N°6

TOURISM INVESTMENT NEWSLETTER

YUCATÁN 2021

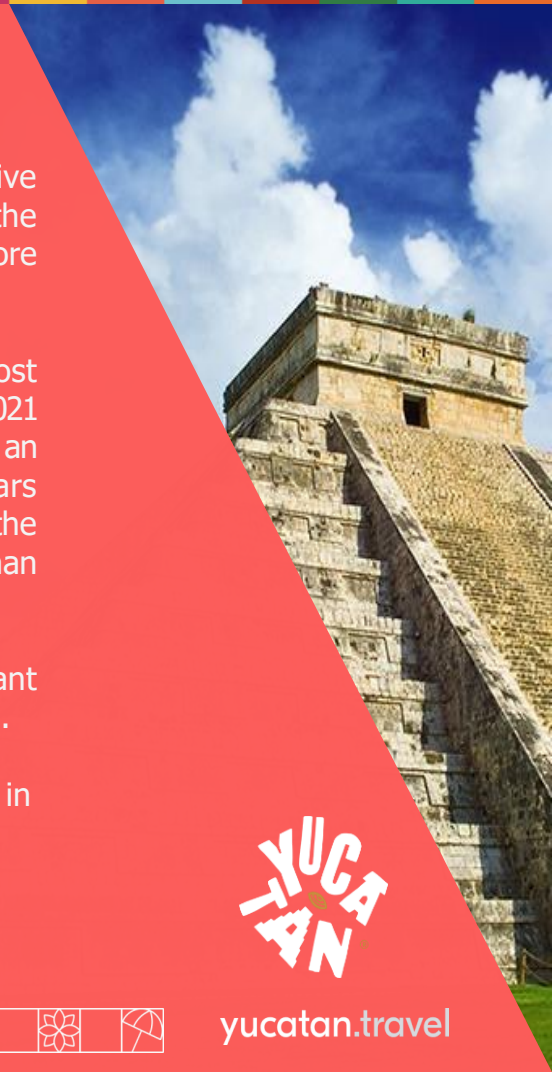
INTRODUCTION

The steady growth of new tourism investment in 2020 is a reflection of Yucatán's competitive advantages, a favorable investment environment, and the confidence of the private sector in the stability of the state. All of this translates into greater economic spillover and the creation of more and better job opportunities for Yucatecans and better experiences for our visitors.

This edition presents information about the dynamism of private tourism investment, the most favored lines of business, as well as its geographic distribution for the October 2018-January 2021 period. It highlights the growth of new tourism investments registered as of January 2021 for an amount of $1,116 million dollars, which means a growth of 48% compared to $543 million dollars registered in August 2019. Regarding the analysis of new tourism investments in each region of the state, there is a marked growth of investments in the interior of the state with more than $472,479 thousand dollars which will allow a greater dispersion of the economic spillover.

We also present the most relevant public investments for the tourism sector, the most important investments in other sectors of the economy and the advantages that Yucatan offers to investors.

We hope this newsletter will be useful to investors who have bet on tourism development in Yucatan, as well as to investors who are thinking of investing in the state.



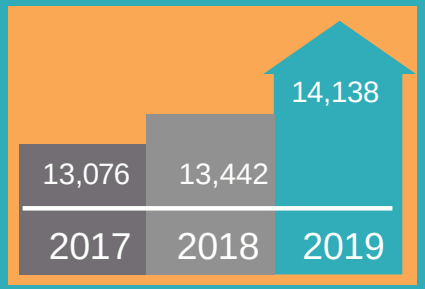
YUCATAN

yucatan.travel

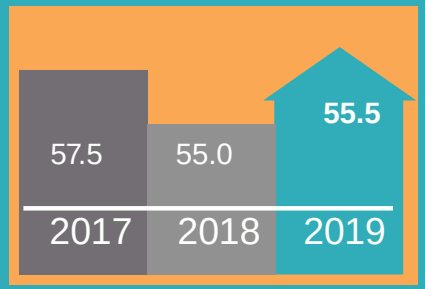
TOURISM STATISTICS

JANUARY TO DECEMBER 2019

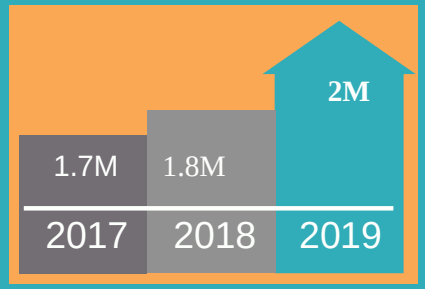
ROOM INVENTORY



OCCUPATION ANNUAL

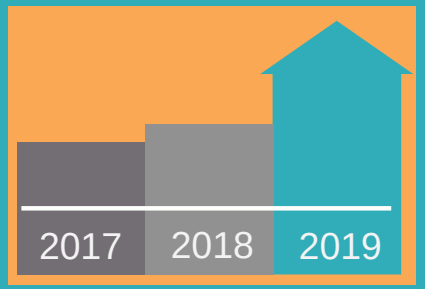


OVERNIGHT TOURIST ARRIVALS



ECONOMIC SPILL

MILLIONS OF PESOS



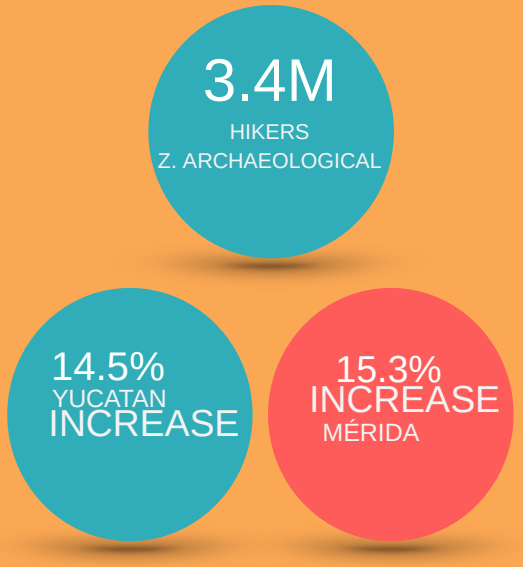
DATATUR 360
Análisis Integral del Turismo

- By the end of 2020, new hotels are expected to open in the state, with up to 1,500 rooms.

YUCATAN
yucatan.travel

VISITORS WITH OVERNIGHT STAYS IN HOTELS

JANUARY TO DECEMBER 2019



	YUCATÁN		MÉRIDA	
	2018	2019	2018	2019
OVERNIGHT TOURISTS	1,786,000	**2,045,123**	1,507,179	**1,737,810**
NATIONAL	1,383,207	**1,534,090**	1,223,383	**1,360,247**
FOREIGN	402,793	**511,033**	283,796	**377,563**

DATATUR 360
Sistema Integral del Turismo

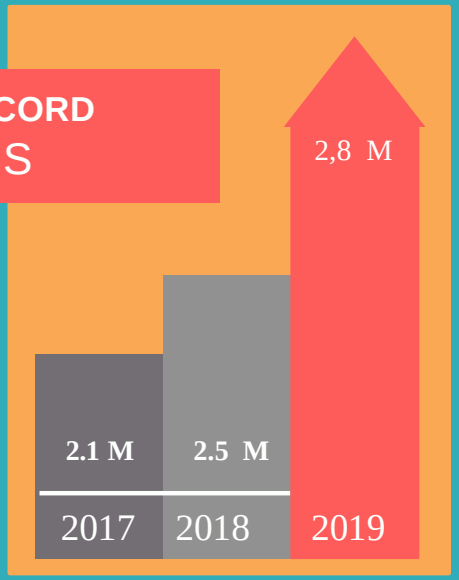
SOURCE
CULTUR

yucatan.travel

MOVEMENT AIR PASSENGERS

JANUARYTODECEMBER2019

PASSENGERS RECORD
2.8 MILLIONS



13.8%
INCREASE
2019 vs 2018

13
DOMESTIC FLIGHTS

CDMX
GUADALAJARA
MONTERREY
CANCÚN
VERACRUZ
QUERÉTARO
TUXTLA
GUTIÉRREZ
LEÓN
TIJUANA
HERMOSILLO
CHIHUAHUA
OAXACA
VILLAHERMOSA

04
INTERNATIONAL

HOUSTON
MIAMI
TORONTO
LA HABANA

- Merida City International Airport ranks eighth in terms of passenger volume in Mexico.

ASUR
AEROPUERTOS DEL SURESTE

YUCATAN
yucatan.travel

ARRIVAL OF CRUISE SHIPS TO THE PORT OF PROGRESO

JANUARY TO DECEMBER 2019

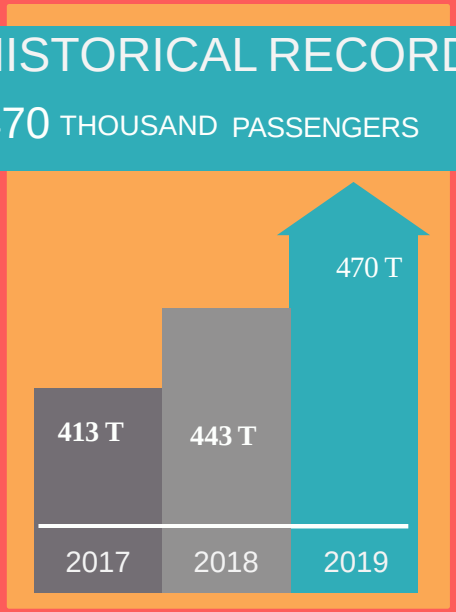
HISTORICAL RECORD

470 THOUSAND PASSENGERS

6.1% INCREASE VS 2018

32.8% VISITED THE ESTATE

61.2% VISITED THE PORT



YEAR	2017	2018	2019
ARRIVAL	136	148	**146**
PASSENGERS IN THOUSAND	413	443	**470**
ECONOMIC SPILL OVER M.O.D	18.8	19	**19**

SOURCE:
SEFOTUR

yucatan.travel

NEW TOURISM INVESTMENTS (October 2018 to January 2021)

$1,116 million dollars

57.4% MÉRIDA	42.6% INTERIOR OF THE STATE

*ENTERTAINMENT	HOTELS
51.5%	48.5%

***Entertainment:**
- Theme parks.
- Sports venues.
- Tourist attention center.
- Vacation complexes.
- Beach clubs.
- Marinas.
- Cultural center.
- Museums.
- Air and land terminals.

Elaborated by: Department of Attention to New Tourism Investments.

yucatan.travel

#YucatánEsColor

Location of new tourism investments in Yucatán

$1,116,966,877.00 USD

Mérida

$640,610,326.35 USD

In operation

$85,551,388.21

Upcoming opening

$14,836,824.16

Under construction

$377,562,591.33

In planning

$162,659,522.65

Interior of the state

$476,356,551.39 USD

In operation

$18,816,366.29

Upcoming opening

$55,041,402.83

Under construction

$80,248,416.95

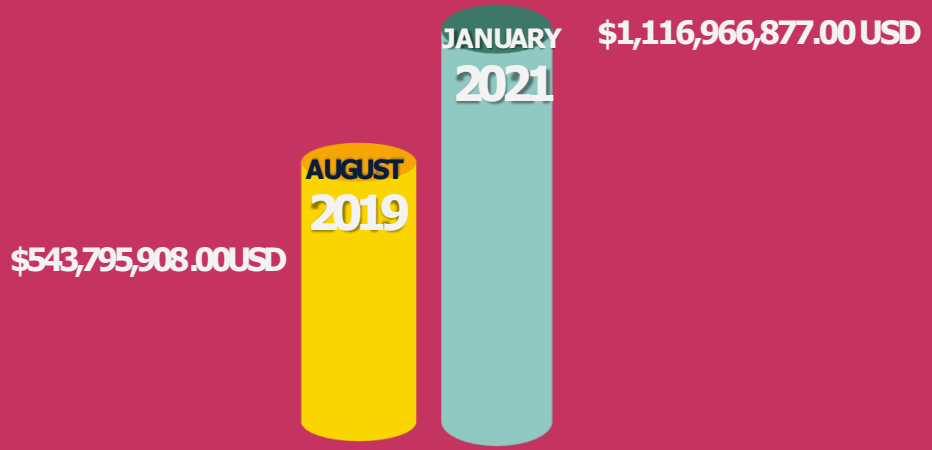
In planning

$322,250,365.32

Exchange rate $20.53 as of February 12, 2021, (source: El Financiero and City Banamex).

GROWTH OF NEW TOURISM INVESTMENTS

(October 2018 to January 2021)



THIS MEANS AN INCREASE OF

$573,170,969.00 USD

52%

Elaborated by: Department of Attention to New Tourism Investments.

NEW TOURISM INVESTMENTS

Mérida | Riviera Yucatán | Cenotes y Haciendas | Puuc Route and Mayan Villages | Mayan World Capital | Puerto Maya

TOURISM REGIONS

The state of Yucatan has been divided into six regions according to its tourism vocation, seeking to identify the potential of each region and generate a sustainable growth of tourism in the state.

Showing up next, information very important of each tourism region and the main tourism investments made during the period under analysis are presented below.

yucatan.travel

NEW TOURISM INVESTMENTS

MÉRIDA

New private tourism Investment in the región $640,610,326.00 USD

Capital of Yucatán and the southeast of Mexico, founded in 1542
by Francisco de Montejo.

Built over the Mayan city "t'ho"
called ichcaanzihó which means 5 hills.

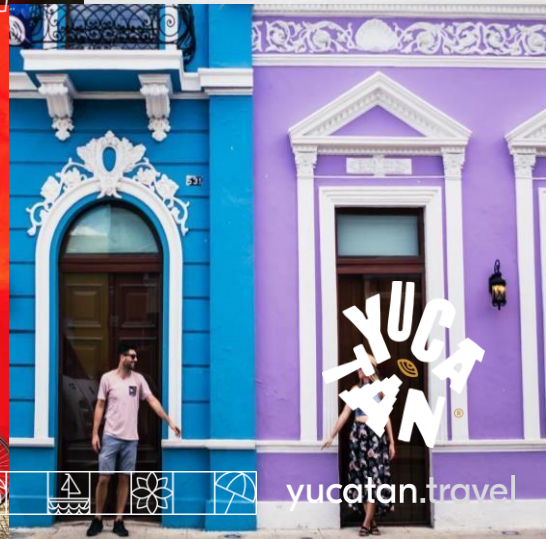
White city with colonial and French style houses, Franciscan influence.

Paseo de Montejo, inspired in the Champs Elysées Avenue in Paris.

Second largest historical center in México.

The first cathedral in America called San Idelfonso from the XVI century.

4 traditional neighborhoods, San Sebastián, Santiago, San Cristóbal Santa Lucía and Santa Ana.



NEW TOURISM INVESTMENTS

RIVIERA YUCATÁN

New private tourism Investment in the region $95,518,753.00 USD

The Yucatan coast.
It has more than 340 km.

Yucatán is home to 445 of the 548 bird species recorded for the Yucatan Peninsula, representing 50% of all birds reported in the country.

Puerto Progreso is only 36 km from Merida.

Delicious gastronomy.

The longest pier in the world with a length of 8 km.

Celestún, San Crisanto
Chuburná, Chelem y Sisal recently named magical town.

Scorpion reef.

NEW TOURISM INVESTMENTS

CENOTES Y HACIENDAS

New private tourism Investment in the region $24,685,825 .00 USD

Izamal the only yellow magical town.

Mayapán is one of the archaeological sites in the region.

Ring of cenotes more than 4 thousand cenotes; Kankirixche, Xbatún, Xcanchakán, Chelpak, Balmi, Hool Cozón, Chulul, Canunchén, Umán.

Cuzamá, cenotes; Chelentún, Chak-zinik-ché y Bolom-chojol.

Speleodiving in Chak-zinik-ché.

Motul famous for its original dish "huevos motuleños".

Haciendas; Mucuyché, Temozón, San Pedro Ochil y Sacnicté.

Tekit and beautiful little towns.

Maní recently named a magical town.

NEW TOURISM INVESTMENTS

PUUC ROUTE AND MAYAN VILLAGES

New private tourism investment in the region $65,221,626.00

Uxmal, Kabah, Labná, Sayil, Xlapak, archaeological zones of the Puuc Route and Loltún caves.

Muna, highest point in Yucatán.

Santa Elena, a Mayan village with a museum of mummies.

San Agustín, part of the biocultural reserve.

Calcehtok caves and Oxkintok archaeological zone.

Tekax, zip lines, caves, hiking and more.

Yaxnic or crystal caves, an underground adventure.

Mayan villages, communities of San Marcelino and Yaxhunah.

NEW TOURISM INVESTMENTS

MAYAN WORLD CAPITAL

New private tourism Investment in the region $290,832,927.00 USD

Chichén Itzá, wonder of the modern world and world heritage site.

Nights of Kukulkan.
Videomapping show.

Equinox every March 21 and 22.

Kaua International Airport.

Valladolid magical town.

Cenotes Oxman and Ik-Kil are among the most beautiful in Yucatan.

Ek-Balam is one of the most important archaeological sites of the Mayan culture.

Cenote Suytún.

YUCATAN

yucatan.travel

NEW TOURISM INVESTMENTS

PUERTO MAYA

New private tourism Investment in the region $97,418.00 USD

Las Coloradas, a small fishing and salt industry town.

The pink lake is due to the high amounts of salt.

Sighting of flamingos from April to June and nesting of chicks in August.

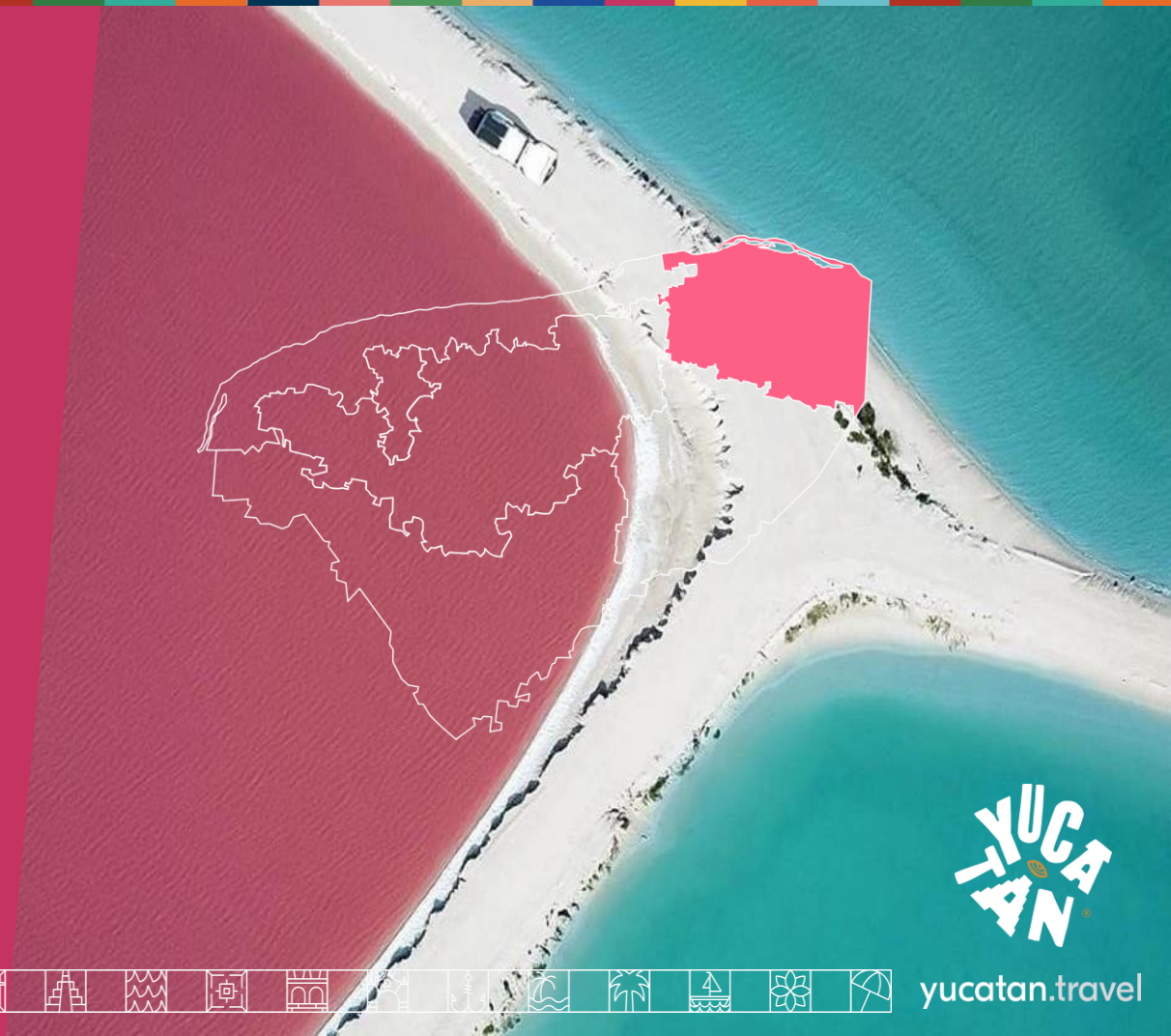
From March to August is the best time to visit.

Boat ride on Rio Lagartos, Mayan mud bath, bird and fauna watching.

Incredible springs such as Cambay, Tambor y Baldiosera.

San Felipe is a rustic and colorful fishing village.

El Cuyo a paradise of virgin beaches.



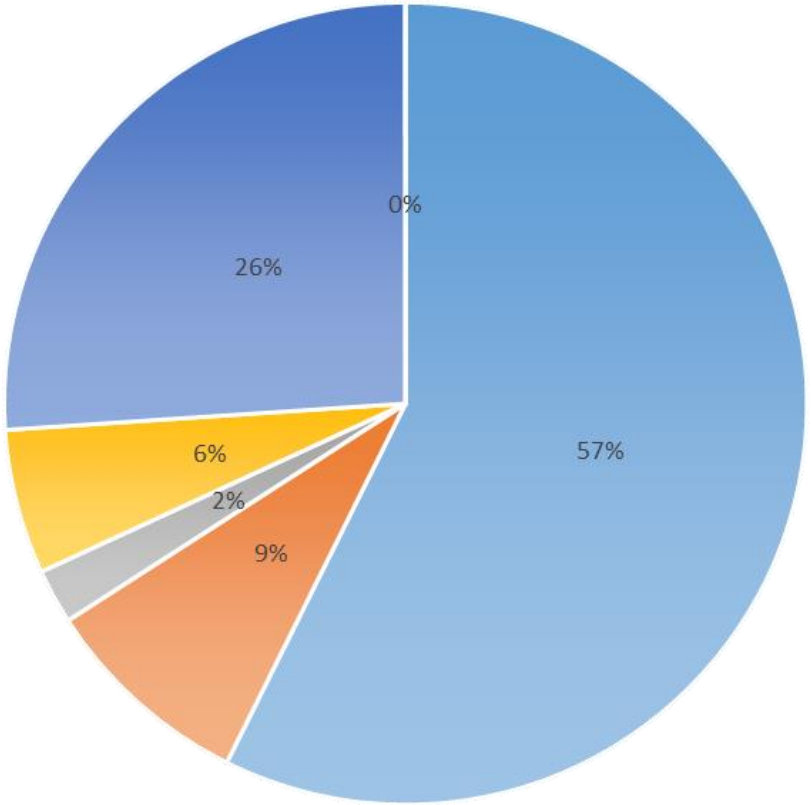
YUCATAN

yucatan.travel

SUMMARY OF INVESTMENT DISTRIBUTION BY REGION

Mérida	$640, 610, 326.00 USD
Riviera Yucatán	$ 95,518,753.00 USD
Cenotes y Haciendas	$24,685,825 .00 USD
Puuc route and Mayan Villages	$65,221,626.00
Mayan World Capital	$290,832,927.00 USD
Puerto Maya	$97,418.00 USD

1,116,966,877.00 USD



Elaborated by: Department of Attention to New Tourism Investments.

NEW INVESTMENTS IN OTHER SECTORS OF THE ECONOMY.

YUCATÁN AT THE FOREFRONT IN CLEAN ENERGY

New wind farm located between the Merida-Progreso highways.

INVESTMENT AMOUNT
155 million dollars.

With an electric power generation capacity of more than 303 gigawatts (GW/H) per year.

Five municipalities in Yucatán will host nine "green energy" farms, covering an area that touches practically the entire state: in the center, south and east, including the coast. There will be four wind farms and five solar farms.

YUCATAN AN ATTRACTIVE DESTINATION FOR INVESTMENT

Mexican aeronautical company SYM Servicios Integrales will invest 1.4 billion pesos in the construction of a maintenance ship for Bell helicopters in southeastern Mexico, Central America and the Caribbean.

Amazon, a multinational company dedicated to the e-commerce of computer goods and services, will invest in Yucatán with a logistics center to be installed in the municipality of Umán.

With an investment of 110 million dollars, the Chinese company Wood Genix opened its first plant in Yucatán to produce integral kitchens for the Disney chain's resorts and premium hotels.

SHIPYARD

The State Government and the Italian company Fincantieri announce the investment of the largest shipyard in Latin America, which will be located in Yucatan..

It contemplates the construction of 2 dry docks within a 40 hectares site in Puerto Progreso, which will house a complex useful for repairing or building vessels of up to 400 meters in length or length.

Investment amount: 3 billion pesos.

RURAL ROAD CONSTRUCTION

Rehabilitation of 79.8 km of rural roads for the benefit of the state's agricultural producers.

Investment amount: $11million pesos.

REMODELING RÍO LAGARTOS´S BOARDWALK

-Construction of walkways for pedestrian areas.
-Placement of urban furniture, benches, playground equipment, bicycle racks and physical activation equipment.
-Installation of architectural lighting.

Investment amount: $7.5 million pesos.

NEW TOURISM INVESTMENTS

BIKEWAY INFRASTRUCTURE PLAN

- **Paseo de Montejo zone –Dzibichaltún Junction** 15 kms connecting with 17 kms already existing.
- **North-west zone of Merida** 21 kms connecting with 10 kms already existing.
- **North zone of Mérida - Ucú** 15 kms connecting with 7 kms already existing.
- **South zone of Merida** 20 kms connecting with 30 kms already existing.

Investment amount: 111 million pesos.

INTEGRATION OF THE TOURISM DEVELOPMENT PLAN IN EL CUYO, TIZIMÍN

1. Improvement of the urban image.
2. Maritime boardwalk.
3. Public beach park.
4. Unit of tourist services in the biosphere reserve of Rio Lagartos.
5. Hotel of tourist category.

Investment amount: 15 million pesos.

PUBLIC INVESTMENT

SITE MUSEUM

This project will be built in the city of Progreso.

The official start date was July 16, 2020, with completion scheduled for early 2021.

The museum will have two exhibition halls, a gift store, coffee shop, public showers and a central walkway leading to the beach. It will also house raised gardens, two parking lots for cars and bicycles, offices, public restrooms, workshops and a module for the tourist police.

Investment amount: 54 million pesos.

MAYAN TRAIN

It will cover the Yucatan Peninsula and the states of Tabasco and Chiapas.

It consists of the construction of a modern train that links the five states of the Mayan World, oriented to the transportation of tourists, inhabitants of the region and cargo.

It will have 1,500 km of track, 19 stations and 12 stops, of which Yucatan will have 4 stations and 2 stops.

Investment amount: 120 to 150 billion pesos.

NEW TOURISM INVESTMENTS

YUCATAN THE BEST PLACE TO INVEST

1. In terms of security, Yucatan was positioned as the safest state in the country according to the Executive Secretariat.

2. In terms of job generation, according to INEGI, we were the state that generated most jobs in the export manufacturing sector with an increase of 46% more than in 2018.

3. While the national economy was going through critical times, Yucatan managed to grow 15 times more than the national economy.

4. The confidence that has been generated to invest in Yucatan at the international level made foreign direct investment, according to data from the Federal Government's Ministry of Economy, grow 86% more than it had in 2018.

5. In tourism, in 2019 Yucatán was one of the states that stood out for its growth, as it ranked 1st nationally with the highest number of visitors to the state's archaeological sites. We reached the historic figure of 3.2 million tourists who visited Yucatan by air.

6. The port of Progreso increased by more than 28 thousand cruise passengers respect to 2018.

yucatan.travel

NEW TOURISM INVESTMENTS

YUCATAN THE BEST PLACE TO INVEST

7

Security.

Economic stability and sustained growth.

8

Competitiveness in wages and land prices.

Qualified human resources.

Infrastructure and new private tourism investment.

9

Political stability and support from the state and local government.

Land and maritime connectivity, exponential increase in air connectivity.

10

Tourism management for sustainable development.

Growing tourism offer and promotion of the destination to different markets.

11

Growth in the state's tourism indicators.

Tourism activity represents 10.2%of the state's GDP.

YUCATAN THE BEST PLACE TO INVEST

NEW TOURISM INVESTMENTS

12 Condé Nast Traveler, the magazine specializing in luxury travel tourism, placed the Yucatecan capital among the ten "World's Friendliest Cities" in the Reader's Choice Awards 2020.

13 Mérida is the first city in Mexico and the American continent to make up this list and the third worldwide.

14 The State of Yucatán is committed to the economic growth and sustainable development of tourism in Yucatan by supporting investments with tax incentive initiatives and management programs that positively impact their investments.

15 The digital investment platform is a tool on line that contains all the procedures in a simplified and digitized end-to-end manner, which are necessary for the acquisition of land, construction of facilities, and start-up of operations for small and medium-sized enterprises (SMEs) and large companies in the State of Yucatan.

Contacts:

Lic. Michelle Fridman Hirsch
Tourism Minister for Yucatán state
michelle.fridman@yucatan.travel

MGTI. Carlos Javier Ávila Pedraza
Undersecretary of Sustainable Tourism Development
carlos.avila@yucatan.travel

Mtra. Cecilia García Gómez
Director of Attention to New Tourism Investments
cecilia.garcia@yucatan.travel

For official information follow us at:

Juntos transformemos Yucatán
GOBIERNO ESTATAL 2018 2024

Gobierno Yucatan
GobYucatan
gobiernoyucatan

SEFOTUR
SECRETARÍA DE FOMENTO TURÍSTICO

sefoturyuc
Sefotur_Yuc
sefotur_yuc

YUCATÁN

Yucatan.Turismo
YucatanTurismo
yucatanturismo
yucatanturismo

Download and share:

Click here

yucatan.travel

Juntos transformemos Yucatán
GOBIERNO ESTATAL 2018 - 2024

SEFOTUR
SECRETARÍA DE FOMENTO TURÍSTICO

#VisitYucatan

Contacto: hola@yucatan.travel

9999 230 4495