

Mexico

Tourism in the economy

Tourism is recognised as an important economic sector in Mexico which is highly resilient, flexible and adaptable. Tourism accounted for approximately 8.7% of national GDP and 5.9% of national employment in 2013.

International arrivals and receipts have grown strongly since 2009. In 2014, international travellers generated revenues of around USD 16.2 billion, an increase of 16.2% over 2013. This accounts for over 65% of Mexico's exports in services. While overnight trips and expenditure abroad by Mexicans also grew strongly (rising by 14.8% and 5.3% respectively), the surplus in the tourism balance payments increased to record levels in 2014.

In 2014, international tourist arrivals increased by 21.5% over 2013, reaching a total 29.4 million placing Mexico in 10th position in the global tourist arrivals ranking. Arrivals of 23.4 million were recorded between January-September 2015, corresponding to an increase of 9.2% compared with the same period in 2014.

Tourism governance and funding

The Federal Ministry for Tourism in Mexico SECTUR is the lead government body with responsibility for tourism policy, planning, development, quality and regulation.

In 2013, the President of Mexico ordered the creation of the Federal Tourism Cabinet, a high level group chaired by the President with the purpose of co-ordinating efforts to stimulate tourism. The Cabinet is in charge of identifying, co-ordinating and evaluating strategies, programmes and actions related to the Tourism Sectoral Plan 2013-18 (PROSECTUR). The Federal Tourism Cabinet includes 10 permanent members representing those ministries most relevant to tourism, with a further 12 invited agencies. The work of the Cabinet is undertaken by nine working groups covering each of the identified policy priority areas: institutional co-ordination; connectivity and infrastructure; registration, quality and certification; facilitating investment and financing; travel facilitation; effective promotion; security; and innovation, competitiveness, product development and gastronomy.

The Mexico Tourism Board is the organisation entrusted to co-ordinate, design and develop the national and international strategies for tourism promotion and for promoting Mexico's destinations and offer.

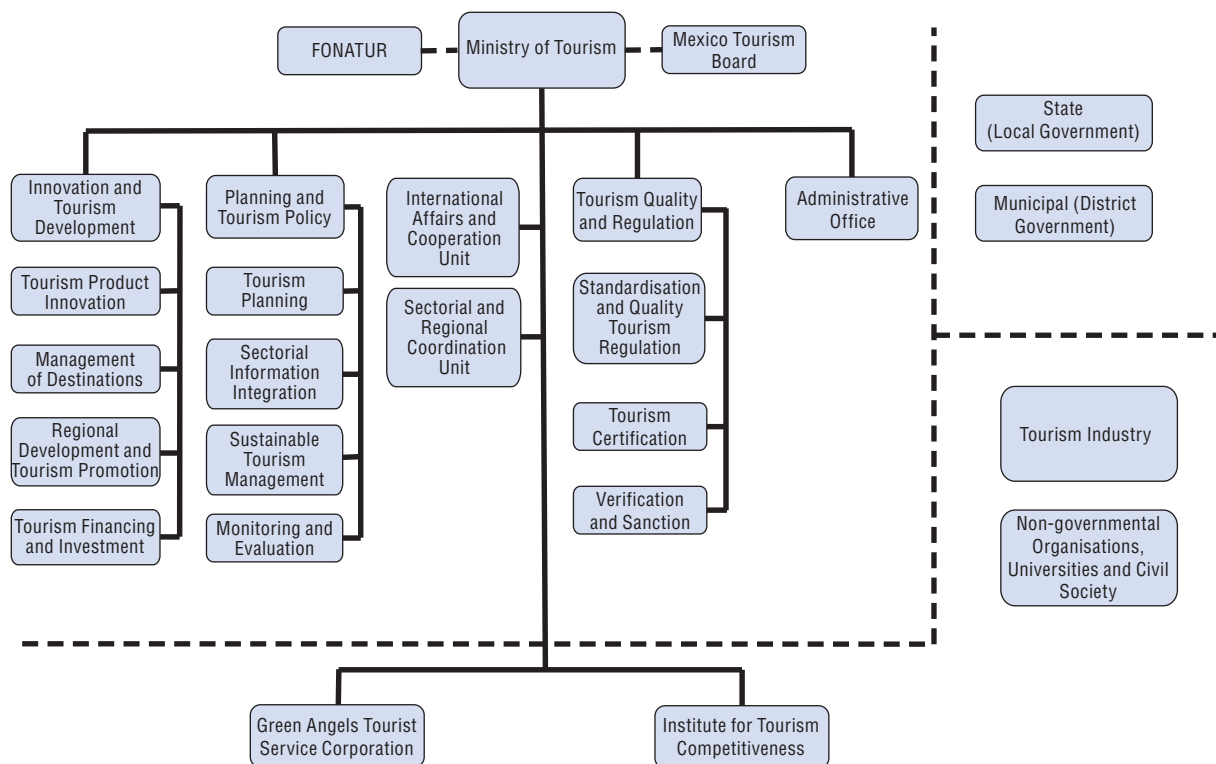
The National Fund for Tourism Development (FONATUR) acts as a facilitating instrument for foreign investors. It was created by the Ministry of Finance and is co-ordinated by the Ministry of Tourism. FONATUR's objectives are to promote investment, create jobs, improve social welfare and encourage national and regional development. It engages in the development of destinations (integrally planned resorts) and tourism

products. FONATUR's functions include conducting feasibility studies, developing destination master plans, project management, executing infrastructure projects and engagement with various forms of financing.

The Programme for Regional and Sustainable Development (PRODERETUS) provides subsidies for tourism infrastructure and equipment. It is a joint programme with local government. Through this initiative the Federal Ministry of Tourism works directly with the State Governments by providing economic resources to improve destinations. In 2014, the Federal Ministry provided MXN 1 494 million in funding for this programme, with the State Governments providing a further MXN 1 164 million.

The overall public budget for tourism in 2014 was MXN 6.1 billion.

Mexico: Organisational chart of tourism bodies



Source: OECD, adapted from the Ministry of Tourism, 2016.

Tourism policies and programmes

Tourism in Mexico faces a number of challenges and opportunities. These include connectivity, development of destinations around the country and financing.

Connectivity challenges relate to all forms of transport and affect both incoming tourism and travel within the country. This has been identified as a high priority issue in consultation with tourism stakeholders. Identified challenges include: inadequate airport infrastructure in the centre of the country, limiting positioning as a passenger hub; wide disparity in the use of airports, with some underused and some congested; lack of quality urban mass transport systems in many cities; poor physical condition of the road system; a very limited and inadequate network of rail services with poor co-ordination between operators; inability of certain ports to benefit from the rapidly growing cruise market to

Mexico; and the need for recognition for tourism interests and to influence other sectors with respect to infrastructure and transport planning.

Challenges and opportunities for destination development centre on the need to spread and promote more effectively the strong tourism assets that exist in many areas of the country. This includes exploiting Mexico's cultural traditions, world class dining, natural diversity and beautiful beaches. There are also new opportunities to attract growing segments in medical tourism, ecotourism and the meetings market.

A range of financial issues have been identified as obstacles to growth. These include: limited budgets for tourism; diverse regulatory frameworks at a local level; outdated outlook on tourism by financial institutions; lack of formal financial processes and professionalism in many tourism SMEs; and difficulties in obtaining credit.

These challenges and others are being addressed through a set of relevant policies and actions. Mexico's National Development Plan 2013-18 recognises the importance of tourism for creating jobs, developing markets for SMEs and preserving the natural and cultural richness of the country.

Derived from this, the Tourism Sectoral Plan 2013-18 sets out five objectives to:

- Transform the tourism sector and strengthen collaboration schemes and joint responsibility to tap the tourism potential,
- Strengthen the comparative advantages of the tourism offer,
- Facilitate financing and public-private investment in projects with tourism potential,
- Boost tourism promotion in order to contribute to market diversification and facilitate development and growth of the sector,
- Promote sustainable development of tourism destinations and increase the social and economic benefits of the recipient communities.

The need for tourism to be taken into account in infrastructure and transport planning has been reflected in the fact that a dedicated section on tourism has for the first time been included in the National Infrastructure Plan 2013-18. The Plan focuses on balanced regional development, urban development and connectivity logistics.

A number of actions are being taken to address connectivity issues. Bilateral air transport agreements have been signed with an increasing number of countries. Planning for the new Mexico City Airport is underway, with the first phase involving three runways and an ability to receive 50 million passengers annually by 2020. In further phases this will expand to six runways and a capacity of 120 million passengers annually. The National Infrastructure Plan also includes proposals to develop the role of other airports, introduce passenger train services to various destinations, and a road improvement programme. To improve awareness of tourism and strengthen co-ordination, the Mexico Tourist Board is leading the Federal Tourism Cabinet's Working Group on Connectivity and Infrastructure.

Actions to simplify visa procedures, modernise and streamline entry processes, increase duty-free franchises, train staff at entry points and introduce further use of relevant technology are also facilitating travel to Mexico.

Climate change and sustainability are important issues affecting Mexico's tourism policies and actions. The Ministry of Tourism participates in the Inter-Ministerial Commission on Climate Change. It has also established a Sustainable Tourism Programme which includes agreements with international bodies for the promotion of sustainability

standards and certification. The Programme includes actions to support climate change adaptation and mitigation, energy efficiency in tourism enterprises, ecotourism in protected natural areas, water management in destinations, and the measurement and reduction of greenhouse gas emissions. Specific destinations have been identified as sustainable development areas for tourism and for research and adaptation programmes on climate change.

Destination management and development programmes have been supported by FONATUR in their programme for tourism product development and integrally planned resorts. In addition in 2014 the President re-launched the Magical Towns Programme which brings together federal, state and municipal resources for the sustainability and long term development of communities (Box 1.10).

Statistical profile

Table 1. Mexico: Domestic, inbound and outbound tourism

	2010	2011	2012	2013	2014
TOURISM FLOWS, THOUSAND					
Domestic tourism					
Total domestic trips
Overnight visitors (tourists)	68 561	71 291	74 668	78 527	80 746
Same-day visitors (excursionists)
Nights in all types of accommodation
Hotels and similar establishments	112 868	121 385	126 933	129 356	143 035
Specialised establishments
Other collective establishments
Private accommodation
Inbound tourism					
Total international arrivals	81 953	75 732	76 749	78 100	81 042 p
Overnight visitors (tourists)	23 290	23 403	23 403	24 151	29 346 p
Same-day visitors (excursionists)	58 664	52 329	53 346	53 950	51 696 p
Top markets					
United States	18 993	18 956	18 658	18 940	23 399 p
Canada	1 460	1 563	1 572	1 599	1 677 p
United Kingdom	296	330	363	414	459 p
Spain	287	280	279	282	310 p
France	170	187	203	200	214 p
Nights in all types of accommodation
Hotels and similar establishments	55 653	54 551	57 527	63 765	70 718
Specialised establishments
Other collective establishments
Private accommodation
Outbound tourism					
Total international departures	91 658	88 113	87 493	90 787	90 653
Overnight visitors (tourists)	14 334	14 799	15 581	15 911	18 652
Same-day visitors (excursionists)	77 323	73 314	71 913	74 875	72 001
Top destinations					
..
..
..
..
..
TOURISM RECEIPTS AND EXPENDITURE, MILLION USD					
Inbound tourism					
Total international receipts	12 628	12 457	13 320	14 311	16 606
International travel receipts	11 992	11 869	12 739	13 949	16 208
International passenger transport receipts	636	589	581	362	398
Outbound tourism					
Total international expenditure	9 001	9 704	10 734	11 970	12 565
International travel expenditure	7 255	7 832	8 449	9 122	9 606
International passenger transport expenditure	1 746	1 872	2 286	2 848	2 959

.. Not available; p Provisional data

Disclaimer: <http://oe.cd/disclaimer>

Source: OECD Tourism Statistics (Database).


StatLink  <http://dx.doi.org/10.1787/888933320258>

Table 2. **Mexico: Enterprises and employment in tourism**

	Number of establishments	Number of persons employed				
	2014	2010	2011	2012	2013	2014
Total	..	2 236 388	2 228 487	2 278 749	2 315 182 p	..
Tourism industries	75 907 p	1 659 756	1 657 952	1 697 508	1 730 631 p	..
Accommodation services for visitors	..	140 431	136 144	134 455	138 687 p	..
Hotels and similar establishments	18 711 p
Food and beverage serving industry	50 244 p	775 165	777 970	814 234	839 378 p	..
Passenger transport	..	357 462	359 468	360 557	364 397 p	..
Air passenger transport
Railways passenger transport
Road passenger transport
Water passenger transport
Passenger transport supporting services
Transport equipment rental
Travel agencies and other reservation services industry	6 952 p	17 844	18 146	19 036	19 224 p	..
Cultural industry	..	11 537	11 249	11 791	11 656 p	..
Sports and recreation industry	..	41 018	40 976	41 412	42 252 p	..
Retail trade of country-specific tourism characteristic goods	..	316 299	313 999	316 023	315 037 p	..
Other country-specific tourism industries
Other industries	..	576 632	570 535	581 241	584 551 p	..

.. Not available; p Provisional data

Disclaimer: <http://oe.cd/disclaimer>

Source: OECD Tourism Statistics (Database).

StatLink  <http://dx.doi.org/10.1787/888933320266>Table 3. **Mexico: Internal tourism consumption**


Million MXN

	2013		
	Domestic tourism consumption	Inbound tourism consumption	Internal tourism consumption
Total
Consumption products	1 830 890 p	208 485 p	2 039 375 p
Tourism characteristic products	1 327 948 p	179 067 p	1 507 016 p
Accommodation services for visitors	129 812 p	43 687 p	173 499 p
Food and beverage serving services	201 276 p	59 887 p	261 164 p
Passenger transport services	446 952 p	24 520 p	471 473 p
Air passenger transport services
Railways passenger transport services
Road passenger transport services
Water passenger transport services
Passenger transport supporting services
Transport equipment rental services
Travel agencies and other reservation services industry	19 204 p	2 358 p	21 561 p
Cultural services	4 243 p	3 058 p	7 301 p
Sports and recreation services	17 133 p	12 269 p	29 402 p
Country-specific tourism characteristic goods	509 327 p	33 288 p	542 616 p
Country-specific tourism characteristic services
Other consumption products	502 941 p	29 418 p	532 359 p
Tourism connected products
Non-tourism related consumption products
Non-consumption products

.. Not available; p Provisional data

Disclaimer: <http://oe.cd/disclaimer>

Source: OECD Tourism Statistics (Database).

StatLink  <http://dx.doi.org/10.1787/888933320270>



From:
OECD Tourism Trends and Policies 2016

Access the complete publication at:
<http://dx.doi.org/10.1787/tour-2016-en>

Please cite this chapter as:

OECD (2016), "Mexico", in *OECD Tourism Trends and Policies 2016*, OECD Publishing, Paris.

DOI: <http://dx.doi.org/10.1787/tour-2016-28-en>

This work is published under the responsibility of the Secretary-General of the OECD. The opinions expressed and arguments employed herein do not necessarily reflect the official views of OECD member countries.

This document and any map included herein are without prejudice to the status of or sovereignty over any territory, to the delimitation of international frontiers and boundaries and to the name of any territory, city or area.

You can copy, download or print OECD content for your own use, and you can include excerpts from OECD publications, databases and multimedia products in your own documents, presentations, blogs, websites and teaching materials, provided that suitable acknowledgment of OECD as source and copyright owner is given. All requests for public or commercial use and translation rights should be submitted to rights@oecd.org. Requests for permission to photocopy portions of this material for public or commercial use shall be addressed directly to the Copyright Clearance Center (CCC) at info@copyright.com or the Centre français d'exploitation du droit de copie (CFC) at contact@cfcopies.com.