





# Results of Tourism Activity

Mexico, April 2016





Undersecretariat of Planning and Tourism Policy

Palacio Postal, CDMX

Reporting Date: Jun 16. 2016





## International visitors

**Chart 1.** According to Bank of Mexico, the arrival of international visitors in January-April of 2016 was 31.7 millions, representing an increase of 2.8 millions compared to the same period of 2015\*, with a growth of 9.7%.



# International tourists

**Chart 2.** The number of international tourists arriving to Mexico during January-April of 2016 was 11.4 millions, reaching one million more than January-April 2015, an increase of 9.9%.

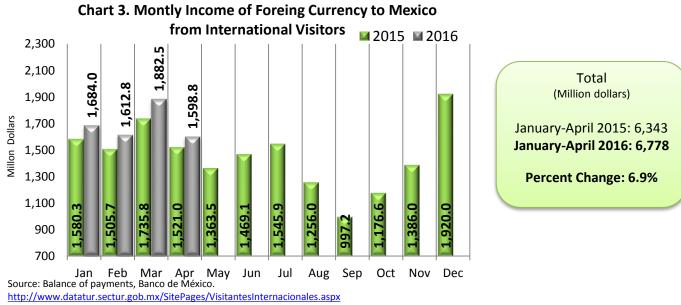


Chart 2. Monthly Arrival of International Tourists



# Foreign Currency Income by International visitors

**Chart 3.** Foreign currency inflows from the arrival of international visitors was 6,778 million dollars in January-April 2016, reaching an increase of 435 million dollars (6.9%) in comparison to the same period last year.



# **Tourism Balance by International visitors**

**Chart 4.** The tourism balance by international visitors in January-April of 2016 registered 3,739 million dollars, an increase of 16.1% in comparison to the same period of 2015.

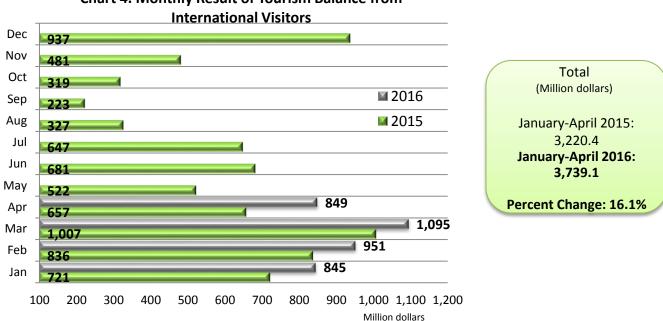


Chart 4. Monthly Result of Tourism Balance from

Source: Balance of payments, Banco de México.

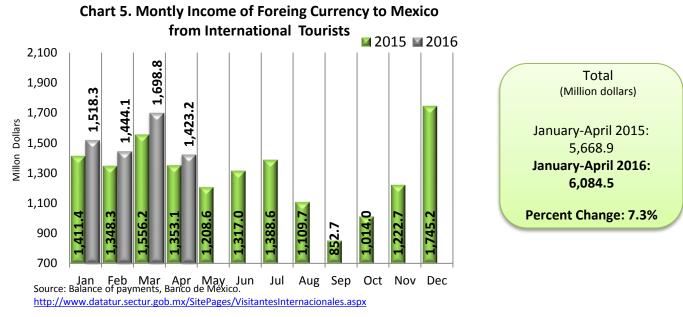
http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx





# Foreign Currency Income by International tourists

**Chart 5.** Foreign currency income from international tourists in January-April of 2016 registered 6,084 million dollars, which represents an increase of 415 million dollars (7.3%) to the same period of 2015.



# **Tourism Balance by International tourists**

**Chart 6.** The tourism balance by international tourists in January-April of 2016 showed a surplus of 4,053 million dollars, equivalent to an increase of 13.4% in comparison to the same period of 2015.



Chart 6. Monthly Result of Tourism Balance from

Source: Balance of payments, Banco de México.

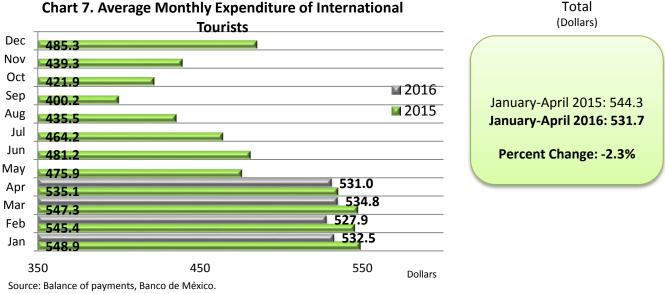
http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx





## Average Expenditure by International tourists

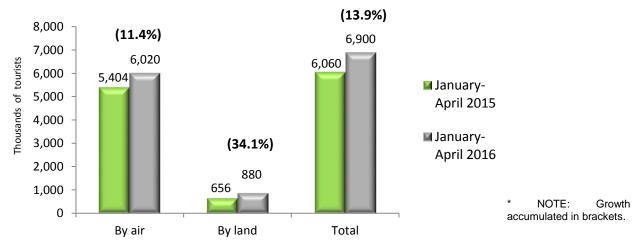
**Chart 7**. During January-April of 2016, the average expenditure of international tourists was 531.7 dollars, a decrease of 12.6 dollars (-2.3%) in comparison to the same period 2015. This behavior may be explained by the appreciation of the dollar against the peso, which means that a dollar can buy more tourism goods and services in the visited destinations, with respect to that obtained in the same period last year.



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

#### Long-Stay tourists to Mexico

**Chart 8**. The long-stay tourists arrival increased 13.9% in the four-month period of 2016 compared to the same period of the previous year: about 87.2% entered by air while the remaining 12.8% entered by land.



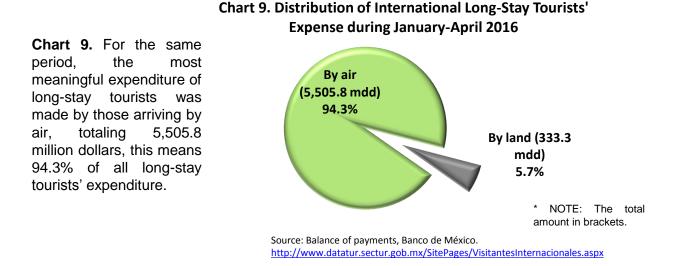
**Chart 8. Transport of International Long-Stay Tourists** 

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





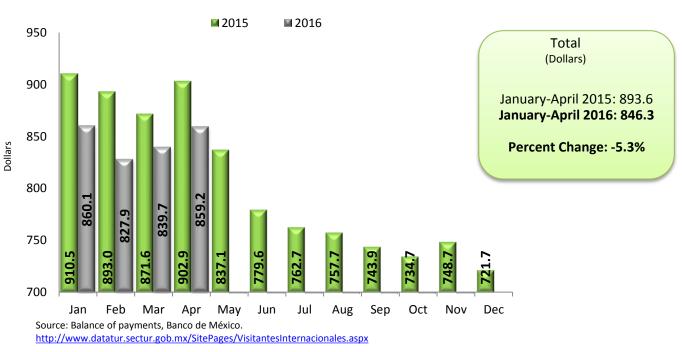
# **Expenditure of Long-Stay tourists**



# Average Expenditure of Long-Stay tourists

**Chart 10.** The average expenditure of long-stay tourists was 846.3 dollars in the first four months of 2016, a decrease of 47.3 dollars (-5.3%) compared to the same period of 2015.

Chart 10. Average Monthly Expenditure of Long-Stay Tourists

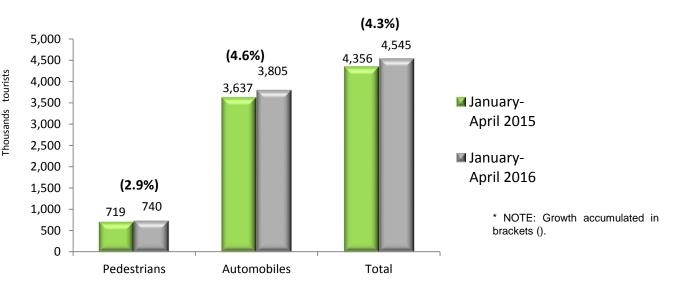






## Border tourists to México

**Chart 11.** The border tourists arrivals increased 4.3% during January-April of 2016 compared to the same period last year, a fact which is explained in part by the appreciation of the dollar relative to the peso; 83.7% entered by automobile while the remaining 16.3% were pedestrians<sup>\*</sup>.

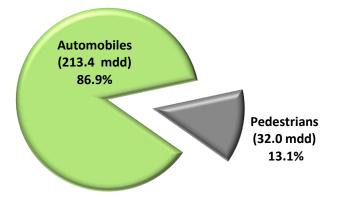


#### Chart 11. Transport of International Border Tourists

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-April 2016



**Chart 12.** For the same period, the most meaningful expenditure of border tourists was made by those travelling by automobile, totaling 213.4 million dollars which represented 86.9% 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

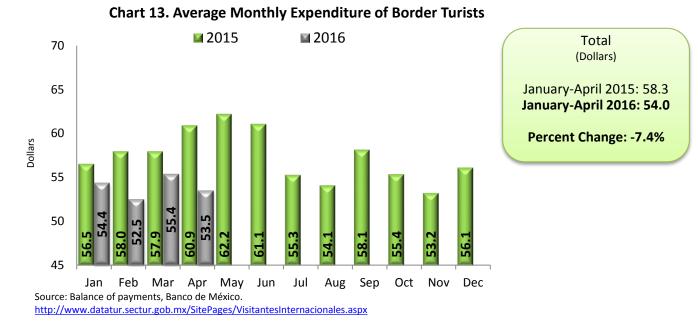
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# Average Expenditure of Border tourists

**Chart 13.** The average expenditure of border tourists decreased 4.3% in January-April of 2016 in comparison to the same month of previous year, derived from the appreciation of the dollar against the peso.



# Foreign Visitors by air (main countries of residence)

**Chart 14.** In January-April of 2016, the arrival of foreign aircoming visitors who reside in the United States, accounted for 57.7% of all foreign arrivals by air.

From Latin America and the Caribbean. the country of residence with the highest number of foreign arrivals into México was Argentina with 137,599 which visitors. represents increase an of 36.7%.

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".

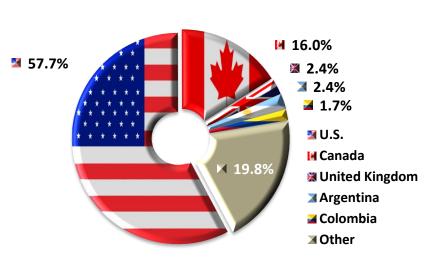


Chart 14. Participation of Foreign Visitors by Air and

Country of Residence, January-April 2016

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

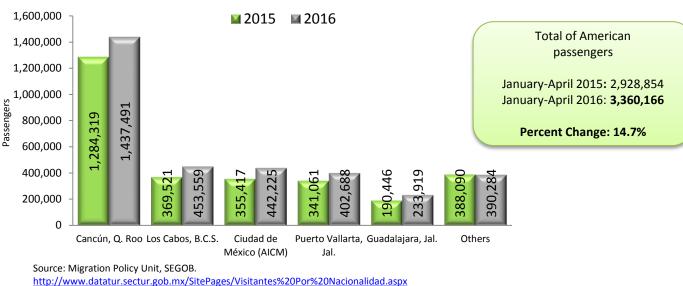
Source: Migration Policy Unit, SEGOB.





## Foreign passengers arriving by Air (American)

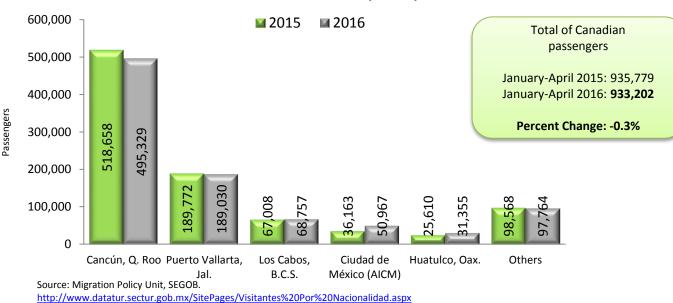
**Chart 15.** The American residents who arrived by air to Mexico increased 14.7% in January-April of 2016 in comparison to the same period of 2015, accumulating 3.3 million passengers who arrived mainly by Cancun Airport, followed by Los Cabos Airport.



#### Chart 15. American Residents per Airport

# Foreign passengers arriving by Air (Canadian)

**Chart 16.** The Canadian residents who arrived by air to México were 0.3% lower during January-April of 2016 in comparison with the same period of 2015, accumulating 933,202 passengers who arrived mainly by Cancun Airport, followed by Puerto Vallarta Airport.



#### Chart 16. Canadian Residents per Airport

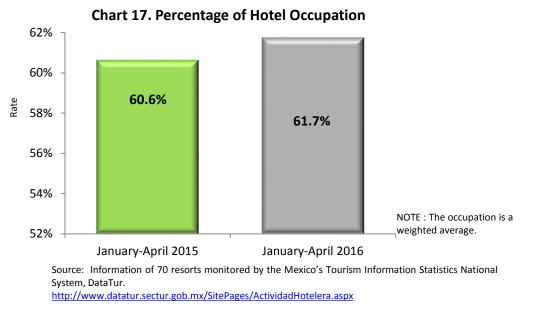
8





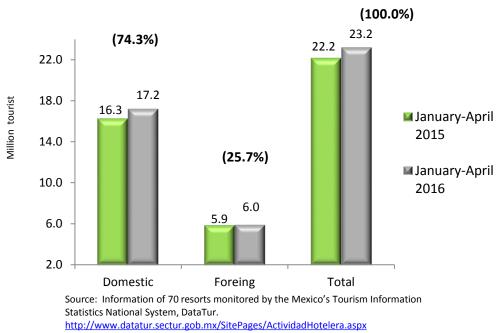
## Percentage of Hotel Occupation

**Chart 17.** The percentage of hotel occupation of a group of 70 resorts in the four-month period of 2016 was 61.7%, 1.1 percentage points higher in comparison to the same period last year.



# Arrival of tourists to Hotels

**Chart 18.** During January-April of 2016, the arrival of domestic tourists to hotel rooms was over 17.2 million tourists (74.3%), the remaining arrivals (25.7%) correspond to foreign tourists.



#### Chart 18. Arrivals of tourist to hotel rooms

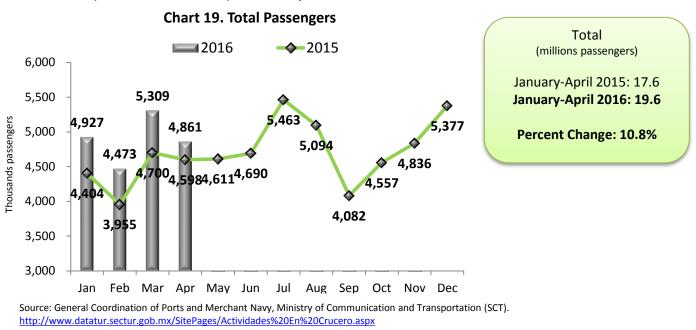
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# **Air Transportation**

**Chart 19.** The number of passengers arriving by air during January-April of 2016 was 19.6 million passengers, representing one million 913 thousand passengers additional (10.8%) in comparison to the same period last year.



**Chart 20.** The number of passengers arriving by air on domestic flights during January-April of 2016 was 12.4 million passengers, representing 1.3 millions of additional passengers (11.8%), in comparison to the same period of the last year.

# Chart 20. Passengers in Domestic Flights

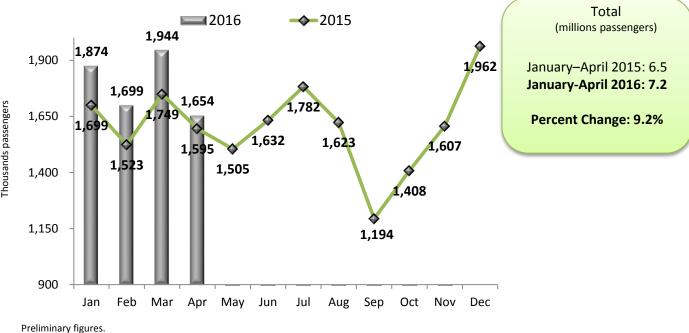


Source: General Coordination of Ports and Merchant Navy, Ministry of Communication and Transportation (SCT). http://www.datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx





**Chart 21.** In January-April of 2016, the number of passengers arriving by air on international flights increased 9.2%, with 7.2 million passengers, exceeding for 605 thousands passengers the amount of January-April 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.** The available data for the first quarter of 2016 indicate that 3.8 million people are employed in the tourism sector in Mexico (without induced employment), with a positive variation of 5.14% over the same quarter last year.



Seasonally adjusted figures.

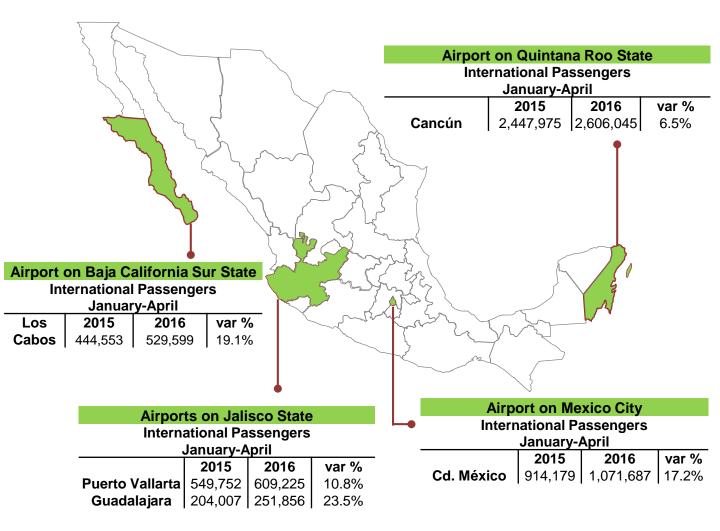
Source: SECTUR. http://www.datatur.sectur.gob.mx/SitePages/ResultadosITET.aspx





## Main airports

**Figure 1.** In January-April 2016 the airports with the highest number of foreign passengers were: Cancún (2,606,045), Ciudad de México (1,071,687), Puerto Vallarta (609,225), Los Cabos (529,599) and Guadalajara (251,856); which represents 89.7% of all foreign passengers.



Source: Migration Policy Unit, SEGOB.

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

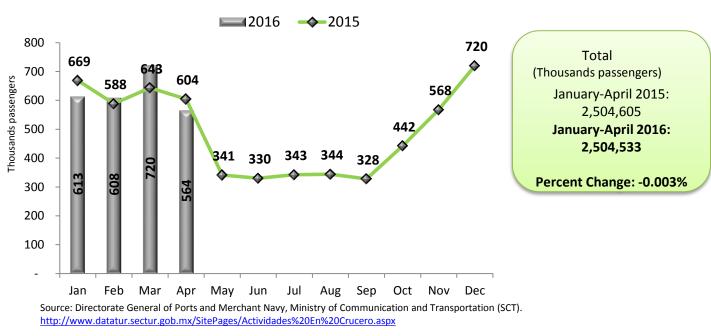
Note: Figures refers to events because the same person may have entered the country in more than one occasion. From this date only the residence of international passengers is considered and the nationality of the passengers is not longer used.





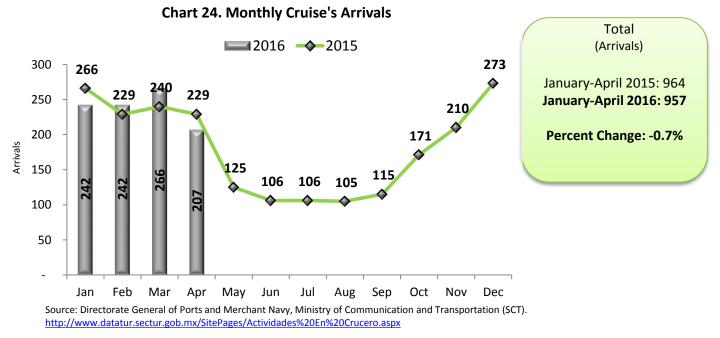
## Maritime transportation

**Chart 23.** During January-April of 2016, the number of cruise passengers was 2.5 million; similar level in comparison to the same period of last year.



#### Chart 23. Monthly Arrival of Passengers by Cruise

**Chart 24.** The number of cruise's arrivals in January-April of 2016 decreased by 7, reaching 957, a drop of 0.7% with respect to the same period of previous year.

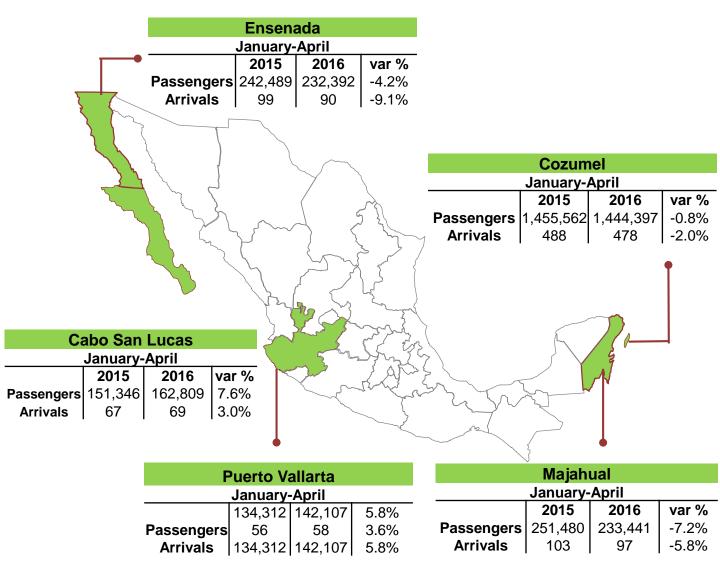






# Main ports

**Figure 2.** In January-April of 2016 the ports that received the highest number of passengers were the following: Cozumel, Majahual and Ensenada; representing 76.3% of total arrivals in the four months. On the other hand, according to Banco de México, foreign currency income from cruise visitors contributed with 2.6% of the total income.







	RESULT	S OF TOU						
Subject	Init of measuremen		anuary-Dece		Change %		(January-April)	-
		2013	2014	2015	15/14	2015	2016	16/15
		Balance by In					1	1
Inbound tourism expenditure	Million dollars	11,854	14,320	15,527	8.4%	5,668.9	6,084.5	7.33
Outbound tourism expenditure	Million dollars	6,024.9	6,610.7	7,027.8	6.3%	2,093.7	2,031.6	-2.979
Fourism balance by international tourists	Million dollars	5,829	7,709	8,500	10.3%	3,575.2	4,052.9	13.369
	International		exico (Banco					
nternational visitors	Thousand	78,100.2	81,042.1	87,221.3	7.6%	28,915.3	31,718.3	9.69
International tourists	Thousand	24,150.5	29,345.6	32,144.9	9.5%	10,415.5	11,444.1	9.88
Inbound tourism expenditure	Million dollars	11,853.8	14,320.0	15,527.4	8.4%	5,668.9	6,084.5	7.33
Average expenditure	Dollars	490.8	488.0	483.0	-1.0%	544.3	531.7	-2.32
Long-stay tourists	Thousand	14,561.9	15,999.9	18,350.4	14.7%	6,059.9	6,899.5	13.85
Inbound tourism expenditure	Million dollars	11,311.5	13,579.9	14,736.5	8.5%	5,414.9	5,839.1	7.83
Average expenditure	Dollars	776.8	848.8	803.1	-5.4%	893.6	846.3	-5.29
Border tourists	Thousand	9,588.6	13,345.7	13,794.5	3.4%	4,355.5	4,544.6	4.34
Inbound tourism expenditure	Million dollars	542.2	740.1	791.0	6.9%	254.1	245.4	-3.42
Average expenditure	Dollars	56.5	55.5	57.3	3.4%	58.3	54.0	-7.44
Same-day travelers	Thousand	53,949.7	51,696.5	55,076.5	6.5%	18,499.8	20.274.2	9.59
Inbound tourism expenditure	Million dollars	2,095.2	1,888.4	1,929.7	2.2%	673.9	693.7	2.94
Average expenditure	Dollars	38.8	36.5	35.0	-4.1%	36.4	34.2	-6.07
In border area travelers	Thousand			48,961.6	-4.1%		17,686.0	11.16
		49,394.2	45,911.2			15,910.5	1	
Inbound tourism expenditure	Million dollars	1,737.1	1,469.6	1,510.2	2.8%	496.4	517.3	4.21
Average expenditure	Dollars	35.2	32.0	30.8	-3.6%	31.2	29.2	-6.25
In cruises travelers	Thousand	4,555.4	5,785.2	6,114.8	5.7%	2,589.4	2,588.2	-0.04
Inbound tourism expenditure	Million dollars	358.1	418.8	419.5	0.2%	177.5	176.4	-0.61
Average expenditure	Dollars	78.6	72.4	68.6	-5.2%	68.5	68.2	-0.57
	International tra							
otal international travelers abroad Mexico	Thousand	90,777.0	90,981.7	95,027.0	4.4%	31,165.4	31,449.5	0.91
Outbound traveler expenditures	Million dollars	9,122.4	9,605.8	10,100.4	5.1%	3,122.4	3,039.1	-2.67
Average Expenditure	Dollars	100.5	105.6	106.3	0.7%	100.2	96.6	-3.55
International tourists abroad of Mexico	Thousand	15,911.1	18,260.7	19,608.5	7.4%	5,795.1	6,016.2	3.82
Outbound tourism expenditure	Million dollars	6,024.9	6,610.7	7,027.8	6.3%	2,093.7	2,031.6	-2.97
Average Expenditure	Dollars	378.7	362.0	358.4	-1.0%	361.3	337.7	-6.53
Same-day travelers abroad	Thousand	74,865.9	72,721.0	75,418.5	3.7%	25,370.3	25,433.2	0.25
Outbound expenditure	Million dollars	3,097.5	2,995.1	3,072.7	2.6%	1,028.6	1,007.4	-2.06
Average Expenditure	Dollars	41.4	41.2	40.7	-1.1%	40.5	39.6	-2.30
	Arrival of passenger	s on domestic	and internat	ional flights (	ASA)			
otal Passengers arriving by air	Thousands	46,122.1	49,955.8	56,367.6	12.8%	17,657.0	19,570.4	10.84
International flights	Thousands	15,703.3	17,125.6	19,279.3	12.6%	6,566.5	7,171.9	9.22
Domestic flights	Thousands	30,418.8	32,830.2	37,088.3	13.0%	11,090.4	12,398.5	11.79
	eign countries by air and							
Inited States of America	Thousands	6.630.3	7.348.5	8,604.6			3,360.2	14.73
Canada	Thousands	1,574.3	1,646.2	1,707.8	3.7%	935.8	933.2	-0.28
Jnited Kingdom	Thousands	391.8	432.3	477.3	10.4%	127.5	1	11.05
Argentina	Thousands	233.4	218.4	309.6	41.8%	127.5	137.6	36.65
Colombia		233.4	218.4	309.6				
	Thousands				24.2%	96.0	96.2	0.20
	Movements cru					0.504.5	0.504.5	0.00
Passenger in cruices	Thousands	4,348.9	5,563.1	5,920.9	6.4%	2,504.6	2,504.5	0.00
ruise's arrivals	Number	1,622.0	2,091.0	2,175.0	4.0%	964.0	957.0	-0.73
		lotel business'					1	1
ercentaje of hotel accupation	Percentage	55.6	57.1	59.6	2.47	60.6		1.1
rrival of tourists to hotel rooms	Thousands	47,184.0	49,649.0	52,611.0	6.0%	22,157.3	23,175.6	4.60
	Number of to	urist jobs*** (S	ECTUR base	d on ENOE)				
	Thousands	3,628.2	3,641.0	3,803.4	4.5%			

\*\* A report from the Hotel Occupancy monitored weekly in 70 centers. Changes in percentage points in the case of hotel occupancy.

\*\*\* Quarterly figures, excluding induced employment.

**DATATUR** 

Fuentes: Banco de México. ASA e INEGI, UPM, SCT, SECTUR.





# **Macroeconomic Indicators**

- The International Monetary Fund (IMF) in its publication "Perspectives of the World Economy" released last April 2016 considered that the global economy maintains a slow and fragile recovery.
- For 2016, the Ministry of Finance of México in its General Pre-criteria Policy economic anticipates a GDP growth for Mexico at a range of 2.6% and 3.0%, respectively.
- In the first quarter of 2016, Mexican GDP grew 2.6% in annual terms, and it is expected that the dynamism of tourism GDP exceeds the national GDP, as observed in the last quarters of 2015.
- In the 1Q16, the GDP components associated with tourist services such as air transport, services of temporary lodging and preparation of foods and beverages, registered annual growth rates of 17.4 %, 6.8% and 6.8%, respectively.
- At the same time, inflation trajectory remains stable in April 2016 at 2.54% in annual terms. In addition, the CPI components associated with tourism services such as air transportation, lodging, travel package services and restaurants maintained a stable trajectory.





# **Macroeconomic Indicators**

Macroeconomic Perspective on Key Indicators of Mexico									
Entity	Gross Domes Constant prices (		Inflation (% dec/dec)						
	2016 2017		2016	2017					
International Monetary Fund	2.41	2.57	3.31	3.02					
OCDE	2.65	2.99	2.82	3.12					
Banco de México Survey	2.44	2.84	3.11	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 (2016/05); Banco de México,

Expectations Survey Economic Specialists Private Sector (01/06/16); 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	2016-I	Jan-2016	February 2016	March-2016	April-2016
General Economic Activity and Services Identified with Tourism										
Gross Domestic Product										
. Millions of current pesos	14,550,014	15,626,907	16,118,031	17,256,000	18,127,178	18,482,682				
. Constant prices annual variations in %	4.0	4.0	1.4	2.2	2.5	2.6				
Tertiary activities										
- Air Transportation (481)										
. Millions of current pesos	24,367.51	27,720.08	27,063.27	34,707.61	42,495.78	44,375.48				
. Constant prices annual variations in %	-0.35	7.31	8.06	9.42	16.95	17.45				
- Temporary Lodging Services (721)										
. Millions of current pesos	137,648.4	151,098.6	163,717.8	179,524.8	195,489.0	215,084				
. Constant prices annual variations in %	2.4	8.2	5.6	6.0	5.8	6.8				
- Food and Beverages Preparation Services (722)										
. Millions of current pesos	160,237.9	172,438.0	177,144.8	185,939.2	205,985.1	210,513.8				
. Constant prices annual variations in %	0.8	3.0	-1.7	-0.3	6.0	6.8				
		Qua	arterly Indicators o	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 Emp	oloyment						
People Employed in the Tourism Sector*	3,409,804	3,536,686	3,628,195	3,640,970	3,803,442	3,845,089				
		Total number o	of IMSS-Insure Wor	kers an Unemploy	ement Rate					
Employees insured by IMSS (average of the period)	15,153,643	15,856,137	16,409,302	16,990,724	17,724,222	18,067,868	17,953,203	18,095,494	18,154,906	18,237,468
Permanent	13,101,612	13,637,937	14,123,077	14,570,291	15,170,986	15,471,791	15,390,602	15,491,741	15,533,030	15,611,267
Non-permanent (urban and field)	2,052,031	2,218,200	2,286,225	2,420,433	2,553,236	2,596,077	2,562,601	2,603,753	2,621,876	2,626,201
Unemployment National Rate ** (closing of the period)								, ,		
. Total Percentage of PEA	4.51	4.40	4.89	4.27	4.51	4.04	4.14	4.22	4.17	3.93
Ŭ		Excha	nge Rate and Price	S***			I			
National Price Index (closing of the period)			-							
Consumer (percent variation)	3.82%	3.57%	3.97%	4.08%	2.13%	2.60%	2.61%	2.87%	2.60%	2.54%
. Air transport (percent variation)	7.58%	-7.74%	0.20%	16.72%	3.17%	3.49%	11.85%	7.42%	3.49%	3.38%
. Hotel (percent variation)	6.41%	1.11%	3.14%	4.84%	4.18%	7.13%	4.47%	5.05%	7.13%	5.52%
. Package Tourist Services (percent variation)	5.72%	1.59%	4.90%	5.13%	7.62%	3.81%	6.29%	4.13%	3.81%	3.16%
. Restaurants (percent variation)	4.43%	4.20%	3.62%	6.03%	4.86%	4.78%	4.57%	4.63%	4.78%	4.93%
Exchange Rate (peso / dollar)						•,•		,		
. Average of the period	12.4233	13.1695	12.7720	13.2925	15.8483	18.0667	17.9780	18.4837	17.7383	17.4924
		siness Cycle Indicat								
. Coincident Indicator	0.060	-0.064	-0.031	0.025	0.001	0.039	0.022	0.031	0.039	ND
. Forward Indicator	0.027	0.094	0.006	-0.097	-0.104	-0.044	-0.107	-0.083	-0.044	-0.014
.Confidence Consumer Index	0.113	0.072	-0.266	0.052	-0.027	-0.134	-0.069	-0.110	-0.134	-0.137
	0.110	0.012	0.200	0.002	0.021	U.10T	0.000	0.170	0.104	0.101