

# Results of Tourism Activity

Mexico, November 2016



Asientos, Aguascalientes.



Tapijulapa, Tabasco.

Undersecretariat of Planning and  
Tourism Policy

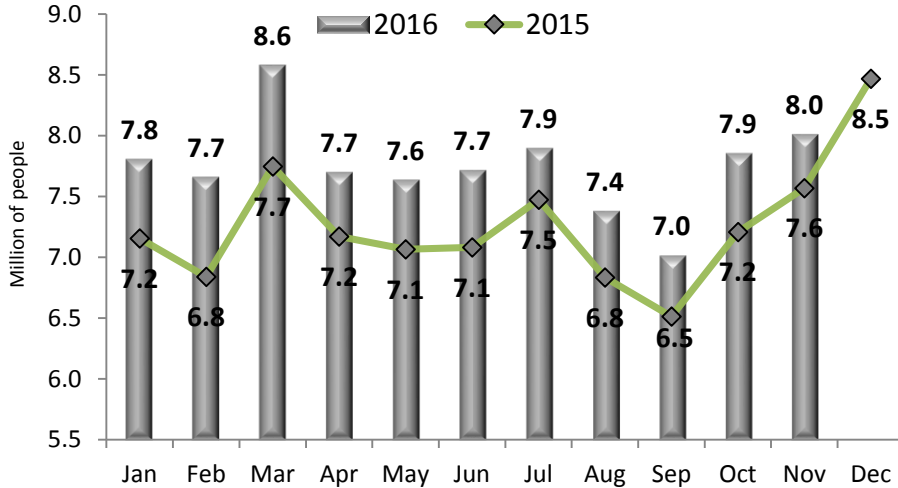
Reporting Date: January 11, 2016

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-November period of 2016 was 85.3 million, which represents an increase of 8.4%. In November 2016, 8.0 million travelers arrived, 5.9% more than the number registered in the same month last year (7.6 million travelers). This is the highest level for November since 2010.

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



January-November	Million visitors	Change %
2015	78.6	
2016	85.3	8.4%

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

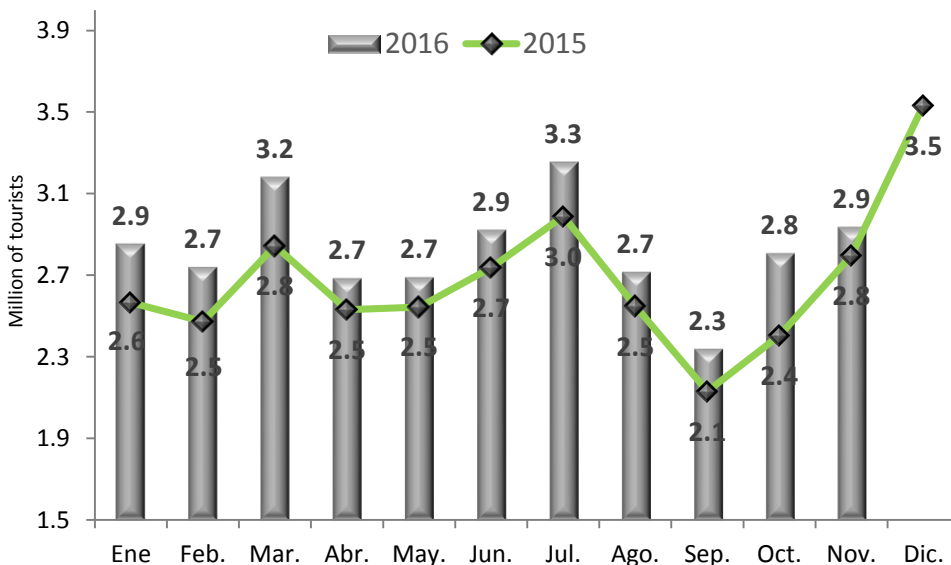
Source: Balance of payments, Banco de México.

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

## International tourists

**Chart 2.** The arrival of international tourists during January-November 2016 was 31.1 million, an increase of 8.8%. In November 2016, international tourists arrivals reached 2.9 millions, which represents an annual increase of 4.9%. This is the highest number for November since 2010.

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



January-November	Million tourists	Change %
2015	28.6	
2016	31.1	8.8%

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

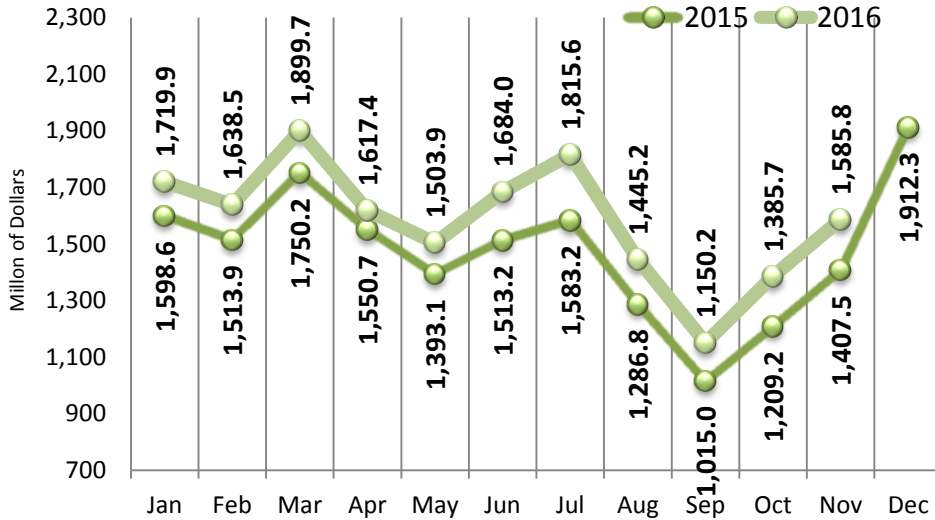
Source: Balance of payments, Banco de México.

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

## Foreign Currency Income by International visitors

**Chart 3.** The income of foreign exchange from international visitors during January-November 2016 was 17,446 million dollars, an increase of 10.3%.

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



January-November	Million dollars	Change %
2015	15,821	
2016	17,446	10.3%

\* 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>

## Tourism Balance by International visitors

**Chart 4.** The balance of international visitors during January-November of 2016 recorded 8,185 million, an amount 22.1% 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-November	Million dollars	Change %
2015	6,705	
2016	8,185	21.1%

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

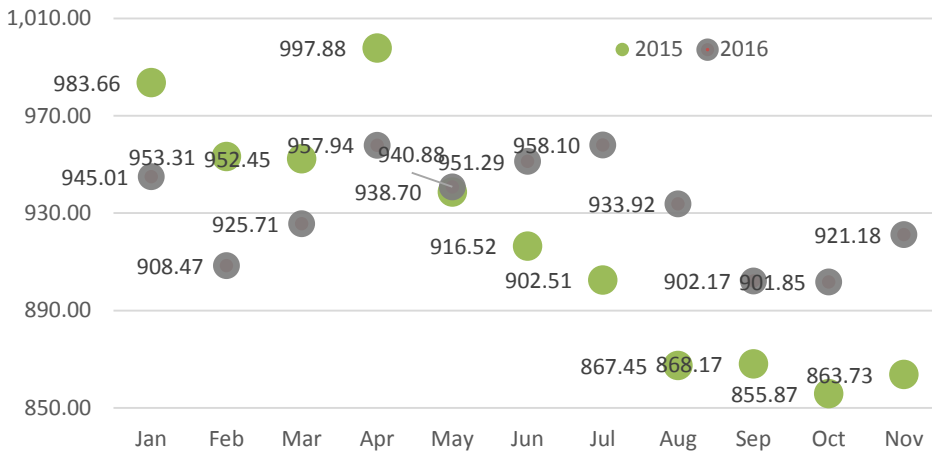
Source: Balance of payments, Banco de México.

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

## Average Expenditure of International tourists by air

**Chart 5.** The average monthly expenditure of international tourists by air was 932.8 dollars during January-November 2016, an amount 1.2% above of the observed in the same period of 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-November	Dollars	Change %
2015	921.7	
2016	932.8	1.2%

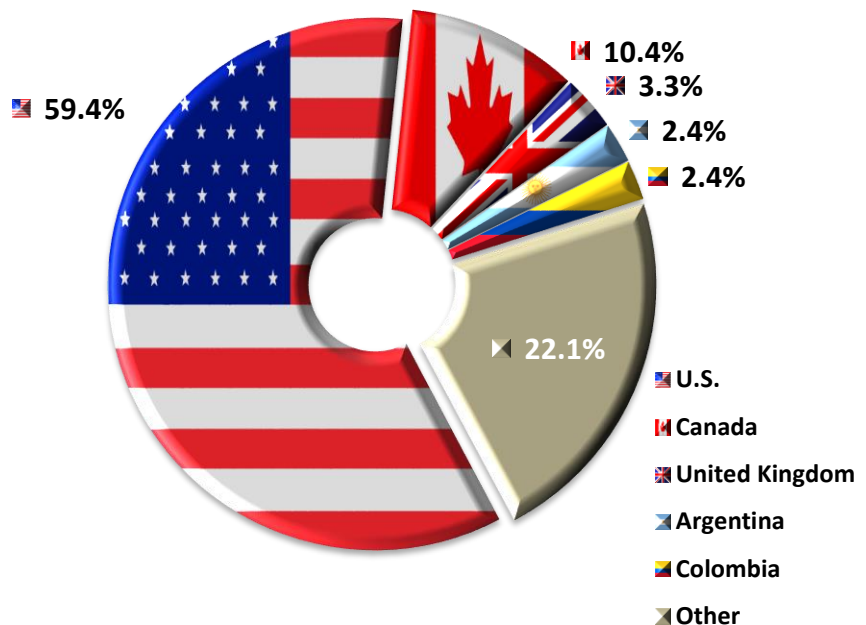
\* NOTE: In the charts, the sum of monthly data may not correspond to the cumulative period, due to rounding .

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

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

**Chart 6.** In January-November of 2016, the arrival of foreign air-coming visitors who reside in the **United States**, accounted for **59.4%**.

From Latin America and the Caribbean, the country of residence with the highest number of foreign arrivals into México was **Argentina** and **Colombia** with **2.4%** 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".

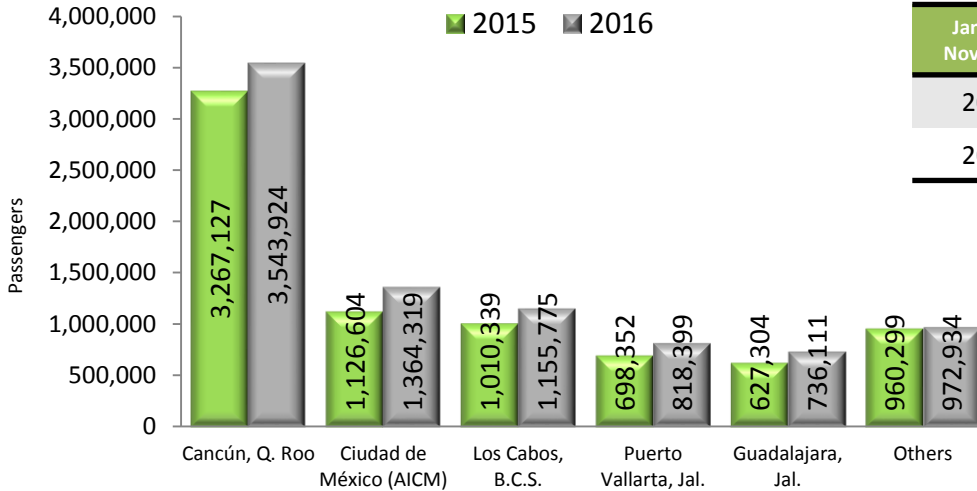
Source: Migration Policy Unit, SEGOB.  
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20Por%20Nacionalidad.aspx>



## Foreign passengers arriving by Air (American)

**Chart 7.** The arrivals of American residents by air to Mexico increased 11.7% in January-November 2016 in comparison to the same period 2015, reaching 8.6 million passengers who arrived mainly by Cancun Airport, followed by Mexico City Airport.

**Chart 7. American Residents per Airport**



January-November	Passengers	Change %
2015	7,690,025	
2016	8,591,462	11.7%

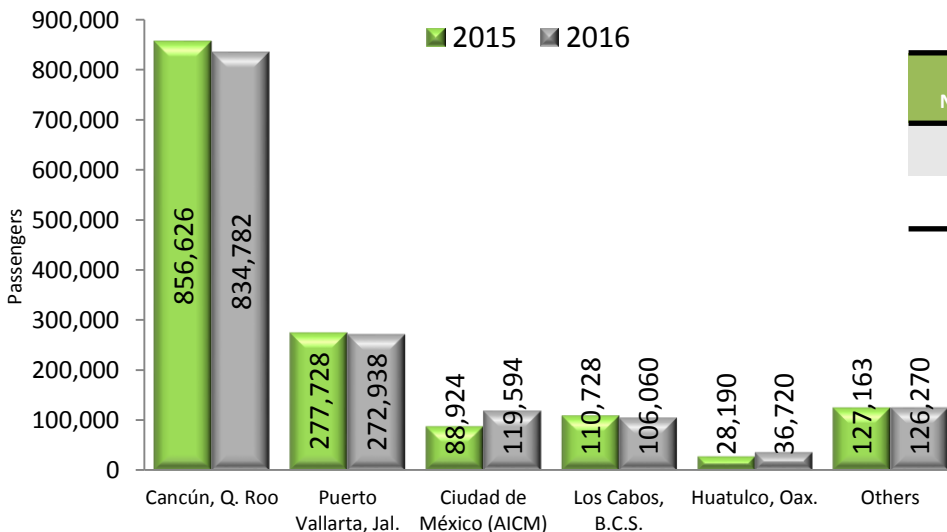
Source: Migration Policy Unit, SEGOB.

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

## Foreign passengers arriving by Air (Canadian)

**Chart 8.** The arrivals of Canadian residents by air to México were 0.5% lower during January-November 2016 in comparison with the same period of 2015, reaching 1,496,364 passengers who arrived mainly by Cancun Airport, followed by Puerto Vallarta Airport.

**Chart 8. Canadian Residents per Airport**



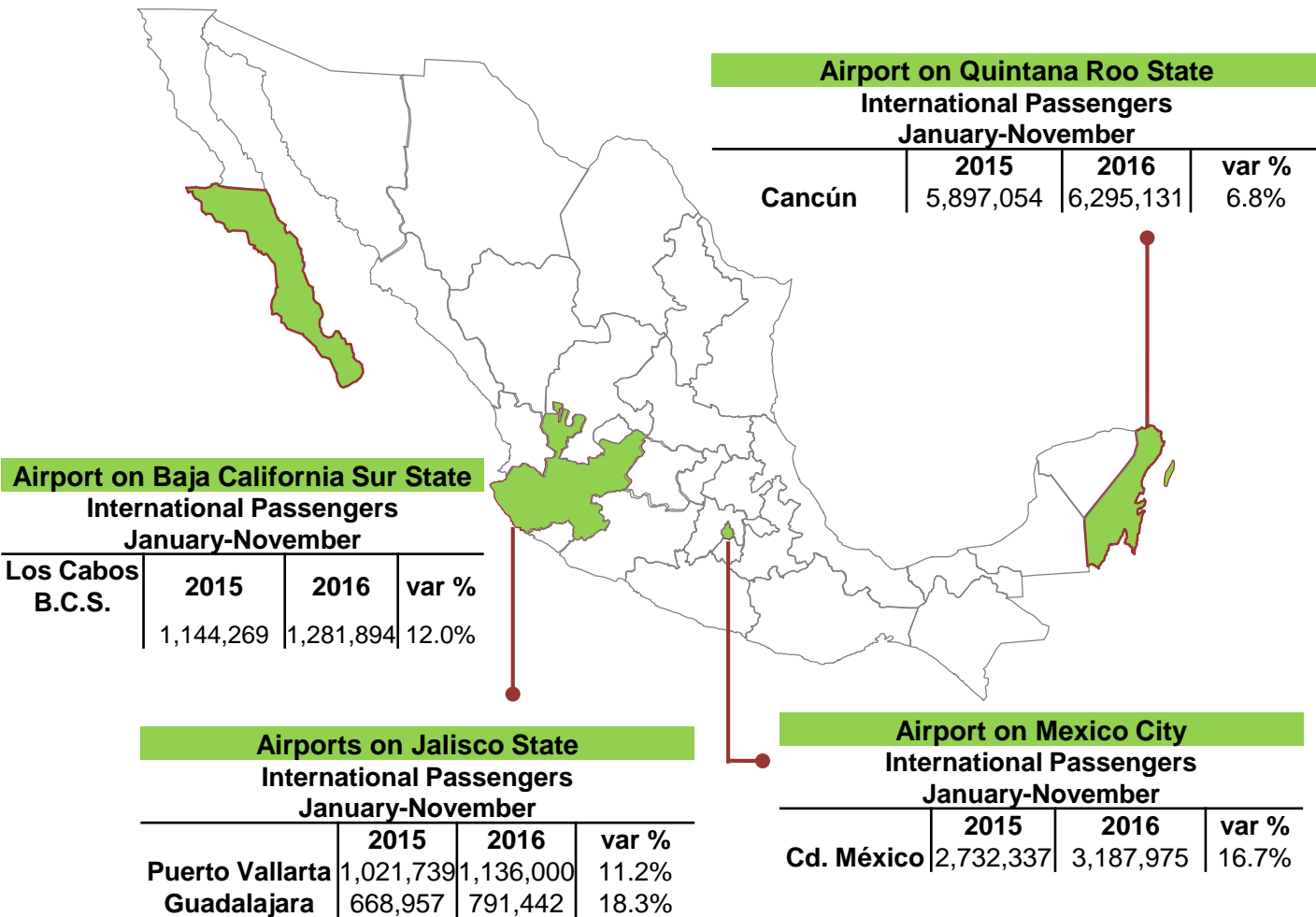
January-November	Passengers	Change %
2015	1,489,359	
2016	1,496,364	0.5%

Source: Migration Policy Unit, SEGOB.

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

## Main airports

**Figure 1.** In January-November 2016 the airports with the highest number of foreign passengers were: Cancún (6,295,131); Ciudad de México (3,187,975); Los Cabos (1,281,894); Puerto Vallarta (1,136,000); y Guadalajara (791,442), which represents 90.7% of all foreign passengers.



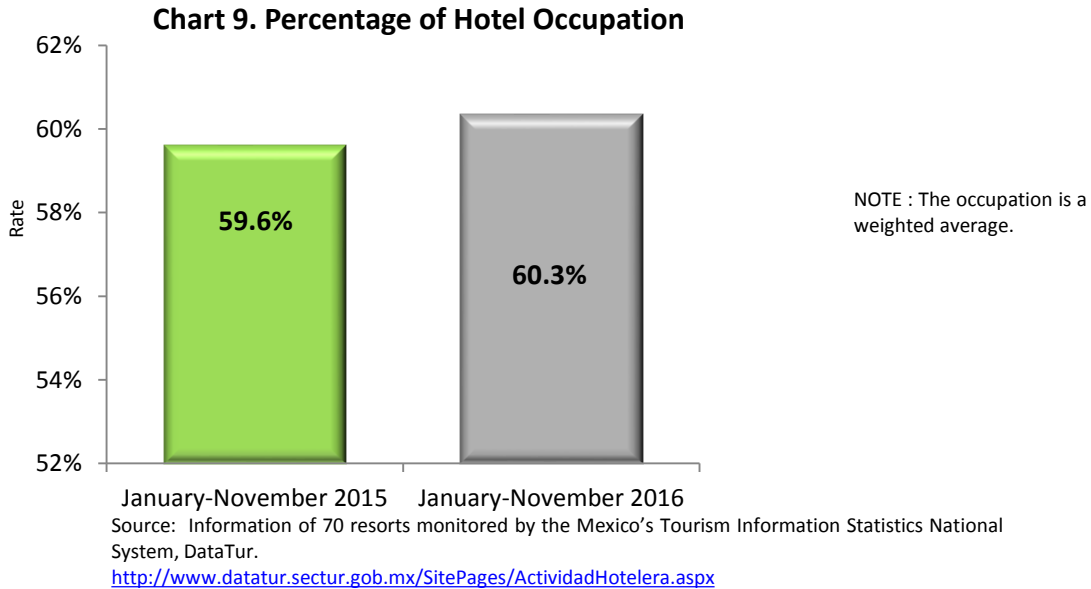
Source: Migration Policy Unit, SEGOB.

<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.

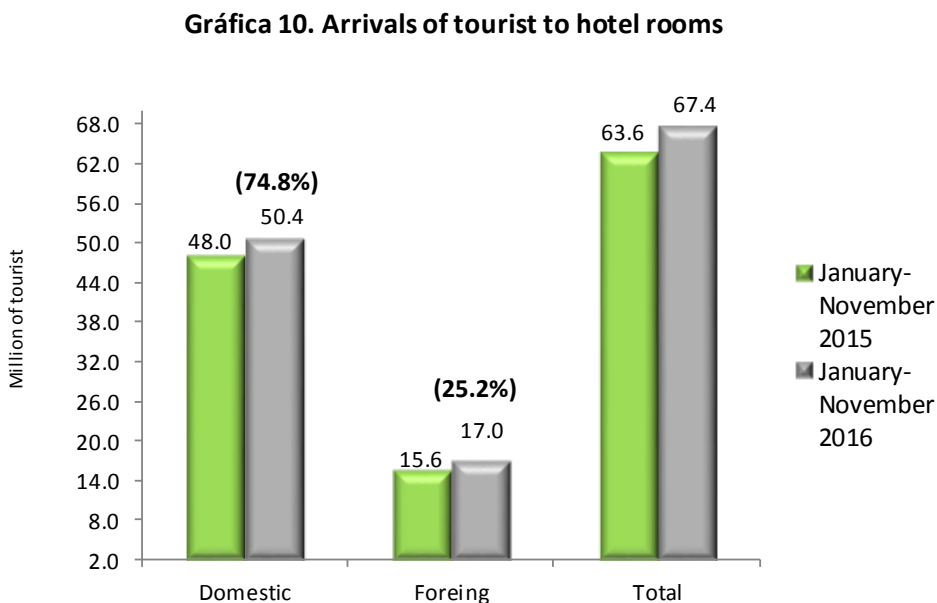
## Percentage of Hotel Occupation

**Chart 9.** The percentage of hotel occupation of a group of 70 resorts during January-November of 2016 was 60.3%, 0.8 percentage points higher in comparison to the same period last year.



## Arrival of tourists to Hotels

**Chart 10.** During January-November of 2016, the arrival of domestic tourists to hotel rooms was over 50.4 million tourists (74.8%), the remaining arrivals (25.2%) correspond to foreign tourists.

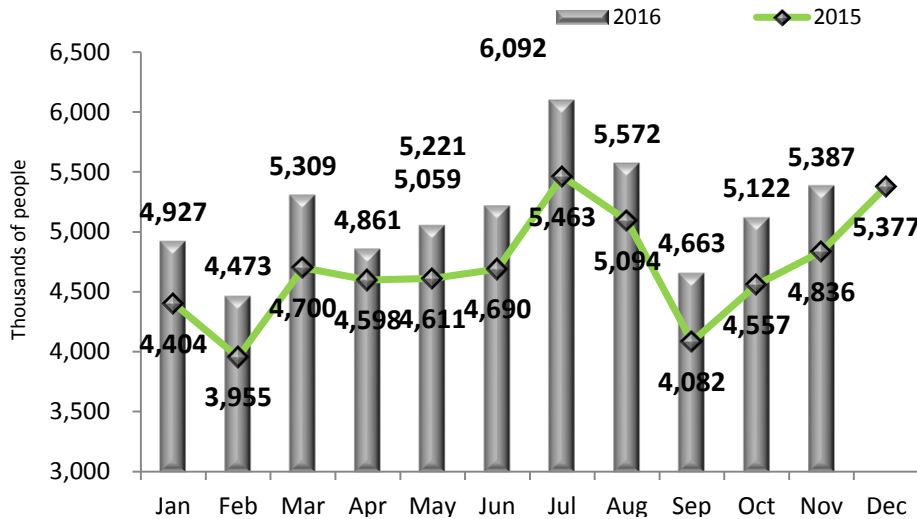


Source: Information of 70 resorts monitored by the Mexico's Tourism Information Statistics National System, DataTur.  
<http://www.datatur.sectur.gob.mx/SitePages/ActividadHotelera.aspx>

## Air Transportation

**Chart 11.** The number of passengers arriving by air during January-November 2016 was 56.7 million passengers, representing five million 695 thousand passengers additional (11.2%) in comparison to the same period last year.

**Chart 11. Total Passengers**

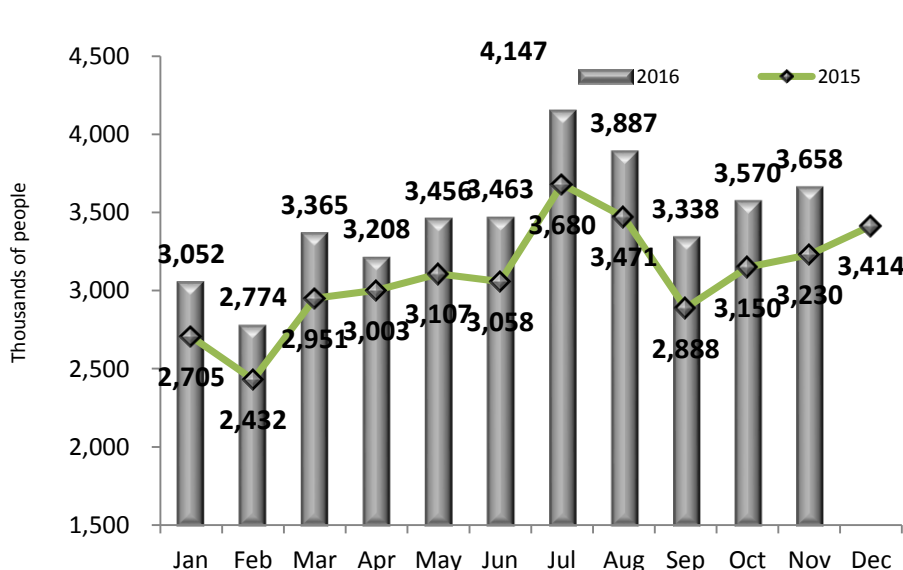


January-November	Million passengers	Change %
2015	51.0	
2016	56.7	11.2%

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-November 2016 was 37.9 million passengers, representing 4.2 millions of additional passengers (12.6%), in comparison to the same period of the last year.

**Chart 12. Passengers in Domestic Flights**



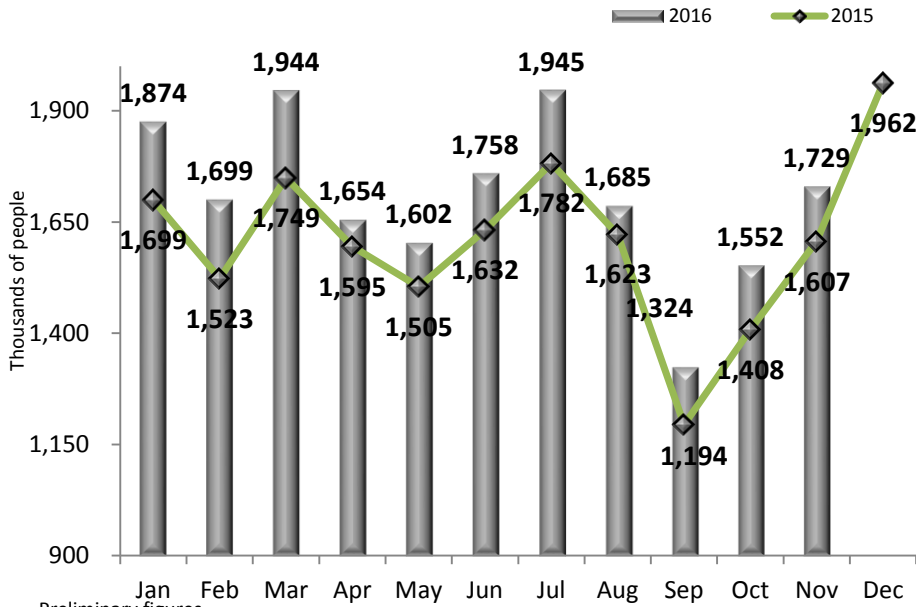
January-November	Million passengers	Change %
2015	33.6	
2016	37.9	12.6%

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 13.** In January-November of 2016, the number of passengers arriving by air on international flights increased 8.4%, with 18.7 million passengers, exceeding for one million 451 thousand passengers the amount of January-November of 2015.

**Chart 13. Passengers on International Flights**



January- November	Million passengers	Change %
2015	17.3	
2016	18.7	8.4%

Preliminary figures.

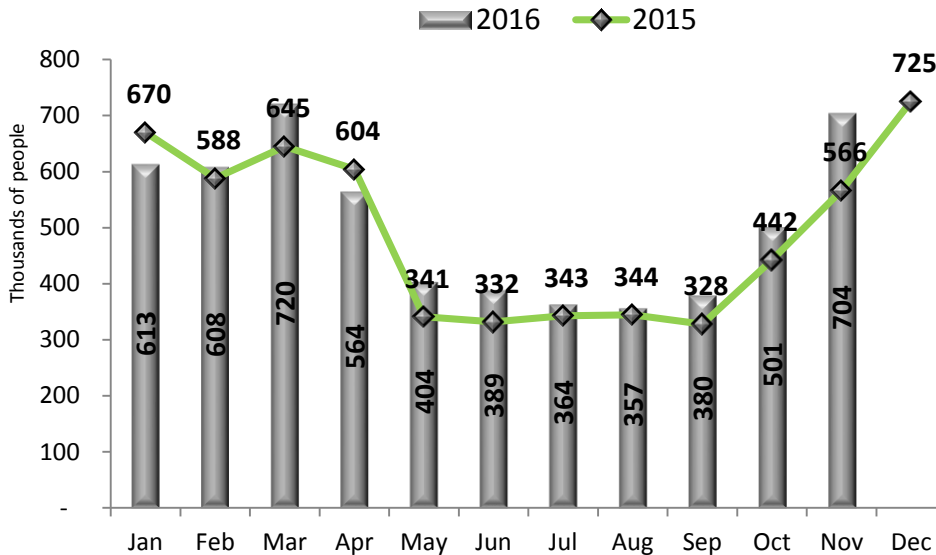
Source: Airports and Auxiliary Services.

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

## Maritime transportation

**Chart 14.** During January-November 2016, the number of cruise passengers was 5.6 million passengers; this is an increase of 7.7% in comparison to the same period of last year.

**Chart 14. Monthly Arrival of Passengers by Cruise**

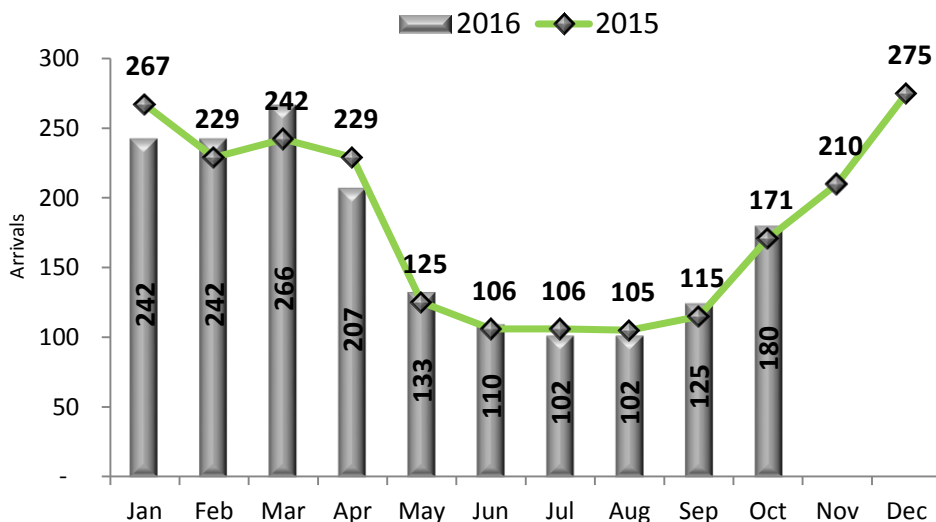


January-November	Thousand pasengers	Change %
2015	5,204.0	
2016	5,603.6	7.7%

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 15.** The number of cruise's arrivals in January-November 2016 increased 2.7% with respect to the same period of previous year, reaching 1.9 thousands.

**Chart 15. Monthly Cruise's Arrivals**



January-November	Arrivals	Change %
2015	1,905	
2016	1,957	2.7%

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.** Ports that received the highest number of passengers were the following: Cozumel, Ensenada and Majahual; representing 77.1.0% of total arrivals during January-November 2016.

<b>Ensenada</b>			
<b>January-November</b>			
	<b>2015</b>	<b>2016</b>	<b>var %</b>
<b>Passengers</b>	635,012	584,639	-7.9%
<b>Arrivals</b>	255	228	-10.6%

<b>Cozumel</b>			
<b>January-November</b>			
	<b>2015</b>	<b>2016</b>	<b>var %</b>
<b>Passengers</b>	2,997,775	3,203,456	6.9%
<b>Arrivals</b>	950	973	2.4%

<b>Cabo San Lucas</b>			
<b>January-November</b>			
	<b>2015</b>	<b>2016</b>	<b>var %</b>
<b>Passengers</b>	327,616	340,318	3.9%
<b>Arrivals</b>	147	149	1.4%

<b>Puerto Vallarta</b>			
<b>January-November</b>			
	<b>2015</b>	<b>2016</b>	<b>var %</b>
<b>Passengers</b>	270,293	302,505	11.9%
<b>Arrivals</b>	113	126	11.5%

<b>Majahual</b>			
<b>January-November</b>			
	<b>2015</b>	<b>2016</b>	<b>var %</b>
<b>Passengers</b>	351,892	533,671	51.7%
<b>Arrivals</b>	136	173	27.2%

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>

## RESULTS OF TOURISM ACTIVITY

Subject	Unit of measurement	Year (January-December)			Change % 15/14	Accumulated (January-November)		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%	15,821.4	17,445.9	10.3%
Outbound traveler expenditures	Million dollars	9,122.4	9,605.8	10,098.1	5.1%	9,115.9	9,261.2	1.6%
International travelers balance	Million dollars	4,826.6	6,602.6	7,635.6	15.6%	6,705.5	8,184.7	22.1%
<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%	78,659.1	85,292.1	8.4%
International tourists	Thousand	24,150.5	29,345.6	32,093.3	9.4%	28,559.5	31,084.4	8.8%
Long-stay tourists	Thousand	14,561.9	15,999.9	18,307.2	14.4%	16,049.9	17,928.0	11.7%
Border tourists	Thousand	9,588.6	13,345.7	13,786.1	3.3%	12,509.6	13,156.4	5.2%
Same-day travelers	Thousand	53,949.7	51,696.5	55,035.3	6.5%	50,099.6	54,207.8	8.2%
In border area travelers	Thousand	49,394.2	45,911.2	48,920.5	6.6%	44,721.2	48,343.1	8.1%
In cruises travelers	Thousand	4,555.4	5,785.2	6,114.8	5.7%	5,378.4	5,864.7	9.0%
<b>Inbound travelers expenditure (Million dollars)</b>								
International visitors	Million dollars	13,949.0	16,208.4	17,733.7	9.4%	15,821.4	17,445.9	10.3%
International tourists	Million dollars	11,853.8	14,320.0	15,825.7	10.5%	14,083.2	15,679.7	11.3%
Long-stay tourists	Million dollars	11,311.5	13,579.9	15,035.0	10.7%	13,364.2	14,976.8	12.1%
Border tourists	Million dollars	542.2	740.1	790.7	6.8%	719.0	702.9	-2.2%
Same-day travelers	Million dollars	2,095.2	1,888.4	1,908.0	1.0%	1,738.3	1,766.2	1.6%
In border area travelers	Million dollars	1,737.1	1,469.6	1,508.9	2.7%	1,384.5	1,414.7	2.2%
In cruises travelers	Million dollars	358.1	418.8	399.2	-4.7%	353.8	351.5	-0.7%
<b>Average expenditure (dollars)</b>								
International visitors	Dollars	178.6	200.0	203.5	1.8%	201.1	204.5	1.7%
International tourists	Dollars	490.8	488.0	493.1	1.1%	493.1	504.4	2.3%
Long-stay tourists	Dollars	776.8	848.8	821.3	-3.2%	832.7	835.4	0.3%
Border tourists	Dollars	56.5	55.5	57.4	3.4%	57.5	53.4	-7.0%
Same-day travelers	Dollars	38.8	36.5	34.7	-5.1%	34.7	32.6	-6.1%
In border area travelers	Dollars	35.2	32.0	30.8	-3.6%	31.0	29.3	-5.5%
In cruises travelers	Dollars	78.6	72.4	65.3	-9.8%	65.8	59.9	-8.9%
<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%	50,990.9	56,685.9	11.2%
International flights	Thousands	15,703.3	17,125.6	19,279.3	12.6%	17,316.9	18,767.9	8.4%
Domestic flights	Thousands	30,418.8	32,830.2	37,088.3	13.0%	33,674.1	37,918.0	12.6%
<b>Foreign visitors 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%	7,690.0	8,591.5	11.7%
Canada	Thousands	1,574.3	1,646.2	1,707.8	3.7%	1,489.4	1,496.4	0.5%
<b>Movements cruise (SCT, Dirección General de Puertos)</b>								
Passenger in cruises	Thousands	4,348.9	5,563.1	5,929.2	6.6%	5,204.0	5,603.6	7.7%
Cruise's arrivals	Number	1,622.0	2,091.0	2,180.0	4.3%	1,905.0	1,957.0	2.7%
<b>Hotel business** (SECTUR)</b>								
Porcentaje de hotel ocupación	Percentage	55.6	57.1	59.6	2.47	59.6	60.3	0.8
Arrival of tourists to hotel rooms	Thousands	62,394.0	65,000.0	68,791.0	5.8%	63,573.7	67,381.1	6.0%
<b>Number of tourist jobs*** (SECTUR based on ENOE)</b>								
Tourism employment	Thousands	3,628.2	3,641.0	3,803.4	4.5%	3,754.6	3,925.4	4.5%
<b>Quarterly Indicator of Tourism Activity* (index 2008=100, seasonally adjusted series) INEGI.</b>								
<b>Second Quarter</b>								
Tourism GDP	Annual percentages	1.9	1.3	4.8	4.8	4.7	3.4	N.A.
Goods	Annual percentages	-3.6	-7.0	7.5	7.5	4.3	4.5	N.A.
Services	Annual percentages	3.0	3.1	4.1	4.1	4.7	3.2	N.A.
Internal tourism consumption	Annual percentages	1.9	0.5	7.5	7.5	6.5	6.1	N.A.
Domestic tourism consumption	Annual percentages	1.1	-1.5	4.2	4.2	3.4	3.6	N.A.
Inbound tourism consumption	Annual percentages	9.3	15.7	30.0	30.0	28.9	19.6	N.A.

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

17/01/2017

\*\* 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

Global economic growth remains weak:

- In advanced economies there is a moderate recovery.
- The United States showed an acceleration in its growth rate, driven by private consumption that has been benefited by a greater dynamism in the labor market.
- Global trade and investment have been weak, limiting the advances in labour productivity and wages that are required to support sustainable consumption growth.

However, fiscal policies, both implemented and proposed, could, if effective, catalyse private economic activity and push the global economy to a modestly higher growth rate of around 3.5% by 2018. In order to ensure the exit from the low-growth equilibrium, there is a need for effective and collective policy efforts to support aggregate demand in the short term and raise potential growth in the longer term.

### National

During the period January-September 2016, GDP recorded growth of 2.3 percent in real terms compared to the same period in 2015. By excluding the seasonal effect, GDP in the third quarter of 2016 grew at an annual rate of 2.0 percent , While the increase was 1.0 percent in quarterly terms. Inside, the following results were observed, considering seasonally adjusted figures:

- Primary activities increased at an annual rate of 4.8 percent over the same quarter of 2015.
- Secondary activities decreased 0.9 percent in relation to the same quarter of 2015.
- For its part, tertiary activities grew by 3.3 percent during the third quarter of 2016.



## Macroeconomic Indicators

### Macroeconomic Perspective on Key Indicators of Mexico

Entity	Gross Domestic Product Constant prices (percent change)		Inflation (% dec/dec)	
	2016	2017	2016	2017
	International Monetary Fund	2.09	2.33	3.16
OCDE	2.27	3.37	3.44	3.51
Banco de México Survey	2.08	1.60	3.41	4.13
Ministry of the Treasury and Public Credit	2.0 a 2.6	2.0 a 3.0	3.20	3.00

Source: IMF, World Economic Outlook Database (october 2016); OECD, Economic Outlook (2016/10); Banco de México, Expectations Survey Economic Specialist Private Sector (16/12/16); 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	2016-III	Oct-16	Nov-16
<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	17,258,964	18,241,982	18,558,615	19,192,011	19,614,777		
. Constant prices annual variations in %	4.0	4.0	1.4	2.3	2.6	2.3	2.6	2.0		
<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	39,827.12	41,623.22	47,302.45	51,497.61		
. Constant prices annual variations in %	-0.35	7.31	8.06	9.42	7.70	13.95	18.54	14.97		
<b>- Temporary Lodging Services (721)</b>										
. Millions of current pesos	137,648.4	151,098.6	163,717.8	179,524.8	200,136.7	220,283.5	209,795.5	221,172.0		
. Constant prices annual variations in %	2.4	8.2	5.6	6.0	5.6	6.7	2.0	3.1		
<b>- Food and Beverages Preparation Services (722)</b>										
. Millions of current pesos	160,237.9	172,438.0	177,144.8	185,939.2	208,668.0	213,123.9	213,160.6	213,160.6		
. Constant prices annual variations in %	0.8	3.0	-1.7	-0.3	6.1	6.9	2.9	2.8		
<b>Tourism Employment</b>										
<b>People Employed in the Tourism Sector (SECTUR)*</b>	3,409,804	3,536,686	3,628,195	3,640,970	3,803,442	3,845,089	3,892,090	3,925,427		
<b>Total number of IMSS-Insure Workers</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	18,273,780	18,480,253	18,797,954	18,935,841
. Permanent	13,101,612	13,637,937	14,123,077	14,570,291	15,170,986	15,471,791	15,679,503	15,876,530	16,109,315	16,205,667
. Non-permanent (urban and field)	2,052,031	2,218,200	2,286,225	2,420,433	2,553,236	2,596,077	2,594,277	2,603,723	2,688,639	2,730,174
<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	3.93	4.03	3.56	3.61
<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%	2.5%	3.0%	3.1%	3.3%
. Air transport (percent variation)	7.58%	-7.74%	0.20%	16.72%	3.17%	3.49%	9.6%	7.6%	4.8%	11.7%
. Hotel (percent variation)	6.41%	1.11%	3.14%	4.84%	4.18%	7.13%	5.9%	6.8%	8.9%	6.8%
. Package Tourist Services (percent variation)	5.72%	1.59%	4.90%	5.13%	7.62%	3.81%	6.7%	5.9%	2.4%	6.9%
. Restaurants (percent variation)	4.43%	4.20%	3.62%	6.03%	4.86%	4.78%	5.3%	5.0%	5.1%	5.1%
<b>Exchange Rate (peso / dollar)</b>										
. Average of the period	12.4233	13.1695	12.7720	13.2925	15.8483	18.0667	18.0600	18.7282	18.9480	19.9425
<b>Business Cycle Indicators and Consumer Confidence (monthly difference****)</b>										
. Coincident Indicator	0.060	-0.064	-0.031	0.027	-0.015	-0.002	0.014	-0.007	0.020	ND
. Forward Indicator	0.027	0.094	0.006	-0.094	-0.104	-0.060	-0.020	-0.019	-0.127	ND
. Confidence Consumer Index	0.113	0.072	-0.266	0.058	-0.017	-0.112	-0.157	-0.187	-0.105	-0.084

N.D. 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.