



FIDEICOMISO DE PROMOCIÓN TURÍSTICA  
DE LA RIVIERA MAYA

## BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

NOVIEMBRE 2015

El Barómetro Turístico de la Riviera Maya en su **Ducentésima Decima cuarta** edición correspondiente al mes de Noviembre del año 2015, fue elaborado con un muestreo de **35,162** cuartos, que corresponde al 82.56% del total de cuartos existentes a la fecha, los cuales son **42,589** 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 NOVIEMBRE DE 2015

CONCEPTO	NOVIEMBRE		VARIACIÓN	
	2014	2015	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	41,407	42,589	1,182	2.85%
CUARTOS NOCHE DISPONIBLES	1,223,609	1,267,384	43,775	3.58%
CUARTOS NOCHE OCUPADOS	1,011,281	1,030,476	19,195	1.90%
% DE OCUPACION	82.65%	81.31%	-1.34%	
% DE OCUPACION TODO INCLUIDO	84.22%	82.43%	-1.79%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	5.7	5.8	0.17	
TURISMO NACIONAL	3.4	3.9	0.47	
TURISMO INTERNACIONAL	6.7	6.5	(0.20)	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 2,891.30</b>	<b>\$ 3,369.60</b>	478	16.54%
<b>AFLUENCIA DEL TURISMO</b>				
TOTAL	369,091	373,674	4,583	1.24%
NACIONALES	70,766	65,209	-5,557	-7.85%
EXTRANJEROS	298,325	308,465	10,140	3.40%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN</b>				
	2014		2015	
EUROPA	79,677	26.71%	77,524	25.13%
ESTADOS UNIDOS	124,598	41.77%	126,784	41.10%
CANADÁ	72,942	24.45%	73,617	23.87%
SUDAMERICA	17,172	5.76%	24,431	7.92%
RESTO DEL MUNDO	3,936	1.32%	6,109	1.98%
	298,325	100.00%	308,465	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
TOTAL	1,011,281	1,030,476	19,195	1.90%
NACIONALES	101,136	105,965	4,829	4.77%
EXTRANJEROS	910,145	924,511	14,366	1.58%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	2014		2015	
EUROPA (Principales países)	329,318	36.2%	300,726	32.5%
ESTADOS UNIDOS	286,575	31.5%	281,566	30.5%
CANADÁ	218,522	24.0%	198,459	21.5%
SUDAMERICA (Principales países)	38,380	4.2%	53,428	5.8%
RESTO DEL MUNDO	37,350	4.1%	90,332	9.8%
	910,145	100.00%	924,511	100.00%

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

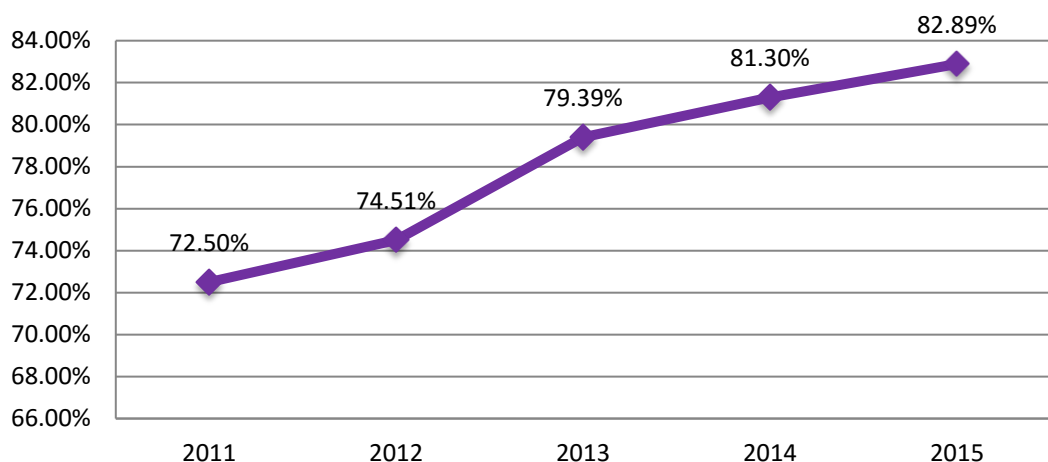


CONCEPTO	ENERO - NOVIEMBRE		VARIACIÓN	
	2014	2015	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	41,407	42,589	1,182	2.85%
CUARTOS NOCHE DISPONIBLES	13,556,579	13,994,580	438,001	3.23%
CUARTOS NOCHE OCUPADOS	11,022,075	11,599,874	577,799	5.24%
% DE OCUPACION	81.30%	82.89%	1.58%	
% DE OCUPACION TODO INCLUIDO	83.95%	84.47%	0.52%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	5.9	5.9	(0.01)	
TURISMO NACIONAL	3.3	3.7	0.37	
TURISMO INTERNACIONAL	6.8	6.7	(0.12)	
<b>TARIFA PROMEDIO (pesos)</b>	\$ 2,872.76	\$ 3,707.11	834	29.04%
<b>AFLUENCIA DEL TURISMO</b>				
	2014	2015		
TOTAL	4,020,338	4,281,236	260,898	6.49%
NACIONALES	787,140	779,247	-7,893	-1.00%
EXTRANJEROS	3,233,198	3,501,989	268,791	8.31%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONE</b>				
	2014	2015		
EUROPA	908,301	28.09%	842,557	24.06%
ESTADOS UNIDOS	1,415,757	43.79%	1,619,402	46.24%
CANADÁ	646,028	19.98%	676,054	19.30%
SUDAMERICA	225,825	6.98%	305,779	8.73%
RESTO DEL MUNDO	37,287	1.15%	58,197	1.66%
	3,233,198	100.00%	3,501,989	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	2014	2015		
TOTAL	11,022,075	11,599,874	577,799	5.24%
NACIONALES	1,095,178	1,190,867	95,689	8.74%
EXTRANJEROS	9,926,897	10,409,007	482,110	4.86%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	2014	2015		
EUROPA (Principales países)	3,720,350	37.5%	3,393,502	32.6%
ESTADOS UNIDOS	3,317,004	33.4%	3,677,720	35.3%
CANADÁ	1,980,615	20.0%	2,001,657	19.2%
SUDAMERICA (Principales países)	506,765	5.1%	743,701	7.1%
RESTO DEL MUNDO	402,163	4.1%	592,427	5.7%
	9,926,897	100.00%	10,409,007	100.00%

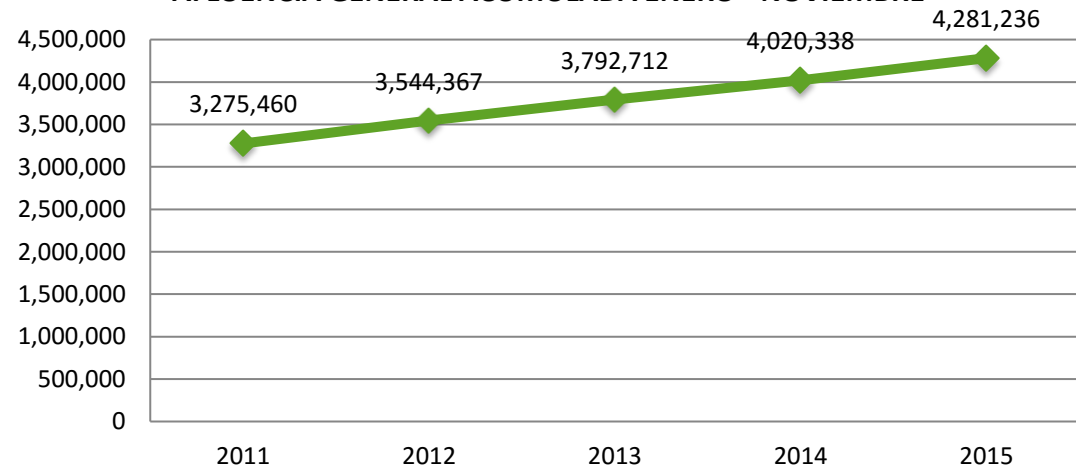
**COMPARATIVO OCUPACIÓN Y AFLUENCIA 2011-2015**

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	68.57%	74.95%	78.11%	82.65%	81.31%	12.74%	6.36%	3.20%	-1.34%	280,634	318,149	340,255	369,091	373,674	33.15%	17.45%	9.82%	1.24%
DIC																		
<b>Total</b>	<b>72.50%</b>	<b>74.51%</b>	<b>79.39%</b>	<b>81.30%</b>	<b>82.89%</b>	<b>10.39%</b>	<b>8.38%</b>	<b>3.50%</b>	<b>1.59%</b>	<b>3,275,460</b>	<b>3,544,367</b>	<b>3,792,712</b>	<b>4,020,338</b>	<b>4,281,236</b>	<b>30.71%</b>	<b>20.79%</b>	<b>12.88%</b>	<b>6.49%</b>

**OCUPACIÓN GENERAL ACUMULADA ENERO - NOVIEMBRE**

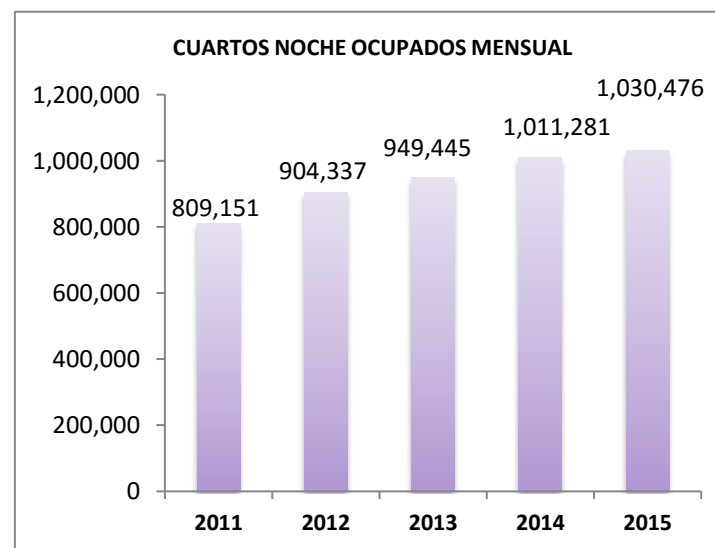


**AFLUENCIA GENERAL ACUMULADA ENERO - NOVIEMBRE**

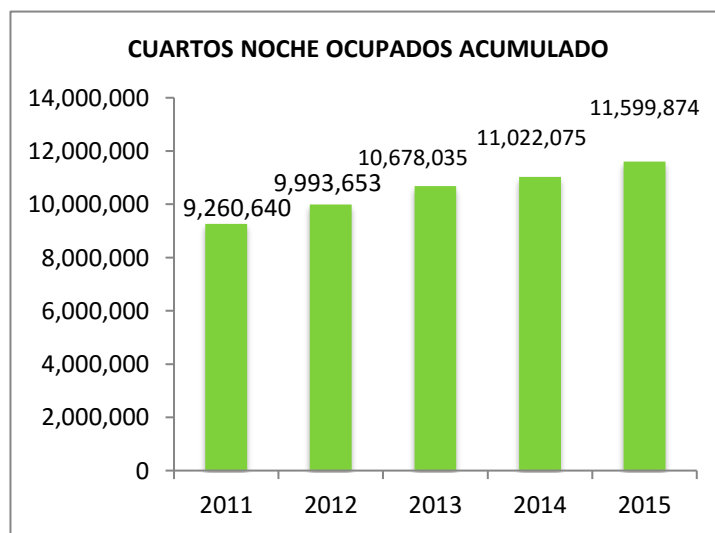


## COMPARATIVO CUARTOS NOCHE OCUPADOS 2011-2015

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	809,151	904,337	949,445	1,011,281	1,030,476	27.35%	13.95%	8.53%	1.90%
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	9,260,640	9,993,653	10,678,035	11,022,075	11,599,874	25.26%	16.07%	8.63%	5.24%
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	42,589	1,267,384	1,030,476	<b>81.31%</b>	65,209	17.45%	308,465	82.55%	<b>373,674</b>	5.8
DICIEMBRE										

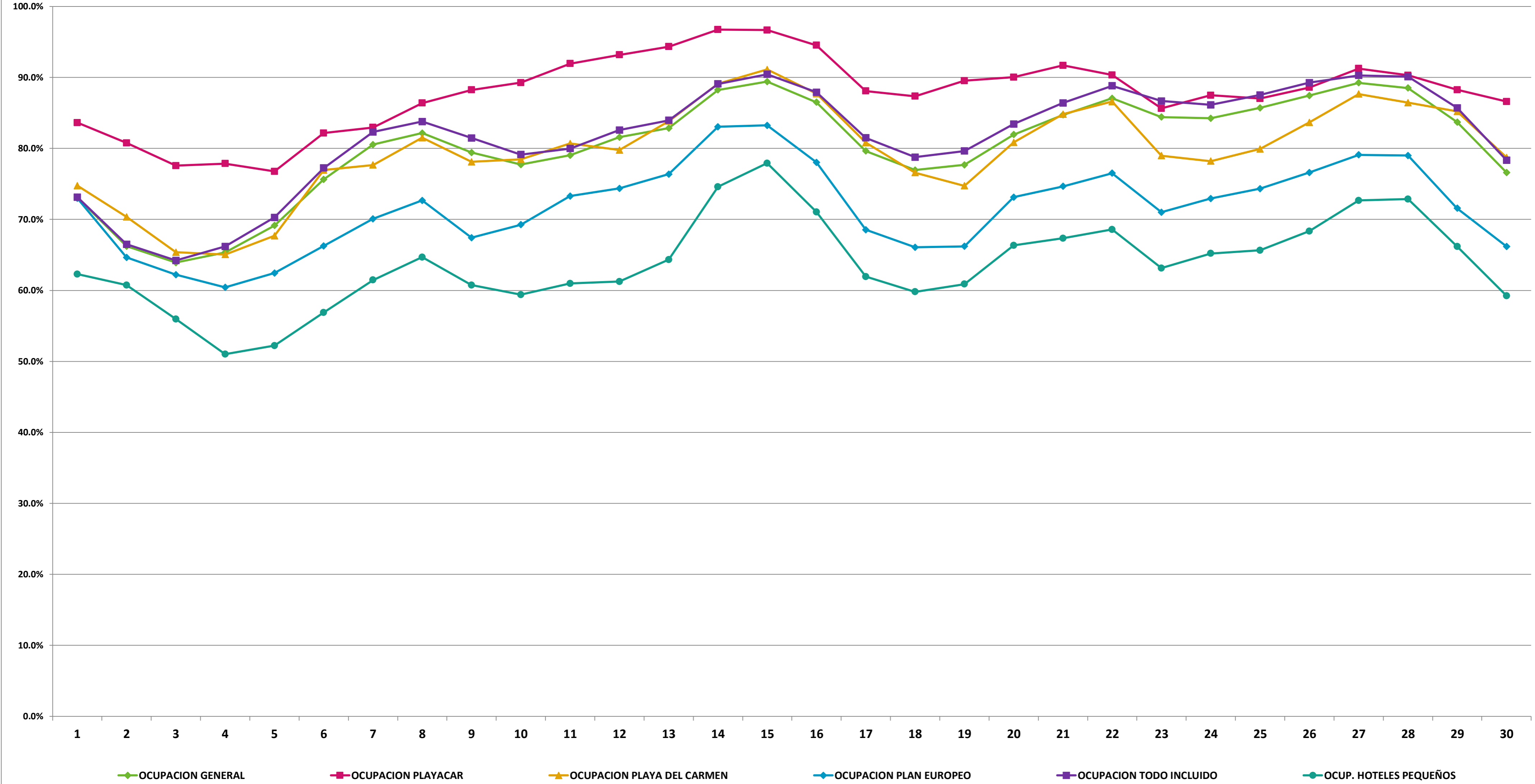
### ACUMULADO ANUAL

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	42,589	13,994,580	11,599,874	<b>82.89%</b>	779,247	18.20%	3,501,989	81.80%	<b>4,281,236</b>	5.9
ENE-DIC										

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

DIA	Domingo 1	Lunes 2	Martes 3	Miércoles 4	Jueves 5	Viernes 6	Sábado 7	Domingo 8	Lunes 9	Martes 10	Miércoles 11	Jueves 12	Viernes 13	Sábado 14	Domingo 15	Lunes 16	Martes 17	Miércoles 18	Jueves 19	Viernes 20	Sábado 21	Domingo 22	Lunes 23	Martes 24	Miércoles 25	Jueves 26	Viernes 27	Sábado 28	Domingo 29	Lunes 30	PROMEDIO
OCUPACION GENERAL	73.1%	66.2%	63.9%	65.4%	69.2%	75.7%	80.6%	82.2%	79.4%	77.7%	79.0%	81.6%	82.9%	88.2%	89.4%	86.5%	79.6%	77.0%	77.7%	82.0%	84.7%	87.1%	84.4%	84.2%	85.7%	87.5%	89.3%	88.5%	83.7%	76.6%	81.31%
OCUPACION PLAYACAR	83.6%	80.8%	77.6%	77.9%	76.8%	82.2%	83.0%	86.4%	88.3%	89.3%	92.0%	93.2%	94.3%	96.7%	96.7%	94.5%	88.1%	87.4%	89.6%	90.1%	91.7%	90.4%	85.7%	87.5%	87.0%	88.6%	91.3%	90.3%	88.3%	86.6%	87.85%
OCUPACION PLAYA DEL CARMEN	74.8%	70.4%	65.4%	65.1%	67.7%	77.0%	77.7%	81.5%	78.1%	78.5%	80.7%	79.8%	83.9%	89.1%	91.1%	87.7%	80.8%	76.6%	74.7%	80.9%	84.8%	86.6%	79.0%	78.2%	79.9%	83.7%	87.7%	86.5%	85.2%	78.7%	79.72%
OCUPACION PLAN EUROPEO	73.0%	64.6%	62.2%	60.4%	62.5%	66.3%	70.1%	72.7%	67.4%	69.3%	73.3%	74.4%	76.4%	83.1%	83.3%	78.0%	68.6%	66.1%	66.2%	73.1%	74.7%	76.5%	71.0%	72.9%	74.3%	76.6%	79.1%	79.0%	71.6%	66.2%	71.76%
OCUPACION TODO INCLUIDO	73.2%	66.5%	64.2%	66.2%	70.3%	77.3%	82.3%	83.8%	81.5%	79.1%	80.0%	82.6%	84.0%	89.1%	90.4%	87.9%	81.5%	78.8%	79.6%	83.4%	86.4%	88.8%	86.7%	86.1%	87.5%	89.3%	90.3%	90.1%	85.7%	78.3%	82.43%
OCUP. HOTELES PEQUEÑOS	62.3%	60.7%	56.0%	51.0%	52.2%	56.9%	61.5%	64.7%	60.7%	59.4%	61.0%	61.3%	64.3%	74.6%	77.9%	71.1%	62.0%	59.8%	60.9%	66.4%	67.4%	68.6%	63.1%	65.2%	65.7%	68.4%	72.7%	72.9%	66.2%	59.3%	63.80%

**NOVIEMBRE 2015**  
**OCUPACIÓN HOTELERA RIVIERA MAYA**





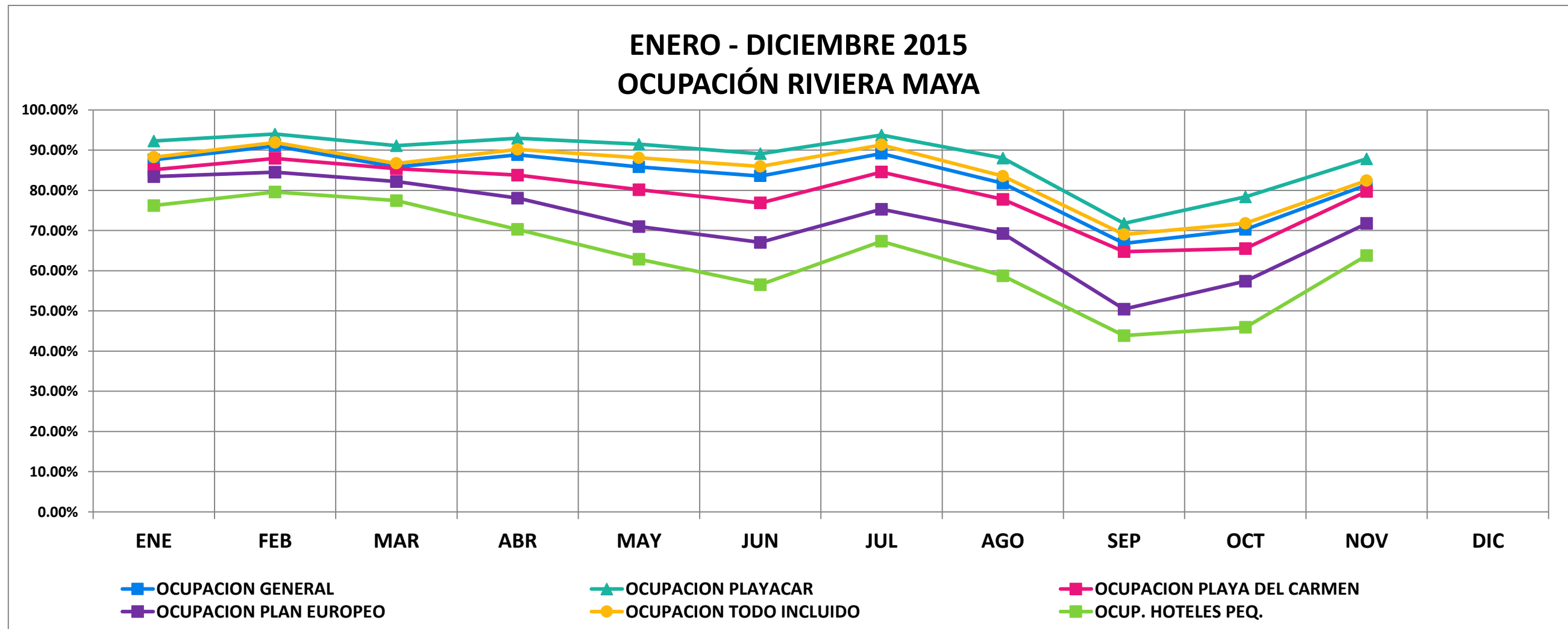
# FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

## DEPARTAMENTO DE ESTADÍSTICA

### OCUPACIÓN HOTELERA MENSUAL

ENERO - DICIEMBRE 2015

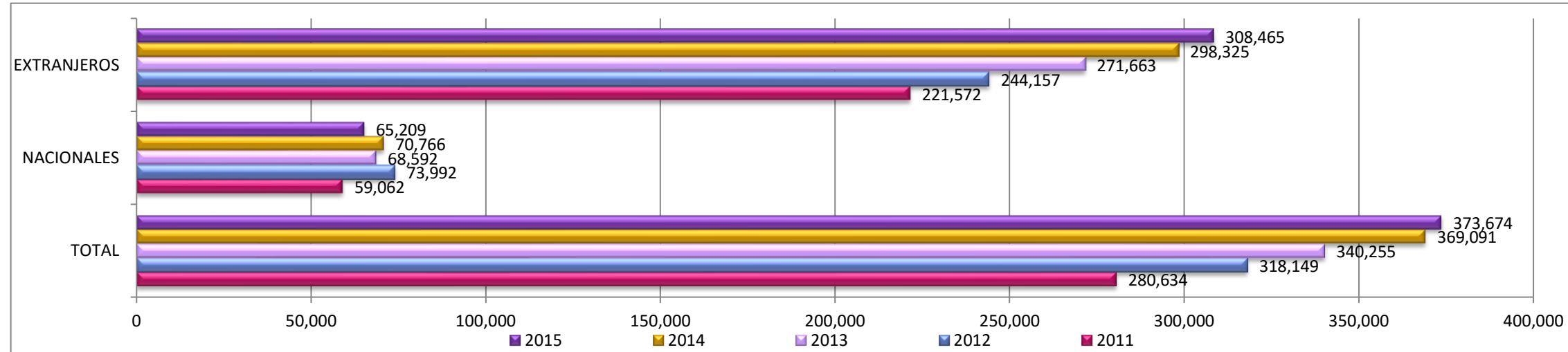
MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
<b>OCUPACION GENERAL</b>	87.62%	91.03%	85.84%	88.81%	85.83%	83.57%	89.17%	81.76%	66.80%	70.27%	81.31%		82.89%
<b>OCUPACION PLAYACAR</b>	92.30%	94.02%	91.09%	92.94%	91.49%	89.11%	93.75%	88.03%	71.79%	78.37%	87.85%		88.25%
<b>OCUPACION PLAYA DEL CARMEN</b>	85.16%	87.94%	85.38%	83.79%	80.16%	76.87%	84.55%	77.75%	64.74%	65.53%	79.72%		79.24%
<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%	71.76%		71.85%
<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%	82.43%		84.47%
<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%	63.80%		63.87%





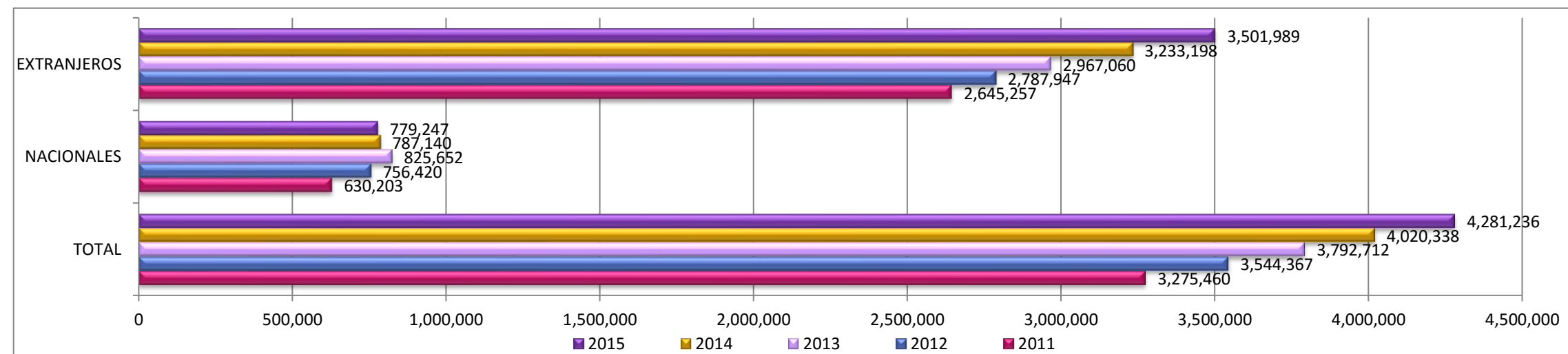
# PROCEDENCIA DEL TURISMO NOVIEMBRE

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>280,634</b>	100.00%	<b>318,149</b>	100.00%	<b>340,255</b>	100.00%	<b>369,091</b>	100.00%	<b>373,674</b>	100.00%	<b>33.15%</b>	<b>17.45%</b>	<b>9.82%</b>	<b>1.24%</b>
<b>NACIONALES</b>	59,062	21.05%	73,992	23.26%	68,592	20.16%	70,766	19.17%	65,209	17.45%	<b>10.41%</b>	<b>-11.87%</b>	<b>-4.93%</b>	<b>-7.85%</b>
<b>EXTRANJEROS</b>	221,572	78.95%	244,157	76.74%	271,663	79.84%	298,325	80.83%	308,465	82.55%	<b>39.22%</b>	<b>26.34%</b>	<b>13.55%</b>	<b>3.40%</b>



# ENERO - NOVIEMBRE

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>3,275,460</b>	100.00%	<b>3,544,367</b>	100.00%	<b>3,792,712</b>	100.00%	<b>4,020,338</b>	100.00%	<b>4,281,236</b>	100.00%	<b>30.71%</b>	<b>20.79%</b>	<b>12.88%</b>	<b>6.49%</b>
<b>NACIONALES</b>	630,203	19.24%	756,420	21.34%	825,652	21.77%	787,140	19.58%	779,247	18.20%	<b>23.65%</b>	<b>3.02%</b>	<b>-5.62%</b>	<b>-1.00%</b>
<b>EXTRANJEROS</b>	2,645,257	80.76%	2,787,947	78.66%	2,967,060	78.23%	3,233,198	80.42%	3,501,989	81.80%	<b>32.39%</b>	<b>25.61%</b>	<b>18.03%</b>	<b>8.31%</b>



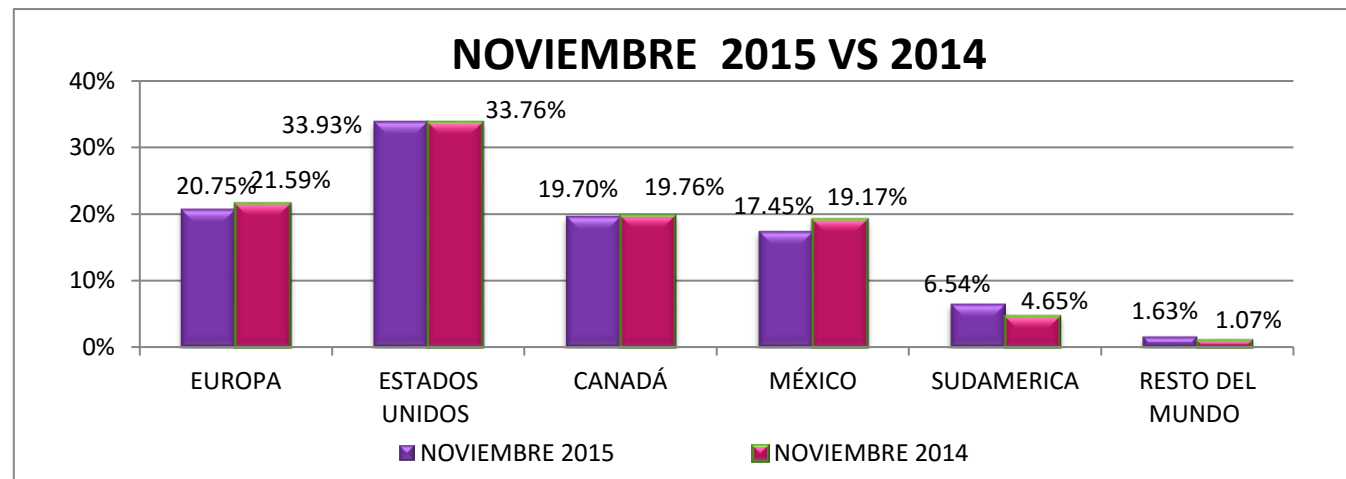
PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
NOVIEMBRE 2015

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	73,617	19.70	Bahamas	7	0.00	Alemania	16,988	4.55
Estados Unidos	126,784	33.93	Bermudas	11	0.00	Austria	317	0.08
México	65,209	17.45	Cuba	24	0.01	Bélgica	1,116	0.30
<b>SUMA</b>	<b>265,610</b>	<b>71.08</b>	Curacao		0.00	Bulgaria	34	0.01
			Haiti	3	0.00	Dinamarca	60	0.02
			Jamaica	37	0.01	España	9,864	2.64
			Puerto Rico	170	0.05	Finlandia	148	0.04
			Rep. Dominicana	67	0.02	Francia	5,714	1.53
			Otros	47	0.01	Gran Bretaña	25,743	6.89
			<b>SUMA</b>	<b>366</b>	<b>0.10</b>	Grecia	11	0.00
						Holanda	2,490	0.67
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>			<b>8.-EUROPA</b>		
Belice	13	0.00	Australia	1,285	0.34	Hungria	60	0.02
Costa Rica	114	0.03	Nueva Zelanda	31	0.01	Irlanda	275	0.07
El Salvador	19	0.01	<b>SUMA</b>	<b>1,316</b>	<b>0.35</b>	Islandia	6	0.00
Guatemala	223	0.06				Italia	6,572	1.76
Nicaragua	6	0.00				Luxemburgo	6	0.00
Panamá	2,780	0.74				Mónaco	20	0.01
Otros	41	0.01				Noruega	469	0.13
<b>SUMA</b>	<b>3,196</b>	<b>0.86</b>				Polonia	1,285	0.34
						Portugal	507	0.14
			<b>6.- ASIA</b>			Rep. Checa	435	0.12
			Arabia	19	0.01	Rumania	41	0.01
			China	176	0.05	Rusia	1,696	0.45
			Corea	337	0.09	Slovenia	13	0.00
			Filipinas	3	0.00	Suecia	2,075	0.56
			India	65	0.02	Suiza	845	0.23
			Israel	209	0.06	Otros	734	0.20
			Japón	124	0.03	<b>SUMA</b>	<b>77,524</b>	<b>20.75</b>
			Paquistan		0.00			
			Turquia	11	0.00			
			Otros	121	0.03			
			<b>SUMA</b>	<b>1,065</b>	<b>0.29</b>			
<b>3.- SUDAMERICA</b>			<b>7.- AFRICA</b>			<b>GRAN TOTAL</b>		
Argentina	12,472	3.34	Argelia		0.00			
Bolivia	493	0.13	Egipto	9	0.00		<b>373,674</b>	<b>100.00</b>
Brasil	1,363	0.36	Sudáfrica	19	0.01			
Chile	3,000	0.80	Otros	138	0.04			
Colombia	1,943	0.52	<b>SUMA</b>	<b>166</b>	<b>0.04</b>			
Ecuador	355	0.10						
Paraguay	156	0.04						
Perú	1,525	0.41						
Uruguay	2,703	0.72						
Venezuela	128	0.03						
Otros	293	0.08						
<b>SUMA</b>	<b>24,431</b>	<b>6.54</b>						

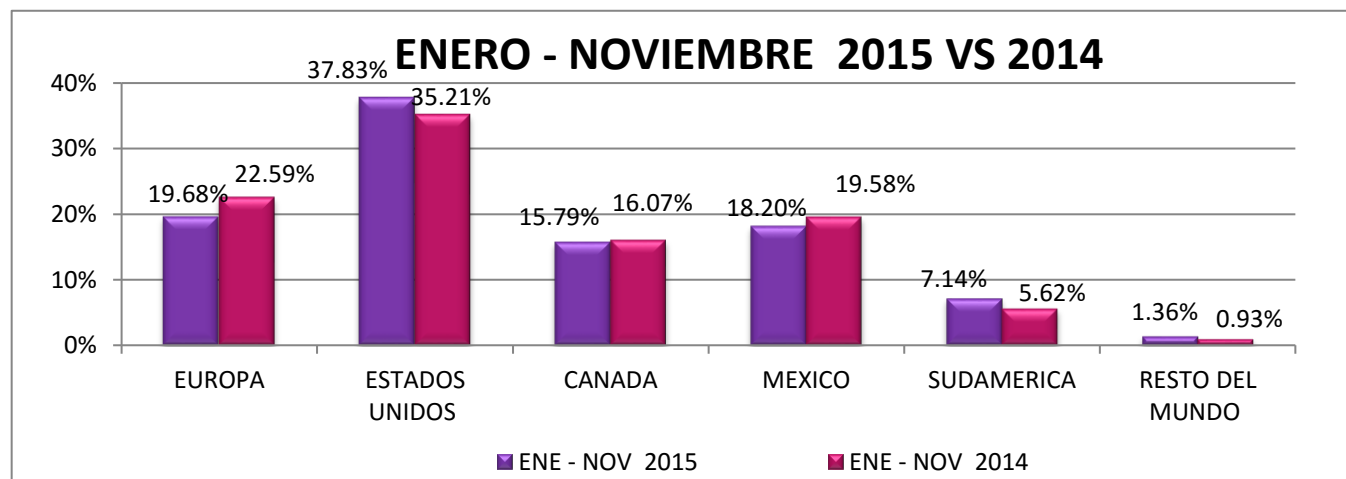
PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
ENERO - NOVIEMBRE 2015

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	676,054	15.79	Bahamas	110	0.00	Alemania	125,024	2.92
Estados Unidos	1,619,402	37.83	Bermudas	143	0.00	Austria	3,265	0.08
México	779,247	18.20	Cuba	305	0.01	Bélgica	12,970	0.30
<b>SUMA</b>	<b>3,074,703</b>	<b>71.82</b>	Curacao		0.00	Bulgaria	253	0.01
			Haiti	41	0.00	Dinamarca	1,365	0.03
			Jamaica	317	0.01	España	151,445	3.54
			Puerto Rico	2,428	0.06	Finlandia	900	0.02
			Rep. Dominicana	1,618	0.04	Francia	71,721	1.68
			Otros	1,020	0.02	Gran Bretaña	280,939	6.56
			<b>SUMA</b>	<b>5,982</b>	<b>0.14</b>	Grecia	316	0.01
						Holanda	34,166	0.80
<b>2.- CENTRO AMERICA</b>			<b>5.- OCEANIA</b>			<b>6.- ASIA</b>		
Belice	1,070	0.02	Australia	10,373	0.24	Arabia	401	0.01
Costa Rica	1,678	0.04	Nueva Zelanda	468	0.01	China	1,730	0.04
El Salvador	773	0.02	<b>SUMA</b>	<b>10,841</b>	<b>0.25</b>	Corea	1,565	0.04
Guatemala	1,730	0.04				Filipinas	116	0.00
Nicaragua	116	0.00				India	611	0.01
Panamá	21,507	0.50				Israel	2,522	0.06
Otros	691	0.02				Japón	1,076	0.03
<b>SUMA</b>	<b>27,565</b>	<b>0.64</b>				Paquistan	26	0.00
						Turquia	227	0.01
						Otros	3,487	0.08
						<b>SUMA</b>	<b>11,761</b>	<b>0.27</b>
<b>3.- SUDAMERICA</b>			<b>7.- AFRICA</b>			<b>9.- GRAN TOTAL</b>		
Argentina	153,963	3.60	Argelia	12	0.00		<b>4,281,236</b>	<b>100.00</b>
Bolivia	1,927	0.05	Egipto	169	0.00			
Brasil	21,601	0.50	Sudáfrica	748	0.02			
Chile	45,357	1.06	Otros	1119	0.03			
Colombia	26,614	0.62	<b>SUMA</b>	<b>2,048</b>	<b>0.05</b>			
Ecuador	2,339	0.05						
Paraguay	2,657	0.06						
Perú	20,300	0.47						
Uruguay	23,971	0.56						
Venezuela	3,854	0.09						
Otros	3,196	0.07						
<b>SUMA</b>	<b>305,779</b>	<b>7.14</b>						

REGION	NOVIEMBRE 2014		NOVIEMBRE 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	79,677	21.59%	77,524	20.75%	-2.70%
ESTADOS UNIDOS	124,598	33.76%	126,784	33.93%	1.75%
CANADÁ	72,942	19.76%	73,617	19.70%	0.93%
MÉXICO	70,766	19.17%	65,209	17.45%	-7.85%
SUDAMERICA	17,172	4.65%	24,431	6.54%	42.27%
RESTO DEL MUNDO	3,936	1.07%	6,109	1.63%	55.21%
<b>SUMAS</b>	<b>369,091</b>	<b>100.00%</b>	<b>373,674</b>	<b>100.00%</b>	<b>1.24%</b>



REGION	ENE - NOV 2014		ENE - NOV 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	908,301	22.59%	842,557	19.68%	-7.24%
ESTADOS UNIDOS	1,415,757	35.21%	1,619,402	37.83%	14.38%
CANADA	646,028	16.07%	676,054	15.79%	4.65%
MEXICO	787,140	19.58%	779,247	18.20%	-1.00%
SUDAMERICA	225,825	5.62%	305,779	7.14%	35.41%
RESTO DEL MUNDO	37,287	0.93%	58,197	1.36%	56.08%
<b>SUMAS</b>	<b>4,020,338</b>	<b>100.00%</b>	<b>4,281,236</b>	<b>100.00%</b>	<b>6.49%</b>



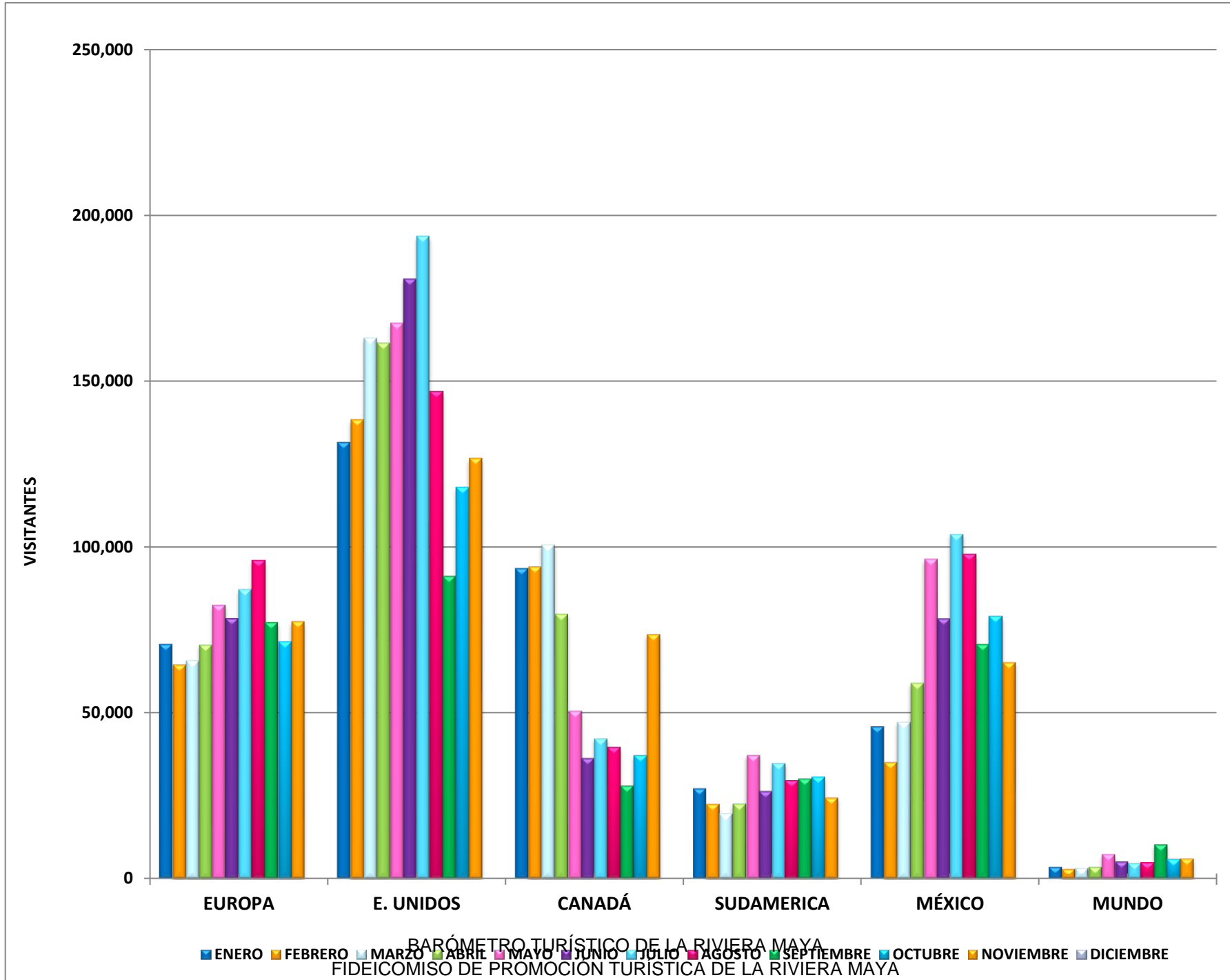
PROCEDENCIA DEL TURISMO POR REGIONES  
AÑO 2015

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	77,524	20.7	126,784	33.9	73,617	19.7	24,431	6.5	65,209	17.5	6,109	1.6	373,674	100
DICIEMBRE														

ACUMULADO ANUAL

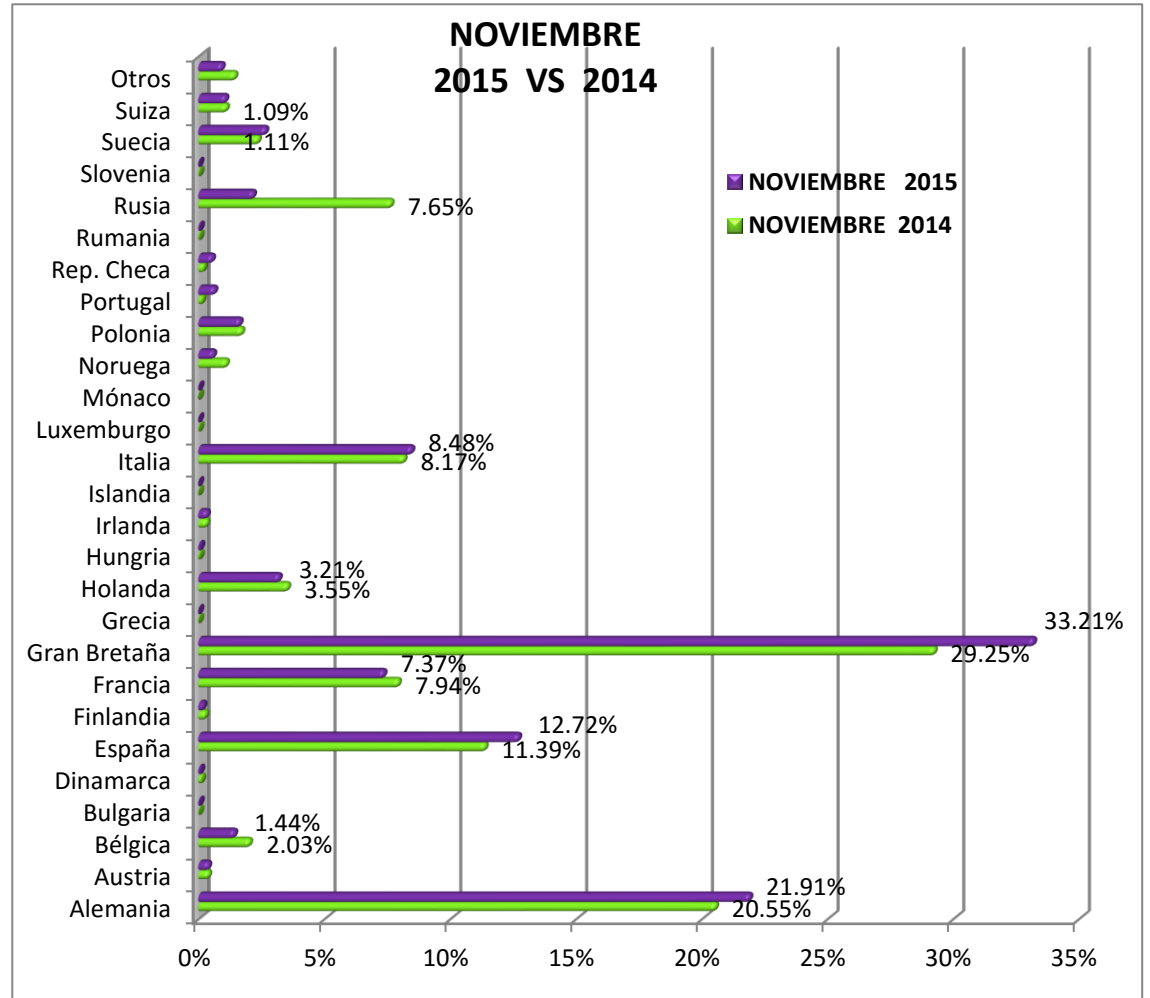
ENE-FEB	135,398	18.5	269,944	36.9	187,712	25.7	49,840	6.8	81,158	11.1	6,667	0.9	730,719	100.0
ENE-MAR	201,312	17.8	432,939	38.3	288,438	25.5	69,528	6.1	128,507	11.4	9,902	0.9	1,130,626	100.0
ENE-ABR	271,889	17.8	594,402	38.9	368,368	24.1	92,196	6.0	187,562	12.3	13,514	0.9	1,527,931	100.0
ENE-MAY	354,442	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	842,557	19.7	1,619,402	37.8	676,054	15.8	305,779	7.1	779,247	18.2	58,197	1.4	4,281,236	100.0
ENE-DIC														

## GRAFICA PROCEDENCIA DEL TURISMO POR REGIONES DESGLOSE MENSUAL 2015



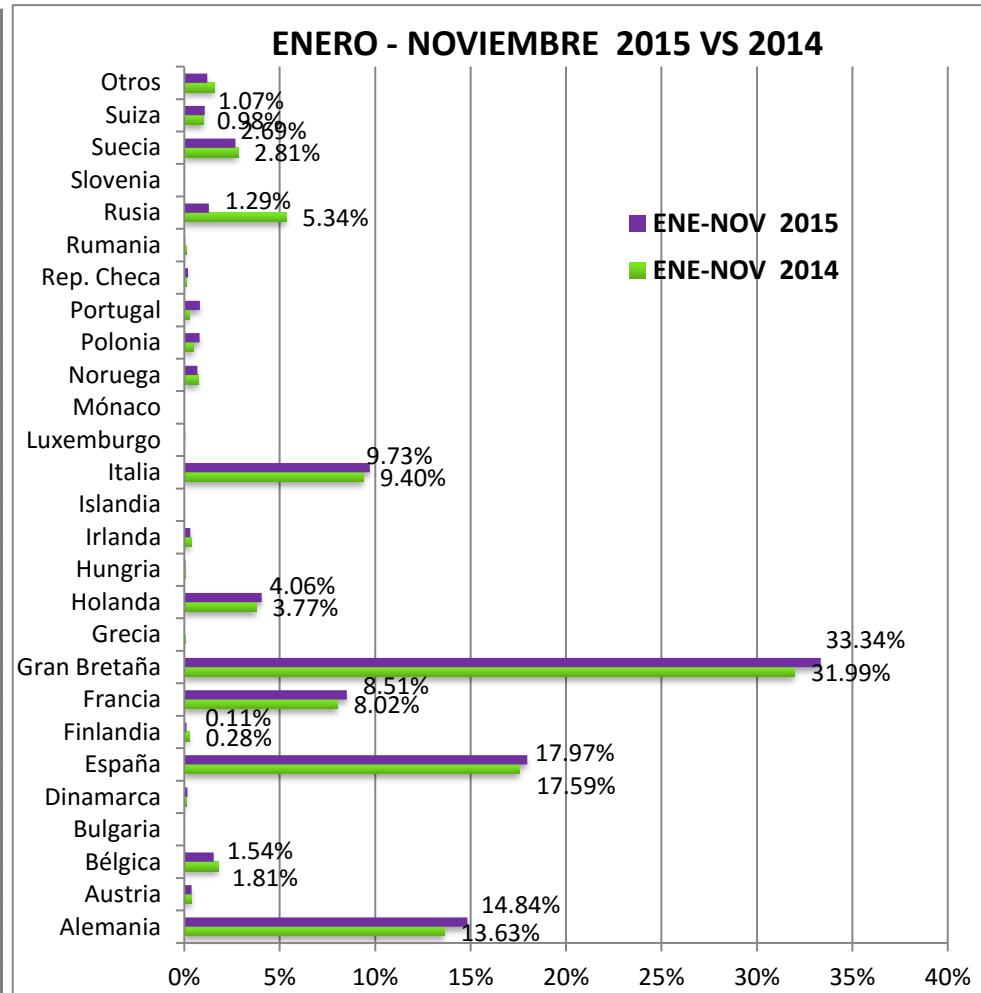
**DESGLOSE DE PROCEDENCIA GEOGRÁFICA  
DEL TURISMO EUROPEO  
ENERO - NOVIEMBRE 2015 VS 2014**

PAIS	NOVIEMBRE 2014		NOVIEMBRE 2015	
	PAX	%	PAX	%
Alemania	16,373	20.55%	16,988	21.91%
Austria	323	0.41%	317	0.41%
Bélgica	1,618	2.03%	1,116	1.44%
Bulgaria	15	0.02%	34	0.04%
Dinamarca	103	0.13%	60	0.08%
España	9,075	11.39%	9,864	12.72%
Finlandia	224	0.28%	148	0.19%
Francia	6,330	7.94%	5,714	7.37%
Gran Bretaña	23,304	29.25%	25,743	33.21%
Grecia	8	0.01%	11	0.01%
Holanda	2,825	3.55%	2,490	3.21%
Hungría	39	0.05%	60	0.08%
Irlanda	266	0.33%	275	0.35%
Islandia	7	0.01%	6	0.01%
Italia	6,508	8.17%	6,572	8.48%
Luxemburgo	20	0.03%	6	0.01%
Mónaco	5	0.01%	20	0.03%
Noruega	887	1.11%	469	0.60%
Polonia	1,372	1.72%	1,285	1.66%
Portugal	122	0.15%	507	0.65%
Rep. Checa	164	0.21%	435	0.56%
Rumania	31	0.04%	41	0.05%
Rusia	6,098	7.65%	1,696	2.19%
Slovenia	27	0.03%	13	0.02%
Suecia	1,896	2.38%	2,075	2.68%
Suiza	884	1.11%	845	1.09%
Otros	1,153	1.45%	734	0.95%
<b>SUMA</b>	<b>79,677</b>	<b>100.00%</b>	<b>77,524</b>	<b>100.00%</b>



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

PAIS	ENE-NOV 2014		ENE-NOV 2015	
	PAX	%	PAX	%
Alemania	123,804	13.63%	125,024	14.84%
Austria	3,325	0.37%	3,265	0.39%
Bélgica	16,417	1.81%	12,970	1.54%
Bulgaria	189	0.02%	253	0.03%
Dinamarca	1,256	0.14%	1,365	0.16%
España	159,759	17.59%	151,445	17.97%
Finlandia	2,547	0.28%	900	0.11%
Francia	72,891	8.02%	71,721	8.51%
Gran Bretaña	290,568	31.99%	280,939	33.34%
Grecia	459	0.05%	316	0.04%
Holanda	34,224	3.77%	34,166	4.06%
Hungría	463	0.05%	572	0.07%
Irlanda	3,180	0.35%	2,681	0.32%
Islandia	302	0.03%	174	0.02%
Italia	85,405	9.40%	81,951	9.73%
Luxemburgo	320	0.04%	326	0.04%
Mónaco	180	0.02%	88	0.01%
Noruega	6,743	0.74%	5,719	0.68%
Polonia	4,422	0.49%	6,799	0.81%
Portugal	2,251	0.25%	6,951	0.82%
Rep. Checa	978	0.11%	1,641	0.19%
Rumania	1,080	0.12%	385	0.05%
Rusia	48,537	5.34%	10,878	1.29%
Slovenia	249	0.03%	176	0.02%
Suecia	25,565	2.81%	22,634	2.69%
Suiza	8,901	0.98%	9,017	1.07%
Otros	14,286	1.57%	10,201	1.21%
<b>SUMA</b>	<b>908,301</b>	<b>100.00%</b>	<b>842,557</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-Nov		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%	16,988	21.91%			125,024	14.84%	3
Austria	406	0.46%	178	0.19%	166	0.21%	232	0.33%	317	0.41%			3,265	0.39%	
Bélgica	1,638	1.88%	1,292	1.35%	1,103	1.43%	1,359	1.91%	1,116	1.44%			12,970	1.54%	8
Bulgaria	62	0.07%	8	0.01%	11	0.01%	23	0.03%	34	0.04%			253	0.03%	
Dinamarca	258	0.30%	46	0.05%	54	0.07%	116	0.16%	60	0.08%			1,365	0.16%	
España	23,491	26.89%	28,069	29.25%	19,668	25.45%	13,530	18.97%	9,864	12.72%			151,445	17.97%	2
Finlandia	22	0.03%	16	0.02%	20	0.03%	16	0.02%	148	0.19%			900	0.11%	
Francia	5,484	6.28%	6,979	7.27%	2,959	3.83%	4,273	5.99%	5,714	7.37%			71,721	8.51%	5
Gran Bretaña	29,355	33.61%	30,890	32.19%	30,382	39.32%	28,675	40.20%	25,743	33.21%			280,939	33.34%	1
Grecia	35	0.04%	19	0.02%	17	0.02%	49	0.07%	11	0.01%			316	0.04%	
Holanda	3,726	4.27%	2,988	3.11%	3,674	4.75%	3,126	4.38%	2,490	3.21%			34,166	4.06%	6
Hungría	14	0.02%	73	0.08%	18	0.02%	18	0.03%	60	0.08%			572	0.07%	
Irlanda	437	0.50%	387	0.40%	365	0.47%	244	0.34%	275	0.35%			2,681	0.32%	
Islandia	54	0.06%	4	0.00%	6	0.01%	27	0.04%	6	0.01%			174	0.02%	
Italia	11,041	12.64%	13,029	13.58%	6,824	8.83%	5,613	7.87%	6,572	8.48%			81,951	9.73%	4
Luxemburgo	54	0.06%	85	0.09%	53	0.07%	19	0.03%	6	0.01%			326	0.04%	
Mónaco	15	0.02%	4	0.00%	1	0.00%	25	0.04%	20	0.03%			88	0.01%	
Noruega	720	0.82%	406	0.42%	396	0.51%	420	0.59%	469	0.60%			5,719	0.68%	
Polonia	174	0.20%	116	0.12%	188	0.24%	94	0.13%	1,285	1.66%			6,799	0.81%	
Portugal	1,004	1.15%	1,373	1.43%	1,311	1.70%	755	1.06%	507	0.65%			6,951	0.83%	
Rep. Checa	58	0.07%	13	0.01%	61	0.08%	174	0.24%	435	0.56%			1,641	0.19%	
Rumania	18	0.02%	30	0.03%	49	0.06%	26	0.04%	41	0.05%			385	0.05%	
Rusia	316	0.36%	349	0.36%	233	0.30%	1,171	1.64%	1,696	2.19%			10,878	1.29%	9
Slovenia	30	0.03%	11	0.01%	7	0.01%	5	0.01%	13	0.02%			176	0.02%	
Suecia	318	0.36%	67	0.07%	91	0.12%	266	0.37%	2,075	2.68%			22,634	2.69%	7
Suiza	934	1.07%	321	0.33%	467	0.60%	429	0.60%	845	1.09%			9,017	1.07%	10
Otros	712	0.82%	705	0.73%	220	0.28%	503	0.71%	734	0.95%			10,201	1.21%	
<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>77,524</b>	<b>100.00%</b>			<b>842,557</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

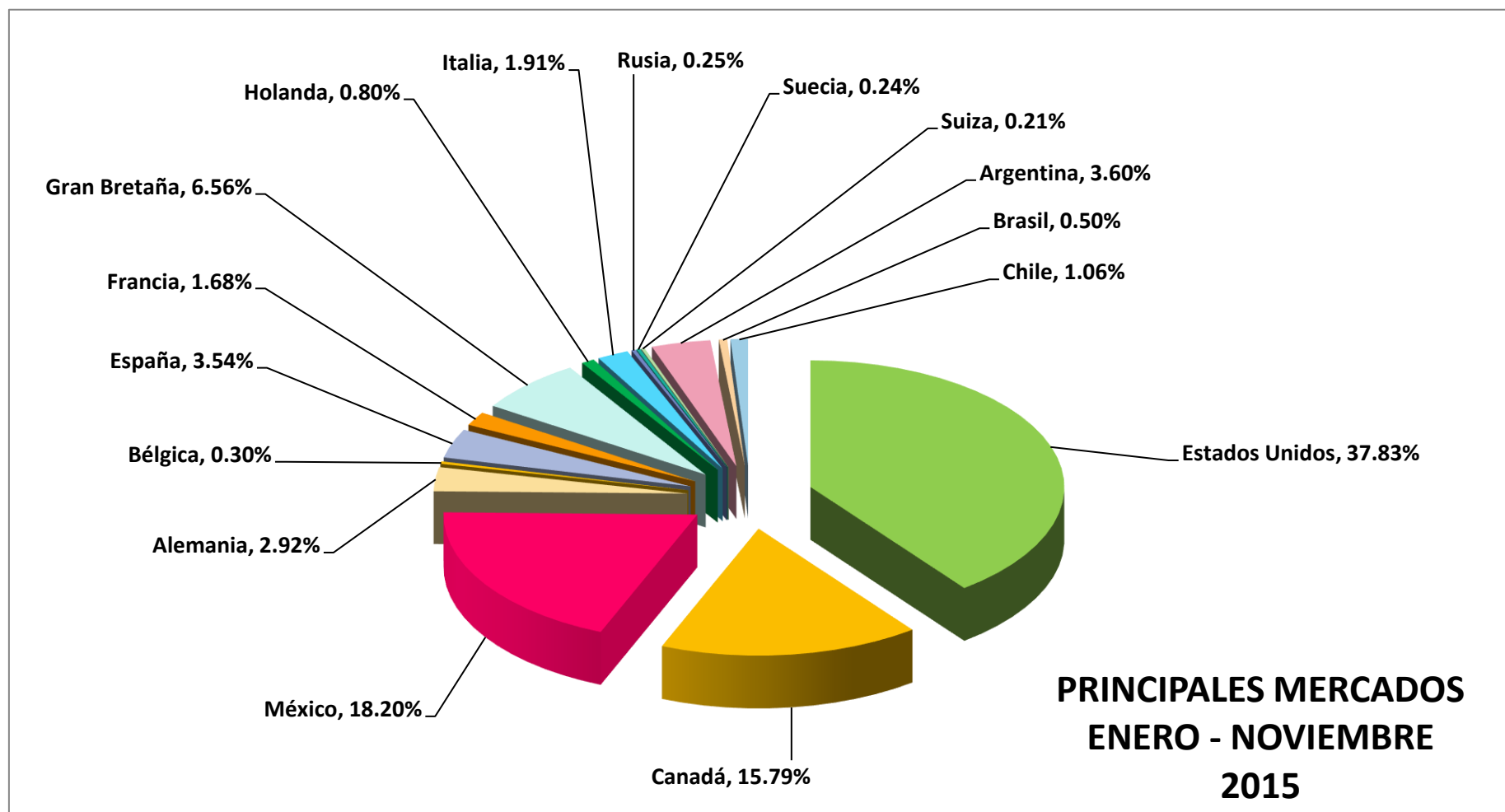
PAIS	JUL 2015		AGO 2015		SEP 2015		OCT 2015		NOV 2015		DIC 2015		Acumulado Ene-Nov		Posición 2014	Posición 2015
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	193,714	41.49%	146,847	35.39%	91,198	29.63%	117,915	34.51%	126,784	33.93%			1,619,402	37.83%	1	1
2 Canadá	42,339	9.07%	39,586	9.54%	28,046	9.11%	37,060	10.85%	73,617	19.70%			676,054	15.79%	3	3
3 México	103,934	22.26%	97,872	23.59%	70,699	22.97%	79,004	23.12%	65,209	17.45%			779,247	18.20%	2	2
4 Alemania	6,972	1.49%	8,508	2.05%	8,923	2.90%	10,140	2.97%	16,988	4.55%			125,024	2.92%	6	7
5 Bélgica	1,638	0.35%	1,292	0.31%	1,103	0.36%	1,359	0.40%	1,116	0.30%			12,970	0.30%	16	14
6 España	23,491	5.03%	28,069	6.77%	19,668	6.39%	13,530	3.96%	9,864	2.64%			151,445	3.54%	5	6
7 Francia	5,484	1.17%	6,979	1.68%	2,959	0.96%	4,273	1.25%	5,714	1.53%			71,721	1.68%	9	9
8 Gran Bretaña	29,355	6.29%	30,890	7.45%	30,382	9.87%	28,675	8.39%	25,743	6.89%			280,939	6.56%	4	4
9 Holanda	3,726	0.80%	2,988	0.72%	3,674	1.19%	3,126	0.91%	2,490	0.67%			34,166	0.80%	12	11
10 Italia	11,041	2.36%	13,029	3.14%	6,824	2.22%	5,613	1.64%	6,572	1.76%			81,951	1.91%	8	8
11 Rusia	316	0.07%	349	0.08%	233	0.08%	1,171	0.34%	1,696	0.45%			10,878	0.25%	10	15
12 Suecia	318	0.07%	67	0.02%	91	0.03%	266	0.08%	2,075	0.56%			10,187	0.24%	14	16
13 Suiza	934	0.20%	321	0.08%	467	0.15%	429	0.13%	845	0.23%			9,017	0.21%	17	17
14 Argentina	16,636	3.56%	12,888	3.11%	13,541	4.40%	13,411	3.93%	12,472	3.34%			153,963	3.60%	7	5
15 Brasil	2,424	0.52%	1,687	0.41%	1,424	0.46%	1,339	0.39%	1,363	0.36%			21,601	0.50%	15	13
16 Chile	6,123	1.31%	4,882	1.18%	5,240	1.70%	4,498	1.32%	3,000	0.80%			45,357	1.06%	11	10
17 Colombia	2,721	0.58%	2,783	0.67%	2,617	0.85%	3,601	1.05%	1,943	0.52%			26,614	0.62%	13	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>373,674</b>	<b>95.67%</b>			<b>4,281,236</b>	<b>96.01%</b>		

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

## PRINCIPALES MERCADOS

ENERO - NOVIEMBRE

2015



Nota: Los principales mercados para Riviera Maya de Enero-Noviembre representan el 96.01% del total de turistas que visitaron el destino.

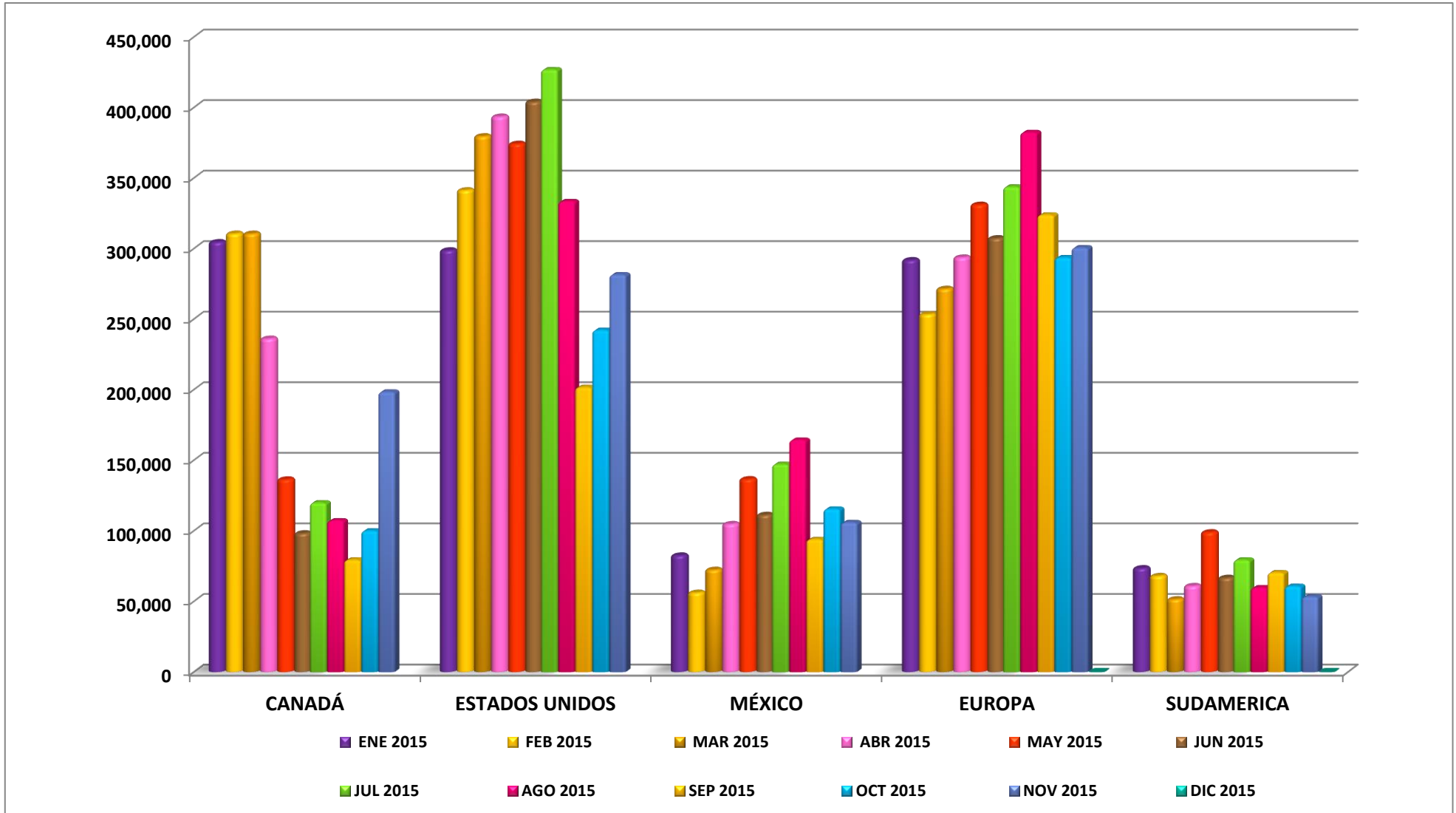
PRINCIPALES MERCADOS POR REGIONES  
PARA LA RIVIERA MAYA  
PRODUCCIÓN CUARTOS NOCHE  
PRIMER SEMESTRE AÑO 2015

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-Nov	
	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%	198,459	21.1%			2,001,657	18.2%
ESTADOS UNIDOS	426,978	38.2%	333,465	31.8%	201,776	26.2%	242,217	29.8%	281,566	29.9%			3,677,720	33.4%
MÉXICO	147,240	13.2%	164,344	15.7%	93,971	12.2%	115,543	14.2%	105,965	11.3%			1,190,867	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>585,990</b>	<b>62.3%</b>			<b>6,870,244</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%	71,633	7.6%			571,245	5.2%
BÉLGICA	7,091	0.6%	6,094	0.6%	5,032	0.7%	5,549	0.7%	4,362	0.5%			55,464	0.5%
ESPAÑA	63,426	5.7%	80,815	7.7%	54,825	7.1%	41,041	5.1%	26,838	2.9%			434,464	3.9%
FRANCIA	22,804	2.0%	33,383	3.2%	15,079	2.0%	14,190	1.7%	18,618	2.0%			272,481	2.5%
GRAN BRETAÑA	154,970	13.9%	160,242	15.3%	156,974	20.4%	150,306	18.5%	124,854	13.3%			1,397,785	12.7%
HOLANDA	16,891	1.5%	14,094	1.3%	17,850	2.3%	13,637	1.7%	10,437	1.1%			151,737	1.4%
ITALIA	41,910	3.8%	48,316	4.6%	23,856	3.1%	20,230	2.5%	24,618	2.6%			307,950	2.8%
RUSIA	1,185	0.1%	948	0.1%	1,194	0.2%	2,610	0.3%	7,724	0.8%			44,711	0.4%
SUECIA	1,194	0.1%	291	0.0%	400	0.1%	1,025	0.1%	7,505	0.8%			112,665	1.0%
SUIZA	4,355	0.4%	1,832	0.2%	2,471	0.3%	1,854	0.2%	4,137	0.4%			45,000	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>300,726</b>	<b>32.0%</b>			<b>3,393,502</b>	<b>30.4%</b>
<b>SUDAMERICA</b>														
ARGENTINA	50,324	4.5%	38,073	3.6%	45,137	5.9%	39,004	4.8%	38,819	4.1%			495,442	4.5%
BRASIL	6,121	0.5%	3,212	0.3%	3,210	0.4%	3,286	0.4%	2,891	0.3%			56,372	0.5%
CHILE	16,685	1.5%	13,121	1.3%	16,812	2.2%	11,245	1.4%	8,625	0.9%			132,030	1.2%
COLOMBIA	6,326	0.6%	5,392	0.5%	5,321	0.7%	7,307	0.9%	3,093	0.3%			59,857	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>60,842</b>	<b>7.5%</b>	<b>53,428</b>	<b>5.7%</b>			<b>743,701</b>	<b>6.2%</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>940,144</b>	<b>100.00%</b>			<b>11,007,447</b>	<b>99.05%</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>
	1,150,528	97.1%	1,071,269	97.8%	830,455	92.7%	906,865	89.6%	1,030,476	91.2%			11,599,874	94.9%

## GRAFICA PRODUCCIÓN CUARTOS NOCHE POR REGIONES DESGLOSE MENSUAL 2015



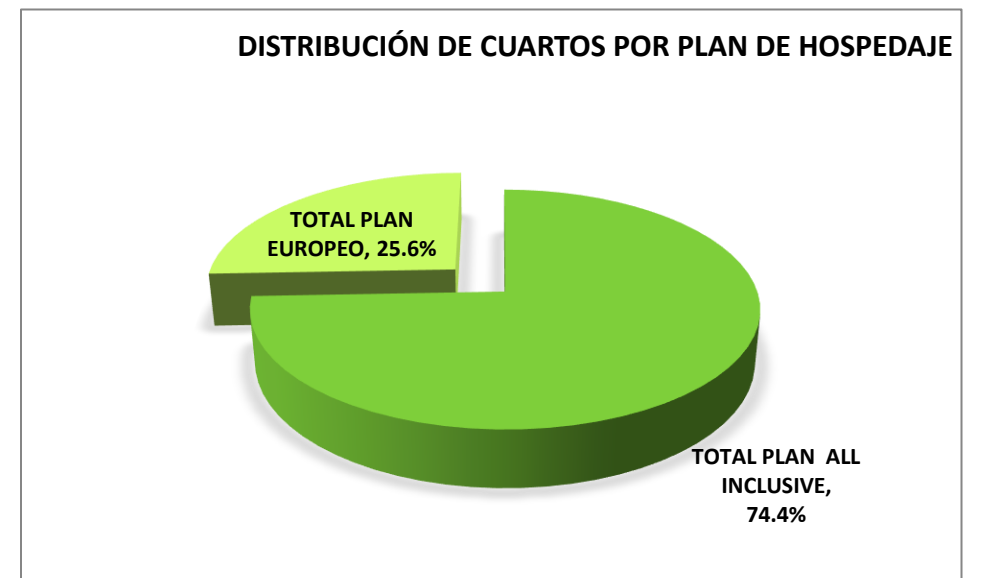


REGIÓN	2014 Participación %		2015 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	72,942	19.76%	73,617	19.70%	675	0.93%
Estados Unidos	124,598	33.76%	126,784	33.93%	2,186	1.75%
México	70,766	19.17%	65,209	17.45%	-5,557	-7.85%
<b>SUMA</b>	<b>268,306</b>	<b>72.69%</b>	<b>265,610</b>	<b>71.08%</b>	<b>-2,696</b>	<b>-1.00%</b>
<b>SUDAMERICA</b>						
Argentina	8,621	2.34%	12,472	3.34%	3,851	44.67%
Bolivia	22	0.01%	493	0.13%	471	2140.91%
Brasil	1,284	0.35%	1,363	0.36%	79	6.15%
Chile	2,436	0.66%	3,000	0.80%	564	23.15%
Colombia	1,902	0.52%	1,943	0.52%	41	2.16%
Ecuador	163	0.04%	355	0.10%	192	117.79%
Paraguay	196	0.05%	156	0.04%	-40	-20.41%
Peru	989	0.27%	1,525	0.41%	536	54.20%
Uruguay	763	0.21%	2,703	0.72%	1,940	254.26%
Venezuela	652	0.18%	128	0.03%	-524	-80.37%
Otros	144	0.04%	293	0.08%	149	103.47%
<b>SUMA</b>	<b>17,172</b>	<b>4.65%</b>	<b>24,431</b>	<b>6.54%</b>	<b>7,259</b>	<b>42.27%</b>
<b>EUROPA</b>						
Alemania	16,373	4.44%	16,988	4.55%	615	3.76%
Austria	323	0.09%	317	0.08%	-6	-1.86%
Bélgica	1,618	0.44%	1,116	0.30%	-502	-31.03%
Bulgaria	15	0.00%	34	0.01%	19	126.67%
Dinamarca	103	0.03%	60	0.02%	-43	-41.75%
España	9,075	2.46%	9,864	2.64%	789	8.69%
Finlandia	224	0.06%	148	0.04%	-76	-33.93%
Francia	6,330	1.72%	5,714	1.53%	-616	-9.73%
Gran Bretaña	23,304	6.31%	25,743	6.89%	2,439	10.47%
Grecia	8	0.00%	11	0.00%	3	37.50%
Holanda	2,825	0.77%	2,490	0.67%	-335	-11.86%
Hungría	39	0.01%	60	0.02%	21	53.85%
Irlanda	266	0.07%	275	0.07%	9	3.38%
Islandia	7	0.00%	6	0.00%	-1	-14.29%
Italia	6,508	1.76%	6,572	1.76%	64	0.98%
Luxemburgo	20	0.01%	6	0.00%	-14	-70.00%
Mónaco	5	0.00%	20	0.01%	15	300.00%
Noruega	887	0.24%	469	0.13%	-418	-47.13%
Polonia	1,372	0.37%	1,285	0.34%	-87	-6.34%
Portugal	122	0.03%	507	0.14%	385	315.57%
Rep. Checa	164	0.04%	435	0.12%	271	165.24%
Rumania	31	0.01%	41	0.01%	10	32.26%
Rusia	6,098	1.65%	1,696	0.45%	-4,402	-72.19%
Slovenia	27	0.01%	13	0.00%	-14	-51.85%
Suecia	1,896	0.51%	2,075	0.56%	179	9.44%
Suiza	884	0.24%	845	0.23%	-39	-4.41%
Otros	1,153	0.31%	734	0.20%	-419	-36.34%
<b>SUMA</b>	<b>79,677</b>	<b>21.59%</b>	<b>77,524</b>	<b>20.75%</b>	<b>-2,153</b>	<b>-2.70%</b>
<b>OTROS PAISES</b>	<b>3,936</b>	<b>1.07%</b>	<b>6,109</b>	<b>1.63%</b>	<b>2,173</b>	<b>55.21%</b>
<b>TOTAL</b>	<b>369,091</b>	<b>100.00%</b>	<b>373,674</b>	<b>100.00%</b>	<b>4,583</b>	<b>1.24%</b>

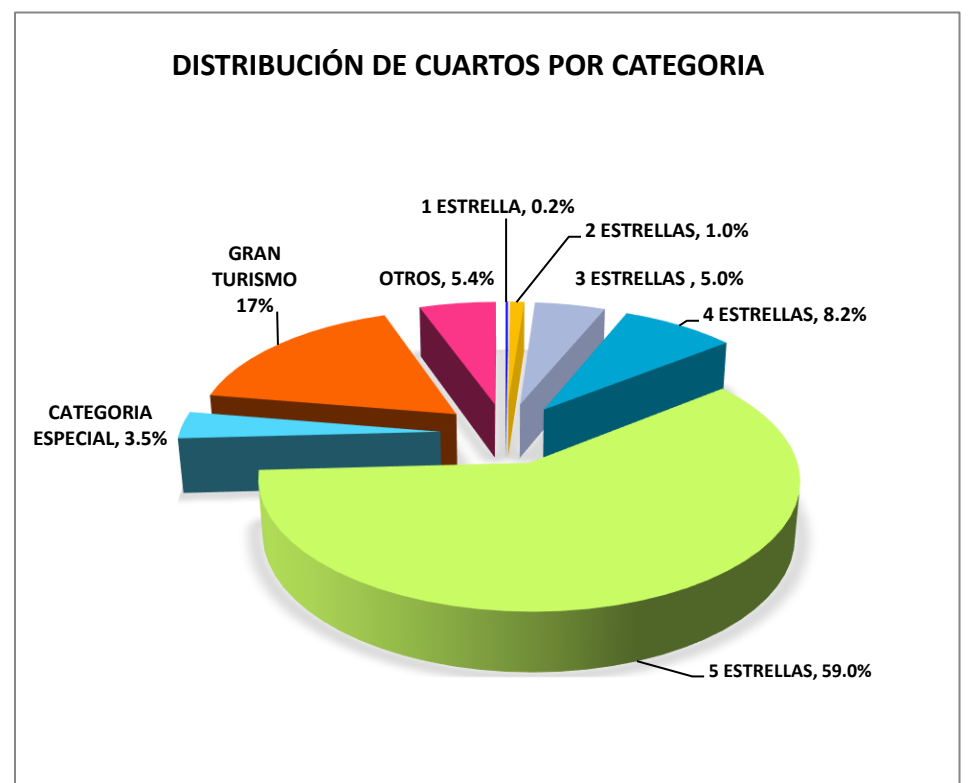
REGIÓN	2014		2015		VARIACIÓN	
	Participación %		Participación %		%	
<b>NORTE AMERICA</b>						
Canadá	646,028	16.07%	676,054	15.79%	30,026	4.65%
Estados Unidos	1,415,757	35.21%	1,619,402	37.83%	203,645	14.38%
México	787,140	19.58%	779,247	18.20%	-7,893	-1.00%
<b>SUMA</b>	<b>2,848,925</b>	<b>70.86%</b>	<b>3,074,703</b>	<b>71.82%</b>	<b>225,778</b>	<b>7.93%</b>
<b>SUDAMERICA</b>						
Argentina	101,910	2.53%	153,963	3.60%	52,053	51.08%
Bolivia	748	0.02%	1,927	0.05%	1,179	157.62%
Brasil	18,487	0.46%	21,601	0.50%	3,114	16.84%
Chile	38,694	0.96%	45,357	1.06%	6,663	17.22%
Colombia	26,404	0.66%	26,614	0.62%	210	0.80%
Ecuador	2,218	0.06%	2,339	0.05%	121	5.46%
Paraguay	1,919	0.05%	2,657	0.06%	738	38.46%
Peru	15,525	0.39%	20,300	0.47%	4,775	30.76%
Uruguay	10,272	0.26%	23,971	0.56%	13,699	133.36%
Venezuela	6,559	0.16%	3,854	0.09%	-2,705	-41.24%
Otros	3,089	0.08%	3,196	0.07%	107	3.46%
<b>SUMA</b>	<b>225,825</b>	<b>5.62%</b>	<b>305,779</b>	<b>7.14%</b>	<b>79,954</b>	<b>35.41%</b>
<b>EUROPA</b>						
Alemania	123,804	3.08%	125,024	2.92%	1,220	0.99%
Austria	3,325	0.08%	3,265	0.08%	-60	-1.80%
Bélgica	16,417	0.41%	12,970	0.30%	-3,447	-21.00%
Bulgaria	189	0.00%	253	0.01%	64	33.86%
Dinamarca	1,256	0.03%	1,365	0.03%	109	8.68%
España	159,759	3.97%	151,445	3.54%	-8,314	-5.20%
Finlandia	2,547	0.06%	900	0.02%	-1,647	-64.66%
Francia	72,891	1.81%	71,721	1.68%	-1,170	-1.61%
Gran Bretaña	290,568	7.23%	280,939	6.56%	-9,629	-3.31%
Grecia	459	0.01%	316	0.01%	-143	-31.15%
Holanda	34,224	0.85%	34,166	0.80%	-58	-0.17%
Hungría	463	0.01%	572	0.01%	109	23.54%
Irlanda	3,180	0.08%	2,681	0.06%	-499	-15.69%
Islandia	302	0.01%	174	0.00%	-128	-42.38%
Italia	85,405	2.12%	81,951	1.91%	-3,454	-4.04%
Luxemburgo	320	0.01%	326	0.01%	6	1.88%
Mónaco	180	0.00%	88	0.00%	-92	-51.11%
Noruega	6,743	0.17%	5,719	0.13%	-1,024	-15.19%
Polonia	4,422	0.11%	6,799	0.16%	2,377	53.75%
Portugal	2,251	0.06%	6,951	0.16%	4,700	208.80%
Rep. Checa	978	0.02%	1,641	0.04%	663	67.79%
Rumania	1,080	0.03%	385	0.01%	-695	-64.35%
Rusia	48,537	1.21%	10,878	0.25%	-37,659	-77.59%
Slovenia	249	0.01%	176	0.00%	-73	-29.32%
Suecia	25,565	0.64%	22,634	0.53%	-2,931	-11.46%
Suiza	8,901	0.22%	9,017	0.21%	116	1.30%
Otros	14,286	0.36%	10,201	0.24%	-4,085	-28.59%
<b>SUMA</b>	<b>908,301</b>	<b>22.59%</b>	<b>842,557</b>	<b>19.68%</b>	<b>-65,744</b>	<b>-7.24%</b>
<b>OTROS PAISES</b>	<b>37,287</b>	<b>0.93%</b>	<b>58,197</b>	<b>1.36%</b>	<b>20,910</b>	<b>56.08%</b>
<b>TOTAL</b>	<b>4,020,338</b>	<b>100.00%</b>	<b>4,281,236</b>	<b>100.00%</b>	<b>260,898</b>	<b>6.49%</b>

HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMAL BAY RESORT	310	4 Estrellas
2 AZUL FIVES	475	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	758	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 LAT 20 LIVE AQUA	60	4 Estrellas
40 IBEROSTAR GRAN PARAISO	310	Gran Turismo
41 IBEROSTAR PARAISO BEACH	424	5 Estrellas
42 IBEROSTAR PARAISO DEL MAR	388	5 Estrellas
43 IBEROSTAR PARAISO LINDO	446	5 Estrellas
44 IBEROSTAR PARAISO MAYA	434	Gran Turismo
45 OASIS TULUM (antes Be live Riviera Maya)	310	5 Estrellas
46 OCCIDENTAL ALLEGRO PLAYACAR	286	5 Estrellas
47 OCCIDENTAL GRAND XCARET	751	5 Estrellas
48 OCCIDENTAL ROYAL HIDEAWAY	201	Gran Turismo
49 OCEAN BREEZE	98	Gran Turismo
50 PARADISUS LA ESMERALDA	510	5 Estrellas
51 PARADISUS LA PERLA	394	5 Estrellas
52 PAVO REAL BEACH RESORT	112	4 Estrellas
53 PLATINUM YUCATAN PRINCESS	472	4 Estrellas
54 PLAYACAR PALACE	201	5 Estrellas
55 RIU LUPITA	300	5 Estrellas
56 RIU PALACE MÉXICO	434	Gran Turismo
57 RIU PALACE RIVIERA MAYA	460	Categoría Especial
58 RIU PLAYACAR	388	5 Estrellas
59 RIU TEQUILA	664	5 Estrellas
60 RIU YUCATAN	507	5 Estrellas
61 SANDOS CARACOL ECO RESORTS	956	5 Estrellas
62 SANDOS PLAYACAR BEACH RESORTS	819	5 Estrellas
63 SECRETS AKUMAL RIVIERA MAYA	434	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>31,683</b>	

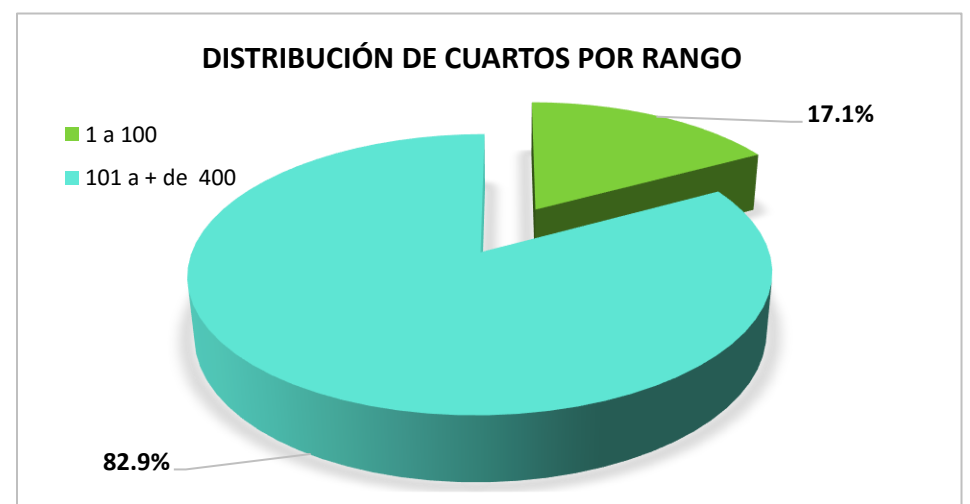
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
<b>TOTAL PLAN ALL INCLUSIVE</b>	31,683	73	74.4%
<b>TOTAL PLAN EUROPEO</b>	10,906	328	25.6%
<b>SUMAS</b>	<b>42,589</b>	<b>401</b>	<b>100.0%</b>



CATEGORIA	Cuartos	# Htls.	%
<b>1 ESTRELLA</b>	64	2	0.2%
<b>2 ESTRELLAS</b>	435	22	1.0%
<b>3 ESTRELLAS</b>	2,146	87	5.0%
<b>4 ESTRELLAS</b>	3,477	47	8.2%
<b>5 ESTRELLAS</b>	25,453	68	59.8%
<b>CATEGORIA ESPECIAL</b>	1,494	12	3.5%
<b>GRAN TURISMO</b>	7,200	20	16.9%
<b>OTROS</b>	2,320	143	5.4%
<b>SUMAS</b>	<b>42,589</b>	<b>401</b>	<b>100.0%</b>



RANGO	Cuartos	# Htls.	%
<b>1 a 100</b>	7,278	317	17.1%
<b>101 a + de 400</b>	35,311	84	82.9%
<b>SUMAS</b>	<b>42,589</b>	<b>401</b>	<b>100.0%</b>



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

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.2%	4,563	10.7%
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	42.4%	8,132	19.1%
PLAYA DEL SECRETO	1	0.2%	540	1.3%
PLAYA PARAISO	12	3.0%	3,857	9.1%
PLAYACAR	21	5.2%	6,013	14.1%
PUERTO AVENTURAS	14	3.5%	5,238	12.3%
PUNTA ALLEN	6	1.5%	59	0.1%
PUNTA BETE XCALACOCO	15	3.7%	4,736	11.1%
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>401</b>	<b>100.0%</b>	<b>42,589</b>	<b>100.0%</b>

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

