

Key Takeaways

Employment

- In April 2024, year-over-year (YoY) non-farm employment gains continued for thirty-seven consecutive months in the U.S., El Paso, and Las Cruces. Ciudad Juárez continues to experience a YoY decline in total employment, driven by losses in the manufacturing sector only, at 21,160 jobs (-6.3%).
- El Paso and the U.S. experienced mixed YoY employment growth across their sectors, while Las Cruces experienced growth in all five employment sectors.

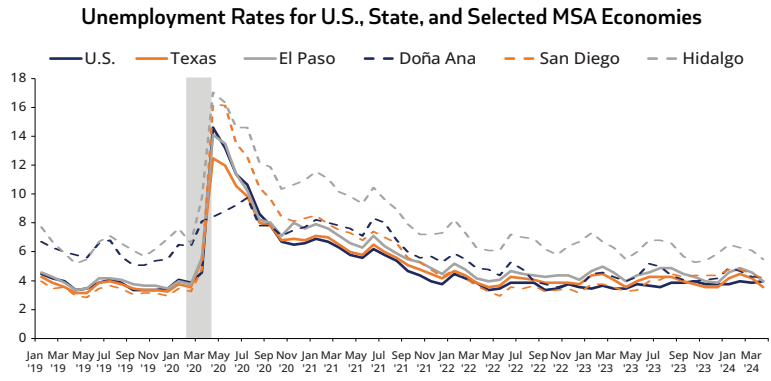
Border Crossings

- From January to March 2024, total border crossings at the U.S.-Mexico Ports of Entry (PoEs) increased compared to the same period in 2023.
- In the first quarter of 2024, commercial crossings surged by 97.0% at the top ten U.S.-Mexico PoEs compared to the first quarter of 2023.¹ The crossing growth experienced by these PoEs closely mirrored that of the overall U.S.-Mexico land ports. In the first quarter of 2024, noncommercial crossings rose slightly, by 0.1% at the top ten U.S.-Mexico PoEs compared to 2023.²

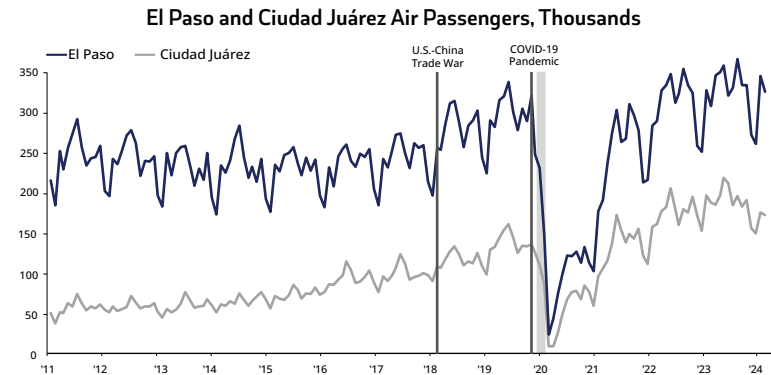
Trade

- During the first quarter of 2024, the Laredo, Eagle Pass, and Santa Teresa PoEs displayed significant growth, increasing by \$2,066 million (2.6%), \$2,060 million (22.1%), and \$1,258 million (21.5%) in total trade, respectively, among the top ten U.S.-Mexico border PoEs.³
- The El Paso and Eagle Pass PoEs were the only land ports to experience a YoY increase in total commodity import value during the first quarter of 2024 compared to the same period in 2023, with increases of 49.1% and 12.3%, respectively, among the top U.S.-Mexico border PoEs for imports.⁴

Quick-Glance Indicators



Note: Data as of June 2024. Shaded area indicates recession as defined by the National Bureau of Economic Research (2020 recession began in February and ended in April).
Source: Hunt Institute calculations using data from the U.S. Bureau of Labor Statistics.



Note: Data as of June 2024. Shaded area indicates recession as defined by the National Bureau of Economic Research (2020 recession began in February and ended in April).
Source: Hunt Institute using El Paso International Airport and Grupo OMA data.

Employment

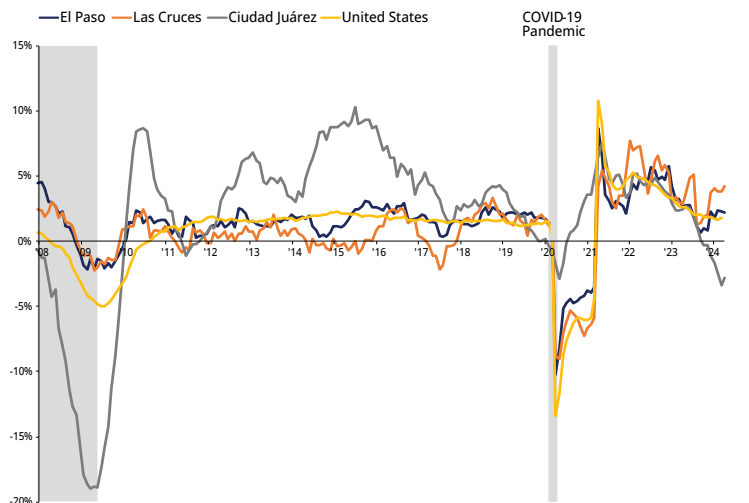
Mixed Growth Non-Farm Employment in the Paso del Norte Region

Non-farm employment in April 2024 for the Paso del Norte region exceeded that of April 2023.

The U.S. experienced a YoY growth of 2,647,000 non-farm jobs (1.7%) in April 2024. El Paso saw a YoY increase of 7,500 jobs (2.2%), and Las Cruces of 3,300 jobs (4.2%) in April 2024. Meanwhile, Ciudad Juárez lost 14,500 jobs (-2.8%) YoY, driven by manufacturing sector declines of 21,160 jobs (-6.3%). Factors include maquiladoras pulling out due to Mexican election uncertainty and the falling dollar value.⁵

1 Commercial top 10 PoEs: Laredo, Otay Mesa, Hidalgo, Ysleta, Nogales, Calexico East, Brownsville, Eagle Pass, Santa Teresa, Del Rio.
 2 Non-commercial top 10 PoEs: San Ysidro, El Paso, Laredo, Brownsville, Hidalgo, Otay Mesa, Calexico, Nogales, San Luis, Ysleta.
 3 Top ten U.S.-Mexico border PoEs analyzed include: Laredo, TX, Ysleta, TX, Otay Mesa, CA, Hidalgo, TX, Eagle Pass, TX, Nogales, AZ, Santa Teresa, NM, Calexico-East, CA, El Paso, TX, and Brownsville, TX.
 4 Top U.S.-Mexico border Ports of Entry (PoEs) for imports and exports analyzed include: Laredo, TX, Ysleta, TX, Otay Mesa, CA, Eagle Pass, TX, Hidalgo, TX, Santa Teresa, NM, and El Paso, TX.
 5 <https://diario.mx/economia/pierden-maquilas-11-de-empleos-20240404-2168729.html>

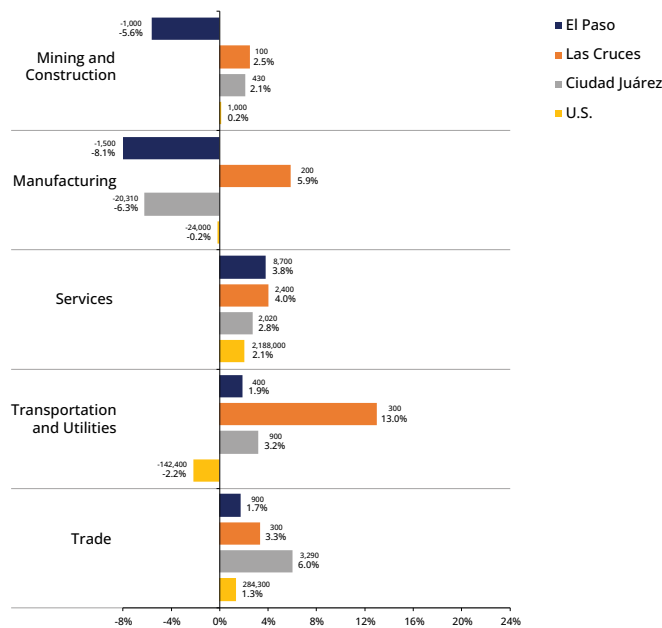
Paso del Norte Total Non-farm Employment by Sector, April 2024 (Year-over-Year)



Note: Preliminary data for March 2024. The shaded area indicates recession as defined by the National Bureau of Economic Research (2020 recession began in February and ended in April).
Source: Hunt Institute calculations using data from the U.S. Bureau of Labor Statistics and Instituto Mexicano del Seguro Social.

The Hunt Institute tracks five non-farm employment sectors in the Paso del Norte region. In El Paso, the following sectors experienced employment growth on a YoY basis from April 2023 to April 2024: services grew by 8,700 jobs (3.8%), transportation and utilities by 400 jobs (1.9%), and trade by 900 jobs (1.7%), while manufacturing lost 1,500 jobs (-8.1%), and mining and construction 1,000 jobs (-5.6%). Las Cruces saw growth in all five sectors: transportation and utilities by 300 jobs (13.0%), manufacturing by 200 jobs (5.9%), services by 2,400 jobs (4.0%), trade by 300 jobs (3.3%), and mining and construction by 100 jobs (2.5%).

Paso del Norte Total Non-Farm Employment (Year-over-Year, %)



Note: Preliminary data for April 2024. The shaded area indicates recession as defined by the National Bureau of Economic Research (2020 recession began in February and ended in April.)

Source: Hunt Institute calculations using data from the U.S. Bureau of Labor Statistics and Instituto Mexicano del Seguro Social.

Border Crossings

Commercial Truck Crossings Surged Significantly

From January to March 2024, total commercial and noncommercial border crossings through the top ten Ports of Entry (PoEs) increased compared to the same period in 2023.

In the first quarter of 2024, commercial border crossings at the top ten U.S.-Mexico PoEs experienced a dramatic increase of 1,230,385 crossings (97.0%) on a YoY basis.⁶ The Laredo PoE stood out with the most significant growth, reporting a remarkable increase of 644,930 (113.4%) crossings. Notably, of the selected PoEs—Laredo, Hidalgo, Nogales, Calexico East, Brownsville, and Eagle Pass—witnessed an approximate doubling in commercial crossings. This sizable increase in commercial border crossings underscores the substantial growth in the freight industry, likely

⁶ Commercial border crossings include total loaded truck containers.

⁷ <https://www.freightwaves.com/news/mexicos-booming-exports-expected-to-boost-cross-border-trade-in-2024>.

⁸ Noncommercial border crossings include pedestrians, personal vehicles, bus, and train passengers.

driven by the increased relocation of manufacturing firms to Mexico, a key economic catalyst for North America in 2024.⁷

In the first quarter of 2024, noncommercial border crossings at the top ten PoEs rose slightly by 17,474 (0.1%) compared to the same period in 2023.⁸ The San Ysidro and El Paso PoEs experienced the largest number of noncommercial crossings, accounting for 16.5% and 9.6% of total noncommercial crossings, respectively. However, the San Ysidro and El Paso PoEs exhibited significant declines in crossings by 569,928 (-7.5%) and 494,571 (-10.7%), respectively.

Change in the Commercial Traffic at the Top Ten U.S.-Mexico Border Ports of Entry

| Port of Entry | A 2023 Jan-Mar | B 2024 Jan-Mar | Share (%) | B-A | B-A (Δ%) |
|------------------|----------------|----------------|-----------|-----------|----------|
| 1. Laredo | 568,934 | 1,213,864 | 46.2% | 644,930 | 113.4% |
| 2. Otay Mesa | 188,142 | 314,686 | 12.0% | 126,544 | 67.3% |
| 3. Hidalgo | 132,181 | 262,263 | 10.0% | 130,082 | 98.4% |
| 4. Ysleta | 115,897 | 192,033 | 7.3% | 76,136 | 65.7% |
| 5. Nogales | 87,952 | 168,310 | 6.4% | 80,358 | 91.4% |
| 6. Calexico East | 68,576 | 137,914 | 5.2% | 69,338 | 101.1% |
| 7. Brownsville | 34,826 | 76,335 | 2.9% | 41,509 | 119.2% |
| 8. Eagle Pass | 34,239 | 67,162 | 2.6% | 32,923 | 96.2% |
| 9. Santa Teresa | 23,944 | 41,295 | 1.6% | 17,351 | 72.5% |
| 10. Del Rio | 14,123 | 25,337 | 1.0% | 11,214 | 79.4% |
| Total Top Ten | 1,268,814 | 2,499,199 | 95.1% | 1,230,385 | 97.0% |
| Total U.S.-MX | 1,332,177 | 2,627,222 | 100.0% | 1,295,045 | 97.2% |

Note: Top ten ports based on 2024 traffic. Numbers are for loaded container truck crossings..

Source: Hunt Institute calculations using data from the U.S. Bureau of Transportation Statistics.

Change in the Noncommercial Traffic at the Top Ten U.S.-Mexico Border Ports of Entry

| Port of Entry | A 2023 Jan-Mar | B 2024 Jan-Mar | Share (%) | B-A | B-A (Δ%) |
|------------------|----------------|----------------|-----------|----------|----------|
| 1. San Ysidro | 7,622,544 | 7,052,616 | 16.5% | -569,928 | -7.5% |
| 2. El Paso | 4,610,524 | 4,115,953 | 9.6% | -494,571 | -10.7% |
| 3. Laredo | 3,146,590 | 3,406,843 | 8.0% | 260,253 | 8.3% |
| 4. Brownsville | 2,866,830 | 3,029,304 | 7.1% | 162,474 | 5.7% |
| 5. Hidalgo | 2,827,981 | 3,000,398 | 7.0% | 172,417 | 6.1% |
| 6. Otay Mesa | 2,801,350 | 2,932,694 | 6.8% | 131,344 | 4.7% |
| 7. Calexico | 2,663,277 | 2,662,306 | 6.2% | -971 | 0.0% |
| 8. Nogales | 2,468,352 | 2,614,239 | 6.1% | 145,887 | 5.9% |
| 9. San Luis | 2,107,100 | 2,068,249 | 4.8% | -38,851 | -1.8% |
| 10. Ysleta | 1,661,858 | 1,911,278 | 4.5% | 249,420 | 15.0% |
| 18. Santa Teresa | 334,262 | 491,929 | - | 157,667 | 47.2% |
| Total Top Ten | 32,776,406 | 32,793,880 | 76.6% | 17,474 | 0.1% |
| Total U.S.-MX | 42,402,636 | 42,814,417 | 100.0% | 411,781 | 1.0% |

Note: Top ten ports based on 2024 traffic. Numbers are for total passengers and pedestrians.

Source: Hunt Institute calculations using data from the U.S. Bureau of Transportation Statistics.

Trade

U.S.-Mexico Border Trade Surges in Quarter 1 2024

In the first quarter of 2024, total trade, commodity imports, and exports across the top U.S.-Mexico border Ports of Entry (PoEs) exceeded the levels recorded in the first quarter of 2023.

During the first quarter of 2024, total trade across the top ten U.S.-Mexico border PoEs was \$170,532 million, increasing by \$4,373 million (2.6%) from the first quarter of 2023. The Laredo PoE led this growth with an increase of \$2,066 million (2.6%). Following closely behind, the Eagle Pass PoE increased by \$2,060 million (22.1%). Notably, the Santa Teresa PoE also experienced an increase of \$1,258 million (21.5%) from the first quarter of 2023.

In March 2024, the Otay Mesa PoE recorded the largest Month-over-Month (MoM) increase among the top ten U.S.-Mexico border PoEs, up 8.9% in total trade from February. Conversely, the Hidalgo PoE exhibited the steepest decline by -4.8%.

The top seven PoEs recorded a \$93.3 billion commodity import value, increasing by \$3.1 billion (3.5%) from the first quarter of 2023. The El Paso and Eagle Pass PoEs were the only PoEs to experience Year-over-Year (YoY) increases of 49.1% and 12.3%, respectively. Conversely, the Santa Teresa and Ysleta PoEs saw the steepest decline in the Paso del Norte Region by -11.4% and -6.8%, respectively.

Commodity exports totaled \$56.7 billion, up by \$0.7 billion (1.2%) from the first quarter of 2023. Only Santa Teresa and Eagle Pass PoEs experienced increases of \$225.7 million (26.6%) and \$126.1 million (12.1%), respectively. The Santa Teresa PoE also saw the largest YoY increase of 26.6% among the top U.S.-Mexico border PoEs for exports.

Top Ten U.S.-Mexico Border Ports of Entry for Total Trade with World, Million USD

| Port of Entry | A Jan-Mar 2023 | B Jan-Mar 2024 | B-A | B-A (Δ%) | March 2024 | |
|-------------------|----------------------|----------------------|----------|-------------|------------|--------|
| | | | | | MoM | YoY |
| Laredo, TX | \$77,960 | \$80,025 | \$2,066 | 2.6% | 2.7% | -2.9% |
| Ysleta, TX | \$20,528 | \$19,881 | -\$647 | -3.2% | 0.7% | -7.6% |
| Otay Mesa, CA | \$15,331 | \$14,236 | -\$1,095 | -7.1% | 8.9% | -7.5% |
| Hidalgo, TX | \$11,617 | \$11,612 | -\$4 | 0.0% | -4.8% | -10.1% |
| Eagle Pass, TX | \$9,308 | \$11,368 | \$2,060 | 22.1% | 1.2% | 12.2% |
| Nogales, AZ | \$8,351 | \$9,203 | \$852 | 10.2% | -2.4% | -2.3% |
| Santa Teresa, NM | \$5,844 | \$7,102 | \$1,258 | 21.5% | -0.2% | 2.7% |
| Calexico-East, CA | \$5,459 | \$5,772 | \$313 | 5.7% | 0.1% | -4.6% |
| El Paso, TX | \$5,551 | \$5,720 | \$169 | 3.0% | 0.0% | -2.9% |
| Brownsville, TX | \$6,211 | \$5,613 | -\$598 | -9.6% | -0.7% | -19.1% |

Note: Top ten in 2024. YoY denotes year-over-year; MoM denotes month-over-month.
Source: Hunt Institute calculations using data from the U.S. Census Bureau.

Top U.S.-Mexico Border PoEs for Imports from the World, Million USD

| Port of Entry | A March 2023 | B March 2024 | B-A | B-A (Δ%) | March 2024 | |
|------------------|-----------------|-----------------|----------|-------------|------------|--------|
| | | | | | MoM | YoY |
| Laredo, TX | \$17,690.8 | \$17,361.5 | -\$329.4 | -1.9% | 5.3% | -1.9% |
| Ysleta, TX | \$5,011.4 | \$4,671.4 | -\$340.0 | -6.8% | 5.8% | -6.8% |
| Otay Mesa, CA | \$3,622.1 | \$3,250.8 | -\$371.3 | -10.3% | 11.3% | -10.3% |
| Eagle Pass, TX | \$2,445.5 | \$2,746.5 | \$301.0 | 12.3% | -1.3% | 12.3% |
| Hidalgo, TX | \$2,697.5 | \$2,696.9 | -\$0.6 | 0.0% | 2.6% | 0.0% |
| Santa Teresa, NM | \$1,430.4 | \$1,267.0 | -\$163.4 | -11.4% | -8.6% | -11.4% |
| El Paso, TX | \$540.2 | \$805.8 | \$265.5 | 49.1% | 15.7% | 49.1% |

Note: Data as of March 2024. Top U.S.-Mexico Border PoEs for imports from the World, in Million USD. Table ranking based on March 2024 largest PoE activity.

Source: Hunt Institute calculations using data from the U.S. Census Bureau.

Top U.S.-Mexico Border PoEs for Exports from the World, Million USD

| Port of Entry | A March 2023 | B March 2024 | B-A | B-A (Δ%) | March 2024 | |
|------------------|-----------------|-----------------|----------|-------------|------------|--------|
| | | | | | MoM | YoY |
| Laredo, TX | \$10,918.8 | \$10,450.3 | -\$468.5 | -4.3% | -1.3% | -4.3% |
| Ysleta, TX | \$2,166.1 | \$1,972.9 | -\$193.2 | -8.9% | -9.5% | -8.9% |
| Otay Mesa, CA | \$1,945.7 | \$1,900.7 | -\$45.0 | -2.3% | 5.1% | -2.3% |
| Eagle Pass, TX | \$1,045.2 | \$1,171.3 | \$126.1 | 12.1% | 7.5% | 12.1% |
| Hidalgo, TX | \$1,536.3 | \$1,114.7 | -\$421.6 | -27.4% | -19.0% | -27.4% |
| Santa Teresa, NM | \$849.3 | \$1,075.0 | \$225.7 | 26.6% | 12.1% | 26.6% |
| El Paso, TX | \$1,363.4 | \$1,033.1 | -\$330.3 | -24.2% | -9.6% | -24.2% |

Note: Data as of March 2024. Top U.S.-Mexico Border PoEs for exports from the World, in Million USD. Table ranking based on March 2024 largest PoE activity.

Source: Hunt Institute calculations using data from the U.S. Census Bureau.

About Hunt Institute for Global Competitiveness

Since 2014, the Hunt Institute for Global Competitiveness at The University of Texas at El Paso has provided economic analysis of the Paso del Norte Region that includes the binational communities of El Paso, Texas; Las Cruces, N.M.; and Ciudad Juárez, Mexico. The mission of the Hunt Institute is to produce high-quality market analysis tools that strengthen regional and binational cross-border social and economic development.

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