

| Resultados de la actividad hotelera en 70 destinos. Enero-Noviembre 2014 - 2016 <sup>17</sup> |  |                |                |             |             |                                     |                |                |              |             |                                  |             |             |            |            |
|---|--|----------------|----------------|-------------|-------------|-------------------------------------|----------------|----------------|--------------|-------------|----------------------------------|-------------|-------------|------------|------------|
| Destino   | Número de cuartos disponibles promedio |                |                |             |             | Número de cuartos ocupados promedio |                |                |              |             | Porcentaje de ocupación hotelera |             |             |            |            |
|   | 2014                                   | 2015           | 2016           | Variación   |             | 2014                                | 2015           | 2016           | Variación    |             | 2014                             | 2015        | 2016        | Diferencia |            |
|   |  |                |                | 14-16       | 15-16       |                                     |                |                | 14-16        | 15-16       |                                  |             |             | 14-16      | 15-16      |
| <b>Centros de Playa</b>   | <b>160,975</b>                         | <b>162,966</b> | <b>165,904</b> | <b>3.1%</b> | <b>1.8%</b> | <b>99,753</b>                       | <b>105,347</b> | <b>107,948</b> | <b>8.2%</b>  | <b>2.5%</b> | <b>62.0</b>                      | <b>64.6</b> | <b>65.1</b> | <b>3.1</b> | <b>0.4</b> |
| Riviera Maya  | 35,608                                 | 36,522         | 37,307         | 4.8%        | 2.1%        | 28,207                              | 29,781         | 29,912         | 6.0%         | 0.4%        | 79.2                             | 81.5        | 80.2        | 1.0        | -1.4       |
| Cancún  | 30,341                                 | 31,824         | 31,633         | 4.3%        | -0.6%       | 22,775                              | 24,546         | 24,195         | 6.2%         | -1.4%       | 75.1                             | 77.1        | 76.5        | 1.4        | -0.6       |
| Acapulco  | 18,511                                 | 18,590         | 18,565         | 0.3%        | -0.1%       | 7,177                               | 7,221          | 7,297          | 1.7%         | 1.1%        | 38.8                             | 38.8        | 39.3        | 0.5        | 0.5        |
| Los Cabos <sup>2/</sup>   | 12,720                                 | 11,370         | 12,593         | -1.0%       | 10.8%       | 7,889                               | 8,072          | 8,552          | 8.4%         | 6.0%        | 62.0                             | 71.0        | 67.9        | 5.9        | -3.1       |
| Puerto Vallarta   | 11,711                                 | 11,962         | 12,290         | 4.9%        | 2.7%        | 7,354                               | 7,801          | 8,756          | 19.1%        | 12.2%       | 62.8                             | 65.2        | 71.2        | 8.4        | 6.0        |
| Mazatlán  | 9,097                                  | 9,152          | 9,271          | 1.9%        | 1.3%        | 5,008                               | 5,416          | 5,692          | 13.6%        | 5.1%        | 55.1                             | 59.2        | 61.4        | 6.3        | 2.2        |
| Veracruz  | 8,670                                  | 8,659          | 8,646          | -0.3%       | -0.2%       | 4,405                               | 4,147          | 3,928          | -10.8%       | -5.3%       | 50.8                             | 47.9        | 45.4        | -5.4       | -2.5       |
| Nuevo Vallarta  | 8,094                                  | 8,198          | 8,474          | 4.7%        | 3.4%        | 5,839                               | 6,233          | 6,621          | 13.4%        | 6.2%        | 72.1                             | 76.0        | 78.1        | 6.0        | 2.1        |
| Ixtapa Zihuatanejo  | 5,062                                  | 5,029          | 5,208          | 2.9%        | 3.6%        | 2,362                               | 2,727          | 3,084          | 30.6%        | 13.1%       | 46.7                             | 54.2        | 59.2        | 12.5       | 5.0        |
| Cozumel   | 4,488                                  | 4,435          | 4,349          | -3.1%       | -1.9%       | 2,304                               | 2,497          | 2,539          | 10.2%        | 1.7%        | 51.3                             | 56.3        | 58.4        | 7.0        | 2.1        |
| Manzanillo  | 3,539                                  | 3,532          | 3,552          | 0.4%        | 0.6%        | 1,497                               | 1,510          | 1,647          | 10.0%        | 9.1%        | 42.3                             | 42.8        | 46.4        | 4.1        | 3.6        |
| Bahías de Huatulco  | 3,513                                  | 3,606          | 3,656          | 4.1%        | 1.4%        | 1,822                               | 1,979          | 1,963          | 7.7%         | -0.8%       | 51.9                             | 54.9        | 53.7        | 1.8        | -1.2       |
| Playas de Rosarito  | 2,248                                  | 2,228          | 2,180          | -3.0%       | -2.1%       | 557                                 | 681            | 769            | 38.0%        | 12.9%       | 24.8                             | 30.6        | 35.3        | 10.5       | 4.7        |
| Puerto Escondido  | 2,097                                  | 2,185          | 2,221          | 5.9%        | 1.7%        | 595                                 | 633            | 599            | 0.7%         | -5.4%       | 28.4                             | 29.0        | 27.0        | -1.4       | -2.0       |
| La Paz  | 1,844                                  | 2,227          | 2,630          | 42.7%       | 18.1%       | 877                                 | 962            | 1,135          | 29.4%        | 18.0%       | 47.6                             | 43.2        | 43.2        | -4.4       | 0.0        |
| Isla Mujeres  | 1,209                                  | 1,231          | 1,190          | -1.6%       | -3.3%       | 560                                 | 595            | 668            | 19.3%        | 12.4%       | 46.3                             | 48.3        | 56.2        | 9.8        | 7.9        |
| San Felipe  | 643                                    | 674            | 597            | -7.2%       | -11.4%      | 128                                 | 144            | 153            | 18.9%        | 5.7%        | 19.9                             | 21.4        | 25.5        | 5.6        | 4.1        |
| Tonalá-Puerto Arista  | 629                                    | 645            | 663            | 5.5%        | 2.9%        | 164                                 | 184            | 170            | 3.9%         | -7.6%       | 26.1                             | 28.6        | 25.7        | -0.4       | -2.9       |
| Loreto  | 951                                    | 897            | 877            | -7.8%       | -2.2%       | 231                                 | 219            | 269            | 16.7%        | 22.9%       | 24.2                             | 24.4        | 30.7        | 6.4        | 6.3        |
| <b>Grandes ciudades</b>   | <b>78,166</b>                          | <b>79,955</b>  | <b>82,951</b>  | <b>6.1%</b> | <b>3.7%</b> | <b>46,949</b>                       | <b>51,286</b>  | <b>53,250</b>  | <b>13.4%</b> | <b>3.8%</b> | <b>60.1</b>                      | <b>64.1</b> | <b>64.2</b> | <b>4.1</b> | <b>0.1</b> |
| Ciudad de México  | 47,944                                 | 49,727         | 51,720         | 7.9%        | 4.0%        | 30,921                              | 33,466         | 34,787         | 12.5%        | 3.9%        | 64.5                             | 67.3        | 67.3        | 2.8        | 0.0        |
| Guadalajara   | 18,104                                 | 17,849         | 18,266         | 0.9%        | 2.3%        | 9,034                               | 9,371          | 9,789          | 8.4%         | 4.5%        | 49.9                             | 52.5        | 53.6        | 3.7        | 1.1        |
| Monterrey   | 12,118                                 | 12,379         | 12,966         | 7.0%        | 4.7%        | 6,994                               | 8,449          | 8,674          | 24.0%        | 2.7%        | 57.7                             | 68.2        | 66.9        | 9.2        | -1.4       |

| Resultados de la actividad hotelera en 70 destinos. Enero-Noviembre 2014 - 2016 (segunda parte) <sup>17</sup> |  |                |                |             |             |                                     |                |                |              |             |                                  |             |             |            |            |
|---|--|----------------|----------------|-------------|-------------|-------------------------------------|----------------|----------------|--------------|-------------|----------------------------------|-------------|-------------|------------|------------|
| Destino   | Número de cuartos disponibles promedio |                |                |             |             | Número de cuartos ocupados promedio |                |                |              |             | Porcentaje de ocupación hotelera |             |             |            |            |
|   | 2014                                   | 2015           | 2016           | Variación   |             | 2014                                | 2015           | 2016           | Variación    |             | 2014                             | 2015        | 2016        | Diferencia |            |
|   |  |                |                | 14-16       | 15-16       |                                     |                |                | 14-16        | 15-16       |                                  |             |             | 14-16      | 15-16      |
| <b>Ciudades del interior</b>  | <b>110,792</b>                         | <b>113,466</b> | <b>116,851</b> | <b>5.5%</b> | <b>3.0%</b> | <b>53,012</b>                       | <b>55,752</b>  | <b>59,487</b>  | <b>12.2%</b> | <b>6.7%</b> | <b>47.8</b>                      | <b>49.1</b> | <b>50.9</b> | <b>3.1</b> | <b>1.8</b> |
| Puebla  | 6,938                                  | 7,309          | 8,030          | 15.7%       | 9.9%        | 4,594                               | 4,882          | 5,402          | 17.6%        | 10.7%       | 66.2                             | 66.8        | 67.3        | 1.1        | 0.5        |
| Oaxaca  | 5,483                                  | 5,638          | 5,644          | 2.9%        | 0.1%        | 2,159                               | 2,645          | 2,454          | 13.7%        | -7.2%       | 39.4                             | 46.9        | 43.5        | 4.1        | -3.4       |
| Mérida  | 6,123                                  | 6,112          | 6,614          | 8.0%        | 8.2%        | 3,426                               | 3,694          | 4,058          | 18.5%        | 9.9%        | 56.0                             | 60.4        | 61.4        | 5.4        | 0.9        |
| León  | 5,479                                  | 5,517          | 5,766          | 5.2%        | 4.5%        | 2,728                               | 2,773          | 3,204          | 17.4%        | 15.5%       | 49.8                             | 50.3        | 55.6        | 5.8        | 5.3        |
| Tijuana   | 4,808                                  | 4,786          | 4,705          | -2.1%       | -1.7%       | 2,263                               | 2,557          | 2,839          | 25.5%        | 11.0%       | 47.1                             | 53.4        | 60.3        | 13.3       | 6.9        |
| Querétaro   | 5,394                                  | 6,411          | 7,045          | 30.6%       | 9.9%        | 3,294                               | 3,552          | 4,160          | 26.3%        | 17.1%       | 61.1                             | 55.4        | 59.0        | -2.0       | 3.6        |
| Aguascalientes  | 4,095                                  | 4,321          | 4,541          | 10.9%       | 5.1%        | 2,083                               | 2,267          | 2,599          | 24.7%        | 14.6%       | 50.9                             | 52.5        | 57.2        | 6.4        | 4.8        |
| San Luis Potosí   | 4,205                                  | 4,336          | 4,603          | 9.5%        | 6.2%        | 2,407                               | 2,716          | 3,178          | 32.0%        | 17.0%       | 57.3                             | 62.6        | 69.0        | 11.8       | 6.4        |
| Morelia   | 3,933                                  | 3,943          | 3,859          | -1.9%       | -2.1%       | 1,670                               | 1,520          | 1,688          | 1.1%         | 11.1%       | 42.5                             | 38.5        | 43.7        | 1.3        | 5.2        |
| Chihuahua   | 3,950                                  | 3,953          | 3,968          | 0.5%        | 0.4%        | 1,700                               | 1,947          | 2,064          | 21.4%        | 6.1%        | 43.0                             | 49.2        | 52.0        | 9.0        | 2.8        |
| Ciudad Juárez   | 4,173                                  | 4,179          | 4,204          | 0.7%        | 0.6%        | 1,844                               | 2,383          | 2,566          | 39.1%        | 7.7%        | 44.2                             | 57.0        | 61.0        | 16.8       | 4.0        |
| Tuxtla Gutiérrez  | 3,496                                  | 3,638          | 3,526          | 0.9%        | -3.1%       | 1,299                               | 1,424          | 1,385          | 6.6%         | -2.7%       | 37.2                             | 39.1        | 39.3        | 2.1        | 0.2        |
| Villahermosa  | 3,562                                  | 3,813          | 4,182          | 17.4%       | 9.7%        | 2,268                               | 2,086          | 1,757          | -22.5%       | -15.8%      | 63.7                             | 54.7        | 42.0        | -21.7      | -12.7      |
| San Cristóbal de las Casas  | 3,318                                  | 3,308          | 3,312          | -0.2%       | 0.1%        | 1,197                               | 1,271          | 1,198          | 0.1%         | -5.7%       | 36.1                             | 38.4        | 36.2        | 0.1        | -2.2       |
| San Juan de los Lagos   | 3,292                                  | 3,285          | 3,284          | -0.2%       | 0.0%        | 543                                 | 540            | 546            | 0.5%         | 1.1%        | 16.5                             | 16.4        | 16.6        | 0.1        | 0.2        |
| Zacatecas   | 3,069                                  | 3,022          | 3,070          | 0.0%        | 1.6%        | 1,410                               | 1,551          | 1,657          | 17.5%        | 6.8%        | 46.0                             | 51.3        | 54.0        | 8.0        | 2.7        |
| Toluca  | 3,631                                  | 3,591          | 3,639          | 0.2%        | 1.3%        | 1,444                               | 1,492          | 1,861          | 28.9%        | 24.7%       | 39.8                             | 41.6        | 51.2        | 11.4       | 9.6        |
| Guanajuato  | 2,940                                  | 2,966          | 2,989          | 1.7%        | 0.8%        | 1,147                               | 1,175          | 1,248          | 8.8%         | 6.2%        | 39.0                             | 39.6        | 41.7        | 2.7        | 2.1        |
| Hermosillo  | 2,716                                  | 2,770          | 2,772          | 2.1%        | 0.1%        | 1,498                               | 1,416          | 1,543          | 3.0%         | 9.0%        | 55.2                             | 51.1        | 55.7        | 0.5        | 4.5        |
| Xalapa  | 2,335                                  | 2,356          | 2,354          | 0.8%        | -0.1%       | 1,100                               | 907            | 929            | -15.5%       | 2.4%        | 47.1                             | 38.5        | 39.4        | -7.6       | 1.0        |
| Culiacán  | 2,416                                  | 2,449          | 2,464          | 2.0%        | 0.6%        | 1,099                               | 1,097          | 1,167          | 6.1%         | 6.3%        | 45.5                             | 44.8        | 47.3        | 1.8        | 2.5        |
| Mexicali  | 2,272                                  | 2,272          | 2,271          | 0.0%        | 0.0%        | 1,293                               | 1,408          | 1,457          | 12.7%        | 3.5%        | 56.9                             | 62.0        | 64.2        | 7.3        | 2.2        |
| Palenque  | 2,331                                  | 2,344          | 2,326          | -0.2%       | -0.8%       | 805                                 | 806            | 739            | -8.2%        | -8.4%       | 34.5                             | 34.4        | 31.7        | -2.8       | -2.6       |
| Celaya  | 1,945                                  | 2,064          | 2,082          | 7.0%        | 0.9%        | 1,166                               | 1,082          | 1,042          | -10.7%       | -3.7%       | 60.0                             | 52.4        | 50.1        | -9.9       | -2.4       |
| Durango   | 1,722                                  | 1,744          | 1,715          | -0.4%       | -1.7%       | 979                                 | 939            | 1,007          | 2.9%         | 7.2%        | 56.8                             | 53.9        | 58.7        | 1.9        | 4.9        |
| Pachuca   | 1,540                                  | 1,552          | 1,552          | 0.8%        | 0.0%        | 950                                 | 919            | 820            | -13.7%       | -10.8%      | 61.7                             | 59.2        | 52.8        | -8.9       | -6.4       |
| Irapuato  | 1,708                                  | 1,711          | 1,741          | 1.9%        | 1.7%        | 937                                 | 934            | 934            | -0.4%        | -0.1%       | 54.9                             | 54.6        | 53.6        | -1.2       | -1.0       |
| San Miguel de Allende   | 1,880                                  | 1,895          | 1,929          | 2.6%        | 1.8%        | 707                                 | 794            | 846            | 19.5%        | 6.5%        | 37.6                             | 41.9        | 43.8        | 6.2        | 1.9        |
| Coatzacoalcos   | 1,488                                  | 1,585          | 1,766          | 18.7%       | 11.4%       | 922                                 | 834            | 780            | -15.5%       | -6.5%       | 62.0                             | 52.6        | 44.2        | -17.8      | -8.4       |
| Campeche  | 1,383                                  | 1,382          | 1,380          | -0.2%       | -0.1%       | 712                                 | 694            | 730            | 2.5%         | 5.3%        | 51.5                             | 50.2        | 52.9        | 1.4        | 2.7        |
| Los Mochis  | 1,280                                  | 1,280          | 1,363          | 6.5%        | 6.5%        | 551                                 | 581            | 652            | 18.2%        | 12.2%       | 43.1                             | 45.4        | 47.8        | 4.7        | 2.4        |
| Colima  | 961                                    | 956            | 945            | -1.7%       | -1.2%       | 402                                 | 396            | 410            | 2.1%         | 3.4%        | 41.8                             | 41.5        | 43.4        | 1.6        | 1.9        |
| San Juan del Río  | 1,101                                  | 1,090          | 1,105          | 0.4%        | 1.4%        | 526                                 | 487            | 530            | 0.6%         | 8.8%        | 47.8                             | 44.6        | 47.9        | 0.1        | 3.3        |
| Taxco   | 879                                    | 857            | 854            | -2.8%       | -0.3%       | 211                                 | 253            | 280            | 33.1%        | 10.8%       | 24.0                             | 29.6        | 32.8        | 8.9        | 3.3        |
| Piedras Negras  | 885                                    | 889            | 891            | 0.7%        | 0.2%        | 376                                 | 429            | 458            | 21.6%        | 6.8%        | 42.5                             | 48.2        | 51.4        | 8.9        | 3.2        |
| Tequisquiapan   | 878                                    | 872            | 905            | 3.0%        | 3.7%        | 165                                 | 159            | 185            | 12.4%        | 16.2%       | 18.8                             | 18.3        | 20.5        | 1.7        | 2.2        |
| Comitán de Domínguez  | 720                                    | 714            | 712            | -1.1%       | -0.3%       | 269                                 | 247            | 207            | -22.8%       | -16.1%      | 37.3                             | 34.6        | 29.1        | -8.2       | -5.5       |
| Salamanca   | 628                                    | 704            | 802            | 27.8%       | 14.0%       | 340                                 | 338            | 303            | -11.1%       | -10.4%      | 54.2                             | 48.0        | 37.7        | -16.5      | -10.3      |
| Valle de Bravo  | 547                                    | 566            | 644            | 17.8%       | 13.7%       | 144                                 | 145            | 174            | 21.4%        | 20.4%       | 26.3                             | 25.6        | 27.1        | 0.8        | 1.5        |
| Tlaxcala  | 590                                    | 606            | 617            | 4.7%        | 1.9%        | 179                                 | 188            | 204            | 13.8%        | 8.2%        | 30.4                             | 31.1        | 33.0        | 2.7        | 1.9        |
| El Fuerte   | 395                                    | 393            | 393            | -0.5%       | 0.0%        | 109                                 | 118            | 108            | -0.5%        | -8.4%       | 27.5                             | 30.1        | 27.5        | 0.0        | -2.5       |
| Tecate  | 304                                    | 287            | 287            | -5.6%       | -0.1%       | 94                                  | 106            | 120            | 27.3%        | 12.6%       | 31.0                             | 37.0        | 41.7        | 10.8       | 4.7        |
| <b>70 Centros DataTur</b>   | <b>349,933</b>                         | <b>356,387</b> | <b>365,706</b> | <b>4.5%</b> | <b>2.6%</b> | <b>199,715</b>                      | <b>212,385</b> | <b>220,685</b> | <b>10.5%</b> | <b>3.9%</b> | <b>57.1</b>                      | <b>59.6</b> | <b>60.3</b> | <b>3.3</b> | <b>0.8</b> |