



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

NOVIEMBRE 2016

El Barómetro Turístico de la Riviera Maya en su **Ducentésima vigésima séptima** edición correspondiente al mes de Noviembre del año 2016, fue elaborado con un muestreo de **35,861** cuartos, que corresponde al 81.56% del total de cuartos existentes a la fecha, los cuales son **43,969** 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 NOVIEMBRE DE 2016

CONCEPTO	NOVIEMBRE		VARIACIÓN	
	2015	2016	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	42,589	43,969	1,380	3.24%
CUARTOS NOCHE DISPONIBLES	1,267,384	1,320,644	53,260	4.20%
CUARTOS NOCHE OCUPADOS	1,030,476	1,072,526	42,050	4.08%
% DE OCUPACION	81.31%	81.21%	-0.09%	
% DE OCUPACION TODO INCLUIDO				
	82.43%	82.08%	-0.35%	
ESTADIA PROMEDIO				
GENERAL	5.83	5.66	(0.17)	
TURISMO NACIONAL	3.90	3.79	(0.11)	
TURISMO INTERNACIONAL	6.47	6.53	0.06	
TARIFA PROMEDIO (pesos)				
	\$ 3,369.60	\$ 4,392.60	1023	30.36%
AFLUENCIA DEL TURISMO				
	2015	2016		
TOTAL	373,674	374,346	672	0.18%
NACIONALES	65,209	71,993	6,784	10.40%
EXTRANJEROS	308,465	302,353	-6,112	-1.98%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN				
	2015		2016	
EUROPA	77,524	25.13%	78,231	25.87%
ESTADOS UNIDOS	126,784	41.10%	119,469	39.51%
CANADÁ	73,617	23.87%	72,173	23.87%
SUDAMERICA	24,431	7.92%	26,804	8.87%
RESTO DEL MUNDO	6,109	1.98%	5,676	1.88%
	308,465	100.00%	302,353	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2015	2016		
TOTAL	1,030,476	1,072,526	42,050	4.08%
NACIONALES	105,965	113,689	7,724	7.29%
EXTRANJEROS	924,511	958,837	34,326	3.71%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2015		2016	
EUROPA (Principales países)	300,726	32.5%	277,102	28.9%
ESTADOS UNIDOS	281,566	30.5%	258,850	27.0%
CANADÁ	198,459	21.5%	197,874	20.6%
SUDAMERICA (Principales países)	53,428	5.8%	60,302	6.3%
RESTO DEL MUNDO	90,332	9.77%	164,709	17.2%
	924,511	100.00%	958,837	100.00%

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

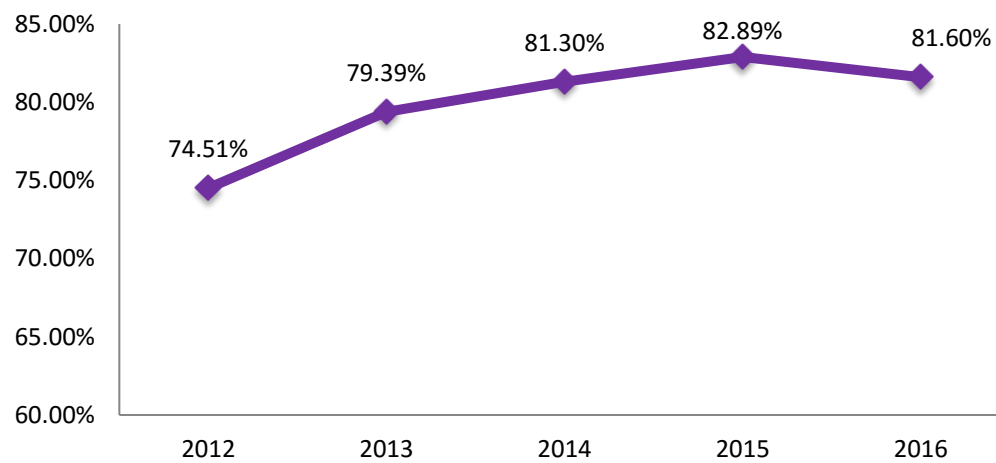


CONCEPTO	ENERO - NOVIEMBRE		VARIACIÓN	
	2015	2016	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	42,589	43,969	1,380	3.24%
CUARTOS NOCHE DISPONIBLES	13,994,580	14,532,816	538,236	3.85%
CUARTOS NOCHE OCUPADOS	11,599,874	11,858,871	258,997	2.23%
% DE OCUPACION	82.89%	81.60%	-1.29%	
% DE OCUPACION TODO INCLUIDO				
	84.47%	82.77%	-1.70%	
ESTADIA PROMEDIO				
GENERAL	5.92	5.87	(0.05)	
TURISMO NACIONAL	3.70	3.98	0.28	
TURISMO INTERNACIONAL	6.65	6.50	(0.15)	
TARIFA PROMEDIO (pesos)				
	\$ 3,707.11	\$ 4,564.59	857	23.13%
AFLUENCIA DEL TURISMO				
	2015	2016		
TOTAL	4,281,236	4,372,289	91,053	2.13%
NACIONALES	779,247	837,401	58,154	7.46%
EXTRANJEROS	3,501,989	3,534,888	32,899	0.94%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN				
	2015		2016	
EUROPA	842,557	24.06%	871,791	24.66%
ESTADOS UNIDOS	1,619,402	46.24%	1,603,023	45.35%
CANADÁ	676,054	19.30%	675,223	19.10%
SUDAMERICA	305,779	8.73%	329,092	9.31%
RESTO DEL MUNDO	58,197	1.66%	55,759	1.58%
	3,501,989	100.00%	3,534,888	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2015	2016		
TOTAL	11,599,874	11,858,871	258,997	2.23%
NACIONALES	1,190,867	1,345,503	154,636	12.99%
EXTRANJEROS	10,409,007	10,513,368	104,361	1.00%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2015		2016	
EUROPA (Principales países)	3,393,502	32.6%	3,147,074	29.9%
ESTADOS UNIDOS	3,677,720	35.3%	3,517,771	33.5%
CANADÁ	2,001,657	19.2%	1,943,865	18.5%
SUDAMERICA (Principales países)	743,701	7.1%	754,370	7.2%
RESTO DEL MUNDO	592,427	5.69%	1,150,288	10.9%
	10,409,007	100.00%	10,513,368	100.00%

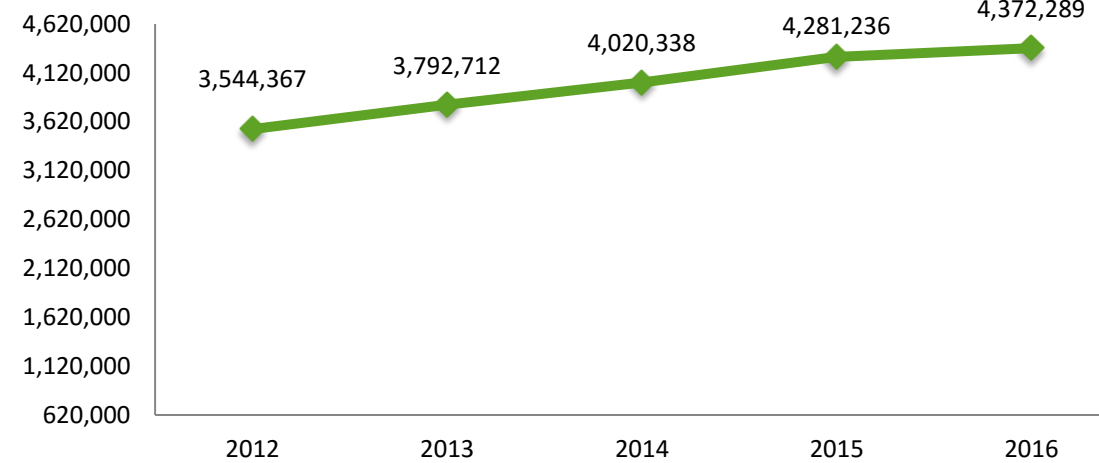
COMPARATIVO OCUPACIÓN Y AFLUENCIA 2012-2016

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	74.95%	78.11%	82.65%	81.31%	81.21%	6.26%	3.10%	-1.44%	-0.10%	318,149	340,255	369,091	373,674	374,346	17.66%	10.02%	1.42%	0.18%
DIC																		
Total	74.51%	79.39%	81.30%	82.89%	81.60%	7.09%	2.21%	0.30%	-1.29%	3,544,367	3,792,712	4,020,338	4,281,236	4,372,289	23.36%	15.28%	8.75%	2.13%

OCUPACIÓN GENERAL ACUMULADA

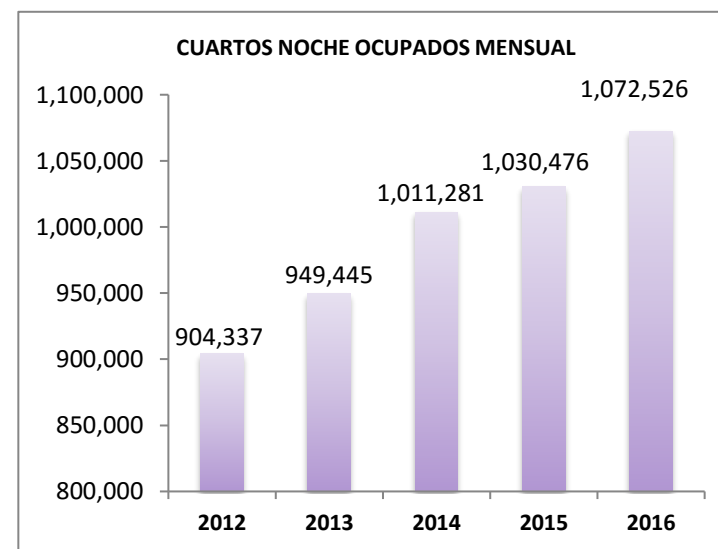


AFLUENCIA GENERAL ACUMULADA



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	904,337	949,445	1,011,281	1,030,476	1,072,526	18.60%	12.96%	6.06%	4.08%
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	9,993,653	10,678,035	11,022,075	11,599,874	11,858,871	18.66%	11.06%	7.59%	2.23%
ENE-DIC									

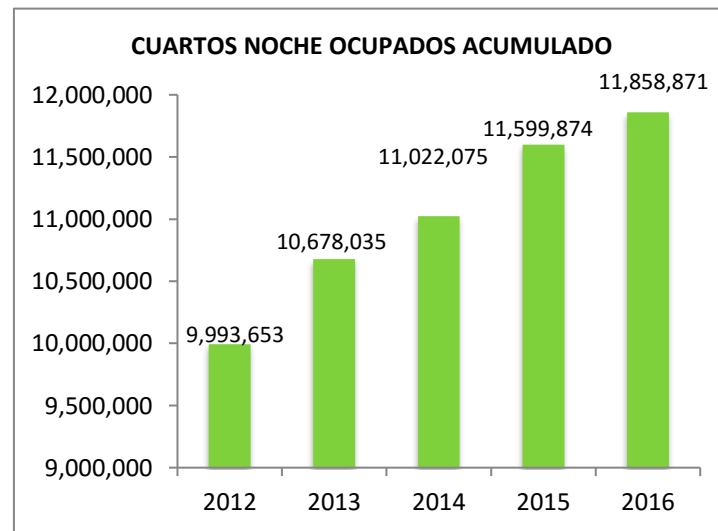


TABLA DE OCUPACION HOTELERA AÑO 2016

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	6.10
FEBRERO	405	43,668	1,263,765	1,060,606	83.92%	42,171	11.69%	318,460	88.31%	360,631	6.29
MARZO	405	43,668	1,346,399	1,134,371	84.25%	60,047	14.13%	364,865	85.87%	424,912	5.96
ABRIL	405	43,669	1,304,687	1,114,344	85.41%	64,158	16.06%	335,446	83.94%	399,604	6.02
MAYO	405	43,669	1,337,694	1,128,104	84.33%	84,579	19.78%	342,990	80.22%	427,569	5.64
JUNIO	405	43,669	1,304,052	1,095,172	83.98%	83,964	19.81%	339,923	80.19%	423,887	5.77
JULIO	405	43,669	1,344,851	1,194,266	88.80%	102,271	21.35%	376,718	78.65%	478,989	5.81
AGOSTO	405	43,669	1,341,640	1,096,141	81.70%	88,794	21.94%	315,914	78.06%	404,708	6.03
SEPTIEMBRE	406	43,509	1,301,197	896,828	68.92%	96,413	28.83%	238,002	71.17%	334,415	5.62
OCTUBRE	406	43,509	1,332,325	967,749	72.64%	91,361	25.42%	268,049	74.58%	359,410	5.67
NOVIEMBRE	407	43,969	1,320,644	1,072,526	81.21%	71,993	19.23%	302,353	80.77%	374,346	5.66
DICIEMBRE											

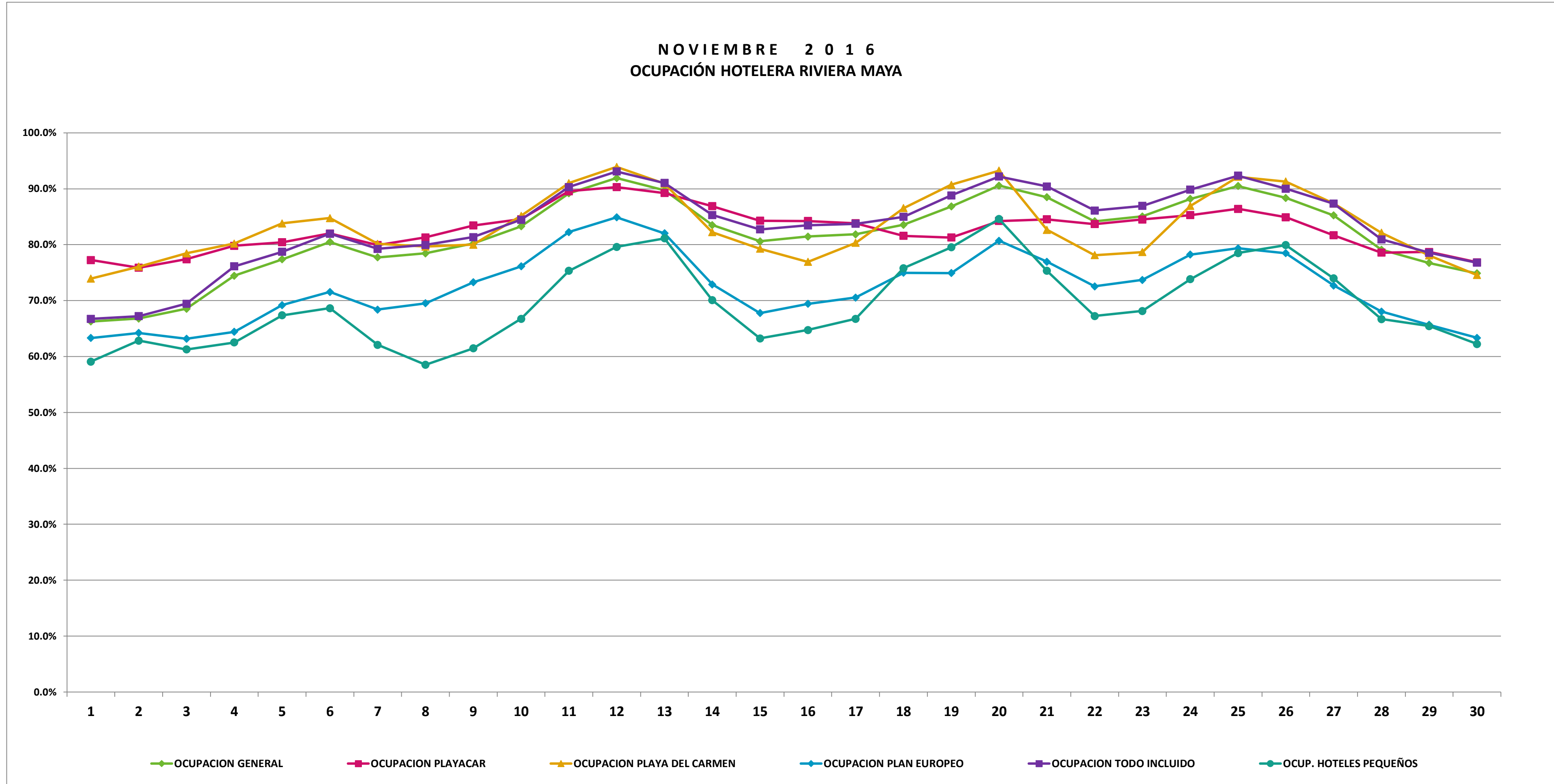
ACUMULADO ANUAL

ENE-FEB	405	43,668	2,599,327	2,159,370	83.07%	93,821	12.60%	650,628	87.40%	744,449	6.20
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	6.13
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	6.10
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	6.01
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	5.97
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	5.95
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	5.96
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	5.92
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	5.90
ENE-NOV	407	43,969	14,532,816	11,858,871	81.60%	837,401	19.15%	3,534,888	80.85%	4,372,289	5.87
ENE-DIC											

OCUPACIÓN HOTELERA DIARIA

NOVIEMBRE DE 2016

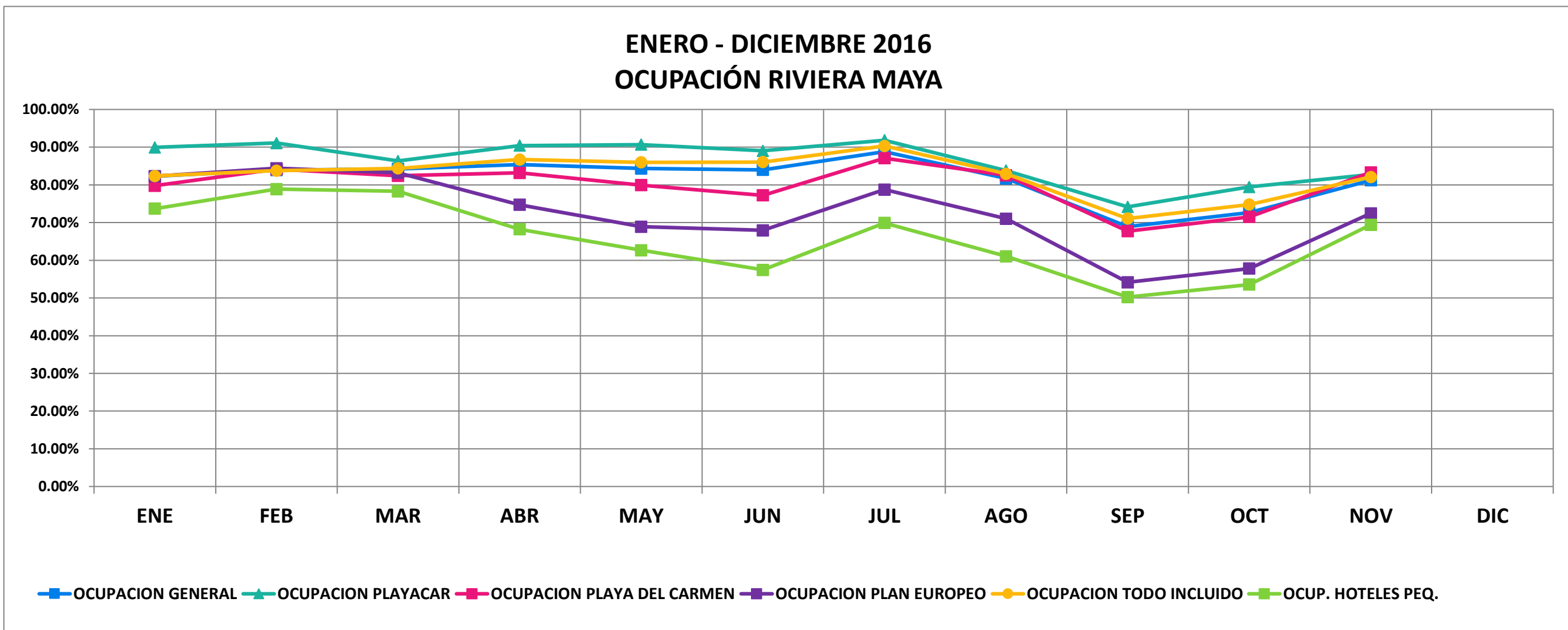
DIA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	PROMEDIO
OCUPACION GENERAL	66.3%	66.8%	68.6%	74.5%	77.4%	80.5%	77.7%	78.5%	80.2%	83.3%	89.2%	91.9%	89.8%	83.5%	80.6%	81.5%	81.9%	83.6%	86.8%	90.6%	88.5%	84.2%	85.1%	88.2%	90.5%	88.4%	85.2%	79.1%	76.7%	74.9%	81.21%
OCUPACION PLAYACAR	77.3%	75.9%	77.4%	79.8%	80.4%	82.0%	79.9%	81.3%	83.5%	84.6%	89.6%	90.3%	89.3%	86.9%	84.3%	84.3%	83.8%	81.6%	81.3%	84.3%	84.6%	83.7%	84.5%	85.3%	86.4%	84.9%	81.7%	78.6%	78.7%	76.9%	82.76%
OCUPACION PLAYA DEL CARMEN	73.9%	76.1%	78.5%	80.2%	83.8%	84.8%	80.2%	79.7%	80.0%	85.2%	91.0%	93.9%	90.9%	82.3%	79.3%	76.9%	80.3%	86.5%	90.7%	93.3%	82.7%	78.1%	78.7%	86.9%	92.1%	91.3%	87.4%	82.2%	78.1%	74.6%	83.32%
OCUPACION PLAN EUROPEO	63.3%	64.2%	63.2%	64.4%	69.2%	71.6%	68.4%	69.5%	73.3%	76.1%	82.3%	84.9%	82.0%	72.9%	67.8%	69.4%	70.6%	75.0%	74.9%	80.7%	77.0%	72.6%	73.7%	78.2%	79.4%	78.5%	72.7%	68.1%	65.7%	63.3%	72.43%
OCUPACION TODO INCLUIDO	66.7%	67.2%	69.5%	76.1%	78.7%	82.0%	79.3%	80.0%	81.4%	84.5%	90.3%	93.1%	91.1%	85.3%	82.7%	83.5%	83.7%	85.0%	88.8%	92.2%	90.4%	86.1%	86.9%	89.9%	92.4%	90.0%	87.3%	81.0%	78.6%	76.8%	82.08%
OCUP. HOTELES PEQUEÑOS	59.1%	62.8%	61.3%	62.5%	67.4%	68.6%	62.1%	58.5%	61.5%	66.7%	75.3%	79.6%	81.1%	70.1%	63.2%	64.7%	66.7%	75.8%	79.5%	84.6%	75.3%	67.3%	68.2%	73.8%	78.5%	79.9%	74.0%	66.7%	65.5%	62.3%	69.43%



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

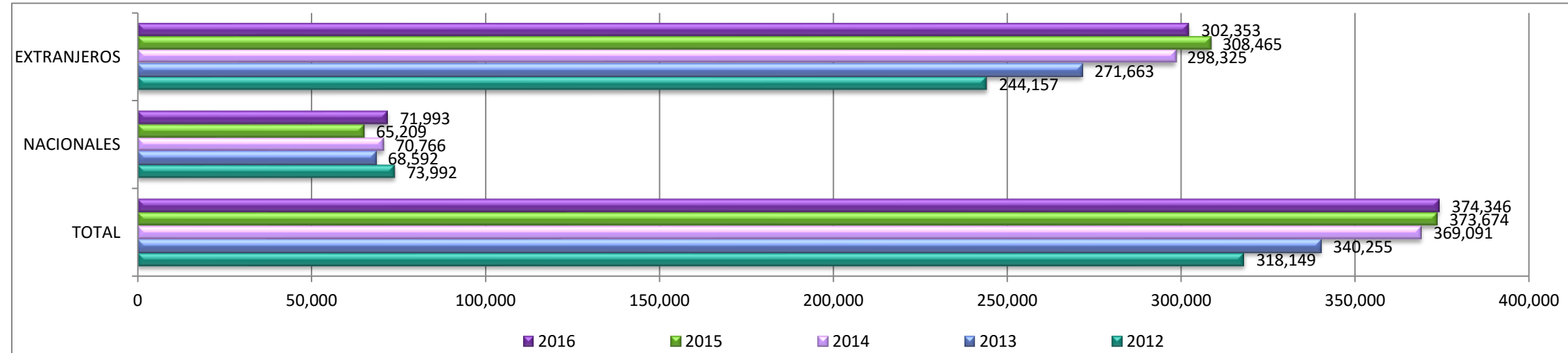
ENERO - DICIEMBRE 2016

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%	81.21%		81.60%
OCUPACION PLAYACAR	89.94%	91.10%	86.32%	90.43%	90.69%	89.04%	91.82%	83.80%	74.17%	79.47%	82.76%		86.32%
OCUPACION PLAYA DEL CARMEN	79.78%	84.15%	82.42%	83.19%	79.93%	77.24%	87.07%	82.55%	67.72%	71.50%	83.32%		79.90%
OCUPACION PLAN EUROPEO	82.29%	84.41%	83.23%	74.72%	68.92%	67.95%	78.75%	71.03%	54.17%	57.81%	72.43%		72.34%
OCUPACION TODO INCLUIDO	82.35%	83.77%	84.37%	86.71%	85.99%	86.05%	90.33%	82.94%	71.06%	74.80%	82.08%		82.77%
OCUP. HOTELES PEQ.	73.68%	78.88%	78.28%	68.23%	62.65%	57.45%	69.89%	61.04%	50.24%	53.55%	69.43%		65.76%



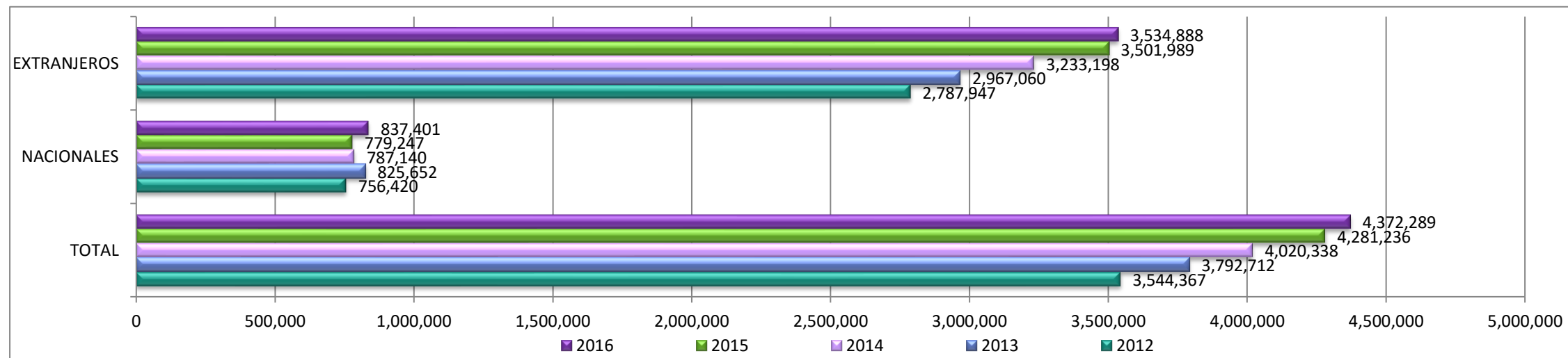
PROCEDENCIA DEL TURISMO NOVIEMBRE

AFLUENCIA DEL TURISMO	2012		2013		2014		2015		2016		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2016-12	2016-13	2016-14	2016-15
TOTAL	318,149	100.00%	340,255	100.00%	369,091	100.00%	373,674	100.00%	374,346	100.00%	17.66%	10.02%	1.42%	0.18%
NACIONALES	73,992	23.26%	68,592	20.16%	70,766	19.17%	65,209	17.45%	71,993	19.23%	-2.70%	4.96%	1.73%	10.40%
EXTRANJEROS	244,157	76.74%	271,663	79.84%	298,325	80.83%	308,465	82.55%	302,353	80.77%	23.84%	11.30%	1.35%	-1.98%



ENERO - NOVIEMBRE

AFLUENCIA DEL TURISMO	2012		2013		2014		2015		2016		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2016-12	2016-13	2016-14	2016-15
TOTAL	3,544,367	100.00%	3,792,712	100.00%	4,020,338	100.00%	4,281,236	100.00%	4,372,289	100.00%	23.36%	15.28%	8.75%	2.13%
NACIONALES	756,420	21.34%	825,652	21.77%	787,140	19.58%	779,247	18.20%	837,401	19.15%	10.71%	1.42%	6.39%	7.46%
EXTRANJEROS	2,787,947	78.66%	2,967,060	78.23%	3,233,198	80.42%	3,501,989	81.80%	3,534,888	80.85%	26.79%	19.14%	9.33%	0.94%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
NOVIEMBRE 2016

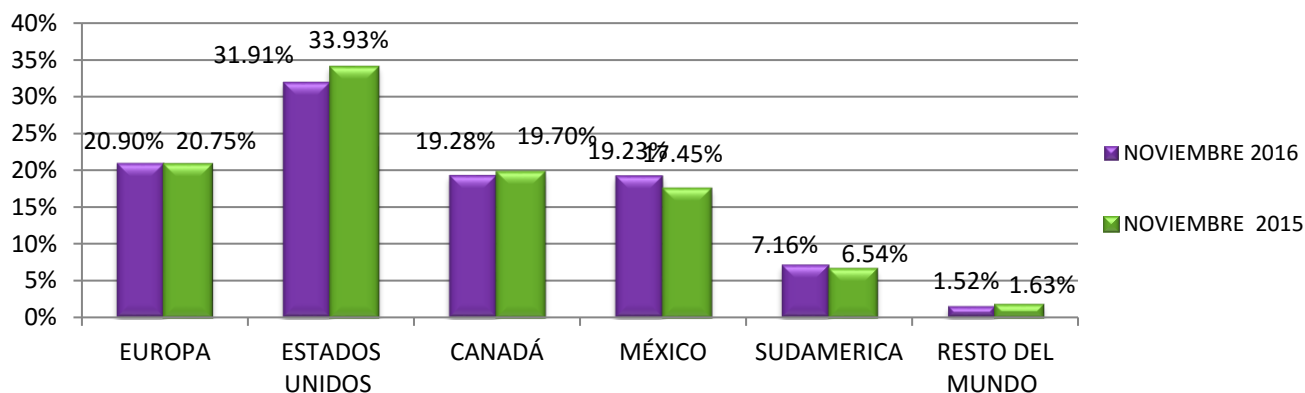
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	72,173	19.28	Bahamas	25	0.01	Alemania	19,294	5.15
Estados Unidos	119,469	31.91	Bermudas	23	0.01	Austria	543	0.15
México	71,993	19.23	Cuba	45	0.01	Bélgica	1,530	0.41
SUMA	263,635	70.43	Curacao	0	0.00	Bulgaria	98	0.03
			Haiti	0	0.00	Dinamarca	35	0.01
			Jamaica	19	0.01	España	9,715	2.60
			Puerto Rico	77	0.02	Finlandia	129	0.03
			Rep. Dominicana	172	0.05	Francia	5,142	1.37
			Otros	46	0.01	Gran Bretaña	21,774	5.82
			SUMA	407	0.11	Grecia	26	0.01
						Holanda	3,421	0.91
2.- CENTRO AMERICA			5.-OCEANIA			6.- ASIA		
Belice	14	0.00	Australia	549	0.15	Arabia	39	0.01
Costa Rica	162	0.04	Nueva Zelanda	26	0.01	China	233	0.06
El Salvador	30	0.01	Otros	3	0.00	Corea	228	0.06
Guatemala	179	0.05	SUMA	578	0.15	Filipinas	33	0.01
Nicaragua	1	0.00				India	210	0.06
Panamá	2,610	0.70				Israel	113	0.03
Otros	253	0.07				Japón	82	0.02
SUMA	3,249	0.87				Paquistán	1	0.00
						Turquia	36	0.01
						Otros	251	0.07
						SUMA	1,226	0.33
3.- SUDAMERICA			7.- AFRICA			8.-EUROPA		
Argentina	14,264	3.81	Argelia	0	0.00	Alemania	19,294	5.15
Bolivia	189	0.05	Egipto	3	0.00	Austria	543	0.15
Brasil	1,463	0.39	Sudáfrica	74	0.02	Bélgica	1,530	0.41
Chile	4,071	1.09	Otros	139	0.04	Bulgaria	98	0.03
Colombia	2,710	0.72	SUMA	216	0.06	Dinamarca	35	0.01
Ecuador	392	0.10				España	9,715	2.60
Paraguay	189	0.05				Finlandia	129	0.03
Perú	1,389	0.37				Francia	5,142	1.37
Uruguay	1,448	0.39				Gran Bretaña	21,774	5.82
Venezuela	72	0.02				Grecia	26	0.01
Otros	617	0.16				Holanda	3,421	0.91
SUMA	26,804	7.16				Hungria	75	0.02
						Irlanda	132	0.04
						Islandia	0	0.00
						Italia	6,655	1.78
						Luxemburgo	13	0.00
						Mónaco	13	0.00
						Noruega	108	0.03
						Polonia	1,071	0.29
						Portugal	705	0.19
						Rep. Checa	494	0.13
						Rumania	87	0.02
						Rusia	1,026	0.27
						Slovenia	9	0.00
						Suecia	2,070	0.55
						Suiza	879	0.23
						Otros	3,187	0.85
						SUMA	78,231	20.90
						GRAN TOTAL		
							374,346	100.00

PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENERO - NOVIEMBRE 2016

PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.- CARIBE			8.-EUROPA		
Canadá	675,223	15.44	Bahamas	113	0.00	Alemania	143,815	3.29
Estados Unidos	1,603,023	36.66	Bermudas	108	0.00	Austria	5,287	0.12
México	837,401	19.15	Cuba	500	0.01	Bélgica	19,079	0.44
SUMA	3,115,647	71.26	Curacao	13	0.00	Bulgaria	556	0.01
			Haiti	48	0.00	Dinamarca	1,197	0.03
			Jamaica	209	0.00	España	151,081	3.46
			Puerto Rico	1,952	0.04	Finlandia	846	0.02
			Rep. Dominicana	2,093	0.05	Francia	61,364	1.40
			Otros	1,138	0.03	Gran Bretaña	285,268	6.52
			SUMA	6,174	0.14	Grecia	276	0.01
						Holanda	29,982	0.69
2.- CENTRO AMERICA			5.- OCEANIA			6.- ASIA		
Belice	897	0.02	Australia	7,926	0.18	Arabia	558	0.01
Costa Rica	2,848	0.07	Nueva Zelanda	407	0.01	China	1,558	0.04
El Salvador	736	0.02	Otros	64	0.00	Corea	2,355	0.05
Guatemala	1,959	0.04	SUMA	8,397	0.19	Filipinas	132	0.00
Nicaragua	135	0.00				India	893	0.02
Panamá	17,687	0.40				Israel	2,608	0.06
Otros	1,237	0.03				Japón	1,220	0.03
SUMA	25,499	0.58				Paquistán	14	0.00
						Turquia	307	0.01
						Otros	2,828	0.06
						SUMA	12,473	0.29
3.- SUDAMERICA			7.- AFRICA			GRAN TOTAL		
Argentina	170,686	3.90	Argelia	10	0.00		4,372,289	100.00
Bolivia	1,600	0.04	Egipto	154	0.00			
Brasil	15,238	0.35	Sudáfrica	512	0.01			
Chile	58,416	1.34	Otros	2,540	0.06			
Colombia	22,802	0.52	SUMA	3216	0.07			
Ecuador	2,979	0.07						
Paraguay	2,535	0.06						
Perú	20,824	0.48						
Uruguay	25,795	0.59						
Venezuela	1,925	0.04						
Otros	6,292	0.14						
SUMA	329,092	7.53						

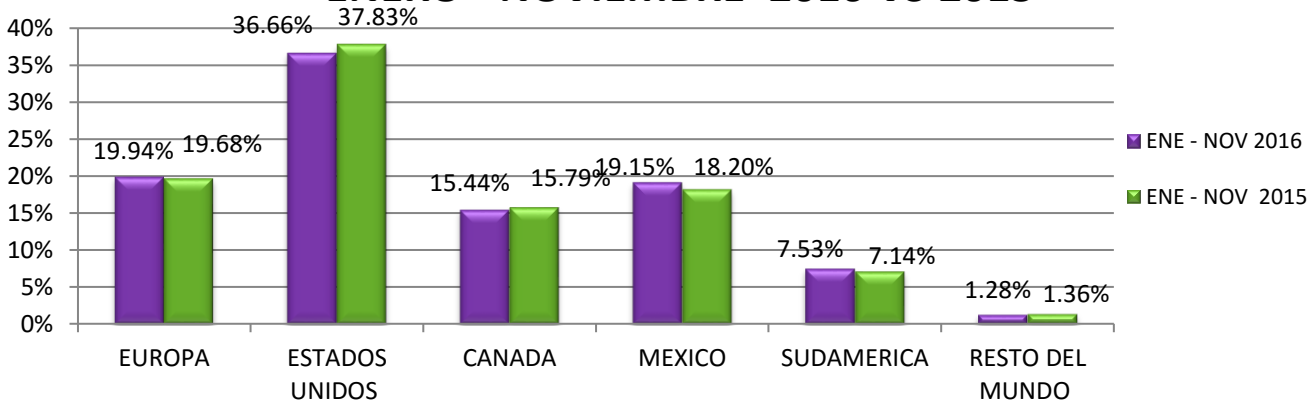
REGION	NOVIEMBRE 2015		NOVIEMBRE 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	77,524	20.75%	78,231	20.90%	0.91%
ESTADOS UNIDOS	126,784	33.93%	119,469	31.91%	-5.77%
CANADÁ	73,617	19.70%	72,173	19.28%	-1.96%
MÉXICO	65,209	17.45%	71,993	19.23%	10.40%
SUDAMERICA	24,431	6.54%	26,804	7.16%	9.71%
RESTO DEL MUNDO	6,109	1.63%	5,676	1.52%	-7.09%
SUMAS	373,674	100.00%	374,346	100.00%	0.18%

NOVIEMBRE 2016 VS 2015



REGION	ENE - NOV 2015		ENE - NOV 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	842,557	19.68%	871,791	19.94%	3.47%
ESTADOS UNIDOS	1,619,402	37.83%	1,603,023	36.66%	-1.01%
CANADA	676,054	15.79%	675,223	15.44%	-0.12%
MEXICO	779,247	18.20%	837,401	19.15%	7.46%
SUDAMERICA	305,779	7.14%	329,092	7.53%	7.62%
RESTO DEL MUNDO	58,197	1.36%	55,759	1.28%	-4.19%
SUMAS	4,281,236	100.00%	4,372,289	100.00%	2.13%

ENERO - NOVIEMBRE 2016 VS 2015



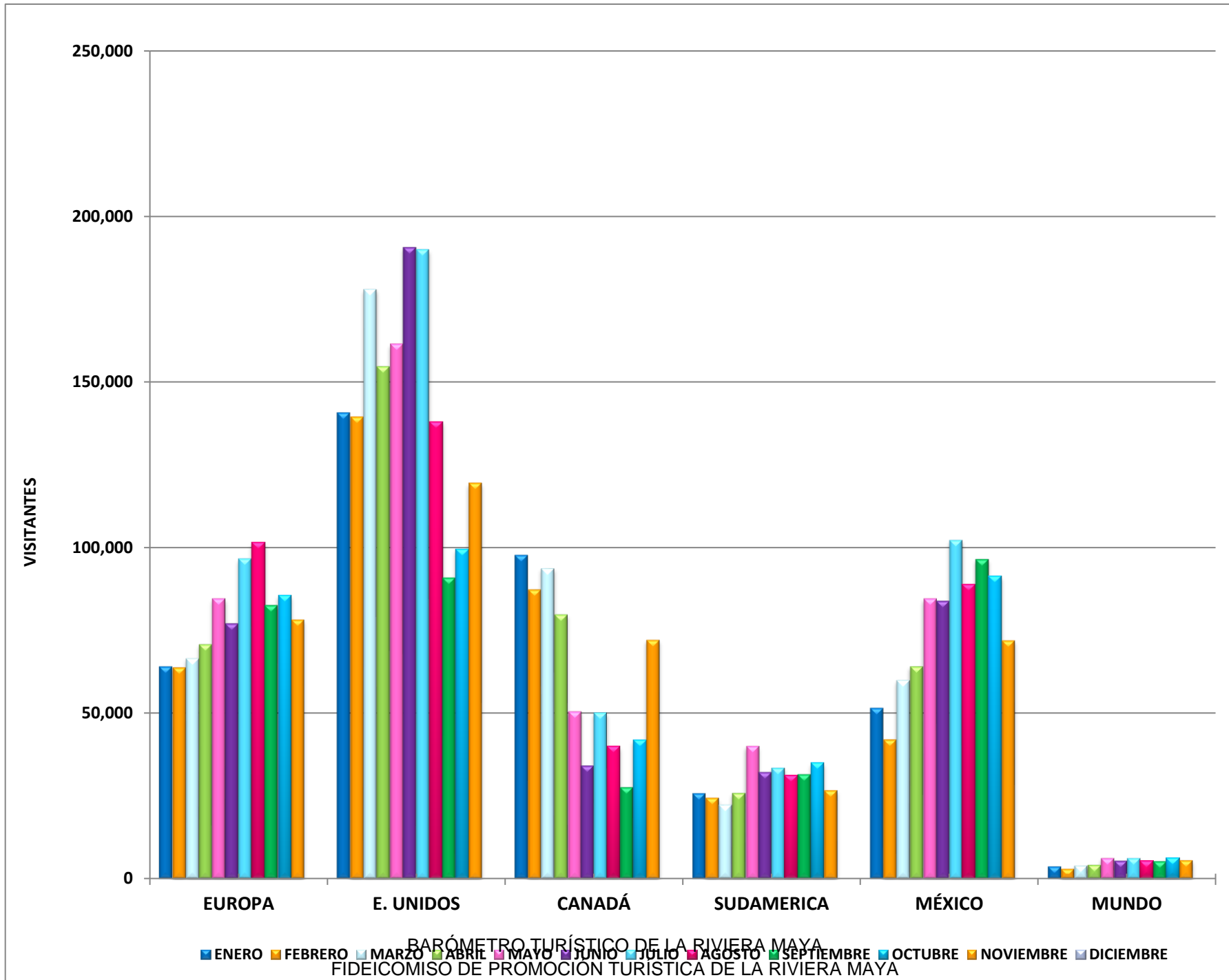
**PROCEDENCIA DEL TURISMO POR REGIONES
AÑO 2016**

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	78,231	20.9	119,469	31.9	72,173	19.3	26,804	7.2	71,993	19.2	5,676	1.5	374,346	100.0
DICIEMBRE														

ACUMULADO ANUAL

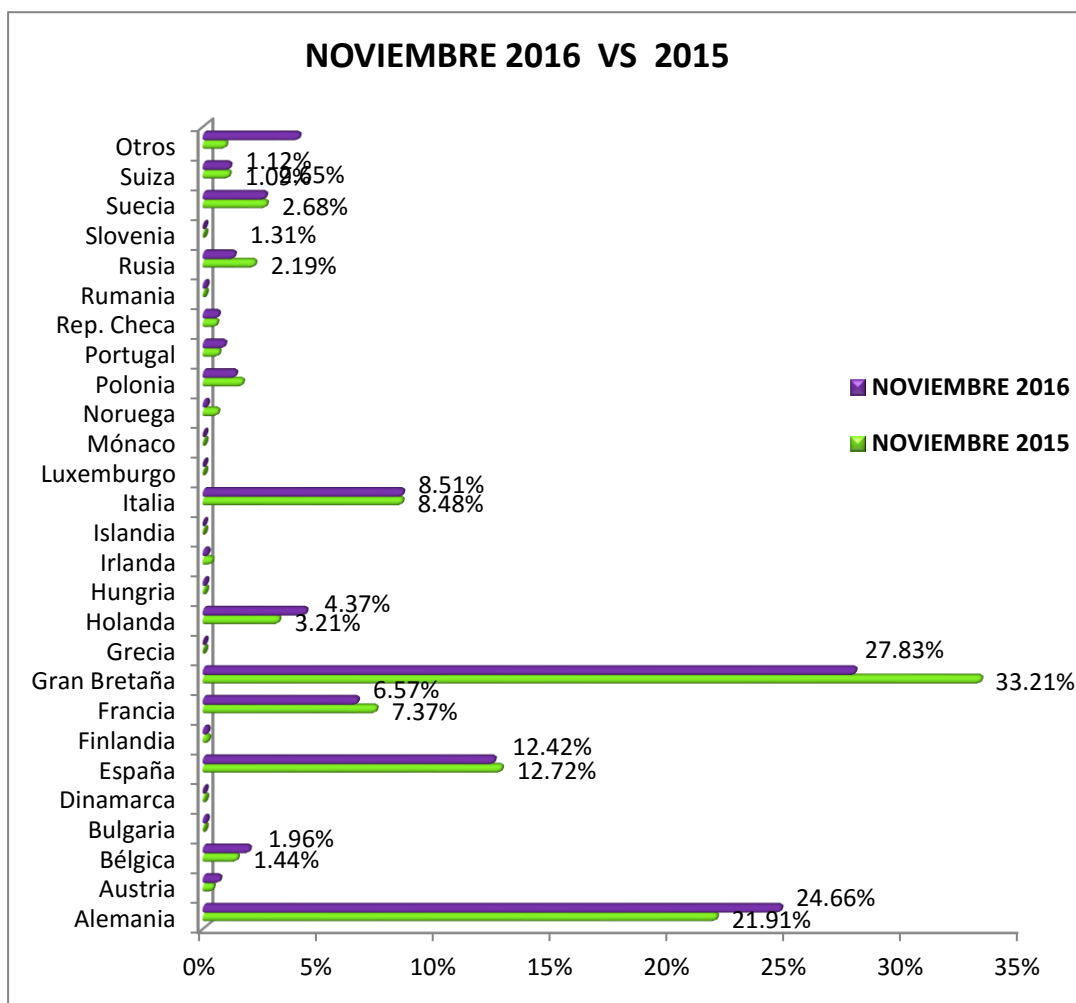
ENE-FEB	128,042	17.2	280,216	37.6	185,157	24.9	50,380	6.8	93,821	12.6	6,833	0.9	744,449	100.0
ENE-MAR	194,599	16.6	458,274	39.2	278,916	23.9	72,823	6.2	153,868	13.2	10,881	0.9	1,169,361	100.0
ENE-ABR	265,446	16.9	612,950	39.1	358,712	22.9	98,727	6.3	218,026	13.9	15,104	1.0	1,568,965	100.0
ENE-MAY	350,033	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	871,791	19.9	1,603,023	36.7	675,223	15.4	329,092	7.5	837,401	19.2	55,759	1.3	4,372,289	100.0
ENE-DIC														

GRAFICA PROCEDENCIA DEL TURISMO POR REGIONES DESGLOSE MENSUAL 2016



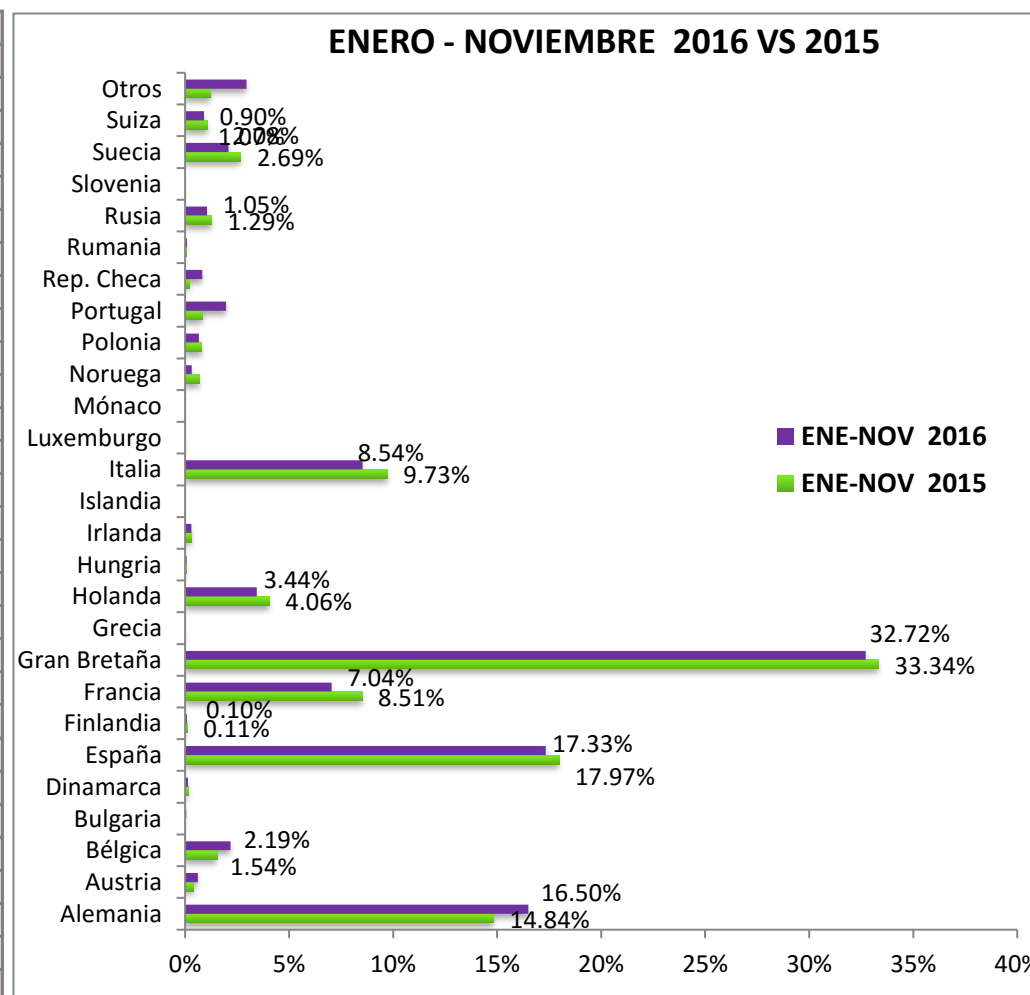
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO NOVIEMBRE 2016 VS 2015

PAIS	NOVIEMBRE 2015		NOVIEMBRE 2016	
	PAX	%	PAX	%
Alemania	16,988	21.91%	19,294	24.66%
Austria	317	0.41%	543	0.69%
Bélgica	1,116	1.44%	1,530	1.96%
Bulgaria	34	0.04%	98	0.13%
Dinamarca	60	0.08%	35	0.04%
España	9,864	12.72%	9,715	12.42%
Finlandia	148	0.19%	129	0.16%
Francia	5,714	7.37%	5,142	6.57%
Gran Bretaña	25,743	33.21%	21,774	27.83%
Grecia	11	0.01%	26	0.03%
Holanda	2,490	3.21%	3,421	4.37%
Hungría	60	0.08%	75	0.10%
Irlanda	275	0.35%	132	0.17%
Islandia	6	0.01%	0	0.00%
Italia	6,572	8.48%	6,655	8.51%
Luxemburgo	6	0.01%	13	0.02%
Mónaco	20	0.03%	13	0.02%
Noruega	469	0.60%	108	0.14%
Polonia	1,285	1.66%	1,071	1.37%
Portugal	507	0.65%	705	0.90%
Rep. Checa	435	0.56%	494	0.63%
Rumania	41	0.05%	87	0.11%
Rusia	1,696	2.19%	1,026	1.31%
Slovenia	13	0.02%	9	0.01%
Suecia	2,075	2.68%	2,070	2.65%
Suiza	845	1.09%	879	1.12%
Otros	734	0.95%	3,187	4.07%
SUMA	77,524	100.00%	78,231	100.00%



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

PAIS	ENE-NOV 2015		ENE-NOV 2016	
	PAX	%	PAX	%
Alemania	125,024	14.84%	143,815	16.50%
Austria	3,265	0.39%	5,287	0.61%
Bélgica	12,970	1.54%	19,079	2.19%
Bulgaria	253	0.03%	556	0.06%
Dinamarca	1,365	0.16%	1,197	0.14%
España	151,445	17.97%	151,081	17.33%
Finlandia	900	0.11%	846	0.10%
Francia	71,721	8.51%	61,364	7.04%
Gran Bretaña	280,939	33.34%	285,268	32.72%
Grecia	316	0.04%	276	0.03%
Holanda	34,166	4.06%	29,982	3.44%
Hungría	572	0.07%	626	0.07%
Irlanda	2,681	0.32%	2,580	0.30%
Islandia	174	0.02%	108	0.01%
Italia	81,951	9.73%	74,409	8.54%
Luxemburgo	326	0.04%	307	0.04%
Mónaco	88	0.01%	32	0.00%
Noruega	5,719	0.68%	2,705	0.31%
Polonia	6,799	0.81%	5,823	0.67%
Portugal	6,951	0.82%	17,173	1.97%
Rep. Checa	1,641	0.19%	7,211	0.83%
Rumania	385	0.05%	794	0.09%
Rusia	10,878	1.29%	9,181	1.05%
Slovenia	176	0.02%	330	0.04%
Suecia	22,634	2.69%	18,133	2.08%
Suiza	9,017	1.07%	7,851	0.90%
Otros	10,201	1.21%	25,777	2.96%
SUMA	842,557	100.00%	871,791	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%	19,294	24.66%			143,815	16.50%
Austria	360	0.37%	293	0.29%	370	0.45%	340	0.40%	543	0.69%			5,287	0.61%
Bélgica	3,186	3.30%	1,940	1.91%	3,162	3.83%	1,612	1.88%	1,530	1.96%			19,079	2.19%
Bulgaria	43	0.04%	45	0.04%	120	0.15%	67	0.08%	98	0.13%			556	0.06%
Dinamarca	220	0.23%	45	0.04%	51	0.06%	134	0.16%	35	0.04%			1,197	0.14%
España	24,522	25.36%	26,441	26.06%	19,778	23.94%	15,260	17.84%	9,715	12.42%			151,081	17.33%
Finlandia	35	0.04%	28	0.03%	23	0.03%	70	0.08%	129	0.16%			846	0.10%
Francia	5,043	5.22%	6,023	5.94%	2,932	3.55%	4,586	5.36%	5,142	6.57%			61,364	7.04%
Gran Bretaña	30,693	31.74%	32,374	31.90%	30,703	37.17%	31,338	36.63%	21,774	27.83%			285,268	32.72%
Grecia	27	0.03%	23	0.02%	19	0.02%	11	0.01%	26	0.03%			276	0.03%
Holanda	3,217	3.33%	2,367	2.33%	2,413	2.92%	4,633	5.42%	3,421	4.37%			29,982	3.44%
Hungría	32	0.03%	33	0.03%	34	0.04%	17	0.02%	75	0.10%			626	0.07%
Irlanda	310	0.32%	331	0.33%	235	0.28%	150	0.18%	132	0.17%			2,580	0.30%
Islandia	0	0.00%	0	0.00%	26	0.03%	3	0.00%	0	0.00%			108	0.01%
Italia	9,109	9.42%	12,410	12.23%	6,650	8.05%	6,161	7.20%	6,655	8.51%			74,409	8.54%
Luxemburgo	30	0.03%	71	0.07%	11	0.01%	19	0.02%	13	0.02%			307	0.04%
Mónaco	1	0.00%	16	0.02%	1	0.00%	0	0.00%	13	0.02%			32	0.00%
Noruega	239	0.25%	128	0.13%	123	0.15%	173	0.20%	108	0.14%			2,705	0.31%
Polonia	301	0.31%	166	0.16%	160	0.19%	167	0.20%	1,071	1.37%			5,823	0.67%
Portugal	2,951	3.05%	3,395	3.35%	2,352	2.85%	1,428	1.67%	705	0.90%			17,173	1.97%
Rep. Checa	238	0.25%	279	0.27%	419	0.51%	186	0.22%	494	0.63%			7,211	0.83%
Rumania	46	0.05%	39	0.04%	36	0.04%	26	0.03%	87	0.11%			794	0.09%
Rusia	295	0.31%	301	0.30%	502	0.61%	586	0.69%	1,026	1.31%			9,181	1.05%
Slovenia	1	0.00%	22	0.02%	0	0.00%	17	0.02%	9	0.01%			330	0.04%
Suecia	107	0.11%	61	0.06%	59	0.07%	236	0.28%	2,070	2.65%			18,133	2.08%
Suiza	970	1.00%	582	0.57%	491	0.59%	686	0.80%	879	1.12%			7,851	0.90%
Otros	4,196	4.34%	2,370	2.34%	937	1.13%	1,765	2.06%	3,187	4.07%			25,777	2.96%
SUMA	96,687	100.00%	101,477	100.00%	82,612	100.00%	85,546	100.00%	78,231	100.00%			871,791	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%		

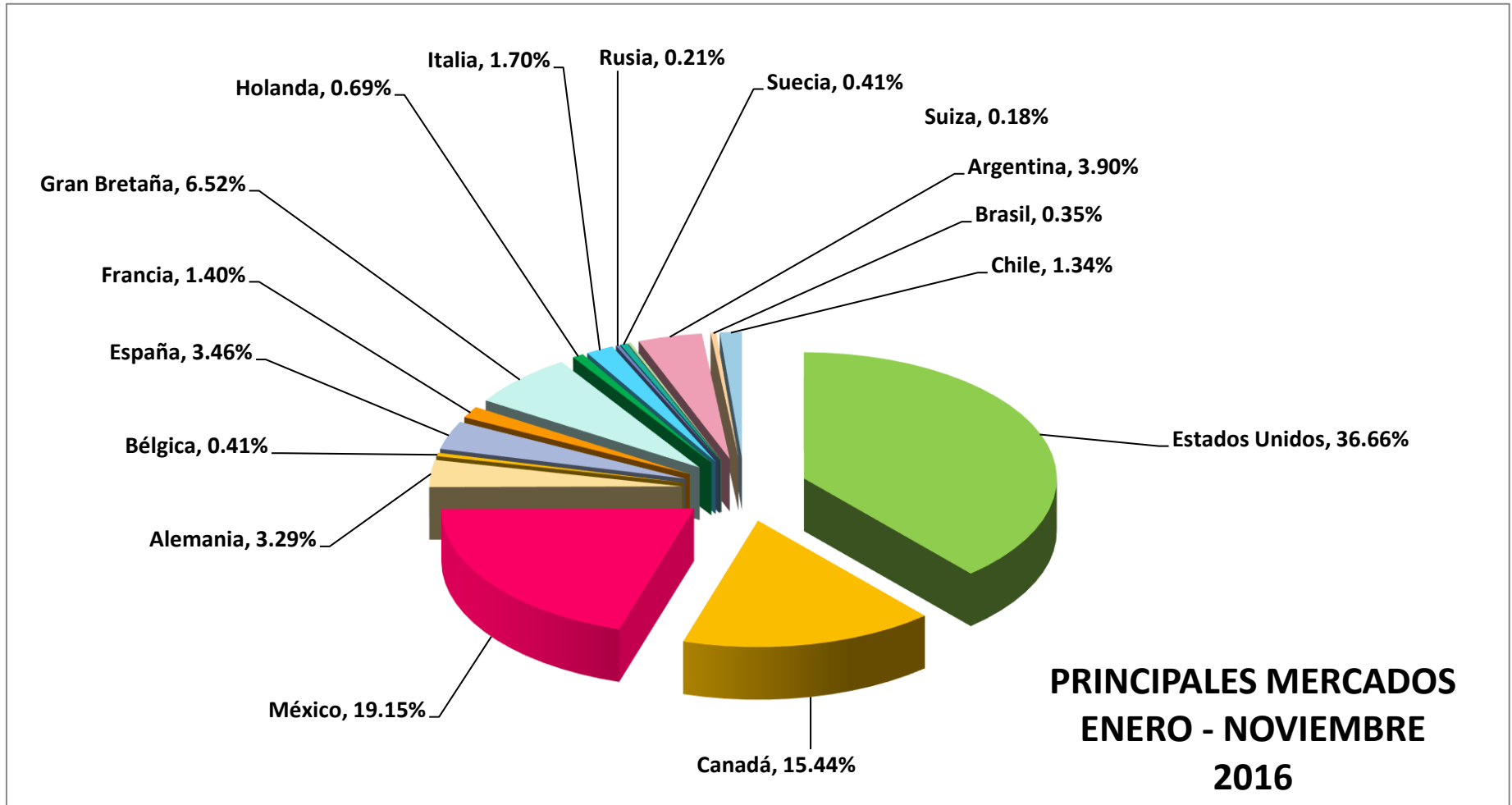
Nota: Los porcentajes en esta tabla, están calculados en base *al total de la afluencia turística* a la Riviera Maya.

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%	119,469	31.91%			1,603,023	36.66%	1	1
2 Canadá	50,261	10.49%	39,926	9.87%	27,642	8.27%	41,787	11.63%	72,173	19.28%			675,223	15.44%	3	3
3 México	102,271	21.35%	88,794	21.94%	96,413	28.83%	91,361	25.42%	71,993	19.23%			837,401	19.15%	2	2
4 Alemania	10,515	2.20%	11,694	2.89%	11,005	3.29%	15,875	4.42%	19,294	5.15%			143,815	3.29%	7	7
5 Bélgica	3,186	0.67%	1,940	0.48%	3,162	0.95%	1,612	0.45%	1,530	0.41%			18,051	0.41%	14	14
6 España	24,522	5.12%	26,441	6.53%	19,778	5.91%	15,260	4.25%	9,715	2.60%			151,081	3.46%	6	6
7 Francia	5,043	1.05%	6,023	1.49%	2,932	0.88%	4,586	1.28%	5,142	1.37%			61,364	1.40%	9	9
8 Gran Bretaña	30,693	6.41%	32,374	8.00%	30,703	9.18%	31,338	8.72%	21,774	5.82%			285,268	6.52%	4	4
9 Holanda	3,217	0.67%	2,367	0.58%	2,413	0.72%	4,633	1.29%	3,421	0.91%			29,982	0.69%	11	11
10 Italia	9,109	1.90%	12,410	3.07%	6,650	1.99%	6,161	1.71%	6,655	1.78%			74,409	1.70%	8	8
11 Rusia	295	0.06%	301	0.07%	502	0.15%	586	0.16%	1,026	0.27%			9,181	0.21%	15	16
12 Suecia	107	0.02%	61	0.02%	59	0.02%	236	0.07%	2,070	0.55%			18,133	0.41%	16	13
13 Suiza	970	0.20%	582	0.14%	491	0.15%	686	0.19%	879	0.23%			7,851	0.18%	17	17
14 Argentina	15,487	3.23%	14,190	3.51%	15,402	4.61%	16,311	4.54%	14,264	3.81%			170,686	3.90%	5	5
15 Brasil	2,083	0.43%	1,166	0.29%	1,310	0.39%	2068	0.58%	1,463	0.39%			15,238	0.35%	13	15
16 Chile	7,119	1.49%	6,242	1.54%	6,247	1.87%	6,323	1.76%	4,071	1.09%			58,416	1.34%	10	10
17 Colombia	2,255	0.47%	2,612	0.65%	2,617	0.78%	3,180	0.88%	2,710	0.72%			22,802	0.52%	12	12
AFLUENCIA	478,989	95.43%	404,708	95.17%	334,415	95.15%	359,410	95.02%	374,346	95.54%			4,372,289	95.65%		

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

PRINCIPALES MERCADOS
E N E R O - N O V I E M B R E
2016



Nota: Los principales mercados para Riviera Maya de Enero-Noviembre representan el 95.54% 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	4,317	0.4%	2,207	0.2%	1,464	0.1%	2,598	0.3%	3,292	0.3%	3,241	0.3%	17,119	0.3%
CHILE	10,646	1.0%	16,922	1.8%	6,667	0.7%	8,729	0.9%	18,966	1.8%	17,479	1.8%	79,409	1.3%
COLOMBIA	4,824	0.5%	1,270	0.1%	3,268	0.3%	1,201	0.1%	3,215	0.3%	5,263	0.5%	19,041	0.3%
SUMA	68,498	6.7%	61,357	6.4%	47,365	4.7%	60,710	6.1%	89,673	8.7%	74,397	7.6%	402,000	6.4%

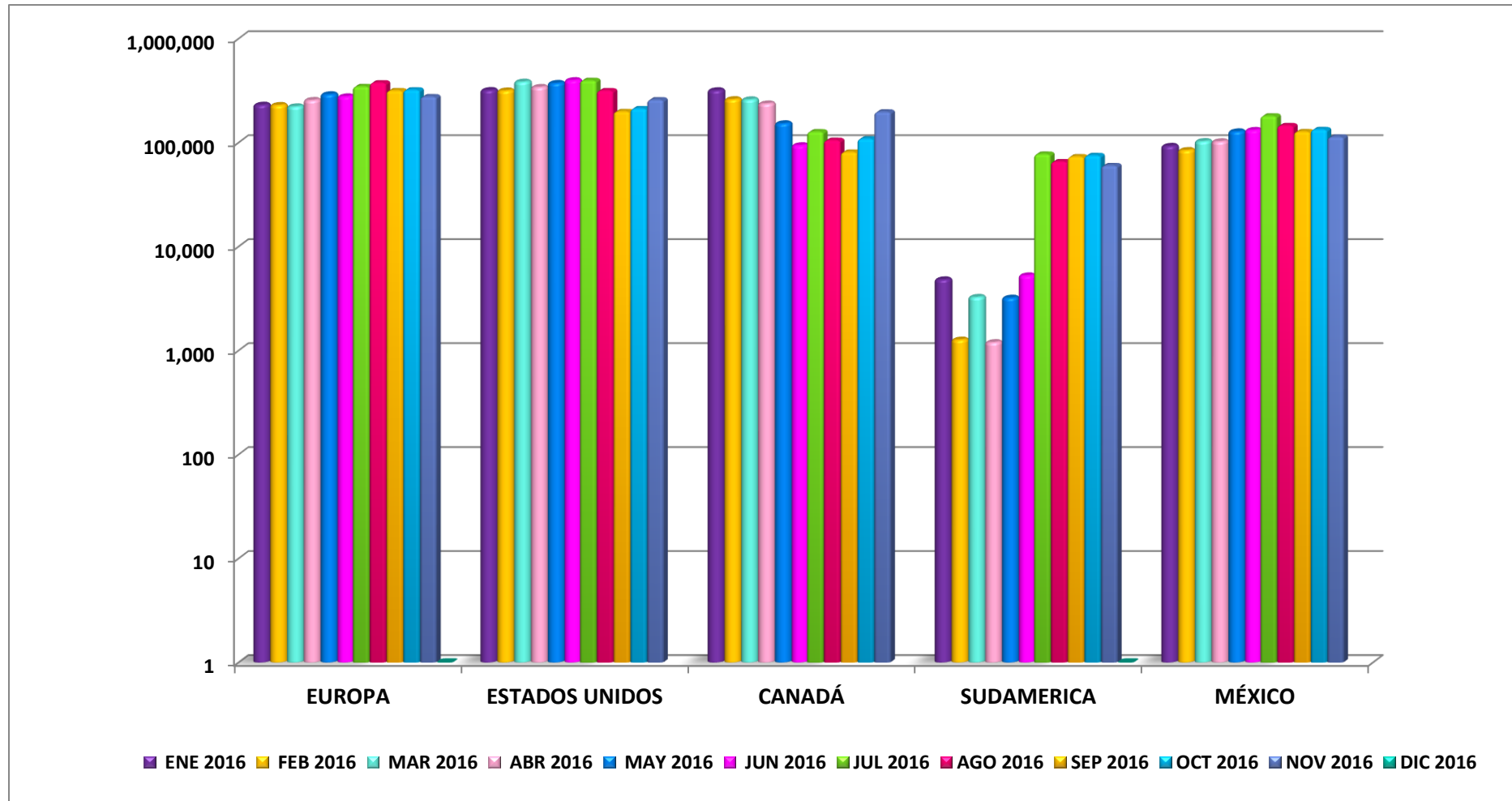
TOTAL PRIN. MDOS.	1,029,454	100.00%	952,103	100.00%	1,017,024	100.00%	998,099	100.00%	1,034,990	100.00%	975,294	100.00%	6,006,964	100.00%
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TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. 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%	197,874	21.8%			1,943,865	18.2%
ESTADOS UNIDOS	397,387	35.1%	316,880	31.3%	199,527	25.0%	212,690	24.9%	258,850	28.5%			3,517,771	32.9%
MÉXICO	181,105	16.0%	146,140	14.5%	127,747	16.0%	133,996	15.7%	113,689	12.5%			1,345,503	12.6%
SUMA	706,029	62.4%	568,491	56.2%	408,472	51.1%	455,680	53.4%	570,413	62.8%			6,807,139	63.6%
EUROPA														
ALEMANIA	41,228	3.6%	41,660	4.1%	46,221	5.8%	56,753	6.7%	71,147	7.8%			556,735	5.2%
BÉLGICA	12,173	1.1%	9,433	0.9%	11,515	1.4%	5,595	0.7%	5,208	0.6%			70,969	0.7%
ESPAÑA	67,027	5.9%	79,654	7.9%	58,345	7.3%	41,520	4.9%	29,185	3.2%			425,733	4.0%
FRANCIA	17,377	1.5%	27,204	2.7%	9,395	1.2%	16,166	1.9%	17,333	1.9%			211,797	2.0%
GRAN BRETAÑA	163,312	14.4%	164,298	16.3%	156,841	19.6%	159,824	18.7%	105,604	11.6%			1,400,816	13.1%
HOLANDA	12,922	1.1%	9,646	1.0%	9,934	1.2%	18,262	2.1%	13,456	1.5%			110,651	1.0%
ITALIA	28,466	2.5%	41,367	4.1%	21,529	2.7%	19,022	2.2%	21,268	2.3%			226,143	2.1%
RUSIA	808	0.1%	1,223	0.1%	1,364	0.2%	1,624	0.2%	3,044	0.3%			31,162	0.3%
SUECIA	545	0.0%	166	0.0%	260	0.0%	896	0.1%	7,374	0.8%			83,215	0.8%
SUIZA	3,318	0.3%	1,950	0.2%	1,735	0.2%	2,484	0.3%	3,483	0.4%			29,853	0.3%
SUMA	347,176	30.7%	376,601	37.3%	317,139	39.7%	322,146	37.8%	277,102	30.5%			3,147,074	29.1%
SUDAMERICA														
ARGENTINA	44,073	3.9%	41,269	4.1%	46,463	5.8%	47,234	5.5%	41,068	4.5%			506,538	4.7%
BRASIL	5390	0.5%	2531	0.3%	3128	0.4%	4,429	0.5%	3,334	0.4%			35,931	0.3%
CHILE	18,895	1.7%	16,489	1.6%	17622	2.2%	16,993	2.0%	11,959	1.3%			161,367	1.5%
COLOMBIA	9,302	0.8%	5,431	0.5%	6128	0.8%	6,691	0.8%	3,941	0.4%			50,534	0.5%
SUMA	77,660	6.9%	65,720	6.5%	73,341	9.2%	75,347	8.8%	60,302	6.6%			754,370	6.6%
TOTAL PRIN. MDOS.	1,130,865	100.00%	1,010,812	100.00%	798,952	100.00%	853,173	100.00%	907,817	100.00%			10,708,583	100.00%
TOTAL DESTINO	Ctos. Ocup.	%PART.	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%	1,072,526	84.6%			11,858,871	90.3%

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



COMPARATIVO POR PAISES DE LOS AÑOS 2016 VS 2015
NOVIEMBRE

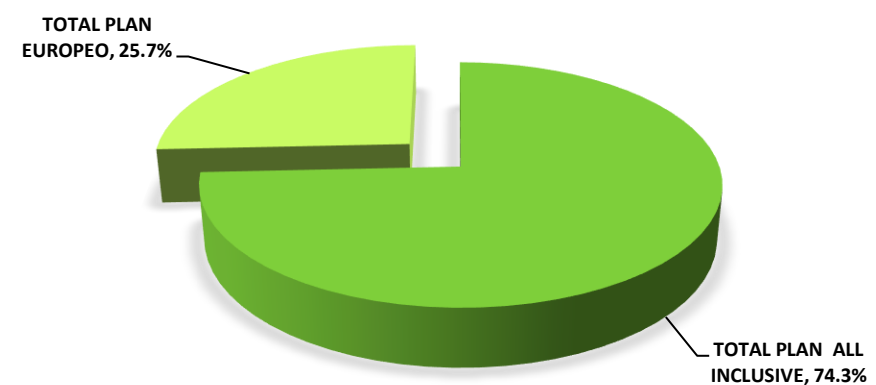
REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	73,617	19.70%	72,173	19.28%	-1,444	-1.96%
Estados Unidos	126,784	33.93%	119,469	31.91%	-7,315	-5.77%
México	65,209	17.45%	71,993	19.23%	6,784	10.40%
SUMA	265,610	71.08%	263,635	70.43%	-1,975	-0.74%
SUDAMERICA						
Argentina	12,472	3.34%	14,264	3.81%	1,792	14.37%
Bolivia	493	0.13%	189	0.05%	-304	-61.66%
Brasil	1,363	0.36%	1,463	0.39%	100	7.34%
Chile	3,000	0.80%	4,071	1.09%	1,071	35.70%
Colombia	1,943	0.52%	2,710	0.72%	767	39.48%
Ecuador	355	0.10%	392	0.10%	37	10.42%
Paraguay	156	0.04%	189	0.05%	33	21.15%
Peru	1,525	0.41%	1,389	0.37%	-136	-8.92%
Uruguay	2,703	0.72%	1,448	0.39%	-1,255	-46.43%
Venezuela	128	0.03%	72	0.02%	-56	-43.75%
Otros	293	0.08%	617	0.16%	324	110.58%
SUMA	24,431	6.54%	26,804	7.16%	2,373	9.71%
EUROPA						
Alemania	16,988	4.55%	19,294	5.15%	2,306	13.57%
Austria	317	0.08%	543	0.15%	226	71.29%
Bélgica	1,116	0.30%	1,530	0.41%	414	37.10%
Bulgaria	34	0.01%	98	0.03%	64	188.24%
Dinamarca	60	0.02%	35	0.01%	-25	-41.67%
España	9,864	2.64%	9,715	2.60%	-149	-1.51%
Finlandia	148	0.04%	129	0.03%	-19	-12.84%
Francia	5,714	1.53%	5,142	1.37%	-572	-10.01%
Gran Bretaña	25,743	6.89%	21,774	5.82%	-3,969	-15.42%
Grecia	11	0.00%	26	0.01%	15	136.36%
Holanda	2,490	0.67%	3,421	0.91%	931	37.39%
Hungría	60	0.02%	75	0.02%	15	25.00%
Irlanda	275	0.07%	132	0.04%	-143	-52.00%
Islandia	6	0.00%	0	0.00%	-6	-100.00%
Italia	6,572	1.76%	6,655	1.78%	83	1.26%
Luxemburgo	6	0.00%	13	0.00%	7	116.67%
Mónaco	20	0.01%	13	0.00%	-7	-35.00%
Noruega	469	0.13%	108	0.03%	-361	-76.97%
Polonia	1,285	0.34%	1,071	0.29%	-214	-16.65%
Portugal	507	0.14%	705	0.19%	198	39.05%
Rep. Checa	435	0.12%	494	0.13%	59	13.56%
Rumania	41	0.01%	87	0.02%	46	112.20%
Rusia	1,696	0.45%	1,026	0.27%	-670	-39.50%
Slovenia	13	0.00%	9	0.00%	-4	-30.77%
Suecia	2,075	0.56%	2,070	0.55%	-5	-0.24%
Suiza	845	0.23%	879	0.23%	34	4.02%
Otros	734	0.20%	3,187	0.85%	2,453	334.20%
SUMA	77,524	20.75%	78,231	20.90%	707	0.91%
OTROS PAISES	6,109	1.63%	5,676	1.52%	-433	-7.09%
TOTAL	373,674	100.00%	374,346	100.00%	672	0.18%

REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	676,054	15.79%	675,223	15.44%	-831	-0.12%
Estados Unidos	1,619,402	37.83%	1,603,023	36.66%	-16,379	-1.01%
México	779,247	18.20%	837,401	19.15%	58,154	7.46%
SUMA	3,074,703	71.82%	3,115,647	71.26%	40,944	1.33%
SUDAMERICA						
Argentina	153,963	3.60%	170,686	3.90%	16,723	10.86%
Bolivia	1,927	0.05%	1,600	0.04%	-327	-16.97%
Brasil	21,601	0.50%	15,238	0.35%	-6,363	-29.46%
Chile	45,357	1.06%	58,416	1.34%	13,059	28.79%
Colombia	26,614	0.62%	22,802	0.52%	-3,812	-14.32%
Ecuador	2,339	0.05%	2,979	0.07%	640	27.36%
Paraguay	2,657	0.06%	2,535	0.06%	-122	-4.59%
Peru	20,300	0.47%	20,824	0.48%	524	2.58%
Uruguay	23,971	0.56%	25,795	0.59%	1,824	7.61%
Venezuela	3,854	0.09%	1,925	0.04%	-1,929	-50.05%
Otros	3,196	0.07%	6,292	0.14%	3,096	96.87%
SUMA	305,779	7.14%	329,092	7.53%	23,313	7.62%
EUROPA						
Alemania	125,024	2.92%	143,815	3.29%	18,791	15.03%
Austria	3,265	0.08%	5,287	0.12%	2,022	61.93%
Bélgica	12,970	0.30%	19,079	0.44%	6,109	47.10%
Bulgaria	253	0.01%	556	0.01%	303	119.76%
Dinamarca	1,365	0.03%	1,197	0.03%	-168	-12.31%
España	151,445	3.54%	151,081	3.46%	-364	-0.24%
Finlandia	900	0.02%	846	0.02%	-54	-6.00%
Francia	71,721	1.68%	61,364	1.40%	-10,357	-14.44%
Gran Bretaña	280,939	6.56%	285,268	6.52%	4,329	1.54%
Grecia	316	0.01%	276	0.01%	-40	-12.66%
Holanda	34,166	0.80%	29,982	0.69%	-4,184	-12.25%
Hungría	572	0.01%	626	0.01%	54	9.44%
Irlanda	2,681	0.06%	2,580	0.06%	-101	-3.77%
Islandia	174	0.00%	108	0.00%	-66	-37.93%
Italia	81,951	1.91%	74,409	1.70%	-7,542	-9.20%
Luxemburgo	326	0.01%	307	0.01%	-19	-5.83%
Mónaco	88	0.00%	32	0.00%	-56	-63.64%
Noruega	5,719	0.13%	2,705	0.06%	-3,014	-52.70%
Polonia	6,799	0.16%	5,823	0.13%	-976	-14.36%
Portugal	6,951	0.16%	17,173	0.39%	10,222	147.06%
Rep. Checa	1,641	0.04%	7,211	0.16%	5,570	339.43%
Rumania	385	0.01%	794	0.02%	409	106.23%
Rusia	10,878	0.25%	9,181	0.21%	-1,697	-15.60%
Slovenia	176	0.00%	330	0.01%	154	87.50%
Suecia	22,634	0.53%	18,133	0.41%	-4,501	-19.89%
Suiza	9,017	0.21%	7,851	0.18%	-1,166	-12.93%
Otros	10,201	0.24%	25,777	0.59%	15,576	152.69%
SUMA	842,557	19.68%	871,791	19.94%	29,234	3.47%
OTROS PAISES	58,197	1.36%	55,759	1.28%	-2,438	-4.19%
TOTAL	4,281,236	100.00%	4,372,289	100.00%	91,053	2.13%

HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMA BAY WELLNESS RESORTS	310	4 estrellas
2 AZUL FIVES	521	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	42	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 ALLEGRO RESORTS	286	5 estrellas
51 OCCIDENTAL AT XCARET DESTINATION	757	5 estrellas
52 OCCIDENTAL ROYAL HIDEAWAY & SPA	201	Gran Turismo
53 OCEAN BREEZE	98	Gran Turismo
54 OCEAN MAYA ROYALE	319	5 estrellas
55 PARADISUS Playa del Carmen LA ESMERALDA	510	5 estrellas
56 PARADISUS Playa del Carmen LA PERLA	394	5 estrellas
57 PAVO REAL BEACH RESORT	112	4 estrellas
58 PLATINUM YUCATAN PRINCESS	472	5 estrellas
59 PLAYACAR PALACE	201	5 estrellas
60 RIU LA LUPITA	300	5 estrellas
61 RIU PALACE MEXICO	434	Gran Turismo
62 RIU PALACE RIVIERA MAYA	460	Especial
63 RIU PLAYACAR	388	5 estrellas
64 RIU TEQUILA	664	5 estrellas
65 RIU YUCATAN	507	5 estrellas
66 SANDOS CARACOL ECO EXPERIENCE RESORT	956	5 estrellas
67 SANDOS PLAYACAR BEACH EXPERIENCE RESORT	819	5 estrellas
68 SECREST AKUMAL RIVIERA MAYA	434	5 estrellas
69 SECRETS CAPRI RIVIERA CANCUN	291	Gran Turismo
70 SECRETS MAROMA BEACH	412	5 estrellas
71 SENSIMAR SEASIDE SUITES & SPA	194	Gran Turismo
72 THE REEF COCO BEACH	196	5 estrellas
73 THE REEF PLAYACAR	196	4 estrellas
74 THE ROYAL PLAYA DEL CARMEN	513	Gran Turismo
75 VALENTIN IMPERIAL MAYA	540	5 estrellas
76 VIVA WYNDHAM AZTECA	335	5 estrellas
77 VIVA WYNDHAM MAYA	604	4 estrellas
SUMAS	32,656	

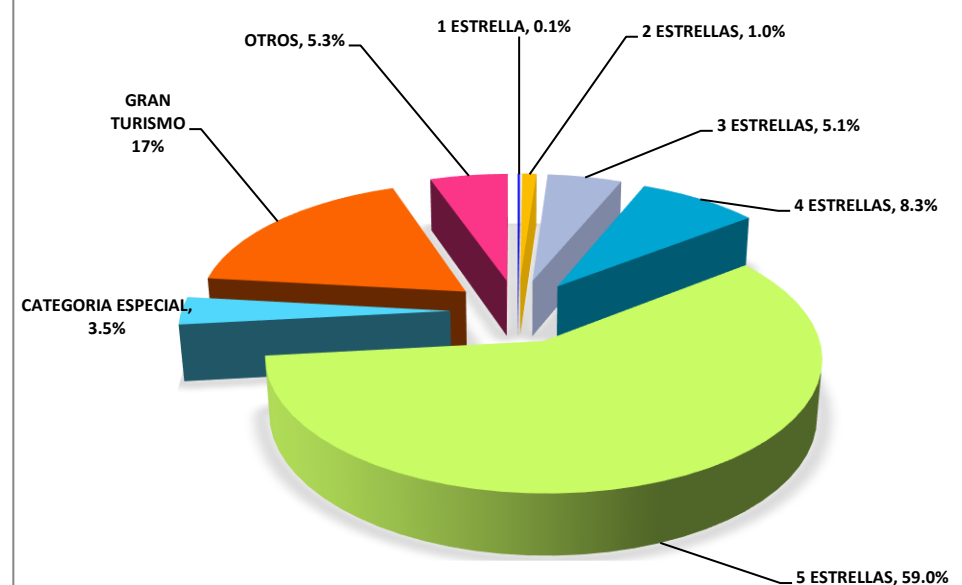
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	32,656	77	74.3%
TOTAL PLAN EUROPEO	11,313	330	25.7%
SUMAS	43,969	407	100.0%

DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE



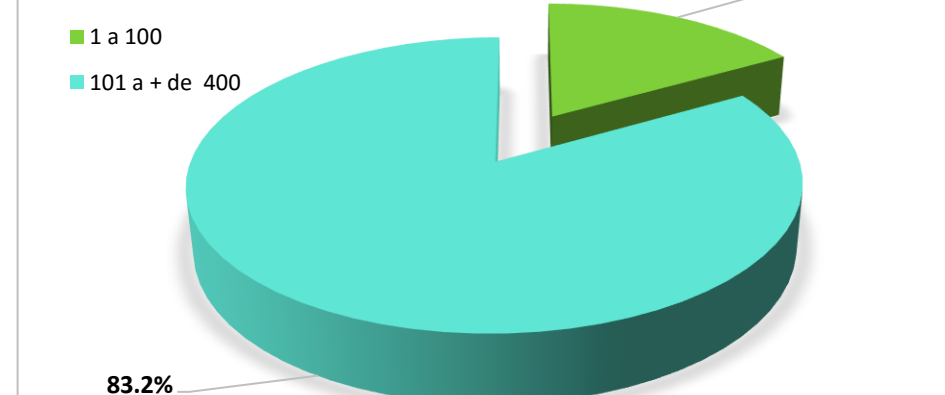
CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	437	22	1.0%
3 ESTRELLAS	2,246	87	5.1%
4 ESTRELLAS	3,654	50	8.3%
5 ESTRELLAS	25,828	68	58.7%
CATEGORIA ESPECIAL	1,526	13	3.5%
GRAN TURISMO	7,866	22	17.9%
OTROS	2,348	143	5.3%
SUMAS	43,969	407	100.0%

DISTRIBUCIÓN DE CUARTOS POR CATEGORIA



RANGO	Cuartos	# Htls.	%
1 a 100	7,378	319	16.8%
101 a + de 400	36,591	88	83.2%
SUMAS	43,969	407	100.0%

DISTRIBUCIÓN DE CUARTOS POR RANGO



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

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.1%	4,563	10.4%
COBA	2	0.5%	49	0.1%
KANTENAH	10	2.5%	3,127	7.1%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	171	42.0%	8,336	19.0%
PLAYA DEL SECRETO	1	0.2%	540	1.2%
PLAYA PARAISO	12	2.9%	3,969	9.0%
PLAYACAR	24	5.9%	6,769	15.4%
PUERTO AVENTURAS	14	3.4%	5,238	11.9%
PUNTA ALLEN	6	1.5%	59	0.1%
PUNTA BETE XCALACOCO	15	3.7%	4,782	10.9%
PUNTA BRAVA	1	0.2%	680	1.5%
PUNTA MAROMA	9	2.2%	2,206	5.0%
SIAN KA'AN	5	1.2%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	102	25.1%	2,187	5.0%
XCARET	1	0.2%	757	1.7%
XPU-HA	4	1.0%	471	1.1%
TOTAL	407	100.0%	43,969	100.0%

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

