

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	442,512	433,051	442,892	9,462	9,841	-2.1	2.3	240,946	236,181	243,803	-4,766	7,622	-2.0	3.2	54.4	54.5	55.0	0.1	0.5	
Centros de Playa	206,057	195,098	204,185	-10,960	9,087	-5.3	4.7	146,534	138,538	150,998	-7,997	12,460	-5.5	9.0	71.1	71.0	74.0	-0.1	2.9	
Integralmente Planeados	69,019	69,069	69,299	50	230	0.1	0.3	53,310	54,130	54,784	820	654	1.5	1.2	77.2	78.4	79.1	1.7	0.7	
BAHIAS DE HUATULCO, OAX.	4,345	4,348	4,386	3	39	0.1	0.9	3,212	3,301	3,516	90	215	2.8	6.5	73.9	75.9	80.2	2.0	4.2	
CANCUN, Q.ROO	34,703	34,933	35,555	230	622	0.7	1.8	27,703	28,607	27,959	903	-648	3.3	-2.3	79.8	81.9	78.6	2.1	-3.3	
IXTAPA ZIHUATANEJO, GRO. /4	6,814	6,812	6,806	-2	-7	0.0	-0.1	4,497	4,825	5,438	328	613	7.3	12.7	66.0	70.8	79.9	4.8	9.1	
LORETO, B.C.S. /1	903	775	n.d.	-128	n.d.	-14.1	n.d.	431	285	n.d.	-146	n.d.	-33.9	n.d.	47.8	36.8	n.d.	-11.0	n.d.	
LOS CABOS, B.C.S.	22,255	22,201	22,195	-54	-7	-0.2	0.0	17,466	17,111	17,647	-355	535	-2.0	3.1	78.5	77.1	79.5	-1.4	2.4	
CABO SAN LUCAS	9,079	9,176	9,227	98	51	1.1	0.6	7,617	7,253	7,664	-364	412	-4.8	5.7	83.9	79.0	83.1	-4.9	4.0	
SAN JOSÉ DEL CABO /3	3,560	3,718	3,306	158	-412	4.4	-11.1	2,448	2,609	2,245	161	-365	6.6	-14.0	68.8	70.2	67.9	1.4	-2.3	
ZONA CORREDOR LOS CABOS	4,020	4,020	4,022	0	2	0.0	0.0	2,769	2,994	3,218	226	224	8.1	7.5	68.9	74.5	80.0	5.6	5.6	
Tradicional	67,912	56,136	63,049	-11,776	6,913	-17.3	12.3	41,314	30,281	38,961	-11,034	8,680	-26.7	28.7	60.8	53.9	61.8	-6.9	7.9	
ACAPULCO, GRO. /5	21,883	10,111	16,730	-11,773	6,620	-53.8	65.5	13,461	2,567	10,482	-10,895	7,916	-80.9	308.4	61.5	25.4	62.7	-36.1	37.3	
COZUMEL, Q. ROO	5,187	5,171	5,157	-16	-15	-0.3	-0.3	3,022	3,144	2,928	122	-216	4.0	-6.9	58.3	60.8	58.8	2.5	-4.0	
LA PAZ, B.C.S.	2,728	2,728	2,734	0	6	0.0	0.2	1,806	1,618	1,482	-188	-136	-10.4	-8.4	66.2	59.3	54.2	-6.9	-5.1	
MANZANILLO, COL.	4,388	4,325	4,374	-63	49	-1.4	1.1	2,442	2,279	2,567	-162	798	-6.6	35.0	55.6	52.7	70.4	-2.9	17.7	
MAZATLAN, SIN.	9,995	10,081	10,093	86	12	0.9	0.1	5,141	5,710	4,347	569	-1,363	11.1	-23.9	51.4	56.6	43.1	5.2	-13.6	
PUERTO VALLARTA, JAL.	13,270	13,277	13,410	7	133	0.1	1.0	10,856	10,377	11,313	-479	936	-4.4	9.0	81.8	78.2	84.4	-3.7	6.2	
VERACRUZ BOCA DEL RIO, VER.	10,461	10,444	10,552	-17	108	-0.2	1.0	4,586	4,585	5,332	-1	746	0.0	16.3	43.8	43.9	50.5	0.1	6.6	
Otros	69,127	69,893	71,838	767	1,945	1.1	2.8	51,910	54,127	57,253	2,217	3,126	4.3	5.8	75.1	77.4	79.7	2.3	2.3	
ISLA MUJERES, Q. ROO	1,639	1,639	1,639	0	0	0.0	0.0	1,105	949	1,069	-156	120	-14.1	12.7	67.4	57.9	65.2	-9.5	7.3	
NUEVO NAYARIT, NAY.	10,873	10,861	11,213	-13	353	-0.1	3.2	8,952	9,216	9,811	264	595	3.0	6.5	82.3	84.9	87.5	2.5	2.6	
RIVIERA MAYA, Q. ROO	49,872	50,548	52,185	676	1,637	1.4	3.2	39,573	41,406	43,712	1,833	2,306	4.6	5.6	79.4	81.9	83.8	2.6	1.8	
AKUMAL, Q. ROO	4,399	3,949	3,947	-450	-2	-10.2	-0.1	3,755	3,173	3,060	-581	-114	-15.5	-3.6	85.4	80.4	77.5	-5.0	-2.8	
PLAYA DEL CARMEN, Q. ROO	10,789	11,460	12,014	671	554	6.2	4.8	8,335	9,165	9,986	830	821	10.0	9.0	77.3	80.0	83.1	2.7	3.1	
PLAYACAR, Q. ROO	6,718	6,735	6,544	17	-192	0.3	-2.8	5,677	6,118	5,936	441	-182	7.8	-3.0	84.5	90.8	90.7	6.3	-0.1	
PUERTO ESCONDIDO, OAX.	2,607	2,662	2,630	55	-32	2.1	-1.2	1,400	1,348	1,639	-53	291	-3.8	21.6	53.7	50.6	62.3	-3.1	11.7	
PLAYAS DE ROSARITO, B.C.	2,620	2,621	2,632	2	11	0.1	0.4	574	718	540	144	-178	25.2	-24.8	71.8	27.4	20.5	5.5	-6.9	
SAN FELIPE, BC.	823	827	827	4	0	0.5	0.0	87	185	125	98	-59	112.4	-32.2	10.6	22.3	15.1	11.8	-7.2	
TONALÁ- PUERTO ARISTA, CHIS.	693	736	712	43	-24	6.2	-3.3	219	306	357	87	51	39.6	16.8	31.6	41.5	50.1	9.9	8.6	
Ciudades	236,455	237,953	238,707	1,498	754	0.6	0.3	94,412	97,643	92,805	3,231	-4,838	3.4	-5.0	39.9	41.0	38.9	1.1	-2.2	
Grandes	99,873	100,403	101,342	531	939	0.5	0.9	41,123	43,709	39,582	2,586	-4,127	6.3	-9.4	41.2	43.5	39.1	2.4	-4.5	
CIUDAD DE MÉXICO	61,317	61,388	61,456	72	68	0.1	0.1	26,280	27,517	25,526	1,237	-1,991	4.7	-7.2	42.9	44.8	41.5	2.0	-3.3	
GUADALAJARA, JAL.	21,852	22,257	22,560	405	303	1.9	1.4	8,314	8,733	7,505	419	-1,228	5.0	-14.1	38.0	39.2	33.3	1.2	-6.0	
MONTERREY, N.L.	16,704	16,758	16,756	54	568	0.3	3.4	6,529	7,459	6,552	930	-907	14.2	-12.2	39.1	44.5	37.8	5.4	-6.7	
Del Interior	121,159	122,126	121,741	967	-386	0.8	-0.3	45,047	46,664	46,163	1,618	-502	3.6	-1.1	37.2	38.2	37.9	1.0	-0.3	
AGUASCALIENTES, AGS.	6,293	6,256	6,371	-37	115	-0.6	1.8	2,276	2,134	2,180	-142	46	-6.2	2.2	36.2	34.1	34.2	-2.1	0.1	
CAMPECHE, CAMP.	2,093	2,076	2,084	-17	8	-0.8	0.4	1,044	1,105	1,027	61	-78	5.9	-7.0	49.9	53.2	49.3	3.4	-3.9	
CELAYA, GTO.	2,757	2,746	2,583	-11	-163	-0.4	-5.9	786	683	577	-103	-107	-13.1	-15.6	28.5	24.9	22.3	-3.7	-2.6	
CHIHUAHUA, CHIH.	5,007	5,007	4,885	0	-123	0.0	-2.4	2,546	2,709	2,344	162	-364	6.4	-13.5	50.9	54.1	48.0	3.2	-6.1	
COATZACOALCOS, VER.	1,946	1,945	1,945	-1	0	-0.1	0.0	649	753	734	104	-19	16.1	-2.5	33.3	38.7	37.8	5.4	-1.0	
COLIMA, COL.	1,177	1,178	1,162	1	-16	0.1	-1.4	477	403	410	-15	7	-3.6	1.8	35.5	34.2	35.3	-1.3	1.1	
COMITÁN DE DOMÍNGUEZ, CHIS.	1,382	1,382	1,382	0	0	0.0	0.0	298	271	226	-27	-45	-9.2	-16.4	21.6	19.6	16.4	-2.0	-3.2	
CULIACAN, SIN.	2,500	2,500	n.d.	0	n.d.	0.0	n.d.	838	860	n.d.	23	n.d.	2.7	n.d.	34.4	n.d.	n.d.	0.9	n.d.	
DURANGO, DGO.	1,930	1,933	1,934	3	1	0.2	0.0	733	737	712	4	-25	0.6	-3.4	38.0	38.1	36.8	0.1	-1.3	
EL FUERTE, SIN.	370	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	83	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	22.5	n.d.	n.d.	n.c.	n.c.	
GUANAJUATO, GTO.	3,234	3,368	3,392	134	24	4.1	0.7	699	788	1,043	89	255	12.8	32.3	21.6	23.4	30.8	1.8	7.4	
HERMOSILLO, SON.	3,094	3,094	3,094	0	0	0.0	0.0	1,477	1,142	1,252	-336	110	-22.7	9.6	47.8	36.9	40.5	-10.8	3.6	
IRAPUATO, GTO.	2,235	2,616	2,711	381	95	17.0	3.6	584	642	543	57	-99	9.8	-15.4	26.1	24.5	20.0	-1.6	-4.5	
LEON, GTO.	6,280	6,780	6,968	500	188	8.0	2.8	1,922	1,848	1,946	-74	98	-3.9	5.3	30.6	27.3	27.9	-3.4	0.7	
LOS MOCHE, SIN.	1,340	1,340	n.d.	-1	n.d.	0.0	n.d.	505	669	n.d.	164	n.d.	32.4	n.d.	37.7	49.9	n.d.	12.2	n.d.	
MÉRIDA, YUC.	7,864	8,225	8,323	361	99	4.6	1.2	4,234	4,354	4,349	120	-4	2.8	-0.1	53.8	52.9	52.3	-0.9	-0.7	
MORELIA, MICH. /1	4,529	3,936	4,026	-593	90	-13.1	2.3	1,916	1,466	1,678	-450	213	-23.5	14.5	42.3	37.2	41.7	-5.1	4.5	
OAXACA, OAX.	6,073	6,051	6,025	-22	-27	-0.4	-0.4	2,715	3,068	3,407	353	339	13.0	11.0	44.7	50.7	56.6	6.0	5.8	

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		
																				2023-2024	2024-2025
Total	442,512	433,051	442,892	-	9,462	9,841	-2.1	2.3	240,946	236,181	243,803	-4,766	7,622	-2.0	3.2	54.4	54.5	55.0	0.1	0.5	
PACHUCA, HGO.	1,579	1,679	1,681	100	3	6.3	0.1	648	827	1,119	179	292	27.6	35.3	41.0	49.3	66.6	8.2	17.3		
PALENQUE, CHIS.	2,065	2,068	2,070	3	2	0.1	0.1	679	669	762	-9	93	-1.4	13.9	32.9	32.4	36.8	-0.5	4.5		
PUEBLA, PUE.	10,109	10,165	10,585	57	420	0.6	4.1	4,080	4,701	4,977	621	276	15.2	5.9	40.4	46.2	47.0	5.9	0.8		
QUERETARO, QRO.	7,264	7,421	7,427	157	6	2.2	0.1	2,816	2,770	2,754	-46	-16	-1.6	-0.6	38.8	37.3	37.1	-1.4	-0.2		
SALAMANCA, GTO.	1,031	1,031	1,031	0	0	0.0	0.0	286	316	229	29	-86	10.2	-27.3	27.8	30.6	22.3	2.8	-8.4		
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,322	3,287	3,278	-35	-9	-1.1	-0.3	975	926	790	-49	-136	-5.0	-14.7	29.4	28.2	24.1	-1.2	-4.1		
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	0	0	0.0	0.0	815	1,475	1,451	660	-24	81.0	-1.6	22.2	40.1	39.5	18.0	-0.6		
SAN JUAN DEL RÍO, QRO. /1 /3	827	723	723	-104	0	-12.6	0.0	308	259	429	-48	170	-15.7	65.6	37.2	35.9	59.4	-1.4	23.5		
SAN LUIS POTOSÍ, S.L.P.	5,945	6,018	6,064	74	46	1.2	0.8	2,401	2,495	1,922	94	-573	3.9	-23.0	40.4	41.5	31.7	1.1	-9.8		
SAN MIGUEL DE ALLENDE, GTO.	2,777	3,112	3,133	335	21	12.0	0.7	862	905	1,165	42	260	4.9	28.8	31.1	29.1	37.2	-2.0	8.1		
TAXCO, GRO.	887	913	882	26	-31	2.9	-3.4	281	333	303	52	-31	18.5	-9.2	31.7	36.5	34.3	4.8	-2.2		
TEQUISQUIAPAN, QRO. /1 /3	560	573	574	13	1	2.3	0.2	131	146	198	15	53	11.6	36.1	23.3	25.4	34.5	2.1	9.1		
TLAXCALA, TLAX.	673	679	687	6	8	0.8	1.2	138	126	165	-12	39	-8.9	30.7	20.6	18.6	24.0	-2.0	5.4		
TOLUCA, MÉX.	3,631	3,631	3,368	0	-264	0.0	-7.3	1,247	1,274	1,223	27	-52	2.2	-4.0	34.3	35.1	36.3	0.7	1.2		
TUXTLA GUTIÉRREZ, CHIS.	4,211	4,192	4,181	-20	-11	-0.5	-0.3	1,410	1,398	1,514	-13	117	-0.9	8.3	33.5	33.4	36.2	-0.1	2.9		
VALLE DE BRAVO, MÉX.	1,187	1,222	1,291	35	69	2.9	5.6	186	181	276	-5	94	-2.6	52.2	15.7	14.8	21.3	-0.9	6.5		
VILLAHERMOSA, TAB.	5,182	5,189	5,222	7	34	0.1	0.6	2,355	2,329	1,872	-27	-456	-11	-19.6	45.5	44.9	35.9	-0.6	-9.0		
XALAPA, VER.	3,169	3,131	3,196	-38	65	-1.2	2.1	1,084	1,224	1,081	140	-143	12.9	-11.7	34.2	39.1	33.8	4.9	-5.3		
ZACATECAS, ZAC.	2,962	2,987	2,969	25	-18	0.8	-0.6	621	681	785	61	103	9.8	15.1	21.0	22.8	26.4	1.9	3.6		
Fronterizas	15,424	15,424	15,625	7	201	0.0	1.3	8,243	7,270	7,060	-973	-210	-11.8	-2.9	53.4	47.1	45.2	-6.3	-1.9		
CIUDAD JUÁREZ, CHIH.	4,542	4,542	4,542	0	0	0.0	0.0	2,648	2,181	2,354	-466	173	-17.6	7.9	58.3	48.0	51.8	-10.3	3.8		
MEXICALI, BC.	2,783	2,790	2,838	8	48	0.3	1.7	1,505	1,399	1,049	-106	-350	-7.0	-25.0	54.1	50.1	37.0	-3.9	-13.2		
PIEDRAS NEGRAS, COAH.	1,145	1,145	1,258	0	113	0.0	9.9	576	367	619	-209	252	-36.3	68.7	50.3	32.1	49.2	-18.2	17.2		
TECATE, B.C.	600	601	601	1	0	0.2	0.0	283	334	299	51	-35	18.0	-10.6	47.2	55.6	49.7	8.4	-5.9		
TIJUANA, B.C.	6,354	6,346	6,386	-8	40	-0.1	0.6	3,231	2,988	2,739	-243	-249	-7.5	-8.3	50.9	47.1	42.9	-3.8	-4.2		

*Del 02-enero-2023 al 15-enero-2023

**Del 01-enero-2024 al 14-enero-2024

***Del 30-diciembre-2024 al 12-enero-2025

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

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/ 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 2025.

4/ A partir de enero del 2023 se crea el corredor turístico de Ixtapa y 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 DataTur.