

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE AGOSTO

Del 01-enero-2025 al 31-agosto-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	443,568	449,404	448,949	5,836	-454	1.3%	-0.1%	265,619	269,971	263,554	4,352	-6,417	1.6%	-2.4%	59.9	60.1	58.7	0.2	-1.4
Centros de Playa	206,681	209,569	208,075	2,888	-1,494	1.4%	-0.7%	141,559	142,622	138,567	1,063	-4,055	0.8%	-2.8%	68.5	68.1	66.6	-0.4	-1.5
Integralmente Planeados	69,440	69,765	70,056	325	291	0.5%	0.4%	51,005	51,364	50,536	359	-828	0.7%	-1.6%	73.5	73.6	72.1	0.2	-1.5
BAHIAS DE HUATULCO, OAX.	4,347	4,340	4,415	2,884	-7	-0.2%	1.7%	2,884	2,986	2,924	102	-61	3.5%	-2.1%	66.4	68.8	66.2	2.5	-2.6
CANCUN, Q.ROO	35,113	35,526	35,664	413	137	1.2%	0.4%	26,750	27,078	26,148	328	-930	1.2%	-3.4%	76.2	76.2	73.3	0.0	-2.9
IXTAPA ZIHUATANEJO, GRO. /3	6,801	6,805	6,806	4	0	0.1%	0.0%	4,176	4,250	4,330	74	80	1.8%	1.9%	61.4	62.5	63.6	1.0	1.2
LORETO, B.C.S.	910	913	809	3	-104	0.3%	-11.4%	465	470	422	4	-48	0.9%	-10.1%	51.1	51.4	52.1	0.3	0.7
LOS CABOS, B.C.S.	22,269	22,180	22,362	-89	182	-0.4%	0.8%	16,730	16,581	16,712	-149	131	-0.9%	0.8%	75.1	74.8	74.7	-0.4	0.0
CABO SAN LUCAS	9,149	9,035	9,434	-114	399	-1.2%	4.4%	7,076	7,346	7,346	-205	269	-2.8%	3.8%	79.6	78.3	77.9	-1.3	-0.5
SAN JOSE DEL CABO	3,504	3,488	3,381	-16	-107	-0.5%	-3.1%	2,338	2,397	2,271	59	-125	2.5%	-5.2%	66.7	68.7	67.2	2.0	-1.5
ZONA CORREDOR LOS CABOS	4,020	4,020	4,028	0	8	0.0%	0.2%	2,638	2,638	2,757	0	119	0.0%	4.5%	65.6	65.6	68.4	0.0	2.8
Tradicionales	67,648	64,363	63,122	-3,286	-1,241	-4.9%	-1.9%	40,274	35,353	35,612	-4,921	259	-12.2%	0.7%	59.5	54.9	56.4	-4.6	1.5
ACAPULCO, GRO. /4	21,868	18,191	17,030	-3,678	-1,161	-16.8%	-6.4%	11,156	6,022	8,056	-5,134	2,033	-46.0%	33.8%	51.0	33.1	47.3	-17.9	14.2
COZUMEL, Q. ROO	5,174	5,167	5,176	-7	8	-0.1%	0.2%	2,742	2,715	2,935	-27	220	-1.0%	8.1%	53.0	52.6	56.7	-0.4	4.2
LA PAZ, B.C.S.	2,728	2,729	2,739	1	10	0.0%	0.4%	1,932	1,923	1,739	-9	-184	-0.5%	-9.6%	70.8	70.5	63.5	-0.3	-7.0
MANZANILLO, COL.	4,376	4,331	3,946	-46	-385	-1.0%	-8.9%	2,479	2,422	2,396	-57	-26	-2.3%	-1.1%	56.7	55.9	60.7	-0.7	4.8
MAZATLAN, SIN.	10,013	10,090	10,481	77	391	0.8%	3.9%	6,652	6,849	5,731	197	-1,118	3.0%	-16.3%	66.4	67.9	54.7	1.4	-13.2
PUERTO VALLARTA, JAL.	13,247	13,371	13,396	124	25	0.9%	0.2%	9,890	9,654	9,772	-236	118	-2.4%	1.2%	74.7	72.2	72.9	-2.5	0.7
VERACRUZ BOCA DEL RIO, VER.	10,242	10,485	10,356	243	-129	2.4%	-1.2%	5,422	5,767	4,983	345	-784	6.4%	-13.6%	52.9	55.0	48.1	2.1	-6.9
Otros	69,593	75,442	74,898	5,849	-544	8.4%	-0.7%	50,279	55,905	52,419	5,625	-3,486	11.2%	-6.2%	72.2	74.1	70.0	1.9	-4.1
ISLA MUJERES, Q. ROO	1,639	1,639	1,686	0	47	0.0%	2.9%	1,015	843	937	-172	94	-16.9%	11.1%	61.9	51.4	55.6	-10.5	4.1
NUevo Nayarit, NAY.	10,875	14,449	15,048	3,574	599	32.9%	4.1%	8,286	11,316	11,240	3,031	-76	36.6%	-0.7%	76.2	78.3	74.7	2.1	-3.6
RIVIERA MAYA, Q. ROO	50,301	52,544	51,566	2,244	-978	4.5%	-1.9%	38,433	40,824	37,608	2,391	-3,216	6.2%	-7.9%	76.4	77.7	72.9	1.3	-4.8
AKUMAL, Q. ROO	4,231	3,978	3,950	-254	-28	-6.0%	-0.7%	3,591	3,221	2,685	-370	-537	-10.3%	-16.7%	84.9	81.0	68.0	-3.9	-13.0
PLAYA DEL CARMEN, Q. ROO	11,506	12,001	11,476	495	-525	4.3%	-4.4%	8,036	8,706	8,022	671	-685	8.3%	-7.9%	69.8	72.5	69.9	2.7	-2.6
PLAYACAR, Q. ROO	6,731	6,590	6,534	-142	-56	-2.1%	-0.8%	5,638	5,840	5,505	202	-335	3.6%	-5.7%	83.8	88.6	84.2	4.9	-4.4
PUERTO ESCONDIDO, OAX.	2,650	2,628	2,616	-22	-12	-0.8%	-0.5%	1,123	1,288	1,202	164	-85	14.6%	-6.6%	42.4	49.0	46.0	6.6	-3.0
PLAYAS DE ROSARITO, B.C.	2,621	2,627	2,438	7	-190	0.3%	-7.2%	985	1,099	955	114	-144	11.6%	-13.1%	37.6	41.8	39.2	4.2	-2.7
SAN FELIPE, BC.	823	827	827	4	0	0.5%	0.0%	238	279	231	41	-48	17.0%	-17.0%	28.9	33.7	28.0	4.8	-5.7
TONALÁ- PUERTO ARISTA, CHIS.	686	728	717	42	-11	6.2%	-1.5%	201	256	246	56	-10	27.8%	-4.0%	29.3	35.2	34.3	6.0	-0.9
Ciudades	236,887	239,834	240,874	2,948	1,040	1.2%	0.4%	124,061	127,349	124,987	3,288	-2,362	2.7%	-1.9%	52.4	53.1	51.9	0.7	-1.2
Grandes	100,063	101,284	101,628	1,221	344	1.2%	0.3%	55,717	58,223	56,833	2,506	-1,390	4.5%	-2.4%	55.7	57.5	55.9	1.8	-1.6
CIUDAD DE MÉXICO.	61,315	61,382	61,425	68	43	0.1%	0.1%	33,401	35,527	33,889	2,127	-1,638	6.4%	-4.6%	54.5	57.9	55.2	3.4	-2.7
GUADALAJARA, JAL.	22,083	22,361	22,588	277	227	1.3%	1.0%	12,184	11,729	11,789	-454	60	-3.7%	0.5%	55.2	52.5	52.2	-2.7	-0.3
MONTERREY, N.L.	16,665	17,541	17,615	877	74	5.3%	0.4%	10,133	10,966	11,155	834	189	8.2%	1.7%	60.8	62.5	63.3	1.7	0.8
Del Interior	121,408	122,985	123,492	1,577	507	1.3%	0.4%	58,044	59,321	58,222	1,276	-1,099	2.2%	-1.9%	47.8	48.2	47.1	0.4	-1.1
ACUASCALIENTES, AGS.	6,325	6,318	6,410	-7	92	-0.1%	1.5%	3,108	3,109	3,281	1	172	0.0%	5.5%	49.1	49.2	51.2	0.1	2.0
CAMPECHE, CAMP.	2,087	2,076	2,018	-11	-58	-0.5%	-2.8%	1,050	1,100	960	50	-139	4.7%	-12.7%	50.3	53.0	47.6	2.7	-5.4
CELAYA, GTO.	2,618	2,692	2,532	73	-159	2.8%	-5.9%	884	955	861	70	-94	8.0%	-9.8%	33.8	35.5	34.0	1.7	-1.5
CHIHUAHUA, CHIH.	5,007	4,915	4,909	-92	-6	-1.8%	-0.1%	3,106	2,968	2,925	-138	-43	-4.5%	-1.4%	62.0	60.4	59.6	-1.7	-0.8
COATZACOALCOS, VER.	1,946	1,943	1,948	-3	4	-0.2%	0.2%	874	945	980	72	34	8.2%	3.6%	44.9	48.7	50.3	3.8	1.6
COLIMA, COL.	1,204	1,165	1,162	-40	-3	-3.3%	-0.2%	496	509	495	14	-14	2.8%	-2.8%	41.1	43.7	42.6	2.6	-1.1
COMITAN DE DOMINGUEZ, CHIS.	1,381	1,381	1,382	0	0	0.0%	0.0%	362	316	304	-45	-13	-12.6%	-4.0%	26.2	22.9	22.0	-3.3	-0.9
CULIACAN, SIN. /2	2,500	2,499	n.d.	-1	n.c.	0.0%	n.c.	1,315	1,159	565	-156	-594	-11.8%	-51.3%	52.6	46.4	31.1	-6.2	-15.3
DURANGO, DGO.	1,928	1,933	1,937	5	3	0.3%	0.2%	979	1,016	1,017	37	0	3.8%	0.0%	50.8	52.6	52.5	1.8	-0.1
EL FUERTE, SIN. /1	370	n.d.	445	n.c.	n.c.	n.c.	n.c.	79	-	38	-79	38	-100.0%	0.0%	21.4	-	8.5	-21.4	8.5
GUANAJUATO, GTO.	3,269	3,353	3,541	85	188	2.6%	5.6%	906	998	1,115	92	117	10.2%	11.7%	27.7	29.8	31.5	2.0	1.7
HERMOSILLO, SON.	3,094	3,094	3,094	0	0	0.0%	0.0%	1,794	1,684	1,881	-110	197	-6.1%	11.7%	58.0	54.4	60.8	-3.6	6.4
IRAPUATO, GTO.	2,499	2,616	2,720	117	104	4.7%	4.0%	962	949	931	-12	-18	-1.3%	-1.9%	38.5	36.3	34.2	-2.2	-2.0
LEON, GTO.	6,208	6,652	6,911	444	258	7.2%	3.9%	2,616	2,958	2,868	342	-90	13.1%	-3.0%	42.1	44.5	41.5	2.3	-3.0
LOS MOCHIS, SIN. /1 /2	1,342	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	798	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	59.5	n.d.	n.d.	n.c.	n.c.
MÉRIDA, YUC.	8,047	8,273	8,433	226	160	2.8%	1.9%	4,709	4,693	4,855	-16	163	-0.3%	3.5%	58.5	56.7	57.6	-1.8	0.9
MORELIA, MICH.	4,427	4,492	4,312	65	-180	1.5%	-4.0%	2,357	2,224	2,293	-132	69	-5.6%	3.1%	53.2	49.5	53.2	-3.7	3.7

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE AGOSTO

Del 01-enero-2025 al 31-agosto-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	443,568	449,404	448,949	5,836	-454	1.32%	-0.10%	265,619	269,971	263,554	4,352	-6,417	1.6%	-2.4%	59.9	60.1	58.7	0.2	-1.4
OAXACA, OAX.	6,055	6,050	5,994	-6	-56	-0.09%	-0.93%	3,234	3,314	3,250	80	-64	2.5%	-1.9%	53.4	54.8	54.2	1.4	-0.6
PACHUCA, HGO.	1,569	1,681	1,485	112	-196	7.14%	-11.64%	806	960	862	155	-98	19.2%	-10.2%	51.4	57.1	58.1	5.8	0.9
PALENQUE, CHIS.	2,065	2,072	2,073	7	1	0.34%	0.04%	746	773	790	27	18	3.6%	2.3%	36.1	37.3	38.1	1.2	0.8
PUEBLA, PUE.	10,140	10,317	10,585	176	269	1.74%	2.60%	5,713	5,952	6,257	239	305	4.2%	5.1%	56.3	57.7	59.1	1.3	1.4
QUERETARO, QRO.	7,320	7,421	7,427	101	6	1.38%	0.08%	4,315	4,391	4,259	76	-132	1.8%	-3.0%	58.9	59.2	57.3	0.2	-1.8
SALAMANCA, GTO.	1,001	1,031	1,031	30	0	2.96%	0.01%	311	379	317	68	-62	22.0%	-16.3%	31.1	36.8	30.8	5.7	-6.0
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,295	3,290	3,279	-5	-11	-0.15%	-0.32%	1,045	857	773	-189	-83	-18.1%	-9.7%	31.7	26.0	23.6	-5.7	-2.5
SAN JUAN DE LOS LAGOS, JAL.	3,672	3,676	3,676	4	0	0.10%	-0.01%	1,128	1,362	1,418	233	56	20.7%	4.1%	30.7	37.0	38.6	6.3	1.5
SAN JUAN DEL RÍO, QRO./2	827	829	n.d.	2	n.c.	0.23%	n.c.	406	425	n.d.	20	n.c.	4.9%	n.c.	49.1	51.3	n.d.	2.3	n.c.
SAN LUIS POTOSÍ, S.L.P.	6,004	6,133	6,129	130	-4	2.16%	-0.07%	3,313	3,318	3,280	5	-39	0.2%	-1.2%	55.2	54.1	53.5	-1.1	-0.6
SAN MIGUEL DE ALLENDE, GTO.	2,770	3,054	3,141	284	86	10.25%	2.83%	1,035	1,158	1,254	123	95	11.9%	8.2%	37.4	37.9	39.9	0.5	2.0
TAXCO, GRO.	885	901	877	16	-24	1.79%	-2.65%	293	199	248	-94	49	-32.1%	24.5%	33.1	22.1	28.2	-11.0	6.2
TEQUISQUIAPAN, QRO.	560	573	433	13	-140	2.28%	-24.41%	185	217	134	33	-83	17.6%	-38.4%	33.0	37.9	30.9	4.9	-7.0
TLAXCALA, TLAX.	679	683	683	4	0	0.55%	0.02%	209	199	261	-10	62	-4.9%	31.2%	30.8	29.2	38.3	-1.7	9.1
TOLUCA, MÉX.	3,631	3,926	4,196	296	269	8.15%	6.86%	1,680	1,879	1,881	200	2	11.9%	0.1%	46.3	47.9	44.8	1.6	-3.0
TUXTLA GUTIÉRREZ, CHIS.	4,208	4,181	4,237	-27	56	-0.64%	1.34%	1,700	1,824	1,828	125	4	7.3%	0.2%	40.4	43.6	43.2	3.2	-0.5
VALLE DE BRAVO, MÉX.	1,199	1,261	1,291	61	31	5.11%	2.43%	250	234	283	-16	49	-6.3%	20.8%	20.8	18.5	21.9	-2.3	3.3
VILLAHERMOSA, TAB.	5,149	5,217	5,195	68	-22	1.32%	-0.42%	2,948	3,128	2,305	180	-823	6.1%	-26.3%	57.3	60.0	44.4	2.7	-15.6
XALAPA, VER.	3,143	3,147	3,196	5	49	0.14%	1.55%	1,483	1,508	1,484	25	-24	1.7%	-1.6%	47.2	47.9	46.4	0.7	-1.5
ZACATECAS, ZAC.	2,985	3,008	3,021	23	13	0.77%	0.42%	850	959	941	109	-18	12.8%	-1.9%	28.5	31.9	31.2	3.4	-0.7
Fronterizas	15,416	15,566	15,754	150	189	0.97%	1.21%	10,299	9,805	9,932	-494	128	-4.8%	1.3%	66.8	63.0	63.0	-3.8	0.1
CIUDAD JUÁREZ, CHIH.	4,542	4,542	4,542	0	0	0.00%	-0.01%	3,168	2,924	3,012	-243	88	-7.7%	3.0%	69.7	64.4	66.3	-5.4	1.9
MEXICALI, BC.	2,784	2,833	2,839	49	6	1.77%	0.20%	1,858	1,647	1,534	-211	-113	-11.4%	-6.9%	66.7	58.1	54.0	-8.6	-4.1
PIEDRAS NEGRAS, COAH.	1,145	1,244	1,258	99	14	8.64%	1.14%	676	703	645	27	-58	4.0%	-8.2%	59.0	56.5	51.3	-2.5	-5.2
TECATE, B.C.	600	601	668	1	67	0.17%	11.21%	322	422	409	100	-14	31.0%	-3.3%	53.7	70.3	61.1	16.6	-9.2
TIJUANA, B.C.	6,346	6,346	6,448	1	102	0.01%	1.60%	4,275	4,108	4,333	-167	224	-3.9%	5.5%	67.4	64.7	67.2	-2.6	2.5

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

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

***Del 01-enero-2025 al 31-agosto-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 51.9% 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.