



Consolidation of International Traveler Surveys (ITS*) within the framework of Mexico's Information System

November 2025



* EVI for its acronym in Spanish.



International tourism in Mexico

The phenomenon of international tourism in Mexico has shown significant evolution in recent years within the framework of the National System of Statistical and Geographical Information (NSSGI*).

Generating its statistics on a monthly basis requires collaborative work and harmonization among different government and public institutions, which together contribute individual data (administrative records) for the conformation of the sampling frame of International Traveler Surveys.

Data collection is carried out in economic service units established in the Mexican territory



Airports



Ports



Border Points

* SNIEG for its acronym in Spanish.

International recommendations



International Recommendations for Tourism Statistics (IRTS) 2008.



International Recommendations for Tourism Statistics 2008 Compilation Guide.



Balance of Payments and International Investment Position Manual, Sixth Edition (BPM6) 2009.



Recommendations on Statistics of International Migration Revision 1 (1998).

Conceptual desing



Situations in which the country of residence of the traveler is different from the country or countries visited (duration < one year).

¹ Overnight visitors
² Excursionists

Conceptual desing

	VARIABLE	
Common	Residence	Non border
	Place visited	
	Number of individuals or travel parties in the travel group	
	Main purpose of a tourism trip	
	Total tourism expenditure	
Border	Number of cities or countries visited	
	Tourist package and cost of airline tickets	
	Number of visits to Mexico or abroad	
	Money remittances and/or gifts by kind	
	Frequency of visits to the border area	
	Duration of a trip or visit	

Data collection



Six printed questionnaires in both languages (English and Spanish) according to concept, type of flow and modes of transport.

Information is obtained at 13 states, 24 land ports, 9 airports and 6 seaports for a total of **39 data collection points**.

Statistical desing

INEGI, as the national statistical office, works in coordination with various government and public institutions to produce international tourism statistics in Mexico.

Temporary coverage

✓ Monthly

Geographical coverage

✓ National

Sampling scheme

✓ Stratified and multistage

Sample size¹

✓ 24,156 interviews

Sources of official information (government and public institutions)



Number of entries by state and point of entry, according to type of stay.



Number of land entries of Mexican residents living abroad, by state and point of entry along Mexico's northern border.



Passenger statistics by type of aviation for each airport in Mexico.



Cruise ship arrivals and number of passengers at each port in Mexico.

Main users

National



Banco de México
Balance of payments



Secretaría del Turismo
Statistical Compendium of Mexico and DataTur



Colegio de la Frontera Norte
Northern Border Tourism Statistics



Instituto Nacional de Estadística y Geografía
Tourism Satellite Account

International



UN Tourism

UN Tourism
Tourism ranking



Organization for Economic Co-operation and Development (OECD)
Collaboration of statistical data on residence, destination visited, travel group, and length of stay



U.S. Office of Travel and Tourism, CIC Research, and XBorder Research
Collaboration on statistical data about air passengers between the United States and abroad, and between the United States and Mexico

Statistical offer

Main variables ¹

Number of visitors

Total tourism expenditure

Average tourism expenditure

Main purpose of a tourism trip

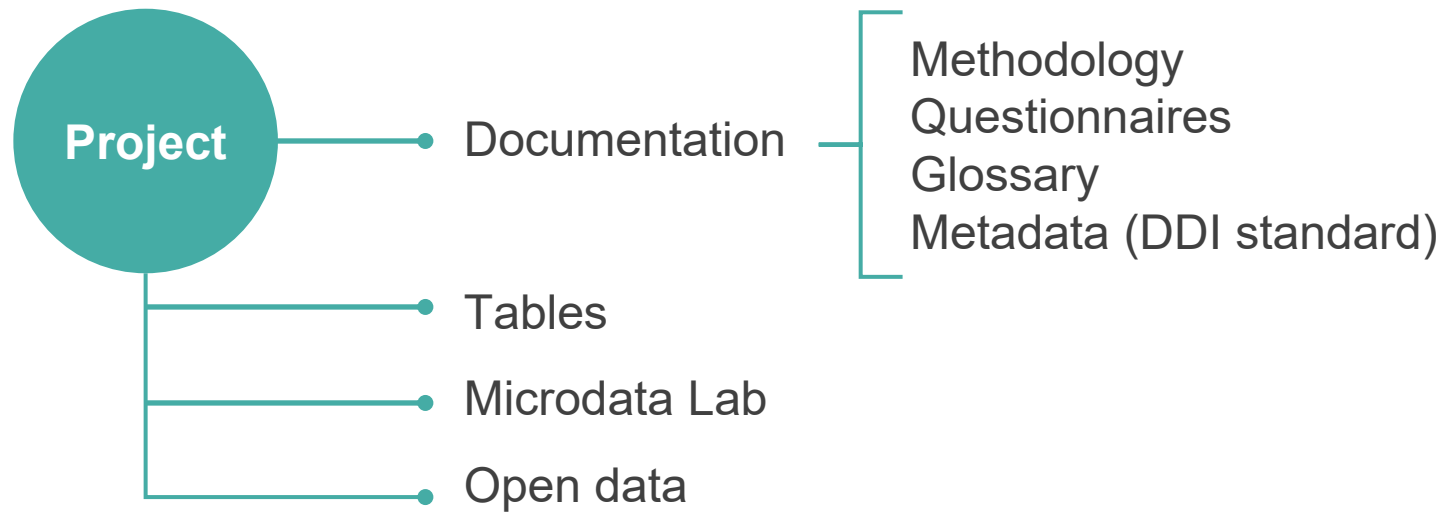
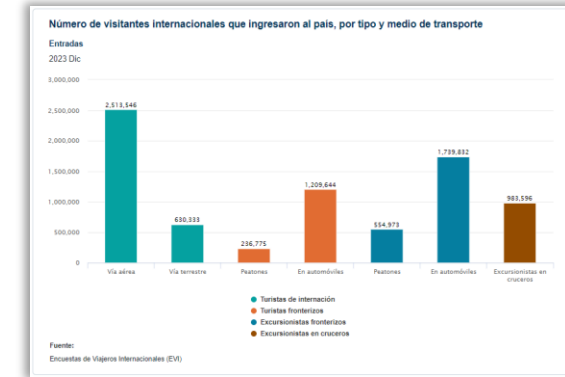
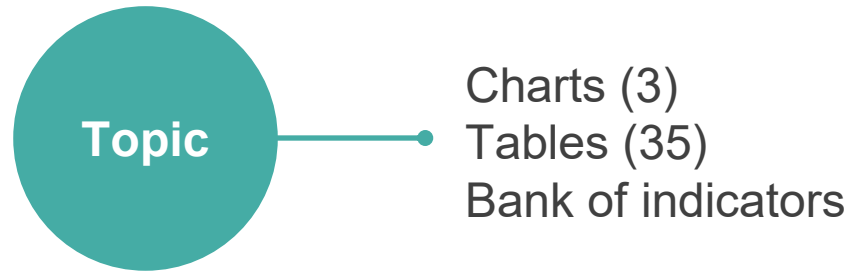
Press
room

Monthly publication of **Press
Releases and Technical
Notes**



¹ Information as of January 2017 for the main variables and as of August 2018 for the travel purpose.

Data dissemination



¹ Information as of January 2017 for the main variables and as of August 2018 for the travel purpose.

Final remarks

- It is essential for generating tourism statistics in Mexico, that INEGI is in continuous collaboration with government and public institutions to establish the processes and criteria for information exchange.
- As coordinator of the National System, INEGI promotes the use of guidelines and methodologies in accordance with national and international recommendations for use by institutions, achieving harmonization among information sources and thus consolidating its statistics.



THANK YOU

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