



FIDEICOMISO DE PROMOCIÓN TURÍSTICA  
DE LA RIVIERA MAYA

## BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

SEPTIEMBRE 2016

El Barómetro Turístico de la Riviera Maya en su **Ducentésima vigésima quinta** edición correspondiente al mes de Septiembre del año 2016, fue elaborado con un muestreo de **35,412** cuartos, que corresponde al 81.23% del total de cuartos existentes a la fecha, los cuales son **43,509** de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

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

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

CONCEPTO	SEPTIEMBRE		VARIACIÓN	
	2015	2016	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	<b>42,539</b>	<b>43,509</b>	970	2.28%
CUARTOS NOCHE DISPONIBLES	1,243,212	1,301,197	57,985	4.66%
CUARTOS NOCHE OCUPADOS	830,455	896,828	66,373	7.99%
% DE OCUPACION	66.80%	<b>68.92%</b>	2.12%	
% DE OCUPACION TODO INCLUIDO	<b>69.02%</b>	<b>71.06%</b>	2.04%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	<b>5.6</b>	<b>5.6</b>	0.02	
TURISMO NACIONAL	3.2	3.2	(0.02)	
TURISMO INTERNACIONAL	6.8	6.9	0.13	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 3,094.00</b>	<b>\$ 3,699.34</b>	605	19.56%
<b>AFLUENCIA DEL TURISMO</b>				
	<b>2015</b>	<b>2016</b>		
TOTAL	<b>307,738</b>	<b>334,415</b>	26,677	8.67%
NACIONALES	70,699	96,413	25,714	36.37%
EXTRANJEROS	237,039	238,002	963	0.41%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN</b>				
	<b>2015</b>		<b>2016</b>	
EUROPA	77,267	32.60%	82,612	34.71%
ESTADOS UNIDOS	91,198	38.47%	90,866	38.18%
CANADÁ	28,046	11.83%	27,642	11.61%
SUDAMERICA	30,197	12.74%	31,550	13.26%
RESTO DEL MUNDO	10,331	4.36%	5,332	2.24%
	<b>237,039</b>	100.00%	<b>238,002</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	<b>2015</b>	<b>2016</b>		
TOTAL	<b>830,455</b>	<b>896,828</b>	66,373	7.99%
NACIONALES	93,971	127,747	33,776	35.94%
EXTRANJEROS	736,484	769,081	32,597	4.43%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	<b>2015</b>		<b>2016</b>	
EUROPA (Principales países)	323,969	44.0%	317,139	41.2%
ESTADOS UNIDOS	201,776	27.4%	199,527	25.9%
CANADÁ	79,464	10.8%	81,198	10.6%
SUDAMERICA (Principales países)	70,480	9.6%	73,341	9.5%
RESTO DEL MUNDO	60,795	8.25%	97,876	12.7%
	<b>736,484</b>	100.00%	<b>769,081</b>	100.00%

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

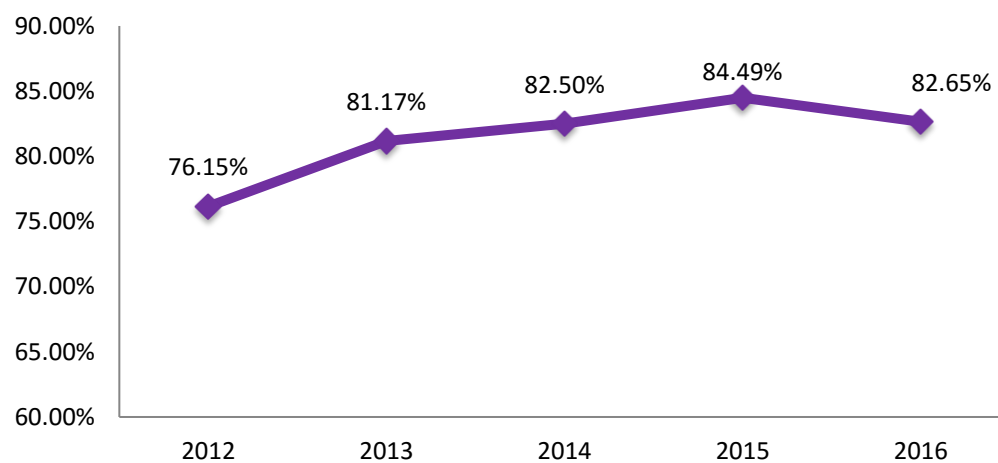


CONCEPTO	ENERO - SEPTIEMBRE		VARIACIÓN	
	2015	2016	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	42,539	43,509	970	2.28%
CUARTOS NOCHE DISPONIBLES	11,436,650	11,879,847	443,197	3.88%
CUARTOS NOCHE OCUPADOS	9,662,533	9,818,596	156,063	1.62%
% DE OCUPACION	84.49%	82.65%	-1.84%	
% DE OCUPACION TODO INCLUIDO	86.11%	83.73%	-2.38%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	6.0	5.9	(0.08)	
TURISMO NACIONAL	3.7	4.1	0.35	
TURISMO INTERNACIONAL	6.7	6.5	(0.21)	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 3,794.96</b>	<b>\$ 4,668.78</b>	874	23.03%
<b>AFLUENCIA DEL TURISMO</b>				
	<b>2015</b>	<b>2016</b>		
TOTAL	3,565,881	3,638,533	72,652	2.04%
NACIONALES	635,034	674,047	39,013	6.14%
EXTRANJEROS	2,930,847	2,964,486	33,639	1.15%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN</b>				
	<b>2015</b>		<b>2016</b>	
EUROPA	693,705	23.67%	708,014	23.88%
ESTADOS UNIDOS	1,374,703	46.90%	1,384,050	46.69%
CANADÁ	565,377	19.29%	561,263	18.93%
SUDAMERICA	250,738	8.56%	267,381	9.02%
RESTO DEL MUNDO	46,324	1.58%	43,778	1.48%
	<b>2,930,847</b>	100.00%	<b>2,964,486</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	<b>2015</b>	<b>2016</b>		
TOTAL	9,662,533	9,818,596	156,063	1.62%
NACIONALES	969,359	1,097,818	128,459	13.25%
EXTRANJEROS	8,693,174	8,720,778	27,604	0.32%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	<b>2015</b>		<b>2016</b>	
EUROPA (Principales países)	2,799,070	32.2%	2,547,826	29.2%
ESTADOS UNIDOS	3,153,937	36.3%	3,046,231	34.9%
CANADÁ	1,703,136	19.6%	1,636,997	18.8%
SUDAMERICA (Principales países)	629,431	7.2%	618,721	7.1%
RESTO DEL MUNDO	407,600	4.69%	871,003	10.0%
	<b>8,693,174</b>	100.00%	<b>8,720,778</b>	100.00%

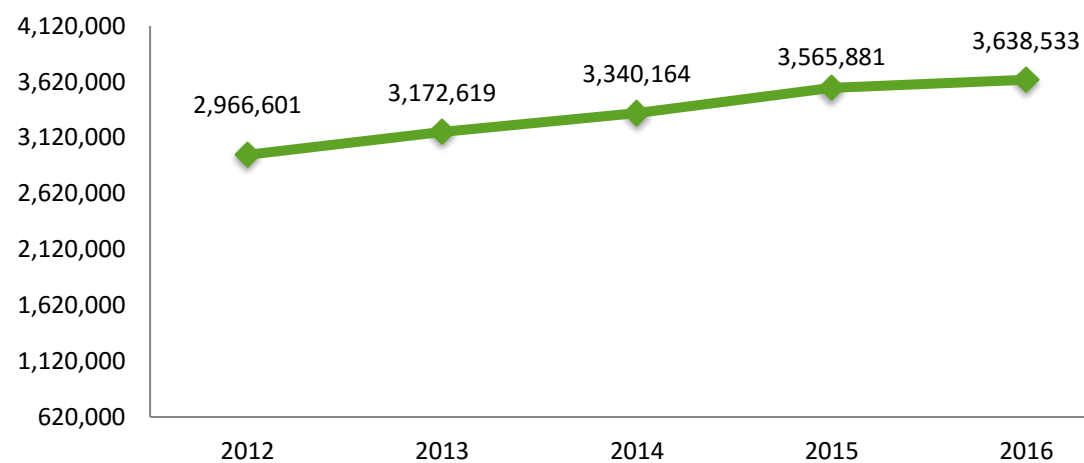
## COMPARATIVO OCUPACIÓN Y AFLUENCIA 2012-2016

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	56.90%	61.57%	64.79%	66.80%	68.92%	12.02%	7.35%	4.13%	2.12%	250,262	269,581	289,751	307,738	334,415	33.63%	24.05%	15.41%	8.67%
OCT																		
NOV																		
DIC																		
<b>Total</b>	<b>76.15%</b>	<b>81.17%</b>	<b>82.50%</b>	<b>84.49%</b>	<b>82.65%</b>	<b>6.50%</b>	<b>1.48%</b>	<b>0.15%</b>	<b>-1.84%</b>	<b>2,966,601</b>	<b>3,172,619</b>	<b>3,340,164</b>	<b>3,565,881</b>	<b>3,638,533</b>	<b>22.65%</b>	<b>14.69%</b>	<b>8.93%</b>	<b>2.04%</b>

OCUPACIÓN GENERAL ACUMULADA

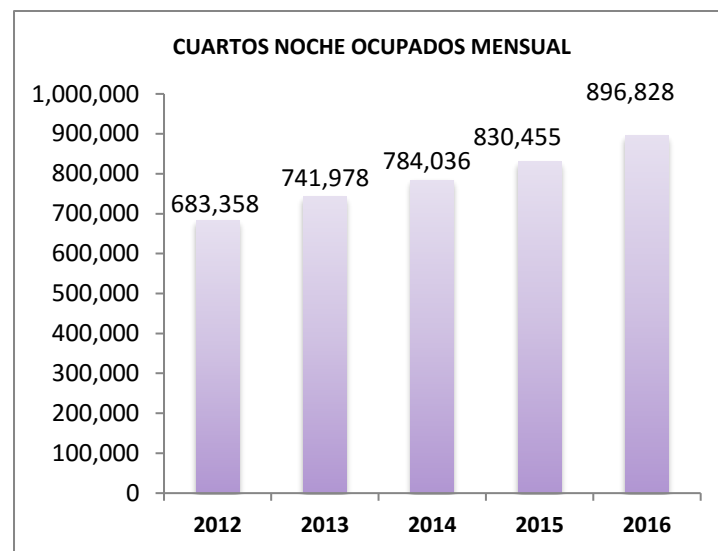


AFLUENCIA GENERAL ACUMULADA

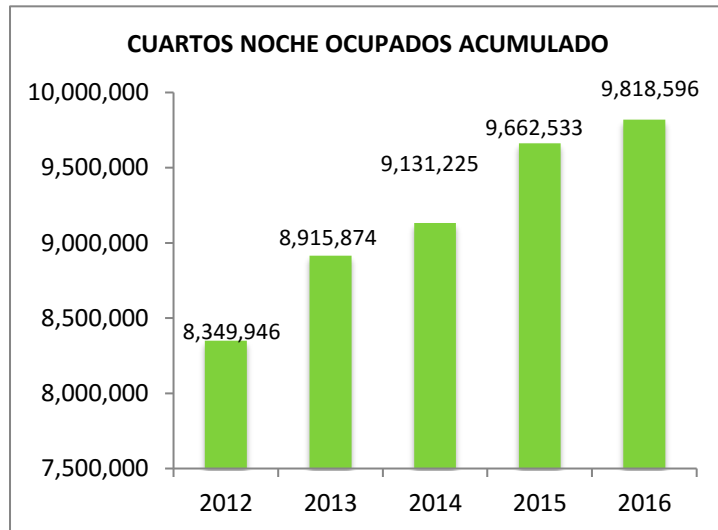


## COMPARATIVO CUARTOS NOCHE OCUPADOS 2012-2016

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	683,358	741,978	784,036	830,455	896,828	31.24%	20.87%	14.39%	7.99%
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	8,349,946	8,915,874	9,131,225	9,662,533	9,818,596	17.59%	10.12%	7.53%	1.62%
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	406	43,509	1,301,197	896,828	<b>68.92%</b>	96,413	28.83%	238,002	71.17%	<b>334,415</b>	5.6
OCTUBRE											
NOVIEMBRE											
DICIEMBRE											

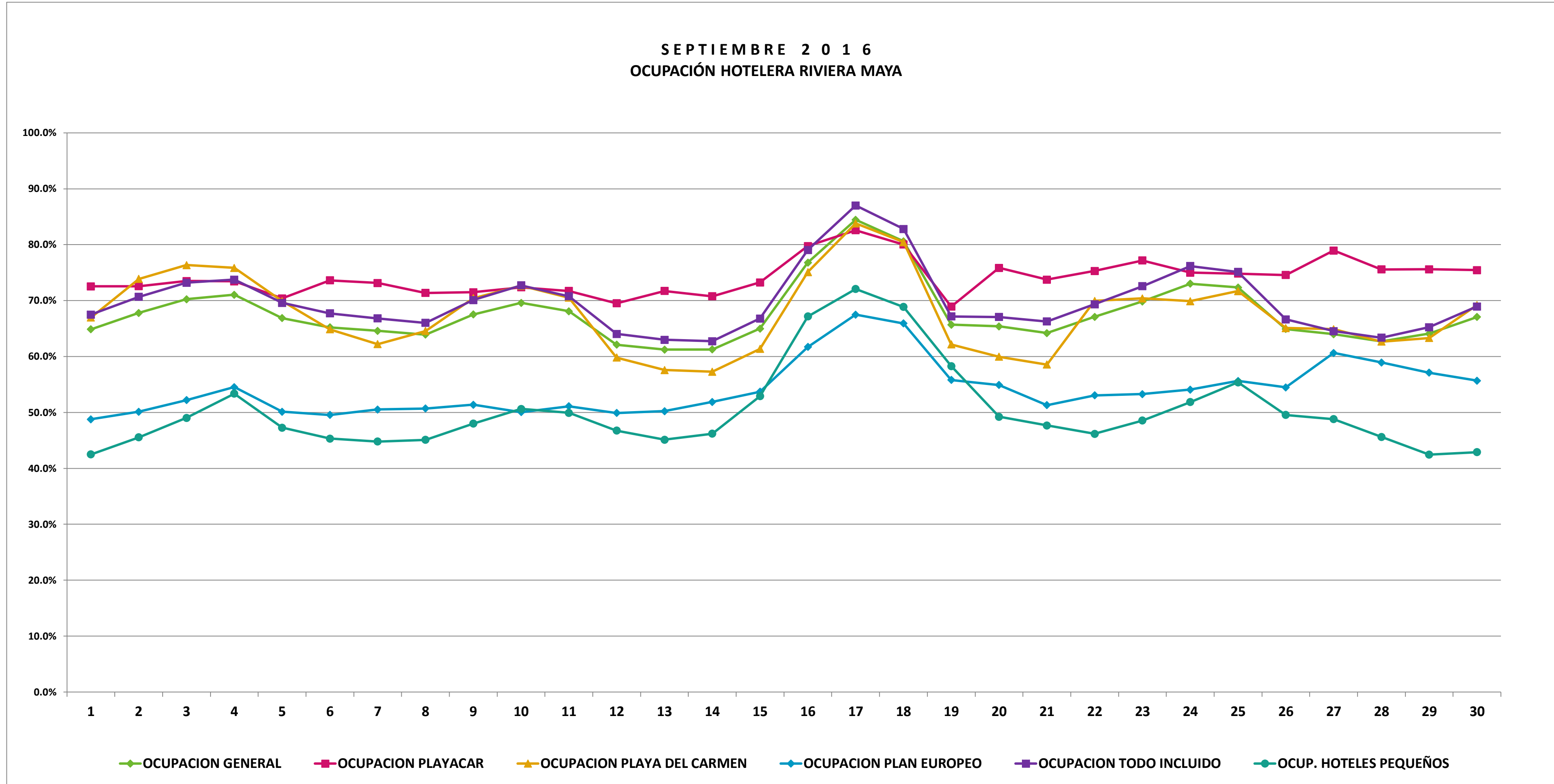
### ACUMULADO ANUAL

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	406	43,509	11,879,847	9,818,596	<b>82.65%</b>	674,047	18.53%	2,964,486	81.47%	<b>3,638,533</b>	5.9
ENE-OCT											
ENE-NOV											
ENE-DIC											

OCUPACIÓN HOTELERA DIARIA

SEPTIEMBRE DE 2016

DIA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	PROMEDIO
OCUPACION GENERAL	64.9%	67.8%	70.3%	71.1%	66.9%	65.2%	64.6%	63.9%	67.5%	69.6%	68.1%	62.1%	61.3%	61.3%	65.0%	76.8%	84.5%	80.6%	65.7%	65.4%	64.2%	67.1%	69.9%	73.0%	72.4%	64.9%	64.0%	62.7%	64.1%	67.1%	68.92%
OCUPACION PLAYACAR	72.6%	72.6%	73.5%	73.5%	70.4%	73.6%	73.2%	71.4%	71.5%	72.4%	71.7%	69.5%	71.7%	70.8%	73.3%	79.8%	82.6%	80.0%	68.9%	75.9%	73.8%	75.3%	77.2%	75.0%	74.8%	74.6%	79.0%	75.6%	75.6%	75.5%	74.17%
OCUPACION PLAYA DEL CARMEN	67.0%	73.9%	76.4%	75.9%	69.9%	64.9%	62.2%	64.6%	70.4%	72.7%	70.5%	59.8%	57.6%	57.3%	61.4%	75.1%	83.8%	80.5%	62.2%	60.0%	58.6%	70.0%	70.4%	69.9%	71.7%	65.1%	64.9%	62.7%	63.3%	69.2%	67.72%
OCUPACION PLAN EUROPEO	48.8%	50.1%	52.2%	54.5%	50.1%	49.6%	50.5%	50.7%	51.4%	50.1%	51.1%	49.9%	50.2%	51.9%	53.7%	61.7%	67.5%	65.9%	55.8%	54.9%	51.3%	53.1%	53.3%	54.1%	55.6%	54.5%	60.6%	59.0%	57.1%	55.7%	54.17%
OCUPACION TODO INCLUIDO	67.5%	70.7%	73.2%	73.8%	69.6%	67.7%	66.8%	66.0%	70.1%	72.7%	70.8%	64.0%	63.0%	62.8%	66.8%	79.1%	87.0%	82.8%	67.2%	67.1%	66.3%	69.4%	72.6%	76.2%	75.1%	66.7%	64.6%	63.4%	65.3%	69.0%	71.06%
OCUP. HOTELES PEQUEÑOS	42.5%	45.5%	49.0%	53.4%	47.3%	45.3%	44.8%	45.1%	48.0%	50.6%	49.9%	46.7%	45.1%	46.2%	52.9%	67.2%	72.1%	68.9%	58.3%	49.2%	47.7%	46.2%	48.6%	51.9%	55.4%	49.6%	48.8%	45.6%	42.5%	42.9%	50.24%





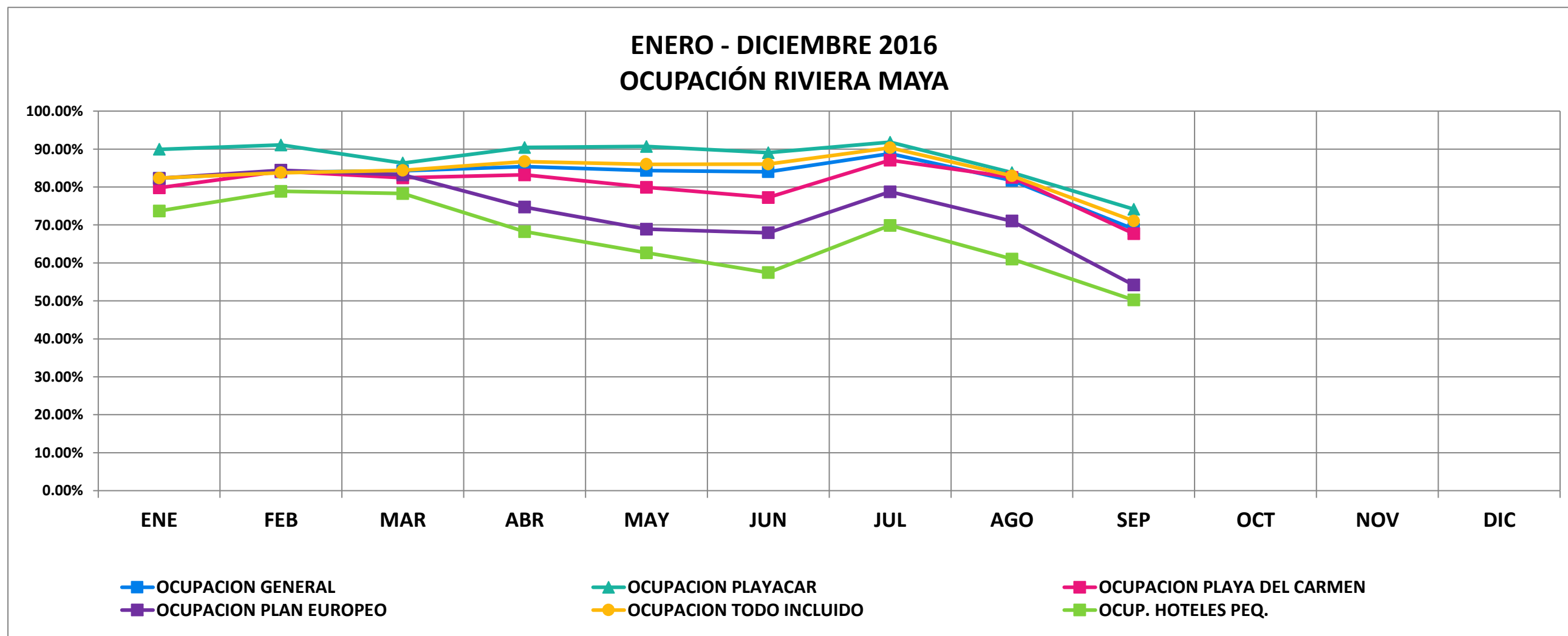
# FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

## DEPARTAMENTO DE ESTADÍSTICA

### OCUPACIÓN HOTELERA MENSUAL

ENERO - DICIEMBRE 2016

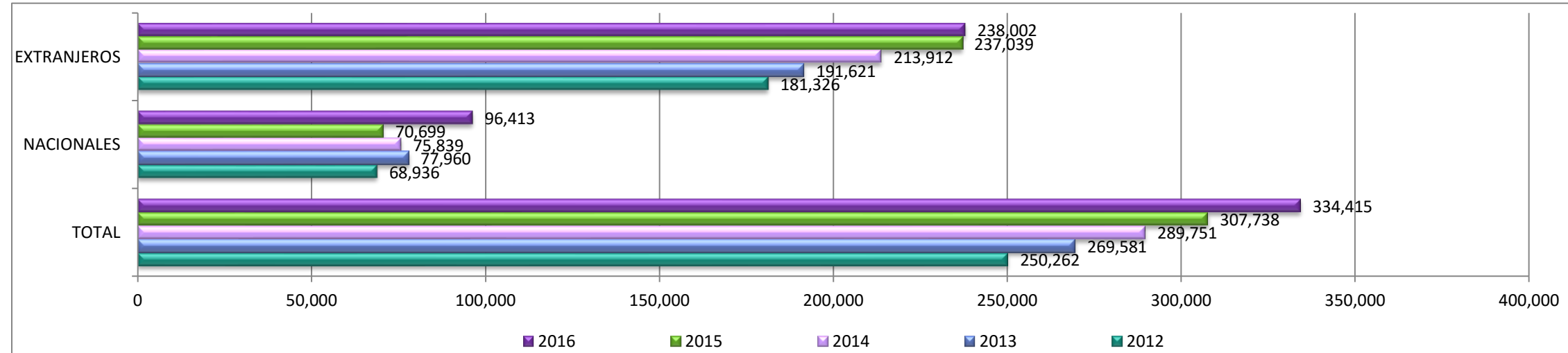
MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
<b>OCUPACION GENERAL</b>	82.27%	83.92%	84.25%	85.41%	84.33%	83.98%	88.80%	81.70%	68.92%				82.65%
<b>OCUPACION PLAYACAR</b>	89.94%	91.10%	86.32%	90.43%	90.69%	89.04%	91.82%	83.80%	74.17%				87.48%
<b>OCUPACION PLAYA DEL CARMEN</b>	79.78%	84.15%	82.42%	83.19%	79.93%	77.24%	87.07%	82.55%	67.72%				80.45%
<b>OCUPACION PLAN EUROPEO</b>	82.29%	84.41%	83.23%	74.72%	68.92%	67.95%	78.75%	71.03%	54.17%				73.94%
<b>OCUPACION TODO INCLUIDO</b>	82.35%	83.77%	84.37%	86.71%	85.99%	86.05%	90.33%	82.94%	71.06%				83.73%
<b>OCUP. HOTELES PEQ.</b>	73.68%	78.88%	78.28%	68.23%	62.65%	57.45%	69.89%	61.04%	50.24%				66.70%





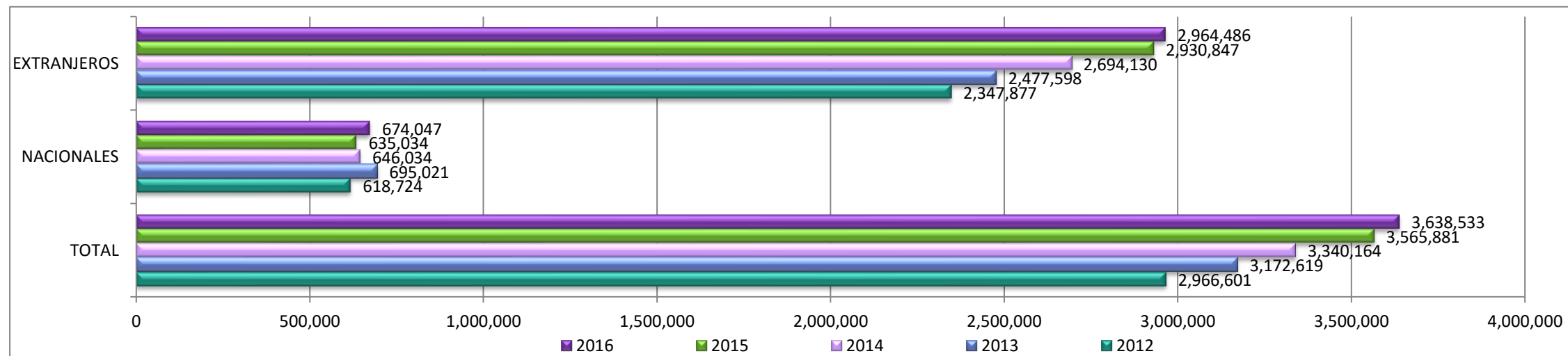
# PROCEDENCIA DEL TURISMO SEPTIEMBRE

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>250,262</b>	100.00%	<b>269,581</b>	100.00%	<b>289,751</b>	100.00%	<b>307,738</b>	100.00%	<b>334,415</b>	100.00%	<b>33.63%</b>	<b>24.05%</b>	<b>15.41%</b>	<b>8.67%</b>
<b>NACIONALES</b>	68,936	27.55%	77,960	28.92%	75,839	26.17%	70,699	22.97%	96,413	28.83%	<b>39.86%</b>	<b>23.67%</b>	<b>27.13%</b>	<b>36.37%</b>
<b>EXTRANJEROS</b>	181,326	72.45%	191,621	71.08%	213,912	73.83%	237,039	77.03%	238,002	71.17%	<b>31.26%</b>	<b>24.20%</b>	<b>11.26%</b>	<b>0.41%</b>



# ENERO-SEPTIEMBRE

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>2,966,601</b>	100.00%	<b>3,172,619</b>	100.00%	<b>3,340,164</b>	100.00%	<b>3,565,881</b>	100.00%	<b>3,638,533</b>	100.00%	<b>22.65%</b>	<b>14.69%</b>	<b>8.93%</b>	<b>2.04%</b>
<b>NACIONALES</b>	618,724	20.86%	695,021	21.91%	646,034	19.34%	635,034	17.81%	674,047	18.53%	<b>8.94%</b>	<b>-3.02%</b>	<b>4.34%</b>	<b>6.14%</b>
<b>EXTRANJEROS</b>	2,347,877	79.14%	2,477,598	78.09%	2,694,130	80.66%	2,930,847	82.19%	2,964,486	81.47%	<b>26.26%</b>	<b>19.65%</b>	<b>10.04%</b>	<b>1.15%</b>



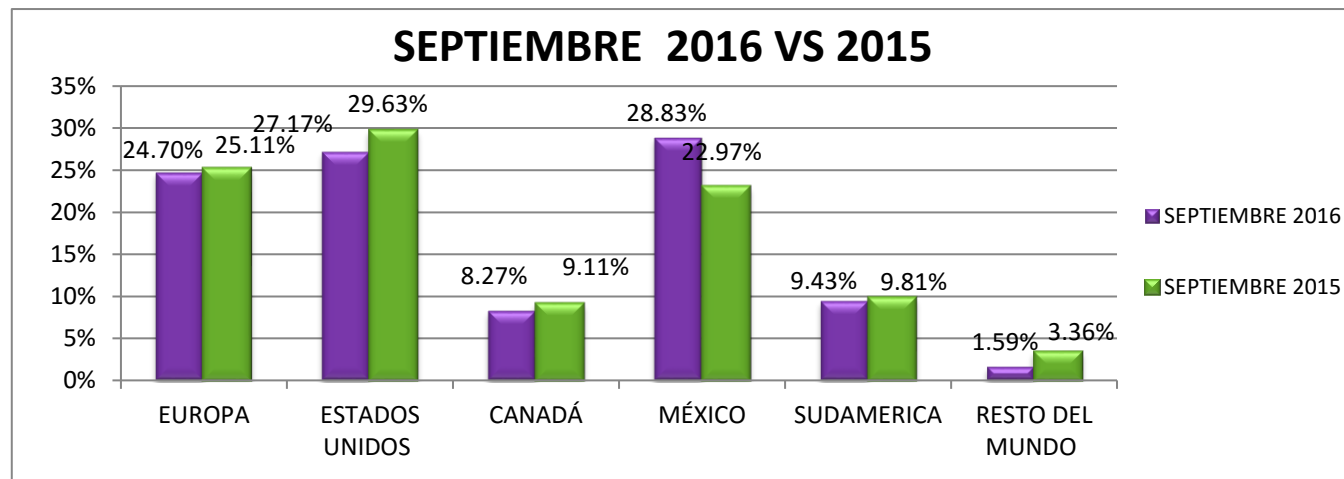
PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
SEPTIEMBRE 2016

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	27,642	8.27	Bahamas	9	0.00	Alemania	11,005	3.29
Estados Unidos	90,866	27.17	Bermudas	4	0.00	Austria	370	0.11
México	96,413	28.83	Cuba	27	0.01	Bélgica	3,162	0.95
<b>SUMA</b>	<b>214,921</b>	<b>64.27</b>	Curacao		0.00	Bulgaria	120	0.04
			Haiti	4	0.00	Dinamarca	51	0.02
			Jamaica	13	0.00	España	19,778	5.91
			Puerto Rico	72	0.02	Finlandia	23	0.01
			Rep. Dominicana	137	0.04	Francia	2,932	0.88
			Otros	78	0.02	Gran Bretaña	30,703	9.18
			<b>SUMA</b>	<b>344</b>	<b>0.10</b>	Grecia	19	0.01
						Holanda	2,413	0.72
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>					
Belice	40	0.01	Australia	628	0.19	Hungria	34	0.01
Costa Rica	295	0.09	Nueva Zelanda	57	0.02	Irlanda	235	0.07
El Salvador	66	0.02	Otros	6	0.00	Islandia	26	0.01
Guatemala	126	0.04	<b>SUMA</b>	<b>691</b>	<b>0.21</b>	Italia	6,650	1.99
Nicaragua	9	0.00				Luxemburgo	11	0.00
Panamá	1,893	0.57				Mónaco	1	0.00
Otros	311	0.09				Noruega	123	0.04
<b>SUMA</b>	<b>2,740</b>	<b>0.82</b>				Polonia	160	0.05
						Portugal	2,352	0.70
			<b>6.- ASIA</b>					
			Arabia	53	0.02	Rep. Checa	419	0.13
			China	250	0.07	Rumania	36	0.01
			Corea	207	0.06	Rusia	502	0.15
			Filipinas	16	0.00	Slovenia	0	0.00
			India	37	0.01	Suecia	59	0.02
			Israel	239	0.07	Suiza	491	0.15
			Japón	104	0.03	Otros	937	0.28
			Paquistán	3	0.00	<b>SUMA</b>	<b>82,612</b>	<b>24.70</b>
			Turquia	51	0.02			
			Otros	228	0.07	<b>GRAN TOTAL</b>		
			<b>SUMA</b>	<b>1,188</b>	<b>0.36</b>		<b>334,415</b>	<b>100.00</b>
<b>3.- SUDAMERICA</b>			<b>7.- AFRICA</b>					
Argentina	15,402	4.61	Argelia	6	0.00			
Bolivia	114	0.03	Egipto	29	0.01			
Brasil	1,310	0.39	Sudáfrica	66	0.02			
Chile	6,247	1.87	Otros	268	0.08			
Colombia	2,617	0.78	<b>SUMA</b>	<b>369</b>	<b>0.11</b>			
Ecuador	460	0.14						
Paraguay	229	0.07						
Perú	1,964	0.59						
Uruguay	2,478	0.74						
Venezuela	217	0.06						
Otros	512	0.15						
<b>SUMA</b>	<b>31,550</b>	<b>9.43</b>						

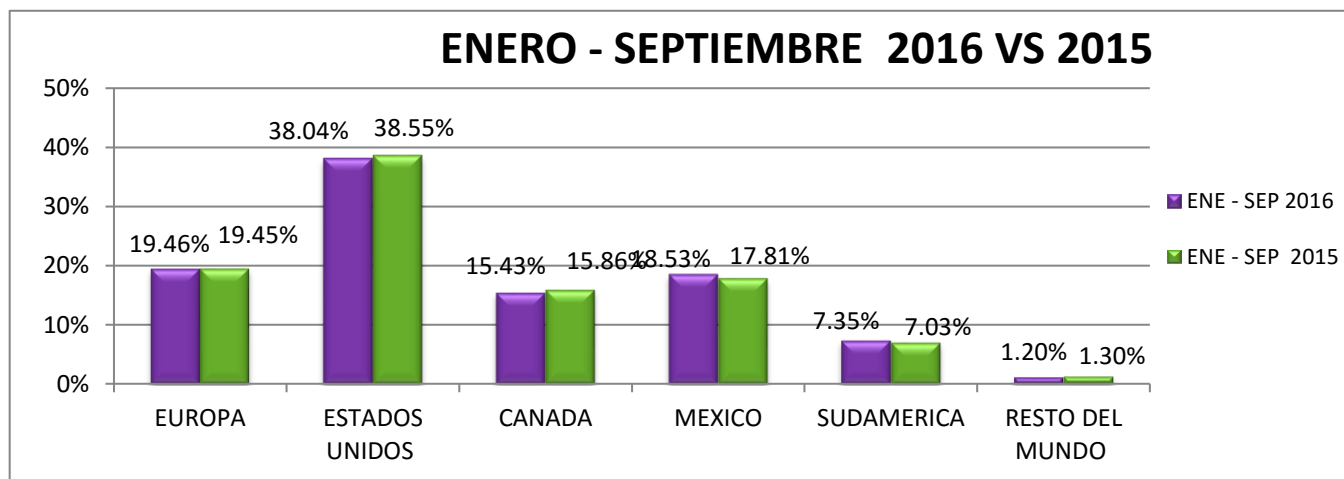
PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
ENERO - SEPTIEMBRE 2016

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	561,263	15.43	Bahamas	88	0.00	Alemania	108,646	2.99
Estados Unidos	1,384,050	38.04	Bermudas	62	0.00	Austria	4,404	0.12
México	674,047	18.53	Cuba	418	0.01	Bélgica	15,937	0.44
<b>SUMA</b>	<b>2,619,360</b>	<b>71.99</b>	Curacao	13	0.00	Bulgaria	391	0.01
			Haiti	45	0.00	Dinamarca	1,028	0.03
			Jamaica	146	0.00	España	126,106	3.47
			Puerto Rico	1,751	0.05	Finlandia	647	0.02
			Rep. Dominicana	1,659	0.05	Francia	51,636	1.42
			Otros	1,021	0.03	Gran Bretaña	232,156	6.38
			<b>SUMA</b>	<b>5,203</b>	<b>0.14</b>	Grecia	239	0.01
<b>2.- CENTRO AMERICA</b>			<b>5.- OCEANIA</b>			Holanda		
Belice	713	0.02	Australia	6,608	0.18	Hungria	534	0.01
Costa Rica	2,468	0.07	Nueva Zelanda	344	0.01	Irlanda	2,298	0.06
El Salvador	657	0.02	Otros	50	0.00	Islandia	105	0.00
Guatemala	1,490	0.04	<b>SUMA</b>	<b>7,002</b>	<b>0.19</b>	Italia	61,593	1.69
Nicaragua	131	0.00				Luxemburgo	275	0.01
Panamá	12,697	0.35				Mónaco	19	0.00
Otros	720	0.02				Noruega	2,424	0.07
<b>SUMA</b>	<b>18,876</b>	<b>0.52</b>				Polonia	4,585	0.13
			<b>6.- ASIA</b>			Portugal		
			Arabia	495	0.01	Rumania	681	0.02
			China	1,236	0.03	Rusia	7,569	0.21
			Corea	1,893	0.05	Slovenia	304	0.01
			Filipinas	85	0.00	Suecia	15,827	0.43
			India	643	0.02	Suiza	6,286	0.17
			Israel	1,752	0.05	Otros	20,825	0.57
			Japón	1,058	0.03	<b>SUMA</b>	<b>708,014</b>	<b>19.46</b>
			Paquistán	13	0.00			
			Turquia	261	0.01	<b>GRAN TOTAL</b>		
			Otros	2,443	0.07		<b>3,638,533</b>	<b>100.00</b>
			<b>SUMA</b>	<b>9,879</b>	<b>0.27</b>			
<b>3.- SUDAMERICA</b>			<b>7.- AFRICA</b>					
Argentina	140,111	3.85	Argelia	10	0.00			
Bolivia	1,109	0.03	Egipto	145	0.00			
Brasil	11,707	0.32	Sudáfrica	412	0.01			
Chile	48,022	1.32	Otros	2,251	0.06			
Colombia	16,912	0.46	<b>SUMA</b>	<b>2818</b>	<b>0.08</b>			
Ecuador	2,284	0.06						
Paraguay	2,133	0.06						
Perú	16,084	0.44						
Uruguay	22,163	0.61						
Venezuela	1,727	0.05						
Otros	5,129	0.14						
<b>SUMA</b>	<b>267,381</b>	<b>7.35</b>						

REGION	SEPTIEMBRE 2015		SEPTIEMBRE 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	77,267	25.11%	82,612	24.70%	6.92%
ESTADOS UNIDOS	91,198	29.63%	90,866	27.17%	-0.36%
CANADÁ	28,046	9.11%	27,642	8.27%	-1.44%
MÉXICO	70,699	22.97%	96,413	28.83%	36.37%
SUDAMERICA	30,197	9.81%	31,550	9.43%	4.48%
RESTO DEL MUNDO	10,331	3.36%	5,332	1.59%	-48.39%
<b>SUMAS</b>	<b>307,738</b>	<b>100.00%</b>	<b>334,415</b>	<b>100.00%</b>	<b>8.67%</b>



REGION	ENE - SEP 2015		ENE - SEP 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	693,705	19.45%	708,014	19.46%	2.06%
ESTADOS UNIDOS	1,374,703	38.55%	1,384,050	38.04%	0.68%
CANADA	565,377	15.86%	561,263	15.43%	-0.73%
MEXICO	635,034	17.81%	674,047	18.53%	6.14%
SUDAMERICA	250,738	7.03%	267,381	7.35%	6.64%
RESTO DEL MUNDO	46,324	1.30%	43,778	1.20%	-5.50%
<b>SUMAS</b>	<b>3,565,881</b>	<b>100.00%</b>	<b>3,638,533</b>	<b>100.00%</b>	<b>2.04%</b>



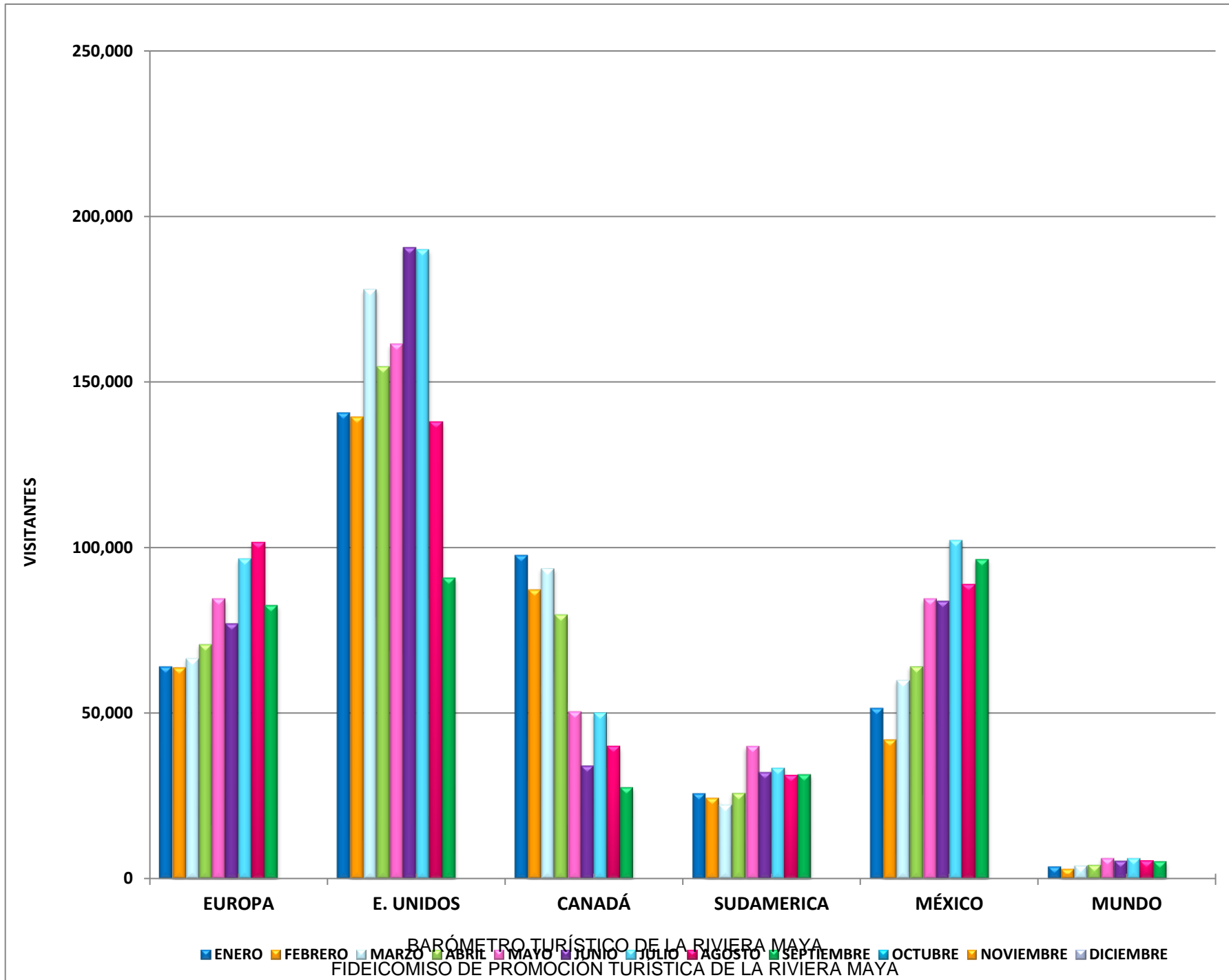
**PROCEDENCIA DEL TURISMO POR REGIONES  
AÑO 2016**

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	82,612	24.7	90,866	27.2	27,642	8.3	31,550	9.4	96,413	28.8	5,332	1.6	334,415	100.0
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

**ACUMULADO ANUAL**

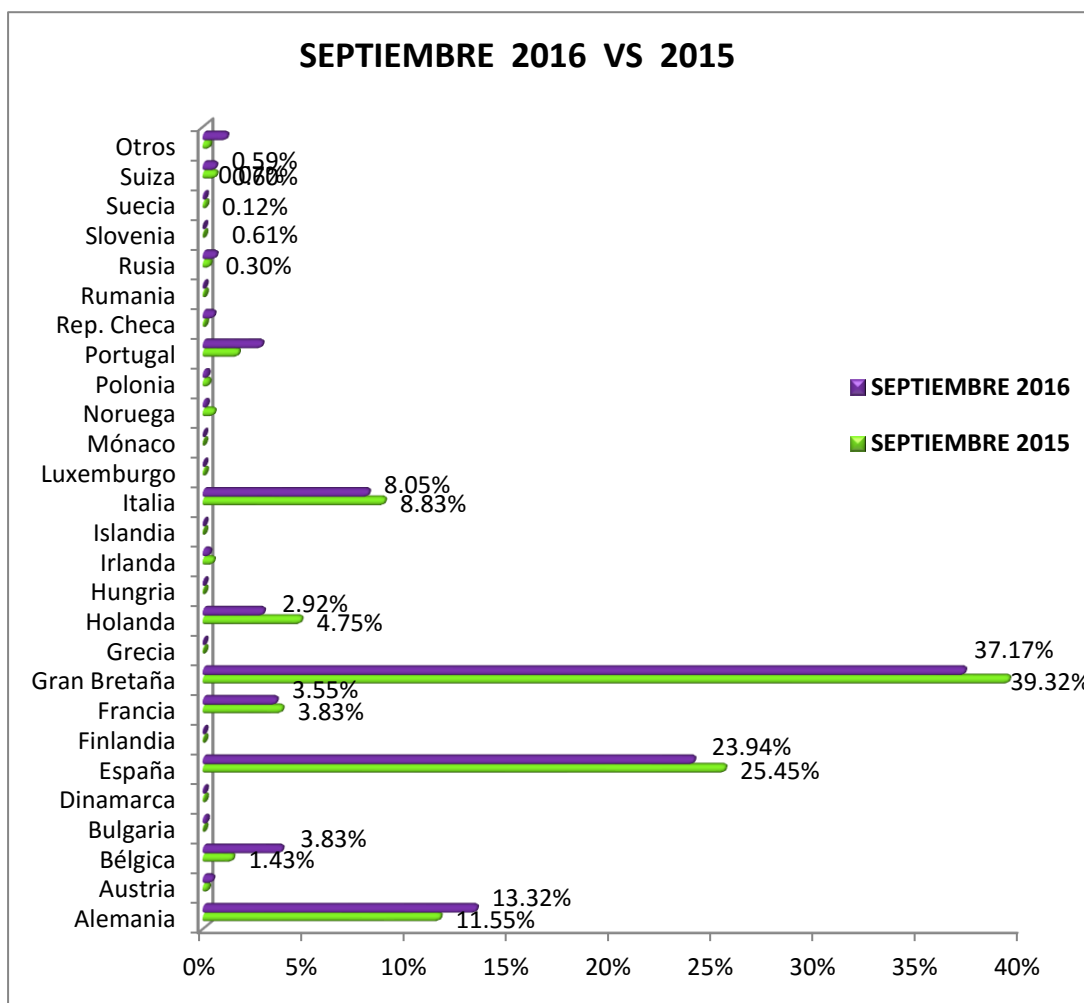
ENE-FEB	128,042	17.2	280,216	37.6	185,157	24.9	50,380	6.8	93,821	12.6	6,833	0.9	744,449	100.0
ENE-MAR	194,599	16.6	458,274	39.2	278,916	23.9	72,823	6.2	153,868	13.2	10,881	0.9	1,169,361	100.0
ENE-ABR	265,446	16.9	612,950	39.1	358,712	22.9	98,727	6.3	218,026	13.9	15,104	1.0	1,568,965	100.0
ENE-MAY	350,033	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	708,014	19.5	1,384,050	38.0	561,263	15.4	267,381	7.3	674,047	18.5	43,778	1.2	3,638,533	100.0
ENE-OCT														
ENE-NOV														
ENE-DIC														
ENE-DIC														

## GRAFICA PROCEDENCIA DEL TURISMO POR REGIONES DESGLOSE MENSUAL 2016



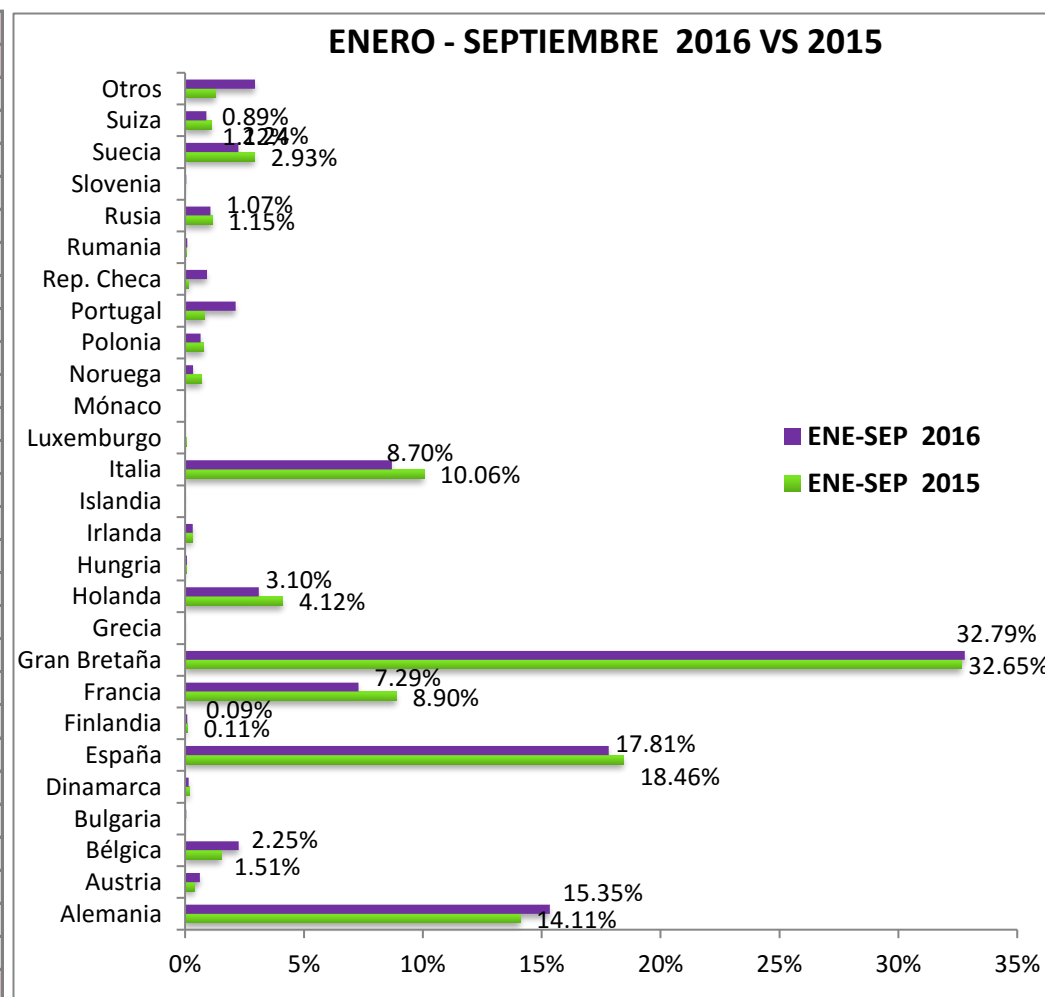
## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO SEPTIEMBRE 2016 VS 2015

PAIS	SEPTIEMBRE 2015		SEPTIEMBRE 2016	
	PAX	%	PAX	%
Alemania	8,923	11.55%	11,005	13.32%
Austria	166	0.21%	370	0.45%
Bélgica	1,103	1.43%	3,162	3.83%
Bulgaria	11	0.01%	120	0.15%
Dinamarca	54	0.07%	51	0.06%
España	19,668	25.45%	19,778	23.94%
Finlandia	20	0.03%	23	0.03%
Francia	2,959	3.83%	2,932	3.55%
Gran Bretaña	30,382	39.32%	30,703	37.17%
Grecia	17	0.02%	19	0.02%
Holanda	3,674	4.75%	2,413	2.92%
Hungría	18	0.02%	34	0.04%
Irlanda	365	0.47%	235	0.28%
Islandia	6	0.01%	26	0.03%
Italia	6,824	8.83%	6,650	8.05%
Luxemburgo	53	0.07%	11	0.01%
Mónaco	1	0.00%	1	0.00%
Noruega	396	0.51%	123	0.15%
Polonia	188	0.24%	160	0.19%
Portugal	1,311	1.70%	2,352	2.85%
Rep. Checa	61	0.08%	419	0.51%
Rumania	49	0.06%	36	0.04%
Rusia	233	0.30%	502	0.61%
Slovenia	7	0.01%	0	0.00%
Suecia	91	0.12%	59	0.07%
Suiza	467	0.60%	491	0.59%
Otros	220	0.28%	937	1.13%
<b>SUMA</b>	<b>77,267</b>	<b>100.00%</b>	<b>82,612</b>	<b>100.00%</b>



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

PAIS	ENE-SEP 2015		ENE-SEP 2016	
	PAX	%	PAX	%
Alemania	97,896	14.11%	108,646	15.35%
Austria	2,716	0.39%	4,404	0.62%
Bélgica	10,495	1.51%	15,937	2.25%
Bulgaria	196	0.03%	391	0.06%
Dinamarca	1,189	0.17%	1,028	0.15%
España	128,051	18.46%	126,106	17.81%
Finlandia	736	0.11%	647	0.09%
Francia	61,734	8.90%	51,636	7.29%
Gran Bretaña	226,521	32.65%	232,156	32.79%
Grecia	256	0.04%	239	0.03%
Holanda	28,550	4.12%	21,928	3.10%
Hungría	494	0.07%	534	0.08%
Irlanda	2,162	0.31%	2,298	0.32%
Islandia	141	0.02%	105	0.01%
Italia	69,766	10.06%	61,593	8.70%
Luxemburgo	301	0.04%	275	0.04%
Mónaco	43	0.01%	19	0.00%
Noruega	4,830	0.70%	2,424	0.34%
Polonia	5,420	0.78%	4,585	0.65%
Portugal	5,689	0.82%	15,040	2.12%
Rep. Checa	1,032	0.15%	6,531	0.92%
Rumania	318	0.05%	681	0.10%
Rusia	8,011	1.15%	7,569	1.07%
Slovenia	158	0.02%	304	0.04%
Suecia	20,293	2.93%	15,827	2.24%
Suiza	7,743	1.12%	6,286	0.89%
Otros	8,964	1.29%	20,825	2.94%
<b>SUMA</b>	<b>693,705</b>	<b>100.00%</b>	<b>708,014</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%	11,005	13.32%							108,646	15.35%
Austria	360	0.37%	293	0.29%	370	0.45%							4,404	0.62%
Bélgica	3,186	3.30%	1,940	1.91%	3,162	3.83%							15,937	2.25%
Bulgaria	43	0.04%	45	0.04%	120	0.15%							391	0.06%
Dinamarca	220	0.23%	45	0.04%	51	0.06%							1,028	0.15%
España	24,522	25.36%	26,441	26.06%	19,778	23.94%							126,106	17.81%
Finlandia	35	0.04%	28	0.03%	23	0.03%							647	0.09%
Francia	5,043	5.22%	6,023	5.94%	2,932	3.55%							51,636	7.29%
Gran Bretaña	30,693	31.74%	32,374	31.90%	30,703	37.17%							232,156	32.79%
Grecia	27	0.03%	23	0.02%	19	0.02%							239	0.03%
Holanda	3,217	3.33%	2,367	2.33%	2,413	2.92%							21,928	3.10%
Hungría	32	0.03%	33	0.03%	34	0.04%							534	0.08%
Irlanda	310	0.32%	331	0.33%	235	0.28%							2,298	0.32%
Islandia	0	0.00%	0	0.00%	26	0.03%							105	0.01%
Italia	9,109	9.42%	12,410	12.23%	6,650	8.05%							61,593	8.70%
Luxemburgo	30	0.03%	71	0.07%	11	0.01%							275	0.04%
Mónaco	1	0.00%	16	0.02%	1	0.00%							19	0.00%
Noruega	239	0.25%	128	0.13%	123	0.15%							2,424	0.34%
Polonia	301	0.31%	166	0.16%	160	0.19%							4,585	0.65%
Portugal	2,951	3.05%	3,395	3.35%	2,352	2.85%							15,040	2.12%
Rep. Checa	238	0.25%	279	0.27%	419	0.51%							6,531	0.92%
Rumania	46	0.05%	39	0.04%	36	0.04%							681	0.10%
Rusia	295	0.31%	301	0.30%	502	0.61%							7,569	1.07%
Slovenia	1	0.00%	22	0.02%	0	0.00%							304	0.04%
Suecia	107	0.11%	61	0.06%	59	0.07%							15,827	2.24%
Suiza	970	1.00%	582	0.57%	491	0.59%							6,286	0.89%
Otros	4,196	4.34%	2,370	2.34%	937	1.13%							20,825	2.94%
<b>SUMA</b>	<b>96,687</b>	<b>100.00%</b>	<b>101,477</b>	<b>100.00%</b>	<b>82,612</b>	<b>100.00%</b>							<b>708,014</b>	<b>100.00%</b>

**PRINCIPALES MERCADOS PARA LA RIVIERA MAYA  
PRIMER SEMESTRE AÑO 2016**

PAIS	ENE 2016		FEB 2016		MAR 2016		ABR 2016		MAY 2016		JUN 2016		Acumulado		Posición 2015	Posición 2016
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	140,662	36.65%	139,554	38.70%	178,058	41.90%	154,676	38.71%	161,496	37.77%	190,728	45.00%	965,174	39.88%	1	1
2 Canadá	97,731	25.46%	87,426	24.24%	93,759	22.07%	79,796	19.97%	50,505	11.81%	34,217	8.07%	443,434	18.32%	2	2
3 México	51,650	13.46%	42,171	11.69%	60,047	14.13%	64,158	16.06%	84,579	19.78%	83,964	19.81%	386,569	15.97%	3	3
4 Alemania	11,466	2.99%	11,846	3.28%	13,503	3.18%	14,885	3.72%	14,345	3.36%	9,387	2.21%	75,432	3.12%	6	6
5 Bélgica	1,160	0.30%	1,167	0.32%	1,079	0.25%	533	0.13%	1,531	0.36%	1,151	0.27%	6,621	0.27%	16	15
6 España	5,683	1.48%	5,612	1.56%	6,898	1.62%	7,524	1.88%	14,169	3.31%	15,479	3.65%	55,365	2.29%	7	7
7 Francia	6,893	1.80%	8,716	2.42%	6,645	1.56%	7,518	1.88%	5,274	1.23%	2,592	0.61%	37,638	1.56%	8	8
8 Gran Bretaña	15,042	3.92%	17,133	4.75%	18,303	4.31%	24,248	6.07%	33,030	7.73%	30,630	7.23%	138,386	5.72%	4	4
9 Holanda	1,688	0.44%	1,745	0.48%	1,707	0.40%	2,321	0.58%	3,303	0.77%	3,167	0.75%	13,931	0.58%	11	12
10 Italia	6,854	1.79%	4,979	1.38%	4,738	1.12%	4,864	1.22%	5,219	1.22%	6,770	1.60%	33,424	1.38%	9	9
11 Rusia	2,037	0.53%	823	0.23%	906	0.21%	1,629	0.41%	649	0.15%	427	0.10%	6,471	0.27%	15	16
12 Suecia	5,697	1.48%	4,758	1.32%	4,663	1.10%	272	0.07%	101	0.02%	109	0.03%	15,600	0.64%	14	11
13 Suiza	801	0.21%	841	0.23%	879	0.21%	798	0.20%	591	0.14%	333	0.08%	4,243	0.18%	17	17
14 Argentina	15,302	3.99%	13,596	3.77%	12,402	2.92%	16,083	4.02%	21,732	5.08%	15,917	3.76%	95,032	3.93%	5	5
15 Brasil	1,480	0.39%	815	0.23%	723	0.17%	1,159	0.29%	1,528	0.36%	1,443	0.34%	7,148	0.30%	12	14
16 Chile	3,650	0.95%	5,769	1.60%	2,276	0.54%	3,379	0.85%	7,079	1.66%	6,261	1.48%	28,414	1.17%	10	10
17 Colombia	1,654	0.43%	508	0.14%	2,037	0.48%	691	0.17%	1,774	0.41%	2,764	0.65%	9,428	0.39%	13	13
<b>AFLUENCIA</b>	<b>383,818</b>	<b>96.26%</b>	<b>360,631</b>	<b>96.35%</b>	<b>424,912</b>	<b>96.17%</b>	<b>399,604</b>	<b>96.23%</b>	<b>427,569</b>	<b>94.75%</b>	<b>423,887</b>	<b>93.50%</b>	<b>2,420,421</b>	<b>95.95%</b>		

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

## PRINCIPALES MERCADOS PARA LA RIVIERA MAYA SEGUNDO SEMESTRE AÑO 2016

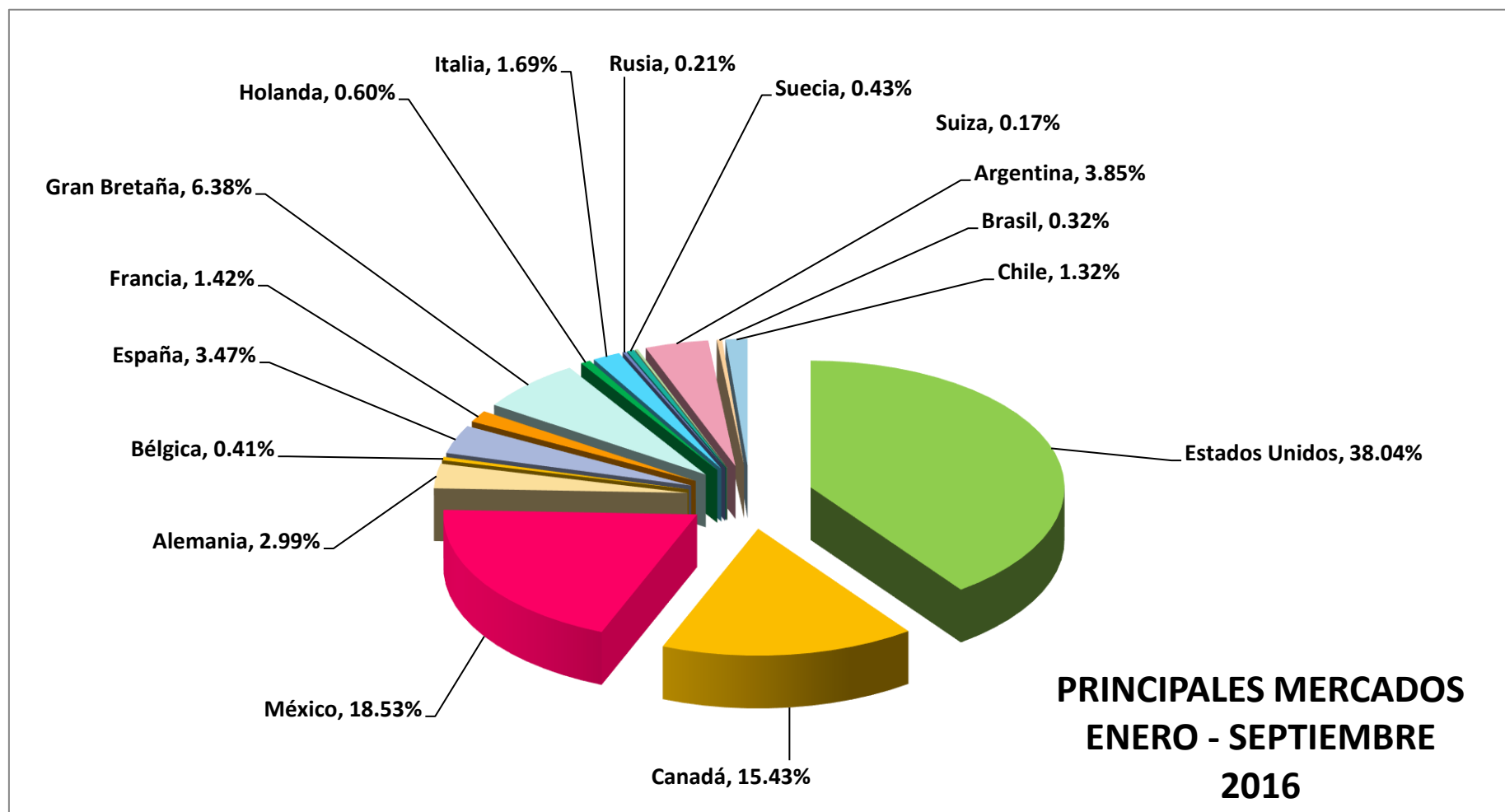
PAIS	JUL 2016		AGO 2016		SEP 2016		OCT 2016		NOV 2016		DIC 2016		Acumulado		Posición 2015	Posición 2016
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	189,986	39.66%	138,024	34.10%	90,866	27.17%							1,384,050	38.04%	1	1
2 Canadá	50,261	10.49%	39,926	9.87%	27,642	8.27%							561,263	15.43%	3	3
3 México	102,271	21.35%	88,794	21.94%	96,413	28.83%							674,047	18.53%	2	2
4 Alemania	10,515	2.20%	11,694	2.89%	11,005	3.29%							108,646	2.99%	7	7
5 Bélgica	3,186	0.67%	1,940	0.48%	3,162	0.95%							14,909	0.41%	14	14
6 España	24,522	5.12%	26,441	6.53%	19,778	5.91%							126,106	3.47%	6	6
7 Francia	5,043	1.05%	6,023	1.49%	2,932	0.88%							51,636	1.42%	9	9
8 Gran Bretaña	30,693	6.41%	32,374	8.00%	30,703	9.18%							232,156	6.38%	4	4
9 Holanda	3,217	0.67%	2,367	0.58%	2,413	0.72%							21,928	0.60%	11	11
10 Italia	9,109	1.90%	12,410	3.07%	6,650	1.99%							61,593	1.69%	8	8
11 Rusia	295	0.06%	301	0.07%	502	0.15%							7,569	0.21%	15	16
12 Suecia	107	0.02%	61	0.02%	59	0.02%							15,827	0.43%	16	13
13 Suiza	970	0.20%	582	0.14%	491	0.15%							6,286	0.17%	17	17
14 Argentina	15,487	3.23%	14,190	3.51%	15,402	4.61%							140,111	3.85%	5	5
15 Brasil	2,083	0.43%	1,166	0.29%	1,310	0.39%							11,707	0.32%	13	15
16 Chile	7,119	1.49%	6,242	1.54%	6,247	1.87%							48,022	1.32%	10	10
17 Colombia	2,255	0.47%	2,612	0.65%	2,617	0.78%							16,912	0.46%	12	12
<b>AFLUENCIA</b>	<b>478,989</b>	<b>95.43%</b>	<b>404,708</b>	<b>95.17%</b>	<b>334,415</b>	<b>95.15%</b>							<b>3,638,533</b>	<b>95.72%</b>		

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

## PRINCIPALES MERCADOS

ENERO - SEPTIEMBRE

2016



Nota: Los principales mercados para Riviera Maya de Enero-Agosto representan el 95.72% 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	4,317	0.4%	2,207	0.2%	1,464	0.1%	2,598	0.3%	3,292	0.3%	3,241	0.3%	17,119	0.3%
CHILE	10,646	1.0%	16,922	1.8%	6,667	0.7%	8,729	0.9%	18,966	1.8%	17,479	1.8%	79,409	1.3%
COLOMBIA	4,824	0.5%	1,270	0.1%	3,268	0.3%	1,201	0.1%	3,215	0.3%	5,263	0.5%	19,041	0.3%
<b>SUMA</b>	<b>68,498</b>	<b>6.7%</b>	<b>61,357</b>	<b>6.4%</b>	<b>47,365</b>	<b>4.7%</b>	<b>60,710</b>	<b>6.1%</b>	<b>89,673</b>	<b>8.7%</b>	<b>74,397</b>	<b>7.6%</b>	<b>402,000</b>	<b>6.4%</b>

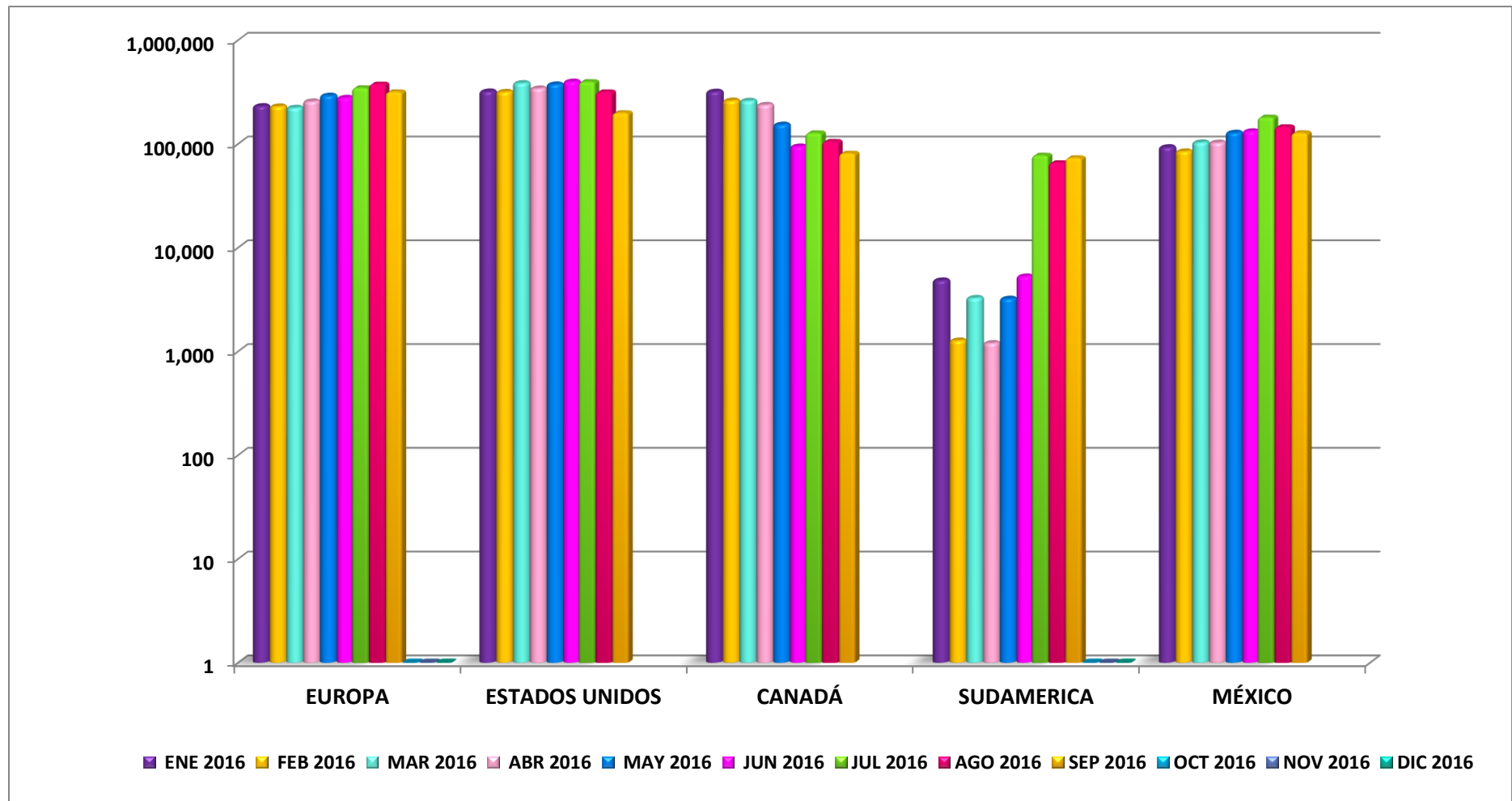
<b>TOTAL PRIN. MDOS.</b>	<b>1,029,454</b>	<b>100.00%</b>	<b>952,103</b>	<b>100.00%</b>	<b>1,017,024</b>	<b>100.00%</b>	<b>998,099</b>	<b>100.00%</b>	<b>1,034,990</b>	<b>100.00%</b>	<b>975,294</b>	<b>100.00%</b>	<b>6,006,964</b>	<b>100.00%</b>
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TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.
		1,098,764	93.7%	1,060,606	89.8%	1,134,371	89.7%	1,114,344	89.6%	1,128,104	91.7%	1,095,172	88.8%	6,631,361

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%	81,198	10.2%							1,636,997	18.3%
ESTADOS UNIDOS	397,387	35.1%	316,880	31.3%	199,527	25.0%							3,046,231	34.0%
MÉXICO	181,105	16.0%	146,140	14.5%	127,747	16.0%							1,097,818	12.3%
<b>SUMA</b>	<b>706,029</b>	<b>62.4%</b>	<b>568,491</b>	<b>56.2%</b>	<b>408,472</b>	<b>51.1%</b>							<b>5,781,046</b>	<b>64.6%</b>
<b>EUROPA</b>														
ALEMANIA	41,228	3.6%	41,660	4.1%	46,221	5.8%							428,835	4.8%
BÉLGICA	12,173	1.1%	9,433	0.9%	11,515	1.4%							60,166	0.7%
ESPAÑA	67,027	5.9%	79,654	7.9%	58,345	7.3%							355,028	4.0%
FRANCIA	17,377	1.5%	27,204	2.7%	9,395	1.2%							178,298	2.0%
GRAN BRETAÑA	163,312	14.4%	164,298	16.3%	156,841	19.6%							1,135,388	12.7%
HOLANDA	12,922	1.1%	9,646	1.0%	9,934	1.2%							78,933	0.9%
ITALIA	28,466	2.5%	41,367	4.1%	21,529	2.7%							185,853	2.1%
RUSIA	808	0.1%	1,223	0.1%	1,364	0.2%							26,494	0.3%
SUECIA	545	0.0%	166	0.0%	260	0.0%							74,945	0.8%
SUIZA	3,318	0.3%	1,950	0.2%	1,735	0.2%							23,886	0.3%
<b>SUMA</b>	<b>347,176</b>	<b>30.7%</b>	<b>376,601</b>	<b>37.3%</b>	<b>317,139</b>	<b>39.7%</b>							<b>2,547,826</b>	<b>28.2%</b>
<b>SUDAMERICA</b>														
ARGENTINA	44,073	3.9%	41,269	4.1%	46,463	5.8%							418,236	4.7%
BRASIL	5390	0.5%	2531	0.3%	3128	0.4%							28,168	0.3%
CHILE	18,895	1.7%	16,489	1.6%	17622	2.2%							132,415	1.5%
COLOMBIA	9,302	0.8%	5,431	0.5%	6128	0.8%							39,902	0.4%
<b>SUMA</b>	<b>77,660</b>	<b>6.9%</b>	<b>65,720</b>	<b>6.5%</b>	<b>73,341</b>	<b>9.2%</b>							<b>618,721</b>	<b>6.5%</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>798,952</b>	<b>100.00%</b>							<b>8,947,593</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>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>896,828</b>	<b>89.1%</b>							<b>9,818,596</b>	<b>91.1%</b>

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





COMPARATIVO POR PAISES DE LOS AÑOS 2016 VS 2015  
SEPTIEMBRE

REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	28,046	9.11%	27,642	8.27%	-404	-1.44%
Estados Unidos	91,198	29.63%	90,866	27.17%	-332	-0.36%
México	70,699	22.97%	96,413	28.83%	25,714	36.37%
<b>SUMA</b>	<b>189,943</b>	<b>61.72%</b>	<b>214,921</b>	<b>64.27%</b>	<b>24,978</b>	<b>13.15%</b>
<b>SUDAMERICA</b>						
Argentina	13,541	4.40%	15,402	4.61%	1,861	13.74%
Bolivia	346	0.11%	114	0.03%	-232	-67.05%
Brasil	1,424	0.46%	1,310	0.39%	-114	-8.01%
Chile	5,240	1.70%	6,247	1.87%	1,007	19.22%
Colombia	2,617	0.85%	2,617	0.78%	0	0.00%
Ecuador	323	0.10%	460	0.14%	137	42.41%
Paraguay	322	0.10%	229	0.07%	-93	-28.88%
Peru	1,995	0.65%	1,964	0.59%	-31	-1.55%
Uruguay	3,597	1.17%	2,478	0.74%	-1,119	-31.11%
Venezuela	382	0.12%	217	0.06%	-165	-43.19%
Otros	410	0.13%	512	0.15%	102	24.88%
<b>SUMA</b>	<b>30,197</b>	<b>9.81%</b>	<b>31,550</b>	<b>9.43%</b>	<b>1,353</b>	<b>4.48%</b>
<b>EUROPA</b>						
Alemania	8,923	2.90%	11,005	3.29%	2,082	23.33%
Austria	166	0.05%	370	0.11%	204	122.89%
Bélgica	1,103	0.36%	3,162	0.95%	2,059	186.67%
Bulgaria	11	0.00%	120	0.04%	109	990.91%
Dinamarca	54	0.02%	51	0.02%	-3	-5.56%
España	19,668	6.39%	19,778	5.91%	110	0.56%
Finlandia	20	0.01%	23	0.01%	3	15.00%
Francia	2,959	0.96%	2,932	0.88%	-27	-0.91%
Gran Bretaña	30,382	9.87%	30,703	9.18%	321	1.06%
Grecia	17	0.01%	19	0.01%	2	11.76%
Holanda	3,674	1.19%	2,413	0.72%	-1,261	-34.32%
Hungría	18	0.01%	34	0.01%	16	88.89%
Irlanda	365	0.12%	235	0.07%	-130	-35.62%
Islandia	6	0.00%	26	0.01%	20	333.33%
Italia	6,824	2.22%	6,650	1.99%	-174	-2.55%
Luxemburgo	53	0.02%	11	0.00%	-42	-79.25%
Mónaco	1	0.00%	1	0.00%	0	0.00%
Noruega	396	0.13%	123	0.04%	-273	-68.94%
Polonia	188	0.06%	160	0.05%	-28	-14.89%
Portugal	1,311	0.43%	2,352	0.70%	1,041	79.41%
Rep. Checa	61	0.02%	419	0.13%	358	586.89%
Rumania	49	0.02%	36	0.01%	-13	-26.53%
Rusia	233	0.08%	502	0.15%	269	115.45%
Slovenia	7	0.00%	0	0.00%	-7	-100.00%
Suecia	91	0.03%	59	0.02%	-32	-35.16%
Suiza	467	0.15%	491	0.15%	24	5.14%
Otros	220	0.07%	937	0.28%	717	325.91%
<b>SUMA</b>	<b>77,267</b>	<b>25.11%</b>	<b>82,612</b>	<b>24.70%</b>	<b>5,345</b>	<b>6.92%</b>
<b>OTROS PAISES</b>	<b>10,331</b>	<b>3.36%</b>	<b>5,332</b>	<b>1.59%</b>	<b>-4,999</b>	<b>-48.39%</b>
<b>TOTAL</b>	<b>307,738</b>	<b>100.00%</b>	<b>334,415</b>	<b>100.00%</b>	<b>26,677</b>	<b>8.67%</b>

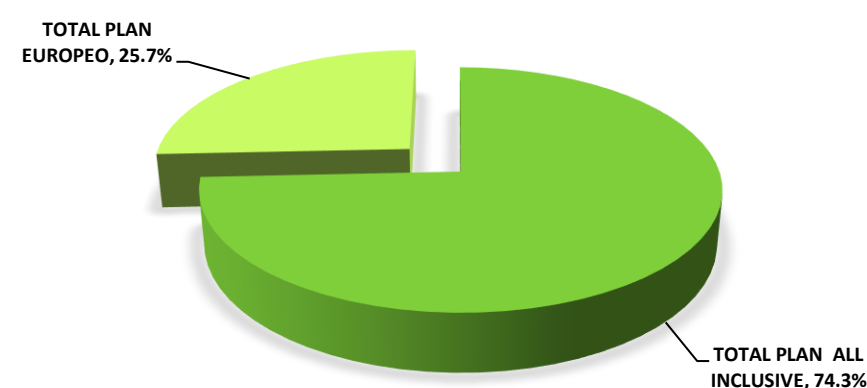
COMPARATIVO POR PAISES DE LOS AÑOS 2016 VS 2015  
ENERO - SEPTIEMBRE

REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	565,377	15.86%	561,263	15.43%	-4,114	-0.73%
Estados Unidos	1,374,703	38.55%	1,384,050	38.04%	9,347	0.68%
México	635,034	17.81%	674,047	18.53%	39,013	6.14%
<b>SUMA</b>	<b>2,575,114</b>	<b>72.22%</b>	<b>2,619,360</b>	<b>71.99%</b>	<b>44,246</b>	<b>1.72%</b>
<b>SUDAMERICA</b>						
Argentina	128,080	3.59%	140,111	3.85%	12,031	9.39%
Bolivia	1,217	0.03%	1,109	0.03%	-108	-8.87%
Brasil	18,899	0.53%	11,707	0.32%	-7,192	-38.05%
Chile	37,859	1.06%	48,022	1.32%	10,163	26.84%
Colombia	21,070	0.59%	16,912	0.46%	-4,158	-19.73%
Ecuador	1,793	0.05%	2,284	0.06%	491	27.38%
Paraguay	2,312	0.06%	2,133	0.06%	-179	-7.74%
Peru	15,758	0.44%	16,084	0.44%	326	2.07%
Uruguay	18,013	0.51%	22,163	0.61%	4,150	23.04%
Venezuela	3,252	0.09%	1,727	0.05%	-1,525	-46.89%
Otros	2,485	0.07%	5,129	0.14%	2,644	106.40%
<b>SUMA</b>	<b>250,738</b>	<b>7.03%</b>	<b>267,381</b>	<b>7.35%</b>	<b>16,643</b>	<b>6.64%</b>
<b>EUROPA</b>						
Alemania	97,896	2.75%	108,646	2.99%	10,750	10.98%
Austria	2,716	0.08%	4,404	0.12%	1,688	62.15%
Bélgica	10,495	0.29%	15,937	0.44%	5,442	51.85%
Bulgaria	196	0.01%	391	0.01%	195	99.49%
Dinamarca	1,189	0.03%	1,028	0.03%	-161	-13.54%
España	128,051	3.59%	126,106	3.47%	-1,945	-1.52%
Finlandia	736	0.02%	647	0.02%	-89	-12.09%
Francia	61,734	1.73%	51,636	1.42%	-10,098	-16.36%
Gran Bretaña	226,521	6.35%	232,156	6.38%	5,635	2.49%
Grecia	256	0.01%	239	0.01%	-17	-6.64%
Holanda	28,550	0.80%	21,928	0.60%	-6,622	-23.19%
Hungría	494	0.01%	534	0.01%	40	8.10%
Irlanda	2,162	0.06%	2,298	0.06%	136	6.29%
Islandia	141	0.00%	105	0.00%	-36	-25.53%
Italia	69,766	1.96%	61,593	1.69%	-8,173	-11.71%
Luxemburgo	301	0.01%	275	0.01%	-26	-8.64%
Mónaco	43	0.00%	19	0.00%	-24	-55.81%
Noruega	4,830	0.14%	2,424	0.07%	-2,406	-49.81%
Polonia	5,420	0.15%	4,585	0.13%	-835	-15.41%
Portugal	5,689	0.16%	15,040	0.41%	9,351	164.37%
Rep. Checa	1,032	0.03%	6,531	0.18%	5,499	532.85%
Rumania	318	0.01%	681	0.02%	363	114.15%
Rusia	8,011	0.22%	7,569	0.21%	-442	-5.52%
Slovenia	158	0.00%	304	0.01%	146	92.41%
Suecia	20,293	0.57%	15,827	0.43%	-4,466	-22.01%
Suiza	7,743	0.22%	6,286	0.17%	-1,457	-18.82%
Otros	8,964	0.25%	20,825	0.57%	11,861	132.32%
<b>SUMA</b>	<b>693,705</b>	<b>19.45%</b>	<b>708,014</b>	<b>19.46%</b>	<b>14,309</b>	<b>2.06%</b>
<b>OTROS PAISES</b>	<b>46,324</b>	<b>1.30%</b>	<b>43,778</b>	<b>1.20%</b>	<b>-2,546</b>	<b>-5.50%</b>
<b>TOTAL</b>	<b>3,565,881</b>	<b>100.00%</b>	<b>3,638,533</b>	<b>100.00%</b>	<b>72,652</b>	<b>2.04%</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 MAROMA PALAFITOS-OVERWATER BUNG	30	Especial
20 EL DORADO ROYALE	680	Gran Turismo
21 GENERATIONS Riviera Maya	144	5 estrellas
22 GRAN BAHÍA PRÍNCIPE AKUMAL	758	5 estrellas
23 GRAN BAHÍA PRÍNCIPE COBA	1080	5 estrellas
24 GRAN BAHÍA PRÍNCIPE SIAN KA'AN	420	Gran Turismo
25 GRAN BAHÍA PRÍNCIPE TULUM	978	5 estrellas
26 GRAN PORTO REAL	287	5 estrellas
27 GRAND PALLADIUM RIVIERA RESORT & SPA	324	5 estrellas
28 GRAND PALLADIUM COLONIAL RESORT & SPA	414	5 estrellas
29 GRAND PALLADIUM KANTENAH RESORT & SPA	422	5 estrellas
30 GRAND PALLADIUM THE ROYAL SUITES YUCATAN	130	5 estrellas
31 GRAND PALLADIUM WHITE SAND RESORT & SPA	264	5 estrellas
32 GRAND RIVIERA & SUNSET PRINCESS	1,480	5 estrellas
33 GRAND SIRENIS MAYAN BEACH	456	5 estrellas
34 GRAND SIRENIS RIVIERA MAYA	504	5 estrellas
35 GRAND SLAM FLY FISHING LODGE	12	4 estrellas
36 GRAND VELAS	539	Especial
37 HACIENDA TRES RIOS	259	Gran Turismo
38 HARD ROCK Riviera Maya	1266	5 estrellas
39 HIDDEN BEACH RESORT	44	5 estrellas
40 IBEROSTAR GRAN PARAISO	310	Gran Turismo
41 IBEROSTAR PARAISO BEACH	424	5 estrellas
42 IBEROSTAR PARAISO DEL MAR	388	5 estrellas
43 IBEROSTAR PARAISO LINDO	446	5 estrellas
44 IBEROSTAR PARAISO MAYA	434	Gran Turismo
45 IBEROSTAR QUETZAL	350	5 estrellas
46 IBEROSTAR TUCAN	350	5 estrellas
47 KORE TULUM RETREAT WELLNESS RESORT.	94	5 estrellas
48 LAT 20 BY LIVE AQUA	60	4 estrellas
49 OASIS TULUM	310	5 estrellas
50 OCCIDENTAL AT XCARET DESTINATION	757	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>SUMAS</b>	<b>32,324</b>	

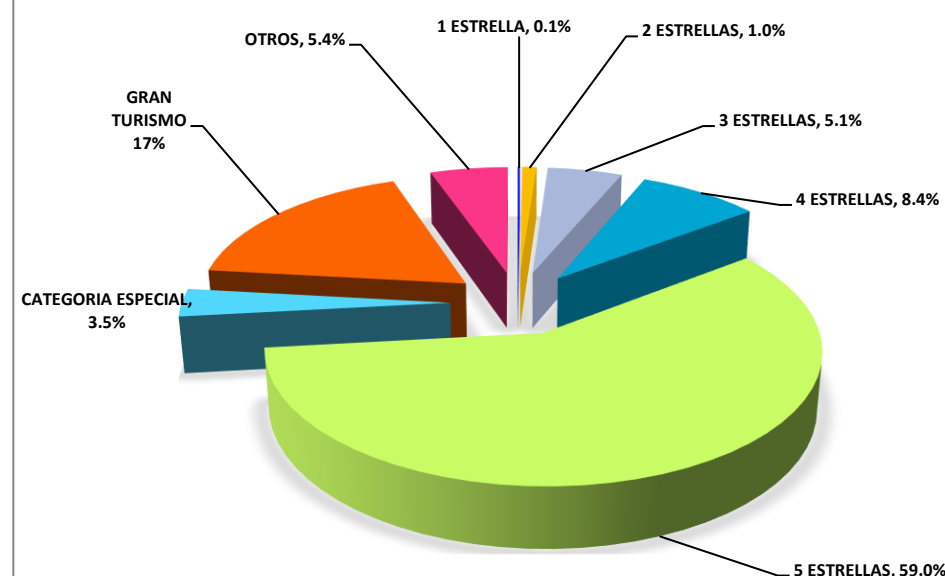
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
<b>TOTAL PLAN ALL INCLUSIVE</b>	32,324	76	74.3%
<b>TOTAL PLAN EUROPEO</b>	11,185	330	25.7%
<b>SUMAS</b>	<b>43,509</b>	<b>406</b>	<b>100.0%</b>

**DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE**



CATEGORIA	Cuartos	# Htls.	%
<b>1 ESTRELLA</b>	64	2	0.1%
<b>2 ESTRELLAS</b>	437	22	1.0%
<b>3 ESTRELLAS</b>	2,246	87	5.2%
<b>4 ESTRELLAS</b>	3,654	50	8.4%
<b>5 ESTRELLAS</b>	25,481	67	58.6%
<b>CATEGORIA ESPECIAL</b>	1,524	13	3.5%
<b>GRAN TURISMO</b>	7,769	22	17.9%
<b>OTROS</b>	2,334	143	5.4%
<b>SUMAS</b>	<b>43,509</b>	<b>406</b>	<b>100.0%</b>

**DISTRIBUCIÓN DE CUARTOS POR CATEGORIA**



RANGO	Cuartos	# Htls.	%
<b>1 a 100</b>	7,364	319	16.9%
<b>101 a + de 400</b>	36,145	87	83.1%
<b>SUMAS</b>	<b>43,509</b>	<b>406</b>	<b>100.0%</b>

**DISTRIBUCIÓN DE CUARTOS POR RANGO**



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE  
 EN LA RIVIERA MAYA POR LOCALIDAD  
 SEPTIEMBRE 2016**

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.2%	4,563	10.5%
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	171	42.1%	8,336	19.2%
PLAYA DEL SECRETO	1	0.2%	540	1.2%
PLAYA PARAISO	12	3.0%	3,857	8.9%
PLAYACAR	23	5.7%	6,483	14.9%
PUERTO AVENTURAS	14	3.4%	5,238	12.0%
PUNTA ALLEN	6	1.5%	59	0.1%
PUNTA BETE XCALACOCO	15	3.7%	4,736	10.9%
PUNTA BRAVA	1	0.2%	680	1.6%
PUNTA MAROMA	9	2.2%	2,206	5.1%
SIAN KA'AN	5	1.2%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	102	25.1%	2,173	5.0%
XCARET	1	0.2%	757	1.7%
XPU-HA	4	1.0%	469	1.1%
<b>TOTAL</b>	<b>406</b>	<b>100.0%</b>	<b>43,509</b>	<b>100.0%</b>

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

