

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE JULIO

Del 01-enero-2026 al 31-julio-2026

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				2024 - 2025	2025 - 2026
Total	449,540	451,562	465,468	2,022	13,906	0.4%	3.1%	271,577	267,130	267,391	-4,447	261	-1.6%	0.1%	60.4	59.2	57.4	-1.3	-1.7
Centros de Playa	209,764	208,718	217,613	-1,046	8,895	-0.5%	4.3%	144,723	140,994	140,939	-3,730	-55	-2.6%	0.0%	69.0	67.6	64.8	-1.4	-2.8
Integralmente Planeados	69,939	70,391	72,737	453	2,345	0.6%	3.3%	52,378	51,633	51,772	-745	140	-1.4%	0.3%	74.9	73.4	71.2	-1.5	-2.2
BAHIAS DE HUATULCO, OAX.	4,340	4,415	4,244	75	-171	1.7%	-3.9%	3,028	2,961	2,948	-67	-13	-2.2%	-0.4%	69.8	67.1	69.5	-2.7	2.4
CANCUN, Q.ROO	35,522	35,557	37,320	35	1,763	0.1%	5.0%	27,372	26,578	27,307	-794	729	-2.9%	2.7%	77.1	74.7	73.2	-2.3	-1.6
IXTAPA ZIHUATANEJO, GRO. /3	6,981	7,086	7,723	105	638	1.5%	9.0%	4,438	4,519	4,528	81	9	1.8%	0.2%	63.6	63.8	58.6	0.2	-5.2
LORETO, B.C.S./2	913	913	n.d.	0	n.c.	0.0%	n.c.	479	517	n.d.	38	n.c.	7.9%	n.c.	52.4	56.6	n.d.	4.1	n.c.
LOS CABOS, B.C.S.	22,182	22,420	22,518	238	97	1.1%	0.4%	17,061	17,059	16,547	-3	-512	0.0%	-3.0%	76.9	76.1	73.5	-0.8	-2.6
CABO SAN LUCAS	9,011	9,418	9,331	407	-87	4.5%	-0.9%	7,507	7,507	7,216	269	-291	3.7%	-3.9%	80.3	79.7	77.3	-0.6	-2.4
SAN JOSE DEL CABO	3,499	3,411	3,411	-88	0	-2.5%	0.0%	2,504	2,336	2,207	-168	-128	-6.7%	-5.5%	71.6	68.5	64.7	-3.1	-3.8
ZONA CORREDOR LOS CABOS	4,020	4,028	4,123	8	95	0.2%	2.4%	2,717	2,759	2,748	42	-11	1.5%	-0.4%	67.6	68.5	66.7	0.9	-1.8
Tradicionales	64,356	62,761	68,530	-1,596	5,769	-2.5%	9.2%	35,367	35,361	38,164	-7	2,803	0.0%	7.9%	55.0	56.3	55.7	1.4	-0.7
ACAPULCO, GRO. /5	18,186	16,911	19,442	-1,275	2,530	-7.0%	15.0%	5,833	7,754	9,561	1,920	1,807	32.9%	23.3%	32.1	45.9	49.2	13.8	3.3
COZUMEL, Q. ROO	5,176	5,175	5,113	-1	-62	-0.02%	n.c.	2,981	2,983	2,981	162	-2	5.7%	-0.1%	54.5	57.6	58.3	3.1	0.7
LA PAZ, B.C.S.	2,729	2,738	2,740	9	1	0.3%	0.0%	1,948	1,783	1,835	-165	52	-8.5%	2.9%	71.4	65.1	67.0	-6.3	1.9
MANZANILLO, COL.	4,334	3,907	4,189	-427	282	-9.9%	7.2%	2,441	2,402	2,505	-39	103	-1.6%	4.3%	56.3	61.5	59.8	5.2	-1.7
MAZATLAN, SIN. /4	10,089	10,082	13,569	-7	3,487	-0.1%	34.6%	6,785	5,587	7,952	-1,199	2,366	-17.7%	42.3%	67.3	55.4	58.6	-11.8	3.2
PUERTO VALLARTA, JAL. /2	13,367	13,395	n.d.	28	n.c.	0.2%	n.c.	9,877	9,924	n.d.	46	n.c.	0.5%	n.c.	73.9	74.1	n.d.	0.2	n.c.
VERACRUZ BOCA DEL RIO, VER.	10,475	10,552	9,953	77	-599	0.7%	-5.7%	5,663	4,929	4,509	-734	-420	-13.0%	-8.5%	54.1	46.7	45.3	-7.3	-1.4
Otros	75,469	75,566	76,346	97	780	0.1%	1.0%	56,978	54,000	51,003	-2,978	-2,997	-5.2%	-5.5%	75.5	71.5	66.8	-4.0	-4.7
ISLA MUJERES, Q. ROO /4	1,639	1,638	2,073	0	435	0.0%	26.6%	872	926	1,059	54	133	6.2%	14.4%	53.2	56.5	51.1	3.3	-5.4
NUevo Nayarit, NAY.	14,422	15,008	15,366	586	358	4.1%	2.4%	11,544	11,553	11,434	8	-118	0.1%	-1.0%	80.0	77.0	74.4	-3.1	-2.6
RIVIERA MAYA, Q. ROO	52,592	52,295	52,106	-297	-190	-0.6%	-0.4%	41,672	38,964	35,803	-2,707	-3,161	-6.5%	-8.1%	79.2	74.5	68.7	-4.7	-5.8
AKUMAL, Q. ROO	3,982	3,937	3,823	-44	-115	-1.1%	-2.9%	3,246	2,756	2,240	-490	-516	-15.1%	-18.7%	81.5	70.0	58.6	-11.5	-11.4
PLAYA DEL CARMEN, Q. ROO	11,916	11,855	12,283	-61	427	-0.5%	3.6%	8,869	8,528	8,212	-341	-316	-3.8%	-3.7%	74.4	71.9	66.9	-2.5	-5.1
PLAYACAR, Q. ROO	6,567	6,479	6,373	-88	-106	-1.3%	-1.6%	5,844	5,523	5,254	-322	-269	-5.5%	-4.9%	89.0	85.2	82.4	-3.8	-2.8
PUERTO ESCONDIDO, OAX.	2,628	2,592	2,794	-36	202	-1.4%	7.8%	1,299	1,191	1,376	-108	186	-8.3%	15.6%	49.4	45.9	49.3	-3.5	3.3
PLAYAS DE ROSARITO, B.C.	2,627	2,489	2,459	-138	-30	-5.3%	-1.2%	1,046	887	911	-158	24	-15.2%	2.7%	39.8	35.7	37.1	-4.2	1.4
SAN FELIPE, BC. /2	827	827	n.d.	0	n.c.	0.0%	n.c.	288	236	n.d.	-51	n.c.	-17.8%	n.c.	34.8	28.6	n.d.	-6.2	n.c.
TONALA- PUERTO ARISTA, CHIS.	734	716	698	-18	-19	-2.4%	-2.6%	258	243	239	-16	-4	-6.0%	-1.6%	35.2	33.9	34.2	-1.3	0.4
Ciudades	239,776	242,844	247,855	3,068	5,011	1.3%	2.1%	126,853	126,137	126,452	-717	315	-0.6%	0.2%	52.9	51.9	51.0	-1.0	-0.9
Grandes	101,212	102,081	104,267	869	2,186	0.9%	2.1%	57,997	56,805	58,391	-1,192	1,585	-2.1%	2.8%	57.3	55.6	56.0	-1.7	0.4
CIUDAD DE MÉXICO.	61,383	61,413	61,810	30	397	0.0%	0.6%	35,364	33,766	35,335	-1,598	1,569	-4.5%	4.6%	57.6	55.0	57.2	-2.6	2.2
GUADALAJARA, JAL.	22,355	22,588	24,431	233	1,843	1.0%	8.2%	11,731	11,708	12,160	-23	452	-0.2%	3.9%	52.5	51.8	49.8	-0.6	-2.1
MONTERREY, N.L.	17,474	18,080	18,026	606	-54	3.5%	-0.3%	10,903	11,331	10,895	429	-436	3.9%	-3.8%	62.4	62.7	60.4	0.3	-2.2
Del Interior	123,001	124,891	127,546	1,890	2,654	1.5%	2.1%	59,093	59,415	58,239	322	-1,176	0.5%	-2.0%	48.0	47.6	45.7	-0.5	-1.9
AGUASCALIENTES, AGS.	6,315	6,407	6,400	92	-8	1.5%	-0.1%	3,119	3,293	3,096	174	-197	5.6%	-6.0%	49.4	51.4	48.4	2.0	-3.0
CAMPECHE, CAMP.	2,076	2,028	1,923	-48	-104	-2.3%	-5.2%	1,109	972	793	-137	-180	-12.3%	-18.5%	53.4	48.0	41.2	-5.5	-6.7
CELAYA, GTO.	2,690	2,537	2,562	-153	25	-5.7%	1.0%	953	854	899	-98	45	-10.3%	5.2%	35.4	33.7	35.1	-1.7	1.4
CHIHUAHUA, CHIH.	4,919	4,882	4,909	-37	27	-0.8%	0.6%	2,978	2,876	2,751	-102	-125	-3.4%	-4.3%	60.5	58.9	56.0	-1.6	-2.9
COATZACOALCOS, VER.	1,943	1,948	1,816	5	-132	0.2%	-6.8%	935	983	796	48	-187	5.2%	-19.0%	48.1	50.5	43.8	2.4	-6.6
COLIMA, COL.	1,165	1,162	1,083	-3	-79	-0.3%	-6.8%	502	496	570	-6	74	-1.1%	14.8%	43.1	42.7	52.6	-0.4	9.9
COMITAN DE DOMINGUEZ, CHIS.	1,381	1,382	1,383	0	2	0.0%	0.1%	319	294	359	-24	64	-7.6%	21.8%	23.1	21.3	25.9	-1.8	4.6
CULIACAN, SIN.	2,499	2,837	2,836	338	1,165	13.5%	0.0%	1,165	1,252	1,036	87	-217	7.5%	-17.3%	46.6	44.1	36.5	-2.5	-7.6
DURANGO, DGO.	1,933	1,940	1,853	7	-87	0.4%	-4.5%	1,010	1,000	914	-10	-86	-1.0%	-8.6%	52.2	51.6	49.3	-0.7	-2.2
EL FUERTE, SIN. /1	n.d.	429	n.d.	n.c.	40	n.c.	9.2%	n.d.	113	120	n.c.	7	0.0%	5.9%	n.d.	26.4	25.6	n.c.	-0.8
GUANAJUATO, GTO.	3,356	3,532	3,550	177	18	5.3%	0.5%	981	1,097	1,151	117	54	11.9%	4.9%	29.2	31.1	32.4	1.8	1.4
HERMOSILLO, SON.	3,094	3,094	3,369	0	275	0.0%	8.9%	1,713	1,944	1,845	232	-100	13.5%	-5.1%	55.4	62.8	54.8	7.5	-8.1
IRAPUATO, GTO.	2,616	2,777	2,807	161	31	6.1%	1.1%	952	931	988	-22	57	-2.3%	6.1%	36.4	33.5	35.2	-2.9	1.7
LEON, GTO.	6,660	6,899	6,988	239	89	3.6%	1.3%	2,943	2,903	2,497	-40	-406	-1.4%	-14.0%	44.2	42.1	35.7	-2.1	-6.3
LOS MOCHIS, SIN.	1,138	1,342	1,432	204	90	18.0%	6.7%	716	686	708	-29	21	-4.1%	3.1%	62.9	51.1	49.4	-11.8	-1.7
MÉRIDA, YUC.	8,270	8,444	8,688	174	245	2.1%	2.9%	4,698	4,864	4,638	165	-225	3.5%	-4.6%	56.8	57.6	53.4	0.8	-4.2
MORELIA, MICH.	4,491	4,518	4,794	27	277	0.6%	6.1%	2,186	2,379	2,753	192	374	8.8%	15.7%	48.7	52.7	57.4	4.0	4.8

RESULTADOS PRELIMINARES AL MES DE ENERO

Del 01-enero-2026 al 31-julio-2026

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						
Total	449,540	451,562	465,468	2,022	13,906	0.45%	3.08%	271,577	267,130	267,391	-4,447	261	-1.6%	0.1%	60.4	59.2	57.4	-1.3	-1.7	
OAXACA, OAX.	6,050	5,969	6,192	-81	223	-1.33%	3.73%	3,290	3,258	3,130	-33	-127	-1.0%	-3.9%	54.4	54.6	50.6	0.2	-4.0	
PACHUCA, HGO.	1,681	1,681	1,687	0	6	0.00%	0.34%	961	1,136	1,032	175	-104	18.2%	-9.1%	57.2	67.6	61.2	10.4	-6.4	
PALENQUE, CHIS.	2,072	2,073	2,088	0	16	0.02%	0.76%	763	774	876	11	102	1.4%	13.2%	36.8	37.3	41.9	0.5	4.6	
PUEBLA, PUE.	10,290	10,585	10,738	295	153	2.87%	1.44%	5,892	6,208	6,329	316	121	5.4%	1.9%	57.3	58.6	58.9	1.4	0.3	
QUERETARO, QRO.	7,421	7,427	7,533	6	106	0.08%	1.42%	4,379	4,281	4,064	-98	-217	-2.2%	-5.1%	59.0	57.6	54.0	-1.4	-3.7	
SALAMANCA, GTO. /2	1,031	1,031	n.d.	0	n.c.	0.01%	n.c.	380	330	n.d.	-51	n.c.	-13.3%	n.c.	36.9	32.0	n.d.	-4.9	n.c.	
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,289	3,279	3,282	-10	3	-0.29%	0.10%	855	769	859	-86	90	-10.1%	11.7%	26.0	23.5	26.2	-2.6	2.7	
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	0	0	-0.01%	0.01%	1,319	1,388	1,440	69	52	5.2%	3.7%	35.9	37.8	39.2	1.9	1.4	
SAN JUAN DEL RÍO, QRO.	829	814	957	-15	143	-1.81%	17.59%	419	378	351	-41	-26	-9.9%	-6.9%	50.5	46.4	36.7	-4.1	-9.7	
SAN LUIS POTOSÍ, S.L.P.	6,134	6,124	6,153	-10	28	-0.16%	0.46%	3,300	3,210	3,150	-90	-60	-2.7%	-1.9%	53.8	52.4	51.2	-1.4	-1.2	
SAN MIGUEL DE ALLENDE, GTO.	3,054	3,190	3,101	136	-89	4.45%	-2.78%	1,163	1,253	1,158	91	-96	7.8%	-7.6%	38.1	39.3	37.3	1.2	-2.0	
TAXCO, GRO. /5	899	877	1,368	-22	492	-2.46%	56.08%	189	238	344	48	106	25.4%	44.6%	21.1	27.1	25.1	6.0	-2.0	
TEQUISQUIAPAN, QRO. /4	573	573	969	1	396	0.15%	69.01%	212	159	212	-53	53	-25.0%	33.6%	37.0	27.7	21.9	-9.3	-5.8	
TLAXCALA, TLAX.	683	682	600	-1	-81	-0.15%	-11.93%	196	257	219	61	-37	31.0%	-14.6%	28.7	37.7	36.5	9.0	-1.1	
TOLUCA, MÉX.	3,969	3,709	3,864	-260	155	-6.55%	4.18%	1,865	2,025	1,740	160	-285	8.6%	-14.1%	47.0	54.6	45.0	7.6	-9.6	
TUXTLA GUTIÉRREZ, CHIS.	4,181	4,211	4,403	30	192	0.72%	4.55%	1,816	1,804	1,976	-12	172	-0.7%	9.6%	43.4	42.8	44.9	-0.6	2.1	
VALLE DE BRAVO, MÉX. /2	1,256	1,291	n.d.	35	n.c.	2.79%	n.c.	239	291	n.d.	52	n.c.	21.7%	n.c.	19.0	22.6	n.d.	3.5	n.c.	
VILLAHERMOSA, TAB.	5,217	5,194	5,074	-23	-120	-0.44%	-2.31%	3,138	2,312	2,411	-827	100	-26.3%	4.3%	60.2	44.5	47.5	-15.7	3.0	
XALAPA, VER.	3,140	3,196	3,459	56	263	1.78%	8.23%	1,493	1,417	1,468	-75	51	-5.1%	3.6%	47.5	44.3	42.4	-3.2	-1.9	
ZACATECAS, ZAC.	3,013	3,154	3,239	141	86	4.67%	2.72%	945	990	1,067	45	77	4.8%	7.8%	31.4	31.4	32.9	0.0	1.6	
Fronterizas	15,563	15,872	16,043	309	171	1.99%	1.08%	9,763	9,917	9,822	153	-94	1.6%	-0.9%	62.7	62.5	61.2	-0.3	-1.3	
CIUDAD JUÁREZ, CHIH.	4,542	4,542	4,647	0	105	0.00%	2.32%	2,934	3,008	3,010	74	3	2.5%	0.1%	64.6	66.2	64.8	1.6	-1.4	
MEXICALI, BC.	2,832	2,956	2,906	124	-50	4.36%	-1.70%	1,666	1,579	1,515	-87	-63	-5.2%	-4.0%	58.8	53.4	52.1	-5.4	-1.3	
PIEDRAS NEGRAS, COAH.	1,242	1,258	1,292	16	34	1.30%	2.70%	685	655	588	-30	-66	-4.4%	-10.1%	55.2	52.0	45.5	-3.1	-6.5	
TECATE, B.C.	601	678	678	77	0	12.81%	0.00%	422	407	372	-15	-35	-3.6%	-8.6%	70.1	60.0	54.8	-10.2	-5.2	
TIJUANA, B.C.	6,346	6,439	6,520	93	82	1.46%	1.27%	4,058	4,269	4,337	212	68	5.2%	1.6%	63.9	66.3	66.5	2.4	0.2	

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

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

***Del 01-enero-2026 al 31-julio-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 2024.

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.