



FIDEICOMISO DE PROMOCIÓN TURÍSTICA  
DE LA RIVIERA MAYA

## BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

JULIO 2016

El Barómetro Turístico de la Riviera Maya en su **Ducentésima vigésima tercera** edición correspondiente al mes de Julio del año 2016, fue elaborado con un muestreo de **35,707** 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:  
**Yanin Nuñez Franco**  
Gerente de Estadísticas  
Fideicomiso de Promoción Turística  
de la Riviera Maya.

BAROMETRO TURÍSTICO RIVIERA MAYA  
RESUMEN COMPARATIVO MENSUAL  
MES DE JULIO DE 2016



CONCEPTO	JULIO		VARIACIÓN	
	2015	2016	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	<b>42,565</b>	<b>43,669</b>	1,104	2.59%
CUARTOS NOCHE DISPONIBLES	1,290,295	1,344,851	54,556	4.23%
CUARTOS NOCHE OCUPADOS	1,150,528	1,194,266	43,738	3.80%
% DE OCUPACION	89.17%	<b>88.80%</b>	-0.36%	
<b>% DE OCUPACION TODO INCLUIDO</b>				
	<b>91.32%</b>	<b>90.33%</b>	-0.99%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	<b>5.9</b>	<b>5.8</b>	(0.09)	
TURISMO NACIONAL	3.4	4.3	0.85	
TURISMO INTERNACIONAL	6.6	6.3	(0.27)	
<b>TARIFA PROMEDIO (pesos)</b>				
	<b>\$ 3,645.13</b>	<b>\$ 4,272.92</b>	628	17.22%
<b>AFLUENCIA DEL TURISMO</b>				
	<b>2015</b>	<b>2016</b>		
TOTAL	<b>466,942</b>	<b>478,989</b>	12,047	2.58%
NACIONALES	103,934	102,271	-1,663	-1.60%
EXTRANJEROS	363,008	376,718	13,710	3.78%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN</b>				
	<b>2015</b>		<b>2016</b>	
EUROPA	87,348	24.06%	96,687	25.67%
ESTADOS UNIDOS	193,714	53.36%	189,986	50.43%
CANADÁ	42,339	11.66%	50,261	13.34%
SUDAMERICA	34,835	9.60%	33,541	8.90%
RESTO DEL MUNDO	4,772	1.31%	6,243	1.66%
	<b>363,008</b>	100.00%	<b>376,718</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	<b>2015</b>	<b>2016</b>		
TOTAL	<b>1,150,528</b>	<b>1,194,266</b>	43,738	3.80%
NACIONALES	147,240	181,105	33,865	23.00%
EXTRANJEROS	1,003,288	1,013,161	9,873	0.98%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	<b>2015</b>		<b>2016</b>	
EUROPA (Principales países)	343,864	34.3%	347,176	34.3%
ESTADOS UNIDOS	426,978	42.6%	397,387	39.2%
CANADÁ	119,961	12.0%	127,537	12.6%
SUDAMERICA (Principales países)	79,456	7.9%	77,660	7.7%
RESTO DEL MUNDO	33,029	3.29%	63,401	6.3%
	<b>1,003,288</b>	100.00%	<b>1,013,161</b>	100.00%

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

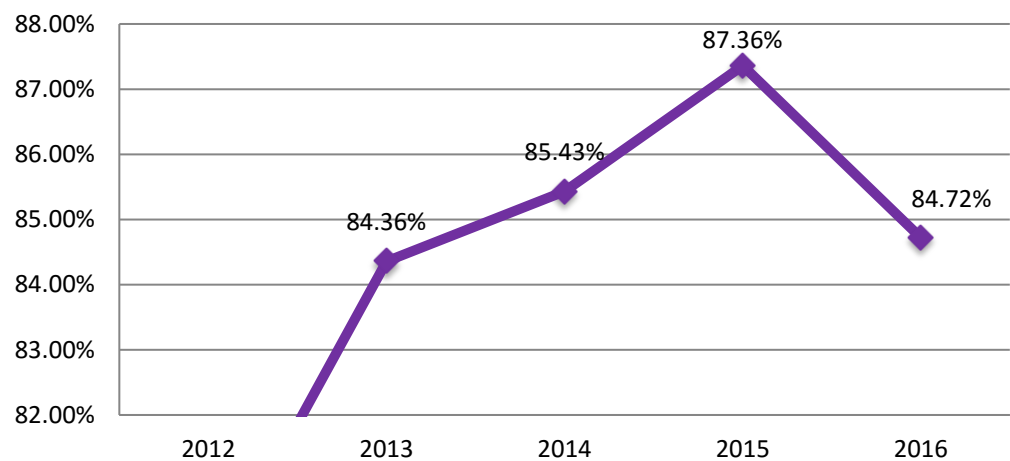


CONCEPTO	ENERO - JULIO		VARIACIÓN	
	2015	2016	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	42,565	43,669	1,104	2.59%
CUARTOS NOCHE DISPONIBLES	8,883,242	9,237,010	353,768	3.98%
CUARTOS NOCHE OCUPADOS	7,760,809	7,825,627	64,818	0.84%
% DE OCUPACION	87.36%	84.72%	-2.64%	
% DE OCUPACION TODO INCLUIDO	88.92%	85.65%	-3.27%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	6.0	6.0	(0.05)	
TURISMO NACIONAL	3.7	4.2	0.49	
TURISMO INTERNACIONAL	6.7	6.4	(0.31)	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 3,909.37</b>	<b>\$ 4,856.56</b>	947	24.23%
<b>AFLUENCIA DEL TURISMO</b>				
	<b>2015</b>	<b>2016</b>		
TOTAL	2,843,241	2,899,410	56,169	1.98%
NACIONALES	466,463	488,840	22,377	4.80%
EXTRANJEROS	2,376,778	2,410,570	33,792	1.42%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN</b>				
	<b>2015</b>		<b>2016</b>	
EUROPA	520,472	21.90%	523,925	21.73%
ESTADOS UNIDOS	1,136,658	47.82%	1,155,160	47.92%
CANADÁ	497,745	20.94%	493,695	20.48%
SUDAMERICA	190,851	8.03%	204,700	8.49%
RESTO DEL MUNDO	31,052	1.31%	33,090	1.37%
	<b>2,376,778</b>	100.00%	<b>2,410,570</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	<b>2015</b>	<b>2016</b>		
TOTAL	7,760,809	7,825,627	64,818	0.84%
NACIONALES	711,044	823,931	112,887	15.88%
EXTRANJEROS	7,049,765	7,001,696	-48,069	-0.68%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	<b>2015</b>		<b>2016</b>	
EUROPA (Principales países)	2,092,679	29.7%	1,854,085	26.5%
ESTADOS UNIDOS	2,618,696	37.1%	2,529,824	36.1%
CANADÁ	1,516,460	21.5%	1,450,328	20.7%
SUDAMERICA (Principales países)	499,153	7.1%	479,660	6.9%
RESTO DEL MUNDO	322,777	4.58%	687,799	9.8%
	<b>7,049,765</b>	100.00%	<b>7,001,696</b>	100.00%

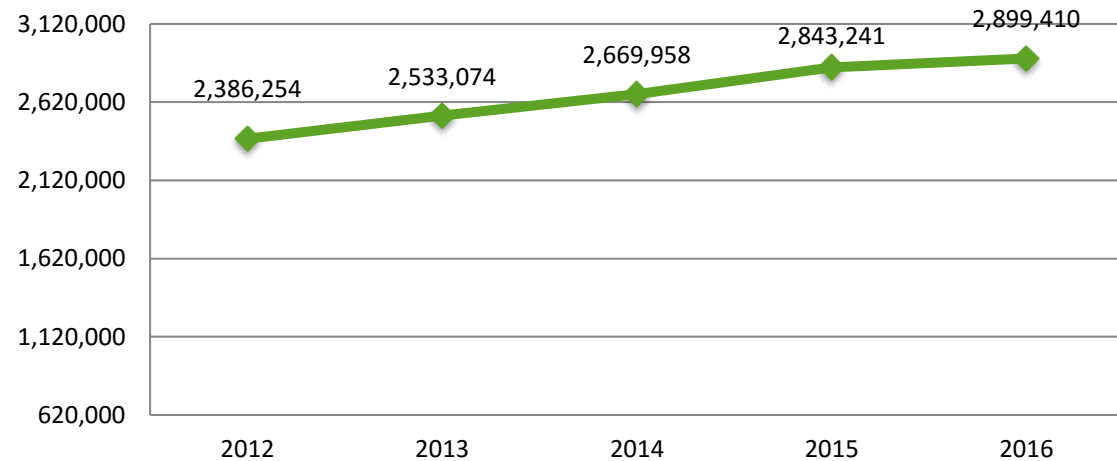
## COMPARATIVO OCUPACIÓN Y AFLUENCIA 2012-2016

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%	2.95%
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	81.67%	85.28%	88.73%	89.17%	88.80%	7.13%	3.52%	0.07%	-0.37%	408,048	427,137	438,165	466,942	478,989	17.39%	12.14%	9.32%	2.58%
AGO																		
SEPT																		
OCT																		
NOV																		
DIC																		
<b>Total</b>	<b>79.37%</b>	<b>84.36%</b>	<b>85.43%</b>	<b>87.36%</b>	<b>84.72%</b>	<b>5.35%</b>	<b>0.36%</b>	<b>-0.71%</b>	<b>-2.64%</b>	<b>2,386,254</b>	<b>2,533,074</b>	<b>2,669,958</b>	<b>2,843,241</b>	<b>2,899,410</b>	<b>21.50%</b>	<b>14.46%</b>	<b>8.59%</b>	<b>1.98%</b>

OCUPACIÓN GENERAL ACUMULADA

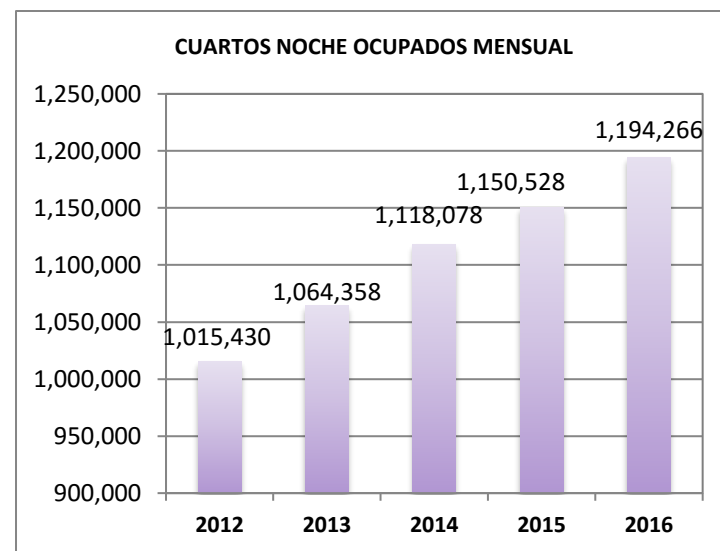


AFLUENCIA GENERAL ACUMULADA

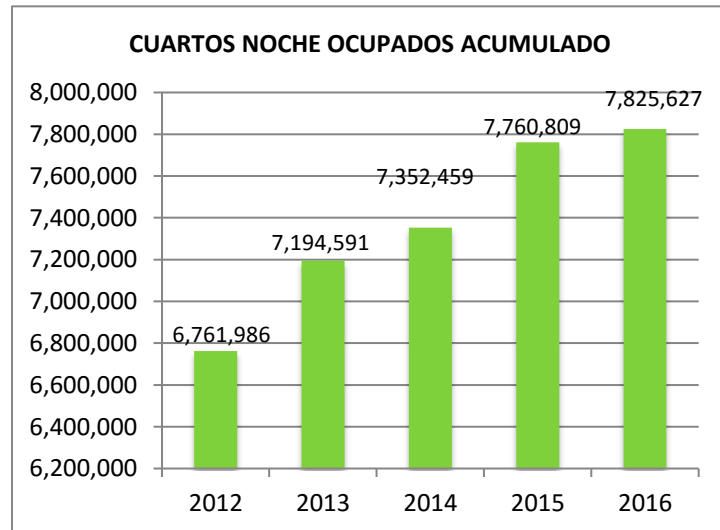


## COMPARATIVO CUARTOS NOCHE OCUPADOS 2012-2016

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	1,015,430	1,064,358	1,118,078	1,150,528	1,194,266	17.61%	12.21%	6.81%	3.80%
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	6,761,986	7,194,591	7,352,459	7,760,809	7,825,627	15.73%	8.77%	6.44%	0.84%
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	<b>82.27%</b>	51,650	13.46%	332,168	86.54%	<b>383,818</b>	6.1
FEBRERO	405	43,668	1,263,765	1,060,606	<b>83.92%</b>	42,171	11.69%	318,460	88.31%	<b>360,631</b>	6.3
MARZO	405	43,668	1,346,399	1,134,371	<b>84.25%</b>	60,047	14.13%	364,865	85.87%	<b>424,912</b>	6.0
ABRIL	405	43,669	1,304,687	1,114,344	<b>85.41%</b>	64,158	16.06%	335,446	83.94%	<b>399,604</b>	6.0
MAYO	405	43,669	1,337,694	1,128,104	<b>84.33%</b>	84,579	19.78%	342,990	80.22%	<b>427,569</b>	5.6
JUNIO	405	43,669	1,304,052	1,095,172	<b>83.98%</b>	83,964	19.81%	339,923	80.19%	<b>423,887</b>	5.8
JULIO	405	43,669	1,344,851	1,194,266	<b>88.80%</b>	102,271	21.35%	376,718	78.65%	<b>478,989</b>	5.8
AGOSTO											
SEPTIEMBRE											
OCTUBRE											
NOVIEMBRE											
DICIEMBRE											

### ACUMULADO ANUAL

ENE-FEB	405	43,668	2,599,327	2,159,370	<b>83.07%</b>	93,821	12.60%	650,628	87.40%	<b>744,449</b>	6.2
ENE-MAR	405	43,668	3,945,726	3,293,741	<b>83.48%</b>	153,868	13.16%	1,015,493	86.84%	<b>1,169,361</b>	6.1
ENE-ABR	405	43,669	5,250,413	4,408,085	<b>83.96%</b>	218,026	13.90%	1,350,939	86.10%	<b>1,568,965</b>	6.1
ENE-MAY	405	43,669	6,588,107	5,536,189	<b>84.03%</b>	302,605	15.16%	1,693,929	84.84%	<b>1,996,534</b>	6.0
ENE-JUN	405	43,669	7,892,159	6,631,361	<b>84.02%</b>	386,569	15.97%	2,033,852	84.03%	<b>2,420,421</b>	6.0
ENE-JUL	405	43,669	9,237,010	7,825,627	<b>84.72%</b>	488,840	16.86%	2,410,570	83.14%	<b>2,899,410</b>	6.0
ENE-AGO											
ENE-SEP											
ENE-OCT											
ENE-NOV											
ENE-DIC											

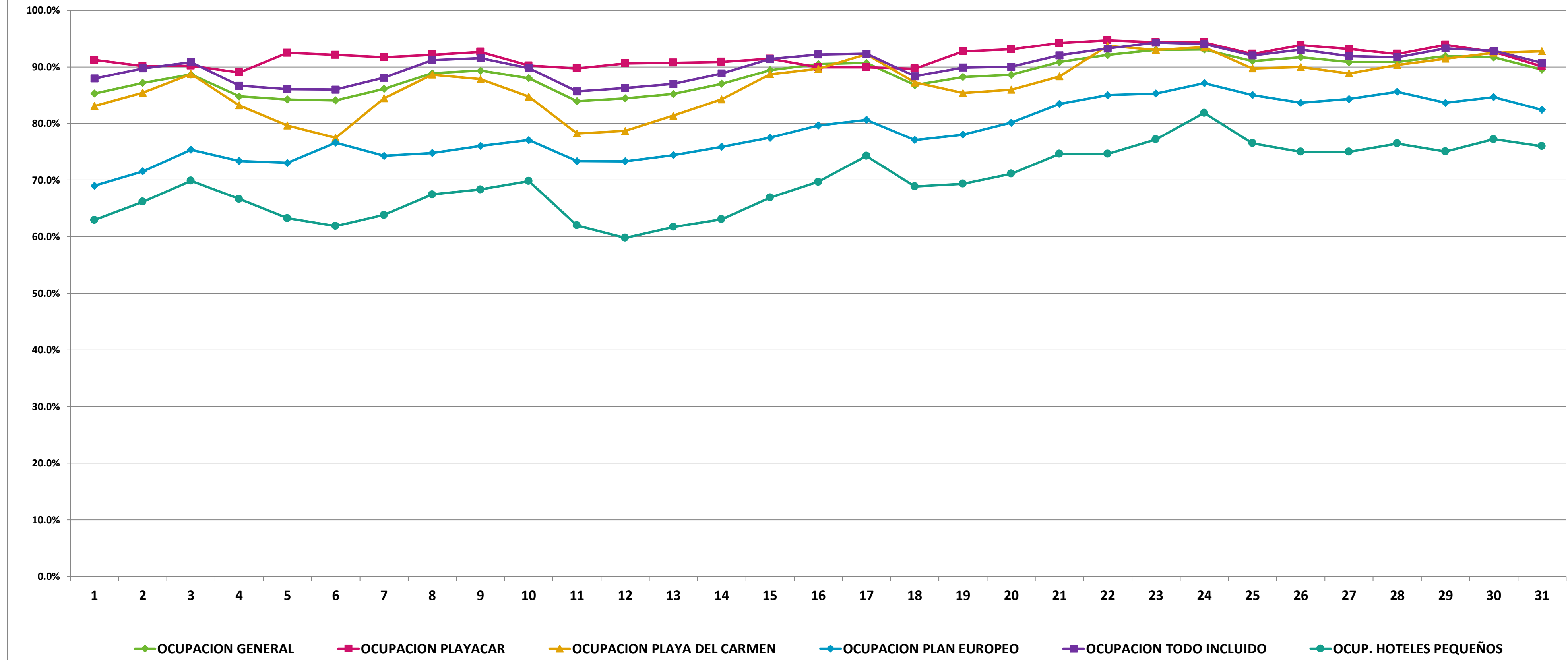
OCUPACIÓN HOTELERA DIARIA

JULIO 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	31	PROMEDIO
OCUPACION GENERAL	85.3%	87.2%	88.7%	84.8%	84.2%	84.1%	86.1%	88.9%	89.4%	88.0%	83.9%	84.5%	85.2%	87.0%	89.4%	90.5%	90.7%	86.8%	88.2%	88.6%	90.9%	92.1%	93.0%	93.1%	91.1%	91.7%	90.9%	90.9%	91.9%	91.7%	89.5%	88.80%
OCUPACION PLAYACAR	91.2%	90.1%	90.2%	89.0%	92.5%	92.1%	91.7%	92.2%	92.7%	90.2%	89.7%	90.6%	90.7%	90.9%	91.4%	89.9%	89.9%	89.7%	92.8%	93.1%	94.2%	94.7%	94.4%	94.3%	92.3%	93.9%	93.2%	92.3%	93.9%	92.7%	90.1%	91.82%
OCUPACION PLAYA DEL CARMEN	83.1%	85.4%	88.8%	83.2%	79.6%	77.5%	84.5%	88.6%	87.8%	84.8%	78.3%	78.7%	81.4%	84.3%	88.7%	89.7%	92.2%	87.3%	85.4%	86.0%	88.3%	93.7%	93.0%	93.5%	89.7%	90.0%	88.8%	90.3%	91.5%	92.5%	92.8%	87.07%
OCUPACION PLAN EUROPEO	69.0%	71.6%	75.4%	73.4%	73.1%	76.6%	74.3%	74.8%	76.0%	77.1%	73.4%	73.3%	74.4%	75.9%	77.5%	79.7%	80.6%	77.1%	78.0%	80.1%	83.5%	85.0%	85.3%	87.1%	85.0%	83.6%	84.3%	85.6%	83.7%	84.7%	82.4%	78.75%
OCUPACION TODO INCLUIDO	88.0%	89.7%	90.8%	86.7%	86.1%	86.0%	88.1%	91.2%	91.5%	89.8%	85.7%	86.3%	87.0%	88.9%	91.4%	92.2%	92.3%	88.3%	89.9%	90.0%	92.1%	93.3%	94.3%	94.1%	92.0%	93.1%	91.9%	91.7%	93.3%	92.8%	90.7%	90.33%
OCUP. HOTELES PEQUEÑOS	63.0%	66.2%	69.9%	66.7%	63.3%	61.9%	63.8%	67.5%	68.3%	69.8%	62.0%	59.8%	61.7%	63.1%	66.9%	69.7%	74.3%	68.9%	69.4%	71.1%	74.6%	74.6%	77.2%	81.9%	76.5%	75.0%	75.0%	76.5%	75.1%	77.2%	76.0%	69.89%

JULIO 2016

OCUPACIÓN HOTELERA RIVIERA MAYA





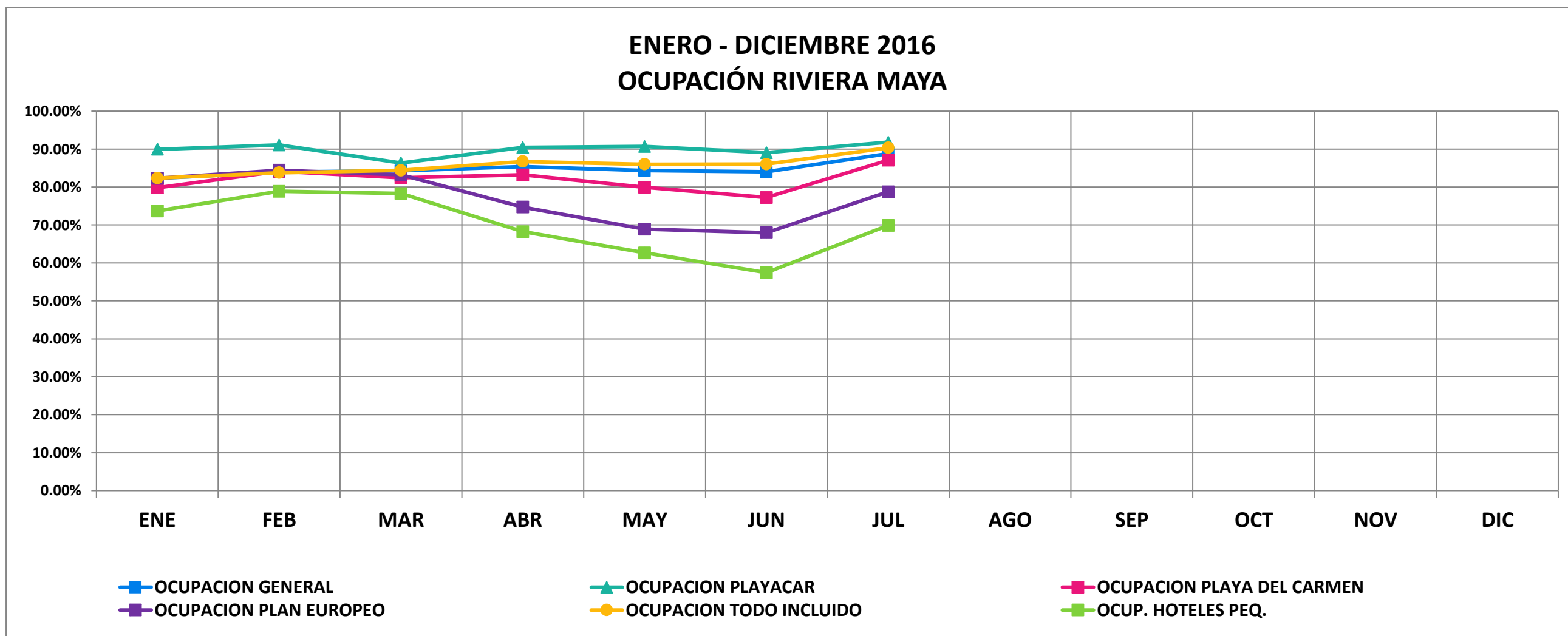
# FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

## DEPARTAMENTO DE ESTADÍSTICA

### OCUPACIÓN HOTELERA MENSUAL

ENERO - DICIEMBRE 2016

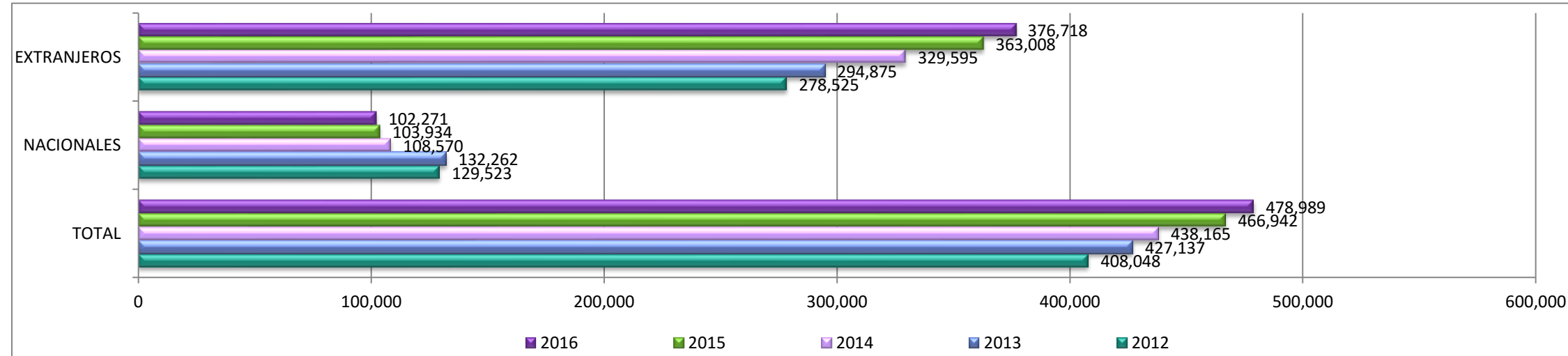
MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
<b>OCUPACION GENERAL</b>	82.27%	83.92%	84.25%	85.41%	84.33%	83.98%	88.80%						84.72%
<b>OCUPACION PLAYACAR</b>	89.94%	91.10%	86.32%	90.43%	90.69%	89.04%	91.82%						89.91%
<b>OCUPACION PLAYA DEL CARMEN</b>	79.78%	84.15%	82.42%	83.19%	79.93%	77.24%	87.07%						81.97%
<b>OCUPACION PLAN EUROPEO</b>	82.29%	84.41%	83.23%	74.72%	68.92%	67.95%	78.75%						77.18%
<b>OCUPACION TODO INCLUIDO</b>	82.35%	83.77%	84.37%	86.71%	85.99%	86.05%	90.33%						85.65%
<b>OCUP. HOTELES PEQ.</b>	73.68%	78.88%	78.28%	68.23%	62.65%	57.45%	69.89%						69.87%





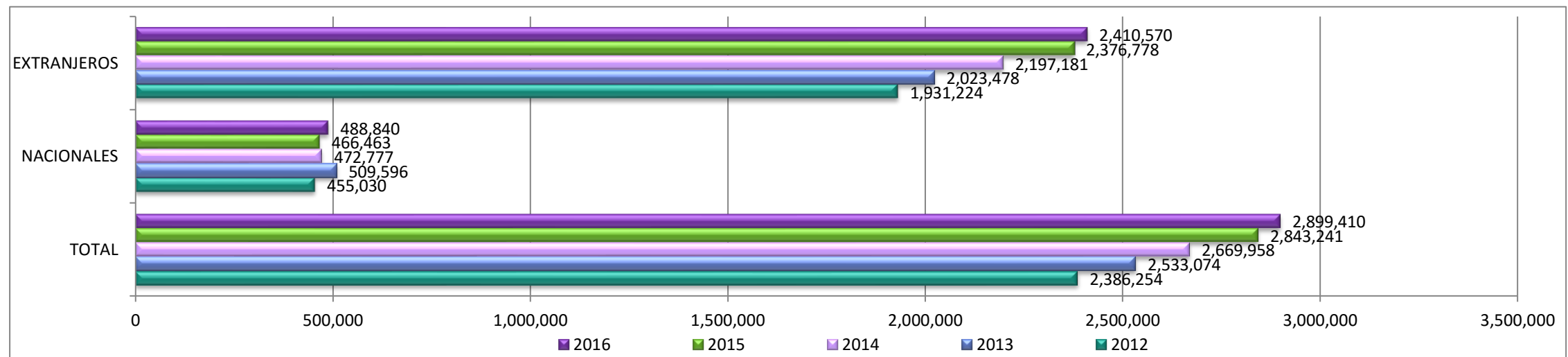
# PROCEDENCIA DEL TURISMO JULIO

AFLUENCIA DEL TURISMO	2012		2013		2014		2015		2016		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2016-12	2016-13	2016-14	2016-15
<b>TOTAL</b>	<b>408,048</b>	100.00%	<b>427,137</b>	100.00%	<b>438,165</b>	100.00%	<b>466,942</b>	100.00%	<b>478,989</b>	100.00%	<b>17.39%</b>	<b>12.14%</b>	<b>9.32%</b>	<b>2.58%</b>
<b>NACIONALES</b>	129,523	31.74%	132,262	30.96%	108,570	24.78%	103,934	22.26%	102,271	21.35%	<b>-21.04%</b>	<b>-22.68%</b>	<b>-5.80%</b>	<b>-1.60%</b>
<b>EXTRANJEROS</b>	278,525	68.26%	294,875	69.04%	329,595	75.22%	363,008	77.74%	376,718	78.65%	<b>35.25%</b>	<b>27.76%</b>	<b>14.30%</b>	<b>3.78%</b>



# E N E R O - J U L I O

AFLUENCIA DEL TURISMO	2012		2013		2014		2015		2016		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2016-12	2016-13	2016-14	2016-15
<b>TOTAL</b>	<b>2,386,254</b>	100.00%	<b>2,533,074</b>	100.00%	<b>2,669,958</b>	100.00%	<b>2,843,241</b>	100.00%	<b>2,899,410</b>	100.00%	<b>21.50%</b>	<b>14.46%</b>	<b>8.59%</b>	<b>1.98%</b>
<b>NACIONALES</b>	455,030	19.07%	509,596	20.12%	472,777	17.71%	466,463	16.41%	488,840	16.86%	<b>7.43%</b>	<b>-4.07%</b>	<b>3.40%</b>	<b>4.80%</b>
<b>EXTRANJEROS</b>	1,931,224	80.93%	2,023,478	79.88%	2,197,181	82.29%	2,376,778	83.59%	2,410,570	83.14%	<b>24.82%</b>	<b>19.13%</b>	<b>9.71%</b>	<b>1.42%</b>



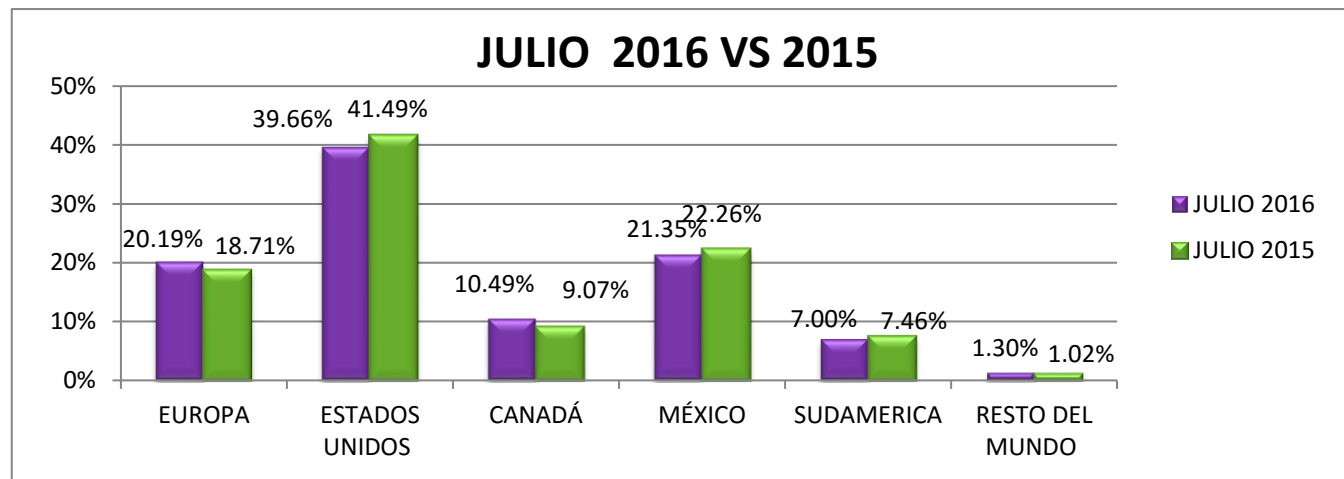
PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
JULIO 2016

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	50,261	10.49	Bahamas	7	0.00	Alemania	10,515	2.20
Estados Unidos	189,986	39.66	Bermudas	16	0.00	Austria	360	0.08
México	102,271	21.35	Cuba	98	0.02	Bélgica	3,186	0.67
<b>SUMA</b>	<b>342,518</b>	<b>71.51</b>	Curacao		0.00	Bulgaria	43	0.01
			Haiti	22	0.00	Dinamarca	220	0.05
			Jamaica	26	0.01	España	24,522	5.12
			Puerto Rico	807	0.17	Finlandia	35	0.01
			Rep. Dominicana	331	0.07	Francia	5,043	1.05
			Otros	183	0.04	Gran Bretaña	30,693	6.41
			<b>SUMA</b>	<b>1490</b>	<b>0.31</b>	Grecia	27	0.01
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>			Holanda		
Belice	258	0.05	Australia	733	0.15	Hungría	32	0.01
Costa Rica	558	0.12	Nueva Zelanda	75	0.02	Irlanda	310	0.06
El Salvador	61	0.01	Otros	6	0.00	Islandia		0.00
Guatemala	140	0.03	<b>SUMA</b>	<b>814</b>	<b>0.17</b>	Italia	9,109	1.90
Nicaragua	24	0.01				Luxemburgo	30	0.01
Panamá	921	0.19	<b>6.- ASIA</b>			Mónaco	1	0.00
Otros	84	0.02	Arabia	101	0.02	Noruega	239	0.05
<b>SUMA</b>	<b>2,046</b>	<b>0.43</b>	China	216	0.05	Polonia	301	0.06
			Corea	222	0.05	Portugal	2,951	0.62
			Filipinas	9	0.00	Rep. Checa	238	0.05
			India	79	0.02	Rumania	46	0.01
			Israel	167	0.03	Rusia	295	0.06
			Japón	287	0.06	Slovenia	1	0.00
			Paquistán	3	0.00	Suecia	107	0.02
			Turquía	27	0.01	Suiza	970	0.20
			Otros	333	0.07	Otros	4,196	0.88
			<b>SUMA</b>	<b>1,444</b>	<b>0.30</b>	<b>SUMA</b>	<b>96,687</b>	<b>20.19</b>
<b>3.- SUDAMERICA</b>			<b>7.- AFRICA</b>			<b>GRAN TOTAL</b>		
Argentina	15,487	3.23	Argelia		0.00		<b>478,989</b>	<b>100.00</b>
Bolivia	150	0.03	Egipto	13	0.00			
Brasil	2,083	0.43	Sudáfrica	174	0.04			
Chile	7,119	1.49	Otros	262	0.05			
Colombia	2,255	0.47	<b>SUMA</b>	<b>449</b>	<b>0.09</b>			
Ecuador	320	0.07						
Paraguay	174	0.04						
Perú	2,856	0.60						
Uruguay	2,173	0.45						
Venezuela	222	0.05						
Otros	702	0.15						
<b>SUMA</b>	<b>33,541</b>	<b>7.00</b>						

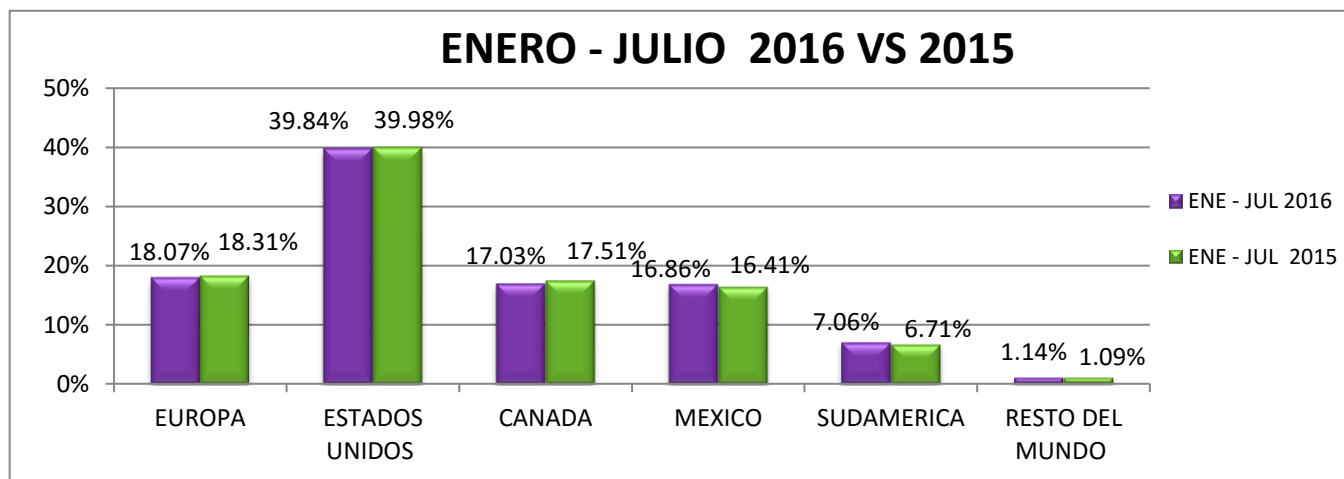
PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
ENERO - JULIO 2016

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	493,695	17.03	Bahamas	70	0.00	Alemania	85,947	2.96
Estados Unidos	1,155,160	39.84	Bermudas	58	0.00	Austria	3,741	0.13
México	488,840	16.86	Cuba	307	0.01	Bélgica	10,835	0.37
<b>SUMA</b>	<b>2,137,695</b>	<b>73.73</b>	Curacao	13	0.00	Bulgaria	226	0.01
			Haiti	41	0.00	Dinamarca	932	0.03
			Jamaica	113	0.00	España	79,887	2.76
			Puerto Rico	1,317	0.05	Finlandia	596	0.02
			Rep. Dominicana	1,354	0.05	Francia	42,681	1.47
			Otros	782	0.03	Gran Bretaña	169,079	5.83
			<b>SUMA</b>	<b>4,055</b>	<b>0.14</b>	Grecia	197	0.01
<b>2.- CENTRO AMERICA</b>			<b>5.- OCEANIA</b>			Holanda		
Belice	619	0.02	Australia	5,421	0.19	Hungria	467	0.02
Costa Rica	1,916	0.07	Nueva Zelanda	249	0.01	Irlanda	1,732	0.06
El Salvador	357	0.01	Otros	6	0.00	Islandia	79	0.00
Guatemala	1,273	0.04	<b>SUMA</b>	<b>5,676</b>	<b>0.20</b>	Italia	42,533	1.47
Nicaragua	118	0.00				Luxemburgo	193	0.01
Panamá	9,470	0.33	<b>6.- ASIA</b>			Mónaco	2	0.00
Otros	267	0.01	Arabia	326	0.01	Noruega	2,173	0.07
<b>SUMA</b>	<b>14,020</b>	<b>0.48</b>	China	838	0.03	Polonia	4,259	0.15
			Corea	1,454	0.05	Portugal	9,293	0.32
			Filipinas	56	0.00	Rep. Checa	5,833	0.20
			India	541	0.02	Rumania	606	0.02
			Israel	1,300	0.04	Rusia	6,766	0.23
			Japón	823	0.03	Slovenia	282	0.01
			Paquistán	10	0.00	Suecia	15,707	0.54
			Turquia	198	0.01	Suiza	5,213	0.18
			Otros	1,820	0.06	Otros	17,518	0.60
			<b>SUMA</b>	<b>7,366</b>	<b>0.25</b>	<b>SUMA</b>	<b>523,925</b>	<b>18.07</b>
<b>3.- SUDAMERICA</b>			<b>7.- AFRICA</b>			<b>GRAN TOTAL</b>		
Argentina	110,519	3.81	Argelia	4	0.00		<b>2,899,410</b>	<b>100.00</b>
Bolivia	856	0.03	Egipto	93	0.00			
Brasil	9,231	0.32	Sudáfrica	249	0.01			
Chile	35,533	1.23	Otros	1,627	0.06			
Colombia	11,683	0.40	<b>SUMA</b>	<b>1973</b>	<b>0.07</b>			
Ecuador	1,383	0.05						
Paraguay	1,651	0.06						
Perú	11,888	0.41						
Uruguay	16,733	0.58						
Venezuela	1,233	0.04						
Otros	3,990	0.14						
<b>SUMA</b>	<b>204,700</b>	<b>7.06</b>						

REGION	JULIO 2015		JULIO 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	87,348	18.71%	96,687	20.19%	<b>10.69%</b>
ESTADOS UNIDOS	193,714	41.49%	189,986	39.66%	<b>-1.92%</b>
CANADÁ	42,339	9.07%	50,261	10.49%	<b>18.71%</b>
MÉXICO	103,934	22.26%	102,271	21.35%	<b>-1.60%</b>
SUDAMERICA	34,835	7.46%	33,541	7.00%	<b>-3.71%</b>
RESTO DEL MUNDO	4,772	1.02%	6,243	1.30%	<b>30.83%</b>
<b>SUMAS</b>	<b>466,942</b>	<b>100.00%</b>	<b>478,989</b>	<b>100.00%</b>	<b>2.58%</b>



REGION	ENE - JUL 2015		ENE - JUL 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	520,472	18.31%	523,925	18.07%	<b>0.66%</b>
ESTADOS UNIDOS	1,136,658	39.98%	1,155,160	39.84%	<b>1.63%</b>
CANADA	497,745	17.51%	493,695	17.03%	<b>-0.81%</b>
MEXICO	466,463	16.41%	488,840	16.86%	<b>4.80%</b>
SUDAMERICA	190,851	6.71%	204,700	7.06%	<b>7.26%</b>
RESTO DEL MUNDO	31,052	1.09%	33,090	1.14%	<b>6.56%</b>
<b>SUMAS</b>	<b>2,843,241</b>	<b>100.00%</b>	<b>2,899,410</b>	<b>100.00%</b>	<b>1.98%</b>



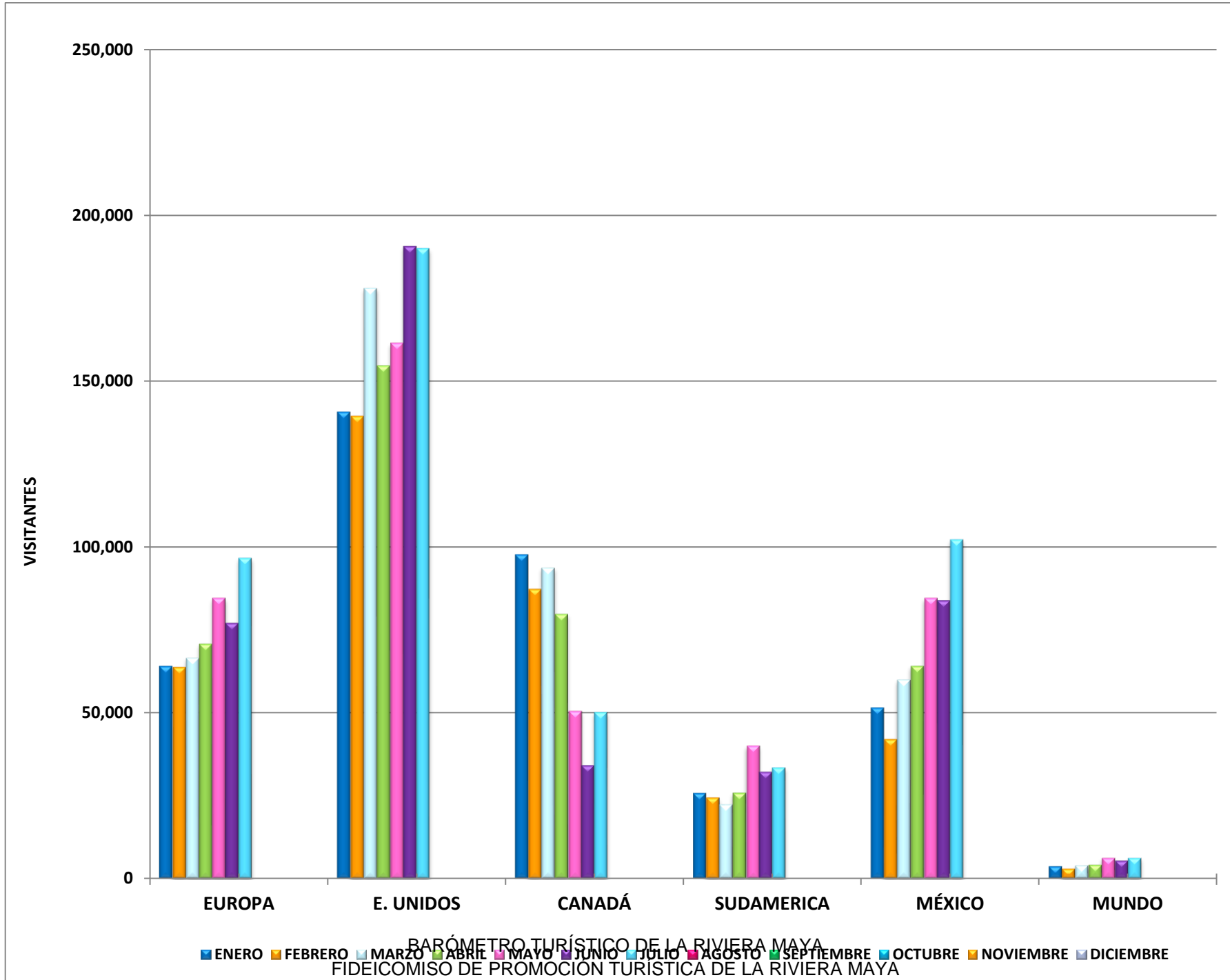
**PROCEDENCIA DEL TURISMO POR REGIONES  
AÑO 2016**

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	96,687	20.2	189,986	39.7	50,261	10.5	33,541	7.0	102,271	21.4	6,243	1.3	478,989	100.0
AGOSTO														
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

**ACUMULADO ANUAL**

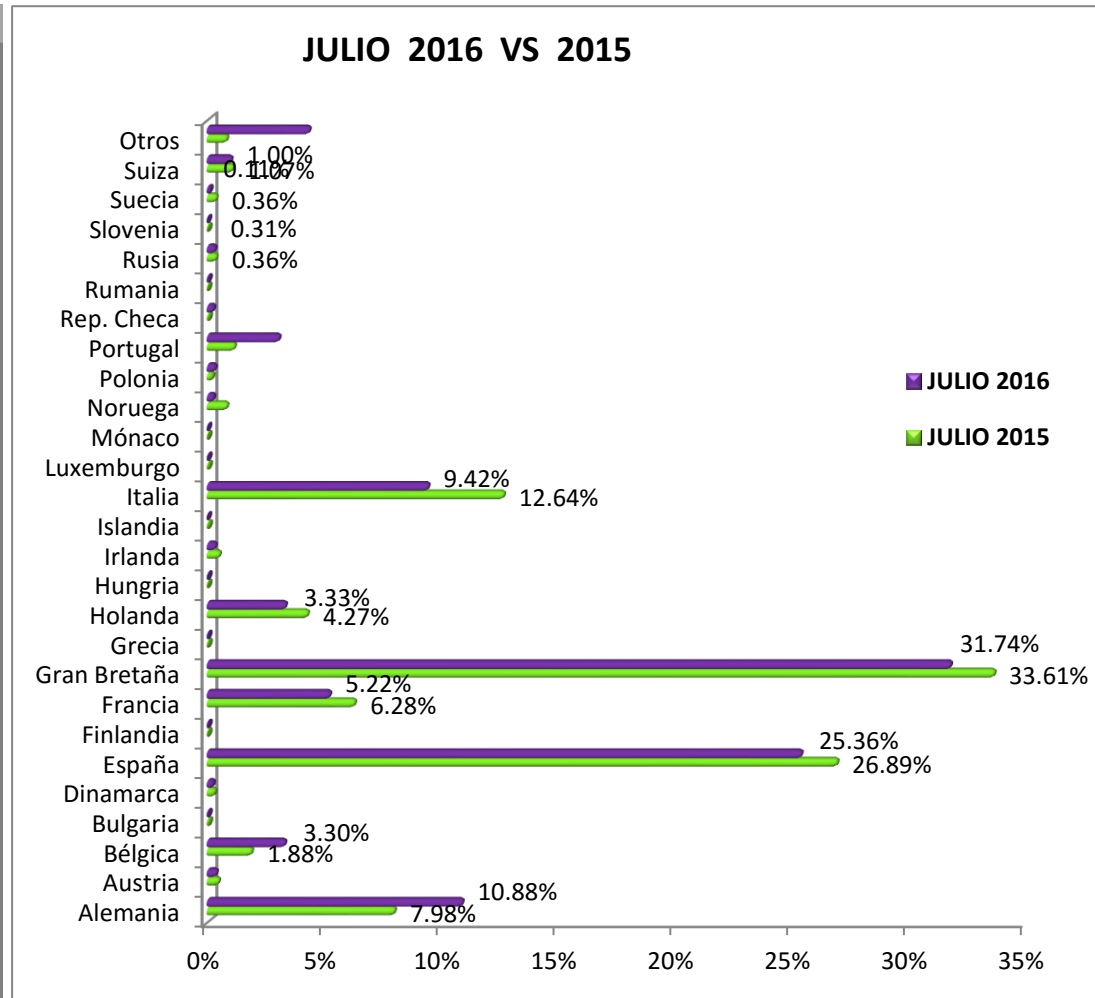
ENE-FEB	128,042	17.2	280,216	37.6	185,157	24.9	50,380	6.8	93,821	12.6	6,833	0.9	744,449	100.0
ENE-MAR	194,599	16.6	458,274	39.2	278,916	23.9	72,823	6.2	153,868	13.2	10,881	0.9	1,169,361	100.0
ENE-ABR	265,446	16.9	612,950	39.1	358,712	22.9	98,727	6.3	218,026	13.9	15,104	1.0	1,568,965	100.0
ENE-MAY	350,033	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	523,925	18.1	1,155,160	39.8	493,695	17.0	204,700	7.1	488,840	16.9	33,090	1.1	2,899,410	100.0
ENE-AGO														
ENE-SEPT														
ENE-OCT														
ENE-NOV														
ENE-DIC														
ENE-DIC														

**GRAFICA**  
**PROCEDENCIA DEL TURISMO POR REGIONES**  
**DESGLOSE MENSUAL 2016**



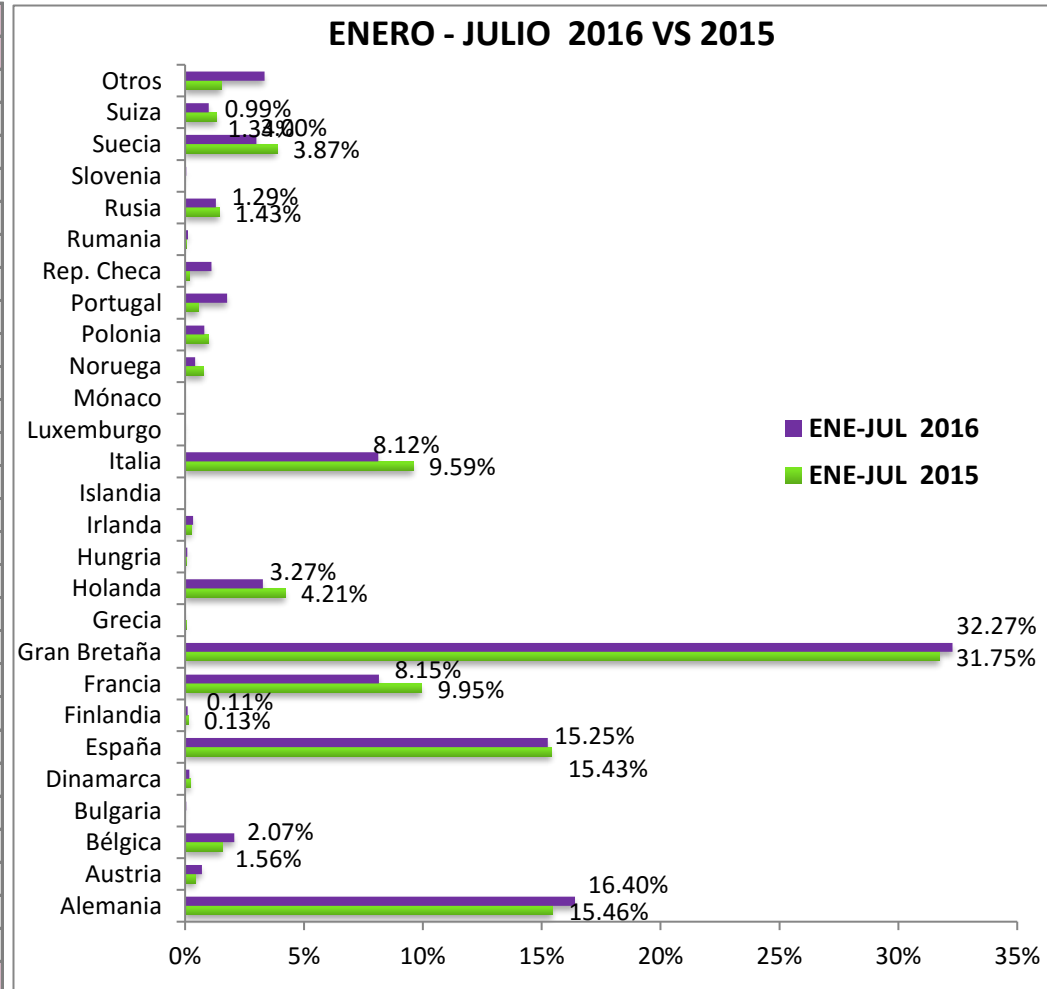
## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO JULIO 2016 VS 2015

PAIS	JULIO 2015		JULIO 2016	
	PAX	%	PAX	%
Alemania	6,972	7.98%	10,515	10.88%
Austria	406	0.46%	360	0.37%
Bélgica	1,638	1.88%	3,186	3.30%
Bulgaria	62	0.07%	43	0.04%
Dinamarca	258	0.30%	220	0.23%
España	23,491	26.89%	24,522	25.36%
Finlandia	22	0.03%	35	0.04%
Francia	5,484	6.28%	5,043	5.22%
Gran Bretaña	29,355	33.61%	30,693	31.74%
Grecia	35	0.04%	27	0.03%
Holanda	3,726	4.27%	3,217	3.33%
Hungría	14	0.02%	32	0.03%
Irlanda	437	0.50%	310	0.32%
Islandia	54	0.06%	0	0.00%
Italia	11,041	12.64%	9,109	9.42%
Luxemburgo	54	0.06%	30	0.03%
Mónaco	15	0.02%	1	0.00%
Noruega	720	0.82%	239	0.25%
Polonia	174	0.20%	301	0.31%
Portugal	1,004	1.15%	2,951	3.05%
Rep. Checa	58	0.07%	238	0.25%
Rumania	18	0.02%	46	0.05%
Rusia	316	0.36%	295	0.31%
Slovenia	30	0.03%	1	0.00%
Suecia	318	0.36%	107	0.11%
Suiza	934	1.07%	970	1.00%
Otros	712	0.82%	4,196	4.34%
<b>SUMA</b>	<b>87,348</b>	<b>100.00%</b>	<b>96,687</b>	<b>100.00%</b>



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

PAIS	ENE-JUL 2015		ENE-JUL 2016	
	PAX	%	PAX	%
Alemania	80,465	15.46%	85,947	16.40%
Austria	2,372	0.46%	3,741	0.71%
Bélgica	8,100	1.56%	10,835	2.07%
Bulgaria	177	0.03%	226	0.04%
Dinamarca	1,089	0.21%	932	0.18%
España	80,314	15.43%	79,887	15.25%
Finlandia	700	0.13%	596	0.11%
Francia	51,796	9.95%	42,681	8.15%
Gran Bretaña	165,249	31.75%	169,079	32.27%
Grecia	220	0.04%	197	0.04%
Holanda	21,888	4.21%	17,148	3.27%
Hungría	403	0.08%	467	0.09%
Irlanda	1,410	0.27%	1,732	0.33%
Islandia	131	0.03%	79	0.02%
Italia	49,913	9.59%	42,533	8.12%
Luxemburgo	163	0.03%	193	0.04%
Mónaco	38	0.01%	2	0.00%
Noruega	4,028	0.77%	2,173	0.41%
Polonia	5,116	0.98%	4,259	0.81%
Portugal	3,005	0.58%	9,293	1.77%
Rep. Checa	958	0.18%	5,833	1.11%
Rumania	239	0.05%	606	0.12%
Rusia	7,429	1.43%	6,766	1.29%
Slovenia	140	0.03%	282	0.05%
Suecia	20,135	3.87%	15,707	3.00%
Suiza	6,955	1.34%	5,213	0.99%
Otros	8,039	1.54%	17,518	3.34%
<b>SUMA</b>	<b>520,472</b>	<b>100.00%</b>	<b>523,925</b>	<b>100.00%</b>





**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%	75,432	17.66%
Austria	546	0.85%	454	0.71%	481	0.72%	533	0.75%	885	1.05%	482	0.62%	3,381	0.79%
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%	7,649	1.79%
Bulgaria	58	0.09%	19	0.03%	42	0.06%	18	0.03%	25	0.03%	21	0.03%	183	0.04%
Dinamarca	217	0.34%	202	0.32%	178	0.27%	45	0.06%	39	0.05%	31	0.04%	712	0.17%
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%	55,365	12.96%
Finlandia	126	0.20%	218	0.34%	125	0.19%	26	0.04%	36	0.04%	30	0.04%	561	0.13%
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%	37,638	8.81%
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%	138,386	32.39%
Grecia	31	0.05%	76	0.12%	8	0.01%	14	0.02%	28	0.03%	13	0.02%	170	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%	13,931	3.26%
Hungría	190	0.30%	127	0.20%	55	0.08%	18	0.03%	39	0.05%	6	0.01%	435	0.10%
Irlanda	206	0.32%	102	0.16%	151	0.23%	136	0.19%	225	0.27%	602	0.78%	1,422	0.33%
Islandia	7	0.01%	0	0.00%	8	0.01%	30	0.04%	31	0.04%	3	0.00%	79	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%	33,424	7.82%
Luxemburgo	58	0.09%	25	0.04%	28	0.04%	28	0.04%	15	0.02%	9	0.01%	163	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%	1,934	0.45%
Polonia	1,458	2.27%	1,028	1.61%	845	1.27%	279	0.39%	177	0.21%	171	0.22%	3,958	0.93%
Portugal	306	0.48%	413	0.65%	847	1.27%	781	1.10%	1,650	1.95%	2,345	3.04%	6,342	1.48%
Rep. Checa	1,532	2.39%	1,338	2.09%	1,636	2.46%	520	0.73%	291	0.34%	278	0.36%	5,595	1.31%
Rumania	113	0.18%	95	0.15%	147	0.22%	84	0.12%	61	0.07%	60	0.08%	560	0.13%
Rusia	2,037	3.18%	823	1.29%	906	1.36%	1,629	2.30%	649	0.77%	427	0.55%	6,471	1.51%
Slovenia	45	0.07%	60	0.09%	126	0.19%	24	0.03%	6	0.01%	20	0.03%	281	0.07%
Suecia	5,697	8.88%	4,758	7.45%	4,663	7.01%	272	0.38%	101	0.12%	109	0.14%	15,600	3.65%
Suiza	801	1.25%	841	1.32%	879	1.32%	798	1.13%	591	0.70%	333	0.43%	4,243	0.99%
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%	13,322	3.12%
<b>SUMA</b>	<b>64,149</b>	<b>100.00%</b>	<b>63,893</b>	<b>100.00%</b>	<b>66,557</b>	<b>100.00%</b>	<b>70,847</b>	<b>100.00%</b>	<b>84,587</b>	<b>100.00%</b>	<b>77,205</b>	<b>100.00%</b>	<b>427,238</b>	<b>100.00%</b>

## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO SEGUNDO SEMESTRE 2016

PAIS	JUL 2016		AGO 2016		SEP 2016		OCT 2016		NOV 2016		DIC 2016		Acumulado	
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%
Alemania	10,515	10.88%											85,947	16.40%
Austria	360	0.37%											3,741	0.71%
Bélgica	3,186	3.30%											10,835	2.07%
Bulgaria	43	0.04%											226	0.04%
Dinamarca	220	0.23%											932	0.18%
España	24,522	25.36%											79,887	15.25%
Finlandia	35	0.04%											596	0.11%
Francia	5,043	5.22%											42,681	8.15%
Gran Bretaña	30,693	31.74%											169,079	32.27%
Grecia	27	0.03%											197	0.04%
Holanda	3,217	3.33%											17,148	3.27%
Hungría	32	0.03%											467	0.09%
Irlanda	310	0.32%											1,732	0.33%
Islandia	0	0.00%											79	0.02%
Italia	9,109	9.42%											42,533	8.12%
Luxemburgo	30	0.03%											193	0.04%
Mónaco	1	0.00%											2	0.00%
Noruega	239	0.25%											2,173	0.41%
Polonia	301	0.31%											4,259	0.81%
Portugal	2,951	3.05%											9,293	1.77%
Rep. Checa	238	0.25%											5,833	1.11%
Rumania	46	0.05%											606	0.12%
Rusia	295	0.31%											6,766	1.29%
Slovenia	1	0.00%											282	0.05%
Suecia	107	0.11%											15,707	3.00%
Suiza	970	1.00%											5,213	0.99%
Otros	4,196	4.34%											17,518	3.34%
<b>SUMA</b>	<b>96,687</b>	<b>100.00%</b>	<b>0</b>	<b>#¡DIV/0!</b>	<b>0</b>	<b>#¡DIV/0!</b>	<b>0</b>	<b>#¡DIV/0!</b>	<b>0</b>	<b>#¡DIV/0!</b>	<b>0</b>	<b>#¡DIV/0!</b>	<b>523,925</b>	<b>100.00%</b>

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
<b>AFLUENCIA</b>	<b>383,818</b>	<b>96.26%</b>	<b>360,631</b>	<b>96.35%</b>	<b>424,912</b>	<b>96.17%</b>	<b>399,604</b>	<b>96.23%</b>	<b>427,569</b>	<b>94.75%</b>	<b>423,887</b>	<b>93.50%</b>	<b>2,420,421</b>	<b>95.95%</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 2016

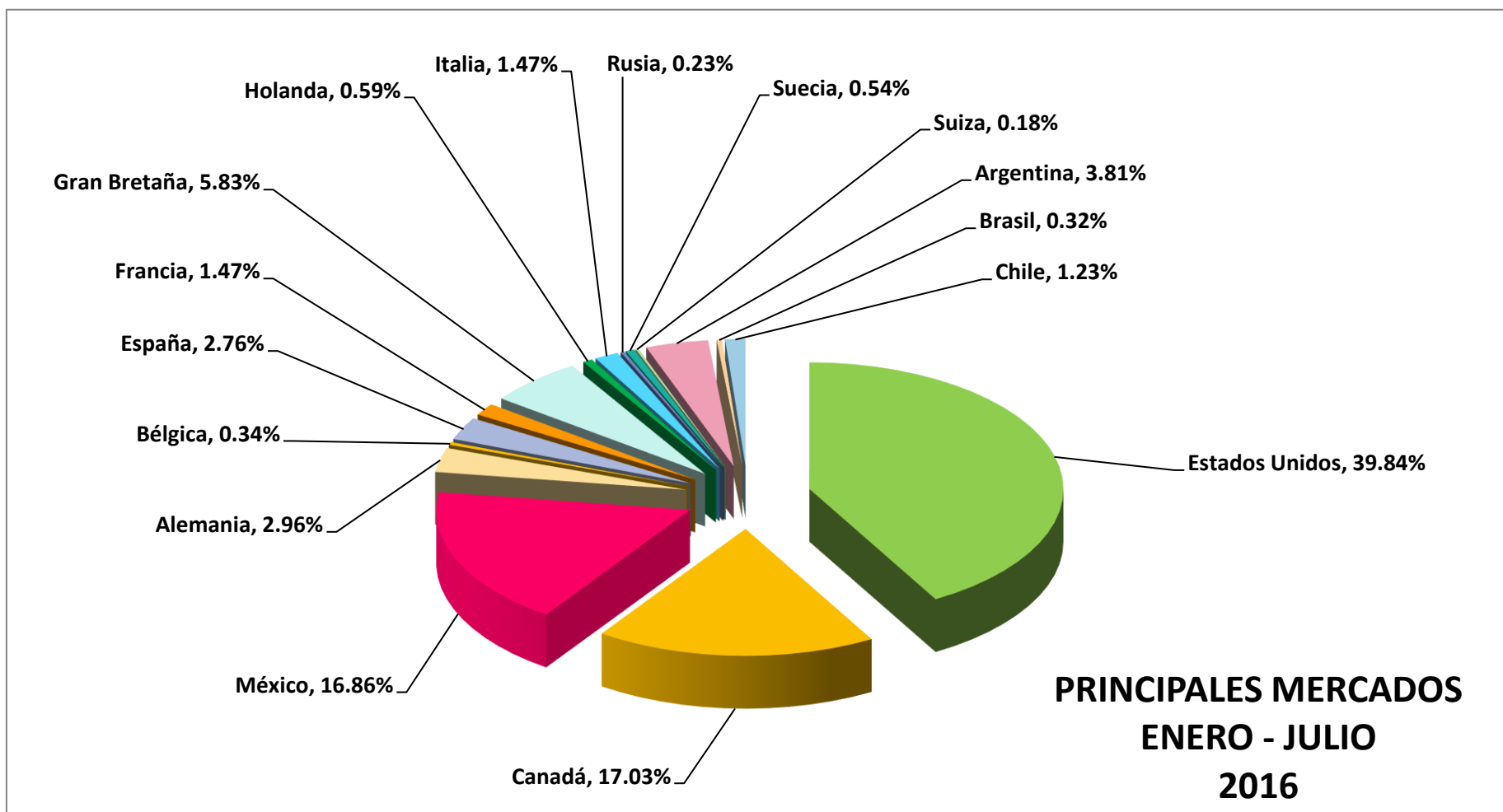
PAIS	JUL 2016		AGO 2016		SEP 2016		OCT 2016		NOV 2016		DIC 2016		Acumulado		Posición 2015	Posición 2016
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	189,986	39.66%											1,155,160	39.84%	1	1
2 Canadá	50,261	10.49%											493,695	17.03%	2	3
3 México	102,271	21.35%											488,840	16.86%	3	2
4 Alemania	10,515	2.20%											85,947	2.96%	6	7
5 Bélgica	3,186	0.67%											9,807	0.34%	14	12
6 España	24,522	5.12%											79,887	2.76%	7	5
7 Francia	5,043	1.05%											42,681	1.47%	8	10
8 Gran Bretaña	30,693	6.41%											169,079	5.83%	4	4
9 Holanda	3,217	0.67%											17,148	0.59%	11	11
10 Italia	9,109	1.90%											42,533	1.47%	9	8
11 Rusia	295	0.06%											6,766	0.23%	16	16
12 Suecia	107	0.02%											15,707	0.54%	15	17
13 Suiza	970	0.20%											5,213	0.18%	17	15
14 Argentina	15,487	3.23%											110,519	3.81%	5	6
15 Brasil	2,083	0.43%											9,231	0.32%	12	14
16 Chile	7,119	1.49%											35,533	1.23%	10	9
17 Colombia	2,255	0.47%											11,683	0.40%	13	13
<b>AFLUENCIA</b>	<b>478,989</b>	<b>95.43%</b>		<b>#¡DIV/0!</b>		<b>#¡DIV/0!</b>		<b>#¡DIV/0!</b>		<b>#¡DIV/0!</b>		<b>#¡DIV/0!</b>	<b>2,899,410</b>	<b>95.86%</b>		

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

## PRINCIPALES MERCADOS

ENERO - JULIO

2016



Nota: Los principales mercados para Riviera Maya de Enero-Julio representan el 95.43% 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	
	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%
<b>SUMA</b>	<b>730,208</b>	<b>70.9%</b>	<b>661,661</b>	<b>69.5%</b>	<b>747,181</b>	<b>73.5%</b>	<b>681,290</b>	<b>68.3%</b>	<b>654,374</b>	<b>63.2%</b>	<b>623,340</b>	<b>63.9%</b>	<b>4,098,054</b>	<b>68.2%</b>

**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%
<b>SUMA</b>	<b>230,748</b>	<b>22.4%</b>	<b>229,085</b>	<b>24.1%</b>	<b>222,478</b>	<b>21.9%</b>	<b>256,098</b>	<b>25.7%</b>	<b>290,943</b>	<b>28.1%</b>	<b>277,557</b>	<b>28.5%</b>	<b>1,506,909</b>	<b>24.8%</b>

**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%
<b>SUMA</b>	<b>68,498</b>	<b>6.7%</b>	<b>61,357</b>	<b>6.4%</b>	<b>47,365</b>	<b>4.7%</b>	<b>60,710</b>	<b>6.1%</b>	<b>89,673</b>	<b>8.7%</b>	<b>74,397</b>	<b>7.6%</b>	<b>402,000</b>	<b>6.4%</b>

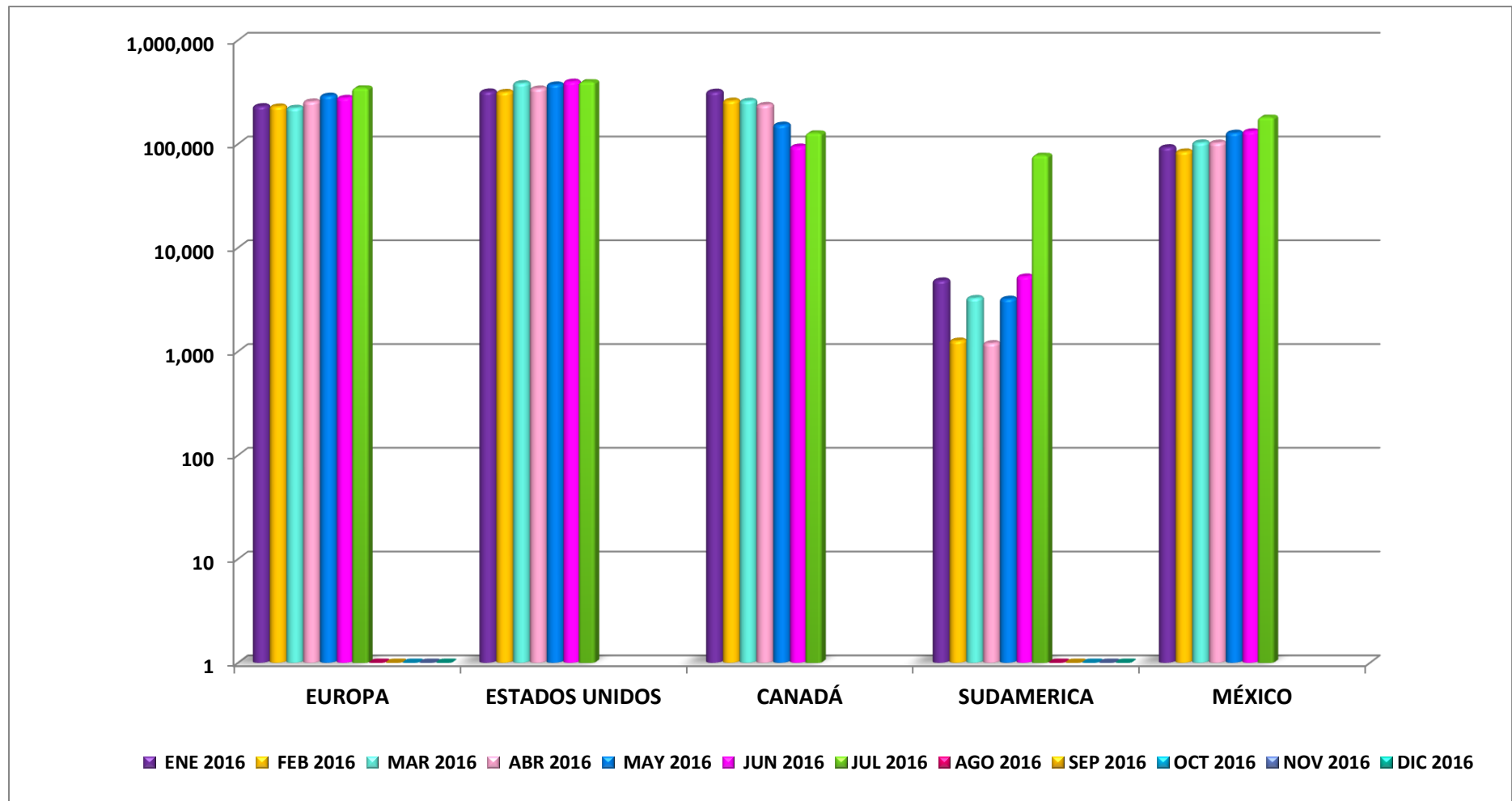
<b>TOTAL PRIN. MDOS.</b>	<b>1,029,454</b>	<b>100.00%</b>	<b>952,103</b>	<b>100.00%</b>	<b>1,017,024</b>	<b>100.00%</b>	<b>998,098</b>	<b>100.00%</b>	<b>1,034,990</b>	<b>100.00%</b>	<b>975,294</b>	<b>100.00%</b>	<b>6,006,963</b>	<b>99.40%</b>
--------------------------	------------------	----------------	----------------	----------------	------------------	----------------	----------------	----------------	------------------	----------------	----------------	----------------	------------------	---------------

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

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

PAÍS	JUL 2016		AGO 2016		SEP 2016		OCT 2016		NOV 2016		DIC 2016		Acumulado	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
<b>NORTE AMERICA</b>														
CANADÁ	127,537	11.3%											1,450,328	20.3%
ESTADOS UNIDOS	397,387	35.1%											2,529,824	35.4%
MÉXICO	181,105	16.0%											823,931	11.5%
<b>SUMA</b>	<b>706,029</b>	<b>62.4%</b>											<b>4,804,083</b>	<b>67.3%</b>
<b>EUROPA</b>														
ALEMANIA	41,228	3.6%											340,954	4.8%
BÉLGICA	12,173	1.1%											39,218	0.5%
ESPAÑA	67,027	5.9%											217,029	3.0%
FRANCIA	17,377	1.5%											141,699	2.0%
GRAN BRETAÑA	163,312	14.4%											814,249	11.4%
HOLANDA	12,922	1.1%											59,353	0.8%
ITALIA	28,466	2.5%											122,957	1.7%
RUSIA	808	0.1%											23,907	0.3%
SUECIA	545	0.0%											74,518	1.0%
SUIZA	3,318	0.3%											20,201	0.3%
<b>SUMA</b>	<b>347,176</b>	<b>30.7%</b>											<b>1,854,085</b>	<b>25.7%</b>
<b>SUDAMERICA</b>														
ARGENTINA	44,073	3.9%											330,504	4.6%
BRASIL	5390	0.5%											22,509	0.3%
CHILE	18,895	1.7%											98,304	1.4%
COLOMBIA	9,302	0.8%											28,343	0.4%
<b>SUMA</b>	<b>77,660</b>	<b>6.9%</b>											<b>479,660</b>	<b>6.3%</b>
<b>TOTAL PRIN. MDOS.</b>	<b>1,130,865</b>	<b>100.00%</b>											<b>7,137,828</b>	<b>99.32%</b>
<b>TOTAL DESTINO</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>											<b>Ctos. Ocup.</b>	<b>%PART.</b>
	<b>1,194,266</b>	<b>94.7%</b>											<b>7,825,627</b>	<b>91.2%</b>

**GRAFICA  
PRODUCCIÓN CUARTOS NOCHE POR REGIONES  
DESGLOSE MENSUAL 2016**





## COMPARATIVO POR PAISES DE LOS AÑOS 2016 VS 2015 JULIO

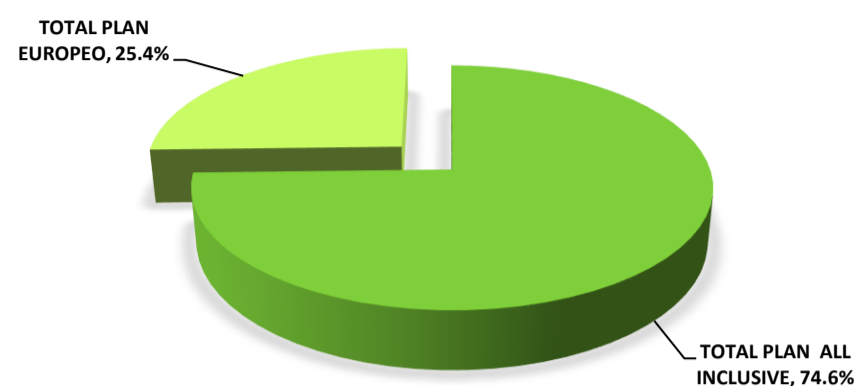
REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	42,339	9.07%	50,261	10.49%	7,922	18.71%
Estados Unidos	193,714	41.49%	189,986	39.66%	-3,728	-1.92%
México	103,934	22.26%	102,271	21.35%	-1,663	-1.60%
<b>SUMA</b>	<b>339,987</b>	<b>72.81%</b>	<b>342,518</b>	<b>71.51%</b>	<b>2,531</b>	<b>0.74%</b>
<b>SUDAMERICA</b>						
Argentina	16,636	3.56%	15,487	3.23%	-1,149	-6.91%
Bolivia	204	0.04%	150	0.03%	-54	-26.47%
Brasil	2,424	0.52%	2,083	0.43%	-341	-14.07%
Chile	6,123	1.31%	7,119	1.49%	996	16.27%
Colombia	2,721	0.58%	2,255	0.47%	-466	-17.13%
Ecuador	175	0.04%	320	0.07%	145	82.86%
Paraguay	163	0.03%	174	0.04%	11	6.75%
Peru	3,280	0.70%	2,856	0.60%	-424	-12.93%
Uruguay	2,243	0.48%	2,173	0.45%	-70	-3.12%
Venezuela	292	0.06%	222	0.05%	-70	-23.97%
Otros	574	0.12%	702	0.15%	128	22.30%
<b>SUMA</b>	<b>34,835</b>	<b>7.46%</b>	<b>33,541</b>	<b>7.00%</b>	<b>-1,294</b>	<b>-3.71%</b>
<b>EUROPA</b>						
Alemania	6,972	1.49%	10,515	2.20%	3,543	50.82%
Austria	406	0.09%	360	0.08%	-46	-11.33%
Bélgica	1,638	0.35%	3,186	0.67%	1,548	94.51%
Bulgaria	62	0.01%	43	0.01%	-19	-30.65%
Dinamarca	258	0.06%	220	0.05%	-38	-14.73%
España	23,491	5.03%	24,522	5.12%	1,031	4.39%
Finlandia	22	0.00%	35	0.01%	13	59.09%
Francia	5,484	1.17%	5,043	1.05%	-441	-8.04%
Gran Bretaña	29,355	6.29%	30,693	6.41%	1,338	4.56%
Grecia	35	0.01%	27	0.01%	-8	-22.86%
Holanda	3,726	0.80%	3,217	0.67%	-509	-13.66%
Hungría	14	0.00%	32	0.01%	18	128.57%
Irlanda	437	0.09%	310	0.06%	-127	-29.06%
Islandia	54	0.01%	0	0.00%	-54	-100.00%
Italia	11,041	2.36%	9,109	1.90%	-1,932	-17.50%
Luxemburgo	54	0.01%	30	0.01%	-24	-44.44%
Mónaco	15	0.00%	1	0.00%	-14	0.00%
Noruega	720	0.15%	239	0.05%	-481	-66.81%
Polonia	174	0.04%	301	0.06%	127	72.99%
Portugal	1,004	0.22%	2,951	0.62%	1,947	193.92%
Rep. Checa	58	0.01%	238	0.05%	180	310.34%
Rumania	18	0.00%	46	0.01%	28	155.56%
Rusia	316	0.07%	295	0.06%	-21	-6.65%
Slovenia	30	0.01%	1	0.00%	-29	-96.67%
Suecia	318	0.07%	107	0.02%	-211	-66.35%
Suiza	934	0.20%	970	0.20%	36	3.85%
Otros	712	0.15%	4,196	0.88%	3,484	489.33%
<b>SUMA</b>	<b>87,348</b>	<b>18.71%</b>	<b>96,687</b>	<b>20.19%</b>	<b>9,339</b>	<b>10.69%</b>
<b>OTROS PAISES</b>	<b>4,772</b>	<b>1.02%</b>	<b>6,243</b>	<b>1.30%</b>	<b>1,471</b>	<b>30.83%</b>
<b>TOTAL</b>	<b>466,942</b>	<b>100.00%</b>	<b>478,989</b>	<b>100.00%</b>	<b>12,047</b>	<b>2.58%</b>

REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	497,745	17.51%	493,695	17.03%	-4,050	-0.81%
Estados Unidos	1,136,658	39.98%	1,155,160	39.84%	18,502	1.63%
México	466,463	16.41%	488,840	16.86%	22,377	4.80%
<b>SUMA</b>	<b>2,100,866</b>	<b>73.89%</b>	<b>2,137,695</b>	<b>73.73%</b>	<b>36,829</b>	<b>1.75%</b>
<b>SUDAMERICA</b>						
Argentina	101,651	3.58%	110,519	3.81%	8,868	8.72%
Bolivia	456	0.02%	856	0.03%	400	87.72%
Brasil	15,788	0.56%	9,231	0.32%	-6,557	-41.53%
Chile	27,737	0.98%	35,533	1.23%	7,796	28.11%
Colombia	15,670	0.55%	11,683	0.40%	-3,987	-25.44%
Ecuador	1,110	0.04%	1,383	0.05%	273	24.59%
Paraguay	1,785	0.06%	1,651	0.06%	-134	-7.51%
Peru	11,488	0.40%	11,888	0.41%	400	3.48%
Uruguay	11,187	0.39%	16,733	0.58%	5,546	49.58%
Venezuela	2,319	0.08%	1,233	0.04%	-1,086	-46.83%
Otros	1,660	0.06%	3,990	0.14%	2,330	140.36%
<b>SUMA</b>	<b>190,851</b>	<b>6.71%</b>	<b>204,700</b>	<b>7.06%</b>	<b>13,849</b>	<b>7.26%</b>
<b>EUROPA</b>						
Alemania	80,465	2.83%	85,947	2.96%	5,482	6.81%
Austria	2,372	0.08%	3,741	0.13%	1,369	57.72%
Bélgica	8,100	0.28%	10,835	0.37%	2,735	33.77%
Bulgaria	177	0.01%	226	0.01%	49	27.68%
Dinamarca	1,089	0.04%	932	0.03%	-157	-14.42%
España	80,314	2.82%	79,887	2.76%	-427	-0.53%
Finlandia	700	0.02%	596	0.02%	-104	-14.86%
Francia	51,796	1.82%	42,681	1.47%	-9,115	-17.60%
Gran Bretaña	165,249	5.81%	169,079	5.83%	3,830	2.32%
Grecia	220	0.01%	197	0.01%	-23	-10.45%
Holanda	21,888	0.77%	17,148	0.59%	-4,740	-21.66%
Hungría	403	0.01%	467	0.02%	64	15.88%
Irlanda	1,410	0.05%	1,732	0.06%	322	22.84%
Islandia	131	0.00%	79	0.00%	-52	-39.69%
Italia	49,913	1.76%	42,533	1.47%	-7,380	-14.79%
Luxemburgo	163	0.01%	193	0.01%	30	18.40%
Mónaco	38	0.00%	2	0.00%	-36	-94.74%
Noruega	4,028	0.14%	2,173	0.07%	-1,855	-46.05%
Polonia	5,116	0.18%	4,259	0.15%	-857	-16.75%
Portugal	3,005	0.11%	9,293	0.32%	6,288	209.25%
Rep. Checa	958	0.03%	5,833	0.20%	4,875	508.87%
Rumania	239	0.01%	606	0.02%	367	153.56%
Rusia	7,429	0.26%	6,766	0.23%	-663	-8.92%
Slovenia	140	0.00%	282	0.01%	142	101.43%
Suecia	20,135	0.71%	15,707	0.54%	-4,428	-21.99%
Suiza	6,955	0.24%	5,213	0.18%	-1,742	-25.05%
Otros	8,039	0.28%	17,518	0.60%	9,479	117.91%
<b>SUMA</b>	<b>520,472</b>	<b>18.31%</b>	<b>523,925</b>	<b>18.07%</b>	<b>3,453</b>	<b>0.66%</b>
<b>OTROS PAISES</b>	<b>31,052</b>	<b>1.09%</b>	<b>33,090</b>	<b>1.14%</b>	<b>2,038</b>	<b>6.56%</b>
<b>TOTAL</b>	<b>2,843,241</b>	<b>100.00%</b>	<b>2,899,410</b>	<b>100.00%</b>	<b>56,169</b>	<b>1.98%</b>

	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	SECRET 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
		<b>32,574</b>	

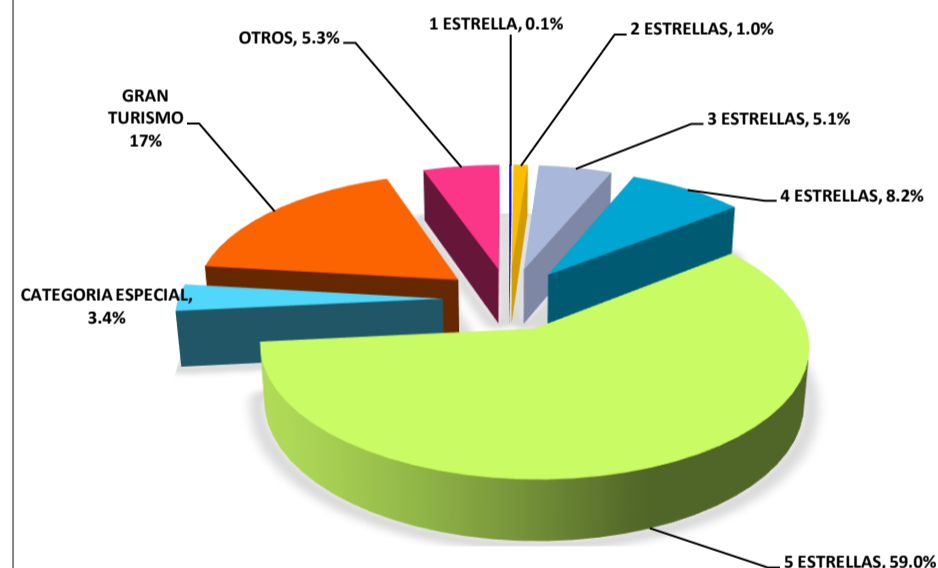
PLAN DE HOSPEDAJE	Cuartos	# HtIs.	%
<b>TOTAL PLAN ALL INCLUSIVE</b>	32,574	76	74.6%
<b>TOTAL PLAN EUROPEO</b>	11,095	329	25.4%
<b>SUMAS</b>	<b>43,669</b>	<b>405</b>	<b>100.0%</b>

**DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE**



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

**DISTRIBUCIÓN DE CUARTOS POR CATEGORIA**



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

**DISTRIBUCIÓN DE CUARTOS POR RANGO**



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE  
 EN LA RIVIERA MAYA POR LOCALIDAD  
 JULIO 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%
<b>TOTAL</b>	<b>405</b>	<b>100.0%</b>	<b>43,669</b>	<b>100.0%</b>

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

