



Gobierno de
México

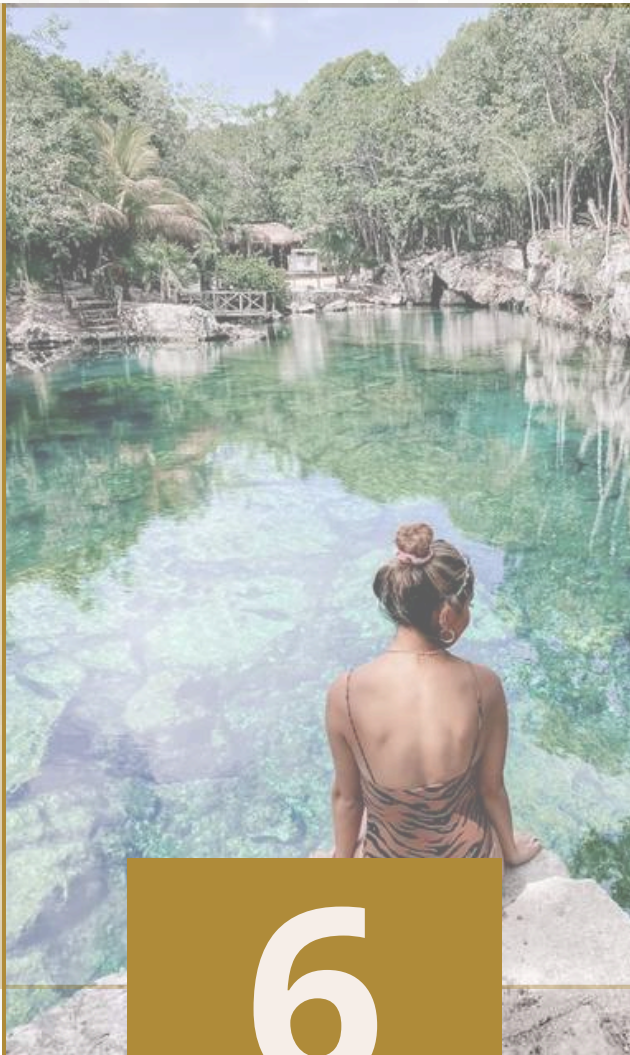
Turismo
Secretaría de Turismo

TOURISM

key indicators

January–September 2025

Content



6

International
Tourism



10

Air
transport



17

Accommodation



22

Museums and
Archaeological
Sites



25

Economy



28

Cruises





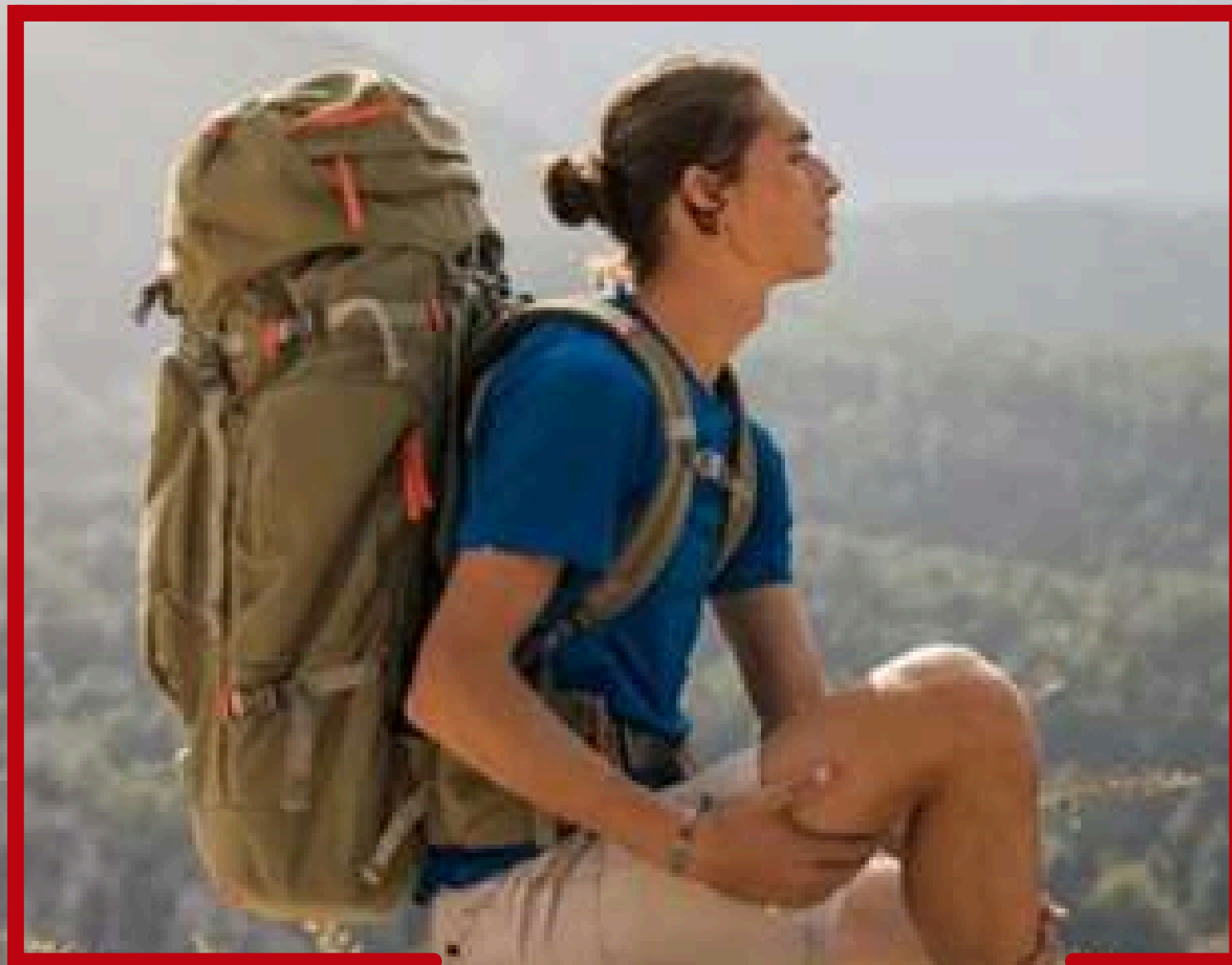
Gobierno de
México

Turismo
Secretaría de Turismo



DATATUR 360
Análisis Integral del Turismo

DIRECTORY



Josefina Rodríguez Zamora
Minister of Tourism

Patricio Carlos Carezzana
Head of the Tourism Information and Policy Unit

Heliodoro Vidal Velázquez
General Director of Sectoral Information Integration



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



34.7
Millions of tourists

▲ +6.4%

Foreign exchange earnings
from international visitors

25.8k
Millions of dollars

▲ +6.2%

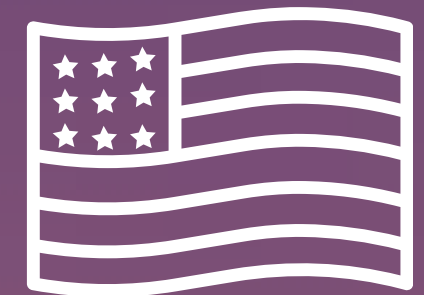


Arrival by air of tourists residing in the United States

10.2

Millions of tourists

▲ +0.7%



Arrival by air of national and international
passengers



90.9
Millions of passengers

▲ +2.4%

Cruise ship passengers arriving in
Mexico



7.8
Millions of passengers

▲ +9.5%

Arrival of national and international tourists
at hotel rooms

63.8
Millions of tourists

▼ -1.8%



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



Turismo
Secretaría de Turismo



1

International Tourism



International
Tourism

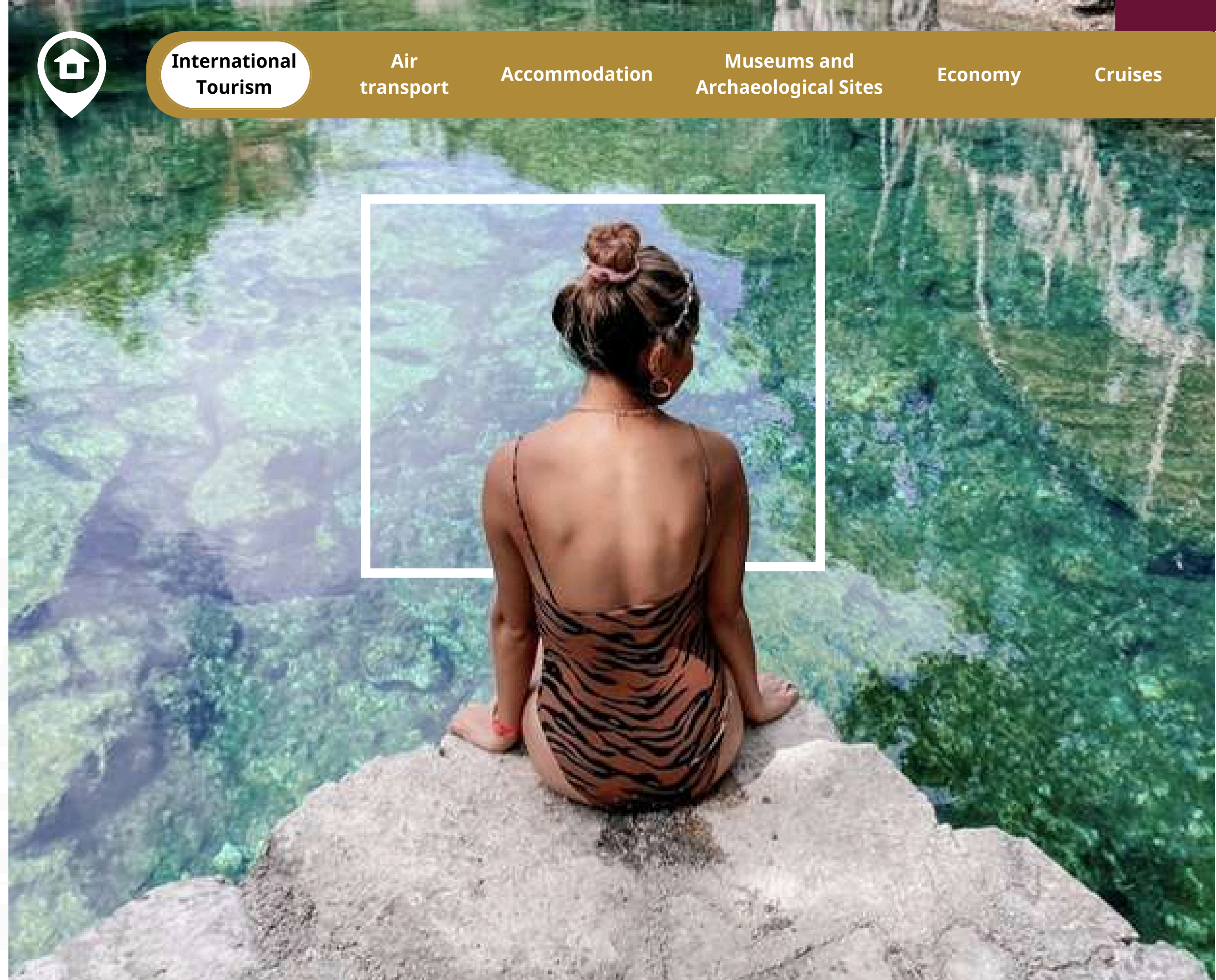
Air
transport

Accommodation

Museums and
Archaeological Sites

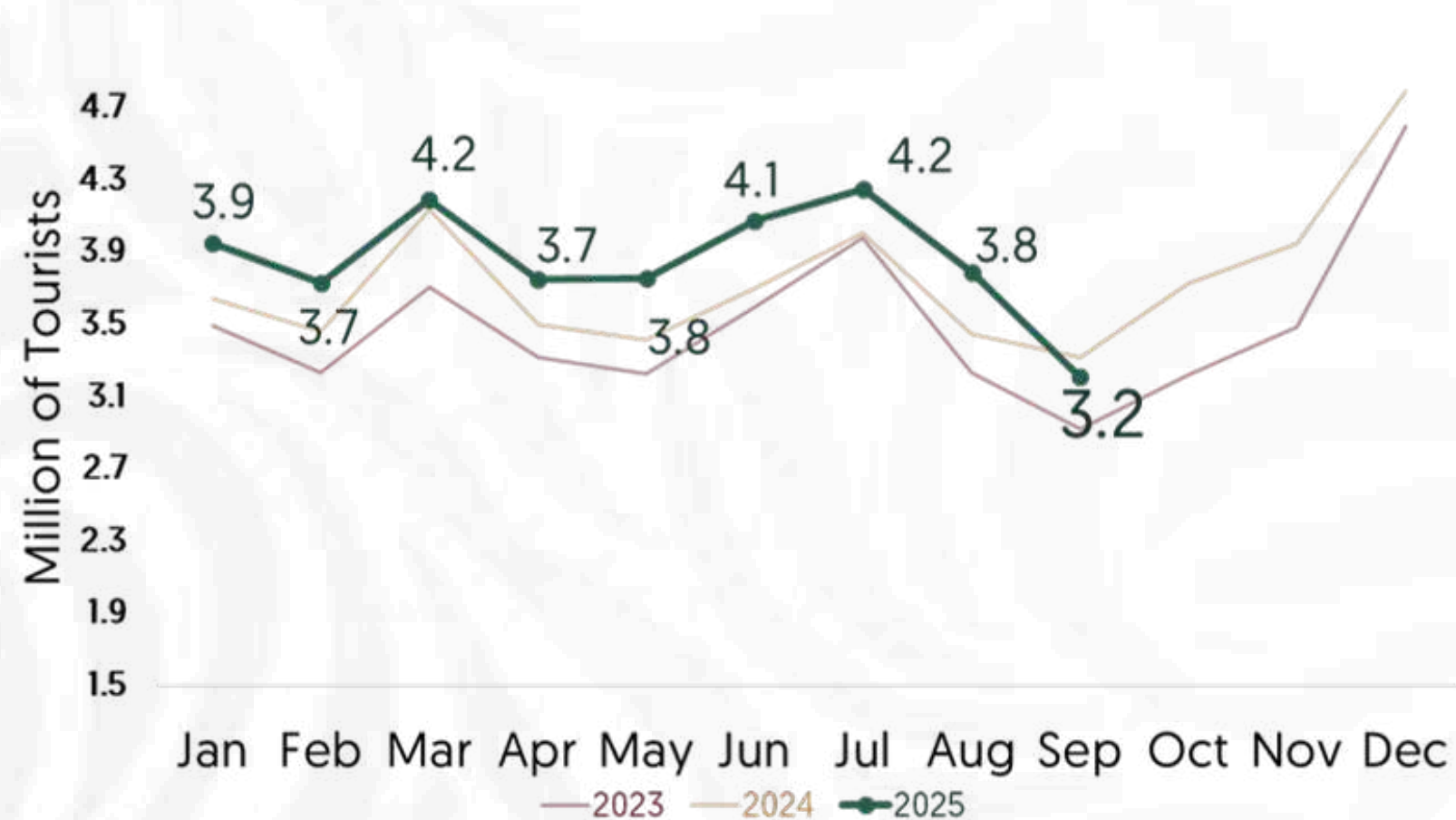
Economy

Cruises



INTERNATIONAL TOURISTS TO MEXICO

January–September 2025: Mexico recorded 34.6 million international tourist arrivals, an increase of 6.4% vs same period 2024.

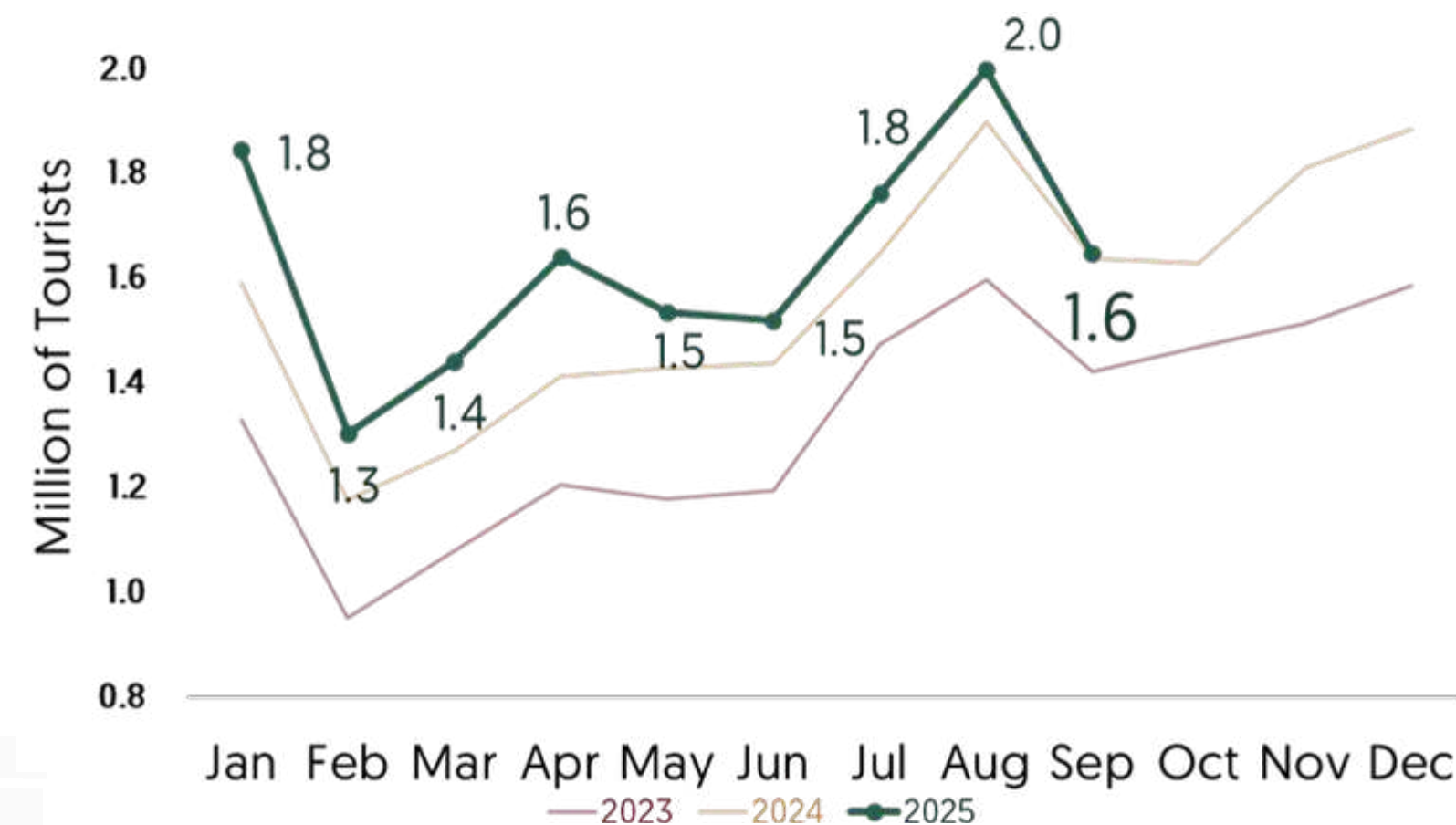


Note: In the graphs, the sum of monthly data does not coincide with the accumulated data for the period due to rounding of figures.
Source: INEGI

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

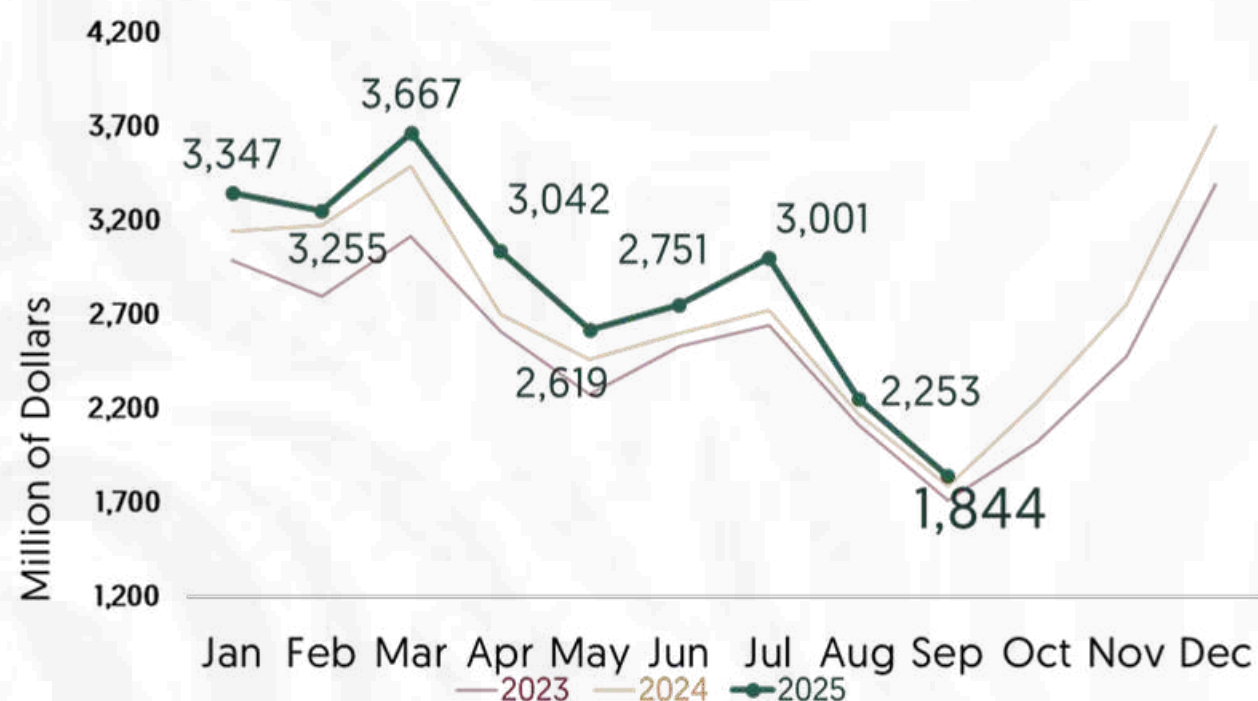
OUTBOUND TOURISM FROM MEXICO

January–September 2025: 14.7 million international tourists departed Mexico, representing an increase of 8.9% same period 2024.

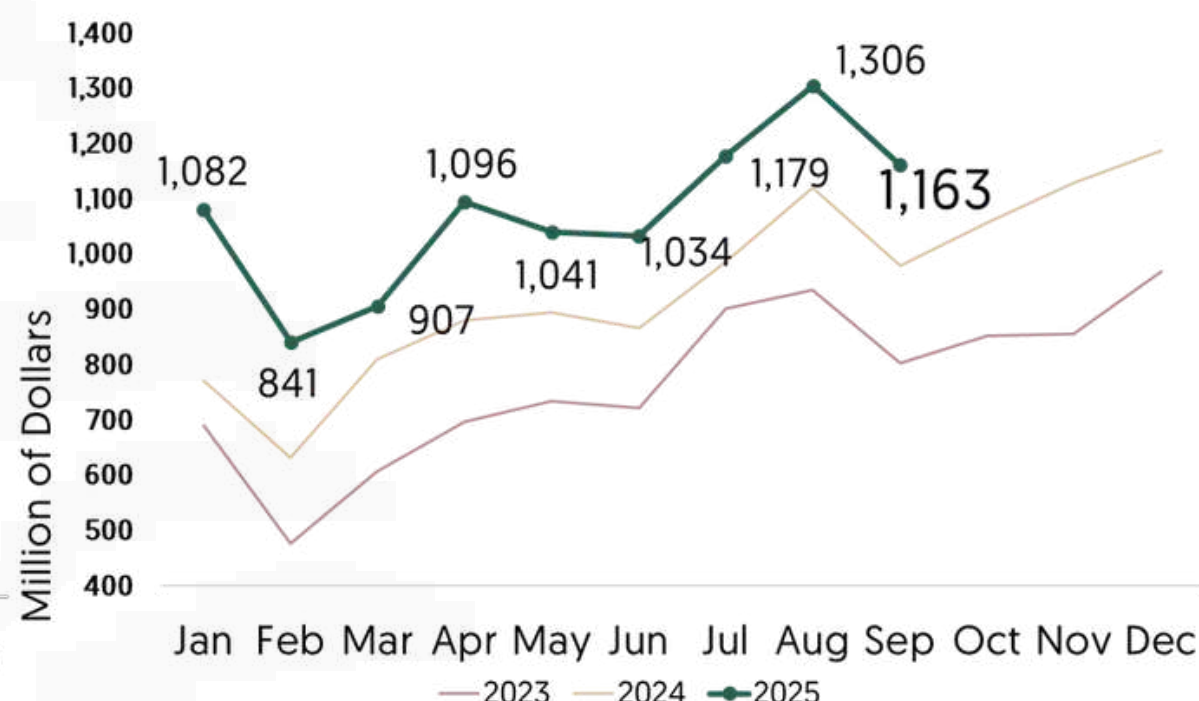


INTERNATIONAL VISITOR SPENDING TO MEXICO ABROAD

January–September 2025: Expenditure by international visitors totaled **25.778 billion dollars**, an increase of **6.2%** vs same period 2024.



January–September 2025: Expenditure by Mexican residents abroad reached **9.649 billion**, an increase of **21.4%** same period 2024.

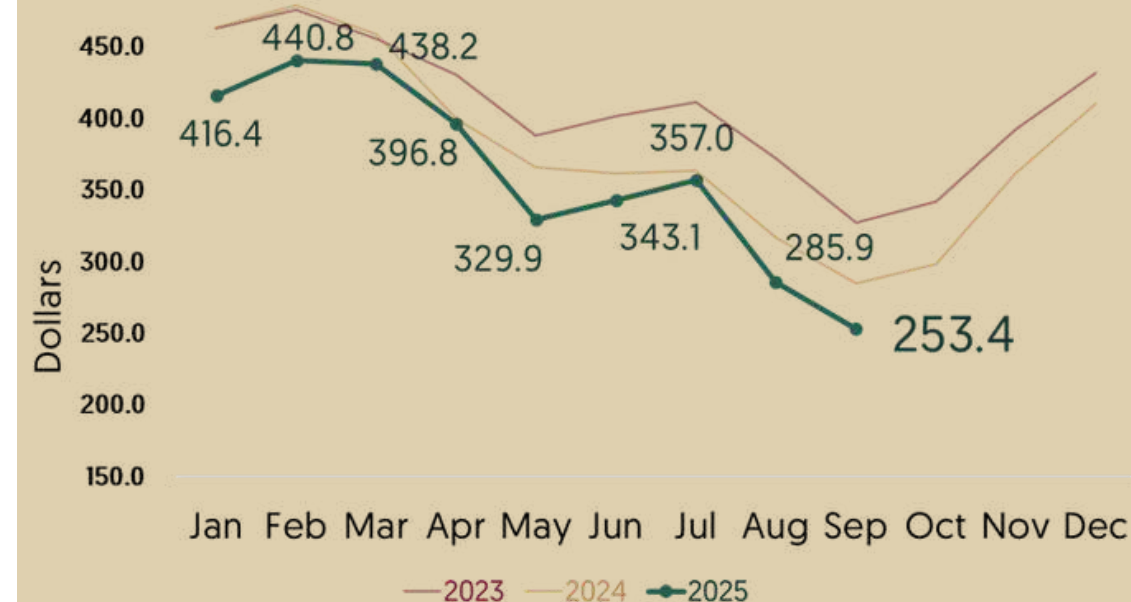


Note: In the graphs, the sum of monthly data does not match the cumulative data due to rounding of figures.
Source: INEGI.
<http://www.datatur.sectur.gob.mx/SitePages/VisitantesInternacionales.aspx>



AVERAGE EXPENDITURE BY INTERNATIONAL VISITORS

January–September 2025: Average expenditure by international visitors was **363.2 dollars**, a decrease of **-6.7%** same period 2024.



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

INTERNATIONAL TRAVELER ACCOUNT INDEX SEPTEMBER 2025

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–September 2025, the cumulative ICVI for international tourists increased from 99.24 in 2024 to 105.58

+6.39%



The accumulated ICVI for Inbound Tourists decreased from 100.62 in 2024 to 100.87

0.25%



The accumulated ICVI for Inbound Tourists by Air went from 108.92 in 2024 to 106.27

-2.43%



INCOME



In January–September 2025, the accumulated ICVI for Total Income (Expenditure) increased from 138.22 in 2024 to 146.82

+6.23%



The accumulated ICVI for Income (Expenditure) by Inbound Tourists increased from 137.83 in 2024 to 148.82

+3.98%



The accumulated ICVI for Income (Expenditures) by Inbound Tourists by Air increased from 143.81 in 2024 to 148.82

+3.49%

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.asp>

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



International
Tourism

Air
transport

Accommodation

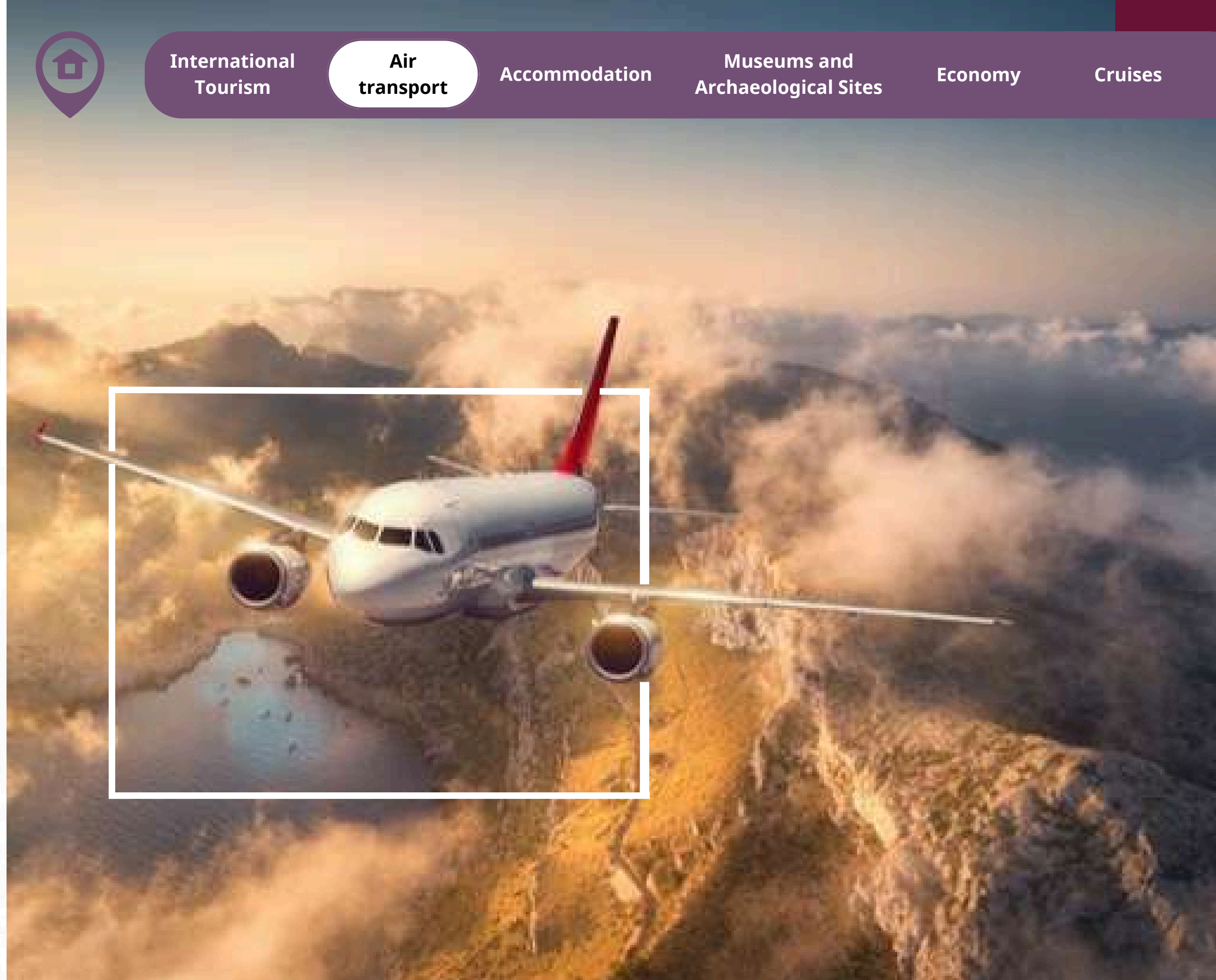
Museums and
Archaeological Sites

Economy

Cruises

2

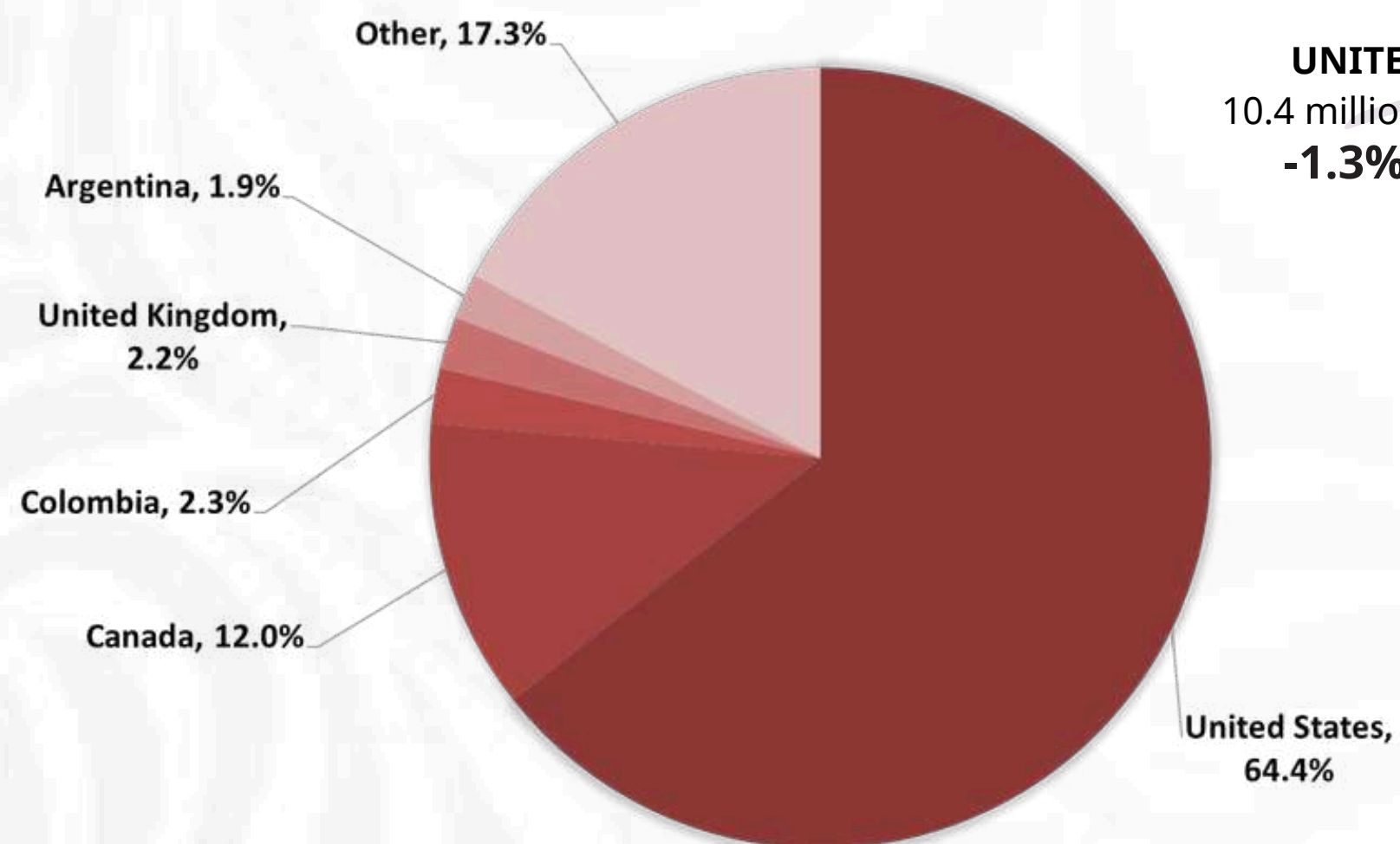
Air transport



NATIONALITIES OF PASSENGERS ARRIVING IN MEXICO

January–September 2025: **16.2 million** foreign passengers arrived by air, a **1.6%** decrease compared to the same period in 2024.

Market Share



UNITED STATES
10.4 million passengers,
-1.3% lower vs 2024.

CANADA
2.0 million passengers
+5.3% higher vs 2024

UNITED KINGDOM
348,356 passengers,
-1.2% lower vs 2024

COLOMBIA
368,119 passengers,
-19.3% lower vs 2024

ARGENTINA
303,509 passengers,
+14.4% higher vs 2024

OTHER NATIONALITIES
2 million 796,378 passengers,
-5.8% lower vs 2024

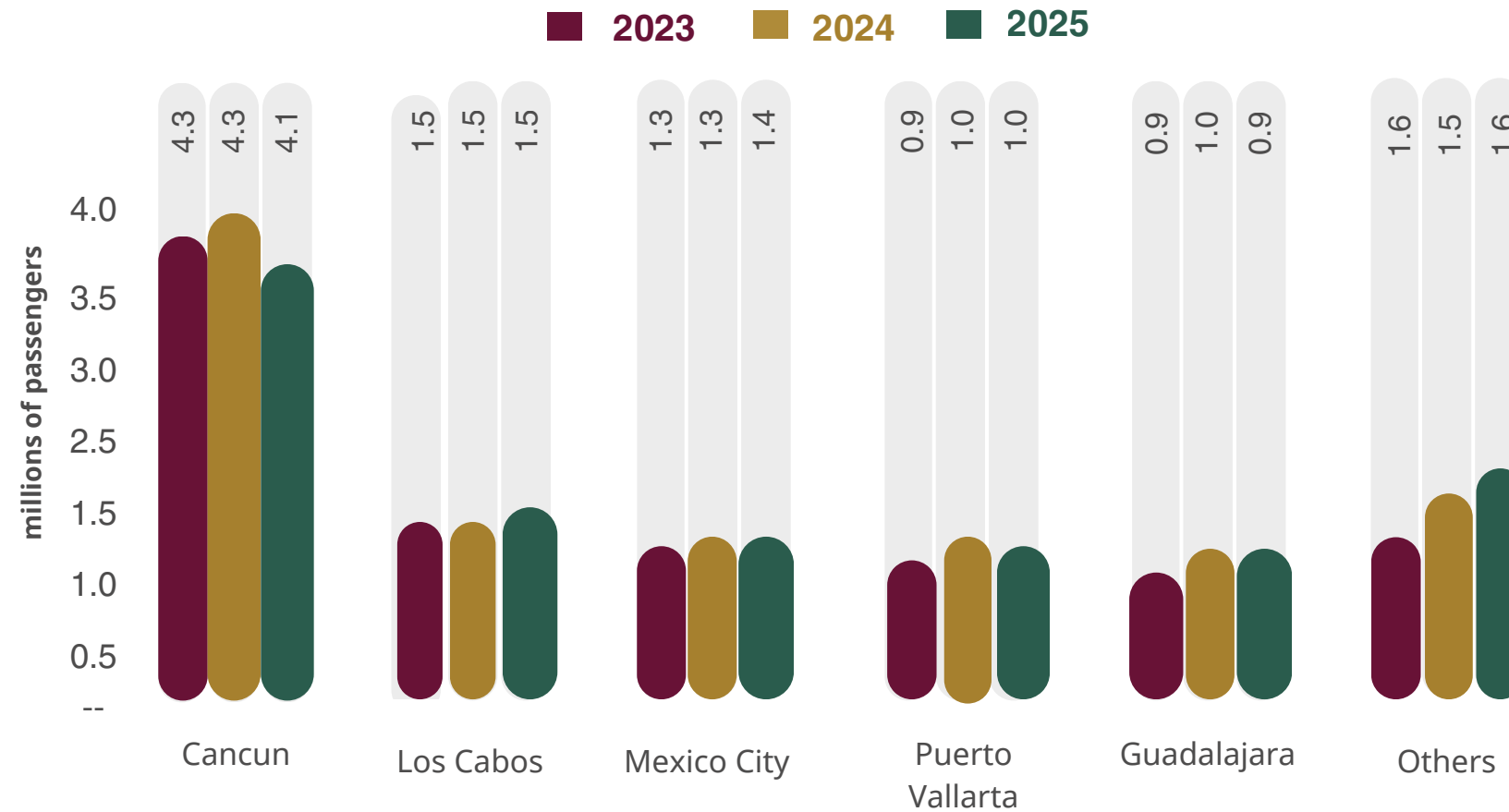
Note: In the graph, the sum of monthly data does not match the cumulative data for the period due to rounding of figures.

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

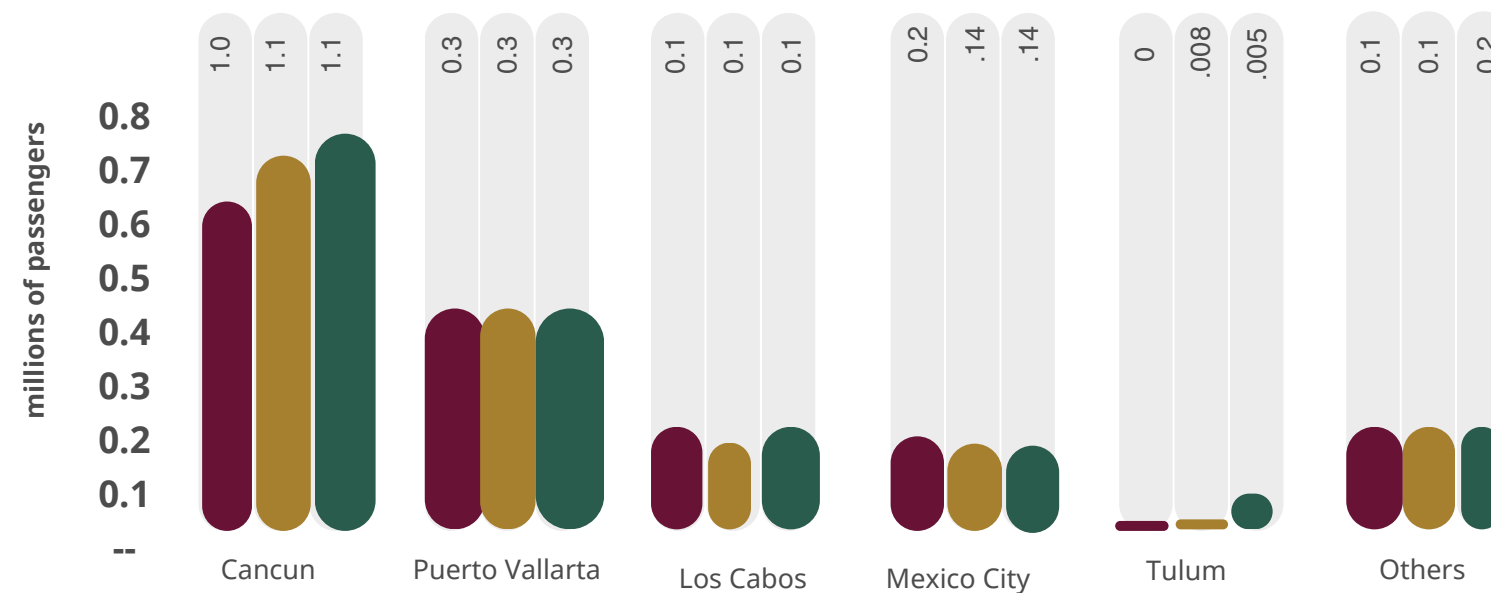
<http://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx>

AMERICAN PASSENGERS TO MEXICO

January–September 2025: **10.4 million U.S. passengers** arrived by air, representing a **1.3%** decrease compared to the same period in 2024. Most arrivals were through the airports of Cancun and Los Cabos.



■ 2023 ■ 2024 ■ 2025



CANADIAN PASSENGERS TO MEXICO

January–September 2025: **2.0 million Canadian passengers** arrived by air, representing a **5.3%** increase compared to the same period in 2024. Most arrivals were through the airports of Cancun and Puerto Vallarta.

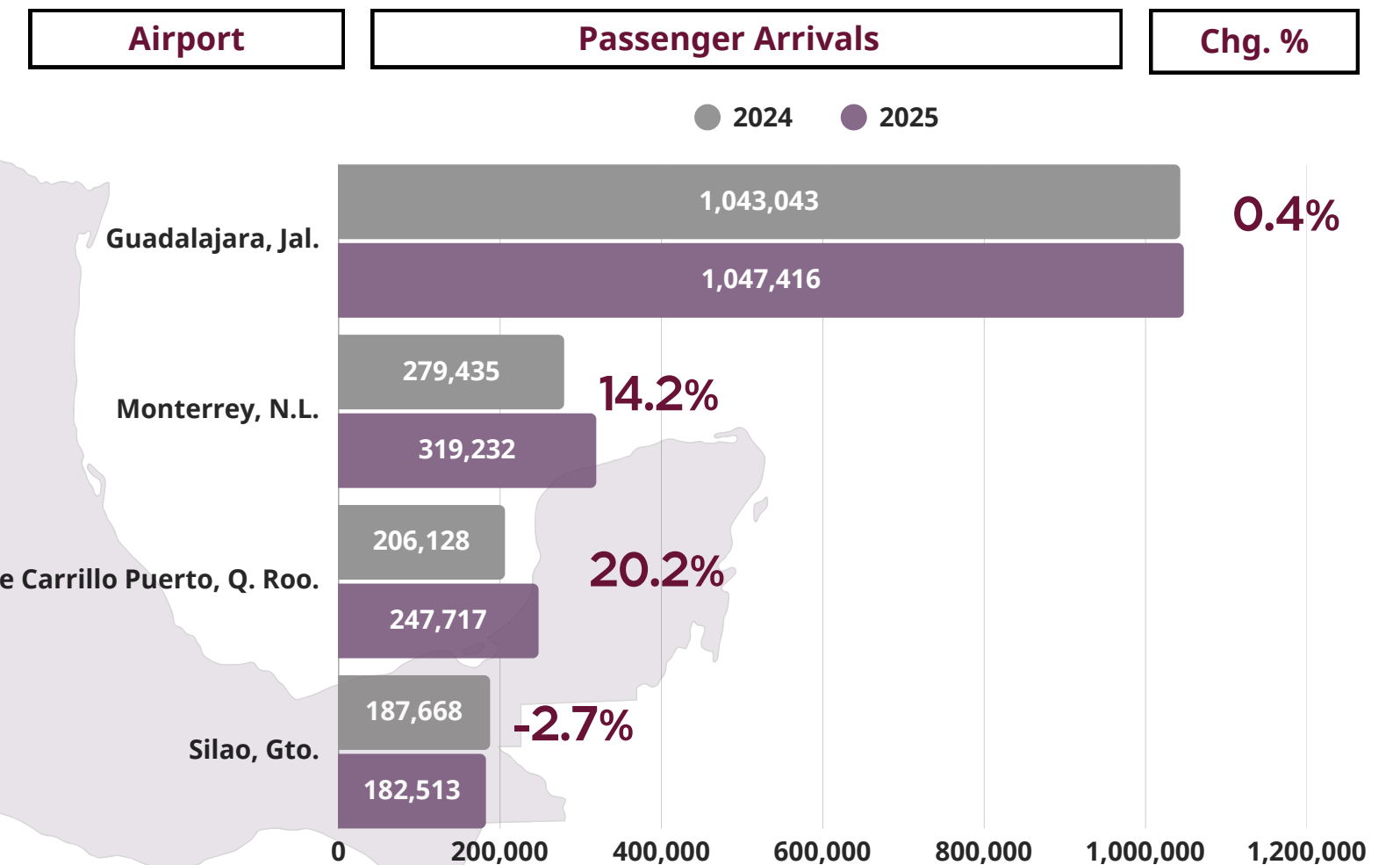
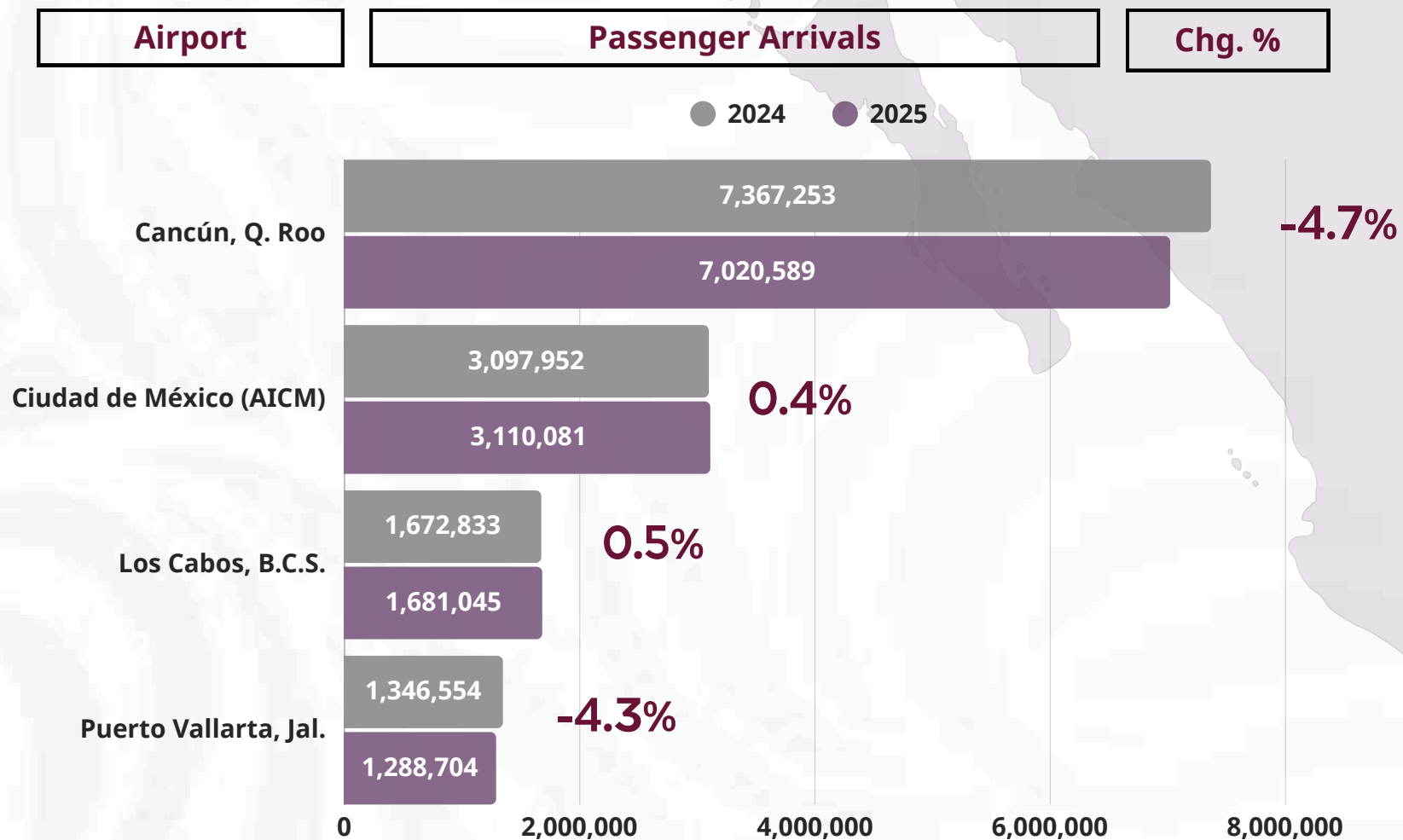
Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

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

lidad.aspx

FOREIGN PASSENGERS TO MAIN AIRPORTS BY NATIONALITY

January–September 2025: the airports in Mexico with the highest number of foreign passengers were: **Cancún, Ciudad de México, Los Cabos, Puerto Vallarta, Guadalajara, Monterrey, Tulum and Silao**, together, these airports accounted for **98.9%** of total foreign passenger arrivals by nationality.



N. c. Not comparable

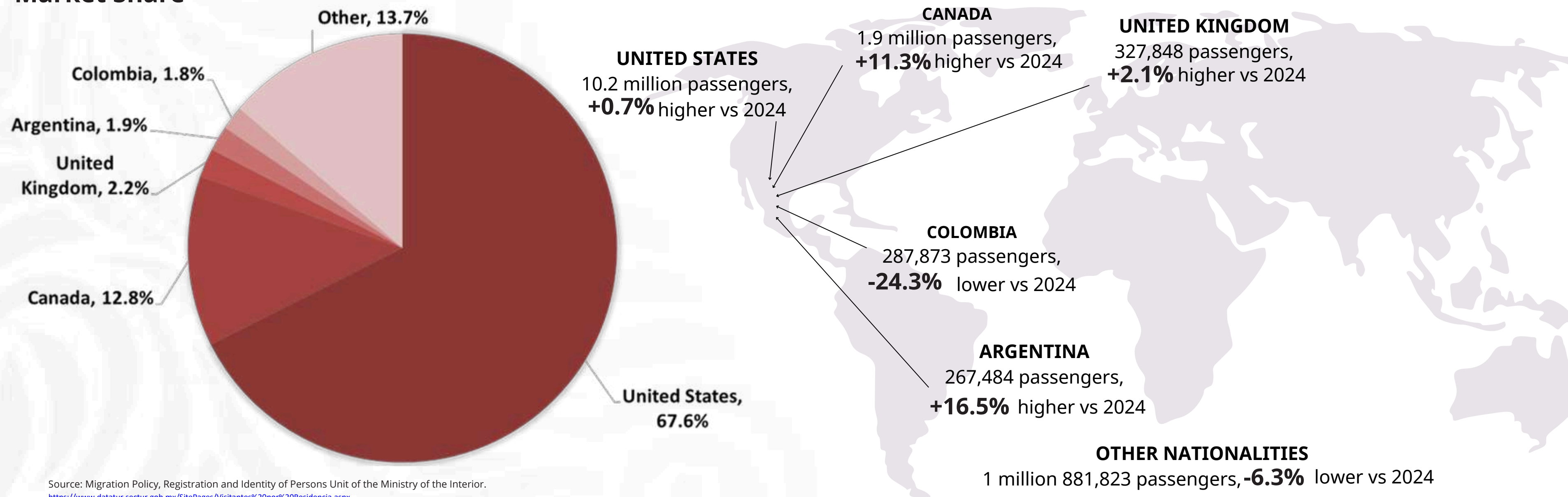
Note: Figures refer to events because the same person may have entered the country on more than one occasion.
Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.

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

PASSENGERS BY COUNTRY OF RESIDENCE TO MEXICO

January–September 2025: **15.1 million** international tourists arrived by air based on their country of residence, an increase of **0.6%** compared to the same period in 2024.

Market Share

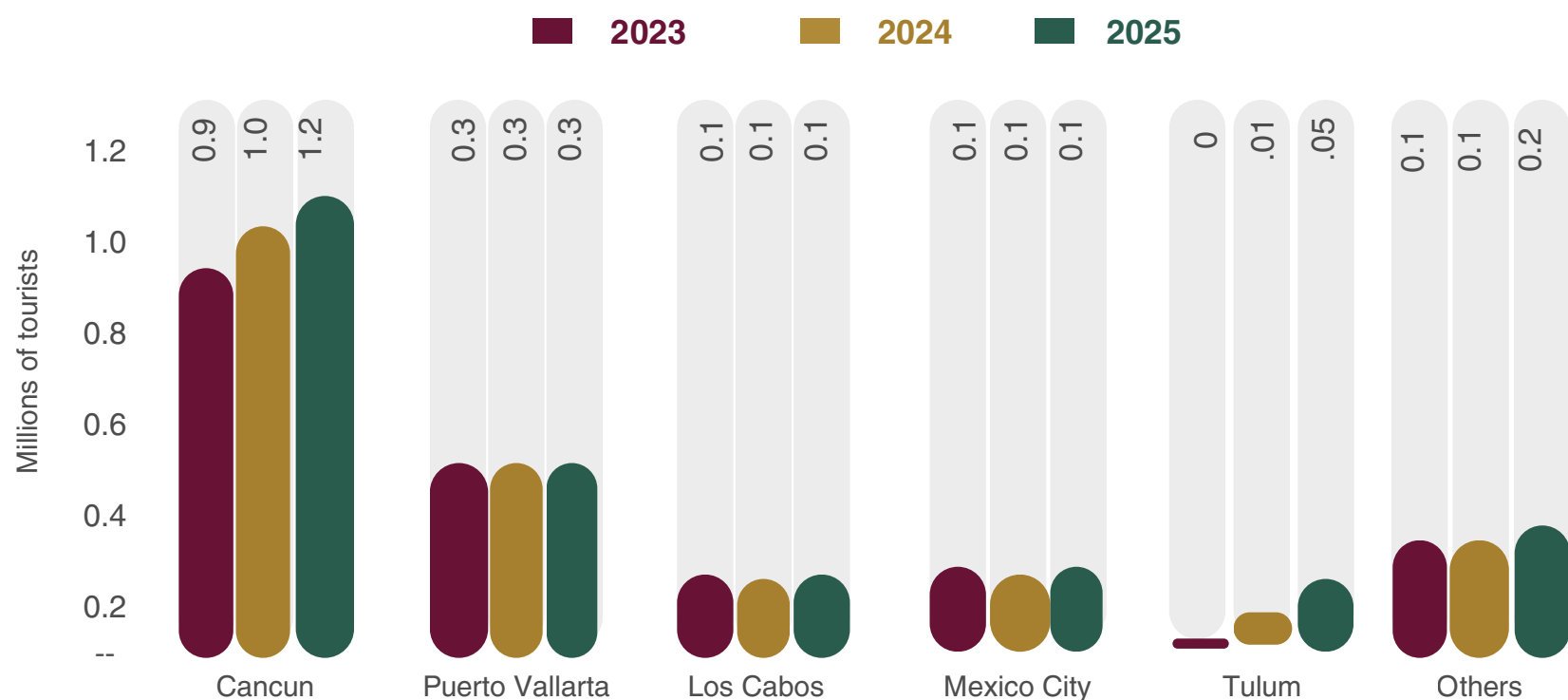
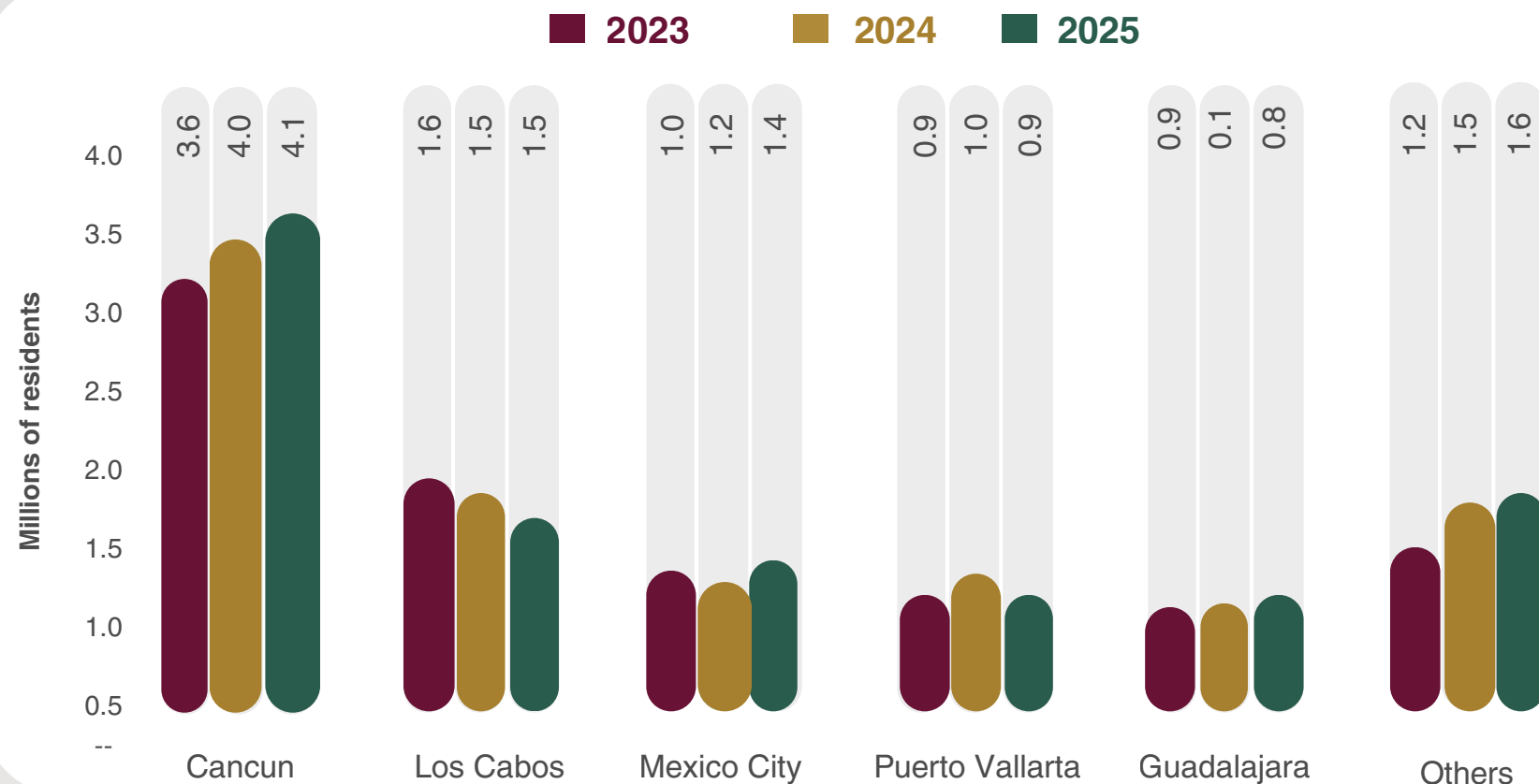


Source: Migration Policy, Registration and Identity of Persons Unit of the Ministry of the Interior.
<https://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Residencia.aspx>



US RESIDENTS TRAVELING TO MEXICO

January–September 2025: air arrivals of U.S. resident tourists reached **10.2 million**, up **0.7%** from the same period in 2024, mainly through Cancún and Mexico City.



CANADIAN RESIDENTS TRAVELING TO MEXICO

January–September 2025: **1.9 million** air passengers were Canadian residents, an **11.3%** 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–September 2025: **90.9 million** air passengers were recorded, an increase of **2.4%** compared to the same period in 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–September 2025: **47.1 million** passengers were recorded on domestic flights, an increase of **3.3%** compared to the same period in 2024.



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

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

INTERNATIONAL

January–September 2025: **43.8 million** passengers were recorded on international flights, an increase of **1.4%** compared to the same period in 2024.



3

Accommodation



International
Tourism

Air
transport

Accommodation

Museums and
Archaeological Sites

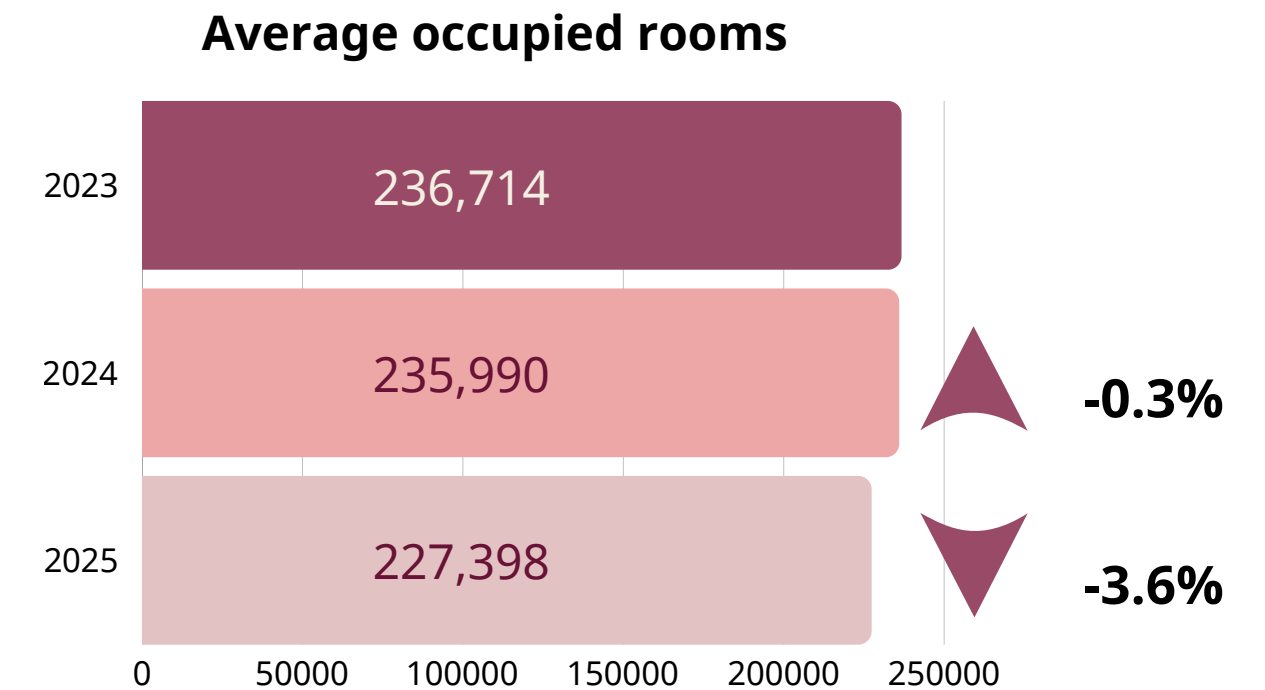
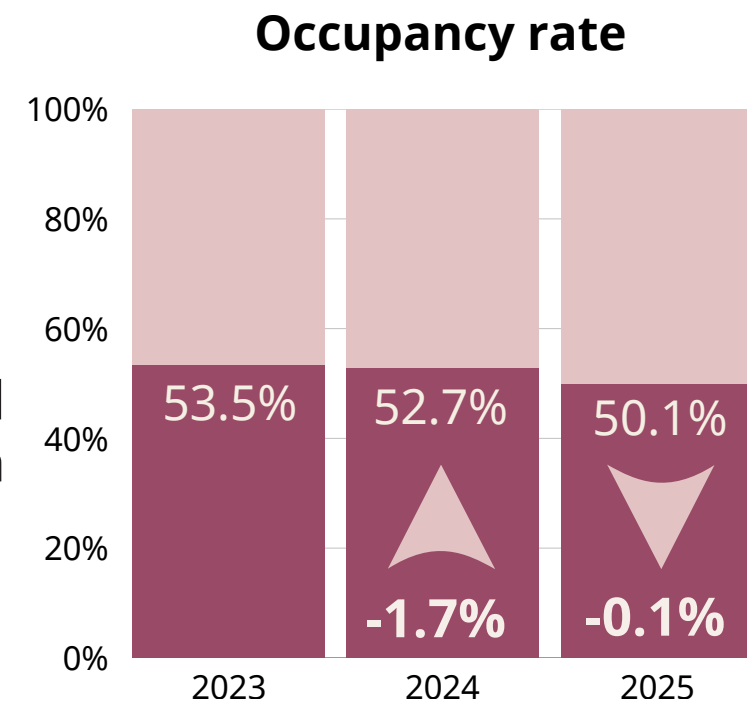
Economy

Cruises



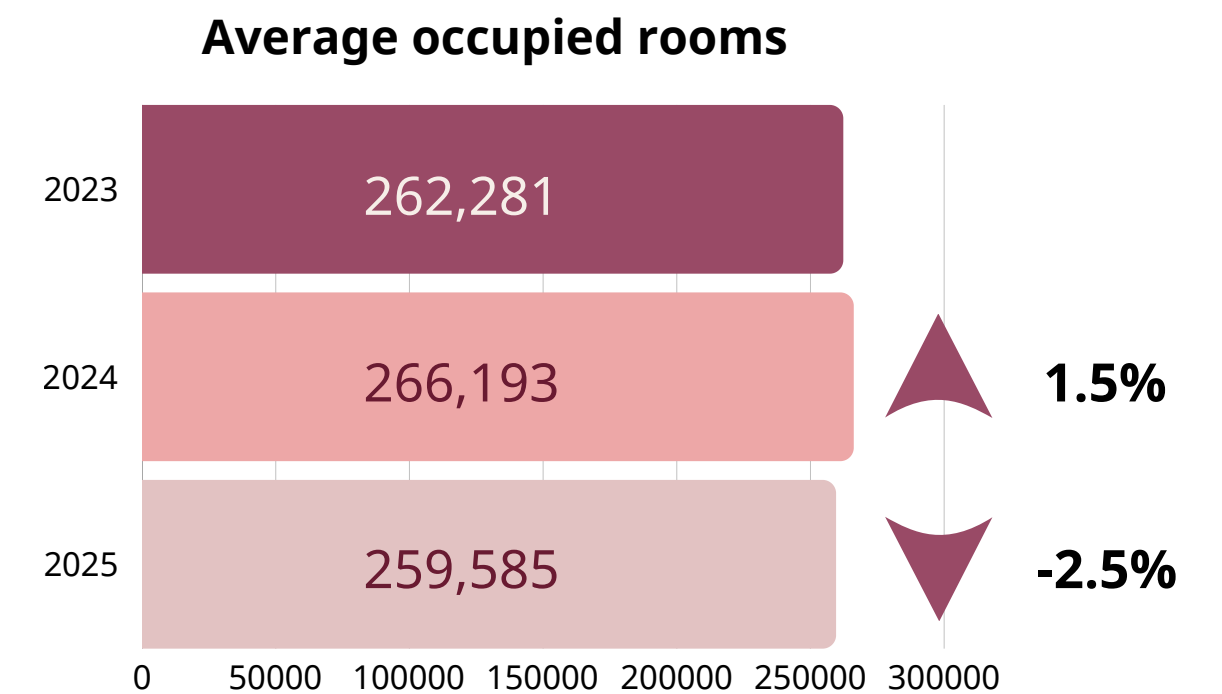
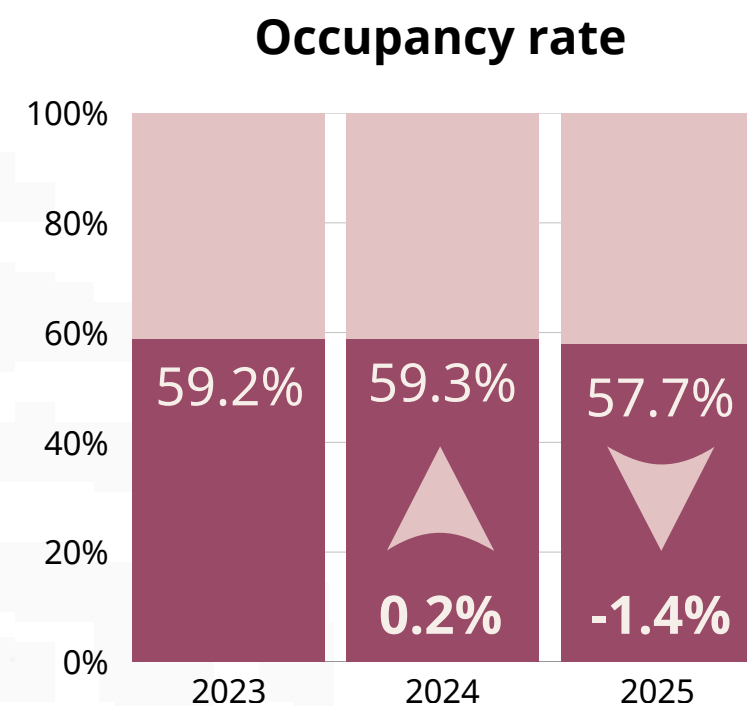
HOTEL OCCUPANCY RATE (SEPTEMBER)

In September 2025, the hotel occupancy rate at 70 selected tourist centers was **50.1%**, **2.6** percentage points lower than in July 2024.



HOTEL OCCUPANCY RATE (JANUARY - SEPTEMBER)

January–September 2025: the hotel occupancy rate across 70 selected tourist centers was **57.7%**, down by **1.5** percentage points compared to the same period in 2024.

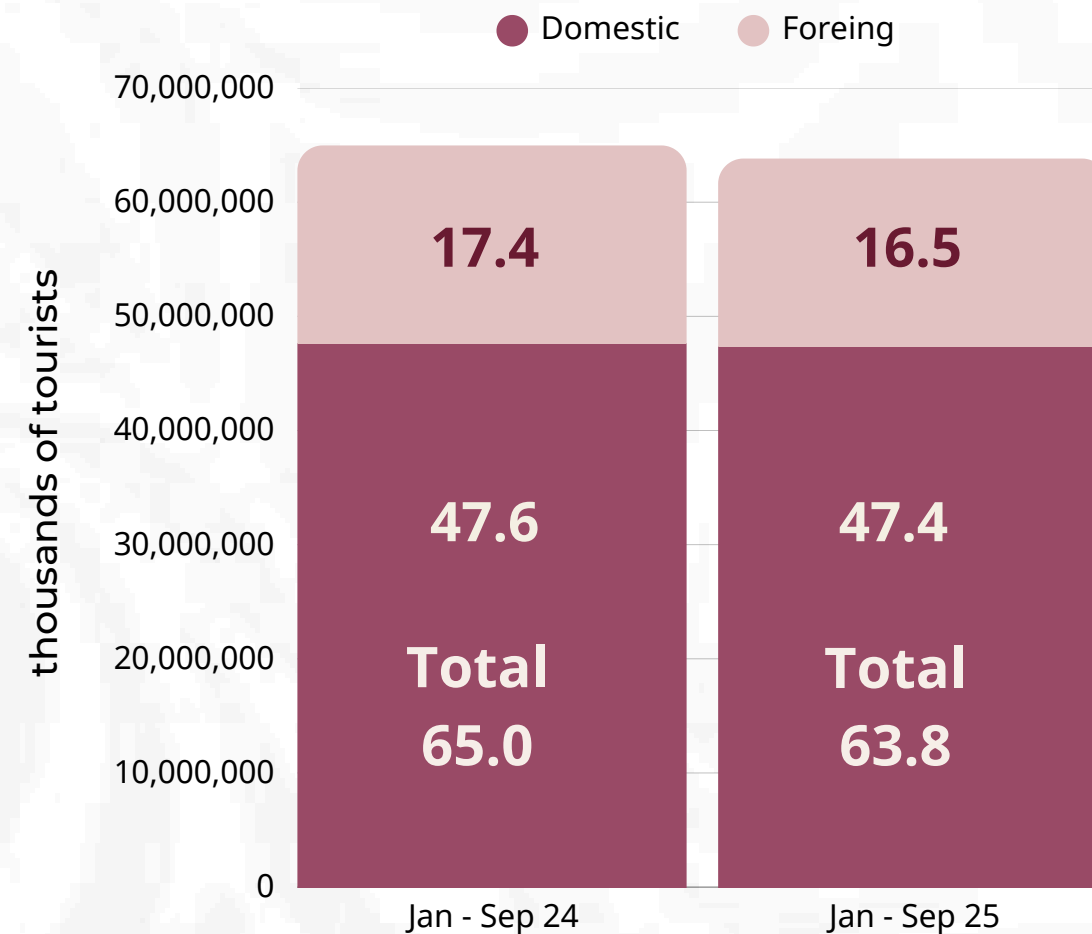


Note: The variation may not match exactly due to rounding. Occupancy variation in percentage points.

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

TOURIST ARRIVALS AT HOTEL ROOMS

January–September 2025: **47.4 million** domestic tourists (**74.2%** of the total) and **16.5 million** international tourists (**28.5%** of the total) stayed in hotels.



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

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





OCCUPANCY PERCENTAGE BY TYPE OF CENTRE

January–September 2025: hotel occupancy rates were **64.6%** in Beach Centers and **51.8%** in 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>

SEPTEMBER			
Center Type	2024	2025	Percentage Difference 2025 vs 2024
Total	52.7%	50.1%	-2.6%
Beach Centers	52.0%	49.0%	-3.0%
Cites	53.3%	51.0%	-2.3%

CUMULATIVE JANUARY TO SEPTEMBER			
Center Type	2024	2025	Percentage Difference 2025 vs 2024
Total	59.3%	57.7%	-1.5%
Beach Centers	66.3%	64.6%	-1.7%
Cites	53.1%	51.8%	-1.4%



OCCUPANCY PERCENTAGE RANKING

SEPTEMBER

TOURIST DESTINATION	2024	2025	PERCENTAGE CHANGE 2025 VS 2024
Ciudad Juárez, Chih.	66.5%	65.2%	-1.3%
Playacar, Q. Roo.	80.2%	63.2%	-17.0%
Tijuana, B.C.	66.8%	63.2%	-3.7%
Monterrey, N. L.	62.6%	63.0%	0.4%
Chihuahua, Chih.	60.0%	61.5%	1.5%
Cancún, Q. Roo	62.3%	61.5%	-0.8%
Puebla, Pue.	59.8%	60.2%	0.4%
Tecate, B.C.	63.0%	59.4%	-3.6%
Queretaro, Qro.	60.9%	57.2%	-3.7%
Morelia, Mich.	55.2%	56.2%	0.9%

CUMULATIVE JANUARY TO SEPTEMBER

TOURIST DESTINATION	2024	2025	PERCENTAGE CHANGE 2025 VS 2024
Playacar, Q. Roo	87.7%	81.9%	-5.8%
Cabo San Lucas, B.C.S.	75.9%	75.0%	-0.9%
Cancún, Q. Roo	74.7%	72.0%	-2.7%
Nuevo Nayarit, Nay.	75.4%	71.7%	-3.6%
Puerto Vallarta, Jal.	69.9%	70.9%	1.0%
Playa del Carmen, Q. Roo	70.2%	66.8%	-3.5%
Tijuana, B.C.	65.0%	66.8%	1.8%
Ciudad Juárez, B.C.	64.6%	66.2%	1.6%
Akumal, Q. Roo	79.2%	65.9%	-13.4%
Zona Corredor Los Cabos, B.C.S.	63.8%	65.1%	1.3%

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



Turismo
Secretaría de Turismo



International
Tourism

Air
transport

Accommodation

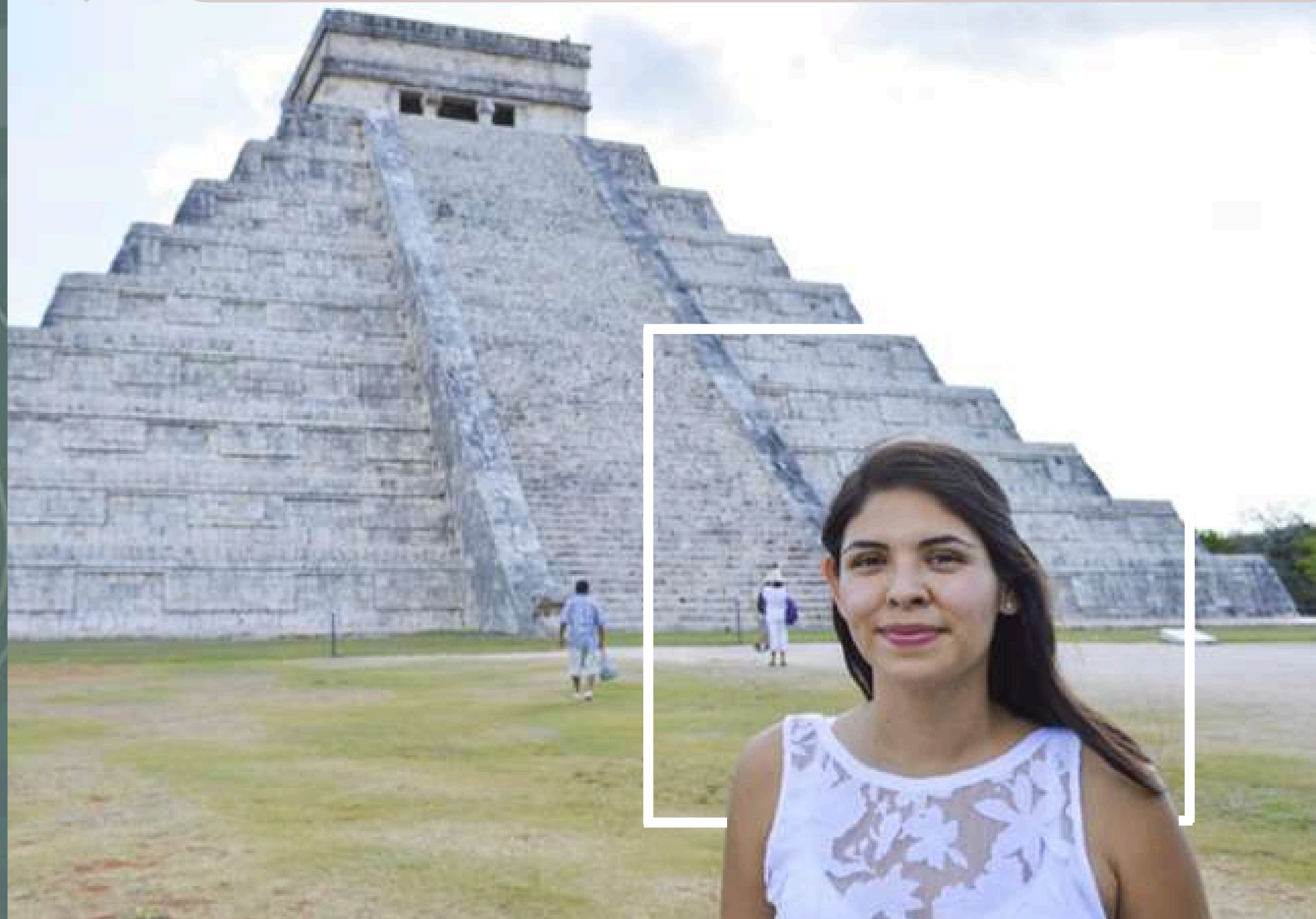
Museums and
Archaeological Sites

Economy

Cruises

4

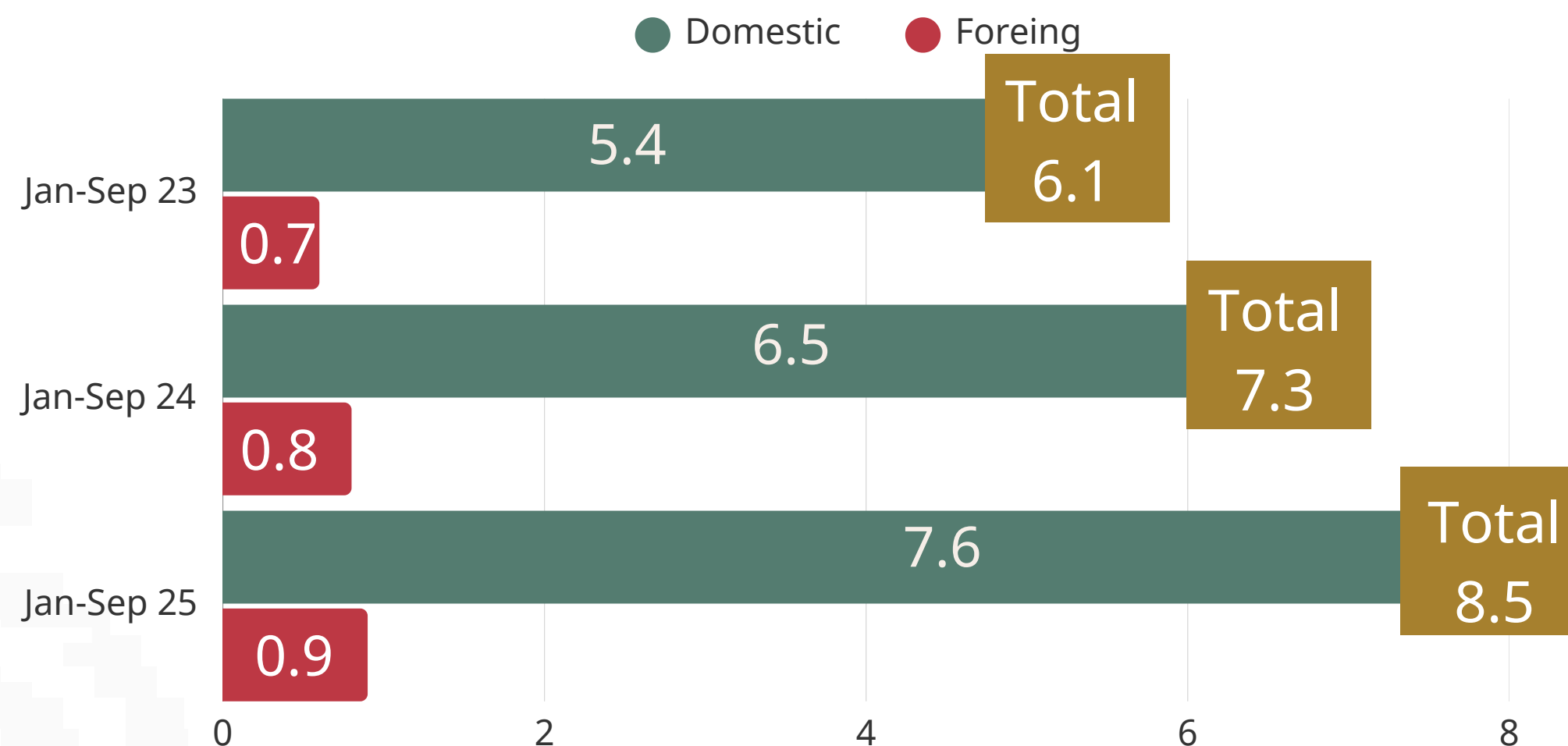
Museums and Archaeological Sites





VISITORS TO MUSEUMS

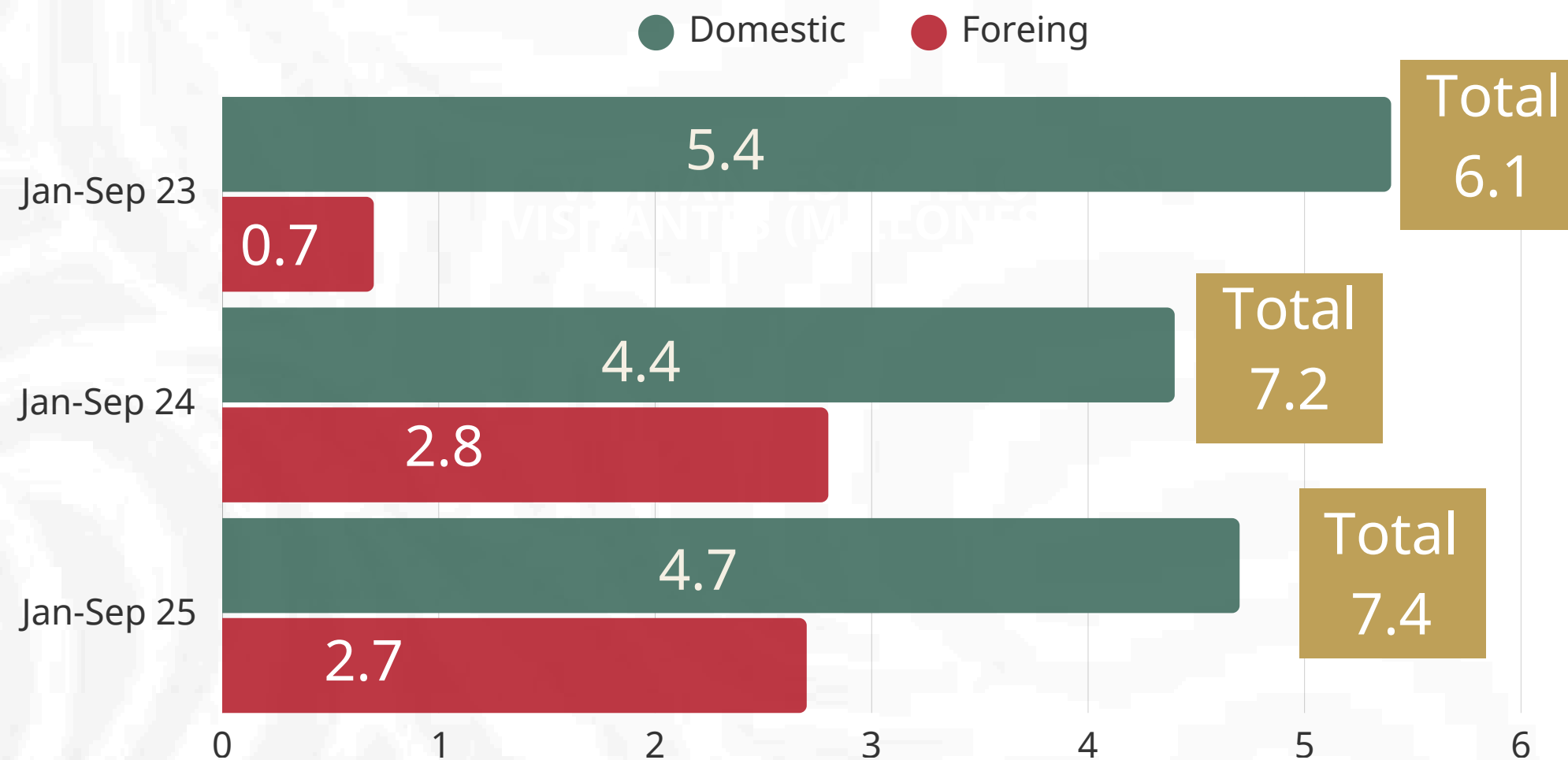
January–September 2025: **8.5 million** visitors attended museums, marking a **16.9%** increase compared to the same period in 2024. Of the total, **89.0%** were domestic visitors and **11.0%** were international.



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

VISITORS TO ARCHAEOLOGICAL SITES

January–September 2025: archaeological sites received **7.4 million** visitors, representing a **2.6%** increase compared to the same period in 2024. Of the total, **63.9%** were domestic visitors and **36.1%** were international.



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

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





5

Economy



NATIONAL TOURIST PRICE INDEX (INPT) AUGUST 2025

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**

The National Tourism Price Index (NTPI) reached 153.19, reflecting a monthly inflation rate of 2.29% and an annual rate of 8.54%.





GROSS DOMESTIC PRODUCT OF TOURISM

During the **first quarter of 2025**, the Tourism GDP increased by **0.3%** compared to the previous quarter; goods grew by **0.9%** and services by **0.2%**.

Domestic tourism consumption rose by **0.6%**, driven by inbound tourism (+3.3%), while **domestic** tourism decreased by **0.1%**.

TOURISM BALANCE OF PAYMENTS

In January–September 2025, the balance of payments from international visitors reached **16.12 billion** dollars, **1.2%** below the level recorded in the same period of 2024, but **43.1%** above the same period in 2019.

6

Cruises



International
Tourism

Air
transport

Accommodation

Museums and
Archaeological Sites

Economy

Cruises

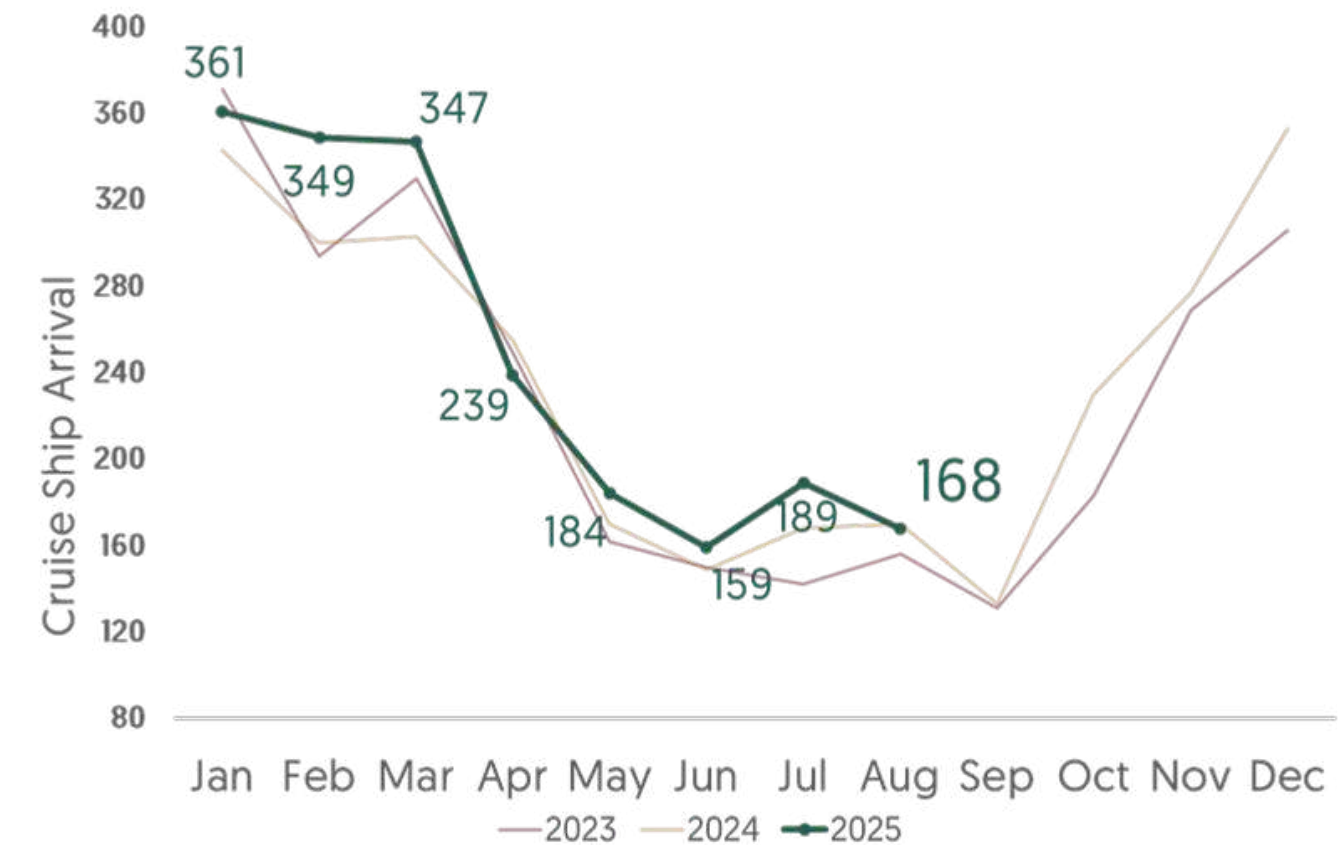
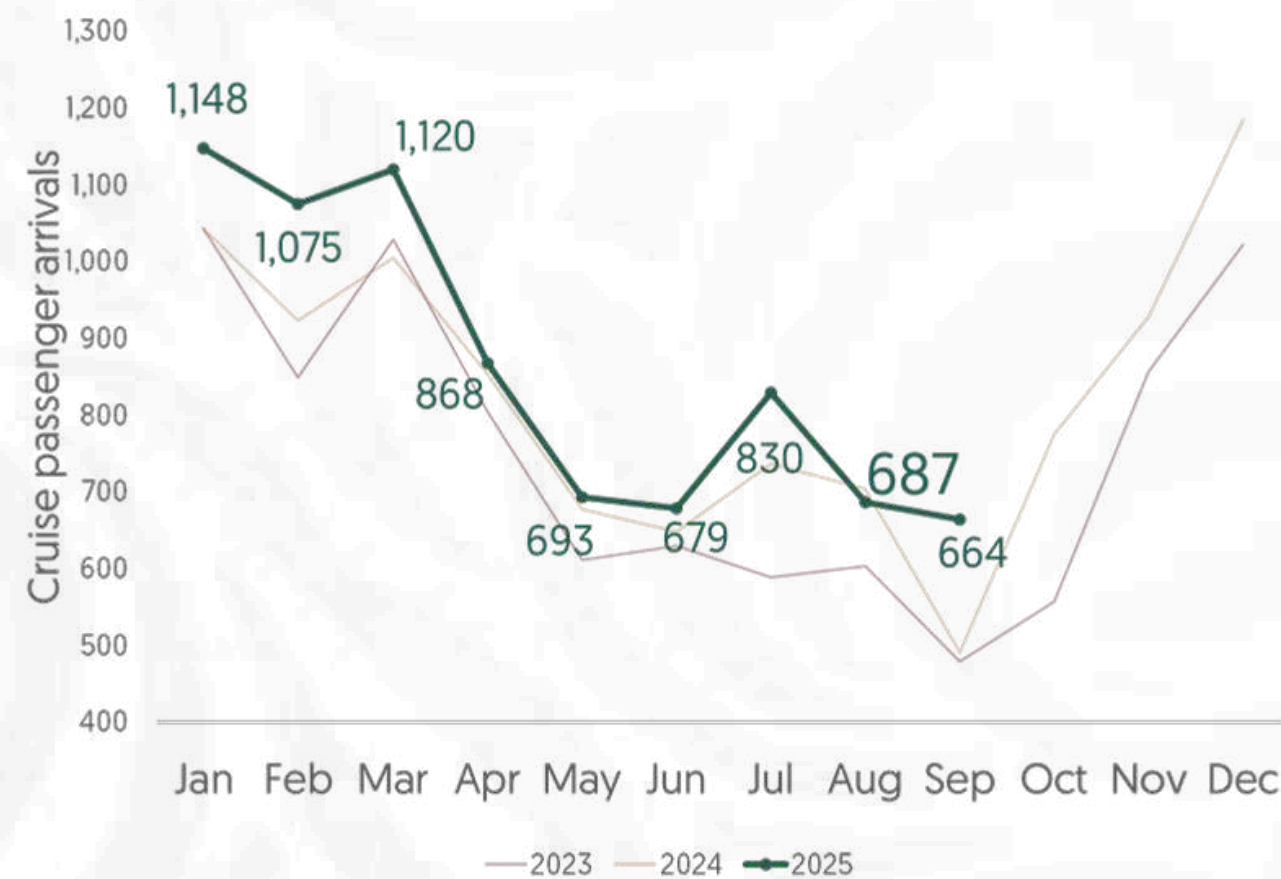


CRUISE PASSENGERS ARRIVALS

January–September 2025: 7.8 million cruise passengers arrived, an increase of 9.5% compared to the same period in 2024.

CRUISE SHIPS ARRIVALS

January–September 2025: 2,169 cruise ships arrived, an increase of 8.9% compared to the same period in 2024.



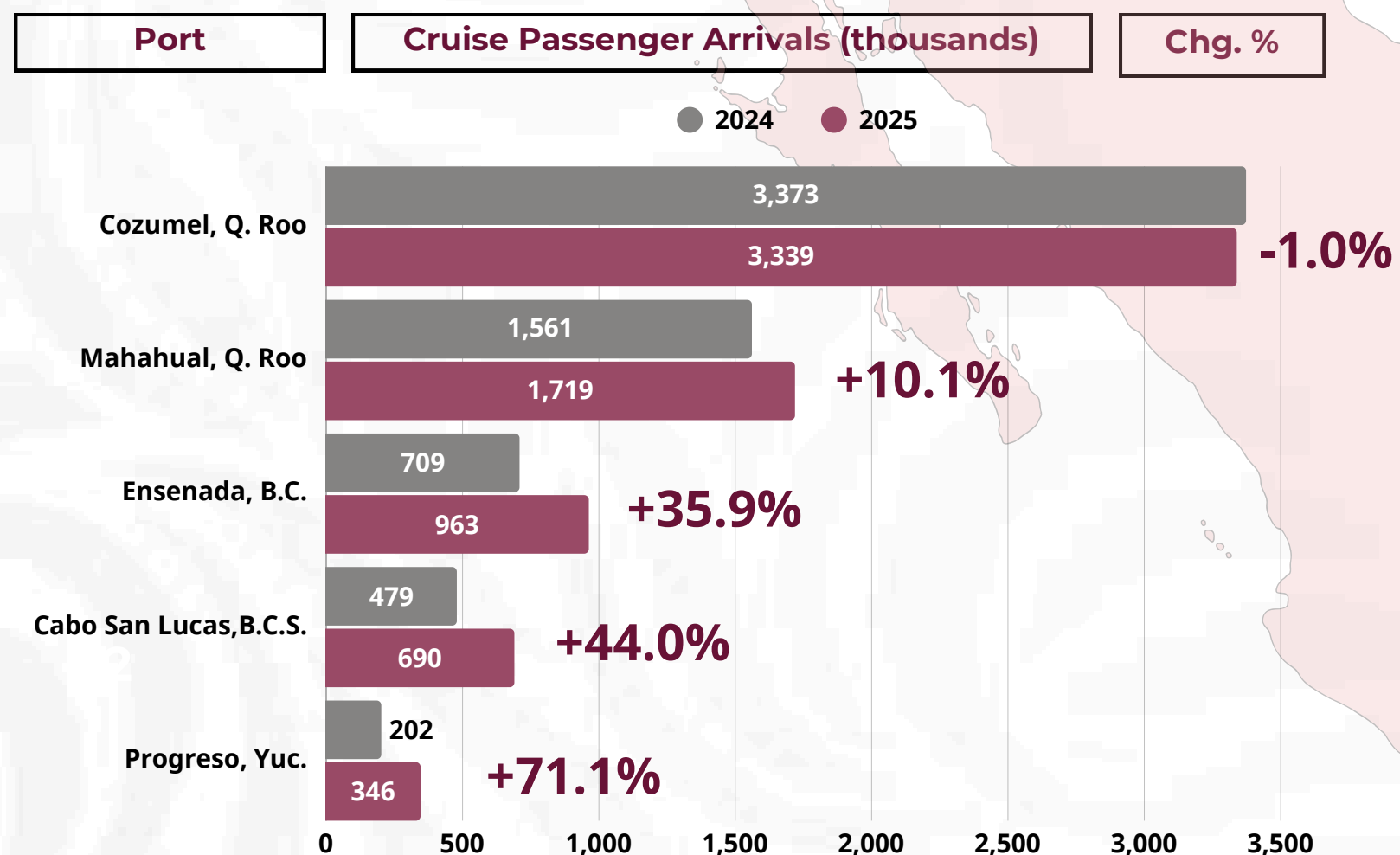
Source: General Directorate of Ports; Secretariat of the Navy. (The figures prior to May 2020 correspond to the SCT, according to the presidential decree issued on December 7, 2020 in the Official Gazette of the Federation and Press Release No. 006/2024 of the General Coordination of Ports and Merchant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

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

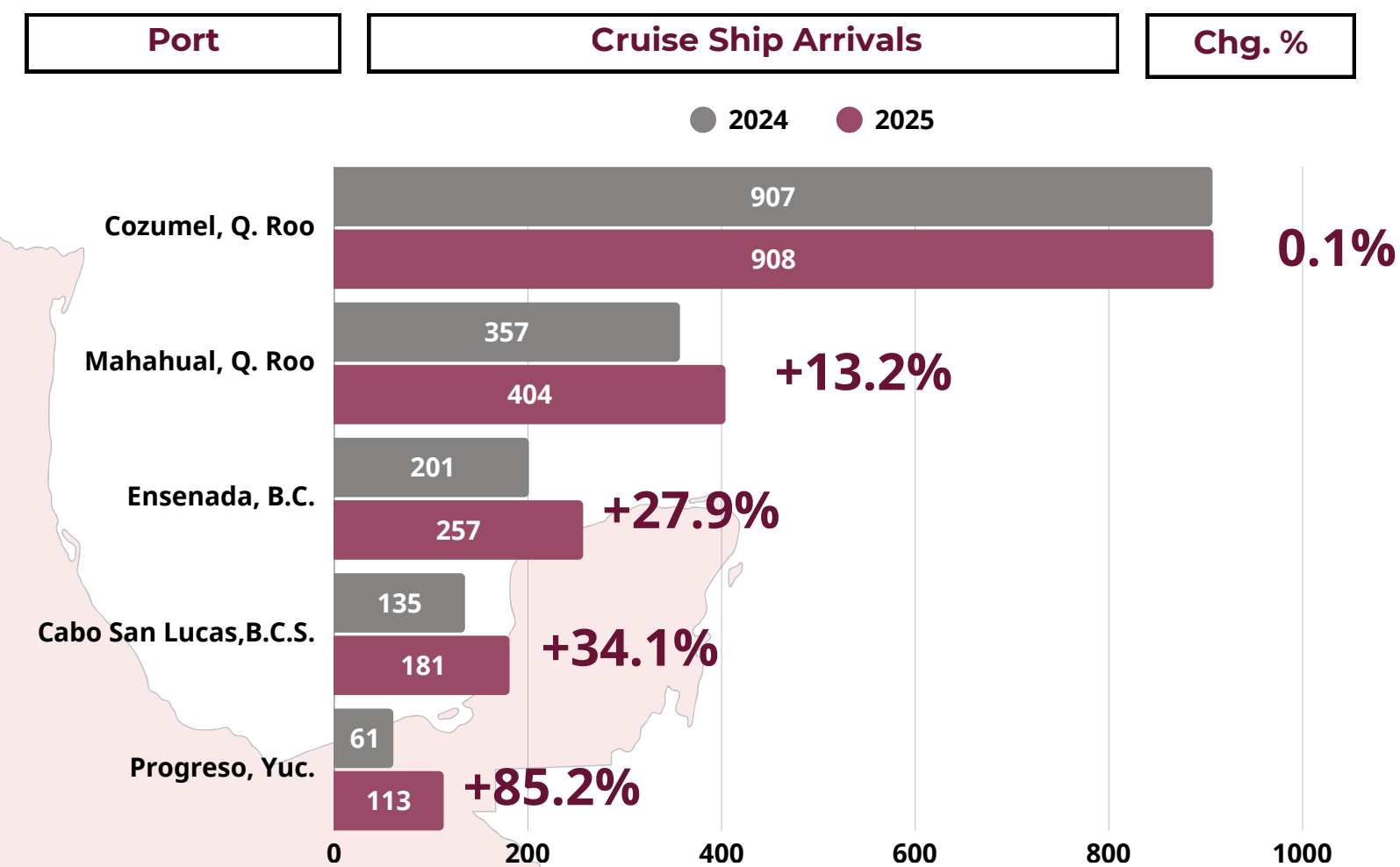
<https://www.datatur.sectur.gob.mx/SitePages/Actividades%20En%20Crucero.aspx>



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



January–September 2025: 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 Progreso in Yucatán**. Together, these ports accounted for **99.4%** of 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-September 2025



TURISMO
SECRETARÍA DE TURISMO

