

Centro	Cuartos disponibles promedio diario								Cuartos ocupados								Ocupación			
	2024*	2025**	2026***	Diferencia		Variación (%)		2024*	2025**	2026***	Diferencia		Variación (%)		2024*	2025**	2026***	Ptos (%)		
				2024-2025	2025-2026	2024-2025	2025-2026				2024-2025	2025-2026	2024-2025	2025-2026						
<b>Total</b>	449,031	450,917	459,519	1,886	8,602	0.4%	1.9%	254,852	255,623	265,231	771	9,608	0.3%	3.8%	56.8	56.7	57.7	-0.1	1.0	
<b>Centros de Playa</b>	209,773	208,118	215,454	-1,655	7,336	-0.8%	3.5%	144,109	146,413	151,652	2,304	5,239	1.6%	3.6%	68.7	70.4	70.4	1.7	0.0	
<b>Integralmente Planeados</b>	69,519	70,352	72,358	833	2,006	1.2%	2.9%	53,123	52,999	54,939	-124	1,939	-0.2%	3.7%	76.4	75.3	75.9	-1.1	0.6	
BAHIAS DE HUATULCO, OAX.	4,349	4,415	4,419	66	4	1.5%	0.1%	3,263	3,430	3,596	167	166	5.1%	4.8%	75.0	77.7	81.4	2.7	3.7	
CANCUN, Q.ROO	35,253	35,555	37,257	302	1,702	0.9%	4.8%	28,100	27,292	29,161	-808	1,869	-2.9%	6.8%	79.7	76.8	78.3	-2.9	1.5	
IXTAPA ZIHUATANEJO, GRO. /3	6,811	7,294	7,247	483	-47	7.1%	-0.6%	4,476	5,026	4,963	550	-63	12.3%	-1.2%	65.7	68.9	68.5	3.2	-0.4	
LORETO, B.C.S./1	914	n.d.	914	n.c.	n.c.	n.c.	n.c.	378	n.d.	433	n.c.	n.c.	n.c.	41.4	n.d.	47.4	n.c.	n.c.		
LOS CABOS, B.C.S.	22,192	22,175	22,521	-17	346	-0.1%	1.6%	16,906	16,833	16,785	-73	-48	-0.4%	-0.3%	76.2	75.9	74.5	-0.3	-1.4	
CABO SAN LUCAS	9,167	9,207	9,298	40	91	0.4%	1.0%	7,159	7,375	7,327	215	-48	3.0%	-0.7%	78.1	80.1	78.8	2.0	-1.3	
SAN JOSÉ DEL CABO	3,409	3,411	3,411	2	0	0.1%	0.0%	2,481	2,274	2,146	-207	-128	-8.3%	-5.6%	72.8	66.7	62.9	-6.1	-3.8	
ZONA CORREDOR LOS CABOS	4,020	4,022	4,035	2	13	0.0%	0.3%	2,679	2,767	2,910	88	144	3.3%	5.2%	66.6	68.8	72.1	2.2	3.3	
<b>Tradicional</b>	64,355	62,407	66,796	-1,948	4,389	-3.0%	7.0%	31,789	35,320	39,517	3,531	4,198	11.1%	11.9%	49.4	56.6	59.2	7.2	2.6	
ACAPULCO, GRO. /5	18,198	16,570	19,288	-1,628	2,718	-8.9%	16.4%	4,122	8,152	10,778	4,031	2,626	97.8%	32.2%	22.7	49.2	55.9	26.6	6.7	
COZUMEL, Q. ROO	5,171	5,165	5,113	-6	-52	-0.1%	-1.0%	3,096	3,192	3,401	96	209	3.1%	6.6%	59.9	61.8	66.5	1.9	4.7	
LA PAZ, B.C.S.	2,728	2,733	2,740	5	7	0.2%	0.3%	1,808	1,518	1,610	-290	92	-16.0%	6.0%	66.3	55.6	58.8	-10.7	3.2	
MANZANILLO, COL.	4,456	3,903	3,994	-553	91	-12.4%	2.3%	2,149	2,240	2,070	91	-170	-4.2%	-7.6%	48.2	57.4	51.8	9.2	-5.6	
MAZATLAN, SIN. /4	10,081	10,077	13,277	-4	3,200	0.0%	31.8%	5,518	4,619	6,876	-899	2,257	-16.3%	48.9%	54.7	45.8	51.8	-8.9	6.0	
PUERTO VALLARTA, JAL.	13,277	13,407	13,404	130	-3	1.0%	0.0%	10,481	11,088	10,919	607	-169	5.8%	-1.5%	78.9	82.7	81.5	3.8	-1.2	
VERACRUZ BOCA DEL RIO, VER.	10,444	10,552	8,980	108	-1,572	1.0%	-14.9%	4,614	4,510	3,863	-104	-647	-2.3%	-14.3%	44.2	42.7	43.0	-1.4	0.3	
<b>Otros</b>	75,899	75,359	76,300	-540	941	-0.7%	1.2%	59,197	58,094	57,196	-1,103	-898	-1.9%	-1.5%	78.0	77.1	75.0	-0.9	-2.1	
ISLA MUJERES, Q. ROO /4	1,639	1,639	2,137	0	498	0.0%	30.4%	981	1,053	1,023	72	-31	7.3%	-2.9%	59.9	64.3	47.9	4.4	-16.4	
NUOVO NAYARIT, NAY.	14,491	14,905	15,318	414	413	2.9%	2.8%	12,390	12,733	12,696	344	-38	2.8%	-0.3%	85.5	85.4	82.9	-0.1	-2.6	
RIVIERA MAYA, Q. ROO	52,923	52,158	52,029	-765	-129	-1.4%	-0.2%	43,439	41,987	40,817	-1,452	-1,170	-3.3%	-2.8%	82.1	80.5	78.5	-1.6	-2.1	
AKUMAL, Q. ROO	3,949	3,952	3,552	3	-400	0.1%	-10.1%	3,165	2,751	2,796	-414	45	-13.1%	1.6%	80.2	69.6	78.7	-10.5	9.1	
PLAYA DEL CARMEN, Q. ROO	12,095	12,016	12,475	-79	459	-0.7%	3.8%	9,830	9,634	9,852	-195	217	-2.0%	2.3%	81.3	80.2	79.0	-1.1	-1.2	
PLAYACAR, Q. ROO	6,735	6,533	6,368	-202	-165	-3.0%	-2.5%	6,186	5,932	5,870	-254	-62	-4.1%	-1.0%	91.9	90.8	92.2	-1.1	1.4	
PUERTO ESCONDIDO, OAX.	2,662	2,630	2,794	-32	164	-1.2%	6.2%	1,259	1,413	1,672	154	259	12.2%	18.4%	47.3	53.7	59.8	6.4	6.1	
PLAYAS DE ROSARITO, B.C.	2,621	2,489	2,489	-132	0	-5.0%	0.0%	688	522	627	-166	105	-24.1%	20.0%	26.3	21.0	25.2	-5.3	4.2	
SAN FELIPE, BC.	827	827	0	0	0	0.0%	0.0%	177	123	118	-54	-5	-30.3%	-4.2%	21.4	14.9	14.3	-6.5	-0.6	
TONALÁ- PUERTO ARISTA, CHIS.	736	711	706	-25	-5	-3.4%	-0.7%	263	262	244	-17	-18	-0.6%	-6.7%	35.7	36.8	34.6	1.1	-2.2	
<b>Ciudades</b>	239,258	242,799	244,065	3,541	1,266	1.5%	0.5%	110,743	109,210	113,579	-1,533	4,369	-1.4%	4.0%	46.3	45.0	46.5	-1.3	1.6	
<b>Grandes</b>	100,396	102,017	101,936	1,621	-81	1.6%	-0.1%	50,217	48,526	51,463	-1,691	2,937	-3.4%	6.1%	50.0	47.6	50.5	-2.5	2.9	
CIUDAD DE MÉXICO.	61,384	61,461	61,409	77	-52	0.1%	-0.1%	31,134	30,079	32,964	-1,055	2,885	-3.4%	9.6%	50.7	48.9	53.7	-1.8	4.7	
GUADALAJARA, JAL.	22,256	22,568	22,690	312	122	1.4%	0.5%	9,639	9,298	9,673	-341	375	-3.5%	4.0%	43.3	41.2	42.6	-2.1	1.4	
MONTERREY, N.L.	16,756	17,988	17,837	1,232	-151	7.4%	-0.8%	9,444	9,149	8,826	-295	-323	-3.1%	-3.5%	56.4	50.9	49.5	-5.5	-1.4	
<b>Del Interior</b>	123,438	124,963	126,095	1,525	1,132	1.2%	0.9%	51,893	52,185	53,701	291	1,516	0.6%	2.9%	42.0	41.8	42.6	-0.3	0.8	
AGUASCALIENTES, AGS.	6,281	6,405	6,373	124	-32	2.0%	-0.5%	2,446	2,687	2,417	240	-270	9.8%	-10.1%	39.0	42.0	37.9	3.0	-4.0	
CAMPECHE, CAMP.	2,075	2,085	1,924	10	-161	0.5%	-7.7%	1,105	1,033	1,048	-71	15	-6.5%	1.5%	53.2	49.6	54.5	-3.7	4.9	
CELAYA, GTO.	2,746	2,534	2,583	-212	49	-7.7%	1.9%	791	726	688	-66	-37	-8.3%	-5.1%	28.8	28.6	26.7	-0.2	-2.0	
CHIHUAHUA, CHIH.	5,006	4,912	4,912	-94	0	-1.9%	0.0%	2,755	2,347	2,219	-407	-129	-14.8%	-5.5%	55.0	47.8	45.2	-7.2	-2.6	
COATZACOALCOS, VER.	1,940	1,970	1,881	30	-89	1.5%	-4.5%	830	1,009	818	179	-191	21.6%	-19.0%	42.8	51.2	43.5	8.5	-7.8	
COLIMA, COL.	1,178	1,162	1,093	-16	-69	-1.4%	-5.9%	449	451	682	1	231	0.2%	51.4%	38.2	38.8	62.4	0.6	23.6	
COMITAN DE DOMINGUEZ, CHIS.	1,381	1,380	1,382	-1	2	-0.1%	0.1%	274	237	306	-38	69	-13.7%	29.3%	19.9	17.2	22.2	-2.7	5.0	
CULIACAN, SIN.	2,500	2,840	2,840	340	0	13.6%	0.0%	1,106	1,053	1,036	-52	-17	-4.7%	-1.6%	44.2	37.1	36.5	-7.1	-0.6	
DURANGO, DGO.	1,935	1,934	1,854	-1	-80	-0.1%	-4.1%	820	812	762	-8	-50	-1.0%	-6.1%	42.4	42.0	41.1	-0.4	-0.9	
EL FUERTE, SIN. /1 /2	-	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	-	n.d.	n.d.	n.c.	n.c.	n.c.	-	n.d.	n.d.	n.c.	n.c.		
GUANAJUATO, GTO.	3,367	3,447	3,553	80	106	2.4%	3.1%	736	803	1,149	66	347	9.0%	43.2%	21.9	23.3	32.4	1.4	9.1	
HERMOSILLO, SON.	3,094	3,094	3,094	0	0	0.0%	0.0%	1,349	1,717	1,536	368	-181	27.3%	-10.6%	43.6	55.5	49.7	11.9	-5.9	
IRAPUATO, GTO.	2,616	2,781	2,780	165	-1	6.3%	0.0%	786	808	808	-60	83	-7.6%	11.4%	30.0	26.1	29.1	-3.9	3.0	
LEON, GTO.	6,780	7,197	6,991	417	-206	6.2%	-2.9%	2,683	3,052	2,870	369	-182	13.8%	-6.0%	39.6	42.4	41.1	2.8	-1.4	
LOS MOCHIS, SIN.	1,340	1,342	1,355	2	13	0.1%	1.0%	750	706	695	-44	-11	-5.9%	-1.5%	56.0	52.6	51.3	-3.4	-1.3	
MÉRIDA, YUC.	8,224	8,327	8,498	103	171	1.3%	2.1%	4,477	4,457	4,795	-21	338	-0.5%	7.6%	54.4	53.5	56.4	-0.9	2.9	
MORELIA, MICH.	4,495	4,495	4,757	0	262	0.0%	5.8%	1,912	2,036	2,318	124	282	6.5%	13.8%	42.5	45.3	48.7	2.8	3.4	



Centro	Cuartos disponibles promedio diario								Cuartos ocupados								Ocupación			
	2024*	2025**	2026***	Diferencia		Variación (%)		2024*	2025**	2026***	Diferencia		Variación (%)		2024*	2025**	2026***	Ptos (%)		
				2024-2025	2025-2026	2024-2025	2025-2026				2024-2025	2025-2026	2024-2025	2025-2026						
<b>Total</b>	<b>449,031</b>	<b>450,917</b>	<b>459,519</b>	<b>1,886</b>	<b>8,602</b>	<b>0.42%</b>	<b>1.91%</b>	<b>254,852</b>	<b>255,623</b>	<b>265,231</b>	<b>771</b>	<b>9,608</b>	<b>0.3%</b>	<b>3.8%</b>	<b>56.8</b>	<b>56.7</b>	<b>57.7</b>	<b>-0.1</b>	<b>1.0</b>	
OAXACA, OAX.	6,051	6,026	6,166	-25	140	-0.41%	2.32%	3,029	3,269	3,227	241	-42	7.9%	-1.3%	50.1	54.3	52.3	4.2	-1.9	
PACHUCA, HGO.	1,679	1,680	1,680	1	0	0.06%	0.00%	848	1,133	985	285	-148	33.6%	-13.1%	50.5	67.4	58.6	16.9	-8.8	
PALENQUE, CHIS.	2,068	2,070	2,089	2	19	0.10%	0.92%	688	708	882	20	174	3.0%	24.5%	33.3	34.2	42.2	0.9	8.0	
PUEBLA, PUE.	10,165	10,582	10,723	417	141	4.10%	1.33%	4,989	5,284	5,350	295	66	5.9%	1.3%	49.1	49.9	49.9	0.9	0.0	
QUERETARO, QRO.	7,421	7,427	7,427	6	0	0.08%	0.00%	3,655	3,306	3,404	-349	98	-9.6%	3.0%	49.3	44.5	45.8	-4.7	1.3	
SALAMANCA, GTO.	1,031	1,031	1,015	0	-16	0.00%	-1.55%	334	241	231	-93	-9	-27.9%	-3.9%	32.4	23.3	22.8	-9.0	-0.5	
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,287	3,278	3,284	-9	6	-0.27%	0.18%	872	677	921	-195	244	-22.4%	36.1%	26.5	20.7	28.1	-5.9	7.4	
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	0	0	0.00%	0.00%	1,647	1,508	1,562	-140	55	-8.5%	3.6%	44.8	41.0	42.5	-3.8	1.5	
SAN JUAN DEL RIO, QRO. /2	829	829	n.d.	0	n.c.	0.00%	n.c.	357	407	n.d.	50	n.c.	14.0%	n.c.	43.1	49.1	n.d.	6.0	n.c.	
SAN LUIS POTOSI, S.L.P.	6,012	6,085	6,138	73	53	1.21%	0.87%	2,733	2,499	2,936	-235	438	-8.6%	17.5%	45.5	41.1	47.8	-4.4	6.8	
SAN MIGUEL DE ALLENDE, GTO.	3,104	3,154	3,063	50	-91	1.61%	-2.89%	883	982	1,207	98	226	11.1%	23.0%	28.5	31.1	39.4	2.7	8.3	
TAXCO, GRO. /5	913	881	1,365	-32	484	-3.50%	54.94%	245	217	420	-28	203	-11.6%	93.8%	26.9	24.6	30.8	-2.3	6.2	
TEQUISQUIAPAN, QRO. /4	573	574	717	1	143	0.17%	24.91%	137	122	210	-15	88	-10.7%	71.9%	23.9	21.3	29.3	-2.6	8.0	
TLAXCALA, TLAX.	681	686	671	5	-15	0.73%	-2.19%	147	166	184	19	17	13.0%	10.3%	21.6	24.3	27.4	2.6	3.1	
TOLUCA, MÉX.	4,223	3,630	3,722	-593	92	-14.04%	2.53%	1,518	1,700	1,591	182	-109	12.0%	-6.4%	36.0	46.8	42.8	10.9	-4.1	
TUXTLA GUTIÉRREZ, CHIS.	4,190	4,181	4,404	-9	223	-0.21%	5.33%	1,534	1,668	1,741	134	73	8.8%	4.4%	36.6	39.9	39.5	3.3	-0.4	
VALLE DE BRAVO, MÉX.	1,222	1,291	1,292	69	1	5.65%	0.08%	207	238	253	31	15	15.1%	6.2%	16.9	18.4	19.6	1.5	1.1	
VILLAHERMOSA, TAB.	5,217	5,222	5,029	5	-193	0.10%	-3.70%	2,822	2,133	1,971	-689	-161	-24.4%	-7.6%	54.1	40.8	39.2	-13.3	-1.6	
XALAPA, VER.	3,131	3,196	3,455	65	259	2.08%	8.10%	1,241	1,182	1,303	-59	121	-4.7%	10.3%	39.6	37.0	37.7	-2.6	0.7	
ZACATECAS, ZAC.	3,007	3,136	3,040	129	-96	4.29%	-3.06%	738	791	760	52	-30	7.1%	-3.8%	24.6	25.2	25.0	0.7	-0.2	
<b>Fronterizas</b>	<b>15,424</b>	<b>15,819</b>	<b>16,034</b>	<b>395</b>	<b>215</b>	<b>2.56%</b>	<b>1.36%</b>	<b>8,633</b>	<b>8,499</b>	<b>8,415</b>	<b>-133</b>	<b>-84</b>	<b>-1.5%</b>	<b>-1.0%</b>	<b>56.0</b>	<b>53.7</b>	<b>52.5</b>	<b>-2.2</b>	<b>-1.2</b>	
CIUDAD JUAREZ, CHIH.	4,542	4,542	4,633	0	91	0.00%	2.00%	2,686	2,607	2,502	-79	-105	-2.9%	-4.0%	59.1	57.4	54.0	-1.7	-3.4	
MEXICALI, BC.	2,790	2,955	2,956	165	1	5.91%	0.03%	1,557	1,392	1,304	-166	-88	-10.6%	-6.3%	55.8	47.1	44.1	-8.7	-3.0	
PIEDRAS NEGRAS, COAH.	1,145	1,258	1,258	113	0	9.87%	0.00%	416	714	618	298	-96	71.6%	-13.5%	36.4	56.8	49.1	20.4	-7.7	
TECATE, B.C.	601	678	678	77	0	12.81%	0.00%	376	335	322	-41	-14	-10.8%	-4.1%	62.6	49.5	47.5	-13.1	-2.0	
TIJUANA, B.C.	6,346	6,386	6,509	40	123	0.63%	1.93%	3,597	3,451	3,670	-146	219	-4.1%	6.4%	56.7	54.0	56.4	-2.6	2.4	

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

\*\*Del 01-enero-2025 al 31-enero-2025

\*\*\*Del 01-enero-2026 al 31-enero-2026

n.d. No disponible / n.c. No comparable

1/ Datos no comparables con el periodo anterior por diferencia en la información disponible en el 2025.

2/ Datos no comparables con el periodo anterior por diferencia en la información disponible en el 2026.

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/ Apartir del primero de septiembre 2025 se actualizo la oferta hotelera del centro por lo que los datos no son estrictamente comparables con periodos anteriores.

5/ Apartir del primero de enero 2026 se actualizo la oferta hotelera del centro por lo que los datos no son estrictamente comparables con periodos anteriores.

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.