

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE MARZO

Del 01-enero-2025 al 31-marzo-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	443,323	444,292	443,064	968	-1,228	0.2%	-0.3%	266,630	271,014	266,329	4,384	-4,685	1.6%	-1.7%	60.1	61.0	60.1	0.9	-0.9		
Centros de Playa	206,655	205,764	203,346	-891	-2,418	-0.4%	-1.2%	147,623	147,465	145,010	-158	-2,456	-0.1%	-1.7%	71.4	71.7	71.3	0.2	-0.4		
Integralmente Planeados	69,248	69,337	69,799	89	462	0.1%	0.7%	53,570	54,742	53,925	1,171	-816	2.2%	-1.5%	77.4	78.9	77.3	1.6	-1.7		
BAHIAS DE HUATULCO, OAX.	4,346	4,343	4,386	-2	43	-0.1%	1.0%	3,103	3,344	3,308	241	-36	7.8%	-1.1%	71.4	77.0	75.4	5.6	-1.6		
CANCUN, Q.ROO	34,885	35,357	35,555	471	198	1.4%	0.6%	28,109	28,931	27,986	822	-945	2.9%	-3.3%	80.6	81.8	78.7	1.3	-3.1		
IXTAPA ZIHUATANEJO, GRO. /4	6,804	6,795	6,809	-9	15	-0.1%	0.2%	4,042	4,466	4,405	424	-61	10.5%	-1.4%	59.4	65.7	64.7	6.3	-1.0		
LORETO, B.C.S. /1	907	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	533	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	58.8	n.d.	n.d.	n.c.	n.c.		
LOS CABOS, B.C.S.	22,306	22,070	22,275	-236	205	-1.1%	0.9%	17,783	17,626	17,783	-157	157	-0.9%	0.9%	79.7	79.9	79.8	0.1	0.0		
CABO SAN LUCAS	9,130	9,283	9,296	153	12	1.7%	0.1%	7,694	7,703	7,692	9	-11	0.1%	-0.1%	84.3	83.0	82.7	-1.3	-0.2		
SAN JOSE DEL CABO /3	3,560	3,710	3,411	150	-299	4.2%	-8.1%	2,519	2,841	2,416	322	-425	12.8%	-15.0%	70.8	76.6	70.8	5.8	-5.7		
ZONA CORREDOR LOS CABOS	4,020	4,020	4,033	0	13	0.0%	0.3%	2,887	2,831	3,034	-56	203	-1.9%	7.2%	71.8	70.4	75.2	-1.4	4.8		
Tradicionales	67,837	64,333	62,274	-3,504	-2,059	-5.2%	-3.2%	40,232	34,934	35,725	-5,298	791	-13.2%	2.3%	59.3	54.3	57.4	-5.0	3.1		
ACAPULCO, GRO. /5	21,884	18,210	16,647	-3,675	-1,562	-16.8%	-8.6%	11,312	4,960	8,106	-6,352	3,146	-56.2%	63.4%	51.7	27.2	48.7	-24.5	21.5		
COZUMEL, Q. ROO /3	5,181	5,175	n.d.	-6	n.c.	n.c.	n.c.	3,137	3,293	n.d.	156	n.c.	5.0%	n.c.	60.5	63.6	n.d.	3.1	n.c.		
LA PAZ, B.C.S.	2,728	2,729	2,738	1	9	0.0%	0.3%	1,981	1,985	1,649	4	-336	0.2%	-16.9%	72.6	72.7	60.2	0.1	-12.5		
MANZANILLO, COL.	4,373	4,368	3,823	-5	-546	-0.1%	-12.5%	2,319	2,294	2,330	-26	36	-1.1%	1.6%	53.0	52.5	61.0	-0.5	8.4		
MAZATLAN, SIN.	9,995	10,088	10,093	93	5	0.9%	0.1%	5,912	6,229	4,529	316	-1,699	5.4%	-27.3%	59.2	61.7	44.9	2.6	-16.9		
PUERTO VALLARTA, JAL.	13,226	13,320	13,404	94	84	0.7%	0.6%	11,060	10,858	11,186	-202	328	-1.8%	3.0%	83.6	81.5	83.5	-2.1	1.9		
VERACRUZ BOCA DEL RIO, VER.	10,450	10,444	10,552	-6	108	-0.1%	1.0%	4,510	5,316	4,420	805	-896	17.9%	-16.9%	43.2	50.9	41.9	7.7	-9.0		
Otros	69,569	72,093	71,273	2,524	-821	3.6%	-1.1%	53,821	57,790	55,359	3,969	-2,430	7.4%	-4.2%	77.4	80.2	77.7	2.8	-2.5		
ISLA MUJERES, Q. ROO	1,639	1,639	1,638	0	0	0.0%	0.0%	1,162	1,028	1,093	-134	65	-11.5%	6.3%	70.9	62.7	66.7	-8.2	4.0		
NUEVO NAYARIT, NAY.	10,872	10,840	11,280	-33	441	-0.3%	4.1%	9,176	9,397	9,553	221	156	2.4%	1.7%	84.4	86.7	84.7	2.3	-2.0		
RIVIERA MAYA, Q. ROO	50,287	52,804	51,693	2,517	-1,111	5.0%	-2.1%	41,192	44,584	42,387	3,392	-2,198	8.2%	-4.9%	81.9	84.4	82.0	2.5	-2.4		
AKUMAL, Q. ROO	4,399	4,023	3,956	-376	-67	-8.5%	-1.7%	3,853	3,396	3,047	-457	-349	-11.9%	-10.3%	87.6	84.4	77.0	-3.2	-7.4		
PLAYA DEL CARMEN, Q. ROO	11,165	11,942	11,539	777	-403	7.0%	-3.4%	8,653	9,670	9,351	1,018	-319	11.8%	-3.3%	77.5	81.0	81.0	3.5	0.1		
PLAYACAR, Q. ROO	6,729	6,671	6,536	-58	-135	-0.9%	-2.0%	5,822	6,194	5,879	372	-315	6.4%	-5.1%	86.5	92.9	90.0	6.3	-2.9		
PUERTO ESCONDIDO, OAX.	2,633	2,626	2,630	-7	4	-0.3%	0.2%	1,211	1,381	1,280	170	-101	14.1%	-7.3%	46.0	52.6	48.7	6.6	-3.9		
PLAYAS DE ROSARITO, B.C.	2,620	2,621	2,489	1	-132	0.0%	-5.0%	707	865	644	158	-221	22.3%	-25.6%	27.0	33.0	25.9	6.0	-7.1		
SAN FELIPE, BC.	823	827	827	4	0	0.5%	0.0%	190	264	150	74	-114	39.0%	-43.0%	23.1	31.9	18.2	8.8	-13.7		
TONALA- PUERTO ARISTA, CHIS.	695	737	715	42	-22	6.1%	-3.0%	184	270	252	87	-18	47.3%	-6.8%	26.4	36.7	35.3	10.3	-1.4		
Ciudades	236,669	238,528	239,718	1,859	1,191	0.8%	0.5%	119,007	123,549	121,319	4,542	-2,230	3.8%	-1.8%	50.3	51.8	50.6	1.5	-1.2		
Grandes	99,981	100,450	101,509	469	1,059	0.5%	1.1%	54,207	56,686	55,667	2,479	-1,020	4.6%	-1.8%	54.2	56.4	54.8	2.2	-1.6		
CIUDAD DE MÉXICO /2	61,321	61,382	61,456	61	74	0.1%	0.1%	32,833	35,053	33,905	2,220	-1,148	6.8%	-3.3%	53.5	57.1	55.2	3.6	-1.9		
GUADALAJARA, JAL.	21,965	22,311	22,571	346	260	1.6%	1.2%	11,747	11,209	11,082	-538	-127	-4.6%	-1.1%	53.5	50.2	49.1	-3.2	-1.1		
MONTERREY, N.L.	16,694	16,757	17,482	63	725	0.4%	4.3%	9,627	10,424	10,680	797	256	8.3%	2.5%	57.7	62.2	61.1	4.5	-1.1		
Del Interior	121,286	122,545	122,532	1,259	-12	1.0%	0.0%	54,599	57,491	55,972	2,891	-1,519	5.3%	-2.6%	45.0	46.9	45.7	1.9	-1.2		
AGUASCALIENTES, AGS.	6,306	6,304	6,385	-3	81	0.0%	1.3%	2,771	2,758	2,899	-13	141	-0.5%	5.1%	43.9	43.7	45.4	-0.2	1.7		
CAMPECHE, CAMP.	2,093	2,076	2,085	-17	9	-0.8%	0.4%	1,043	1,124	1,033	81	-91	7.8%	-8.1%	49.9	54.2	49.5	4.3	-4.6		
CELAYA, GTO.	2,675	2,717	2,540	42	-177	1.6%	-6.5%	737	876	824	139	-52	18.9%	-6.0%	27.5	32.2	32.4	4.7	0.2		
CHIHUAHUA, CHIH.	5,006	4,966	4,884	-41	-81	-0.8%	-1.6%	2,930	2,936	2,740	6	-196	0.2%	-6.7%	58.5	59.1	56.1	0.6	-3.0		
COATZACOALCOS, VER.	1,946	1,943	1,945	-2	1	-0.1%	0.1%	773	896	879	124	-17	16.0%	-1.9%	39.7	46.1	45.2	6.4	-0.9		
COLIMA, COL.	1,178	1,170	1,162	-8	-8	-0.7%	-0.7%	507	487	477	-19	-11	-3.8%	-2.2%	43.0	41.7	41.0	-1.4	-0.6		
COMITÁN DE DOMINGUEZ, CHIS.	1,382	1,382	1,382	0	1	0.0%	0.0%	319	320	259	1	-61	0.3%	-19.2%	23.1	23.2	18.7	0.1	-4.5		
CULIACÁN, SIN. /1 /3	2,500	2,497	n.d.	-3	n.c.	-0.1%	n.c.	1,312	1,195	n.d.	-117	n.c.	-8.9%	n.c.	52.5	47.9	n.d.	-4.6	n.c.		
DURANGO, DGO.	1,927	1,933	1,912	6	-21	0.3%	-1.1%	870	942	921	72	-21	8.2%	-2.2%	45.2	48.7	48.2	3.6	-0.5		
EL FUERTE, SIN.	370	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	92	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	24.9	n.d.	n.d.	n.c.	n.c.		
GUANAJUATO, GTO.	3,248	3,357	3,486	109	128	3.4%	3.8%	839	963	988	124	25	14.7%	2.6%	25.8	28.7	28.3	2.8	-0.3		
HERMOSILLO, SON.	3,094	3,094	3,094	0	0	0.0%	0.0%	1,818	1,607	2,007	-211	400	-11.6%	24.9%	58.7	51.9	64.9	-6.8	12.9		
IRAPUATO, GTO.	2,447	2,616	2,474	169	-142	6.9%	-5.4%	852	930	749	78	-181	9.2%	-19.5%	34.8	35.6	30.3	0.7	-5.3		
LEÓN, GTO.	6,249	6,673	6,886	424	212	6.8%	3.2%	2,654	2,873	2,935	219	62	8.2%	2.2%	42.5	43.0	42.6	0.6	-0.4		
LOS MOCHIS, SIN.	1,341	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	789	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	58.8	n.d.	n.d.	n.c.	n.c.		
MÉRIDA, YUC.	7,912	8,240	8,475	329	235	4.2%	2.8%	4,688	4,997	5,017	310	20	6.6%	0.4%	59.3	60.6	59.2	1.4	-1.4		
MORELIA, MICH. /1	4,534	3,932	4,019	-602	88	-13.3%	2.2%	2,295	1,853	2,137	-442	284	-19.2%	15.3%	50.6	47.1	53.2	-3.5	6.0		

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE MARZO

Del 01-enero-2025 al 31-marzo-2025

Centro	Cuartos disponibles promedio diario								Cuartos ocupados								Ocupación				
	2023*	2024**	2025***	Diferencia		Variación (%)		2023*	2024**	2025***	Diferencia		Variación (%)		2023*	2024**	2025***	Pts (%)			
				2023-2024	2024-2025	2023-2024	2024-2025				2023-2024	2024-2025	2023-2024	2024-2025				2023 - 2024	2024 - 2025		
Total	443,323	444,292	443,064	968	-1,228	1.2%	-0.4%	266,630	271,014	266,329	4,384	-4,685	1.6%	-1.7%	60.1	61.0	60.1	0.9	-0.9		
OAXACA, OAX.	6,073	6,046	6,019	-27	-27	-0.44%	-0.44%	3,139	3,366	3,432	227	66	7.2%	2.0%	51.7	55.7	57.0	4.0	1.3		
PACHUCA, HGO.	1,571	1,681	1,681	109	0	6.96%	0.00%	740	939	1,133	199	194	26.9%	20.6%	47.1	55.9	67.4	8.8	11.5		
PALENQUE, CHIS.	2,066	2,071	2,071	5	1	0.23%	0.03%	741	826	752	85	-73	11.5%	-8.9%	35.8	39.9	36.3	4.0	-3.6		
PUEBLA, PUE.	10,125	10,140	10,585	15	445	0.15%	4.39%	4,999	5,565	5,756	566	191	11.3%	3.4%	49.4	54.9	54.4	5.5	-0.5		
QUERETARO, QRO. /3	7,263	7,421	7,427	158	6	2.17%	0.08%	3,994	4,282	3,935	287	-347	7.2%	-8.1%	55.0	57.7	53.0	2.7	-4.7		
SALAMANCA, GTO.	962	1,031	1,031	69	0	7.17%	0.00%	296	374	349	78	-25	26.5%	-6.6%	30.7	36.3	33.9	5.5	-2.4		
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,312	3,287	3,278	-25	-9	-0.75%	-0.28%	1,039	906	738	-133	-168	-12.8%	-18.5%	31.4	27.6	22.5	-3.8	-5.0		
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	0	0	-0.01%	0.01%	1,008	1,474	1,470	466	-4	46.3%	-0.3%	27.4	40.1	40.0	12.7	-0.1		
SAN JUAN DEL RÍO, QRO. /1 /3	827	794	723	-33	-71	-4.03%	-8.90%	395	404	341	10	-64	2.5%	-15.8%	47.7	51.0	47.1	3.2	-3.9		
SAN LUIS POTOSÍ, S.L.P.	5,975	6,084	6,107	110	23	1.84%	0.37%	3,139	3,112	2,992	-27	-119	-0.9%	-3.8%	52.5	51.1	49.0	-1.4	-2.1		
SAN MIGUEL DE ALLENDE, GTO.	2,763	3,073	3,152	310	79	11.22%	2.58%	1,101	1,218	1,274	117	56	10.6%	4.6%	39.9	39.6	40.4	-0.2	0.8		
TAXCO, GRO.	885	905	869	20	-36	2.22%	-3.94%	281	219	242	-62	22	-22.0%	10.1%	31.8	24.3	27.8	-7.5	3.6		
TEQUISQUIAPAN, QRO. /1 /3	560	573	456	13	-117	2.38%	-20.36%	161	199	107	38	-92	23.5%	-46.1%	28.7	34.7	23.4	5.9	-11.2		
TLAXCALA, TLAX.	675	682	686	7	4	1.04%	0.54%	183	183	208	0	25	-0.1%	13.5%	27.1	26.8	30.3	-0.3	3.5		
TOLUCA, MÉX.	3,630	4,223	4,283	593	60	16.34%	1.43%	1,548	1,769	1,731	221	-38	14.3%	-2.2%	42.6	41.9	40.4	-0.8	-1.5		
TUXTLA GUTIÉRREZ, CHIS.	4,246	4,188	4,180	-59	-7	-1.38%	-0.18%	1,618	1,721	1,723	103	2	6.4%	0.1%	38.1	41.1	41.2	3.0	0.1		
VALLE DE BRAVO, MÉX.	1,186	1,221	1,291	35	70	2.98%	5.70%	256	277	304	21	27	8.3%	9.8%	21.5	22.7	23.5	1.1	0.9		
VILLAHERMOSA, TAB.	5,120	5,206	5,221	86	15	1.69%	0.29%	2,613	2,913	2,213	300	-700	11.5%	-24.0%	51.0	56.0	42.4	4.9	-13.6		
XALAPA, VER.	3,180	3,131	3,196	-50	65	-1.56%	2.09%	1,332	1,368	1,392	35	25	2.6%	1.8%	41.9	43.7	43.6	1.8	-0.1		
ZACATECAS, ZAC.	2,983	3,030	2,968	48	-62	1.60%	-2.06%	730	872	769	142	-103	19.4%	-11.8%	24.5	28.8	25.9	4.3	-2.9		
Fronterizas	15,402	15,533	15,677	131	144	0.85%	0.93%	10,200	9,372	9,680	-829	309	-8.1%	3.3%	66.2	60.3	61.7	-5.9	1.4		
CIUDAD JUÁREZ, CHIH.	4,542	4,542	4,542	0	0	0.01%	-0.01%	3,106	2,838	2,919	-268	81	-8.6%	2.9%	68.4	62.5	64.3	-5.9	1.8		
MEXICALI, BC.	2,784	2,823	2,839	40	15	1.42%	0.54%	1,879	1,728	1,605	-151	-123	-8.0%	-7.1%	67.5	61.2	56.6	-6.3	-4.6		
PIEDRAS NEGRAS, COAH.	1,145	1,220	1,258	75	38	6.58%	3.09%	702	565	752	-137	187	-19.5%	33.1%	61.3	46.3	59.8	-15.0	13.5		
TECATE, B.C.	600	601	652	1	51	0.17%	8.54%	296	406	359	110	-47	37.0%	-11.7%	49.4	67.5	55.0	18.2	-12.6		
TIJUANA, B.C.	6,331	6,346	6,386	15	40	0.23%	0.63%	4,218	3,835	4,045	-383	210	-9.1%	5.5%	66.6	60.4	63.3	-6.2	2.9		

*Del 01-enero-2023 al 31-marzo-2023
**Del 01-enero-2024 al 31-marzo-2024
***Del 01-enero-2025 al 31-marzo-2025

n.d. No disponible / n.c. No comparable
1/ Datos no comparables con el período 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 período 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 15,234 habitaciones lo que equivale con esta oferta un 48.7% 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.