

El Paso Cross Border Retail Metrics

- Ciudad Juarez comprises about 40% of the total population in the state of Chihuahua with over 3 million people.
- Ciudad Juarez contributes approximately \$1.7-1.8 billion worth of retail sales in El Paso per year.
- Of the 1.3-1.6 million people in Ciudad Juarez, approximately 35% of the population has visas allowing them to cross into El Paso.

15,938,689 northbound border crossings in 2011 (pedestrians & vehicles)

- 9,858,382 private vehicle
- 6,080,307 pedestrians
- 806,908 trucks

On average, there are 43,000 private vehicles and 21,000 people crossing the bridges in El Paso daily.

- Travel automobile spend average: \$182/visit
- Travel by bus spend minimum: \$80/visit
- Travel by airplane spend average: \$ 2,038/visit

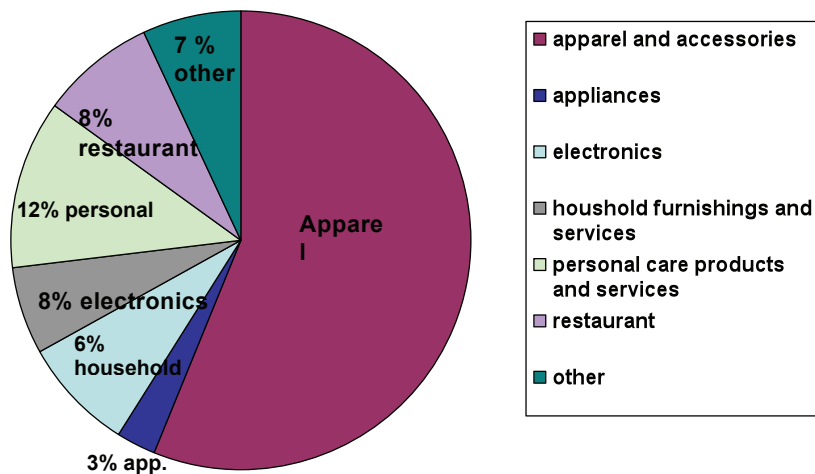
El Paso has 4 International Border Ports of Entry bordering its sister City of Ciudad Juarez and 6 International Border Ports of Entry outside of El Paso:

- Bridge of the Americas
- Ysleta International Bridge (Dedicated Commuter Lane)
- Paso Del Norte Bridge
- Stanton Street Bridge (Dedicated Commuter Lane)
- Santa Teresa/Fabens/Columbus/Presidio

The impact of purchases in El Paso by Mexican nationals is substantial in all accounts and plays a critical role in the retail trade sector. Since most of the retail trade conducted is done in cash, it is difficult to document the share of retail spending by Mexican nationals. However, the license plates in the parking lots tell the story.

Few of the reasons why people travel into the U.S and specifically El Paso:

- Better prices
- Higher quality
- Superior service
- Greater product availability
- Very high level of brand loyalty



Courtesy of City of El Paso Economic Development Department 2012



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Reasons Why Mexican Consumers Shop in El Paso



The data provided by Universidad Autonoma de Ciudad Juarez (UACJ) shows that 60 percent of consumers in Juarez prefer to acquire products in El Paso because of price, 17 percent want more quality and 10 percent of Juarez shoppers purchase in El Paso for the variety of goods offered.

Out of a sample of 200 retailers, 176 completed a survey, with 54.5 percent indicating that at least half of their sales were to Mexican nationals. (John Hadjimarcou University of Texas at El Paso June 2006) Interviews done

with retailers and store managers in 2008 attest to this fact.

Purchases by Mexican consumers represented 32 percent of the total retail industry sales in El Paso in 2005, according to a study by the Universidad Autonoma de Ciudad Juarez (UACJ) and the Federal Reserve of Dallas in El Paso.

In January 2009, 1,760 online surveys were conducted with residents of the top five international inbound travel markets as defined by the U.S. Department of Commerce. The survey included 350 respondents from each country — Canada, Mexico, United Kingdom, Germany and Japan — representing 75 percent of all inbound U.S. Travelers. Survey respondents had visited the USA in the past 12 months and had spent at least \$250 on shopping.

Highlights of The International Shopping Traveler study results include:

Nearly 20% of these travelers say they have already booked their next trip to the U.S. and an additional 50% are very likely to visit and shop in the next 12 months.

SHOPPING DRIVES TRAVEL. For a large number of travelers, shopping influences destination choice.

30% said it was a factor in their choice of destinations

23% said it was a key reason for the trip.

ECONOMIC IMPACT.

These travelers allocated a sizeable portion of total trip spend to shopping activities, spending on average \$1063 per person on shopping out of a total average of \$3692 per total trip, per person.

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While spending varies by market, the percent of shopping spend reported in the total trip spend was an average of 29%, and as high as 40% with Mexican Shopping Travelers.

	Shopping Spend	Total Trip Spend	Shopping % of total
Overall Average	\$1063	\$3692	29%
Canada	\$757	\$2490	30%
Mexico	\$1310	\$3249	40%
UK	\$968	\$3845	25%
Japan	\$1200	\$4722	25%
Germany	\$1085	\$4127	26%

APPAREL LEADS. International shoppers most frequently purchased apparel.

OTHER POPULAR CATEGORIES. Footwear (47%), food/candy (47%) souvenirs (47%), fashion accessories (39%) and cosmetics/beauty products (39%) were key categories purchased by the international shopping traveler.

SHOPPED FOR SELF AND FAMILY. 84% made purchases for themselves followed by spouse/significant other (68%) and children (44%).

BRAND SAVVY. Brand preferences* vary by inbound market.

The top 25 brands shopped for overall are:

Nike

Levis

Gap

Polo Ralph Lauren and Tommy Hilfiger

Abercrombie & Fitch

Calvin Klein and Coach

Adidas, Gucci and Chanel

Sony, Armani, Banana Republic and Louis Vuitton

Apple, Prada and Victoria's Secret

Old Navy, Dolce & Gabbana, Diesel, American Eagle, DKNY, Hugo Boss and Hollister

*Duplicate names on the same line indicate that the same percentage of International Shopping Travelers surveyed, selected those brands.

MOTIVATORS: VALUE & SELECTION. Good value and a wide selection of brands are most often cited as important elements of the shopping experience.

CULTURAL & HERITAGE ATTRACTIONS AND UNIQUE DINING ARE

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IMPORTANT. It is clear that International shopping travelers are also cultural travelers--visiting historic sites (48%), museums/art exhibits (39%), concerts/theatres (36%), national parks (48%) and 27% report also shopping at Museum Stores. 42% reported seeking out unique dining experiences while visiting the U.S.

ONLINE TRAVEL. The vast majority of international travelers currently use online sites to plan and book their travel to the U.S.

WHERE THEY SHOP. Destination preferences* vary by inbound market.

The top 25 cities visited by international shopping travelers overall are:

New York, NY	Atlanta, GA
Los Angeles, CA	Phoenix, AZ
Las Vegas, NV	Dallas-Fort Worth, TX and Seattle, WA
Orlando, FL	Tampa, FL
San Francisco, CA	Philadelphia, PA
Honolulu, HI	Detroit, MI
Miami-Fort Lauderdale, FL	Fort Myers-Naples, FL
Chicago, IL	West Palm Beach, FL
San Diego, CA and Washington, DC	Denver, CO
Houston, TX	Portland, OR
Boston, MA and	Baltimore, MD
Buffalo, NY	

*Duplicate destinations on the same line indicate that the same percentage of International Shopping Travelers surveyed, selected those cities.

Facts & Figures from THE INTERNATIONAL SHOPPING TRAVELER study:

Top five inbound countries to the U.S.: Canada, Mexico, Japan, U.K. Germany
1760 respondents (approximately 350 per country; on-line study - January, 2009).

Number of trips in the past 12 months:

Mexico 4.4
Canada 3.1
U.K. 2.3
Germany 1.7
Japan 1.7

Average trip expenditure is \$3692; average spent on shopping is \$1063
Mexican and Japanese travelers have higher mean shopping spend versus total (\$1310 and \$1200 respectively).

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Nearly half of all international travelers in the five markets surveyed say that shopping was either a key reason for the trip or was a factor in their choice of destinations.

Good value and variety are most often cited as important elements of the shopping experience.

Apparel is the most frequently purchased item by international shoppers.

Footwear and food/candy (and souvenirs) are the second most frequently purchased categories; followed by beauty and accessories - both tied for third, followed by perfume, children's apparel and handbags.

Germans are most likely to stay the longest when traveling to the U.S. (15 - 21 days), followed by the British who stay up to 14 days.

Shopping accounts for a third of Canadian travelers' time when in the U.S., and is about nearly a third of their total trip expenditures.

51% of Mexican travelers state that they used friends and family as a source of travel information.

Japanese and Germans said that shopping opportunities helped them choose between destinations.

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