

# Results of Tourism Activity

Mexico, July 2016



Undersecretariat of Planning and  
Tourism Policy

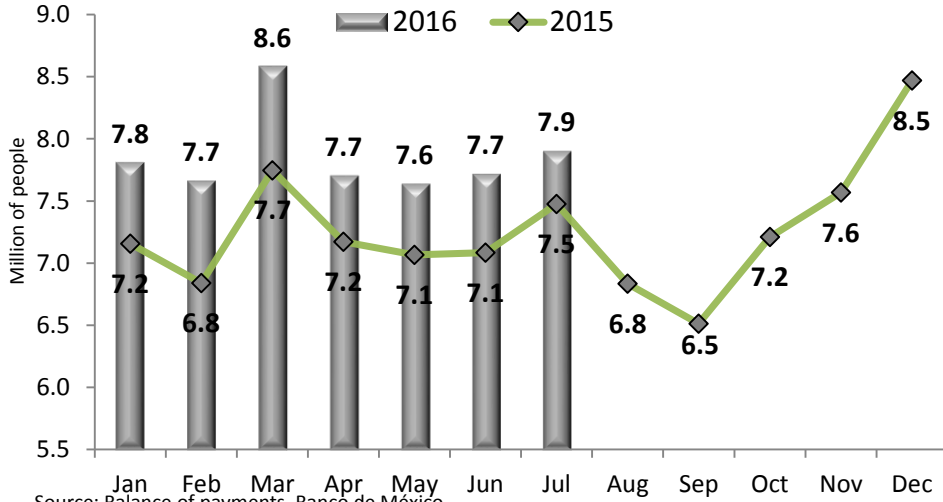
Reporting Date: September 30, 2016

Available in <http://www.datatur.sectur.gob.mx/SitePages/versionesRAT.aspx>

## International visitors

**Chart 1.** Bank of Mexico reported that the arrival of international travelers during the January-July period of 2016 was 55.0 million, which represents an increase of 8.9 %. In July 2016, 7.9 million travelers arrived, 5.7% more than the number registered in the same month last year (7.5 million travelers). This is the highest level for July since 2010.

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



January-July	Million visitors	Change %
2015	50.5	
2016	55.0	8.9%

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

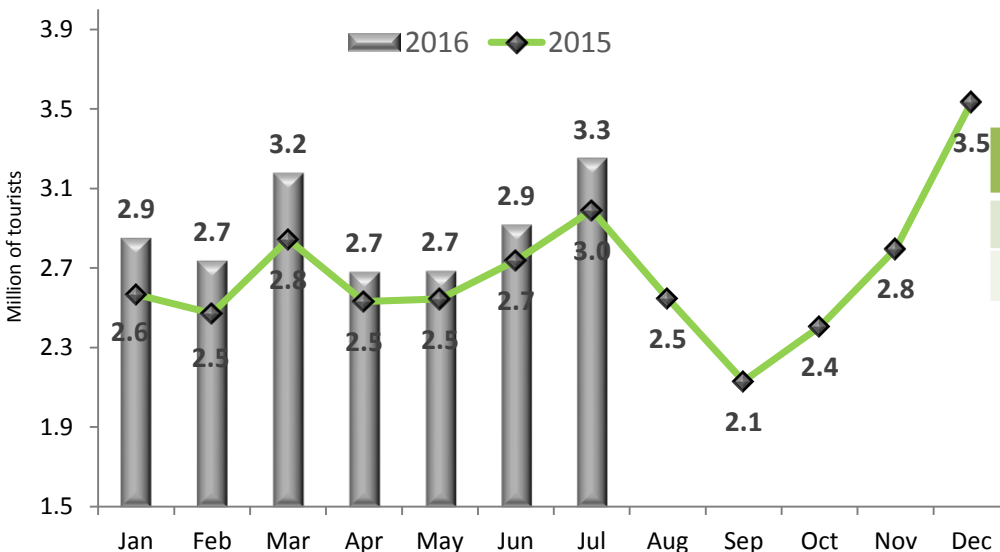
Source: Balance of payments, Banco de México.

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

## International tourists

**Chart 2.** The arrival of international tourists during January-July of 2016 was 20.3 million, an increase of 8.7 %. In July 2016, international tourists arrivals reached 3,251 thousands, which represents an annual increase of 8.8%. This is the highest number for July since 2010.

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



January-July	Million tourists	Change %
2015	18.7	
2016	20.3	8.7%

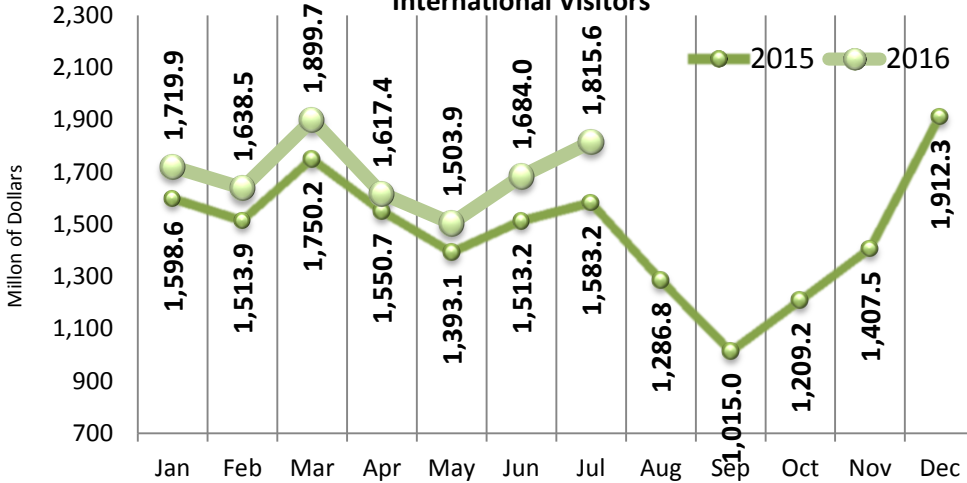
Source: Balance of payments, Banco de México.

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

## Foreign Currency Income by International visitors

**Chart 3.** The income of foreign exchange from international visitors during January-July of 2016 was 11,879 million, an increase of 976 million dollars compared to January-July of 2015, an increase of 9.0%. The figure recorded by Banxico is the largest for the month of July since 2010.

**Chart 3. Montly Income of Foreing Currency to Mexico from International Visitors**



January-July	Million dollars	Change %
2015	10,903	
2016	11,879	9.0%

Source: Balance of payments, Banco de México.

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

## Tourism Balance by International visitors

**Chart 4.** The balance of international visitors during January-July of 2016 recorded 6,260.4 million, an amount 19.2% above of the observed in the same period of 2015. The balance is composed of the foreign exchange earnings of international travelers minus total spending of national travelers abroad.

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



January-July	Million dollars	Change %
2015	5,253.2	
2016	6,260.4	19.2%

Source: Balance of payments, Banco de México.

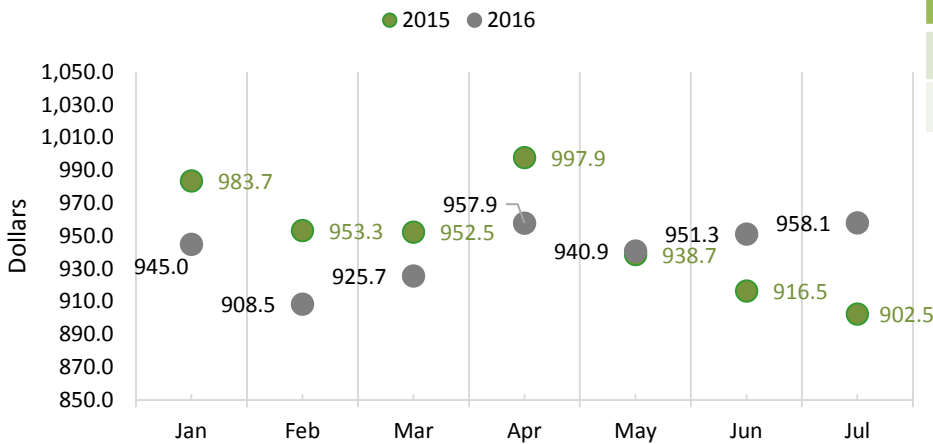
<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>



## Average Expenditure of International tourists by air

**Chart 5.** The average monthly expenditure of international tourists by air was 940.7 dollars during January-July 2016, a reduction of 8.3 dollars (-0.9%) compared to January-July 2015. Among the factors explaining this evolution are: the appreciation of the dollar against the Mexican peso.

**Chart 5. Average Expenditure (international tourists by air)**



January-June	Dollars	Change %
2015	948.9	
2016	940.7	-0.9%

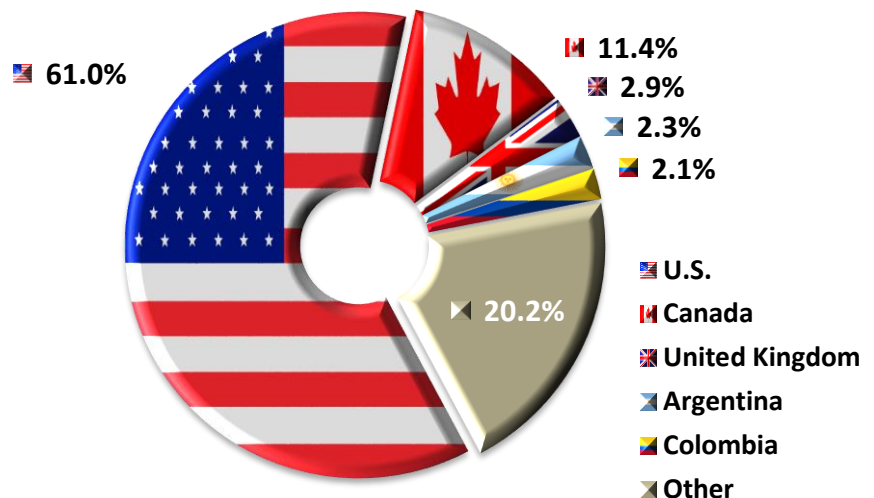
Source: Balance of payments, Banco de México.

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

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

**Chart 6.** In January-July of 2016, the arrival of foreign air-coming visitors who reside in the **United States**, accounted for **61.0%**.

From Latin America and the Caribbean, the country of residence with the highest number of foreign arrivals into México was **Argentina** with **2.3%** of total.



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".

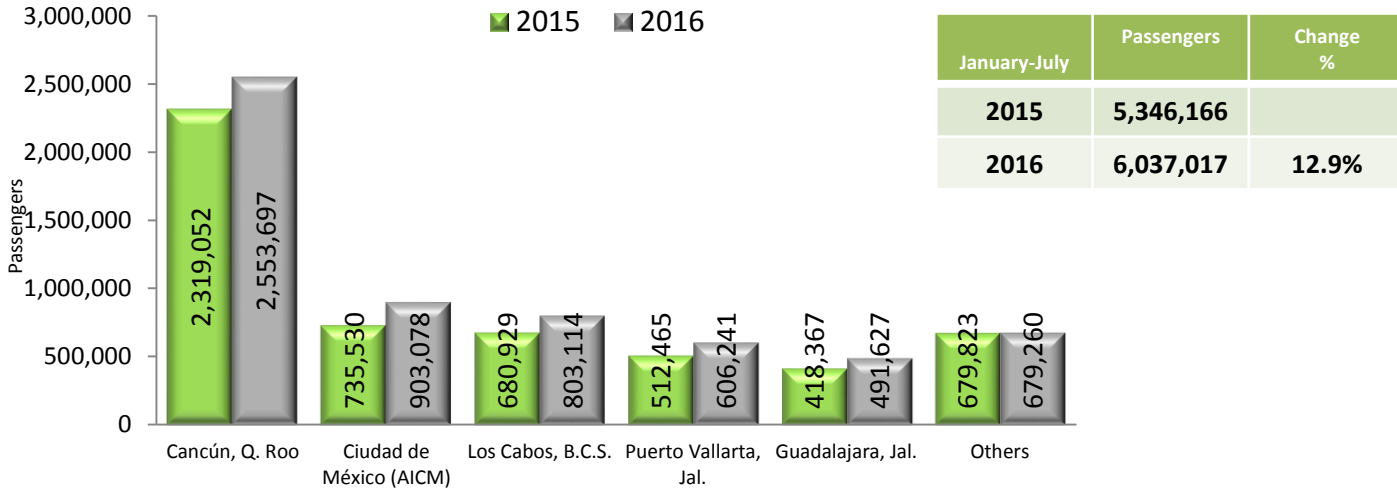
Source: Migration Policy Unit, SEGOB.

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

## Foreign passengers arriving by Air (American)

**Chart 7.** American residents who arrived by air to Mexico increased 13.2% in January-July 2016 in comparison to the same period 2015, reaching 6 million passengers who arrived mainly by Cancun Airport, followed by Mexico City Airport.

**Chart 7. American Residents per Airport**



January-July	Passengers	Change %
2015	5,346,166	
2016	6,037,017	12.9%

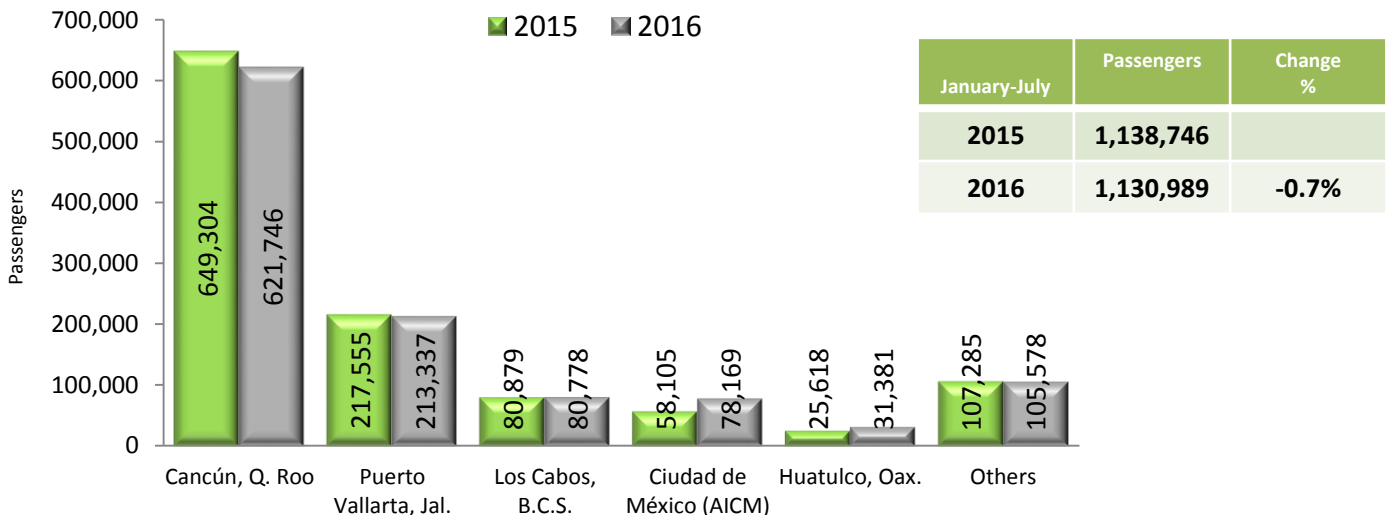
Source: Migration Policy Unit, SEGOB.

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

## Foreign passengers arriving by Air (Canadian)

**Chart 8.** Canadian residents who arrived by air to México were 0.7% lower during January-July of 2016 in comparison with the same period of 2015, reaching 1,130,989 passengers who arrived mainly by Cancun Airport, followed by Puerto Vallarta Airport.

**Chart 8. Canadian Residents per Airport**



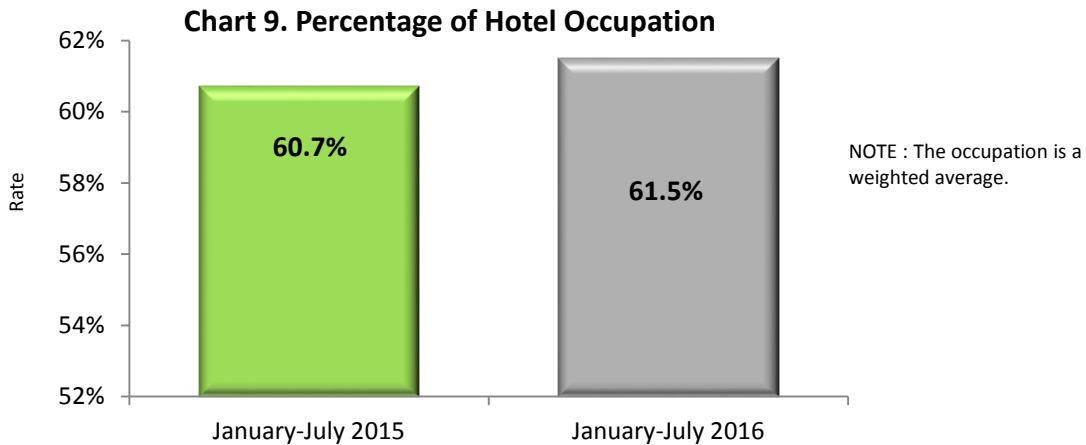
January-July	Passengers	Change %
2015	1,138,746	
2016	1,130,989	-0.7%

Source: Migration Policy Unit, SEGOB.

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

## Percentage of Hotel Occupation

**Chart 9.** The percentage of hotel occupation of a group of 70 resorts during January-July of 2016 was 61.5%, 0.8 percentage points higher in comparison to the same period last year.



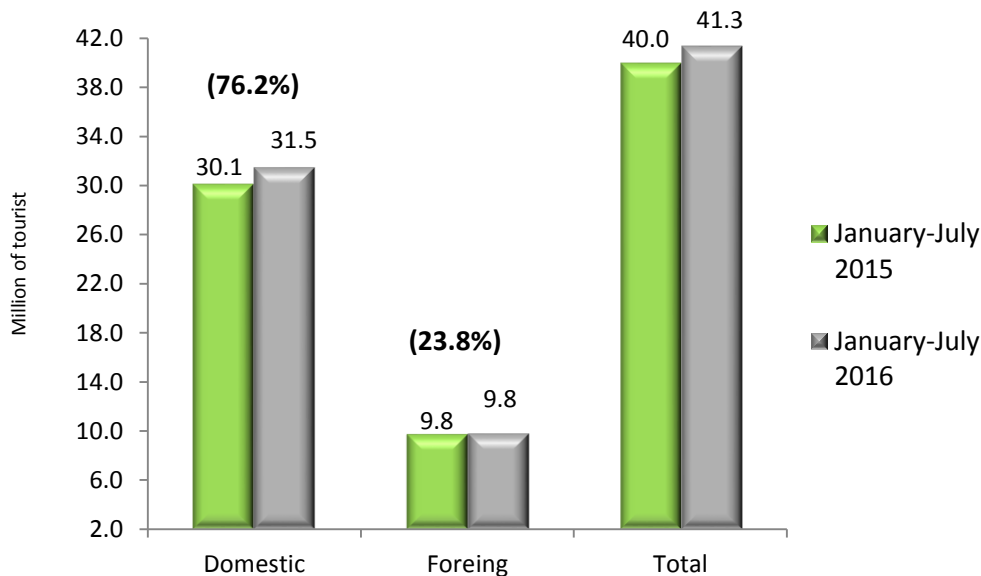
Source: Information of 70 resorts monitored by the Mexico's Tourism Information Statistics National System, DataTur.

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

## Arrival of tourists to Hotels

**Chart 10.** During January-July of 2016, the arrival of domestic tourists to hotel rooms was over 31.5 million tourists (76.2%), the remaining arrivals (23.8%) correspond to foreign tourists.

**Gráfica 10. Arrivals of tourist to hotel rooms**



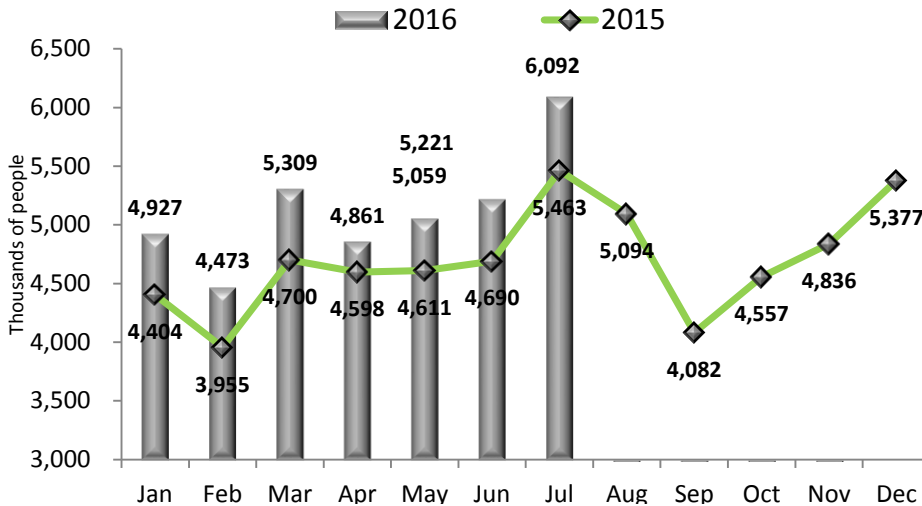
Source: Information of 70 resorts monitored by the Mexico's Tourism Information Statistics National System, DataTur.

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

## Air Transportation

**Chart 11.** The number of passengers arriving by air during January-July 2016 was 35.9 million passengers, representing three million 521 thousand passengers additional (10.9%) in comparison to the same period last year.

**Chart 11. Total Passengers**



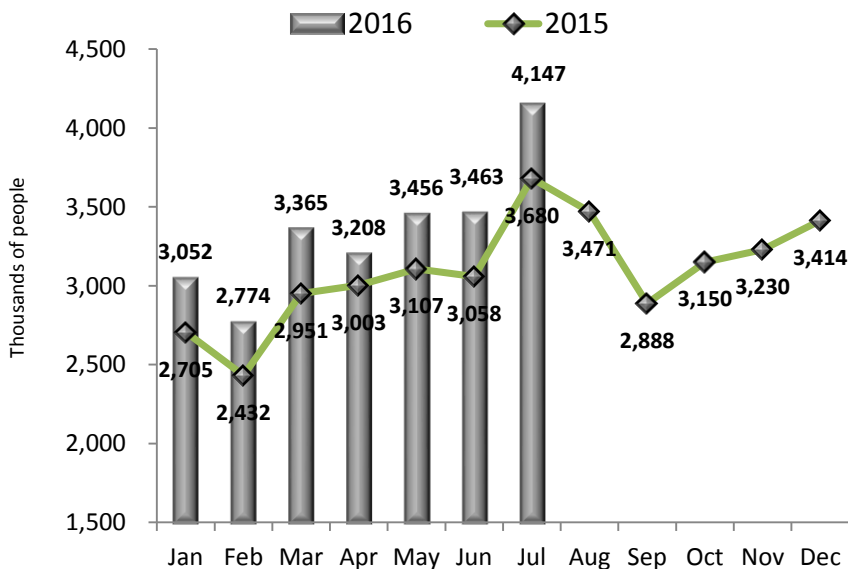
January-July	Million passengers	Change %
2015	32.4	
2016	35.9	10.9%

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 12.** The number of passengers arriving by air on domestic flights during January-July 2016 was 23.5 million passengers, representing 2.5 millions of additional passengers (12.1%), in comparison to the same period of the last year.

**Chart 12. Passengers in Domestic Flights**



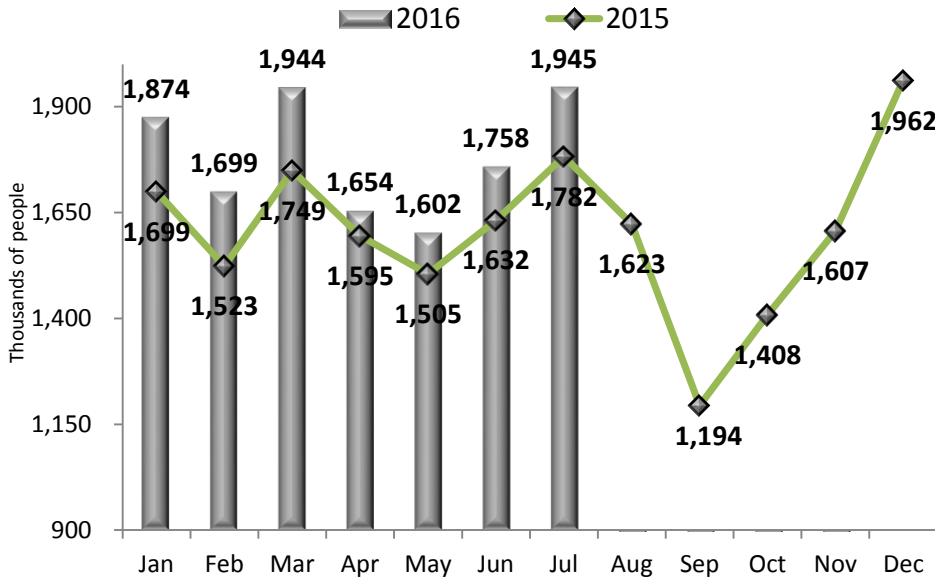
January-June	Million passengers	Change %
2015	20.9	
2016	23.4	12.1

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>

**Chart 13.** In January-July of 2016, the number of passengers arriving by air on international flights increased 8.6%, with 12.5 million passengers, exceeding for 992.1 thousands passengers the amount of January-July of 2015.

**Chart 13. Passengers on International Flights**



January-July	Million passengers	Change %
2015	11.5	
2016	12.5	8.6%

Preliminary figures.

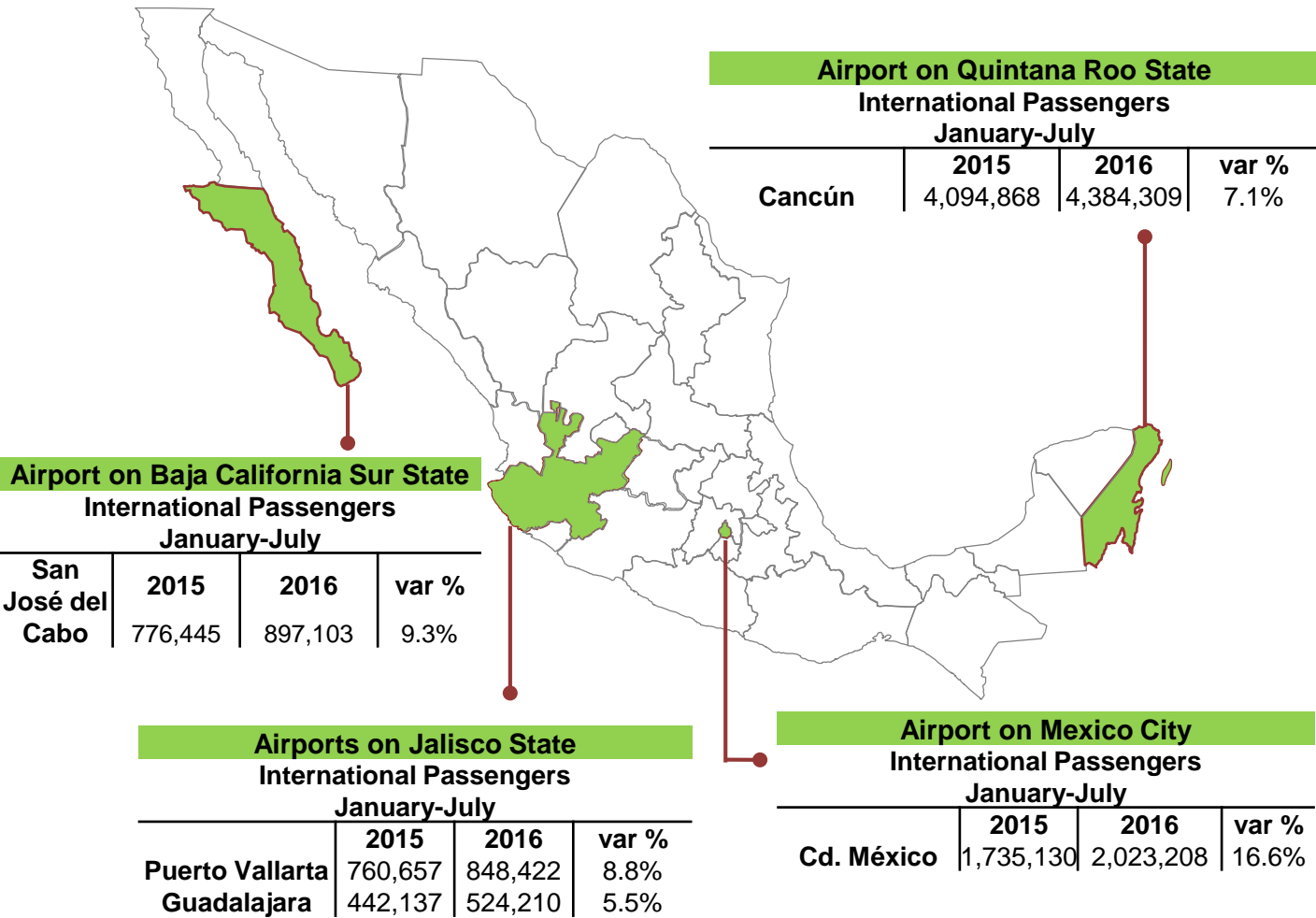
Source: Airports and Auxiliary Services.

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



## Main airports

**Figure 1.** In January-July 2016 the airports with the highest number of foreign passengers were: Cancún (4,384,309); Ciudad de México (2,023,208); San José del Cabo (897,103); Puerto Vallarta (848,422); y Guadalajara (524,210); which represents 90.4% of all foreign passengers.



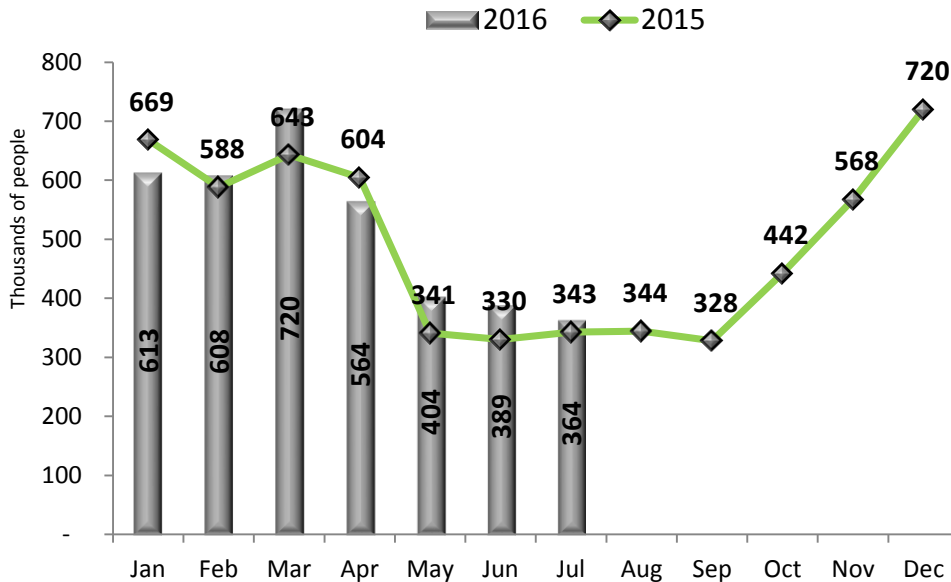
Source: Migration Policy Unit, SEGOB.  
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20Por%20Nacionalidad.aspx>

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 17.** During January-July 2016, the number of cruise passengers was 3.7 million passengers; this is an increase of 3.9% in comparison to the same period of last year.

**Chart 17. Monthly Arrival of Passengers by Cruise**

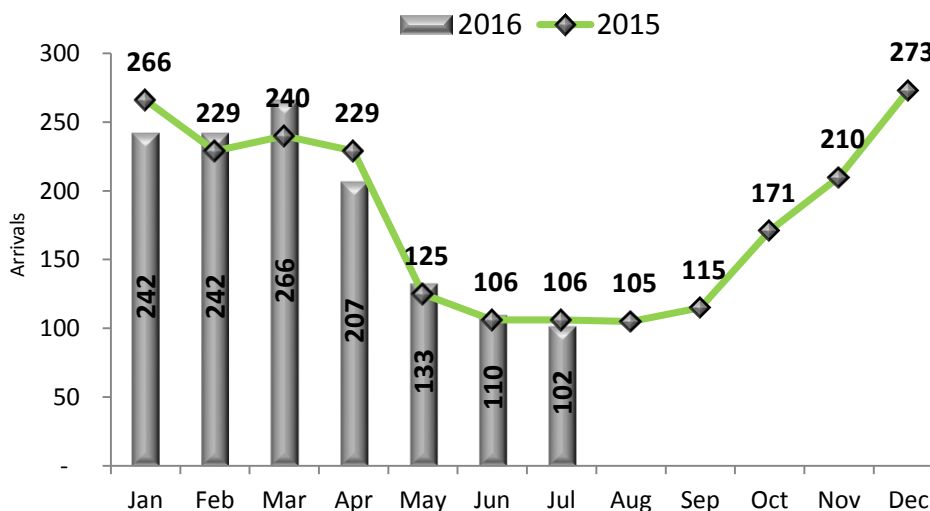


January-July	Thousand pasengers	Change %
2015	3,523.0	
2016	3,661.8	3.9%

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 18.** The number of cruise's arrivals in January-July 2016 decreased by two, reaching 1.3 thousands, an decrease of 0.2% with respect to the same period of previous year.

**Chart 18. Monthly Cruise's Arrivals**



January-July	Arrivals	Change %
2015	1,304	
2016	1,302	-0.2%

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-July 2016 the ports that received the highest number of passengers were the following: Cozumel, Ensenada and Majahual; representing 78.3% of total arrivals during January-July 2016.

Ensenada			
January-July			
	2015	2016	var %
Passengers	398,399	376,898	-5.4%
Arrivals	161	146	-9.3%

Cozumel			
January-July			
	2015	2016	var %
Passengers	2,084,166	2,147,946	3.1%
Arrivals	670	663	-1.0%

Cabo San Lucas			
January-July			
	2015	2016	var %
Passengers	201,694	210,377	4.3%
Arrivals	92	92	0.0%

Puerto Vallarta			
January-July			
	2015	2016	var %
Passengers	163,605	184,794	13.0%
Arrivals	68	77	13.2%

Majahual			
January-July			
	2015	2016	var %
Passengers	276,054	340,808	23.5%
Arrivals	110	121	10.0%

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>

## RESULTS OF TOURISM ACTIVITY

Subject	Unit of measurement	Year (January-December)			Change % 15/14	Accumulated (January-July)		Change % 16/15
		2013	2014	2015		2015	2016	
<b>International travelers balance (Banco de México)</b>								
Inbound traveler expenditures	Million dollars	13,949.0	16,208.4	17,733.7	9.4%	10,903.0	11,878.9	9.0%
Outbound traveler expenditures	Million dollars	9,122.4	9,605.8	10,098.1	5.1%	5,649.8	5,618.5	-0.6%
International travelers balance	Million dollars	4,826.6	6,602.6	7,635.6	15.6%	5,253.2	6,260.4	19.2%
<b>International travelers to Mexico (Banco de México)</b>								
<b>Number of travelers (Thousand)</b>								
International visitors	Thousand	78,100.2	81,042.1	87,128.6	7.5%	50,534.7	55,018.7	8.9%
International tourists	Thousand	24,150.5	29,345.6	32,093.3	9.4%	18,682.7	20,300.6	8.7%
Long-stay tourists	Thousand	14,561.9	15,999.9	18,307.2	14.4%	10,750.4	12,092.0	12.5%
Border tourists	Thousand	9,588.6	13,345.7	13,786.1	3.3%	7,932.3	8,208.6	3.5%
Same-day travelers	Thousand	53,949.7	51,696.5	55,035.3	6.5%	31,852.0	34,718.2	9.0%
In border area travelers	Thousand	49,394.2	45,911.2	48,920.5	6.6%	28,218.2	30,871.5	9.4%
In cruises travelers	Thousand	4,555.4	5,785.2	6,114.8	5.7%	3,633.9	3,846.7	5.9%
<b>Inbound travelers expenditure (Million dollars)</b>								
International visitors	Million dollars	13,949.0	16,208.4	17,733.7	9.4%	10,903.0	11,878.9	9.0%
International tourists	Million dollars	11,853.8	14,320.0	15,825.7	10.5%	9,771.4	10,741.0	9.9%
Long-stay tourists	Million dollars	11,311.5	13,579.9	15,035.0	10.7%	9,304.7	10,293.5	10.6%
Border tourists	Million dollars	542.2	740.1	790.7	6.8%	466.7	447.5	-4.1%
Same-day travelers	Million dollars	2,095.2	1,888.4	1,908.0	1.0%	1,131.6	1,137.9	0.6%
In border area travelers	Million dollars	1,737.1	1,469.6	1,508.9	2.7%	887.0	907.9	2.4%
In cruises travelers	Million dollars	358.1	418.8	399.2	-4.7%	244.6	230.1	-5.9%
<b>Average expenditure (dollars)</b>								
International visitors	Dollars	178.6	200.0	203.5	1.8%	215.8	215.9	0.1%
International tourists	Dollars	490.8	488.0	493.1	1.1%	523.0	529.1	1.2%
Long-stay tourists	Dollars	776.8	848.8	821.3	-3.2%	865.5	851.3	-1.6%
Border tourists	Dollars	56.5	55.5	57.4	3.4%	58.8	54.5	-7.3%
Same-day travelers	Dollars	38.8	36.5	34.7	-5.1%	35.5	32.8	-7.7%
In border area travelers	Dollars	35.2	32.0	30.8	-3.6%	31.4	29.4	-6.4%
In cruises travelers	Dollars	78.6	72.4	65.3	-9.8%	67.3	59.8	-11.2%
<b>Quarterly Indicator of Tourism Activity* (index 2008=100, seasonally adjusted series) INEGI.</b>								
Tourism GDP	Annual percentages	1.9	1.3	4.8	4.8	3.2	3.2	N.A.
Goods	Annual percentages	-3.6	-7.0	7.5	7.5	2.7	1.1	N.A.
Services	Annual percentages	3.0	3.1	4.1	4.1	3.3	3.8	N.A.
Internal tourism consumption	Annual percentages	1.9	0.5	7.5	7.5	3.8	6.4	N.A.
Domestic tourism consumption	Annual percentages	1.1	-1.5	4.2	4.2	1.0	3.2	N.A.
Inbound tourism consumption	Annual percentages	9.3	15.7	30.0	30.0	23.7	24.3	N.A.
<b>Arrival of passengers on domestic and international flights (ASA)</b>								
Total Passengers arriving by air	Thousands	46,122.1	49,955.8	56,367.6	12.8%	32,421.1	35,942.4	10.9%
International flights	Thousands	15,703.3	17,125.6	19,279.3	12.6%	11,485.4	12,477.6	8.6%
Domestic flights	Thousands	30,418.8	32,830.2	37,088.3	13.0%	20,935.7	23,464.8	12.1%
<b>Foreign countries by air and country of residence (Unidad de Política Migratoria)</b>								
United States of America	Thousands	6,630.3	7,348.5	8,604.6	17.1%	5,346.2	6,037.0	12.9%
Canada	Thousands	1,574.3	1,646.2	1,707.8	3.7%	1,138.7	1,131.0	-0.7%
<b>Movements cruise (SCT, Dirección General de Puertos)</b>								
Passenger in cruises	Thousands	4,348.9	5,563.1	5,923.5	6.5%	3,518.9	3,661.8	4.1%
Cruise's arrivals	Number	1,622.0	2,091.0	2,180.0	4.3%	1,304.0	1,302.0	-0.2%
<b>Hotel business** (SECTUR)</b>								
Porcentaje de ocupación hotelera	Percentage	55.6	57.1	59.6	247.2%	60.7	61.5	0.84
Arribo de turistas a habitaciones de hoteles	Thousands	47,184.0	49,649.0	52,611.0	6.0%	39,965.1	41,305.0	3.4%
<b>Number of tourist jobs*** (SECTUR based on ENOE)</b>								
Tourism employment	Thousands	3,628.2	3,641.0	3,803.4	4.5%	3,688.0	3,892.1	5.53%

\* Annual percentage change data for the last quarter of the current year compared to the last quarter of the previous year.

14/09/2016

\*\* 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.

NA Not apply

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

## Macroeconomic Indicators

### International

During 2016 the world economy will continue to grow at a moderate rate of 3.1%, very close to that observed in 2015 to observe a marginal recovery in 2017, according to information from the International Monetary Fund (IMF) level.

This behavior is differentiated between advanced and emerging economies considered:

- While advanced economies will moderate its growth rate to the expected lower growth of the economies of the US and the UK, as well as greater uncertainty in the euro area,
- In the case of emerging economies the start of a recovery is expected in 2016 over the previous year.

### National

- However, the adverse international environment Mexico's economy maintained a positive performance in the first half of 2016, growing 2.5% over the period from January to June 2015, the highest growth for a first quarter since 2012.
- Some components of GDP related to tourism such as air transport services, temporary accommodation services and preparation of food and beverages recorded annual growth of 18.1%, 4.4% and 4.8% respectively in the first half of 2016.
- In July, overall inflation remained below the target of 3.0% of the central bank by 2.7%.
- Considering the monthly change in July 2016 on the CPI, prices of air transport fell 13.78%, with a negative monthly 0.038 percentage point impact on inflation in general; while prices of tourist services in package fell 9.03%, with a negative impact of 0.055 percentage points over the same period.



## 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	2.50	2.60	3.31	3.02
OCDE	2.65	2.99	2.67	3.02
Banco de México Survey	2.16	2.52	3.13	3.42
Ministry of the Treasury and Public Credit	2.0 a 2.6	2.0 a 3.0	3.20	3.00

N.a. Not available.

Source: **IMF**, World Economic Outlook Database (July 2016); **OECD**, Economic Outlook (2016/06); **Banco de México**, Expectations Survey Economic Specialist Private Sector (01/09/16); **Secretaría de Hacienda y Crédito Público**, General Criteria for Economic Policy 2017 (September, 2016)

KEY ECONOMIC INDICATORS OF MEXICO								
Entries	2011	2012	2013	2014	2015	2016-I	2016-II	July-2016
General Economic Activity and Services Identified with Tourism								
<b>Gross Domestic Product</b>								
. Millions of current pesos	14,550,014	15,626,907	16,118,031	17,256,000	18,127,178	18,456,630	19,103,569	
. Constant prices annual variations in %	4.0	4.0	1.4	2.2	2.5	2.4	2.5	
<b>Tertiary activities</b>								
<b>- Air Transportation (481)</b>								
. Millions of current pesos	24,367.51	27,720.08	27,063.27	34,707.61	42,495.78	44,332.36	50,327.42	
. Constant prices annual variations in %	-0.35	7.31	8.06	9.42	16.95	17.27	18.90	
<b>- Temporary Lodging Services (721)</b>								
. Millions of current pesos	137,648.4	151,098.6	163,717.8	179,524.8	195,489.0	215,083.6	204,833.7	
. Constant prices annual variations in %	2.4	8.2	5.6	6.0	5.8	6.8	2.0	
<b>- Food and Beverages Preparation Services (722)</b>								
. Millions of current pesos	160,237.9	172,438.0	177,144.8	185,939.2	205,985.1	210,513.8	210,438.8	
. Constant prices annual variations in %	0.8	3.0	-1.7	-0.3	6.0	6.8	2.9	
Quarterly Indicators of Tourism Activity								
<b>Tourism Gross Domestic Product</b>								
. Constant prices annual variations in %	2.9	4.6	0.8	2.2	3.8	4.1		
<b>Internal Tourism Consumption</b>								
. Constant prices annual variations in %	1.8	2.9	0.9	1.1	6.4	6.5		
<b>- Domestic tourism consumption</b>								
. Constant prices annual variations in %	2.9	2.3	1.0	-0.6	3.2	3.1		
<b>- Ibound tourism consumption</b>								
. Constant prices annual variations in %	-6.2	7.8	0.5	15.0	29.1	24.5		
Tourism Employment								
<b>People Employed in the Tourism Sector*</b>								
	3,409,804	3,536,686	3,628,195	3,640,970	3,803,442	3,845,089	3,892,090	
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	18,067,868	18,326,071	18,348,131
. Permanent	13,101,612	13,637,937	14,123,077	14,570,291	15,170,986	15,471,791	15,760,953	15,782,822
. Non-permanent (urban and field)	2,052,031	2,218,200	2,286,225	2,420,433	2,553,236	2,596,077	2,565,118	2,565,309
<b>Unemployment National Rate ** (closing of the period)</b>								
. Total Percentage of PEA	4.51	4.40	4.89	4.28	4.52	4.04		3.75
Exchange Rate and Prices***								
<b>National Price Index (closing of the period)</b>								
Consumer (percent variation)	3.82%	3.57%	3.97%	4.08%	2.13%	2.60%	2.54%	2.65%
. Air transport (percent variation)	7.58%	-7.74%	0.20%	16.72%	3.17%	3.49%	9.62%	3.12%
. Hotel (percent variation)	6.41%	1.11%	3.14%	4.84%	4.18%	7.13%	5.90%	5.84%
. Package Tourist Services (percent variation)	5.72%	1.59%	4.90%	5.13%	7.62%	3.81%	6.66%	4.62%
. Restaurants (percent variation)	4.43%	4.20%	3.62%	6.03%	4.86%	4.78%	5.33%	5.30%
<b>Exchange Rate (peso / dollar)</b>								
. Average of the period	12.4233	13.1695	12.7720	13.2925	15.8483	18.0667	18.6471	18.5699
Business Cycle Indicators and Consumer Confidence (monthly difference****)								
. Coincident Indicator	0.060	-0.064	-0.031	0.027	-0.015	-0.017	ND	ND
. Forward Indicator	0.027	0.094	0.006	-0.094	-0.104	-0.060	-0.029	ND
. Confidence Consumer Index	0.113	0.072	-0.266	0.058	-0.017	-0.070	0.001	ND

N.a. Not available.

N/A: Not applicable (because the information is only annual and quarterly. No monthly data available for this series).

\* 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.