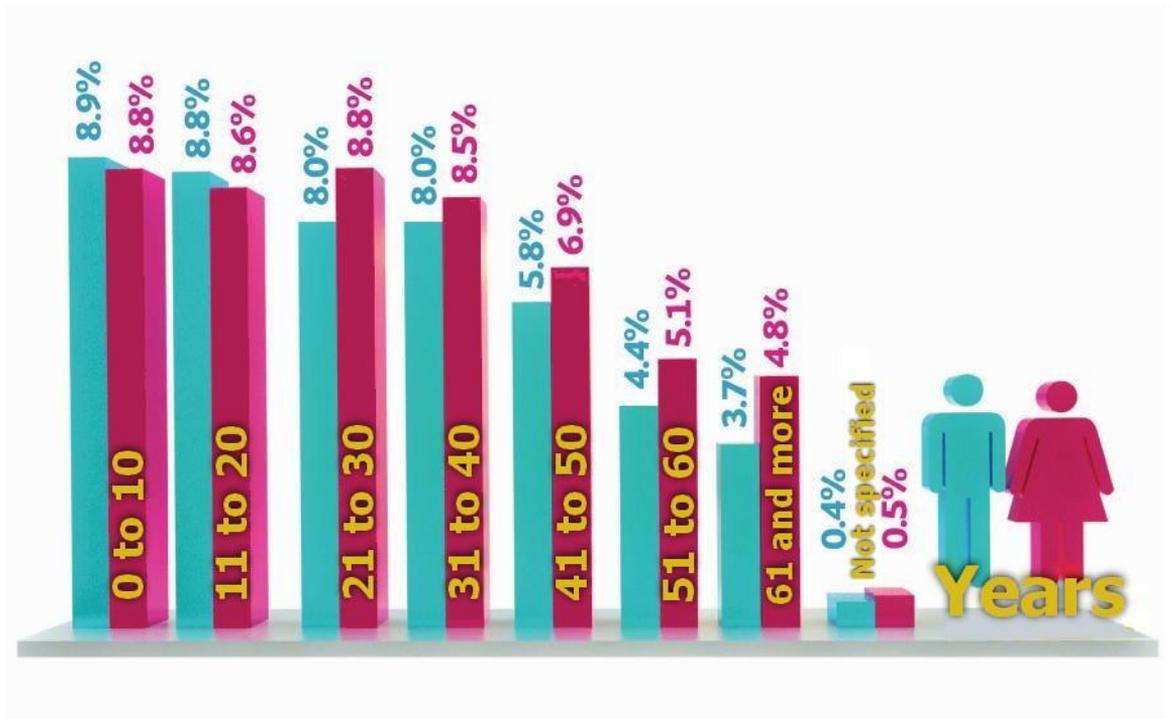
Level of education

The main level of education of the home residents is primary education with a *50.7%*, followed by upper secondary education with a *23.7%* and on the third position higher education with a *22.3%*.

Chart 5. Level of education of the home residents that traveled.

Level	Percentage
Primary education	50.7%
Upper secundary education	23.7%
Higher education	22.3%
Doesn't know	0.7%
None	2.6%
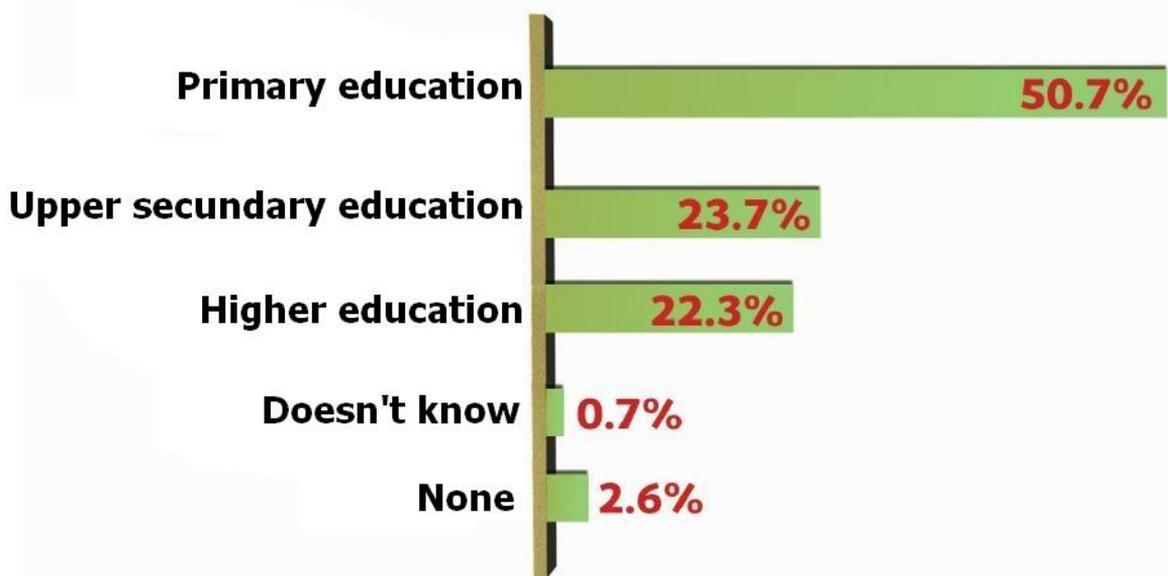
Primary education: preschool, primary and secondary school. **Upper secondary education:** highschool, profesional-technical secondary degree, profesional-technical post-secondary degree. **Higher education:** bachelor degree and master or doctor's degree.

CHARACTERISTICS OF THE TRIPS

Type of trip

The percentage where at least one home resident travelled and spend at least one night at the destination (touristic trip) is *45.4%*; the *31.8%* made the one-day roundtrip (sightseeing trip); and the *22.8%* made both.

Chart 6. Type of trip

Reason for trip

The main reason for trip of Mexican homes was leisure or vacation with a **37.9%**; followed by visiting relatives or friends with **35.3%**. Both categories amounted more than **70%**.

Chart 7. Main reason for trip

Reason	Percentage
Leisure or vacation	37.9 %
Visiting family or friends	35.3 %
Business or work	11.3 %
Health	3.4 %
Religious	3.3 %
Shopping	2.4 %
Studies	2.0 %
Others	4.3 %
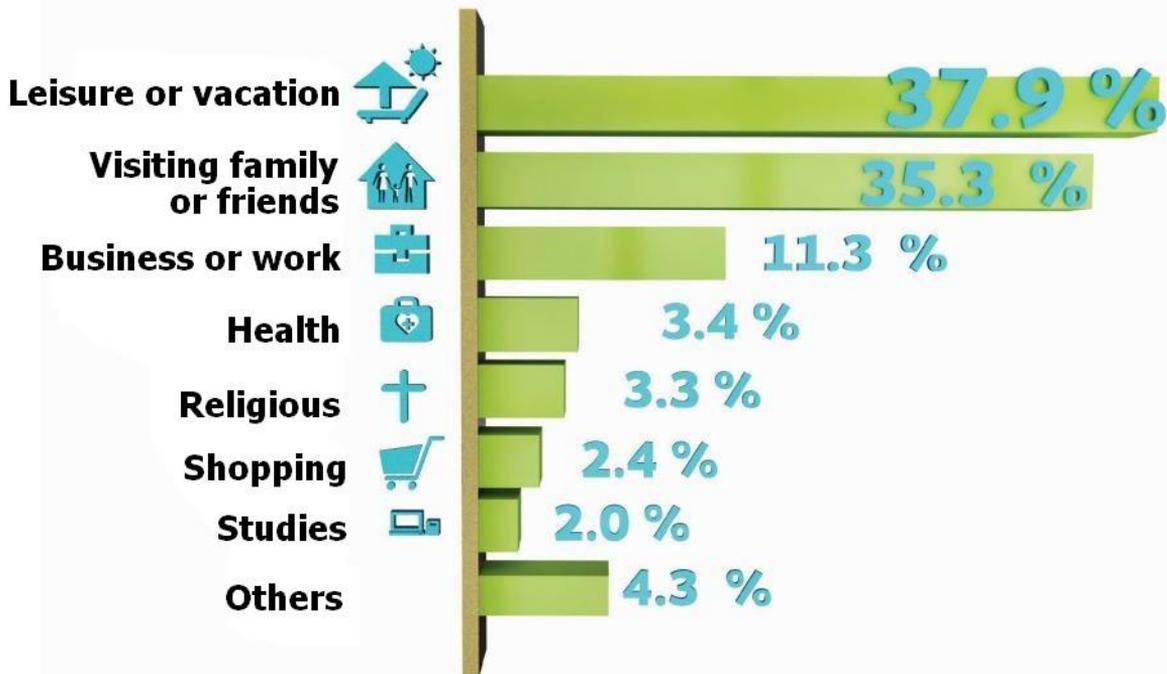
Travel frequency

Every home that traveled, made an average of *2.2* trips, either touristic or sightseeing trips.

Travelling group size

The travelling group size is of *3* people per trip.

Holiday season

The holiday season[2] that is most remembered is the Summer of 2013 with a *14.3%*, followed by Holy Week and Easter 2013 with a *9.1%*, Winter of 2012 with a *8.6%*, holidays and long weekends with a *3.0%*, and the option Others with a *65.1%*.

[2] Winter 2012: From December 20 to January 6, Holy Week and Easter 2013: from March 24 to April 6, Summer 2013: from July 5 to August 20 and holidays or long weekends in 2013: February 4, March 18, September 16 and November 18.

Chart 8. Holiday season

Others:

JAN	2.4%	JUL	2.8%
FEB	4.3%	AUG	5.4%
MAR	3.8%	SEP	7.8%
APR	3.7%	OCT	11.4%
MAY	6.8%	NOV	10.2%
JUN	5.0%	DIC	1.3%

Not specified
0.2%

65.1%

14.3%

9.1%

8.6%

3%

- **Others**
- **Summer 2013**
- **Holy week and Easter 2013**
- **Winter 2012**
- **Holiday or long weekend**
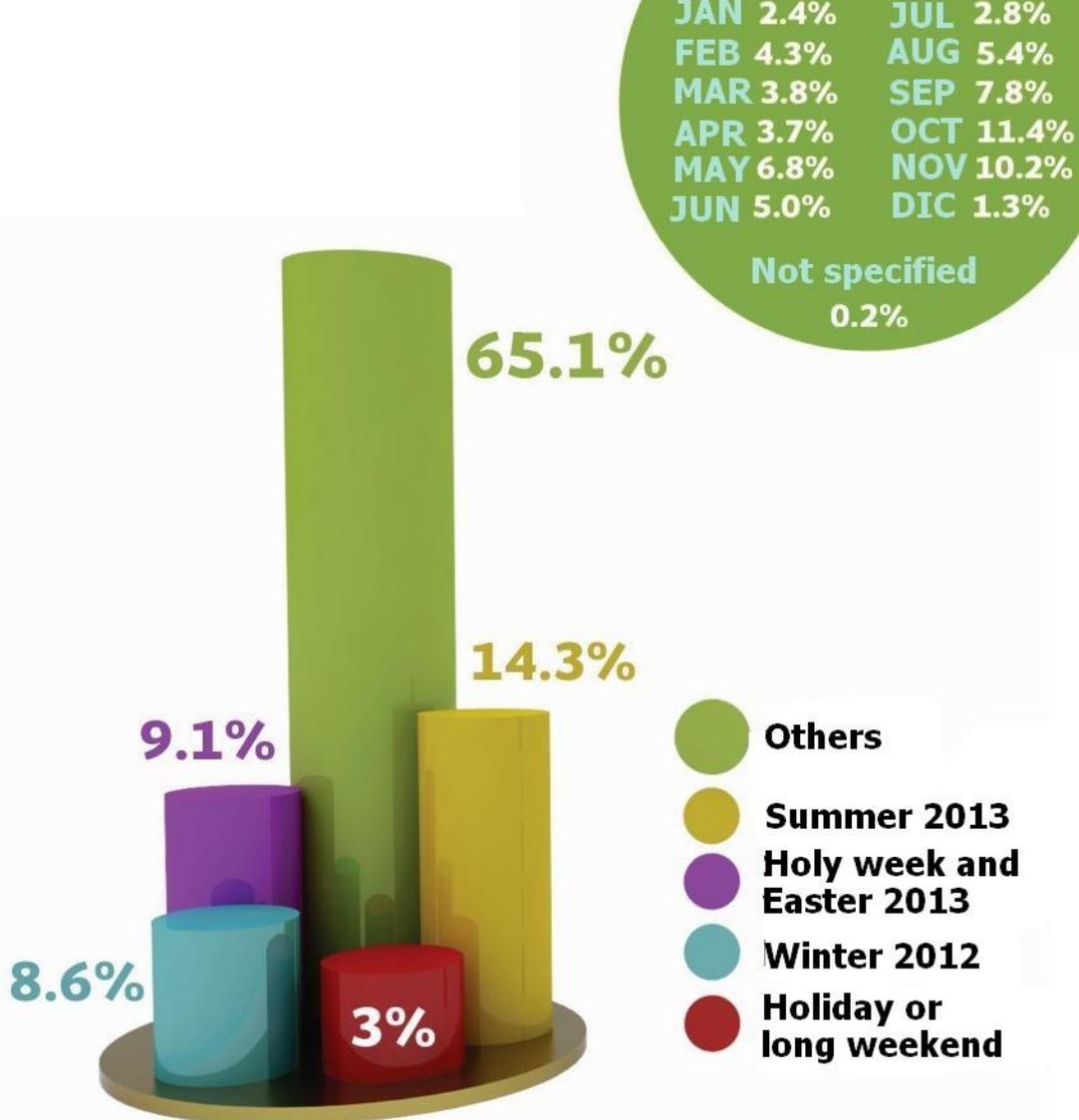
Main markets

On trips with and without overnight stopovers, the Distrito Federal is the state that more homes said that they visit, the second one is Jalisco and the third one is the State of Mexico. Below there is a representation of the top ten most visited states by homes, there is also an information table of the 32 states.

Map. Main visited states

STATE	PERCENTAGE
Distrito Federal	11.3%
Jalisco	7.9%
México	6.4%
Veracruz	6.4%
Puebla	5.9%
Guerrero	5.0%
Guanajuato	4.6%
Baja California	4.0%
Sonora	3.2%
Quintana Roo	3.2%

Table 1. Percentage of the homes that visited the state.

	STATE	Percentage of the number of homes that visited the state
01	Aguascalientes	1.1%
02	Baja California	4.0%
03	Baja California Sur	0.9%
04	Campeche	0.6%
05	Coahuila	2.2%
06	Colima	1.3%
07	Chiapas	3.0%
08	Chihuahua	2.0%
09	Distrito Federal	11.3%
10	Durango	0.7%
11	Guanajuato	4.6%
12	Guerrero	5.0%
13	Hidalgo	3.1%
14	Jalisco	7.9%
15	México	6.4%
16	Michoacán	2.9%
17	Morelos	2.9%
18	Nayarit	1.3%
19	Nuevo León	2.4%
20	Oaxaca	2.1%
21	Puebla	5.9%
22	Querétaro	2.7%

	STATE	Percentage of the number of homes that visited the state
23	Quintana Roo	3.2%
24	San Luis Potosí	2.3%
25	Sinaloa	2.8%
26	Sonora	3.2%
27	Tabasco	0.9%
28	Tamaulipas	1.7%
29	Tlaxcala	1.4%
30	Veracruz	6.4%
31	Yucatán	2.4%
32	Zacatecas	1.2%

Average length of stay

The average length of stay on trips with overnight stopovers is of 5 days and 4 nights.

Tourism expenditure

The average domestic tourism expenditure on trips with overnight stopovers, is of *$5,610*; while on the sightseeing trips is of *$1,013* pesos.

Considering the results of average length of stay, on the trips with overnight stopovers, which is of 5 days, there is an average expenditure of *$1,122* pesos per day, very similar to the domestic expenditure on a round trip.

Chart 9. Tourism expenditure

On trips with overnight stopovers (touristic trips)
$ 5,610

On one-day roundtrips (sightseeing trips)
$ 1,013

RESULTS FROM THE MAIN TRIP

DESCRIPTION OF THE MAIN TRIP

In order to get more information of the touristic trips (with overnight stopovers) and of the sightseeing trips (without overnight stopovers), that the Mexican homes made, it was asked which trip the residents considered as the main one.

The main trip is the one that the respondent chose as the most important for him and his home residents, without considering the length, expenditure, place or other aspect. The following results are exclusively from the main touristic and sightseeing trip.

MAIN TOURISTIC TRIP (WITH OVERNIGHT STOPOVERS)

Travelling group size

The travelling group size is of *3* people, the same as the sightseeing trip.

Mean of transport used

The main used mean of transport on the trips with overnight stopovers is the car, *41.3%*; followed by the bus, *39.8%*; this means of transport are used by *8* out of 10 resident of the homes that travel. Also, *1* out of 10 travel by plane, the rest use other means of transport such as train, ferry or others.

Chart 10. Mean of transport used

Mean of transport	Percentage
Car	41.3%
Bus	39.8%
Airplane	13.2%
Land transport	2.5%
Rented car	1.1%
Train	0.2%
Ferry	0.1%
Other	1.8%
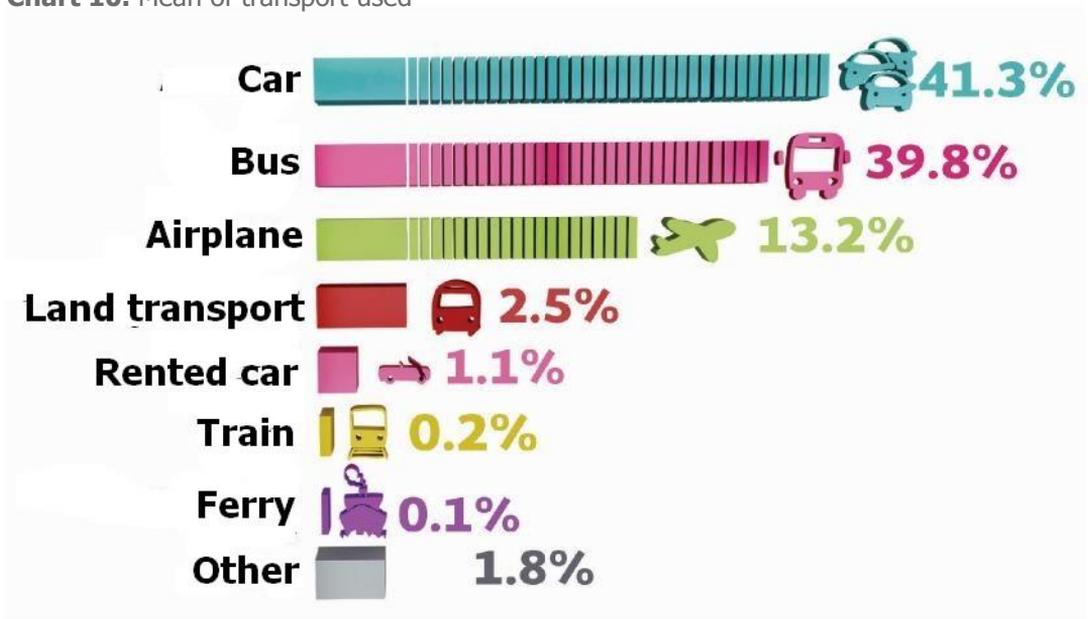
Seasonality

The holiday season[3] that is most remembered, on trips with overnight stopovers, is the Summer of 2013 with a **18.2%**, followed Winter of 2012 with a **15.1%**, Holy Week and Easter with a **12.6%**, holidays and long weekends with a **2.4%**, and the option Others with a **51.8%**.

Chart 11. Holiday season

Others:

JAN	2.0%	JUL	2.8%
FEB	3.3%	AUG	4.0%
MAR	3.1%	SEP	6.0%
APR	3.5%	OCT	7.8%
MAY	5.6%	NOV	8.1%
JUN	3.9%	DIC	1.4%

Not specified 0.2%

- Others
- Summer 2013
- Holy week and Easter 2013
- Winter 2012
- Holiday and long weekend
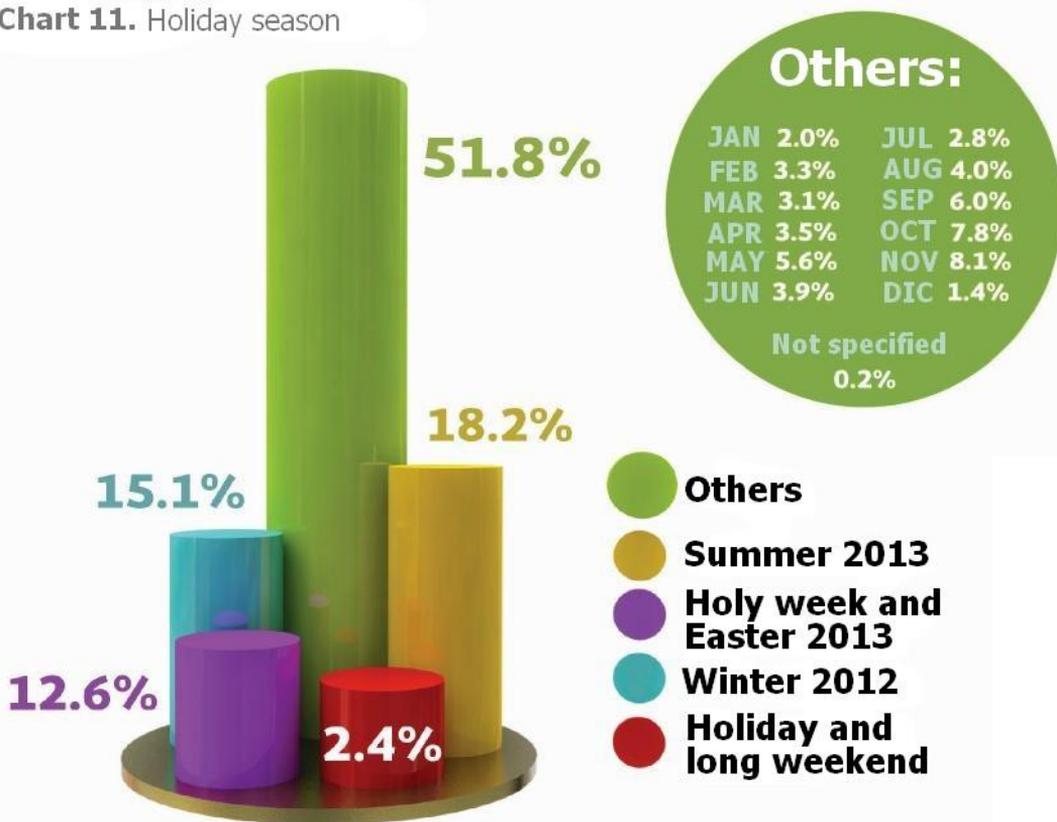
[3] Winter of 2012: From December 20 to January 6, Holy Week and Easter 2013: from March 24 to April 6, Summer of 2013: from July 5 to August 20 and holidays or long weekends on 2013: February 4, March 18, September 16 and November 18.

Reason for trip

The main reason for trips with overnight stopovers of Mexican homes is visiting relatives and friends, followed by leisure or vacation; both represent more than **80%**. The third main reason for travelling is business or work.

Chart 12. Reason for trip

Reason	Percentage
Visiting friends or family	41.1 %
Leisure or vacation	40.3 %
Business or work	7.1 %
Health	2.8 %
Religious	2.5 %
Studies	1.6 %
Shopping	0.4 %
Others	4.2 %
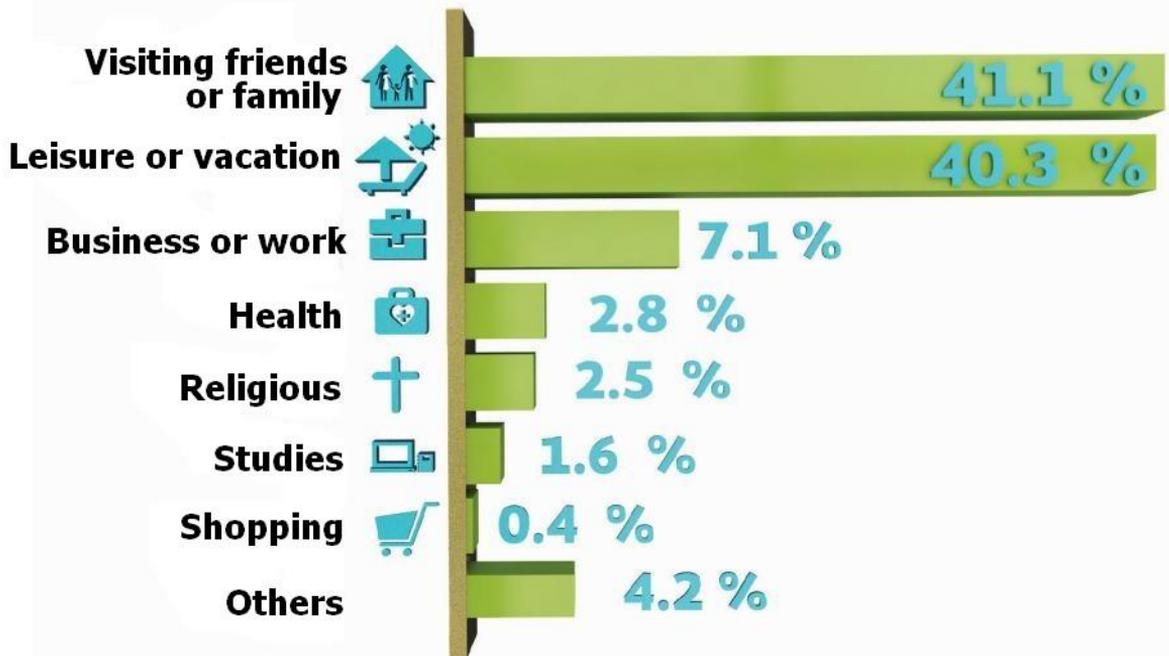
Accommodation

On Chart 13 it can be seen that more than half of the surveyed homes, responded that they stayed at relatives and/or friends' homes.

Chart 13. Type of accommodation

Type	Percentage
Family or friends home	53.9 %
Hotel	39.4 %
Rented house or apartment	1.5 %
Vacation home on second residence	1.2 %
Accommodation on Timeshare	1.0 %
Vacation camp	0.8 %
Guesthouse	0.4 %
Others	1.7 %
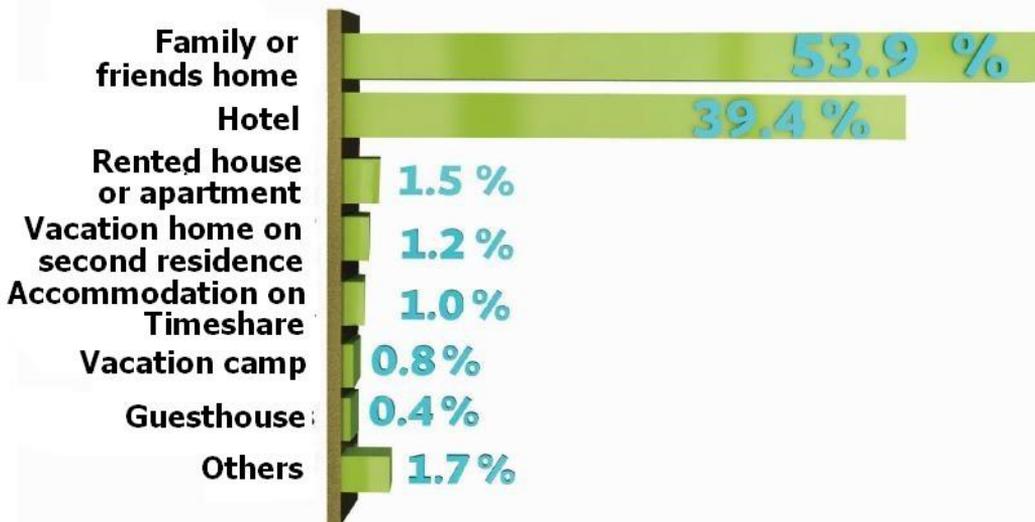
Expenditure structure

The homes spent more on food and beverages and on roundtrip transportation. It is explained that the percentage of expenditure on accommodation is not so high because *1* out of 2 homes that made a touristic trip, stayed at relatives and/or friends' homes.

Chart 14. Expenditure on...

|	Spent	Didn't spend	Included in package	Doesn't know
All-inclusive package	12.5%	87.1%		0.0%
Accomodation	28.3%	59.6%	11.6%	
Food and beverages	78.5%		12.4%	8.6%
Roundtrip transportation	78.8%		15.8%	4.9%
Local transportation	27.6%	69.5%		2.3%
Shopping or souvenirs	43.3%	56.3%		0.1%
Museums, parks, night clubs	21.4%	76.9%		1.3%
Healthcare	8.5%	91.0%		0.0%
Others	7.3%	90.7%		1.5%
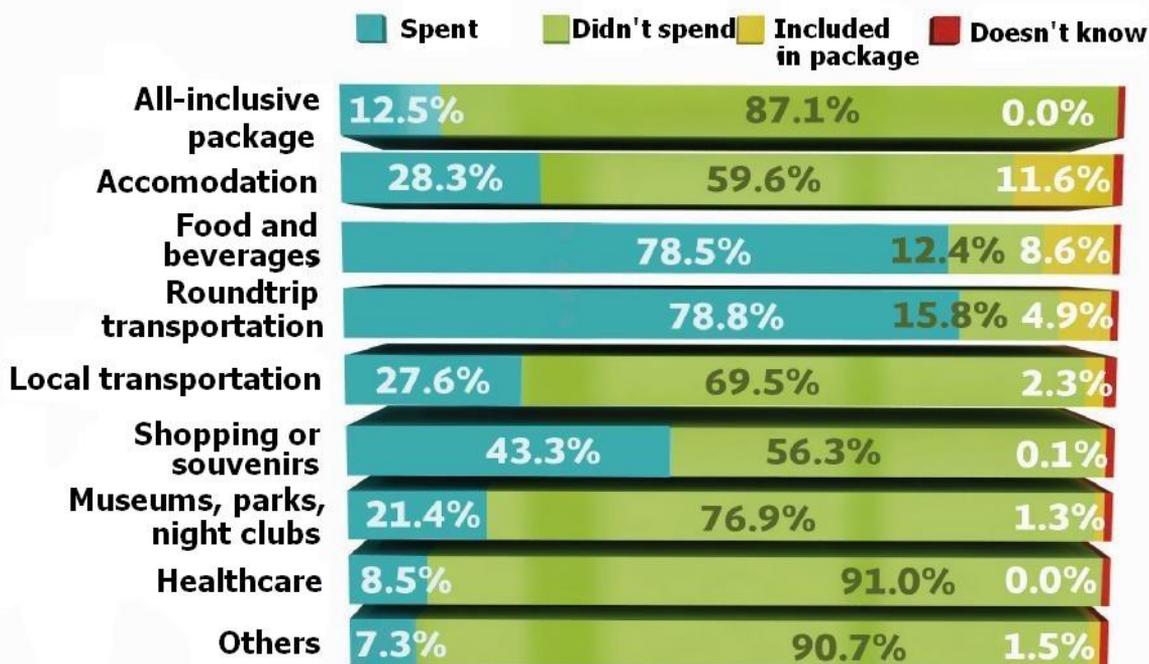
Tourism expenditure

On Chart 15 it can be seen thah the highest average expenditure on touristic trips is made on all-inclusive packages, *$10,431*; followed by accommodation expenditure, *$2,939* and the roundtrip transportation, *$2,036*, in other categories is lower than *$2,000* pesos.

Chart 15. Tourism expenditure by categories

Category	Expenditure
All-inclusive package	$ 10,431
Accomodation	$ 2,939
Roundtrip transportation	$ 2,036
Food and beverages	$ 1,822
Health care	$ 1,524
Shopping or souvenirs	$ 1,107
Museums, parks, nightclubs	$ 1,032
Local transportation	$ 447
Others	$ 2,083

The average expenditure on all-inclusive packages is the highest one, however, the percentage of homes that made it is just the *12.5%*. While expenditure on food and beverages and roundtrip transportation are not that high but *8* out of 10 homes make it. Considering the tourism expenditure of every category and the percentage of homes that made it, the obtained result of weighted average expenditure[4] of main trip with overnight stopovers is of *$6,281* pesos.
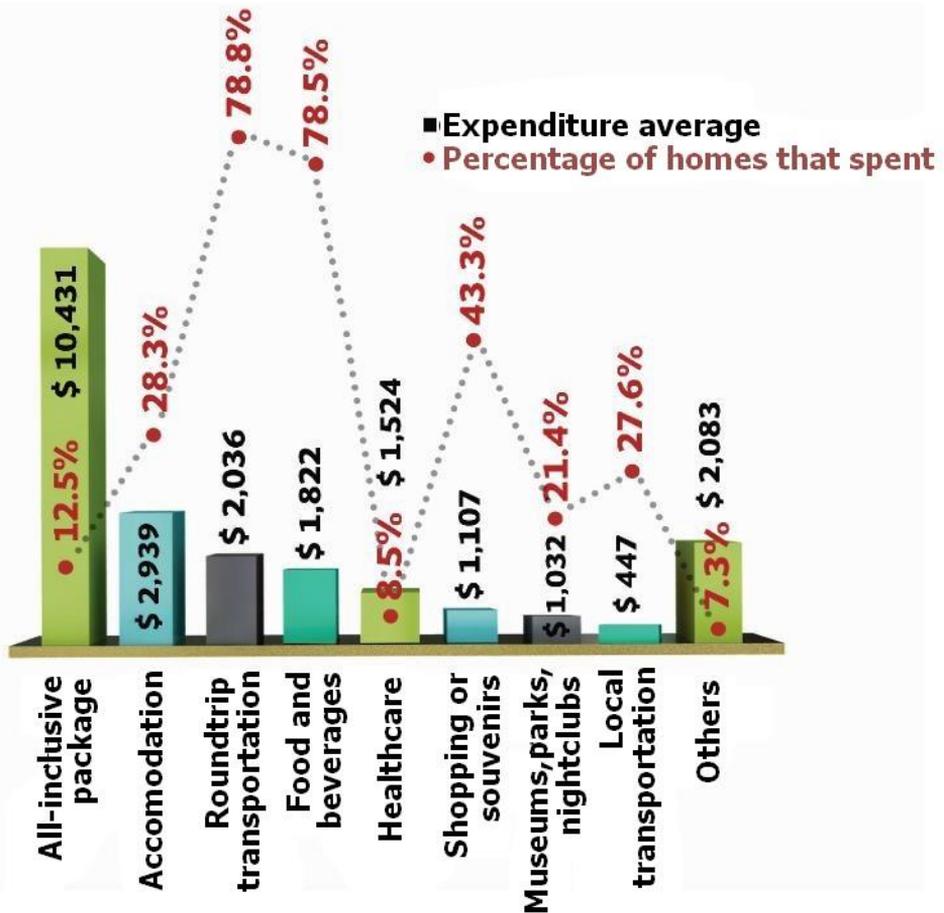

[4] The weighted average expenditure is the sum of the expenditure made on each category multiplied by the percentage of homes that made it.

MAIN SIGHTSEEING TRIP
(ONE-DAY ROUNDTRIP)

Mean of transport used

The main mean of transport use don one-day roundtrips is the car, *6* out of 10 homes travelled by this mean, also *3* out of 10 homes travelled by bus, and the rest uses other means of transport such as rented cars, plane, ship, ferry and others.

Chart 17. Mean of transport used

Mean of transport	Percentage
Car	61.0%
Bus	31.5%
Land transportation	5.2%
Rented car	1.1%
Airplane	0.9%
Ship	0.2%
Ferry	0.1%
Other	12.9%
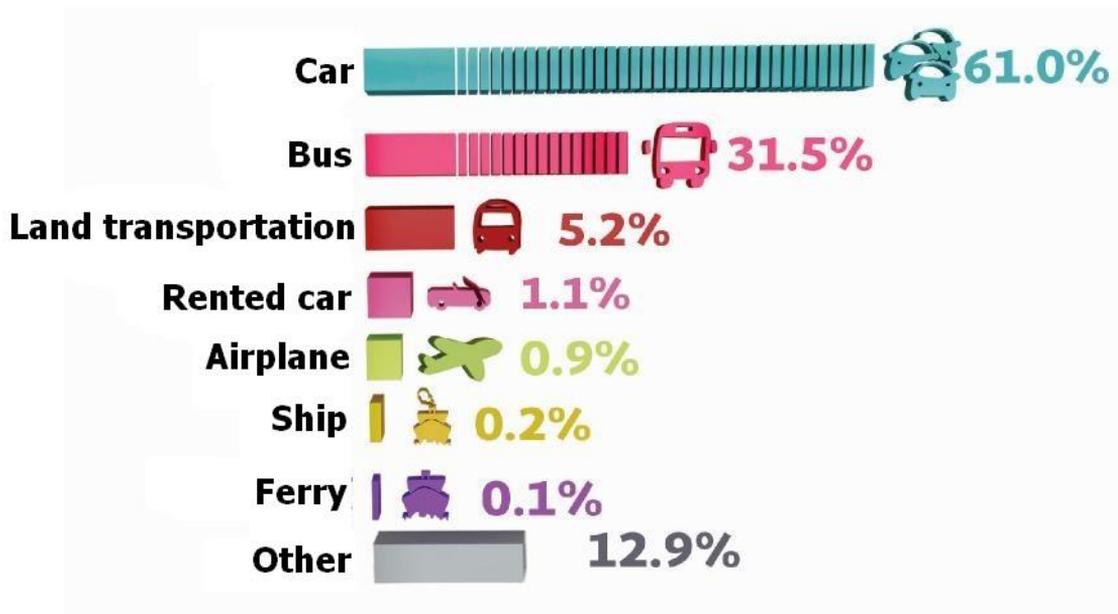
Seasonality

The most remembered holiday season, on sightseeing trips, is the Summer of 2013 with a *11.4%*

Chart 18. Holiday season

Others:

JAN	1.8%	JUL	2.8%
FEB	3.8%	AUG	5.9%
MAR	3.3%	SEP	8.0%
APR	3.2%	OCT	17.5%
MAY	6.7%	NOV	16.6%
JUN	4.7%	DIC	1.6%

Not specified 0.1%

76.0%

11.4%

5.9%

3.7%

3.1%

- Others
- Summer 2013
- Holy week and Easter 2013
- Winter 2012
- Holiday or long weekend
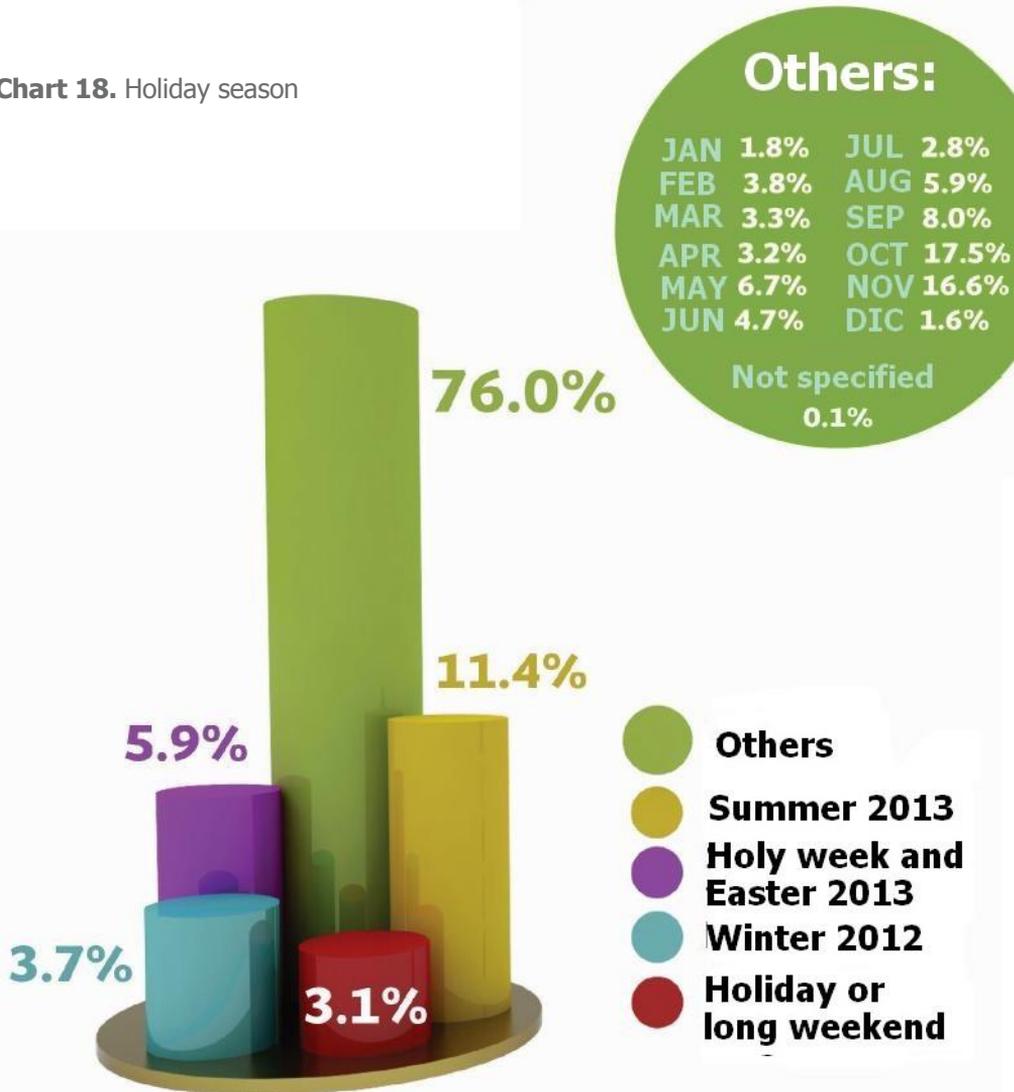
Reason for trip

As in the touristic trips, on the sightseeing trips the main reason for travel is leisure or vacation, followed by visiting relatives and friends.

**Chart 19.** Main reason for trip

Reason	Percentage
Leisure or vacation	38.1%
Visiting friends or family	29.4%
Business or work	8.6%
Religious	6.5%
Shopping	5.5%
Health	3.8%
Studies	2.4%
Others	5.8%
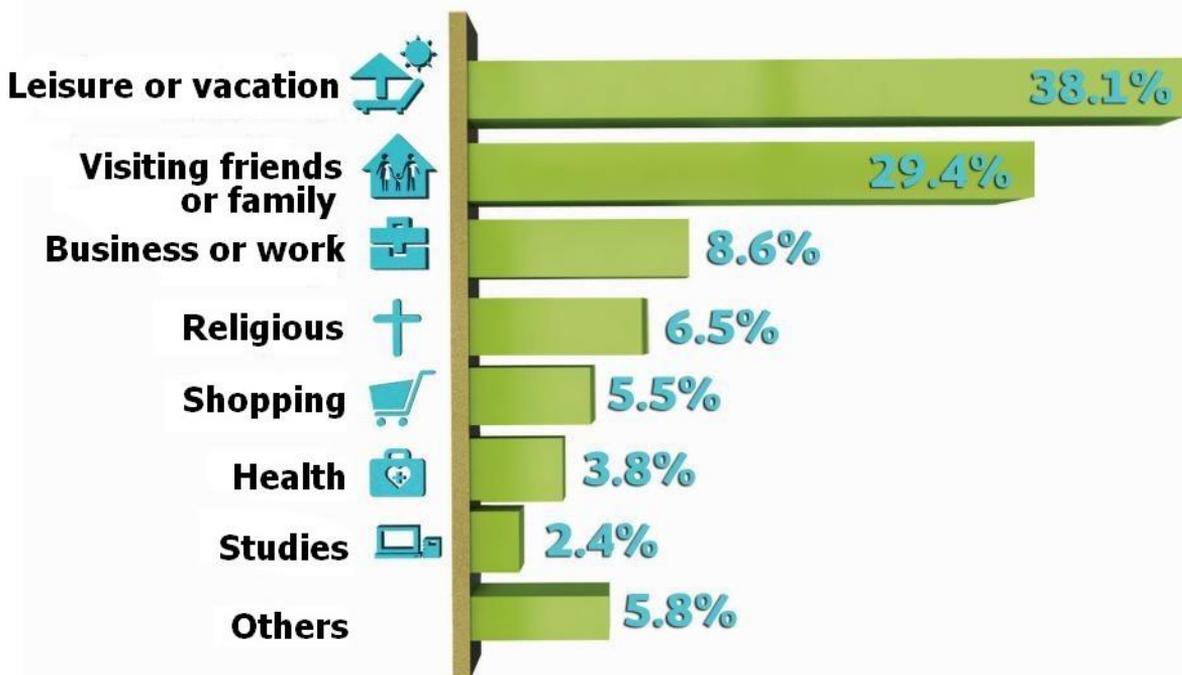
Expenditure structure

The **80.5%** is of homes that spent on roundtrip transportation, the **74.3%** on food and beverages, the **23.0%** on shopping or souvenirs; on museums, parks, night clubs the **12.1%**, on local transportation the **10.6%**, on health care the **2.7%** and on others the **10.8%**.

Chart 20. Expenditure on...

|	Spent	Didn't spend	Doesn't know
Food and beverages	74.3%	25.3%	
Roundtrip transportation	80.5%	19.1%	
Local transportation	10.6%	89.0%	
Shopping or souvenirs	23.0%	76.4%	
Museums, parks, night clubs	12.1%	87.4%	
Healthcare	2.7%	96.8%	
Others	10.8%	88.6%	
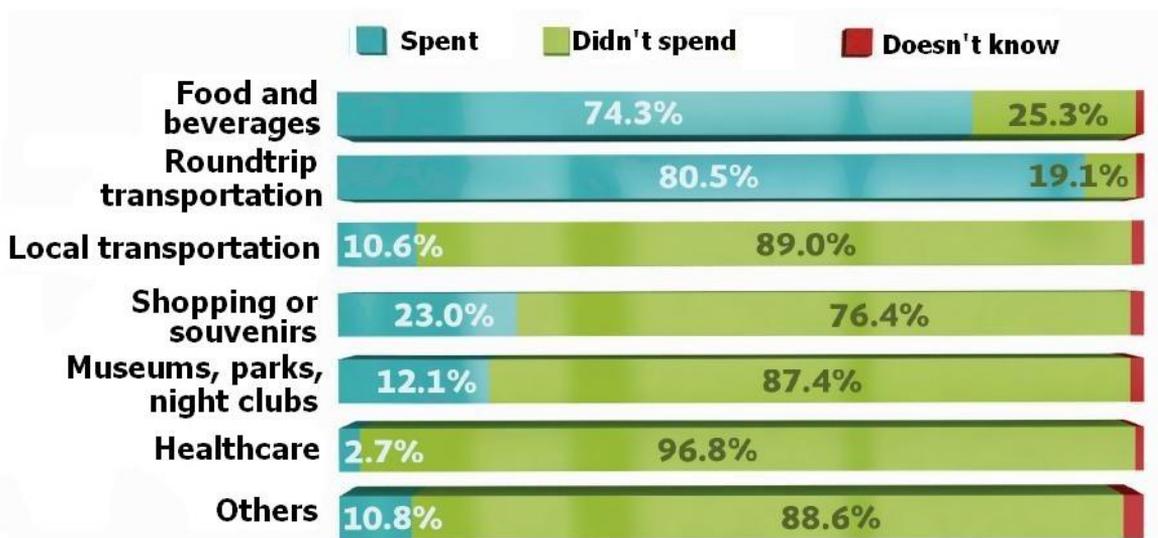
Tourism expenditure

On Chart 21 it can be seen that the highest expenditure, on sightseeing trips, is made on health care, *$825*; followed by the one made on shopping and souvenirs, *$806*; in the other categories is less than *$500* pesos.

Chart 21. Tourism expenditure by category

Category	Amount
Healthcare	$825
Shopping or souvenirs	$806
Roundtrip transportation	$455
Food and beverages	$439
Museums, parks, night clubs	$320
Local transportation	$124
Others	$440
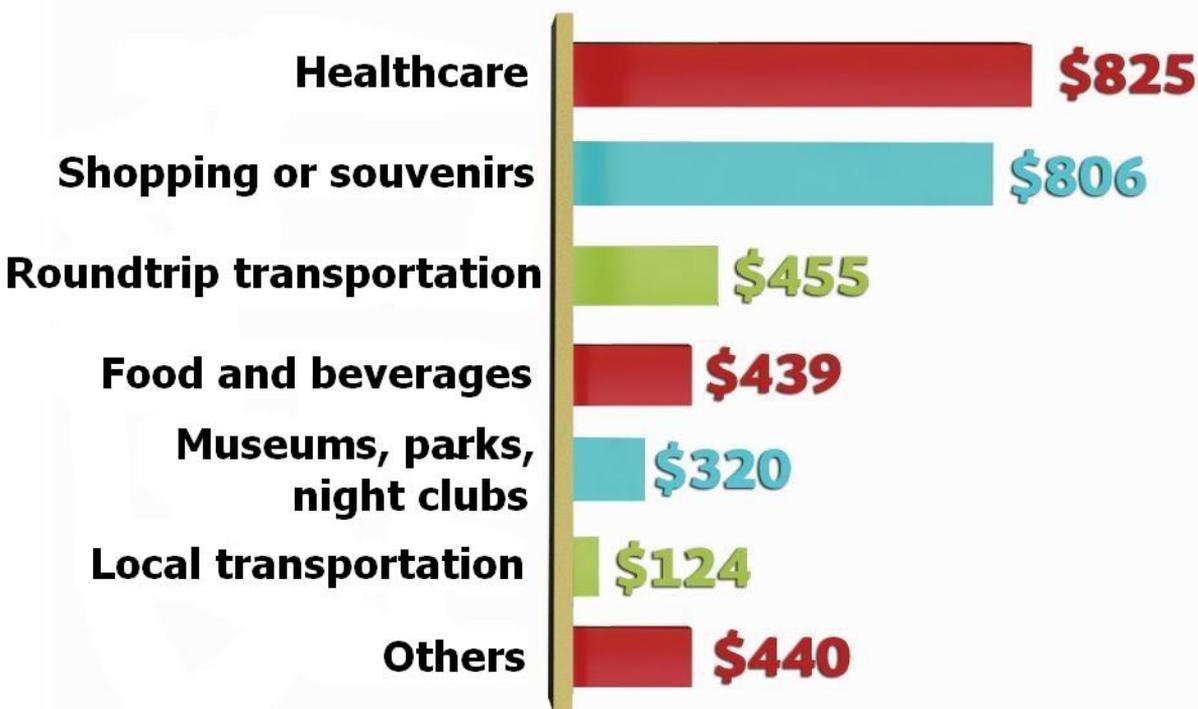
On Chart 22 it can be seen that even though the average expenditure on health care is the highest one, the percentage of homes that made it is just the *2.7%*, however, the expenditure on roundtrip transportation was *$455* but it was made by the *80.5%* of the homes. Considering the expenditure of every category and the percentage of homes that made it, the obtained result of weighted average expenditure [5] on roundtrips was *$1,000* pesos.

Chart 22.
Expenditure structure
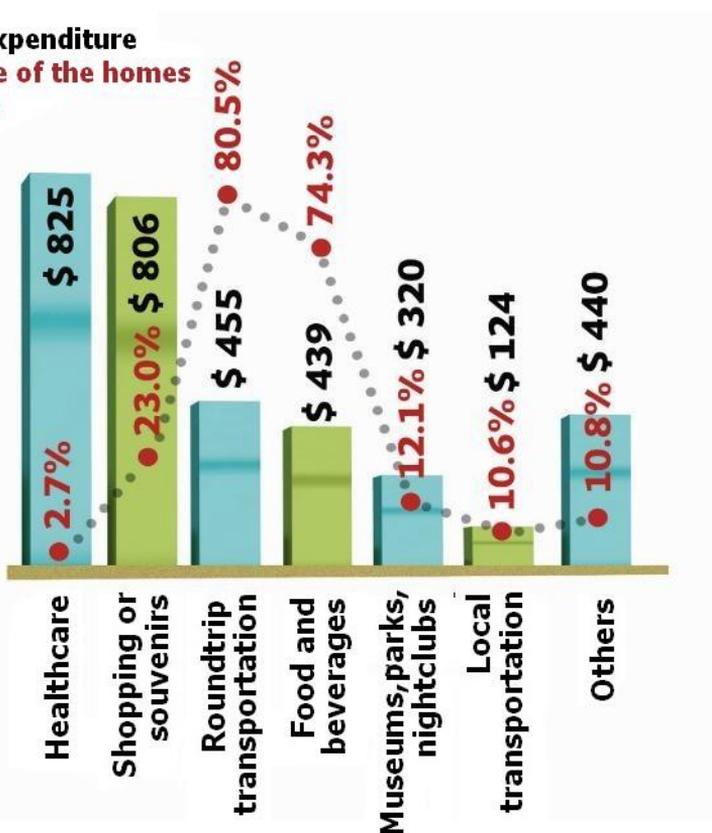
[5] The weighted average expenditure is the sum of the expenditure made on each category multiplied by the percentage of homes that made it.

FUTURE TRAVELLING PLANS

To know the preference to travel, it was asked if it there were plans for travelling in the future, to which just 1 out of 10 of the homes that did not travel in 2013 responded that they are planning to do so. And 3 out of 10 of the homes that did travel are also planning on it.

Chart 23. Future travelling plans of homes that travelled in 2013

HOMES THAT TRAVELLED IN 2013

30%
Have plans for travelling

Have no plans for travelling
70%

Chart 24. Future travelling plans of homes that didn't travel in 2013

HOMES THAT DIDN'T TRAVEL IN 2013

9% Have plans for travelling

Have no plans for travelling
91%

The main reason of home residents for no traveling is economic issues.

Chart 25. Reasons for no travelling in the future
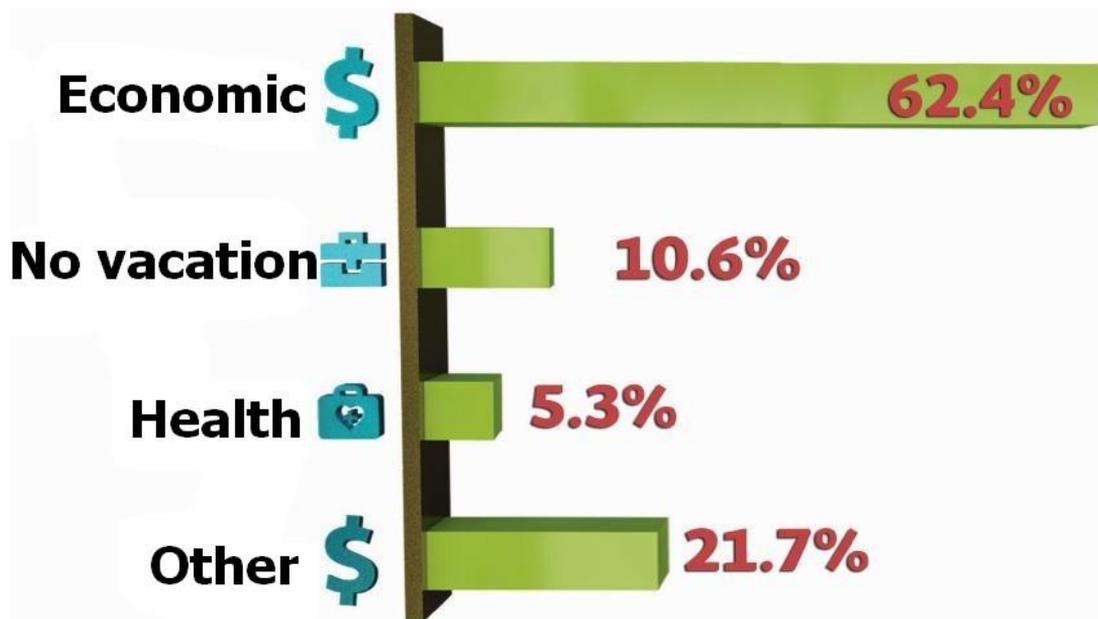
OVERALL CONCLUSIONS

In 2013, in **6** out of 10 homes in Mexico at least one of the members made a trip. And the main reason for traveling was leisure or vacation followed by visiting relatives or friends.

The travelling group size is of **3** people. And the average of trips made by the homes was **2**.

The **45.4%** of homes that made touristic trips (stayed at least one night on the destination), **31.8%** made the sightseeing trip (one-day roundtrip) and the **22.8%** made both trips.

The most remembered holiday season is the Summer of 2013 with a **14.3%**, followed by Holy Week and Easter 2013 with a **9.1%**, the Winter of 2012 with a **8.6%**, holidays and long weekends with a **3.0%**. The option others with a **65.1%**.

The most visited state is Distrito Federal, followed by Jalisco and the State of Mexico.

The tourism *expenditure* [6] on trips with overnight stopovers was **$6,281** pesos, and on roundtrips was **$1,000** pesos.

[6] It is referring to the weighted average expenditure.

METHODOLOGY

TARGET POPULATION:

The survey was directed to residents of private homes on national territory.

GEOGRAPHIC COVERAGE:

The survey was designed to obtain results at a national level at a high urban status.

SAMPLING FRAMEWORK:

The sampling framework used was the Marco Nacional de Viviendas 2012 of INEGI, build with the cartographic and demographic information obtained from the Censo de Población y Vivienda 2010. This framework is a Master Sample from which all the housing surveys developed by INEGI are selected; it has a probabilistic, one-stage and conglomerate design.

SAMPLE SIZE:

For calculating the simple size, it was considered as reference variable the average expenditure per home at a national level on the last trip. The formula used was the following:

$$n = \frac{z^2 s^2 \text{DEFF}}{r^2 x^2 (1 - \text{tnr}) \text{PHV}}$$

Where:

n	=	sample size
z	=	assigned value on statistics tables of the standard
	=	distribution for a preset confidence.
s²	=	estimation of population variance of the variable of interest.
x	=	estimation of the average of the variable of interest.
r	=	maximum acceptable relative error.
tnr	=	Rate of maximum of answer number expected.
PHV	=	Average of homes per neighborhood.
DEFF	=	Effect of design defined as the ratio of variance on the estimation of the used design, in the resulted variance considering a simple random sample for a same sample size.

SAMPLE SELECTION:

The sample selection was made independently for every state and stratum.

CONCEPTS AND DEFINITIONS

MAIN DESTINATION: Is the visited place that is fundamental in the decision of making the trip.

DESTINATION: It is the country, region or city that is considered as touristic destination or place that tourists want to visit.

SIGHTSEEING TRIP: Trip in which touristic attraction(s) from two or more destinations at a short distance are visited without making overnight stopovers.

TOURISM EXPENDITURE: All the expenditure made by a visitor during its transportation and stay on the destination, this includes route expenditure, payments/expenditures in advance required for the trip preparation and the expenses related with the trip in the place of residence when returning from the trip. The expenses made on business trips (travel and per diem); delivering amounts of money to relatives or friends that does not represent a payment for touristic goods or services and donations to non-profit institutions on the visited destination. Excludes: Purchases for commercial purposes, goods for resale; acquisition of land, houses, real state, works of art.

HOME: Group of one or more people, united or not by ties of kinship, usually residing on the same house and maintain the same expenses for food.

SHOPPING OR SOUVENIR EXPENDITURE: Expenditure made on souvenir purchases or other products elaborated in the place(s) that are visited during the trip for keeping to themselves, for a gift or for future consumption on their home.

HEALTH CARE EXPENDITURE: Expenditure made during the trip on medical consultation, lab tests, medical studies, treatments, hospital or clinic stay, therapy, drugs, orthopaedic and therapeutic apparatus, among others.

ROUND TRIP TRANSPORTATION EXPENDITURE: Is the expenditure made on the transportation, by any vehicle, from the origin to the destination and from the destination to the origin. If the trip was made by a borrowed or owned vehicle, it will include expenses like: automotive service (checking or purchasing of tires, tunning, brake fluid, antifreeze, etc.), gasoline, toll, etc.

LOCAL TRANSPORTATION EXPENDITURE: Any vehicle used for transportation from one place to another, in the same place of the trip or even to nearby places.

ALL-INCLUSIVE PACKAGE: Usually includes accommodation, food and roundtrip transportation. There are other more complete packages that also include local transportation and access to the bar or discotheque of the hotel, and also entrance to museums and parks, among other places.

HOLIDAYS OR LONG WEEKENDS IN 2013: February 4, March 18, September 16 and November 18.

TRIP: Is the trip made to a destination outside the usual environment of the visitor, with a less than a year length and made for a main reason (business, leisure, etc.).

TRIP FOR VISITING RELATIVES AND/OR FRIENDS: Includes trips for attending a wedding, funeral or other family event, or for sick or elderly care.

TRIP FOR LEISURE OR VACATION: Trips for visiting touristic destinations, nature tourism, for attending sport or cultural events, for practicing sports (ski, horse riding, golf, tennis, surf, etc.) or for leisure.

TRIP FOR SHOPPING: Trips made for purchases of personal or family use, for example, purchasing gifts, it does not include purchases of godos for resale (this is included on business trips).

TRIPS FOR STUDY: Include trips for personal training programs, for example, attending a congress, a program of personal interest, courses of self-improvement, among others.

TRIPS FOR HEALTH REASONS: Include trips for medical, therapeutic or aesthetic treatments. Aesthetic treatments include: plaster therapy, mesotherapy, lymphatic drainage, massages, among others.

RELIGIOUS TRIP: Trips made for attending religious events, for example, pilgrimages, visits to the Basilic of Guadalupe, spiritual retreats.

TRIPS FOR BUSINESS OR WORK: These are the trips in which the companies or institutions send their employees, it also includes trips for activities for self-business or work.

TRIP FOR OTHER REASONS: Include trips for volunteering, research or any other reason that is not mentioned or not included on the other categories, for example: getting an award.