



TOURISM

KEY INDICATORS (JAN-SEP 2024)





DIRECTORY

Josefina Rodríguez Zamora

Minister of Tourism

Nathalie Veronique Desplas Puel

Head of the Tourism Information and Policy Unit

Heliodoro Vidal Velázquez

Director General of Sectoral Information
Integration

Arturo Rafael Constantini Torres

Director of Regional Analysis

Vicente Antonio Garcés Mérida

Prospective Analysis Department

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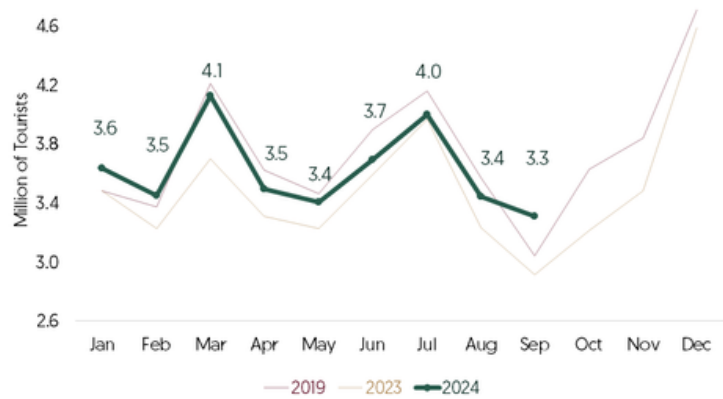
Economy



INTERNATIONAL TOURISM

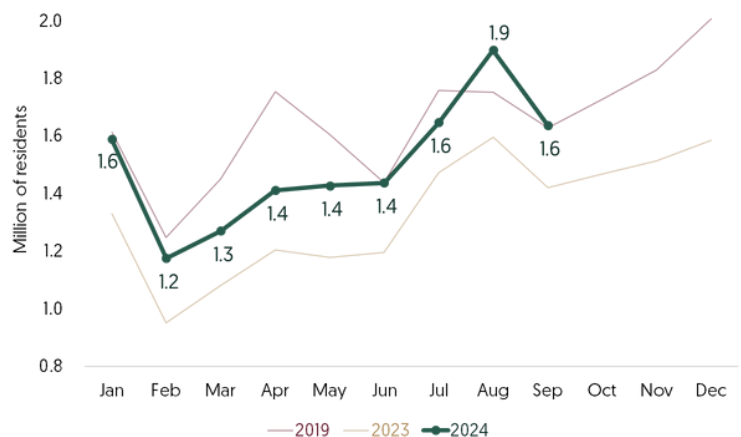
INTERNATIONAL TOURISTS TO MEXICO

International tourist arrivals totaled **32.582 million** from January to September 2024, an increase of 1.919 million tourists, or **6.3%**, compared to the same period in 2023..



DEPARTURE OF RESIDENTS IN MEXICO ABROAD

From January to September 2024, **13.494 million** international tourists departed Mexico, representing an increase of 2.063 million tourists, or **18.0%**, compared to the same period in 2023.



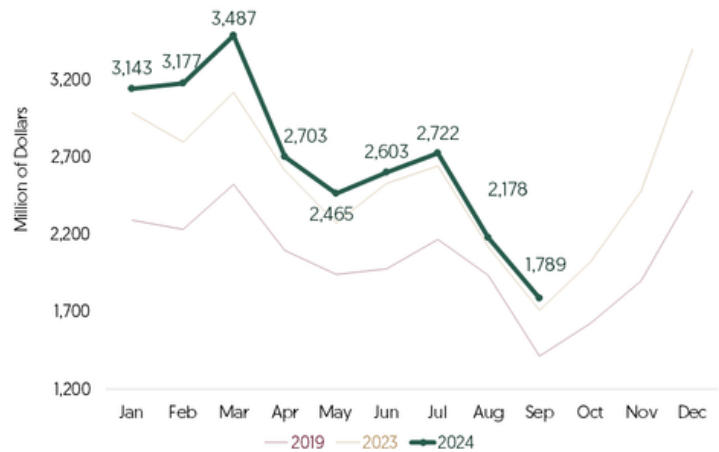
Note: In the graphs, the sum of monthly data does not coincide with the accumulated data for the period due to rounding of figures.

Source: INEGI

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

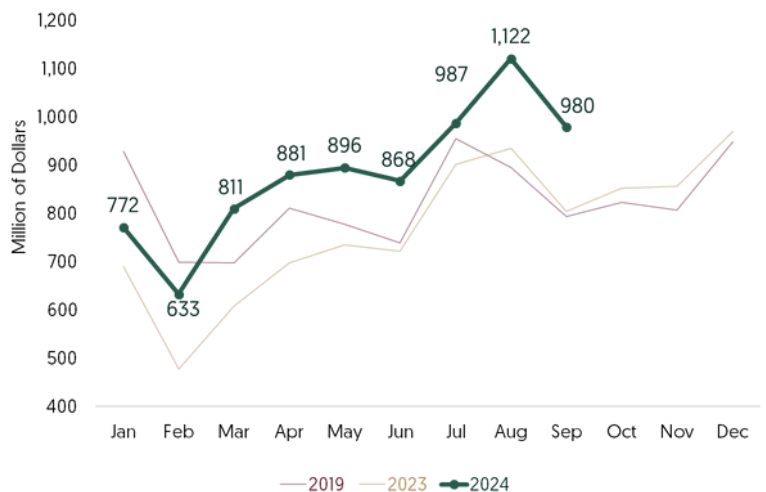
EXPENDITURE BY INTERNATIONAL VISITORS IN MEXICO

Expenditure by international visitors from January to September 2024 totaled **\$24.267 billion**, marking a **6.5%** increase compared to the same period in 2023.



EXPENDITURE OF RESIDENTS IN MEXICO ABROAD

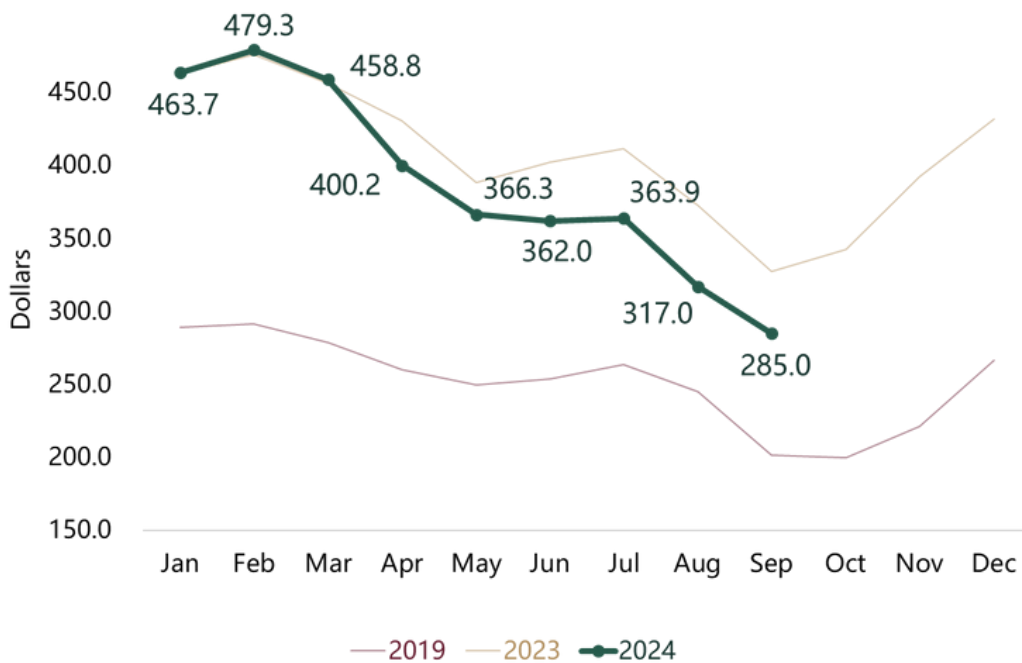
Expenditure by Mexican residents abroad reached **\$7.948 billion** from January to September 2024, representing a **\$1.374 billion** increase, or **20.9%**, compared to the same period in 2023.



Note: In the graphs, the sum of monthly data does not match the cumulative data due to rounding of figures.
Source: INEGI.

AVERAGE EXPENDITURE BY INTERNATIONAL VISITORS

The average expenditure by international visitors was **\$388.5 dollars** during January-September 2024, which represented a decrease of **6.2%** compared to that observed in the same period in 2023.





INTERNATIONAL TRAVELER ACCOUNT INDEX OCTOBER 2024

The International Traveler Account Indices cover both the income and the flow of people entering the country, and are intended to measure the accumulated monthly and annual variations in order to carry out a detailed monitoring of international tourist activity.



Income



The cumulative ICVI for Total Income (expenditure) went from 135.09 in August 2023 to 144.03 in August 2024

%

+ 6.62



The cumulative ICVI for Income (expenditure) from International Tourists increased from 138.54 in August 2023 to 145.92 in August 2024

%

+ 5.33



Accumulated income (expenditure) for international tourists by air went from 143.82 in August 2023 to 151.14 in August 2024

%

+ 5.09



People



Cumulative for International visitors (people) increased from 75.05 in August 2023 to 84.96 in August 2024

%

+ 13.21



Cumulative for International Tourists (people) increased from 95.08 in August 2023 to 100.30 in August 2024

%

+ 5.49



The accumulated ICVI for International Tourists by air (people) went from 110.87 in August 2023 to 113.83 in August 2024

%

+ 2.67



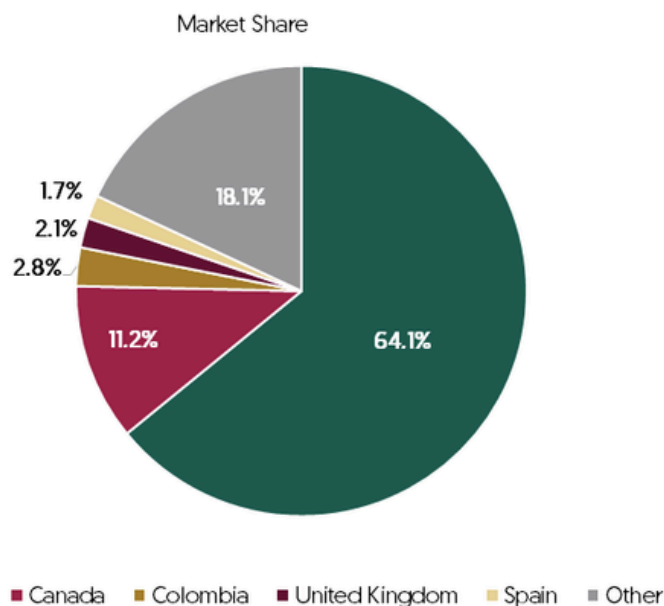
AIR TRANSPORT

NATIONALITIES OF PASSENGERS ARRIVING IN MEXICO

From January to September 2024, **16.477 million** foreign passengers arrived by air, a **2.4%** increase compared to the same period in 2023.

Top 5:

- **United States:** 10 million 561 thousand passengers, **+4.6%** higher than in 2023.
- **Canada:** 1,853,000 passengers, **+8.5%** higher than in 2023.
- **Colombia:** 456,387 passengers, **-14.8%** lower than in 2023.
- **United Kingdom:** 352,612 passengers, **-5.1%** lower than in 2023.
- **Spain:** 277,430 passengers, **+2.5%** higher than in 2023.
- **Other nationalities:** two million 976 thousand passengers, **-4.3%** less than in 2023.



Note: In the graph, the sum of monthly data does not match the cumulative data for the period due to rounding of figures.

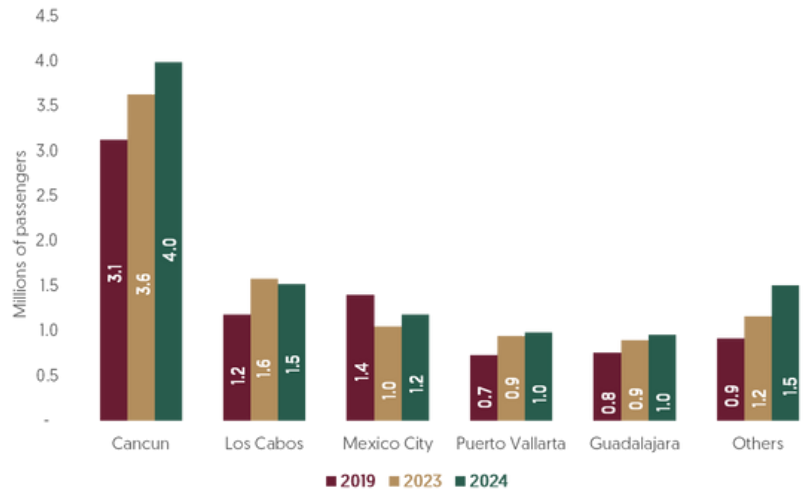
Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

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



AMERICAN PASSENGERS TO MEXICO

From January to September 2024, **10.561 million** American passengers arrived by air, marking a **4.6%** increase compared to the same period in 2023. The majority arrived via the airports of Cancun and Los Cabos.



CANADIAN PASSENGERS TO MEXICO

From January to September 2024, **1.853 million** Canadian passengers arrived by air, representing an **8.5%** increase compared to the same period in 2023. The majority arrived at the airports of Cancun and Puerto Vallarta.





FOREIGN PASSENGERS TO MAIN AIRPORTS

From January to September 2024, the airports receiving the most foreign passengers in Mexico were: **Cancun (Q. Roo)**, **Mexico City (AICM)**, **Los Cabos (B.C.S.)**, **Puerto Vallarta (Jal.)**, **Guadalajara (Jal.)**, **Monterrey (N.L.)**, **Tulum (Q. Roo)**, and **Silao (Gto.)**. Together, they accounted for **92.3%** of total foreign passenger arrivals by nationality.

January - September		Passenger Arrivals (thousands)		
	Airport	2023	2024	Var. %
1	Cancun, Q. Roo.	7, 481, 471	7, 367, 253	-1.5%
2	Mexico City, AICM.	3, 133, 665	3, 097, 952	-1.1%
3	Los Cabos, B.C.S.	1, 727, 308	1, 672, 833	-3.2%
4	Puerto Vallarta, Jal.	1, 298, 946	1, 346, 554	3.7%



January - September		Passenger Arrivals (thousands)		
	Airport	2023	2024	Var. %
5	Guadalajara, Jal.	964, 451	1, 043, 043	8.1%
6	Monterrey, N. L.	253, 621	279, 435	10.2%
7	Tulum, Q. Roo.	N. d.	206, 128	N. c.
8	Silao, Gto.	159, 603	187, 668	17.6%

N. d. Not available
N. c. Not comparable

Note: Figures refer to events because the same person may have entered the country on more than one occasion.
Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

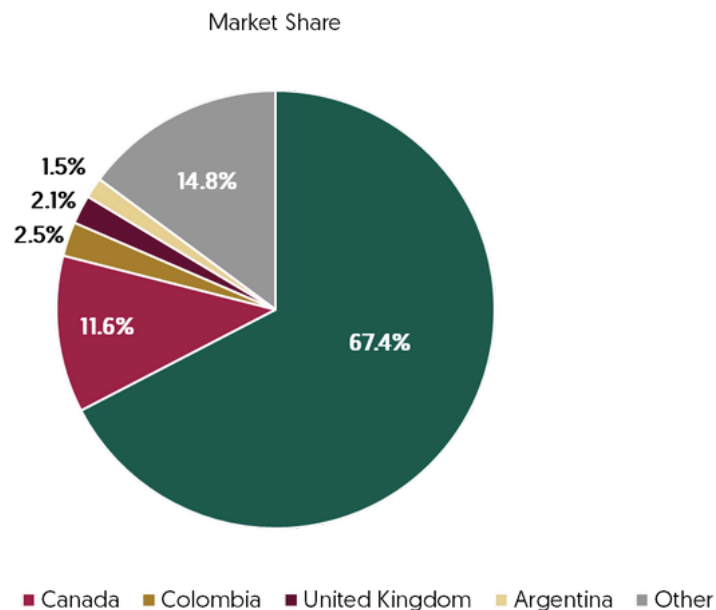
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>

PASSENGERS BY COUNTRY OF RESIDENCE TO MEXICO

From January to September 2024, **15.030 million** foreign passengers arrived by air, a **5.0%** increase compared to the same period in 2023.

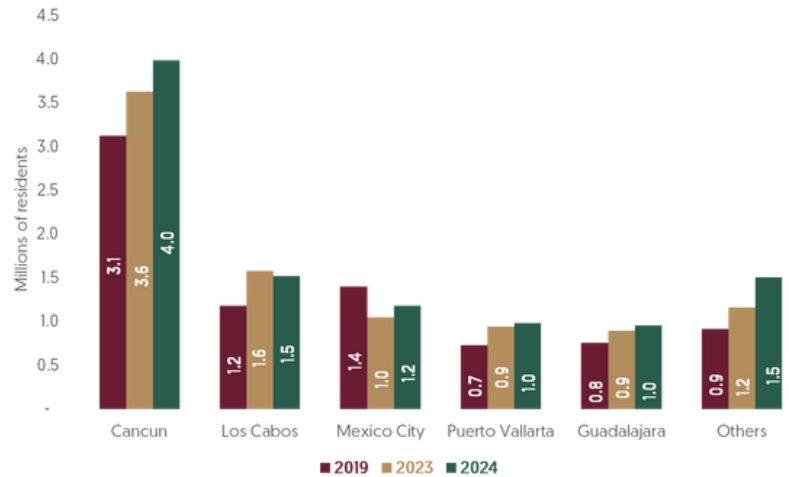
Top 5:

- **United States:** 10 million 126 thousand passengers, **+9.6%** higher than in 2023.
- **Canada:** 1,742,000 passengers, **+10.6%** higher than in 2023.
- **Colombia:** 380,181 passengers, **-18.4%** less than in 2023.
- **United Kingdom:** 320,978 passengers, **-7.6%** lower than in 2023.
- **Argentina:** 229,504 passengers, **+5.9%** higher than in 2023.
- **Other nationalities:** 2 million 231 thousand passengers, **-9.5%** lower than in 2023.



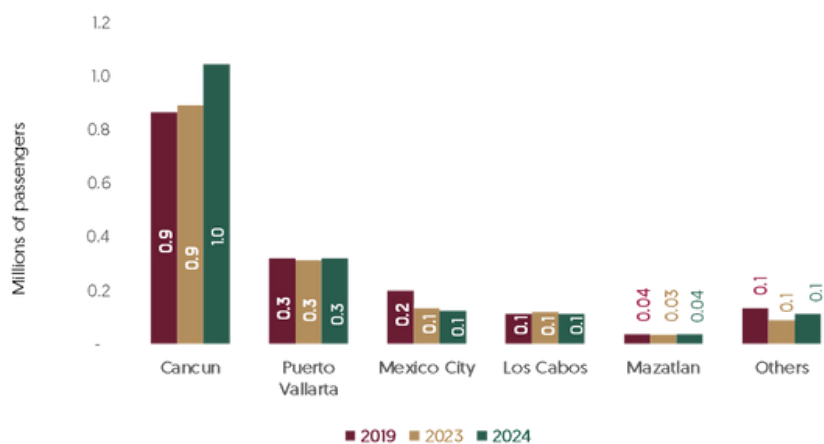
US RESIDENTS TRAVELING TO MEXICO

From January to September 2024, **10.126 million** passengers residing in the United States arrived, marking a **9.6%** increase compared to the same period in 2023. The majority arrived through the airports of Cancun and Los Cabos.



CANADIAN RESIDENTS TRAVELING TO MEXICO

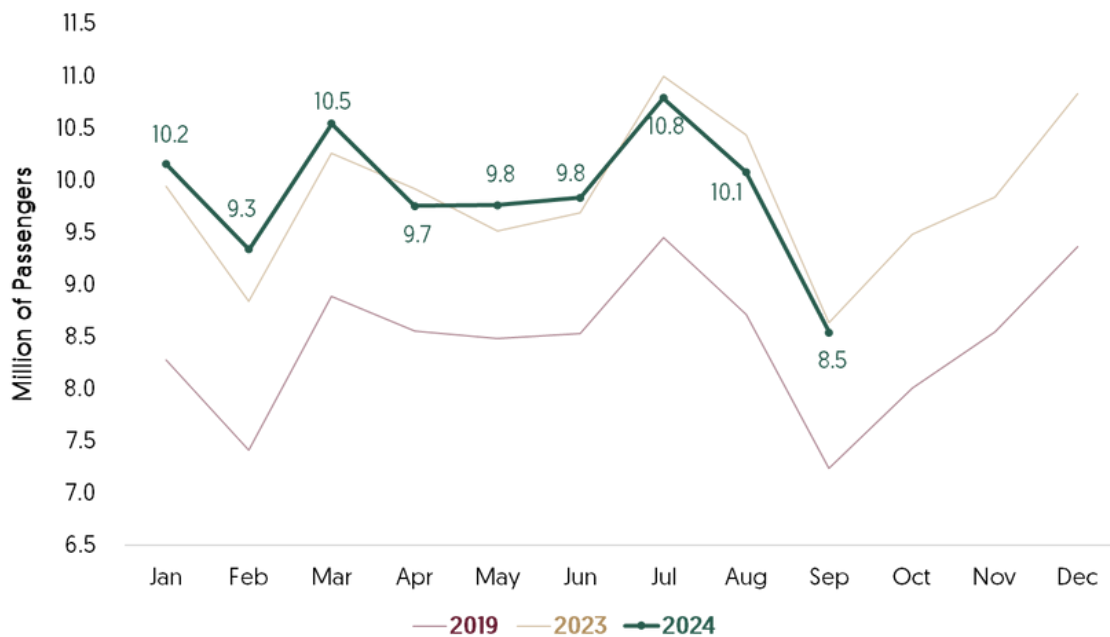
From January to September 2024, **1.742 million** passengers residing in Canada arrived, marking a **10.6%** increase compared to the same period in 2023. The majority arrived through the airports of Cancun and Puerto Vallarta.



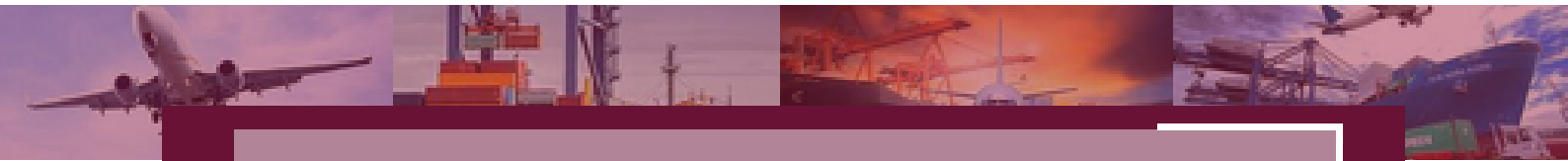


PASSENGERS ON DOMESTIC AND INTERNATIONAL FLIGHTS

From January to September 2024, a total of **88.767 million** air passengers were recorded, marking an increase of 553,715 passengers, or **0.6%**, compared to the same period in 2023.

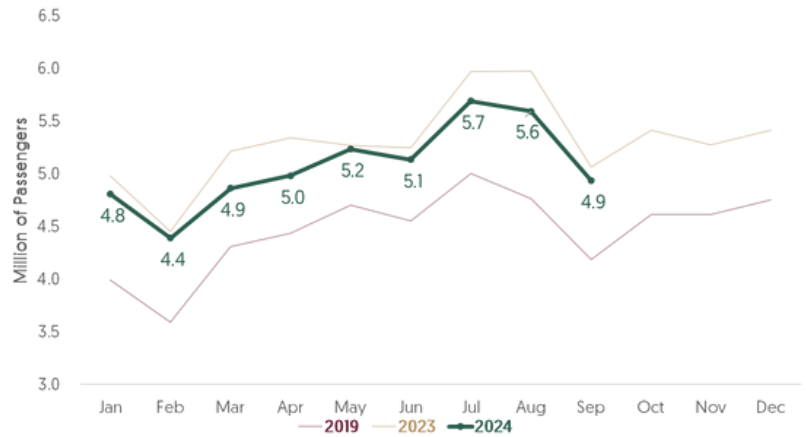


Preliminary figures for 2024.
Source: Federal Civil Aviation Agency (AFAC).



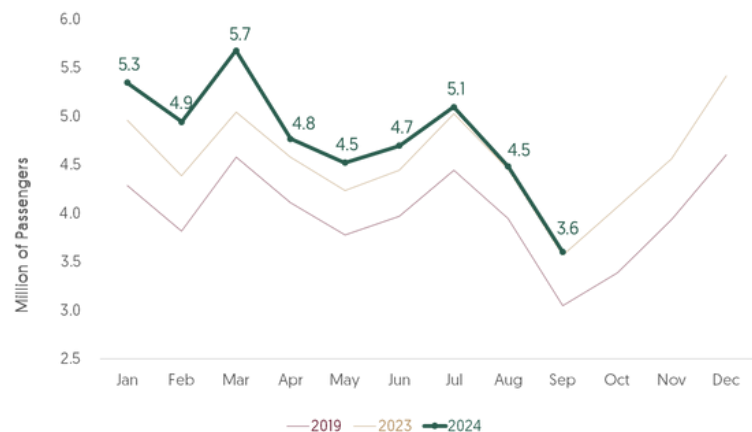
PASSENGERS ON DOMESTIC FLIGHTS

From January to September 2024, **45.637 million** passengers arrived on domestic flights, a decrease of 1.883 million passengers, or **4.0%**, compared to the same period in 2023.



PASSENGERS ON INTERNATIONAL FLIGHTS

From January to September 2024, **43.131 million** passengers arrived on international flights, an increase of 2.437 million passengers, or **6.0%**, compared to the same period in 2023.



Preliminary figures for 2024.
Source: Federal Civil Aviation Agency (AFAC).

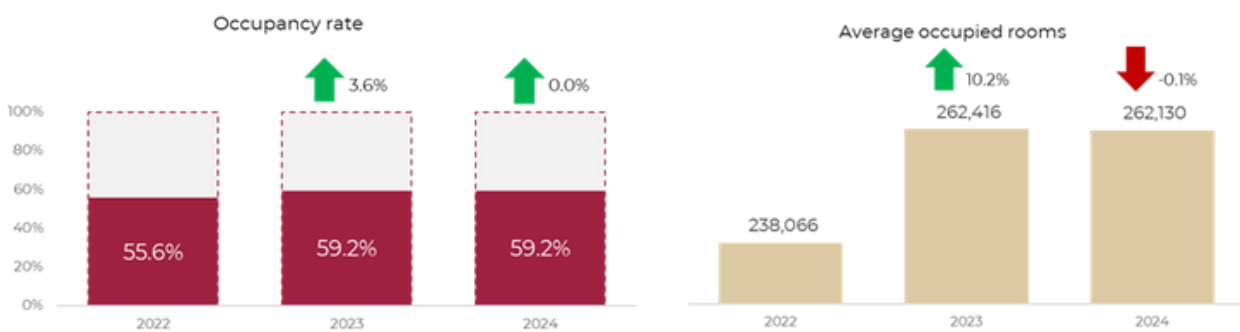


ACCOMMODATION



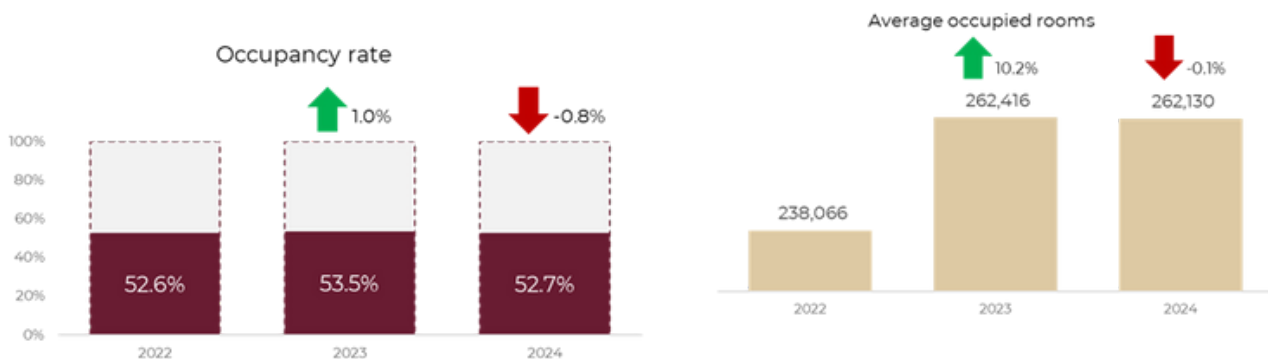
HOTEL OCCUPANCY RATE (CUMULATIVE JAN-SEP)

The hotel occupancy rate at 70 selected tourist centers was **59.2%** from January to September 2024, unchanged from the same period in 2023.



HOTEL OCCUPANCY RATE (SEPTEMBER)

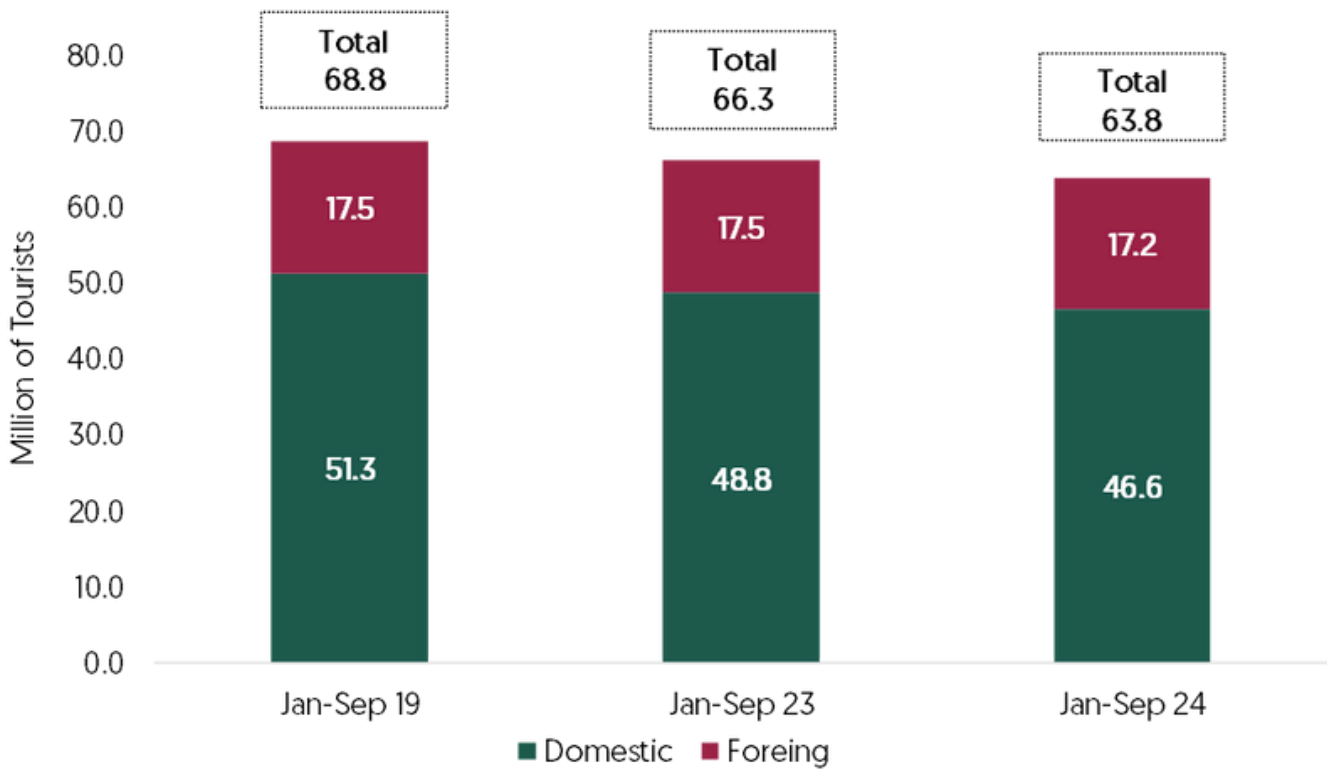
The hotel occupancy rate at 70 selected tourist centers was **52.7%** in September 2024, 0.8 percentage points lower than in September 2023.



Note: Total occupancy is a weighted average of the 70 destinations monitored.
In the graph, the sum of the data may not match the total due to rounding of the figures.
Source: Information from the 70 centers monitored by DataTur.

TOURIST ARRIVALS IN HOTEL ROOMS (CUMULATIVE JAN-SEP)

From January to September 2024, **46.605 million national tourists** arrived at hotel rooms, representing **73.0%** of the total, while **17.228 million international tourists** arrived, accounting for **27.0%** of the total.



Tourist arrival		
Percent Change 2024 - 2023		
	Nationals	Foreigners
September	-5.3%	3.0%
Cumulative January to September	-4.5%	-1.6%

Note: Variation may not strictly match due to rounding. Occupancy variation in percentage points.
Source: Information from the 70 centers monitored by DataTur.

OCCUPANCY PERCENTAGE BY TYPE OF CENTRE

In September 2024, occupancy rates were **52.2%** for Beach Centers and **53.1%** for City Centers.

Center type	September		
	2023	2024	Percentage difference 2024 vs. 2023
Total	53.5%	52.7%	-0.8%
Beach centers	53.7%	52.2%	-1.5%
Cities	53.4%	53.1%	-0.2%

Center type	Cumulative January to September		
	2023	2024	Percentage difference 2024 vs. 2023
Total	59.2%	59.2%	0.0%
Beach centers	66.9%	66.2%	-0.6%
Cities	52.5%	53.1%	0.6%

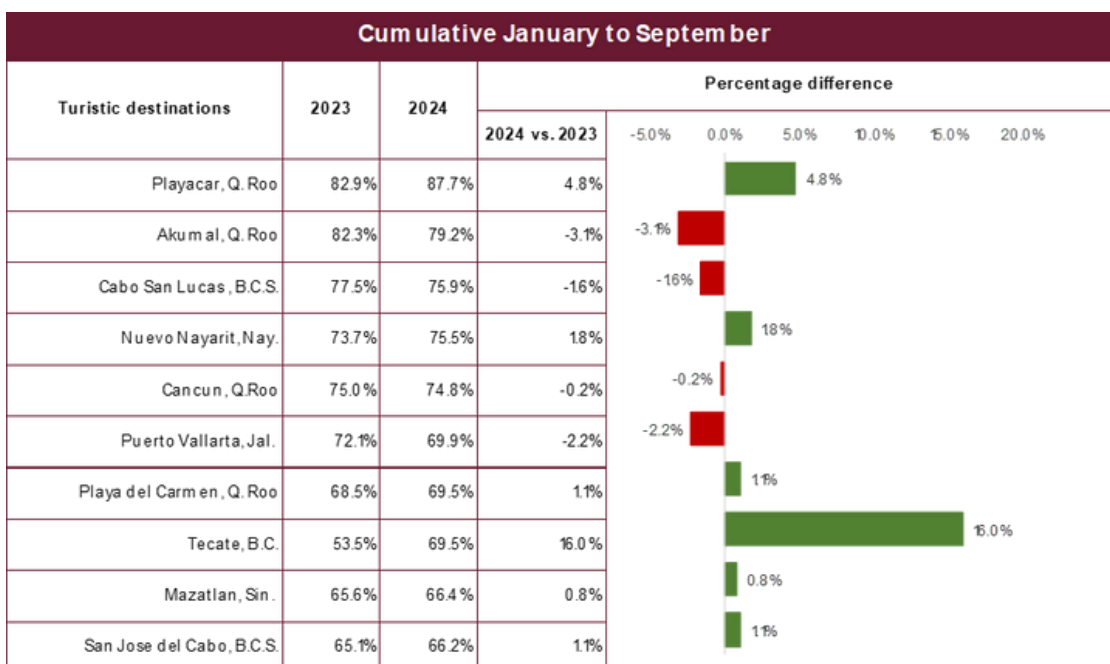
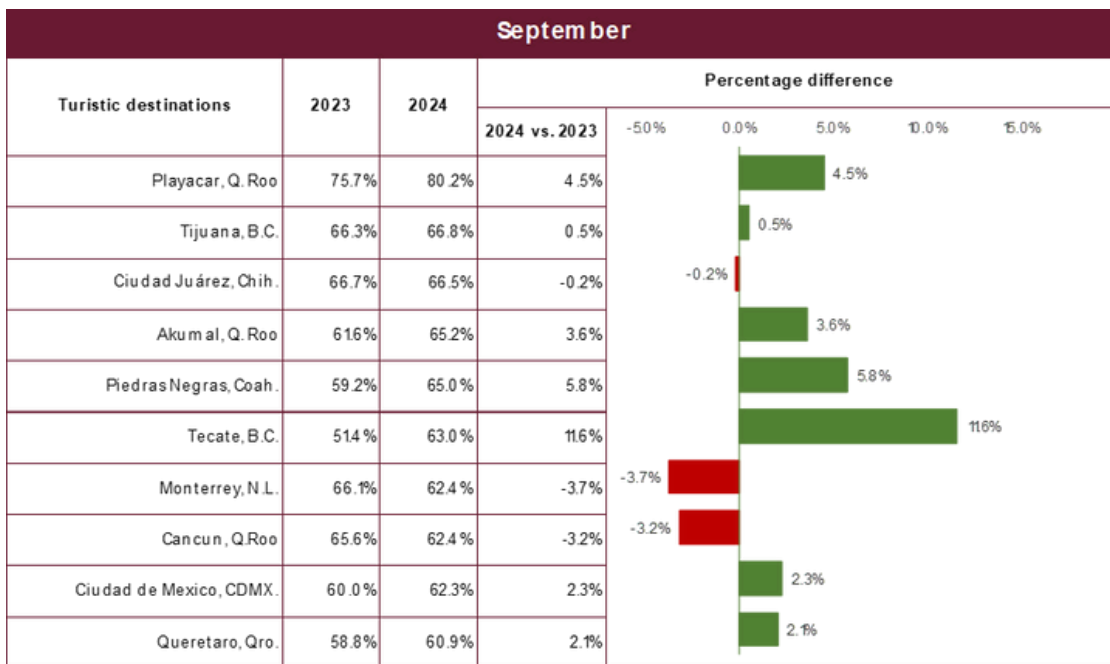
Note: Variation may not strictly match due to rounding. Occupancy variation in percentage points.
Source: Information from the 70 centers monitored by DataTur.

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



OCCUPANCY PERCENTAGE RANKING

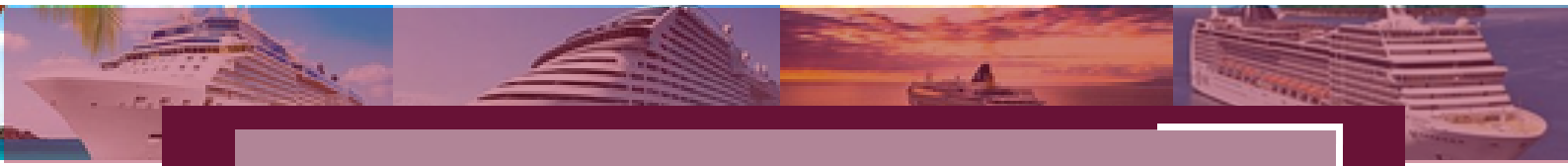
In September 2024, Playacar (Q. Roo) and Tijuana (B.C.) stood out with hotel occupancy rates of **80.2%** and **66.8%**, respectively, marking increases of 4.5 and 0.5 percentage points compared to the same month in 2023.



Note: Variation may not strictly match due to rounding. Occupancy variation in percentage points.
Source: Information from the 70 centers monitored by DataTur.
<http://www.datatur.sectur.gob.mx/SitePages/ActividadHotelera.aspx>

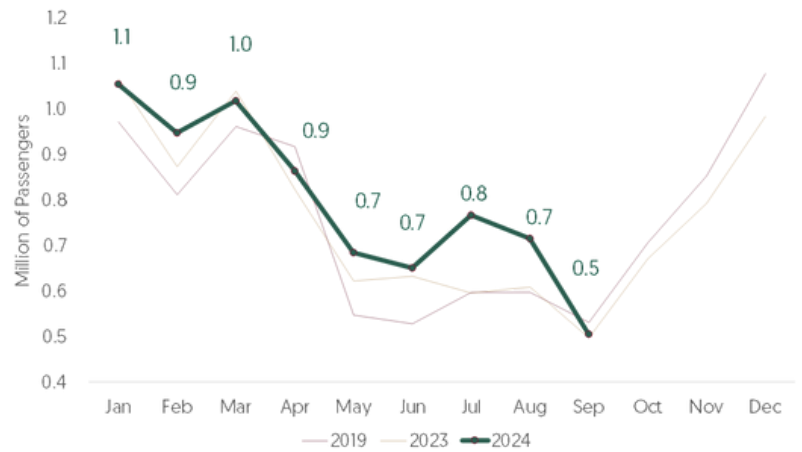


CRUISES



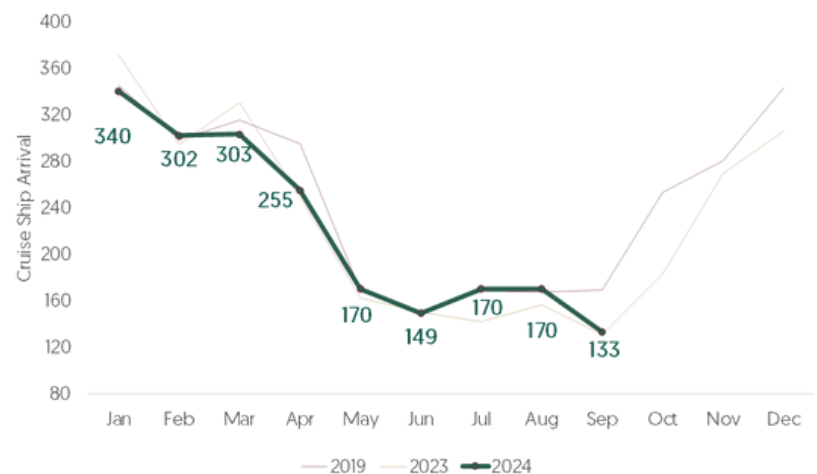
CRUISE PASSENGERS ARRIVALS

From January to September 2024, **7.207 million** cruise passengers arrived, marking a **6.7%** increase compared to the same period in 2023.



CRUISE SHIPS ARRIVALS

From January to September 2024, **1,992** cruise ships arrived at various ports in the country, representing a **0.4%** increase compared to the same period in 2023.



Source: INEGI and General Directorate of Ports; Secretariat of the Navy. (The figures prior to May 2020 correspond to the SCT, according to the presidential decree issued on December 7, 2020 in the Official Gazette of the Federation and Press Release No. 006/2024 of the General Coordination of Ports and Merchant Marine of June 7, 2024).

<https://www.inegi.org.mx/temas/turismo/>

<http://www.datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx>

ARRIVAL OF CRUISE PASSENGERS AND ARRIVALS OF CRUISE SHIPS TO MAIN PORTS OF MEXICO

From January to September 2024, the ports receiving the most cruise ship passengers in Mexico were: Cozumel (Q. Roo), Majahual (Q. Roo), Ensenada (B.C.), Cabo San Lucas (B.C.S.), and Puerto Vallarta (Jal.), accounting for **91.2%** of the total passenger arrivals.

January - September		Cruise Passenger Arrivals (thousands)		
	Port	2023	2024	Change %
1	Cozumel, Q. Roo.	2, 989, 677	3, 372, 737	12.8%
2	Majahual, Q. Roo.	1, 262, 907	1, 561, 024	23.6%
3	Ensenada, B.C.	729, 736	708, 553	-2.9%
4	Cabo San Lucas, B. C. S.	543, 991	479, 054	-11.9%
5	Puerto Vallarta, Jal.	425, 913	347, 397	-18.4%



January - September		Cruise Ship Arrivals		
	Port	2023	2024	Change %
1	Cozumel, Q. Roo.	839	907	8.1%
2	Majahual, Q. Roo.	320	357	11.6%
3	Ensenada, B.C.	229	201	-12.2%
4	Cabo San Lucas, B. C. S.	170	135	-20.6%
5	Puerto Vallarta, Jal.	129	106	-17.8%

Note: The figures refer to events because the same person may have entered the country on more than one occasion.
 Source: Directorate of Ports, General Coordination of Ports and Merchant Marine of the Secretariat of the Navy (Figures prior to May 2020, corresponding to the SCT, according to the presidential decree issued on December 7, 2020 in the Official Gazette of the Federation and Press Release No. 006/2023 of the General Coordination of Ports and Merchant Marine of June 7, 2021).

<http://www.datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx>

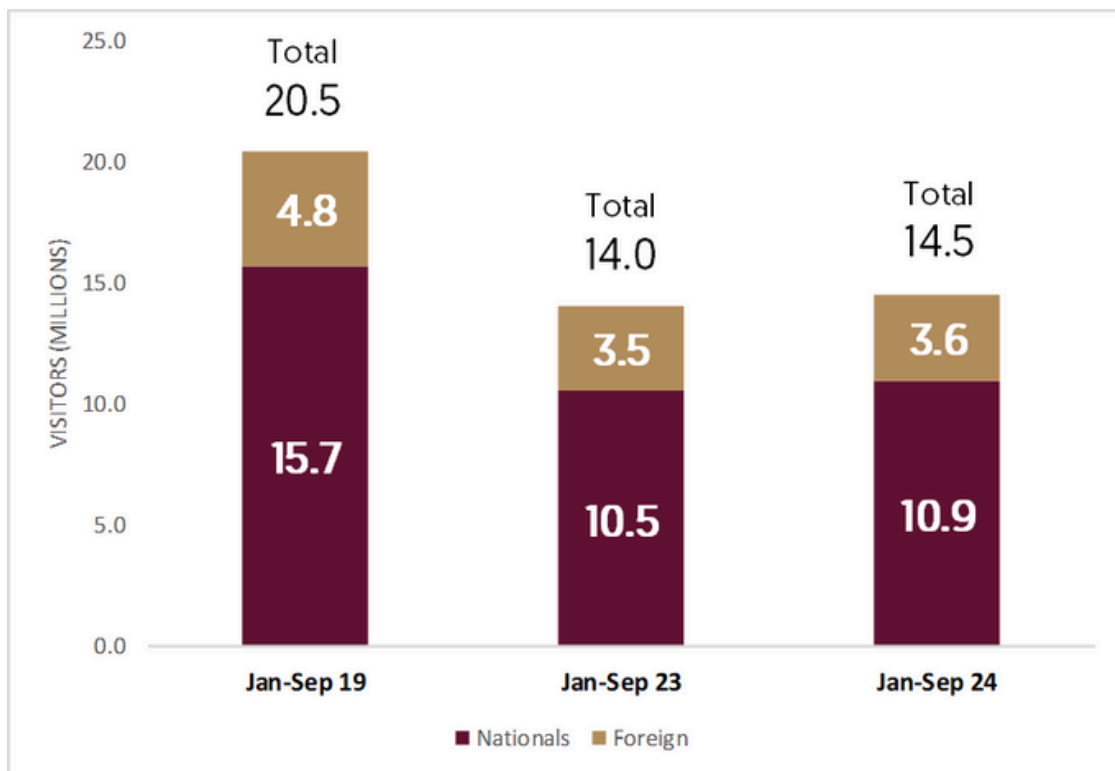


MUSEUMS AND ARCHAEOLOGICAL SITES



VISITORS TO MUSEUMS AND ARCHAEOLOGICAL SITES

From January to September 2024, the National Institute of Anthropology and History reported **14.531 million visitors** to museums and archaeological sites, an increase of 486,631 visitors, or **3.5%**, compared to the same period in 2023. Of the total, **75.3%** were national visitors and **24.7%** were international.





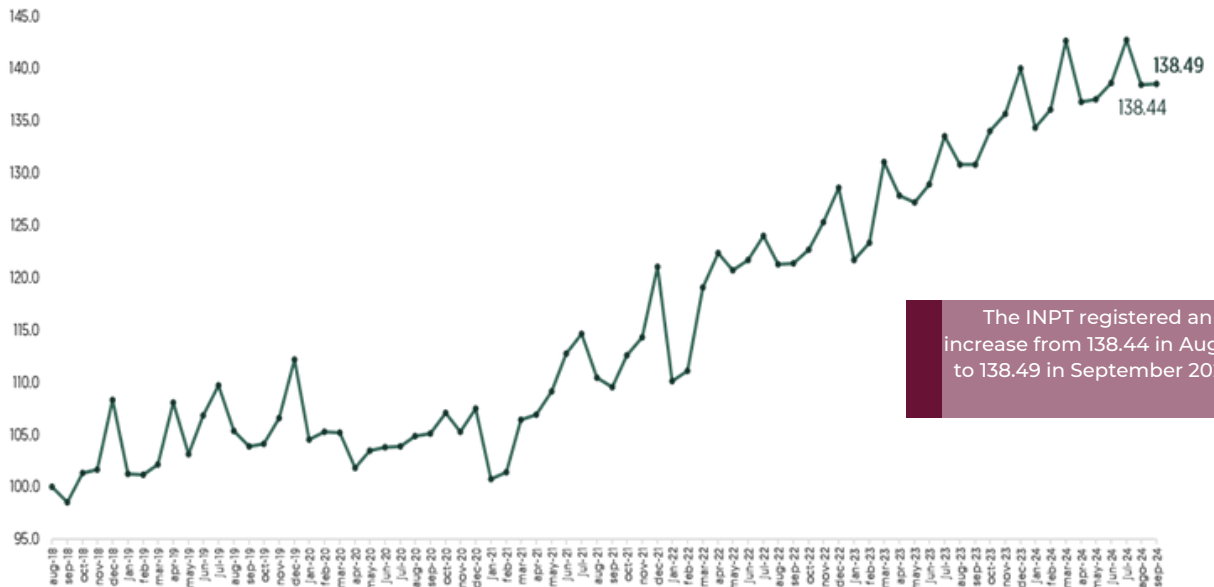
ECONOMY



NATIONAL TOURIST PRICE INDEX (INPT) OCTOBER 2024

The National Tourist Price Index is an economic indicator that monitors the fluctuation of prices in representative tourist services in Mexico. It helps travelers, businesses and policy makers understand price trends in the tourism industry and their impact on the national economy.

NATIONAL TOURIST PRICE INDEX



The INPT registered an increase from 138.44 in August to 138.49 in September 2024.

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



Servicios turísticos en paquete
+7.90%



Restaurantes, bares y similares
+7.15%



Hoteles
+6.74%



Autobús foráneo
+5.84%



Transporte aéreo
+4.51%

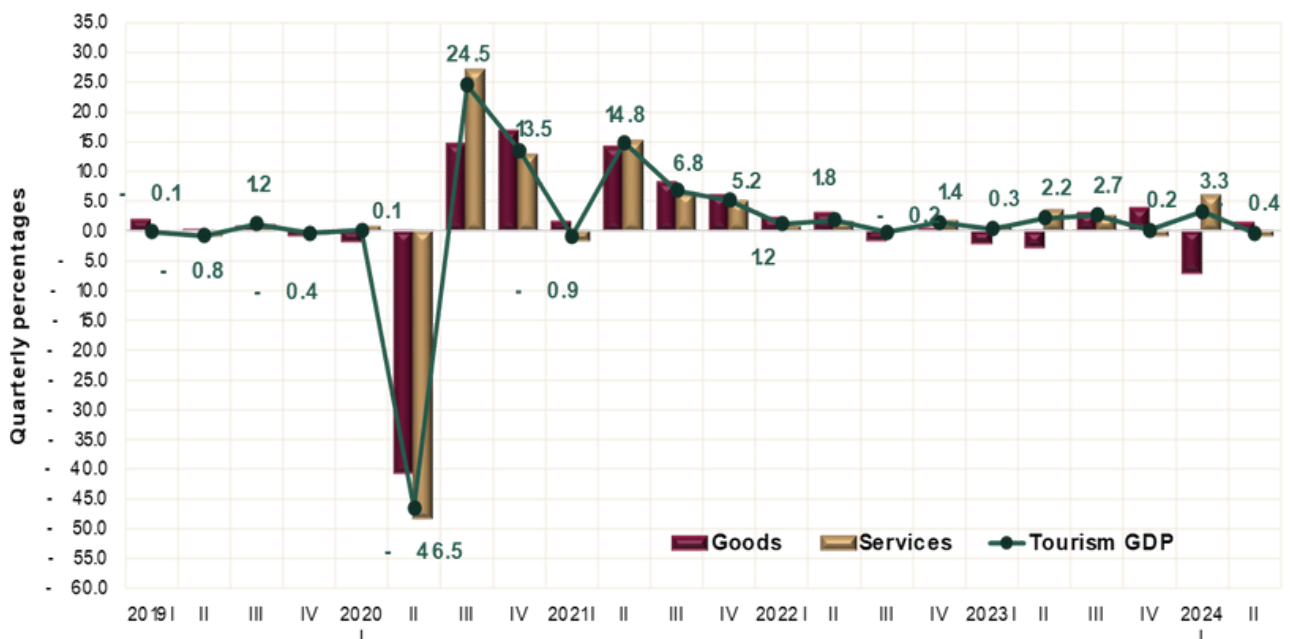


Cuotas de autopista
+2.93%

GROSS DOMESTIC PRODUCT OF TOURISM

Based on the Quarterly Indicators of Tourism Activity, the tourism GDP in the second quarter of 2024 decreased **0.4%** in real terms compared to what was recorded in the first quarter of 2024.

By components of tourism GDP, in the second quarter of 2024, Goods showed an increase of **1.4%**, while Services had a decrease of **0.8%** compared to what was recorded in the first quarter of 2024.





ECONOMIC CONTEXT (BANK OF MEXICO)

Domestic

In the second quarter of 2024, the marked weakness that the national economic activity has exhibited since the fourth quarter of 2023 prevailed. In particular, following the slight contraction observed in the last quarter of the previous year (quarterly change of -0.06%) and the marginal growth recorded in the first quarter of the current year (quarterly change of 0.11%), in the April-June period, GDP grew at a quarterly rate of 0.16% (annual increase of 2.1% with non-seasonally adjusted series and 1.0% with seasonally adjusted figures).

From a sectoral perspective, the economic performance during the second quarter of 2024 mainly reflected the sluggishness of secondary activities and the loss of momentum in tertiary activities. Although secondary activities showed a 0.26% increase compared to the first quarter, this was insufficient to reverse the declines observed in the previous two quarters. Meanwhile, the quarterly growth of 0.14% in services represented a clear slowdown compared to the momentum seen in the first three quarters of 2023. Finally, primary activities declined by 0.24% compared to the previous quarter.

On the demand side, consumption has been weakening so far this year. Meanwhile, between February and May, investment showed some improvement after stagnating between September 2023 and January 2024. However, its growth rate has been significantly lower than the one observed between the last quarter of 2022 and the third quarter of 2023. Lastly, regarding external demand, the value of exports during the April-July 2024 period increased compared to the first quarter.

Internacional

During the second quarter of 2024, global economic activity expanded at a slower pace than in the first quarter, although with heterogeneous behavior across countries. This generally reflected slower growth in emerging economies, following their strong performance in the first quarter.

Advanced economies, on the other hand, expanded at a faster pace compared to the previous quarter. Purchasing managers' indices point to growth in the global services sector at the beginning of the third quarter. These indices also suggest a slowdown in manufacturing activity in emerging economies and continued sluggishness in this sector in advanced economies.

Recent global trade indicators showed growth compared to the first quarter. During the second quarter of 2024, the U.S. economy grew at a faster rate than observed in the previous quarter, supported by strong domestic demand.

The Gross Domestic Product (GDP) increased at a seasonally adjusted quarterly rate of 0.7%, after rising 0.4% in the first quarter. This performance mainly reflected positive contributions from private consumption, inventory changes, and non-residential investment.

<https://www.banxico.org.mx/publicaciones-y-prensa/informes-trimestrales/informes-trimestrales-precios.html>



MACROECONOMIC OUTLOOK ON KEY INDICATORS

Macroeconomic Perspective on Key Indicators of Mexico

Entity	Gross Domestic Product Real growth %		Inflation (% dec/dec)	
	2024	2025	2024	2025
	International Monetary Fund	2.20	1.60	3.50
OECD	2.20	2.00	4.50	3.10
Bank of Mexico Survey*	1.60	1.50	4.64	3.80
Ministry of the Treasury and Public Credit*	2.5-3.5	2.0-3.0	3.80	3.30

* 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 (July 2024); **OECD** Economic Outlook, May 2024; **Bank of Mexico**, Expectations Survey Economic Specialist Private

Sector (02/09/2024). Ministry of Finance, General Economic Pre-Criteria 2025.

