The objective of this article is to quantify and analyze water consumption in Mexico’s tourism sector. The volume of water used in the hotels established in the country in the period between 2000 and 2015 is estimated. The official information on the number of establishments, the total of tourist arrivals, the average time of stay and the nights of occupation. We considered, from the results obtained in the literature review, three consumption scenarios 150, 300 and 450 liters per capita per day. The results show that in four states, 52.8% of the total annual water volume is consumed and the remaining percentage is distributed in the other twenty-eight states that make up the country. It should be noted that hotels located in the state of Quintana Roo consume, as a whole, 30.3% of the annual volume and that there is a marked tendency for this volume to increase.

KEY WORDS: per capita consumption, hotels, Mexico, resorts, consumptive use.