

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE MARZO

Del 01-enero-2026 al 31-marzo-2026

Centro	Cuartos disponibles promedio diario							Cuartos ocupados							Ocupación				
	2024*	2025**	2026***	Diferencia		Variación (%)		2024*	2025**	2026***	Diferencia		Variación (%)		2024*	2025**	2026***	Ptos (%)	
				2024-2025	2025-2026	2024-2025	2025-2026				2024-2025	2025-2026	2024-2025	2025-2026				2024 - 2025	2025 - 2026
Total	448,921	450,802	460,200	1,882	9,398	0.4%	2.1%	274,942	272,718	272,549	-2,223	-169	-0.8%	-0.1%	61.2	60.5	59.2	-0.7	-1.3
Centros de Playa	209,789	208,191	215,478	-1,598	7,287	-0.8%	3.5%	150,964	149,093	150,978	-1,871	1,885	-1.2%	1.3%	72.0	71.6	70.1	-0.3	-1.5
Integralmente Planeados	69,719	70,292	72,521	573	2,229	0.8%	3.2%	54,959	54,024	55,340	-936	1,316	-1.7%	2.4%	78.8	76.9	76.3	-2.0	-0.5
BAHIAS DE HUATULCO, OAX.	4,343	4,415	4,419	72	4	1.7%	0.1%	3,344	3,333	3,397	-11	64	-0.3%	1.9%	77.0	75.5	76.9	-1.5	1.4
CANCUN, Q.ROO	35,463	35,555	37,311	91	1,756	0.3%	4.9%	28,900	27,907	29,268	-993	1,361	-3.4%	4.9%	81.5	78.5	78.4	-3.0	0.0
IXTAPA ZIHUATANEJO, GRO. /3	6,808	7,135	7,356	326	221	4.8%	3.1%	4,476	4,636	4,643	159	7	3.6%	0.2%	65.8	65.0	63.1	-0.8	-1.9
LORETO, B.C.S./2	912	913	n.d.	1	n.c.	0.1%	n.c.	524	560	n.d.	36	n.c.	6.8%	n.c.	57.5	61.4	n.d.	3.9	n.c.
LOS CABOS, B.C.S.	22,192	22,275	22,521	83	246	0.4%	1.1%	17,714	17,588	17,572	-126	-16	-0.7%	-0.1%	79.8	79.0	78.0	-0.9	-0.9
CABO SAN LUCAS	9,283	9,296	9,298	12	2	0.1%	0.0%	7,703	7,702	7,566	-1	-136	0.0%	-1.8%	83.0	82.9	81.4	-0.1	-1.5
SAN JOSE DEL CABO	3,513	3,411	3,411	-102	0	-2.9%	0.0%	2,639	2,416	2,399	-223	-16	-8.4%	-0.7%	75.1	70.8	70.3	-4.3	-0.5
ZONA CORREDOR LOS CABOS	4,020	4,033	4,035	13	2	0.3%	0.0%	2,831	2,854	3,012	23	158	0.8%	5.5%	70.4	70.8	74.7	0.3	3.9
Tradicionales	64,333	62,413	66,904	-1,920	4,491	-3.0%	7.2%	34,930	36,126	38,240	1,196	2,114	3.4%	5.9%	54.3	57.9	57.2	3.6	-0.7
ACAPULCO, GRO. /5	18,210	16,647	19,350	-1,562	2,703	-8.6%	16.2%	4,960	8,106	9,682	3,146	1,576	63.4%	19.4%	27.2	48.7	50.0	21.5	1.3
COZUMEL, Q. ROO	5,175	5,173	5,113	-2	-60	0.0%	-1.2%	3,293	3,414	3,502	121	88	3.7%	2.6%	63.6	66.0	68.5	2.4	2.5
LA PAZ, B.C.S.	2,729	2,737	2,740	8	3	0.3%	0.1%	2,041	1,782	1,854	-259	71	-12.7%	4.0%	74.8	65.1	67.7	-9.7	2.5
MANZANILLO, COL.	4,368	3,823	3,880	-546	58	-12.5%	1.5%	2,294	2,330	2,116	36	-214	1.6%	-9.2%	52.5	61.0	54.5	8.4	-6.4
MAZATLAN, SIN. /4	10,088	10,077	13,409	-11	3,332	-0.1%	33.1%	6,229	4,906	7,238	-1,323	2,332	-21.2%	47.5%	61.7	48.7	54.0	-13.1	5.3
PUERTO VALLARTA, JAL.	13,320	13,404	13,432	84	28	0.6%	0.2%	10,858	11,186	9,894	328	-1,291	3.0%	-11.5%	81.5	83.5	73.7	1.9	-9.8
VERACRUZ BOCA DEL RIO, VER.	10,444	10,552	8,980	108	-1,572	1.0%	-14.9%	5,255	4,402	3,953	-853	-448	-16.2%	-10.2%	50.3	41.7	44.0	-8.6	2.3
Otros	75,736	75,486	76,052	-250	566	-0.3%	0.8%	61,075	58,943	57,398	-2,132	-1,546	-3.5%	-2.6%	80.6	78.1	75.5	-2.6	-2.6
ISLA MUJERES, Q. ROO /4	1,639	1,638	1,989	0	351	0.0%	21.4%	1,028	1,093	1,255	65	162	6.3%	14.8%	62.7	66.7	63.1	4.0	-3.6
NUOVO NAYARIT, NAY.	14,490	14,931	15,344	441	414	3.0%	2.8%	12,537	12,623	12,515	86	-108	0.7%	-0.9%	86.5	84.5	81.6	-2.0	-3.0
RIVIERA MAYA, Q. ROO	52,797	52,256	51,945	-541	-311	-1.0%	-0.6%	44,729	42,900	40,934	-1,829	-1,966	-4.1%	-4.6%	84.7	82.1	78.8	-2.6	-3.3
AKUMAL, Q. ROO	4,023	3,951	3,674	-72	-278	-1.8%	-7.0%	3,394	3,076	2,953	-318	-123	-9.4%	-4.0%	84.4	77.8	80.4	-6.5	2.5
PLAYA DEL CARMEN, Q. ROO	11,817	11,965	12,241	148	276	1.2%	2.3%	9,836	9,748	9,462	-88	-286	-0.9%	-2.9%	83.2	81.5	77.3	-1.8	-4.2
PLAYACAR, Q. ROO	6,600	6,515	6,368	-85	-147	-1.3%	-2.3%	6,136	5,858	5,819	-278	-39	-4.5%	-0.7%	93.0	89.9	91.4	-3.0	1.5
PUERTO ESCONDIDO, OAX.	2,626	2,630	2,794	4	164	0.2%	6.2%	1,381	1,280	1,556	-101	275	-7.3%	21.5%	52.6	48.7	55.7	-3.9	7.0
PLAYAS DE ROSARITO, B.C.	2,621	2,489	2,454	-132	-35	-5.0%	-1.4%	865	644	766	-221	123	-25.6%	19.0%	33.0	25.9	31.2	-7.1	5.4
SAN FELIPE, BC.	827	827	827	0	0	0.0%	0.0%	264	150	141	-114	-10	-43.0%	-6.5%	31.9	18.2	17.0	-13.7	-1.2
TONALA- PUERTO ARISTA, CHIS.	737	715	699	-22	-16	-3.0%	-2.3%	270	252	231	-18	-21	-6.8%	-8.5%	36.7	35.3	33.0	-1.4	-2.3
Ciudades	239,132	242,611	244,723	3,479	2,111	1.5%	0.9%	123,977	123,625	121,571	-352	-2,054	-0.3%	-1.7%	51.8	51.0	49.7	-0.9	-1.3
Grandes	100,450	102,053	102,308	1,603	254	1.6%	0.2%	56,686	56,294	55,629	-393	-664	-0.7%	-1.2%	56.4	55.2	54.4	-1.3	-0.8
CIUDAD DE MÉXICO.	61,382	61,460	61,736	78	275	0.1%	0.4%	35,053	34,215	35,068	-838	853	-2.4%	2.5%	57.1	55.7	56.8	-1.4	1.1
GUADALAJARA, JAL.	22,311	22,571	22,687	260	116	1.2%	0.5%	11,209	11,082	10,112	-127	-969	-1.1%	-8.7%	50.2	49.1	44.6	-1.1	-4.5
MONTERREY, N.L.	16,757	18,022	17,885	1,265	-137	7.5%	-0.8%	10,424	10,997	10,449	573	-548	5.5%	-5.0%	62.2	61.0	58.4	-1.2	-2.6
Del Interior	123,149	124,738	126,426	1,589	1,688	1.3%	1.4%	57,919	57,591	56,515	-328	-1,076	-0.6%	-1.9%	47.0	46.2	44.7	-0.9	-1.5
AGUASCALIENTES, AGS.	6,304	6,383	6,381	80	-2	1.3%	0.0%	2,765	2,943	2,648	179	-295	6.5%	-10.0%	43.9	46.1	41.5	2.3	-4.6
CAMPECHE, CAMP.	2,076	2,085	1,696	9	-389	0.4%	-18.7%	1,124	1,033	866	-91	-167	-8.1%	-16.2%	54.2	49.5	51.1	-4.6	1.5
CELAYA, GTO.	2,717	2,540	2,583	-177	43	-6.5%	1.7%	876	824	805	-52	-18	-6.0%	-2.2%	32.2	32.4	31.2	0.2	-1.2
CHIHUAHUA, CHIH.	4,966	4,911	4,912	-54	1	-1.1%	0.0%	2,936	2,743	2,606	-193	-137	-6.6%	-5.0%	59.1	55.9	53.0	-3.3	-2.8
COATZACOALCOS, VER.	1,943	1,953	1,809	10	-144	0.5%	-7.4%	896	933	720	36	-212	4.0%	-22.8%	46.1	47.8	39.8	1.6	-8.0
COLIMA, COL.	1,170	1,162	1,093	-8	-69	-0.7%	-5.9%	487	477	695	-11	218	-2.2%	45.8%	41.7	41.0	63.6	-0.6	22.6
COMITAN DE DOMINGUEZ, CHIS.	1,382	1,382	1,383	1	0	0.0%	0.0%	320	259	341	-61	83	-19.2%	31.9%	23.2	18.7	24.7	-4.5	6.0
CULIACAN, SIN.	2,497	2,840	2,840	343	0	13.7%	0.0%	1,195	1,203	1,092	8	-111	0.7%	-9.2%	47.9	42.4	38.5	-5.5	-3.9
DURANGO, DGO.	1,933	1,935	1,852	1	-83	0.1%	-4.3%	942	918	835	-24	-83	-2.6%	-9.0%	48.7	47.4	45.1	-1.3	-2.3
EL FUERTE, SIN. /1	n.d.	428	466	n.c.	38	n.c.	8.8%	n.d.	112	99	n.c.	-13	0.0%	-11.7%	n.d.	26.2	21.2	n.c.	-4.9
GUANAJUATO, GTO.	3,357	3,486	3,550	128	64	3.8%	1.8%	963	988	1,129	25	141	2.6%	14.3%	28.7	28.3	31.8	-0.3	3.5
HERMOSILLO, SON.	3,094	3,094	3,094	0	0	0.0%	0.0%	1,607	2,007	1,867	400	-140	24.9%	-7.0%	51.9	64.9	60.3	12.9	-4.5
IRAPUATO, GTO.	2,616	2,619	2,779	3	160	0.1%	6.1%	929	819	955	-110	136	-11.9%	16.5%	35.5	31.3	34.4	-4.3	3.1
LEON, GTO.	6,673	6,886	6,991	212	105	3.2%	1.5%	2,873	2,935	2,477	62	-458	2.2%	-15.6%	43.0	42.6	35.4	-0.4	-7.2
LOS MOCHIS, SIN.	1,183	1,342	1,355	159	13	13.5%	1.0%	748	728	742	-20	15	-2.7%	2.0%	63.2	54.2	54.8	-9.0	0.5
MERIDA, YUC.	8,240	8,475	8,512	235	37	2.8%	0.4%	4,997	5,017	4,994	20	-24	0.4%	-0.5%	60.6	59.2	58.7	-1.4	-0.5
MORELIA, MICH.	4,491	4,485	4,811	-6	326	-0.1%	7.3%	2,168	2,424	2,574	256	150	11.8%	6.2%	48.3	54.0	53.5	5.8	-0.5

RESULTADOS PRELIMINARES AL MES DE ENERO

Del 01-enero-2026 al 31-marzo-2026

Centro	Cuartos disponibles promedio diario							Cuartos ocupados							Ocupación				
	2024*	2025**	2026***	Diferencia		Variación (%)		2024*	2025**	2026***	Diferencia		Variación (%)		2024*	2025**	2026***	Ptos (%)	
				2024-2025	2025-2026	2024-2025	2025-2026				2024-2025	2025-2026	2024 - 2025	2025 - 2026					
Total	448,921	450,802	460,200	1,882	9,398	0.42%	2.08%	274,942	272,718	272,549	-2,223	-169	-0.8%	-0.1%	61.2	60.5	59.2	-0.7	-1.3
OAXACA, OAX.	6,046	6,019	6,165	-27	146	-0.44%	2.43%	3,366	3,432	3,233	66	-199	2.0%	-5.8%	55.7	57.0	52.4	1.3	-4.6
PACHUCA, HGO.	1,681	1,681	1,685	0	4	0.00%	0.24%	967	1,133	1,006	166	-127	17.2%	-11.2%	57.5	67.4	59.7	9.9	-7.7
PALENQUE, CHIS.	2,071	2,071	2,089	1	18	0.03%	0.85%	826	752	898	-73	146	-8.9%	19.4%	39.9	36.3	43.0	-3.6	6.7
PUEBLA, PUE.	10,140	10,585	10,723	445	138	4.39%	1.31%	5,565	5,756	5,813	191	58	3.4%	1.0%	54.9	54.4	54.2	-0.5	-0.2
QUERETARO, QRO.	7,421	7,427	7,427	6	0	0.08%	0.00%	4,282	3,935	3,896	-347	-39	-8.1%	-1.0%	57.7	53.0	52.5	-4.7	-0.5
SALAMANCA, GTO. /2	1,031	1,031	n.d.	0	n.c.	0.00%	n.c.	374	349	n.d.	-25	n.c.	-6.6%	n.c.	36.3	33.9	n.d.	-2.4	n.c.
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,287	3,278	3,282	-9	4	-0.27%	0.13%	906	800	902	-106	102	-11.7%	12.8%	27.6	24.4	27.5	-3.1	3.1
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	0	0	0.01%	0.00%	1,474	1,470	1,368	-4	-102	-0.3%	-6.9%	40.1	40.0	37.2	-0.1	-2.8
SAN JUAN DEL RÍO, QRO.	829	829	830	0	1	0.00%	0.16%	419	389	314	-29	-76	-7.0%	-19.4%	50.5	47.0	37.8	-3.6	-9.2
SAN LUIS POTOSÍ, S.L.P.	6,084	6,107	6,147	23	40	0.37%	0.65%	3,112	2,992	3,007	-119	14	-3.8%	0.5%	51.1	49.0	48.9	-2.1	-0.1
SAN MIGUEL DE ALLENDE, GTO.	3,073	3,182	3,063	109	-119	3.56%	-3.74%	1,218	1,276	1,258	58	-18	4.7%	-1.4%	39.6	40.1	41.1	0.5	1.0
TAXCO, GRO. /5	905	869	1,366	-36	497	-3.94%	57.15%	219	242	351	22	110	10.1%	45.4%	24.3	27.8	25.7	3.6	-2.1
TEQUISQUIAPAN, QRO. /4	573	574	886	1	312	0.17%	54.30%	199	139	202	-60	63	-30.1%	45.6%	34.7	24.2	22.8	-10.5	-1.4
TLAXCALA, TLAX.	682	686	683	4	-3	0.54%	-0.49%	183	208	216	25	8	13.6%	4.0%	26.8	30.3	31.6	3.5	1.4
TOLUCA, MÉX.	4,223	3,691	4,117	-532	425	-12.59%	11.52%	1,769	1,865	1,689	96	-176	5.4%	-9.4%	41.9	50.5	41.0	8.6	-9.5
TUXTLA GUTIÉRREZ, CHIS.	4,188	4,180	4,401	-7	221	-0.18%	5.28%	1,721	1,723	1,938	2	215	0.1%	12.5%	41.1	41.2	44.0	0.1	2.8
VALLE DE BRAVO, MÉX.	1,221	1,291	1,292	70	1	5.70%	0.08%	277	304	267	27	-37	9.8%	-12.1%	22.7	23.5	20.7	0.9	-2.9
VILLAHERMOSA, TAB.	5,216	5,221	5,062	5	-159	0.10%	-3.05%	2,978	2,213	2,222	-765	9	-25.7%	0.4%	57.1	42.4	43.9	-14.7	1.5
XALAPA, VER.	3,131	3,196	3,373	65	177	2.09%	5.53%	1,368	1,392	1,386	25	-7	1.8%	-0.5%	43.7	43.6	41.1	-0.1	-2.5
ZACATECAS, ZAC.	3,030	3,137	3,040	107	-97	3.53%	-3.10%	872	860	865	-11	4	-1.3%	0.5%	28.8	27.4	28.4	-1.3	1.0
Fronterizas	15,533	15,820	15,989	287	169	1.85%	1.07%	9,372	9,741	9,427	369	-314	3.9%	-3.2%	60.3	61.6	59.0	1.2	-2.6
CIUDAD JUÁREZ, CHIH.	4,542	4,542	4,627	0	85	0.00%	1.86%	2,838	2,921	2,889	84	-32	2.9%	-1.1%	62.5	64.3	62.4	1.8	-1.9
MEXICALI, BC.	2,823	2,956	2,917	132	-39	4.69%	-1.31%	1,728	1,653	1,552	-74	-101	-4.3%	-6.1%	61.2	55.9	53.2	-5.3	-2.7
PIEDRAS NEGRAS, COAH.	1,220	1,258	1,258	38	0	3.09%	0.00%	565	752	613	187	-140	33.1%	-18.5%	46.3	59.8	48.7	13.5	-11.1
TECATE, B.C.	601	678	678	77	0	12.81%	0.00%	406	368	344	-38	-24	-9.3%	-6.7%	67.5	54.3	50.7	-13.2	-3.6
TIJUANA, B.C.	6,346	6,386	6,509	40	123	0.63%	1.93%	3,835	4,045	4,029	210	-16	5.5%	-0.4%	60.4	63.3	61.9	2.9	-1.5

*Del 01-enero-2024 al 31-marzo-2024
**Del 01-enero-2025 al 31-marzo-2025
***Del 01-enero-2026 al 31-marzo-2026

n.d. No disponible / n.c. No comparable
1/ Datos no comparables con el periodo anterior por diferencia en la información disponible en el 2024.
2/ Datos no comparables con el periodo anterior por diferencia en la información disponible en el 2026.
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/ 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.
5/ Apartir del primero de enero 2026 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.