

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				2022 - 2023	2023 - 2024	
Total	427,641	431,279	434,291	3,638	3,012	0.9	0.7	190,531	246,472	245,310	55,941	-1,162	29.4	-0.5	44.6	57.1	56.5	12.6	-0.7	
Centros de Playa	201,775	205,070	205,213	3,295	143	1.6	0.1	114,469	145,815	139,630	31,346	-6,186	27.4	-4.2	56.7	71.1	68.0	14.4	-3.1	
<i>Integrally Planeados</i>	67,905	68,971	69,020	1,065	50	1.6	0.1	43,155	53,034	53,420	9,879	386	22.9	0.7	63.6	76.9	77.4	13.3	0.5	
BAHIAS DE HUATULCO, OAX.	4,077	4,345	4,349	268	4	6.6	0.1	2,257	3,157	3,295	900	138	39.9	4.4	55.4	72.7	75.8	17.3	3.1	
CANCUN, Q.ROO	34,200	34,703	34,933	503	230	1.5	0.7	23,141	27,543	28,318	4,402	776	19.0	2.8	67.7	79.4	81.1	11.7	1.7	
IXTAPA ZIHUATANEJO, GRO. /4	6,292	6,765	6,770	473	5	7.5	0.1	3,565	4,451	4,527	886	77	24.8	1.7	44.6	56.7	66.9	12.1	10.2	
LORETO, B.C.S.	676	905	775	229	-130	33.9	-14.4	162	517	279	355	-238	218.8	-46.0	24.0	57.1	36.0	33.1	-21.1	
LOS CABOS, B.C.S.	22,660	22,252	22,193	-408	-59	-1.8	-0.3	14,029	17,366	17,000	3,337	-366	23.8	-2.1	61.9	78.0	76.6	16.1	-1.4	
<i>CABO SAN LUCAS</i>	9,172	9,076	9,168	-96	92	-1.0	1.0	6,119	7,633	7,263	1,514	-370	24.8	-4.9	66.7	84.1	79.2	17.4	-4.9	
SAN JOSÉ DEL CABO	3,909	3,869	3,718	-40	-151	-1.0	-3.9	2,317	2,637	2,750	319	113	13.8	4.3	59.3	68.2	74.0	8.9	5.8	
ZONA CORREDOR LOS CABOS	4,292	4,020	4,020	-272	0	-6.3	0.0	1,967	2,653	2,749	686	95	34.9	3.6	45.8	66.0	68.4	20.2	2.4	
<i>Tradicional</i>	65,743	66,988	66,299	1,245	-690	1.9	-1.0	30,585	39,792	32,046	9,207	-7,747	30.1	-19.5	46.5	59.4	48.3	12.9	-11.1	
ACAPULCO, GRO. /5	19,644	21,888	20,522	2,244	-1,366	11.4	-6.2	8,460	12,408	4,291	3,948	-8,117	46.7	-65.4	43.1	56.7	20.9	13.6	-35.8	
COZUMEL, Q. ROO	5,187	5,187	5,171	0	-16	0.0	-0.3	2,592	2,986	3,106	394	120	15.2	4.0	50.0	57.6	60.1	7.6	2.5	
LA PAZ, B.C.S. /1	2,727	1,986	2,728	-741	742	-27.2	37.4	1,411	1,394	1,773	742	-17	378	-1.2	27.1	51.8	70.2	65.0	18.5	-5.2
MANZANILLO, COL.	4,751	4,377	4,325	-374	-52	-7.9	-1.2	1,764	2,289	2,120	525	-169	29.8	-7.4	37.1	52.3	49.0	15.2	-3.3	
MAZATLAN, SIN.	9,861	9,819	9,832	-42	13	-0.4	0.1	4,632	5,272	5,550	640	278	13.8	5.3	47.0	53.7	56.4	6.7	2.8	
PUERTO VALLARTA, JAL.	13,159	13,270	13,277	111	7	0.8	0.0	8,595	11,056	10,478	2,461	-578	28.6	-5.2	63.3	83.3	78.9	18.0	-4.4	
VERACRUZ BOCA DEL RIO, VER.	10,415	10,461	10,444	46	-17	0.4	-0.2	3,131	4,387	4,728	1,257	340	40.1	7.8	30.1	41.9	45.3	11.9	3.3	
<i>Otros</i>	68,127	69,111	69,894	984	783	1.4	1.1	40,729	52,989	54,164	12,260	1,175	30.1	2.2	59.8	76.7	77.5	16.9	0.8	
ISLA MUJERES, Q. ROO	1,647	1,639	1,639	-8	0	-0.5	0.0	920	1,120	1,120	200	-136	21.8	-12.1	55.9	68.4	60.1	12.5	-8.3	
NUEVO NAYARIT, NAY.	10,783	10,873	10,862	90	-11	0.8	-0.1	6,145	9,114	9,308	2,969	194	48.3	2.1	57.0	83.8	85.7	28.8	1.9	
RIVIERA MAYA, Q. ROO	49,043	49,856	50,547	813	691	1.7	1.4	31,326	40,566	41,424	9,240	858	29.5	2.1	63.9	81.4	82.0	17.5	0.6	
AKUMAL, Q. ROO /3	4,391	4,399	3,949	8	-450	0.2	-10.2	2,605	3,824	3,162	1,220	-663	46.8	-17.3	59.3	86.9	80.1	27.6	-6.9	
PLAYA DEL CARMEN, Q. ROO	11,009	11,337	11,459	328	122	3.0	1.1	7,386	8,826	9,078	1,439	252	19.5	2.9	67.1	77.9	79.2	10.8	1.4	
PLAYACAR, Q. ROO	6,718	6,718	6,735	0	17	0.0	0.3	4,761	5,823	6,188	1,061	366	22.3	6.3	70.9	86.7	91.9	15.8	5.2	
PUERTO ESCONDIDO, OAX.	2,481	2,607	2,662	126	55	5.1	2.1	1,447	1,334	1,289	-113	-45	-7.8	-3.3	58.3	51.2	48.4	-7.2	-2.7	
PLAYAS DE ROSARITO, B.C.	2,621	2,620	2,621	0	1	0.0	0.0	573	572	702	-1	130	-0.1	22.7	21.9	21.8	26.8	0.0	5.0	
SAN FELIPE, BC.	823	823	827	0	4	0.0	0.5	165	84	188	-81	104	-48.9	123.5	20.0	10.2	22.7	-9.8	12.5	
TONALÁ- PUERTO ARISTA, CHIS.	729	693	736	-36	43	-4.9	6.2	154	199	268	45	69	29.1	34.9	21.1	28.7	36.4	7.6	7.7	
Ciudades	225,866	226,210	229,079	344	2,869	0.2	1.3	76,062	100,657	105,680	24,595	5,024	32.3	5.0	33.7	44.5	46.1	10.8	1.6	
<i>Grandes</i>	89,236	91,992	92,568	2,756	576	3.1	0.6	31,627	43,647	46,019	12,020	2,372	38.0	5.4	35.4	47.4	49.7	12.0	2.3	
CIUDAD DE MÉXICO /2	51,727	53,441	53,556	1,714	115	3.3	0.2	18,970	26,309	27,309	7,339	1,001	38.7	3.8	36.7	49.2	51.0	12.6	1.8	
GUADALAJARA, JAL.	21,397	21,852	22,257	455	405	2.1	1.9	7,226	9,535	9,605	2,309	70	32.0	0.7	33.8	43.6	43.2	9.9	-0.5	
MONTERREY, N.L.	16,112	16,699	16,756	587	57	3.6	0.3	5,431	7,803	9,105	2,372	1,302	43.7	16.7	33.7	46.7	54.3	13.0	7.6	
<i>Del Interior</i>	121,771	119,094	121,079	-2,677	1,985	-2.2	1.7	36,693	47,888	51,278	11,195	3,390	30.5	7.1	30.1	40.2	42.4	10.1	2.1	
AGUASCALIENTES, AGS.	6,147	6,301	6,278	154	-23	2.5	-0.4	1,771	2,576	2,414	806	-162	45.5	-6.3	28.8	40.9	38.5	12.1	-2.4	
CAMPECHE, CAMP.	1,386	2,093	2,074	707	-20	51.0	-0.9	483	999	1,199	516	200	107.0	20.1	34.8	47.7	57.8	12.9	10.1	
CELAYA, GTO. /2	3,238	2,757	2,746	-481	-11	-14.9	-0.4	601	798	771	197	-27	32.7	-3.4	18.6	29.0	28.1	10.4	-0.9	
CHIHUAHUA, CHIH.	5,006	5,007	5,007	1	0	0.0	0.0	1,793	2,603	2,746	810	143	45.2	5.5	35.8	52.0	54.9	16.2	2.9	
COATZACOALCOS, VER.	1,946	1,946	1,940	0	-6	0.0	-0.3	596	702	827	105	125	17.7	17.8	30.6	36.1	42.6	5.4	6.6	
COLIMA, COL.	1,407	1,177	1,178	-230	1	-16.3	0.1	425	438	454	13	16	3.1	3.7	30.2	37.2	38.6	7.0	1.4	
COMITÁN DE DOMÍNGUEZ, CHIS.	1,382	1,382	1,382	0	0	0.0	0.0	253	303	276	50	-28	19.9	-9.1	18.3	22.0	20.0	3.6	-2.0	
CULIACAN, SIN.	2,839	2,500	n.d.	-339	n.d.	-11.9	n.d.	977	990	n.d.	13	n.d.	1.3	n.d.	34.4	39.6	n.d.	5.2	n.d.	
DURANGO, DGO.	1,931	1,930	1,933	-1	3	-0.1	0.2	659	775	803	116	27	17.6	3.5	34.2	40.2	41.5	6.0	1.4	
EL FUERTE, SIN.	407	120	n.d.	-287	n.d.	-70.5	n.d.	112	34	n.d.	-78	n.d.	-69.9	n.d.	27.5	28.1	n.d.	0.6	n.d.	
GUANAJUATO, GTO. /2	3,165	3,228	3,368	63	140	2.0	4.3	664	700	760	35	61	5.3	8.7	21.0	21.7	22.6	0.7	0.9	
HERMOSILLO, SON.	3,119	3,094	3,094	-25	0	-0.8	0.0	1,164	1,557	1,300	394	-257	33.8	-16.5	37.3	50.3	42.0	13.0	-8.3	
IRAPUATO, GTO. /2	2,943	2,235	2,616	-708	381	-24.0	17.0	527	657	755	130	98	24.8	14.9	17.9	29.4	28.9	11.5	-0.5	
LEON, GTO.	6,241	6,279	6,780	38	501	0.6	8.0	1,795	2,493	2,656	699	163	38.9	6.5	28.8	39.7	39.2	11.0	-0.5	
LOS MOCHIS, SIN.	1,563	1,301	n.d.	-262	671	n.d.	-16.8	n.d.	607	n.d.	-64	n.d.	-9.6	n.d.	43.0	46.7	n.d.	3.7	n.d.	
MÉRIDA, YUC.	7,423	7,865	8,224	442	359	6.0	4.6	3,117	4,438	4,521	1,321	83	42.4	1.9	42.0	56.4	55.0	14.4	-1.5	
MORELIA, MICH. /1 /2	3,955	2,799	3,936	-1,156	1,137	-29.2	40.6	1,386	1,270	1,662	-116	391	-8.4	30.8	35.0	45.4	42.2	10.3	-3.2	
OAXACA, OAX.	6,162	6,073	6,051	-89	-22	-1.4	-0.4	2,122	2,811	3,082	690	271	32.5	9.6	34.4	46.3	50.9	11.9	4.7	

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				2022 - 2023	2023 - 2024	
Total	427,641	431,279	434,291	3,638	3,012	0.9	0.7	190,531	246,472	245,310	55,941	-1,162	29.4	-0.5	44.6	57.1	56.5	12.6	-0.7	
PACHUCA, HGO.	1,579	1,579	1,565	0	-15	0.0	-0.9	437	680	829	243	149	55.5	22.0	27.7	43.1	53.0	15.4	9.9	
PALENQUE, CHIS.	2,065	2,065	2,068	0	4	0.0	0.2	584	707	683	123	-24	21.1	-3.4	28.3	34.3	33.0	6.0	-1.2	
PUEBLA, PUE.	9,707	10,110	10,165	403	55	4.2	0.5	2,890	4,387	4,981	1,498	594	51.8	13.5	29.8	43.4	49.0	13.6	5.6	
QUERETARO, QRO.	7,566	7,264	7,377	-302	113	-4.0	1.6	2,472	3,466	3,565	994	100	40.2	2.9	32.7	47.7	48.3	15.0	0.6	
SALAMANCA, GTO. /2	1,205	1,031	1,031	-174	0	-14.4	0.0	250	296	335	46	39	18.5	13.0	20.8	28.7	32.5	8.0	3.7	
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,319	3,322	3,287	4	-35	0.1	-1.1	851	962	895	111	-67	13.1	-7.0	25.6	29.0	27.2	3.3	-1.7	
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	0	0	0.0	0.0	996	881	1,604	-115	724	-11.6	82.1	27.1	24.0	43.6	-3.1	19.7	
SAN JUAN DEL RÍO, QRO.	1,234	827	n.d.	-407	n.d.	-33.0	n.d.	382	369	n.d.	-13	n.d.	-3.3	n.d.	30.9	44.6	n.d.	13.7	n.d.	
SAN LUIS POTOSÍ, S.L.P.	5,888	5,948	6,015	60	67	1.0	1.1	1,831	2,727	2,731	896	4	49.0	0.2	31.1	45.8	45.4	14.8	-0.4	
SAN MIGUEL DE ALLENDE, GTO. /2	2,428	2,777	3,109	349	332	14.4	11.9	501	883	894	381	11	76.1	1.3	20.6	31.8	28.8	11.1	-3.0	
TAXCO, GRO.	887	835	913	-53	79	-5.9	9.4	194	247	262	53	15	27.4	6.1	21.8	29.6	28.7	7.7	-0.9	
TEQUISQUIAPAN, QRO.	921	560	n.d.	-361	n.d.	-39.2	n.d.	168	136	n.d.	-33	n.d.	-19.3	n.d.	18.3	24.2	n.d.	6.0	n.d.	
TLAXCALA, TLAX.	655	674	681	20	7	3.0	1.0	82	138	152	56	14	67.8	10.3	12.6	20.5	22.4	7.9	1.9	
TOLUCA, MÉX.	3,631	3,631	3,631	0	0	0.0	0.0	821	1,329	1,473	508	145	61.9	10.9	22.6	36.6	40.6	14.0	4.0	
TUXTLA GUTIÉRREZ, CHIS.	4,160	4,211	4,191	51	-20	1.2	-0.5	1,156	1,449	1,533	293	83	25.4	5.8	27.8	34.4	36.6	6.6	2.2	
VALLE DE BRAVO, MÉX.	1,221	1,187	1,222	-34	35	-2.8	2.9	202	211	216	9	6	4.5	2.6	16.5	17.7	17.7	1.2	-0.1	
VILLAHERMOSA, TAB.	5,184	5,181	5,187	-3	6	0.0	0.1	2,437	2,473	2,668	37	195	1.5	7.9	47.0	47.7	51.4	0.7	3.7	
XALAPA, VER.	3,118	3,169	3,051	51	-118	1.6	-3.7	759	1,151	1,240	392	89	51.7	7.7	24.3	36.3	40.6	12.0	4.3	
ZACATECAS, ZAC.	3,072	2,962	2,990	-110	28	-3.6	1.0	566	644	720	78	76	13.8	11.8	18.4	21.8	24.1	3.3	2.3	
Fronterizas	14,859	15,124	15,432	265	308	1.8	2.0	7,742	9,122	8,383	1,380	-738	17.8	-8.1	52.1	60.3	54.3	8.2	-6.0	
CIUDAD JUÁREZ, CHIH.	4,542	4,252	4,542	-290	290	-6.4	6.8	2,719	2,730	2,640	11	-90	0.4	-3.3	59.9	64.2	58.1	4.3	-6.1	
MEXICALI, BC. /2	2,551	2,783	2,790	232	7	9.1	0.2	1,129	1,680	1,552	551	-128	48.8	-7.6	44.2	60.4	55.6	16.1	-4.7	
PIEDRAS NEGRAS, COAH.	811	1,145	1,145	334	0	41.2	0.0	402	614	409	212	-205	52.8	-33.3	49.5	53.6	35.7	4.1	-17.9	
TECATE, B.C. /2	497	590	601	93	11	18.7	1.9	245	374	376	128	3	52.4	0.8	49.3	63.3	62.6	14.0	-0.7	
TIJUANA, B.C.	6,458	6,354	6,354	-104	0	-1.6	0.0	3,247	3,725	3,406	477	-319	14.7	-8.6	50.3	58.6	53.6	8.3	-5.0	

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 30-enero-2022
**Del 02-enero-2023 al 29-enero-2023
***Del 01-enero-2024 al 28-enero-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.