



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

JUNIO 2016

El Barómetro Turístico de la Riviera Maya en su **Ducentésima vigésima segunda** edición correspondiente al mes de Junio del año 2016, fue elaborado con un muestreo de **35,702** cuartos, que corresponde al 81.76% del total de cuartos existentes a la fecha, los cuales son **43,669** 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 JUNIO DE 2016

CONCEPTO	JUNIO		VARIACIÓN	
	2015	2016	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	42,568	43,669	1,101	2.59%
CUARTOS NOCHE DISPONIBLES	1,267,920	1,304,052	36,132	2.85%
CUARTOS NOCHE OCUPADOS	1,059,592	1,095,172	35,580	3.36%
% DE OCUPACION	83.57%	83.98%	0.41%	
% DE OCUPACION TODO INCLUIDO	85.96%	86.05%	0.09%	
ESTADIA PROMEDIO				
GENERAL	5.9	5.8	(0.13)	
TURISMO NACIONAL	3.6	3.8	0.17	
TURISMO INTERNACIONAL	6.7	6.2	(0.51)	
TARIFA PROMEDIO (pesos)	\$ 3,381.70	\$ 4,165.57	784	23.18%
AFLUENCIA DEL TURISMO				
TOTAL	406,439	423,887	17,448	4.29%
NACIONALES	78,566	83,964	5,398	6.87%
EXTRANJEROS	327,873	339,923	12,050	3.68%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN				
	2015		2016	
EUROPA	78,682	24.00%	77,205	22.71%
ESTADOS UNIDOS	180,943	55.19%	190,728	56.11%
CANADÁ	36,442	11.11%	34,217	10.07%
SUDAMERICA	26,506	8.08%	32,312	9.51%
RESTO DEL MUNDO	5,300	1.62%	5,461	1.61%
	327,873	100.00%	339,923	100.00%
PRODUCCIÓN CUARTOS NOCHE				
TOTAL	1,059,592	1,095,172	35,580	3.36%
NACIONALES	111,302	131,893	20,591	18.50%
EXTRANJEROS	948,290	963,279	14,989	1.58%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2015		2016	
EUROPA (Principales países)	307,349	32.4%	277,557	28.8%
ESTADOS UNIDOS	404,106	42.6%	397,350	41.2%
CANADÁ	98,242	10.4%	94,097	9.8%
SUDAMERICA (Principales países)	66,717	7.0%	74,397	7.7%
RESTO DEL MUNDO	71,876	7.58%	119,878	12.4%
	948,290	100.00%	963,279	100.00%

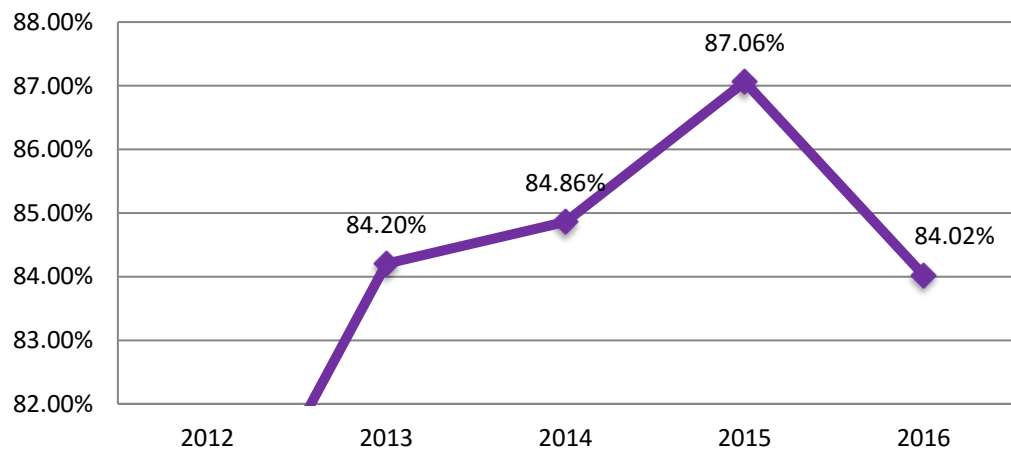
BAROMETRO TURÍSTICO RIVIERA MAYA
RESUMEN COMPARATIVO MENSUAL
ENERO - JUNIO DE 2016



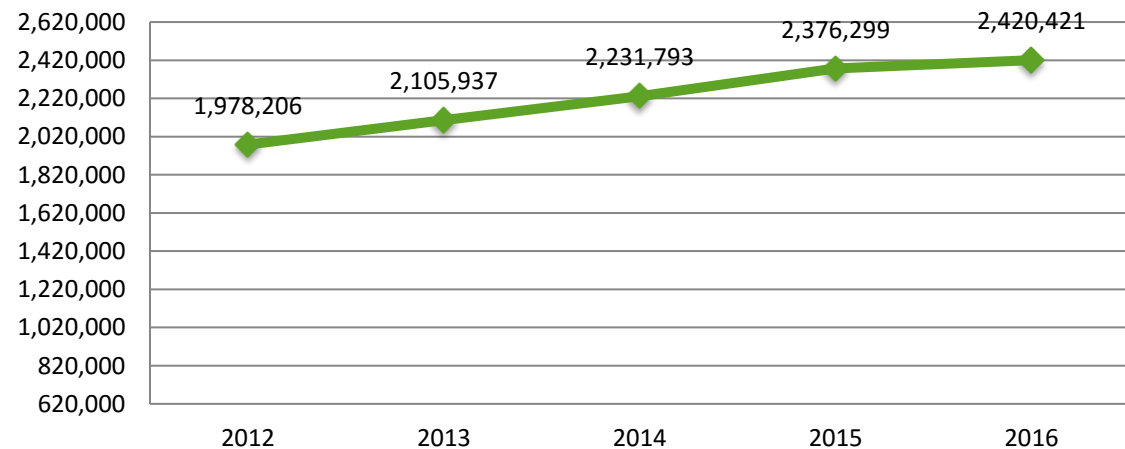
CONCEPTO	ENERO - JUNIO		VARIACIÓN	
	2015	2016	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	42,568	43,669	1,101	2.59%
CUARTOS NOCHE DISPONIBLES	7,592,947	7,892,159	299,212	3.94%
CUARTOS NOCHE OCUPADOS	6,610,281	6,631,361	21,080	0.32%
% DE OCUPACION	87.06%	84.02%	-3.03%	
% DE OCUPACION TODO INCLUIDO	88.52%	84.87%	-3.65%	
ESTADIA PROMEDIO				
GENERAL	6.1	6.0	(0.13)	
TURISMO NACIONAL	3.7	4.2	0.48	
TURISMO INTERNACIONAL	6.7	6.4	(0.30)	
TARIFA PROMEDIO (pesos)	\$ 3,953.41	\$ 4,953.84	1000	25.31%
AFLUENCIA DEL TURISMO				
	2015	2016		
TOTAL	2,376,299	2,420,421	44,122	1.86%
NACIONALES	362,529	386,569	24,040	6.63%
EXTRANJEROS	2,013,770	2,033,852	20,082	1.00%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONE				
	2015		2016	
EUROPA	433,124	21.51%	427,238	21.01%
ESTADOS UNIDOS	942,944	46.82%	965,174	47.46%
CANADÁ	455,406	22.61%	443,434	21.80%
SUDAMERICA	156,016	7.75%	171,159	8.42%
RESTO DEL MUNDO	26,280	1.31%	26,847	1.32%
	2,013,770	100.00%	2,033,852	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2015	2016		
TOTAL	6,610,281	6,006,964	-603,317	-9.13%
NACIONALES	563,804	642,826	79,022	14.02%
EXTRANJEROS	6,046,477	5,988,535	-57,942	-0.96%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2015		2016	
EUROPA (Principales países)	1,748,816	28.9%	1,506,910	25.2%
ESTADOS UNIDOS	2,191,718	36.2%	2,132,437	35.6%
CANADÁ	1,396,499	23.1%	1,322,791	22.1%
SUDAMERICA (Principales países)	419,697	6.9%	402,000	6.7%
RESTO DEL MUNDO	289,747	4.79%	624,397	10.4%
	6,046,477	100.00%	5,988,535	100.00%

MES	2012	2013	2014	2015	2016	2016-12	2016-13	2016-14	2016-15	2012	2013	2014	2015	2016	2016-12	2016-13	2016-14	2016-15
	ENE	82.60%	85.93%	85.97%	87.62%	82.27%	-0.33%	-3.66%	-3.70%	-5.35%	330,133	332,698	352,269	372,836	383,818	16.26%	15.37%	8.96%
FEB	85.11%	90.21%	90.04%	91.03%	83.92%	-1.19%	-6.29%	-6.12%	-7.11%	315,725	326,017	346,915	357,883	360,631	14.22%	10.62%	3.95%	0.77%
MAR	82.48%	88.88%	85.71%	85.84%	84.25%	1.77%	-4.63%	-1.46%	-1.59%	349,647	392,852	388,619	399,907	424,912	21.53%	8.16%	9.34%	6.25%
ABR	83.49%	86.36%	86.04%	88.81%	85.41%	1.92%	-0.95%	-0.63%	-3.40%	350,370	350,572	378,180	397,305	399,604	14.05%	13.99%	5.67%	0.58%
MAY	69.80%	77.90%	82.46%	85.83%	84.33%	14.53%	6.43%	1.87%	-1.50%	309,775	349,764	390,941	441,929	427,569	38.03%	22.24%	9.37%	-3.25%
JUN	70.65%	76.31%	79.28%	83.57%	83.98%	13.33%	7.67%	4.70%	0.41%	322,556	354,034	374,869	406,439	423,887	31.42%	19.73%	13.08%	4.29%
JUL																		
AGO																		
SEPT																		
OCT																		
NOV																		
DIC																		
Total	78.97%	84.20%	84.86%	87.06%	84.02%	5.05%	-0.18%	-0.84%	-3.04%	1,978,206	2,105,937	2,231,793	2,376,299	2,420,421	22.35%	14.93%	8.45%	1.86%

OCUPACIÓN GENERAL ACUMULADA

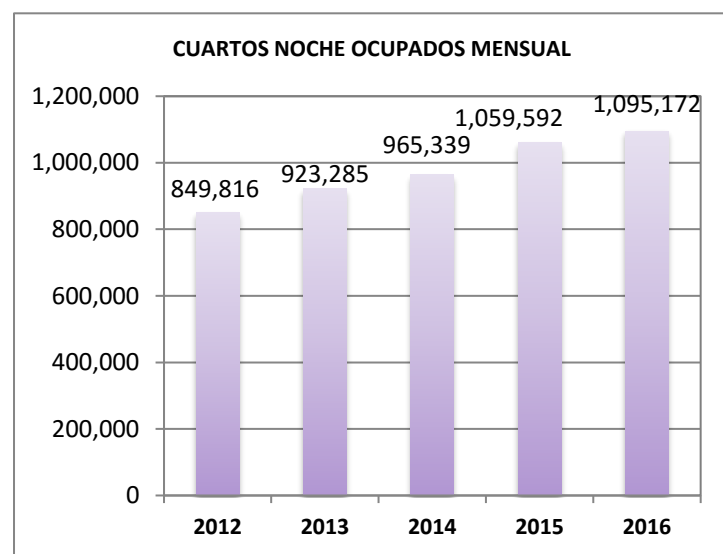


AFLUENCIA GENERAL ACUMULADA



COMPARATIVO CUARTOS NOCHE OCUPADOS 2012-2016

MES	CUARTOS NOCHE OCUPADOS MENSUAL					% VAR.			
	2012	2013	2014	2015	2016	2016-12	2016-13	2016-14	2016-15
ENE	1,022,135	1,070,536	1,078,745	1,134,307	1,098,764	7.50%	2.64%	1.86%	-3.13%
FEB	986,078	1,014,572	1,025,828	1,067,830	1,060,606	7.56%	4.54%	3.39%	-0.68%
MAR	1,024,269	1,108,163	1,080,012	1,115,291	1,134,371	10.75%	2.36%	5.03%	1.71%
ABR	1,001,231	1,042,957	1,047,638	1,116,982	1,114,344	11.30%	6.84%	6.37%	-0.24%
MAY	863,027	970,720	1,036,819	1,116,279	1,128,104	30.71%	16.21%	8.80%	1.06%
JUN	849,816	923,285	965,339	1,059,592	1,095,172	28.87%	18.62%	13.45%	3.36%
JUL									
AGO									
SEPT									
OCT									
NOV									
DIC									



MES	CUARTOS NOCHE OCUPADOS ACUMULADO					% VAR.			
	2012	2013	2014	2015	2016	2016-12	2016-13	2016-14	2016-15
ENE-FEB	2,008,213	2,085,108	2,104,573	2,202,137	2,159,370	7.53%	3.56%	2.60%	-1.94%
ENE-MAR	3,032,482	3,193,271	3,184,585	3,317,428	3,293,741	8.62%	3.15%	3.43%	-0.71%
ENE-ABR	4,033,713	4,236,228	4,232,223	4,434,410	4,408,085	9.28%	4.06%	4.16%	-0.59%
ENE-MAY	4,896,740	5,206,948	5,269,042	5,550,689	5,536,189	13.06%	6.32%	5.07%	-0.26%
ENE-JUN	5,746,556	6,130,233	6,234,381	6,610,281	6,631,361	15.40%	8.17%	6.37%	0.32%
ENE-JUL									
ENE-AGO									
ENE-SEP									
ENE-OCT									
ENE-NOV									
ENE-DIC									

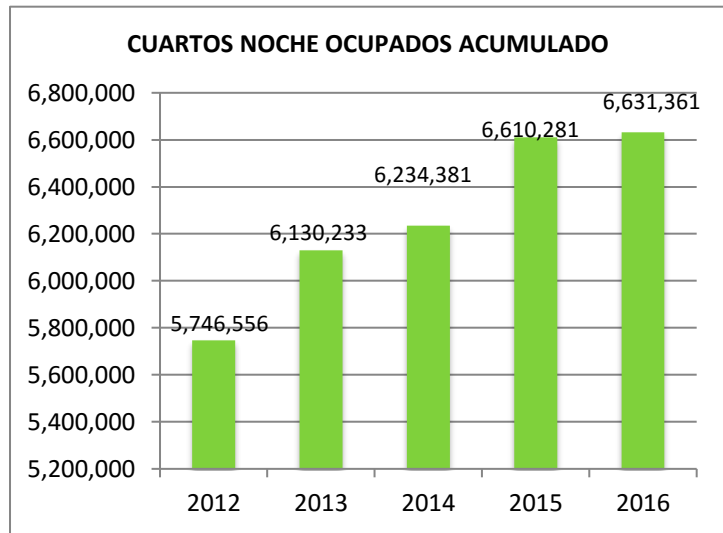


TABLA DE OCUPACION HOTELERA AÑO 2016

MES	No. DE HOTELES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
			DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	405	43,672	1,335,562	1,098,764	82.27%	51,650	13.46%	332,168	86.54%	383,818	6.1
FEBRERO	405	43,668	1,263,765	1,060,606	83.92%	42,171	11.69%	318,460	88.31%	360,631	6.3
MARZO	405	43,668	1,346,399	1,134,371	84.25%	60,047	14.13%	364,865	85.87%	424,912	6.0
ABRIL	405	43,669	1,304,687	1,114,344	85.41%	64,158	16.06%	335,446	83.94%	399,604	6.0
MAYO	405	43,669	1,337,694	1,128,104	84.33%	84,579	19.78%	342,990	80.22%	427,569	5.6
JUNIO	405	43,669	1,304,052	1,095,172	83.98%	83,964	19.81%	339,923	80.19%	423,887	5.8
JULIO											
AGOSTO											
SEPTIEMBRE											
OCTUBRE											
NOVIEMBRE											
DICIEMBRE											

ACUMULADO ANUAL

ENE-FEB	405	43,668	2,599,327	2,159,370	83.07%	93,821	12.60%	650,628	87.40%	744,449	6.2
ENE-MAR	405	43,668	3,945,726	3,293,741	83.48%	153,868	13.16%	1,015,493	86.84%	1,169,361	6.1
ENE-ABR	405	43,669	5,250,413	4,408,085	83.96%	218,026	13.90%	1,350,939	86.10%	1,568,965	6.1
ENE-MAY	405	43,669	6,588,107	5,536,189	84.03%	302,605	15.16%	1,693,929	84.84%	1,996,534	6.0
ENE-JUN	405	43,669	7,892,159	6,631,361	84.02%	386,569	15.97%	2,033,852	84.03%	2,420,421	6.0
ENE-JUL											
ENE-AGO											
ENE-SEP											
ENE-OCT											
ENE-NOV											
ENE-DIC											

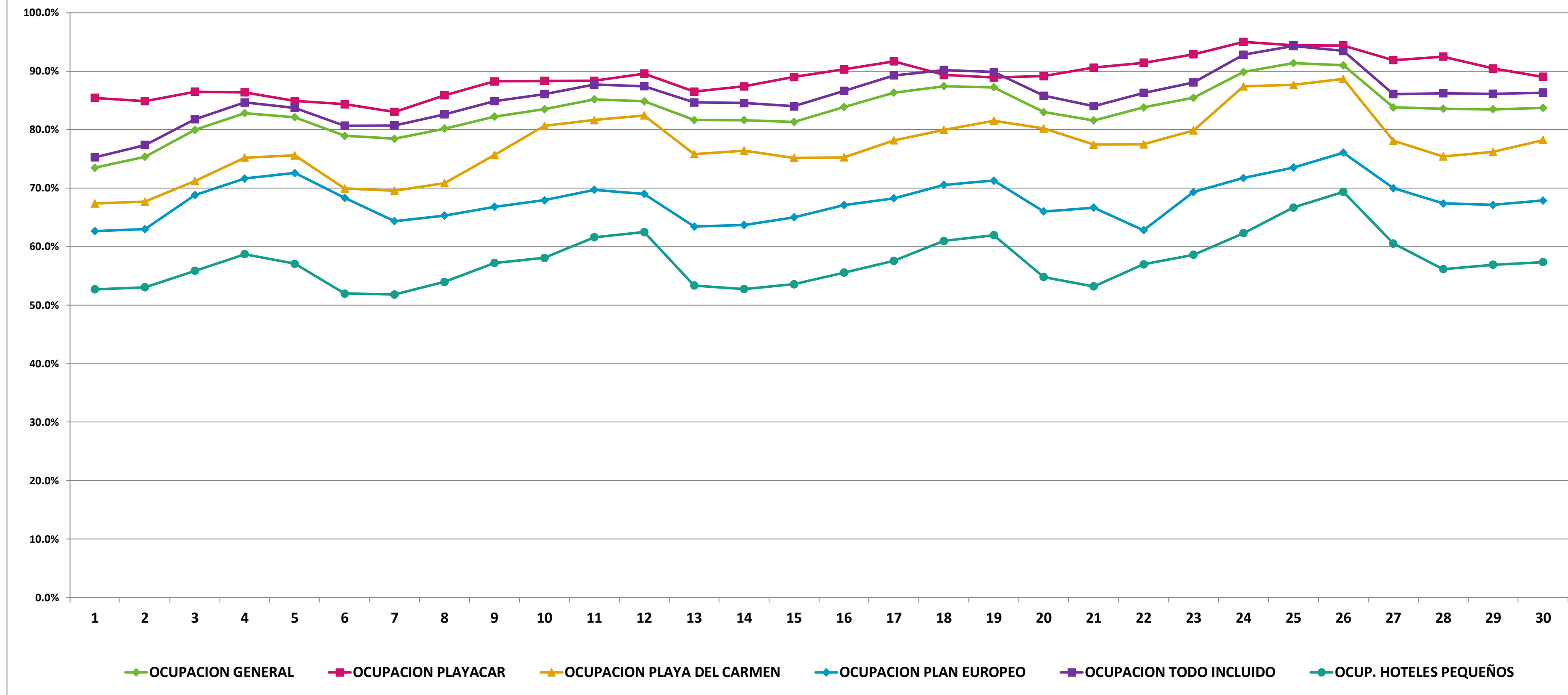
OCUPACIÓN HOTELERA DIARIA

JUNIO DE 2016

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	PROMEDIO
OCUPACION GENERAL	73.5%	75.4%	80.0%	82.8%	82.2%	79.0%	78.5%	80.2%	82.2%	83.5%	85.2%	84.9%	81.7%	81.6%	81.3%	83.9%	86.3%	87.4%	87.3%	83.0%	81.6%	83.8%	85.5%	89.9%	91.4%	91.0%	83.8%	83.6%	83.5%	83.8%	83.98%
OCUPACION PLAYACAR	85.4%	84.9%	86.5%	86.4%	84.9%	84.4%	83.0%	85.9%	88.3%	88.4%	88.4%	89.6%	86.5%	87.4%	89.0%	90.3%	91.7%	89.4%	88.9%	89.2%	90.6%	91.5%	92.9%	95.0%	94.4%	94.4%	91.9%	92.5%	90.5%	89.1%	89.04%
OCUPACION PLAYA DEL CARMEN	67.4%	67.7%	71.2%	75.2%	75.6%	69.9%	69.6%	70.9%	75.7%	80.7%	81.7%	82.4%	75.8%	76.4%	75.2%	75.3%	78.2%	80.0%	81.6%	80.2%	77.5%	77.5%	79.9%	87.4%	87.7%	88.7%	78.1%	75.4%	76.2%	78.2%	77.24%
OCUPACION PLAN EUROPEO	62.7%	63.0%	68.8%	71.7%	72.6%	68.4%	64.4%	65.3%	66.8%	67.9%	69.7%	69.0%	63.4%	63.7%	65.0%	67.1%	68.3%	70.6%	71.3%	66.0%	66.7%	62.8%	69.4%	71.8%	73.5%	76.1%	70.0%	67.4%	67.1%	67.9%	67.95%
OCUPACION TODO INCLUIDO	75.3%	77.4%	81.8%	84.7%	83.7%	80.7%	80.7%	82.6%	84.9%	86.1%	87.7%	87.5%	84.7%	84.6%	84.0%	86.6%	89.3%	90.2%	89.9%	85.8%	84.1%	86.3%	88.1%	92.8%	94.3%	93.5%	86.1%	86.2%	86.2%	86.4%	86.05%
OCUP. HOTELES PEQUEÑOS	52.7%	53.1%	55.9%	58.7%	57.1%	52.0%	51.8%	54.0%	57.2%	58.1%	61.6%	62.5%	53.4%	52.8%	53.6%	55.6%	57.6%	61.0%	62.0%	54.8%	53.2%	57.0%	58.6%	62.3%	66.7%	69.4%	60.5%	56.2%	56.9%	57.4%	57.45%

JUNIO 2016

OCUPACIÓN HOTELERA RIVIERA MAYA





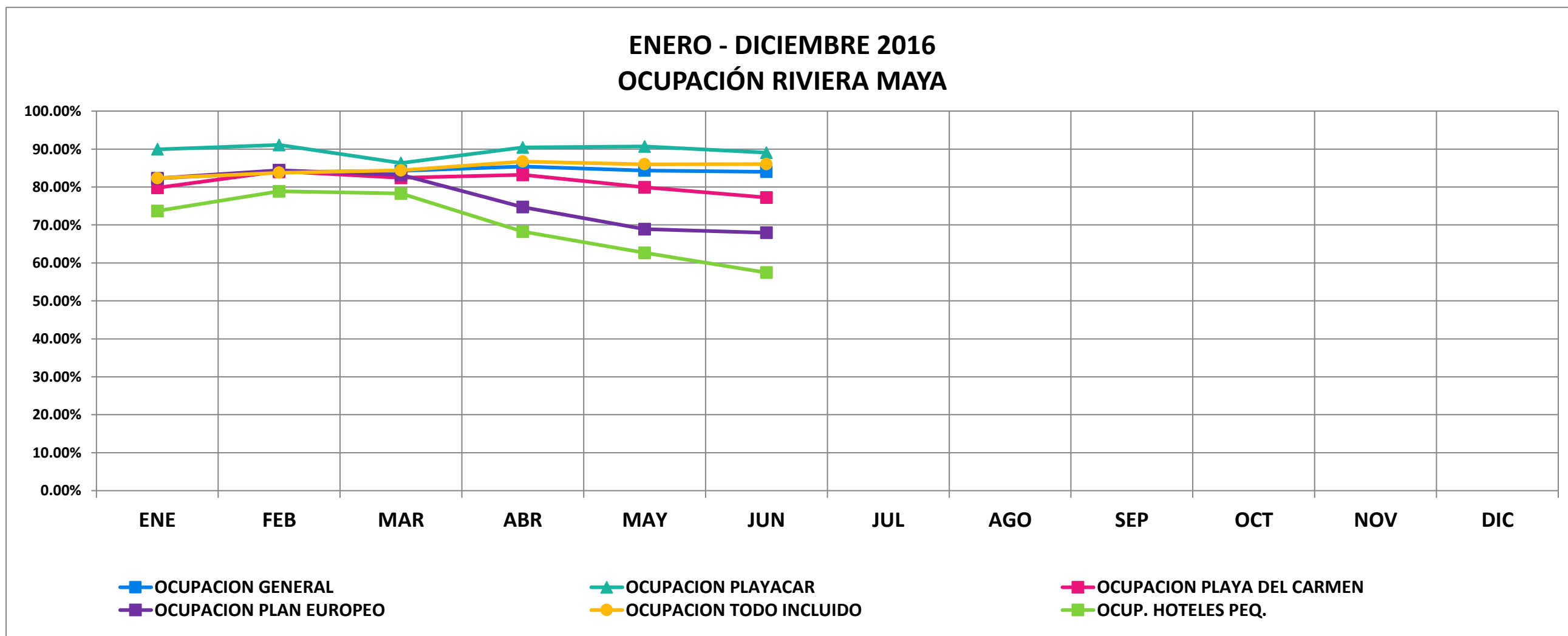
FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

DEPARTAMENTO DE ESTADÍSTICA

OCUPACIÓN HOTELERA MENSUAL

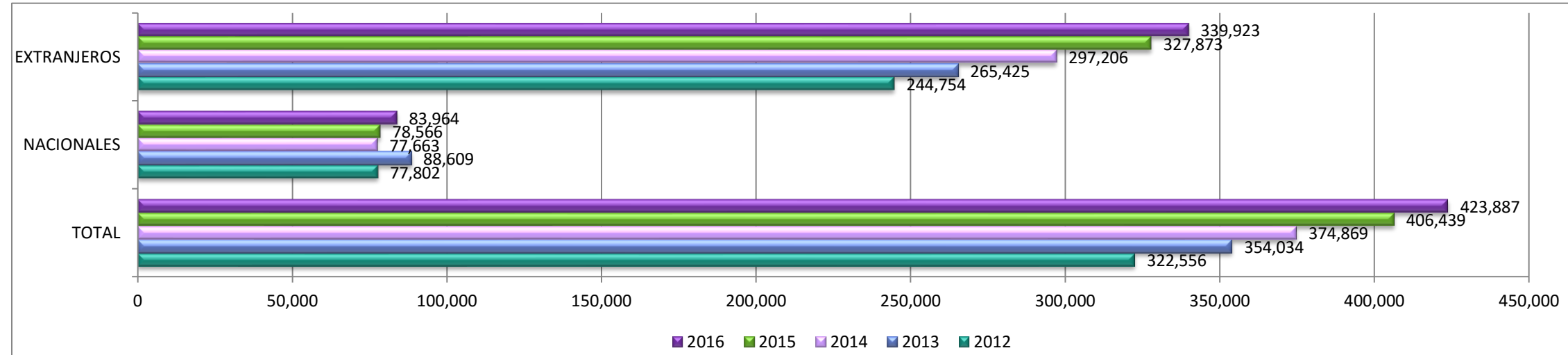
ENERO - DICIEMBRE 2016

MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
OCUPACION GENERAL	82.27%	83.92%	84.25%	85.41%	84.33%	83.98%							84.02%
OCUPACION PLAYACAR	89.94%	91.10%	86.32%	90.43%	90.69%	89.04%							89.59%
OCUPACION PLAYA DEL CARMEN	79.78%	84.15%	82.42%	83.19%	79.93%	77.24%							81.12%
OCUPACION PLAN EUROPEO	82.29%	84.41%	83.23%	74.72%	68.92%	67.95%							76.92%
OCUPACION TODO INCLUIDO	82.35%	83.77%	84.37%	86.71%	85.99%	86.05%							84.87%
OCUP. HOTELES PEQ.	73.68%	78.88%	78.28%	68.23%	62.65%	57.45%							69.86%



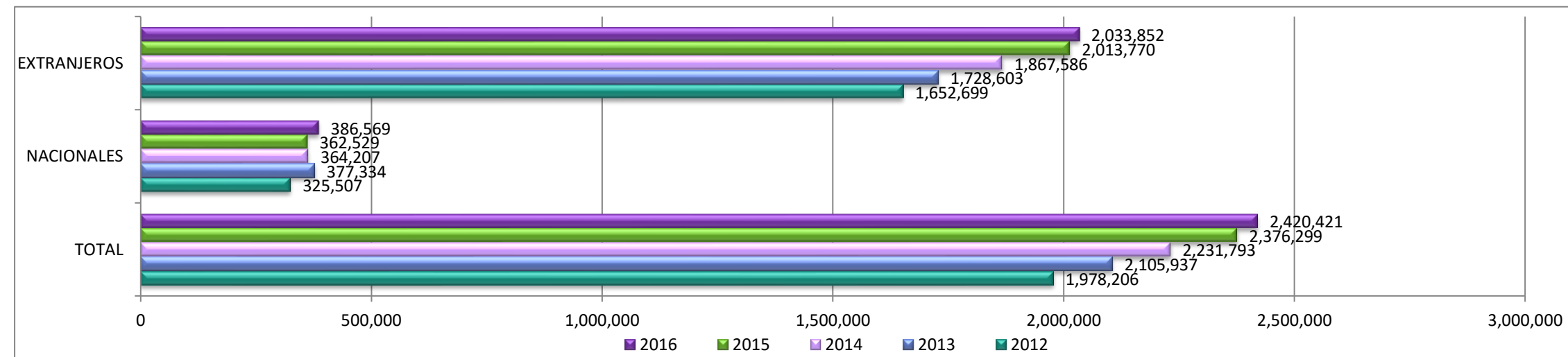
PROCEDENCIA DEL TURISMO JUNIO

AFLUENCIA DEL TURISMO	2012		2013		2014		2015		2016		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2016-12	2016-13	2016-14	2016-15
TOTAL	322,556	100.00%	354,034	100.00%	374,869	100.00%	406,439	100.00%	423,887	100.00%	31.42%	19.73%	13.08%	4.29%
NACIONALES	77,802	24.12%	88,609	25.03%	77,663	20.72%	78,566	19.33%	83,964	19.81%	7.92%	-5.24%	8.11%	6.87%
EXTRANJEROS	244,754	75.88%	265,425	74.97%	297,206	79.28%	327,873	80.67%	339,923	80.19%	38.88%	28.07%	14.37%	3.68%



E N E R O - J U N I O

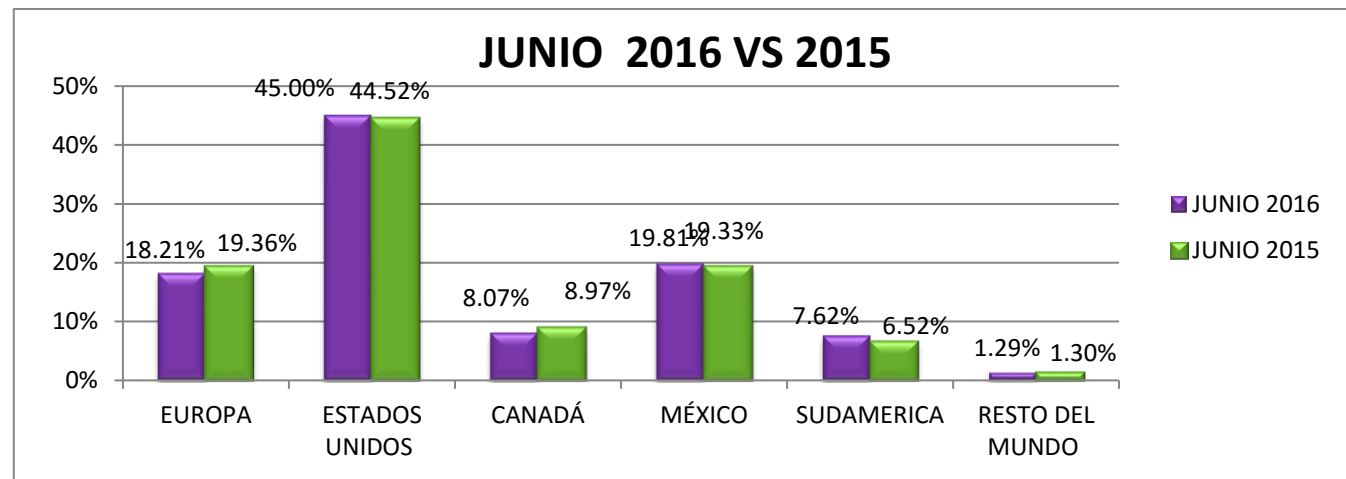
AFLUENCIA DEL TURISMO	2012		2013		2014		2015		2016		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2016-12	2016-13	2016-14	2016-15
TOTAL	1,978,206	100.00%	2,105,937	100.00%	2,231,793	100.00%	2,376,299	100.00%	2,420,421	100.00%	22.35%	14.93%	8.45%	1.86%
NACIONALES	325,507	16.45%	377,334	17.92%	364,207	16.32%	362,529	15.26%	386,569	15.97%	18.76%	2.45%	6.14%	6.63%
EXTRANJEROS	1,652,699	83.55%	1,728,603	82.08%	1,867,586	83.68%	2,013,770	84.74%	2,033,852	84.03%	23.06%	17.66%	8.90%	1.00%



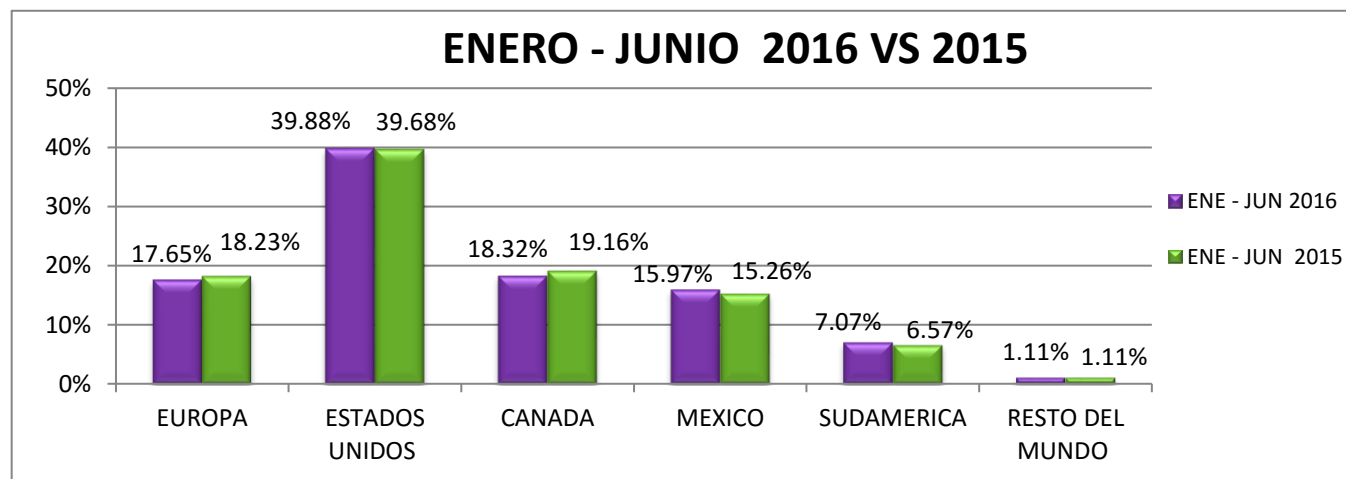
PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
JUNIO 2016

PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	34,217	8.07	Bahamas	10	0.00	Alemania	9,387	2.21
Estados Unidos	190,728	45.00	Bermudas	6	0.00	Austria	482	0.11
México	83,964	19.81	Cuba	95	0.02	Bélgica	1,151	0.27
SUMA	308,909	72.88	Curacao		0.00	Bulgaria	21	0.00
			Haiti	1	0.00	Dinamarca	31	0.01
			Jamaica	26	0.01	España	15,479	3.65
			Puerto Rico	156	0.04	Finlandia	30	0.01
			Rep. Dominicana	247	0.06	Francia	2,592	0.61
			Otros	45	0.01	Gran Bretaña	30,630	7.23
			SUMA	586	0.14	Grecia	13	0.00
2.- CENTRO AMERICA			5.-OCEANIA			Holanda		
Belice	41	0.01	Australia	642	0.15	Hungria	6	0.00
Costa Rica	130	0.03	Nueva Zelanda	55	0.01	Irlanda	602	0.14
El Salvador	41	0.01	SUMA	697	0.16	Islandia	3	0.00
Guatemala	214	0.05	6.- ASIA			Italia	6,770	1.60
Nicaragua	7	0.00	Arabia	35	0.01	Luxemburgo	9	0.00
Panamá	2,432	0.57	China	171	0.04	Mónaco		0.00
Otros	18	0.00	Corea	74	0.02	Noruega	123	0.03
SUMA	2,883	0.68	Filipinas	10	0.00	Polonia	171	0.04
			India	55	0.01	Portugal	2,345	0.55
			Israel	139	0.03	Rep. Checa	278	0.07
			Japón	129	0.03	Rumania	60	0.01
			Paquistán	7	0.00	Rusia	427	0.10
			Turquia	40	0.01	Slovenia	20	0.00
			Otros	295	0.07	Suecia	109	0.03
			SUMA	955	0.23	Suiza	333	0.08
3.- SUDAMERICA			7.- AFRICA			GRAN TOTAL		
Argentina	15,917	3.76	Argelia	0	0.00		423,887	100.00
Bolivia	187	0.04	Egipto	1	0.00			
Brasil	1,443	0.34	Sudáfrica	17	0.00			
Chile	6,261	1.48	Otros	322	0.08			
Colombia	2,764	0.65	SUMA	340	0.08			
Ecuador	170	0.04						
Paraguay	96	0.02						
Perú	974	0.23						
Uruguay	3,668	0.87						
Venezuela	163	0.04						
Otros	669	0.16						
SUMA	32,312	7.62						

REGION	JUNIO 2015		JUNIO 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	78,682	19.36%	77,205	18.21%	-1.88%
ESTADOS UNIDOS	180,943	44.52%	190,728	45.00%	5.41%
CANADÁ	36,442	8.97%	34,217	8.07%	-6.11%
MÉXICO	78,566	19.33%	83,964	19.81%	6.87%
SUDAMERICA	26,506	6.52%	32,312	7.62%	21.90%
RESTO DEL MUNDO	5,300	1.30%	5,461	1.29%	3.04%
SUMAS	406,439	100.00%	423,887	100.00%	4.29%



REGION	ENE - JUN 2015		ENE - JUN 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	433,124	18.23%	427,238	17.65%	-1.36%
ESTADOS UNIDOS	942,944	39.68%	965,174	39.88%	2.36%
CANADA	455,406	19.16%	443,434	18.32%	-2.63%
MEXICO	362,529	15.26%	386,569	15.97%	6.63%
SUDAMERICA	156,016	6.57%	171,159	7.07%	9.71%
RESTO DEL MUNDO	26,280	1.11%	26,847	1.11%	2.16%
SUMAS	2,376,299	100.00%	2,420,421	100.00%	1.86%



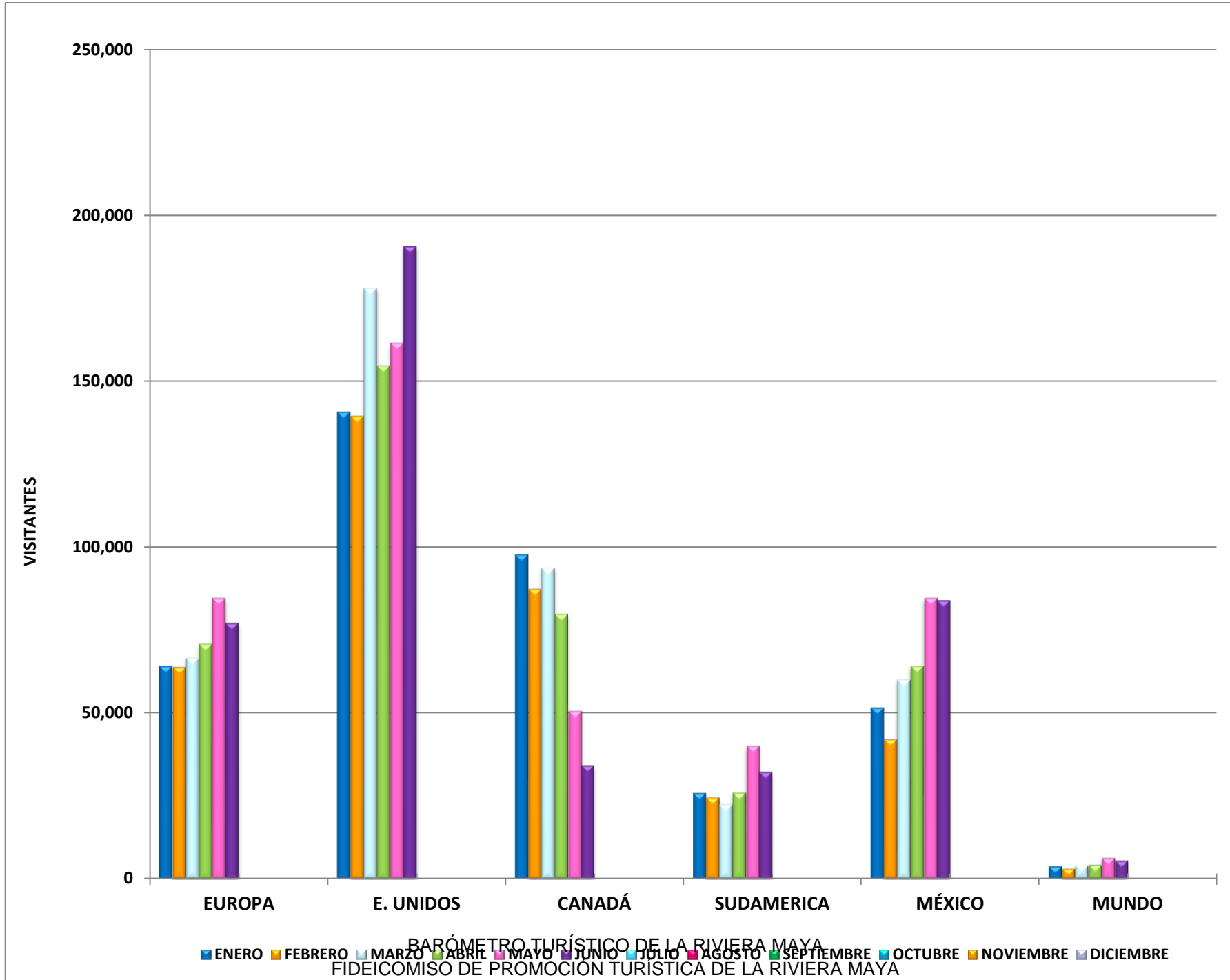
**PROCEDENCIA DEL TURISMO POR REGIONES
AÑO 2016**

MES	EUROPA		E. UNIDOS		CANADÁ		SUDAMERICA		MÉXICO		MUNDO		TOTAL	
	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%
ENERO	64,149	16.7	140,662	36.6	97,731	25.5	25,885	6.7	51,650	13.5	3,741	1.0	383,818	100.0
FEBRERO	63,893	17.7	139,554	38.7	87,426	24.2	24,495	6.8	42,171	11.7	3,092	0.9	360,631	100.0
MARZO	66,557	15.7	178,058	41.9	93,759	22.1	22,443	5.3	60,047	14.1	4,048	1.0	424,912	100.0
ABRIL	70,847	17.7	154,676	38.7	79,796	20.0	25,904	6.5	64,158	16.1	4,223	1.1	399,604	100.0
MAYO	84,587	19.8	161,496	37.8	50,505	11.8	40,120	9.4	84,579	19.8	6,282	1.5	427,569	100.0
JUNIO	77,205	18.2	190,728	45.0	34,217	8.1	32,312	7.6	83,964	19.8	5,461	1.3	423,887	100.0
JULIO														
AGOSTO														
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

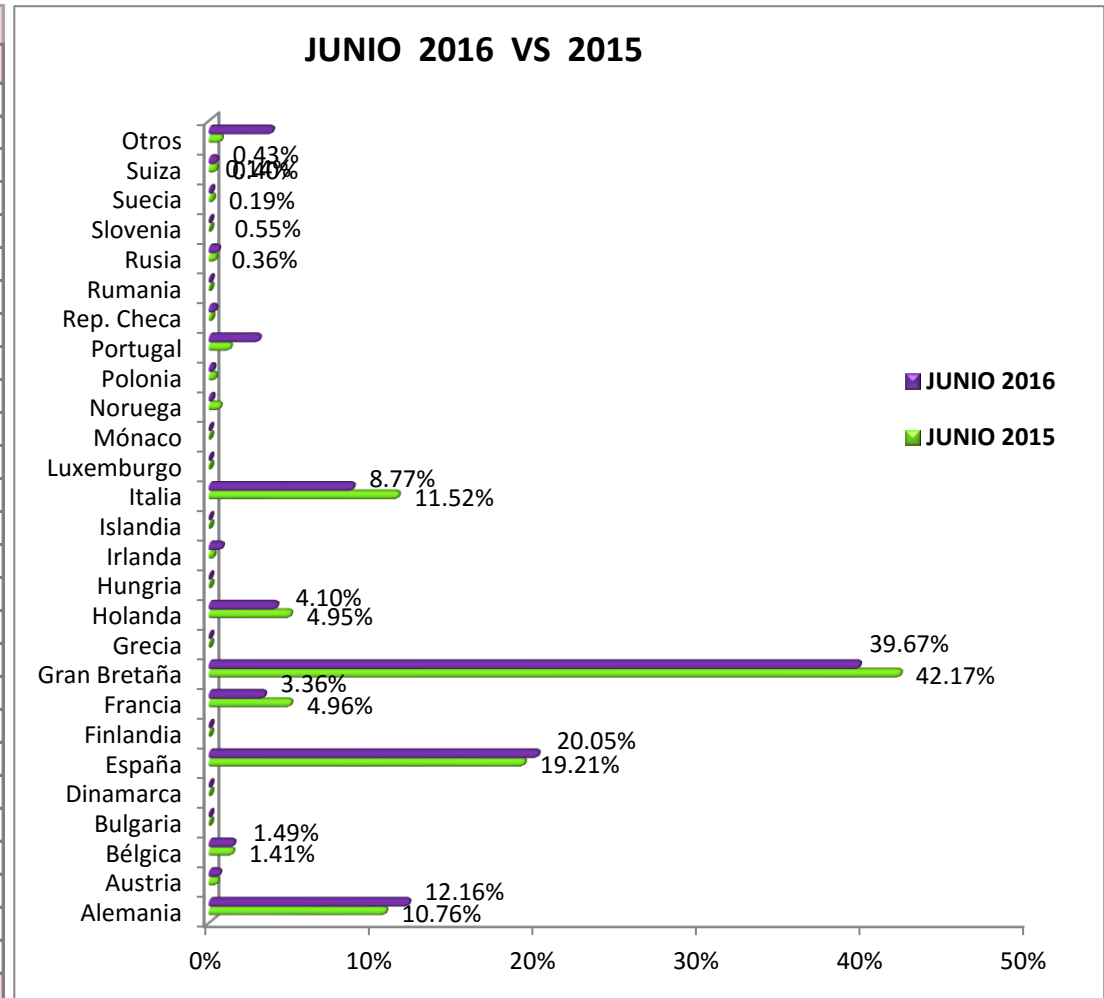
ENE-FEB	128,042	17.2	280,216	37.6	185,157	24.9	50,380	6.8	93,821	12.6	6,833	0.9	744,449	100.0
ENE-MAR	194,599	16.6	458,274	39.2	278,916	23.9	72,823	6.2	153,868	13.2	10,881	0.9	1,169,361	100.0
ENE-ABR	265,446	16.9	612,950	39.1	358,712	22.9	98,727	6.3	218,026	13.9	15,104	1.0	1,568,965	100.0
ENE-MAY	350,033	17.5	774,446	38.8	409,217	20.5	138,847	7.0	302,605	15.2	21,386	1.1	1,996,534	100.0
ENE-JUN	427,238	17.7	965,174	39.9	443,434	18.3	171,159	7.1	386,569	16.0	26,847	1.1	2,420,421	100.0
ENE-JUL														
ENE-AGO														
ENE-SEPT														
ENE-OCT														
ENE-NOV														
ENE-DIC														
ENE-DIC														

GRAFICA
PROCEDENCIA DEL TURISMO POR REGIONES
DESGLOSE MENSUAL 2016



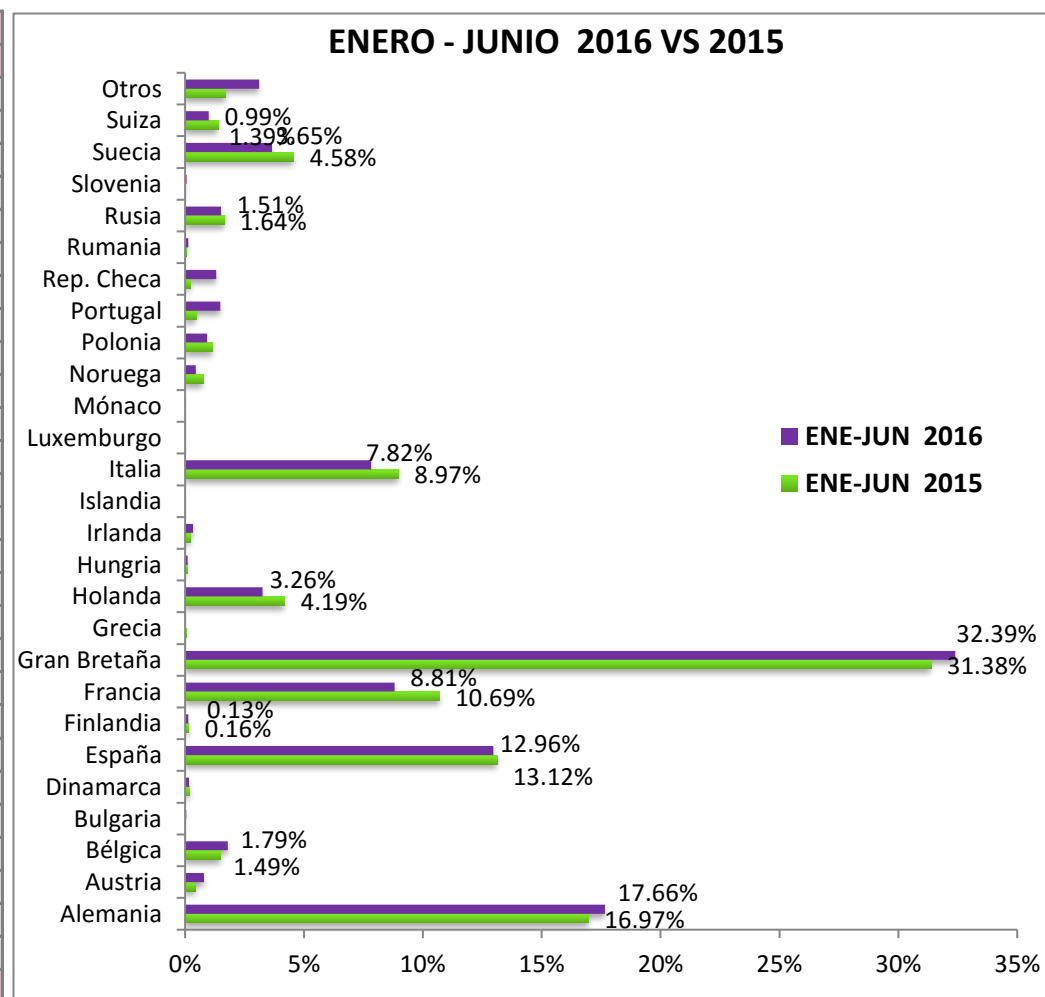
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO JUNIO 2016 VS 2015

PAIS	JUNIO 2015		JUNIO 2016	
	PAX	%	PAX	%
Alemania	8,464	10.76%	9,387	12.16%
Austria	379	0.48%	482	0.62%
Bélgica	1,113	1.41%	1,151	1.49%
Bulgaria	11	0.01%	21	0.03%
Dinamarca	22	0.03%	31	0.04%
España	15,115	19.21%	15,479	20.05%
Finlandia	12	0.02%	30	0.04%
Francia	3,904	4.96%	2,592	3.36%
Gran Bretaña	33,179	42.17%	30,630	39.67%
Grecia	11	0.01%	13	0.02%
Holanda	3,896	4.95%	3,167	4.10%
Hungría	29	0.04%	6	0.01%
Irlanda	186	0.24%	602	0.78%
Islandia	18	0.02%	3	0.00%
Italia	9,068	11.52%	6,770	8.77%
Luxemburgo	15	0.02%	9	0.01%
Mónaco	3	0.00%	0	0.00%
Noruega	510	0.65%	123	0.16%
Polonia	268	0.34%	171	0.22%
Portugal	996	1.27%	2,345	3.04%
Rep. Checa	116	0.15%	278	0.36%
Rumania	30	0.04%	60	0.08%
Rusia	285	0.36%	427	0.55%
Slovenia	21	0.03%	20	0.03%
Suecia	153	0.19%	109	0.14%
Suiza	311	0.40%	333	0.43%
Otros	567	0.72%	2,966	3.84%
SUMA	78,682	100.00%	77,205	100.00%



DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO ENERO - JUNIO 2016 VS 2015

PAIS	ENE-JUN 2015		ENE-JUN 2016	
	PAX	%	PAX	%
Alemania	73,493	16.97%	75,432	17.66%
Austria	1,966	0.45%	3,381	0.79%
Bélgica	6,462	1.49%	7,649	1.79%
Bulgaria	115	0.03%	183	0.04%
Dinamarca	831	0.19%	712	0.17%
España	56,823	13.12%	55,365	12.96%
Finlandia	678	0.16%	561	0.13%
Francia	46,312	10.69%	37,638	8.81%
Gran Bretaña	135,894	31.38%	138,386	32.39%
Grecia	185	0.04%	170	0.04%
Holanda	18,162	4.19%	13,931	3.26%
Hungría	389	0.09%	435	0.10%
Irlanda	973	0.22%	1,422	0.33%
Islandia	77	0.02%	79	0.02%
Italia	38,872	8.97%	33,424	7.82%
Luxemburgo	109	0.03%	163	0.04%
Mónaco	23	0.01%	1	0.00%
Noruega	3,308	0.76%	1,934	0.45%
Polonia	4,942	1.14%	3,958	0.93%
Portugal	2,001	0.46%	6,342	1.48%
Rep. Checa	900	0.21%	5,595	1.31%
Rumania	221	0.05%	560	0.13%
Rusia	7,113	1.64%	6,471	1.51%
Slovenia	110	0.03%	281	0.07%
Suecia	19,817	4.58%	15,600	3.65%
Suiza	6,021	1.39%	4,243	0.99%
Otros	7,327	1.69%	13,322	3.12%
SUMA	433,124	100.00%	427,238	100.00%



DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO PRIMER SEMESTRE 2016

PAIS	ENE 2016		FEB 2016		MAR 2016		ABR 2016		MAY 2016		JUN 2016		Acumulado	
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%
Alemania	11,466	17.87%	11,846	18.54%	13,503	20.29%	14,885	21.01%	14,345	16.96%	9,387	12.16%	66,045	18.87%
Austria	546	0.85%	454	0.71%	481	0.72%	533	0.75%	885	1.05%	482	0.62%	2,899	0.83%
Bélgica	1,160	1.81%	1,167	1.83%	1,079	1.62%	1,561	2.20%	1,531	1.81%	1,151	1.49%	6,498	1.86%
Bulgaria	58	0.09%	19	0.03%	42	0.06%	18	0.03%	25	0.03%	21	0.03%	162	0.05%
Dinamarca	217	0.34%	202	0.32%	178	0.27%	45	0.06%	39	0.05%	31	0.04%	681	0.19%
España	5,683	8.86%	5,612	8.78%	6,898	10.36%	7,524	10.62%	14,169	16.75%	15,479	20.05%	39,886	11.39%
Finlandia	126	0.20%	218	0.34%	125	0.19%	26	0.04%	36	0.04%	30	0.04%	531	0.15%
Francia	6,893	10.75%	8,716	13.64%	6,645	9.98%	7,518	10.61%	5,274	6.24%	2,592	3.36%	35,046	10.01%
Gran Bretaña	15,042	23.45%	17,133	26.82%	18,303	27.50%	24,248	34.23%	33,030	39.05%	30,630	39.67%	107,756	30.78%
Grecia	31	0.05%	76	0.12%	8	0.01%	14	0.02%	28	0.03%	13	0.02%	157	0.04%
Holanda	1,688	2.63%	1,745	2.73%	1,707	2.56%	2,321	3.28%	3,303	3.90%	3,167	4.10%	10,764	3.08%
Hungría	190	0.30%	127	0.20%	55	0.08%	18	0.03%	39	0.05%	6	0.01%	429	0.12%
Irlanda	206	0.32%	102	0.16%	151	0.23%	136	0.19%	225	0.27%	602	0.78%	820	0.23%
Islandia	7	0.01%	0	0.00%	8	0.01%	30	0.04%	31	0.04%	3	0.00%	76	0.02%
Italia	6,854	10.68%	4,979	7.79%	4,738	7.12%	4,864	6.87%	5,219	6.17%	6,770	8.77%	26,654	7.61%
Luxemburgo	58	0.09%	25	0.04%	28	0.04%	28	0.04%	15	0.02%	9	0.01%	154	0.04%
Mónaco	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.00%
Noruega	521	0.81%	519	0.81%	454	0.68%	169	0.24%	148	0.17%	123	0.16%	1,811	0.52%
Polonia	1,458	2.27%	1,028	1.61%	845	1.27%	279	0.39%	177	0.21%	171	0.22%	3,787	1.08%
Portugal	306	0.48%	413	0.65%	847	1.27%	781	1.10%	1,650	1.95%	2,345	3.04%	3,997	1.14%
Rep. Checa	1,532	2.39%	1,338	2.09%	1,636	2.46%	520	0.73%	291	0.34%	278	0.36%	5,317	1.52%
Rumania	113	0.18%	95	0.15%	147	0.22%	84	0.12%	61	0.07%	60	0.08%	500	0.14%
Rusia	2,037	3.18%	823	1.29%	906	1.36%	1,629	2.30%	649	0.77%	427	0.55%	6,044	1.73%
Slovenia	45	0.07%	60	0.09%	126	0.19%	24	0.03%	6	0.01%	20	0.03%	261	0.07%
Suecia	5,697	8.88%	4,758	7.45%	4,663	7.01%	272	0.38%	101	0.12%	109	0.14%	15,491	4.43%
Suiza	801	1.25%	841	1.32%	879	1.32%	798	1.13%	591	0.70%	333	0.43%	3,910	1.12%
Otros	1,413	2.20%	1,597	2.50%	2,105	3.16%	2,522	3.56%	2,719	3.21%	2,966	3.84%	10,356	2.96%
SUMA	64,149	100.00%	63,893	100.00%	66,557	100.00%	70,847	100.00%	84,587	100.00%	77,205	100.00%	350,034	100.00%

PRINCIPALES MERCADOS
PARA LA RIVIERA MAYA
PRIMER SEMESTRE AÑO 2016

PAIS	ENE 2016		FEB 2016		MAR 2016		ABR 2016		MAY 2016		JUN 2016		Acumulado		Posición 2015	Posición 2016
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	140,662	36.65%	139,554	38.70%	178,058	41.90%	154,676	38.71%	161,496	37.77%	190,728	45.00%	965,174	39.88%	1	1
2 Canadá	97,731	25.46%	87,426	24.24%	93,759	22.07%	79,796	19.97%	50,505	11.81%	34,217	8.07%	443,434	18.32%	2	2
3 México	51,650	13.46%	42,171	11.69%	60,047	14.13%	64,158	16.06%	84,579	19.78%	83,964	19.81%	386,569	15.97%	3	3
4 Alemania	11,466	2.99%	11,846	3.28%	13,503	3.18%	14,885	3.72%	14,345	3.36%	9,387	2.21%	75,432	3.12%	6	6
5 Bélgica	1,160	0.30%	1,167	0.32%	1,079	0.25%	533	0.13%	1,531	0.36%	1,151	0.27%	6,621	0.27%	16	15
6 España	5,683	1.48%	5,612	1.56%	6,898	1.62%	7,524	1.88%	14,169	3.31%	15,479	3.65%	55,365	2.29%	7	7
7 Francia	6,893	1.80%	8,716	2.42%	6,645	1.56%	7,518	1.88%	5,274	1.23%	2,592	0.61%	37,638	1.56%	8	8
8 Gran Bretaña	15,042	3.92%	17,133	4.75%	18,303	4.31%	24,248	6.07%	33,030	7.73%	30,630	7.23%	138,386	5.72%	4	4
9 Holanda	1,688	0.44%	1,745	0.48%	1,707	0.40%	2,321	0.58%	3,303	0.77%	3,167	0.75%	13,931	0.58%	11	12
10 Italia	6,854	1.79%	4,979	1.38%	4,738	1.12%	4,864	1.22%	5,219	1.22%	6,770	1.60%	33,424	1.38%	9	9
11 Rusia	2,037	0.53%	823	0.23%	906	0.21%	1,629	0.41%	649	0.15%	427	0.10%	6,471	0.27%	15	16
12 Suecia	5,697	1.48%	4,758	1.32%	4,663	1.10%	272	0.07%	101	0.02%	109	0.03%	15,600	0.64%	14	11
13 Suiza	801	0.21%	841	0.23%	879	0.21%	798	0.20%	591	0.14%	333	0.08%	4,243	0.18%	17	17
14 Argentina	15,302	3.99%	13,596	3.77%	12,402	2.92%	16,083	4.02%	21,732	5.08%	15,917	3.76%	95,032	3.93%	5	5
15 Brasil	1,480	0.39%	815	0.23%	723	0.17%	1,159	0.29%	1,528	0.36%	1,443	0.34%	7,148	0.30%	12	14
16 Chile	3,650	0.95%	5,769	1.60%	2,276	0.54%	3,379	0.85%	7,079	1.66%	6,261	1.48%	28,414	1.17%	10	10
17 Colombia	1,654	0.43%	508	0.14%	2,037	0.48%	691	0.17%	1,774	0.41%	2,764	0.65%	9,428	0.39%	13	13

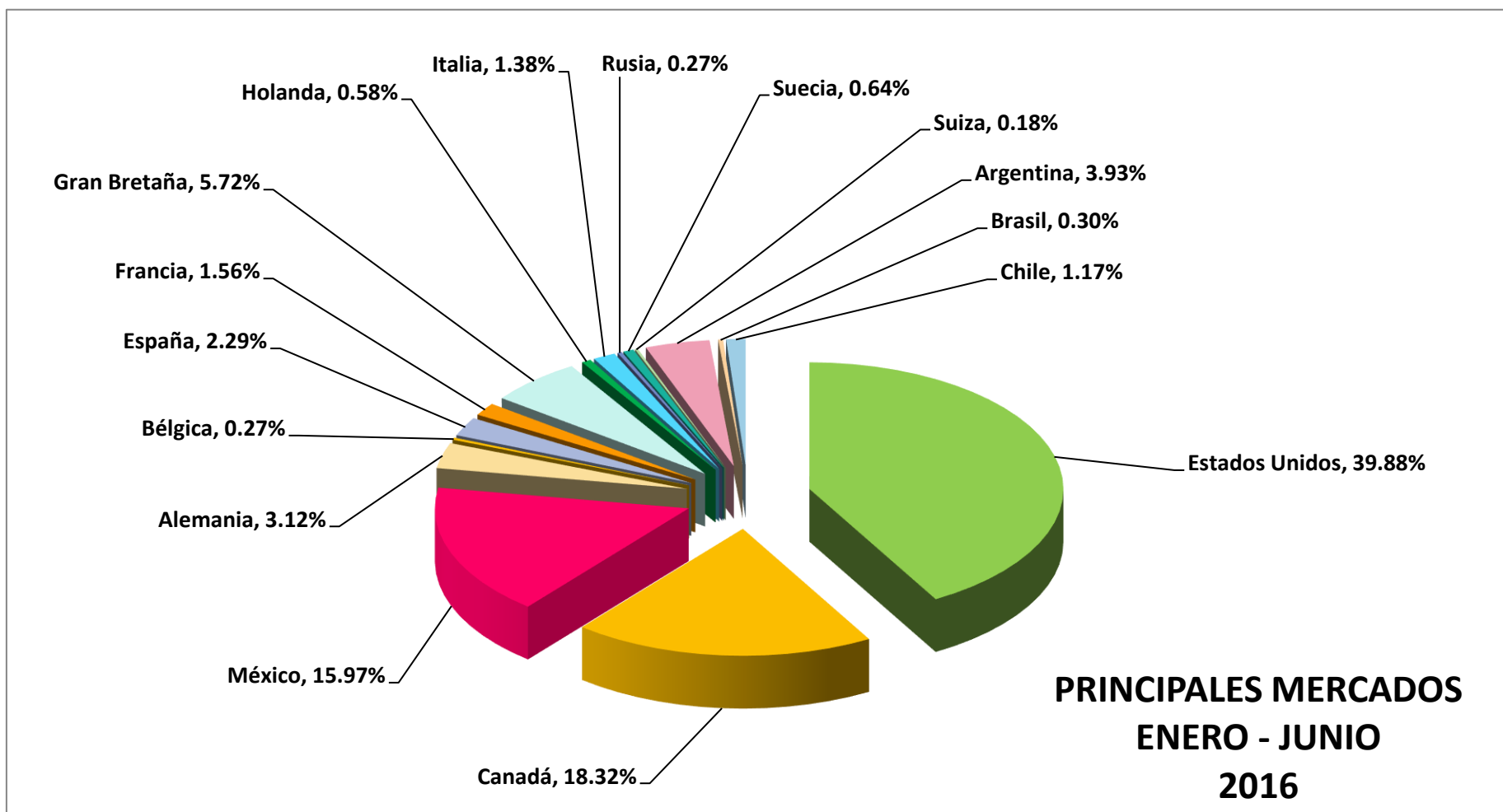
AFLUENCIA	383,818	96.26%	360,631	96.35%	424,912	96.17%	399,604	96.23%	427,569	94.75%	423,887	93.50%	2,420,421	95.95%
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Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

PRINCIPALES MERCADOS

ENERO - JUNIO

2016



Nota: Los principales mercados para Riviera Maya de Enero-Marzo representan el 94.75% del total de turistas que visitaron el destino.

PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRODUCCIÓN CUARTOS NOCHE
PRIMER SEMESTRE AÑO 2016

PAÍS	ENE 2016		FEB 2016		MAR 2016		ABR 2016		MAY 2016		JUN 2016		Acumulado Ene-Abr	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%

NORTE AMERICA

CANADÁ	318,033	30.9%	260,821	27.4%	259,791	25.5%	237,061	23.8%	152,988	14.8%	94,097	9.6%	1,322,791	22.0%
ESTADOS UNIDOS	319,420	31.0%	316,322	33.2%	384,309	37.8%	341,576	34.2%	373,460	36.1%	397,350	40.7%	2,132,437	35.5%
MÉXICO	92,755	9.0%	84,518	8.9%	103,081	10.1%	102,653	10.3%	127,926	12.4%	131,893	13.5%	642,826	10.7%
SUMA	730,208	70.9%	661,661	69.5%	747,181	73.5%	681,290	68.3%	654,374	63.2%	623,340	63.9%	4,098,054	68.2%

EUROPA

ALEMANIA	46,341	4.5%	45,064	4.7%	55,137	5.4%	57,555	5.8%	60,428	5.8%	35,201	3.6%	299,726	5.0%
BÉLGICA	3,364	0.3%	3,584	0.4%	3,264	0.3%	6,407	0.6%	6,067	0.6%	4,359	0.4%	27,045	0.5%
ESPAÑA	18,707	1.8%	15,246	1.6%	18,280	1.8%	20,534	2.1%	36,603	3.5%	40,632	4.2%	150,002	2.5%
FRANCIA	21,541	2.1%	28,654	3.0%	23,341	2.3%	23,306	2.3%	18,613	1.8%	8,867	0.9%	124,322	2.1%
GRAN BRETAÑA	74,145	7.2%	84,237	8.8%	73,288	7.2%	114,269	11.4%	150,699	14.6%	154,299	15.8%	650,937	10.8%
HOLANDA	6,175	0.6%	6,944	0.7%	5,868	0.6%	8,462	0.8%	6,881	0.7%	12,101	1.2%	46,431	0.8%
ITALIA	23,646	2.3%	16,016	1.7%	15,063	1.5%	14,896	1.5%	5,632	0.5%	19,238	2.0%	94,491	1.6%
RUSIA	7,647	0.7%	3,069	0.3%	2,956	0.3%	5,152	0.5%	2,953	0.3%	1,322	0.1%	23,099	0.4%
SUECIA	25,898	2.5%	22,739	2.4%	22,285	2.2%	2,405	0.2%	452	0.0%	194	0.0%	73,973	1.2%
SUIZA	3,284	0.3%	3,532	0.4%	2,996	0.3%	3,112	0.3%	2,615	0.3%	1,344	0.1%	16,883	0.3%
SUMA	230,748	22.4%	229,085	24.1%	222,478	21.9%	256,098	25.7%	290,943	28.1%	277,557	28.5%	1,506,909	24.8%

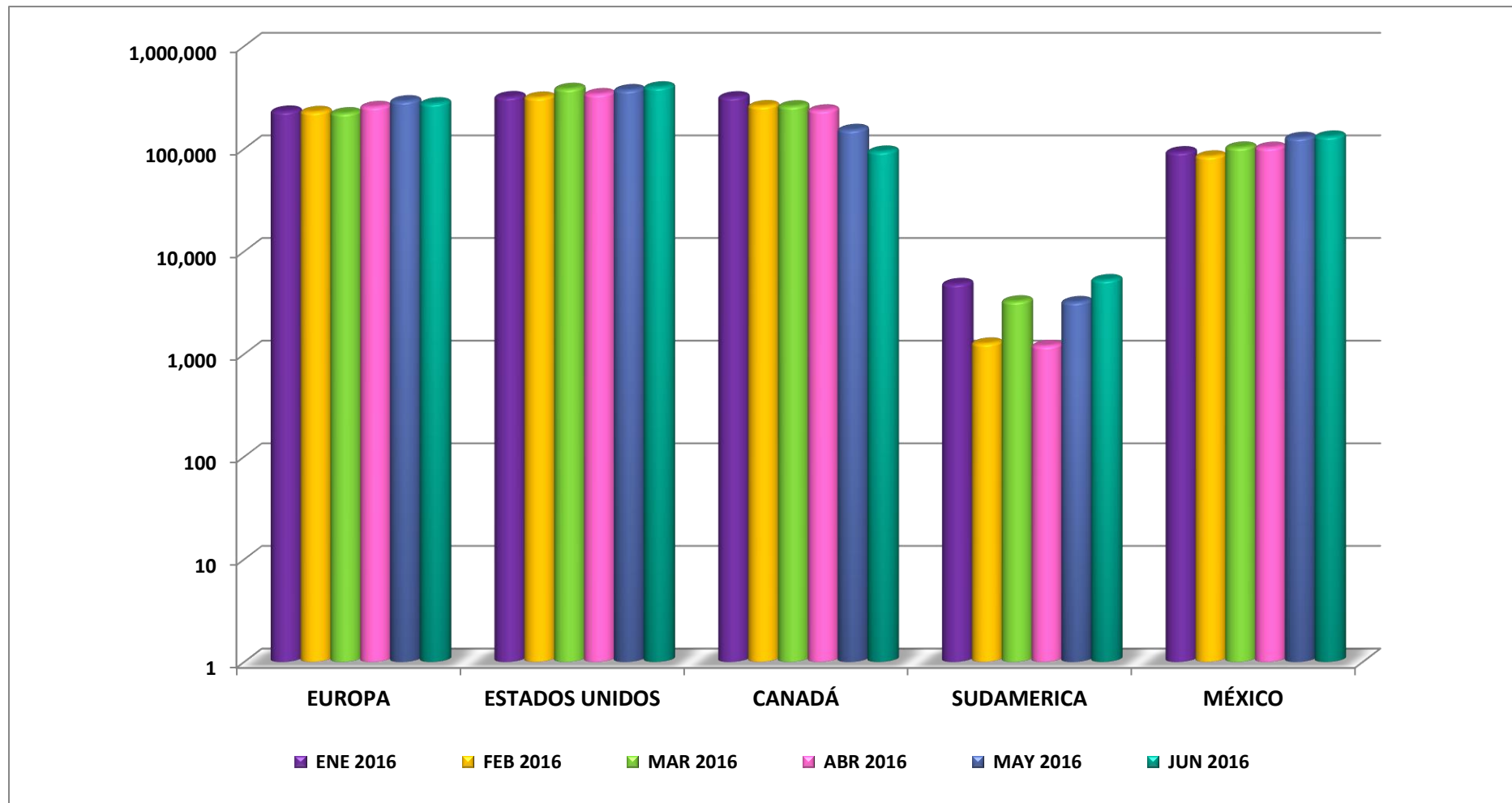
SUDAMERICA

ARGENTINA	48,711	4.7%	40,958	4.3%	35,966	3.5%	48,182	4.8%	64,200	6.2%	48,414	5.0%	286,431	4.8%
BRASIL	4,317	0.4%	2,207	0.2%	1,464	0.1%	2,598	0.3%	3,292	0.3%	3,241	0.3%	17,119	0.3%
CHILE	10,646	1.0%	16,922	1.8%	6,667	0.7%	8,729	0.9%	18,966	1.8%	17,479	1.8%	79,409	1.3%
COLOMBIA	4,824	0.5%	1,270	0.1%	3,268	0.3%	1,201	0.1%	3,215	0.3%	5,263	0.5%	19,041	0.3%
SUMA	68,498	6.7%	61,357	6.4%	47,365	4.7%	60,710	6.1%	89,673	8.7%	74,397	7.6%	402,000	6.4%

TOTAL PRIN. MDOS.	1,029,454	100.00%	952,103	100.00%	1,017,024	100.00%	998,098	100.00%	1,034,990	100.00%	975,294	100.00%	6,006,963	99.40%
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TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.
		1,098,764	93.7%	1,060,606	89.8%	1,134,371	89.7%	1,114,344	89.6%	1,128,104	91.7%	1,095,172	88.8%	6,631,361

GRAFICA
PRODUCCIÓN CUARTOS NOCHE POR REGIONES
DESGLOSE MENSUAL 2016



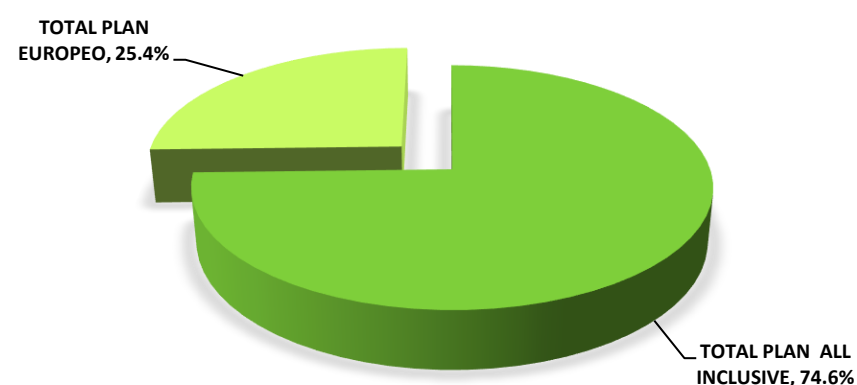
REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	36,442	8.97%	34,217	8.07%	-2,225	-6.11%
Estados Unidos	180,943	44.52%	190,728	45.00%	9,785	5.41%
México	78,566	19.33%	83,964	19.81%	5,398	6.87%
SUMA	295,951	72.82%	308,909	72.88%	12,958	4.38%
SUDAMERICA						
Argentina	13,477	3.32%	15,917	3.76%	2,440	18.10%
Bolivia	119	0.03%	187	0.04%	68	57.14%
Brasil	1,243	0.31%	1,443	0.34%	200	16.09%
Chile	3,415	0.84%	6,261	1.48%	2,846	83.34%
Colombia	3,922	0.96%	2,764	0.65%	-1,158	-29.53%
Ecuador	157	0.04%	170	0.04%	13	8.28%
Paraguay	183	0.05%	96	0.02%	-87	-47.54%
Peru	1,287	0.32%	974	0.23%	-313	-24.32%
Uruguay	1,891	0.47%	3,668	0.87%	1,777	93.97%
Venezuela	286	0.07%	163	0.04%	-123	-43.01%
Otros	526	0.13%	669	0.16%	143	27.19%
SUMA	26,506	6.52%	32,312	7.62%	5,806	21.90%
EUROPA						
Alemania	8,464	2.08%	9,387	2.21%	923	10.91%
Austria	379	0.09%	482	0.11%	103	27.18%
Bélgica	1,113	0.27%	1,151	0.27%	38	3.41%
Bulgaria	11	0.00%	21	0.00%	10	90.91%
Dinamarca	22	0.01%	31	0.01%	9	40.91%
España	15,115	3.72%	15,479	3.65%	364	2.41%
Finlandia	12	0.00%	30	0.01%	18	150.00%
Francia	3,904	0.96%	2,592	0.61%	-1,312	-33.61%
Gran Bretaña	33,179	8.16%	30,630	7.23%	-2,549	-7.68%
Grecia	11	0.00%	13	0.00%	2	18.18%
Holanda	3,896	0.96%	3,167	0.75%	-729	-18.71%
Hungría	29	0.01%	6	0.00%	-23	-79.31%
Irlanda	186	0.05%	602	0.14%	416	223.66%
Islandia	18	0.00%	3	0.00%	-15	-83.33%
Italia	9,068	2.23%	6,770	1.60%	-2,298	-25.34%
Luxemburgo	15	0.00%	9	0.00%	-6	-40.00%
Mónaco	3	0.00%	0	0.00%	-3	0.00%
Noruega	510	0.13%	123	0.03%	-387	-75.88%
Polonia	268	0.07%	171	0.04%	-97	-36.19%
Portugal	996	0.25%	2,345	0.55%	1,349	135.44%
Rep. Checa	116	0.03%	278	0.07%	162	139.66%
Rumania	30	0.01%	60	0.01%	30	100.00%
Rusia	285	0.07%	427	0.10%	142	49.82%
Slovenia	21	0.01%	20	0.00%	-1	-4.76%
Suecia	153	0.04%	109	0.03%	-44	-28.76%
Suiza	311	0.08%	333	0.08%	22	7.07%
Otros	567	0.14%	2,966	0.70%	2,399	423.10%
SUMA	78,682	19.36%	77,205	18.21%	-1,477	-1.88%
OTROS PAISES	5,300	1.30%	5,461	1.29%	161	3.04%
TOTAL	406,439	100.00%	423,887	100.00%	17,448	4.29%

REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	455,406	19.16%	443,434	18.32%	-11,972	-2.63%
Estados Unidos	942,944	39.68%	965,174	39.88%	22,230	2.36%
México	362,529	15.26%	386,569	15.97%	24,040	6.63%
SUMA	1,760,879	74.10%	1,795,177	74.17%	34,298	1.95%
SUDAMERICA						
Argentina	85,015	3.58%	95,032	3.93%	10,017	11.78%
Bolivia	252	0.01%	706	0.03%	454	180.16%
Brasil	13,364	0.56%	7,148	0.30%	-6,216	-46.51%
Chile	21,614	0.91%	28,414	1.17%	6,800	31.46%
Colombia	12,949	0.54%	9,428	0.39%	-3,521	-27.19%
Ecuador	935	0.04%	1,063	0.04%	128	13.69%
Paraguay	1,622	0.07%	1,477	0.06%	-145	-8.94%
Peru	8,208	0.35%	9,032	0.37%	824	10.04%
Uruguay	8,944	0.38%	14,560	0.60%	5,616	62.79%
Venezuela	2,027	0.09%	1,011	0.04%	-1,016	-50.12%
Otros	1,086	0.05%	3,288	0.14%	2,202	202.76%
SUMA	156,016	6.57%	171,159	7.07%	15,143	9.71%
EUROPA						
Alemania	73,493	3.09%	75,432	3.12%	1,939	2.64%
Austria	1,966	0.08%	3,381	0.14%	1,415	71.97%
Bélgica	6,462	0.27%	7,649	0.32%	1,187	18.37%
Bulgaria	115	0.00%	183	0.01%	68	59.13%
Dinamarca	831	0.03%	712	0.03%	-119	-14.32%
España	56,823	2.39%	55,365	2.29%	-1,458	-2.57%
Finlandia	678	0.03%	561	0.02%	-117	-17.26%
Francia	46,312	1.95%	37,638	1.56%	-8,674	-18.73%
Gran Bretaña	135,894	5.72%	138,386	5.72%	2,492	1.83%
Grecia	185	0.01%	170	0.01%	-15	-8.11%
Holanda	18,162	0.76%	13,931	0.58%	-4,231	-23.30%
Hungría	389	0.02%	435	0.02%	46	11.83%
Irlanda	973	0.04%	1,422	0.06%	449	46.15%
Islandia	77	0.00%	79	0.00%	2	2.60%
Italia	38,872	1.64%	33,424	1.38%	-5,448	-14.02%
Luxemburgo	109	0.00%	163	0.01%	54	49.54%
Mónaco	23	0.00%	1	0.00%	-22	-95.65%
Noruega	3,308	0.14%	1,934	0.08%	-1,374	-41.54%
Polonia	4,942	0.21%	3,958	0.16%	-984	-19.91%
Portugal	2,001	0.08%	6,342	0.26%	4,341	216.94%
Rep. Checa	900	0.04%	5,595	0.23%	4,695	521.67%
Rumania	221	0.01%	560	0.02%	339	153.39%
Rusia	7,113	0.30%	6,471	0.27%	-642	-9.03%
Slovenia	110	0.00%	281	0.01%	171	155.45%
Suecia	19,817	0.83%	15,600	0.64%	-4,217	-21.28%
Suiza	6,021	0.25%	4,243	0.18%	-1,778	-29.53%
Otros	7,327	0.31%	13,322	0.55%	5,995	81.82%
SUMA	433,124	18.23%	427,238	17.65%	-5,886	-1.36%
OTROS PAISES	26,280	1.11%	26,847	1.11%	567	2.16%
TOTAL	2,376,299	100.00%	2,420,421	100.00%	44,122	1.86%

HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMA BAY WELLNESS RESORTS	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 BELAIR COLLECTION XPUHA Riviera Maya	144	Gran Turismo
9 BLUE BAY GRAND ESMERALDA	979	Gran Turismo
10 BLUE DIAMOND Riviera Maya BY BLUEBAY	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 DORADO SEAIDE SUITES	377	Gran Turismo
16 DREAMS PUERTO AVENTURAS	305	Gran Turismo
17 DREAMS TULUM RESORT & SPA	432	5 estrellas
18 EL DORADO MAROMA	129	5 estrellas
19 EL DORADO ROYALE	680	Gran Turismo
20 GENERATIONS Riviera Maya	144	5 estrellas
21 GRAN BAHÍA PRÍNCIPE AKUMAL	758	5 estrellas
22 GRAN BAHÍA PRÍNCIPE COBA	1080	5 estrellas
23 GRAN BAHÍA PRÍNCIPE SIAN KA'AN	420	Gran Turismo
24 GRAN BAHÍA PRÍNCIPE TULUM	978	5 estrellas
25 GRAN PORTO REAL	287	5 estrellas
26 GRAND PALLADIUM RIVIERA RESORT & SPA	324	5 estrellas
27 GRAND PALLADIUM COLONIAL RESORT & SPA	414	5 estrellas
28 GRAND PALLADIUM KANTENAH RESORT & SPA	422	5 estrellas
29 GRAND PALLADIUM THE ROYAL SUITES YUCATAN	130	5 estrellas
30 GRAND PALLADIUM WHITE SAND RESORT & SPA	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 SLAM FLY FISHING LODGE	12	4 estrellas
35 GRAND VELAS	539	Especial
36 HACIENDA TRES RIOS	259	Gran Turismo
37 HARD ROCK Riviera Maya	1266	5 estrellas
38 HIDDEN BEACH RESORT	44	5 estrellas
39 IBEROSTAR GRAN PARAISO	310	Gran Turismo
40 IBEROSTAR PARAISO BEACH	424	5 estrellas
41 IBEROSTAR PARAISO DEL MAR	388	5 estrellas
42 IBEROSTAR PARAISO LINDO	446	5 estrellas
43 IBEROSTAR PARAISO MAYA	434	Gran Turismo
44 IBEROSTAR QUETZAL	350	5 estrellas
45 IBEROSTAR TUCAN	350	5 estrellas
46 KORE TULUM RETREAT WELLNESS RESORT.	94	5 estrellas
47 LAT 20 BY LIVE AQUA	60	4 estrellas
48 OASIS TULUM	310	5 estrellas
49 OCCIDENTAL ALLEGRO RESORT	286	5 estrellas
50 OCCIDENTAL GRAND XCARET	751	5 estrellas
51 OCCIDENTAL ROYAL HIDEAWAY & SPA	201	Gran Turismo
52 OCEAN BREEZE	98	Gran Turismo
53 OCEAN MAYA ROYALE	319	5 estrellas
54 PARADISUS Playa del Carmen LA ESMERALDA	510	5 estrellas
55 PARADISUS Playa del Carmen LA PERLA	394	5 estrellas
56 PAVO REAL BEACH RESORT	112	4 estrellas
57 PLATINUM YUCATAN PRINCESS	472	5 estrellas
58 PLAYACAR PALACE	201	5 estrellas
59 RIU LA LUPITA	300	5 estrellas
60 RIU PALACE MEXICO	434	Gran Turismo
61 RIU PALACE RIVIERA MAYA	460	Especial
62 RIU PLAYACAR	388	5 estrellas
63 RIU TEQUILA	664	5 estrellas
64 RIU YUCATAN	507	5 estrellas
65 SANDOS CARACOL ECO EXPERIENCE RESORT	956	5 estrellas
66 SANDOS PLAYACAR BEACH EXPERIENCE RESORT	819	5 estrellas
67 SECREST AKUMAL RIVIERA MAYA	434	5 estrellas
68 SECRETS CAPRI RIVIERA CANCUN	291	Gran Turismo
69 SECRETS MAROMA BEACH	412	5 estrellas
70 SENSIMAR SEASIDE SUITES & SPA	192	Gran Turismo
71 THE REEF COCO BEACH	196	5 estrellas
72 THE REEF PLAYACAR	196	4 estrellas
73 THE ROYAL PLAYA DEL CARMEN	513	Gran Turismo
74 VALENTIN IMPERIAL MAYA	540	5 estrellas
75 VIVA WYNDHAM AZTECA	335	5 estrellas
76 VIVA WYNDHAM MAYA	604	4 estrellas
SUMAS	32,574	

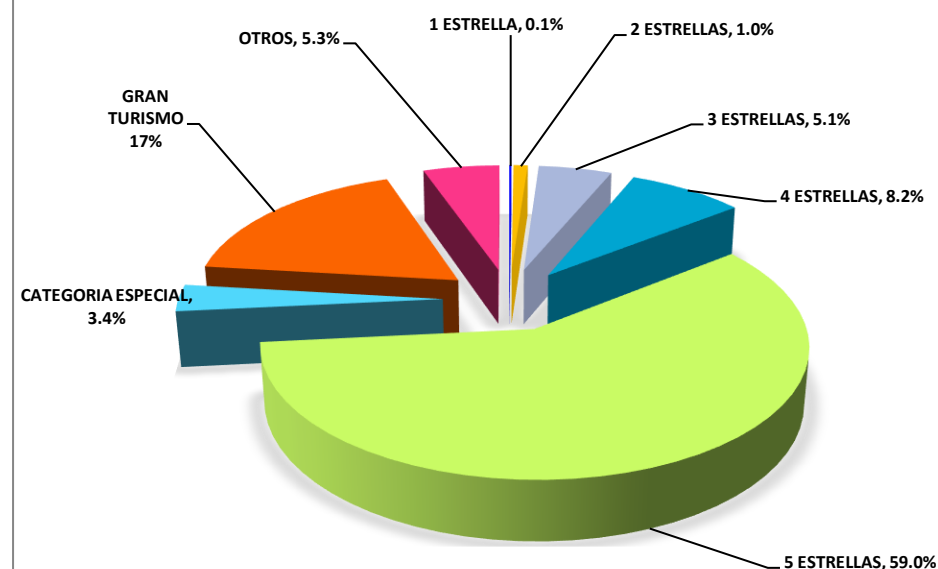
PLAN DE HOSPEDAJE	Cuartos	# HtIs.	%
TOTAL PLAN ALL INCLUSIVE	32,574	76	74.6%
TOTAL PLAN EUROPEO	11,095	329	25.4%
SUMAS	43,669	405	100.0%

DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE



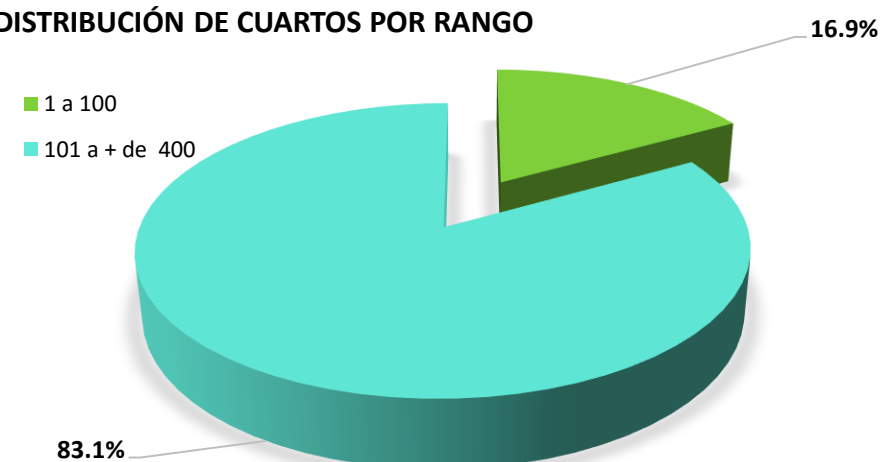
CATEGORIA	Cuartos	# HtIs.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	437	22	1.0%
3 ESTRELLAS	2,246	87	5.1%
4 ESTRELLAS	3,564	49	8.2%
5 ESTRELLAS	25,761	68	59.0%
CATEGORIA ESPECIAL	1,494	12	3.4%
GRAN TURISMO	7,769	22	17.8%
OTROS	2,334	143	5.3%
SUMAS	43,669	405	100.0%

DISTRIBUCIÓN DE CUARTOS POR CATEGORIA



RANGO	Cuartos	# HtIs.	%
1 a 100	7,373	318	16.9%
101 a + de 400	36,296	87	83.1%
SUMAS	43,669	405	100.0%

DISTRIBUCIÓN DE CUARTOS POR RANGO



INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE
EN LA RIVIERA MAYA POR LOCALIDAD
JUNIO 2016

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.2%	4,563	10.4%
COBA	2	0.5%	49	0.1%
KANTENAH	10	2.5%	3,127	7.2%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	170	42.0%	8,246	18.9%
PLAYA DEL SECRETO	1	0.2%	540	1.2%
PLAYA PARAISO	12	3.0%	3,857	8.8%
PLAYACAR	24	5.9%	6,769	15.5%
PUERTO AVENTURAS	14	3.5%	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	25.2%	2,173	5.0%
XCARET	1	0.2%	751	1.7%
XPU-HA	4	1.0%	469	1.1%
TOTAL	405	100.0%	43,669	100.0%

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

