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Huatulco Leads Oaxaca Holiday Travel With an 87.02% Hotel Occupancy Forecast

State officials expect Oaxaca City, Huatulco and Puerto Escondido to average about 80% occupancy over the Revolution Day long weekend

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Oaxaca state tourism officials expect hotel occupancy in three of the state's main destinations to average about 80% during the long weekend tied to Mexico's Revolution Day holiday, with Bahías de Huatulco far ahead of the other two markets.

The forecast from the Oaxaca tourism secretariat, known as Sectur Oaxaca, covers Oaxaca City, Bahías de Huatulco and Puerto Escondido for the November 2026 holiday period centered on Monday, Nov. 16. According to figures reported by Excélsior on Nov. 14, Huatulco is expected to post the highest occupancy rate at 87.02%. Oaxaca City is projected at 77.10%, and Puerto Escondido at 71.15%.

The state's projection suggests a modest improvement from the comparable holiday period in 2025, when the same three destinations posted a combined occupancy rate of 78.72%. Based on the official estimate, the 2026 average would be about 1.3 percentage points higher.

The widest difference appears on the coast. Huatulco's projected occupancy is 15.87 percentage points above Puerto Escondido's, showing that holiday demand is expected to be concentrated more heavily in Huatulco. Huatulco also stands 9.92 percentage points above Oaxaca City, while Oaxaca City is 5.95 percentage points above Puerto

Escondido.

Sectur Oaxaca also estimated total tourist spending at 353 million Mexican pesos during the holiday period. The spending projection includes visitor outlays beyond hotel stays, according to the report.

The figures offer an early snapshot of how one of November’s main travel breaks is shaping up in Oaxaca. In Mexico, the Revolution Day holiday often creates a three-day travel window that can lift bookings before the year-end vacation season. For hotels and tourism businesses, the period is closely watched because it gives a clear signal about domestic travel demand late in the year.

The forecast points to a mixed picture across Oaxaca’s main tourism markets. Huatulco is expected to approach a near-full weekend by hotel industry standards, while Oaxaca City appears set for a strong, though less concentrated, level of demand. Puerto Escondido, despite remaining above 70%, is projected to trail the other two destinations by a noticeable margin.

The official estimate was prepared as part of Sectur Oaxaca’s tourism monitoring of the three destinations. Occupancy forecasts can still change as hotels receive late reservations or cancellations, but the current projection indicates that the state expects a busy holiday period overall, led by Huatulco and supported by steady demand in Oaxaca City.