

SECRETARÍA DE TURISMO
MÉXICO

TOURISM STATISTICS

MADRID, ESPAÑA

**TOURISM
MINISTRY**

**BASIC
STATISTICS**

**NATIONAL
INSTITUTE OF
STATISTICS**

**NATIONAL
ACCOUNT
& TSA**

**CENTRAL
BANK**

**BALANCE OF
PAYMENTS**

**IMMIGRATION
OFFICE**

**BASIC
STATISTICS**

**TECHNICAL COMMITTEE OF STATISTICS
AND GEOGRAPHY**

**TOURISM
MINISTRY**

**NATIONAL
INSTITUTE OF
STATISTICS**

**CENTRAL
BANK**

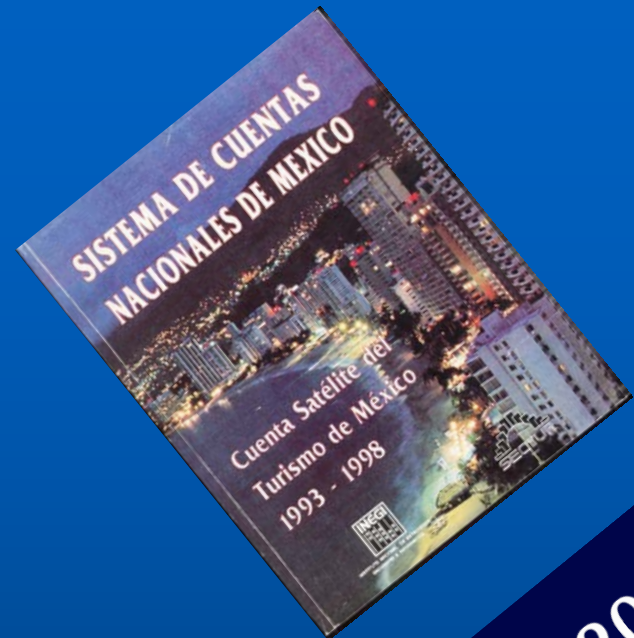
**IMMIGRATION
OFFICE**

**RECOMMENDATIONS ON TOURISM STATISTICS &
TSA RECOMMENDED METHODOLOGICAL FRAMEWORK**

**INFORMATION AND PRODUCTS
WITH A COMMON OBJECT & VISION**

TECHNICAL COMMITTEE OF STATISTICS AND GEOGRAPHY

- TOURISM SATELLITE ACCOUNT
- CLASSIFICATION OF INBOUND TOURISTS BY NATIONALITY
- PROFILE OF THE TRIPS AND TOURISTS
- CONGRUENCY AND HOMOGENEITY IN THE BASIC STATISTICAL INFORMATION
- ECONOMIC CENSUS 2004



Compendio Estadístico del Turismo en México | 2005

DataTur
CERTEZA ESTRATÉGICA

CLASSIFICATION OF THE TOURISTIC ACTIVITIES

ECONOMIC CENSUS

NORTH AMERICAN INDUSTRIAL
CLASIFICATION
SYSTEM
NAICS - SCIAN

SPECIFIC TOURIST ECONOMIC ACTIVITIES

CHARACTERISTICS
31 ACTIVITIES
ALL THE ESTABLISHMENT

RELATED
81 ACTIVITIES
JUST IN THE TOURISTIC
DESTINATIONS

CLASSIFICATION OF TOURISTIC DESTINATIONS

ECONOMIC CENSUS

333 TOURISTIC DESTINATIONS
IN ALL STATES OF THE REPUBLIC
7 TOURISTIC CORRIDORS



**INCLUDE INTO THE USUAL INSTRUMENTS:
THE LODGING QUESTIONARY**

CATEGORY
CAPACITY (IN ROOMS)
OPERATION MODALITY
INTEGRATED SERVICES
ADDITIONAL BUSINESS SERVICES
SPA'S
TIME SHARED

CLASSIFICATION
OF THE TURISTIC VOCATION SERVICE

UNITIES OF OBSERVATION

ECONOMIC CENSUS

1. SHOPPING & RETAILER TRADE
2. TRANSPORT
3. INFORMATION IN MASSIVE MEDIA
4. FINANCIAL & INSURANCE SERVICES
5. REAL STATE SERVICES
6. PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES
7. SERVICES TO ESTABLISHMENTS
8. EDUCATIONAL SERVICES
9. CULTURAL, SPORTING & OTHER ENTERTAINMENT SERVICES
10. TEMPORAL LODGING, FOOD PREPARATION AND DRINKS SERVICES
11. OTHER SERVICES, EXCEPT GOVERNMENT ACTIVITIES

APPLICATION

ECONOMIC CENSUS

23 QUESTIONNAIRES FOR THE NATIONAL ECONOMY



12 QUESTIONNAIRES FOR TOURISTIC ESTABLISHMENTS



RESULTS

ECONOMIC CENSUS

VISION OF THE TOURISTIC PHENOMENON FROM THE SUPPLY POINT OF VIEW

DIFERENT LEVELS FOR SEARCHING IN THE SYSTEM

GEOGRAPHICALLY:

NATIONAL
STATE
MUNICIPAL
CITY
GEO-STATISTICAL AREA
&
CORRIDOR

THEMATICALLY:

SECTOR
SUB SECTOR
BRANCH
SUB BRANCH
ECONOMIC CLASS

1,184 VARIABLES FOR EACH ECONOMIC UNIT

WHAT IS NEXT....???

ECONOMIC CENSUS

ADJUSTING THE BASE YEAR FOR THE NAS & TSA

INPUT-OUTPUT ECONOMIC MODEL UP DATE

BRING UP TO DATE THE CONCEPTUAL FRAMEWORK,
SOURCES AND METHODOLOGIES FOR BASIC
STATISTICS, TSA AND OTHER PRODUCTS

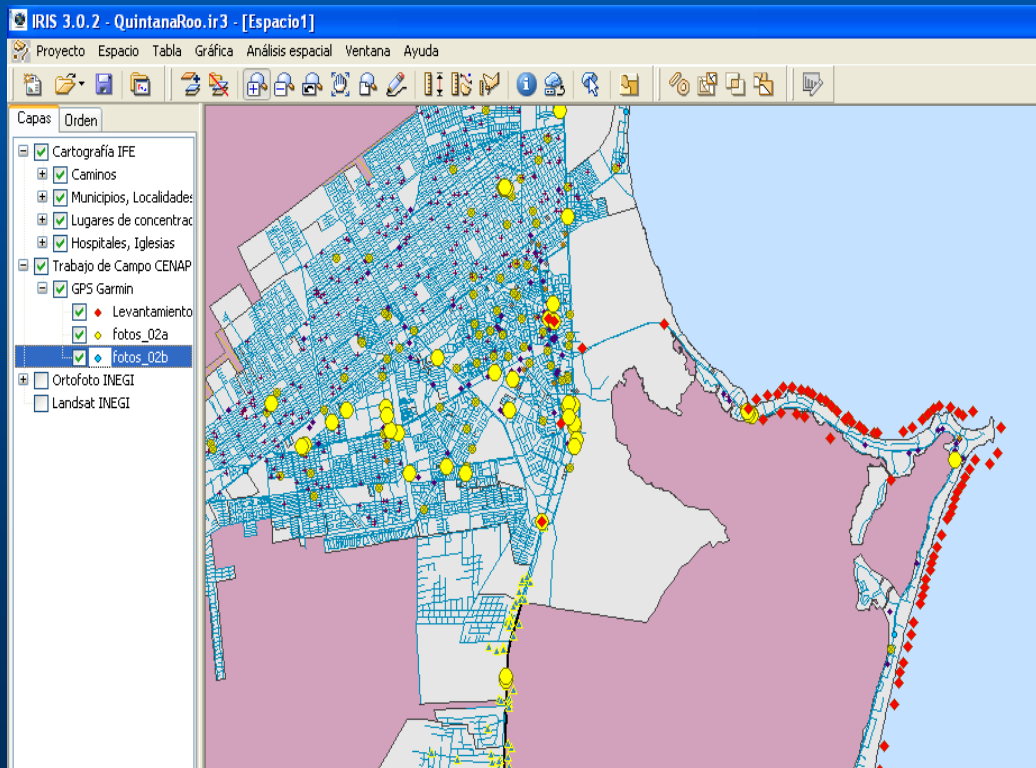
INCLUDE THE TIME SHARED & SECOND RESIDENCES IN
TSA

TAKE THE FIRST STEP ON THE REGIONAL TSA
ELLABORATION
(BY STATE)

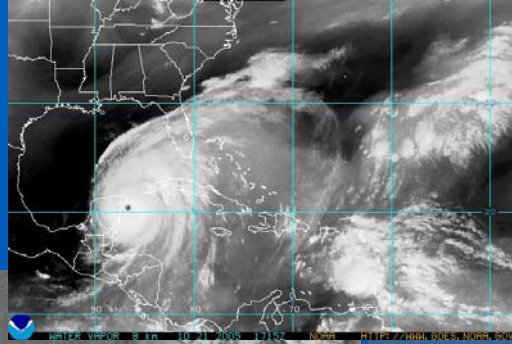
WHAT IS NEXT....???

ECONOMIC CENSUS

GEOREFERENCY FOR THE TOURISTIC ESTABLISHMENTS



COZUMEL ISLAND



WILMA HURRICAN



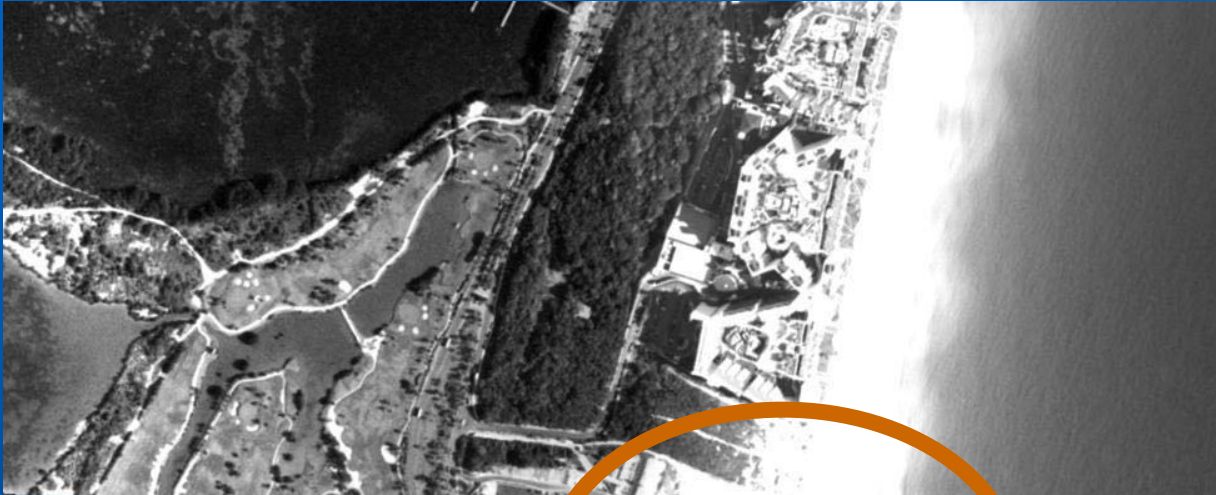
BEFORE



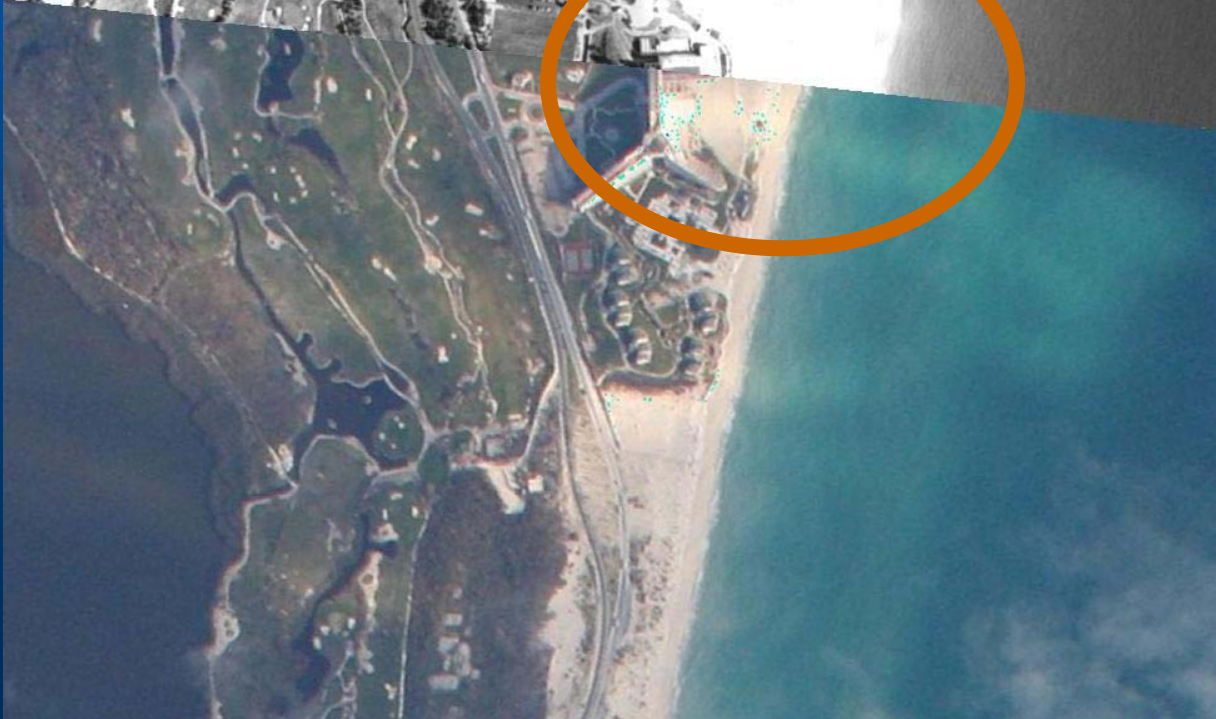
AFTER

CANCUN

BEFORE



AFTER



CANCUN



THANK YOU!



**INSTITUTO NACIONAL DE ESTADÍSTICA
GEOGRAFÍA E INFORMÁTICA**



SECRETARÍA DE TURISMO MÉXICO