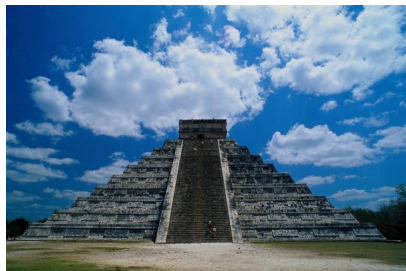


MEXICAN TOURISM ACHIEVED RECORD EARNINGS IN 2014



The Bank of Mexico (Banxico), the federal agency, reported that during 2014 the tourism revenue reached over 16 billion dollars

According to their annual report, this figure represents an increase of 16.6% over 2013 and more than 27% compared to 2012.

In absolute terms, **foreign exchange earnings from overseas visitors were 2 billion 308.9 million dollars higher than in 2013** and more than 3.5 billion dollars higher than revenues generated in 2012.

Banxico data show that revenues from air tourism grew by 20.3%, reaching 12 billion 762.7 million dollars in 2014. The Tourism Ministry (Sectur) announced that revenues from air tourism account for 78.5% of total revenue from international visitors.

According to the central bank report, **last year a total of 29.1 million international visitors came to Mexico, nearly five million more than in 2013**, and exceeding the most optimistic forecasts.

The figure represents an increase of 20.5% and the 37% increase in trans-border tourism had a striking effect on this result, representing an absolute increase of more than 3.5 million tourists.

Air tourism also increased by 10% and reached a total of 13.4 million visitors, over 1.2 million more tourists than in 2013.

In 2014 too there was a reported increase of 9.4% in average air tourist spending which reached a total of \$949.5, according to the federal agency.

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