

Centro	Cuartos disponibles promedio diario								Cuartos ocupados								Ocupación			
	2021*	2022**	2023***	Diferencia		Variación (%)		2021*	2022**	2023***	Diferencia		Variación (%)		2021*	2022**	2023***	Ptos (%)		
				2021-2022	2022-2023	2021-2022	2022-2023				2021-2022	2022-2023	2021-2022	2022-2023						
Total	414,353	421,714	431,460	7,361	9,746	1.78%	2.31%	141,970	230,680	259,075	88,710	28,396	62.5%	12.3%	34.3	54.7	60.0	20.4	5.3	
Centros de Playa	191,290	195,821	203,965	4,531	8,144	2.37%	4.16%	79,821	129,224	141,483	49,403	12,259	61.9%	9.5%	41.7	66.0	69.4	24.3	3.4	
Integración Planeados	61,981	61,573	68,968	-407	7,394	-0.66%	12.01%	30,951	45,340	51,220	14,389	5,869	46.5%	13.0%	49.9	73.6	74.3	23.7	0.6	
BAHIAS DE HUATULCO, OAX.	4,316	4,373	4,347	57	143	1.31%	4.15%	1,505	2,655	2,924	269	269	76.4%	10.1%	34.9	63.6	67.3	28.8	3.7	
CANCUN, Q.ROO	34,527	34,259	35,068	-268	809	-0.78%	2.36%	17,801	25,982	26,853	8,181	871	46.0%	3.4%	51.6	75.8	76.6	24.3	0.7	
IXTAPA ZIHUATANEJO, GRO. 4/	n.c.	n.c.	6,450	n.c.	n.c.	n.c.	n.c.	n.c.	3,950	n.c.	n.c.	n.c.	n.c.	n.c.	n.c.	n.c.	61.2	n.c.	n.c.	
LOBETO, B.C.S. 1/	899	499	806	-400	308	-44.53%	61.66%	265	268	474	3	206	1.2%	76.8%	29.5	53.8	58.8	24.3	5.0	
LOS CABOS, B.C.S.	22,239	22,643	22,297	404	346	1.82%	-1.53%	11,380	16,435	17,018	5,055	583	44.4%	3.5%	51.2	72.6	76.3	21.4	3.7	
CABO SAN LUCAS	8,928	9,162	9,146	234	16	2.62%	-0.17%	4,781	7,191	7,408	2,410	217	50.4%	3.0%	53.6	78.5	81.0	24.9	2.5	
SAN JOSE DEL CABO	4,862	3,902	3,844	-960	58	-19.74%	-1.49%	2,044	2,620	2,606	575	14	28.1%	-0.5%	42.1	67.1	67.8	25.1	0.7	
ZONA CORREDOR LOS CABOS	4,444	4,292	4,020	-152	272	-3.41%	-6.34%	2,435	2,383	2,716	52	333	-2.1%	14.0%	54.8	55.5	67.6	0.7	12.0	
Tradicional	64,817	65,555	65,225	738	330	1.14%	-0.50%	26,101	36,639	39,015	10,539	2,376	40.4%	6.5%	40.3	55.9	59.8	15.6	3.9	
ACAPULCO, GRO. 2/	19,599	19,594	20,036	5	442	-0.03%	2.26%	6,209	9,121	10,427	2,912	1,306	46.9%	14.3%	31.7	46.6	52.0	14.9	5.5	
COZUMEL, Q. ROO	5,177	5,187	5,176	11	11	0.20%	-0.22%	1,815	2,799	2,824	984	25	54.2%	0.9%	35.1	54.0	54.6	18.9	0.6	
LA PAZ, B.C.S. 1/	2,344	2,728	2,307	384	422	16.40%	-15.46%	1,098	1,786	1,632	687	154	62.6%	-8.6%	46.9	65.5	70.7	18.6	5.3	
MANZANILLO, COL.	4,651	4,618	4,385	-33	233	-0.72%	-5.03%	1,661	2,133	2,461	472	328	28.4%	15.4%	35.7	46.2	56.1	10.5	9.9	
MAZATLAN, SIN. 3/	9,689	9,880	9,706	191	174	1.97%	-1.76%	5,433	6,399	6,371	966	28	17.8%	-0.4%	56.1	64.8	65.6	8.7	0.9	
PUERTO VALLARTA, JAL.	13,135	13,133	13,174	-2	41	-0.01%	0.31%	6,469	9,802	10,184	3,333	382	51.5%	3.9%	49.3	74.6	77.3	25.4	2.7	
VERACRUZ BOCA DEL RIO, VER.	10,222	10,415	10,441	192	27	1.88%	0.25%	3,415	4,599	5,115	1,184	517	34.7%	11.2%	33.4	44.2	49.0	10.7	4.8	
Otros	64,493	68,893	69,773	4,201	1,080	6.51%	1.57%	22,968	47,245	51,248	24,475	4,004	107.5%	6.9%	35.3	68.8	75.4	35.5	4.7	
ISLA MUJERES, Q. ROO	1,647	1,642	1,639	-5	3	-0.28%	-0.20%	455	944	1,063	489	119	107.4%	12.6%	27.6	57.5	64.9	29.8	7.4	
NUÉVO NAVARIT, NAY.	10,149	10,842	10,874	693	32	6.83%	0.29%	4,219	7,125	8,571	2,905	1,446	68.9%	20.3%	41.6	65.7	78.8	24.1	13.1	
RIVIERA MAYA, Q. ROO	45,978	49,482	50,474	3,505	992	7.62%	2.01%	16,114	36,497	39,173	20,384	2,676	126.5%	7.3%	35.0	73.8	77.6	38.7	3.9	
AKUMAL, Q. ROO	4,393	4,395	4,324	2	72	0.05%	-1.63%	1,310	3,326	3,687	2,016	362	153.9%	10.9%	29.8	75.7	85.3	45.8	9.6	
PLAYA DEL CARMEN, Q. ROO	11,263	11,161	12,029	-102	867	-0.90%	7.77%	4,143	8,043	8,661	3,901	617	94.2%	7.7%	36.8	72.1	72.0	35.3	0.1	
PLAYACAR, Q. ROO	6,717	6,708	6,731	-8	23	-0.12%	0.34%	1,802	5,350	5,622	3,548	272	197.0%	5.1%	26.8	79.8	83.5	52.9	3.8	
PUERTO ESCONDIDO, OAX.	2,522	2,539	2,650	17	111	0.67%	4.38%	755	1,224	1,130	469	94	62.1%	-7.7%	29.9	48.2	42.7	18.3	-5.6	
PLAYAS DE ROSARITO, B.C.	2,621	2,620	2,621	-1	1	-0.03%	0.03%	802	1,017	868	216	150	26.9%	-14.7%	30.6	38.8	33.1	8.2	-5.7	
SAN FELIPE, BC.	823	823	823	-	-	0.00%	0.00%	202	272	247	22	24	8.8%	-8.9%	30.3	33.0	30.1	2.7	-2.9	
TÓNALA- PUERTO ARISTA, CHIS.	754	745	693	-9	53	-1.13%	-7.04%	175	166	196	9	30	-5.1%	18.2%	23.2	22.3	28.3	0.9	6.1	
Ciudades	223,063	225,893	227,495	2,830	1,602	1.27%	0.7%	62,149	101,455	117,592	39,307	16,137	63.2%	15.9%	27.9	44.9	51.7	17.1	6.8	
Grandes	88,274	89,602	92,075	1,328	2,473	1.50%	2.76%	24,707	43,639	51,188	18,932	7,549	76.6%	17.3%	28.0	48.7	55.6	20.7	6.9	
CIUDAD DE MÉXICO 2/	51,704	51,712	53,443	9	1,731	0.02%	3.35%	13,630	24,949	29,429	11,320	4,479	83.0%	18.0%	26.4	48.2	55.1	21.9	6.8	
GUADALAJARA, JAL.	21,360	21,488	21,963	128	475	0.60%	2.21%	6,271	9,707	11,872	3,436	2,165	54.8%	22.3%	29.4	45.2	54.1	15.8	8.9	
MONTERREY, N.L.	15,210	16,402	16,669	1,192	267	7.83%	1.63%	4,805	8,982	9,887	4,176	905	86.9%	10.1%	31.6	54.8	59.3	23.2	4.6	
Del Interior	120,488	121,228	120,964	740	1,064	0.61%	-0.96%	31,119	47,774	56,046	16,654	8,272	53.5%	17.3%	25.8	39.4	46.7	13.6	7.3	
AGUASCALIENTES, AGS.	5,181	6,210	6,331	1,029	120	19.86%	1.94%	1,739	2,614	3,057	875	442	50.3%	16.9%	33.6	42.1	48.1	8.5	6.2	
CAMPECHE, CAMP.	1,415	1,740	2,090	325	351	22.93%	20.15%	455	779	1,036	264	317	57.9%	44.0%	32.2	41.3	49.6	9.2	8.2	
CELAYA, GTO. 2/	3,327	3,257	2,634	-70	623	-2.10%	-19.13%	775	775	864	199	114	18.1%	11.4%	19.7	23.8	32.8	4.1	9.0	
CHIHUAHUA, CHIH.	4,868	5,004	5,007	136	2	2.79%	0.05%	1,603	2,641	3,056	1,038	416	64.7%	15.7%	32.9	52.8	61.0	19.8	8.3	
COATZACOALCOS, VER.	1,996	1,968	1,946	-28	22	-1.39%	-1.12%	427	709	848	282	139	65.9%	19.6%	21.4	36.0	43.6	14.6	7.6	
COLIMA, COL.	1,266	1,300	1,196	33	104	2.62%	-8.00%	434	429	499	6	71	-1.3%	16.5%	34.3	33.0	41.8	1.3	8.8	
COMITÁN DE DOMÍNGUEZ, CHIS.	1,393	1,382	1,381	-11	1	-0.78%	-0.04%	259	285	343	26	59	9.9%	20.6%	18.6	20.6	24.9	2.0	4.3	
CULIACAN, SIN. 5/	2,839	2,751	2,500	-89	251	-3.12%	-9.11%	959	1,342	1,297	382	45	39.9%	-3.3%	33.8	48.8	51.9	15.0	3.1	
DURANGO, DGO.	1,891	1,932	1,927	41	5	2.14%	-0.26%	595	1,006	917	411	90	69.2%	-8.9%	31.5	52.1	47.6	20.6	-4.5	
EL FUERTE, SIN.	406	407	n.d.	1	n.d.	0.29%	n.d.	82	113	n.d.	31	n.d.	38.2%	n.d.	20.2	27.8	n.d.	7.6	n.d.	
GUANAJUATO, GTO. 2/	3,173	3,035	3,253	-138	219	-4.35%	7.21%	568	837	858	269	21	47.3%	2.5%	17.9	27.6	26.4	9.7	-1.2	
HERMOSILLO, SON.	2,920	3,115	3,094	195	21	6.68%	-0.67%	985	1,613	1,847	627	235	63.7%	14.5%	33.7	51.8	59.7	18.0	7.9	
IRAPUATO, GTO. 2/	2,936	2,909	2,487	-27	422	-0.93%	-14.51%	591	698	917	107	219	18.1%	31.4%	20.1	24.0	36.9	3.9	12.9	
LEON, GTO.	6,392	6,164	6,226	-229	62	-3.57%	1.00%	1,389	2,084	2,544	695	460	50.0%	22.1%	21.7	33.8	40.9	12.1	7.1	
LOS MOCHIS, SIN.	1,585	1,575	n.d.	-10	n.d.	-0.60%	n.d.	618	701	n.d.	84	n.d.	13.5%	n.d.	39.0	44.5	n.d.	5.5	n.d.	
MÉRIDA, YUC.	7,445	7,635	7,982	189	347	2.54%	4.55%	1,982	3,777	4,599	1,734	883	87.5%	23.7%	26.6	48.7	57.6	22.1	8.9	
MORELIA, MICH. 1/ 2/	3,950	3,967	3,392	17	575	0.43%	-14.50%	1,415	1,692	1,811	276	119	19.5%	7.0%	35.8	42.6	53.4	6.8	10.7	
OAXACA, OAX.	6,185	6,164	6,057	-21	107	-0.33%	-1.74%	1,344	2,599	3,100	1,255	502	93.4%	19.3%	21.7	42.2	51.2	20.4	9.0	

Centro	Cuartos disponibles promedio diario								Cuartos ocupados								Ocupación			
	2021*	2022**	2023***	Diferencia		Variación (%)		2021*	2022**	2023***	Diferencia		Variación (%)		2021*	2022**	2023***	Ptos (%)		
				2021-2022	2022-2023	2021-2022	2022-2023				2021-2022	2022-2023	2021-2022	2022-2023						
Total	414,353	421,714	431,460	7,361	9,746	1.78%	2.31%	141,970	230,680	259,075	88,710	28,396	62.5%	12.3%	34.3	54.7	60.0	20.4	5.3	
PACHUCA, HGO.	1,579	1,574	1,569	-5	5	-0.32%	-0.30%	368	661	796	292	135	79.3%	20.4%	23.3	42.0	50.7	18.6	8.7	
PALENQUE, CHIS.	2,076	2,069	2,066	-7	3	-0.34%	-0.15%	512	664	723	152	58	29.6%	8.8%	24.7	32.1	35.0	7.4	2.9	
PUEBLA, PUE.	9,706	9,714	10,132	8	419	0.08%	4.31%	1,888	4,012	5,504	2,124	1,492	112.5%	37.2%	19.5	41.3	54.3	21.8	13.0	
QUERÉTARO, QRO.	7,212	7,271	7,301	58	30	0.81%	0.41%	1,944	3,741	4,200	1,797	459	92.5%	12.3%	26.9	51.5	57.5	24.5	6.1	
SALAMANCA, GTO. 2/	1,133	1,168	997	36	172	3.13%	-14.77%	253	296	304	42	8	16.8%	2.8%	22.4	25.3	30.5	3.0	5.2	
SAN CRISTOBAL DE LAS CASAS, CHIS.	3,311	3,316	3,298	6	19	0.17%	-0.56%	795	991	1,026	196	35	24.7%	3.5%	24.0	29.9	31.1	5.9	1.2	
SAN JUAN DE LOS RAGOS, JAL.	3,671	3,676	3,676	4	1	0.12%	0.01%	657	870	1,113	213	243	32.5%	27.9%	17.9	23.7	30.3	5.8	6.6	
SAN JUAN DEL RIO, QRO.	1,113	1,099	n.d.	-13	n.d.	-1.20%	n.d.	309	469	n.d.	160	n.d.	51.9%	n.d.	27.8	42.7	n.d.	14.9	n.d.	
SAN LUIS POTOSI, S.L.P.	5,870	5,936	5,999	65	64	1.11%	1.08%	1,830	2,528	3,308	698	780	38.1%	30.9%	31.2	42.6	55.1	11.4	12.5	
SAN MIGUEL DE ALLENDE, GTO. 2/	2,427	2,399	2,768	-28	369	-1.16%	15.38%	513	827	1,064	313	237	61.0%	28.7%	21.2	34.5	38.4	13.3	4.0	
TAXCO, GRO.	886	885	885	2	1	0.19%	-0.11%	149	244	289	95	44	63.7%	18.1%	16.9	27.6	32.6	10.7	5.0	
TEQUISQUIAPAN, QRO.	645	684	n.d.	39	n.d.	5.99%	n.d.	135	176	n.d.	41	n.d.	30.6%	n.d.	20.9	25.8	n.d.	4.9	n.d.	
TLAXCALA, TLAX. 3/	655	654	568	-1	86	-0.13%	-13.16%	85	144	144	59	1	69.0%	0.5%	13.0	22.0	25.4	9.0	3.4	
TOLUCA, MEX.	3,936	3,588	3,927	-348	339	-8.85%	9.45%	818	1,185	1,575	367	390	44.9%	32.9%	20.8	33.0	40.1	12.3	7.1	
TUXTLA GUTIERREZ, CHIS.	4,384	4,179	4,212	-206	34	-4.69%	0.81%	1,017	1,360	1,669	343	308	33.7%	22.7%	23.2	32.6	39.6	9.3	7.1	
VALLE DE BRAVO, MEX.	1,221	1,215	1,192	-6	23	-0.45%	-1.91%	171	251	256	80	5	46.8%	2.0%	14.0	20.6	21.5	6.6	0.8	
VILLAHERMOSA, TAB.	4,997	5,173	5,137	176	37	3.52%	-0.71%	1,906	2,718	2,829	812	111	42.6%	4.1%	38.2	52.5	55.1	14.4	2.5	
XALAPA, VER.	3,395	3,118	3,146	-277	29	-8.17%	0.92%	849	1,183	1,431	335	247	39.4%	20.9%	25.0	38.0	45.5	13.0	7.5	
ZACATECAS, ZAC.	3,105	2,999	2,984	-106	15	-3.41%	-0.51%	817	881	801	64	80	7.8%	-9.1%	26.3	29.4	26.9	3.1	2.5	
Frontieras	14,301	15,063	15,355	762	292	5.33%	1.94%	6,323	10,043	10,359	3,720	315	58.8%	3.1%	44.2	66.7	67.5	22.5	0.8	
CIUDAD JUAREZ, CHIH.	4,540	4,541	4,494	1	47	0.03%	-1.04%	1,989	3,254	3,126	1,265	129	63.6%	-3.9%	43.8	71.7	69.6	27.8	2.1	
MEXICALI, BC. 2/	2,548	2,551	2,784	3	233	0.12%	9.13%	1,189	1,598	1,918	409	320	34.4%	20.0%	46.7	62.6	68.9	16.0	6.2	
PIEDRAS NEGRAS, COAH.	811	1,089	1,145	278	56	34.32%	5.11%	422	635	696	214	60	50.7%	9.5%	52.0	58.3	60.8	6.4	2.4	
TECATE, B.C. 2/	498	509	590	11	81	2.14%	15.99%	219	287	398	68	111	31.3%	38.8%	43.9	56.4	67.5	12.5	11.1	
TIJUANA, B.C.	5,905	6,373	6,343	469	31	7.94%	-0.48%	2,504	4,269	4,221	1,765	47	70.5%	-1.1%	42.4	67.0	66.6	24.6	-0.4	

*Del 01-enero-2021 al 30-junio-2021

**Del 01-enero-2022 al 30-junio-2022

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

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

a/A fin de mantener una dimensión del porcentaje de ocupación a nivel de centro turístico, los cuartos disponibles no representan su disminución real en 2020, 2021 y 2022 por lo cual no deberán compararse con periodos anteriores.

1/ Datos no comparables con el periodo actual por falta de información disponible en el 2022.

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 2023.

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/ Reporta ocupación de 3 a 5 estrellas en 2023, por lo anterior no es comparable con periodos anteriores.

Para establecer una comparación con periodos anteriores deberá considerar que la jornada nacional de sana distancia inicio el día 23 de marzo del 2020.

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.