

Mexico is opening up the skies and roads to foreign firms, by allowing non-Mexican bus passenger carrying companies and airlines to enter the country with passengers, therefore no longer protecting national carriers. There used to be 52 authorized air routes, now there are 600, although not all are yet covered. During 1990, 21.8 million passengers were transported by airplane, 13 million with 47 national carriers and 8.8 million with 31 international ones, reflecting a 15% increase over 1989. In addition to these, the deregulation policies described above brought about a 13% increase in the number of passengers flying into Mexico via charter flights, for a total of 735,000 passengers and 7,900 flights, mostly to Cancún (30%), Acapulco (12%), Puerto Vallarta (10%) and Mazatlán (9%).

#### 4.2 RESTAURANTS

There are approximately 60,000 restaurants in Mexico, which feed some three million people every day. Only 5,256 of these restaurants are registered with the Ministry of Tourism. Of these, 87.5% are located within a hotel. Registration has, until now, been a very cumbersome process, requiring several permits and licenses, reason why only very few are presently registered. Following are data on the registered food and beverage establishments registered with SECTUR, both in hotels and as independent establishments:

	1989 HOTEL	1989 INDEP.	1989 TOTAL	1990 HOTEL	1990 INDEP.	1989 TOTAL
Restaurants	1,680	208	1,888	1,709	213	1,922
Restaurant-bars	769	280	1,049	806	290	1,096
Bars	1,330	95	1,425	1,356	98	1,454
Discotheques and night clubs	302	21	323	309	20	329
Cafeterias	412	37	449	419	36	455
<b>TOTAL</b>	<b>4,493</b>	<b>641</b>	<b>5,134</b>	<b>4,599</b>	<b>657</b>	<b>5,256</b>

Source: CONCANACO-SERVYTUR: Panorama de la Actividad Turística en México 1989.

This activity is extremely important, since 30% of a tourist's total expense corresponds to food products and generates significant foreign exchange income. Additionally, it is estimated that 600,000 persons are employed in this sector, or 3% of the country's total labor population. Mexico's restaurants serve three million people daily and the number of establishments increases 1.5% per year. It is estimated that 12,000 of the total establishments are located in Mexico City.

In addition to the large hotel chains mentioned above, important restaurant chains include Pollo Loco (53 restaurants), Kentucky