



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

OCTUBRE 2016

El Barómetro Turístico de la Riviera Maya en su **Ducentésima vigésima sexto** edición correspondiente al mes de Octubre del año 2016, fue elaborado con un muestreo de **35,435** cuartos, que corresponde al 81.29% 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 OCTUBRE DE 2016



CONCEPTO	OCTUBRE		VARIACIÓN	
	2015	2016	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	41,839	43,509	1,670	3.99%
CUARTOS NOCHE DISPONIBLES	1,290,546	1,332,325	41,779	3.24%
CUARTOS NOCHE OCUPADOS	906,865	967,749	60,884	6.71%
% DE OCUPACION	70.27%	72.64%	2.37%	
% DE OCUPACION TODO INCLUIDO	71.78%	74.80%	3.02%	
ESTADIA PROMEDIO				
GENERAL	5.52	5.67	0.15	
TURISMO NACIONAL	3.51	3.52	0.01	
TURISMO INTERNACIONAL	6.63	6.56	(0.07)	
TARIFA PROMEDIO (pesos)	\$ 3,253.91	\$ 3,798.87	545	16.75%
AFLUENCIA DEL TURISMO				
	2015	2016		
TOTAL	341,681	359,410	17,729	5.19%
NACIONALES	79,004	91,361	12,357	15.64%
EXTRANJEROS	262,677	268,049	5,372	2.05%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN				
	2015		2016	
EUROPA	71,328	27.15%	85,546	31.91%
ESTADOS UNIDOS	117,915	44.89%	99,504	37.12%
CANADÁ	37,060	14.11%	41,787	15.59%
SUDAMERICA	30,610	11.65%	34,907	13.02%
RESTO DEL MUNDO	5,764	2.19%	6,305	2.35%
	262,677	100.00%	268,049	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2015	2016		
TOTAL	906,865	967,749	60,884	6.71%
NACIONALES	115,543	133,996	18,453	15.97%
EXTRANJEROS	791,322	833,753	42,431	5.36%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2015		2016	
EUROPA (Principales países)	293,706	37.1%	322,146	38.6%
ESTADOS UNIDOS	242,217	30.6%	212,690	25.5%
CANADÁ	100,062	12.6%	108,994	13.1%
SUDAMERICA (Principales países)	60,842	7.7%	75,347	9.0%
RESTO DEL MUNDO	94,495	11.94%	114,576	13.7%
	791,322	100.00%	833,753	100.00%

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

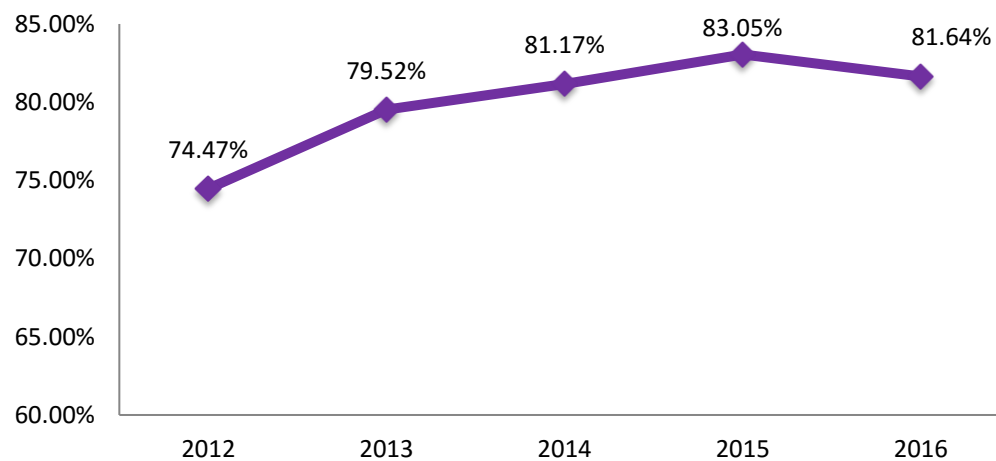


CONCEPTO	ENERO - OCTUBRE		VARIACIÓN	
	2015	2016	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	41,839	43,509	1,670	3.99%
CUARTOS NOCHE DISPONIBLES	12,727,196	13,212,172	484,976	3.81%
CUARTOS NOCHE OCUPADOS	10,569,398	10,786,345	216,947	2.05%
% DE OCUPACION	83.05%	81.64%	-1.41%	
% DE OCUPACION TODO INCLUIDO				
	84.68%	82.84%	-1.84%	
ESTADIA PROMEDIO				
GENERAL	5.93	5.90	(0.03)	
TURISMO NACIONAL	3.68	4.00	0.32	
TURISMO INTERNACIONAL	6.67	6.49	(0.18)	
TARIFA PROMEDIO (pesos)				
	\$ 3,740.86	\$ 4,581.79	841	22.48%
AFLUENCIA DEL TURISMO				
	2015	2016		
TOTAL	3,907,562	3,997,943	90,381	2.31%
NACIONALES	714,038	765,408	51,370	7.19%
EXTRANJEROS	3,193,524	3,232,535	39,011	1.22%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN				
	2015		2016	
EUROPA	765,033	23.96%	793,560	24.55%
ESTADOS UNIDOS	1,492,618	46.74%	1,483,554	45.89%
CANADÁ	602,437	18.86%	603,050	18.66%
SUDAMERICA	281,348	8.81%	302,288	9.35%
RESTO DEL MUNDO	52,088	1.63%	50,083	1.55%
	3,193,524	100.00%	3,232,535	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2015	2016		
TOTAL	10,569,398	10,786,345	216,947	2.05%
NACIONALES	1,084,902	1,231,814	146,912	13.54%
EXTRANJEROS	9,484,496	9,554,531	70,035	0.74%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2015		2016	
EUROPA (Principales países)	3,092,776	32.6%	2,869,972	30.0%
ESTADOS UNIDOS	3,396,154	35.8%	3,258,921	34.1%
CANADÁ	1,803,198	19.0%	1,745,991	18.3%
SUDAMERICA (Principales países)	690,273	7.3%	694,068	7.3%
RESTO DEL MUNDO	502,095	5.29%	985,579	10.3%
	9,484,496	100.00%	9,554,531	100.00%

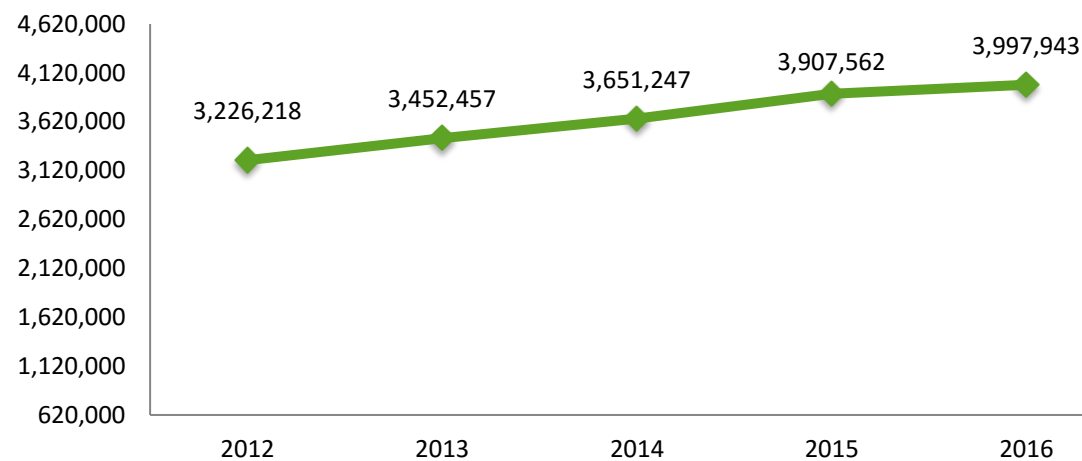
COMPARATIVO OCUPACIÓN Y AFLUENCIA 2012-2016

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	59.60%	65.05%	69.55%	70.27%	72.64%	13.04%	7.59%	3.09%	2.37%	259,617	279,838	311,083	341,681	359,410	38.44%	28.44%	15.54%	5.19%
NOV																		
DIC																		
Total	74.47%	79.52%	81.17%	83.05%	81.64%	7.17%	2.12%	0.47%	-1.41%	3,226,218	3,452,457	3,651,247	3,907,562	3,997,943	23.92%	15.80%	9.50%	2.31%

OCUPACIÓN GENERAL ACUMULADA

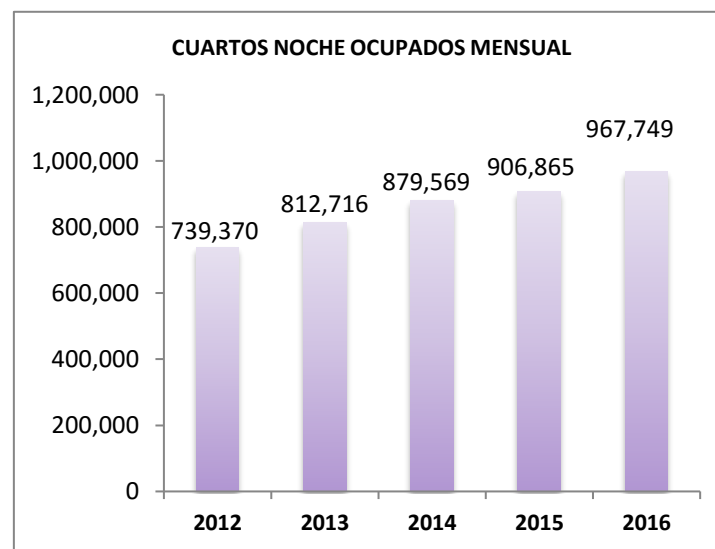


AFLUENCIA GENERAL ACUMULADA



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	739,370	812,716	879,569	906,865	967,749	30.89%	19.08%	10.03%	6.71%
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	9,089,316	9,728,590	10,010,794	10,569,398	10,786,345	18.67%	10.87%	7.75%	2.05%
ENE-NOV									
ENE-DIC									

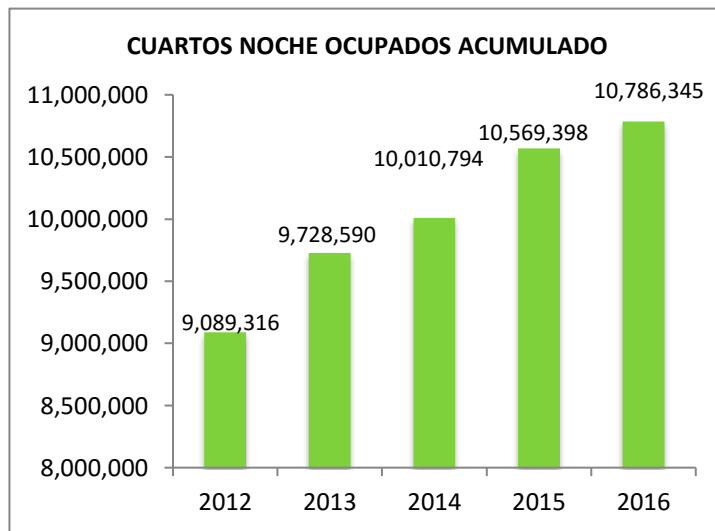


TABLA DE OCUPACION HOTELERA AÑO 2016

MES	No. DE HOTELES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
			DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	405	43,672	1,335,562	1,098,764	82.27%	51,650	13.46%	332,168	86.54%	383,818	6.1
FEBRERO	405	43,668	1,263,765	1,060,606	83.92%	42,171	11.69%	318,460	88.31%	360,631	6.3
MARZO	405	43,668	1,346,399	1,134,371	84.25%	60,047	14.13%	364,865	85.87%	424,912	6.0
ABRIL	405	43,669	1,304,687	1,114,344	85.41%	64,158	16.06%	335,446	83.94%	399,604	6.0
MAYO	405	43,669	1,337,694	1,128,104	84.33%	84,579	19.78%	342,990	80.22%	427,569	5.6
JUNIO	405	43,669	1,304,052	1,095,172	83.98%	83,964	19.81%	339,923	80.19%	423,887	5.8
JULIO	405	43,669	1,344,851	1,194,266	88.80%	102,271	21.35%	376,718	78.65%	478,989	5.8
AGOSTO	405	43,669	1,341,640	1,096,141	81.70%	88,794	21.94%	315,914	78.06%	404,708	6.0
SEPTIEMBRE	406	43,509	1,301,197	896,828	68.92%	96,413	28.83%	238,002	71.17%	334,415	5.6
OCTUBRE	406	43,509	1,332,325	967,749	72.64%	91,361	25.42%	268,049	74.58%	359,410	5.7
NOVIEMBRE											
DICIEMBRE											

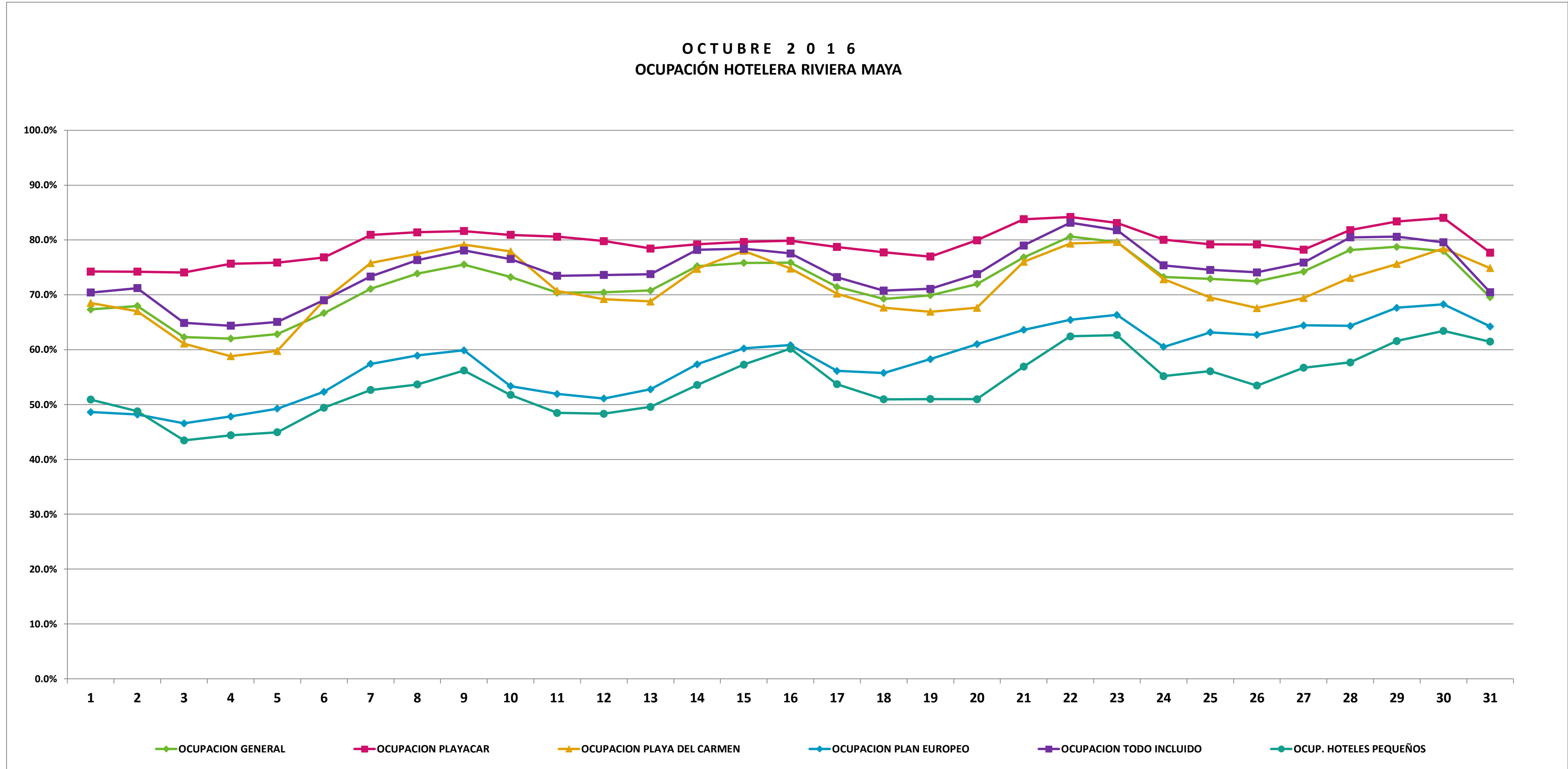
ACUMULADO ANUAL

ENE-FEB	405	43,668	2,599,327	2,159,370	83.07%	93,821	12.60%	650,628	87.40%	744,449	6.2
ENE-MAR	405	43,668	3,945,726	3,293,741	83.48%	153,868	13.16%	1,015,493	86.84%	1,169,361	6.1
ENE-ABR	405	43,669	5,250,413	4,408,085	83.96%	218,026	13.90%	1,350,939	86.10%	1,568,965	6.1
ENE-MAY	405	43,669	6,588,107	5,536,189	84.03%	302,605	15.16%	1,693,929	84.84%	1,996,534	6.0
ENE-JUN	405	43,669	7,892,159	6,631,361	84.02%	386,569	15.97%	2,033,852	84.03%	2,420,421	6.0
ENE-JUL	405	43,669	9,237,010	7,825,627	84.72%	488,840	16.86%	2,410,570	83.14%	2,899,410	6.0
ENE-AGO	405	43,669	10,578,650	8,921,768	84.34%	577,634	17.48%	2,726,484	82.52%	3,304,118	6.0
ENE-SEP	406	43,509	11,879,847	9,818,596	82.65%	674,047	18.53%	2,964,486	81.47%	3,638,533	5.9
ENE-OCT	406	43,509	13,212,172	10,786,345	81.64%	765,408	19.15%	3,232,535	80.85%	3,997,943	5.9
ENE-NOV											
ENE-DIC											

OCUPACIÓN HOTELERA DIARIA

OCTUBRE DE 2016

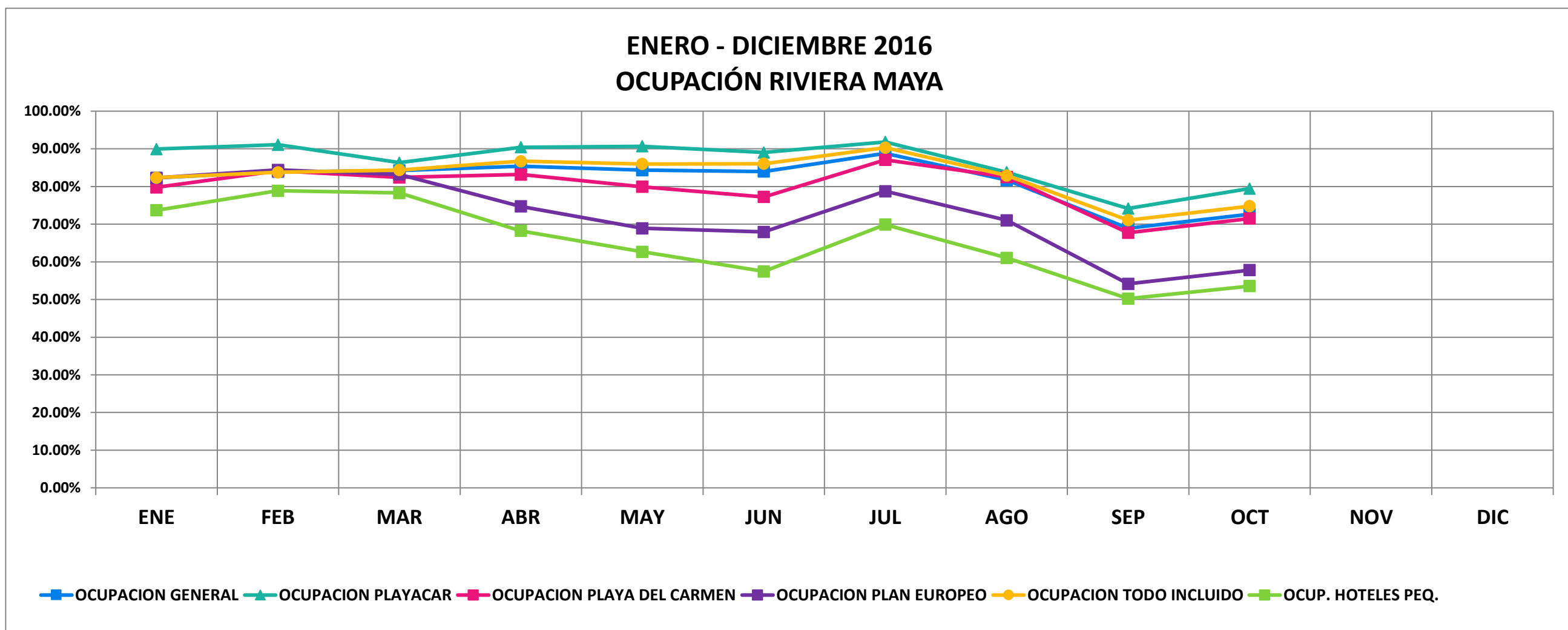
DIA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	PROMEDIO
OCUPACION GENERAL	67.4%	68.0%	62.3%	62.0%	62.8%	66.7%	71.1%	73.9%	75.5%	73.3%	70.4%	70.4%	70.8%	75.2%	75.8%	75.9%	71.5%	69.3%	69.9%	72.0%	76.8%	80.6%	79.6%	73.3%	72.9%	72.5%	74.3%	78.2%	78.8%	78.0%	69.6%	72.64%
OCUPACION PLAYACAR	74.3%	74.2%	74.1%	75.7%	75.9%	76.8%	80.9%	81.4%	81.6%	80.9%	80.6%	79.8%	78.5%	79.2%	79.7%	79.9%	78.7%	77.8%	77.0%	80.0%	83.8%	84.2%	83.1%	80.1%	79.2%	79.2%	78.2%	81.8%	83.4%	84.1%	77.7%	79.47%
OCUPACION PLAYA DEL CARMEN	68.5%	67.0%	61.1%	58.8%	59.8%	69.0%	75.8%	77.5%	79.2%	77.9%	70.7%	69.2%	68.8%	74.8%	78.0%	74.8%	70.2%	67.7%	66.9%	67.7%	76.0%	79.4%	79.6%	72.9%	69.5%	67.6%	69.4%	73.1%	75.6%	78.5%	74.9%	71.50%
OCUPACION PLAN EUROPEO	48.6%	48.2%	46.6%	47.8%	49.3%	52.3%	57.4%	58.9%	59.9%	53.4%	51.9%	51.1%	52.8%	57.3%	60.3%	60.8%	56.1%	55.8%	58.3%	61.0%	63.6%	65.5%	66.4%	60.5%	63.2%	62.7%	64.4%	64.3%	67.6%	68.3%	64.3%	57.81%
OCUPACION TODO INCLUIDO	70.4%	71.2%	64.9%	64.4%	65.1%	69.1%	73.4%	76.3%	78.1%	76.5%	73.5%	73.6%	73.8%	78.2%	78.4%	77.6%	73.2%	70.8%	71.1%	73.8%	79.0%	83.2%	81.8%	75.4%	74.6%	74.1%	75.9%	80.5%	80.6%	79.6%	70.5%	74.80%
OCUP. HOTELES PEQUEÑOS	50.9%	48.8%	43.5%	44.4%	44.9%	49.4%	52.7%	53.7%	56.2%	51.8%	48.5%	48.3%	49.6%	53.6%	57.3%	60.2%	53.7%	51.0%	51.0%	51.0%	56.9%	62.5%	62.7%	55.2%	56.1%	53.5%	56.7%	57.7%	61.6%	63.4%	61.5%	53.55%



FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA
DEPARTAMENTO DE ESTADÍSTICA
OCUPACIÓN HOTELERA MENSUAL

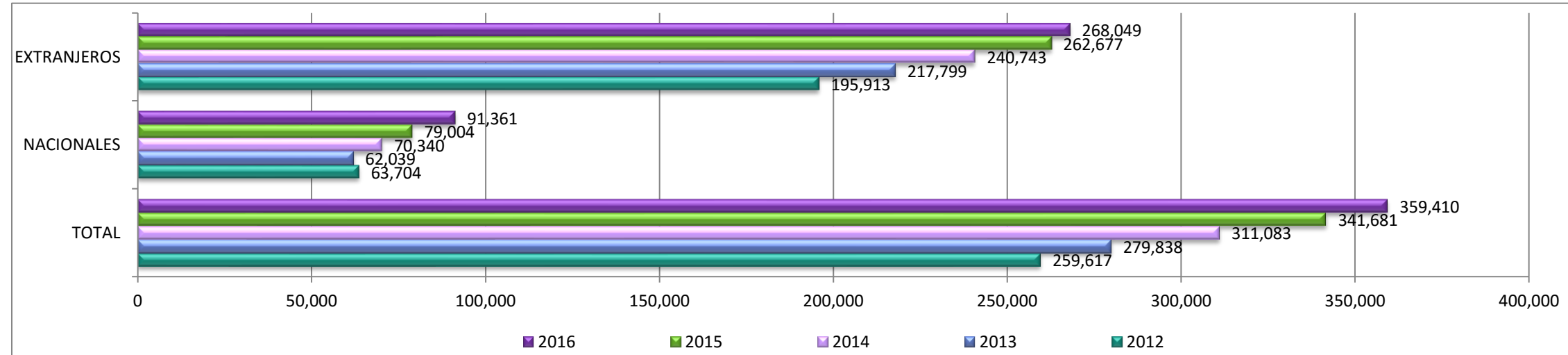
ENERO - DICIEMBRE 2016

MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
OCUPACION GENERAL	82.27%	83.92%	84.25%	85.41%	84.33%	83.98%	88.80%	81.70%	68.92%	72.64%			81.64%
OCUPACION PLAYACAR	89.94%	91.10%	86.32%	90.43%	90.69%	89.04%	91.82%	83.80%	74.17%	79.47%			86.68%
OCUPACION PLAYA DEL CARMEN	79.78%	84.15%	82.42%	83.19%	79.93%	77.24%	87.07%	82.55%	67.72%	71.50%			79.56%
OCUPACION PLAN EUROPEO	82.29%	84.41%	83.23%	74.72%	68.92%	67.95%	78.75%	71.03%	54.17%	57.81%			72.33%
OCUPACION TODO INCLUIDO	82.35%	83.77%	84.37%	86.71%	85.99%	86.05%	90.33%	82.94%	71.06%	74.80%			82.84%
OCUP. HOTELES PEQ.	73.68%	78.88%	78.28%	68.23%	62.65%	57.45%	69.89%	61.04%	50.24%	53.55%			65.39%



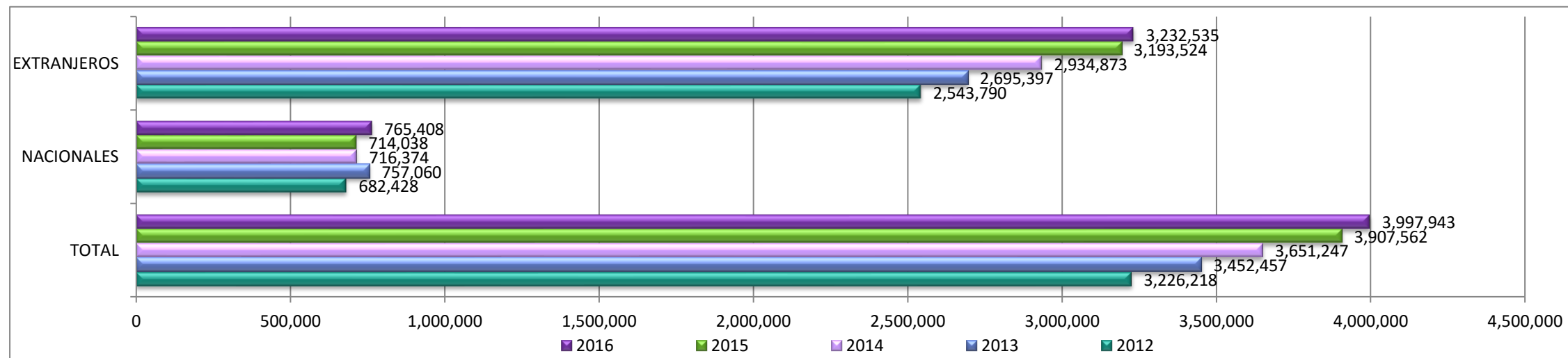
PROCEDENCIA DEL TURISMO OCTUBRE

AFLUENCIA DEL TURISMO	2012		2013		2014		2015		2016		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2016-12	2016-13	2016-14	2016-15
TOTAL	259,617	100.00%	279,838	100.00%	311,083	100.00%	341,681	100.00%	359,410	100.00%	38.44%	28.44%	15.54%	5.19%
NACIONALES	63,704	24.54%	62,039	22.17%	70,340	22.61%	79,004	23.12%	91,361	25.42%	43.41%	47.26%	29.88%	15.64%
EXTRANJEROS	195,913	75.46%	217,799	77.83%	240,743	77.39%	262,677	76.88%	268,049	74.58%	36.82%	23.07%	11.34%	2.05%



ENERO - OCTUBRE

AFLUENCIA DEL TURISMO	2012		2013		2014		2015		2016		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2016-12	2016-13	2016-14	2016-15
TOTAL	3,226,218	100.00%	3,452,457	100.00%	3,651,247	100.00%	3,907,562	100.00%	3,997,943	100.00%	23.92%	15.80%	9.50%	2.31%
NACIONALES	682,428	21.15%	757,060	21.93%	716,374	19.62%	714,038	18.27%	765,408	19.15%	12.16%	1.10%	6.84%	7.19%
EXTRANJEROS	2,543,790	78.85%	2,695,397	78.07%	2,934,873	80.38%	3,193,524	81.73%	3,232,535	80.85%	27.08%	19.93%	10.14%	1.22%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
OCTUBRE 2016

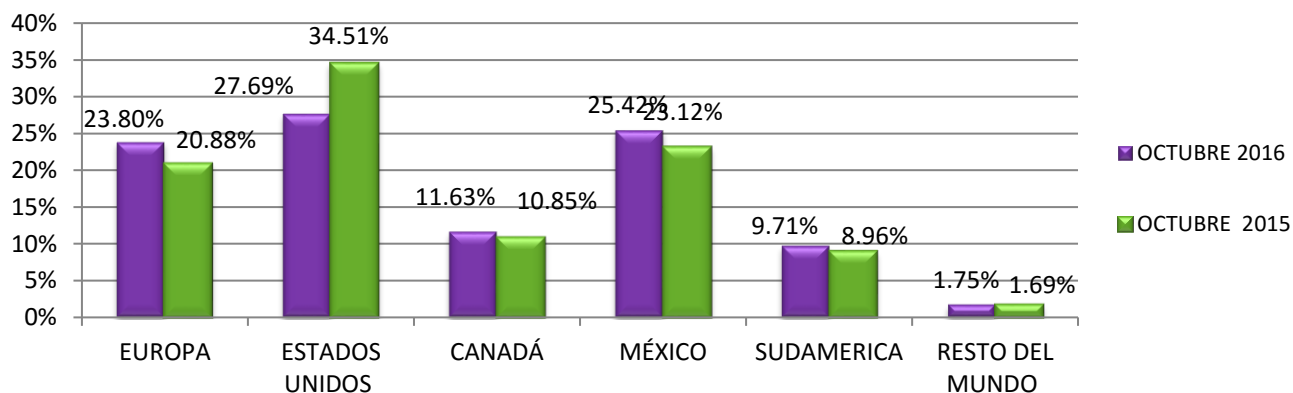
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	41,787	11.63	Bahamas	0	0.00	Alemania	15,875	4.42
Estados Unidos	99,504	27.69	Bermudas	23	0.01	Austria	340	0.09
México	91,361	25.42	Cuba	37	0.01	Bélgica	1,612	0.45
SUMA	232,652	64.73	Curacao	0	0.00	Bulgaria	67	0.02
			Haiti	3	0.00	Dinamarca	134	0.04
			Jamaica	44	0.01	España	15,260	4.25
			Puerto Rico	124	0.03	Finlandia	70	0.02
			Rep. Dominicana	262	0.07	Francia	4,586	1.28
			Otros	71	0.02	Gran Bretaña	31,338	8.72
			SUMA	564	0.16	Grecia	11	0.00
						Holanda	4,633	1.29
2.- CENTRO AMERICA			5.-OCEANIA			6.- ASIA		
Belice	170	0.05	Australia	769	0.21	Arabia	24	0.01
Costa Rica	218	0.06	Nueva Zelanda	37	0.01	China	89	0.02
El Salvador	49	0.01	Otros	11	0.00	Corea	234	0.07
Guatemala	290	0.08	SUMA	817	0.23	Filipinas	14	0.00
Nicaragua	3	0.00				India	40	0.01
Panamá	2,380	0.66				Israel	743	0.21
Otros	264	0.07				Japón	80	0.02
SUMA	3,374	0.94				Paquistán	0	0.00
						Turquia	10	0.00
						Otros	134	0.04
						SUMA	1,368	0.38
3.- SUDAMERICA			7.- AFRICA			8.-EUROPA		
Argentina	16,311	4.54	Argelia	0	0.00	Alemania	15,875	4.42
Bolivia	302	0.08	Egipto	6	0.00	Austria	340	0.09
Brasil	2,068	0.58	Sudáfrica	26	0.01	Bélgica	1,612	0.45
Chile	6,323	1.76	Otros	150	0.04	Bulgaria	67	0.02
Colombia	3,180	0.88	SUMA	182	0.05	Dinamarca	134	0.04
Ecuador	303	0.08				España	15,260	4.25
Paraguay	213	0.06				Finlandia	70	0.02
Perú	3,351	0.93				Francia	4,586	1.28
Uruguay	2,184	0.61				Gran Bretaña	31,338	8.72
Venezuela	126	0.04				Grecia	11	0.00
Otros	546	0.15				Holanda	4,633	1.29
SUMA	34,907	9.71				Hungria	17	0.00
						Irlanda	150	0.04
						Islandia	3	0.00
						Italia	6,161	1.71
						Luxemburgo	19	0.01
						Mónaco	0	0.00
						Noruega	173	0.05
						Polonia	167	0.05
						Portugal	1,428	0.40
						Rep. Checa	186	0.05
						Rumania	26	0.01
						Rusia	586	0.16
						Slovenia	17	0.00
						Suecia	236	0.07
						Suiza	686	0.19
						Otros	1,765	0.49
						SUMA	85,546	23.80
						GRAN TOTAL		
							359,410	100.00

PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENERO - OCTUBRE 2016

PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.- CARIBE			8.-EUROPA		
Canadá	603,050	15.08	Bahamas	88	0.00	Alemania	124,521	3.11
Estados Unidos	1,483,554	37.11	Bermudas	85	0.00	Austria	4,744	0.12
México	765,408	19.15	Cuba	455	0.01	Bélgica	17,549	0.44
SUMA	2,852,012	71.34	Curacao	13	0.00	Bulgaria	458	0.01
			Haiti	48	0.00	Dinamarca	1,162	0.03
			Jamaica	190	0.00	España	141,366	3.54
			Puerto Rico	1,875	0.05	Finlandia	717	0.02
			Rep. Dominicana	1,921	0.05	Francia	56,222	1.41
			Otros	1,092	0.03	Gran Bretaña	263,494	6.59
			SUMA	5,767	0.14	Grecia	250	0.01
2.- CENTRO AMERICA			5.- OCEANIA			8.-EUROPA		
Belice	883	0.02	Australia	7,377	0.18	Holanda	26,561	0.66
Costa Rica	2,686	0.07	Nueva Zelanda	381	0.01	Hungria	551	0.01
El Salvador	706	0.02	Otros	61	0.00	Irlanda	2,448	0.06
Guatemala	1,780	0.04	SUMA	7,819	0.20	Islandia	108	0.00
Nicaragua	134	0.00				Italia	67,754	1.69
Panamá	15,077	0.38				Luxemburgo	294	0.01
Otros	984	0.02				Mónaco	19	0.00
SUMA	22,250	0.56				Noruega	2,597	0.06
			6.- ASIA			8.-EUROPA		
			Arabia	519	0.01	Polonia	4,752	0.12
			China	1,325	0.03	Portugal	16,468	0.41
			Corea	2,127	0.05	Rep. Checa	6,717	0.17
			Filipinas	99	0.00	Rumania	707	0.02
			India	683	0.02	Rusia	8,155	0.20
			Israel	2,495	0.06	Slovenia	321	0.01
			Japón	1,138	0.03	Suecia	16,063	0.40
			Paquistán	13	0.00	Suiza	6,972	0.17
			Turquia	271	0.01	Otros	22,590	0.57
			Otros	2,577	0.06	SUMA	793,560	19.85
			SUMA	11,247	0.28			
3.- SUDAMERICA			7.- AFRICA			GRAN TOTAL		
Argentina	156,422	3.91	Argelia	10	0.00		3,997,943	100.00
Bolivia	1,411	0.04	Egipto	151	0.00			
Brasil	13,775	0.34	Sudáfrica	438	0.01			
Chile	54,345	1.36	Otros	2,401	0.06			
Colombia	20,092	0.50	SUMA	3000	0.08			
Ecuador	2,587	0.06						
Paraguay	2,346	0.06						
Perú	19,435	0.49						
Uruguay	24,347	0.61						
Venezuela	1,853	0.05						
Otros	5,675	0.14						
SUMA	302,288	7.56						

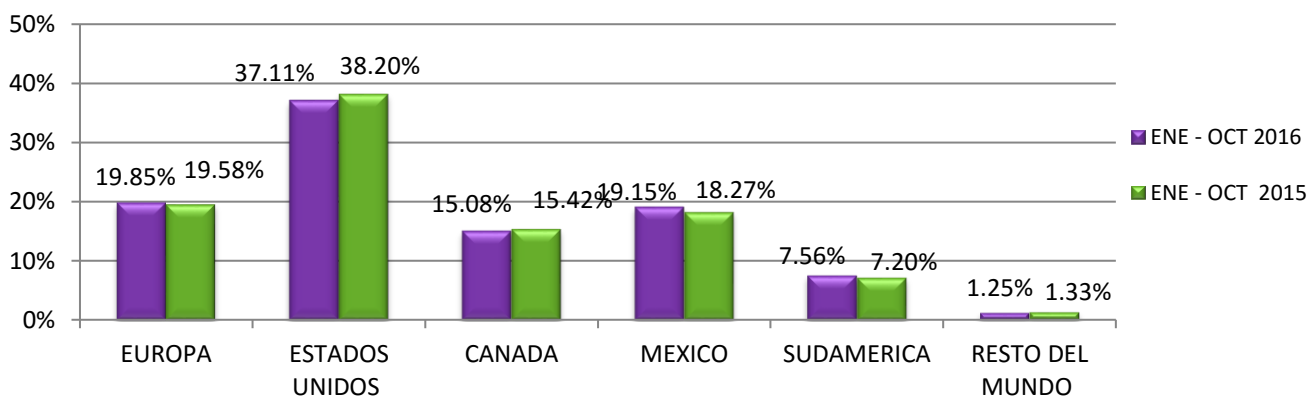
REGION	OCTUBRE 2015		OCTUBRE 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	71,328	20.88%	85,546	23.80%	19.93%
ESTADOS UNIDOS	117,915	34.51%	99,504	27.69%	-15.61%
CANADÁ	37,060	10.85%	41,787	11.63%	12.75%
MÉXICO	79,004	23.12%	91,361	25.42%	15.64%
SUDAMERICA	30,610	8.96%	34,907	9.71%	14.04%
RESTO DEL MUNDO	5,764	1.69%	6,305	1.75%	9.39%
SUMAS	341,681	100.00%	359,410	100.00%	5.19%

OCTUBRE 2016 VS 2015



REGION	ENE - OCT 2015		ENE - OCT 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	765,033	19.58%	793,560	19.85%	3.73%
ESTADOS UNIDOS	1,492,618	38.20%	1,483,554	37.11%	-0.61%
CANADA	602,437	15.42%	603,050	15.08%	0.10%
MEXICO	714,038	18.27%	765,408	19.15%	7.19%
SUDAMERICA	281,348	7.20%	302,288	7.56%	7.44%
RESTO DEL MUNDO	52,088	1.33%	50,083	1.25%	-3.85%
SUMAS	3,907,562	100.00%	3,997,943	100.00%	2.31%

ENERO - OCTUBRE 2016 VS 2015



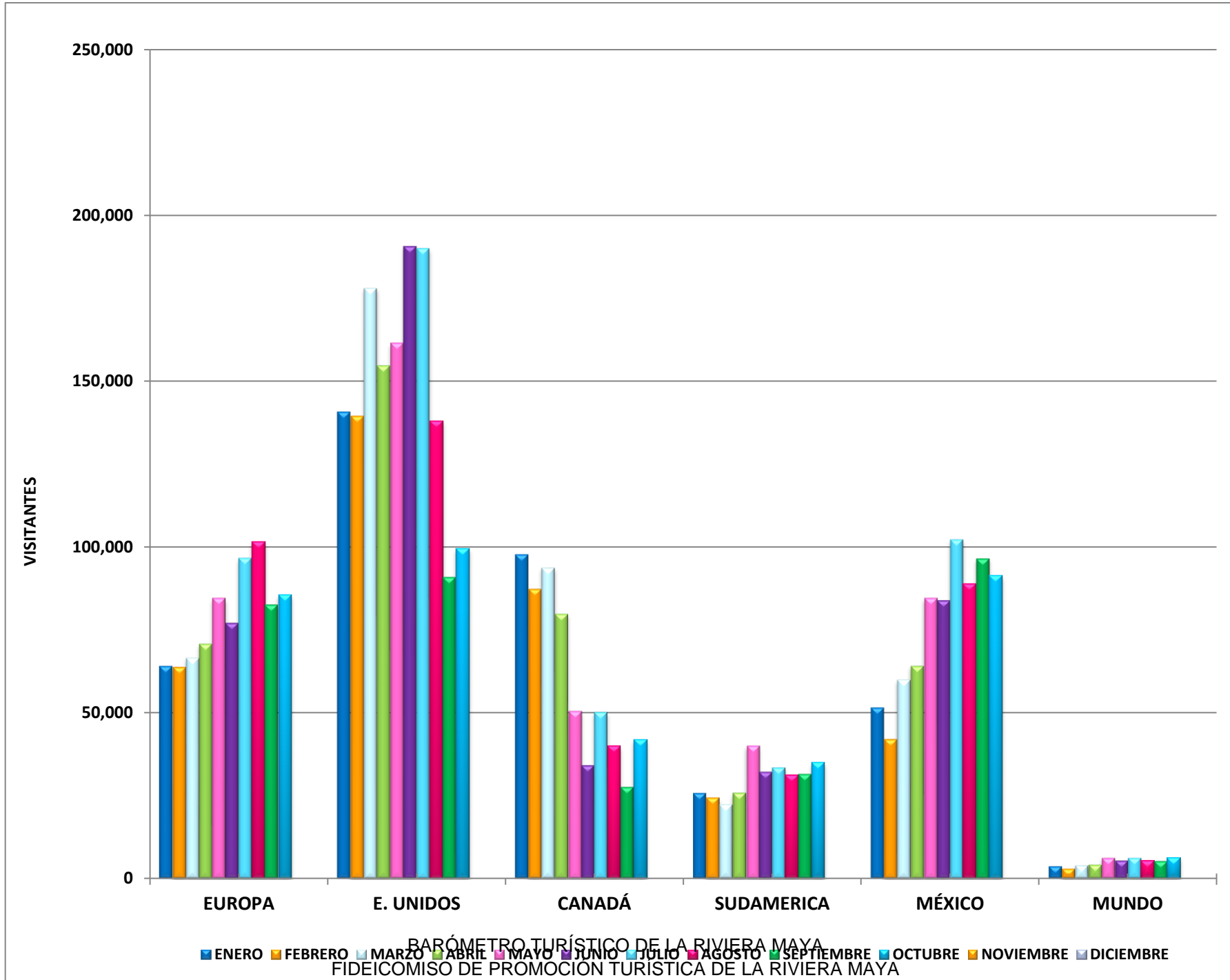
**PROCEDENCIA DEL TURISMO POR REGIONES
AÑO 2016**

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	85,546	23.8	99,504	27.7	41,787	11.6	34,907	9.7	91,361	25.4	6,305	1.8	359,410	100.0
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

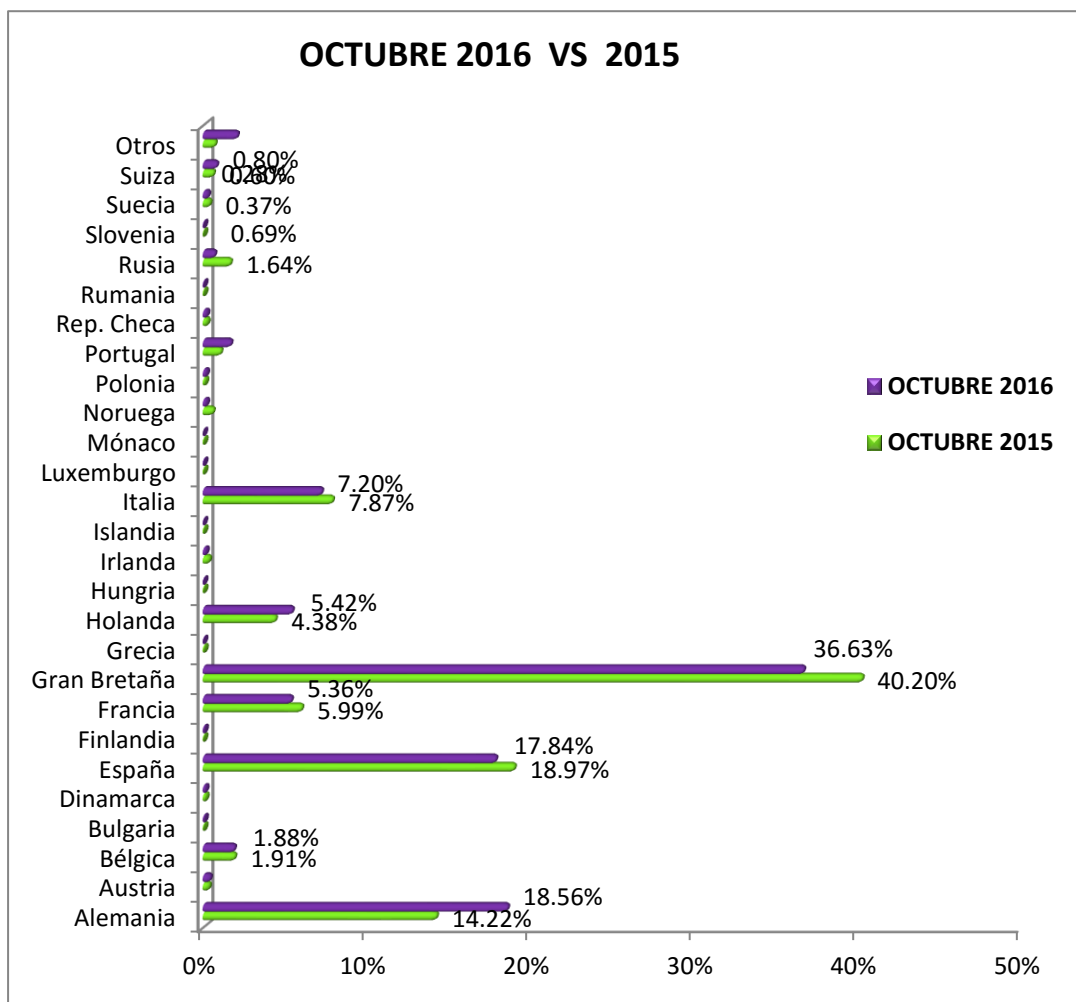
ENE-FEB	128,042	17.2	280,216	37.6	185,157	24.9	50,380	6.8	93,821	12.6	6,833	0.9	744,449	100.0
ENE-MAR	194,599	16.6	458,274	39.2	278,916	23.9	72,823	6.2	153,868	13.2	10,881	0.9	1,169,361	100.0
ENE-ABR	265,446	16.9	612,950	39.1	358,712	22.9	98,727	6.3	218,026	13.9	15,104	1.0	1,568,965	100.0
ENE-MAY	350,033	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	793,560	19.8	1,483,554	37.1	603,050	15.1	302,288	7.6	765,408	19.1	50,083	1.3	3,997,943	100.0
ENE-NOV														
ENE-DIC														
ENE-DIC														

GRAFICA
PROCEDENCIA DEL TURISMO POR REGIONES
DESGLOSE MENSUAL 2016



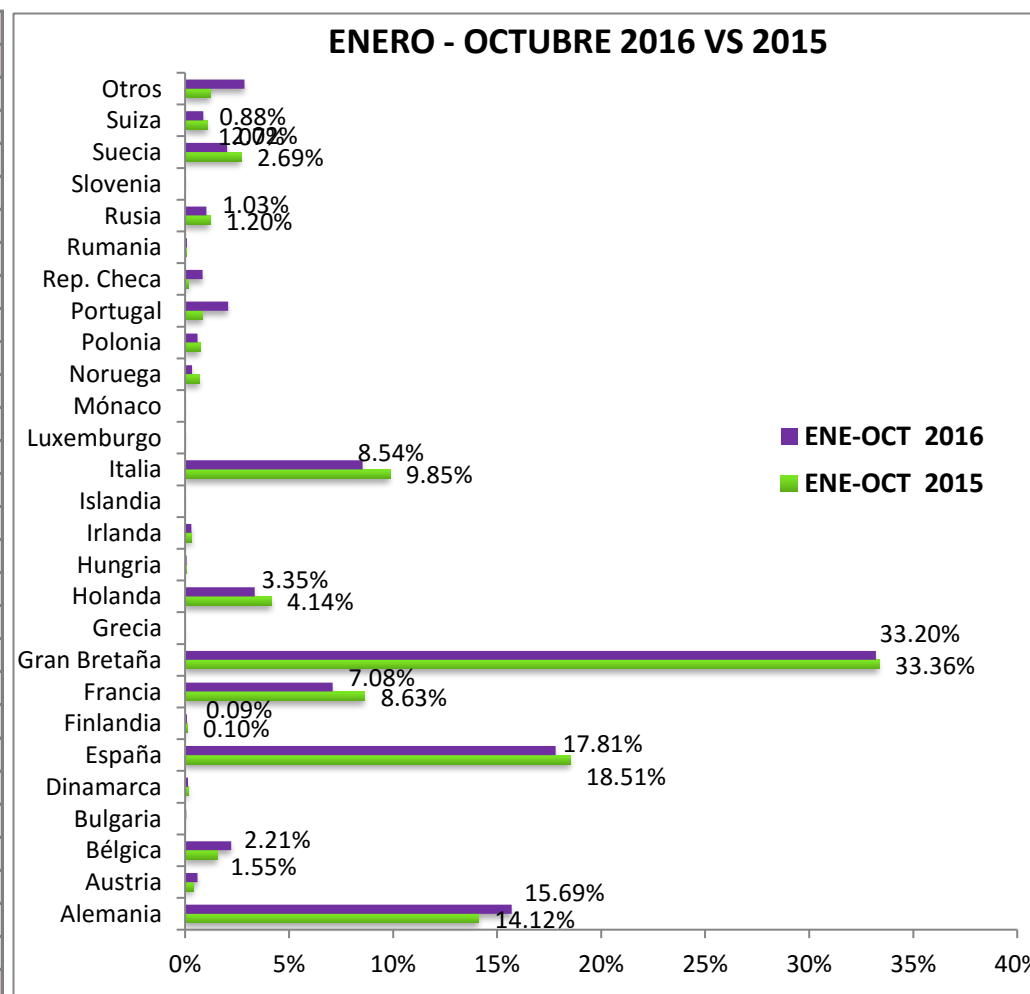
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO OCTUBRE 2016 VS 2015

PAIS	OCTUBRE 2015		OCTUBRE 2016	
	PAX	%	PAX	%
Alemania	10,140	14.22%	15,875	18.56%
Austria	232	0.33%	340	0.40%
Bélgica	1,359	1.91%	1,612	1.88%
Bulgaria	23	0.03%	67	0.08%
Dinamarca	116	0.16%	134	0.16%
España	13,530	18.97%	15,260	17.84%
Finlandia	16	0.02%	70	0.08%
Francia	4,273	5.99%	4,586	5.36%
Gran Bretaña	28,675	40.20%	31,338	36.63%
Grecia	49	0.07%	11	0.01%
Holanda	3,126	4.38%	4,633	5.42%
Hungría	18	0.03%	17	0.02%
Irlanda	244	0.34%	150	0.18%
Islandia	27	0.04%	3	0.00%
Italia	5,613	7.87%	6,161	7.20%
Luxemburgo	19	0.03%	19	0.02%
Mónaco	25	0.04%	0	0.00%
Noruega	420	0.59%	173	0.20%
Polonia	94	0.13%	167	0.20%
Portugal	755	1.06%	1,428	1.67%
Rep. Checa	174	0.24%	186	0.22%
Rumania	26	0.04%	26	0.03%
Rusia	1,171	1.64%	586	0.69%
Slovenia	5	0.01%	17	0.02%
Suecia	266	0.37%	236	0.28%
Suiza	429	0.60%	686	0.80%
Otros	503	0.71%	1,765	2.06%
SUMA	71,328	100.00%	85,546	100.00%



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

PAIS	ENE-OCT 2015		ENE-OCT 2016	
	PAX	%	PAX	%
Alemania	108,036	14.12%	124,521	15.69%
Austria	2,948	0.39%	4,744	0.60%
Bélgica	11,854	1.55%	17,549	2.21%
Bulgaria	219	0.03%	458	0.06%
Dinamarca	1,305	0.17%	1,162	0.15%
España	141,581	18.51%	141,366	17.81%
Finlandia	752	0.10%	717	0.09%
Francia	66,007	8.63%	56,222	7.08%
Gran Bretaña	255,196	33.36%	263,494	33.20%
Grecia	305	0.04%	250	0.03%
Holanda	31,676	4.14%	26,561	3.35%
Hungría	512	0.07%	551	0.07%
Irlanda	2,406	0.31%	2,448	0.31%
Islandia	168	0.02%	108	0.01%
Italia	75,379	9.85%	67,754	8.54%
Luxemburgo	320	0.04%	294	0.04%
Mónaco	68	0.01%	19	0.00%
Noruega	5,250	0.69%	2,597	0.33%
Polonia	5,514	0.72%	4,752	0.60%
Portugal	6,444	0.84%	16,468	2.08%
Rep. Checa	1,206	0.16%	6,717	0.85%
Rumania	344	0.04%	707	0.09%
Rusia	9,182	1.20%	8,155	1.03%
Slovenia	163	0.02%	321	0.04%
Suecia	20,559	2.69%	16,063	2.02%
Suiza	8,172	1.07%	6,972	0.88%
Otros	9,467	1.24%	22,590	2.85%
SUMA	765,033	100.00%	793,560	100.00%



**DESGLOSE DE PROCEDENCIA GEOGRÁFICA
DEL TURISMO EUROPEO
PRIMER SEMESTRE 2016**

PAIS	ENE 2016		FEB 2016		MAR 2016		ABR 2016		MAY 2016		JUN 2016		Acumulado	
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%
Alemania	11,466	17.87%	11,846	18.54%	13,503	20.29%	14,885	21.01%	14,345	16.96%	9,387	12.16%	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%
SUMA	64,149	100.00%	63,893	100.00%	66,557	100.00%	70,847	100.00%	84,587	100.00%	77,205	100.00%	427,238	100.00%

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%	15,875	18.56%					124,521	15.69%
Austria	360	0.37%	293	0.29%	370	0.45%	340	0.40%					4,744	0.60%
Bélgica	3,186	3.30%	1,940	1.91%	3,162	3.83%	1,612	1.88%					17,549	2.21%
Bulgaria	43	0.04%	45	0.04%	120	0.15%	67	0.08%					458	0.06%
Dinamarca	220	0.23%	45	0.04%	51	0.06%	134	0.16%					1,162	0.15%
España	24,522	25.36%	26,441	26.06%	19,778	23.94%	15,260	17.84%					141,366	17.81%
Finlandia	35	0.04%	28	0.03%	23	0.03%	70	0.08%					717	0.09%
Francia	5,043	5.22%	6,023	5.94%	2,932	3.55%	4,586	5.36%					56,222	7.08%
Gran Bretaña	30,693	31.74%	32,374	31.90%	30,703	37.17%	31,338	36.63%					263,494	33.20%
Grecia	27	0.03%	23	0.02%	19	0.02%	11	0.01%					250	0.03%
Holanda	3,217	3.33%	2,367	2.33%	2,413	2.92%	4,633	5.42%					26,561	3.35%
Hungría	32	0.03%	33	0.03%	34	0.04%	17	0.02%					551	0.07%
Irlanda	310	0.32%	331	0.33%	235	0.28%	150	0.18%					2,448	0.31%
Islandia	0	0.00%	0	0.00%	26	0.03%	3	0.00%					108	0.01%
Italia	9,109	9.42%	12,410	12.23%	6,650	8.05%	6,161	7.20%					67,754	8.54%
Luxemburgo	30	0.03%	71	0.07%	11	0.01%	19	0.02%					294	0.04%
Mónaco	1	0.00%	16	0.02%	1	0.00%	0	0.00%					19	0.00%
Noruega	239	0.25%	128	0.13%	123	0.15%	173	0.20%					2,597	0.33%
Polonia	301	0.31%	166	0.16%	160	0.19%	167	0.20%					4,752	0.60%
Portugal	2,951	3.05%	3,395	3.35%	2,352	2.85%	1,428	1.67%					16,468	2.08%
Rep. Checa	238	0.25%	279	0.27%	419	0.51%	186	0.22%					6,717	0.85%
Rumania	46	0.05%	39	0.04%	36	0.04%	26	0.03%					707	0.09%
Rusia	295	0.31%	301	0.30%	502	0.61%	586	0.69%					8,155	1.03%
Slovenia	1	0.00%	22	0.02%	0	0.00%	17	0.02%					321	0.04%
Suecia	107	0.11%	61	0.06%	59	0.07%	236	0.28%					16,063	2.02%
Suiza	970	1.00%	582	0.57%	491	0.59%	686	0.80%					6,972	0.88%
Otros	4,196	4.34%	2,370	2.34%	937	1.13%	1,765	2.06%					22,590	2.85%
SUMA	96,687	100.00%	101,477	100.00%	82,612	100.00%	85,546	100.00%					793,560	100.00%

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

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

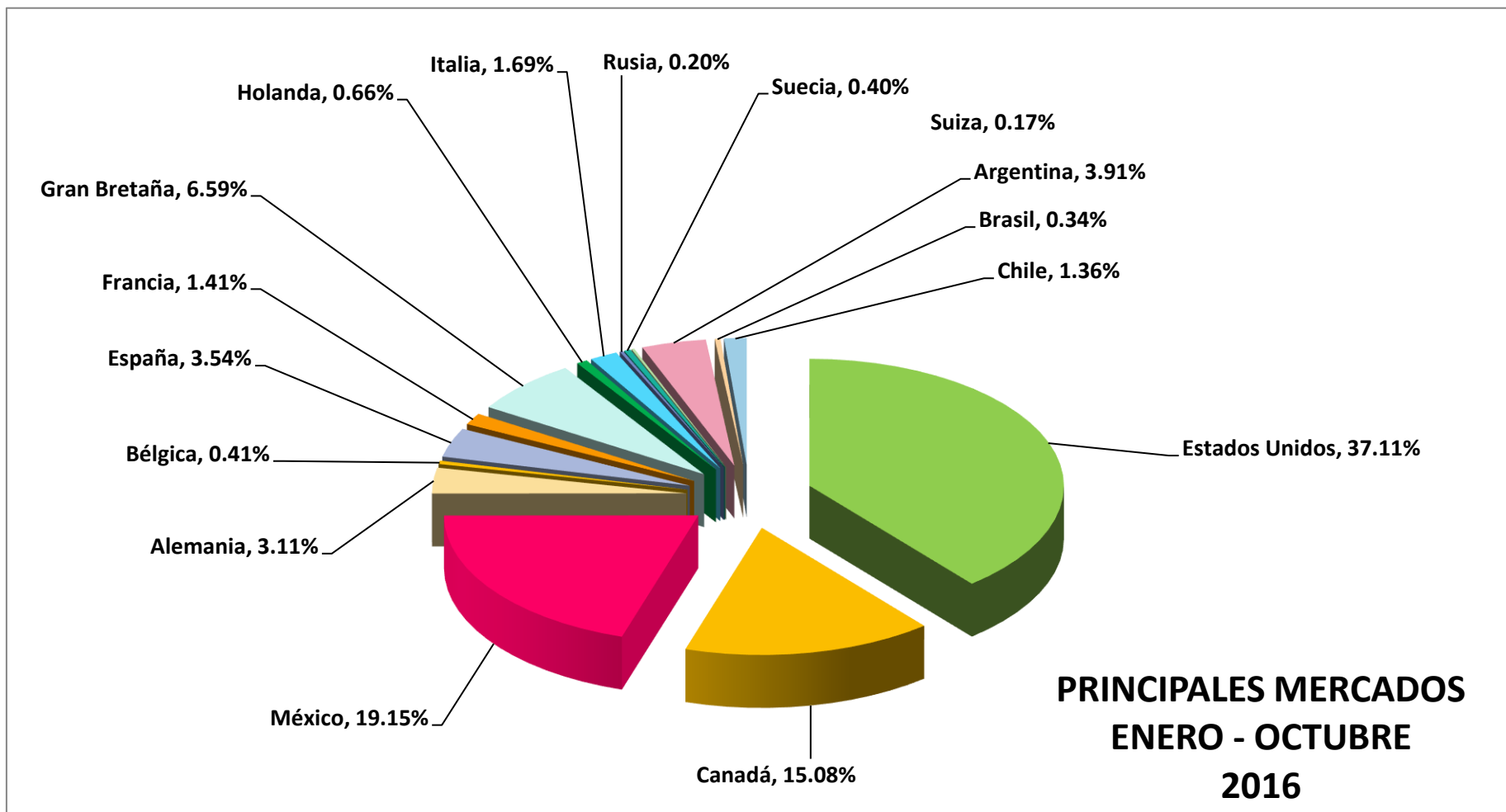
Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

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%	99,504	27.69%					1,483,554	37.11%	1	1
2 Canadá	50,261	10.49%	39,926	9.87%	27,642	8.27%	41,787	11.63%					603,050	15.08%	3	3
3 México	102,271	21.35%	88,794	21.94%	96,413	28.83%	91,361	25.42%					765,408	19.15%	2	2
4 Alemania	10,515	2.20%	11,694	2.89%	11,005	3.29%	15,875	4.42%					124,521	3.11%	7	7
5 Bélgica	3,186	0.67%	1,940	0.48%	3,162	0.95%	1,612	0.45%					16,521	0.41%	14	13
6 España	24,522	5.12%	26,441	6.53%	19,778	5.91%	15,260	4.25%					141,366	3.54%	5	6
7 Francia	5,043	1.05%	6,023	1.49%	2,932	0.88%	4,586	1.28%					56,222	1.41%	9	9
8 Gran Bretaña	30,693	6.41%	32,374	8.00%	30,703	9.18%	31,338	8.72%					263,494	6.59%	4	4
9 Holanda	3,217	0.67%	2,367	0.58%	2,413	0.72%	4,633	1.29%					26,561	0.66%	11	11
10 Italia	9,109	1.90%	12,410	3.07%	6,650	1.99%	6,161	1.71%					67,754	1.69%	8	8
11 Rusia	295	0.06%	301	0.07%	502	0.15%	586	0.16%					8,155	0.20%	15	16
12 Suecia	107	0.02%	61	0.02%	59	0.02%	236	0.07%					16,063	0.40%	17	14
13 Suiza	970	0.20%	582	0.14%	491	0.15%	686	0.19%					6,972	0.17%	16	17
14 Argentina	15,487	3.23%	14,190	3.51%	15,402	4.61%	16,311	4.54%					156,422	3.91%	6	5
15 Brasil	2,083	0.43%	1,166	0.29%	1,310	0.39%	2,068	0.58%					13,775	0.34%	13	15
16 Chile	7,119	1.49%	6,242	1.54%	6,247	1.87%	6,323	1.76%					54,345	1.36%	10	10
17 Colombia	2,255	0.47%	2,612	0.65%	2,617	0.78%	3,180	0.88%					20,092	0.50%	12	12
AFLUENCIA	478,989	95.43%	404,708	95.17%	334,415	95.15%	359,410	95.02%					3,997,943	95.66%		

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

PRINCIPALES MERCADOS
ENERO - OCTUBRE
2016



Nota: Los principales mercados para Riviera Maya de Enero-Octubre representan el 95.02% 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%
SUMA	730,208	70.9%	661,661	69.5%	747,181	73.5%	681,290	68.3%	654,374	63.2%	623,340	63.9%	4,098,054	68.2%

EUROPA

ALEMANIA	46,341	4.5%	45,064	4.7%	55,137	5.4%	57,555	5.8%	60,428	5.8%	35,201	3.6%	299,726	5.0%
BÉLGICA	3,364	0.3%	3,584	0.4%	3,264	0.3%	6,407	0.6%	6,067	0.6%	4,359	0.4%	27,045	0.5%
ESPAÑA	18,707	1.8%	15,246	1.6%	18,280	1.8%	20,534	2.1%	36,603	3.5%	40,632	4.2%	150,002	2.5%
FRANCIA	21,541	2.1%	28,654	3.0%	23,341	2.3%	23,306	2.3%	18,613	1.8%	8,867	0.9%	124,322	2.1%
GRAN BRETAÑA	74,145	7.2%	84,237	8.8%	73,288	7.2%	114,269	11.4%	150,699	14.6%	154,299	15.8%	650,937	10.8%
HOLANDA	6,175	0.6%	6,944	0.7%	5,868	0.6%	8,462	0.8%	6,881	0.7%	12,101	1.2%	46,431	0.8%
ITALIA	23,646	2.3%	16,016	1.7%	15,063	1.5%	14,896	1.5%	5,632	0.5%	19,238	2.0%	94,491	1.6%
RUSIA	7,647	0.7%	3,069	0.3%	2,956	0.3%	5,152	0.5%	2,953	0.3%	1,322	0.1%	23,099	0.4%
SUECIA	25,898	2.5%	22,739	2.4%	22,285	2.2%	2,406	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%
SUMA	230,748	22.4%	229,085	24.1%	222,478	21.9%	256,099	25.7%	290,943	28.1%	277,557	28.5%	1,506,910	24.8%

SUDAMERICA

ARGENTINA	48,711	4.7%	40,958	4.3%	35,966	3.5%	48,182	4.8%	64,200	6.2%	48,414	5.0%	286,431	4.8%
BRASIL	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%
SUMA	68,498	6.7%	61,357	6.4%	47,365	4.7%	60,710	6.1%	89,673	8.7%	74,397	7.6%	402,000	6.4%

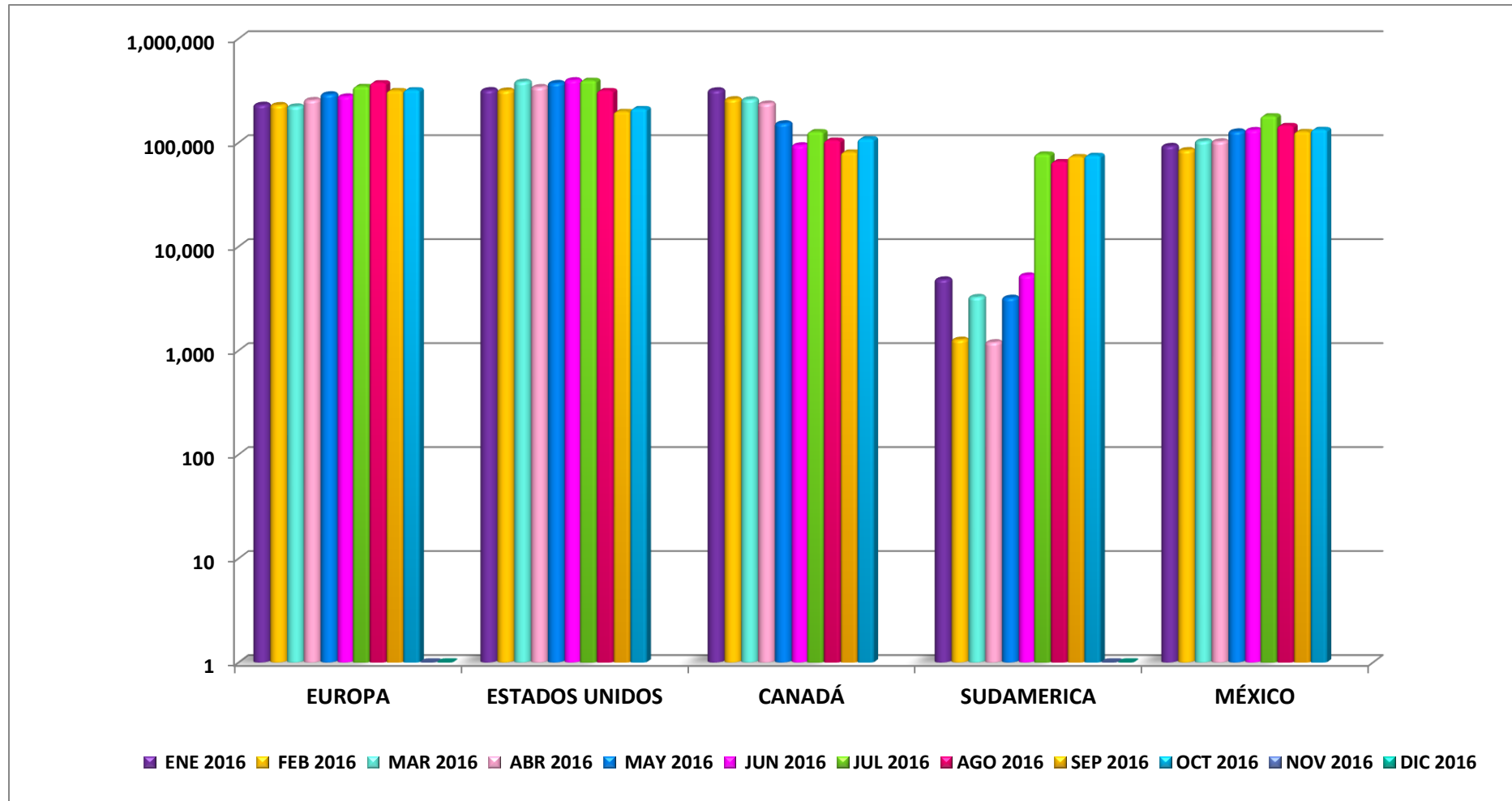
TOTAL PRIN. MDOS.	1,029,454	100.00%	952,103	100.00%	1,017,024	100.00%	998,099	100.00%	1,034,990	100.00%	975,294	100.00%	6,006,964	100.00%
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TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. 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	%
NORTE AMERICA														
CANADÁ	127,537	11.3%	105,471	10.4%	81,198	10.2%	108,994	12.8%					1,745,991	17.8%
ESTADOS UNIDOS	397,387	35.1%	316,880	31.3%	199,527	25.0%	212,690	24.9%					3,258,921	33.3%
MÉXICO	181,105	16.0%	146,140	14.5%	127,747	16.0%	133,996	15.7%					1,231,814	12.6%
SUMA	706,029	62.4%	568,491	56.2%	408,472	51.1%	455,680	53.4%					6,236,726	63.6%
EUROPA														
ALEMANIA	41,228	3.6%	41,660	4.1%	46,221	5.8%	56,753	6.7%					485,588	5.0%
BÉLGICA	12,173	1.1%	9,433	0.9%	11,515	1.4%	5,595	0.7%					65,761	0.7%
ESPAÑA	67,027	5.9%	79,654	7.9%	58,345	7.3%	41,520	4.9%					396,548	4.0%
FRANCIA	17,377	1.5%	27,204	2.7%	9,395	1.2%	16,166	1.9%					194,464	2.0%
GRAN BRETAÑA	163,312	14.4%	164,298	16.3%	156,841	19.6%	159,824	18.7%					1,295,212	13.2%
HOLANDA	12,922	1.1%	9,646	1.0%	9,934	1.2%	18,262	2.1%					97,195	1.0%
ITALIA	28,466	2.5%	41,367	4.1%	21,529	2.7%	19,022	2.2%					204,875	2.1%
RUSIA	808	0.1%	1,223	0.1%	1,364	0.2%	1,624	0.2%					28,118	0.3%
SUECIA	545	0.0%	166	0.0%	260	0.0%	896	0.1%					75,841	0.8%
SUIZA	3,318	0.3%	1,950	0.2%	1,735	0.2%	2,484	0.3%					26,370	0.3%
SUMA	347,176	30.7%	376,601	37.3%	317,139	39.7%	322,146	37.8%					2,869,972	29.0%
SUDAMERICA														
ARGENTINA	44,073	3.9%	41,269	4.1%	46,463	5.8%	47,234	5.5%					465,470	4.7%
BRASIL	5390	0.5%	2531	0.3%	3128	0.4%	4,429	0.5%					32,597	0.3%
CHILE	18,895	1.7%	16,489	1.6%	17,622	2.2%	16,993	2.0%					149,408	1.5%
COLOMBIA	9,302	0.8%	5,431	0.5%	6,128	0.8%	6,691	0.8%					46,593	0.5%
SUMA	77,660	6.9%	65,720	6.5%	73,341	9.2%	75,347	8.8%					694,068	6.6%
TOTAL PRIN. MDOS.	1,130,865	100.00%	1,010,812	100.00%	798,952	100.00%	853,173	100.00%					9,800,766	100.00%
TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.					Ctos. Ocup.	%PART.
	1,194,266	94.7%	1,096,141	92.2%	896,828	89.1%	967,749	88.2%					10,786,345	90.9%

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



COMPARATIVO POR PAISES DE LOS AÑOS 2016 VS 2015
OCTUBRE

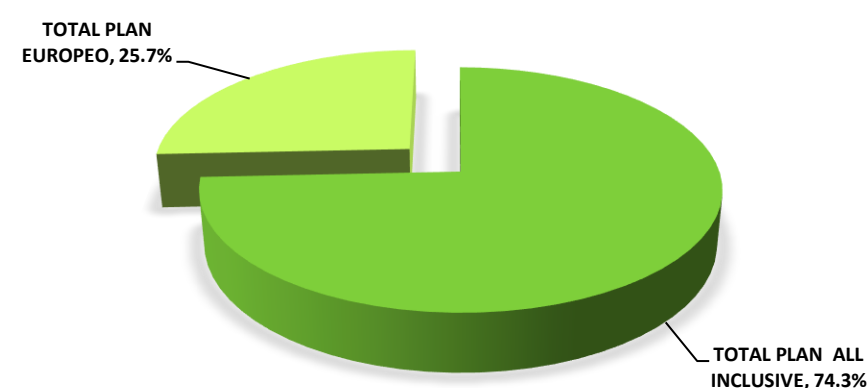
REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	37,060	10.85%	41,787	11.63%	4,727	12.75%
Estados Unidos	117,915	34.51%	99,504	27.69%	-18,411	-15.61%
México	79,004	23.12%	91,361	25.42%	12,357	15.64%
SUMA	233,979	68.48%	232,652	64.73%	-1,327	-0.57%
SUDAMERICA						
Argentina	13,411	3.93%	16,311	4.54%	2,900	21.62%
Bolivia	217	0.06%	302	0.08%	85	39.17%
Brasil	1,339	0.39%	2,068	0.58%	729	54.44%
Chile	4,498	1.32%	6,323	1.76%	1,825	40.57%
Colombia	3,601	1.05%	3,180	0.88%	-421	-11.69%
Ecuador	191	0.06%	303	0.08%	112	58.64%
Paraguay	189	0.06%	213	0.06%	24	12.70%
Peru	3,017	0.88%	3,351	0.93%	334	11.07%
Uruguay	3,255	0.95%	2,184	0.61%	-1,071	-32.90%
Venezuela	474	0.14%	126	0.04%	-348	-73.42%
Otros	418	0.12%	546	0.15%	128	30.62%
SUMA	30,610	8.96%	34,907	9.71%	4,297	14.04%
EUROPA						
Alemania	10,140	2.97%	15,875	4.42%	5,735	56.56%
Austria	232	0.07%	340	0.09%	108	46.55%
Bélgica	1,359	0.40%	1,612	0.45%	253	18.62%
Bulgaria	23	0.01%	67	0.02%	44	191.30%
Dinamarca	116	0.03%	134	0.04%	18	15.52%
España	13,530	3.96%	15,260	4.25%	1,730	12.79%
Finlandia	16	0.00%	70	0.02%	54	337.50%
Francia	4,273	1.25%	4,586	1.28%	313	7.33%
Gran Bretaña	28,675	8.39%	31,338	8.72%	2,663	9.29%
Grecia	49	0.01%	11	0.00%	-38	-77.55%
Holanda	3,126	0.91%	4,633	1.29%	1,507	48.21%
Hungría	18	0.01%	17	0.00%	-1	-5.56%
Irlanda	244	0.07%	150	0.04%	-94	-38.52%
Islandia	27	0.01%	3	0.00%	-24	-88.89%
Italia	5,613	1.64%	6,161	1.71%	548	9.76%
Luxemburgo	19	0.01%	19	0.01%	0	0.00%
Mónaco	25	0.01%	0	0.00%	-25	-100.00%
Noruega	420	0.12%	173	0.05%	-247	-58.81%
Polonia	94	0.03%	167	0.05%	73	77.66%
Portugal	755	0.22%	1,428	0.40%	673	89.14%
Rep. Checa	174	0.05%	186	0.05%	12	6.90%
Rumania	26	0.01%	26	0.01%	0	0.00%
Rusia	1,171	0.34%	586	0.16%	-585	-49.96%
Slovenia	5	0.00%	17	0.00%	12	240.00%
Suecia	266	0.08%	236	0.07%	-30	-11.28%
Suiza	429	0.13%	686	0.19%	257	59.91%
Otros	503	0.15%	1,765	0.49%	1,262	250.89%
SUMA	71,328	20.88%	85,546	23.80%	14,218	19.93%
OTROS PAISES	5,764	1.69%	6,305	1.75%	541	9.39%
TOTAL	341,681	100.00%	359,410	100.00%	17,729	5.19%

REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	602,437	15.42%	603,050	15.08%	613	0.10%
Estados Unidos	1,492,618	38.20%	1,483,554	37.11%	-9,064	-0.61%
México	714,038	18.27%	765,408	19.15%	51,370	7.19%
SUMA	2,809,093	71.89%	2,852,012	71.34%	42,919	1.53%
SUDAMERICA						
Argentina	141,491	3.62%	156,422	3.91%	14,931	10.55%
Bolivia	1,434	0.04%	1,411	0.04%	-23	-1.60%
Brasil	20,238	0.52%	13,775	0.34%	-6,463	-31.93%
Chile	42,357	1.08%	54,345	1.36%	11,988	28.30%
Colombia	24,671	0.63%	20,092	0.50%	-4,579	-18.56%
Ecuador	1,984	0.05%	2,587	0.06%	603	30.39%
Paraguay	2,501	0.06%	2,346	0.06%	-155	-6.20%
Peru	18,775	0.48%	19,435	0.49%	660	3.52%
Uruguay	21,268	0.54%	24,347	0.61%	3,079	14.48%
Venezuela	3,726	0.10%	1,853	0.05%	-1,873	-50.27%
Otros	2,903	0.07%	5,675	0.14%	2,772	95.49%
SUMA	281,348	7.20%	302,288	7.56%	20,940	7.44%
EUROPA						
Alemania	108,036	2.76%	124,521	3.11%	16,485	15.26%
Austria	2,948	0.08%	4,744	0.12%	1,796	60.92%
Bélgica	11,854	0.30%	17,549	0.44%	5,695	48.04%
Bulgaria	219	0.01%	458	0.01%	239	109.13%
Dinamarca	1,305	0.03%	1,162	0.03%	-143	-10.96%
España	141,581	3.62%	141,366	3.54%	-215	-0.15%
Finlandia	752	0.02%	717	0.02%	-35	-4.65%
Francia	66,007	1.69%	56,222	1.41%	-9,785	-14.82%
Gran Bretaña	255,196	6.53%	263,494	6.59%	8,298	3.25%
Grecia	305	0.01%	250	0.01%	-55	-18.03%
Holanda	31,676	0.81%	26,561	0.66%	-5,115	-16.15%
Hungría	512	0.01%	551	0.01%	39	7.62%
Irlanda	2,406	0.06%	2,448	0.06%	42	1.75%
Islandia	168	0.00%	108	0.00%	-60	-35.71%
Italia	75,379	1.93%	67,754	1.69%	-7,625	-10.12%
Luxemburgo	320	0.01%	294	0.01%	-26	-8.13%
Mónaco	68	0.00%	19	0.00%	-49	-72.06%
Noruega	5,250	0.13%	2,597	0.06%	-2,653	-50.53%
Polonia	5,514	0.14%	4,752	0.12%	-762	-13.82%
Portugal	6,444	0.16%	16,468	0.41%	10,024	155.56%
Rep. Checa	1,206	0.03%	6,717	0.17%	5,511	456.97%
Rumania	344	0.01%	707	0.02%	363	105.52%
Rusia	9,182	0.23%	8,155	0.20%	-1,027	-11.18%
Slovenia	163	0.00%	321	0.01%	158	96.93%
Suecia	20,559	0.53%	16,063	0.40%	-4,496	-21.87%
Suiza	8,172	0.21%	6,972	0.17%	-1,200	-14.68%
Otros	9,467	0.24%	22,590	0.57%	13,123	138.62%
SUMA	765,033	19.58%	793,560	19.85%	28,527	3.73%
OTROS PAISES	52,088	1.33%	50,083	1.25%	-2,005	-3.85%
TOTAL	3,907,562	100.00%	3,997,943	100.00%	90,381	2.31%

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
SUMAS	32,324	

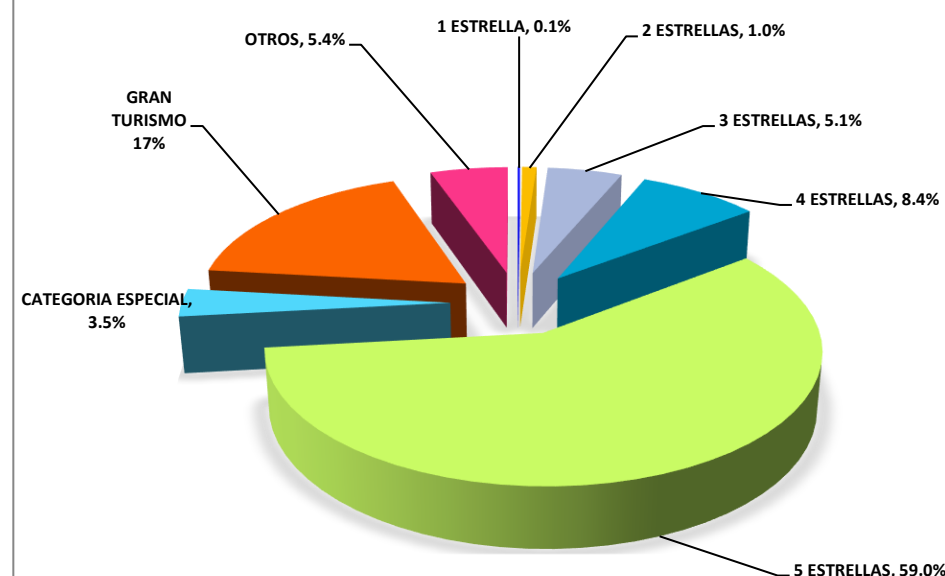
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	32,324	76	74.3%
TOTAL PLAN EUROPEO	11,185	330	25.7%
SUMAS	43,509	406	100.0%

DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE



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

DISTRIBUCIÓN DE CUARTOS POR CATEGORIA



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

DISTRIBUCIÓN DE CUARTOS POR RANGO



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE
 EN LA RIVIERA MAYA POR LOCALIDAD
 OCTUBRE 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%
TOTAL	406	100.0%	43,509	100.0%

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

