



FIDEICOMISO DE PROMOCIÓN TURÍSTICA  
DE LA RIVIERA MAYA

## BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

AGOSTO 2016

El Barómetro Turístico de la Riviera Maya en su **Ducentésima vigésima cuarta** edición correspondiente al mes de Agosto 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:  
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de la Riviera Maya.

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



| CONCEPTO   | AGOSTO             |                    | VARIACIÓN      |         |
|--|--------------------|--------------------|----------------|---------|
|  | 2015               | 2016               | VALOR          | %       |
| <b>OCUPACION HOTELERA</b>                            |                    |                    |                |         |
| NO. DE CUARTOS                                       | 42,565             | 43,669             | 1,104          | 2.59%   |
| CUARTOS NOCHE DISPONIBLES                            | 1,310,196          | 1,341,640          | 31,444         | 2.40%   |
| CUARTOS NOCHE OCUPADOS                               | 1,071,269          | 1,096,141          | 24,872         | 2.32%   |
| % DE OCUPACION                                       | 81.76%             | <b>81.70%</b>      | -0.06%         |         |
| % DE OCUPACION TODO INCLUIDO                         | <b>83.54%</b>      | <b>82.94%</b>      | -0.60%         |         |
| <b>ESTADIA PROMEDIO</b>                              |                    |                    |                |         |
| GENERAL  | 5.9                | 6.0                | 0.13           |         |
| TURISMO NACIONAL                                     | 4.0                | 4.0                | (0.08)         |         |
| TURISMO INTERNACIONAL                                | 6.6                | 6.7                | 0.09           |         |
| <b>TARIFA PROMEDIO (pesos)</b>                       | <b>\$ 3,695.09</b> | <b>\$ 4,323.78</b> | 629            | 17.01%  |
| <b>AFLUENCIA DEL TURISMO</b>                         |                    |                    |                |         |
| TOTAL  | <b>414,902</b>     | <b>404,708</b>     | -10,194        | -2.46%  |
| NACIONALES   | 97,872             | 88,794             | -9,078         | -9.28%  |
| EXTRANJEROS  | 317,030            | 315,914            | -1,116         | -0.35%  |
| <b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN</b> |                    |                    |                |         |
|  | <b>2015</b>        |                    | <b>2016</b>    |         |
| EUROPA   | 95,966             | 30.27%             | 101,477        | 32.12%  |
| ESTADOS UNIDOS                                       | 146,847            | 46.32%             | 138,024        | 43.69%  |
| CANADÁ   | 39,586             | 12.49%             | 39,926         | 12.64%  |
| SUDAMERICA   | 29,690             | 9.37%              | 31,131         | 9.85%   |
| RESTO DEL MUNDO                                      | 4,941              | 1.56%              | 5,356          | 1.70%   |
|  | <b>317,030</b>     | 100.00%            | <b>315,914</b> | 100.00% |
| <b>PRODUCCIÓN CUARTOS NOCHE</b>                      |                    |                    |                |         |
| TOTAL  | <b>1,071,269</b>   | <b>1,096,141</b>   | 24,872         | 2.32%   |
| NACIONALES   | 164,344            | 146,140            | -18,204        | -11.08% |
| EXTRANJEROS  | 906,925            | 950,001            | 43,076         | 4.75%   |
| <b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>         |                    |                    |                |         |
|  | <b>2015</b>        |                    | <b>2016</b>    |         |
| EUROPA (Principales países)                          | 382,422            | 42.2%              | 376,601        | 39.6%   |
| ESTADOS UNIDOS                                       | 333,465            | 36.8%              | 316,880        | 33.4%   |
| CANADÁ   | 107,212            | 11.8%              | 105,471        | 11.1%   |
| SUDAMERICA (Principales países)                      | 59,798             | 6.6%               | 65,720         | 6.9%    |
| RESTO DEL MUNDO                                      | 24,028             | 2.65%              | 85,329         | 9.0%    |
|  | <b>906,925</b>     | 100.00%            | <b>950,001</b> | 100.00% |

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

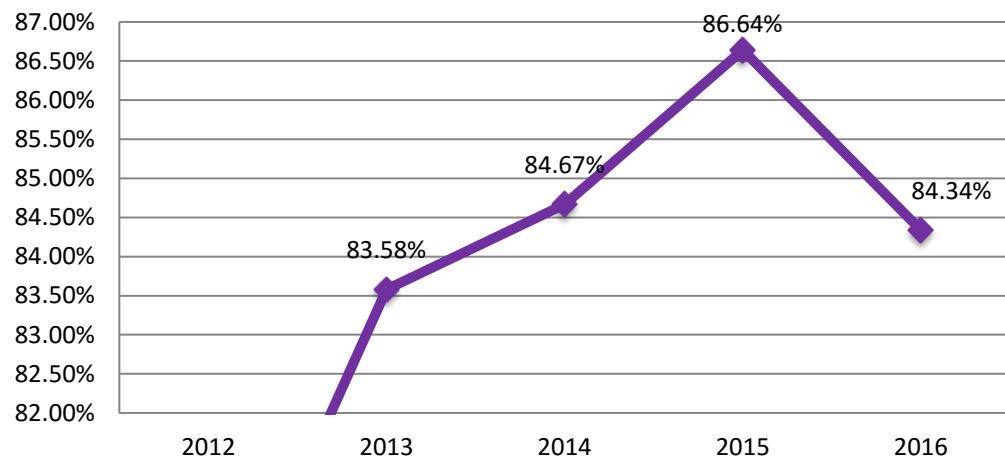


| CONCEPTO   | ENERO - AGOSTO     |                    | VARIACIÓN        |         |
|--|--------------------|--------------------|------------------|---------|
|  | 2015               | 2016               | VALOR            | %       |
| <b>OCUPACION HOTELERA</b>                            |                    |                    |                  |         |
| NO. DE CUARTOS                                       | 42,565             | 43,669             | 1,104            | 2.59%   |
| CUARTOS NOCHE DISPONIBLES                            | 10,193,438         | 10,578,650         | 385,212          | 3.78%   |
| CUARTOS NOCHE OCUPADOS                               | 8,832,078          | 8,921,768          | 89,690           | 1.02%   |
| % DE OCUPACION                                       | 86.64%             | <b>84.34%</b>      | -2.31%           |         |
| % DE OCUPACION TODO INCLUIDO                         | <b>88.24%</b>      | <b>85.31%</b>      | -2.93%           |         |
| <b>ESTADIA PROMEDIO</b>                              |                    |                    |                  |         |
| GENERAL  | 6.0                | 6.0                | (0.07)           |         |
| TURISMO NACIONAL                                     | 3.8                | 4.2                | 0.40             |         |
| TURISMO INTERNACIONAL                                | 6.7                | 6.4                | (0.22)           |         |
| <b>TARIFA PROMEDIO (pesos)</b>                       | <b>\$ 3,882.58</b> | <b>\$ 4,789.97</b> | 907              | 23.37%  |
| <b>AFLUENCIA DEL TURISMO</b>                         |                    |                    |                  |         |
|  | <b>2015</b>        | <b>2016</b>        |                  |         |
| TOTAL  | 3,258,143          | 3,304,118          | 45,975           | 1.41%   |
| NACIONALES   | 564,335            | 577,634            | 13,299           | 2.36%   |
| EXTRANJEROS  | 2,693,808          | 2,726,484          | 32,676           | 1.21%   |
| <b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN</b> |                    |                    |                  |         |
|  | <b>2015</b>        |                    | <b>2016</b>      |         |
| EUROPA   | 616,439            | 22.88%             | 625,402          | 22.94%  |
| ESTADOS UNIDOS                                       | 1,283,505          | 47.65%             | 1,293,184        | 47.43%  |
| CANADÁ   | 537,332            | 19.95%             | 533,621          | 19.57%  |
| SUDAMERICA   | 220,541            | 8.19%              | 235,831          | 8.65%   |
| RESTO DEL MUNDO                                      | 35,991             | 1.34%              | 38,446           | 1.41%   |
|  | <b>2,693,808</b>   | 100.00%            | <b>2,726,484</b> | 100.00% |
| <b>PRODUCCIÓN CUARTOS NOCHE</b>                      |                    |                    |                  |         |
|  | <b>2015</b>        | <b>2016</b>        |                  |         |
| TOTAL  | 8,832,078          | 8,921,768          | 89,690           | 1.02%   |
| NACIONALES   | 875,388            | 970,071            | 94,683           | 10.82%  |
| EXTRANJEROS  | 7,956,690          | 7,951,697          | -4,993           | -0.06%  |
| <b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>         |                    |                    |                  |         |
|  | <b>2015</b>        |                    | <b>2016</b>      |         |
| EUROPA (Principales países)                          | 2,475,101          | 31.1%              | 2,230,687        | 28.1%   |
| ESTADOS UNIDOS                                       | 2,952,161          | 37.1%              | 2,846,704        | 35.8%   |
| CANADÁ   | 1,623,672          | 20.4%              | 1,555,799        | 19.6%   |
| SUDAMERICA (Principales países)                      | 558,951            | 7.0%               | 545,380          | 6.9%    |
| RESTO DEL MUNDO                                      | 346,805            | 4.36%              | 773,127          | 9.7%    |
|  | <b>7,956,690</b>   | 100.00%            | <b>7,951,697</b> | 100.00% |

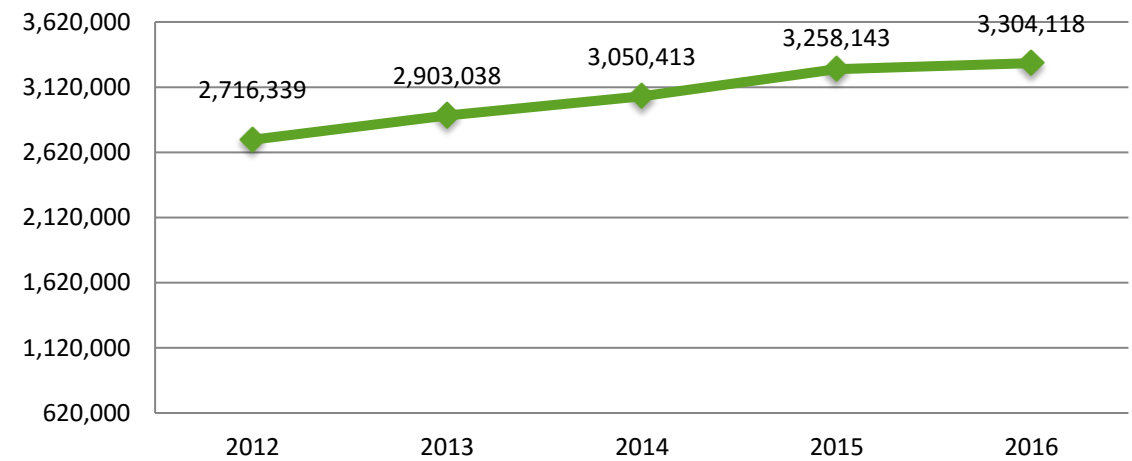
## COMPARATIVO OCUPACIÓN Y AFLUENCIA 2012-2016

| 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          | 72.72%        | 78.31%        | 79.49%        | 81.76%        | 81.70%        | 8.98%        | 3.39%        | 2.21%         | -0.06%        | 330,085          | 369,964          | 380,455          | 414,902          | 404,708          | 22.61%        | 9.39%         | 6.37%        | -2.46%       |
| SEPT         |               |               |               |               |               |              |              |               |               |                  |                  |                  |                  |                  |               |               |              |              |
| OCT          |               |               |               |               |               |              |              |               |               |                  |                  |                  |                  |                  |               |               |              |              |
| NOV          |               |               |               |               |               |              |              |               |               |                  |                  |                  |                  |                  |               |               |              |              |
| DIC          |               |               |               |               |               |              |              |               |               |                  |                  |                  |                  |                  |               |               |              |              |
| <b>Total</b> | <b>78.52%</b> | <b>83.58%</b> | <b>84.67%</b> | <b>86.64%</b> | <b>84.34%</b> | <b>5.82%</b> | <b>0.76%</b> | <b>-0.33%</b> | <b>-2.30%</b> | <b>2,716,339</b> | <b>2,903,038</b> | <b>3,050,413</b> | <b>3,258,143</b> | <b>3,304,118</b> | <b>21.64%</b> | <b>13.82%</b> | <b>8.32%</b> | <b>1.41%</b> |

OCUPACIÓN GENERAL ACUMULADA

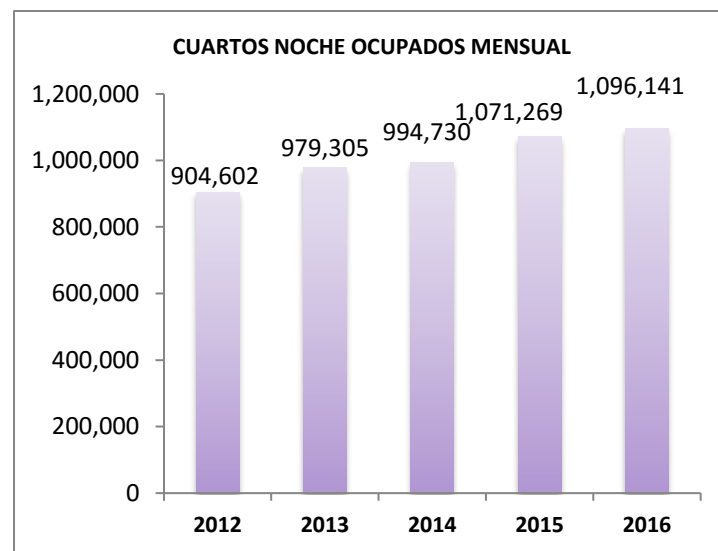


AFLUENCIA GENERAL ACUMULADA

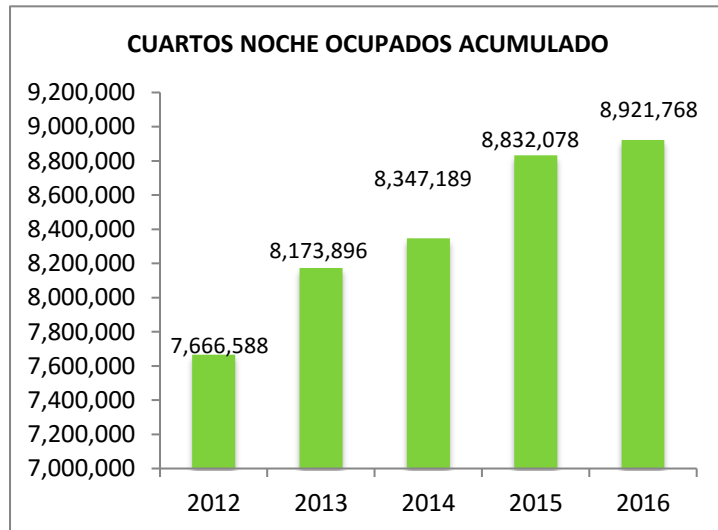


## COMPARATIVO CUARTOS NOCHE OCUPADOS 2012-2016

| 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  | 904,602                        | 979,305   | 994,730   | 1,071,269 | 1,096,141 | 21.17%  | 11.93%  | 10.19%  | 2.32%   |
| 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 | 7,666,588                        | 8,173,896 | 8,347,189 | 8,832,078 | 8,921,768 | 16.37%  | 9.15%   | 6.88%   | 1.02%   |
| 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     | 405            | 43,669         | 1,341,640   | 1,096,141 | <b>81.70%</b>  | 88,794               | 21.94% | 315,914    | 78.06% | <b>404,708</b> | 6.0               |
| SEPTIEMBRE |                |                |             |           |                |                      |        |            |        |                |                   |
| OCTUBRE    |                |                |             |           |                |                      |        |            |        |                |                   |
| NOVIEMBRE  |                |                |             |           |                |                      |        |            |        |                |                   |
| DICIEMBRE  |                |                |             |           |                |                      |        |            |        |                |                   |

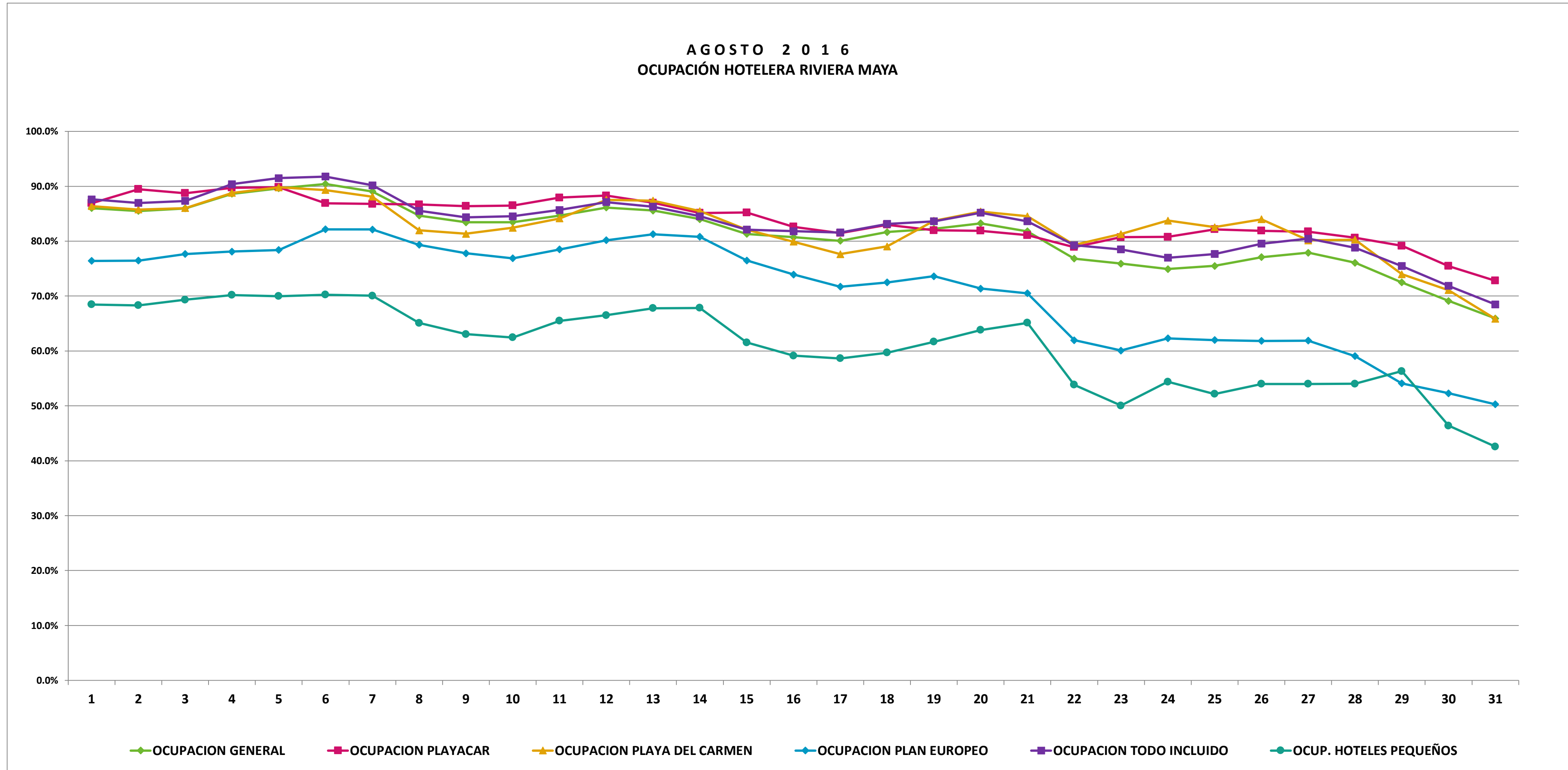
### ACUMULADO ANUAL

|         |     |        |            |           |               |         |        |           |        |                  |     |
|---------|-----|--------|------------|-----------|---------------|---------|--------|-----------|--------|------------------|-----|
| 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 | 405 | 43,669 | 10,578,650 | 8,921,768 | <b>84.34%</b> | 577,634 | 17.48% | 2,726,484 | 82.52% | <b>3,304,118</b> | 6.0 |
| ENE-SEP |     |        |            |           |               |         |        |           |        |                  |     |
| ENE-OCT |     |        |            |           |               |         |        |           |        |                  |     |
| ENE-NOV |     |        |            |           |               |         |        |           |        |                  |     |
| ENE-DIC |     |        |            |           |               |         |        |           |        |                  |     |

OCUPACIÓN HOTELERA DIARIA

AGOSTO 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          | 86.0% | 85.5% | 86.0% | 88.7% | 89.6% | 90.4% | 89.1% | 84.7% | 83.4% | 83.5% | 84.7% | 86.1% | 85.6% | 84.0% | 81.3% | 80.7% | 80.1% | 81.7% | 82.3% | 83.3% | 81.8% | 76.8% | 75.9% | 74.9% | 75.5% | 77.1% | 77.9% | 76.1% | 72.5% | 69.1% | 65.9% | 81.70%   |
| OCUPACION PLAYACAR         | 86.9% | 89.5% | 88.7% | 89.7% | 89.8% | 86.9% | 86.8% | 86.7% | 86.4% | 86.5% | 87.9% | 88.3% | 87.0% | 85.1% | 85.2% | 82.6% | 81.5% | 83.0% | 82.0% | 81.9% | 81.1% | 78.9% | 80.7% | 80.8% | 82.2% | 81.9% | 81.7% | 80.6% | 79.2% | 75.5% | 72.8% | 83.80%   |
| OCUPACION PLAYA DEL CARMEN | 86.4% | 85.8% | 86.0% | 88.8% | 89.8% | 89.3% | 88.1% | 82.0% | 81.4% | 82.4% | 84.1% | 87.5% | 87.4% | 85.5% | 82.1% | 79.9% | 77.6% | 79.1% | 83.7% | 85.4% | 84.5% | 79.3% | 81.3% | 83.8% | 82.6% | 84.0% | 80.2% | 80.3% | 74.0% | 71.1% | 65.9% | 82.55%   |
| OCUPACION PLAN EUROPEO     | 76.4% | 76.5% | 77.7% | 78.1% | 78.4% | 82.2% | 82.1% | 79.3% | 77.8% | 76.9% | 78.5% | 80.2% | 81.3% | 80.8% | 76.5% | 73.9% | 71.7% | 72.5% | 73.6% | 71.4% | 70.5% | 62.0% | 60.1% | 62.3% | 62.0% | 61.8% | 61.9% | 59.1% | 54.1% | 52.3% | 50.3% | 71.03%   |
| OCUPACION TODO INCLUIDO    | 87.6% | 87.0% | 87.3% | 90.4% | 91.5% | 91.8% | 90.2% | 85.5% | 84.4% | 84.5% | 85.7% | 87.1% | 86.3% | 84.5% | 82.1% | 81.8% | 81.6% | 83.2% | 83.6% | 85.2% | 83.6% | 79.3% | 78.5% | 77.0% | 77.7% | 79.6% | 80.5% | 78.8% | 75.5% | 71.9% | 68.5% | 82.94%   |
| OCUP. HOTELES PEQUEÑOS     | 68.5% | 68.3% | 69.3% | 70.2% | 70.0% | 70.2% | 70.1% | 65.1% | 63.1% | 62.5% | 65.5% | 66.5% | 67.8% | 67.9% | 61.5% | 59.2% | 58.7% | 59.7% | 61.7% | 63.8% | 65.1% | 53.9% | 50.1% | 54.4% | 52.2% | 54.0% | 54.0% | 54.0% | 56.3% | 46.4% | 42.6% | 61.04%   |





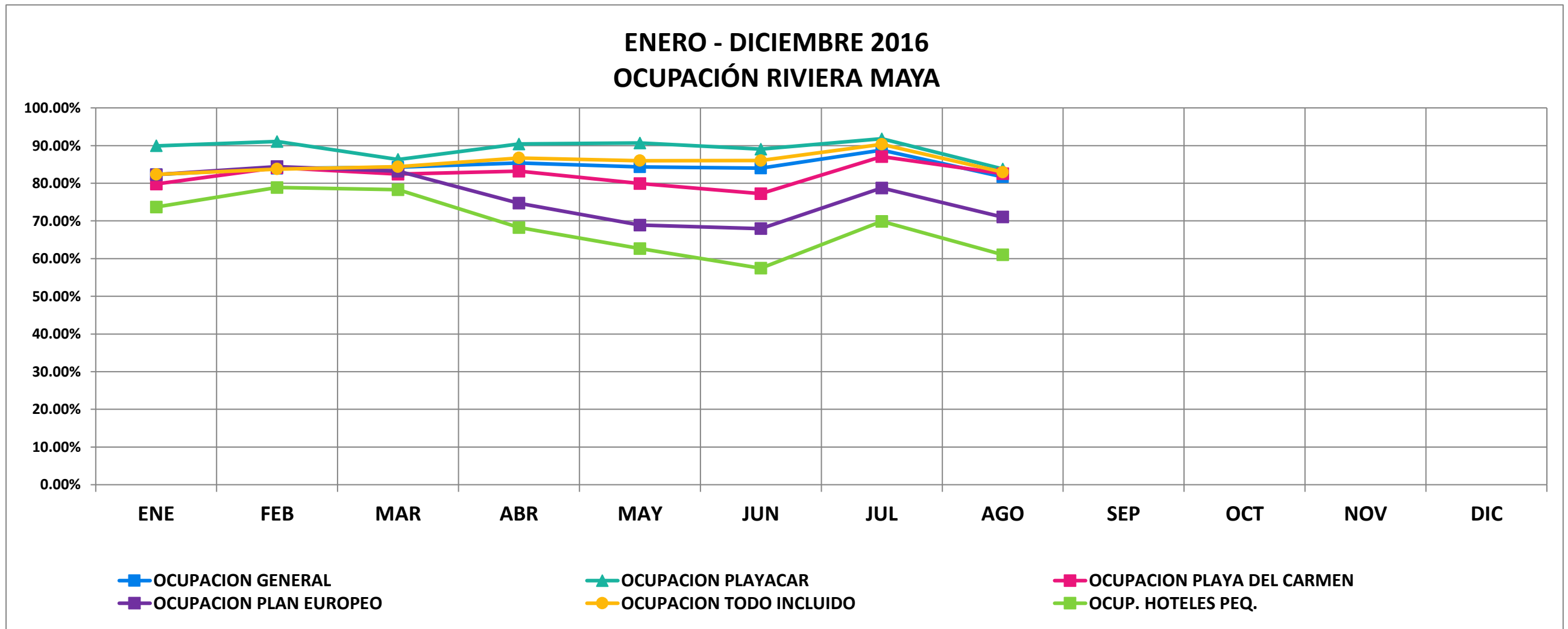
# FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

## DEPARTAMENTO DE ESTADÍSTICA

### OCUPACIÓN HOTELERA MENSUAL

**ENERO - DICIEMBRE 2016**

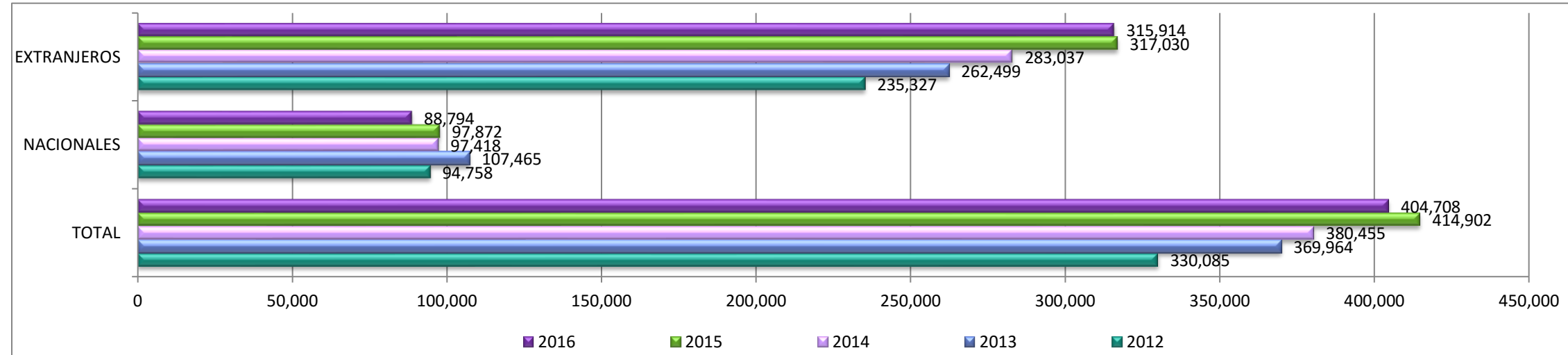
| MES                               | ENE    | FEB    | MAR    | ABR    | MAY    | JUN    | JUL    | AGO    | SEP | OCT | NOV | DIC | ACUMULADO |
|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-----|-----|-----|-----------|
| <b>OCUPACION GENERAL</b>          | 82.27% | 83.92% | 84.25% | 85.41% | 84.33% | 83.98% | 88.80% | 81.70% |     |     |     |     | 84.34%    |
| <b>OCUPACION PLAYACAR</b>         | 89.94% | 91.10% | 86.32% | 90.43% | 90.69% | 89.04% | 91.82% | 83.80% |     |     |     |     | 89.14%    |
| <b>OCUPACION PLAYA DEL CARMEN</b> | 79.78% | 84.15% | 82.42% | 83.19% | 79.93% | 77.24% | 87.07% | 82.55% |     |     |     |     | 82.04%    |
| <b>OCUPACION PLAN EUROPEO</b>     | 82.29% | 84.41% | 83.23% | 74.72% | 68.92% | 67.95% | 78.75% | 71.03% |     |     |     |     | 76.41%    |
| <b>OCUPACION TODO INCLUIDO</b>    | 82.35% | 83.77% | 84.37% | 86.71% | 85.99% | 86.05% | 90.33% | 82.94% |     |     |     |     | 85.31%    |
| <b>OCUP. HOTELES PEQ.</b>         | 73.68% | 78.88% | 78.28% | 68.23% | 62.65% | 57.45% | 69.89% | 61.04% |     |     |     |     | 68.76%    |





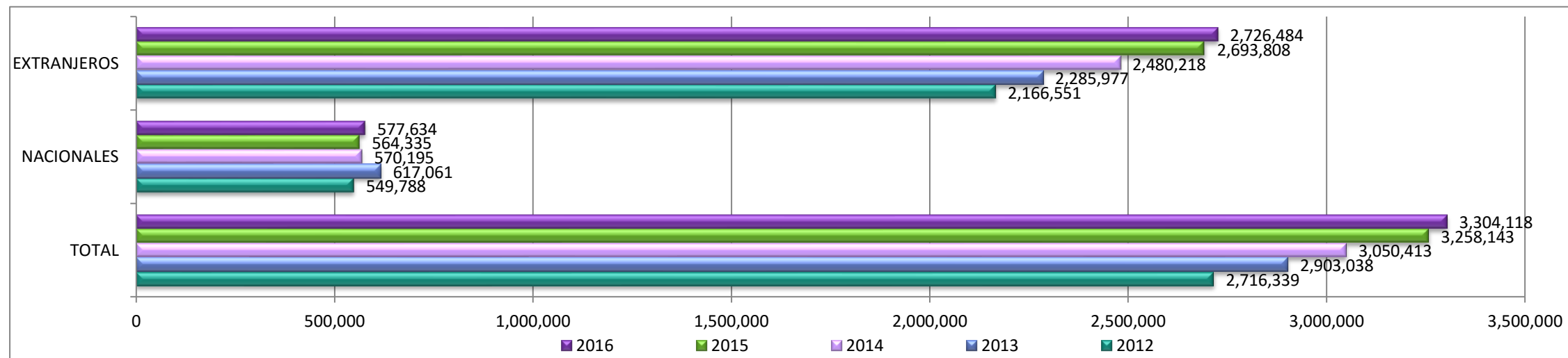
# PROCEDENCIA DEL TURISMO AGOSTO

| 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>330,085</b> | 100.00% | <b>369,964</b> | 100.00% | <b>380,455</b> | 100.00% | <b>414,902</b> | 100.00% | <b>404,708</b> | 100.00% | <b>22.61%</b> | <b>9.39%</b>  | <b>6.37%</b>  | <b>-2.46%</b> |
| <b>NACIONALES</b>     | 94,758         | 28.71%  | 107,465        | 29.05%  | 97,418         | 25.61%  | 97,872         | 23.59%  | 88,794         | 21.94%  | -6.29%        | -17.37%       | -8.85%        | -9.28%        |
| <b>EXTRANJEROS</b>    | 235,327        | 71.29%  | 262,499        | 70.95%  | 283,037        | 74.39%  | 317,030        | 76.41%  | 315,914        | 78.06%  | <b>34.24%</b> | <b>20.35%</b> | <b>11.62%</b> | <b>-0.35%</b> |



# ENERO - AGOSTO

| 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>2,716,339</b> | 100.00% | <b>2,903,038</b> | 100.00% | <b>3,050,413</b> | 100.00% | <b>3,258,143</b> | 100.00% | <b>3,304,118</b> | 100.00% | <b>21.64%</b> | <b>13.82%</b> | <b>8.32%</b> | <b>1.41%</b> |
| <b>NACIONALES</b>     | 549,788          | 20.24%  | 617,061          | 21.26%  | 570,195          | 18.69%  | 564,335          | 17.32%  | 577,634          | 17.48%  | 5.06%         | -6.39%        | 1.30%        | 2.36%        |
| <b>EXTRANJEROS</b>    | 2,166,551        | 79.76%  | 2,285,977        | 78.74%  | 2,480,218        | 81.31%  | 2,693,808        | 82.68%  | 2,726,484        | 82.52%  | <b>25.84%</b> | <b>19.27%</b> | <b>9.93%</b> | <b>1.21%</b> |



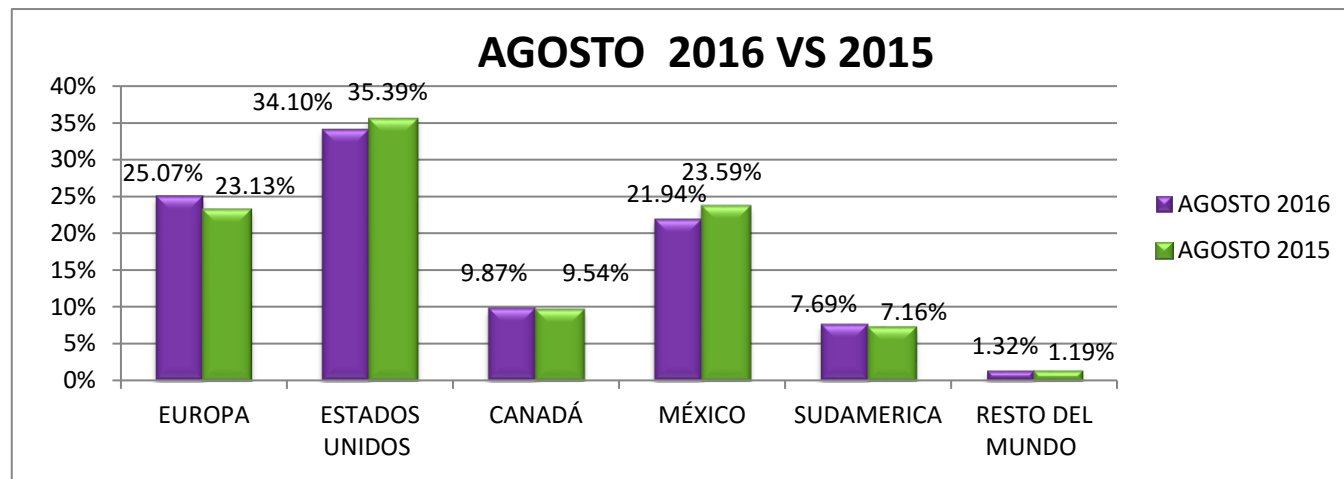
PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
AGOSTO 2016

| 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                    | 39,926          | 9.87         | Bahamas           | 9               | 0.00        | Alemania          | 11,694          | 2.89          |
| Estados Unidos            | 138,024         | 34.10        | Bermudas          |                 | 0.00        | Austria           | 293             | 0.07          |
| México                    | 88,794          | 21.94        | Cuba              | 84              | 0.02        | Bélgica           | 1,940           | 0.48          |
| <b>SUMA</b>               | <b>266,744</b>  | <b>65.91</b> | Curacao           |                 | 0.00        | Bulgaria          | 45              | 0.01          |
|                           |                 |              | Haiti             |                 | 0.00        | Dinamarca         | 45              | 0.01          |
|                           |                 |              | Jamaica           | 20              | 0.00        | España            | 26,441          | 6.53          |
|                           |                 |              | Puerto Rico       | 362             | 0.09        | Finlandia         | 28              | 0.01          |
|                           |                 |              | Rep. Dominicana   | 168             | 0.04        | Francia           | 6,023           | 1.49          |
|                           |                 |              | Otros             | 161             | 0.04        | Gran Bretaña      | 32,374          | 8.00          |
|                           |                 |              | <b>SUMA</b>       | <b>804</b>      | <b>0.20</b> | Grecia            | 23              | 0.01          |
|                           |                 |              |                   |                 |             | Holanda           | 2,367           | 0.58          |
| <b>2.- CENTRO AMERICA</b> |                 |              | <b>5.-OCEANIA</b> |                 |             | <b>8.-EUROPA</b>  |                 |               |
| Belice                    | 54              | 0.01         | Australia         | 559             | 0.14        | Hungria           | 33              | 0.01          |
| Costa Rica                | 257             | 0.06         | Nueva Zelanda     | 38              | 0.01        | Irlanda           | 331             | 0.08          |
| El Salvador               | 234             | 0.06         | Otros             | 38              | 0.01        | Islandia          |                 | 0.00          |
| Guatemala                 | 91              | 0.02         | <b>SUMA</b>       | <b>635</b>      | <b>0.16</b> | Italia            | 12,410          | 3.07          |
| Nicaragua                 | 4               | 0.00         |                   |                 |             | Luxemburgo        | 71              | 0.02          |
| Panamá                    | 1,334           | 0.33         |                   |                 |             | Mónaco            | 16              | 0.00          |
| Otros                     | 142             | 0.04         |                   |                 |             | Noruega           | 128             | 0.03          |
| <b>SUMA</b>               | <b>2,116</b>    | <b>0.52</b>  |                   |                 |             | Polonia           | 166             | 0.04          |
|                           |                 |              | <b>6.- ASIA</b>   |                 |             | <b>8.-EUROPA</b>  |                 |               |
|                           |                 |              | Arabia            | 116             | 0.03        | Portugal          | 3,395           | 0.84          |
|                           |                 |              | China             | 148             | 0.04        | Rep. Checa        | 279             | 0.07          |
|                           |                 |              | Corea             | 232             | 0.06        | Rumania           | 39              | 0.01          |
|                           |                 |              | Filipinas         | 13              | 0.00        | Rusia             | 301             | 0.07          |
|                           |                 |              | India             | 65              | 0.02        | Slovenia          | 22              | 0.01          |
|                           |                 |              | Israel            | 213             | 0.05        | Suecia            | 61              | 0.02          |
|                           |                 |              | Japón             | 131             | 0.03        | Suiza             | 582             | 0.14          |
|                           |                 |              | Paquistán         |                 | 0.00        | Otros             | 2,370           | 0.59          |
|                           |                 |              | Turquia           | 12              | 0.00        | <b>SUMA</b>       | <b>101,477</b>  | <b>25.07</b>  |
|                           |                 |              | Otros             | 395             | 0.10        |                   |                 |               |
|                           |                 |              | <b>SUMA</b>       | <b>1,325</b>    | <b>0.33</b> | <b>GRAN TOTAL</b> |                 |               |
|                           |                 |              |                   |                 |             |                   | <b>404,708</b>  | <b>100.00</b> |
| <b>3.- SUDAMERICA</b>     |                 |              | <b>7.- AFRICA</b> |                 |             |                   |                 |               |
| Argentina                 | 14,190          | 3.51         | Argelia           |                 | 0.00        |                   |                 |               |
| Bolivia                   | 139             | 0.03         | Egipto            | 23              | 0.01        |                   |                 |               |
| Brasil                    | 1,166           | 0.29         | Sudáfrica         | 97              | 0.02        |                   |                 |               |
| Chile                     | 6,242           | 1.54         | Otros             | 356             | 0.09        |                   |                 |               |
| Colombia                  | 2,612           | 0.65         | <b>SUMA</b>       | <b>476</b>      | <b>0.12</b> |                   |                 |               |
| Ecuador                   | 441             | 0.11         |                   |                 |             |                   |                 |               |
| Paraguay                  | 253             | 0.06         |                   |                 |             |                   |                 |               |
| Perú                      | 2,232           | 0.55         |                   |                 |             |                   |                 |               |
| Uruguay                   | 2,952           | 0.73         |                   |                 |             |                   |                 |               |
| Venezuela                 | 277             | 0.07         |                   |                 |             |                   |                 |               |
| Otros                     | 627             | 0.15         |                   |                 |             |                   |                 |               |
| <b>SUMA</b>               | <b>31,131</b>   | <b>7.69</b>  |                   |                 |             |                   |                 |               |

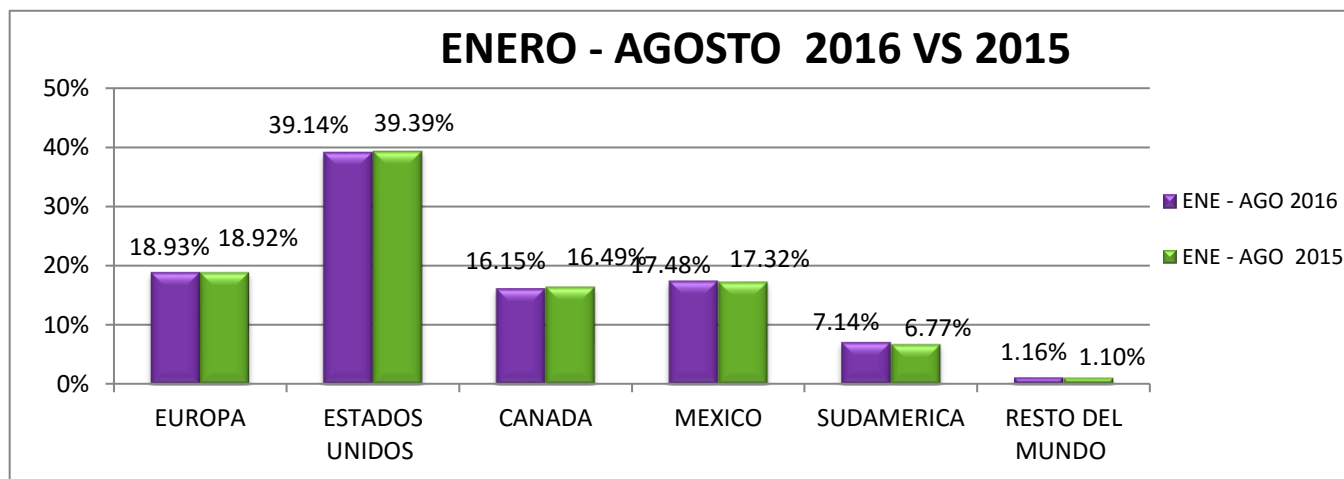
PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
ENERO - AGOSTO 2016

| 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                    | 533,621          | 16.15        | Bahamas            | 79              | 0.00        | Alemania          | 97,641           | 2.96          |
| Estados Unidos            | 1,293,184        | 39.14        | Bermudas           | 58              | 0.00        | Austria           | 4,034            | 0.12          |
| México                    | 577,634          | 17.48        | Cuba               | 391             | 0.01        | Bélgica           | 12,775           | 0.39          |
| <b>SUMA</b>               | <b>2,404,439</b> | <b>72.77</b> | Curacao            | 13              | 0.00        | Bulgaria          | 271              | 0.01          |
|                           |                  |              | Haiti              | 41              | 0.00        | Dinamarca         | 977              | 0.03          |
|                           |                  |              | Jamaica            | 133             | 0.00        | España            | 106,328          | 3.22          |
|                           |                  |              | Puerto Rico        | 1,679           | 0.05        | Finlandia         | 624              | 0.02          |
|                           |                  |              | Rep. Dominicana    | 1,522           | 0.05        | Francia           | 48,704           | 1.47          |
|                           |                  |              | Otros              | 943             | 0.03        | Gran Bretaña      | 201,453          | 6.10          |
|                           |                  |              | <b>SUMA</b>        | <b>4,859</b>    | <b>0.15</b> | Grecia            | 220              | 0.01          |
|                           |                  |              |                    |                 |             | Holanda           | 19,515           | 0.59          |
| <b>2.- CENTRO AMERICA</b> |                  |              | <b>5.- OCEANIA</b> |                 |             | <b>6.- ASIA</b>   |                  |               |
| Belice                    | 673              | 0.02         | Australia          | 5,980           | 0.18        | Arabia            | 442              | 0.01          |
| Costa Rica                | 2,173            | 0.07         | Nueva Zelanda      | 287             | 0.01        | China             | 986              | 0.03          |
| El Salvador               | 591              | 0.02         | Otros              | 44              | 0.00        | Corea             | 1,686            | 0.05          |
| Guatemala                 | 1,364            | 0.04         | <b>SUMA</b>        | <b>6,311</b>    | <b>0.19</b> | Filipinas         | 69               | 0.00          |
| Nicaragua                 | 122              | 0.00         |                    |                 |             | India             | 606              | 0.02          |
| Panamá                    | 10,804           | 0.33         |                    |                 |             | Israel            | 1,513            | 0.05          |
| Otros                     | 409              | 0.01         |                    |                 |             | Japón             | 954              | 0.03          |
| <b>SUMA</b>               | <b>16,136</b>    | <b>0.49</b>  |                    |                 |             | Paquistán         | 10               | 0.00          |
|                           |                  |              |                    |                 |             | Turquia           | 210              | 0.01          |
|                           |                  |              |                    |                 |             | Otros             | 2,215            | 0.07          |
|                           |                  |              |                    |                 |             | <b>SUMA</b>       | <b>8,691</b>     | <b>0.26</b>   |
|                           |                  |              |                    |                 |             |                   |                  |               |
| <b>3.- SUDAMERICA</b>     |                  |              | <b>7.- AFRICA</b>  |                 |             | <b>GRAN TOTAL</b> |                  |               |
| Argentina                 | 124,709          | 3.77         | Argelia            | 4               | 0.00        |                   | <b>3,304,118</b> | <b>100.00</b> |
| Bolivia                   | 995              | 0.03         | Egipto             | 116             | 0.00        |                   |                  |               |
| Brasil                    | 10,397           | 0.31         | Sudáfrica          | 346             | 0.01        |                   |                  |               |
| Chile                     | 41,775           | 1.26         | Otros              | 1,983           | 0.06        |                   |                  |               |
| Colombia                  | 14,295           | 0.43         | <b>SUMA</b>        | <b>2,449</b>    | <b>0.07</b> |                   |                  |               |
| Ecuador                   | 1,824            | 0.06         |                    |                 |             |                   |                  |               |
| Paraguay                  | 1,904            | 0.06         |                    |                 |             |                   |                  |               |
| Perú                      | 14,120           | 0.43         |                    |                 |             |                   |                  |               |
| Uruguay                   | 19,685           | 0.60         |                    |                 |             |                   |                  |               |
| Venezuela                 | 1,510            | 0.05         |                    |                 |             |                   |                  |               |
| Otros                     | 4,617            | 0.14         |                    |                 |             |                   |                  |               |
| <b>SUMA</b>               | <b>235,831</b>   | <b>7.14</b>  |                    |                 |             |                   |                  |               |

| REGION          | AGOSTO 2015    |                | AGOSTO 2016    |                | % VAR.        |
|-----------------|----------------|----------------|----------------|----------------|---------------|
|                 | TURISTAS       | %              | TURISTAS       | %              | 2016-2015     |
| EUROPA          | 95,966         | 23.13%         | 101,477        | 25.07%         | 5.74%         |
| ESTADOS UNIDOS  | 146,847        | 35.39%         | 138,024        | 34.10%         | -6.01%        |
| CANADÁ          | 39,586         | 9.54%          | 39,926         | 9.87%          | 0.86%         |
| MÉXICO          | 97,872         | 23.59%         | 88,794         | 21.94%         | -9.28%        |
| SUDAMERICA      | 29,690         | 7.16%          | 31,131         | 7.69%          | 4.85%         |
| RESTO DEL MUNDO | 4,941          | 1.19%          | 5,356          | 1.32%          | 8.40%         |
| <b>SUMAS</b>    | <b>414,902</b> | <b>100.00%</b> | <b>404,708</b> | <b>100.00%</b> | <b>-2.46%</b> |



| REGION          | ENE - AGO 2015   |                | ENE - AGO 2016   |                | % VAR.       |
|-----------------|------------------|----------------|------------------|----------------|--------------|
|                 | TURISTAS         | %              | TURISTAS         | %              | 2016-2015    |
| EUROPA          | 616,439          | 18.92%         | 625,402          | 18.93%         | 1.45%        |
| ESTADOS UNIDOS  | 1,283,505        | 39.39%         | 1,293,184        | 39.14%         | 0.75%        |
| CANADA          | 537,332          | 16.49%         | 533,621          | 16.15%         | -0.69%       |
| MEXICO          | 564,335          | 17.32%         | 577,634          | 17.48%         | 2.36%        |
| SUDAMERICA      | 220,541          | 6.77%          | 235,831          | 7.14%          | 6.93%        |
| RESTO DEL MUNDO | 35,991           | 1.10%          | 38,446           | 1.16%          | 6.82%        |
| <b>SUMAS</b>    | <b>3,258,143</b> | <b>100.00%</b> | <b>3,304,118</b> | <b>100.00%</b> | <b>1.41%</b> |



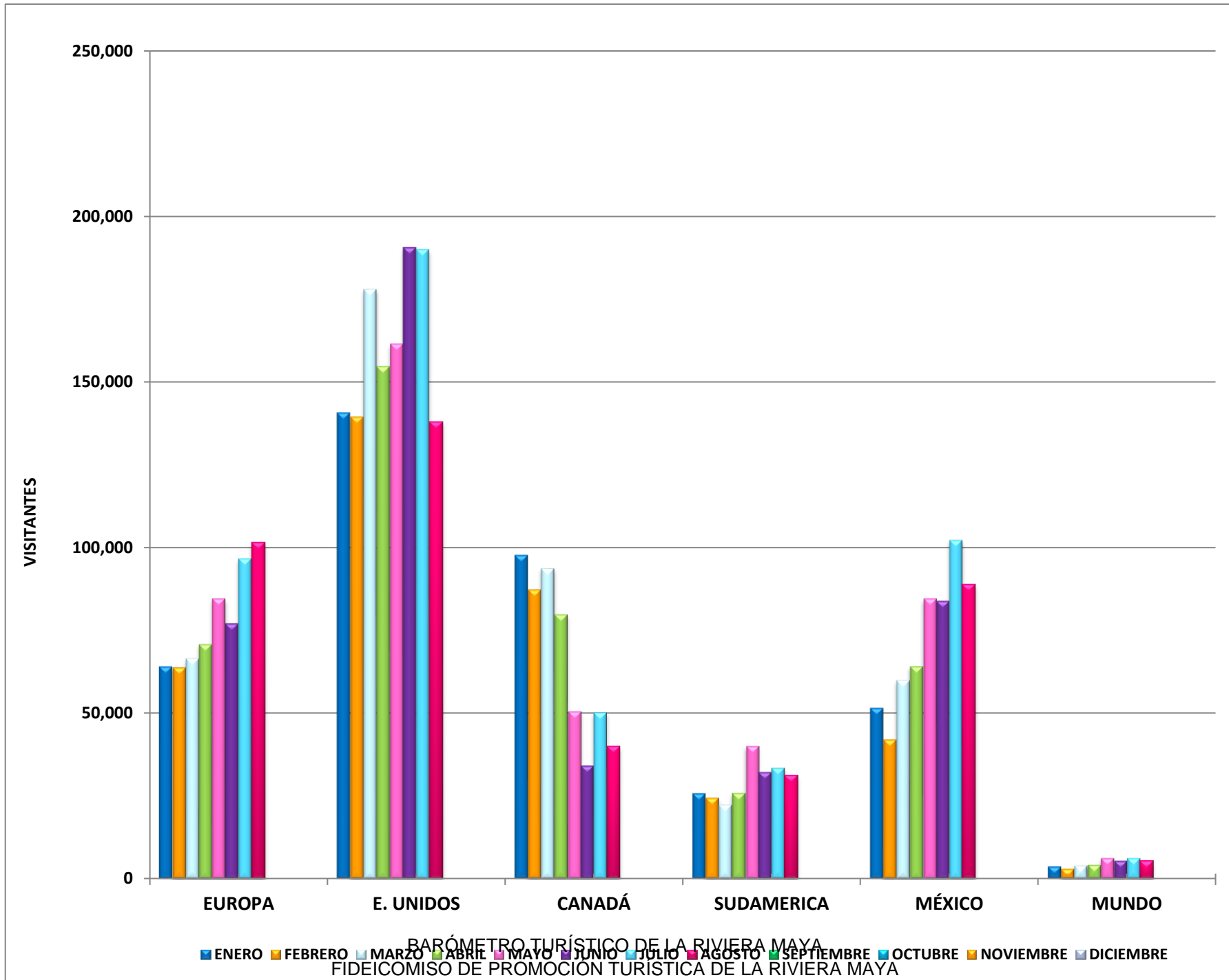
**PROCEDENCIA DEL TURISMO POR REGIONES  
AÑO 2016**

| 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     | 101,477 | 25.1 | 138,024   | 34.1 | 39,926 | 9.9  | 31,131     | 7.7 | 88,794  | 21.9 | 5,356 | 1.3 | 404,708 | 100.0 |
| SEPTIEMBRE |         |      |           |      |        |      |            |     |         |      |       |     |         |       |
| OCTUBRE    |         |      |           |      |        |      |            |     |         |      |       |     |         |       |
| NOVIEMBRE  |         |      |           |      |        |      |            |     |         |      |       |     |         |       |
| DICIEMBRE  |         |      |           |      |        |      |            |     |         |      |       |     |         |       |

**ACUMULADO ANUAL**

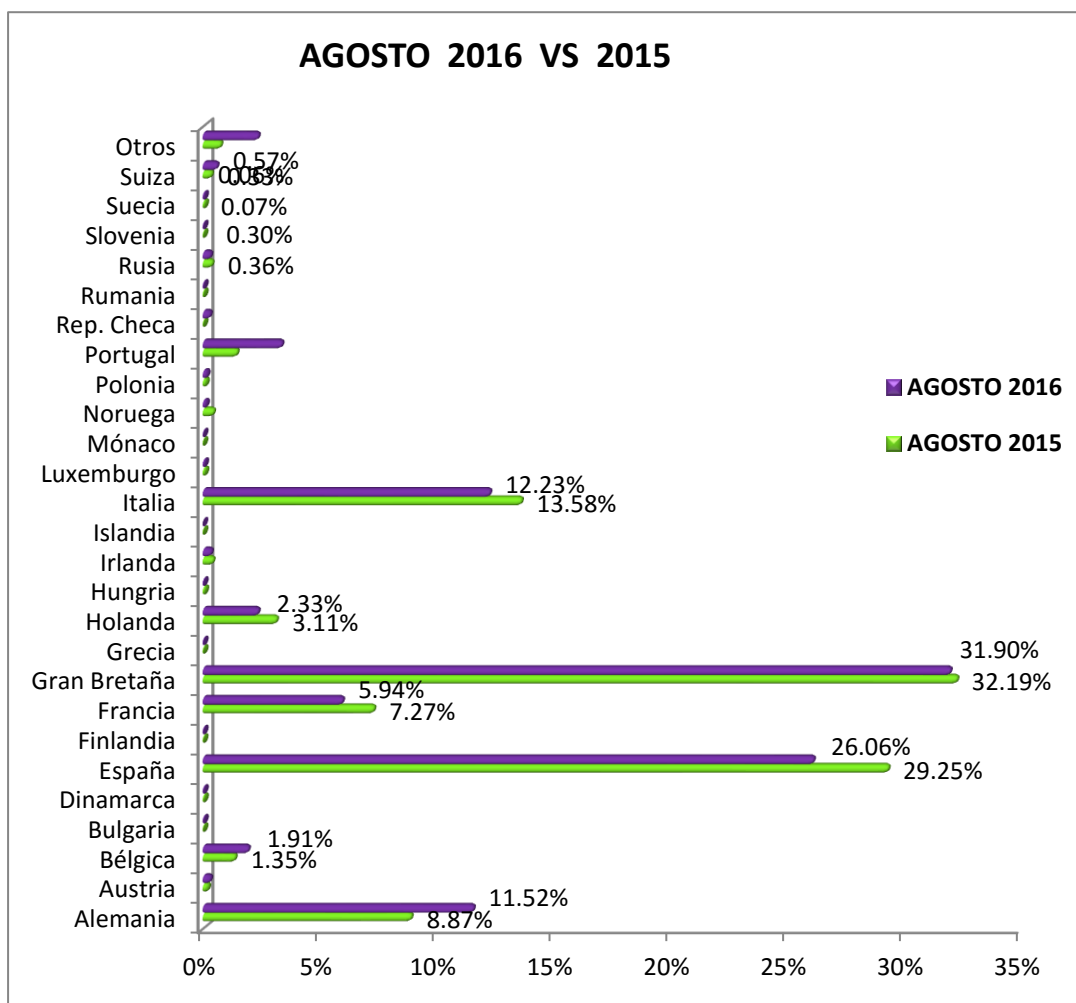
|          |         |      |           |      |         |      |         |     |         |      |        |     |           |       |
|----------|---------|------|-----------|------|---------|------|---------|-----|---------|------|--------|-----|-----------|-------|
| ENE-FEB  | 128,042 | 17.2 | 280,216   | 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  | 625,402 | 18.9 | 1,293,184 | 39.1 | 533,621 | 16.2 | 235,831 | 7.1 | 577,634 | 17.5 | 38,446 | 1.2 | 3,304,118 | 100.0 |
| ENE-SEPT |         |      |           |      |         |      |         |     |         |      |        |     |           |       |
| ENE-OCT  |         |      |           |      |         |      |         |     |         |      |        |     |           |       |
| ENE-NOV  |         |      |           |      |         |      |         |     |         |      |        |     |           |       |
| ENE-DIC  |         |      |           |      |         |      |         |     |         |      |        |     |           |       |
| ENE-DIC  |         |      |           |      |         |      |         |     |         |      |        |     |           |       |

## GRAFICA PROCEDENCIA DEL TURISMO POR REGIONES DESGLOSE MENSUAL 2016



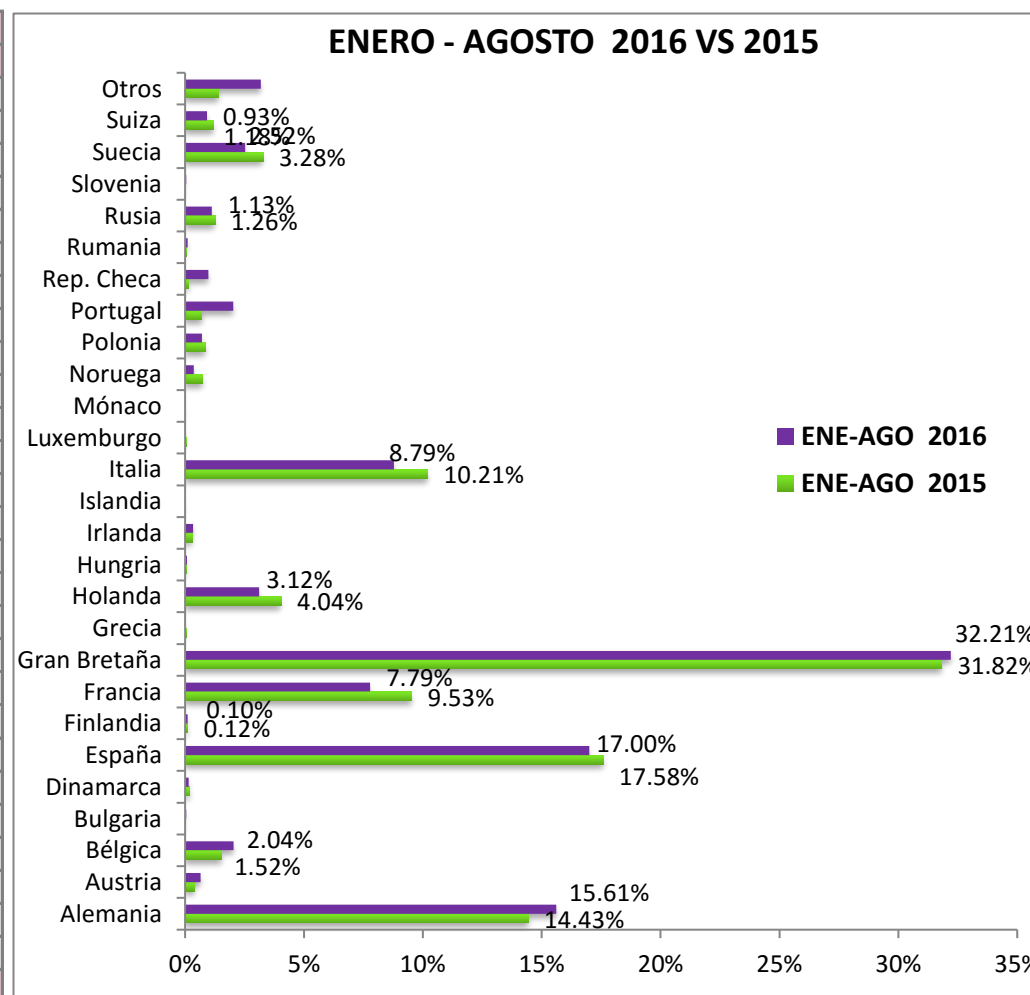
## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO AGOSTO 2016 VS 2015

| PAIS         | AGOSTO 2015   |                | AGOSTO 2016    |                |
|--------------|---------------|----------------|----------------|----------------|
|              | PAX           | %              | PAX            | %              |
| Alemania     | 8,508         | 8.87%          | 11,694         | 11.52%         |
| Austria      | 178           | 0.19%          | 293            | 0.29%          |
| Bélgica      | 1,292         | 1.35%          | 1,940          | 1.91%          |
| Bulgaria     | 8             | 0.01%          | 45             | 0.04%          |
| Dinamarca    | 46            | 0.05%          | 45             | 0.04%          |
| España       | 28,069        | 29.25%         | 26,441         | 26.06%         |
| Finlandia    | 16            | 0.02%          | 28             | 0.03%          |
| Francia      | 6,979         | 7.27%          | 6,023          | 5.94%          |
| Gran Bretaña | 30,890        | 32.19%         | 32,374         | 31.90%         |
| Grecia       | 19            | 0.02%          | 23             | 0.02%          |
| Holanda      | 2,988         | 3.11%          | 2,367          | 2.33%          |
| Hungría      | 73            | 0.08%          | 33             | 0.03%          |
| Irlanda      | 387           | 0.40%          | 331            | 0.33%          |
| Islandia     | 4             | 0.00%          | 0              | 0.00%          |
| Italia       | 13,029        | 13.58%         | 12,410         | 12.23%         |
| Luxemburgo   | 85            | 0.09%          | 71             | 0.07%          |
| Mónaco       | 4             | 0.00%          | 16             | 0.02%          |
| Noruega      | 406           | 0.42%          | 128            | 0.13%          |
| Polonia      | 116           | 0.12%          | 166            | 0.16%          |
| Portugal     | 1,373         | 1.43%          | 3,395          | 3.35%          |
| Rep. Checa   | 13            | 0.01%          | 279            | 0.27%          |
| Rumania      | 30            | 0.03%          | 39             | 0.04%          |
| Rusia        | 349           | 0.36%          | 301            | 0.30%          |
| Slovenia     | 11            | 0.01%          | 22             | 0.02%          |
| Suecia       | 67            | 0.07%          | 61             | 0.06%          |
| Suiza        | 321           | 0.33%          | 582            | 0.57%          |
| Otros        | 705           | 0.73%          | 2,370          | 2.34%          |
| <b>SUMA</b>  | <b>95,966</b> | <b>100.00%</b> | <b>101,477</b> | <b>100.00%</b> |



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

| PAIS         | ENE-AGO 2015   |                | ENE-AGO 2016   |                |
|--------------|----------------|----------------|----------------|----------------|
|              | PAX            | %              | PAX            | %              |
| Alemania     | 88,973         | 14.43%         | 97,641         | 15.61%         |
| Austria      | 2,550          | 0.41%          | 4,034          | 0.65%          |
| Bélgica      | 9,392          | 1.52%          | 12,775         | 2.04%          |
| Bulgaria     | 185            | 0.03%          | 271            | 0.04%          |
| Dinamarca    | 1,135          | 0.18%          | 977            | 0.16%          |
| España       | 108,383        | 17.58%         | 106,328        | 17.00%         |
| Finlandia    | 716            | 0.12%          | 624            | 0.10%          |
| Francia      | 58,775         | 9.53%          | 48,704         | 7.79%          |
| Gran Bretaña | 196,139        | 31.82%         | 201,453        | 32.21%         |
| Grecia       | 239            | 0.04%          | 220            | 0.04%          |
| Holanda      | 24,876         | 4.04%          | 19,515         | 3.12%          |
| Hungría      | 476            | 0.08%          | 500            | 0.08%          |
| Irlanda      | 1,797          | 0.29%          | 2,063          | 0.33%          |
| Islandia     | 135            | 0.02%          | 79             | 0.01%          |
| Italia       | 62,942         | 10.21%         | 54,943         | 8.79%          |
| Luxemburgo   | 248            | 0.04%          | 264            | 0.04%          |
| Mónaco       | 42             | 0.01%          | 18             | 0.00%          |
| Noruega      | 4,434          | 0.72%          | 2,301          | 0.37%          |
| Polonia      | 5,232          | 0.85%          | 4,425          | 0.71%          |
| Portugal     | 4,378          | 0.71%          | 12,688         | 2.03%          |
| Rep. Checa   | 971            | 0.16%          | 6,112          | 0.98%          |
| Rumania      | 269            | 0.04%          | 645            | 0.10%          |
| Rusia        | 7,778          | 1.26%          | 7,067          | 1.13%          |
| Slovenia     | 151            | 0.02%          | 304            | 0.05%          |
| Suecia       | 20,202         | 3.28%          | 15,768         | 2.52%          |
| Suiza        | 7,276          | 1.18%          | 5,795          | 0.93%          |
| Otros        | 8,744          | 1.42%          | 19,888         | 3.18%          |
| <b>SUMA</b>  | <b>616,438</b> | <b>100.00%</b> | <b>625,402</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%         | 11,694         | 11.52%         |          |   |          |   |          |   |          |   | 97,641         | 15.61%         |
| Austria      | 360           | 0.37%          | 293            | 0.29%          |          |   |          |   |          |   |          |   | 4,034          | 0.65%          |
| Bélgica      | 3,186         | 3.30%          | 1,940          | 1.91%          |          |   |          |   |          |   |          |   | 12,775         | 2.04%          |
| Bulgaria     | 43            | 0.04%          | 45             | 0.04%          |          |   |          |   |          |   |          |   | 271            | 0.04%          |
| Dinamarca    | 220           | 0.23%          | 45             | 0.04%          |          |   |          |   |          |   |          |   | 977            | 0.16%          |
| España       | 24,522        | 25.36%         | 26,441         | 26.06%         |          |   |          |   |          |   |          |   | 106,328        | 17.00%         |
| Finlandia    | 35            | 0.04%          | 28             | 0.03%          |          |   |          |   |          |   |          |   | 624            | 0.10%          |
| Francia      | 5,043         | 5.22%          | 6,023          | 5.94%          |          |   |          |   |          |   |          |   | 48,704         | 7.79%          |
| Gran Bretaña | 30,693        | 31.74%         | 32,374         | 31.90%         |          |   |          |   |          |   |          |   | 201,453        | 32.21%         |
| Grecia       | 27            | 0.03%          | 23             | 0.02%          |          |   |          |   |          |   |          |   | 220            | 0.04%          |
| Holanda      | 3,217         | 3.33%          | 2,367          | 2.33%          |          |   |          |   |          |   |          |   | 19,515         | 3.12%          |
| Hungría      | 32            | 0.03%          | 33             | 0.03%          |          |   |          |   |          |   |          |   | 500            | 0.08%          |
| Irlanda      | 310           | 0.32%          | 331            | 0.33%          |          |   |          |   |          |   |          |   | 2,063          | 0.33%          |
| Islandia     | 0             | 0.00%          | 0              | 0.00%          |          |   |          |   |          |   |          |   | 79             | 0.01%          |
| Italia       | 9,109         | 9.42%          | 12,410         | 12.23%         |          |   |          |   |          |   |          |   | 54,943         | 8.79%          |
| Luxemburgo   | 30            | 0.03%          | 71             | 0.07%          |          |   |          |   |          |   |          |   | 264            | 0.04%          |
| Mónaco       | 1             | 0.00%          | 16             | 0.02%          |          |   |          |   |          |   |          |   | 18             | 0.00%          |
| Noruega      | 239           | 0.25%          | 128            | 0.13%          |          |   |          |   |          |   |          |   | 2,301          | 0.37%          |
| Polonia      | 301           | 0.31%          | 166            | 0.16%          |          |   |          |   |          |   |          |   | 4,425          | 0.71%          |
| Portugal     | 2,951         | 3.05%          | 3,395          | 3.35%          |          |   |          |   |          |   |          |   | 12,688         | 2.03%          |
| Rep. Checa   | 238           | 0.25%          | 279            | 0.27%          |          |   |          |   |          |   |          |   | 6,112          | 0.98%          |
| Rumania      | 46            | 0.05%          | 39             | 0.04%          |          |   |          |   |          |   |          |   | 645            | 0.10%          |
| Rusia        | 295           | 0.31%          | 301            | 0.30%          |          |   |          |   |          |   |          |   | 7,067          | 1.13%          |
| Slovenia     | 1             | 0.00%          | 22             | 0.02%          |          |   |          |   |          |   |          |   | 304            | 0.05%          |
| Suecia       | 107           | 0.11%          | 61             | 0.06%          |          |   |          |   |          |   |          |   | 15,768         | 2.52%          |
| Suiza        | 970           | 1.00%          | 582            | 0.57%          |          |   |          |   |          |   |          |   | 5,795          | 0.93%          |
| Otros        | 4,196         | 4.34%          | 2,370          | 2.34%          |          |   |          |   |          |   |          |   | 19,888         | 3.18%          |
| <b>SUMA</b>  | <b>96,687</b> | <b>100.00%</b> | <b>101,477</b> | <b>100.00%</b> |          |   |          |   |          |   |          |   | <b>625,402</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<br>2015 | Posición<br>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> |                  |                  |

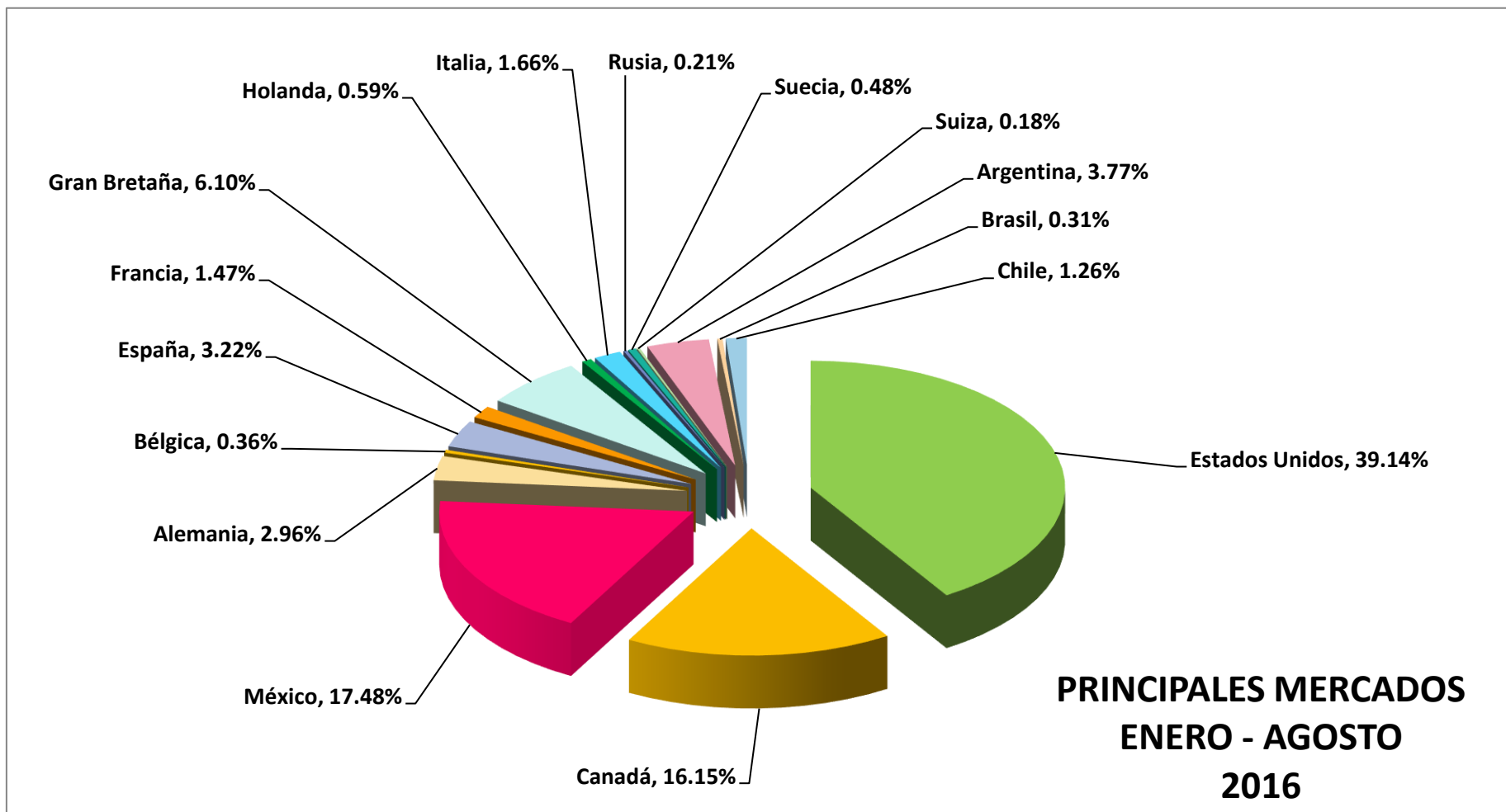
Nota: Los porcentajes en esta tabla, están calculados en base *al total de la afluencia turística* a la Riviera Maya.

**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<br>2015 | Posición<br>2016 |
|------------------|----------------|---------------|----------------|---------------|----------|---|----------|---|----------|---|----------|---|------------------|---------------|------------------|------------------|
|                  | PAX            | %             | PAX            | %             | PAX      | % | PAX      | % | PAX      | % | PAX      | % | PAX              | %             |                  |                  |
| 1 Estados Unidos | 189,986        | 39.66%        | 138,024        | 34.10%        |          |   |          |   |          |   |          |   | 1,293,184        | 39.14%        | 1                | 1                |
| 2 Canadá         | 50,261         | 10.49%        | 39,926         | 9.87%         |          |   |          |   |          |   |          |   | 533,621          | 16.15%        | 3                | 3                |
| 3 México         | 102,271        | 21.35%        | 88,794         | 21.94%        |          |   |          |   |          |   |          |   | 577,634          | 17.48%        | 2                | 2                |
| 4 Alemania       | 10,515         | 2.20%         | 11,694         | 2.89%         |          |   |          |   |          |   |          |   | 97,641           | 2.96%         | 7                | 7                |
| 5 Bélgica        | 3,186          | 0.67%         | 1,940          | 0.48%         |          |   |          |   |          |   |          |   | 11,747           | 0.36%         | 14               | 14               |
| 6 España         | 24,522         | 5.12%         | 26,441         | 6.53%         |          |   |          |   |          |   |          |   | 106,328          | 3.22%         | 6                | 6                |
| 7 Francia        | 5,043          | 1.05%         | 6,023          | 1.49%         |          |   |          |   |          |   |          |   | 48,704           | 1.47%         | 9                | 9                |
| 8 Gran Bretaña   | 30,693         | 6.41%         | 32,374         | 8.00%         |          |   |          |   |          |   |          |   | 201,453          | 6.10%         | 4                | 4                |
| 9 Holanda        | 3,217          | 0.67%         | 2,367          | 0.58%         |          |   |          |   |          |   |          |   | 19,515           | 0.59%         | 11               | 11               |
| 10 Italia        | 9,109          | 1.90%         | 12,410         | 3.07%         |          |   |          |   |          |   |          |   | 54,943           | 1.66%         | 8                | 8                |
| 11 Rusia         | 295            | 0.06%         | 301            | 0.07%         |          |   |          |   |          |   |          |   | 7,067            | 0.21%         | 15               | 16               |
| 12 Suecia        | 107            | 0.02%         | 61             | 0.02%         |          |   |          |   |          |   |          |   | 15,768           | 0.48%         | 16               | 12               |
| 13 Suiza         | 970            | 0.20%         | 582            | 0.14%         |          |   |          |   |          |   |          |   | 5,795            | 0.18%         | 17               | 17               |
| 14 Argentina     | 15,487         | 3.23%         | 14,190         | 3.51%         |          |   |          |   |          |   |          |   | 124,709          | 3.77%         | 5                | 5                |
| 15 Brasil        | 2,083          | 0.43%         | 1,166          | 0.29%         |          |   |          |   |          |   |          |   | 10,397           | 0.31%         | 13               | 15               |
| 16 Chile         | 7,119          | 1.49%         | 6,242          | 1.54%         |          |   |          |   |          |   |          |   | 41,775           | 1.26%         | 10               | 10               |
| 17 Colombia      | 2,255          | 0.47%         | 2,612          | 0.65%         |          |   |          |   |          |   |          |   | 14,295           | 0.43%         | 12               | 13               |
| <b>AFLUENCIA</b> | <b>478,989</b> | <b>95.43%</b> | <b>404,708</b> | <b>95.17%</b> |          |   |          |   |          |   |          |   | <b>3,304,118</b> | <b>95.78%</b> |                  |                  |

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

**PRINCIPALES MERCADOS**  
**E N E R O - A G O S T O**  
**2016**



Nota: Los principales mercados para Riviera Maya de Enero-Agosto 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%         | 2,406          | 0.2%         | 452            | 0.0%         | 194            | 0.0%         | 73,974           | 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>256,099</b> | <b>25.7%</b> | <b>290,943</b> | <b>28.1%</b> | <b>277,557</b> | <b>28.5%</b> | <b>1,506,910</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      | 4317          | 0.4%        | 2207          | 0.2%        | 1464          | 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%        | 6667          | 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%        | 3268          | 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> |

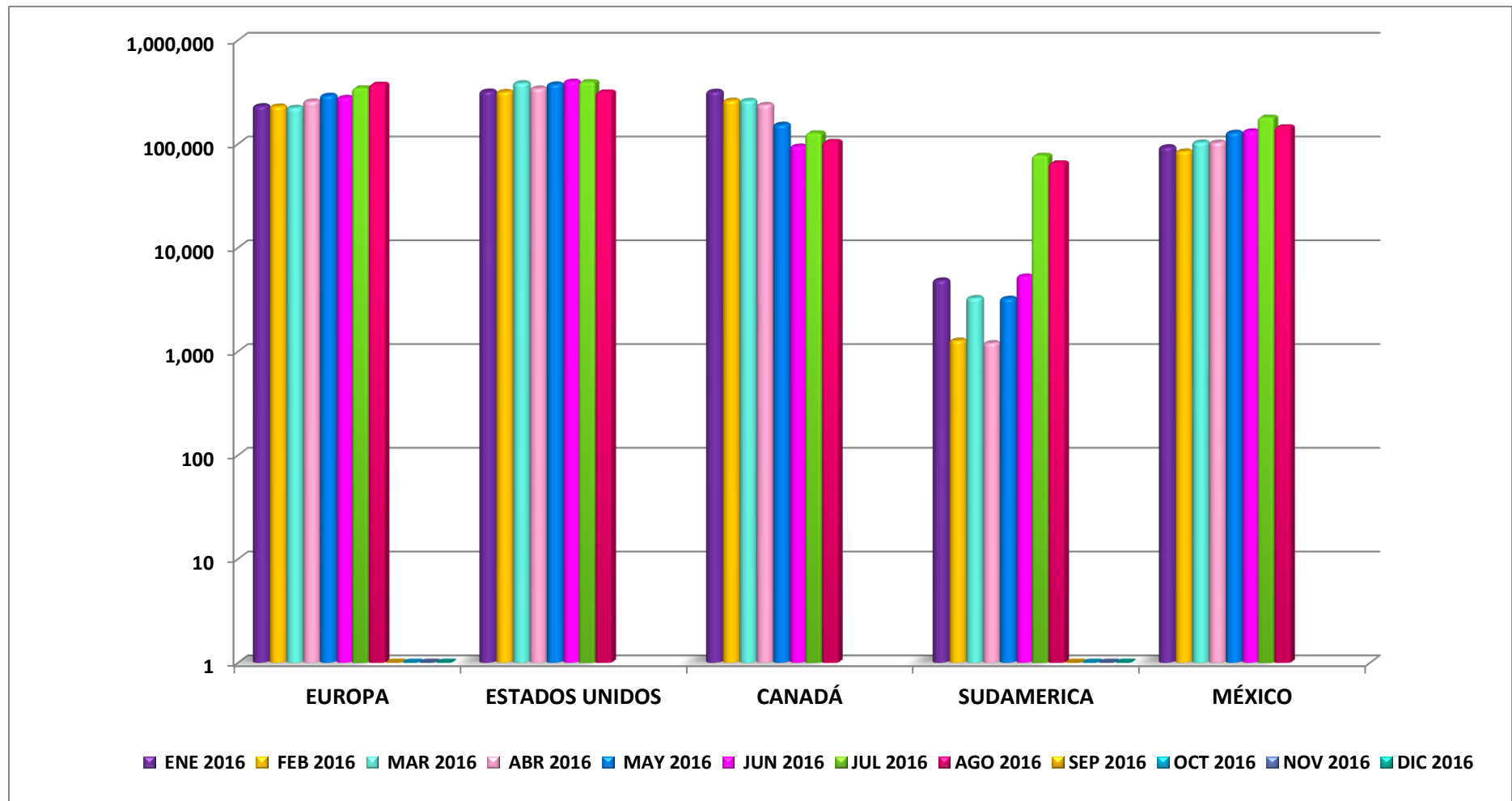
|                          |                  |                |                |                |                  |                |                |                |                  |                |                |                |                  |                |
|--------------------------|------------------|----------------|----------------|----------------|------------------|----------------|----------------|----------------|------------------|----------------|----------------|----------------|------------------|----------------|
| <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>998,099</b> | <b>100.00%</b> | <b>1,034,990</b> | <b>100.00%</b> | <b>975,294</b> | <b>100.00%</b> | <b>6,006,964</b> | <b>100.00%</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%          | 105,471            | 10.4%          |             |   |             |   |             |   |             |   | 1,555,799          | 19.1%          |
| ESTADOS UNIDOS           | 397,387            | 35.1%          | 316,880            | 31.3%          |             |   |             |   |             |   |             |   | 2,846,704          | 34.9%          |
| MÉXICO                   | 181,105            | 16.0%          | 146,140            | 14.5%          |             |   |             |   |             |   |             |   | 970,071            | 11.9%          |
| <b>SUMA</b>              | <b>706,029</b>     | <b>62.4%</b>   | <b>568,491</b>     | <b>56.2%</b>   |             |   |             |   |             |   |             |   | <b>5,372,574</b>   | <b>65.9%</b>   |
| <b>EUROPA</b>            |                    |                |                    |                |             |   |             |   |             |   |             |   |                    |                |
| ALEMANIA                 | 41,228             | 3.6%           | 41,660             | 4.1%           |             |   |             |   |             |   |             |   | 382,614            | 4.7%           |
| BÉLGICA                  | 12,173             | 1.1%           | 9,433              | 0.9%           |             |   |             |   |             |   |             |   | 48,651             | 0.6%           |
| ESPAÑA                   | 67,027             | 5.9%           | 79,654             | 7.9%           |             |   |             |   |             |   |             |   | 296,683            | 3.6%           |
| FRANCIA                  | 17,377             | 1.5%           | 27,204             | 2.7%           |             |   |             |   |             |   |             |   | 168,903            | 2.1%           |
| GRAN BRETAÑA             | 163,312            | 14.4%          | 164,298            | 16.3%          |             |   |             |   |             |   |             |   | 978,547            | 12.0%          |
| HOLANDA                  | 12,922             | 1.1%           | 9,646              | 1.0%           |             |   |             |   |             |   |             |   | 68,999             | 0.8%           |
| ITALIA                   | 28,466             | 2.5%           | 41,367             | 4.1%           |             |   |             |   |             |   |             |   | 164,324            | 2.0%           |
| RUSIA                    | 808                | 0.1%           | 1,223              | 0.1%           |             |   |             |   |             |   |             |   | 25,130             | 0.3%           |
| SUECIA                   | 545                | 0.0%           | 166                | 0.0%           |             |   |             |   |             |   |             |   | 74,685             | 0.9%           |
| SUIZA                    | 3,318              | 0.3%           | 1,950              | 0.2%           |             |   |             |   |             |   |             |   | 22,151             | 0.3%           |
| <b>SUMA</b>              | <b>347,176</b>     | <b>30.7%</b>   | <b>376,601</b>     | <b>37.3%</b>   |             |   |             |   |             |   |             |   | <b>2,230,687</b>   | <b>27.1%</b>   |
| <b>SUDAMERICA</b>        |                    |                |                    |                |             |   |             |   |             |   |             |   |                    |                |
| ARGENTINA                | 44,073             | 3.9%           | 41,269             | 4.1%           |             |   |             |   |             |   |             |   | 371,773            | 4.6%           |
| BRASIL                   | 5390               | 0.5%           | 2531               | 0.3%           |             |   |             |   |             |   |             |   | 25,040             | 0.3%           |
| CHILE                    | 18,895             | 1.7%           | 16,489             | 1.6%           |             |   |             |   |             |   |             |   | 114,793            | 1.4%           |
| COLOMBIA                 | 9,302              | 0.8%           | 5,431              | 0.5%           |             |   |             |   |             |   |             |   | 33,774             | 0.4%           |
| <b>SUMA</b>              | <b>77,660</b>      | <b>6.9%</b>    | <b>65,720</b>      | <b>6.5%</b>    |             |   |             |   |             |   |             |   | <b>545,380</b>     | <b>6.3%</b>    |
| <b>TOTAL PRIN. MDOS.</b> | <b>1,130,865</b>   | <b>100.00%</b> | <b>1,010,812</b>   | <b>100.00%</b> |             |   |             |   |             |   |             |   | <b>8,148,641</b>   | <b>100.00%</b> |
| <b>TOTAL DESTINO</b>     | <b>Ctos. Ocup.</b> | <b>%PART.</b>  | <b>Ctos. Ocup.</b> | <b>%PART.</b>  |             |   |             |   |             |   |             |   | <b>Ctos. Ocup.</b> | <b>%PART.</b>  |
|                          | <b>1,194,266</b>   | <b>94.7%</b>   | <b>1,096,141</b>   | <b>92.2%</b>   |             |   |             |   |             |   |             |   | <b>8,921,768</b>   | <b>91.3%</b>   |

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





COMPARATIVO POR PAISES DE LOS AÑOS 2016 VS 2015  
**A G O S T O**

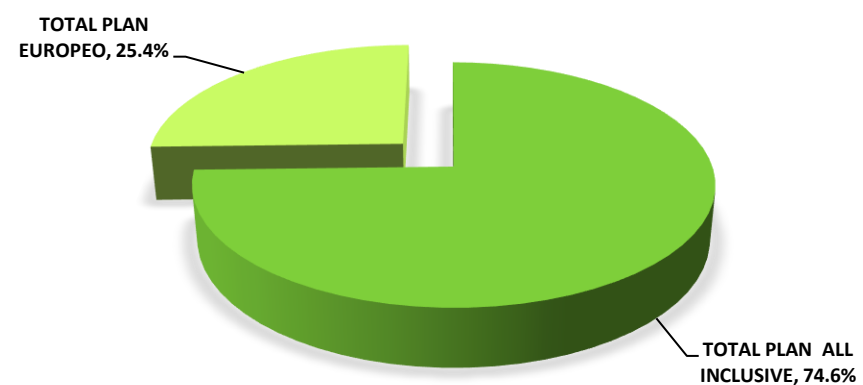
| REGIÓN               | 2015<br>Participación % |                | 2016<br>Participación % |                | VARIACIÓN<br>% |               |
|----------------------|-------------------------|----------------|-------------------------|----------------|----------------|---------------|
| <b>NORTE AMERICA</b> |                         |                |                         |                |                |               |
| Canadá               | 39,586                  | 9.54%          | 39,926                  | 9.87%          | 340            | 0.86%         |
| Estados Unidos       | 146,847                 | 35.39%         | 138,024                 | 34.10%         | -8,823         | -6.01%        |
| México               | 97,872                  | 23.59%         | 88,794                  | 21.94%         | -9,078         | -9.28%        |
| <b>SUMA</b>          | <b>284,305</b>          | <b>68.52%</b>  | <b>266,744</b>          | <b>65.91%</b>  | <b>-17,561</b> | <b>-6.18%</b> |
| <b>SUDAMERICA</b>    |                         |                |                         |                |                |               |
| Argentina            | 12,888                  | 3.11%          | 14,190                  | 3.51%          | 1,302          | 10.10%        |
| Bolivia              | 415                     | 0.10%          | 139                     | 0.03%          | -276           | -66.51%       |
| Brasil               | 1,687                   | 0.41%          | 1,166                   | 0.29%          | -521           | -30.88%       |
| Chile                | 4,882                   | 1.18%          | 6,242                   | 1.54%          | 1,360          | 27.86%        |
| Colombia             | 2,783                   | 0.67%          | 2,612                   | 0.65%          | -171           | -6.14%        |
| Ecuador              | 360                     | 0.09%          | 441                     | 0.11%          | 81             | 22.50%        |
| Paraguay             | 205                     | 0.05%          | 253                     | 0.06%          | 48             | 23.41%        |
| Peru                 | 2,275                   | 0.55%          | 2,232                   | 0.55%          | -43            | -1.89%        |
| Uruguay              | 3,229                   | 0.78%          | 2,952                   | 0.73%          | -277           | -8.58%        |
| Venezuela            | 551                     | 0.13%          | 277                     | 0.07%          | -274           | -49.73%       |
| Otros                | 415                     | 0.10%          | 627                     | 0.15%          | 212            | 51.08%        |
| <b>SUMA</b>          | <b>29,690</b>           | <b>7.16%</b>   | <b>31,131</b>           | <b>7.69%</b>   | <b>1,441</b>   | <b>4.85%</b>  |
| <b>EUROPA</b>        |                         |                |                         |                |                |               |
| Alemania             | 8,508                   | 2.05%          | 11,694                  | 2.89%          | 3,186          | 37.45%        |
| Austria              | 178                     | 0.04%          | 293                     | 0.07%          | 115            | 64.61%        |
| Bélgica              | 1,292                   | 0.31%          | 1,940                   | 0.48%          | 648            | 50.15%        |
| Bulgaria             | 8                       | 0.00%          | 45                      | 0.01%          | 37             | 462.50%       |
| Dinamarca            | 46                      | 0.01%          | 45                      | 0.01%          | -1             | -2.17%        |
| España               | 28,069                  | 6.77%          | 26,441                  | 6.53%          | -1,628         | -5.80%        |
| Finlandia            | 16                      | 0.00%          | 28                      | 0.01%          | 12             | 75.00%        |
| Francia              | 6,979                   | 1.68%          | 6,023                   | 1.49%          | -956           | -13.70%       |
| Gran Bretaña         | 30,890                  | 7.45%          | 32,374                  | 8.00%          | 1,484          | 4.80%         |
| Grecia               | 19                      | 0.00%          | 23                      | 0.01%          | 4              | 21.05%        |
| Holanda              | 2,988                   | 0.72%          | 2,367                   | 0.58%          | -621           | -20.78%       |
| Hungría              | 73                      | 0.02%          | 33                      | 0.01%          | -40            | -54.79%       |
| Irlanda              | 387                     | 0.09%          | 331                     | 0.08%          | -56            | -14.47%       |
| Islandia             | 4                       | 0.00%          | 0                       | 0.00%          | -4             | -100.00%      |
| Italia               | 13,029                  | 3.14%          | 12,410                  | 3.07%          | -619           | -4.75%        |
| Luxemburgo           | 85                      | 0.02%          | 71                      | 0.02%          | -14            | -16.47%       |
| Mónaco               | 4                       | 0.00%          | 16                      | 0.00%          | 12             | 0.00%         |
| Noruega              | 406                     | 0.10%          | 128                     | 0.03%          | -278           | -68.47%       |
| Polonia              | 116                     | 0.03%          | 166                     | 0.04%          | 50             | 43.10%        |
| Portugal             | 1,373                   | 0.33%          | 3,395                   | 0.84%          | 2,022          | 147.27%       |
| Rep. Checa           | 13                      | 0.00%          | 279                     | 0.07%          | 266            | 2046.15%      |
| Rumania              | 30                      | 0.01%          | 39                      | 0.01%          | 9              | 30.00%        |
| Rusia                | 349                     | 0.08%          | 301                     | 0.07%          | -48            | -13.75%       |
| Slovenia             | 11                      | 0.00%          | 22                      | 0.01%          | 11             | 100.00%       |
| Suecia               | 67                      | 0.02%          | 61                      | 0.02%          | -6             | -8.96%        |
| Suiza                | 321                     | 0.08%          | 582                     | 0.14%          | 261            | 81.31%        |
| Otros                | 705                     | 0.17%          | 2,370                   | 0.59%          | 1,665          | 236.17%       |
| <b>SUMA</b>          | <b>95,966</b>           | <b>23.13%</b>  | <b>101,477</b>          | <b>25.07%</b>  | <b>5,511</b>   | <b>5.74%</b>  |
| <b>OTROS PAISES</b>  | <b>4,941</b>            | <b>1.19%</b>   | <b>5,356</b>            | <b>1.32%</b>   | <b>415</b>     | <b>8.40%</b>  |
| <b>TOTAL</b>         | <b>414,902</b>          | <b>100.00%</b> | <b>404,708</b>          | <b>100.00%</b> | <b>-10,194</b> | <b>-2.46%</b> |

| REGIÓN               | 2015<br>Participación % |                | 2016<br>Participación % |                | VARIACIÓN<br>% |              |
|----------------------|-------------------------|----------------|-------------------------|----------------|----------------|--------------|
| <b>NORTE AMERICA</b> |                         |                |                         |                |                |              |
| Canadá               | 537,331                 | 16.49%         | 533,621                 | 16.15%         | -3,710         | -0.69%       |
| Estados Unidos       | 1,283,505               | 39.39%         | 1,293,184               | 39.14%         | 9,679          | 0.75%        |
| México               | 564,335                 | 17.32%         | 577,634                 | 17.48%         | 13,299         | 2.36%        |
| <b>SUMA</b>          | <b>2,385,171</b>        | <b>73.21%</b>  | <b>2,404,439</b>        | <b>72.77%</b>  | <b>19,268</b>  | <b>0.81%</b> |
| <b>SUDAMERICA</b>    |                         |                |                         |                |                |              |
| Argentina            | 114,539                 | 3.52%          | 124,709                 | 3.77%          | 10,170         | 8.88%        |
| Bolivia              | 871                     | 0.03%          | 995                     | 0.03%          | 124            | 14.24%       |
| Brasil               | 17,475                  | 0.54%          | 10,397                  | 0.31%          | -7,078         | -40.50%      |
| Chile                | 32,619                  | 1.00%          | 41,775                  | 1.26%          | 9,156          | 28.07%       |
| Colombia             | 18,453                  | 0.57%          | 14,295                  | 0.43%          | -4,158         | -22.53%      |
| Ecuador              | 1,470                   | 0.05%          | 1,824                   | 0.06%          | 354            | 24.08%       |
| Paraguay             | 1,990                   | 0.06%          | 1,904                   | 0.06%          | -86            | -4.32%       |
| Peru                 | 13,763                  | 0.42%          | 14,120                  | 0.43%          | 357            | 2.59%        |
| Uruguay              | 14,416                  | 0.44%          | 19,685                  | 0.60%          | 5,269          | 36.55%       |
| Venezuela            | 2,870                   | 0.09%          | 1,510                   | 0.05%          | -1,360         | -47.39%      |
| Otros                | 2,075                   | 0.06%          | 4,617                   | 0.14%          | 2,542          | 122.51%      |
| <b>SUMA</b>          | <b>220,541</b>          | <b>6.77%</b>   | <b>235,831</b>          | <b>7.14%</b>   | <b>15,290</b>  | <b>6.93%</b> |
| <b>EUROPA</b>        |                         |                |                         |                |                |              |
| Alemania             | 88,973                  | 2.73%          | 97,641                  | 2.96%          | 8,668          | 9.74%        |
| Austria              | 2,550                   | 0.08%          | 4,034                   | 0.12%          | 1,484          | 58.20%       |
| Bélgica              | 9,392                   | 0.29%          | 12,775                  | 0.39%          | 3,383          | 36.02%       |
| Bulgaria             | 185                     | 0.01%          | 271                     | 0.01%          | 86             | 46.49%       |
| Dinamarca            | 1,135                   | 0.03%          | 977                     | 0.03%          | -158           | -13.92%      |
| España               | 108,383                 | 3.33%          | 106,328                 | 3.22%          | -2,055         | -1.90%       |
| Finlandia            | 716                     | 0.02%          | 624                     | 0.02%          | -92            | -12.85%      |
| Francia              | 58,775                  | 1.80%          | 48,704                  | 1.47%          | -10,071        | -17.13%      |
| Gran Bretaña         | 196,139                 | 6.02%          | 201,453                 | 6.10%          | 5,314          | 2.71%        |
| Grecia               | 239                     | 0.01%          | 220                     | 0.01%          | -19            | -7.95%       |
| Holanda              | 24,876                  | 0.76%          | 19,515                  | 0.59%          | -5,361         | -21.55%      |
| Hungría              | 476                     | 0.01%          | 500                     | 0.02%          | 24             | 5.04%        |
| Irlanda              | 1,797                   | 0.06%          | 2,063                   | 0.06%          | 266            | 14.80%       |
| Islandia             | 135                     | 0.00%          | 79                      | 0.00%          | -56            | -41.48%      |
| Italia               | 62,942                  | 1.93%          | 54,943                  | 1.66%          | -7,999         | -12.71%      |
| Luxemburgo           | 248                     | 0.01%          | 264                     | 0.01%          | 16             | 6.45%        |
| Mónaco               | 42                      | 0.00%          | 18                      | 0.00%          | -24            | -57.14%      |
| Noruega              | 4,434                   | 0.14%          | 2,301                   | 0.07%          | -2,133         | -48.11%      |
| Polonia              | 5,232                   | 0.16%          | 4,425                   | 0.13%          | -807           | -15.42%      |
| Portugal             | 4,378                   | 0.13%          | 12,688                  | 0.38%          | 8,310          | 189.81%      |
| Rep. Checa           | 971                     | 0.03%          | 6,112                   | 0.18%          | 5,141          | 529.45%      |
| Rumania              | 269                     | 0.01%          | 645                     | 0.02%          | 376            | 139.78%      |
| Rusia                | 7,778                   | 0.24%          | 7,067                   | 0.21%          | -711           | -9.14%       |
| Slovenia             | 151                     | 0.00%          | 304                     | 0.01%          | 153            | 101.32%      |
| Suecia               | 20,202                  | 0.62%          | 15,768                  | 0.48%          | -4,434         | -21.95%      |
| Suiza                | 7,276                   | 0.22%          | 5,795                   | 0.18%          | -1,481         | -20.35%      |
| Otros                | 8,744                   | 0.27%          | 19,888                  | 0.60%          | 11,144         | 127.45%      |
| <b>SUMA</b>          | <b>616,438</b>          | <b>18.92%</b>  | <b>625,402</b>          | <b>18.93%</b>  | <b>8,964</b>   | <b>1.45%</b> |
| <b>OTROS PAISES</b>  | <b>35,993</b>           | <b>1.10%</b>   | <b>38,446</b>           | <b>1.16%</b>   | <b>2,453</b>   | <b>6.82%</b> |
| <b>TOTAL</b>         | <b>3,258,143</b>        | <b>100.00%</b> | <b>3,304,118</b>        | <b>100.00%</b> | <b>45,975</b>  | <b>1.41%</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 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  |
| <b>32,574</b>                               |         |              |

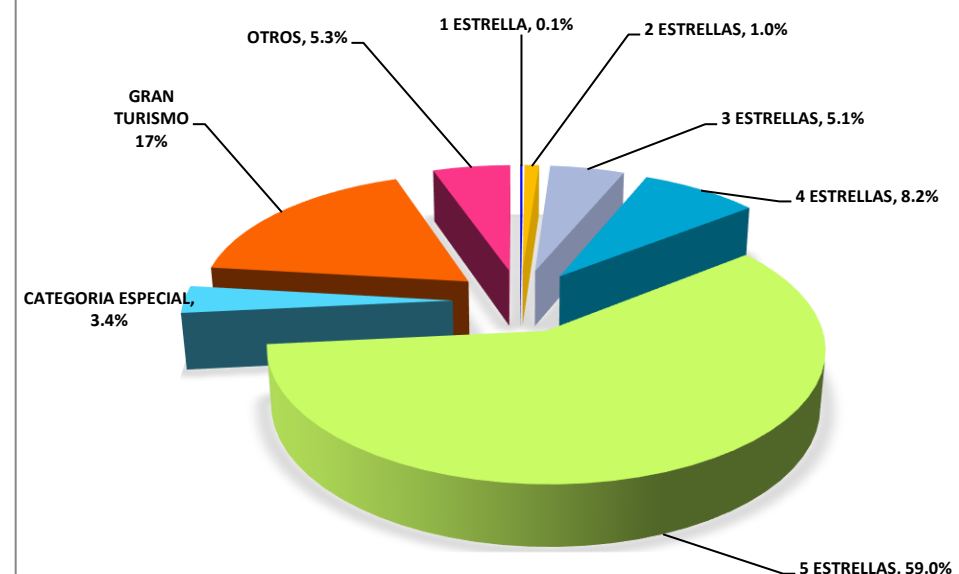
| PLAN DE HOSPEDAJE               | Cuartos       | # HtIs.    | %             |
|---------------------------------|---------------|------------|---------------|
| <b>TOTAL PLAN ALL INCLUSIVE</b> | 32,574        | 76         | 74.6%         |
| <b>TOTAL PLAN EUROPEO</b>       | 11,095        | 329        | 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  
 A G O S T O 2 0 1 6**

| 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

