

QUINTANA ROO
CONSEJO DE PROMOCIÓN TURÍSTICA

SEPTIEMBRE 2020

C R I B E M E X I C A N O

BARÓMETRO TURÍSTICO

QUINTANA ROO
CONSEJO DE PROMOCIÓN TURÍSTICA

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01 Afluencia por destino

Septiembre 2020



| Destino | Sept 2020 | Ene - Sep 2020 |
|--------------------|----------------|------------------|
| Cancún | 220,370 | 2,260,183 |
| Puerto Morelos | 29,819 | 291,479 |
| Playa del Carmen | 90,867 | 724,431 |
| Tulum | 67,672 | 539,506 |
| Resto Riviera Maya | 121,346 | 967,419 |
| Isla Cozumel | 15,084 | 259,324 |
| Isla Mujeres | 7,202 | 52,977 |
| Costa Mujeres | 48,692 | 335,639 |
| Chetumal | 4,591 | 162,725 |
| Bacalar | 3,924 | 66,393 |
| Mahahual | 1,836 | 43,451 |
| Mayaka'an | 2,742 | 20,220 |
| Otros destino | 7,831 | 119,986 |
| TOTAL | 621,976 | 5,843,733 |

Fuente: Cálculo del CPTQ con datos de SEDETUR

Septiembre 2020



| MERCADO | Septiembre 2020 | Ene - Sep 2020 |
|----------------|-----------------|------------------|
| México | 398,550 | 2,516,697 |
| EUA | 193,872 | 1,817,184 |
| Canadá | 3,896 | 591,125 |
| Reino Unido | 543 | 70,847 |
| Colombia | 1,079 | 61,123 |
| Argentina | 662 | 61,709 |
| España | 421 | 31,823 |
| Brasil | 1,094 | 55,173 |
| Francia | 225 | 65,892 |
| Alemania | 238 | 42,927 |
| Otros Mercados | 21,398 | 529,233 |
| TOTAL | 621,976 | 5,843,733 |

01 Participación de los principales mercados

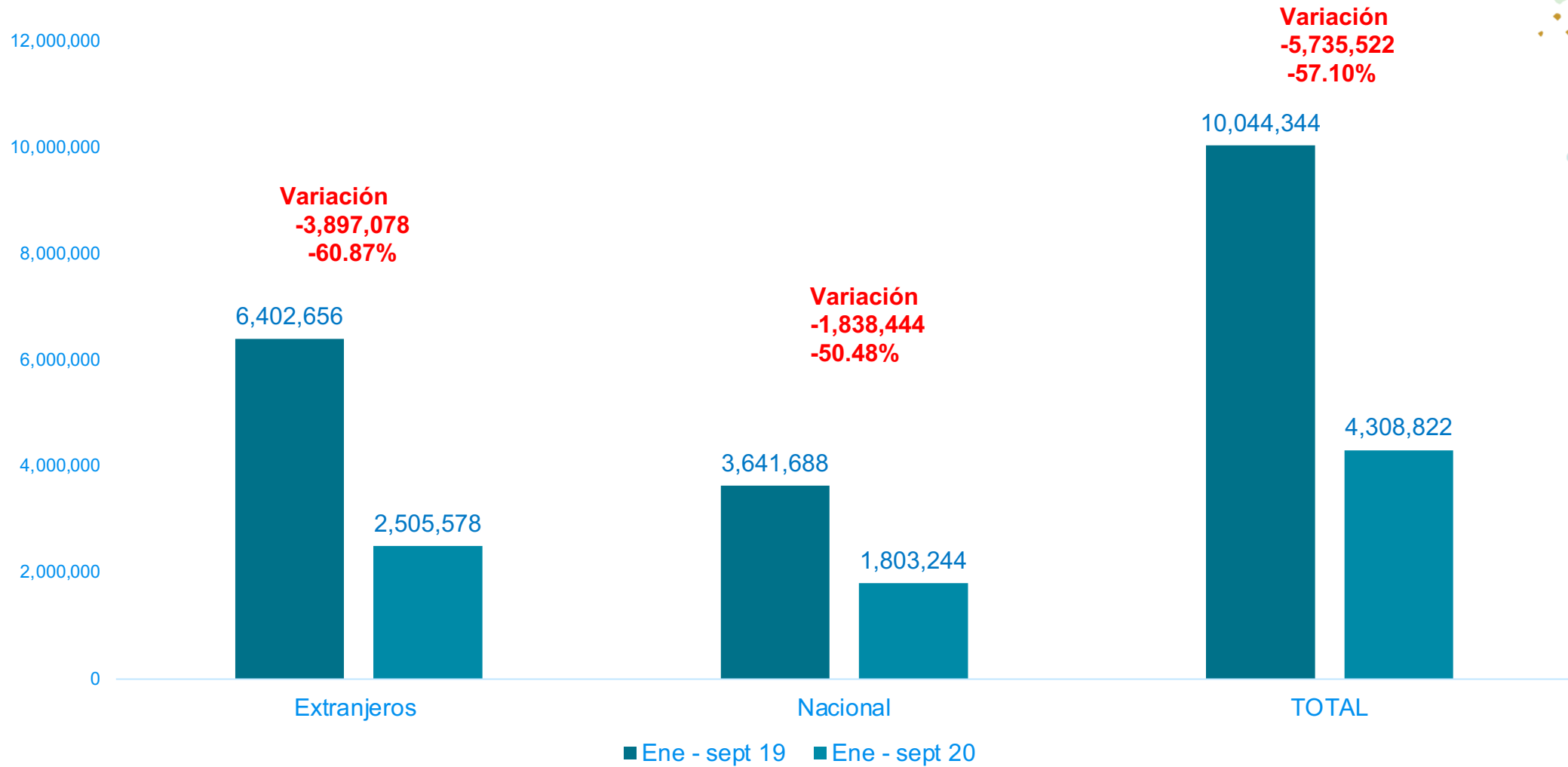
Enero - septiembre 2020



| País | Enero – septiembre 2019 | Enero – septiembre 2020 |
|-----------------------------|-------------------------|-------------------------|
| Argentina | 1.84% | 1.10% |
| Canadá | 8.94% | 10.57% |
| Colombia | 1.67% | 1.09% |
| Estados Unidos | 31.55% | 31.35% |
| Reino Unido | 3.57% | 1.27% |
| México | 35.54% | 41.82% |
| Turistas extranjeros | 64.46% | 58.18% |
| Turismo nacional | 35.54% | 41.82% |

02 Pasajeros

Enero - septiembre 2020



02 Pasajeros de los Mercados Estratégicos

Aeropuerto de Cancún
Septiembre 2020



| MERCADO | Septiembre 2019 | Septiembre 2020 | Variación | Ene - Sep 2019 | Ene - Sep 2020 | Variación |
|----------------|-----------------|-----------------|---------------|------------------|------------------|---------------|
| México | 350,928 | 272,253 | -22.4% | 3,423,579 | 1,730,241 | -49.5% |
| EUA | 169,878 | 131,917 | -22.3% | 3,023,500 | 1,291,688 | -57.3% |
| Canadá | 31,085 | 2,700 | -91.3% | 863,596 | 441,326 | -48.9% |
| Reino Unido | 43,488 | 365 | -99.2% | 354,093 | 54,295 | -84.7% |
| Colombia | 20,199 | 739 | -96.3% | 165,892 | 46,797 | -71.8% |
| Argentina | 12,713 | 457 | -96.4% | 182,274 | 47,294 | -74.1% |
| España | 16,491 | 286 | -98.3% | 141,780 | 24,157 | -83.0% |
| Brasil | 9,070 | 741 | -91.8% | 120,241 | 41,778 | -65.3% |
| Francia | 5,555 | 153 | -97.2% | 115,780 | 50,557 | -56.3% |
| Alemania | 9,327 | 161 | -98.3% | 111,358 | 32,786 | -70.6% |
| Otros Mercados | 112,086 | 14,661 | -86.9% | 1,180,840 | 398,347 | -66.3% |
| TOTAL | 780,820 | 424,433 | -73.7% | 9,682,933 | 4,159,266 | -62.8% |

02 Pasajeros de los Mercados Estratégicos

Aeropuerto de Cozumel
Septiembre 2020



| MERCADO | Septiembre 2019 | Septiembre 2020 | Variación | Ene - Sep 2019 | Ene - Sep 2020 | Variación |
|----------------|-----------------|-----------------|----------------|----------------|----------------|---------------|
| México | 5,697 | 756 | -86.73% | 75,046 | 20,833 | -72.2% |
| EUA | 4,131 | 3,442 | -16.68% | 110,443 | 58,195 | -47.3% |
| Canadá | 44 | 20 | -54.55% | 24,038 | 13,964 | -41.9% |
| Reino Unido | 18 | 14 | -22.22% | 506 | 182 | -64.0% |
| Colombia | 9 | 14 | 55.56% | 152 | 128 | -15.8% |
| Argentina | 3 | 5 | 66.67% | 114 | 76 | -33.3% |
| España | 27 | 8 | -70.37% | 215 | 86 | -60.0% |
| Brasil | 22 | 23 | 4.55% | 333 | 219 | -34.2% |
| Francia | 16 | 4 | -75.00% | 169 | 84 | -50.3% |
| Alemania | 15 | 5 | -66.67% | 228 | 89 | -61.0% |
| Otros Mercados | 370 | 279 | -24.59% | 7,104 | 3,530 | -50.3% |
| TOTAL | 10,352 | 4,570 | -55.85% | 218,348 | 97,386 | -55.4% |

02 Pasajeros de los Mercados Estratégicos

Aeropuerto de Chetumal
Septiembre 2020



| MERCADO | Septiembre 2019 | Septiembre 2020 | Variación | Ene - Sep 2019 | Ene - Sep 2020 | Variación |
|---------|-----------------|-----------------|-----------|----------------|----------------|-----------|
| México | 13,927 | 5,254 | -62.27% | 143,063 | 52,170 | -63.53% |

02 Procedencia por regiones

Mensual 2020

| Afluencia del turismo | Sep. 2019 | Sep. 2020 | Variación | |
|-----------------------|------------------|----------------|-----------------|---------------|
| Nacionales | 529,072 | 398,550 | -130,522 | -24.7% |
| Extranjeros | 620,444 | 223,427 | -397,017 | -64.0% |
| Total | 1,149,516 | 621,976 | -527,540 | -45.9% |

| Procedencia del turismo extranjero por regiones | Sep. 2019 | Sep. 2020 | Variación | |
|---|----------------|----------------|-----------------|---------------|
| Europa | 144,999 | 3,632 | -141,367 | -97.5% |
| Norteamérica | 292,894 | 197,771 | -95,123 | -32.5% |
| Sudamérica | 95,146 | 4,223 | -90,923 | -95.6% |
| Resto del mundo | 87,405 | 17,801 | -69,604 | -79.6% |
| Total | 620,444 | 223,427 | -397,017 | -64.0% |



02 Procedencia por regiones

Acumulado 2020

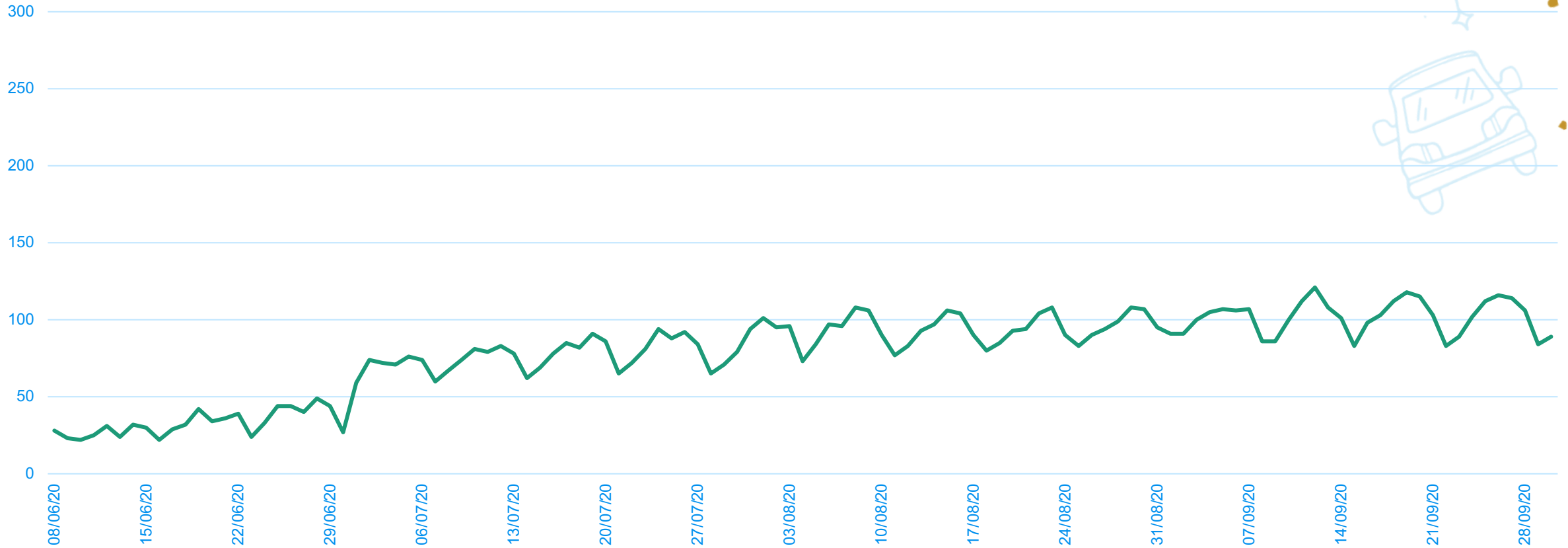
| Afluencia del turismo | Ene -Sep 2019 | Ene -Sep 2020 | Variación | |
|-----------------------|-------------------|------------------|-------------------|---------------|
| Nacionales | 4,567,421 | 2,516,697 | -2,050,725 | -44.9% |
| Extranjeros | 7,956,133 | 3,327,036 | -4,629,096 | -58.2% |
| Total | 12,523,554 | 5,843,733 | -6,679,821 | -53.3% |

| Procedencia del turismo extranjero por regiones | Ene -Sep 2019 | Ene- Sep 2020 | Variación | |
|---|------------------|------------------|------------------|---------------|
| Europa | 1,335,814 | 377,594 | 958,220 | -71.7% |
| Norteamérica | 4,975,852 | 2,403,906 | 2,571,946 | -51.7% |
| Sudamérica | 860,595 | 271,041 | 589,554 | -68.5% |
| Resto del mundo | 783,872 | 274,495 | 509,377 | -65.0% |
| Total | 7,956,133 | 3,327,036 | 4,629,097 | -58.2% |

02 Llegada de vuelos

Aeropuerto de Cancún

TOTAL DE LLEGADAS AEROPUERTO DE CANCUN



03 Resumen de ocupación diaria

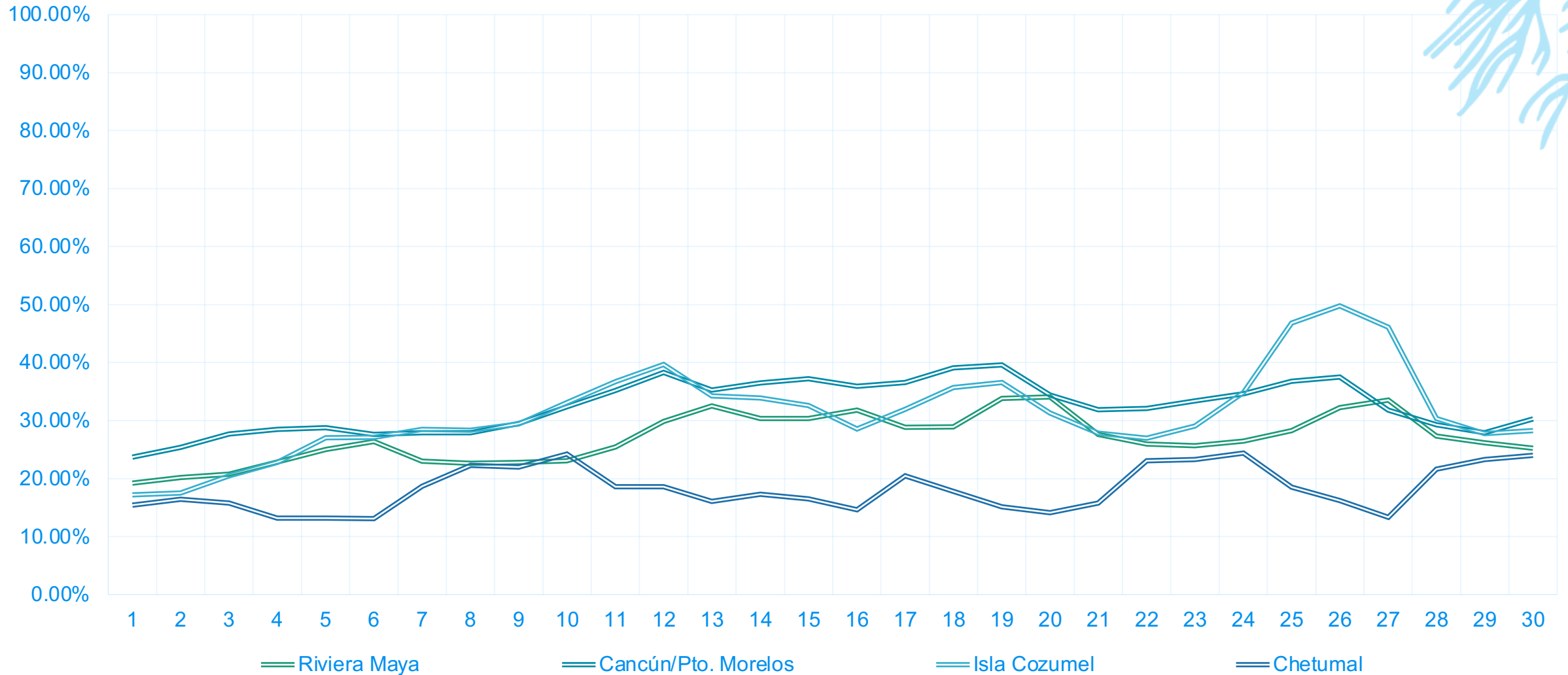
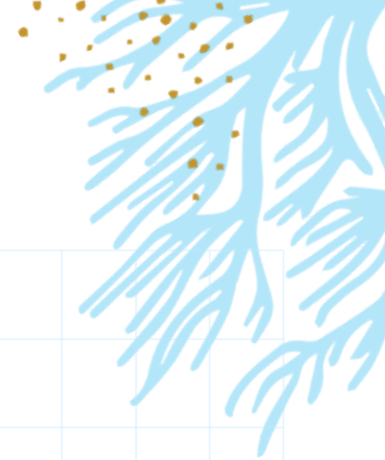
Septiembre 2020



| DESTINOS | Mar | Mié | Jue | Vie | Sáb | Dom | Lun | Mar | Mié | Jue | Vie | Sáb | Dom | Lun | Mar | Mié | Jue | Vie | Sáb | Dom | Lun | Mar | Mié | Jue | Vie | Sáb | Dom | Lun | Mar | Miér | ACUMULADO |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | |
| RIVIERA MAYA | 19.22% | 20.19% | 20.80% | 22.85% | 25.05% | 26.37% | 22.99% | 22.63% | 22.76% | 23.11% | 25.44% | 29.83% | 32.55% | 30.38% | 30.40% | 31.81% | 28.84% | 28.93% | 33.83% | 34.08% | 27.65% | 25.98% | 25.64% | 26.46% | 28.29% | 32.24% | 33.57% | 27.31% | 26.18% | 25.26% | 27.02% |
| PLAYA DEL CARMEN | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d |
| TULUM | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | |
| Z.H CANCUN/PTO. MORELOS | 23.70% | 25.40% | 27.70% | 28.50% | 28.80% | 27.60% | 27.90% | 27.90% | 29.50% | 32.40% | 35.20% | 38.30% | 35.30% | 36.50% | 37.20% | 35.90% | 36.60% | 39.10% | 39.60% | 34.40% | 31.90% | 32.10% | 33.40% | 34.60% | 36.80% | 37.50% | 31.80% | 29.30% | 27.90% | 30.30% | 32.44% |
| PUERTO MORELOS | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | |
| COZUMEL | 17.20% | 17.49% | 20.49% | 22.79% | 27.03% | 27.09% | 28.50% | 28.33% | 29.39% | 33.10% | 36.69% | 39.69% | 34.28% | 33.92% | 32.57% | 28.56% | 31.92% | 35.69% | 36.57% | 31.33% | 27.86% | 26.97% | 29.03% | 34.81% | 46.81% | 49.78% | 46.08% | 30.36% | 27.77% | 28.29% | 31.35% |
| ISLA MUJERES (ISLA) | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d |
| COSTA MUJERES | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d |
| HOLBOX | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d |
| CHETUMAL | 15.40% | 16.40% | 15.80% | 13.20% | 13.20% | 13.10% | 18.70% | 22.30% | 22.00% | 24.20% | 18.60% | 18.60% | 16.10% | 17.30% | 16.50% | 14.60% | 20.50% | 17.80% | 15.10% | 14.10% | 15.80% | 23.10% | 23.30% | 24.40% | 18.50% | 16.20% | 13.30% | 21.60% | 23.30% | 24.00% | 18.23% |
| BACALAR | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d |
| MAHAHUAL | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d | n/d |

03 Resumen de ocupación diaria

Septiembre 2020



03 Resumen de ocupación anual

Primer semestre 2020

| | Enero | Febrero | Marzo | Abril | Mayo | Junio |
|---------------------|--------|---------|--------|-------|-------|--------|
| Riviera Maya | 79.80% | 81.35% | 61.11% | 3.04% | 2.50% | 10.97% |
| Cancún/Pto. Morelos | 80.80% | 86.10% | 51.50% | 5.70% | 5.70% | 15.10% |
| Isla Cozumel | 74.20% | 81.40% | 51.10% | 0.00% | 0.00% | 11.66% |
| Isla Mujeres | 72.70% | 77.90% | 43.90% | 0.00% | 0.00% | 10.40% |
| Chetumal | 42.90% | 38.30% | 21.10% | 0.00% | 0.00% | |



03 Resumen de ocupación anual

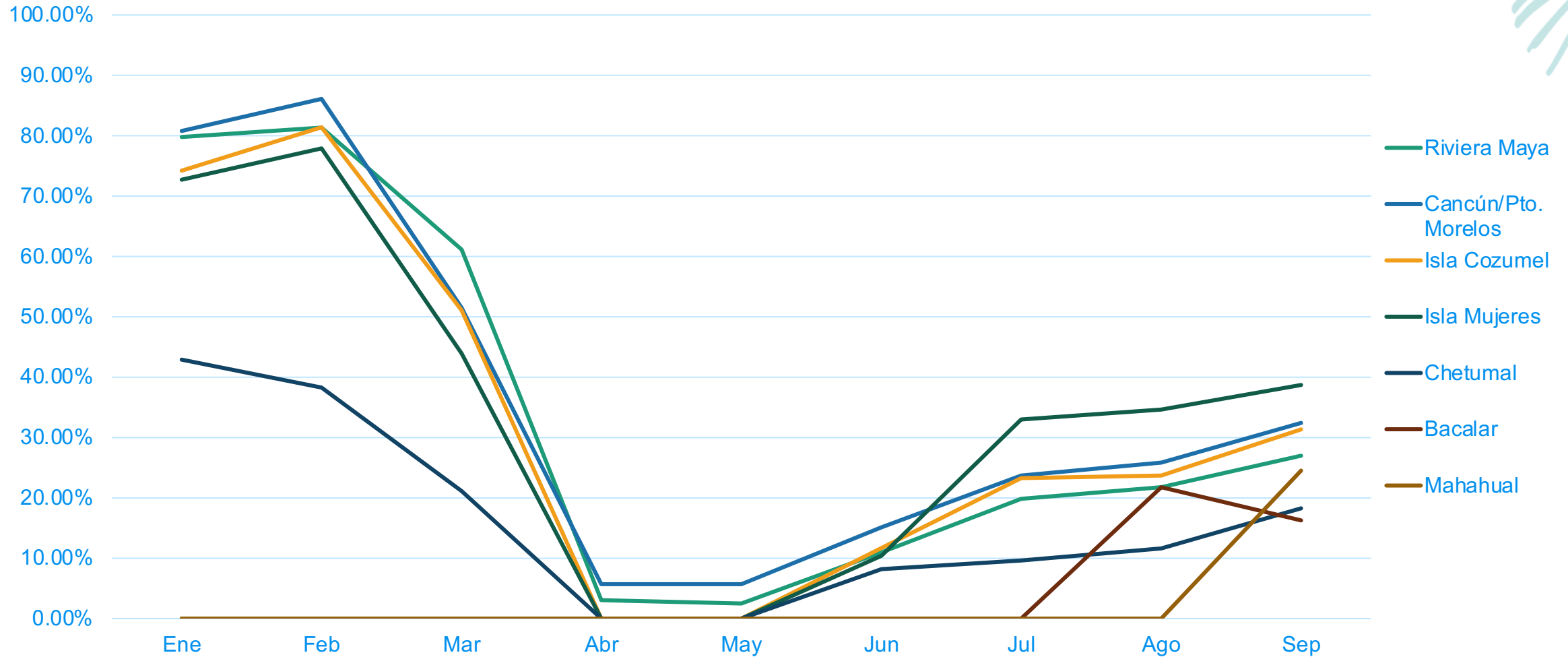
Segundo semestre 2020



| | Julio | Agosto | Septiembre | Octubre | Noviembre | Diciembre | Acumulado |
|---------------------|--------|--------|------------|---------|-----------|-----------|-----------|
| Riviera Maya | 19.86% | 21.76% | 27.02% | | | | 34.16% |
| Cancún/Pto. Morelos | 23.70% | 25.88% | 32.44% | | | | 36.32% |
| Isla Cozumel | 23.28% | 23.73% | 31.35% | | | | 32.97% |
| Isla Mujeres | 33.00% | 34.60% | 38.70% | | | | 34.58% |
| Chetumal | 9.63% | 11.60% | 18.23% | | | | 15.75% |
| Bacalar | n/d | 21.76% | 16.30% | | | | n/d |
| Mahahual | n/d | n/d | 24.52% | | | | n/d |
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03 Resumen de ocupación anual

Enero – septiembre 2020



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