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Steven Ranieri

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1990 Tourism Trade Surplus At \$1.466 Billion

by Steven Ranieri

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In 1990, the tourism industry reported a trade surplus of \$1.466 billion. A total of 6.9 million foreign tourists brought \$3.388 billion into the country and the 4.478 million Mexicans who travelled abroad spent about \$1.922 billion. Approximately 16.772 million Mexicans travelled within the country in 1990. The average level of hotel occupation was 56% in 1990. In Mexico City, Guadalajara and Monterrey, the figure was 59.4%, while cities in the interior averaged about 55%. Despite record levels of visitors and revenues in 1990, prospects for the tourism industry in 1991 are gloomy. According to testimony by the Tourism Council before the Chamber of Deputies, foreign tourism (especially from the US) has fallen dramatically due to the Persian Gulf conflict. (Sources: El Financiero, Excelsior, 03/04/91)

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