



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

DICIEMBRE 2015

El Barómetro Turístico de la Riviera Maya en su **Ducentésima Decima quinta** edición correspondiente al mes de Diciembre del año 2015, fue elaborado con un muestreo de **35,507** cuartos, que corresponde al 81.14% del total de cuartos existentes a la fecha, los cuales son **43,761** de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

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

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

CONCEPTO	DICIEMBRE		VARIACIÓN	
	2014	2015	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	42,011	43,761	1,750	4.17%
CUARTOS NOCHE DISPONIBLES	1,280,183	1,339,889	59,706	4.66%
CUARTOS NOCHE OCUPADOS	1,086,889	1,066,737	-20,152	-1.85%
% DE OCUPACION	84.90%	79.61%	-5.29%	
% DE OCUPACION TODO INCLUIDO	86.60%	80.23%	-6.37%	
ESTADIA PROMEDIO				
GENERAL	6.2	6.2	0.00	
TURISMO NACIONAL	3.9	4.3	0.44	
TURISMO INTERNACIONAL	7.0	6.6	(0.36)	
TARIFA PROMEDIO (pesos)	\$ 3,814.13	\$ 5,263.58	1449	38.00%
AFLUENCIA DEL TURISMO				
TOTAL	379,884	380,405	521	0.14%
NACIONALES	61,204	59,419	-1,785	-2.92%
EXTRANJEROS	318,680	320,986	2,306	0.72%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN				
	2014		2015	
EUROPA	79,537	24.96%	72,174	22.49%
ESTADOS UNIDOS	133,746	41.97%	136,411	42.50%
CANADÁ	85,067	26.69%	87,985	27.41%
SUDAMERICA	16,638	5.22%	19,292	6.01%
RESTO DEL MUNDO	3,692	1.16%	5,124	1.60%
	318,680	100.00%	320,986	100.00%
PRODUCCIÓN CUARTOS NOCHE				
TOTAL	1,086,889	1,066,737	-20,152	-1.85%
NACIONALES	99,712	107,449	7,737	7.76%
EXTRANJEROS	987,177	959,288	-27,889	-2.83%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2014		2015	
EUROPA (Principales países)	333,200	33.8%	274,623	28.6%
ESTADOS UNIDOS	319,876	32.4%	300,104	31.3%
CANADÁ	254,792	25.8%	250,391	26.1%
SUDAMERICA (Principales países)	36,103	3.7%	47,137	4.9%
RESTO DEL MUNDO	43,206	4.4%	87,033	9.1%
	987,177	100.00%	959,288	100.00%

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

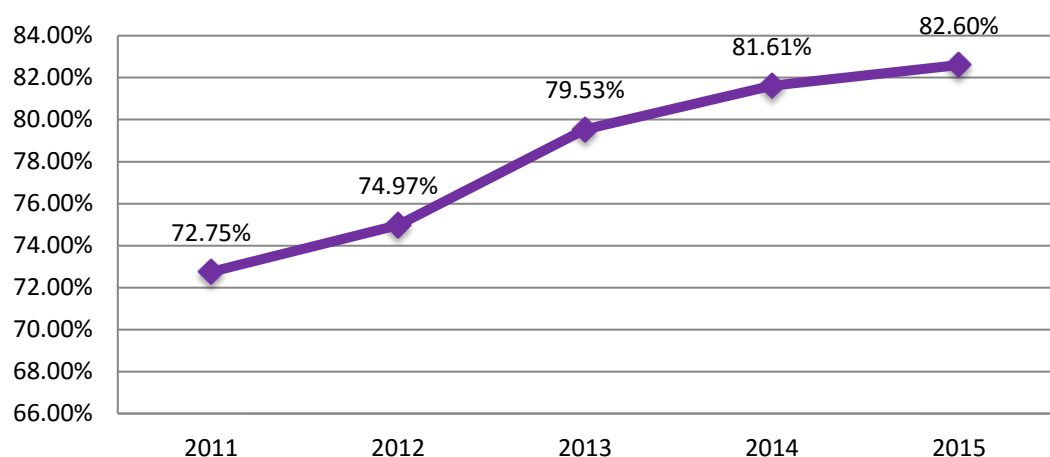


CONCEPTO	ENERO - DICIEMBRE		VARIACIÓN	
	2014	2015	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	42,011	43,761	1,750	4.17%
CUARTOS NOCHE DISPONIBLES	14,836,762	15,334,469	497,707	3.35%
CUARTOS NOCHE OCUPADOS	12,108,964	12,666,611	557,647	4.61%
% DE OCUPACION	81.61%	82.60%	0.99%	
% DE OCUPACION TODO INCLUIDO	84.17%	81.12%	-3.05%	
ESTADIA PROMEDIO				
GENERAL	5.9	5.9	0.04	
TURISMO NACIONAL	3.4	3.8	0.35	
TURISMO INTERNACIONAL	6.8	6.7	(0.15)	
TARIFA PROMEDIO (pesos)	\$ 2,951.21	\$ 3,836.81	886	30.01%
AFLUENCIA DEL TURISMO				
	2014	2015		
TOTAL	4,400,222	4,661,641	261,419	5.94%
NACIONALES	848,344	838,666	-9,678	-1.14%
EXTRANJEROS	3,551,878	3,822,975	271,097	7.63%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONE				
	2014	2015		
EUROPA	987,838	27.81%	914,731	23.93%
ESTADOS UNIDOS	1,549,503	43.62%	1,755,813	45.93%
CANADÁ	731,095	20.58%	764,039	19.99%
SUDAMERICA	242,463	6.83%	325,071	8.50%
RESTO DEL MUNDO	40,979	1.15%	63,321	1.66%
	3,551,878	100.00%	3,822,975	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2014	2015		
TOTAL	12,108,964	12,666,611	557,647	4.61%
NACIONALES	1,194,890	1,298,316	103,426	8.66%
EXTRANJEROS	10,914,074	11,368,295	454,221	4.16%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2014	2015		
EUROPA (Principales países)	4,053,550	37.1%	3,668,125	32.3%
ESTADOS UNIDOS	3,636,880	33.3%	3,977,824	35.0%
CANADÁ	2,235,407	20.5%	2,252,048	19.8%
SUDAMERICA (Principales países)	542,868	5.0%	790,838	7.0%
RESTO DEL MUNDO	445,369	4.1%	679,460	6.0%
	10,914,074	100.00%	11,368,295	100.00%

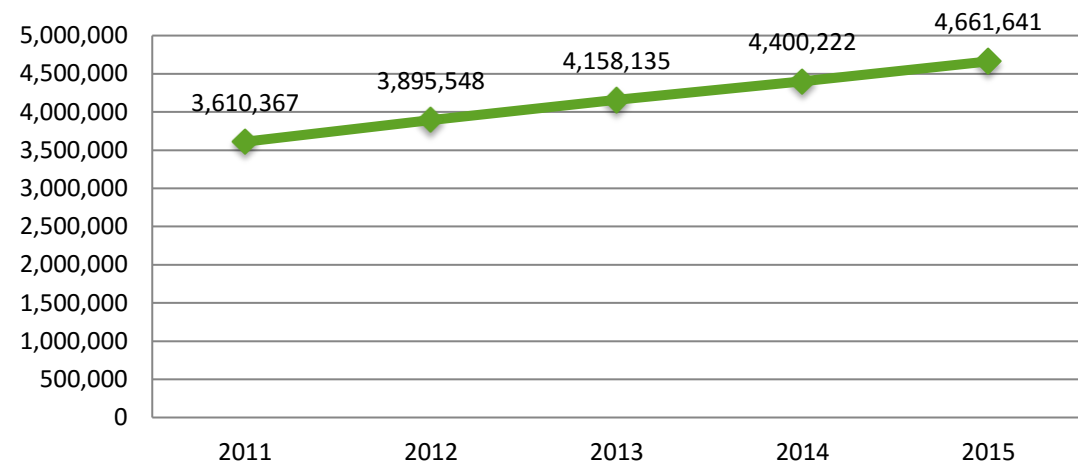
COMPARATIVO OCUPACIÓN Y AFLUENCIA 2011-2015

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	75.34%	79.92%	81.02%	84.90%	79.61%	4.27%	-0.31%	-1.41%	-5.29%	334,907	351,181	365,423	379,884	380,405	13.59%	8.32%	4.10%	0.14%
Total	72.75%	74.97%	79.53%	81.61%	82.60%	9.85%	7.63%	3.07%	0.99%	3,610,367	3,895,548	4,158,135	4,400,222	4,661,641	29.12%	19.67%	12.11%	5.94%

OCUPACIÓN GENERAL ACUMULADA ENERO - DICIEMBRE

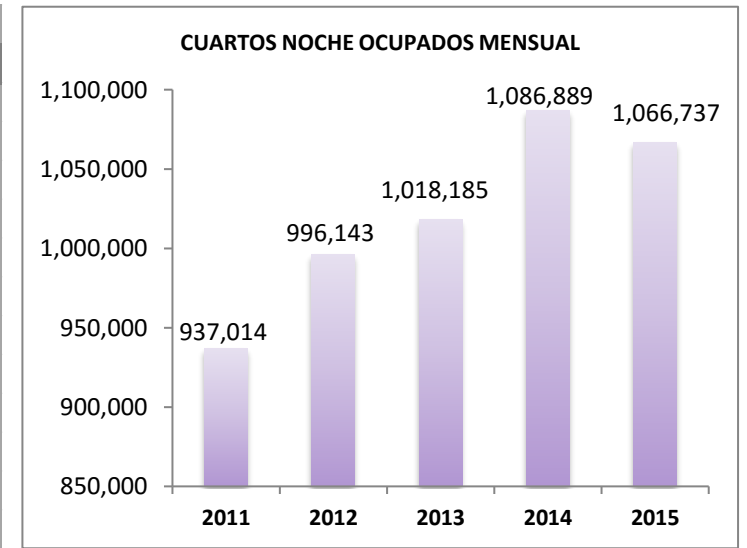


AFLUENCIA GENERAL ACUMULADA ENERO - DICIEMBRE



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	937,014	996,143	1,018,185	1,086,889	1,066,737	13.84%	7.09%	4.77%	-1.85%



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	10,197,654	10,989,796	11,696,220	12,108,964	12,666,611	24.21%	15.26%	8.30%	4.61%

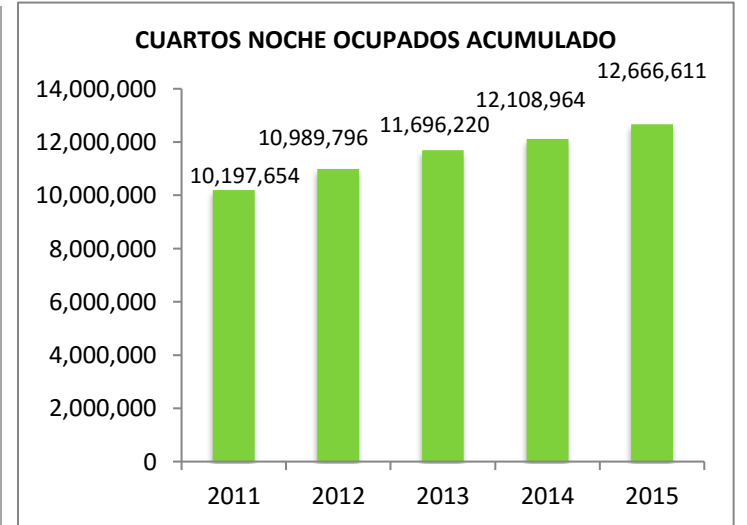


TABLA DE OCUPACION HOTELERA AÑO 2015

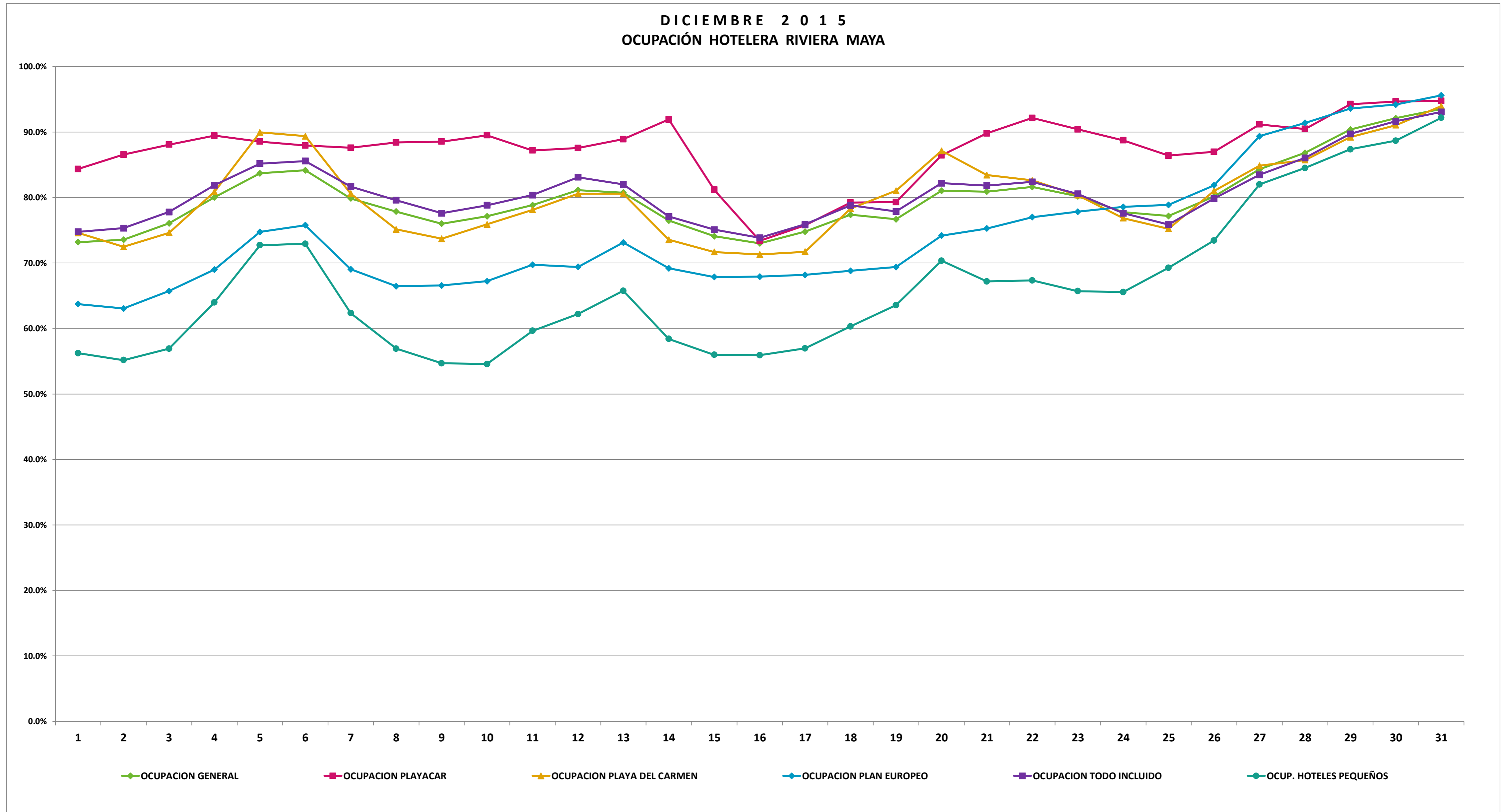
MES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
		DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	42,020	1,294,534	1,134,307	87.62%	45,956	12.33%	326,880	87.67%	372,836	6.4
FEBRERO	42,115	1,173,096	1,067,830	91.03%	35,202	9.84%	322,681	90.16%	357,883	6.3
MARZO	42,154	1,299,200	1,115,291	85.84%	47,349	11.84%	352,558	88.16%	399,907	6.1
ABRIL	42,212	1,257,670	1,116,982	88.81%	59,055	14.86%	338,250	85.14%	397,305	6.2
MAYO	42,232	1,300,527	1,116,279	85.83%	96,401	21.81%	345,528	78.19%	441,929	5.5
JUNIO	42,568	1,267,920	1,059,592	83.57%	78,566	19.33%	327,873	80.67%	406,439	5.9
JULIO	42,565	1,290,295	1,150,528	89.17%	103,934	22.26%	363,008	77.74%	466,942	5.9
AGOSTO	42,565	1,310,196	1,071,269	81.76%	97,872	23.59%	317,030	76.41%	414,902	5.9
SEPTIEMBRE	42,539	1,243,212	830,455	66.80%	70,699	22.97%	237,039	77.03%	307,738	5.6
OCTUBRE	41,839	1,290,546	906,865	70.27%	79,004	23.12%	262,677	76.88%	341,681	5.5
NOVIEMBRE	42,589	1,267,384	1,030,476	81.31%	65,209	17.45%	308,465	82.55%	373,674	5.8
DICIEMBRE	43,761	1,339,889	1,066,737	79.61%	59,419	15.62%	320,986	84.38%	380,405	6.2

ACUMULADO ANUAL

ENE-FEB	42,115	2,467,630	2,202,137	89.24%	81,158	11.11%	649,561	88.89%	730,719	6.4
ENE-MAR	42,154	3,766,830	3,317,428	88.07%	128,507	11.37%	1,002,119	88.63%	1,130,626	6.3
ENE-ABR	42,212	5,024,500	4,434,410	88.26%	187,562	12.28%	1,340,369	87.72%	1,527,931	6.3
ENE-MAY	42,232	6,325,027	5,550,689	87.76%	283,963	14.42%	1,685,897	85.58%	1,969,860	6.1
ENE-JUN	42,568	7,592,947	6,610,281	87.06%	362,529	15.26%	2,013,770	84.74%	2,376,299	6.1
ENE-JUL	42,565	8,883,242	7,760,809	87.36%	466,463	16.41%	2,376,778	83.59%	2,843,241	6.0
ENE-AGO	42,565	10,193,438	8,832,078	86.64%	564,335	17.32%	2,693,808	82.68%	3,258,143	6.0
ENE-SEP	42,539	11,436,650	9,662,533	84.49%	635,034	17.81%	2,930,847	82.19%	3,565,881	6.0
ENE-OCT	41,839	12,727,196	10,569,398	83.05%	714,038	18.27%	3,193,524	81.73%	3,907,562	5.9
ENE-NOV	42,589	13,994,580	11,599,874	82.89%	779,247	18.20%	3,501,989	81.80%	4,281,236	5.9
ENE-DIC	43,761	15,334,469	12,666,611	82.60%	838,666	17.99%	3,822,975	82.01%	4,661,641	5.9

FIDEICOMISO DE PROMOCIÓN TURÍSTICA RIVIERA MAYA
OCUPACIÓN HOTELERA DIARIA
DICIEMBRE DE 2015

DIA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	PROMEDIO
OCUPACION GENERAL	73.2%	73.6%	76.1%	80.1%	83.7%	84.2%	79.9%	77.9%	76.0%	77.2%	78.9%	81.1%	80.8%	76.5%	74.1%	73.0%	74.8%	77.4%	76.7%	81.1%	80.9%	81.6%	80.2%	77.8%	77.2%	80.2%	84.3%	86.8%	90.4%	92.1%	93.5%	79.61%
OCUPACION PLAYACAR	84.4%	86.6%	88.1%	89.5%	88.6%	88.0%	87.6%	88.4%	88.6%	89.5%	87.2%	87.6%	88.9%	91.9%	81.2%	73.4%	75.8%	79.2%	79.3%	86.5%	89.8%	92.2%	90.4%	88.8%	86.4%	87.0%	91.2%	90.5%	94.3%	94.7%	94.8%	87.17%
OCUPACION PLAYA DEL CARMEN	74.6%	72.5%	74.6%	80.9%	90.0%	89.4%	80.6%	75.2%	73.7%	75.9%	78.1%	80.6%	80.6%	73.6%	71.7%	71.3%	71.7%	78.3%	81.1%	87.1%	83.4%	82.6%	80.4%	76.9%	75.2%	81.0%	84.9%	85.7%	89.2%	91.1%	94.0%	79.73%
OCUPACION PLAN EUROPEO	63.7%	63.1%	65.7%	69.0%	74.8%	75.8%	69.0%	66.5%	66.6%	67.2%	69.7%	69.4%	73.2%	69.2%	67.9%	67.9%	68.2%	68.8%	69.4%	74.2%	75.3%	77.0%	77.9%	78.6%	78.9%	81.9%	89.4%	91.4%	93.6%	94.2%	95.6%	73.91%
OCUPACION TODO INCLUIDO	74.8%	75.3%	77.8%	81.9%	85.2%	85.6%	81.7%	79.6%	77.6%	78.8%	80.4%	83.1%	82.0%	77.1%	75.1%	73.9%	75.9%	78.8%	77.9%	82.2%	81.8%	82.4%	80.6%	77.6%	75.9%	79.9%	83.5%	86.1%	89.7%	91.7%	93.1%	80.23%
OCUP. HOTELES PEQUEÑOS	56.2%	55.2%	56.9%	64.0%	72.7%	72.9%	62.4%	56.9%	54.7%	54.6%	59.7%	62.2%	65.8%	58.4%	56.0%	55.9%	57.0%	60.3%	63.6%	70.4%	67.2%	67.3%	65.7%	65.6%	69.3%	73.5%	82.0%	84.5%	87.4%	88.7%	92.2%	65.56%





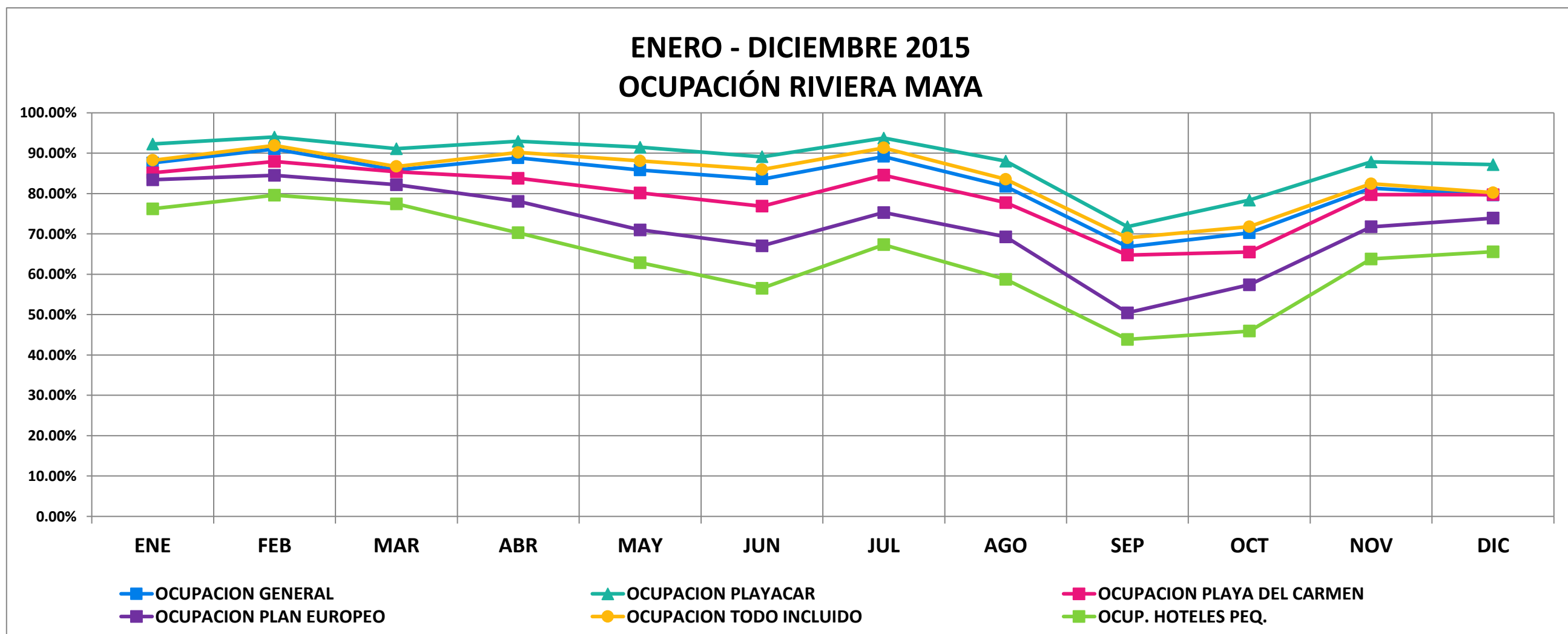
FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

DEPARTAMENTO DE ESTADÍSTICA

OCUPACIÓN HOTELERA MENSUAL

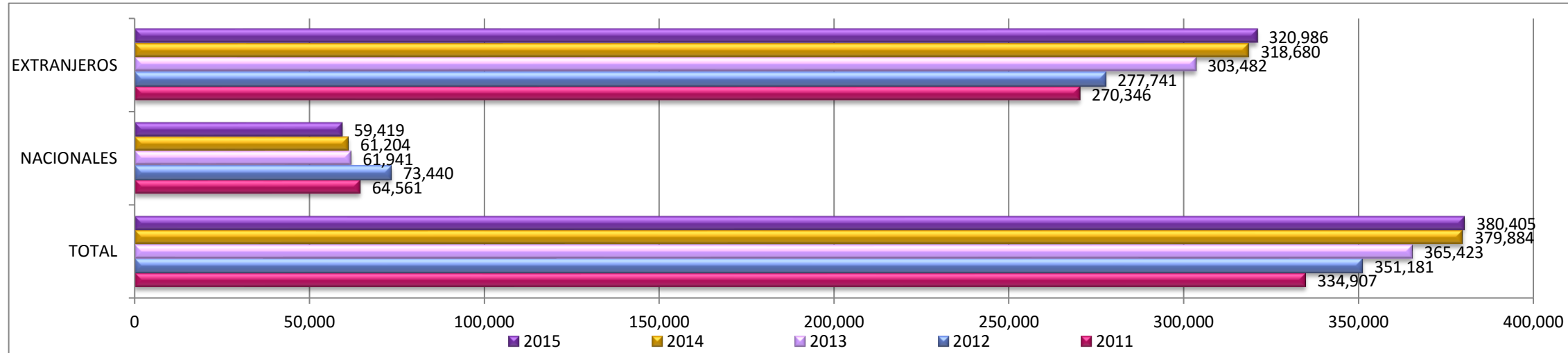
ENERO - DICIEMBRE 2015

MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
OCUPACION GENERAL	87.62%	91.03%	85.84%	88.81%	85.83%	83.57%	89.17%	81.76%	66.80%	70.27%	81.31%	79.61%	82.60%
OCUPACION PLAYACAR	92.30%	94.02%	91.09%	92.94%	91.49%	89.11%	93.75%	88.03%	71.79%	78.37%	87.85%	87.17%	88.16%
OCUPACION PLAYA DEL CARMEN	85.16%	87.94%	85.38%	83.79%	80.16%	76.87%	84.55%	77.75%	64.74%	65.53%	79.72%	79.73%	79.28%
OCUPACION PLAN EUROPEO	83.41%	84.51%	82.19%	78.06%	71.00%	67.04%	75.29%	69.29%	50.46%	57.39%	71.76%	73.91%	72.03%
OCUPACION TODO INCLUIDO	88.25%	91.91%	86.71%	90.18%	88.08%	85.96%	91.32%	83.54%	69.02%	71.78%	82.43%	80.23%	84.47%
OCUP. HOTELES PEQ.	76.20%	79.59%	77.43%	70.29%	62.85%	56.54%	67.32%	58.73%	43.86%	45.92%	63.80%	65.56%	64.01%



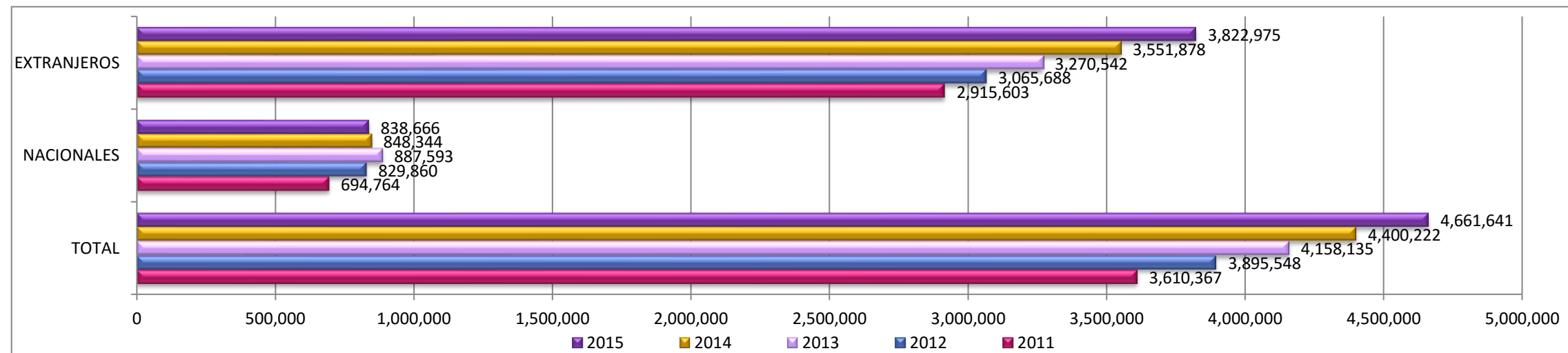
PROCEDENCIA DEL TURISMO DICIEMBRE

AFLUENCIA DEL TURISMO	2011		2012		2013		2014		2015		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2015-11	2015-12	2015-13	2015-14
TOTAL	334,907	100.00%	351,181	100.00%	365,423	100.00%	379,884	100.00%	380,405	100.00%	13.59%	8.32%	4.10%	0.14%
NACIONALES	64,561	19.28%	73,440	20.91%	61,941	16.95%	61,204	16.11%	59,419	15.62%	-7.96%	-19.09%	-4.07%	-2.92%
EXTRANJEROS	270,346	80.72%	277,741	79.09%	303,482	83.05%	318,680	83.89%	320,986	84.38%	18.73%	15.57%	5.77%	0.72%



ENERO - DICIEMBRE

AFLUENCIA DEL TURISMO	2011		2012		2013		2014		2015		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2015-11	2015-12	2015-13	2015-14
TOTAL	3,610,367	100.00%	3,895,548	100.00%	4,158,135	100.00%	4,400,222	100.00%	4,661,641	100.00%	29.12%	19.67%	12.11%	5.94%
NACIONALES	694,764	19.24%	829,860	21.30%	887,593	21.35%	848,344	19.28%	838,666	17.99%	20.71%	1.06%	-5.51%	-1.14%
EXTRANJEROS	2,915,603	80.76%	3,065,688	78.70%	3,270,542	78.65%	3,551,878	80.72%	3,822,975	82.01%	31.12%	24.70%	16.89%	7.63%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
DICIEMBRE 2015

PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	87,985	23.13	Bahamas		0.00	Alemania	14,809	3.89
Estados Unidos	136,411	35.86	Bermudas	6	0.00	Austria	397	0.10
México	59,419	15.62	Cuba	11	0.00	Bélgica	1,279	0.34
SUMA	283,815	74.61	Curacao		0.00	Bulgaria	35	0.01
			Haiti	15	0.00	Dinamarca	121	0.03
			Jamaica	10	0.00	España	7,881	2.07
			Puerto Rico	114	0.03	Finlandia	270	0.07
			Rep. Dominicana	111	0.03	Francia	5,841	1.54
			Otros	23	0.01	Gran Bretaña	21,831	5.74
			SUMA	290	0.08	Grecia	38	0.01
2.- CENTRO AMERICA			5.-OCEANIA			Holanda		
Belice	20	0.01	Australia	1,106	0.29	Hungria	97	0.03
Costa Rica	526	0.14	Nueva Zelanda	22	0.01	Irlanda	118	0.03
El Salvador	28	0.01	SUMA	1,128	0.30	Islandia	24	0.01
Guatemala	353	0.09				Italia	5,618	1.48
Nicaragua	18	0.00	6.- ASIA			Luxemburgo	19	0.00
Panamá	1,487	0.39	Arabia	27	0.01	Mónaco	7	0.00
Otros	38	0.01	China	153	0.04	Noruega	429	0.11
SUMA	2,470	0.65	Corea	217	0.06	Polonia	1,179	0.31
			Filipinas	11	0.00	Portugal	449	0.12
			India	167	0.04	Rep. Checa	1,497	0.39
			Israel	224	0.06	Rumania	42	0.01
			Japón	96	0.03	Rusia	1,607	0.42
			Paquistán		0.00	Slovenia	23	0.01
			Turquia	20	0.01	Suecia	4,500	1.18
			Otros	139	0.04	Suiza	1,024	0.27
			SUMA	1,054	0.28	Otros	556	0.15
3.- SUDAMERICA			7.- AFRICA			GRAN TOTAL		
Argentina	10,053	2.64	Argelia		0.00	380,405	100.00	
Bolivia	197	0.05	Egipto	14	0.00			
Brasil	1,598	0.42	Sudáfrica	17	0.00			
Chile	2,929	0.77	Otros	151	0.04			
Colombia	1,714	0.45	SUMA	182	0.05			
Ecuador	162	0.04						
Paraguay	324	0.09						
Perú	1,012	0.27						
Uruguay	692	0.18						
Venezuela	364	0.10						
Otros	247	0.06						
SUMA	19,292	5.07						

PAIS	No. DE PERSONAS	%
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PAIS	No. DE PERSONAS	%
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PAIS	No. DE PERSONAS	%
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1.- NORTE AMERICA		
Canadá	764,039	16.39
Estados Unidos	1,755,813	37.67
México	838,666	17.99
SUMA	3,358,518	72.05

2.- CENTRO AMERICA		
Belice	1,090	0.02
Costa Rica	2,204	0.05
El Salvador	801	0.02
Guatemala	2,083	0.04
Nicaragua	134	0.00
Panamá	22,994	0.49
Otros	729	0.02
SUMA	30,035	0.64

3.- SUDAMERICA		
Argentina	164,016	3.52
Bolivia	2,124	0.05
Brasil	23,199	0.50
Chile	48,286	1.04
Colombia	28,328	0.61
Ecuador	2,501	0.05
Paraguay	2,981	0.06
Perú	21,312	0.46
Uruguay	24,663	0.53
Venezuela	4,218	0.09
Otros	3,443	0.07
SUMA	325,071	6.97

4.- CARIBE		
Bahamas	110	0.00
Bermudas	149	0.00
Cuba	316	0.01
Curacao		0.00
Haiti	56	0.00
Jamaica	327	0.01
Puerto Rico	2,542	0.05
Rep. Dominicana	1,729	0.04
Otros	1,043	0.02
SUMA	6,272	0.13

5.- OCEANIA		
Australia	11,479	0.25
Nueva Zelanda	490	0.01
SUMA	11,969	0.26

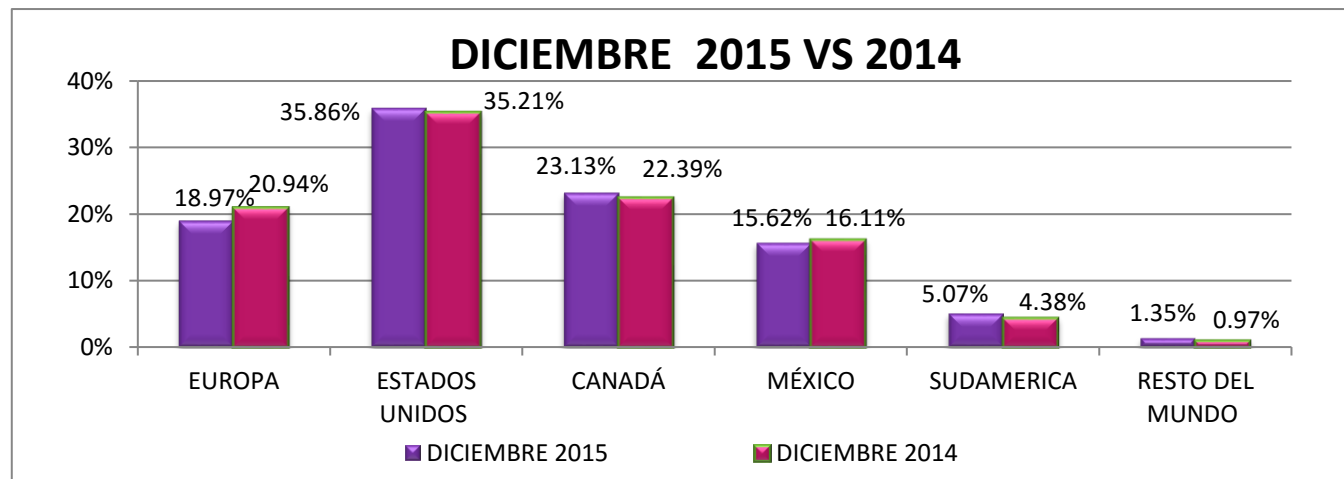
6.- ASIA		
Arabia	428	0.01
China	1,883	0.04
Corea	1,782	0.04
Filipinas	127	0.00
India	778	0.02
Israel	2,746	0.06
Japón	1,172	0.03
Paquistan	26	0.00
Turquia	247	0.01
Otros	3,626	0.08
SUMA	12,815	0.27

7.- AFRICA		
Argelia	12	0.00
Egipto	183	0.00
Sudáfrica	765	0.02
Otros	1270	0.03
SUMA	2,230	0.05

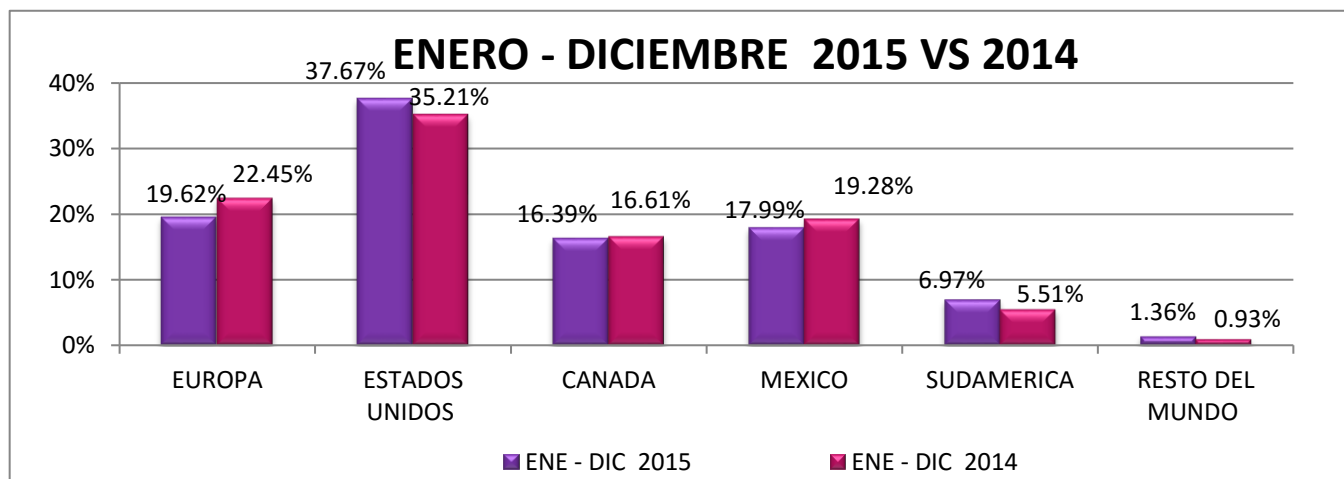
8.- EUROPA		
Alemania	139,833	3.00
Austria	3,662	0.08
Bélgica	14,249	0.31
Bulgaria	288	0.01
Dinamarca	1,486	0.03
España	159,326	3.42
Finlandia	1,170	0.03
Francia	77,562	1.66
Gran Bretaña	302,770	6.49
Grecia	354	0.01
Holanda	36,649	0.79
Hungria	669	0.01
Irlanda	2,799	0.06
Islandia	198	0.00
Italia	87,569	1.88
Luxemburgo	345	0.01
Mónaco	95	0.00
Noruega	6,148	0.13
Polonia	7,978	0.17
Portugal	7,400	0.16
Rep. Checa	3,138	0.07
Rumania	427	0.01
Rusia	12,485	0.27
Slovenia	199	0.00
Suecia	27,134	0.58
Suiza	10,041	0.22
Otros	10,757	0.23
SUMA	914,731	19.62

GRAN TOTAL		
	4,661,641	100.00

REGION	DICIEMBRE 2014		DICIEMBRE 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	79,537	20.94%	72,174	18.97%	-9.26%
ESTADOS UNIDOS	133,746	35.21%	136,411	35.86%	1.99%
CANADÁ	85,067	22.39%	87,985	23.13%	3.43%
MÉXICO	61,204	16.11%	59,419	15.62%	-2.92%
SUDAMERICA	16,638	4.38%	19,292	5.07%	15.95%
RESTO DEL MUNDO	3,692	0.97%	5,124	1.35%	38.79%
SUMAS	379,884	100.00%	380,405	100.00%	0.14%



REGION	ENE - DIC 2014		ENE - DIC 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	987,838	22.45%	914,731	19.62%	-7.40%
ESTADOS UNIDOS	1,549,503	35.21%	1,755,813	37.67%	13.31%
CANADA	731,095	16.61%	764,039	16.39%	4.51%
MEXICO	848,344	19.28%	838,666	17.99%	-1.14%
SUDAMERICA	242,463	5.51%	325,071	6.97%	34.07%
RESTO DEL MUNDO	40,979	0.93%	63,321	1.36%	54.52%
SUMAS	4,400,222	100.00%	4,661,641	100.00%	5.94%



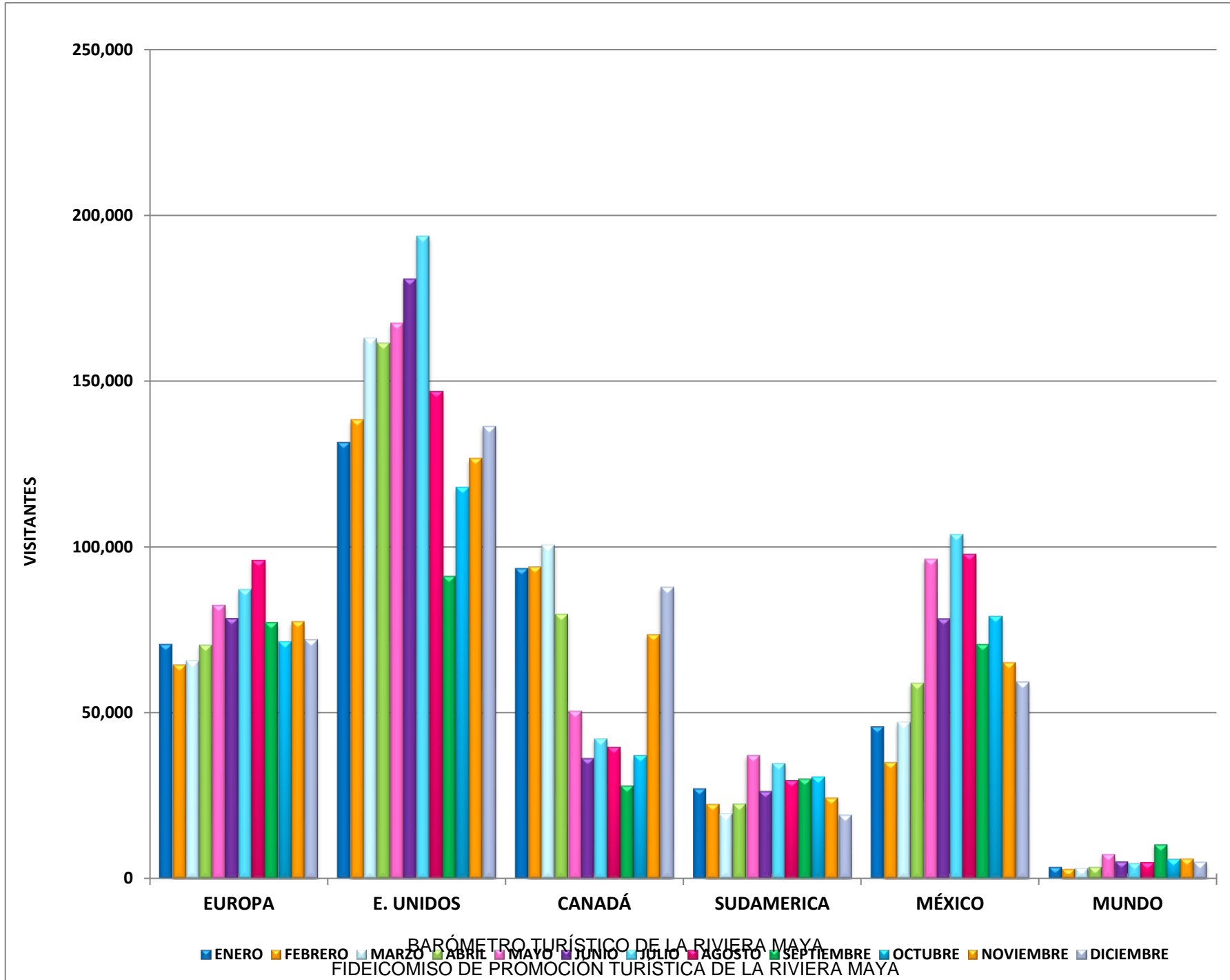
PROCEDENCIA DEL TURISMO POR REGIONES
AÑO 2015

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	100.0
DICIEMBRE	72,174	19.0	136,411	35.9	87,985	23.1	19,292	5.1	59,419	15.6	5,124	1.3	380,405	100.0

ACUMULADO ANUAL

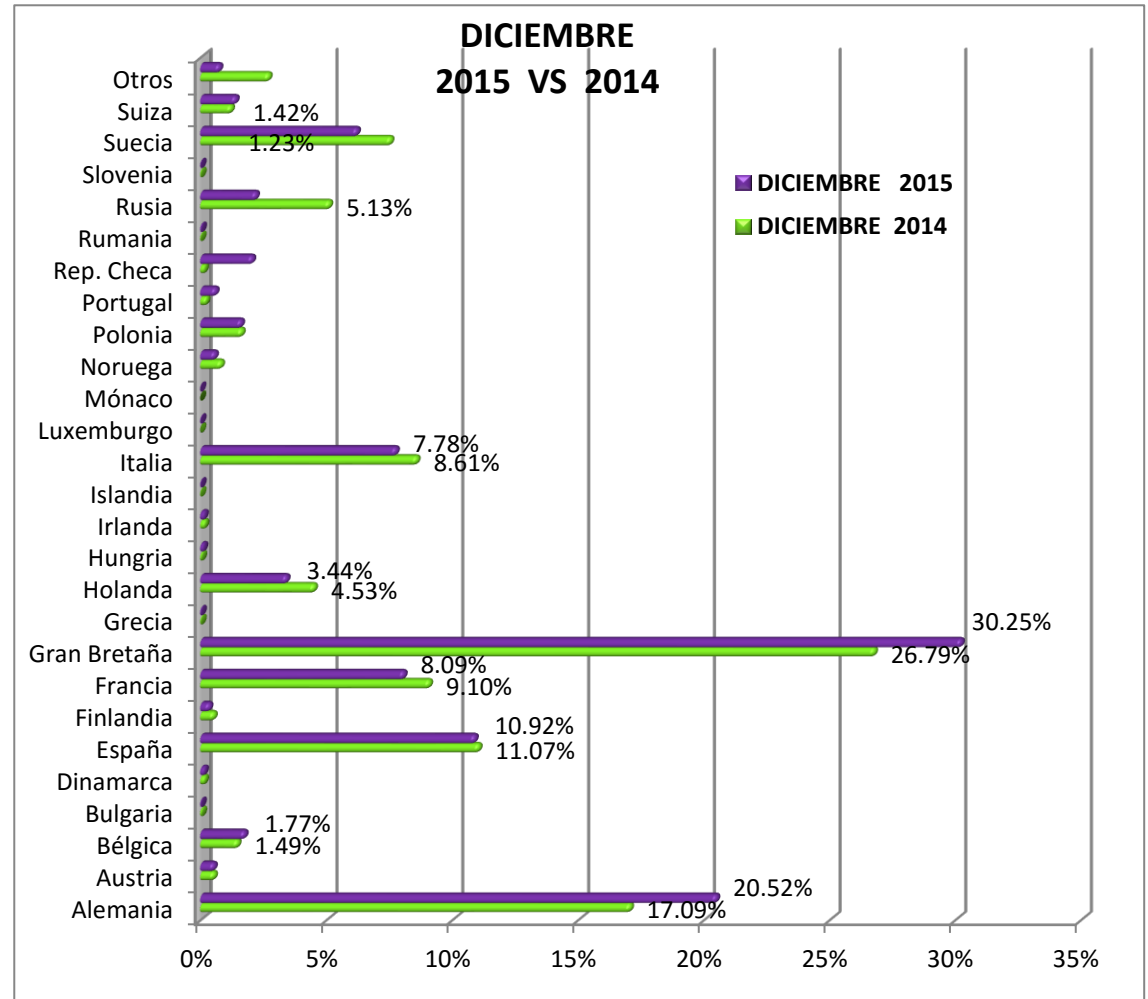
ENE-FEB	135,398	18.5	269,944	36.9	187,712	25.7	49,840	6.8	81,158	11.1	6,667	0.9	730,719	100.0
ENE-MAR	201,312	17.8	432,939	38.3	288,438	25.5	69,528	6.1	128,507	11.4	9,902	0.9	1,130,626	100.0
ENE-ABR	271,889	17.8	594,402	38.9	368,368	24.1	92,196	6.0	187,562	12.3	13,514	0.9	1,527,931	100.0
ENE-MAY	354,442	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	914,731	19.6	1,755,813	37.7	764,039	16.4	325,071	7.0	838,666	18.0	63,321	1.4	4,661,641	100.0

GRAFICA PROCEDENCIA DEL TURISMO POR REGIONES DESGLOSE MENSUAL 2015



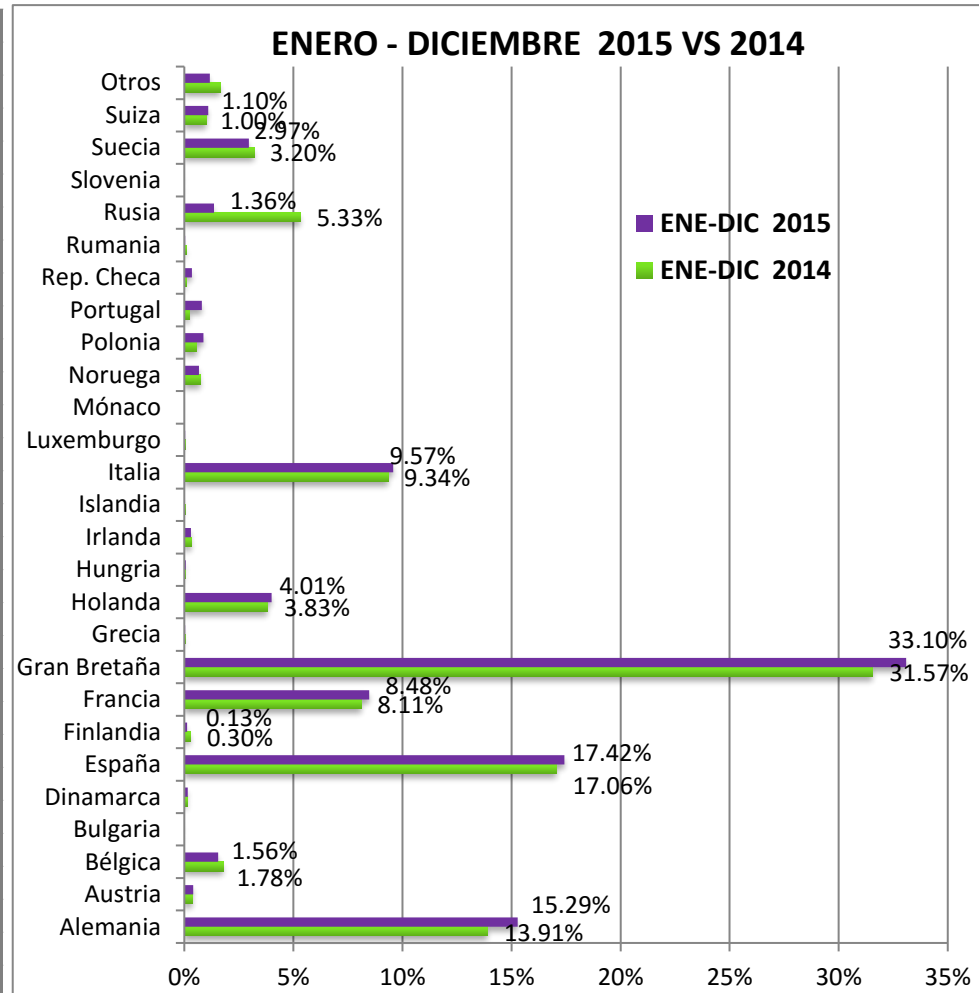
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO DICIEMBRE 2015 VS 2014

PAIS	DICIEMBRE 2014		DICIEMBRE 2015	
	PAX	%	PAX	%
Alemania	13,590	17.09%	14,809	20.52%
Austria	442	0.56%	397	0.55%
Bélgica	1,186	1.49%	1,279	1.77%
Bulgaria	57	0.07%	35	0.05%
Dinamarca	142	0.18%	121	0.17%
España	8,804	11.07%	7,881	10.92%
Finlandia	435	0.55%	270	0.37%
Francia	7,241	9.10%	5,841	8.09%
Gran Bretaña	21,310	26.79%	21,831	30.25%
Grecia	33	0.04%	38	0.05%
Holanda	3,603	4.53%	2,483	3.44%
Hungría	56	0.07%	97	0.13%
Irlanda	150	0.19%	118	0.16%
Islandia	15	0.02%	24	0.03%
Italia	6,845	8.61%	5,618	7.78%
Luxemburgo	5	0.01%	19	0.03%
Mónaco	0	0.00%	7	0.01%
Noruega	666	0.84%	429	0.59%
Polonia	1,318	1.66%	1,179	1.63%
Portugal	195	0.25%	449	0.62%
Rep. Checa	137	0.17%	1,497	2.07%
Rumania	26	0.03%	42	0.06%
Rusia	4,084	5.13%	1,607	2.23%
Slovenia	31	0.04%	23	0.03%
Suecia	6,019	7.57%	4,500	6.23%
Suiza	979	1.23%	1,024	1.42%
Otros	2,168	2.73%	556	0.77%
SUMA	79,537	100.00%	72,174	100.00%



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

PAIS	ENE-DIC 2014		ENE-DIC 2015	
	PAX	%	PAX	%
Alemania	137,394	13.91%	139,833	15.29%
Austria	3,767	0.38%	3,662	0.40%
Bélgica	17,603	1.78%	14,249	1.56%
Bulgaria	246	0.02%	288	0.03%
Dinamarca	1,398	0.14%	1,486	0.16%
España	168,563	17.06%	159,326	17.42%
Finlandia	2,982	0.30%	1,170	0.13%
Francia	80,132	8.11%	77,562	8.48%
Gran Bretaña	311,878	31.57%	302,770	33.10%
Grecia	492	0.05%	354	0.04%
Holanda	37,827	3.83%	36,649	4.01%
Hungría	519	0.05%	669	0.07%
Irlanda	3,330	0.34%	2,799	0.31%
Islandia	317	0.03%	198	0.02%
Italia	92,250	9.34%	87,569	9.57%
Luxemburgo	325	0.03%	345	0.04%
Mónaco	180	0.02%	95	0.01%
Noruega	7,409	0.75%	6,148	0.67%
Polonia	5,740	0.58%	7,978	0.87%
Portugal	2,446	0.25%	7,400	0.81%
Rep. Checa	1,115	0.11%	3,138	0.34%
Rumania	1,106	0.11%	427	0.05%
Rusia	52,621	5.33%	12,485	1.36%
Slovenia	280	0.03%	199	0.02%
Suecia	31,584	3.20%	27,134	2.97%
Suiza	9,880	1.00%	10,041	1.10%
Otros	16,454	1.67%	10,757	1.18%
SUMA	987,838	100.00%	914,731	100.00%



DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO PRIMER SEMESTRE 2015

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

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-Dic		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%	14,809	20.52%	139,833	15.29%	3
Austria	406	0.46%	178	0.19%	166	0.21%	232	0.33%	317	0.41%	397	0.55%	3,662	0.40%	
Bélgica	1,638	1.88%	1,292	1.35%	1,103	1.43%	1,359	1.91%	1,116	1.44%	1,279	1.77%	14,249	1.56%	8
Bulgaria	62	0.07%	8	0.01%	11	0.01%	23	0.03%	34	0.04%	35	0.05%	288	0.03%	
Dinamarca	258	0.30%	46	0.05%	54	0.07%	116	0.16%	60	0.08%	121	0.17%	1,486	0.16%	
España	23,491	26.89%	28,069	29.25%	19,668	25.45%	13,530	18.97%	9,864	12.72%	7,881	10.92%	159,326	17.42%	2
Finlandia	22	0.03%	16	0.02%	20	0.03%	16	0.02%	148	0.19%	270	0.37%	1,170	0.13%	
Francia	5,484	6.28%	6,979	7.27%	2,959	3.83%	4,273	5.99%	5,714	7.37%	5,841	8.09%	77,562	8.48%	5
Gran Bretaña	29,355	33.61%	30,890	32.19%	30,382	39.32%	28,675	40.20%	25,743	33.21%	21,831	30.25%	302,770	33.10%	1
Grecia	35	0.04%	19	0.02%	17	0.02%	49	0.07%	11	0.01%	38	0.05%	354	0.04%	
Holanda	3,726	4.27%	2,988	3.11%	3,674	4.75%	3,126	4.38%	2,490	3.21%	2,483	3.44%	36,649	4.01%	6
Hungría	14	0.02%	73	0.08%	18	0.02%	18	0.03%	60	0.08%	97	0.13%	669	0.07%	
Irlanda	437	0.50%	387	0.40%	365	0.47%	244	0.34%	275	0.35%	118	0.16%	2,799	0.31%	
Islandia	54	0.06%	4	0.00%	6	0.01%	27	0.04%	6	0.01%	24	0.03%	198	0.02%	
Italia	11,041	12.64%	13,029	13.58%	6,824	8.83%	5,613	7.87%	6,572	8.48%	5,618	7.78%	87,569	9.57%	4
Luxemburgo	54	0.06%	85	0.09%	53	0.07%	19	0.03%	6	0.01%	19	0.03%	345	0.04%	
Mónaco	15	0.02%	4	0.00%	1	0.00%	25	0.04%	20	0.03%	7	0.01%	95	0.01%	
Noruega	720	0.82%	406	0.42%	396	0.51%	420	0.59%	469	0.60%	429	0.59%	6,148	0.67%	
Polonia	174	0.20%	116	0.12%	188	0.24%	94	0.13%	1,285	1.66%	1,179	1.63%	7,978	0.87%	
Portugal	1,004	1.15%	1,373	1.43%	1,311	1.70%	755	1.06%	507	0.65%	449	0.62%	7,400	0.81%	
Rep. Checa	58	0.07%	13	0.01%	61	0.08%	174	0.24%	435	0.56%	1,497	2.07%	3,138	0.34%	
Rumania	18	0.02%	30	0.03%	49	0.06%	26	0.04%	41	0.05%	42	0.06%	427	0.05%	
Rusia	316	0.36%	349	0.36%	233	0.30%	1,171	1.64%	1,696	2.19%	1,607	2.23%	12,485	1.36%	9
Slovenia	30	0.03%	11	0.01%	7	0.01%	5	0.01%	13	0.02%	23	0.03%	199	0.02%	
Suecia	318	0.36%	67	0.07%	91	0.12%	266	0.37%	2,075	2.68%	4,500	6.23%	27,134	2.97%	7
Suiza	934	1.07%	321	0.33%	467	0.60%	429	0.60%	845	1.09%	1,024	1.42%	10,041	1.10%	10
Otros	712	0.82%	705	0.73%	220	0.28%	503	0.71%	734	0.95%	556	0.77%	10,757	1.18%	
SUMA	87,348	100.00%	95,966	100.00%	77,267	100.00%	71,328	100.00%	77,524	100.00%	72,174	100.00%	914,731	100.00%	

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
AFLUENCIA	372,836	96.72%	357,883	96.45%	399,907	97.37%	397,305	97.52%	441,929	96.55%	406,439	96.82%	2,376,299	96.38%		

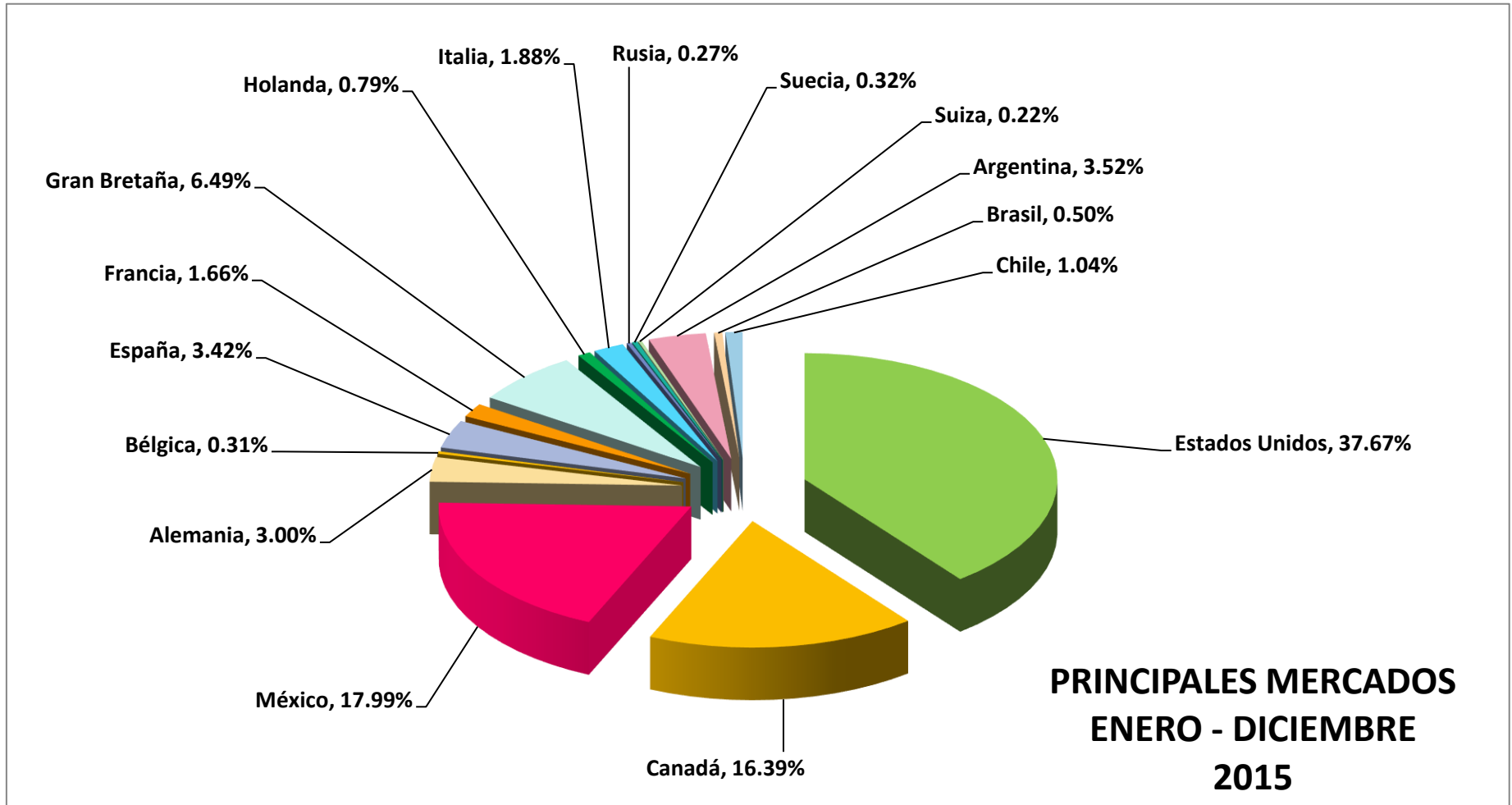
Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

PRINCIPALES MERCADOS
PARA LA RIVIERA MAYA
SEGUNDO SEMESTRE AÑO 2015

PAIS	JUL 2015		AGO 2015		SEP 2015		OCT 2015		NOV 2015		DIC 2015		Acumulado Ene-Dic		Posición 2014	Posición 2015
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	193,714	41.49%	146,847	35.39%	91,198	29.63%	117,915	34.51%	126,784	33.93%	136,411	35.86%	1,755,813	37.67%	1	1
2 Canadá	42,339	9.07%	39,586	9.54%	28,046	9.11%	37,060	10.85%	73,617	19.70%	87,985	23.13%	764,039	16.39%	3	3
3 México	103,934	22.26%	97,872	23.59%	70,699	22.97%	79,004	23.12%	65,209	17.45%	59,419	15.62%	838,666	17.99%	2	2
4 Alemania	6,972	1.49%	8,508	2.05%	8,923	2.90%	10,140	2.97%	16,988	4.55%	14,809	3.89%	139,833	3.00%	6	7
5 Bélgica	1,638	0.35%	1,292	0.31%	1,103	0.36%	1,359	0.40%	1,116	0.30%	1,279	0.34%	14,249	0.31%	16	15
6 España	23,491	5.03%	28,069	6.77%	19,668	6.39%	13,530	3.96%	9,864	2.64%	7,881	2.07%	159,326	3.42%	5	6
7 Francia	5,484	1.17%	6,979	1.68%	2,959	0.96%	4,273	1.25%	5,714	1.53%	5,841	1.54%	77,562	1.66%	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%	21,831	5.74%	302,770	6.49%	4	4
9 Holanda	3,726	0.80%	2,988	0.72%	3,674	1.19%	3,126	0.91%	2,490	0.67%	2,483	0.65%	36,649	0.79%	12	11
10 Italia	11,041	2.36%	13,029	3.14%	6,824	2.22%	5,613	1.64%	6,572	1.76%	5,618	1.48%	87,569	1.88%	8	8
11 Rusia	316	0.07%	349	0.08%	233	0.08%	1,171	0.34%	1,696	0.45%	1,607	0.42%	12,485	0.27%	10	16
12 Suecia	318	0.07%	67	0.02%	91	0.03%	266	0.08%	2,075	0.56%	4,500	1.18%	14,687	0.32%	14	14
13 Suiza	934	0.20%	321	0.08%	467	0.15%	429	0.13%	845	0.23%	1,024	0.27%	10,041	0.22%	17	17
14 Argentina	16,636	3.56%	12,888	3.11%	13,541	4.40%	13,411	3.93%	12,472	3.34%	10,053	2.64%	164,016	3.52%	7	5
15 Brasil	2,424	0.52%	1,687	0.41%	1,424	0.46%	1,339	0.39%	1,363	0.36%	1,598	0.42%	23,199	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%	2,929	0.77%	48,286	1.04%	11	10
17 Colombia	2,721	0.58%	2,783	0.67%	2,617	0.85%	3,601	1.05%	1,943	0.52%	1,714	0.45%	28,328	0.61%	13	12
AFLUENCIA	466,942	96.62%	414,902	96.18%	307,738	93.29%	341,681	95.24%	373,674	95.67%	380,405	96.47%	4,661,641	96.05%		

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

PRINCIPALES MERCADOS
ENERO - DICIEMBRE
2015



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

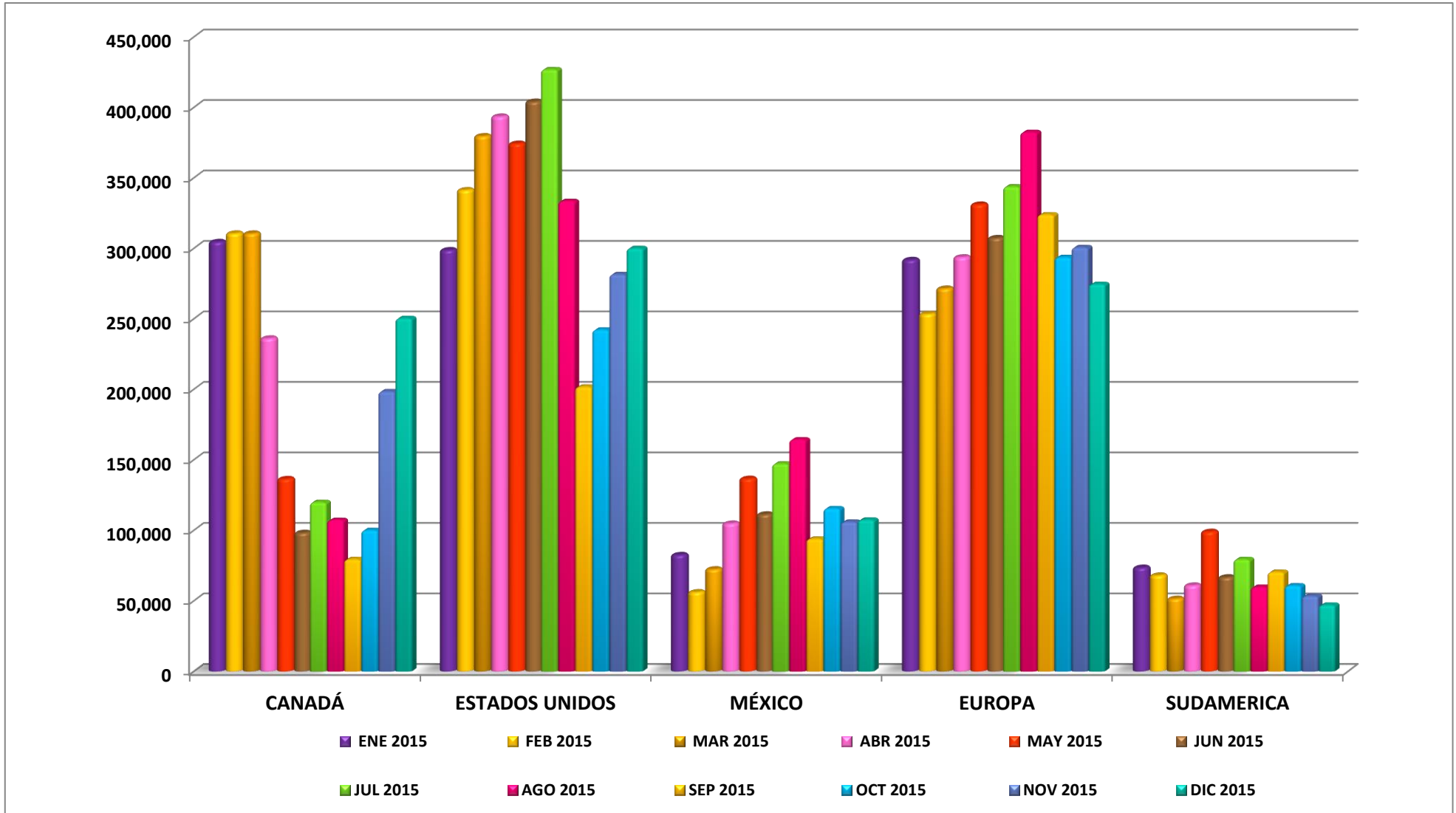
PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRODUCCIÓN CUARTOS NOCHE
PRIMER SEMESTRE AÑO 2015

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	%
NORTE AMERICA														
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%
SUMA	685,827	65.2%	708,138	68.8%	762,620	70.2%	734,516	67.4%	647,270	60.1%	613,650	62.1%	4,152,021	65.7%
EUROPA														
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%
SUMA	291,804	27.8%	253,399	24.6%	271,491	25.0%	293,683	27.0%	331,090	30.7%	307,348	31.1%	1,748,815	27.2%
SUDAMERICA														
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%
SUMA	73,534	7.0%	68,052	6.6%	51,518	4.7%	60,911	5.6%	98,965	9.2%	66,717	6.8%	419,697	6.1%
TOTAL PRIN. MDOS.	1,051,165	100.00%	1,029,589	100.00%	1,085,629	100.00%	1,089,110	100.00%	1,077,325	100.00%	987,715	100.00%	6,320,533	99.01%
TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.
	1,134,307	92.7%	1,067,830	96.4%	1,115,291	97.3%	1,116,982	97.5%	1,116,279	96.5%	1,059,592	93.2%	6,610,281	95.6%

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

PAÍS	JUL 2015		AGO 2015		SEP 2015		OCT 2015		NOV 2015		DIC 2015		Acumulado Ene-Dic	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
NORTE AMERICA														
CANADÁ	119,961	10.7%	107,212	10.2%	79,464	10.3%	100,062	12.3%	198,459	21.1%	250,391	25.6%	2,252,048	18.8%
ESTADOS UNIDOS	426,978	38.2%	333,465	31.8%	201,776	26.2%	242,217	29.8%	281,566	29.9%	300,104	30.6%	3,977,824	33.2%
MÉXICO	147,240	13.2%	164,344	15.7%	93,971	12.2%	115,543	14.2%	105,965	11.3%	107,449	11.0%	1,298,316	10.8%
SUMA	694,179	62.1%	605,021	57.8%	375,211	48.8%	457,822	56.4%	585,990	62.3%	657,944	67.2%	7,528,188	62.8%
EUROPA														
ALEMANIA	30,038	2.7%	36,407	3.5%	46,288	6.0%	43,264	5.3%	71,633	7.6%	64,234	6.6%	635,479	5.3%
BÉLGICA	7,091	0.6%	6,094	0.6%	5,032	0.7%	5,549	0.7%	4,362	0.5%	5,089	0.5%	60,553	0.5%
ESPAÑA	63,426	5.7%	80,815	7.7%	54,825	7.1%	41,041	5.1%	26,838	2.9%	23,544	2.4%	458,008	3.8%
FRANCIA	22,804	2.0%	33,383	3.2%	15,079	2.0%	14,190	1.7%	18,618	2.0%	19,300	2.0%	291,781	2.4%
GRAN BRETAÑA	154,970	13.9%	160,242	15.3%	156,974	20.4%	150,306	18.5%	124,854	13.3%	103,242	10.5%	1,501,027	12.5%
HOLANDA	16,891	1.5%	14,094	1.3%	17,850	2.3%	13,637	1.7%	10,437	1.1%	10,222	1.0%	161,959	1.4%
ITALIA	41,910	3.8%	48,316	4.6%	23,856	3.1%	20,230	2.5%	24,618	2.6%	18,703	1.9%	326,653	2.7%
RUSIA	1,185	0.1%	948	0.1%	1,194	0.2%	2,610	0.3%	7,724	0.8%	4,915	0.5%	49,626	0.4%
SUECIA	1,194	0.1%	291	0.0%	400	0.1%	1,025	0.1%	7,505	0.8%	21,525	2.2%	134,190	1.1%
SUIZA	4,355	0.4%	1,832	0.2%	2,471	0.3%	1,854	0.2%	4,137	0.4%	3,849	0.4%	48,849	0.4%
SUMA	343,864	30.8%	382,422	36.5%	323,969	42.1%	293,706	36.2%	300,726	32.0%	274,623	28.0%	3,668,125	30.2%
SUDAMERICA														
ARGENTINA	50,324	4.5%	38,073	3.6%	45,137	5.9%	39,004	4.8%	38,819	4.1%	31,248	3.2%	526,690	4.4%
BRASIL	6,121	0.5%	3,212	0.3%	3,210	0.4%	3,286	0.4%	2,891	0.3%	3,842	0.4%	60,214	0.5%
CHILE	16,685	1.5%	13,121	1.3%	16,812	2.2%	11,245	1.4%	8,625	0.9%	8,226	0.8%	140,256	1.2%
COLOMBIA	6,326	0.6%	5,392	0.5%	5,321	0.7%	7,307	0.9%	3,093	0.3%	3,821	0.4%	63,678	0.5%
SUMA	79,456	7.1%	59,798	5.7%	70,480	9.2%	60,842	7.5%	53,428	5.7%	47,137	4.8%	790,838	6.1%
TOTAL PRIN. MDOS.	1,117,499	100.00%	1,047,241	100.00%	769,660	100.00%	812,370	100.00%	940,144	100.00%	979,704	100.00%	11,987,151	99.06%
TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.
	1,150,528	97.1%	1,071,269	97.8%	830,455	92.7%	906,865	89.6%	1,030,476	91.2%	1,066,737	91.8%	12,666,611	94.6%

**GRAFICA
PRODUCCIÓN CUARTOS NOCHE POR REGIONES
DESGLOSE MENSUAL 2015**



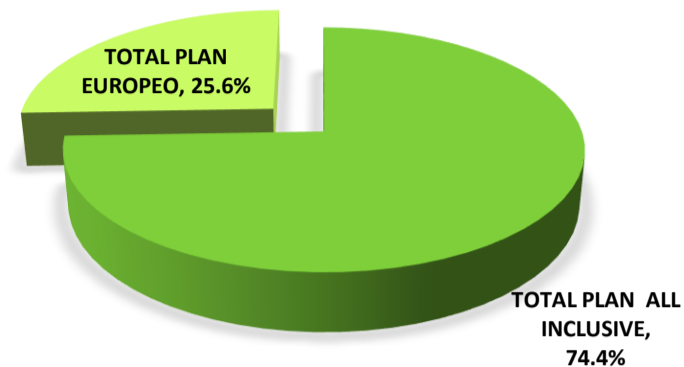
REGIÓN	2014 Participación %		2015 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	85,067	22.39%	87,985	23.13%	2,918	3.43%
Estados Unidos	133,746	35.21%	136,411	35.86%	2,665	1.99%
México	61,204	16.11%	59,419	15.62%	-1,785	-2.92%
SUMA	280,017	73.71%	283,815	74.61%	3,798	1.36%
SUDAMERICA						
Argentina	7,212	1.90%	10,053	2.64%	2,841	39.39%
Bolivia	61	0.02%	197	0.05%	136	222.95%
Brasil	1,938	0.51%	1,598	0.42%	-340	-17.54%
Chile	1,930	0.51%	2,929	0.77%	999	51.76%
Colombia	2,336	0.61%	1,714	0.45%	-622	-26.63%
Ecuador	255	0.07%	162	0.04%	-93	-36.47%
Paraguay	233	0.06%	324	0.09%	91	39.06%
Peru	955	0.25%	1,012	0.27%	57	5.97%
Uruguay	465	0.12%	692	0.18%	227	48.82%
Venezuela	1,085	0.29%	364	0.10%	-721	-66.45%
Otros	168	0.04%	247	0.06%	79	47.02%
SUMA	16,638	4.38%	19,292	5.07%	2,654	15.95%
EUROPA						
Alemania	13,590	3.58%	14,809	3.89%	1,219	8.97%
Austria	442	0.12%	397	0.10%	-45	-10.18%
Bélgica	1,186	0.31%	1,279	0.34%	93	7.84%
Bulgaria	57	0.02%	35	0.01%	-22	-38.60%
Dinamarca	142	0.04%	121	0.03%	-21	-14.79%
España	8,804	2.32%	7,881	2.07%	-923	-10.48%
Finlandia	435	0.11%	270	0.07%	-165	-37.93%
Francia	7,241	1.91%	5,841	1.54%	-1,400	-19.33%
Gran Bretaña	21,310	5.61%	21,831	5.74%	521	2.44%
Grecia	33	0.01%	38	0.01%	5	15.15%
Holanda	3,603	0.95%	2,483	0.65%	-1,120	-31.09%
Hungría	56	0.01%	97	0.03%	41	73.21%
Irlanda	150	0.04%	118	0.03%	-32	-21.33%
Islandia	15	0.00%	24	0.01%	9	60.00%
Italia	6,845	1.80%	5,618	1.48%	-1,227	-17.93%
Luxemburgo	5	0.00%	19	0.00%	14	280.00%
Mónaco	0	0.00%	7	0.00%	7	#¡DIV/0!
Noruega	666	0.18%	429	0.11%	-237	-35.59%
Polonia	1,318	0.35%	1,179	0.31%	-139	-10.55%
Portugal	195	0.05%	449	0.12%	254	130.26%
Rep. Checa	137	0.04%	1,497	0.39%	1,360	992.70%
Rumania	26	0.01%	42	0.01%	16	61.54%
Rusia	4,084	1.08%	1,607	0.42%	-2,477	-60.65%
Slovenia	31	0.01%	23	0.01%	-8	-25.81%
Suecia	6,019	1.58%	4,500	1.18%	-1,519	-25.24%
Suiza	979	0.26%	1,024	0.27%	45	4.60%
Otros	2,168	0.57%	556	0.15%	-1,612	-74.35%
SUMA	79,537	20.94%	72,174	18.97%	-7,363	-9.26%
OTROS PAISES	3,692	0.97%	5,124	1.35%	1,432	38.79%
TOTAL	379,884	100.00%	380,405	100.00%	521	0.14%

REGIÓN	2014 Participación %		2015 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	731,095	16.61%	764,039	16.39%	32,944	4.51%
Estados Unidos	1,549,503	35.21%	1,755,813	37.67%	206,310	13.31%
México	848,344	19.28%	838,666	17.99%	-9,678	-1.14%
SUMA	3,128,942	71.11%	3,358,518	72.05%	229,576	7.34%
SUDAMERICA						
Argentina	109,122	2.48%	164,016	3.52%	54,894	50.31%
Bolivia	809	0.02%	2,124	0.05%	1,315	162.55%
Brasil	20,425	0.46%	23,199	0.50%	2,774	13.58%
Chile	40,624	0.92%	48,286	1.04%	7,662	18.86%
Colombia	28,740	0.65%	28,328	0.61%	-412	-1.43%
Ecuador	2,473	0.06%	2,501	0.05%	28	1.13%
Paraguay	2,152	0.05%	2,981	0.06%	829	38.52%
Peru	16,480	0.37%	21,312	0.46%	4,832	29.32%
Uruguay	10,737	0.24%	24,663	0.53%	13,926	129.70%
Venezuela	7,644	0.17%	4,218	0.09%	-3,426	-44.82%
Otros	3,257	0.07%	3,443	0.07%	186	5.71%
SUMA	242,463	5.51%	325,071	6.97%	82,608	34.07%
EUROPA						
Alemania	137,394	3.12%	139,833	3.00%	2,439	1.78%
Austria	3,767	0.09%	3,662	0.08%	-105	-2.79%
Bélgica	17,603	0.40%	14,249	0.31%	-3,354	-19.05%
Bulgaria	246	0.01%	288	0.01%	42	17.07%
Dinamarca	1,398	0.03%	1,486	0.03%	88	6.29%
España	168,563	3.83%	159,326	3.42%	-9,237	-5.48%
Finlandia	2,982	0.07%	1,170	0.03%	-1,812	-60.76%
Francia	80,132	1.82%	77,562	1.66%	-2,570	-3.21%
Gran Bretaña	311,878	7.09%	302,770	6.49%	-9,108	-2.92%
Grecia	492	0.01%	354	0.01%	-138	-28.05%
Holanda	37,827	0.86%	36,649	0.79%	-1,178	-3.11%
Hungría	519	0.01%	669	0.01%	150	28.90%
Irlanda	3,330	0.08%	2,799	0.06%	-531	-15.95%
Islandia	317	0.01%	198	0.00%	-119	-37.54%
Italia	92,250	2.10%	87,569	1.88%	-4,681	-5.07%
Luxemburgo	325	0.01%	345	0.01%	20	6.15%
Mónaco	180	0.00%	95	0.00%	-85	-47.22%
Noruega	7,409	0.17%	6,148	0.13%	-1,261	-17.02%
Polonia	5,740	0.13%	7,978	0.17%	2,238	38.99%
Portugal	2,446	0.06%	7,400	0.16%	4,954	202.53%
Rep. Checa	1,115	0.03%	3,138	0.07%	2,023	181.43%
Rumania	1,106	0.03%	427	0.01%	-679	-61.39%
Rusia	52,621	1.20%	12,485	0.27%	-40,136	-76.27%
Slovenia	280	0.01%	199	0.00%	-81	-28.93%
Suecia	31,584	0.72%	27,134	0.58%	-4,450	-14.09%
Suiza	9,880	0.22%	10,041	0.22%	161	1.63%
Otros	16,454	0.37%	10,757	0.23%	-5,697	-34.62%
SUMA	987,838	22.45%	914,731	19.62%	-73,107	-7.40%
OTROS PAISES	40,979	0.93%	63,321	1.36%	22,342	54.52%
TOTAL	4,400,222	100.00%	4,661,641	100.00%	261,419	5.94%

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	Categoria 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	44	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 IBEROSTAR QUETZAL	350	5 Estrellas
46 IBEROSTAR TUCAN	350	5 Estrellas
47 OASIS TULUM (antes Be live Riviera Maya)	310	5 Estrellas
48 OCCIDENTAL ALLEGRO PLAYACAR	286	5 Estrellas
49 OCCIDENTAL GRAND XCARET	751	5 Estrellas
50 OCCIDENTAL ROYAL HIDEAWAY	201	Gran Turismo
51 OCEAN BREEZE	98	Gran Turismo
52 PARADISUS LA ESMERALDA	510	5 Estrellas
53 PARADISUS LA PERLA	394	5 Estrellas
54 PAVO REAL BEACH RESORT	112	4 Estrellas
55 PLATINUM YUCATAN PRINCESS	472	4 Estrellas
56 PLAYACAR PALACE	201	5 Estrellas
57 RIU LUPITA	300	5 Estrellas
58 RIU PALACE MÉXICO	434	Gran Turismo
59 RIU PALACE RIVIERA MAYA	460	Categoria Especial
60 RIU PLAYACAR	388	5 Estrellas
61 RIU TEQUILA	664	5 Estrellas
62 RIU YUCATAN	507	5 Estrellas
63 SANDOS CARACOL ECO RESORTS	956	5 Estrellas
64 SANDOS PLAYACAR BEACH RESORTS	819	5 Estrellas
65 SECRETS AKUMAL RIVIERA MAYA	434	5 Estrellas
66 SECRETS CAPRI	291	Gran Turismo
67 SECRETS MAROMA	412	5 Estrellas
68 SENSIMAR SEASIDE SUITES & SPA	192	Gran Turismo
69 KORE TULUM RETREAT WELNESS RESORT	94	5 Estrellas
70 THE REEF COCO BEACH	196	5 Estrellas
71 THE REEF PLAYACAR	196	4 Estrellas
72 THE ROYAL IN PLAYA DEL CARMEN	513	Gran Turismo
73 THE ROYAL SUITES YUCATAN BY PALLADIUM	130	5 Estrellas
74 VALENTIN IMPERIAL MAYA	540	5 Estrellas
75 VIVA WYNDHAM AZTECA	335	5 Estrellas
76 VIVA WYNDHAM MAYA	604	4 Estrellas
TOTAL	32,577	

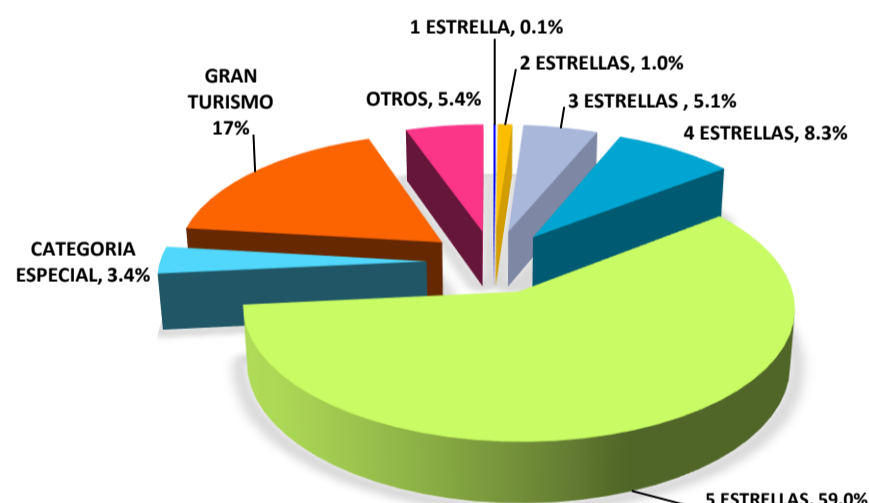
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	32,577	76	74.4%
TOTAL PLAN EUROPEO	11,184	331	25.6%
SUMAS	43,761	407	100.0%

DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE



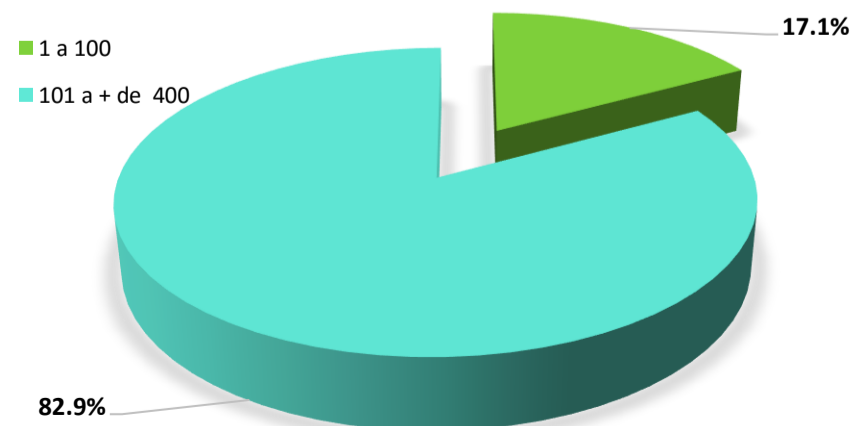
CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	435	22	1.0%
3 ESTRELLAS	2,247	87	5.1%
4 ESTRELLAS	3,627	49	8.3%
5 ESTRELLAS	25,776	69	58.9%
CATEGORIA ESPECIAL	1,494	12	3.4%
GRAN TURISMO	7,772	22	17.8%
OTROS	2,346	144	5.4%
SUMAS	43,761	407	100.0%

DISTRIBUCIÓN DE CUARTOS POR CATEGORIA



RANGO	Cuartos	# Htls.	%
1 a 100	7,462	320	17.1%
101 a + de 400	36,299	87	82.9%
SUMAS	43,761	407	100.0%

DISTRIBUCIÓN DE CUARTOS POR RANGO



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

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.1%	4,563	10.4%
COBA	2	0.5%	49	0.1%
KANTENAH	10	2.5%	3,130	7.2%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	172	42.3%	8,335	19.0%
PLAYA DEL SECRETO	1	0.2%	540	1.2%
PLAYA PARAISO	12	2.9%	3,857	8.8%
PLAYACAR	24	5.9%	6,769	15.5%
PUERTO AVENTURAS	14	3.4%	5,238	12.0%
PUNTA ALLEN	6	1.5%	59	0.1%
PUNTA BETE XCALACOCO	15	3.7%	4,736	10.8%
PUNTA BRAVA	1	0.2%	680	1.6%
PUNTA MAROMA	8	2.0%	2,176	5.0%
SIAN KA'AN	5	1.2%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	102	25.1%	2,173	5.0%
XCARET	1	0.2%	751	1.7%
XPU-HA	4	1.0%	469	1.1%
TOTAL	407	100.0%	43,761	100.0%

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

