HANNA SOLUTIONS
COMMERCIAL REAL ESTATE

South Texas Market Intelligence

Rio Grande Valley edition | Mexico and the cross-border economy

Mexico Next Door: One Economy Across the Border

Rio Grande Valley, Monterrey and Mexico City | November 2026

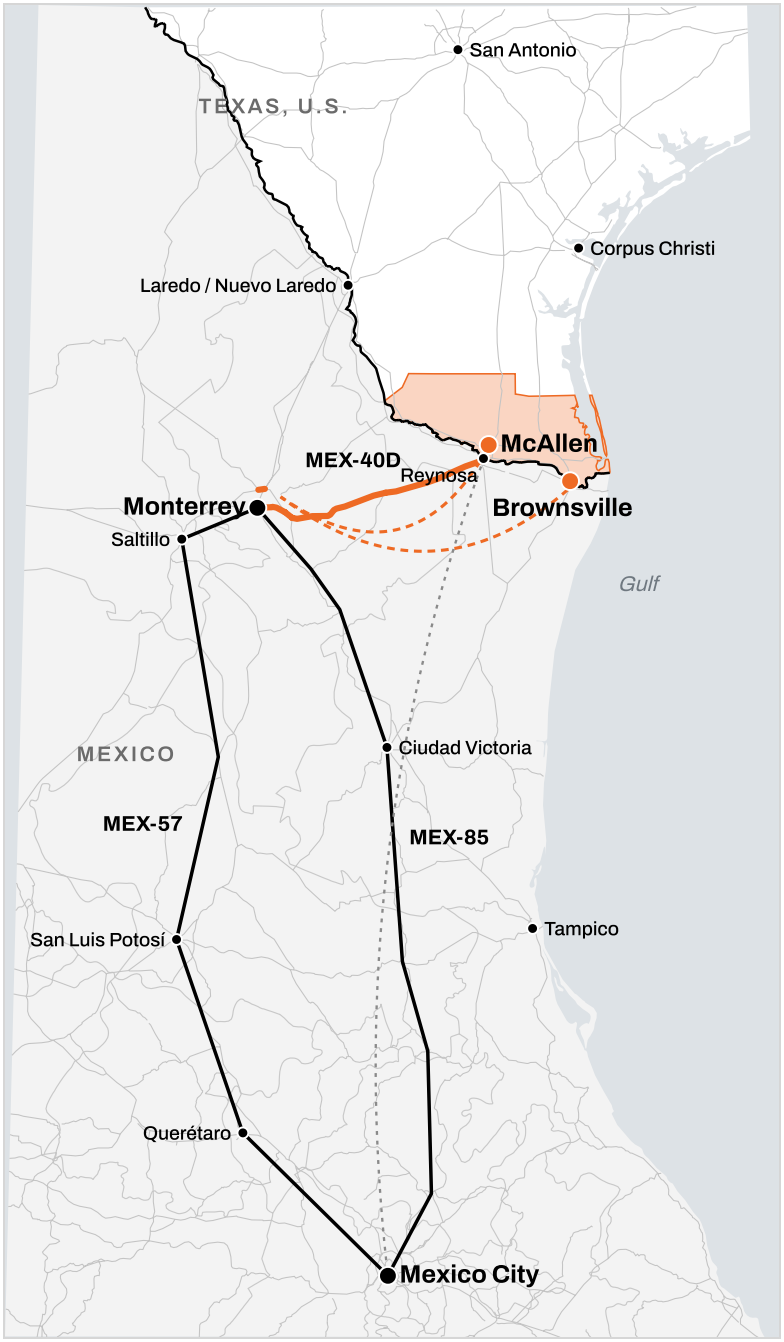


$67.1B
U.S.–Mexico trade through RGV ports, 2024 [2]

19.0M
Northbound vehicle and pedestrian crossings, 2024 [2]

5.8M
Mexican residents stayed overnight in Texas, 2024 [1]

#2
Mexico's rank among foreign buyers of U.S. homes [6]



One regional economy

Mexico's two largest metros connect to the Rio Grande Valley's two international gateway cities, McAllen and Brownsville, by highway and by air.

Origin market	By road to McAllen | Brownsville	By air to the RGV
Reynosa / Matamoros ~700K / ~540K residents (2025) [8]	**Next door** Reynosa faces Hidalgo County; Matamoros faces Brownsville	— Local airports on both sides
Monterrey metro 5.34M residents (2020) [8]	**~3 hr | ~3.5 hr** About 150 miles to McAllen and 194 miles to Brownsville [14]	**~1–1.25 hr** Nonstops to BRO since Oct 2024 and MFE since Mar 2026, both on Aerus [3][18]
Mexico City metro 21.8M residents (2020) [8]	**~11.5–12.5 hr** About 570–585 miles to McAllen and 575–600 miles to Brownsville [14]	**~1.5 hr** No current nonstop to an RGV airport; the MFE route ended Nov 2025 [5]

Three RGV airports have commercial airline service, as in our infrastructure edition: McAllen (MFE), Valley International in Harlingen (HRL) and Brownsville (BRO). MFE and BRO have Monterrey nonstops. HRL has no year-round Mexico route; it offered seasonal Cancún nonstops on Sun Country in summer 2026 [20].

Monterrey–RGV highway (MEX-40D) · Principal Mexico City corridors (generalized) · Nonstops MTY–MFE and MTY–BRO · Mexico City air route (suspended) · Rio Grande Valley (4 counties)

By road, Monterrey is about three to four times closer to the Rio Grande Valley than Mexico City is.

Drive times exclude border waits and are rounded from mapping services. Corridor lines connect the cities they pass through and are not turn-by-turn routes. Map data: Natural Earth.

The RGV crossing network

12 international roadway crossings, numbered west to east as in our November 2026 infrastructure edition. Willacy County has no international crossing [16].



- 01 Lake Falcon Dam International Crossing — Falcon Heights
- 02 Roma-Ciudad Miguel Aleman International Bridge — Roma
- 03 Starr-Camargo International Bridge — Rio Grande City
- 04 Anzalduas International Bridge — Mission
- 05 McAllen-Hidalgo International Bridge — Hidalgo
- 06 Pharr-Reynosa International Bridge — Pharr
- 07 Donna-Rio Bravo International Bridge — Donna
- 08 Progreso International Bridge — Progreso
- 09 Free Trade International Bridge — Los Indios
- 10 Brownsville & Matamoros Express (B&M) Bridge — Brownsville
- 11 Gateway International Bridge — Brownsville
- 12 Veterans International Bridge at Los Tomates — Brownsville
- R Brownsville West Rail Bridge — Freight rail; not counted
- F Los Ebanos Ferry — Hand-operated; not counted

3 | 5 | 4

International roadway crossings in Starr, Hidalgo and Cameron counties [16]

5

Land ports of entry: Roma, Rio Grande City, Hidalgo, Progreso and Brownsville [2]

66.6%

Share of 2024 RGV trade through the Hidalgo port of entry: crossings 04, 05 and 06 [2]

Crossings plotted from the same published coordinates used in our November 2026 infrastructure edition [17]; positions approximate. Truck and pedestrian access and hours differ by crossing; confirm with CBP and the bridge operator. Map data: Natural Earth.

Commerce moves in both directions

The border divides two countries, not the market. Goods, shoppers, families and business travelers move north and south every day.

Southbound

$27.6B

U.S. exports moving south to Mexico through RGV ports, 2024

$67.1B

Total RGV trade, 2024

Northbound

$39.5B

Imports moving north from Mexico through RGV ports, 2024

Texas processed $588.7B of the $839.9B in 2024 U.S.–Mexico goods trade. RGV ports handled 11.4% of the Texas total. Source: TxDOT / BTS [2].

Trade by RGV port, 2024

Hidalgo port	66.6%
Brownsville port	29.8%
Roma port	1.3%
Progreso port	1.3%
Rio Grande City port	1.0%

The Hidalgo port of entry includes the Anzalduas, McAllen-Hidalgo and Pharr-Reynosa international bridges [2].

People crossing north, 2024

Passenger vehicles	12.42M
Pedestrians	6.59M
Commercial trucks	1.17M

Counts are entries for every purpose and every traveler, not unique people. Southbound counts are not collected [2].

Mexican visitors to Texas, 2024

87% by land

Mexico is Texas's largest international visitor market. Most visitors drive, which favors border regions like the RGV. Visitors averaged 4.7 nights, and 65% stayed in paid lodging [1].

Two-way trade, daily crossings and repeat visitors make the RGV one of the main gateways between Mexico and the U.S.

Buying power: who spends and invests

The Valley sits closest to some of Mexico's strongest consumer and business markets.

Share of Mexico's economic output, 2024



Nuevo León, home to Monterrey, produced about US$143B in 2024. INEGI, as reported Dec. 2025 [8].

~10%

More U.S. dollars per peso at ~18.7 per dollar (early Nov 2026) than at 20.60 (early 2025) [12]. Point-in-time only.

#1 | #1

McAllen leads the RGV in sales tax, with a record $12.6M allocation in Feb 2026 [4]. Brownsville leads Cameron and Willacy counties, with $53M+ in Jan–Nov 2024 [19].

Mexican buyers of U.S. homes, Apr 2025–Mar 2026

~9,400

Homes bought, worth close to $5B. Second only to Canada [6].

30%

Mexico's share of foreign home buyers in Texas, 2025 survey [7].

Historical retail estimates

Past McAllen estimates put Mexican shopper sales at about $1B a year and 37%–40% of city sales tax [13]. These are historical figures, not current measurements.

> Home-buyer figures are national or statewide and residential. They include recent immigrants and visa holders living in the U.S. They are not RGV-specific.

Mexican households and businesses bring spending power and investment capital across the border.

What it means for commercial real estate

A relationship built over generations, and where it shows up in Valley property today.

Built over generations

Mexican shoppers supported the Valley economy before La Plaza Mall opened in McAllen in 1976 [9]. Brownsville city leaders describe it as an international city where families have ties in Mexico [18].

Monterrey's market

Dallas Fed research found RGV retail draws more from interior Mexico than some other Texas border markets, especially from Monterrey [10].

Proven dependence

During 2020 travel restrictions, Texas border counties were estimated to lose $4.9B in total GDP, 6.1% of their economy, over eight months [11].

Property type	Where Mexican demand shows up
Retail	Regional centers and value retail near bridges and main corridors
Hospitality	Overnight visitors averaging 4.7 nights, 65% in paid lodging [1]
Residential	Second homes, rentals and housing for students [6]
Industrial	$67.1B in 2024 trade through RGV ports [2]
Office and services	Banking, legal, medical and professional services for cross-border clients

What to watch

- **Trade policy:** The U.S. declined to renew USMCA in its current form on July 1, 2026. It remains in force, with annual reviews [15].
- **Air service:** MFE and BRO both have Monterrey nonstops on small aircraft. A Mexico City nonstop to the RGV is not confirmed after the federal freeze was lifted Oct. 16, 2026 [5][18].
- **Currency:** A weaker peso has historically reduced Mexican spending in McAllen [12].
- **Data gap:** No current RGV-specific study of Mexican visitor spending was found.

The RGV is where Mexican demand meets U.S. real estate. Sites tied to the bridges, the corridors and the cross-border customer carry that advantage.

Methodology and primary references

A transparent basis for every figure in this report.

Geography

Starr, Hidalgo, Cameron and Willacy counties, Texas, with McAllen and Brownsville as the region's two international gateway cities, and named Mexican origin markets.

Consistency with the series

Crossing names, numbering, county counts and coordinates follow "The Rio Grande Valley: Connected for Growth," November 2026 [16][17].

Research standard

Figures are cited with their dates and were current as of early November 2026. Historical estimates are labeled as historical.

Limits of this briefing

Maps are for orientation only; corridors are generalized and positions approximate. Statewide and national figures are not RGV-specific. This is not a forecast, guarantee, travel advisory or investment advice.

1 Travel Texas, Office of the Governor | Mexico 2024 visitor profile. gov.texas.gov/uploads/files/travel-texas/Mexico2024.pdf

2 TxDOT | Texas Border Facts: Rio Grande Valley Region, March 2025 (BTS TransBorder and border crossing data). txdot.gov

3 City of McAllen | MFE announces daily nonstop service to Monterrey, Mar. 12, 2026. mcallen.net

4 City of McAllen | Historic $12.6 million sales tax allocation, Feb. 17, 2026. mcallen.net

5 U.S. DOT route actions, as reported by KRGV (Oct. 30, 2025) and AeroCorner (Oct. 2026).

6 National Association of REALTORS® | 2026 International Transactions in U.S. Residential Real Estate; Funds Society summary, Oct. 2026.

7 Texas REALTORS® | 2025 International Residential Transactions. texasrealestate.com

8 INEGI: Nuevo León GDP share (The Rio Times, 2026); Mexico City metro 21.8M (Gobierno de México, Censo 2020); Monterrey metro 5,341,171 (Censo 2020); Reynosa and Matamoros (Encuesta Intercensal 2025, La Verdad, Sept. 2026).

9 The Monitor (MyRGV), Mexican shoppers and La Plaza; ICSC, retail development at the U.S.–Mexico border.

10 Federal Reserve Bank of Dallas | Southwest Economy, 2006 and 2012.

11 Rice University's Baker Institute | Mexican Consumption and the Economic Impact of the Coronavirus on Texas Border Counties.

12 Peso: Banxico rate reported by UnoTV, Nov. 3, 2026; McAllen Chamber of Commerce Economic Pulse, Feb. 2025.

13 Historical McAllen estimates: Fox Business (Chamber, ~$1B); Texas Monthly (37%); The Bond Buyer (about 40%).

14 Drive distances and times: Wayro route guides (McAllen and Brownsville); Air Miles Calculator; Travelprofy and 1Map (Mexico City–Brownsville). Rounded.

15 Congressional Research Service | USMCA Joint Review: Process and Role of Congress (R48787).

16 TxDOT | 2024 Texas–Mexico International Border Crossings Guide; South Texas Market Intelligence, "The Rio Grande Valley: Connected for Growth," Nov. 2026.

17 Maps: Natural Earth public-domain data; crossing coordinates from Wikipedia, List of crossings of the Rio Grande (as in the Nov. 2026 edition). Corridors generalized.

18 City of Brownsville | Aerus inaugural BRO–Monterrey flight, Oct. 17, 2024; Aerus and Viva Aerobus partnership release; KRGV, Mar. 2026 (MFE–Monterrey launch). brownsvilletx.gov

19 City of Brownsville | Brownsville leads region in sales tax revenue growth, Feb. 21, 2025 (Texas Comptroller data). brownsvilletx.gov

20 Valley International Airport (HRL) route status: FlightsFrom.com and FlightConnections schedule listings, Aug.–Nov. 2026; San Antonio Express-News (MySA), RGV nonstop routes, July 2026.

SVN HANNA SOLUTIONS COMMERCIAL REAL ESTATE

Mark Hanna, CCIM

Managing Director
SVN | Hanna Solutions Commercial Real Estate
McAllen, Texas | mark.hanna@svn.com | svnhannasolutionscre.com

South Texas Market Intelligence is a research series by SVN | Hanna Solutions Commercial Real Estate for regional investment and economic development communications. Information is drawn from the public sources listed and is not guaranteed; verify independently before relying on it.