

# Results of Tourism Activity

Mexico, February 2016



Ruinas Nío Guasave, Sinaloa.



Hospicio Cabañas, Guadalajara, Jalisco.



Calles de Mazatlán, Sinaloa.



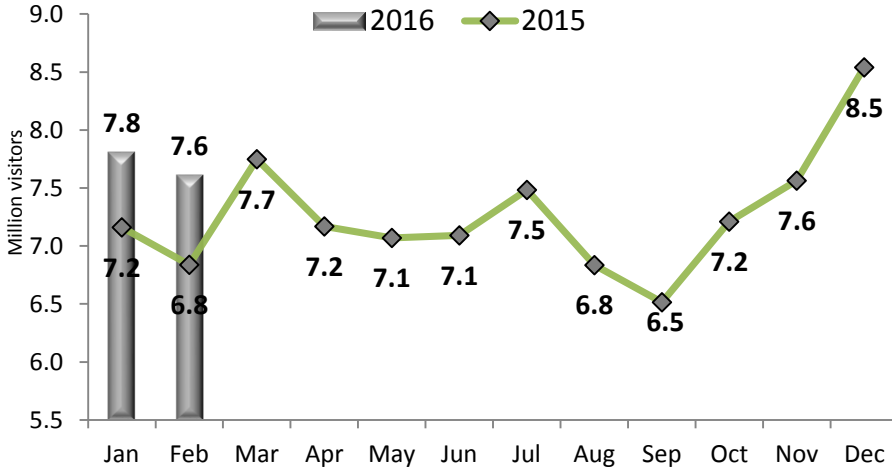
Casa de Sierra Nevada, San Miguel de Allende, Guanajuato.

Undersecretariat of Planning and  
Tourism Policy

## International visitors

**Chart 1.** According to Bank of Mexico, the arrival of international visitors for the first two months of 2016 was 15.4 millions, representing an increase of 1.4 million compared to the same period of 2015\*, with a growth of 10.2%.

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



**Total**  
(Million visitors)

January-February 2015: 14.0  
**January-February 2016: 15.4**

**Percent Change: 10.2%**

\* NOTE: In the charts, the sum of monthly data may not correspond to the cumulative period, due to rounding .

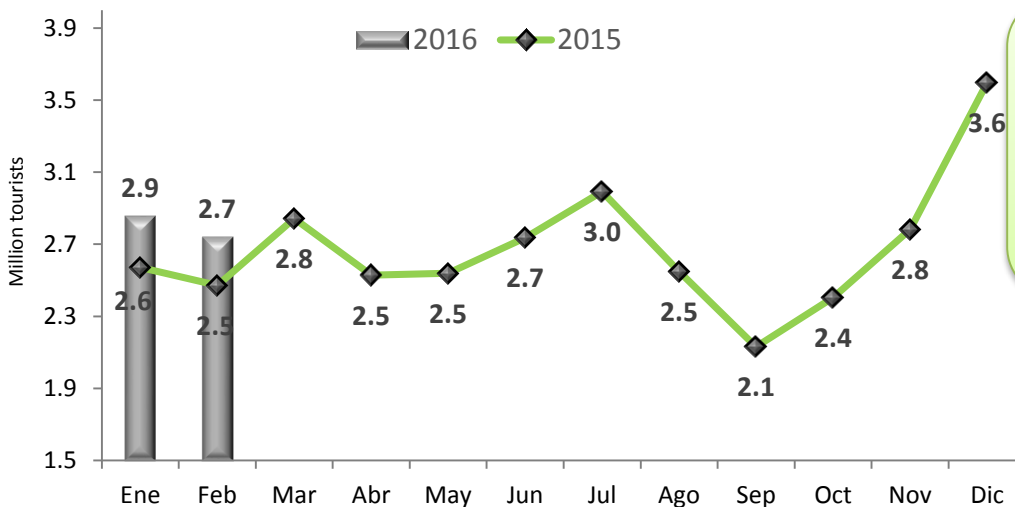
Source: Balance of payments, Banco de México.

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

## International tourists

**Chart 2.** The number of international tourists arriving to Mexico during the first two-months of 2016 was 5.6 million, reaching 544 thousand more than January-February 2015, an increase of 10.8%.

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



**Total**  
(Million tourists)

January-February 2015: 5.0  
**January-February 2016: 5.6**

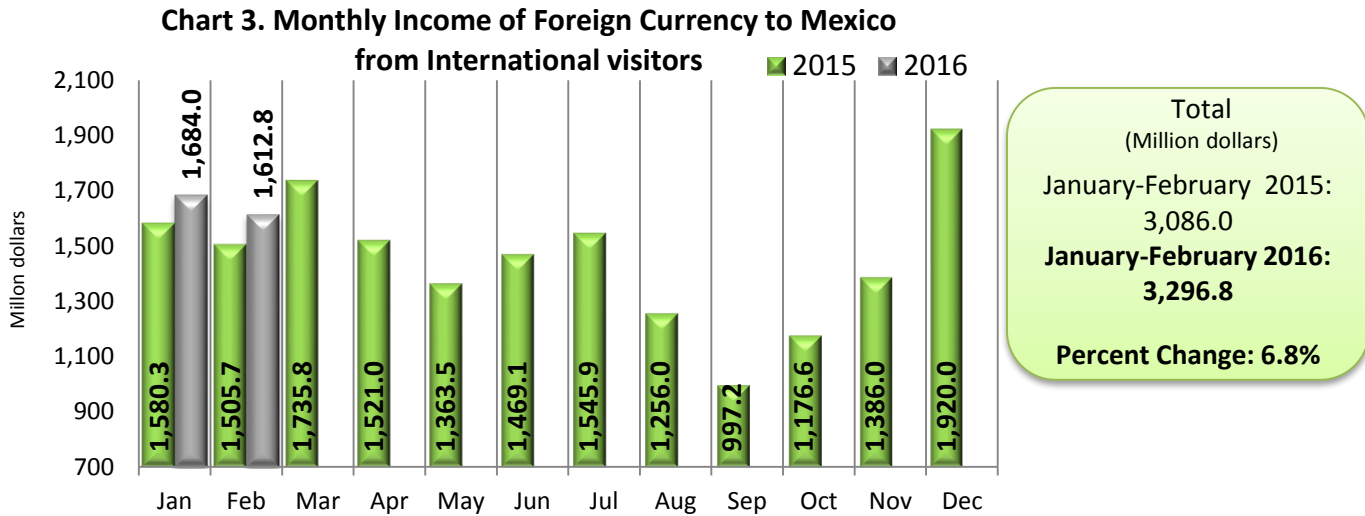
**Percent Change: 10.8%**

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 inflows from the arrival of international visitors was 3,296.8 million dollars in January-February 2016, reaching an increase of 211 million dollars (6.8%) in comparison to the same period of last year.

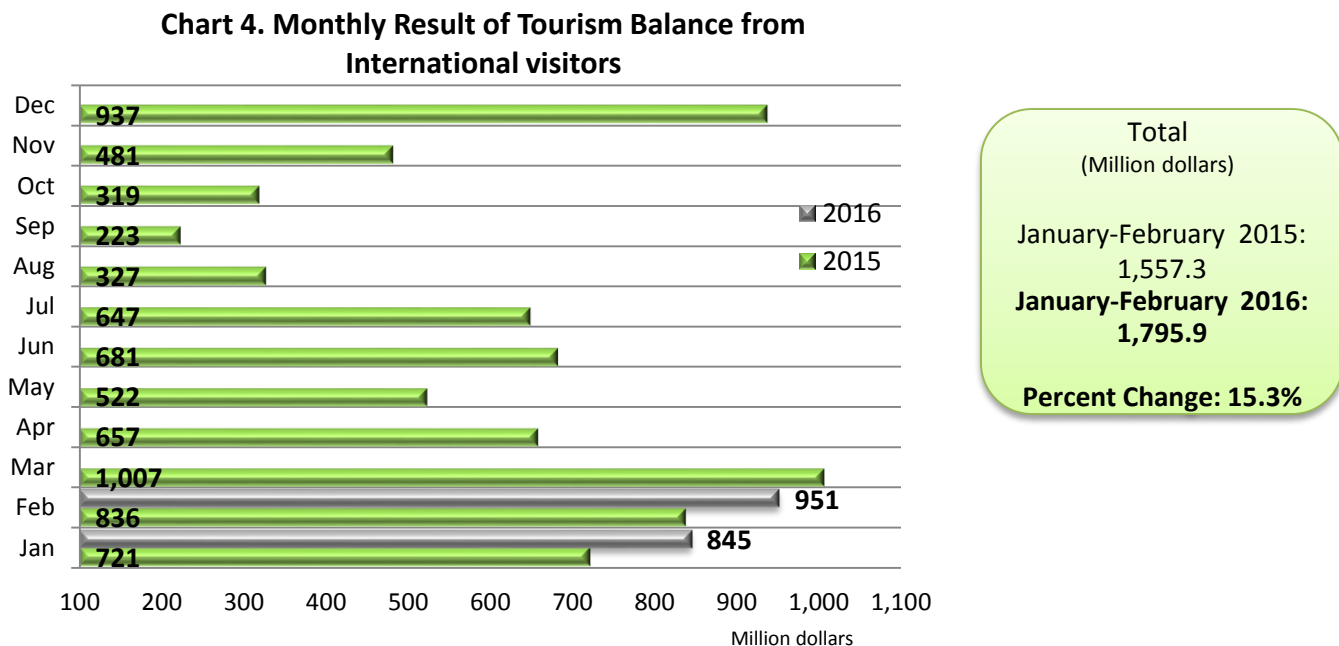


Source: Balance of payments, Banco de México.

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

## Tourism Balance by International visitors

**Chart 4.** The tourism balance by international visitors in January-February of 2016 registered 1,795.9 million dollars, an increase of 15.3% in comparison to the same period of 2015.



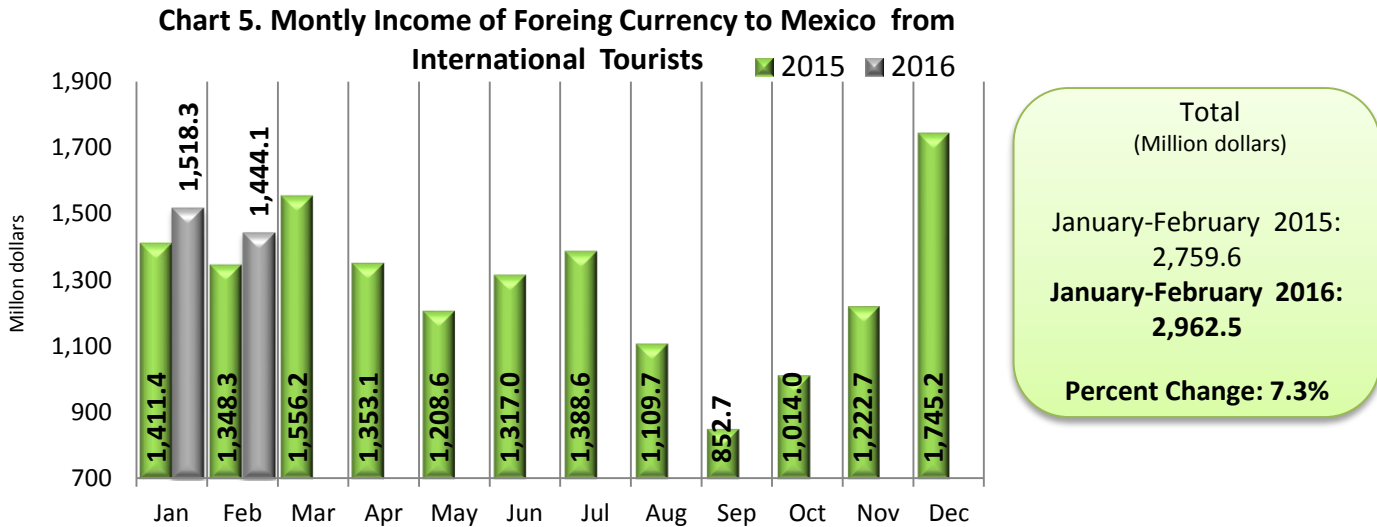
Source: Balance of payments, Banco de México.

<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-February of 2016 registered 2,962.5 million dollars, which represents an increase of 203 million of dollars (7.3%) to the same period of 2015.

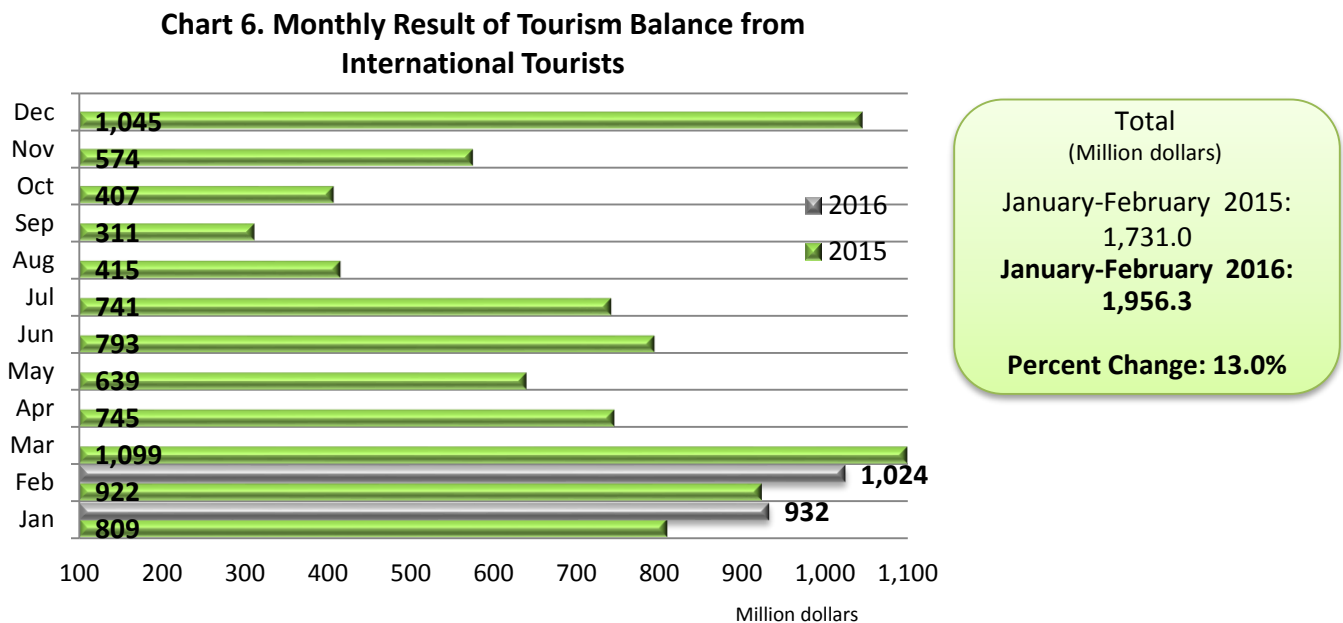


Source: Balance of payments, Banco de México.

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

## Tourism Balance by International tourists

**Chart 6.** The tourism balance by international tourists in January-February of 2016 showed a positive result of 1,956.3 million dollars, equivalent to an increase of 13.0% in comparison to the same period of 2015.

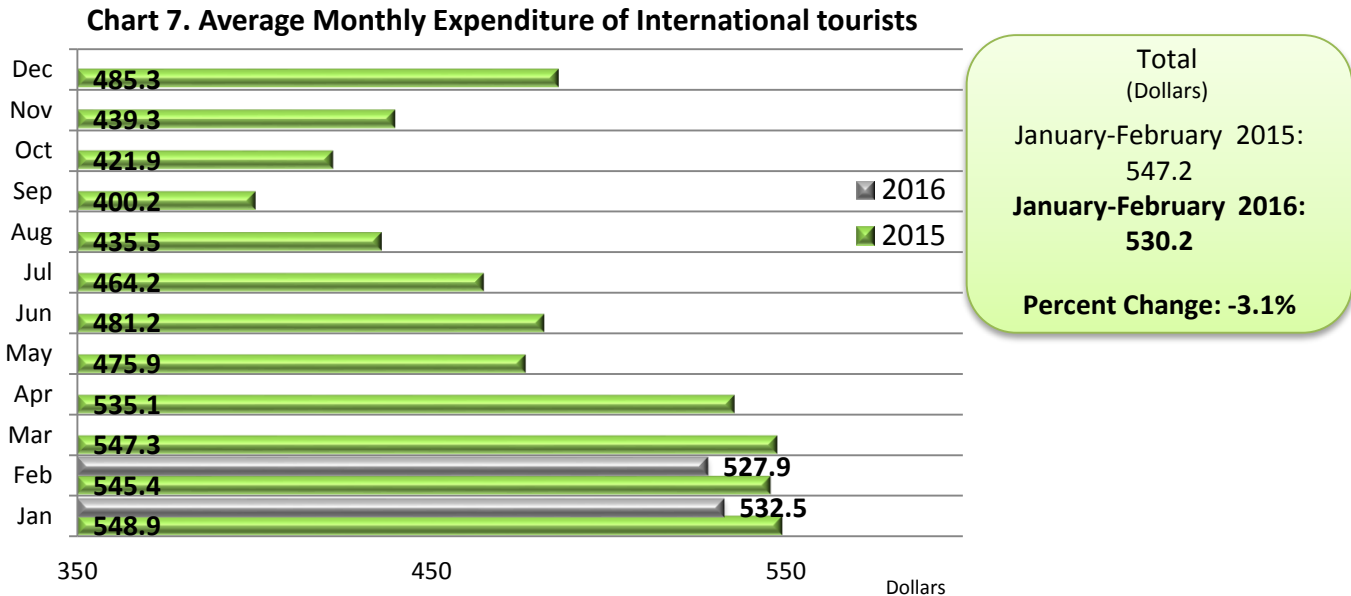


Source: Balance of payments, Banco de México.

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

## Average Expenditure by International tourists

**Chart 7.** During January-February of 2016, the average expenditure of international tourists was 530.2 dollars, a decrease of 17.0 dollars (-3.1%) in comparison to the same period of 2015.

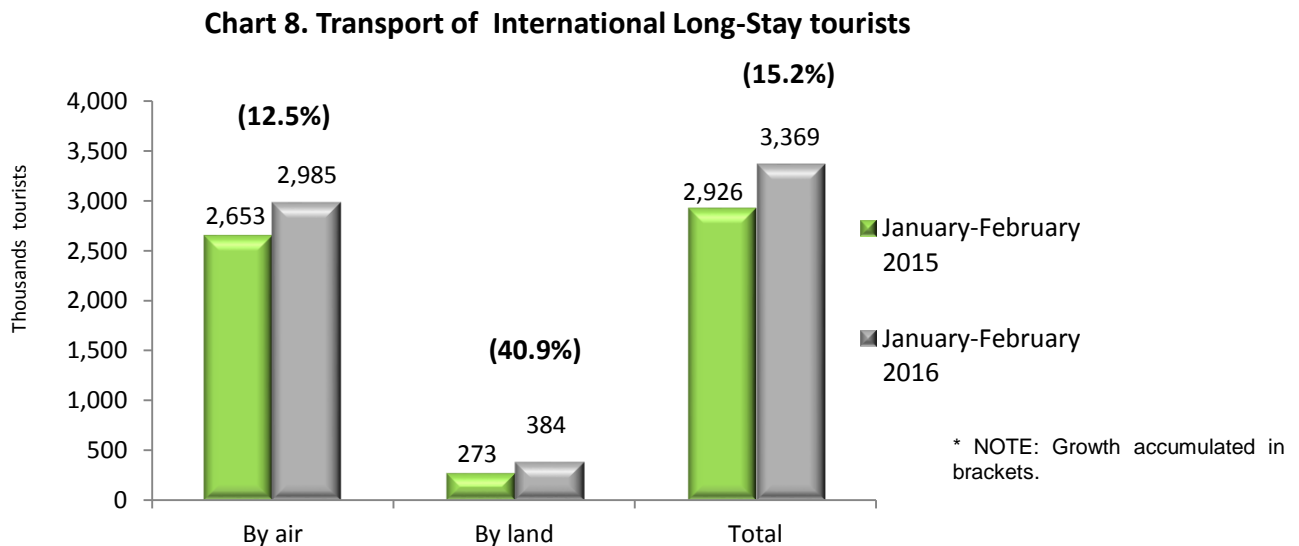


Source: Balance of payments, Banco de México.

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

## Long-Stay tourists to Mexico

**Chart 8.** The long-stay tourists arrival increased 15.2% in the two-month period of 2016 compared to the same period of the previous year: about 88.6% entered by air while the remaining 11.4% entered by land.



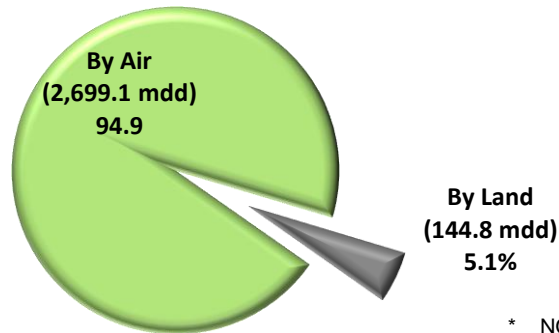
Source: Balance of payments, Banco de México.

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

## Expenditure of Long-Stay tourists

**Chart 9. Distribution of International Long-Stay Tourists' Expense during January-February 2016**

**Chart 9.** For the same period, the most meaningful expenditure of long-stay tourists was made by those arriving by air, totaling 2,699.1 million dollars, this means 94.9% of all long-stay tourists' expenditure.



\* NOTE: The total amount in brackets.

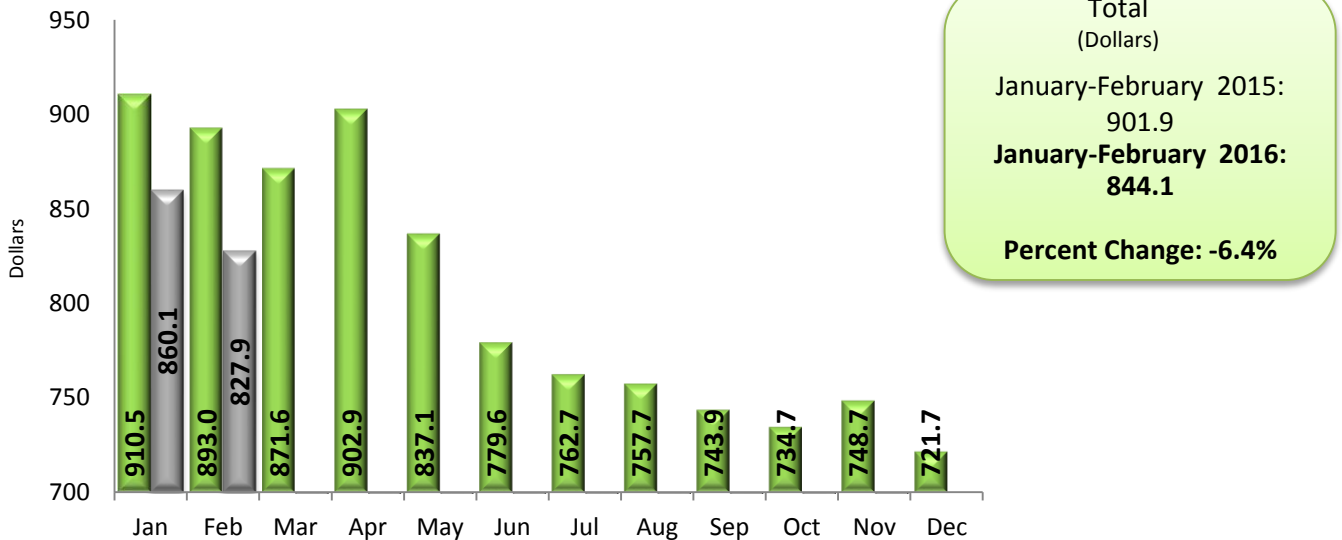
Source: Balance of payments, Banco de México.

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

## Average Expenditure of Long-Stay tourists

**Chart 10.** The average expenditure of long-stay tourists was 844.1 dollars in the first two months of 2016, a decrease of 58 dollars (-6.4%) compared to the same period of 2015.

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



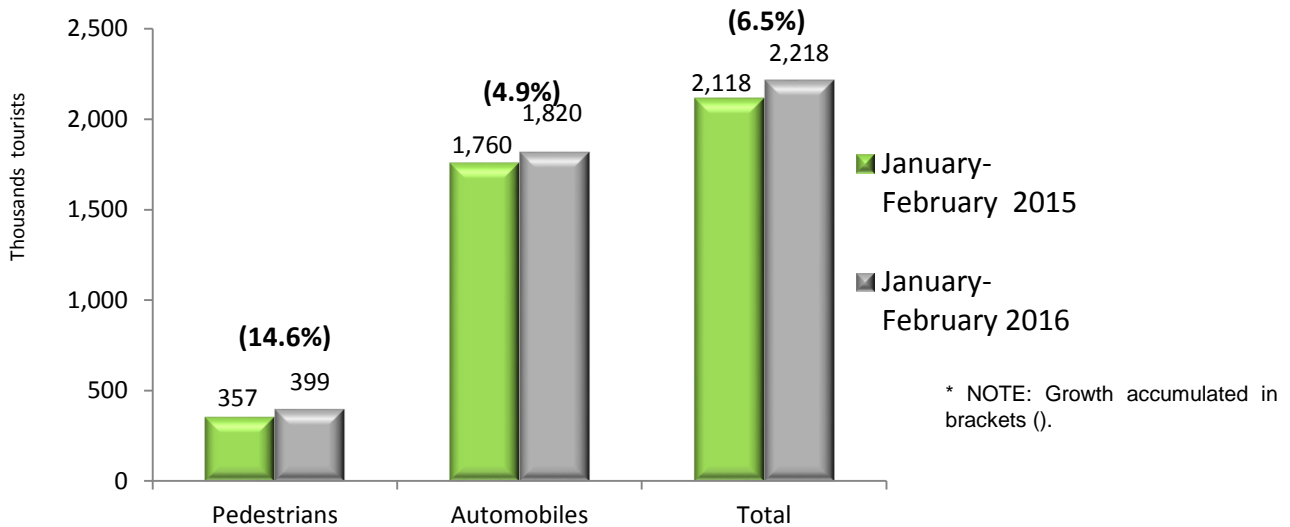
Source: Balance of payments, Banco de México.

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

## Border tourists to México

**Chart 11.** The border tourists arrivals increased 4.7% during January-February of 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**

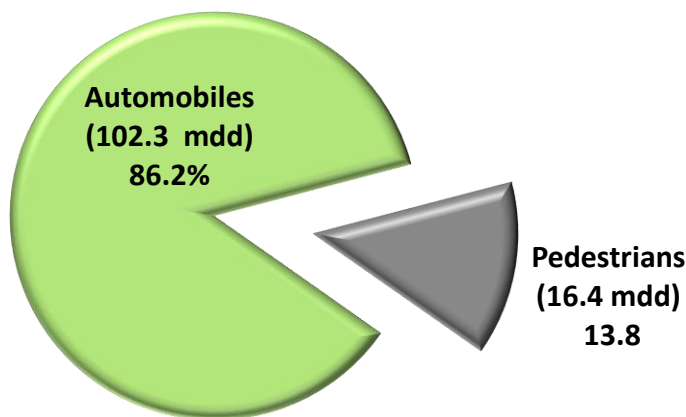


Source: Balance of payments, Banco de México.

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

## Expenditure of Border tourists

**Chart 12. Distribution of International Border Tourists' Expense during January-February 2016**



**Chart 12.** For the same period, the most meaningful expenditure of border tourists was made by those travelling by automobile, totaling 102.3 million dollars which represented 86.2% of all border tourists.

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

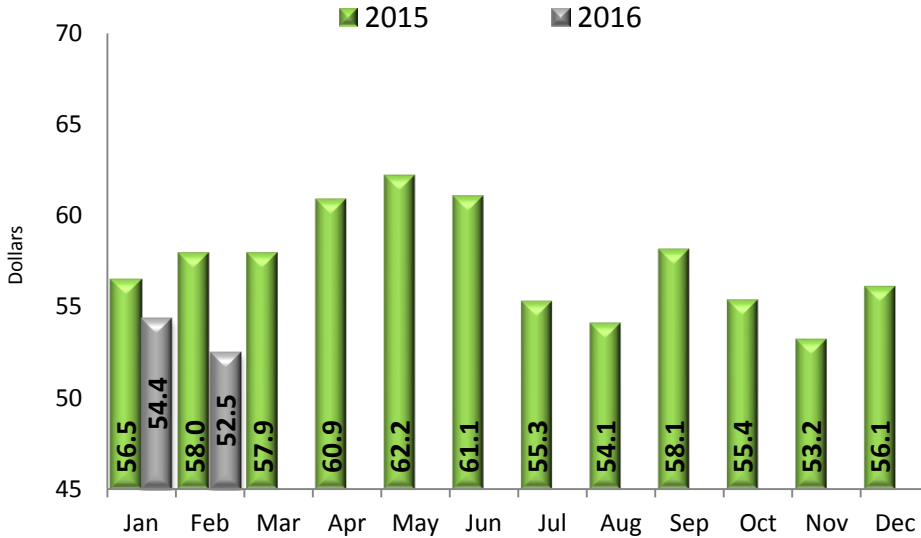
Source: Balance of payments, Banco de México.

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

## Average Expenditure of Border tourists

**Chart 13.** The average expenditure of border tourists decreased 6.5% in January-February of 2016 in comparison to the same month of previous year.

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



Total (Dollars)  
 January-February 2015: 57.2  
 January-February 2016: 53.5  
 Percent Change: -6.5%

Source: Balance of payments, Banco de México.

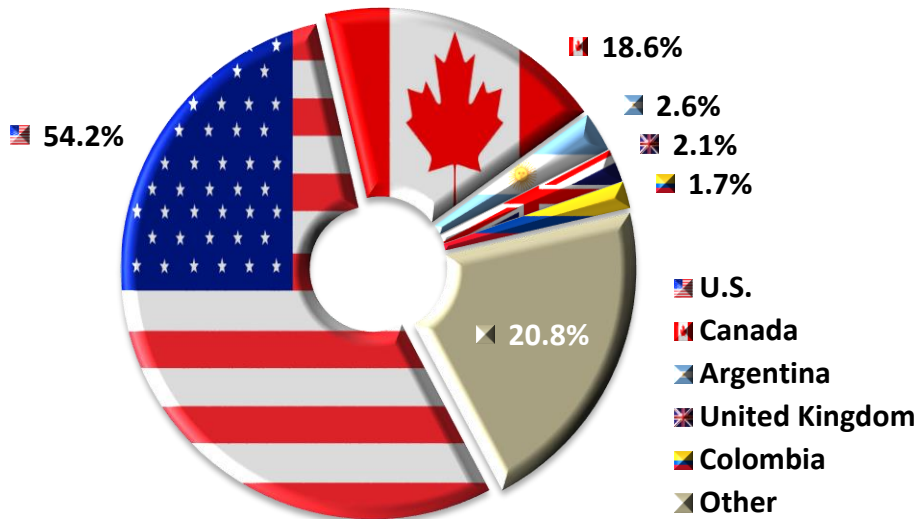
<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

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

**Chart 14.** In January-February of 2016, the arrival of foreign air-coming visitors who reside in the United States, representing 54.2% of all foreign arrivals by air.

From Latin America and the Caribbean region, the country of residence with the highest number of foreign arrivals into México was Argentina with 73,999 visitors, with an increase of 45.0%.

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



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.

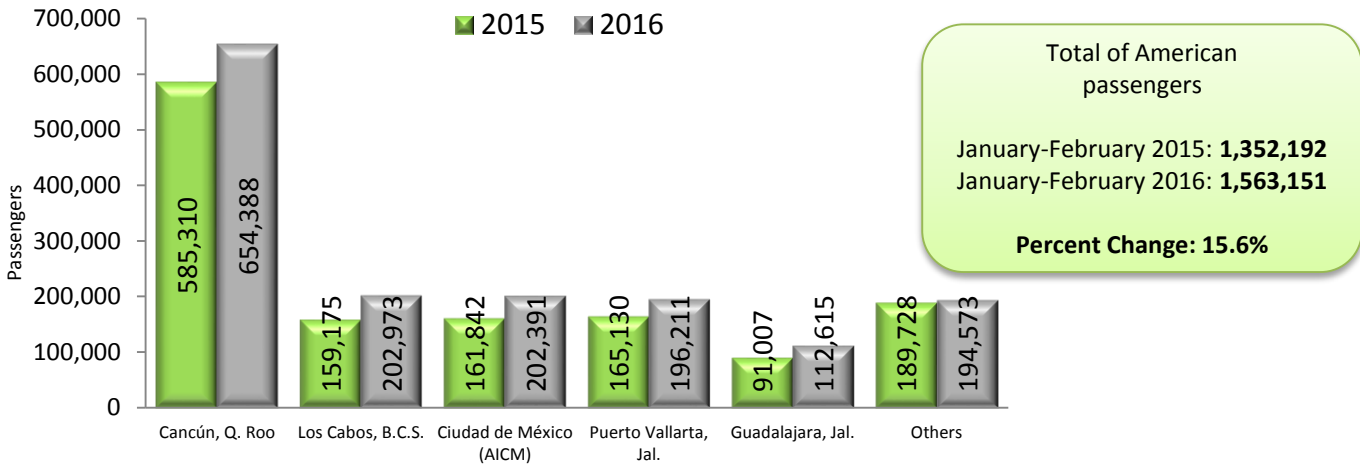
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20Por%20Nacionalidad.aspx>



## Foreign passengers arriving by Air (American)

**Chart 15.** The American residents who arrived by air to Mexico increased 15.6% in January-February of 2016 in comparison to the same period of 2015, accumulating 1.5 million passengers who arrived mainly by Cancun Airport, followed by Los Cabos Airport.

**Chart 15. American Residents by Airport**



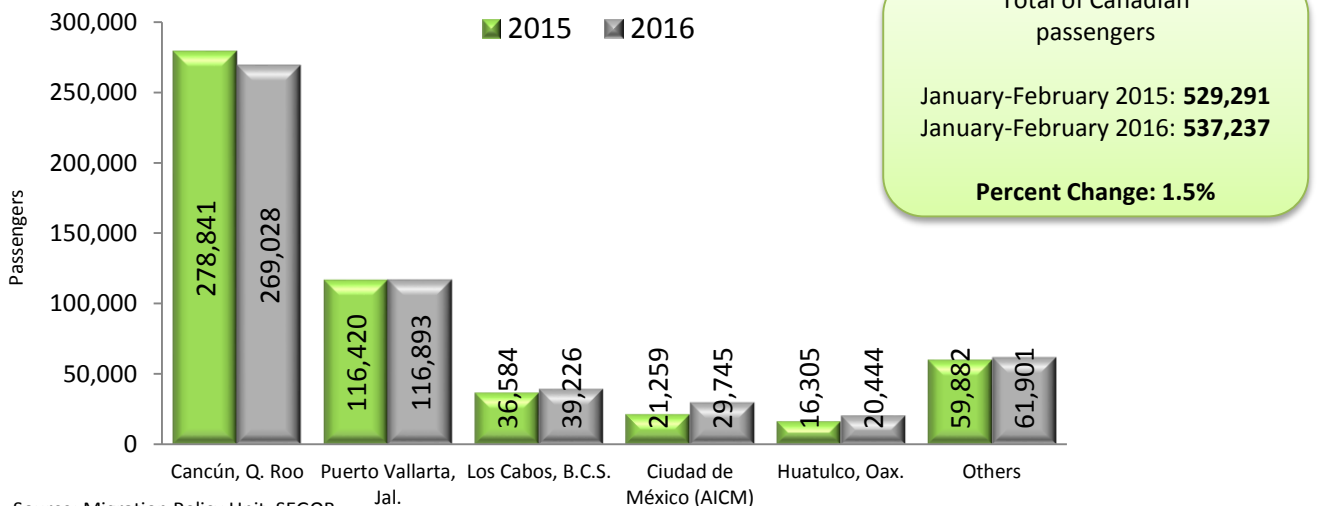
Source: Migration Policy Unit, SEGOB.

<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 were 1.5% higher during January-February of 2016 in comparison with the same period of 2015, exceeding 7.9 thousand passengers who arrived mainly by Cancun Airport, followed by Puerto Vallarta Airport.

**Chart 16. Canadian Residents per Airport**



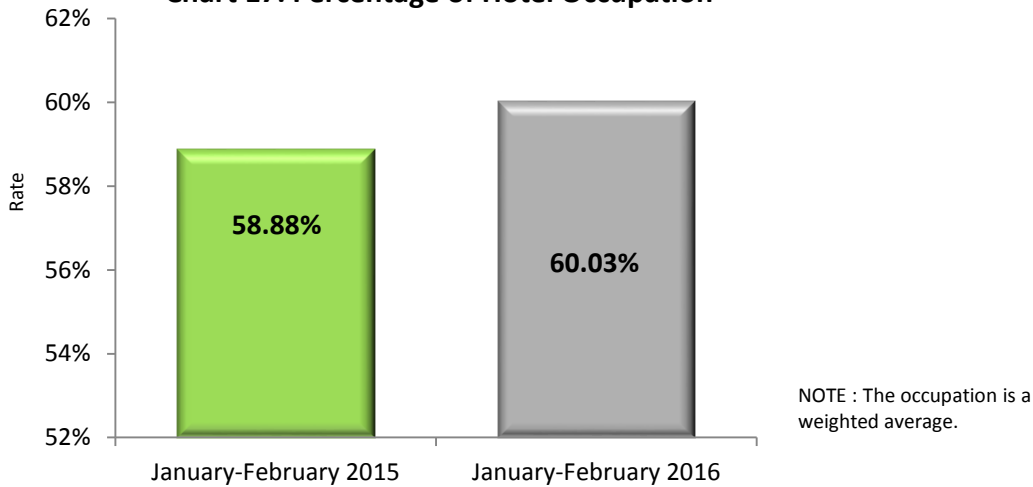
Source: Migration Policy Unit, SEGOB.

<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 in the two-month period of 2016 was 60%, 1.1 percentage points higher in comparison to the same period last year.

**Chart 17. Percentage of Hotel Occupation**



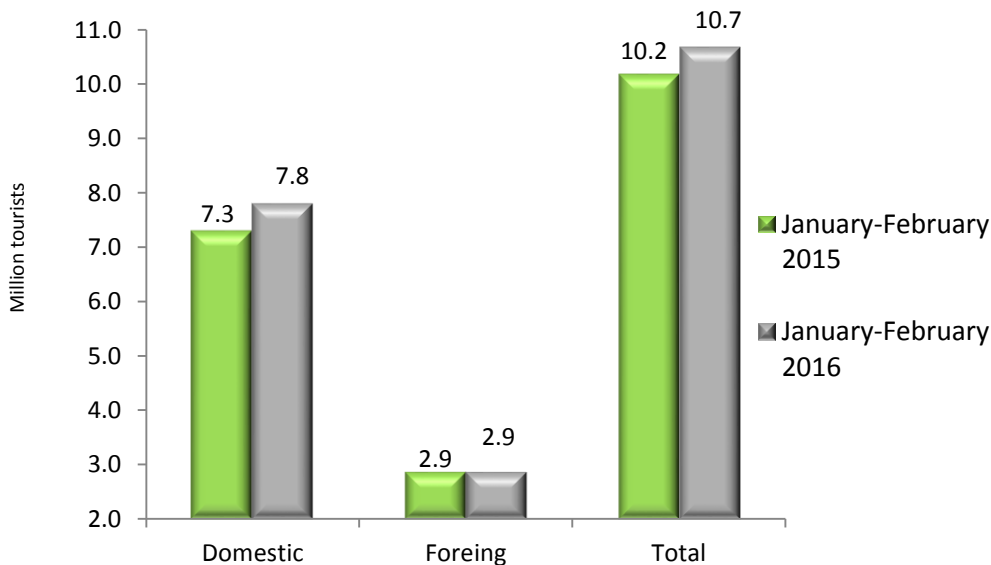
Source: Information of 70 resorts monitored by the Mexico's Tourism Information Statistics National System, DataTur.

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

## Arrival of tourists to Hotels

**Chart 18.** During January-February of 2016, the arrival of domestic tourists to hotel rooms was over 7.8 million tourists (73.1%), the remaining arrivals (26.9%) correspond to foreign tourists

**Gráfica 18. Arrivals of tourist to hotel rooms**

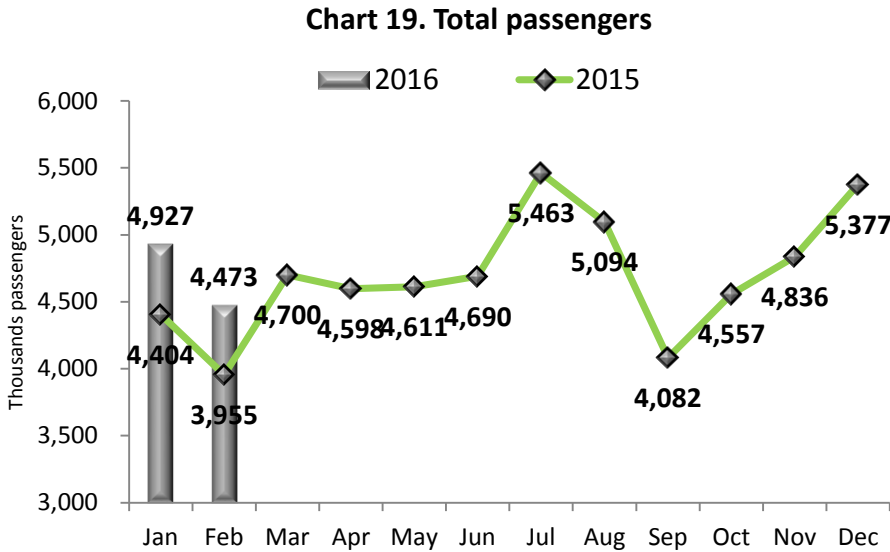


Source: Information of 70 resorts monitored by the Mexico's Tourism Information Statistics National System, DataTur.

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

## Air Transportation

**Chart 19.** The number of passengers arriving by air during January-February of 2016 was 9.4 million passengers, representing one million 41 passengers additional (12.5%) in comparison to the same period last year.



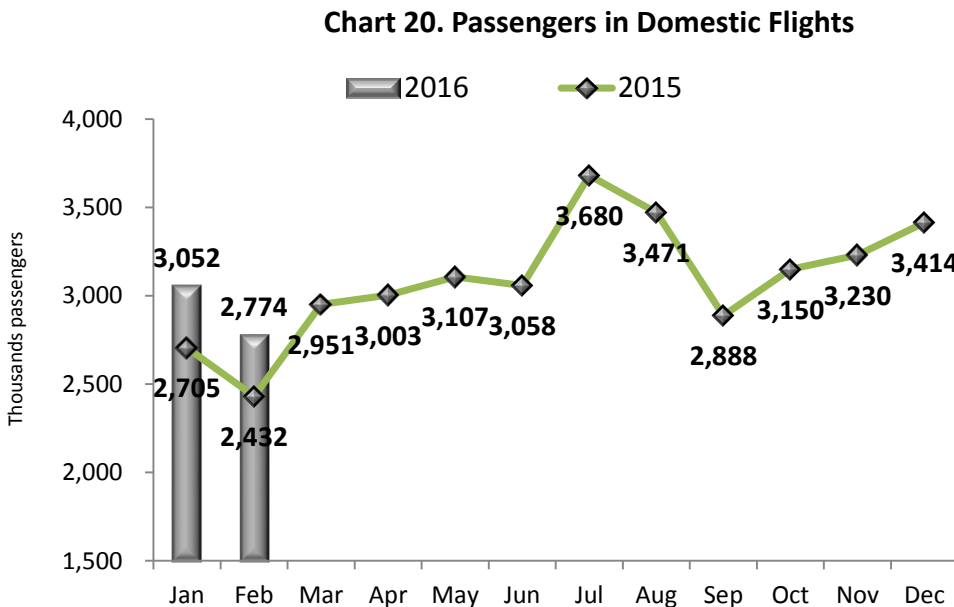
Total  
(millions)

January-February 2015: 8.3  
January-February 2016: 9.4

Percent Change: 12.5%

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 arriving by air on domestic flights during January-February of 2016 was 5.8 million passengers, representing 690 thousands of additional passengers (13.4%), in comparison to the same period of the last year.



Total  
(millions)

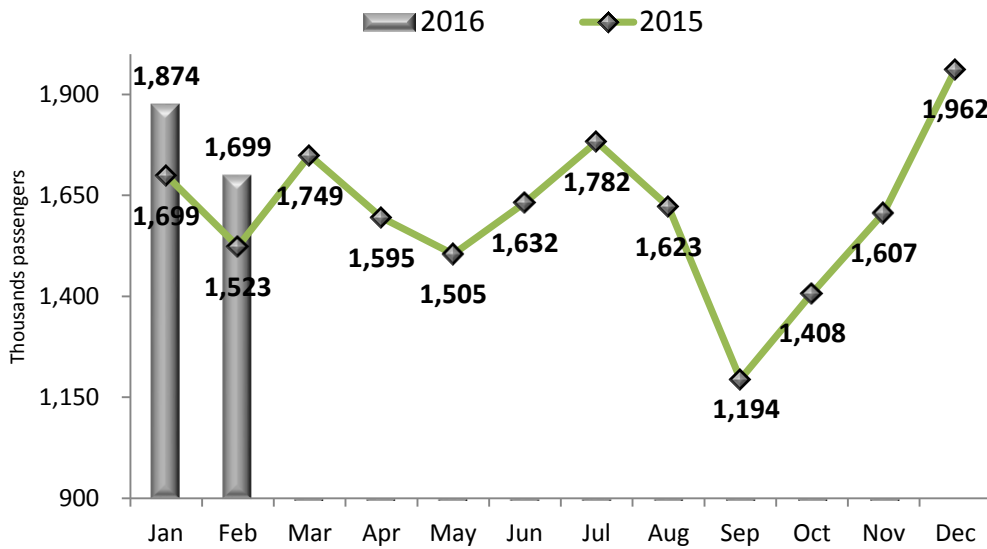
January-February 2015: 5.1  
January-February 2016: 5.8

Percent Change: 13.4%

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-February of 2016, the number of passengers arriving by air on international flights increased 10.9%, with 3.6 million passengers, exceeding for 351 thousands passengers the amount of January-February of 2015.

**Chart 21. Passengers on International Flights**

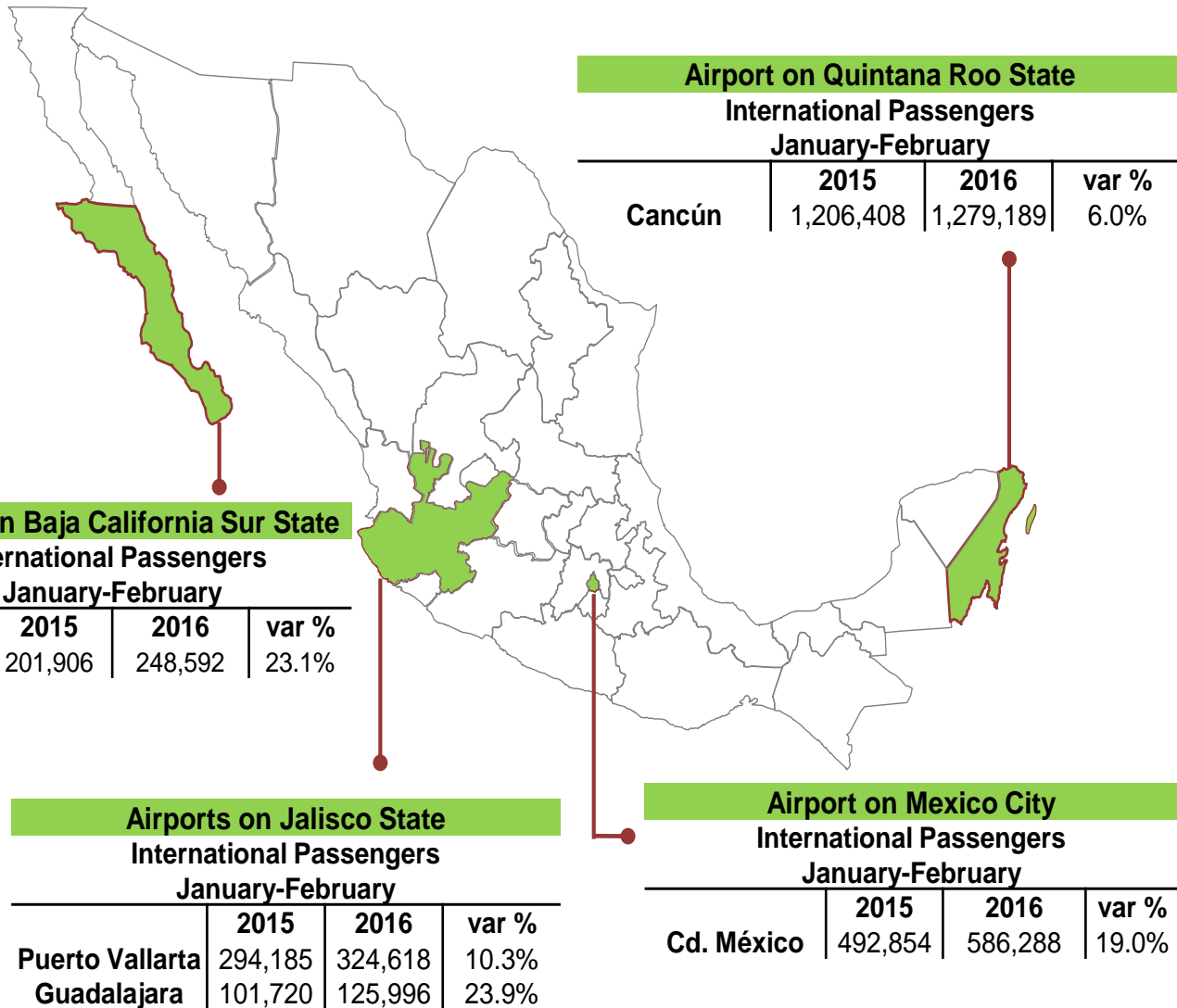


**Total (millions)**  
 January–February 2015: 3.2  
 January–February 2016: 3.6  
**Percent Change: 10.9%**

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

## Main airports

**Figure 1.** In January-February 2016 the airports with the highest number of foreign passengers were: Cancún (1,279,189), Ciudad de México (586,288), Puerto Vallarta (324,618), Los Cabos (248,592) and Guadalajara (125,996); which represents 88.9% of all foreign passengers.



Source: Migration Policy Unit, SEGOB.

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

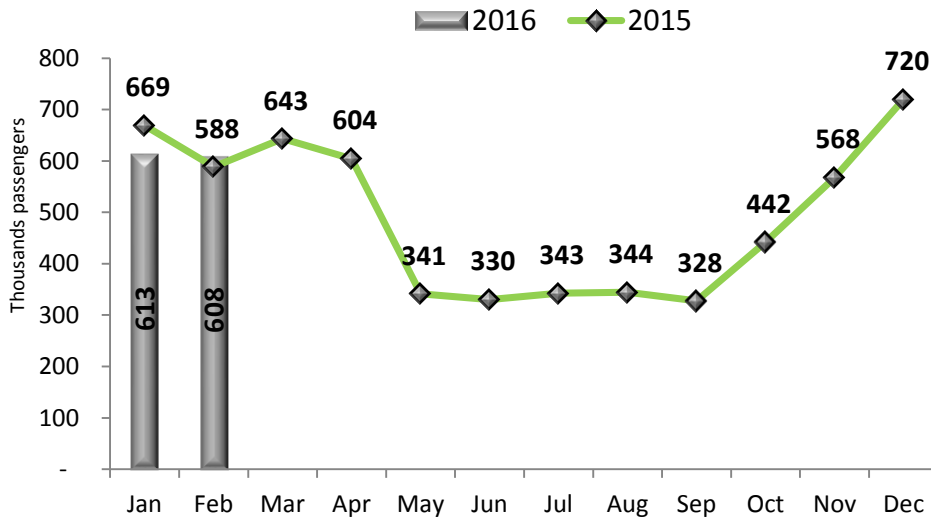
Note: Figures refers to events because the same person may have entered the country in more than one occasion. From this date only the residence of international passengers is considered and the nationality of the passengers is not longer used.



## Maritime transportation

**Chart 22.** During January-February of 2016, the number of cruise passengers was 1.2 million passengers; this is a decrease of 2.9% in comparison to the same period of last year, reaching 1,220,344 passengers.

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

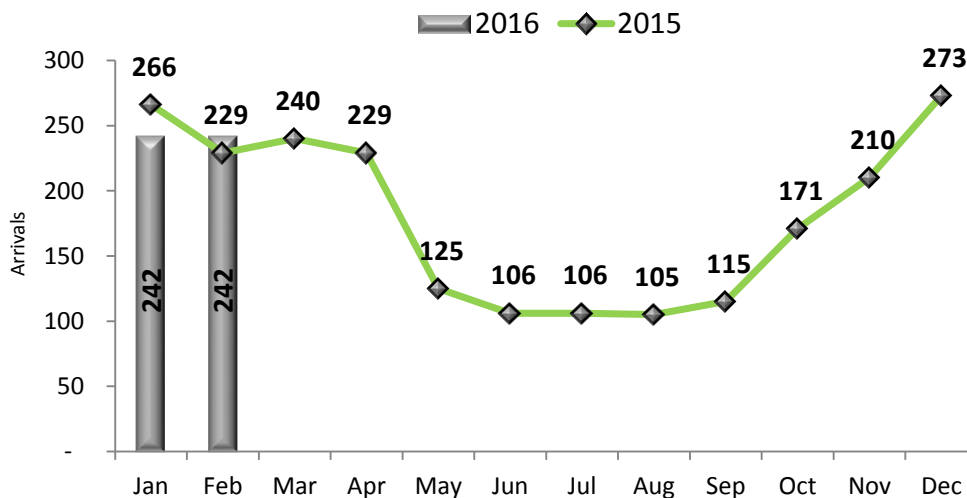


**Total**  
(Thousand passengers)  
**January-February 2015:**  
1,257.0  
**January-February 2016:**  
1,220.3  
**Percent Change: -2.9%**

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-February of 2016 decreased by 11, reaching 484, a decrease of 2.1% with respect to the same period of previous year.

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

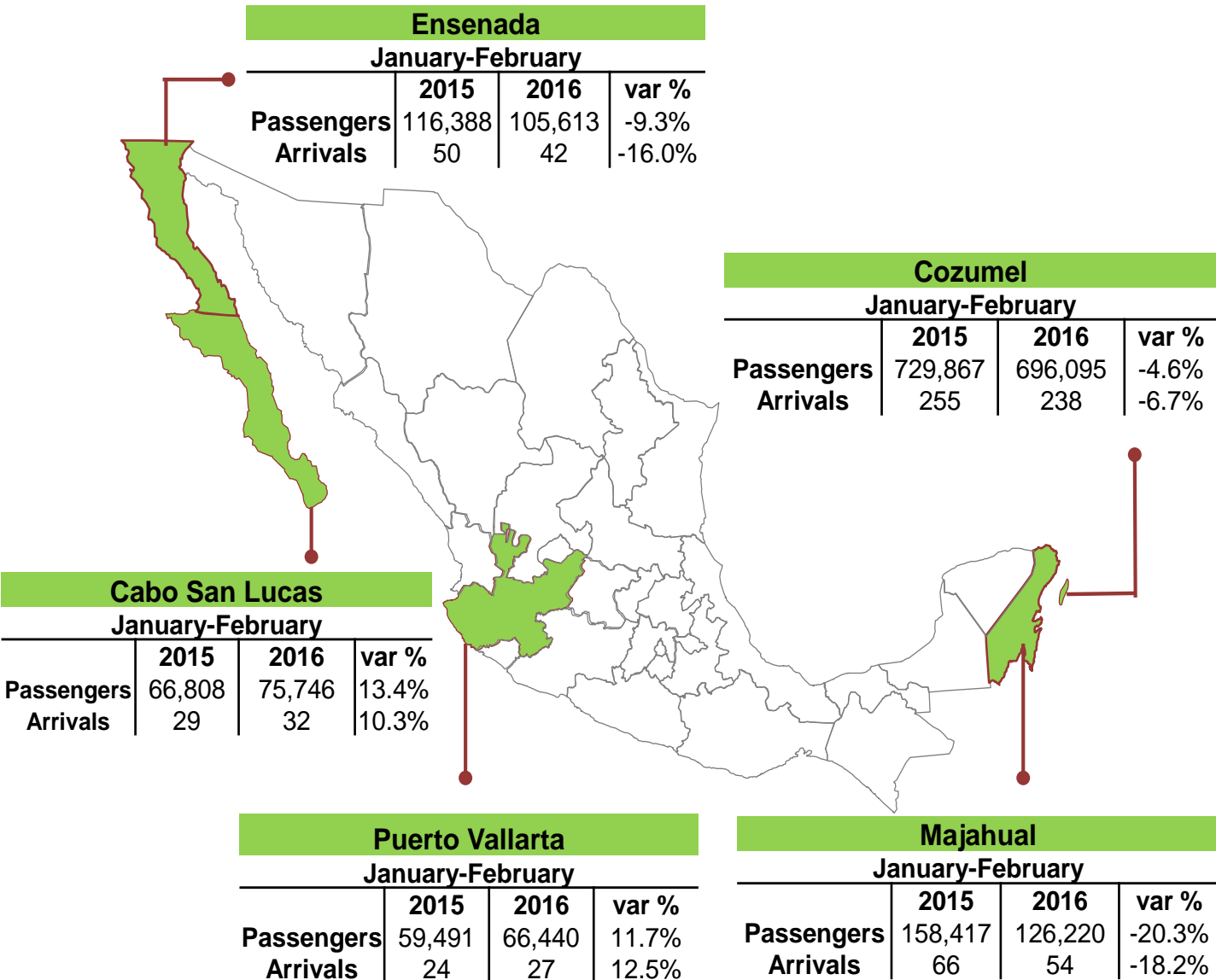


**Total**  
(Arrivals)  
**January-February**  
2015: 495  
**January-February**  
2016: 484  
**Percent Change: -2.1%**

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-February of 2016 the ports that received the highest number of passengers were the following: Cozumel, Majahual and Ensenada; representing 76.0% of total arrivals in the two months. 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>

## Macroeconomic Indicators

### Macroeconomic Perspective on Key Indicators of Mexico

Entity	Gross Domestic Product		Inflation	
	Constant prices (percent change)		(% dec/dec)	
	2016	2017	2016	2017
International Monetary Fund	2.41	2.57	3.31	3.02
OCDE	3.05	3.30	2.74	3.04
Banco de México Survey	2.40	2.92	3.30	3.41
Ministry of the Treasury and Public Credit	2.6 a 3.6	2.6 a 3.6	3.00	3.00

N.a. Not available.

Source: IMF, World Economic Outlook Database (April 2016); OECD, Economic Outlook (2015/11); Banco de México,

Expectations Survey Economic Specialists Private Sector (01/04/16); Secretaría de Hacienda y Crédito Público, Pre-General

Criteria for Economic Policy 2017 (April, 2016)

#### KEY ECONOMIC INDICATORS OF MEXICO

Entries	2011	2012	2013	2014	2015	Jan-2016	Feb-2016
<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	18,095,494
. Permanent	13,101,612	13,637,937	14,123,077	14,570,291	15,170,986	15,390,602	15,491,741
. Non-permanent (urban and field)	2,052,031	2,218,200	2,286,225	2,420,433	2,553,236	2,562,601	2,603,753
<b>Unemployment National Rate ** (closing of the period)</b>							
. Total Percentage of PEA	4.5	4.40	4.89	4.17	4.33	4.24	4.28
<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%	2.87%
. Air transport (percent variation)	7.58%	-7.74%	0.20%	16.72%	3.17%	11.85%	7.42%
. Hotel (percent variation)	6.41%	1.11%	3.14%	4.84%	4.18%	4.47%	5.05%
. Package Tourist Services (percent variation)	5.72%	1.59%	4.90%	5.13%	7.62%	6.29%	4.13%
. Restaurants (percent variation)	4.43%	4.20%	3.62%	6.03%	4.86%	4.57%	4.63%
<b>Exchange Rate (peso / dollar)</b>							
. Average of the period	12.423	13.169	12.772	13.292	15.848	17.978	18.484
<b>Business Cycle Indicators and Consumer Confidence (monthly difference****)</b>							
. Coincident Indicator	0.060	-0.064	-0.031	0.028	-0.059	ND	ND
. Forward Indicator	0.027	0.094	0.006	-0.108	-0.126	-0.156	ND
. Confidence Consumer Index	0.113	0.072	-0.266	0.052	0.024	0.005	-0.014

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, STYPS, Banco de México.