



FIDEICOMISO DE PROMOCIÓN TURÍSTICA  
DE LA RIVIERA MAYA

## BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

SEPTIEMBRE 2015

El Barómetro Turístico de la Riviera Maya en su **Ducentésima Decima segunda** edición correspondiente al mes de Septiembre del año 2015, fue elaborado con un muestreo de **34,609** cuartos, que corresponde al 81.36% del total de cuartos existentes a la fecha, los cuales son **42,539** de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

Elaborado por:  
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Gerente de Estadísticas  
Fideicomiso de Promoción Turística  
de la Riviera Maya.

BAROMETRO TURÍSTICO RIVIERA MAYA  
RESUMEN COMPARATIVO MENSUAL  
MES DE SEPTIEMBRE DE 2015



CONCEPTO	SEPTIEMBRE		VARIACIÓN	
	2014	2015	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	41,248	42,539	1,291	3.13%
CUARTOS NOCHE DISPONIBLES	1,210,155	1,243,212	33,057	2.73%
CUARTOS NOCHE OCUPADOS	784,036	830,455	46,419	5.92%
% DE OCUPACION	64.79%	66.80%	2.01%	
% DE OCUPACION TODO INCLUIDO	67.57%	69.02%	1.45%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	5.6	5.6	(0.04)	
TURISMO NACIONAL	3.0	3.2	0.19	
TURISMO INTERNACIONAL	7.0	6.8	(0.17)	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 2,379.33</b>	<b>\$ 3,094.00</b>	715	30.04%
<b>AFLUENCIA DEL TURISMO</b>				
TOTAL	289,751	307,738	17,987	6.21%
NACIONALES	75,839	70,699	-5,140	-6.78%
EXTRANJEROS	213,912	237,039	23,127	10.81%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN</b>				
EUROPA	77,142	36.06%	77,267	32.60%
ESTADOS UNIDOS	84,447	39.48%	91,198	38.47%
CANADÁ	25,474	11.91%	28,046	11.83%
SUDAMERICA	23,433	10.95%	30,197	12.74%
RESTO DEL MUNDO	3,416	1.60%	10,331	4.36%
	213,912	100.00%	237,039	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
TOTAL	784,036	830,455	46,419	5.92%
NACIONALES	94,483	93,971	-512	-0.54%
EXTRANJEROS	689,553	736,484	46,931	6.81%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
EUROPA (Principales países)	331,583	48.1%	323,969	44.0%
ESTADOS UNIDOS	195,987	28.4%	201,776	27.4%
CANADÁ	74,405	10.8%	79,464	10.8%
SUDAMERICA (Principales países)	50,067	7.3%	70,480	9.6%
RESTO DEL MUNDO	37,511	5.44%	60,795	8.3%
	689,553	100.00%	736,484	100.00%

BAROMETRO TURÍSTICO RIVIERA MAYA  
RESUMEN COMPARATIVO MENSUAL  
ENERO - SEPTIEMBRE DE 2015

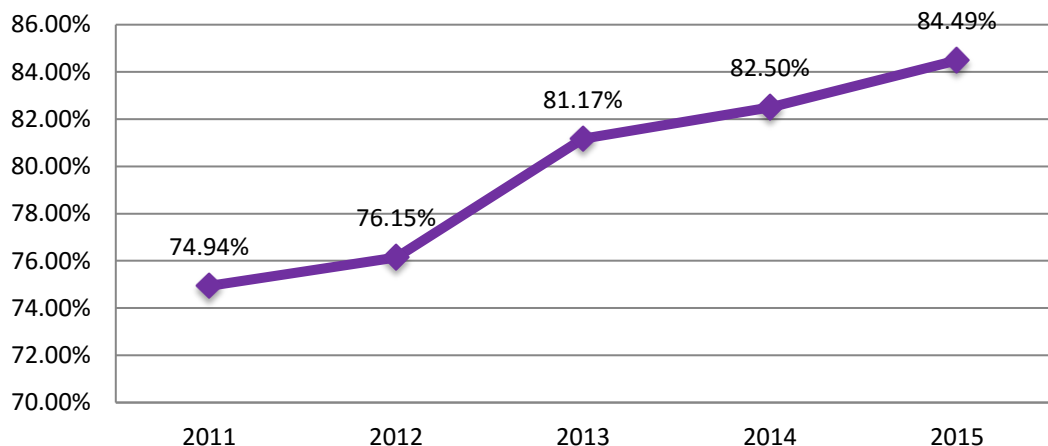


CONCEPTO	ENERO - SEPTIEMBRE		VARIACIÓN	
	2014	2015	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	<b>41,248</b>	<b>42,539</b>	1,291	3.13%
CUARTOS NOCHE DISPONIBLES	11,068,255	11,436,650	368,395	3.33%
CUARTOS NOCHE OCUPADOS	9,131,225	9,662,533	531,308	5.82%
% DE OCUPACION	82.50%	<b>84.49%</b>	1.99%	
% DE OCUPACION TODO INCLUIDO	<b>85.17%</b>	<b>86.11%</b>	0.94%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	<b>5.9</b>	<b>6.0</b>	0.07	
TURISMO NACIONAL	3.4	3.7	0.30	
TURISMO INTERNACIONAL	6.8	6.7	(0.13)	
<b>TARIFA PROMEDIO (pesos)</b>	\$ 2,914.89	<b>\$ 3,794.96</b>	880	30.19%
<b>AFLUENCIA DEL TURISMO</b>				
	<b>2014</b>	<b>2015</b>		
TOTAL	<b>3,340,164</b>	<b>3,565,881</b>	225,717	6.76%
NACIONALES	646,034	635,034	-11,000	-1.70%
EXTRANJEROS	2,694,130	2,930,847	236,717	8.79%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONE</b>				
	<b>2014</b>	<b>2015</b>		
EUROPA	752,474	27.93%	693,705	23.67%
ESTADOS UNIDOS	1,187,727	44.09%	1,374,703	46.90%
CANADÁ	537,180	19.94%	565,377	19.29%
SUDAMERICA	187,221	6.95%	250,738	8.56%
RESTO DEL MUNDO	29,528	1.10%	46,324	1.58%
	<b>2,694,130</b>	100.00%	<b>2,930,847</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	<b>2014</b>	<b>2015</b>		
TOTAL	<b>9,131,225</b>	<b>9,662,533</b>	531,308	5.82%
NACIONALES	902,600	969,359	66,759	7.40%
EXTRANJEROS	8,228,625	8,693,174	464,549	5.65%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	<b>2014</b>	<b>2015</b>		
EUROPA (Principales países)	3,049,419	37.1%	2,799,070	32.2%
ESTADOS UNIDOS	2,783,054	33.8%	3,153,937	36.3%
CANADÁ	1,647,044	20.0%	1,703,136	19.6%
SUDAMERICA (Principales países)	425,580	5.2%	629,431	7.2%
RESTO DEL MUNDO	323,228	3.93%	407,600	4.7%
	<b>8,228,325</b>	100.00%	<b>8,693,174</b>	100.00%

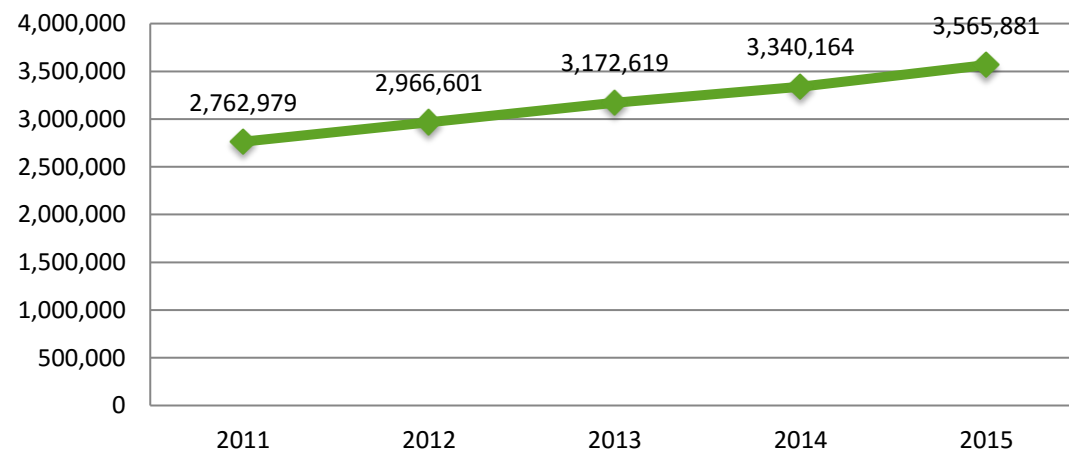
**COMPARATIVO OCUPACIÓN Y AFLUENCIA 2011-2015**

MES	OCUPACIÓN					% VAR.				AFLUENCIA					% VAR.			
	2011	2012	2013	2014	2015	2015-11	2015-12	2015-13	2015-14	2011	2012	2013	2014	2015	2015-11	2015-12	2015-13	2015-14
ENE	79.78%	82.60%	85.93%	85.97%	87.62%	7.84%	5.02%	1.69%	1.65%	299,698	330,133	332,698	352,269	372,836	24.40%	12.94%	12.06%	5.84%
FEB	85.75%	85.11%	90.21%	90.04%	91.03%	5.28%	5.92%	0.82%	0.99%	299,938	315,725	326,017	346,915	357,883	19.32%	13.35%	9.77%	3.16%
MAR	84.31%	82.48%	88.88%	85.71%	85.84%	1.53%	3.36%	-3.04%	0.13%	332,838	349,647	392,852	388,619	399,907	20.15%	14.37%	1.80%	2.90%
ABR	80.69%	83.49%	86.36%	86.04%	88.81%	8.12%	5.32%	2.45%	2.77%	333,700	350,370	350,572	378,180	397,305	19.06%	13.40%	13.33%	5.06%
MAY	68.44%	69.80%	77.90%	82.46%	85.83%	17.39%	16.03%	7.93%	3.37%	291,353	309,775	349,764	390,941	441,929	51.68%	42.66%	26.35%	13.04%
JUN	68.67%	70.65%	76.31%	79.28%	83.57%	14.90%	12.92%	7.26%	4.29%	286,250	322,556	354,034	374,869	406,439	41.99%	26.01%	14.80%	8.42%
JUL	79.59%	81.67%	85.28%	88.73%	89.17%	9.58%	7.50%	3.89%	0.44%	374,896	408,048	427,137	438,165	466,942	24.55%	14.43%	9.32%	6.57%
AGO	72.72%	72.72%	78.31%	79.49%	81.76%	9.04%	9.04%	3.45%	2.27%	322,787	330,085	369,964	380,455	414,902	28.54%	25.70%	12.15%	9.05%
SEPT	54.77%	56.90%	61.57%	64.79%	66.80%	12.03%	9.90%	5.23%	2.01%	221,519	250,262	269,581	289,751	307,738	38.92%	22.97%	14.15%	6.21%
OCT																		
NOV																		
DIC																		
<b>Total</b>	<b>74.94%</b>	<b>76.15%</b>	<b>81.17%</b>	<b>82.50%</b>	<b>84.49%</b>	<b>9.55%</b>	<b>8.34%</b>	<b>3.32%</b>	<b>1.99%</b>	<b>2,762,979</b>	<b>2,966,601</b>	<b>3,172,619</b>	<b>3,340,164</b>	<b>3,565,881</b>	<b>29.06%</b>	<b>20.20%</b>	<b>12.40%</b>	<b>6.76%</b>

**OCUPACIÓN GENERAL ACUMULADA ENERO - SEPTIEMBRE**

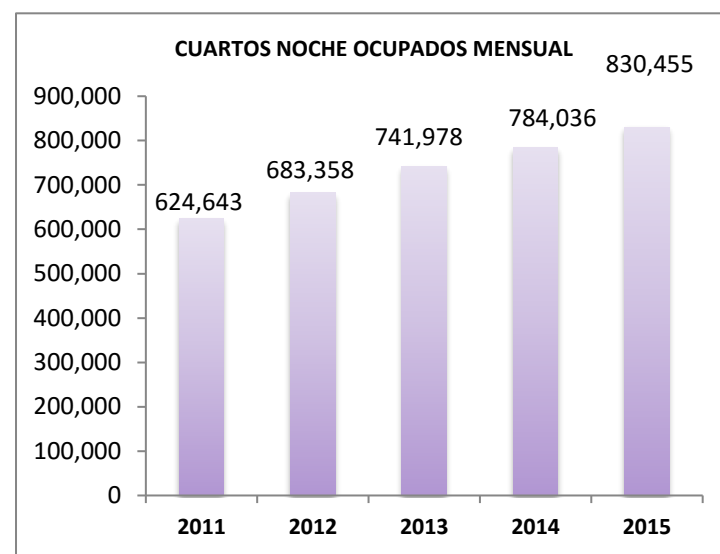


**AFLUENCIA GENERAL ACUMULADA ENERO - SEPTIEMBRE**

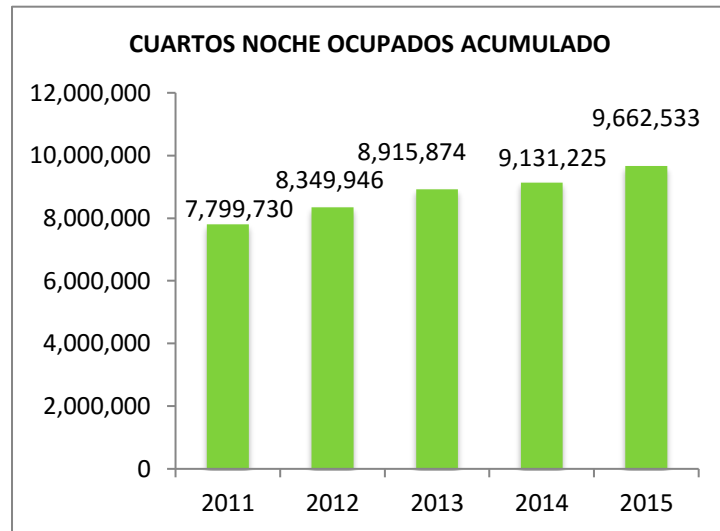


## COMPARATIVO CUARTOS NOCHE OCUPADOS 2011-2015

MES	CUARTOS NOCHE OCUPADOS MENSUAL					% VAR.			
	2011	2012	2013	2014	2015	2015-11	2015-12	2015-13	2015-14
ENE	943,600	1,022,135	1,070,536	1,078,745	1,134,307	20.21%	10.97%	5.96%	5.15%
FEB	918,797	986,078	1,014,572	1,025,828	1,067,830	16.22%	8.29%	5.25%	4.09%
MAR	996,709	1,024,269	1,108,163	1,080,012	1,115,291	11.90%	8.89%	0.64%	3.27%
ABR	924,224	1,001,231	1,042,957	1,047,638	1,116,982	20.86%	11.56%	7.10%	6.62%
MAY	808,932	863,027	970,720	1,036,819	1,116,279	37.99%	29.34%	14.99%	7.66%
JUN	783,006	849,816	923,285	965,339	1,059,592	35.32%	24.68%	14.76%	9.76%
JUL	939,142	1,015,430	1,064,358	1,118,078	1,150,528	22.51%	13.30%	8.10%	2.90%
AGO	860,677	904,602	979,305	994,730	1,071,269	24.47%	18.42%	9.39%	7.69%
SEPT	624,643	683,358	741,978	784,036	830,455	32.95%	21.53%	11.92%	5.92%
OCT									
NOV									
DIC									



MES	CUARTOS NOCHE OCUPADOS ACUMULADO					% VAR.			
	2011	2012	2013	2014	2015	2015-11	2015-12	2015-13	2015-14
ENE-FEB	1,862,397	2,008,213	2,085,108	2,104,573	2,202,137	18.24%	9.66%	5.61%	4.64%
ENE-MAR	2,859,106	3,032,482	3,193,271	3,184,585	3,317,428	16.03%	9.40%	3.89%	4.17%
ENE-ABR	3,783,330	4,033,713	4,236,228	4,232,223	4,434,410	17.21%	9.93%	4.68%	4.78%
ENE-MAY	4,592,262	4,896,740	5,206,948	5,269,042	5,550,689	20.87%	13.35%	6.60%	5.35%
ENE-JUN	5,375,268	5,746,556	6,130,233	6,234,381	6,610,281	22.98%	15.03%	7.83%	6.03%
ENE-JUL	6,314,410	6,761,986	7,194,591	7,352,459	7,760,809	22.91%	14.77%	7.87%	5.55%
ENE-AGO	7,175,087	7,666,588	8,173,896	8,347,189	8,832,078	23.09%	15.20%	8.05%	5.81%
ENE-SEP	7,799,730	8,349,946	8,915,874	9,131,225	9,662,533	23.88%	15.72%	8.37%	5.82%
ENE-OCT									
ENE-NOV									
ENE-DIC									



## TABLA DE OCUPACION HOTELERA AÑO 2015

MES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
		DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	42,020	1,294,534	1,134,307	<b>87.62%</b>	45,956	12.33%	326,880	87.67%	<b>372,836</b>	6.4
FEBRERO	42,115	1,173,096	1,067,830	<b>91.03%</b>	35,202	9.84%	322,681	90.16%	<b>357,883</b>	6.3
MARZO	42,154	1,299,200	1,115,291	<b>85.84%</b>	47,349	11.84%	352,558	88.16%	<b>399,907</b>	6.1
ABRIL	42,212	1,257,670	1,116,982	<b>88.81%</b>	59,055	14.86%	338,250	85.14%	<b>397,305</b>	6.2
MAYO	42,232	1,300,527	1,116,279	<b>85.83%</b>	96,401	21.81%	345,528	78.19%	<b>441,929</b>	5.5
JUNIO	42,568	1,267,920	1,059,592	<b>83.57%</b>	78,566	19.33%	327,873	80.67%	<b>406,439</b>	5.9
JULIO	42,565	1,290,295	1,150,528	<b>89.17%</b>	103,934	22.26%	363,008	77.74%	<b>466,942</b>	5.9
AGOSTO	42,565	1,310,196	1,071,269	<b>81.76%</b>	97,872	23.59%	317,030	76.41%	<b>414,902</b>	5.9
SEPTIEMBRE	42,539	1,243,212	830,455	<b>66.80%</b>	70,699	22.97%	237,039	77.03%	<b>307,738</b>	5.6
OCTUBRE										
NOVIEMBRE										
DICIEMBRE										

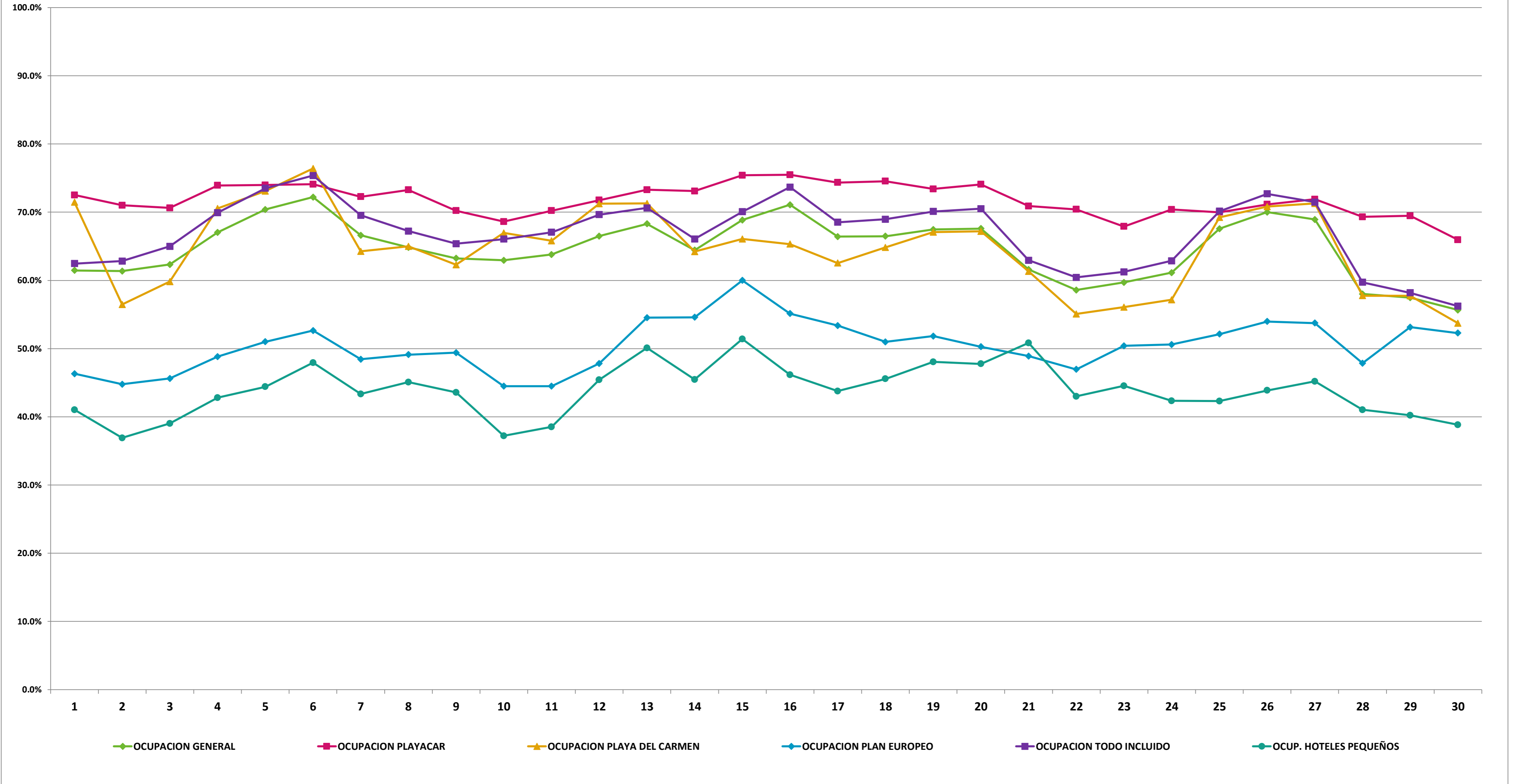
### ACUMULADO ANUAL

ENE-FEB	42,115	2,467,630	2,202,137	<b>89.24%</b>	81,158	11.11%	649,561	88.89%	<b>730,719</b>	6.4
ENE-MAR	42,154	3,766,830	3,317,428	<b>88.07%</b>	128,507	11.37%	1,002,119	88.63%	<b>1,130,626</b>	6.3
ENE-ABR	42,212	5,024,500	4,434,410	<b>88.26%</b>	187,562	12.28%	1,340,369	87.72%	<b>1,527,931</b>	6.3
ENE-MAY	42,232	6,325,027	5,550,689	<b>87.76%</b>	283,963	14.42%	1,685,897	85.58%	<b>1,969,860</b>	6.1
ENE-JUN	42,568	7,592,947	6,610,281	<b>87.06%</b>	362,529	15.26%	2,013,770	84.74%	<b>2,376,299</b>	6.1
ENE-JUL	42,565	8,883,242	7,760,809	<b>87.36%</b>	466,463	16.41%	2,376,778	83.59%	<b>2,843,241</b>	6.0
ENE-AGO	42,565	10,193,438	8,832,078	<b>86.64%</b>	564,335	17.32%	2,693,808	82.68%	<b>3,258,143</b>	6.0
ENE-SEP	42,539	11,436,650	9,662,533	<b>84.49%</b>	635,034	17.81%	2,930,847	82.19%	<b>3,565,881</b>	6.0
ENE-OCT										
ENE-NOV										
ENE-DIC										

**FIDEICOMISO DE PROMOCIÓN TURÍSTICA RIVIERA MAYA**  
**OCUPACIÓN HOTELERA DIARIA**  
**SEPTIEMBRE DE 2015**

DIA	Fiestas Patrias																														PROMEDIO
	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	
OCUPACION GENERAL	61.5%	61.4%	62.3%	67.0%	70.4%	72.2%	66.6%	64.8%	63.2%	63.0%	63.8%	66.5%	68.3%	64.4%	68.9%	71.1%	66.4%	66.5%	67.5%	67.6%	61.6%	58.6%	59.7%	61.1%	67.6%	70.0%	68.9%	58.0%	57.5%	55.7%	66.80%
OCUPACION PLAYACAR	72.5%	71.0%	70.6%	73.9%	74.0%	74.1%	72.3%	73.3%	70.2%	68.6%	70.2%	71.8%	73.3%	73.1%	75.4%	75.5%	74.4%	74.6%	73.4%	74.1%	70.9%	70.4%	67.9%	70.4%	70.0%	71.2%	71.9%	69.3%	69.5%	66.0%	71.79%
OCUPACION PLAYA DEL CARMEN	71.5%	56.5%	59.8%	70.6%	73.1%	76.4%	64.3%	65.0%	62.3%	67.0%	65.8%	71.3%	71.3%	64.2%	66.1%	65.3%	62.6%	64.8%	67.1%	67.2%	61.3%	55.1%	56.1%	57.2%	69.2%	70.8%	71.3%	57.8%	57.8%	53.7%	64.74%
OCUPACION PLAN EUROPEO	46.3%	44.8%	45.6%	48.8%	51.0%	52.7%	48.4%	49.1%	49.4%	44.5%	44.5%	47.8%	54.5%	54.6%	60.0%	55.1%	53.4%	51.0%	51.8%	50.3%	48.9%	47.0%	50.4%	50.6%	52.1%	54.0%	53.8%	47.9%	53.2%	52.3%	50.46%
OCUPACION TODO INCLUIDO	62.5%	62.8%	65.0%	69.9%	73.5%	75.4%	69.6%	67.2%	65.4%	66.1%	67.1%	69.7%	70.6%	66.1%	70.1%	73.7%	68.5%	69.0%	70.1%	70.5%	63.0%	60.4%	61.3%	62.9%	70.2%	72.7%	71.5%	59.7%	58.2%	56.2%	69.02%
OCUP. HOTELES PEQUEÑOS	41.1%	36.9%	39.0%	42.8%	44.4%	48.0%	43.3%	45.1%	43.6%	37.2%	38.5%	45.4%	50.1%	45.5%	51.4%	46.2%	43.8%	45.6%	48.1%	47.8%	50.8%	43.0%	44.5%	42.3%	42.3%	43.9%	45.2%	41.1%	40.2%	38.8%	43.86%

**SEPTIEMBRE 2015**  
**OCUPACIÓN HOTELERA RIVIERA MAYA**





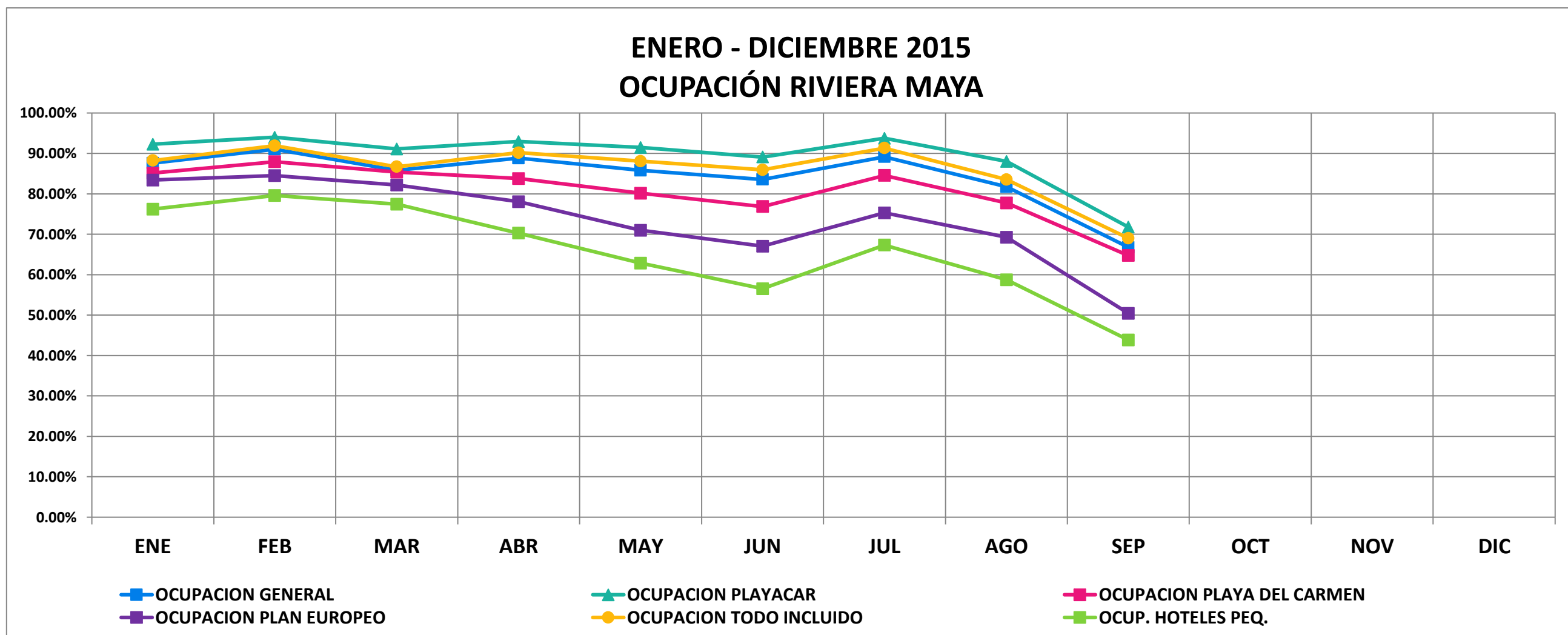
# FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

## DEPARTAMENTO DE ESTADÍSTICA

### OCUPACIÓN HOTELERA MENSUAL

ENERO - DICIEMBRE 2015

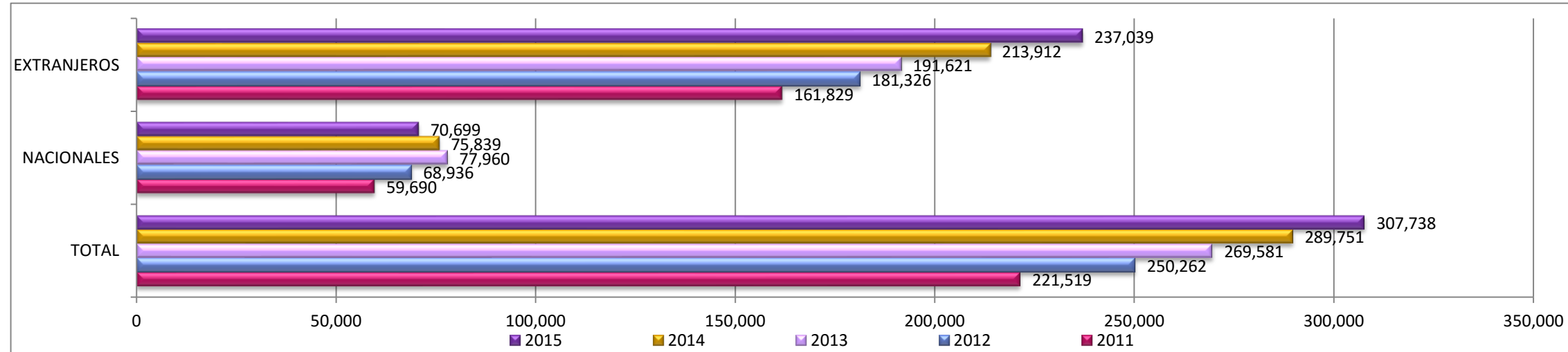
MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
<b>OCUPACION GENERAL</b>	87.62%	91.03%	85.84%	88.81%	85.83%	83.57%	89.17%	81.76%	66.80%				84.49%
<b>OCUPACION PLAYACAR</b>	92.30%	94.02%	91.09%	92.94%	91.49%	89.11%	93.75%	88.03%	71.79%				89.39%
<b>OCUPACION PLAYA DEL CARMEN</b>	85.16%	87.94%	85.38%	83.79%	80.16%	76.87%	84.55%	77.75%	64.74%				80.71%
<b>OCUPACION PLAN EUROPEO</b>	83.41%	84.51%	82.19%	78.06%	71.00%	67.04%	75.29%	69.29%	50.46%				73.47%
<b>OCUPACION TODO INCLUIDO</b>	88.25%	91.91%	86.71%	90.18%	88.08%	85.96%	91.32%	83.54%	69.02%				86.11%
<b>OCUP. HOTELES PEQ.</b>	76.20%	79.59%	77.43%	70.29%	62.85%	56.54%	67.32%	58.73%	43.86%				65.87%





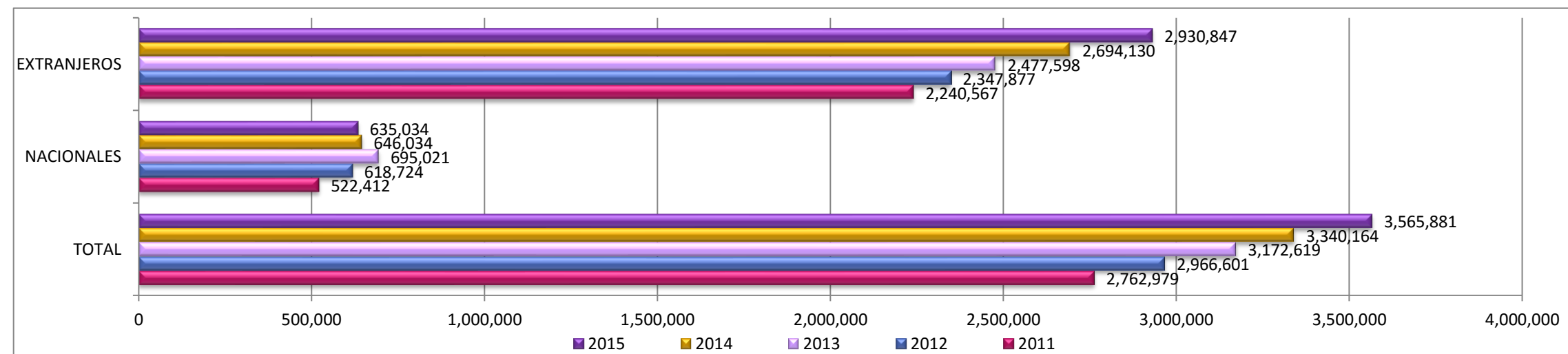
# PROCEDENCIA DEL TURISMO SEPTIEMBRE

AFLUENCIA DEL TURISMO	2011		2012		2013		2014		2015		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2015-11	2015-12	2015-13	2015-14
<b>TOTAL</b>	<b>221,519</b>	100.00%	<b>250,262</b>	100.00%	<b>269,581</b>	100.00%	<b>289,751</b>	100.00%	<b>307,738</b>	100.00%	<b>38.92%</b>	<b>22.97%</b>	<b>14.15%</b>	<b>6.21%</b>
<b>NACIONALES</b>	59,690	26.95%	68,936	27.55%	77,960	28.92%	75,839	26.17%	70,699	22.97%	<b>18.44%</b>	<b>2.56%</b>	<b>-9.31%</b>	<b>-6.78%</b>
<b>EXTRANJEROS</b>	161,829	73.05%	181,326	72.45%	191,621	71.08%	213,912	73.83%	237,039	77.03%	<b>46.47%</b>	<b>30.73%</b>	<b>23.70%</b>	<b>10.81%</b>



# ENERO - SEPTIEMBRE

AFLUENCIA DEL TURISMO	2011		2012		2013		2014		2015		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2015-11	2015-12	2015-13	2015-14
<b>TOTAL</b>	<b>2,762,979</b>	100.00%	<b>2,966,601</b>	100.00%	<b>3,172,619</b>	100.00%	<b>3,340,164</b>	100.00%	<b>3,565,881</b>	100.00%	<b>29.06%</b>	<b>20.20%</b>	<b>12.40%</b>	<b>6.76%</b>
<b>NACIONALES</b>	522,412	18.91%	618,724	20.86%	695,021	21.91%	646,034	19.34%	635,034	17.81%	<b>21.56%</b>	<b>2.64%</b>	<b>-8.63%</b>	<b>-1.70%</b>
<b>EXTRANJEROS</b>	2,240,567	81.09%	2,347,877	79.14%	2,477,598	78.09%	2,694,130	80.66%	2,930,847	82.19%	<b>30.81%</b>	<b>24.83%</b>	<b>18.29%</b>	<b>8.79%</b>

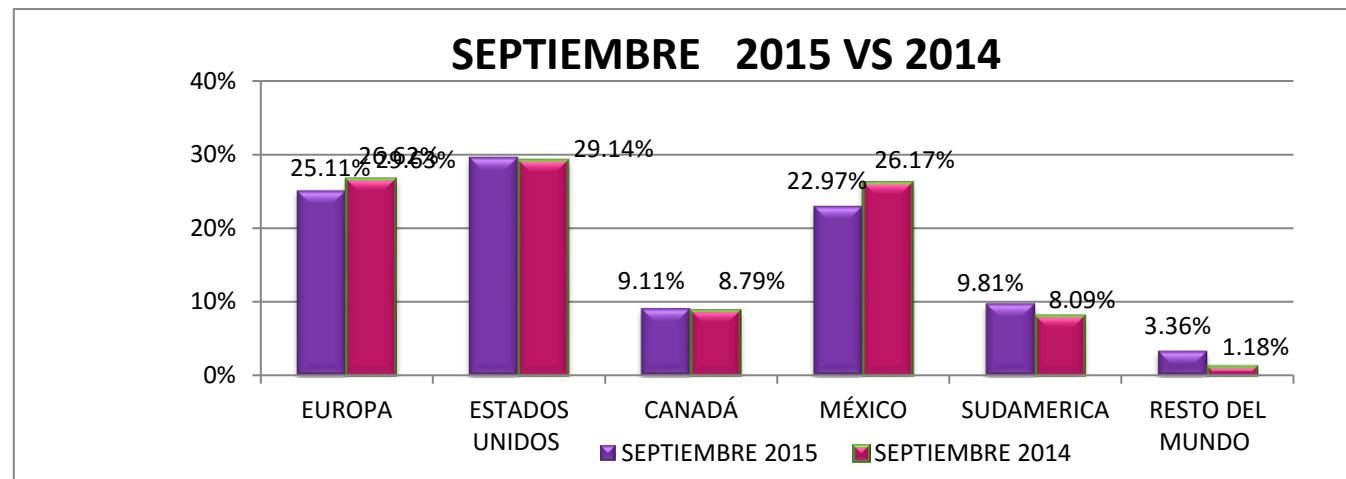


PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
SEPTIEMBRE 2015

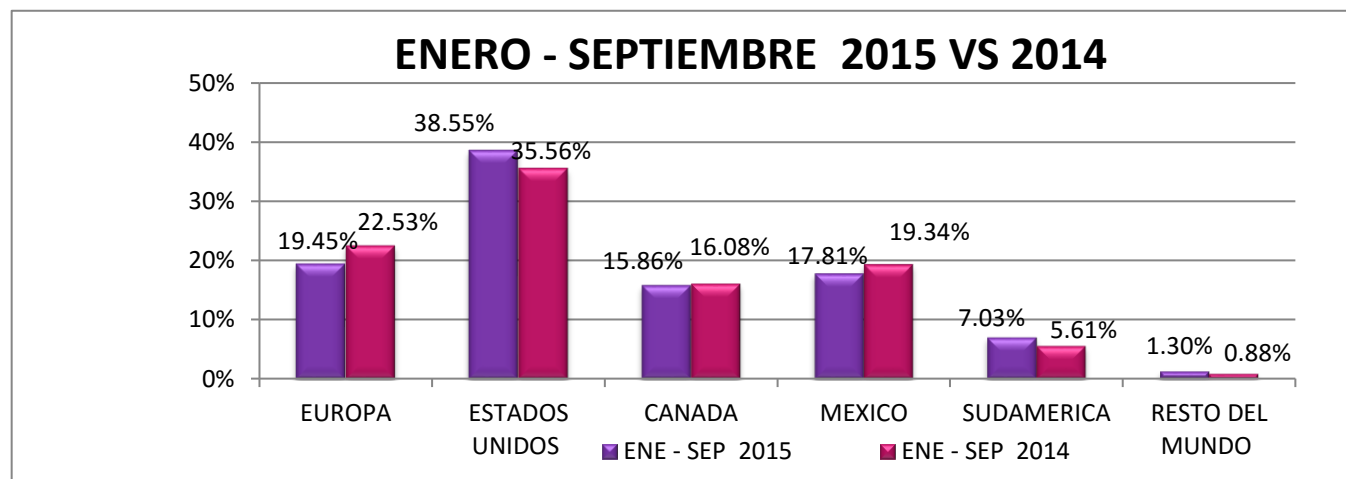
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	28,046	9.11	Bahamas	7	0.00	Alemania	8,923	2.90
Estados Unidos	91,198	29.63	Bermudas	33	0.01	Austria	166	0.05
México	70,699	22.97	Cuba	36	0.01	Bélgica	1,103	0.36
<b>SUMA</b>	<b>189,943</b>	<b>61.72</b>	Curacao		0.00	Bulgaria	11	0.00
			Haiti		0.00	Dinamarca	54	0.02
			Jamaica	13	0.00	España	19,668	6.39
			Puerto Rico	117	0.04	Finlandia	20	0.01
			Rep. Dominicana	81	0.03	Francia	2,959	0.96
			Otros	60	0.02	Gran Bretaña	30,382	9.87
			<b>SUMA</b>	<b>347</b>	<b>0.11</b>	Grecia	17	0.01
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>			Holanda		
Belice	79	0.03	Australia	804	0.26	Hungria	18	0.01
Costa Rica	160	0.05	Nueva Zelanda	39	0.01	Irlanda	365	0.12
El Salvador	32	0.01	<b>SUMA</b>	<b>843</b>	<b>0.27</b>	Islandia	6	0.00
Guatemala	156	0.05				Italia	6,824	2.22
Nicaragua	35	0.01				Luxemburgo	53	0.02
Panamá	6,854	2.23				Mónaco	1	0.00
Otros	24	0.01				Noruega	396	0.13
<b>SUMA</b>	<b>7,340</b>	<b>2.39</b>				Polonia	188	0.06
						Portugal	1,311	0.43
						Rep. Checa	61	0.02
						Rumania	49	0.02
						Rusia	233	0.08
						Slovenia	7	0.00
						Suecia	91	0.03
						Suiza	467	0.15
						Otros	220	0.07
						<b>SUMA</b>	<b>77,267</b>	<b>25.11</b>
<b>3.- SUDAMERICA</b>			<b>6.- ASIA</b>			<b>7.- AFRICA</b>		
Argentina	13,541	4.40	Arabia	88	0.03	Argelia		0.00
Bolivia	346	0.11	China	180	0.06	Egipto	20	0.01
Brasil	1,424	0.46	Corea	159	0.05	Sudáfrica	14	0.00
Chile	5,240	1.70	Filipinas	11	0.00	Otros	116	0.04
Colombia	2,617	0.85	India	28	0.01	<b>SUMA</b>	<b>150</b>	<b>0.05</b>
Ecuador	323	0.10	Israel	846	0.27			
Paraguay	322	0.10	Japón	74	0.02			
Perú	1,995	0.65	Paquistán		0.00			
Uruguay	3,597	1.17	Turquia	50	0.02			
Venezuela	382	0.12	Otros	215	0.07			
Otros	410	0.13	<b>SUMA</b>	<b>1,651</b>	<b>0.54</b>			
<b>SUMA</b>	<b>30,197</b>	<b>9.81</b>						
						<b>GRAN TOTAL</b>		
							<b>307,738</b>	<b>100.00</b>

PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	565,377	15.86	Bahamas	95	0.00	Alemania	97,896	2.75
Estados Unidos	1,374,703	38.55	Bermudas	103	0.00	Austria	2,716	0.08
México	635,034	17.81	Cuba	258	0.01	Bélgica	10,495	0.29
<b>SUMA</b>	<b>2,575,114</b>	<b>72.22</b>	Curacao	0	0.00	Bulgaria	196	0.01
			Haiti	35	0.00	Dinamarca	1,189	0.03
			Jamaica	257	0.01	España	128,051	3.59
			Puerto Rico	2,037	0.06	Finlandia	736	0.02
			Rep. Dominicana	1,409	0.04	Francia	61,734	1.73
			Otros	895	0.03	Gran Bretaña	226,521	6.35
			<b>SUMA</b>	<b>5,089</b>	<b>0.14</b>	Grecia	256	0.01
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>			Holanda	28,550	0.80
Belice	967	0.03	Australia	8,187	0.23	Hungria	494	0.01
Costa Rica	1,364	0.04	Nueva Zelanda	357	0.01	Irlanda	2,162	0.06
El Salvador	686	0.02	<b>SUMA</b>	<b>8,544</b>	<b>0.24</b>	Islandia	141	0.00
Guatemala	1,285	0.04	<b>6.- ASIA</b>			Italia	69,766	1.96
Nicaragua	103	0.00	Arabia	321	0.01	Luxemburgo	301	0.01
Panamá	16,483	0.46	China	1,445	0.04	Mónaco	43	0.00
Otros	553	0.02	Corea	1,015	0.03	Noruega	4,830	0.14
<b>SUMA</b>	<b>21,441</b>	<b>0.60</b>	Filipinas	102	0.00	Polonia	5,420	0.15
			India	509	0.01	Portugal	5,689	0.16
			Israel	1,920	0.05	Rep. Checa	1,032	0.03
			Japón	835	0.02	Rumania	318	0.01
			Paquistan	26	0.00	Rusia	8,011	0.22
			Turquia	189	0.01	Slovenia	158	0.00
			Otros	3,196	0.09	Suecia	20,293	0.57
			<b>SUMA</b>	<b>9,558</b>	<b>0.27</b>	Suiza	7,743	0.22
<b>3.- SUDAMERICA</b>			<b>7.- AFRICA</b>			Otros	8,964	0.25
Argentina	128,080	3.59	Argelia	11	0.00	<b>SUMA</b>	<b>693,705</b>	<b>19.45</b>
Bolivia	1,217	0.03	Egipto	138	0.00			
Brasil	18,899	0.53	Sudáfrica	595	0.02	<b>GRAN TOTAL</b>		
Chile	37,859	1.06	Otros	948	0.03		<b>3,565,881</b>	<b>100.00</b>
Colombia	21,070	0.59	<b>SUMA</b>	<b>1,692</b>	<b>0.05</b>			
Ecuador	1,793	0.05						
Paraguay	2,312	0.06						
Perú	15,758	0.44						
Uruguay	18,013	0.51						
Venezuela	3,252	0.09						
Otros	2,485	0.07						
<b>SUMA</b>	<b>250,738</b>	<b>7.03</b>						

REGION	SEPTIEMBRE 2014		SEPTIEMBRE 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	77,142	26.62%	77,267	25.11%	0.16%
ESTADOS UNIDOS	84,447	29.14%	91,198	29.63%	7.99%
CANADÁ	25,474	8.79%	28,046	9.11%	10.10%
MÉXICO	75,839	26.17%	70,699	22.97%	-6.78%
SUDAMERICA	23,433	8.09%	30,197	9.81%	28.87%
RESTO DEL MUNDO	3,416	1.18%	10,331	3.36%	202.43%
<b>SUMAS</b>	<b>289,751</b>	<b>100.00%</b>	<b>307,738</b>	<b>100.00%</b>	<b>6.21%</b>



REGION	ENE - SEP 2014		ENE - SEP 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	752,474	22.53%	693,705	19.45%	-7.81%
ESTADOS UNIDOS	1,187,727	35.56%	1,374,703	38.55%	15.74%
CANADA	537,180	16.08%	565,377	15.86%	5.25%
MEXICO	646,034	19.34%	635,034	17.81%	-1.70%
SUDAMERICA	187,221	5.61%	250,738	7.03%	33.93%
RESTO DEL MUNDO	29,528	0.88%	46,324	1.30%	56.88%
<b>SUMAS</b>	<b>3,340,164</b>	<b>100.00%</b>	<b>3,565,881</b>	<b>100.00%</b>	<b>6.76%</b>



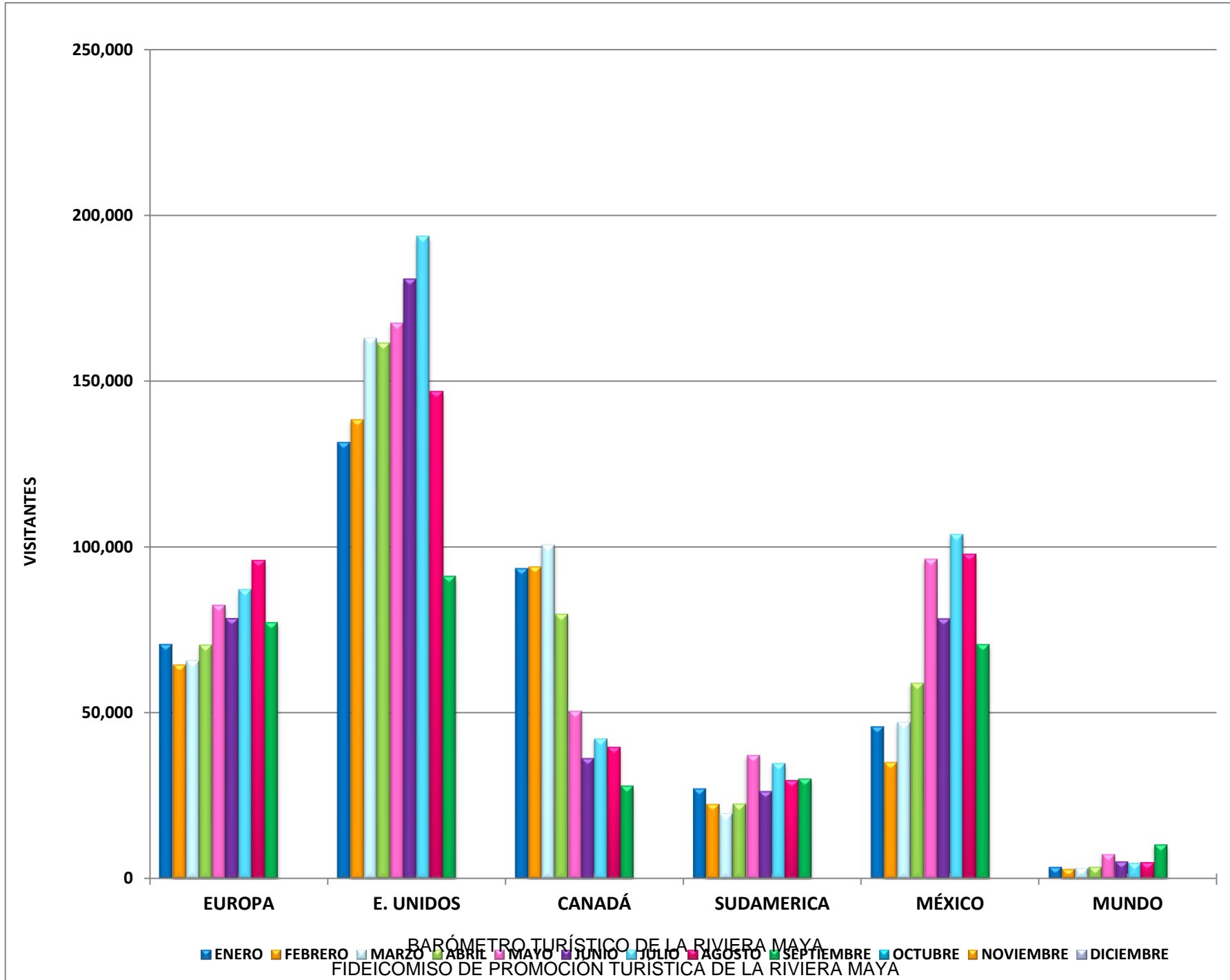
**PROCEDENCIA DEL TURISMO POR REGIONES  
AÑO 2015**

MES	EUROPA		E. UNIDOS		CANADÁ		SUDAMERICA		MÉXICO		MUNDO		TOTAL	
	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%
ENERO	70,807	19.0	131,554	35.3	93,591	25.1	27,278	7.3	45,956	12.3	3,650	1.0	372,836	100.0
FEBRERO	64,591	18.0	138,390	38.7	94,121	26.3	22,562	6.3	35,202	9.8	3,017	0.8	357,883	100.0
MARZO	65,914	16.5	162,995	40.8	100,726	25.2	19,688	4.9	47,349	11.8	3,235	0.8	399,907	100.0
ABRIL	70,577	17.8	161,463	40.6	79,930	20.1	22,668	5.7	59,055	14.9	3,612	0.9	397,305	100.0
MAYO	82,553	18.7	167,599	37.9	50,596	11.4	37,314	8.4	96,401	21.8	7,466	1.7	441,929	100.0
JUNIO	78,682	19.4	180,943	44.5	36,442	9.0	26,506	6.5	78,566	19.3	5,300	1.3	406,439	100.0
JULIO	87,348	18.7	193,714	41.5	42,339	9.1	34,835	7.5	103,934	22.3	4,772	1.0	466,942	100.0
AGOSTO	95,966	23.1	146,847	35.4	39,586	9.5	29,690	7.2	97,872	23.6	4,941	1.2	414,902	100.0
SEPTIEMBRE	77,267	25.1	91,198	29.6	28,046	9.1	30,197	9.8	70,699	23.0	10,331	3.4	307,738	100.0
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

**ACUMULADO ANUAL**

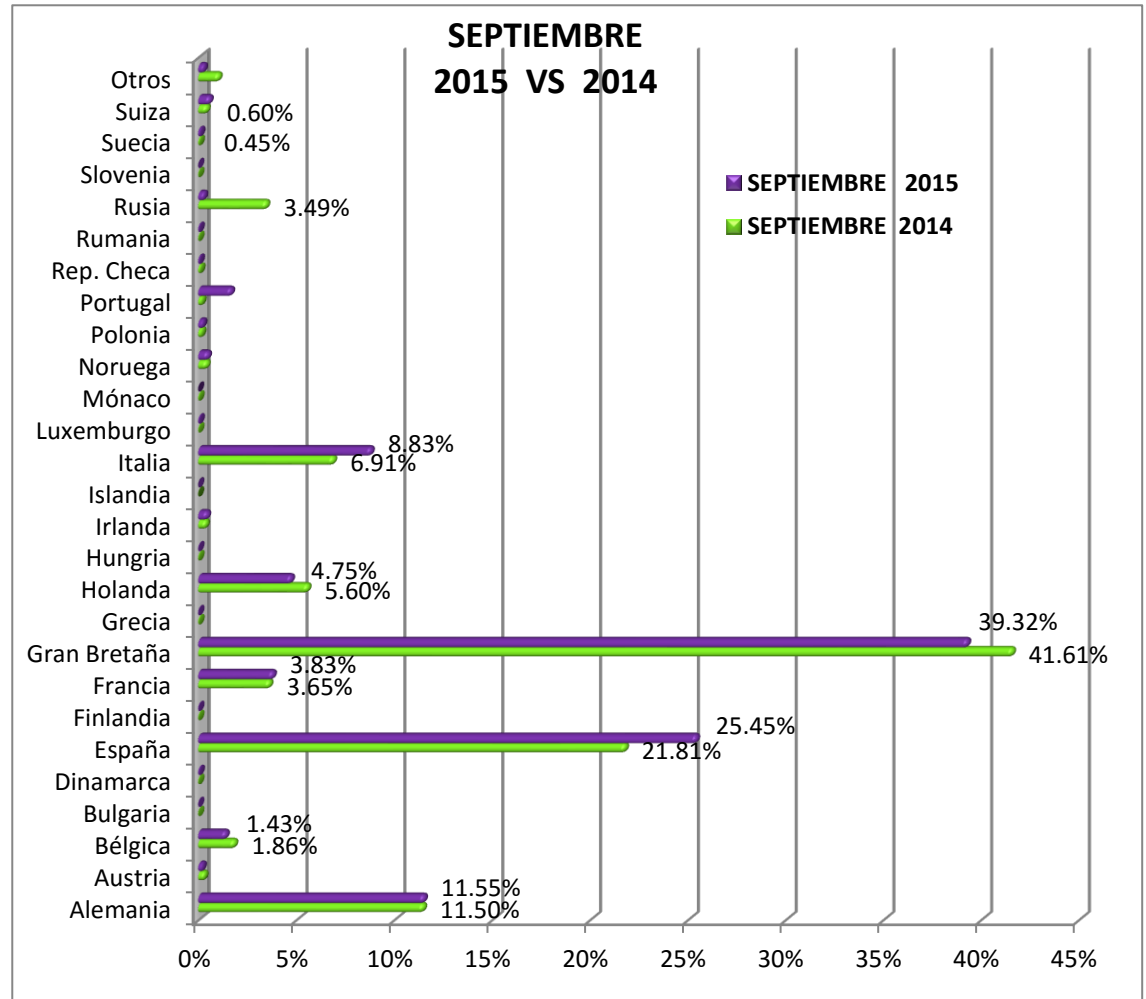
ENE-FEB	135,398	18.5	269,944	36.9	187,712	25.7	49,840	6.8	81,158	11.1	6,667	0.9	730,719	100.0
ENE-MAR	201,312	17.8	432,939	38.3	288,438	25.5	69,528	6.1	128,507	11.4	9,902	0.9	1,130,626	100.0
ENE-ABR	271,889	17.8	594,402	38.9	368,368	24.1	92,196	6.0	187,562	12.3	13,514	0.9	1,527,931	100.0
ENE-MAY	354,442	18.0	762,001	38.7	418,964	21.3	129,510	6.6	283,963	14.4	20,980	1.1	1,969,860	100.0
ENE-JUN	433,124	18.2	942,944	39.7	455,406	19.2	156,016	6.6	362,529	15.3	26,280	1.1	2,376,299	100.0
ENE-JUL	520,472	18.3	1,136,658	40.0	497,745	17.5	190,851	6.7	466,463	16.4	31,052	1.1	2,843,241	100.0
ENE-AGO	616,438	18.9	1,283,505	39.4	537,331	16.5	220,541	6.8	564,335	17.3	35,993	1.1	3,258,143	100.0
ENE-SEPT	693,705	19.5	1,374,703	38.6	565,377	15.9	250,738	7.0	635,034	17.8	46,324	1.3	3,565,881	100.0
ENE-OCT														
ENE-NOV														
ENE-DIC														
ENE-DIC														

**GRAFICA  
PROCEDENCIA DEL TURISMO POR REGIONES  
DESGLOSE MENSUAL 2015**



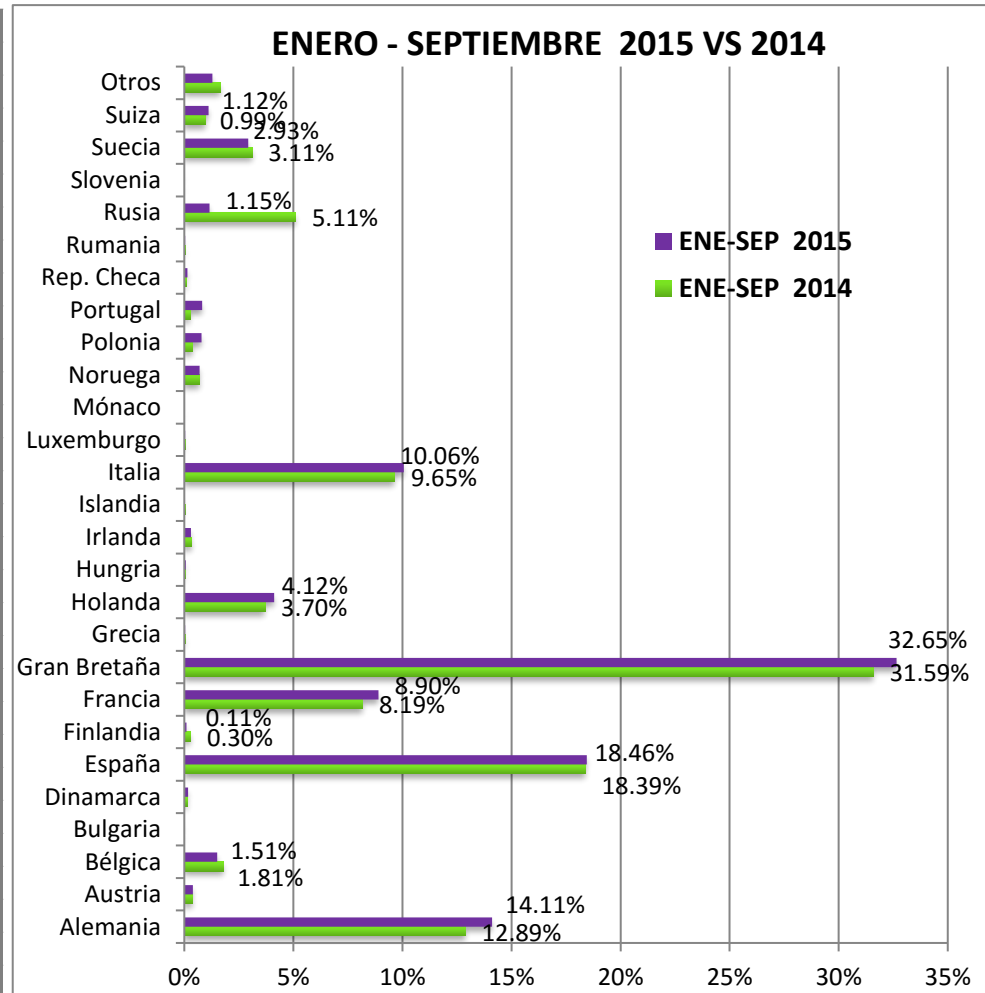
**DESGLOSE DE PROCEDENCIA GEOGRÁFICA  
DEL TURISMO EUROPEO  
SEPTIEMBRE 2015 VS 2014**

PAIS	SEPTIEMBRE 2014		SEPTIEMBRE 2015	
	PAX	%	PAX	%
Alemania	8,874	11.50%	8,923	11.55%
Austria	249	0.32%	166	0.21%
Bélgica	1,432	1.86%	1,103	1.43%
Bulgaria	13	0.02%	11	0.01%
Dinamarca	25	0.03%	54	0.07%
España	16,828	21.81%	19,668	25.45%
Finlandia	22	0.03%	20	0.03%
Francia	2,816	3.65%	2,959	3.83%
Gran Bretaña	32,101	41.61%	30,382	39.32%
Grecia	34	0.04%	17	0.02%
Holanda	4,319	5.60%	3,674	4.75%
Hungría	28	0.04%	18	0.02%
Irlanda	311	0.40%	365	0.47%
Islandia	4	0.01%	6	0.01%
Italia	5,328	6.91%	6,824	8.83%
Luxemburgo	22	0.03%	53	0.07%
Mónaco	36	0.05%	1	0.00%
Noruega	346	0.45%	396	0.51%
Polonia	143	0.19%	188	0.24%
Portugal	154	0.20%	1,311	1.70%
Rep. Checa	91	0.12%	61	0.08%
Rumania	30	0.04%	49	0.06%
Rusia	2,695	3.49%	233	0.30%
Slovenia	21	0.03%	7	0.01%
Suecia	57	0.07%	91	0.12%
Suiza	348	0.45%	467	0.60%
Otros	815	1.06%	220	0.28%
<b>SUMA</b>	<b>77,142</b>	<b>100.00%</b>	<b>77,267</b>	<b>100.00%</b>



**DESGLOSE DE PROCEDENCIA GEOGRÁFICA  
DEL TURISMO EUROPEO  
ENERO - SEPTIEMBRE 2015 VS 2014**

PAIS	ENE-SEP 2014		ENE-SEP 2015	
	PAX	%	PAX	%
Alemania	96,978	12.89%	97,896	14.11%
Austria	2,728	0.36%	2,716	0.39%
Bélgica	13,657	1.81%	10,495	1.51%
Bulgaria	158	0.02%	196	0.03%
Dinamarca	1,075	0.14%	1,189	0.17%
España	138,382	18.39%	128,051	18.46%
Finlandia	2,284	0.30%	736	0.11%
Francia	61,609	8.19%	61,734	8.90%
Gran Bretaña	237,722	31.59%	226,521	32.65%
Grecia	427	0.06%	256	0.04%
Holanda	27,835	3.70%	28,550	4.12%
Hungría	411	0.05%	494	0.07%
Irlanda	2,647	0.35%	2,162	0.31%
Islandia	256	0.03%	141	0.02%
Italia	72,617	9.65%	69,766	10.06%
Luxemburgo	279	0.04%	301	0.04%
Mónaco	155	0.02%	43	0.01%
Noruega	5,368	0.71%	4,830	0.70%
Polonia	2,922	0.39%	5,420	0.78%
Portugal	1,985	0.26%	5,689	0.82%
Rep. Checa	783	0.10%	1,032	0.15%
Rumania	324	0.04%	318	0.05%
Rusia	38,486	5.11%	8,011	1.15%
Slovenia	190	0.03%	158	0.02%
Suecia	23,403	3.11%	20,293	2.93%
Suiza	7,418	0.99%	7,743	1.12%
Otros	12,375	1.64%	8,964	1.29%
<b>SUMA</b>	<b>752,474</b>	<b>100.00%</b>	<b>693,705</b>	<b>100.00%</b>





## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO PRIMER SEMESTRE 2015

PAIS	ENE 2015		FEB 2015		MAR 2015		ABR 2015		MAY 2015		JUN 2015		Acumulado		Posición 2015
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	
Alemania	11,700	16.52%	10,051	15.56%	12,658	19.20%	14,574	20.65%	16,046	19.44%	8,464	10.76%	73,493	16.97%	2
Austria	413	0.58%	280	0.43%	330	0.50%	317	0.45%	247	0.30%	379	0.48%	1,966	0.45%	
Bélgica	916	1.29%	1,276	1.98%	899	1.36%	941	1.33%	1,317	1.60%	1,113	1.41%	6,462	1.49%	9
Bulgaria	31	0.04%	15	0.02%	16	0.02%	33	0.05%	9	0.01%	11	0.01%	115	0.03%	
Dinamarca	242	0.34%	306	0.47%	118	0.18%	131	0.19%	12	0.01%	22	0.03%	831	0.19%	
España	6,263	8.85%	5,819	9.01%	7,318	11.10%	9,074	12.86%	13,234	16.03%	15,115	19.21%	56,823	13.12%	3
Finlandia	221	0.31%	247	0.38%	168	0.25%	23	0.03%	7	0.01%	12	0.02%	678	0.16%	
Francia	8,504	12.01%	9,466	14.66%	8,440	12.80%	9,047	12.82%	6,951	8.42%	3,904	4.96%	46,312	10.69%	4
Gran Bretaña	15,502	21.89%	14,514	22.47%	16,670	25.29%	24,775	35.10%	31,254	37.86%	33,179	42.17%	135,894	31.38%	1
Grecia	17	0.02%	53	0.08%	29	0.04%	21	0.03%	54	0.07%	11	0.01%	185	0.04%	
Holanda	3,140	4.43%	2,513	3.89%	2,370	3.60%	2,363	3.35%	3,880	4.70%	3,896	4.95%	18,162	4.19%	7
Hungría	145	0.20%	81	0.13%	36	0.05%	73	0.10%	25	0.03%	29	0.04%	389	0.09%	
Irlanda	138	0.19%	87	0.13%	126	0.19%	239	0.34%	197	0.24%	186	0.24%	973	0.22%	
Islandia	13	0.02%	14	0.02%	21	0.03%	8	0.01%	3	0.00%	18	0.02%	77	0.02%	
Italia	7,099	10.03%	5,752	8.91%	5,964	9.05%	4,706	6.67%	6,283	7.61%	9,068	11.52%	38,872	8.97%	5
Luxemburgo	27	0.04%	3	0.00%	15	0.02%	45	0.06%	4	0.00%	15	0.02%	109	0.03%	
Mónaco	6	0.01%	10	0.02%	4	0.01%	0	0.00%	0	0.00%	3	0.00%	23	0.01%	
Noruega	670	0.95%	623	0.96%	562	0.85%	438	0.62%	505	0.61%	510	0.65%	3,308	0.76%	
Polonia	1,745	2.46%	1,509	2.34%	1,039	1.58%	220	0.31%	161	0.20%	268	0.34%	4,942	1.14%	
Portugal	78	0.11%	178	0.28%	168	0.25%	190	0.27%	391	0.47%	996	1.27%	2,001	0.46%	
Rep. Checa	133	0.19%	142	0.22%	102	0.15%	285	0.40%	122	0.15%	116	0.15%	900	0.21%	
Rumania	61	0.09%	28	0.04%	33	0.05%	37	0.05%	32	0.04%	30	0.04%	221	0.05%	
Rusia	3,723	5.26%	1,234	1.91%	974	1.48%	438	0.62%	459	0.56%	285	0.36%	7,113	1.64%	8
Slovenia	18	0.03%	31	0.05%	16	0.02%	11	0.02%	13	0.02%	21	0.03%	110	0.03%	
Suecia	7,370	10.41%	6,201	9.60%	5,286	8.02%	651	0.92%	156	0.19%	153	0.19%	19,817	4.58%	6
Suiza	1,257	1.78%	1,519	2.35%	1,329	2.02%	873	1.24%	732	0.89%	311	0.40%	6,021	1.39%	10
Otros	1,375	1.94%	2,639	4.09%	1,223	1.86%	1,064	1.51%	459	0.56%	567	0.72%	7,327	1.69%	
<b>SUMA</b>	<b>70,807</b>	<b>100.00%</b>	<b>64,591</b>	<b>100.00%</b>	<b>65,914</b>	<b>100.00%</b>	<b>70,577</b>	<b>100.00%</b>	<b>82,553</b>	<b>100.00%</b>	<b>78,682</b>	<b>100.00%</b>	<b>433,124</b>	<b>100.00%</b>	

## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO SEGUNDO SEMESTRE 2015

PAIS	JUL 2015		AGO 2015		SEP 2015		OCT 2015		NOV 2015		DIC 2015		Acumulado Ene-Jul		Posición 2015
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	
Alemania	6,972	7.98%	8,508	8.87%	8,923	11.55%							97,896	14.11%	3
Austria	406	0.46%	178	0.19%	166	0.21%							2,716	0.39%	
Bélgica	1,638	1.88%	1,292	1.35%	1,103	1.43%							10,495	1.51%	8
Bulgaria	62	0.07%	8	0.01%	11	0.01%							196	0.03%	
Dinamarca	258	0.30%	46	0.05%	54	0.07%							1,189	0.17%	
España	23,491	26.89%	28,069	29.25%	19,668	25.45%							128,051	18.46%	2
Finlandia	22	0.03%	16	0.02%	20	0.03%							736	0.11%	
Francia	5,484	6.28%	6,979	7.27%	2,959	3.83%							61,734	8.90%	5
Gran Bretaña	29,355	33.61%	30,890	32.19%	30,382	39.32%							226,521	32.65%	1
Grecia	35	0.04%	19	0.02%	17	0.02%							256	0.04%	
Holanda	3,726	4.27%	2,988	3.11%	3,674	4.75%							28,550	4.12%	6
Hungría	14	0.02%	73	0.08%	18	0.02%							494	0.07%	
Irlanda	437	0.50%	387	0.40%	365	0.47%							2,162	0.31%	
Islandia	54	0.06%	4	0.00%	6	0.01%							141	0.02%	
Italia	11,041	12.64%	13,029	13.58%	6,824	8.83%							69,766	10.06%	4
Luxemburgo	54	0.06%	85	0.09%	53	0.07%							301	0.04%	
Mónaco	15	0.02%	4	0.00%	1	0.00%							43	0.01%	
Noruega	720	0.82%	406	0.42%	396	0.51%							4,830	0.70%	
Polonia	174	0.20%	116	0.12%	188	0.24%							5,420	0.78%	
Portugal	1,004	1.15%	1,373	1.43%	1,311	1.70%							5,689	0.82%	
Rep. Checa	58	0.07%	13	0.01%	61	0.08%							1,032	0.15%	
Rumania	18	0.02%	30	0.03%	49	0.06%							318	0.05%	
Rusia	316	0.36%	349	0.36%	233	0.30%							8,011	1.15%	9
Slovenia	30	0.03%	11	0.01%	7	0.01%							158	0.02%	
Suecia	318	0.36%	67	0.07%	91	0.12%							20,293	2.93%	7
Suiza	934	1.07%	321	0.33%	467	0.60%							7,743	1.12%	10
Otros	712	0.82%	705	0.73%	220	0.28%							8,964	1.29%	
<b>SUMA</b>	<b>87,348</b>	<b>100.00%</b>	<b>95,966</b>	<b>100.00%</b>	<b>77,267</b>	<b>100.00%</b>	<b>0</b>	<b>#¡DIV/0!</b>	<b>0</b>	<b>#¡DIV/0!</b>	<b>0</b>	<b>#¡DIV/0!</b>	<b>693,705</b>	<b>100.00%</b>	

PRINCIPALES MERCADOS  
PARA LA RIVIERA MAYA  
PRIMER SEMESTRE AÑO 2015

PAIS	ENE 2015		FEB 2015		MAR 2015		ABR 2015		MAY 2015		JUN 2015		Acumulado		Posición 2014	Posición 2015
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	131,554	35.28%	138,390	38.67%	162,995	40.76%	161,463	40.64%	167,599	37.92%	180,943	44.52%	942,944	39.68%	1	1
2 Canadá	93,591	25.10%	94,121	26.30%	100,726	25.19%	79,930	20.12%	50,596	11.45%	36,442	8.97%	455,406	19.16%	2	2
3 México	45,956	12.33%	35,202	9.84%	47,349	11.84%	59,055	14.86%	96,401	21.81%	78,566	19.33%	362,529	15.26%	3	3
4 Alemania	11,700	3.14%	10,051	2.81%	12,658	3.17%	14,574	3.67%	16,046	3.63%	8,464	2.08%	73,493	3.09%	5	6
5 Bélgica	916	0.25%	1,276	0.36%	899	0.22%	941	0.24%	1,317	0.30%	1,113	0.27%	6,462	0.27%	16	16
6 España	6,263	1.68%	5,819	1.63%	7,318	1.83%	9,074	2.28%	13,234	2.99%	15,115	3.72%	56,823	2.39%	6	7
7 Francia	8,504	2.28%	9,466	2.64%	8,440	2.11%	9,047	2.28%	6,951	1.57%	3,904	0.96%	46,312	1.95%	8	8
8 Gran Bretaña	15,502	4.16%	14,514	4.06%	16,670	4.17%	24,775	6.24%	31,254	7.07%	33,179	8.16%	135,894	5.72%	4	4
9 Holanda	3,140	0.84%	2,513	0.70%	2,370	0.59%	2,363	0.59%	3,880	0.88%	3,896	0.96%	18,162	0.76%	14	11
10 Italia	7,099	1.90%	5,752	1.61%	5,964	1.49%	4,706	1.18%	6,283	1.42%	9,068	2.23%	38,872	1.64%	9	9
11 Rusia	3,723	1.00%	1,234	0.34%	974	0.24%	438	0.11%	459	0.10%	285	0.07%	7,113	0.30%	11	15
12 Suecia	7,370	1.98%	6,201	1.73%	5,286	1.32%	651	0.16%	156	0.04%	153	0.04%	7,370	0.31%	12	14
13 Suiza	1,257	0.34%	1,519	0.42%	1,329	0.33%	873	0.22%	732	0.17%	311	0.08%	6,021	0.25%	16	17
14 Argentina	12,779	3.43%	11,591	3.24%	11,514	2.88%	13,898	3.50%	21,756	4.92%	13,477	3.32%	85,015	3.58%	7	5
15 Brasil	5,222	1.40%	1,506	0.42%	1,487	0.37%	1605	0.40%	2301	0.52%	1,243	0.31%	13,364	0.56%	15	12
16 Chile	3,425	0.92%	5,224	1.46%	1,994	0.50%	2,731	0.69%	4,825	1.09%	3,415	0.84%	21,614	0.91%	13	10
17 Colombia	2,617	0.70%	791	0.22%	1,406	0.35%	1,317	0.33%	2,896	0.66%	3,922	0.96%	12,949	0.54%	10	13
<b>AFLUENCIA</b>	<b>372,836</b>	<b>96.72%</b>	<b>357,883</b>	<b>96.45%</b>	<b>399,907</b>	<b>97.37%</b>	<b>397,305</b>	<b>97.52%</b>	<b>441,929</b>	<b>96.55%</b>	<b>406,439</b>	<b>96.82%</b>	<b>2,376,299</b>	<b>96.38%</b>		

Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

PRINCIPALES MERCADOS  
PARA LA RIVIERA MAYA  
SEGUNDO SEMESTRE AÑO 2015

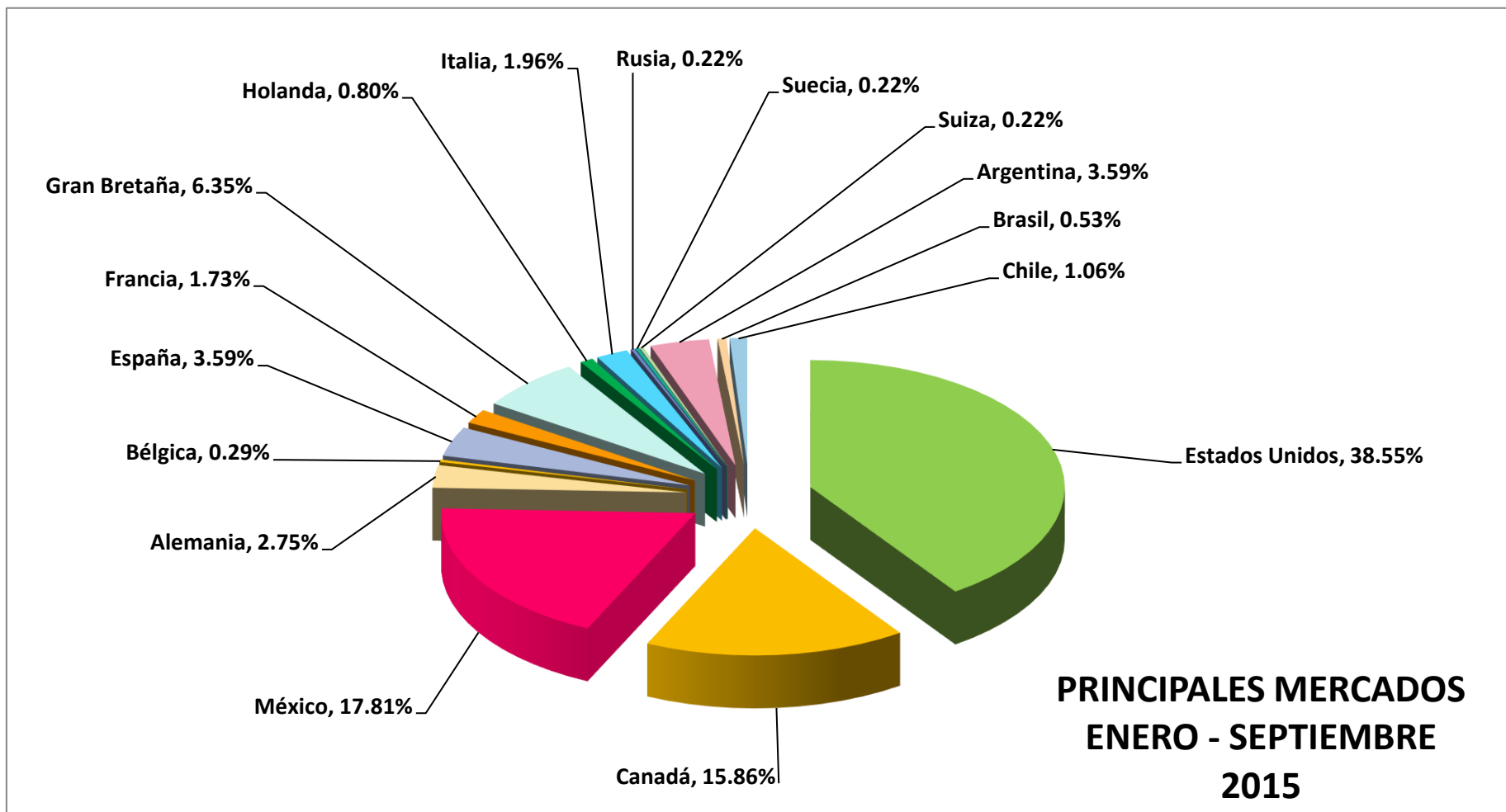
PAIS	JUL 2015		AGO 2015		SEP 2015		OCT 2015		NOV 2015		DIC 2015		Acumulado Ene-Dic		Posición 2014	Posición 2015
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	193,714	41.49%	146,847	35.39%	91,198	29.63%							1,374,703	38.55%	1	1
2 Canadá	42,339	9.07%	39,586	9.54%	28,046	9.11%							565,377	15.86%	3	3
3 México	103,934	22.26%	97,872	23.59%	70,699	22.97%							635,034	17.81%	2	2
4 Alemania	6,972	1.49%	8,508	2.05%	8,923	2.90%							97,896	2.75%	6	7
5 Bélgica	1,638	0.35%	1,292	0.31%	1,103	0.36%							10,495	0.29%	16	14
6 España	23,491	5.03%	28,069	6.77%	19,668	6.39%							128,051	3.59%	5	6
7 Francia	5,484	1.17%	6,979	1.68%	2,959	0.96%							61,734	1.73%	9	9
8 Gran Bretaña	29,355	6.29%	30,890	7.45%	30,382	9.87%							226,521	6.35%	4	4
9 Holanda	3,726	0.80%	2,988	0.72%	3,674	1.19%							28,550	0.80%	12	11
10 Italia	11,041	2.36%	13,029	3.14%	6,824	2.22%							69,766	1.96%	8	8
11 Rusia	316	0.07%	349	0.08%	233	0.08%							8,011	0.22%	10	15
12 Suecia	318	0.07%	67	0.02%	91	0.03%							7,846	0.22%	13	16
13 Suiza	934	0.20%	321	0.08%	467	0.15%							7,743	0.22%	17	17
14 Argentina	16,636	3.56%	12,888	3.11%	13,541	4.40%							128,080	3.59%	7	5
15 Brasil	2,424	0.52%	1,687	0.41%	1,424	0.46%							18,899	0.53%	15	13
16 Chile	6,123	1.31%	4,882	1.18%	5,240	1.70%							37,859	1.06%	11	10
17 Colombia	2,721	0.58%	2,783	0.67%	2,617	0.85%							21,070	0.59%	14	12
<b>AFLUENCIA</b>	<b>466,942</b>	<b>96.62%</b>	<b>414,902</b>	<b>96.18%</b>	<b>307,738</b>	<b>93.29%</b>							<b>3,565,881</b>	<b>96.12%</b>		

Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

## PRINCIPALES MERCADOS

ENERO - SEPTIEMBRE

2015



Nota: Los principales mercados para Riviera Maya de Enero-Mayo representan el 93.29% del total de turistas que visitaron el destino.

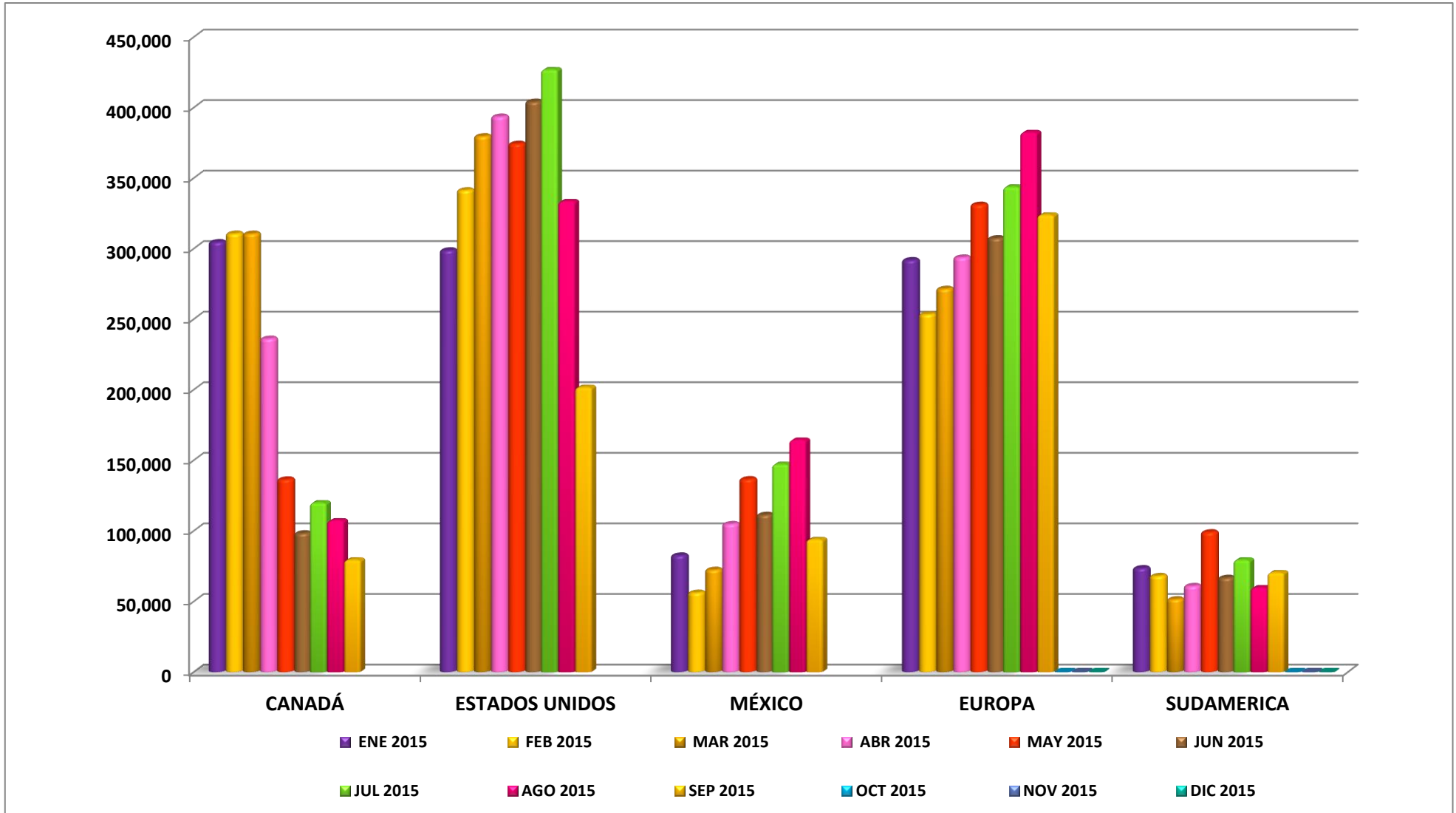
PRINCIPALES MERCADOS POR REGIONES  
PARA LA RIVIERA MAYA  
PRODUCCIÓN CUARTOS NOCHE  
PRIMER SEMESTRE AÑO 2015

PAÍS	ENE 2015		FEB 2015		MAR 2015		ABR 2015		MAY 2015		JUN 2015		Acumulado Ene-Jun	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
<b>NORTE AMERICA</b>														
CANADÁ	304,561	29.0%	310,599	30.2%	310,572	28.6%	236,127	21.7%	136,398	12.7%	98,242	9.9%	1,396,499	22.1%
ESTADOS UNIDOS	298,737	28.4%	341,362	33.2%	379,643	35.0%	393,566	36.1%	374,304	34.7%	404,106	40.9%	2,191,718	34.7%
MÉXICO	82,529	7.9%	56,177	5.5%	72,405	6.7%	104,823	9.6%	136,568	12.7%	111,302	11.3%	563,804	8.9%
<b>SUMA</b>	<b>685,827</b>	<b>65.2%</b>	<b>708,138</b>	<b>68.8%</b>	<b>762,620</b>	<b>70.2%</b>	<b>734,516</b>	<b>67.4%</b>	<b>647,270</b>	<b>60.1%</b>	<b>613,650</b>	<b>62.1%</b>	<b>4,152,021</b>	<b>65.7%</b>
<b>EUROPA</b>														
ALEMANIA	59,036	5.6%	45,690	4.4%	62,235	5.7%	67,891	6.2%	71,204	6.6%	37,559	3.8%	343,615	5.4%
BÉLGICA	3,798	0.4%	5,226	0.5%	4,079	0.4%	3,713	0.3%	5,702	0.5%	4,818	0.5%	27,336	0.4%
ESPAÑA	20,537	2.0%	17,336	1.7%	20,307	1.9%	26,655	2.4%	38,599	3.6%	44,085	4.5%	167,519	2.7%
FRANCIA	29,374	2.8%	34,354	3.3%	30,982	2.9%	32,946	3.0%	26,095	2.4%	14,656	1.5%	168,407	2.7%
GRAN BRETAÑA	77,510	7.4%	69,970	6.8%	83,767	7.7%	125,217	11.5%	142,596	13.2%	151,379	15.3%	650,439	10.3%
HOLANDA	13,567	1.3%	10,879	1.1%	9,529	0.9%	9,797	0.9%	17,492	1.6%	17,564	1.8%	78,828	1.2%
ITALIA	27,745	2.6%	23,895	2.3%	21,371	2.0%	18,059	1.7%	23,718	2.2%	34,232	3.5%	149,020	2.4%
RUSIA	18,320	1.7%	4,638	0.5%	3,961	0.4%	1,325	0.1%	1,731	0.2%	1,075	0.1%	31,050	0.5%
SUECIA	35,622	3.4%	33,253	3.2%	28,765	2.6%	3,540	0.3%	540	0.1%	530	0.1%	102,250	1.6%
SUIZA	6,295	0.6%	8,158	0.8%	6,495	0.6%	4,540	0.4%	3,413	0.3%	1,450	0.1%	30,351	0.5%
<b>SUMA</b>	<b>291,804</b>	<b>27.8%</b>	<b>253,399</b>	<b>24.6%</b>	<b>271,491</b>	<b>25.0%</b>	<b>293,683</b>	<b>27.0%</b>	<b>331,090</b>	<b>30.7%</b>	<b>307,348</b>	<b>31.1%</b>	<b>1,748,815</b>	<b>27.2%</b>
<b>SUDAMERICA</b>														
ARGENTINA	40,680	3.9%	42,114	4.1%	36,893	3.4%	43,431	4.0%	74,696	6.9%	46,271	4.7%	284,085	4.5%
BRASIL	15,231	1.4%	5,064	0.5%	4,703	0.4%	4,842	0.4%	5,072	0.5%	2,740	0.3%	37,652	0.6%
CHILE	9,990	1.0%	18,349	1.8%	6,173	0.6%	9,126	0.8%	12,826	1.2%	9,078	0.9%	65,542	1.0%
COLOMBIA	7,633	0.7%	2,525	0.2%	3,749	0.3%	3,512	0.3%	6,371	0.6%	8,628	0.9%	32,418	0.5%
<b>SUMA</b>	<b>73,534</b>	<b>7.0%</b>	<b>68,052</b>	<b>6.6%</b>	<b>51,518</b>	<b>4.7%</b>	<b>60,911</b>	<b>5.6%</b>	<b>98,965</b>	<b>9.2%</b>	<b>66,717</b>	<b>6.8%</b>	<b>419,697</b>	<b>6.1%</b>
<b>TOTAL PRIN. MDOS.</b>	<b>1,051,165</b>	<b>100.00%</b>	<b>1,029,589</b>	<b>100.00%</b>	<b>1,085,629</b>	<b>100.00%</b>	<b>1,089,110</b>	<b>100.00%</b>	<b>1,077,325</b>	<b>100.00%</b>	<b>987,715</b>	<b>100.00%</b>	<b>6,320,533</b>	<b>99.01%</b>
<b>TOTAL DESTINO</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>
	<b>1,134,307</b>	<b>92.7%</b>	<b>1,067,830</b>	<b>96.4%</b>	<b>1,115,291</b>	<b>97.3%</b>	<b>1,116,982</b>	<b>97.5%</b>	<b>1,116,279</b>	<b>96.5%</b>	<b>1,059,592</b>	<b>93.2%</b>	<b>6,610,281</b>	<b>95.6%</b>

PRINCIPALES MERCADOS POR REGIONES  
PARA LA RIVIERA MAYA  
PRODUCCIÓN CUARTOS NOCHE  
SEGUNDO SEMESTRE AÑO 2015

PAÍS	JUL 2015		AGO 2015		SEP 2015		OCT 2015		NOV 2015		DIC 2015		Acumulado Ene-Dic	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
<b>NORTE AMERICA</b>														
CANADÁ	119,961	10.7%	107,212	10.2%	79,464	10.3%							1,703,136	18.4%
ESTADOS UNIDOS	426,978	38.2%	333,465	31.8%	201,776	26.2%							3,153,937	34.1%
MÉXICO	147,240	13.2%	164,344	15.7%	93,971	12.2%							969,359	10.5%
<b>SUMA</b>	<b>694,179</b>	<b>62.1%</b>	<b>605,021</b>	<b>57.8%</b>	<b>375,211</b>	<b>48.8%</b>							<b>5,826,432</b>	<b>63.0%</b>
<b>EUROPA</b>														
ALEMANIA	30,038	2.7%	36,407	3.5%	46,288	6.0%							456,348	4.9%
BÉLGICA	7,091	0.6%	6,094	0.6%	5,032	0.7%							45,553	0.5%
ESPAÑA	63,426	5.7%	80,815	7.7%	54,825	7.1%							366,585	4.0%
FRANCIA	22,804	2.0%	33,383	3.2%	15,079	2.0%							239,673	2.6%
GRAN BRETAÑA	154,970	13.9%	160,242	15.3%	156,974	20.4%							1,122,625	12.1%
HOLANDA	16,891	1.5%	14,094	1.3%	17,850	2.3%							127,663	1.4%
ITALIA	41,910	3.8%	48,316	4.6%	23,856	3.1%							263,102	2.8%
RUSIA	1,185	0.1%	948	0.1%	1,194	0.2%							34,377	0.4%
SUECIA	1,194	0.1%	291	0.0%	400	0.1%							104,135	1.1%
SUIZA	4,355	0.4%	1,832	0.2%	2,471	0.3%							39,009	0.4%
<b>SUMA</b>	<b>343,864</b>	<b>30.8%</b>	<b>382,422</b>	<b>36.5%</b>	<b>323,969</b>	<b>42.1%</b>							<b>2,799,070</b>	<b>29.8%</b>
<b>SUDAMERICA</b>														
ARGENTINA	50,324	4.5%	38,073	3.6%	45,137	5.9%							417,619	4.5%
BRASIL	6,121	0.5%	3,212	0.3%	3,210	0.4%							50,195	0.5%
CHILE	16,685	1.5%	13,121	1.3%	16,812	2.2%							112,160	1.2%
COLOMBIA	6,326	0.6%	5,392	0.5%	5,321	0.7%							49,457	0.5%
<b>SUMA</b>	<b>79,456</b>	<b>7.1%</b>	<b>59,798</b>	<b>5.7%</b>	<b>70,480</b>	<b>9.2%</b>							<b>629,431</b>	<b>6.3%</b>
<b>TOTAL PRIN. MDOS.</b>	<b>1,117,499</b>	<b>100.00%</b>	<b>1,047,241</b>	<b>100.00%</b>	<b>769,660</b>	<b>100.00%</b>							<b>9,254,933</b>	<b>99.04%</b>
<b>TOTAL DESTINO</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>							<b>Ctos. Ocup.</b>	<b>%PART.</b>
	<b>1,150,528</b>	<b>97.1%</b>	<b>1,071,269</b>	<b>97.8%</b>	<b>830,455</b>	<b>92.7%</b>							<b>9,662,533</b>	<b>95.8%</b>

## GRAFICA PRODUCCIÓN CUARTOS NOCHE POR REGIONES DESGLOSE MENSUAL 2015



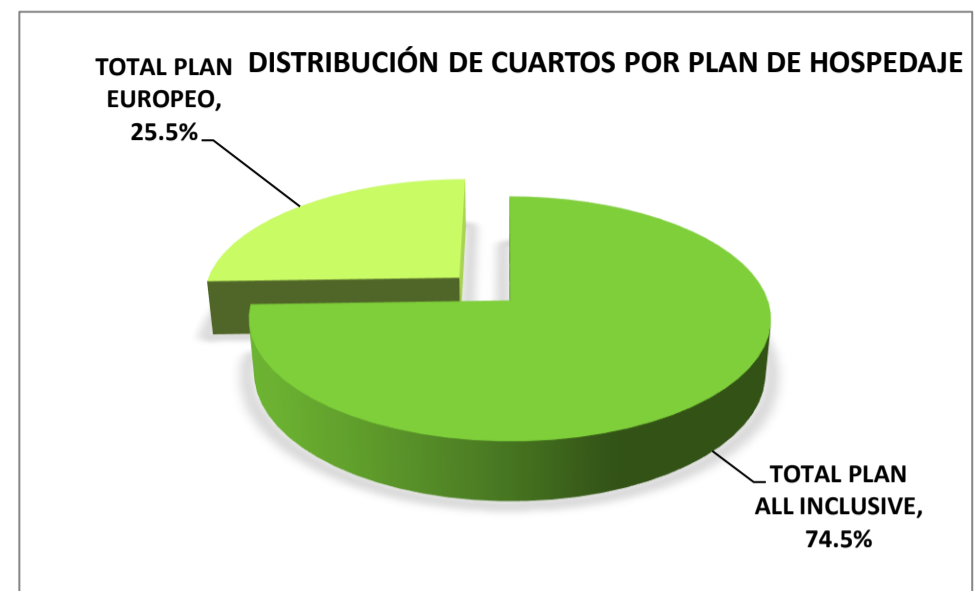


REGIÓN	2014 Participación %		2015 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	25,474	8.79%	28,046	9.11%	2,572	10.10%
Estados Unidos	84,447	29.14%	91,198	29.63%	6,751	7.99%
México	75,839	26.17%	70,699	22.97%	-5,140	-6.78%
<b>SUMA</b>	<b>185,760</b>	<b>64.11%</b>	<b>189,943</b>	<b>61.72%</b>	<b>4,183</b>	<b>2.25%</b>
<b>SUDAMERICA</b>						
Argentina	9,702	3.35%	13,541	4.40%	3,839	39.57%
Bolivia	267	0.09%	346	0.11%	79	29.59%
Brasil	1,414	0.49%	1,424	0.46%	10	0.71%
Chile	4,328	1.49%	5,240	1.70%	912	21.07%
Colombia	3,386	1.17%	2,617	0.85%	-769	-22.71%
Ecuador	291	0.10%	323	0.10%	32	11.00%
Paraguay	193	0.07%	322	0.10%	129	66.84%
Peru	1,175	0.41%	1,995	0.65%	820	69.79%
Uruguay	1,275	0.44%	3,597	1.17%	2,322	182.12%
Venezuela	1,238	0.43%	382	0.12%	-856	-69.14%
Otros	164	0.06%	410	0.13%	246	150.00%
<b>SUMA</b>	<b>23,433</b>	<b>8.09%</b>	<b>30,197</b>	<b>9.81%</b>	<b>6,764</b>	<b>28.87%</b>
<b>EUROPA</b>						
Alemania	8,874	3.06%	8,923	2.90%	49	0.55%
Austria	249	0.09%	166	0.05%	-83	-33.33%
Bélgica	1,432	0.49%	1,103	0.36%	-329	-22.97%
Bulgaria	13	0.00%	11	0.00%	-2	-15.38%
Dinamarca	25	0.01%	54	0.02%	29	116.00%
España	16,828	5.81%	19,668	6.39%	2,840	16.88%
Finlandia	22	0.01%	20	0.01%	-2	-9.09%
Francia	2,816	0.97%	2,959	0.96%	143	5.08%
Gran Bretaña	32,101	11.08%	30,382	9.87%	-1,719	-5.35%
Grecia	34	0.01%	17	0.01%	-17	-50.00%
Holanda	4,319	1.49%	3,674	1.19%	-645	-14.93%
Hungría	28	0.01%	18	0.01%	-10	-35.71%
Irlanda	311	0.11%	365	0.12%	54	17.36%
Islandia	4	0.00%	6	0.00%	2	50.00%
Italia	5,328	1.84%	6,824	2.22%	1,496	28.08%
Luxemburgo	22	0.01%	53	0.02%	31	140.91%
Mónaco	36	0.01%	1	0.00%	-35	-97.22%
Noruega	346	0.12%	396	0.13%	50	14.45%
Polonia	143	0.05%	188	0.06%	45	31.47%
Portugal	154	0.05%	1,311	0.43%	1,157	751.30%
Rep. Checa	91	0.03%	61	0.02%	-30	-32.97%
Rumania	30	0.01%	49	0.02%	19	63.33%
Rusia	2,695	0.93%	233	0.08%	-2,462	-91.35%
Slovenia	21	0.01%	7	0.00%	-14	-66.67%
Suecia	57	0.02%	91	0.03%	34	59.65%
Suiza	348	0.12%	467	0.15%	119	34.20%
Otros	815	0.28%	220	0.07%	-595	-73.01%
<b>SUMA</b>	<b>77,142</b>	<b>26.62%</b>	<b>77,267</b>	<b>25.11%</b>	<b>125</b>	<b>0.16%</b>
<b>OTROS PAISES</b>	<b>3,416</b>	<b>1.18%</b>	<b>10,331</b>	<b>3.36%</b>	<b>6,915</b>	<b>202.43%</b>
<b>TOTAL</b>	<b>289,751</b>	<b>100.00%</b>	<b>307,738</b>	<b>100.00%</b>	<b>17,987</b>	<b>6.21%</b>

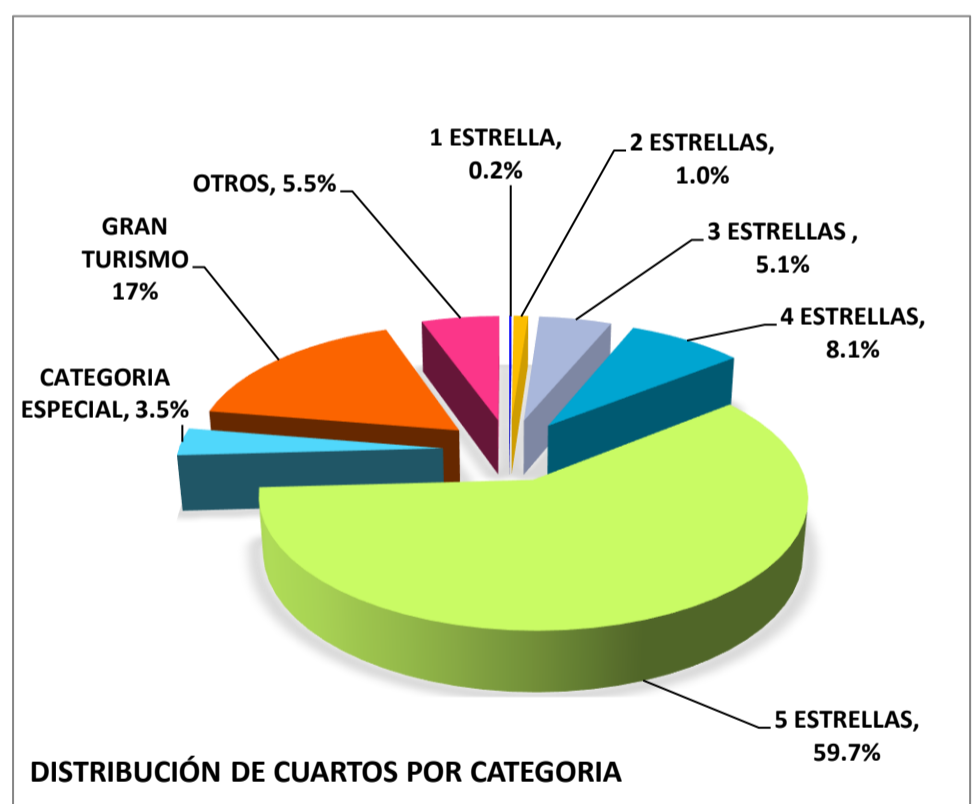
REGIÓN	2014 Participación %		2015 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	537,180	16.08%	565,377	15.86%	28,197	5.25%
Estados Unidos	1,187,727	35.56%	1,374,703	38.55%	186,976	15.74%
México	646,034	19.34%	635,034	17.81%	-11,000	-1.70%
<b>SUMA</b>	<b>2,370,941</b>	<b>70.98%</b>	<b>2,575,114</b>	<b>72.22%</b>	<b>204,173</b>	<b>8.61%</b>
<b>SUDAMERICA</b>						
Argentina	83,532	2.50%	128,080	3.59%	44,548	53.33%
Bolivia	667	0.02%	1,217	0.03%	550	82.46%
Brasil	15,927	0.48%	18,899	0.53%	2,972	18.66%
Chile	33,328	1.00%	37,859	1.06%	4,531	13.60%
Colombia	21,461	0.64%	21,070	0.59%	-391	-1.82%
Ecuador	1,842	0.06%	1,793	0.05%	-49	-2.66%
Paraguay	1,549	0.05%	2,312	0.06%	763	49.26%
Peru	12,313	0.37%	15,758	0.44%	3,445	27.98%
Uruguay	8,752	0.26%	18,013	0.51%	9,261	105.82%
Venezuela	5,182	0.16%	3,252	0.09%	-1,930	-37.24%
Otros	2,668	0.08%	2,485	0.07%	-183	-6.86%
<b>SUMA</b>	<b>187,221</b>	<b>5.61%</b>	<b>250,738</b>	<b>7.03%</b>	<b>63,517</b>	<b>33.93%</b>
<b>EUROPA</b>						
Alemania	96,978	2.90%	97,896	2.75%	918	0.95%
Austria	2,728	0.08%	2,716	0.08%	-12	-0.44%
Bélgica	13,657	0.41%	10,495	0.29%	-3,162	-23.15%
Bulgaria	158	0.00%	196	0.01%	38	24.05%
Dinamarca	1,075	0.03%	1,189	0.03%	114	10.60%
España	138,382	4.14%	128,051	3.59%	-10,331	-7.47%
Finlandia	2,284	0.07%	736	0.02%	-1,548	-67.78%
Francia	61,609	1.84%	61,734	1.73%	125	0.20%
Gran Bretaña	237,722	7.12%	226,521	6.35%	-11,201	-4.71%
Grecia	427	0.01%	256	0.01%	-171	-40.05%
Holanda	27,835	0.83%	28,550	0.80%	715	2.57%
Hungría	411	0.01%	494	0.01%	83	20.19%
Irlanda	2,647	0.08%	2,162	0.06%	-485	-18.32%
Islandia	256	0.01%	141	0.00%	-115	-44.92%
Italia	72,617	2.17%	69,766	1.96%	-2,851	-3.93%
Luxemburgo	279	0.01%	301	0.01%	22	7.89%
Mónaco	155	0.00%	43	0.00%	-112	-72.26%
Noruega	5,368	0.16%	4,830	0.14%	-538	-10.02%
Polonia	2,922	0.09%	5,420	0.15%	2,498	85.49%
Portugal	1,985	0.06%	5,689	0.16%	3,704	186.60%
Rep. Checa	783	0.02%	1,032	0.03%	249	31.80%
Rumania	324	0.01%	318	0.01%	-6	-1.85%
Rusia	38,486	1.15%	8,011	0.22%	-30,475	-79.18%
Slovenia	190	0.01%	158	0.00%	-32	-16.84%
Suecia	23,403	0.70%	20,293	0.57%	-3,110	-13.29%
Suiza	7,418	0.22%	7,743	0.22%	325	4.38%
Otros	12,375	0.37%	8,964	0.25%	-3,411	-27.56%
<b>SUMA</b>	<b>752,474</b>	<b>22.53%</b>	<b>693,705</b>	<b>19.45%</b>	<b>-58,769</b>	<b>-7.81%</b>
<b>OTROS PAISES</b>	<b>29,528</b>	<b>0.88%</b>	<b>46,324</b>	<b>1.30%</b>	<b>16,796</b>	<b>56.88%</b>
<b>TOTAL</b>	<b>3,340,164</b>	<b>100.00%</b>	<b>3,565,881</b>	<b>100.00%</b>	<b>225,717</b>	<b>6.76%</b>

HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMAL BAY RESORT	310	4 Estrellas
2 AZUL FIVES	407	5 Estrellas
3 BARCELO MAYA BEACH	630	5 Estrellas
4 BARCELO MAYA CARIBBEAN	414	5 Estrellas
5 BARCELO MAYA COLONIAL BEACH	481	5 Estrellas
6 BARCELO MAYA PALACE	756	5 Estrellas
7 BARCELO MAYA TROPICAL BEACH	479	5 Estrellas
8 BEL AIR XPUHA	144	Gran Turismo
9 BLUE BAY GRAND ESMERALDA	979	Gran Turismo
10 BLUE DIAMOND RIVIERA MAYA	128	Gran Turismo
11 CATALONIA PLAYA MAROMA	407	5 Estrellas
12 CATALONIA RIVIERA MAYA	423	5 Estrellas
13 CATALONIA ROYAL TULUM	288	5 Estrellas
14 CATALONIA YUCATAN BEACH	205	4 Estrellas
15 DREAMS PUERTO AVENTURAS	305	5 Estrellas
16 DREAMS TULUM	432	5 Estrellas
17 EL DORADO MAROMA	129	5 Estrellas
18 EL DORADO ROYALE	680	Gran Turismo
19 EL DORADO SEASIDE SUITES	380	5 Estrellas
20 GENERATIONS RIVIERA MAYA	144	5 Estrellas
21 GRAN BAHIA PRINCIPE AKUMAL	630	5 Estrellas
22 GRAN BAHIA PRINCIPE COBA	1,080	5 Estrellas
23 GRAN BAHIA PRINCIPE SIAN KA'AN	420	5 Estrellas
24 GRAN BAHIA PRINCIPE TULUM	978	5 Estrellas
25 GRAND SLAM FLY FISHING LODGE	12	4 Estrellas
26 GRAN PORTO REAL	287	5 Estrellas
27 GRAND PALADIUM COLONIAL	414	5 Estrellas
28 GRAND PALADIUM KANTENAH	422	5 Estrellas
29 GRAND PALADIUM RIVIERA	324	5 Estrellas
30 GRAND PALADIUM WHITE SAND	264	5 Estrellas
31 GRAND RIVIERA & SUNSET PRINCESS	1,480	5 Estrellas
32 GRAND SIRENIS MAYAN BEACH	456	5 Estrellas
33 GRAND SIRENIS RIVIERA MAYA	504	5 Estrellas
34 GRAND VELAS	539	Categoría Especial
35 H10 OCEAN MAYA	319	5 Estrellas
36 HACIENDA TRES RÍOS	259	Gran Turismo
37 HARD ROCK RIVIERA MAYA	1266	5 Estrellas
38 HIDDEN BEACH RESORT	42	5 Estrellas
39 IBEROSTAR GRAN PARAISO	310	Gran Turismo
40 IBEROSTAR PARAISO BEACH	424	5 Estrellas
41 IBEROSTAR PARAISO DEL MAR	388	5 Estrellas
42 IBEROSTAR PARAISO LINDO	446	5 Estrellas
43 IBEROSTAR PARAISO MAYA	434	Gran Turismo
44 IBEROSTAR QUETZAL	350	5 Estrellas
45 IBEROSTAR TUCAN	350	5 Estrellas
46 OASIS TULUM (antes Be live Riviera Maya)	310	5 Estrellas
47 OCCIDENTAL ALLEGRO PLAYACAR	286	5 Estrellas
48 OCCIDENTAL GRAND XCARET	751	5 Estrellas
49 OCCIDENTAL ROYAL HIDEAWAY	200	Gran Turismo
50 OCEAN BREEZE	98	Gran Turismo
51 PARADISUS LA ESMERALDA	510	5 Estrellas
52 PARADISUS LA PERLA	394	5 Estrellas
53 PAVO REAL BEACH RESORT	112	4 Estrellas
54 PLATINUM YUCATAN PRINCESS	472	4 Estrellas
55 PLAYACAR PALACE	201	5 Estrellas
56 RIU LUPITA	300	5 Estrellas
57 RIU PALACE MÉXICO	434	Gran Turismo
58 RIU PALACE RIVIERA MAYA	460	Categoría Especial
59 RIU PLAYACAR	388	5 Estrellas
60 RIU TEQUILA	664	5 Estrellas
61 RIU YUCATAN	507	5 Estrellas
62 SANDOS CARACOL ECO RESORTS & SPA	956	5 Estrellas
63 SANDOS PLAYACAR BEACH RESORTS & SPA	819	5 Estrellas
64 SECRETS CAPRI	291	Gran Turismo
65 SECRETS MAROMA	412	5 Estrellas
66 SEN SERENITY (antes ADONIS TULUM)	94	5 Estrellas
67 THE REEF COCO BEACH	196	5 Estrellas
68 THE REEF PLAYACAR	196	4 Estrellas
69 THE ROYAL IN PLAYA DEL CARMEN	513	Gran Turismo
70 THE ROYAL SUITES YUCATAN BY PALLADIUM	130	5 Estrellas
71 VALENTIN IMPERIAL MAYA	540	5 Estrellas
72 VIVA WYNDHAM AZTECA	335	5 Estrellas
73 VIVA WYNDHAM MAYA	604	4 Estrellas
<b>TOTAL</b>	<b>31,692</b>	

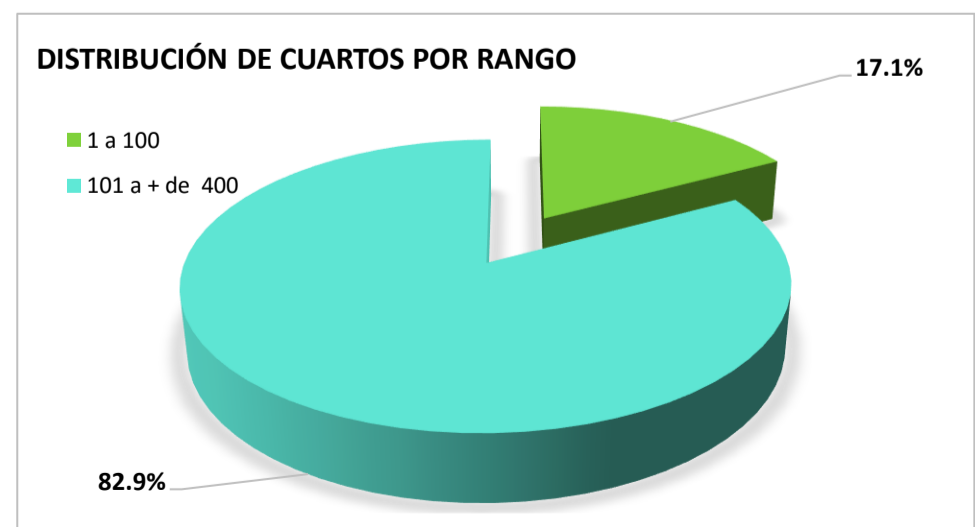
PLAN DE HOSPEDAJE	Cuartos	# HtIs.	%
<b>TOTAL PLAN ALL INCLUSIVE</b>	31,692	73	74.5%
<b>TOTAL PLAN EUROPEO</b>	10,847	329	25.5%
<b>SUMAS</b>	<b>42,539</b>	<b>402</b>	<b>100.0%</b>



CATEGORIA	Cuartos	# HtIs.	%
<b>1 ESTRELLA</b>	64	2	0.2%
<b>2 ESTRELLAS</b>	435	22	1.0%
<b>3 ESTRELLAS</b>	2,169	89	5.1%
<b>4 ESTRELLAS</b>	3,454	46	8.1%
<b>5 ESTRELLAS</b>	25,404	68	59.7%
<b>CATEGORIA ESPECIAL</b>	1,494	12	3.5%
<b>GRAN TURISMO</b>	7,199	20	16.9%
<b>OTROS</b>	2,320	143	5.5%
<b>SUMAS</b>	<b>42,539</b>	<b>402</b>	<b>100.0%</b>



RANGO	Cuartos	# HtIs.	%
<b>1 a 100</b>	7,289	318	17.1%
<b>101 a + de 400</b>	35,250	84	82.9%
<b>SUMAS</b>	<b>42,539</b>	<b>402</b>	<b>100.0%</b>



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE**  
**EN LA RIVIERA MAYA POR LOCALIDAD**  
**SEPTIEMBRE 2015**

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	24	6.0%	4,001	9.4%
COBA	2	0.5%	49	0.1%
KANTENAH	9	2.2%	2,936	6.9%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	170	42.3%	8,013	18.8%
PLAYA DEL SECRETO	1	0.2%	540	1.3%
PLAYA PARAISO	12	3.0%	3,857	9.1%
PLAYACAR	23	5.7%	6,712	15.8%
PUERTO AVENTURAS	14	3.5%	5,238	12.3%
PUNTA ALLEN	6	1.5%	59	0.1%
PUNTA BETE XCALACOCO	15	3.7%	4,668	11.0%
PUNTA BRAVA	1	0.2%	680	1.6%
PUNTA MAROMA	8	2.0%	2,176	5.1%
SIAN KA'AN	5	1.2%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	102	25.4%	2,154	5.1%
XCARET	1	0.2%	751	1.8%
XPU-HA	4	1.0%	469	1.1%
<b>TOTAL</b>	<b>402</b>	<b>100.0%</b>	<b>42,539</b>	<b>100.0%</b>

401 Hoteles distribuidos en los diferentes Microdestinos de la Riviera Maya a lo largo de 120 kms. de costa

