

# MEXICO TO INCREASE THE TOURIST TAX



Traveling to Mexico is to become more expensive. The executive branch has mandated an initiative to raise the DNR (Non-Resident Fee), a fee for visitors without a permit to undertake paid work, which they pay upon entering Mexico and which would mean an increase of 6%. The increased tourist tax was confirmed by Tourism Secretary, Enrique de la Madrid.

However, the official emphasized that there is a second proposal by Senator Félix González Canto, Chair of the Senate Tourism Committee, **which would involve raising the fee from 390 to 450 pesos, an increase of 15.3%.**

"We don't know which of the two increases it's going to be, but with the increase in the DNR we will have more revenue for development and immigration and that could help to alleviate our needs in these two areas. We have international commitments that we have to fulfil," said the Tourism Secretary.

Currently, 70% of the revenue from the DNR is directed to tourism in Mexico, specifically to the Mexican Tourism Promotion Council (CPTM), 10% goes to the National Fund for Tourism Development (FONATUR), and the remaining 20% is allocated to the National Migration Institute (INM).

Lourdes Berho, general director of the CPTM, said **the increased tourist tax would "help offset the budget cuts being experienced by all government institutions.** However, it is not the only solution but rather a matter of making strategic use of the resources we have to avoid having to curtail the promotional efforts required to generate the demand we have to generate".

He denied that the CPTM is considering closure of their offices abroad in view of the cuts in the budget allocated to the agency. "We are optimizing their function and making them more productive."

Among the projects for which the Mexico Tourism Board has committed to pay are the Formula 1 Competition, the Cirque du Soleil Show Luzia and the NFL Championship Games to be held in the country.

Sergio Allard, president of the National Chamber of Air Transportation (CANAERO), said the increase of the tourist tax is globally competitive, so it will not affect the demand as the airlines are responsible for collecting the fee in the cost of the ticket.

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