



Gobierno de
México

Turismo
Secretaría de Turismo

TOURISM

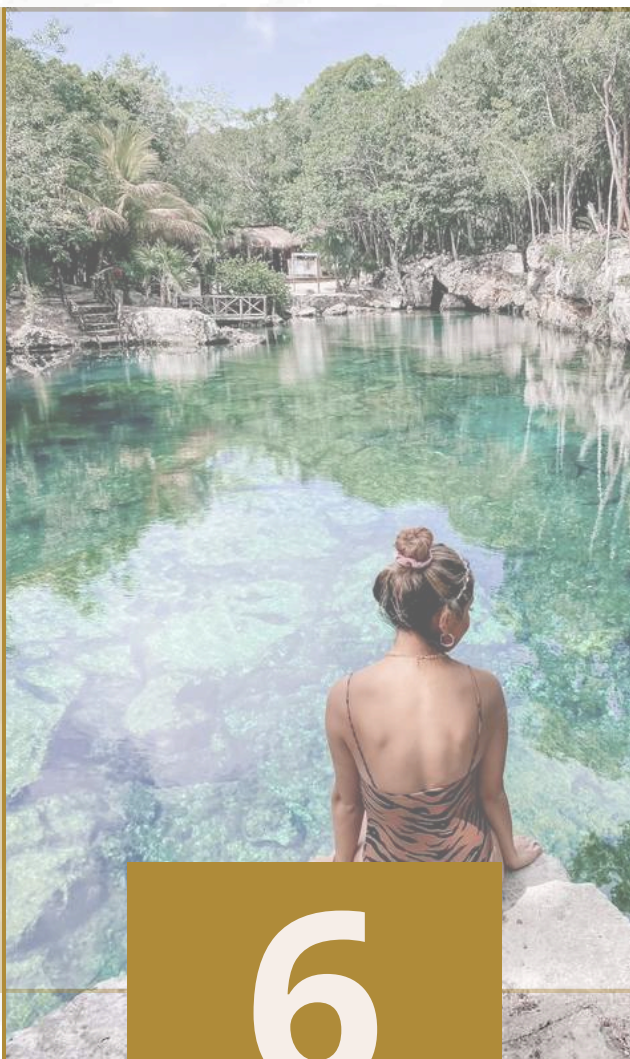
key indicators

March 2026



DATATUR 360
Análisis Integral del Turismo

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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>

STATISTICAL SUMMARY

KEY TOURISM INDICATORS | JANUARY-MARCH 2026

Arrival of international tourists



12.7

Million tourists

▲ +6.7%

Foreign exchange earnings
from international travelers

10.3

Billion USD

▲ +0.2%



Arrival by air of tourists residing in the United States



3.7

Million tourists

60% market share

Arrival by air of national and international
passengers



31.1

Million passengers

Cruise passengers arriving in Mexico



3.6

Million passengers

▲ +7.8%

Arrival of national and international tourists
at hotel rooms



12.1

Million tourists

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

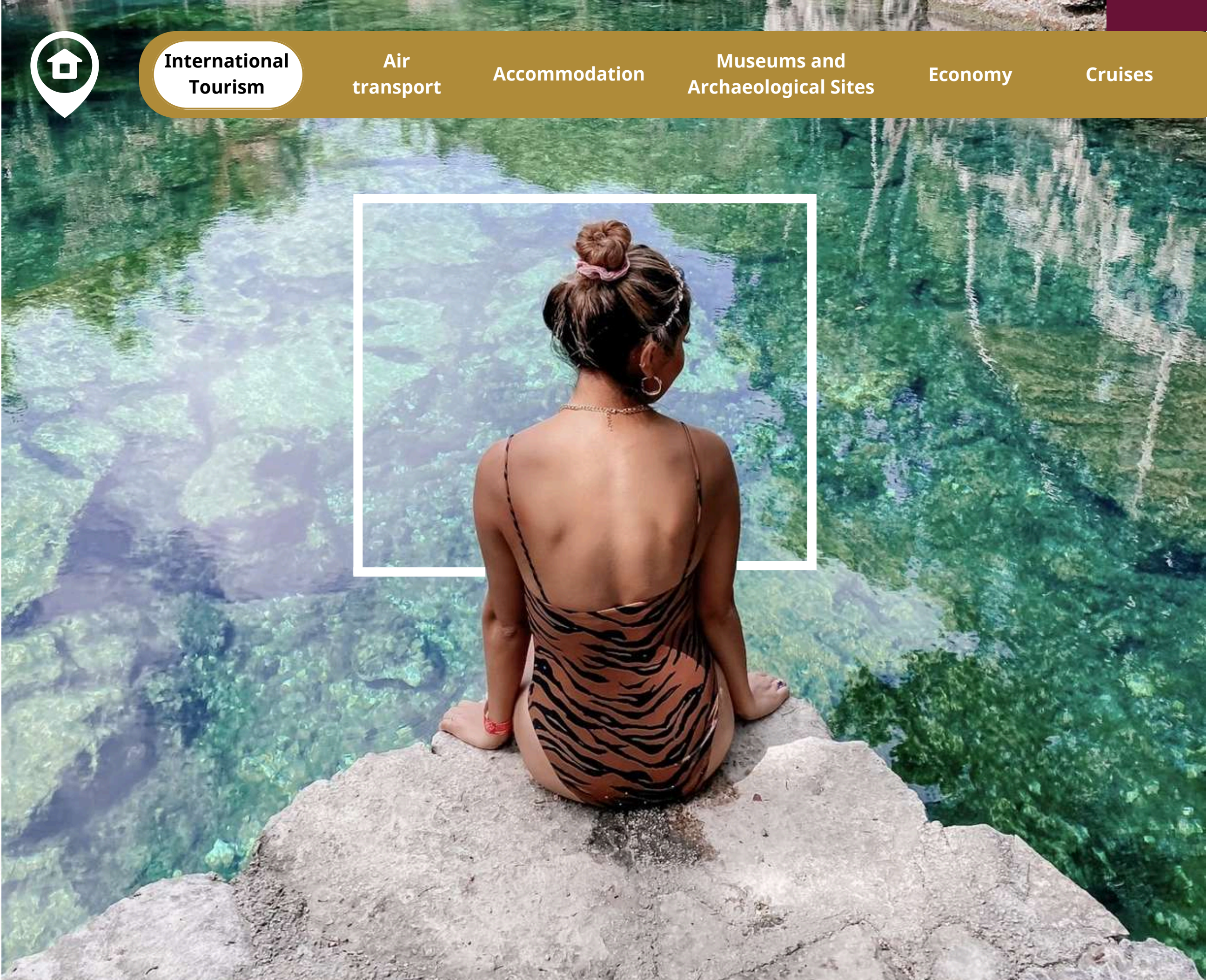


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International Tourism

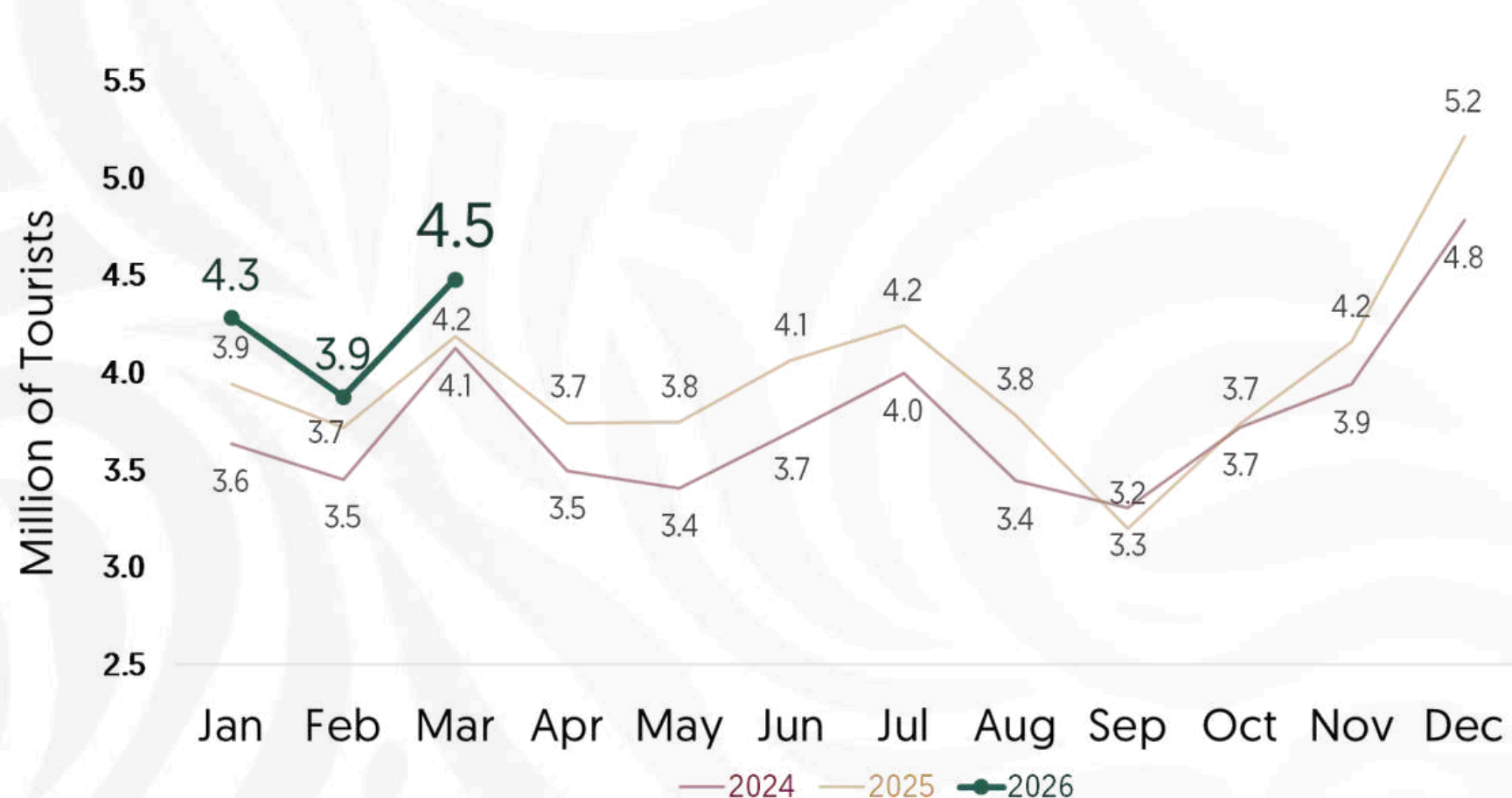


INTERNATIONAL TOURISTS TO MEXICO

January–March 2026: International tourist arrivals to Mexico totaled 12.655 million, a 6.7% year-on-year increase, reflecting continued growth in inbound tourism.

OUTBOUND TOURISM FROM MEXICO

January–March 2026: 5.177 million international tourists departed Mexico, representing a 12.8% increase over the same period in 2025.



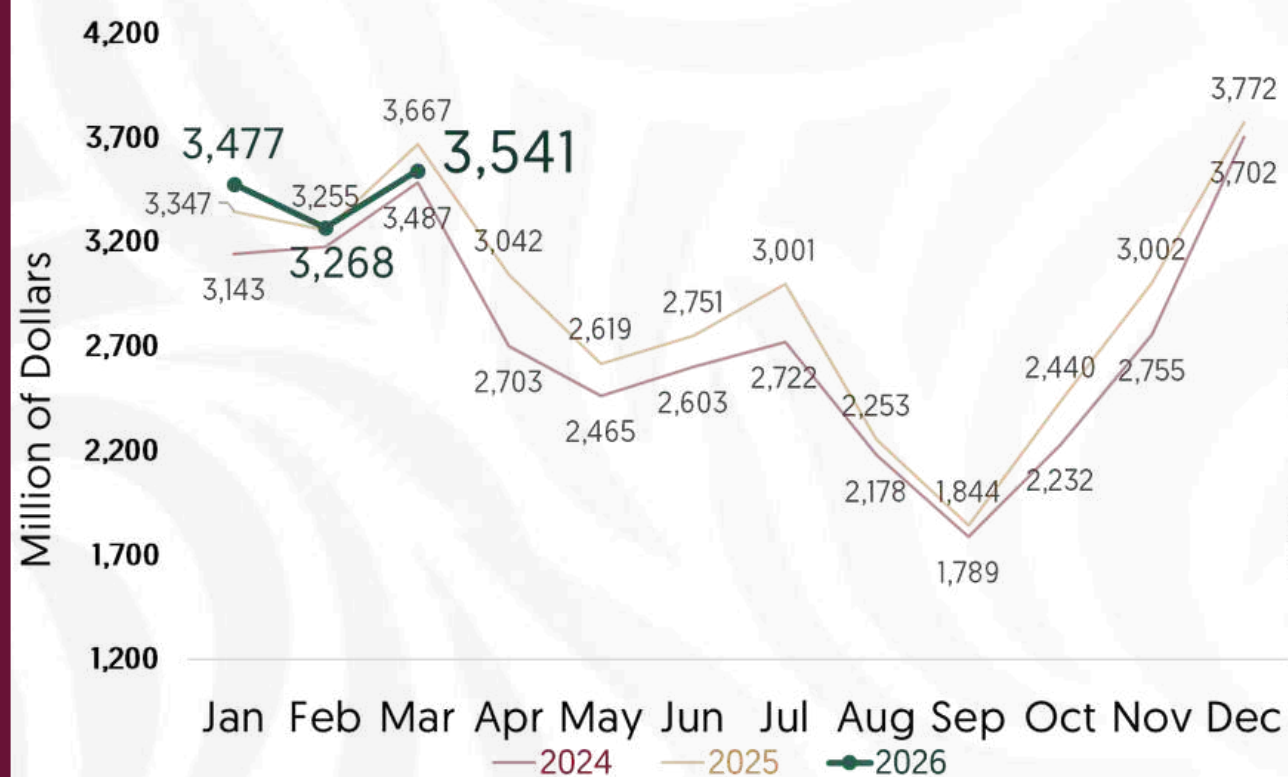
Note: In the graphs, the sum of monthly data does not coincide with the accumulated data for the period due to rounding of figures.
Source: INEGI

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



INTERNATIONAL TRAVELER SPENDING TO MEXICO

January–March 2026: International travelers' expenditure generated **US\$10.286.6 billion** in revenue, representing a **0.2%** increase over the same period in 2025.



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>

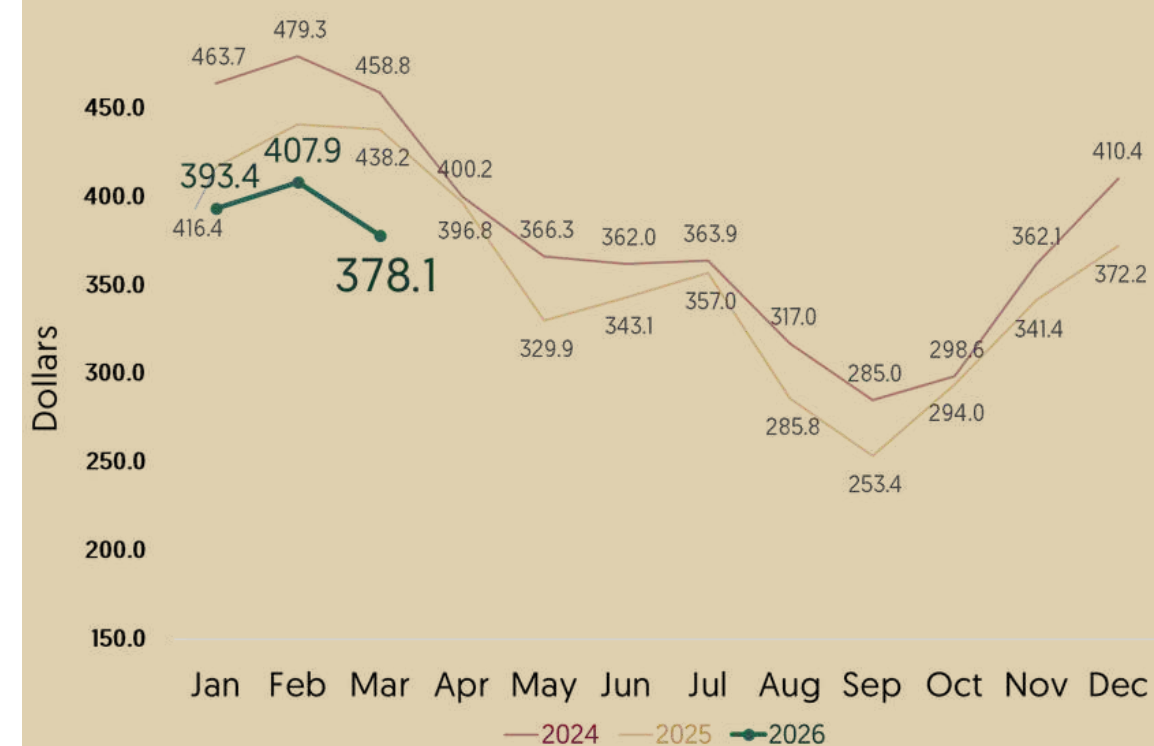
ABROAD

January–March 2026: Expenditure by Mexican residents traveling abroad totaled **US\$3.507 billion**, representing a **23.9%** increase over the same period in 2025.



AVERAGE EXPENDITURE BY INTERNATIONAL TRAVELERS

January–March 2026, average expenditure by international travelers was **US\$392.4**.



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

INTERNATIONAL TRAVELER ACCOUNT INDEX MARCH 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-March 2026, the cumulative ICVI for international tourists increased from 108.37 in 2025 to 115.64.

+6.70%



The accumulated ICVI for Inbound Tourists decreased from 114.49 in 2025 to 111.71.

-2.43%



The accumulated ICVI for Inbound Tourists by Air went from 126.72 in 2025 to 123.79.

-2.31%

INCOME



In January-March 2026, the accumulated ICVI for Total Income (Expenditure) increased from 175.46 in 2025 to 175.77.

+0.18%



The accumulated ICVI for Income (Expenditure) by Inbound Tourists decreased from 177.70 in 2025 to 174.29.

-1.92%



The accumulated ICVI for Income (Expenditure) by Inbound Tourists by Air decreased from 187.28 in 2025 to 182.93.

-2.32%

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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Air transport



International
Tourism

**Air
transport**

Accommodation

Museums and
Archaeological Sites

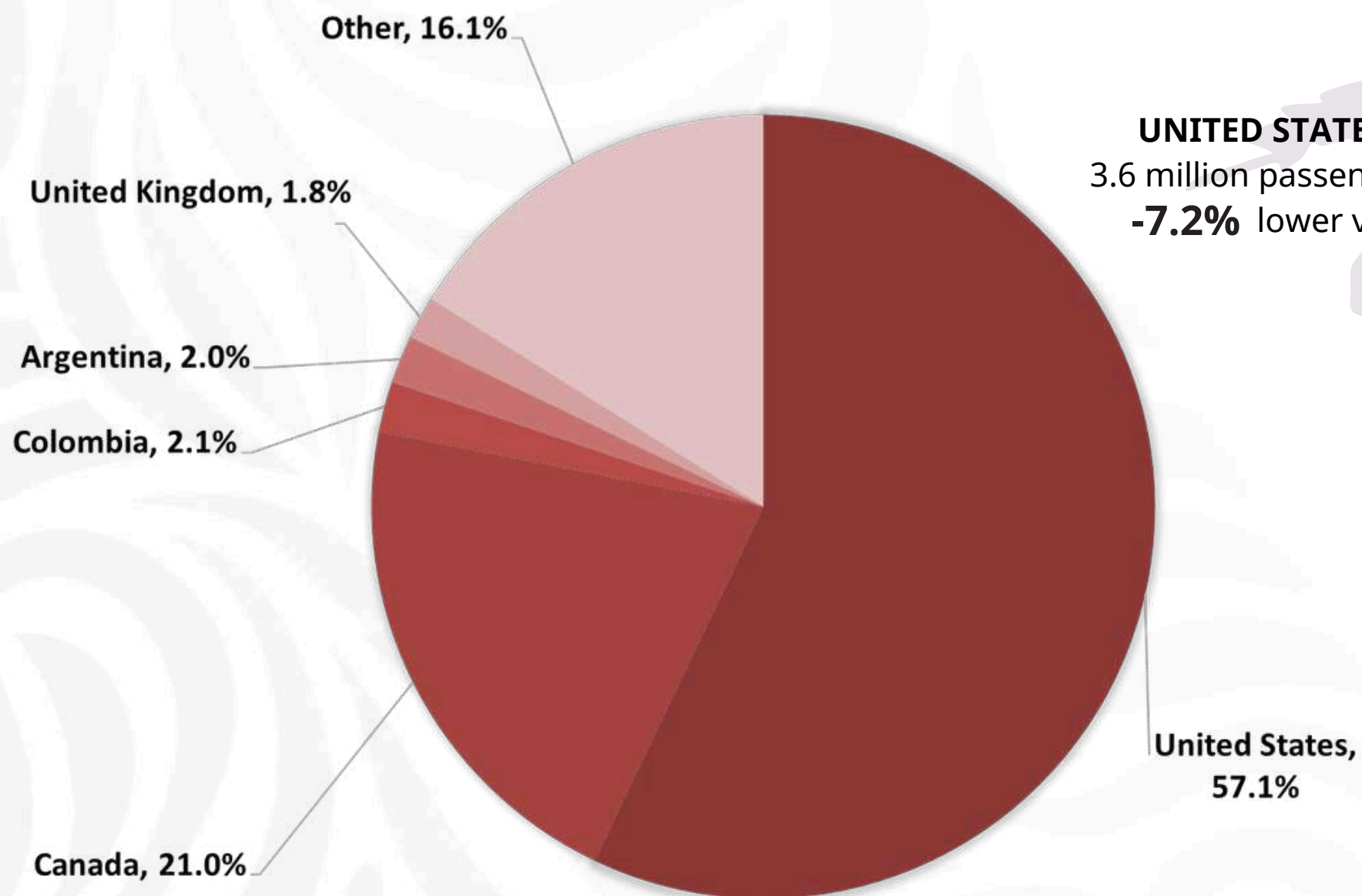
Economy

Cruises



NATIONALITIES OF PASSENGERS ARRIVING IN MEXICO

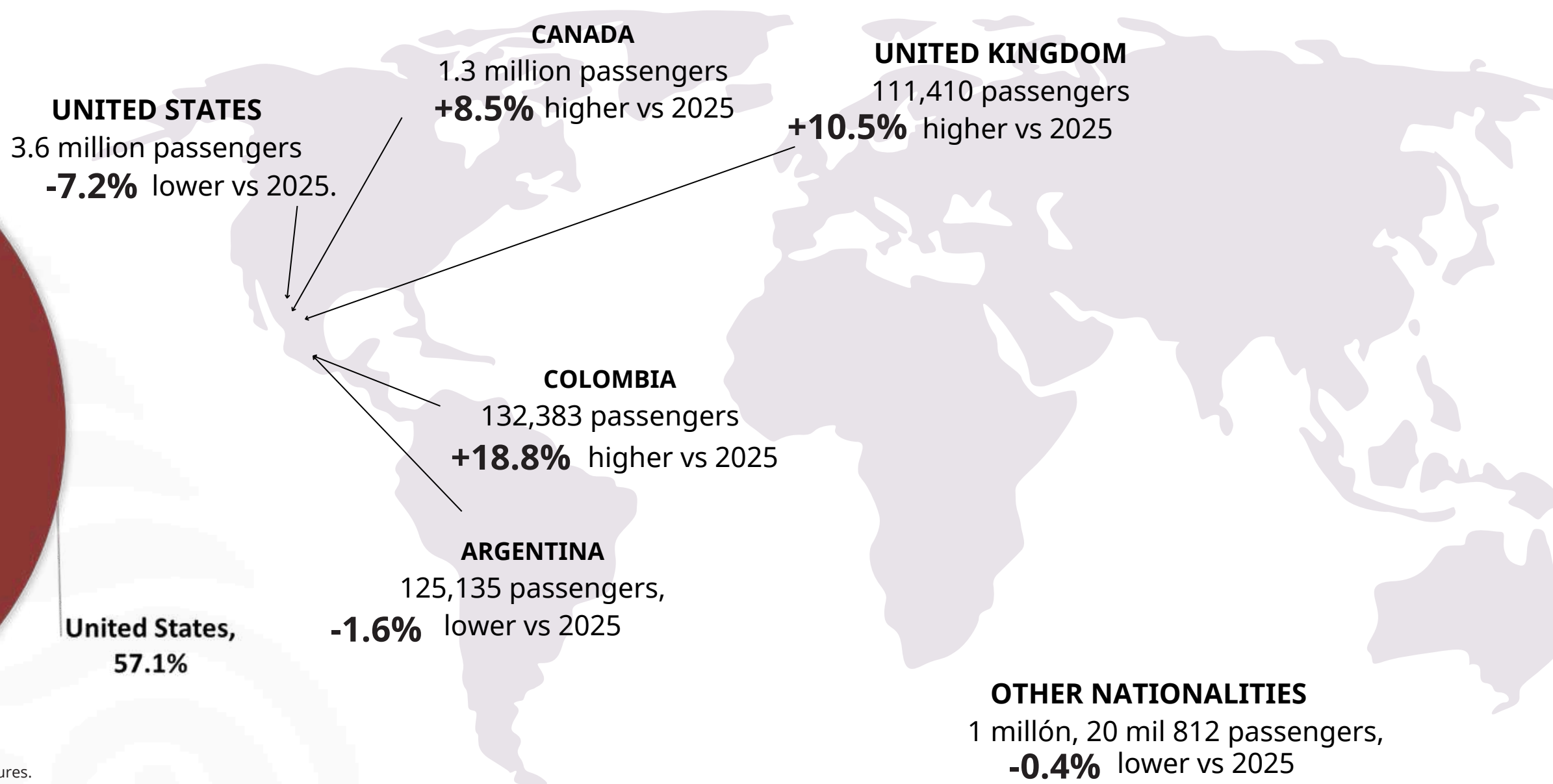
Market Share



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.

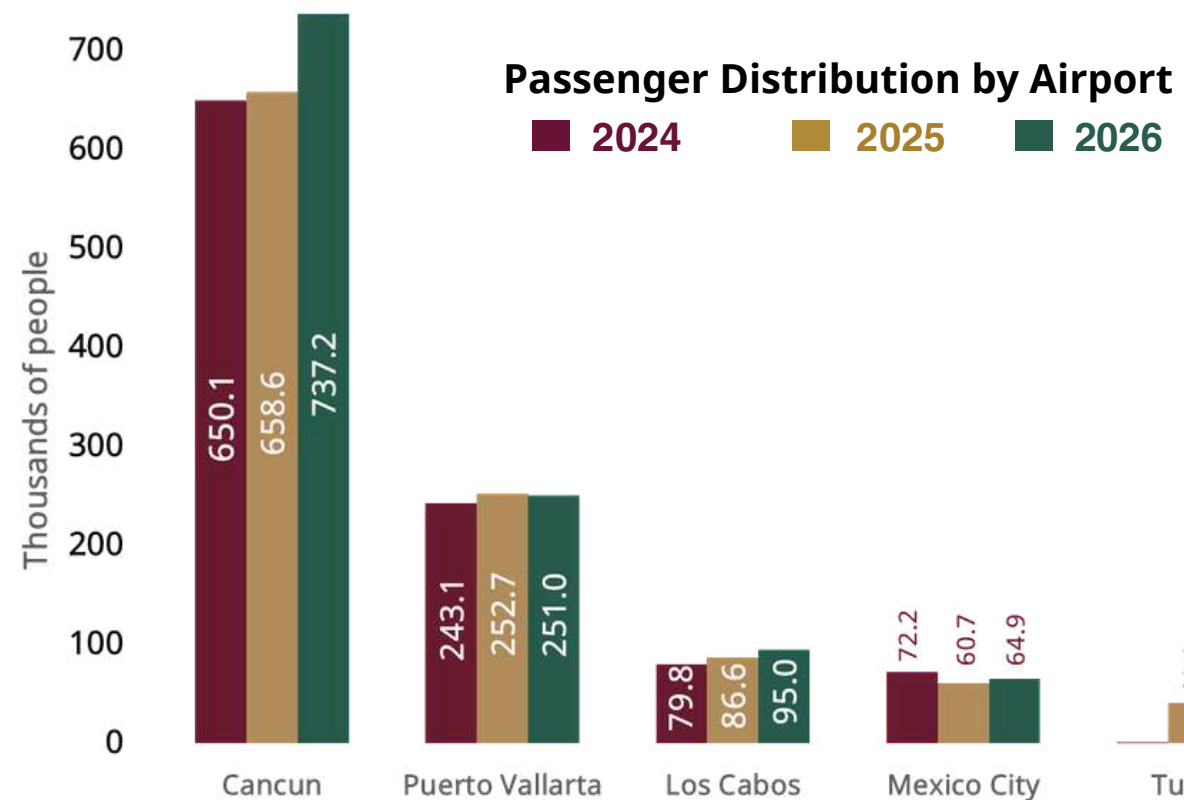
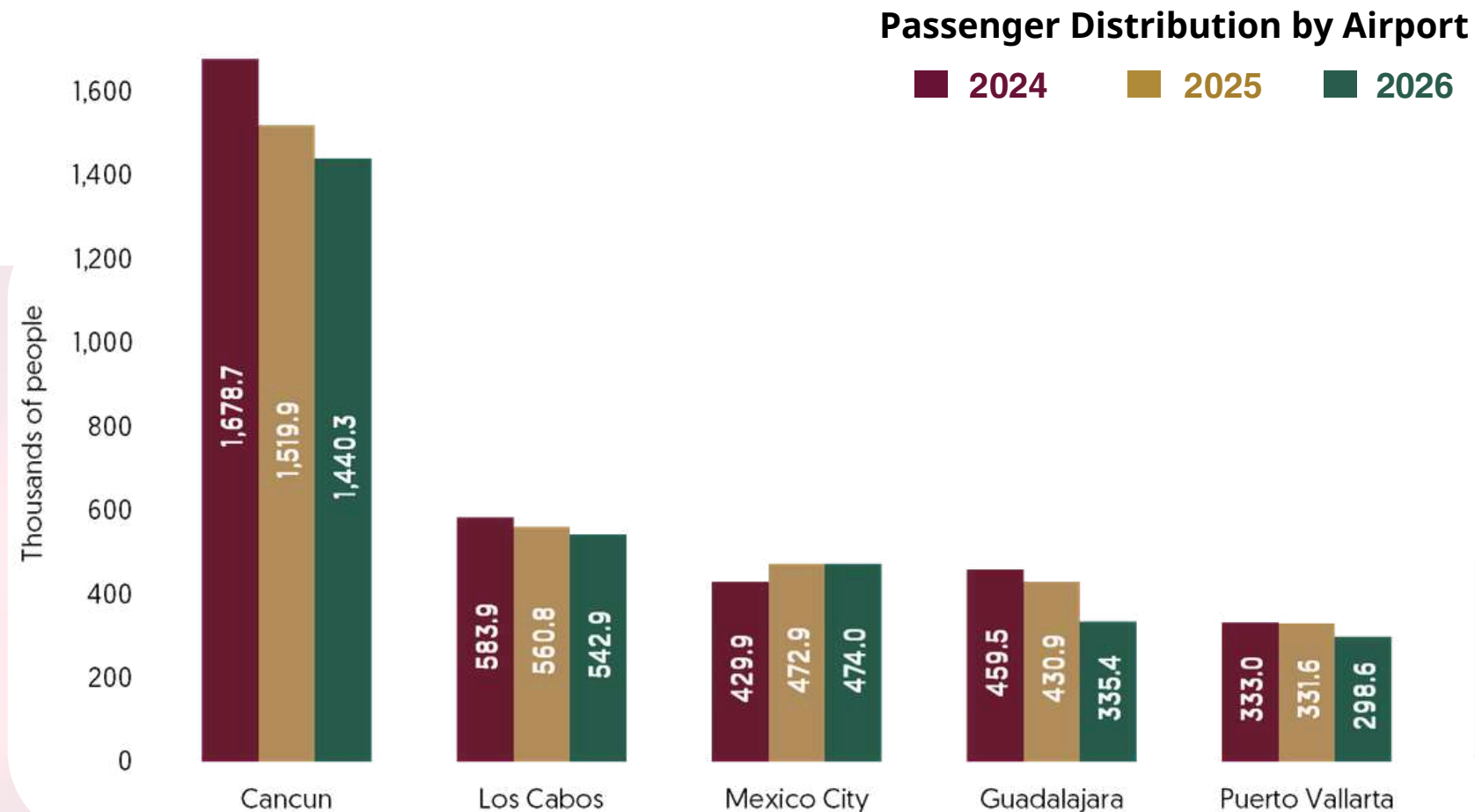
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>

January–March 2026: **6.3 million** foreign air passengers (by nationality) arrived in Mexico.



AMERICAN PASSENGERS TO MEXICO

January-March 2026: **3.6 million U.S. passengers** arrived by air.



CANADIAN PASSENGERS TO MEXICO

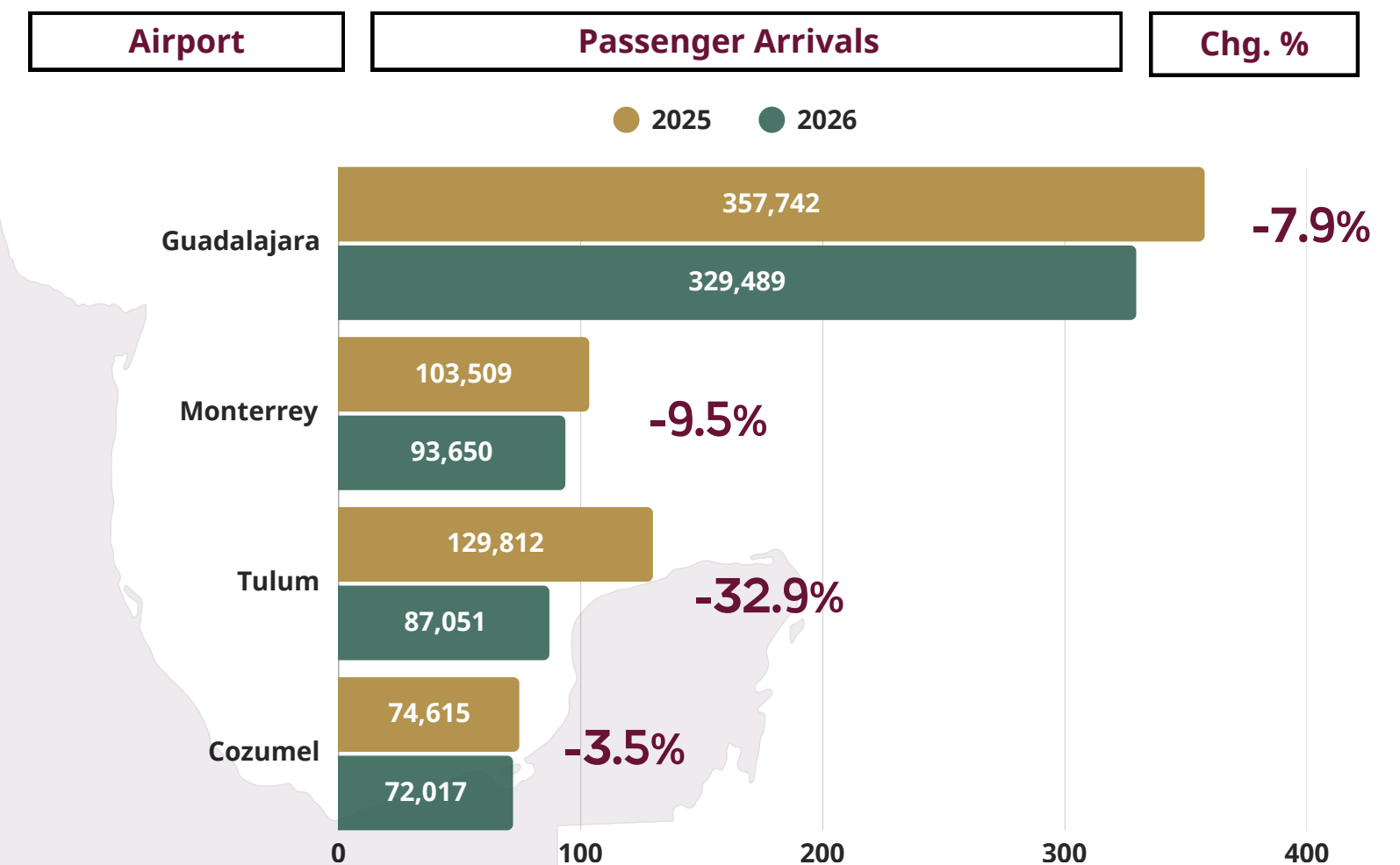
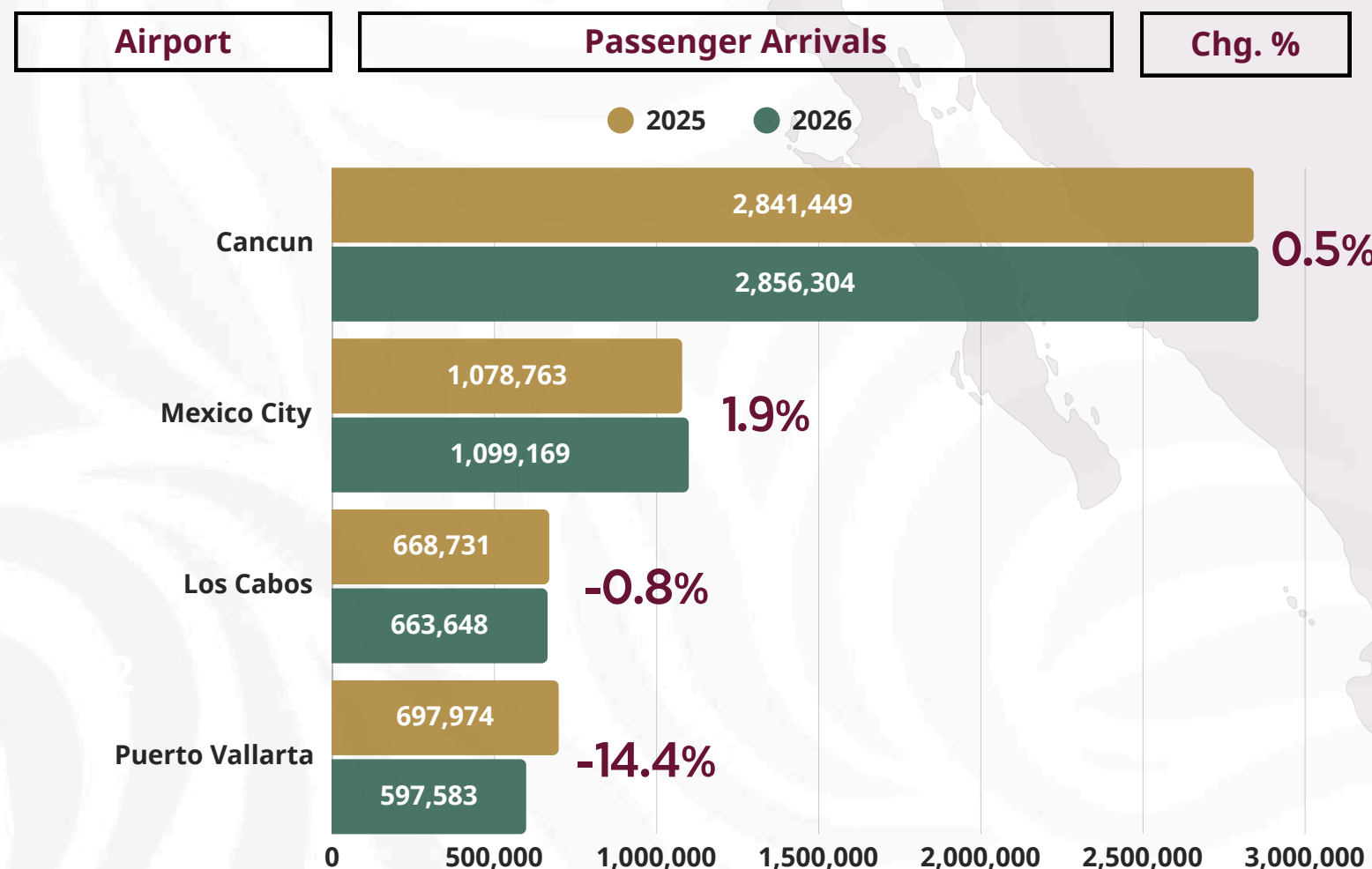
January-March 2026: **1.3 million Canadian passengers** arrived by air, an **8.5%** increase compared to the same period in 2025.

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-March 2026: the airports in Mexico with the highest number of foreign passengers were: **Cancun, Mexico City, Los Cabos, Puerto Vallarta, Guadalajara, Monterrey, Tulum and Cozumel**, together, these airports accounted for **91.5%** of total foreign passenger arrivals by nationality.



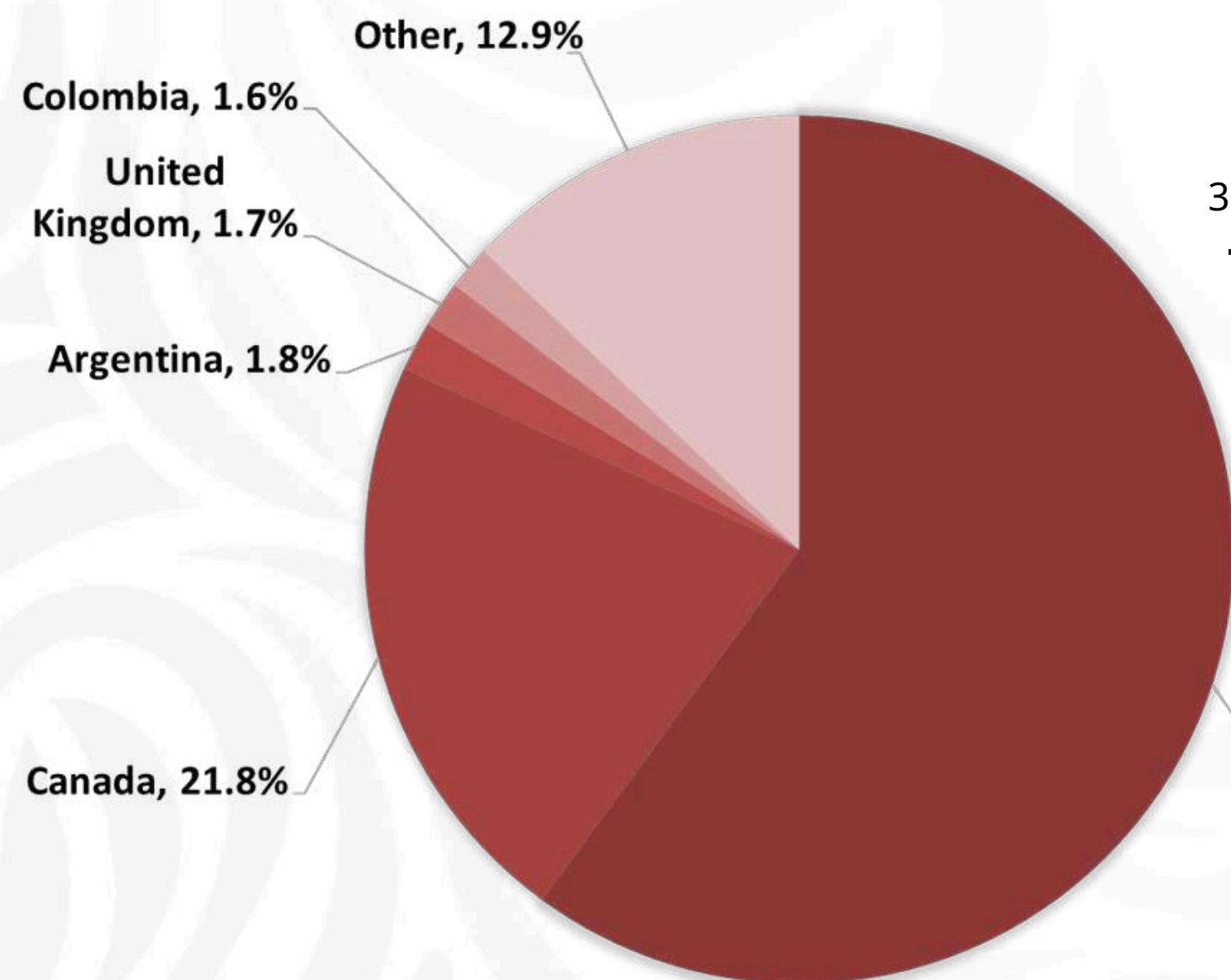
N. c. Not comparable

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.

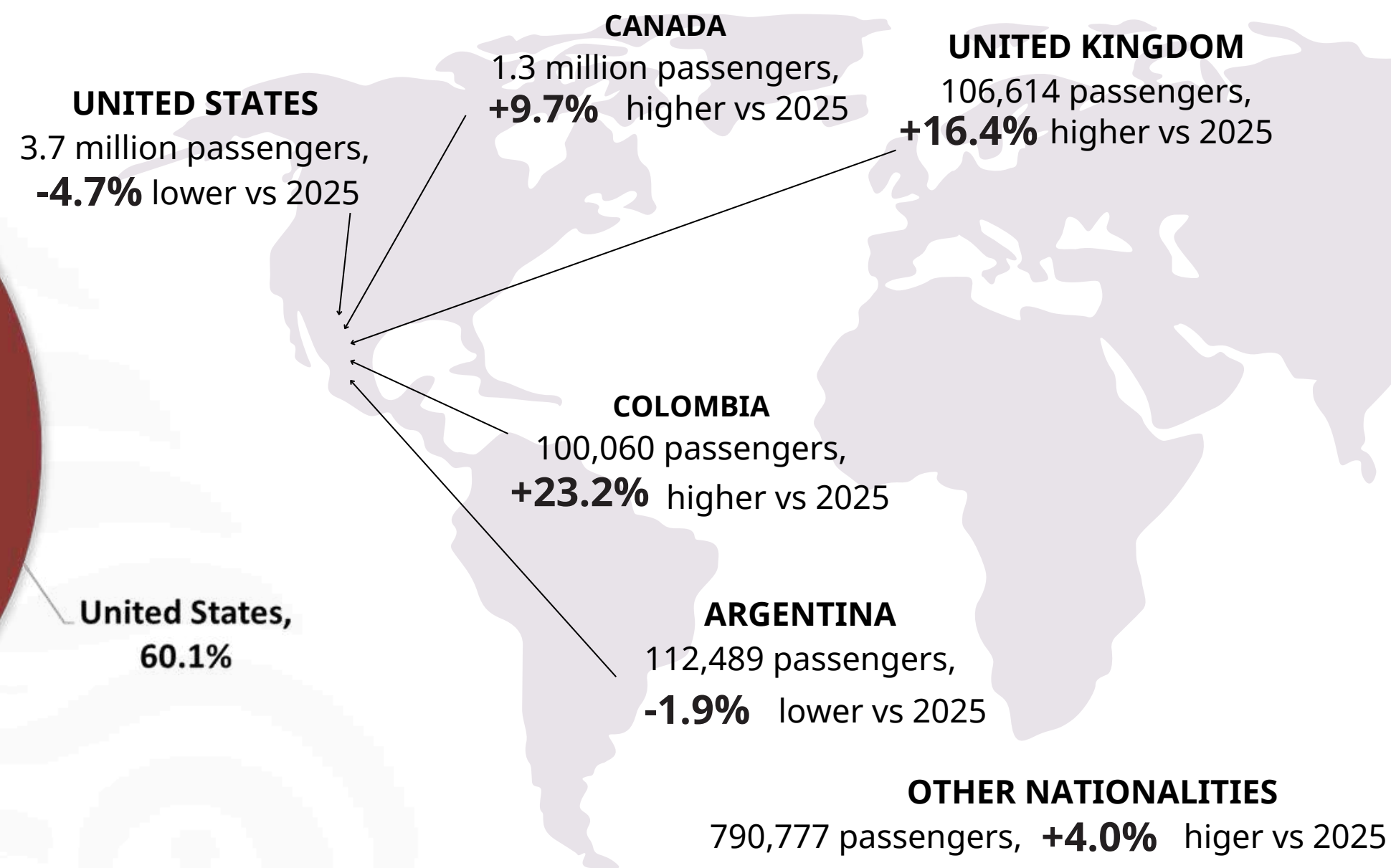
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>

PASSENGERS BY COUNTRY OF RESIDENCE TO MEXICO

Market Share



January-March 2026: **6.118 million** international tourists arrived by air based on their country of residence.



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>

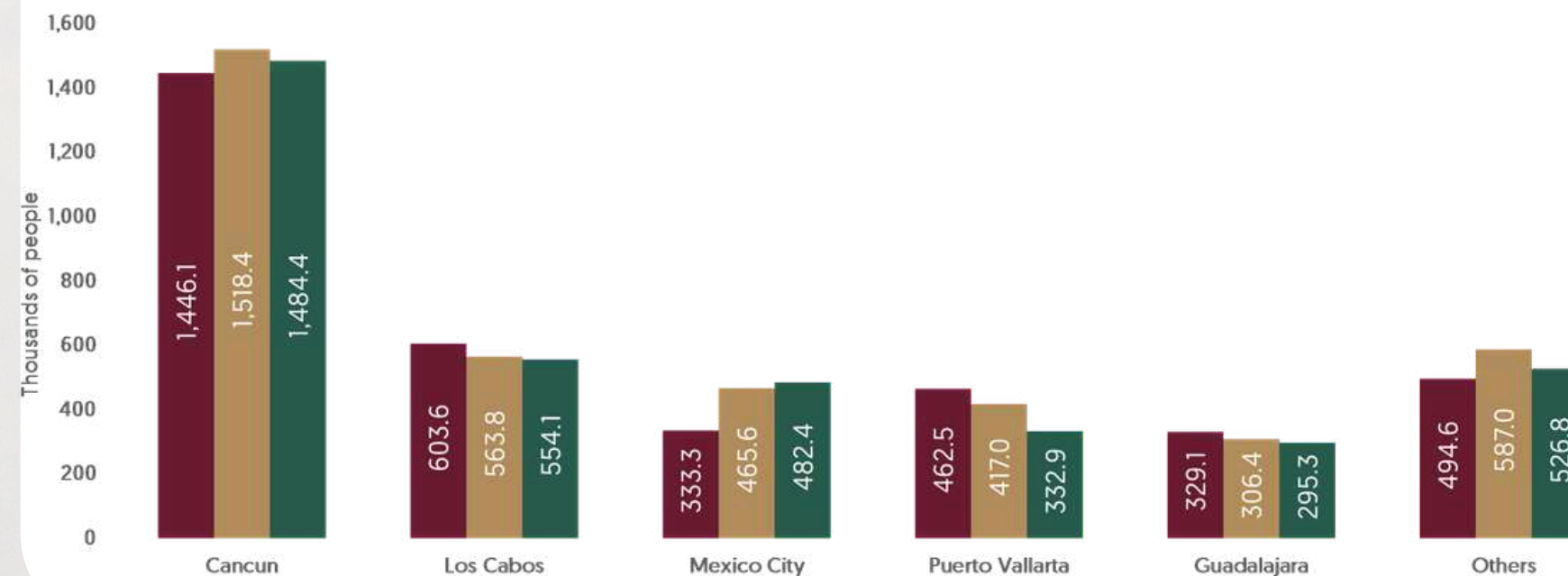


US RESIDENTS TRAVELING TO MEXICO

January-March 2026: air arrivals of U.S. resident tourists reached **3.7 million**.

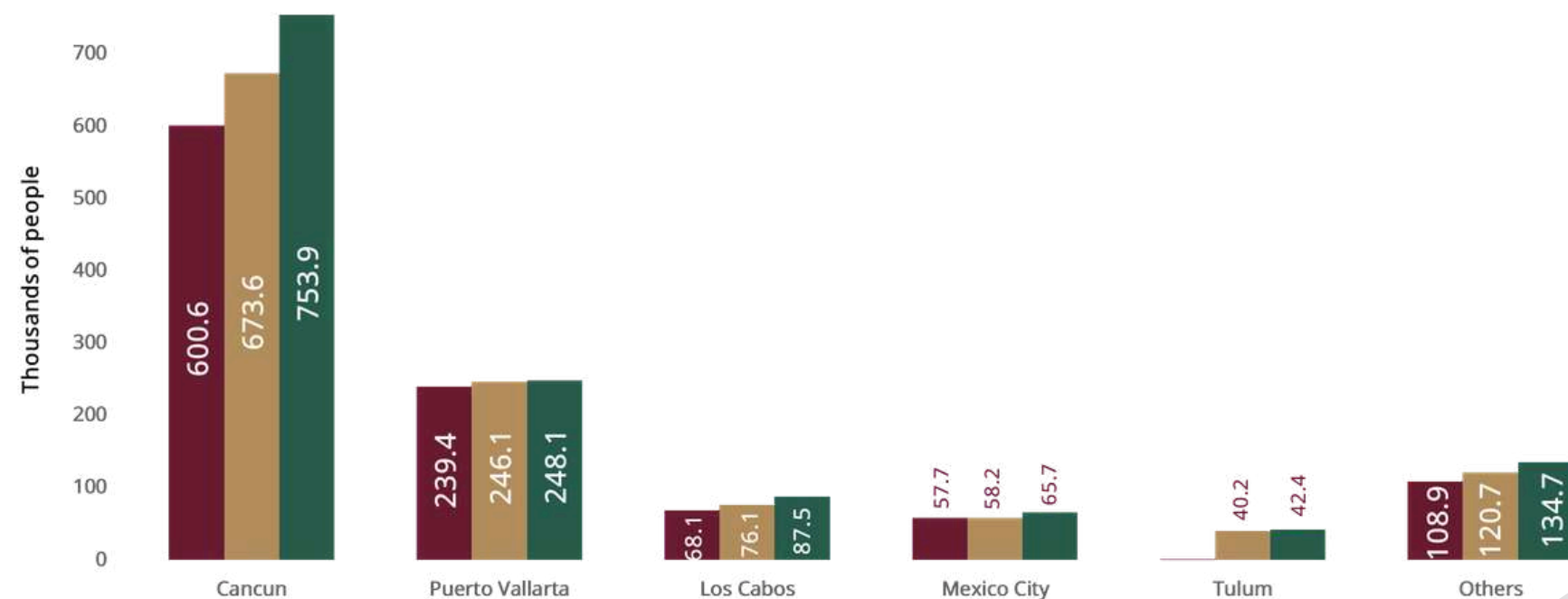
Passenger Distribution by Airport

■ 2024 ■ 2025 ■ 2026



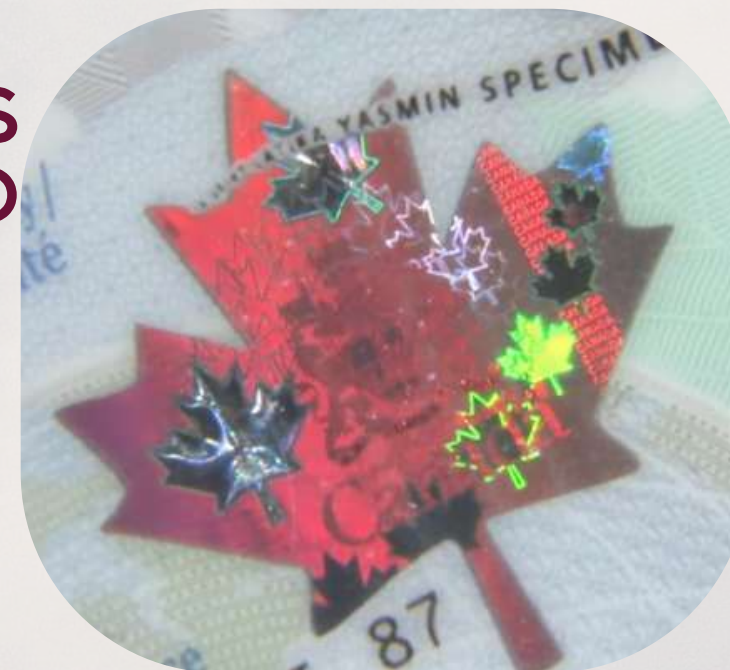
Passenger Distribution by Airport

■ 2024 ■ 2025 ■ 2026



CANADIAN RESIDENTS TRAVELING TO MEXICO

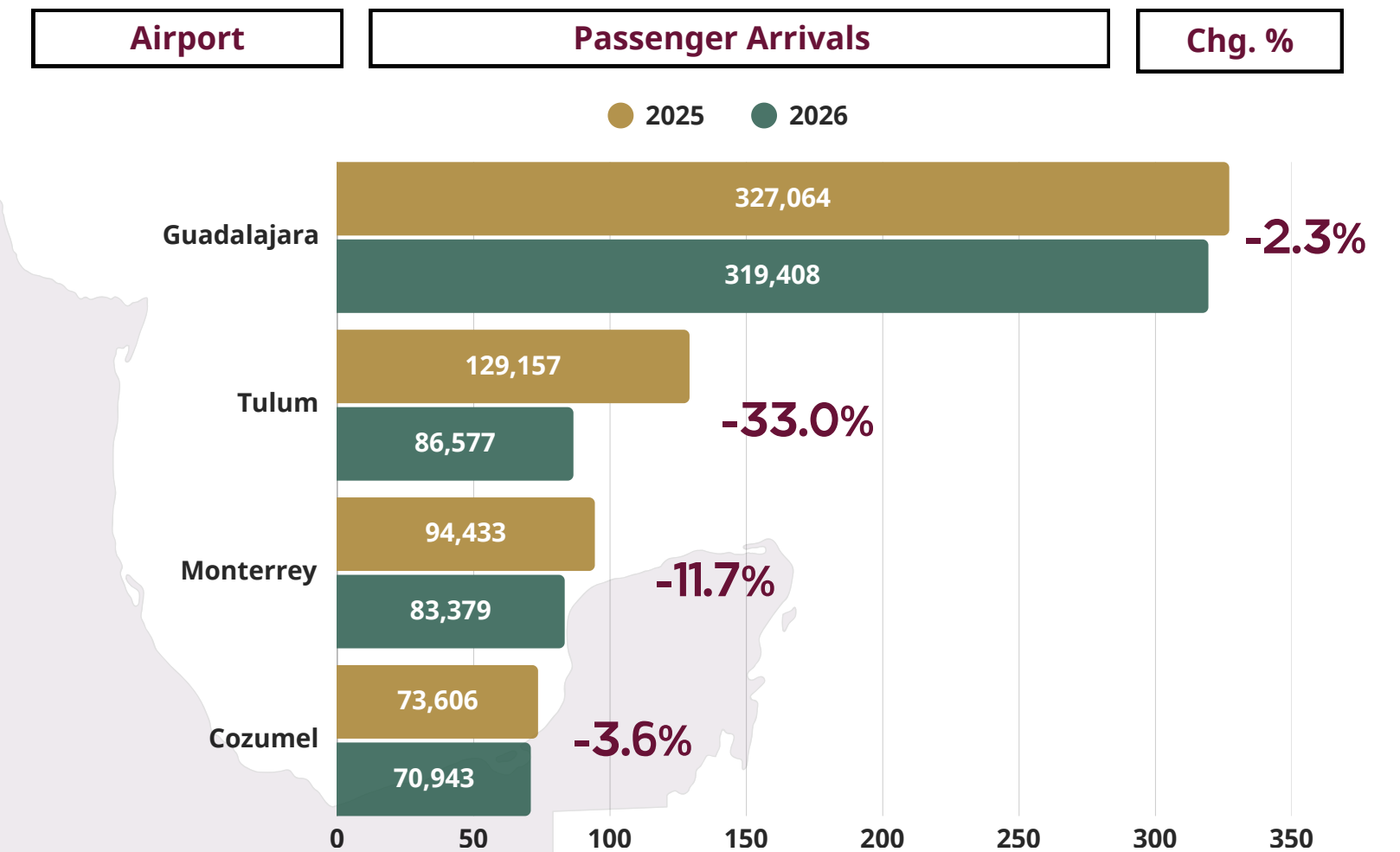
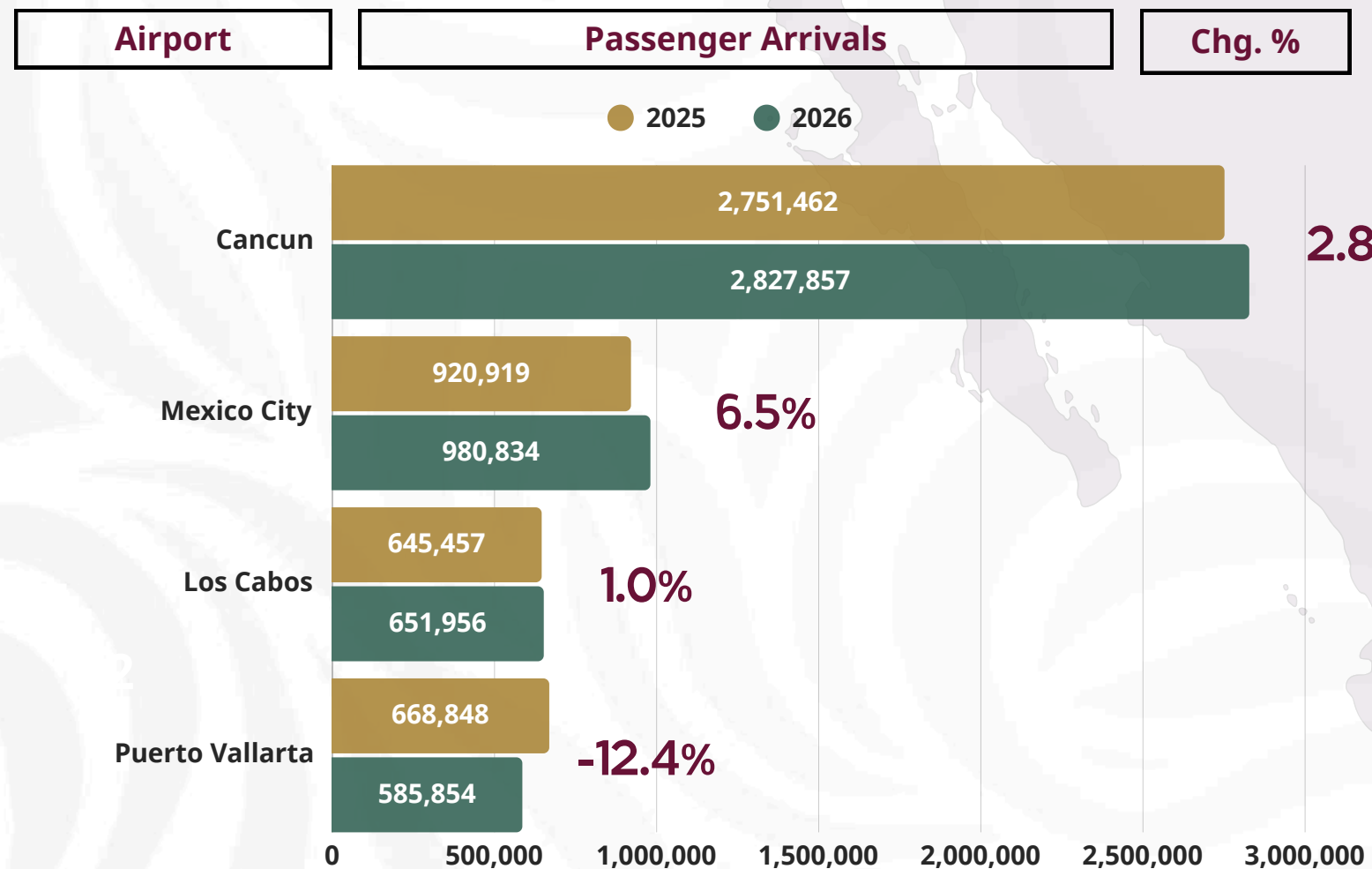
January-March 2026: **1.3 million** Canadian resident air passengers arrived, a **9.7%** increase compared to the same period in 2025.



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>

FOREIGN PASSENGERS TO MAIN AIRPORTS BY RESIDENCE

January-March 2026: the airports in Mexico with the highest number of foreign passengers were: **Cancun, Mexico City, Los Cabos, Puerto Vallarta, Guadalajara, Tulum, Monterrey and Cozumel**, together, these airports accounted for **91.6%** of total foreign passenger arrivals by nationality.



N. c. Not comparable

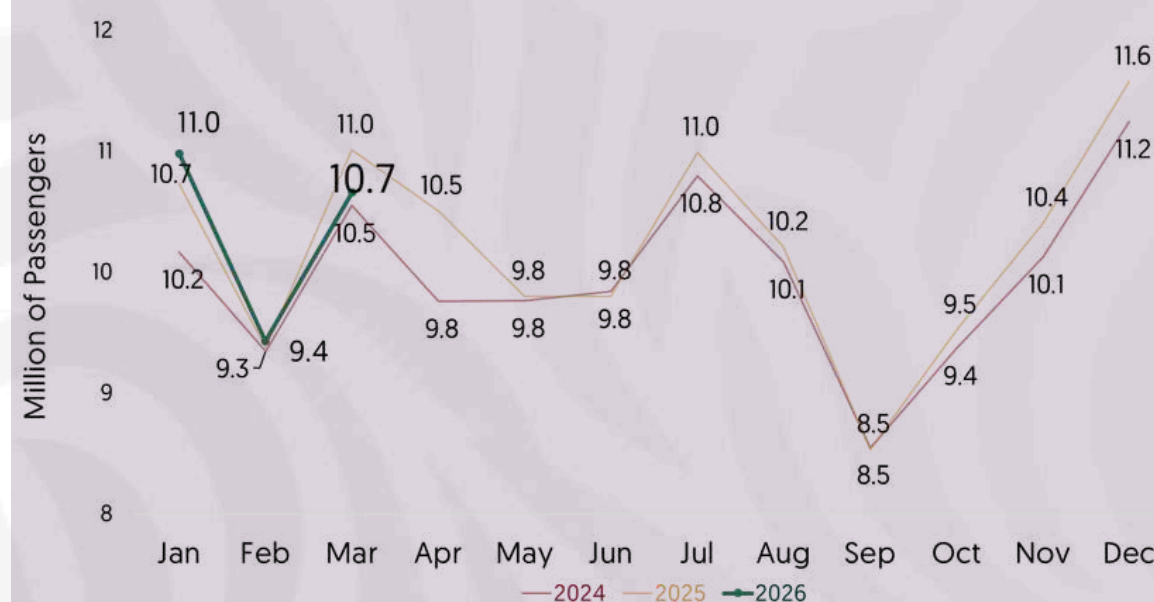
Note: Figures refer to events because the same person may have entered the country on more than one occasion.
Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

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



PASSENGERS ON DOMESTIC AND INTERNATIONAL FLIGHTS

January-March 2026: Mexico recorded a total of **31.1 million** air passengers during the first quarter of 2026.



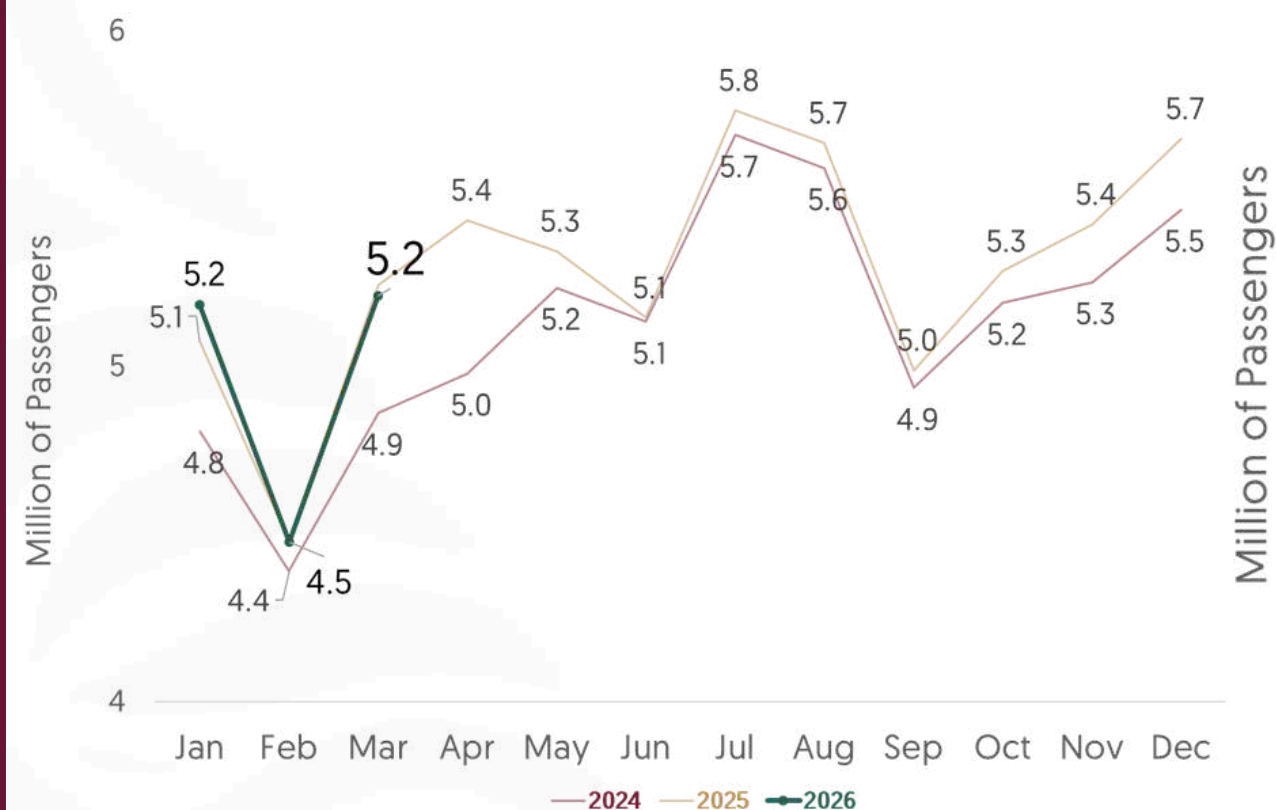
Preliminary figures for 2024.
Source: Federal Civil Aviation Agency (AFAC).

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

PASSENGERS ON FLIGHTS

NATIONAL

January-March 2026: **14.9 million** passengers were recorded on domestic flights.

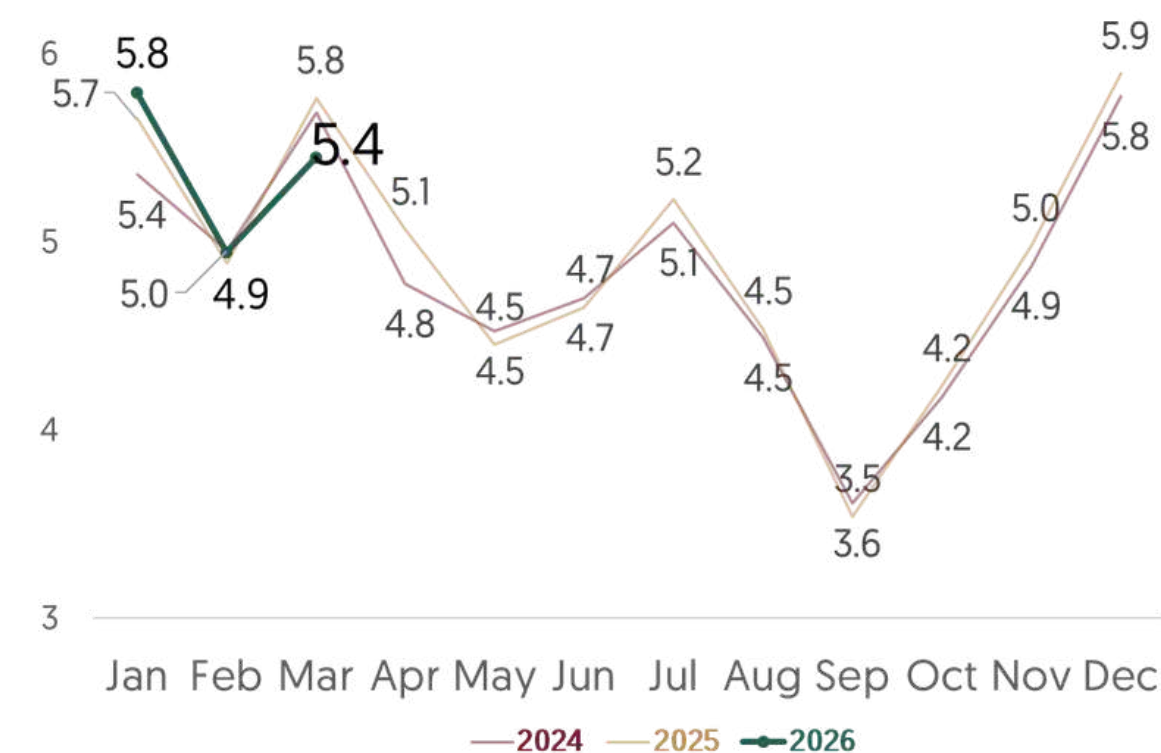


Preliminary figures for 2024.
Source: Federal Civil Aviation Agency (AFAC).

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

INTERNATIONAL

January-March 2026: **16.3 million** passengers were recorded on international flights.





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Accommodation



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Accommodation

Museums and
Archaeological Sites

Economy

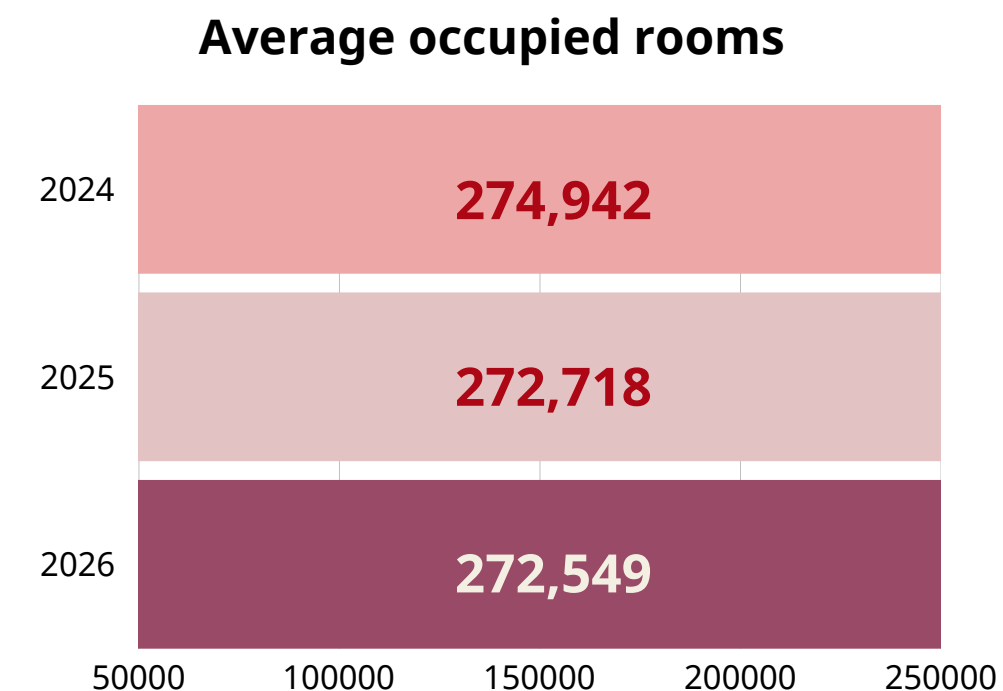
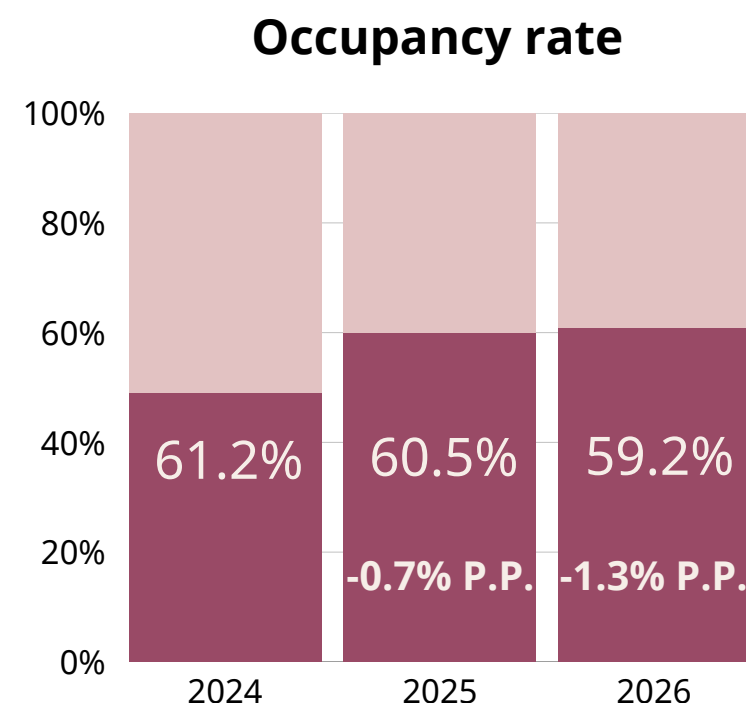
Cruises





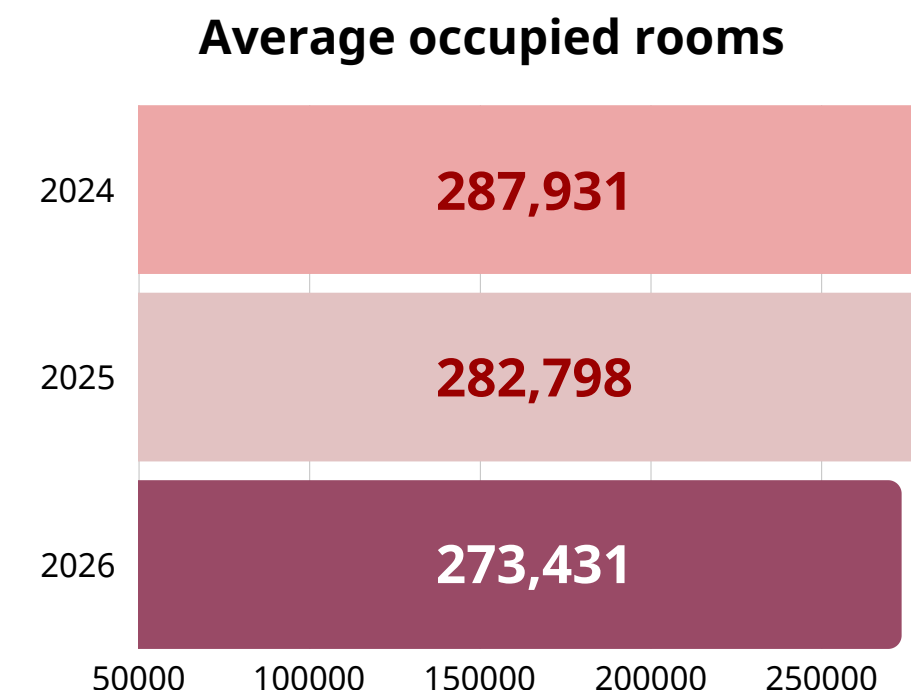
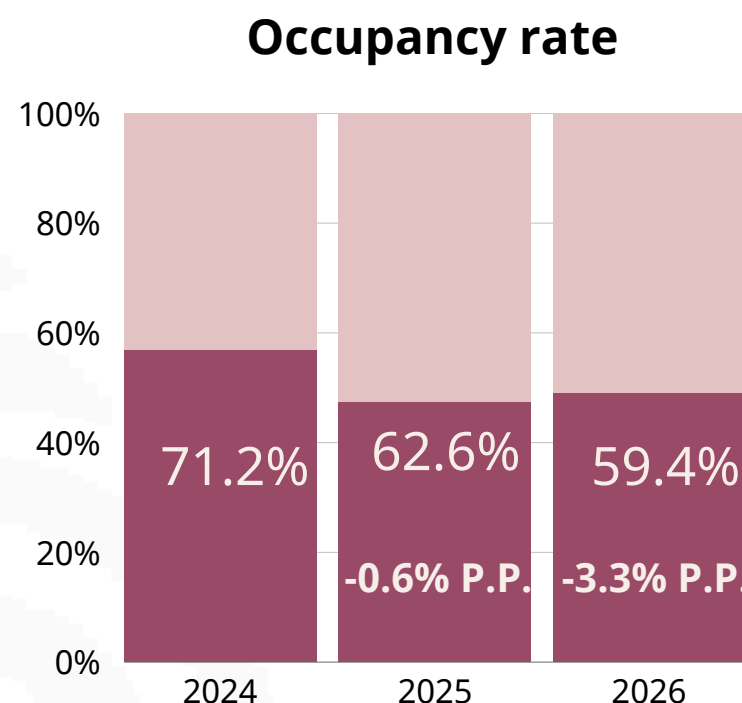
HOTEL OCCUPANCY RATE (JANUARY-MARCH)

January-March 2026: The hotel occupancy rate across 70 selected tourist centers averaged **59.2%**, representing an decrease of **1.3 percentage points** compared to the same period of 2025.



HOTEL OCCUPANCY RATE (MARCH)

January-February 2026: The hotel occupancy rate across 70 selected tourist centers averaged **59.4%**, representing a decrease of **3.3 percentage points** compared to the same period of 2025.

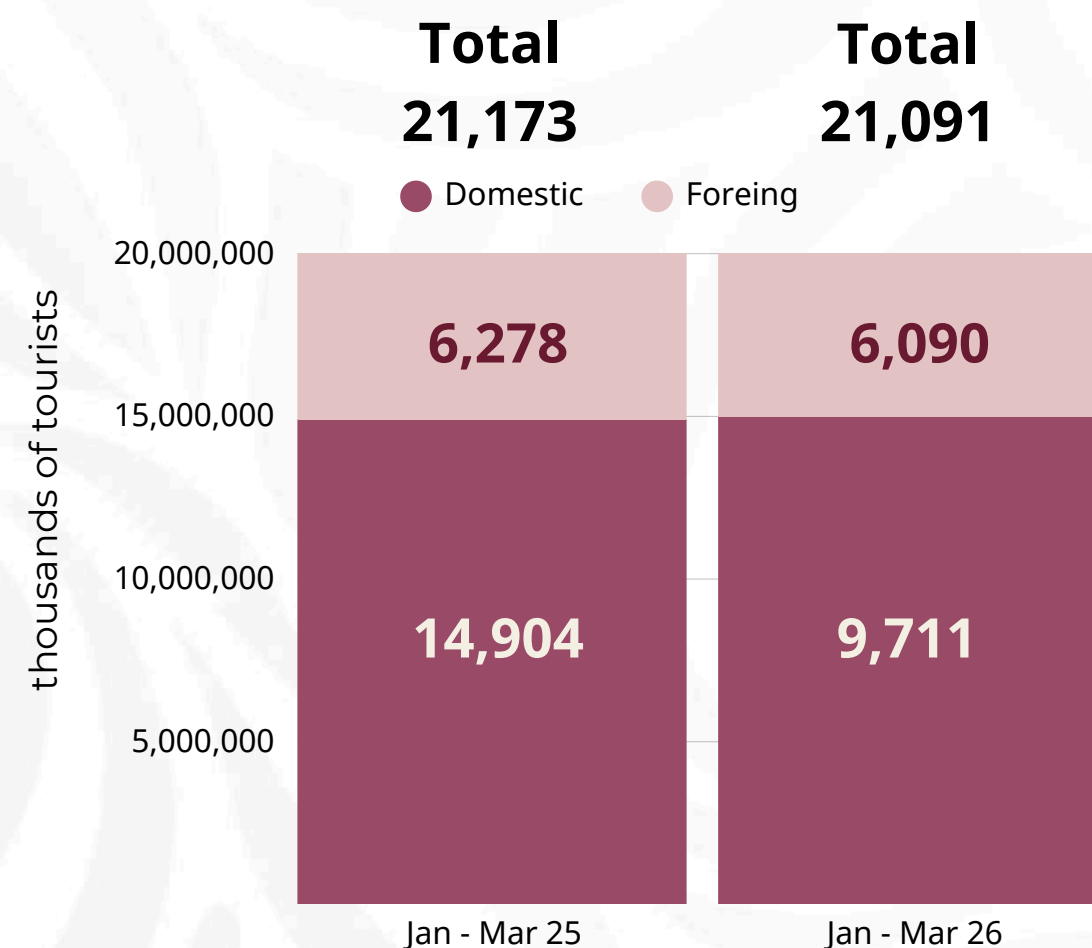


Note: The variation may not match exactly due to rounding. Occupancy variation in percentage points.

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

TOURIST ARRIVALS AT HOTEL ROOMS

January–March 2026: A total of **21.2 million** tourists stayed in hotel rooms, of which **15.0 million** were domestic tourists (**71.1%**) and **6.1 million** were international tourists (**28.9%**).



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–March 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

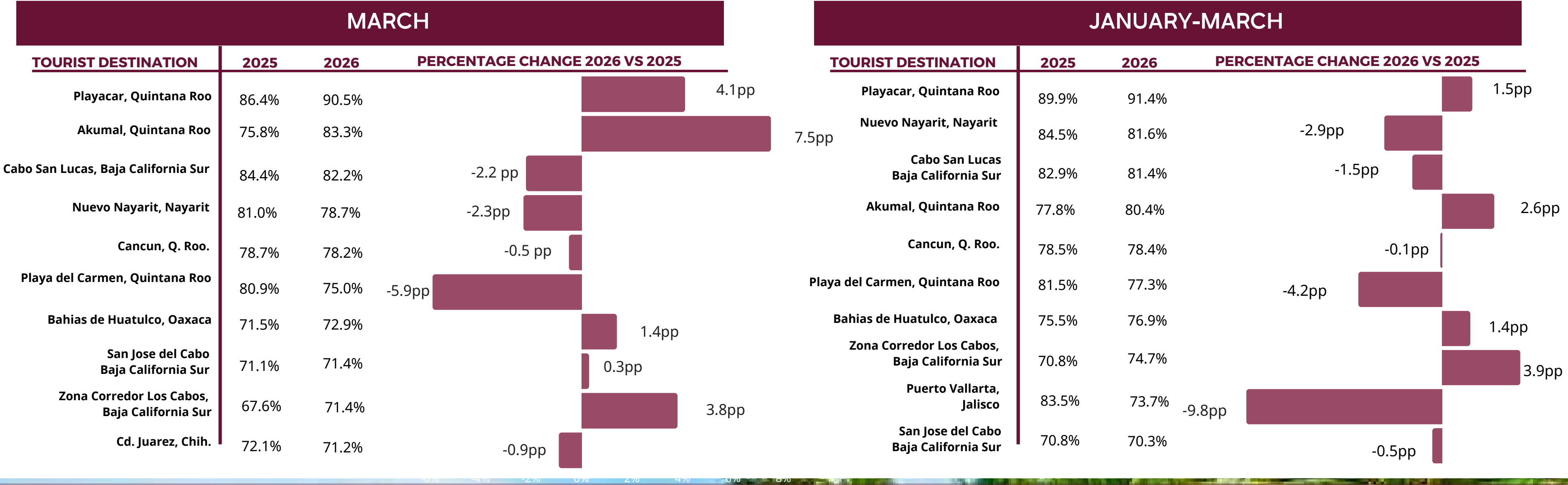
Center Type	2025	2026	Percentage Difference 2026 vs 2025
Total	59.4%	59.1%	-0.3 pp
Beach Centers	71.8%	70.9%	-1.0 pp
Cities	48.8%	48.8%	0 pp

FEBRUARY

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



OCCUPANCY PERCENTAGE RANKING



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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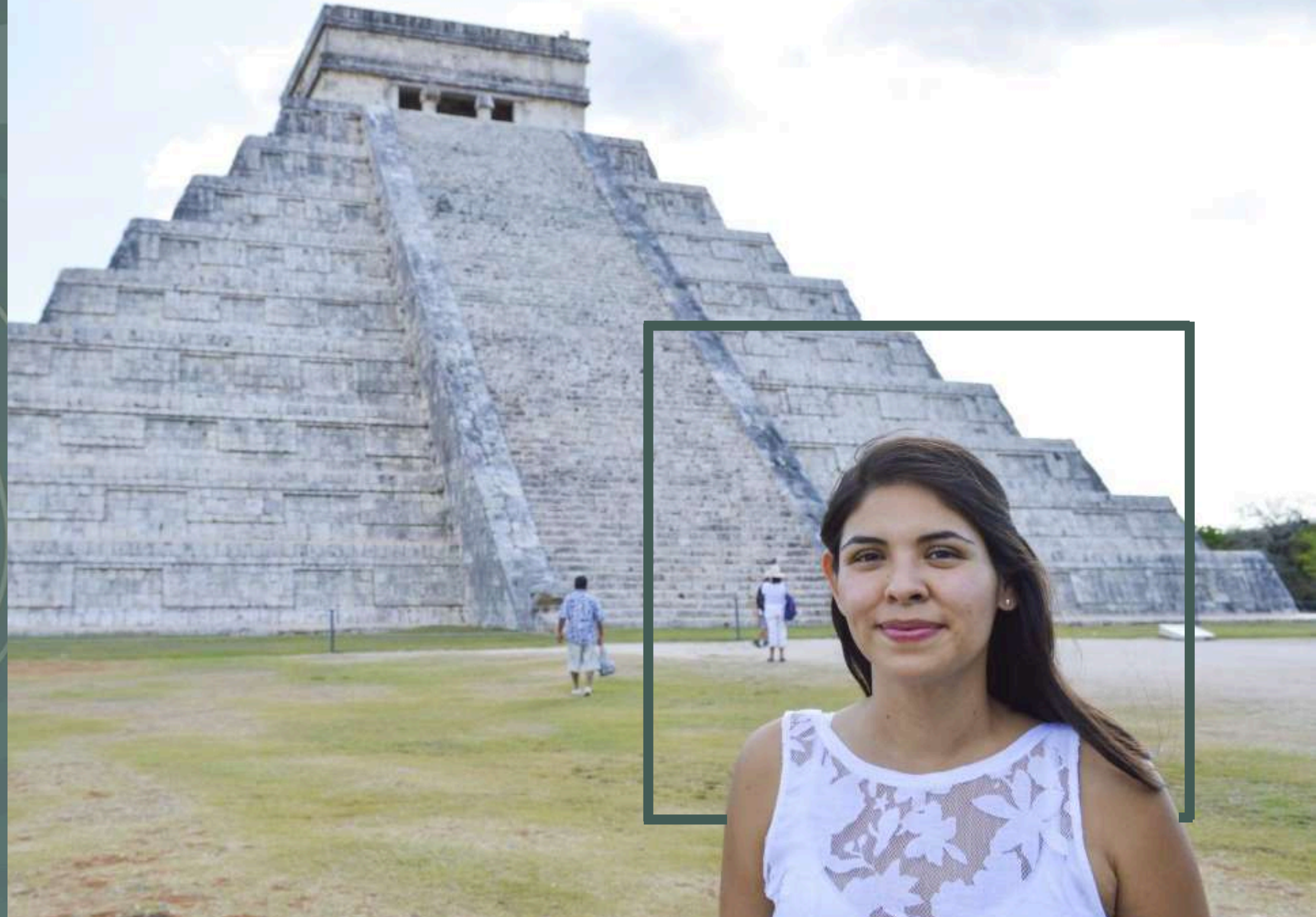
Museums and
Archaeological Sites

Economy

Cruises

4

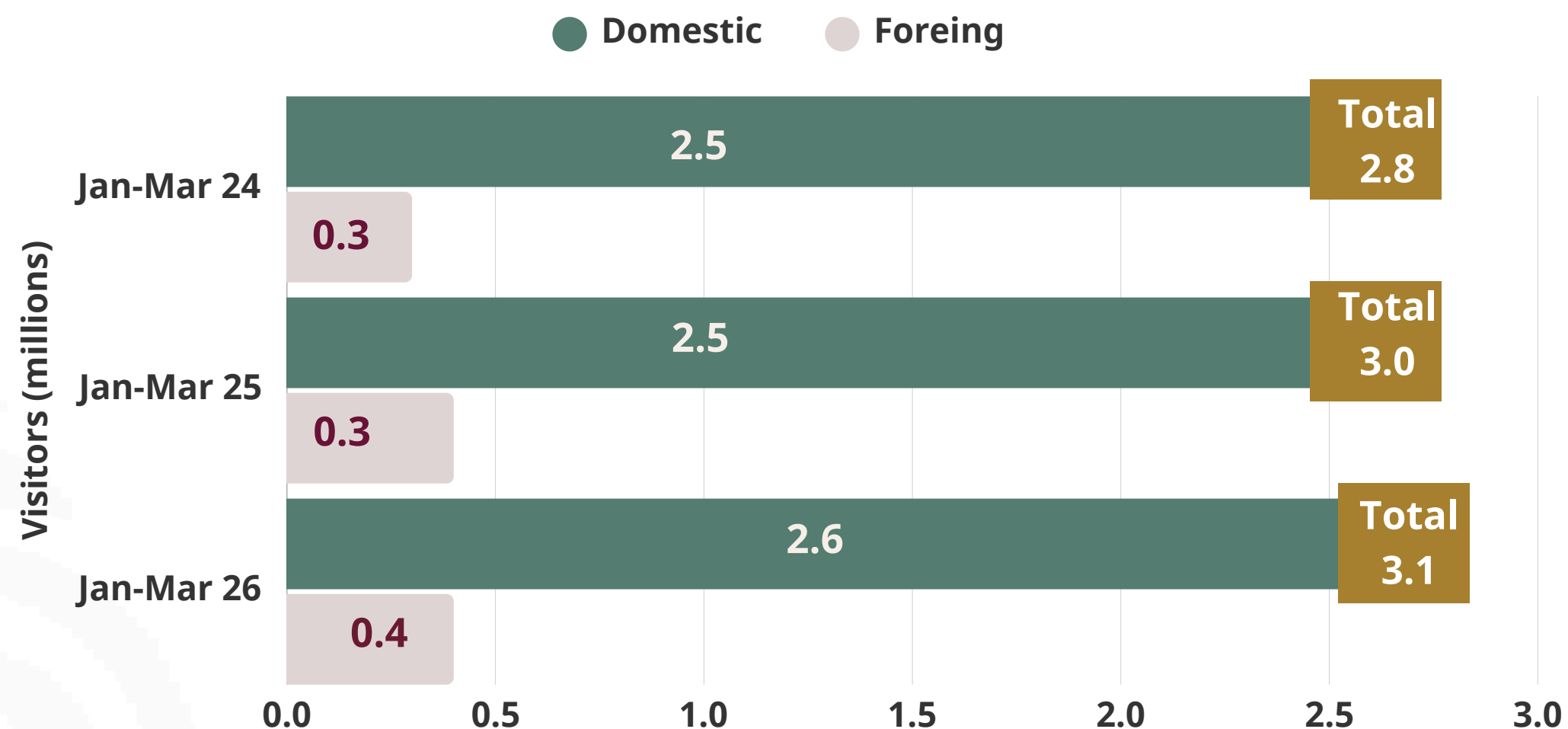
Museums and
Archaeological
Sites





VISITORS TO MUSEUMS

January–March 2026: A total of **3.06 million** museum visitors were recorded, a **2.6%** increase compared to the same period in 2025. Of the total, **86.6% were domestic** visitors and **13.4% were international** visitors.

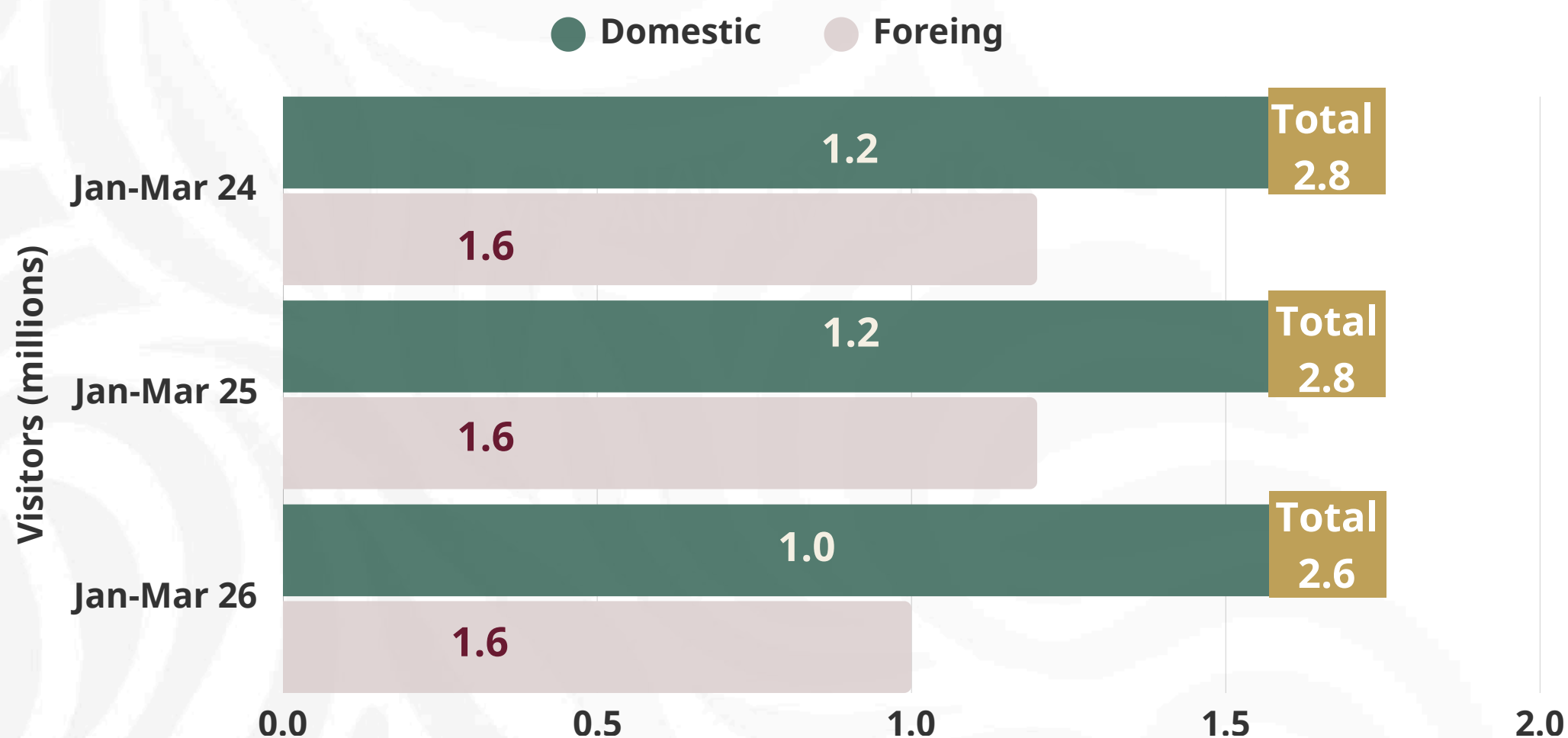


Source: National Institute of Anthropology and History (INAH).

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

VISITORS TO ARCHAEOLOGICAL SITES

January–March 2026: A total of **2.6 million** visitors were recorded at archaeological sites. Of the total, **60.8%** were domestic visitors and **39.2%** were international visitors.



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

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





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Economy



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Archaeological Sites

Economy

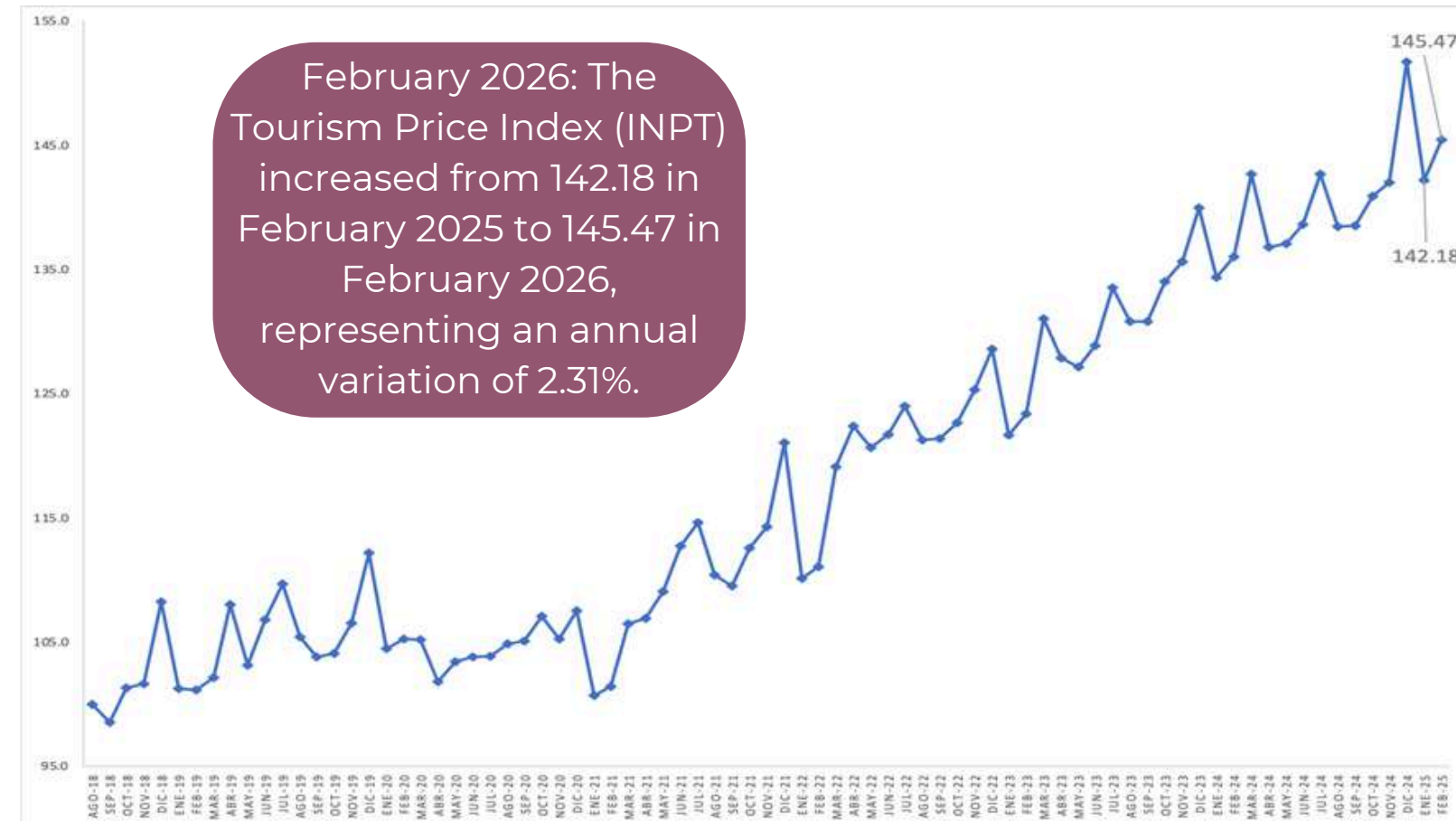
Cruises



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

In the fourth quarter of 2025, **tourism GDP** grew **1.2%** quarter-over-quarter and **0.9%** year-over-year. Growth was driven by tourism services, which increased **1.5%** from the previous quarter and **1.0%** compared to the fourth quarter of 2024. In contrast, tourism goods remained **unchanged** on a quarterly basis but rose **0.6%** year-over-year.

TOURISM BALANCE OF PAYMENTS

January–March 2026: The balance of the international visitors account totaled USD **6.779 billion**, **8.9%** lower than in the same period of 2025, but **89.3%** higher than the level recorded in 2019.



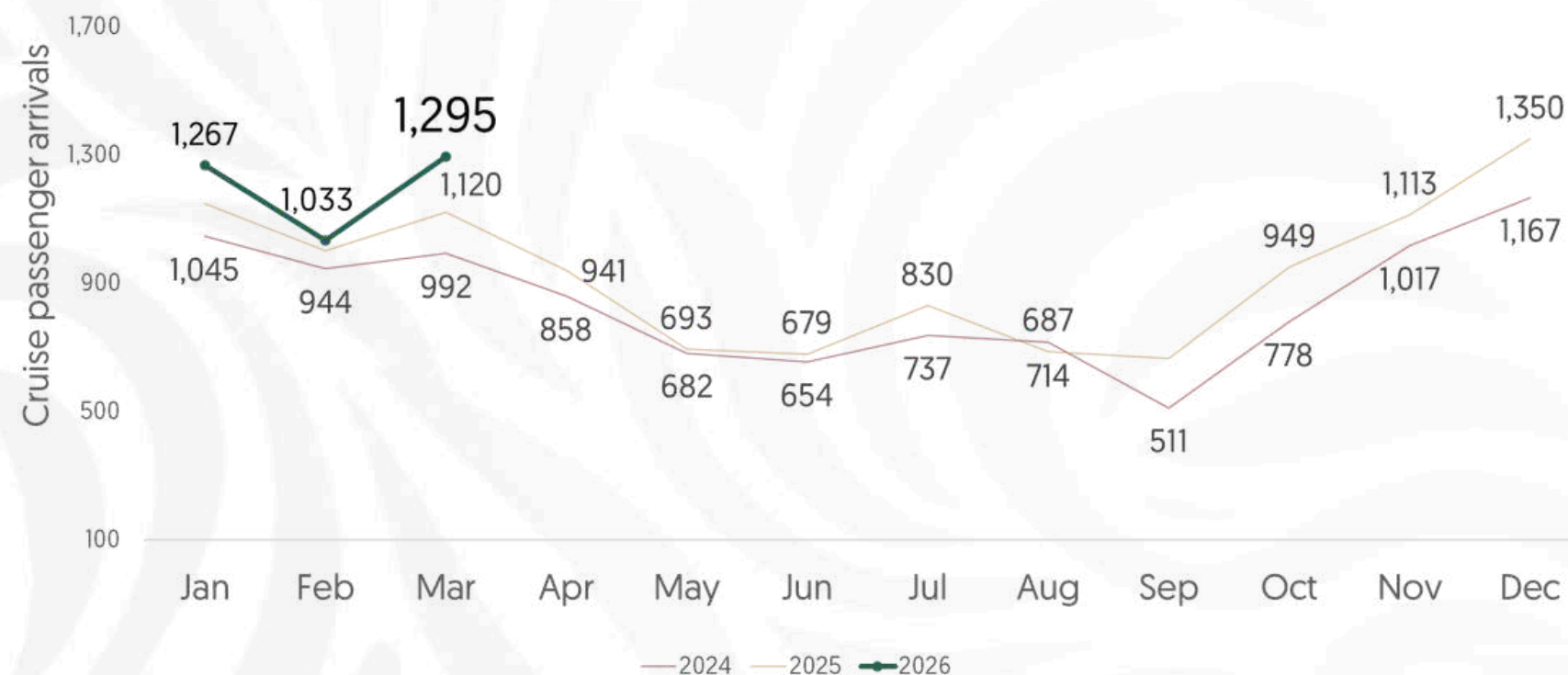
6

Cruises



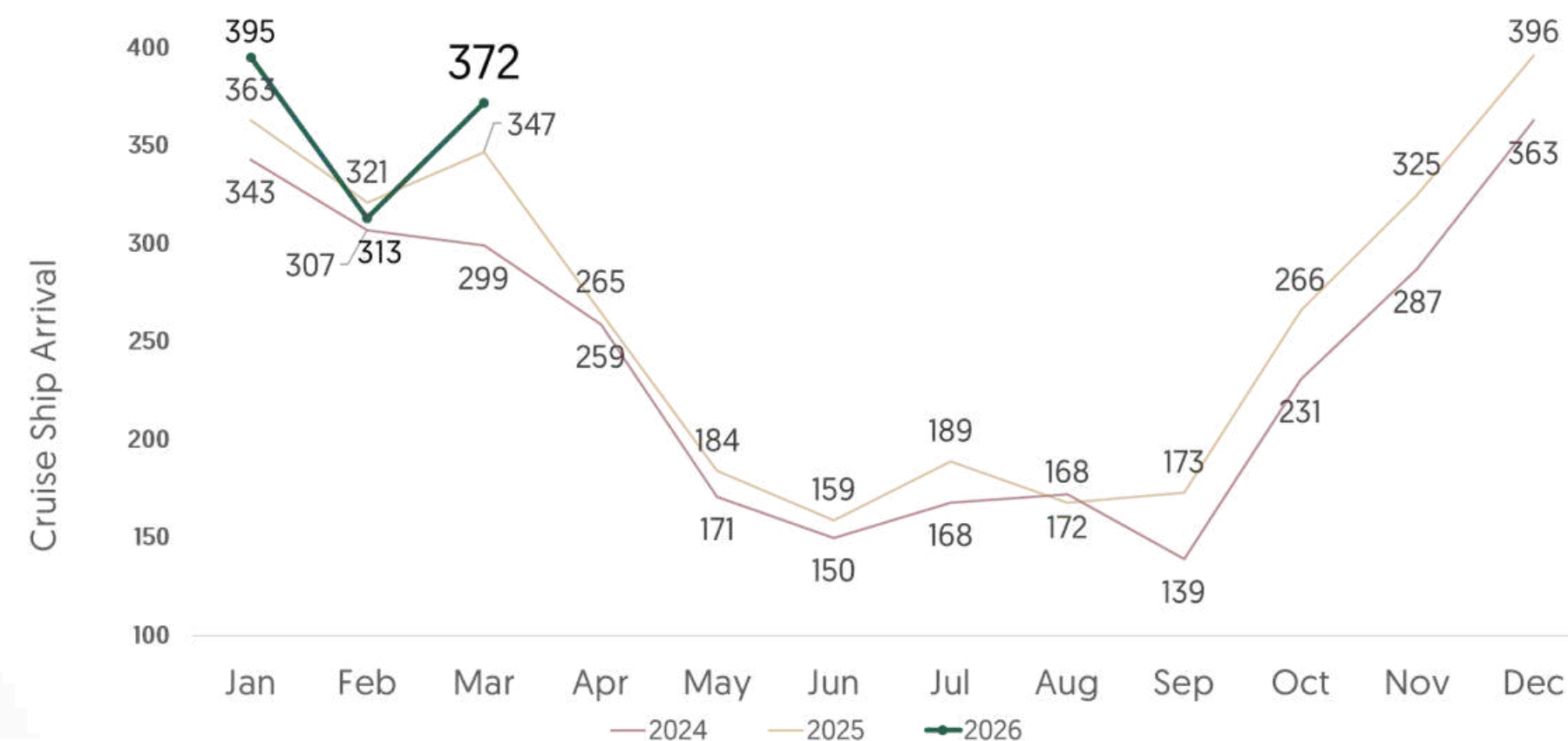
CRUISE PASSENGERS ARRIVALS

January–March 2026: A total of 3.595 million cruise passengers arrived, representing an increase of 9.9% compared to 2025.



CRUISE SHIPS ARRIVALS

January–March 2026: A total of 1,080 cruise ships arrived, representing an increase of 4.8% compared to 2025.

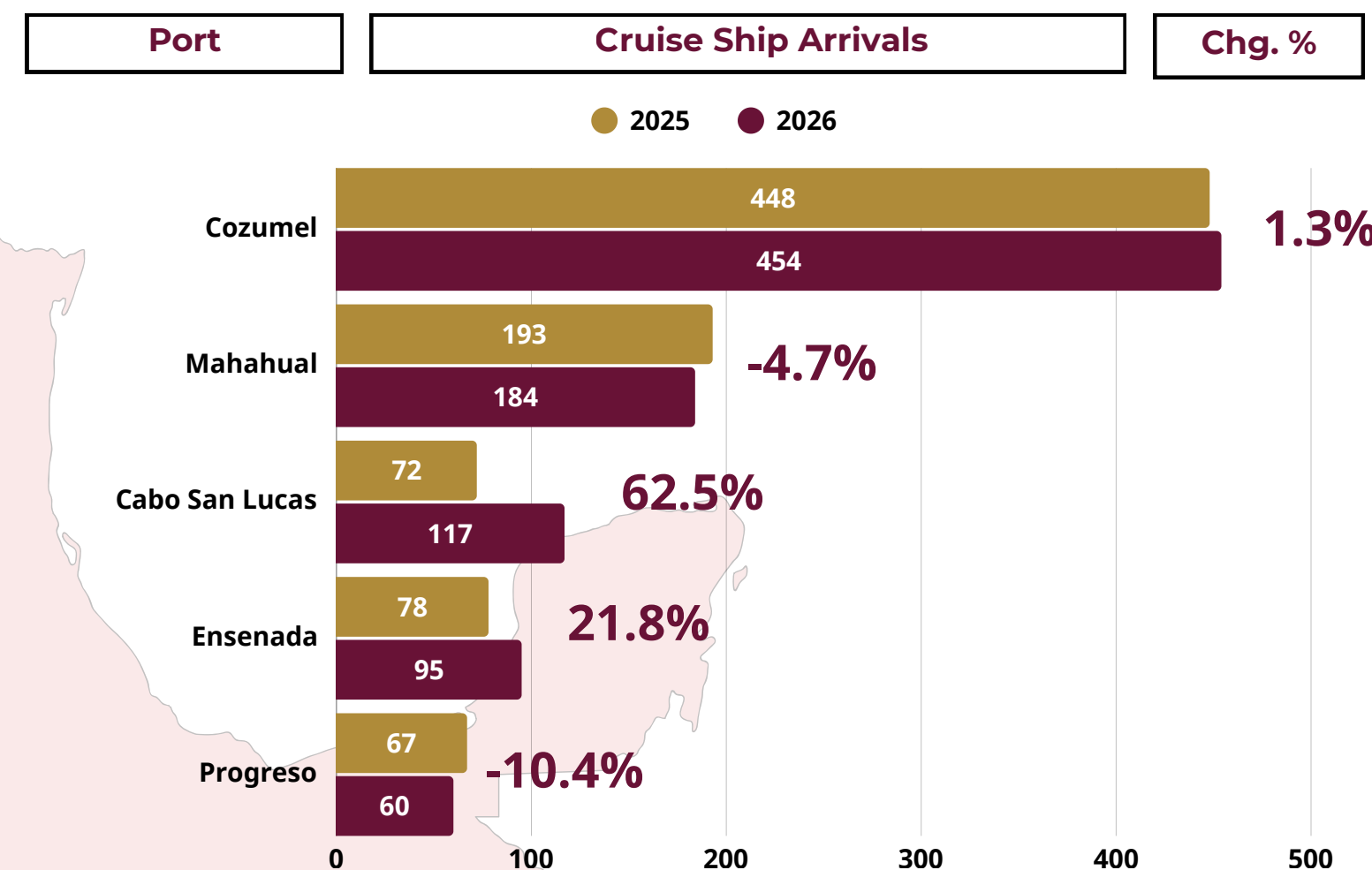
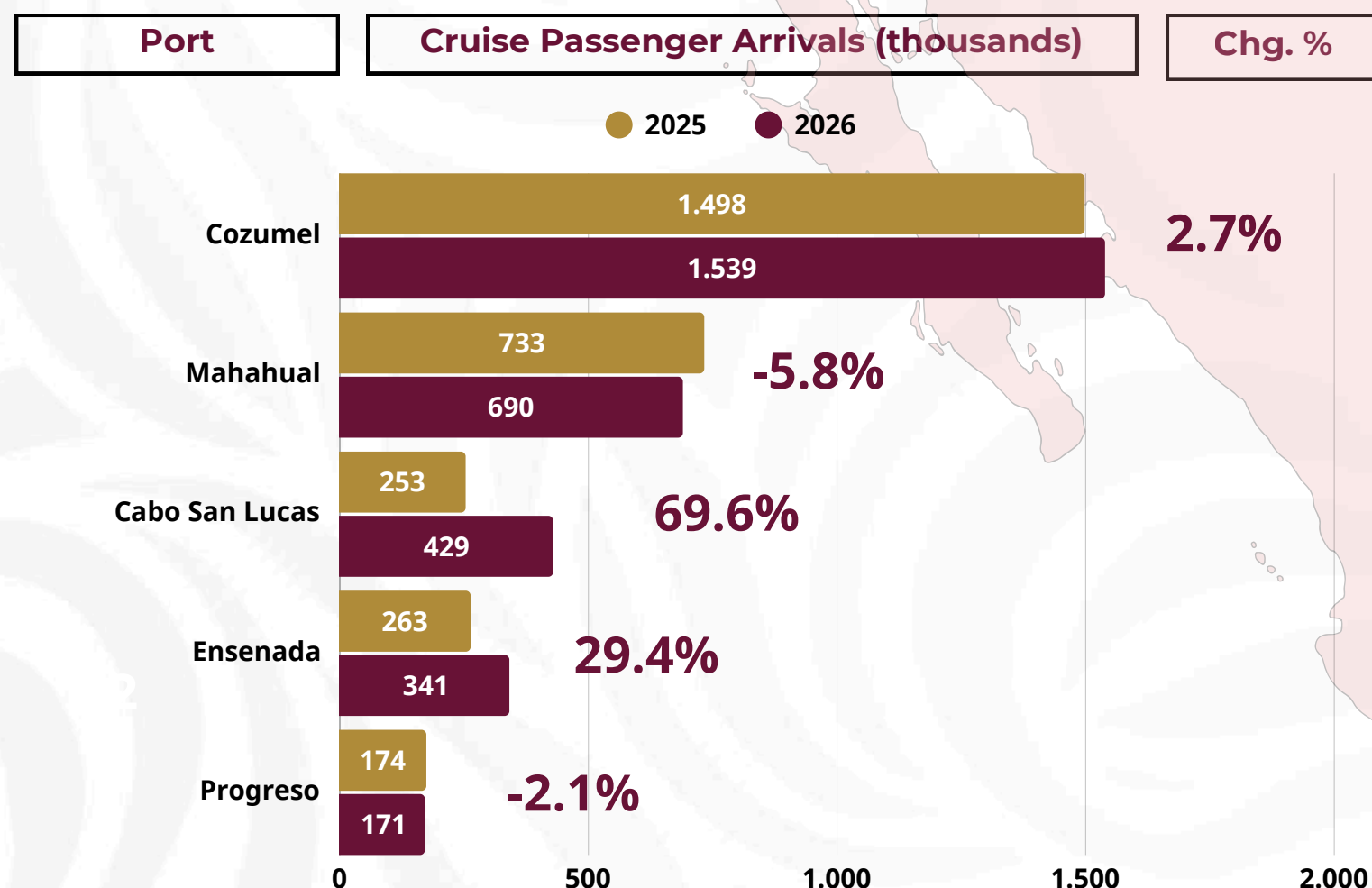


Source: Secretaría de Marina. (2024–2026). Administrative records of cruise ship arrivals. General Directorate of Ports, General Coordination of Ports and Merchant Marine.

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

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

January-March 2026: the Mexican ports that received the highest number of cruise excursionists were **Cozumel** and **Majahual in Quintana Roo**; **Cabo San Lucas in Baja California Sur**, **Ensenada in Baja California** and **Progreso in Yucatan**. Together, these ports accounted for **88.1%** 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

March 2026



TURISMO
SECRETARÍA DE TURISMO

