



CrossborderINFORMA Research::Analysis::Insights

A review of recent business, industry & policy research
by CrossborderBusiness.com, a division of Crossborder Group

January 2011

Crossborder Christmas Shoppers Leave the Green in San Diego Stores

It's a well known (but under-researched) fact that crossborder visitors from Mexico leave a significant economic impact on U.S. communities from daily shopping visits. Each winter, seasonal Christmas Holiday shoppers from Mexico also add an extra "gift" to stores (and local economies) along the U.S.-Mexico border - something that Crossborder Group has periodically measured in the San Diego-Tijuana border region since 2003.

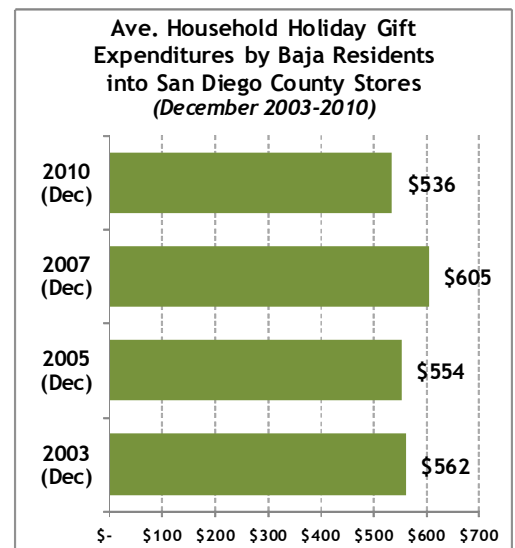
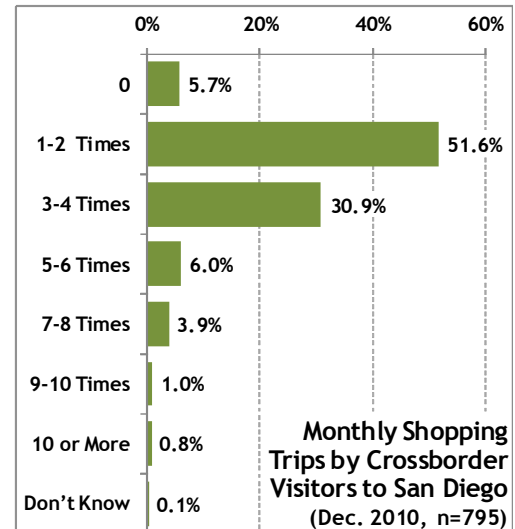
On an average December day near Christmas, without shouting, crying or pouting (*except* when sent to secondary-inspection), nearly 100,000 Mexico residents cross (legally) through San Diego-Tijuana's Ports of Entry (POEs) at San Ysidro and Otay Mesa. Most of them aren't thinking about sugarplums (whatever *those* are); rather, they're thinking about Holiday Shopping...

In fact, based on Crossborder Group's Winter Quarterly surveys at San Ysidro and Otay Mesa (in mid/late-December, applied randomly to car and pedestrian travelers), over 94% of Mexico-residing border crossers stated that they crossed at least once per month to go shopping in San Diego County. As seen at right, in fact, over 42% crossed 3 or more times each month to shop.

In December 2010, estimated average daily expenditures reported by Mexico visitors into San Diego County was US\$181 per trip. More impressive was the US\$536 average household expenditure given when asked "Approximately how much will you and those in your household spend on holiday gifts in San Diego during the Christmas Season?"

What might that mean to San Diego's economy? Well...

- 92% of Mexico-residing border crossers at the San Diego-Tijuana POEs come from the Tijuana Metro Region (consisting of Tijuana, Rosarito, and Tecate);
- 2010 census data from Mexico estimates approximately 475,000 households in the Tijuana Metro Region; and
- Previous in-Mexico surveys by Crossborder Group in Tijuana found that 30-55% of households (depending on location) reported at least one family member with a border crossing card or visa to enter the United States.



Baja's *regalo navideño* to San Diego: conservatively, an estimated US\$76.4 to US\$101.8 million in direct expenditures for crossborder Christmas shopping by Tijuana Metro Region households in San Diego County during 2010. Now that's a nice gift for the local economy.

Got questions about border crossers? Add them to Crossborder Group's 2011 At-Border Quarterly Surveys along the California-Mexico border (Spring Omnibus scheduled for March/April, and Summer Omnibus scheduled for June/July). For your Mexico and US-Mexico needs, contact the professionals of Crossborder Group at Answers@CrossborderBusiness.com to help you find answers, insights and market solutions.