

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE JUNIO

Del 01-enero-2025 al 30-junio-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	443,888	449,158	447,742	5,270	-1,416	1.2%	-0.3%	264,921	270,491	264,078	5,570	-6,413	2.1%	-2.4%	59.7	60.2	59.0	0.5	-1.2
Centros de Playa	207,126	209,446	207,402	2,321	-2,045	1.1%	-1.0%	143,112	144,783	140,724	1,671	-4,059	1.2%	-2.8%	69.1	69.1	67.9	0.0	-1.3
Integralmente Planeados	69,425	69,639	69,932	214	293	0.3%	0.4%	51,485	52,328	51,403	843	-925	1.6%	-1.8%	74.2	75.1	73.5	1.0	-1.6
BAHIAS DE HUATULCO, OAX.	4,347	4,341	4,415	-5	74	-0.1%	1.7%	2,924	3,036	2,997	112	-39	3.8%	-1.3%	67.3	69.9	67.9	2.7	-2.1
CANCUN, Q.ROO	35,068	35,461	35,555	393	94	1.1%	0.3%	26,903	27,542	26,487	639	-1,055	2.4%	-3.8%	76.7	77.7	74.5	1.0	-3.2
IXTAPA ZIHUATANEJO, GRO. /4	6,805	6,803	6,808	-1	5	0.0%	0.1%	4,097	4,253	4,319	156	67	3.8%	1.6%	60.2	62.5	63.4	2.3	0.9
LORETO, B.C.S. /1/3	910	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	476	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	52.3	n.d.	n.d.	n.c.	n.c.
LOS CABOS, B.C.S.	22,297	22,121	22,380	-176	259	-0.8%	1.2%	17,085	17,043	17,187	-42	145	-0.2%	0.8%	76.6	77.0	76.8	0.4	-0.2
CABO SAN LUCAS	9,146	9,073	9,406	-73	333	-0.8%	3.7%	7,408	7,257	7,529	-151	272	-2.0%	3.7%	81.0	80.0	80.0	-1.0	0.1
SAN JOSE DEL CABO	3,535	3,565	3,411	30	-154	0.8%	-4.3%	2,410	2,604	2,336	195	-268	8.1%	-10.3%	68.2	73.1	68.5	4.9	-4.6
ZONA CORREDOR LOS CABOS	4,020	4,020	4,028	-1	8	0.0%	0.2%	2,716	2,707	2,847	-9	140	-0.3%	5.2%	67.6	67.3	70.7	-0.2	3.3
Tradicionales	67,911	64,337	62,675	-3,574	-1,663	-5.3%	-2.6%	40,361	34,969	35,028	-5,393	60	-13.4%	0.2%	59.4	54.4	55.9	-5.1	1.5
ACAPULCO, GRO. /5	21,942	18,181	16,868	-3,761	-1,313	-17.1%	-7.2%	11,349	5,692	7,875	-5,656	2,183	-49.8%	38.3%	51.7	31.3	46.7	-20.4	15.4
COZUMEL, Q. ROO	5,176	5,176	5,175	0	-1	0.0%	0.0%	2,824	2,912	2,996	88	84	3.1%	2.9%	54.6	56.3	57.9	1.7	1.6
LA PAZ, B.C.S.	2,728	2,729	2,739	1	10	0.0%	0.4%	1,955	1,938	1,955	-17	-221	-0.9%	-11.4%	71.6	71.0	62.7	-0.6	-8.3
MANZANILLO, COL.	4,385	4,340	3,856	-46	-484	-1.0%	-11.1%	2,461	2,407	2,422	-55	15	-2.2%	0.6%	56.1	55.5	62.8	-0.7	7.4
MAZATLAN, SIN.	9,995	10,090	10,091	95	1	1.0%	0.0%	6,423	6,595	4,975	172	-1,621	2.7%	-24.6%	64.3	65.4	49.3	1.1	-16.1
PUERTO VALLARTA, JAL.	13,245	13,360	13,395	116	34	0.9%	0.3%	10,245	9,953	10,103	-292	150	-2.8%	1.5%	77.4	74.5	75.4	-2.9	0.9
VERACRUZ BOCA DEL RIO, VER. /3	10,441	10,462	10,552	21	90	0.2%	0.9%	5,105	5,471	4,940	366	-531	7.2%	-9.7%	48.9	52.3	46.8	3.4	-5.5
Otros	69,789	75,470	74,795	5,681	-675	8.1%	-0.9%	51,266	57,487	54,292	6,221	-3,194	12.1%	-5.6%	73.5	76.2	72.6	2.7	-3.6
ISLA MUJERES, Q. ROO	1,639	1,639	1,638	0	0	0.0%	0.0%	1,063	904	949	-159	46	-15.0%	5.0%	64.9	55.2	57.9	-9.7	2.8
NUEVO NAYARIT, NAY.	10,874	14,451	14,956	3,578	505	32.9%	3.5%	8,571	11,657	11,596	3,086	-61	36.0%	-0.5%	78.8	80.7	77.5	1.8	-3.1
RIVIERA MAYA, Q. ROO	50,490	52,561	51,603	2,071	-959	4.1%	-1.8%	39,191	42,124	39,241	2,933	-2,883	7.5%	-6.8%	77.6	80.1	76.0	2.5	-4.1
AKUMAL, Q. ROO	4,324	3,987	3,953	-336	-35	-7.8%	-0.9%	3,687	3,302	2,835	-385	-467	-10.4%	-14.1%	85.3	82.8	71.7	-2.5	-11.1
PLAYA DEL CARMEN, Q. ROO	11,481	12,024	11,422	544	-603	4.7%	-5.0%	8,279	9,157	8,493	879	-664	10.6%	-7.3%	72.1	76.2	74.4	4.0	-1.8
PLAYACAR, Q. ROO	6,731	6,607	6,534	-124	-72	-1.8%	-1.1%	5,621	5,931	5,610	310	-321	5.5%	-5.4%	83.5	89.8	85.8	6.3	-3.9
PUERTO ESCONDIDO, OAX.	2,650	2,628	2,617	-22	-11	-0.8%	-0.4%	1,130	1,285	1,190	155	-95	13.7%	-7.4%	42.7	48.9	45.5	6.2	-3.4
PLAYAS DE ROSARITO, B.C.	2,621	2,626	2,438	5	-188	0.2%	-7.2%	868	965	833	97	-132	11.2%	-13.7%	33.1	36.8	34.2	3.6	-2.6
SAN FELIPE, BC.	823	827	827	4	0	0.5%	0.0%	247	293	237	46	-56	18.5%	-19.2%	30.1	35.4	28.6	5.4	-6.8
TONALA- PUERTO ARISTA, CHIS.	693	738	716	45	-22	6.5%	-2.9%	196	259	247	63	-13	32.2%	-4.9%	28.3	35.1	34.4	6.8	-0.7
Ciudades	236,762	239,712	240,340	2,949	628	1.2%	0.3%	121,809	125,708	123,355	3,899	-2,353	3.2%	-1.9%	51.4	52.4	51.3	1.0	-1.1
Grandes	100,034	101,116	101,485	1,082	369	1.1%	0.4%	54,765	57,453	56,005	2,688	-1,448	4.9%	-2.5%	54.7	56.8	55.2	2.1	-1.6
CIUDAD DE MÉXICO.	61,312	61,383	61,392	71	9	0.1%	0.0%	32,856	35,122	33,463	2,266	-1,660	6.9%	-4.7%	53.6	57.2	54.5	3.6	-2.7
GUADALAJARA, JAL.	22,052	22,349	22,587	297	238	1.3%	1.1%	12,021	11,587	11,540	-434	-48	-3.6%	-0.4%	54.5	51.8	51.1	-2.7	-0.8
MONTERREY, N.L.	16,669	17,384	17,506	715	122	4.3%	0.7%	9,887	10,743	11,003	856	259	8.7%	2.4%	59.3	61.8	62.9	2.5	1.0
Del Interior	121,316	123,037	123,125	1,722	88	1.4%	0.1%	56,691	58,483	57,461	1,792	-1,022	3.2%	-1.7%	46.7	47.5	46.7	0.8	-0.9
AGUASCALIENTES, AGS.	6,322	6,310	6,406	-12	96	-0.2%	1.5%	3,055	3,103	3,234	48	131	1.6%	4.2%	48.3	49.2	50.5	0.8	1.3
CAMPECHE, CAMP.	2,090	2,076	2,040	-14	-36	-0.7%	-1.7%	1,036	1,104	965	69	-139	6.6%	-12.6%	49.6	53.2	47.3	3.7	-5.9
CELAYA, GTO.	2,634	2,687	2,541	53	-146	2.0%	-5.4%	864	940	838	76	-101	8.8%	-10.8%	32.8	35.0	33.0	2.2	-2.0
CHIHUAHUA, CHIH.	5,007	4,925	4,912	-82	-13	-1.6%	-0.3%	3,056	2,985	2,889	-72	-96	-2.3%	-3.2%	61.0	60.6	58.8	-0.4	-1.8
COATZACOALCOS, VER.	1,946	1,943	1,945	-3	1	-0.2%	0.1%	848	931	942	82	11	9.7%	1.2%	43.6	47.9	48.4	4.3	0.6
COLIMA, COL.	1,196	1,166	1,162	-30	-4	-2.5%	-0.3%	499	492	498	-8	7	-1.6%	1.4%	41.8	42.2	42.9	0.4	0.7
COMITAN DE DOMINGUEZ, CHIS.	1,381	1,382	1,382	0	0	0.0%	0.0%	343	310	282	-33	-27	-9.8%	-8.8%	24.9	22.4	20.4	-2.4	-2.0
CULIACAN, SIN. /1 /3	2,500	2,499	n.d.	-1	n.c.	-0.1%	n.c.	1,297	1,172	n.d.	-125	n.c.	-9.7%	n.c.	51.9	46.9	n.d.	-5.0	n.c.
DURANGO, DGO.	1,927	1,933	1,923	6	-10	0.3%	-0.5%	917	969	965	52	-3	5.6%	-0.3%	47.6	50.1	50.2	2.5	0.1
EL FUERTE, SIN. /1/3	370	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	83	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	22.4	n.d.	n.d.	n.c.	n.c.
GUANAJUATO, GTO.	3,253	3,354	3,528	101	175	3.1%	5.2%	858	961	1,042	103	81	12.1%	8.4%	26.4	28.7	29.5	2.3	0.9
HERMOSILLO,SON.	3,094	3,094	3,094	0	0	0.0%	0.0%	1,847	1,741	2,002	-106	261	-5.8%	15.0%	59.7	56.3	64.7	-3.4	8.4
IRAPUATO, GTO.	2,487	2,616	2,700	129	84	5.2%	3.2%	917	940	890	23	-50	2.5%	-5.4%	36.9	35.9	33.0	-0.9	-3.0
LEON, GTO.	6,226	6,671	6,895	446	224	7.2%	3.4%	2,544	2,817	2,786	273	-31	10.7%	-1.1%	40.9	42.2	40.4	1.4	-1.8
LOS MOCHIS, SIN. /1/3	1,342	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	785	n.d.	n.d.	n.c.	n.c.	n.c.	n.c.	58.5	n.d.	n.d.	n.c.	n.c.
MÉRIDA, YUC.	7,982	8,266	8,454	284	189	3.6%	2.3%	4,599	4,729	4,837	130	108	2.8%	2.3%	57.6	57.2	57.2	-0.4	0.0
MORELIA, MICH. /1	4,447	4,491	4,173	44	-317	1.0%	-7.1%	2,311	2,169	2,156	-142	-14	-6.1%	-0.6%	52.0	48.3	51.7	-3.7	3.3

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE JUNIO

Del 01-enero-2025 al 30-junio-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	443,888	449,158	447,742	5,270	-1,416	1.19%	-0.32%	264,921	270,491	264,078	5,570	-6,413	2.1%	-2.4%	59.7	60.2	59.0	0.5	-1.2
OAXACA, OAX.	6,057	6,050	5,973	-7	-77	-0.12%	-1.27%	3,100	3,193	3,189	92	-4	3.0%	-0.1%	51.2	52.8	53.4	1.6	0.6
PACHUCA, HGO.	1,569	1,680	1,681	111	1	7.04%	0.05%	796	950	1,133	154	183	19.4%	19.3%	50.7	56.5	67.4	5.9	10.9
PALENQUE, CHIS.	2,066	2,071	2,072	6	1	0.27%	0.06%	723	744	746	22	1	3.0%	0.2%	35.0	35.9	36.0	0.9	0.0
PUEBLA, PUE.	10,132	10,254	10,585	122	331	1.20%	3.23%	5,504	5,788	6,113	284	325	5.2%	5.6%	54.3	56.4	57.8	2.1	1.3
QUERETARO, QRO.	7,301	7,421	7,427	120	6	1.65%	0.08%	4,200	4,336	4,237	136	-99	3.2%	-2.3%	57.5	58.4	57.1	0.9	-1.4
SALAMANCA, GTO.	997	1,031	1,031	35	0	3.46%	-0.02%	304	371	343	67	-29	22.1%	-7.8%	30.5	36.0	33.2	5.5	-2.8
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,298	3,287	3,278	-11	-9	-0.34%	-0.26%	1,026	843	735	-183	-107	-17.8%	-12.7%	31.1	25.6	22.4	-5.5	-3.2
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	0	0	0.00%	0.00%	1,113	1,335	1,414	222	78	20.0%	5.9%	30.3	36.3	38.5	6.0	2.1
SAN JUAN DEL RÍO, QRO. /3	827	829	n.d.	2	n.c.	0.24%	n.c.	388	411	n.d.	23	n.c.	5.9%	n.c.	46.9	49.6	n.d.	2.6	n.c.
SAN LUIS POTOSÍ, S.L.P.	5,999	6,146	6,125	147	-21	2.44%	-0.34%	3,308	3,258	3,134	-50	-125	-1.5%	-3.8%	55.1	53.0	51.2	-2.1	-1.9
SAN MIGUEL DE ALLENDE, GTO.	2,768	3,063	3,131	295	68	10.66%	2.23%	1,064	1,188	1,276	124	89	11.7%	7.5%	38.4	38.8	40.8	0.3	2.0
TAXCO, GRO.	885	900	876	15	-24	1.73%	-2.70%	289	185	235	-103	50	-35.8%	26.9%	32.6	20.6	26.9	-12.0	6.3
TEQUISQUIAPAN, QRO. /3	560	573	n.d.	13	n.c.	2.26%	n.c.	181	207	n.d.	27	n.c.	14.8%	n.c.	32.3	36.2	n.d.	4.0	n.c.
TLAXCALA, TLAX.	679	682	685	4	3	0.54%	0.42%	198	190	261	-8	71	-4.0%	37.6%	29.2	27.8	38.2	-1.3	10.3
TOLUCA, MÉX.	3,631	4,025	4,299	394	274	10.86%	6.80%	1,652	1,854	1,871	202	17	12.2%	0.9%	45.5	46.1	43.5	0.6	-2.5
TUXTLA GUTIÉRREZ, CHIS.	4,212	4,183	4,199	-29	16	-0.69%	0.37%	1,669	1,796	1,762	127	-34	7.6%	-1.9%	39.6	42.9	42.0	3.3	-1.0
VALLE DE BRAVO, MÉX.	1,192	1,250	1,291	58	41	4.88%	3.27%	256	244	307	-12	63	-4.6%	25.7%	21.4	19.5	23.7	-1.9	4.2
VILLAHERMOSA, TAB.	5,137	5,217	5,201	80	-16	1.56%	-0.31%	2,829	3,109	2,294	281	-815	9.9%	-26.2%	55.1	59.6	44.1	4.5	-15.5
XALAPA, VER.	3,146	3,131	3,196	-16	65	-0.49%	2.08%	1,431	1,469	1,479	38	10	2.7%	0.7%	45.5	46.9	46.3	1.4	-0.6
ZACATECAS, ZAC.	2,984	3,016	2,989	32	-27	1.08%	-0.90%	803	925	870	122	-55	15.2%	-6.0%	26.9	30.7	29.1	3.8	-1.6
Fronterizas	15,413	15,559	15,731	146	172	0.95%	1.10%	10,353	9,772	9,889	-581	117	-5.6%	1.2%	67.2	62.8	62.9	-4.4	0.1
CIUDAD JUÁREZ, CHIH.	4,542	4,542	4,542	0	0	0.00%	0.00%	3,201	2,951	3,012	-249	60	-7.8%	2.0%	70.5	65.0	66.3	-5.5	1.3
MEXICALI, BC.	2,784	2,831	2,839	47	8	1.70%	0.27%	1,918	1,697	1,535	-221	-162	-11.5%	-9.6%	68.9	59.9	54.1	-8.9	-5.9
PIEDRAS NEGRAS, COAH.	1,145	1,239	1,258	94	19	8.22%	1.52%	696	664	684	-31	20	-4.5%	2.9%	60.8	53.6	54.4	-7.1	0.8
TECATE, B.C.	600	601	665	1	64	0.17%	10.68%	317	418	392	101	-26	31.7%	-6.3%	52.9	69.6	58.9	16.7	-10.7
TIJUANA, B.C.	6,343	6,346	6,427	3	81	0.05%	1.28%	4,221	4,041	4,267	-180	226	-4.3%	5.6%	66.6	63.7	66.4	-2.9	2.7

*Del 01-enero-2023 al 30-junio-2023
**Del 01-enero-2024 al 30-junio-2024
***Del 01-enero-2025 al 30-junio-2025

n.d. No disponible / n.c. No comparable
1/ Datos no comparables con el período actual por falta de información disponible en el 2024.
2/ Debido a la actualización de la oferta hotelera en estos centros, los datos no son estrictamente comparables.
3/ Datos no comparables con el período anterior por diferencia en la información disponible en el 2025.
4/ 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.
5/ 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 15,234 habitaciones lo que equivale con esta oferta un 39.2% de ocupación.
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.