

Seattle to Monterrey

Nonstop route feasibility

A personal comparable-route feasibility study built on 2023 to 2025 BTS T-100 traffic data. The study treats SEA to MTY as a proposed route without its own nonstop operating history.

Method

SEA to MEX and SEA to GDL proxy Seattle's Mexico market. MTY to PHX, DEN, SFO, DTW, LAX and OAK proxy Monterrey's US market. Passenger volume, seat capacity, load factor, seasonality and carrier concentration are compared, then the two sides are blended into an implied range for SEA to MTY.

2025 snapshot by route

Route	Group	Passengers	Load factor
SEA to GDL	Seattle / Mexico	139,300	82.8%
SEA to MEX	Seattle / Mexico	116,112	84.9%
MTY to LAX	Monterrey / hub	108,555	64.6%
MTY to SFO	Monterrey / hub	55,713	66.4%
MTY to DEN	Monterrey / hub	50,027	63.3%
MTY to DTW	Monterrey / hub	40,420	63.8%
MTY to OAK	Monterrey / local	31,790	48.6%
MTY to PHX	Monterrey / hub	29,810	57.8%

Conclusion

Operationally straightforward: at approximately 1,924 miles, SEA to MTY is shorter than both existing Seattle to Mexico comparisons and within standard narrowbody range. Commercially marginal on current data: combining Seattle-side load factors of 83.8% with Monterrey-side load factors of 60.8% gives a scenario range of 61 to 72%.

The conservative estimate is below the study's approximate 70% breakeven benchmark. Only the higher estimate clears it. This is a route to study further as Monterrey to LAX and SFO continue the growth observed in 2024 to 2025, rather than a launch recommendation based on 2023 to 2025 traffic alone.

Limits: T-100 measures traffic flown and capacity, not latent demand, fares or yield. Comparable markets are proxies; connecting traffic, corporate agreements and a demographic demand model are outside this analysis.

Source: US DOT / BTS T-100 International Segment, All Carriers. Coverage: January 2023 through the most recent available month of 2025.