Actividad Turística de la Ciudad de México
Indicadores 2007 - 2016

ENERO-ABRIL

Dirección General de Planeación y Desarrollo Turístico
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### Cuadro 1
**Resumen de Indicadores Turísticos, 2007-2016**
**Enero-Abril**

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<td>1.82</td>
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<td>1,068.9</td>
<td>1,130.9</td>
<td>1,287.3</td>
<td>1,309.7</td>
<td>1,438.5</td>
<td>1,495.7</td>
<td>1,548.7</td>
<td>1,381.4</td>
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<td>Derrama total (mdp)</td>
<td>14,229.2</td>
<td>15,833.1</td>
<td>15,314.4</td>
<td>14,232.8</td>
<td>15,326.1</td>
<td>16,887.3</td>
<td>18,033.2</td>
<td>19,726.0</td>
<td>23,278.0</td>
<td>24,695.8</td>
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<td>683,108</td>
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<td>922,902</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 del INEGI, 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.

Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
Gráfica 1
Derrama total de los turistas hospedados en hoteles 2007-2016
Enero-Abril
(millones de dólares)

<table>
<thead>
<tr>
<th>Año</th>
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<td>600.8</td>
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<tr>
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<td>732.0</td>
<td>751.8</td>
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<td>2009</td>
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<td>533.5</td>
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<td>2010</td>
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<tr>
<td>2011</td>
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<td>2012</td>
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<td>2013</td>
<td>597.8</td>
<td>840.7</td>
<td>1,438.5</td>
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<tr>
<td>2014</td>
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<td>812.7</td>
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<td>2015</td>
<td>807.4</td>
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<td>2016p/</td>
<td>720.7</td>
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p/ Cifras preliminares.
Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
Gráfica 2
Derrama total de los turistas hospedados en hoteles 2007-2016
Enero-Abril
(millones de pesos)

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<td>15,326.1</td>
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<td>23,278.0</td>
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p/ Cifras preliminares.
Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
Gráfica 3
Gasto promedio\(^1\) por turista hospedado, 2007-2016
Enero-Abril
(dólares)

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\(^1\) Se refiere a la erogación media realizado por turista.
\(^p\) Cifras preliminares
Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
Gráfica 4
Gasto promedio\(^1\) por turista hospedado, 2007-2016
Enero-Abril
(pesos)

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\(^1\) Se refiere a la erogación media realizado por turista.
\(^p\) Cifras preliminares

Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
### Cuadro 2

**Turistas\(^1\) hospedados en hoteles 2007-2016**

**Enero-Abril**

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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.

Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
### Cuadro 3
Turistas hospedados en hoteles por categoría 2007-2016
Enero-Abril

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Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
### Cuadro 4
Porcentaje de ocupación por mes y acumulada, 2007-2016
Enero-Abril

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Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
Cuadro 5
Porcentaje de ocupación por categoría, 2007-2016
Enero-Abril

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Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
### Cuadro 6

**Turistas hospedados por Delegación 1/, 2007-2016**

**Enero-Abril**

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

Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
Cuadro 7  
Porcentaje de Ocupación por Delegación¹, 2007-2016  
Enero-Abril

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¹/ Estimación con base en la composición de hoteles por categoría en cada Delegación.  
Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
## Cuadro 8

Turistas hospedados por Zona Turística 1\(/\), 2007-2016

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

Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
## Cuadro 9

**Porcentaje de ocupación por Zona Turística**

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

Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
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.
4/ Grupo de control compuesto por 84 hoteles de categoría Turística Alta y Media. A partir de la semana 5.
5/ Grupo de control compuesto por 94 hoteles de categoría Turística Alta y Media. A partir de la semana 52.
6/ Grupo de control compuesto por 98 hoteles de categoría Turística Alta y Media. A partir de la semana 18.
Cifras revisadas.
Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
Gráfica 6
Establecimientos\(^1\) de hospedaje por categoría, 2007-2016
Enero-Abril

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\(^1\) Oferta al final de cada periodo.
Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
Gráfica 7
Cuartos por categoría, 2007-2016
Enero-Abril

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1/ Oferta al final de cada periodo.
Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
Gráfica 8
Empleos 1/ en restaurantes y hoteles, 2007-2016
Enero-Abril

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 de la Ciudad de México, con datos del Instituto Mexicano del Seguro Social.
### Cuadro 10
Llegada de extranjeros por el AICM, 2007-2016
Enero-Abril

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Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México, con datos del Centro de Estudios Migratorios de la Unidad de Política Migratoria, SEGOB.
Cuadro 11
Visitantes atendidos en módulos de información turística, 2007-2016
Enero-Abril

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p/ Cifras preliminares. Para módulos virtuales cifras estimadas.

Nota: Los módulos virtuales (CDMX Travel) empezaron a reportar operaciones en el mes de marzo del 2016.
A partir del mes de abril del 2015 se regularizó la operación de la Red de Información Turística; con módulos urbanos y digitales.
En el mes de enero del 2015, los módulos no abrieron horario completo. De allí, la baja en el número de personas atendidas.
Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
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p/ Cifras preliminares. Para módulos virtuales cifras estimadas. No incluye la información de módulos virtuales.

Nota: Los módulos virtuales (CDMX Travel) empezaron a reportar operaciones en el mes de marzo del 2016.

A partir del mes de abril del 2015 se regularizó la operación de la Red de Información Turística; con módulos urbanos y digitales.

En el mes de enero del 2015, los módulos no abrieron horario completo. De allí, la baja en el número de personas atendidas.

Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
A partir del mes de abril del 2015 se regularizó la operación de la Red de Información Turística; con módulos urbanos y digitales.

Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México.
## Cuadro 13
**Visitas al Sitio Oficial, 2007-2016**
**Enero-Abril**

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**Fuente:** Secretaría de Turismo del Gobierno de la Ciudad de México.
Gráfica 9
Vuelos comerciales en el Aeropuerto Internacional de la Ciudad de México, 2007-2016
Enero-Abril

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Total: 113,602   114,972   112,884   105,723   98,509   109,835   115,121   119,156   125,840   157,879

*/ Incluyen llegadas y salidas.
Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México, 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, 2007-2016
Enero-Abril

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1/ Incluyen llegadas y salidas.
Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México, con datos del Grupo Aeroportuario de la Ciudad de México.
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Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México, con datos del Instituto Nacional de Antropología e Historia (INAH).
### Cuadro 14
**Corrías de origen por Centrales de Autobuses, 2007-2016**
**Enero-Abril**

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</table>

#### Nota

La cifra de la Terminal Central Sur, pueden no coincidir con las publicadas anteriormente, debido a una corrección en los meses de enero y febrero del 2015.

Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México, con datos de la Secretaría de Comunicaciones y Transportes.
<table>
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<th>Pasajeros transportados por Centrales de Autobuses, 2007-2016</th>
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### Cuadro 16

**Pases turísticos emitidos por entidad Federativa, 2010–2016 ¹/**

**Enero-Abril**

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<td><strong>1,372</strong></td>
<td><strong>3,624</strong></td>
<td><strong>5,477</strong></td>
<td><strong>11,065</strong></td>
<td><strong>20,219</strong></td>
<td><strong>48,070</strong></td>
<td><strong>35,562</strong></td>
<td><strong>44,203</strong></td>
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</table>

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 de la Ciudad de México, con datos de la Secretaría del Medio Ambiente.
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<tbody>
<tr>
<td>Ojo de Agua</td>
<td>4,169,439</td>
<td>4,524,136</td>
<td>4,664,880</td>
<td>5,067,174</td>
<td>5,027,575</td>
<td>5,047,608</td>
<td>5,278,334</td>
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<td><strong>Total</strong></td>
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<td><strong>14,051,182</strong></td>
<td><strong>14,221,203</strong></td>
<td><strong>15,019,598</strong></td>
<td><strong>15,139,033</strong></td>
<td><strong>16,067,662</strong></td>
<td><strong>20,074,669</strong></td>
<td><strong>21,099,333</strong></td>
<td><strong>17,242,004</strong></td>
<td><strong>21,538,808</strong></td>
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n.d. No disponible
Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México, 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 13
Movimiento de autobuses en las principales carreteras (casetas) del Distrito Federal, 2007-2016
Enero-Abril

<table>
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<tbody>
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<td>San Marcos</td>
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<td>410,601</td>
<td>275,422</td>
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<td>298,914</td>
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<td>Tepotzotlán</td>
<td>316,581</td>
<td>328,010</td>
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<td>316,277</td>
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<td>347,754</td>
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<td>371,653</td>
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<td>398,083</td>
<td>493,034</td>
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<td>347,801</td>
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<tr>
<td>Tlalpan</td>
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<td><strong>1,104,150</strong></td>
<td><strong>1,585,183</strong></td>
</tr>
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</table>

n.d. No disponible
Fuente: Secretaría de Turismo del Gobierno de la Ciudad de México, 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).