

Ciudad de México

Acapulco
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RAT

Results Of Tourism Activity January 2024



2024
AÑO DE
Felipe Carrillo
PUERTO
BENEMÉRITO DEL PROLETARIADO,
REVOLUCIONARIO Y DEFENSOR
DEL MAYAB



TURISMO
SECRETARÍA DE TURISMO



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CONTENT

OUTSTANDING RESULTS

- International Passenger Survey Results**

1.1	Arrival of international visitors to Mexico.....	6
1.2	Arrival of international tourists to Mexico	6
1.3	Foreign Exchange Revenue From International Visitors.....	7
1.4	Average Expenditure of Longe-Stay Tourist, Air Transport.....	8
1.5	Departures of international tourists from Mexico	9
1.6	Foreign Exchange Expenditure By Resident Visitors In Mexico Abroad.....	9
1.7	Foreign Exchange Balance By International Visitors.....	10

- Arrival of International Tourists By Air to Mexico**

2.1	Arrival of International Tourists by Air by nationality	12
2.2	American and Canadian Tourists Arriving by Nationality.....	13
2.3	Arrival of international Tourists s to Mexico’s main airports	14
2.4	Arrival of International Air Tourists by country of residence.....	15
2.5	American and Canadian Tourists Arriving by Residence.....	16

- Hotel Monitoring Report**

3.1	Occupancy Rate.....	18
3.2	Arrival of Tourists to Hotels Rooms.....	18
3.3	70 Tourist Centers Selected.....	19
3.4	Occupancy Percentage In The Beach Center.....	20
3.5	Occupancy Percentage Ranking.....	20

- Air and Sea Transportation**

4.1	Total passengers transported on domestic and international flights	23
4.2	Passengers transported on domestic and international flights	24
4.3	Arrival of Hikers on cruises and arrival of cruises ships to Mexico.....	25
4.4	Arrival of passengers and cruises ships to the main ports of Mexico.....	26

- Visitors to Museums and Archaeological Sites**

5.1	Visitors to Museums and Archaeological Sites	28
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- Other Indicators**

6.1	National Tourist Price Index (INPT).....	30
6.2	International Traveller Account Index.....	31
6.3	Foreign Direct Investment Tourism.....	32
6.4	Tourist Employment (ITET).....	33
6.5	Economic Context (Ministry of Finance).....	34
6.6	Results of Tourism Activity.....	35
6.7	Macroeconomic Perspectives About Key Indicators.....	36
6.8	Economic indicators.....	37



Warning: As a result of the extraordinary measures that have been taken in March 2023, the figures are preliminary and will be updated to the extent possible by each official information source.



Tourist Activity Report (RAT) Main Results January 2024/2023

Arrival of international tourists



3 million 638 thousand
+3.6% vs 2023

International travel receipts



3 thousand 143 million
dollars
+4.7% vs 2023

Expenditure of residents in Mexico abroad



771 million 508
Thousand dollars
+12.1% Vs 2023

Departures international tourists from Mexico abroad



One million 589
thousand tourists
+19.8% Vs 2023

International travellers balance



Surplus 2 thousand 372
millions dollars
+2.5% Vs 2023

Participation Issuing Markets USA and Canadian tourists



One million 186
Thousand Tourists
+2.9% Vs 2023



397 thousand 324
Tourists
+10.8% Vs 2023

Hotel Occupancy in 70 Tourist Centers monitored 56.4%



lower in **0.5** percentage points
compared to January 2023

Arrival of tourists to Hotels



4 million 527 thousand
domestic tourists
(70.6% of the total)

One million 888 thousand
international tourists
(29.4% of the total)

INTERNATIONAL PASSENGER SURVEY RESULTS

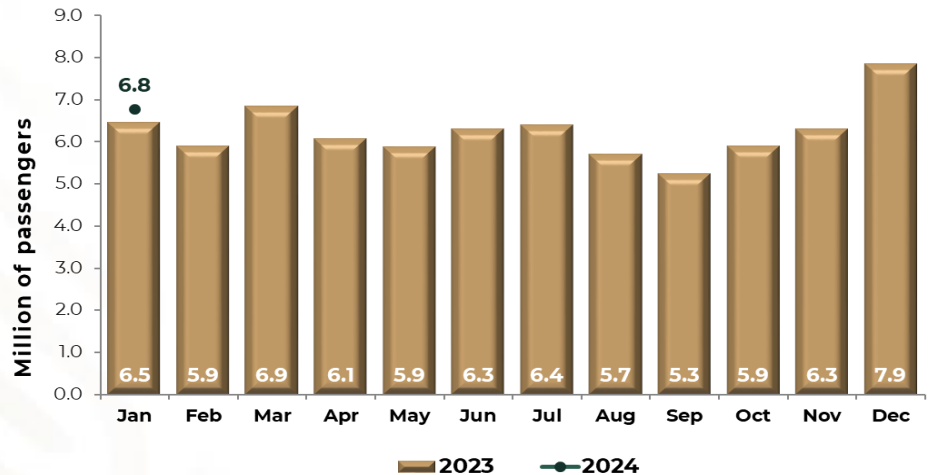




Arrival Of International Visitors to Mexico

Chart 1. INEGI reported the arrival of **6 thousand 779 international visitors**, during January 2024, this is 298 thousand 21 more visitors compared to the same month of 2023, which represented an increase of **4.6%**

January	Million of Passengers	Change %
2022	4.6	
2023	6.5	40.4%
2024	6.8	4.6%



Arrival of International Tourists to Mexico

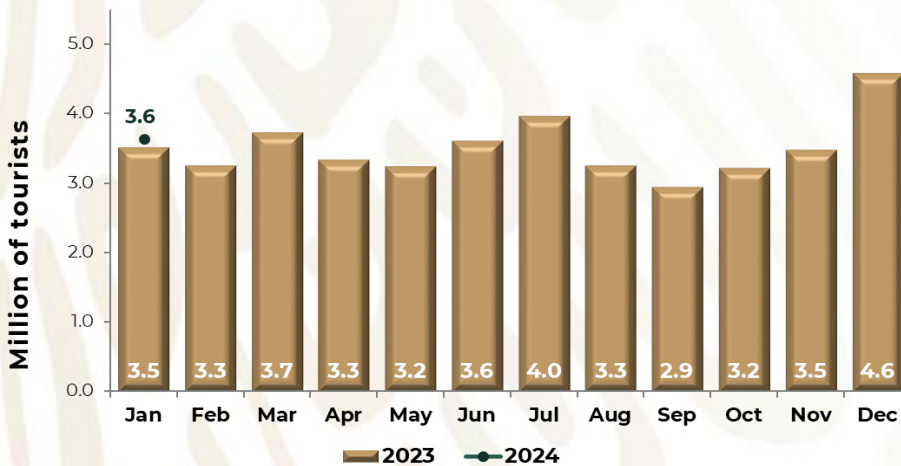


Chart 2. The arrival of international tourists during January 2024 was **3 million 638 thousand**, a level higher by 124 thousand 936 tourists than that observed in the first month of 2023 and equivalent to an increase of **3.6%**.

January	Million of Tourist	Change %
2022	2.6	
2023	3.5	33.0%
2024	3.6	3.6%

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

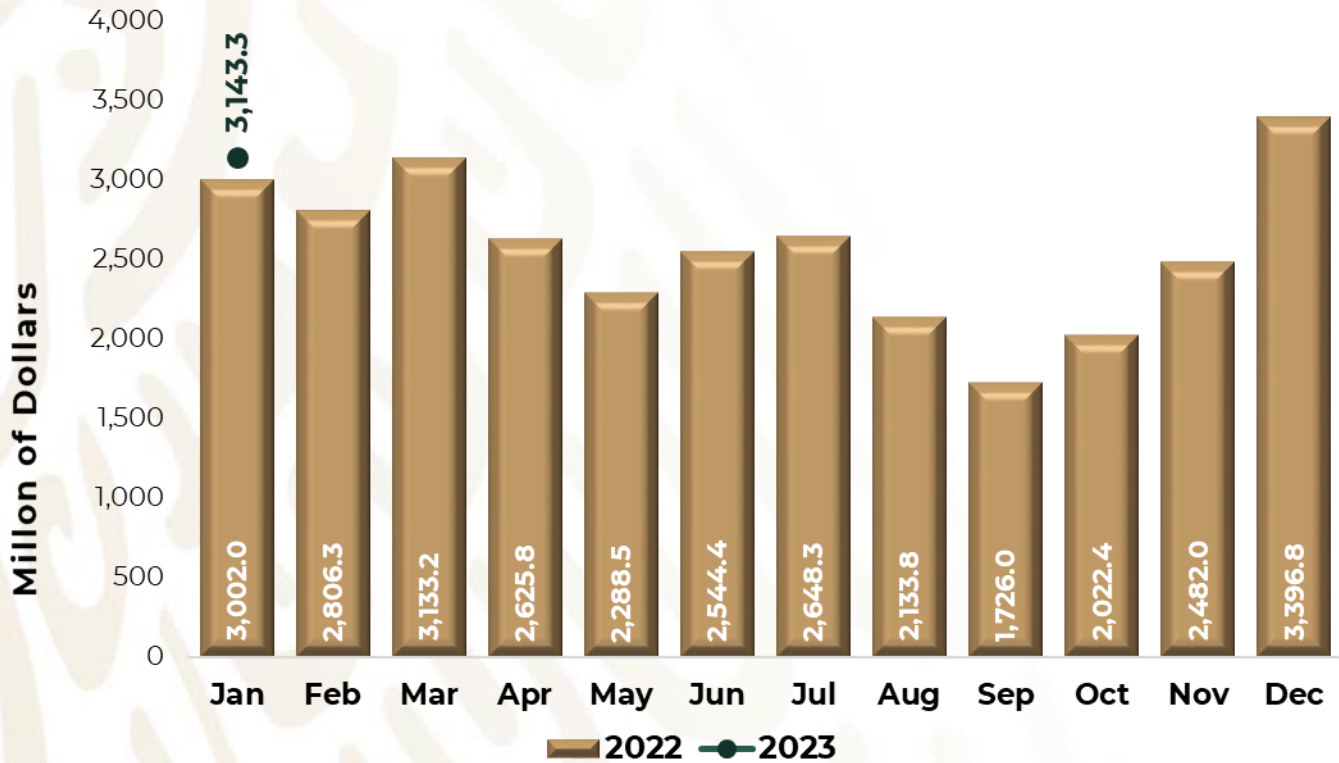
Source: INEGI and Bank of Mexico, Balance of payments.



Foreign Exchange Revenue From International Visitors

Chart 3. The foreign currency income from international visitors during the first month of 2024 was **3 thousand 143 million dollars**, which represented an increase of **4.7%** compared to the month of January 2023.

January	Million of Dollars	Change %
2022	1,975.7	
2023	3,002.0	51.9%
2024	3,143.3	4.7%



Source: INEGI and Bank of Mexico, Balance of payments.

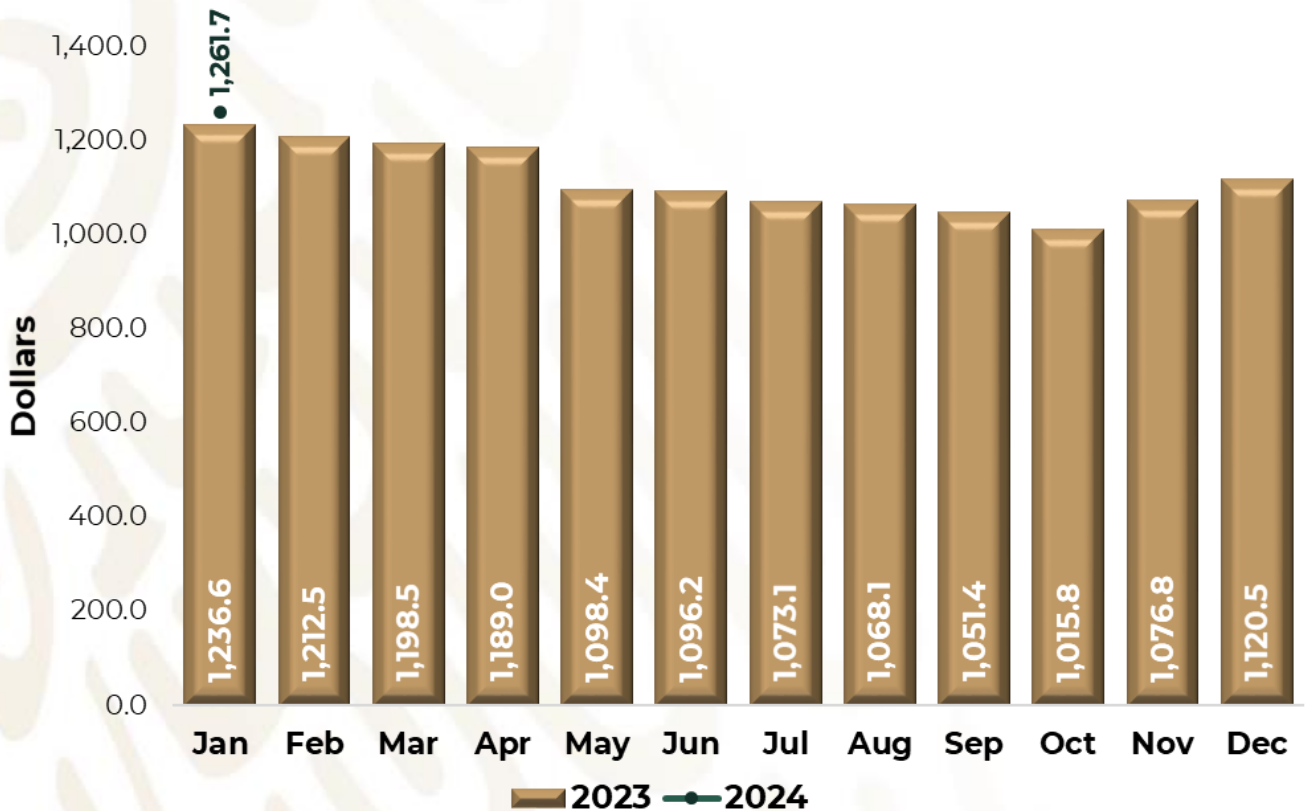
<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>



Average Expenditure of Long-Stay Tourists, Air Transport

Chart 4. The average spending of tourists for internment by air was **1,261.7 dollars** during January 2024, which represented an increase of **+2.0%** over the observed in the same month of 2023.

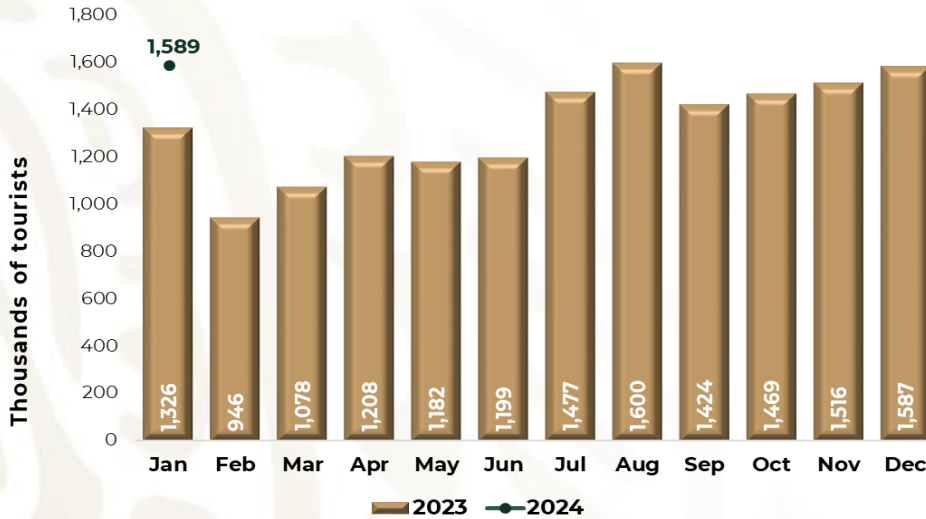
January	Dollars	Change %
2022	1,157.3	
2023	1,236.6	6.9%
2024	1,261.7	2.0%



Source: INEGI and Bank of Mexico, Balance of payments.



Departures Of International Tourists From Mexico

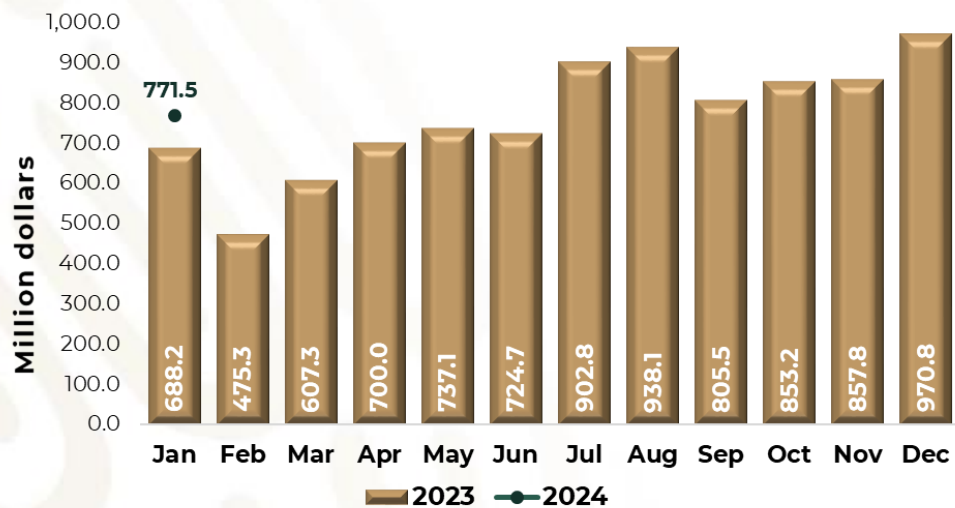


Chars 5. During January 2024, INEGI reported the departure of **One million 589 thousand international tourists** from Mexico abroad, which meant 262 thousand 772 more tourists, that was reported in the same month of 2023, equivalent to an increase of **19.8%**.

January	Thousands of Tourists	Change %
2022	1,135	
2023	1,326	16.9%
2024	1,589	19.8%

Foreign Exchange Expenditure by Resident Visitors in Mexico Abroad

Chart 6. The foreign exchange expenditure incurred by visitors resident in Mexico when going abroad, was **771 million 508 thousand dollars** during January 2024, higher by 83 million 289 thousand dollars than recorded in January 2023, with an increase of **12.1%**



January	Million of Dollars	Change %
2022	497.6	
2023	688.2	38.3%
2024	771.5	12.1%

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

Source: INEGI and Bank of Mexico, Balance of payments.

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

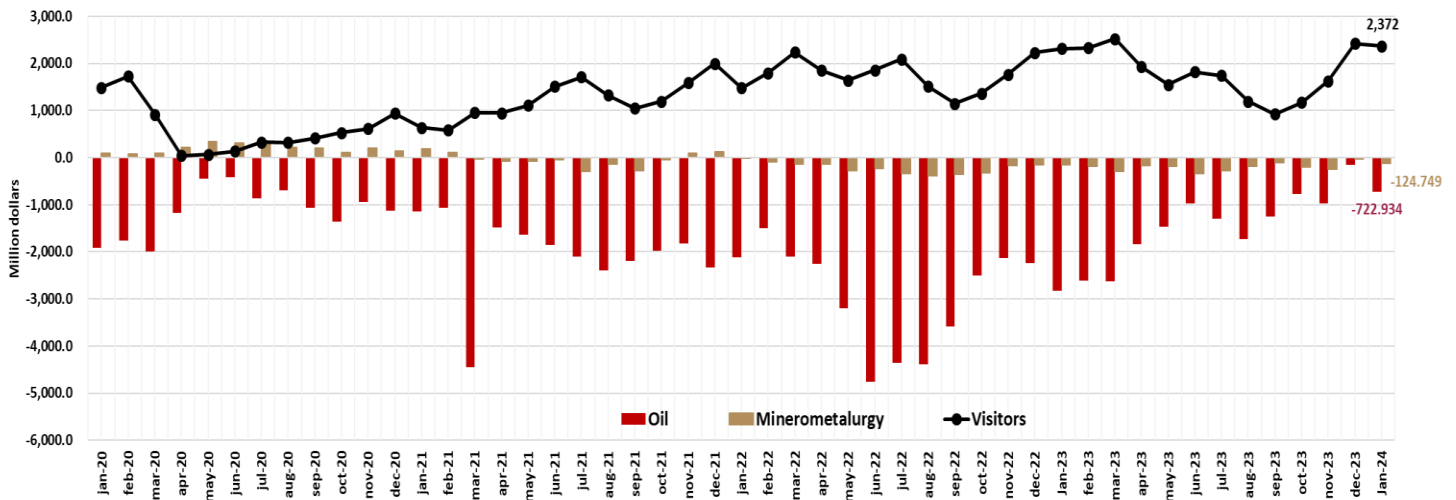


Foreign Exchange Balance by International Visitors

Chart 7. During January 2024, the balance of the balance for international visitors stood at **2 thousand 372 million dollars**, **2.5%** higher than observed during the same month of 2023.

January	Million Dollars	Change %
2022	1,478.0	
2023	2,313.8	56.5%
2024	2,371.8	2.5%

Balance of International Visitors, Oil and Metallurgical.



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

Source: INEGI.- Balance of payments.

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



ARRIVAL OF INTERNATIONAL TOURISTS BY AIR TO MEXICO





International Tourists to Mexico Arriving By Air (Main Countries by Nationality)

Chart 8. During the first month of 2024, arrived **2 million 101 thousand** international tourists arrived by air by country of nationality, **2.6%** higher that observed in January 2023.

January	Tourists	Change %
2022	1,464,263	
2023	2,046,931	39.8%
2024	2,101,043	2.6%

Highlights the arrival of citizens of:

- **The United States** with **One million 186 thousand** passengers, 2.9% more than 2023.
- **Canada** with **397 thousand 324** passengers, 10.8% more compared to 2023
- **Colombia** with **60 thousand 163** passengers, 9.3% less than 2023
- **Argentina** with **37 thousand 831** passengers, 1.4% less than 2023
- **United Kingdom** with **35 thousand 254** passengers, 2.5% more regarding 2023
- **Rest of nationalities** **384 thousand 889** passengers, 3.1% less regarding 2023



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

Source: Migration Policy, Registry and Identity Unit, SEGOB.

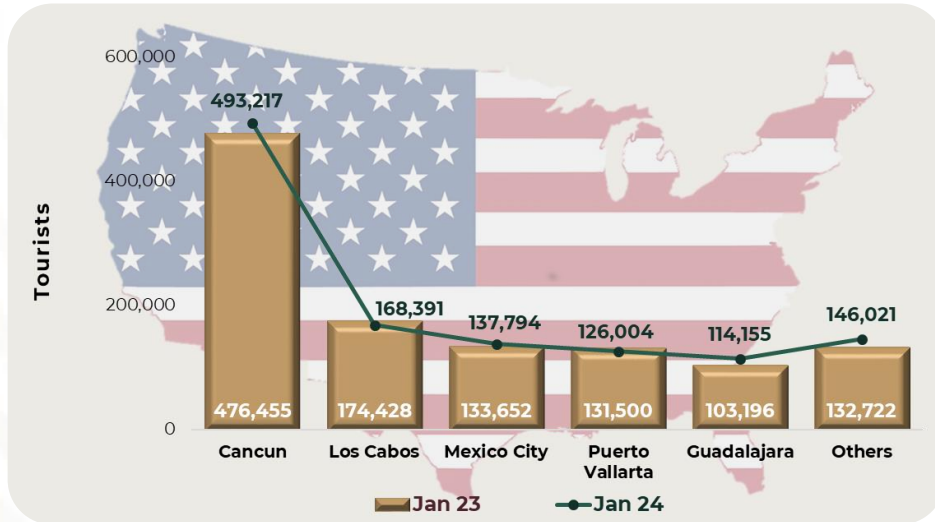
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>



U.S Citizens by Airport

Chart 9. In January 2024, the arrival of **One million 186 thousand** air tourists with American citizenship was recorded, with an increase of **2.9%** over what was observed in January 2023; most of which, arrived through the airports of Cancun and Los Cabos.

January	Tourists	Change %
2022	880,724	
2023	1,151,953	30.8%
2024	1,185,582	2.9%



Canadian Citizens by Airport

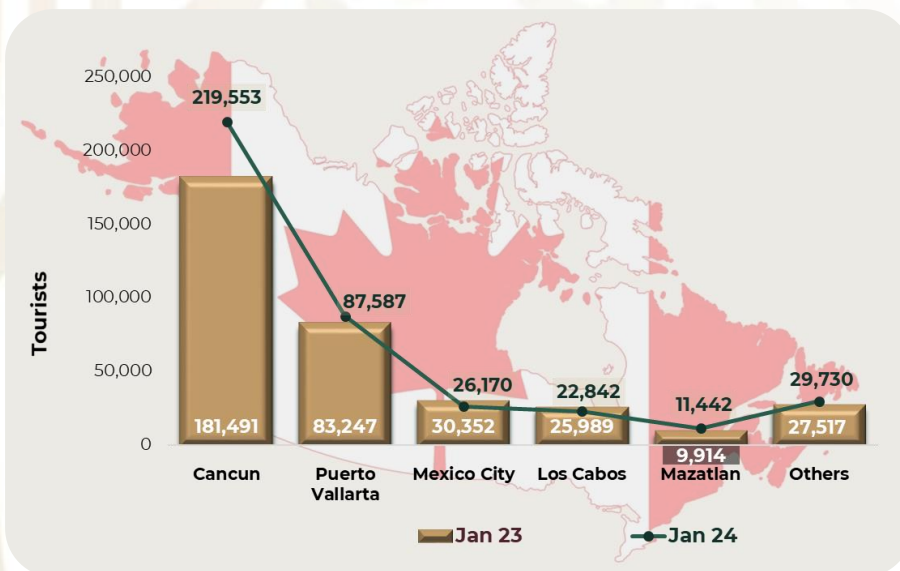


Chart 10. The arrival of air tourist with Canadian citizenship, registered **397 thousand 324 passengers** during January 2024, presenting an increase of **10.8%** compared to the same month of 2023; most of which, arrived at the airports of Cancun and Puerto Vallarta.

January	Tourists	Change %
2022	134,189	
2023	358,510	167.2%
2024	397,324	10.8%

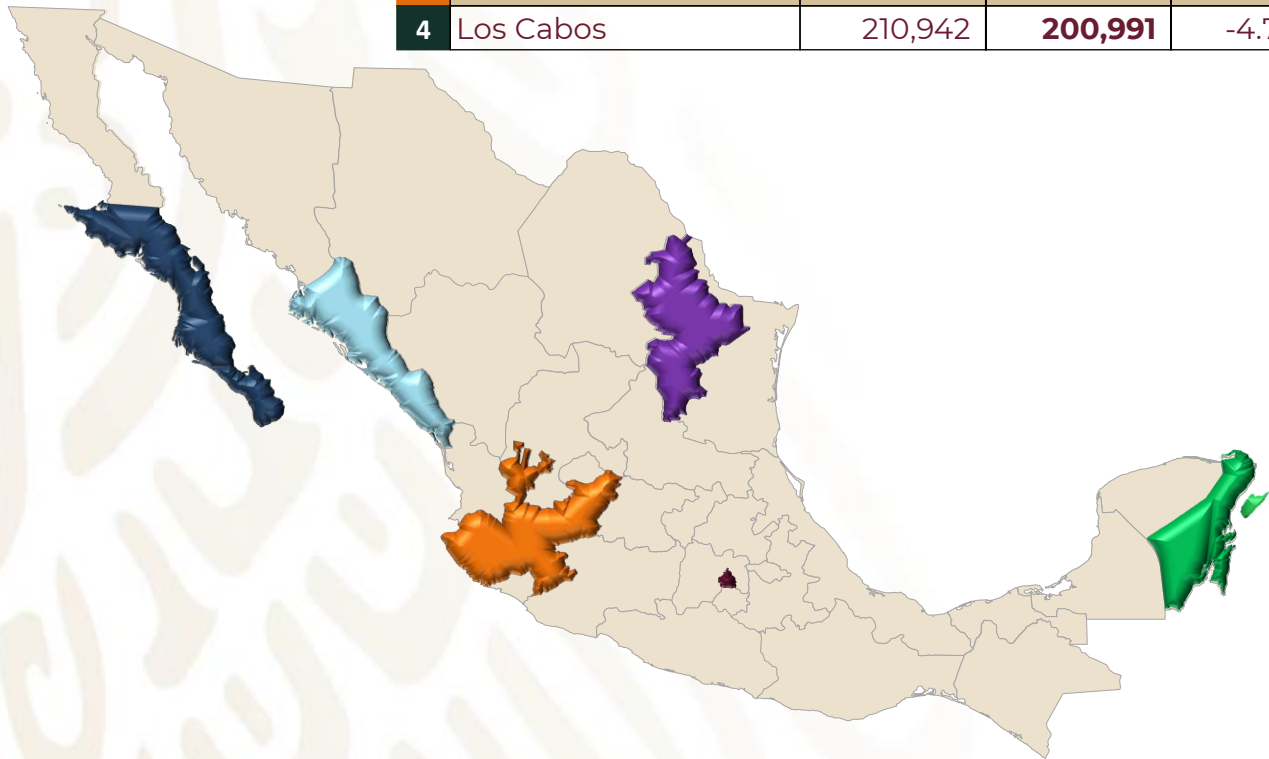
Source: Migration Policy, Registry and Identity Unit, SEGOB.



Arrival of International Tourists To Mexico's Main Airports

Figure 1. During the first month of 2024, the airports that received the largest number of international tourists in Mexico were, according to their nationality: **Cancún, Mexico City, Puerto Vallarta, Los Cabos, Guadalajara, Cozumel, Monterrey, and Mazatlán.** Which together accounted for **93.5%** of total international tourist arrivals by nationality.

January		Arrival of tourists (thousands)		
	Airport	2023	2024	Change %
1	Cancun	940,721	979,375	4.1%
2	Mexico City	371,271	356,072	-4.1%
3	Puerto Vallarta	222,812	232,045	4.1%
4	Los Cabos	210,942	200,991	-4.7%



January		Arrival of tourists (thousands)		
	Airport	2023	2024	Change %
5	Guadalajara	109,809	121,111	10.3%
6	Cozumel	23,915	27,164	13.6%
7	Monterrey	21,830	26,022	19.2%
8	Mazatlan	19,210	20,966	9.1%

Note: Figures refers to events because the same person may have entered the country in more than one occasion.

Source: Migration Policy, Registry and Identity Unit, SEGOB.

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





International Tourists to Mexico Arriving by Air (Main Countries by Residence)

Chart 11. During the first month of 2024 arrived **One million 856 thousand** international tourists by air by country of residence, lower by **0.02%** compared to January 2023

January	Passengers	Change %
2022	1,405,673	
2023	1,856,120	32.0%
2024	1,855,716	-0.02%

Highlights the arrival of citizens of:

- **The United States** with **One million 93 thousand** passengers, 1.1% more than to 2023.
- **Canada** with **370 thousand 291** passengers, 8.3% more compared to 2023
- **Colombia** with **46 thousand 163** passengers, 13.9% lower than 2023
- **Argentina** with **32 thousand 41** passengers, 3.7% lower than 2023
- **United Kingdom** with **30 thousand 490** passengers, 4.8% lower regarding 2023
- **Rest of nationalities** **283 thousand 962** passengers, 9.6% lower regarding 2023





Tourists Residing in the United States (Airway)

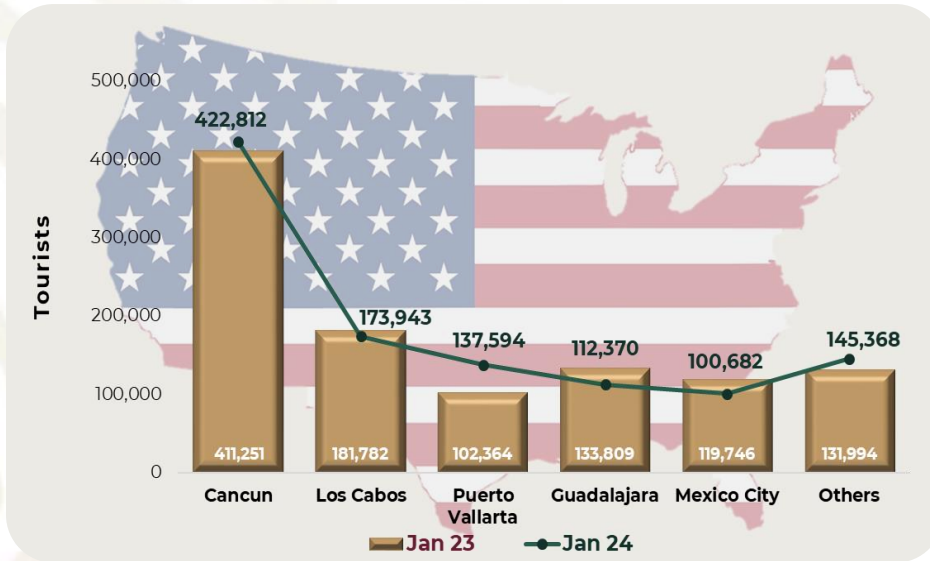


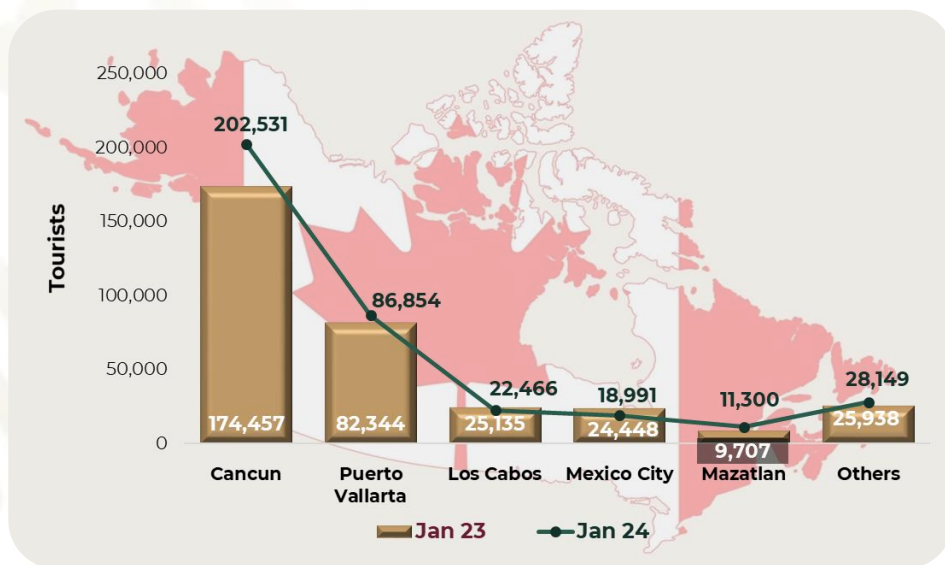
Chart 12. The arrival by air of tourists residing in the United States, recorded an increase of **1.1%** during January 2024 in relation to the recorded during January 2023, adding **One million 93 thousand tourists**; most of which, arrived by the airports of Cancun and Los Cabos

January	Passengers	Change %
2022	901,443	
2023	1,080,946	19.9%
2024	1,092,769	1.1%

Tourists Resident in Canada (Airway)

Chart 13. During January 2024, the arrival of **370 thousand 291 tourists** with residence in Canada was recorded, presenting an increase of **8.3%** over the same month of 2023; most of which, arrived by the airports of Cancun and Puerto Vallarta.

January	Passengers	Change %
2022	126,759	
2023	342,029	169.8%
2024	370,291	8.3%



HOTEL MONITORING REPORT





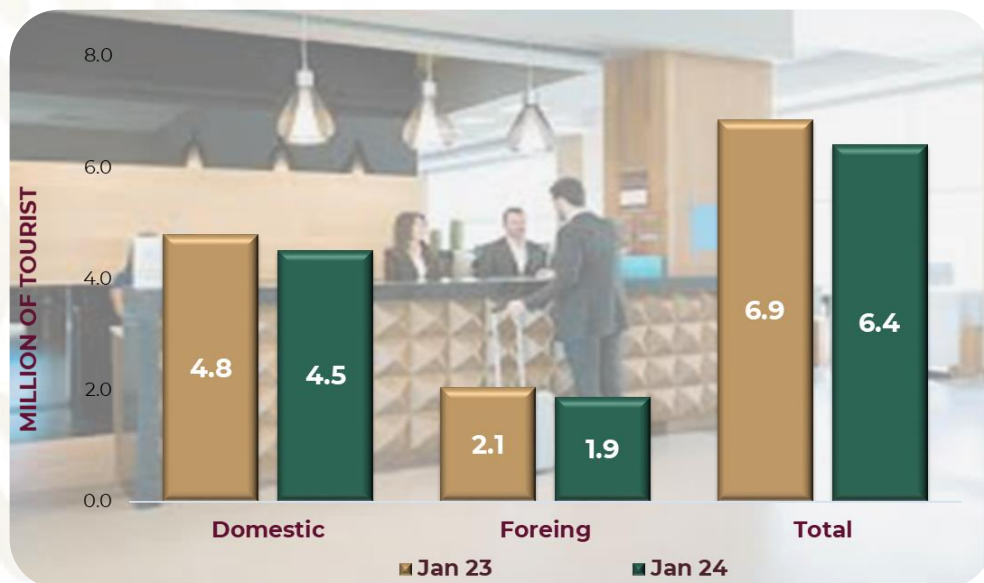
Occupancy Rate



Chart 14. The **percentage of hotel occupancy** in the selection of 70 resorts, during January 2024, was **56.4%**, lower level higher **-0.5** percentage points that observed in January 2023.

Arrival of Tourists to Hotels Rooms

Chart 15. During the first month of 2024, the arrival of domestic tourists to hotel rooms reached **4 million 527 thousand tourists** (70.6% of the total); while the arrival of international tourists registered **One million 888 thousand tourists** (29.4% of the total).



Notes: Total occupancy is a weighted average of 70 monitored destinations. Total tourist arrivals to hotel rooms during January 2024 registered a decrease of **(-) 6.5%** compared to January 2023.

In the graph the sum of the data may not match the total due to the rounding of the figures.

Source: Information of 70 resorts monitored by DataTur.

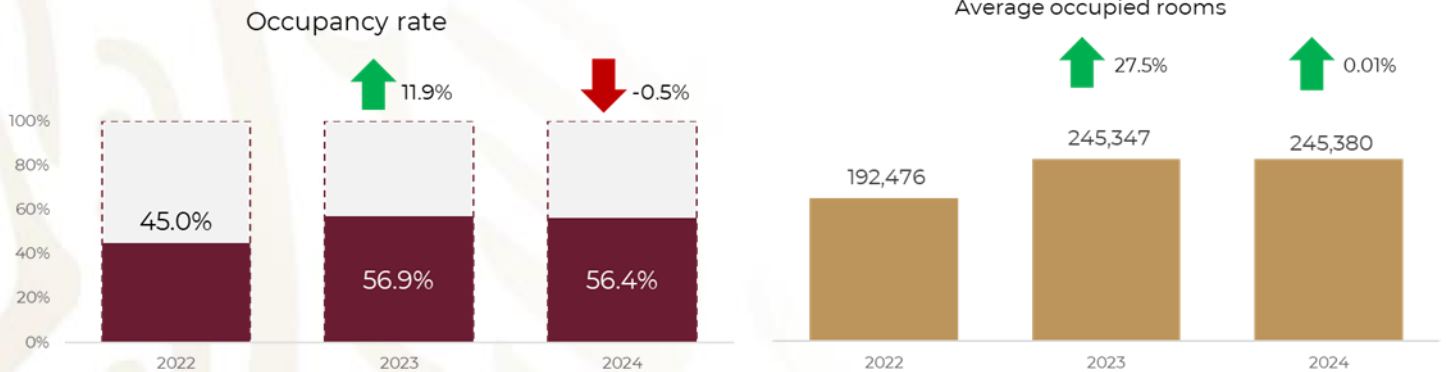
<http://www.datatur.sectur.gob.mx/SitePages/ActividadHotelera.aspx>



70 Tourist Centers Selected

January 2022-2024

Chart 16. The percentage of hotel occupancy in the selection of 70 resorts was **56.4%**, in the month of January 2024, missing **0.5** percentage points to reach the observed in January 2023.



Source: hotel program report "DATATUR", March 2024

Source: hotel program report "DATATUR", March 2024

Tourist arrival		
Percent Change 2024 - 2023		
	Nationals	Foreigners
January	-5.7%	-8.4%

Note: The variance may not strictly add up due to rounding. Occupancy variation in percentage points

Source: Information of 70 resorts monitored by DataTur.

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



Occupancy Rate by Type of Centre

Gráfica 17. The total occupancy percentage by type of centers was 56.4% during the first month of 2024, highlighting the **Beach centers 67.6%** and **Cities 46.4%**

Center type	January		
	2023	2024	Percentage difference 2024 vs. 2023
Total	56.9%	56.4%	-0.5%
Beach centers	70.9%	67.6%	-3.3%
Cities	44.2%	46.4%	2.2%

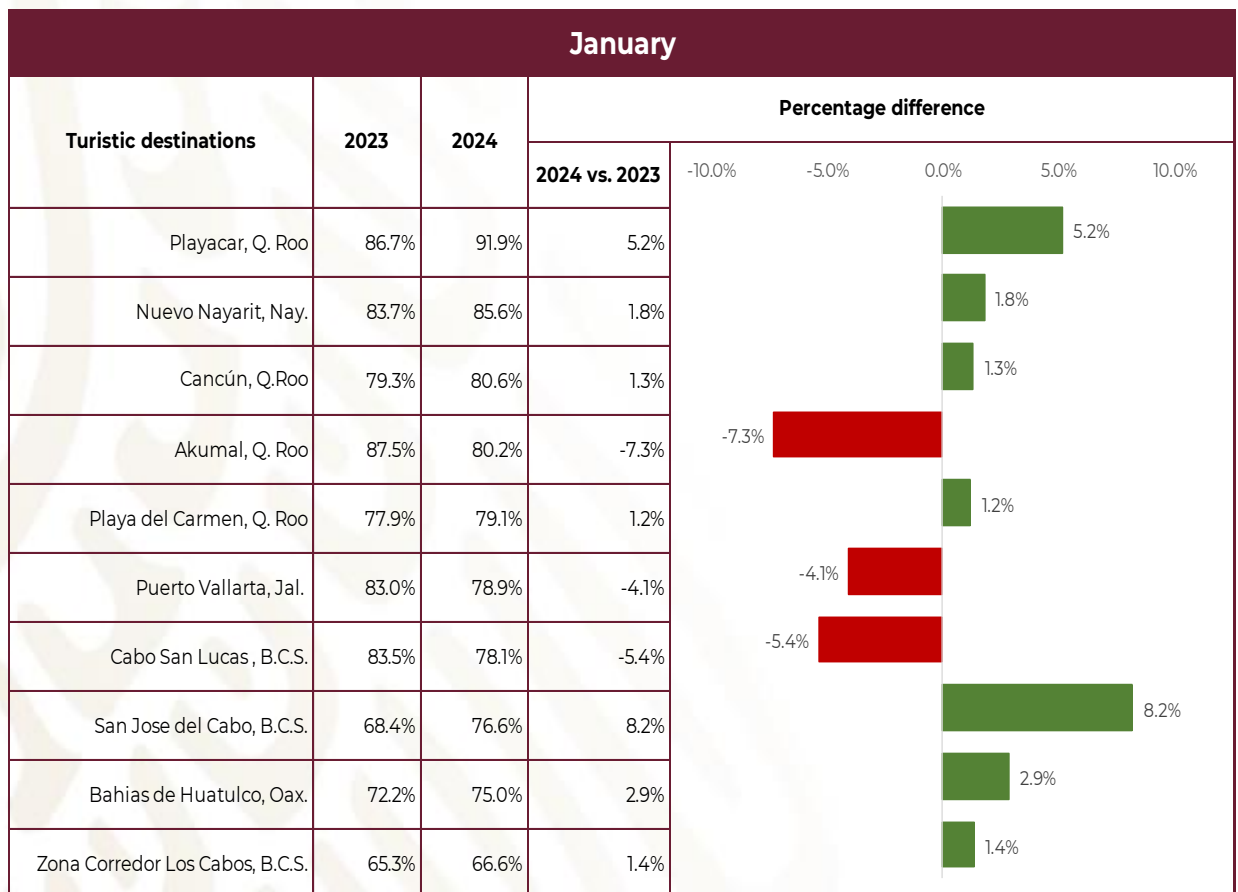
Note: The variance may not strictly add up due to rounding. Occupancy variation in percentage points.

Source: Information of 70 resorts monitored by DataTur.



Occupancy Percentage Ranking

Gráfica 18. By percentage of hotel occupancy stand out the tourist centers of **Playacar, with 91.9% and Nuevo Nayarit with 85.6%**; during the first month of 2024, which means an increase of **5.2** and **1.8** percentage points respectively, in relation to the same month of the previous year.



Note: The variance may not strictly add up due to rounding. Occupancy variation in percentage points.

Source: Information of 70 resorts monitored by DataTur.



AIR AND SEA TRANSPORTATION

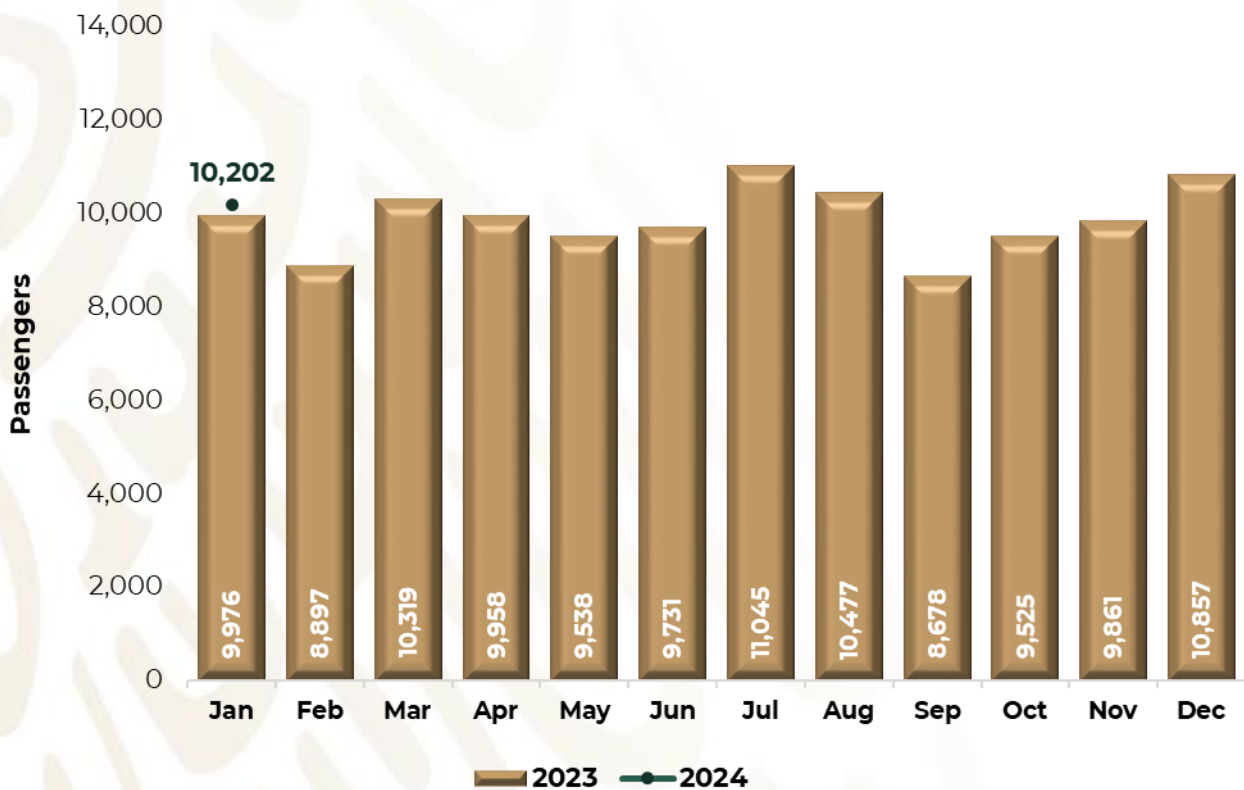




Total Passengers Transported on Domestic And International Flights

Chart 19. During the month of January 2024, a total of **10 million 202 thousand passengers** were registered by air, which represented an increase of 225 thousand 698 passengers, equivalent to a **2.3%** greater than January 2023.

January	Passengers	Change %
2022	7,564,452	
2023	9,976,142	31.9%
2024	10,201,840	2.3%



Preliminary figures

Source: Federal Civil Aviation Agency (SICT).

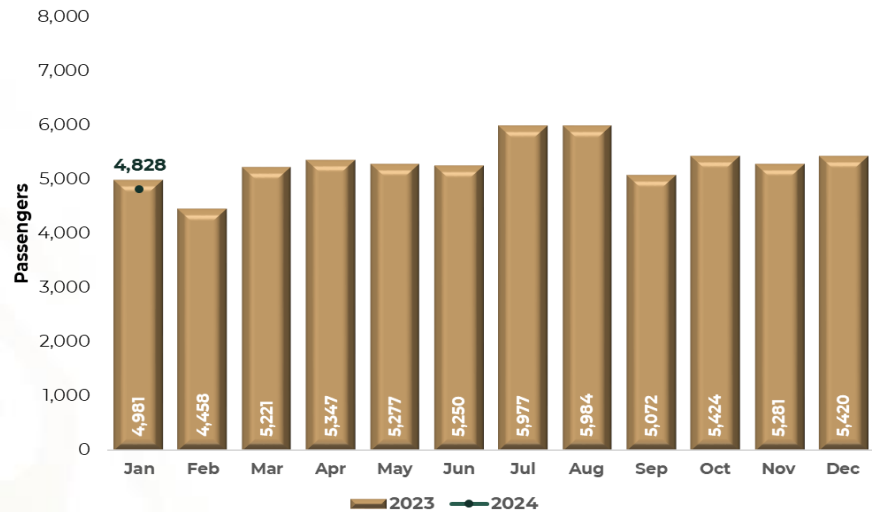
<http://www.datatur.sectur.gob.mx/SitePages/FlujoPorAerolinea.aspx>



Passengers Carried on Domestic Flights

Chart 20. The arrival of passengers on domestic flights during January 2024, was **4 million 828 thousand passengers**, registering a decrease of 153 thousand 330 passengers, less by **3.1%** compared to what was observed in the same month of 2023.

January	Passengers	Change %
2022	3,791,796	
2023	4,980,978	31.4%
2024	4,827,648	-3.1%



Passengers Transported on International Flights

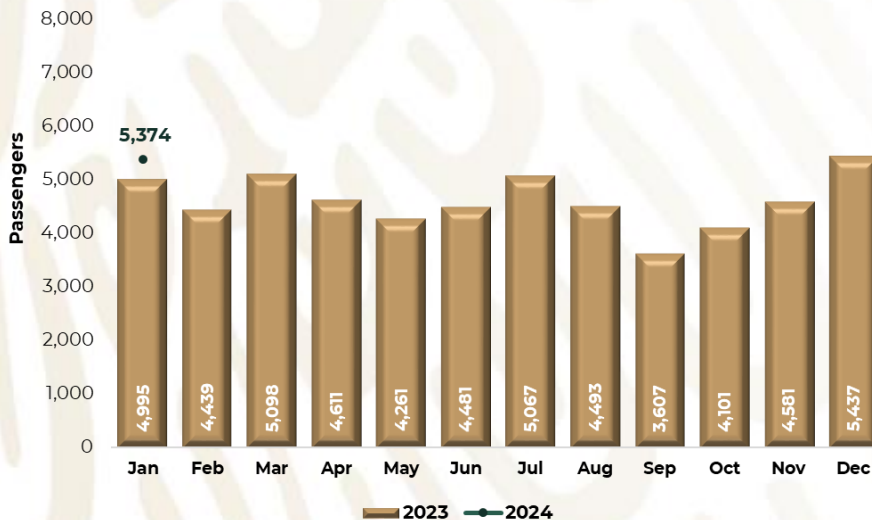


Chart 21. The arrival of passengers on international flights during the month of January 2024 was **5 million 374 thousand passengers**, representing an increase of 379 thousand 28 passengers; **7.6%** higher than that observed in the same month of 2023.

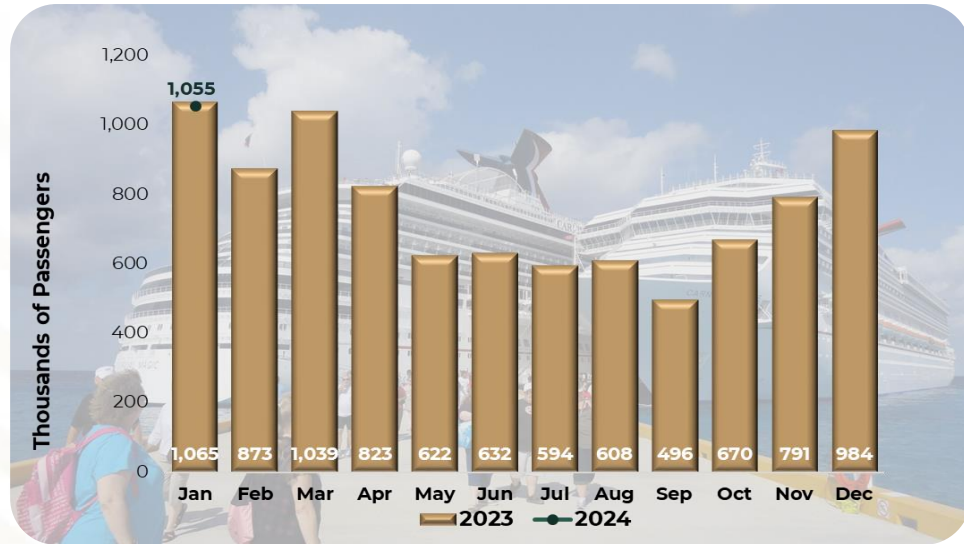
January	Passengers	Change %
2022	3,772,656	
2023	4,995,164	32.4%
2024	5,374,192	7.6%



Arrival of Hikers on Cruises to Mexico

Chart 22. The number of passengers on cruises that arrived during the first month of 2024 was **One million 55 thousand passengers**. With a decrease of **1.0%** compared to the recorded in the month of January 2023.

January	Thousands of Passengers	Change %
2022	430	
2023	1,065	N. C.
2024	1,055	-1.0%



Arrival of Cruise Ships to Mexico

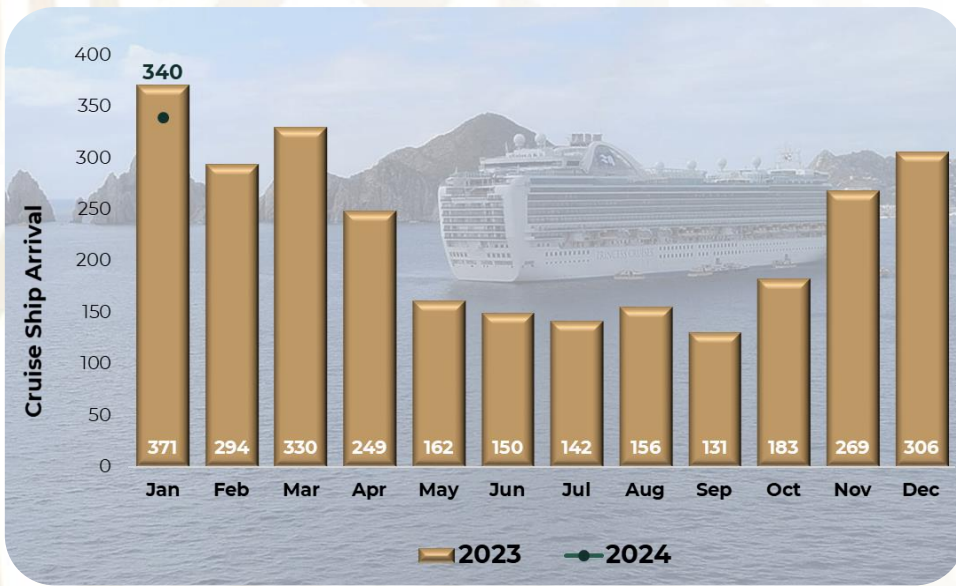


Chart 23. In January 2024, the arrival of **340 cruise ships** to the different ports of the country was recorded, representing a decrease of **8.4%** to what was recorded in the first month of 2023.

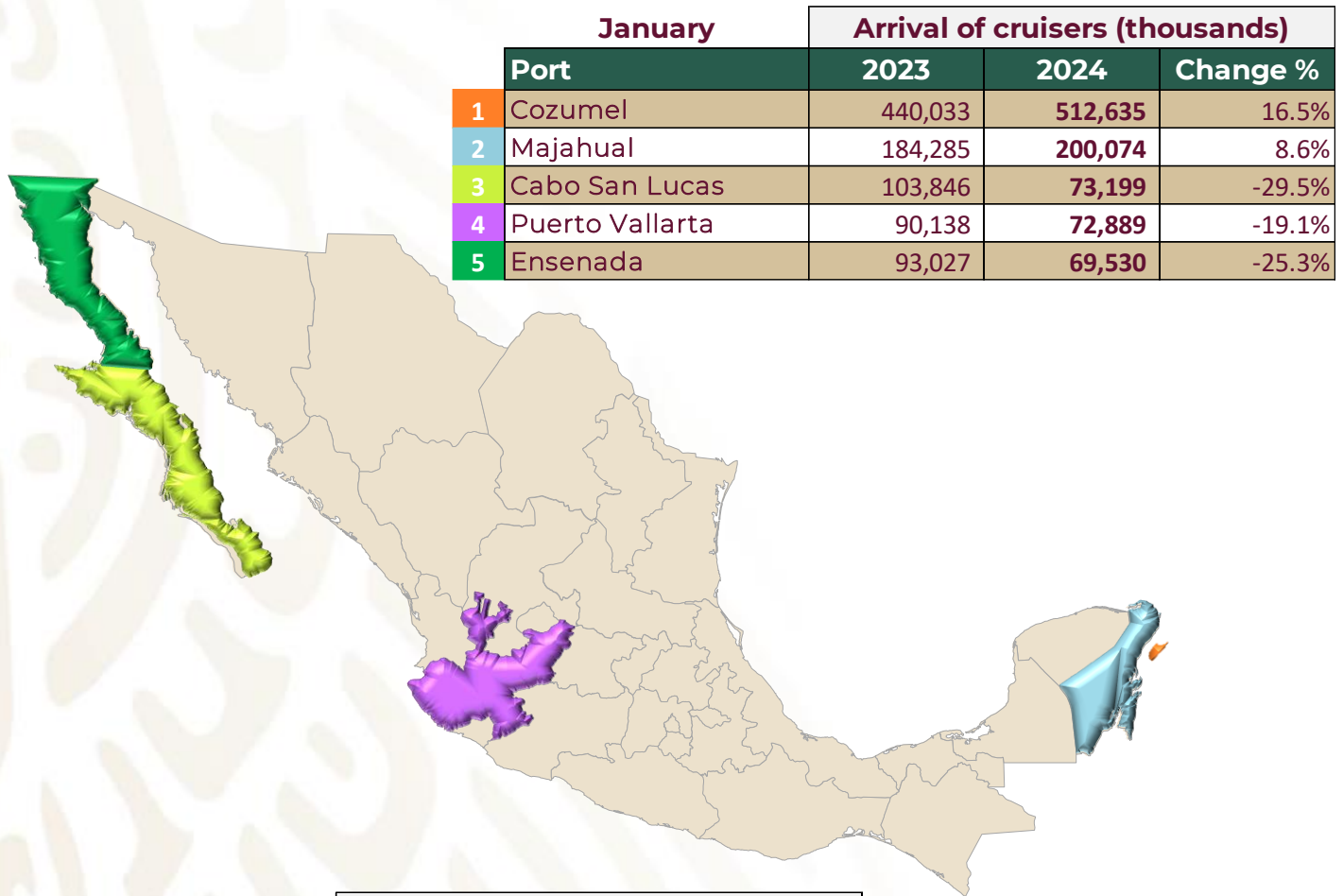
January	Cruise Ship Arrival	Change %
2022	252	
2023	371	47.2%
2024	340	-8.4%

Source: INEGI and General Directorate of Ports of the Ministry of the Navy, (Figures prior to May 2023 correspond to the SCT, according to the presidential decree issued on December 7, 2023 in the Official Gazette of the Federation and to Press Release No. 006/2024 of the General Coordination of Ports and Merchant Marine of June 7, 2024)



Arrival of Hikers on Cruises And Cruises Ships to the Main Ports of Mexico

Figure 2. During the month of January 2024 the ports that received the highest number of hikers on cruises in Mexico were: **Cozumel, Majahual, Cabo San Lucas, Puerto Vallarta and Ensenada** which represented **89.2%** of total passengers.



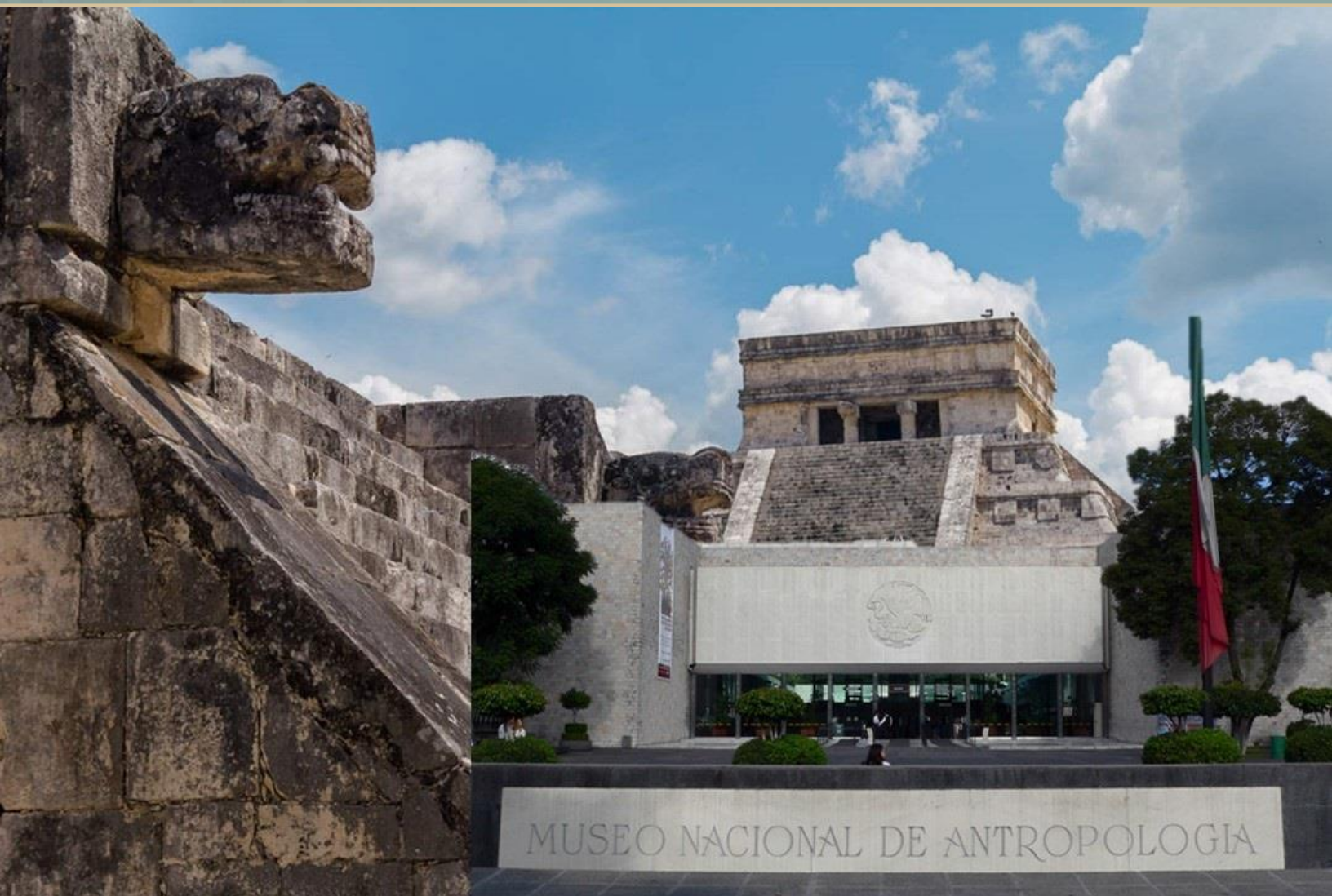
January		Arrival of Cruise Ships		
	Port	2023	2024	Change %
1	Cozumel	147	152	3.4%
2	Majahual	56	52	-7.1%
3	puerto Vallarta	32	27	-15.6%
4	Cabo San Lucas	36	26	-27.8%
5	Emsenada	34	24	-29.4%

Note: The figures refer to events due to the fact that the same person may have entered the country on more than one occasion.

Source: General Directorate of Ports, General Coordination of Ports and Merchant Marine of the Secretariat of Marine. (The figures prior to May 2020, corresponds to the SCT, in accordance with the presidential decree issued on December 7, 2020 in the Official Journal of the Federation and the Press Release No. 006/2023 of the General Coordination of Ports and Merchant Marine of June 7, 2023).



VISITORS TO MUSEUMS AND ARCHEOLOGICAL SITES





Visitors to Museums and Archeological Sites

Chart 24. During January 2024, the National Institute of Anthropology and History reported the arrival of **One million 799 thousand visitors** to museums and archaeological sites, that is 133 thousand 721 more visitors than reported in January 2023, which represented an increase of **8.0%**. Of the total visitors, **71.4%** were national visitors and **28.6%** were international.

January	Visitors	Change %
2022	935,822	
2023	1,665,653	78.0%
2024	1,799,374	8.0%



OTHERS INDICATORS AND ANALYSIS OF INTERNATIONAL TOURISM

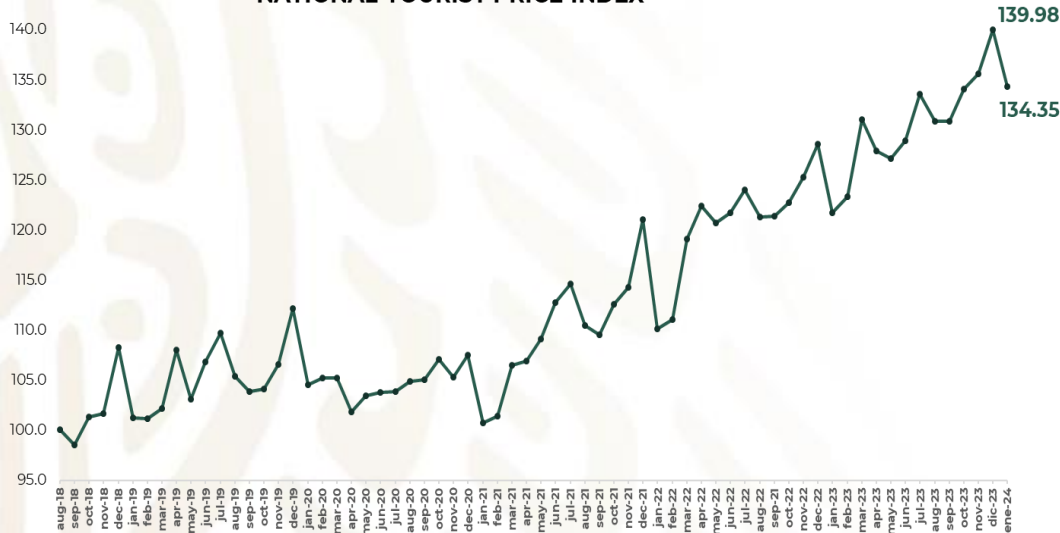




National Tourist Price Index (NTPI) December 2024

The **National Tourist Price Index** is an economic indicator that monitors price fluctuations in representative tourist services in Mexico. Helps travelers, businesses and policymakers understand price trends in the tourism industry and impact on the national economy

NATIONAL TOURIST PRICE INDEX



The NTPI registered a reduction, going from 139.98 in December 2023 to 134.35 in January 2024

The NTPI consists of six key components selected for their economic importance and representativeness in tourism consumption, which recorded the following annual inflation:



Air transportation
+28.33%



Highway tolls
+11.57%



Restaurants, bars and the like
+8.52%



Package tour services
+6.70%



Hotels
+6.32%



Foreign bus
+5.54%



International Traveller Account Index December 2023

The International Traveller Account Indices cover both the income and the flow of people entering the country, with the objective of measuring the monthly and annual variations accumulated to make a detailed monitoring of international tourism activity.

Revenue



In December 2023, the cumulative ICVI for Total Revenue increased from 119.68 in December 2022 to 131.61 in 2023

% +9.97



The cumulative ICVI for Inpatient Tourist Income increased from 123.67 in December 2022 to 133.84 in 2023

% +8.22



Cumulative Revenue for Tourist Internment by Air went from 126.98 in December 2022 to 138.40 in 2023

% +8.99

People



Accumulated for International Tourists increased from 87.55 in December 2022 to 96.30 in 2023

% +9.99



Accumulated for Internment Tourists increased from 97.47 in December 2022 to 103.09 in 2023

% +5.76



The accumulated ICVI for Internment Tourists by air went from 101.90 in December 2022 to 109.07 in 2023

% +7.03



Foreign Direct Investment in Tourism

During 2023 Foreign Direct Investment in Tourism (FDIT) registered **2,560.7 million dollars**, equivalent to **7.1%** of the National Foreign Direct Investment.

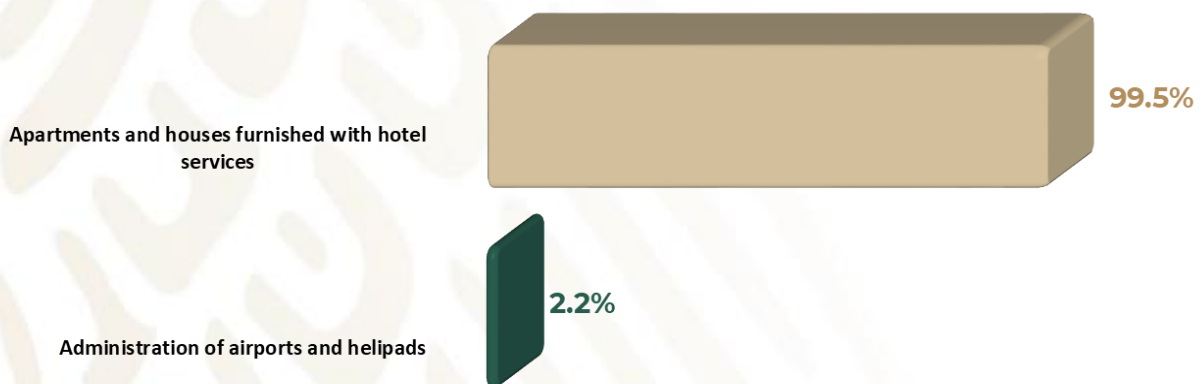
The Foreign Direct Investment in Tourism registered in the fourth quarter of 2023, amounts to **304.5 million US dollars**, equivalent to **35.3%** of the Foreign Direct Investment collected in the country.

THE FDIT BY CLASS OF ECONOMIC ACTIVITY

In the fourth quarter of 2023, Foreign Direct Tourism Investment stands out in:

- **Apartments and houses furnished with hotel services (302.9 million dollars)**
- **Administration of airports and helipads (6.8 million dollars)**

The FDIT by type of economic activity**
Fourth quarter 2023*



Source: Ministry of Tourism based on the Foreign Direct Investment Records of the Ministry of Economy.

Grades:

FDI: Foreign Direct Investment. / FDI: Foreign Direct Tourism Investment.

MDD: Millions of US dollars.

* Information for the fourth quarter of 2023 (Updated figures). The figures available to date indicate the net amount per company or trust, resulting from the difference between the inflows and outflows recorded in millions of US dollars.

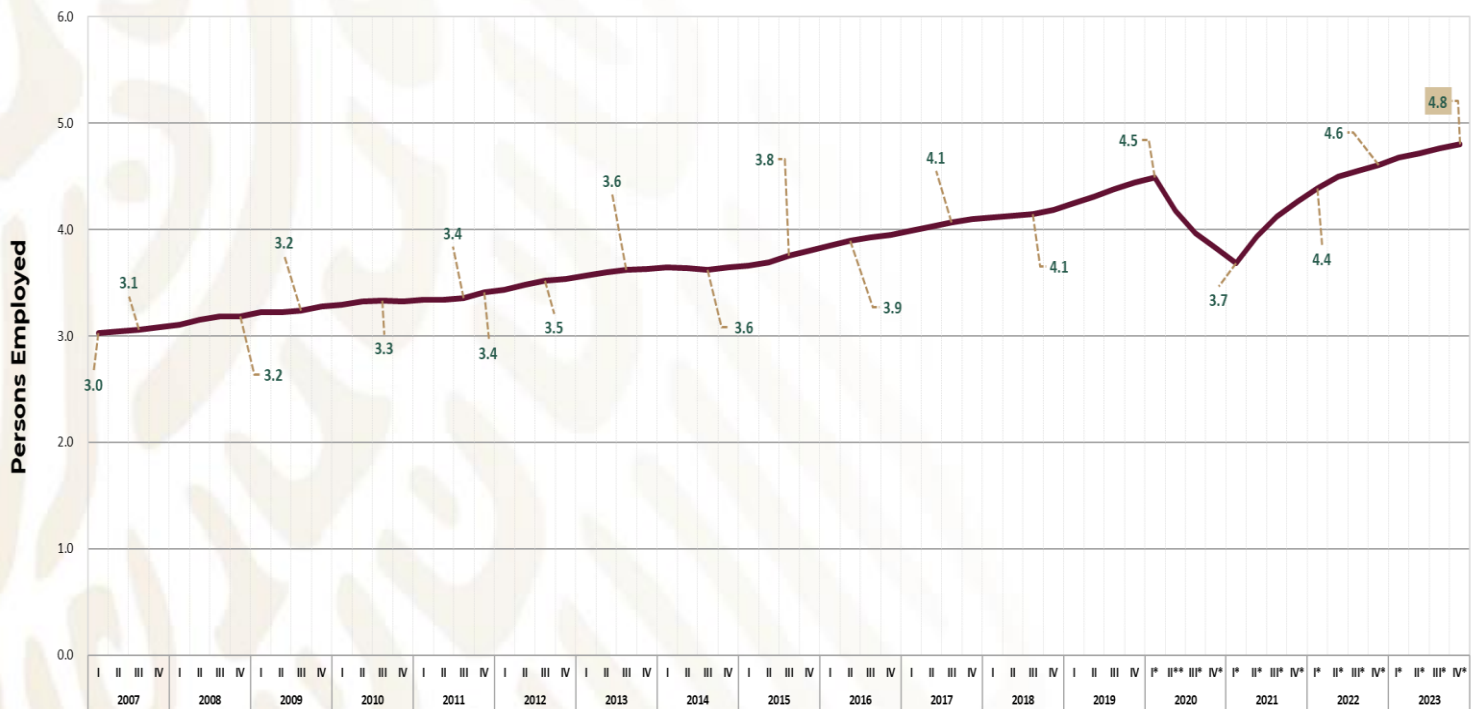
The amounts reported only consider investments made and formally notified before the National Registry of Foreign Investments of the Ministry of Economy; hence they undergo updates in successive quarters.

** Starting in the first quarter of 2023, the Ministry of Economy updated catalogs in its databases, homologating the SCIAN 2013 classifier with the SCIAN 2018 (in force to date), without relevant changes in the types of activity defined for the calculation of Foreign Direct Investment in Tourism (IEDT).



Tourist Employment Fourth Quarter Of 2023

- The population employed in the tourism sector in Mexico amounted to **4 million 801 thousand direct jobs** in the fourth quarter of 2023 and represented **9.0%** of the national employment.
- With this result, an increase of **196,855 direct jobs** was observed in the sector producing tourism goods and services, equivalent to an increase of **+4.3%** over the same period in 2022.



Source: SECTUR with data from the National Employment and Employment Survey-New Edition (ENOEN), and validated by INEGI and SECTUR within the framework of the Specialized Technical Committee on Economic Statistics of the Tourism Sector (CTEEEST). (The figures before the fourth quarter 2020, correspond to the ENOE).

Notes:

The Tourist Employment data series is smoothed by averaging the last four quarters of it.

Neither indirect nor induced employment is included.

According to OECD recommendations, the methodology for calculating tourist employment includes subordinate and paid workers as well as self-employed workers. The proportion of the total occupation takes into account these same categories, but not the entire employed population.

*From the publication of the first quarter of the ENOE New Edition (ENOEN), (17 May 2021), in the quarterly figures for 2020, 2021, 2022 and 2023, the expansion factors respond to the new population estimate of the Population and Housing Census 2020, instead of the population projections used since 2013. (Information note from INEGI)

https://www.inegi.org.mx/contenidos/programas/enoe/Symas/doc/nota_sobre_cambios_estimacion_poblacion_enoe_n.pdf

**The figures for the second quarter 2020 correspond to the ETOE, with the methodology for the calculation of the ITET approved by the CTEEEST. (Calculation method, arithmetic average).

N.c. Figures not comparable because, from the first quarter 2020, the factors of expansion respond to the new population estimate of the Population and Housing Census 2020.



Economic Context (Central Bank)

Nacional

In 2023, the Mexican economy exhibited a robust growth of 3.2%. The expansion in the year occurred in the context of a greater dissipation of some of the effects caused by the pandemic, the resilience of the United States economy and advances in various public infrastructure projects. This increase followed respective increases of 5.7 and 3.9% in 2021 and 2022. Throughout 2023, there were seasonal quarterly variations of 0.54, 0.81, 1.06 and 0.08% in each of the quarters, respectively. Thus, at the end of the year, the national economy presented a significant slowdown

From a sectoral perspective, the lower dynamism of the Mexican economy towards the end of the year was the result of a weakening of the three main sectors of activity. In particular, secondary activities decreased 0.13% compared to the third quarter, while services exhibited a growth of 0.26%. This, after both aggregates showed high growth rates in the previous two quarters. Primary activities fell by 1.04%, but remained at high levels.

On the aggregate demand side, it is estimated that in the fourth quarter of 2023 the slowdown in economic activity compared to the previous quarters was the result of a moderation in the rate of growth of domestic spending, both public and private. Moreover, sluggish external demand would have persisted.

Internacional

During the fourth quarter of 2023, global economic activity expanded at a more moderate pace than in the previous quarter, although it remains resilient. Overall, growth was similar to that recorded in the third quarter for advanced economies and less dynamic for emerging economies, although heterogeneity in the dynamics of economic activity between countries continued.

The last quarter of the year saw a moderation in the US growth rate, although it was higher than expected and relatively dynamic. China registered lower growth than the previous quarter, while the euro area remained stagnant. For 2024 as a whole, forecasts by international agencies point to a similar growth in global economic activity relative to the estimated 2023 performance.

As for global inflation, in the fourth quarter of 2023, although overall inflation declined in most major economies, it remained above the targets of their respective central banks and in some cases, it rebounded in the last month of the year. Additionally, the underlying component continued to shrink gradually during the quarter. In this environment, risks to the global disinflationary process persist. In economies like the United States, this is primarily associated with the resilience of economic activity and the strength of the labor market, as well as the effects that could result from an escalation in geopolitical conflicts.

<https://www.banxico.org.mx/publicaciones-y-prensa/informes-trimestrales/%7B5F48B898-BB10-1B95-1835-5B08793BD489%7D.pdf>



Results of Tourism Activity

Subject	Unit of measurement	Year (January-December)										Change % 21/20	January		Change % 23/22
		2015	2016	2017	2018	2019	2020	2021	2022	2022	2023				
International travelers balance (INEGI and Banco de México)															
Inbound traveler expenditures	Million dollars	19,649.7	21,336.2	22,526.4	24,573.2	10,995.6	19,765.4	28,016.8	30,809.5	10.0%	3,002.0	3,143.3	4.7%		
Outbound traveler expenditures	Million dollars	10,303.0	10,840.0	11,229.5	9,880.9	3,474.5	5,146.6	7,053.5	9,260.8	31.3%	688.2	771.5	12.1%		
International travelers balance	Million dollars	9,346.7	10,496.2	11,296.8	14,692.3	7,521.1	14,618.8	20,963.3	21,548.6	2.8%	2,313.8	2,371.8	2.5%		
International travelers to Mexico (INEGI and Banco de México)															
International visitors	Thousand	94,853.1	99,349.3	96,497.0	97,406.0	51,128.0	55,301.4	65,994.5	75,021.4	13.7%	6,480.7	6,778.7	4.6%		
International tourists	Thousand	35,079.4	39,290.9	41,312.7	45,024.5	24,283.5	31,860.4	38,325.6	42,153.1	10.0%	3,512.7	3,637.7	3.6%		
Long-stay tourists	Thousand	20,663.9	22,482.8	23,306.7	23,757.7	10,814.9	18,044.3	25,423.6	26,888.5	5.8%	2,330.5	2,383.4	2.3%		
Border tourists	Thousand	14,415.5	16,808.1	18,006.0	21,266.8	13,468.6	13,816.1	12,901.9	15,264.6	18.3%	1,182.2	1,254.3	6.1%		
Same-day travelers	Thousand	59,773.8	60,058.3	55,184.3	52,381.6	26,844.5	23,441.0	27,668.9	32,868.3	18.8%	2,968.0	3,141.1	5.8%		
In border area travelers	Thousand	53,079.1	52,377.8	46,913.1	43,286.9	24,264.1	21,687.3	20,593.8	23,670.7	14.9%	1,902.9	2,086.5	9.6%		
In cruises travelers	Thousand	6,694.6	7,680.6	8,271.2	9,094.7	2,580.4	1,753.8	7,075.2	9,197.6	30.0%	1,065.1	1,054.6	-1.0%		
Inbound travelers expenditure (Million dollars)															
International visitors	Million dollars	19,649.7	21,336.2	22,526.4	24,573.2	10,995.6	19,765.4	28,016.8	30,809.5	10.0%	3,002.0	3,143.3	4.7%		
International tourists	Million dollars	17,697.8	19,180.3	20,366.3	22,354.0	9,860.8	18,487.3	26,347.3	28,682.6	8.9%	2,810.6	2,940.0	4.6%		
Long-stay tourists	Million dollars	16,925.8	18,197.2	19,261.0	21,045.5	9,123.7	17,319.6	25,022.9	27,079.9	8.2%	2,687.1	2,813.6	4.7%		
Border tourists	Million dollars	772.0	983.1	1,105.2	1,308.5	737.0	1,167.7	1,324.4	1,602.8	21.0%	123.5	126.4	2.4%		
Same-day travelers	Million dollars	1,951.8	2,155.9	2,160.1	2,219.2	1,134.8	1,278.1	1,669.5	2,126.8	27.4%	191.4	203.4	6.2%		
In border area travelers	Million dollars	1,558.1	1,673.4	1,603.5	1,593.2	952.5	1,153.7	1,126.8	1,384.5	22.9%	105.2	114.9	9.2%		
In cruises travelers	Million dollars	393.8	482.5	556.6	626.0	182.3	124.4	542.7	742.3	36.8%	86.2	88.5	2.6%		
Average expenditure (dollars)															
International visitors	Dollars	207.2	214.8	233.4	252.3	215.1	357.4	424.5	410.7	-3.3%	463.2	463.7	0.1%		
International tourists	Dollars	504.5	488.2	493.0	496.5	406.1	580.3	687.5	680.4	-1.0%	800.1	808.2	1.0%		
Long-stay tourists	Dollars	819.1	809.4	826.4	885.8	843.6	959.8	984.2	1,007.1	2.3%	1,153.0	1,180.5	2.4%		
Border tourists	Dollars	53.6	58.5	61.4	61.5	54.7	84.5	102.7	105.0	2.3%	104.5	100.8	-3.5%		
Same-day travelers	Dollars	32.7	35.9	39.1	42.4	42.3	54.5	60.3	64.7	7.2%	64.5	64.7	0.4%		
In border area travelers	Dollars	29.4	31.9	34.2	36.8	39.3	53.2	54.7	58.5	6.9%	55.3	55.0	-0.4%		
In cruises travelers	Dollars	58.8	62.8	67.3	68.8	70.7	70.9	76.7	80.7	5.2%	81.0	83.9	3.7%		
International travelers abroad Mexico (INEGI and Banco de México)															
Total international travelers abroad Mexico	Thousand	97,371.7	94,274.5	86,279.7	82,752.1	36,055.8	32,977.5	41,890.5	52,030.2	24.2%	4,114.0	4,950.9	20.3%		
Outbound traveler expenditures	Million dollars	10,303.0	10,840.0	11,229.5	9,880.9	3,474.5	5,146.6	7,053.5	9,260.8	31.3%	688.2	771.5	12.1%		
Average Expenditure	Dollars	105.8	115.0	130.2	119.4	96.4	156.1	168.4	178.0	5.7%	167.3	155.8	9.6%		
International tourists abroad of Mexico	Thousand	20,223.1	19,066.8	19,748.4	19,810.5	7,345.3	11,685.1	13,750.2	16,012.0	16.4%	1,326.2	1,588.9	19.8%		
Outbound tourism expenditure	Million dollars	7,155.6	7,502.6	8,135.2	6,939.8	2,105.3	4,077.5	5,427.8	7,075.5	30.4%	528.7	575.5	8.9%		
Average Expenditure	Dollars	353.8	393.5	411.9	350.3	286.6	349.0	394.7	441.9	11.9%	398.6	362.2	-9.2%		
Same-day travelers abroad	Thousand	77,148.7	75,207.7	66,531.3	62,941.6	28,710.5	21,292.5	28,140.3	36,018.2	28.0%	2,787.9	3,362.0	20.6%		
Outbound expenditure	Million dollars	3,147.4	3,337.4	3,094.3	2,941.0	1,369.3	1,069.1	1,625.7	2,185.3	34.4%	159.5	196.0	22.9%		
Average Expenditure	Dollars	40.8	44.4	46.5	46.7	47.7	50.2	57.8	60.7	5.0%	57.2	58.3	1.9%		
Arrival of passengers on domestic and international flights (AFAC)															
Total passengers arriving by air	Thousands	82,765.6	90,445.5	97,285.5	102,498.5	48,371.3	80,334.6	107,377.6	118,861.8	10.7%	9,976.1	10,201.8	2.3%		
International flights	Thousands	40,841.8	45,085.5	47,616.5	48,792.1	20,102.1	35,900.6	50,155.5	55,171.0	10.0%	4,995.2	5,374.2	7.6%		
Domestic flights	Thousands	41,923.8	45,360.1	49,668.9	53,706.4	28,269.2	44,433.9	57,222.1	63,690.8	11.3%	4,981.0	4,827.6	-3.1%		
Foreign visitors by air and country of nationality or residence (Unidad de Política Migratoria)															
Country of nationality															
Total air passengers by nationality	Thousands	16,192.7	17,890.3	18,708.9	19,039.4	7,935.5	14,082.6	20,591.3	21,869.6	6.2%	2,046.9	2,101.0	2.6%		
United States of America	Thousands	9,417.6	10,340.5	10,496.4	10,511.4	5,151.2	10,240.0	13,001.4	13,524.4	4.0%	1,152.0	1,185.6	2.9%		
Canada	Thousands	1,781.5	1,985.1	2,155.4	2,309.5	975.7	503.6	1,759.4	2,468.1	40.3%	358.5	397.3	10.8%		
Colombia	Thousands	439.7	485.4	557.6	602.8	169.7	454.9	858.8	735.2	-14.4%	66.4	60.2	-9.3%		
Argentina	Thousands	406.0	474.2	490.2	387.3	105.1	113.8	314.2	326.3	3.9%	38.4	37.8	-1.4%		
United Kingdom	Thousands	545.1	563.1	590.9	581.2	103.9	125.4	565.7	496.7	-12.2%	34.4	35.3	2.5%		
Country of residence															
Total air passengers per residence	Thousands	15,693.8	17,361.1	18,138.9	18,464.8	7,704.5	13,717.1	20,030.1	19,458.0	-2.9%	1,856.1	1,855.7	0.0%		
United States of America	Thousands	9,643.9	10,565.5	10,748.2	10,775.2	5,291.0	10,455.9	13,391.2	12,431.9	-7.2%	1,080.9	1,092.8	1.1%		
Canada	Thousands	1,734.6	1,958.0	2,168.0	2,296.1	948.3	461.1	1,678.1	2,279.6	35.8%	342.0	370.3	8.3%		
Colombia	Thousands	390.2	430.0	494.2	536.2	139.2	398.0	778.7	644.7	-17.2%	53.6	46.2	-13.9%		
Argentina	Thousands	375.2	451.3	454.3	351.0	91.9	89.0	276.2	283.4	2.6%	33.3	32.0	-3.7%		
United Kingdom	Thousands	513.8	531.9	556.8	559.0	91.5	105.1	540.4	455.8	-15.7%	32.0	30.5	-4.8%		
Movements cruise (INEGI and SCT, Dirección General de Puertos)															
Passenger in cruises	Thousands	6,694.6	7,680.6	8,271.2	9,094.7	2,580.4	1,753.8	7,075.2	9,197.6	30.0%	1,065.1	1,055.1	-1.0%		
Cruise's arrivals	Number	2,269.0	2,558.0	2,671.0	2,951.0	865.0	844.0	2,666.0	2,743.0	2.9%	371.0	340.0	-8.4%		
Hotel business* (SECTUR)															
Porcentaje de hotel ocupación	Percentage	60.4%	61.2%	61.0%	60.2%	26.0%	41.3%	56.8%	59.6%	2.8	56.9	56.4	-0.5		
Arrival of tourists to hotel rooms	Thousands	74,471.0	80,339.0	83,238.0	84,819.0	38,006.0	60,994.0	81,926.1	86,053.5	5.0%	6,863.0	6,414.0	-6.5%		
Number of tourist jobs** (SECTUR based on ENOE)															
Tourism employment	Thousands	3,641.0	4,095.3	4,187.5	4,438.5	3,823.6	4,264.2	4,603.8	4,800.7	4.3%	4,603.8	4,800.7	4.3%		

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

Sources: Central Bank, AFAC e INEGI, UPM, SEMAR, SECTUR.

N.C. Not Comparable



Macroeconomic Perspectives About Key Indicators

Entity	Gross Domestic Product Real growth %		Inflation (% dec/dec)	
	2024	2025	2024	2025
International Monetary Fund	2.14	1.46	3.19	3.00
OECD	2.50	2.00	4.10	3.20
Bank of Mexico Survey*	2.40	1.94	4.17	3.71
Ministry of the Treasury and Public Credit*	2.5-3.5	2.0-3.0	5.00	4.00

* For the case of the Banco de México survey, the variation in GDP and inflation considers expectations from the median and in the case of the SHCP rank result.

Source: **IMF**, World Economic Outlook (October, 2023); **OECD** Economic Outlook Interim, Feb 2024; **Bank of Mexico**, Expectations Survey Economic Specialist Private

Sector (01/02/2024). Ministry of Finance, General Economic Criteria 2024.



Economic Indicators

Concepts	2019	2020	2021	2022	2023	I 2023	II 2023	III 2023	IV 2023	jan-24
General Economic Activity and Services Identified with Tourism										
Gross Domestic Product										
. Millions of current pesos	25,143,108	24,081,766	26,619,086	29,452,832	29,872,731	30,293,740	31,412,601	32,078,411	33,288,587	
. Constant prices annual variations in %	-0.3	-8.6	5.7	3.9	4.5	3.6	3.4	3.5	5.4	
General Economic Activity and Services Identified with Tourism										
Tertiary activities										
- Air Transportation (481)										
. Millions of current pesos	75,496	31,262	67,553	101,881	124,394	99,253	103,762	135,242	159,321	
. Constant prices annual variations in %	8.2	(46.4)	52.1	28.4	11.9	20.7	9.2	12.1	7.4	
- Temporary Lodging Services (721)										
. Millions of current pesos	268,500	123,104	196,140	304,897	338,626	339,007	340,621	330,179	344,696	
. Constant prices annual variations in %	1.4	(55.4)	63.9	35.6	5.8	17.8	3.3	3.0	1.2	
- Food and Beverages Preparation Services (722)										
. Millions of current pesos	355,977	258,171	306,047	363,267	398,429	367,266	384,991	417,630	423,828	
. Constant prices annual variations in %	1.4	(31.4)	14.4	11.9	0.5	(2.4)	(1.3)	2.9	2.7	
Quarterly Indicators of Tourism Activity *										
Tourism GDP										
. Annual variations in %	-0.7	-25.8	17.9	13.8		3.6	4.3	7.8		
Internal tourism consumption										
. Annual variations in %	1.2	-26.8	15.0	10.7		2.9	-0.7	0.0		
Domestic tourism consumption										
. Annual variations in %	1.3	-22.2	9.4	8.0		1.4	2.4	4.8		
Inbound tourism consumption										
. Annual variations in %	0.2	-50.0	58.7	25.1		9.1	-14.3	-23.2		
Unemployment National Rate ** (closing of the period)										
. Total Percentage of PEA	2.91	3.79	3.51	2.76		2.39	2.65	2.88	2.61	2.85
Tourism Prices*** and Exchange Rate										
National Price Index (closing of the period)										
Consumer (percent variation)										
	2.83	3.15	7.36	7.82	4.66	6.85	5.06	4.45	4.66	4.88
Tourism (percent variation)										
	3.61	-4.17	12.60	6.24	8.86	10.05	5.91	7.80	8.86	10.43
. Air transport (percent variation)	-3.24	-26.59	52.09	-3.61	26.00	7.36	-2.95	12.90	26.00	28.33
. Hotel (percent variation)	3.21	-6.77	8.59	10.03	5.89	11.12	8.93	7.72	5.89	6.32
. Package Tourist Services (percent variation)	1.21	-9.11	16.13	8.34	3.53	13.34	3.21	3.57	3.53	6.70
. Restaurants (percent variation)	5.95	5.88	6.58	11.55	8.71	11.48	10.08	9.67	8.71	8.52
. Highway fees (percent variation)	3.21	2.28	2.85	0.14	11.57	8.61	9.40	9.44	11.57	11.57
. Foreign bus (percent variation)	8.60	7.84	5.28	8.45	4.55	7.64	4.79	4.79	4.55	5.54
Exchange Rate (peso / dollar)										
. Average of the period	19.257	21.494	20.279	20.119	17.186	18.375	17.241	17.308	17.186	17.09
Business Cycle Indicators and Consumer Confidence (monthly difference****)										
. Coincident Indicator										
	-0.18	0.05	0.19	0.05	-0.10	0.10	0.04	-0.04	-0.10	N.D.
. Forward Indicator										
	0.38	0.31	-0.10	0.05	0.07	0.10	0.06	-0.02	0.07	0.09
. Confidence Consumer Index										
	-0.46	0.43	-0.06	0.19	0.00	0.14	0.12	0.05	0.00	-0.01

N.A. Not available.

Note: The sum of the monthly data does not coincide with the accumulated of the period, due to the rounding of figures.

* Annual data. Base figures 2018

** Percentage of the total economically active population. For annual and monthly figures data at the end of period and, period average for quarterly information.

*** (Base index second half of July 2018=100) For end-of-year consumer prices and tourism prices, annual changes and for monthly data the change is the same month previous year.

**** Monthly point difference (end of period).

Sources: SECTUR, INEGI, Anáhuac University, Bank of Mexico.