Actividad Turística de la Ciudad de México
Indicadores 2007 - 2013

ENERO-NOVIEMBRE

Dirección General de Planeación y Desarrollo Turístico
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<td>Concepto</td>
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<td>-------</td>
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<tr>
<td>Habitaciones</td>
<td>48,724</td>
</tr>
<tr>
<td>Porcentaje de Ocupación</td>
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</tr>
<tr>
<td>Llegada de Turistas</td>
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<tr>
<td>Nacionales</td>
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<td>Cuartos Ocupados 2/</td>
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<td>Estadía 3/</td>
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<td>Densidad 4/</td>
<td>2.12</td>
</tr>
<tr>
<td>Derrama total (mdd) 5/</td>
<td>3,783.6</td>
</tr>
<tr>
<td>Derrama total (mdp) 5/</td>
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</tr>
<tr>
<td>Llegada de extranjeros por el AICM 6/</td>
<td>1,724,672</td>
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**Notas:**
1/ Es la suma durante un periodo determinado de turistas hospedados cada día. Se obtiene al multiplicar los cuartos ocupados por la densidad.
2/ Suma de cuartos ocupados diarios en un periodo determinado.
3/ Lapso de permanencia de una persona o personas en determinado lugar.
4/ Número promedio de personas que se hospedan en un cuarto.
5/ Solo considera el efectuado por turistas hospedados en establecimientos de hospedaje. El gasto no coincide con lo publicado en informes anteriores, debido a que se llevó a cabo un cambio en la metodología; en lugar de tomar en cuenta el Índice inflacionario se toma el Índice nacional de precios al productor Base junio 2012=100 (SCIAN 2007), Producción total según actividad económica (finales más intermedios, clasificación SCIAN 2007), Actividades terciarias, 72 Servicios de alojamiento temporal y preparación de alimentos y bebidas, 721 Servicios de alojamiento temporal. Para el gasto en pesos. Para el gasto en dólares, la fuente es BANXICO.
6/ Elaborado con datos del Centro de Estudios Migratorios de la Unidad de Política Migratoria, SEGOB.

Gráfica 1
Derrama total de los turistas hospedados en hoteles 2007-2013
Enero-Noviembre
(millones de dólares)

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013p/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internacionales</td>
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<td>2,030.8</td>
<td>1,273.8</td>
<td>1,207.6</td>
<td>1,359.3</td>
<td>1,566.5</td>
<td>1,726.4</td>
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<tr>
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<td>2,021.4</td>
<td>1,522.9</td>
<td>1,919.4</td>
<td>2,296.8</td>
<td>2,161.8</td>
<td>2,362.5</td>
</tr>
<tr>
<td>Total</td>
<td>3,783.6</td>
<td>4,052.2</td>
<td>2,796.7</td>
<td>3,127.0</td>
<td>3,656.1</td>
<td>3,728.3</td>
<td>4,089.0</td>
</tr>
</tbody>
</table>

* Cifras preliminares.

Fuente: Secretaría de Turismo del Gobierno del Distrito Federal con datos del Banco de México.
Gráfica 2
Derrama total de los turistas hospedados en hoteles 2007-2013
Enero-Noviembre
(millones de pesos)

<table>
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<th></th>
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<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013p/</th>
</tr>
</thead>
<tbody>
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<td>22,171.3</td>
<td>17,439.1</td>
<td>15,285.0</td>
<td>16,764.5</td>
<td>20,588.0</td>
<td>22,044.4</td>
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<tr>
<td>Nacionales</td>
<td>20,659.3</td>
<td>22,083.2</td>
<td>20,689.9</td>
<td>24,295.1</td>
<td>28,281.5</td>
<td>28,402.8</td>
<td>30,125.0</td>
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<tr>
<td>Total</td>
<td>41,350.1</td>
<td>44,254.5</td>
<td>38,129.0</td>
<td>39,580.2</td>
<td>45,046.0</td>
<td>48,990.8</td>
<td>52,169.4</td>
</tr>
</tbody>
</table>

p/ Cifras preliminares.

Gráfica 3
Gasto promedio\(^1\) por turista hospedado, 2007-2013
Enero-Noviembre
(dólares)

<table>
<thead>
<tr>
<th></th>
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<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013 p/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internacionales</td>
<td>748.8</td>
<td>765.8</td>
<td>709.4</td>
<td>714.8</td>
<td>719.1</td>
<td>753.3</td>
<td>796.6</td>
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<td>Nacionales</td>
<td>244.8</td>
<td>250.4</td>
<td>206.9</td>
<td>227.1</td>
<td>246.0</td>
<td>235.4</td>
<td>248.5</td>
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<tr>
<td>Promedio</td>
<td>369.0</td>
<td>377.9</td>
<td>305.5</td>
<td>308.3</td>
<td>325.7</td>
<td>330.5</td>
<td>350.3</td>
</tr>
</tbody>
</table>

Nota:
\(^1\) Se refiere a la erogación media realizado por turista.
\(^\text{p}/\) Cifras preliminares

Fuente: Secretaría de Turismo del Gobierno del Distrito Federal con datos del Banco de México.
Gráfica 4
Gasto promedio\(^1/\) por turista hospedado, 2007-2013
Enero-Noviembre
(pesos)

<table>
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<th>2008</th>
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<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013 p/</th>
</tr>
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<tbody>
<tr>
<td>Internacionales</td>
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<td>8,360.5</td>
<td>9,711.1</td>
<td>9,048.0</td>
<td>8,869.3</td>
<td>9,810.1</td>
<td>10,379.9</td>
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<td>2,736.0</td>
<td>2,811.2</td>
<td>2,874.0</td>
<td>3,029.3</td>
<td>3,092.8</td>
<td>3,169.1</td>
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<tr>
<td>Promedio</td>
<td>4,032.8</td>
<td>4,127.0</td>
<td>4,164.5</td>
<td>3,902.3</td>
<td>4,012.6</td>
<td>4,342.3</td>
<td>4,464.9</td>
</tr>
</tbody>
</table>

Nota:
\(^1/\) Se refiere a la erogación media realizado por turista.
\(^P/\) Cifras preliminares

Fuente: Secretaría de Turismo del Gobierno del Distrito Federal con datos del Banco de México.
### Cuadro 2

**Turistas**\(^1\) **hospedados en hoteles 2007-2013**

**Enero-Noviembre**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
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<td>Internacionales</td>
<td>Nacionales</td>
<td>Internacionales</td>
<td>Nacionales</td>
<td>Internacionales</td>
<td>Nacionales</td>
</tr>
<tr>
<td>Febrero</td>
<td>605,580</td>
<td>212,734</td>
<td>732,930</td>
<td>224,581</td>
<td>657,792</td>
<td>154,665</td>
<td>722,182</td>
</tr>
<tr>
<td>Marzo</td>
<td>646,702</td>
<td>239,388</td>
<td>724,348</td>
<td>196,191</td>
<td>708,917</td>
<td>187,781</td>
<td>710,778</td>
</tr>
<tr>
<td>Mayo</td>
<td>598,503</td>
<td>220,745</td>
<td>667,853</td>
<td>243,353</td>
<td>319,332</td>
<td>54,906</td>
<td>685,341</td>
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<tr>
<td>Junio</td>
<td>667,985</td>
<td>206,041</td>
<td>646,305</td>
<td>235,662</td>
<td>548,973</td>
<td>104,946</td>
<td>729,249</td>
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<tr>
<td>Julio</td>
<td>763,196</td>
<td>249,149</td>
<td>668,326</td>
<td>243,515</td>
<td>843,408</td>
<td>172,364</td>
<td>816,985</td>
</tr>
<tr>
<td>Septiembre</td>
<td>710,405</td>
<td>211,601</td>
<td>721,386</td>
<td>235,739</td>
<td>578,039</td>
<td>204,453</td>
<td>758,282</td>
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<tr>
<td>Octubre</td>
<td>862,295</td>
<td>229,204</td>
<td>839,428</td>
<td>233,466</td>
<td>788,651</td>
<td>161,417</td>
<td>789,530</td>
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<tr>
<td>Noviembre</td>
<td>767,768</td>
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<td>757,418</td>
<td>230,741</td>
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<td>184,691</td>
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<td>198,895</td>
<td>654,193</td>
<td>156,695</td>
<td>790,667</td>
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<td><strong>Total</strong></td>
<td>7,726,735</td>
<td>2,526,794</td>
<td>8,071,212</td>
<td>2,651,904</td>
<td>7,359,831</td>
<td>1,795,788</td>
<td>8,453,466</td>
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\(^1\) Visitante que permanece por lo menos una noche en un medio de alojamiento colectivo o privado en el lugar visitado.

Cuadro 3
Turistas hospedados en hoteles por categoría 2007-2013
Enero-Noviembre

<table>
<thead>
<tr>
<th>Categoría</th>
<th>2007</th>
<th>2008</th>
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<th>2012</th>
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<tr>
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<td>Internacionales</td>
<td>Nacionales</td>
</tr>
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<td>1,311,355</td>
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<td>1,524,253</td>
<td>1,432,735</td>
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<td>782,297</td>
<td>1,596,228</td>
<td>1,639,237</td>
<td>1,919,880</td>
<td>2,077,926</td>
<td>1,837,214</td>
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<td>1,551,526</td>
<td>1,601,042</td>
<td>1,928,263</td>
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<td>2,159,829</td>
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<td>204,174</td>
<td>1,626,267</td>
<td>1,459,273</td>
<td>1,492,788</td>
<td>1,391,046</td>
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<td>578,648</td>
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<tr>
<td><strong>Total</strong></td>
<td>7,726,735</td>
<td>2,526,794</td>
<td>8,071,212</td>
<td>8,453,466</td>
<td>9,183,614</td>
<td>9,505,772</td>
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### Cuadro 4
Porcentaje de ocupación por categoría, 2007-2013
Enero-Noviembre

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<td>57.97%</td>
<td>64.93%</td>
<td>67.22%</td>
<td>65.48%</td>
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<td>5 Estrellas</td>
<td>61.31%</td>
<td>61.23%</td>
<td>50.00%</td>
<td>58.58%</td>
<td>64.01%</td>
<td>68.07%</td>
<td>70.66%</td>
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<tr>
<td>4 Estrellas</td>
<td>59.65%</td>
<td>60.73%</td>
<td>49.19%</td>
<td>56.03%</td>
<td>60.48%</td>
<td>67.82%</td>
<td>70.76%</td>
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<td>3 Estrellas</td>
<td>49.77%</td>
<td>49.78%</td>
<td>39.95%</td>
<td>45.74%</td>
<td>50.37%</td>
<td>54.39%</td>
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<td>2 Estrellas</td>
<td>58.84%</td>
<td>61.00%</td>
<td>51.91%</td>
<td>52.68%</td>
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<td>59.61%</td>
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<td>172,173</td>
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<td>149,218</td>
<td>159,751</td>
</tr>
<tr>
<td>Benito Juárez</td>
<td>734,217</td>
<td>763,539</td>
<td>684,981</td>
<td>791,311</td>
<td>877,380</td>
<td>899,700</td>
<td>908,740</td>
</tr>
<tr>
<td>Coyoacán</td>
<td>206,508</td>
<td>218,547</td>
<td>187,181</td>
<td>201,249</td>
<td>220,172</td>
<td>209,960</td>
<td>194,826</td>
</tr>
<tr>
<td>Cuajimalpa</td>
<td>18,631</td>
<td>18,825</td>
<td>15,410</td>
<td>18,545</td>
<td>57,028</td>
<td>61,962</td>
<td>85,398</td>
</tr>
<tr>
<td>Cuauhtémoc</td>
<td>5,852,862</td>
<td>6,172,400</td>
<td>5,265,348</td>
<td>5,750,922</td>
<td>6,323,694</td>
<td>6,209,829</td>
<td>6,319,293</td>
</tr>
<tr>
<td>Gustavo A. Madero</td>
<td>413,280</td>
<td>426,946</td>
<td>378,773</td>
<td>434,107</td>
<td>507,572</td>
<td>515,568</td>
<td>552,850</td>
</tr>
<tr>
<td>Iztacalco</td>
<td>146,492</td>
<td>153,096</td>
<td>131,681</td>
<td>154,426</td>
<td>172,539</td>
<td>168,889</td>
<td>171,676</td>
</tr>
<tr>
<td>Magdalena Contreras</td>
<td>60,749</td>
<td>62,295</td>
<td>52,506</td>
<td>58,311</td>
<td>62,692</td>
<td>63,100</td>
<td>59,796</td>
</tr>
<tr>
<td>Miguel Hidalgo</td>
<td>1,274,692</td>
<td>1,309,081</td>
<td>1,056,733</td>
<td>1,195,930</td>
<td>1,286,846</td>
<td>1,306,967</td>
<td>1,407,899</td>
</tr>
<tr>
<td>Tláhuac</td>
<td>19,594</td>
<td>21,902</td>
<td>18,109</td>
<td>19,077</td>
<td>21,336</td>
<td>21,553</td>
<td>17,488</td>
</tr>
<tr>
<td>Tlalpan</td>
<td>248,139</td>
<td>252,409</td>
<td>201,038</td>
<td>232,294</td>
<td>268,412</td>
<td>275,915</td>
<td>269,780</td>
</tr>
<tr>
<td>Venustiano Carranza</td>
<td>588,742</td>
<td>593,574</td>
<td>514,760</td>
<td>566,222</td>
<td>617,037</td>
<td>685,241</td>
<td>725,113</td>
</tr>
<tr>
<td>Xochimilco</td>
<td>91,711</td>
<td>98,563</td>
<td>87,099</td>
<td>101,247</td>
<td>111,049</td>
<td>88,904</td>
<td>82,055</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>10,253,529</td>
<td>10,723,116</td>
<td>9,155,619</td>
<td>10,142,782</td>
<td>11,226,239</td>
<td>11,282,259</td>
<td>11,673,106</td>
</tr>
</tbody>
</table>

Nota:

1/ Estimación con base en la composición de hoteles por categoría en cada Delegación.

### Cuadro 6
Porcentaje de ocupación por Delegación ¹, 2007-2013
Enero-Noviembre

<table>
<thead>
<tr>
<th>Delegación</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Álvaro Obregón</td>
<td>61.75%</td>
<td>62.62%</td>
<td>48.71%</td>
<td>57.57%</td>
<td>63.16%</td>
<td>68.57%</td>
<td>69.44%</td>
</tr>
<tr>
<td>Azcapotzalco</td>
<td>54.70%</td>
<td>55.12%</td>
<td>45.02%</td>
<td>49.50%</td>
<td>52.23%</td>
<td>57.91%</td>
<td>60.58%</td>
</tr>
<tr>
<td>Benito Juárez</td>
<td>57.07%</td>
<td>56.70%</td>
<td>46.18%</td>
<td>53.10%</td>
<td>57.35%</td>
<td>63.49%</td>
<td>66.27%</td>
</tr>
<tr>
<td>Coyoacán</td>
<td>59.26%</td>
<td>60.42%</td>
<td>48.90%</td>
<td>55.57%</td>
<td>60.33%</td>
<td>64.85%</td>
<td>67.60%</td>
</tr>
<tr>
<td>Cuajimalpa</td>
<td>49.77%</td>
<td>56.22%</td>
<td>39.94%</td>
<td>45.75%</td>
<td>58.78%</td>
<td>64.12%</td>
<td>69.31%</td>
</tr>
<tr>
<td>Cuauhtémoc</td>
<td>56.40%</td>
<td>55.72%</td>
<td>45.56%</td>
<td>51.49%</td>
<td>55.71%</td>
<td>61.62%</td>
<td>64.51%</td>
</tr>
<tr>
<td>Gustavo A. Madero</td>
<td>51.94%</td>
<td>51.25%</td>
<td>42.04%</td>
<td>47.12%</td>
<td>50.98%</td>
<td>55.35%</td>
<td>59.29%</td>
</tr>
<tr>
<td>Iztacalco</td>
<td>56.28%</td>
<td>56.64%</td>
<td>44.73%</td>
<td>51.44%</td>
<td>54.94%</td>
<td>60.24%</td>
<td>63.32%</td>
</tr>
<tr>
<td>Iztapalapa</td>
<td>55.78%</td>
<td>55.85%</td>
<td>45.32%</td>
<td>51.38%</td>
<td>56.16%</td>
<td>60.98%</td>
<td>65.29%</td>
</tr>
<tr>
<td>Magdalena Contreras</td>
<td>61.30%</td>
<td>63.67%</td>
<td>50.00%</td>
<td>58.58%</td>
<td>64.01%</td>
<td>67.96%</td>
<td>70.17%</td>
</tr>
<tr>
<td>Miguel Hidalgo</td>
<td>60.32%</td>
<td>59.32%</td>
<td>46.20%</td>
<td>54.96%</td>
<td>60.16%</td>
<td>64.68%</td>
<td>65.83%</td>
</tr>
<tr>
<td>Tláhuac</td>
<td>59.66%</td>
<td>68.84%</td>
<td>49.19%</td>
<td>56.03%</td>
<td>60.43%</td>
<td>67.19%</td>
<td>70.78%</td>
</tr>
<tr>
<td>Tlalpan</td>
<td>57.44%</td>
<td>58.08%</td>
<td>45.33%</td>
<td>53.48%</td>
<td>58.80%</td>
<td>63.04%</td>
<td>65.14%</td>
</tr>
<tr>
<td>Venustiano Carranza</td>
<td>57.66%</td>
<td>57.09%</td>
<td>46.99%</td>
<td>53.06%</td>
<td>57.18%</td>
<td>63.95%</td>
<td>66.60%</td>
</tr>
<tr>
<td>Xochimilco</td>
<td>56.98%</td>
<td>58.17%</td>
<td>46.01%</td>
<td>52.26%</td>
<td>55.12%</td>
<td>61.78%</td>
<td>65.05%</td>
</tr>
<tr>
<td>Promedio</td>
<td>56.96%</td>
<td>56.47%</td>
<td>45.70%</td>
<td>52.17%</td>
<td>56.57%</td>
<td>62.31%</td>
<td>65.05%</td>
</tr>
</tbody>
</table>

Nota:
¹ Estimación con base en la composición de hoteles por categoría en cada Delegación.

## Cuadro 7

**Turistas hospedados por Zona Turística**, 2007-2013

**Enero-Noviembre**

<table>
<thead>
<tr>
<th>Zona Turística</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centro Histórico-Alameda</td>
<td>2,001,950</td>
<td>2,082,373</td>
<td>1,826,465</td>
<td>1,957,369</td>
<td>2,139,627</td>
<td>2,047,779</td>
<td>2,122,673</td>
</tr>
<tr>
<td>Chapultepec-Polanco</td>
<td>835,005</td>
<td>869,822</td>
<td>658,413</td>
<td>736,449</td>
<td>783,159</td>
<td>851,838</td>
<td>930,388</td>
</tr>
<tr>
<td>Condesa-Roma</td>
<td>343,922</td>
<td>366,848</td>
<td>319,728</td>
<td>363,074</td>
<td>407,446</td>
<td>400,346</td>
<td>403,001</td>
</tr>
<tr>
<td>Coyoacán</td>
<td>28,039</td>
<td>28,754</td>
<td>25,698</td>
<td>30,174</td>
<td>32,441</td>
<td>32,656</td>
<td>32,986</td>
</tr>
<tr>
<td>Iztapalapa-Central de Abasto</td>
<td>299,322</td>
<td>317,838</td>
<td>290,630</td>
<td>317,309</td>
<td>373,321</td>
<td>329,291</td>
<td>277,595</td>
</tr>
<tr>
<td>Norte-Basílica de Guadalupe</td>
<td>1,332,490</td>
<td>1,376,539</td>
<td>1,238,511</td>
<td>1,403,098</td>
<td>1,548,547</td>
<td>1,436,259</td>
<td>1,555,880</td>
</tr>
<tr>
<td>Perisur-Ajusco</td>
<td>356,624</td>
<td>317,862</td>
<td>243,946</td>
<td>279,061</td>
<td>316,679</td>
<td>332,619</td>
<td>326,511</td>
</tr>
<tr>
<td>Santa Fé-Desierto de los Leones</td>
<td>97,174</td>
<td>152,533</td>
<td>134,561</td>
<td>148,204</td>
<td>197,477</td>
<td>357,489</td>
<td>526,995</td>
</tr>
<tr>
<td>Tlalpan-Taxqueña</td>
<td>1,201,460</td>
<td>1,242,971</td>
<td>1,093,686</td>
<td>1,203,777</td>
<td>1,315,717</td>
<td>1,219,327</td>
<td>1,253,622</td>
</tr>
<tr>
<td>Torre Mayor-Zona Rosa</td>
<td>2,315,255</td>
<td>2,443,124</td>
<td>1,968,649</td>
<td>2,167,745</td>
<td>2,423,798</td>
<td>2,508,872</td>
<td>2,434,686</td>
</tr>
<tr>
<td>W.T.C.-San Angel-C.U.</td>
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<td>638,222</td>
<td>586,037</td>
<td>679,547</td>
<td>745,335</td>
<td>775,027</td>
<td>786,870</td>
</tr>
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<td>120,465</td>
<td>105,208</td>
<td>120,324</td>
<td>132,385</td>
<td>110,457</td>
<td>99,543</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10,253,529</strong></td>
<td><strong>10,723,116</strong></td>
<td><strong>9,155,619</strong></td>
<td><strong>10,142,782</strong></td>
<td><strong>11,226,239</strong></td>
<td><strong>11,282,259</strong></td>
<td><strong>11,673,106</strong></td>
</tr>
</tbody>
</table>

**Nota:**

1/ Estimación con base en la composición de hoteles por categorías en cada zona turística.

**Fuente:** Secretaría de Turismo del Gobierno del Distrito Federal.
### Cuadro 8
Porcentaje de ocupación por Zona Turística ¹/, 2007-2013
Enero-Noviembre

<table>
<thead>
<tr>
<th>Zona Turística</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
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<td>56.61%</td>
<td>46.44%</td>
<td>52.43%</td>
<td>56.43%</td>
<td>62.91%</td>
<td>65.69%</td>
</tr>
<tr>
<td>Centro Histórico-Alameda</td>
<td>55.19%</td>
<td>54.26%</td>
<td>44.83%</td>
<td>49.82%</td>
<td>53.68%</td>
<td>59.50%</td>
<td>62.58%</td>
</tr>
<tr>
<td>Chapultepec-Polanco</td>
<td>62.53%</td>
<td>61.55%</td>
<td>46.77%</td>
<td>56.85%</td>
<td>62.85%</td>
<td>66.46%</td>
<td>66.45%</td>
</tr>
<tr>
<td>Condesa-Roma</td>
<td>56.19%</td>
<td>56.60%</td>
<td>45.73%</td>
<td>51.90%</td>
<td>55.90%</td>
<td>61.48%</td>
<td>64.81%</td>
</tr>
<tr>
<td>Coyoacán</td>
<td>61.30%</td>
<td>67.24%</td>
<td>50.29%</td>
<td>58.58%</td>
<td>64.01%</td>
<td>67.96%</td>
<td>70.59%</td>
</tr>
<tr>
<td>Iztapalapa-Central de Abastos</td>
<td>55.64%</td>
<td>55.93%</td>
<td>45.32%</td>
<td>51.38%</td>
<td>56.16%</td>
<td>60.98%</td>
<td>65.29%</td>
</tr>
<tr>
<td>Norte-Basílica de Guadalupe</td>
<td>53.52%</td>
<td>52.33%</td>
<td>43.34%</td>
<td>48.25%</td>
<td>51.74%</td>
<td>57.12%</td>
<td>60.86%</td>
</tr>
<tr>
<td>Perisur-Ajusco</td>
<td>59.18%</td>
<td>59.07%</td>
<td>46.50%</td>
<td>54.81%</td>
<td>60.16%</td>
<td>64.14%</td>
<td>66.12%</td>
</tr>
<tr>
<td>Santa Fé-Desierto de los Leones</td>
<td>59.37%</td>
<td>61.42%</td>
<td>47.52%</td>
<td>55.95%</td>
<td>61.91%</td>
<td>67.86%</td>
<td>69.40%</td>
</tr>
<tr>
<td>Tlalpan-Taxqueña</td>
<td>54.48%</td>
<td>53.54%</td>
<td>44.11%</td>
<td>49.38%</td>
<td>53.18%</td>
<td>59.27%</td>
<td>63.12%</td>
</tr>
<tr>
<td>Torre Mayor-Zona Rosa</td>
<td>59.33%</td>
<td>59.24%</td>
<td>47.57%</td>
<td>55.03%</td>
<td>59.92%</td>
<td>65.17%</td>
<td>67.31%</td>
</tr>
<tr>
<td>W.T.C.-San Angel-C.U.</td>
<td>57.46%</td>
<td>57.33%</td>
<td>46.63%</td>
<td>53.80%</td>
<td>57.94%</td>
<td>64.38%</td>
<td>66.86%</td>
</tr>
<tr>
<td>Xochimilco-Milpa Alta-Tlahuac</td>
<td>57.44%</td>
<td>58.82%</td>
<td>46.55%</td>
<td>52.91%</td>
<td>56.03%</td>
<td>62.83%</td>
<td>66.17%</td>
</tr>
<tr>
<td><strong>Promedio</strong></td>
<td>56.96%</td>
<td>56.47%</td>
<td>45.70%</td>
<td>52.17%</td>
<td>56.57%</td>
<td>62.31%</td>
<td>65.05%</td>
</tr>
</tbody>
</table>

Nota:
¹/ Estimación con base en la composición de hoteles por categorías en cada zona turística.

Gráfica 5
Porcentaje de ocupación promedio diaria, 2007-2013
Enero-Noviembre

<table>
<thead>
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<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunes</td>
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<td>58.85</td>
<td>57.98</td>
<td>61.90</td>
<td>66.37</td>
<td>68.41</td>
</tr>
<tr>
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<td>71.06</td>
<td>65.50</td>
<td>67.17</td>
<td>71.18</td>
<td>75.53</td>
<td>77.01</td>
</tr>
<tr>
<td>Miércoles</td>
<td>73.56</td>
<td>74.93</td>
<td>69.81</td>
<td>71.68</td>
<td>76.60</td>
<td>80.23</td>
<td>81.30</td>
</tr>
<tr>
<td>Jueves</td>
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<td>69.80</td>
<td>63.81</td>
<td>66.07</td>
<td>72.27</td>
<td>76.14</td>
<td>78.20</td>
</tr>
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<td>Viernes</td>
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<td>51.69</td>
<td>46.98</td>
<td>49.38</td>
<td>55.56</td>
<td>59.63</td>
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</tr>
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<td>49.22</td>
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<td>54.94</td>
</tr>
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<td>43.92</td>
<td>48.16</td>
<td>48.87</td>
<td>53.27</td>
</tr>
</tbody>
</table>

Nota:
1/ Grupo de control compuesto por 48 hoteles de Categoría Turística Alta y Media.
2/ Grupo de control compuesto por 49 hoteles de Categoría Turística Alta y Media.
3/ Grupo de control compuesto por 78 hoteles de categoría Turística Alta y Media. A partir de la semana 47. Cifras revisadas.
Gráfica 6

Establecimientos 1/ de hospedaje por categoría, 2007-2013
Enero-Noviembre

Notas:
1/ Oferta al final de cada periodo.

Gráfica 7
Cuartos \(^1\) por categoría, 2007-2013
Enero-Octubre

Notas:
\(^1\) Oferta al final de cada periodo.

Gráfica 8
Empleos 1/ en restaurantes y hoteles, 2007-2013
Enero-Noviembre

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directos</td>
<td>245,983</td>
<td>246,850</td>
<td>244,948</td>
<td>255,045</td>
<td>271,377</td>
<td>283,724</td>
<td>299,560</td>
</tr>
<tr>
<td>Indirectos</td>
<td>614,957</td>
<td>617,125</td>
<td>612,371</td>
<td>637,613</td>
<td>678,443</td>
<td>709,310</td>
<td>748,900</td>
</tr>
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<td>892,658</td>
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<td>993,034</td>
<td>1,048,460</td>
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</table>

Notas:

1/ Estas cifras, pueden no coincidir con las publicadas anteriormente, debido a un cambio metodológico aplicado por el Instituto Mexicano del Seguro Social.

2/ Los empleos directos están conformados por el personal ocupado en restaurantes y hoteles. Los datos de 2002 a 2009 se estimaron aplicando la tasa de crecimiento de asegurados permanentes en el IMSS del Sector “Servicios para personas y el Hogar” donde se incluye esta actividad, al Subsector 93 clasificado por el INEGI: “Restaurantes y Hoteles”. A partir de 2010, se toman las cifras del IMSS.

Fuente: Secretaría de Turismo del Gobierno del Distrito Federal, con datos del Instituto Mexicano del Seguro Social.
Cuadro 9  
Llegada de Extranjeros por el AICM, 2007-2013  
Enero-Noviembre

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Fuente: Secretaría de Turismo del Gobierno del Distrito Federal con datos del Centro de Estudios Migratorios de la Unidad de Política Migratoria, SEGOB.
### Cuadro 10
Visitantes atendidos en módulos de información turística, 2007-2013
Enero-Noviembre

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Grafica 8
Visitantes nacionales e internacionales atendidos en módulos de información turística, 2007-2013
Enero-Noviembre

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Cuadro 11  
Llamadas atendidas a través del 01 800, 2007-2013  
Enero-Octubre

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Nota: para 2013 las cifras no coinciden con las publicadas anteriormente, debido a que llevó a cabo un recuento en el número de visitas.

Gráfica 9
Vuelos comerciales 1/ en el Aeropuerto Internacional de la Ciudad de México, 2007-2013
Enero-Noviembre

Nota:

1/ Incluyen llegadas y salidas.

Fuente: Secretaría de Turismo del Gobierno del Distrito Federal con datos del Grupo Aeroportuario de la Ciudad de México.
Gráfica 10
Movimiento de Pasajeros 1/ en el Aeropuerto Internacional de la Ciudad de México, 2007-2013
Enero-Noviembre

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Total | 23,619,133 | 23,857,746       |

Nota:

1/ Incluyen llegadas y salidas.

Fuente: Secretaría de Turismo del Gobierno del Distrito Federal con datos del Grupo Aeroportuario de la Ciudad de México.
Gráfica 11
Visitantes a centros del INAH, 2007-2013
Enero-Noviembre

Fuente: Secretaría de Turismo del Gobierno del Distrito Federal con datos del Instituto Nacional de Antropología e Historia (INAH).
Gráfica 12
Corridas de origen por Centrales de Autobuses, 2007-2013
Enero-Noviembre

Nota:
Central Norte con cifras al mes de junio; la Central Poniente al mes de octubre; la Central poniente al mes de septiembre. Solo la Central Sur al mes de noviembre.

Fuente: Secretaría de Turismo del Gobierno del Distrito Federal con datos de la Secretaria de Comunicaciones y Transportes.
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Nota:
Central Norte con cifras al mes de junio; la Central Poniente al mes de octubre; la Central poniente al mes de septiembre. Solo la Central Sur al mes de noviembre.
Fuente: Secretaría de Turismo del Gobierno del Distrito Federal con datos de la Secretaría de Comunicaciones y Transportes.
### Cuadro 13
Emisión de pases turísticos por entidad, 2009–2013 1/
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1/ Las cifras pueden no coincidir con las publicadas anteriormente, debido a que no todos los pases gestionados son utilizados.
2/ Datos a partir de marzo. Cifras revisadas.

Fuente: Secretaría de Turismo del Gobierno del Distrito Federal con datos de la Secretaría del Medio Ambiente.
### Gráfica 14

**Movimiento de autos en las principales carreteras (casetas) del Distrito Federal, 2007-2013**

**Enero-Noviembre**

<table>
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<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<td>6,822,208</td>
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n.d. No disponible

Fuente: Secretaría de Turismo del Gobierno del Distrito Federal con datos de Caminos y Puentes Federales de Ingresos y Servicios Conexos y Promotora y Operadora de Infraestructura (Oficina de Administración de la Caseta La Marquesa).
Gráfica 15
Movimiento de autobuses en las principales carreteras (casetas) del Distrito Federal, 2007-2013
Enero-Noviembre

<table>
<thead>
<tr>
<th>Año</th>
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<th>Ojo de Agua</th>
<th>Tlalpan</th>
<th>Marquesa</th>
<th>Total</th>
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n.d. No disponible

Fuente: Secretaría de Turismo del Gobierno del Distrito Federal con datos de Caminos y Puentes Federales de Ingresos y Servicios Conexos y Promotora y Operadora de Infraestructura (Oficina de Administración de la Caseta La Marquesa).