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Análisis Integral del Turismo

Results of Tourism Activity

Mexico, March 2017

Undersecretariat of Planning and Tourism Policy

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

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DIRECTORY

ENRIQUE DE LA MADRID CORDERO
MINISTER OF TOURISM

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International Visitors to Mexico

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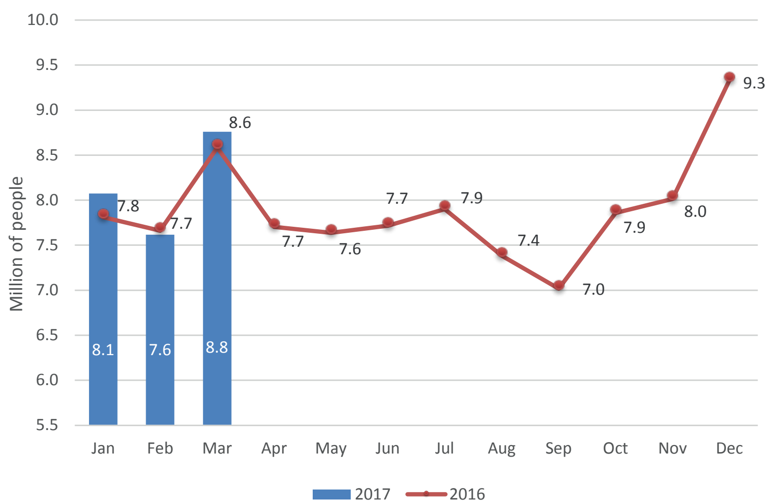
ARRIVAL OF INTERNATIONAL VISITORS

Chart 1. According to Bank of Mexico, during January-March 2017 the number of international visitors arriving to Mexico was 2.4 million, that is 392 thousand higher than January-March 2016 and equal to an increase of 1.6% in comparison to the same period of the previous year.

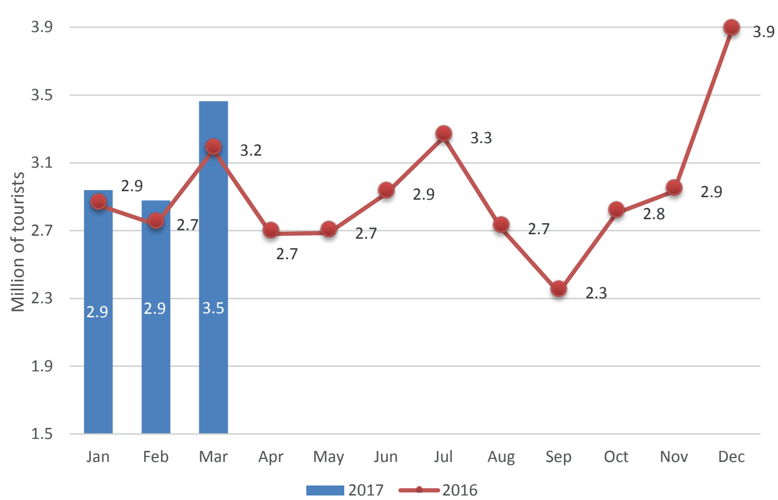
January-March	Million visitors	Change
2016	24.1	
2017	24.4	1.6%



ARRIVAL OF INTERNATIONAL TOURISTS

Chart 2. The arrival of international tourists in January-March 2017 was 9.3 million, reaching 516 thousand more than January-March 2016, an increase 5.9% in comparison to the same period of the previous year.

January-March	Million passengers	Change
2016	8.8	
2017	9.3	5.9%



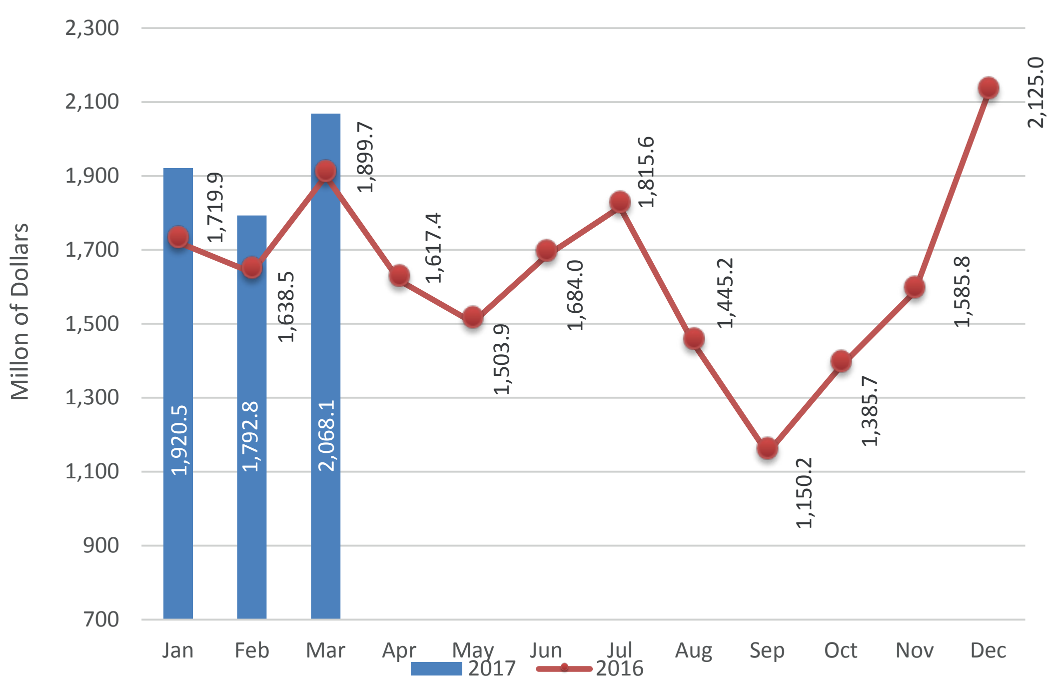
Note: In the graphs the sum of the data does not coincide with the accumulated period due to the rounding of figures.

Source: Bank of Mexico, Balance of payments.
http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx

INTERNATIONAL TRAVEL RECEIPTS

Chart 3. Foreign currency income from the arrival of international visitors during January-March 2017 was 5,781 million dollars, equivalent to an increase of 10% in comparison to same period 2016.

January-March	Million dollars	Change
2016	5,258.1	
2017	5,781.4	10%



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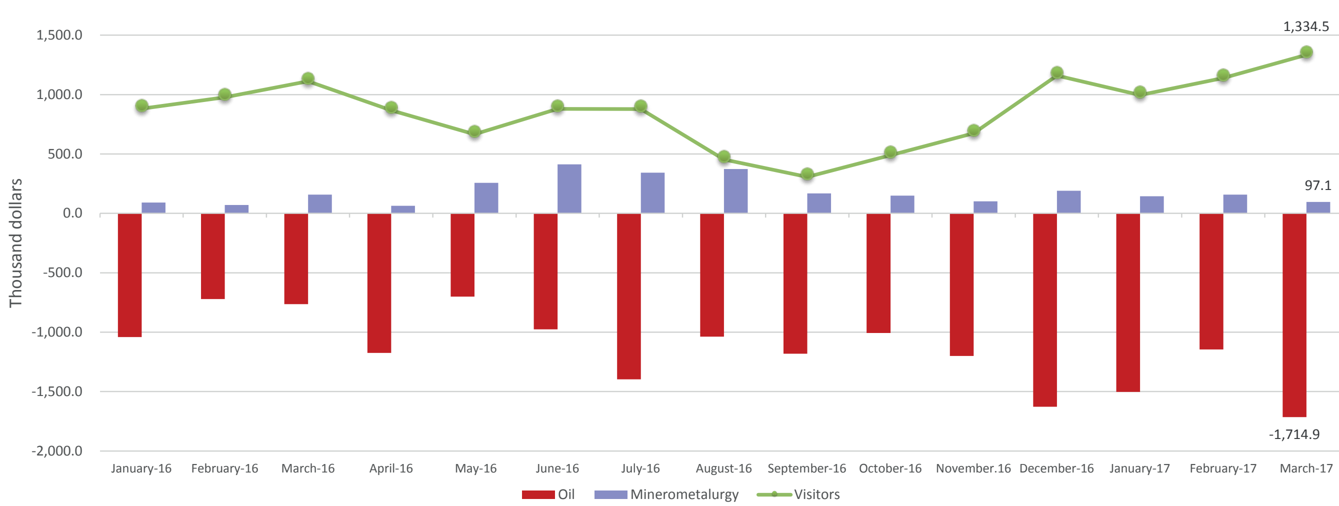
INTERNATIONAL TRAVELERS BALANCE

Chart 4. The balance by international visitors in January-March 2017 registered 3,468 million dollars, an increase of 16.8% in comparison to the same period in 2016.

January-March	Million dollars	Change
2016	2,968.8	
2017	3,468.4	16.8%

Monthly Balance in the Balance of Oil, Minerometalurgy and International Travelers



Note: In the graphs the sum of the data does not coincide with the accumulated period due to the rounding of figures.

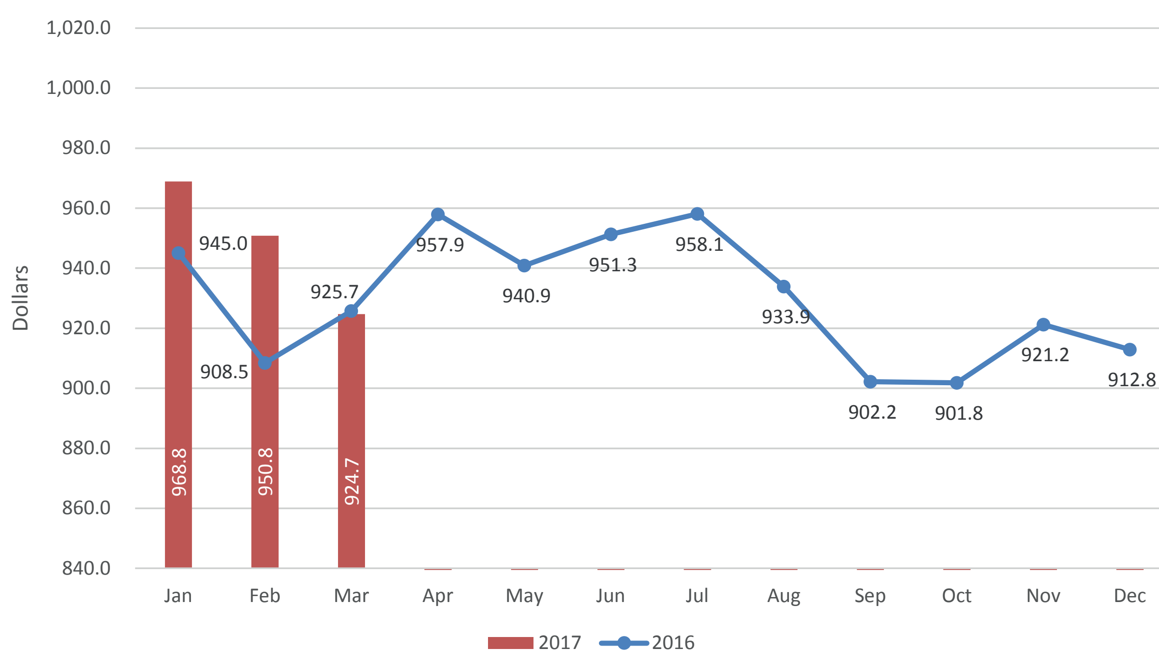
Source: Bank of Mexico, Balance of payments

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

AVERAGE EXPENDITURE OF LONG-STAY TOURISTS, AIR TRANSPORT

Chart 5. During January-March 2017, the average expenditure of long-stay tourists by air was 947.3 dollars, an increase of 2.2 % in comparison to the same period in 2016

January-March	Dollars	Change
2016	926.4	
2017	947.3	2.2%



Source: Bank of Mexico, Balance of payments
http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20Por%20Nacionalidad.aspx

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Air Transportation

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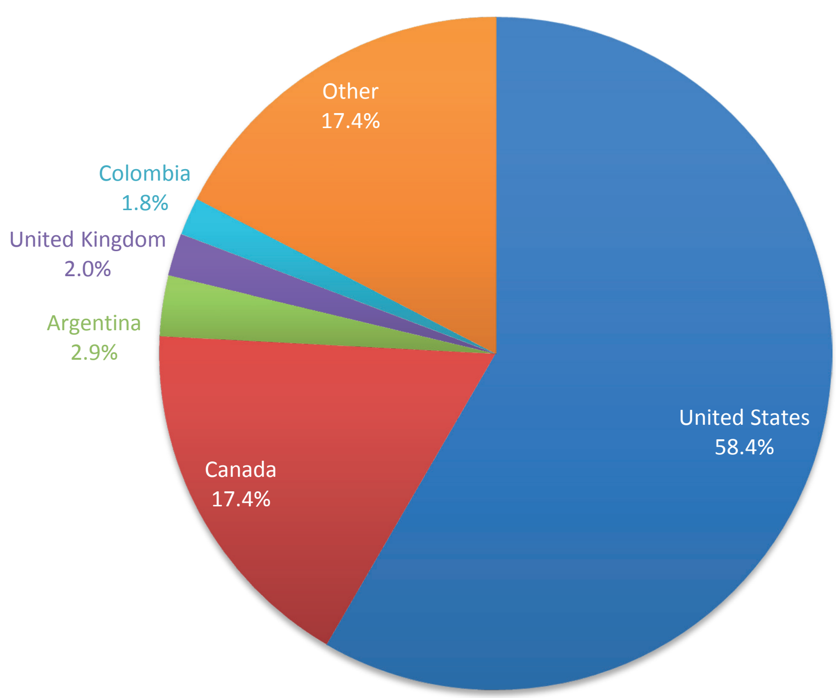
INTERNATIONAL VISITORS TO MEXICO ARRIVING BY AIR

Chart 6. In January-March 2017, the arrival of foreign air-coming visitors who reside in the United States represents 58.4% of all foreign arrivals by air. From Latin American and the Caribbean region the countries of residence with the highest number of foreign arrivals in Mexico were Argentina and Colombia, with 2.9% and 1.8% of total visitors respectively.

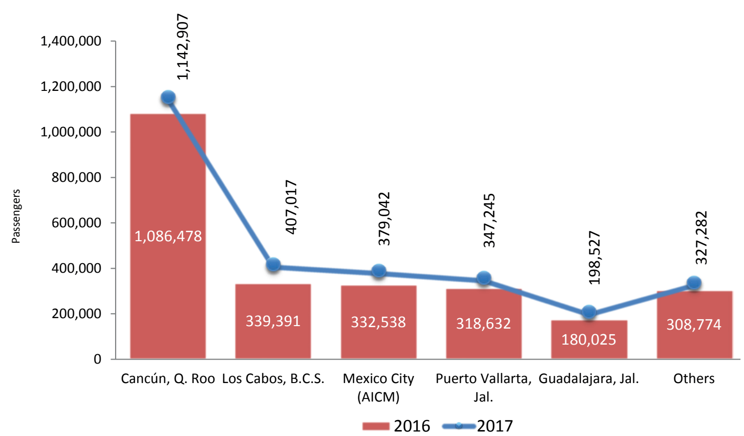


Source: Migration Policy Unit, SEGOB
http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20Por%20Nacionalidad.aspx

AMERICAN PASSENGERS PER AIRPORT

Chart 7. The American residents who arrived to Mexico by air increased 9.2% in January-March 2017 compared to the same period of 2016, registering two million 802 thousands passengers who arrived firstly through the Cancun Airport, followed by Los Cabos Airport.

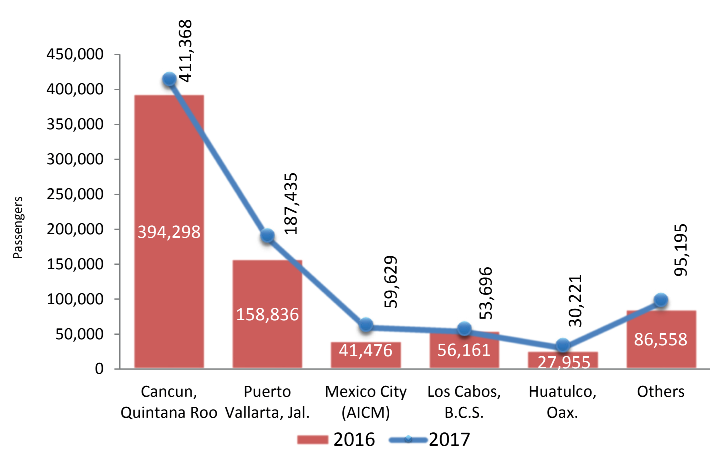
January-March	American passengers	Change
2016	2,565,838	
2017	2,802,020	9.2%



CANADIAN PASSENGERS PER AIRPORT

Chart 8. The Canadian residents who arrived to Mexico by air was 9.4% higher during January-March 2017 in comparison to the same period last year, arriving firstly through the Cancun Airport, followed by Puerto Vallarta Airport.

January-March	Canadian passengers	Change
2016	765,284	
2017	837,544	9.4%



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

MAIN AIRPORTS OF ARRIVAL

Figure 1. In January-March 2017 the airports with the highest number of foreign passengers were: Cancun (2,109,729); Mexico City (960,528); Puerto Vallarta (549,891); Los Cabos (467,222); Guadalajara (215,864) and Cozumel (71,316); which represents 91.1% of all foreign passengers.

INTERNATIONAL PASSENGERS
JANUARY- MARCH

Baja California Sur	
	Los Cabos B.C.S.
2016	401,090
2017	467,222
var	9.7%

Jalisco		
	Pto. Vallarta	Gdl.
2016	490,545	194,200
2017	549,891	215,864
var	12.1%	4.5%

Mexico City	
	Cd. México
2016	811,477
2017	960,528
var	18.4%

Quintana Roo		
	Cancún	Cozumel
2016	1,995,668	71,762
2017	2,109,729	71,316
var	5.7%	-0.6%

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.

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

Domestic Tourism

OCCUPANCY RATE

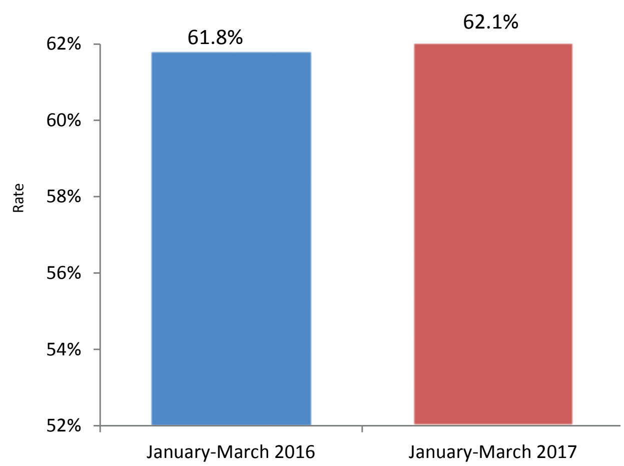


Chart 9. The percentage of hotel occupation in a group of 70 resorts during January-March 2017 reached 62.1%, 0.3 points higher in comparison to the same period of last year.

ARRIVAL OF TOURISTS TO HOTELS

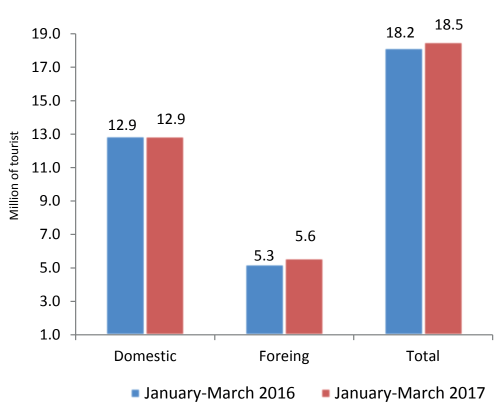
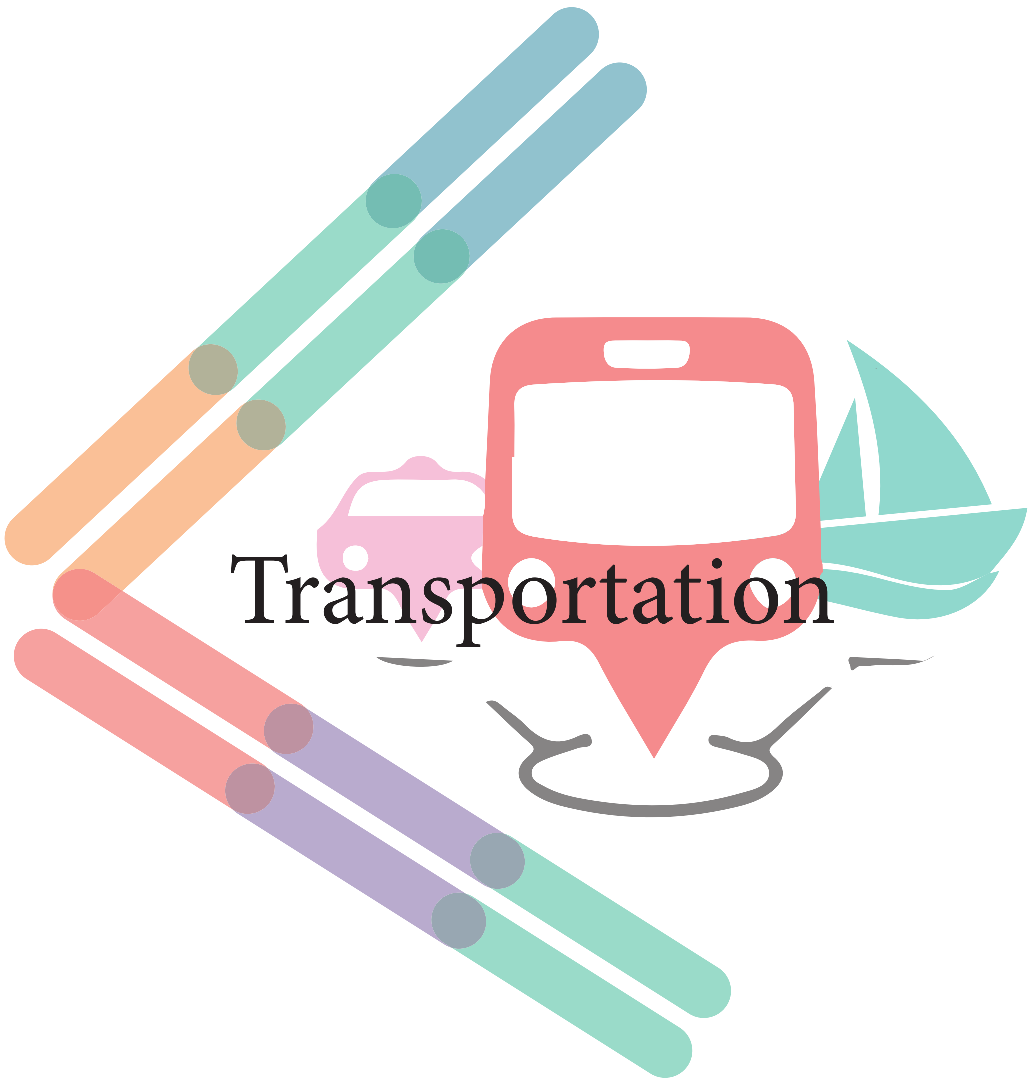


Chart 10. In January-March 2017, the arrival of domestic tourists to hotel rooms was 12.9 million tourists (69.6%), while the remaining arrivals (30.4%) were from foreign tourists.

Notes: Total occupancy is a weighted average of the 70 destinations monitored.
In the graphs the sum of the data does not coincide with the accumulated period due to the rounding of figures.

Source: Information of 70 resorts monitored by DataTur.
http://www.datatur.sectur.gob.mx/SitePages/ActividadHotelera.aspx



Transportation

AIR TRANSPORTATION

Chart 11. The number of passengers arriving by air increased 10.1% in January-March 2017 in comparison to the same period last year, reaching 16.2 million passengers, equivalent to an increase of one million 492 thousand passengers.

January-March	Thousand passengers	Change
2016	14,708.9	
2017	16,201.5	10.1%

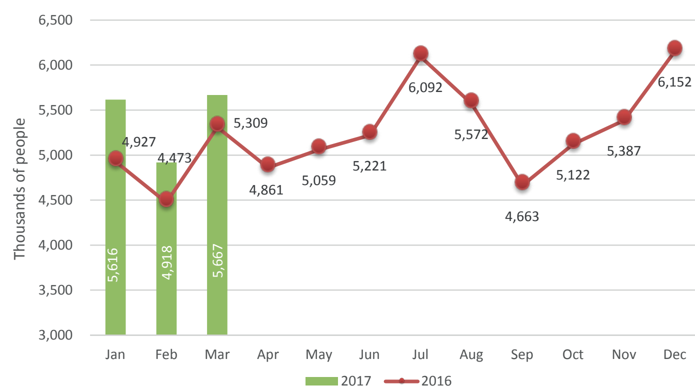


Chart 12. The number of passengers arriving by air on domestic flights in January-March 2017 was 10.2 million passengers, representing one million 75 thousand of additional passengers (11.7%), in comparison to the same period last year.

January-March	Thousand passengers	Change
2016	9,190.9	
2017	10,266.4	11.7%

Chart 13. In January-March 2016, the number of passengers arriving by air on international flights increased 7.6% with 5.9 million passengers, exceeding by 417 thousand the number of passengers from January-March 2016.

January-March	Thousand passengers	Change
2016	5,518.0	
2017	5,935.1	7.6%

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MARITIME TRANSPORTATION

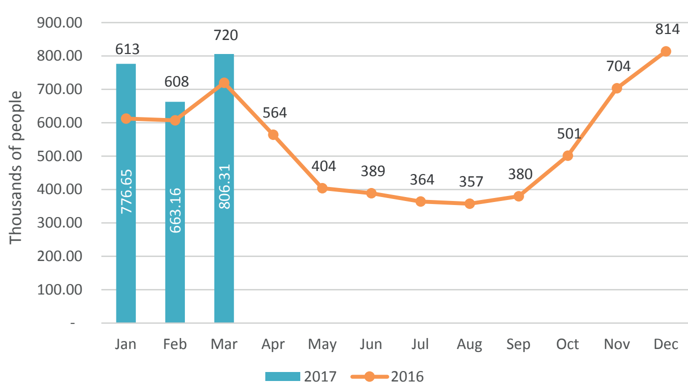


Chart 14. During January-March 2017, the number of cruise passengers reached two million 246 thousand passengers, representing an increase of 306 thousand passengers (15.8%) compared to the same period 2016.

January-March	Thousand passengers	Change
2016	1,940.3	
2017	2,246.1	15.8%

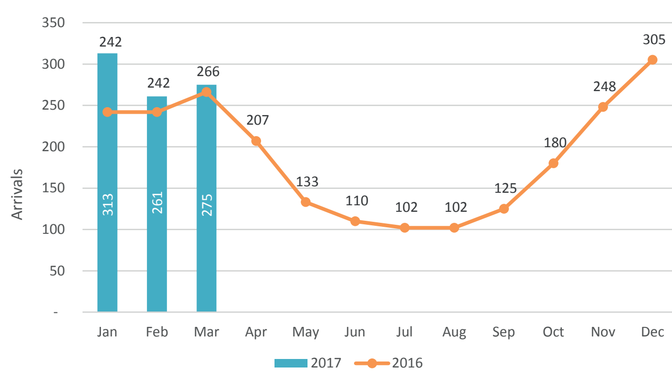


Chart 15. The number of cruise arrivals in January-March 2017 increased in 99, reaching 849, an increase of 13.2% in comparison to the same period last year.

January-February	Arrivals	Change
2016	750	
2017	849	13.2%

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

MAIN PORTS

Figure 2. In January-March 2017 the ports that received the highest number of passengers were the following: Cozumel, Majahual and Ensenada; representing 78.1% of total arrivals in this period.

JANUARY-MARCH

Ensenada

	arrivals	passengers
2016	65	166,480
2017	66	158,356
change	1.5%	-4.9%

Cabo San Lucas

	arrivals	passengers
2016	51	121,407
2017	61	128,969
change	19.6%	6.2%

Puerto Vallarta

	arrivals	passengers
2016	43	106,565
2017	46	110,124
change	7.0%	3.3%

Majahual

	arrivals	passengers
2016	79	188,415
2017	110	304,076
change	39.2%	61.4%

Cozumel

	arrivals	passengers
2016	379	1,131,013
2017	423	1,290,812
change	11.6%	14.1%

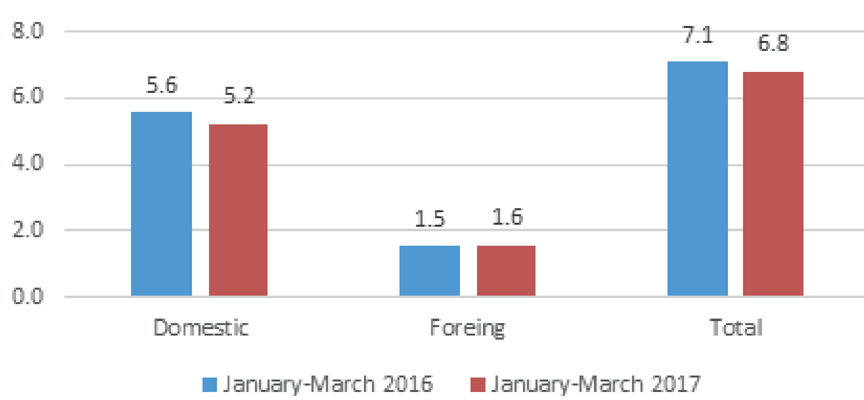
Source: General Coordination of Ports and Merchant Navy, Ministry of Communications and Transportation (SCT)
http://www.datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx

Museums and archeological sites

VISITORS TO MUSEUMS AND ARCHEOLOGICAL SITES

During the first quarter of 2017, the National Institute of Anthropology and History reported 6.8 million visitors, (-) 4.4% lower than reported in the same period of 2016. Of the total number of visitors, 76.8% corresponded to national visitors and the 23.2% to foreigners.

January-March	Million visitors	Change
2016	7.1	
2017	6.8	-4.4%

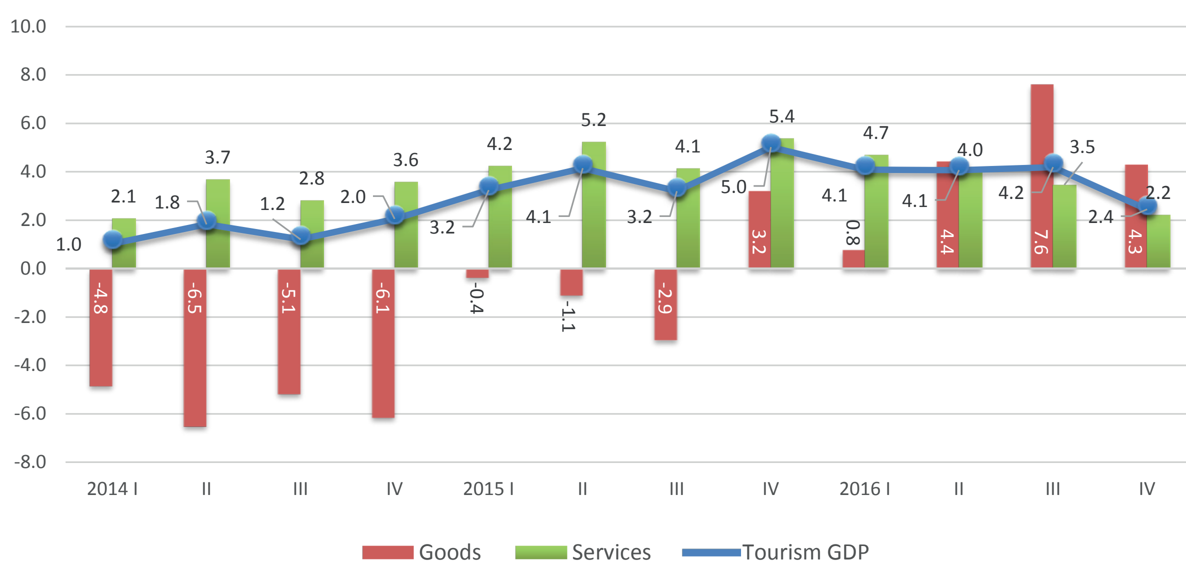


Other Indicators

TOURISM GDP

Based on the Quarterly Indicators of Tourism Activity, tourist GDP registered growth of 2.4% in the fourth quarter of 2016 compared to the same period of 2015, according to seasonally adjusted figures. By components, services grew 2.2% in annual terms and goods 4.3% in the same period

Tourism GDP	Change
2015. IV	5.0%
2016. IV	2.4%



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RESULTS OF TOURISM ACTIVITY, TABLE

Subject	Unit of measurement	Year (January-December) 2013	2014	2015	2016	Change % 16/15	January-March 2016	2017	Change % 16/15
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%	5,258.1	5,781.4	10.0%
Outbound traveler expenditures	Million dollars	9,122.4	9,605.8	10,098.1	10,226.9	1.3%	2,289.3	2,312.9	1.0%
International travelers balance	Million dollars	4,826.6	6,602.6	7,635.6	9,343.9	22.4%	2,968.8	3,468.4	16.8%
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%	24,056.7	24,449.0	1.6%
International tourists	Thousand	24,150.5	29,345.6	32,093.3	34,960.8	8.9%	8,764.0	9,281.0	5.9%
Long-stay tourists	Thousand	14,561.9	15,999.9	18,307.2	20,424.3	11.6%	5,313.0	5,714.9	7.6%
Border tourists	Thousand	9,588.6	13,345.7	13,786.1	14,536.6	5.4%	3,451.0	3,566.1	3.3%
Same-day travelers	Thousand	53,949.7	51,696.5	55,035.3	59,660.2	8.4%	15,292.6	15,168.0	-0.8%
In border area travelers	Thousand	49,394.2	45,911.2	48,920.5	52,965.6	8.3%	13,234.2	12,859.1	-2.8%
In cruises travelers	Thousand	4,555.4	5,785.2	6,114.8	6,694.6	9.5%	2,058.4	2,308.9	12.2%
Inbound travelers expenditure (Million dollars)									
International visitors	Million dollars	13,949.0	16,208.4	17,733.7	19,570.8	10.4%	5,258.1	5,781.4	10.0%
International tourists	Million dollars	11,853.8	14,320.0	15,825.7	17,621.9	11.4%	4,748.9	5,251.7	10.6%
Long-stay tourists	Million dollars	11,311.5	13,579.9	15,035.0	16,852.6	12.1%	4,562.0	5,054.0	10.8%
Border tourists	Million dollars	542.2	740.1	790.7	769.3	-2.7%	186.9	197.8	5.8%
Same-day travelers	Million dollars	2,095.2	1,888.4	1,908.0	1,948.9	2.1%	509.2	529.6	4.0%
In border area travelers	Million dollars	1,737.1	1,469.6	1,508.9	1,548.1	2.6%	385.0	391.8	1.8%
In cruises travelers	Million dollars	358.1	418.8	399.2	400.8	0.4%	124.3	137.8	10.9%
Average expenditure (dollars)									
International visitors	Dollars	178.6	200.0	203.5	206.8	1.6%	218.6	236.5	8.2%
International tourists	Dollars	490.8	488.0	493.1	504.0	2.2%	541.9	565.9	4.4%
Long-stay tourists	Dollars	776.8	848.8	821.3	825.1	0.5%	858.6	884.4	3.0%
Border tourists	Dollars	56.5	55.5	57.4	52.9	-7.7%	54.2	55.5	2.4%
Same-day travelers	Dollars	38.8	36.5	34.7	32.7	-5.8%	33.3	34.9	4.9%
In border area travelers	Dollars	35.2	32.0	30.8	29.2	-5.2%	29.1	30.5	4.8%
In cruises travelers	Dollars	78.6	72.4	65.3	59.9	-8.3%	60.4	59.7	-1.2%
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%	14,708.9	16,201.5	10.1%
International flights	Thousands	15,703.3	17,125.6	19,279.3	20,971.7	8.8%	5,518.0	5,935.1	7.6%
Domestic flights	Thousands	30,418.8	32,830.2	37,088.3	41,866.6	12.9%	9,190.9	10,266.4	11.7%
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%	2,565.8	2,802.0	9.2%
Canada	Thousands	1,574.3	1,646.2	1,707.8	1,734.6	1.6%	765.3	837.5	9.4%
United Kingdom	Thousands	391.8	432.3	477.3	513.8	7.6%	100.4	97.7	-2.7%
Argentina	Thousands	233.4	218.4	309.6	375.2	21.2%	104.5	139.4	33.4%
Colombia	Thousands	230.1	292.4	363.2	390.2	7.5%	74.9	87.9	17.3%
Movements cruise (SCT, Dirección General de Puertos)									
Passenger in cruices	Thousands	4,348.9	5,563.1	5,929.2	6,417.4	8.2%	1,940.3	2,246.1	15.8%
Cruise's arrivals	Number	1,622.0	2,091.0	2,180.0	2,262.0	3.8%	750.0	849.0	13.2%
Hotel business* (SECTUR)									
Percentaje of hotel accupation	Percentage	55.6	57.1	59.6	60.3	0.70	61.8	62.1	0.2
Arrival of tourists to hotel rooms	Thousands	62,394.0	65,000.0	69,827.3	74,316.0	6.4%	18,182.5	18,541.8	2.0%
Number of tourist jobs** (SECTUR based on ENOE)									
Tourism employment	Thousands	3,628.2	3,641.0	3,803.4	3,951.9	3.9%	NA	NA	NA
Quarterly Indicator of Tourism Activity*** (index 2008=100, seasonally adjusted series) INEGI.				Fourth Quarter					
Tourism GDP	Annual percentages	0.8	2.1	5.0	2.4	2.4	NA	NA	NA
Goods	Annual percentages	-4.3	-6.2	3.1	4.3	4.3	NA	NA	NA
Services	Annual percentages	2.2	3.7	5.4	3.2	3.2	NA	NA	NA
Internal tourism consumption	Annual percentages	1.4	0.9	6.1	4.8	4.8	NA	NA	NA
Domestic tourism consumption	Annual percentages	0.8	-1.8	3.2	1.2	1.2	NA	NA	NA
Inbound tourism consumption	Annual percentages	6.9	21.8	25.2	24.3	24.3	NA	NA	NA

* A report from the Hotel Occupancy monitored weekly in 70 centers. Changes in percentage points in the case of hotel occupancy. 16/05/2017

** Quarterly figures, excluding induced employment.

*** For annual percentage change data for the last quarter of the current year compared to the last quarter of the previous year.

NA Not apply

Sources: Bank of Mexico. ASA e INEGI, UPM, SCT, SECTUR.

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ESTADOS UNIDOS MEXICANOS

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MEXICO'S KEY ECONOMIC INDICATORS

Macroeconomic Perspective on Key Indicators of Mexico				
Entity	Gross Domestic Product Constant prices (percent change)		Inflation (% dec/dec)	
	2017	2018	2017	2018
International Monetary Fund	1.66	1.96	4.61	3.09
OCDE	2.27	2.37	3.45	3.61
Bank of Mexico Survey	1.66	2.12	5.67	3.83
Ministry of the Treasury and Public Credit	1.3 a 2.3	2.0 a 3.04	.90	3.00

Source: **IMF**, World Economic Outlook Database (april 2017); **OECD**, Economic Outlook (2017/03); **Bank of Mexico**, Expectations Survey Economic Specialist Private Sector (02/05/17); **Ministry of Finance and Public Credit**, Pre-General Criteria for Economic Policy 2018 (April, 2017)

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MACROECONOMIC INDICATORS, PROSPECTS

Entries	2011	2012	2013	2014	2015	2016	January-17	Ferbruary-18	March-19
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	19,522,652			
. Constant prices annual variations in %	4.0	4.0	1.4	2.3	2.6	2.3			
Tertiary activities									
- Air Transportation (481)									
. Millions of current pesos	24,368	27,720	27,063	34,708	39,827	50,112			
. Constant prices annual variations in %	-0.3	7.3	8.1	9.4	7.7	16.5			
- Temporary Lodging Services (721)									
. Millions of current pesos	137,648	151,099	163,718	179,525	200,137	219,572			
. Constant prices annual variations in %	2.4	8.2	5.6	6.0	5.6	3.8			
- Food and Beverages Preparation Services (722)									
. Millions of current pesos	160,238	172,438	177,145	185,939	208,668	225,523			
. Constant prices annual variations in %	0.8	3.0	-1.7	-0.3	6.1	3.8			
Quarterly Indicators of Tourism Activity									
Tourism GDP									
. Annual variations in %	2.9	4.6	0.6	1.7	3.6	3.5			
Internal tourism consumption									
. Annual variations in %	1.8	2.9	0.9	0.9	4.5	5.9			
Domestic tourism consumption									
. Annual variations in %	2.9	2.3	1.0	-0.8	1.1	2.7			
Inbound tourism consumption									
. Annual variations in %	-6.2	7.8	0.5	14.7	28.8	24.0			
Tourism Employment									
People Employed in the Tourism Sector (SECTUR)*	3409804.1	3536686.1	3628194.7	3640970.3	3803441.7	3951886.8			
Total number of IMSS-Insure Workers									
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	18,699,916	18,853,971	18,994,318
.Permanent	13,101,612	13,637,937	14,123,077	14,570,291	15,170,986	15,785,784	16,046,797	16,141,919	16,255,010
.Non-permanent (urban and field)	2,052,031	2,218,200	2,286,225	2,420,433	2,553,236	2,615,560	2,653,119	2,712,052	2,739,308
Unemployment National Rate ** (closing of the period)									
. Total Percentage of PEA	4.51	4.40	4.89	4.16	4.33	3.65	3.56	3.47	3.53
Prices and Exchange Rate***									
National Price Index (closing of the period)									
Consumer (percent variation)	3.8%	3.6%	4.0%	4.1%	2.1%	3.4%	4.7%	4.9%	5.4%
. Air transport (percent variation)	7.6%	-7.7%	0.2%	16.7%	3.2%	9.8%	-7.8%	-1.8%	4.4%
. Hotel (percent variation)	6.4%	1.1%	3.1%	4.8%	4.2%	7.8%	8.2%	7.7%	6.1%
. Package Tourist Services (percent variation)	5.7%	1.6%	4.9%	5.1%	7.6%	6.4%	4.5%	8.0%	5.3%
. Restaurants (percent variation)	4.4%	4.2%	3.6%	6.0%	4.9%	5.5%	5.9%	6.4%	6.4%
Exchange Rate (peso / dollar)									
. Average of the period	12.423	13.169	12.772	13.292	15.848	18.664	21.373	20.381	19.407
. Coincident Indicator	0.060	-0.064	-0.031	0.029	-0.028	0.060	0.057	0.054	ND
. Forward Indicator	0.027	0.094	0.006	-0.086	-0.078	-0.087	-0.042	0.016	0.059
.Confidence Consumer Index	0.113	0.072	-0.266	0.057	0.059	-0.058	-0.064	-0.047	-0.011

N.D. Not available.

* For 2016 figures for the third quarter.

** For 2016 figures for the fourth quarter. The Tourist Employment dataset is smoothed by averaging the last four quarters of it. The objective is to eliminate irregular .fluctuations in the short and medium term.

*** 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 previos year is for monthly data variation.

***** Point monthly difference (closing of the period).

Sources: SECTUR, INEGI, STYPS, Bank of Mexico.

ECONOMIC CONTEXT

International

During the first quarter of 2017, signs of synchronized growth at the global level are beginning to be observed. Growth in advanced economies continued to moderate: although the US growth rate slowed compared to the previous quarter, private consumption performed strongly; The economies of the euro area maintained their growth rate, supported by domestic demand; and in Japan there was also sustained growth, due to increased external demand.

Economic activity in some emerging countries has shown signs of stability and moderate improvement. In Asia, China's economy continues to show steady growth, supported by expansive fiscal policies and strong credit growth. The Russian economy shows signs of recovery, registering positive growth for the first time since the first quarter of 2015. However, the Brazilian economy continues to recede, due to weak domestic demand and a fragile labor market.

National

In an external environment of uncertainty, Mexico's economy experienced a moderate positive performance during the first quarter of 2017. The favorable evolution of consumption, sales and employment stands out; the recovery of non-oil exports; and the stabilization of financial markets. With annual growth of 2.0 percent of the Global Economic Activity Indicator (IGAE) during the January-February 2017 bimester, available results reflect a resilient Mexican economy at the start of the year, mainly as a result of strong domestic dynamics.

Signals of more synchronized growth at the global level have been observed in recent months, following a prolonged episode of moderate and heterogeneous growth between regions, following the global economic and financial crisis of 2008-2009. Likewise, volatility in international financial markets has declined significantly. The International Monetary Fund estimates that global economic growth will increase to 3.5 percent by 2017, compared with the 3.1 percent growth observed in 2016.

Based on the information available to the first quarter of 2017, the growth rate established in the document known as "Pre-Criteria" for 2017, from 1.3 to 2.3 percent, is maintained.

SHCP REPORT ON THE ECONOMIC SITUATION, PUBLIC FINANCES AND PUBLIC DEBT, FIRST QUARTER 2017.

Source: http://finanzaspublicas.hacienda.gob.mx/es/Finanzas_Publicas/Informes_al_Con¬greso_de_la_Union