

RESULTADOS PRELIMINARES ACUMULADOS AL MES DE JUNIO

Del 01-enero-2026 al 30-junio-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	449,408	451,243	464,098	1,834	12,855	0.4%	2.8%	270,748	266,947	266,754	-3,801	-193	-1.4%	-0.1%	60.2	59.2	57.5	-1.1	-1.7
Centros de Playa	209,697	208,522	216,996	-1,174	8,473	-0.6%	4.1%	145,026	141,770	141,734	-3,256	-36	-2.2%	0.0%	69.2	68.0	65.3	-1.2	-2.7
Integralmente Planeados	69,893	70,315	72,719	422	2,404	0.6%	3.4%	52,499	51,583	52,133	-916	550	-1.7%	1.1%	75.1	73.4	71.7	-1.8	-1.7
BAHIAS DE HUATULCO, OAX.	4,341	4,415	4,272	74	174	1.7%	-3.3%	3,036	2,997	2,978	-39	-19	-1.3%	-0.6%	69.9	67.9	69.7	-2.1	1.8
CANCUN, Q.ROO	35,514	35,555	37,319	41	1,764	0.1%	5.0%	27,536	26,541	27,607	-995	1,066	-3.6%	4.0%	77.5	74.6	74.0	-2.9	-0.7
IXTAPA ZIHUATANEJO, GRO. /3	6,943	7,052	7,677	110	624	1.6%	8.9%	4,368	4,488	4,513	120	25	2.7%	0.6%	62.9	63.6	58.8	0.7	-4.8
LORETO, B.C.S./2	913	913	n.d.	0	n.c.	0.0%	n.c.	473	521	n.d.	47	n.c.	10.0%	n.c.	51.8	57.0	n.d.	5.2	n.c.
LOS CABOS, B.C.S.	22,182	22,380	22,518	198	138	0.9%	0.6%	17,085	17,037	16,605	-49	-432	-0.3%	-2.5%	77.0	76.1	73.7	-0.9	-2.4
CABO SAN LUCAS	9,073	9,406	9,337	333	-69	3.7%	-0.7%	7,257	7,498	7,224	241	-774	3.3%	-3.7%	80.0	79.7	77.4	-0.3	-2.3
SAN JOSE DEL CABO	3,514	3,411	3,411	-103	0	-2.9%	0.0%	2,563	2,336	2,213	-227	-123	-8.9%	-5.3%	73.0	68.5	64.9	-4.5	-3.6
ZONA CORREDOR LOS CABOS	4,020	4,028	4,138	8	110	0.2%	2.7%	2,707	2,757	2,770	50	13	1.8%	0.5%	67.3	68.4	66.9	1.1	-1.5
Tradicionales	64,337	62,665	68,031	-1,672	5,365	-2.6%	8.6%	34,969	35,470	37,760	501	2,290	1.4%	6.5%	54.4	56.6	55.5	2.3	-1.1
ACAPULCO, GRO. /5	18,181	16,868	19,421	-1,313	2,554	-7.2%	15.1%	5,692	7,873	9,641	2,181	1,768	38.3%	22.5%	31.3	46.7	49.6	15.4	3.0
COZUMEL, Q. ROO	5,176	5,175	5,113	-1	-62	0.0%	0.0%	2,912	3,006	3,030	94	23	3.2%	0.8%	56.3	58.1	59.3	1.8	1.2
LA PAZ, B.C.S.	2,729	2,738	2,740	9	2	0.3%	0.1%	1,938	1,776	1,842	-162	66	-8.4%	3.7%	71.0	64.8	67.2	-6.2	2.4
MANZANILLO, COL.	4,340	3,856	4,096	-484	240	-11.1%	6.2%	2,407	2,422	2,397	15	-25	0.6%	-1.0%	55.5	62.8	58.5	7.4	-4.3
MAZATLAN, SIN. /4	10,090	10,082	13,588	-8	3,505	-0.1%	34.8%	6,595	5,358	7,693	-1,237	2,335	-18.8%	43.6%	65.4	53.1	56.6	-12.2	3.5
PUERTO VALLARTA, JAL. /2	13,360	13,395	n.d.	34	n.c.	0.3%	n.c.	9,953	10,103	n.d.	150	n.c.	1.5%	n.c.	74.5	75.4	n.d.	0.9	n.c.
VERACRUZ BOCA DEL RIO, VER.	10,462	10,552	9,591	90	-961	0.9%	-9.1%	5,471	4,931	4,319	-540	-613	-9.9%	-12.4%	52.3	46.7	45.0	-5.6	-1.7
Otros	75,466	75,542	76,246	76	704	0.1%	0.9%	57,559	54,717	51,841	-2,842	-2,876	-4.9%	-5.3%	76.3	72.4	68.0	-3.8	-4.4
ISLA MUJERES, Q. ROO /4	1,639	1,638	2,063	0	425	0.0%	25.9%	904	946	1,040	42	95	4.6%	10.0%	55.2	57.7	50.4	2.6	-7.3
NUevo Nayarit, NAY.	14,451	14,956	15,352	505	396	3.5%	2.6%	11,657	11,596	11,495	-61	-102	-0.5%	-0.9%	80.7	77.5	74.9	-3.1	-2.7
RIVIERA MAYA, Q. ROO	52,558	52,299	52,015	-259	-284	-0.5%	-0.5%	42,196	39,678	36,654	-2,518	-3,024	-6.0%	-7.6%	80.3	75.9	70.5	-4.4	-5.4
AKUMAL, Q. ROO	3,987	3,942	3,803	-46	-139	-1.1%	-3.5%	3,301	2,847	2,413	-454	-434	-13.8%	-15.2%	82.8	72.2	63.5	-10.6	-8.8
PLAYA DEL CARMEN, Q. ROO	11,903	11,893	12,368	-11	475	-0.1%	4.0%	9,079	8,783	8,439	-296	-344	-3.3%	-3.9%	76.3	73.9	68.2	-2.4	-5.6
PLAYACAR, Q. ROO	6,571	6,497	6,374	-74	-123	-1.1%	-1.9%	5,903	5,570	5,313	-333	-257	-5.6%	-4.6%	89.8	85.7	83.4	-4.1	-2.4
PUERTO ESCONDIDO, OAX.	2,628	2,617	2,794	-11	177	-0.4%	6.8%	1,285	1,190	1,378	-95	188	-7.4%	15.8%	48.9	45.5	49.3	-3.4	3.9
PLAYAS DE ROSARITO, B.C.	2,626	2,489	2,471	-137	-17	-5.2%	-0.7%	965	824	851	-141	27	-14.6%	3.3%	36.8	33.1	34.4	-3.6	1.3
SAN FELIPE, BC. /2	827	827	n.d.	0	n.c.	0.0%	n.c.	293	237	n.d.	-56	n.c.	-19.2%	n.c.	35.4	28.6	n.d.	-6.8	n.c.
TONALA- PUERTO ARISTA, CHIS.	738	716	698	-22	-19	-2.9%	-2.6%	259	247	243	-13	-4	-4.9%	-1.4%	35.1	34.4	34.8	-0.7	0.4
Ciudades	239,712	242,720	247,102	3,008	4,382	1.3%	1.8%	125,722	125,177	125,020	-545	-157	-0.4%	-0.1%	52.4	51.6	50.6	-0.9	-1.0
Grandes	101,116	102,004	103,524	888	1,520	0.9%	1.5%	57,453	56,416	57,715	-1,037	1,298	-1.8%	2.3%	56.8	55.3	55.8	-1.5	0.4
CIUDAD DE MÉXICO.	61,383	61,395	61,812	12	417	0.0%	0.7%	35,122	33,581	35,277	-1,541	1,696	-4.4%	5.1%	57.2	54.7	57.1	-2.5	2.4
GUADALAJARA, JAL.	22,349	22,587	23,711	238	1,125	1.1%	5.0%	11,587	11,540	11,508	-48	-32	-0.4%	-0.3%	51.8	51.1	48.5	-0.8	-2.6
MONTERREY, N.L.	17,384	18,022	18,001	638	-21	3.7%	-0.1%	10,743	11,296	10,930	552	-366	5.1%	-3.2%	61.8	62.7	60.7	0.9	-2.0
Del Interior	123,037	124,856	127,519	1,819	2,663	1.5%	2.1%	58,497	58,816	57,538	319	-1,278	0.5%	-2.2%	47.5	47.1	45.1	-0.4	-2.0
AGUASCALIENTES, AGS.	6,310	6,405	6,397	96	-8	1.5%	-0.1%	3,103	3,256	3,038	153	-219	4.9%	-6.7%	49.2	50.8	47.5	1.7	-3.4
CAMPECHE, CAMP.	2,076	2,040	1,923	-36	-117	-1.7%	-5.8%	1,104	965	780	-139	-185	-12.6%	-19.2%	53.2	47.3	40.6	-5.9	-6.8
CELAYA, GTO.	2,687	2,541	2,566	-146	25	-5.4%	1.0%	940	838	878	-101	39	-10.8%	4.7%	35.0	33.0	34.2	-2.0	1.2
CHIHUAHUA, CHIH.	4,925	4,885	4,910	-40	25	-0.8%	0.5%	2,985	2,889	2,761	-96	-128	-3.2%	-4.4%	60.6	59.1	56.2	-1.5	-2.9
COATZACOALCOS, VER.	1,943	1,949	1,827	6	-121	0.3%	-6.2%	931	969	774	38	-195	4.1%	-20.1%	47.9	49.7	42.3	1.8	-7.4
COLIMA, COL.	1,166	1,162	1,099	-4	-64	-0.3%	-5.5%	492	498	581	7	82	1.4%	16.5%	42.2	42.9	52.9	0.7	10.0
COMITAN DE DOMINGUEZ, CHIS.	1,382	1,382	1,384	0	2	0.0%	0.1%	310	282	346	-27	64	-8.8%	22.6%	22.4	20.4	25.0	-2.0	4.6
CULIACAN, SIN.	2,499	2,838	2,837	339	-1	13.6%	0.0%	1,172	1,252	1,018	80	-233	6.8%	-18.6%	46.9	44.1	35.9	-2.8	-8.2
DURANGO, DGO.	1,933	1,935	1,853	2	-82	0.1%	-4.2%	969	964	881	-5	-82	-0.5%	-8.6%	50.1	49.8	47.6	-0.3	-2.3
EL FUERTE, SIN. /1	n.d.	428	470	n.c.	42	n.c.	9.7%	n.d.	115	113	n.c.	-2	0.0%	-2.0%	n.d.	26.8	24.0	n.c.	-2.8
GUANAJUATO, GTO.	3,354	3,528	3,550	175	21	5.2%	0.6%	961	1,042	1,106	81	65	8.4%	6.2%	28.7	29.5	31.2	0.9	1.6
HERMOSILLO, SON.	3,094	3,094	3,415	0	321	0.0%	10.4%	1,741	2,002	1,910	261	-92	15.0%	-4.6%	56.3	64.7	55.9	8.4	-8.8
IRAPUATO, GTO.	2,616	2,776	2,796	160	20	6.1%	0.7%	940	916	982	-24	66	-2.5%	7.2%	35.9	33.0	35.1	-2.9	2.1
LEON, GTO.	6,671	6,895	6,988	224	93	3.4%	1.3%	2,817	2,786	2,407	-31	-379	-1.1%	-13.6%	42.2	40.4	34.4	-1.8	-6.0
LOS MOCHIS, SIN.	1,143	1,342	1,445	199	103	17.4%	7.7%	725	682	721	-43	39	-5.9%	5.7%	63.4	50.8	49.9	-12.6	-0.9
MÉRIDA, YUC.	8,266	8,454	8,552	189	98	2.3%	1.2%	4,729	4,837	4,626	108	-212	2.3%	-4.4%	57.2	57.2	54.1	0.0	-3.1
MORELIA, MICH.	4,491	4,483	4,774	-8	291	-0.2%	6.5%	2,169	2,345	2,697	176	352	8.1%	15.0%	48.3	52.3	56.5	4.0	4.2

RESULTADOS PRELIMINARES AL MES DE ENERO
Del 01-enero-2026 al 30-junio-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	449,408	451,243	464,098	1,834	12,855	0.41%	2.85%	270,748	266,947	266,754	-3,801	-193	-1.4%	-0.1%	60.2	59.2	57.5	-1.1	-1.7
OAXACA, OAX.	6,050	5,973	6,188	-77	215	-1.27%	3.60%	3,193	3,189	3,042	-4	-147	-0.1%	-4.6%	52.8	53.4	49.2	0.6	-4.2
PACHUCA, HGO.	1,680	1,681	1,688	1	7	0.05%	0.42%	964	1,133	1,019	170	-115	17.6%	-10.1%	57.4	67.4	60.4	10.1	-7.1
PALENQUE, CHIS.	2,071	2,072	2,088	1	16	0.06%	0.77%	744	746	863	1	118	0.2%	15.8%	35.9	36.0	41.3	0.0	5.4
PUEBLA, PUE.	10,254	10,585	10,724	331	139	3.23%	1.31%	5,788	6,116	6,230	328	114	5.7%	1.9%	56.4	57.8	58.1	1.3	0.3
QUERETARO, QRO.	7,421	7,427	7,550	6	123	0.08%	1.66%	4,336	4,237	4,051	-99	-186	-2.3%	-4.4%	58.4	57.1	53.7	-1.4	-3.4
SALAMANCA, GTO. /2	1,031	1,031	n.d.	0	n.c.	-0.02%	n.c.	371	343	n.d.	-29	n.c.	-7.8%	n.c.	36.0	33.2	n.d.	-2.8	n.c.
SAN CRISTÓBAL DE LAS CASAS, CHIS.	3,287	3,278	3,282	-8	4	-0.25%	0.12%	843	766	841	-76	75	-9.1%	9.8%	25.6	23.4	25.6	-2.3	2.3
SAN JUAN DE LOS LAGOS, JAL.	3,676	3,676	3,676	0	0	0.00%	0.00%	1,335	1,414	1,437	78	24	5.9%	1.7%	36.3	38.5	39.1	2.1	0.6
SAN JUAN DEL RÍO, QRO.	829	811	978	-18	167	-2.13%	20.58%	411	370	336	-41	-34	-10.0%	-9.1%	49.6	45.6	34.3	-4.0	-11.2
SAN LUIS POTOSÍ, S.L.P.	6,146	6,125	6,151	-21	26	-0.34%	0.42%	3,258	3,134	3,093	-125	-41	-3.8%	-1.3%	53.0	51.2	50.3	-1.9	-0.9
SAN MIGUEL DE ALLENDE, GTO.	3,063	3,191	3,093	128	-98	4.19%	-3.08%	1,188	1,280	1,191	92	-88	7.7%	-6.9%	38.8	40.1	38.5	1.3	-1.6
TAXCO, GRO. /5	900	876	1,367	-24	491	-2.70%	56.08%	185	235	341	50	106	26.9%	45.1%	20.6	26.9	25.0	6.3	-1.9
TEQUISQUIAPAN, QRO. /4	573	574	955	1	382	0.17%	66.55%	207	156	206	-52	50	-25.0%	32.4%	36.2	27.1	21.6	-9.1	-5.6
TLAXCALA, TLAX.	682	686	683	4	-3	0.56%	-0.46%	190	257	239	67	-17	35.2%	-6.7%	27.8	37.4	35.1	9.6	-2.4
TOLUCA, MÉX.	4,025	3,707	3,931	-318	225	-7.91%	6.06%	1,854	2,005	1,731	151	-274	8.1%	-13.7%	46.1	54.1	44.0	8.0	-10.1
TUXTLA GUTIÉRREZ, CHIS.	4,183	4,199	4,403	16	205	0.37%	4.87%	1,796	1,762	1,960	-34	198	-1.9%	11.2%	42.9	42.0	44.5	-1.0	2.5
VALLE DE BRAVO, MÉX.	1,250	1,291	1,275	41	-16	3.27%	-1.27%	244	307	247	63	-59	25.7%	-19.3%	19.5	23.7	19.4	4.2	-4.3
VILLAHERMOSA, TAB.	5,217	5,201	5,064	-16	-137	-0.31%	-2.63%	3,109	2,294	2,364	-815	70	-26.2%	3.1%	59.6	44.1	46.7	-15.5	2.6
XALAPA, VER.	3,131	3,196	3,402	65	207	2.08%	6.46%	1,469	1,479	1,451	10	-28	0.7%	-1.9%	46.9	46.3	42.6	-0.6	-3.6
ZACATECAS, ZAC.	3,016	3,141	3,216	125	75	4.14%	2.39%	925	956	1,010	31	54	3.3%	5.7%	30.7	30.4	31.4	-0.2	1.0
Fronterizas	15,559	15,860	16,059	301	199	1.94%	1.25%	9,772	9,945	9,768	173	-178	1.8%	-1.8%	62.8	62.7	60.8	-0.1	-1.9
CIUDAD JUÁREZ, CHIH.	4,542	4,542	4,644	0	103	0.00%	2.26%	2,951	3,012	3,029	61	17	2.1%	0.6%	65.0	66.3	65.2	1.3	-1.1
MEXICALI, BC.	2,831	2,956	2,917	125	-39	4.40%	-1.32%	1,697	1,583	1,522	-114	-61	-6.7%	-3.9%	59.9	53.6	52.2	-6.4	-1.4
PIEDRAS NEGRAS, COAH.	1,239	1,258	1,298	19	40	1.52%	3.15%	664	684	607	20	-77	2.9%	-11.2%	53.6	54.4	46.8	0.8	-7.6
TECATE, B.C.	601	678	678	77	0	12.81%	0.00%	418	400	369	-18	-31	-4.4%	-7.7%	69.6	59.0	54.4	-10.6	-4.5
TIJUANA, B.C.	6,346	6,427	6,522	81	95	1.28%	1.48%	4,041	4,267	4,241	226	-25	5.6%	-0.6%	63.7	66.4	65.0	2.7	-1.4

*Del 01-enero-2024 al 30-junio-2024
**Del 01-enero-2025 al 30-junio-2025
***Del 01-enero-2026 al 30-junio-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.