



Gobierno de
México

Turismo
Secretaría de Turismo

TOURISM

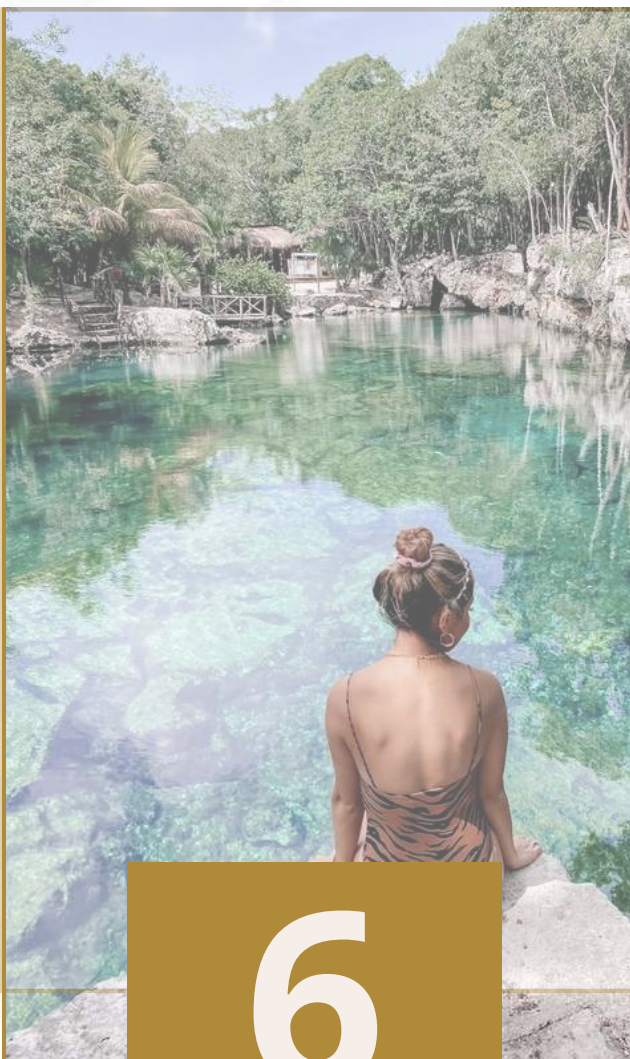
key indicators

April 2026



DATATUR 360
Análisis Integral del Turismo

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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>

STATISTICAL SUMMARY

KEY TOURISM INDICATORS | JANUARY-APRIL 2026

Arrival of international tourists



16.5

Million tourists

▲ +5.5%

Foreign exchange earnings
from international travelers

13.3

Billion USD



Arrival by air of tourists residing in the United States

4.7



Million, with a 61% market share.

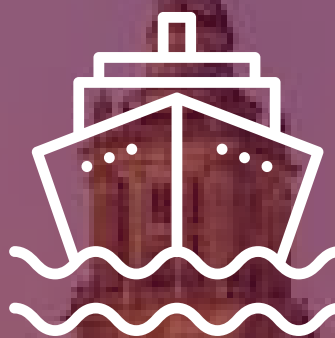
Arrival by air of national and international
passengers



41.3

Million passengers

Cruise passengers arriving in Mexico



4.9

Million passengers

▲ +13%

Arrival of national and international tourists
at hotel rooms

20.6

Million tourists

▲ +0.8%



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

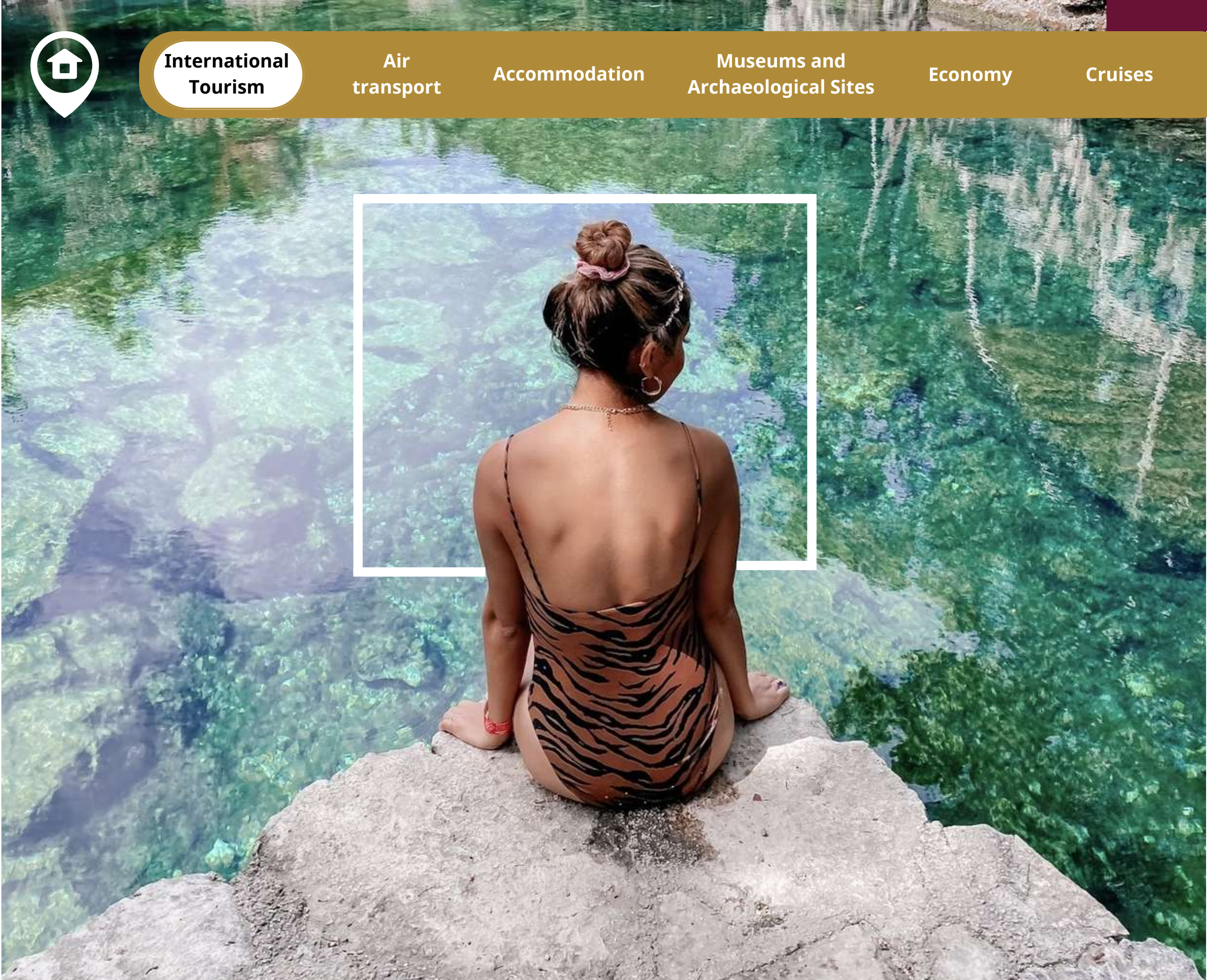


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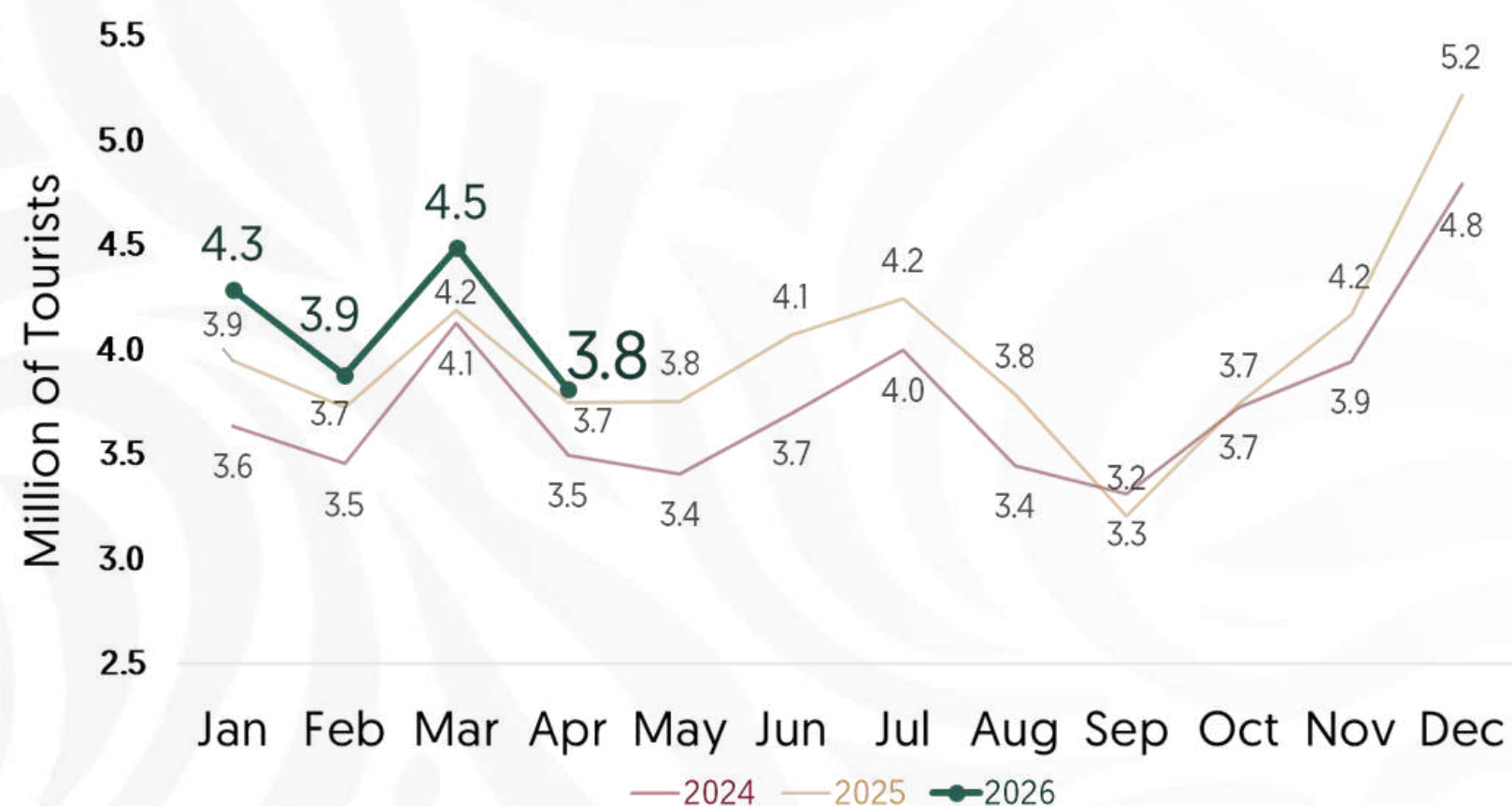
1

International Tourism



INTERNATIONAL TOURISTS TO MEXICO

January–April 2026: International tourist arrivals to Mexico totaled 16.468 million, a 5.5% year-on-year increase, reflecting continued growth in inbound tourism.

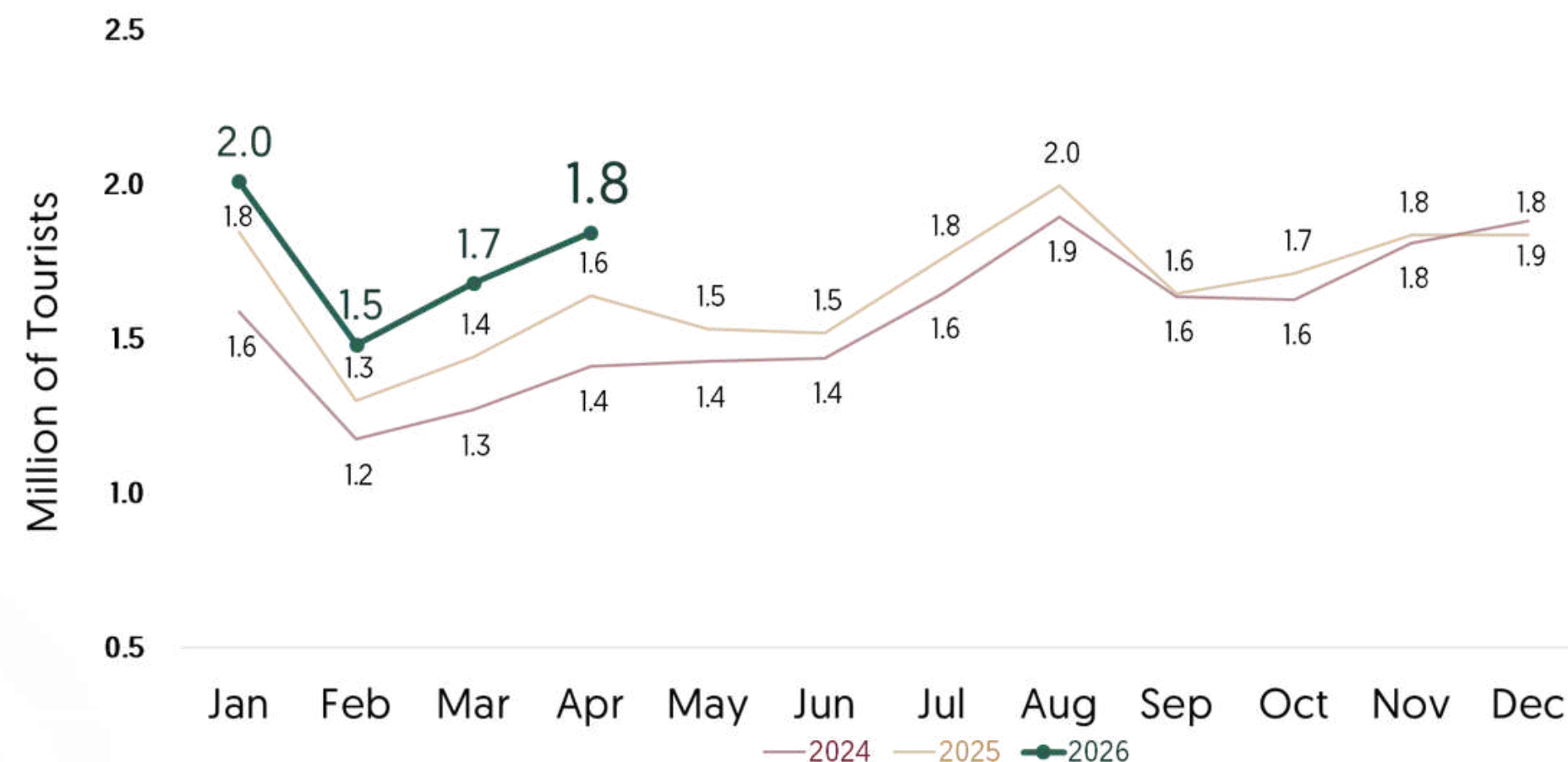


Note: In the graphs, the sum of monthly data does not coincide with the accumulated data for the period due to rounding of figures.
Source: INEGI

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

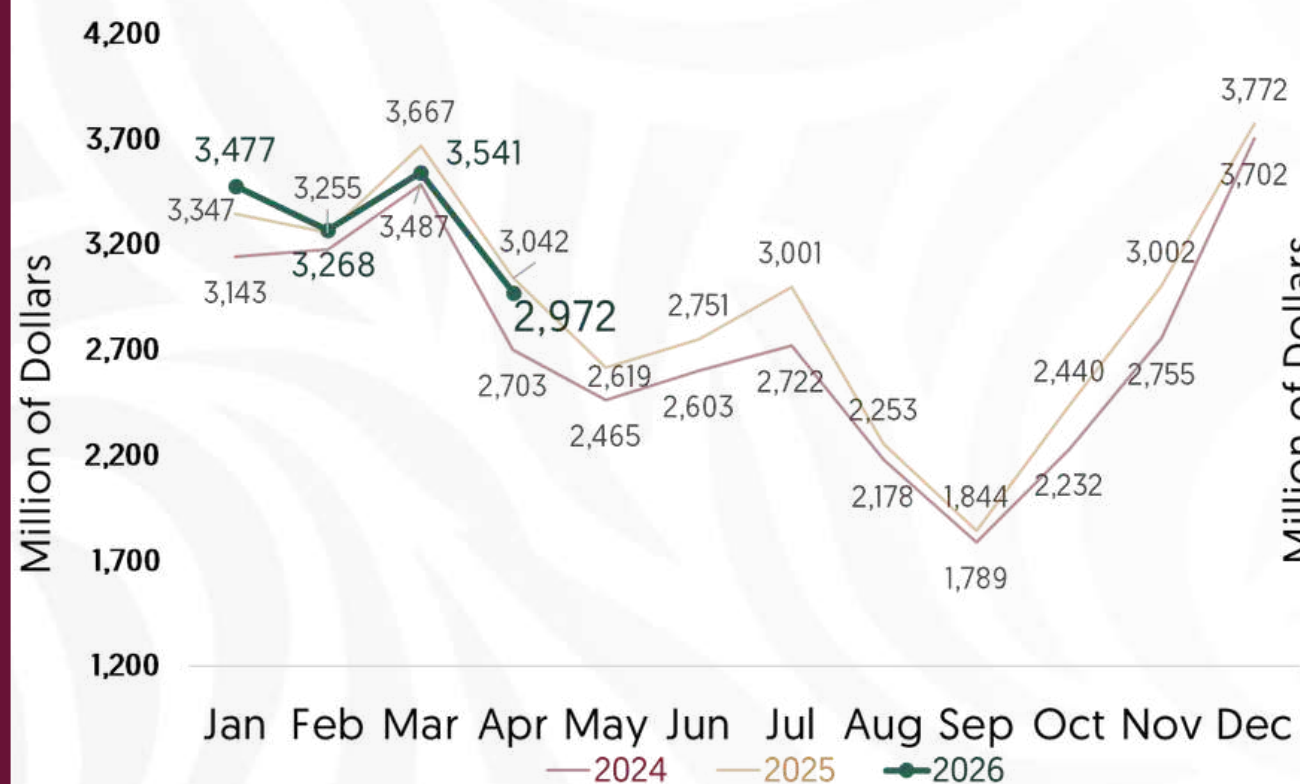
OUTBOUND TOURISM FROM MEXICO

January–April 2026: 7.022 million international tourists departed Mexico, representing a 12.7% increase over the same period in 2025.



INTERNATIONAL TRAVELER SPENDING TO MEXICO

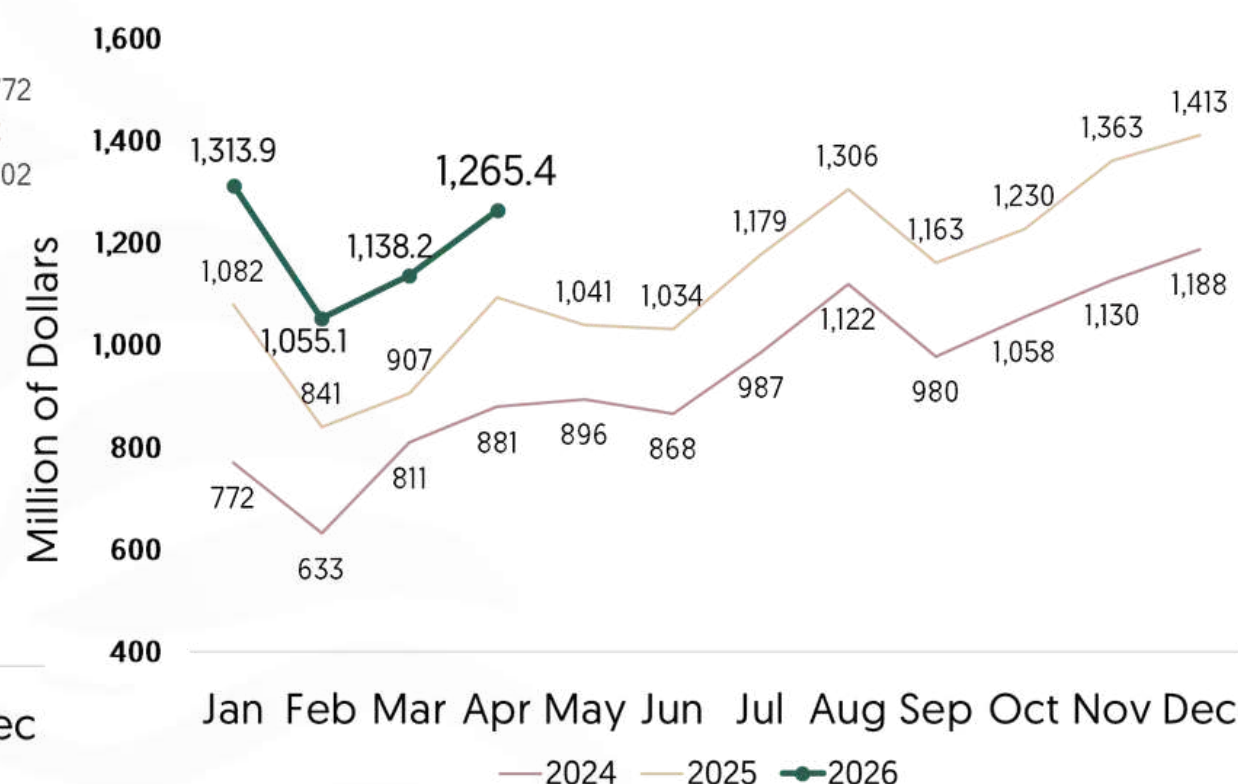
January–April 2026: International travelers' expenditure generated **US \$ 13.259 billion** in revenue.



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>

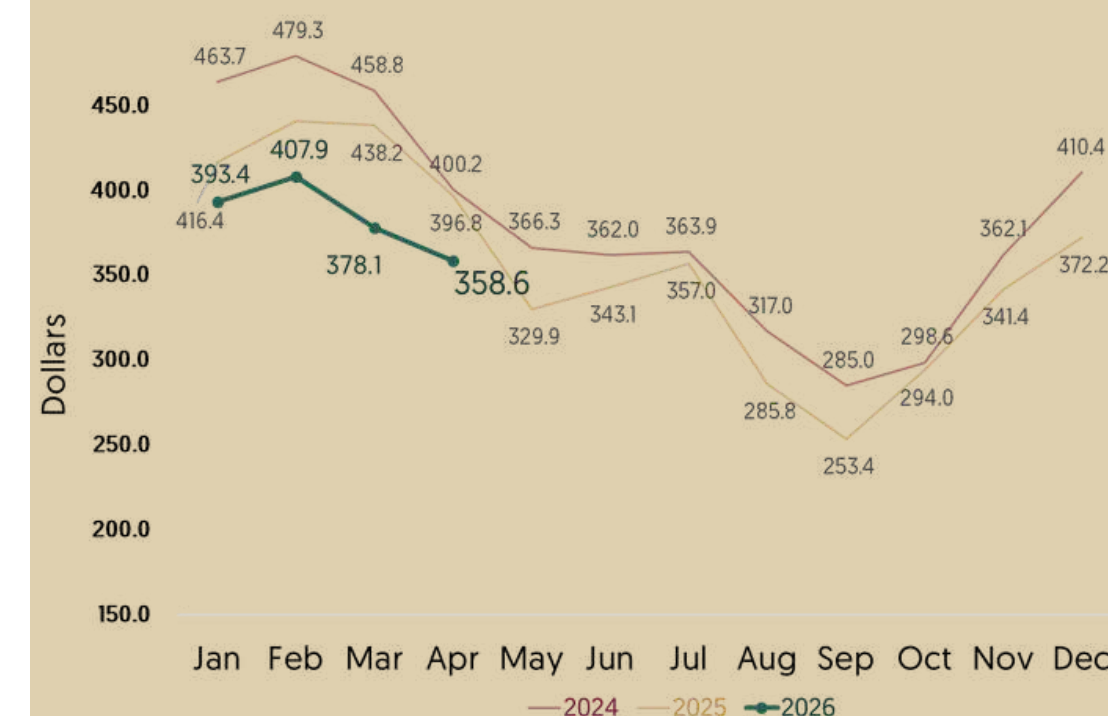
ABROAD

January–April 2026: Expenditure by Mexican residents traveling abroad totaled **US 4.772 billion**, representing a **21.6%** increase over the same period in 2025.



AVERAGE EXPENDITURE BY INTERNATIONAL TRAVELERS

January–April 2026, average expenditure by international travelers was **US\$384.2**



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

INTERNATIONAL TRAVELER ACCOUNT INDEX APRIL 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-April 2026, the cumulative ICVI for international tourists increased from 106.96 in 2025 to 112.86

+5.52%



The accumulated ICVI for Inbound Tourists decreased from 111.32 in 2025 to 107.34

-3.58%



The accumulated ICVI for Inbound Tourists by Air went from 122.28 in 2025 to 117.86

-3.61%

INCOME



In January-April 2026, the accumulated ICVI for Total Income (Expenditure) decreased from 170.58 in 2025 to 169.92

-0.39%



The accumulated ICVI for Income (Expenditure) by Inbound Tourists decreased from 172.21 in 2025 to 167.23

-2.89%



The accumulated ICVI for Income (Expenditure) by Inbound Tourists by Air decreased from 181.33 in 2025 to 175.14

-3.41%

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

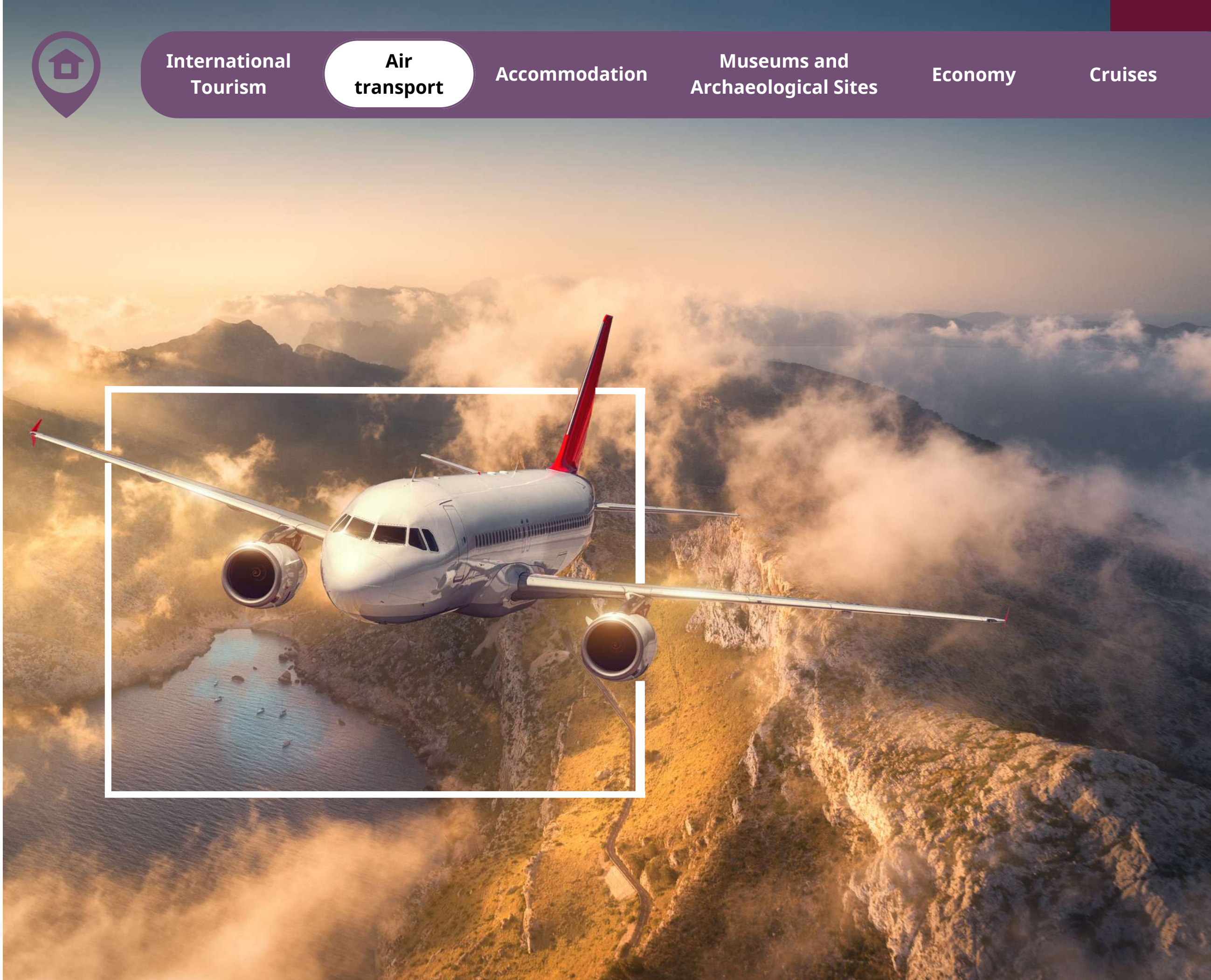
**Air
transport**

Accommodation

Museums and
Archaeological Sites

Economy

Cruises



NATIONALITIES OF PASSENGERS ARRIVING IN MEXICO

Market Share

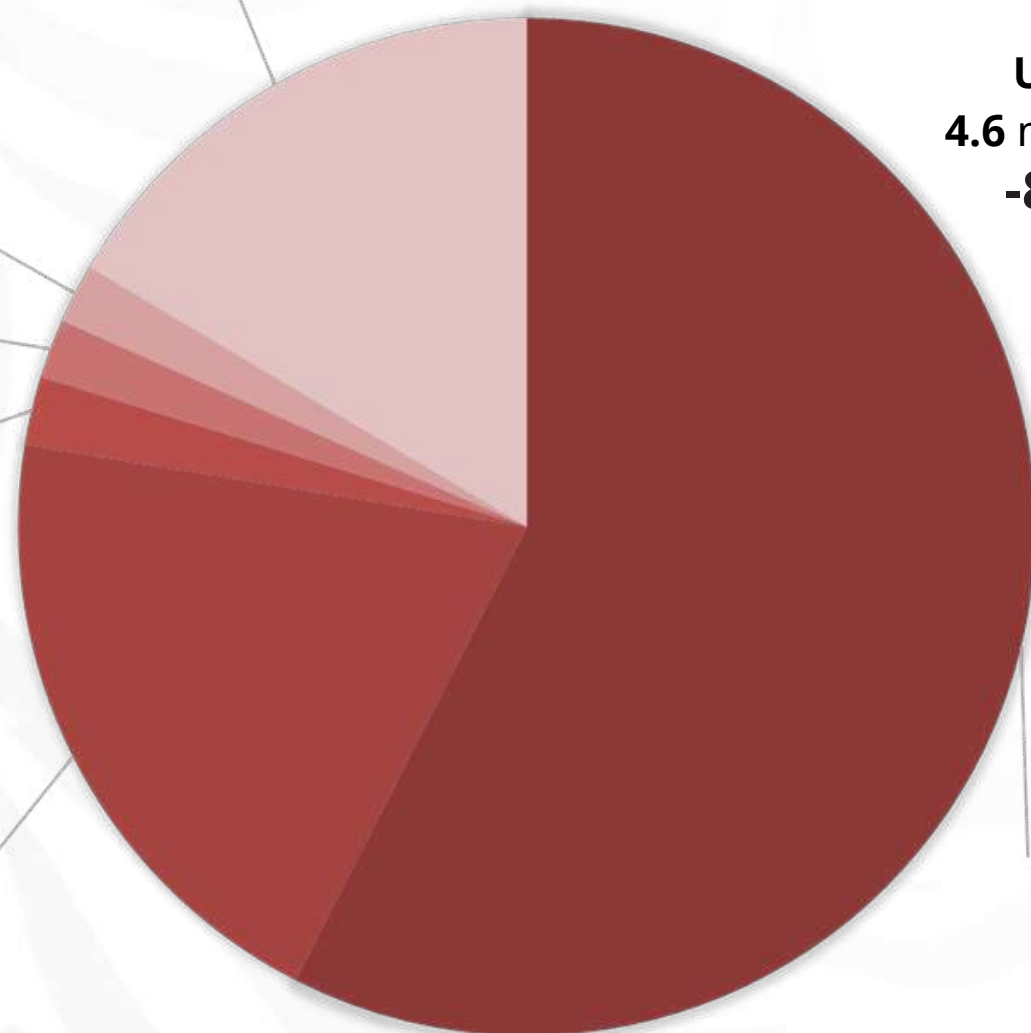
Other, 16.5%

Argentina, 1.9%

United Kingdom, 1.9%

Colombia, 2.2%

Canada, 20.1%



UNITED STATES
4.6 million passengers,
-8.4% lower vs 2025.

CANADA
1.6 million passengers
+8.8% higher vs 2025

UNITED KINGDOM
151.164 PASSENGERS,
+6.9% higher vs 2025

COLOMBIA
174.401 passengers,
+15.8% higher vs 2025

ARGENTINA
150.905 passengers,
-6.2% lower vs 2025

United States,
57.5%

OTHER NATIONALITIES
1 million, 323 mil 509 passengers,
-2.3% lower vs 2025

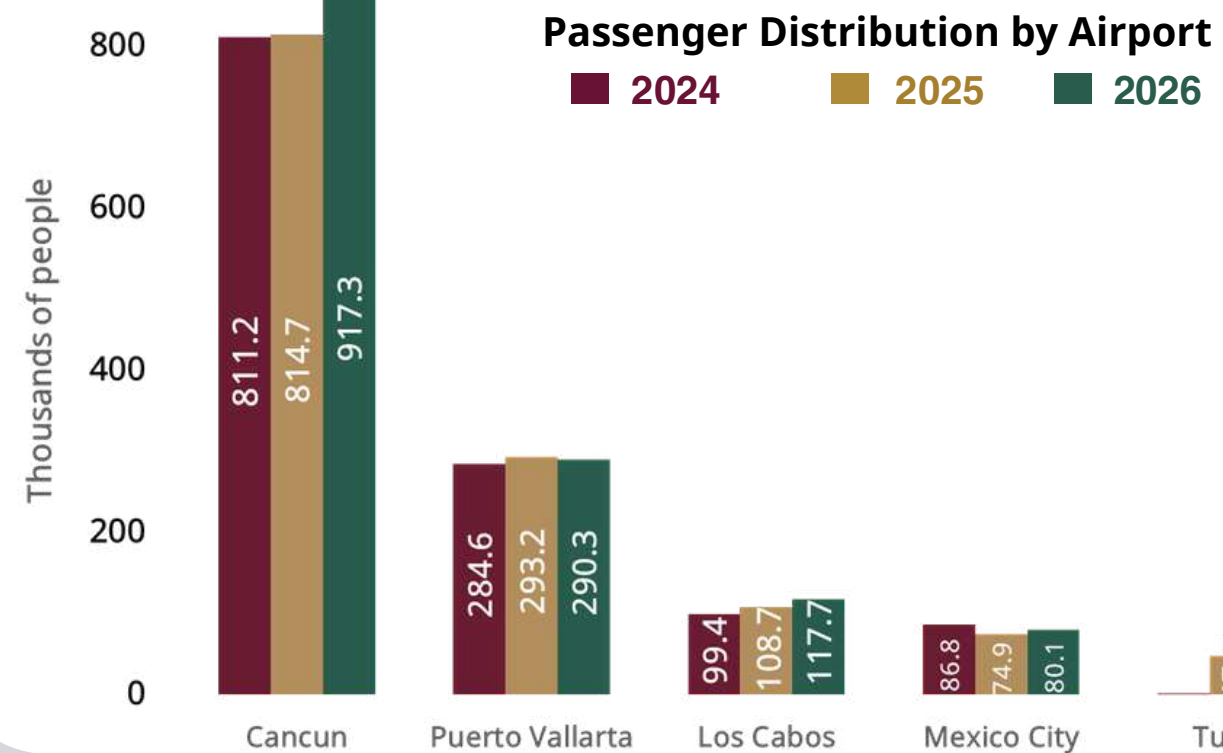
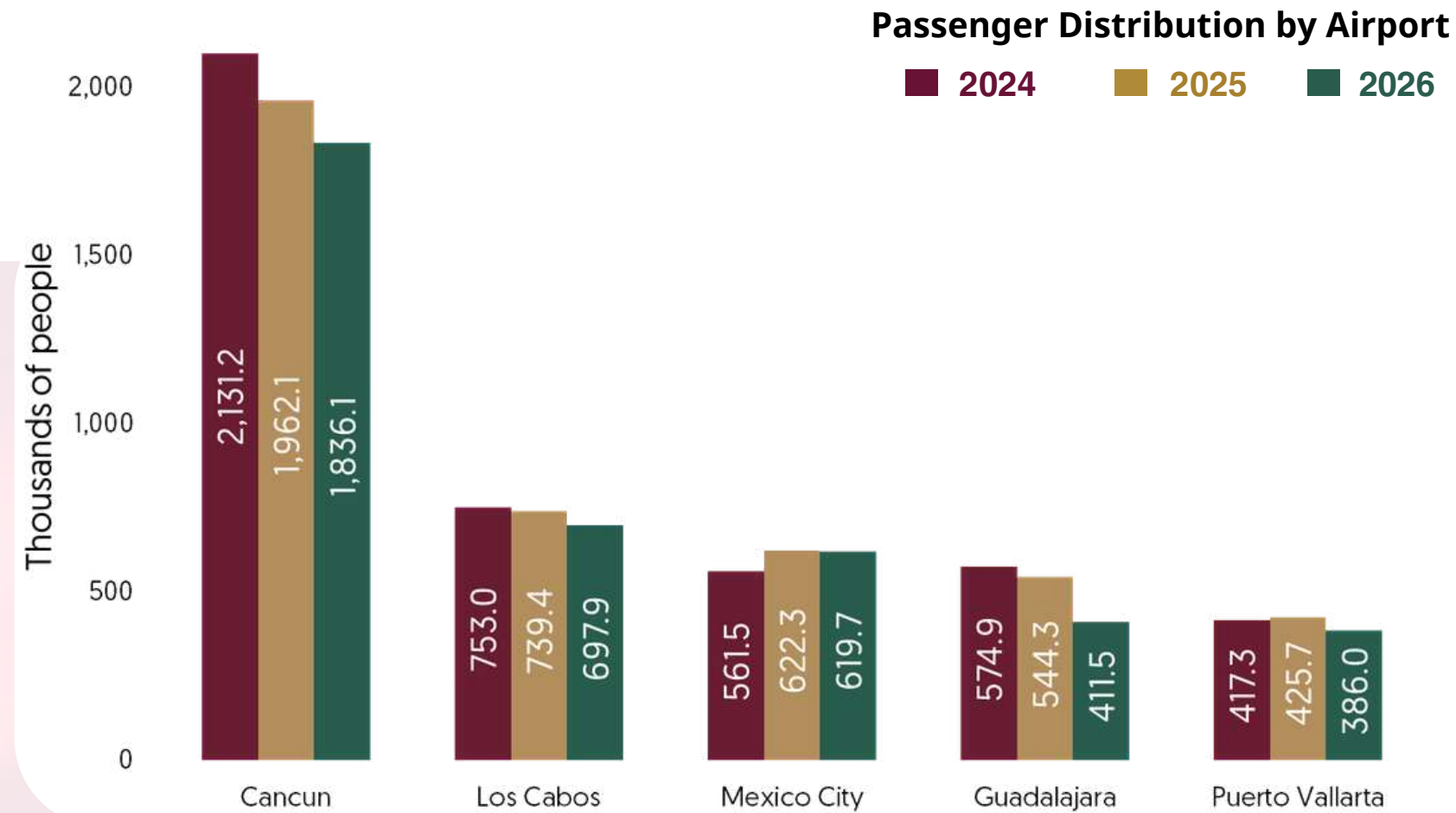
January–April 2026: **8.03 million** foreign air passengers (by nationality) arrived in Mexico.

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-Abril 2026: **4.6 million U.S. passengers** arrived by air.



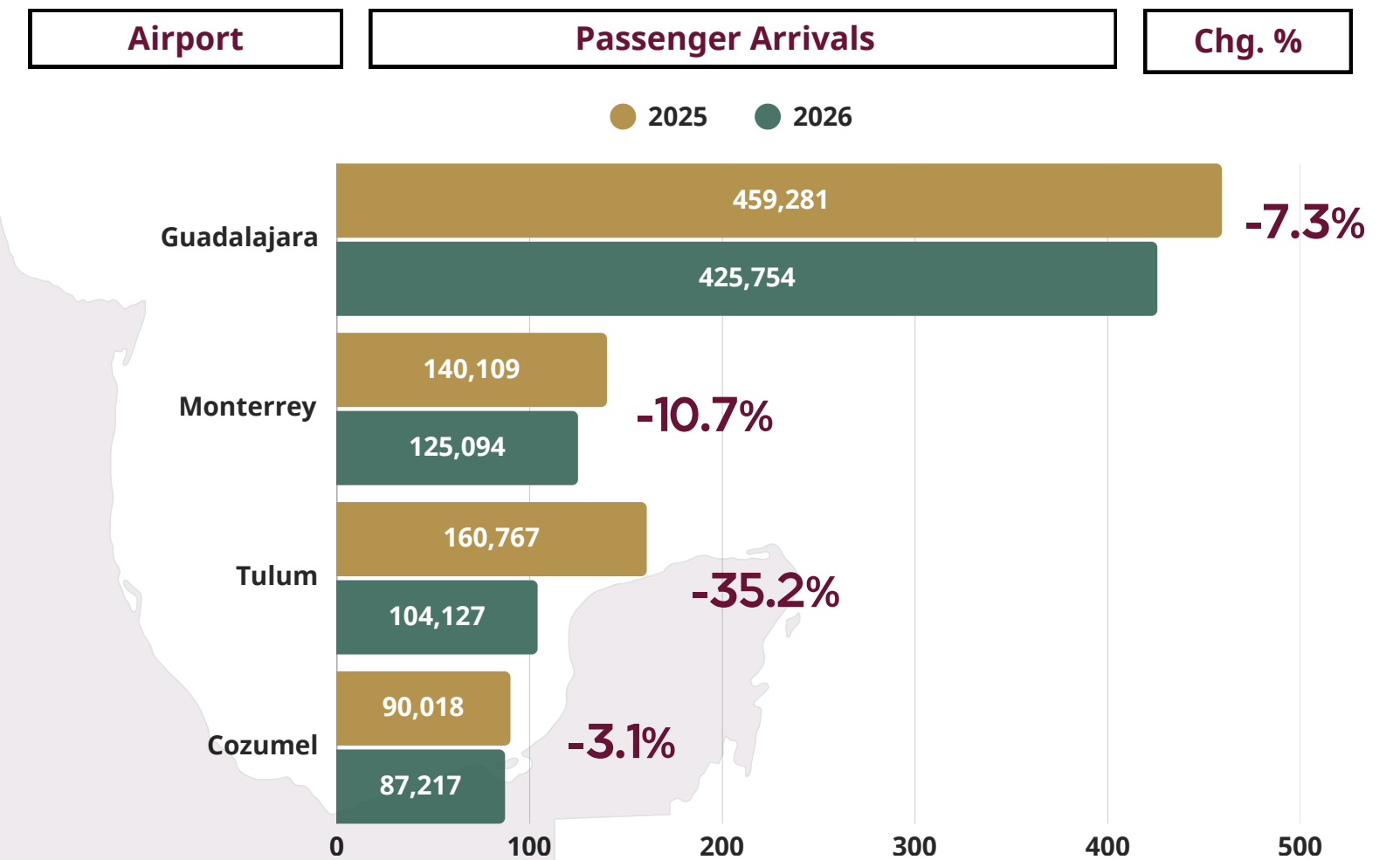
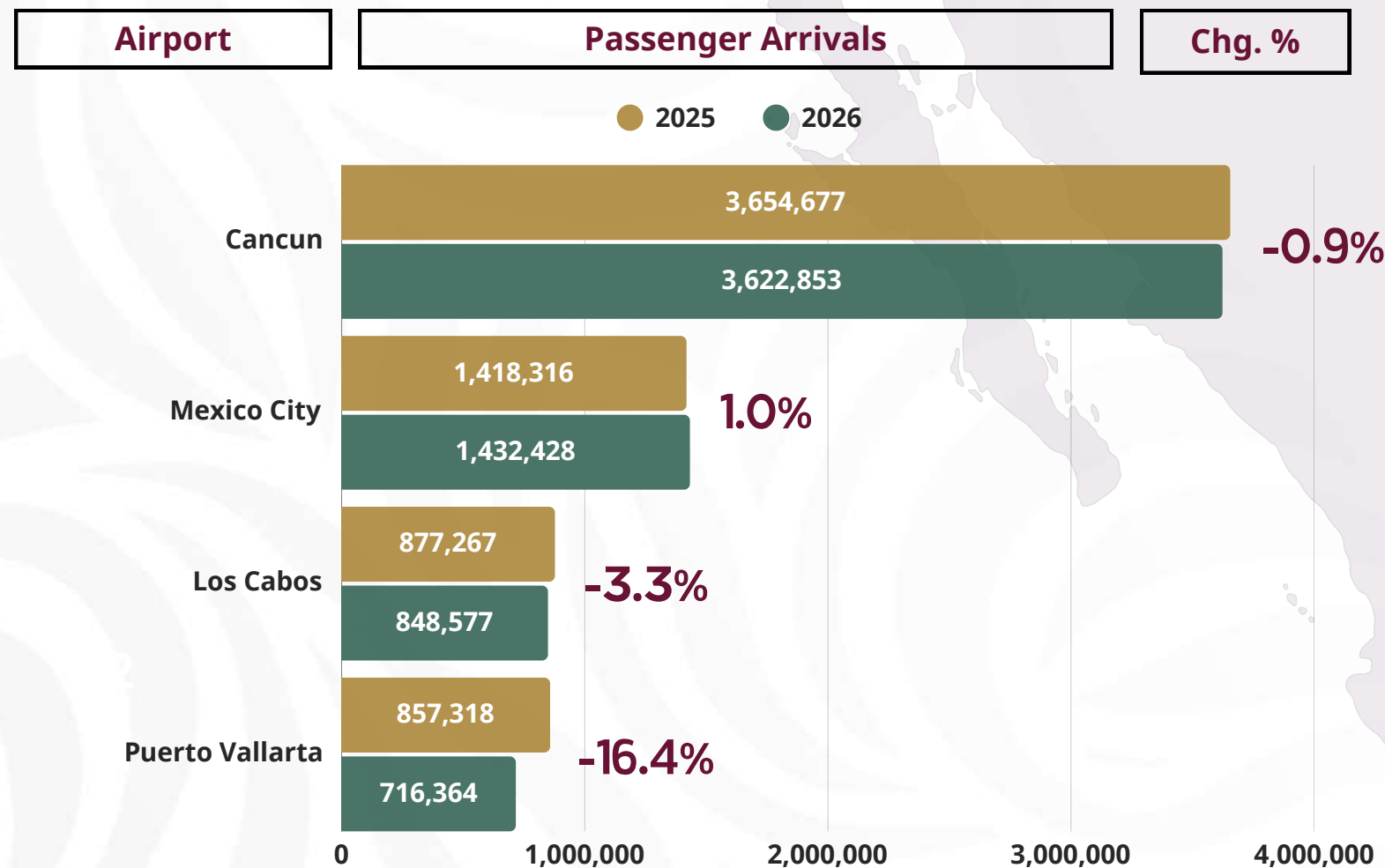
CANADIAN PASSENGERS TO MEXICO

January-Abril 2026: **1.6 million Canadian passengers** arrived by air, an **8.8%** 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%20por%20Nacionalidad.aspx>

FOREIGN PASSENGERS TO MAIN AIRPORTS BY NATIONALITY

January-Abril 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 **91.7%** of total foreign passenger arrivals by nationality.



N. c. Not comparable

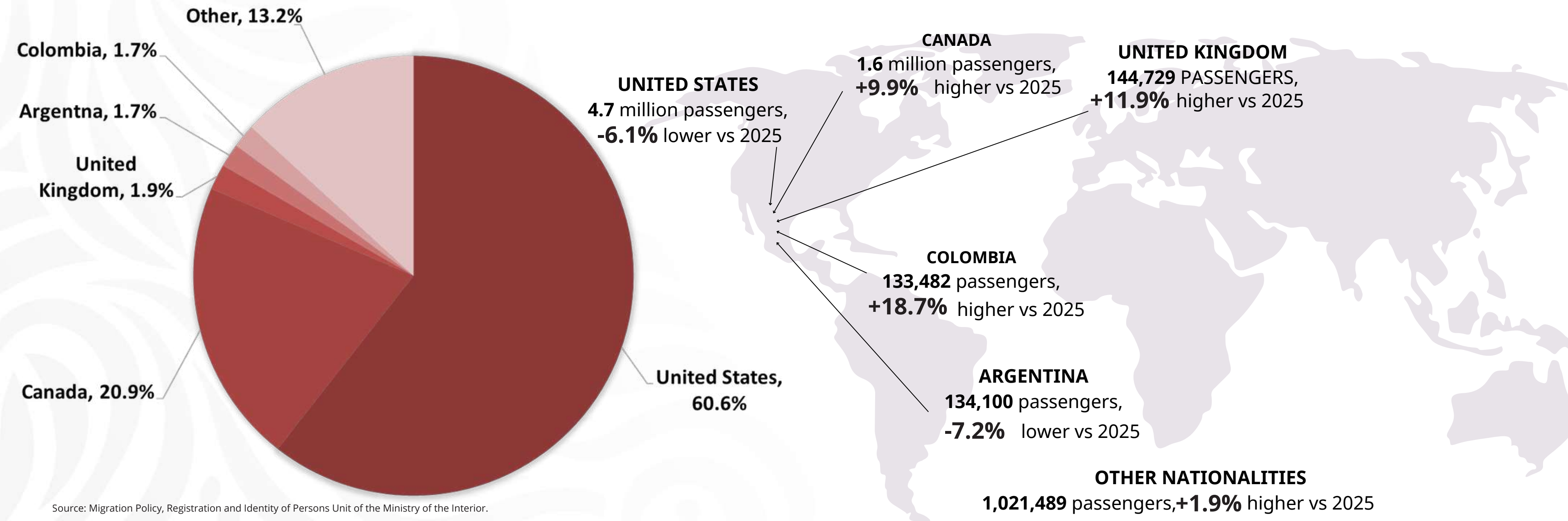
Note: Figures refer to events because the same person may have entered the country on more than one occasion.
Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

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

PASSENGERS BY COUNTRY OF RESIDENCE TO MEXICO

Market Share

January-April 2026: **7.7 million** international tourists arrived by air based on their country of residence.



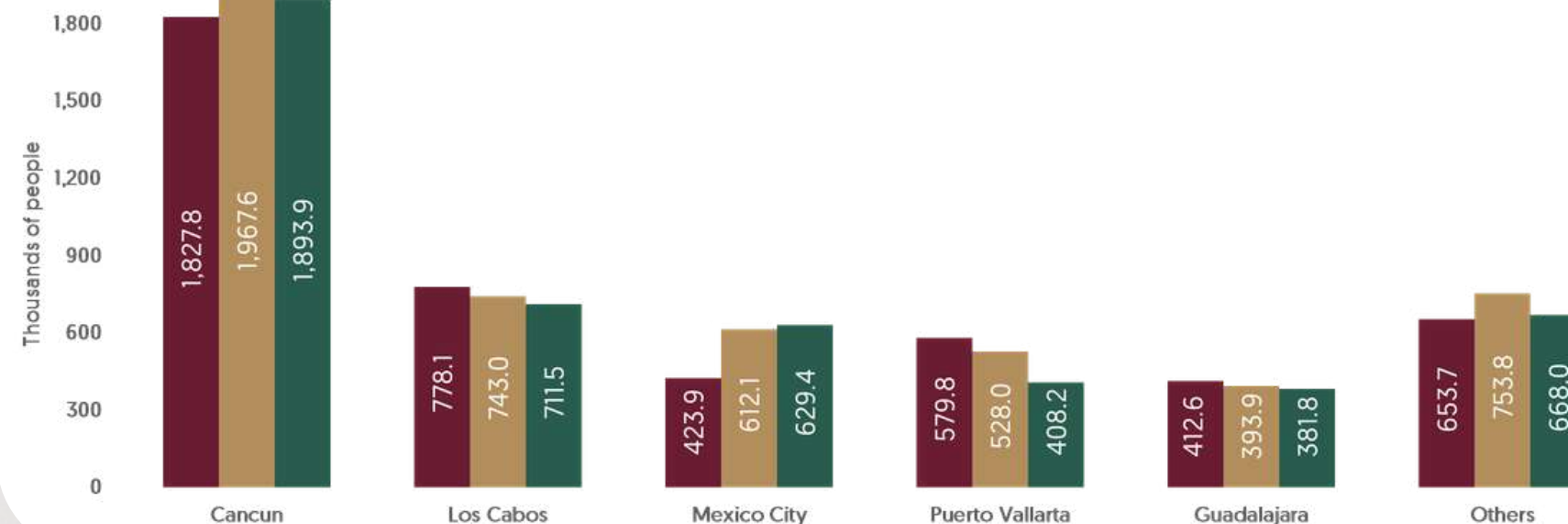


US RESIDENTS TRAVELING TO MEXICO

January-April 2026: air arrivals of U.S. resident tourists reached **4.7 million**.

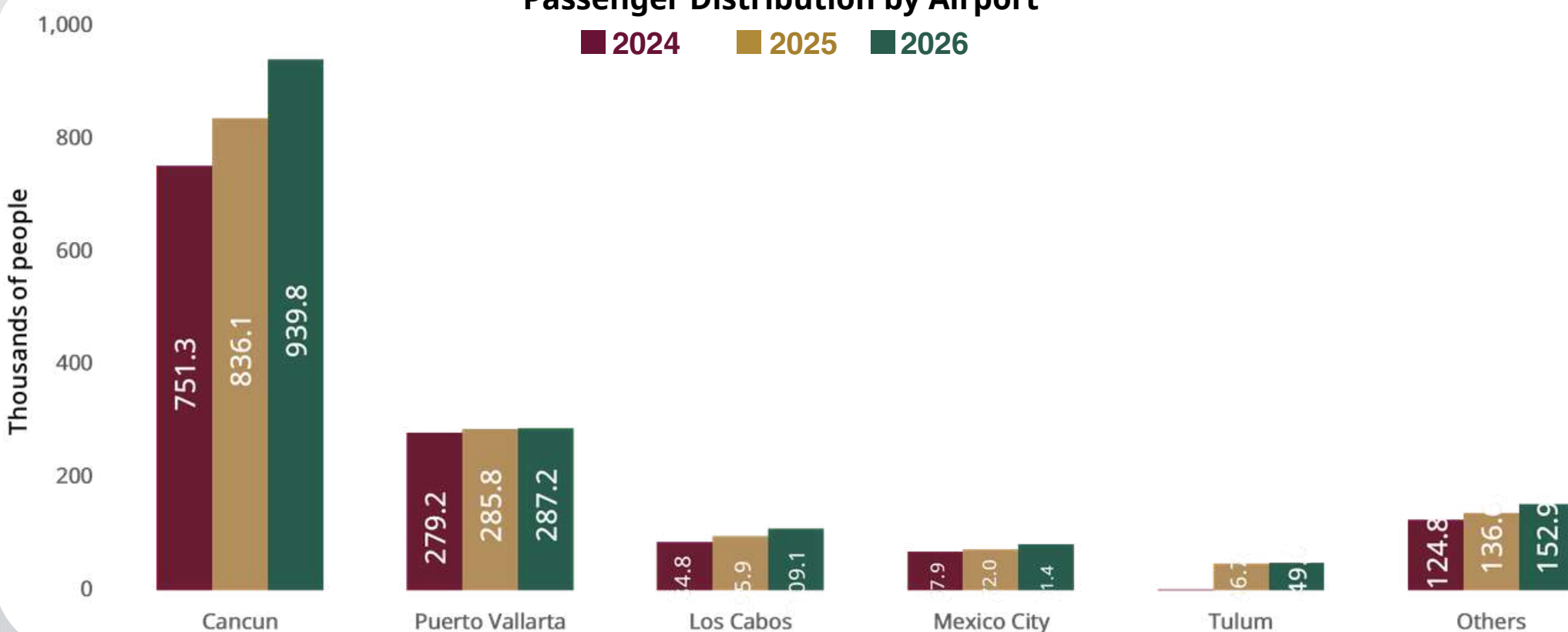
Passenger Distribution by Airport

■ 2024 ■ 2025 ■ 2026



Passenger Distribution by Airport

■ 2024 ■ 2025 ■ 2026



CANADIAN RESIDENTS TRAVELING TO MEXICO

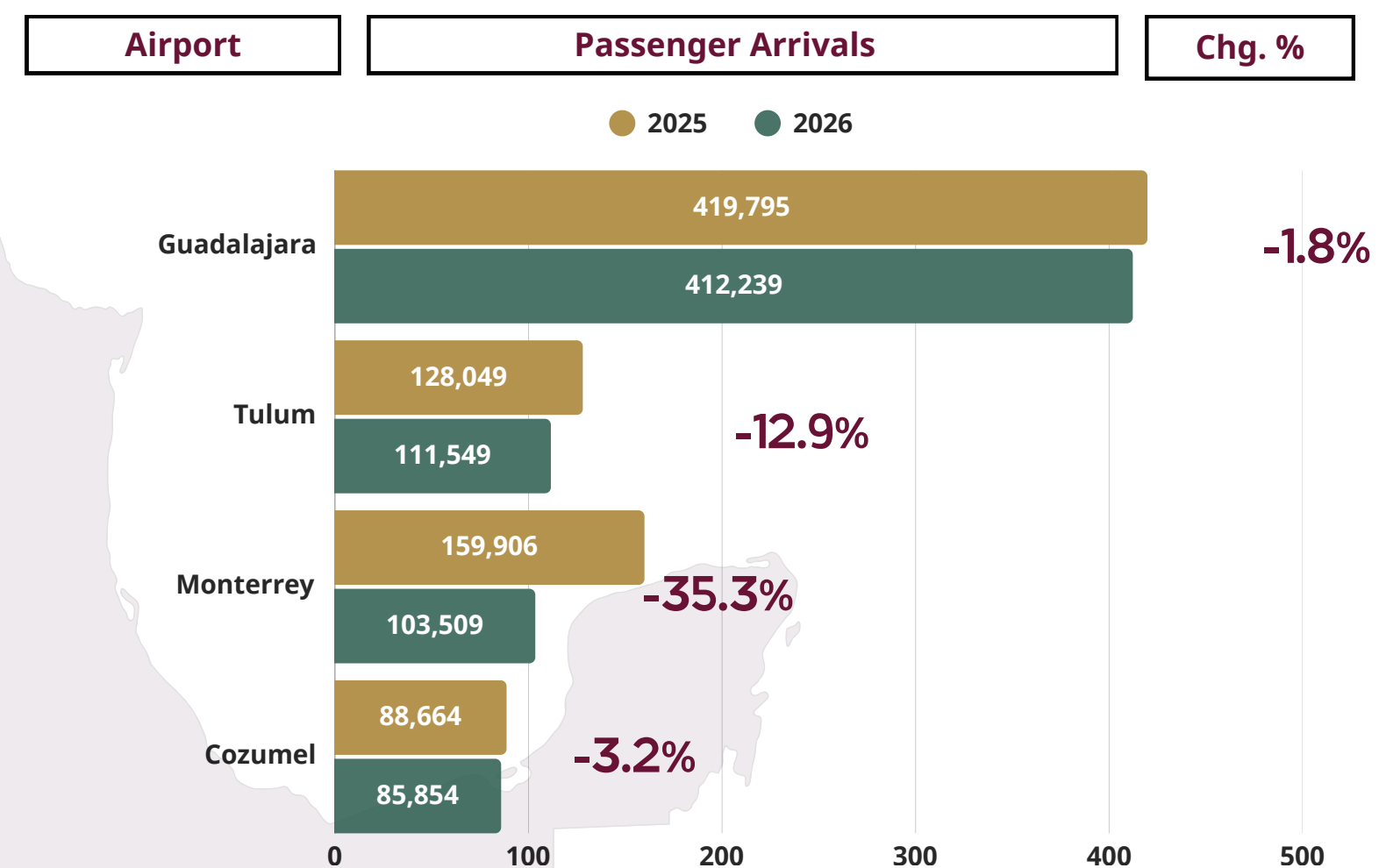
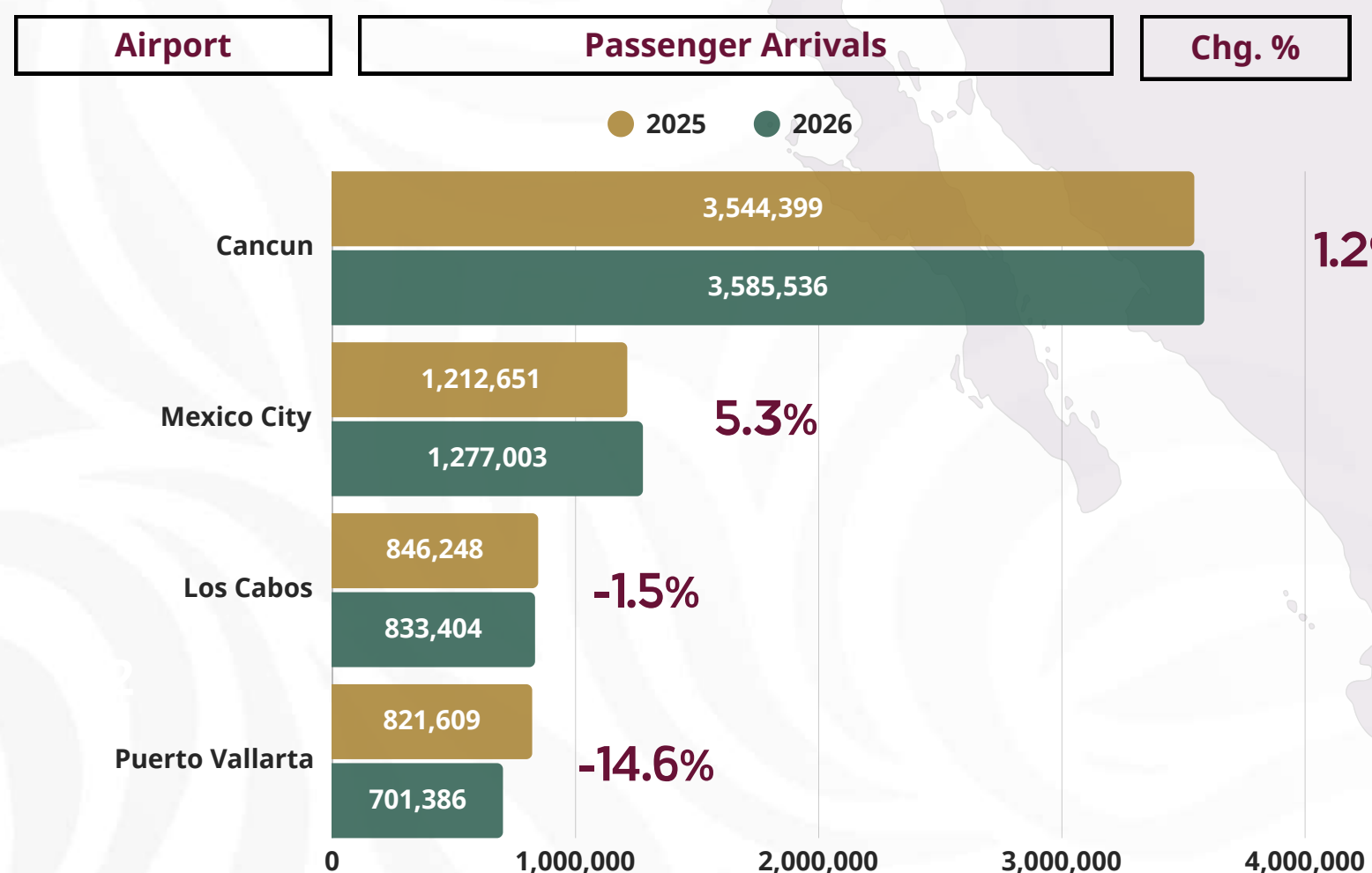
January-April 2026: **1.6 million** Canadian resident air passengers arrived, a 9.9% increase compared to the same period in 2025.



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-April 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

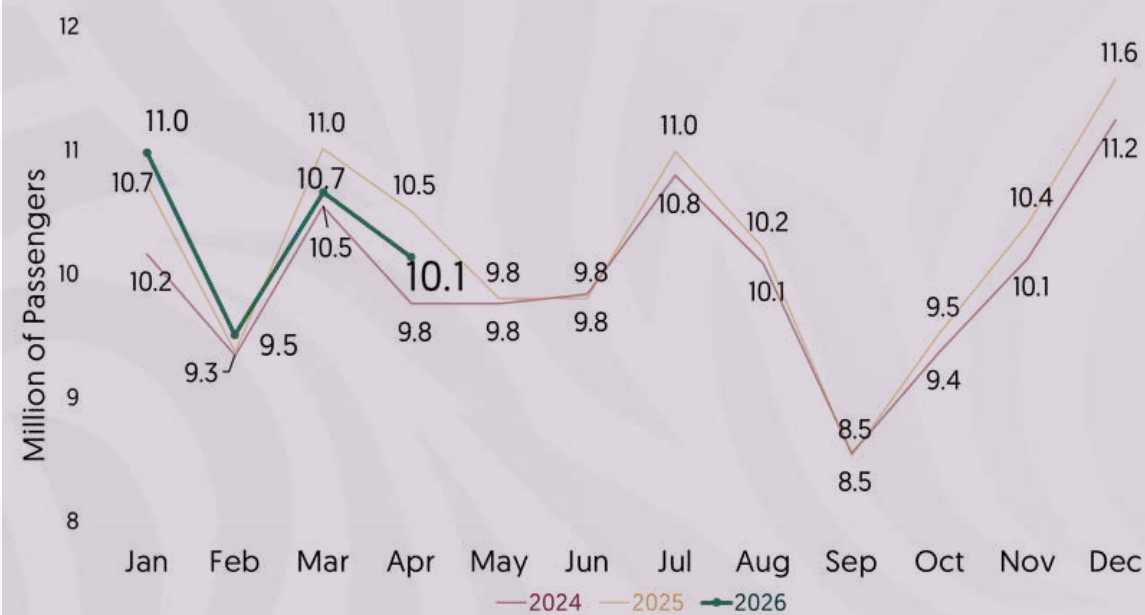
Note: Figures refer to events because the same person may have entered the country on more than one occasion.
Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

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



PASSENGERS ON DOMESTIC AND INTERNATIONAL FLIGHTS

January-April 2026: Mexico recorded a total of **41.3 million** air passengers during the first quarter of 2026.



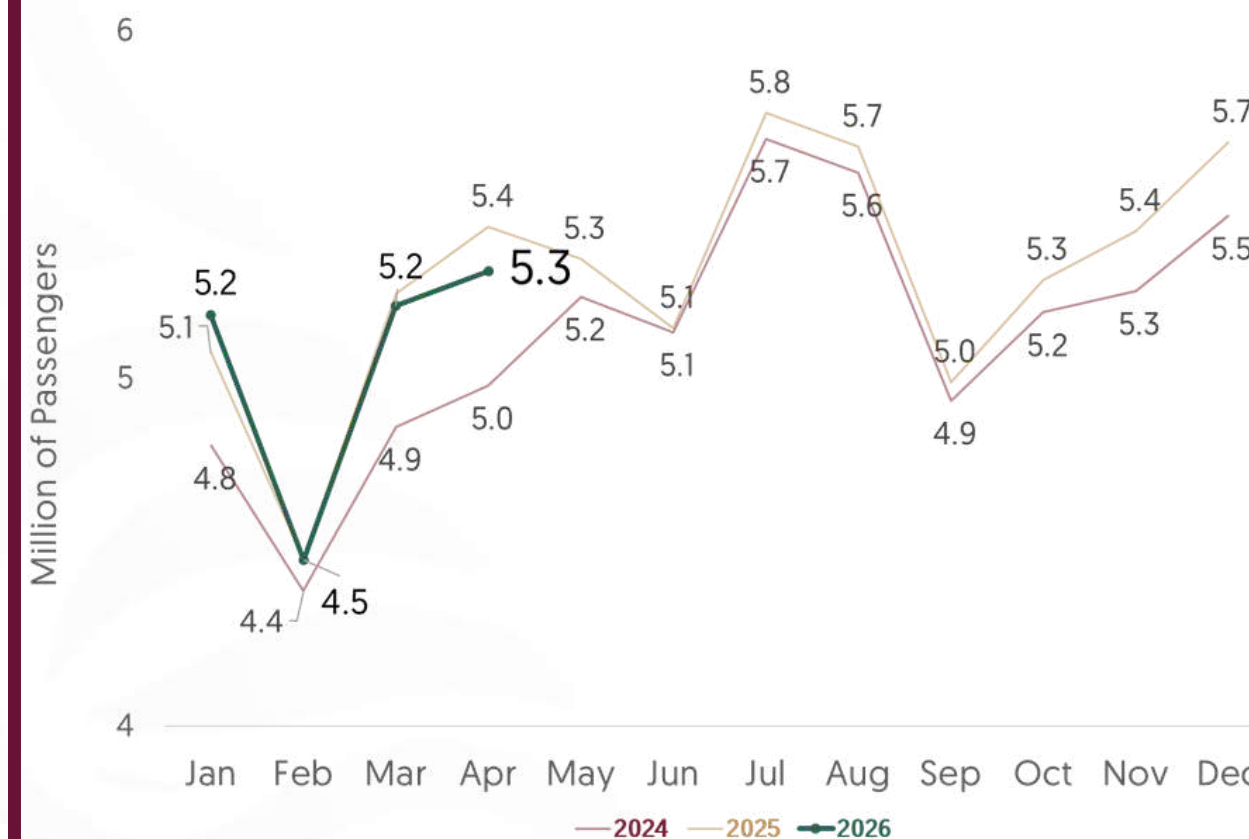
Preliminary figures for 2024.
Source: Federal Civil Aviation Agency (AFAC).

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

PASSENGERS ON FLIGHTS

NATIONAL

January-April 2026: **20.2 million** passengers were recorded on domestic flights.

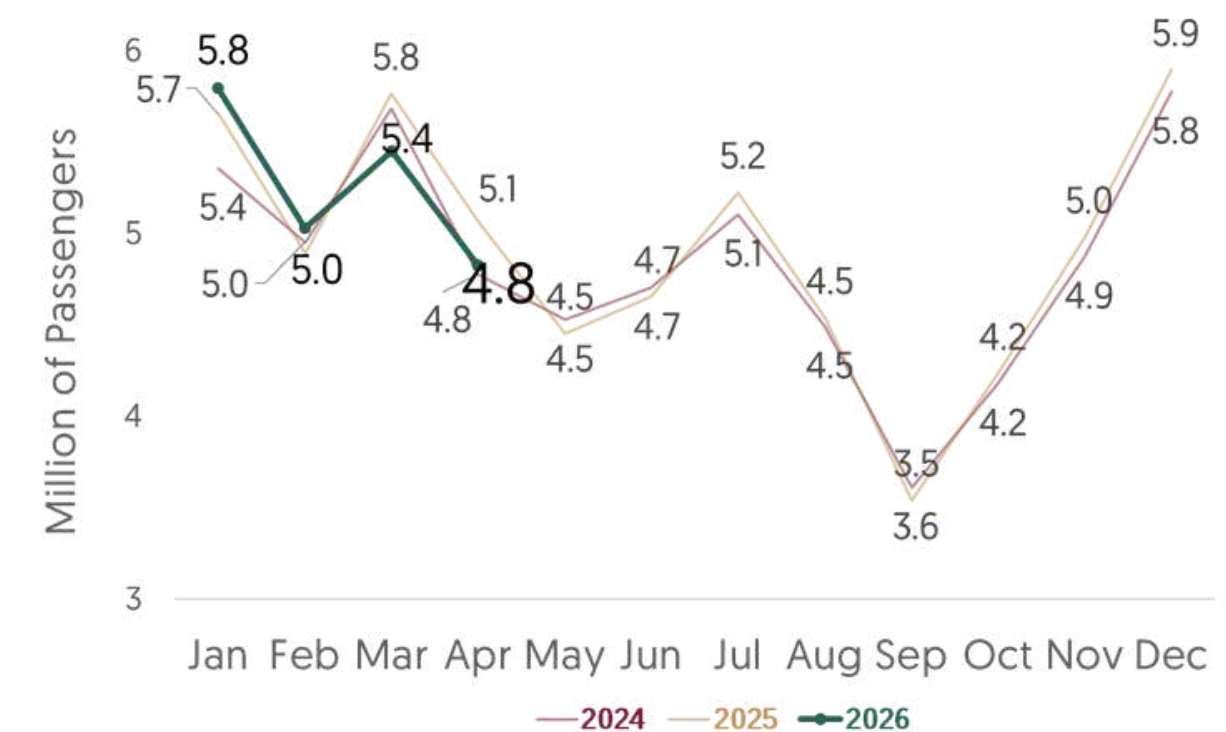


Preliminary figures for 2024.
Source: Federal Civil Aviation Agency (AFAC).

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

INTERNATIONAL

January-April 2026: **21.1 million** passengers were recorded on international flights.





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3

Accommodation



International
Tourism

Air
transport

Accommodation

Museums and
Archaeological Sites

Economy

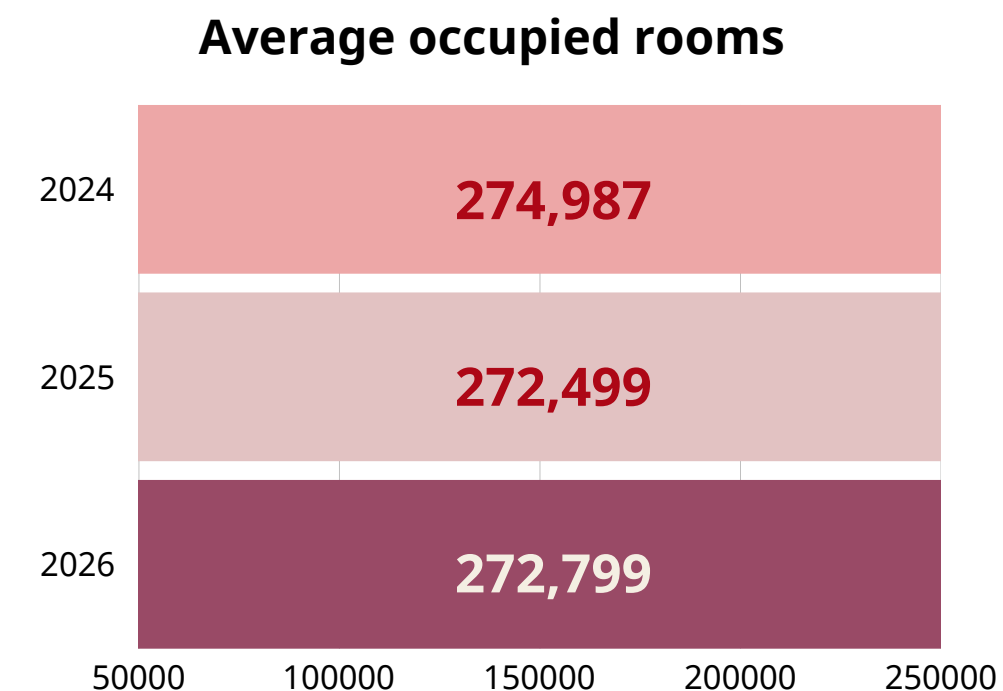
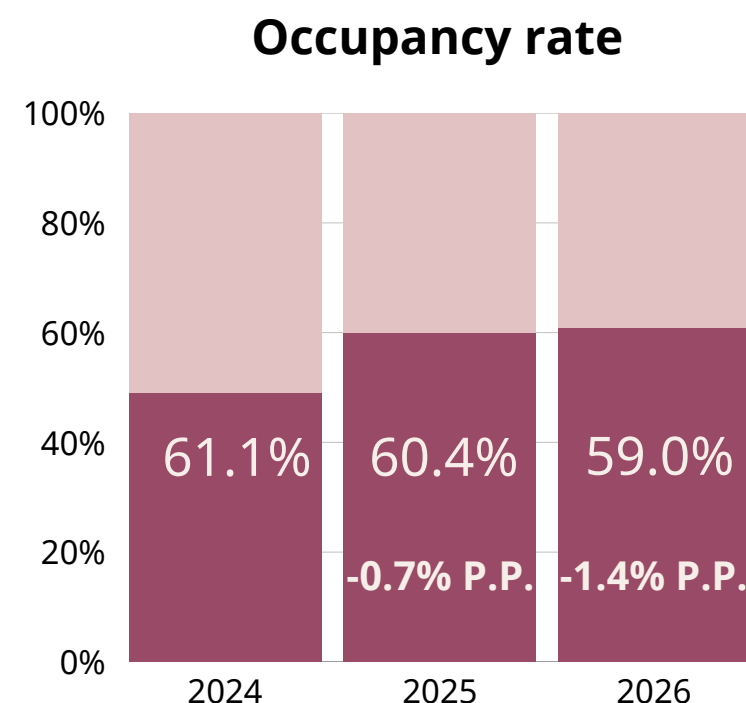
Cruises





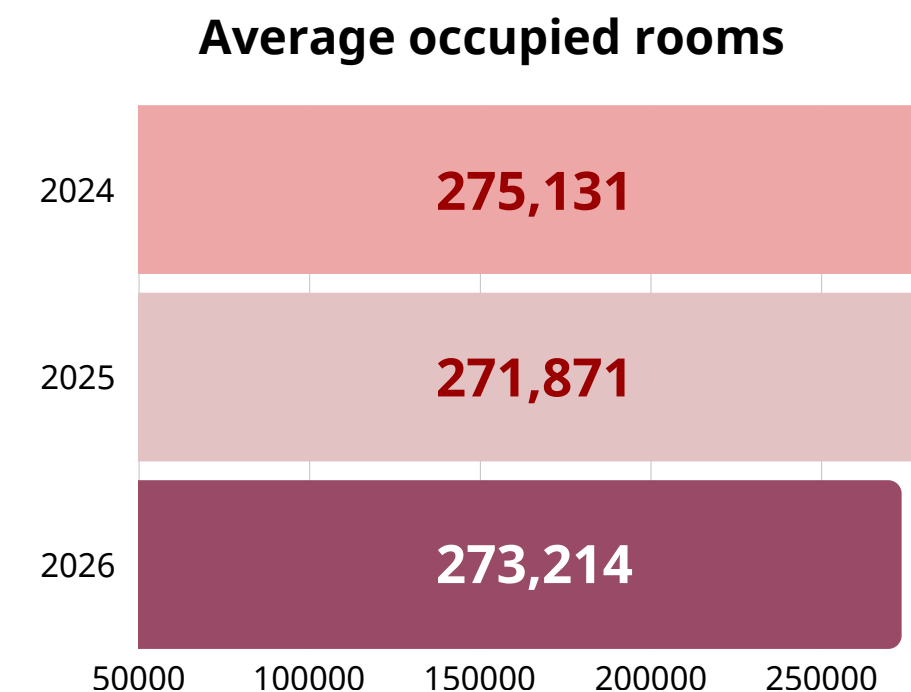
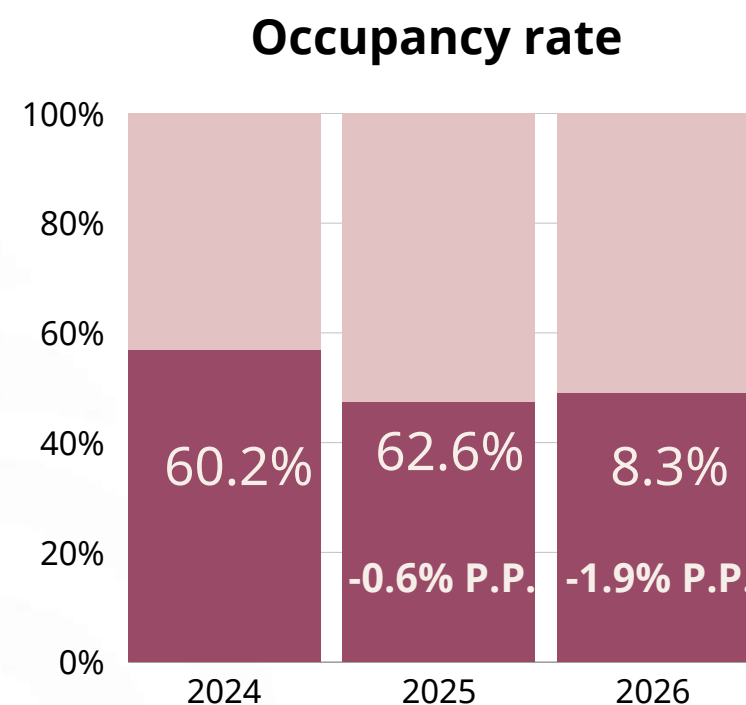
HOTEL OCCUPANCY RATE (JANUARY-APRIL)

January-April 2026: The hotel occupancy rate across 70 selected tourist centers averaged **59.0%**, representing an decrease of **-1.4 percentage points** compared to the same period of 2025.



HOTEL OCCUPANCY RATE (APRIL)

January-April 2026: The hotel occupancy rate across 70 selected tourist centers averaged **58.3%**, representing a decrease of **-1.9 percentage points** compared to the same period of 2025.

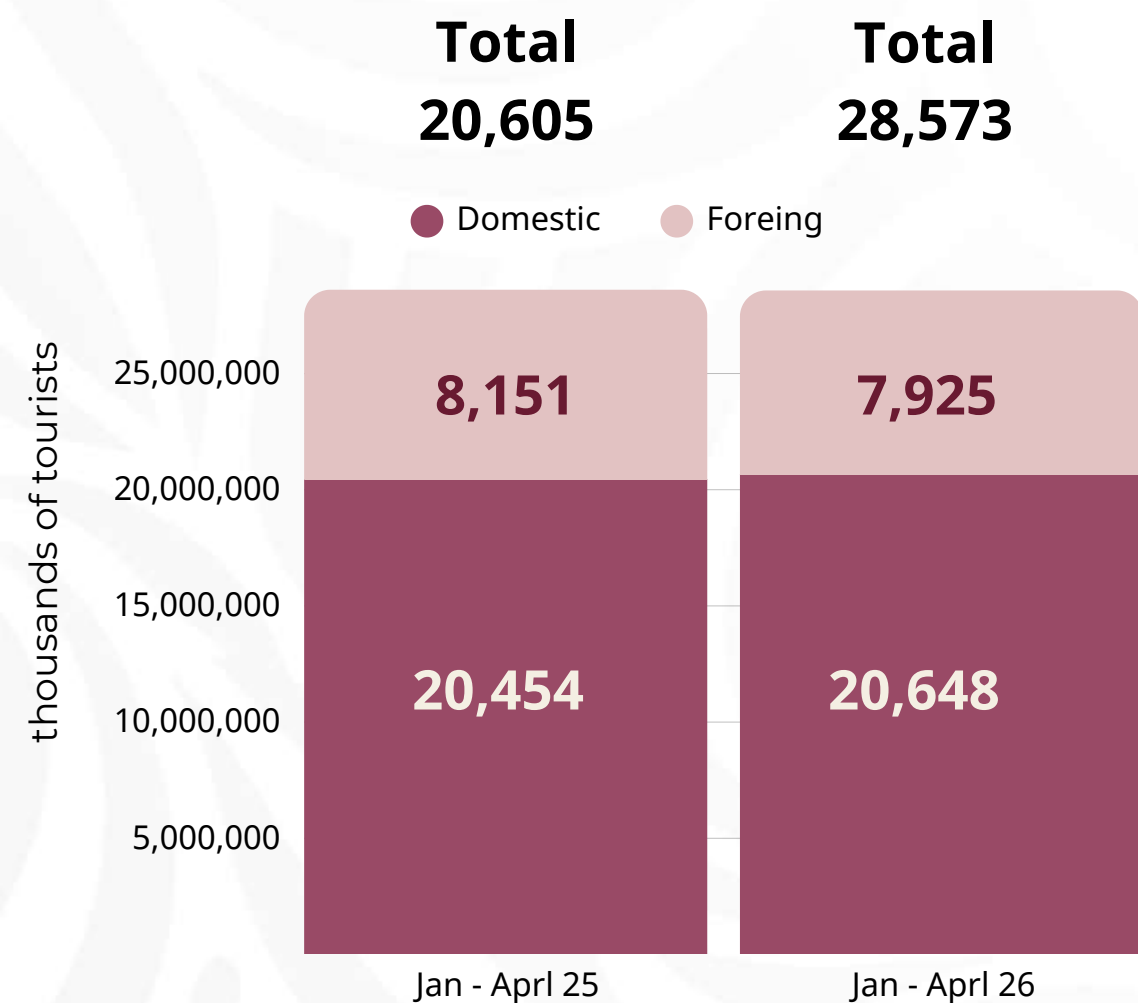


Note: The variation may not match exactly due to rounding. Occupancy variation in percentage points.

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

TOURIST ARRIVALS AT HOTEL ROOMS

January–April 2026: A total of **28.6 million** tourists stayed in hotel rooms, of which **20.6 million** were domestic tourists (**73.3%**) and **7.9 million** were international tourists (**27.7%**).



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–April 2026: The hotel occupancy rate by type of destination was **69.0%** in beach destinations and **50.2%** 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-APRIL

Center Type	2025	2026	Percentage Difference 2026 vs 2025
Total	51.5%	59.0%	-1.4 pp
Beach Centers	70.8%	69.0%	-1.8 pp
Cities	51.5%	50.2%	-1.3 pp

APRIL

Center Type	2025	2026	Percentage Difference 2026 vs 2025
Total	60.2%	58.3%	-1.9 pp
Beach Centers	68.5%	65.7%	-2.8 pp
Cities	53.0%	51.8%	-1.2 pp



OCCUPANCY PERCENTAGE RANKING

APRIL

TOURIST DESTINATION	2025	2026	PERCENTAGE CHANGE 2026 VS 2025
Playacar, Quintana Roo	83.3%	87.2%	3.9 pp
Akumal, Quintana Roo	77.5%	75.1%	-1.7pp
Cabo San Lucas, Baja California Sur	72.0%	72.6%	0.6 pp
Nuevo Nayarit, Nayarit	77.3%	72.5%	-4.8pp
Cancun, Q. Roo.	71.0%	70.7%	-0.3 pp
Playa del Carmen, Quintana Roo	65.5%	70.2%	4.7 pp
Bahias de Huatulco, Oaxaca	69.2%	69.1%	-0.1pp
San Jose del Cabo Baja California Sur	71.3%	66.0%	-5.3pp
Zona Corredor Los Cabos, Baja California Sur	69.4%	65.4%	-4.0pp
Cd. Juarez, Chih.	65.2%	64.1%	-1.1pp

JANUARY-APRIL

TOURIST DESTINATION	2025	2026	PERCENTAGE CHANGE 2026 VS 2025
Playacar, Quintana Roo	88.3%	90.3%	2 pp
Nuevo Nayarit, Nayarit	81.5%	79.8%	-1.7pp
Cabo San Lucas Baja California Sur	82.7%	79.3%	-3.4 pp
Akumal, Quintana Roo	76.9%	77.0%	0.1 pp
Cancun, Q. Roo.	78.9%	75.6%	-3.3 pp
Playa del Carmen, Quintana Roo	77.9%	75.4%	-2.5pp
Bahias de Huatulco, Oaxaca	73.9%	74.9%	1 pp
Zona Corredor Los Cabos, Baja California Sur	69.4%	72.0%	2.6 pp
Puerto Vallarta, Jalisco	80.7%	71.2%	-9.5pp
San Jose del Cabo Baja California Sur	70.5%	69.1%	-1.4pp

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

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



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4

Museums and Archaeological Sites



International
Tourism

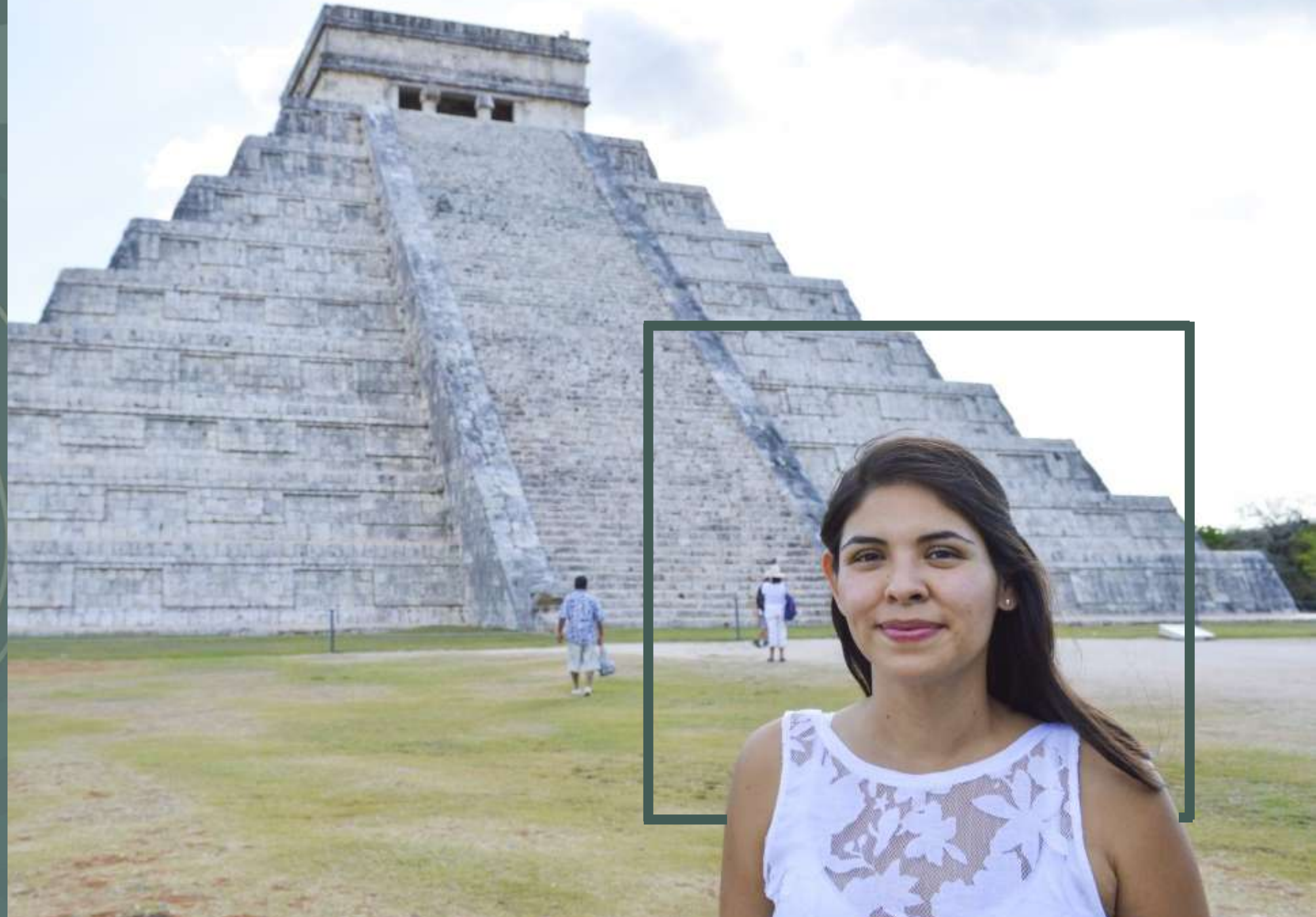
Air
transport

Accommodation

Museums and
Archaeological Sites

Economy

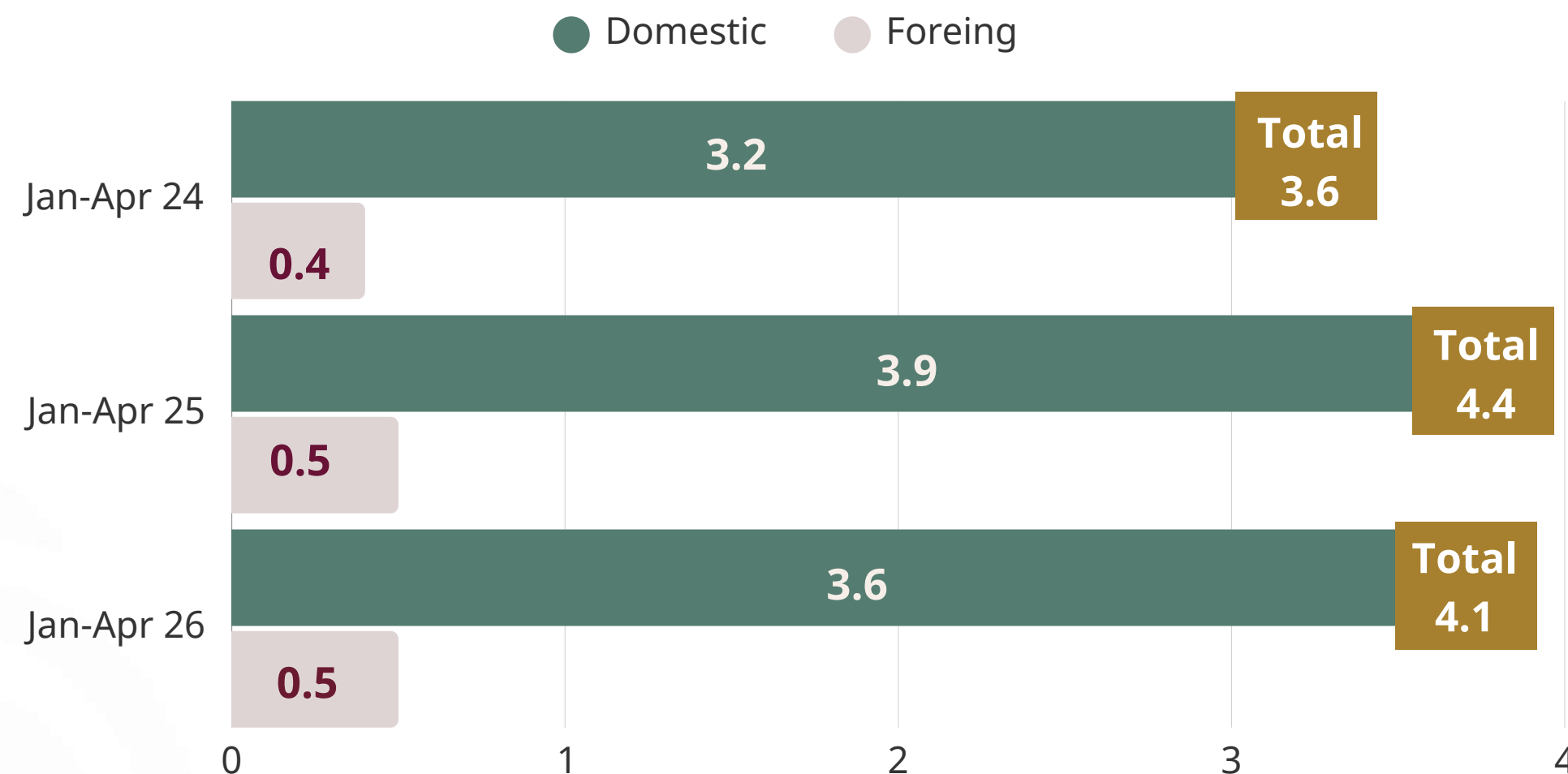
Cruises





VISITORS TO MUSEUMS

January–April 2026: A total of **4.132 million** museum visitors were recorded. Of the total, **87.3% were domestic** visitors and **12.7% were international** visitors.

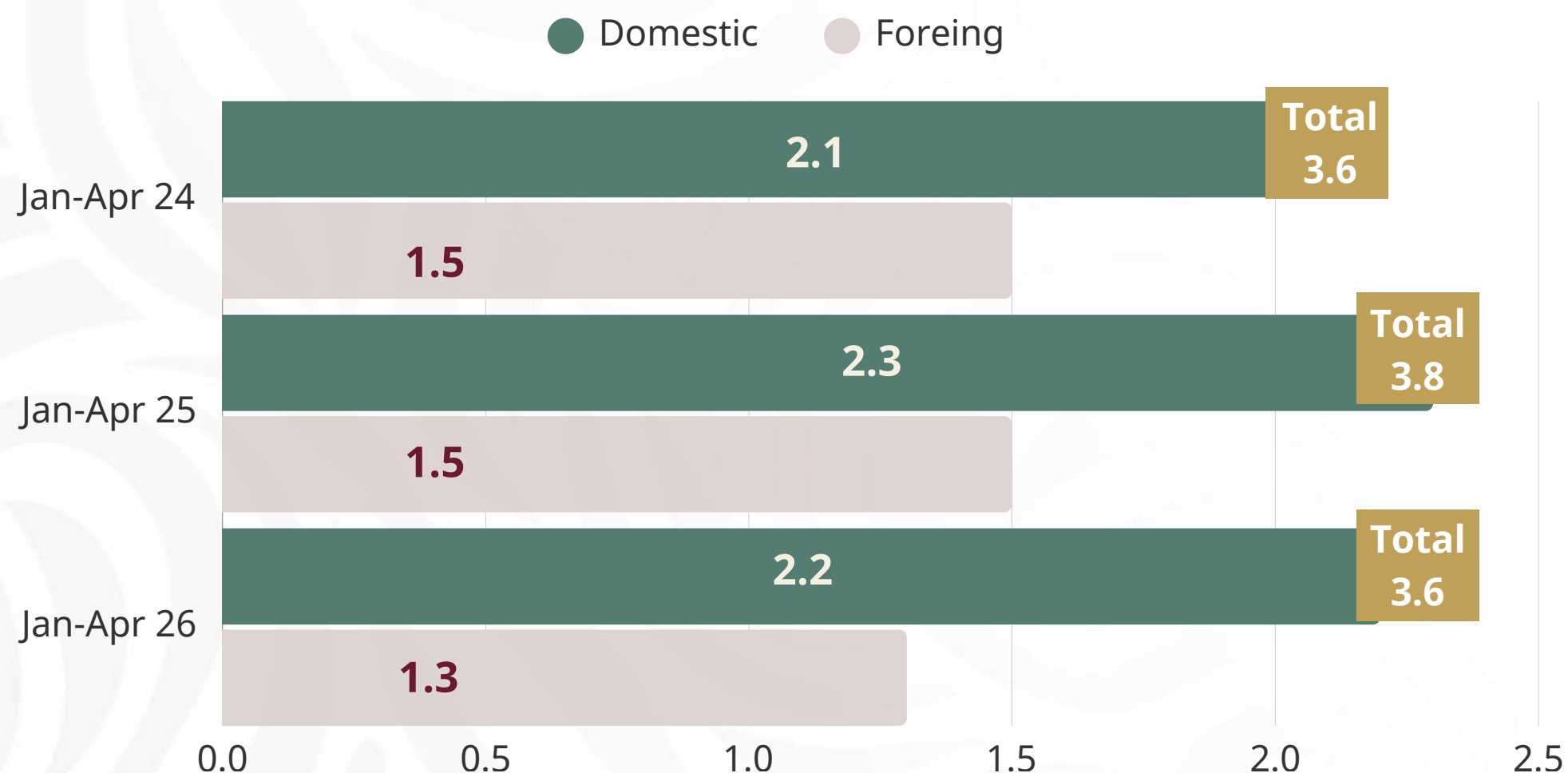


Source: National Institute of Anthropology and History (INAH).

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

VISITORS TO ARCHAEOLOGICAL SITES

January–April 2026: A total of **3.553 million** visitors were recorded at archaeological sites. Of the total, **62.8%** were domestic visitors and **37.2%** were international visitors.



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

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





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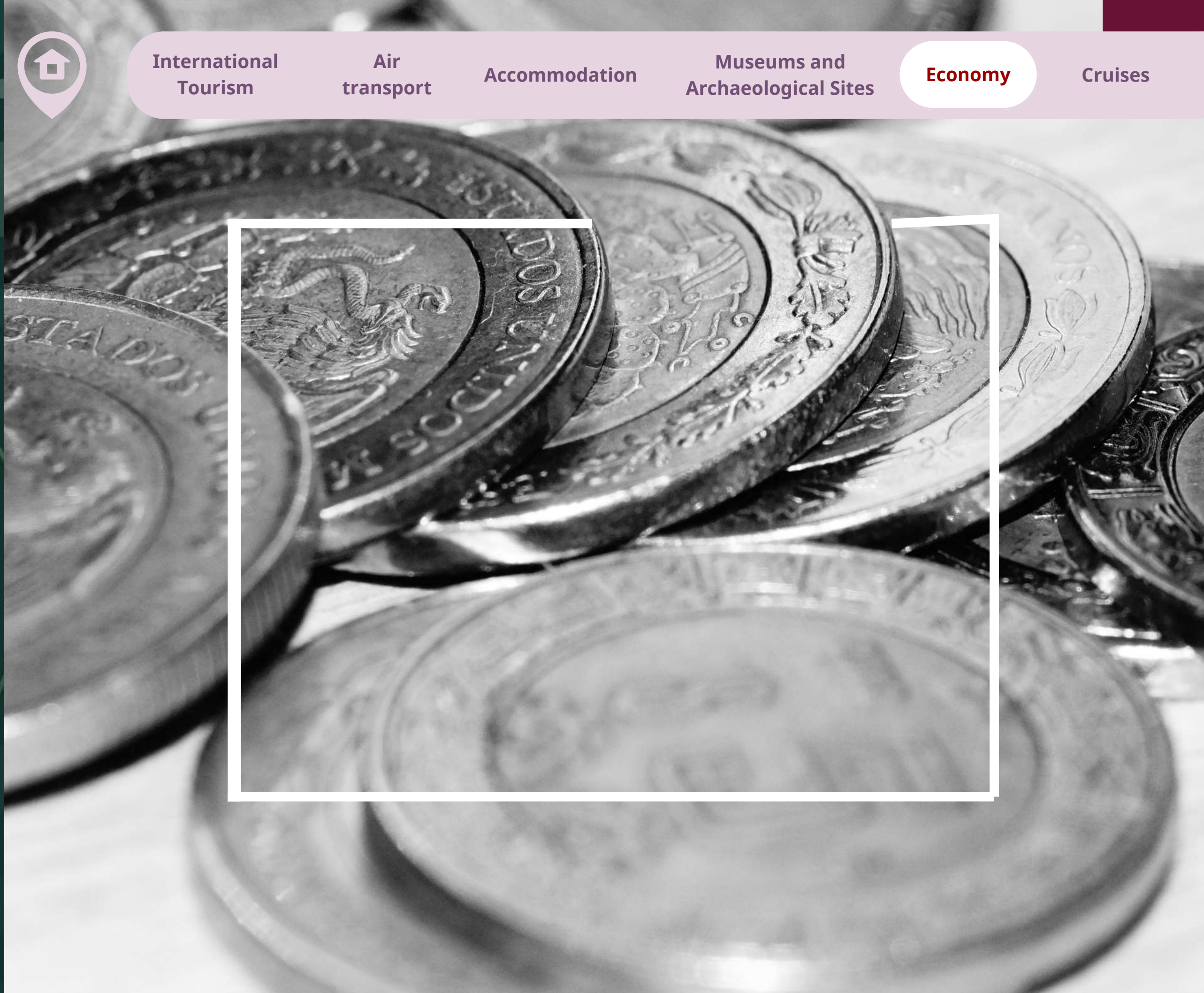


5

Economy



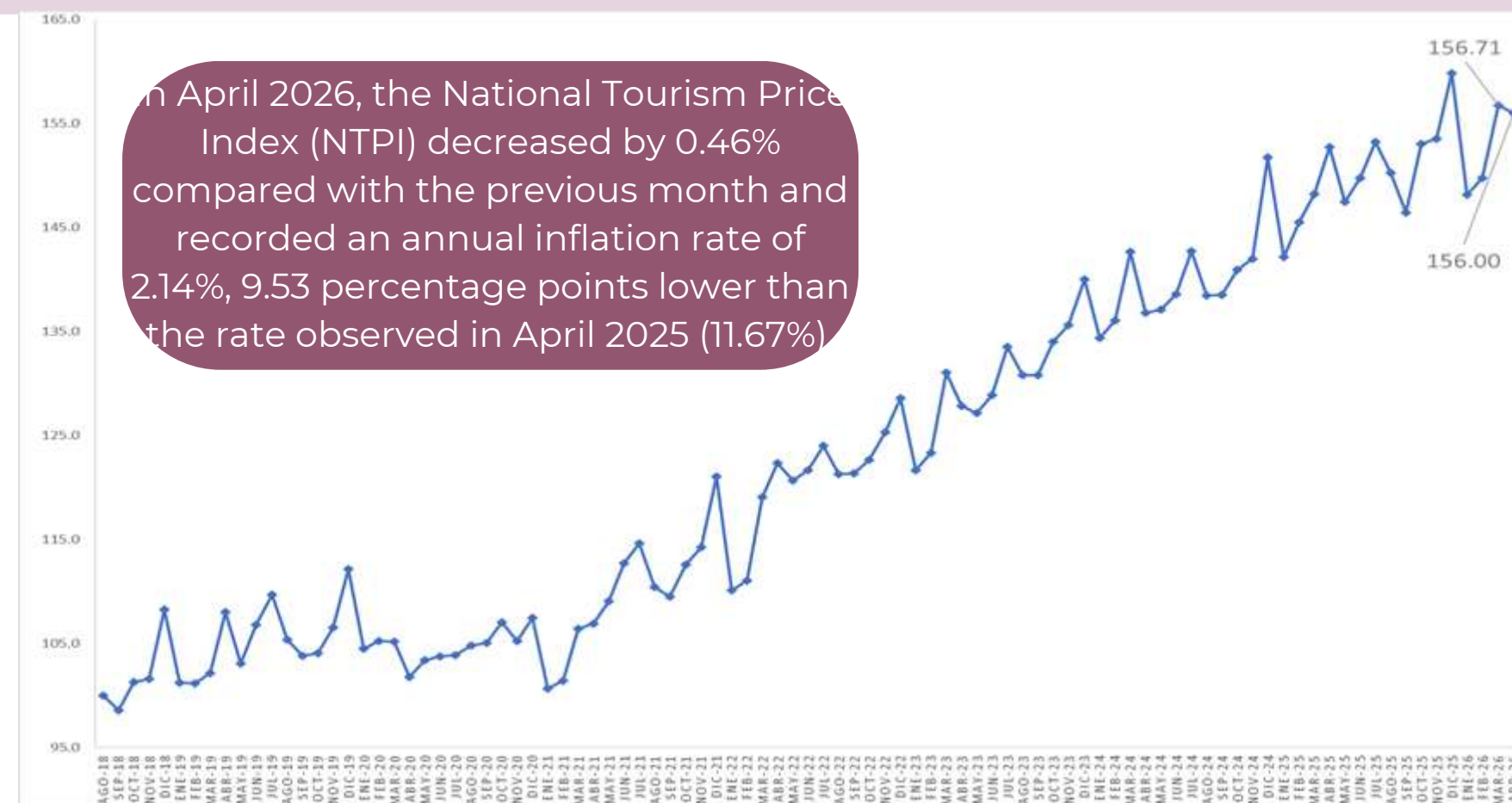
- International Tourism
- Air transport
- Accommodation
- Museums and Archaeological Sites
- Economy**
- Cruises



NATIONAL TOURIST PRICE INDEX (INPT) APRIL 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–April 2026: The balance of the international visitors account totaled USD **8.486 billion**, **9.6%** lower than in the same period of 2025, but **41.1%** higher than the level recorded in 2019.



6

Cruises

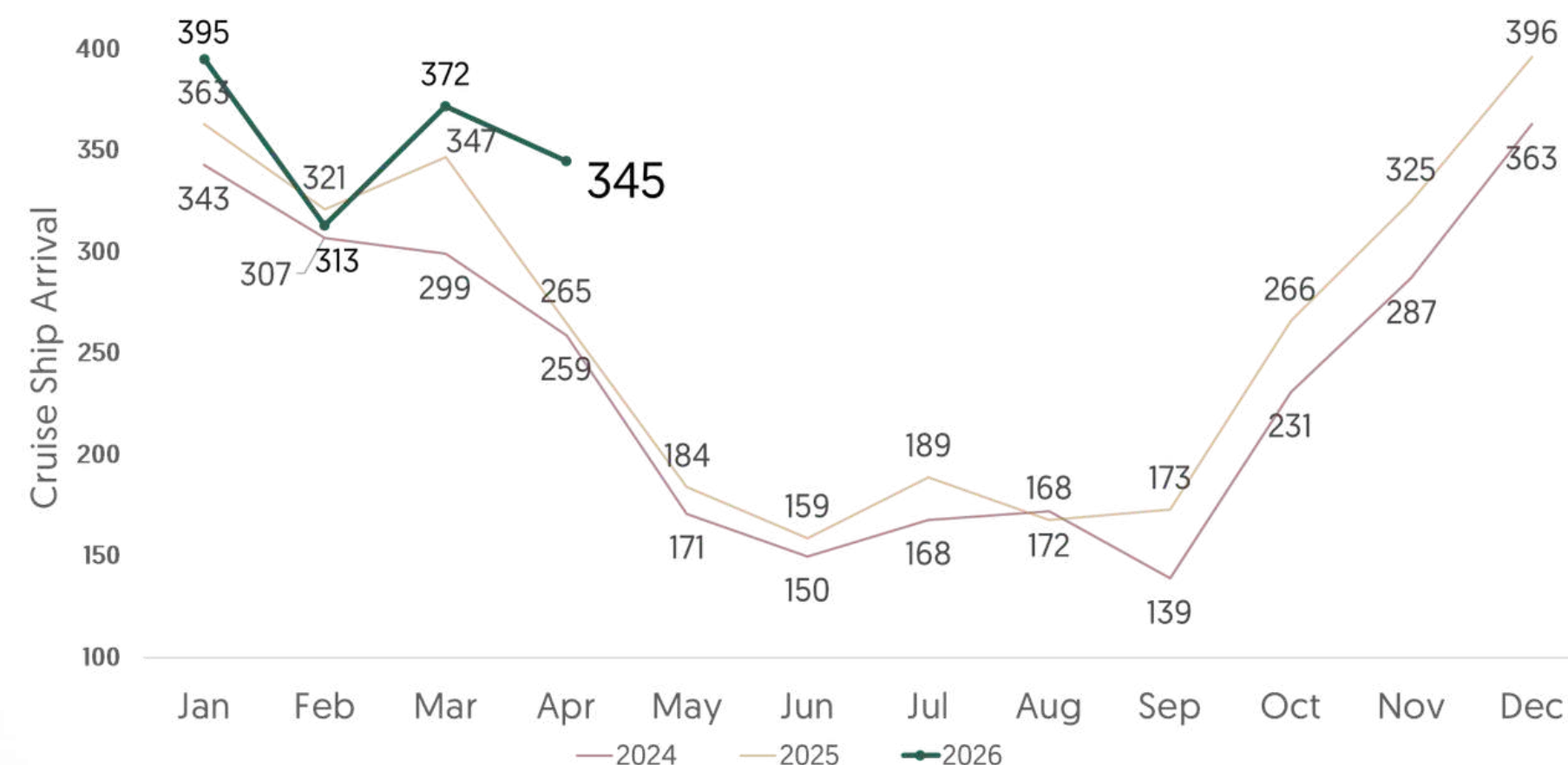
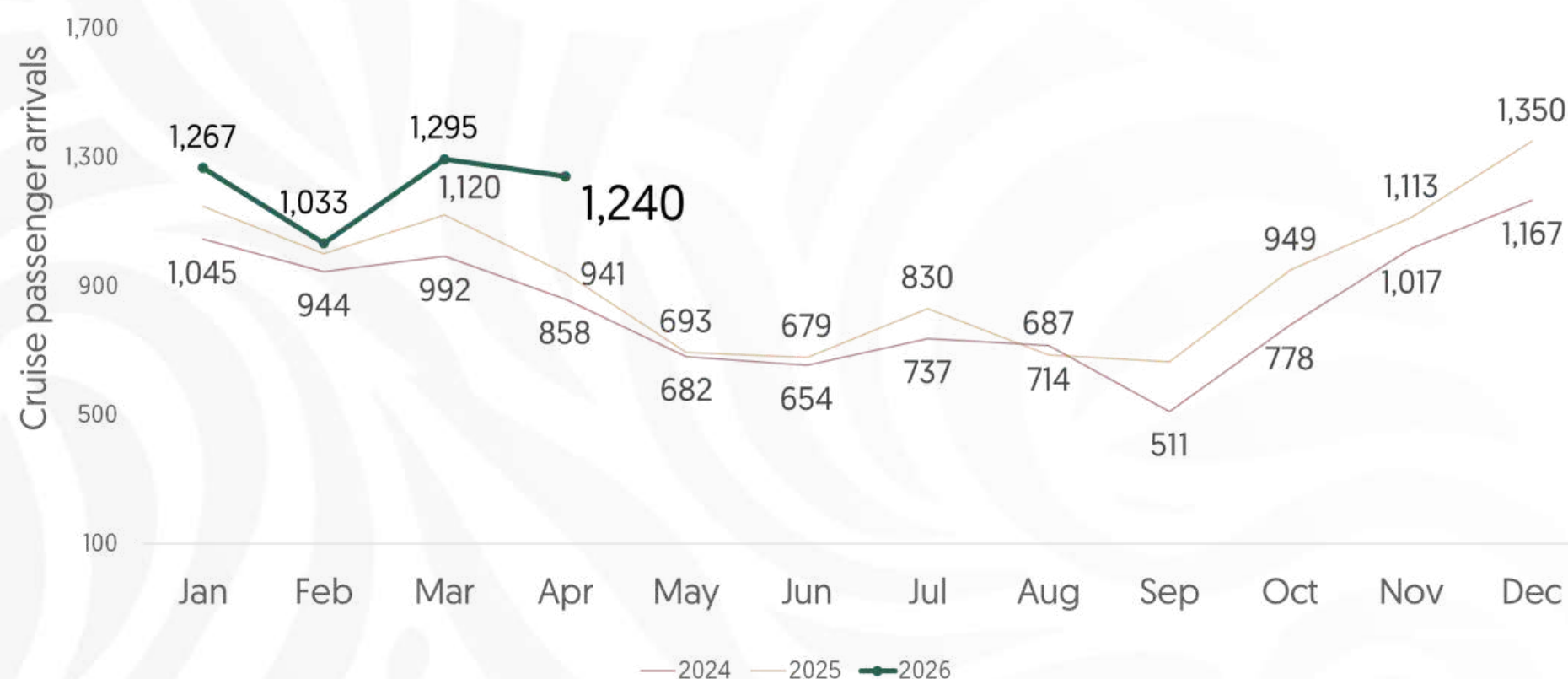


CRUISE PASSENGERS ARRIVALS

January–April 2026: A total of 4.835 million cruise passengers arrived, representing an increase of 14.8% compared to 2025.

CRUISE SHIPS ARRIVALS

January–April 2026: A total of 1,425 cruise ships arrived, representing an increase of 10.0% compared to 2025.

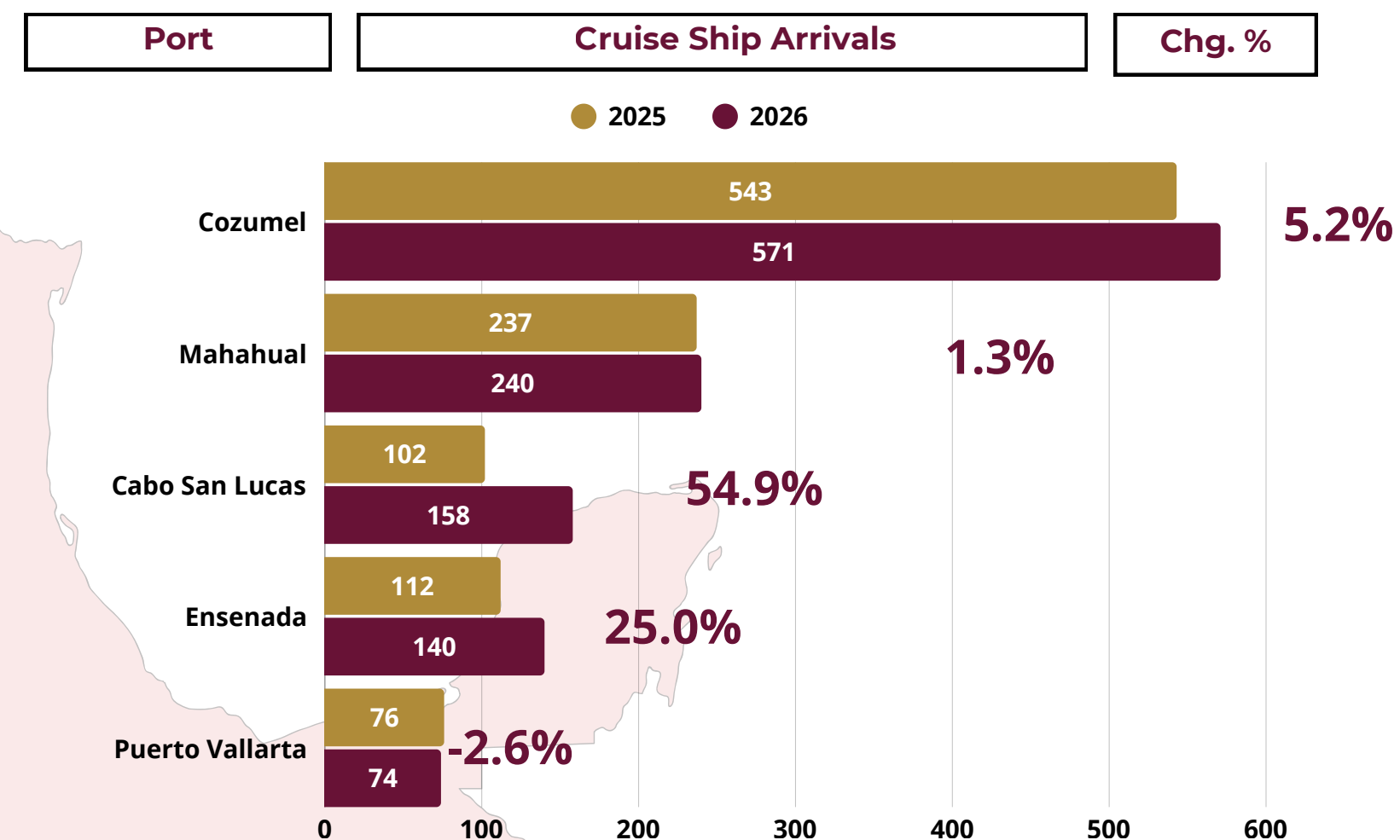
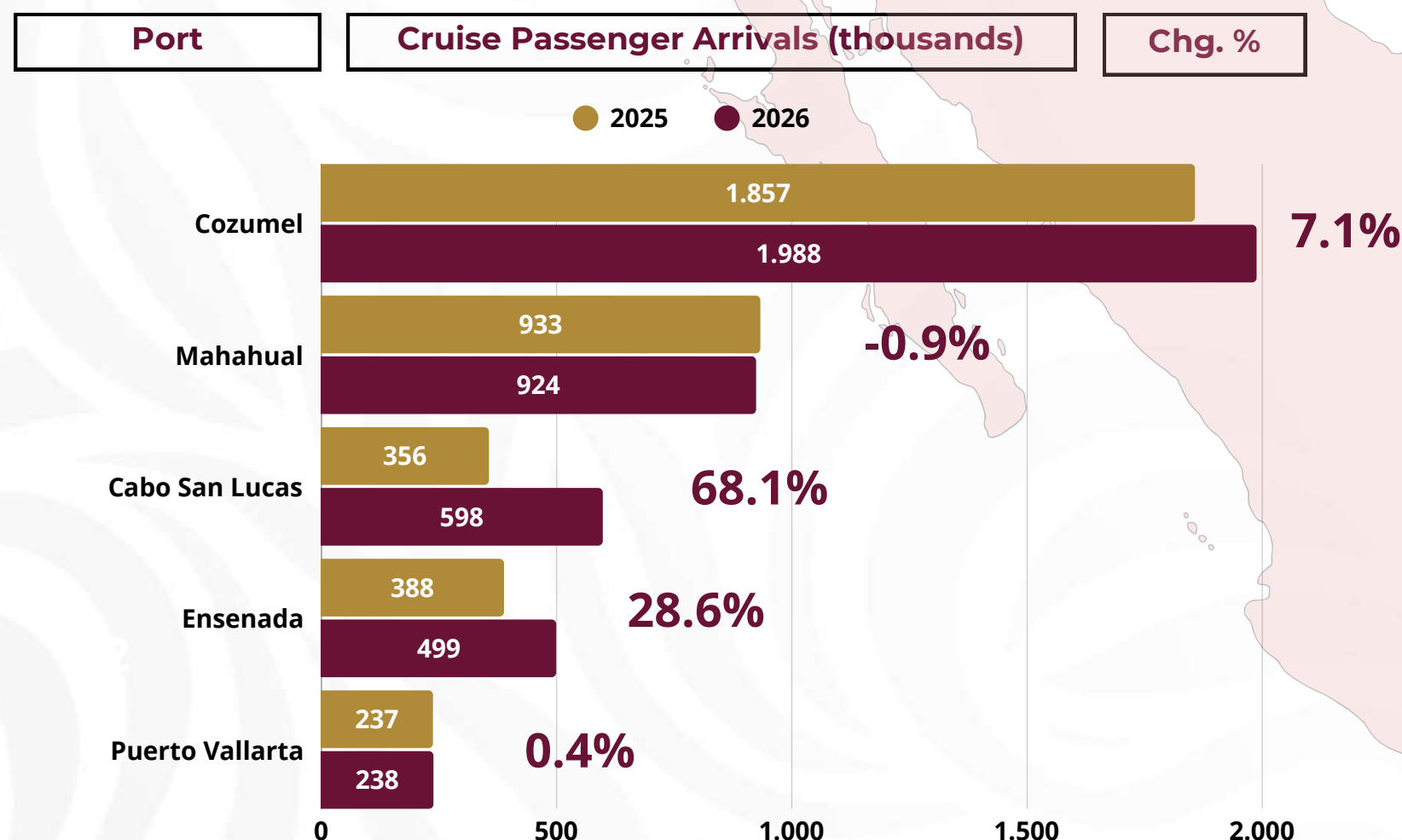


Source: Secretaría de Marina. (2024–2026). Administrative records of cruise ship arrivals. General Directorate of Ports, General Coordination of Ports and Merchant Marine.

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

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

January-April 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** y **Puerto Vallarta**, en **Jalisco**. Together, these ports accounted for **87.8%** 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.

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TOURISM

key indicators

April 2026



TURISMO
SECRETARÍA DE TURISMO

