



Gobierno de
México

Turismo
Secretaría de Turismo

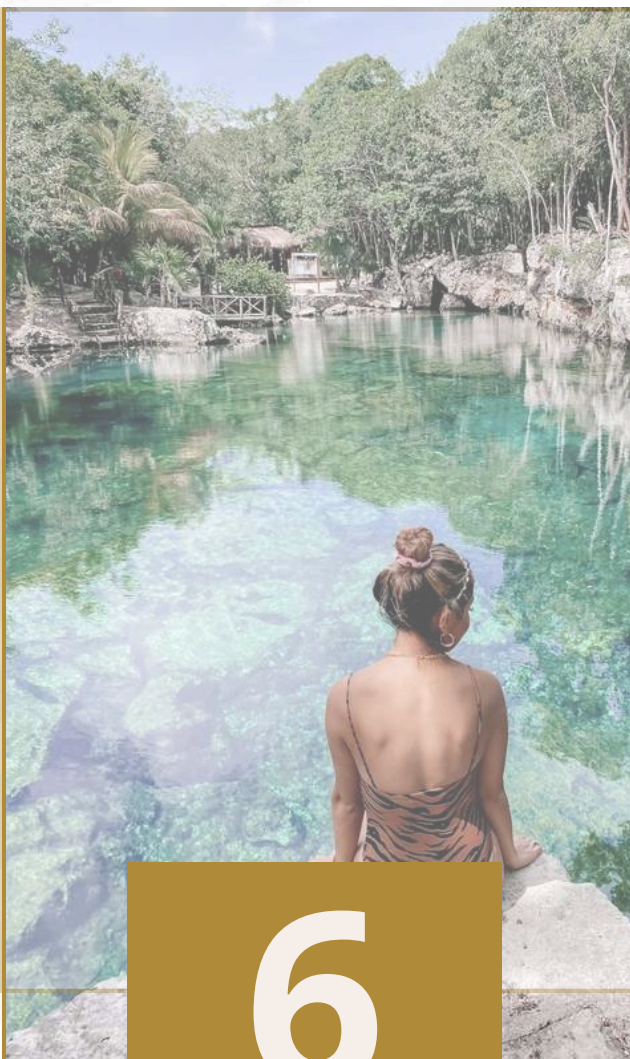


TOURISM

key indicators

January–March 2025

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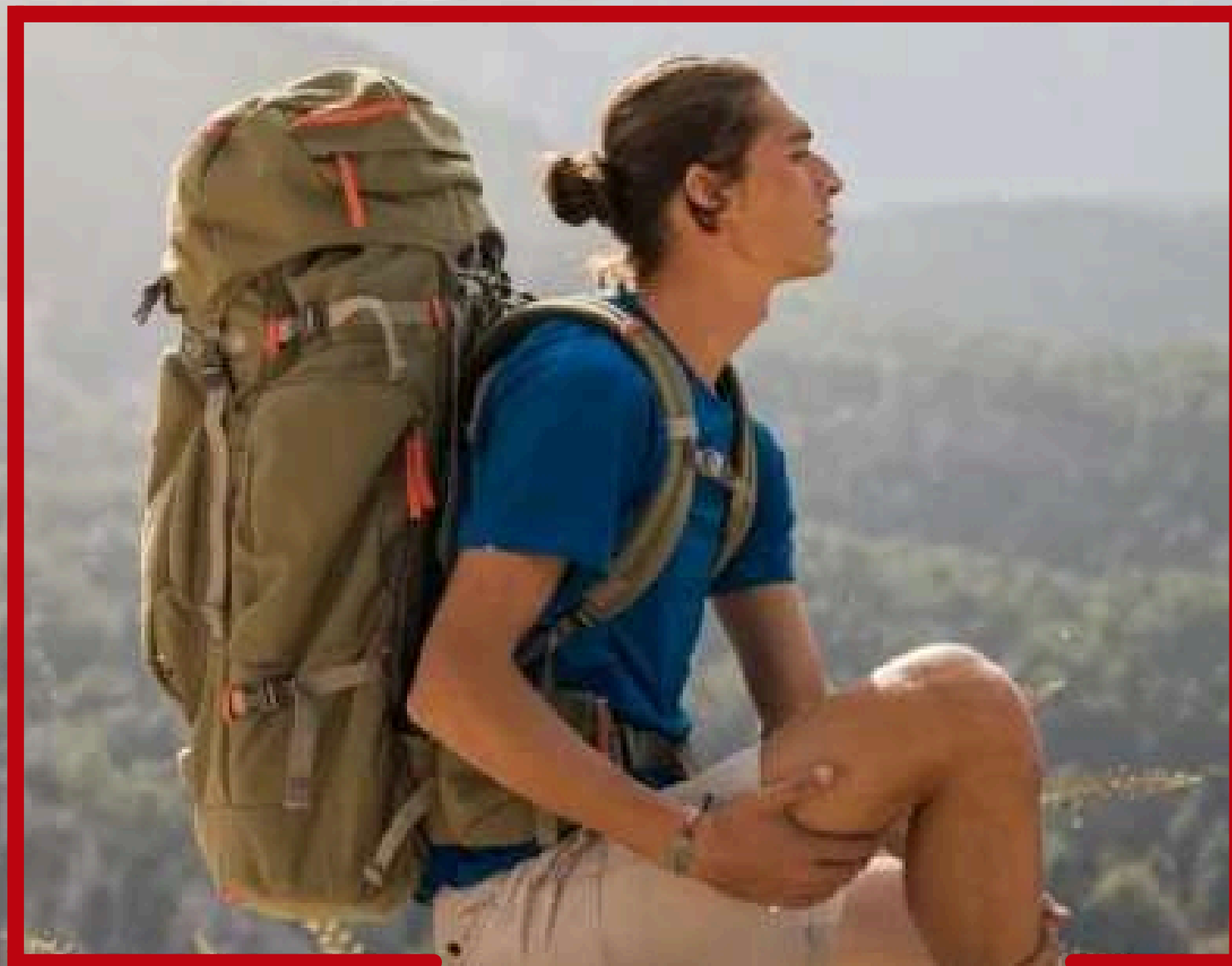
Gobierno de
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Turismo
Secretaría de Turismo



DATATUR 360
Análisis Integral del Turismo

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GLOSSARY

TOURISM

It includes the activities that people carry out during their trips and stays in places other than their usual environment, for a consecutive period of time of less than one year, for leisure purposes, and other reasons not related to the exercise of a paid activity in the place visited.



OVERNIGHT VISITOR (VISITORS)

A visitor (domestic, inbound, or outbound) is classified as a tourist (or overnight visitor) if their trip includes an overnight stay, or as a day visitor (or excursionist) otherwise.

TOURISM BALANCE

This is the part of the balance of payments that includes foreign currency inflows from international visitors (exports) and foreign currency outflows from nationals abroad (imports). It is used to record the balance or imbalance of these transactions with respect to foreign countries and is expressed as a deficit or surplus; the former when imports are greater; and the latter when exports are greater.

SAME-DAY VISITOR OR EXCURSIONIST

A visitor (domestic, inbound, or outbound) is classified as a tourist (or overnight visitor) if their trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.



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.



VISITOR

A visitor is a person who travels to a primary destination outside their usual environment for a period of less than one year, for any primary purpose (leisure, business, or other personal reason) other than to be employed by an entity resident in the country or place visited.

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

Arrival of international tourists



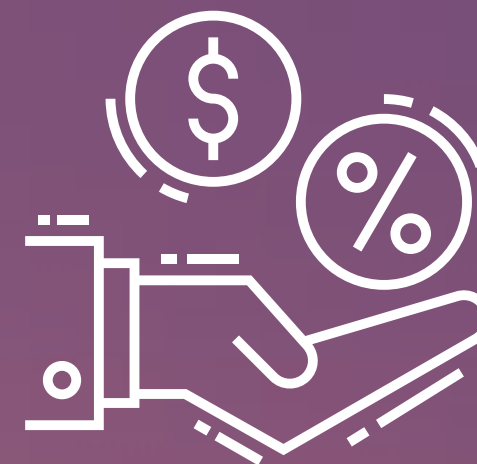
11.9
Millions of tourists

▲ +5.7%

Foreign exchange earnings from
international visitors

10.3k
Millions of dollars

▲ +4.7%

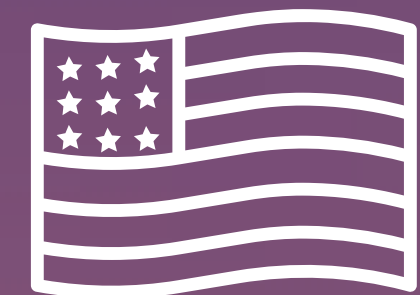


Arrival by air of tourists residing in the United States

3.9

Millions of tourists

▲ +5.1%



Arrival by air of national and international
passengers



31.1
Millions of passengers

▲ +3.5%

Cruise ship passengers arriving in
Mexico



2.2
Millions of passengers

▲ +11.8%

Arrival of national and international tourists
at hotel rooms

20.6
Millions of tourists

▼ -1.7%



NNote: The percentages shown represent the increase or decrease compared to the same period in 2024.



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International Tourism



International
Tourism

Air
transport

Accommodation

Museums and
Archaeological Sites

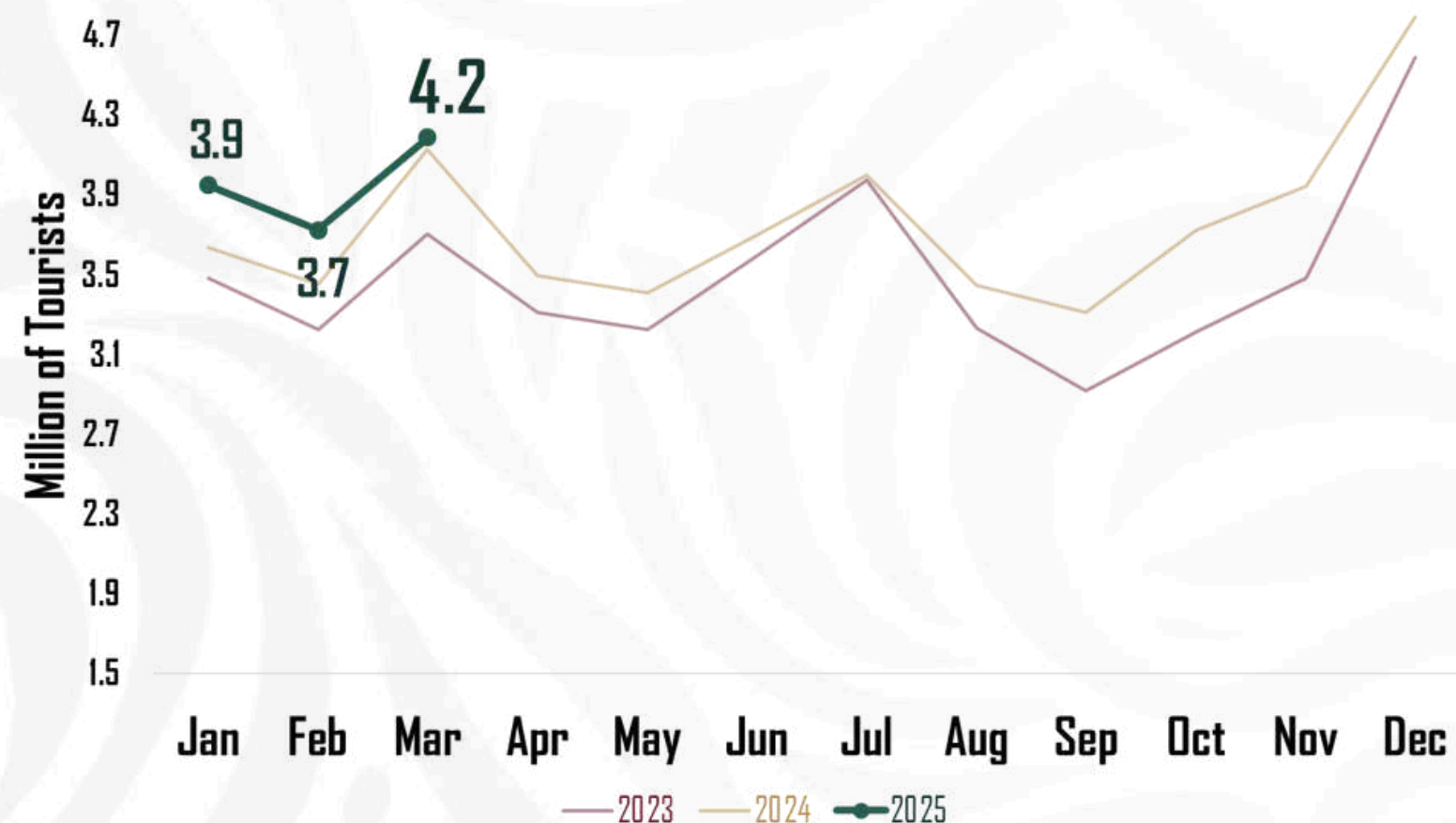
Economy

Cruises



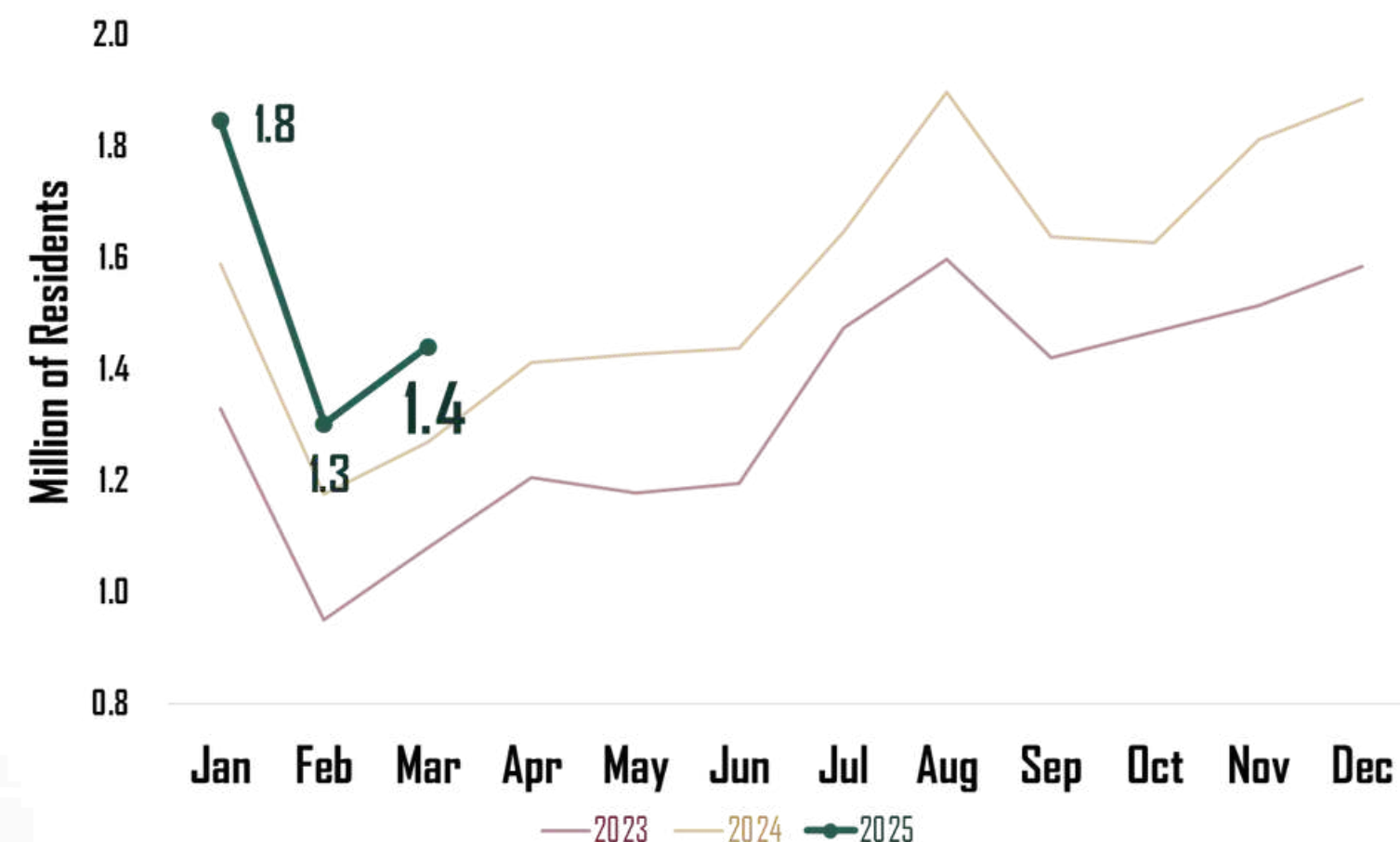
INTERNATIONAL TOURISTS TO MEXICO

January-March 2025: Mexico recorded 11.9 million international tourist arrivals, an increase of 5.7% vs same period 2024.



OUTBOUND TOURISM FROM MEXICO

January-March 2025: Nearly 4.6 million international tourists departed Mexico, representing an increase of 13.7% same period 2024.



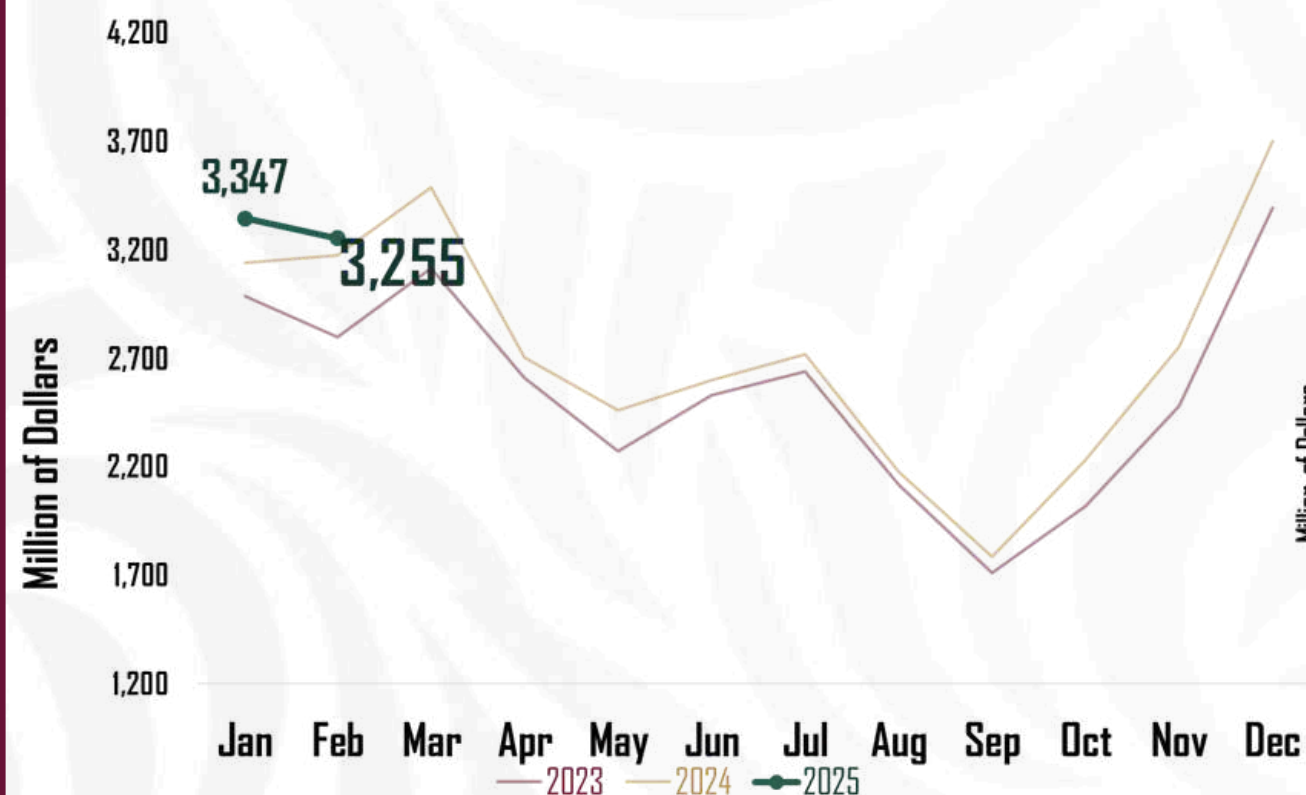
Note: In the graphs, the sum of monthly data does not coincide with the accumulated data for the period due to rounding of figures.
Source: INEGI

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

INTERNATIONAL VISITOR SPENDING

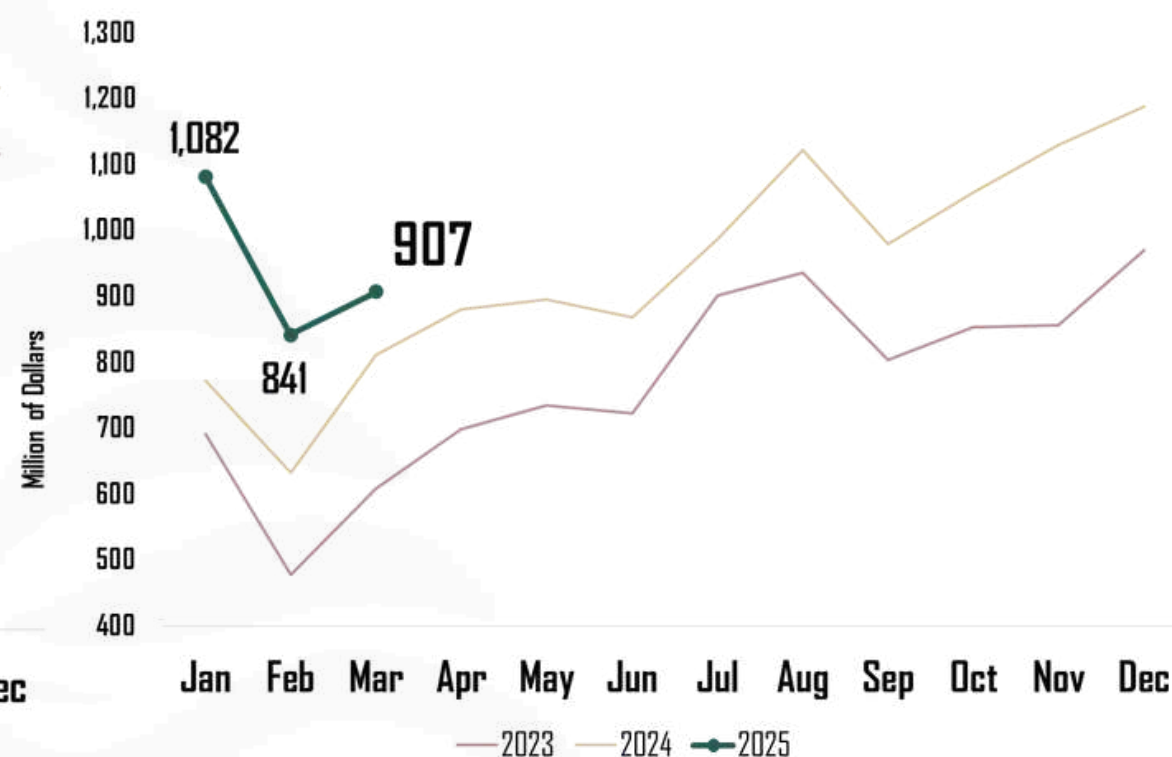
TO MEXICO

January-March 2025: Expenditure by international visitors totaled **10.269 billion dollars**, an increase of **4.7%** vs same period 2024.



ABROAD

January-March 2025: Expenditure by Mexican residents abroad reached **2.830 billion**, an increase of **27.8%** same period 2024.

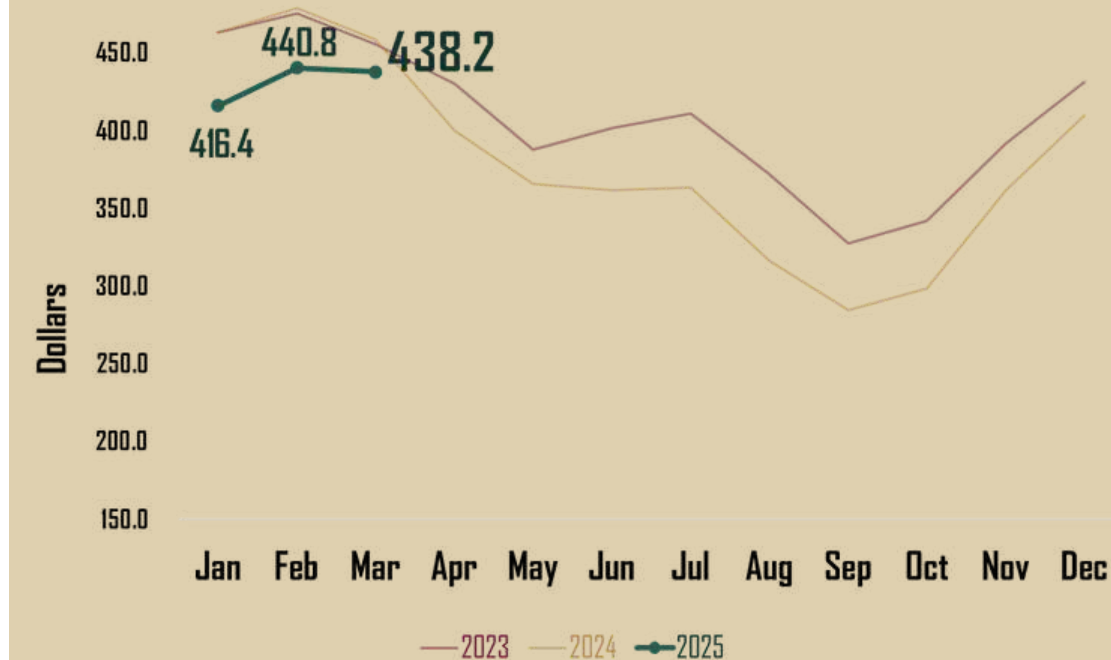


Note: In the graphs, the sum of monthly data does not match the cumulative data due to rounding of figures.
Source: INEGI.
<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>



AVERAGE EXPENDITURE BY INTERNATIONAL VISITORS

January-March 2025: Average expenditure by international visitors was **431.6 dollars**, a decrease of **-7.5%** same period 2024.



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

INTERNATIONAL TRAVELER ACCOUNT INDEX FEBRUARY 2025

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

PEOPLE



In January-February 2025, the cumulative ICVI for International Tourists increased from 97.21 in to 105.15

+8.17%



The accumulated ICVI for Inbound Tourists decreased from 110.73 in 2024 to 108.67

-1.86%



The accumulated ICVI for Inbound Tourists by Air went from 125.46 in 2024 to 121.14

-3.44%



+4.45%

+1.10%

+0.80%

INCOME

In January-February 2025, the accumulated ICVI for Total Income (Expenditure) increased from 161.98 in 2024 to 169.20



The accumulated ICVI for Income (Expenditure) by Inbound Tourists increased from 168.40 in 2024 to 170.25



The accumulated ICVI for Income (Expenditures) by Inbound Tourists by Air increased from 178.31 in 2024 to 179.74





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Air transport



International
Tourism

**Air
transport**

Accommodation

Museums and
Archaeological Sites

Economy

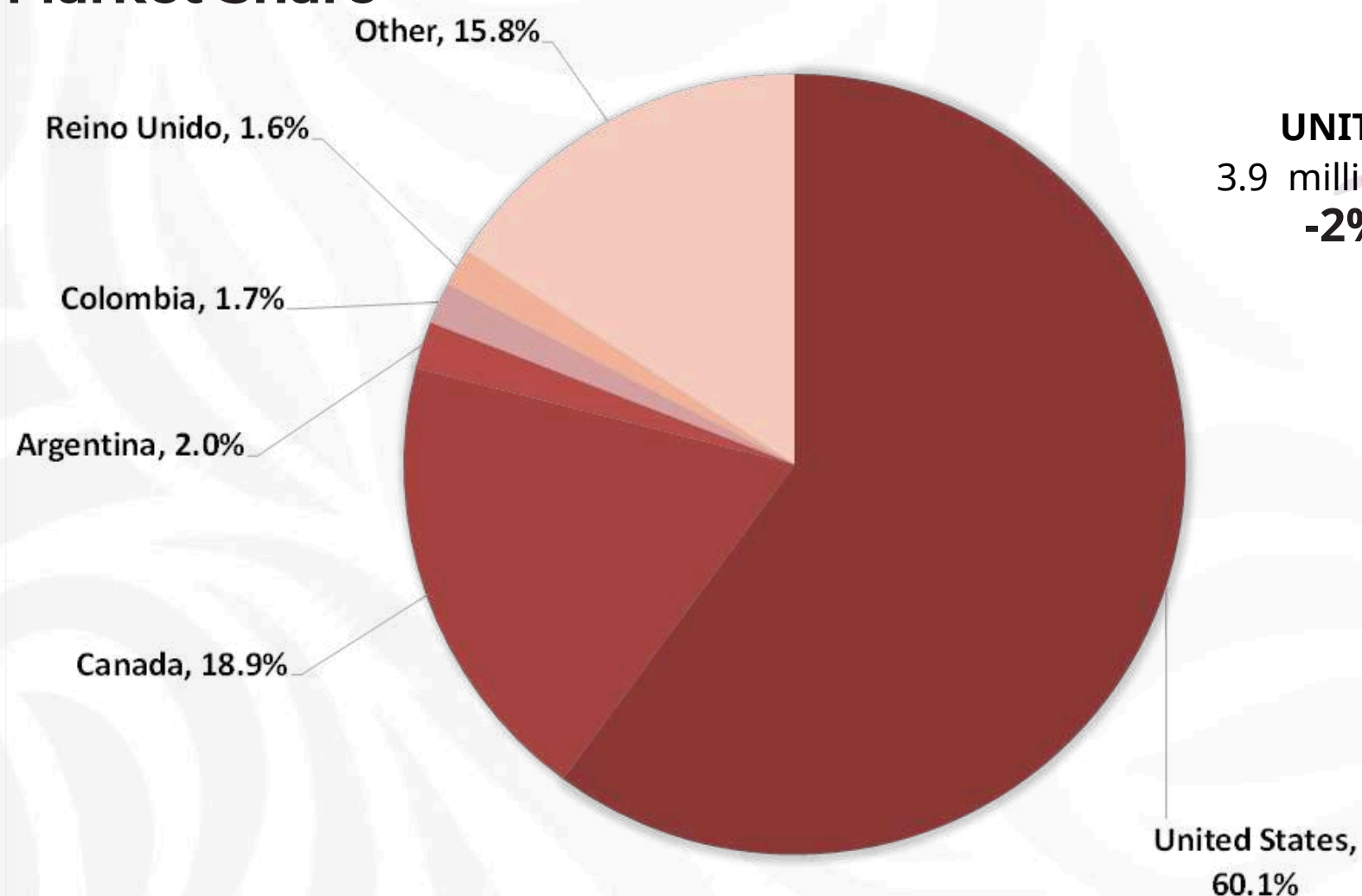
Cruises



NATIONALITIES OF PASSENGERS ARRIVING IN MEXICO

January-March 2025: **6.5 million** foreign passengers arrived by air, a **2.3%** decrease compared to same period 2024.

Market Share



UNITED STATES
3.9 million passengers,
-2% vs 2024.

CANADA
1.2 million passengers
+5.7% higher vs 2024

UNITED KINGDOM
100,780 passengers,
-8.4% lower vs 2024

COLOMBIA
111,468 passengers,
-30.7% lower vs 2023

ARGENTINA
127,215 passengers,
+28.6% higher vs 2024

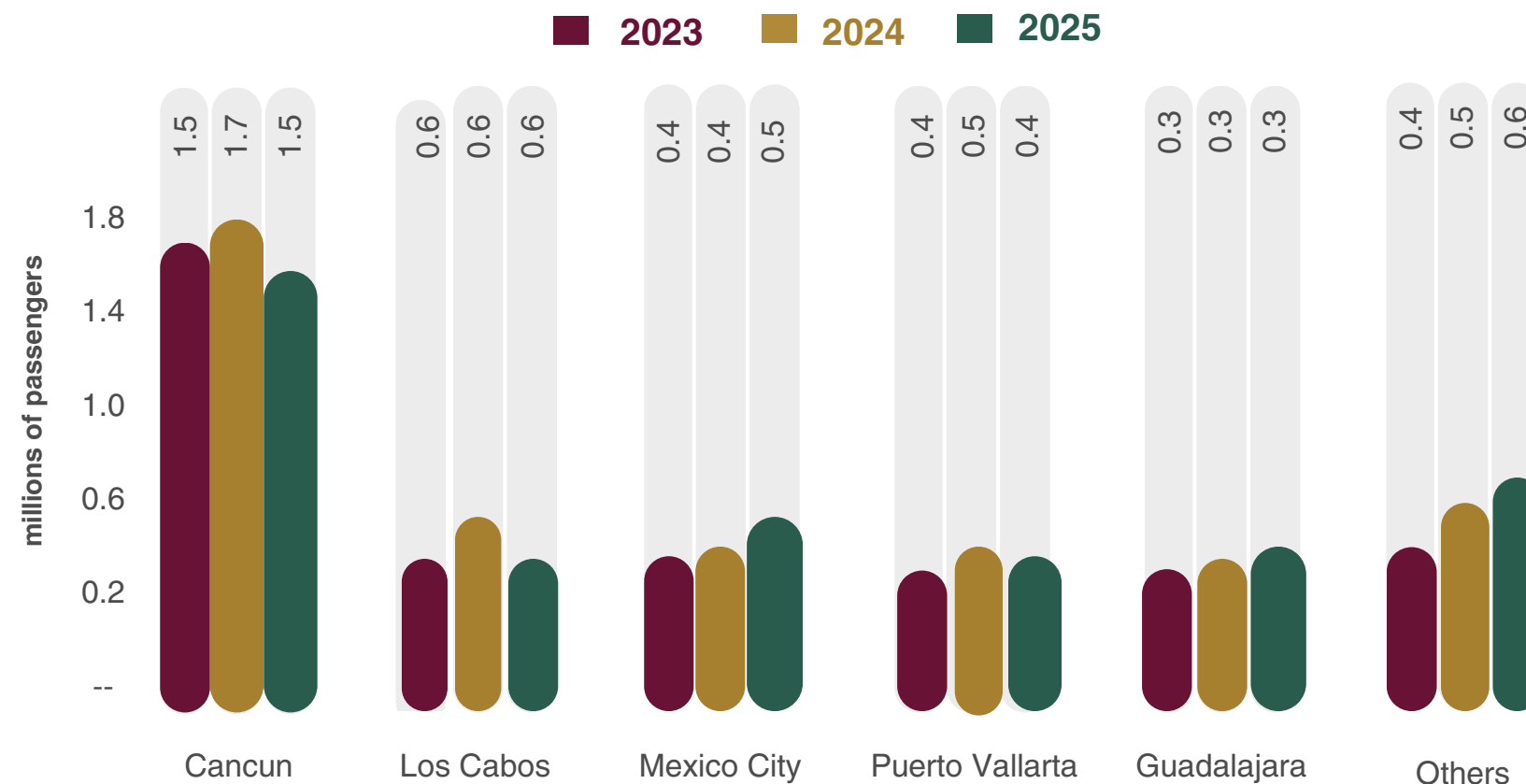
OTHER NATIONALITIES
1 million 25,150 passengers,
-10% lower vs 2024

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.

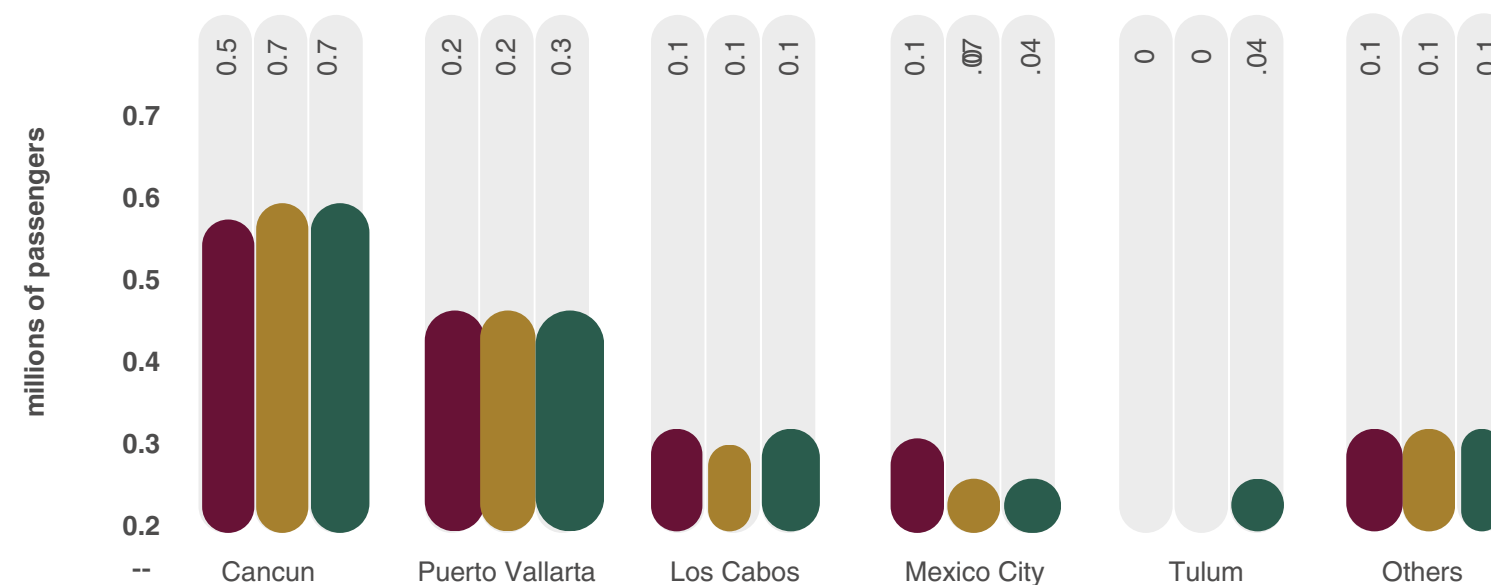
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>

AMERICAN PASSENGERS TO MEXICO

January-March 2025, **3.9 million** American passengers arrived by air, marking a **2%** decrease compared to the same period in 2023. The majority arrived via the airports of Cancun and Los Cabos.



2023 2024 2025



CANADIAN PASSENGERS TO MEXICO

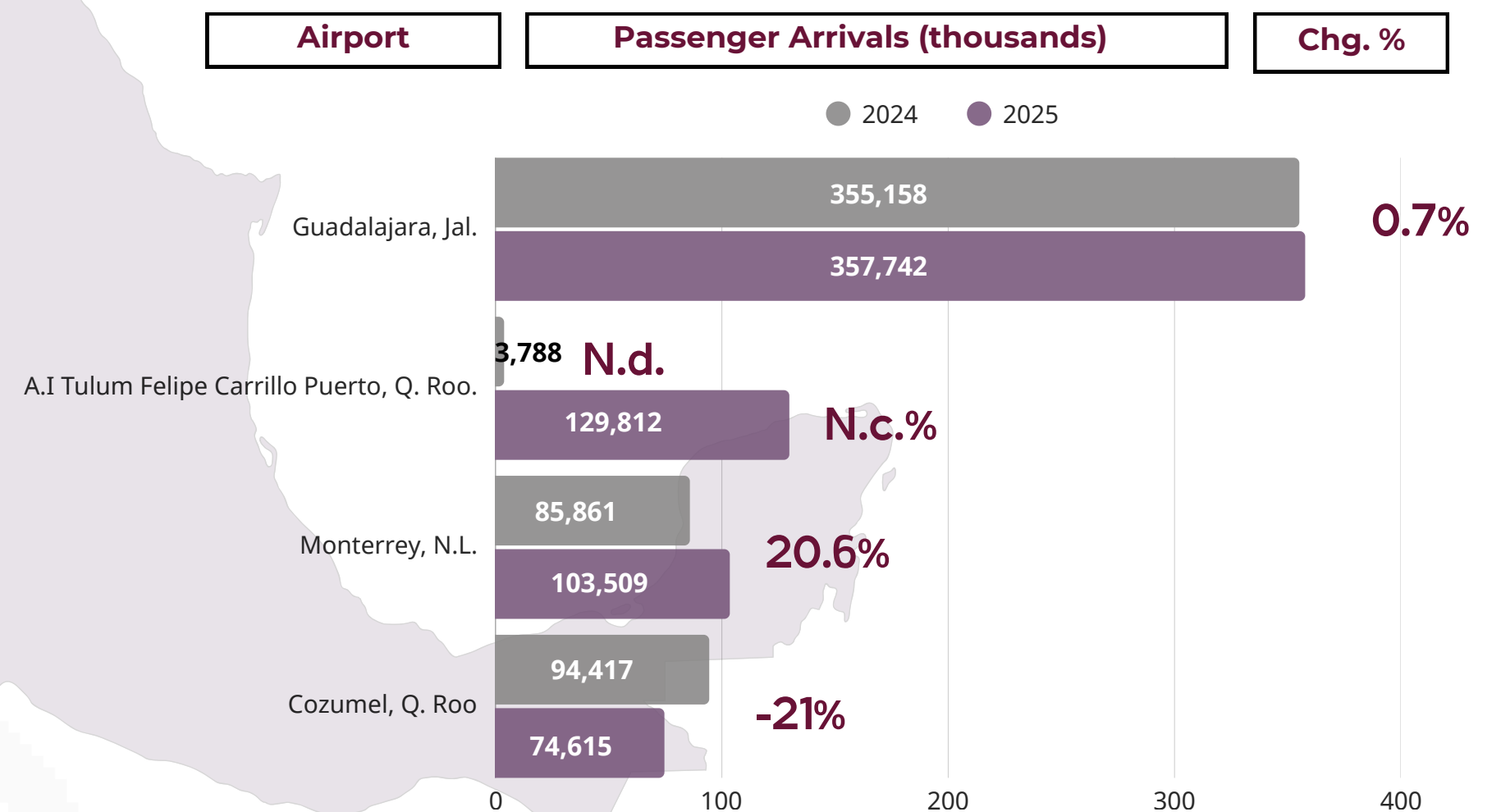
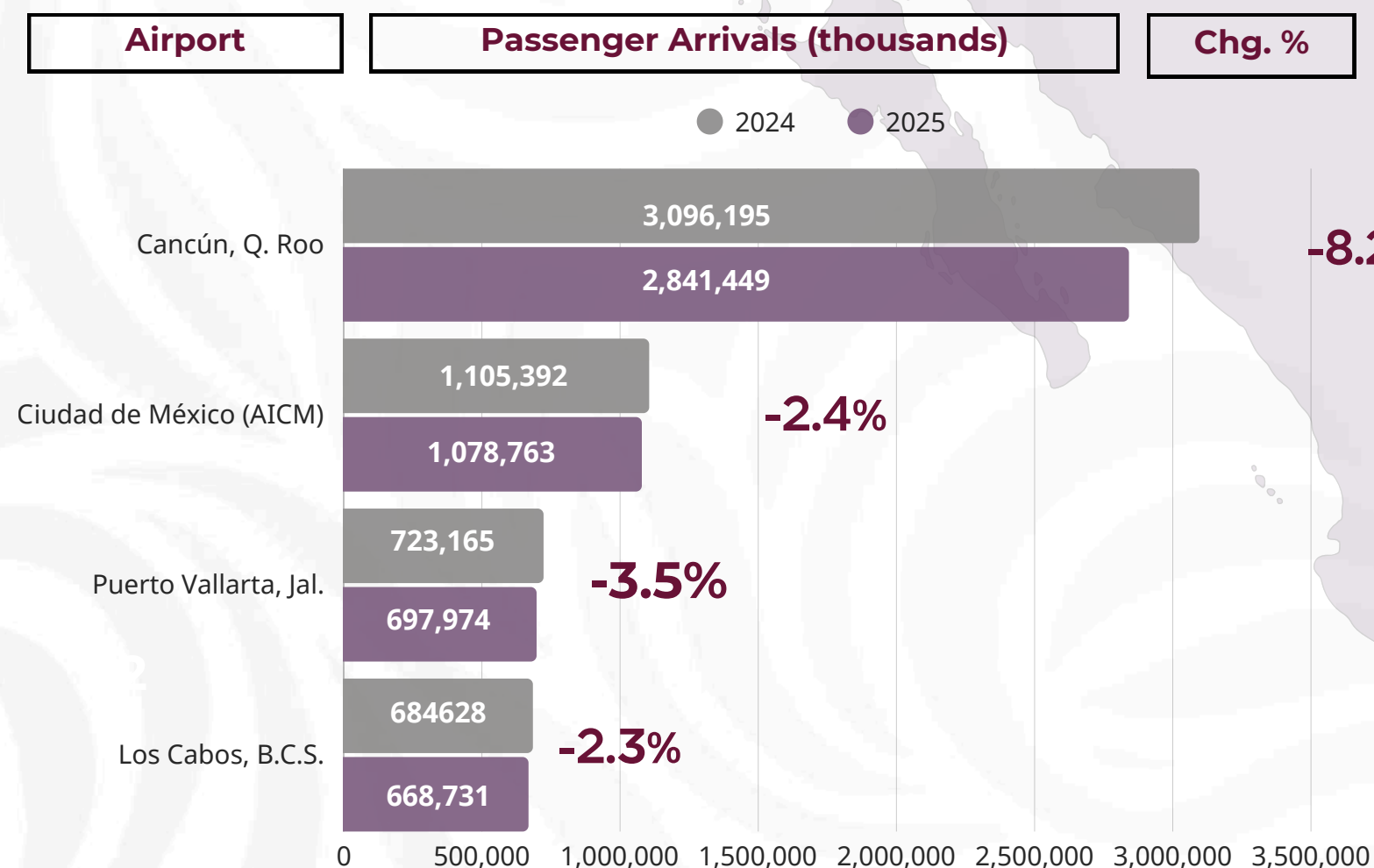
During the same period, **1.2 million** Canadian passengers arrived by air, representing an **5.7%** increase compared to the same period in 2024. The majority arrived at the airports of Cancun and Puerto Vallarta.

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-Marc 2025: the airports in Mexico with the highest number of foreign passengers were: **Cancun, Q.R.; Mexico City (AICM); Puerto Vallarta, Jalisco; Los Cabos, B.C.S.; Guadalajara, Jalisco; Tulum, Q.R.; Monterrey, N.L.; and Cozumel, Q.R.** Together, these airports accounted for **91.7%** of the total foreign passenger arrivals by nationality..



N. a. Not available
N. c. Not comparable

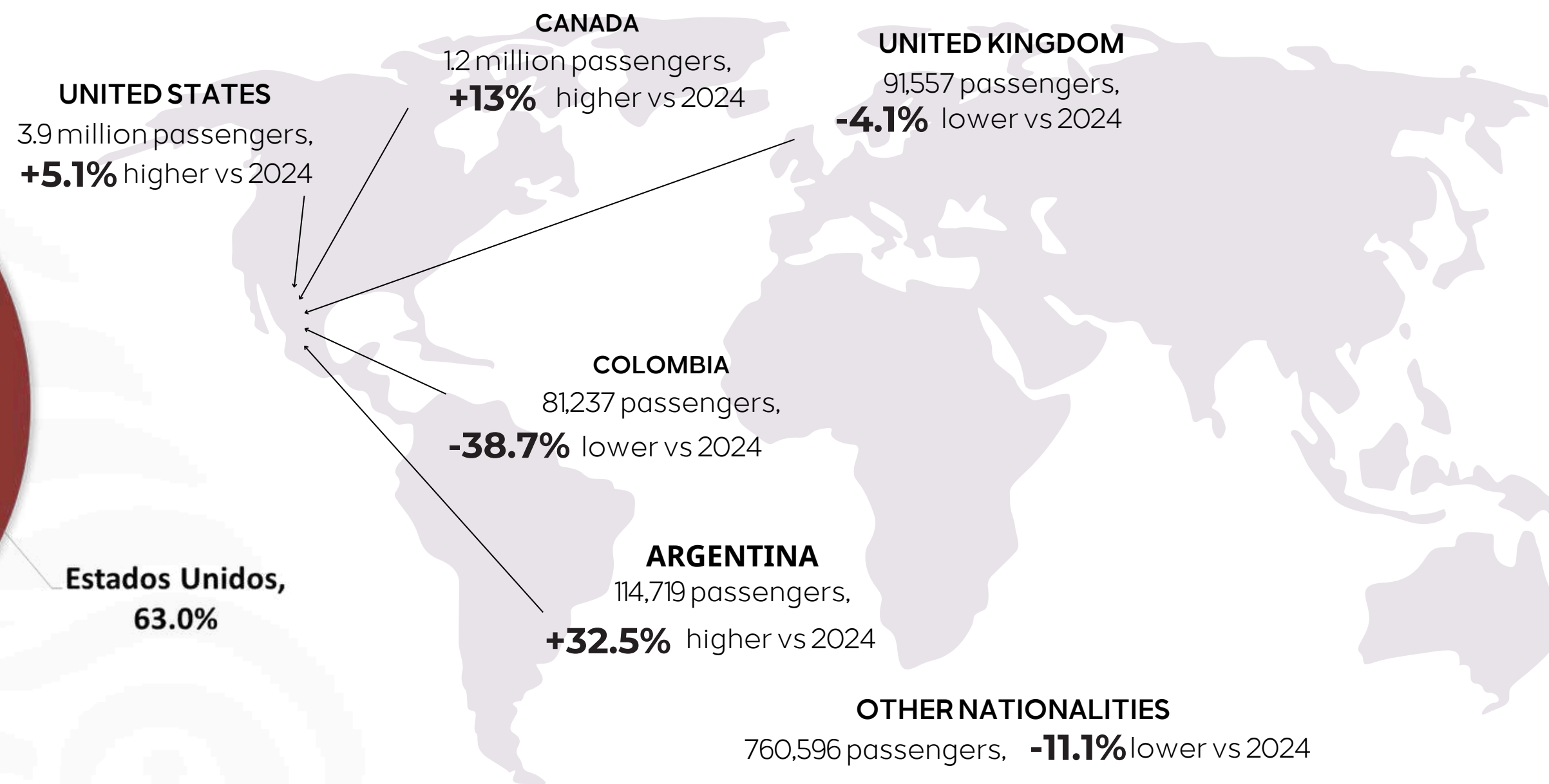
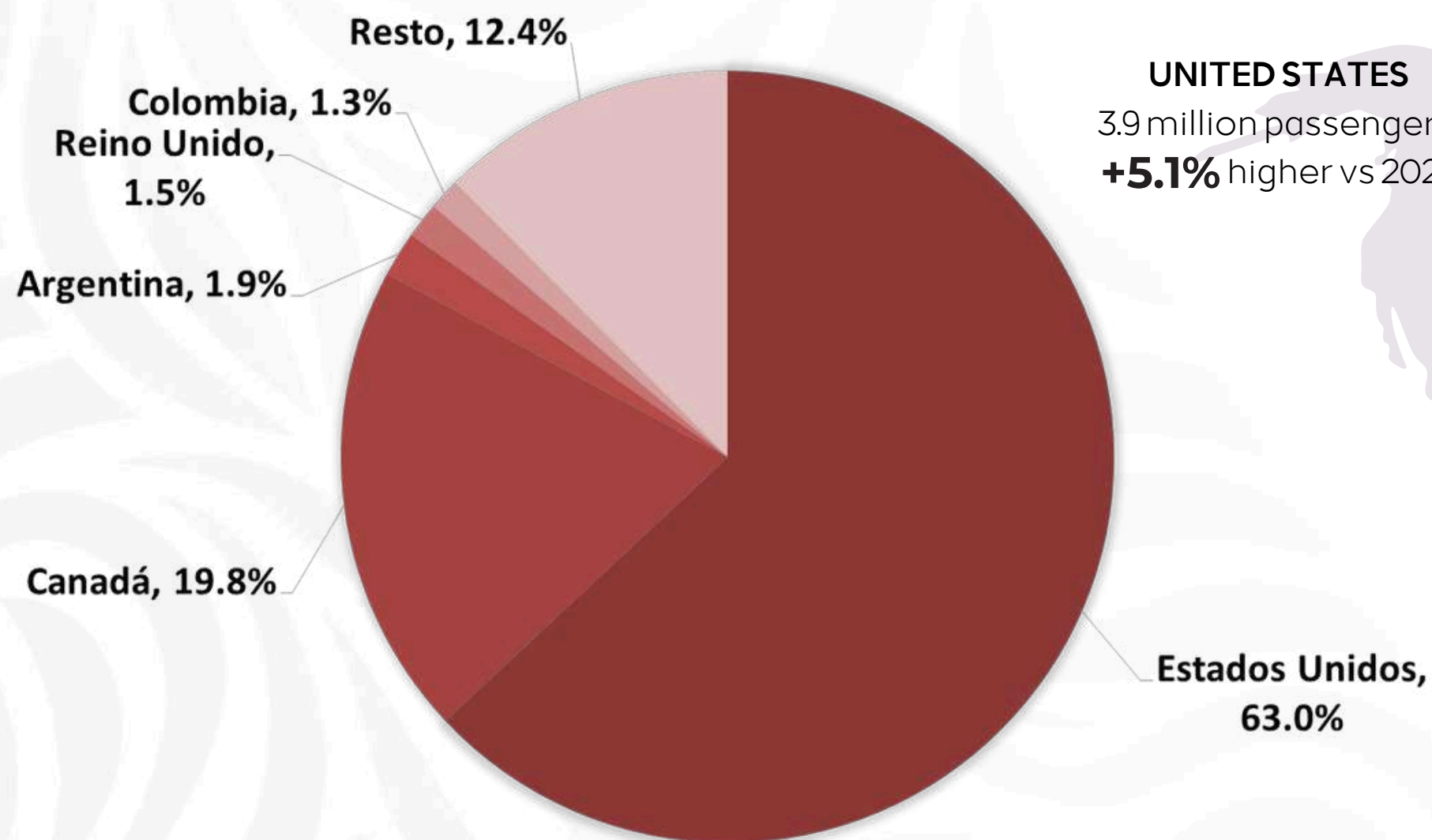
Note: Figures refer to events because the same person may have entered the country on more than one occasion.
Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

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

PASSENGERS BY COUNTRY OF RESIDENCE TO MEXICO

January-March 2025: **6.1 million** international tourists arrived by air based on their country of residence, an increase of **3.5%** vs same period 2024.

Market Share

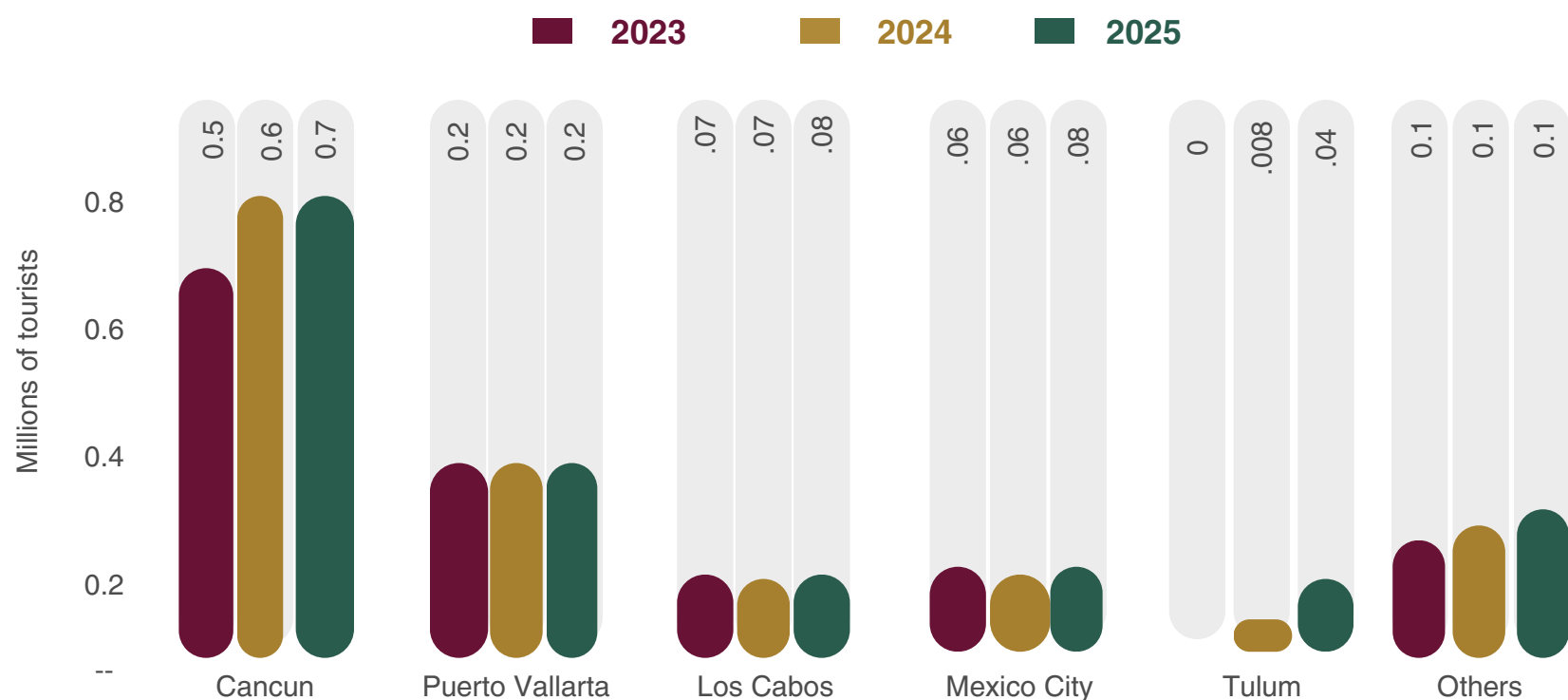
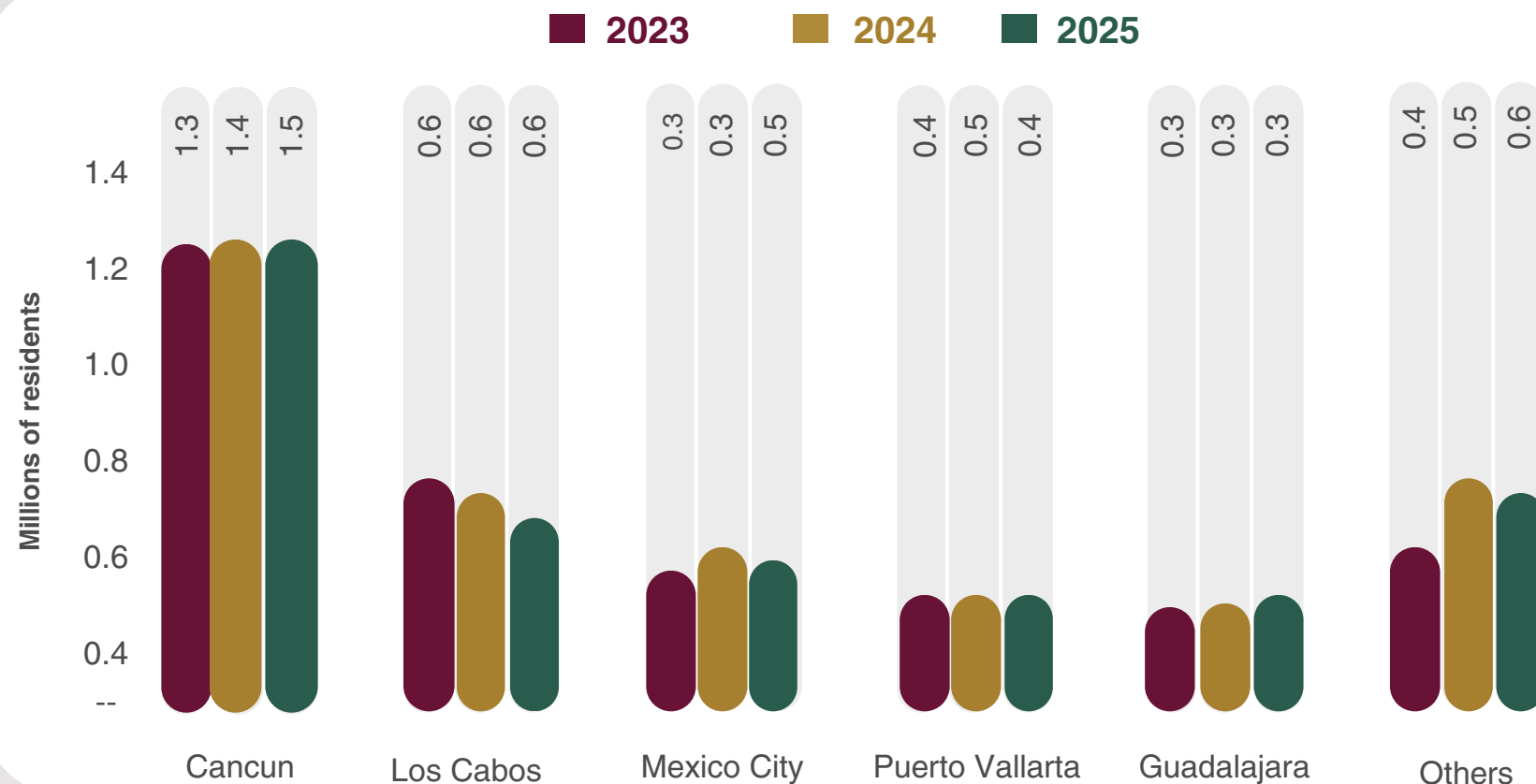


Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.
<https://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Residencia.aspx>



US RESIDENTS TRAVELING TO MEXICO

January-March 2025, air arrivals of U.S. resident tourists increased by **5.1%** compared to January 2024, totaling **3.9 million** passengers. Most entered through the Cancún and Los Cabos airports.



CANADIAN RESIDENTS TRAVELING TO MEXICO

In the same period, **1.2 million** air passengers with Canadian residency were recorded, a **13%** increase compared to 2024. Most arrived through the airports of Cancún and Puerto Vallarta.



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-March 2025: **31.1 million** air passengers were recorded, an increase of **3.5%** vs same period 2024.



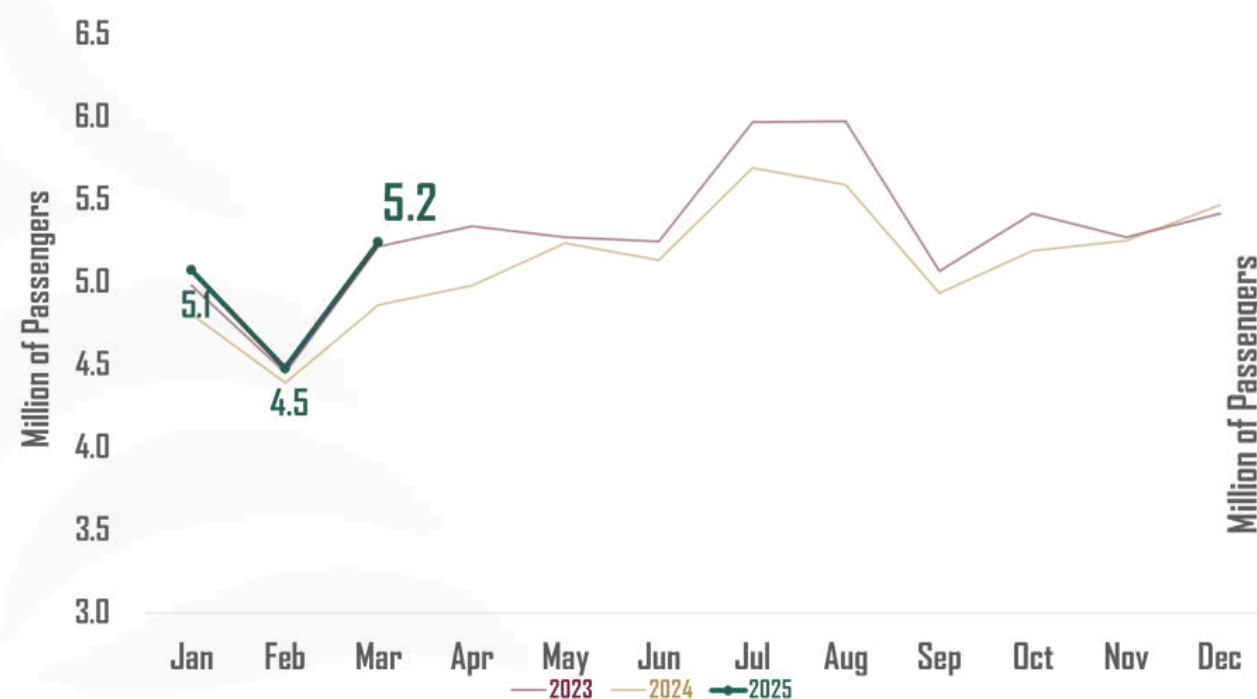
Preliminary figures for 2024.
Source: Federal Civil Aviation Agency (AFAC).

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

PASSENGERS ON FLIGHTS

NATIONAL

January-March 2025: **14.8 million** passengers in domestic flights, an increase of **5.2%** vs same period 2024.

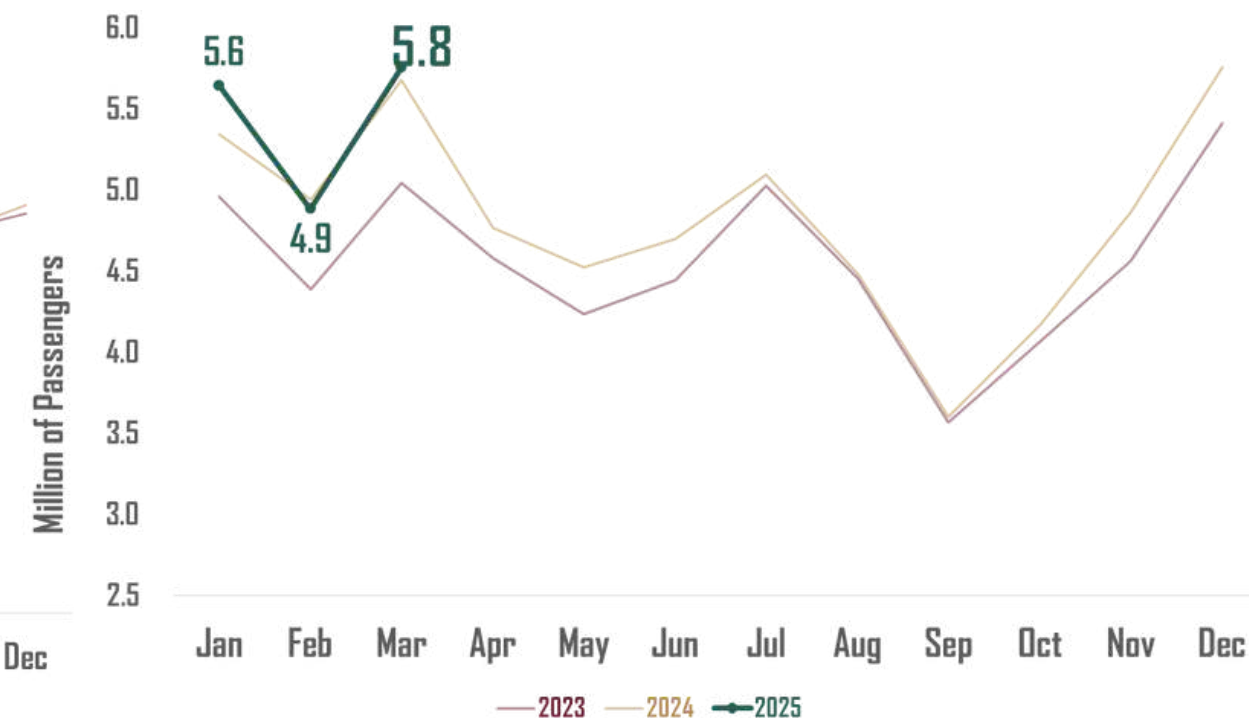


Preliminary figures for 2024.
Source: Federal Civil Aviation Agency (AFAC).

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

INTERNATIONAL

January-March 2025: **16.3 million** passengers in international flightst, an increase of **2%** vs same period 2024.





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Accommodation



International
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Accommodation

Museums and
Archaeological Sites

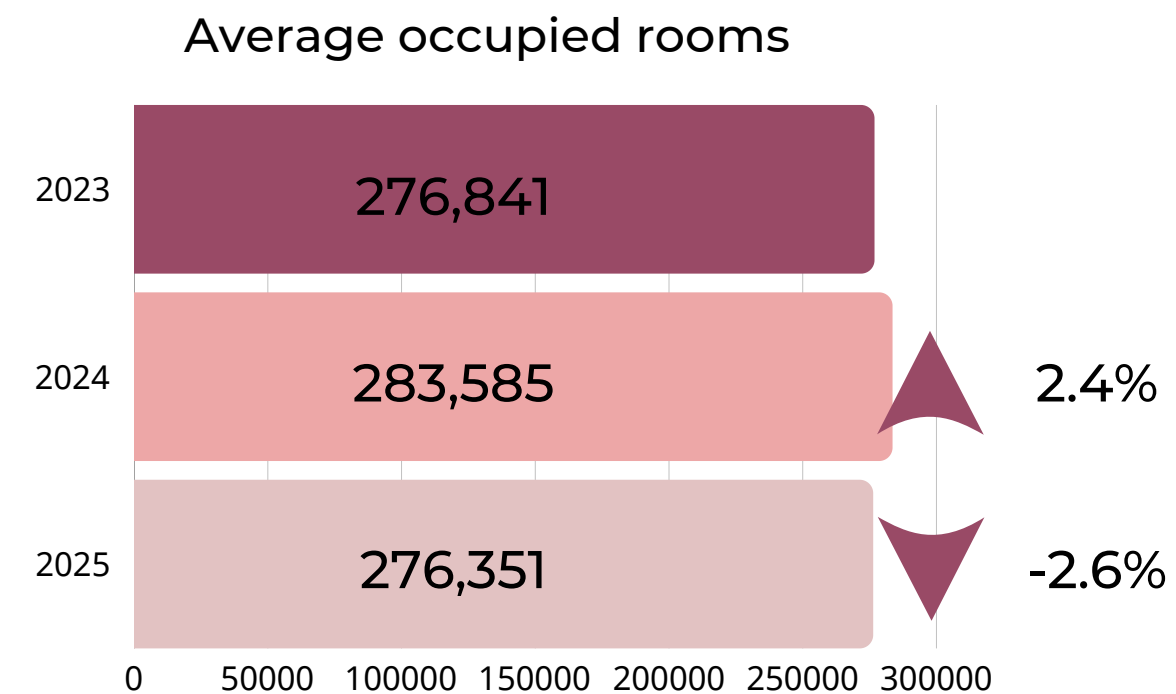
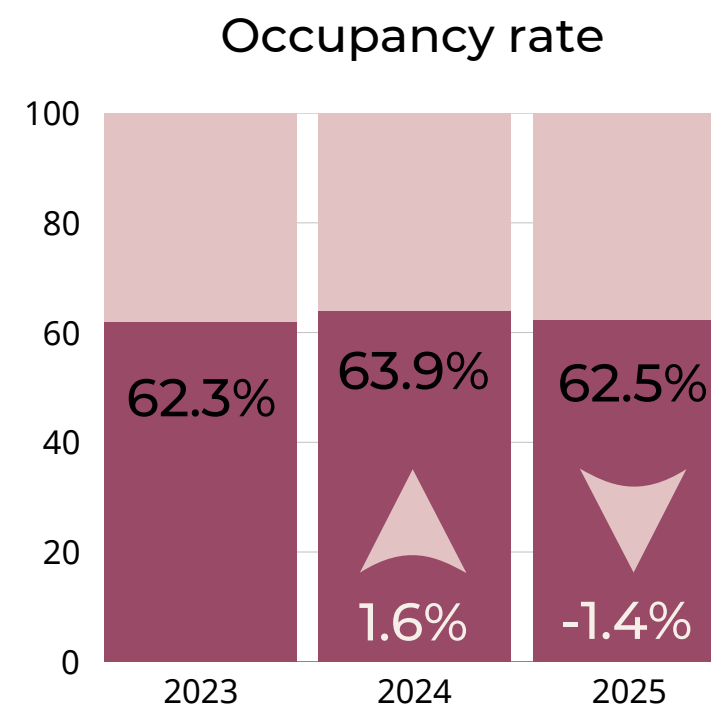
Economy

Cruises



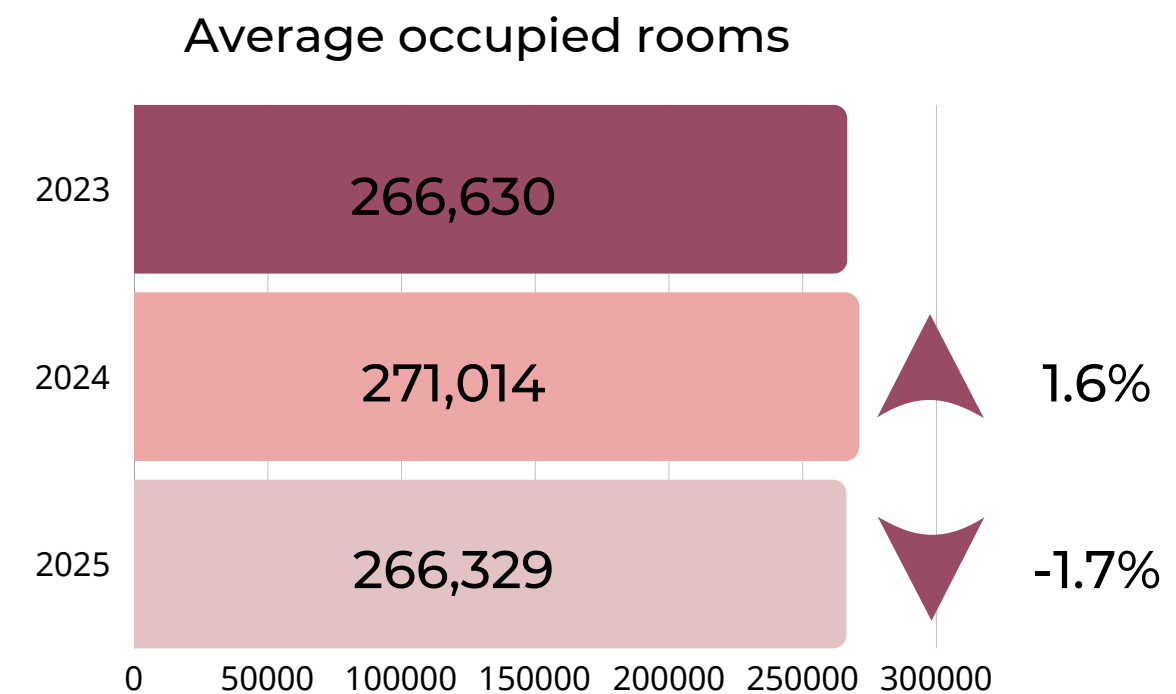
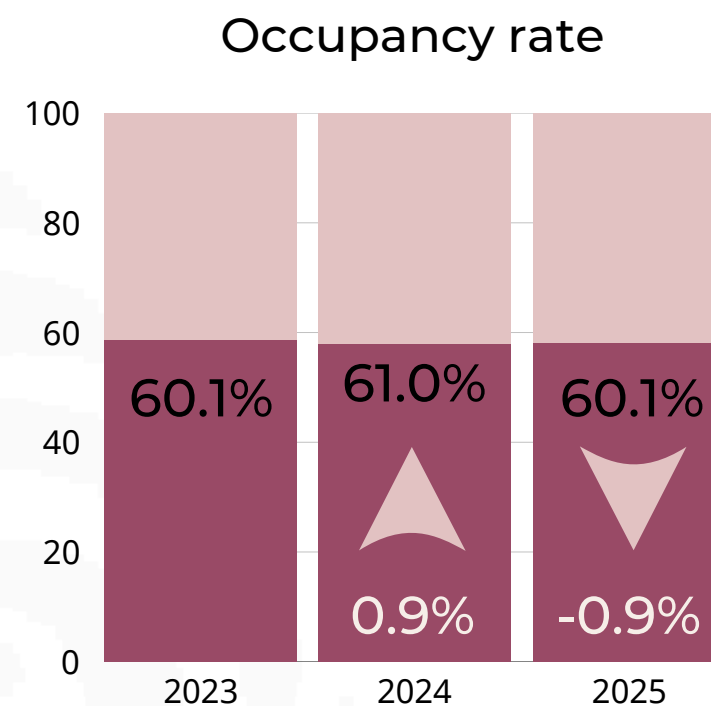
HOTEL OCCUPANCY RATE (MARCH)

The hotel occupancy rate at 70 selected tourist centers was **62.5%** from March 2025, **1.4** percentage points lower than the same period in 2024.



HOTEL OCCUPANCY RATE (JANUARY - MARCH)

January-March 2025, the hotel occupancy rate across 70 selected resorts was **60.1%**, down by **0.9** percentage points compared to same period 2024.

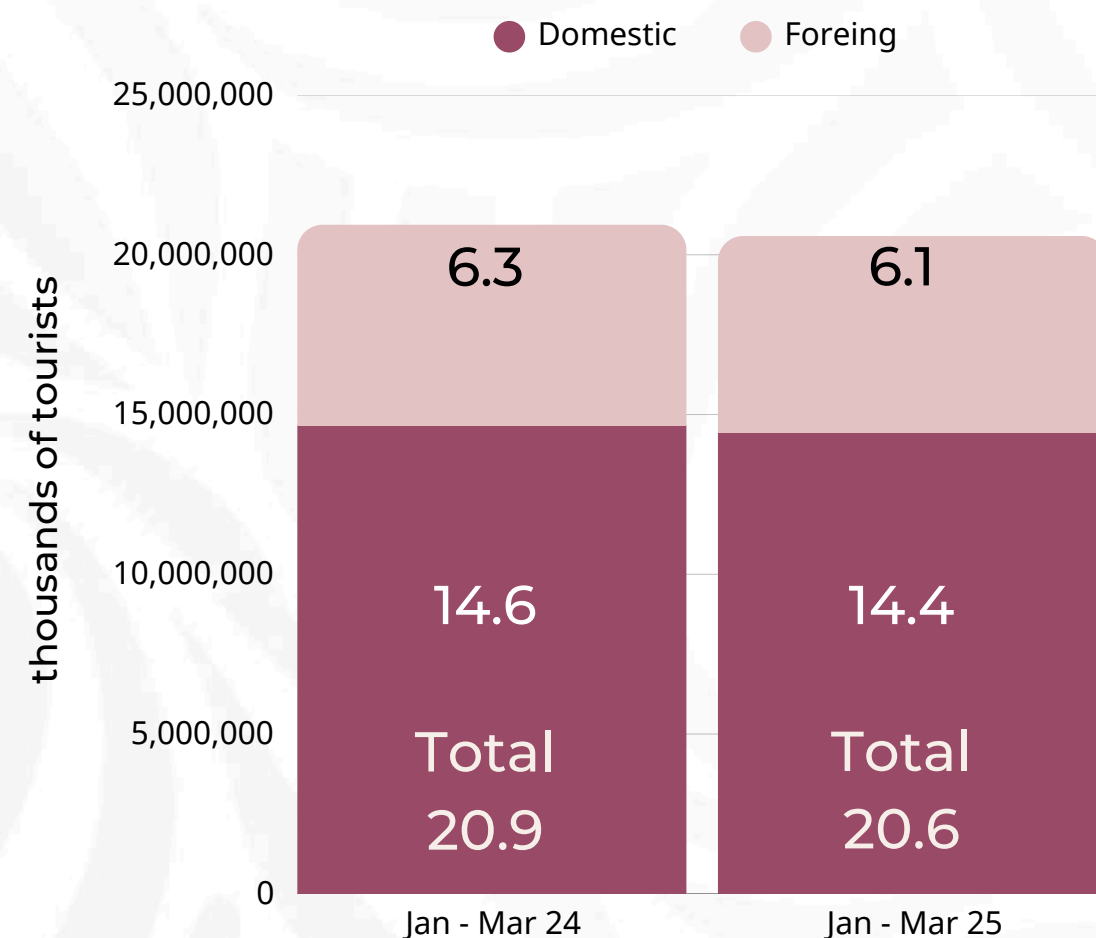


Note: The variation may not match exactly due to rounding. Occupancy variation in percentage points.

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

TOURIST ARRIVALS AT HOTEL ROOMS

January-March 2025: **14.4 million** domestic tourists (**70.2%** of the total) and **6.1 million** international tourists (**29.8%** of the total) stayed in hotel 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>





OCCUPANCY PERCENTAGE BY TYPE OF CENTRE

January-March 2025: occupancy rates were **71.3%** for Beach Centers and **50.6%** for City Centers.



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

MARCH			
Center Type	2024	2025	Percentage Difference 2025 vs 2024
Total	63.9%	62.5%	-1.4%
Beach Centers	73.5%	71.3%	-2.2%
Cites	55.6%	55.0%	-0.6%

CUMULATIVE JANUARY TO MARCH			
Center Type	2024	2025	Percentage Difference 2025 vs 2024
Total	61.0%	60.1%	-0.9%
Beach Centers	71.7%	71.3%	-0.4%
Cites	51.8%	50.6%	-1.2%

OCCUPANCY PERCENTAGE RANKING

MARCH

TOURIST DESTINATION	2024	2025	PERCENTAGE CHANGE 2025 VS 2024
Playacar, Quintana Roo	91.3%	86.5%	-5.4%
Cabo San Lucas Baja California Sur	85.6%	84.4%	-1.2%
Playa del Carmen, Quintana Roo	80.7%	81.2%	0.5%
Puerto Vallarta, Jalisco	80.0%	81.2%	1.2%
Nuevo Vallarta, Nayarit	86.0%	81.0%	-5.0%
Cancún, Quintana Roo	82.1%	79.3%	-2.8%
Cozumel, Quintana Roo	63.6%	78.1%	14.6%
Akumal, Quintana Roo	85.7	75.7%	-10.1%
Ciudad Juárez, Chihuahua	62.9%	72.0%	9.1%
Bahías de Huatulco, Oaxaca	78.2%	71.4%	-6.8%

CUMULATIVE JANUARY TO MARCH

TOURIST DESTINATION	2023	2024	PERCENTAGE CHANGE 2024 VS 2023
Playacar, Quintana Roo	92.9%	90.0%	-2.9%
Nuevo Vallarta, Nayarit	86.7%	84.7%	-2.0%
Puerto Vallarta, Jalisco	81.5%	81.2%	1.9%
Cabo San Lucas Baja California Sur	83.0%	82.7%	-0.2%
Playa del Carmen, Quintana Roo	81.0%	81.0%	0.1%
Cancún, Quintana Roo	81.8%	78.7%	-3.1%
Akumal, Quintana Roo	84.4%	77.0%	-7.4%
Bahías de Huatulco, Oaxaca	77.0%	75.4%	-1.6%
Zona Corredor Los Cabos, B.C.S.	70.4%	75.2%	4.8%
San José Del Cabo, B.C.S.	76.6	70.88%	-5.7%

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

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



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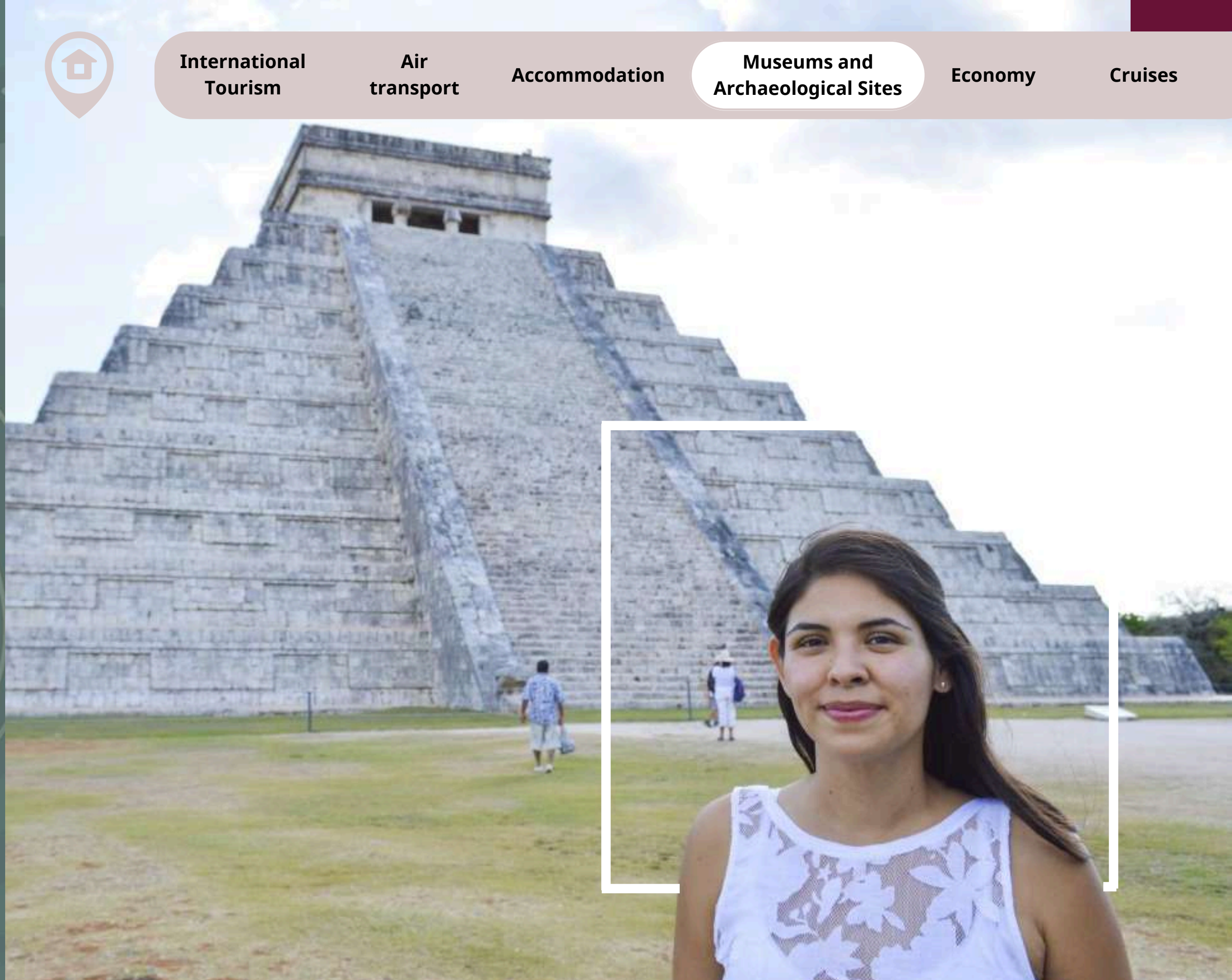
Museums and
Archaeological Sites

Economy

Cruises

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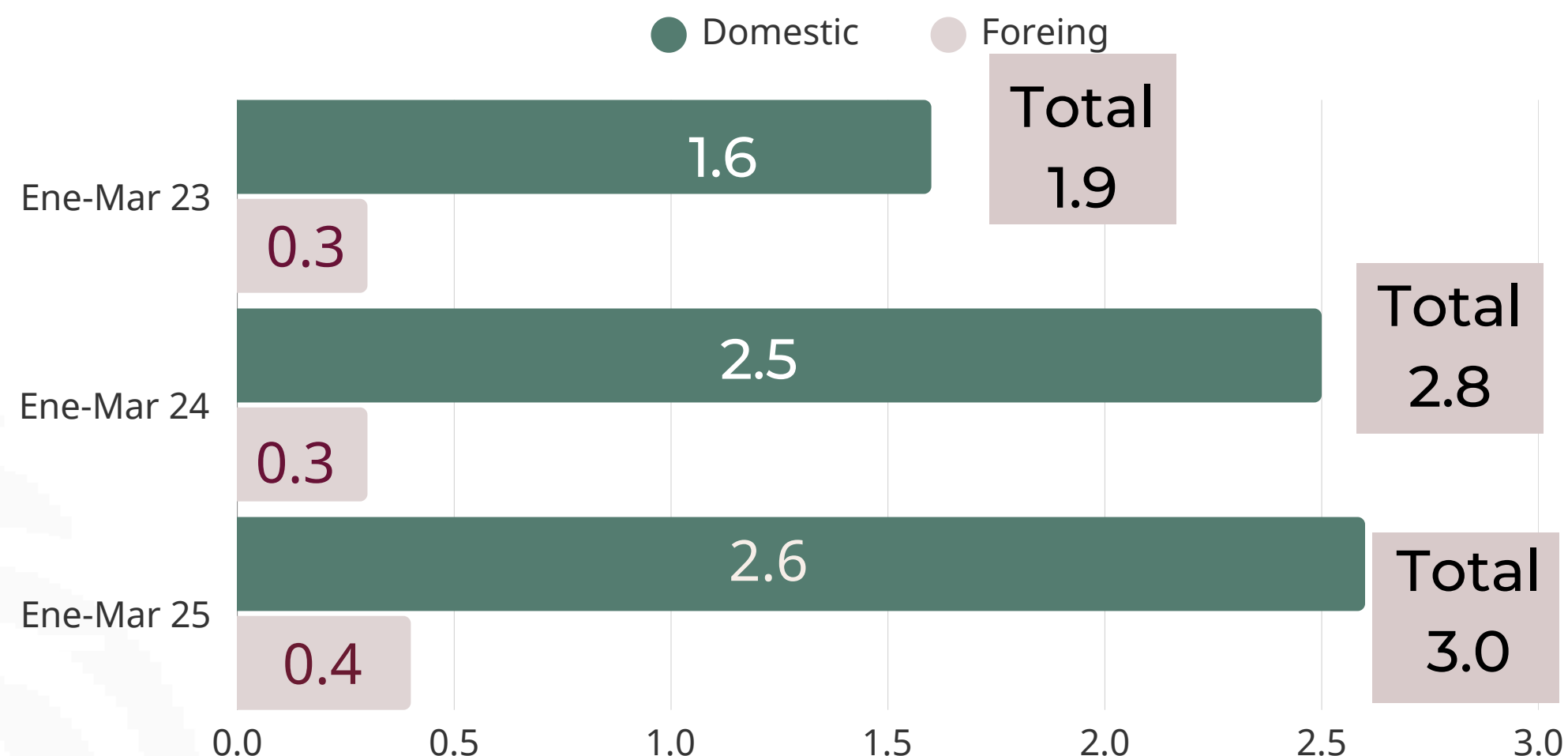
Museums and Archaeological Sites





VISITORS TO MUSEUMS

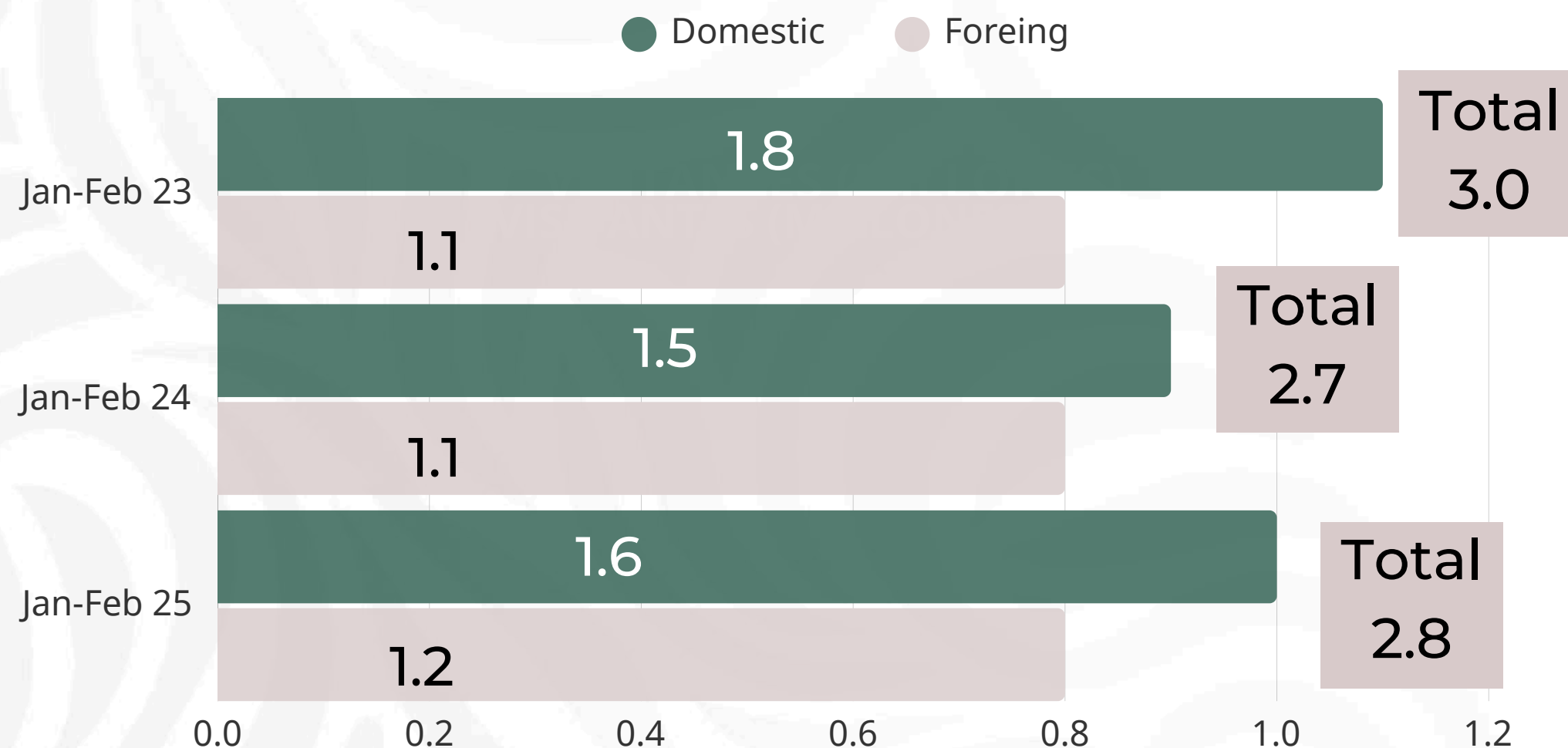
January-March 2025: **3 million** visitors attended museums, marking an **7.8%** increase compared to same period 2024. Of the total, **87.2%** were domestic visitors and **12.8%** were international.



Source: National Institute of Anthropology and History (INAH).
<http://www.datatur.sectur.gob.mx/SitePages/ActividadesCulturales.aspx>

VISITORS TO ARCHAEOLOGICAL SITES

January-March 2025: archaeological sites received **2.8 million** visitors, representing a **0.1%** increase compared to 2024. Of the total, **57.8%** were domestic visitors and **42.2%** were international.



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

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





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5

Economy



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NATIONAL TOURIST PRICE INDEX (INPT) MARCH 2024

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.

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**



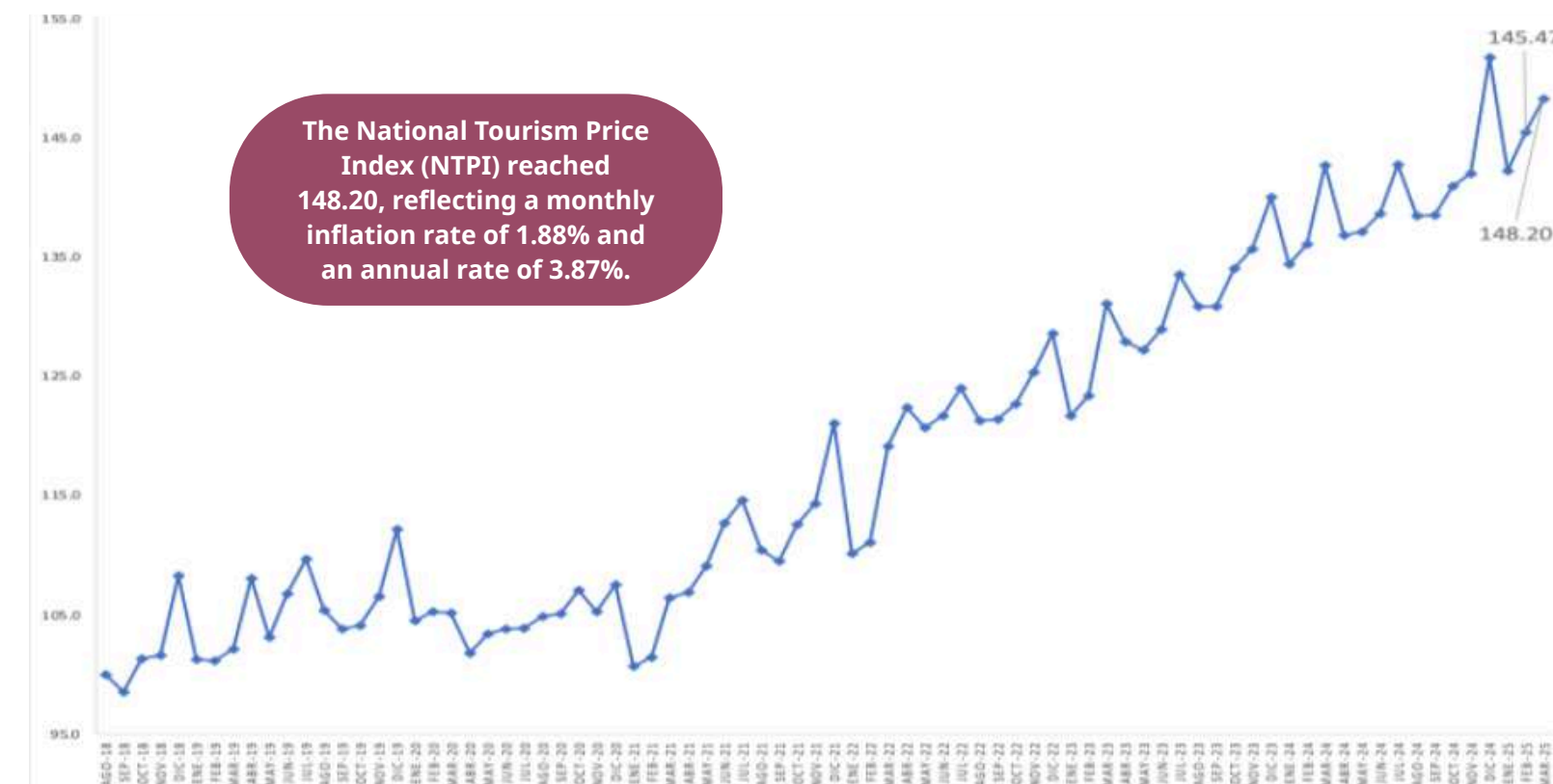
**Restaurants,
Bars and the like**



Hotels



**Highway
Tolls**



GROSS DOMESTIC PRODUCT OF TOURISM

Based on the Quarterly Indicators of Tourism Activity, the tourism GDP in the third quarter of 2024 decreased **0.4%** in real terms compared to what was recorded in the second quarter of 2024.

By components of tourism GDP, in the third quarter of 2024, Goods showed a decrease in **1.7%**, while Services decreased by **0.1%** compared to what was recorded in the second quarter of 2024.

TOURISM BALANCE OF PAYMENTS

In January-March 2025, the balance of payments from international visitors reached **7.438 billion dollars**, **2.1%** below the level recorded in 2024, and **57.7%** above 2019 same period.





6

Cruises



CRUISE PASSENGERS ARRIVALS

January-March 2025: 3.343 million cruise passengers arrived, an increase of 12.6% vs same period 2024.

CRUISE SHIPS ARRIVALS

January-March 2025: 1,057 cruise ships arrived, an increase of 11.9% vs same period 2024.



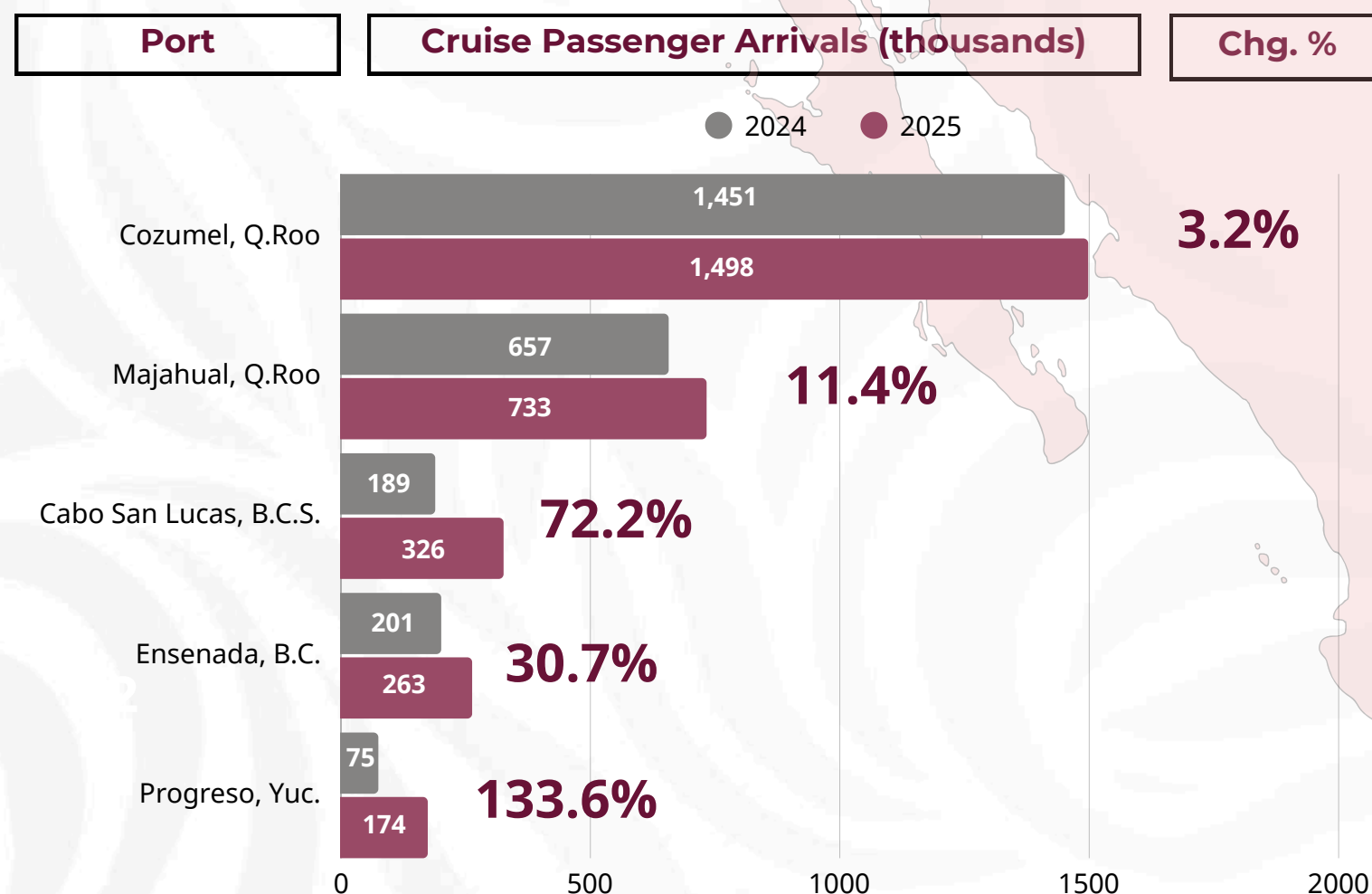
Source: INEGI and General Directorate of Ports; Secretariat of the Navy. (The figures prior to May 2020 correspond to the SCT, according to the presidential decree issued on December 7, 2020 in the Official Gazette of the Federation and Press Release No. 006/2024 of the General Coordination of Ports and Merchant Marine of June 7, 2024).

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

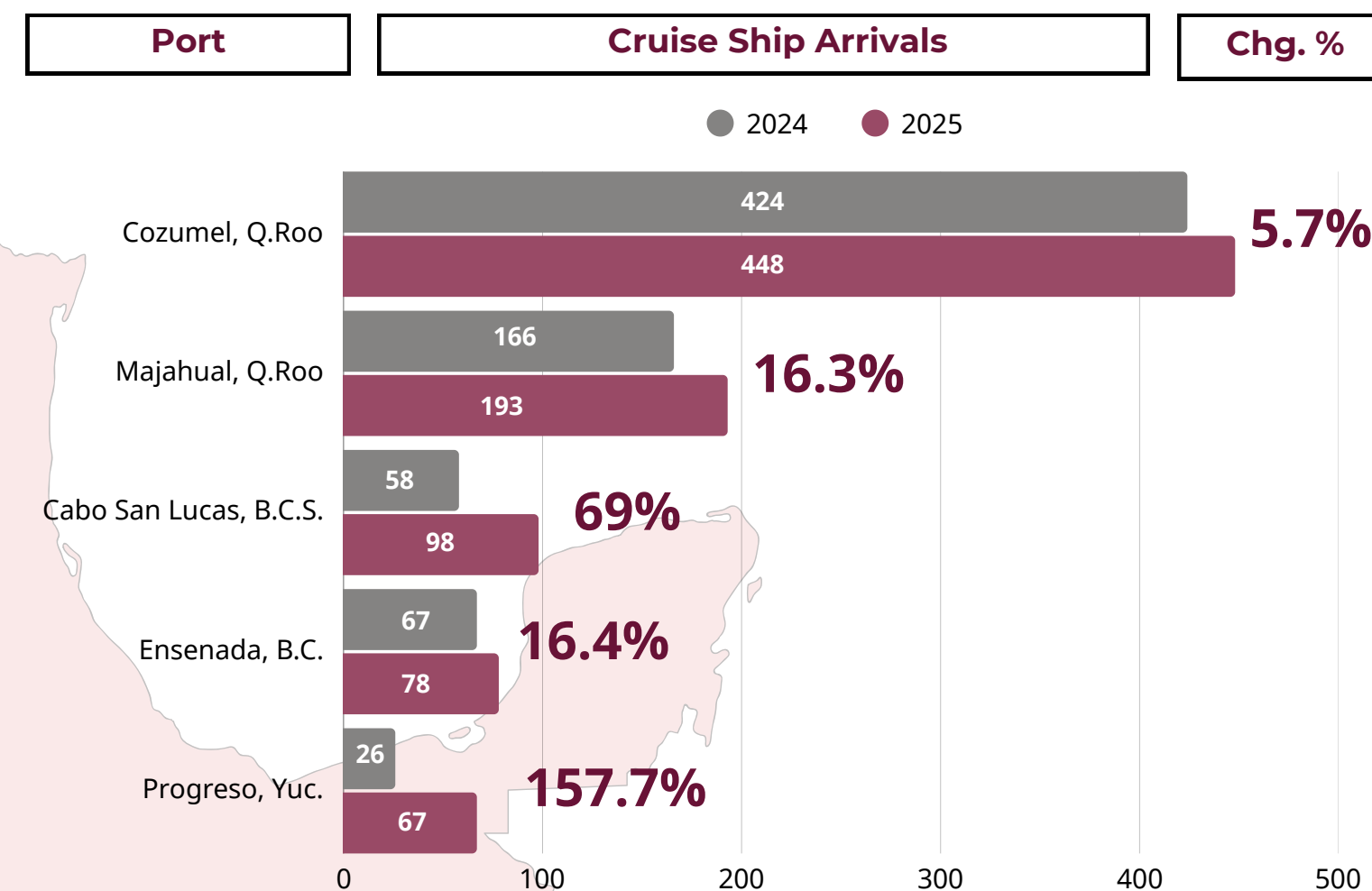
<https://www.datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx>



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



January-March 2025: the Mexican ports that received the highest number of cruise excursionists were **Cozumel y Majahual, Quintana Roo; Cabo San Lucas, Baja California Sur; Ensenada, Baja California and Progreso in Yucatán**. Together, these ports concentrated **89.6%** of the total cruise passenger traffic nationwide.



Note: The figures refer to events because the same person may have entered the country on more than one occasion.
Source: Directorate of Ports, General Coordination of Ports and Merchant Marine of the Secretariat of the Navy (Figures prior to May 2020, corresponding to the SCT, according to the presidential decree issued on December 7, 2020 in the Official Gazette of the Federation and Press Release No. 006/2023 of the General Coordination of Ports and Merchant Marine of June 7, 2021).

<http://www.datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx>

TOURISM

key indicators

January-March 2025



TURISMO
SECRETARÍA DE TURISMO

