

CULTURAL TOURISM IN MEXICO GREW 27% FROM JANUARY TO AUGUST



According to a report by the Ministry of Tourism (SECTUR), the total number of domestic and foreign visitors to archaeological sites and museums in Mexico from January to August was 12,756,000, showing annual growth of 27.2 percent. In the same period of 2022, the number of travelers in this segment was 10,027,000.

Cultural tourism refers to travel motivated by the desire to understand a society or social group's unique spiritual and material elements at a specific destination. SECTUR emphasized that this sector is vital in transforming host communities' living conditions through sustainable and inclusive tourism development policies.

As per the report, the number of people visiting museums in Mexico from January to August 2021 was 5,374,000, a 75% increase from the previous year. The report also stated that the number of domestic visitors increased by 85.6%, while the number of international visitors increased by 21.7%.

The report further mentioned that the most visited museums were the National Museum of History and Anthropology, the Templo Mayor, the National Museum of Cultures, and the Fort of San Juan Ulua.

Similarly, the number of people visiting archaeological sites in the country from January to August 2021 was 7,381,000, which shows an annual growth of 6.1%. The most visited sites were Chichen Itza, Teotihuacan, Tulum, and Monte Alban.

The report also revealed that the number of domestic visitors to these sites increased by 2.5%, and foreign visitors increased by 13.3%.

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