

MEXICO EXPECTS INCREASED HOTEL OCCUPANCY AND SUMMER TOURISM REVENUES



According to the Ministry of Tourism (Sectur), Mexico anticipates economic gains of 776,700 million pesos (equivalent to 45,578 million US dollars) from the influx of domestic and foreign visitors during the summer 2023. The hotel occupancy has been increasing.

According to Miguel Torruco, the Secretary of Tourism, "Summer Vacation Operation 2023" is expected to attract around 55.4 million Mexican and foreign tourists to visit various scenic locations nationwide.

The summer season in Mexico began on July 12 and will have an extension of 47 days until August 27.

The Mexican hotel sector expects the accommodation of 24.3 million tourists, of which they estimate that 73% will be Mexicans and the rest foreigners.

According to the Mexican government's projections, there will be a 6.6% increase in the number of accommodations available for the summer of 2023 compared to the same period in 2022. This number is expected to be similar to that of 2019.

For lodging this summer, Torruco foresees revenues of 70,720 million pesos (4,149 million dollars). At least 27.4 million Mexican tourists and 3.6 million foreigners will use accommodations other than hotels, such as family or friends' homes and second homes. In this sense, Torruco predicted hotel occupancy would reach 63%, three percentage points higher than in 2022.

According to predictions, the Riviera Maya will have the highest hotel occupancy rate at 83% for beach destinations. Mazatlan follows closely behind at 82.5% and Cancun at 80.3%.

Based on current data, Tijuana (Baja California) and Monterrey (Nuevo León) are expected to have the highest hotel occupancy rates at 71%, surpassing Mexico City at 68.5%, as well as Puebla and Querétaro at 66%.

Mexican destinations such as Mérida (Yucatán), Oaxaca, Guadalajara (Jalisco), and Aguascalientes are also expected to have occupancy rates above 60%.

Meanwhile, for the places called magical cities, Tulum (Quintana Roo) is expected to reach 84% hotel occupancy; Isla Mujeres (Quintana Roo), 65%; Loreto (Baja California), 59.5%; Palenque (Chiapas), 45%; San Cristóbal de las Casas (Chiapas), 44% and Comitán de Domínguez (Chiapas), 40%.

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