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13 Tourism Megaprojects: Required Investment & Expected Annual Revenue From Foreign & Domestic Tourists (s/s)

by Steven Ranieri

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Project/ Required Expected annual Expected annual Location investment revenue from revenue
from foreign Mexican tourists tourists (US\$ millions) Puerto Cancun Cancun, Quintana Roo 1,485
350.0 66.3 San Buenaventura Cancun, Quintana Roo 295 15.3 2.7 Marina Ixtapa Ixtapa, Guerrero 518
140.0 49.7 Punta Ixtapa Ixtapa, Guerrero 187 58.4 15.2 Puerto Escondido Loreto, Baja Cal. Sur 560
69.0 8.3 Puerto Chahue Huatulco, Oaxaca 77 8.0 1.2 Santa Maria del Obraje San Miguel Allende,
Guanajuato 19 5.4 5.8 Bahia de Cacaluta Huatulco, Oaxaca 415 112.0 13.3 Punta Bono Loreto, Baja
Cal. Sur 112 32.3 4.3 Puerto Bello Cozumel, Quintana Roo 300 27.4 8.7 Soldado de Cortes Guaymas,
Sonora 2,153 110.0 6.4 La Pesca Soto la Marina, Tamaulipas 1,396 167.0 117.7 Rancho Majagua
Manzanillo, Colima 124 64.4 18.3 Total 7,641 1,159.2 318.0 Source: Department of Economic Research,
Banamex, based on data from the National Tourism Fund (FONATUR). IN BANAMEX, Review of
the Economic Situation of Mexico, LXVII:788 (July 1991), 309, 310.

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