

Tulum

Destination One-Pager

The eco-luxe capital of the Riviera Maya is correcting: sargassum seasons, overbuilt boutique supply and a new airport plus Maya Train that arrived just as the hype crested. The correction is the story.

18.3M+

foreign air tourists to Mexico in Jan–Nov 2025 (SECTUR) — Tulum is the Riviera Maya’s eco-luxe frontier

TOP SOURCE MARKETS



Source: SECTUR — Ministry of Tourism, Mexico — <https://www.sectur.gob.mx/>

Full destination coverage: <https://travelintelligenceoffice.com/tulum/>