



FIDEICOMISO DE PROMOCIÓN TURÍSTICA  
DE LA RIVIERA MAYA

## BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

OCTUBRE 2015

El Barómetro Turístico de la Riviera Maya en su **Ducentésima Decima tercera** edición correspondiente al mes de Octubre del año 2015, fue elaborado con un muestreo de **33,939** cuartos, que corresponde al 81.12% del total de cuartos existentes a la fecha, los cuales son **41,839** 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 OCTUBRE DE 2015

CONCEPTO	OCTUBRE		VARIACIÓN	
	2014	2015	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	41,295	41,839	544	1.32%
CUARTOS NOCHE DISPONIBLES	1,264,715	1,290,546	25,831	2.04%
CUARTOS NOCHE OCUPADOS	879,569	906,865	27,296	3.10%
% DE OCUPACION	69.55%	70.27%	0.72%	
% DE OCUPACION TODO INCLUIDO	72.68%	71.78%	-0.90%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	6.0	5.5	(0.49)	
TURISMO NACIONAL	3.1	3.5	0.39	
TURISMO INTERNACIONAL	6.8	6.6	(0.12)	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 2,475.05</b>	<b>\$ 3,253.91</b>	779	31.47%
<b>AFLUENCIA DEL TURISMO</b>				
TOTAL	311,083	341,681	30,598	9.84%
NACIONALES	70,340	79,004	8,664	12.32%
EXTRANJEROS	240,743	262,677	21,934	9.11%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN</b>				
	2014		2015	
EUROPA	76,150	31.63%	71,328	27.15%
ESTADOS UNIDOS	103,432	42.96%	117,915	44.89%
CANADÁ	35,906	14.91%	37,060	14.11%
SUDAMERICA	21,432	8.90%	30,610	11.65%
RESTO DEL MUNDO	3,823	1.59%	5,764	2.19%
	<b>240,743</b>	<b>100.00%</b>	<b>262,677</b>	<b>100.00%</b>
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
TOTAL	879,569	906,865	27,296	3.10%
NACIONALES	91,442	115,543	24,101	26.36%
EXTRANJEROS	788,127	791,322	3,195	0.41%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	2014		2015	
EUROPA (Principales países)	341,613	43.3%	293,706	37.1%
ESTADOS UNIDOS	247,375	31.4%	242,217	30.6%
CANADÁ	115,049	14.6%	100,062	12.6%
SUDAMERICA (Principales países)	42,806	5.4%	60,842	7.7%
RESTO DEL MUNDO	41,284	5.24%	94,495	11.9%
	<b>788,127</b>	<b>100.00%</b>	<b>791,322</b>	<b>100.00%</b>

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

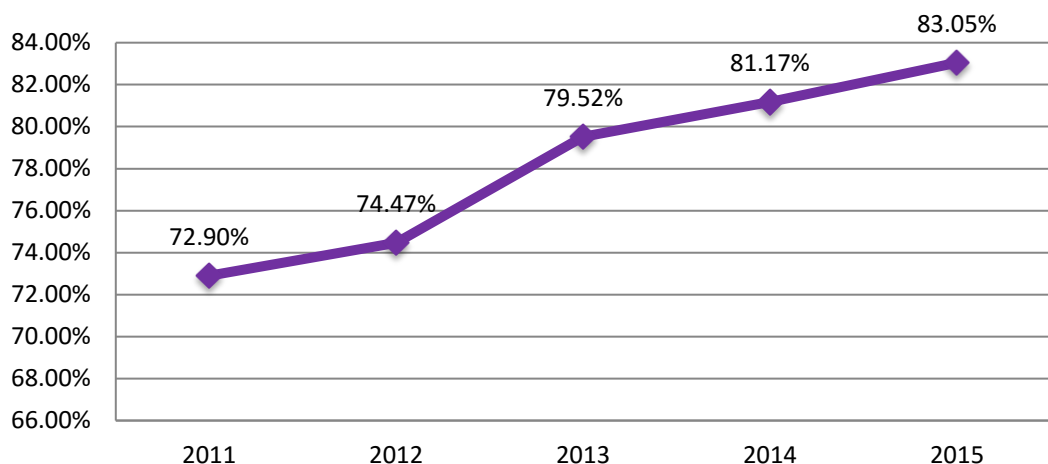


CONCEPTO	ENERO - OCTUBRE		VARIACIÓN	
	2014	2015	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	41,295	41,839	544	1.32%
CUARTOS NOCHE DISPONIBLES	12,332,970	12,727,196	394,226	3.20%
CUARTOS NOCHE OCUPADOS	10,010,794	10,569,398	558,604	5.58%
% DE OCUPACION	81.17%	83.05%	1.87%	
% DE OCUPACION TODO INCLUIDO	83.92%	84.68%	0.76%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	5.9	5.9	0.00	
TURISMO NACIONAL	3.3	3.7	0.35	
TURISMO INTERNACIONAL	6.8	6.7	(0.10)	
<b>TARIFA PROMEDIO (pesos)</b>	\$ 2,870.91	\$ 3,740.86	870	30.30%
<b>AFLUENCIA DEL TURISMO</b>				
	2014	2015		
TOTAL	3,651,247	3,907,562	256,315	7.02%
NACIONALES	716,374	714,038	-2,336	-0.33%
EXTRANJEROS	2,934,873	3,193,524	258,651	8.81%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONE</b>				
	2014	2015		
EUROPA	828,624	28.23%	765,033	23.96%
ESTADOS UNIDOS	1,291,159	43.99%	1,492,618	46.74%
CANADÁ	573,086	19.53%	602,437	18.86%
SUDAMERICA	208,653	7.11%	281,348	8.81%
RESTO DEL MUNDO	33,351	1.14%	52,088	1.63%
	2,934,873	100.00%	3,193,524	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	2014	2015		
TOTAL	10,010,794	10,569,398	558,604	5.58%
NACIONALES	994,042	1,084,902	90,860	9.14%
EXTRANJEROS	9,016,752	9,484,496	467,744	5.19%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	2014	2015		
EUROPA (Principales países)	3,391,032	37.6%	3,092,776	32.6%
ESTADOS UNIDOS	3,030,429	33.6%	3,396,154	35.8%
CANADÁ	1,176,093	13.0%	1,803,198	19.0%
SUDAMERICA (Principales países)	468,386	5.2%	690,273	7.3%
RESTO DEL MUNDO	950,812	10.54%	502,095	5.3%
	9,016,752	100.00%	9,484,496	100.00%

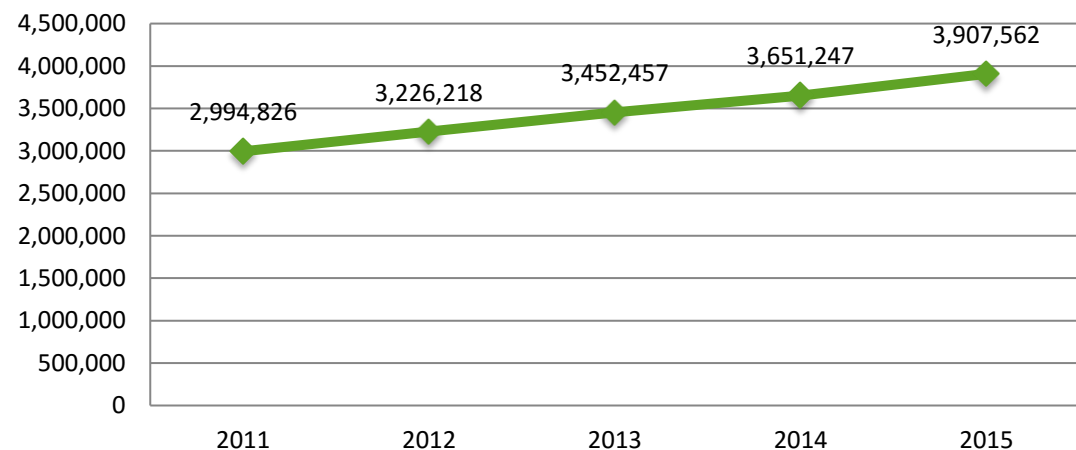
**COMPARATIVO OCUPACIÓN Y AFLUENCIA 2011-2015**

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	54.97%	59.60%	65.05%	69.55%	70.27%	15.30%	10.67%	5.22%	0.72%	231,847	259,617	279,838	311,083	341,681	47.37%	31.61%	22.10%	9.84%
NOV																		
DIC																		
<b>Total</b>	<b>72.90%</b>	<b>74.47%</b>	<b>79.52%</b>	<b>81.17%</b>	<b>83.05%</b>	<b>10.15%</b>	<b>8.58%</b>	<b>3.52%</b>	<b>1.87%</b>	<b>2,994,826</b>	<b>3,226,218</b>	<b>3,452,457</b>	<b>3,651,247</b>	<b>3,907,562</b>	<b>30.48%</b>	<b>21.12%</b>	<b>13.18%</b>	<b>7.02%</b>

**OCUPACIÓN GENERAL ACUMULADA ENERO - OCTUBRE**

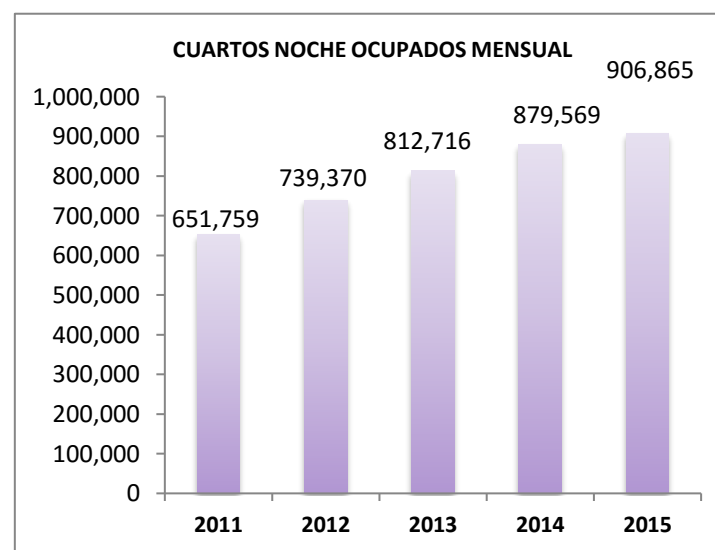


**AFLUENCIA GENERAL ACUMULADA ENERO - OCTUBRE**

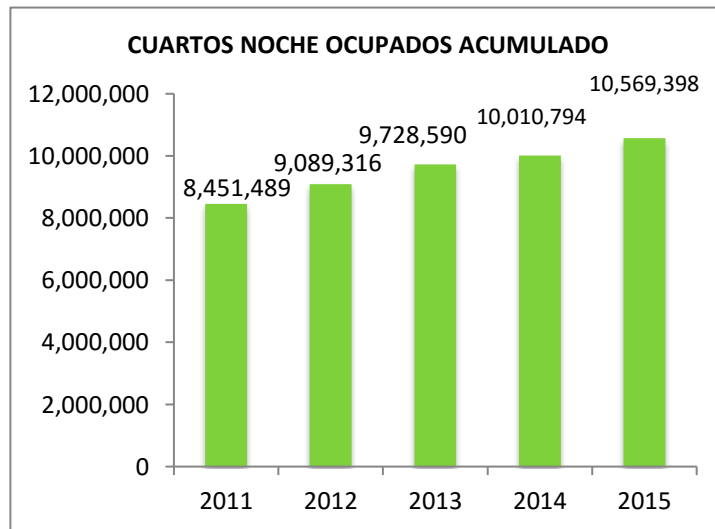


## COMPARATIVO CUARTOS NOCHE OCUPADOS 2011-2015

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	651,759	739,370	812,716	879,569	906,865	39.14%	22.65%	11.58%	3.10%
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	8,451,489	9,089,316	9,728,590	10,010,794	10,569,398	25.06%	16.28%	8.64%	5.58%
ENE-NOV									
ENE-DIC									



## TABLA DE OCUPACION HOTELERA AÑO 2015

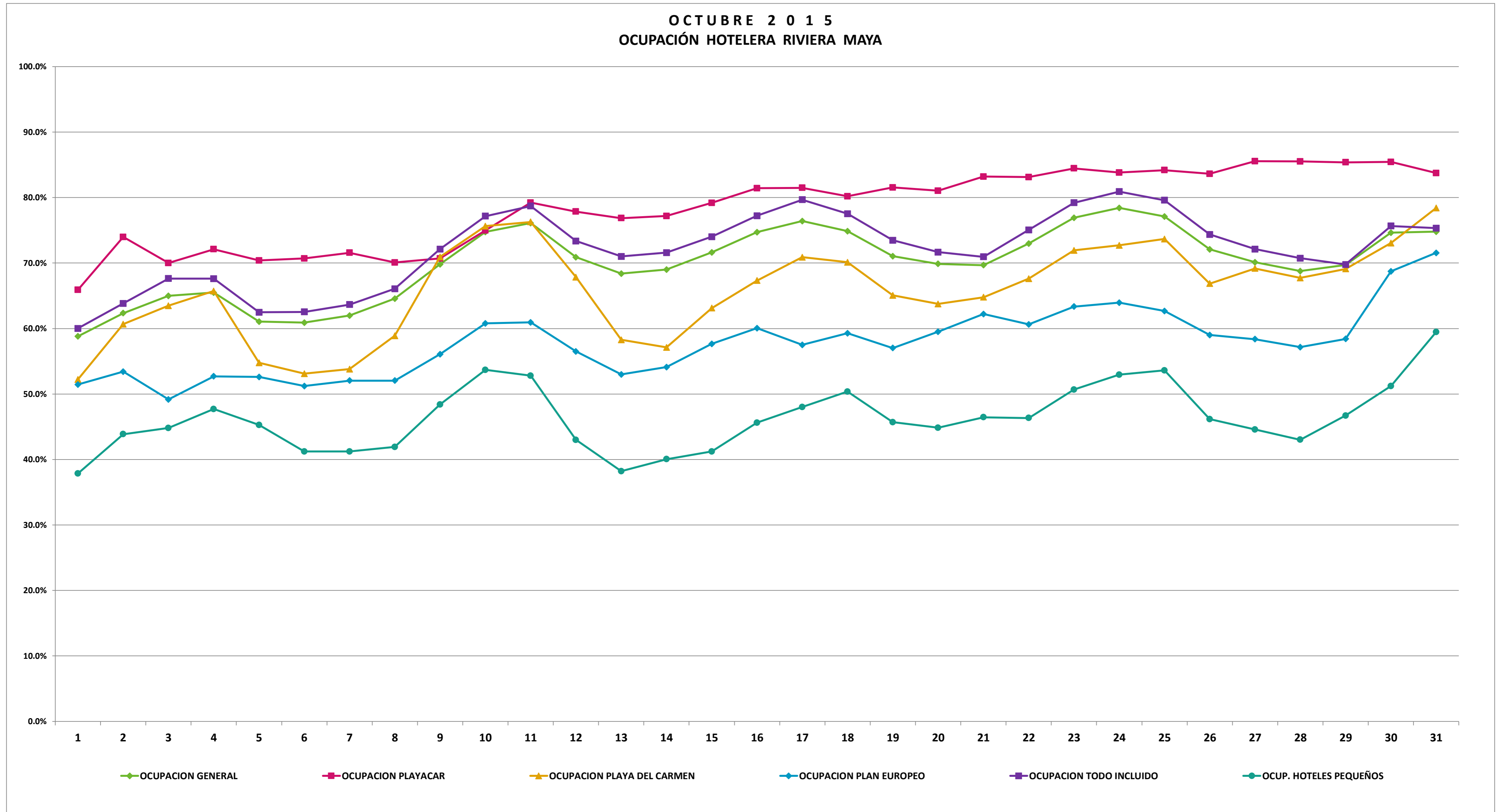
MES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
		DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	42,020	1,294,534	1,134,307	<b>87.62%</b>	45,956	12.33%	326,880	87.67%	<b>372,836</b>	6.4
FEBRERO	42,115	1,173,096	1,067,830	<b>91.03%</b>	35,202	9.84%	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	41,839	1,290,546	906,865	<b>70.27%</b>	79,004	23.12%	262,677	76.88%	<b>341,681</b>	5.5
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	41,839	12,727,196	10,569,398	<b>83.05%</b>	714,038	18.27%	3,193,524	81.73%	<b>3,907,562</b>	5.9
ENE-NOV										
ENE-DIC										

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

DIA	Jueves 1	Viernes 2	Sábado 3	Domingo 4	Lunes 5	Martes 6	Miércoles 7	Jueves 8	Viernes 9	Sábado 10	Domingo 11	Lunes 12	Martes 13	Miércoles 14	Jueves 15	Viernes 16	Sábado 17	Domingo 18	Lunes 19	Martes 20	Miércoles 21	Jueves 22	Viernes 23	Sábado 24	Domingo 25	Lunes 26	Martes 27	Miércoles 28	Jueves 29	Viernes 30	Sábado 31	PROMEDIO
OCUPACION GENERAL	58.8%	62.4%	65.0%	65.5%	61.1%	60.9%	62.0%	64.6%	69.8%	74.8%	76.1%	70.9%	68.4%	69.0%	71.6%	74.7%	76.4%	74.9%	71.1%	69.9%	69.7%	73.0%	76.9%	78.4%	77.1%	72.1%	70.1%	68.8%	69.7%	74.7%	74.8%	70.27%
OCUPACION PLAYACAR	65.9%	74.0%	70.0%	72.1%	70.4%	70.7%	71.6%	70.1%	70.7%	75.0%	79.2%	77.9%	76.9%	77.2%	79.2%	81.4%	81.5%	80.2%	81.6%	81.1%	83.2%	83.1%	84.5%	83.8%	84.2%	83.6%	85.6%	85.5%	85.4%	85.5%	83.8%	78.37%
OCUPACION PLAYA DEL CARMEN	52.2%	60.7%	63.5%	65.7%	54.8%	53.1%	53.8%	58.9%	70.9%	75.6%	76.3%	67.9%	58.3%	57.1%	63.1%	67.3%	70.9%	70.1%	65.1%	63.8%	64.8%	67.6%	71.9%	72.7%	73.7%	66.9%	69.2%	67.7%	69.1%	73.1%	78.4%	65.53%
OCUPACION PLAN EUROPEO	51.4%	53.4%	49.2%	52.7%	52.6%	51.2%	52.1%	52.1%	56.1%	60.8%	60.9%	56.5%	53.0%	54.1%	57.7%	60.1%	57.5%	59.3%	57.0%	59.5%	62.2%	60.6%	63.4%	64.0%	62.7%	59.0%	58.4%	57.2%	58.4%	68.8%	71.6%	57.39%
OCUPACION TODO INCLUIDO	60.0%	63.8%	67.6%	67.6%	62.5%	62.6%	63.7%	66.1%	72.1%	77.2%	78.7%	73.4%	71.0%	71.6%	74.0%	77.2%	79.7%	77.6%	73.5%	71.7%	71.0%	75.1%	79.2%	80.9%	79.6%	74.4%	72.1%	70.8%	69.8%	75.7%	75.4%	71.78%
OCUP. HOTELES PEQUEÑOS	37.9%	43.9%	44.8%	47.7%	45.3%	41.2%	41.2%	41.9%	48.4%	53.7%	52.8%	43.0%	38.2%	40.1%	41.2%	45.6%	48.0%	50.4%	45.7%	44.9%	46.5%	46.3%	50.7%	53.0%	53.6%	46.2%	44.6%	43.0%	46.7%	51.2%	59.5%	45.92%



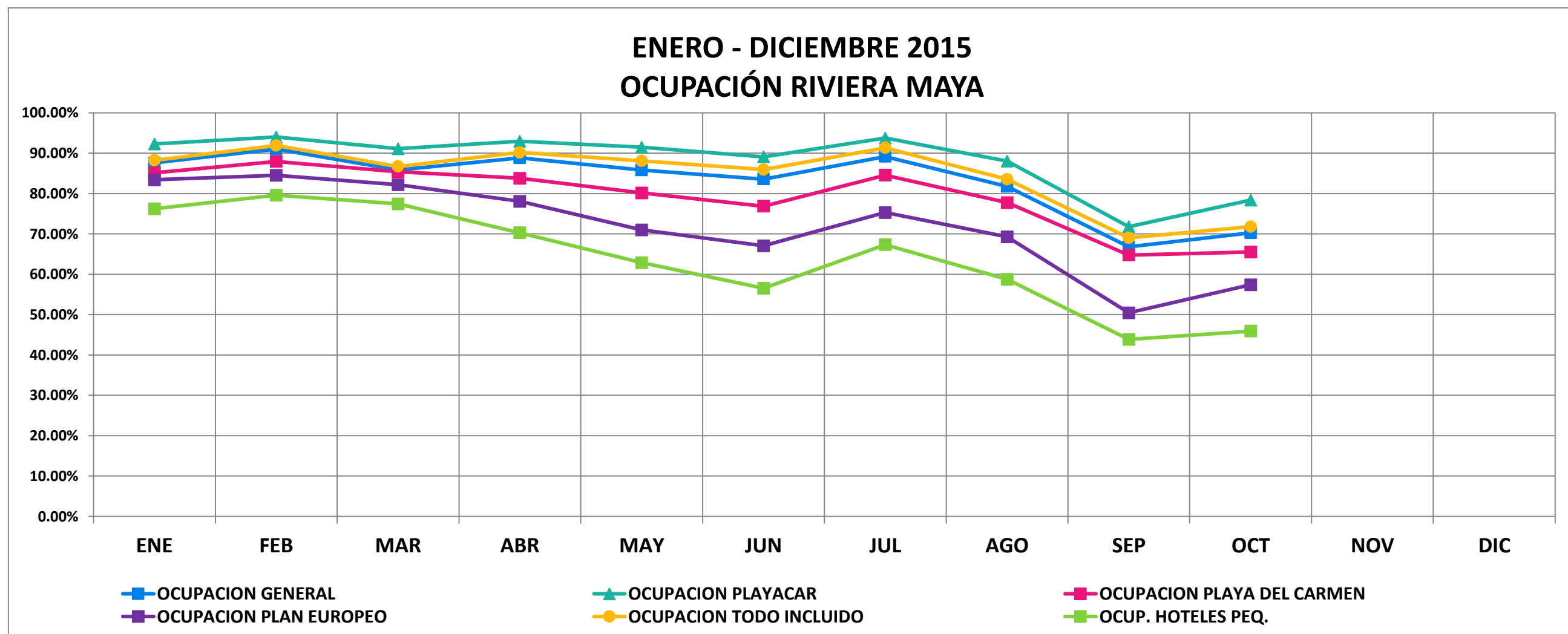
## FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

### DEPARTAMENTO DE ESTADÍSTICA

### OCUPACIÓN HOTELERA MENSUAL

**ENERO - DICIEMBRE 2015**

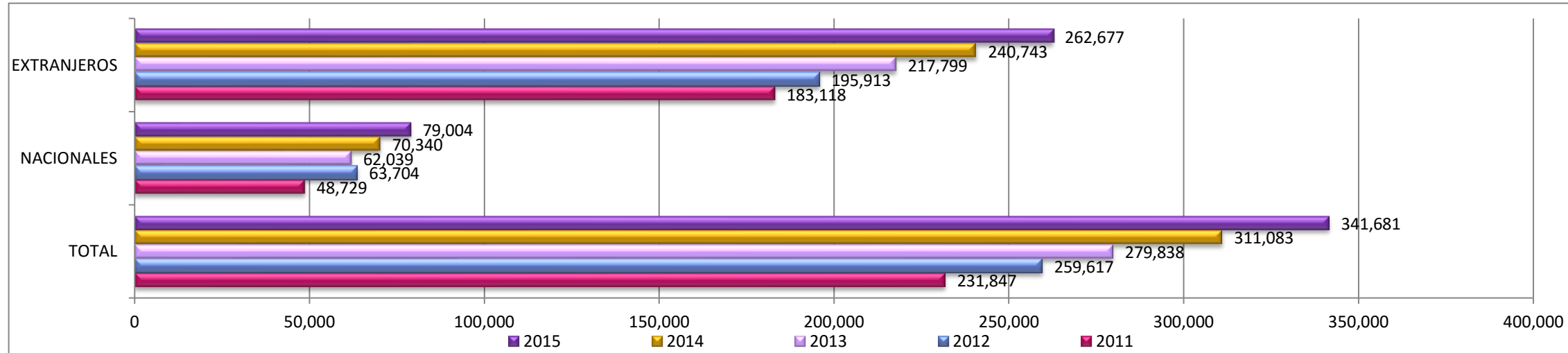
MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
<b>OCUPACION GENERAL</b>	87.62%	91.03%	85.84%	88.81%	85.83%	83.57%	89.17%	81.76%	66.80%	70.27%			83.05%
<b>OCUPACION PLAYACAR</b>	92.30%	94.02%	91.09%	92.94%	91.49%	89.11%	93.75%	88.03%	71.79%	78.37%			88.29%
<b>OCUPACION PLAYA DEL CARMEN</b>	85.16%	87.94%	85.38%	83.79%	80.16%	76.87%	84.55%	77.75%	64.74%	65.53%			79.19%
<b>OCUPACION PLAN EUROPEO</b>	83.41%	84.51%	82.19%	78.06%	71.00%	67.04%	75.29%	69.29%	50.46%	57.39%			71.86%
<b>OCUPACION TODO INCLUIDO</b>	88.25%	91.91%	86.71%	90.18%	88.08%	85.96%	91.32%	83.54%	69.02%	71.78%			84.68%
<b>OCUP. HOTELES PEQ.</b>	76.20%	79.59%	77.43%	70.29%	62.85%	56.54%	67.32%	58.73%	43.86%	45.92%			63.87%





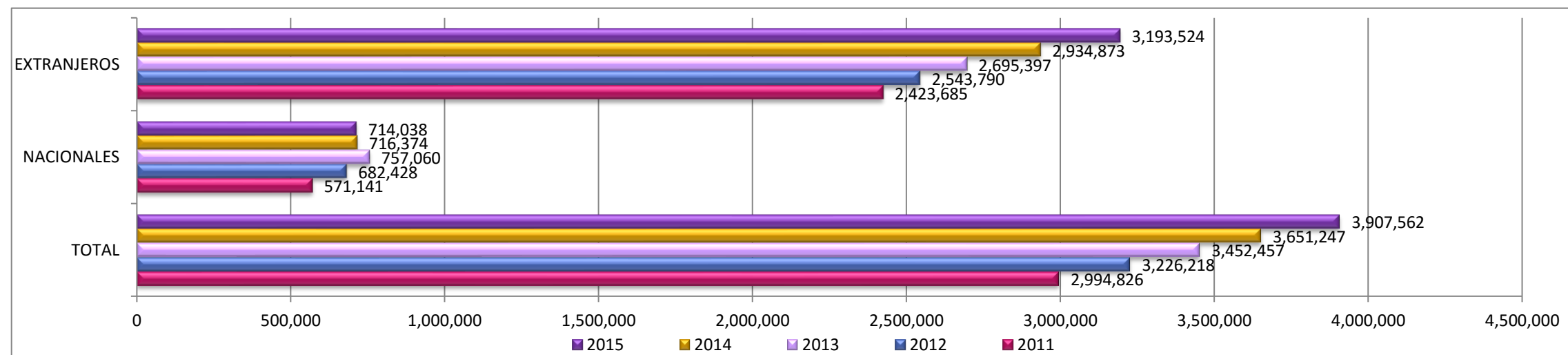
# PROCEDENCIA DEL TURISMO OCTUBRE

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>231,847</b>	100.00%	<b>259,617</b>	100.00%	<b>279,838</b>	100.00%	<b>311,083</b>	100.00%	<b>341,681</b>	100.00%	<b>47.37%</b>	<b>31.61%</b>	<b>22.10%</b>	<b>9.84%</b>
<b>NACIONALES</b>	48,729	21.02%	63,704	24.54%	62,039	22.17%	70,340	22.61%	79,004	23.12%	<b>62.13%</b>	<b>24.02%</b>	<b>27.35%</b>	<b>12.32%</b>
<b>EXTRANJEROS</b>	183,118	78.98%	195,913	75.46%	217,799	77.83%	240,743	77.39%	262,677	76.88%	<b>43.45%</b>	<b>34.08%</b>	<b>20.61%</b>	<b>9.11%</b>



# ENERO-OCTUBRE

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>2,994,826</b>	100.00%	<b>3,226,218</b>	100.00%	<b>3,452,457</b>	100.00%	<b>3,651,247</b>	100.00%	<b>3,907,562</b>	100.00%	<b>30.48%</b>	<b>21.12%</b>	<b>13.18%</b>	<b>7.02%</b>
<b>NACIONALES</b>	571,141	19.07%	682,428	21.15%	757,060	21.93%	716,374	19.62%	714,038	18.27%	<b>25.02%</b>	<b>4.63%</b>	<b>-5.68%</b>	<b>-0.33%</b>
<b>EXTRANJEROS</b>	2,423,685	80.93%	2,543,790	78.85%	2,695,397	78.07%	2,934,873	80.38%	3,193,524	81.73%	<b>31.76%</b>	<b>25.54%</b>	<b>18.48%</b>	<b>8.81%</b>



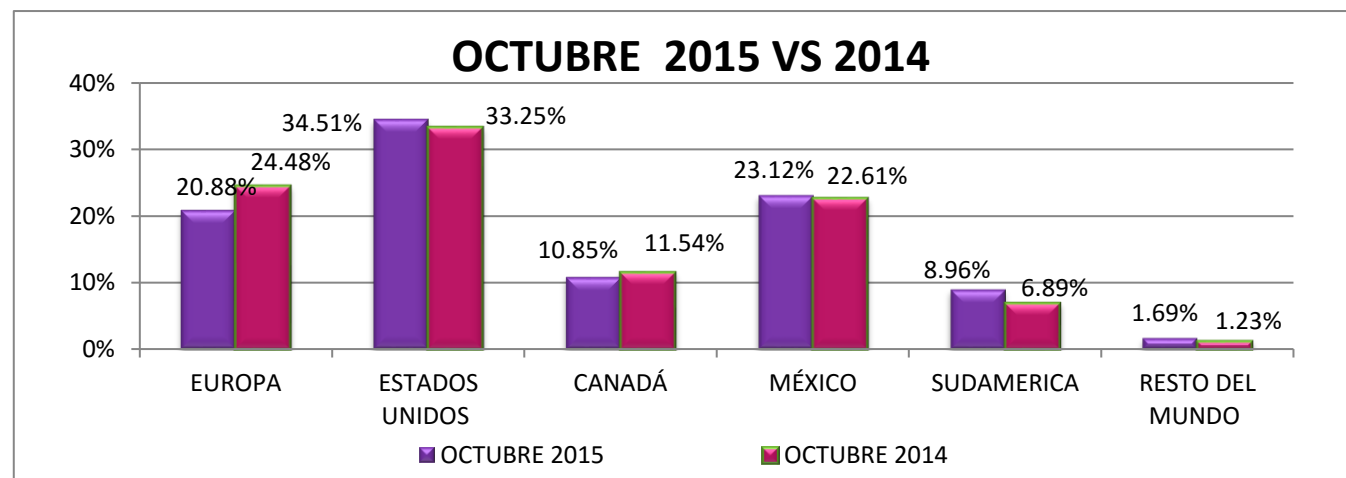
PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
OCTUBRE 2015

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	37,060	10.85	Bahamas	8	0.00	Alemania	10,140	2.97
Estados Unidos	117,915	34.51	Bermudas	29	0.01	Austria	232	0.07
México	79,004	23.12	Cuba	23	0.01	Bélgica	1,359	0.40
<b>SUMA</b>	<b>233,979</b>	<b>68.48</b>	Curacao		0.00	Bulgaria	23	0.01
			Haiti	3	0.00	Dinamarca	116	0.03
			Jamaica	23	0.01	España	13,530	3.96
			Puerto Rico	221	0.06	Finlandia	16	0.00
			Rep. Dominicana	142	0.04	Francia	4,273	1.25
			Otros	78	0.02	Gran Bretaña	28,675	8.39
			<b>SUMA</b>	<b>527</b>	<b>0.15</b>	Grecia	49	0.01
						Holanda	3,126	0.91
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>					
Belice	90	0.03	Australia	901	0.26	Hungria	18	0.01
Costa Rica	200	0.06	Nueva Zelanda	80	0.02	Irlanda	244	0.07
El Salvador	68	0.02	<b>SUMA</b>	<b>981</b>	<b>0.29</b>	Islandia	27	0.01
Guatemala	222	0.06				Italia	5,613	1.64
Nicaragua	7	0.00				Luxemburgo	19	0.01
Panamá	2,244	0.66				Mónaco	25	0.01
Otros	97	0.03				Noruega	420	0.12
<b>SUMA</b>	<b>2,928</b>	<b>0.86</b>				Polonia	94	0.03
						Portugal	755	0.22
						Rep. Checa	174	0.05
<b>3.- SUDAMERICA</b>			<b>6.- ASIA</b>					
Argentina	13,411	3.93	Arabia	61	0.02	Rumania	26	0.01
Bolivia	217	0.06	China	109	0.03	Rusia	1,171	0.34
Brasil	1,339	0.39	Corea	213	0.06	Slovenia	5	0.00
Chile	4,498	1.32	Filipinas	11	0.00	Suecia	266	0.08
Colombia	3,601	1.05	India	37	0.01	Suiza	429	0.13
Ecuador	191	0.06	Israel	393	0.12	Otros	503	0.15
Paraguay	189	0.06	Japón	117	0.03	<b>SUMA</b>	<b>71,328</b>	<b>20.88</b>
Perú	3,017	0.88	Paquistán		0.00			
Uruguay	3,255	0.95	Turquia	27	0.01			
Venezuela	474	0.14	Otros	170	0.05			
Otros	418	0.12	<b>SUMA</b>	<b>1,138</b>	<b>0.33</b>			
<b>SUMA</b>	<b>30,610</b>	<b>8.96</b>						
			<b>7.- AFRICA</b>			<b>GRAN TOTAL</b>		
			Argelia	1	0.00		<b>341,681</b>	<b>100.00</b>
			Egipto	22	0.01			
			Sudáfrica	134	0.04			
			Otros	33	0.01			
			<b>SUMA</b>	<b>190</b>	<b>0.06</b>			

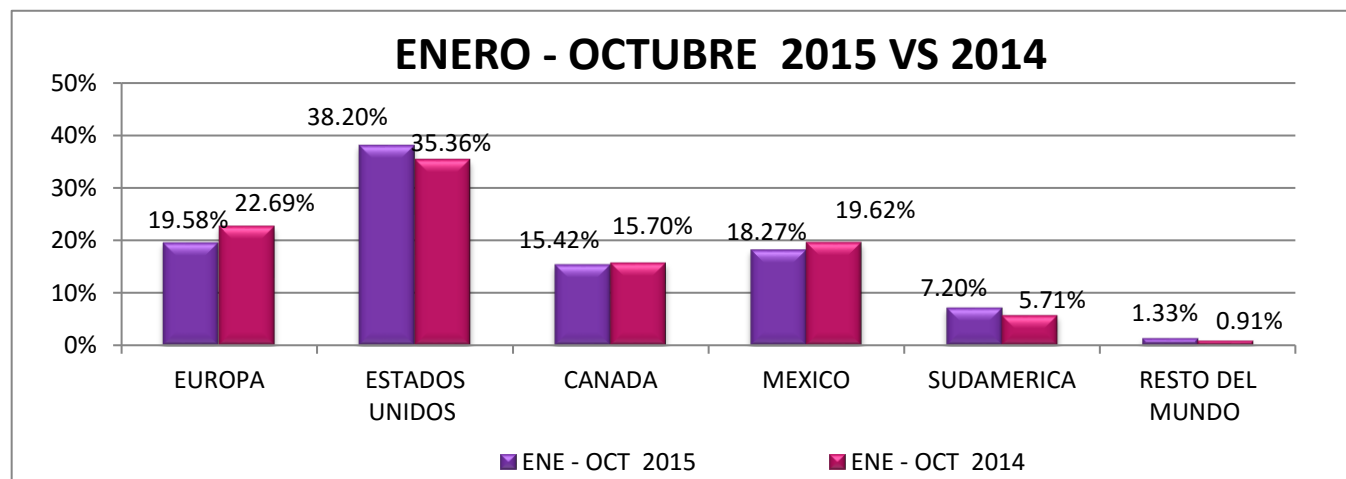
PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
ENERO - OCTUBRE 2015

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	602,437	15.42	Bahamas	103	0.00	Alemania	108,036	2.76
Estados Unidos	1,492,618	38.20	Bermudas	132	0.00	Austria	2,948	0.08
México	714,038	18.27	Cuba	281	0.01	Bélgica	11,854	0.30
<b>SUMA</b>	<b>2,809,093</b>	<b>71.89</b>	Curacao	0	0.00	Bulgaria	219	0.01
			Haiti	38	0.00	Dinamarca	1,305	0.03
			Jamaica	280	0.01	España	141,581	3.62
			Puerto Rico	2,258	0.06	Finlandia	752	0.02
			Rep. Dominicana	1,551	0.04	Francia	66,007	1.69
			Otros	973	0.02	Gran Bretaña	255,196	6.53
			<b>SUMA</b>	<b>5,616</b>	<b>0.14</b>	Grecia	305	0.01
			<b>5.-OCEANIA</b>			Holanda	31,676	0.81
			Australia	9,088	0.23	Hungria	512	0.01
			Nueva Zelanda	437	0.01	Irlanda	2,406	0.06
			<b>SUMA</b>	<b>9,525</b>	<b>0.24</b>	Islandia	168	0.00
			<b>6.- ASIA</b>			Italia	75,379	1.93
			Arabia	382	0.01	Luxemburgo	320	0.01
			China	1,554	0.04	Mónaco	68	0.00
			Corea	1,228	0.03	Noruega	5,250	0.13
			Filipinas	113	0.00	Polonia	5,514	0.14
			India	546	0.01	Portugal	6,444	0.16
			Israel	2,313	0.06	Rep. Checa	1,206	0.03
			Japón	952	0.02	Rumania	344	0.01
			Paquistan	26	0.00	Rusia	9,182	0.23
			Turquia	216	0.01	Slovenia	163	0.00
			Otros	3,366	0.09	Suecia	20,559	0.53
			<b>SUMA</b>	<b>10,696</b>	<b>0.27</b>	Suiza	8,172	0.21
			<b>7.- AFRICA</b>			Otros	9,467	0.24
			Argelia	12	0.00	<b>SUMA</b>	<b>765,033</b>	<b>19.58</b>
			Egipto	160	0.00	<b>GRAN TOTAL</b>		
			Sudáfrica	729	0.02		<b>3,907,562</b>	<b>100.00</b>
			Otros	981	0.03			
			<b>SUMA</b>	<b>1,882</b>	<b>0.05</b>			

REGION	OCTUBRE 2014		OCTUBRE 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	76,150	24.48%	71,328	20.88%	-6.33%
ESTADOS UNIDOS	103,432	33.25%	117,915	34.51%	14.00%
CANADÁ	35,906	11.54%	37,060	10.85%	3.21%
MÉXICO	70,340	22.61%	79,004	23.12%	12.32%
SUDAMERICA	21,432	6.89%	30,610	8.96%	42.82%
RESTO DEL MUNDO	3,823	1.23%	5,764	1.69%	50.77%
<b>SUMAS</b>	<b>311,083</b>	<b>100.00%</b>	<b>341,681</b>	<b>100.00%</b>	<b>9.84%</b>



REGION	ENE - OCT 2014		ENE - OCT 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	828,624	22.69%	765,033	19.58%	-7.67%
ESTADOS UNIDOS	1,291,159	35.36%	1,492,618	38.20%	15.60%
CANADA	573,086	15.70%	602,437	15.42%	5.12%
MEXICO	716,374	19.62%	714,038	18.27%	-0.33%
SUDAMERICA	208,653	5.71%	281,348	7.20%	34.84%
RESTO DEL MUNDO	33,351	0.91%	52,088	1.33%	56.18%
<b>SUMAS</b>	<b>3,651,247</b>	<b>100.00%</b>	<b>3,907,562</b>	<b>100.00%</b>	<b>7.02%</b>



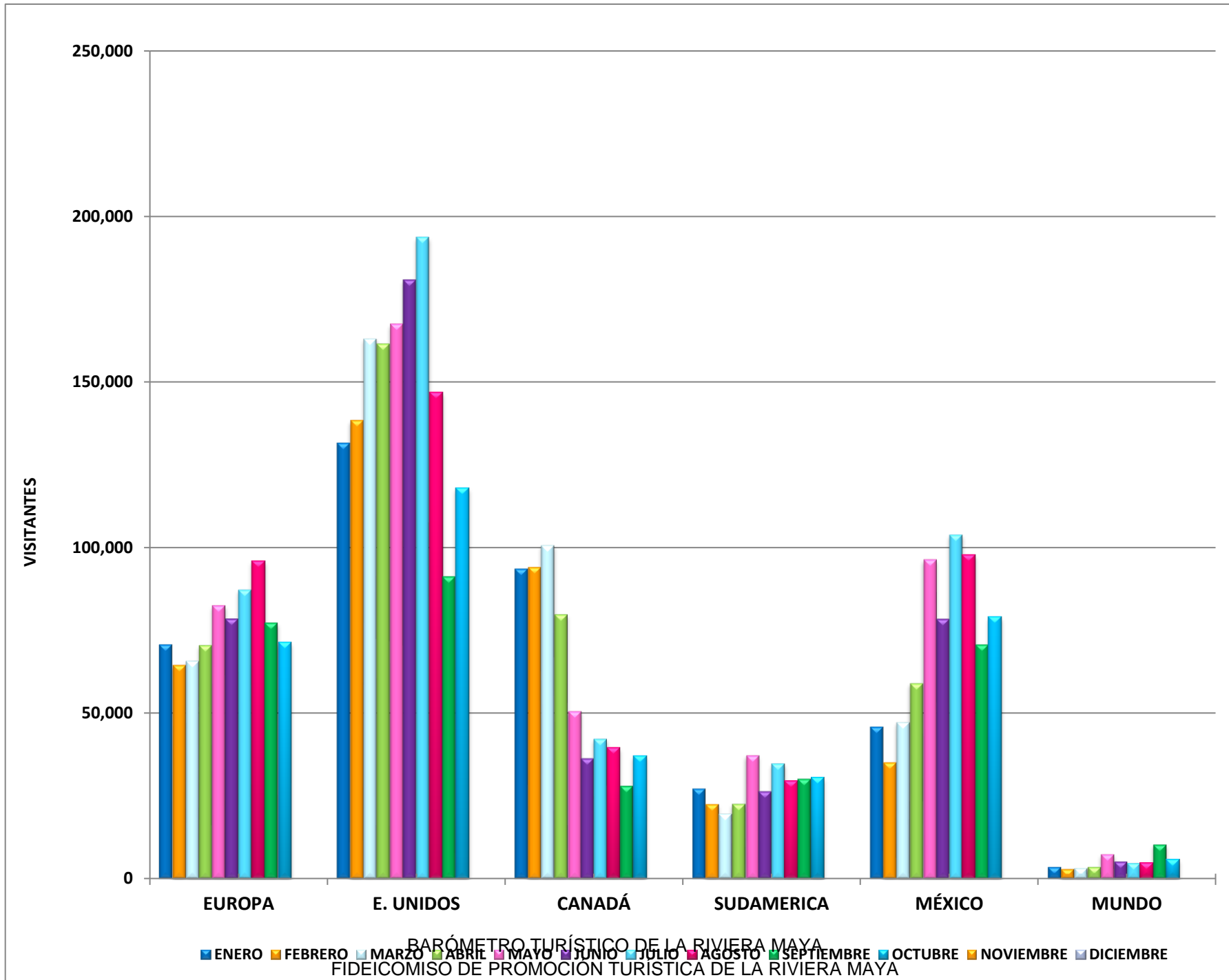
PROCEDENCIA DEL TURISMO POR REGIONES  
AÑO 2015

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	71,328	20.9	117,915	34.5	37,060	10.8	30,610	9.0	79,004	23.1	5,764	1.7	341,681	100.0
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

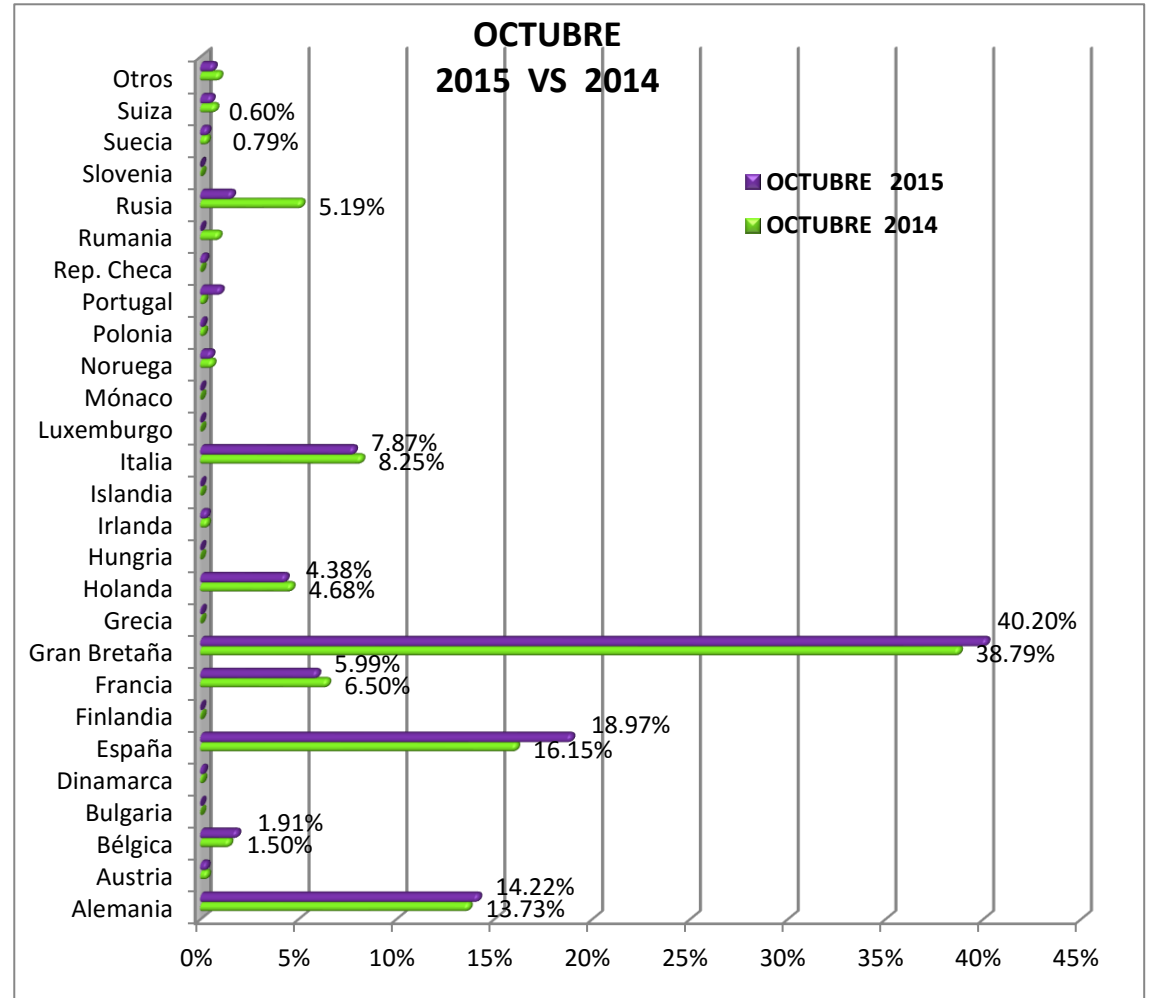
ENE-FEB	135,398	18.5	269,944	36.9	187,712	25.7	49,840	6.8	81,158	11.1	6,667	0.9	730,719	100.0
ENE-MAR	201,312	17.8	432,939	38.3	288,438	25.5	69,528	6.1	128,507	11.4	9,902	0.9	1,130,626	100.0
ENE-ABR	271,889	17.8	594,402	38.9	368,368	24.1	92,196	6.0	187,562	12.3	13,514	0.9	1,527,931	100.0
ENE-MAY	354,442	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	765,033	19.6	1,492,618	38.2	602,437	15.4	281,348	7.2	714,038	18.3	52,088	1.3	3,907,562	100.0
ENE-NOV														
ENE-DIC														

## GRAFICA PROCEDENCIA DEL TURISMO POR REGIONES DESGLOSE MENSUAL 2015



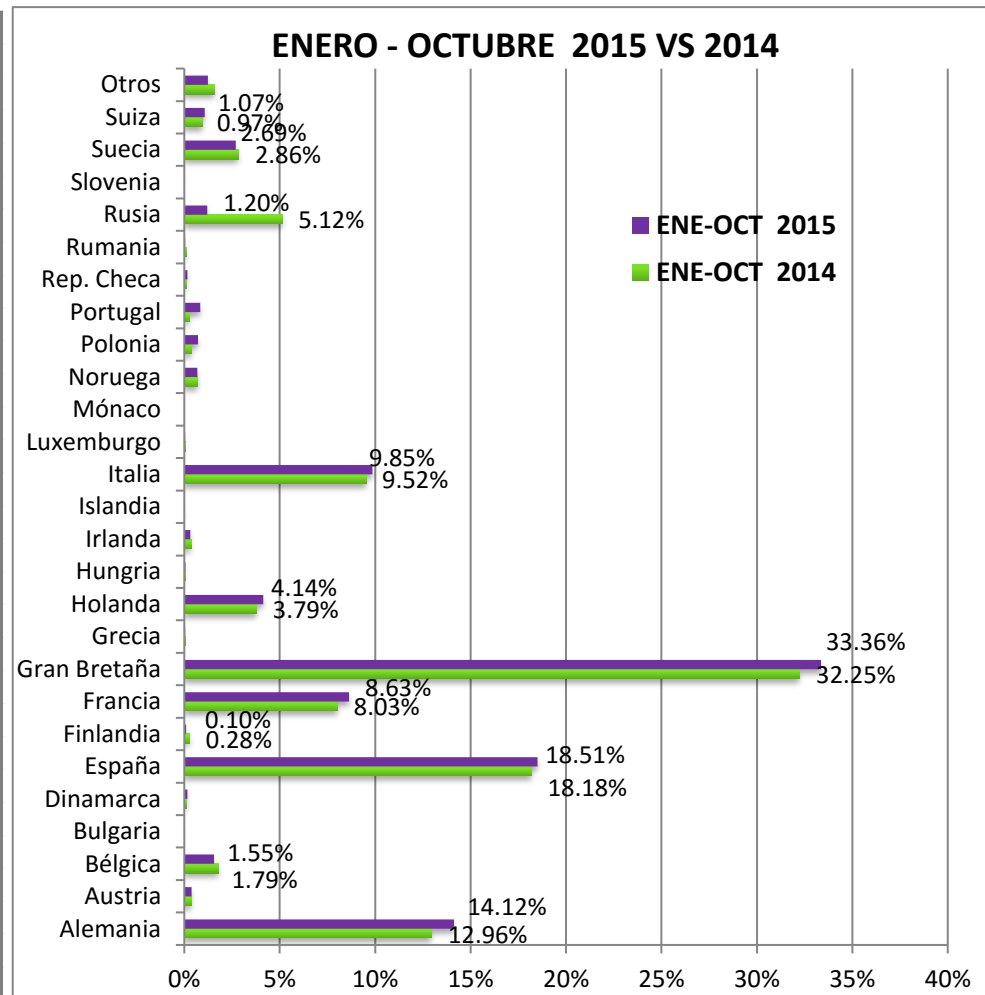
**DESGLOSE DE PROCEDENCIA GEOGRÁFICA  
DEL TURISMO EUROPEO  
ENERO - OCTUBRE 2015 VS 2014**

PAIS	OCTUBRE 2014		OCTUBRE 2015	
	PAX	%	PAX	%
Alemania	10,453	13.73%	10,140	14.22%
Austria	274	0.36%	232	0.33%
Bélgica	1,142	1.50%	1,359	1.91%
Bulgaria	16	0.02%	23	0.03%
Dinamarca	78	0.10%	116	0.16%
España	12,302	16.15%	13,530	18.97%
Finlandia	39	0.05%	16	0.02%
Francia	4,952	6.50%	4,273	5.99%
Gran Bretaña	29,542	38.79%	28,675	40.20%
Grecia	24	0.03%	49	0.07%
Holanda	3,564	4.68%	3,126	4.38%
Hungría	13	0.02%	18	0.03%
Irlanda	267	0.35%	244	0.34%
Islandia	39	0.05%	27	0.04%
Italia	6,280	8.25%	5,613	7.87%
Luxemburgo	21	0.03%	19	0.03%
Mónaco	20	0.03%	25	0.04%
Noruega	488	0.64%	420	0.59%
Polonia	128	0.17%	94	0.13%
Portugal	144	0.19%	755	1.06%
Rep. Checa	31	0.04%	174	0.24%
Rumania	725	0.95%	26	0.04%
Rusia	3,953	5.19%	1,171	1.64%
Slovenia	32	0.04%	5	0.01%
Suecia	266	0.35%	266	0.37%
Suiza	599	0.79%	429	0.60%
Otros	758	1.00%	503	0.71%
<b>SUMA</b>	<b>76,150</b>	<b>100.00%</b>	<b>71,328</b>	<b>100.00%</b>



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

PAIS	ENE-OCT 2014		ENE-OCT 2015	
	PAX	%	PAX	%
Alemania	107,431	12.96%	108,036	14.12%
Austria	3,002	0.36%	2,948	0.39%
Bélgica	14,799	1.79%	11,854	1.55%
Bulgaria	174	0.02%	219	0.03%
Dinamarca	1,153	0.14%	1,305	0.17%
España	150,684	18.18%	141,581	18.51%
Finlandia	2,323	0.28%	752	0.10%
Francia	66,561	8.03%	66,007	8.63%
Gran Bretaña	267,264	32.25%	255,196	33.36%
Grecia	451	0.05%	305	0.04%
Holanda	31,399	3.79%	31,676	4.14%
Hungría	424	0.05%	512	0.07%
Irlanda	2,914	0.35%	2,406	0.31%
Islandia	295	0.04%	168	0.02%
Italia	78,897	9.52%	75,379	9.85%
Luxemburgo	300	0.04%	320	0.04%
Mónaco	175	0.02%	68	0.01%
Noruega	5,856	0.71%	5,250	0.69%
Polonia	3,050	0.37%	5,514	0.72%
Portugal	2,129	0.26%	6,444	0.84%
Rep. Checa	814	0.10%	1,206	0.16%
Rumania	1,049	0.13%	344	0.04%
Rusia	42,439	5.12%	9,182	1.20%
Slovenia	222	0.03%	163	0.02%
Suecia	23,669	2.86%	20,559	2.69%
Suiza	8,017	0.97%	8,172	1.07%
Otros	13,133	1.58%	9,467	1.24%
<b>SUMA</b>	<b>828,624</b>	<b>100.00%</b>	<b>765,033</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%	<b>2</b>
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%	<b>9</b>
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%	<b>3</b>
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%	<b>4</b>
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%	<b>1</b>
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%	<b>7</b>
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%	<b>5</b>
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%	<b>8</b>
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%	<b>6</b>
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%	<b>10</b>
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-Oct		Posición 2015
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	
Alemania	6,972	7.98%	8,508	8.87%	8,923	11.55%	10,140	14.22%					108,036	14.12%	3
Austria	406	0.46%	178	0.19%	166	0.21%	232	0.33%					2,948	0.39%	
Bélgica	1,638	1.88%	1,292	1.35%	1,103	1.43%	1,359	1.91%					11,854	1.55%	8
Bulgaria	62	0.07%	8	0.01%	11	0.01%	23	0.03%					219	0.03%	
Dinamarca	258	0.30%	46	0.05%	54	0.07%	116	0.16%					1,305	0.17%	
España	23,491	26.89%	28,069	29.25%	19,668	25.45%	13,530	18.97%					141,581	18.51%	2
Finlandia	22	0.03%	16	0.02%	20	0.03%	16	0.02%					752	0.10%	
Francia	5,484	6.28%	6,979	7.27%	2,959	3.83%	4,273	5.99%					66,007	8.63%	5
Gran Bretaña	29,355	33.61%	30,890	32.19%	30,382	39.32%	28,675	40.20%					255,196	33.36%	1
Grecia	35	0.04%	19	0.02%	17	0.02%	49	0.07%					305	0.04%	
Holanda	3,726	4.27%	2,988	3.11%	3,674	4.75%	3,126	4.38%					31,676	4.14%	6
Hungría	14	0.02%	73	0.08%	18	0.02%	18	0.03%					512	0.07%	
Irlanda	437	0.50%	387	0.40%	365	0.47%	244	0.34%					2,406	0.31%	
Islandia	54	0.06%	4	0.00%	6	0.01%	27	0.04%					168	0.02%	
Italia	11,041	12.64%	13,029	13.58%	6,824	8.83%	5,613	7.87%					75,379	9.85%	4
Luxemburgo	54	0.06%	85	0.09%	53	0.07%	19	0.03%					320	0.04%	
Mónaco	15	0.02%	4	0.00%	1	0.00%	25	0.04%					68	0.01%	
Noruega	720	0.82%	406	0.42%	396	0.51%	420	0.59%					5,250	0.69%	
Polonia	174	0.20%	116	0.12%	188	0.24%	94	0.13%					5,514	0.72%	
Portugal	1,004	1.15%	1,373	1.43%	1,311	1.70%	755	1.06%					6,444	0.84%	
Rep. Checa	58	0.07%	13	0.01%	61	0.08%	174	0.24%					1,206	0.16%	
Rumania	18	0.02%	30	0.03%	49	0.06%	26	0.04%					344	0.04%	
Rusia	316	0.36%	349	0.36%	233	0.30%	1,171	1.64%					9,182	1.20%	9
Slovenia	30	0.03%	11	0.01%	7	0.01%	5	0.01%					163	0.02%	
Suecia	318	0.36%	67	0.07%	91	0.12%	266	0.37%					20,559	2.69%	7
Suiza	934	1.07%	321	0.33%	467	0.60%	429	0.60%					8,172	1.07%	10
Otros	712	0.82%	705	0.73%	220	0.28%	503	0.71%					9,467	1.24%	
<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>71,328</b>	<b>100.00%</b>	<b>0</b>	<b>#¡DIV/0!</b>	<b>0</b>	<b>#¡DIV/0!</b>	<b>765,033</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>		

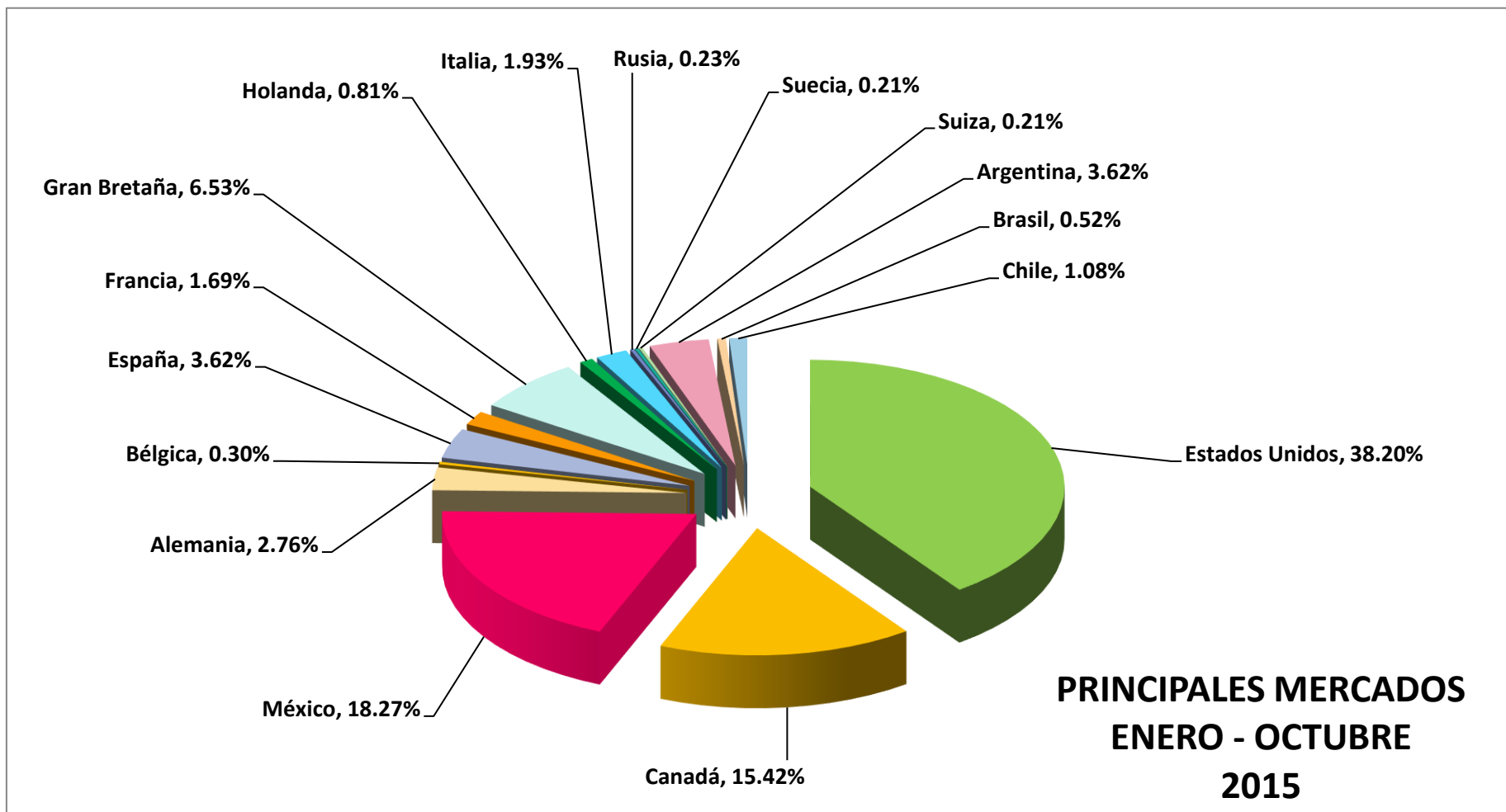
Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

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-Oct		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%	117,915	34.51%					1,492,618	38.20%	1	1
2 Canadá	42,339	9.07%	39,586	9.54%	28,046	9.11%	37,060	10.85%					602,437	15.42%	3	3
3 México	103,934	22.26%	97,872	23.59%	70,699	22.97%	79,004	23.12%					714,038	18.27%	2	2
4 Alemania	6,972	1.49%	8,508	2.05%	8,923	2.90%	10,140	2.97%					108,036	2.76%	6	7
5 Bélgica	1,638	0.35%	1,292	0.31%	1,103	0.36%	1,359	0.40%					11,854	0.30%	15	14
6 España	23,491	5.03%	28,069	6.77%	19,668	6.39%	13,530	3.96%					141,581	3.62%	5	5
7 Francia	5,484	1.17%	6,979	1.68%	2,959	0.96%	4,273	1.25%					66,007	1.69%	9	9
8 Gran Bretaña	29,355	6.29%	30,890	7.45%	30,382	9.87%	28,675	8.39%					255,196	6.53%	4	4
9 Holanda	3,726	0.80%	2,988	0.72%	3,674	1.19%	3,126	0.91%					31,676	0.81%	12	11
10 Italia	11,041	2.36%	13,029	3.14%	6,824	2.22%	5,613	1.64%					75,379	1.93%	8	8
11 Rusia	316	0.07%	349	0.08%	233	0.08%	1,171	0.34%					9,182	0.23%	10	15
12 Suecia	318	0.07%	67	0.02%	91	0.03%	266	0.08%					8,112	0.21%	13	17
13 Suiza	934	0.20%	321	0.08%	467	0.15%	429	0.13%					8,172	0.21%	17	16
14 Argentina	16,636	3.56%	12,888	3.11%	13,541	4.40%	13,411	3.93%					141,491	3.62%	7	6
15 Brasil	2,424	0.52%	1,687	0.41%	1,424	0.46%	1,339	0.39%					20,238	0.52%	14	13
16 Chile	6,123	1.31%	4,882	1.18%	5,240	1.70%	4,498	1.32%					42,357	1.08%	11	10
17 Colombia	2,721	0.58%	2,783	0.67%	2,617	0.85%	3,601	1.05%					24,671	0.63%	16	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>341,681</b>	<b>95.24%</b>					<b>3,907,562</b>	<b>96.05%</b>		

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

**PRINCIPALES MERCADOS**  
**ENERO - OCTUBRE**  
**2015**



Nota: Los principales mercados para Riviera Maya de Enero-Mayo representan el 95.24% del total de turistas que visitaron el destino.

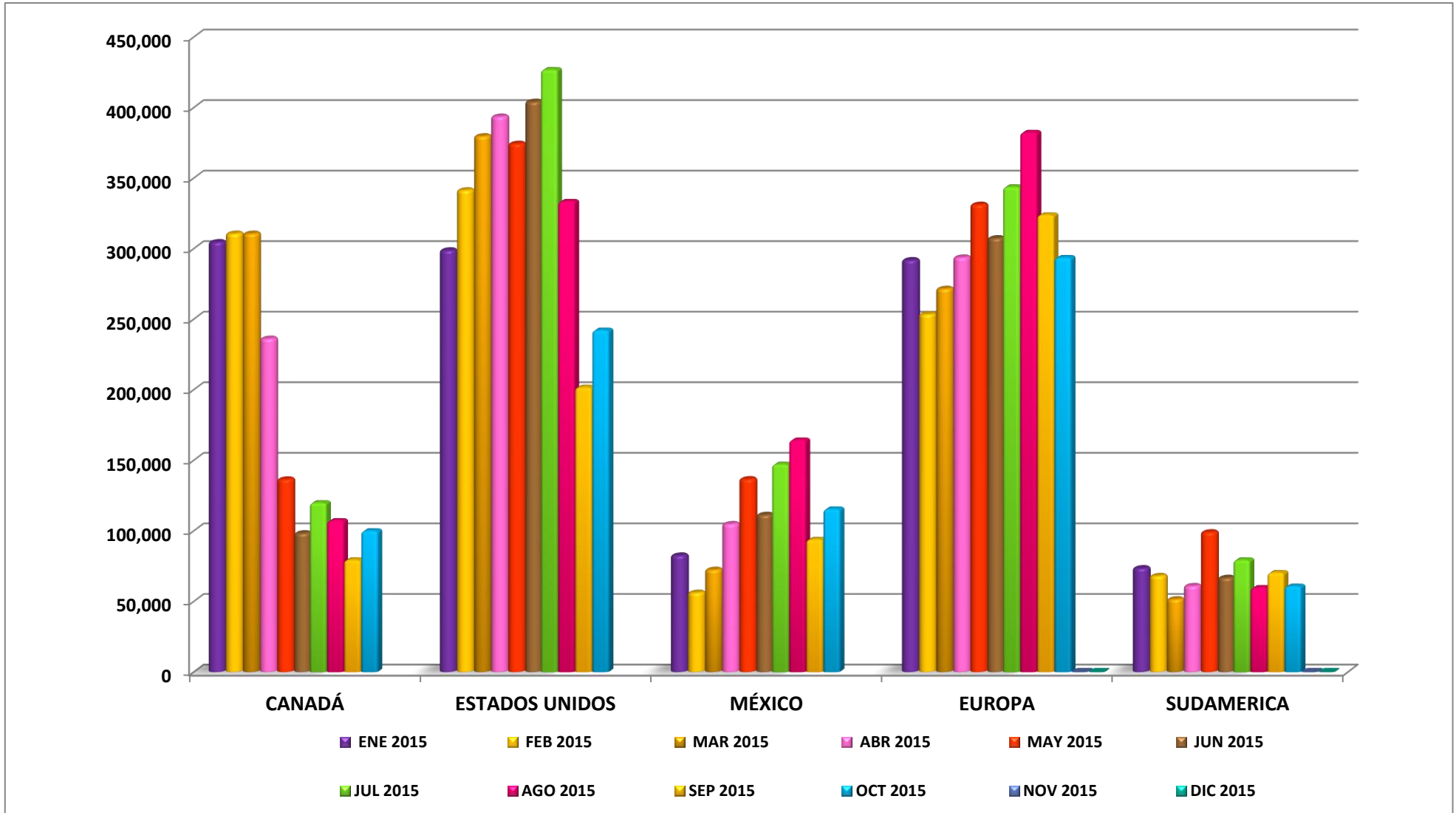
PRINCIPALES MERCADOS POR REGIONES  
PARA LA RIVIERA MAYA  
PRODUCCIÓN CUARTOS NOCHE  
PRIMER SEMESTRE AÑO 2015

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-Oct	
	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%	100,062	12.3%					1,803,198	17.9%
ESTADOS UNIDOS	426,978	38.2%	333,465	31.8%	201,776	26.2%	242,217	29.8%					3,396,154	33.7%
MÉXICO	147,240	13.2%	164,344	15.7%	93,971	12.2%	115,543	14.2%					1,084,902	10.8%
<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>457,822</b>	<b>56.4%</b>					<b>6,284,254</b>	<b>62.4%</b>
<b>EUROPA</b>														
ALEMANIA	30,038	2.7%	36,407	3.5%	46,288	6.0%	43,264	5.3%					499,612	5.0%
BÉLGICA	7,091	0.6%	6,094	0.6%	5,032	0.7%	5,549	0.7%					51,102	0.5%
ESPAÑA	63,426	5.7%	80,815	7.7%	54,825	7.1%	41,041	5.1%					407,626	4.0%
FRANCIA	22,804	2.0%	33,383	3.2%	15,079	2.0%	14,190	1.7%					253,863	2.5%
GRAN BRETAÑA	154,970	13.9%	160,242	15.3%	156,974	20.4%	150,306	18.5%					1,272,931	12.6%
HOLANDA	16,891	1.5%	14,094	1.3%	17,850	2.3%	13,637	1.7%					141,300	1.4%
ITALIA	41,910	3.8%	48,316	4.6%	23,856	3.1%	20,230	2.5%					283,332	2.8%
RUSIA	1,185	0.1%	948	0.1%	1,194	0.2%	2,610	0.3%					36,987	0.4%
SUECIA	1,194	0.1%	291	0.0%	400	0.1%	1,025	0.1%					105,160	1.0%
SUIZA	4,355	0.4%	1,832	0.2%	2,471	0.3%	1,854	0.2%					40,863	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>293,706</b>	<b>36.2%</b>					<b>3,092,776</b>	<b>30.3%</b>
<b>SUDAMERICA</b>														
ARGENTINA	50,324	4.5%	38,073	3.6%	45,137	5.9%	39,004	4.8%					456,623	4.5%
BRASIL	6,121	0.5%	3,212	0.3%	3,210	0.4%	3,286	0.4%					53,481	0.5%
CHILE	16,685	1.5%	13,121	1.3%	16,812	2.2%	11,245	1.4%					123,405	1.2%
COLOMBIA	6,326	0.6%	5,392	0.5%	5,321	0.7%	7,307	0.9%					56,764	0.6%
<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>60,842</b>	<b>7.5%</b>					<b>690,273</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>812,370</b>	<b>100.00%</b>					<b>10,067,303</b>	<b>99.03%</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>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>906,865</b>	<b>89.6%</b>					<b>10,569,398</b>	<b>95.2%</b>

## GRAFICA PRODUCCIÓN CUARTOS NOCHE POR REGIONES DESGLOSE MENSUAL 2015



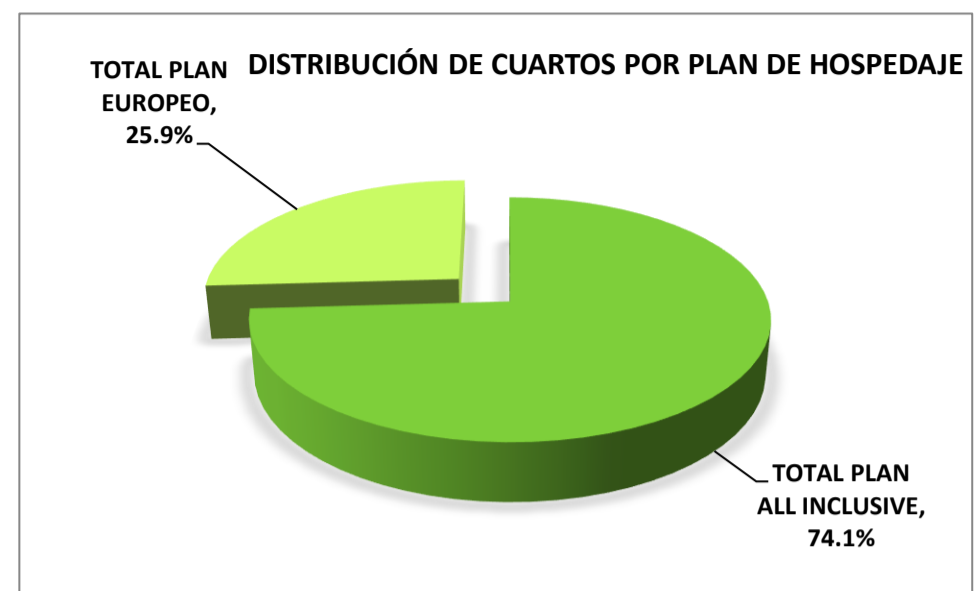


REGIÓN	2014 Participación %		2015 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	35,906	11.54%	37,060	10.85%	1,154	3.21%
Estados Unidos	103,432	33.25%	117,915	34.51%	14,483	14.00%
México	70,340	22.61%	79,004	23.12%	8,664	12.32%
<b>SUMA</b>	<b>209,678</b>	<b>67.40%</b>	<b>233,979</b>	<b>68.48%</b>	<b>24,301</b>	<b>11.59%</b>
<b>SUDAMERICA</b>						
Argentina	9,757	3.14%	13,411	3.93%	3,654	37.45%
Bolivia	59	0.02%	217	0.06%	158	267.80%
Brasil	1,276	0.41%	1,339	0.39%	63	4.94%
Chile	2,930	0.94%	4,498	1.32%	1,568	53.52%
Colombia	3,041	0.98%	3,601	1.05%	560	18.41%
Ecuador	213	0.07%	191	0.06%	-22	-10.33%
Paraguay	174	0.06%	189	0.06%	15	8.62%
Peru	2,223	0.71%	3,017	0.88%	794	35.72%
Uruguay	757	0.24%	3,255	0.95%	2,498	329.99%
Venezuela	725	0.23%	474	0.14%	-251	-34.62%
Otros	277	0.09%	418	0.12%	141	50.90%
<b>SUMA</b>	<b>21,432</b>	<b>6.89%</b>	<b>30,610</b>	<b>8.96%</b>	<b>9,178</b>	<b>42.82%</b>
<b>EUROPA</b>						
Alemania	10,453	3.36%	10,140	2.97%	-313	-2.99%
Austria	274	0.09%	232	0.07%	-42	-15.33%
Bélgica	1,142	0.37%	1,359	0.40%	217	19.00%
Bulgaria	16	0.01%	23	0.01%	7	43.75%
Dinamarca	78	0.03%	116	0.03%	38	48.72%
España	12,302	3.95%	13,530	3.96%	1,228	9.98%
Finlandia	39	0.01%	16	0.00%	-23	-58.97%
Francia	4,952	1.59%	4,273	1.25%	-679	-13.71%
Gran Bretaña	29,542	9.50%	28,675	8.39%	-867	-2.93%
Grecia	24	0.01%	49	0.01%	25	104.17%
Holanda	3,564	1.15%	3,126	0.91%	-438	-12.29%
Hungría	13	0.00%	18	0.01%	5	38.46%
Irlanda	267	0.09%	244	0.07%	-23	-8.61%
Islandia	39	0.01%	27	0.01%	-12	-30.77%
Italia	6,280	2.02%	5,613	1.64%	-667	-10.62%
Luxemburgo	21	0.01%	19	0.01%	-2	-9.52%
Mónaco	20	0.01%	25	0.01%	5	25.00%
Noruega	488	0.16%	420	0.12%	-68	-13.93%
Polonia	128	0.04%	94	0.03%	-34	-26.56%
Portugal	144	0.05%	755	0.22%	611	424.31%
Rep. Checa	31	0.01%	174	0.05%	143	461.29%
Rumania	725	0.23%	26	0.01%	-699	-96.41%
Rusia	3,953	1.27%	1,171	0.34%	-2,782	-70.38%
Slovenia	32	0.01%	5	0.00%	-27	-84.38%
Suecia	266	0.09%	266	0.08%	0	0.00%
Suiza	599	0.19%	429	0.13%	-170	-28.38%
Otros	758	0.24%	503	0.15%	-255	-33.64%
<b>SUMA</b>	<b>76,150</b>	<b>24.48%</b>	<b>71,328</b>	<b>20.88%</b>	<b>-4,822</b>	<b>-6.33%</b>
<b>OTROS PAISES</b>	<b>3,823</b>	<b>1.23%</b>	<b>5,764</b>	<b>1.69%</b>	<b>1,941</b>	<b>50.77%</b>
<b>TOTAL</b>	<b>311,083</b>	<b>100.00%</b>	<b>341,681</b>	<b>100.00%</b>	<b>30,598</b>	<b>9.84%</b>

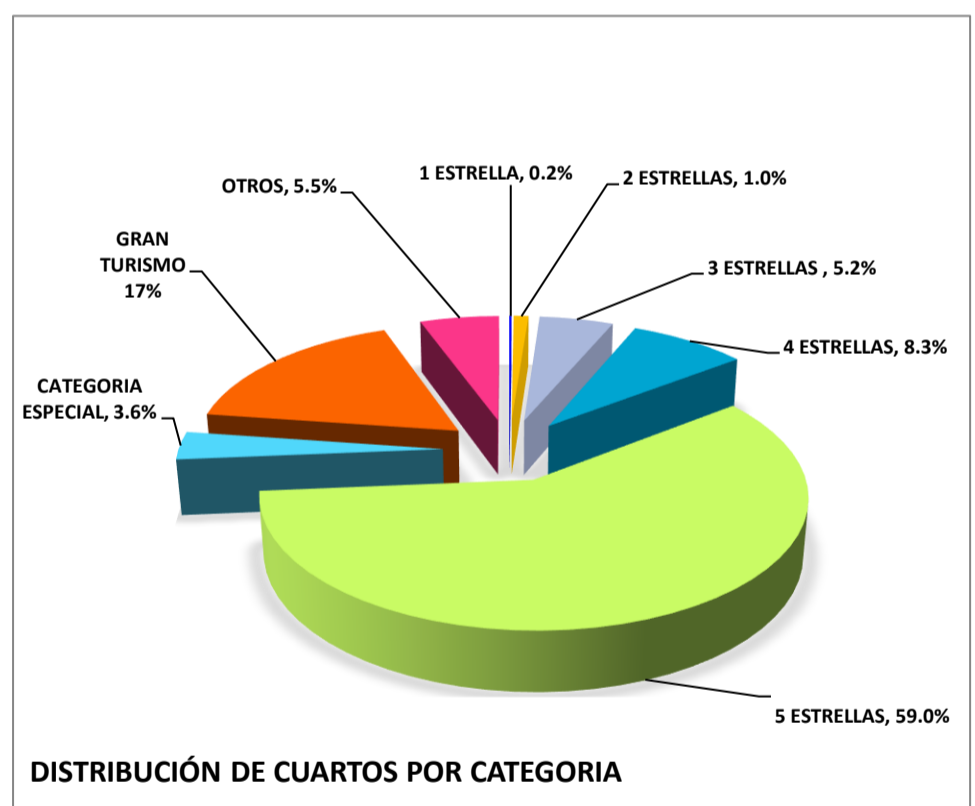
REGIÓN	2014		2015		VARIACIÓN	
	Participación %		Participación %		%	
<b>NORTE AMERICA</b>						
Canadá	573,086	15.70%	602,437	15.42%	29,351	5.12%
Estados Unidos	1,291,159	35.36%	1,492,618	38.20%	201,459	15.60%
México	716,374	19.62%	714,038	18.27%	-2,336	-0.33%
<b>SUMA</b>	<b>2,580,619</b>	<b>70.68%</b>	<b>2,809,093</b>	<b>71.89%</b>	<b>228,474</b>	<b>8.85%</b>
<b>SUDAMERICA</b>						
Argentina	93,289	2.55%	141,491	3.62%	48,202	51.67%
Bolivia	726	0.02%	1,434	0.04%	708	97.52%
Brasil	17,203	0.47%	20,238	0.52%	3,035	17.64%
Chile	36,258	0.99%	42,357	1.08%	6,099	16.82%
Colombia	24,502	0.67%	24,671	0.63%	169	0.69%
Ecuador	2,055	0.06%	1,984	0.05%	-71	-3.45%
Paraguay	1,723	0.05%	2,501	0.06%	778	45.15%
Peru	14,536	0.40%	18,775	0.48%	4,239	29.16%
Uruguay	9,509	0.26%	21,268	0.54%	11,759	123.66%
Venezuela	5,907	0.16%	3,726	0.10%	-2,181	-36.92%
Otros	2,945	0.08%	2,903	0.07%	-42	-1.43%
<b>SUMA</b>	<b>208,653</b>	<b>5.71%</b>	<b>281,348</b>	<b>7.20%</b>	<b>72,695</b>	<b>34.84%</b>
<b>EUROPA</b>						
Alemania	107,431	2.94%	108,036	2.76%	605	0.56%
Austria	3,002	0.08%	2,948	0.08%	-54	-1.80%
Bélgica	14,799	0.41%	11,854	0.30%	-2,945	-19.90%
Bulgaria	174	0.00%	219	0.01%	45	25.86%
Dinamarca	1,153	0.03%	1,305	0.03%	152	13.18%
España	150,684	4.13%	141,581	3.62%	-9,103	-6.04%
Finlandia	2,323	0.06%	752	0.02%	-1,571	-67.63%
Francia	66,561	1.82%	66,007	1.69%	-554	-0.83%
Gran Bretaña	267,264	7.32%	255,196	6.53%	-12,068	-4.52%
Grecia	451	0.01%	305	0.01%	-146	-32.37%
Holanda	31,399	0.86%	31,676	0.81%	277	0.88%
Hungría	424	0.01%	512	0.01%	88	20.75%
Irlanda	2,914	0.08%	2,406	0.06%	-508	-17.43%
Islandia	295	0.01%	168	0.00%	-127	-43.05%
Italia	78,897	2.16%	75,379	1.93%	-3,518	-4.46%
Luxemburgo	300	0.01%	320	0.01%	20	6.67%
Mónaco	175	0.00%	68	0.00%	-107	-61.14%
Noruega	5,856	0.16%	5,250	0.13%	-606	-10.35%
Polonia	3,050	0.08%	5,514	0.14%	2,464	80.79%
Portugal	2,129	0.06%	6,444	0.16%	4,315	202.68%
Rep. Checa	814	0.02%	1,206	0.03%	392	48.16%
Rumania	1,049	0.03%	344	0.01%	-705	-67.21%
Rusia	42,439	1.16%	9,182	0.23%	-33,257	-78.36%
Slovenia	222	0.01%	163	0.00%	-59	-26.58%
Suecia	23,669	0.65%	20,559	0.53%	-3,110	-13.14%
Suiza	8,017	0.22%	8,172	0.21%	155	1.93%
Otros	13,133	0.36%	9,467	0.24%	-3,666	-27.91%
<b>SUMA</b>	<b>828,624</b>	<b>22.69%</b>	<b>765,033</b>	<b>19.58%</b>	<b>-63,591</b>	<b>-7.67%</b>
<b>OTROS PAISES</b>	<b>33,351</b>	<b>0.91%</b>	<b>52,088</b>	<b>1.33%</b>	<b>18,737</b>	<b>56.18%</b>
<b>TOTAL</b>	<b>3,651,247</b>	<b>100.00%</b>	<b>3,907,562</b>	<b>100.00%</b>	<b>256,315</b>	<b>7.02%</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 OASIS TULUM (antes Be live Riviera Maya)	310	5 Estrellas
45 OCCIDENTAL ALLEGRO PLAYACAR	286	5 Estrellas
46 OCCIDENTAL GRAND XCARET	751	5 Estrellas
47 OCCIDENTAL ROYAL HIDEAWAY	200	Gran Turismo
48 OCEAN BREEZE	98	Gran Turismo
49 PARADISUS LA ESMERALDA	510	5 Estrellas
50 PARADISUS LA PERLA	394	5 Estrellas
51 PAVO REAL BEACH RESORT	112	4 Estrellas
52 PLATINUM YUCATAN PRINCESS	472	4 Estrellas
53 PLAYACAR PALACE	201	5 Estrellas
54 RIU LUPITA	300	5 Estrellas
55 RIU PALACE MÉXICO	434	Gran Turismo
56 RIU PALACE RIVIERA MAYA	460	Categoría Especial
57 RIU PLAYACAR	388	5 Estrellas
58 RIU TEQUILA	664	5 Estrellas
59 RIU YUCATAN	507	5 Estrellas
60 SANDOS CARACOL ECO RESORTS & SPA	956	5 Estrellas
61 SANDOS PLAYACAR BEACH RESORTS & SPA	819	5 Estrellas
62 SECRETS CAPRI	291	Gran Turismo
63 SECRETS MAROMA	412	5 Estrellas
64 SEN SERENITY (antes ADONIS TULUM)	94	5 Estrellas
65 THE REEF COCO BEACH	196	5 Estrellas
66 THE REEF PLAYACAR	196	4 Estrellas
67 THE ROYAL IN PLAYA DEL CARMEN	513	Gran Turismo
68 THE ROYAL SUITES YUCATAN BY PALLADIUM	130	5 Estrellas
69 VALENTIN IMPERIAL MAYA	540	5 Estrellas
70 VIVA WYNDHAM AZTECA	335	5 Estrellas
71 VIVA WYNDHAM MAYA	604	4 Estrellas
<b>TOTAL</b>	<b>30,992</b>	

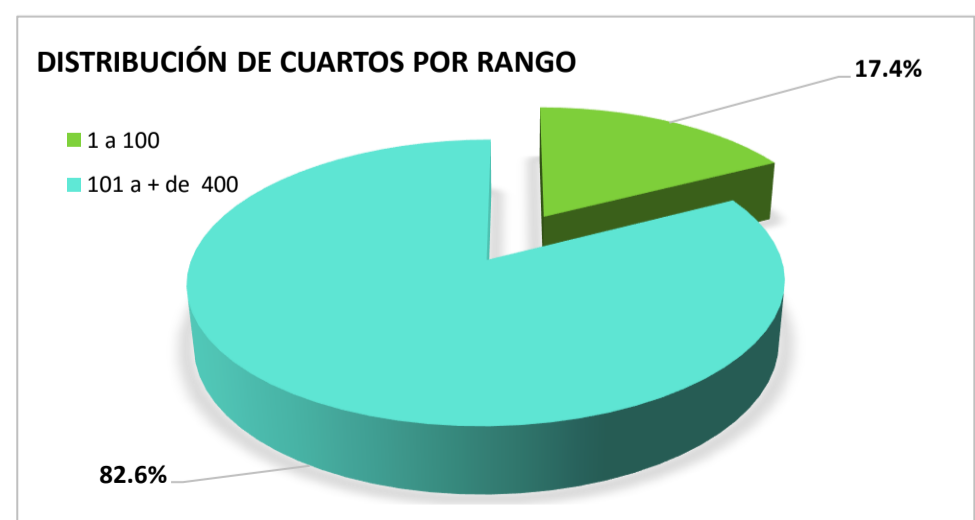
PLAN DE HOSPEDAJE	Cuartos	# HtIs.	%
<b>TOTAL PLAN ALL INCLUSIVE</b>	30,992	71	74.1%
<b>TOTAL PLAN EUROPEO</b>	10,847	328	25.9%
<b>SUMAS</b>	<b>41,839</b>	<b>399</b>	<b>100.0%</b>



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	88	5.2%
<b>4 ESTRELLAS</b>	3,454	46	8.3%
<b>5 ESTRELLAS</b>	24,704	66	59.0%
<b>CATEGORIA ESPECIAL</b>	1,494	12	3.6%
<b>GRAN TURISMO</b>	7,199	20	17.2%
<b>OTROS</b>	2,320	143	5.5%
<b>SUMAS</b>	<b>41,839</b>	<b>399</b>	<b>100.0%</b>



RANGO	Cuartos	# HtIs.	%
<b>1 a 100</b>	7,289	317	17.4%
<b>101 a + de 400</b>	34,550	82	82.6%
<b>SUMAS</b>	<b>41,839</b>	<b>399</b>	<b>100.0%</b>



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

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	24	6.0%	4,001	9.6%
COBA	2	0.5%	49	0.1%
KANTENAH	9	2.3%	2,936	7.0%
PAAMUL	1	0.3%	20	0.0%
PLAYA DEL CARMEN	169	42.4%	8,013	19.2%
PLAYA DEL SECRETO	1	0.3%	540	1.3%
PLAYA PARAISO	12	3.0%	3,857	9.2%
PLAYACAR	21	5.3%	6,012	14.4%
PUERTO AVENTURAS	14	3.5%	5,238	12.5%
PUNTA ALLEN	6	1.5%	59	0.1%
PUNTA BETE XCALACOCO	15	3.8%	4,668	11.2%
PUNTA BRAVA	1	0.3%	680	1.6%
PUNTA MAROMA	8	2.0%	2,176	5.2%
SIAN KA'AN	5	1.3%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	102	25.6%	2,154	5.1%
XCARET	1	0.3%	751	1.8%
XPU-HA	4	1.0%	469	1.1%
<b>TOTAL</b>	<b>399</b>	<b>100.0%</b>	<b>41,839</b>	<b>100.0%</b>

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

