

# LOOKING PAST THE SUN AND BEACH

Joining the Top 10 ranking of most-visited countries made tourism a national priority for Mexico and solidified the sector as an important economic driver. This was largely the result of joint-promotional efforts undertaken by the public and private sectors. There could be trouble ahead, however, as the López Obrador's administration's austerity policy has limited the resources used for tourism promotion.

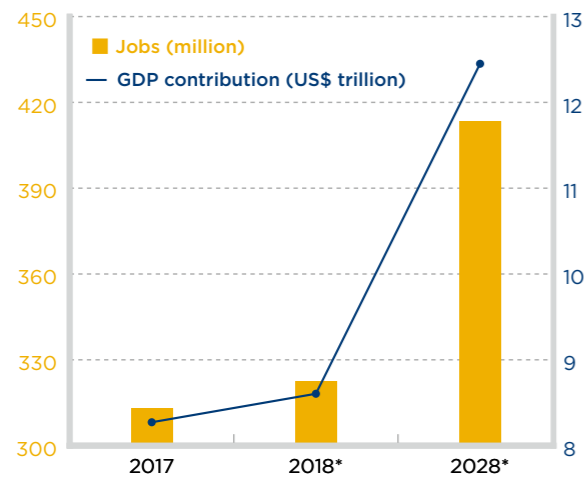
## WHAT TOURISM MEANS TO THE COUNTRY

In 2018, the tourism sector employed over **4.14 million people directly** (Number of people insured by IMSS)

That represents a **2% increase** from the number of people working in tourism in 2017

Tourism GDP growth between **January and September 2018** compared to the same period in 2017: **2.5%**

## GLOBAL EMPLOYMENT AND GDP CONTRIBUTION EXPECTATIONS FROM TOURISM



\*Estimates

## COUNTRIES MOST ATTRACTED TO MEXICO IN 2018 (number of visitors)

**US 10,496,435**

**Canada 2,155,387**

**UK 590,945**

**Colombia 557,614**

**Argentina 490,212**

**Brazil 389,605**

**Spain 386,258**

**Germany 289,776**

**France 286,848**

**Peru 257,138**

## IT'S NOT ALL BEACH AND SUN

**4<sup>th</sup>**

Mexico's ranking of most cities designated as **World Heritage**

**111**

Towns in the country with the "**Pueblo Mágico**" designation

**16.7**

Million people visited **the country's archaeological zones** in 2018

**10.6**

Million people visited **the country's museums** in 2018

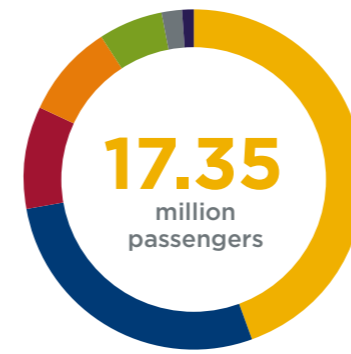
**2.59**

Million visitors the **National Museum of Anthropology** and the **National History Museum** attracted in 2018

**& 2.66**

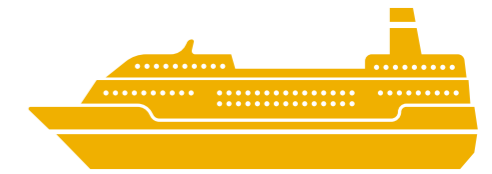
**74.09 million** tourists traveled by air around Mexico **in 2018**

## INTERNATIONAL TOURIST ARRIVALS PER AIRPORT IN 2018



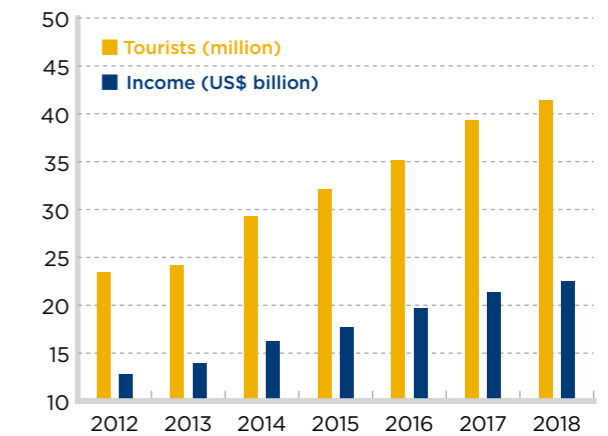
## HOTEL OCCUPANCY

Year	Hotel occupancy	Tourists in hotel rooms (million)
2017	61.2%	79.65
2018	60.9%	82.72



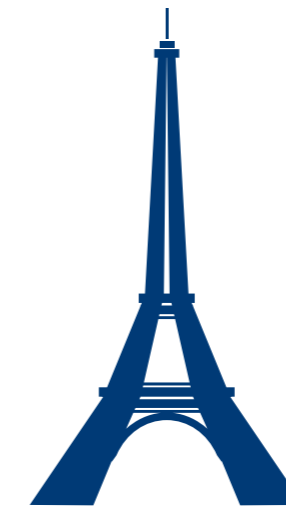
**7.85 million** tourists arrived to Mexico aboard **2,668 cruises** in 2018, an increase of **7.6%** from 2017

## INTERNATIONAL TOURIST ARRIVALS AND INCOME RECEIPTS IN MEXICO (2012-2018)



## MOST-VISITED COUNTRIES IN 2017 (million passengers)

1	France	86.9
2	Spain	81.8
3	US	76.9
4	China	60.7
5	Italy	58.3
6	Mexico	39.3
7	UK	37.7
8	Turkey	37.6
9	Germany	37.5
10	Thailand	35.4



## INTERNATIONAL INCOME RECEIPTS IN 2017 (US\$ billion)

1	US	210.7
2	Spain	68
3	France	60.7
4	Thailand	57.5
5	UK	51.2
6	Italy	44.2
7	Australia	41.7
8	Germany	39.8
9	Macao	35.6
10	Japan	34.1



Mexico registered **US\$21.3 billion** in receipts from international tourists in 2017, outside **the Top 10** countries in this category. **In 2018**, this figured increased to **US\$22.5 billion**

## BIG SPENDERS IN INTERNATIONAL TOURISM IN 2018 (US\$ billion)

