


# OCTOBER 2024 ECONOMIC PULSE

Let's break down the data analysis to explore the economic impact on McAllen, Texas, specifically focusing on the role of McAllen as a border town and the broader implications for its local economy.

**★ VALUE OF ALL CONSTRUCTION PERMITS**



A reflection of the level of investment in the local economy. It also indicates investor confidence and future economic activity.

**2023: \$792,208,169**  
**2024: \$759,050,899**

**-4.19%**


**★ LODGING TAX RECEIPTS**



**+6.50%**

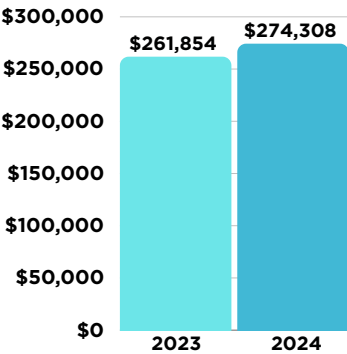
Signals tourist activity, and a reflection of McAllen's economy through positive correlation between spending in hotels, restaurants, and local businesses.

**★ NEW HOME PERMITS -0.58%**



An decrease in avg home sales indicates a reduced economic confidence or tight financial conditions

**AVERAGE HOME SALES PRICE**



Year	Average Home Sales Price
2023	\$261,854
2024	\$274,308


Steady growth: \$12,454 increase. An increase boosts property values yet can increase cost of living and market overheating if overgrowth is not controlled.

**HOME SALES**

**2023: 326**  
**2024: 345**

Data shows a mature market that is solidifying. We see an increase of 5.83% in home sales yet it's not statistically significant.

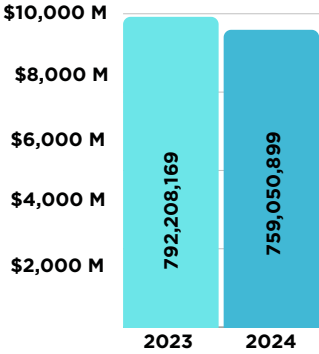
**DOLLARS SPENT ON AUTO PURCHASES**



**-8.46% Decrease**

A stable auto market is generally a sign of consumer confidence, where people continue to make large purchases but are not necessarily increasing their spending in this area.

**★ RETAIL SALES**




Year	Retail Sales
2023	\$792,208,169
2024	\$759,050,899

\$33M loss in retail sales compared to 2023

**DOLLAR VOLUME RESIDENTIAL REAL ESTATE SALES**


**+14.07%**



An 14.07% increase in residential indicates overall housing demand, rising property values, and overall growth in the residential real estate markets. Along with other variables, helps paint a clear picture of the housing market.

**★ MFE ENPLANEMENT DATA**


**55,761 enplanements** **+24.01%**



**Key Drivers**

- More flights, new routes, or better services offered by airlines can attract more passengers.
- Hosting large events, conventions, or conferences can temporarily boost enplanements as attendees fly in and out of McAllen.
- Growth in local businesses or the arrival of new companies can lead to more business travel, increasing enplanements.


**PESO EXCHANGE RATE**



The USD/MXN rate is down -13.27% in 2024. This means the US Dollar increased in value compared to the Mexican Peso.

- Highest: 20.48 MXN in October 2024
- Average: 20.48 MXN over this year
- Lowest: 16.79 MXN in May 2024

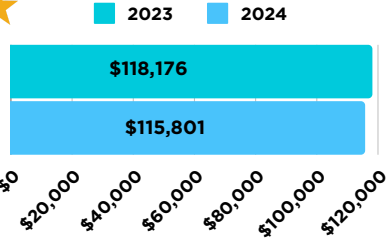
**UNEMPLOYMENT**



**-5.77%**

Moderate unemployment promotes labor market flexibility and productivity

**MIXED BEVERAGE TAX RECEIPTS**




Year	Mixed Beverage Tax Receipts
2023	\$118,176
2024	\$115,801

Mixed beverage tax receipts signal thriving hospitality.

**★ BRIDGE CROSSINGS**

**+2.62%**



YoY increase in bridge crossings among McAllen's bridges.

★ Indicates McAllen only data. Otherwise, data is MSA



### 1. Retail Sales (-4.18%)

2023: \$792,208,169      2024: \$759,050,899

Retail sales saw a slight decline of 4.18%, dropping from \$792.2M in October 2023 to \$759.0M in October 2024. While this reflects a moderation in consumer spending, it may also indicate adjustments in household budgets due to inflation or economic uncertainty. The decline highlights the importance of targeted marketing strategies to boost retail activity in the region.



### 2. Sales Tax Receipts (-0.83%)

2023: \$7,697,032      2024: \$7,633,342

A modest decrease of 0.83% in sales tax receipts, from \$7.70M to \$7.63M, aligns with the reduction in retail sales. This consistency underscores the sensitivity of tax revenues to overall consumer activity, suggesting a need for further efforts to stimulate local consumption.



### 3. Mixed Beverage Tax Receipts (-2.01%)

2023: \$118,176      2024: \$156,014

Mixed beverage tax receipts dipped slightly by 2.01%, from \$118,176 to \$115,801. This minor decline may signal a leveling off in hospitality spending or consumer caution in discretionary entertainment.



### 4. Lodging Tax Receipts (+6.50%)

2023: \$409,237      2024: \$435,824

Lodging tax receipts rose by 6.5%, increasing from \$409,237 to \$435,824. This growth suggests continued strength in regional tourism and hospitality, potentially driven by events or seasonal factors that attracted visitors.



### 5. Value of Construction Permits (-74.76%)

2023: \$327,334,507      2024: \$82,627,928

This sharp decrease could suggest a slowdown in new development projects, possibly due to economic caution or the completion of major projects in the previous year. Efforts to attract new investments may be necessary to revitalize the sector. This is typical activity during federal election time.

### 5. New Home Permits (-0.58%)

2023: 172      2024: 171

New home permits remained relatively stable, with a minor decrease from 172 to 171 permits. This indicates steady demand in the housing market but signals the need for monitoring to ensure growth remains consistent.

### 6. Enplanement Data (+24.01%)

2023: 44,966      2024: 55,761

Enplanement figures increased significantly, rising 23.99% from 44,966 in October 2024 to 55,761 in October 2025. This growth highlights stronger regional air travel demand, potentially driven by tourism, business expansion, or enhanced flight availability.






## 6. Bridge Crossings

Bridge activity between Hidalgo and Anzalduas International Bridges saw positive trends overall. Southbound personal vehicle crossings increased by 4.33%, from 383,942 in October 2023 to 400,571 in October 2024, signaling stronger cross-border commerce or leisure travel to Mexico. Similarly, northbound personal vehicle crossings grew by 2.63%, rising from 405,866 to 416,498, indicating steady economic activity and consumer movement into the U.S. Passenger crossings in personal vehicles rose by 2.96%, reaching 833,915, reinforcing the uptick in individual travel. While northbound bus crossings dropped by 22.73% to 952, the number of bus passengers decreased by 13.24% to 14,707, suggesting a shift away from group travel.

## 7. Peso Exchange Rate (+13.27%)

2023: 18.08

2024: 20.48




The peso exchange rate remained stable, increasing slightly, reflecting a 13.27% depreciation of the peso against the dollar. This depreciation may make U.S. goods and services more expensive for Mexican consumers, potentially affecting cross-border retail and tourism. However, it also positions McAllen as an attractive destination for Mexican businesses seeking to take advantage of favorable export conditions or for travelers looking to maximize the value of their spending.

## 7. Unemployment Rate (-6.78%)

2023: 5.9%

2024: 5.5%



The unemployment rate improved from 5.9% in October 2024 to 5.5% in October 2025, signaling a healthy 6.78% year-over-year decline. This reduction suggests positive job growth and increased workforce engagement, reflecting McAllen's ability to sustain economic recovery and create employment opportunities. The drop in unemployment may also indicate a strengthening labor market, which could enhance consumer confidence and spending, driving further economic expansion in the region.



**McAllen**  
Chamber of Commerce