

# Results of Tourism Activity

Mexico, January 2016



Tapijulapa, Tabasco.



Jalpan de Serra, Querétaro.



Acapulco, Guerrero.



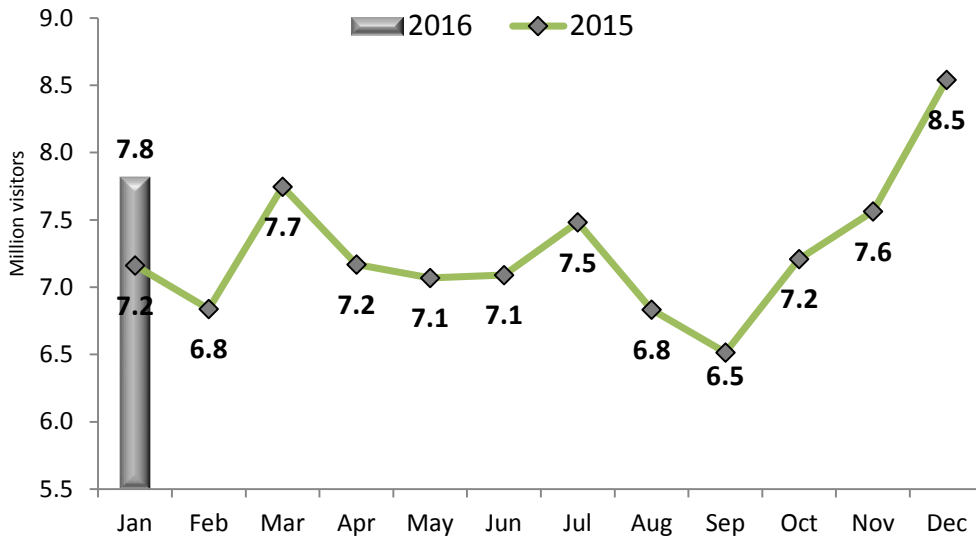
Real de Catorce, San Luis Potosí.

Undersecretariat of Planning and  
Tourism Policy

## International visitors

**Chart 1.** According to Banco de México, during January 2016 the number of international visitors arriving to Mexico was 7.8 million, 652 thousands higher than 2015, this is equivalent to an increase of 9.1% in comparison to the same month of the previous year\*.

**Chart 1. Monthly Arrival of International Visitors**



**Total**  
(Million visitors)

**January 2015: 7.2**  
**January 2016: 7.8**

**Change: 9.1%**

\* NOTE: In the charts, the sum of monthly data doesn't match to the cumulative period, due to rounded.

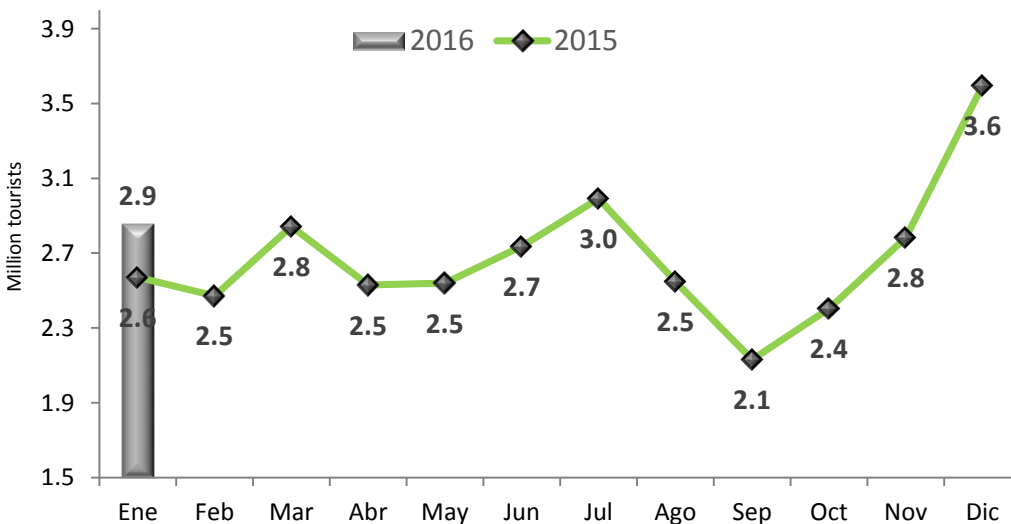
Source: Balance of payments, Banco de México.

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## International tourists

**Chart 2.** The arrival of international tourists in January 2016 was 2.9 million, reaching 280 thousands more than January 2015, an increase of 10.9% in comparison to the same month of the previous year.

**Chart 2. Monthly Arrival of International Tourists**



**Total**  
(Million tourists)

**January 2015: 2.6**  
**January 2016: 2.9**

**Change: 10.9%**

Source: Balance of payments, Banco de México.

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## Foreign Currency Income by International visitors

**Chart 3.** Foreign currency income from the arrival of international visitors during January 2016 was 1,684.0 million dollars, equivalent to an increase of 104 million dollars (6.6%) in comparison to January 2015.

**Chart 3. Monthly Income of Foreign Currency to Mexico by International Visitors**



**Total**  
(Million dollars)  
January 2015:  
1,580  
January 2016:  
1,684  
**Change: 6.6%**

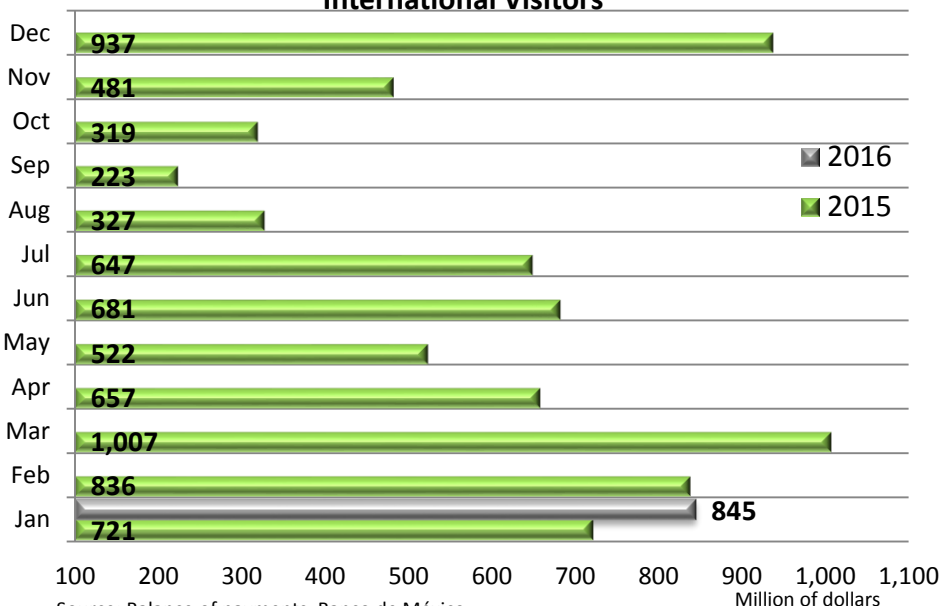
Source: Balance of payments, Banco de México.

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## Tourism Balance by International visitors

**Chart 4.** The tourism balance by international visitors in January 2015 registered 845 million dollars, an increase of 17.1% in comparison to the same month of 2015.

**Chart 4. Monthly Result of Tourism Balance by International Visitors**



**Total**  
(Million dollars)  
January 2015: 721  
January 2016: 845  
**Change: 17.1%**

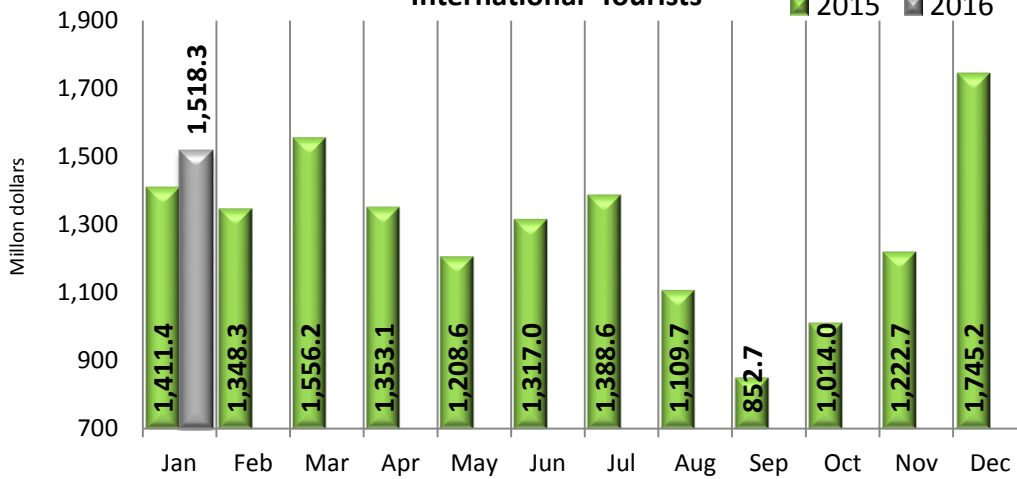
Source: Balance of payments, Banco de México.

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## Foreign Currency Income by International tourists

**Chart 5.** Foreign currency income from international tourists in January 2016 registered 1,518 million dollars, this means an increase of 107 million of dollars (7.6%) in comparison to January 2015.

**Chart 5. Monthly Income of Foreign Currency to Mexico by International Tourists**



**Total**  
(Million dollars)  
**January 2015: 1,411**  
**January 2016: 1,518**  
**Change: 7.6%**

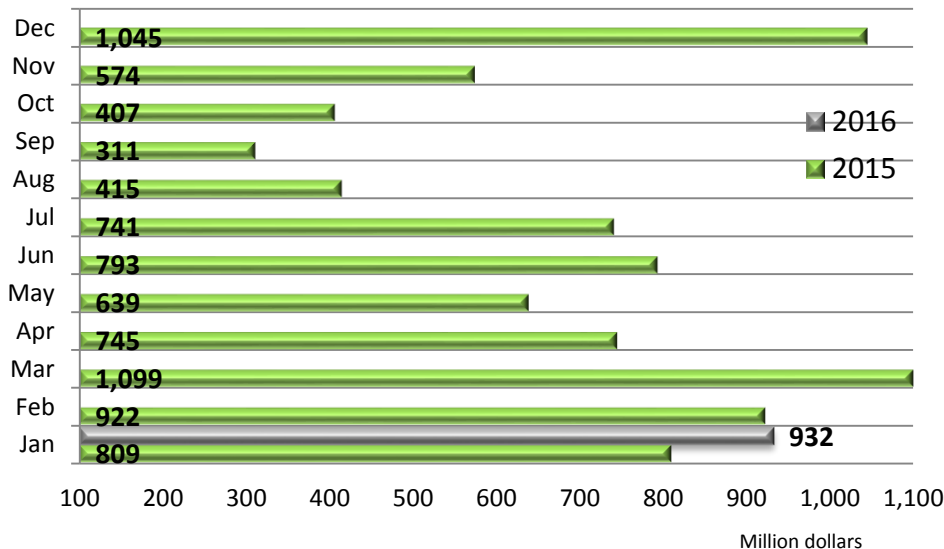
Source: Balance of payments, Banco de México.

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## Tourism Balance by International tourists

**Chart 6.** The tourism balance by international tourists during January 2016 showed a positive result of 932 million of dollars, equivalent to an increase of 15.3% in comparison to the same month 2015

**Chart 6. Monthly Result of Tourism Balance by International Tourists**



**Total**  
(Million dollars)  
**January 2015: 809**  
**January 2016: 932**  
**Change: 15.3%**

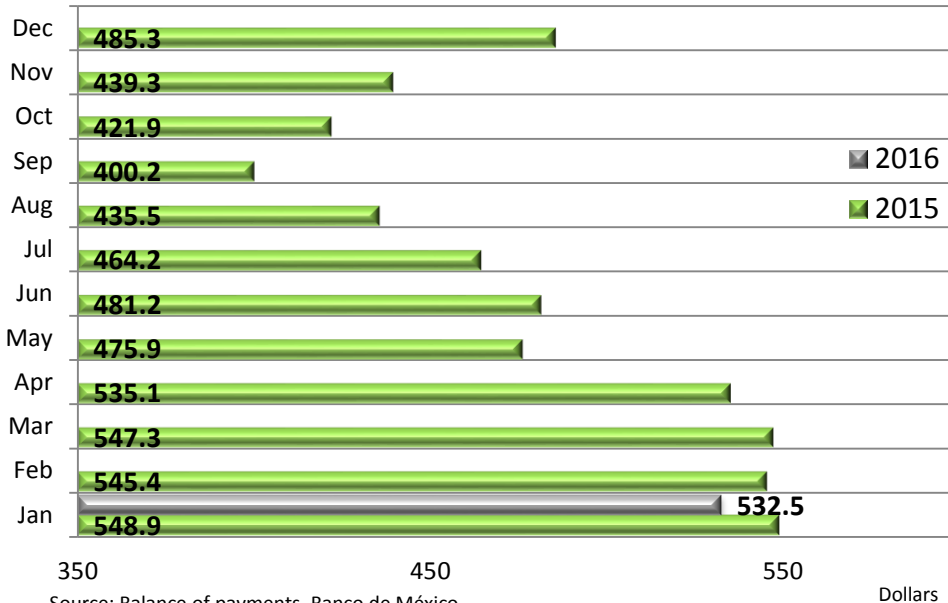
Source: Balance of payments, Banco de México.

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## Average Expenditure by International tourists

**Chart 7.** During January 2016, the average expenditure of international tourists was 532.5 dollars, a decrease of 16.4 dollars (-3.0%) in comparison to January 2015.

**Chart 7. Average Monthly Expenditure of International Tourists**



Total  
(Dollars)

January 2015: 548.9  
January 2016: 532.5

**Change: -3.0%**

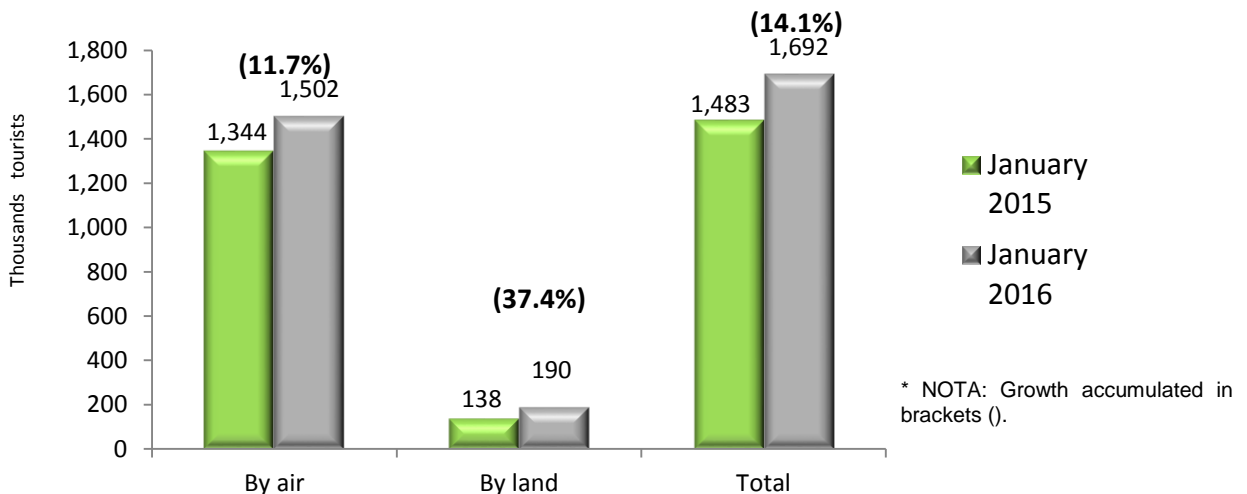
Source: Balance of payments, Banco de México.

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## Long-Stay tourists to Mexico

**Chart 8.** Long-stay tourists arrivals increased 14.1% in January 2016, in comparison to the same month of 2015. About 88.8% entered by air while the remaining 11.2% entered by land.

**Chart 8. Transport of International Long-Stay Tourists**



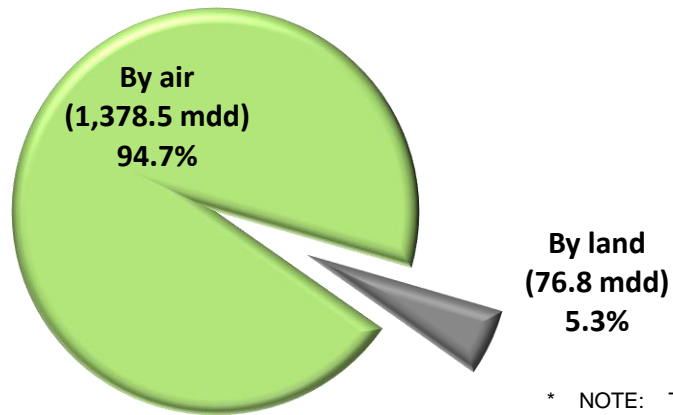
Source: Balance of payments, Banco de México.

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## Expenditure of Long-Stay tourists

**Chart 9. Distribution of International Long-Stay Tourists' Expenditure**

**Chart 9.** In January 2016, the most meaningful expenditure of long-stay tourists was made by those arriving by air, totaling 1,378.5 million dollars, this means 94.7% of all long-stay tourists' expenditure.



\* NOTE: The total amount in brackets ().

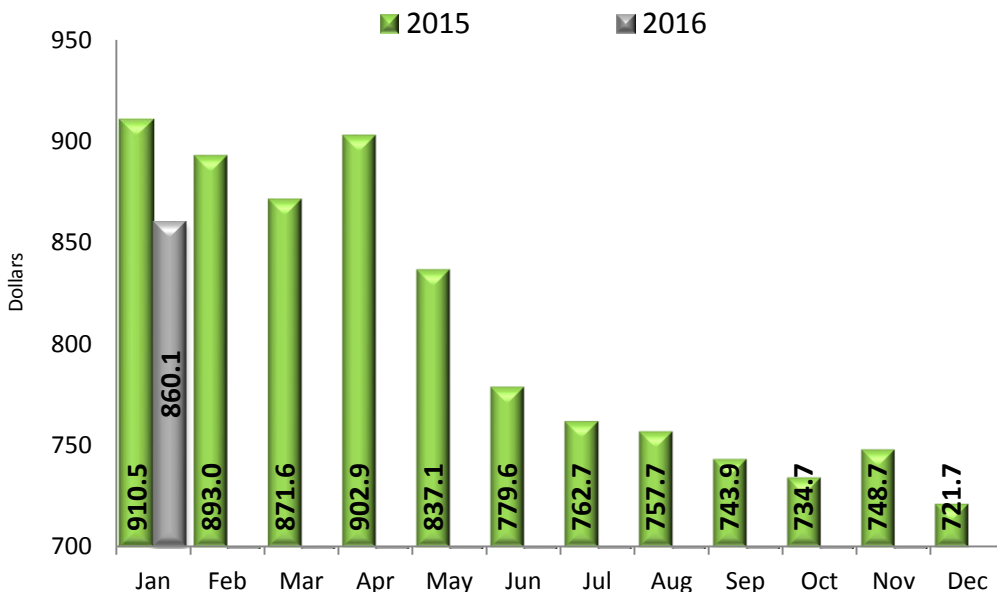
Source: Balance of payments, Banco de México.

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## Average Expenditure of Long-Stay tourists

**Chart 10.** The average expenditure of long-stay tourists decreased -5.5% during January 2016 in comparison to the same month of the previous year, with 860.1 dollars.

**Chart 10. Average Monthly Expenditure of Long-Stay Tourists**



**Total (Dollars)**

January 2015: 910.5  
January 2016: 860.1

**Change: -5.5%**

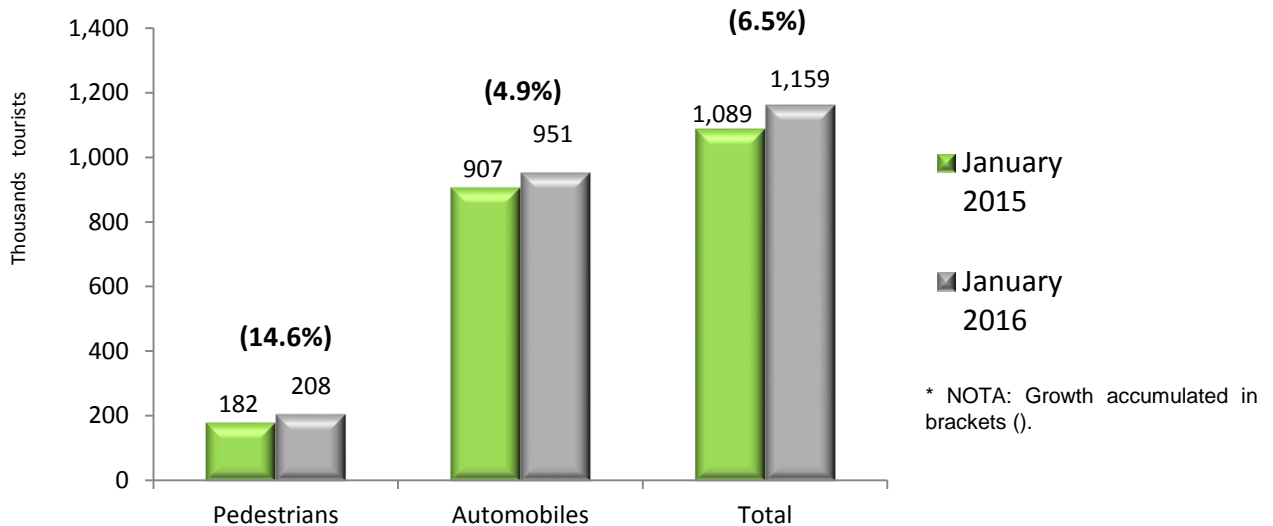
Source: Balance of payments, Banco de México.

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## Border tourists to México

**Chart 11.** The border tourists arrivals increased 6.5% during January 2016 compared to the same period last year; 82.0% entered by automobile while the remaining 18.0% were pedestrians.

**Chart 11. Transport of International Border Tourists**

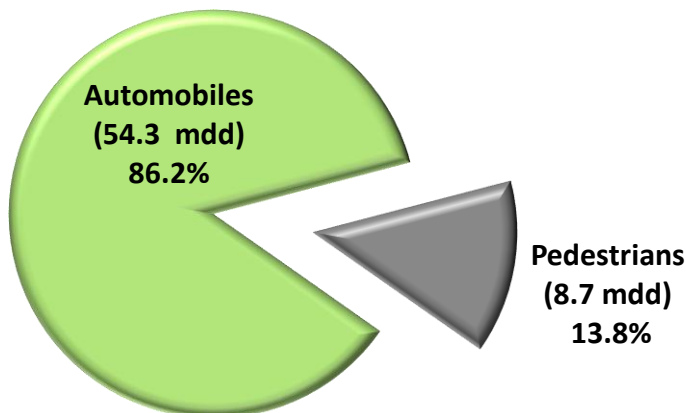


Source: Balance of payments, Banco de México.

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## Expenditure of Border tourists

**Chart 12. Distribution of International Border Tourists' Expenditure during January 2016**



**Chart 12.** For the same period, the most meaningful expenditure of border tourists was made by those travelling by automobile, totaling 54.3 million dollars which represented 86.2% of all border tourists.

\* NOTE: The total amount in brackets ().

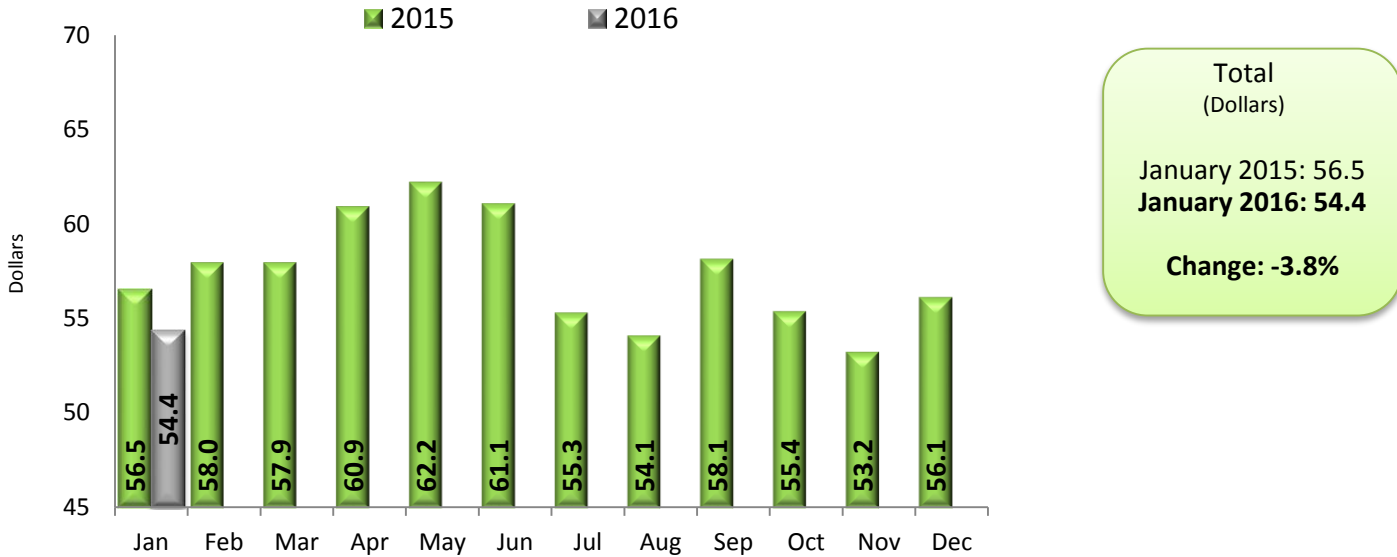
Source: Balance of payments, Banco de México.

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## Average Expenditure of Border tourists

**Chart 13.** The average expenditure of border tourists decreased -3.8% in January 2016 in comparison to the same month of previous year, with 54.4 dollars.

**Chart 13. Average Monthly Expenditure of Border Tourists**

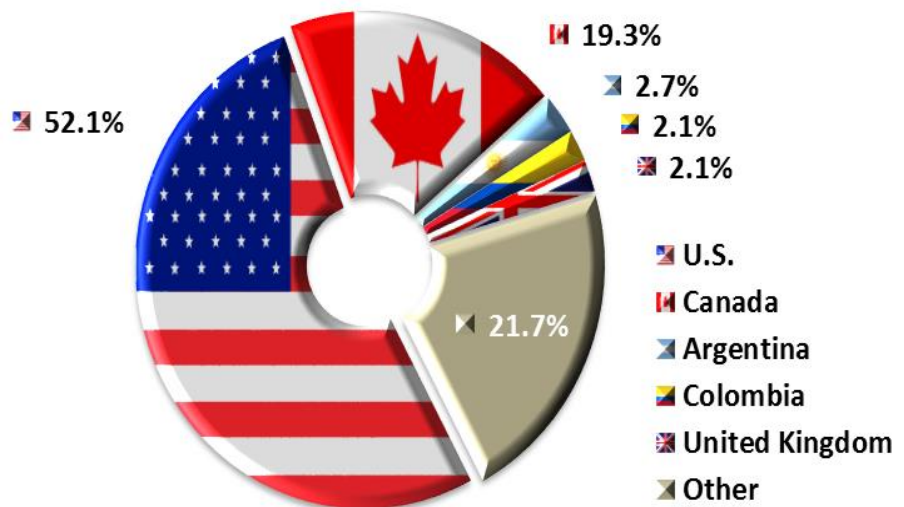


Source: Balance of payments, Banco de México.  
<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

## Foreign Visitors by air (main countries of residence)

**Chart 14.** In January 2016, the arrival of foreign air-coming visitors who reside in the United States, representing 52.1% of all foreign arrivals by air.

**Chart 14. Participation of Foreign Visitors by Air and Country of Residence, January 2016**



From the Latin America and the Caribbean region, the country of residence with the highest number of foreign arrivals into México was Argentina with 38,608 visitors, with an increase of 46.6%.

Note: Figures refers to events because the same person may have entered the country in more than one occasion. "Other" includes the remaining countries, the "unspecified" and the "Foreigners with residence in Mexico".

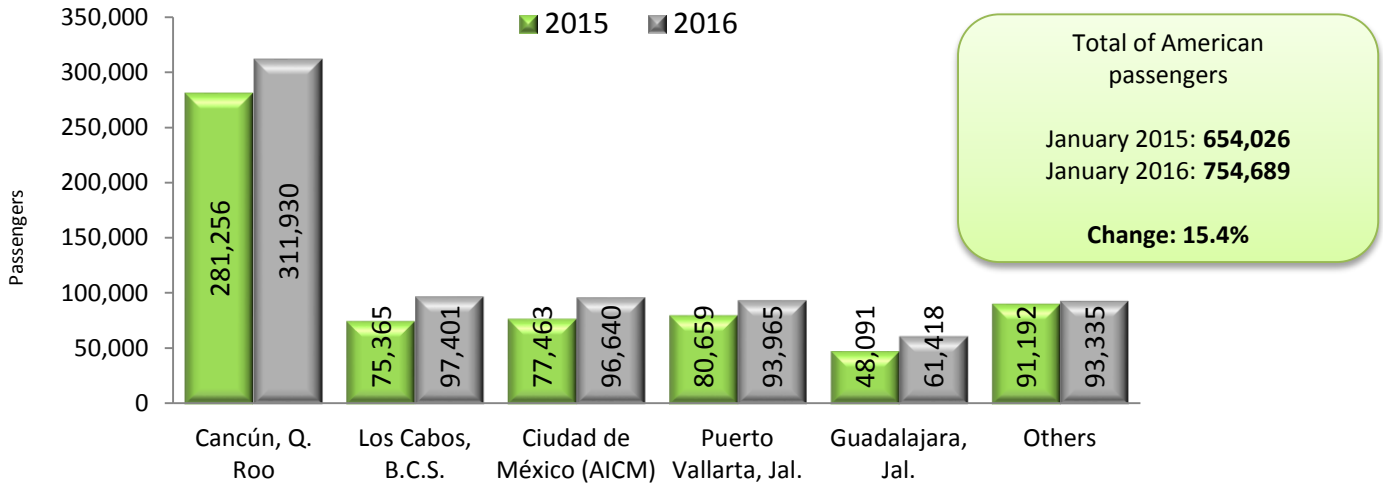
Source: Migration Policy Unit, SEGOB.  
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20Por%20Nacionalidad.aspx>



## Foreign passengers arriving by Air (American)

**Chart 15.** The American residents who arrived by air to Mexico increased 15.4% in January 2016 in comparison to the same month of 2015, registered 755 thousands passengers who arrived firstly by Cancun Airport, followed by Los Cabos Airport.

**Chart 15. American Residents per Airport**



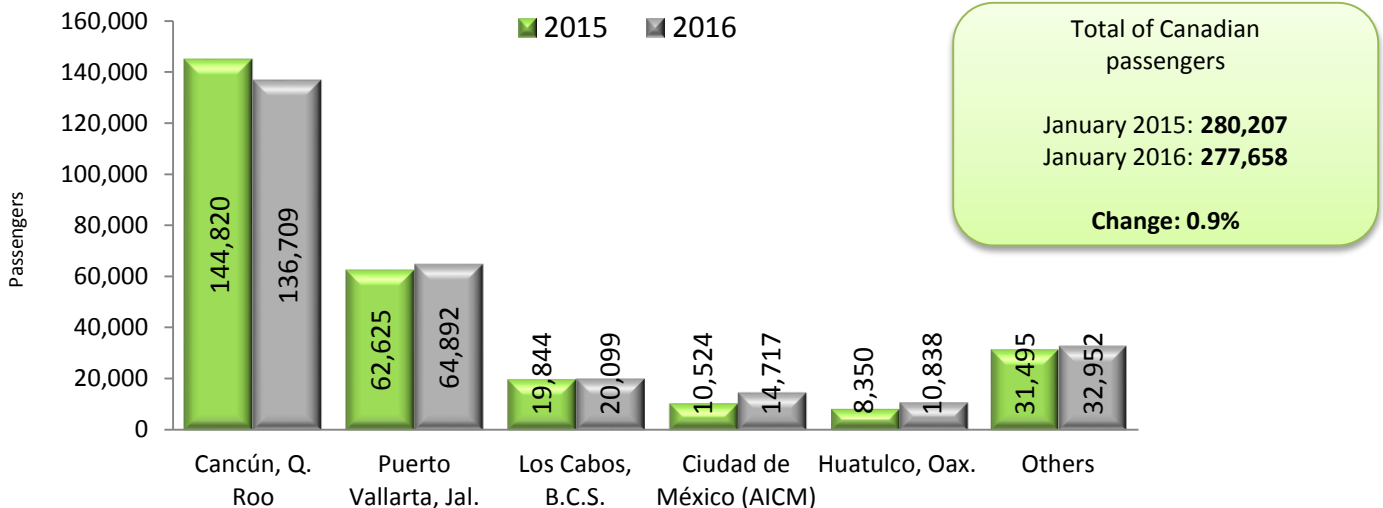
Source: Migration Policy Unit, SEGOB.

<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20Por%20Nacionalidad.aspx>

## Foreign passengers arriving by Air (Canadian)

**Chart 16.** The Canadian residents who arrived by air to México was 0.9% higher during January of 2016 in comparison to January of 2015, exceeding 278 thousand passengers who arrived firstly by Cancun Airport, followed by Puerto Vallarta Airport.

**Chart 16. Canadian Residents per Airport**

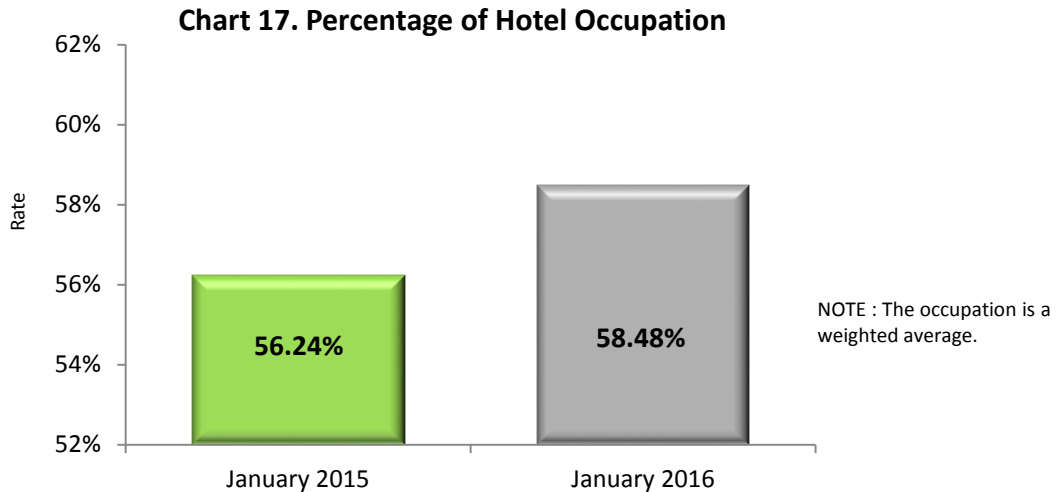


Source: Migration Policy Unit, SEGOB.

<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20Por%20Nacionalidad.aspx>

## Percentage of Hotel Occupation

**Chart 17.** The percentage of hotel occupation of a group of 70 resorts during January 2016 reached 58.5%, 2.24 points higher in comparison to the same month last year.

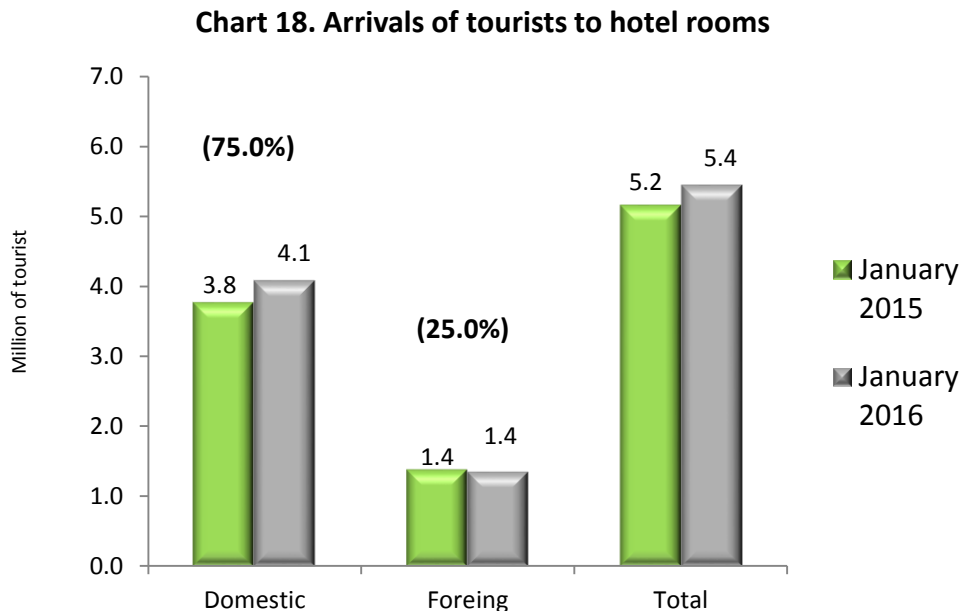


Source: Information of 70 resorts monitored by the Mexico's Tourism Information Statistics National System, DataTur.

<http://www.datatur.sectur.gob.mx/SitePages/ActividadHotelera.aspx>

## Arrival of tourists to Hotels

**Chart 18.** In January 2016, the arrival of domestic tourists to hotel rooms was 4.1 million tourists (75.0%), the remaining arrivals (25.0%) was of foreign tourists

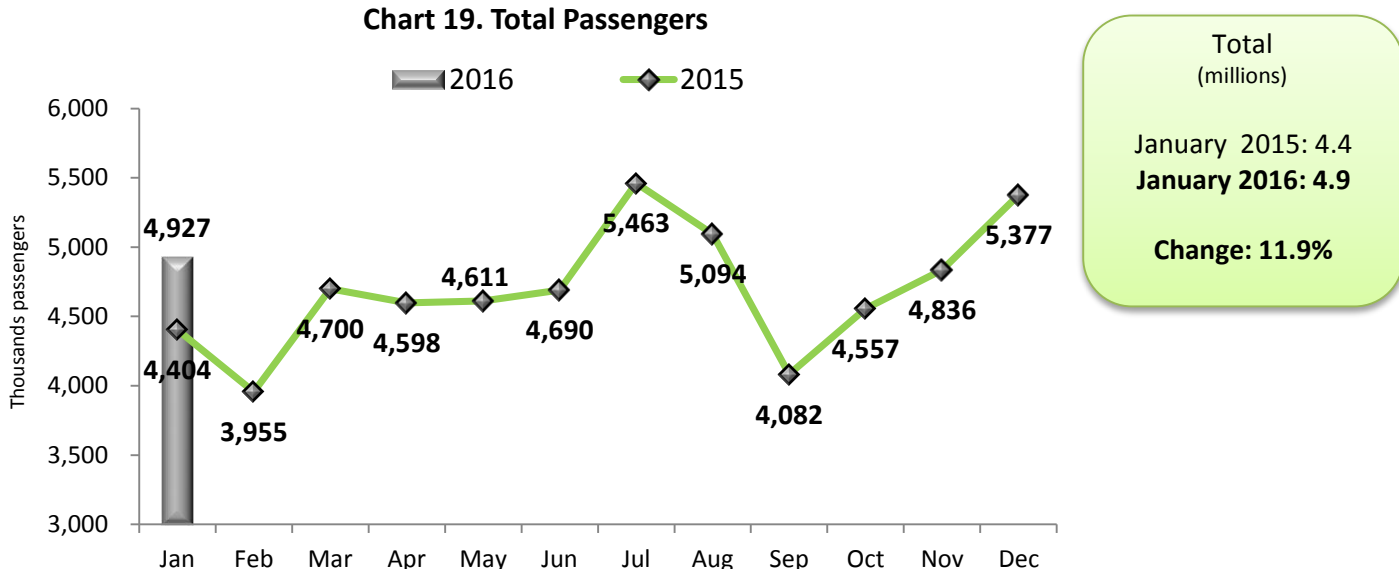


Source: Information of 70 resorts monitored by the Mexico's Tourism Information Statistics National System, DataTur.

<http://www.datatur.sectur.gob.mx/SitePages/ActividadHotelera.aspx>

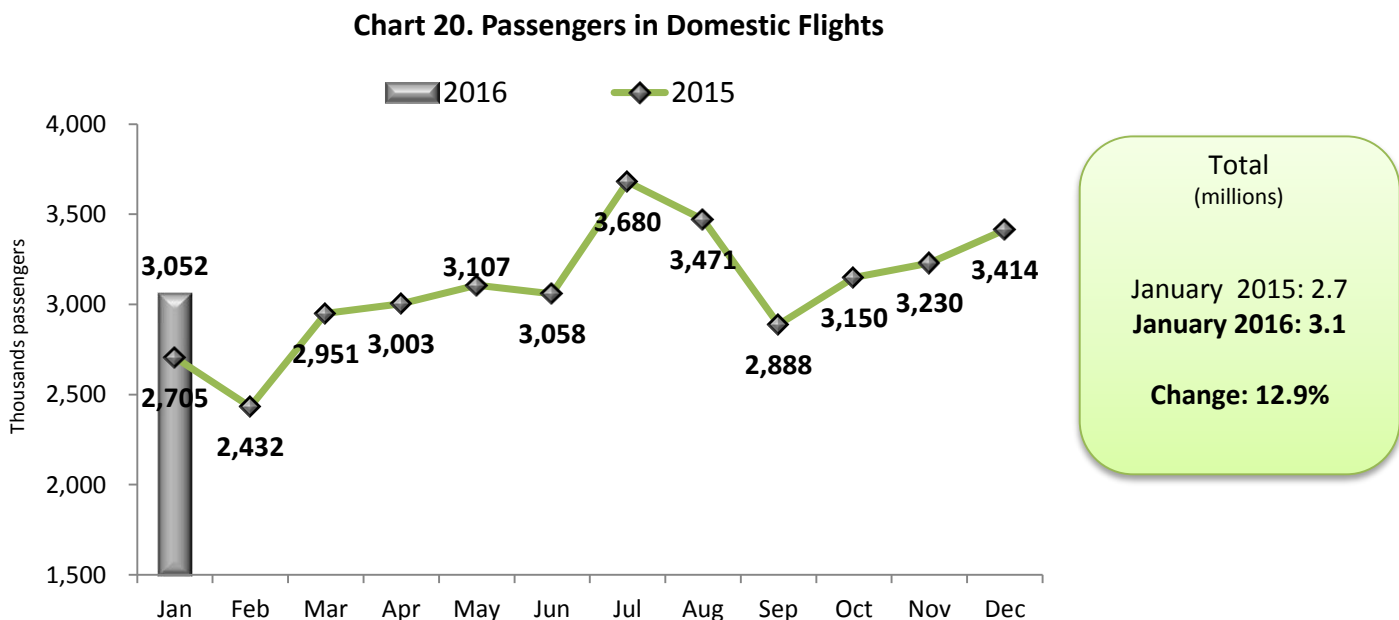
## Air Transportation

**Chart 19.** The number of passengers arriving by air increased 11.9% in January 2016 in comparison to the same month last year, reaching 4.9 million passengers.



Source: General Coordination of Ports and Merchant Navy, Ministry of Communication and Transportation (SCT).  
<http://www.datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx>

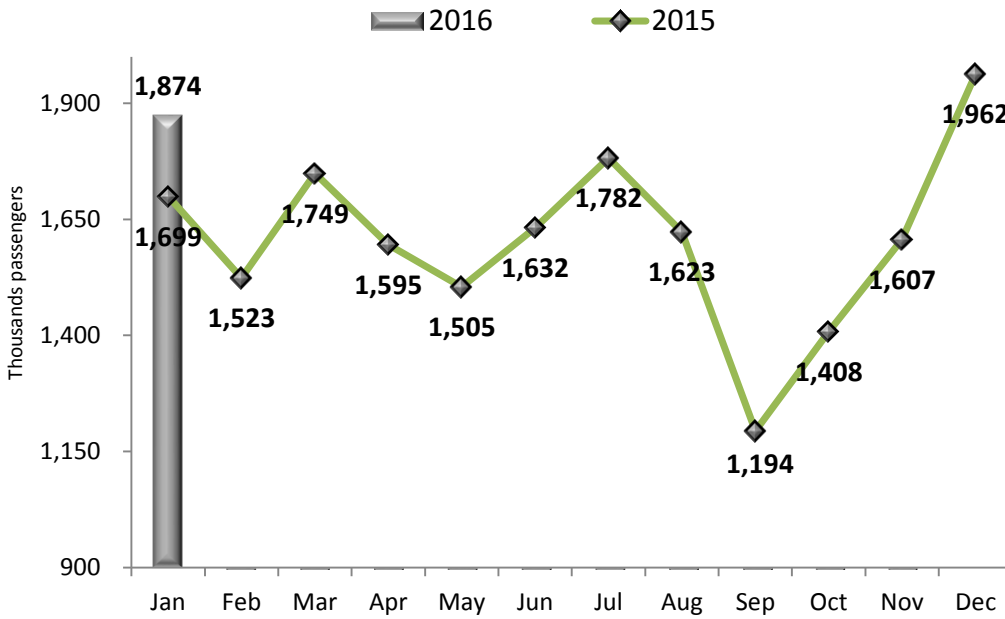
**Chart 20.** The number of passengers by air arriving on domestic flights in January of 2016 was 3.1 million passengers, representing 0.3 million of additional passengers (12.9%), in comparison to the same month last year.



Source: General Coordination of Ports and Merchant Navy, Ministry of Communication and Transportation (SCT).  
<http://www.datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx>

**Chart 21.** In January 2016, the number of passengers by air arriving on international flights increased 10.3% with 1.9 million passengers, exceeding for 0.2 million of passengers the amount of January 2015.

**Chart 21. Passengers on International Flights**



**Total (millions)**

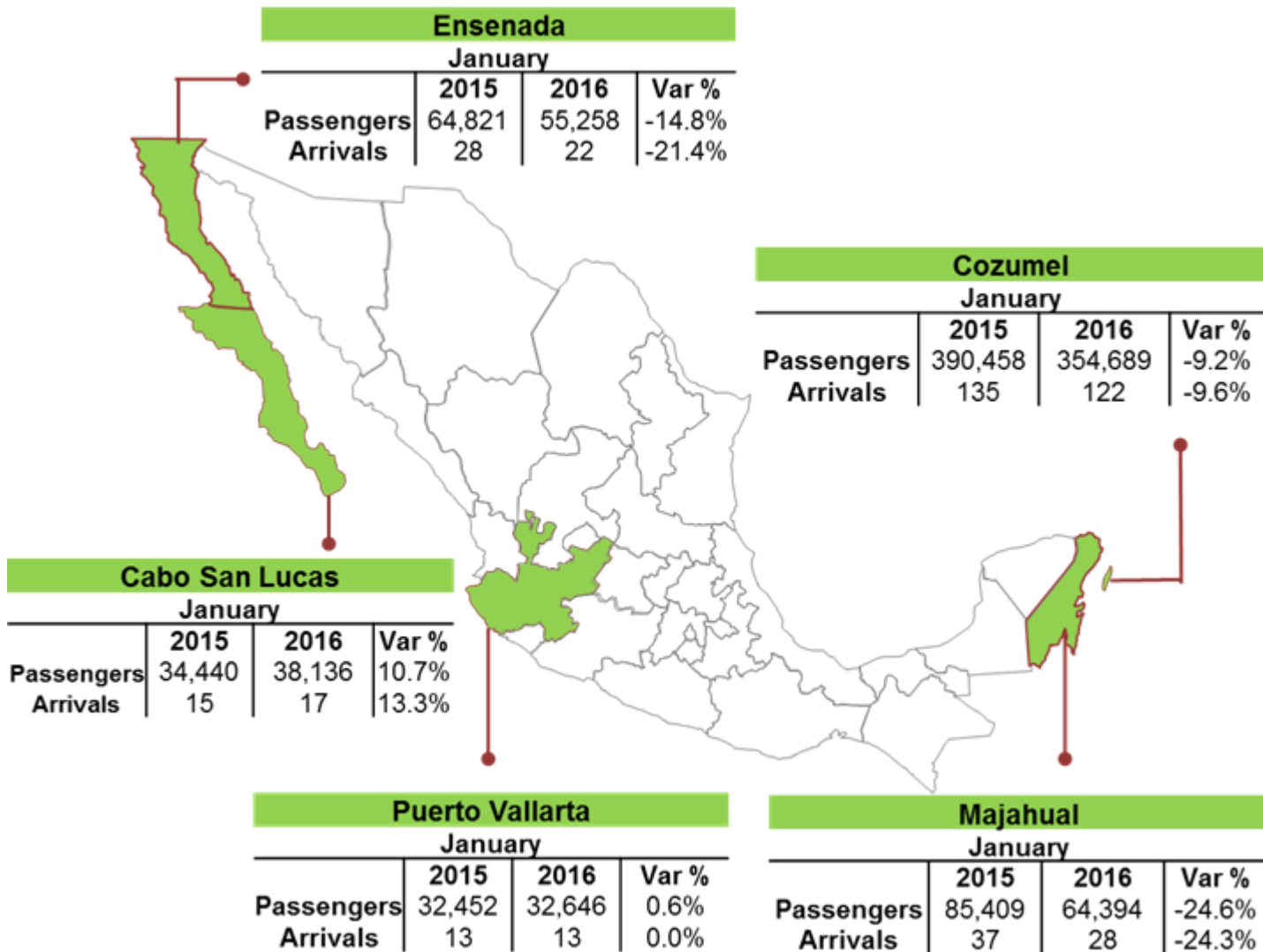
January 2015: 1.7  
**January 2016: 1.9**

**Change: 10.3%**

Preliminary figures.  
 Source: Airports and Auxiliary Services.  
<http://www.datatur.sectur.gob.mx/SitePages/TrasnAerea.aspx>

## Main Airports

**Figure 1.** In January 2016 the airports with the highest number of foreign passengers were: Cancún (638,876), Ciudad de México (294,261), Puerto Vallarta (165,096), Los Cabos (120,966) and Guadalajara (68,259); which represents 88.9% of all foreign passengers.



Source: Migration Policy Unit, SEGOB.

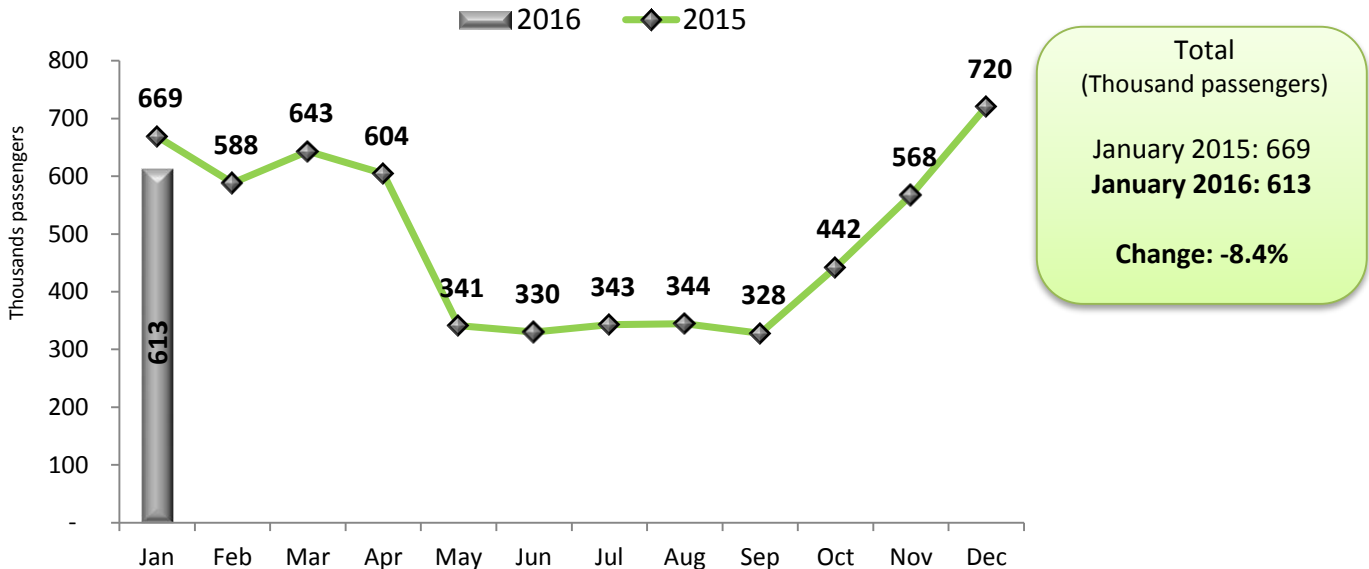
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20Por%20Nacionalidad.aspx>

Note: Figures refers to events because the same person may have entered the country in more than one occasion. From this date only the residence of international passengers is considered and the nationality of the passengers is not longer used.

## Maritime Transportation

**Chart 22.** During January 2016 the number of cruise passengers reached 613 thousands passengers, representing a decrease of 56 thousands of passengers (-8.4%) in comparison to the same month of 2015.

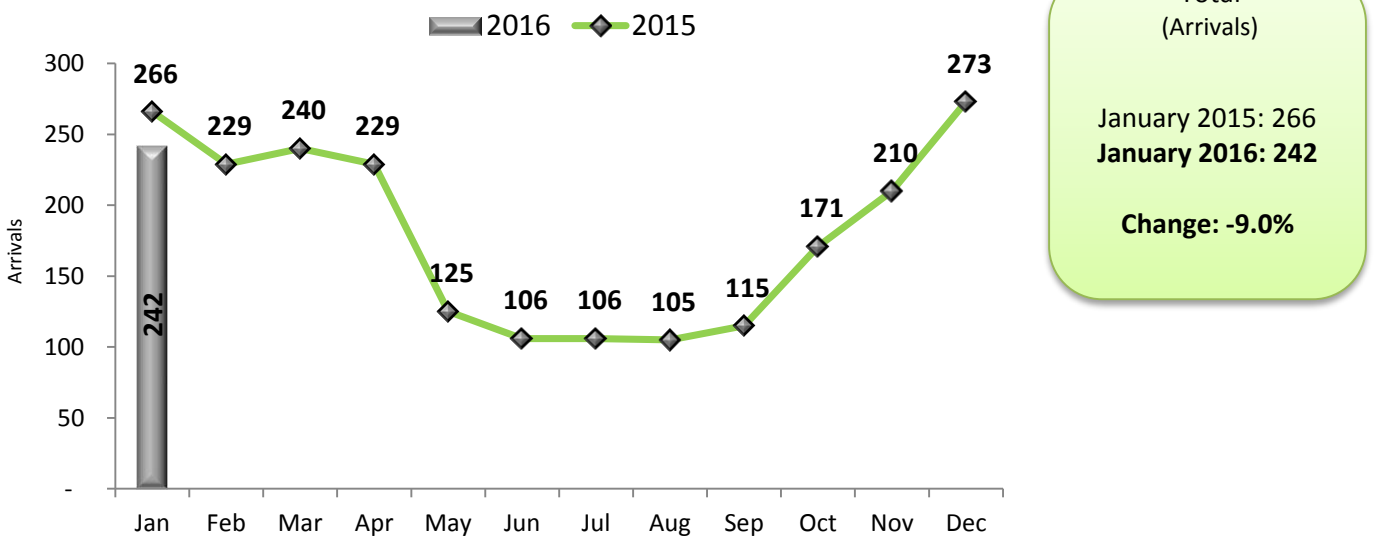
**Chart 22. Monthly Arrival of Passengers by Cruise**



Source: General Coordination of Ports and Merchant Navy, Ministry of Communication and Transportation (SCT).  
<http://www.datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx>

**Chart 23.** The number of cruise's arrivals in January 2016 decreased by 24, reaching 242, a decrease of 9.0% with respect to the same month last year.

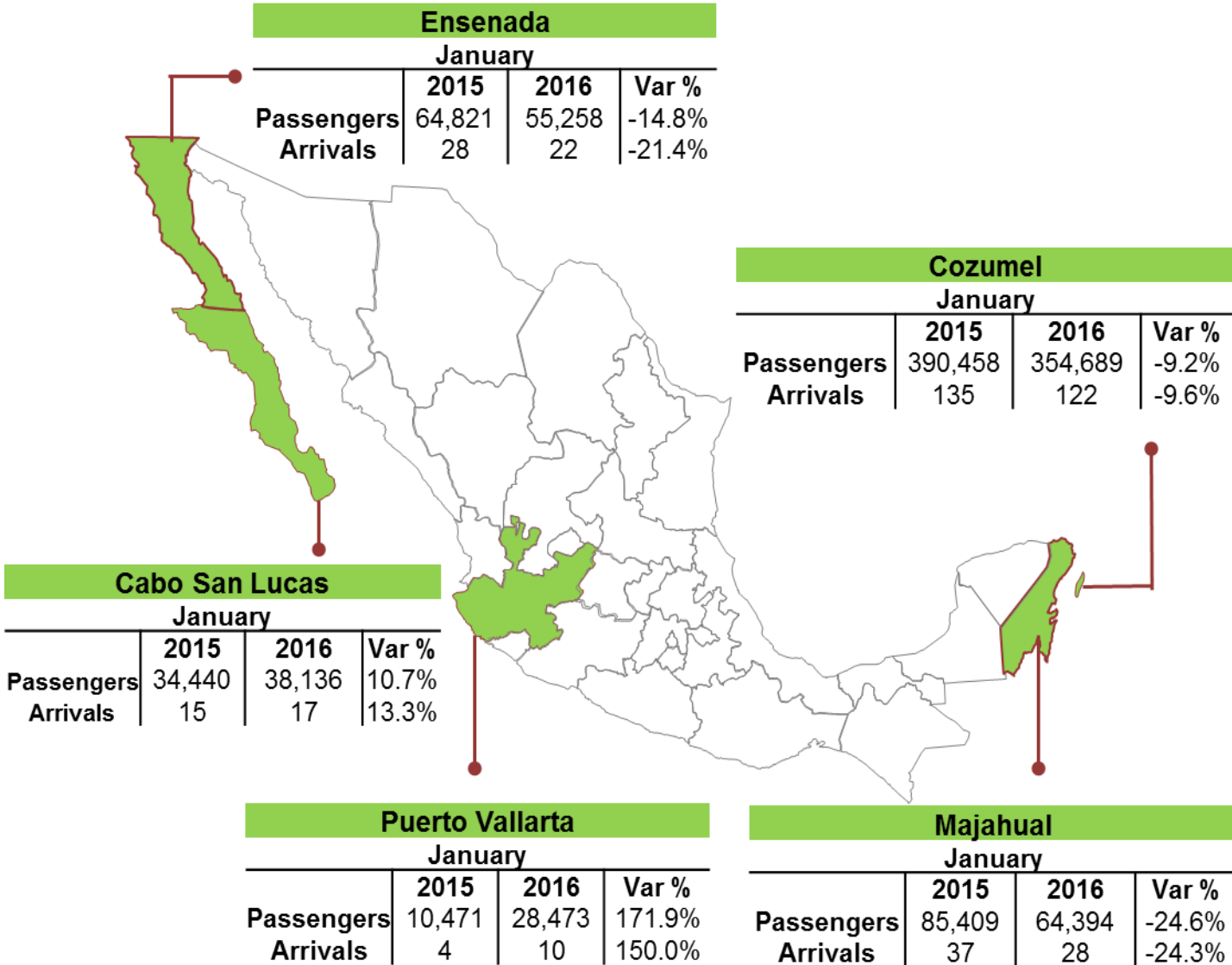
**Chart 23. Monthly Cruise's Arrivals**



Source: General Coordination of Ports and Merchant Navy, Ministry of Communication and Transportation (SCT).  
<http://www.datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx>

## Main Ports

**Figure 2.** In January 2015 the ports that received the highest number of passengers were the following: Cozumel, Majahual and Ensenada; representing 77.4% of total arrivals in the month. On the other hand, according to Banco de México, foreign currency income from cruise visitors contributed with 2.6% of the total income.



Source: General Coordination of Ports and Merchant Navy, Ministry of Communication and Transportation (SCT).  
<http://www.datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx>

## Tourism Employment

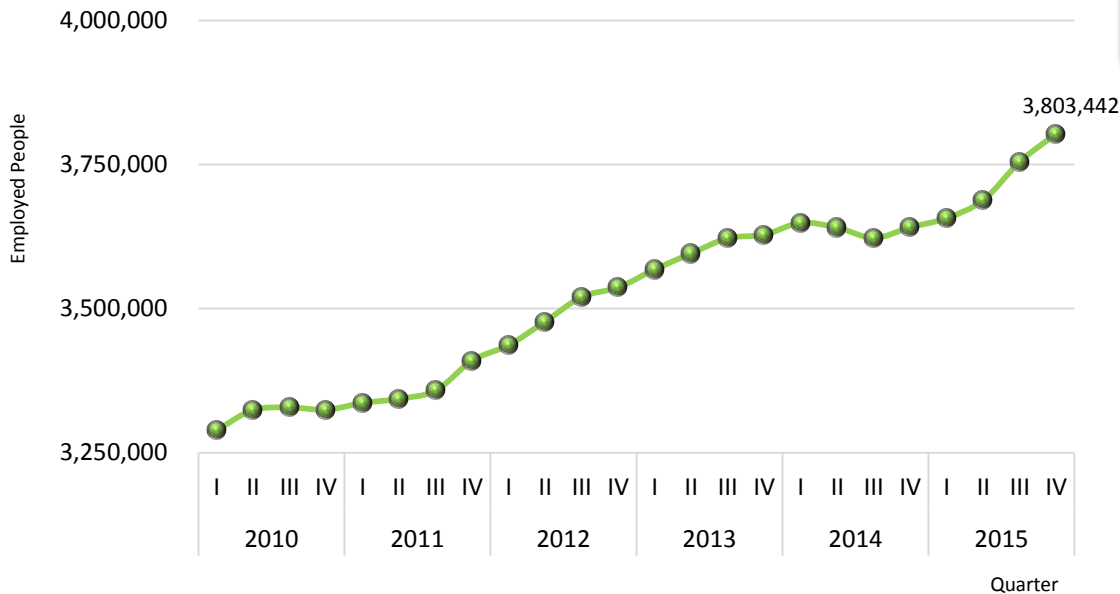
**Chart 24.** In the fourth quarter of 2015 3.8 million people were employed in Mexico tourism sector, which accounted for 8.3% of national employment. This represented a rise of 4.46% in comparison to the same quarter of the previous year.

**Chart 23. Tourism Employment (smoothed series)**

Quarterly Basis: 2010/I – 2015/IV

Total  
(Million people)

2014 / IV: 3.6  
**2015 / IV: 3.8**  
**Change: 4.46%**



NOTE: The number of tourism employment are softened by an average of the last four quarters. The aim is to eliminate the irregular fluctuations in the series in the short and medium terms.

Source: SECTUR.

<http://www.datatur.sectur.gob.mx/SitePages/ResultadosITET.aspx>



## Macroeconomic Indicators

### Macroeconomic Perspective on Key Indicators of Mexico

Entity	Gross Domestic Product		Inflation	
	Constant prices (percent change)		(% dic/dic)	
	2016	2017	2016	2017
International Monetary Fund	2.60	2.90	N.a.	N.a.
OCDE	3.05	3.30	2.74	3.04
Banco de México Survey	2.45	2.98	3.34	3.38
Ministry of the Treasury and Public Credit	2.0 a 2.8	2.6 a 3.6	3.00	3.00

N.a. Not available.

Source: IMF, World Economic Outlook Database (January 2016); OECD, Economic Outlook (2015/11); Banco de México, Expectations Survey Economic Specialists Private Sector (02/03/16); Secretaría de Hacienda y Crédito Público, General Criteria for Economic Policy 2016.

#### KEY ECONOMIC INDICATORS OF MEXICO

Entries	2011	2012	2013	2014	2015	Jan-16
<b>General Economic Activity and Services Identified with Tourism</b>						
<b>Gross Domestic Product</b>						
. Millions of current pesos	14,550,014	15,626,907	16,116,130	17,251,612	18,135,706	
. Constant prices annual variations in %	4.0	4.0	1.3	2.3	2.5	
<b>Tertiary activities</b>						
<b>- Air Transportation (481)</b>						
. Millions of current pesos	24,368	27,720	27,063	34,708	42,496	
. Constant prices annual variations in %	-0.3	7.3	8.1	9.4	17.0	
<b>- Temporary Lodging Services (721)</b>						
. Millions of current pesos	137,648	151,099	163,718	179,525	195,489	
. Constant prices annual variations in %	2.4	8.2	5.6	6.0	5.8	
<b>- Food and Beverages Preparation Services (722)</b>						
. Millions of current pesos	160,238	172,438	177,145	185,939	205,985	
. Constant prices annual variations in %	0.8	3.0	-1.7	-0.3	6.0	
<b>Quarterly Indicators of Tourism Activity</b>						
<b>Tourism Gross Domestic Product</b>						
. Constant prices annual variations in %	3.6	3.6	0.9	2.2		
<b>Internal Tourism Consumption</b>						
. Constant prices annual variations in %	2.2	3.0	2.4	1.7		
<b>- Domestic tourism consumption</b>						
. Constant prices annual variations in %	3.3	2.5	2.8	0.1		
<b>- Inbound tourism consumption</b>						
. Constant prices annual variations in %	-6.2	7.3	-1.5	16.0		
<b>Tourism Employment</b>						
<b>People Employed in the Tourism Sector*</b>	3,409,804	3,536,686	3,628,195	3,640,970	3,803,442	
<b>Total number of IMSS-Insure Workers and Unemployment Rate</b>						
<b>Employees insured by IMSS (average of the period)</b>	15,153,643	15,856,137	16,409,302	16,990,724	17,724,222	17,953,203
. Permanent	13,101,612	13,637,937	14,123,077	14,570,291	15,170,986	15,390,602
. Non-permanent (urban and field)	2,052,031	2,218,200	2,286,225	2,420,433	2,553,236	2,562,601
<b>Unemployment National Rate ** (closing of the period)</b>						
. Total Percentage of PEA	4.5	4.40	4.89	4.17	4.33	4.26
<b>Exchange Rate and Prices***</b>						
<b>National Price Index (closing of the period)</b>						
<b>Consumer (percent variation)</b>	3.82%	3.57%	3.97%	4.08%	2.13%	2.61%
. Air transport (percent variation)	7.58%	-7.74%	0.20%	16.72%	3.17%	11.85%
. Hotel (percent variation)	6.41%	1.11%	3.14%	4.84%	4.18%	4.47%
. Package Tourist Services (percent variation)	5.72%	1.59%	4.90%	5.13%	7.62%	6.29%
. Restaurants (percent variation)	4.43%	4.20%	3.62%	6.03%	4.86%	4.57%
<b>Exchange Rate (peso / dollar)</b>						
. Average of the period	12.423	13.169	12.772	13.292	15.848	17.978
<b>Business Cycle Indicators and Consumer Confidence (monthly difference****)</b>						
. Coincident Indicator	0.060	-0.064	-0.031	0.028	-0.059	N.a.
. Forward Indicator	0.027	0.094	0.006	-0.108	-0.126	-0.156
. Confidence Consumer Index	0.113	0.072	-0.266	0.052	0.024	0.005

N.a. Not available.

\* Quarterly indicator with information of ENOE and CSTM. Fourth quarter data is indicated for annual data.

\*\* Percentage of all the economically active population. Data at the end of the period for annual and monthly figures and average period for quarterly information.

\*\*\* For prices of the consumer: at the end of the year are annual variations and same month previous year is for monthly data variation.

\*\*\*\* Point monthly difference (closing of the period).

Sources: SECTUR, INEGI, STPS, Banco de Mexico.