

# Results of Tourism Activity

Mexico, August 2016



**Undersecretariat of Planning and  
Tourism Policy**

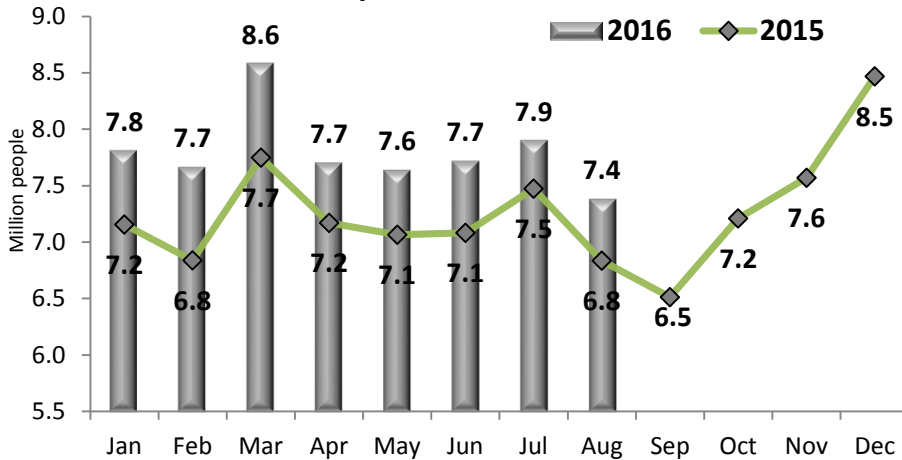
Reporting Date: October 12 , 2016

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-August period of 2016 was 62.4 million, which represents an increase of 8.8%. In August 2016, 7.4 million travelers arrived, 8.0% more than the number registered in the same month last year (6.8 million travelers). This is the highest level for August since 2010.

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



January-August	Million visitors	Change %
2015	57.4	
2016	62.4	8.8%

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

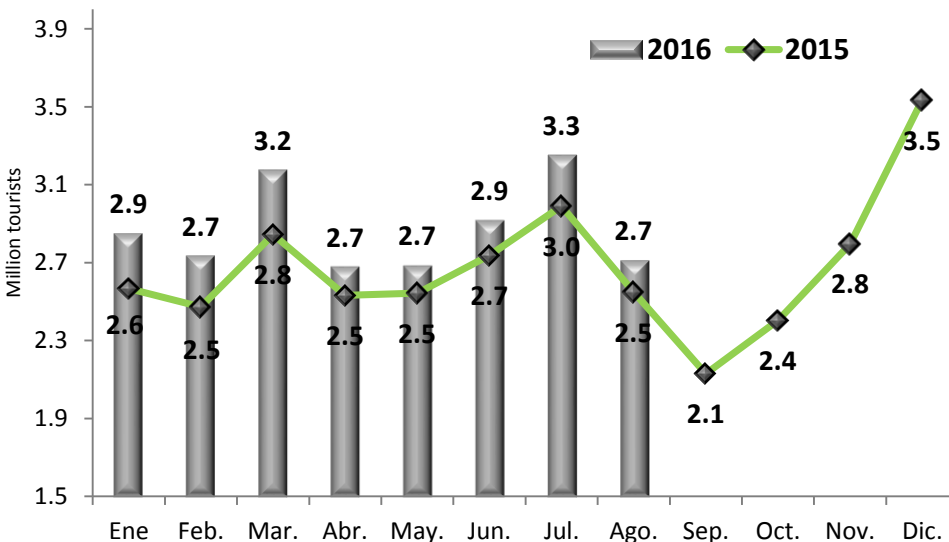
Source: Balance of payments, Banco de México.

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

## International tourists

**Chart 2.** The arrival of international tourists during January-August of 2016 was 23.0 million, an increase of 8.4%. In August 2016, international tourists arrivals reached 2.7 millions, which represents an annual increase of 6.5%. This is the highest number for August since 2010.

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



January-August	Million tourists	Change %
2015	21.2	
2016	23.0	8.4%

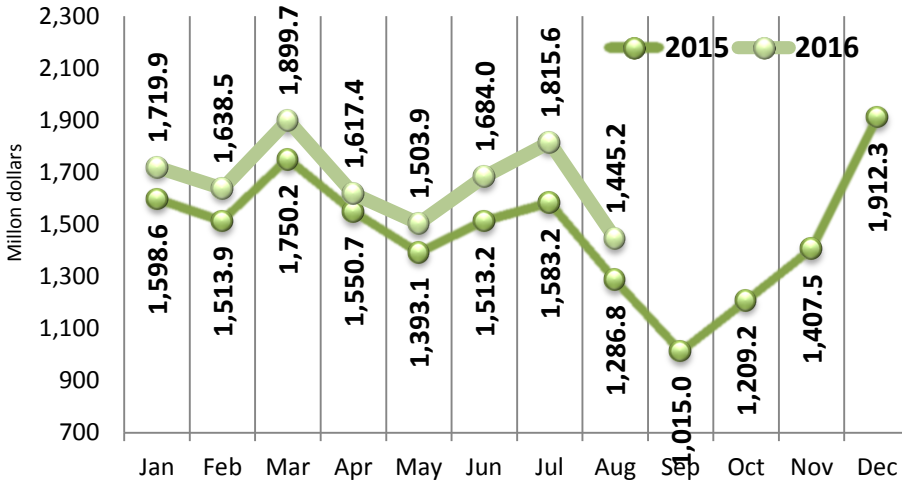
Source: Balance of payments, Banco de México.

<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-August of 2016 was 13,324 million, an increase of 9.3%.

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



January-August	Million dollars	Change %
2015	12,190	
2016	13,324	9.3%

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-August of 2016 recorded 6,714 million, an amount 19.7% 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-August	Million dollars	Change %
2015	5,610	
2016	6,714	19.7%

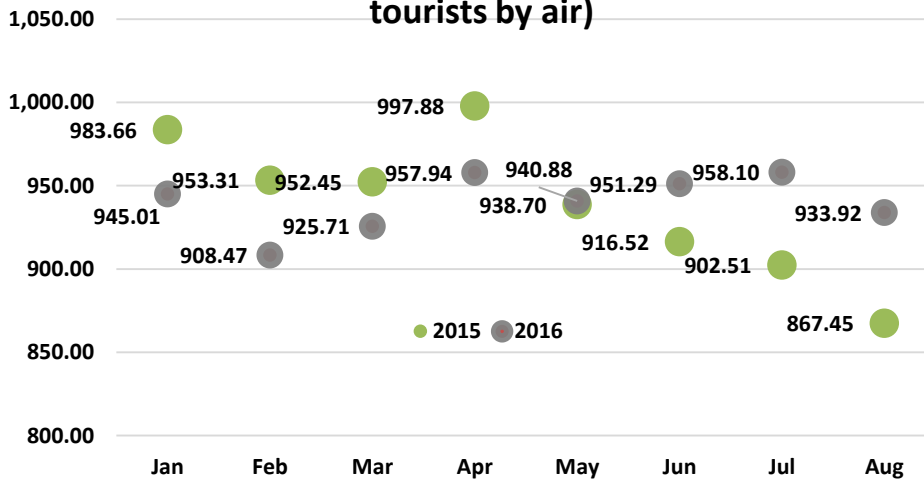
Source: Balance of payments, Banco de México.

<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 939.9 dollars during January-August 2016, the same value compared to January-August 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-August	Dollars	Change %
2015	939.9	
2016	939.9	0.0%

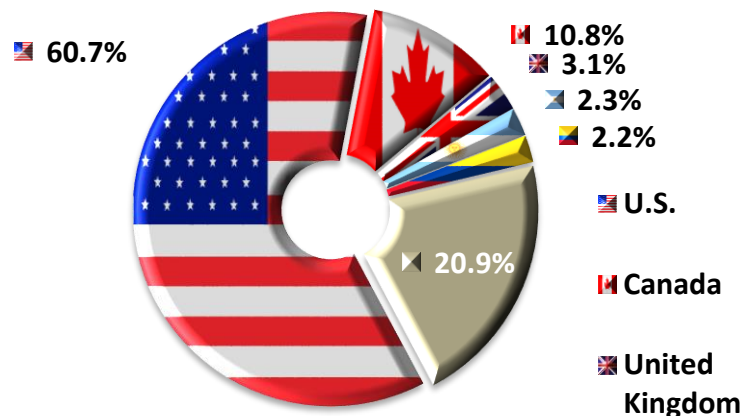
Source: Balance of payments, Banco de México.

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

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

**Chart 6.** In January-August of 2016, the arrival of foreign air-coming visitors who reside in the **United States**, accounted for **60.7%**.

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".

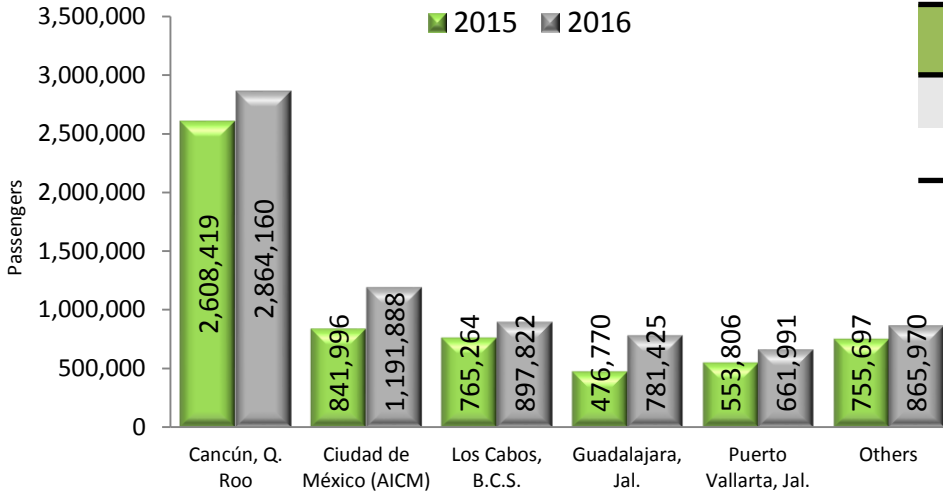
Source: Migration Policy Unit, SEGOB.

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

## Foreign passengers arriving by Air (American)

**Chart 7.** American residents who arrived by air to Mexico increased 12.1% in January-August 2016 in comparison to the same period 2015, reaching 6.7 million passengers who arrived mainly by Cancun Airport, followed by Mexico City Airport.

**Chart 7. American Residents per Airport**



January-August	Passengers	Change %
2015	6,001,952	
2016	6,726,593	12.1%

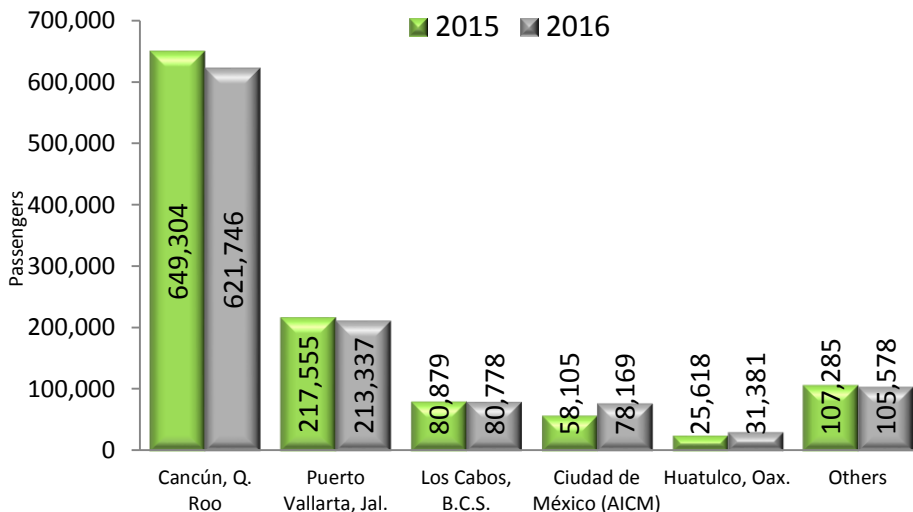
Source: Migration Policy Unit, SEGOB.

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

## Foreign passengers arriving by Air (Canadian)

**Chart 8.** Canadian residents who arrived by air to México were 1.0% lower during January-August of 2016 in comparison with the same period of 2015, reaching 1,196,084 passengers who arrived mainly by Cancun Airport, followed by Puerto Vallarta Airport.

**Chart 8. Canadian Residents per Airport**



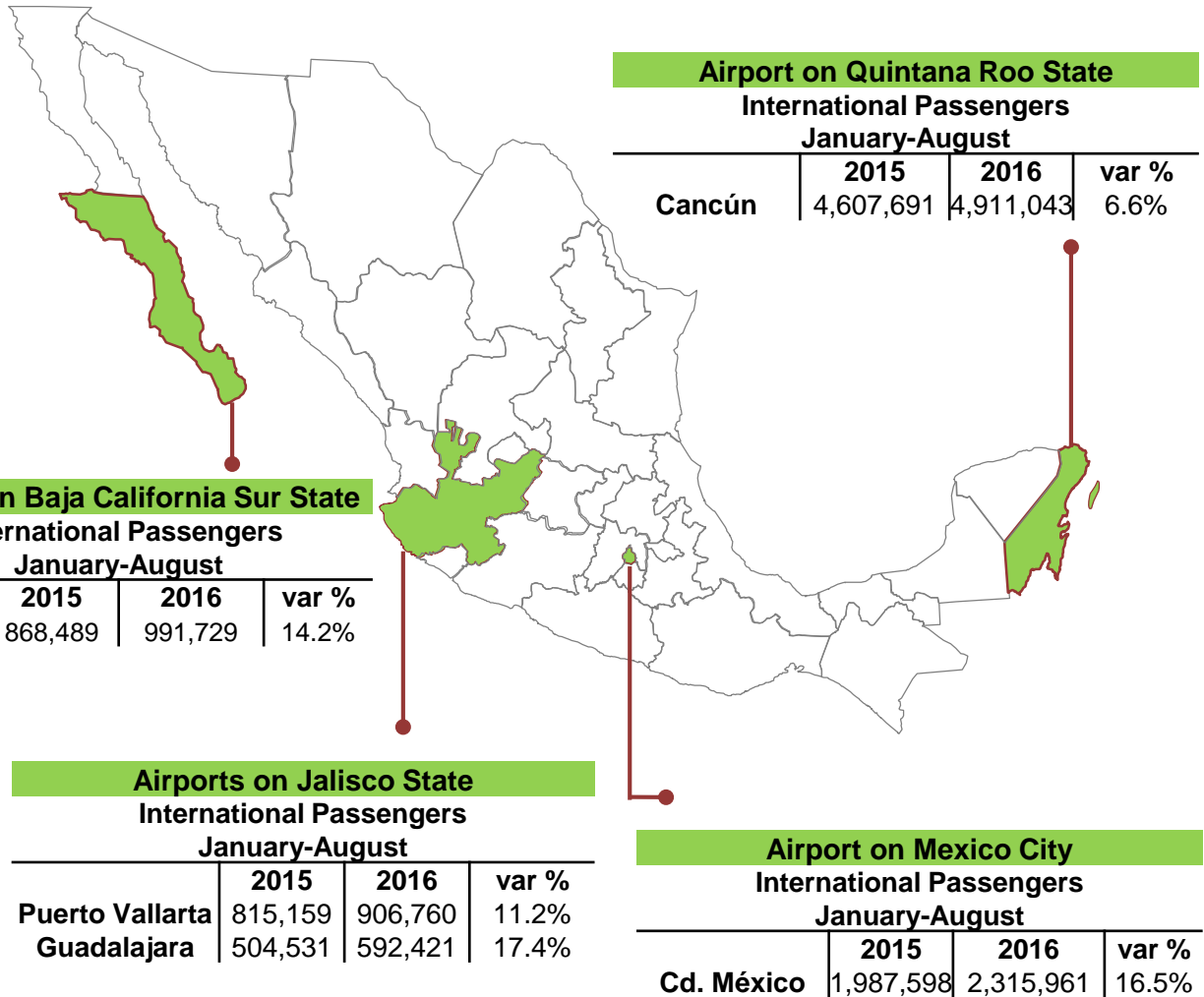
January-August	Passengers	Change %
2015	1,208,108	
2016	1,196,084	-1.0%

Source: Migration Policy Unit, SEGOB.

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

## Main airports

**Figure 1.** In January-August 2016 the airports with the highest number of foreign passengers were: Cancún (4,911,043); Ciudad de México (2,315,961); Cabo San Lucas (991,729); Puerto Vallarta (906,760); y Guadalajara (592,421); which represents 90.5% of all foreign passengers.



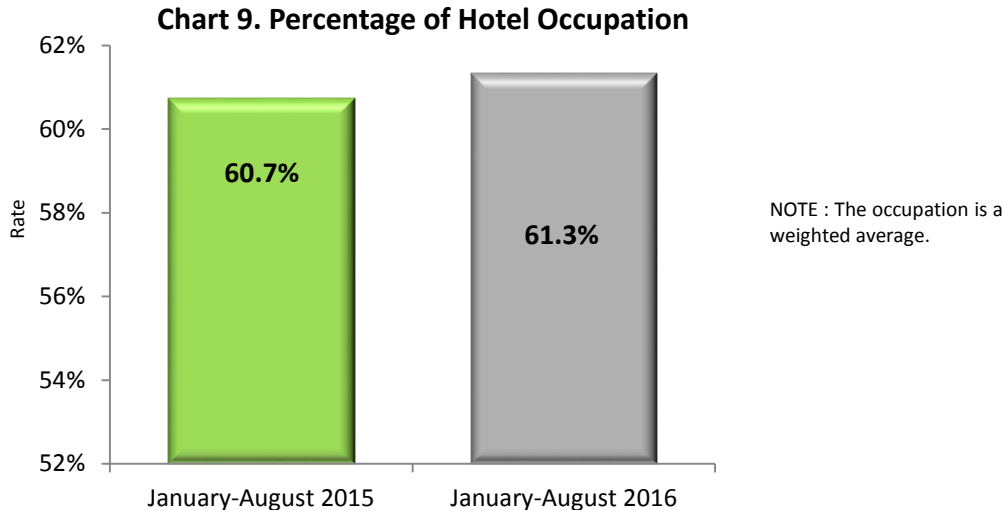
Source: Migration Policy Unit, SEGOB.  
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20Por%20Residencia.aspx>

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.



## Percentage of Hotel Occupation

**Chart 9.** The percentage of hotel occupation of a group of 70 resorts during January-August of 2016 was 61.3%, 0.6 percentage points higher in comparison to the same period last year.

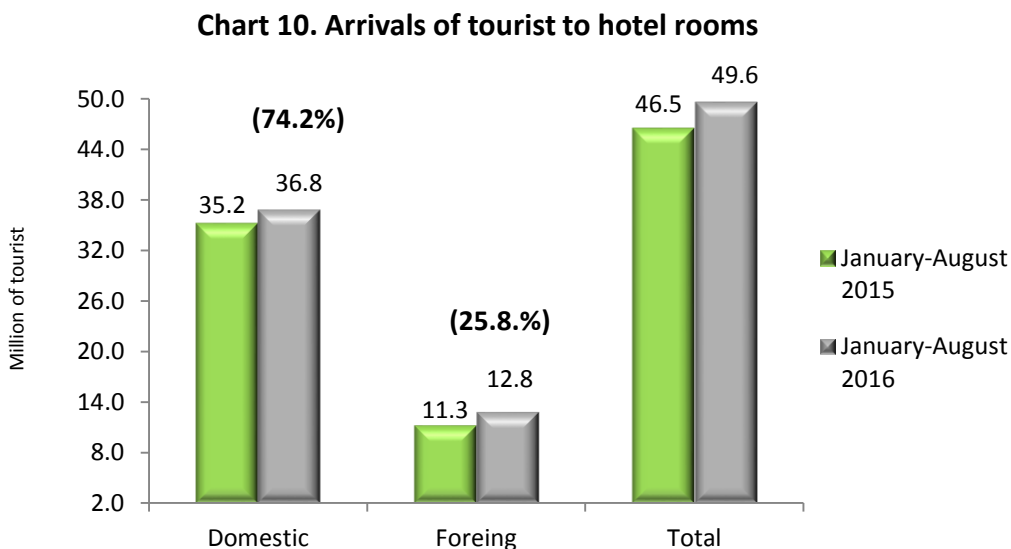


Source: Information of 70 resorts monitored by the Mexico's Tourism Information Statistics National System, DataTur.

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

## Arrival of tourists to Hotels

**Chart 10.** During January-August of 2016, the arrival of domestic tourists to hotel rooms was over 36.8 million tourists (74.2%), the remaining arrivals (25.8%) correspond to foreign tourists.



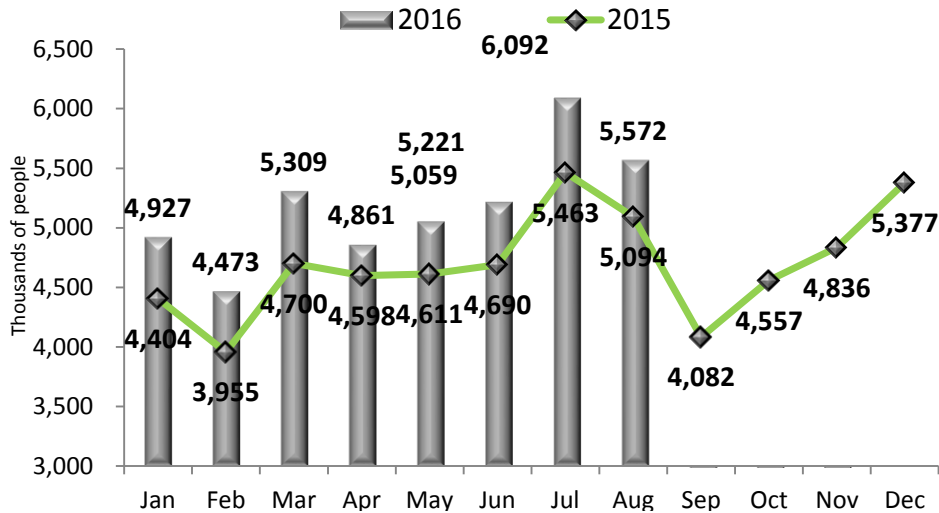
Source: Information of 70 resorts monitored by the Mexico's Tourism Information Statistics National System, DataTur.

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

## Air Transportation

**Chart 11.** The number of passengers arriving by air during January-August 2016 was 41.5 million passengers, representing three million 999 thousand passengers additional (10.7%) in comparison to the same period last year.

**Chart 11. Total air Passengers**

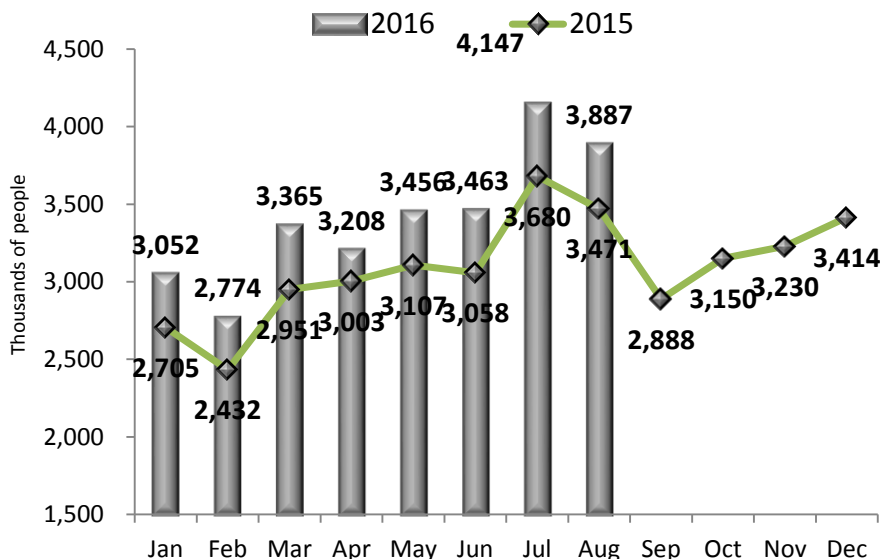


January-August	Million passengers	Change %
2015	37.5	
2016	41.5	10.7%

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-August 2016 was 27.3 million passengers, representing 2.9 millions of additional passengers (12.1%), in comparison to the same period of the last year.

**Chart 12. Passengers in Domestic Flights**



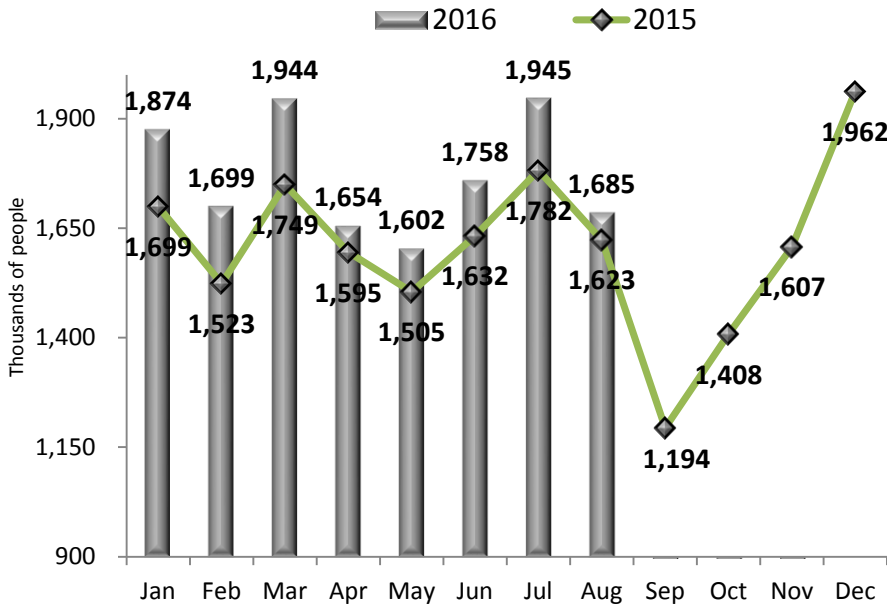
January-August	Million passengers	Change %
2015	24.4	
2016	27.3	12.1%

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-August of 2016, the number of passengers arriving by air on international flights increased 8.0%, with 14.2 million passengers, exceeding for one million passengers the amount of January-August of 2015.

**Chart 13. Passengers on International Flights**



January-August	Million passengers	Change %
2015	13.1	
2016	14.2	8.0%

Preliminary figures.

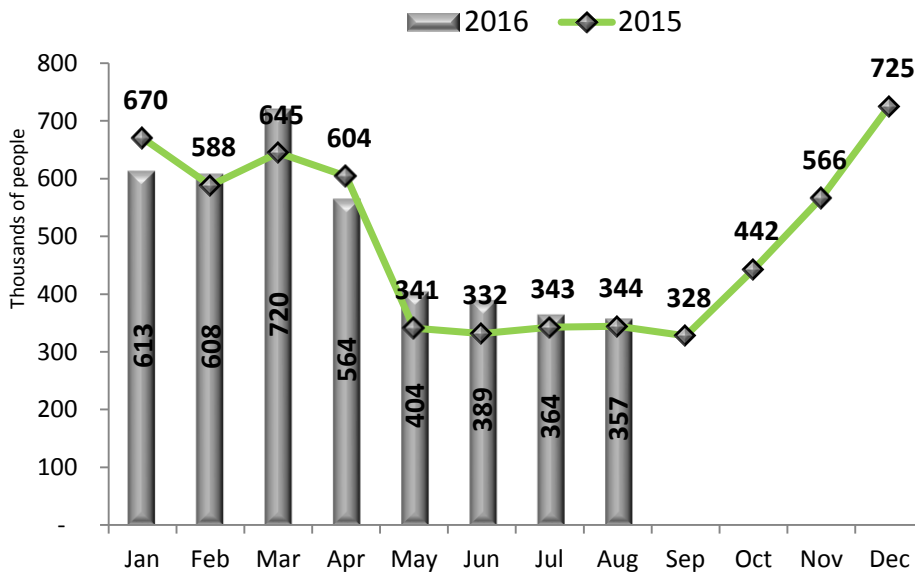
Source: Airports and Auxiliary Services.

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

## Maritime transportation

**Chart 17.** During January-August 2016, the number of cruise passengers was 4.0 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**

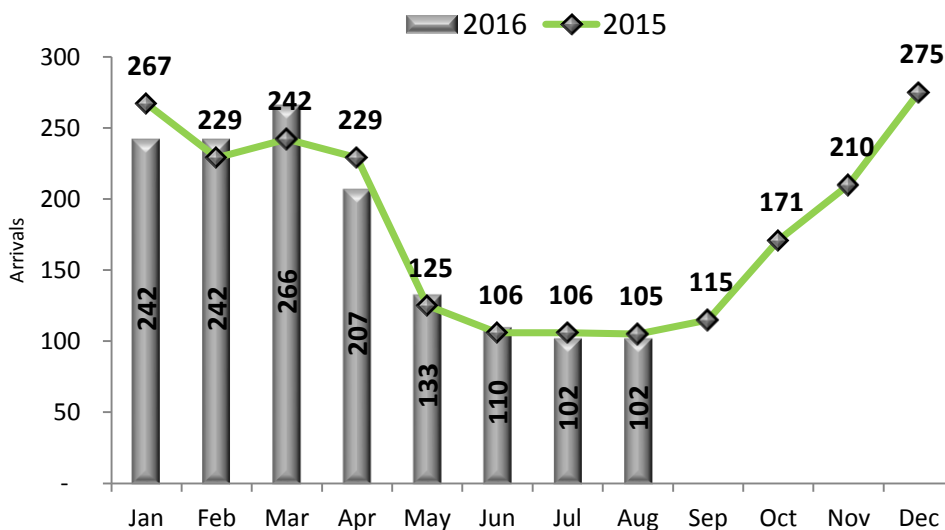


January-August	Thousand pasengers	Change %
2015	3,867.3	
2016	4,019.2	3.9%

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-August 2016 decreased by five, reaching 1.4 thousands, an decrease of 0.4% with respect to the same period of previous year.

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

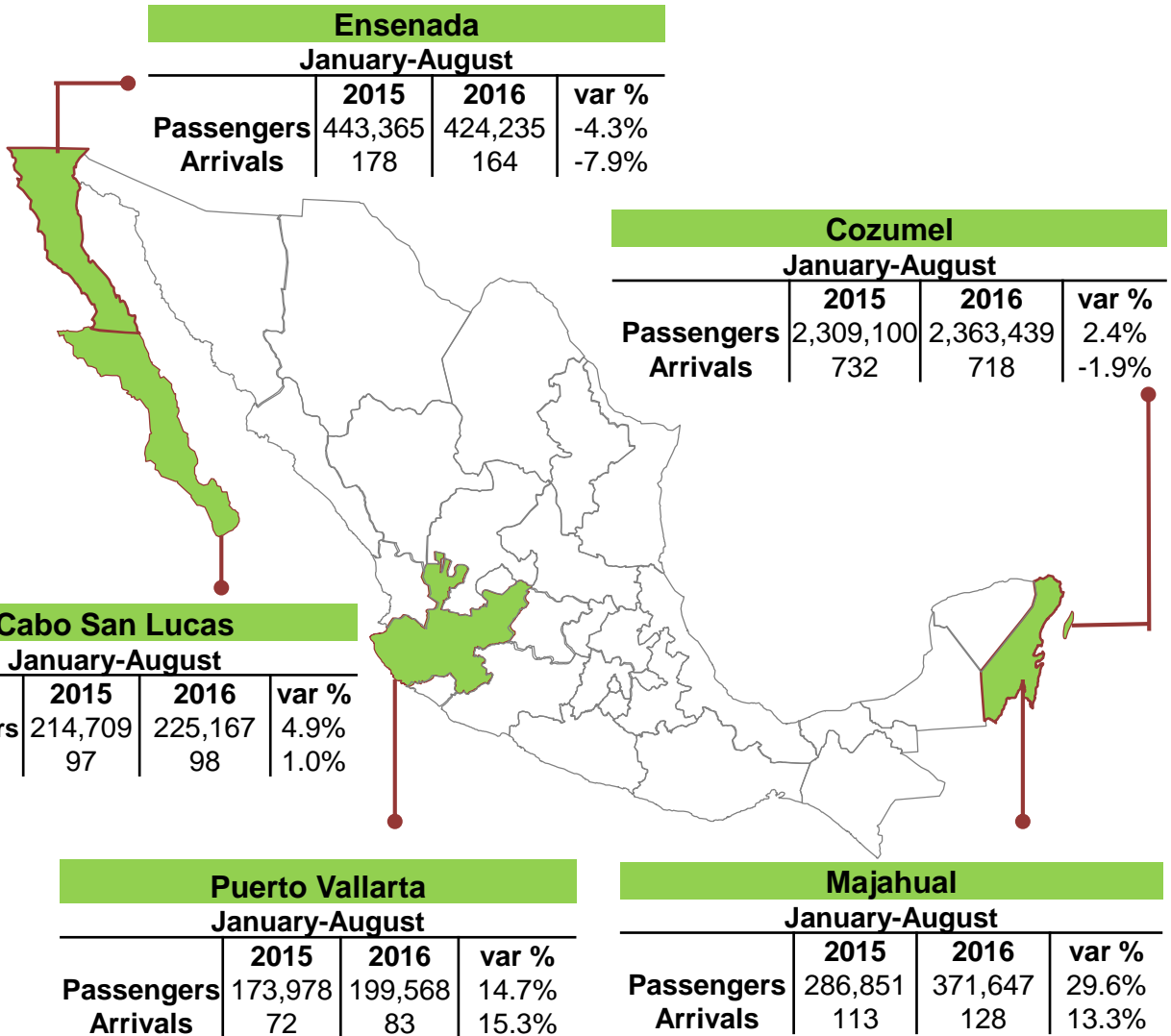


January-August	Arrivals	Change %
2015	1,409	
2016	1,404	-0.4%

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-August 2016 the ports that received the highest number of passengers were the following: Cozumel, Ensenada and Majahual; representing 78.6% of total arrivals during January-August 2016.



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-August)		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%	12,189.8	13,324.2	9.3%
Outbound traveler expenditures	Million dollars	9,122.4	9,605.8	10,098.1	5.1%	6,578.9	6,609.8	0.5%
International travelers balance	Million dollars	4,826.6	6,602.6	7,635.6	15.6%	5,610.9	6,714.4	19.7%
<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%	57,369.3	62,402.2	8.8%
International tourists	Thousand	24,150.5	29,345.6	32,093.3	9.4%	21,230.6	23,013.2	8.4%
Long-stay tourists	Thousand	14,561.9	15,999.9	18,307.2	14.4%	12,131.7	13,582.4	12.0%
Border tourists	Thousand	9,588.6	13,345.7	13,786.1	3.3%	9,098.9	9,430.8	3.6%
Same-day travelers	Thousand	53,949.7	51,696.5	55,035.3	6.5%	36,138.7	39,389.0	9.0%
In border area travelers	Thousand	49,394.2	45,911.2	48,920.5	6.6%	32,152.6	35,173.5	9.4%
In cruises travelers	Thousand	4,555.4	5,785.2	6,114.8	5.7%	3,986.1	4,215.5	5.8%
<b>Inbound travelers expenditure (Million dollars)</b>								
International visitors	Million dollars	13,949.0	16,208.4	17,733.7	9.4%	12,189.8	13,324.2	9.3%
International tourists	Million dollars	11,853.8	14,320.0	15,825.7	10.5%	10,913.5	12,040.3	10.3%
Long-stay tourists	Million dollars	11,311.5	13,579.9	15,035.0	10.7%	10,383.8	11,529.8	11.0%
Border tourists	Million dollars	542.2	740.1	790.7	6.8%	529.8	510.4	-3.7%
Same-day travelers	Million dollars	2,095.2	1,888.4	1,908.0	1.0%	1,276.2	1,283.9	0.6%
In border area travelers	Million dollars	1,737.1	1,469.6	1,508.9	2.7%	1,008.5	1,031.7	2.3%
In cruises travelers	Million dollars	358.1	418.8	399.2	-4.7%	267.7	252.2	-5.8%
<b>Average expenditure (dollars)</b>								
International visitors	Dollars	178.6	200.0	203.5	1.8%	212.5	213.5	0.5%
International tourists	Dollars	490.8	488.0	493.1	1.1%	514.0	523.2	1.8%
Long-stay tourists	Dollars	776.8	848.8	821.3	-3.2%	855.9	848.9	-0.8%
Border tourists	Dollars	56.5	55.5	57.4	3.4%	58.2	54.1	-7.0%
Same-day travelers	Dollars	38.8	36.5	34.7	-5.1%	35.3	32.6	-7.7%
In border area travelers	Dollars	35.2	32.0	30.8	-3.6%	31.4	29.3	-6.5%
In cruises travelers	Dollars	78.6	72.4	65.3	-9.8%	67.2	59.8	-10.9%
<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%	37,514.9	41,514.3	10.7%
International flights	Thousands	15,703.3	17,125.6	19,279.3	12.6%	13,108.1	14,162.9	8.0%
Domestic flights	Thousands	30,418.8	32,830.2	37,088.3	13.0%	24,406.8	27,351.5	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%	6,002.0	6,726.6	12.1%
Canada	Thousands	1,574.3	1,646.2	1,707.8	3.7%	1,208.1	1,196.1	-1.0%
<b>Movements cruise (SCT, Dirección General de Puertos)</b>								
Passenger in cruises	Thousands	4,348.9	5,563.1	5,929.2	6.6%	3,867.3	4,019.2	3.9%
Cruise's arrivals	Number	1,622.0	2,091.0	2,180.0	4.3%	1,409.0	1,404.0	-0.4%
<b>Hotel business** (SECTUR)</b>								
Porcentaje de hotel ocupación	Percentage	55.6	57.1	59.6	247.2%	60.7	61.3	0.6
Arrival of tourists to hotel rooms	Thousands	47,184.0	49,649.0	52,611.0	6.0%	46,493.6	49,631.0	6.7%
<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.

\*\* 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

The forces shaping the global outlook—both those operating over the short term and those operating over the long term—point to subdued growth for 2016 and a gradual recovery thereafter, as well as to downside risks. These forces include:

- New shocks, such as Brexit—the June 23, 2016, U.K. referendum result in favor of leaving the European Union;
- Ongoing realignments, such as rebalancing in China and the adjustment of commodity exporters to a protracted decline in the terms of trade; and
- Slow-moving trends, such as demographics and the evolution of productivity growth; as well as noneconomic factors, such as geopolitical and political uncertainty. The subdued recovery also plays a role in explaining the weakness in global trade and persistently low inflation.

### 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 August, overall inflation remained below the target of 3.0% of Banxico by 2.7%.
- Considering the monthly change in August 2016 on the CPI, prices of air transport fell 13.8%, 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	2.10	2.30	3.31	3.02
OCDE	2.65	2.99	2.67	3.02
Banco de México Survey	2.13	2.36	3.18	3.45
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 (october 2016); **OECD**, Economic Outlook (2016/06); **Banco de México**, Expectations Survey Economic Specialist Private Sector (03/10/16); **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	August-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	16,118,031	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	
<b>Quarterly Indicators of Tourism Activity</b>								
<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>- Inbound tourism consumption</b>								
. Constant prices annual variations in %	-6.2	7.8	0.5	15.0	29.1	24.5		
<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	3,845,089	3,892,090	
<b>Total number of IMSS-insure Workers an Unemployment Rate</b>								
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	18,466,227
. Permanent	13,101,612	13,637,937	14,123,077	14,570,291	15,170,986	15,471,791	15,760,953	15,860,849
. 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	2,605,378
<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		
<b>Exchange Rate and Prices***</b>								
<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%	2.73%
. Air transport (percent variation)	7.58%	-7.74%	0.20%	16.72%	3.17%	3.49%	9.62%	-0.29%
. Hotel (percent variation)	6.41%	1.11%	3.14%	4.84%	4.18%	7.13%	5.90%	6.09%
. Package Tourist Services (percent variation)	5.72%	1.59%	4.90%	5.13%	7.62%	3.81%	6.66%	5.00%
. Restaurants (percent variation)	4.43%	4.20%	3.62%	6.03%	4.86%	4.78%	5.33%	5.40%
<b>Exchange Rate (peso / dollar)</b>								
. Average of the period	12.4233	13.1695	12.7720	13.2925	15.8483	18.0667	18.6471	18.4760
<b>Business Cycle Indicators and Consumer Confidence (monthly difference****)</b>								
. 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	0.026
. Confidence Consumer Index	0.113	0.072	-0.266	0.058	-0.017	-0.070	0.001	-0.225

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.