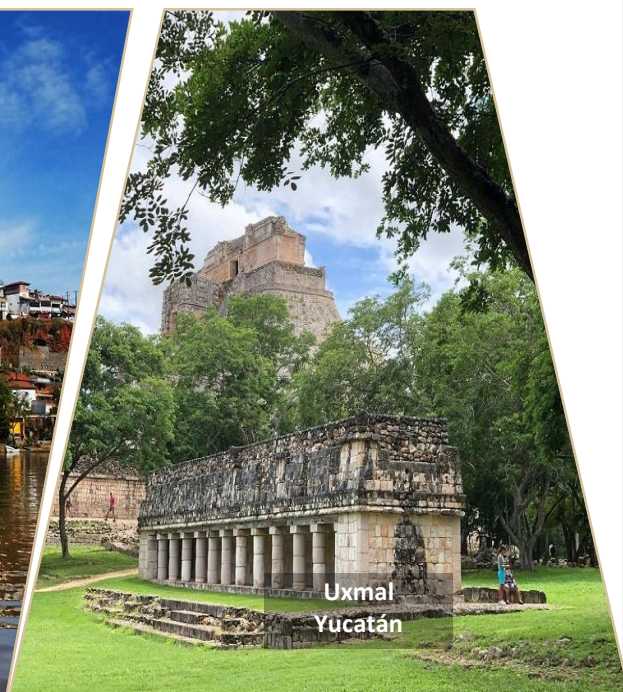




Monterrey
Nuevo León



Janitzio
Michoacán



Uxmal
Yucatán



Results Of Tourism Activity August 2024



Gobierno de
México





TURISMO

SECRETARÍA DE TURISMO



2024
AÑO DE
Felipe Carrillo
PUERTO

BENEMÉRITO DEL PROLETARIADO,
REVOLUCIONARIO Y DEFENSOR
DEL MAYAB



DATATUR
Análisis Integral del Turismo

DIRECTORIO

JOSEFINA RODRÍGUEZ ZAMORA

Minister of Tourism

NATHALIE VERONIQUE DESPLAS PUEL

Head of the Information and Monitoring Unit

HELIODORO VIDAL VELÁZQUEZ

General Director of Sectorial Information Integration

MARCO ANTONIO GUZMÁN GUERRERO

Director of Regional Analysis

VICENTE ANTONIO GARCÉS MÉRIDA

Head of Department of Prospective Analysis



TURISMO

SECRETARÍA DE TURISMO



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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-August 2024/2023

Arrival of international tourists



29 million 271 thousand
+5.5% vs 2023

International travel receipts



22 thousand 478
million dollars
+6.6% vs 2023

Expenditure of residents in Mexico abroad



6 Thousand 968
million dollars
+20.8% Vs 2023

Departures international tourists from Mexico abroad



11 million 857 thousand
tourists
+18.4% Vs 2023

International travellers balance



Surplus 15 thousand 510
millions dollars
+1.3% Vs 2023

Participation Issuing Markets USA and Canadian tourists



9 million 852
Thousand Tourists
+5.2% Vs 2023



One million 785
thousand Tourists
+9.1% Vs 2023

Hotel Occupancy in 70 Tourist Centers monitored 59.9%



Lower in **0.3** parentage points
compared to January-August 2023.

Arrival of tourists to Hotels



40 million 923 thousand
domestic tourists
(72.7% of the total)

15 million 400 thousand
international tourists
(27.3% of the total)

INTERNATIONAL PASSENGER SURVEY RESULTS

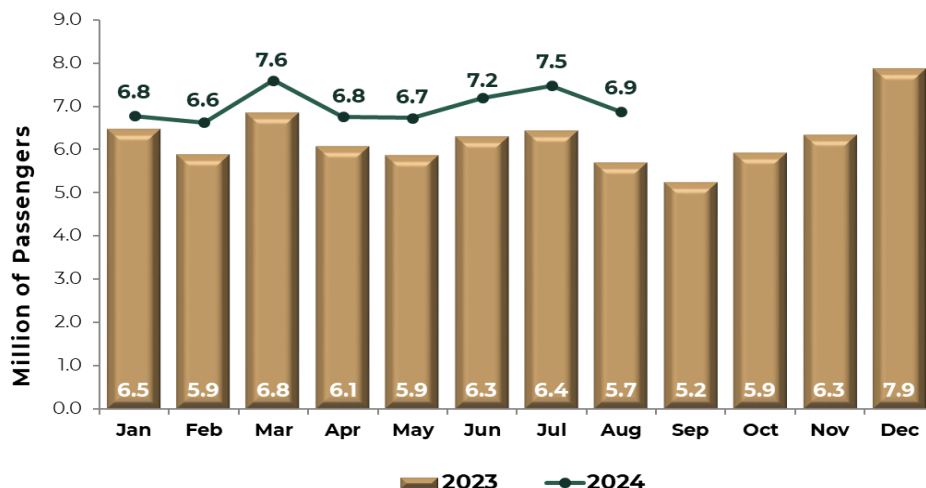




Arrival Of International Visitors to Mexico

Chart 1. INEGI reported the arrival of **56 million 32 thousand international visitors**, during January-August 2024, that is 6 million 537 thousand more visitors compared to the same period of to 2023, which represented an increase of **13.2%**.

January-August	Million of Passengers	Change %
2022	42.1	
2023	49.5	17.5%
2024	56.0	13.2%



Arrival Of International Tourists to Mexico

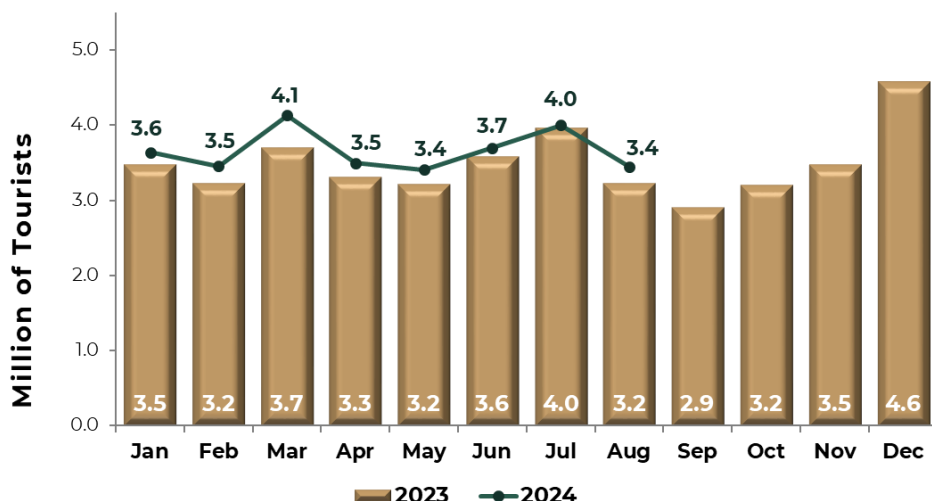


Chart 2. The arrival of international tourists during January-August 2024 was **29 million 271 thousand**, a level higher by One million 524 thousand tourists than that observed in the same period of 2023 and equivalent to an increase of **5.5%**.

January-August	Million of Tourist	Change %
2022	24.8	
2023	27.7	12.0%
2024	29.3	5.5%

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

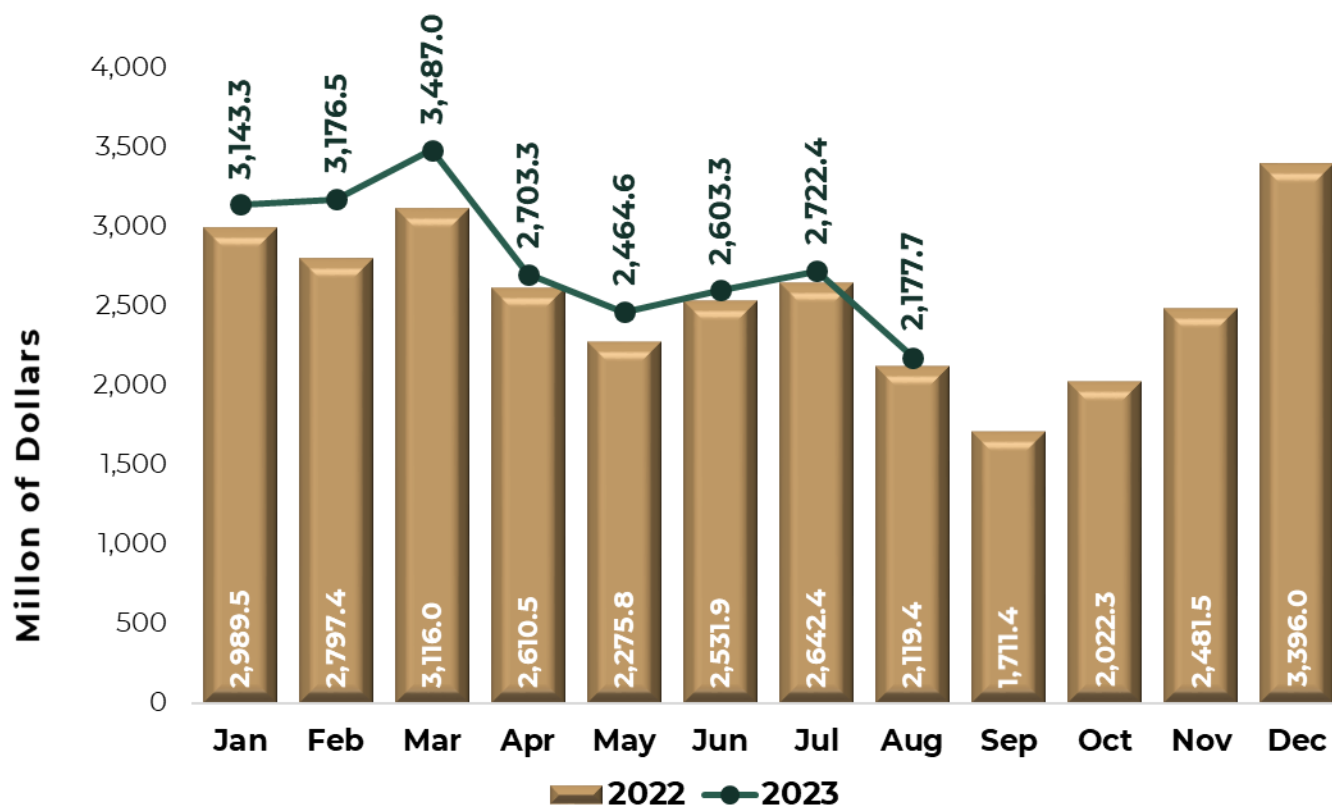
Source: INEGI and Bank of Mexico, Balance of payments.



Foreign Exchange Revenue From International Visitors

Chart 3. The foreign currency income from international visitors during August to July of 2024 was **22 thousand 478 million dollars**, which represented an increase of **6.6%** compared to the same period of to 2023.

January-August	Million of Dollars	Change %
2022	18,696.6	
2023	21,083.0	12.8%
2024	22,478.2	6.6%



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

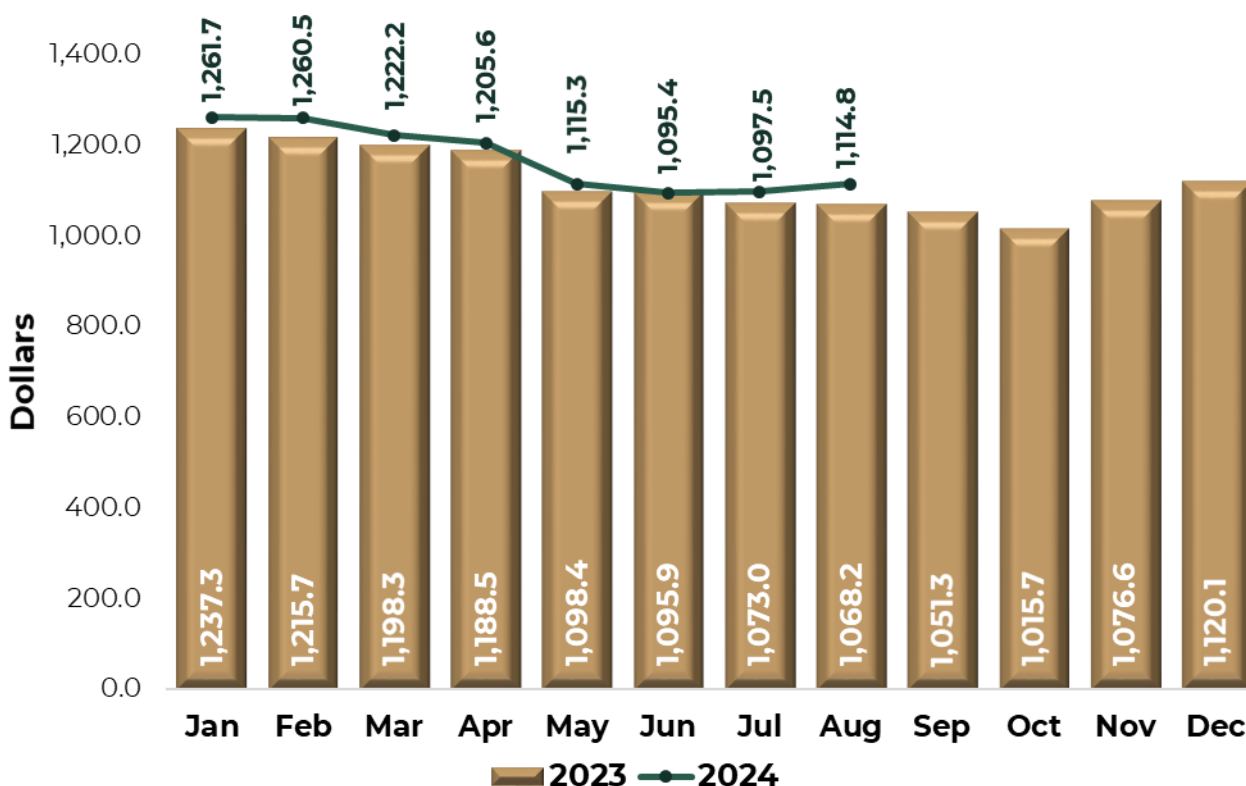
<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>



Average Expenditure of Long-Stay Tourists, Air Transport

Chart 4. The average spending of tourists for internment by air was **1,178.3 dollars** during January-August 2024, which represented an increase of **+2.4%** over the observed in the same period of 2023.

January-August	Dollars	Change %
2022	1,131.5	
2023	1,151.1	1.7%
2024	1,178.3	2.4%



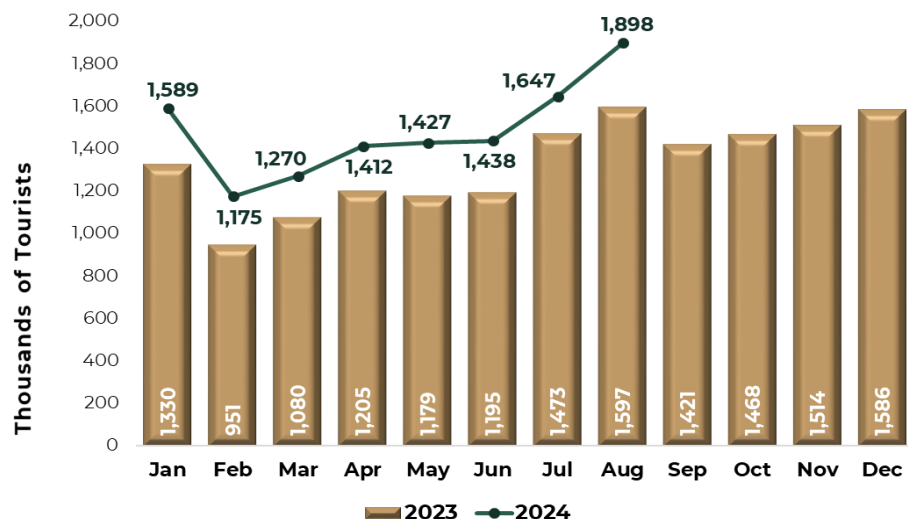
Source: INEGI and Bank of Mexico, Balance of payments.

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



Average Expenditure of Long-Stay Tourists, Air Transport

Chart 5. During January-August 2024, INEGI reported the departure of **11 million 857 thousand international tourists** from Mexico abroad, which meant One million 847 thousand more tourists, that was reported in the same period of 2023, equivalent to an increase of **18.4%**.

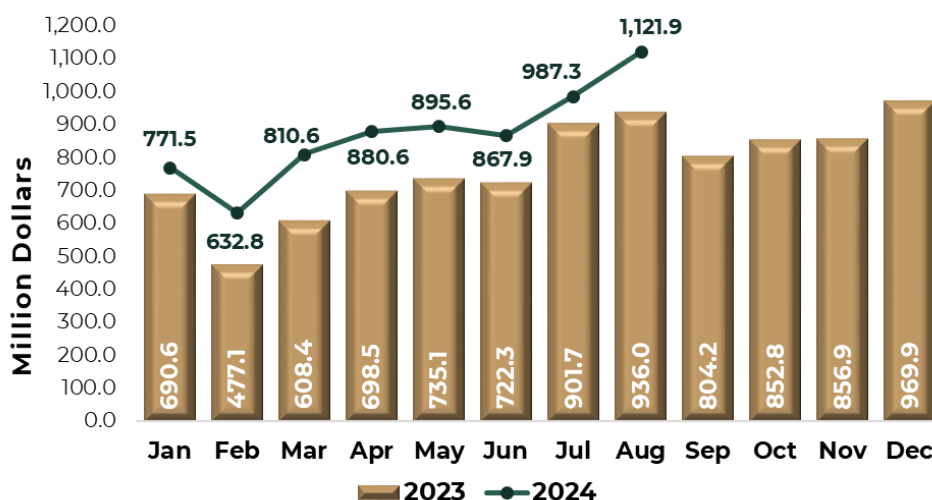


January-August	Thousands of Tourists	Change %
2022	8,766	
2023	10,010	14.2%
2024	11,857	18.4%

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 **6 thousand 968 million dollars** during January-August 2024, higher by One thousand 199 million dollars than recorded in first quarter of 2023, with an increase of **20.8%**.

January-August	Million of Dollars	Change %
2022	4,238.1	
2023	5,769.8	36.1%
2024	6,968.3	20.8%



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>

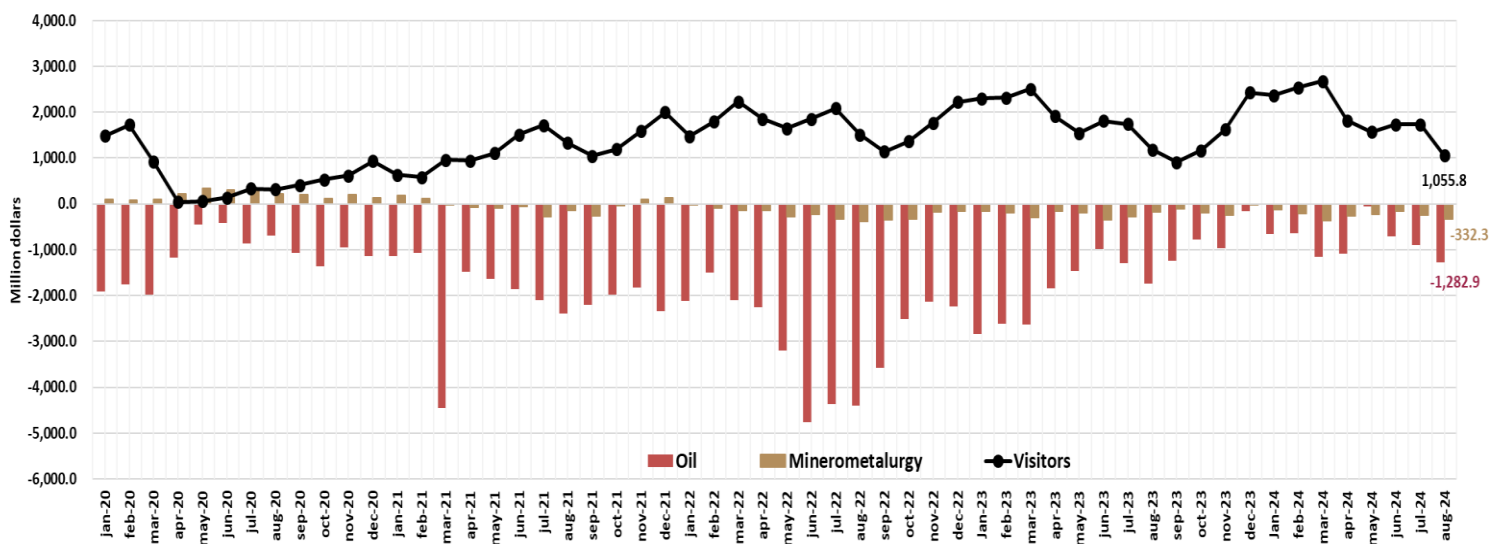


Foreign Exchange Balance by International Visitors

Chart 7. In the period January-August 2024, the balance of international visitors was **15 thousand 510 million dollars**, **1.3%** higher than observed during the same period in 2023.

January-August	Million Dollars	Change %
2022	14,458.5	
2023	15,313.2	5.9%
2024	15,509.8	1.3%

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 January-August 2024, **15 million 298 thousand** international tourists arrived by air by country of nationality, **2.9%** higher that observed in the same period of 2023.

January- August	Tourists	Change %
2022	13,751,082	
2023	14,864,010	8.1%
2024	15,297,950	2.9%

Highlights the arrival of citizens of:

- **The United States** with **9 million 852 thousand** passengers, +5.2% more than 2023
- **Canada** with **One million 785 thousand** passengers, +9.1% more compared to 2023
- **Colombia** with **409 thousand 151** passengers, -13.8% less than 2023
- **United Kingdom** with **315 thousand 202** passengers, -4.8% less than 2023
- **Spain** with **248 thousand 597** passengers, +3.2% more regarding 2023
- **Rest of nationalities** **2 million 688 thousand** passengers, -4.6% 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.

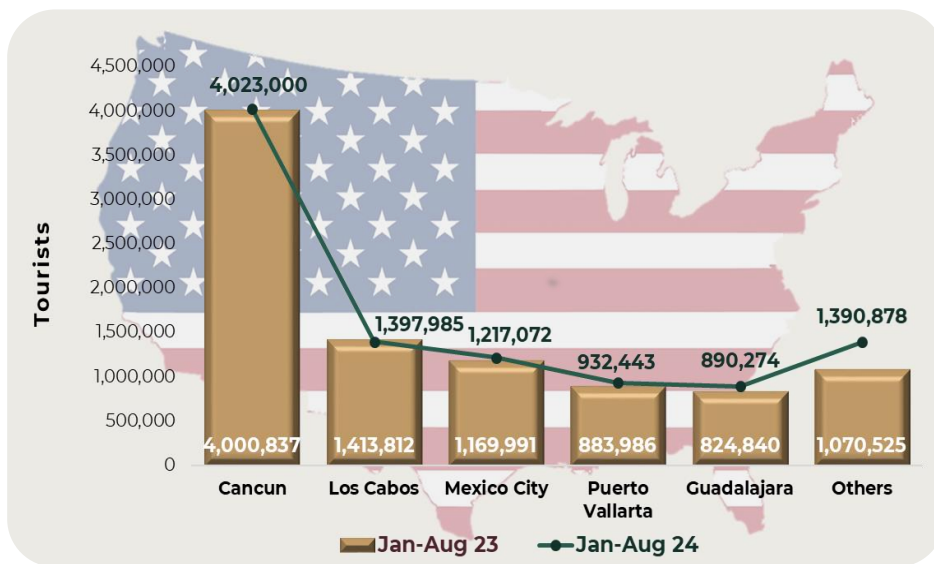
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>



U.S Citizens by Airport

Chart 9. During January-August 2024, the arrival of **9 million 852 thousand** air tourists with American citizenship was recorded, with an increase of **5.2%** compared to what was observed in the same period of 2023; the majority of which, arrived through the airports of Cancun and Los Cabos.

January-August	Tourists	Change %
2022	8,925,035	
2023	9,363,991	4.9%
2024	9,851,652	5.2%



Canadian Citizens by Airport

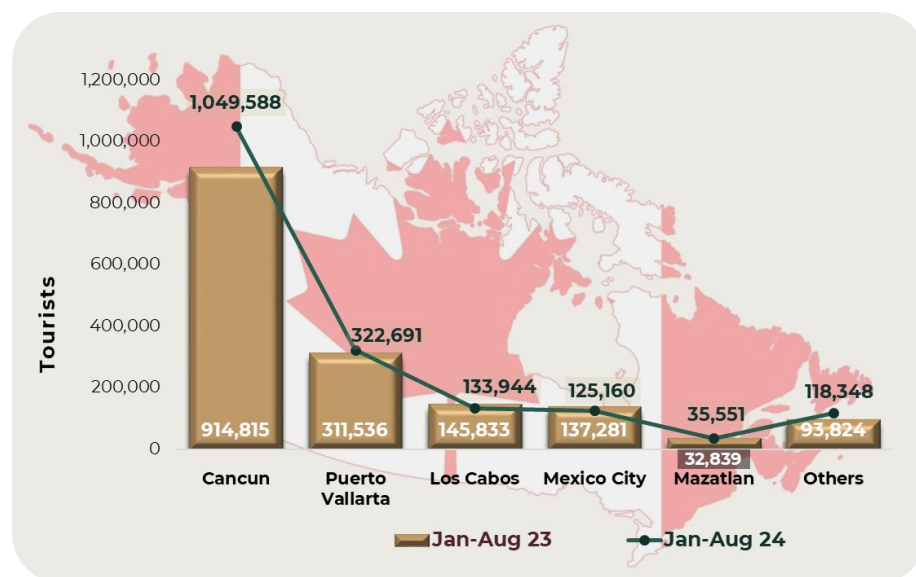


Chart 10. The arrival of air tourist with Canadian citizenship, registered **One million 785 thousand passengers** during January-August 2024, presenting an increase of **9.1%** compared to the same period of 2023; most of which, arrived at the airports of Cancun and Puerto Vallarta.

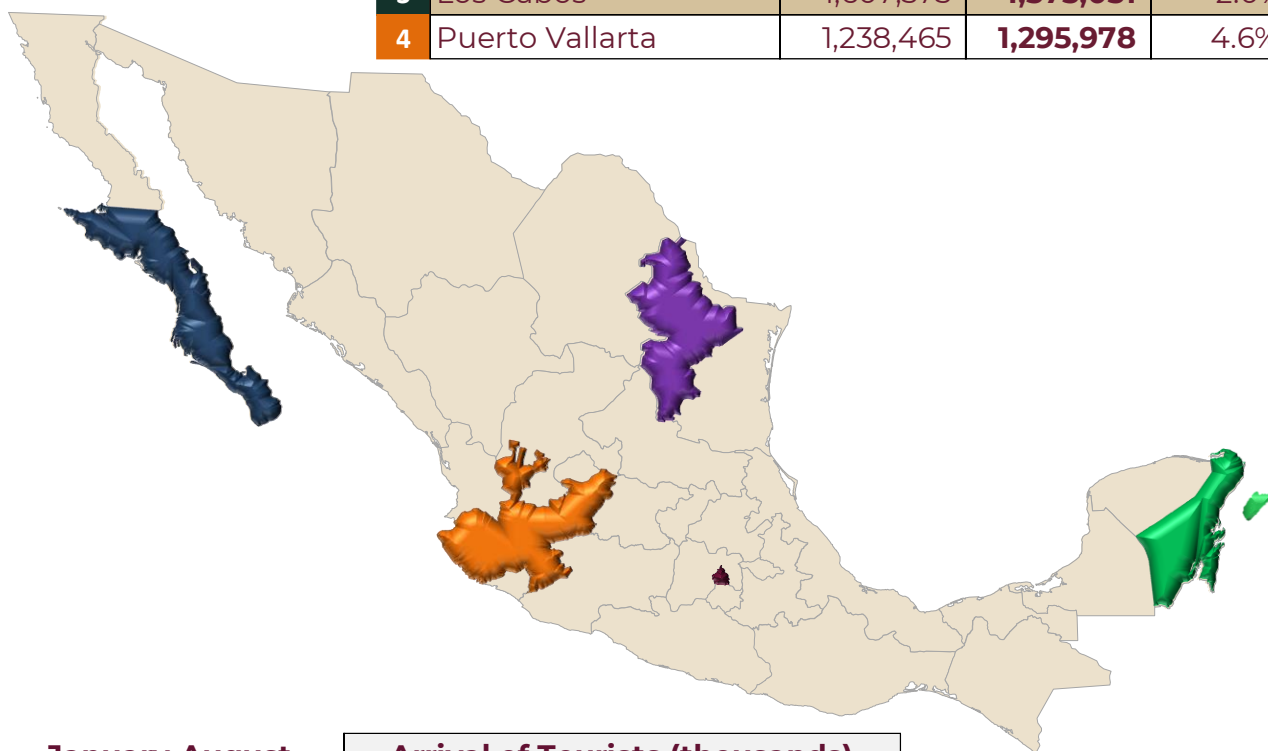
January-August	Tourists	Change %
2022	1,029,934	
2023	1,636,128	58.9%
2024	1,785,282	9.1%



Arrival of International Tourists To Mexico's Main Airports

Figure 1. During January-August of 2024, the airports that received the largest number of international tourists in Mexico were, according to their nationality: **Cancun, Mexico City, Los Cabos, Puerto Vallarta, Guadalajara, Monterrey, Tulum** and **Cozumel**. Which together accounted for **92.4%** of total international tourist arrivals by nationality.

January-August		Arrival of Tourists (thousands)		
	Airport	2023	2024	Change %
1	Cancun	6,931,803	6,892,336	-0.6%
2	Mexico City	2,836,113	2,811,824	-0.9%
3	Los Cabos	1,607,375	1,575,051	-2.0%
4	Puerto Vallarta	1,238,465	1,295,978	4.6%



January-August		Arrival of Tourists (thousands)		
	Airport	2023	2024	Change %
5	Guadalajara	877,773	947,257	7.9%
6	Monterrey	227,559	251,918	10.7%
7	Tulum	N.a.	187,551	N.c.
8	Cozumel	164,540	178,549	8.5%

N.a. Not available

N.c. Not comparable

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 January-August of 2024 arrived **13 million 944 thousand** international tourists by air by country of residence, higher in **5.3%** for the same period in 2023.

January-August	Passengers	Change %
2022	13,390,813	
2023	13,242,952	-1.1%
2024	13,943,994	5.3%

Highlights the arrival of citizens of:

- **The United States** with **9 million 428 thousand** passengers, +9.9% more than to 2023
- **Canada** with **One million 676 thousand** passengers, +11.0% more compared to 2023
- **Colombia** with **340 thousand 549** passengers, -17.3% lower than 2023
- **United Kingdom** with **285 thousand 18** passengers, -8.1% lower than 2023
- **Argentina** with **206 thousand 550** passengers, +5.1% more regarding 2023
- **Rest of nationalities** **2 million 7 thousand** passengers, -10.2% lower regarding 2023



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

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



Tourists Residing in the United States (Airway)

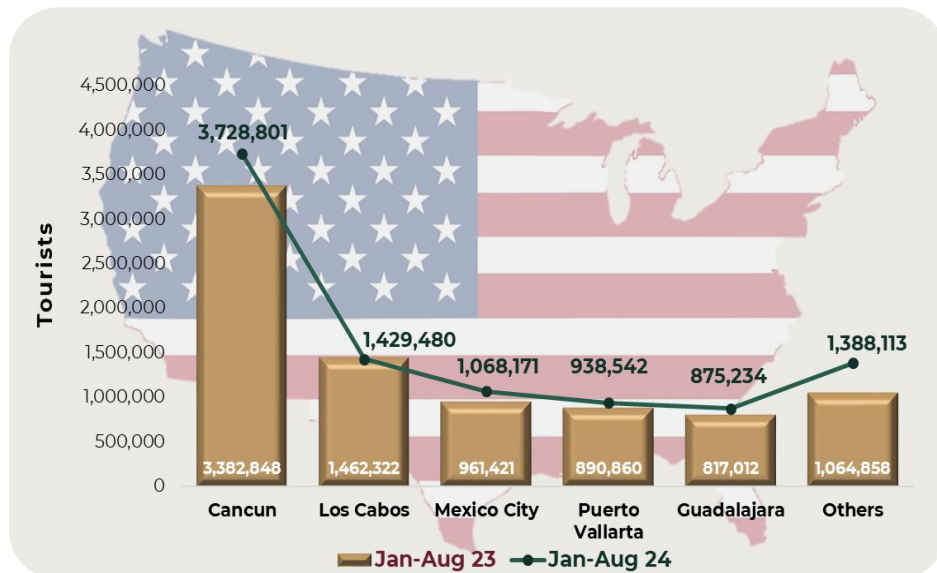


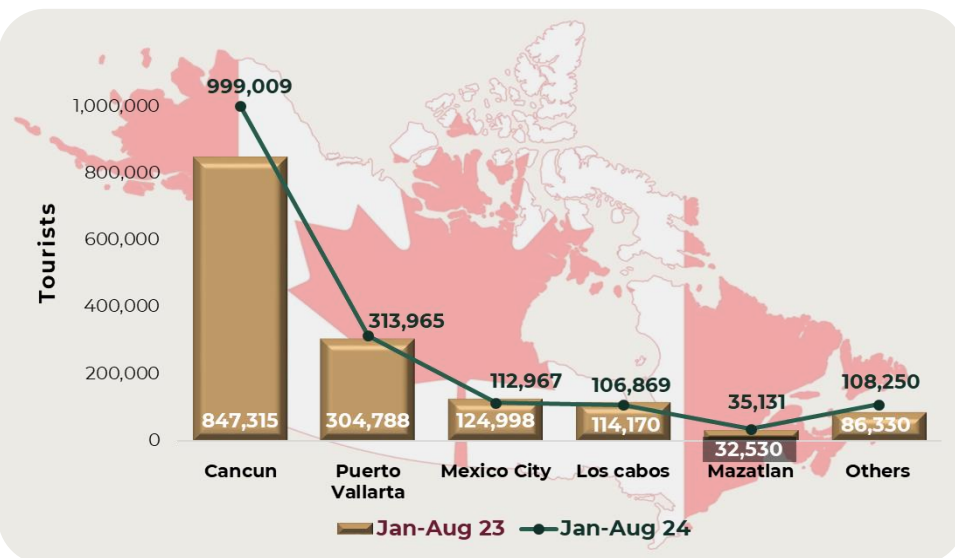
Chart 12. The arrival by air of tourists residing in the United States, recorded an increase of **9.9%** during January-August 2024 compared to the recorded during the same period of 2023, adding **9 million 428 thousand tourists**; most of whom arrived through the airports of Cancun and Los Cabos.

January-August	Passengers	Change %
2022	9,184,495	
2023	8,579,321	-6.6%
2024	9,428,341	9.9%

Tourists Residing in Canada (Airway)

Chart 13. During January-August 2024, the arrival of **One million 676 thousand tourists** residing in Canada was recorded, showing an increase of **11.0%** over the same period in 2023; most of them arrived at the airports of Cancun and Puerto Vallarta.

January-August	Passengers	Change %
2022	964,341	
2023	1,510,131	56.6%
2024	1,676,191	11.0%



HOTEL MONITORING REPORT





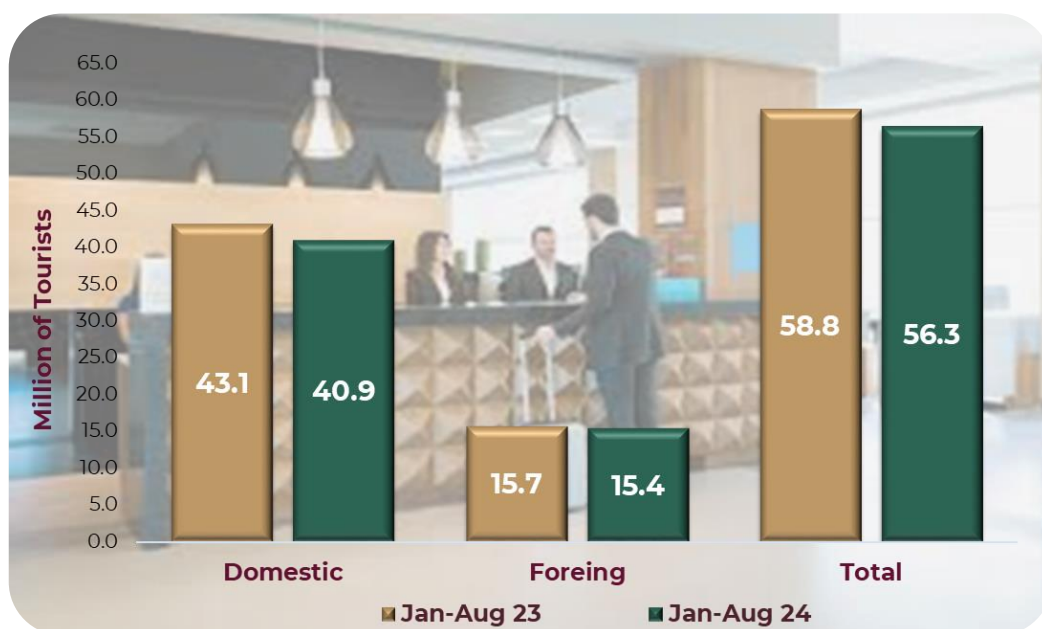
Occupancy Rate



Chart 14. The **percentage of hotel occupancy** in the selection of 70 resorts, during January-August 2024, was **59.9%**, lower level higher **-0.3** percentage points that observed in January-August 2023.

Arrival of Tourists to Hotels Rooms

Chart 15. During January-August of 2024, the arrival of domestic tourists to hotel rooms reached **40 million 923 thousand tourists** (72.7% of the total); while the arrival of international tourists registered **15 million 400 thousand tourists** (27.3% of the total).



Notes: Total occupancy is a weighted average of 70 monitored destinations. Total tourists arrivals to hotel rooms during January to August 2024 registered a decrease of **(-) 4.2%** compared to same period in 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.

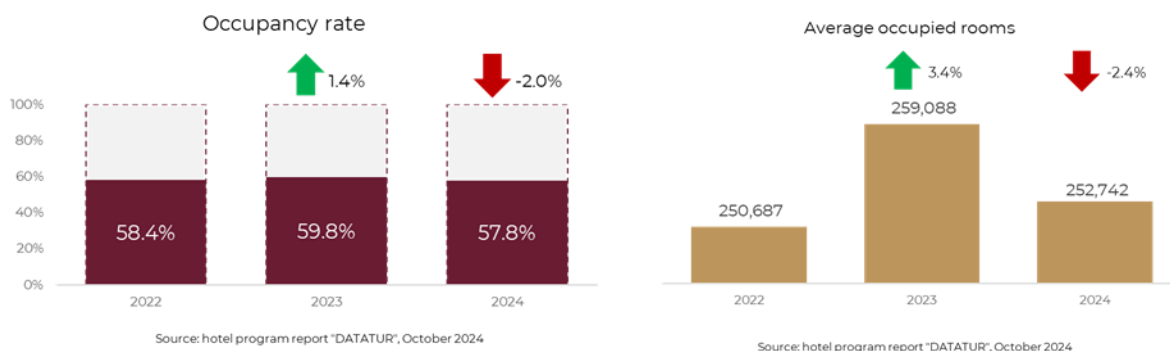
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70 Tourist Centers Selected

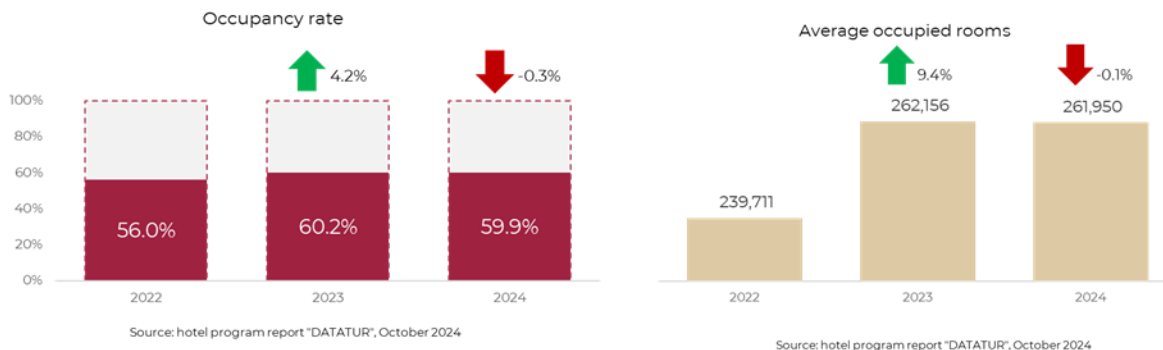
August 2022-2024

Chart 16. The percentage of hotel occupancy in the selection of 70 resorts was **57.8%**, in August 2024, missing **2.0** percentage points to reach the observed in August 2023



Tourist arrival		
Percent Change 2024 - 2023		
	Nationals	Foreigners
August	-2.9%	6.0%
Cumulative January to August	-5.0%	-1.8%

Cumulative January to August 2022-2024



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

Chart 17. In August 2024 the percentage of occupancy by type of centers was **61.9%** for **Beach centers** and **54.3%** for **Cities**.

Center type	August		
	2023	2024	Percentage difference 2024 vs. 2023
Total	59.8%	57.8%	-2.0%
Beach centers	64.1%	61.9%	-2.3%
Cities	56.0%	54.3%	-1.7%

Center type	Cumulative January to August		
	2023	2024	Percentage difference 2024 vs. 2023
Total	60.2%	59.9%	-0.3%
Beach centers	68.5%	67.6%	-1.0%
Cities	52.6%	53.0%	0.4%

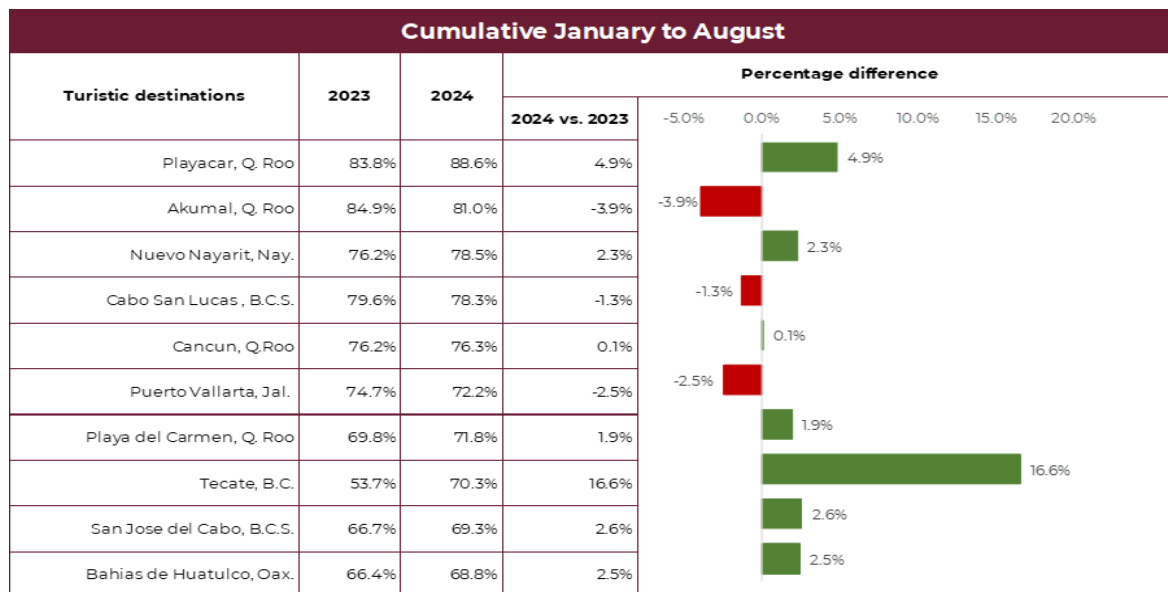
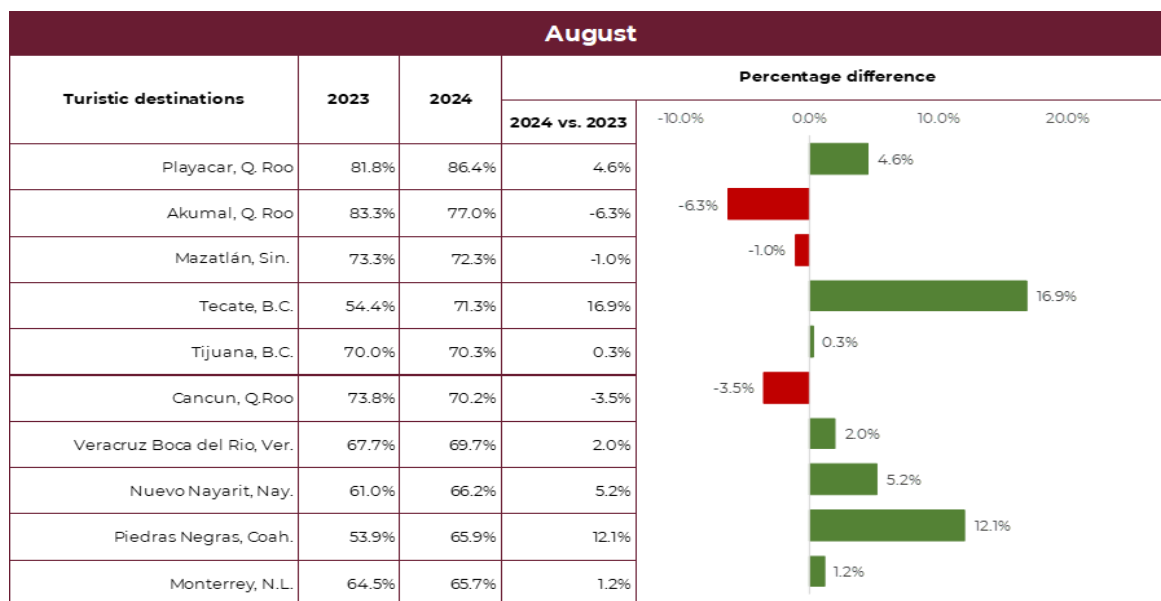
Note: The variance may not strictly add up due to rounding. Occupancy variation in percentage points.

Source: Information of 70 resorts monitored by DataTur.



Occupancy Percentage Ranking

Chart 18. During the month of August 2024, by percentage of hotel occupancy **Playacar** tourist centers stand out, with **86.4%** and **Akumal** with **77.0%**, which means a increase of **+4.6** and a decrease of **-6.3** percentage points respectively, compared to what was observed in the same month of 2023.



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

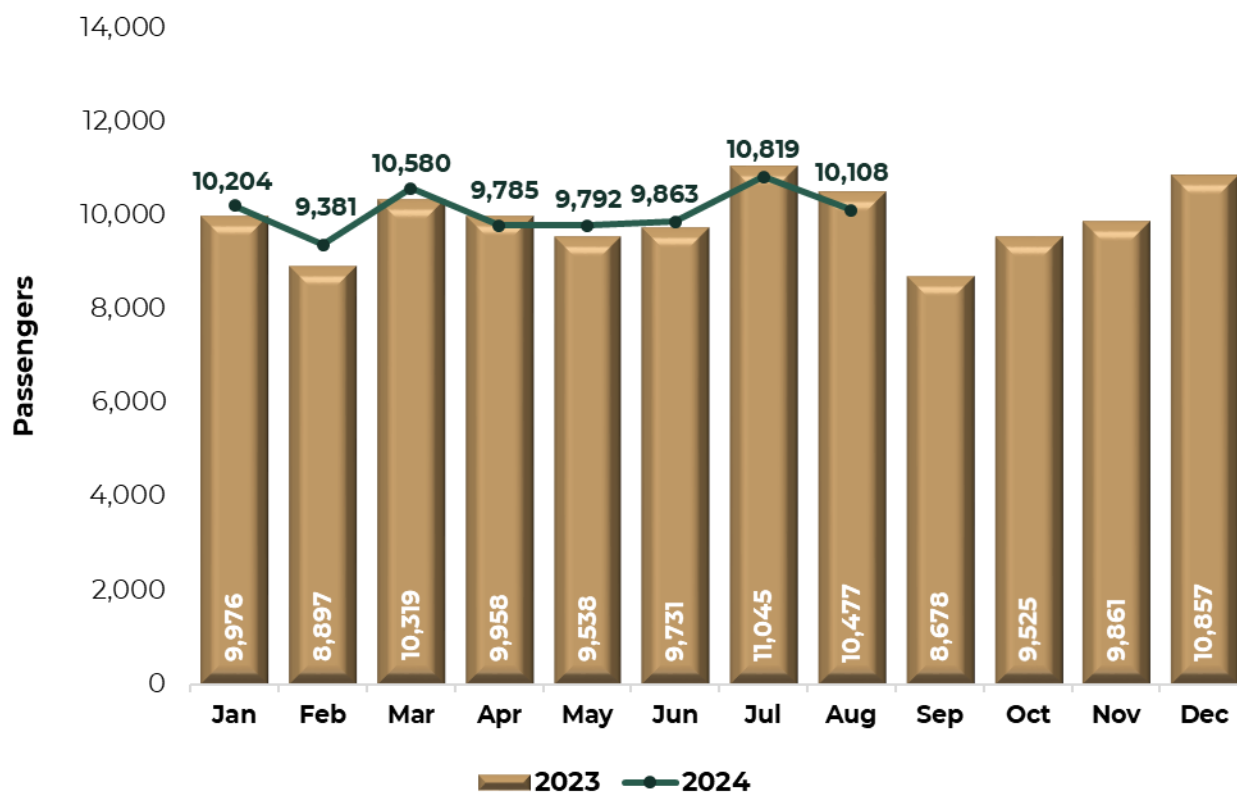




Total Passengers Transported on Domestic And International Flights

Chart 19. During January-August 2024, a total of **80 million 532 thousand air passengers** were registered, representing an increase of 591 thousand 671 passengers, equivalent to a **0.7%** higher than the same period 2023.

January-August	Passengers	Change %
2022	70,155,606	
2023	79,940,133	13.9%
2024	80,531,804	0.7%



Preliminary figures.

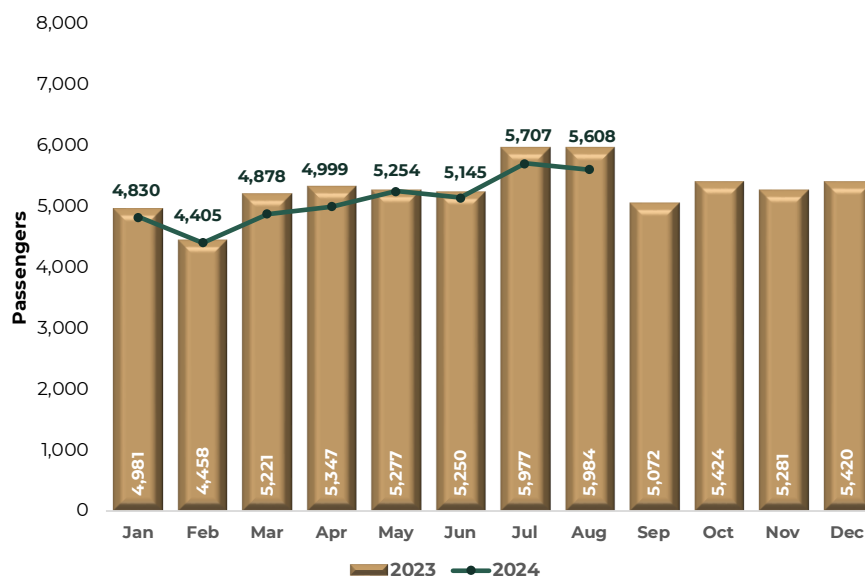
Source: Federal Civil Aviation Agency (SICT).



Passengers Carried on Domestic Flights

Chart 20. The arrival of passengers on domestic flights during January-August 2024, was **40 million 826 thousand passengers**, registering a decrease of One million 670 thousand passengers, less by **3.9%** compared to what was observed in the same period 2023.

January-August	Passengers	Change %
2022	36,668,575	
2023	42,495,108	15.9%
2024	40,825,508	-3.9%



Passengers Transported on International Flights

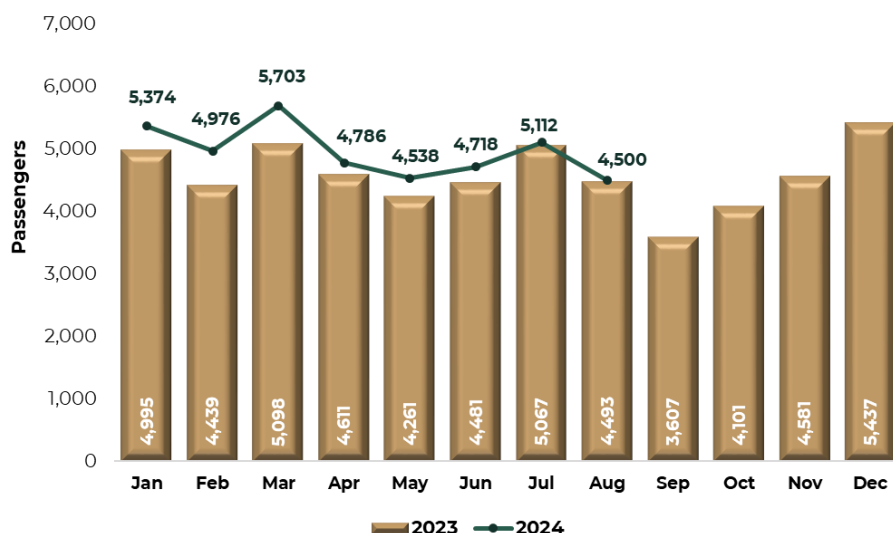


Chart 21. The arrival of passengers on international flights during January-August 2024 was **39 million 706 thousand passengers**, representing an increase of 2 million 261 thousand passengers; **6.0%** higher than that observed in the same period of 2023.

January-August	Passengers	Change %
2022	33,487,031	
2023	37,445,025	11.8%
2024	39,706,296	6.0%

Preliminary figures.

Source: Federal Civil Aviation Agency (SICT).

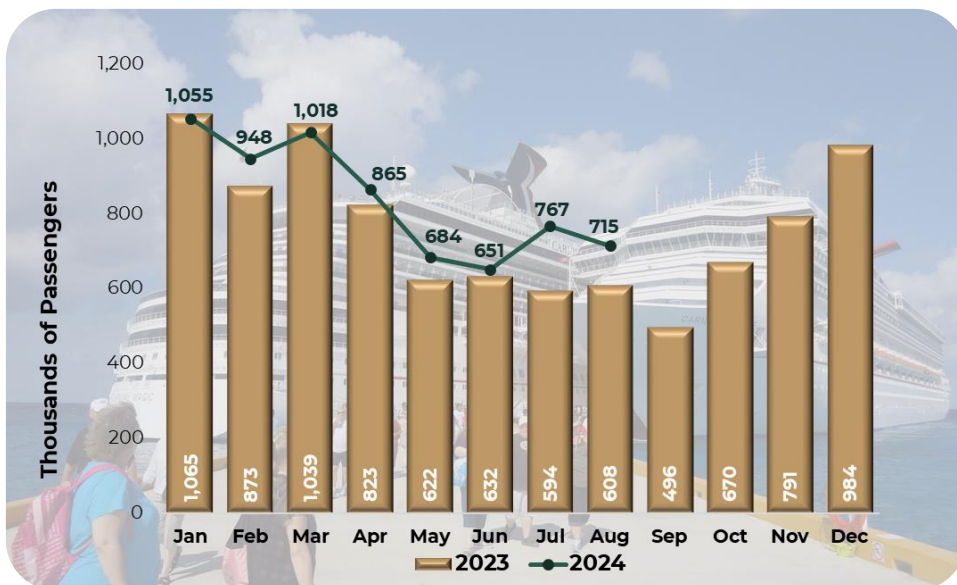
<http://www.datatur.sectur.gob.mx/SitePages/FlujoPorAerolinea.aspx>



Arrival Of International Tourists to Mexico

Chart 22. The number of passengers on cruises that arrived during January-August of 2024 was **6 million 702 thousand passengers**. With an increase of **7.1%** compared to the recorded in the same period of 2023.

January-August	Thousands of Passengers	Change %
2022	4,117	
2023	6,257	52.0%
2024	6,702	7.1%



Arrival of Cruise Ships to Mexico



Chart 23. In January-August 2024, the arrival of **One thousand 859 cruise ships** to the different ports of the country was recorded, representing an increase of **0.3%** to what was recorded in the same period of 2023.

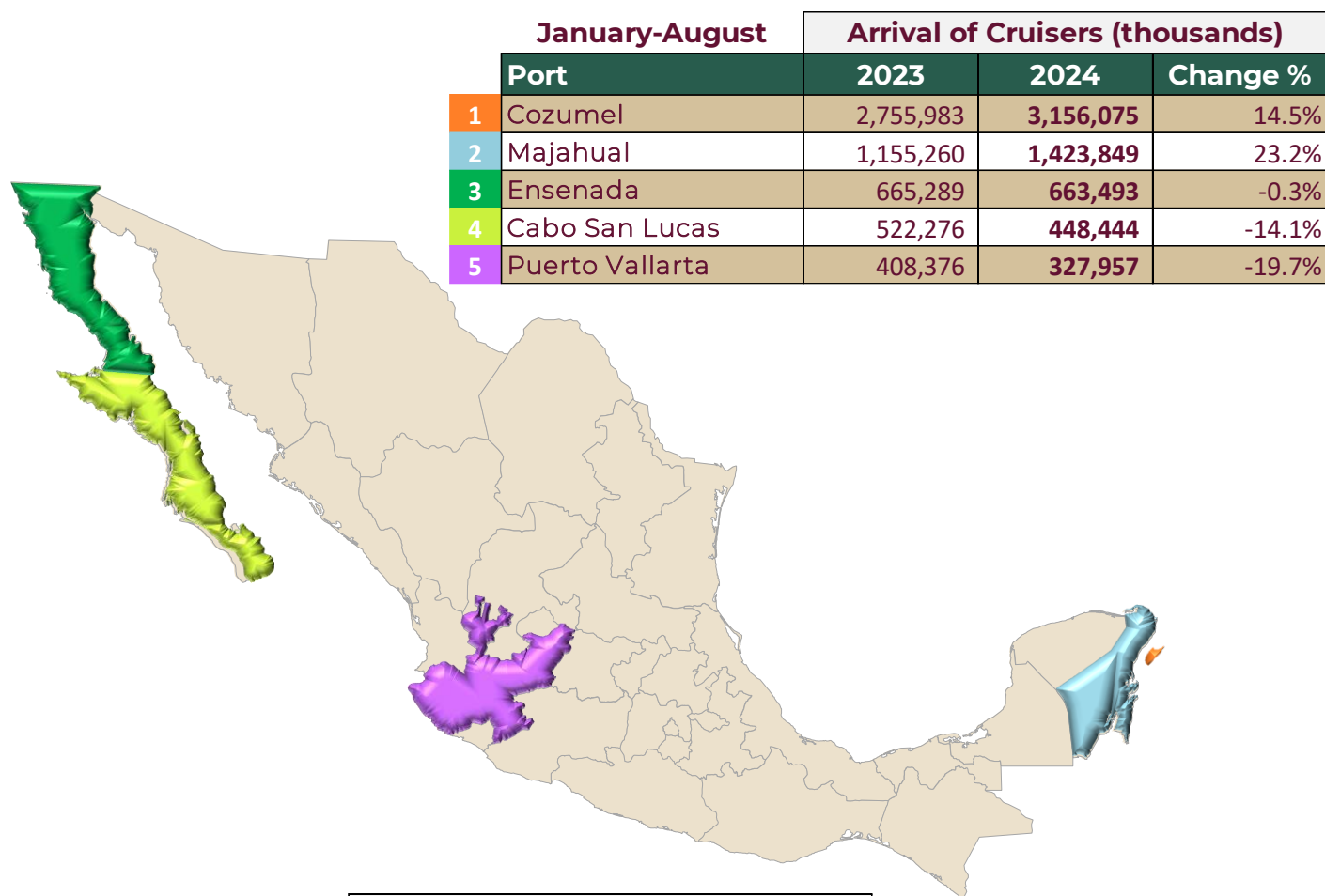
January-August	Cruise Ship Arrival	Change %
2022	1,660	
2023	1,854	11.7%
2024	1,859	0.3%

Source: INEGI and General Directorate of Ports of the Ministry of the Navy, (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 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 period January-August 2024 the ports that received the highest number of hikers on cruises in Mexico were: **Cozumel, Majahual, Ensenada, Cabo San Lucas and Puerto Vallarta** which accounted for **91.2%** of the total passengers.

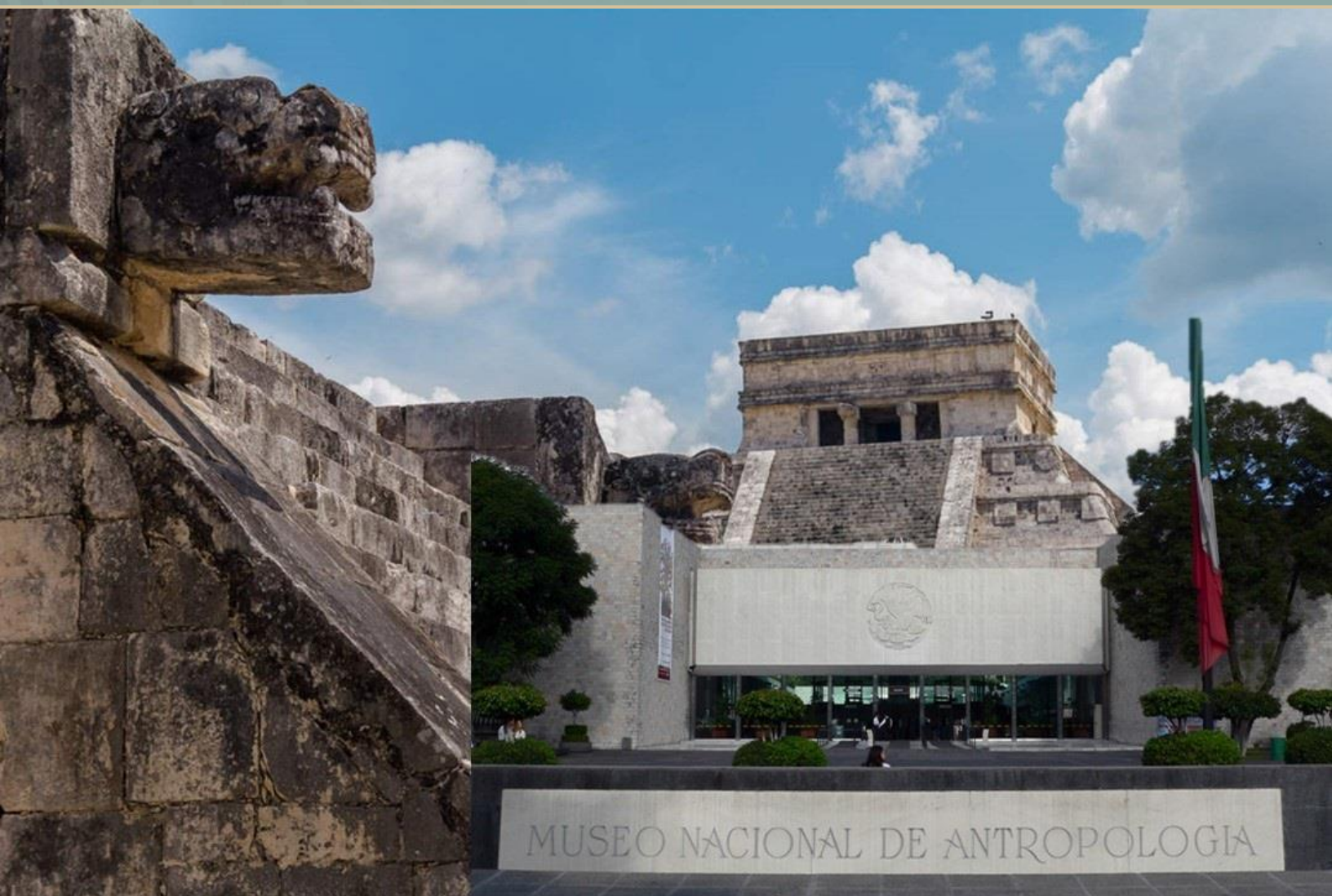


January-August		Arrival of Cruise Ships		
	Port	2023	2024	Change %
1	Cozumel	779	848	8.9%
2	Majahual	297	324	9.1%
3	Ensenada	208	188	-9.6%
4	Cabo San Lucas	164	127	-22.6%
5	Puerto Vallarta	125	101	-19.2%

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, 2021).

VISITORS TO MUSEUMS AND ARCHEOLOGICAL SITES

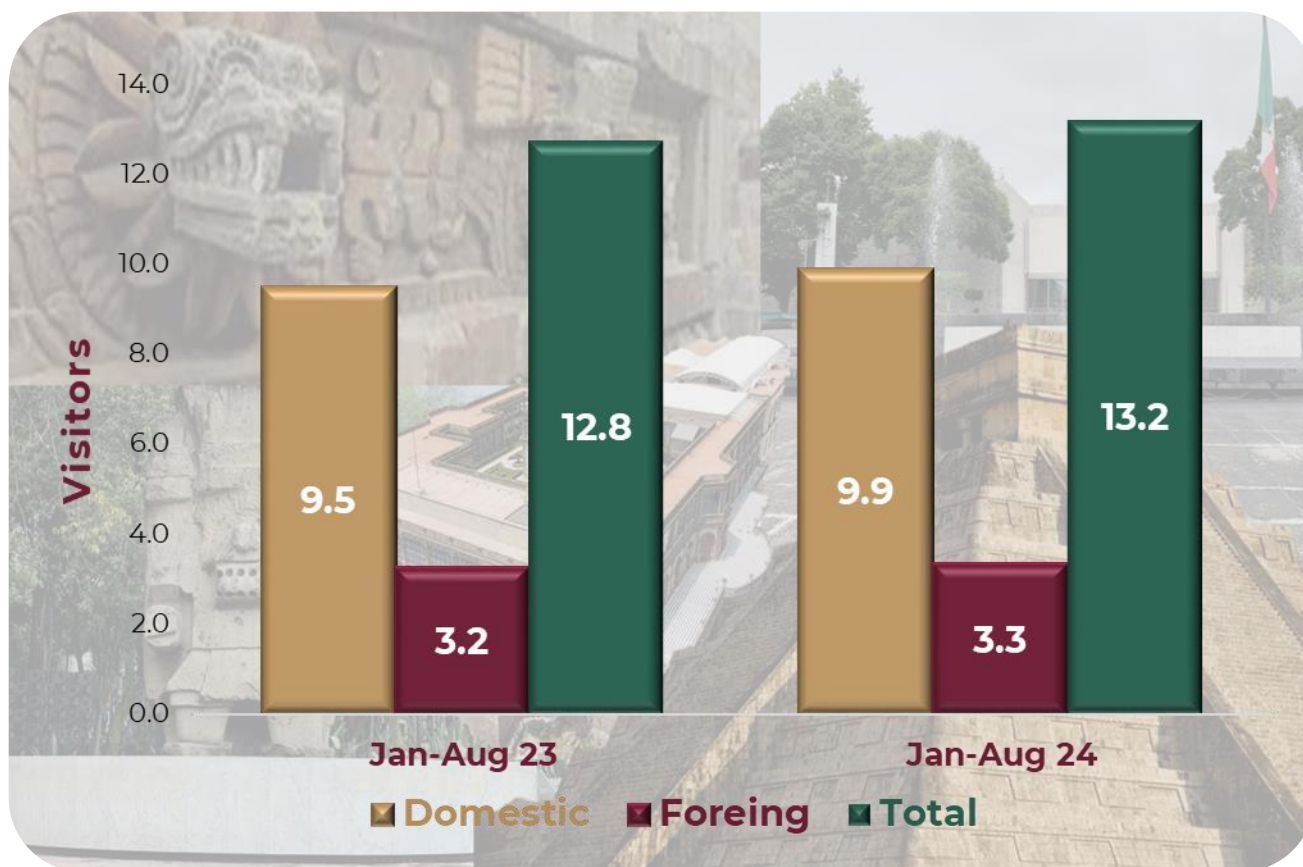




Visitors to Museums and Archeological Sites

Chart 24. During January-August 2024, the National Institute of Anthropology and History reported the arrival of **13 million 226 thousand visitors** to museums and archeological sites, which is 469 thousand 451 visitors more than reported in the same period of 2023, representing an increase of **3.7%**. Of the total visitors, **74.9%** were national and **25.1%** international.

January-August	Visitors	Change %
2022	10,027,615	
2023	12,756,316	27.2%
2024	13,225,767	3.7%



Source: National Institute of Anthropology and History (INAH).

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

OTHERS INDICATORS AND ANALYSIS OF INTERNATIONAL TOURISM

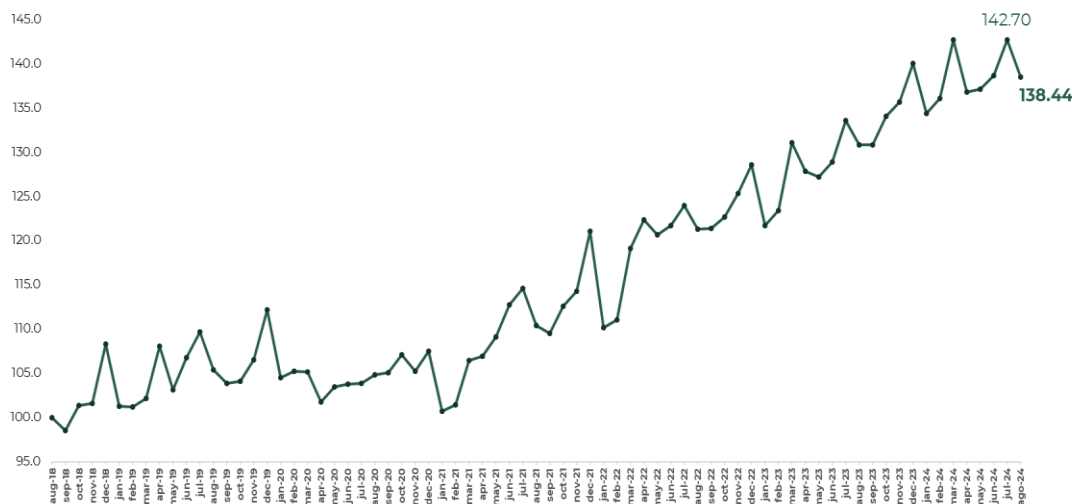




National Tourist Price Index (NTPI) July 2024

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 recorded an decrease from 142.70 in July to 138.44 in August 2024.

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



Package tour services
+7.98%



Restaurants, bars and the like
+7.12%



Hotels
+7.00%



Air transportation
+6.84%



Foreign bus
+5.59%



Highway tolls
+0.99%



International Traveller Account Index July 2024

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



The cumulative ITAI for Total Income (Expenses) increased from 138.87 in July 2023 to 148.66 in July 2024



+7.05



Cumulative ITAI for International Tourist Income (Expenses) increased from 142.56 in July 2023 to 151.06 in July 2024



+5.96



Cumulative Revenue (Expenses) for Internment Tourists by Air went from 148.53 in July 2023 to 157.23 in July 2024



+5.86



People



Accumulated for International visitors (persons) increased from 75.91 in July 2023 to 85.20 in July 2024



+12.23



Accumulated for International Tourists (people) increased from 96.01 in July 2023 to 101.14 in July 2024



+5.34



The accumulated ITAI for Internment Tourists by air (people) increased from 113.56 in July 2023 to 117.75 in July 2024



+3.69



Economic Context (Bank of Mexico)

Domestic

The Mexican economy has shown a visible loss of dynamism since the last quarter of 2023, although according to timely information available for the beginning of the third quarter there is some recovery.

As for domestic demand, consumption slowed down, showing a reduction in the second quarter of 2024 of (-)2.20% according to annualized and seasonally adjusted figures, this being the first decline since mid-2020. The reduction is particularly evident in the consumption of imported goods.

Investment has been sluggish since mid-2023, which was observed in all its categories. As for external demand, the value of manufacturing exports both automotive and non-automotive showed a moderate recovery during the month of July 2024. The labour market remains strong and the unemployment rate remains close to its historic lows, although job creation has slowed down.

The inflationary outlook in Mexico has been improving, following the deep global shocks of previous years, a scenario that has not been without challenges. In the first half of September, underlying inflation continued its downward trend and stood at 3.95%.

In particular, the last reading of the inflation rate for food commodities was 3.95%, while the inflation rate for non-food commodities was 1.69%, both clearly below their respective historical averages.

International

As regards the external sector, the available indicators suggest that during the third quarter of 2024, the pace of growth in global economic activity would have shown a mixed performance among different countries, similar to the previous quarter. It is noted that growth continues to be driven mainly by the service sector.

In the major advanced economies, labour markets have shown signs of less dynamism, with unemployment gaps closing in several of these economies, an exception being the euro area. In the US, the best balance between supply and demand is found on the labour market, where the unemployment rate has been rising and is above 4%.

The process of reducing inflation continues to be observed globally, with overall inflation in advanced economies now closer to central bank targets than at the beginning of the year. This process of inflation reduction in advanced economies is mainly explained by reductions in the non-underlying component.

In the particular case of the United States, the favourable performance of general inflation was highlighted, which decreased from 2.9% in July to 2.5% in August. For emerging economies, inflation performance has been more favourable in Asia and Europe than in Latin America, where a large number of emerging economies have seen overall inflation within the central bank variability range. Overall, the inflation of economies declined as a result of the moderation in food and energy inflation, although in some cases the underlying component remains high.

<https://www.banxico.org.mx/publicaciones-y-prensa/minutas-de-las-decisiones-de-politica-monetaria/%7B209F9F3A-D49B-51D1-0460-9B3EA1D9EBAB%7D.pdf>



Results of Tourism Activity

Subject	Unit of measurement	Year (January-December)									Change %	January-August		Change %
		2016	2017	2018	2019	2020	2021	2022	2023	23/22	2023	2024	24/23	
International travelers balance (INEGI and Bank of Mexico)														
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	30,694.1	9.6%	21,083.0	22,478.2	6.6%	
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	9,253.6	31.2%	5,769.8	6,968.3	20.8%	
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	21,440.5	2.3%	15,313.2	15,509.8	1.3%	
International travelers to Mexico (INEGI and Bank of Mexico)														
International visitors	Thousand	94,853.1	99,349.3	96,497.0	97,406.0	51,128.0	55,301.4	65,994.5	74,817.7	13.4%	49,495.0	56,031.6	13.2%	
International tourists	Thousand	35,079.4	39,290.9	41,312.7	45,024.5	24,283.5	31,860.4	38,325.6	41,949.4	9.5%	27,747.3	29,270.9	5.5%	
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	26,684.9	5.0%	17,899.1	18,223.9	1.8%	
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%	9,848.3	11,047.0	12.2%	
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%	21,747.7	26,760.7	23.1%	
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%	15,491.0	20,058.9	29.5%	
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%	6,256.7	6,701.8	7.1%	
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	30,694.1	9.6%	21,083.0	22,478.2	6.6%	
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	28,567.3	8.4%	19,667.0	20,714.5	5.3%	
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	26,964.5	7.8%	18,622.5	19,517.7	4.8%	
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%	1,044.4	1,196.8	14.6%	
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%	1,416.0	1,763.7	24.6%	
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%	910.9	1,206.4	32.4%	
In cruises travelers	Million dollars	393.8	482.5	556.6	626.0	182.3	124.4	542.7	742.3	36.8%	505.1	557.3	10.3%	
Average expenditure (dollars)														
International visitors	Dollars	207.2	214.8	233.4	252.3	215.1	357.4	424.5	410.3	-3.4%	426.0	401.2	-5.8%	
International tourists	Dollars	504.5	488.2	493.0	496.5	406.1	580.3	687.5	681.0	-0.9%	708.8	707.7	-0.2%	
Long-stay tourists	Dollars	819.1	809.4	826.4	885.8	843.6	959.8	984.2	1,010.5	2.7%	1,040.4	1,071.0	2.9%	
Border tourists	Dollars	53.6	58.5	61.4	61.5	54.7	84.5	102.7	105.0	2.3%	106.1	108.3	2.2%	
Same-day travelers	Dollars	32.7	35.9	39.1	42.4	42.3	54.5	60.3	64.7	7.2%	65.1	65.9	1.2%	
In border area travelers	Dollars	29.4	31.9	34.2	36.8	39.3	53.2	54.7	58.5	6.9%	58.8	60.1	2.3%	
In cruises travelers	Dollars	58.8	62.8	67.3	68.8	70.7	70.9	76.7	80.7	5.2%	80.7	83.2	3.0%	
International travelers abroad Mexico (INEGI and Bank of Mexico)														
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	52,017.8	24.2%	32,897.5	42,571.1	29.4%	
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	9,253.6	31.2%	5,769.8	6,968.3	20.8%	
Average Expenditure	Dollars	105.8	115.0	130.2	119.4	96.4	156.1	168.4	177.9	5.7%	175.4	163.7	-6.7%	
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	15,999.6	16.4%	10,010.1	11,856.8	18.4%	
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	7,068.3	30.2%	4,426.3	5,020.1	13.4%	
Average Expenditure	Dollars	353.8	393.5	411.9	350.3	286.6	349.0	394.7	441.8	11.9%	442.2	423.4	-4.2%	
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%	22,887.4	30,714.3	34.2%	
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%	1,343.5	1,948.2	45.0%	
Average Expenditure	Dollars	40.8	44.4	46.5	46.7	47.7	50.2	57.8	60.7	5.0%	58.7	63.4	8.1%	
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%	79,940.1	80,531.8	0.7%	
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%	37,445.0	39,706.3	6.0%	
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%	42,495.1	40,825.5	-3.9%	
Foreign visitors by air and country of nationality or residence (Migration Policy Unit)														
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%	14,864.0	15,298.0	2.9%	
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%	9,364.0	9,851.7	5.2%	
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%	1,636.1	1,785.3	9.1%	
Colombia	Thousands	439.7	485.4	557.6	602.8	169.7	454.9	858.8	735.2	-14.4%	474.4	409.2	-13.8%	
United Kingdom	Thousands	545.1	563.1	590.9	581.2	103.9	125.4	565.7	496.7	-12.2%	331.3	315.2	-4.8%	
Spain	Thousands	361.5	377.3	386.3	391.7	100.0	221.2	366.1	366.5	0.1%	240.9	248.6	3.2%	
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%	13,243.0	13,944.0	5.3%	
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%	8,579.3	9,428.3	9.9%	
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%	1,510.1	1,676.2	11.0%	
Colombia	Thousands	390.2	430.0	494.2	536.2	139.2	398.0	778.7	644.7	-17.2%	411.7	340.5	-17.3%	
United Kingdom	Thousands	513.8	531.9	556.8	559.0	91.5	105.1	540.4	455.8	-15.7%	310.0	285.0	-8.1%	
Argentina	Thousands	375.2	451.3	454.3	351.0	91.9	89.0	276.2	283.4	2.6%	196.6	206.6	5.1%	
Movements cruise (INEGI and SEMAR: General Coordination of Ports and Merchant Marine; General Directorate of Ports)														
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%	6,257	6,702	7.1%	
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%	1,854	1,859	0.3%	
Hotel business* (SECTUR)														
Percentage of hotel occupation	Percentage	60.4%	61.2%	61.0%	60.2%	26.0%	41.3%	56.8%	59.6%	2.8	60.2	59.9	-0.3	
Arrival of tourists to hotel rooms	Thousands	74,471	80,339	83,238	84,819	38,006	60,994	81,926	86,053	5.0%	58,786	56,323	-4.2%	
Number of tourist jobs** (SECTUR based on ENOE)											Second Quarter (2024 Vs 2023)			
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%	4,712.9	4,860.9	3.1%	

* 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	2.20	1.60	3.50	3.00
OECD	1.40	1.20	4.50	3.00
Bank of Mexico Survey*	1.46	1.20	4.44	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, Sep 2024; **Bank of Mexico**, Expectations Survey Economic Specialist Private

Sector (02/10/2024). Ministry of Finance, General Economic Pre-Criteria 2025.



Economic Indicators

Concepts	2019	2020	2021	2022	2023	I 2023	II 2023	III 2023	IV 2023	jan-24	feb-24	mar-24	apr-24	may-24	jun-24	jul-24	Aug
General Economic Activity and Services Identified with Tourism																	
Domestic																	
. Millions of current pesos	24,081,731	22,069,935	23,404,831	24,268,261	23,657,496	24,299,160	25,182,650	25,107,696	25,589,859								
. Constant prices annual variations in %	-0.4	-8.4	6.0	3.7	4.5	3.6	3.5	3.4	5.4								
General Economic Activity and Services Identified with Tourism																	
Tertiary activities																	
- Air Transportation (481)																	
. Millions of current pesos	68,770	36,881	56,527	71,996	80,603	74,830	79,027	84,324	84,231								
. Constant prices annual variations in %	8.2	(46.4)	53.3	27.4	12.0	20.2	9.2	12.3	7.7								
- Temporary Lodging Services (721)																	
. Millions of current pesos	257,717	114,742	189,396	262,787	278,034	272,394	275,660	279,775	284,306								
. Constant prices annual variations in %	1.2	(55.5)	65.1	38.7	5.8	18.7	3.4	2.7	0.6								
- Food and Beverages Preparation Services (722)																	
. Millions of current pesos	331,012	238,421	274,089	299,450	300,471	291,764	306,556	296,904	306,660								
. Constant prices annual variations in %	0.5	(28.0)	15.0	9.3	0.3	(3.2)	(1.5)	3.1	3.1								
Quarterly Indicators of Tourism Activity *																	
Tourism GDP																	
. Annual variations in %	-0.7	-25.8	17.9	13.8	4.8	3.6	3.5	7.0	5.1			7.4					
Internal tourism consumption																	
. Annual variations in %	1.2	-26.8	15.0	10.7	-0.8	2.4	-1.6	-1.4	-2.4			2.4					
Domestic tourism consumption																	
. Annual variations in %	1.3	-22.2	9.4	8.0	1.2	1.0	1.2	3.1	-0.5			4.5					
Inbound tourism consumption																	
. Annual variations in %	0.2	-50.0	58.7	25.1	-9.9	8.3	-14.4	-22.9	-11.6			-6.0					
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	2.45	2.28	2.61	2.62	2.78	2.93	3.04	
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	4.40	4.42	4.65	4.69	4.98	5.57	4.99
Tourism (percent variation)	3.61	-4.17	12.60	6.24	8.86	10.05	5.91	7.80	8.86	10.43	10.28	8.86	6.98	7.81	7.54	6.87	5.82
. Air transport (percent variation)	-3.24	-26.59	52.09	-3.61	26.00	7.36	-2.95	12.90	26.00	28.33	32.33	30.97	19.56	20.67	14.22	11.84	6.84
. Hotel (percent variation)	3.21	-6.77	8.59	10.03	5.89	11.12	8.93	7.72	5.89	6.32	6.19	6.65	5.68	7.06	7.40	6.51	7.00
. 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	7.64	7.14	4.14	6.83	8.68	7.76	7.98
. Restaurants (percent variation)	5.95	5.88	6.58	11.55	8.71	11.48	10.08	9.67	8.71	8.52	7.45	7.43	7.56	7.42	7.56	7.16	7.12
. Highway fees (percent variation)	3.21	2.28	2.85	0.14	11.57	8.61	9.40	9.44	11.57	11.57	7.74	2.94	2.21	2.13	2.02	2.02	0.99
. Foreign bus (percent variation)	8.60	7.84	5.28	8.45	4.55	7.64	4.79	4.79	4.55	5.54	6.14	7.28	6.05	6.34	7.52	8.26	5.59
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	17.087	17.090	16.792	16.810	16.794	18.217	18.112	19.152
Business Cycle Indicators and Consumer Confidence (monthly difference****)																	
. Coincident Indicator	-0.18	0.05	0.19	0.05	-0.10	0.10	0.04	-0.05	-0.10	-0.09	-0.07	-0.05	-0.04	-0.03	-0.01	0.00	N.D.
. Forward Indicator	0.38	0.31	-0.10	0.05	0.09	0.10	0.06	-0.02	0.09	0.11	0.10	0.06	0.01	-0.04	-0.09	-0.12	-0.14
. Confidence Consumer Index	-0.46	0.43	-0.06	0.19	-0.03	0.14	0.12	0.05	-0.03	-0.04	-0.06	-0.51	-0.02	0.60	-0.04	0.50	-0.04

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, Anahuac University, Bank of Mexico.

