

Undersecretariat of Planning and Tourism Policy

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DIRECTORY

ENRIQUE DE LA MADRID CORDERO

MINISTER OF TOURISM

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Forewarning: Figures for 2017 are preliminary and subject to revisions by sources. In August 2017 the Central Bank revised figures for the International Travelers Balance 2016 and June 2017.





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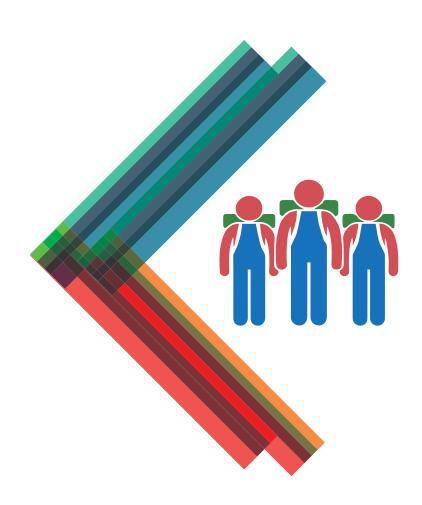
Outstanding results

During the first half of 2017:

- 1. The arrival of international tourists was 19.2 million, up 2 million 82 thousand tourists to the same period of 2016 and equivalent to an annual increase of 12.2%.
- 2. Foreign currency income from the arrival of international visitors was 11,104 million dollars, equivalent to an increase of 9.8% in comparison to same period 2016.
- 3. The arrival of foreign air-coming visitors who reside in the United States represents 61.9% of all foreign arrivals by air. From the Latin American and the Caribbean region, the countries of residence with the highest number of foreign arrivals in Mexico were Argentina and Colombia, with 2.8% and 2.2% of total visitors respectively.
- 4. The percentage of hotel occupation in a group of 70 resorts reached 62.4%, level 1.8 points higher in comparison to the same period of 2016.
- 5. The arrival of domestic tourists to hotel rooms was 27.9 million tourists (71.8%), the remaining arrivals (28.2%) were from foreign tourists.
- 6. In the second quarter of 2017 around 4.0 million people were employed in the Mexican tourism sector, which accounted for 8.5% of the national employment.







International Visitors to Mexico



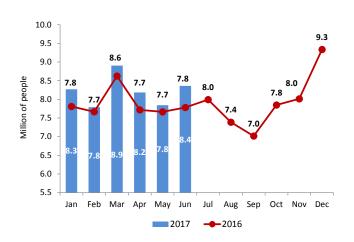




ARRIVAL OF INTERNATIONAL VISITORS

Chart 1. According to Bank of Mexico, during January-June 2017 the number of international visitors arriving Mexico was 49.4 million, that is two thousand 89 visitors higher than January-June 2016 and equal to an increase of 4.4% in comparison to the same period of the previous

January-June	Million Visitors	Change
2016	47.3	
2017	49.4	4.4%



ARRIVAL OF INTERNATIONAL TOURISTS

Chart 2. The arrival of international tourists in January-June 2017 was 19.2 million, reaching two million 82 thousand more than January-June 2016, increasing 12.2% in comparison to the same period of the previous year.

January-June	Million Passengers	Change
2016	17.1	
2016	17.1	
2017	19.2	12.2%



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







INTERNATIONAL TRAVEL RECEIPTS

Chart 3. Foreign currency income from the arrival of international visitors during January-June 2017 was 11,104 million dollars, equivalent to an increase of 9.8% in comparison to same period 2016.

January-June	Million dollars	Change
2016	10.1	·
2017	11.1	9.8%









INTERNATIONAL TRAVELERS BALANCE

Chart 4. The balance by international visitors in January-June 2017 registered 6,292 million dollars, an increase of 16.2% in comparison to the same period in 2016.

January-June	Million dollars	Change
2016	5,413.8	
2017	6,291.2	16.2%

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



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

Source: Bank of Mexico, Balance of payments

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



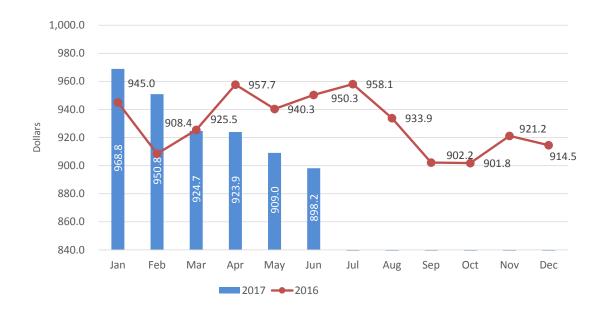




AVERAGE EXPENDITURE OF LONG-STAY TOURISTS, AIR TRANSPORT

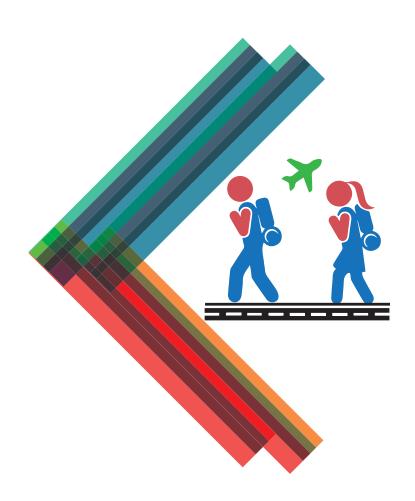
Chart 5. During January-June 2017, the average expenditure of long-stay tourists by air was 929.6 dollars, a decrease of (-) 0.8% in comparison to January-June 2016.

January-June	Dollars	Change
2016	937.	
2017	929.6	-0.8%









Air Transportation

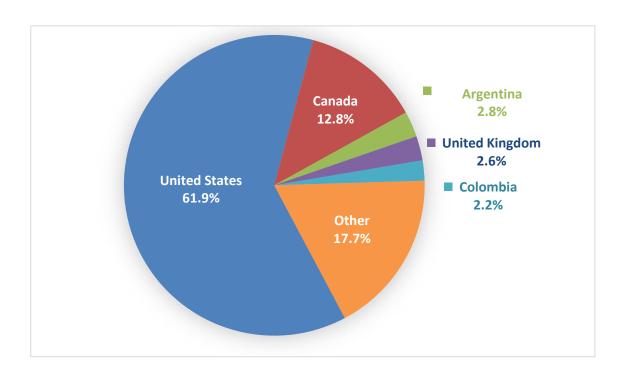






INTERNATIONAL VISITORS TO MEXICO ARRIVING BY AIR

Chart 6. In January-June 2017, the arrival of foreign air-coming visitors who reside in the United States represents 61.9% of all foreign arrivals by air. From the Latin American and the Caribbean region, the countries of residence with the highest number of foreign arrivals in Mexico were Argentina and Colombia, with 2.8% and 2.2% of total visitors respectively.



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



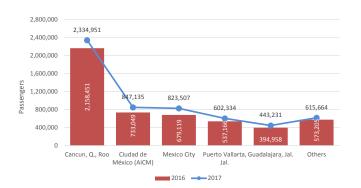




AMERICAN PASSENGERS PER AIRPORT

Chart 7. The American residents who arrived to Mexico by air increased 11.6% in January-June 2017 compared to the same period of 2016, registering five million 667 thousands passengers who arrived ffirstly at the Cancun Airport, followed by Mexico City.

January-June	American passengers	Change
2016	5,075,948	_
2017	5,666,822	11.6%



CANADIAN PASSENGERS PER AIRPORT

Chart 8. The Canadian residents who arrived to Mexico by air was 9.9% higher during January-June 2017 in comparison to January-June 2016. They firstly arrived at the Cancun Airport, followed by Puerto Vallarta Airport.

January-June	Canadian passengers	Change
2016	1,064,612	
2017	1,169,653	9.9%

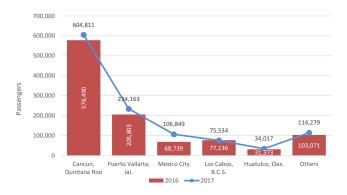








Figure 1.In January-June 2017 the airports with the highest number of foreign passengers were: Cancun (4,063,645); Mexico City (1,986,458); Los Cabos (910,175): Puerto Vallarta (864,180); Guadalajara (476,352), Monterrey (127,093) and Cozumel (123,121); which represents 93.5% of all foreign passengers.

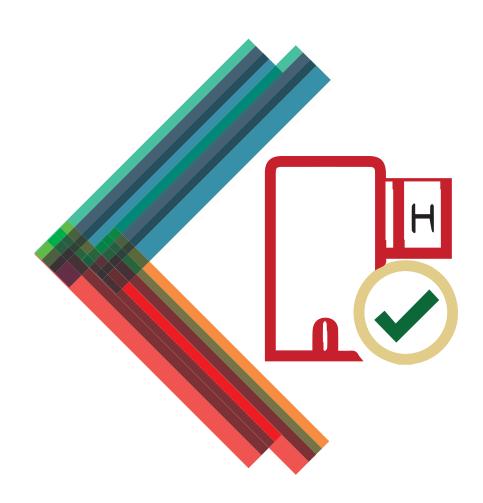


Ва	ija California Sur	Jalisc	0	Mexico City			Quintana	Roo	Nue	vo Leon
Los	s Cabos B.C.S.	Pto. Vallarta	Guadalajara	٨	Mexico City		Cancun	Cozumel	Мо	nterrey
2016	767,531	2016 767,603	421,954	2016	1,678,252	2016	3,741,655	119,150	2016	120,621
2017	910,175	2017 864,180	476,352	2017	1,986,458	2017	4,063,645	123,171	2017	127,093
var	18.6%	var 12.6%	12.9%	var	18.4%	var	8.6%	3.4%	var	5.4%

Note: Figures refers to events because the same person may have entered the country in more than one occasion. From this date only the residence of international passengers is considered and the nationality of the passengers is not longer used.







Domestic Tourism







OCCUPANCY RATE

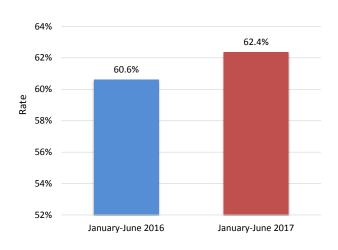


Chart 9. The percentage of hotel occupation in a group of 70 resorts during January-June 2017 reached 62.4%, level 1.8 points higher in comparison to the same period of last year.

ARRIVAL OF TOURISTS TO HOTELS

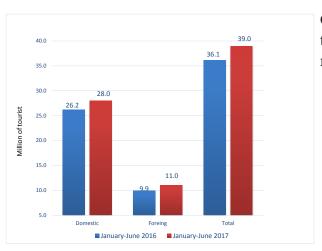
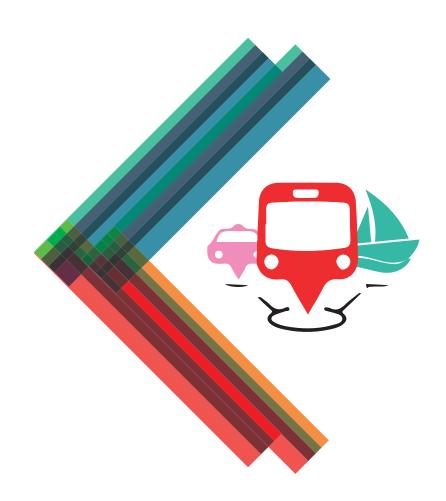


Chart 10. In January-June 2017, the arrival of domestic tourists to hotel rooms was 28 million tourists (71.8%), the remaining arrivals (28.2%) were from foreign tourists.

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







Transportation







Chart 11. The number of passengers arriving by air increased 11.5% in January-June 2017 in comparison to the same period last year, reaching 33.3 million passengers, equivalent to an increase of three million 278 thousand passengers.

January-June	Thousand passengers	Change
2016	29,850.2	
2017	33,278.5	11.5%



Chart 12. The Number of passengers arriving by air on domestic flights in January-June 2017 was 21.7 million passengers, representing two million 274 thousand of additional passengers (12.3%), in comparison to the same period last year.

January-June	Thousand passengers	Change
2016	19,318.0	
2017	21,692.4	12.3%









Chart 13.In January-June 2017, the number of passengers arriving by air on international flights increased 10%, reaching 11.6 million passengers, exceeding by one thousand 54 of passengers from January-June 2016.

January-June	Thousand passengers	Change
2016	10,532.1	•
2017	11,586.1	10.0%









MARITIME TRANSPORTATION



Chart 14. During January-June 2017, the number of cruise passengers reached three million 795 thousand passengers, representing an increase of 489 thousand passengers (14.8%) compared to the same period 2016.

January-June	Thousand Passengers	Change
2016	3,306.3	
2017	3,795.0	14.8%



Chart 15. The number of cruise arrivals in January-June 2017 increased in 184, reaching one thousand and 390 cruises, an increase of 15.3% in comparison to the same period last year.

January-June	Arrivals	Change
2016	1,206	
2017	1,390	15.3%







Figure 2. In January-June 2017 the ports that received the highest number of passengers were the following: Cozumel, Majahual and Ensenada; representing 78.4% of the total arrivals in the month.



Ensenada	Cabo San Lucas	Puerto Vallarta	Majahual	Cozumel		
arribos pasajeros						
2016 119 328,778	2016 88 199,934	2016 73 174,382	2016 114 308,060	2016 606 1,926,763		
2017 133 322,393	2017 101 212,481	2017 77 178,450	2017 173 492,257	2017 674 2,159,964		
var 3.1% -1.9%	var 14.8% 6.3%	var 5.5% 2.3%	var 51.8% 59.8%	var 11.2% 12.1%		

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







Museums and archeological sites

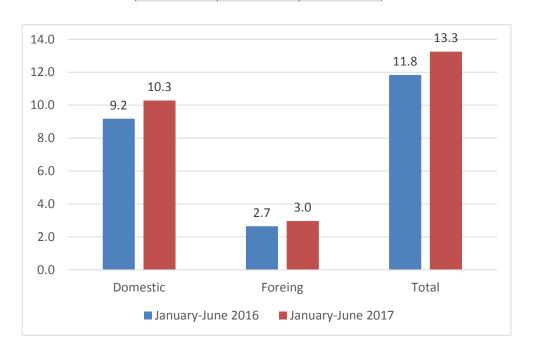




VISITORS TO MUSEUMS AND ARCHEOLOGICAL SITES

During January-June 2017, the National Institute of Anthropology and History reported 13.3 million visitors, 12% higher than reported in the same period of 2016. Of the total number of visitors, 77.6% corresponded to national visitors and the 22.4% to foreigners.

January-June	Million Visitors	Change
2016	11.8	
2017	13.3	12%



Source: National Institute of Anthropology and History (INAH)







Other Indicators



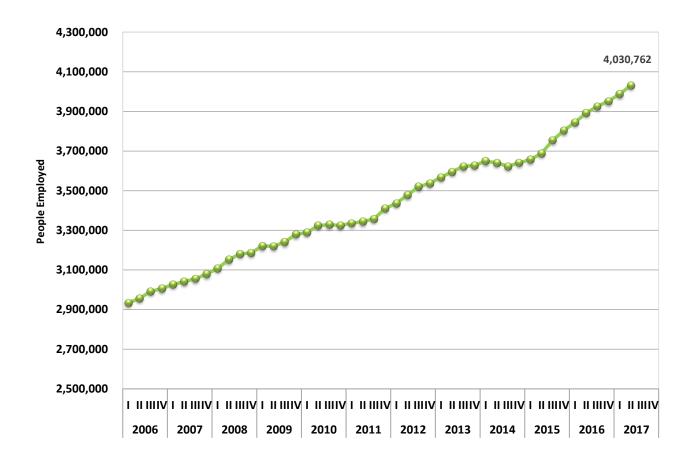




TOURISM EMPLOYMENT

In the second quarter of 2017 around 4.0 million people were employed in the Mexican tourism sector, which accounted for 8.5% of the national employment. This represented a rise of 3.6% in comparison to the same quarter of the previous year.

II Quarter	People Employed	Change
2016	3,892,090	
2017	4,030,762	3.6%





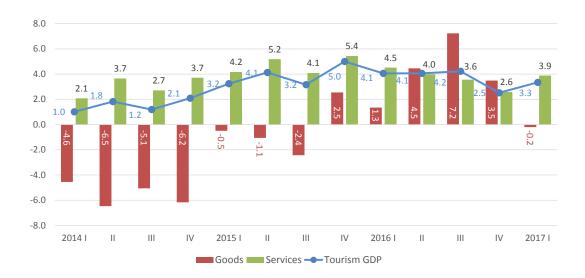




QUARTERLY GDP TOURISM INDICATOR

According to seasonally adjusted series, the Quarterly Indicator of Tourism Activity grew 3.3% in the first quarter of 2017 compared to the same period in 2016. By component, services increased 3.9%, while goods decresed at (-) 0.2% in the same period.

Tourism GDP	Change
2016.l	4.1%
2017.I	3.3%



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RESULTS OF TOURISM ACTIVITY

Subject	Unit of measurement		Tour (ourraur	y-Decelliber		Change %	Januar	y-Julie	Change %
		2013	2014	2015	2016	16/15	2016	2017	17/16
International travelers balance (Banco de México)									
Inbound traveler expenditures	Million dollars	13,949.0	16,208.4	17,733.7	19,649.7	10.8%	10,114.0	11,103.8	9.8%
Outbound traveler expenditures	Million dollars	9,122.4	9,605.8	10,098.1	10,303.0	2.0%	4,700.2	4,812.6	2.4%
International travelers balance	Million dollars	4,826.6	6,602.6	7,635.6	9,346.7	22.4%	5,413.8	6,291.2	16.2%
International travelers to Mexico (Banco de México) Number of travelers (Thousand)									
International visitors	Thousand	78,100.2	81,042.1	87,128.6	94,853.1	8.9%	47,261.7	49,351.0	4.4%
International tourists	Thousand	24,150.5	29,345.6	32,093.3	35,079.4	9.3%	17,138.5	19,221.1	12.2%
Long-stay tourists	Thousand	14,561.9	15,999.9	18,307.2	20,663.9	12.9%	10,329.0	11,314.1	9.5%
Border tourists	Thousand	9,588.6	13,345.7	13,786.1	14,415.5	4.6%	6,809.6	7,907.0	16.1%
Same-day travelers	Thousand	53,949.7	51,696.5	55,035.3	59,773.8	8.6%	30,123.1	30,129.9	0.0%
In border area travelers	Thousand	49,394.2	45,911.2	48,920.5	53,079.1	8.5%	26,662.6	26,026.6	-2.4%
In cruises travelers	Thousand	4,555.4	5,785.2	6,114.8	6,694.6	9.5%	3,460.6	4,103.3	18.6%
in cruises travelers		elers expend			0,034.0	3.570	3,400.0	4,100.0	10.070
International visitors	Million dollars	13,949.0	16,208.4	17,733.7	19,649.7	10.8%	10,114.0	11,103.8	9.8%
International tourists	Million dollars	11,853.8	14,320.0	15,825.7	17,697.8	11.8%	9,113.6	10,040.5	10.2%
Long-stay tourists	Million dollars	11,311.5	13,579.9	15,035.0	16,925.8	12.6%	8,743.3	9,597.8	9.8%
Border tourists	Million dollars	542.2	740.1	790.7	772.0	-2.4%	370.3	442.7	19.5%
Same-day travelers	Million dollars	2,095.2	1,888.4	1,908.0	1,951.8	2.3%	1,000.5	1,063.3	6.3%
In border area travelers	Million dollars	1,737.1	1,469.6	1,508.9	1,558.1	3.3%	796.1	815.4	2.4%
In cruises travelers	Million dollars	358.1	418.8	399.2	393.8	-1.4%	204.4	247.9	21.3%
III dialogo da voloio		rage expendi		000.2	000.0	,	20111	211.0	21.07
International visitors	Dollars	178.6	200.0	203.5	207.2	1.8%	214.0	225.0	5.1%
International tourists	Dollars	490.8	488.0	493.1	504.5	2.3%	531.8	522.4	-1.8%
Long-stay tourists	Dollars	776.8	848.8	821.3	819.1	-0.3%	846.5	848.3	0.2%
Border tourists	Dollars	56.5	55.5	57.4	53.6	-6.6%	54.4	56.0	3.0%
Same-day travelers	Dollars	38.8	36.5	34.7	32.7	-5.8%	33.2	35.3	6.3%
In border area travelers	Dollars	35.2	32.0	30.8	29.4	-4.8%	29.9	31.3	4.9%
In cruises travelers	Dollars	78.6	72.4	65.3	58.8	-9.9%	59.1	60.4	2.3%
	Arrival of passengers	on domestic	and internat	ional flights	(ASA)				
Total passengers arriving by air	Thousands	46,122.1	49,955.8	56,367.6	62,838.2	11.5%	29,850.2	33,278.5	11.5%
International flights	Thousands	15,703.3	17,125.6	19,279.3	20,971.7	8.8%	10,532.1	11,586.1	10.0%
Domestic flights	Thousands	30,418.8	32,830.2	37,088.3	41,866.6	12.9%	19,318.0	21,692.4	12.3%
	eign visitors by air and co								
United States of America	Thousands	6,630.3	7,348.5	8,604.6	9,643.9	12.1%	5,076	5,667	11.6%
Canada	Thousands	1,574.3	1,646.2	1,707.8	1,734.6	1.6%	1,065	1,170	9.9%
United Kingdom	Thousands	391.8	432.3	477.3	513.8	7.6%	235	240	2.3%
Argentina	Thousands	233.4	218.4	309.6	375.2	21.2%	198	252	27.0%
Colombia	Thousands	230.1	292.4	363.2	390.2	7.5%	167	199	18.6%
	Movements cruis				5)				
Passenger in cruices	Thousands	4,348.9	5,563.1	5,929.2	6,427.7	8.4%	3,306.3	3,795.0	14.8%
Cruise's arrivals	Number	1,622.0	2,091.0	2,180.0	2,269.0	4.1%	1,206.0	1,390.0	15.3%
Percentaje of hotel accupation	Percentage	otel business* 55.6	* (SECTUR) 57.1	59.6	60.4	0.78	60.6	62.4	1.8
Arrival of tourists to hotel rooms	Thousands	62,394.0	65,000.2	69,827.3	74,505.3	6.7%	36,092.9	38,979.0	8.0%
	obs** (SECTUR based or		00,000.2	09,021.3	14,000.3	0.7%	Second Qua		0.0%
Tourism employment	Thousands	3,628	3,641	3,803	3,952	3.9%	3,892	4,031	3.6%
Quarterly Indicator of Tourism						J.9 /0	First Quar	,	3.070
Tourism GDP	Annual percentages	0.8	2.1	5.0	2.5	2.5	4.1	3.3	3.3
Goods	Annual percentages	-4.5	-6.2	2.5	3.5	3.5	1.3	-0.2	(0.2
Services	Annual percentages	2.2	3.7	5.4	2.6	2.6	4.5	3.9	3.9
Internal tourism consumption	Annual percentages	1.4	0.8	6.0	4.7	4.8	6.2	2.6	2.6
Domestic tourism consumption	Annual percentages	0.8	-1.9	3.0	1.1	1.2	2.9	-0.4	(0.4
Inbound tourism consumption	Annual percentages	6.9	21.6	24.8	24.0	24.0	24.8	16.2	16.2

^{*}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: Bank of Mexico. ASA e INEGI, UPM, SCT, SECTUR.

18/08/2017







MACROECONOMIC INDICATORS, PROSPECTS

Macroeconomic Perspective on Key Indicators of Mexico								
	Gross Domestic Product Inflation							
Entity	Constant prices	Constant prices (percent change)						
	2017	2018	2017	2018				
International Monetary Fund	1.90	2.00	4.61	3.09x				
OCDE	1.94	1.97	5.34	3.79				
Bank of Mexico Survey	1.99	2.24	6.05	3.90				
Ministry of the Treasury and Public Credit	1.3 a 2.3	2.0 a 3.04	.90	3.00				

Source: IMF, World Economic Outlook Database (july 2017); OECD, Economic Outlook (2017/06); Bank of México, Expectations Survey Economic Specialist Private Sector (01/08/17); Ministry of finance and public credit, Pre-General Criteria for Economic Policy 2018 (April, 2017)







MEXICO'S KEY ECONOMIC INDICATORS

Entries	2011	2012	2013	2014	2015	2016	2017Q-I	April 17	May 17	June 17
	Ge	neral Economic	Activity and Ser	vices Identified	with Tourism					
Gross Domestic Product										
. Millions of current pesos	14,550,014	15,626,907	16,118,031	17,259,799	18,261,422	19,539,870	20,603,884.5			
. Constant prices annual variations in %	4.0	4.0	1.4	2.3	2.6	2.3	2.8			
Tertiary activities										
- Air Transportation (481)										
. Millions of current pesos	24,368	27,720	27,063	34,708	39,827	50,112	42,294.2			
. Constant prices annual variations in %	-0.3	7.3	8.1	9.4	7.7	16.5	8.4			
- Temporary Lodging Services (721)										
. Millions of current pesos	137,648	151,099	163,718	179,525	200,137	219,572	238,130.6			
. Constant prices annual variations in %	2.4	8.2	5.6	6.0	5.6	3.8	1.5			
- Food and Beverages Preparation Services (722)										
. Millions of current pesos	160,238	172,438	177,145	185,939	208,668	225,523	221,911.5			
. Constant prices annual variations in %	0.8	3.0	-1.7	-0.3	6.1	3.8	-0.6			
		Quarte	rly Indicators of	Tourism Activit	y*					
Tourism GDP										
. Annual variations in %	2.9	4.6	0.6	1.7	3.6	3.5	3.2			
Internal tourism consumption										
. Annual variations in %	1.8	2.9	0.9	0.9	4.5	5.9	2.5			
Domestic tourism consumption										
. Annual variations in %	2.9	2.3	1.0	-0.8	1.1	2.7	-0.6			
Inbound tourism consumption										
. Annual variations in %	-6.2	7.8	0.5	14.7	28.8	24.0	16.0			
Tourism Employment	_									2017Q-II
People Employed in the Tourism Sector (SECTUR)**	3,409,804	3,536,686	3,628,195	3,640,970	3,803,442	3,951,887	3,987,430			4,030,762
		Total	number of IMSS	-Insure Worker	s					
Employees insured by IMSS (average of the period)	15,153,643	15,856,137	16,409,302	16,990,724	17,724,222	18,401,344	18,849,402	19,021,083	19,047,825	19,134,058
.Permanent	13,101,612	13,637,937	14,123,077	14,570,291	15,170,986	15,785,784	16,147,909	16,285,224	16,349,612	16,448,430
.Non-permanent (urban and field)	2,052,031	2,218,200	2,286,225	2,420,433	2,553,236	2,615,560	2,701,493	2,735,859	2,698,213	2,685,628
Unemployment National Rate ** (closing of the period)										
. Total Percentage of PEA	4.51	4.40	4.89	4.16	4.33	3.65	3.39	3.54	3.47	3.30
	_	P	rices and Exchar	ige Rate***						
National Price Index (closing of the period)										
Consumer (percent variation)	3.8%	3.6%	4.0%	4.1%	2.1%	3.4%	5.4%	5.82%	2.60%	6.3%
. Air transport (percent variation)	7.6%	-7.7%	0.2%	16.7%	3.2%	9.8%	4.4%	17.92%	4.20%	4.5%
. Hotel (percent variation)	6.4%	1.1%	3.1%	4.8%	4.2%	7.8%	6.1%	9.51%	4.99%	7.5%
. Package Tourist Services (percent variation)	5.7%	1.6%	4.9%	5.1%	7.6%	6.4%	5.3%	18.50%	4.38%	6.3%
. Restaurants (percent variation)	4.4%	4.2%	3.6%	6.0%	4.9%	5.5%	6.4%	6.15%	5.16%	6.3%
Exchange Rate (peso / dollar)										
. Average of the period	12.423	13.169	12.772	13.292	15.848	18.664	19.407	18.758	18.786	18.190
	Business	Cycle Indicators	and Consumer (Confidence (mo	ntly difference*					
. Coincident Indicator	0.060	-0.064	-0.031	0.029	-0.029	0.030	-0.035	-0.051	ND	ND
. Forward Indicator	0.027	0.094	0.006	-0.086	-0.076	-0.064	0.121	0.136	0.138	ND
.Confidence Consumer Index	0.113	0.072	-0.266	0.057	0.067	-0.050	0.058	0.164	0.197	0.196
TOTAL TOTAL TOTAL TIMES	0.113	0.072	0.200	0.037	0.007	0.030	0.000	0.104	0.137	5.130

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

^{***} Percentage of all the economically active population. Data at the end of the period for annual and monthly figures and average period for quarterly information.

^{****} For prices of the consumer: at the end of the year are annual variations and same month previos year is for monthly data variation.

^{*****} Point monthly difference (closing of the period).







ECONOMIC CONTEXT

International

The cyclical recovery continues. Growth outturns in the first quarter of 2017 were higher than the April WEO forecasts in large emerging and developing economies such as Brazil, China, and Mexico, and in several advanced economies including Canada, France, Germany, Italy, and Spain. High-frequency indicators for the second quarter provide signs of continued strengthening of global activity. Specifically, growth in global trade and industrial production remained well above 2015–16 rates despite retreating from the very strong pace registered in late 2016 and early 2017.

Global growth for 2016 is now estimated at 3.2 percent, slightly stronger than the April 2017 forecast, primarily reflecting much higher growth in Iran and stronger activity in India following national accounts revisions. Economic activity in both advanced economies and emerging and developing economies is forecast to accelerate in 2017, to 2 percent and 4.6 percent respectively, with global growth projected to be 3.5 percent, unchanged from the April forecast. The growth forecast for 2018 is 1.9 percent for advanced economies, 0.1 percentage point below the April 2017 WEO, and 4.8 percent for emerging and developing economies, the same as in the spring. The 2018 global growth forecast is unchanged at 3.6 percent.

Domestic

In an external environment that showed a clear improvement during the second quarter of 2017, the uncertainty over US policies partially dissipated, Mexico's economy performed better than expected at the beginning of the year. They highlight the favorable evolution of consumption, sales and employment; the recovery of non-oil exports; and appreciation of weight. With a seasonally adjusted annual growth of 2.6 percent of the Global Economic Activity Indicator (IGAE) during the April-May 2017 two-month period, available results reflect a favorable and resilient Mexican economy.

The information on economic performance for the first half of 2017 has been positive and has been above the expectations of the private sector. The information also indicates that the effect of uncertainty on the real economy has been, in any case, low. The main driver of the economy has been private consumption and investment in machinery and equipment, but now external demand has also recovered. The gradual acceleration of manufacturing production in the United States resulted in a greater dynamism of non-oil exports of Mexico, compared to that observed in previous quarters. During the second quarter of 2017, non-oil exports in nominal dollars had an annual expansion of 9.7 percent, the highest since the first quarter of 2012. Excluding the seasonal factor, these exports grew at a quarterly rate of 2.3 percent.

 $Source: http://www.imf.org/en/Publications/WEO/Issues/2017/07/07/world-economic-outlook-update-july-2017 \\ http://finanzaspublicas.hacienda.gob.mx/work/models/Finanzas_Publicas/docs/congreso/infotrim/2017/iit/01inf/itinin_201702.pdf$