

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE JULIO

Del 01-enero-2025 al 31-julio-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							
Total	443,928	449,367	448,419	5,439	-947	1.2%	-0.2%	266,030	271,373	264,079	5,343	-7,295	2.0%	-2.7%	59.9	60.4	58.9	0.5	-1.5		
Centros de Playa	207,095	209,591	207,478	2,496	-2,113	1.2%	-1.0%	143,118	144,520	139,690	1,403	-4,830	1.0%	-3.3%	69.1	69.0	67.3	-0.2	-1.6		
Integralmente Planeados	69,435	69,762	69,916	327	154	0.5%	0.2%	51,497	52,237	51,259	740	-978	1.4%	-1.9%	74.2	74.9	73.3	0.7	-1.6		
BAHIAS DE HUATULCO, OAX.	4,347	4,340	4,415	-6	75	-0.1%	1.7%	2,913	3,028	2,961	115	-67	4.0%	-2.2%	67.0	69.8	67.1	2.7	-2.7		
CANCUN, Q.ROO	35,094	35,522	35,557	428	35	1.2%	0.1%	26,856	27,372	26,411	516	-961	1.9%	-3.5%	76.5	77.1	74.3	0.5	-2.8		
IXTAPA ZIHUATANEJO, GRO. /3	6,803	6,804	6,807	1	2	0.0%	0.0%	4,165	4,297	4,336	132	39	3.2%	0.9%	61.2	63.1	63.7	1.9	0.6		
LORETO, B.C.S. /1 /2	910	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	475	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	52.3	n.d.	n.d.	n.c.	n.c.		
LOS CABOS, B.C.S.	22,282	22,182	22,343	-99	161	-0.4%	0.7%	17,088	17,061	17,127	-26	66	-0.2%	0.4%	76.7	76.9	76.7	0.2	-0.3		
CABO SAN LUCAS	9,148	9,011	9,422	-137	410	-1.5%	4.6%	7,433	7,237	7,532	-196	295	-2.6%	4.1%	81.2	80.3	79.9	-0.9	-0.4		
SAN JOSE DEL CABO /2	3,517	3,499	n.d.	-18	n.c.	-0.5%	n.c.	2,389	2,504	n.d.	115	n.c.	4.8%	n.c.	67.9	71.6	n.d.	3.7	n.c.		
ZONA CORREDOR LOS CABOS	4,020	4,020	4,028	0	8	0.0%	0.2%	2,706	2,717	2,818	12	101	0.4%	3.7%	67.3	67.6	70.0	0.3	2.4		
Tradicionales	67,988	64,356	62,769	-3,632	-1,588	-5.3%	-2.5%	40,573	35,367	34,973	-5,206	-395	-12.8%	-1.1%	59.7	55.0	55.7	-4.7	0.8		
ACAPULCO, GRO. /4	22,027	18,186	16,911	-3,841	-1,275	-17.4%	-7.0%	11,346	5,833	7,754	-5,513	1,920	-48.6%	32.9%	51.5	32.1	45.9	-19.4	13.8		
COZUMEL, Q. ROO	5,175	5,176	5,175	1	-1	0.0%	0.0%	2,807	2,821	2,974	14	154	0.5%	5.4%	54.2	54.5	57.5	0.3	3.0		
LA PAZ, B.C.S.	2,728	2,729	2,739	1	10	0.0%	0.4%	1,955	1,948	1,734	-7	-214	-0.4%	-11.0%	71.6	71.4	63.3	-0.3	-8.1		
MANZANILLO, COL.	4,380	4,334	3,907	-46	-427	-1.0%	-9.9%	2,474	2,441	2,402	-33	-39	-1.3%	-1.6%	56.5	56.3	61.5	-0.2	5.2		
MAZATLAN, SIN.	9,995	10,089	10,089	95	0	0.9%	0.0%	6,542	6,785	5,249	243	-1,537	3.7%	-22.6%	65.5	67.3	52.0	1.8	-15.2		
PUERTO VALLARTA, JAL.	13,245	13,367	13,395	122	28	0.9%	0.2%	10,116	9,877	9,924	-239	46	-2.4%	0.5%	76.4	73.9	74.1	-2.5	0.2		
VERACRUZ BOCA DEL RIO, VER. /2	10,438	10,475	10,552	37	77	0.4%	0.7%	5,334	5,663	4,937	329	-726	6.2%	-12.8%	51.1	54.1	46.8	3.0	-7.3		
Otros	69,672	75,472	74,793	5,800	-679	8.3%	-0.9%	51,048	56,916	53,459	5,868	-3,457	11.5%	-6.1%	73.3	75.4	71.5	2.1	-3.9		
ISLA MUJERES, Q. ROO	1,639	1,639	1,638	0	0	0.0%	0.0%	1,051	872	929	-179	57	-17.0%	6.6%	64.1	53.2	56.7	-10.9	3.5		
NUЕVO NAYARIT, NAY.	10,874	14,422	15,009	3,548	587	32.6%	4.1%	8,522	11,544	11,453	3,022	-91	35.5%	-0.8%	78.4	80.0	76.3	1.7	-3.7		
RIVIERA MAYA, Q. ROO	50,377	52,595	51,580	2,218	-1,015	4.4%	-1.9%	38,945	41,610	38,511	2,664	-3,098	6.8%	-7.4%	77.3	79.1	74.7	1.8	-4.5		
AKUMAL, Q. ROO	4,271	3,982	3,949	-289	-33	-6.8%	-0.8%	3,635	3,247	2,747	-387	-500	-10.7%	-15.4%	85.1	81.6	69.6	-3.6	-12.0		
PLAYA DEL CARMEN, Q. ROO	11,493	12,020	11,404	527	-616	4.6%	-5.1%	8,168	8,934	8,238	766	-697	9.4%	-7.8%	71.1	74.3	72.2	3.3	-2.1		
PLAYACAR, Q. ROO	6,731	6,597	6,534	-134	-63	-2.0%	-1.0%	5,657	5,868	5,577	211	-291	3.7%	-5.0%	84.0	89.0	85.4	4.9	-3.6		
PUERTO ESCONDIDO, OAX.	2,649	2,628	2,592	-21	-36	-0.8%	-1.4%	1,133	1,299	1,191	165	-108	14.6%	-8.3%	42.8	49.4	45.9	6.6	-3.5		
PLAYAS DE ROSARITO, B.C.	2,621	2,627	2,430	6	-196	0.2%	-7.5%	947	1,046	895	99	-150	10.4%	-14.4%	36.1	39.8	36.8	3.7	-3.0		
SAN FELIPE, BC.	823	827	827	4	0	0.5%	0.0%	251	288	236	37	-51	14.6%	-17.8%	30.5	34.8	28.6	4.3	-6.2		
TONALA- PUERTO ARISTA, CHIS.	689	734	716	45	-18	6.6%	-2.4%	198	258	243	60	-16	30.4%	-6.0%	28.8	35.2	33.9	6.4	-1.3		
Ciudades	236,833	239,776	240,941	2,943	1,165	1.2%	0.5%	122,913	126,853	124,389	3,941	-2,465	3.2%	-1.9%	51.9	52.9	51.6	1.0	-1.3		
Grandes	100,044	101,212	101,565	1,168	354	1.2%	0.3%	55,142	57,997	56,397	2,855	-1,600	5.2%	-2.8%	55.1	57.3	55.5	2.2	-1.8		
CIUDAD DE MÉXICO.	61,314	61,383	61,410	69	27	0.1%	0.0%	32,961	35,364	33,635	2,402	-1,729	7.3%	-4.9%	53.8	57.6	54.8	3.9	-2.8		
GUADALAJARA, JAL.	22,069	22,355	22,588	286	233	1.3%	1.0%	12,139	11,731	11,708	-408	-23	-3.4%	-0.2%	55.0	52.5	51.8	-2.5	-0.6		
MONTERREY, N.L.	16,661	17,474	17,568	813	94	4.9%	0.5%	10,042	10,903	11,054	861	151	8.6%	1.4%	60.3	62.4	62.9	2.1	0.5		
Del Interior	121,374	123,001	123,632	1,628	630	1.3%	0.5%	57,462	59,093	58,130	1,631	-963	2.8%	-1.6%	47.3	48.0	47.0	0.7	-1.0		
AGUASCALIENTES, AGS.	6,324	6,315	6,408	-9	93	-0.1%	1.5%	3,069	3,119	3,274	50	155	1.6%	5.0%	48.5	49.4	51.1	0.9	1.7		
CAMPECHE, CAMP.	2,088	2,076	2,028	-12	-48	-0.6%	-2.3%	1,044	1,109	972	65	-137	6.3%	-12.3%	50.0	53.4	48.0	3.4	-5.5		
CELAYA, GTO.	2,616	2,690	2,537	73	-153	2.8%	-5.7%	884	953	854	68	-98	7.7%	-10.3%	33.8	35.4	33.7	1.6	-1.7		
CHIHUAHUA, CHIH.	5,007	4,919	4,909	-88	-10	-1.8%	-0.2%	3,103	2,978	2,876	-125	-102	-4.0%	-3.4%	62.0	60.5	58.6	-1.4	-2.0		
COATZACOALCOS, VER.	1,946	1,943	1,944	-3	1	-0.2%	0.1%	857	935	960	78	25	9.1%	2.7%	44.0	48.1	49.4	4.1	1.3		
COLIMA, COL.	1,201	1,165	1,162	-35	-3	-2.9%	-0.3%	494	502	496	7	-6	1.5%	-1.1%	41.2	43.1	42.7	1.9	-0.4		
COMITAN DE DOMINGUEZ, CHIS.	1,381	1,381	1,382	0	0	0.0%	0.0%	353	319	294	-34	-24	-9.7%	-7.6%	25.6	23.1	21.3	-2.5	-1.8		
CULIACAN, SIN. /2	2,500	2,499	n.d.	-1	n.c.	0.0%	n.c.	1,299	1,165	n.d.	-134	n.c.	-10.3%	n.c.	52.0	46.6	n.d.	-5.3	n.c.		
DURANGO, DGO.	1,927	1,933	1,931	7	-3	0.3%	-0.1%	972	1,010	1,001	38	-9	3.9%	-0.8%	50.4	52.2	51.9	1.8	-0.4		
EL FUERTE, SIN. /1 /2	370	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	84	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	22.7	n.d.	n.d.	n.c.	n.c.		
GUANAJUATO, GTO.	3,273	3,356	3,532	83	177	2.5%	5.3%	895	981	1,097	85	117	9.5%	11.9%	27.3	29.2	31.1	1.9	1.8		
HERMOSILLO, SON.	3,094	3,094	3,094	0	0	0.0%	0.0%	1,824	1,713	1,944	-111	232	-6.1%	13.5%	58.9	55.4	62.8	-3.6	7.5		
IRAPUATO, GTO.	2,496	2,616	2,711	120	95	4.8%	3.6%	927	952	907	26	-45	2.8%	-4.7%	37.1	36.4	33.5	-0.7	-2.9		
LEON, GTO.	6,210	6,660	6,899	450	239	7.3%	3.6%	2,534	2,943	2,903	409	-40	16.1%	-1.4%	40.8	44.2	42.1	3.4	-2.1		
LOS MOCHIS, SIN. /1 /2	1,342	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	791	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	58.9	n.d.	n.d.	n.c.	n.c.		
MÉRIDA, YUC.	8,022	8,270	8,444	248	174	3.1%	2.1%	4,667	4,698	4,864	31	165	0.7%	3.5%	58.2	56.8	57.6	-1.4	0.8		
MORELIA, MICH. /1	4,435	4,491	4,253	56	-238	1.3%	-5.3%	2,341	2,186	2,215	-155	29	-6.6%	1.3%	52.8	48.7	52.1	-4.1	3.4		

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE JULIO

Del 01-enero-2025 al 31-julio-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	443,928	449,367	448,419	5,439	-947	1.23%	-0.21%	266,030	271,373	264,079	5,343	-7,295	2.0%	-2.7%	59.9	60.4	58.9	0.5	-1.5
OAXACA, OAX.	6,056	6,050	5,969	-81	0	-0.11%	-1.33%	3,206	3,290	3,258	85	-33	2.6%	-1.0%	52.9	54.4	54.6	1.5	0.2
PACHUCA, HGO.	1,569	1,681	1,681	112	0	7.13%	0.00%	800	961	1,138	161	177	20.1%	18.4%	51.0	57.2	67.7	6.2	10.5
PALENQUE, CHIS.	2,065	2,072	2,073	7	0	0.33%	0.02%	738	763	774	24	11	3.3%	1.4%	35.8	36.8	37.3	1.1	0.5
PUEBLA, PUE.	10,137	10,290	10,585	153	295	1.51%	2.87%	5,614	5,892	6,207	278	315	4.9%	5.4%	55.4	57.3	58.6	1.9	1.4
QUERETARO, QRO.	7,312	7,421	7,427	109	6	1.49%	0.08%	4,259	4,379	4,281	121	-98	2.8%	-2.2%	58.2	59.0	57.6	0.8	-1.4
SALAMANCA, GTO.	997	1,031	1,031	34	0	3.40%	0.01%	305	380	330	75	-51	24.7%	-13.3%	30.6	36.9	32.0	6.3	-4.9
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,296	3,289	3,279	-8	-10	-0.23%	-0.30%	1,036	855	742	-180	-113	-17.4%	-13.2%	31.4	26.0	22.6	-5.4	-3.4
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	0	0	0.00%	-0.01%	1,117	1,319	1,388	202	69	18.1%	5.2%	30.4	35.9	37.8	5.5	1.9
SAN JUAN DEL RÍO, QRO. /2	827	829	n.d.	2	n.c.	0.22%	n.c.	394	419	n.d.	25	n.c.	6.4%	n.c.	47.6	50.5	n.d.	2.9	n.c.
SAN LUIS POTOSÍ, S.L.P.	6,002	6,134	6,124	131	-10	2.19%	-0.16%	3,314	3,300	3,210	-14	-90	-0.4%	-2.7%	55.2	53.8	52.4	-1.4	-1.4
SAN MIGUEL DE ALLENDE, GTO.	2,772	3,054	3,139	283	84	10.19%	2.76%	1,057	1,163	1,251	105	89	10.0%	7.6%	38.2	38.1	39.9	-0.1	1.8
TAXCO, GRO.	885	899	877	14	-22	1.58%	-2.46%	294	189	238	-104	48	-35.5%	25.4%	33.2	21.1	27.1	-12.1	6.0
TEQUISQUIAPAN, QRO. /2	560	573	n.d.	13	n.c.	2.27%	n.c.	183	212	n.d.	29	n.c.	16.0%	n.c.	32.6	37.0	n.d.	4.4	n.c.
TLAXCALA, TLAX.	679	683	684	4	2	0.57%	0.23%	203	196	263	-7	67	-3.5%	34.2%	29.9	28.7	38.4	-1.2	9.7
TOLUCA, MÉX.	3,631	3,969	4,301	338	332	9.31%	8.37%	1,666	1,865	1,887	199	22	11.9%	1.2%	45.9	47.0	43.9	1.1	-3.1
TUXTLA GUTIÉRREZ, CHIS.	4,211	4,181	4,211	-30	30	-0.72%	0.72%	1,679	1,816	1,804	137	-12	8.2%	-0.7%	39.9	43.4	42.8	3.6	-0.6
VALLE DE BRAVO, MÉX.	1,196	1,256	1,291	60	35	5.00%	2.79%	255	239	291	-16	52	-6.1%	21.7%	21.3	19.0	22.6	-2.3	3.5
VILLAHERMOSA, TAB.	5,144	5,217	5,194	73	-23	1.43%	-0.44%	2,920	3,138	2,312	218	-827	7.5%	-26.3%	56.8	60.2	44.5	3.4	-15.7
XALAPA, VER.	3,144	3,140	3,196	-4	56	-0.12%	1.78%	1,467	1,493	1,417	26	-75	1.7%	-5.1%	46.7	47.5	44.3	0.9	-3.2
ZACATECAS, ZAC.	2,984	3,013	3,010	29	-3	0.98%	-0.11%	817	945	908	127	-37	15.6%	-3.9%	27.4	31.4	30.2	4.0	-1.2
Fronterizas	15,415	15,563	15,744	148	181	0.96%	1.17%	10,309	9,763	9,862	-545	98	-5.3%	1.0%	66.9	62.7	62.6	-4.1	-0.1
CIUDAD JUÁREZ, CHIH.	4,542	4,542	4,542	0	0	0.00%	0.00%	3,172	2,934	3,008	-238	74	-7.5%	2.5%	69.8	64.6	66.2	-5.2	1.6
MEXICALI, BC.	2,784	2,832	2,839	48	7	1.74%	0.23%	1,881	1,666	1,531	-215	-135	-11.4%	-8.1%	67.6	58.8	53.9	-8.8	-4.9
PIEDRAS NEGRAS, COAH.	1,145	1,242	1,258	97	16	8.46%	1.30%	684	685	655	1	-30	0.2%	-4.4%	59.7	55.2	52.0	-4.6	-3.1
TECATE, B.C.	600	601	667	1	66	0.17%	10.98%	322	422	400	100	-22	31.0%	-5.2%	53.6	70.1	59.9	16.5	-10.2
TIJUANA, B.C.	6,344	6,346	6,439	2	93	0.03%	1.46%	4,250	4,058	4,269	-193	212	-4.5%	5.2%	67.0	63.9	66.3	-3.1	2.4

*Del 01-enero-2023 al 31-julio-2023

**Del 01-enero-2024 al 31-julio-2024

***Del 01-enero-2025 al 31-julio-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 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 50.0% de ocupación.

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.