



Gobierno de
México

Turismo
Secretaría de Turismo

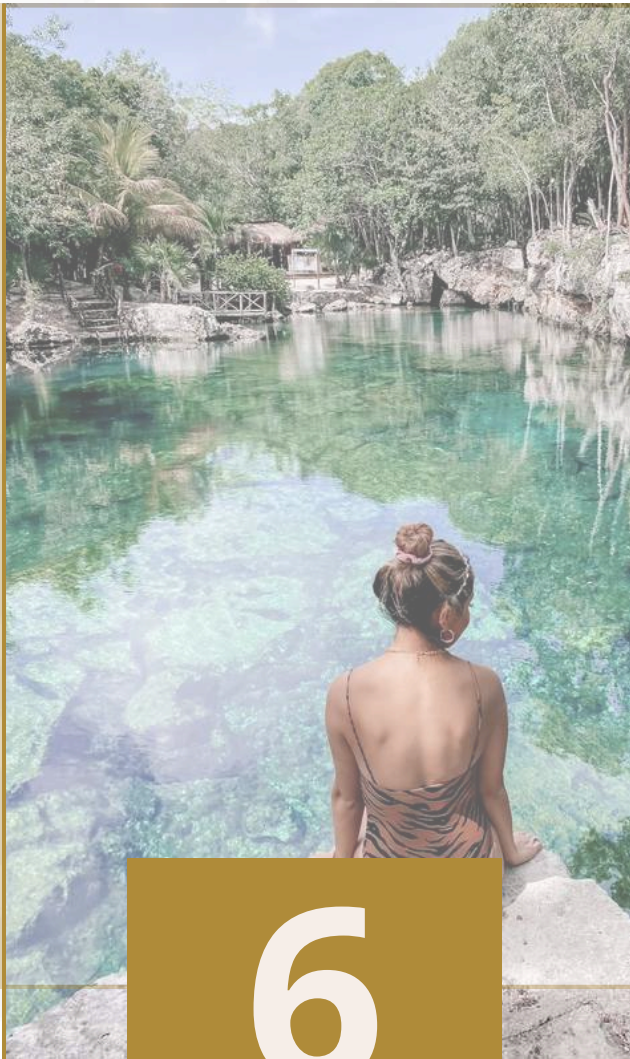


TOURISM

key indicators

January 2026

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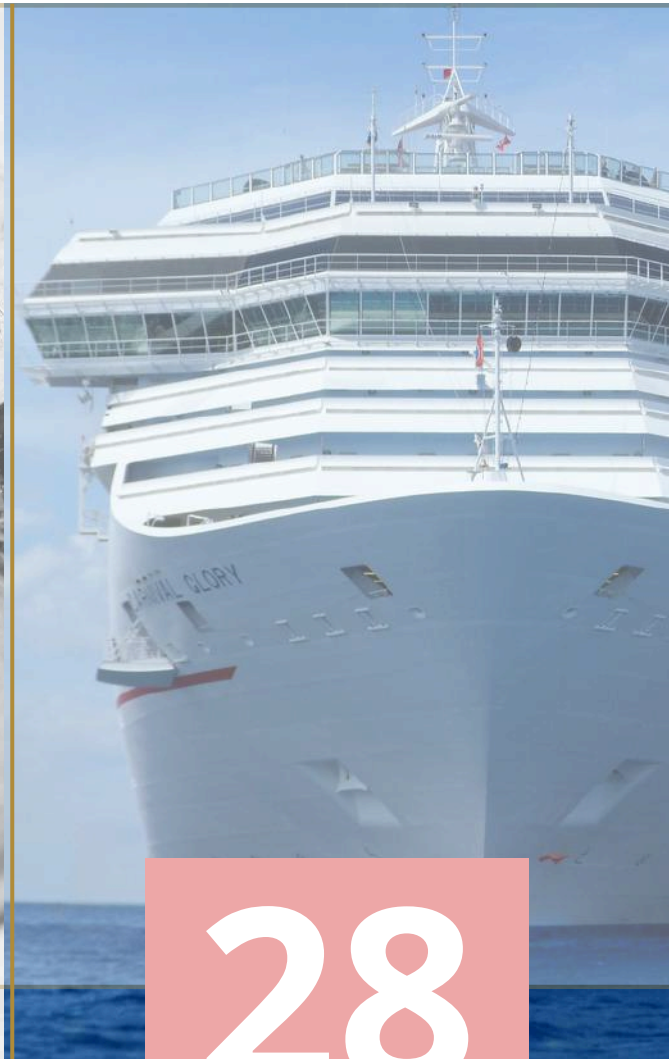
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Gobierno de
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Turismo
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DATATUR³⁶⁰
Análisis Integral del Turismo



GLOSSARY

TOURISM

It is a social, cultural, and economic phenomenon related to the movement of people to places outside their usual place of residence, typically for leisure purposes. Tourism can be either outbound or inbound.



TOURIST

People who stay overnight, that is, spend the night at the destination visited.

TOURISM BALANCE

Is an indicator that shows the balance between international tourism receipts and expenditures of a country over a given period; it is calculated as the difference between the spending by international visitors within the country (inbound tourism receipts) and the spending by residents traveling abroad (outbound tourism expenditures), and it is part of the services account within the balance of payments, allowing the assessment of tourism's net contribution to the national economy.

SAME-DAY TRAVELERS

Person who does not stay overnight at the visited destination. Also called a day visitor.



TOURISM ACTIVITY

This includes the actions people perform to enable tourism-recreational events. It encompasses all businesses that invest valuable resources to produce goods and services for the benefit of host communities.



TRAVELER

A person who travels between two different geographical locations for any reason and duration. See type of traveler.

Source: DATATUR Glossary and RIET 2008, concepts used in the country's tourism sector, based on the definitions used by the World Tourism Organization (UNWTO).

<http://www.datatur.sectur.gob.mx/SitePages/IndCtaViaInternacionales.aspx> <https://www.unwto.org/es/tourism-statistics/on-basic-tourism-statistics-irts-2008>

Arrival of international tourists



4.3

Million tourists

+8.6%

Foreign exchange earnings
from international visitors

3.5

Billion dollars

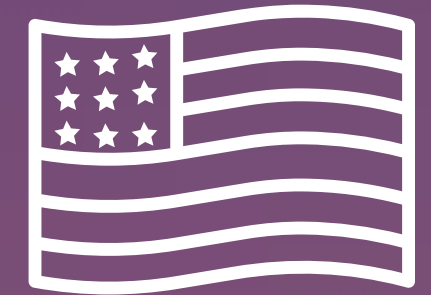
+3.9%



Arrival by air of tourists residing in the United States

1.1

Million tourists



Arrival by air of national and international
passengers



11.0

Million passengers

+2.3%

Cruise passengers arriving in Mexico



1.3

Million passengers

+10.3%

Arrival of national and international tourists
at hotel rooms

7.5

Million tourists

+5.1%



Note: The percentages represent the increase or decrease compared to the same period in 2025.



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**International
Tourism**

Air
transport

Accommodation

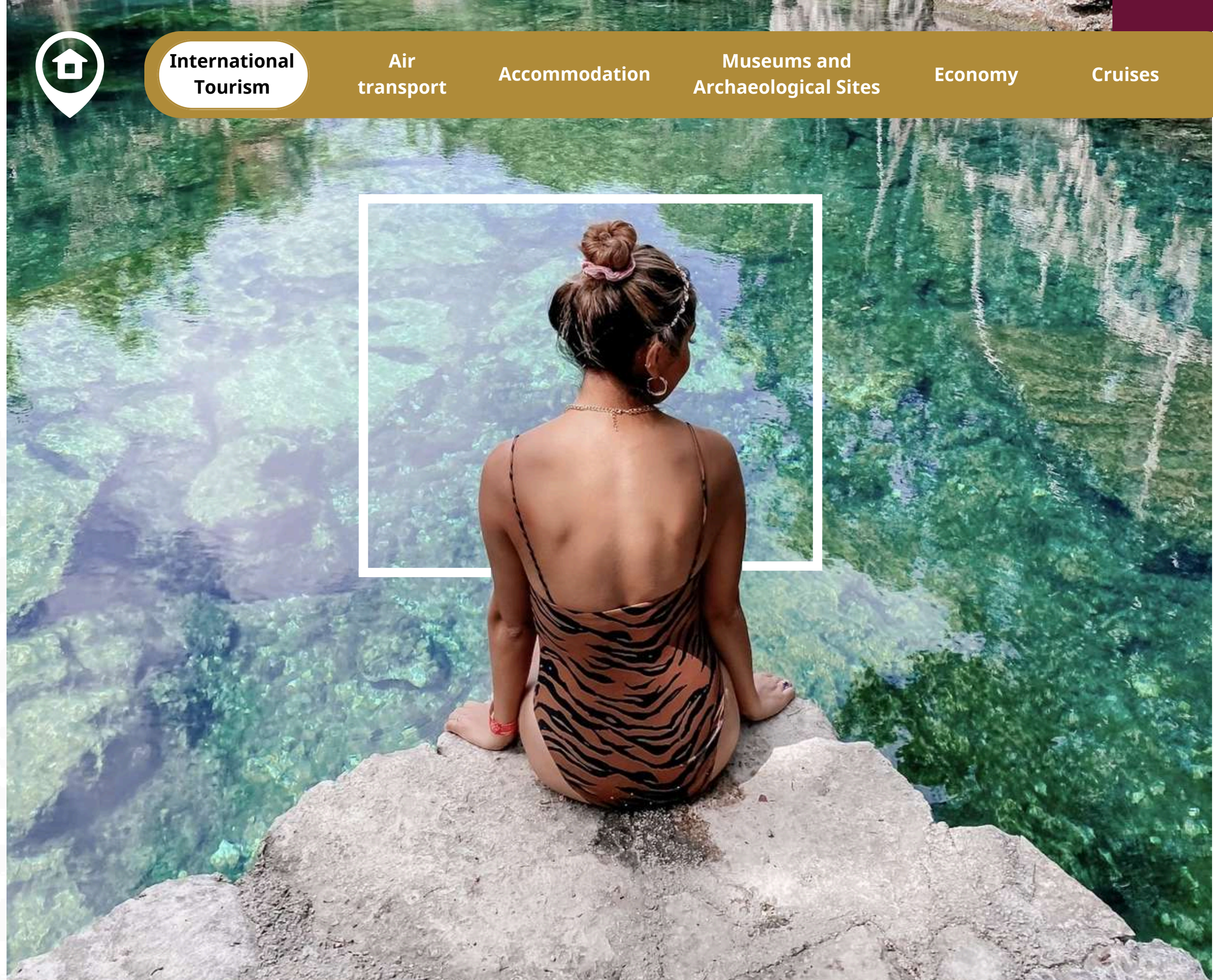
Museums and
Archaeological Sites

Economy

Cruises

1

International Tourism

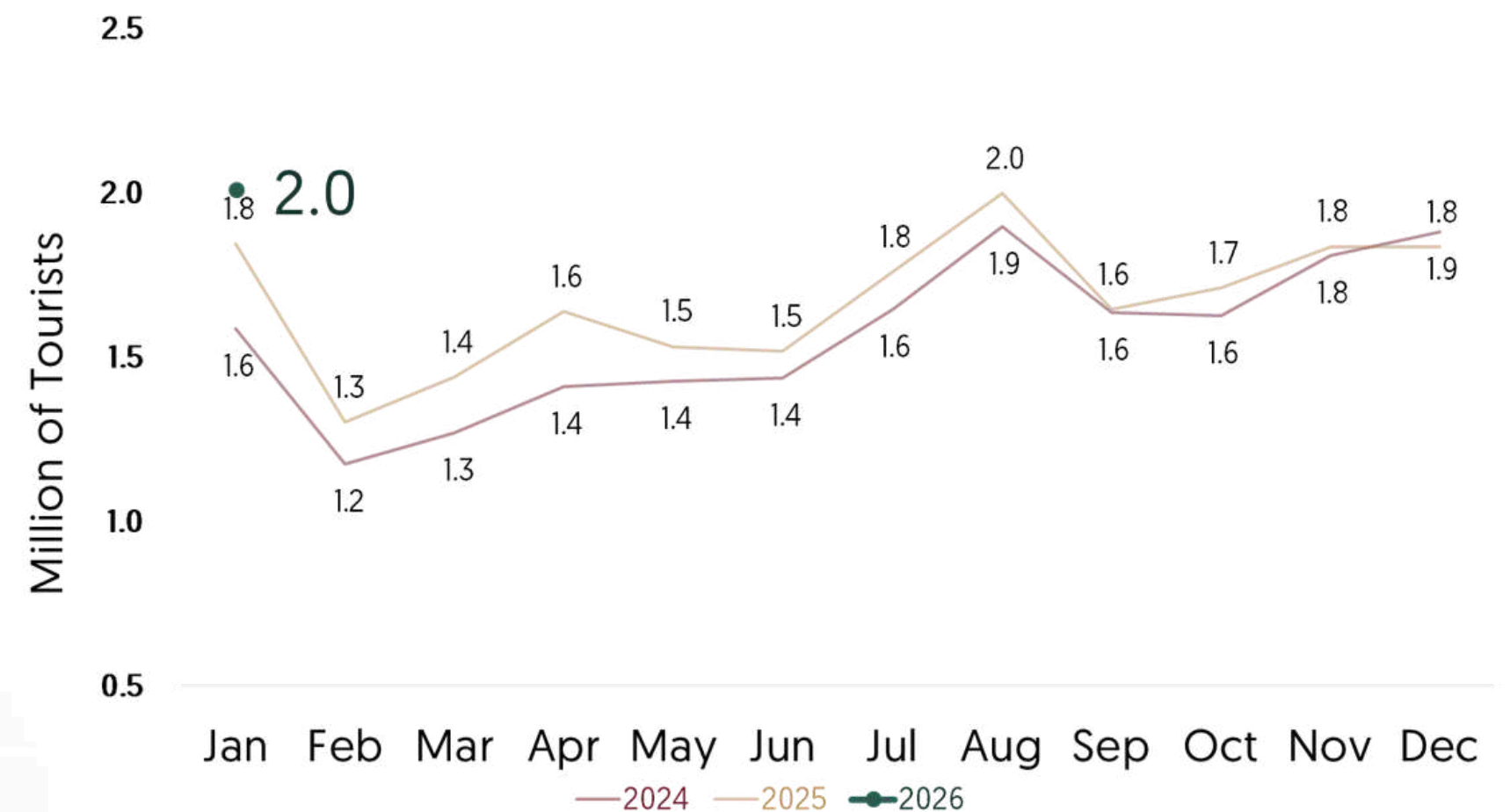
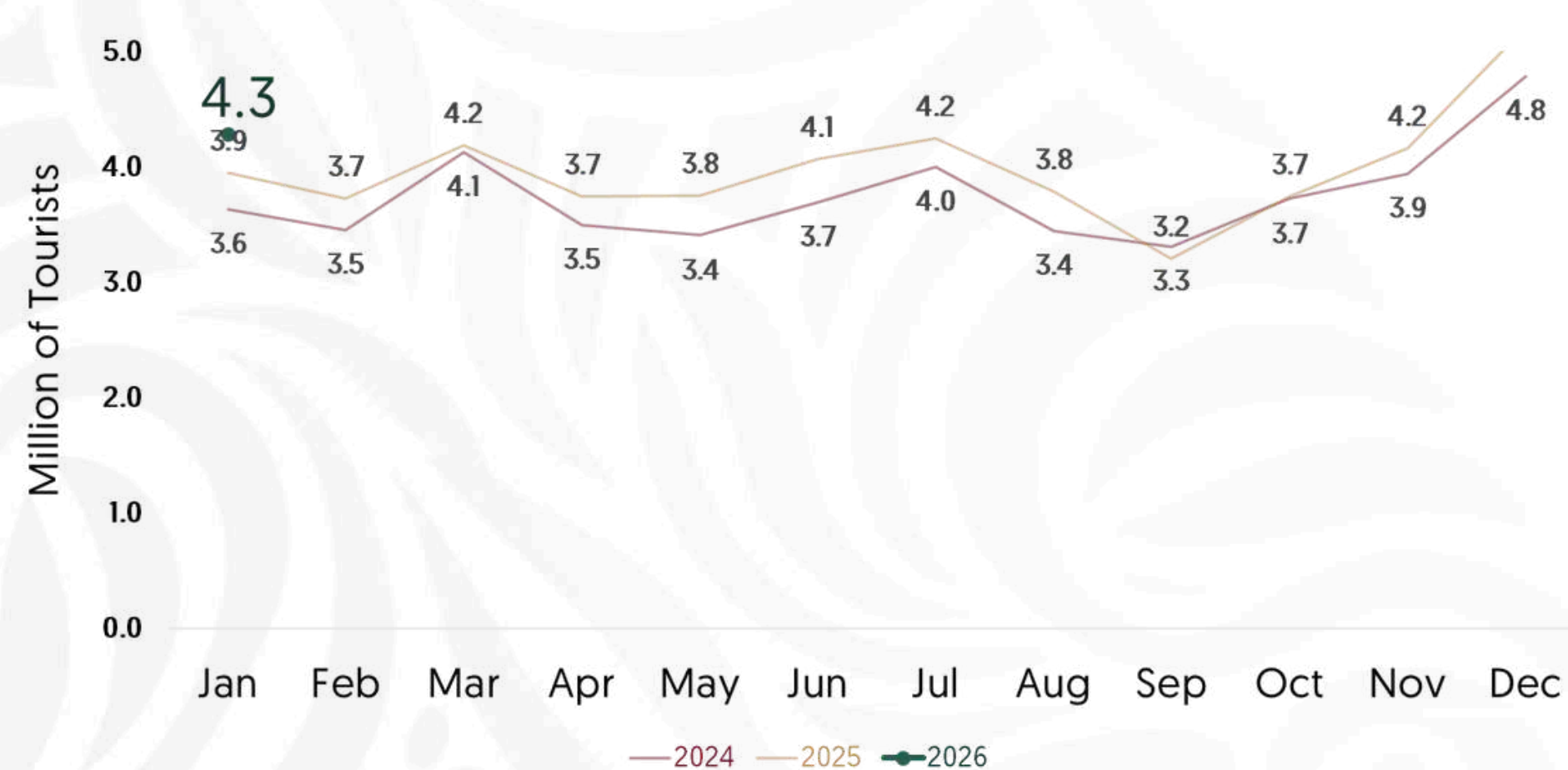


INTERNATIONAL TOURISTS TO MEXICO

January 2026: International tourist arrivals to Mexico totaled 4.288 million, representing a 8.6% year-on-year increase, reflecting continued growth in inbound tourism flows.

OUTBOUND TOURISM FROM MEXICO

January 2026: 2.1 million international tourists departed Mexico, representing an increase of 9.0% compared to the same period in 2025.



Note: In the graphs, the sum of monthly data does not coincide with the accumulated data for the period due to rounding of figures.
Source: INEGI

<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

INTERNATIONAL TRAVELER SPENDING

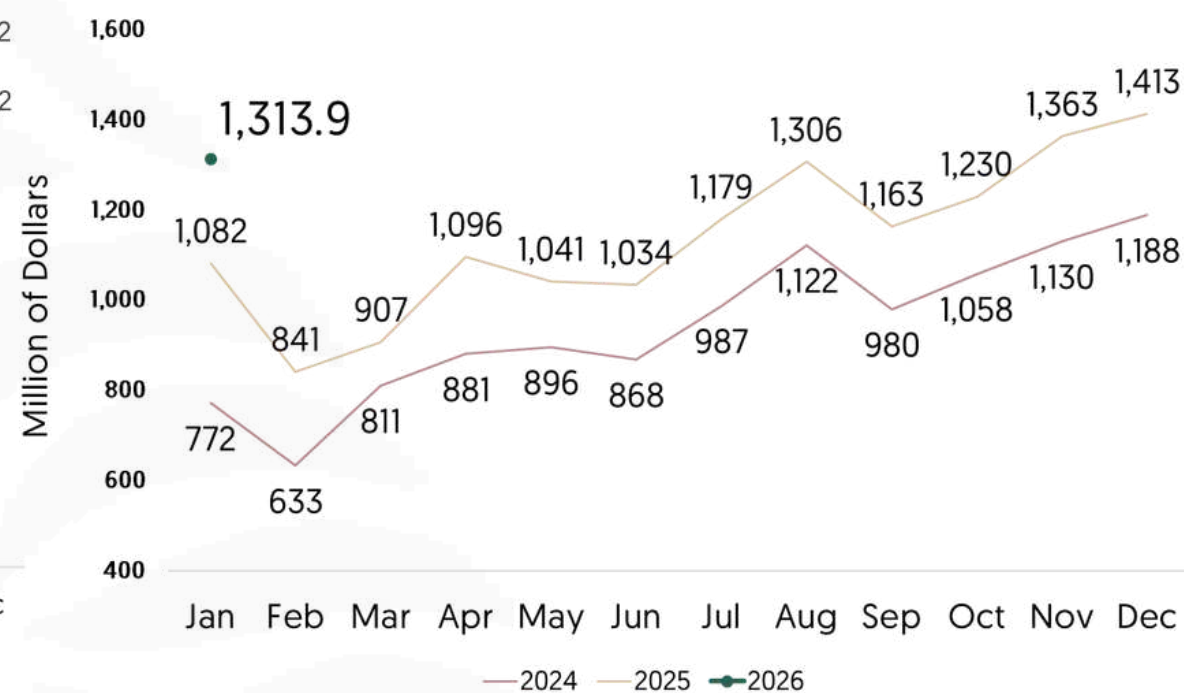
TO MEXICO

January 2026: Expenditure by international travelers totaled **3.477 billion dollars**, an increase of **3.9%** vs same period 2025.



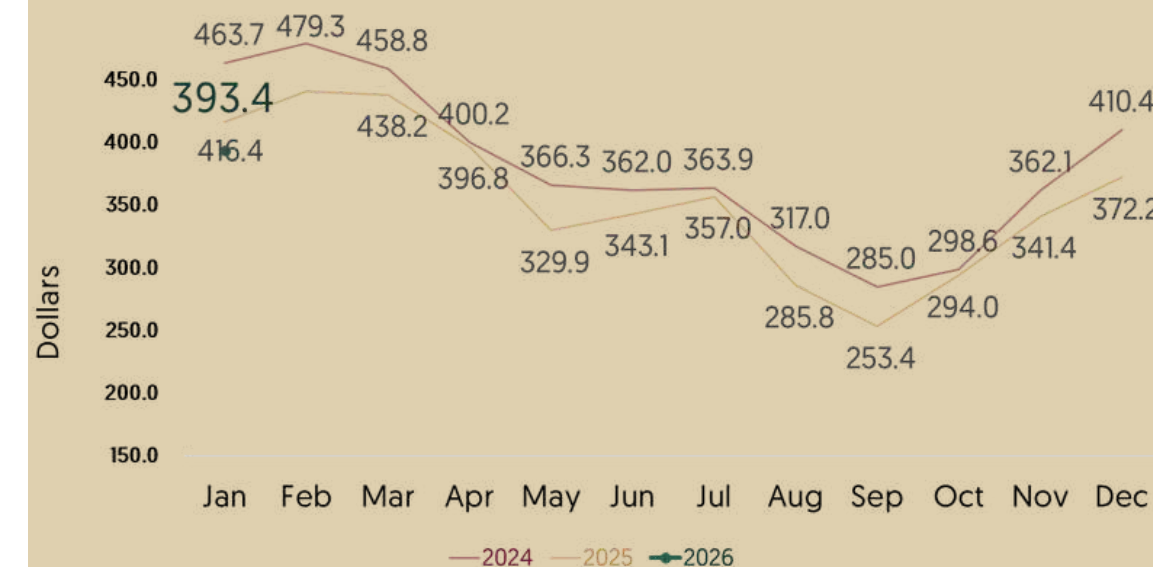
ABROAD

January 2026: Expenditure by Mexican travelers abroad reached **1.314 billion dollars**, an increase of **21.5%** vs same period 2025.



AVERAGE EXPENDITURE BY INTERNATIONAL TRAVELERS

January 2026: Average expenditure by international travelers was **393.4 dollars**.



Note: In the graphs, the sum of monthly data does not match the cumulative data due to rounding of figures.
Source: INEGI.
<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

Source: INEGI.
<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>

INTERNATIONAL TRAVELER ACCOUNT INDEX JANUARY 2026

The International Traveler Account Indices, which cover both the inflow and outflow of people entering and leaving the country, aim to measure accumulated monthly and annual variations in order to provide detailed monitoring of international tourism activity.

PEOPLE



The cumulative ITCI for inbound air tourists increased from 180.64 in January 2025 to 184.73 in January 2026.

+8.60%



The cumulative ITCI for international tourists increased from 171.56 in January 2025 to 178.24 in January 2026.

+1.68%



The cumulative ITCI for inbound tourists increased from 171.43 in January 2025 to 176.13 in January 2026.

+1.81%



INCOME



The cumulative ITCI for total receipts (expenditure) increased from 108.23 points in January 2025 to 117.54 points in January 2026.

+3.90%



The cumulative ITCI for Total Receipts (Expenditure) increased from 108.23 in January 2025 to 117.54 in January 2026.

+2.74%



The cumulative ITCI for Receipts (Expenditure) from inbound air tourists increased from 122.66 in January 2025 to 124.88 in January 2026.

+2.26%

Source: SECTUR and Faculty of Tourism and Gastronomy of Universidad Anáhuac, with data on average prices published by INEGI.
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>

Note: The ICVI data reflect the most recent figures available for this indicator, which are published with a one-month lag relative to the rest of the information included in this document.

Cumulative comparison is used to ensure consistency and reduce seasonal effects.



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Air transport



International
Tourism

**Air
transport**

Accommodation

Museums and
Archaeological Sites

Economy

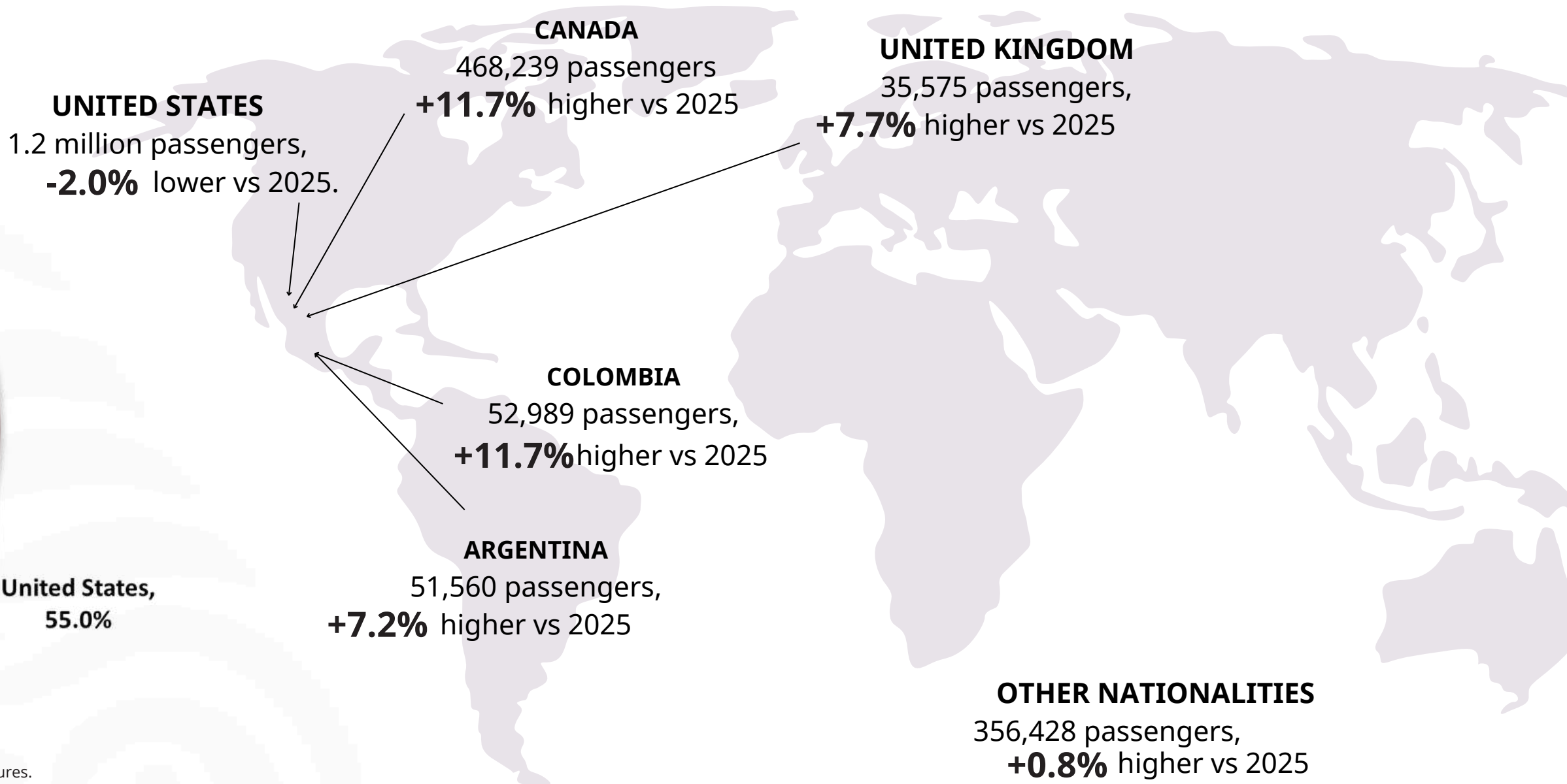
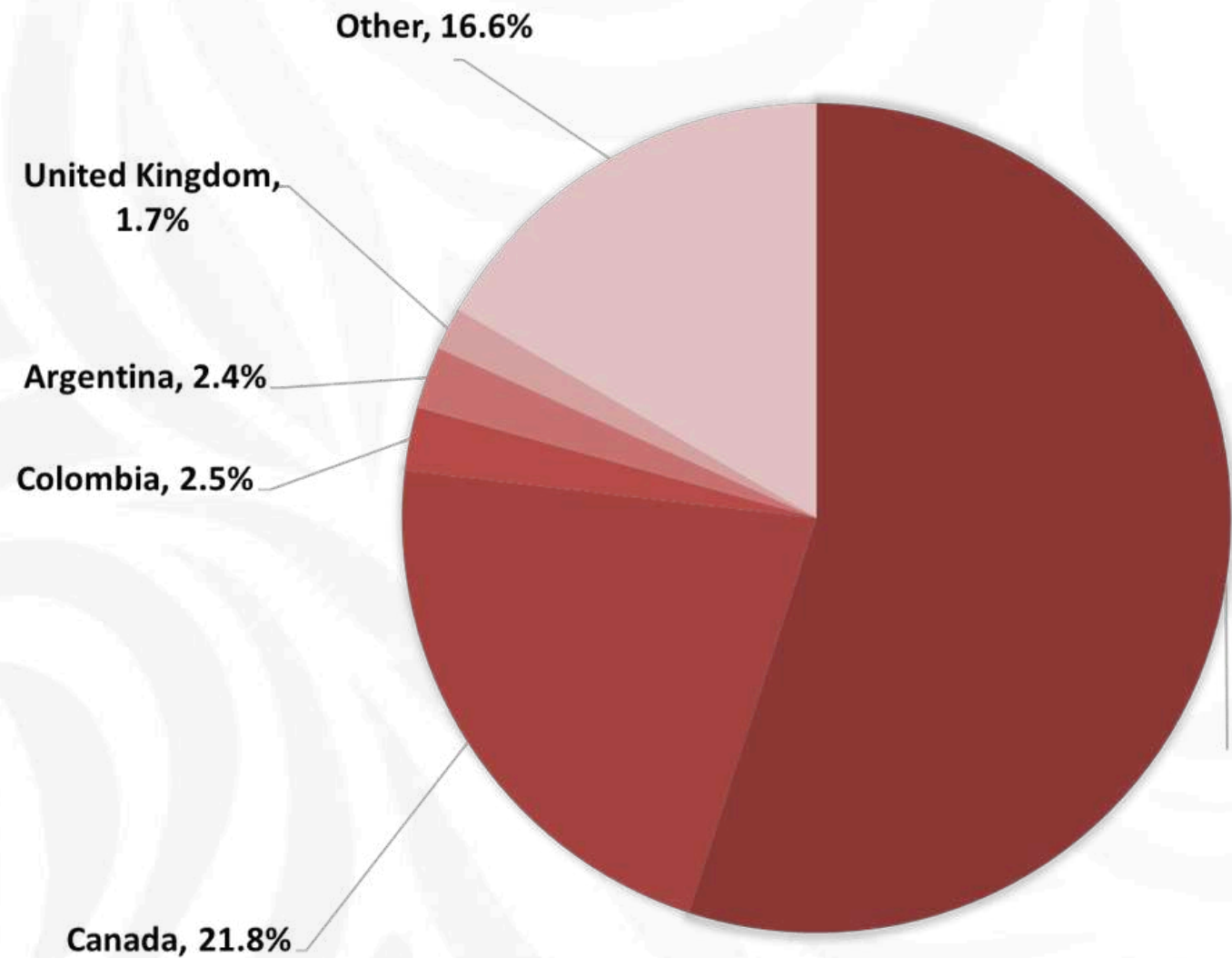
Cruises



NATIONALITIES OF PASSENGERS ARRIVING IN MEXICO

January 2026: **2.1 million** foreign passengers arrived by air, a **1.9%** decrease compared to the same period in 2025.

Market Share



Note: In the graph, the sum of monthly data does not match the cumulative data for the period due to rounding of figures.
 Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>

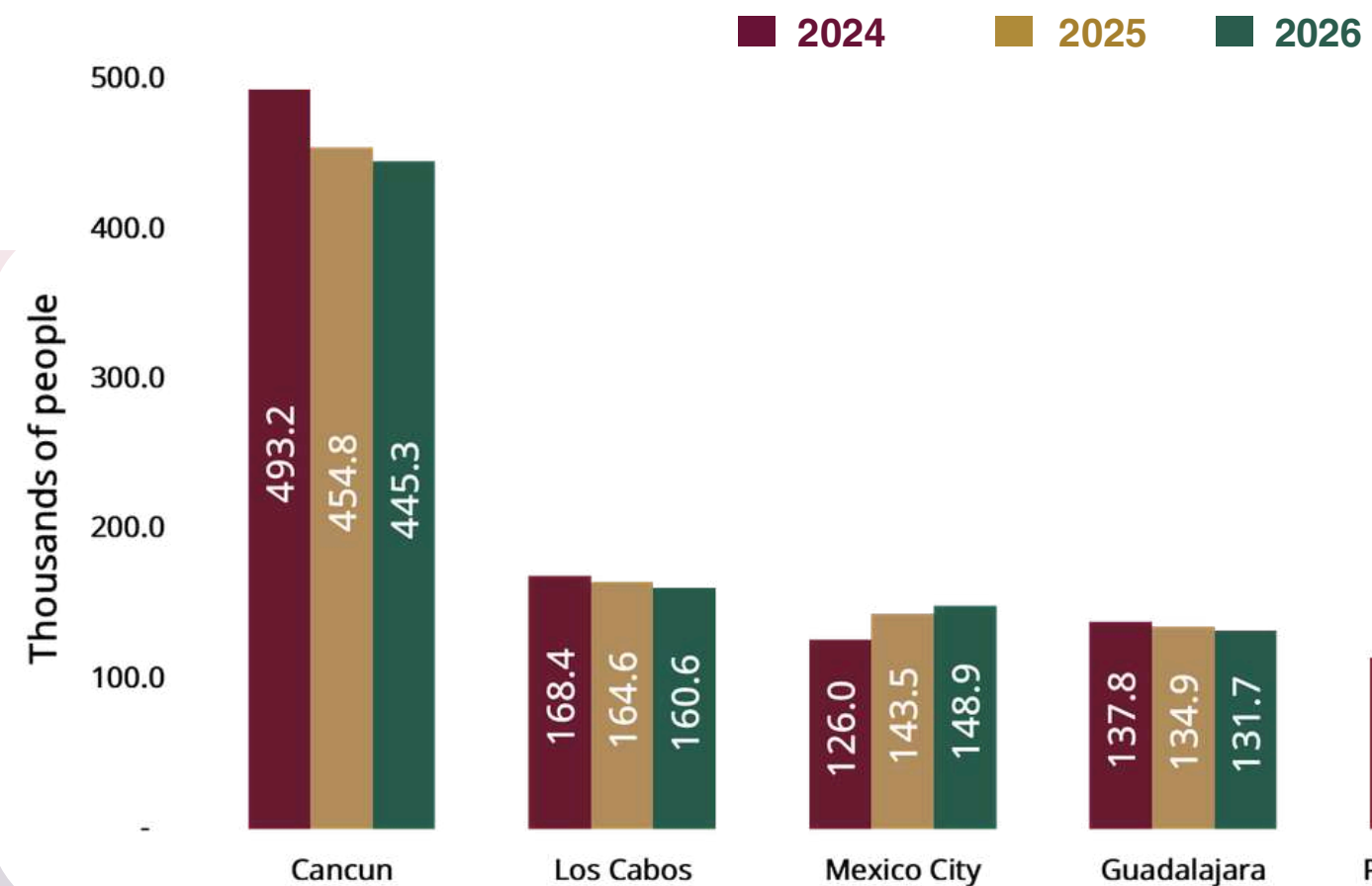


AMERICAN PASSENGERS TO MEXICO

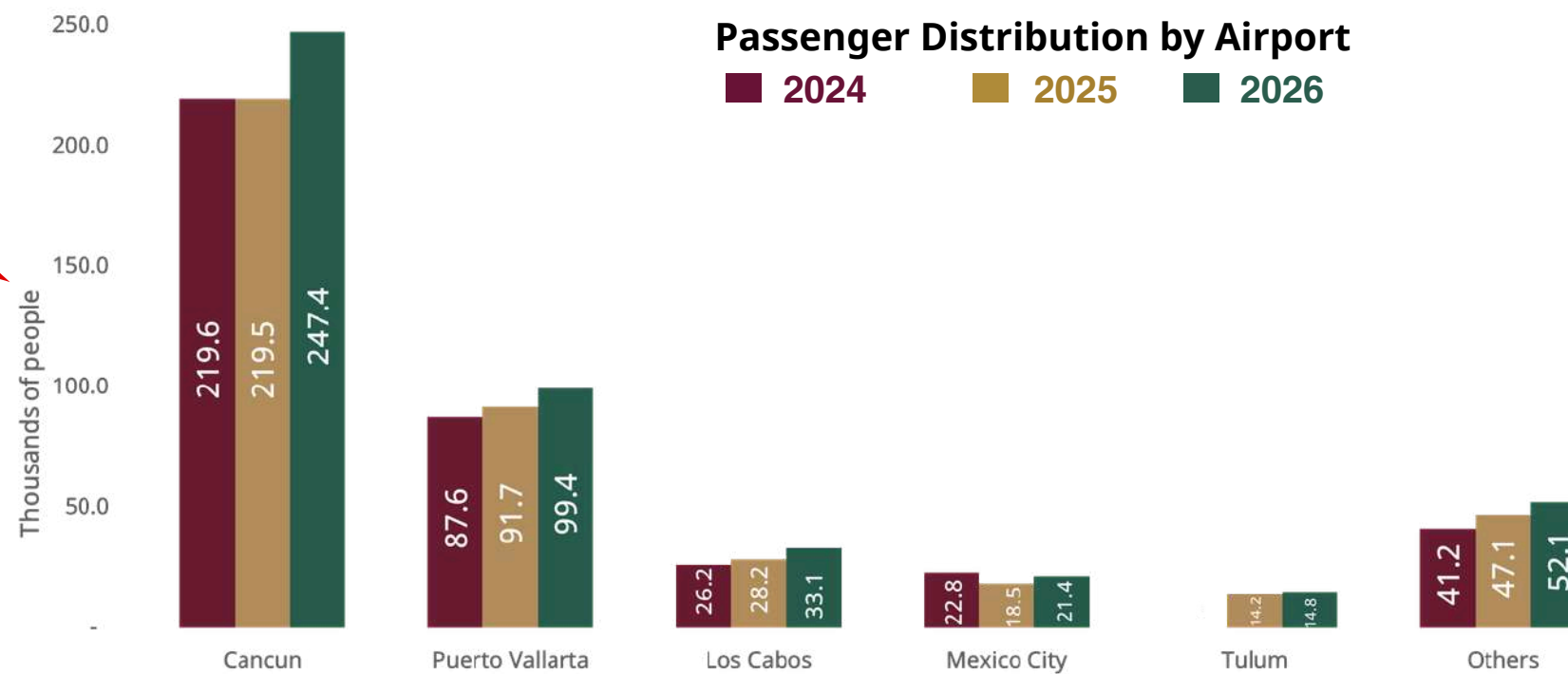
January 2026: **1.2 million** U.S. passengers arrived by air.



Passenger Distribution by Airport



Passenger Distribution by Airport



CANADIAN PASSENGERS TO MEXICO

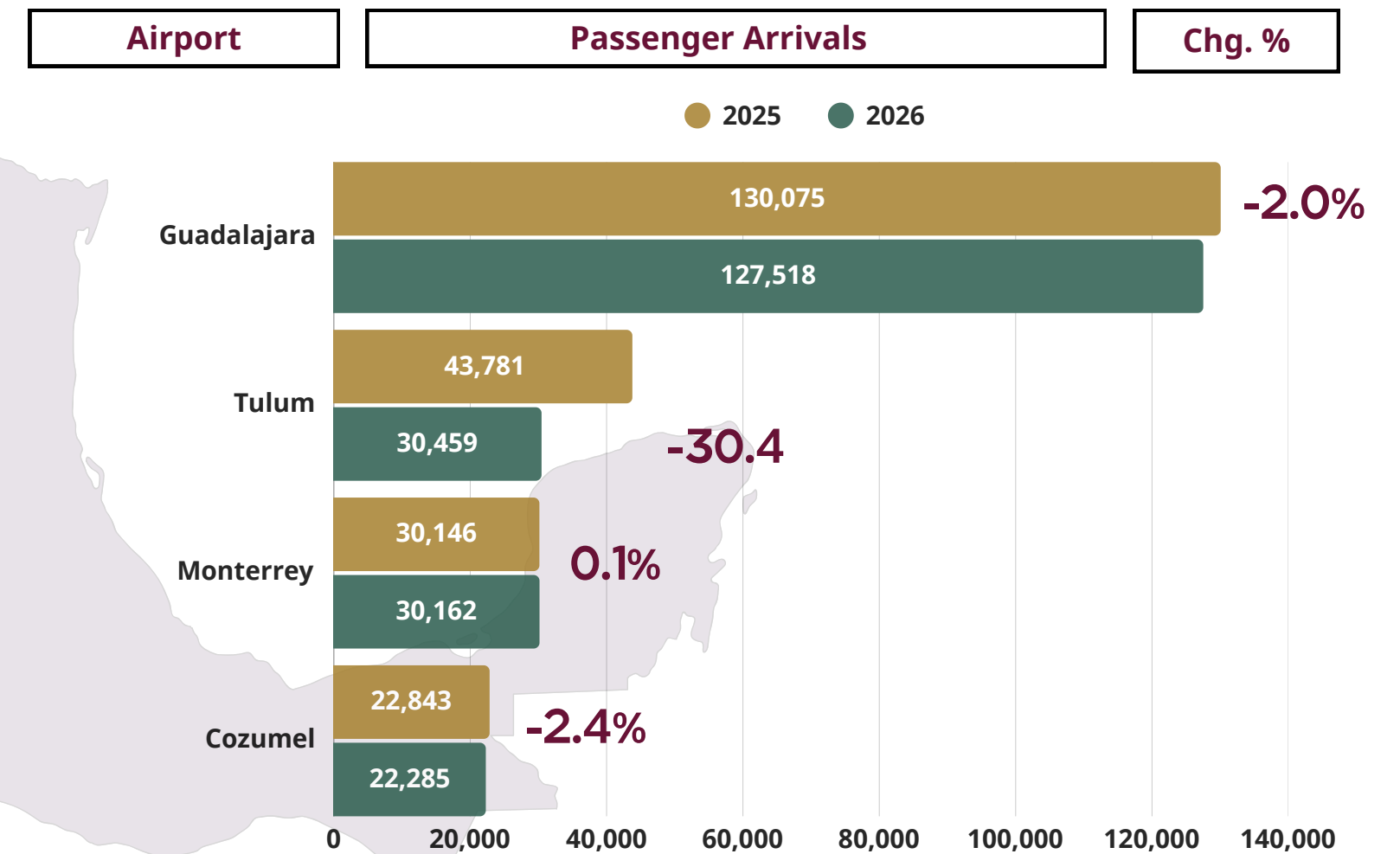
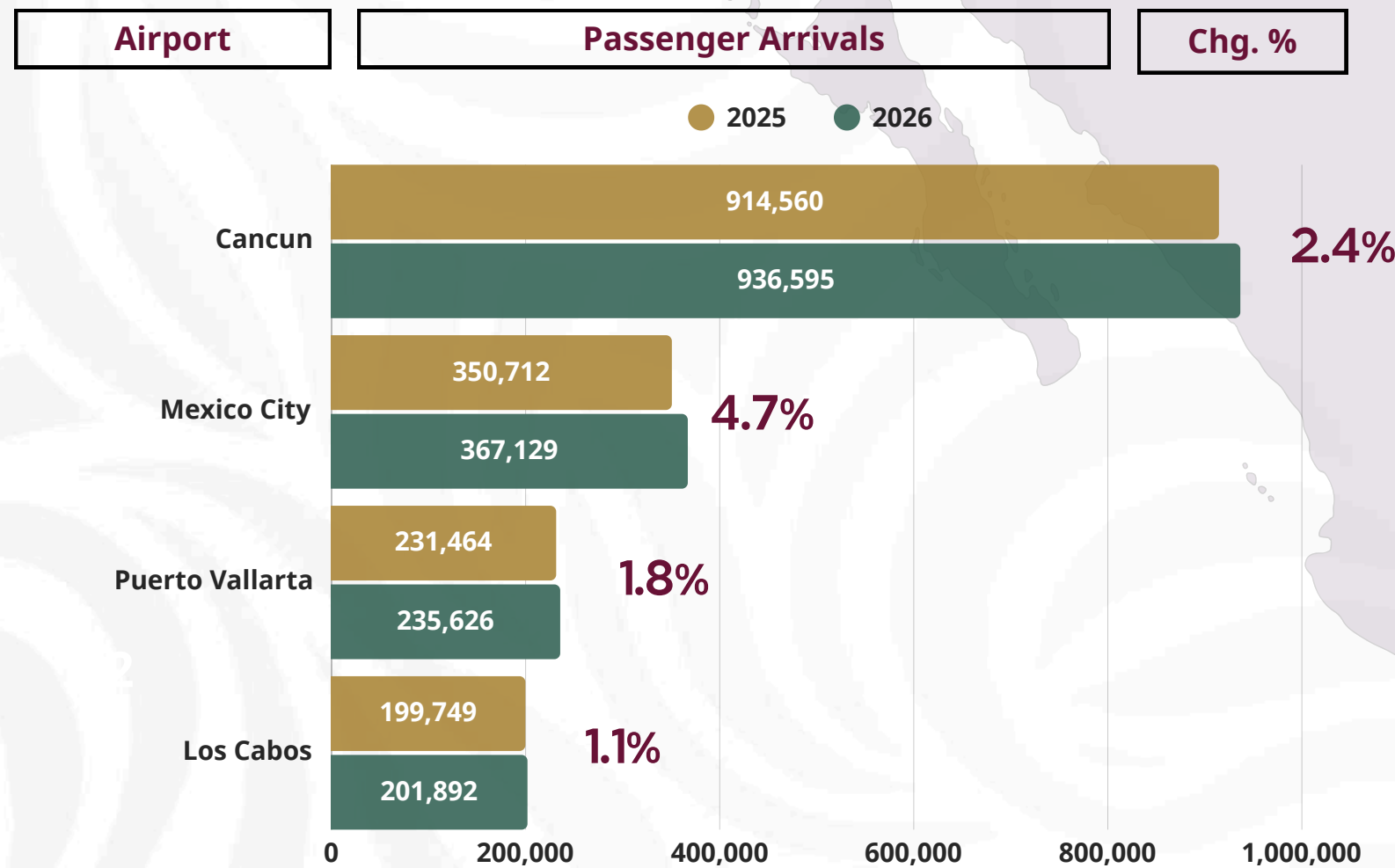
January 2026: **468,239** Canadian passengers arrived by air, representing a **11.7%** increase compared to the same period in 2025.

Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>

FOREIGN PASSENGERS TO MAIN AIRPORTS BY NATIONALITY

January 2026: the airports in Mexico with the highest number of foreign passengers were: **Cancun, Mexico City, Puerto Vallarta, Los Cabos, Guadalajara, Tulum, Monterrey and Cozumel**, together, these airports accounted for **91.1%** of total foreign passenger arrivals by nationality.



N. c. Not comparable

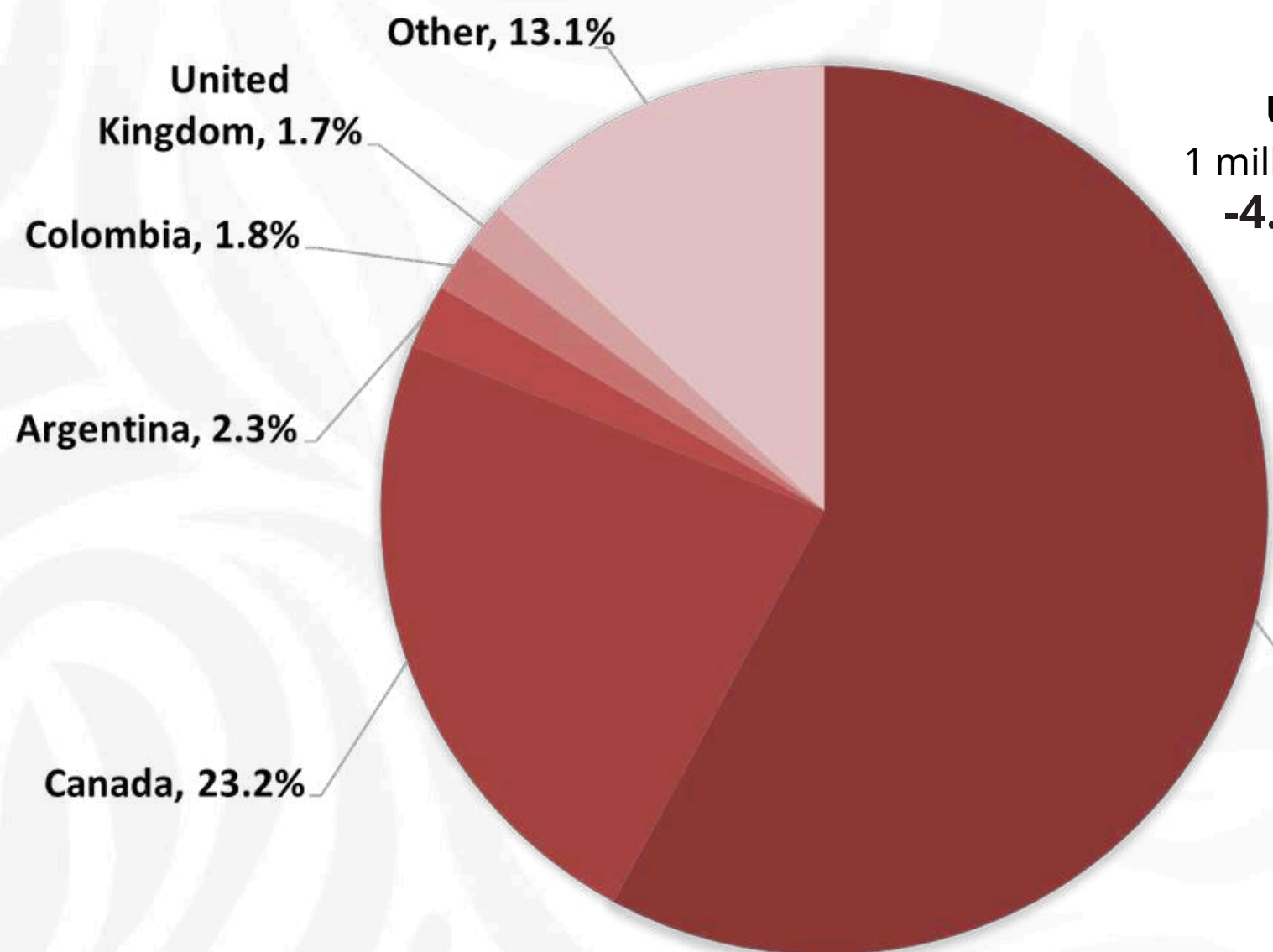
Note: Figures refer to events because the same person may have entered the country on more than one occasion.
Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>

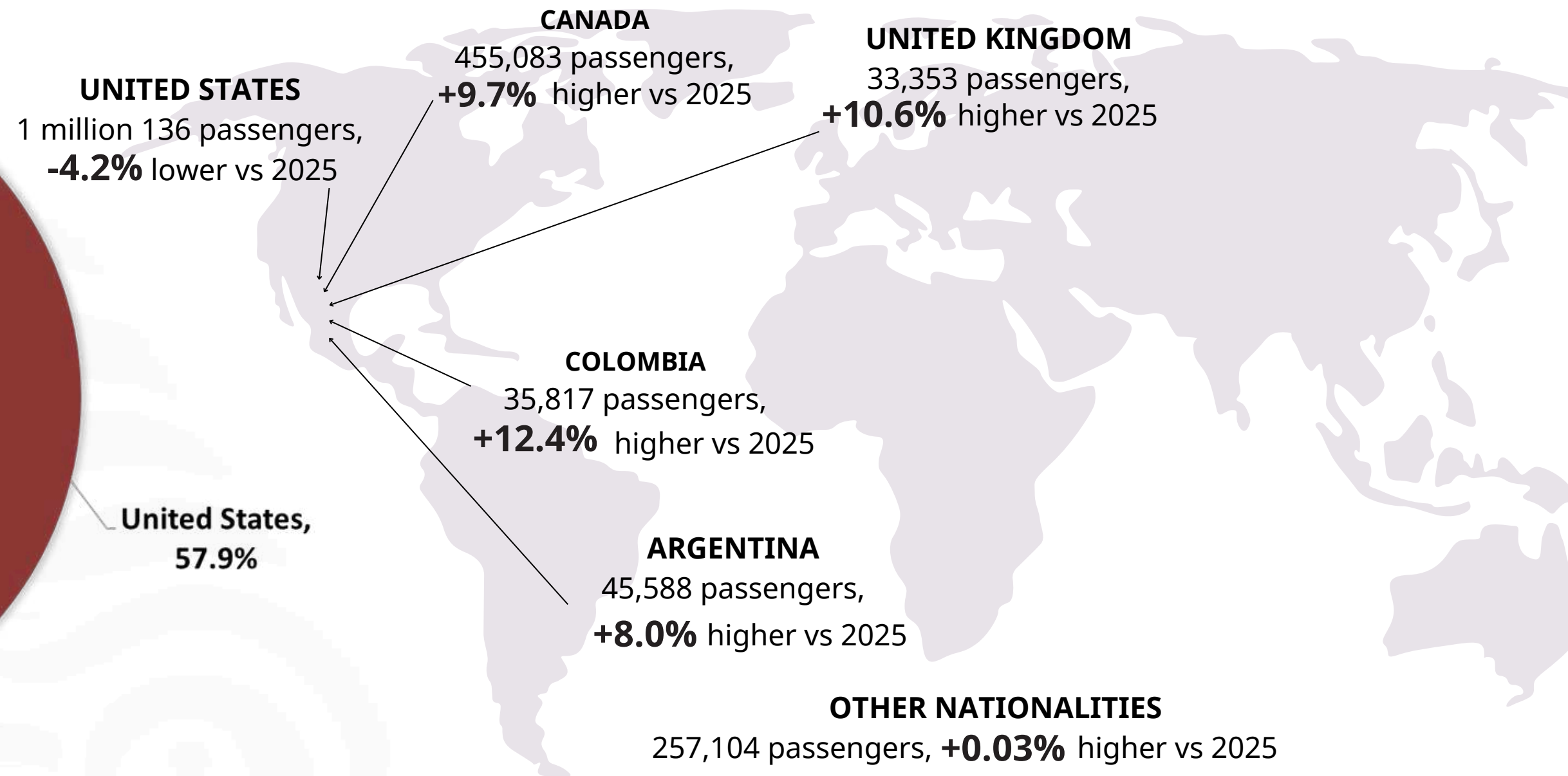


PASSENGERS BY COUNTRY OF RESIDENCE TO MEXICO

Market Share



January 2026: **1.963 million** international tourists arrived by air based on their country of residence, an increase of **0.03%** compared to the same period in 2025.



Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

<https://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Residencia.aspx>

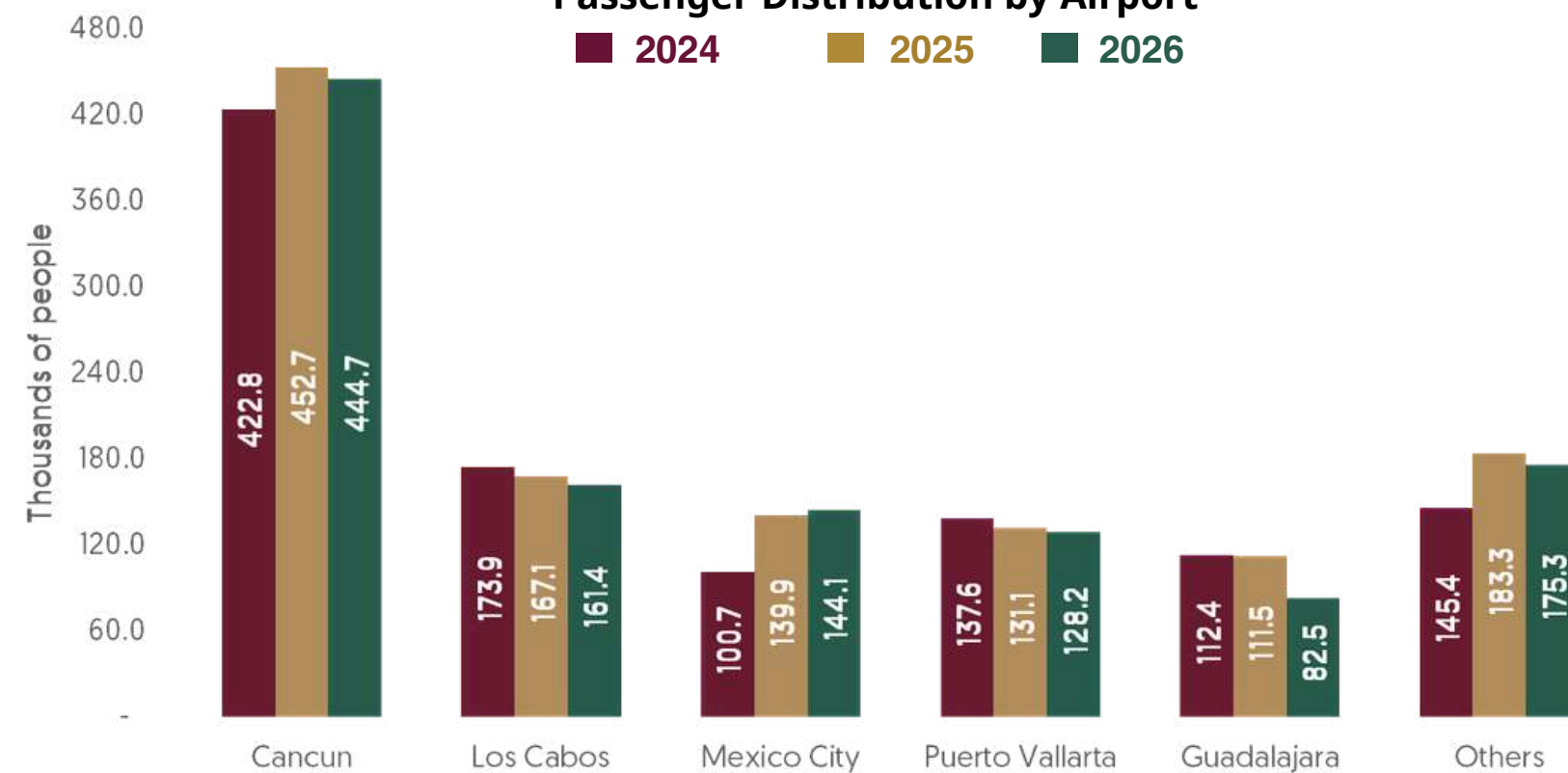


US RESIDENTS TRAVELING TO MEXICO

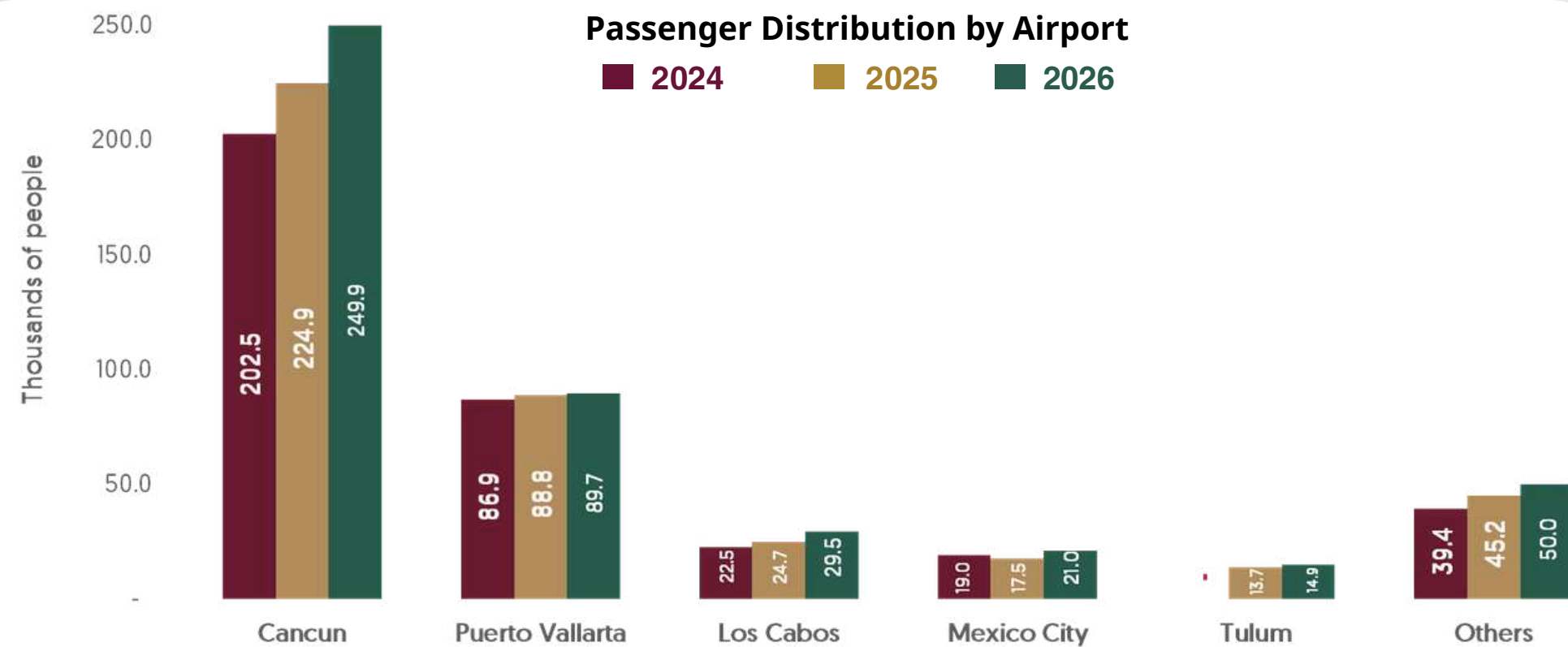
January 2026: air arrivals of U.S. resident tourists reached **1.1 million**.



Passenger Distribution by Airport



Passenger Distribution by Airport



CANADIAN RESIDENTS TRAVELING TO MEXICO

January 2026: **455,083** air passengers were Canadian residents, an **0.5%** increase compared to 2025.



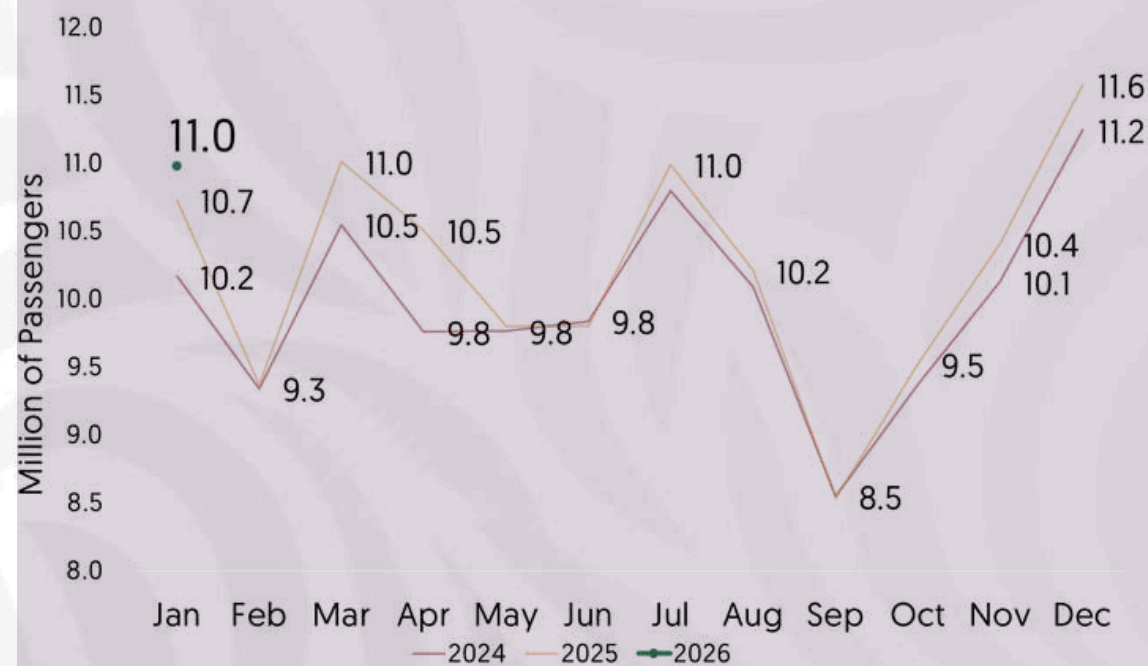
Fuente: Unidad de Política Migratoria, Registro e Identidad de Personas de la Secretaría de Gobernación.

<https://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Residencia.aspx>



PASSENGERS ON DOMESTIC AND INTERNATIONAL FLIGHTS

January 2026: **11.0 million** air passengers were recorded, an increase of **2.3%** compared to the same period in 2025.



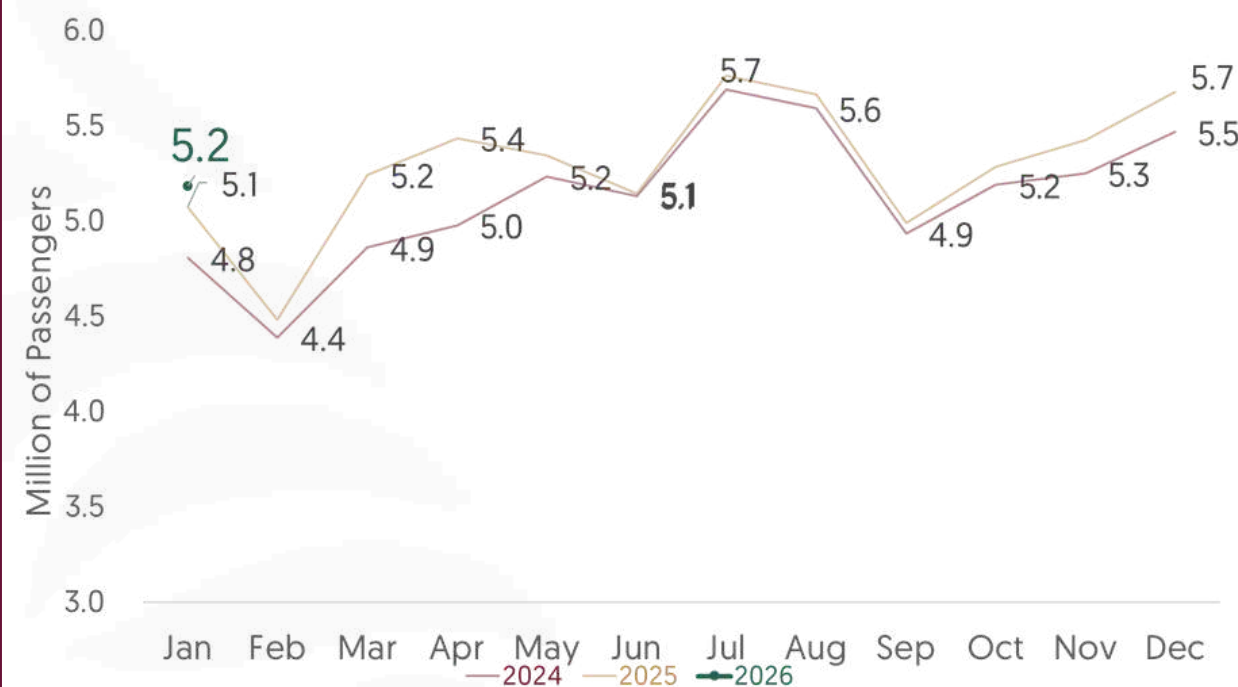
Preliminary figures for 2024.
Source: Federal Civil Aviation Agency (AFAC).

<http://www.datatur.sectur.gob.mx/SitePages/FlujoPorAerolinea.aspx>

PASSENGERS ON FLIGHTS

NATIONAL

January 2026: **5.2 million** passengers were recorded on domestic flights, an increase of **2.2%** compared to the same period in 2025.



Preliminary figures for 2024.
Source: Federal Civil Aviation Agency (AFAC).

<http://www.datatur.sectur.gob.mx/SitePages/FlujoPorAerolinea.aspx>

INTERNATIONAL

January 2026: **5.8 million** passengers were recorded on international flights, an increase of **5.5%** compared to the same period in 2025.





International
Tourism

Air
transport

Accommodation

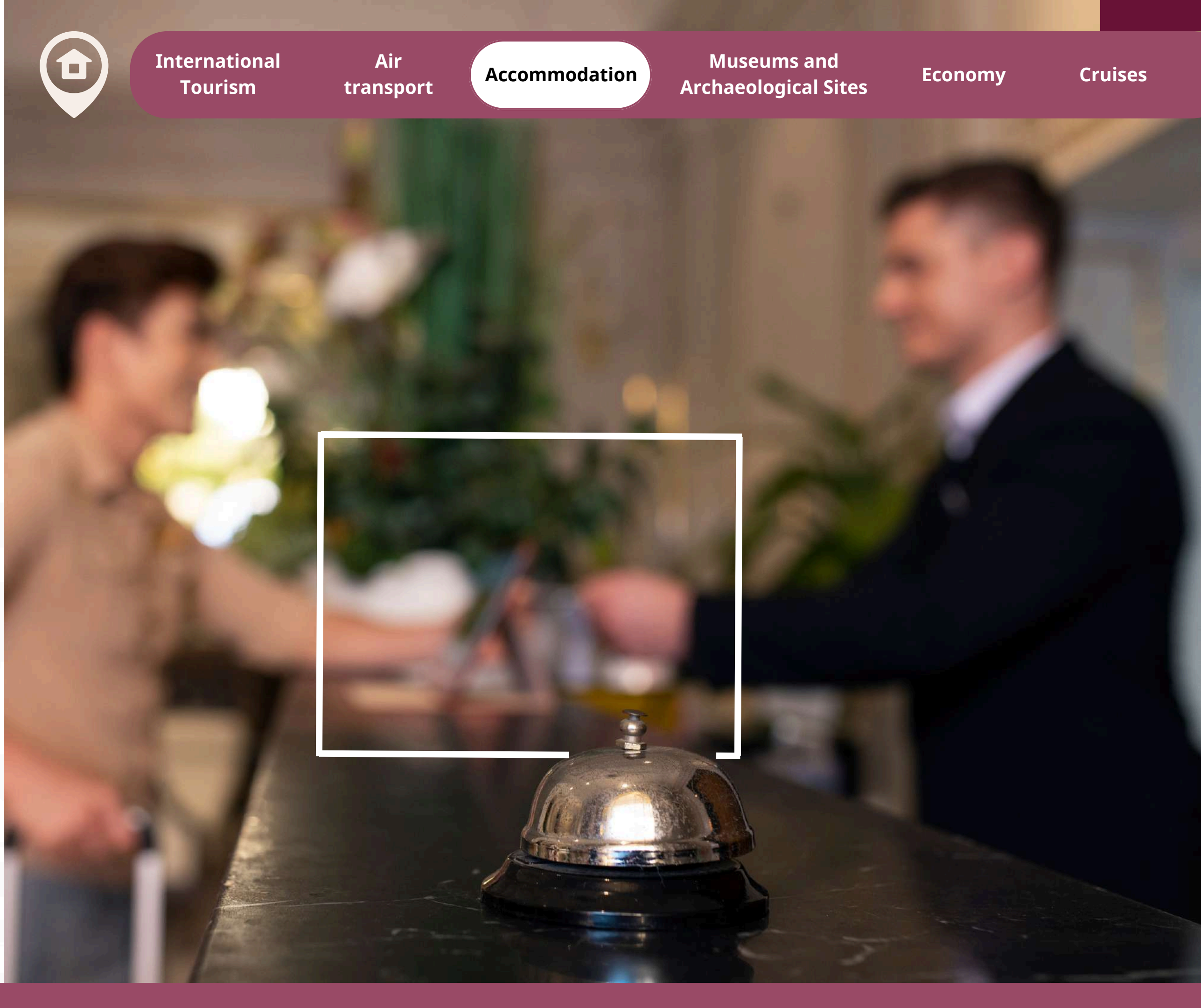
Museums and
Archaeological Sites

Economy

Cruises

3

Accommodation

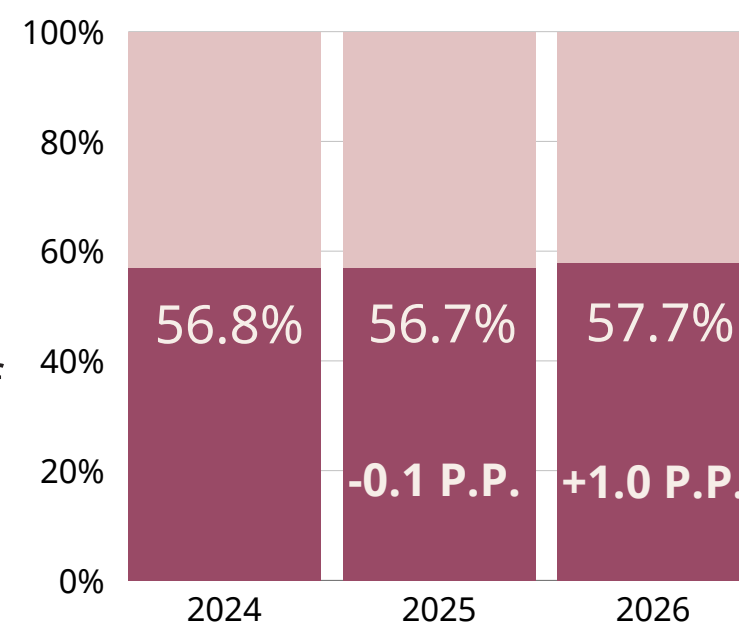




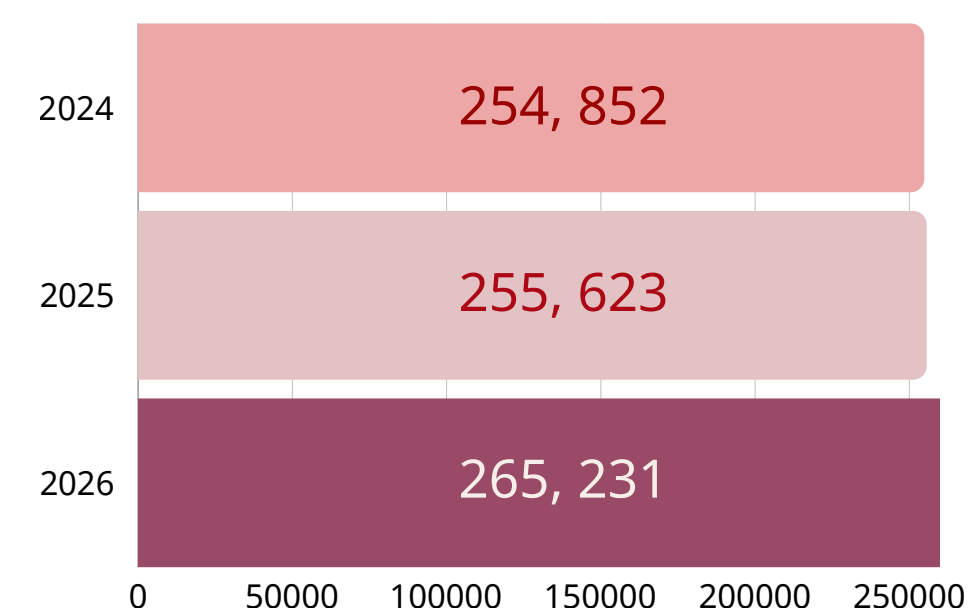
HOTEL OCCUPANCY RATE (JANUARY)

In January 2026, the hotel occupancy rate across 70 selected tourist centers reached **57.7%**, representing an increase of **1.0 percentage points** compared to January 2025.

Occupancy rate



Average occupied rooms

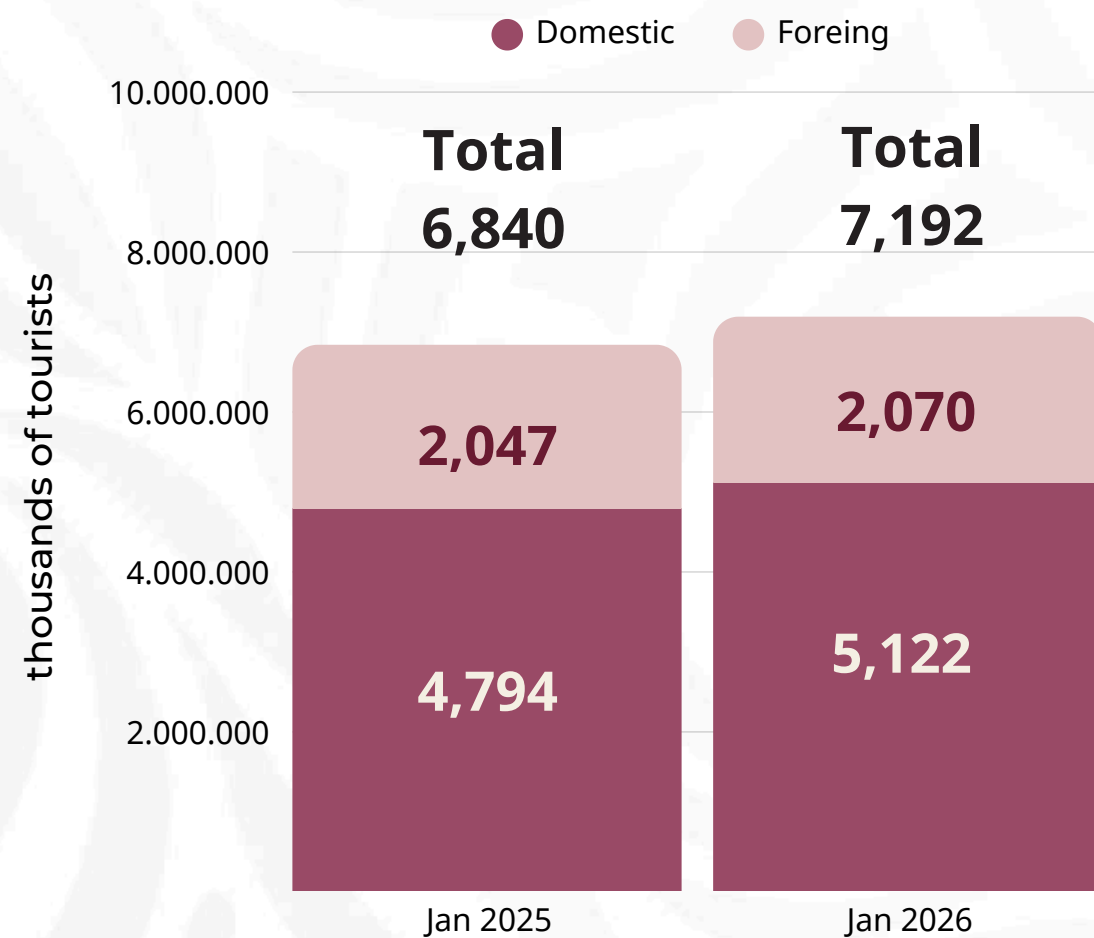


Note: The variation may not match exactly due to rounding. Occupancy variation in percentage points.

<http://www.datatur.sectur.gob.mx/SitePages/ActividadHotelera.aspx>

TOURIST ARRIVALS AT HOTEL ROOMS

January 2026: **5.1 million** domestic tourists (**71.2%** of the total) and **2.1 million** international tourists (**28.8%** of the total) stayed in hotels.



Note: The variation may not match exactly due to rounding. Occupancy variation in percentage points.

<http://www.datatur.sectur.gob.mx/SitePages/ActividadHotelera.aspx>



OCCUPANCY PERCENTAGE BY TYPE OF CENTER

January 2026: hotel occupancy rates were **70.4%** in Beach Centers and **46.5%** in City Centers.



Center Type	JANUARY		
	2025	2026	Difference (pp) 2026 vs 2025
Total	56.7%	57.7%	1.0 pp
Beach Centers	70.4%	70.4%	0 pp
Cities	45.0%	46.5%	1.6 pp

Note: The variation may not match exactly due to rounding. Occupancy variation in percentage points.

<http://www.datatur.sectur.gob.mx/SitePages/ActividadHotelera.aspx>

OCCUPANCY PERCENTAGE RANKING

JANUARY

TOURIST DESTINATION	2025	2026	PERCENTAGE CHANGE 2026 VS 2025
Playacar, Quintana Roo	90.8%	92.2%	1.5pp
Nuevo Nayarit, Nayarit	85.4%	82.9%	-2.5pp
Puerto Vallarta, Jalisco	82.7%	81.5%	-1.2pp
Bahías de Huatulco, Oaxaca	77.7%	81.4%	3.7pp
Playa del Carmen, Quintana Roo	80.2%	79.0%	-1.2pp
Cabo San Lucas, Baja California Sur	80.1%	78.8%	-1.3pp
Akumal, Quintana Roo	69.6%	78.7%	9.1pp
Cancún, Q. Roo.	76.8%	78.3%	1.5pp
Zona Corredor Los Cabos, Baja California Sur	68.8%	72.1%	3.3pp
Ixtapa Zihuatanejo, Guerrero	68.9%	68.5%	-0.4pp

Note: The variation may not match exactly due to rounding. Occupancy variation in percentage points.
<http://www.datatur.sectur.gob.mx/SitePages/ActividadHotelera.aspx>

4

Museums and Archaeological Sites



International
Tourism

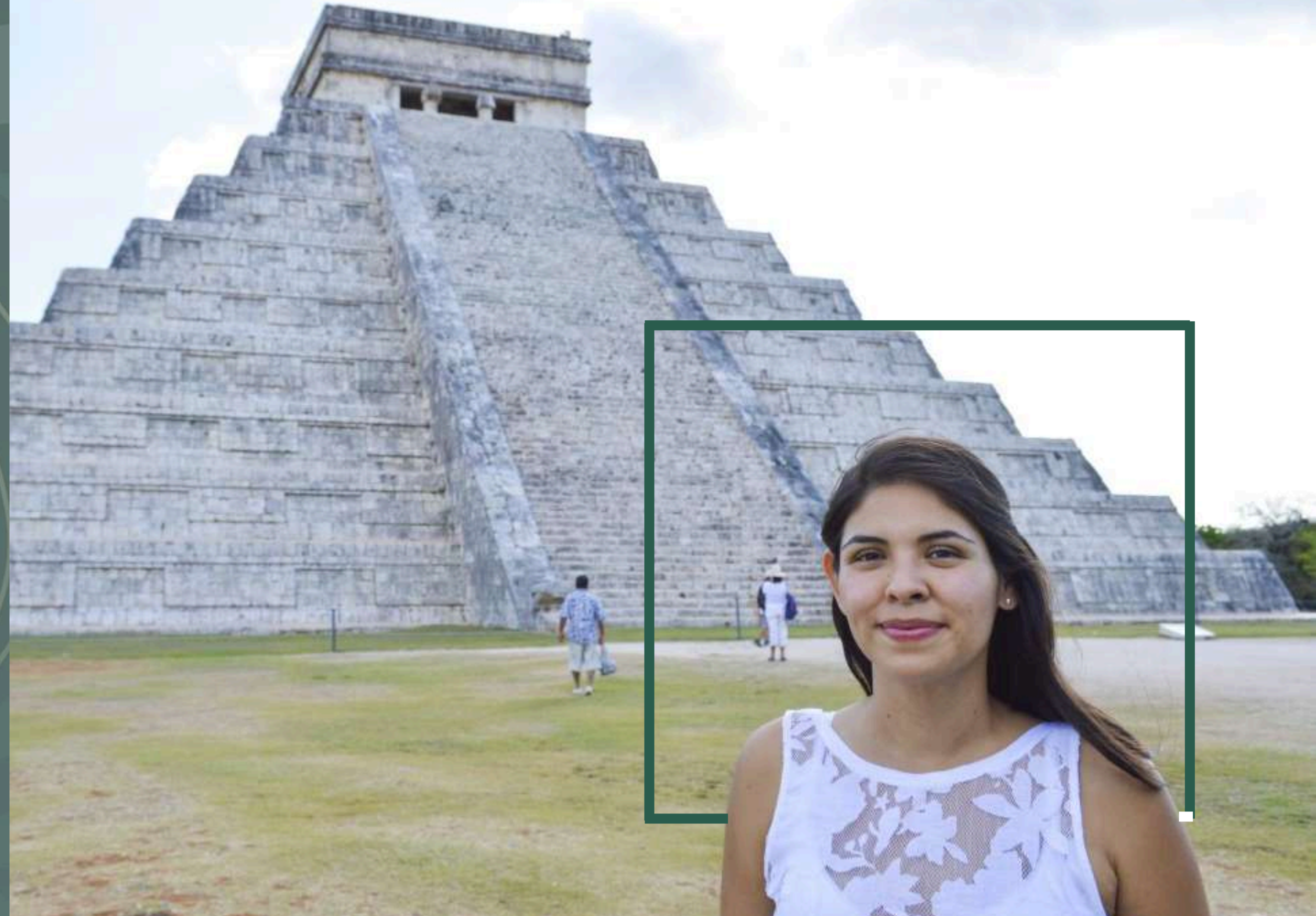
Air
transport

Accommodation

Museums and
Archaeological Sites

Economy

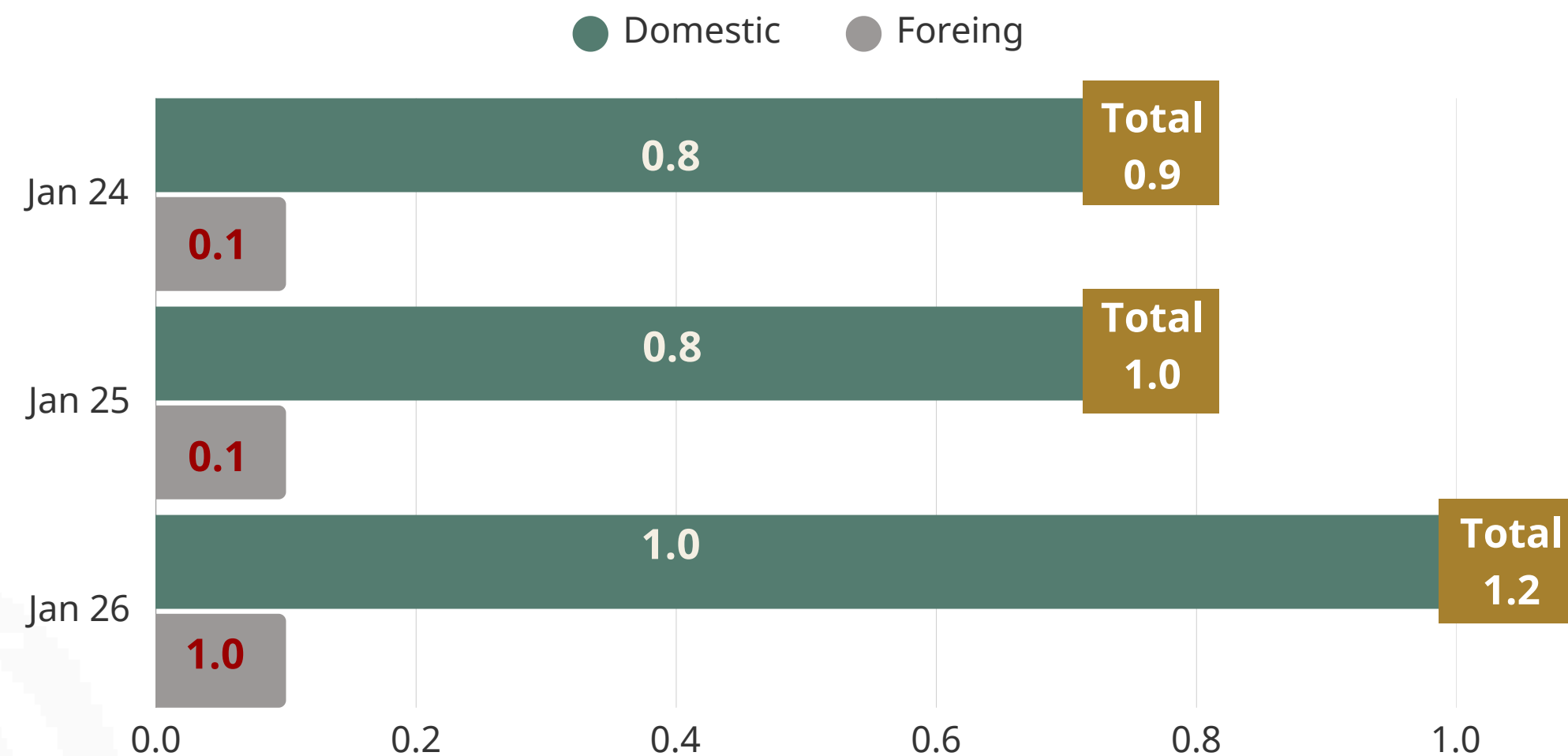
Cruises





VISITORS TO MUSEUMS

January 2026: **1.17 million** visitors attended museums, marking a **21.2%** increase compared to the same period in 2025. Of the total, **87.9%** were domestic visitors and **12.1%** were international.

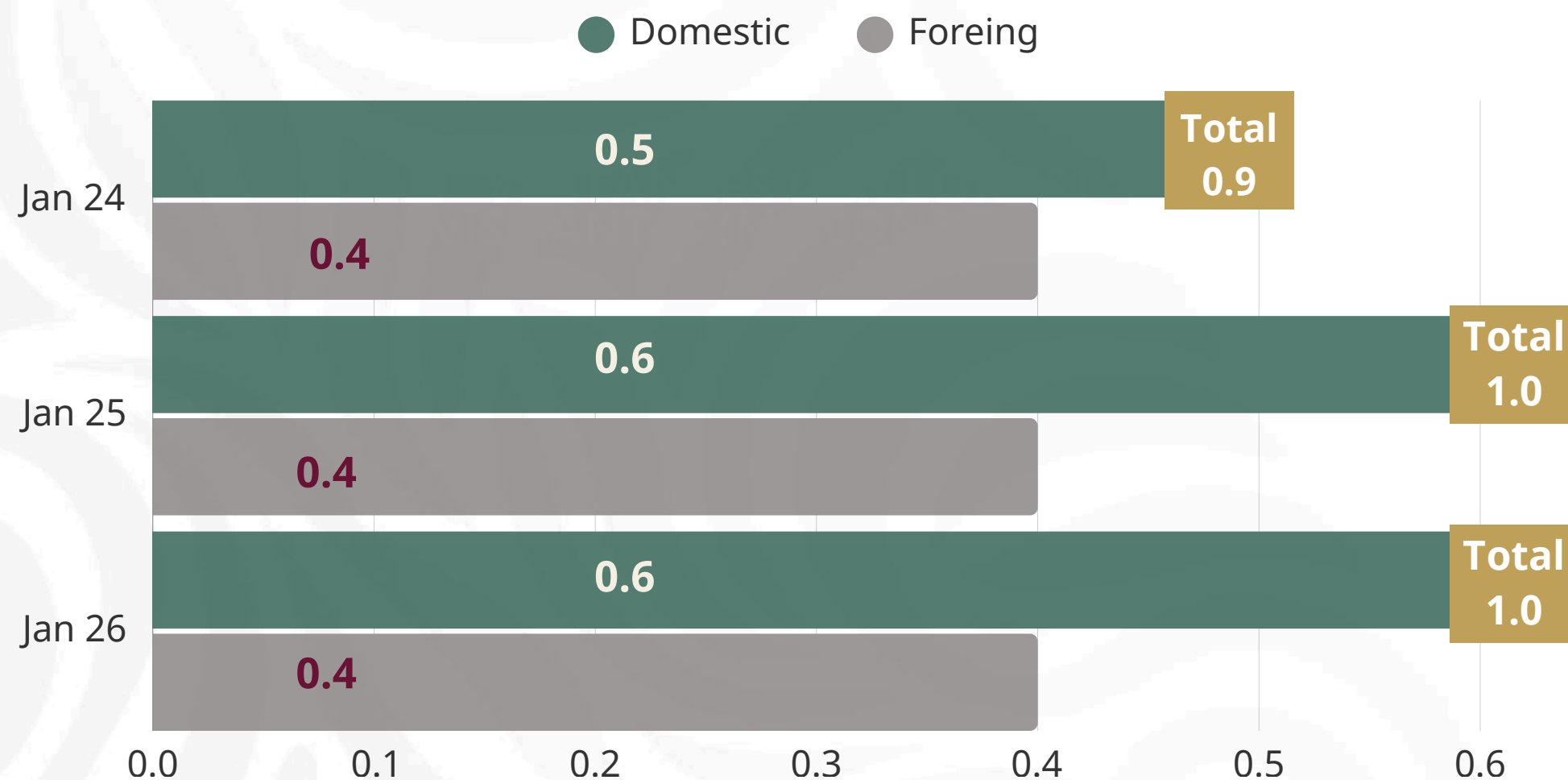


Source: National Institute of Anthropology and History (INAH).

<http://www.datatur.sectur.gob.mx/SitePages/ActividadesCulturales.aspx>

VISITORS TO ARCHAEOLOGICAL SITES

January 2026: archaeological sites received **975,711** visitors, representing a **0.1%** increase compared to the same period in 2025. Of the total, **57.9%** were domestic visitors and **42.1%** were international.



Source: National Institute of Anthropology and History (INAH).

<http://www.datatur.sectur.gob.mx/SitePages/ActividadesCulturales.aspx>





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Economy



International
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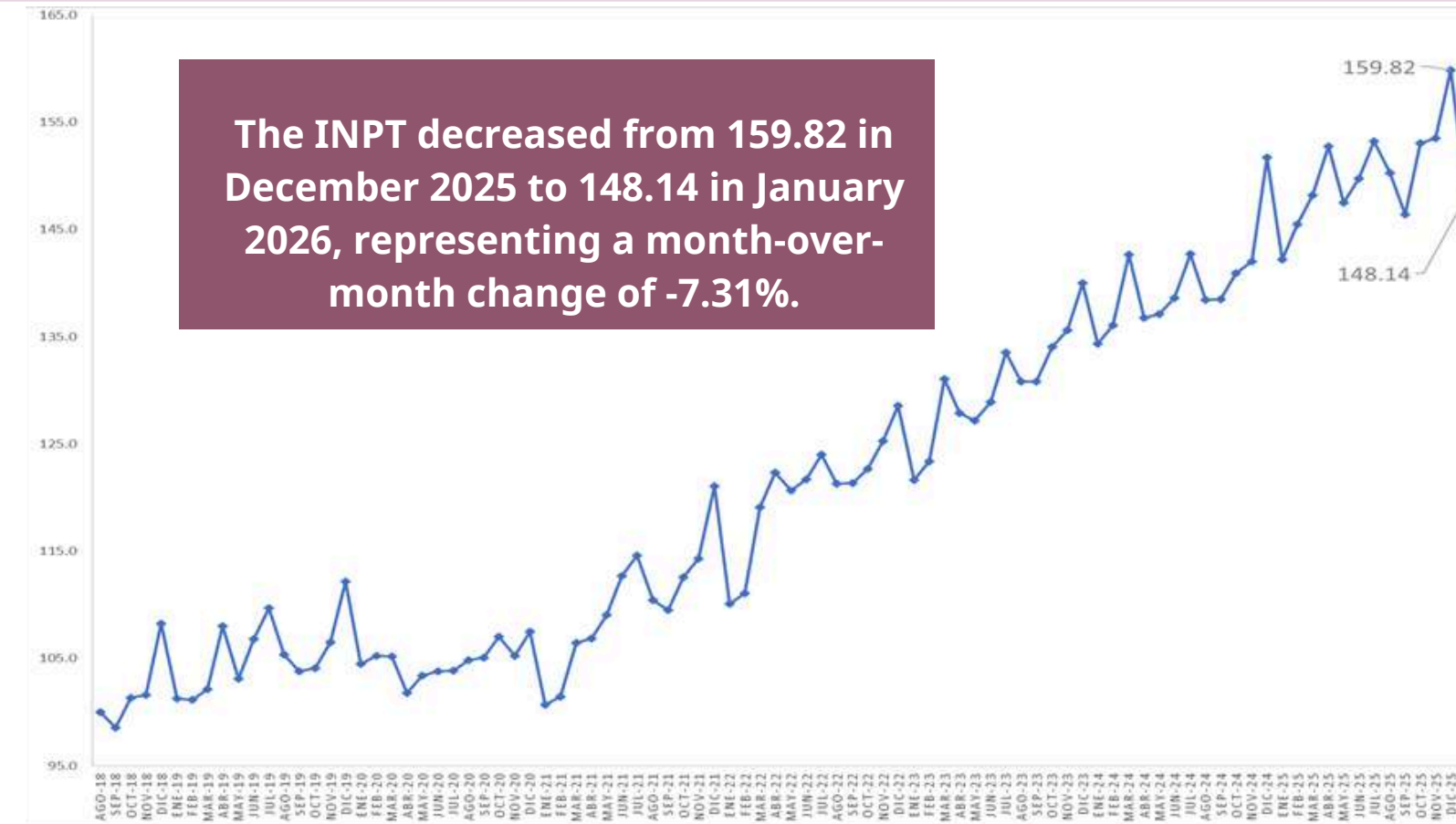
Cruises



NATIONAL TOURIST PRICE INDEX (INPT) JANUARY 2026

The National Tourist Price Index is an economic indicator that monitors the fluctuation of prices in representative tourist services in Mexico. It helps travelers, businesses and policy makers understand price trends in the tourism industry and their impact on the national economy.

Base period: Dec 2018 (=100). Source: SECTUR-Anáhuac with INEGI data.



The INPT consists of six key components selected for their economic importance and representativeness in tourism consumption, which recorded the following annual inflation:



**Foreign
Bus**



**Air
Transportation**



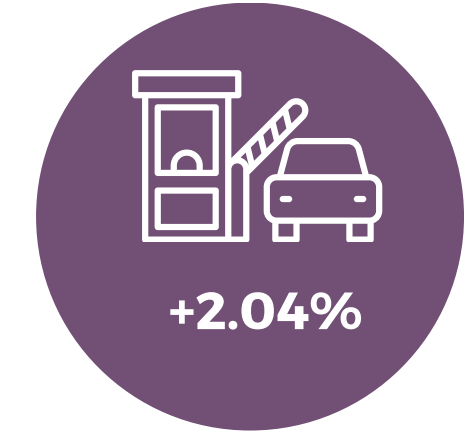
**Package Tour
Services**



**Restaurants,
Bars and the like**



Hotels



**Highway
Tolls**

Source: SECTUR and Universidad Anáhuac within the framework of the Consultation. Agreement signed between both institutions, with average price data published by INEGI. <http://www.datatur.sectur.gob.mx/SitePages/IndNacPreCon.aspx>



GROSS DOMESTIC PRODUCT OF TOURISM

At the third quarter of 2025, tourism GDP increased by **0.4%** compared to the second quarter of 2025.

By components, goods rose by **1.5%** and services by **0.1%**.

TOURISM BALANCE OF PAYMENTS

In January 2026, the balance of payments from international visitors reached **2.163 billion** dollars, **4.5%** below the level recorded in the same period of 2025, but **91.2%** above the same period in 2019.



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Cruises



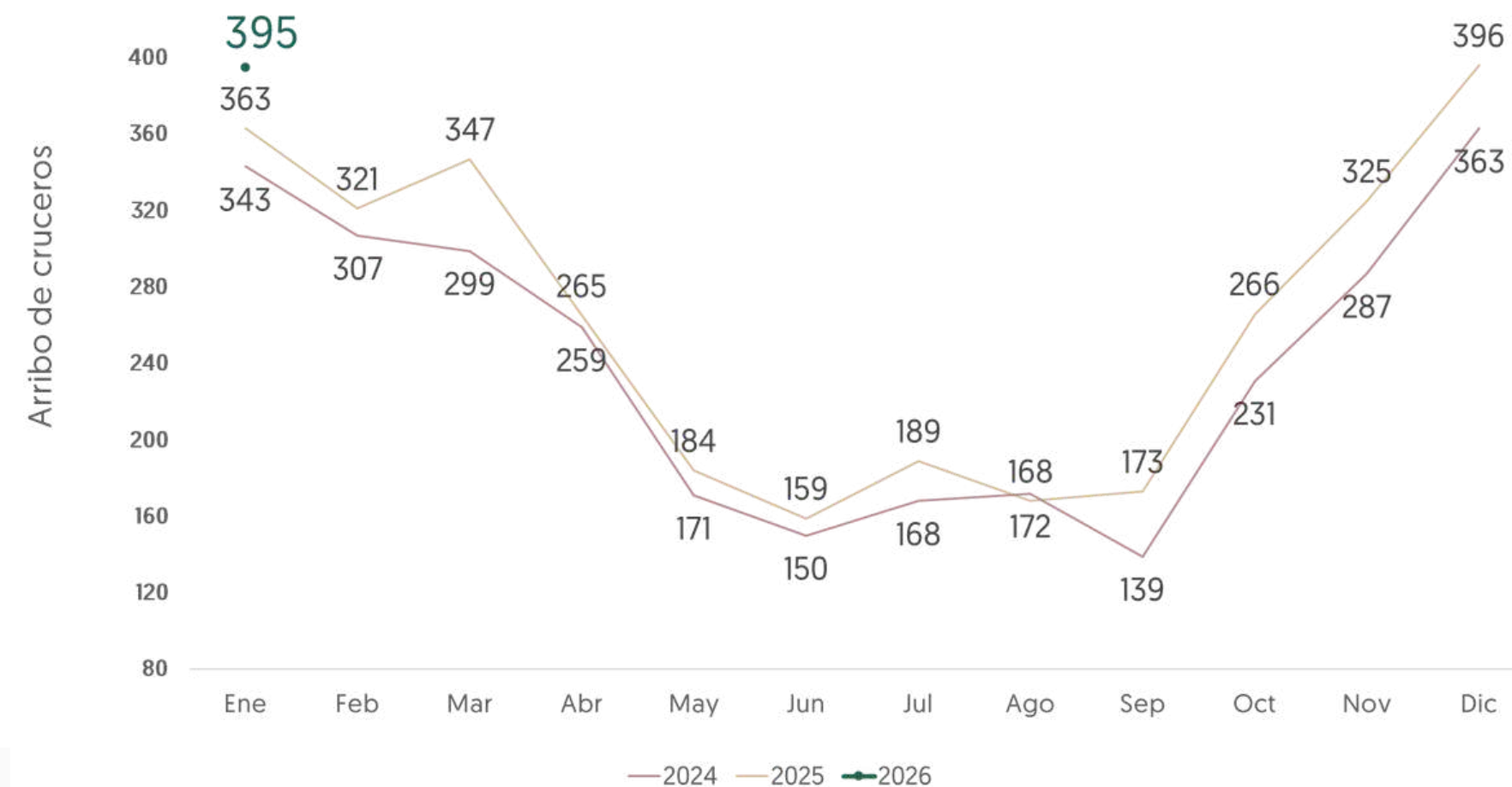


CRUISE PASSENGERS ARRIVALS

January 2026: 1.26 million cruise passengers arrived, an increase of 10.3% compared to the same period in 2025.

CRUISE SHIPS ARRIVALS

January 2026: 395 cruise ships arrived, an increase of 8.8% compared to the same period in 2025.



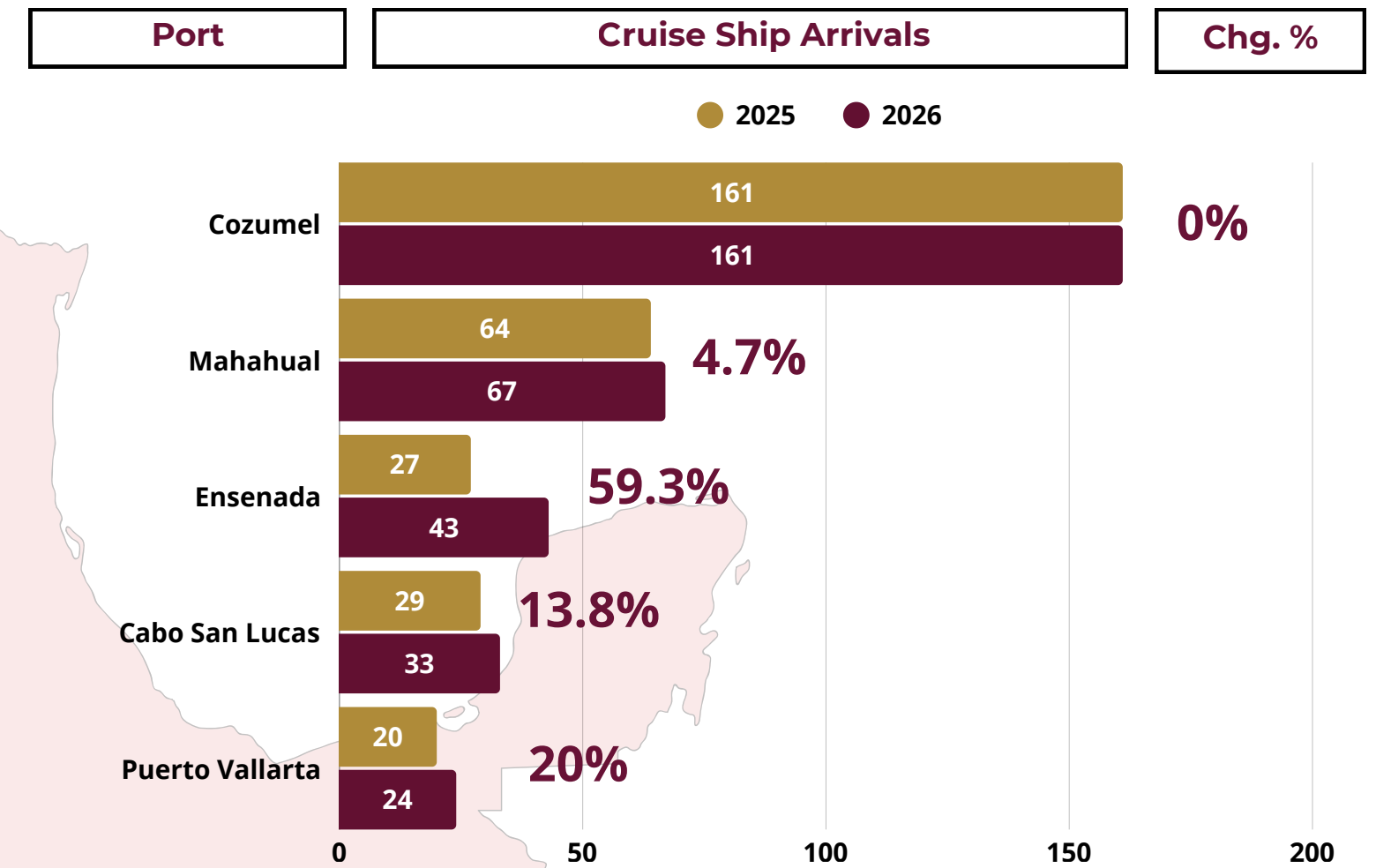
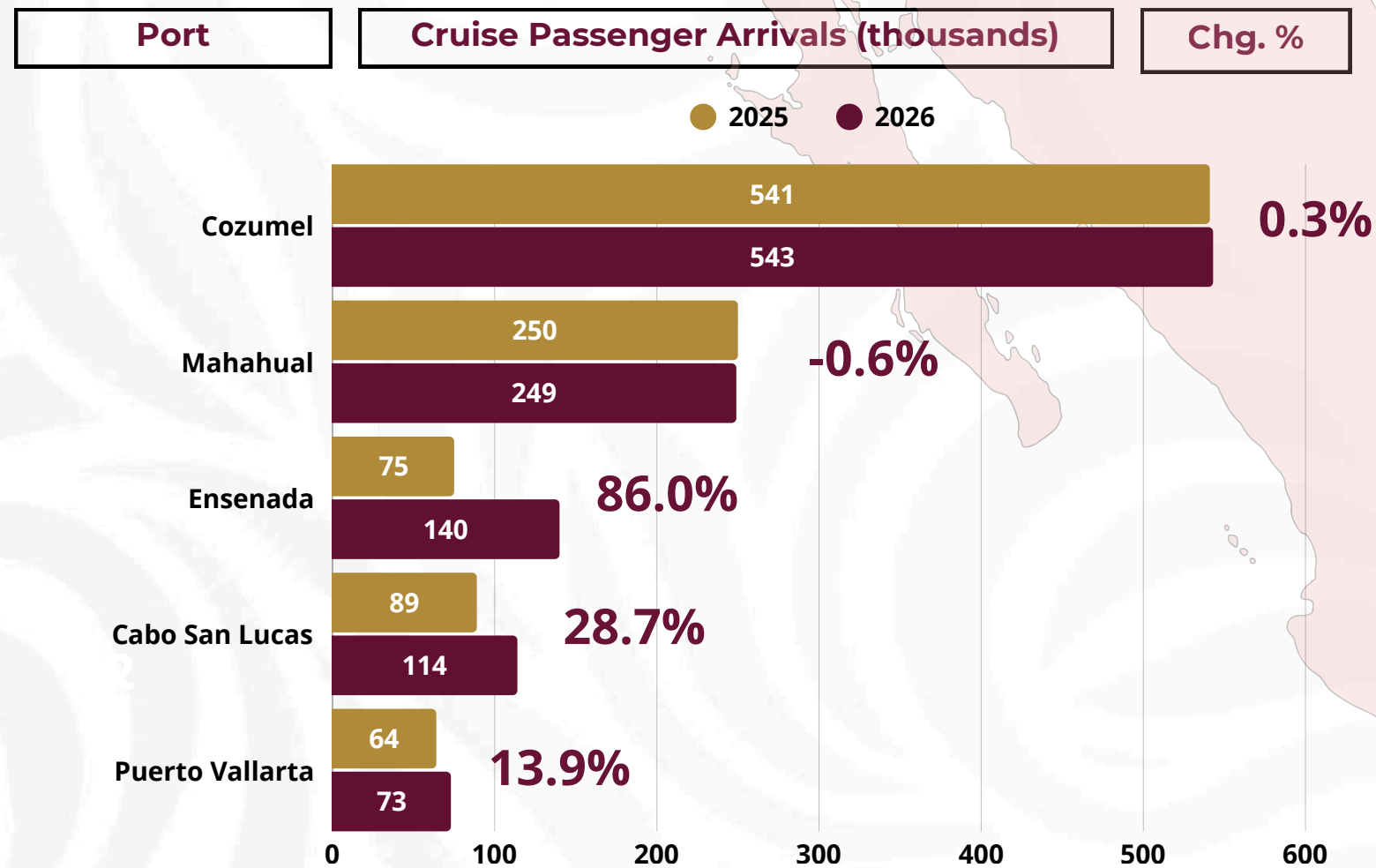
Source: Secretaría de Marina. (2024-2026). Administrative records of cruise ship arrivals. General Directorate of Ports, General Coordination of Ports and Merchant Marine.

<https://datatur.sectur.gob.mx/SitePages/cruceiros.aspx>



ARRIVALS OF CRUISE PASSENGERS AND CRUISE SHIPS TO MAIN PORTS OF MEXICO

January 2026: the Mexican ports that received the highest number of cruise excursionists were **Cozumel and Mahahual, in Quintana Roo; Ensenada in Baja California, Cabo San Lucas, in Baja California Sur and Puerto Vallarta, in Jalisco.** Together, these ports accounted for **88.3%** of total cruise passenger traffic nationwide.



Source: Secretaría de Marina. (2024–2026). Administrative records of cruise ship arrivals. General Directorate of Ports, General Coordination of Ports and Merchant Marine.

<https://datatur.sectur.gob.mx/SitePages/cruceros.aspx>

TOURISM

key indicators

January 2026



TURISMO
SECRETARÍA DE TURISMO

