Turismo
Secretaría de Turismo

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE SEPTIEMBRE
Del 01-enero-2026 al 30-septiembre-2026

DATATUR
Análisis Integral del Turismo

2026 año de Margarita Maza

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	449,455	453,209	467,745	3,754	14,535	0.8%	3.2%	266,409	262,731	262,421	-3,678	-310	-1.4%	-0.1%	59.3	58.0	56.1	-1.3	-1.9
Centros de Playa	209,594	210,037	218,145	443	8,108	0.2%	3.9%	138,986	135,966	134,897	-3,020	-1,069	-2.2%	-0.8%	66.3	64.7	61.8	-1.6	-2.9
Integralmente Planeados	69,992	70,553	72,763	562	2,210	0.8%	3.1%	50,178	49,596	49,257	-582	-339	-1.2%	-0.7%	71.7	70.3	67.7	-1.4	-2.6
BAHIAS DE HUATULCO, OAX.	4,339	4,390	4,196	51	-194	1.2%	-4.4%	2,860	2,809	2,802	-51	-7	-1.8%	-0.2%	65.9	64.0	66.8	-1.9	2.8
CANCUN, Q.ROO	35,529	35,747	37,324	217	1,577	0.6%	4.4%	26,531	25,859	25,999	-673	140	-2.5%	0.5%	74.7	72.3	69.7	-2.3	-2.7
IXTAPA ZIHUATANEJO, GRO. /3	7,032	7,023	7,785	-9	762	-0.1%	10.9%	4,281	4,320	4,426	40	106	0.9%	2.4%	60.9	61.5	56.9	0.6	-4.7
LORETO, B.C.S. /2	913	914	n.d.	0	n.c.	0.0%	n.c.	479	507	n.d.	28	n.c.	5.8%	n.c.	52.5	55.5	n.d.	3.1	n.c.
LOS CABOS, B.C.S.	22,179	22,480	22,518	302	38	1.4%	0.2%	16,026	16,101	15,630	75	-471	0.5%	-2.9%	72.3	71.6	69.4	-0.6	-2.2
CABO SAN LUCAS	9,053	9,435	9,350	382	-85	4.2%	-0.9%	6,871	7,054	6,811	183	-243	2.7%	-3.4%	75.9	74.8	72.8	-1.1	-1.9
SAN JOSE DEL CABO	3,479	3,411	3,411	-68	0	-2.0%	0.0%	2,284	2,219	2,100	-65	-119	-2.8%	-5.4%	65.6	65.1	61.6	-0.6	-3.5
ZONA CORREDOR LOS CABOS	4,020	4,028	4,173	8	145	0.2%	3.6%	2,566	2,591	2,588	25	-3	1.0%	-0.1%	63.8	64.3	62.0	0.5	-2.3
Tradicionales	64,174	63,653	69,012	-522	5,359	-0.8%	8.4%	34,462	35,268	37,349	805	2,081	2.3%	5.9%	53.7	55.4	54.1	1.7	-1.3
ACAPULCO, GRO. /5	18,001	17,050	19,477	-951	2,427	-5.3%	14.2%	5,940	7,735	9,333	1,796	1,598	30.2%	20.7%	33.0	45.4	47.9	12.4	2.6
COZUMEL, Q. ROO	5,160	5,176	5,101	15	-75	0.30%	-1.4%	2,622	2,849	2,794	227	-55	8.7%	-1.9%	50.8	55.0	54.8	4.2	-0.3
LA PAZ, B.C.S.	2,729	2,739	2,738	10	0	0.4%	0.0%	1,861	1,754	1,765	-107	10	-5.7%	0.6%	68.2	64.0	64.4	-4.1	0.4
MANZANILLO, COL.	4,328	3,986	4,370	-341	383	-7.9%	9.6%	2,368	2,352	2,576	-16	224	-0.7%	9.5%	54.7	59.0	58.9	4.3	0.0
MAZATLAN, SIN. /4	10,090	10,758	13,659	668	2,901	6.6%	27.0%	6,652	6,171	7,978	-481	1,807	-7.2%	29.3%	65.9	57.4	58.4	-8.6	1.0
PUERTO VALLARTA, JAL. /2	13,374	13,393	n.d.	19	n.c.	0.1%	n.c.	9,346	9,493	n.d.	147	n.c.	1.6%	n.c.	69.9	70.9	n.d.	1.0	n.c.
VERACRUZ BOCA DEL RIO, VER.	10,492	10,552	10,085	60	-467	0.6%	-4.4%	5,673	4,914	4,470	-760	-444	-13.4%	-9.0%	54.1	46.6	44.3	-7.5	-2.2
Otros	75,428	75,831	76,370	403	539	0.5%	0.7%	54,346	51,102	48,290	-3,244	-2,812	-6.0%	-5.5%	72.0	67.4	63.2	-4.7	-4.2
ISLA MUJERES, Q. ROO /4	1,639	1,749	2,115	110	366	6.7%	20.9%	811	905	1,016	95	111	11.7%	12.2%	49.5	51.8	48.1	2.3	-3.7
NUEVO NAYARIT, NAY.	14,468	15,077	15,355	609	278	4.2%	1.8%	10,905	10,895	10,908	-10	13	-0.1%	0.1%	75.4	72.3	71.0	-3.1	-1.2
RIVIERA MAYA, Q. ROO	52,511	52,335	51,989	-176	-346	-0.3%	-0.7%	39,781	36,720	33,663	-3,061	-3,058	-7.7%	-8.3%	75.8	70.2	64.7	-5.6	-5.4
AKUMAL, Q. ROO	3,974	3,938	3,806	-35	-133	-0.9%	-3.4%	3,148	2,609	2,094	-538	-515	-17.1%	-19.7%	79.2	66.3	55.0	-13.0	-11.2
PLAYA DEL CARMEN, Q. ROO	11,915	11,955	12,330	39	376	0.3%	3.1%	8,376	7,945	7,692	-430	-253	-5.1%	-3.2%	70.3	66.5	62.4	-3.8	-4.1
PLAYACAR, Q. ROO	6,560	6,454	6,376	-106	-78	-1.6%	-1.2%	5,755	5,279	4,992	-476	-287	-8.3%	-5.4%	87.7	81.8	78.3	-5.9	-3.5
PUERTO ESCONDIDO, OAX.	2,628	2,636	2,794	7	158	0.3%	6.0%	1,230	1,167	1,311	-63	145	-5.1%	12.4%	46.8	44.3	46.9	-2.5	2.7
PLAYAS DE ROSARITO, B.C.	2,628	2,489	2,466	-139	-23	-5.3%	-0.9%	1,100	949	947	-151	-2	-13.7%	-0.2%	41.9	38.1	38.4	-3.7	0.3
SAN FELIPE, BC. /2	827	827	n.d.	0	n.c.	0.0%	n.c.	272	225	n.d.	-47	n.c.	-17.1%	n.c.	32.9	27.2	n.d.	-5.6	n.c.
TONALÁ- PUERTO ARISTA, CHIS.	727	718	788	-9	70	-1.2%	9.8%	248	240	272	-7	32	-3.0%	13.2%	34.1	33.4	34.5	-0.6	1.0
Ciudades	239,861	243,172	249,599	3,311	6,427	1.4%	2.6%	127,423	126,765	127,524	-658	759	-0.5%	0.6%	53.1	52.1	51.1	-1.0	-1.0
Grandes	101,329	102,214	105,278	884	3,064	0.9%	3.0%	58,501	57,233	59,043	-1,267	1,809	-2.2%	3.2%	57.7	56.0	56.1	-1.7	0.1
CIUDAD DE MÉXICO.	61,382	61,444	61,831	62	387	0.1%	0.6%	35,828	34,077	35,394	-1,751	1,317	-4.9%	3.9%	58.4	55.5	57.2	-2.9	1.8
GUADALAJARA, JAL.	22,366	22,601	25,396	236	2,795	1.1%	12.4%	11,680	11,751	12,731	71	980	0.6%	8.3%	52.2	52.0	50.1	-0.2	-1.9
MONTERREY, N.L.	17,581	18,168	18,050	587	-118	3.3%	-0.7%	10,993	11,405	10,918	412	-488	3.8%	-4.3%	62.5	62.8	60.5	0.3	-2.3
Del Interior	122,959	125,070	128,238	2,112	3,168	1.7%	2.5%	59,090	59,584	58,694	493	-890	0.8%	-1.5%	48.1	47.6	45.8	-0.4	-1.9
AGUASCALIENTES, AGS.	6,322	6,410	6,400	88	-11	1.4%	-0.2%	3,103	3,279	3,067	176	-211	5.7%	-6.4%	49.1	51.1	47.9	2.1	-3.2
CAMPECHE, CAMP.	2,076	2,010	1,922	-66	-88	-3.2%	-4.4%	1,085	926	777	-158	-150	-14.6%	-16.2%	52.3	46.1	40.4	-6.2	-5.7
CELAYA, GTO.	2,684	2,533	2,555	-151	22	-5.6%	0.9%	945	861	906	-84	45	-8.9%	5.2%	35.2	34.0	35.5	-1.2	1.5
CHIHUAHUA, CHIH.	4,911	4,873	4,909	-38	36	-0.8%	0.7%	2,964	2,930	2,851	-34	-79	-1.1%	-2.7%	60.4	60.1	58.1	-0.2	-2.1
COATZACOALCOS, VER.	1,943	1,953	1,803	9	-150	0.5%	-7.7%	952	993	791	41	-203	4.4%	-20.4%	49.0	50.9	43.9	1.9	-7.0
COLIMA, COL.	1,165	1,162	1,112	-3	-50	-0.2%	-4.3%	504	488	554	-16	66	-3.2%	13.5%	43.3	42.0	49.8	-1.3	7.8
COMITAN DE DOMINGUEZ, CHIS.	1,381	1,382	1,397	0	15	0.0%	1.1%	309	306	362	-3	56	-1.0%	18.4%	22.4	22.1	25.9	-0.2	3.8
CULIACAN, SIN.	2,499	2,836	2,835	336	-1	13.5%	0.0%	1,107	1,219	1,043	111	-176	10.0%	-14.4%	44.3	43.0	36.8	-1.3	-6.2
DURANGO, DGO.	1,933	1,938	1,854	5	-84	0.3%	-4.3%	997	1,010	939	12	-71	1.2%	-7.0%	51.6	52.1	50.6	0.5	-1.5
EL FUERTE, SIN. /1	n.d.	429	471	n.c.	43	n.c.	9.9%	n.d.	107	129	n.c.	22	0.0%	20.8%	n.d.	24.9	27.3	n.c.	2.5
GUANAJUATO, GTO.	3,351	3,548	3,554	197	6	5.9%	0.2%	1,005	1,130	1,202	125	72	12.4%	6.4%	30.0	31.8	33.8	1.9	2.0
HERMOSILLO,SON.	3,094	3,094	3,423	0	329	0.0%	10.6%	1,658	1,856	1,808	198	-47	11.9%	-2.6%	53.6	60.0	52.8	6.4	-7.1
IRAPUATO, GTO.	2,616	2,778	2,824	162	46	6.2%	1.7%	939	948	968	10	20	1.0%	2.1%	35.9	34.1	34.3	-1.7	0.2
LEON, GTO.	6,646	6,920	6,987	273	68	4.1%	1.0%	3,033	2,926	2,618	-107	-308	-3.5%	-10.5%	45.6	42.3	37.5	-3.4	-4.8
LOS MOCHIS, SIN.	1,130	1,343	1,475	213	131	18.9%	9.8%	679	686	685	7	-1	1.0%	-0.2%	60.1	51.1	46.4	-9.0	-4.6
MERIDA, YUC.	8,275	8,422	8,866	147	444	1.8%	5.3%	4,620	4,828	4,680	208	-148	4.5%	-3.1%	55.8	57.3	52.8	1.5	-4.5
MORELIA, MICH.	4,492	4,584	4,820	91	237	2.0%	5.2%	2,253	2,473	2,754	220	281	9.8%	11.3%	50.2	54.0	57.1	3.8	3.2

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RESULTADOS PRELIMINARES AL MES DE ENERO
Del 01-enero-2026 al 30-septiembre-2026

DATATUR
Análisis Integral del Turismo

2026 año de Margarita Maza

Centro	Cuartos disponibles promedio diario							Cuartos ocupados							Ocupación				
				Diferencia		Variación (%)					Diferencia		Variación (%)					Ptos (%)	
	2024*	2025**	2026***	2024-2025	2025-2026	2024-2025	2025-2026	2024*	2025**	2026***	2024-2025	2025-2026	2024-2025	2025-2026	2024*	2025**	2026***	2024 - 2025	2025 - 2026
Total	449,455	453,209	467,745	3,754	14,535	0.84%	3.21%	266,409	262,731	262,421	-3,678	-310	-1.4%	-0.1%	59.3	58.0	56.1	-1.3	-1.9
OAXACA, OAX.	6,050	6,013	6,196	-37	184	-0.61%	3.05%	3,275	3,194	3,128	-81	-66	-2.5%	-2.1%	54.1	53.1	50.5	-1.0	-2.6
PACHUCA, HGO.	1,681	1,684	1,685	3	1	0.19%	0.09%	974	1,097	1,047	123	-50	12.7%	-4.6%	57.9	65.2	62.1	7.2	-3.0
PALENQUE, CHIS.	2,074	2,073	2,178	-1	105	-0.03%	5.04%	761	775	890	14	114	1.9%	14.7%	36.7	37.4	40.9	0.7	3.5
PUEBLA, PUE.	10,338	10,600	10,756	262	157	2.53%	1.48%	5,988	6,278	6,375	289	97	4.8%	1.5%	57.9	59.2	59.3	1.3	0.0
QUERETARO, QRO.	7,421	7,427	7,591	6	164	0.08%	2.21%	4,405	4,257	4,111	-148	-146	-3.4%	-3.4%	59.4	57.3	54.2	-2.0	-3.2
SALAMANCA, GTO. /2	1,031	1,031	n.d.	0	n.c.	0.01%	n.c.	371	313	n.d.	-57	n.c.	-15.4%	n.c.	36.0	30.4	n.d.	-5.6	n.c.
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,288	3,280	3,367	-8	88	-0.25%	2.68%	835	784	880	-51	96	-6.1%	12.3%	25.4	23.9	26.1	-1.5	2.2
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	0	0	-0.01%	0.01%	1,313	1,414	1,435	101	21	7.7%	1.5%	35.7	38.5	39.1	2.7	0.6
SAN JUAN DEL RÍO, QRO.	829	817	1,028	-12	210	-1.41%	25.75%	432	386	362	-46	-25	-10.6%	-6.3%	52.1	47.3	35.2	-4.8	-12.1
SAN LUIS POTOSI, S.L.P.	6,132	6,131	6,155	-1	23	-0.01%	0.38%	3,292	3,272	3,130	-20	-142	-0.6%	-4.3%	53.7	53.4	50.9	-0.3	-2.5
SAN MIGUEL DE ALLENDE, GTO.	3,058	3,182	3,112	124	-70	4.06%	-2.20%	1,164	1,256	1,158	93	-99	8.0%	-7.8%	38.1	39.5	37.2	1.4	-2.3
TAXCO, GRO. /5	897	878	1,369	-18	491	-2.06%	55.88%	200	244	345	44	101	21.8%	41.4%	22.4	27.8	25.2	5.4	-2.6
TEQUISQUIAPAN, QRO. /4	573	573	988	1	415	0.12%	72.36%	211	165	213	-46	47	-21.7%	28.5%	36.9	28.8	21.5	-8.0	-7.3
TLAXCALA, TLAX.	683	682	621	-1	-62	-0.11%	-9.04%	200	260	228	60	-32	30.1%	-12.3%	29.3	38.1	36.8	8.8	-1.4
TOLUCA, MÉX.	3,894	3,712	3,774	-182	63	-4.67%	1.69%	1,865	1,996	1,705	131	-291	7.0%	-14.6%	47.9	53.8	45.2	5.9	-8.6
TUXTLA GUTIÉRREZ, CHIS.	4,181	4,257	4,486	77	228	1.84%	5.36%	1,820	1,833	2,065	13	232	0.7%	12.7%	43.5	43.1	46.0	-0.5	3.0
VALLE DE BRAVO, MÉX. /2	1,264	1,291	n.d.	27	n.c.	2.15%	n.c.	238	272	n.d.	35	n.c.	14.7%	n.c.	18.8	21.1	n.d.	2.3	n.c.
VILLAHERMOSA, TAB.	5,217	5,198	5,033	-19	-164	-0.37%	-3.16%	3,095	2,276	2,418	-819	142	-26.5%	6.2%	59.3	43.8	48.0	-15.5	4.2
XALAPA, VER.	3,152	3,196	3,463	44	267	1.38%	8.35%	1,523	1,495	1,448	-28	-47	-1.8%	-3.2%	48.3	46.8	41.8	-1.5	-5.0
ZACATECAS, ZAC.	3,004	3,157	3,251	153	95	5.08%	3.00%	975	1,049	1,139	73	90	7.5%	8.6%	32.5	33.2	35.0	0.8	1.8
Fronterizas	15,572	15,888	16,084	315	196	2.02%	1.23%	9,832	9,948	9,788	116	-160	1.2%	-1.6%	63.1	62.6	60.9	-0.5	-1.8
CIUDAD JUÁREZ, CHIH.	4,542	4,541	4,650	0	109	-0.01%	2.40%	2,935	3,007	2,903	72	-104	2.4%	-3.4%	64.6	66.2	62.4	1.6	-3.8
MEXICALI, BC.	2,834	2,956	2,917	122	-39	4.31%	-1.32%	1,638	1,583	1,515	-55	-68	-3.4%	-4.3%	57.8	53.5	51.9	-4.3	-1.6
PIEDRAS NEGRAS, COAH.	1,245	1,258	1,311	13	53	1.01%	4.20%	715	636	584	-79	-52	-11.1%	-8.3%	57.4	50.6	44.5	-6.9	-6.0
TECATE, B.C.	601	678	678	77	0	12.81%	0.00%	418	413	367	-4	-47	-1.0%	-11.3%	69.5	61.0	54.1	-8.5	-6.9
TIJUANA, B.C.	6,350	6,454	6,528	104	73	1.64%	1.14%	4,126	4,308	4,419	183	111	4.4%	2.6%	65.0	66.8	67.7	1.8	0.9

*Del 01-enero-2024 al 30-septiembre-2024
**Del 01-enero-2025 al 30-septiembre-2025
***Del 01-enero-2026 al 30-septiembre-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.