

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	442,731	444,446	442,813	1,715	-1,634	0.4%	-0.4%	261,500	264,734	260,090	3,234	-4,643	1.2%	-1.8%	59.1	59.6	58.7	0.5	-0.8	
Centros de Playa	206,010	205,970	202,856	-40	-3,114	0.0%	-1.5%	148,395	145,734	143,889	-2,662	-1,845	-1.8%	-1.3%	72.0	70.8	70.9	-1.3	0.2	
Integralmente Planeados	69,043	69,350	68,923	307	-427	0.4%	-0.6%	53,548	54,450	53,427	902	-1,023	1.7%	-1.9%	77.6	78.5	77.5	1.0	-1.0	
BAHIAS DE HUATULCO, OAX.	4,345	4,339	4,387	-7	48	-0.1%	1.1%	3,127	3,315	3,395	188	81	6.0%	2.4%	72.0	76.4	77.4	4.4	1.0	
CANCUN, Q.ROO	34,703	35,251	35,555	548	304	1.6%	0.9%	27,993	28,801	27,884	808	-918	2.9%	-3.2%	80.7	81.7	78.4	1.0	-3.3	
IXTAPA ZIHUATANEJO, GRO. /4	6,804	6,791	6,808	-13	17	-0.2%	0.2%	4,247	4,416	4,541	169	125	4.0%	2.8%	62.4	65.0	66.7	2.6	1.7	
LORETO, B.C.S. /1 /3	907	775	N.D.	-132	N.C.	-14.6%	N.C.	517	344	N.D	-173	N.C.	-33.5%	N.C.	57.0	44.4	N.D.	-12.6	N.C.	
LOS CABOS, B.C.S.	22,285	22,195	22,175	-90	-21	-0.4%	-0.1%	17,665	17,575	17,608	-90	33	-0.5%	0.2%	79.3	79.2	79.4	-0.1	0.2	
CABO SAN LUCAS	9,109	9,251	9,207	142	-44	1.6%	-0.5%	7,675	7,556	7,544	-119	-12	-1.6%	-0.2%	84.3	81.7	81.9	-2.6	0.3	
SAN JOSE DEL CABO /3	3,560	3,706	3,306	146	-400	4.1%	-10.8%	2,489	2,879	2,395	390	-484	15.7%	-16.8%	69.9	77.7	72.4	7.8	-5.3	
ZONA CORREDOR LOS CABOS	4,020	4,020	4,022	0	2	0.0%	0.0%	2,828	2,808	3,129	-20	321	-0.7%	11.4%	70.3	69.8	77.8	-0.5	8.0	
Tradicionales	67,819	64,308	62,507	-3,512	-1,801	-5.2%	-2.8%	40,449	33,621	35,201	-6,828	1,580	-16.9%	4.7%	59.6	52.3	56.3	-7.4	4.0	
ACAPULCO, GRO. /5	21,882	18,208	16,646	-3,674	-1,562	-16.8%	-8.6%	11,606	4,533	8,204	-7,073	3,671	-60.9%	81.0%	53.0	24.9	49.3	-28.1	24.4	
COZUMEL, Q. ROO	5,187	5,174	5,171	-13	-3	-0.3%	-0.1%	3,120	3,294	3,075	174	-220	5.6%	-6.7%	60.2	63.7	59.5	3.5	-4.2	
LA PAZ, B.C.S.	2,728	2,729	2,737	1	9	0.0%	0.3%	1,964	1,915	1,599	-49	-316	-2.5%	-16.5%	72.0	70.2	58.4	-1.8	-11.8	
MANZANILLO, COL.	4,375	4,390	3,903	16	-487	0.4%	-11.1%	2,333	2,208	2,351	-125	144	-5.4%	6.5%	53.3	50.3	60.2	-3.0	10.0	
MAZATLAN, SIN.	9,995	10,085	10,093	90	8	0.9%	0.1%	5,832	5,853	4,245	21	-1,608	0.4%	-27.5%	58.4	58.0	42.1	-0.3	-16.0	
PUERTO VALLARTA, JAL.	13,200	13,278	13,405	78	127	0.6%	1.0%	11,197	10,924	11,337	-272	412	-2.4%	3.8%	84.8	82.3	84.6	-2.6	2.3	
VERACRUZ BOCA DEL RIO, VER.	10,453	10,444	10,552	-9	108	-0.1%	1.0%	4,396	4,894	4,391	498	-503	11.3%	-10.3%	42.1	46.9	41.6	4.8	-5.2	
Otros	69,148	72,313	71,426	3,165	-887	4.6%	-1.2%	54,398	57,662	55,260	3,264	-2,402	6.0%	-4.2%	78.7	79.7	77.4	1.1	-2.4	
ISLA MUJERES, Q. ROO	1,639	1,639	1,639	0	0	0.0%	0.0%	1,152	1,050	1,108	-101	58	-8.8%	5.5%	70.3	64.1	67.6	-6.2	3.5	
NUevo Nayarit, NAY.	10,873	10,828	11,268	-46	440	-0.4%	4.1%	9,299	9,425	9,148	126	-277	1.4%	-2.9%	85.5	87.0	81.2	1.5	-5.9	
RIVIERA MAYA, Q. ROO	49,875	53,038	51,788	3,163	-1,251	6.3%	-2.4%	41,755	44,690	42,701	2,934	-1,988	7.0%	-4.4%	83.7	84.3	82.5	0.5	-1.8	
AKUMAL, Q. ROO	4,399	4,061	3,954	-339	-107	-7.7%	-2.6%	3,965	3,401	3,072	-564	-329	-14.2%	-9.7%	90.1	83.8	77.7	-6.4	-6.0	
PLAYA DEL CARMEN, Q. ROO	10,780	11,786	11,647	1,007	-139	9.3%	-1.2%	8,590	9,557	9,426	967	-131	11.3%	-1.4%	79.7	81.1	80.9	1.4	-0.2	
PLAYACAR, Q. ROO	6,727	6,735	6,537	9	-198	0.1%	-2.9%	5,920	6,287	5,994	367	-293	6.2%	-4.7%	88.0	93.4	91.7	5.3	-1.7	
PUERTO ESCONDIDO, OAX.	2,626	2,624	2,630	-2	6	-0.1%	0.2%	1,274	1,317	1,322	43	4	3.4%	0.3%	48.5	50.2	50.3	1.7	0.1	
PLAYAS DE ROSARITO, B.C.	2,620	2,621	2,561	2	-61	0.1%	-2.3%	631	749	601	117	-147	18.6%	-19.7%	24.1	28.6	23.5	4.5	-5.1	
SAN FELIPE, BC.	823	827	827	4	0	0.5%	0.0%	104	181	124	77	-56	74.0%	-31.2%	12.6	21.9	15.0	9.2	-6.8	
TONALA- PUERTO ARISTA, CHIS.	692	736	715	44	-22	6.4%	-2.9%	183	251	256	68	5	37.0%	2.1%	26.4	34.1	35.8	7.6	1.8	
Ciudades	236,722	238,477	239,957	1,755	1,480	0.7%	0.6%	113,105	119,000	116,202	5,895	-2,798	5.2%	-2.4%	47.8	49.9	48.4	2.1	-1.5	
Grandes	99,951	100,399	101,470	448	1,071	0.4%	1.1%	51,315	55,040	52,813	3,726	-2,228	7.3%	-4.0%	51.3	54.8	52.0	3.5	-2.8	
CIUDAD DE MÉXICO 2/	61,320	61,383	61,457	63	74	0.1%	0.1%	31,525	34,252	32,621	2,727	-1,631	8.7%	-4.8%	51.4	55.8	53.1	4.4	-2.7	
GUADALAJARA, JAL.	21,933	22,259	22,570	326	311	1.5%	1.4%	10,856	10,701	10,205	-155	-496	-1.4%	-4.6%	49.5	48.1	45.2	-1.4	-2.9	
MONTERREY, N.L.	16,698	16,757	17,444	59	687	0.4%	4.1%	8,934	10,088	9,987	1,153	-101	12.9%	-1.0%	53.5	60.2	57.3	6.7	-3.0	
Del Interior	121,346	122,572	122,823	1,226	252	1.0%	0.2%	51,933	54,762	54,123	2,829	-639	5.4%	-1.2%	42.8	44.7	44.1	1.9	-0.6	
AGUASCALIENTES, AGS.	6,305	6,297	6,362	-8	65	-0.1%	1.0%	2,651	2,572	2,703	-79	131	-3.0%	5.1%	42.1	40.9	42.5	-1.2	1.6	
CAMPECHE, CAMP.	2,093	2,076	2,085	-18	10	-0.8%	0.5%	1,029	1,104	1,016	75	-88	7.3%	-7.9%	49.1	53.2	48.7	4.0	-4.5	
CELAYA, GTO.	2,694	2,733	2,539	39	-194	1.4%	-7.1%	736	826	773	90	-53	12.2%	-6.4%	27.3	30.2	30.4	2.9	0.2	
CHIHUAHUA, CHIH.	5,007	5,006	4,885	-1	-122	0.0%	-2.4%	2,814	2,856	2,600	42	-256	1.5%	-9.0%	56.2	57.1	53.2	0.8	-3.8	
COATZACOALCOS, VER.	1,946	1,943	1,945	-4	3	-0.2%	0.1%	741	847	854	106	7	14.4%	0.9%	38.1	43.6	43.9	5.6	0.3	
COLIMA, COL.	1,178	1,174	1,162	-4	-12	-0.3%	-1.0%	489	476	483	-13	7	-2.6%	1.4%	41.5	40.6	41.6	-0.9	1.0	
COMITAN DE DOMINGUEZ, CHIS.	1,382	1,382	1,383	0	1	0.0%	0.1%	307	290	250	-17	-40	-5.7%	-13.8%	22.2	21.0	18.1	-1.3	-2.9	
CULIACAN, SIN.	2,500	2,496	1,719	-4	-777	-0.2%	-31.1%	1,218	1,193	498	-26	-695	-2.1%	-58.3%	48.7	47.8	29.0	-0.9	-18.8	
DURANGO, DGO.	1,928	1,934	1,901	6	-33	0.3%	-1.7%	809	874	845	64	-28	7.9%	-3.2%	42.0	45.2	44.5	3.2	-0.7	
EL FUERTE, SIN.	370	-	-	-370	0	-100.0%	0.0%	83	-	-	-83	0	-100.0%	0.0%	22.5	-	-	-22.5	0.0	
GUANAJUATO, GTO.	3,231	3,368	3,479	137	112	4.2%	3.3%	785	865	948	79	83	10.1%	9.6%	24.3	25.7	27.2	1.4	1.6	
HERMOSILLO, SON.	3,094	3,094	3,094	0	0	0.0%	0.0%	1,670	1,497	1,925	-173	428	-10.4%	28.6%	54.0	48.4	62.2	-5.6	13.8	
IRAPUATO, GTO.	2,396	2,616	2,564	220	-52	9.2%	-2.0%	766	853	707	88	-146	11.5%	-17.1%	32.0	32.6	27.6	0.7	-5.0	
LEON, GTO.	6,287	6,713	6,968	427	255	6.8%	3.8%	2,600	2,905	2,975	305	70	11.7%	2.4%	41.4	43.3	42.7	1.9	-0.6	
LOS MOCHIS, SIN.	1,341	1,222	1,223	-119	1	-8.9%	0.1%	670	753	749	83	-4	12.3%	-0.6%	50.0	61.6	61.2	11.6	-0.4	
MÉRIDA, YUC.	7,884	8,219	8,481	335	262	4.2%	3.2%	4,662	4,747	4,953	85	206	1.8%	4.3%	59.1	57.8	58.4	-1.4	0.7	
MORELIA, MICH. /1	4,529	3,936	4,022	-593	86	-13.1%	2.2%	2,195	1,748	1,980	-448	232	-20.4%	13.3%	48.5	44.4	49.2	-4.1	4.8	

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE FEBRERO

Del 01-enero-2025 al 28-febrero-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	442,731	444,446	442,813	1,715	-1,634	0.39%	-0.37%	261,500	264,734	260,090	3,234	-4,643	1.2%	-1.8%	59.1	59.6	58.7	0.5	-0.8
OAXACA, OAX.	6,073	6,047	6,022	-26	-26	-0.42%	-0.42%	2,992	3,243	3,353	251	110	8.4%	3.4%	49.3	53.6	55.7	4.4	2.1
PACHUCA, HGO.	1,573	1,681	1,680	108	-1	6.83%	-0.03%	726	887	1,108	161	221	22.1%	24.9%	46.2	52.8	66.0	6.6	13.2
PALENQUE, CHIS.	2,066	2,071	2,073	6	2	0.27%	0.07%	719	757	725	37	-32	5.2%	-4.2%	34.8	36.5	35.0	1.7	-1.6
PUEBLA, PUE.	10,125	10,164	10,584	40	420	0.39%	4.13%	4,605	5,305	5,543	700	238	15.2%	4.5%	45.5	52.2	52.4	6.7	0.2
QUERETARO, QRO.	7,264	7,421	7,427	157	6	2.16%	0.08%	3,778	4,006	3,793	227	-213	6.0%	-5.3%	52.0	54.0	51.1	2.0	-2.9
SALAMANCA, GTO.	1,031	1,031	1,031	0	0	0.00%	0.00%	291	338	297	47	-41	16.0%	-12.1%	28.3	32.8	28.8	4.5	-4.0
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,326	3,287	3,277	-39	-10	-1.16%	-0.30%	985	853	720	-131	-134	-13.3%	-15.7%	29.6	26.0	22.0	-3.6	-4.0
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	-1	1	-0.01%	0.01%	972	1,527	1,513	556	-14	57.2%	-0.9%	26.4	41.6	41.2	15.1	-0.4
SAN JUAN DEL RÍO, QRO. /1 /3	827	776	723	-51	-53	-6.17%	-6.83%	378	353	366	-25	14	-6.6%	3.9%	45.7	45.4	50.7	-0.2	5.2
SAN LUIS POTOSÍ, S.L.P.	5,961	6,016	6,089	55	73	0.91%	1.21%	2,882	2,902	2,823	20	-80	0.7%	-2.7%	48.4	48.3	46.4	-0.1	-1.9
SAN MIGUEL DE ALLENDE, GTO.	2,766	3,071	3,165	305	94	11.03%	3.04%	1,057	1,116	1,205	60	89	5.6%	7.9%	38.2	36.4	38.1	-1.9	1.7
TAXCO, GRO.	886	901	883	16	-19	1.75%	-2.05%	289	210	251	-79	40	-27.2%	19.1%	32.6	23.4	28.4	-9.3	5.1
TEQUISQUIAPAN, QRO. /1 /3	560	573	574	13	1	2.32%	0.17%	148	163	146	16	-17	10.5%	-10.3%	26.4	28.5	25.5	2.1	-3.0
TLAXCALA, TLAX.	673	681	685	8	4	1.19%	0.59%	157	161	181	4	20	2.7%	12.5%	23.3	23.7	26.5	0.3	2.8
TOLUCA, MÉX.	3,630	4,223	4,268	594	45	16.35%	1.07%	1,463	1,716	1,693	253	-23	17.3%	-1.3%	40.3	40.6	39.7	0.3	-1.0
TUXTLA GUTIÉRREZ, CHIS.	4,274	4,189	4,181	-86	-8	-2.00%	-0.19%	1,556	1,643	1,641	87	-1	5.6%	-0.1%	36.4	39.2	39.3	2.8	0.0
VALLE DE BRAVO, MÉX.	1,186	1,222	1,291	36	70	2.99%	5.69%	247	241	271	-6	30	-2.5%	12.6%	20.8	19.7	21.0	-1.1	1.3
VILLAHERMOSA, TAB.	5,136	5,201	5,221	65	21	1.26%	0.39%	2,519	2,854	2,167	335	-686	13.3%	-24.0%	49.0	54.9	41.5	5.8	-13.4
XALAPA, VER.	3,178	3,131	3,196	-47	65	-1.48%	2.08%	1,257	1,306	1,301	50	-5	4.0%	-0.4%	39.5	41.7	40.7	2.2	-1.0
ZACATECAS, ZAC.	2,977	3,008	2,972	31	-37	1.04%	-1.21%	688	776	765	88	-11	12.8%	-1.4%	23.1	25.8	25.8	2.7	0.0
Fronterizas	15,425	15,506	15,664	82	158	0.53%	1.02%	9,857	9,198	9,267	-659	69	-6.7%	0.7%	63.9	59.3	59.2	-4.6	-0.2
CIUDAD JUÁREZ, CHIH.	4,542	4,542	4,542	0	-1	0.00%	-0.01%	3,004	2,828	2,744	-176	-84	-5.9%	-3.0%	66.1	62.3	60.4	-3.9	-1.9
MEXICALI, BC.	2,784	2,816	2,839	32	23	1.15%	0.82%	1,831	1,697	1,568	-134	-129	-7.3%	-7.6%	65.8	60.3	55.2	-5.5	-5.0
PIEDRAS NEGRAS, COAH.	1,145	1,202	1,258	57	57	4.93%	4.70%	666	527	747	-139	220	-20.9%	41.8%	58.2	43.9	59.4	-14.3	15.5
TECATE, B.C.	600	601	640	1	39	0.17%	6.41%	295	397	347	102	-50	34.6%	-12.5%	49.1	66.0	54.3	16.9	-11.8
TIJUANA, B.C.	6,354	6,346	6,386	-8	40	-0.13%	0.63%	4,061	3,749	3,861	-313	112	-7.7%	3.0%	63.9	59.1	60.5	-4.8	1.4

*Del 01-enero-2023 al 28-febrero-2023

**Del 01-enero-2024 al 29-febrero-2024

***Del 01-enero-2025 al 28-febrero-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/ 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 Zihuatanejo, el cual, comprende los centros de Ixtapa y Zihuatanejo de Azueta, por lo que no se cuenta con información histórica.

5/ 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 14,238 habitaciones lo que equivale con esta oferta un 57.6% 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.