

Centro	Cuartos disponibles promedio diario							Cuartos ocupados							Ocupación				
	2023*	2024**	2025***	Diferencia		Variación (%)		2023*	2024**	2025***	Diferencia		Variación (%)		2023*	2024**	2025***	Ptos (%)	
				2023-2024	2024-2025	2023-2024	2024-2025				2023-2024	2024-2025	2023-2024	2024-2025				2023 - 2024	2024 - 2025
Total	443,302	449,367	450,241	6,065	875	1.4%	0.2%	261,772	265,105	259,241	3,333	-5,865	1.3%	-2.2%	59.1	59.0	57.6	-0.1	-1.4
Centros de Playa	206,391	209,482	208,868	3,090	-613	1.5%	-0.3%	136,361	136,960	132,952	599	-4,009	0.4%	-2.9%	66.1	65.4	63.7	-0.7	-1.7
Integralmente Planeados	69,433	70,010	70,185	577	174	0.8%	0.2%	49,447	49,603	48,788	156	-815	0.3%	-1.6%	71.2	70.9	69.5	-0.4	-1.3
BAHIAS DE HUATULCO, OAX.	4,347	4,339	4,367	-9	28	-0.2%	0.7%	2,720	2,778	2,740	58	-39	2.1%	-1.4%	62.6	64.0	62.7	1.5	-1.3
CANCUN, Q.ROO	35,142	35,532	35,813	391	281	1.1%	0.8%	26,211	26,144	25,545	-67	-599	-0.3%	-2.3%	74.6	73.6	71.3	-1.0	-2.3
IXTAPA ZIHUATANEJO, GRO. /3	6,800	7,049	6,855	249	-195	3.7%	-2.8%	3,974	4,193	4,147	219	-45	5.5%	-1.1%	58.4	59.5	60.5	1.0	1.0
LORETO, B.C.S./2	910	913	n.d.	3	n.c.	0.4%	n.c.	441	482	n.d.	41	n.c.	9.4%	n.c.	48.4	52.8	n.d.	4.4	n.c.
LOS CABOS, B.C.S.	22,234	22,177	22,348	-57	171	-0.3%	0.8%	16,102	16,006	15,960	-95	-46	-0.6%	-0.3%	72.4	72.2	71.4	-0.2	-0.8
CABO SAN LUCAS	9,148	9,068	9,447	-81	379	-0.9%	4.2%	7,034	6,883	7,046	-151	163	-2.1%	2.4%	76.9	75.9	74.6	-1.0	-1.3
SAN JOSE DEL CABO	3,486	3,473	3,356	-13	-117	-0.4%	-3.4%	2,241	2,270	2,151	29	-119	1.3%	-5.3%	64.3	65.4	64.1	1.1	-1.3
ZONA CORREDOR LOS CABOS	4,020	4,020	4,028	0	9	0.0%	0.2%	2,519	2,563	2,597	44	34	1.7%	1.3%	62.7	63.8	64.5	1.1	0.7
Tradicionales	67,511	64,044	63,596	-3,467	-448	-5.1%	-0.7%	38,341	33,806	34,426	-4,536	620	-11.8%	1.8%	56.8	52.8	54.1	-4.0	1.3
ACAPULCO, GRO. /4	21,646	17,870	17,053	-3,776	-817	-17.4%	-4.6%	10,091	5,744	7,394	-4,347	1,650	-43.1%	28.7%	46.6	32.1	43.4	-14.5	11.2
COZUMEL, Q. ROO	5,173	5,155	5,176	-19	21	-0.4%	0.4%	2,589	2,563	2,786	-26	223	-1.0%	8.7%	50.0	49.7	53.8	-0.3	4.1
LA PAZ, B.C.S.	2,728	2,729	2,739	1	10	0.0%	0.4%	1,908	1,866	1,729	-42	-137	-2.2%	-7.3%	69.9	68.4	63.1	-1.6	-5.2
MANZANILLO, COL.	4,368	4,326	4,008	-43	-318	-1.0%	-7.4%	2,393	2,343	2,309	-49	-35	-2.1%	-1.5%	54.8	54.2	57.6	-0.6	3.4
MAZATLAN, SIN. /5	10,066	10,091	10,990	25	899	0.2%	8.9%	6,567	6,434	6,082	-133	-352	-2.0%	-5.5%	65.2	63.8	55.3	-1.5	-8.4
PUERTO VALLARTA, JAL.	13,251	13,377	13,394	126	17	1.0%	0.1%	9,414	9,242	9,316	-172	74	-1.8%	0.8%	71.0	69.1	69.6	-2.0	0.5
VERACRUZ BOCA DEL RIO, VER. /2	10,280	10,498	10,238	219	-260	2.1%	-2.5%	5,380	5,613	4,811	234	-803	4.3%	-14.3%	52.3	53.5	47.0	1.1	-6.5
Otros	69,447	75,427	75,087	5,981	-340	8.6%	-0.5%	48,573	53,552	49,738	4,979	-3,814	10.3%	-7.1%	69.9	71.0	66.2	1.1	-4.8
ISLA MUJERES, Q. ROO /5	1,639	1,639	1,776	0	137	0.0%	8.4%	930	784	898	-147	114	-15.8%	14.5%	56.8	47.8	50.6	-8.9	2.7
NUevo NAYARIT, NAY. /6	10,870	14,489	15,103	3,619	614	33.3%	4.2%	7,897	10,825	10,656	2,928	-168	37.1%	-1.6%	72.6	74.7	70.6	2.1	-4.1
RIVIERA MAYA, Q. ROO	50,166	52,490	51,586	2,324	-904	4.6%	-1.7%	37,260	39,168	35,632	1,908	-3,535	5.1%	-9.0%	74.3	74.6	69.1	0.3	-5.5
AKUMAL, Q. ROO	4,177	3,971	3,952	-206	-18	-4.9%	-0.5%	3,395	3,087	2,560	-307	-528	-9.0%	-17.1%	81.3	77.8	64.8	-3.5	-13.0
PLAYA DEL CARMEN, Q. ROO	11,492	11,923	11,645	431	-279	3.8%	-2.3%	7,816	8,222	7,567	406	-655	5.2%	-8.0%	68.0	69.0	65.0	0.9	-4.0
PLAYACAR, Q. ROO	6,731	6,557	6,534	-174	-23	-2.6%	-0.3%	5,577	5,715	5,295	138	-420	2.5%	-7.3%	82.9	87.2	81.0	4.3	-6.1
PUERTO ESCONDIDO, OAX.	2,651	2,629	2,652	-23	23	-0.9%	0.9%	1,059	1,188	1,155	129	-33	12.2%	-2.8%	39.9	45.2	43.6	5.3	-1.6
PLAYAS DE ROSARITO, B.C.	2,618	2,628	2,427	10	-201	0.4%	-7.7%	978	1,082	943	104	-139	10.7%	-12.9%	37.4	41.2	38.9	3.8	-2.3
SAN FELIPE, BC.	823	827	827	4	0	0.5%	0.0%	249	265	217	16	-48	6.6%	-18.2%	30.2	32.1	26.2	1.8	-5.8
TONALÁ- PUERTO ARISTA, CHIS.	679	726	717	47	-9	6.9%	-1.2%	200	240	236	39	-3	19.6%	-1.4%	29.5	33.0	32.9	3.5	-0.1
Ciudades	236,911	239,885	241,373	2,974	1,488	1.3%	0.6%	125,411	128,145	126,289	2,734	-1,856	2.2%	-1.4%	52.9	53.4	52.3	0.5	-1.1
Grandes	100,082	101,373	101,756	1,291	383	1.3%	0.4%	56,969	59,030	57,683	2,061	-1,347	3.6%	-2.3%	56.9	58.2	56.7	1.3	-1.5
CIUDAD DE MÉXICO.	61,328	61,372	61,454	44	82	0.1%	0.1%	34,416	36,204	34,563	1,788	-1,641	5.2%	-4.5%	56.1	59.0	56.2	2.9	-2.7
GUADALAJARA, JAL.	22,107	22,383	22,615	277	232	1.3%	1.0%	12,163	11,737	11,879	-426	142	-3.5%	1.2%	55.0	52.4	52.5	-2.6	0.1
MONTERREY, N.L.	16,647	17,617	17,687	970	70	5.8%	0.4%	10,391	11,090	11,242	699	152	6.7%	1.4%	62.4	62.9	63.6	0.5	0.6
Del Interior	121,411	122,935	123,837	1,523	902	1.3%	0.7%	58,220	59,245	58,651	1,025	-594	1.8%	-1.0%	48.0	48.2	47.4	0.2	-0.8
AGUASCALIENTES, AGS.	6,323	6,333	6,412	9	80	0.1%	1.3%	3,097	3,105	3,326	8	221	0.3%	7.1%	49.0	49.0	51.9	0.1	2.8
CAMPECHE, CAMP.	2,084	2,076	2,001	-9	-74	-0.4%	-3.6%	1,018	1,079	912	61	-168	6.0%	-15.5%	48.8	52.0	45.5	3.1	-6.4
CELAYA, GTO.	2,634	2,677	2,524	44	-154	1.7%	-5.7%	903	954	869	51	-84	5.6%	-8.8%	34.3	35.6	34.4	1.3	-1.2
CHIHUAHUA, CHIH.	5,007	4,908	4,901	-99	-7	-2.0%	-0.1%	3,198	3,010	2,968	-188	-42	-5.9%	-1.4%	63.9	61.3	60.6	-2.6	-0.8
COATZACOALCOS, VER.	1,946	1,943	1,952	-3	9	-0.1%	0.4%	876	947	973	71	26	8.1%	2.7%	45.0	48.7	49.8	3.7	1.1
COLIMA, COL.	1,210	1,164	1,162	-45	-2	-3.8%	-0.2%	502	500	486	-2	-14	-0.4%	-2.8%	41.5	42.9	41.8	1.5	-1.1
COMITAN DE DOMINGUEZ, CHIS.	1,381	1,382	1,382	0	0	0.0%	0.0%	342	306	310	-36	4	-10.4%	1.3%	24.8	22.2	22.5	-2.6	0.3
CULIACAN, SIN. /2	2,500	2,499	n.d.	-1	n.c.	0.0%	n.c.	1,331	1,062	n.d.	-269	n.c.	-20.2%	n.c.	53.2	42.5	n.d.	-10.8	n.c.
DURANGO, DGO.	1,929	1,933	1,927	4	-6	0.2%	-0.3%	976	1,006	1,004	30	-2	3.1%	-0.2%	50.6	52.0	52.1	1.4	0.1
EL FUERTE, SIN. /1 /2	370	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	83	n.d.	n.c.	n.c.	n.c.	n.c.	n.c.	22.4	n.d.	n.d.	n.c.	n.c.
GUANAJUATO, GTO.	3,239	3,351	3,548	113	197	3.5%	5.9%	949	1,042	1,203	93	161	9.8%	15.5%	29.3	31.1	33.9	1.8	2.8
HERMOSILLO, SON.	3,094	3,094	3,094	0	0	0.0%	0.0%	1,790	1,666	1,872	-124	206	-6.9%	12.3%	57.9	53.8	60.5	-4.0	6.6
IRAPUATO, GTO.	2,506	2,616	2,732	110	116	4.4%	4.4%	963	931	927	-32	-4	-3.4%	-0.4%	38.4	35.6	33.9	-2.9	-1.6
LEON, GTO.	6,171	6,641	6,927	470	286	7.6%	4.3%	2,704	3,023	2,932	319	-91	11.8%	-3.0%	43.8	45.5	42.3	1.7	-3.2
LOS MOCHIS, SIN. /1 /2	1,342	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	789	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	58.8	n.d.	n.d.	n.c.	n.c.
MÉRIDA, YUC.	8,081	8,271	8,421	190	151	2.3%	1.8%	4,674	4,615	4,820	-59	206	-1.3%	4.5%	57.8	55.8	57.2	-2.0	1.4
MORELIA, MICH.	4,417	4,492	4,430	75	-63	1.7%	-1.4%	2,329	2,283	2,433	-46	151	-2.0%	6.6%	52.7	50.8	54.9	-1.9	4.1

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE OCTUBRE

Del 01-enero-2025 al 31-octubre-2025

Centro	Cuartos disponibles promedio diario							Cuartos ocupados							Ocupación				
	2023*	2024**	2025***	Diferencia		Variación (%)		2023*	2024**	2025***	Diferencia		Variación (%)		2023*	2024**	2025***	Ptos (%)	
				2023-2024	2024-2025	2023-2024	2024-2025				2023-2024	2024-2025	2023-2024	2024-2025				2023 - 2024	2024 - 2025
Total	443,302	449,367	450,241	6,065	875	1.37%	0.19%	261,772	265,105	259,241	3,333	-5,865	1.3%	-2.2%	59.1	59.0	57.6	-0.1	-1.4
OAXACA, OAX.	6,054	6,050	6,020	-5	-30	-0.08%	-0.50%	3,209	3,290	3,210	82	-80	2.6%	-2.4%	53.0	54.4	53.3	1.4	-1.1
PACHUCA, HGO.	1,568	1,681	1,526	113	-155	7.17%	-9.23%	825	990	885	165	-105	20.0%	-10.6%	52.6	58.9	58.0	6.3	-0.9
PALENQUE, CHIS.	2,066	2,074	2,073	8	-1	0.41%	-0.03%	716	748	768	32	20	4.4%	2.7%	34.7	36.1	37.1	1.4	1.0
PUEBLA, PUE.	10,141	10,354	10,612	213	258	2.10%	2.49%	5,791	6,035	6,294	244	259	4.2%	4.3%	57.1	58.3	59.3	1.2	1.0
QUERETARO, QRO.	7,331	7,421	7,427	90	6	1.22%	0.08%	4,362	4,431	4,334	69	-97	1.6%	-2.2%	59.5	59.7	58.4	0.2	-1.4
SALAMANCA, GTO.	1,007	1,031	1,031	24	0	2.40%	0.01%	322	375	314	53	-61	16.4%	-16.3%	32.0	36.4	30.4	4.4	-5.9
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,293	3,286	3,280	-7	-6	-0.21%	-0.19%	1,000	822	774	-178	-48	-17.8%	-5.9%	30.4	25.0	23.6	-5.3	-1.4
SAN JUAN DE LOS LAGOS, JAL.	3,673	3,676	3,676	3	0	0.08%	-0.01%	1,145	1,295	1,403	150	108	13.1%	8.3%	31.2	35.2	38.2	4.1	2.9
SAN JUAN DEL RÍO, QRO. /2	827	829	n.d.	2	n.c.	0.22%	n.c.	407	432	n.d.	25	n.c.	6.2%	n.c.	49.2	52.1	n.d.	2.9	n.c.
SAN LUIS POTOSÍ, S.L.P.	6,003	6,125	6,132	123	7	2.04%	0.11%	3,263	3,303	3,299	40	-4	1.2%	-0.1%	54.4	53.9	53.8	-0.4	-0.1
SAN MIGUEL DE ALLENDE, GTO.	2,769	3,064	3,143	296	79	10.68%	2.56%	1,037	1,188	1,287	152	99	14.6%	8.3%	37.4	38.8	40.9	1.3	2.2
TAXCO, GRO.	885	893	877	8	-16	0.92%	-1.78%	276	198	237	-79	40	-28.5%	20.0%	31.2	22.1	27.0	-9.1	4.9
TEQUISQUIAPAN, QRO. /5	560	573	490	13	-83	2.29%	-14.49%	178	203	143	25	-60	13.8%	-29.7%	31.9	35.5	29.2	3.6	-6.3
TLAXCALA, TLAX.	680	683	683	3	-1	0.43%	-0.07%	216	205	261	-11	56	-5.1%	27.4%	31.8	30.0	38.3	-1.8	8.3
TOLUCA, MÉX.	3,631	3,867	4,305	237	437	6.52%	11.31%	1,681	1,893	1,869	212	-24	12.6%	-1.3%	46.3	49.0	43.4	2.6	-5.5
TUXTLA GUTIÉRREZ, CHIS.	4,205	4,180	4,275	-25	95	-0.59%	2.27%	1,706	1,823	1,846	117	23	6.8%	1.3%	40.6	43.6	43.2	3.0	-0.4
VALLE DE BRAVO, MÉX.	1,204	1,267	1,281	63	14	5.24%	1.12%	248	238	271	-10	32	-3.9%	13.5%	20.6	18.8	21.1	-1.8	2.3
VILLAHERMOSA, TAB.	5,156	5,217	5,199	61	-18	1.18%	-0.34%	2,943	3,049	2,273	106	-776	3.6%	-25.5%	57.1	58.4	43.7	1.4	-14.7
XALAPA, VER.	3,140	3,157	3,224	17	67	0.53%	2.13%	1,499	1,544	1,483	45	-61	3.0%	-4.0%	47.7	48.9	46.0	1.2	-2.9
ZACATECAS, ZAC.	2,986	2,999	3,024	13	26	0.44%	0.86%	873	971	996	99	24	11.3%	2.5%	29.2	32.4	32.9	3.2	0.5
Fronterizas	15,418	15,578	15,781	160	203	1.04%	1.30%	10,222	9,869	9,955	-352	85	-3.4%	0.9%	66.3	63.4	63.1	-2.9	-0.3
CIUDAD JUÁREZ, CHIH.	4,542	4,542	4,554	0	12	0.00%	0.26%	3,146	2,951	3,024	-195	72	-6.2%	2.4%	69.3	65.0	66.4	-4.3	1.4
MEXICALI, BC.	2,784	2,834	2,839	50	5	1.81%	0.16%	1,840	1,655	1,566	-185	-88	-10.1%	-5.3%	66.1	58.4	55.2	-7.7	-3.2
PIEDRAS NEGRAS, COAH.	1,145	1,247	1,258	102	11	8.88%	0.91%	667	721	631	54	-90	8.1%	-12.5%	58.3	57.9	50.2	-0.4	-7.7
TECATE, B.C.	600	601	670	1	69	0.17%	11.53%	321	410	406	90	-5	28.0%	-1.2%	53.4	68.3	60.5	14.9	-7.8
TIJUANA, B.C.	6,347	6,354	6,460	7	106	0.11%	1.67%	4,248	4,132	4,328	-116	196	-2.7%	4.7%	66.9	65.0	67.0	-1.9	2.0

*Del 01-enero-2023 al 31-octubre-2023

**Del 01-enero-2024 al 31-octubre-2024

***Del 01-enero-2025 al 31-octubre-2025

n.d. No disponible / n.c. No comparable

1/ Datos no comparables con el periodo actual por falta de información disponible en el 2024.

2/ Datos no comparables con el periodo anterior por diferencia en la información disponible en el 2025.

3/ A partir de enero del 2023 se crea el corredor turístico de Ixtapa Zihuatanejo, el cual, comprende los centros de Ixtapa y Zihuatanejo de Azueta, por lo que no se cuenta con información histórica.

4/ El porcentaje de ocupación considera a la oferta disponible previa al huracán Otis para 2023 y 2024. Los ajustes de 2025 los está confirmando la entidad en el sistema que reporta actualmente 15,503 habitaciones lo que equivale con esta oferta un 47.7% de ocupación.

5/ Apartir del primero de septiembre 2025 se actualizo la oferta hotelera del centro por lo que los datos no son estrictamente comparables con periodos anteriores.

6/ Apartir del primero de agosto 2025 se actualizo la oferta hotelera del centro por lo que los datos no son estrictamente comparables con periodos anteriores.

NOTA: La Ocupación por tipo de centro y la total, son un promedio ponderado. La variación puede no coincidir debido al redondeo.

Fuente: Sistema Nacional de Información Estadística del Sector Turismo de México DataTur.