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| **Secretaría de Turismo** | | | | | | | | | | | | | | |  |
| **Ocupación en hoteles y moteles por centro turístico, corte mensual. DataTur** | | | | | | | | | | | | | | |  |
| Criterio de búsqueda Básico | | | | | | | | | | | | | | |  |
| Cobertura temporal Mensual Año(s): 2019 Mes(es): Enero, Febrero, Marzo, Abril, Mayo, Junio, Julio, Agosto, Septiembre, Octubre, Noviembre y Diciembre | | | | | | | | | | | | | | |  |
| Cobertura geográfica Centro Turístico, ocupación en hoteles y moteles | | | | | | | | | | | | | | |  |
| Selección Culiacán, El Fuerte, El Rosario, Escuinapa, Los Mochis y Mazatlán | | | | | | | | | | | | | | |  |
| Indicadores Cuartos ocupados, Llegadas de turistas, Llegadas de turistas no residentes, Llegadas de turistas residentes, Porcentaje de ocupación y Turistas noche | | | | | | | | | | | | | | |  |
| Categorías Total categorias | | | | | | | | | | | | | | |  |
| Concepto | Total | Subtotal | ene-19 | feb-19 | mar-19 | abr-19 | may-19 | jun-19 | jul-19 | ago-19 | sep-19 | oct-19 | nov-19 | dic-19 |  |
| Resumen |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 3,126,038 | 3,126,038 | 221,821 | 230,281 | 267,767 | 262,432 | 259,647 | 271,291 | 322,663 | 285,224 | 228,315 | 246,250 | 269,622 | 260,725 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 4,737,527 | 4,737,527 | 290,064 | 276,140 | 356,525 | 388,347 | 385,849 | 421,391 | 531,191 | 454,905 | 397,817 | 404,870 | 441,592 | 388,836 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 3,885,048 | 3,885,048 | 247,045 | 241,159 | 302,463 | 360,303 | 358,270 | 402,580 | 409,534 | 375,257 | 290,748 | 299,588 | 313,096 | 285,005 |  |
| Llegadas de turistas no residentes | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 852,479 | 852,479 | 43,019 | 34,981 | 54,062 | 28,044 | 27,579 | 18,811 | 121,657 | 79,648 | 107,069 | 105,282 | 128,496 | 103,831 |  |
| Turistas noche |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 9,688,749 | 9,688,749 | 590,324 | 554,708 | 687,705 | 734,742 | 688,598 | 851,690 | 1,122,572 | 1,018,623 | 830,278 | 851,420 | 911,007 | 847,082 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 57.67 | 57.67 | 48.44 | 55.58 | 58.56 | 59.37 | 56.77 | 61.33 | 70.53 | 62.39 | 50.82 | 52.75 | 59.68 | 55.88 |  |
| Culiacán |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 484,792 | 484,792 | 36,704 | 40,184 | 43,385 | 37,526 | 45,330 | 38,418 | 40,865 | 39,240 | 38,467 | 41,340 | 44,691 | 38,642 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 810,287 | 810,287 | 60,754 | 66,347 | 70,770 | 62,345 | 74,437 | 63,820 | 67,822 | 64,457 | 67,946 | 70,882 | 74,071 | 66,636 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 803,052 | 803,052 | 60,263 | 65,894 | 70,241 | 61,812 | 73,709 | 63,102 | 67,164 | 63,842 | 67,311 | 70,201 | 73,332 | 66,181 |  |
| Llegadas de turistas no residentes | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 7,235 | 7,235 | 491 | 453 | 529 | 533 | 728 | 718 | 658 | 615 | 635 | 681 | 739 | 455 |  |
| Turistas noche |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 942,576 | 942,576 | 70,423 | 77,783 | 83,353 | 72,917 | 87,360 | 73,571 | 78,913 | 74,806 | 77,186 | 81,430 | 87,417 | 77,417 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 47.34 | 47.34 | 42.19 | 51.16 | 49.91 | 44.61 | 52.15 | 45.64 | 46.98 | 45.11 | 45.7 | 47.53 | 53.08 | 44.42 |  |
| El Fuerte |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 33,551 | 33,551 | 2,235 | 2,523 | 3,128 | 3,627 | 2,026 | 1,674 | 2,779 | 2,409 | 3,174 | 3,899 | 3,008 | 3,069 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 56,750 | 56,750 | 5,025 | 3,638 | 3,990 | 5,145 | 2,795 | 2,637 | 4,906 | 4,058 | 6,947 | 7,256 | 5,081 | 5,272 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 55,000 | 55,000 | 4,950 | 3,280 | 3,683 | 4,904 | 2,703 | 2,605 | 4,870 | 4,033 | 6,845 | 6,970 | 4,931 | 5,226 |  |
| Llegadas de turistas no residentes | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 1,750 | 1,750 | 75 | 358 | 307 | 241 | 92 | 32 | 36 | 25 | 102 | 286 | 150 | 46 |  |
| Turistas noche |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 83,187 | 83,187 | 5,769 | 5,527 | 7,290 | 8,579 | 4,620 | 3,292 | 6,197 | 4,876 | 10,653 | 14,215 | 5,892 | 6,277 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 21.27 | 21.27 | 16.95 | 20.85 | 23.29 | 27.97 | 15.12 | 12.91 | 20.69 | 17.97 | 24.42 | 29.03 | 23.14 | 22.85 |  |
| El Rosario |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 16,839 | 16,839 | 1,253 | 1,212 | 1,243 | 1,593 | 987 | 1,347 | 1,719 | 1,572 | 1,328 | 1,346 | 1,743 | 1,496 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 49,934 | 49,934 | 3,342 | 3,317 | 3,750 | 4,492 | 2,680 | 3,580 | 4,260 | 4,927 | 4,622 | 4,133 | 5,809 | 5,022 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 49,934 | 49,934 | 3,342 | 3,317 | 3,750 | 4,492 | 2,680 | 3,580 | 4,260 | 4,927 | 4,622 | 4,133 | 5,809 | 5,022 |  |
| Llegadas de turistas no residentes | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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| Total categorias | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  |
| Turistas noche |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 84,926 | 84,926 | 3,342 | 3,317 | 3,750 | 4,492 | 2,680 | 6,818 | 8,975 | 10,850 | 9,538 | 8,345 | 13,006 | 9,813 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 24.99 | 24.99 | 21.73 | 23.25 | 21.55 | 30.56 | 17.13 | 24.13 | 29.81 | 27.26 | 23.79 | 23.98 | 31.23 | 25.94 |  |
| Escuinapa |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 34,419 | 34,419 | 2,667 | 1,775 | 2,310 | 2,994 | 2,615 | 2,430 | 3,948 | 3,274 | 2,310 | 2,729 | 3,431 | 3,936 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 100,090 | 100,090 | 6,039 | 4,614 | 6,335 | 9,059 | 7,288 | 5,940 | 12,054 | 10,813 | 7,602 | 8,295 | 11,133 | 10,918 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 100,090 | 100,090 | 6,039 | 4,614 | 6,335 | 9,059 | 7,288 | 5,940 | 12,054 | 10,813 | 7,602 | 8,295 | 11,133 | 10,918 |  |
| Llegadas de turistas no residentes | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  |
| Turistas noche |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 166,997 | 166,997 | 6,195 | 4,614 | 6,335 | 9,059 | 9,031 | 6,003 | 24,804 | 21,621 | 15,816 | 16,828 | 23,286 | 23,405 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 39.86 | 39.86 | 36.22 | 26.65 | 32.42 | 42.15 | 35.55 | 34.17 | 53.85 | 44.47 | 32.42 | 37.3 | 48.15 | 53.49 |  |
| Los Mochis |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 301,929 | 301,929 | 22,928 | 23,639 | 25,320 | 24,706 | 27,310 | 25,102 | 29,430 | 24,181 | 22,154 | 25,794 | 26,812 | 24,553 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 431,873 | 431,873 | 32,823 | 32,104 | 35,246 | 31,435 | 35,582 | 36,662 | 42,527 | 35,110 | 31,226 | 45,235 | 38,139 | 35,784 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 426,030 | 426,030 | 32,296 | 31,915 | 35,004 | 31,008 | 35,288 | 36,407 | 41,948 | 34,761 | 30,750 | 43,788 | 37,721 | 35,144 |  |
| Llegadas de turistas no residentes | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 5,843 | 5,843 | 527 | 189 | 242 | 427 | 294 | 255 | 579 | 349 | 476 | 1,447 | 418 | 640 |  |
| Turistas noche |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 591,577 | 591,577 | 41,276 | 41,636 | 44,672 | 43,228 | 46,761 | 43,628 | 51,382 | 41,705 | 41,130 | 100,552 | 51,707 | 43,900 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 53.41 | 53.41 | 47.2 | 53.6 | 52.63 | 53.17 | 56.83 | 54.56 | 61.29 | 50.26 | 47.67 | 53.72 | 58.35 | 51.81 |  |
| Mazatlán |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 2,254,508 | 2,254,508 | 156,034 | 160,948 | 192,381 | 191,986 | 181,379 | 202,320 | 243,922 | 214,548 | 160,882 | 171,142 | 189,937 | 189,029 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 3,288,593 | 3,288,593 | 182,081 | 166,120 | 236,434 | 275,871 | 263,067 | 308,752 | 399,622 | 335,540 | 279,474 | 269,069 | 307,359 | 265,204 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 2,450,942 | 2,450,942 | 140,155 | 132,139 | 183,450 | 249,028 | 236,602 | 290,946 | 279,238 | 256,881 | 173,618 | 166,201 | 180,170 | 162,514 |  |
| Llegadas de turistas no residentes | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 837,651 | 837,651 | 41,926 | 33,981 | 52,984 | 26,843 | 26,465 | 17,806 | 120,384 | 78,659 | 105,856 | 102,868 | 127,189 | 102,690 |  |
| Turistas noche |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 7,819,486 | 7,819,486 | 463,319 | 421,831 | 542,305 | 596,467 | 538,146 | 718,378 | 952,301 | 864,765 | 675,955 | 630,050 | 729,699 | 686,270 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 64.06 | 64.06 | 52.71 | 60.14 | 65.02 | 67.1 | 61.31 | 70.62 | 82.41 | 72.6 | 54.94 | 56.04 | 64.19 | 61.85 |  |
| FUENTE: Sistema Nacional de Información Estadística del Sector Turismo de México-DATATUR, con base en información generada a través del programa de monitoreo de la ocupación en servicios turísticos de hospedaje | | | | | | | | | | | | | | | |