

Results of Tourism Activity

Mexico, March 2016



Globos Aerostáticos, León, Guanajuato.



Foto Nocturna de Acapulco, Guerrero.



Amanecer en Playa Michigan, Guerrero.



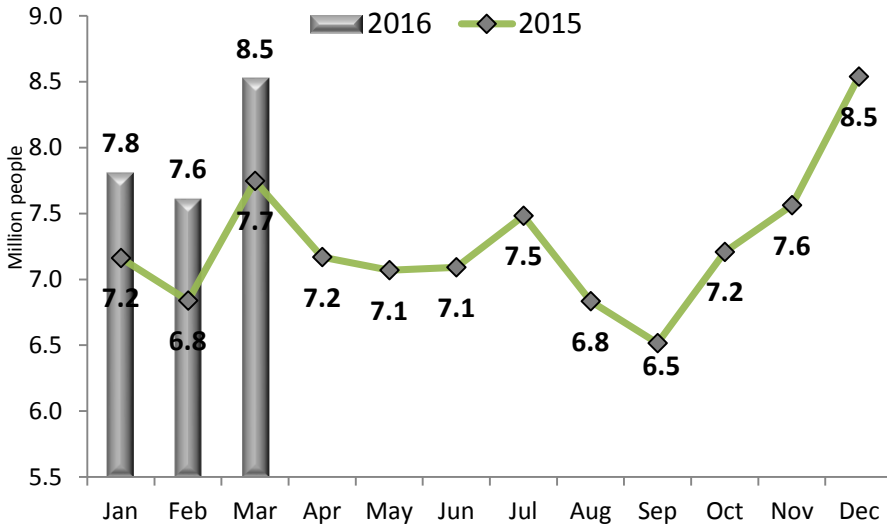
Campo de Golf en Tamarindo Resort, Costa Alegre, Jalisco.

**Undersecretariat of Planning and
Tourism Policy**

International visitors

Chart 1. According to Bank of Mexico, the arrival of international visitors in the first quarter 2016 was 24.0 millions, representing an increase of 2.2 millions compared to the same period of 2015*, with a growth of 10.2%.

Chart 1. Monthly Arrival of International Visitors



Total
(Million visitors)

January-March 2015: 21.7
January-March 2016: 24.0

Percent Change: 10.2%

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

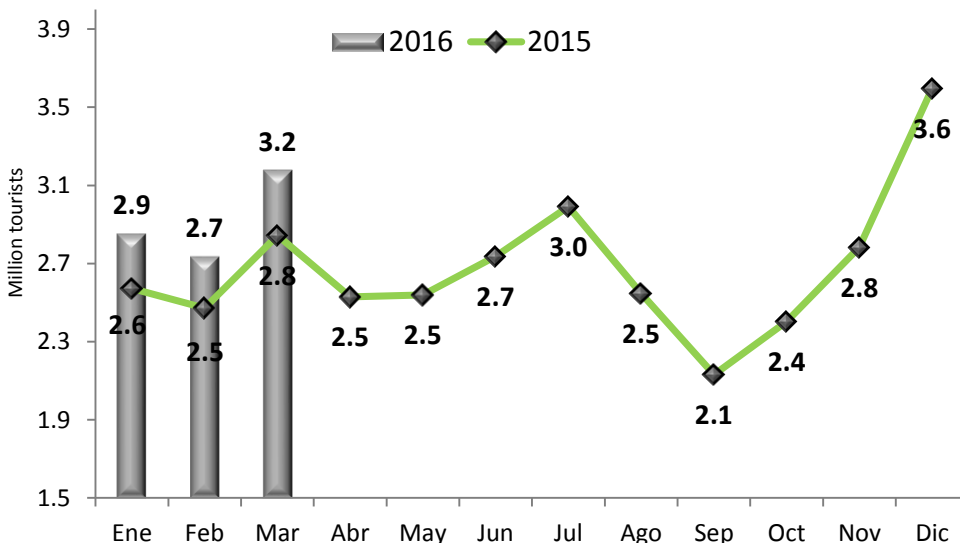
Source: Balance of payments, Banco de México.

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

International tourists

Chart 2. The number of international tourists arriving to Mexico during the first quarter of 2016 was 8.8 million, reaching 887 thousand more than January-March 2015, an increase of 11.1%.

Chart 2. Monthly Arrival of International Tourists



Total
(Million tourists)

January-March 2015: 7.9
January-March 2016: 8.8

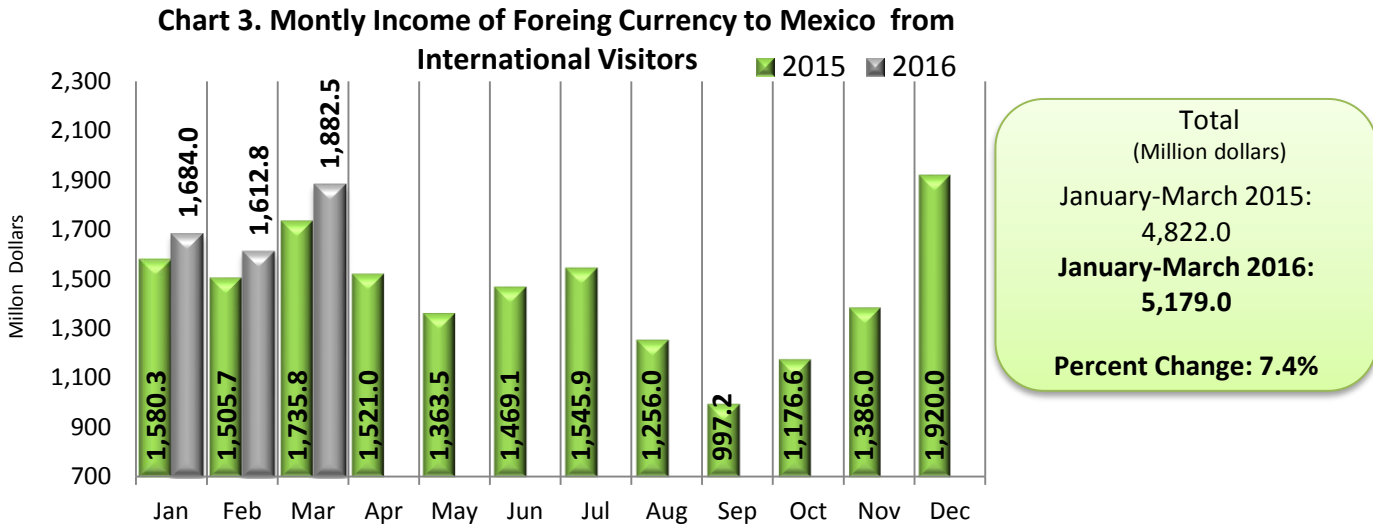
Percent Change: 11.1%

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 5,179 million dollars in January-March 2016, reaching an increase of 357 million dollars (7.4%) in comparison to the same period last year.

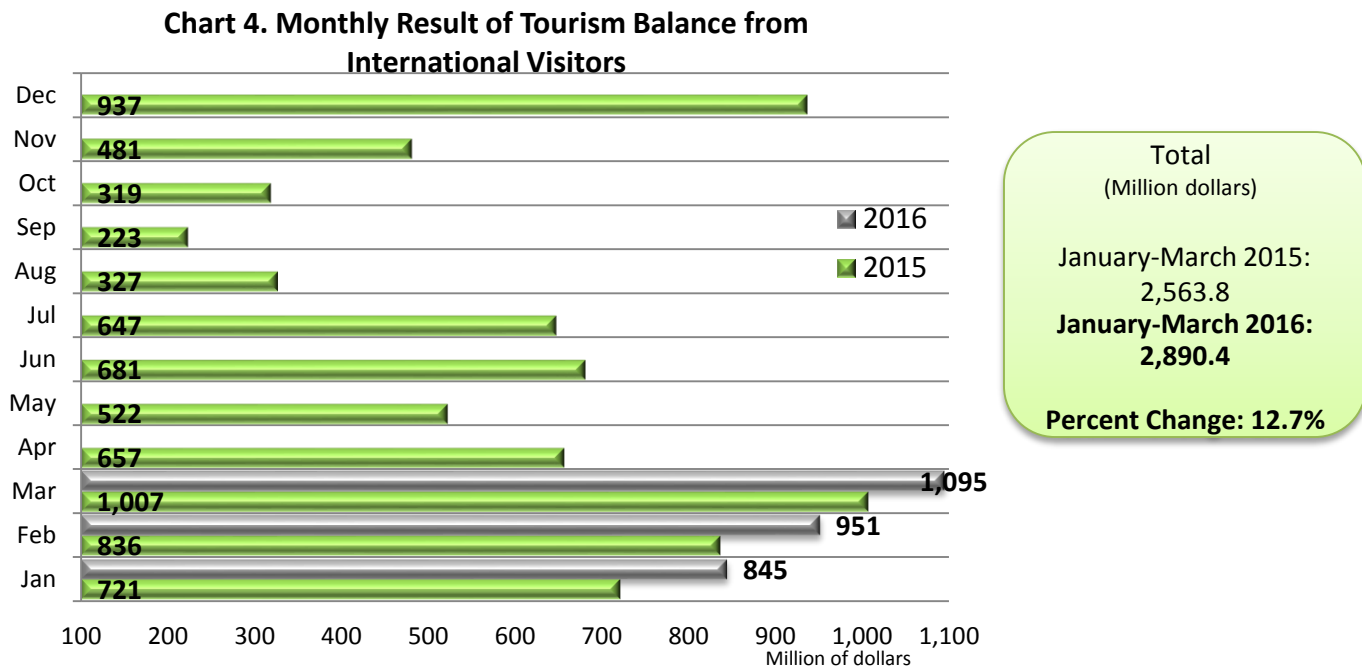


Source: Balance of payments, Banco de México.

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

Tourism Balance by International visitors

Chart 4. The tourism balance by international visitors in January-March of 2016 registered 2,890 million dollars, an increase of 12.7% in comparison to the same period of 2015.

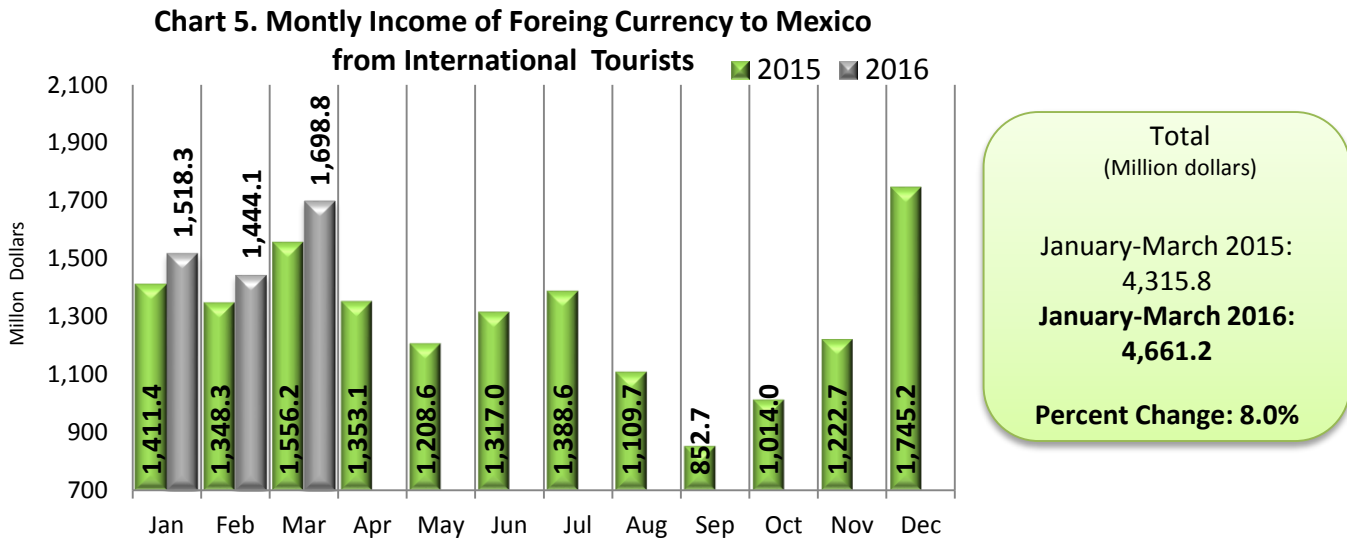


Source: Balance of payments, Banco de México.

<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-March of 2016 registered 4,661 million dollars, which represents an increase of 345 million dollars (8.0%) to the same period of 2015.

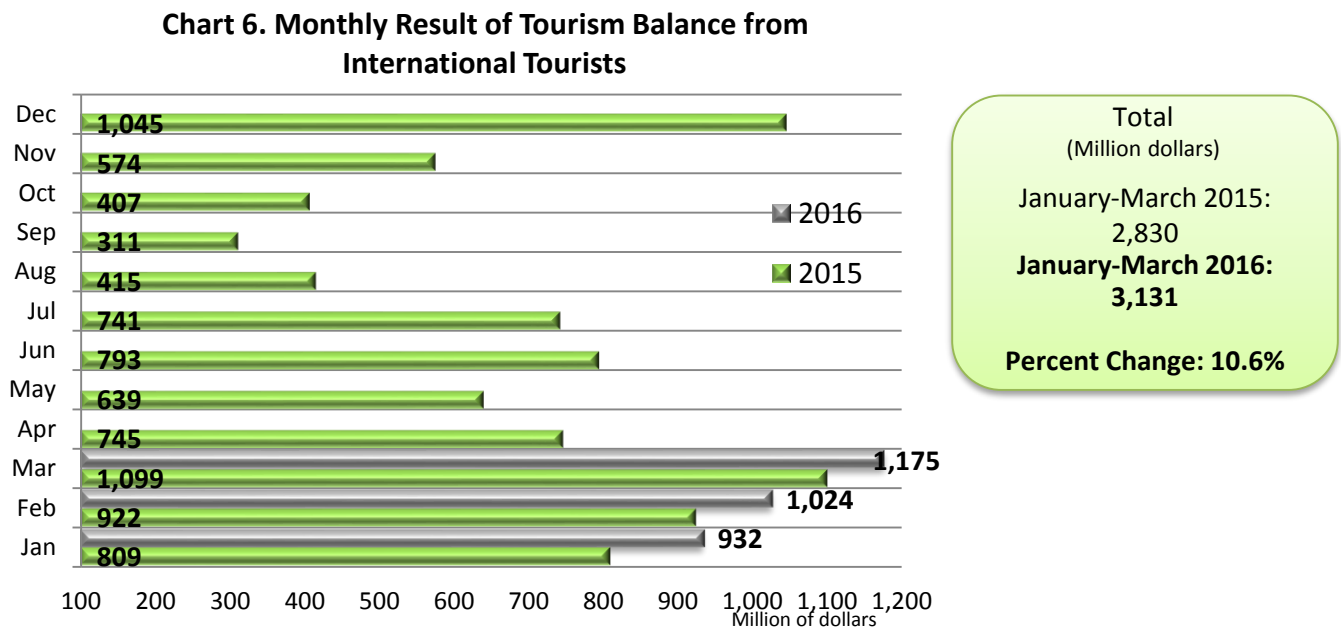


Source: Balance of payments, Banco de México.

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

Tourism Balance by International tourists

Chart 6. The tourism balance by international tourists in January-March of 2016 showed surplus of 3,131 million dollars, equivalent to an increase of 10.6% in comparison to the same period of 2015.



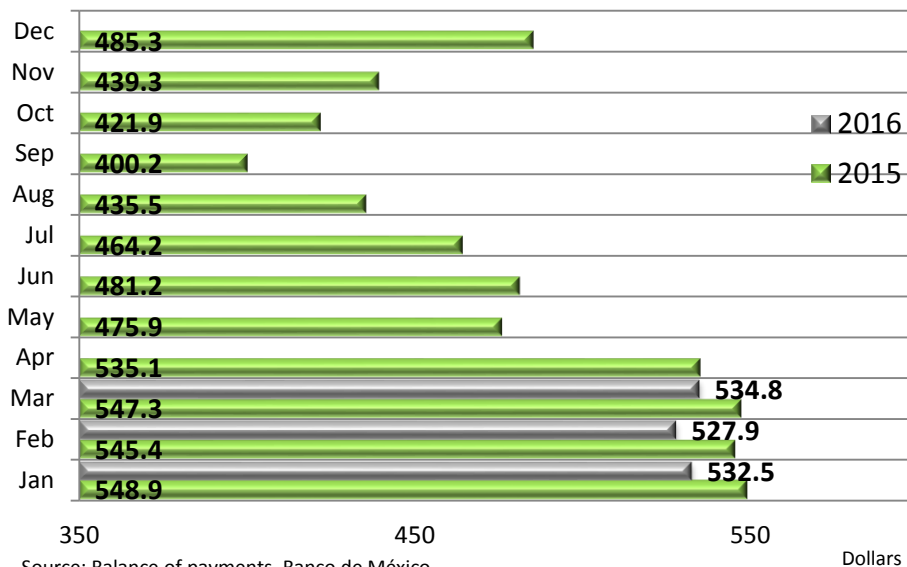
Source: Balance of payments, Banco de México.

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

Average Expenditure by International tourists

Chart 7. During January-March of 2016, the average expenditure of international tourists was 531.9 dollars, a decrease of 15.0 dollars (-2.8%) in comparison to the same period of 2015.

Chart 7. Average Monthly Expenditure of International Tourists



Total
(Dollars)

January-March 2015:
547.2

January-March 2016:
531.9

Percent Change: -2.8%

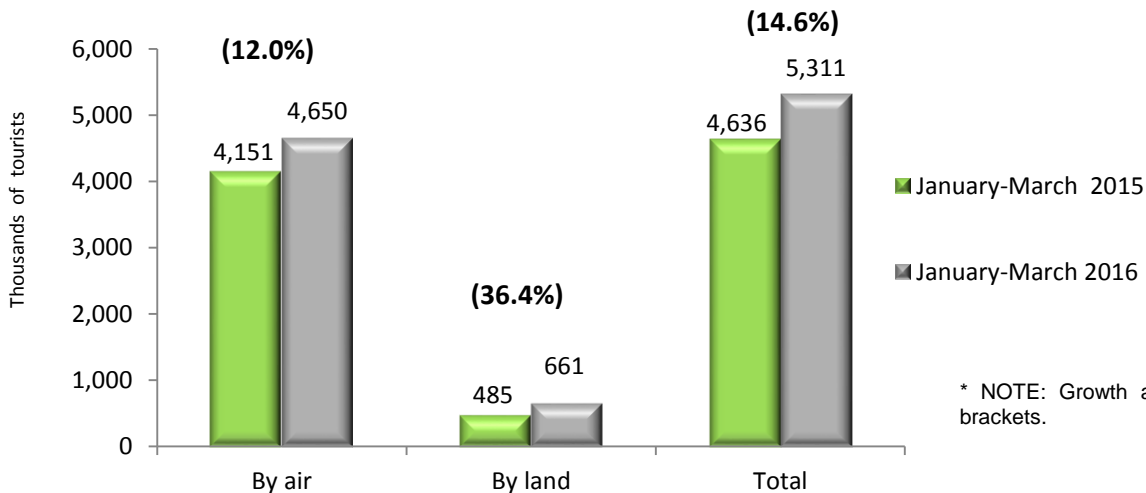
Source: Balance of payments, Banco de México.

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

Long-Stay tourists to Mexico

Chart 8. The long-stay tourists arrival increased 14.6% in the three-month period of 2016 compared to the same period of the previous year: about 87.5% entered by air while the remaining 12.5% entered by land.

Chart 8. Transport of International Long-Stay Tourists



* NOTE: Growth accumulated in brackets.

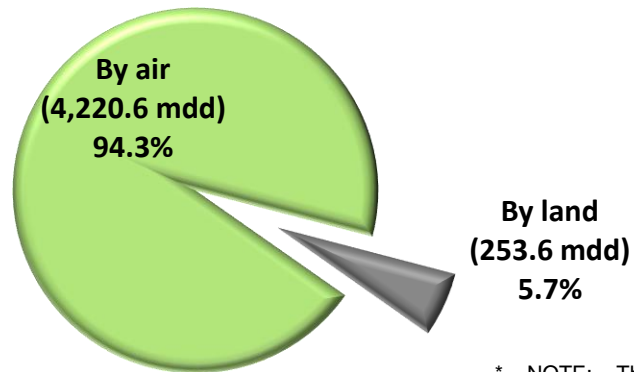
Source: Balance of payments, Banco de México.

<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-March 2016

Chart 9. For the same period, the most meaningful expenditure of long-stay tourists was made by those arriving by air, totaling 4,220.6 million dollars, this means 94.3% of all long-stay tourists' expenditure.



* NOTE: The total amount in brackets.

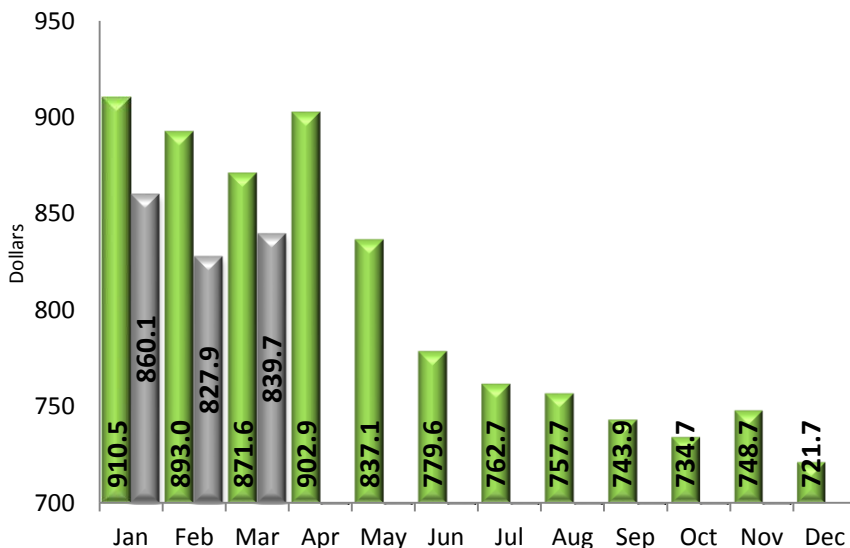
Source: Balance of payments, Banco de México.

<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 842.5 dollars in the first three months of 2016, a decrease of 48.2 dollars (-5.4%) compared to the same period of 2015.

Gráfica 10. Average Monthly Expenditure of Long-Stay Tourists



Total
(Dollars)

January-March 2015:
890.7

January-March 2016:
842.5

Percent Change: -5.4%

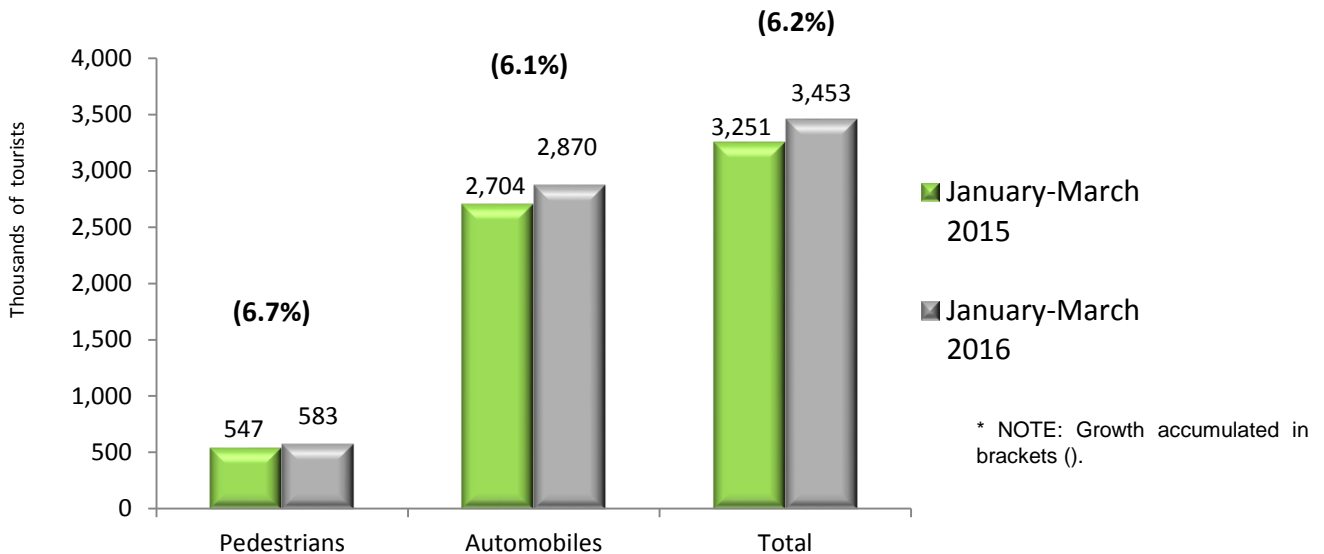
Source: Balance of payments, Banco de México.

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

Border tourists to México

Chart 11. The border tourists arrivals increased 6.2% during January-March of 2016 compared to the same period last year; 83.1% entered by automobile while the remaining 16.9% 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-March 2016

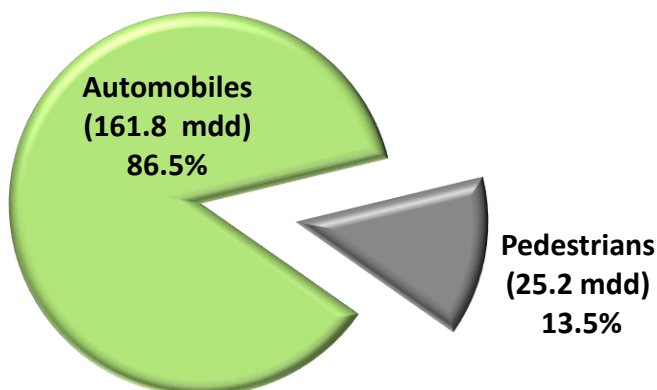


Chart 12. For the same period, the most meaningful expenditure of border tourists was made by those travelling by automobile, totaling 161.8 million dollars which represented 86.5% of all border tourists.

* NOTE: The total amount in brackets ().

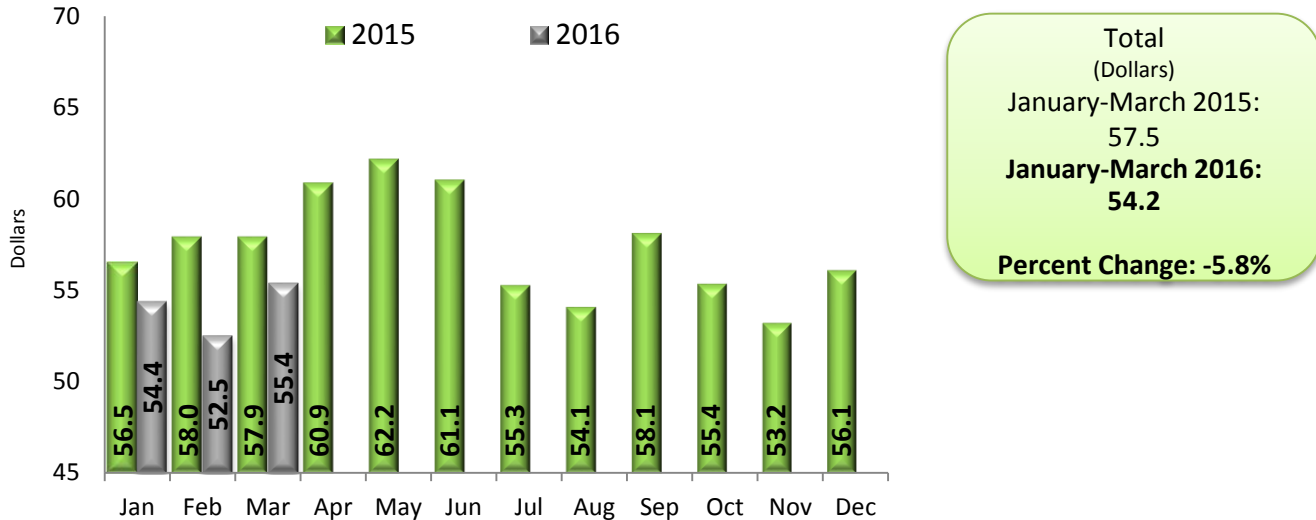
Source: Balance of payments, Banco de México.

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

Average Expenditure of Border tourists

Chart 13. The average expenditure of border tourists decreased 5.8% in January-March of 2016 in comparison to the same month of previous year.

Gráfica 13. Average Monthly Expenditure of Border Tourists



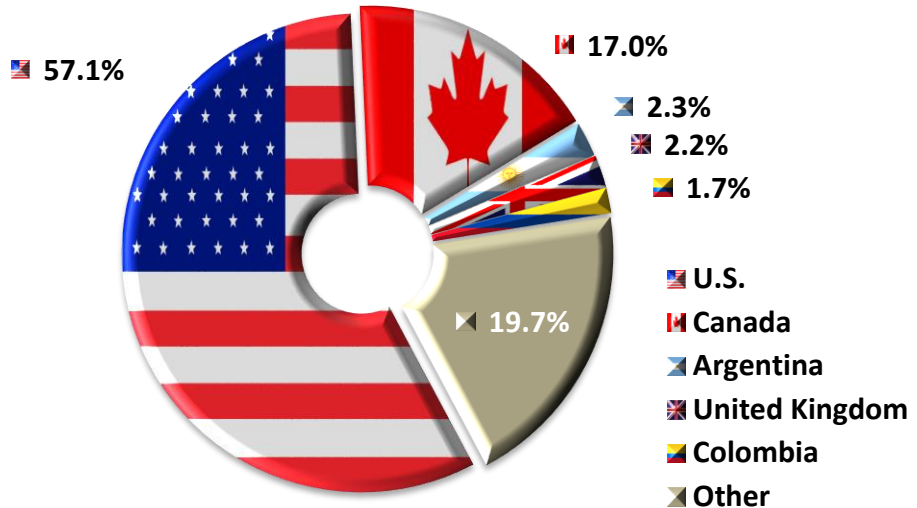
Source: Balance of payments, Banco de México.
<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

Foreign Visitors by air (main countries of residence)

Chart 14. In January-March of 2016, the arrival of foreign air-coming visitors who reside in the United States, accounted for 57.1% of all foreign arrivals by air.

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

From Latin America and the Caribbean, the country of residence with the highest number of foreign arrivals into México was Argentina with 104,546 visitors, which represents an increase of 38.2%.



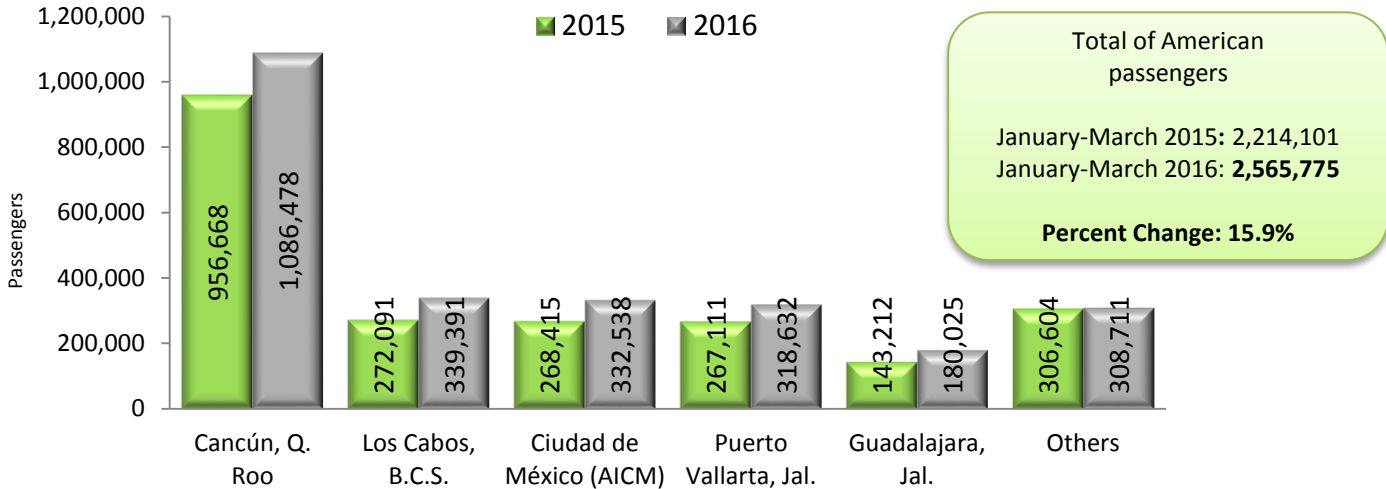
Note: Figures refers to events because the same person may have entered the country in more than one occasion. "Other" includes the remaining countries, the "unspecified" and the "Foreigners with residence in Mexico".

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 15.9% in January-March of 2016 in comparison to the same period of 2015, accumulating 2.6 million passengers who arrived mainly by Cancun Airport, followed by Los Cabos Airport.

Chart 15. American Residents per Airport



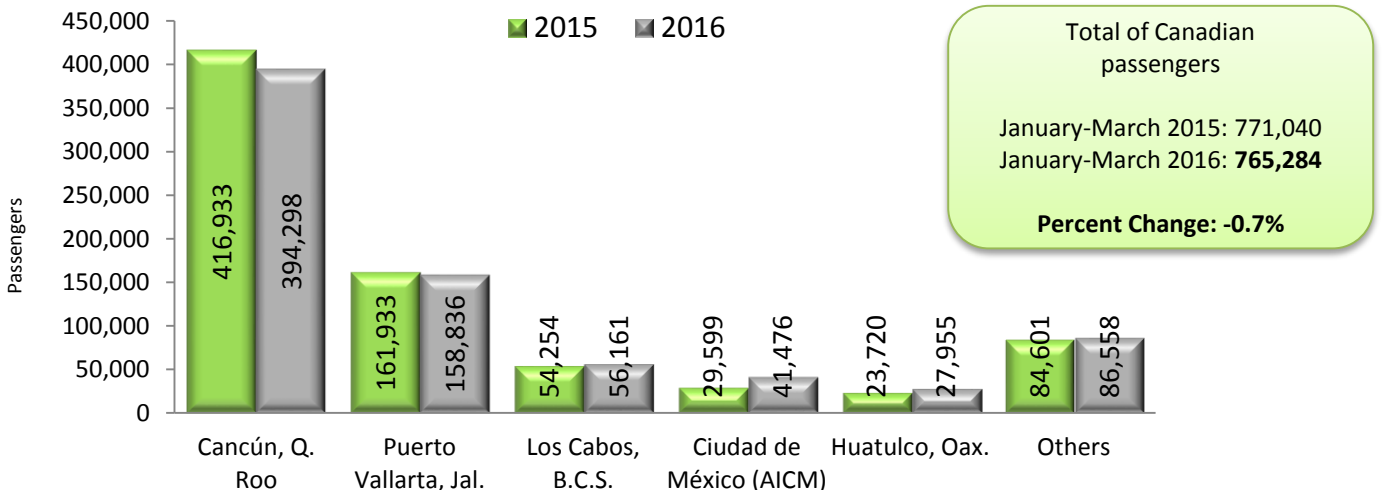
Source: Migration Policy Unit, SEGOB.

<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 were 0.7% lower during January-March of 2016 in comparison with the same period of 2015, accumulating 765,284 passengers who arrived mainly by Cancun Airport, followed by Puerto Vallarta Airport.

Chart 16. Canadian Residents per Airport

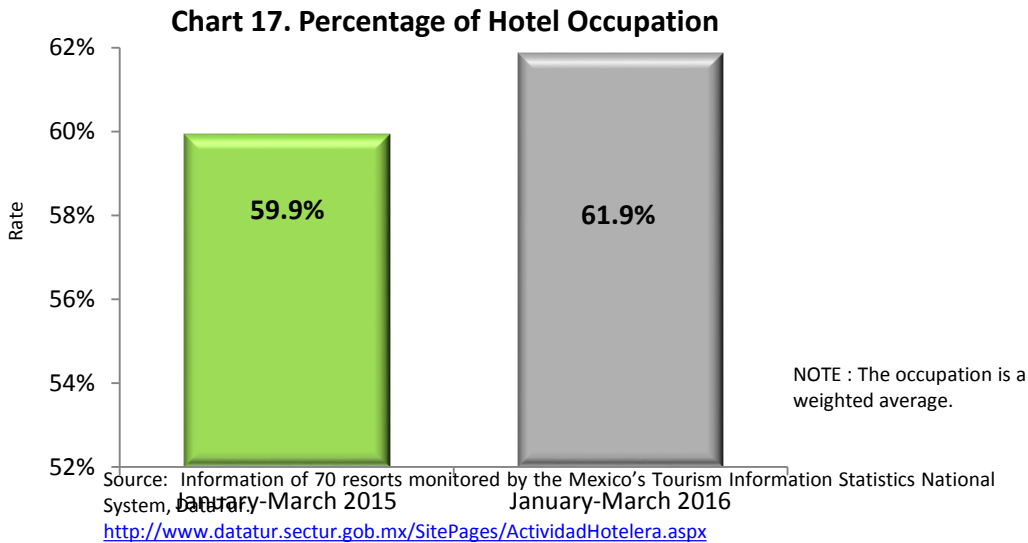


Source: Migration Policy Unit, SEGOB.

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

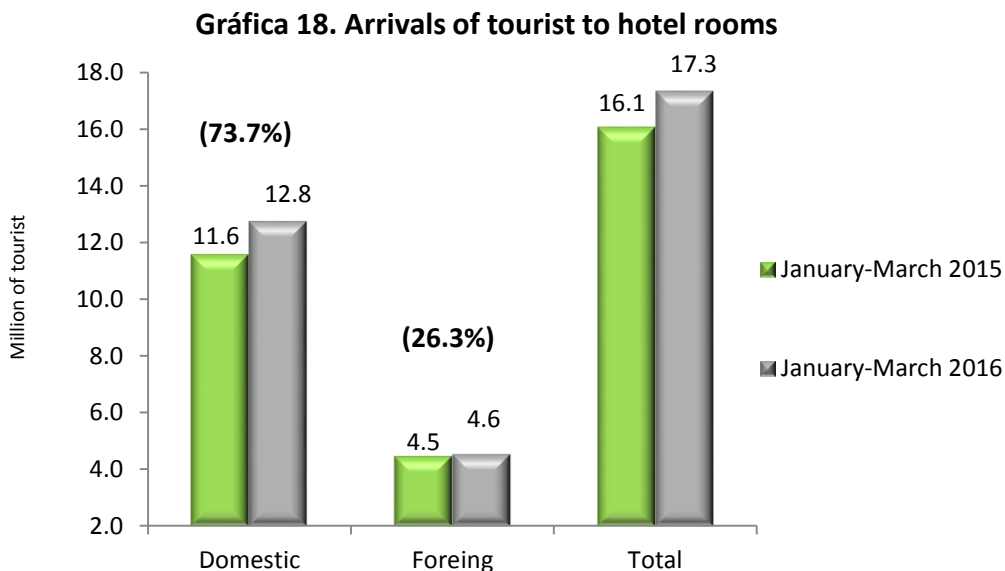
Percentage of Hotel Occupation

Chart 17. The percentage of hotel occupation of a group of 70 resorts in the three-month period of 2016 was 61.9%, 1.9 percentage points higher in comparison to the same period last year.



Arrival of tourists to Hotels

Chart 18. During January-March of 2016, the arrival of domestic tourists to hotel rooms was over 12.8 million tourists (73.7%), the remaining arrivals (26.3%) correspond to foreign tourists.

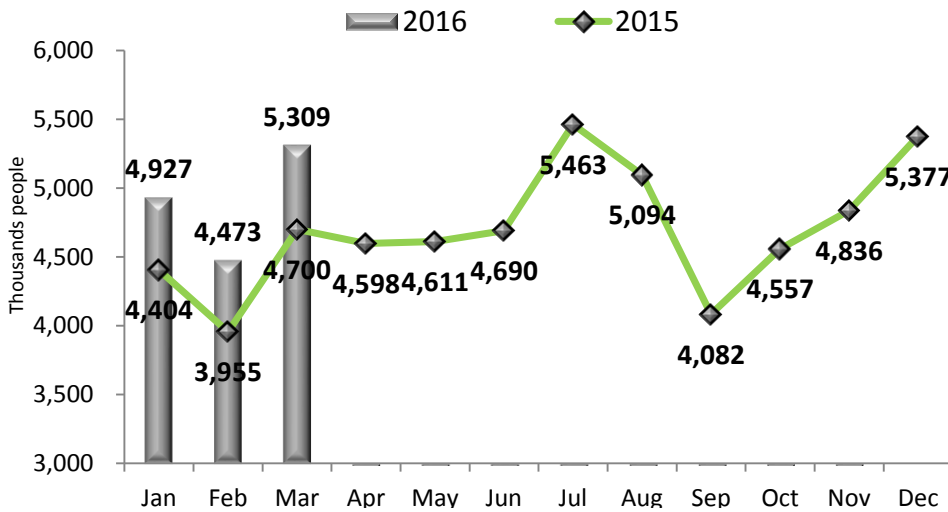


Source: Information of 70 resorts monitored by the Mexico's Tourism Information Statistics National System, DataTur.
<http://www.datatur.sectur.gob.mx/SitePages/ActividadHotelera.aspx>

Air Transportation

Chart 19. The number of passengers arriving by air during January-March of 2016 was 14.7 million passengers, representing one million 650 thousand passengers additional (12.6%) in comparison to the same period last year.

Chart 19. Total Passengers

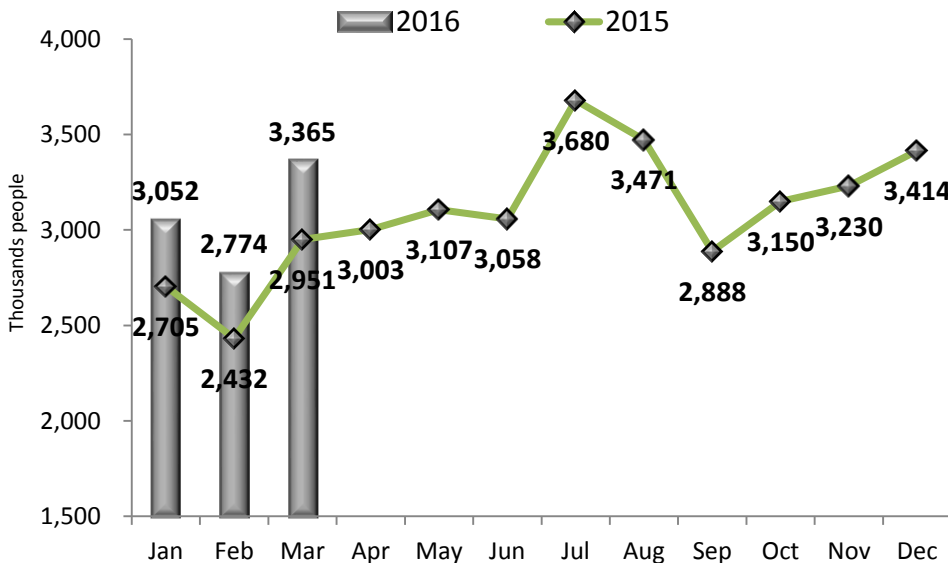


Total (millions)
January-March 2015: 13.1
January-March 2016: 14.7
Percent Change: 12.6%

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-March of 2016 was 9.2 million passengers, representing 1.1 millions of additional passengers (13.6%), in comparison to the same period of the last year.

Chart 20. Passengers in Domestic Flights

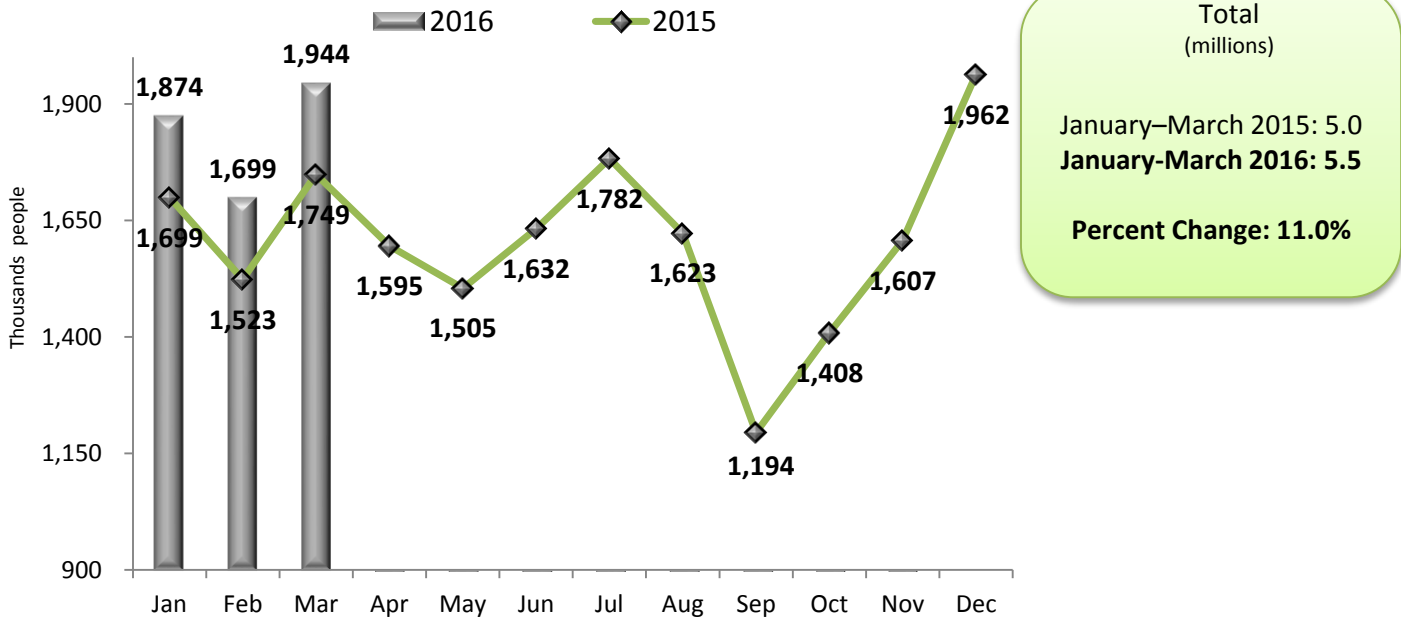


Total (millions)
January-March 2015: 8.1
January-March 2016: 9.2
Percent Change: 13.6%

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-March of 2016, the number of passengers arriving by air on international flights increased 11.0%, with 5.5 million passengers, exceeding for 546 thousands passengers the amount of January-March of 2015.

Chart 21. Passengers on International Flights



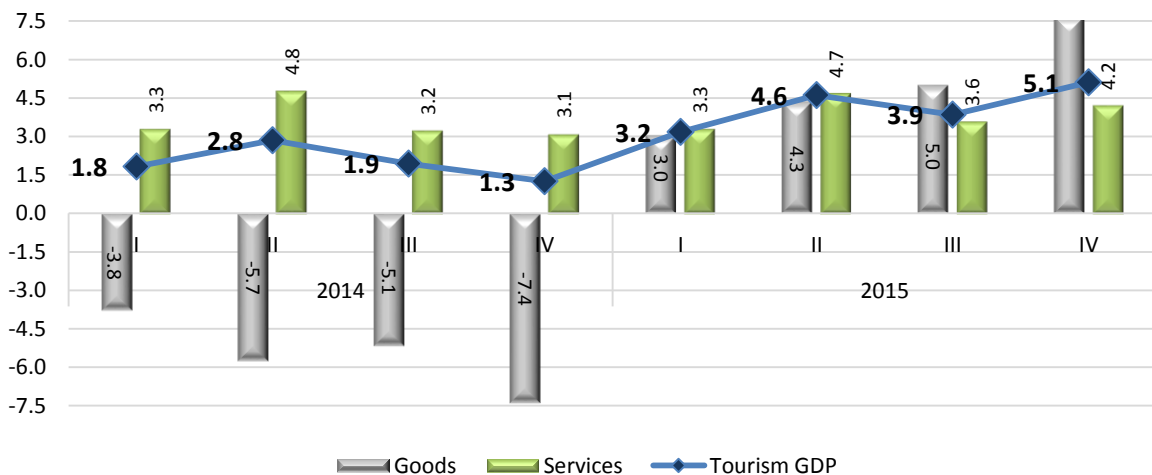
Preliminary figures.

Source: Airports and Auxiliary Services.

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

Chart 22. According to seasonally adjusted series, the Quarterly Indicator of Tourism Activity grew 5.1% in the 4Q15 compared to the same period 2014. By component, services increased 4.2% y-o-y, while goods rose 7.6% y-o-y in the same period.

Chart 22. Quarterly Indicator of Tourism GDP



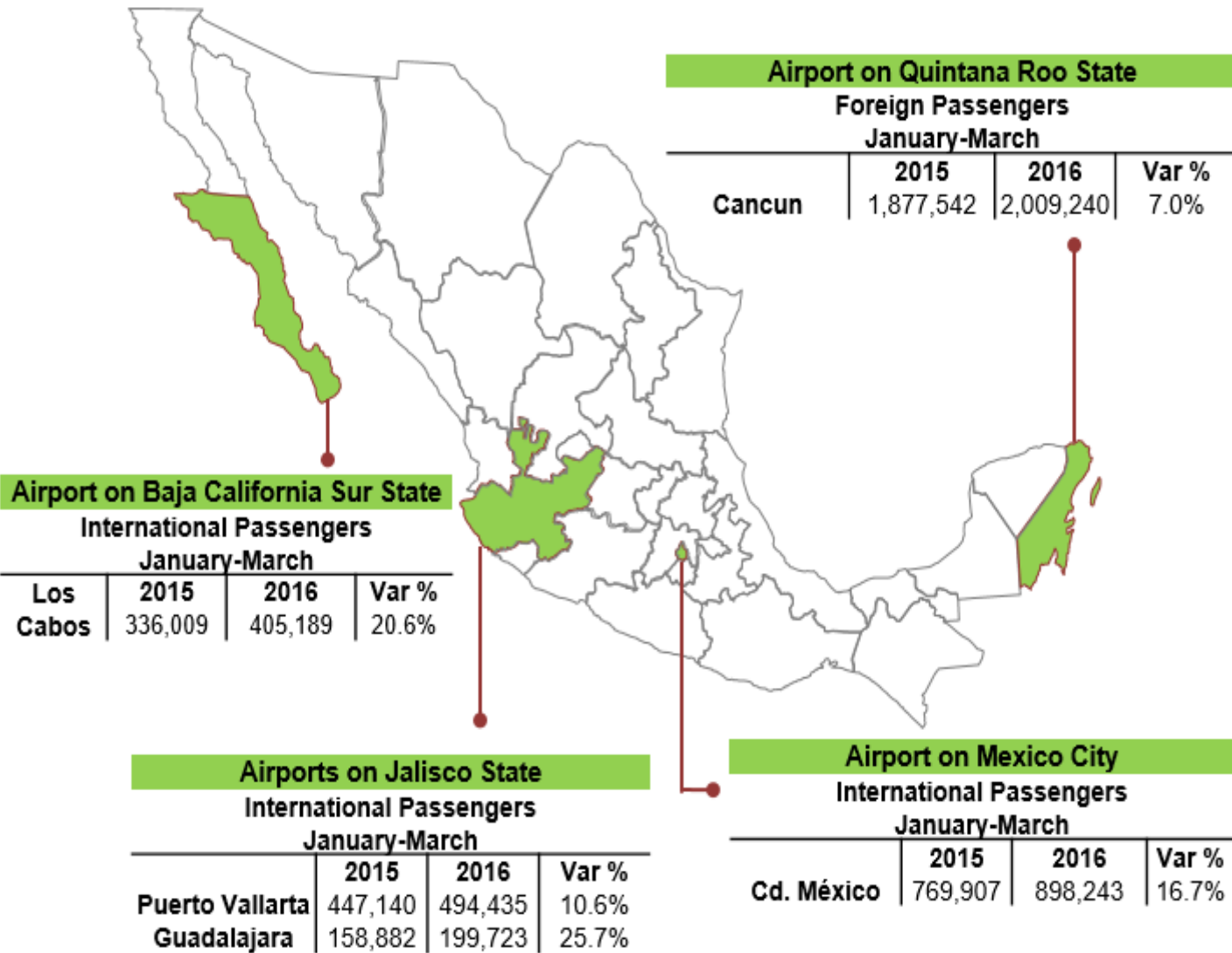
Seasonally adjusted figures.

Source: INEGI.

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

Main airports

Figure 1. In January-February 2016 the airports with the highest number of foreign passengers were: Cancún (2,009,240), Ciudad de México (898,243), Puerto Vallarta (494,435), Los Cabos (405,189) and Guadalajara (199,723); which represents 89.1% of all foreign passengers.



Source: Migration Policy Unit, SEGOB.

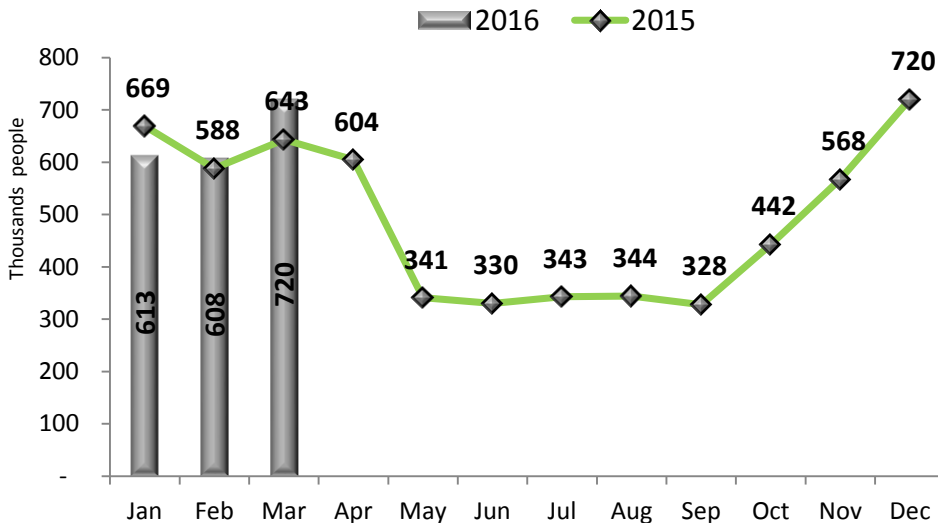
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20Por%20Nacionalidad.aspx>

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 23. During January-March of 2016, the number of cruise passengers was 1.9 million passengers; this is an increase of 2.1% in comparison to the same period of last year, reaching 1,940.3 passengers.

Chart 23. Monthly Arrival of Passengers by Cruise



Total
(Thousand passengers)

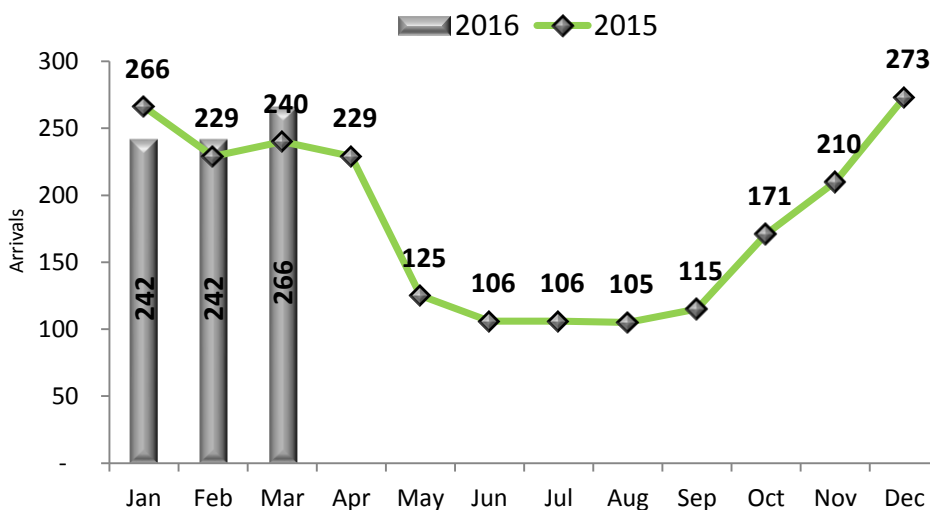
January-March 2015: 1,900.2
January-March 2016: 1,940.3

Percent Change: 2.1%

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

Chart 24. The number of cruise's arrivals in January-March of 2016 increased by 15, reaching 750, a decrease of 2.0% with respect to the same period of previous year.

Chart 24. Monthly Cruise's Arrivals



Total
(Arrivals)

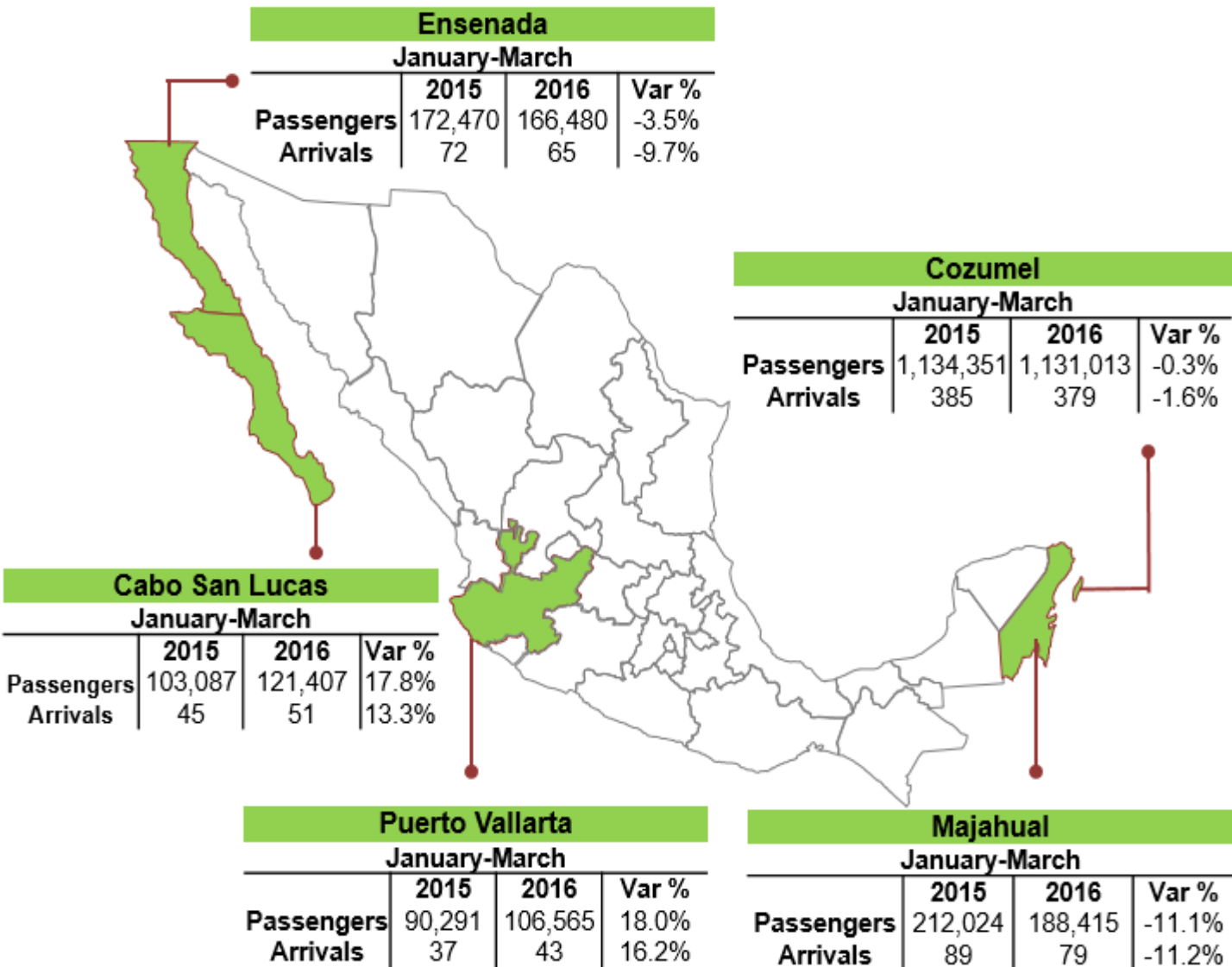
January-March 2015: 735
January-March 2016: 750

Percent Change: 2.0%

Source: Directorate General 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-March of 2016 the ports that received the highest number of passengers were the following: Cozumel, Majahual and Ensenada; representing 76.6% 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: Directorate General 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	2.41	2.86	3.19	3.35
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 (02/05/16); 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
General Economic Activity and Services Identified with Tourism								
Gross Domestic Product								
. 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			
Tertiary activities								
- Air Transportation (481)								
. 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			
- Temporary Lodging Services (721)								
. 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			
- Food and Beverages Preparation Services (722)								
. 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			
Quarterly Indicators of Tourism Activity								
Tourism Gross Domestic Product								
. Constant prices annual variations in %	2.9	4.6	0.8	2.2	3.8			
Internal Tourism Consumption								
. Constant prices annual variations in %	1.8	2.9	0.9	1.1	6.4			
- Domestic tourism consumption								
. Constant prices annual variations in %	2.9	2.3	1.0	-0.6	3.2			
- Ibound tourism consumption								
. Constant prices annual variations in %	-6.2	7.8	0.5	15.0	29.1			
Tourism Employment								
People Employed in the Tourism Sector*	3,409,804	3,536,686	3,628,195	3,640,970	3,803,442			
Total number of IMSS-Insure Workers an Unemployment Rate								
Employees insured by IMSS (average of the period)	15,153,643	15,856,137	16,409,302	16,990,724	17,724,222	17,953,203	18,095,494	18,154,906
. Permanent	13,101,612	13,637,937	14,123,077	14,570,291	15,170,986	15,390,602	15,491,741	15,533,030
. 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	2,621,876
Unemployment National Rate ** (closing of the period)								
. Total Percentage of PEA	4.5	4.40	4.89	4.17	4.33	4.23	4.26	4.19
Exchange Rate and Prices***								
National Price Index (closing of the period)								
Consumer (percent variation)	3.82%	3.57%	3.97%	4.08%	2.13%	2.61%	2.87%	2.60%
. Air transport (percent variation)	7.58%	-7.74%	0.20%	16.72%	3.17%	11.85%	7.42%	3.49%
. Hotel (percent variation)	6.41%	1.11%	3.14%	4.84%	4.18%	4.47%	5.05%	7.13%
. Package Tourist Services (percent variation)	5.72%	1.59%	4.90%	5.13%	7.62%	6.29%	4.13%	3.81%
. Restaurants (percent variation)	4.43%	4.20%	3.62%	6.03%	4.86%	4.57%	4.63%	4.78%
Exchange Rate (peso / dollar)								
. Average of the period	12.423	13.169	12.772	13.292	15.848	17.978	18.484	17.738
Business Cycle Indicators and Consumer Confidence (montly difference****)								
. Coincident Indicator	0.060	-0.064	-0.031	0.028	-0.059	-0.007	ND	ND
. Forward Indicator	0.027	0.094	0.006	-0.108	-0.126	-0.166	-0.171	ND
. Confidence Consumer Index	0.113	0.072	-0.266	0.052	0.024	-0.069	-0.114	-0.143

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.