

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	427,937	431,503	435,011	3,566	3,508	0.8	0.8	202,652	256,431	257,712	53,779	1,281	26.5	0.5	47.4	59.4	59.2	12.1	-0.2	
Centros de Playa	201,985	204,977	206,556	2,992	1,579	1.5	0.8	119,243	147,673	144,411	28,430	-3,262	23.8	-2.2	59.0	72.0	69.9	13.0	-2.1	
Integralmente Planeados	67,957	68,840	69,314	883	474	1.3	0.7	44,888	53,480	54,366	8,593	886	19.1	1.7	66.1	77.7	78.4	11.6	0.7	
BAHIAS DE HUATULCO, OAX.	4,091	4,345	4,340	254	-6	6.2	-0.1	2,379	3,133	3,325	754	192	31.7	6.1	58.1	72.1	76.6	14.0	4.5	
CANCUN, Q.ROO	34,238	34,703	35,234	465	531	1.4	1.5	23,766	27,950	28,792	4,184	842	17.6	3.0	69.4	80.5	81.7	11.1	1.2	
IXTAPA ZIHUATANEJO, GRO. /4	6,292	6,765	6,771	473	6	7.5	0.1	3,565	4,239	4,447	674	207	18.9	4.9	44.6	56.7	65.7	12.1	9.0	
LORETO, B.C.S.	676	746	775	70	29	10.3	3.9	220	521	335	302	-186	137.5	-35.8	32.5	69.9	43.2	37.4	-26.7	
LOS CABOS, B.C.S.	22,660	22,281	22,195	-379	-86	-1.7	-0.4	14,959	17,637	17,468	2,678	-169	17.9	-1.0	66.0	79.2	78.7	13.1	-0.5	
CABO SAN LUCAS	9,172	9,105	9,251	146	-67	-0.7	1.6	6,540	7,684	7,513	1,144	-171	17.5	-2.2	71.3	84.4	81.2	13.1	-3.2	
SAN JOSÉ DEL CABO	3,909	3,869	3,719	-40	-150	-1.0	-3.9	2,430	2,701	2,838	271	137	11.1	5.1	62.2	69.8	76.3	7.6	6.5	
ZONA CORREDOR LOS CABOS	4,292	4,020	4,020	-272	0	-6.3	0.0	2,100	2,813	2,828	713	15	33.9	0.5	48.9	70.0	70.3	21.0	0.4	
Tradicional	65,715	67,007	66,380	1,292	-626	2.0	-0.9	31,756	39,858	33,786	8,103	-6,071	25.5	-15.2	48.3	59.5	50.9	11.2	-8.6	
ACAPULCO, GRO. /5	19,646	21,883	20,531	2,237	-1,352	11.4	-6.2	8,262	11,563	4,697	3,300	-6,866	39.9	-59.4	42.1	52.8	22.9	10.8	-30.0	
COZUMEL, Q. ROO	5,187	5,187	5,174	0	-13	0.0	-0.3	2,722	3,109	3,283	386	174	14.2	5.6	52.5	59.9	63.5	7.5	3.5	
LA PAZ, B.C.S. /1	2,728	1,986	2,728	-742	742	-27.2	37.4	1,647	1,433	1,894	-214	461	-13.0	32.2	60.4	72.2	69.4	11.8	-2.7	
MANZANILLO, COL.	4,753	4,374	4,325	-379	-50	-8.0	-1.1	1,756	2,332	2,252	575	-80	32.8	-3.4	37.0	53.3	52.1	16.4	-1.2	
MAZATLAN, SIN.	9,861	9,853	9,901	-8	48	-0.1	0.5	5,008	5,765	5,875	756	110	15.1	1.9	50.8	58.5	59.3	7.7	0.8	
PUERTO VALLARTA, JAL.	13,148	13,271	13,278	123	7	0.9	0.1	9,085	11,284	10,916	2,199	-367	24.2	-3.3	69.1	85.0	82.2	15.9	-2.8	
VERACRUZ BOCA DEL RIO, VER.	10,393	10,453	10,444	60	-9	0.6	-0.1	3,275	4,373	4,869	1,098	497	33.5	11.4	31.5	41.8	46.6	10.3	4.8	
Otros	68,313	69,131	70,862	818	1,731	1.2	2.5	42,599	54,335	56,258	11,736	1,923	27.6	3.5	62.4	78.6	79.4	16.2	0.8	
ISLA MUJERES, Q. ROO	1,647	1,639	1,639	-8	0	-0.5	0.0	974	1,152	1,041	178	-111	18.3	-9.6	70.3	63.5	11.2	-6.8		
NUEVO NAYARIT, NAY.	10,783	10,873	10,859	90	-14	0.8	-0.1	6,398	9,305	9,470	2,907	165	45.4	1.8	59.3	85.6	87.2	26.2	1.6	
RIVIERA MAYA, Q. ROO	49,208	49,859	51,552	652	1,693	1.3	3.4	32,764	41,683	43,224	8,919	1,541	27.2	3.7	66.6	83.6	83.8	17.0	0.2	
AKUMAL, Q. ROO /3	4,393	4,399	4,049	6	-351	0.1	-8.0	2,667	3,953	3,376	1,286	-577	48.2	-14.6	60.7	89.9	83.4	29.2	-6.5	
PLAYA DEL CARMEN, Q. ROO	11,010	11,329	11,783	319	455	2.9	4.0	7,662	9,014	9,550	1,352	535	17.7	5.9	69.6	79.6	81.0	10.0	1.5	
PLAYACAR, Q. ROO	6,718	6,726	6,735	8	9	0.1	0.1	4,949	5,909	6,275	960	366	19.4	6.2	73.7	87.9	93.2	14.2	5.3	
PUERTO ESCONDIDO, OAX.	2,493	2,625	2,628	131	3	5.3	0.1	1,410	1,281	1,321	-129	40	-9.2	3.1	56.6	48.8	50.3	-7.7	1.4	
PLAYAS DE ROSARITO, B.C.	2,621	2,620	2,621	-1	1	0.0	0.1	707	629	760	-78	131	-11.0	20.8	27.0	24.0	29.0	-3.0	5.0	
SAN FELIPE, BC.	823	823	827	0	4	0.0	0.5	195	104	187	-91	83	-46.7	79.9	23.6	12.6	22.6	-11.0	10.0	
TONALÁ- PUERTO ARISTA, CHIS.	739	692	736	-46	44	-6.2	6.3	152	181	255	29	74	19.3	41.2	20.5	26.1	34.7	5.6	8.6	
Ciudades	225,952	226,526	228,454	574	1,929	0.3	0.9	83,409	108,758	113,301	25,349	4,543	30.4	4.2	36.9	48.0	49.6	11.1	1.6	
Grandes	89,335	92,072	92,570	2,737	498	3.1	0.5	35,287	48,035	50,491	12,748	2,456	36.1	5.1	39.5	52.2	54.5	12.7	2.4	
CIUDAD DE MÉXICO /2	51,727	53,443	53,554	1,716	111	3.3	0.2	20,520	28,129	29,893	7,608	1,765	37.1	6.3	39.7	52.6	55.8	13.0	3.2	
GUADALAJARA, JAL.	21,428	21,932	22,259	504	327	2.4	1.5	8,189	10,911	10,624	2,722	-287	33.2	-2.6	38.2	49.7	47.7	11.5	-2.0	
MONTERREY, N.L.	16,180	16,697	16,757	517	60	3.2	0.4	6,578	8,996	9,974	2,418	978	36.8	10.9	40.7	53.9	59.5	13.2	5.6	
Del Interior	121,600	119,184	120,820	-2,417	1,636	-2.0	1.4	39,702	50,886	54,077	11,184	3,191	28.2	6.3	32.6	42.7	44.8	10.0	2.1	
AGUASCALIENTES, AGS.	6,157	6,305	6,294	148	-10	2.4	-0.2	1,929	2,665	2,541	736	-124	38.2	-4.6	31.3	42.3	40.4	10.9	-1.9	
CAMPECHE, CAMP.	1,386	2,093	2,075	707	-18	51.0	-0.8	513	1,021	1,138	508	117	99.0	11.5	37.0	48.8	54.8	11.8	6.1	
CELAYA, GTO. /2	3,286	2,700	2,734	-586	34	-17.8	1.3	651	740	807	89	67	13.7	9.1	19.8	27.4	29.5	7.6	2.1	
CHIHUAHUA, CHIH.	5,006	5,007	4,946	1	-61	0.0	-1.2	2,029	2,811	2,797	783	-15	38.6	-0.5	40.5	56.2	56.6	15.6	0.4	
COATZACOALCOS, VER.	2,013	1,946	1,943	-67	-3	-3.3	-0.2	598	739	834	141	95	23.5	12.9	29.7	38.0	42.9	8.2	5.0	
COLIMA, COL.	1,345	1,177	1,175	-167	-3	-12.4	-0.2	439	474	475	35	1	8.0	0.3	32.6	40.2	40.5	7.6	0.2	
COMITÁN DE DOMÍNGUEZ, CHIS.	1,382	1,382	1,382	0	0	0.0	0.0	254	308	290	54	-19	21.2	-6.0	18.4	22.3	21.0	3.9	-1.3	
CULIACAN, SIN.	2,839	2,500	n.d.	-339	n.d.	-11.9	n.d.	1,101	1,202	n.d.	100	n.d.	n.d.	n.d.	38.8	48.1	n.d.	9.3	n.d.	
DURANGO, DGO.	1,932	1,928	1,933	-4	5	-0.2	0.2	697	812	853	115	41	16.5	5.1	36.1	42.1	44.1	6.0	2.0	
EL FUERTE, SIN.	407	120	n.d.	-287	n.d.	-70.5	n.d.	107	36	n.d.	-71	n.d.	-66.5	n.d.	26.4	29.9	n.d.	3.6	n.d.	
GUANAJUATO, GTO. /2	3,229	3,231	3,368	2	137	0.0	4.3	723	766	876	44	110	6.0	14.4	22.4	23.7	26.0	1.3	2.3	
HERMOSILLO, SON.	3,119	3,094	3,094	-25	0	-0.8	0.0	1,416	1,672	1,470	256	-202	18.1	-12.1	45.4	54.0	47.5	8.6	-6.5	
IRAPUATO, GTO. /2	2,951	2,393	2,546	-558	152	-18.9	6.4	582	765	799	183	33	31.4	4.4	19.7	32.0	31.4	12.2	-0.6	
LEON, GTO.	6,241	6,245	6,632	4	387	0.1	6.2	2,021	2,587	2,833	566	246	28.0	9.5	32.4	41.4	42.7	9.0	1.3	
LOS MOCHIS, SIN.	1,567	1,302	n.d.	-265	n.d.	-16.9	n.d.	693	701	n.d.	8	n.d.	1.1	n.d.	44.2	53.9	n.d.	9.6	n.d.	
MÉRIDA, YUC.	7,443	7,882	8,219	439	337	5.9	4.3	3,204	4,634	4,699	1,430	66	44.6	1.4	43.0	58.8	57.2	15.7	-1.6	
MORELIA, MICH. /1 /2	3,947	2,799	3,936	-1,148	1,137	-29.1	40.6	1,482	1,374	1,760	-107	385	-7.2	28.0	37.5					

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	427,937	431,503	435,011	3,566	3,508	0.8	0.8	202,652	256,431	257,712	53,779	1,281	26.5	0.5	47.4	59.4	59.2	12.1	-0.2	
PACHUCA, HGO.	1,579	1,573	1,565	-6	-8	-0.4	-0.5	534	727	841	194	113	36.3	15.5	33.8	46.2	53.7	12.4	7.5	
PALENQUE, CHIS.	2,064	2,066	2,071	1	6	0.1	0.3	619	717	753	98	36	15.9	5.0	30.0	34.7	36.4	4.7	1.6	
PUEBLA, PUE.	9,684	10,124	10,164	439	40	4.5	0.4	2,965	4,591	5,228	1,627	637	54.9	13.9	30.6	45.4	51.4	14.7	6.1	
QUERETARO, QRO.	7,437	7,264	7,399	-173	135	-2.3	1.9	2,894	3,763	3,926	868	163	30.0	4.3	38.9	51.8	53.1	12.9	1.3	
SALAMANCA, GTO. /2	1,205	1,031	1,031	-174	0	-14.4	0.0	269	297	335	28	38	10.3	12.8	22.4	28.8	32.5	6.5	3.7	
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,317	3,325	3,287	9	-38	0.3	-1.2	957	981	864	25	-118	2.6	-12.0	28.8	29.5	26.3	0.7	-3.2	
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	0	0	0.0	0.0	930	983	1,575	53	592	5.7	60.3	25.3	26.7	42.8	1.4	16.1	
SAN JUAN DEL RÍO, QRO.	1,179	827	n.d.	-352	n.d.	-29.9	n.d.	411	385	n.d.	-26	n.d.	-6.3	n.d.	34.8	46.5	n.d.	11.7	n.d.	
SAN LUIS POTOSÍ, S.L.P.	5,888	5,960	6,015	71	56	1.2	0.9	1,978	2,875	2,870	897	-5	45.3	-0.2	33.6	48.2	47.7	14.6	-0.5	
SAN MIGUEL DE ALLENDE, GTO. /2	2,426	2,767	3,091	341	324	14.0	11.7	617	1,048	1,090	431	42	69.9	4.0	25.4	37.9	35.3	12.5	-2.6	
TAXCO, GRO.	887	859	902	-28	43	-3.1	5.0	198	274	219	75	-55	38.0	-19.9	22.4	31.9	24.3	9.5	-7.6	
TEQUISQUIAPAN, QRO.	857	560	n.d.	-297	n.d.	-34.7	n.d.	154	148	n.d.	-5	n.d.	-3.4	n.d.	17.9	26.5	n.d.	8.6	n.d.	
TLAXCALA, TLAX.	654	673	681	19	8	2.9	1.2	101	159	162	58	3	56.9	2.2	15.5	23.6	23.8	8.1	0.2	
TOLUCA, MÉX.	3,631	3,630	3,631	-1	1	0.0	0.0	956	1,399	1,695	443	296	46.3	21.2	26.3	38.5	46.7	12.2	8.1	
TUXTLA GUTIÉRREZ, CHIS.	4,161	4,195	4,189	33	-6	0.8	-0.1	1,177	1,535	1,615	359	79	30.5	5.2	28.3	36.6	38.5	8.3	1.9	
VALLE DE BRAVO, MÉX.	1,221	1,186	1,221	-35	35	-2.9	3.0	230	246	244	16	-2	6.9	-0.7	18.8	20.7	20.0	1.9	-0.7	
VILLAHERMOSA, TAB.	5,171	5,139	5,201	-32	62	-0.6	1.2	2,574	2,531	2,815	-43	285	-1.7	11.3	49.8	49.2	54.1	-0.5	4.9	
XALAPA, VER.	3,118	3,177	3,091	59	-86	1.9	-2.7	842	1,257	1,276	415	19	49.3	1.5	27.0	39.6	41.3	12.6	1.7	
ZACATECAS, ZAC.	3,032	2,976	2,997	-56	21	-1.8	0.7	625	681	773	57	91	9.1	13.4	20.6	22.9	25.8	2.3	2.9	
Fronterizas	15,017	15,270	15,065	253	-205	1.7	-1.3	8,420	9,837	8,733	1,417	-1,104	16.8	-11.2	56.1	64.4	58.0	8.4	-6.4	
CIUDAD JUÁREZ, CHIH.	4,542	4,397	4,542	-145	145	-3.2	3.3	2,919	2,906	2,797	-12	-109	-0.4	-3.8	64.3	66.1	61.6	1.8	-4.5	
MEXICALI, BC. /2	2,551	2,784	2,816	233	32	9.1	1.1	1,246	1,832	1,689	586	-143	47.1	-7.8	48.8	65.8	60.0	17.0	-5.8	
PIEDRAS NEGRAS, COAH.	978	1,145	1,202	167	57	17.1	4.9	524	668	528	143	-140	27.3	-20.9	53.6	58.3	43.9	4.7	-14.4	
TECATE, B.C. /2	504	590	601	86	11	17.1	1.9	262	376	395	114	19	43.6	5.2	51.9	63.7	65.7	11.7	2.1	
TIJUANA, B.C.	6,442	6,354	5,905	-88	-450	-1.4	-7.1	3,469	4,055	3,323	586	-731	16.9	-18.0	53.9	63.8	56.3	10.0	-7.5	

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 27-febrero-2022

**Del 02-enero-2023 al 26-febrero-2023

***Del 01-enero-2024 al 25-febrero-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.