



Gobierno de  
**México**

**Turismo**  
Secretaría de Turismo

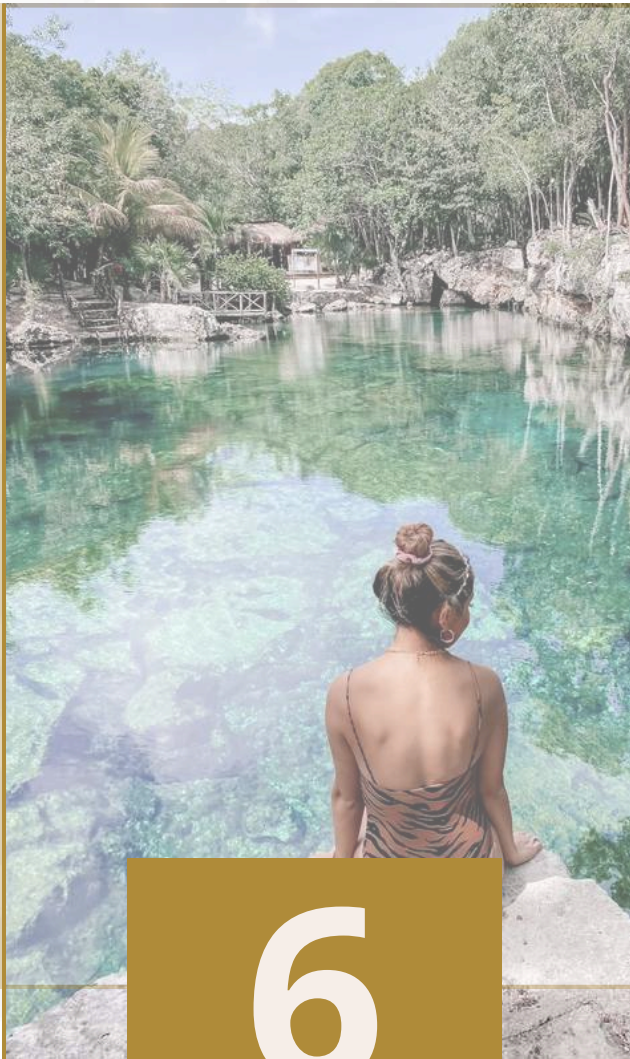


# TOURISM

## key indicators

February 2026

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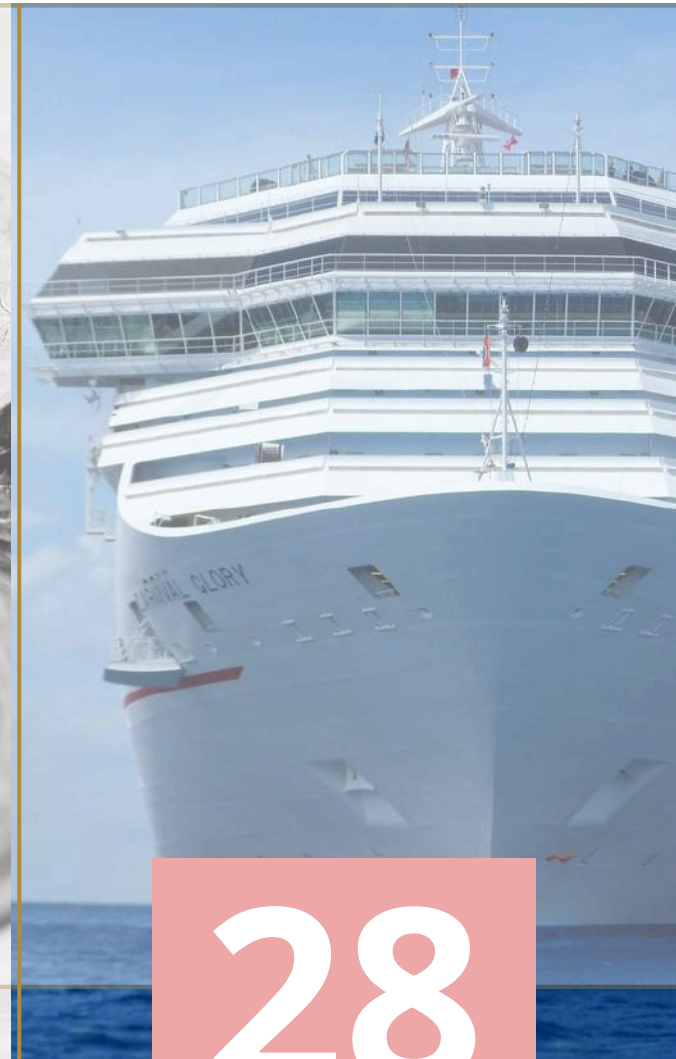
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# GLOSSARY

## 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



**8.2**

Million tourists

▲ +6.5%

Foreign exchange earnings  
from international travelers

**6.7**

Billion USD

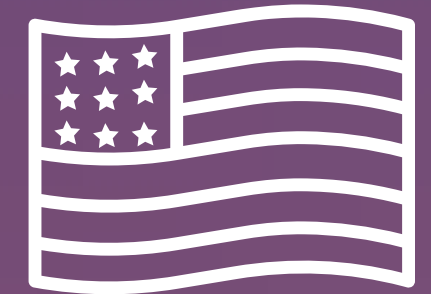
▲ +2.2%



Arrival by air of tourists residing in the United States

**2.3**

Million tourists



Arrival by air of national and international  
passengers



**20.4**

Million passengers

▲ +1.5%

Cruise passengers arriving in Mexico



▲ +7.0%

**2.3**

Million passengers

Arrival of national and international tourists  
at hotel rooms



**13.7**

Million tourists

▲ +1.8%

Note: Percent change compared to the same period in 2025.



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**International  
Tourism**

Air  
transport

Accommodation

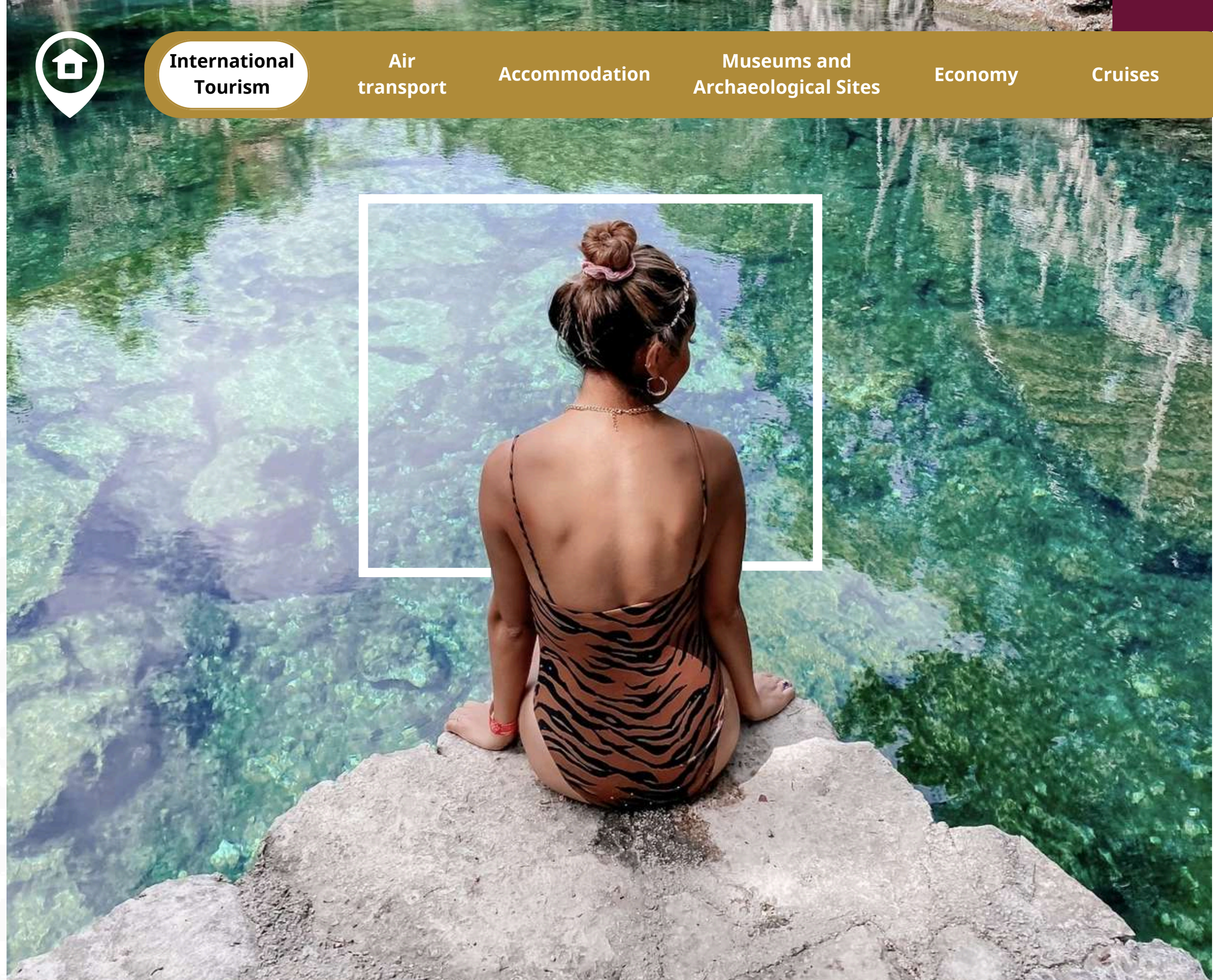
Museums and  
Archaeological Sites

Economy

Cruises

# 1

## International Tourism

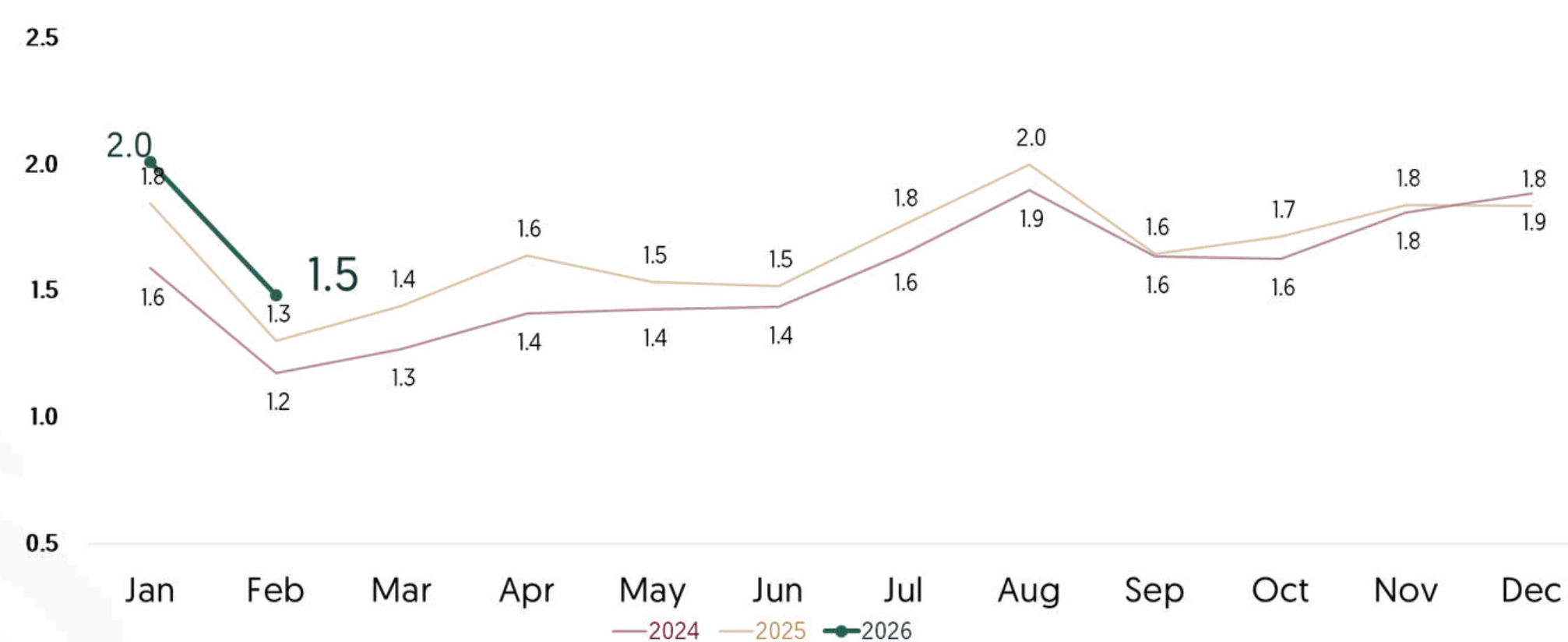
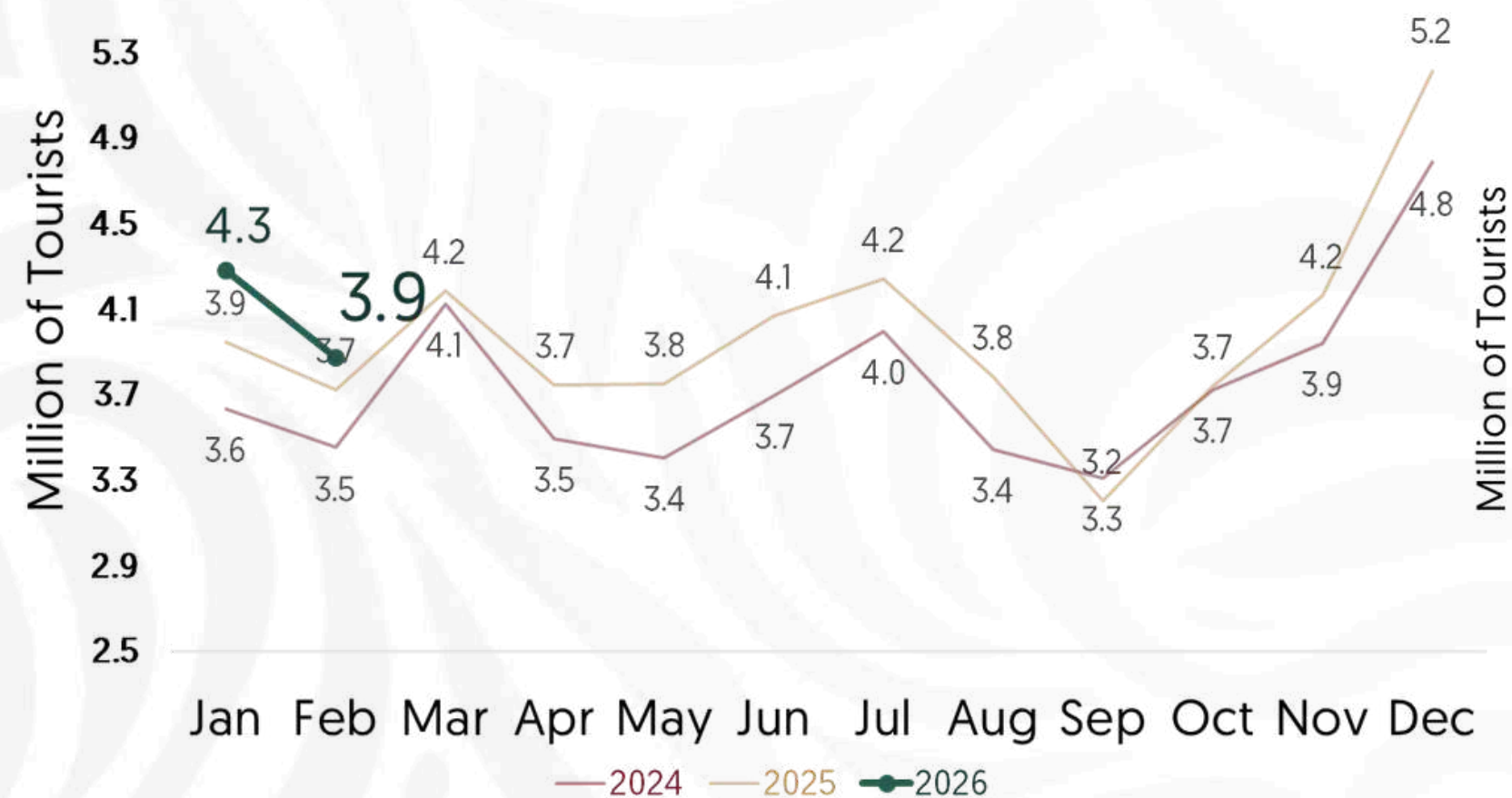


## INTERNATIONAL TOURISTS TO MEXICO

January-February 2026: International tourist arrivals to Mexico totaled 8.168 million, representing a 6.5% year-on-year increase, reflecting continued growth in inbound tourism flows.

## OUTBOUND TOURISM FROM MEXICO

January-February 2026: 3.5 million international tourists departed Mexico, representing an increase of 11.0% 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

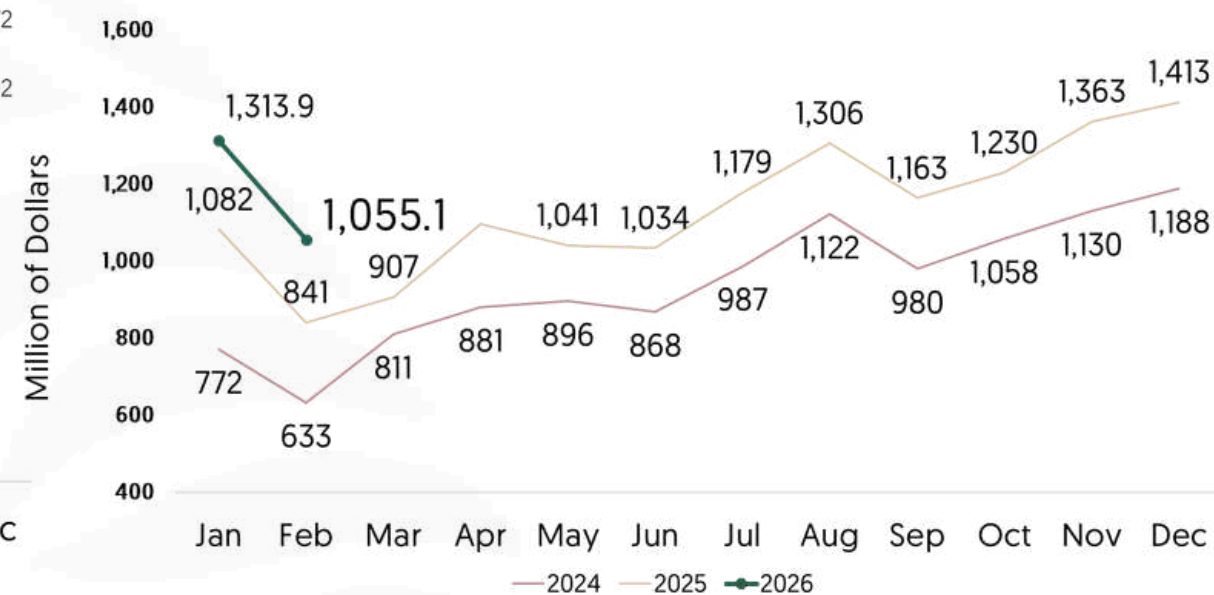
### TO MEXICO

January-February 2026: Expenditure by international travelers totaled **6.746 billion dollars**, an increase of **2.2%** vs same period 2025.



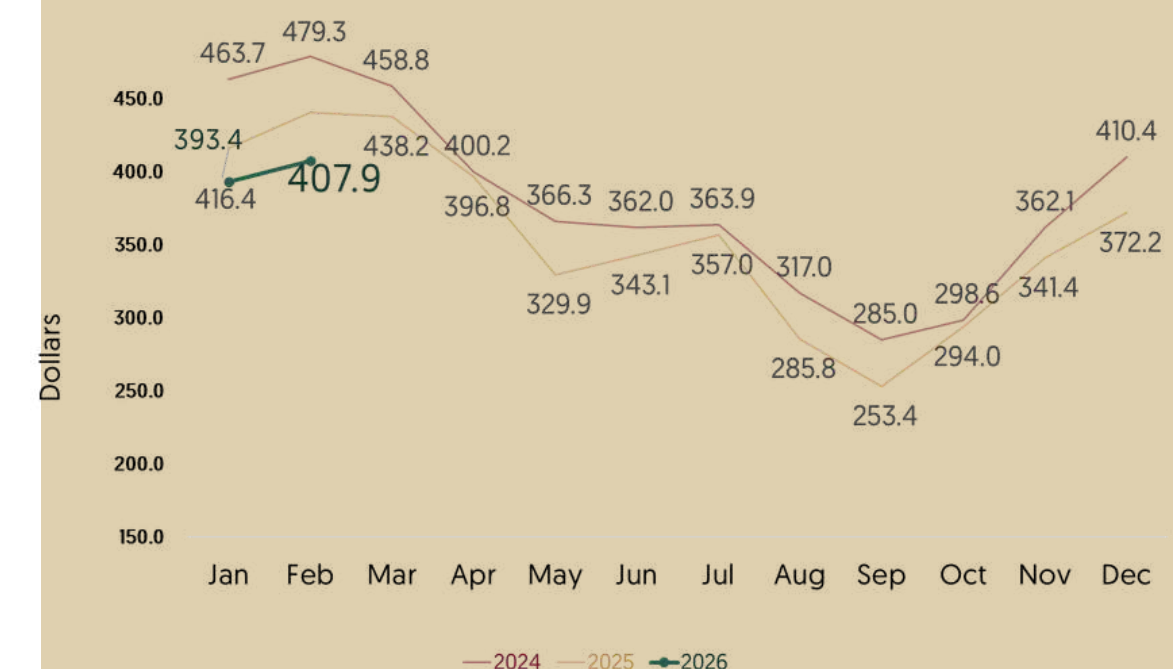
### ABROAD

January-February 2026: Expenditure by Mexican travelers abroad reached **2.369 billion dollars**, an increase of **23.2%** vs same period 2025.



## AVERAGE EXPENDITURE BY INTERNATIONAL TRAVELERS

January-February 2026: Average expenditure by international travelers was **400.3 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 FEBRUARY 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



In January-February 2026, the cumulative ICVI for international tourists increased from 169.20 in 2025 to 172.89

**+6.47%**



The accumulated ICVI for Inbound Tourists increased from 170.25 in 2025 to 172.26

**+0.23%**



The accumulated ICVI for Inbound Tourists by Air went from 179.74 in 2025 to 181.35

**+0.65%**



## INCOME



In January-February 2026, the accumulated ICVI for Total Income (Expenditure) increased from 105.15 in 2025 to 111.96

**+2.18%**



The accumulated ICVI for Income (Expenditure) by Inbound Tourists increased from 108.67 in 2025 to 108.91

**+1.18%**



The accumulated ICVI for Income (Expenditure) by Inbound Tourists by Air increased from 121.14 in 2025 to 121.94

**+0.90%**

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/IndCtaViaInternacionales.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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# 2

## Air transport



International  
Tourism

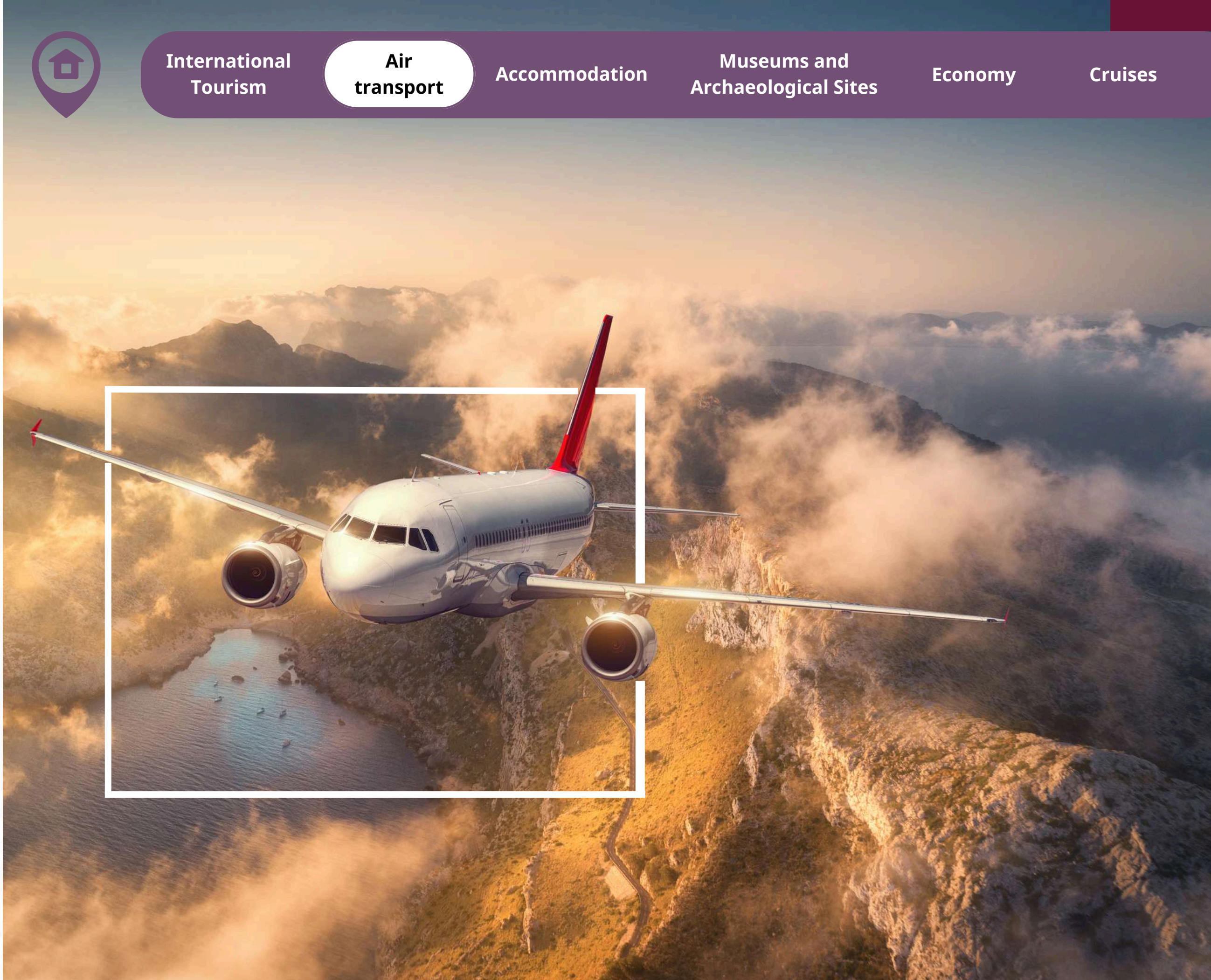
**Air  
transport**

Accommodation

Museums and  
Archaeological Sites

Economy

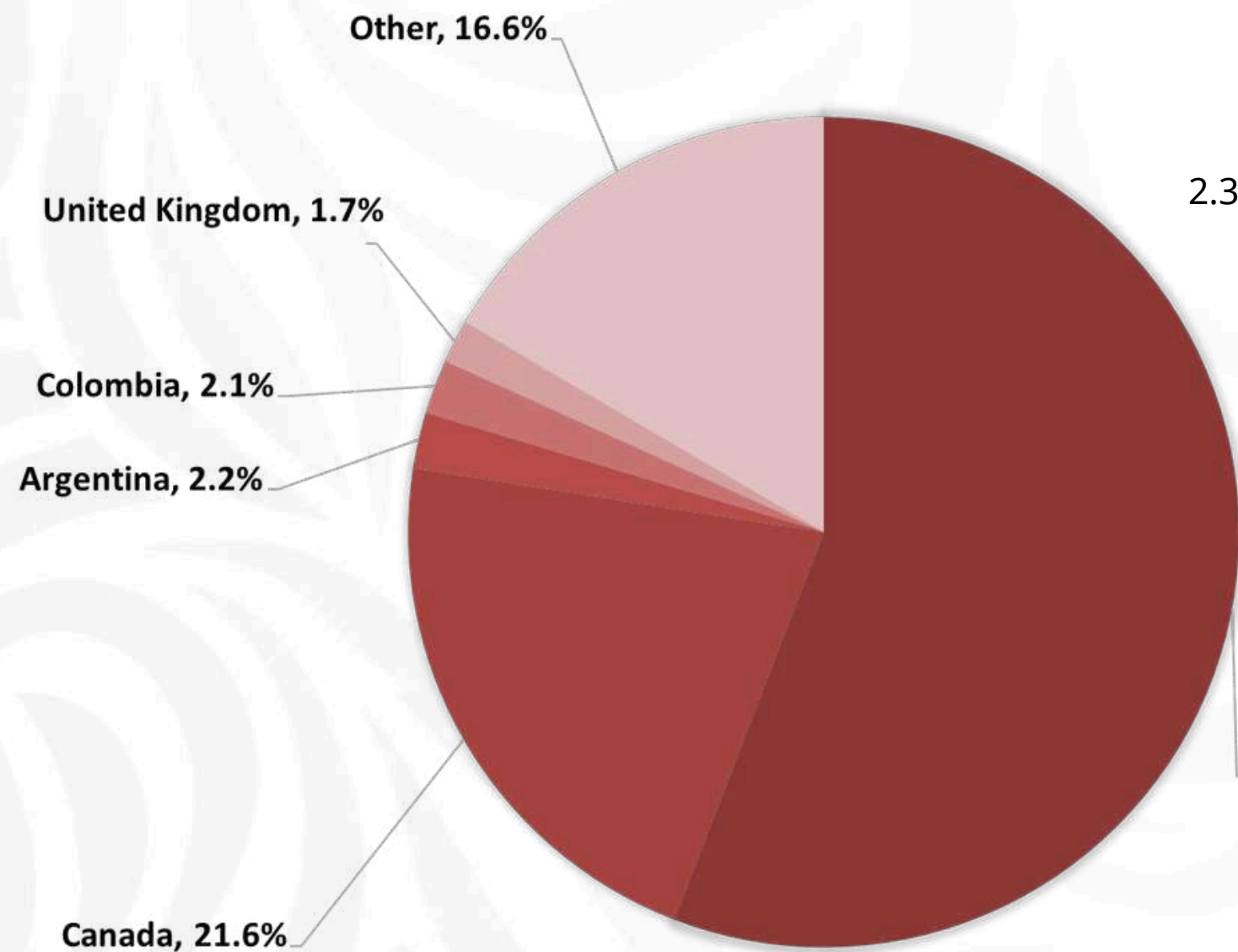
Cruises





## NATIONALITIES OF PASSENGERS ARRIVING IN MEXICO

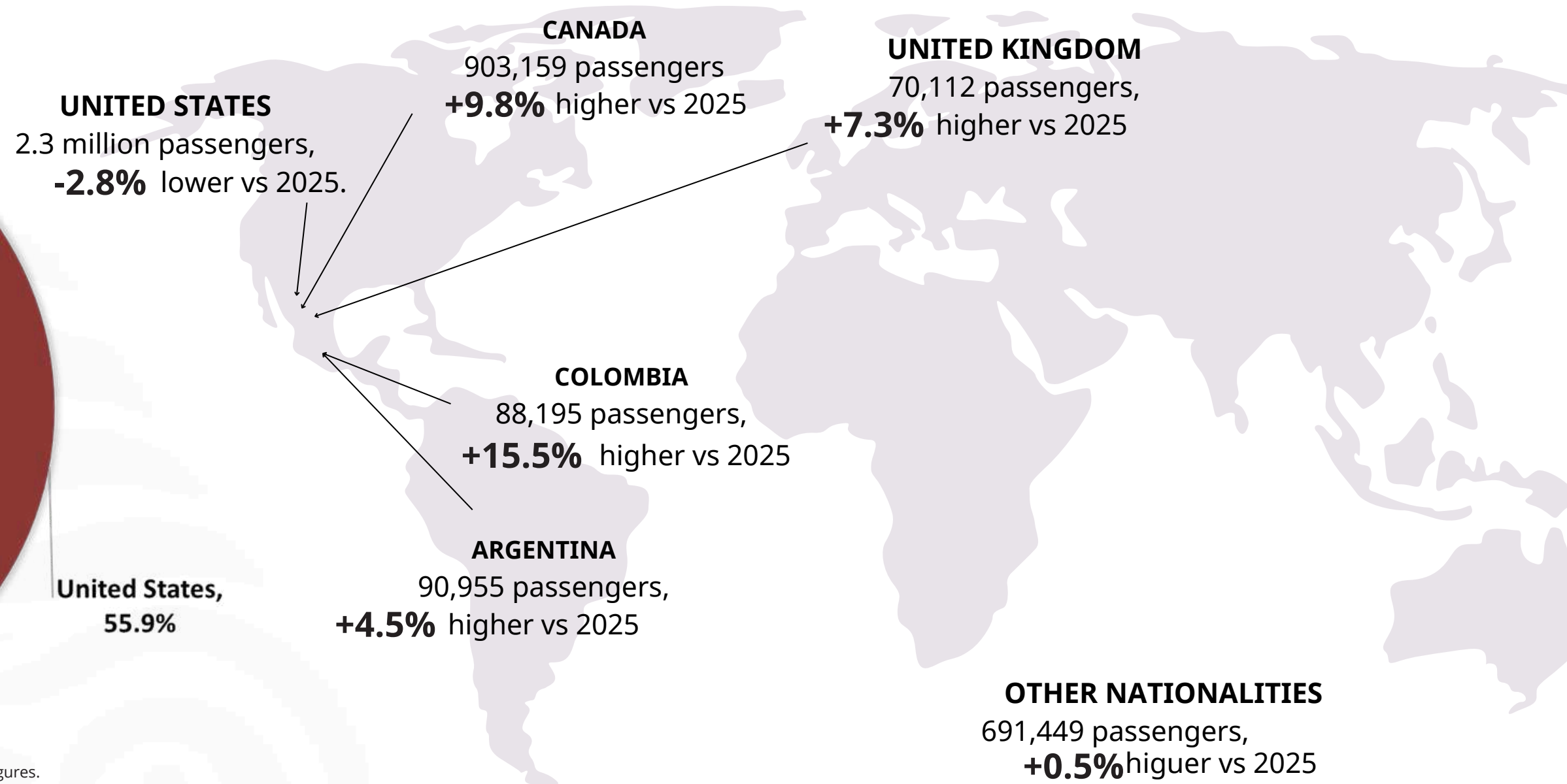
### Market Share



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>

January-February 2026: **4.2 million** foreign passengers arrived by air, a **0.9%** increase compared to the same period in 2025.



## AMERICAN PASSENGERS TO MEXICO

January-February 2026: **2.3 million U.S. passengers** arrived by air.

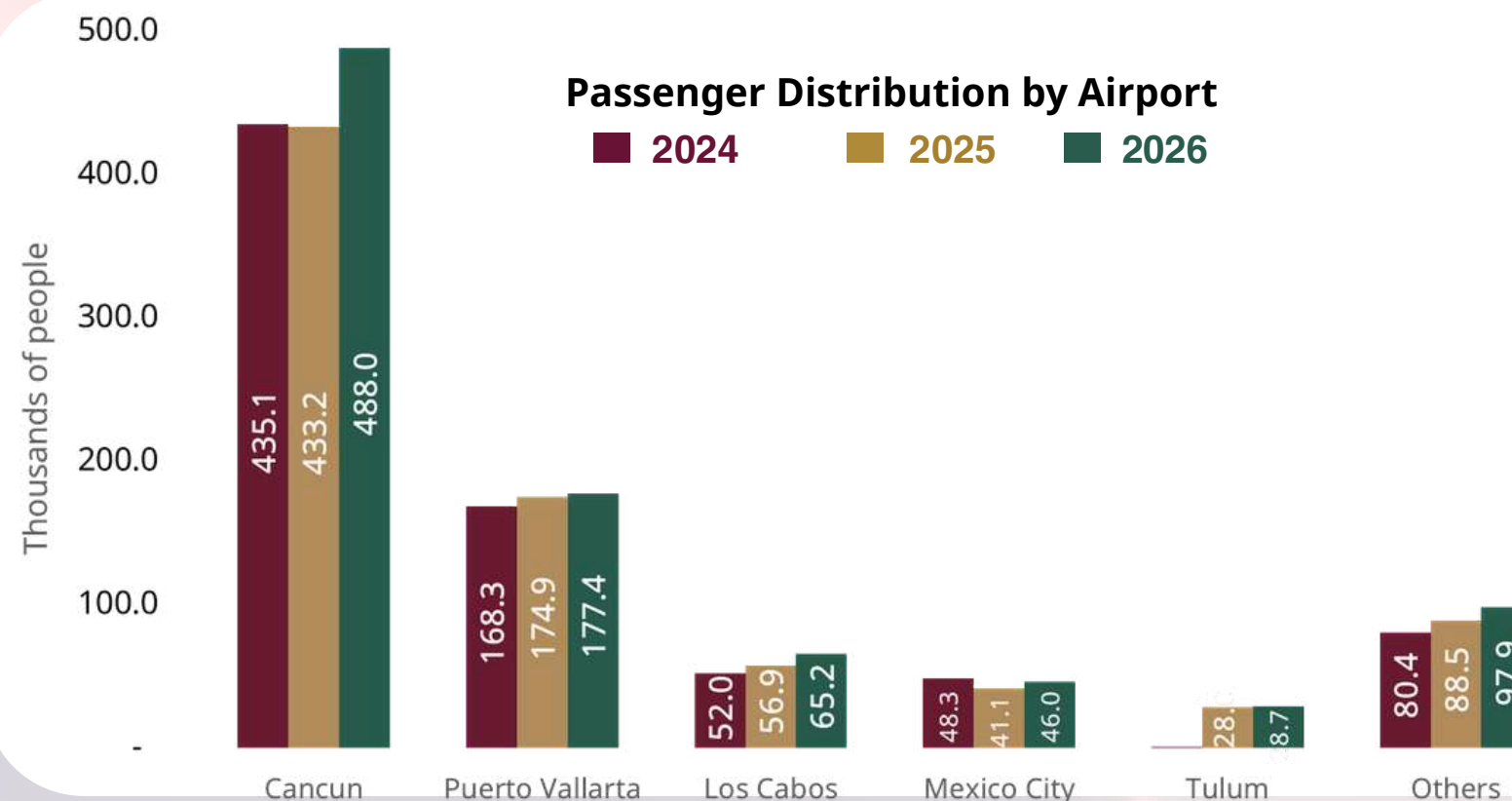
Passenger Distribution by Airport

2024 2025 2026



Passenger Distribution by Airport

2024 2025 2026



## CANADIAN PASSENGERS TO MEXICO

January-February 2026: **903,159 Canadian passengers** arrived by air, representing a **9.8%** increase compared to the same period in 2025.

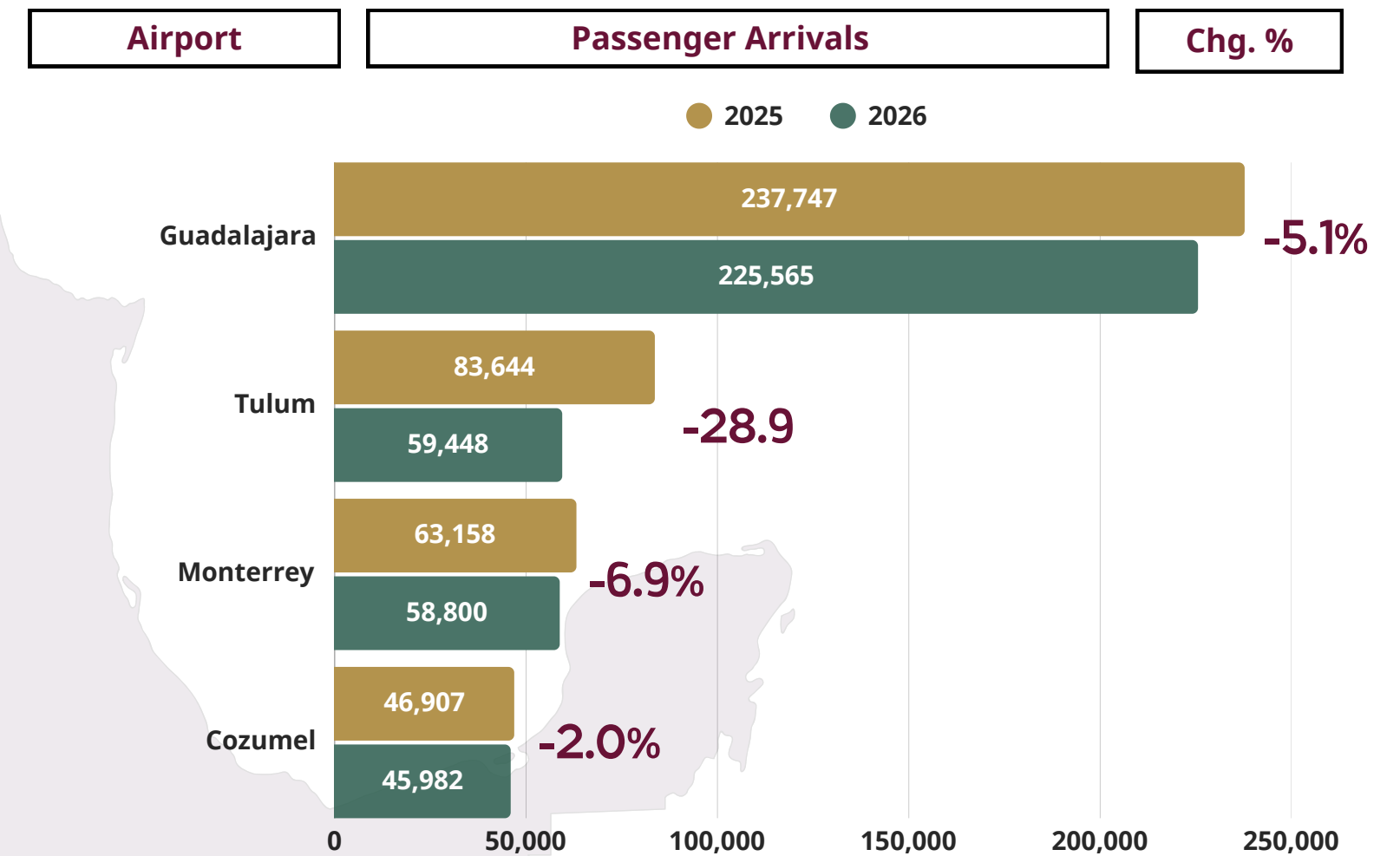
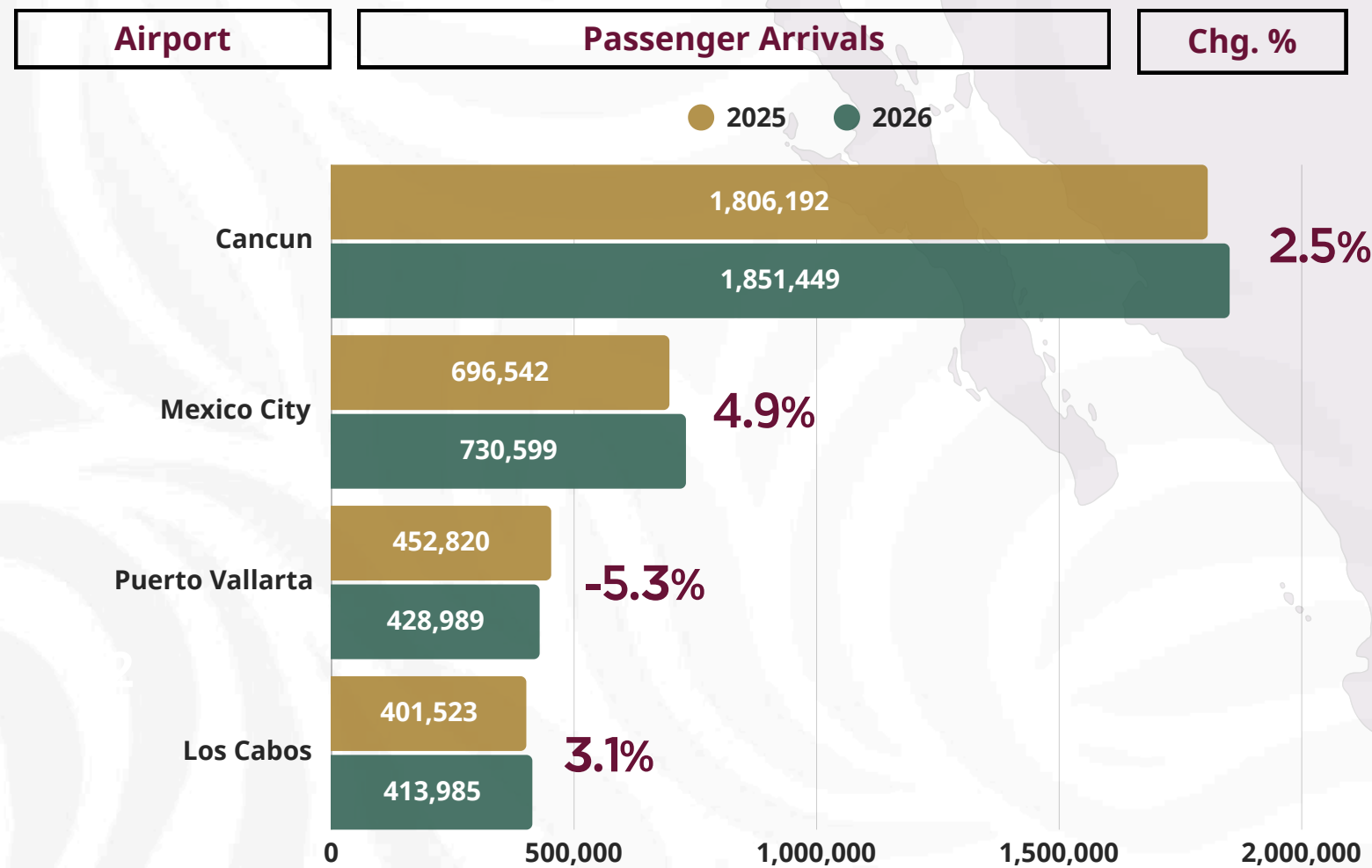
Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

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



## FOREIGN PASSENGERS TO MAIN AIRPORTS BY NATIONALITY

January-February 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 **91.3%** 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.

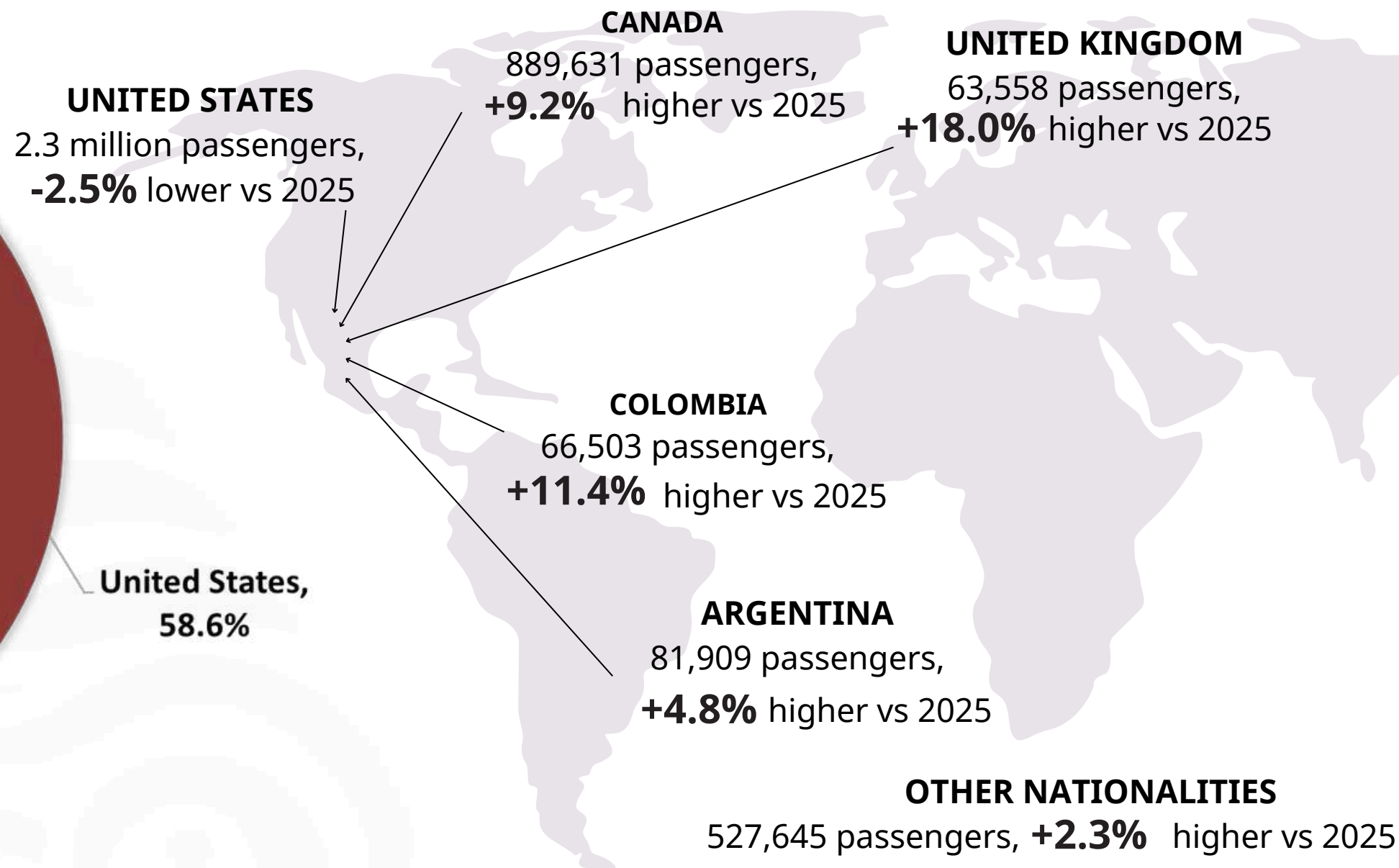
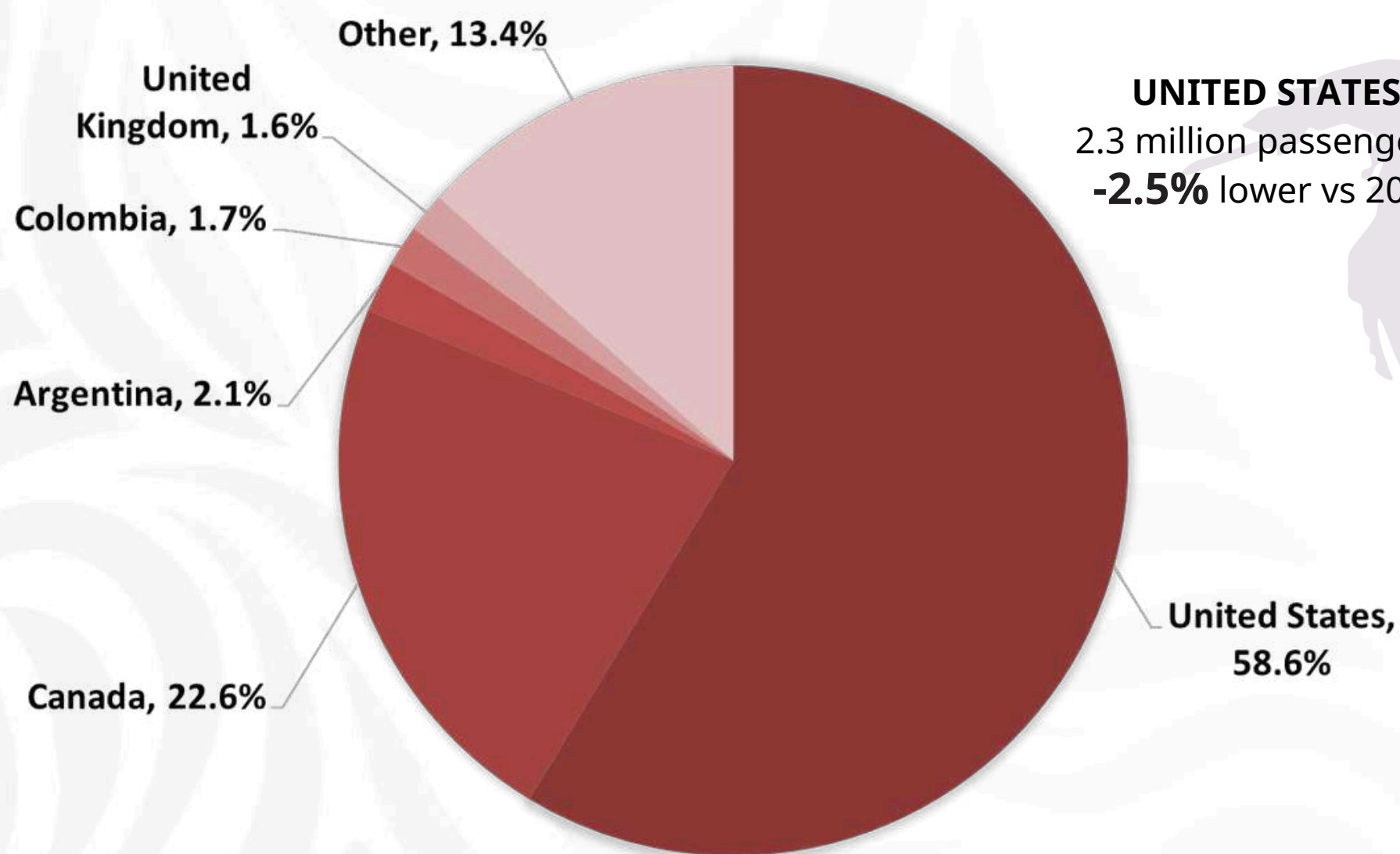
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>



## PASSENGERS BY COUNTRY OF RESIDENCE TO MEXICO

January-February 2026: **3.939 million** international tourists arrived by air based on their country of residence, an increase of **1.3%** compared to the same period in 2025.

### Market Share



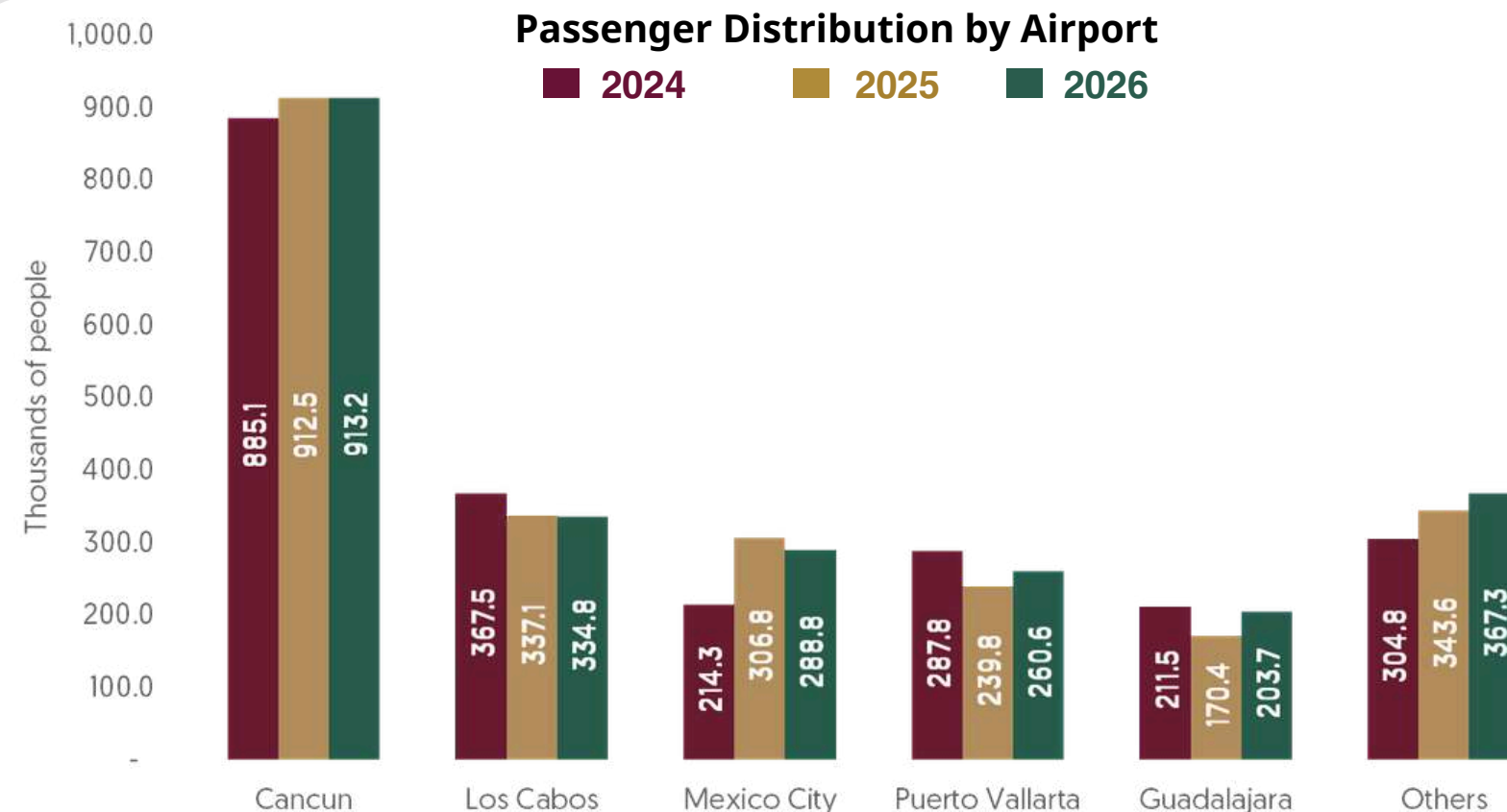
Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

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



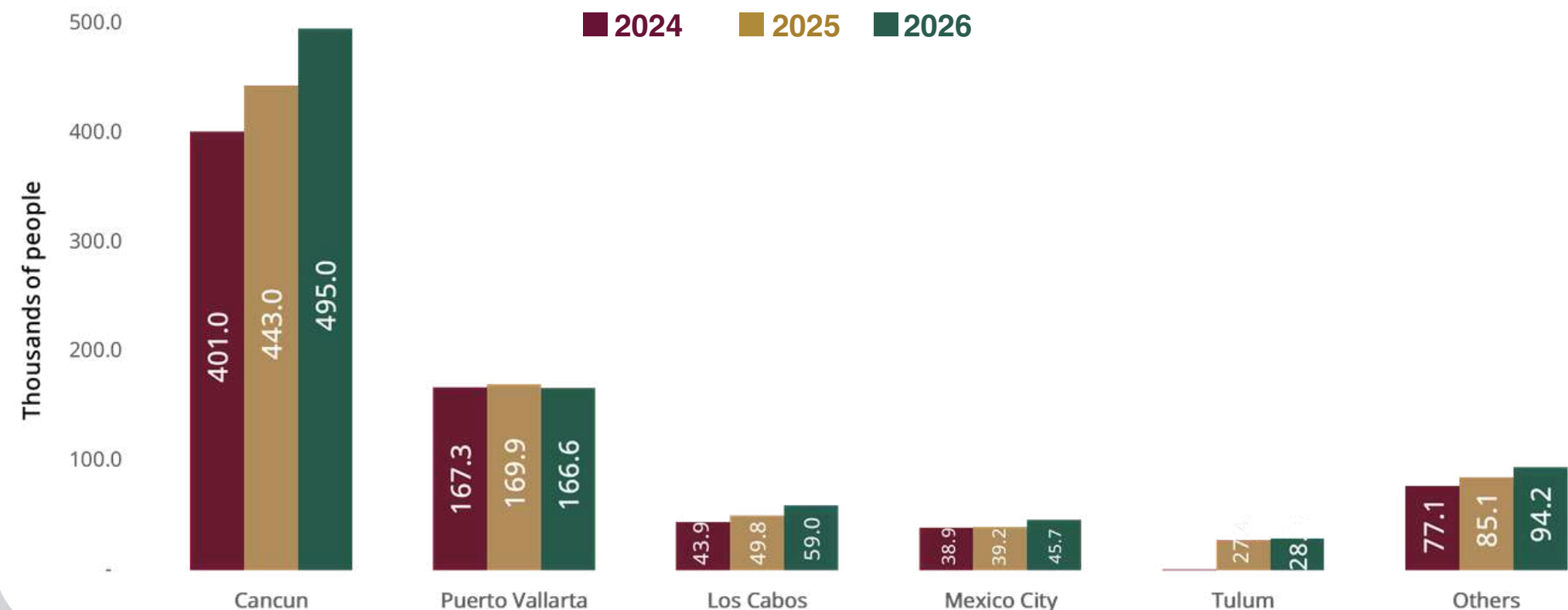
## US RESIDENTS TRAVELING TO MEXICO

January-February 2026: air arrivals of U.S. resident tourists reached **2.3 million**.



**Passenger Distribution by Airport**

■ 2024 ■ 2025 ■ 2026



## CANADIAN RESIDENTS TRAVELING TO MEXICO

January-February 2026: **889,631** air passengers were Canadian residents, an **9.2%** increase compared to 2025.

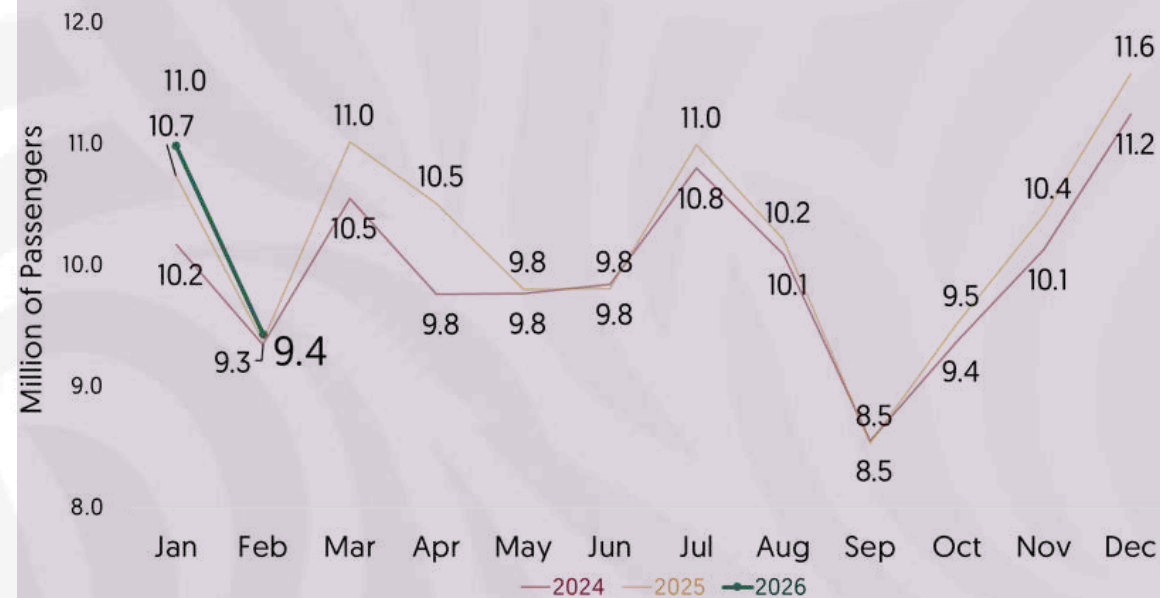


Fuente: Unidad de Política Migratoria, Registro e Identidad de Personas de la Secretaría de Gobernación.  
<https://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Residencia.aspx>



## PASSENGERS ON DOMESTIC AND INTERNATIONAL FLIGHTS

January-February 2026: **20.4 million** air passengers were recorded, an increase of **1.5%** compared to the same period in 2025.



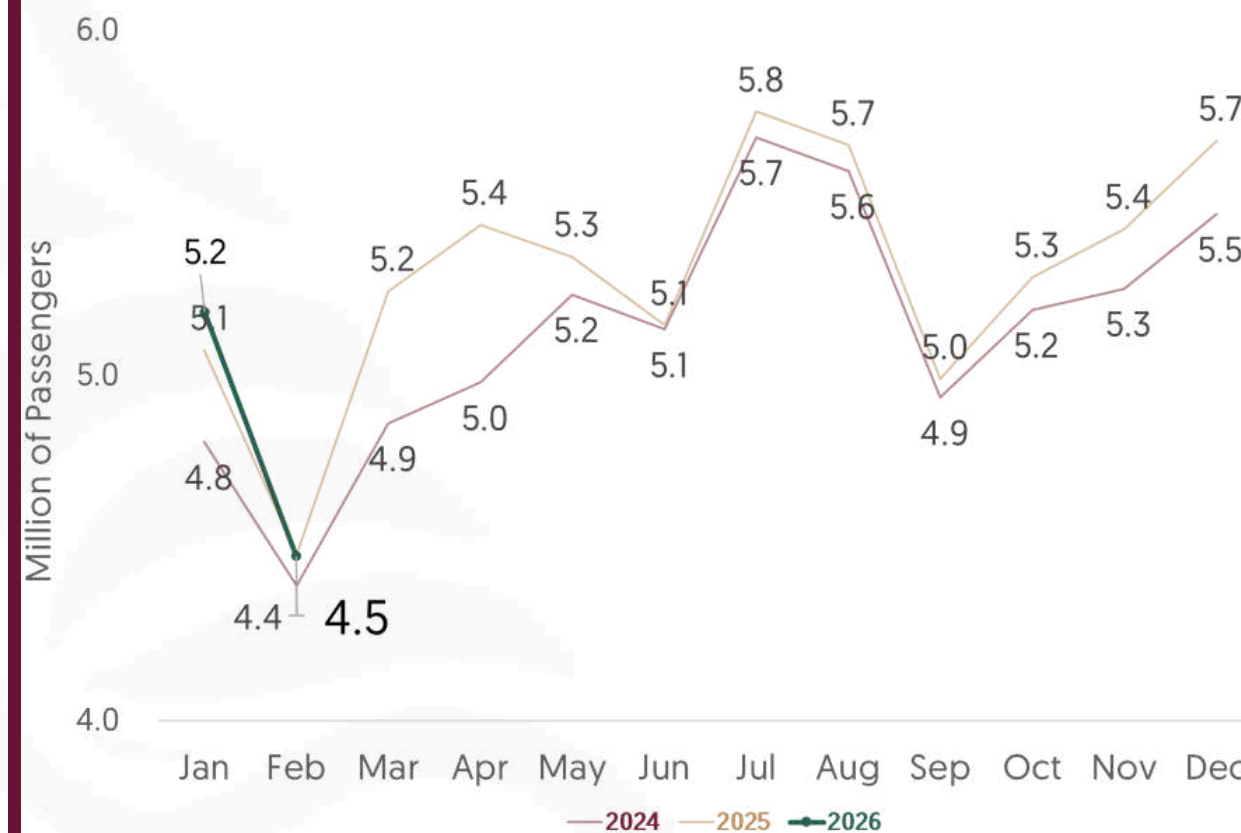
Preliminary figures for 2024.  
Source: Federal Civil Aviation Agency (AFAC).

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

## PASSENGERS ON FLIGHTS

### NATIONAL

January-February 2026: **9.7 million** passengers were recorded on domestic flights, an increase of **1.1%** compared to the same period in 2025.

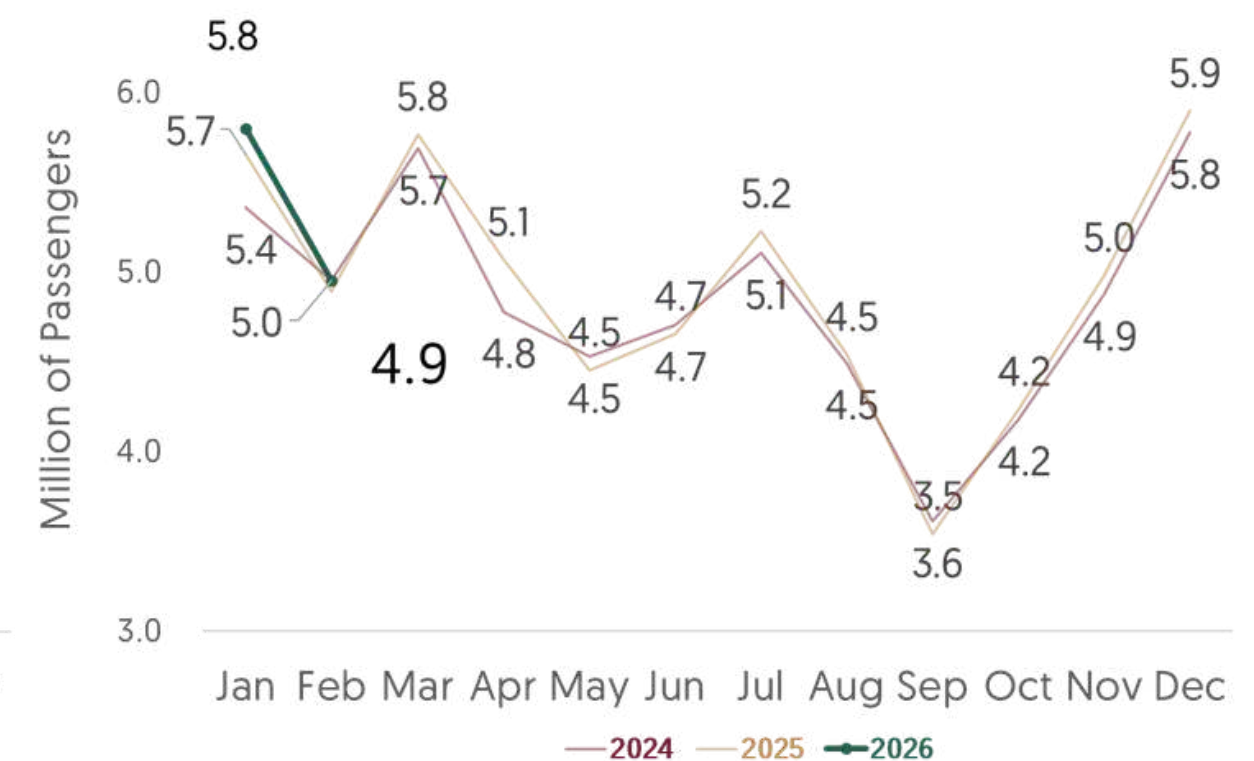


Preliminary figures for 2024.  
Source: Federal Civil Aviation Agency (AFAC).

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

### INTERNATIONAL

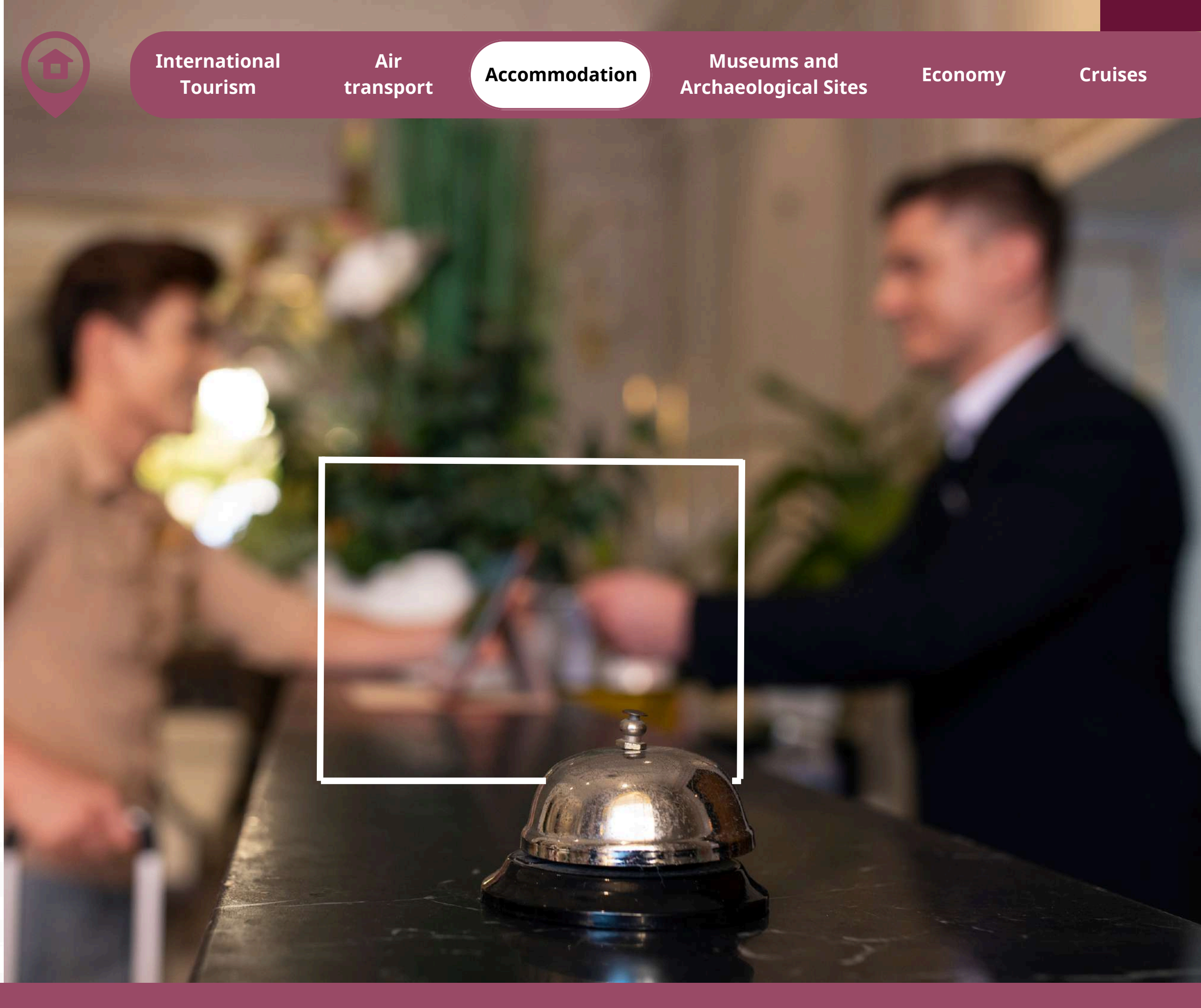
January-February 2026: **10.7 million** passengers were recorded on international flights, an increase of **1.9%** compared to the same period in 2025.





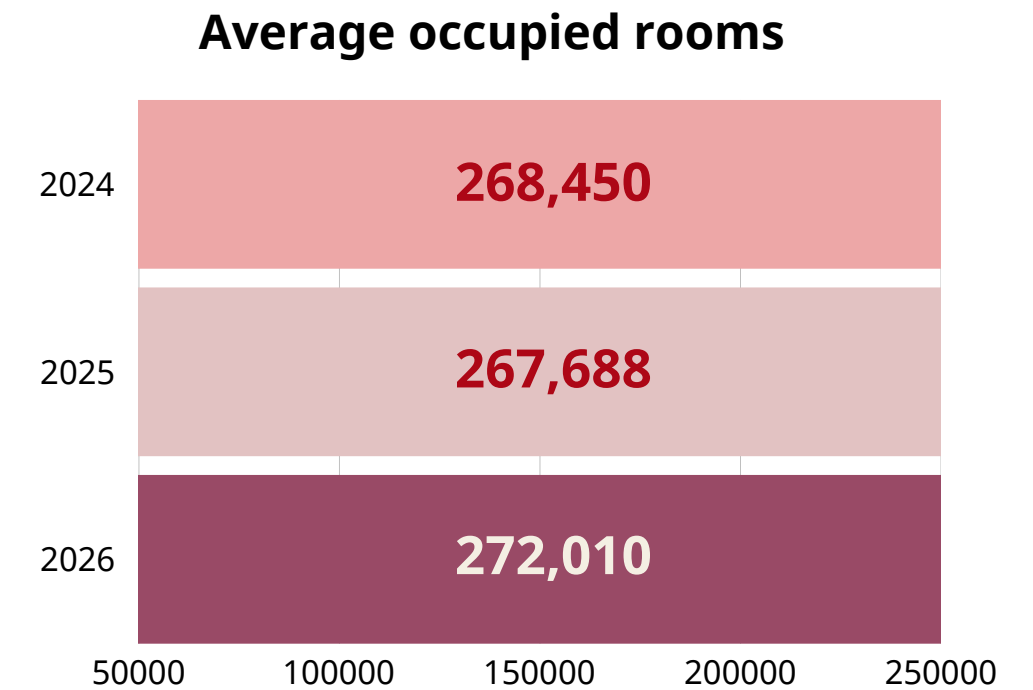
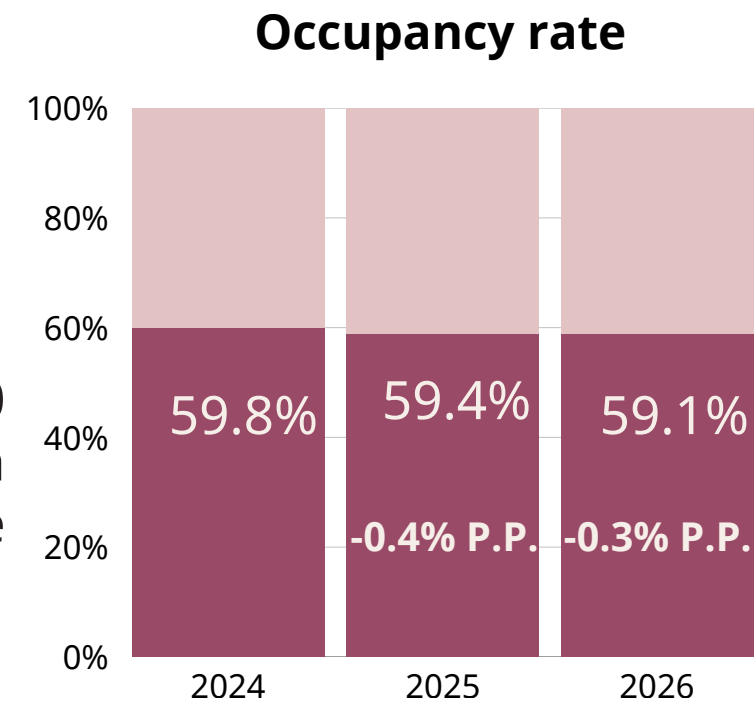
# 3

## Accommodation



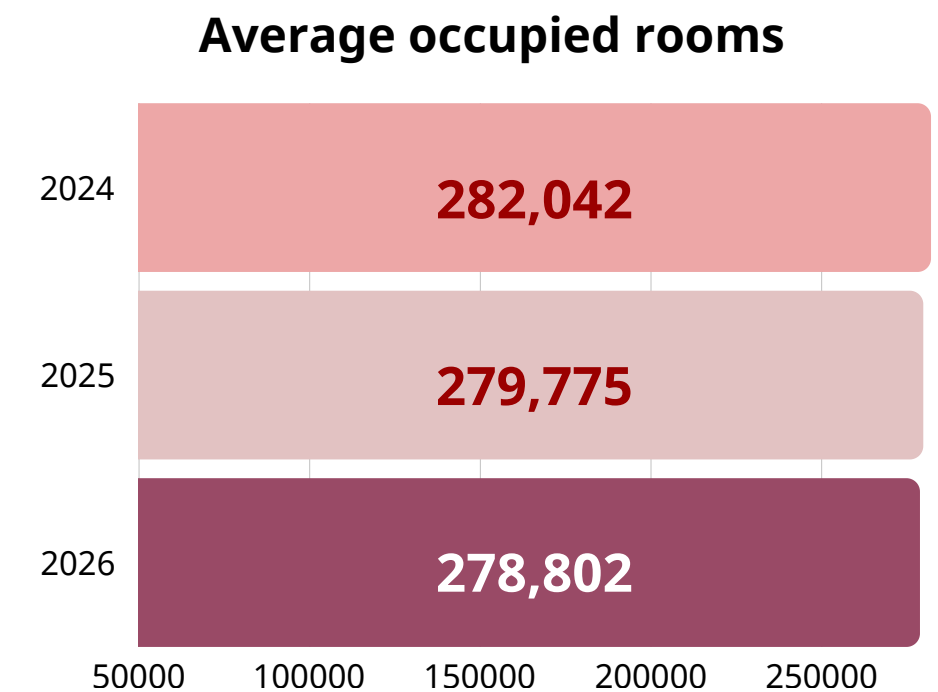
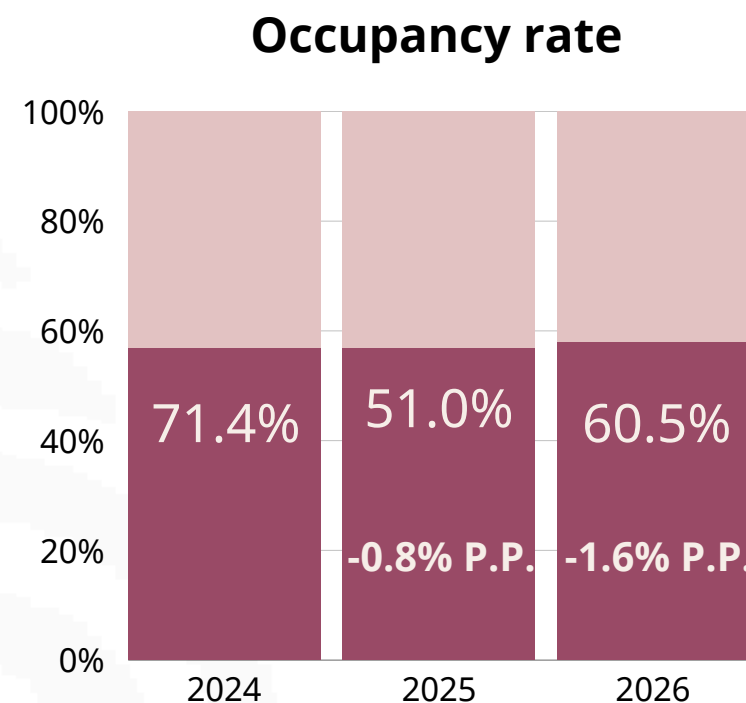
## HOTEL OCCUPANCY RATE (JANUARY-FEBRUARY)

January–February 2026: The hotel occupancy rate across 70 selected tourist centers averaged **59.1%**, representing an decrease of **0.3 percentage points** compared to the same period of 2025.



## HOTEL OCCUPANCY RATE (FEBRUARY)

January–February 2026: The hotel occupancy rate across 70 selected tourist centers averaged **60.5%**, representing a decrease of **1.6 percentage points** compared to the same period of 2025.

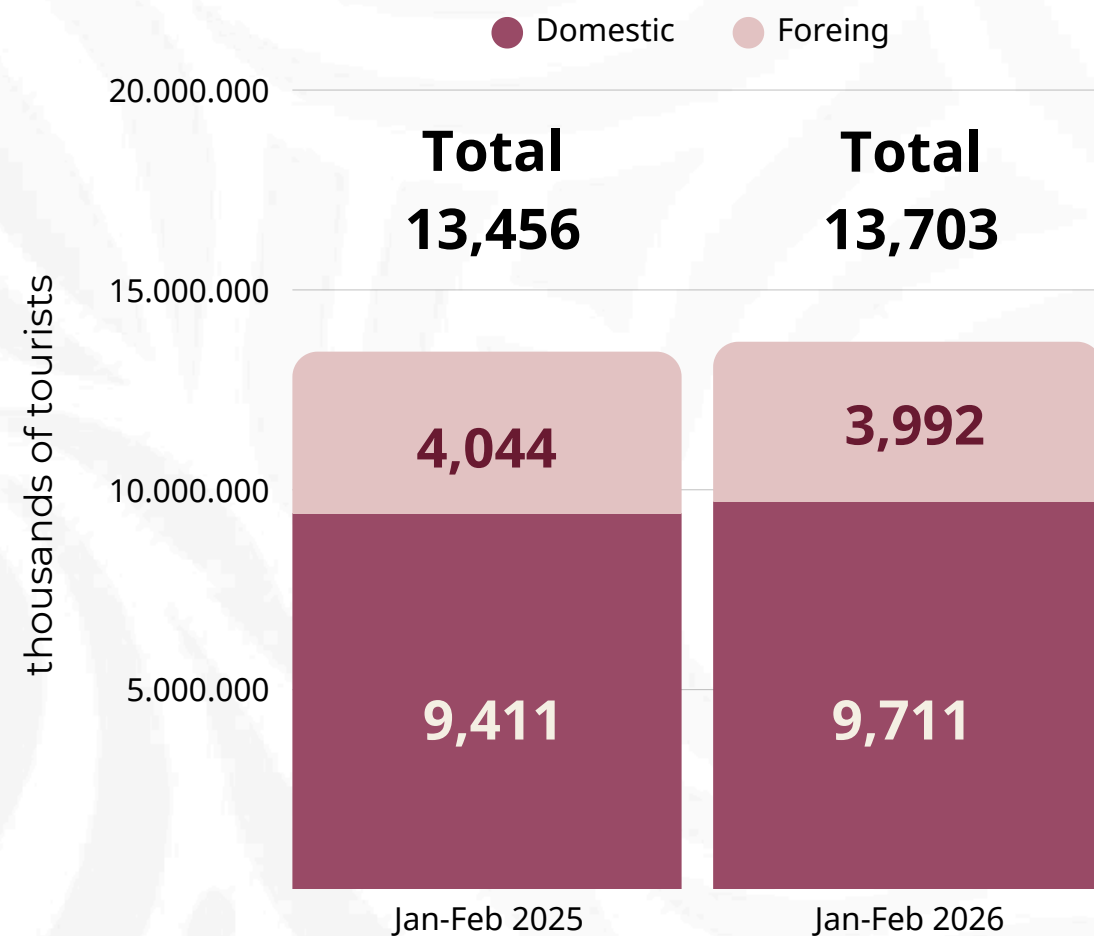


Note: The variation may not match exactly due to rounding. Occupancy variation in percentage points.

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

## TOURIST ARRIVALS AT HOTEL ROOMS

January–February 2026: A total of **13.7 million** tourists stayed in hotel rooms, of which **9.7 million** were domestic tourists (**70.9%**) and **4.0 million** were international tourists (**29.1%**).



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–February 2026: The hotel occupancy rate by type of destination was **70.9%** in beach destinations and **48.8%** in cities.



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

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

### JANUARY-FEBRUARY

Center Type	2025	2026	Percentage Difference 2026 vs 2025
<b>Total</b>	59.4%	59.1%	-0.3 pp
<b>Beach Centers</b>	71.8%	70.9%	-1.0 pp
<b>Cities</b>	48.8%	48.8%	0 pp

### FEBRUARY

Center Type	2025	2026	Percentage Difference 2026 vs 2025
<b>Total</b>	62.2%	60.5%	-1.6 pp
<b>Beach Centers</b>	73.3%	71.4%	-2.0 pp
<b>Cities</b>	52.6%	51.0%	-1.6 pp

# OCCUPANCY PERCENTAGE RANKING

## FEBRUARY

TOURIST DESTINATION	2025	2026	PERCENTAGE CHANGE 2026 VS 2025
Playacar, Quintana Roo	92.5%	91.5%	-1.0pp
Cabo San Lucas, Baja California Sur	84.0%	83.2%	-0.9 pp
Nuevo Nayarit, Nayarit	87.2%	83.1%	-4.1pp
Puerto Vallarta, Jalisco	86.4%	80.5%	-6.0pp
Zona Corredor Los Cabos, Baja California Sur	76.0%	80.4%	4.4pp
Akumal, Quintana Roo	88.1%	79.2%	-8.9pp
Cancun, Q. Roo.	80.0%	78.9%	-1.1pp
Playa del Carmen, Quintana Roo	83.4%	78.0%	-5.4pp
San Jose del Cabo Baja California Sur	74.7%	76.7%	2.0pp
Bahías de Huatulco, Oaxaca	77.3%	78.5%	-1.5pp

## JANUARY-FEBRUARY

TOURIST DESTINATION	2025	2026	PERCENTAGE CHANGE 2026 VS 2025
Playacar, Quintana Roo	91.7%	91.8%	0.2pp
Nuevo Nayarit, Nayarit	86.3%	83.0%	-3.3pp
Cabo San Lucas Baja California Sur	82.1%	81.0%	-1.1pp
Puerto Vallarta, Jalisco	84.6%	81.0%	-3.6pp
Akumal, Quintana Roo	78.9%	78.9%	0pp
Bahias de Huatulco, Oaxaca	77.5%	78.6%	1.1pp
Cancun, Q. Roo.	78.4%	78.6%	0.2pp
Playa del Carmen, Quintana Roo	81.8%	78.5%	-3.3pp
Zona Corredor Los Cabos, Baja California Sur	72.4%	76.3%	3.9pp
San Jose del Cabo Baja California Sur	70.7%	69.8%	-0.9pp

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

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



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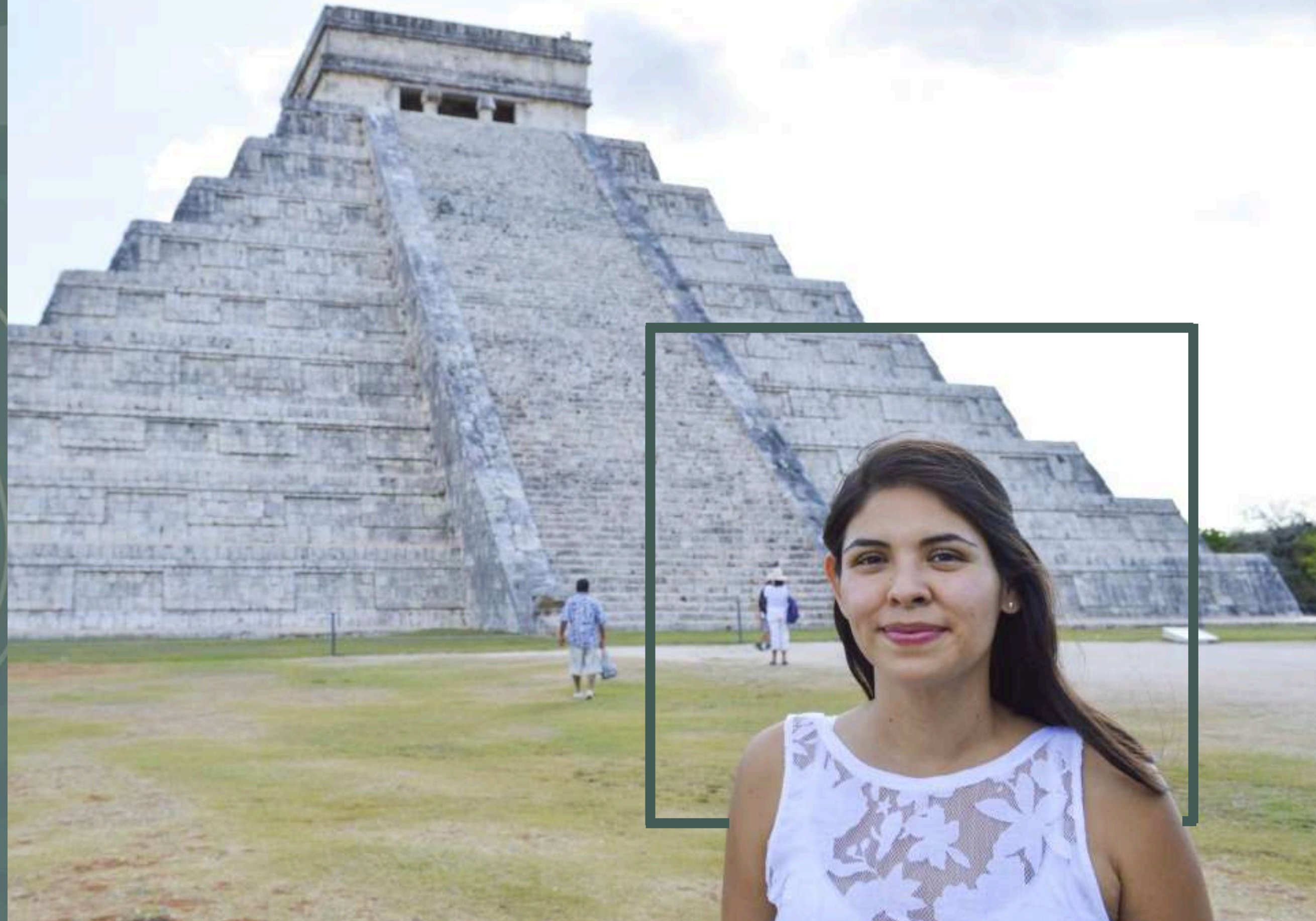
Museums and  
Archaeological Sites

Economy

Cruises

# 4

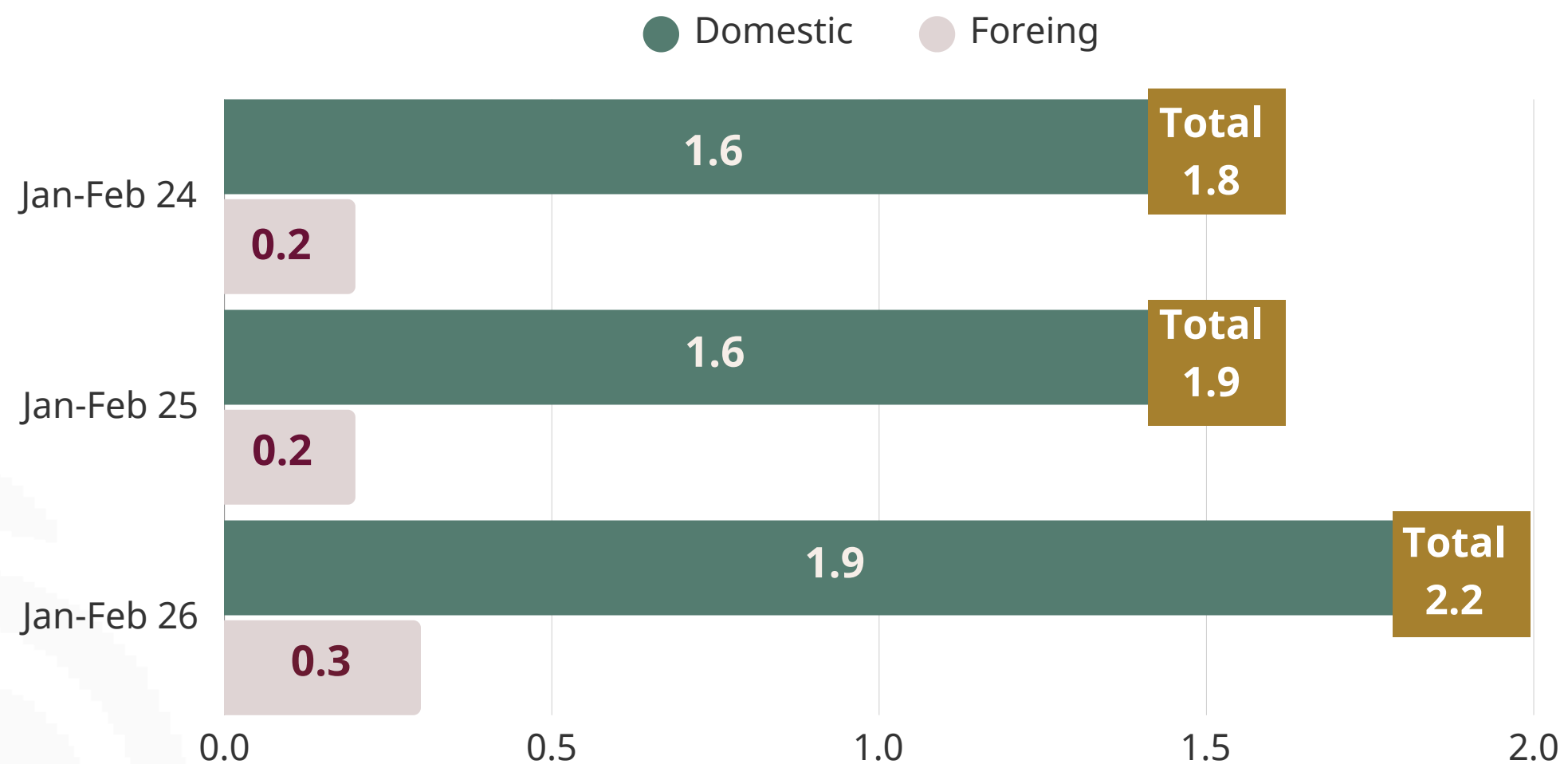
## Museums and Archaeological Sites





## VISITORS TO MUSEUMS

January–February 2026: A total of **2.18 million visitors attended museums**, representing an increase of **16.2%** compared to 2025. Of the total, **87.9%** were domestic visitors and **12.1%** were international visitors.

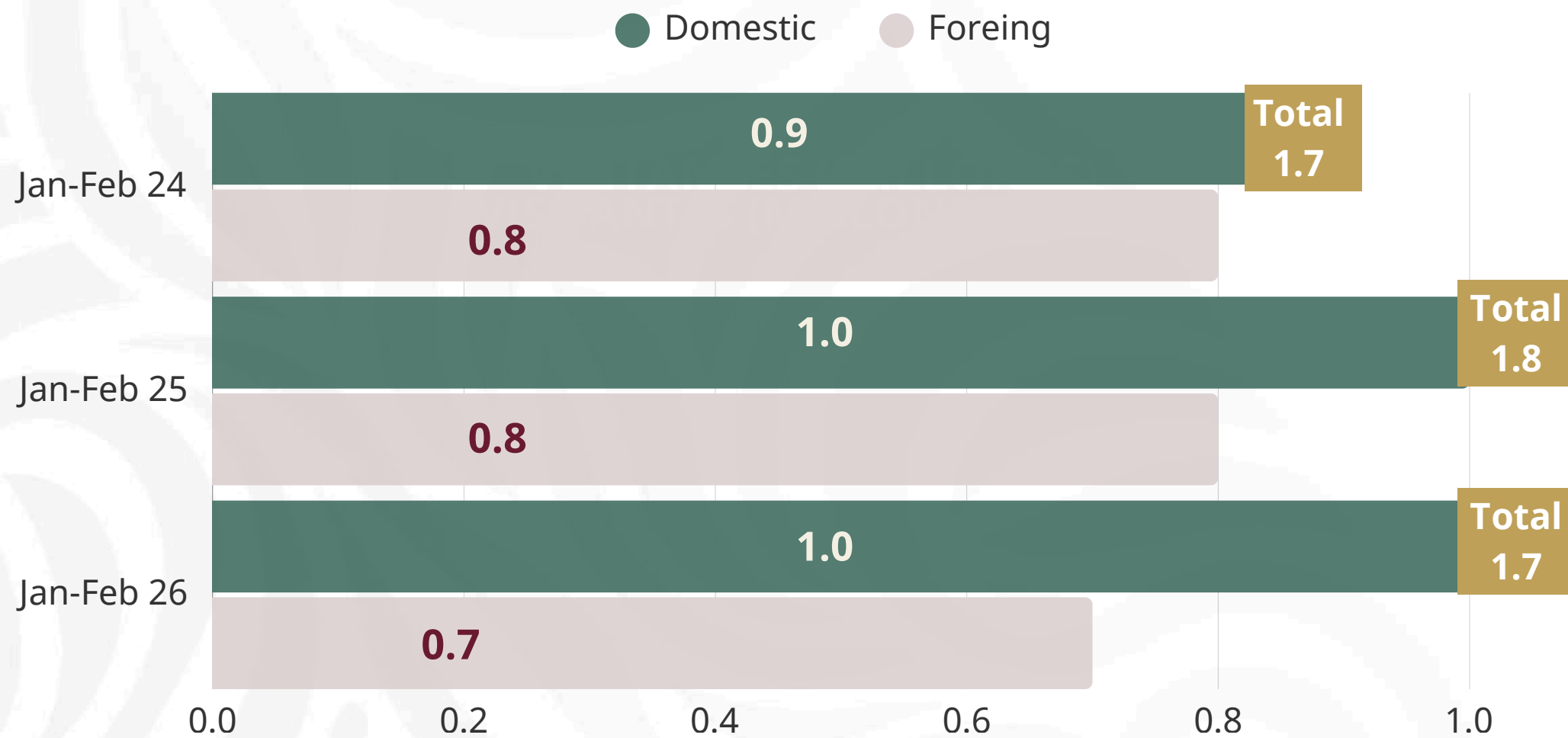


Source: National Institute of Anthropology and History (INAH).

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

## VISITORS TO ARCHAEOLOGICAL SITES

January–February 2026: A total of **1.68 million** visitors were recorded at archaeological sites. Of the total, **57.6%** were domestic visitors and **42.4%** were international visitors.



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

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





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# 5

## Economy



International  
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Museums and  
Archaeological Sites

**Economy**

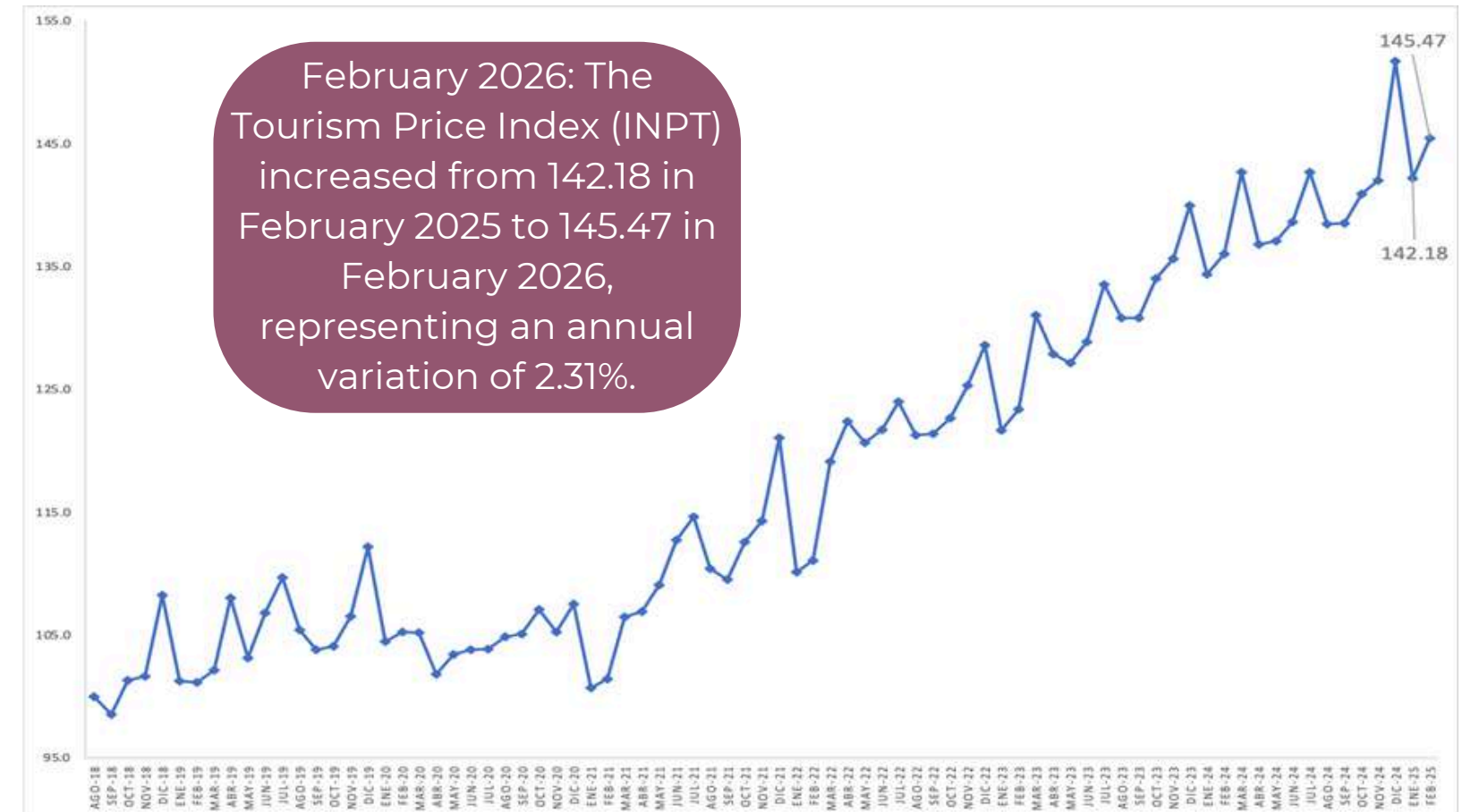
Cruises



# NATIONAL TOURIST PRICE INDEX (INPT) FEBRUARY 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

January–February 2026: The balance of the international visitors account reached USD **4.376 billion**, standing **6.5%** below the level recorded in 2025 and **89.0%** above the level observed in 2019.



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# 6

## Cruises

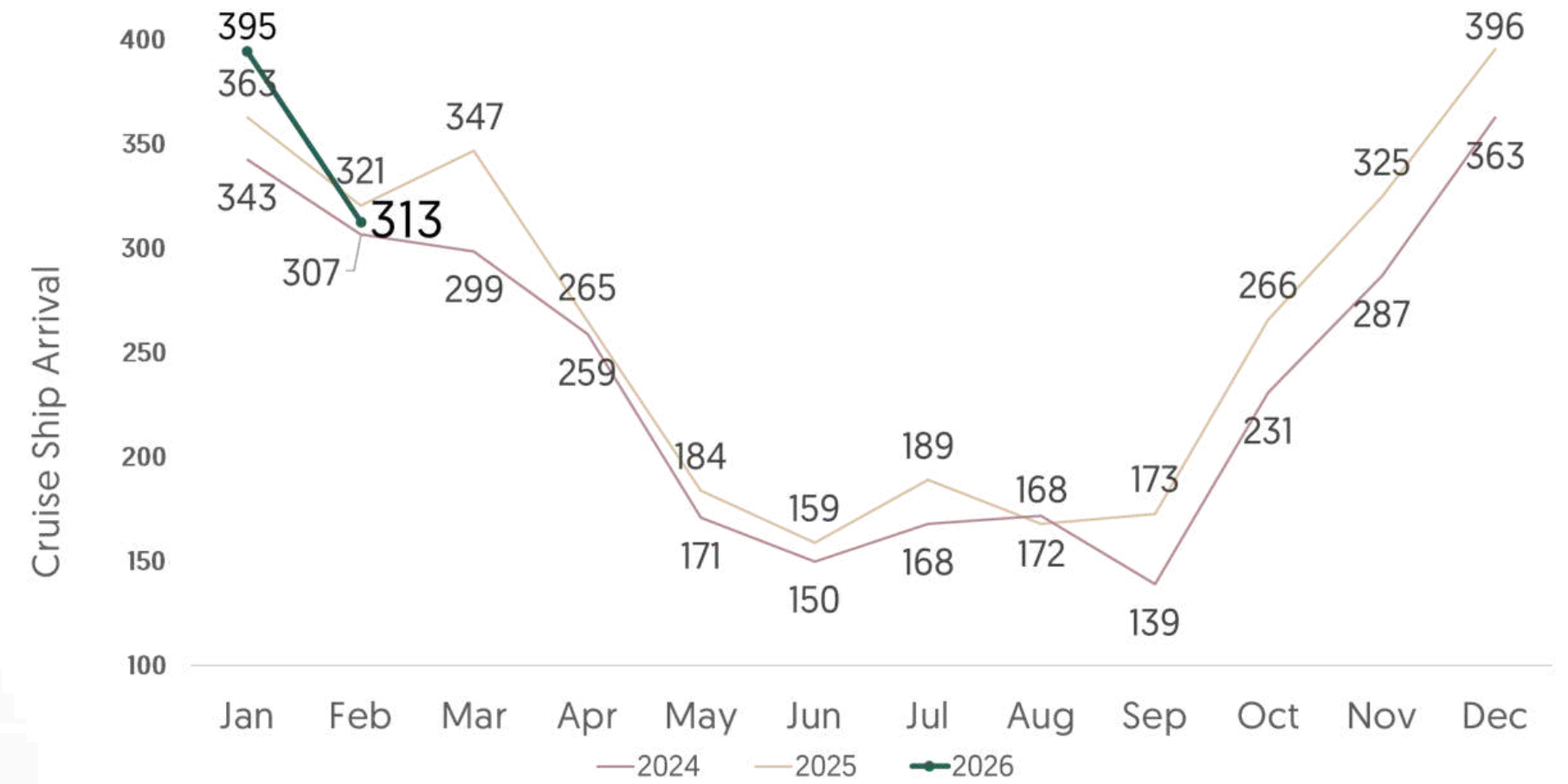
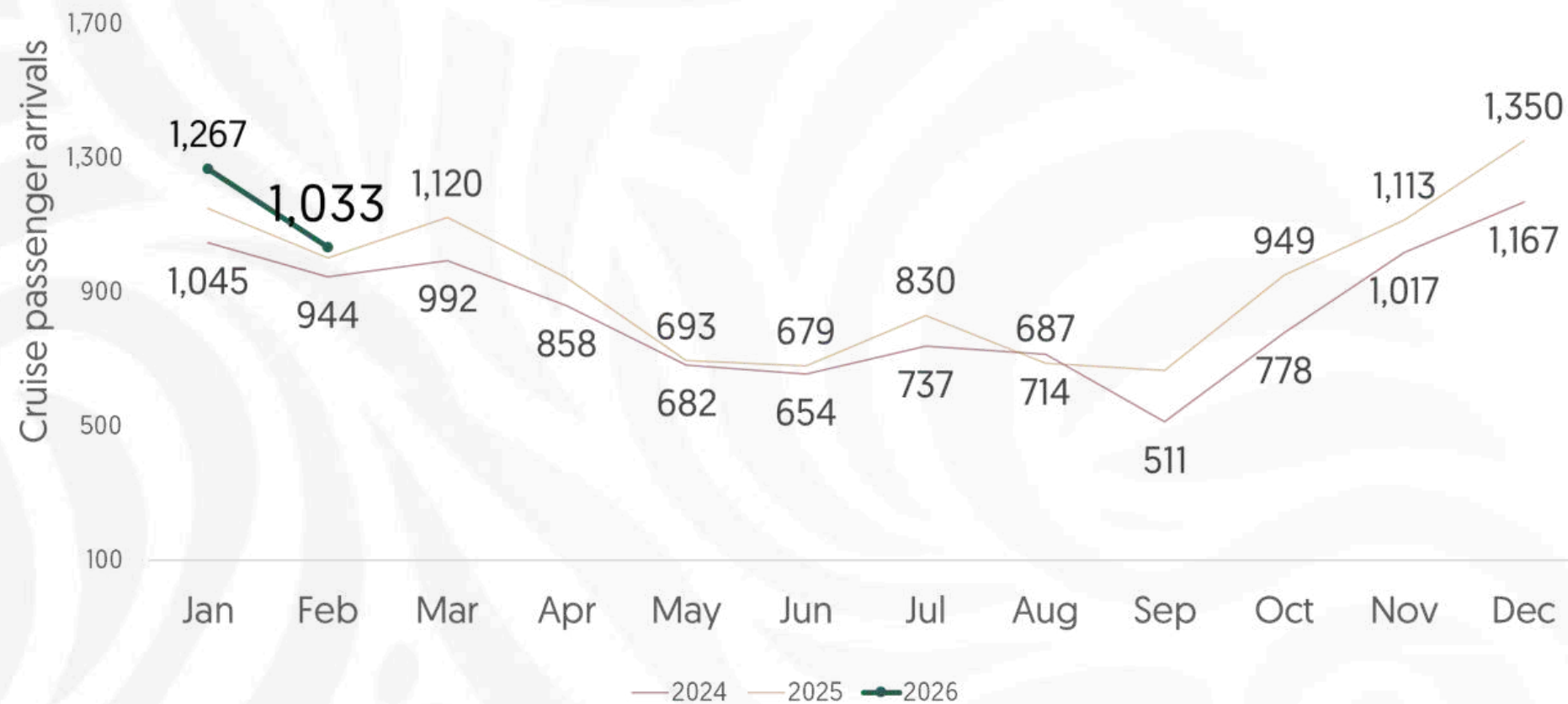


## CRUISE PASSENGERS ARRIVALS

January–February 2026: A total of 2.299 million cruise passengers arrived, representing an increase of 7.0% compared to 2025.

## CRUISE SHIPS ARRIVALS

January–February 2026: A total of 708 cruise ships arrived, representing an increase of 3.5% compared to 2025.



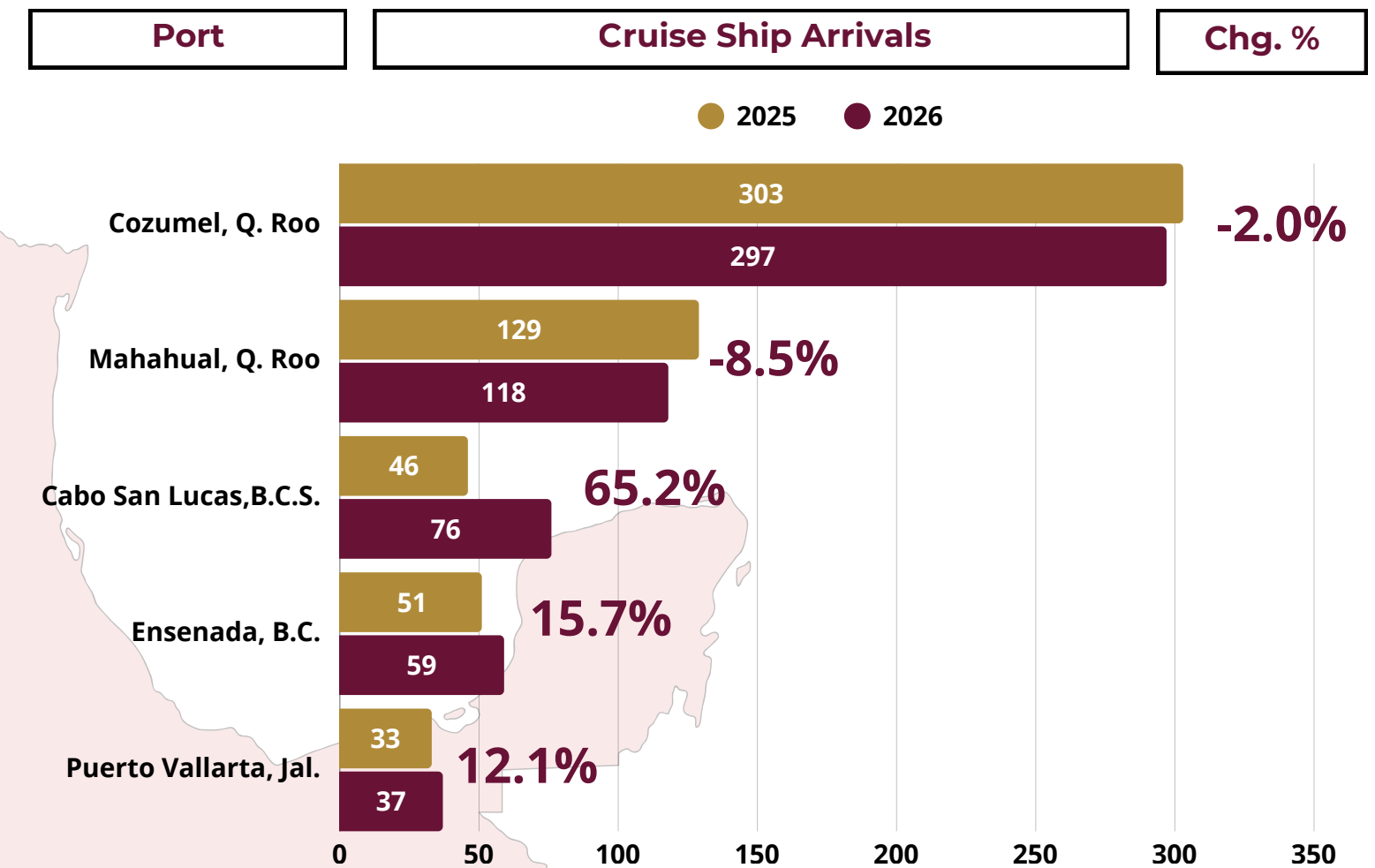
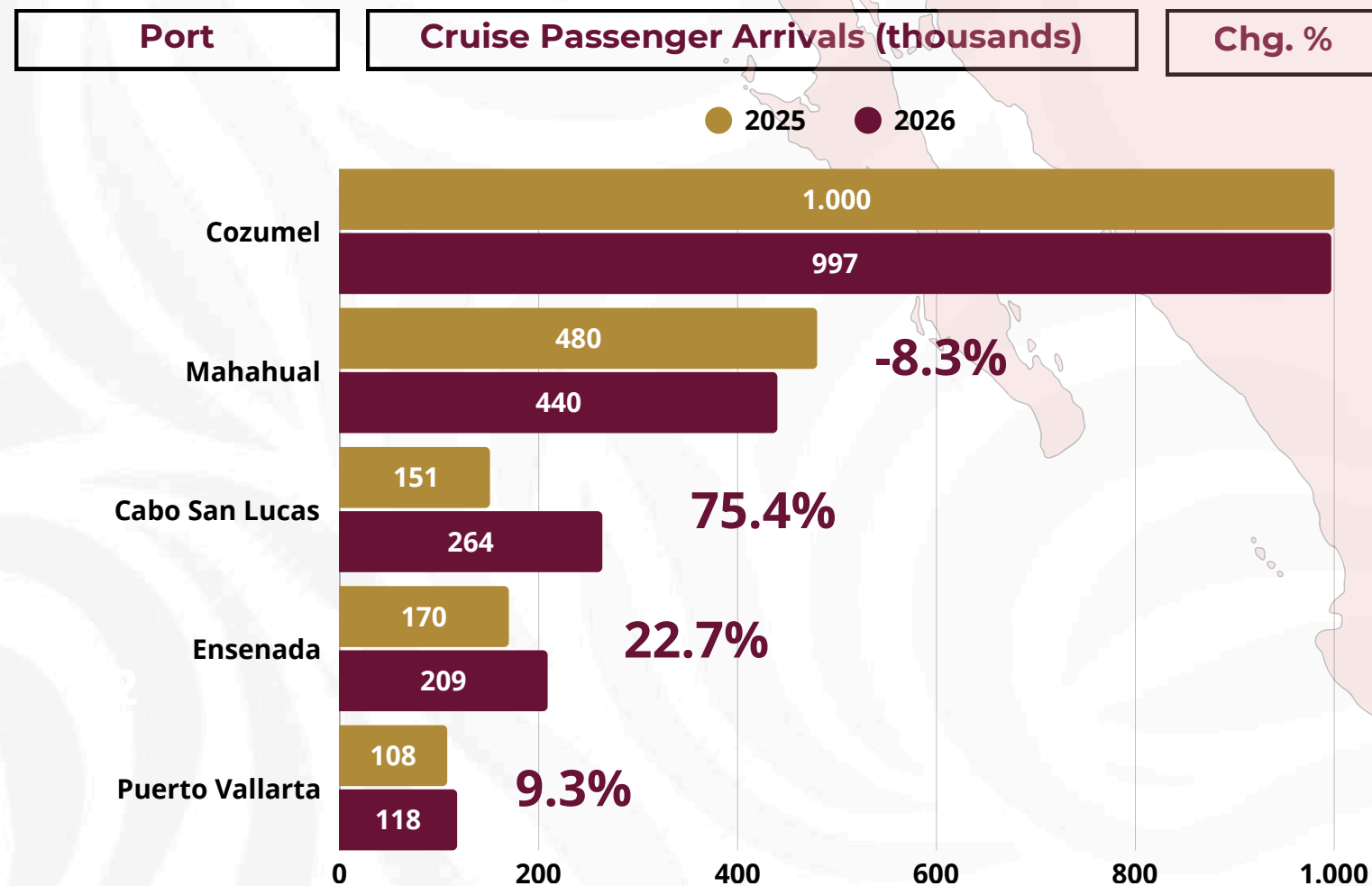
Source: Secretaría de Marina. (2024–2026). Administrative records of cruise ship arrivals. General Directorate of Ports, General Coordination of Ports and Merchant Marine.

<https://datatur.sectur.gob.mx/SitePages/cruceros.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 **88.2%** of total cruise passenger traffic nationwide.



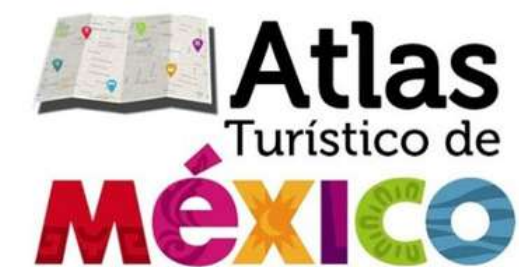
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# TOURISM

## key indicators

February 2026



**TURISMO**  
SECRETARÍA DE TURISMO

