

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE AGOSTO

Del 01-enero-2026 al 31-agosto-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	449,605	452,493	466,780	2,888	14,288	0.6%	3.2%	270,183	266,781	266,634	-3,402	-147	-1.3%	-0.1%	60.1	59.0	57.1	-1.1	-1.8
Centros de Playa	209,771	209,497	217,988	-274	8,491	-0.1%	4.1%	142,834	139,808	139,286	-3,026	-522	-2.1%	-0.4%	68.1	66.7	63.9	-1.4	-2.8
Integralmente Planeados	69,969	70,494	72,760	525	2,266	0.8%	3.2%	51,522	50,878	50,749	-644	-129	-1.3%	-0.3%	73.6	72.2	69.7	-1.5	-2.4
BAHIAS DE HUATULCO, OAX.	4,340	4,415	4,225	2,986	76	1.7%	-4.3%	2,986	2,924	2,928	-61	3	-2.1%	0.1%	68.8	66.2	69.3	-2.6	3.1
CANCUN, Q.ROO	35,526	35,664	37,322	137	1,659	0.4%	4.7%	27,078	26,301	26,618	-777	317	-2.9%	1.2%	76.2	73.7	71.3	-2.5	-2.4
IXTAPA ZIHUATANEJO, GRO. /3	7,009	7,050	7,758	40	708	0.6%	10.0%	4,408	4,490	4,577	82	86	1.9%	1.9%	62.9	63.7	59.0	0.8	-4.7
LORETO, B.C.S./2	913	914	n.d.	0	n.c.	0.0%	n.c.	470	503	n.d.	33	n.c.	7.1%	n.c.	51.4	55.1	n.d.	3.6	n.c.
LOS CABOS, B.C.S.	22,180	22,452	22,518	271	66	1.2%	0.3%	16,581	16,659	16,202	78	-458	0.5%	-2.7%	74.8	74.2	72.0	-0.6	-2.3
CABO SAN LUCAS	9,035	9,427	9,342	393	-86	4.3%	-0.9%	7,076	7,318	7,066	242	-252	3.4%	-3.4%	78.3	77.6	75.6	-0.7	-2.0
SAN JOSE DEL CABO	3,488	3,411	3,411	-77	0	-2.2%	0.0%	2,397	2,280	2,173	-117	-107	-4.9%	-4.7%	68.7	66.8	63.7	-1.9	-3.1
ZONA CORREDOR LOS CABOS	4,020	4,028	4,151	8	123	0.2%	3.1%	2,638	2,697	2,669	60	-28	2.3%	-1.0%	65.6	67.0	64.3	1.3	-2.7
Tradicionales	64,363	63,311	68,837	-1,051	5,525	-1.6%	8.7%	35,353	35,990	38,424	637	2,434	1.8%	6.8%	54.9	56.8	55.8	1.9	-1.0
ACAPULCO, GRO. /5	18,191	17,030	19,481	-1,161	2,451	-6.4%	14.4%	6,022	8,056	9,741	2,033	1,686	33.8%	20.9%	33.1	47.3	50.0	14.2	2.7
COZUMEL, Q. ROO	5,167	5,176	5,100	8	-76	0.16%	-1.5%	2,715	2,942	2,896	227	-46	8.4%	-1.6%	52.6	56.9	56.8	4.3	-0.1
LA PAZ, B.C.S.	2,729	2,739	2,739	10	0	0.4%	0.0%	1,923	1,783	1,817	-140	34	-7.3%	1.9%	70.5	65.1	66.4	-5.4	1.2
MANZANILLO, COL.	4,331	3,946	4,322	-385	376	-8.9%	9.5%	2,422	2,396	2,609	-26	213	-1.1%	8.9%	55.9	60.7	60.4	4.8	-0.4
MAZATLAN, SIN. /4	10,090	10,474	13,612	384	3,138	3.8%	30.0%	6,849	6,021	8,141	-828	2,120	-12.1%	35.2%	67.9	57.5	59.8	-10.4	2.3
PUERTO VALLARTA, JAL. /2	13,371	13,396	n.d.	25	n.c.	0.2%	n.c.	9,654	9,772	n.d.	118	n.c.	1.2%	n.c.	72.2	72.9	n.d.	0.7	n.c.
VERACRUZ BOCA DEL RIO, VER.	10,485	10,552	10,027	68	-525	0.6%	-5.0%	5,767	5,020	4,490	-747	-530	-12.9%	-10.6%	55.0	47.6	44.8	-7.4	-2.8
Otros	75,440	75,692	76,391	253	699	0.3%	0.9%	55,959	52,940	50,113	-3,019	-2,827	-5.4%	-5.3%	74.2	69.9	65.6	-4.2	-4.3
ISLA MUJERES, Q. ROO /4	1,639	1,701	2,097	62	396	3.8%	23.3%	843	937	1,069	94	132	11.2%	14.1%	51.4	55.1	51.0	3.7	-4.1
NUUEVO NAYARIT, NAY.	14,449	15,047	15,361	598	314	4.1%	2.1%	11,316	11,327	11,245	11	-82	0.1%	-0.7%	78.3	75.3	73.2	-3.0	-2.1
RIVIERA MAYA, Q. ROO	52,541	52,295	52,071	-246	-225	-0.5%	-0.4%	40,879	38,048	35,048	-2,831	-2,999	-6.9%	-7.9%	77.8	72.8	67.3	-5.0	-5.4
AKUMAL, Q. ROO	3,978	3,938	3,838	-40	-100	-1.0%	-2.5%	3,221	2,692	2,197	-528	-495	-16.4%	-18.4%	81.0	68.4	57.3	-12.6	-11.1
PLAYA DEL CARMEN, Q. ROO	11,910	11,887	12,310	-24	423	-0.2%	3.6%	8,651	8,273	8,065	-378	-207	-4.4%	-2.5%	72.6	69.6	65.5	-3.0	-4.1
PLAYACAR, Q. ROO	6,563	6,465	6,374	-98	-90	-1.5%	-1.4%	5,819	5,439	5,184	-380	-255	-6.5%	-4.7%	88.7	84.1	81.3	-4.5	-2.8
PUERTO ESCONDIDO, OAX.	2,628	2,616	2,794	-12	178	-0.5%	6.8%	1,288	1,202	1,365	-85	162	-6.6%	13.5%	49.0	46.0	48.8	-3.0	2.9
PLAYAS DE ROSARITO, B.C.	2,627	2,489	2,463	-139	-26	-5.3%	-1.0%	1,099	948	954	-151	6	-13.7%	0.7%	41.8	38.1	38.7	-3.7	0.7
SAN FELIPE, BC. /2	827	827	n.d.	0	n.c.	0.0%	n.c.	279	231	n.d.	-48	n.c.	-17.0%	n.c.	33.7	28.0	n.d.	-5.7	n.c.
TONALA- PUERTO ARISTA, CHIS.	728	717	749	-11	31	-1.5%	4.4%	256	246	256	-10	10	-4.0%	3.9%	35.2	34.3	34.2	-0.9	-0.2
Ciudades	239,834	242,996	248,793	3,162	5,797	1.3%	2.4%	127,349	126,973	127,348	-376	376	-0.3%	0.3%	53.1	52.3	51.2	-0.8	-1.1
Grandes	101,284	102,141	104,825	857	2,684	0.8%	2.6%	58,223	57,225	58,829	-998	1,604	-1.7%	2.8%	57.5	56.0	56.1	-1.5	0.1
CIUDAD DE MÉXICO.	61,382	61,428	61,811	46	382	0.1%	0.6%	35,527	34,048	35,383	-1,479	1,335	-4.2%	3.9%	57.9	55.4	57.2	-2.5	1.8
GUADALAJARA, JAL.	22,361	22,588	24,975	227	2,387	1.0%	10.6%	11,729	11,789	12,501	60	712	0.5%	6.0%	52.5	52.2	50.1	-0.3	-2.1
MONTERREY, N.L.	17,541	18,125	18,039	584	-86	3.3%	-0.5%	10,966	11,388	10,945	422	-443	3.8%	-3.9%	62.5	62.8	60.7	0.3	-2.2
Del Interior	122,985	124,974	127,902	1,990	2,928	1.6%	2.3%	59,321	59,760	58,708	440	-1,052	0.7%	-1.8%	48.2	47.8	45.9	-0.4	-1.9
AGUASCALIENTES, AGS.	6,318	6,409	6,400	91	-10	1.4%	-0.2%	3,109	3,298	3,080	189	-218	6.1%	-6.6%	49.2	51.5	48.1	2.3	-3.3
CAMPECHE, CAMP.	2,076	2,018	1,923	-58	-95	-2.8%	-4.7%	1,100	960	792	-139	-169	-12.7%	-17.6%	53.0	47.6	41.2	-5.4	-6.4
CELAYA, GTO.	2,692	2,532	2,558	-159	26	-5.9%	1.0%	955	861	903	-94	42	-9.8%	4.9%	35.5	34.0	35.3	-1.5	1.3
CHIHUAHUA, CHIH.	4,915	4,882	4,909	-33	27	-0.7%	0.6%	2,968	2,925	2,792	-43	-133	-1.4%	-4.6%	60.4	59.9	56.9	-0.5	-3.0
COATZACOALCOS, VER.	1,943	1,951	1,809	8	-142	0.4%	-7.3%	945	1,000	808	54	-192	5.7%	-19.2%	48.7	51.3	44.7	2.6	-6.6
COLIMA, COL.	1,165	1,162	1,127	-3	-35	-0.2%	-3.0%	509	495	567	-14	72	-2.8%	14.4%	43.7	42.6	50.3	-1.1	7.7
COMITAN DE DOMINGUEZ, CHIS.	1,381	1,382	1,394	0	12	0.0%	0.9%	316	304	369	-13	66	-4.0%	21.6%	22.9	22.0	26.5	-0.9	4.5
CULIACAN, SIN.	2,499	2,836	2,835	337	-1	13.5%	0.0%	1,159	1,253	1,066	94	-187	8.1%	-14.9%	46.4	44.2	37.6	-2.2	-6.6
DURANGO, DGO.	1,933	1,945	1,854	12	-91	0.6%	-4.7%	1,016	1,016	945	-1	-71	-0.1%	-7.0%	52.6	52.2	51.0	-0.4	-1.3
EL FUERTE, SIN. /1	n.d.	428	n.d.	n.c.	42	n.c.	9.9%	n.d.	108	122	n.c.	14	0.0%	12.5%	n.d.	25.3	25.9	n.c.	0.6
GUANAJUATO, GTO.	3,353	3,541	3,551	188	10	5.6%	0.3%	998	1,115	1,181	117	66	11.7%	5.9%	29.8	31.5	33.3	1.7	1.8
HERMOSILLO, SON.	3,094	3,094	3,455	0	361	0.0%	11.7%	1,684	1,881	1,820	197	-61	11.7%	-3.3%	54.4	60.8	52.7	6.4	-8.1
IRAPUATO, GTO.	2,616	2,777	2,816	161	39	6.2%	1.4%	949	952	972	3	19	0.3%	2.0%	36.3	34.3	34.5	-2.0	0.2
LEON, GTO.	6,652	6,911	6,987	258	76	3.9%	1.1%	2,958	2,868	2,519	-90	-350	-3.0%	-12.2%	44.5	41.5	36.0	-3.0	-5.5
LOS MOCHIS, SIN.	1,134	1,344	1,456	210	112	18.5%	8.4%	699	685	695	-14	11	-2.0%	1.5%	61.7	51.0	47.8	-10.7	-3.2
MERIDA, YUC.	8,273	8,433	8,789	160	355	1.9%	4.2%	4,693	4,855	4,675	163	-180	3.5%	-3.7%	56.7	57.6	53.2	0.9	-4.4
MORELIA, MICH.	4,492	4,544	4,808	52	264	1.2%	5.8%	2,224	2,439	2,801	215	361	9.7%	14.8%	49.5	53.7	58.3	4.2	4.6

RESULTADOS PRELIMINARES AL MES DE ENERO

Del 01-enero-2026 al 31-agosto-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	449,605	452,493	466,780	2,888	14,288	0.64%	3.16%	270,183	266,781	266,634	-3,402	-147	-1.3%	-0.1%	60.1	59.0	57.1	-1.1	-1.8
OAXACA, OAX.	6,050	5,994	6,194	-56	201	-0.93%	3.35%	3,314	3,258	3,166	-56	-92	-1.7%	-2.8%	54.8	54.4	51.1	-0.4	-3.2
PACHUCA, HGO.	1,681	1,683	1,686	2	4	0.12%	0.22%	960	1,121	1,039	161	-83	16.8%	-7.4%	57.1	66.6	61.6	9.5	-5.0
PALENQUE, CHIS.	2,072	2,073	2,088	1	15	0.04%	0.74%	773	790	880	18	90	2.3%	11.4%	37.3	38.1	42.2	0.8	4.0
PUEBLA, PUE.	10,317	10,585	10,751	269	166	2.60%	1.57%	5,952	6,257	6,377	305	120	5.1%	1.9%	57.7	59.1	59.3	1.4	0.2
QUERETARO, QRO.	7,421	7,427	7,566	6	139	0.08%	1.87%	4,391	4,259	4,093	-132	-165	-3.0%	-3.9%	59.2	57.3	54.1	-1.8	-3.2
SALAMANCA, GTO. /2	1,031	1,031	n.d.	0	n.c.	0.01%	n.c.	379	317	n.d.	-62	n.c.	-16.3%	n.c.	36.8	30.8	n.d.	-6.0	n.c.
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,290	3,280	3,282	-11	3	-0.32%	0.09%	857	796	881	-60	84	-7.0%	10.6%	26.0	24.3	26.8	-1.8	2.6
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	0	0	-0.01%	0.01%	1,362	1,418	1,439	56	22	4.1%	1.5%	37.0	38.6	39.1	1.5	0.6
SAN JUAN DEL RÍO, QRO.	829	816	997	-13	181	-1.58%	22.19%	425	386	362	-39	-24	-9.2%	-6.3%	51.3	47.3	36.3	-4.0	-11.0
SAN LUIS POTOSÍ, S.L.P.	6,133	6,129	6,154	-4	25	-0.07%	0.41%	3,318	3,280	3,173	-39	-107	-1.2%	-3.3%	54.1	53.5	51.6	-0.6	-2.0
SAN MIGUEL DE ALLENDE, GTO.	3,054	3,186	3,108	131	-78	4.30%	-2.44%	1,158	1,256	1,161	98	-95	8.4%	-7.5%	37.9	39.4	37.4	1.5	-2.1
TAXCO, GRO. /5	901	877	1,372	-24	495	-2.65%	56.45%	199	248	357	49	109	24.5%	44.2%	22.1	28.2	26.0	6.2	-2.2
TEQUISQUIAPAN, QRO. /4	573	573	980	1	407	0.13%	70.90%	217	170	219	-47	48	-21.6%	28.4%	37.9	29.7	22.3	-8.2	-7.4
TLAXCALA, TLAX.	683	682	612	-1	-70	-0.15%	-10.21%	199	259	226	60	-33	30.1%	-12.7%	29.2	38.0	36.9	8.8	-1.1
TOLUCA, MÉX.	3,926	3,710	3,814	-216	103	-5.50%	2.78%	1,879	2,015	1,728	136	-287	7.2%	-14.2%	47.9	54.3	45.3	6.4	-9.0
TUXTLA GUTIÉRREZ, CHIS.	4,181	4,237	4,403	56	166	1.34%	3.92%	1,824	1,828	2,007	4	179	0.2%	9.8%	43.6	43.2	45.6	-0.5	2.4
VALLE DE BRAVO, MÉX. /2	1,261	1,291	n.d.	31	n.c.	2.43%	n.c.	234	283	n.d.	49	n.c.	20.9%	n.c.	18.5	21.9	n.d.	3.3	n.c.
VILLAHERMOSA, TAB.	5,217	5,195	5,070	-22	-125	-0.42%	-2.40%	3,128	2,305	2,441	-823	136	-26.3%	5.9%	60.0	44.4	48.1	-15.6	3.8
XALAPA, VER.	3,147	3,196	3,461	49	265	1.55%	8.30%	1,508	1,484	1,461	-24	-22	-1.6%	-1.5%	47.9	46.4	42.2	-1.5	-4.2
ZACATECAS, ZAC.	3,008	3,147	3,246	139	100	4.61%	3.17%	959	1,014	1,099	54	86	5.7%	8.4%	31.9	32.2	33.9	0.3	1.6
Fronterizas	15,566	15,881	16,066	315	185	2.02%	1.17%	9,805	9,987	9,811	182	-176	1.9%	-1.8%	63.0	62.9	61.1	-0.1	-1.8
CIUDAD JUÁREZ, CHIH.	4,542	4,541	4,649	0	107	-0.01%	2.36%	2,924	3,013	2,973	88	-40	3.0%	-1.3%	64.4	66.3	63.9	1.9	-2.4
MEXICALI, BC.	2,833	2,956	2,912	123	-44	4.33%	-1.49%	1,647	1,581	1,507	-66	-74	-4.0%	-4.7%	58.1	53.5	51.8	-4.6	-1.7
PIEDRAS NEGRAS, COAH.	1,244	1,258	1,303	14	45	1.14%	3.55%	703	645	583	-58	-62	-8.2%	-9.6%	56.5	51.3	44.8	-5.2	-6.5
TECATE, B.C.	601	678	678	77	0	12.81%	0.00%	422	415	367	-8	-48	-1.8%	-11.6%	70.3	61.2	54.1	-9.1	-7.1
TIJUANA, B.C.	6,346	6,448	6,525	102	77	1.60%	1.20%	4,108	4,333	4,382	224	49	5.5%	1.1%	64.7	67.2	67.2	2.5	0.0

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

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

***Del 01-enero-2026 al 31-agosto-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.