

## Key Takeaways

### Employment

- From April 2024 to April 2025, El Paso added 7,200 jobs (2.1%) and Las Cruces gained 900 jobs (1.1%). During the same period, Ciudad Juárez lost 10,600 jobs (-2.1%).
- In April 2025, the manufacturing sector in Ciudad Juárez lost 11,100 jobs (-3.5%), while El Paso added 200 jobs (1.2%) and Las Cruces added 100 jobs (3.2%).

### Border Crossings

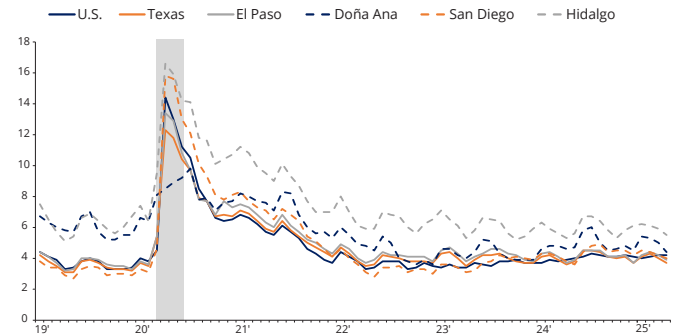
- From January to April 2025, total commercial and noncommercial border crossings through the top ten Ports of Entry (PoEs) by traffic volume increased compared to the same period in 2024, rising by 0.3% and 1.5%, respectively.<sup>1</sup>
- Almost all the top ten PoEs recorded an increase in commercial and noncommercial border crossings from January to April 2025, compared to the previous year
- During the first four months of 2025, the Bridge of the Americas (BOTA) PoE registered an increase of 4,081 commercial crossings (16.8%) and 225,796 noncommercial crossings (4.1%), compared to 2024.

### Sales Tax Collections

- During the first three months of 2025, selected cities experienced an overall increase in total sales and use tax collections compared to the first three months of 2024, with Houston experiencing the largest increase at \$31.2 million, and Dallas experiencing the largest percentage growth at 18.8%.<sup>2</sup>
- El Paso's sales and use tax collection increased by approximately \$0.1 million (0.3%) compared to the same period in 2024; however, this increase is lower than the growth experienced from 2023 to 2024 (\$0.2 million or 0.6%).

## Quick-Glance Indicators

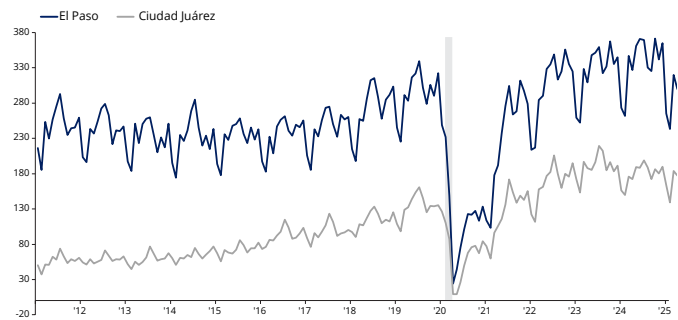
### Unemployment Rates for U.S., State, and Selected MSA Economies



**Note:** Data as of April 2025. 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.

### El Paso and Ciudad Juárez Air Passengers, Thousands



**Note:** Data as of April 2025. 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.

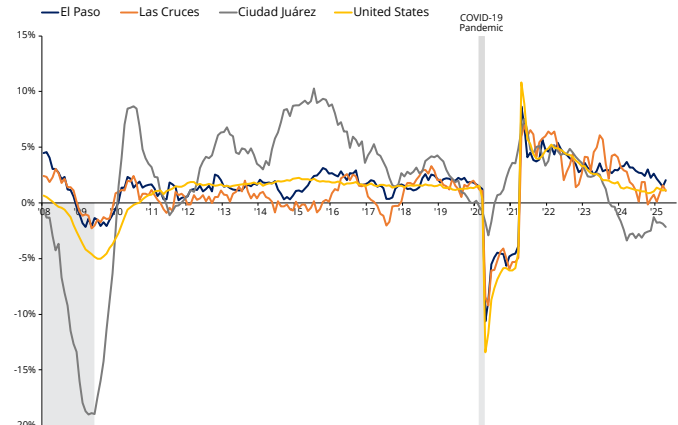
### Employment

## Continued Mixed Non-Farm Employment Growth in the Region

Non-farm employment in April 2025 for El Paso and Las Cruces exhibited YoY gains compared to April 2024 levels, while Ciudad Juárez continues to show non-farm employment losses.

Nationally, the U.S. added 1,878,000 non-farm jobs (1.2%) on a YoY basis in April 2025. During the same period, El Paso and Las Cruces experienced YoY gains of 7,200 jobs (2.1%) and 900 jobs (1.1%), respectively. Meanwhile, Ciudad Juárez reported a loss of 10,600 jobs (-2.1%), marking it the 19th consecutive month with overall YoY losses. The overall losses are largely

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



**Note:** Preliminary data for April 2025. Shaded areas indicate recession as defined by the National Bureau of Economic Research (The 2008 recession began in late 2007 and lasted until mid-2009. 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.

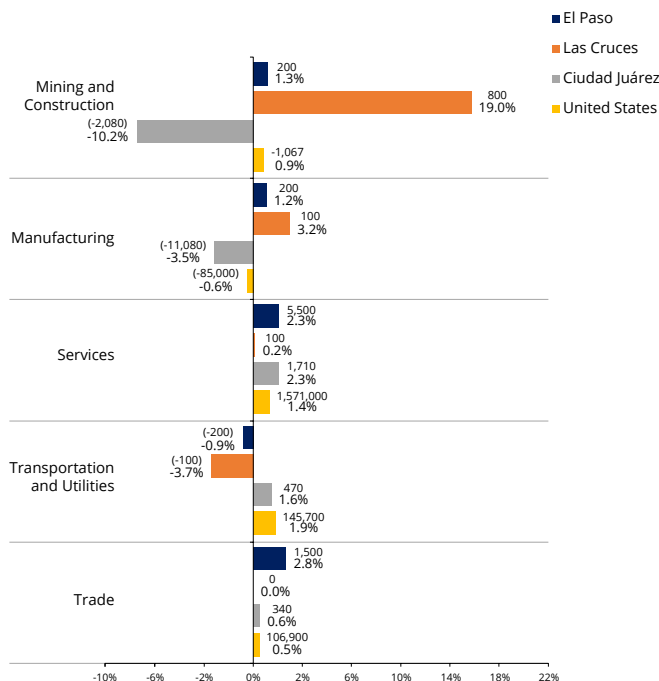
<sup>1</sup> The top ten selected PoEs for commercial border crossings include Laredo, TX; Otay Mesa, CA; Hidalgo, TX; Ysleta, TX; Nogales, AZ; Calexico East, CA; Brownsville, TX; Eagle Pass, TX; Santa Teresa, NM; and Del Rio, TX. The top ten selected PoEs for noncommercial border crossings include San Ysidro, CA; Bridge of the Americas, TX; Laredo, TX; Otay Mesa, CA; Hidalgo, TX; Brownsville, TX; Calexico, CA; Nogales, AZ; San Luis, AZ; and Ysleta, TX.

<sup>2</sup> Selected Texas cities refer to the six most populous cities (Houston, San Antonio, Dallas, Austin, Fort Worth, and El Paso) and two border cities (McAllen and Laredo).

driven by a decline in the city's manufacturing sector, which lost approximately 11,100 jobs (-3.5%) during this period. Ciudad Juárez's local manufacturing chamber, CANACINTRA, estimates that approximately 10,000 jobs could be lost in the city between June and July of 2025, following several relocation announcements by manufacturing companies.<sup>3</sup>

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 2024 to April 2025: services grew by 5,500 jobs (2.3%), trade by 1,500 jobs (2.8%), mining, logging, and construction by 200 jobs (1.3%), and manufacturing by 200 jobs (1.2%), while the transportation, warehousing, and utilities sector lost 200 jobs (-0.9%). Las Cruces registered growth in three out of the five sectors: mining and construction by 800 jobs (19.0%), manufacturing by 100 jobs (3.2%), and services by 100 jobs (0.2%), while the trade and transportation sector lost 100 jobs (-3.7%), and the trade sector remained stagnant.

**Paso del Norte Total Non-Farm Employment by Sector,  
(Year-over-Year)**



**Note:** Preliminary data for April 2025. Services excludes Transportation and Utilities, and Trade.

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

## Border Crossings

### Crossings Continue to Rise in Early 2025 at the U.S.-Mexico Border

Total commercial and noncommercial border crossings at the U.S.-Mexico Border, through the top ten Ports of Entry (PoEs) by traffic volume, increased by 0.3% and 1.5%, respectively, between January and April 2025 compared to the same period in 2024.

Between January and April 2025, total commercial border crossings through the top ten PoEs surpassed those of the same period in 2024, with an increase of 10,439 crossings (0.3%).<sup>4</sup> During the first four months of 2025, commercial crossings through these ten PoEs accounted for 95.1% of all U.S.-Mexico commercial crossings. Comparing the first third of the year with the previous one, almost all top ten PoEs registered an increase in commercial crossings: Laredo recorded the largest amount with 20,508 crossings (2.1%) and thew Bridge of the Americas (BOTA) registered an increase of 4,081 crossings (16.8%). The increase in commercial border crossings in Laredo from January to April can be attributed to the ongoing expansion of the World Trade Bridge, which began in 2024. The project aims to strengthen connectivity between transportation systems and streamline customs procedures, facilitating faster and more efficient movement of goods across the border.<sup>5</sup>

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

Port of Entry	A 2024 Jan-Apr	B 2025 Jan-Apr	Share (%)	B-A	B-A (Δ%)
1. Laredo	1,652,726	1,673,234	46.5%	20,508	1.2%
2. Otay Mesa	443,855	451,393	12.5%	7,538	1.7%
3. Hidalgo	354,264	355,063	9.9%	799	0.2%
4. Ysleta	257,140	258,426	7.2%	1,286	0.5%
5. Nogales	232,592	241,553	6.7%	8,961	3.9%
6. Calxico East	183,956	182,988	5.1%	-968	-0.5%
7. Eagle Pass	92,998	95,376	2.6%	2,378	2.6%
8. Brownsville	104,696	71,533	2.0%	-33,163	-31.7%
9. Santa Teresa	57,974	61,603	1.7%	3,629	6.3%
10. Del Rio	34,126	33,597	0.9%	-529	-1.6%
12. BOTA	24,350	28,431	0.8%	4,081	16.8%
<b>Total Top Ten</b>	<b>3,414,327</b>	<b>3,424,766</b>	<b>95.1%</b>	<b>10,439</b>	<b>0.3%</b>
<b>Total U.S.-MX</b>	<b>3,588,021</b>	<b>3,600,273</b>	<b>100.0%</b>	<b>12,252</b>	<b>0.3%</b>

**Note:** Top ten ports based on 2025 traffic. Numbers are for loaded container truck crossings. BOTA stands for Bridge of the Americas.

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

<sup>3</sup> Maquiladoras en crisis: Ciudad Juárez podría perder hasta 10,000 empleos; en Tijuana se caen las ofertas laborales. Newsweek en Español (New York, New York), June 16, 2025. <https://newsweek.espanol.com/2025/06/16/maquiladora-en-crisis-ciudad-juarez-podria-perder-hasta-10-mil-empleos-en-tijuana-ofertas-laborales-caen/>

<sup>4</sup> Commercial border crossings include total loaded truck containers

<sup>5</sup> Matt Bell. "How Laredo, Texas, Manages High-Volume Trade as the Number One Port of Entry into the U.S." FreightWaves, March 10, 2025. <https://www.freightwaves.com/news/how-laredo-texas-manages-high-volume-trade-as-the-number-one-port-of-entry-into-the-u-s>

Noncommercial crossings through the top ten PoEs increased by 664,799 crossings (1.5%) from January and April 2025 compared to the previous year.<sup>5</sup> In the first four months of 2025, San Ysidro and PoEs accounted for 17.5% and 10.0% of all U.S.-Mexico noncommercial crossings, respectively. These two PoEs also experienced sizable increases in their noncommercial crossings relative to the previous year, with 518,310 additional crossings (5.4%) in San Ysidro and 225,796 additional crossings (4.1%) in BoTA.

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

Port of Entry	A 2023	B 2024	Share (%)	B-A	B-A (Δ%)
1. San Ysidro	9,658,740	10,177,050	17.5%	518,310	5.4%
2. BOTA	5,571,399	5,797,195	10.0%	225,796	4.1%
3. Laredo	4,517,569	4,408,237	7.6%	-109,332	-2.4%
4. Otay Mesa	4,031,665	4,522,376	7.8%	490,711	12.2%
5. Brownsville	4,034,159	3,658,492	6.3%	-375,667	-9.3%
6. Calexico	3,625,686	3,985,245	6.9%	359,559	9.9%
7. Hidalgo	4,044,318	3,420,231	5.9%	-624,087	-15.4%
8. Nogales	3,497,547	3,424,606	5.9%	-72,941	-2.1%
9. San Luis	2,723,431	2,837,444	4.9%	114,013	4.2%
10. Ysleta	2,536,398	2,674,835	4.6%	138,437	5.5%
20. Santa Teresa	650,212	495,771	0.9%	-154,441	-23.8%
Total Top Ten	44,240,912	44,905,711	77.3%	664,799	1.5%
Total U.S.-MX	57,718,017	58,075,749	100.0%	357,732	0.6%

**Note:** Top ten ports based on 2025 traffic. Numbers are for total passengers and pedestrians. BOTA stands for Bridge of the Americas

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

Sales Tax Collection

Sales Tax Collection Continues to Rise in Early 2025

Sales tax collections overall increased across selected Texas cities in the first three months of 2025 compared to the same period in 2024, suggesting a possible growth in consumer spending; however, it's important to note that inflationary pressures could have also influenced this increase.<sup>6</sup>

During the first three months of 2025, sales and use tax collections in selected Texas cities totaled \$685.5 million, marking an increase of \$48.0 million (7.5%) compared to the same period in 2024. The cities of Dallas and Houston experienced the fastest increase at 18.8% and 14.5%, respectively. Fort Worth, Laredo, El Paso, and McAllen followed with growth rates of 10.4%, 2.9%, 0.3%, and 0.1%, respectively.

<sup>5</sup> Noncommercial border crossings include pedestrians as well as personal vehicles, bus, and train passengers.

<sup>6</sup> Selected Texas cities refer to the six most populous cities (Houston, San Antonio, Dallas, Austin, Fort Worth, and El Paso) and two border cities (McAllen and Laredo).

While generating total sales and use tax allocations of 117.3 million, San Antonio experienced a decline of 2.2 million (-1.9%) from the same period in 2024. San Antonio and Austin were the only two of the selected Texas cities to experience a decline in total and relative growth, with Austin reporting a decline of \$4.4 million (-5.0%).

Within the first three months of 2025, El Paso collected approximately \$32.0 million in sales and use tax allocations, reflecting an increase of \$0.1 million (0.3%) compared to the same period last year. However, this increase is lower than the growth experienced from 2023 to 2024 (\$0.2 million or 0.6%), reflecting a decline in sales tax collection growth during the specified period.

Sales and Use Tax Allocations for Selected Texas Cities, Thousand USD

City	A Jan-Mar 2024	B Jan-Mar 2025	B-A	B-A (Δ%)
Houston, TX	\$214,515	\$245,708	\$31,193	14.5%
San Antonio, TX	\$119,605	\$117,348	-\$2,257	-1.9%
Dallas, TX	\$92,535	\$109,938	\$17,402	18.8%
Austin, TX	\$87,819	\$83,386	-\$4,432	-5.0%
Fort Worth, TX	\$52,817	\$58,319	\$5,502	10.4%
El Paso, TX	\$31,926	\$32,014	\$88	0.3%
McAllen, TX	\$22,874	\$22,904	\$31	0.1%
Laredo, TX	\$15,516	\$15,964	\$448	2.9%

**Note:** The given months and years represent the collection dates. Selected cities have sales and use tax rates of 1%, except for Laredo and McAllen which have rates of 1.25% and 2.0%, respectively. The maximum rate in Texas is 8.25%: a fixed 6.25% by the state and a 2.0% rate that combined local entities may charge.

**Source:** Hunt Institute calculations using data from the Texas Comptroller of Public Accounts.

Hunt Institute Highlights What's New and What's Next:

Read our latest white paper!



**Employment Shifts in Ciudad Juárez:**  
Beyond The Numbers

Read the Newest White Paper from the Hunt Institute **HERE!**

UTEP HUNT INSTITUTE FOR GLOBAL COMPETITIVENESS

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.

utep.edu/hunt-institute