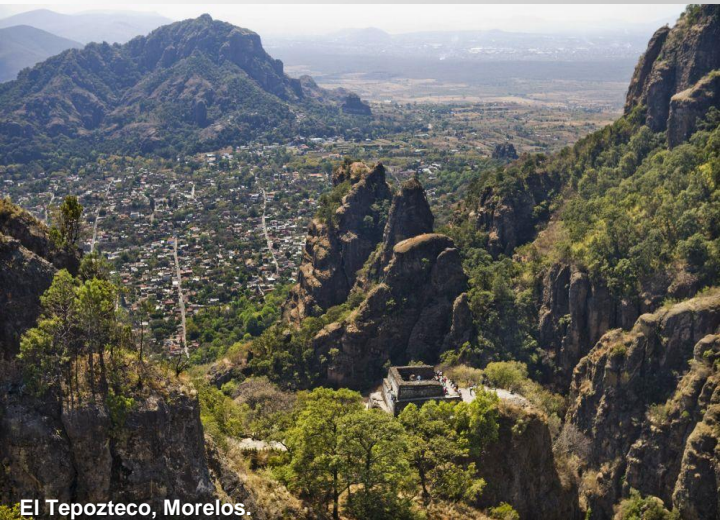


Results of Tourism Activity 2016

February, 2017



Cascadas Kolem Jaa', Tabasco.



El Tepozteco, Morelos.

Undersecretariat of Planning and
Tourism Policy

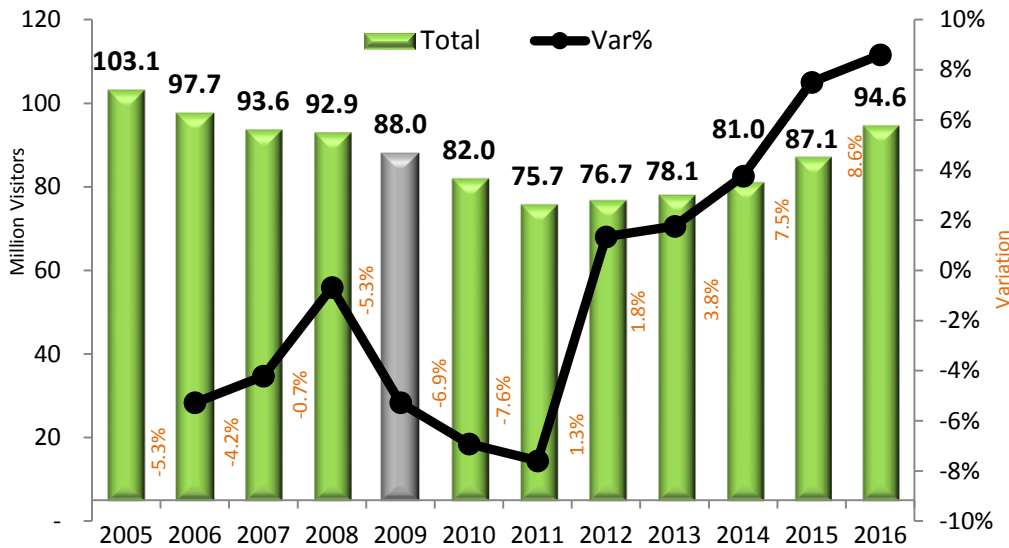
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International visitors

Chart 1. According to Bank of Mexico, during 2016 the number of international visitors arriving to Mexico was 94.6 million, this means an increase of 8.6% in comparison to the previous year.*

**Chart 1. Arrival of International Visitors
2005-2016**



Year	Million Visitors	Change %
2015	87.1	
2016	94.6	8.6%

* NOTE: For optimal display graphs show a rounding.

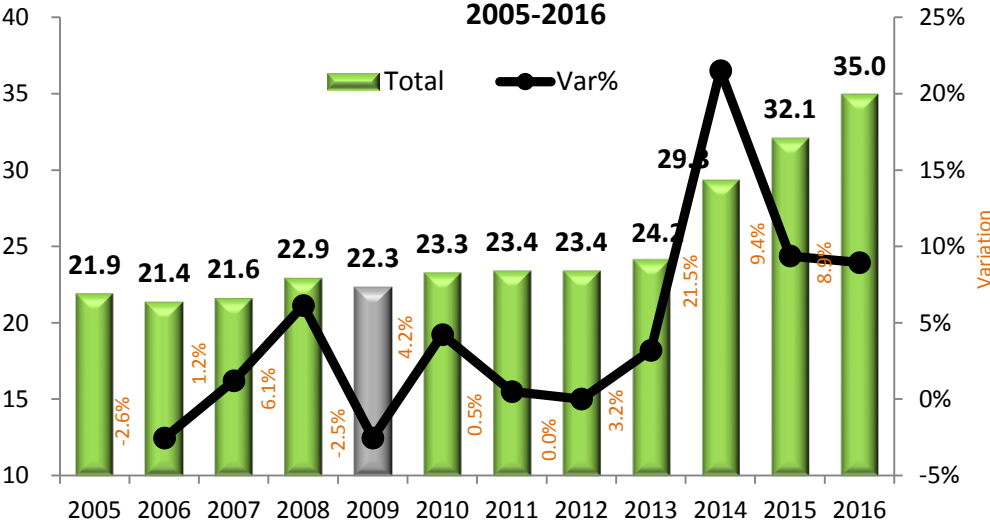
Source: Balance of payments, Banco de México.

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

International tourists

Chart 2. The arrival of international tourists in 2016 was 35.0 million, reaching 2.8 million more than in 2015, 8.9% higher in comparison to the previous year.

**Chart 2. Arrival of International Tourists
2005-2016**



Year	Million Tourists	Change %
2015	32.1	
2016	35.0	8.9%

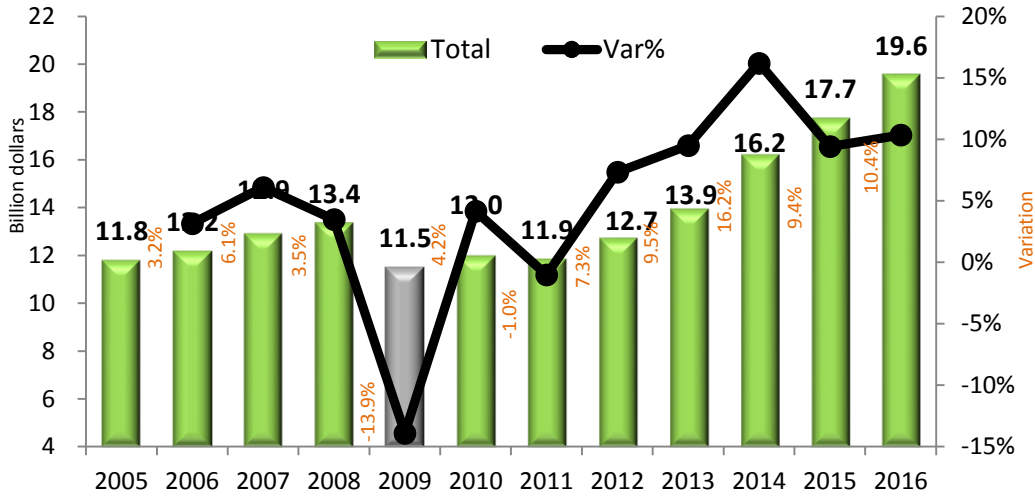
Source: Balance of payments, Banco de México.

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

Foreign Currency Income by international visitors

Chart 3. Foreign currency income from the arrival of international visitors during 2016 was 19.6 billion dollars, an increase of 10.4% in comparison to 2015.

Chart 3. Income of Foreign Currency to Mexico from International Visitors 2005-2016



Year	Billion dollars	Change %
2015	17.7	
2016	19.6	10.4%

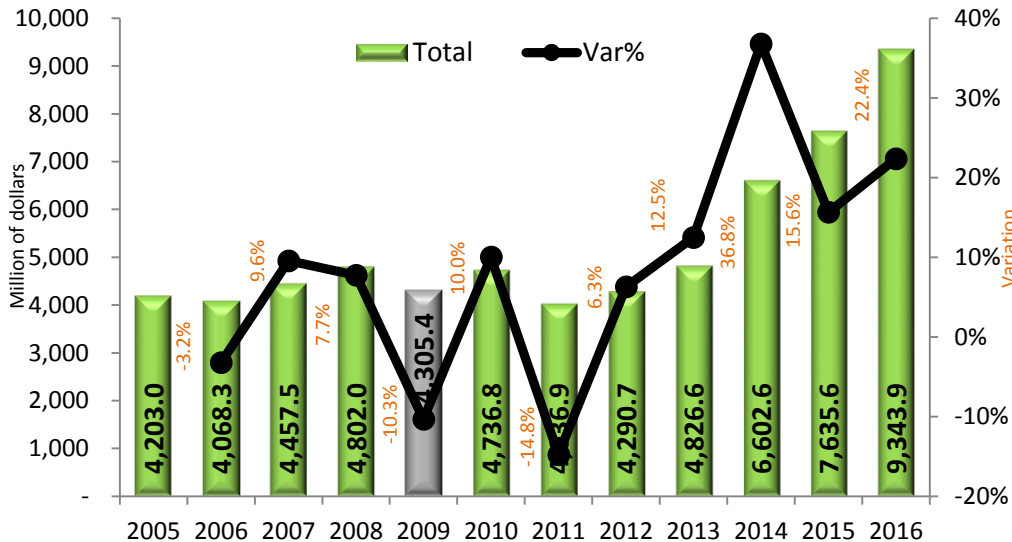
Source: Balance of payments, Banco de México.

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

Tourism Balance by international visitors

Chart 4. The tourism balance of international visitors in 2016 registered 9,344 million dollars, an increase of 22.4% in comparison to the previous year.

Chart 4. Tourism Balance from International Visitors 2005-2016



Year	Million dollars	Change %
2015	7,635	
2016	9,344	22.4%

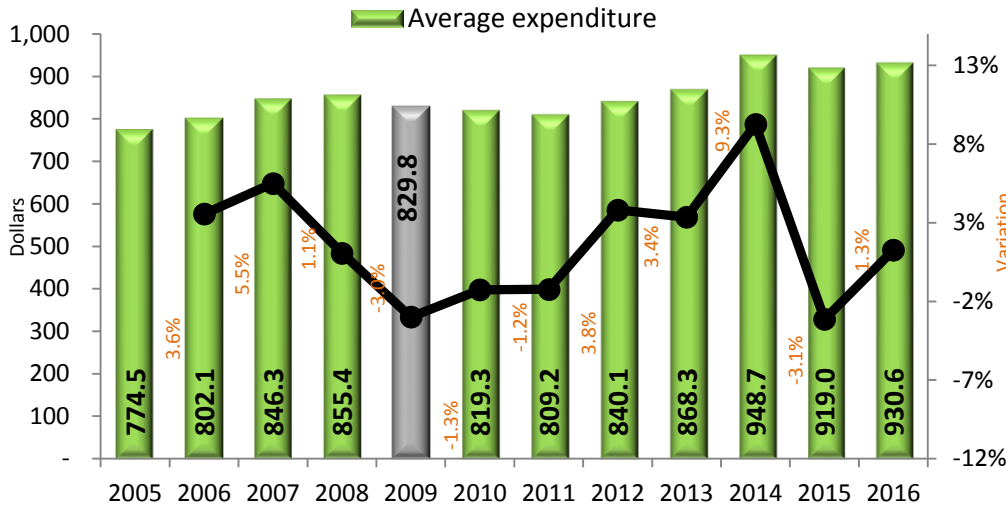
Source: Balance of payments, Banco de México.

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

Average Expenditure by international tourists by air

Chart 5. During 2016, the average expenditure of internal tourists by air was 930.6 dollars, representing an increase of 11.6 dollars (1.3%) in comparison to 2015.

Chart 5. Average Expenditure (International tourists by air) 2005-2016



Year	Dollars	Change %
2015	919.0	
2016	930.6	1.3%

Source: Balance of payments, Banco de México.

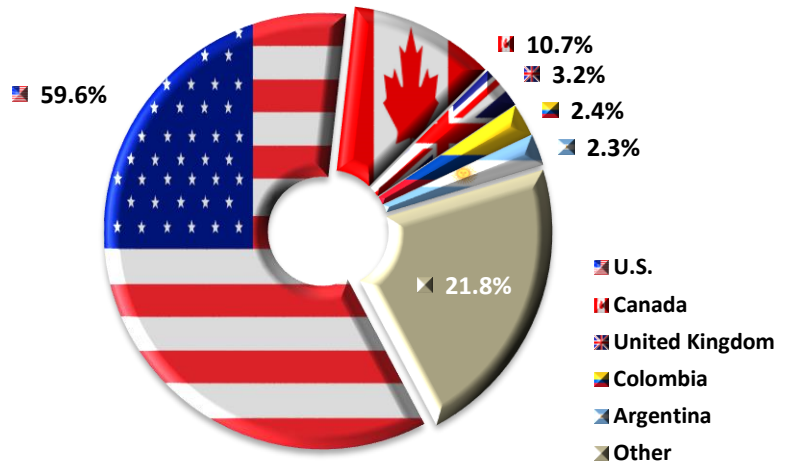
<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

Foreign Visitors by air (main countries of residence)

Chart 6. Participation of International Passengers, 2016

Chart 6. In 2016, the American air-coming visitors represented 59.6% of all international passengers arriving by air.

From the Latin America and the Caribbean region, the country with the highest number of arrivals into Mexico was Colombia with 390,246 visitors, increasing 7.5%.



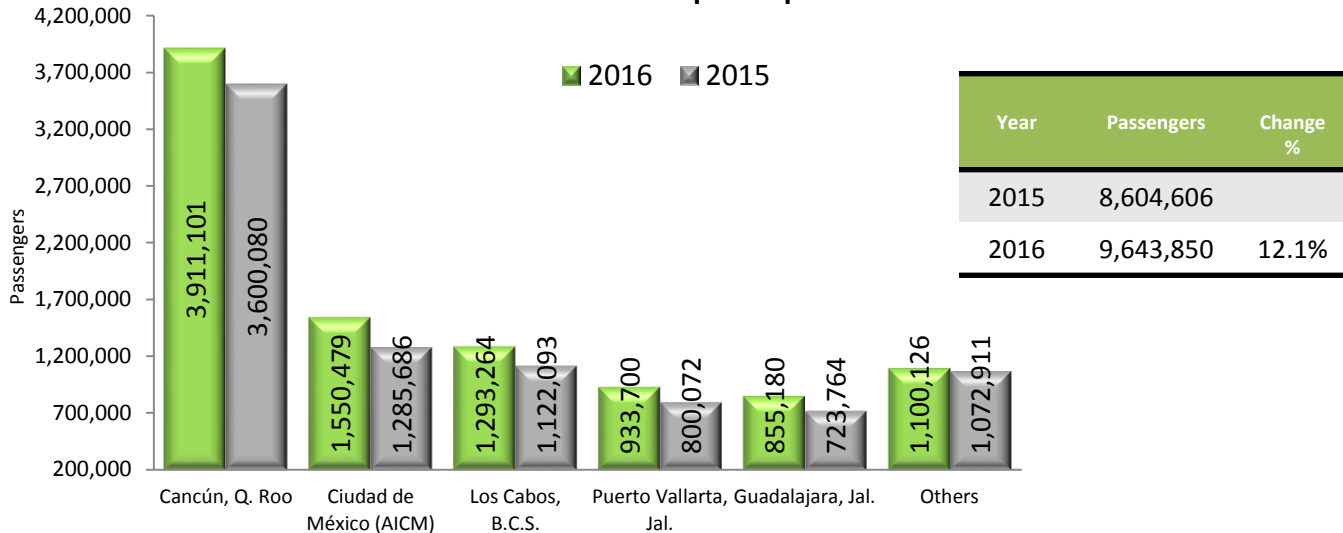
Source: Migration Policy Unit, SEGOB.

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

Foreign passengers arriving by Air (American)

Chart 7. The American visitors who arrived by air to Mexico increased 12.1% in the 2016 in comparison to 2015, reaching 9.6 million passengers, who arrived mainly by Cancun Airport, followed by Mexico City Airport.

Chart 7. American Residents per Airport



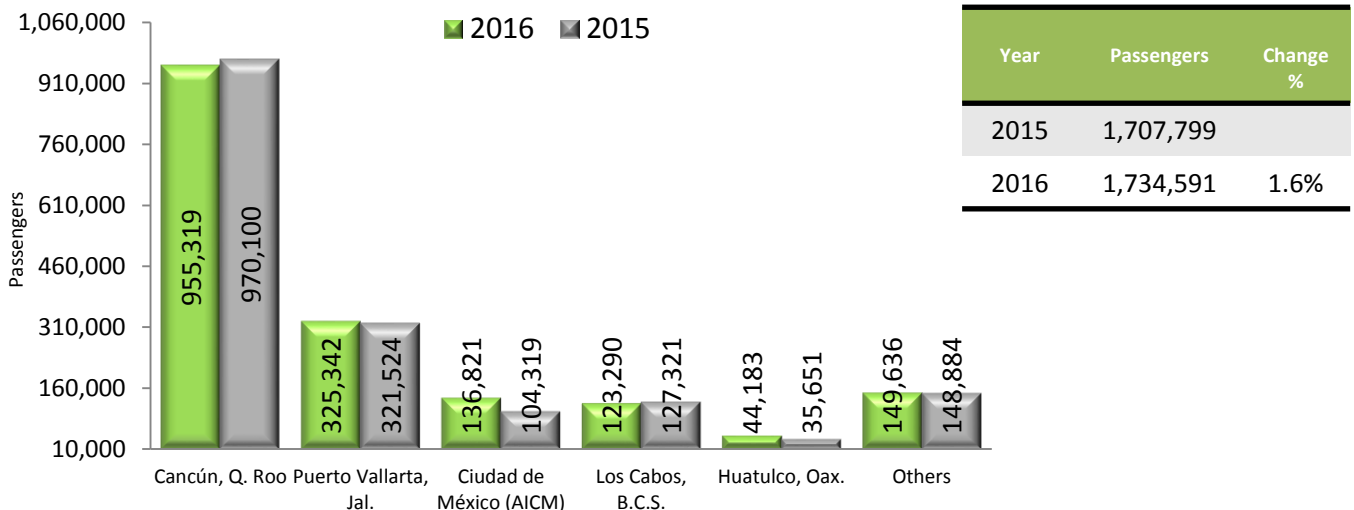
Source: Migration Policy Unit, SEGOB.

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

Foreign passengers arriving by Air (Canadian)

Chart 8. The Canadian visitors who arrived by air to Mexico was 1.6% higher during 2016 in comparison to 2015, with 1.7 million passengers who arrived mainly by Cancun Airport, followed by Puerto Vallarta Airport.

Chart 8. Canadian Residents per Airport

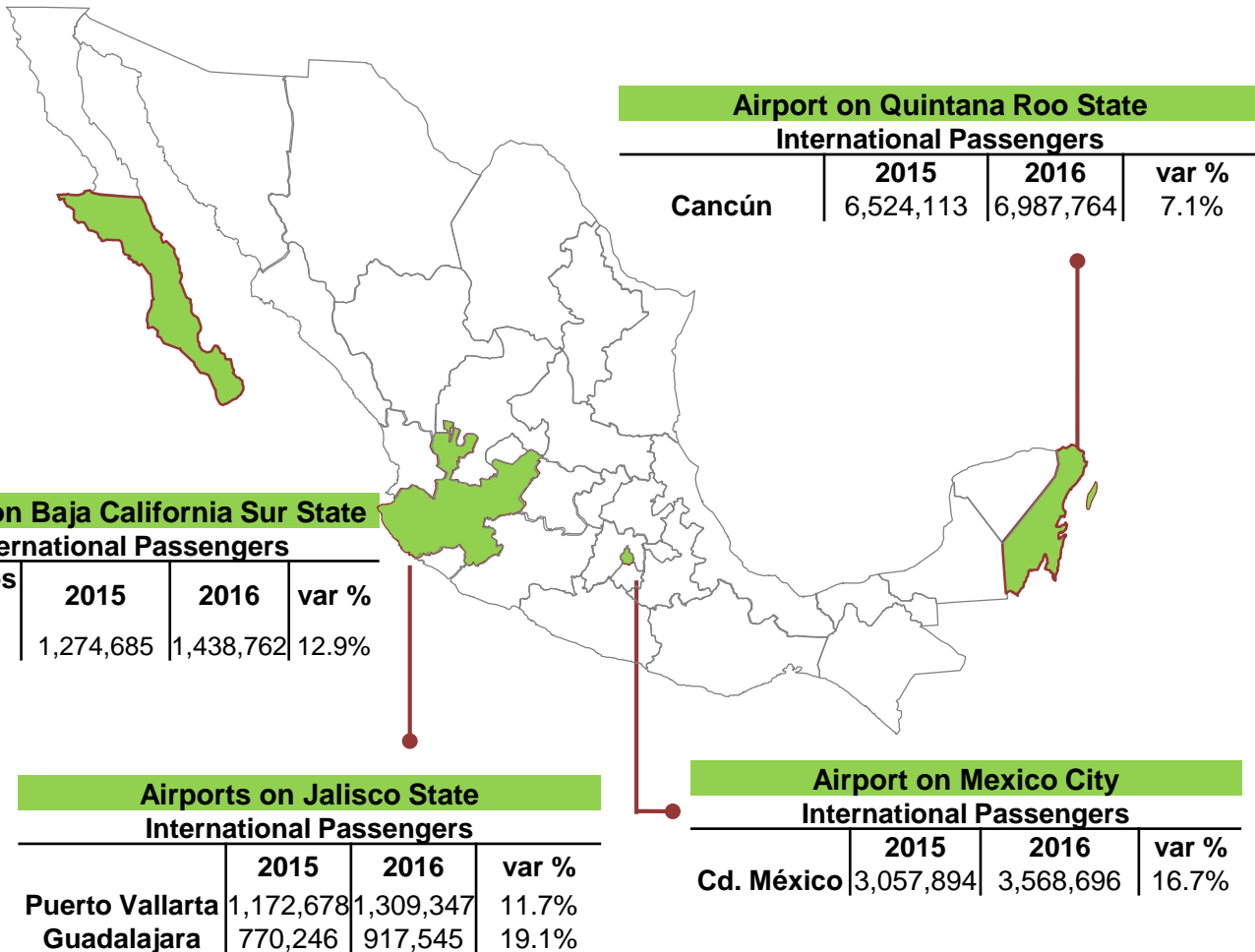


Source: Migration Policy Unit, SEGOB.

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

Main airports

Figure 1. In 2016 the airports with the highest number of foreign passengers were: Cancun (6,987,764); Mexico City (3,568,696); Los Cabos (1,438,762); Puerto Vallarta (1,309,347); and Guadalajara (917,545), which represents 90.7% of all foreign passengers.

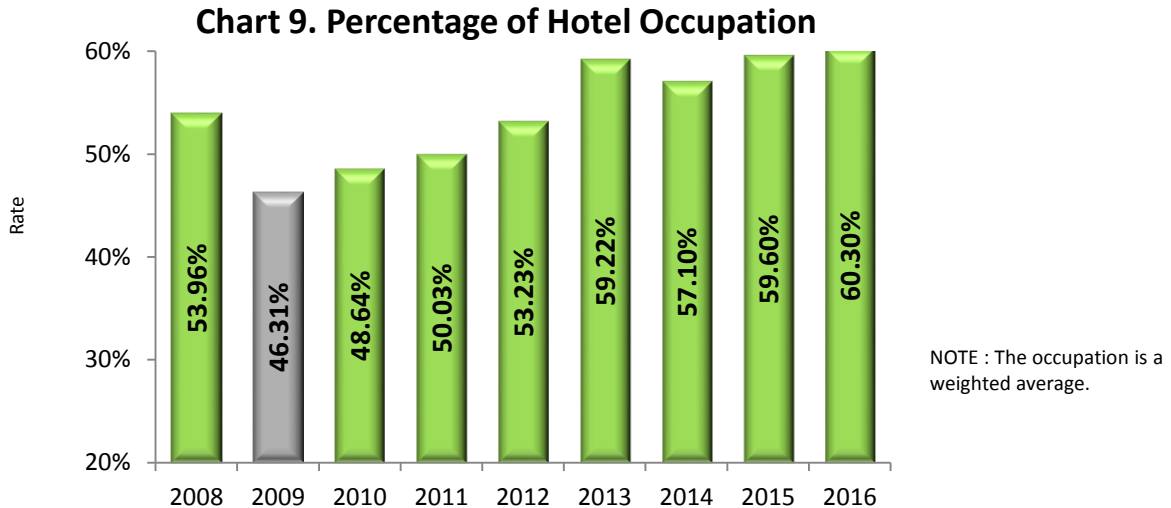


Source: Migration Policy Unit, SEGOB.
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20Por%20Residencia.aspx>

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 2016 was 60.3%, 0.7 percentage points higher in comparison to 2015.

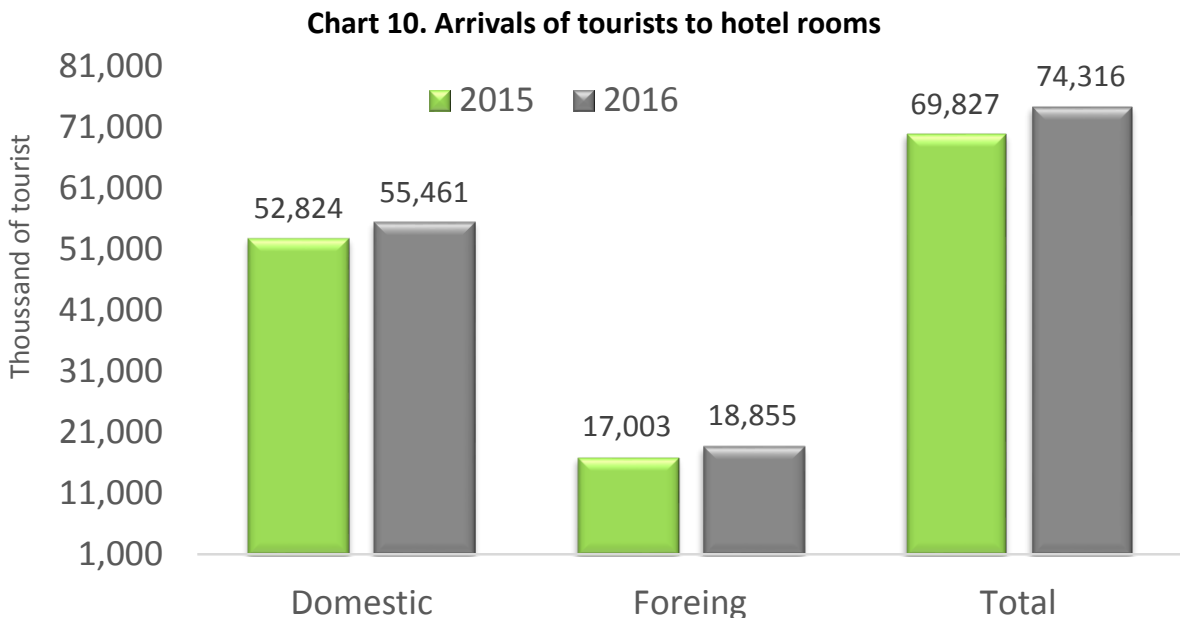


Source: Information of 70 resorts monitored by the Mexico's Tourism Information Statistics National System, DataTur.

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

Arrival of tourists to Hotels

Chart 10. During 2016, the arrival of domestic tourists to hotel rooms was over 55.4 million tourists (75.6%), the remaining arrivals (24.4%) correspond to foreign tourists.



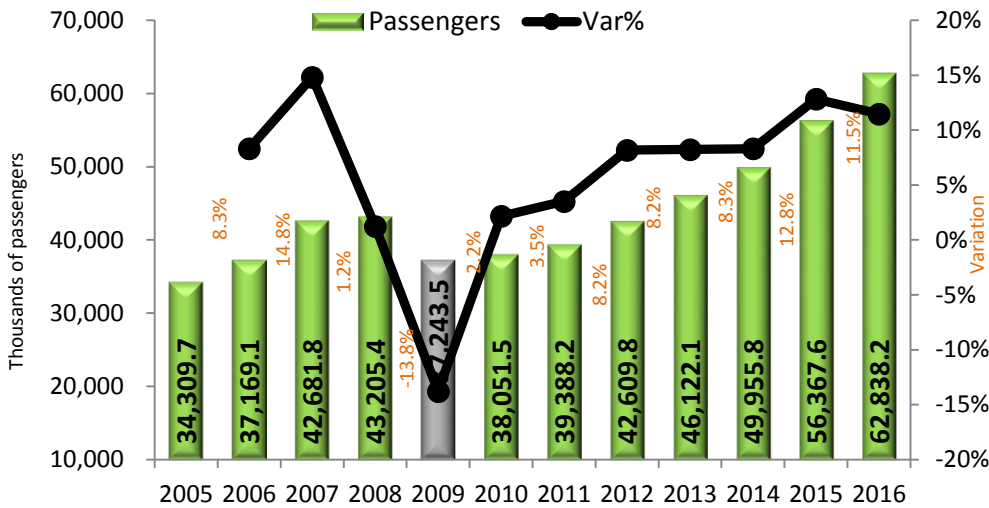
Source: Information of 70 resorts monitored by the Mexico's Tourism Information Statistics National System, DataTur.

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

Air Transportation

Chart 11. The number of passengers arriving by air during 2016 was 62.8 million passengers, representing six million 470 thousand passengers additional (11.5%) in comparison to 2015.

Chart 11. Total Passengers 2005-2016



Year	Million passengers	Change %
2015	56.3	
2016	62.8	11.5%

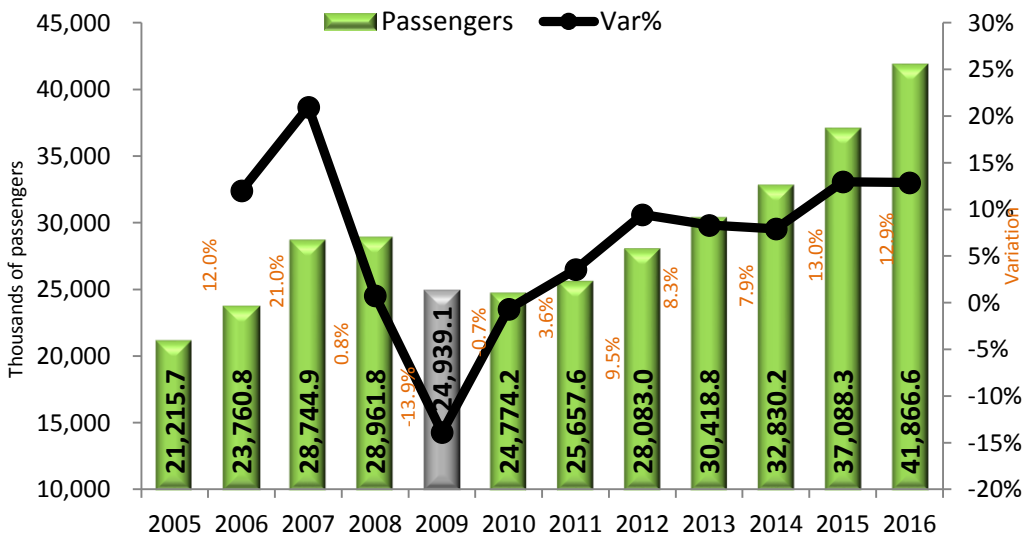
Preliminary figures.

Source: Airports and Auxiliary Services.

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

Chart 12. The number of passengers by air arriving on domestic flights in 2016 was 41.8 million passengers, representing 4.8 million passengers additional (12.9%), in comparison to the last year.

Chart 12. Passengers on Domestic Flights 2005-2016



Year	Million passengers	Change %
2015	37.1	
2016	41.8	12.9%

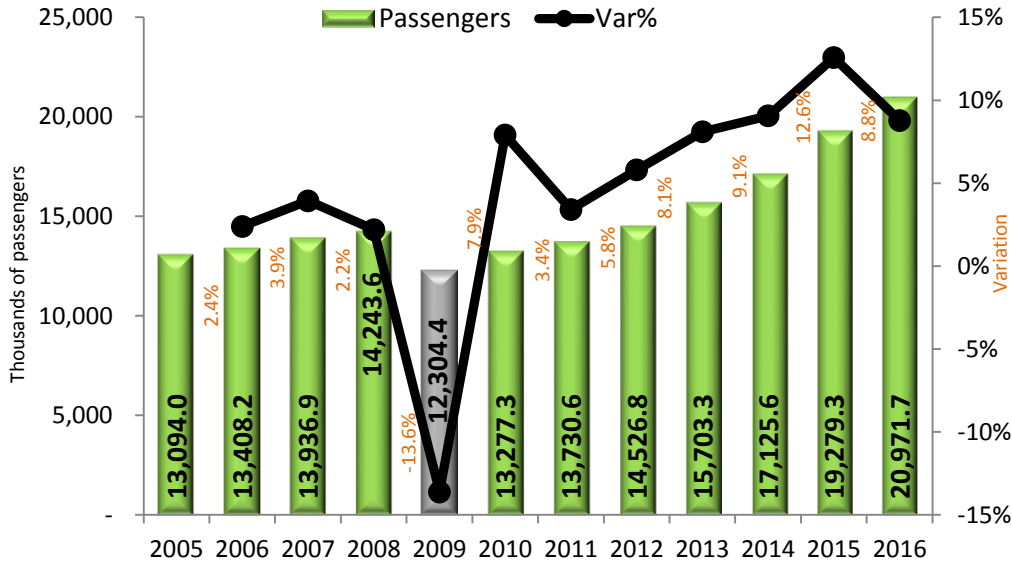
Preliminary figures.

Source: Airports and Auxiliary Services.

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

Chart 13. The number of passengers by air arriving on international flights in 2016 was 20.9 million passengers, representing an increase of one million 692 thousand passengers (8,8%), in comparison to 2015

Chart 13. Passengers on International Flights 2005-2016



Year	Million passengers	Change %
2015	19.2	
2016	20.9	8.8%

Preliminary figures.

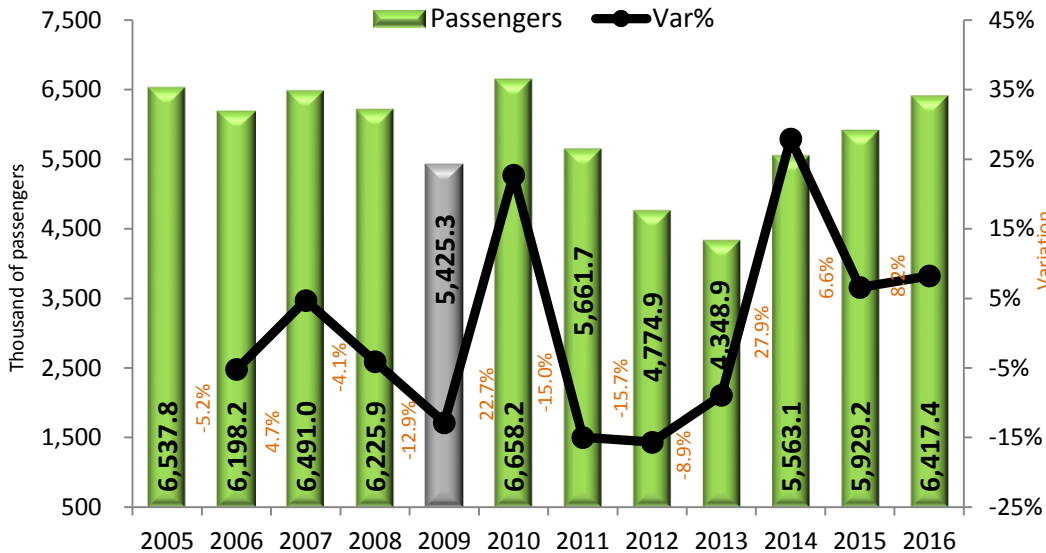
Source: Airports and Auxiliary Services.

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

Maritime Transportation

Chart 14. During 2016, the number of cruise passengers reached 6.4 million passengers, representing an increase of 8.2% in comparison to the previous year.

Chart 14. Arrivals of Passengers by Cruise 2005-2016

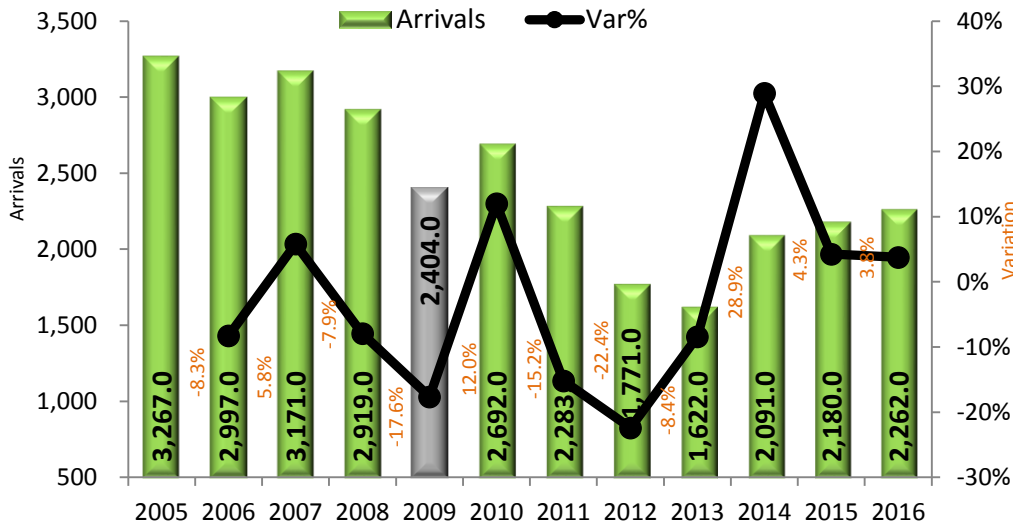


Year	Million passengers	Change %
2015	5.9	
2016	6.4	8.2%

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 15. The number of cruise's arrivals in 2016 increased 3.8% in comparison to 2015, reaching 2.2 thousands.

Chart 15. Cruises' Arrivals 2005-2016

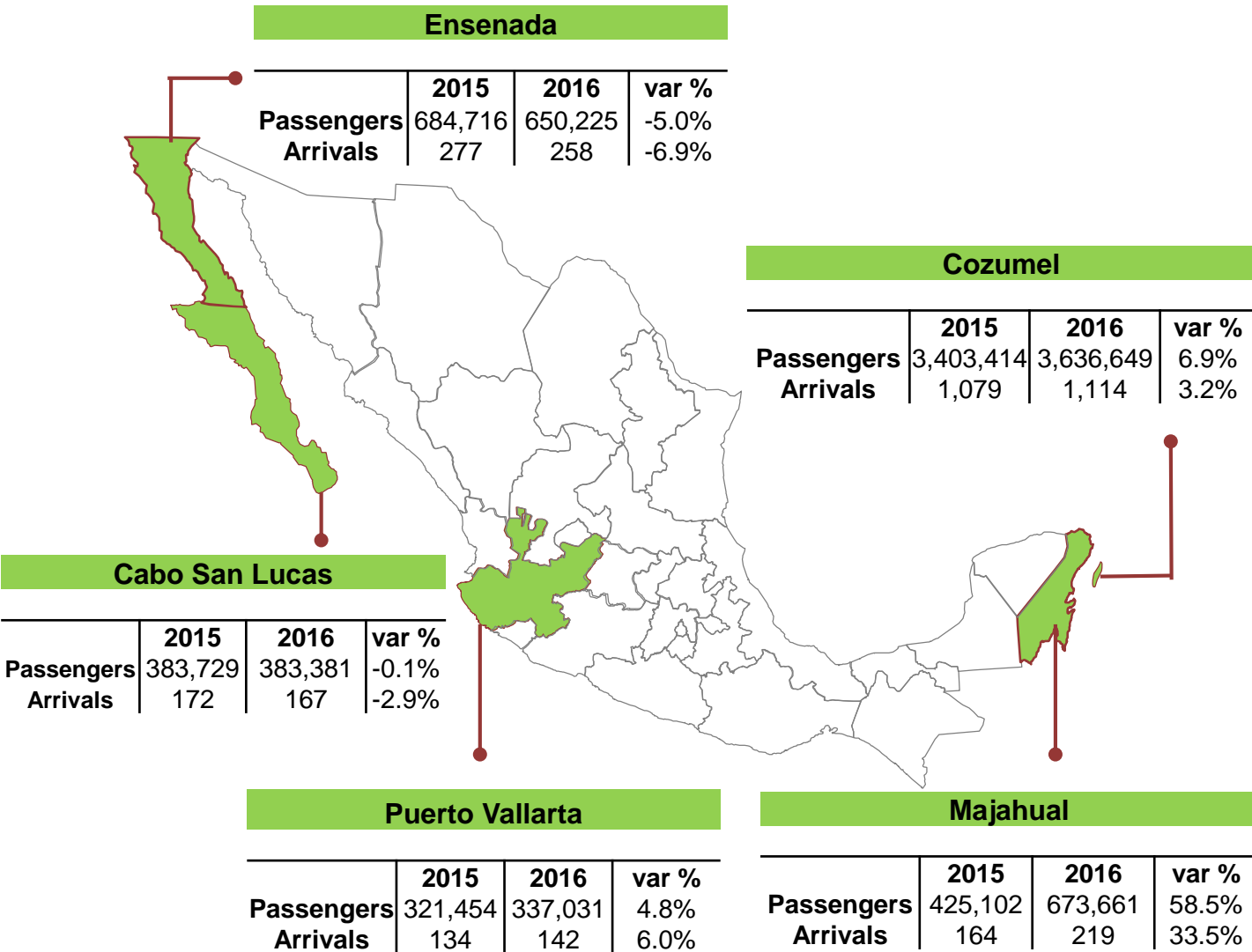


Year	Total arrivals	Change %
2015	2,180.0	
2016	2,262.0	3.8%

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>

Main Ports

Figure 2. In 2016, the ports that received the highest number of passengers were the following: Cozumel, Majahual and Ensenada; representing 77.3% of all the arrivals in the year.



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>

RESULTS OF TOURISM ACTIVITY

Subject	Unit of measurement	Year (January-December)				Change % 16/15
		2013	2014	2015	2016	
International travelers balance (Banco de México)						
Inbound traveler expenditures	Million dollars	13,949.0	16,208.4	17,733.7	19,570.8	10.4%
Outbound traveler expenditures	Million dollars	9,122.4	9,605.8	10,098.1	10,226.9	1.3%
International travelers balance	Million dollars	4,826.6	6,602.6	7,635.6	9,343.9	22.4%
International travelers to Mexico (Banco de México)						
Number of travelers (Thousand)						
International visitors	Thousand	78,100.2	81,042.1	87,128.6	94,621.0	8.6%
International tourists	Thousand	24,150.5	29,345.6	32,093.3	34,960.8	8.9%
Long-stay tourists	Thousand	14,561.9	15,999.9	18,307.2	20,424.3	11.6%
Border tourists	Thousand	9,588.6	13,345.7	13,786.1	14,536.6	5.4%
Same-day travelers	Thousand	53,949.7	51,696.5	55,035.3	59,660.2	8.4%
In border area travelers	Thousand	49,394.2	45,911.2	48,920.5	52,965.6	8.3%
In cruises travelers	Thousand	4,555.4	5,785.2	6,114.8	6,694.6	9.5%
Inbound travelers expenditure (Million dollars)						
International visitors	Million dollars	13,949.0	16,208.4	17,733.7	19,570.8	10.4%
International tourists	Million dollars	11,853.8	14,320.0	15,825.7	17,621.9	11.4%
Long-stay tourists	Million dollars	11,311.5	13,579.9	15,035.0	16,852.6	12.1%
Border tourists	Million dollars	542.2	740.1	790.7	769.3	-2.7%
Same-day travelers	Million dollars	2,095.2	1,888.4	1,908.0	1,948.9	2.1%
In border area travelers	Million dollars	1,737.1	1,469.6	1,508.9	1,548.1	2.6%
In cruises travelers	Million dollars	358.1	418.8	399.2	400.8	0.4%
Average expenditure (dollars)						
International visitors	Dollars	178.6	200.0	203.5	206.8	1.6%
International tourists	Dollars	490.8	488.0	493.1	504.0	2.2%
Long-stay tourists	Dollars	776.8	848.8	821.3	825.1	0.5%
Border tourists	Dollars	56.5	55.5	57.4	52.9	-7.7%
Same-day travelers	Dollars	38.8	36.5	34.7	32.7	-5.8%
In border area travelers	Dollars	35.2	32.0	30.8	29.2	-5.2%
In cruises travelers	Dollars	78.6	72.4	65.3	59.9	-8.3%
Arrival of passengers on domestic and international flights (ASA)						
Total Passengers arriving by air	Thousands	46,122.1	49,955.8	56,367.6	62,838.2	11.5%
International flights	Thousands	15,703.3	17,125.6	19,279.3	20,971.7	8.8%
Domestic flights	Thousands	30,418.8	32,830.2	37,088.3	41,866.6	12.9%
Foreign visitors by air and country of residence (Unidad de Política Migratoria)						
United States of America	Thousands	6,630.3	7,348.5	8,604.6	9,643.9	12.1%
Canada	Thousands	1,574.3	1,646.2	1,707.8	1,734.6	1.6%
Movements cruise (SCT, Dirección General de Puertos)						
Passenger in cruises	Thousands	4,348.9	5,563.1	5,929.2	6,417.4	8.2%
Cruise's arrivals	Number	1,622.0	2,091.0	2,180.0	2,262.0	3.8%
Hotel business** (SECTUR)						
Porcentaje de hotel ocupación	Percentage	55.6	57.1	59.6	60.3	0.70
Arrival of tourists to hotel rooms	Thousands	62,394.0	65,000.0	69,827.3	74,316.0	6.4%
Number of tourist jobs*** (SECTUR based on ENOE)						
Tourism employment	Thousands	3,628.2	3,641.0	3,803.4	3,925.4	4.5%
Quarterly Indicator of Tourism Activity* (index 2008=100, seasonally adjusted series) INEGI.						
Tourism GDP	Annual percentages	1.9	1.3	4.8	3.4	3.4
Goods	Annual percentages	-3.6	-7.0	7.5	4.5	4.5
Services	Annual percentages	3.0	3.1	4.1	3.2	3.2
Internal tourism consumption	Annual percentages	1.9	0.5	7.5	6.1	6.1
Domestic tourism consumption	Annual percentages	1.1	-1.5	4.2	3.6	3.6
Inbound tourism consumption	Annual percentages	9.3	15.7	30.0	19.6	19.6

* 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 economic results at the international level indicate that the world economic growth recorded in 2016 was slightly lower than that observed in 2015:

- Lower-than-expected growth for advanced economies, while emerging economies have maintained steady growth, albeit lower than in previous years.
- In the case of the United States, GDP registered growth of 1.6% (lower than the growth of 2.6% in 2015), while industrial production fell by 1.0% (the first reduction since 2009).
- Emerging economies experienced relatively weak and similar growth to 2015, due to the slowdown in the growth of advanced economies, the loss of global trade dynamics, as well as volatility and low levels of commodity prices.

National

Results for the fourth quarter of 2016 indicate that the Mexican economy continues to perform well despite the adverse international environment.

- During the October-November 2016 two-month period, the Global Economic Activity Indicator (IGAE) had an annual growth of 2.5%, which implies a bimonthly increase of 0.6% in figures adjusted for seasonality.
- In the last quarter of 2016, despite the fact that manufacturing production in the United States registered weak growth, non-oil exports from Mexico performed better than the previous quarters.
- At the same time, there was a moderately favorable evolution in the internal variables. Available results indicate that domestic demand, particularly private consumption, continued to grow strongly.

http://finanzaspublicas.hacienda.gob.mx/work/models/Finanzas_Publicas/docs/congreso/infotrim/2016/ivt/01_inf/itinin_201604.pdf

Macroeconomic Indicators

Macroeconomic Perspective on Key Indicators of Mexico

Entity	Gross Domestic Product		Inflation	
	constant prices (percent change)		(% dic/dic)	
	2015	2016	2015	2016
International Monetary Fund	2.60	2.90	N.D.	N.D.
OCDE	3.05	3.30	2.74	3.04
Banco de México Survey	1.49	2.17	5.25	3.85
Ministry of the Treasury and Public Credit	2.0 a 2.8	2.6 a 3.6	3.00	3.00

Na. Not available.

Source: IMF, World Economic Outlook Database (January 2017); OECD, Economic Outlook (2016/01); Banco de México,

Expectations Survey Economic Specialists Private Sector (01/02/16); Secretaría de Hacienda y Crédito Público, General

Criteria for Economic Policy 2016.

KEY ECONOMIC INDICATORS OF MEXICO						
Entries	2011	2012	2013	2014	2015	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	17,258,964	18,241,982	19,614,777
. Constant prices, annual variation in %	4.0	4.0	1.4	2.3	2.6	2.0
Tertiary activities						
- Air Transportation (481)						
. Millions of current pesos	24,367.5	27,720.1	27,063.3	34,707.6	39,827.1	51,497.6
. Constant prices, annual variation in %	-0.3	7.3	8.1	9.4	7.7	15.0
- Temporary Lodging Services (721)						
. Millions of current pesos	137,648.4	151,098.6	163,717.8	179,524.8	200,136.7	221,172.0
. Constant prices, annual variation in %	2.4	8.2	5.6	6.0	5.6	3.1
- Food and Beverages Preparation Services (722)						
. Millions of current pesos	160,237.9	172,438.0	177,144.8	185,939.2	208,668.0	213,160.6
. Constant prices, annual variation in %	0.8	3.0	-1.7	-0.3	6.1	2.8
Quarterly Indicators of Tourism Activity**						
Tourism Gross Domestic Product						
. Constant prices, annual variation in %	2.9	4.6	0.8	2.2	3.8	3.7
Internal Tourism Consumption						
. Constant prices, annual variation in %	1.8	2.9	0.9	1.1	6.4	6.3
- Domestic tourism consumption						
. Constant prices, annual variation in %	2.9	2.3	1.0	0.6	3.2	3.9
- Inbound tourism consumption						
. Constant prices, annual variation in %	-6.2	7.8	0.5	15.0	29.1	20.0
Tourism Employment						
People Employed in the Tourism Sector***	3,409,804	3,536,686	3,628,195	3,640,970	3,803,442	3,925,427
Total number of IMSS-Insure Workers and 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	18,401,344
. Permanent	13,101,612	13,637,937	14,123,077	14,570,291	15,170,986	15,785,784
. Non-permanent (urban and field)	2,052,031	2,218,200	2,286,225	2,420,433	2,553,236	2,615,560
Unemployment National Rate **** (closing of the period)						
. Total Percentage of PEA	4.51	4.40	4.89	4.16	4.36	3.68
Exchange Rate and Prices***						
National Price Index (closing of the period)						
Consumer (percent variation)	3.82%	3.57%	3.97%	4.08%	2.13%	3.36%
. Air transport (percent variation)	7.58%	-7.74%	0.20%	16.72%	3.17%	9.82%
. Hotel (percent variation)	6.41%	1.11%	3.14%	4.84%	4.18%	7.77%
. Package Tourist Services (percent variation)	5.72%	1.59%	4.90%	5.13%	7.62%	6.38%
. Restaurants (percent variation)	4.43%	4.20%	3.62%	6.03%	4.86%	5.47%
Exchange Rate (peso / dollar)						
. Average of the period	12.423	13.169	12.772	13.292	15.848	18.664
Business Cycle Indicators and Consumer Confidence (monthly difference****)						
. Coincident Indicator	0.060	-0.064	-0.031	0.029	-0.026	NA
. Forward Indicator	0.027	0.094	0.006	-0.086	-0.102	-0.091
. Confidence Consumer Index	0.113	0.072	-0.266	0.057	0.072	-0.107

NA Not available.

* Second quarter 2016

** Third quarter 2016

*** Third quarter 2016. 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, STPS, Banco de Mexico.