



TOURISM

KEY INDICATORS (JAN-OCT 2024)





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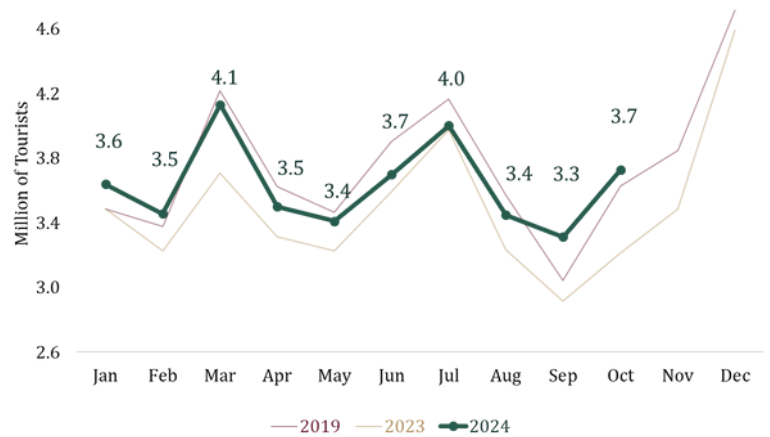
Economy



INTERNATIONAL TOURISM

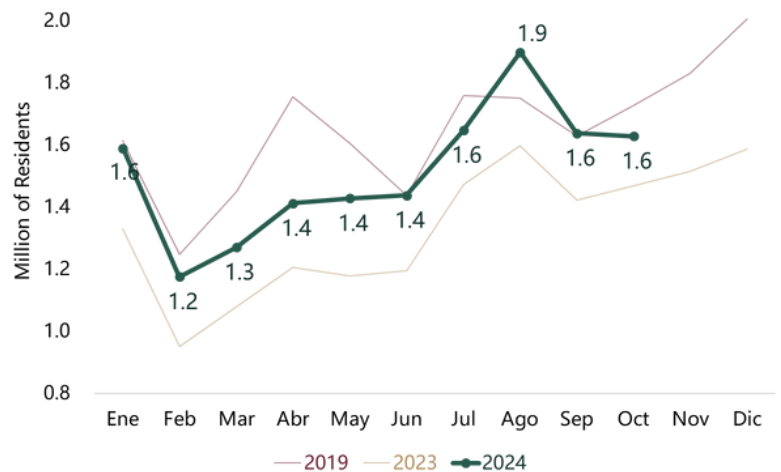
INTERNATIONAL TOURISTS TO MEXICO

International tourist arrivals totaled **36.306 million** from January to October 2024, an increase of 2.430 million tourists, or **7.2%**, compared to the same period in 2023..



DEPARTURE OF RESIDENTS IN MEXICO ABROAD

From January to October 2024, **15.122 million** international tourists departed Mexico, representing an increase of 2.222 million tourists, or **17.2%**, compared to the same period in 2023.



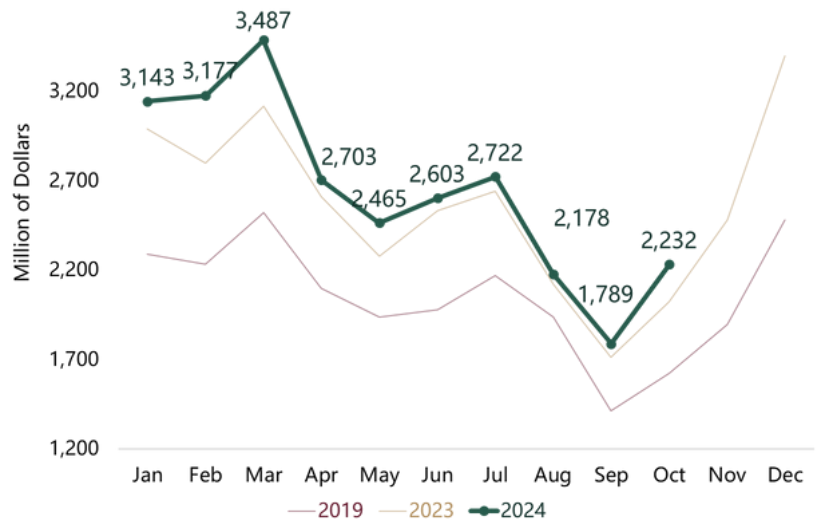
Note: In the graphs, the sum of monthly data does not coincide with the accumulated data for the period due to rounding of figures.

Source: INEGI

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

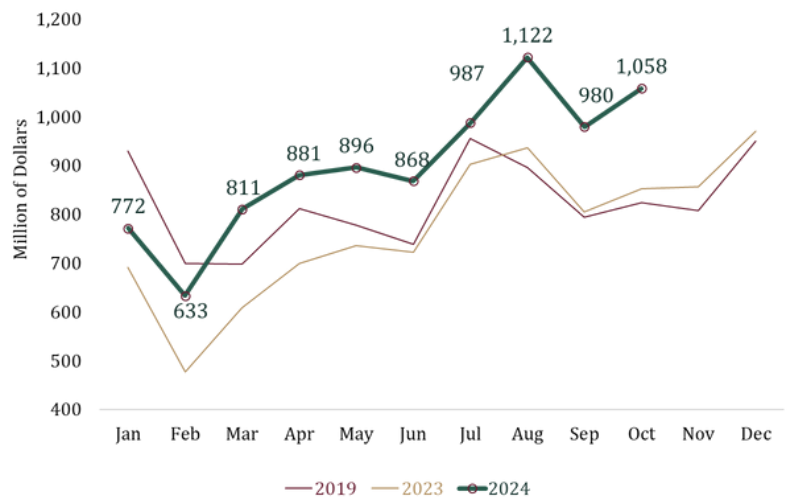
EXPENDITURE BY INTERNATIONAL VISITORS IN MEXICO

Expenditure by international visitors from January to October 2024 totaled **\$26.499 million**, marking a **6.8%** increase compared to the same period in 2023.



EXPENDITURE OF RESIDENTS IN MEXICO ABROAD

Expenditure by Mexican residents abroad reached **\$9.06 billion** from January to October 2024, representing a **\$1.579 billion** increase, or **21.3%**, compared to the same period in 2023.

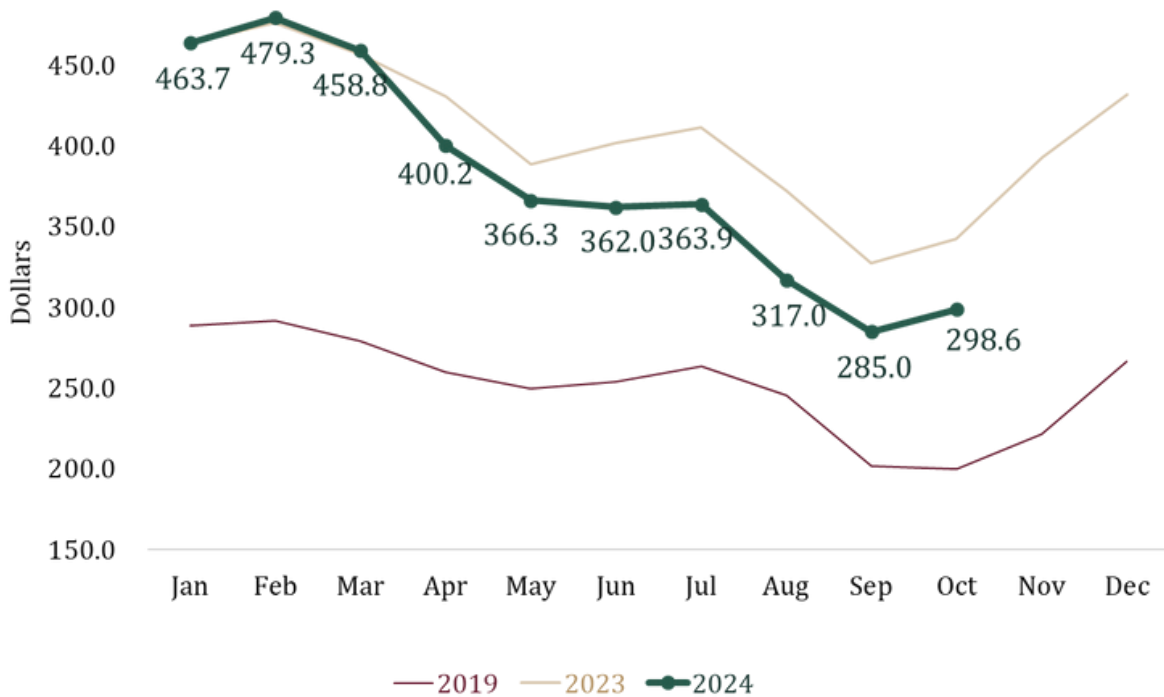


Note: In the graphs, the sum of monthly data does not match the cumulative data due to rounding of figures.
Source: INEGI.



AVERAGE EXPENDITURE BY INTERNATIONAL VISITORS

The average expenditure by international visitors was **\$379.7 dollars** during January-October 2024, which represented a decrease of **7.2%** compared to that observed in the same period in 2023.





INTERNATIONAL TRAVELER ACCOUNT INDEX SEPTEMBER 2024

The International Traveler Account Indices, which cover both the inflow and inflow of people entering the country, aim to measure accumulated monthly and annual variations in order to carry out a detailed monitoring of international tourism activity.



Income



The cumulative ICVI for Total Income (Expenses) went from 129.83 in September 2023 to 138.22 in September 2024

% **+ 6.46**



The cumulative ICVI for Income (expenditure) from International Tourists increased from 132.96 in September 2023 to 139.76 in September 2024

% **+ 5.11**



Accumulated income (expenditure) for international tourists by air went from 137.63 in September 2023 to 143.81 in September 2024

% **+ 4.49**



People



Cumulative for International visitors (people) increased from 73.76 in September 2023 to 83.98 in September 2024

% **+ 13.87**



Cumulative for International Tourists (people) increased from 93.40 in September 2023 to 99.24 in September 2024

% **+ 6.26**



The accumulated ICVI for International Tourists by air (people) went from 106.82 in September 2023 to 108.92 in September 2024

% **+ 1.97**



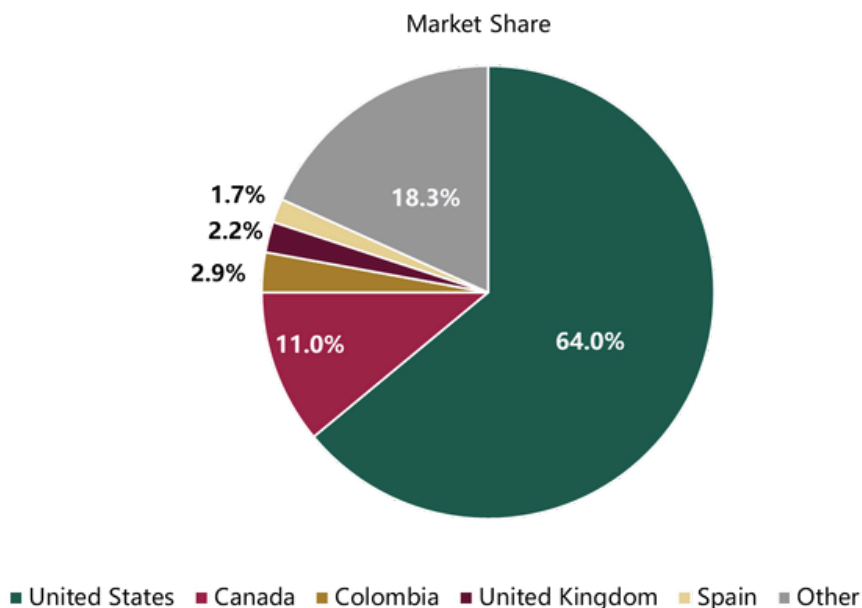
AIR TRANSPORT

NATIONALITIES OF PASSENGERS ARRIVING IN MEXICO

From January to October 2024, **18.34 million** foreign passengers arrived by air, a **2.2%** increase compared to the same period in 2023.

Top 5:

- **United States:** 11 million 542 thousand passengers, **+4.7%** higher than in 2023.
- **Canada:** 1,982,000 passengers, **+8.0%** higher than in 2023.
- **Colombia:** 514,566 passengers, **-14.9%** lower than in 2023.
- **United Kingdom:** 394,925 passengers, **-5.5%** lower than in 2023.
- **Spain:** 307,921 passengers, **+1.5%** higher than in 2023.
- **Other nationalities:** 3 million 293 thousand passengers, **-5.1%** less than in 2023.

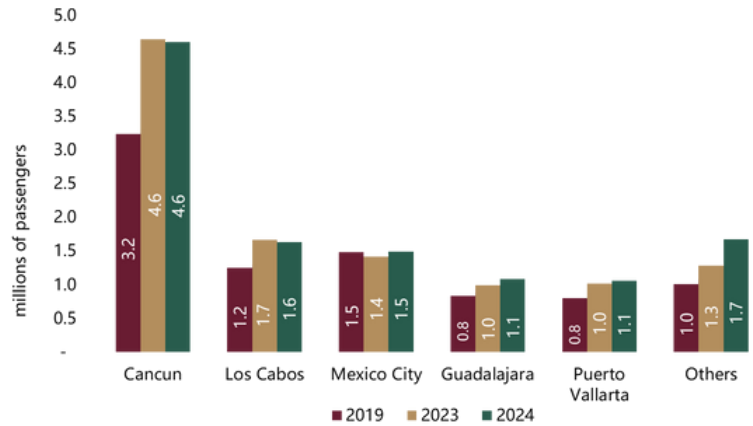


Note: In the graph, the sum of monthly data does not match the cumulative data for the period due to rounding of figures.

Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>

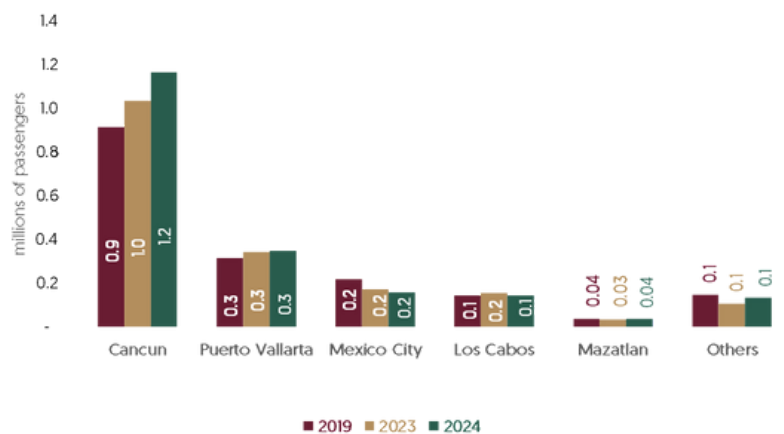
AMERICAN PASSENGERS TO MEXICO

From January to October 2024, **11.542 million** American passengers arrived by air, marking a **4.7%** increase compared to the same period in 2023. The majority arrived via the airports of Cancun and Los Cabos.



CANADIAN PASSENGERS TO MEXICO

From January to October 2024, **1.982 million** Canadian passengers arrived by air, representing an **8.0%** increase compared to the same period in 2023. The majority arrived at the airports of Cancun and Puerto Vallarta.





FOREIGN PASSENGERS TO MAIN AIRPORTS

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

January - October		Passenger Arrivals (thousands)		
	Airport	2023	2024	Var. %
1	Cancun, Q. Roo.	8,156,516	7,974,355	-2.2%
2	Mexico City, AICM.	3,501,240	3,473,140	-0.8%
3	Los Cabos, B.C.S.	1,883,548	1,837,674	-2.4%
4	Puerto Vallarta, Jal.	1,409,934	1,451,260	2.9%



January - October		Passenger Arrivals (thousands)		
	Airport	2023	2024	Var. %
5	Guadalajara, Jal.	1,060,725	1,158,237	9.2%
6	Monterrey, N.L.	285,096	314,522	10.3%
7	Tulum, Q. Roo.	N. d.	232,356	N. c.
8	Silao, Gto.	178,235	209,450	17.5%

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

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

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

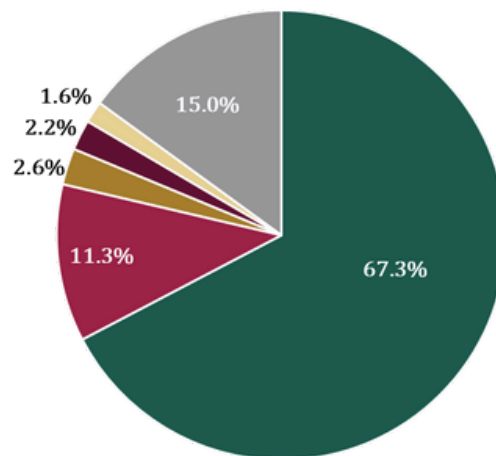
PASSENGERS BY COUNTRY OF RESIDENCE TO MEXICO

From January to October 2024, **16.481 million** foreign passengers arrived by air, a **5.3%** increase compared to the same period in 2023.

Top 5:

- **United States:** 11 million 95 thousand passengers, **+10.2%** higher than in 2023.
- **Canada:** One million 866 thousand passengers, **+10.7%** higher than in 2023.
- **Colombia:** 431,257 passengers, **-18.3%** less than in 2023.
- **United Kingdom:** 360,639 passengers, **-7.1%** lower than in 2023.
- **Argentina:** 256,084 passengers, **+7.2%** higher than in 2023.
- **Other nationalities:** 2 million 471 thousand passengers, **-10.2%** lower than in 2023.

Market Share



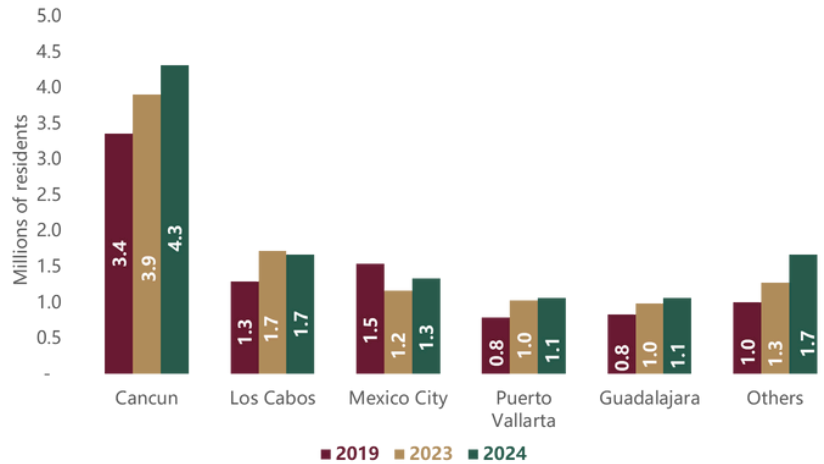
■ United States ■ Canada ■ Colombia ■ United Kingdom ■ Argentina ■ Other

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

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

US RESIDENTS TRAVELING TO MEXICO

From January to October 2024, **11.67 million** passengers residing in the United States arrived, marking a **10.2%** increase compared to the same period in 2023. The majority arrived through the airports of Cancun and Los Cabos.



CANADIAN RESIDENTS TRAVELING TO MEXICO

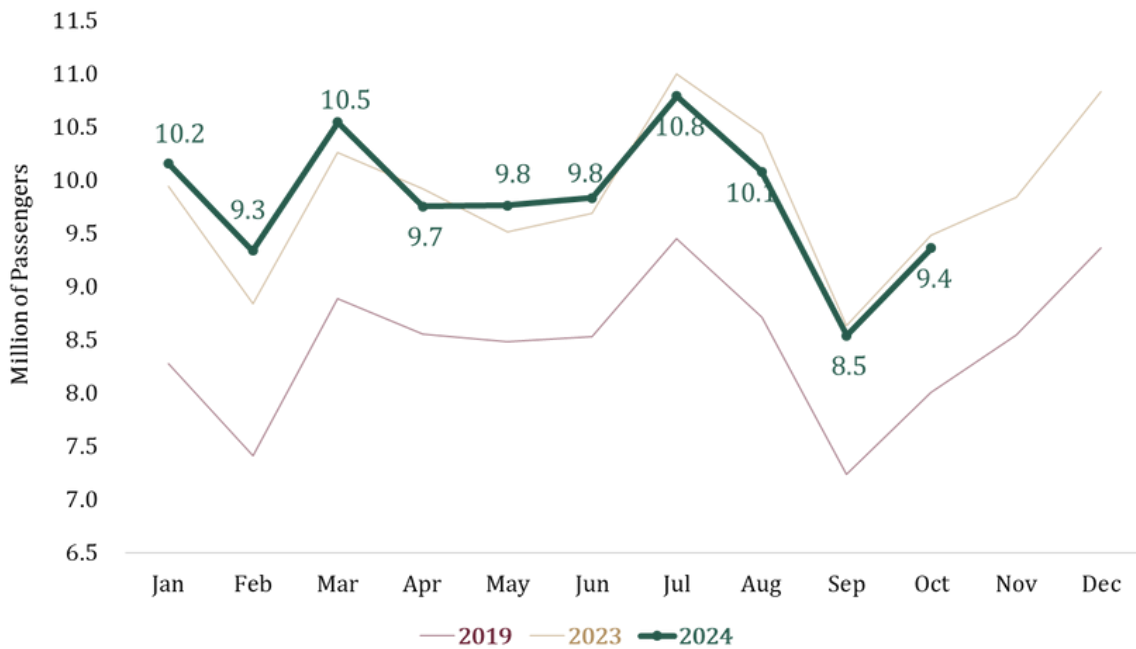
From January to October 2024, **1.866 million** passengers residing in Canada arrived, marking a **10.7%** increase compared to the same period in 2023. The majority arrived through the airports of Cancun and Puerto Vallarta.



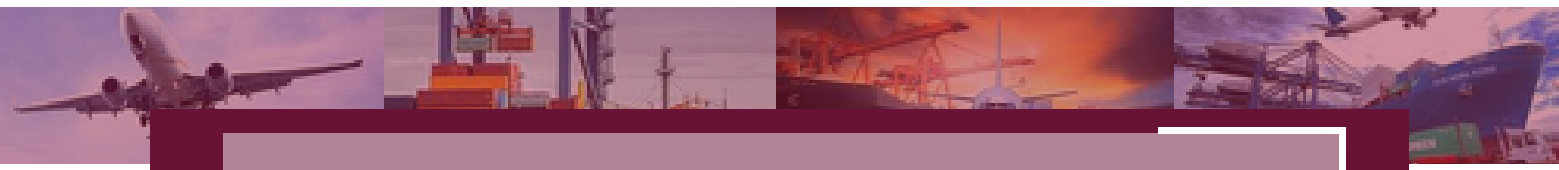


PASSENGERS ON DOMESTIC AND INTERNATIONAL FLIGHTS

From January to October 2024, a total of **98.125 million** air passengers were recorded, marking an increase of 429,182 passengers, or **0.4%**, compared to the same period in 2023.

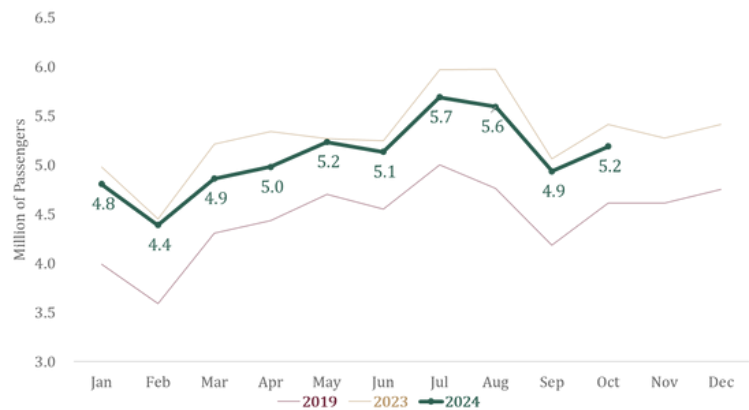


Preliminary figures for 2024.
Source: Federal Civil Aviation Agency (AFAC).



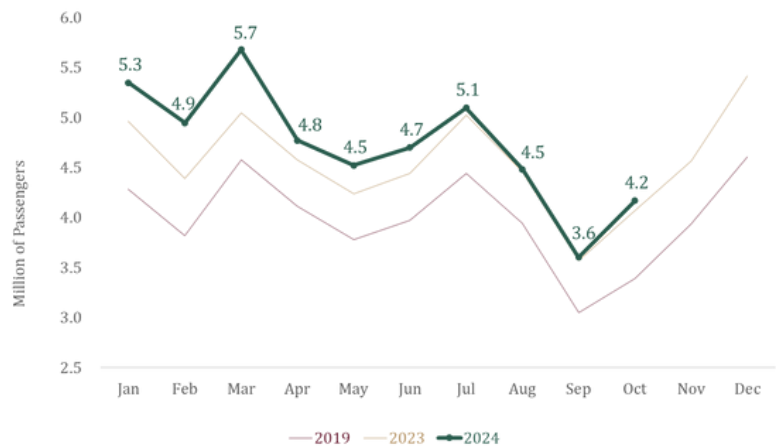
PASSENGERS ON DOMESTIC FLIGHTS

From January to October 2024, **50.828 million** passengers arrived on domestic flights, a decrease of 2.109 million passengers, or **4.0%**, compared to the same period in 2023.



PASSENGERS ON INTERNATIONAL FLIGHTS

From January to October 2024, **47.297 million** passengers arrived on international flights, an increase of 2.538 million passengers, or **5.7%**, compared to the same period in 2023.



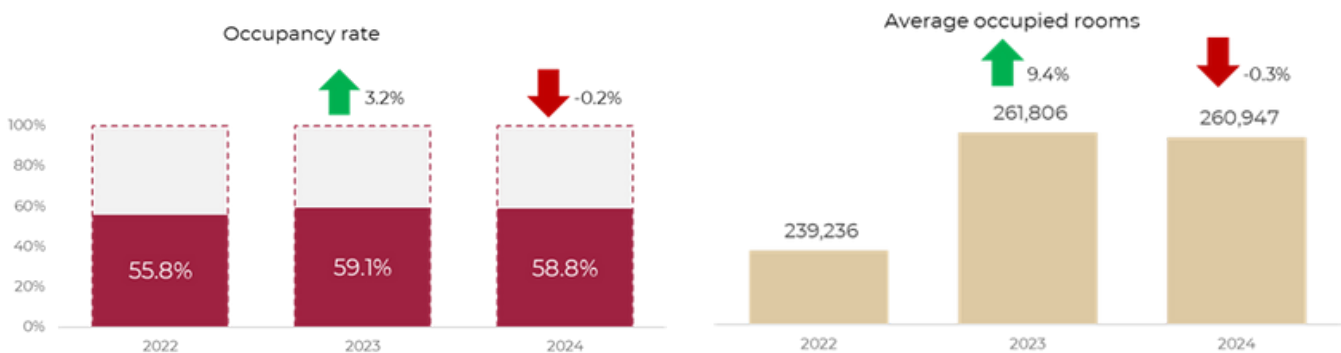
Preliminary figures for 2024.
Source: Federal Civil Aviation Agency (AFAC).



ACCOMMODATION

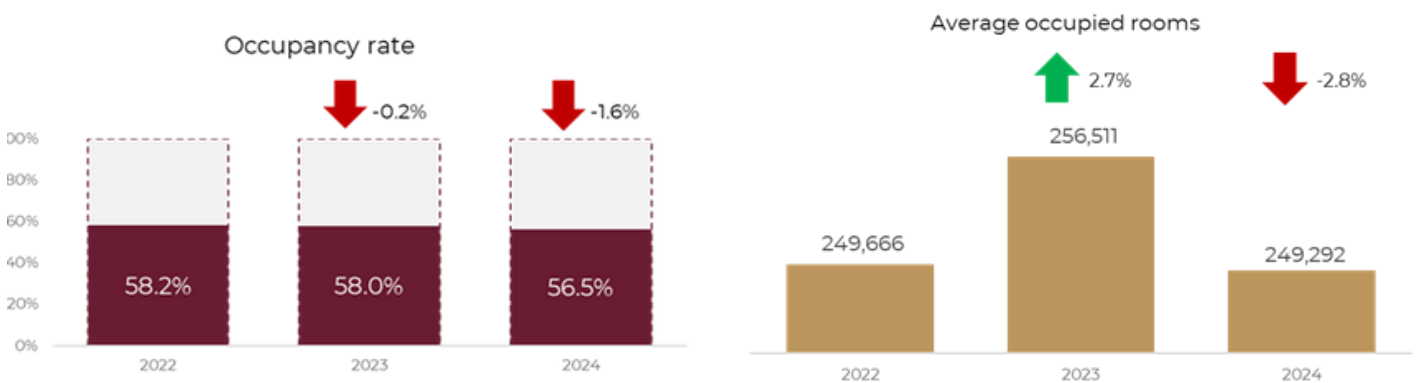
HOTEL OCCUPANCY RATE (CUMULATIVE JAN-OCT)

The hotel occupancy rate at 70 selected tourist centers was **58.8%** from January to October 2024, unchanged from the same period in 2023.



HOTEL OCCUPANCY RATE (OCTOBER)

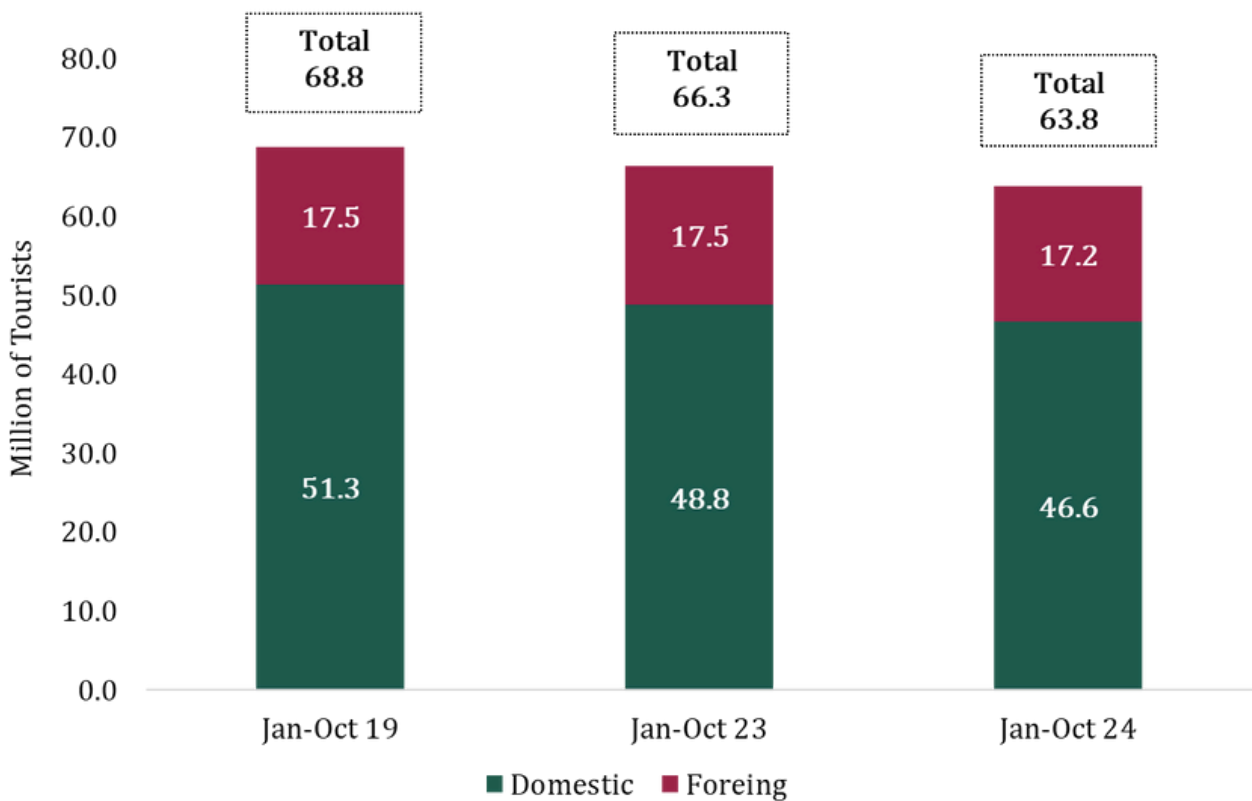
The hotel occupancy rate in the selection of 70 tourist centers was **56.5%** in October 2024, 1.6 percentage points lower than that observed in October 2023.



Note: In the graph, the sum of the data may not match the total due to rounding of the figures.
Source: Information from the 70 centers monitored by DataTur.

TOURIST ARRIVALS IN HOTEL ROOMS (CUMULATIVE JAN-OCT)

From January to October 2024, **51.800 million national tourists** arrived at hotel rooms, representing **73.1%** of the total, while **19.64 million international tourists** arrived, accounting for **26.9%** of the total.



Tourist arrival		
Percent Change 2024 - 2023		
	Nationals	Foreigners
October	-6.9%	1.3%
Cumulative January to October	-4.3%	-1.3%

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

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



OCCUPANCY PERCENTAGE BY TYPE OF CENTRE

In October 2024, occupancy rates were **57.0%** for Beach Centers and **56.0%** for City Centers.

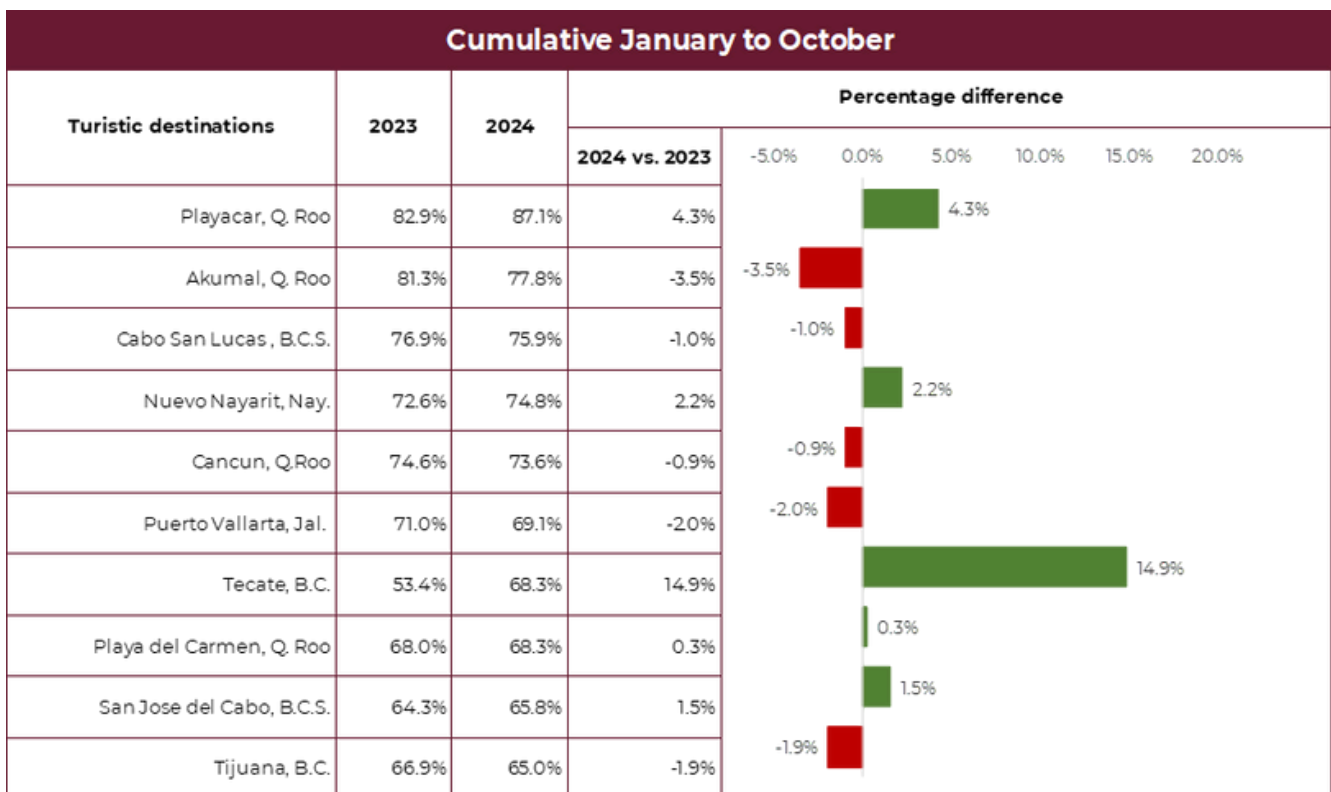
Center type	October		
	2023	2024	Percentage difference 2024 vs. 2023
Total	58.0%	56.5%	-1.6%
Beach centers	59.2%	57.0%	-2.2%
Cities	57.0%	56.0%	-1.0%

Center type	Cumulative January to October		
	2023	2024	Percentage difference 2024 vs. 2023
Total	59.1%	58.8%	-0.2%
Beach centers	66.1%	65.3%	-0.8%
Cities	52.9%	53.3%	0.4%

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

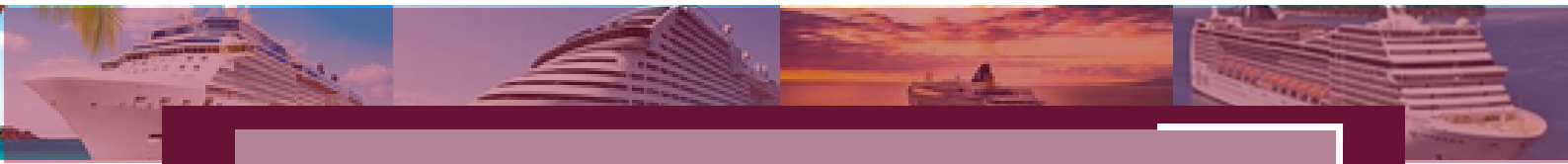
OCCUPANCY PERCENTAGE RANKING

In September 2024, Playacar (Q. Roo) and Akumal, Q. Roo stood out with hotel occupancy rates of **87.1%** and **77.8%**, respectively, marking increases of 4.3 and 3.5 percentage points compared to the same month in 2023.



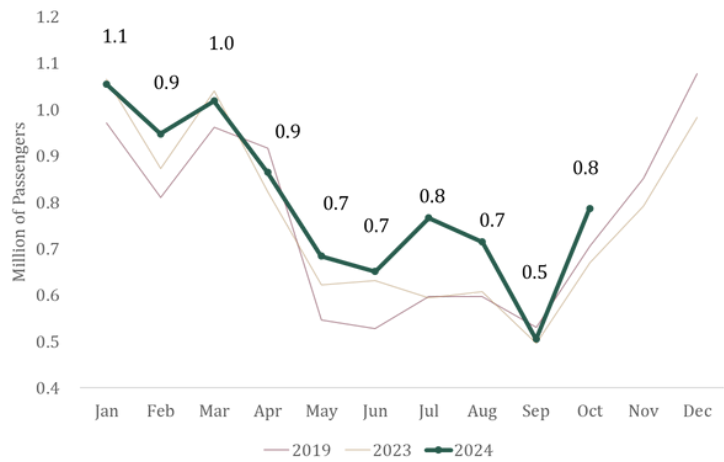


CRUISES



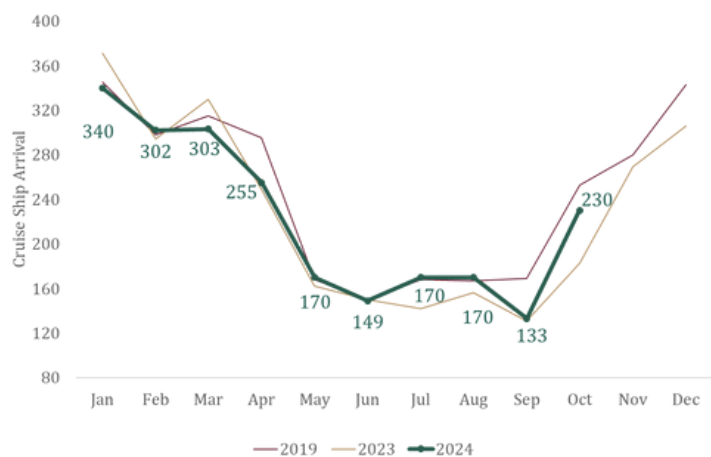
CRUISE PASSENGERS ARRIVALS

From January to October 2024, **7.994 million** cruise passengers arrived, marking a **7.7%** increase compared to the same period in 2023.



CRUISE SHIPS ARRIVALS

From January to October 2024, **2,222** cruise ships arrived at various ports in the country, representing a **2.5%** increase compared to the same period in 2023.



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

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

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



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

From January to October 2024, the ports receiving the most cruise ship passengers in Mexico were: Cozumel (Q. Roo), Majahual (Q. Roo), Ensenada (B.C.), Cabo San Lucas (B.C.S.), and Puerto Vallarta (Jal.), accounting for **91.0%** of the total passenger arrivals.

January - October		Cruise Ship Arrivals		
	Puerto	2023	2024	Var. %
1	Cozumel, Q. Roo.	905	1,004	10.9%
2	Majahual, Q. Roo.	348	401	15.2%
3	Ensenada, B.C.	259	220	-15.1%
4	Cabo San Lucas, B. C. S.	178	156	-12.4%
5	Puerto Vallarta, Jal.	142	122	-14.1%



January - October		Cruise Passenger Arrivals (thousands)		
	Puerto	2023	2024	Var. %
1	Cozumel, Q. Roo.	3,230,654	3,700,193	14.5%
2	Majahual, Q. Roo.	1,284,470	1,737,118	25.5%
3	Ensenada, B.C.	820,699	767,107	-6.5%
4	Cabo San Lucas, B. C. S.	560,196	548,536	-2.1%
5	Puerto Vallarta, Jal.	456,435	402,836	-11.7%

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



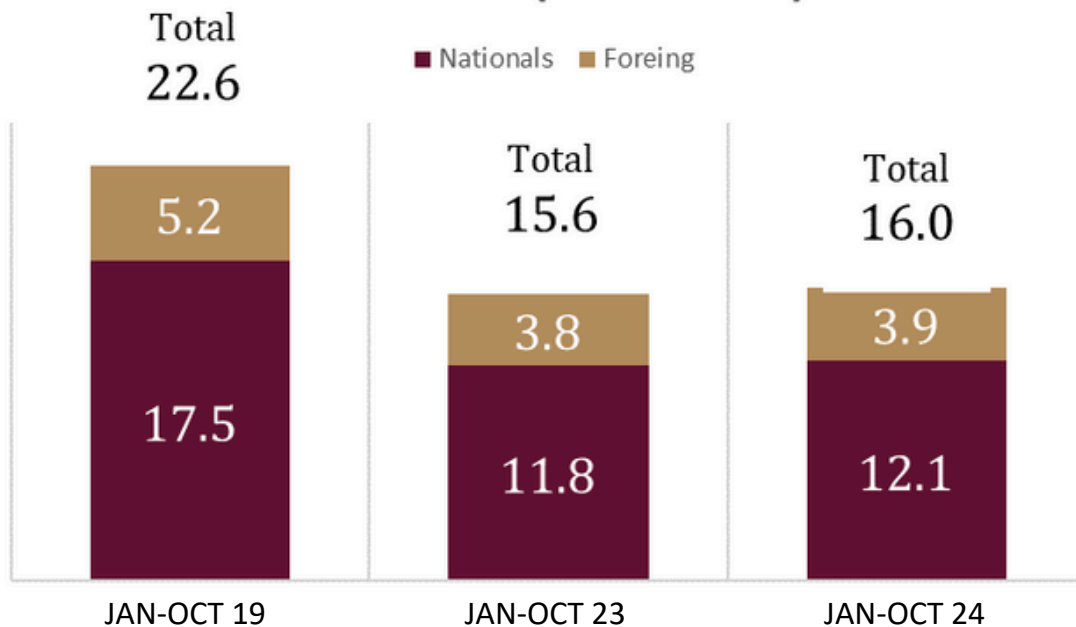
MUSEUMS AND ARCHAEOLOGICAL SITES



VISITORS TO MUSEUMS AND ARCHAEOLOGICAL SITES

From January to October 2024, the National Institute of Anthropology and History reported **16.500 million visitors** to museums and archaeological sites, an increase of 367,288 visitors, or **2.3%**, compared to the same period in 2023. Of the total, **75.3%** were national visitors and **24.7%** were international.

VISITORS (MILLIONS)





ECONOMY

NATIONAL TOURIST PRICE INDEX (INPT) OCTOBER 2024

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



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



**Restaurantes,
bares y similares**
+7.24%



**Autobús
foráneo**
+7.78%



**Servicios turísticos en
paquete**
+6.64%



Hoteles
+5.66%



**Cuotas de
autopista**
+2.14%

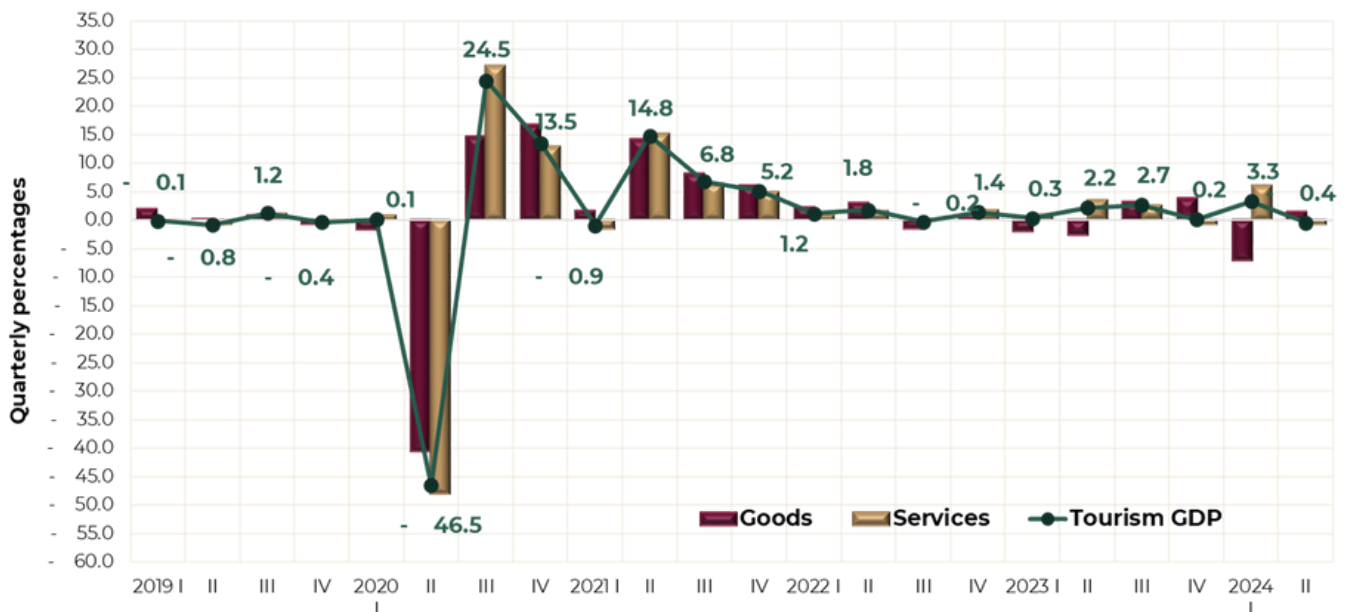


**Transporte
aéreo**
+1.95%

GROSS DOMESTIC PRODUCT OF TOURISM

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

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





ECONOMIC CONTEXT (BANK OF MEXICO)

Domestic

In the third quarter of 2024, national economic activity showed a seasonally adjusted quarterly growth rate higher than those observed in the previous three quarters, during which the economy displayed marked weakness. Specifically, after respective quarterly variations of 0.07%, 0.06%, and 0.36% in the previous three quarters, in the July-September period, GDP increased by 1.08% on a seasonally adjusted quarterly basis. In annual comparison, GDP showed a 1.6% year-on-year increase with seasonally adjusted data (the same annual variation as observed with unadjusted figures).

From a sectoral perspective, economic performance in the third quarter of 2024 reflected increases in all three major sectors of economic activity. Primary activities made a relatively high contribution to the growth of the period (seasonally adjusted quarterly variation of 4.93% and a contribution of 0.16 percentage points to overall economic expansion). Meanwhile, industrial activity grew for the second consecutive quarter and continued to show improvement (seasonally adjusted quarterly growth of 0.88%), although it was just slightly above the level observed in the second half of 2023. In turn, tertiary activities maintained an upward trend, even accelerating their quarterly growth rate, expanding by 1.05% with seasonally adjusted data.

On the demand side, it is expected that in the third quarter, private consumption recovered from the contraction observed in the previous quarter. However, growth in this aggregate so far this year has been lower than that observed in the same period of 2023. Regarding investment, it is anticipated that in the third quarter it continued to expand after the stagnation observed between the last quarter of 2023 and early 2024. Finally, it is estimated that the added value of exports improved relative to the previous quarter.

International

In the third quarter of 2024, global economic activity expanded at a pace similar to that observed in the previous quarter. Both advanced economies and emerging markets recorded growth close to that seen in the second quarter, although with heterogeneous behavior across countries. In the quarter covered by this report, purchasing managers' indices showed a wide divergence between the manufacturing and services sectors. The indices for October suggest that activity in the services sector continued to expand, albeit at a more moderate pace.

In the United States, economic activity registered solid growth in the third quarter, although slightly lower than that observed in the previous quarter. The Gross Domestic Product (GDP) increased at a seasonally adjusted quarterly rate of 0.70%, after having risen by 0.74% in the second quarter.

In the Eurozone, economic activity registered modest growth in the third quarter of the year, although at a slightly higher pace than observed in the second quarter. Available indicators suggest that the services sector continued to support activity, while manufacturing remained weak. As for the labor market, it remained resilient.

In the third quarter of the year, the main emerging economies showed growth similar to that observed in the previous quarter.

Global growth projections developed by international organizations for 2024 and 2025 remained relatively stable compared to those available mid-year. Thus, they continue to indicate that the projected growth rate for 2025 would be similar to that observed in 2023 and to the expected rate for the end of 2024.

