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| **Ocupación en hoteles y moteles por centro turístico, corte mensual. DataTur** | | | | | | | | | | | | | | | |
| Criterio de búsqueda Básico | | | | | | | | | | | | | | | |
| Cobertura temporal Mensual Año(s): 2020 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, Estadía promedio, Llegadas de turistas, Llegadas de turistas no residentes, Llegadas de turistas residentes, Porcentaje de ocupación, Turistas noche, Turistas noche no residentes y Turistas noche residentes | | | | | | | | | | | | | | | |
| Categorías Total categorias | | | | | | | | | | | | | | | |
| Concepto | Total | Subtotal | ene-20 | feb-20 | mar-20 | abr-20 | may-20 | jun-20 | jul-20 | ago-20 | sep-20 | oct-20 | nov-20 | dic-20 |  |
| Resumen |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 1,886,750 | 1,886,750 | 253,558 | 255,219 | 188,736 | 3,176 | 5,174 | 9,041 | 154,708 | 207,668 | 191,734 | 212,385 | 200,141 | 205,210 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 3,538,708 | 3,538,708 | 365,698 | 358,936 | 297,432 | 2,921 | 9,457 | 14,117 | 382,098 | 491,393 | 444,827 | 417,384 | 385,015 | 369,430 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 2,839,824 | 2,839,824 | 267,316 | 272,100 | 236,923 | 2,916 | 9,457 | 14,117 | 349,624 | 417,244 | 349,475 | 330,999 | 306,329 | 283,324 |  |
| Llegadas de turistas no residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 698,884 | 698,884 | 98,382 | 86,836 | 60,509 | 5 | 0 | 0 | 32,474 | 74,149 | 95,352 | 86,385 | 78,686 | 86,106 |  |
| Turistas noche |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 8,433,035 | 8,433,035 | 844,749 | 847,653 | 690,277 | 5,921 | 17,654 | 39,363 | 920,300 | 1,112,708 | 944,181 | 1,039,316 | 990,217 | 980,696 |  |
| Turistas noche residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 6,819,575 | 6,819,575 | 550,458 | 559,934 | 514,857 | 5,777 | 17,654 | 39,363 | 835,382 | 1,004,221 | 786,144 | 877,794 | 827,020 | 800,971 |  |
| Turistas noche no residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 1,613,460 | 1,613,460 | 294,291 | 287,719 | 175,420 | 144 | 0 | 0 | 84,918 | 108,487 | 158,037 | 161,522 | 163,197 | 179,725 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 34.26 | 34.26 | 54.4 | 58.5 | 41.06 | 0.7 | 1.1 | 1.98 | 33.43 | 44.53 | 42.42 | 45.52 | 44.52 | 44.23 |  |
| Estadía promedio |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 2.38 | 2.38 | 2.31 | 2.36 | 2.32 | 2.03 | 1.87 | 2.79 | 2.41 | 2.26 | 2.12 | 2.49 | 2.57 | 2.65 |  |
| Culiacán |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 261,891 | 261,891 | 39,393 | 42,688 | 25,822 | 65 | 1,459 | 2,809 | 20,290 | 25,601 | 22,638 | 26,483 | 26,473 | 28,170 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 678,035 | 678,035 | 67,775 | 75,430 | 46,983 | 40 | 5,558 | 6,504 | 68,817 | 94,189 | 82,461 | 76,054 | 77,339 | 76,885 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 672,143 | 672,143 | 67,299 | 75,086 | 46,732 | 40 | 5,558 | 6,504 | 68,817 | 94,189 | 82,461 | 75,562 | 77,339 | 72,556 |  |
| Llegadas de turistas no residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 5,892 | 5,892 | 476 | 344 | 251 | 0 | 0 | 0 | 0 | 0 | 0 | 492 | 0 | 4,329 |  |
| Turistas noche |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 1,431,500 | 1,431,500 | 77,932 | 85,415 | 52,432 | 71 | 11,633 | 20,561 | 158,712 | 204,145 | 179,489 | 209,824 | 209,651 | 221,635 |  |
| Turistas noche residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 1,420,153 | 1,420,153 | 76,980 | 84,828 | 52,091 | 71 | 11,633 | 20,561 | 158,712 | 204,145 | 179,489 | 208,961 | 209,651 | 213,031 |  |
| Turistas noche no residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 11,347 | 11,347 | 952 | 587 | 341 | 0 | 0 | 0 | 0 | 0 | 0 | 863 | 0 | 8,604 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 25.25 | 25.25 | 45.31 | 52.55 | 29.74 | 0.08 | 1.65 | 3.29 | 23.01 | 29.05 | 26.52 | 30.03 | 31.05 | 31.95 |  |
| Estadía promedio |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 2.11 | 2.11 | 1.15 | 1.13 | 1.12 | 1.78 | 2.09 | 3.16 | 2.31 | 2.17 | 2.18 | 2.76 | 2.71 | 2.88 |  |
| El Fuerte |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 17,262 | 17,262 | 1,850 | 2,430 | 2,763 | 588 | 444 | 121 | 1,002 | 816 | 733 | 1,502 | 3,026 | 1,987 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 25,417 | 25,417 | 2,886 | 4,128 | 4,100 | 1,177 | 64 | 51 | 654 | 801 | 827 | 1,839 | 4,890 | 4,000 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 24,788 | 24,788 | 2,823 | 3,922 | 3,744 | 1,177 | 64 | 51 | 654 | 799 | 827 | 1,839 | 4,888 | 4,000 |  |
| Llegadas de turistas no residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 629 | 629 | 63 | 206 | 356 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 |  |
| Turistas noche |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 30,904 | 30,904 | 3,705 | 4,825 | 5,264 | 1,177 | 444 | 140 | 1,232 | 984 | 889 | 2,174 | 6,027 | 4,043 |  |
| Turistas noche residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 30,229 | 30,229 | 3,633 | 4,598 | 4,892 | 1,177 | 444 | 140 | 1,232 | 982 | 889 | 2,174 | 6,025 | 4,043 |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Turistas noche no residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 675 | 675 | 72 | 227 | 372 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 10.89 | 10.89 | 13.77 | 19.34 | 20.56 | 4.52 | 3.31 | 0.93 | 7.46 | 6.08 | 5.65 | 11.18 | 23.28 | 14.79 |  |
| Estadía promedio |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 1.22 | 1.22 | 1.28 | 1.17 | 1.28 | 1 | 6.94 | 2.75 | 1.88 | 1.23 | 1.07 | 1.18 | 1.23 | 1.01 |  |
| El Rosario |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 16,771 | 16,771 | 1,711 | 945 | 1,039 | 636 | 914 | 1,021 | 1,886 | 2,116 | 1,379 | 1,556 | 1,345 | 2,223 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 46,904 | 46,904 | 5,110 | 3,072 | 2,186 | 777 | 960 | 2,088 | 6,301 | 7,392 | 4,995 | 4,512 | 3,834 | 5,677 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 46,904 | 46,904 | 5,110 | 3,072 | 2,186 | 777 | 960 | 2,088 | 6,301 | 7,392 | 4,995 | 4,512 | 3,834 | 5,677 |  |
| 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 | 115,766 | 115,766 | 10,519 | 6,628 | 6,924 | 1,629 | 1,920 | 5,032 | 14,503 | 16,924 | 11,030 | 12,317 | 10,596 | 17,744 |  |
| Turistas noche residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 115,766 | 115,766 | 10,519 | 6,628 | 6,924 | 1,629 | 1,920 | 5,032 | 14,503 | 16,924 | 11,030 | 12,317 | 10,596 | 17,744 |  |
| Turistas noche no residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 24.63 | 24.63 | 29.71 | 17.51 | 18.02 | 11.39 | 15.85 | 18.29 | 32.7 | 36.69 | 24.7 | 26.98 | 24.1 | 38.55 |  |
| Estadía promedio |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 2.47 | 2.47 | 2.06 | 2.16 | 3.17 | 2.1 | 2 | 2.41 | 2.3 | 2.29 | 2.21 | 2.73 | 2.76 | 3.13 |  |
| Escuinapa |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 28,405 | 28,405 | 3,232 | 2,143 | 2,014 | 436 | 847 | 1,857 | 2,345 | 3,617 | 2,423 | 2,520 | 3,481 | 3,490 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 88,637 | 88,637 | 12,223 | 7,660 | 5,408 | 640 | 1,168 | 3,583 | 8,091 | 13,212 | 7,875 | 9,012 | 10,170 | 9,595 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 88,637 | 88,637 | 12,223 | 7,660 | 5,408 | 640 | 1,168 | 3,583 | 8,091 | 13,212 | 7,875 | 9,012 | 10,170 | 9,595 |  |
| 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 | 203,690 | 203,690 | 24,503 | 15,749 | 12,751 | 1,252 | 1,942 | 8,347 | 17,265 | 28,690 | 18,814 | 19,485 | 27,724 | 27,168 |  |
| Turistas noche residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 203,690 | 203,690 | 24,503 | 15,749 | 12,751 | 1,252 | 1,942 | 8,347 | 17,265 | 28,690 | 18,814 | 19,485 | 27,724 | 27,168 |  |
| Turistas noche no residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 32.68 | 32.68 | 43.85 | 31.07 | 27.32 | 6.12 | 11.49 | 26.06 | 31.84 | 49.07 | 33.96 | 34.19 | 49.5 | 47.35 |  |
| Estadía promedio |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 2.3 | 2.3 | 2 | 2.06 | 2.36 | 1.96 | 1.66 | 2.33 | 2.13 | 2.17 | 2.39 | 2.16 | 2.73 | 2.83 |  |
| Los Mochis |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 161,408 | 161,408 | 22,283 | 20,839 | 19,392 | 1,307 | 1,510 | 2,758 | 11,079 | 13,277 | 12,394 | 15,583 | 19,139 | 21,847 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 184,896 | 184,896 | 30,677 | 27,715 | 22,674 | 236 | 1,707 | 827 | 9,976 | 13,494 | 11,555 | 17,292 | 23,827 | 24,916 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 182,946 | 182,946 | 30,277 | 27,326 | 22,311 | 236 | 1,707 | 827 | 9,922 | 13,421 | 11,490 | 17,226 | 23,775 | 24,428 |  |
| Llegadas de turistas no residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 1,950 | 1,950 | 400 | 389 | 363 | 0 | 0 | 0 | 54 | 73 | 65 | 66 | 52 | 488 |  |
| Turistas noche |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 249,006 | 249,006 | 37,300 | 34,328 | 31,104 | 1,413 | 1,715 | 3,070 | 16,390 | 17,882 | 15,850 | 26,101 | 31,029 | 32,824 |  |
| Turistas noche residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 245,983 | 245,983 | 36,814 | 33,877 | 30,619 | 1,413 | 1,715 | 3,070 | 16,299 | 17,797 | 15,771 | 25,981 | 30,878 | 31,749 |  |
| Turistas noche no residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 3,023 | 3,023 | 486 | 451 | 485 | 0 | 0 | 0 | 91 | 85 | 79 | 120 | 151 | 1,075 |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 28.39 | 28.39 | 47.36 | 47.28 | 41.9 | 2.71 | 3.02 | 5.7 | 23.36 | 27.74 | 26.84 | 32.48 | 41.16 | 44.99 |  |
| Estadía promedio |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 1.35 | 1.35 | 1.22 | 1.24 | 1.37 | 5.99 | 1 | 3.71 | 1.64 | 1.33 | 1.37 | 1.51 | 1.3 | 1.32 |  |
| Mazatlán |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cuartos ocupados |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 1,401,013 | 1,401,013 | 185,089 | 186,174 | 137,706 | 144 | 0 | 475 | 118,106 | 162,241 | 152,167 | 164,741 | 146,677 | 147,493 |  |
| Llegadas de turistas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 2,514,819 | 2,514,819 | 247,027 | 240,931 | 216,081 | 51 | 0 | 1,064 | 288,259 | 362,305 | 337,114 | 308,675 | 264,955 | 248,357 |  |
| Llegadas de turistas residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 1,824,406 | 1,824,406 | 149,584 | 155,034 | 156,542 | 46 | 0 | 1,064 | 255,839 | 288,231 | 241,827 | 222,848 | 186,323 | 167,068 |  |
| Llegadas de turistas no residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 690,413 | 690,413 | 97,443 | 85,897 | 59,539 | 5 | 0 | 0 | 32,420 | 74,074 | 95,287 | 85,827 | 78,632 | 81,289 |  |
| Turistas noche |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 6,402,169 | 6,402,169 | 690,790 | 700,708 | 581,802 | 379 | 0 | 2,213 | 712,198 | 844,083 | 718,109 | 769,415 | 705,190 | 677,282 |  |
| Turistas noche residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 4,803,754 | 4,803,754 | 398,009 | 414,254 | 407,580 | 235 | 0 | 2,213 | 627,371 | 735,683 | 560,151 | 608,876 | 542,146 | 507,236 |  |
| Turistas noche no residentes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 1,598,415 | 1,598,415 | 292,781 | 286,454 | 174,222 | 144 | 0 | 0 | 84,827 | 108,400 | 157,958 | 160,539 | 163,044 | 170,046 |  |
| Porcentaje de ocupación |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 39.04 | 39.04 | 60.57 | 65.07 | 45.91 | 0.04 | 0 | 0.16 | 39.29 | 53.41 | 51.61 | 54.22 | 50.21 | 49.05 |  |
| Estadía promedio |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total categorias | 2.55 | 2.55 | 2.8 | 2.91 | 2.69 | 7.43 | 0 | 2.08 | 2.47 | 2.33 | 2.13 | 2.49 | 2.66 | 2.73 |  |
| 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 turisticos de hospedaje. | | | | | | | | | | | | | | | |