

INTERNATIONAL MASTER CARD USAGE IN NEW MEXICO
Compiled by Chris Cordova and Bruce Poster
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The New Mexico Tourism Department contracted with MasterCard to provide data on spending by international visitors to New Mexico. This report provides the results of that analysis.

During a 12-month period (December 2003-November 2004), 73,804 international master card customers from 110 countries made 260,228 MasterCard transactions in New Mexico, spending \$27,688,510, for an average transaction amount of \$106.40. These tables show that the top country in number of unique accounts was Canada, that the top country in average transaction was Japan, and that the top country in number of transactions was Germany.

They also show that the most common transaction type was at gas stations, that the highest average value transaction type was at travel agencies, and that the largest amount of money was spent at hotels (not counting ATM transactions).

Using data purchased from OTTI, we have adjusted the visitor counts based on the percentage of international visitors who use MasterCard when they travel to the Rocky Mountain states. We believe that, with the exception of Mexico, the adjustments are sound and give us reasonable visitor estimates. In the case of Mexico, the estimated usage rate of only 3% results in a visitor estimate of 364,233; this number may be inflated. (MasterCard penetration rates were not available for Canadians; thus, we relied on the 2004 visitor count of 45,000 provided by Statistics Canada, which is believed to be quite accurate.)

The estimated visitation is shown in the final table, which demonstrates that the top countries (not counting Mexico and Canada), based on the adjustments, are:

1. United Kingdom
2. Germany
3. Netherlands
4. Japan
5. Switzerland
6. France
7. Australia
8. Sweden
9. Spain
10. Italy

The table also shows that total overseas visitation is estimated at 261,205. This is equivalent to about 2% of domestic visitation.

Top Ten Countries (Unique Accounts (card holders))

Issuer Country	Unique Accounts	Summary Amount	Total Transactions
CANADA	16,168	\$ 4,161,133.22	52,365
GERMANY FEDERAL REPUBLIC OF	12,379	\$ 6,607,461.40	65,481
MEXICO	10,927	\$ 2,717,810.39	32,380
UNITED KINGDOM	9,096	\$ 3,933,834.72	27,018
NETHERLANDS	4,301	\$ 1,542,771.55	13,856
SWITZERLAND	2,067	\$ 1,034,261.62	8,547
FRANCE	2,011	\$ 693,079.64	6,043
AUSTRALIA	1,624	\$ 687,986.86	5,262
SWEDEN	1,532	\$ 509,641.91	3,566
JAPAN	1,266	\$ 1,027,363.61	5,452
GRAND TOTAL	73,804	\$27,688,510.66	260,228

Top Ten Countries (Unique Accounts (sorted by avg. transaction))

Issuer Country	Unique Accounts	Summary Amount	Total Transactions	Avg. Transaction
JAPAN	1,266	\$ 1,027,363.61	5,452	\$ 188.44
UNITED KINGDOM	9,096	\$ 3,933,834.72	27,018	\$ 145.60
SWEDEN	1,532	\$ 509,641.91	3,566	\$ 142.92
AUSTRALIA	1,624	\$ 687,986.86	5,262	\$ 130.75
SWITZERLAND	2,067	\$ 1,034,261.62	8,547	\$ 121.01
FRANCE	2,011	\$ 693,079.64	6,043	\$ 114.69
NETHERLANDS	4,301	\$ 1,542,771.55	13,856	\$ 111.34
GERMANY FEDERAL REPUBLIC OF	12,379	\$ 6,607,461.40	65,481	\$ 100.91
MEXICO	10,927	\$ 2,717,810.39	32,380	\$ 83.93
CANADA	16,168	\$ 4,161,133.22	52,365	\$ 79.46
GRAND TOTAL	73,804	\$27,688,510.66	260,228	\$ 106.40

Top Ten Countries (Summary Spending)

Issuer Country	Unique Accounts	Summary Amount	Total Transactions
GERMANY FEDERAL REPUBLIC OF	12,379	\$ 6,607,461.40	65,481
CANADA	16,168	\$ 4,161,133.22	52,365
UNITED KINGDOM	9,096	\$ 3,933,834.72	27,018
MEXICO	10,927	\$ 2,717,810.39	32,380
NETHERLANDS	4,301	\$ 1,542,771.55	13,856
SWITZERLAND	2,067	\$ 1,034,261.62	8,547
JAPAN	1,266	\$ 1,027,363.61	5,452
FRANCE	2,011	\$ 693,079.64	6,043
AUSTRALIA	1,624	\$ 687,986.86	5,262
SWEDEN	1,532	\$ 509,641.91	3,566
GRAND TOTAL	73,804	\$27,688,510.66	260,228

Spending Classification (Summary Spending) Sorted by number of transactions.

Classification	Total Transactions	Sum of Summary Amount	Avg transaction
GAS STATIONS	44,852	\$1,158,102.27	\$25.82
FOOD STORES-WAREHOUSE	34,549	\$2,075,833.36	\$60.08
OTHER RETAIL	31,191	\$4,220,544.88	\$135.31
RESTAURANTS-BARS	30,085	\$1,377,337.49	\$45.78
HOTEL-MOTEL	27,516	\$4,226,257.83	\$153.59
QUASI CASH	26,358	\$5,488,829.62	\$208.24
OTHER SERVICES	10,047	\$1,323,584.15	\$131.74
CLOTHING STORES	9,298	\$923,694.78	\$99.34
RECREATION	7,985	\$616,635.61	\$77.22
DEPARTMENT STORES	6,567	\$442,928.88	\$67.45
DISCOUNT STORES	5,059	\$292,354.45	\$57.79
SPORTING-TOY STORES	3,262	\$370,190.43	\$113.49
VEHICLES	3,008	\$692,799.70	\$230.32
ELECTRIC-APPLIANCE	2,843	\$530,318.41	\$186.53
DRUG STORES	2,820	\$114,714.41	\$40.68
INTERIOR FURNISHINGS	2,781	\$445,437.30	\$160.17
EDUCATION	2,219	\$655,974.35	\$295.62
AUTO RENTAL	2,086	\$708,078.79	\$339.44
HARDWARE	2,061	\$325,762.56	\$158.06
PROFESSIONAL SERVICES	1,493	\$508,480.66	\$340.58
HEALTH CARE	1,484	\$463,185.98	\$312.12
UTILITIES	1,058	\$151,391.68	\$143.09
AIRLINE	634	\$199,557.54	\$314.76
OTHER TRANSPORT	504	\$16,570.44	\$32.88
TRAVEL AGENCIES	376	\$335,531.45	\$892.37
REPAIR SHOPS	92	\$24,413.64	\$265.37
GRAND TOTAL	260,228	\$27,688,510.66	\$106.40

Spending Classification (Summary Spending)
Sorted by number of transactions and Avg. transaction.

Classification	Total Transactions	Sum of Summary Amount	Avg transaction
TRAVEL AGENCIES	376	\$335,531.45	\$892.37
PROFESSIONAL SERVICES	1,493	\$508,480.66	\$340.58
AUTO RENTAL	2,086	\$708,078.79	\$339.44
AIRLINE	634	\$199,557.54	\$314.76
HEALTH CARE	1,484	\$463,185.98	\$312.12
EDUCATION	2,219	\$655,974.35	\$295.62
REPAIR SHOPS	92	\$24,413.64	\$265.37
VEHICLES	3,008	\$692,799.70	\$230.32
QUASI CASH	26,358	\$5,488,829.62	\$208.24
ELECTRIC-APPLIANCE	2,843	\$530,318.41	\$186.53
INTERIOR FURNISHINGS	2,781	\$445,437.30	\$160.17
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UTILITIES	1,058	\$151,391.68	\$143.09
OTHER RETAIL	31,191	\$4,220,544.88	\$135.31
OTHER SERVICES	10,047	\$1,323,584.15	\$131.74
SPORTING-TOY STORES	3,262	\$370,190.43	\$113.49
CLOTHING STORES	9,298	\$923,694.78	\$99.34
RECREATION	7,985	\$616,635.61	\$77.22
DEPARTMENT STORES	6,567	\$442,928.88	\$67.45
FOOD STORES-WAREHOUSE	34,549	\$2,075,833.36	\$60.08
DISCOUNT STORES	5,059	\$292,354.45	\$57.79
RESTAURANTS-BARS	30,085	\$1,377,337.49	\$45.78
DRUG STORES	2,820	\$114,714.41	\$40.68
OTHER TRANSPORT	504	\$16,570.44	\$32.88
GAS STATIONS	44,852	\$1,158,102.27	\$25.82
GRAND TOTAL	260,228	\$27,688,510.66	\$106.40

Spending Classification (Summary Spending)
Sorted by amount of total transactions.

Classification	Total Transactions	Sum of Summary Amount	Avg transaction
QUASI CASH	26358	\$ 5,488,829.62	\$ 208.24
HOTEL-MOTEL	27516	\$ 4,226,257.83	\$ 153.59
OTHER RETAIL	31191	\$ 4,220,544.88	\$ 135.31
FOOD STORES-WAREHOUSE	34549	\$ 2,075,833.36	\$ 60.08
RESTAURANTS-BARS	30085	\$ 1,377,337.49	\$ 45.78
OTHER SERVICES	10047	\$ 1,323,584.15	\$ 131.74
GAS STATIONS	44852	\$ 1,158,102.27	\$ 25.82
CLOTHING STORES	9298	\$ 923,694.78	\$ 99.34
AUTO RENTAL	2086	\$ 708,078.79	\$ 339.44
VEHICLES	3008	\$ 692,799.70	\$ 230.32
EDUCATION	2219	\$ 655,974.35	\$ 295.62
RECREATION	7985	\$ 616,635.61	\$ 77.22
ELECTRIC-APPLIANCE	2843	\$ 530,318.41	\$ 186.53
PROFESSIONAL SERVICES	1493	\$ 508,480.66	\$ 340.58
HEALTH CARE	1484	\$ 463,185.98	\$ 312.12
INTERIOR FURNISHINGS	2781	\$ 445,437.30	\$ 160.17
DEPARTMENT STORES	6567	\$ 442,928.88	\$ 67.45
SPORTING-TOY STORES	3262	\$ 370,190.43	\$ 113.49
TRAVEL AGENCIES	376	\$ 335,531.45	\$ 892.37
HARDWARE	2061	\$ 325,762.56	\$ 158.06
DISCOUNT STORES	5059	\$ 292,354.45	\$ 57.79
AIRLINE	634	\$ 199,557.54	\$ 314.76
UTILITIES	1058	\$ 151,391.68	\$ 143.09
DRUG STORES	2820	\$ 114,714.41	\$ 40.68
REPAIR SHOPS	92	\$ 24,413.64	\$ 265.37
OTHER TRANSPORT	504	\$ 16,570.44	\$ 32.88
Grand Total	260228	\$ 27,688,510.66	\$ 106.40

New Mexico 2004 International Visitation Estimates

New Mexico's top 25

	Region of the World	Issuer Country	Unique Accounts	Summary Amount	Summary Count	Master Card Usage	Estimated Visitation
1	Mexico	MEXICO	10,927	\$2,717,810	32,380	3.0%	364,233
2	Canada	CANADA	16,168	\$4,161,133	52,365	35.9%	45,036
TOTAL VISITATION (Minus Mexico and Canada)							261,205
U.S. Office of Travel and Tourism Industries 2003 Estimate							90,000
3	UK	UNITED KINGDOM	9,096	\$3,933,834.72	27,018	18.8%	48,382.98
4	Germany	GERMANY FEDERAL REPUBLIC OF	12,379	\$6,607,461.40	65,481	27.8%	44,528.78
5	Western Europe	NETHERLANDS	4,301	\$1,542,771.55	13,856	16.2%	26,549.38
6	Jap/Kor/HK/China/Sing	JAPAN	1,266	\$1,027,363.61	5,452	7.0%	18,085.71
7	Western Europe	SWITZERLAND	2,067	\$1,034,261.62	8,547	16.2%	12,759.26
8	Western Europe	FRANCE	2,011	\$693,079.64	6,043	16.2%	12,413.58
9	Australia/New Zealand	AUSTRALIA	1,624	\$687,986.86	5,262	14.0%	11,600.00
10	Western Europe	SWEDEN	1,532	\$509,641.91	3,566	16.2%	9,456.79
11	Western Europe	SPAIN	1,264	\$276,557.87	2,389	16.2%	7,802.47
12	Western Europe	ITALY	1,106	\$300,600.74	2,645	16.2%	6,827.16
13	Western Europe	DENMARK	884	\$332,883.70	2,276	16.2%	5,456.79
14	Western Europe	IRELAND	772	\$229,369.45	2,223	16.2%	4,765.43
15	Western Europe	NORWAY	727	\$213,852.80	1,521	16.2%	4,487.65
16	Western Europe	AUSTRIA	705	\$313,475.31	3,606	16.2%	4,351.85
17	Latin America	BRAZIL	408	\$147,281.39	1,526	17.1%	2,385.96
18	Australia/New Zealand	NEW ZEALAND	442	\$228,080.51	1,493	14.0%	3,157.14
19	Western Europe	GREECE	511	\$216,465.27	973	16.2%	3,154.32
20	Middle East*	ISRAEL	533	\$247,192.02	2,017	17.1%	3,116.96
21	Western Europe	BELGIUM	457	\$164,477.80	1,239	16.2%	2,820.99
22	Africa*	SOUTH AFRICA	294	\$112,620.00	888	17.1%	1,719.30
23	Jap/Kor/HK/China/Sing	KOREA REPUBLIC OF	274	\$115,882.08	1,022	7.0%	3,914.29
24	Jap/Kor/HK/China/Sing	THE REPUBLIC OF CHINA (TAIWAN)	258	\$149,004.42	901	7.0%	3,685.71
25	Jap/Kor/HK/China/Sing	SINGAPORE	194	\$106,447.19	1,315	7.0%	2,771.43
Other Countries							
	Africa Other	Africa (minus South Africa)	30	\$ 9,950.08	184	17.1%	175.44
	Asia	Asia	471	\$ 163,100.69	1,815	17.1%	2,754.39
	Carribbean	Carribbean	331	\$ 257,878.55	1,489	17.1%	1,935.67
	Eastern Europe Other	Eastern Other	637	\$ 228,035.95	1,967	17.9%	3,558.66
	Jap/Kor/HK/China/Sing Other	Jap/Kor/HK/China/Sing Other	154	\$ 108,224.37	599	7.0%	2,200.00
	Middle East	Middle East	153	\$ 52,317.07	581	17.9%	854.75
	Latin America	South America (minus Brazil plus Central America)	623	\$ 386,432.84	3,292	17.1%	3,643.27
	Western Europe Other	Western Europe Other	306	\$ 117,504.70	954	16.2%	1,888.89