



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

DICIEMBRE 2016

El Barómetro Turístico de la Riviera Maya en su **Ducentésima vigésima octava** edición correspondiente al mes de Diciembre del año 2016, fue elaborado con un muestreo de **35,941** cuartos, que corresponde al 79.49% del total de cuartos existentes a la fecha, los cuales son **45,217** de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

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

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



CONCEPTO	DICIEMBRE		VARIACIÓN	
	2015	2016	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	43,761	45,217	1,456	3.33%
CUARTOS NOCHE DISPONIBLES	1,339,889	1,367,954	28,065	2.09%
CUARTOS NOCHE OCUPADOS	1,066,737	1,122,741	56,004	5.25%
% DE OCUPACION	79.61%	82.07%	2.46%	
% DE OCUPACION TODO INCLUIDO	80.23%	83.31%	3.08%	
ESTADIA PROMEDIO				
GENERAL	6.20	5.98	(0.22)	
TURISMO NACIONAL	4.34	3.80	(0.54)	
TURISMO INTERNACIONAL	6.64	6.32	(0.32)	
TARIFA PROMEDIO (pesos)	\$ 5,263.58	\$ 6,683.39	1420	26.97%
AFLUENCIA DEL TURISMO				
	2015	2016		
TOTAL	380,405	417,767	37,362	9.82%
NACIONALES	59,419	72,362	12,943	21.78%
EXTRANJEROS	320,986	345,405	24,419	7.61%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN				
	2015		2016	
EUROPA	72,174	22.49%	85,213	24.67%
ESTADOS UNIDOS	136,411	42.50%	144,399	41.81%
CANADÁ	87,985	27.41%	85,946	24.88%
SUDAMERICA	19,292	6.01%	24,590	7.12%
RESTO DEL MUNDO	5,124	1.60%	5,257	1.52%
	320,986	100.00%	345,405	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2015	2016		
TOTAL	1,066,737	1,122,741	56,004	5.25%
NACIONALES	107,449	114,573	7,124	6.63%
EXTRANJEROS	959,288	1,008,168	48,880	5.10%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2015		2016	
EUROPA (Principales países)	274,623	28.6%	299,141	29.7%
ESTADOS UNIDOS	300,104	31.3%	324,296	32.2%
CANADÁ	250,391	26.1%	240,291	23.8%
SUDAMERICA (Principales países)	47,137	4.9%	58,860	5.8%
RESTO DEL MUNDO	87,033	9.07%	85,580	8.5%
	959,288	100.00%	1,008,168	100.00%

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

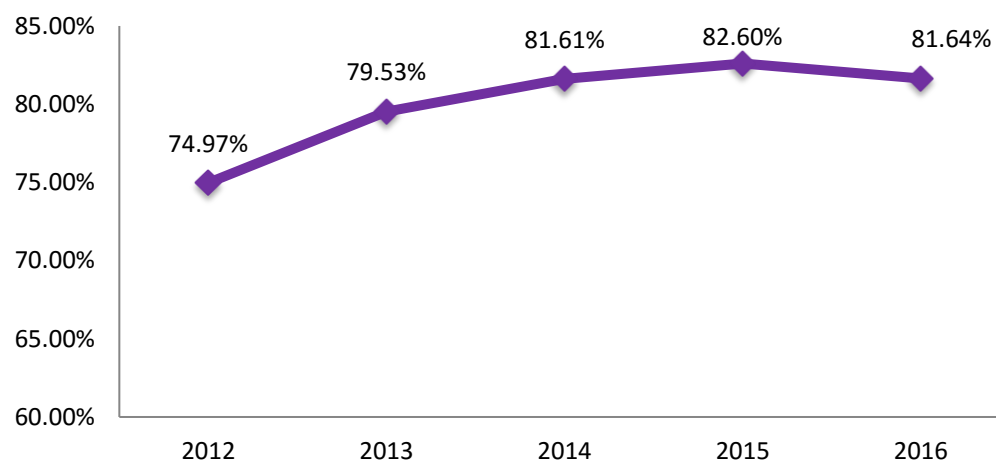


CONCEPTO	ENERO - DICIEMBRE		VARIACIÓN	
	2015	2016	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	43,761	45,217	1,456	3.33%
CUARTOS NOCHE DISPONIBLES	15,334,469	15,900,770	566,301	3.69%
CUARTOS NOCHE OCUPADOS	12,666,611	12,981,612	315,001	2.49%
% DE OCUPACION	82.60%	81.64%	-0.96%	
% DE OCUPACION TODO INCLUIDO				
	81.12%	82.81%	1.69%	
ESTADIA PROMEDIO				
GENERAL	5.94	5.88	(0.06)	
TURISMO NACIONAL	3.75	3.96	0.21	
TURISMO INTERNACIONAL	6.65	6.48	(0.17)	
TARIFA PROMEDIO (pesos)				
	\$ 3,836.81	\$ 4,741.16	904	23.57%
AFLUENCIA DEL TURISMO				
	2015	2016		
TOTAL	4,661,641	4,790,056	128,415	2.75%
NACIONALES	838,666	909,763	71,097	8.48%
EXTRANJEROS	3,822,975	3,880,293	57,318	1.50%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN				
	2015		2016	
EUROPA	914,731	23.93%	957,004	24.66%
ESTADOS UNIDOS	1,755,813	45.93%	1,747,422	45.03%
CANADÁ	764,039	19.99%	761,169	19.62%
SUDAMERICA	325,071	8.50%	353,682	9.11%
RESTO DEL MUNDO	63,321	1.66%	61,016	1.57%
	3,822,975	100.00%	3,880,293	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2015	2016		
TOTAL	12,666,611	12,981,612	315,001	2.49%
NACIONALES	1,298,316	1,460,076	161,760	12.46%
EXTRANJEROS	11,368,295	11,521,536	153,241	1.35%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2015		2016	
EUROPA (Principales países)	3,668,125	32.3%	3,446,215	29.9%
ESTADOS UNIDOS	3,977,824	35.0%	3,842,067	33.3%
CANADÁ	2,252,048	19.8%	2,184,156	19.0%
SUDAMERICA (Principales países)	790,838	7.0%	813,230	7.1%
RESTO DEL MUNDO	679,460	5.98%	1,235,868	10.7%
	11,368,295	100.00%	11,521,536	100.00%

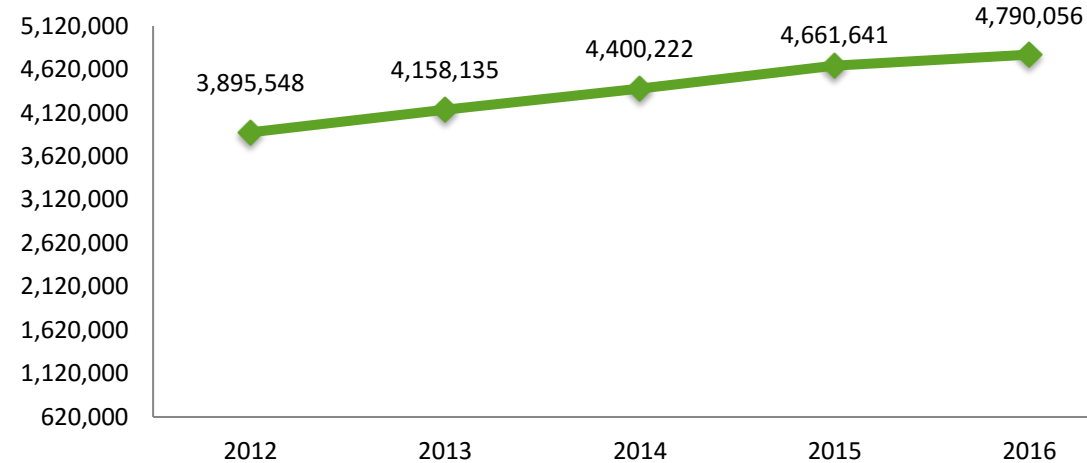
COMPARATIVO OCUPACIÓN Y AFLUENCIA 2012-2016

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	79.92%	81.02%	84.90%	79.61%	82.07%	2.15%	1.05%	-2.83%	2.46%	351,181	365,423	379,884	380,405	417,767	18.96%	14.32%	9.97%	9.82%
Total	74.97%	79.53%	81.61%	82.60%	81.64%	6.67%	2.11%	0.03%	-0.96%	3,895,548	4,158,135	4,400,222	4,661,641	4,790,056	22.96%	15.20%	8.86%	2.75%

OCUPACIÓN GENERAL ACUMULADA

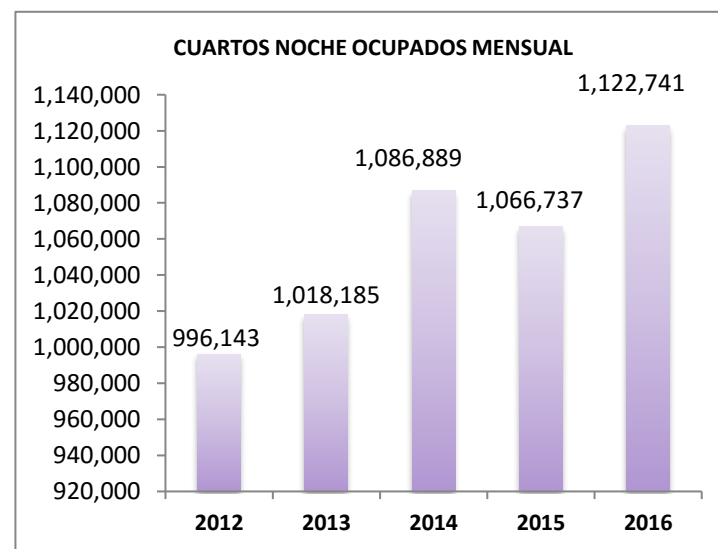


AFLUENCIA GENERAL ACUMULADA



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	996,143	1,018,185	1,086,889	1,066,737	1,122,741	12.71%	10.27%	3.30%	5.25%



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	10,989,796	11,696,220	12,108,964	12,666,611	12,981,612	18.12%	10.99%	7.21%	2.49%

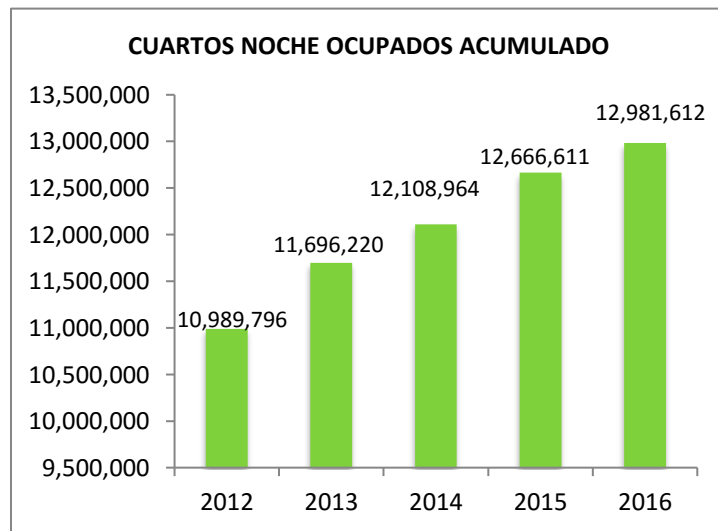


TABLA DE OCUPACION HOTELERA AÑO 2016

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	411	45,217	1,367,954	1,122,741	82.07%	72,362	17.32%	345,405	82.68%	417,767	5.98

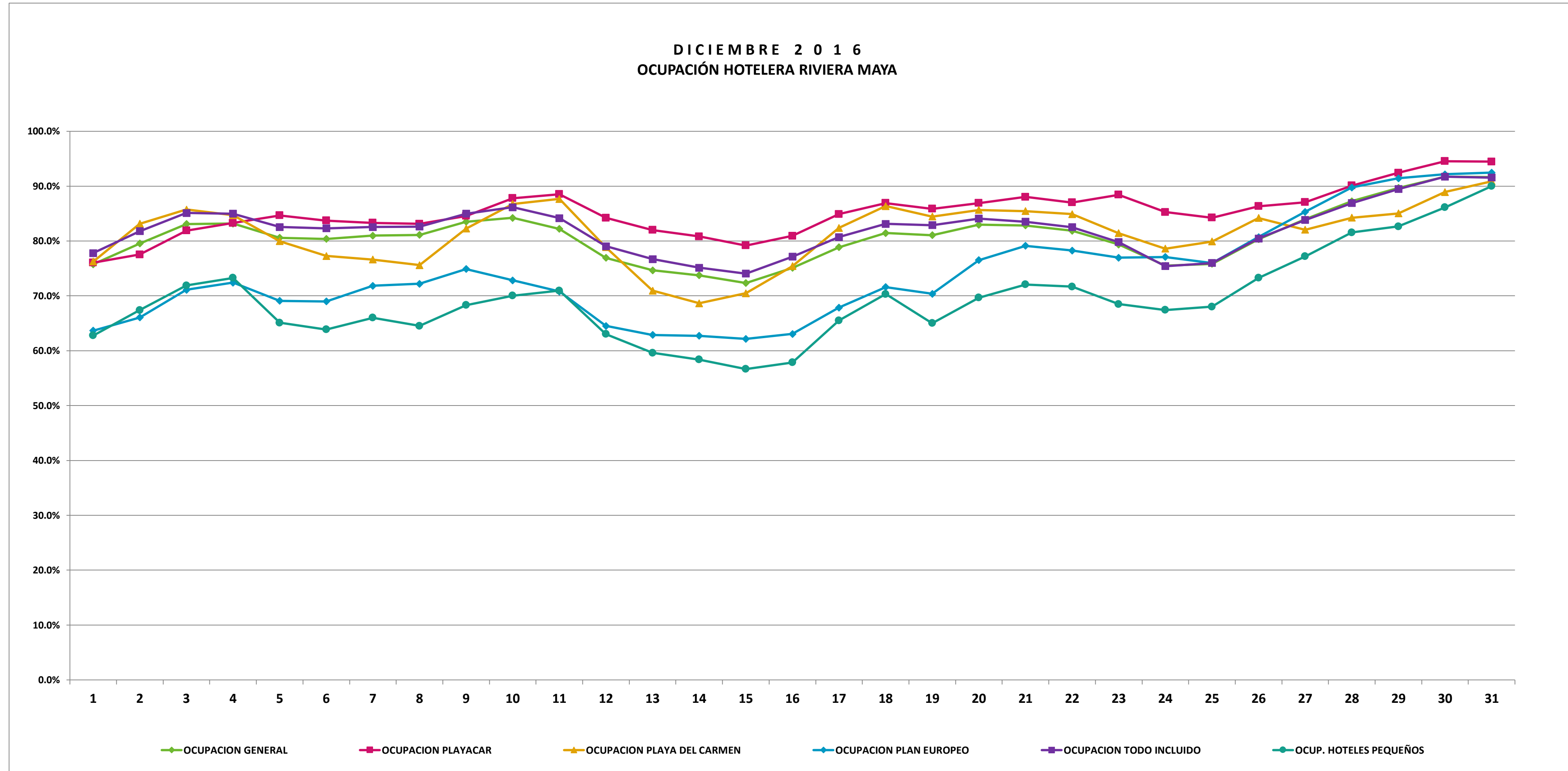
ACUMULADO ANUAL

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	411	45,217	15,900,770	12,981,612	81.64%	909,763	18.99%	3,880,293	81.01%	4,790,056	5.88

OCUPACIÓN HOTELERA DIARIA

DICIEMBRE DE 2016

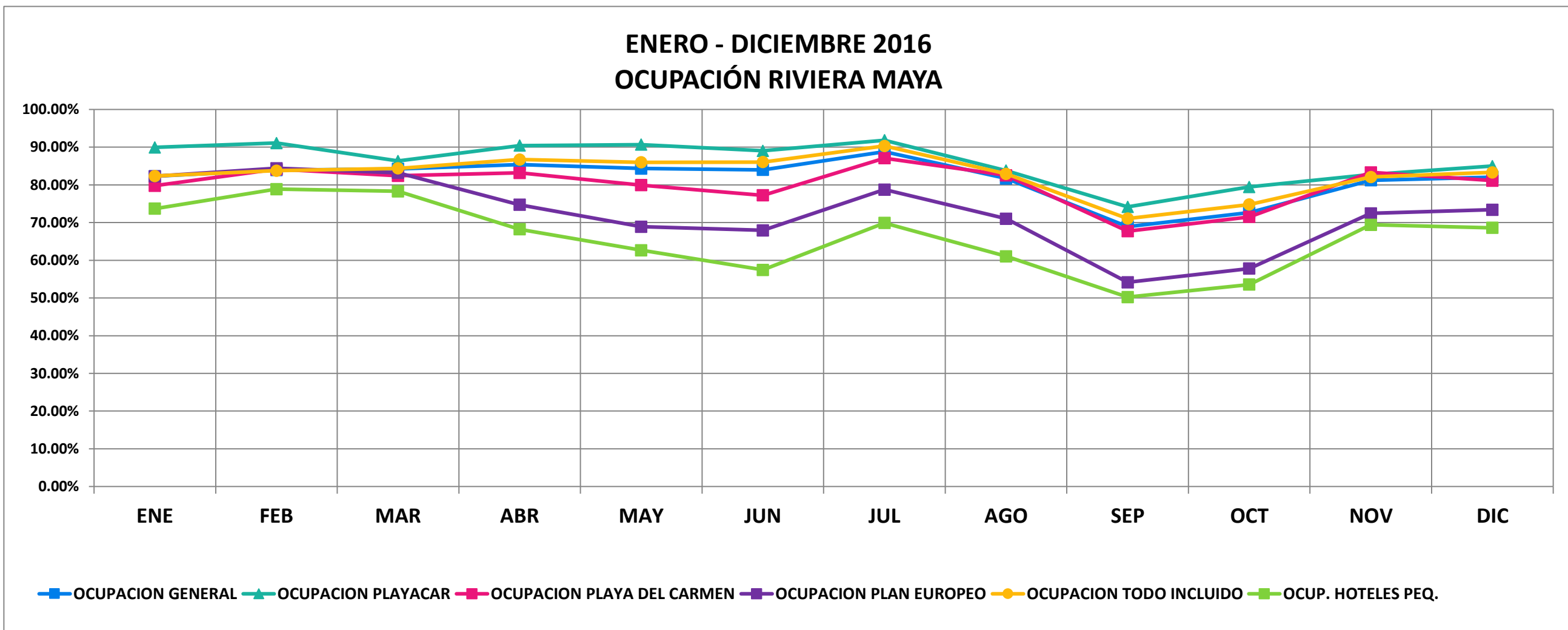
DIA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	PROMEDIO	
OCUPACION GENERAL	75.8%	79.5%	83.1%	83.2%	80.6%	80.4%	81.0%	81.1%	83.5%	84.2%	82.2%	76.9%	74.7%	73.7%	72.3%	75.1%	78.9%	81.5%	81.1%	83.0%	82.9%	81.9%	79.4%	75.5%	75.8%	80.3%	84.0%	87.3%	89.7%	91.7%	91.6%	82.07%	
OCUPACION PLAYACAR	76.1%	77.5%	81.9%	83.3%	84.7%	83.7%	83.3%	83.1%	84.6%	87.8%	88.5%	84.2%	82.0%	80.8%	79.2%	80.9%	84.9%	86.9%	85.9%	86.9%	88.0%	87.0%	88.4%	85.3%	84.3%	86.3%	87.1%	90.1%	92.4%	94.5%	94.5%	84.99%	
OCUPACION PLAYA DEL CARMEN	76.3%	83.1%	85.7%	84.7%	80.0%	77.3%	76.6%	75.6%	82.3%	86.8%	87.7%	78.9%	70.9%	68.7%	70.5%	75.4%	82.4%	86.4%	84.5%	85.7%	85.5%	84.9%	81.4%	78.6%	79.9%	84.2%	82.1%	84.3%	85.0%	88.9%	90.9%	90.9%	81.13%
OCUPACION PLAN EUROPEO	63.7%	66.1%	71.1%	72.4%	69.1%	69.0%	71.8%	72.2%	74.9%	72.8%	70.8%	64.5%	62.9%	62.7%	62.2%	63.1%	67.9%	71.6%	70.4%	76.5%	79.1%	78.3%	77.0%	77.1%	76.0%	80.7%	85.3%	89.8%	91.4%	92.2%	92.5%	73.41%	
OCUPACION TODO INCLUIDO	77.8%	81.8%	85.1%	85.0%	82.6%	82.3%	82.6%	82.6%	85.0%	86.2%	84.2%	79.1%	76.7%	75.1%	74.1%	77.1%	80.7%	83.1%	82.9%	84.1%	83.5%	82.5%	79.8%	75.4%	76.0%	80.5%	83.8%	86.9%	89.5%	91.7%	91.6%	83.31%	
OCUP. HOTELES PEQUEÑOS	62.8%	67.4%	71.9%	73.3%	65.1%	63.9%	66.0%	64.5%	68.3%	70.1%	71.0%	63.0%	59.6%	58.4%	56.7%	57.9%	65.5%	70.3%	65.0%	69.7%	72.1%	71.7%	68.5%	67.4%	68.0%	73.3%	77.2%	81.6%	82.7%	86.1%	90.0%	68.62%	



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

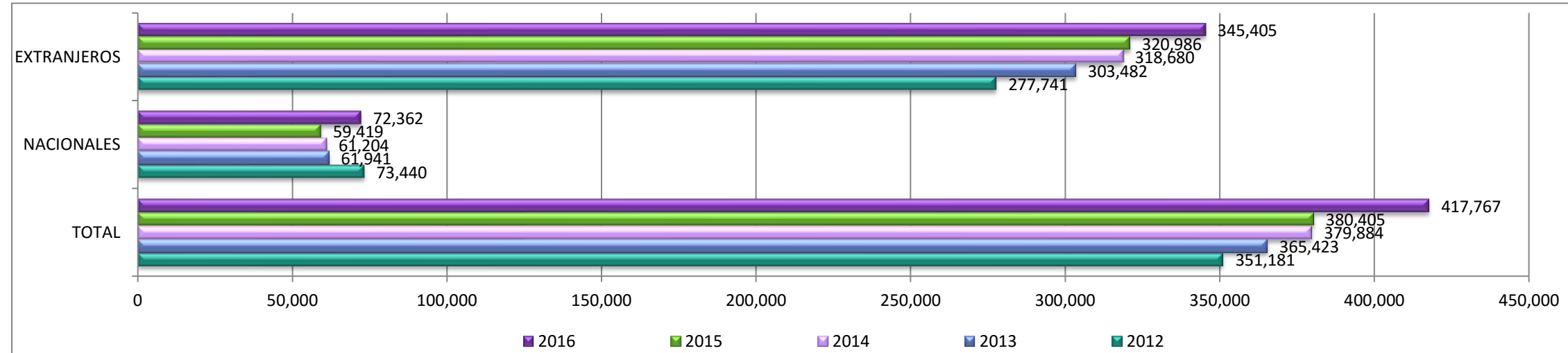
ENERO - DICIEMBRE 2016

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%	82.07%	81.64%
OCUPACION PLAYACAR	89.94%	91.10%	86.32%	90.43%	90.69%	89.04%	91.82%	83.80%	74.17%	79.47%	82.76%	84.99%	86.21%
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%	81.13%	80.00%
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%	73.41%	72.43%
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%	83.31%	82.81%
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%	68.62%	65.99%



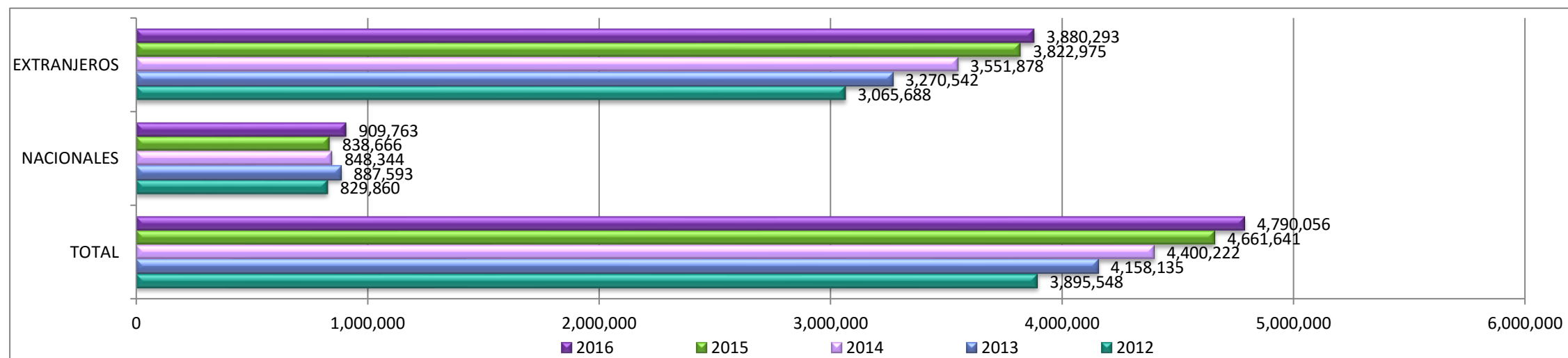
PROCEDENCIA DEL TURISMO DICIEMBRE

AFLUENCIA DEL TURISMO	2012		2013		2014		2015		2016		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2016-12	2016-13	2016-14	2016-15
TOTAL	351,181	100.00%	365,423	100.00%	379,884	100.00%	380,405	100.00%	417,767	100.00%	18.96%	14.32%	9.97%	9.82%
NACIONALES	73,440	20.91%	61,941	16.95%	61,204	16.11%	59,419	15.62%	72,362	17.32%	-1.47%	16.82%	18.23%	21.78%
EXTRANJEROS	277,741	79.09%	303,482	83.05%	318,680	83.89%	320,986	84.38%	345,405	82.68%	24.36%	13.81%	8.39%	7.61%



ENERO - DICIEMBRE

AFLUENCIA DEL TURISMO	2012		2013		2014		2015		2016		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2016-12	2016-13	2016-14	2016-15
TOTAL	3,895,548	100.00%	4,158,135	100.00%	4,400,222	100.00%	4,661,641	100.00%	4,790,056	100.00%	22.96%	15.20%	8.86%	2.75%
NACIONALES	829,860	21.30%	887,593	21.35%	848,344	19.28%	838,666	17.99%	909,763	18.99%	9.63%	2.50%	7.24%	8.48%
EXTRANJEROS	3,065,688	78.70%	3,270,542	78.65%	3,551,878	80.72%	3,822,975	82.01%	3,880,293	81.01%	26.57%	18.64%	9.25%	1.50%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
DICIEMBRE 2016

PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	85,946	20.57	Bahamas	12	0.00	Alemania	16,345	3.91
Estados Unidos	144,399	34.56	Bermudas	7	0.00	Austria	655	0.16
México	72,362	17.32	Cuba	33	0.01	Bélgica	1,999	0.48
SUMA	302,707	72.46	Curacao	13	0.00	Bulgaria	126	0.03
			Haiti	6	0.00	Dinamarca	230	0.06
			Jamaica	49	0.01	España	10,085	2.41
			Puerto Rico	85	0.02	Finlandia	220	0.05
			Rep. Dominicana	149	0.04	Francia	7,061	1.69
			Otros	33	0.01	Gran Bretaña	23,588	5.65
			SUMA	387	0.09	Grecia	6	0.00
2.- CENTRO AMERICA			5.-OCEANIA			Holanda		
Belice	10	0.00	Australia	509	0.12	Hungria	95	0.02
Costa Rica	261	0.06	Nueva Zelanda	56	0.01	Irlanda	199	0.05
El Salvador	76	0.02	Otros	3	0.00	Islandia	4	0.00
Guatemala	279	0.07	SUMA	568	0.14	Italia	7,994	1.91
Nicaragua	6	0.00				Luxemburgo	45	0.01
Panamá	1,733	0.41	6.- ASIA			Mónaco	13	0.00
Otros	338	0.08	Arabia	39	0.01	Noruega	223	0.05
SUMA	2,703	0.65	China	267	0.06	Polonia	1,163	0.28
			Corea	250	0.06	Portugal	639	0.15
			Filipinas	19	0.00	Rep. Checa	1,317	0.32
			India	88	0.02	Rumania	80	0.02
			Israel	138	0.03	Rusia	1,023	0.24
			Japón	105	0.03	Slovenia	28	0.01
			Paquistán		0.00	Suecia	3,874	0.93
			Turquia	33	0.01	Suiza	954	0.23
			Otros	342	0.08	Otros	2,620	0.63
			SUMA	1,281	0.31	SUMA	85,213	20.40
3.- SUDAMERICA			7.- AFRICA			GRAN TOTAL		
Argentina	12,843	3.07	Argelia		0.00		417,767	100.00
Bolivia	417	0.10	Egipto	1	0.00			
Brasil	1,745	0.42	Sudáfrica	36	0.01			
Chile	3,759	0.90	Otros	281	0.07			
Colombia	2,261	0.54	SUMA	318	0.08			
Ecuador	291	0.07						
Paraguay	192	0.05						
Perú	1,264	0.30						
Uruguay	646	0.15						
Venezuela	377	0.09						
Otros	795	0.19						
SUMA	24,590	5.89						

PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENERO - DICIEMBRE 2016

PAIS	No. DE PERSONAS	%
------	-----------------	---

PAIS	No. DE PERSONAS	%
------	-----------------	---

PAIS	No. DE PERSONAS	%
------	-----------------	---

1.- NORTE AMERICA		
Canadá	761,169	15.89
Estados Unidos	1,747,422	36.48
México	909,763	18.99
SUMA	3,418,354	71.36

2.- CENTRO AMERICA		
Belice	907	0.02
Costa Rica	3,109	0.06
El Salvador	812	0.02
Guatemala	2,238	0.05
Nicaragua	141	0.00
Panamá	19,420	0.41
Otros	1,575	0.03
SUMA	28,202	0.59

3.- SUDAMERICA		
Argentina	183,529	3.83
Bolivia	2,017	0.04
Brasil	16,983	0.35
Chile	62,175	1.30
Colombia	25,063	0.52
Ecuador	3,270	0.07
Paraguay	2,727	0.06
Perú	22,088	0.46
Uruguay	26,441	0.55
Venezuela	2,302	0.05
Otros	7,087	0.15
SUMA	353,682	7.38

4.- CARIBE		
Bahamas	125	0.00
Bermudas	115	0.00
Cuba	533	0.01
Curacao	26	0.00
Haiti	54	0.00
Jamaica	258	0.01
Puerto Rico	2,037	0.04
Rep. Dominicana	2,242	0.05
Otros	1,171	0.02
SUMA	6,561	0.14

5.- OCEANIA		
Australia	8,435	0.18
Nueva Zelanda	463	0.01
Otros	67	0.00
SUMA	8,965	0.19

6.- ASIA		
Arabia	597	0.01
China	1,825	0.04
Corea	2,605	0.05
Filipinas	151	0.00
India	981	0.02
Israel	2,746	0.06
Japón	1,325	0.03
Paquistán	14	0.00
Turquia	340	0.01
Otros	3,170	0.07
SUMA	13,754	0.29

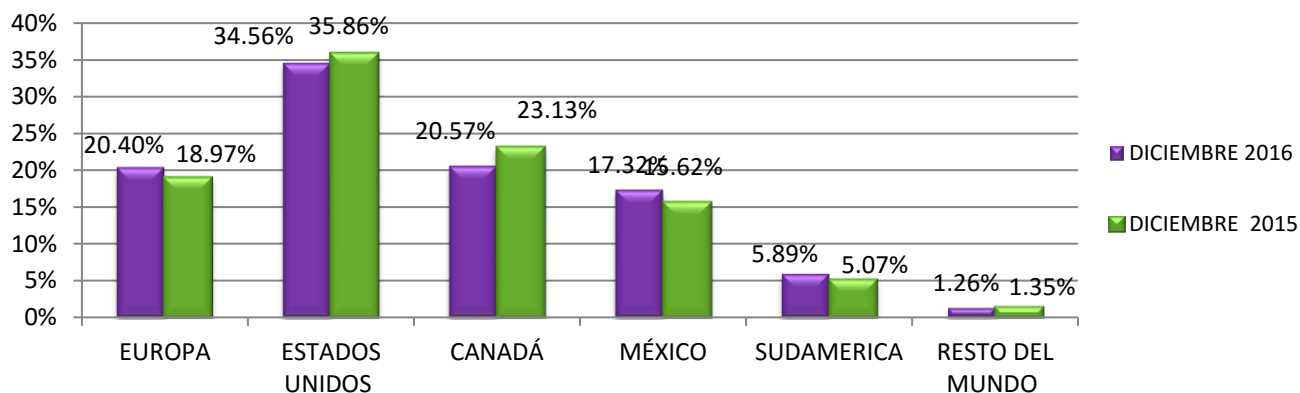
7.- AFRICA		
Argelia	10	0.00
Egipto	155	0.00
Sudáfrica	548	0.01
Otros	2,821	0.06
SUMA	3534	0.07

8.- EUROPA		
Alemania	160,160	3.34
Austria	5,942	0.12
Bélgica	21,078	0.44
Bulgaria	682	0.01
Dinamarca	1,427	0.03
España	161,166	3.36
Finlandia	1,066	0.02
Francia	68,425	1.43
Gran Bretaña	308,856	6.45
Grecia	282	0.01
Holanda	34,609	0.72
Hungría	721	0.02
Irlanda	2,779	0.06
Islandia	112	0.00
Italia	82,403	1.72
Luxemburgo	352	0.01
Mónaco	45	0.00
Noruega	2,928	0.06
Polonia	6,986	0.15
Portugal	17,812	0.37
Rep. Checa	8,528	0.18
Rumania	874	0.02
Rusia	10,204	0.21
Slovenia	358	0.01
Suecia	22,007	0.46
Suiza	8,805	0.18
Otros	28,397	0.59
SUMA	957,004	19.98

GRAN TOTAL		
	4,790,056	100.00

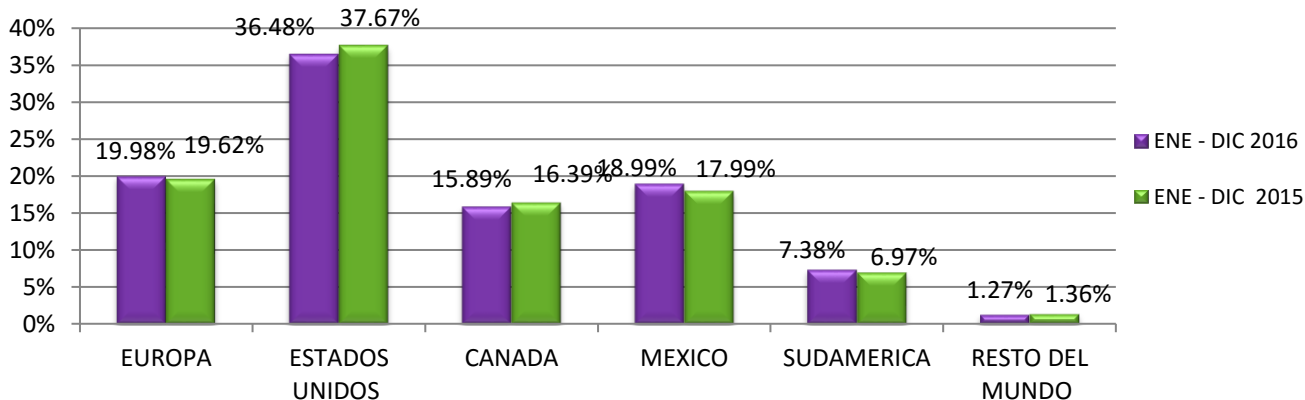
REGION	DICIEMBRE 2015		DICIEMBRE 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	72,174	18.97%	85,213	20.40%	18.07%
ESTADOS UNIDOS	136,411	35.86%	144,399	34.56%	5.86%
CANADÁ	87,985	23.13%	85,946	20.57%	-2.32%
MÉXICO	59,419	15.62%	72,362	17.32%	21.78%
SUDAMERICA	19,292	5.07%	24,590	5.89%	27.46%
RESTO DEL MUNDO	5,124	1.35%	5,257	1.26%	2.60%
SUMAS	380,405	100.00%	417,767	100.00%	9.82%

DICIEMBRE 2016 VS 2015



REGION	ENE - DIC 2015		ENE - DIC 2016		% VAR.
	TURISTAS	%	TURISTAS	%	2016-2015
EUROPA	914,731	19.62%	957,004	19.98%	4.62%
ESTADOS UNIDOS	1,755,813	37.67%	1,747,422	36.48%	-0.48%
CANADA	764,039	16.39%	761,169	15.89%	-0.38%
MEXICO	838,666	17.99%	909,763	18.99%	8.48%
SUDAMERICA	325,071	6.97%	353,682	7.38%	8.80%
RESTO DEL MUNDO	63,321	1.36%	61,016	1.27%	-3.64%
SUMAS	4,661,641	100.00%	4,790,056	100.00%	2.75%

ENERO - DICIEMBRE 2016 VS 2015



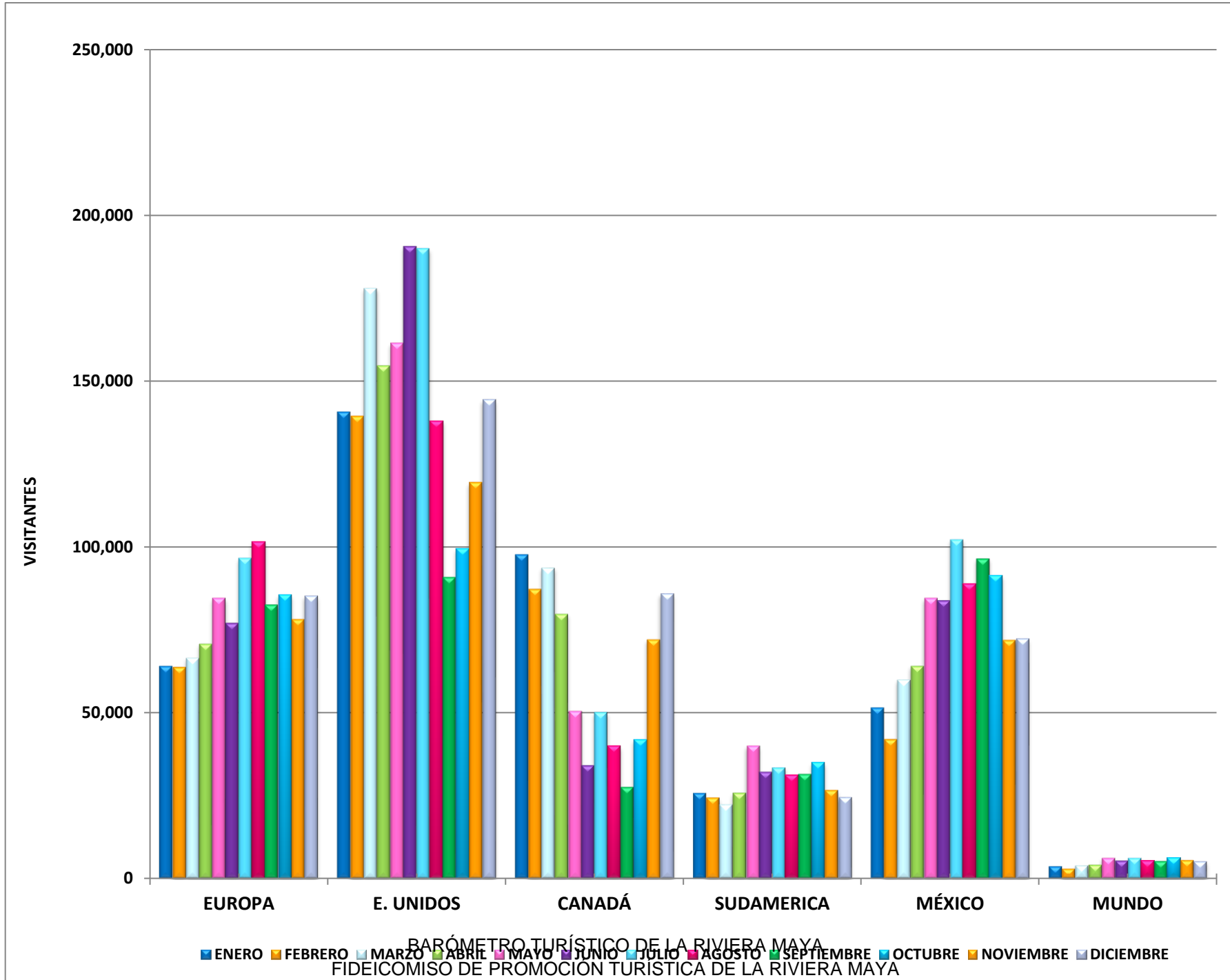
**PROCEDENCIA DEL TURISMO POR REGIONES
AÑO 2016**

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	85,213	20.4	144,399	34.6	85,946	20.6	24,590	5.9	72,362	17.3	5,257	1.3	417,767	100.0

ACUMULADO ANUAL

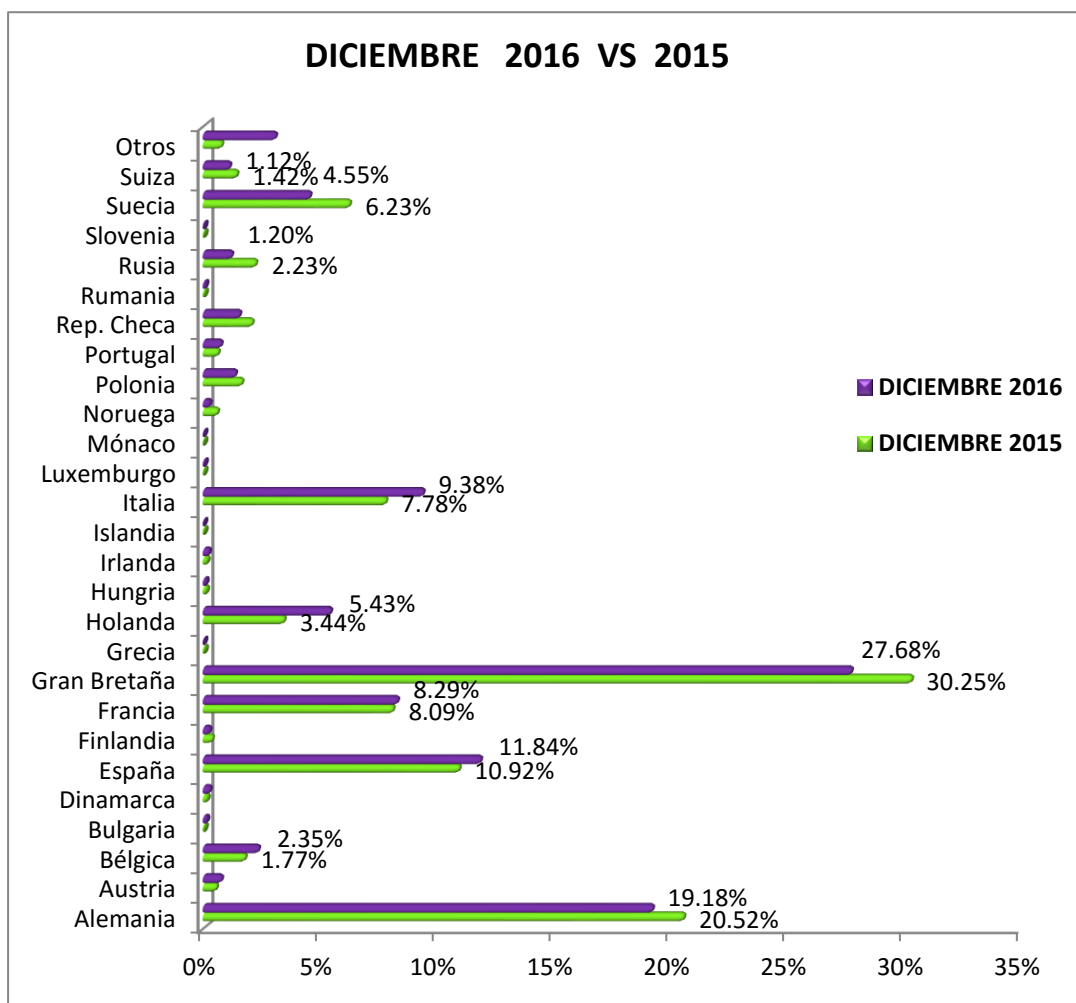
ENE-FEB	128,042	17.2	280,216	37.6	185,157	24.9	50,380	6.8	93,821	12.6	6,833	0.9	744,449	100.0
ENE-MAR	194,599	16.6	458,274	39.2	278,916	23.9	72,823	6.2	153,868	13.2	10,881	0.9	1,169,361	100.0
ENE-ABR	265,446	16.9	612,950	39.1	358,712	22.9	98,727	6.3	218,026	13.9	15,104	1.0	1,568,965	100.0
ENE-MAY	350,033	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	957,004	20.0	1,747,422	36.5	761,169	15.9	353,682	7.4	909,763	19.0	61,016	1.3	4,790,056	100.0

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



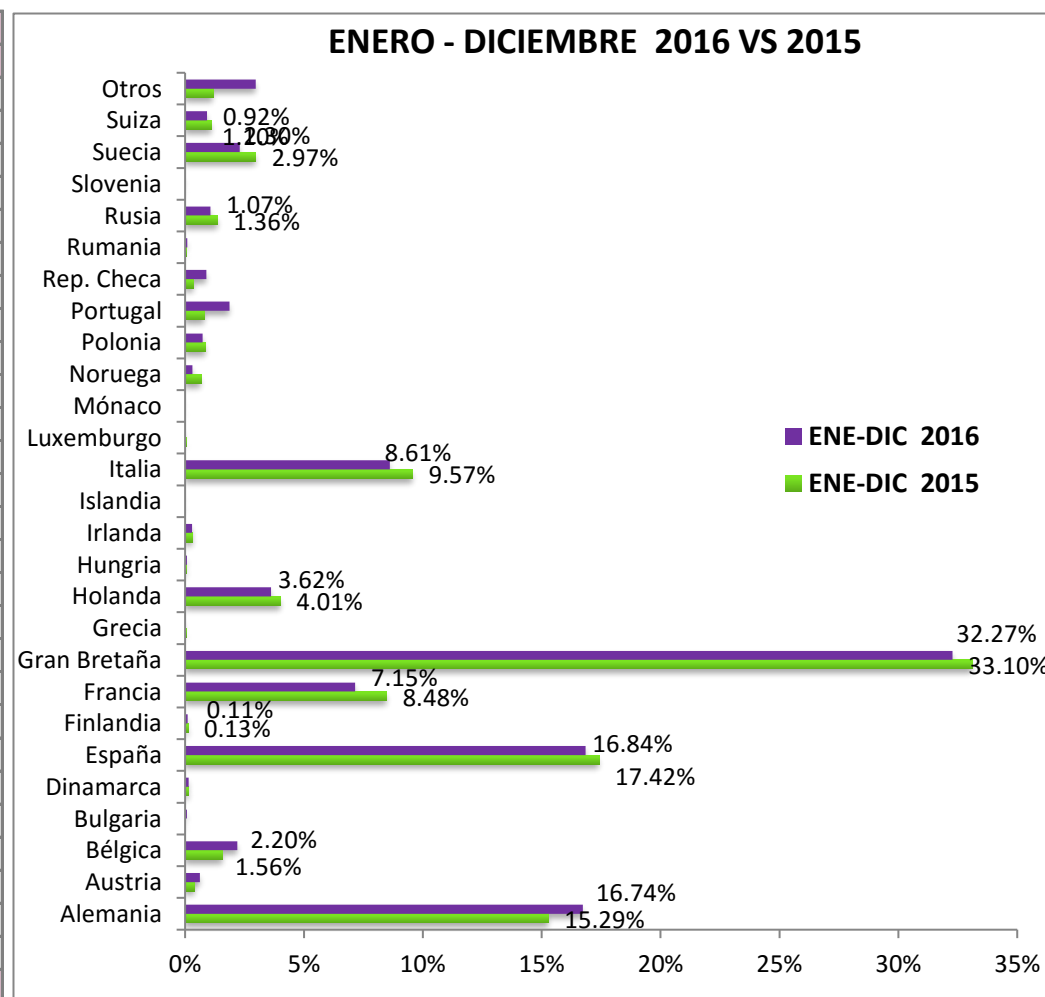
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO DICIEMBRE 2016 VS 2015

PAIS	DICIEMBRE 2015		DICIEMBRE 2016	
	PAX	%	PAX	%
Alemania	14,809	20.52%	16,345	19.18%
Austria	397	0.55%	655	0.77%
Bélgica	1,279	1.77%	1,999	2.35%
Bulgaria	35	0.05%	126	0.15%
Dinamarca	121	0.17%	230	0.27%
España	7,881	10.92%	10,085	11.84%
Finlandia	270	0.37%	220	0.26%
Francia	5,841	8.09%	7,061	8.29%
Gran Bretaña	21,831	30.25%	23,588	27.68%
Grecia	38	0.05%	6	0.01%
Holanda	2,483	3.44%	4,627	5.43%
Hungría	97	0.13%	95	0.11%
Irlanda	118	0.16%	199	0.23%
Islandia	24	0.03%	4	0.00%
Italia	5,618	7.78%	7,994	9.38%
Luxemburgo	19	0.03%	45	0.05%
Mónaco	7	0.01%	13	0.02%
Noruega	429	0.59%	223	0.26%
Polonia	1,179	1.63%	1,163	1.36%
Portugal	449	0.62%	639	0.75%
Rep. Checa	1,497	2.07%	1,317	1.55%
Rumania	42	0.06%	80	0.09%
Rusia	1,607	2.23%	1,023	1.20%
Slovenia	23	0.03%	28	0.03%
Suecia	4,500	6.23%	3,874	4.55%
Suiza	1,024	1.42%	954	1.12%
Otros	556	0.77%	2,620	3.07%
SUMA	72,174	100.00%	85,213	100.00%



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

PAIS	ENE-DIC 2015		ENE-DIC 2016	
	PAX	%	PAX	%
Alemania	139,833	15.29%	160,160	16.74%
Austria	3,662	0.40%	5,942	0.62%
Bélgica	14,249	1.56%	21,078	2.20%
Bulgaria	288	0.03%	682	0.07%
Dinamarca	1,486	0.16%	1,427	0.15%
España	159,326	17.42%	161,166	16.84%
Finlandia	1,170	0.13%	1,066	0.11%
Francia	77,562	8.48%	68,425	7.15%
Gran Bretaña	302,770	33.10%	308,856	32.27%
Grecia	354	0.04%	282	0.03%
Holanda	36,649	4.01%	34,609	3.62%
Hungría	669	0.07%	721	0.08%
Irlanda	2,799	0.31%	2,779	0.29%
Islandia	198	0.02%	112	0.01%
Italia	87,569	9.57%	82,403	8.61%
Luxemburgo	345	0.04%	352	0.04%
Mónaco	95	0.01%	45	0.00%
Noruega	6,148	0.67%	2,928	0.31%
Polonia	7,978	0.87%	6,986	0.73%
Portugal	7,400	0.81%	17,812	1.86%
Rep. Checa	3,138	0.34%	8,528	0.89%
Rumania	427	0.05%	874	0.09%
Rusia	12,485	1.36%	10,204	1.07%
Slovenia	199	0.02%	358	0.04%
Suecia	27,134	2.97%	22,007	2.30%
Suiza	10,041	1.10%	8,805	0.92%
Otros	10,757	1.18%	28,397	2.97%
SUMA	914,731	100.00%	957,004	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%	16,345	19.18%	160,160	16.74%
Austria	360	0.37%	293	0.29%	370	0.45%	340	0.40%	543	0.69%	655	0.77%	5,942	0.62%
Bélgica	3,186	3.30%	1,940	1.91%	3,162	3.83%	1,612	1.88%	1,530	1.96%	1,999	2.35%	21,078	2.20%
Bulgaria	43	0.04%	45	0.04%	120	0.15%	67	0.08%	98	0.13%	126	0.15%	682	0.07%
Dinamarca	220	0.23%	45	0.04%	51	0.06%	134	0.16%	35	0.04%	230	0.27%	1,427	0.15%
España	24,522	25.36%	26,441	26.06%	19,778	23.94%	15,260	17.84%	9,715	12.42%	10,085	11.84%	161,166	16.84%
Finlandia	35	0.04%	28	0.03%	23	0.03%	70	0.08%	129	0.16%	220	0.26%	1,066	0.11%
Francia	5,043	5.22%	6,023	5.94%	2,932	3.55%	4,586	5.36%	5,142	6.57%	7,061	8.29%	68,425	7.15%
Gran Bretaña	30,693	31.74%	32,374	31.90%	30,703	37.17%	31,338	36.63%	21,774	27.83%	23,588	27.68%	308,856	32.27%
Grecia	27	0.03%	23	0.02%	19	0.02%	11	0.01%	26	0.03%	6	0.01%	282	0.03%
Holanda	3,217	3.33%	2,367	2.33%	2,413	2.92%	4,633	5.42%	3,421	4.37%	4,627	5.43%	34,609	3.62%
Hungría	32	0.03%	33	0.03%	34	0.04%	17	0.02%	75	0.10%	95	0.11%	721	0.08%
Irlanda	310	0.32%	331	0.33%	235	0.28%	150	0.18%	132	0.17%	199	0.23%	2,779	0.29%
Islandia	0	0.00%	0	0.00%	26	0.03%	3	0.00%	0	0.00%	4	0.00%	112	0.01%
Italia	9,109	9.42%	12,410	12.23%	6,650	8.05%	6,161	7.20%	6,655	8.51%	7,994	9.38%	82,403	8.61%
Luxemburgo	30	0.03%	71	0.07%	11	0.01%	19	0.02%	13	0.02%	45	0.05%	352	0.04%
Mónaco	1	0.00%	16	0.02%	1	0.00%	0	0.00%	13	0.02%	13	0.02%	45	0.00%
Noruega	239	0.25%	128	0.13%	123	0.15%	173	0.20%	108	0.14%	223	0.26%	2,928	0.31%
Polonia	301	0.31%	166	0.16%	160	0.19%	167	0.20%	1,071	1.37%	1,163	1.36%	6,986	0.73%
Portugal	2,951	3.05%	3,395	3.35%	2,352	2.85%	1,428	1.67%	705	0.90%	639	0.75%	17,812	1.86%
Rep. Checa	238	0.25%	279	0.27%	419	0.51%	186	0.22%	494	0.63%	1,317	1.55%	8,528	0.89%
Rumania	46	0.05%	39	0.04%	36	0.04%	26	0.03%	87	0.11%	80	0.09%	874	0.09%
Rusia	295	0.31%	301	0.30%	502	0.61%	586	0.69%	1,026	1.31%	1,023	1.20%	10,204	1.07%
Slovenia	1	0.00%	22	0.02%	0	0.00%	17	0.02%	9	0.01%	28	0.03%	358	0.04%
Suecia	107	0.11%	61	0.06%	59	0.07%	236	0.28%	2,070	2.65%	3,874	4.55%	22,007	2.30%
Suiza	970	1.00%	582	0.57%	491	0.59%	686	0.80%	879	1.12%	954	1.12%	8,805	0.92%
Otros	4,196	4.34%	2,370	2.34%	937	1.13%	1,765	2.06%	3,187	4.07%	2,620	3.07%	28,397	2.97%
SUMA	96,687	100.00%	101,477	100.00%	82,612	100.00%	85,546	100.00%	78,231	100.00%	85,213	100.00%	957,004	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%		

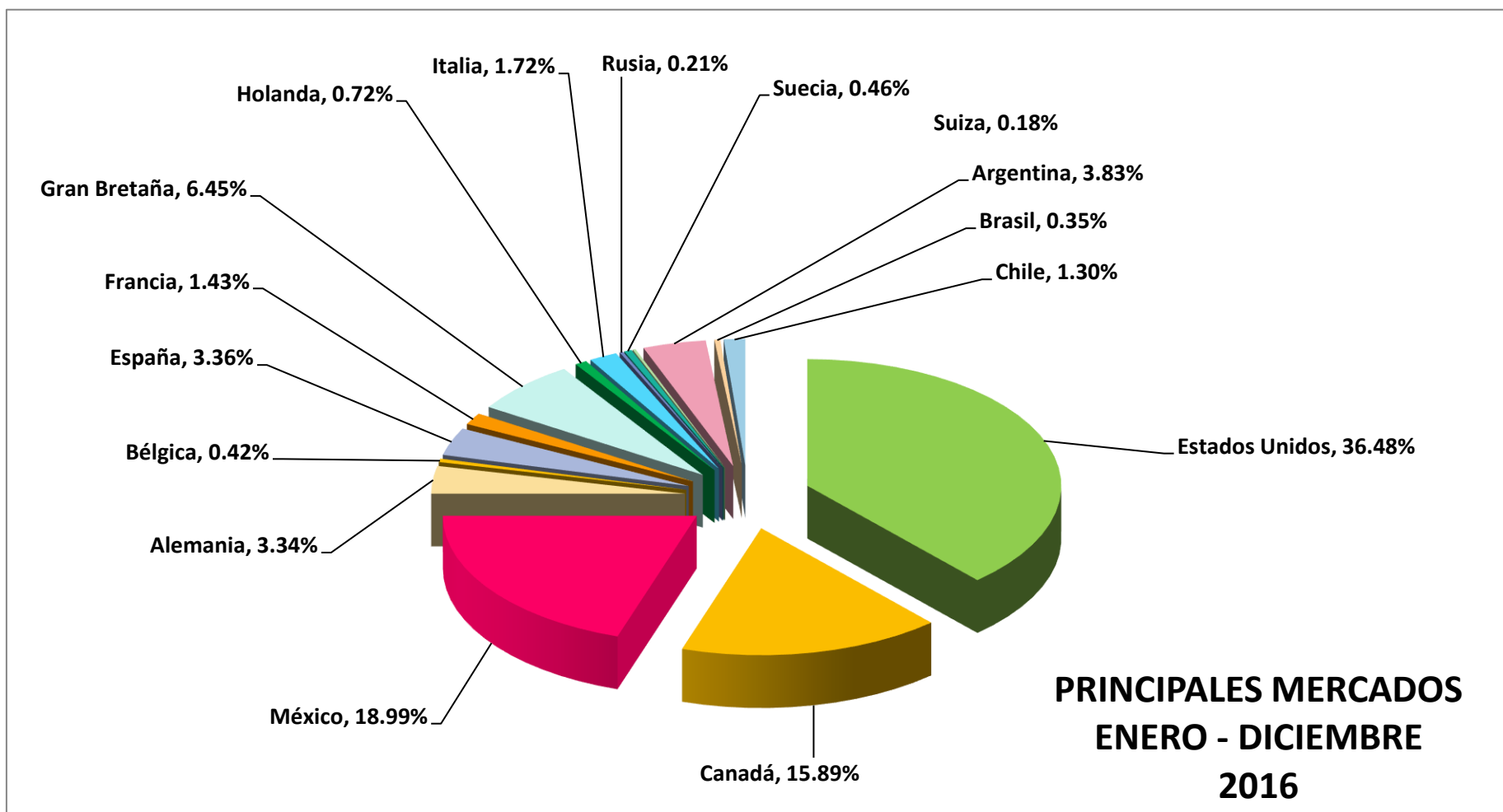
Nota: Los porcentajes en esta tabla, están calculados en base *al total de la afluencia turística* a la Riviera Maya.

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%	144,399	34.56%	1,747,422	36.48%	1	1
2 Canadá	50,261	10.49%	39,926	9.87%	27,642	8.27%	41,787	11.63%	72,173	19.28%	85,946	20.57%	761,169	15.89%	3	3
3 México	102,271	21.35%	88,794	21.94%	96,413	28.83%	91,361	25.42%	71,993	19.23%	72,362	17.32%	909,763	18.99%	2	2
4 Alemania	10,515	2.20%	11,694	2.89%	11,005	3.29%	15,875	4.42%	19,294	5.15%	16,345	3.91%	160,160	3.34%	7	7
5 Bélgica	3,186	0.67%	1,940	0.48%	3,162	0.95%	1,612	0.45%	1,530	0.41%	1,999	0.48%	20,050	0.42%	15	14
6 España	24,522	5.12%	26,441	6.53%	19,778	5.91%	15,260	4.25%	9,715	2.60%	10,085	2.41%	161,166	3.36%	6	6
7 Francia	5,043	1.05%	6,023	1.49%	2,932	0.88%	4,586	1.28%	5,142	1.37%	7,061	1.69%	68,425	1.43%	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%	23,588	5.65%	308,856	6.45%	4	4
9 Holanda	3,217	0.67%	2,367	0.58%	2,413	0.72%	4,633	1.29%	3,421	0.91%	4,627	1.11%	34,609	0.72%	11	11
10 Italia	9,109	1.90%	12,410	3.07%	6,650	1.99%	6,161	1.71%	6,655	1.78%	7,994	1.91%	82,403	1.72%	8	8
11 Rusia	295	0.06%	301	0.07%	502	0.15%	586	0.16%	1,026	0.27%	1,023	0.24%	10,204	0.21%	16	16
12 Suecia	107	0.02%	61	0.02%	59	0.02%	236	0.07%	2,070	0.55%	3,874	0.93%	22,007	0.46%	14	13
13 Suiza	970	0.20%	582	0.14%	491	0.15%	686	0.19%	879	0.23%	954	0.23%	8,805	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%	12,843	3.07%	183,529	3.83%	5	5
15 Brasil	2,083	0.43%	1,166	0.29%	1,310	0.39%	2,068	0.58%	1,463	0.39%	1,745	0.42%	16,983	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%	3,759	0.90%	62,175	1.30%	10	10
17 Colombia	2,255	0.47%	2,612	0.65%	2,617	0.78%	3,180	0.88%	2,710	0.72%	2,261	0.54%	25,063	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%	417,767	94.51%	4,790,056	95.67%		

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

PRINCIPALES MERCADOS ENERO - DICIEMBRE 2016



Nota: Los principales mercados para Riviera Maya de Enero-Diciembre representan el **95.67%** del total de turistas que visitaron el destino.

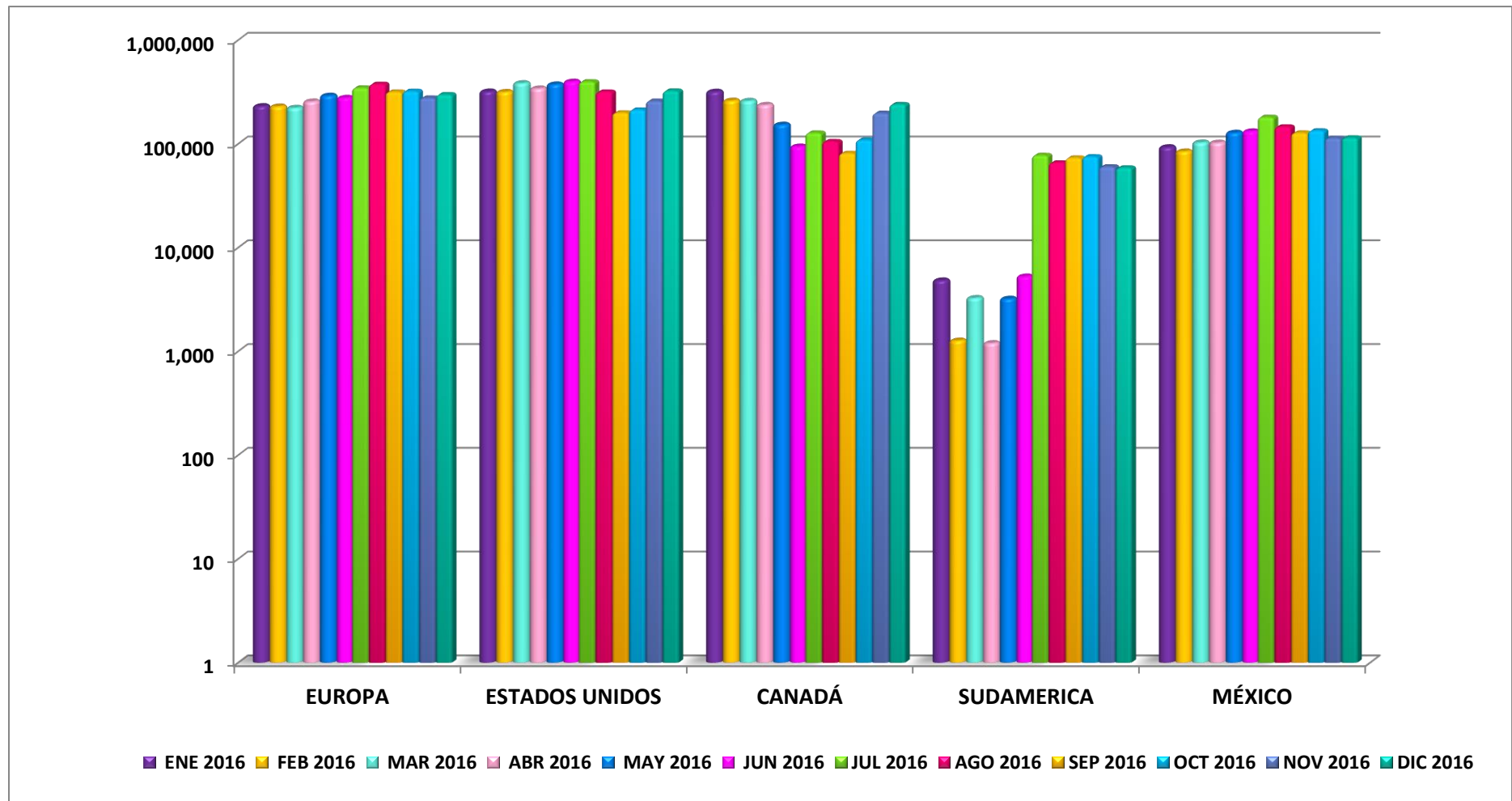
PRINCIPALES MERCADOS POR REGIONES PARA LA RIVIERA MAYA
PRODUCCIÓN CUARTOS NOCHE
PRIMER SEMESTRE AÑO 2016

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%
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	90.6%

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%	240,291	23.2%	2,184,156	18.6%
ESTADOS UNIDOS	397,387	35.1%	316,880	31.3%	199,527	25.0%	212,690	24.9%	258,850	28.5%	324,296	31.3%	3,842,067	32.7%
MÉXICO	181,105	16.0%	146,140	14.5%	127,747	16.0%	133,996	15.7%	113,689	12.5%	114,573	11.0%	1,460,076	12.4%
SUMA	706,029	62.4%	568,491	56.2%	408,472	51.1%	455,680	53.4%	570,413	62.8%	679,160	65.5%	7,486,299	63.7%
EUROPA														
ALEMANIA	41,228	3.6%	41,660	4.1%	46,221	5.8%	56,753	6.7%	71,147	7.8%	65,312	6.3%	622,047	5.3%
BÉLGICA	12,173	1.1%	9,433	0.9%	11,515	1.4%	5,595	0.7%	5,208	0.6%	7,530	0.7%	78,499	0.7%
ESPAÑA	67,027	5.9%	79,654	7.9%	58,345	7.3%	41,520	4.9%	29,185	3.2%	27,314	2.6%	453,047	3.9%
FRANCIA	17,377	1.5%	27,204	2.7%	9,395	1.2%	16,166	1.9%	17,333	1.9%	22,742	2.2%	234,539	2.0%
GRAN BRETAÑA	163,312	14.4%	164,298	16.3%	156,841	19.6%	159,824	18.7%	105,604	11.6%	114,009	11.0%	1,514,825	12.9%
HOLANDA	12,922	1.1%	9,646	1.0%	9,934	1.2%	18,262	2.1%	13,456	1.5%	16,966	1.6%	127,617	1.1%
ITALIA	28,466	2.5%	41,367	4.1%	21,529	2.7%	19,022	2.2%	21,268	2.3%	23,083	2.2%	249,226	2.1%
RUSIA	808	0.1%	1,223	0.1%	1,364	0.2%	1,624	0.2%	3,044	0.3%	2,681	0.3%	33,843	0.3%
SUECIA	545	0.0%	166	0.0%	260	0.0%	896	0.1%	7,374	0.8%	16,352	1.6%	99,567	0.8%
SUIZA	3,318	0.3%	1,950	0.2%	1,735	0.2%	2,484	0.3%	3,483	0.4%	3,152	0.3%	33,005	0.3%
SUMA	347,176	30.7%	376,601	37.3%	317,139	39.7%	322,146	37.8%	277,102	30.5%	299,141	28.8%	3,446,215	29.1%
SUDAMERICA														
ARGENTINA	44,073	3.9%	41,269	4.1%	46,463	5.8%	47,234	5.5%	41,068	4.5%	38,690	3.7%	545,228	4.6%
BRASIL	5390	0.5%	2531	0.3%	3128	0.4%	4,429	0.5%	3,334	0.4%	4,101	0.4%	40,032	0.3%
CHILE	18,895	1.7%	16,489	1.6%	17,622	2.2%	16,993	2.0%	11,959	1.3%	10,228	1.0%	171,595	1.5%
COLOMBIA	9,302	0.8%	5,431	0.5%	6,128	0.8%	6,691	0.8%	3,941	0.4%	5,841	0.6%	56,375	0.5%
SUMA	77,660	6.9%	65,720	6.5%	73,341	9.2%	75,347	8.8%	60,302	6.6%	58,860	5.7%	813,230	6.4%
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%	1,037,161	100.00%	11,745,744	100.00%
TOTAL DESTINO	Ctos. Ocup.	%PART.	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%	1,122,741	86.8%	12,981,612	90.5%

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



COMPARATIVO POR PAISES DE LOS AÑOS 2016 VS 2015
DICIEMBRE

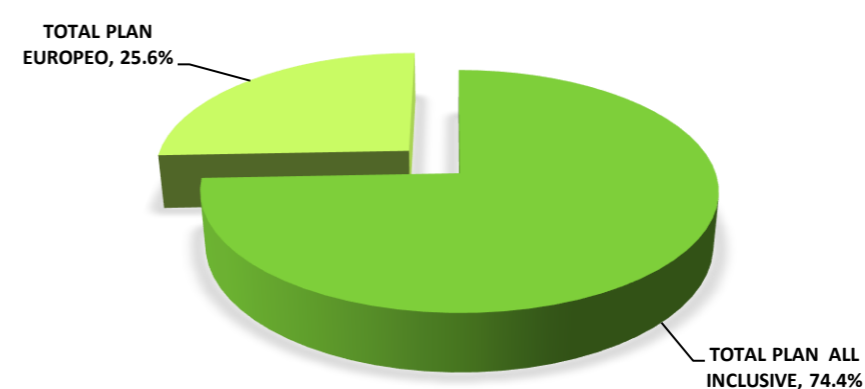
REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	87,985	23.13%	85,946	20.57%	-2,039	-2.32%
Estados Unidos	136,411	35.86%	144,399	34.56%	7,988	5.86%
México	59,419	15.62%	72,362	17.32%	12,943	21.78%
SUMA	283,815	74.61%	302,707	72.46%	18,892	6.66%
SUDAMERICA						
Argentina	10,053	2.64%	12,843	3.07%	2,790	27.75%
Bolivia	197	0.05%	417	0.10%	220	111.68%
Brasil	1,598	0.42%	1,745	0.42%	147	9.20%
Chile	2,929	0.77%	3,759	0.90%	830	28.34%
Colombia	1,714	0.45%	2,261	0.54%	547	31.91%
Ecuador	162	0.04%	291	0.07%	129	79.63%
Paraguay	324	0.09%	192	0.05%	-132	-40.74%
Peru	1,012	0.27%	1,264	0.30%	252	24.90%
Uruguay	692	0.18%	646	0.15%	-46	-6.65%
Venezuela	364	0.10%	377	0.09%	13	3.57%
Otros	247	0.06%	795	0.19%	548	221.86%
SUMA	19,292	5.07%	24,590	5.89%	5,298	27.46%
EUROPA						
Alemania	14,809	3.89%	16,345	3.91%	1,536	10.37%
Austria	397	0.10%	655	0.16%	258	64.99%
Bélgica	1,279	0.34%	1,999	0.48%	720	56.29%
Bulgaria	35	0.01%	126	0.03%	91	260.00%
Dinamarca	121	0.03%	230	0.06%	109	90.08%
España	7,881	2.07%	10,085	2.41%	2,204	27.97%
Finlandia	270	0.07%	220	0.05%	-50	-18.52%
Francia	5,841	1.54%	7,061	1.69%	1,220	20.89%
Gran Bretaña	21,831	5.74%	23,588	5.65%	1,757	8.05%
Grecia	38	0.01%	6	0.00%	-32	-84.21%
Holanda	2,483	0.65%	4,627	1.11%	2,144	86.35%
Hungría	97	0.03%	95	0.02%	-2	-2.06%
Irlanda	118	0.03%	199	0.05%	81	68.64%
Islandia	24	0.01%	4	0.00%	-20	-83.33%
Italia	5,618	1.48%	7,994	1.91%	2,376	42.29%
Luxemburgo	19	0.00%	45	0.01%	26	136.84%
Mónaco	7	0.00%	13	0.00%	6	85.71%
Noruega	429	0.11%	223	0.05%	-206	-48.02%
Polonia	1,179	0.31%	1,163	0.28%	-16	-1.36%
Portugal	449	0.12%	639	0.15%	190	42.32%
Rep. Checa	1,497	0.39%	1,317	0.32%	-180	-12.02%
Rumania	42	0.01%	80	0.02%	38	90.48%
Rusia	1,607	0.42%	1,023	0.24%	-584	-36.34%
Slovenia	23	0.01%	28	0.01%	5	21.74%
Suecia	4,500	1.18%	3,874	0.93%	-626	-13.91%
Suiza	1,024	0.27%	954	0.23%	-70	-6.84%
Otros	556	0.15%	2,620	0.63%	2,064	371.22%
SUMA	72,174	18.97%	85,213	20.40%	13,039	18.07%
OTROS PAISES	5,124	1.35%	5,257	1.26%	133	2.60%
TOTAL	380,405	100.00%	417,767	100.00%	37,362	9.82%

REGIÓN	2015 Participación %		2016 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	764,039	16.39%	761,169	15.89%	-2,870	-0.38%
Estados Unidos	1,755,813	37.67%	1,747,422	36.48%	-8,391	-0.48%
México	838,666	17.99%	909,763	18.99%	71,097	8.48%
SUMA	3,358,518	72.05%	3,418,354	71.36%	59,836	1.78%
SUDAMERICA						
Argentina	164,016	3.52%	183,529	3.83%	19,513	11.90%
Bolivia	2,124	0.05%	2,017	0.04%	-107	-5.04%
Brasil	23,199	0.50%	16,983	0.35%	-6,216	-26.79%
Chile	48,286	1.04%	62,175	1.30%	13,889	28.76%
Colombia	28,328	0.61%	25,063	0.52%	-3,265	-11.53%
Ecuador	2,501	0.05%	3,270	0.07%	769	30.75%
Paraguay	2,981	0.06%	2,727	0.06%	-254	-8.52%
Peru	21,312	0.46%	22,088	0.46%	776	3.64%
Uruguay	24,663	0.53%	26,441	0.55%	1,778	7.21%
Venezuela	4,218	0.09%	2,302	0.05%	-1,916	-45.42%
Otros	3,443	0.07%	7,087	0.15%	3,644	105.84%
SUMA	325,071	6.97%	353,682	7.38%	28,611	8.80%
EUROPA						
Alemania	139,833	3.00%	160,160	3.34%	20,327	14.54%
Austria	3,662	0.08%	5,942	0.12%	2,280	62.26%
Bélgica	14,249	0.31%	21,078	0.44%	6,829	47.93%
Bulgaria	288	0.01%	682	0.01%	394	136.81%
Dinamarca	1,486	0.03%	1,427	0.03%	-59	-3.97%
España	159,326	3.42%	161,166	3.36%	1,840	1.15%
Finlandia	1,170	0.03%	1,066	0.02%	-104	-8.89%
Francia	77,562	1.66%	68,425	1.43%	-9,137	-11.78%
Gran Bretaña	302,770	6.49%	308,856	6.45%	6,086	2.01%
Grecia	354	0.01%	282	0.01%	-72	-20.34%
Holanda	36,649	0.79%	34,609	0.72%	-2,040	-5.57%
Hungría	669	0.01%	721	0.02%	52	7.77%
Irlanda	2,799	0.06%	2,779	0.06%	-20	-0.71%
Islandia	198	0.00%	112	0.00%	-86	-43.43%
Italia	87,569	1.88%	82,403	1.72%	-5,166	-5.90%
Luxemburgo	345	0.01%	352	0.01%	7	2.03%
Mónaco	95	0.00%	45	0.00%	-50	-52.63%
Noruega	6,148	0.13%	2,928	0.06%	-3,220	-52.37%
Polonia	7,978	0.17%	6,986	0.15%	-992	-12.43%
Portugal	7,400	0.16%	17,812	0.37%	10,412	140.70%
Rep. Checa	3,138	0.07%	8,528	0.18%	5,390	171.77%
Rumania	427	0.01%	874	0.02%	447	104.68%
Rusia	12,485	0.27%	10,204	0.21%	-2,281	-18.27%
Slovenia	199	0.00%	358	0.01%	159	79.90%
Suecia	27,134	0.58%	22,007	0.46%	-5,127	-18.90%
Suiza	10,041	0.22%	8,805	0.18%	-1,236	-12.31%
Otros	10,757	0.23%	28,397	0.59%	17,640	163.99%
SUMA	914,731	19.62%	957,004	19.98%	42,273	4.62%
OTROS PAISES	63,321	1.36%	61,016	1.27%	-2,305	-3.64%
TOTAL	4,661,641	100.00%	4,790,056	100.00%	128,415	2.75%

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 BUNC	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 OCEAN RIVIERA PARADISE	974	5 estrellas
56 PARADISUS Playa del Carmen LA ESMERALDA	510	5 estrellas
57 PARADISUS Playa del Carmen LA PERLA	394	5 estrellas
58 PAVO REAL BEACH RESORT	112	4 estrellas
59 PLATINUM YUCATAN PRINCESS	472	5 estrellas
60 PLAYACAR PALACE	201	5 estrellas
61 RIU LA LUPITA	300	5 estrellas
62 RIU PALACE MEXICO	434	Gran Turismo
63 RIU PALACE RIVIERA MAYA	460	Especial
64 RIU PLAYACAR	388	5 estrellas
65 RIU TEQUILA	664	5 estrellas
66 RIU YUCATAN	507	5 estrellas
67 SANDOS CARACOL ECO EXPERIENCE RESORT	956	5 estrellas
68 SANDOS PLAYACAR BEACH EXPERIENCE RESORT	819	5 estrellas
69 SECREST AKUMAL RIVIERA MAYA	434	5 estrellas
70 SECRETS CAPRI RIVIERA CANCUN	291	Gran Turismo
71 SECRETS MAROMA BEACH	412	5 estrellas
72 SENSIMAR SEASIDE SUITES & SPA	194	Gran Turismo
73 THE REEF COCO BEACH	196	5 estrellas
74 THE REEF PLAYACAR	196	4 estrellas
75 THE ROYAL PLAYA DEL CARMEN	513	Gran Turismo
76 VALENTIN IMPERIAL MAYA	540	5 estrellas
77 VIVA WYNDHAM AZTECA	335	5 estrellas
78 VIVA WYNDHAM MAYA	604	4 estrellas
SUMAS	33,630	

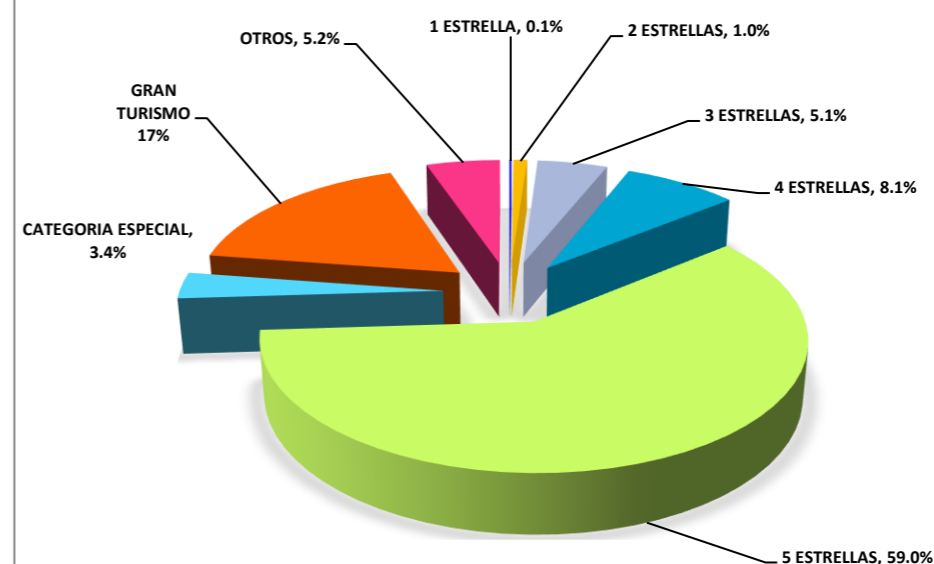
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	33,630	78	74.4%
TOTAL PLAN EUROPEO	11,587	333	25.6%
SUMAS	45,217	411	100.0%

DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE



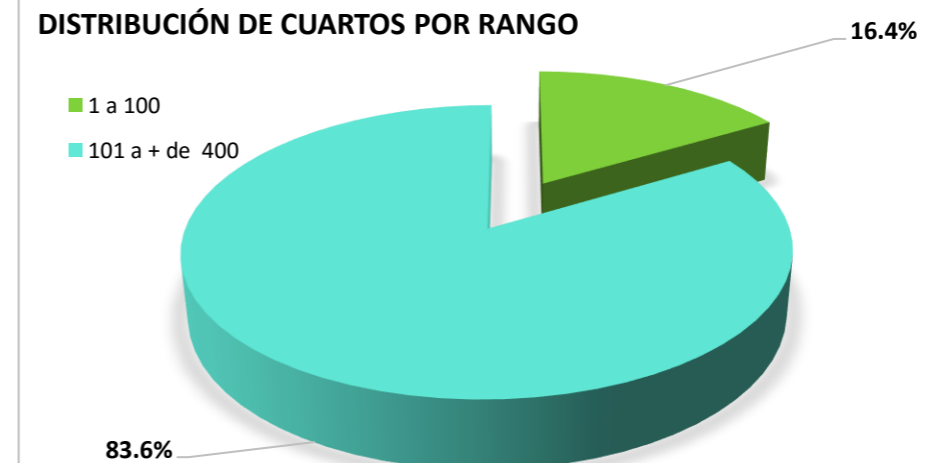
CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	437	22	1.0%
3 ESTRELLAS	2,246	87	5.0%
4 ESTRELLAS	3,669	51	8.1%
5 ESTRELLAS	27,053	71	59.8%
CATEGORIA ESPECIAL	1,526	13	3.4%
GRAN TURISMO	7,866	22	17.4%
OTROS	2,356	143	5.2%
SUMAS	45,217	411	100.0%

DISTRIBUCIÓN DE CUARTOS POR CATEGORIA



RANGO	Cuartos	# Htls.	%
1 a 100	7,438	321	16.4%
101 a + de 400	37,779	90	83.6%
SUMAS	45,217	411	100.0%

DISTRIBUCIÓN DE CUARTOS POR RANGO



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

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.1%	4,563	10.1%
COBA	2	0.5%	49	0.1%
KANTENAH	10	2.4%	3,127	6.9%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	173	42.1%	8,388	18.6%
PLAYA DEL SECRETO	1	0.2%	540	1.2%
PLAYA PARAISO	12	2.9%	3,969	8.8%
PLAYACAR	24	5.8%	6,769	15.0%
PUERTO AVENTURAS	14	3.4%	5,238	11.6%
PUNTA ALLEN	6	1.5%	59	0.1%
PUNTA BETE XCALACOCO	17	4.1%	5,970	13.2%
PUNTA BRAVA	1	0.2%	680	1.5%
PUNTA MAROMA	9	2.2%	2,206	4.9%
SIAN KA'AN	5	1.2%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	102	24.8%	2,195	4.9%
XCARET	1	0.2%	757	1.7%
XPU-HA	4	1.0%	471	1.0%
TOTAL	411	100.0%	45,217	100.0%

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

