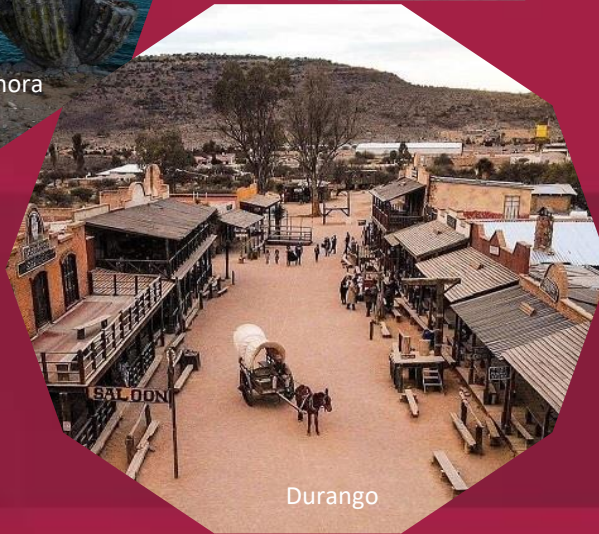




Sonora



Aguascalientes

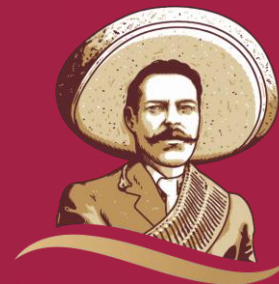


Durango

Results of Tourism Activity April 2023



TURISMO
SECRETARÍA DE TURISMO

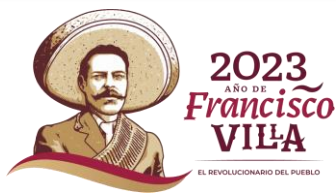


2023
AÑO DE
Francisco
VILA

EL REVOLUCIONARIO DEL PUEBLO



TURISMO
SECRETARÍA DE TURISMO



DIRECTORY

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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 Air Tourists by country of residence.....	14
2.4	American and Canadian Tourists Arriving by Residence.....	15
2.5	Arrival of international Tourists s to Mexico's main airports	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**

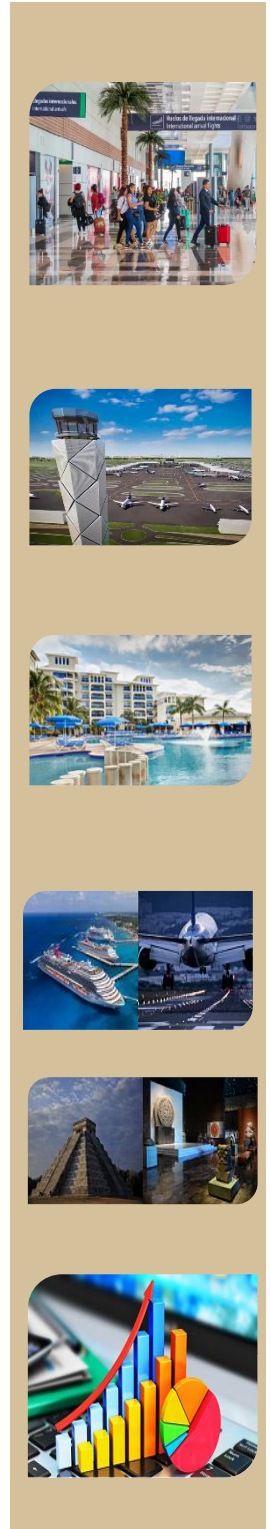
4.1	Total passengers transported on domestic and international flights	23
4.2	Passengers transported on domestic and international flights	24
4.3	Arrival of Hikers on cruises and arrival of cruises ships to Mexico.....	25
4.4	Arrival of passengers and cruises ships to the main ports of Mexico.....	26

- Visitors to Museums and Archaeological Sites**

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

6.1	Foreign Direct Investment in Tourism.....	30
6.2	Tourist Employment.....	31
6.3	Museum Statistics 2022 results (INAH).....	32
6.4	Economic Context (Ministry of Finance).....	33
6.5	Results of Tourism Activity.....	34
6.6	Macroeconomic Perspectives About Key Indicators.....	35
6.7	Economic indicators.....	36



Warning: As a result of the extraordinary measures that have been taken in March 2022, the figures are preliminary and will be updated to the extent possible by each official information source.

TOURIST ACTIVITY REPORT (RAT) MAIN RESULTS JANUARY-APRIL 2023/2022

Arrival of international tourists



13 million 235 thousand
+13.7% vs 2022

International travel receipts



10 thousand 744 million dollars
+17.0%, vs 2022

Spending international visitors from



2 Thousand 414 million dollars
+32.6% Vs 2022

Departures international tourists from Mexico



4 million 480 thousand tourists
+10.4%. Vs 2022

International travellers balance



Surplus 8 thousand 330 millions dollars
+13.1% Vs 2022

Participation Issuing Markets USA and Canadian tourists



4 million 209 thousand Tourists
(-) 1.7% Vs 2022

One Million 187 thousand Tourists
+73.0% Vs 2022

Hotel Occupancy in 70 Tourist Centers monitored 60.9%



Higher by **7.7** percentage points compared to January-April 2022

Arrival of tourists to Hotels



19 million 762 thousand domestic tourists (71.3% of the total)
7 million 948 thousand international tourists (28.7% of the total)

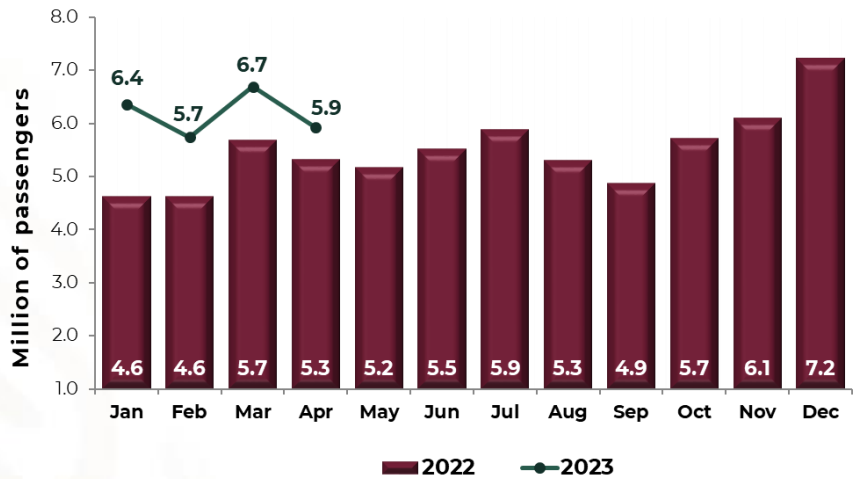
INTERNATIONAL PASSENGER SURVEY RESULTS





ARRIVAL OF INTERNATIONAL VISITORS TO MEXICO

Chart 1. In January-April 2023, INEGI reported the arrival of **24 million 732 thousand international visitors**, an increase of 4 million 476 thousand compared with the same period in 2022, which represented an increase of **22.1%**



January-April	Million of Passengers	Change %
2021	15.6	
2022	20.3	29.9%
2023	24.7	22.1%

ARRIVAL OF INTERNATIONAL TOURISTS TO MEXICO

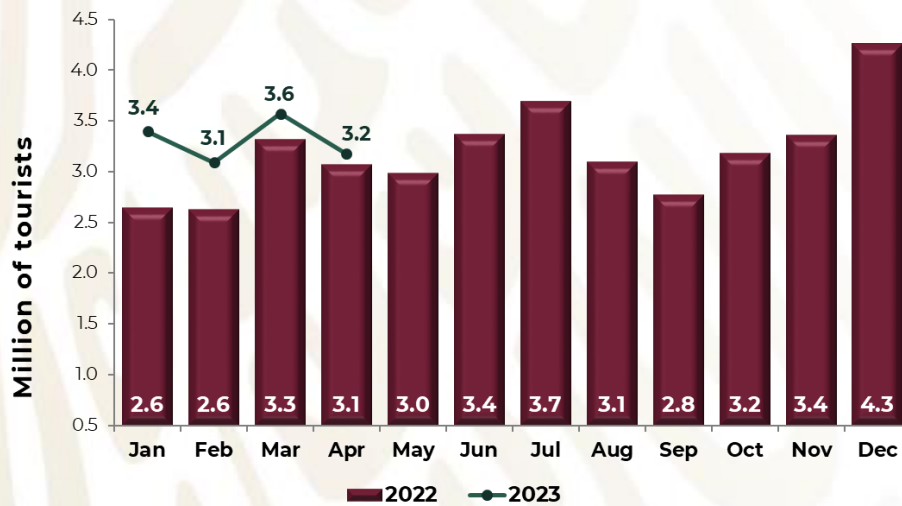


Chart 2. The arrival of international tourists in January-April 2023 was **13 million 235 thousand**, higher level in One million 591 thousand tourists than observed in the same period of 2022 and equivalent to an increase of **13.7%**.

January-April	Million of Tourist	Change %
2021	8.1	
2022	11.6	43.5%
2023	13.2	13.7%

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.

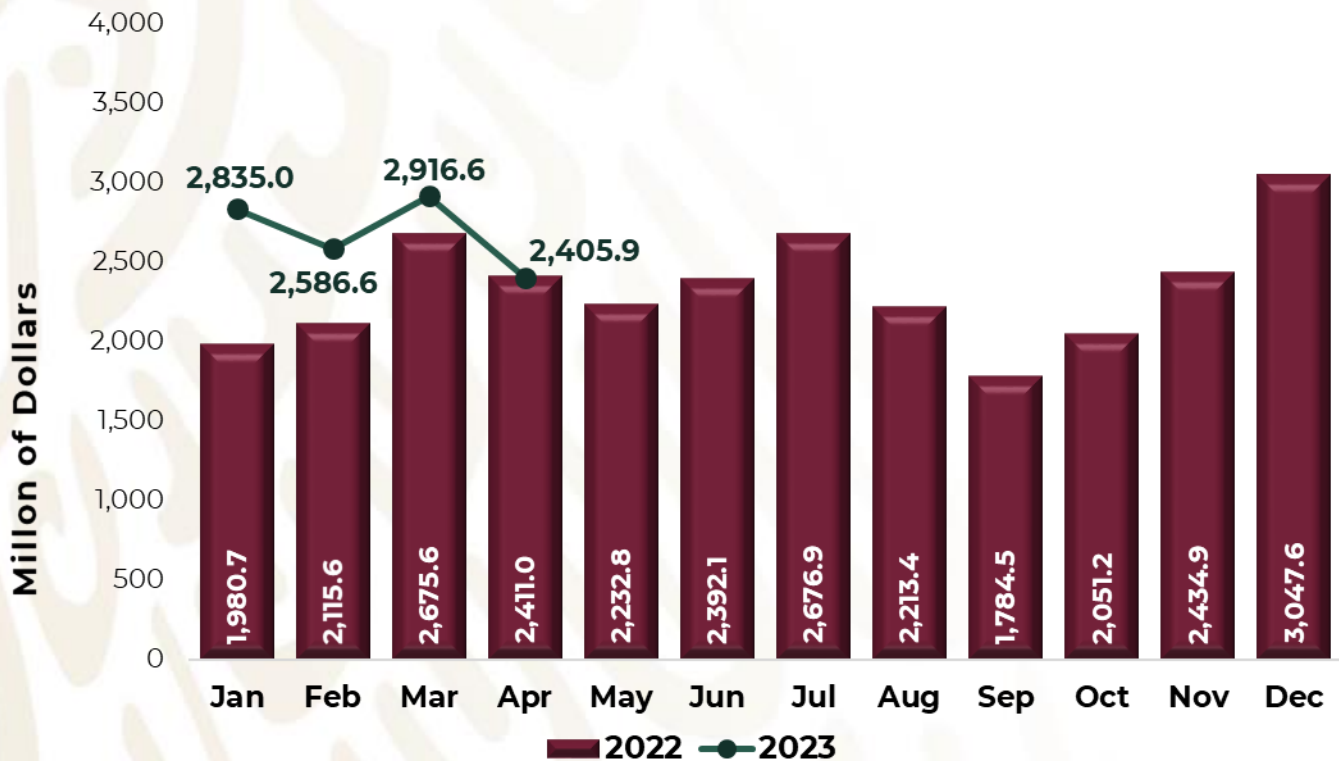
<https://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>



FOREIGN EXCHANGE REVENUE FROM INTERNATIONAL VISITORS

Chart 3. Foreign exchange revenue from international visitors during January-April 2023 was **10 thousand 744 million dollars**, which represented an increase of **17.0%** over the same period in 2022.

January-April	Million of Dollars	Change %
2021	4,238.1	
2022	9,182.9	116.7%
2023	10,744.1	17.0%



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

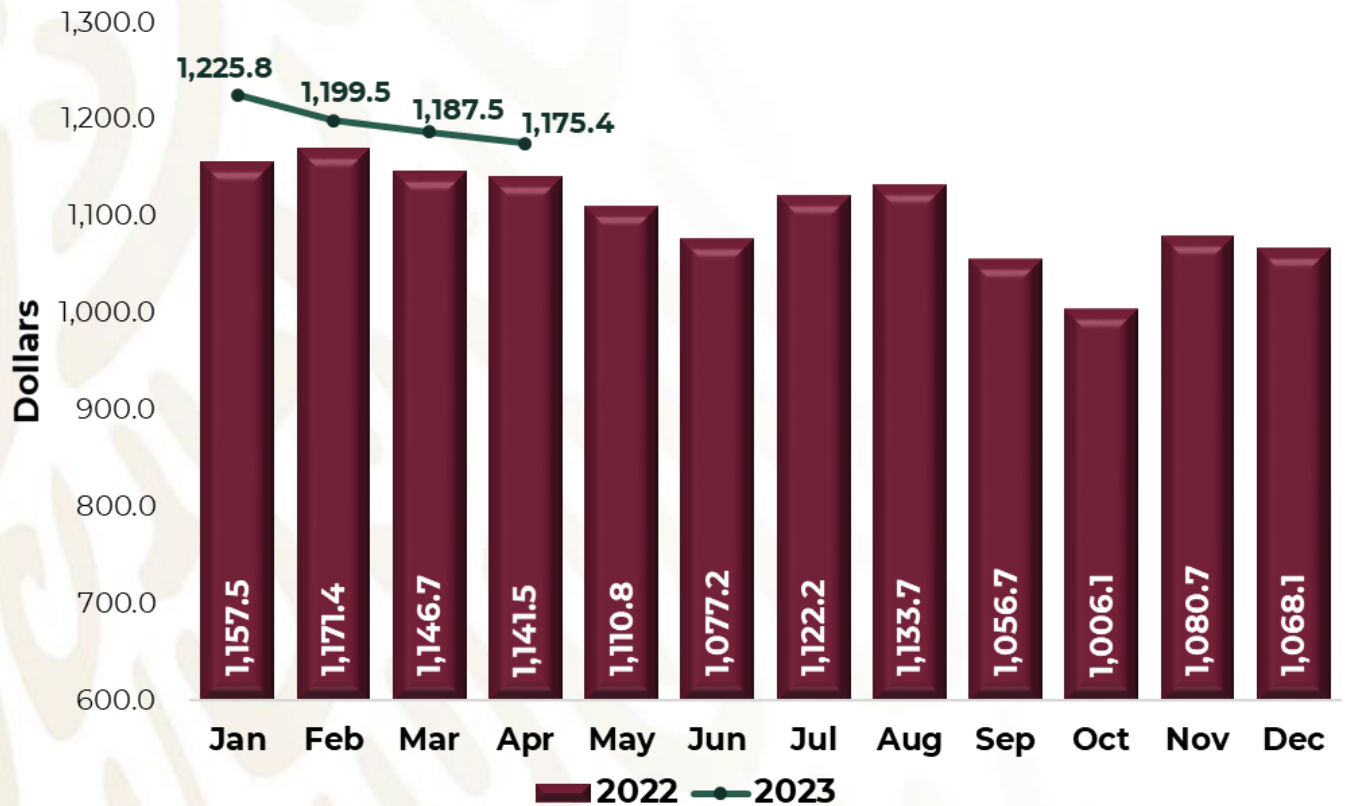
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AVERAGE EXPENDITURE OF LONG-STAY TOURISTS, AIR TRANSPORT

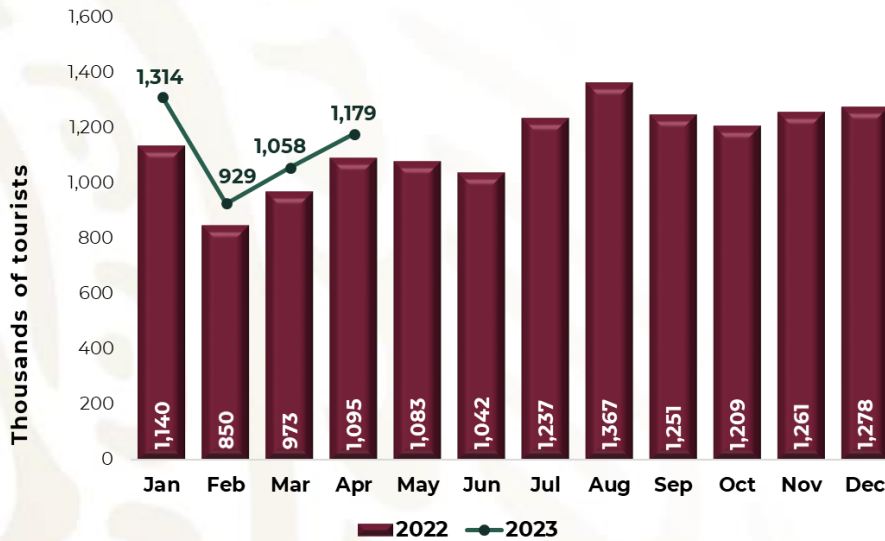
Chart 4. The average spending of tourists for internment by air was **1,197.6 dollars** during January-April 2023, which represented an increase of **+3.8%** over the observed in the same period of 2022.

January-April	Dollars	Change %
2021	1,053.2	
2022	1,153.4	9.5%
2023	1,197.6	3.8%





DEPARTURES OF INTERNATIONAL TOURISTS FROM MEXICO



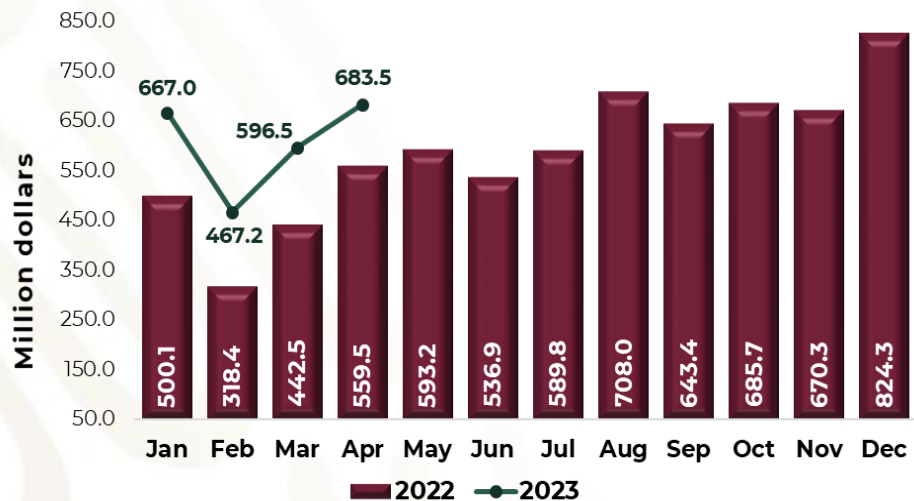
Chars 5. During January-Abril 2023, INEGI reported the departure of **4 million 480 thousand international tourists** from Mexico abroad, which meant 421 thousand 297 more tourists, that was reported in the same period 2022, equivalent to an increase of **10.4%**.

January-April	Thousands of Tourists	Change %
2021	2,679	
2022	4,058	51.5%
2023	4,480	10.4%

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 **2 thousand 414 million dollars** during January-April 2023, higher by 593 million 751 thousand dollars than recorded in the same period of 2022, with an increase of **32.7%**

January-April	Million of Dollars	Change %
2021	1,115.7	
2022	1,820.6	63.2%
2023	2,414.3	32.6%



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.

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

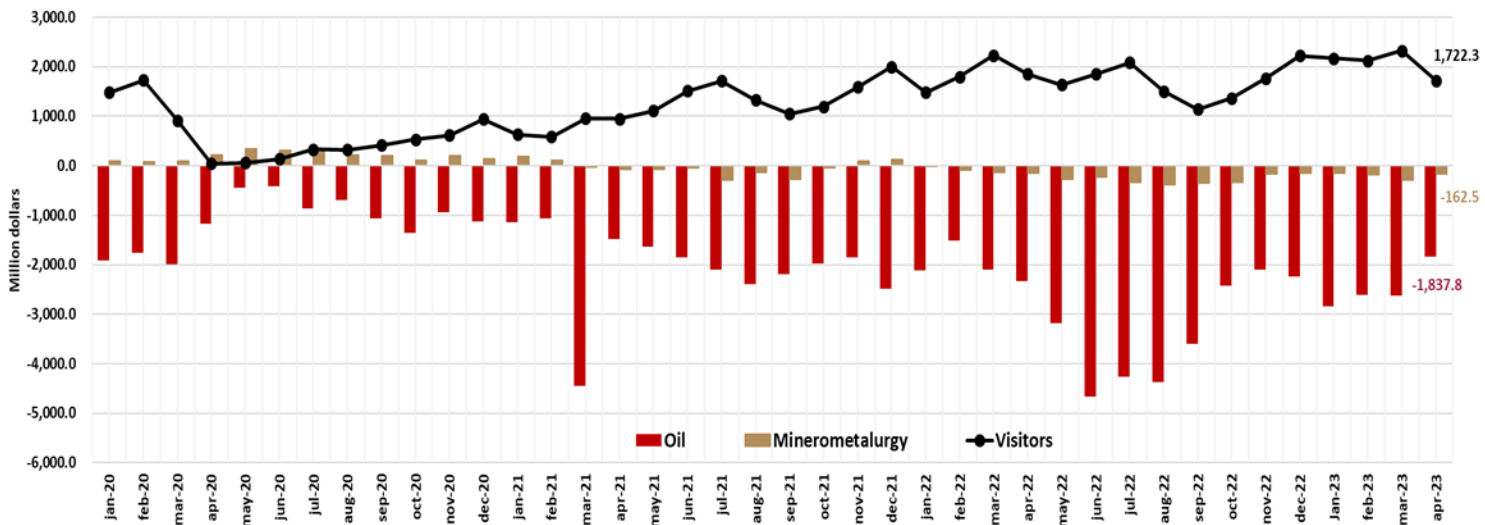


FOREIGN EXCHANGE BALANCE BY INTERNATIONAL VISITORS

Chart 7. In the period January-April 2023, the balance of the balance for international visitors stood at **8 thousand 330 million dollars**, **13.1%** higher than observed during same period of 2022.

January-April	Million Dollars	Change %
2021	3,122.4	
2022	7,362.3	135.8%
2023	8,329.7	13.1%

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.

<https://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-April of 2023, arrived **7 million 394 thousand** international tourists arrived by air by country of nationality, higher by **9.0%** compared to same period of 2022.

January-April	Tourists	Change %
2021	3,025,986	
2022	6,784,028	124.2%
2023	7,393,946	9.0%

Highlights the arrival of citizens of:

- **The United States** with **4 million 209 thousand** passengers, 1.7% less than 2022.
- **Canada** with **One million 187 thousand** passengers, 73.0% more compared to 2022
- **Colombia** with **237 thousand 812** passengers, 6.6% less than 2022
- **United Kingdom** with **143 thousand 914** passengers, 9.9% less than 2022
- **France** with **133 thousand 902** passengers, 15.2% more regarding 2022
- **Rest of nationalities** **One million 483 thousand** passengers, 15.2% more regarding 2022



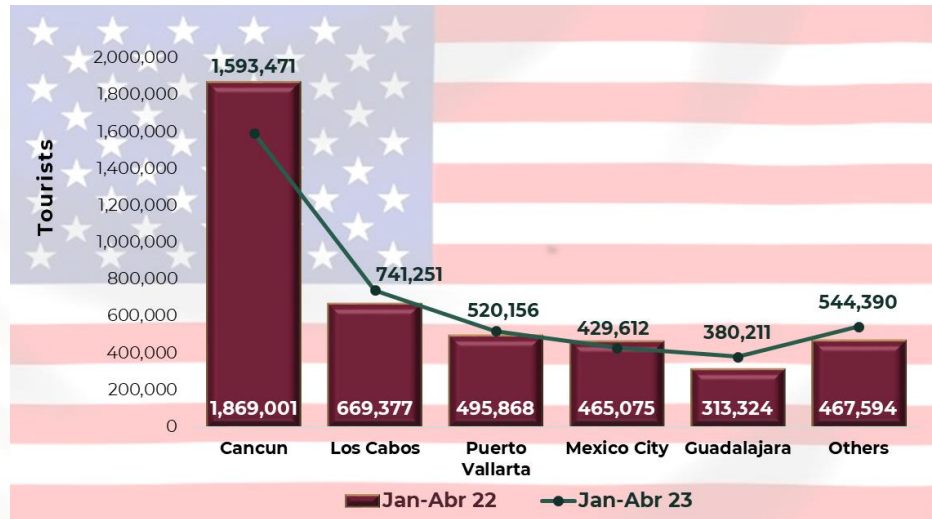
Note: In the graphs the sum of the data does not coincide with the accumulated period due the rounding of figures



U.S CITIZENS BY AIRPORT

Chart 9. From January to April 2023, the arrival of **4 million 209 thousand** air tourists with US citizenship was recorded, with a decrease of **1.7%** compared to the same period 2022; most of which arrived BY the airports of Cancun and Los Cabos.

January-April	Tourists	Change %
2021	2,313,087	
2022	4,280,239	85.0%
2023	4,209,091	-1.7%



CANADIAN CITIZENS BY AIRPORT

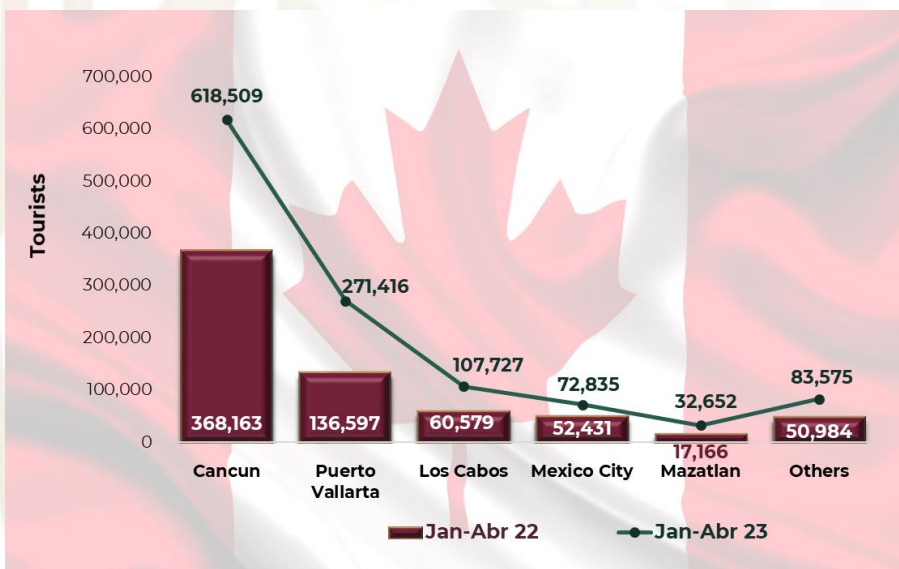


Chart 10. The arrival of air tourist with Canadian citizenship, registered **One million 187 thousand tourists** during January-April 2023, presenting an increase of **73.0%** compared to the same period of 2022; most of which, arrived at the airports of Cancun and Puerto Vallarta.

January-April	Tourists	Change %
2021	38,844	
2022	685,920	1665.8%
2023	1,186,714	73.0%



INTERNATIONAL TOURISTS TO MEXICO ARRIVING BY AIR (MAIN COUNTRIES BY RESIDENCE)

Chart 11. During January-April 2023 arrived **7 million 166 thousand** international tourists by air by country of residence, higher by **8.4%** compared to the same period of 2022

January-April	Passengers	Change %
2021	2,933,095	
2022	6,611,565	125.4%
2023	7,166,208	8.4%

Highlights the arrival of citizens of:

- **The United States** with **4 million 334 thousand** passengers, 1.8% lower than to 2022.
- **Canada** with **One million 176 thousand** passengers, 82.6% more compared to 2022
- **Colombia** with **205 thousand 765** passengers, 9.2% lower than 2022
- **United Kingdom** with **133 thousand 988** passengers, 11.6% lower than 2022
- **France** with **120 thousand 105** passengers, 15.8% more regarding 2022
- **Rest of nationalities** **One million 196 thousand** passengers, 11.5% more regarding 2022





TOURISTS RESIDING IN THE UNITED STATES (AIRWAY)

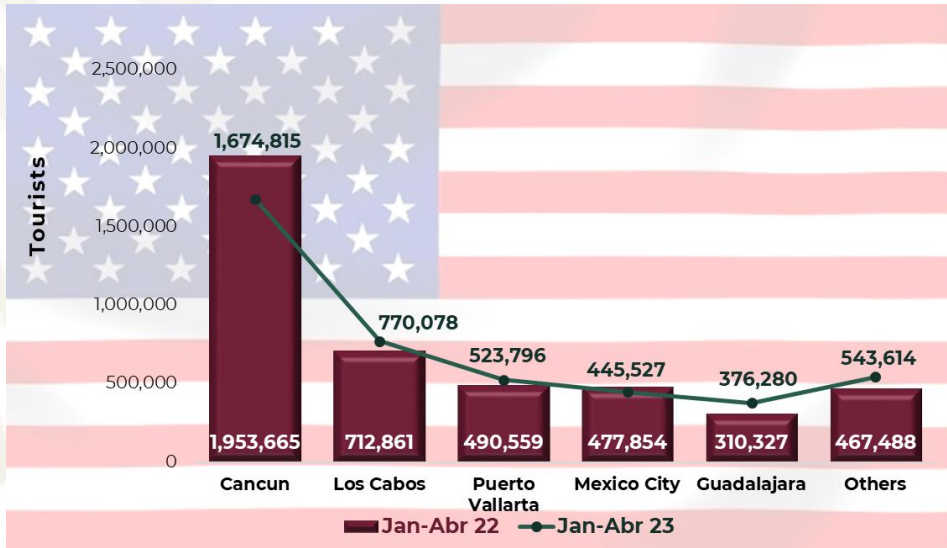


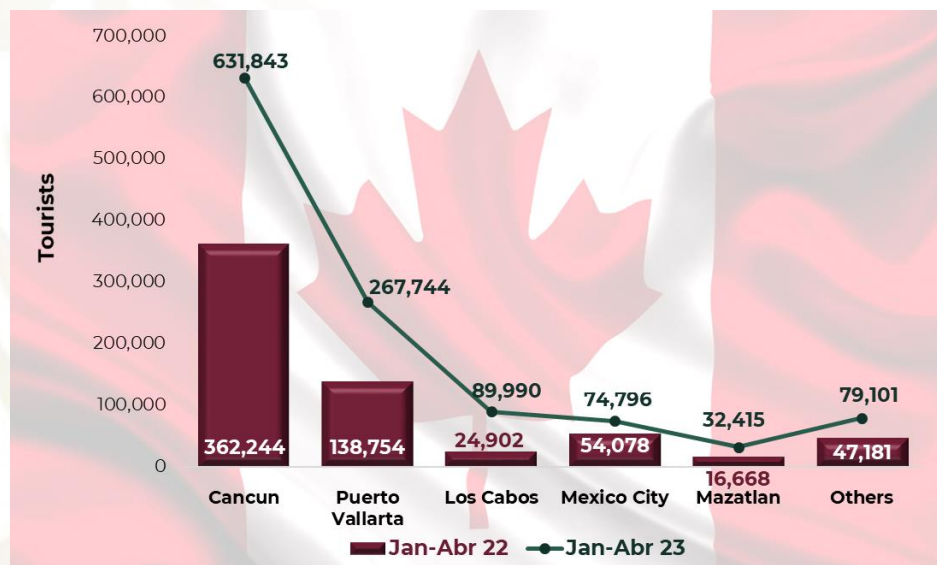
Chart 12. The arrival by air of tourists residing in the United States, recorded a decrease of **1.8%** during January-April 2023 compared to the same period 2022, adding **4 million 334 thousand tourists**; most of which, arrived though the airports of Cancun and Los Cabos

January-April	Passengers	Change %
2021	2,364,930	
2022	4,412,754	86.6%
2023	4,334,110	-1.8%

TOURISTS RESIDENT IN CANADA (AIRWAY)

Chart 13. During January-April 2023, the arrival of **One million 176 thousand tourists** residing in Canada was recorded, showing an increase of **82.6%** compared to the same period in 2022; most of them arrived at the airports of Cancun and Puerto Vallarta.

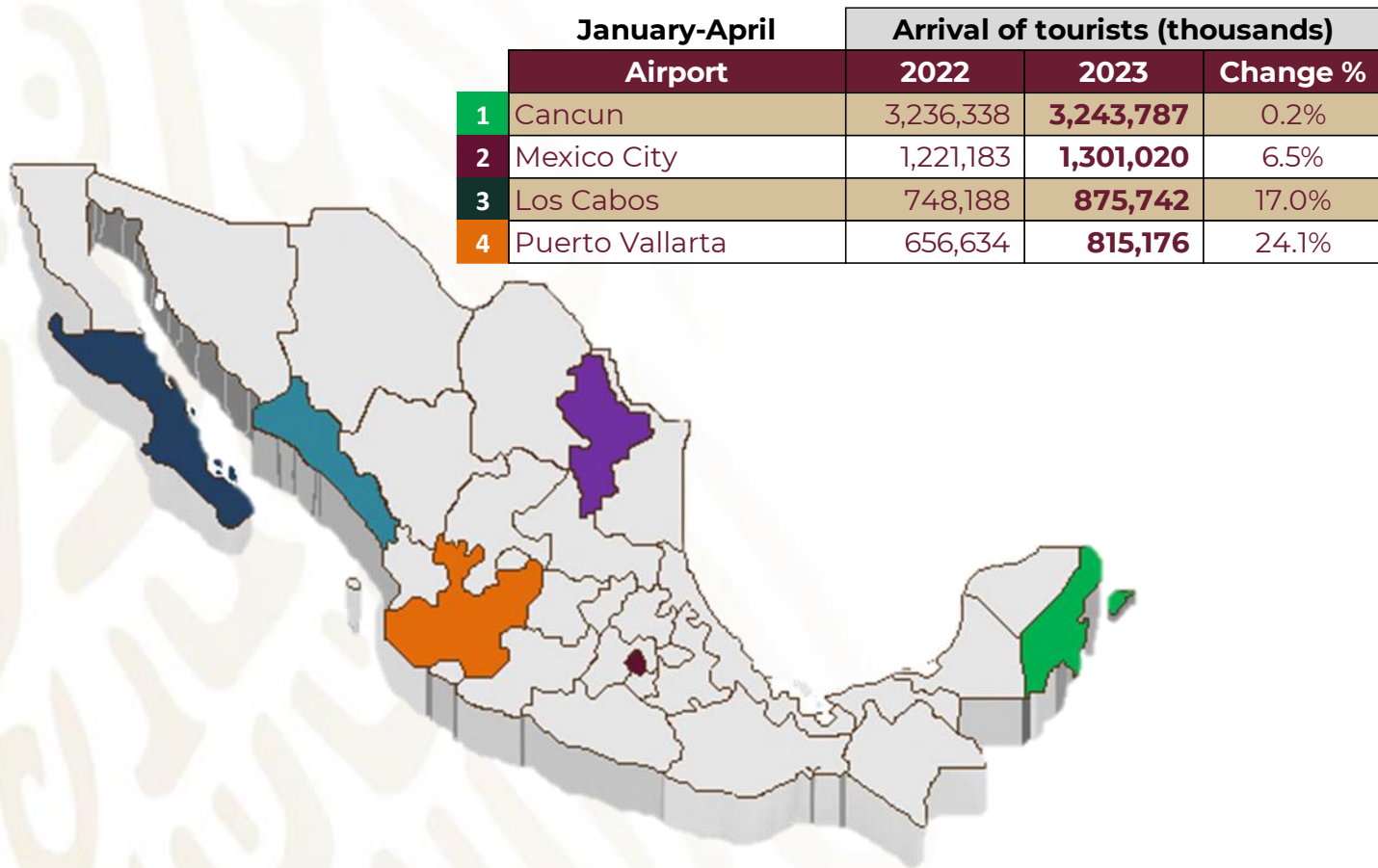
January-April	Passengers	Change %
2021	29,542	
2022	643,827	2079.4%
2023	1,175,889	82.6%





ARRIVAL OF INTERNATIONAL TOURISTS TO MEXICO'S MAIN AIRPORTS

Figure 1. During the period of January-April 2023, the airports that received the highest number of international tourists in Mexico were, according to their nationality: **Cancún** (3,243,787); **Mexico City** (1,301,020); **Los Cabos** (875,742); **Puerto Vallarta** (815,176); **Guadalajara** (406,703); **Monterrey** (101,321); **Cozumel** (96,043) and **Mazatlán** (73,128)



January-April		Arrival of tourists (thousands)		
	Airport	2022	2023	Change %
5	Guadalajara	331,049	406,703	22.9%
6	Monterrey	65,684	101,321	54.3%
7	Cozumel	84,335	96,043	13.9%
8	Mazatlan	51,023	73,128	43.3%

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



HOTEL MONITORING REPORT





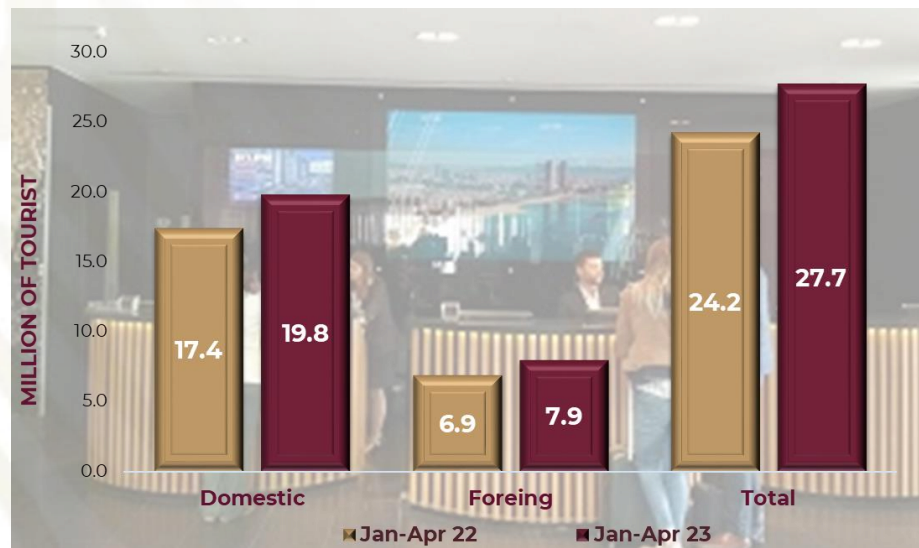
OCCUPANCY RATE



Chart 14. The **percentage of hotel occupancy** in the selection of 70 resorts, during the January-April 2023, was **60.9%**, a higher level by **+7.7** percentage points compared to the observed in the same period of 2022..

ARRIVAL OF TOURISTS TO HOTELS ROOMS

Chart 15. During January-Abril 2023, the arrival of domestic tourists to hotel rooms reached **19 million 762 thousand tourists** (71.3% of the total); while the arrival of international tourists registered **7 million 948 thousand tourists** (28.7% of the total).



Notes: Total occupancy is a weighted average of the 70 destinations monitored. The total arrivals of tourists to hotel rooms registered an increased +14.5% compared to January-April 2022.

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

Source: Information of 70 resorts monitored by DataTur.

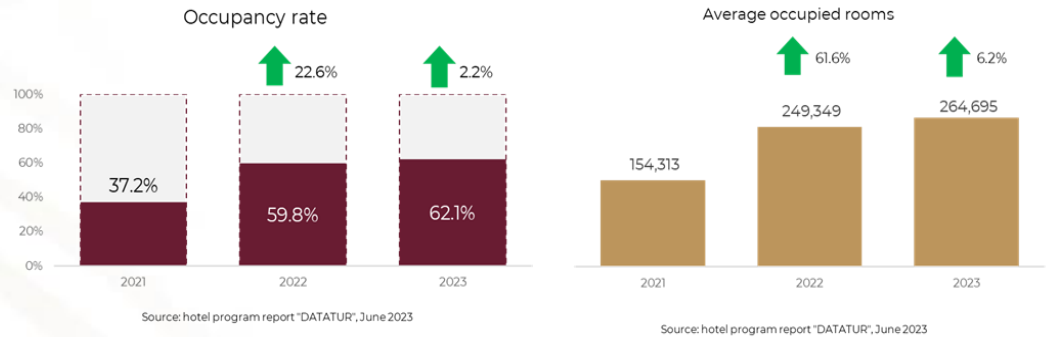
<https://www.datatur.sectur.gob.mx/SitePages/ActividadHotelera.aspx>



70 TOURIST CENTERS SELECTED

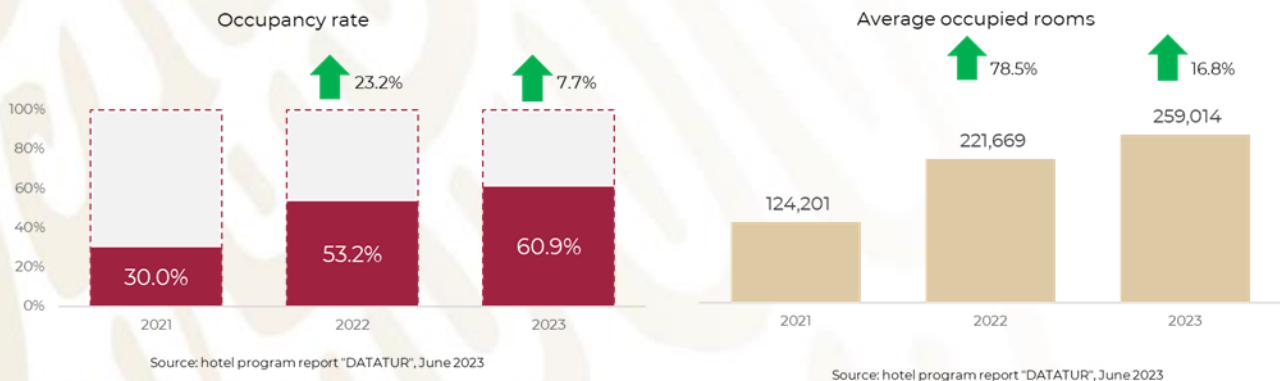
Abril 2021-2023

Chart 16. The percentage of hotel occupancy in the selection of 70 resorts was **62.1%**, in the month of April 2023, higher level by +2.2 percentage points compared to the observed in April 2022.



Tourist arrival		
Percent Change 2023 - 2022		
	Nationals	Foreigners
April	6.1%	6.1%
Cumulative January to April	13.9%	16.0%

Cumulative January to April 2021- 2023



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



OCCUPANCY PERCENTAGE IN THE BEACH CENTER

Gráfica 17. The percentage of hotel occupancy in the Beach Centers was **70.3%** in April 2023, lower level in (-) 0.9 percentage points below that observed in the same month of 2022.

Center type	April		
	2022	2023	Percentage difference 2023 vs. 2022
Total	59.8%	62.1%	2.2%
Beach centers	71.2%	70.3%	-0.9%
Cities	50.1%	54.8%	4.6%

Center type	Cumulative January to April		
	2022	2023	Percentage difference 2023 vs. 2022
Total	53.2%	60.9%	7.7%
Beach centers	65.0%	71.4%	6.4%
Cities	43.1%	51.7%	8.5%

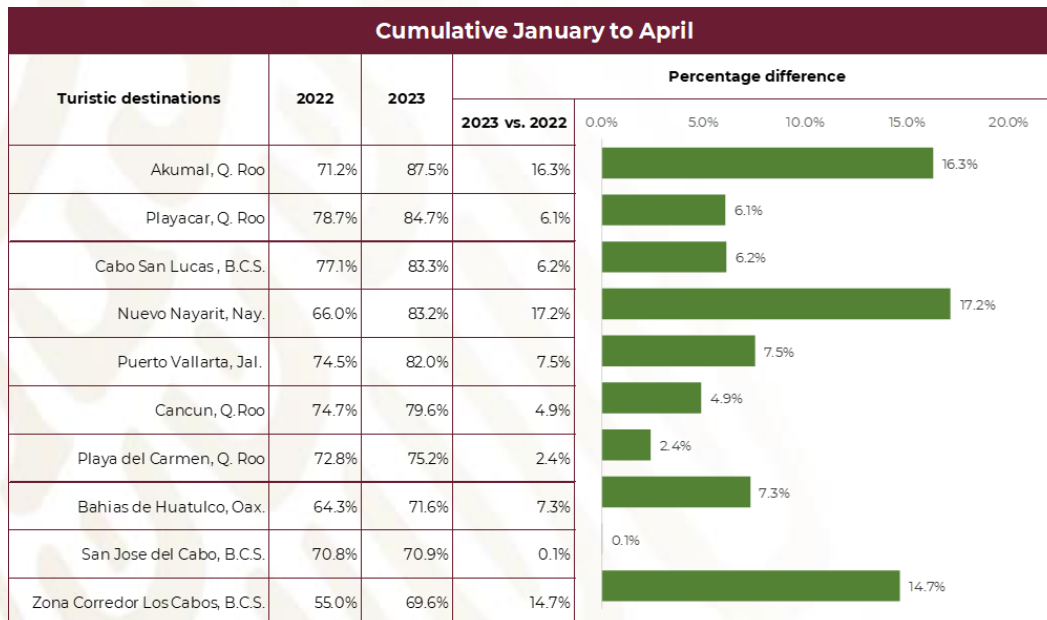
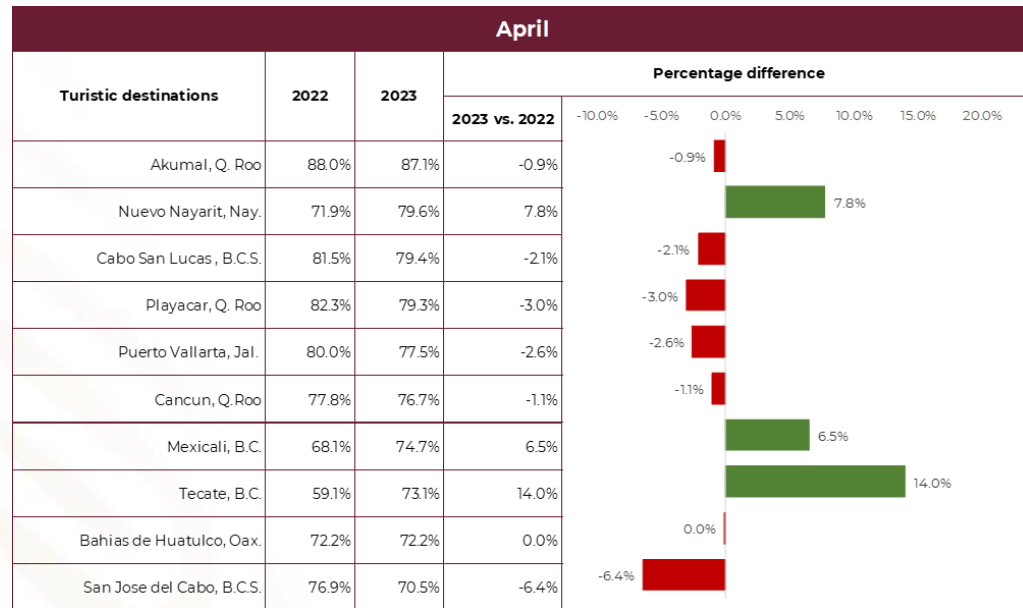
Note: The variance may not strictly add up due to rounding. Occupancy variation in percentage points.

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



OCCUPANCY PERCENTAGE RANKING

Gráfica 18. The **percentage of hotel occupancy in the resorts of Akumal and Nuevo Nayarit** was 87.1% and 79.6% in April 2023, lower level (-) 0.9 and higher 7.8 percentage points respectively, than observed in the same month of 2022.



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

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



AIR AND SEA TRANSPORTATION

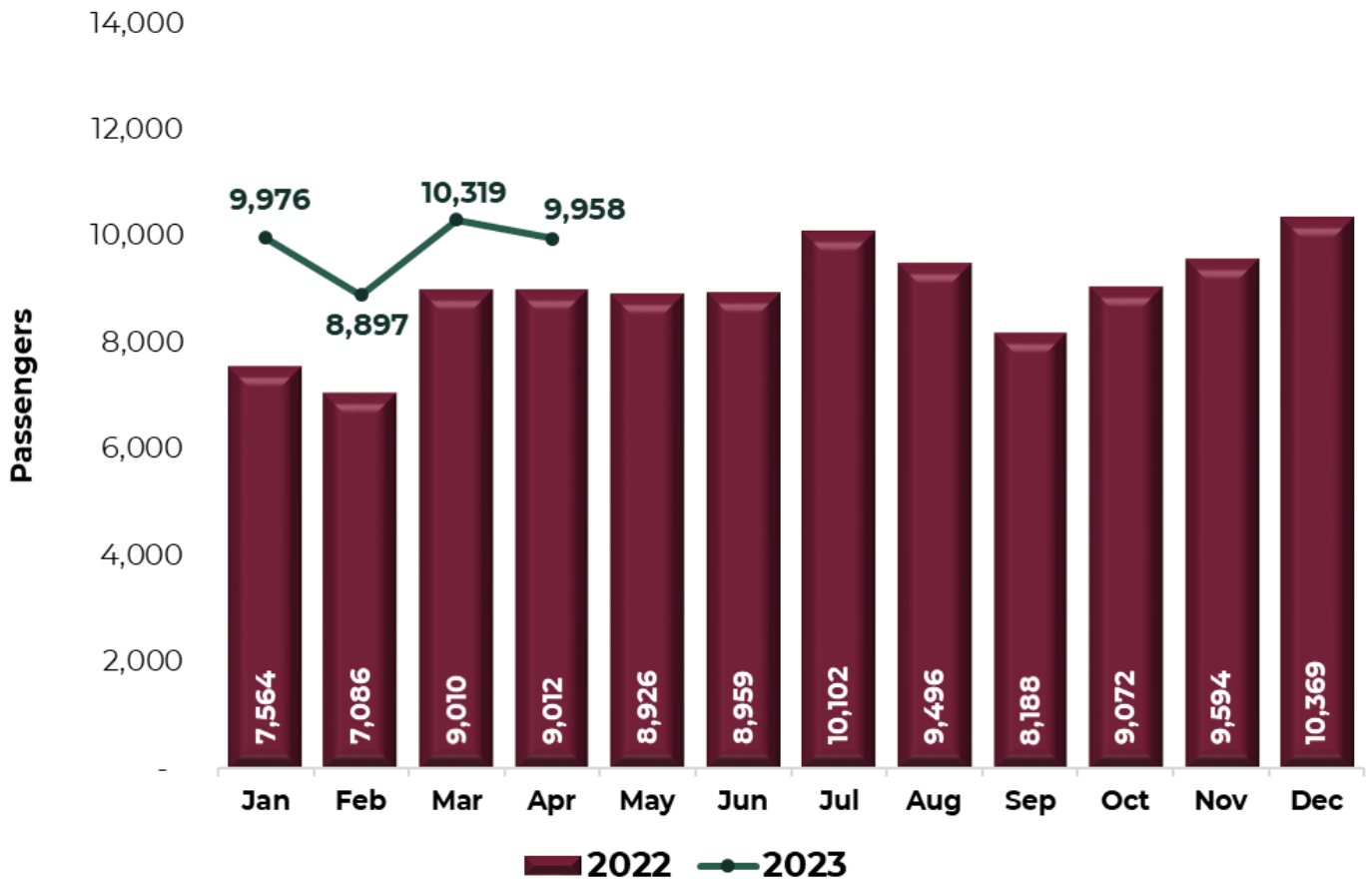




TOTAL PASSENGERS TRANSPORTED ON DOMESTIC AND INTERNATIONAL FLIGHTS

Chart 19. During January-April 2023, a total of **39 million 150 thousand passengers** were registered by air, which represented an increase of 6 million 477 thousand passengers, equivalent to a **19.8%** higher than the same period of 2022.

January-April	Passengers	Change %
2021	19,486,045	
2022	32,672,292	67.7%
2023	39,149,739	19.8%



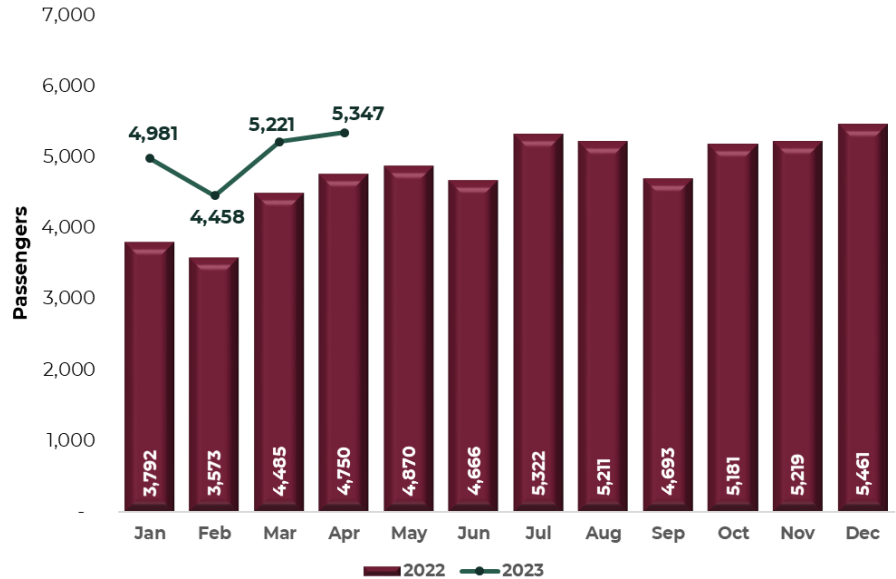
Preliminary figures
Source: Federal Civil Aviation Agency (SCT).
<https://www.datatur.sectur.gob.mx/SitePages/FlujoPorAerolinea.aspx>



PASSENGERS CARRIED ON DOMESTIC FLIGHTS

Chart 20. The arrival of passengers on domestic flights during January-April 2023 was **20 million 7 thousand passengers**, representing an increase of 3 million 407 thousand passengers, higher by **20.5%** compared to the observed in the same period of 2022.

January-April	Passengers	Change %
2021	11,575,715	
2022	16,599,602	43.4%
2023	20,006,534	20.5%



PASSENGERS TRANSPORTED ON INTERNATIONAL FLIGHTS

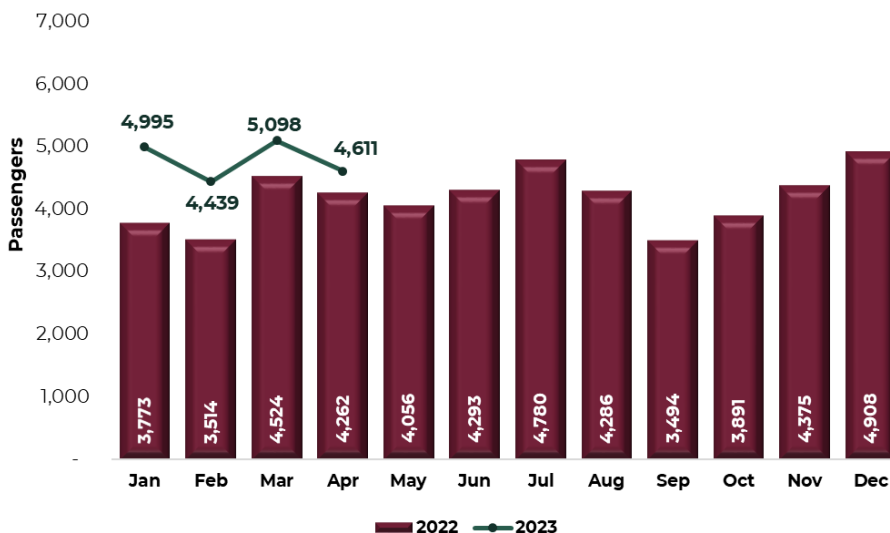


Chart 21. The arrival of passengers on international flights during January-April 2023 was **19 million 143 thousand passengers**, representing an increase of 3 million 71 thousand passengers; **19.1%** higher, compared to the observed in the same period of 2022.

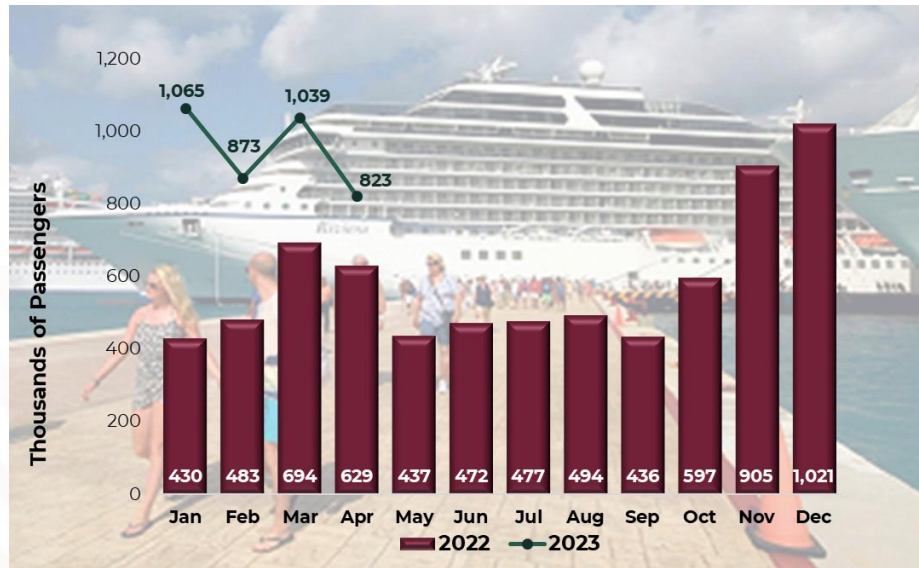
January-April	Passengers	Change %
2021	7,910,330	
2022	16,072,690	103.2%
2023	19,143,205	19.1%



ARRIVAL OF HIKERS ON CRUISES TO MEXICO

Chart 22. The number of passengers on cruises that arrived during January-April 2023 was **3 million 801 thousand passengers**, with an increase of **69.9%** compared to the recorded in the same period of 2022.

January-April	Thousands of Passengers	Change %
2021	0	
2022	2,237	N. C.
2023	3,801	69.9%



ARRIVAL OF CRUISE SHIPS TO MEXICO

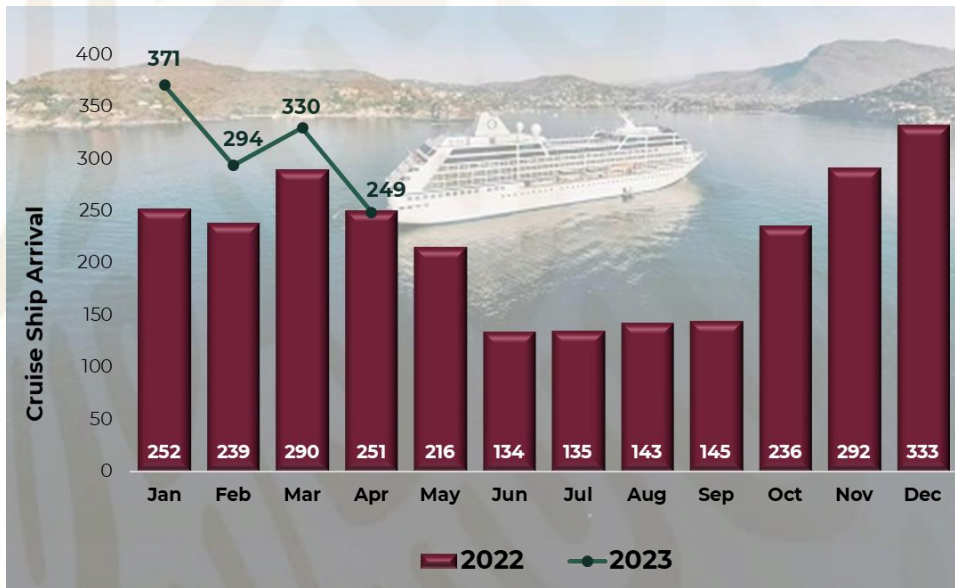


Chart 23. In the period January-April 2023, the arrival of **One thousand 244 cruise ships** to the different ports of the country was recorded, representing an increase of **20.5%** to the recorded in the same period of 2022.

January-April	Cruise Ship Arrival	Change %
2021	0	
2022	1,032	N. C.
2023	1,244	20.5%

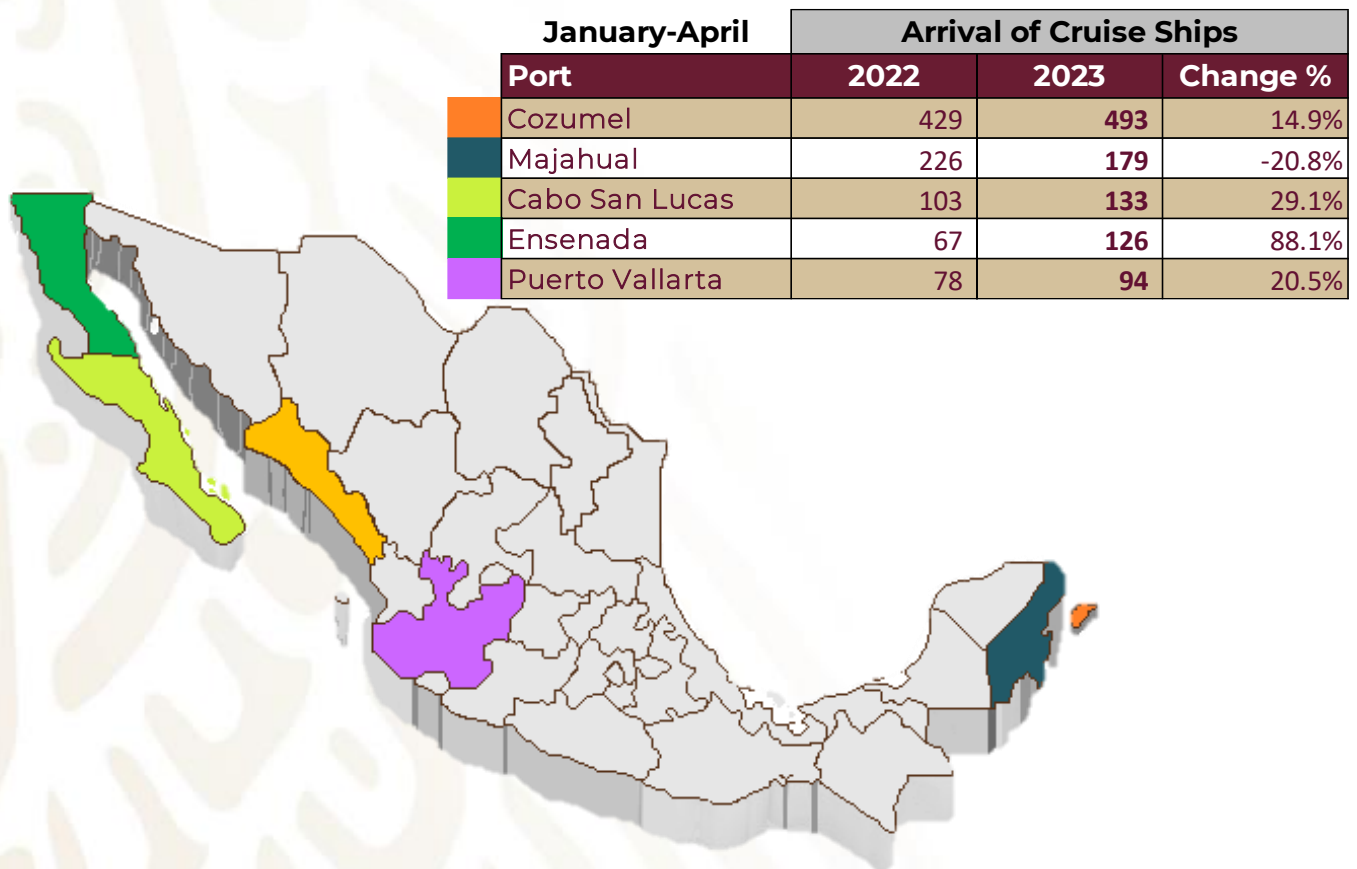
Source: INEGI and General Directorate of Ports of the Ministry of the Navy, (Figures prior to May 2022 correspond to the SCT, according to the presidential decree issued on December 7, 2022 in the Official Gazette of the Federation and to Press Release No. 006/2023 of the General Coordination of Ports and Merchant Marine of June 7, 2023).

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



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

Figure 2. During January-April 2023 the ports that received the highest number of cruise passengers in Mexico were: **Cozumel, Majahual, Cabo San Lucas, Ensenada and Puerto Vallarta** which represented **88.1%** of total passengers.



January-April		Arrival of passengers (thousands)		
Port	2022	2023	Change %	
Cozumel	827,150	1,592,081	92.5%	
Majahual	450,253	622,323	38.2%	
Cabo San Lucas	185,698	400,569	115.7%	
Ensenada	116,228	385,005	231.2%	
Puerto Vallarta	151,352	285,127	88.4%	

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. 006/2022 of the General Coordination of Ports and Merchant Marine of June 7, 2022). <https://datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx>



VISITORS TO MUSEUMS AND ARCHEOLOGICAL SITES

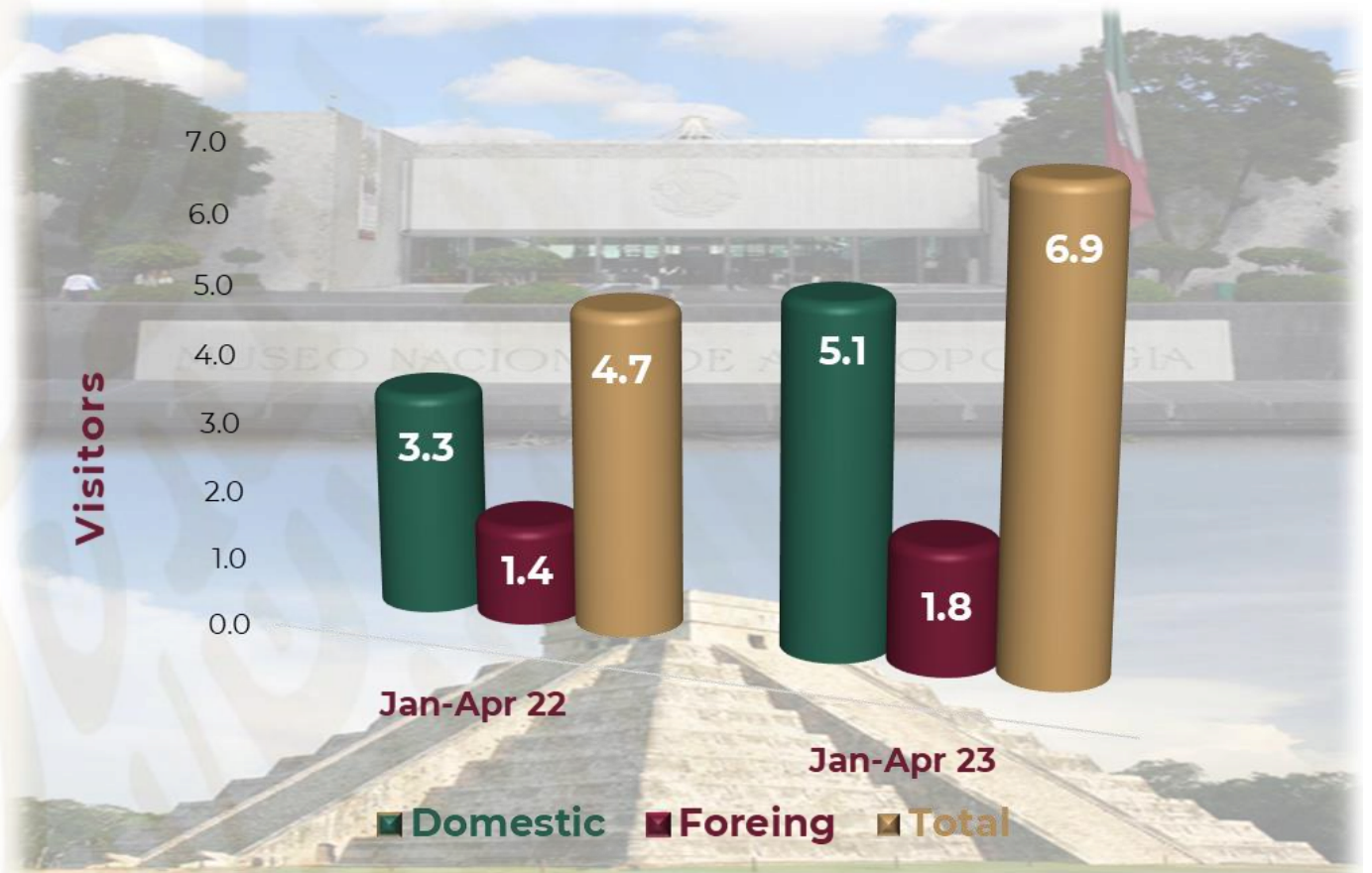




VISITORS TO MUSEUMS AND ARCHEOLOGICAL SITES

Chart 24. During January-April 2023, the National Institute of Anthropology and History reported the arrival of **6 million 893 thousand visitors** to museums and archaeological sites, that is, 2 million 194 thousand more visitors than reported in the same period of 2022, which represented an increase of **46.7%**. Of the total visitors, 73.7% were national visitors and 26.3% were international.

January-April	Visitors	Change %
2021	1,397,955	
2022	4,698,806	236.1%
2023	6,892,709	46.7%



OTHERS INDICATORS AND ANALYSIS OF INTERNATIONAL TOURISM





FOREIGN DIRECT INVESTMENT IN TOURISM

Foreign Direct Investment in Tourism registered in the first quarter of 2023, amounts to **326.9 million US dollars**, equivalent to **1.8%** of the national FDI.

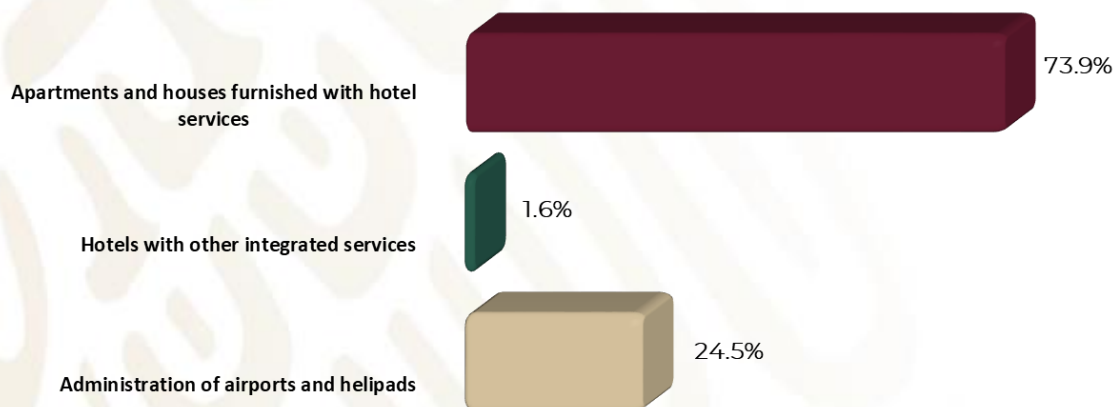
From the first quarter of 1999 to the first quarter of 2023, there was a flow of Foreign Direct Tourism Investment amounting to **28,327.4** million dollars, with a share equivalent to **4.1%** of National Foreign Direct Investment.

FDIT PARTICIPATION BY TYPE OF ECONOMIC ACTIVITY

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

- **Apartments and houses furnished with hotel services (73.9%)**
- **Hotels with other integrated services (1.6%)**
- **Together these classes** represent **75.5%** of the total FDIT in that period.

IEDT participation by type of economic activity**
First Quarter 2023*



Source: Ministry of Tourism based on the Foreign Direct Investment Registers of the Ministry of Economy*Accumulated investment in the first quarter of 2023. (Preliminary figures)

* Information accumulated in the first quarter of 2023 (updated figures). The figures available to date indicate the net amount per company or trust, resulting from the difference between inflows and outflows recorded in millions of US dollars. The amounts reported only consider investments made and formally notified to the National Registry of Foreign Investments of the Ministry of Economy; hence the fact that they undergo updates in successive quarters

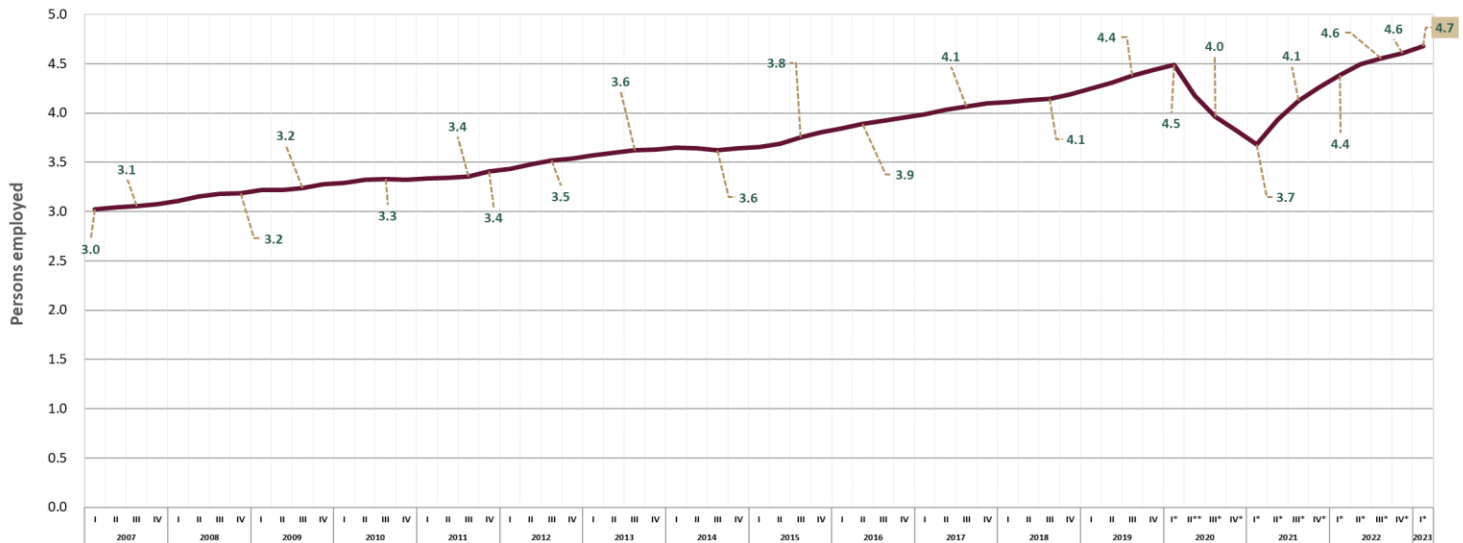
** As of the first quarter 2023, the Ministry of Economy updated catalogues in its databases, approving the SCIAN 2013 classifier for the SCIAN 2018 (valid to date)without significant changes in the activity classes defined for the calculation of Foreign Direct Tourism Investment (IEDT).



TOURIST EMPLOYMENT FIRST QUARTER OF 2023

- The population employed in the tourism sector in Mexico amounted to **4 million 678 thousand direct jobs** in the period January-March 2023 and represented **8.9%** of the national employment; equivalent to an increase of **+6.6%** over the first quarter of 2022.
- With this result, an increase of **289,974 direct jobs** was observed in the sector producing tourism goods and services.

1st. Quarter	Employed persons	Change %
2021	3,684,593	
2022	4,388,130	19.1%
2023	4,678,104	6.6%



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)

Notes:

The Tourist Employment data series is smoothed by averaging the last four quarters of it. The objective is to eliminate short- and medium-term fluctuations from the series

Tourism employment includes subordinate and paid workers and self-employed workers.

*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. (INEGI Information Note https://www.inegi.org.mx/contenidos/programas/enoe/15ymas/doc/nota_over_changes_estimation_population_eno_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).

As of the third quarter of 2021, the ENOEN incorporates the update of the SCIAN Hogares-2007 classifier by SCIAN Hogares-2018 (without differences) and the SINCO-2011 classifier by SINCO-2019 (with differences in unit groups 4201, 7342 and 9663).



MUSEUM STATISTICS 2022 RESULTS (INEGI)

➤ OF THE VISITORS:

- According to the **results published by the National Institute of Statistics and Geography (INEGI) on Museum Statistics 2022**, during this year, museums reported a total influx of 37.5 million visitors; 21.1 million more than in 2021. Of these, 46.5% were men and 53.5% women; 59.6% have higher education, similar to the situation in 2021 (60.2%) and 26.7% with higher secondary education.
- **Mexico City** (15.8 million in 140 museums), **Nuevo León** (4.4 million in 44 museums) and the **state of Mexico** (2.6 million in 72 museums), together, concentrated 61.1% of the total visitors to museums in the country.
- Of those interviewed, 82.1% said they had **visited a museum for the first time in the last 12 months** (2.4 percentage points less than in 2021); 11.3% **visited a museum twice or three times** (0.8 percentage points more than in 2021); and 6.6% of those who made **four or more visits to museums** (1.6 percentage points more than the previous year).
- The most frequent means by which visitors found out about the museum were by **friends, family or acquaintances** (26.1%) and by **teachers, classmates or textbooks** (15.0%). In 2022, the latter ranked as the second most frequent response, similar in 2019 before the pandemic by COVID 19, in 2021 it was the fifth with 10.4% of the responses and in 2020 the sixth with 7.7%.
- By period of stay at the museum, 58.7% **stayed less than an hour**. While those who **stayed between one and two hours** was 34.3%.
- The main reasons that were detected by those who do not attend the museums were: **lack of dissemination and publicity or ignorance of the available offer** (17.5%) and **lack of culture** or education (17.1%). Similar behavior in 2021.
- While the main reasons for visiting the museums were: **general culture** (21.8%), **to learn** (17.0%) and **know the exhibition** (16.1%). Similar results in 2021 (24.8%, 17.9% and 15.6%, respectively).

➤ OF THE MUSEUMS:

- With these statistical results on museums, it is indicated that 27,528 people worked in museums, on average, 24 people per museum,
- The most recurrent themes were: **history** (45.1%), art (23.6%) and **archaeology** (20.4%). results similar to those recorded in 2021, (45.6%, 24.5% and 19.4% respectively).
- Of the total number of museums, 29.7% had the **capacity to attend** up to 100 visitors per day; 45.3%, from 101 to 500; 12.3%, from 501 to 1,000 and 12.5% to 1,000 visitors per day. The remaining 0.2% did not specify their attention span.
- Of the museums, 87.2% offered guided tours and 46.5% provided **artistic and cultural activities**, figures similar to those of 2021 (85.9% and 45.5% respectively).
- Museums that have some kind of **infrastructure for people with disabilities were only** 38.2% of the total, while 30.7% had **wifi service for their visitors**.
- Of the total number of museums, 59.4% had **means of visual accessibility**; 39.9%, with **means of motor accessibility**; 24.5%, with **means of hearing accessibility** and 18.1%, with **means of cognitive accessibility**.
- Of the museums, 32.2% had **collections of local representation**; 17.6%, **state**; 19.5%, **regional**; 20.2%, **national** and 10.5%, **international**. similar percentages in 2021, (31.6% in collections of local representation; 17.0%, state; 19.8%, regional; 20.9%, national and 10.7%, international).

Of the total number of museums, 58.9% provided **free service**, 22.8% always **charged a fee** and 18.3% **applied free service** only some days of the week.



ECONOMIC CONTEXT (Ministry of Finance)

National

Faced with a complex external environment, the Mexican economy has shown resilience, where timely information on GDP in the first quarter of 2023 indicates that activity increased its expansion rate and growth was higher than anticipated.

Thus, the national economy would have registered six consecutive quarters of positive growth, something not seen since 2016. The performance of the Mexican economy in the first quarter was supported by both the services sector and industrial activity.

The expansion of services was widespread during the first two months of 2023, observed in eight of its nine subsectors. Within the services stand out the most dynamic: those related to retail trade; transport and information of mass media; financial and real estate and accommodation and preparation of food and beverages.

As regards private consumption, in the first two months of the year it continued to show dynamism, driven mainly by the consumption of services.

It should be noted that there are some timely indicators suggesting a moderation of private consumption in the immediate future. In the external sector, manufacturing exports showed moderate growth in the first quarter of the year.

International

In the first quarter of 2023, global economic activity showed a recovery from the fourth quarter of 2022, which was due to the improvement in the functioning of supply chains, lower energy price pressures and China's economic reopening.

In different world economies, labour markets continued to show signs of high pressures, although there are indications of /lower pressures in the United States.

In major economies, nominal wage growth moderated in a context where global growth prospects for 2023 continue to point to a slowdown from 2022.

In fact, lower growth is expected in advanced economies, while higher debt service, lower fiscal space and high inflation are expected. Thus, indicators related to the volume of world trade have already shown signs of a certain weakness, while timely indicators of manufactures and services show a differentiated behavior, with the latter showing greater dynamism.

Global risks include tighter monetary and financial conditions, worsening geopolitical tensions and challenges to financial stability.

In a large number of economies overall inflation continued to fall, although it remains at high levels. This reduction is explained by lower food and energy reference prices.

<https://www.banxico.org.mx/publicaciones-y-prensa/minutas-de-las-decisiones-de-politica-monetaria/%7B35319FC4-DD42-44F0-4E44-02D64FEE7E3B%7D.pdf>



RESULTS OF TOURISM ACTIVITY

Subject	Unit of measurement	Year (January-December)								Change % 21/20	January-April		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	17,733.7	19,649.7	21,336.2	22,526.4	24,573.2	10,995.6	19,765.4	28,016.4	41.7%	9,182.9	10,744.1	17.0%
Outbound traveler expenditures	Million dollars	10,098.1	10,303.0	10,840.0	11,229.5	9,880.9	3,474.5	5,146.6	7,072.2	37.4%	1,820.6	2,414.3	32.6%
International travelers balance	Million dollars	7,635.6	9,346.7	10,496.2	11,296.8	14,692.3	7,521.1	14,618.8	20,944.2	43.3%	7,362.3	8,329.7	13.1%
International travelers to Mexico (INEGI and Banco de México)													
International visitors	Thousand	87,128.6	94,853.1	99,349.3	96,497.0	97,406.0	51,128.0	55,301.4	65,995.9	19.3%	20,255.7	24,732.2	22.1%
International tourists	Thousand	32,093.3	35,079.4	39,290.9	41,312.7	45,024.5	24,283.5	31,860.4	38,327.0	20.3%	11,643.5	13,234.7	13.7%
Long-stay tourists	Thousand	18,307.2	20,623.9	22,482.8	23,306.7	23,757.7	10,814.9	18,044.3	25,425.1	40.9%	7,865.7	8,789.0	11.7%
Border tourists	Thousand	13,786.1	14,415.5	16,808.1	18,006.0	21,266.8	13,468.6	13,816.1	12,901.9	-6.6%	3,777.8	4,445.8	17.7%
Same-day travelers	Thousand	55,035.3	59,773.8	60,058.3	55,184.3	52,381.6	26,844.5	23,441.0	27,668.9	18.0%	8,612.2	11,497.5	33.5%
In border area travelers	Thousand	48,920.5	53,079.1	52,377.8	46,913.1	43,286.9	24,264.1	21,687.3	20,593.8	-5.0%	6,375.7	7,696.9	20.7%
In cruises travelers	Thousand	6,114.8	6,694.6	7,680.6	8,271.2	9,094.7	2,580.4	1,753.8	7,075.2	303.4%	2,236.6	3,800.6	69.9%
Inbound travelers expenditure (Million dollars)													
International visitors	Million dollars	17,733.7	19,649.7	21,336.2	22,526.4	24,573.2	10,995.6	19,765.4	28,016.4	41.7%	9,182.9	10,744.1	17.0%
International tourists	Million dollars	15,825.7	17,697.8	19,180.3	20,366.3	22,354.0	9,860.8	18,487.3	26,346.9	42.5%	8,673.1	10,004.7	15.4%
Long-stay tourists	Million dollars	15,035.0	16,925.8	18,197.2	19,261.0	21,045.5	9,123.7	17,319.6	25,022.5	44.5%	8,308.6	9,541.4	14.8%
Border tourists	Million dollars	790.7	772.0	983.1	1,105.2	1,308.5	737.0	1,167.7	1,324.4	13.4%	364.5	463.3	27.1%
Same-day travelers	Million dollars	1,908.0	1,951.8	2,155.9	2,160.1	2,219.2	1,134.8	1,278.1	1,669.5	30.6%	509.8	739.4	45.0%
In border area travelers	Million dollars	1,508.9	1,558.1	1,673.4	1,603.5	1,593.2	952.5	1,153.7	1,126.8	-2.3%	344.5	432.6	25.6%
In cruises travelers	Million dollars	399.2	393.8	482.5	556.6	626.0	182.3	124.4	542.7	336.4%	165.2	306.8	85.7%
Average expenditure (dollars)													
International visitors	Dollars	203.5	207.2	214.8	233.4	252.3	215.1	357.4	424.5	18.8%	453.3	434.4	-4.2%
International tourists	Dollars	493.1	504.5	488.2	493.0	496.5	406.1	580.3	687.4	18.5%	744.9	755.9	1.5%
Long-stay tourists	Dollars	821.3	819.1	809.4	826.4	885.8	843.6	959.8	984.2	2.5%	1,056.3	1,085.6	2.8%
Border tourists	Dollars	57.4	53.6	58.5	61.4	61.5	54.7	84.5	102.7	21.5%	96.5	104.2	8.0%
Same-day travelers	Dollars	34.7	32.7	35.9	39.1	42.4	42.3	54.5	60.3	10.7%	59.2	64.3	8.6%
In border area travelers	Dollars	30.8	29.4	31.9	34.2	36.8	39.3	53.2	54.7	2.8%	54.0	56.2	4.0%
In cruises travelers	Dollars	65.3	58.8	62.8	67.3	68.8	70.7	70.9	76.7	8.2%	73.9	80.7	9.3%
International travelers abroad Mexico (INEGI and Banco de México)													
Total international travelers abroad Mexico	Thousand	94,988.4	97,371.7	94,274.5	86,279.7	82,752.1	36,055.8	32,977.5	41,926.2	27.1%	12,632.2	15,373.4	21.7%
Outbound traveler expenditures	Million dollars	10,098.1	10,303.0	10,840.0	11,229.5	9,880.9	3,474.5	5,146.6	7,072.2	37.4%	1,820.6	2,414.3	32.6%
Average Expenditure	Dollars	106.3	105.8	115.0	130.2	119.4	96.4	156.1	168.7	8.1%	144.1	157.0	9.0%
International tourists abroad of Mexico	Thousand	19,603.0	20,223.1	19,066.8	19,748.4	19,810.5	7,345.3	11,685.1	13,785.9	18.0%	4,058.2	4,479.5	10.4%
Outbound tourism expenditure	Million dollars	7,026.5	7,155.6	7,502.6	8,135.2	6,939.8	2,105.3	4,077.5	5,446.5	33.6%	1,367.5	1,786.5	30.6%
Average Expenditure	Dollars	358.4	353.8	393.5	411.9	350.3	286.6	349.0	395.1	13.2%	337.0	398.8	18.4%
Same-day travelers abroad	Thousand	75,385.4	77,148.7	75,207.7	66,531.3	62,941.6	28,710.5	21,292.5	28,140.3	32.2%	8,574.0	10,893.9	27.1%
Outbound expenditure	Million dollars	3,071.6	3,147.4	3,337.4	3,094.3	2,941.0	1,369.3	1,069.1	1,625.7	52.1%	453.1	627.9	38.6%
Average Expenditure	Dollars	40.7	40.8	44.4	46.5	46.7	47.7	50.2	57.8	15.1%	52.8	57.6	9.1%
Arrival of passengers on domestic and international flights (AFAC)													
Total passengers arriving by air	Thousands	74,778.3	82,765.6	90,445.5	97,285.5	102,498.5	48,361.4	80,324.7	107,377.6	33.7%	32,672.3	39,149.7	19.8%
International flights	Thousands	37,504.7	40,841.8	45,085.5	47,616.5	48,792.1	20,096.3	35,890.7	50,155.5	39.7%	16,072.7	19,143.2	19.1%
Domestic flights	Thousands	37,273.5	41,923.8	45,360.1	49,668.9	53,706.4	28,265.1	44,433.9	57,222.1	28.8%	16,599.6	20,006.5	20.5%
Foreign visitors by air and country of nationality or residence (Unidad de Política Migratoria)													
Country of nationality													
Total air passengers by nationality	Thousands	14,676.9	16,192.7	17,890.3	18,708.9	19,039.4	7,935.5	14,082.6	20,601.1	46.3%	6,784.0	7,393.9	9.0%
United States of America	Thousands	8,391.7	9,417.6	10,340.5	10,496.4	10,511.4	5,151.2	10,240.0	13,001.4	27.0%	4,280.2	4,209.1	-1.7%
Canada	Thousands	1,748.5	1,781.5	1,985.1	2,155.4	2,309.5	975.7	503.6	1,759.4	249.4%	685.9	1,186.7	73.0%
Colombia	Thousands	407.4	439.7	485.4	557.6	602.8	169.7	454.9	858.8	88.8%	254.7	237.8	-6.6%
United Kingdom	Thousands	506.0	545.1	563.1	590.9	581.2	103.9	125.4	565.7	351.2%	159.8	143.9	-9.9%
France	Thousands	222.0	233.9	260.8	286.8	305.4	116.0	157.1	294.6	87.6%	116.3	133.9	15.2%
Country of residence													
Total air passengers per residence	Thousands	14,217.1	15,693.8	17,361.1	18,138.9	18,464.8	7,704.5	13,717.1	20,039.8	46.1%	6,611.6	7,166.2	8.4%
United States of America	Thousands	8,604.6	9,643.9	10,565.5	10,748.2	10,775.2	5,291.0	10,455.9	13,391.3	28.1%	4,412.8	4,334.1	-1.8%
Canada	Thousands	1,707.8	1,734.6	1,958.0	2,168.0	2,296.1	948.3	461.1	1,678.1	264.0%	643.8	1,175.9	82.6%
Colombia	Thousands	363.2	390.2	430.0	494.2	536.2	139.2	398.0	778.7	95.6%	226.7	205.8	-9.2%
United Kingdom	Thousands	477.3	513.8	531.9	556.8	559.0	91.5	105.1	540.4	414.0%	151.6	134.0	-11.6%
France	Thousands	188.9	196.7	220.1	241.4	261.6	99.5	131.4	257.7	96.1%	103.7	120.1	15.8%
Movements cruise (INEGI and SCT, Dirección General de Puertos)													
Passenger in cruises	Thousands	6,114.8	6,694.6	7,680.6	9,003.4	9,094.7	2,580.4	1,753.8	7,075.2	303.4%	2,237	3,801	69.9%
Cruise's arrivals	Number	2,179.0	2,269.0	2,558.0	2,671.0	2,951.0	865.0	844.0	2,666.0	215.9%	1,032	1,244	20.5%
Hotel business* (SECTUR)													
Percentage of hotel occupation	Percentage	59.6%	60.4%	61.2%	61.0%	60.2%	26.0%	41.2%	56.7%	15.2	53.2	60.9	7.7
Arrival of tourists to hotel rooms	Thousands	69,947.0	74,471.0	80,114.9	83,393.1	85,200.9	38,848.7	60,979.8	80,550.0	32.1%	24,202	27,710	14.5%
Number of tourist jobs** (SECTUR based on ENOE)													
Tourism employment	Thousands	3,641.0	3,951.9	4,095.3	4,187.5	4,438.5	3,823.6	4,264.2	4,603.8	8.0%	4,388.1	4,678.1	6.6%

* 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)	
	2023	2024	2023	2024
International Monetary Fund	1.80	1.60	6.30	3.90
OECD	2.60	2.10	5.90	3.70
Bank of Mexico Survey*	2.00	1.60	5.02	4.07
Ministry of the Treasury and Public Credit*	3.00	3.00	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 point result.

Source: IMF, World Economic Outlook Database (Apr, 2023); OECD Economic Outlook, Jun 2023; Bank of Mexico, Expectations Survey Economic Specialist Private Sector (01/06/2023).

Ministry of Finance, General Economic Pre Criteria 2024.



ECONOMIC INDICATORS

Concepts	2019	2020	2021	2022-III	2022-IV	2022	jan 23	feb-23	mar-23	Apr-23
General Economic Activity and Services Identified with Tourism										
Gross Domestic Product										
. Millions of current pesos	23,016,033	21,958,565	24,225,440	27,243,543	28,261,276	27,054,416				
. Constant prices annual variations in %	-0.2	-7.8	4.6	4.3	3.5	2.9				
General Economic Activity and Services Identified with Tourism										
Tertiary activities										
- Air Transportation (481)										
. Millions of current pesos	67,842	30,241	63,886	102,505	111,558	98,128				
. Constant prices annual variations in %	8.05	(49.00)	53.64	31.33	23.20	37.15				
- Temporary Lodging Services (721)										
. Millions of current pesos	285,401	133,621	216,914	350,290	366,210	338,127				
. Constant prices annual variations in %	1.94	(54.61)	65.38	28.70	13.59	36.93				
- Food and Beverages Preparation Services (722)										
. Millions of current pesos	266,842	196,702	232,369	280,946	292,984	290,076				
. Constant prices annual variations in %	1.23	(30.46)	14.13	7.79	4.71	15.10				
Quarterly Indicators of Tourism Activity *										
Tourism GDP										
. Annual variations in %	0.3	-25.1	14.9	12.6	7.7					
Internal tourism consumption										
. Annual variations in %	1.0	-28.0	18.0	14.8	9.6					
Domestic tourism consumption										
. Annual variations in %	0.7	-23.1	11.8	14.9	11.5					
Inbound tourism consumption										
. Annual variations in %	2.4	-51.0	62.5	14.1	1.4					
Unemployment National Rate ** (closing of the period)										
. Total Percentage of PEA	2.91	3.79	3.51	3.34		2.76	3.00	2.72	2.39	2.82
Prices*** and Exchange Rate										
National Price Index (closing of the period)										
Consumer (percent variation)										
. Air transport (percent variation)	9.0%	-11.2%	24.2%	20.2%	15.2%	15.2%	20.0%	19.8%	6.5%	-13.9%
. Hotel (percent variation)	2.8%	-5.3%	0.2%	11.6%	12.0%	12.0%	10.8%	10.9%	12.2%	9.2%
. Package Tourist Services (percent variation)	4.5%	-6.2%	2.2%	18.4%	16.9%	16.9%	12.9%	13.4%	9.1%	-0.7%
. Restaurants (percent variation)	5.4%	4.0%	5.2%	10.0%	9.4%	9.4%	10.6%	10.7%	10.7%	10.6%
Exchange Rate (peso / dollar)										
. Average of the period	19.257	21.494	20.279	20.075	20.119	20.119	18.986	18.599	18.375	18.086
Business Cycle Indicators and Consumer Confidence (monthly difference****)										
. Coincident Indicator	-0.18	0.05	0.19	0.05	0.08	0.08	0.08	0.07	0.07	N.D.
. Forward Indicator	0.38	0.31	-0.10	-0.12	0.06	0.06	0.08	0.08	0.08	0.07
. Confidence Consumer Index	-0.46	0.43	-0.06	-0.06	0.21	0.21	0.20	0.16	0.10	0.06

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 2013

** 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, annual changes and for monthly data the change is the same month previous year.

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

Sources: SECTUR, INEGI, Bank of Mexico.

