

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE SEPTIEMBRE

Del 01-enero-2025 al 30-septiembre-2025

Centro	Cuartos disponibles promedio diario								Cuartos ocupados								Ocupación				
	2023*	2024**	2025***	Diferencia		Variación (%)		2023*	2024**	2025***	Diferencia		Variación (%)		2023*	2024**	2025***	Ptos (%)			
				2023-2024	2024-2025	2023-2024	2024-2025				2023-2024	2024-2025	2023-2024	2024-2025				2023 - 2024	2024 - 2025		
Total	443,429	449,232	449,661	5,803	429	1.3%	0.1%	262,381	266,193	259,585	3,812	-6,608	1.5%	-2.5%	59.2	59.3	57.7	0.1	-1.5		
Centros de Playa	206,538	209,371	208,450	2,833	-921	1.4%	-0.4%	138,051	138,770	134,709	718	-4,060	0.5%	-2.9%	66.8	66.3	64.6	-0.6	-1.7		
Integralmente Planeados	69,427	69,766	70,125	339	359	0.5%	0.5%	49,848	50,010	49,224	162	-786	0.3%	-1.6%	71.8	71.7	70.2	-0.1	-1.5		
BAHIAS DE HUATULCO, OAX.	4,347	4,339	4,390	-8	51	-0.2%	1.2%	2,777	2,860	2,809	83	-51	3.0%	-1.8%	63.9	65.9	64.0	2.0	-1.9		
CANCUN, Q.ROO	35,128	35,529	35,747	401	217	1.1%	0.6%	26,346	26,531	25,739	185	-793	0.7%	-3.0%	75.0	74.7	72.0	-0.3	-2.7		
IXTAPA ZIHUATANEJO, GRO. /3	6,801	6,806	6,806	5	0	0.1%	0.0%	4,036	4,113	4,183	76	70	1.9%	1.7%	59.4	60.4	61.5	1.1	1.0		
LORETO, B.C.S. /2	910	913	n.d.	3	n.c.	0.4%	n.c.	448	479	n.d.	31	n.c.	6.9%	n.c.	49.2	52.5	n.d.	3.2	n.c.		
LOS CABOS, B.C.S.	22,241	22,179	22,377	-63	198	-0.3%	0.9%	16,240	16,026	16,093	-213	67	-1.3%	0.4%	73.0	72.3	71.9	-0.8	-0.3		
CABO SAN LUCAS	9,149	9,053	9,443	-96	390	-1.0%	4.3%	7,088	6,871	7,079	-218	209	-3.1%	3.0%	77.5	75.9	75.0	-1.6	-0.9		
SAN JOSE DEL CABO	3,494	3,479	3,373	-14	-107	-0.4%	-3.1%	2,274	2,284	2,183	10	-101	0.4%	-4.4%	65.1	65.6	64.7	0.6	-0.9		
ZONA CORREDOR LOS CABOS	4,020	4,020	4,028	0	8	0.0%	0.2%	2,542	2,566	2,622	24	57	0.9%	2.2%	63.2	63.8	65.1	0.6	1.3		
Tradicionales	67,572	64,174	63,310	-3,398	-865	-5.0%	-1.3%	39,135	34,462	34,884	-4,673	422	-11.9%	1.2%	57.9	53.7	55.1	-4.2	1.4		
ACAPULCO, GRO. /4	21,745	18,001	17,050	-3,744	-951	-17.2%	-5.3%	10,597	5,940	7,735	-4,658	1,796	-44.0%	30.2%	48.7	33.0	45.4	-15.7	12.4		
COZUMEL, Q. ROO	5,174	5,160	5,176	-13	15	-0.3%	0.3%	2,647	2,622	2,843	-26	221	-1.0%	8.4%	51.2	50.8	54.9	-0.4	4.1		
LA PAZ, B.C.S.	2,728	2,729	2,739	1	10	0.0%	0.4%	1,908	1,861	1,714	-47	-147	-2.5%	-7.9%	69.9	68.2	62.6	-1.8	-5.6		
MANZANILLO, COL.	4,373	4,328	3,986	-46	-341	-1.0%	-7.9%	2,423	2,368	2,352	-55	-16	-2.3%	-0.7%	55.4	54.7	59.0	-0.7	4.3		
MAZATLAN, SIN. /5	10,042	10,090	10,764	48	673	0.5%	6.7%	6,586	6,652	5,898	66	-754	1.0%	-11.3%	65.6	65.9	54.8	0.3	-11.1		
PUERTO VALLARTA, JAL.	13,249	13,374	13,393	125	19	0.9%	0.1%	9,555	9,346	9,493	-209	147	-2.2%	1.6%	72.1	69.9	70.9	-2.2	1.0		
VERACRUZ BOCA DEL RIO, VER. /2	10,261	10,492	10,203	231	-289	2.2%	-2.8%	5,419	5,673	4,849	255	-824	4.7%	-14.5%	52.8	54.1	47.5	1.3	-6.5		
Otros	69,539	75,431	75,016	5,892	-415	8.5%	-0.6%	49,068	54,298	50,602	5,229	-3,696	10.7%	-6.8%	70.6	72.0	67.5	1.4	-4.5		
ISLA MUJERES, Q. ROO /5	1,639	1,639	1,736	0	97	0.0%	5.9%	965	811	905	-154	95	-16.0%	11.7%	58.9	49.5	52.2	-9.4	2.7		
NUЕVO NAYARIT, NAY.	10,876	14,468	15,078	3,593	610	33.0%	4.2%	8,017	10,905	10,817	2,888	-88	36.0%	-0.8%	73.7	75.4	71.7	1.7	-3.6		
RIVIERA MAYA, Q. ROO	50,248	52,514	51,589	2,266	-925	4.5%	-1.8%	37,566	39,733	36,286	2,166	-3,447	5.8%	-8.7%	74.8	75.7	70.3	0.9	-5.3		
AKUMAL, Q. ROO	4,201	3,974	3,951	-227	-22	-5.4%	-0.6%	3,457	3,148	2,603	-308	-545	-8.9%	-17.3%	82.3	79.2	65.9	-3.1	-13.4		
PLAYA DEL CARMEN, Q. ROO	11,521	11,996	11,570	475	-426	4.1%	-3.6%	7,889	8,423	7,724	534	-699	6.8%	-8.3%	68.5	70.2	66.8	1.7	-3.5		
PLAYACAR, Q. ROO	6,731	6,584	6,534	-147	-50	-2.2%	-0.8%	5,577	5,773	5,352	196	-422	3.5%	-7.3%	82.9	87.7	81.9	4.8	-5.8		
PUERTO ESCONDIDO, OAX.	2,650	2,628	2,636	-22	7	-0.8%	0.3%	1,082	1,230	1,167	147	-63	13.6%	-5.1%	40.8	46.8	44.3	5.9	-2.5		
PLAYAS DE ROSARITO, B.C.	2,621	2,628	2,432	7	-196	0.3%	-7.5%	994	1,100	961	107	-139	10.7%	-12.7%	37.9	41.9	39.5	4.0	-2.4		
SAN FELIPE, BC.	823	827	827	4	0	0.5%	0.0%	243	272	225	29	-47	11.8%	-17.1%	29.5	32.9	27.2	3.3	-5.6		
TONALA- PUERTO ARISTA, CHIS.	683	727	718	44	-9	6.5%	-1.2%	201	248	240	47	-7	23.3%	-3.0%	29.4	34.1	33.4	4.6	-0.6		
Ciudades	236,890	239,861	241,211	2,970	1,350	1.3%	0.6%	124,329	127,423	124,876	3,094	-2,547	2.5%	-2.0%	52.5	53.1	51.8	0.6	-1.4		
Grandes	100,072	101,329	101,699	1,257	369	1.3%	0.4%	56,173	58,501	56,832	2,327	-1,669	4.1%	-2.9%	56.1	57.7	55.9	1.6	-1.9		
CIUDAD DE MÉXICO.	61,322	61,382	61,441	61	59	0.1%	0.1%	33,781	35,828	33,907	2,047	-1,921	6.1%	-5.4%	55.1	58.4	55.2	3.3	-3.2		
GUADALAJARA, JAL.	22,093	22,366	22,601	273	236	1.2%	1.1%	12,166	11,680	11,751	-486	71	-4.0%	0.6%	55.1	52.2	52.0	-2.8	-0.2		
MONTERREY, N.L.	16,658	17,581	17,656	923	75	5.5%	0.4%	10,227	10,993	11,174	766	181	7.5%	1.6%	61.4	62.5	63.3	1.1	0.8		
Del Interior	121,401	122,959	123,750	1,558	791	1.3%	0.6%	57,884	59,090	58,150	1,207	-940	2.1%	-1.6%	47.7	48.1	47.0	0.4	-1.1		
AGUASCALIENTES, AGS.	6,324	6,322	6,411	-2	89	0.0%	1.4%	3,099	3,103	3,264	4	161	0.1%	5.2%	49.0	49.1	50.9	0.1	1.8		
CAMPECHE, CAMP.	2,085	2,076	2,010	-10	-66	-0.5%	-3.2%	1,030	1,085	926	55	-158	5.3%	-14.6%	49.4	52.3	46.1	2.9	-6.2		
CELAYA, GTO.	2,634	2,684	2,533	50	-151	1.9%	-5.6%	888	945	861	57	-84	6.4%	-8.9%	33.7	35.2	34.0	1.5	-1.2		
CHIHUAHUA, CHIH.	5,007	4,911	4,900	-95	-11	-1.9%	-0.2%	3,142	2,964	2,930	-178	-34	-5.7%	-1.1%	62.8	60.4	59.8	-2.4	-0.6		
COATZACOALCOS, VER.	1,946	1,943	1,950	-3	7	-0.1%	0.3%	878	952	975	74	23	8.4%	2.5%	45.1	49.0	50.0	3.8	1.0		
COLIMA, COL.	1,207	1,165	1,162	-43	-3	-3.5%	-0.2%	497	504	488	7	-16	1.4%	-3.2%	41.2	43.3	42.0	2.1	-1.3		
COMITAN DE DOMINGUEZ, CHIS.	1,381	1,381	1,382	0	0	0.0%	0.0%	350	309	306	-41	-3	-11.8%	-1.0%	25.4	22.4	22.1	-3.0	-0.2		
CULIACAN, SIN. /2	2,500	2,499	n.d.	-1	n.c.	0.0%	n.c.	1,319	1,107	n.d.	-211	n.c.	-16.0%	n.c.	52.7	44.3	n.d.	-8.4	n.c.		
DURANGO, DGO.	1,928	1,933	1,931	5	-3	0.3%	-0.1%	968	997	1,011	29	13	3.0%	1.3%	50.2	51.6	52.3	1.4	0.8		
EL FUERTE, SIN. /1 /2	370	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	79	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	21.5	n.d.	n.d.	n.c.	n.c.		
GUANAJUATO, GTO.	3,255	3,351	3,548	97	197	3.0%	5.9%	911	1,005	1,130	94	125	10.3%	12.4%	28.0	30.0	31.8	2.0	1.9		
HERMOSILLO, SON.	3,094	3,094	3,094	0	0	0.0%	0.0%	1,784	1,658	1,856	-126	198	-7.1%	11.9%	57.6	53.6	60.0	-4.1	6.4		
IRAPUATO, GTO.	2,501	2,616	2,727	115	111	4.6%	4.2%	968	939	930	-29	-9	-3.0%	-0.9%	38.7	35.9	34.1	-2.8	-1.8		
LEON, GTO.	6,177	6,646	6,920	469	273	7.6%	4.1%	2,666	3,033	2,926	367	-107	13.8%	-3.5%	43.2	45.6	42.3	2.5	-3.4		
LOS MOCHIS, SIN. /1 /2	1,342	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	786	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	58.6	n.d.	n.d.	n.c.	n.c.		
MÉRIDA, YUC.	8,066	8,275	8,407	209	132	2.6%	1.6%	4,656	4,620	4,816	-35	195	-0.8%	4.2%	57.7	55.8	57.3	-1.9	1.4		
MORELIA, MICH.	4,421	4,492	4,377	71	-115	1.6%	-2.6%	2,314	2,253	2,343	-61	90	-2.6%	4.0%	52.3	50.2	53.5	-2.2	3.4		

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE SEPTIEMBRE

Del 01-enero-2025 al 30-septiembre-2025

Centro	Cuartos disponibles promedio diario							Cuartos ocupados							Ocupación				
	2023*	2024**	2025***	Diferencia		Variación (%)		2023*	2024**	2025***	Diferencia		Variación (%)		2023*	2024**	2025***	Ptos (%)	
				2023-2024	2024-2025	2023-2024	2024-2025				2023-2024	2024-2025	2023-2024	2024-2025				2023 - 2024	2024 - 2025
Total	443,429	449,232	449,661	5,803	429	1.31%	0.10%	262,381	266,193	259,585	3,812	-6,608	1.5%	-2.5%	59.2	59.3	57.7	0.1	-1.5
OAXACA, OAX.	6,055	6,050	6,013	-5	-37	-0.08%	-0.61%	3,188	3,275	3,194	87	-81	2.7%	-2.5%	52.6	54.1	53.1	1.5	-1.0
PACHUCA, HGO.	1,568	1,681	1,508	112	-172	7.17%	-10.26%	812	974	868	162	-106	19.9%	-10.9%	51.8	57.9	57.5	6.2	-0.4
PALENQUE, CHIS.	2,065	2,074	2,073	9	-1	0.42%	-0.03%	721	761	775	40	14	5.6%	1.9%	34.9	36.7	37.4	1.8	0.7
PUEBLA, PUE.	10,143	10,338	10,600	195	262	1.92%	2.53%	5,742	5,988	6,278	246	289	4.3%	4.8%	56.6	57.9	59.2	1.3	1.3
QUERETARO, QRO.	7,326	7,421	7,427	95	6	1.29%	0.08%	4,317	4,405	4,257	88	-148	2.0%	-3.4%	58.9	59.4	57.3	0.4	-2.0
SALAMANCA, GTO.	1,004	1,031	1,031	27	0	2.68%	0.01%	314	371	313	56	-57	17.9%	-15.4%	31.3	36.0	30.4	4.7	-5.6
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,294	3,288	3,280	-6	-8	-0.19%	-0.26%	1,017	835	763	-183	-71	-18.0%	-8.5%	30.9	25.4	23.3	-5.5	-2.1
SAN JUAN DE LOS LAGOS, JAL.	3,672	3,676	3,676	3	0	0.09%	-0.01%	1,140	1,313	1,414	173	101	15.2%	7.7%	31.1	35.7	38.5	4.7	2.7
SAN JUAN DEL RÍO, QRO. /2	827	829	n.d.	2	n.c.	0.23%	n.c.	412	432	n.d.	20	n.c.	4.8%	n.c.	49.8	52.1	n.d.	2.3	n.c.
SAN LUIS POTOSÍ, S.L.P.	6,003	6,132	6,131	129	-1	2.15%	-0.01%	3,280	3,292	3,272	12	-20	0.4%	-0.6%	54.6	53.7	53.4	-1.0	-0.3
SAN MIGUEL DE ALLENDE, GTO.	2,764	3,058	3,142	294	84	10.63%	2.75%	1,028	1,164	1,254	136	91	13.2%	7.8%	37.2	38.1	39.9	0.9	1.9
TAXCO, GRO.	885	897	878	12	-18	1.31%	-2.06%	283	200	244	-83	44	-29.2%	21.8%	32.0	22.4	27.8	-9.6	5.4
TEQUISQUIAPAN, QRO. /5	560	573	464	13	-108	2.28%	-18.90%	181	211	138	30	-74	16.3%	-34.8%	32.4	36.9	29.6	4.5	-7.2
TLAXCALA, TLAX.	679	683	683	4	0	0.54%	-0.07%	209	200	260	-9	59	-4.4%	29.7%	30.8	29.3	38.0	-1.5	8.7
TOLUCA, MÉX.	3,631	3,894	4,304	263	410	7.24%	10.53%	1,671	1,865	1,864	194	-1	11.6%	-0.1%	46.0	47.9	43.3	1.9	-4.6
TUXTLA GUTIERREZ, CHIS.	4,206	4,181	4,257	-25	77	-0.60%	1.84%	1,709	1,820	1,833	111	13	6.5%	0.7%	40.6	43.5	43.1	2.9	-0.5
VALLE DE BRAVO, MÉX.	1,202	1,264	1,280	62	16	5.18%	1.25%	247	238	272	-10	34	-3.9%	14.3%	20.6	18.8	21.2	-1.8	2.4
VILLAHERMOSA, TAB.	5,153	5,217	5,198	64	-19	1.24%	-0.37%	2,933	3,095	2,276	163	-819	5.5%	-26.5%	56.9	59.3	43.8	2.4	-15.5
XALAPA, VER.	3,141	3,152	3,196	11	44	0.36%	1.38%	1,473	1,523	1,495	50	-28	3.4%	-1.8%	46.9	48.3	46.8	1.4	-1.5
ZACATECAS, ZAC.	2,985	3,004	3,023	19	19	0.65%	0.62%	870	975	983	105	8	12.1%	0.8%	29.2	32.5	32.5	3.3	0.1
Fronterizas	15,417	15,572	15,762	155	190	1.01%	1.22%	10,273	9,832	9,894	-441	62	-4.3%	0.6%	66.6	63.1	62.8	-3.5	-0.4
CIUDAD JUAREZ, CHIH.	4,542	4,542	4,542	0	0	0.00%	0.00%	3,153	2,935	3,007	-217	71	-6.9%	2.4%	69.4	64.6	66.2	-4.8	1.6
MEXICALI, BC.	2,784	2,834	2,839	50	5	1.79%	0.18%	1,855	1,638	1,535	-217	-103	-11.7%	-6.3%	66.6	57.8	54.1	-8.8	-3.7
PIEDRAS NEGRAS, COAH.	1,145	1,245	1,258	100	13	8.77%	1.01%	676	715	636	40	-79	5.9%	-11.1%	59.0	57.4	50.6	-1.6	-6.9
TECATE, B.C.	600	601	669	1	68	0.17%	11.39%	321	418	408	97	-10	30.2%	-2.3%	53.5	69.5	60.9	16.0	-8.5
TIJUANA, B.C.	6,346	6,350	6,454	4	104	0.06%	1.64%	4,268	4,126	4,308	-143	183	-3.3%	4.4%	67.3	65.0	66.8	-2.3	1.8

*Del 01-enero-2023 al 30-septiembre-2023

**Del 01-enero-2024 al 30-septiembre-2024

***Del 01-enero-2025 al 30-septiembre-2025

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

1/ Datos no comparables con el periodo actual por falta de información disponible en el 2024.

2/ Datos no comparables con el periodo anterior por diferencia en la información disponible en el 2025.

3/ 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.

4/ El porcentaje de ocupación considera a la oferta disponible previa al huracán Otis para 2023 y 2024. Los ajustes de 2025 los está confirmando la entidad en el sistema que reporta actualmente 15,503 habitaciones lo que equivale con esta oferta un 49.9% de ocupación.

5/ Apartir del primero de septiembre 2025 se actualizo la oferta hotelera del centro por lo que los datos no son estrictamente comparables con periodos anteriores.

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 DataTur.