



Centro	Cuartos disponibles promedio diario								Cuartos ocupados								Ocupación			
	2022*	2023**	2024***	Diferencia		Variación (%)		2022*	2023**	2024***	Diferencia		Variación (%)		2022*	2023**	2024***	Ptos (%)		
				2022-2023	2023-2024	2022-2023	2023-2024				2022-2023	2023-2024	2022-2023	2023-2024						
Total	428,373	435,597	436,382	7,224	785	1.7	0.2	239,418	263,092	263,352	23,674	260	9.9	0.1	55.9	60.4	60.3	4.5	0.0	
Centros de Playa	202,254	206,723	207,125	4,469	402	2.2	0.2	134,883	143,046	141,617	8,163	-1,429	6.1	-1.0	66.7	69.2	68.4	2.5	-0.8	
<i>Integralmente Planeados</i>	67,905	69,436	69,566	1,530	130	2.3	0.2	49,801	51,508	52,069	1,707	561	3.4	1.1	73.3	74.2	74.8	0.8	0.7	
BAHIAS DE HUATULCO, OAX.	4,186	4,347	4,341	160	-6	3.8	-0.1	2,676	2,916	3,031	240	115	9.0	3.9	63.9	67.1	69.8	3.2	2.7	
CANCUN, Q.ROO	34,266	35,091	35,481	826	389	2.4	1.1	26,493	26,848	27,357	355	509	1.3	1.9	77.3	76.5	77.1	-0.8	0.6	
IXTAPA ZIHUATANEJO, GRO. /4	6,293	6,811	6,812	518	1	8.2	0.0	3,781	4,196	4,314	415	117	11.0	2.8	60.1	61.6	63.3	1.5	1.7	
LORETO, B.C.S.	569	910	n.d.	341	n.d.	n.d.	n.d.	59.9	n.d.	305	n.d.	170	n.d.	55.8	n.d.	52.2	n.d.	-1.4	n.d.	
LOS CABOS, B.C.S.	22,592	22,277	22,136	-315	-141	-1.4	-0.6	16,545	17,073	16,997	528	-76	3.2	-0.4	73.2	76.6	76.8	3.4	0.1	
CABO SAN LUCAS	9,146	9,149	8,997	3	-152	0.0	-1.7	7,268	7,434	7,221	165	-213	2.3	-2.9	79.5	81.3	80.3	1.8	-1.0	
SAN JOSÉ DEL CABO	3,582	3,512	3,577	-70	65	-1.9	1.8	2,375	2,382	2,553	7	171	0.3	7.2	66.3	67.8	71.4	1.5	3.6	
ZONA CORREDOR LOS CABOS	4,268	4,020	4,020	-248	1	-5.8	0.0	2,442	2,704	2,713	262	9	10.7	0.3	57.2	67.3	67.5	10.0	0.2	
<i>Tradicional</i>	65,598	67,652	66,185	2,054	-1,467	3.1	-2.2	37,270	40,590	35,983	3,320	-4,607	8.9	-11.3	56.8	60.0	54.4	3.2	-5.6	
ACAPULCO, GRO. /5	19,623	21,768	20,303	2,145	-1,465	10.9	-6.7	9,192	11,294	6,437	2,102	-4,857	22.9	-43.0	46.8	51.9	31.7	5.0	-20.2	
COZUMEL, Q. ROO	5,187	5,174	5,175	-13	0	-0.2	0.0	2,832	2,801	2,814	-32	13	-1.1	0.5	54.6	54.1	54.4	-0.5	0.3	
LA PAZ, B.C.S.	2,729	2,728	2,729	-1	1	0.0	0.0	1,811	1,958	1,876	147	-81	8.1	-4.2	66.4	71.8	68.8	5.4	-3.0	
MANZANILLO, COL.	4,629	4,379	4,315	-250	-64	-5.4	-1.5	2,209	2,482	2,448	273	-34	12.4	-1.4	57.7	56.7	56.7	9.0	0.0	
MAZATLAN, SIN.	9,882	9,899	10,038	17	139	0.2	1.4	6,580	6,551	6,843	-29	291	-0.4	4.4	66.6	66.2	68.2	-0.4	2.0	
PUERTO VALLARTA, JAL.	13,128	13,265	13,366	137	101	1.0	0.8	9,850	10,117	9,867	267	-250	2.7	-2.5	75.0	76.3	73.8	1.2	-2.4	
VERACRUZ BOCA DEL RIO, VER.	10,420	10,438	10,259	18	-179	0.2	-1.7	4,796	5,386	5,698	591	312	12.3	5.8	46.0	51.6	55.5	5.6	3.9	
<i>Otros</i>	68,750	69,635	71,374	885	1,739	1.3	2.5	47,812	50,948	53,565	3,136	2,617	6.6	5.1	69.5	73.2	75.0	3.6	1.9	
ISLA MUJERES, Q. ROO	1,643	1,639	n.d.	-4	n.d.	-0.3	n.d.	955	1,047	n.d.	92	n.d.	9.6	n.d.	58.1	63.9	n.d.	5.8	n.d.	
NUEVO NAYARIT, NAY.	10,846	10,875	10,785	29	-90	0.3	-0.8	7,196	8,506	8,627	1,310	121	18.2	1.4	66.3	78.2	80.0	11.9	1.8	
RIVIERA MAYA, Q. ROO	49,532	50,336	52,131	804	1,795	1.6	3.6	36,893	38,842	41,155	1,949	2,314	5.3	6.0	74.5	77.2	78.9	2.7	1.8	
AKUMAL, Q. ROO	4,397	4,255	3,983	-142	-272	-3.2	-6.4	3,420	3,618	3,243	197	-375	5.8	-10.4	77.8	85.0	81.4	7.2	-3.6	
PLAYA DEL CARMEN, Q. ROO	11,186	11,480	11,977	294	497	2.6	4.3	8,050	8,124	8,775	74	651	0.9	8.0	72.0	70.8	73.3	-1.2	2.5	
PLAYACAR, Q. ROO	6,708	6,731	6,598	23	-133	0.3	-2.0	5,377	5,655	5,868	279	213	5.2	3.8	80.2	84.0	88.9	3.9	4.9	
PUERTO ESCONDIDO, OAX.	2,540	2,654	2,632	114	-22	4.5	-0.8	1,205	1,138	1,303	-68	166	-5.6	14.6	42.9	49.5	49.5	-4.6	6.7	
PLAYAS DE ROSARITO, B.C.	2,620	2,621	2,627	1	6	0.0	0.2	1,120	967	1,063	-153	96	-13.6	10.0	42.7	36.9	40.5	-5.8	3.6	
SAN FELIPE, BC.	823	823	827	0	4	0.0	0.5	275	251	286	-25	35	-9.0	14.0	33.5	30.5	34.6	-3.0	4.1	
TONALA- PUERTO ARISTA, CHIS.	746	688	733	-58	45	-7.8	6.5	167	199	260	31	62	18.8	31.1	22.4	28.9	35.5	6.5	6.6	
Ciudades	226,119	228,875	229,257	2,755	383	1.2	0.2	104,535	120,046	121,735	15,511	1,689	14.8	1.4	46.2	52.5	53.1	6.2	0.6	
<i>Grandes</i>	89,630	92,162	93,068	2,532	906	2.8	1.0	44,786	51,942	53,661	7,156	1,719	16.0	3.3	50.0	56.4	57.7	6.4	1.3	
CIUDAD DE MEXICO	51,720	53,453	53,512	1,732	59	3.3	0.1	25,352	29,597	31,062	4,245	1,465	16.7	5.0	49.0	55.4	58.0	6.4	2.7	
GUADALAJARA, JAL.	21,494	22,066	22,356	572	290	2.7	1.3	10,102	12,228	11,752	2,126	-477	21.0	-3.9	47.0	55.4	52.6	8.4	-2.9	
MONTERREY, N.L.	16,416	16,643	17,200	227	558	1.4	3.3	9,332	10,117	10,847	785	731	8.4	7.2	56.8	60.8	63.1	3.9	2.3	
<i>Del Interior</i>	121,425	121,298	120,625	-128	-673	-0.7	-0.6	49,586	57,776	58,320	8,190	544	16.5	0.9	40.8	47.6	48.3	6.8	0.7	
AGUASCALIENTES, AGS.	6,217	6,326	6,316	109	-10	1.8	-0.2	2,652	3,116	3,111	464	-5	17.5	-0.2	42.7	49.3	49.3	6.6	0.0	
CAMPECHE, CAMP.	1,819	2,088	2,076	269	-12	14.8	-0.6	783	1,047	1,119	264	72	33.7	6.9	43.0	50.1	53.9	7.1	3.8	
CELAYA, GTO.	3,285	2,621	2,627	-665	6	-20.2	0.2	805	886	927	82	41	10.1	4.6	24.5	33.8	35.3	9.3	1.5	
CHIHUAHUA, CHIH.	5,004	5,007	4,900	2	-107	0.0	-2.1	2,717	3,106	2,958	389	-148	14.3	-4.8	54.3	62.0	60.4	7.7	-1.7	
COATZACOALCOS, VER.	1,963	1,946	1,944	-17	-3	-0.9	-0.1	726	864	936	137	72	18.9	8.4	37.0	44.4	48.2	7.4	3.8	
COLIMA, COL.	1,296	1,202	1,165	-94	-37	-7.2	-3.0	439	491	503	51	12	11.7	2.5	33.9	40.8	43.1	6.9	2.3	
COMITÁN DE DOMÍNGUEZ, CHIS.	1,382	1,381	1,382	0	0	0.0	0.0	302	110	362	322	60	-4.0	20.0	-11.0	21.8	26.2	23.3	4.4	-2.9
CULIACAN, SIN.	2,610	2,500	n.d.	-110	n.d.	-4.2	n.d.	1,349	1,298	n.d.	-51	n.d.	-3.8	n.d.	51.7	51.9	n.d.	0.2	n.d.	
DURANGO, DGO.	1,930	1,927	1,933	-3	6	-0.2	0.3	1,043	978	1,025	-64	47	-6.2	4.8	54.0	50.8	53.1	-3.3	2.3	
EL FUERTE, SIN.	407	370	125	n.d.	n.d.	n.d.	n.d.	125	84	n.d.	-41	n.d.	-32.8	n.d.	30.7	22.7	n.d.	-8.0	n.d.	
GUANAJUATO, GTO.	3,021	3,274	3,359	253	85	8.4	2.6	884	901	991	17	89	1.9	9.9	29.3	27.5	29.5	-1.7	2.0	
HERMOSILLO, SON.	3,111	3,094	3,094	-17	0	-0.5	0.0	1,610	1,826	1,706	216	-121	13.4	-6.6	51.7	59.0	55.1	7.3	-3.9	
IRAPUATO, GTO.	2,912	2,481	707	-430	107	-14.8	4.3	707	936	936	229	-1	32.5	-0.1	24.3	37.7	36.1	13.5	-1.6	
LEON, GTO.	6,176	6,196	6,628	20	431	0.3	7.0	2,178	2,571	2,945	392	374	18.0	14.6	35.3	41.5	44.4	6.2	2.9	
LOS MOCHIS, SIN.	1,577	1,342	n.d.	-235	n.d.	-14.9	n.d.	724	791	n.d.	67	n.d.	9.3	n.d.	45.9	59.0	n.d.	13.1	n.d.	
MÉRIDA, YUC.	7,695	8,025	8,272	330	247	4.3	3.1	3,862	4,676	4,700	815	24	21.1	0.5	50.2	58.3	56.8	8.1	-1.5	
MORELIA, MICH. /1 /2	3,969	4,395	3,963	425	-432	10.7	-9.8	1,739	2,331	1,912	593	-420	34.1	-18.0	43.8	53.1	48.2	9.3	-4.8	
OAXACA, OAX.	6,166	6,057	6,050	-109	-7	-1.8	-0.1	2,754	3,223	3,302	469	78	17.0	2.4	44.7	53.2	54.6	8.5	1.4	

Centro	Cuartos disponibles promedio diario								Cuartos ocupados								Ocupación			
	2022*	2023**	2024***	Diferencia		Variación (%)		2022*	2023**	2024***	Diferencia		Variación (%)		2022*	2023**	2024***	Ptos (%)		
				2022-2023	2023-2024	2022-2023	2023-2024				2022-2023	2023-2024	2022-2023	2023-2024						
Total	428,373	435,597	436,382	7,224	785	1.7	0.2	239,418	263,092	263,352	23,674	260	9.9	0.1	55.9	60.4	60.3	4.5	0.0	
PACHUCA, HGO.	1,574	1,569	1,681	-6	113	-0.4	7.2	665	803	948	139	144	20.9	18.0	42.2	51.2	56.4	9.0	5.1	
PALENQUE, CHIS.	2,068	2,066	2,073	-3	7	-0.1	0.3	702	748	771	46	23	6.5	3.1	33.9	36.2	37.2	2.3	1.0	
PUEBLA, PUE.	9,733	10,138	9,967	404	-171	4.2	-1.7	4,236	5,652	5,760	1,416	108	33.4	1.9	43.5	55.7	57.8	12.2	2.0	
QUERETARO, QRO.	7,282	7,315	7,421	32	107	0.4	1.5	3,843	4,286	4,383	443	97	11.5	2.3	52.8	58.6	59.1	5.8	0.5	
SALAMANCA, GTO.	1,177	1,000	1,031	-177	31	-15.0	3.1	301	306	381	5	75	1.7	24.6	25.6	30.6	37.0	5.0	6.4	
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,316	3,295	3,132	-20	-164	-0.6	-5.0	998	1,045	822	46	-222	4.6	-21.3	30.1	31.7	26.3	1.6	-5.4	
SAN JUAN DE LOS LAGOS, JAL.	3,675	3,675	3,676	0	1	0.0	0.0	870	1,120	1,327	250	207	28.7	18.5	23.7	30.5	36.1	6.8	5.6	
SAN JUAN DEL RÍO, QRO. /1 /3	1,117	827	761	-290	-66	-26.0	-8.0	471	398	396	-73	-2	-15.6	-0.4	42.2	48.1	52.0	5.9	3.9	
SAN LUIS POTOSÍ, S.L.P.	5,941	6,004	6,114	63	111	1.1	1.8	2,652	3,329	3,303	677	-26	25.5	-0.8	44.6	55.5	54.0	10.8	-1.4	
SAN MIGUEL DE ALLENDE, GTO. /2	2,400	2,772	3,053	372	280	15.5	10.1	848	1,054	1,163	205	110	24.2	10.4	35.3	38.0	38.1	2.7	0.1	
TAXCO, GRO.	886	878	899	-8	21	-0.9	2.4	256	289	194	33	-95	13.1	-33.0	28.9	32.9	21.5	4.1	-11.4	
TEQUISQUIAPAN, QRO. /1 /3	778	560	573	-219	13	-28.1	2.3	185	185	213	0	28	-0.2	15.2	23.8	33.1	37.2	9.2	4.2	
TLAXCALA, TLAX.	654	679	683	25	4	3.8	0.6	155	207	199	52	-8	33.8	-3.8	23.6	30.5	29.1	6.8	-1.3	
TOLUCA, MÉX.	3,597	3,631	3,586	33	-44	0.9	-1.2	1,221	1,677	1,758	456	81	37.3	4.8	34.0	46.2	49.0	12.2	2.8	
TUXTLA GUTIÉRREZ, CHIS.	4,184	4,189	4,182	4	-7	0.1	-0.2	1,402	1,684	1,811	282	126	20.1	7.5	33.5	40.2	43.3	6.7	3.1	
VALLE DE BRAVO, MÉX.	1,215	1,197	1,257	-18	60	-1.4	5.0	255	254	240	-1	-14	-0.4	-5.4	21.0	21.2	19.1	0.2	-2.1	
VILLAHERMOSA, TAB.	5,171	5,145	5,214	-25	68	-0.5	1.3	2,806	2,948	3,075	142	127	5.0	4.3	54.3	57.3	59.0	3.0	1.7	
XALAPA, VER.	3,118	3,143	3,131	26	-12	0.8	-0.4	1,381	1,478	1,504	96	26	7.0	1.7	44.3	47.0	48.0	2.7	1.0	
ZACATECAS, ZAC.	2,998	2,985	3,035	-13	50	-0.4	1.7	942	827	957	-115	130	-12.2	15.7	31.4	27.7	31.5	-3.7	3.8	
Fronterizas	15,064	15,415	15,565	351	150	2.3	1.0	10,163	10,328	9,754	165	-574	1.6	-5.6	67.5	67.0	62.7	-0.5	-4.3	
CIUDAD JUÁREZ, CHIH.	4,541	4,542	4,542	1	0	0.0	0.0	3,298	3,171	2,927	-127	-245	-3.8	-7.7	72.6	69.8	64.4	-2.8	-5.4	
MEXICALI, BC.	2,551	2,784	2,833	233	49	9.1	1.8	1,606	1,876	1,657	270	-219	16.8	-11.7	63.0	67.4	58.5	4.4	-8.9	
PIEDRAS NEGRAS, COAH.	1,102	1,145	1,243	43	98	3.9	8.6	640	686	690	46	4	7.3	0.6	58.0	59.9	55.5	1.9	-4.4	
TECATÉ, B.C.	510	600	601	90	1	17.5	0.2	288	322	422	35	100	12.1	31.0	56.4	53.7	70.3	-2.6	16.5	
TIJUANA, B.C.	6,360	6,344	6,346	-15	2	-0.2	0.0	4,331	4,272	4,058	-59	-214	-1.4	-5.0	68.1	67.3	63.9	-0.8	-3.4	

La información presentada se basa en semanas calendario de lunes a domingo, por lo tanto, los días incluidos en ellas no empatan con exactitud a los mismos días del año anterior, no siendo estrictamente comparables

*Del 03-enero-2022 al 07-agosto-2022
**Del 02-enero-2023 al 06-agosto-2023
***Del 01-enero-2024 al 04-agosto-2024

n.d. No disponible / n.c. No comparable

1/ Datos no comparables con el periodo actual por falta de información disponible en el 2023.

2/ Debido a la actualización de la oferta hotelera en estos centros, los datos no son estrictamente comparables.

3/ Datos no comparables con el periodo anterior por diferencia en la información disponible en el 2024.

4/ A partir de enero del 2023 se crea el corredor turístico de Ixtapa Zihuatanejo, el cual, comprende los centros de Ixtapa y Zihuatanejo de Azueta, por lo que no se cuenta con información histórica.

5/Para establecer una comparación con periodos anteriores, se deberá considerar la afectación ocasionada por el huracán Otis. La oferta disponible considera la previa a este evento, con excepción de algunos cierres definitivos confirmados.

NOTA: La Ocupación por tipo de centro y la total, son un promedio ponderado. La variación puede no coincidir debido al redondeo.

Fuente: Sistema Nacional de Información Estadística del Sector Turismo de México Data Tur.