



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

JUNIO 2017

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima tercera** edición correspondiente al mes de Junio del año 2017, fue elaborado con un muestreo de **36,701** cuartos, que corresponde al 80.01 % del total de cuartos existentes a la fecha, los cuales son **45,869** de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

Elaborado por:
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de la Riviera Maya.

BAROMETRO TURÍSTICO RIVIERA MAYA
RESUMEN COMPARATIVO MENSUAL
MES DE JUNIO DE 2017

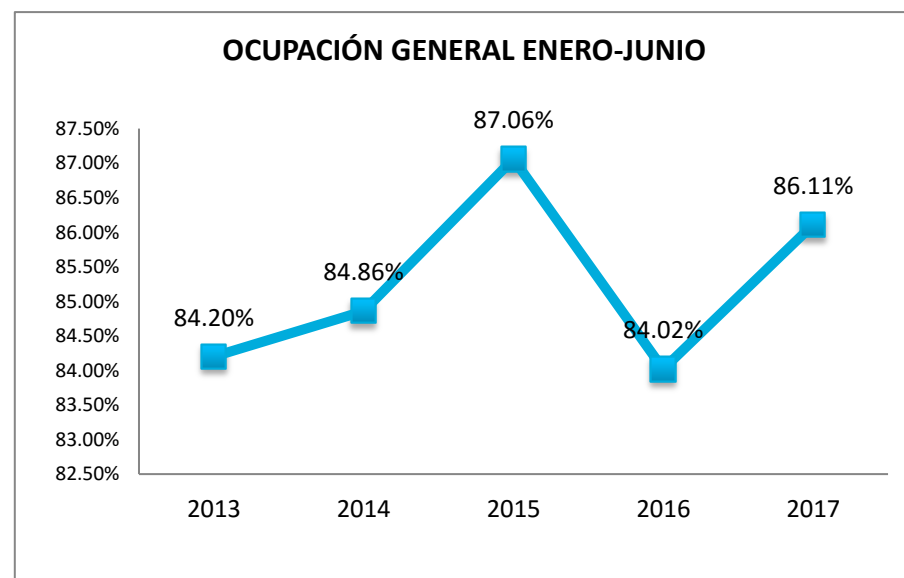
CONCEPTO	JUNIO		VARIACIÓN	
	2016	2017	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	43,669	45,869	2,200	5.04%
CUARTOS NOCHE DISPONIBLES	1,304,052	1,340,648	36,596	2.81%
CUARTOS NOCHE OCUPADOS	1,095,172	1,148,139	52,967	4.84%
% DE OCUPACION	83.98%	85.64%	1.66%	
% DE OCUPACION TODO INCLUIDO	86.05%	88.91%	2.86%	
ESTADIA PROMEDIO				
	2016	2017		
GENERAL	5.77	5.51	(0.26)	
TURISMO NACIONAL	3.77	3.45	(0.32)	
TURISMO INTERNACIONAL	6.19	5.94	(0.25)	
TARIFA PROMEDIO (pesos)	\$ 4,165.57	\$ 4,680.92	515	12.37%
AFLUENCIA DEL TURISMO				
	2016	2017		
TOTAL	423,887	461,765	37,878	8.94%
NACIONALES	83,964	86,811	2,847	3.39%
EXTRANJEROS	339,923	374,954	35,031	10.31%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES				
	2016		2017	
EUROPA	77,205	22.71%	91,149	24.31%
ESTADOS UNIDOS	190,728	56.11%	201,328	53.69%
CANADÁ	34,217	10.07%	36,654	9.78%
SUDAMERICA	32,312	9.51%	38,495	10.27%
RESTO DEL MUNDO	5,461	1.61%	7,328	1.95%
	339,923	100.00%	374,954	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2016	2017		
TOTAL	1,095,172	1,148,139	52,967	4.84%
NACIONALES	131,893	124,791	-7,102	-5.38%
EXTRANJEROS	963,279	1,023,348	60,069	6.24%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2016		2017	
EUROPA (Principales países)	277,557	28.8%	322,423	31.5%
ESTADOS UNIDOS	397,350	41.2%	433,693	42.4%
CANADÁ	94,097	9.8%	101,868	10.0%
SUDAMERICA (Principales países)	74,397	7.7%	113,809	11.1%
RESTO DEL MUNDO	119,878	12.44%	51,555	5.0%
	963,279	100.00%	1,023,348	100.00%

BAROMETRO TURÍSTICO RIVIERA MAYA
RESUMEN COMPARATIVO MENSUAL
MES DE ENERO-JUNIO DE 2017

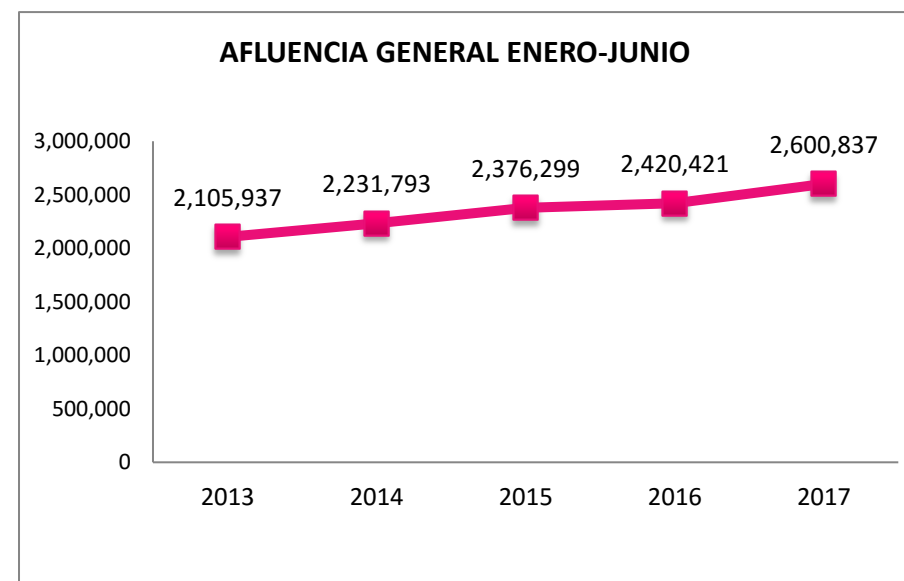
CONCEPTO	ENERO-JUNIO		VARIACIÓN	
	2016	2017	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	43,669	45,869	2,200	5.04%
CUARTOS NOCHE DISPONIBLES	7,892,159	8,182,856	290,697	3.68%
CUARTOS NOCHE OCUPADOS	6,631,361	7,046,099	414,738	6.25%
% DE OCUPACION	84.02%	86.11%	2.08%	
% DE OCUPACION TODO INCLUIDO	84.87%	87.37%	2.50%	
ESTADIA PROMEDIO				
	2016	2017		
GENERAL	5.97	5.85	(0.12)	
TURISMO NACIONAL	4.18	4.00	(0.18)	
TURISMO INTERNACIONAL	6.40	6.28	(0.12)	
TARIFA PROMEDIO (pesos)	\$ 4,953.84	\$ 5,280.62	327	6.60%
AFLUENCIA DEL TURISMO				
	2016	2017		
TOTAL	2,420,421	2,600,837	180,416	7.45%
NACIONALES	386,569	380,843	-5,726	-1.48%
EXTRANJEROS	2,033,852	2,219,994	186,142	9.15%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES				
	2016		2017	
EUROPA	427,238	21.01%	474,912	21.39%
ESTADOS UNIDOS	965,174	47.46%	1,003,282	45.19%
CANADÁ	443,434	21.80%	487,587	21.96%
SUDAMERICA	171,159	8.42%	221,621	9.98%
RESTO DEL MUNDO	26,847	1.32%	32,592	1.47%
	2,033,852	100.00%	2,219,994	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2016	2017		
TOTAL	6,631,361	7,046,099	414,738	6.25%
NACIONALES	642,826	622,447	-20,379	-3.17%
EXTRANJEROS	5,988,535	6,423,652	435,117	7.27%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2016		2017	
EUROPA (Principales países)	1,506,910	25.2%	1,601,775	24.9%
ESTADOS UNIDOS	2,132,437	35.6%	2,175,624	33.9%
CANADÁ	1,322,791	22.1%	1,401,251	21.8%
SUDAMERICA (Principales países)	402,000	6.7%	341,427	5.3%
RESTO DEL MUNDO	624,397	10.43%	903,575	14.1%
	5,988,535	100.00%	6,423,652	100.00%

COMPARATIVO OCUPACIÓN Y AFLUENCIA 2013-2017

MES	OCUPACIÓN GENERAL					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	85.93%	85.97%	87.62%	82.27%	84.23%	-1.70%	-1.74%	-3.39%	1.96%
FEB	90.21%	90.04%	91.03%	83.92%	86.99%	-3.22%	-3.05%	-4.04%	3.07%
MAR	88.88%	85.71%	85.84%	84.25%	84.67%	-4.21%	-1.04%	-1.17%	0.42%
ABR	86.36%	86.04%	88.81%	85.41%	87.99%	1.63%	1.95%	-0.82%	2.58%
MAY	77.90%	82.46%	85.83%	84.33%	87.24%	9.34%	4.78%	1.41%	2.91%
JUN	76.31%	79.28%	83.57%	83.98%	85.64%	9.33%	6.36%	2.07%	1.66%
JUL									
AGO									
SEPT									
OCT									
NOV									
DIC									
Total	84.20%	84.86%	87.06%	84.02%	86.11%	1.91%	1.25%	-0.95%	2.09%

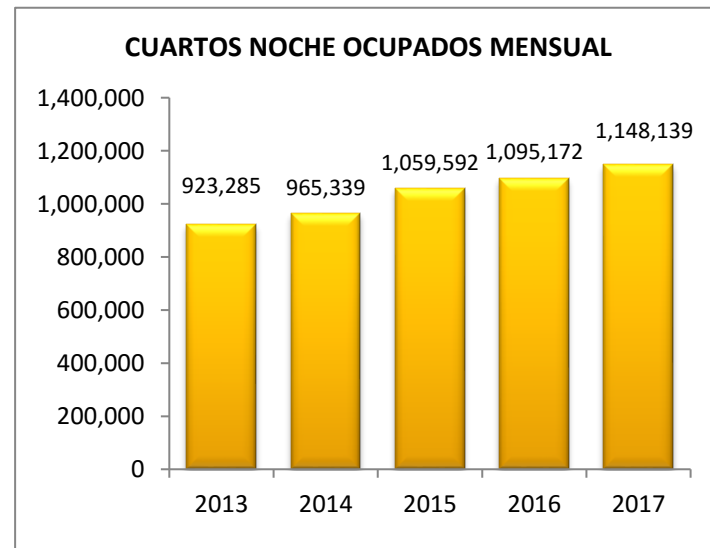


MES	AFLUENCIA TURÍSTICA					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	332,698	352,269	372,836	383,818	411,106	23.57%	16.70%	10.26%	7.11%
FEB	326,017	346,915	357,883	360,631	397,370	21.89%	14.54%	11.03%	10.19%
MAR	392,852	388,619	399,907	424,912	425,097	8.21%	9.39%	6.30%	0.04%
ABR	350,572	378,180	397,305	399,604	452,688	29.13%	19.70%	13.94%	13.28%
MAY	349,764	390,941	441,929	427,569	452,811	29.46%	15.83%	2.46%	5.90%
JUN	354,034	374,869	406,439	423,887	461,765	30.43%	23.18%	13.61%	8.94%
JUL									
AGO									
SEPT									
OCT									
NOV									
DIC									
Total	2,105,937	2,231,793	2,376,299	2,420,421	2,600,837	23.50%	16.54%	9.45%	7.45%



**COMPARATIVO CUARTOS NOCHE OCUPADOS
2013-2017**

MES	CUARTOS NOCHE OCUPADOS MENSUAL					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	1,070,536	1,078,745	1,134,307	1,098,764	1,171,771	9.46%	8.62%	3.30%	6.64%
FEB	1,014,572	1,025,828	1,067,830	1,060,606	1,104,039	8.82%	7.62%	3.39%	4.10%
MAR	1,108,163	1,080,012	1,115,291	1,134,371	1,194,684	7.81%	10.62%	7.12%	5.32%
ABR	1,042,957	1,047,638	1,116,982	1,114,344	1,194,886	14.57%	14.06%	6.97%	7.23%
MAY	970,720	1,036,819	1,116,279	1,128,104	1,232,580	26.98%	18.88%	10.42%	9.26%
JUN	923,285	965,339	1,059,592	1,095,172	1,148,139	24.35%	18.94%	8.36%	4.84%
JUL									
AGO									
SEPT									
OCT									
NOV									
DIC									



MES	CUARTOS NOCHE OCUPADOS ACUMULADOS					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE-FEB	2,085,108	2,104,573	2,202,137	2,159,370	2,275,810	9.15%	8.14%	3.35%	5.39%
ENE-MAR	3,193,271	3,184,585	3,317,428	3,293,741	3,470,494	8.68%	8.98%	4.61%	5.37%
ENE-ABR	4,236,228	4,232,223	4,434,410	4,408,085	4,665,380	10.13%	10.23%	5.21%	5.84%
ENE-MAY	5,206,948	5,269,042	5,550,689	5,536,189	5,897,960	13.27%	11.94%	6.26%	6.53%
ENE-JUN	6,130,233	6,234,381	6,610,281	6,631,361	7,046,099	14.94%	13.02%	6.59%	6.25%
ENE-JUL									
ENE-AGO									
ENE-SEPT									
ENE-OCT									
ENE-NOV									
ENE-DIC									



TABLA DE OCUPACION HOTELERA AÑO 2017

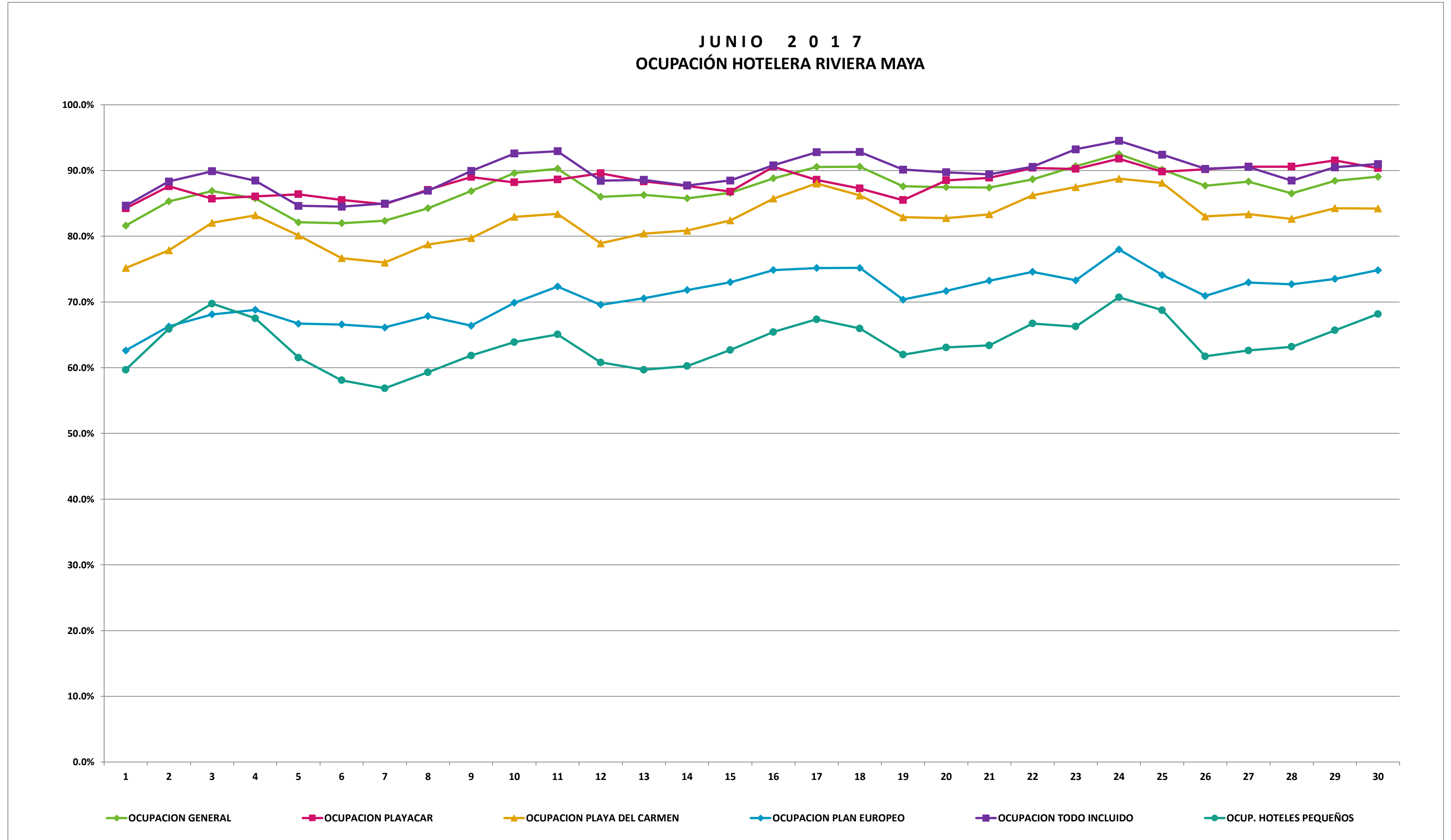
MES	No. DE HOTELES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
			DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	413	45,298	1,391,208	1,171,771	84.23%	61,096	14.86%	350,010	85.14%	411,106	6.08
FEBRERO	413	45,331	1,269,156	1,104,039	86.99%	41,682	10.49%	355,688	89.51%	397,370	5.94
MARZO	414	45,779	1,411,002	1,194,684	84.67%	43,942	10.34%	381,155	89.66%	425,097	5.94
ABRIL	414	45,782	1,357,914	1,194,886	87.99%	66,005	14.58%	386,683	85.42%	452,688	5.92
MAYO	414	45,782	1,412,928	1,232,580	87.24%	81,307	17.96%	371,504	82.04%	452,811	5.72
JUNIO	414	45,869	1,340,648	1,148,139	85.64%	86,811	18.80%	374,954	81.20%	461,765	5.51
JULIO											
AGOSTO											
SEPTIEMBRE											
OCTUBRE											
NOVIEMBRE											
DICIEMBRE											

ACUMULADO ANUAL

ENE-FEB	413	45,331	2,660,364	2,275,810	85.55%	102,778	12.71%	705,698	87.29%	808,476	6.01
ENE-MAR	414	45,779	4,071,366	3,470,494	85.24%	146,720	11.89%	1,086,853	88.11%	1,233,573	5.99
ENE-ABR	414	45,782	5,429,280	4,665,380	85.93%	212,725	12.62%	1,473,536	87.38%	1,686,261	5.97
ENE-MAY	414	45,782	6,842,208	5,897,960	86.20%	294,032	13.75%	1,845,040	86.25%	2,139,072	5.92
ENE-JUN	414	45,869	8,182,856	7,046,099	86.11%	380,843	14.64%	2,219,994	85.36%	2,600,837	5.85
ENE-JUL											
ENE-AGO											
ENE-SEP											
ENE-OCT											
ENE-NOV											
ENE-DIC											

FIDEICOMISO TURÍSTICA RIVIERA MAYA
OCUPACIÓN HOTELERA DIARIA
JUNIO DE 2017

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	81.6%	85.3%	86.9%	85.8%	82.1%	82.0%	82.4%	84.3%	86.9%	89.6%	90.3%	86.0%	86.3%	85.8%	86.6%	88.8%	90.5%	90.6%	87.6%	87.5%	87.4%	88.7%	90.7%	92.5%	90.2%	87.7%	88.3%	86.5%	88.4%	89.1%	85.64%
OCUPACION PLAYACAR	84.2%	87.6%	85.7%	86.1%	86.4%	85.5%	84.9%	87.1%	89.0%	88.2%	88.6%	89.6%	88.3%	87.7%	86.8%	90.6%	88.6%	87.3%	85.5%	88.5%	88.9%	90.4%	90.2%	91.8%	89.8%	90.2%	90.6%	90.6%	91.5%	90.4%	88.35%
OCUPACION PLAYA DEL CARMEN	75.2%	77.9%	82.1%	83.2%	80.1%	76.7%	76.0%	78.8%	79.7%	83.0%	83.4%	78.9%	80.4%	80.9%	82.4%	85.7%	88.0%	86.2%	82.9%	82.8%	83.3%	86.2%	87.5%	88.8%	88.1%	83.0%	83.4%	82.6%	84.3%	84.2%	82.52%
OCUPACION PLAN EUROPEO	62.6%	66.3%	68.1%	68.8%	66.7%	66.6%	66.1%	67.8%	66.4%	69.9%	72.3%	69.6%	70.6%	71.8%	73.0%	74.9%	75.2%	75.2%	70.4%	71.7%	73.2%	74.6%	73.3%	78.0%	74.1%	70.9%	73.0%	72.7%	73.5%	74.8%	71.07%
OCUPACION TODO INCLUIDO	84.6%	88.3%	89.9%	88.5%	84.6%	84.5%	85.0%	86.9%	88.9%	92.6%	92.9%	88.4%	88.6%	87.7%	88.5%	90.8%	92.8%	92.8%	90.2%	89.7%	89.4%	90.6%	93.2%	94.5%	92.4%	90.3%	90.6%	88.5%	90.5%	91.0%	88.91%
OCUP. HOTELES PEQUEÑOS	59.7%	65.9%	69.8%	67.5%	61.5%	58.1%	56.9%	59.3%	61.8%	63.9%	65.1%	60.8%	59.7%	60.3%	62.7%	65.4%	67.4%	66.0%	62.0%	63.1%	63.4%	66.7%	66.3%	70.7%	68.7%	61.7%	62.6%	63.2%	65.7%	68.2%	63.79%





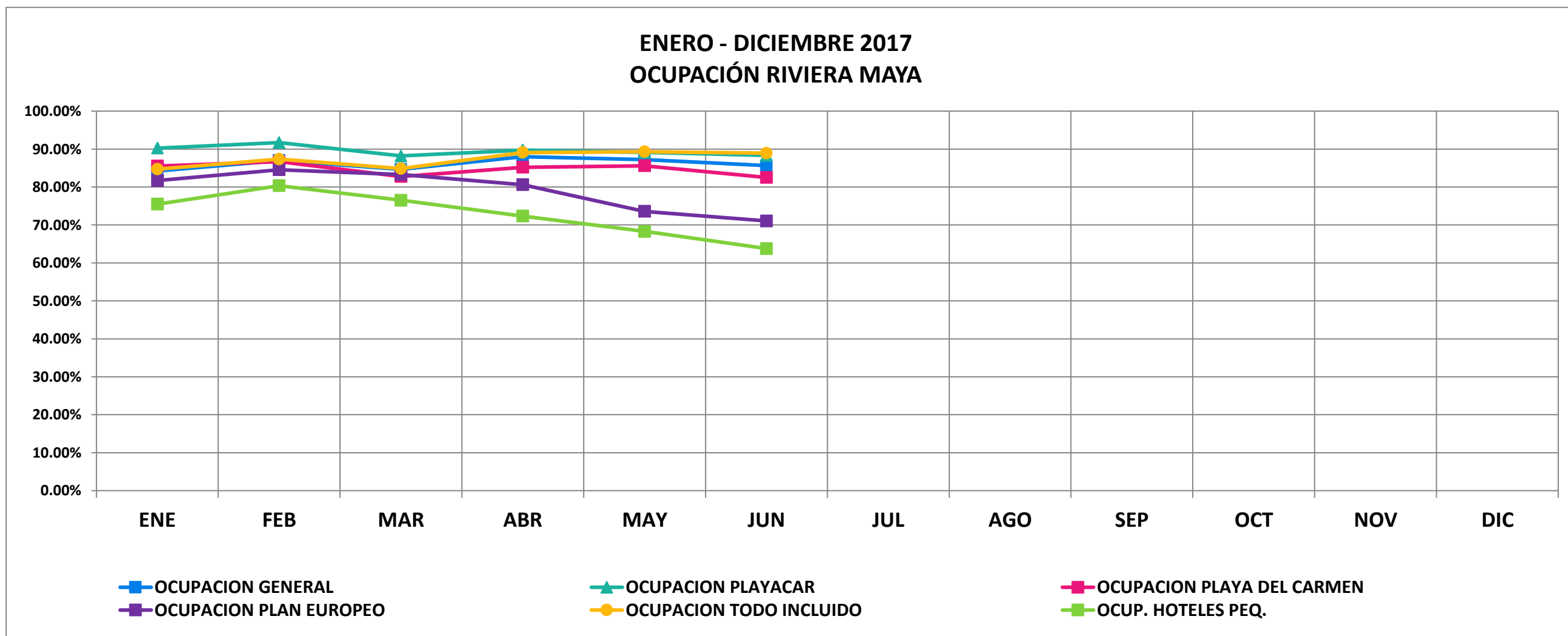
FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

DEPARTAMENTO DE ESTADÍSTICA

OCUPACIÓN HOTELERA MENSUAL

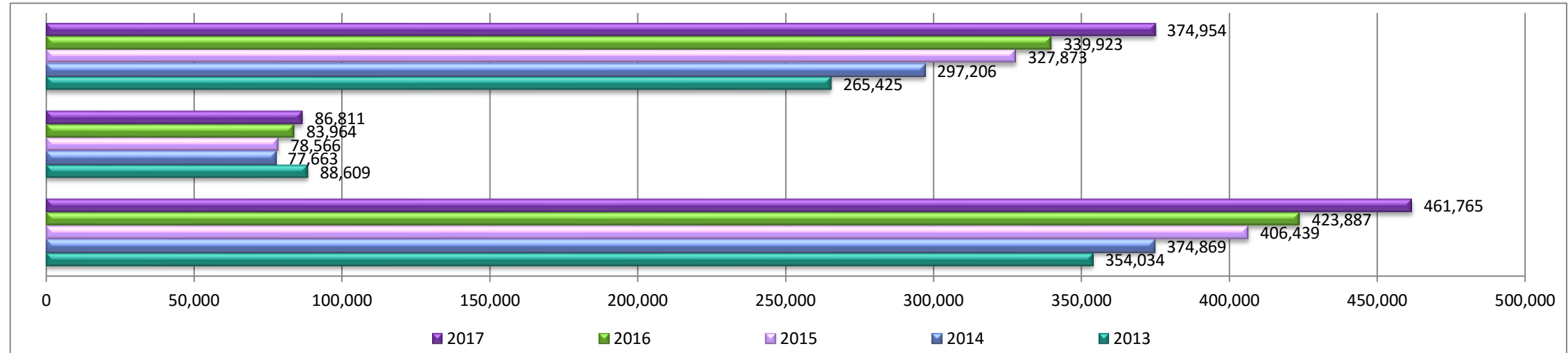
ENERO - DICIEMBRE 2017

MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
OCUPACION GENERAL	84.23%	86.99%	84.67%	87.99%	87.24%	85.64%							86.11%
OCUPACION PLAYACAR	90.27%	91.70%	88.20%	89.74%	89.11%	88.35%							89.56%
OCUPACION PLAYA DEL CARMEN	85.53%	86.68%	82.79%	85.21%	85.60%	82.52%							84.72%
OCUPACION PLAN EUROPEO	81.68%	84.55%	83.30%	80.61%	73.60%	71.07%							79.13%
OCUPACION TODO INCLUIDO	84.70%	87.36%	84.85%	89.09%	89.29%	88.91%							86.20%
OCUP. HOTELES PEQ.	75.50%	80.35%	76.50%	72.36%	68.29%	63.79%							72.80%



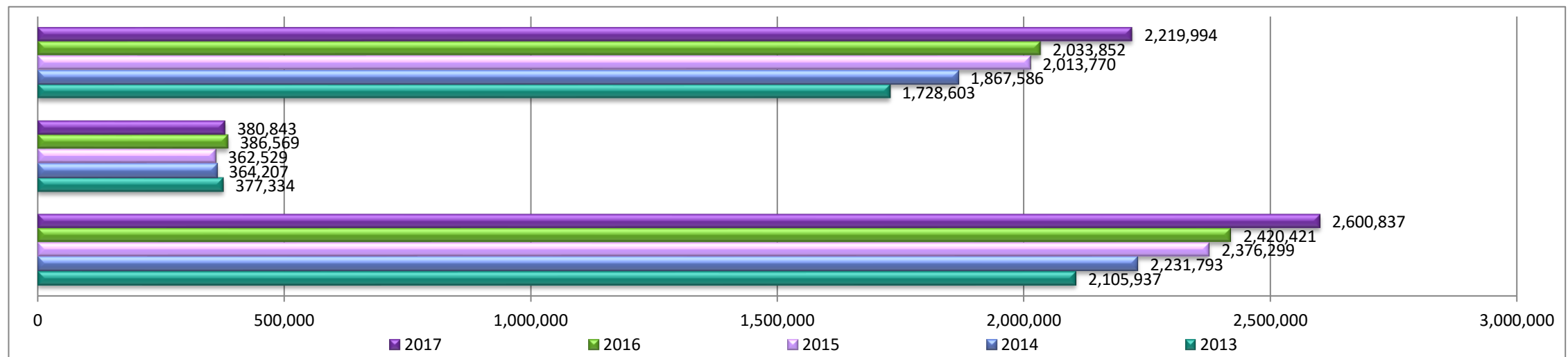
PROCEDENCIA DEL TURISMO JUNIO

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
TOTAL	354,034	100.00%	374,869	100.00%	406,439	100.00%	423,887	100.00%	461,765	100.00%	30.43%	23.18%	13.61%	8.94%
NACIONALES	88,609	25.03%	77,663	20.72%	78,566	19.33%	83,964	19.81%	86,811	18.80%	-2.03%	11.78%	10.49%	3.39%
EXTRANJEROS	265,425	74.97%	297,206	79.28%	327,873	80.67%	339,923	80.19%	374,954	81.20%	41.27%	26.16%	14.36%	10.31%



ENERO - JUNIO

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
TOTAL	2,105,937	100.00%	2,231,793	100.00%	2,376,299	100.00%	2,420,421	100.00%	2,600,837	100.00%	23.50%	16.54%	9.45%	7.45%
NACIONALES	377,334	17.92%	364,207	16.32%	362,529	15.26%	386,569	15.97%	380,843	14.64%	0.93%	4.57%	5.05%	-1.48%
EXTRANJEROS	1,728,603	82.08%	1,867,586	83.68%	2,013,770	84.74%	2,033,852	84.03%	2,219,994	85.36%	28.43%	18.87%	10.24%	9.15%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
JUNIO 2017

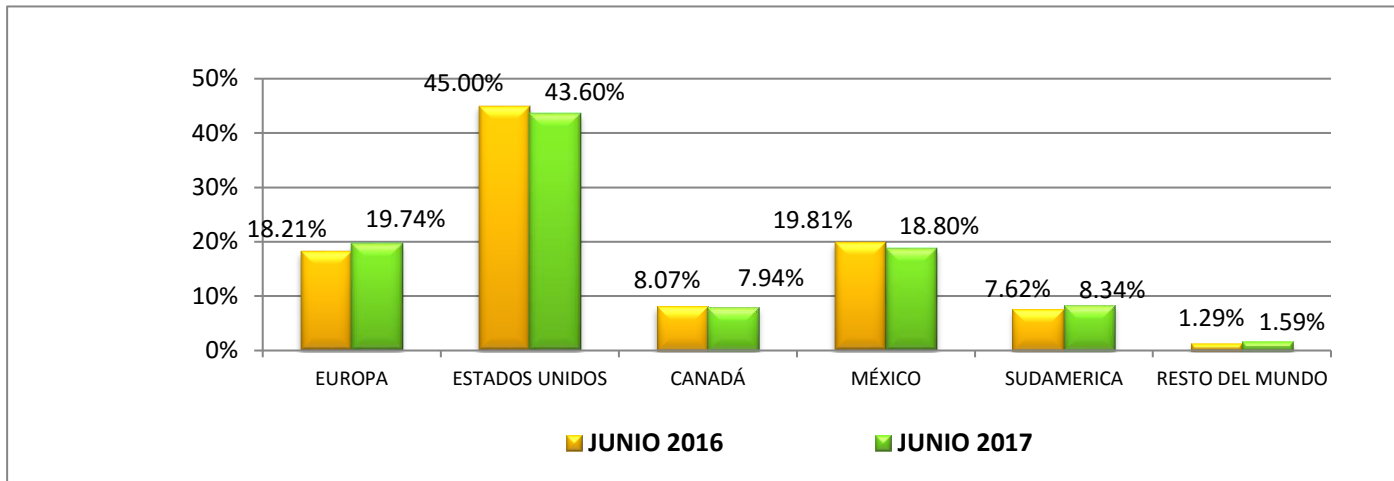
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	36,654	7.94	Bahamas	3	0.00	Alemania	14,122	3.06
Estados Unidos	201,328	43.60	Bermudas	6	0.00	Austria	266	0.06
México	86,811	18.80	Cuba	213	0.05	Bélgica	1,563	0.34
SUMA	324,793	70.34	Curacao	0	0.00	Bulgaria	22	0.00
			Haiti	4	0.00	Dinamarca	68	0.01
			Jamaica	16	0.00	España	16,901	3.66
			Puerto Rico	1214	0.26	Finlandia	44	0.01
			Rep. Dominicana	192	0.04	Francia	2,585	0.56
			Otros	61	0.01	Gran Bretaña	31,727	6.87
			SUMA	1709	0.37	Grecia	12	0.00
						Holanda	4,060	0.88
2.- CENTRO AMERICA			5.-OCEANIA			Hungria		
Belice	62	0.01	Australia	583	0.13	Irlanda	157	0.03
Costa Rica	83	0.02	Nueva Zelanda	25	0.01	Islandia	223	0.05
El Salvador	58	0.01	Otros	1	0.00	Italia	8,845	1.92
Guatemala	167	0.04	SUMA	609	0.13	Luxemburgo	18	0.00
Nicaragua	44	0.01				Mónaco	1	0.00
Panamá	2,756	0.60	6.- ASIA			Noruega	127	0.03
Otros	404	0.09	Arabia	370	0.08	Polonia	797	0.17
SUMA	3,574	0.77	China	58	0.01	Portugal	1,612	0.35
			Corea	83	0.02	Rep. Checa	40	0.01
			Filipinas	7	0.00	Rumania	75	0.02
			India	80	0.02	Rusia	376	0.08
			Israel	376	0.08	Slovenia	1	0.00
			Japón	28	0.01	Suecia	95	0.02
			Paquistán	9	0.00	Suiza	840	0.18
			Turquia	46	0.01	Otros	6,528	1.41
			Otros	301	0.07	SUMA	91,149	19.74
			SUMA	1,358	0.29			
						GRAN TOTAL		
3.- SUDAMERICA			7.- AFRICA				461,765	100.00
Argentina	25,161	5.45	Argelia	1	0.00			
Bolivia	285	0.06	Egipto	9	0.00			
Brasil	2,105	0.46	Sudáfrica	13	0.00			
Chile	4,340	0.94	Otros	55	0.01			
Colombia	1,887	0.41	SUMA	78	0.02			
Ecuador	322	0.07						
Paraguay	223	0.05						
Perú	943	0.20						
Uruguay	2,999	0.65						
Venezuela	158	0.03						
Otros	72	0.02						
SUMA	38,495	8.34						

PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENERO - JUNIO 2017

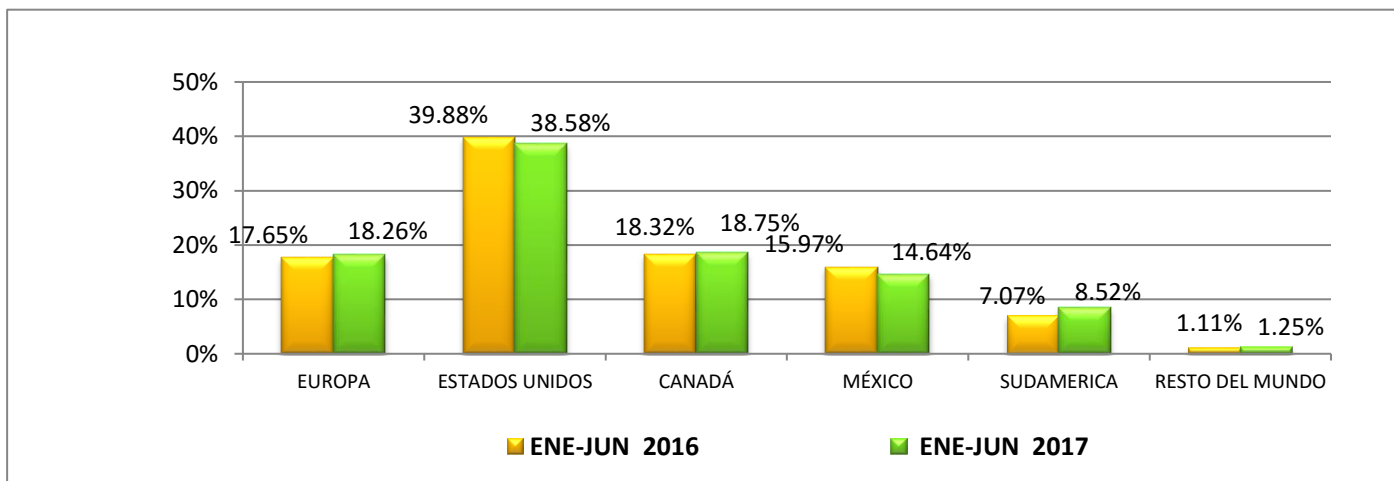
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	487,587	18.75	Bahamas	34	0.00	Alemania	88,612	3.41
Estados Unidos	1,003,282	38.58	Bermudas	73	0.00	Austria	3,468	0.13
México	380,843	14.64	Cuba	585	0.02	Bélgica	10,728	0.41
SUMA	1,871,712	71.97	Curacao	0	0.00	Bulgaria	451	0.02
			Haiti	56	0.00	Dinamarca	1,260	0.05
			Jamaica	173	0.01	España	65,106	2.50
			Puerto Rico	1,609	0.06	Finlandia	642	0.02
			Rep. Dominicana	1,094	0.04	Francia	41,367	1.59
			Otros	491	0.02	Gran Bretaña	130,704	5.03
			SUMA	4,115	0.16	Grecia	277	0.01
2.- CENTRO AMERICA			5.-OCEANIA			8.-EUROPA		
Belice	473	0.02	Australia	3,223	0.12	Holanda	19,001	0.73
Costa Rica	965	0.04	Nueva Zelanda	278	0.01	Hungría	370	0.01
El Salvador	455	0.02	Otros	17	0.00	Irlanda	1,200	0.05
Guatemala	1,244	0.05	SUMA	3,518	0.14	Islandia	266	0.01
Nicaragua	163	0.01				Italia	43,153	1.66
Panamá	10,105	0.39				Luxemburgo	544	0.02
Otros	1,430	0.05				Mónaco	87	0.00
SUMA	14,835	0.57				Noruega	1,488	0.06
			6.- ASIA			8.-EUROPA		
			Arabia	521	0.02	Polonia	5,659	0.22
			China	1,297	0.05	Portugal	7,463	0.29
			Corea	1,507	0.06	Rep. Checa	3,370	0.13
			Filipinas	208	0.01	Rumania	565	0.02
			India	465	0.02	Rusia	4,862	0.19
			Israel	1,299	0.05	Slovenia	158	0.01
			Japón	453	0.02	Suecia	10,662	0.41
			Paquistán	26	0.00	Suiza	6,962	0.27
			Turquia	185	0.01	Otros	26,487	1.02
			Otros	2,167	0.08	SUMA	474,912	18.26
			SUMA	8,128	0.31			
3.- SUDAMERICA			7.- AFRICA			GRAN TOTAL		
Argentina	140,902	5.42	Argelia	1	0.00		2,600,837	100.00
Bolivia	2,440	0.09	Egipto	99	0.00			
Brasil	8,800	0.34	Sudáfrica	200	0.01			
Chile	31,365	1.21	Otros	1,696	0.07			
Colombia	8,935	0.34	SUMA	1996	0.08			
Ecuador	1,471	0.06						
Paraguay	1,418	0.05						
Perú	9,309	0.36						
Uruguay	10,570	0.41						
Venezuela	4,028	0.15						
Otros	2,383	0.09						
SUMA	221,621	8.52						

**COMPARATIVO DE PROCEDENCIA DEL TURISMO
POR REGIONES**

REGION	JUNIO 2016		JUNIO 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	77,205	18.21%	91,149	19.74%	18.06%
ESTADOS UNIDOS	190,728	45.00%	201,328	43.60%	5.56%
CANADÁ	34,217	8.07%	36,654	7.94%	7.12%
MÉXICO	83,964	19.81%	86,811	18.80%	3.39%
SUDAMERICA	32,312	7.62%	38,495	8.34%	19.14%
RESTO DEL MUNDO	5,461	1.29%	7,328	1.59%	34.19%
SUMAS	423,887	100.00%	461,765	100.00%	8.94%



REGION	ENE-JUN 2016		ENE-JUN 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	427,238	17.65%	474,912	18.26%	11.16%
ESTADOS UNIDOS	965,174	39.88%	1,003,282	38.58%	3.95%
CANADÁ	443,434	18.32%	487,587	18.75%	9.96%
MÉXICO	386,569	15.97%	380,843	14.64%	-1.48%
SUDAMERICA	171,159	7.07%	221,621	8.52%	29.48%
RESTO DEL MUNDO	26,847	1.11%	32,592	1.25%	21.40%
SUMAS	2,420,421	100.00%	2,600,837	100.00%	7.45%



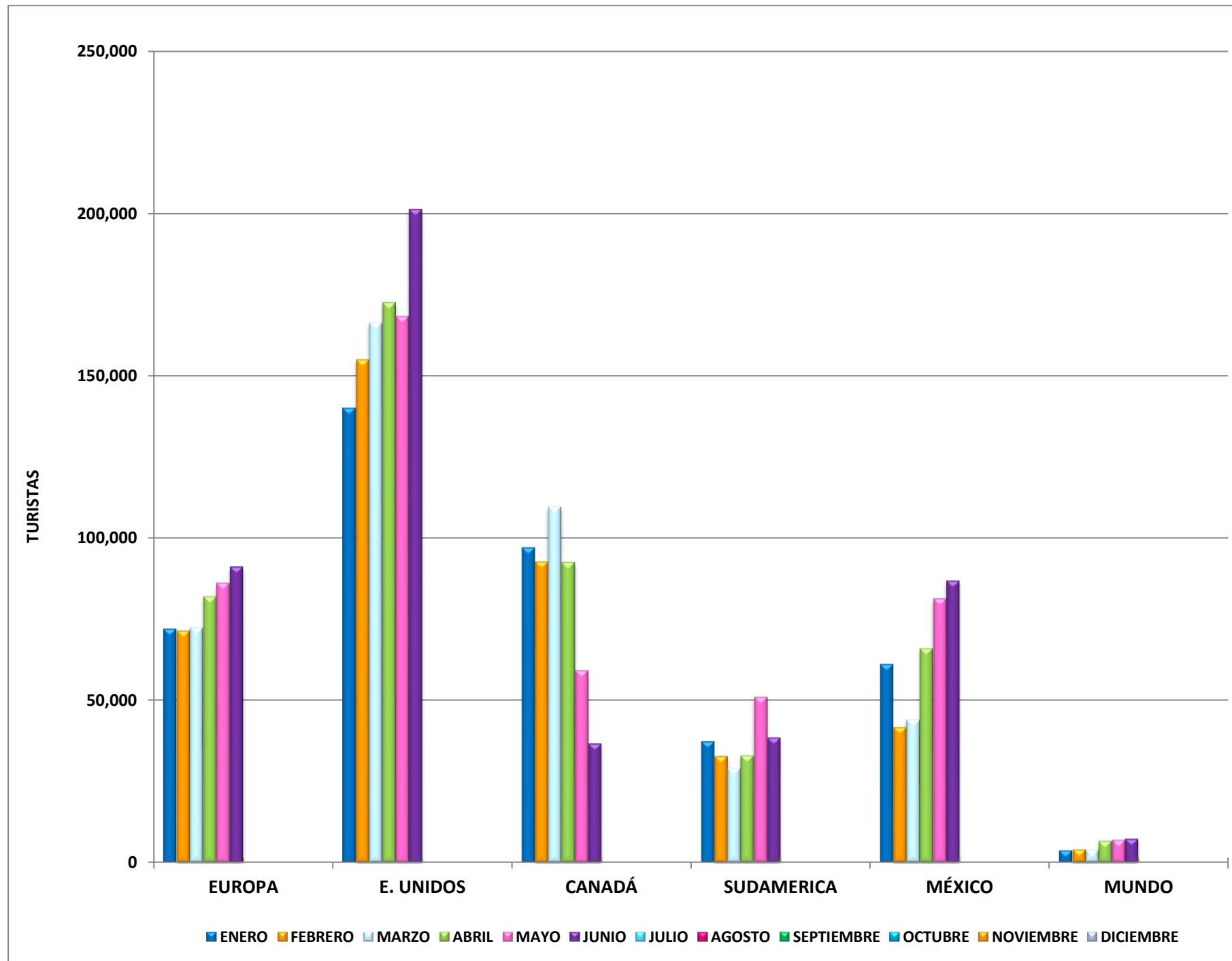
PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2017

MES	EUROPA		E. UNIDOS		CANADÁ		SUDAMERICA		MÉXICO		MUNDO		TOTAL	
	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%
ENERO	72,013	17.5	139,973	34.0	97,003	23.6	37,306	9.1	61,096	14.9	3,715	0.9	411,106	100.0
FEBRERO	71,324	17.9	154,924	39.0	92,688	23.3	32,758	8.2	41,682	10.5	3,994	1.0	397,370	100.0
MARZO	72,342	17.0	166,267	39.1	109,571	25.8	29,073	6.8	43,942	10.3	3,902	0.9	425,097	100.0
ABRIL	81,977	18.1	172,550	38.1	92,496	20.4	32,997	7.3	66,005	14.6	6,663	1.5	452,688	100.0
MAYO	86,107	19.0	168,240	37.2	59,175	13.1	50,992	11.3	81,307	18.0	6,990	1.5	452,811	100.0
JUNIO	91,149	19.7	201,328	43.6	36,654	7.9	38,495	8.3	86,811	18.8	7,328	1.6	461,765	100.0
JULIO														
AGOSTO														
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

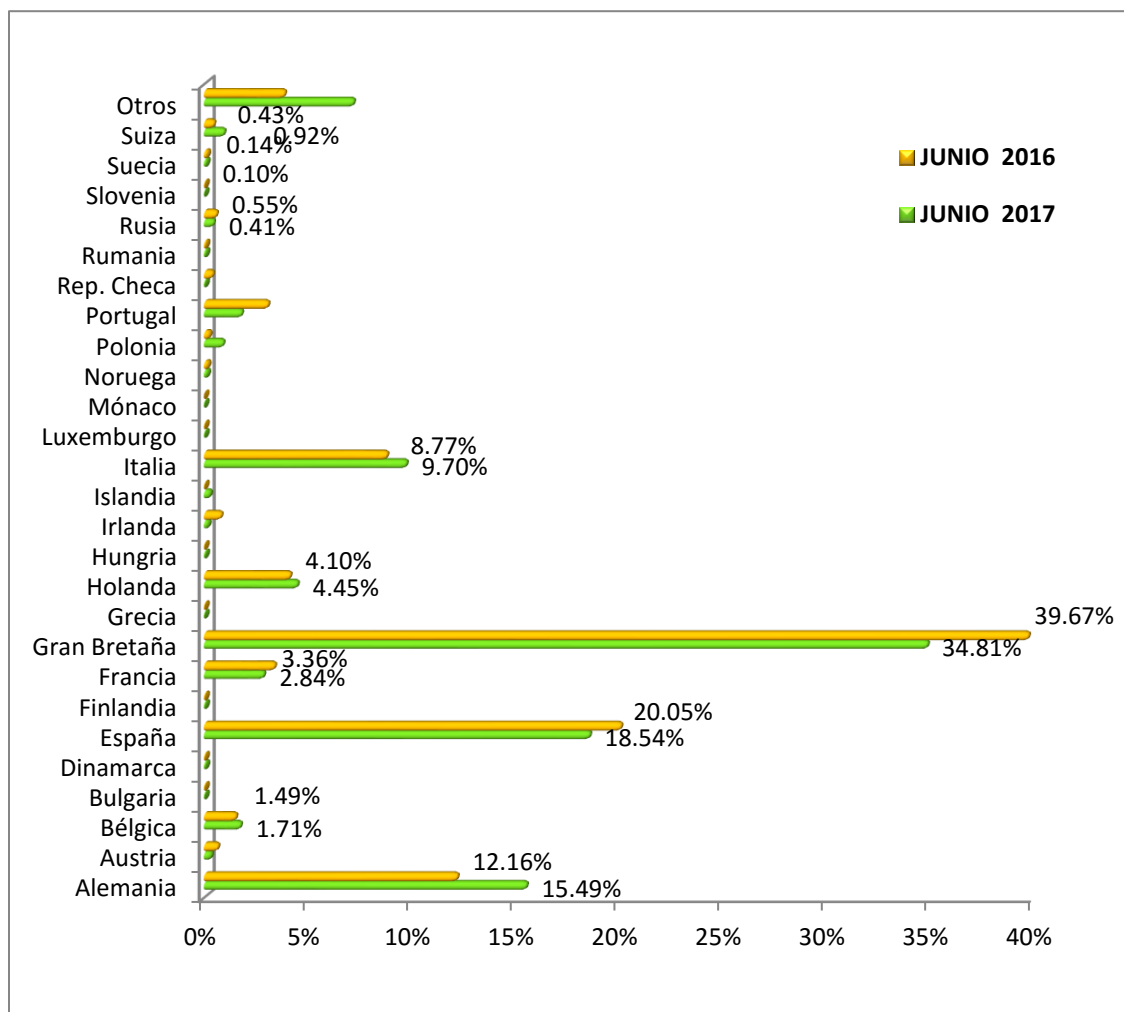
ENE-FEB	143,337	17.7	294,897	36.5	189,691	23.5	70,064	8.7	102,778	12.7	7,709	1.0	808,476	100.0
ENE-MAR	215,679	17.5	461,164	37.4	299,262	24.3	99,137	8.0	146,720	11.9	11,611	0.9	1,233,573	100.0
ENE-ABR	297,656	17.7	633,714	37.6	391,758	23.2	132,134	7.8	212,725	12.6	18,274	1.1	1,686,261	100.0
ENE-MAY	383,763	17.9	801,954	37.5	450,933	21.1	183,126	8.6	294,032	13.7	25,264	1.2	2,139,072	100.0
ENE-JUN	474,912	18.3	1,003,282	38.6	487,587	18.7	221,621	8.5	380,843	14.6	32,592	1.3	2,600,837	100.0
ENE-JUL														
ENE-AGO														
ENE-SEPT														
ENE-OCT														
ENE-NOV														
ENE-DIC														

GRAFICA
PROCEDENCIA DEL TURISMO POR REGIONES
DESGLOSE MENSUAL 2017



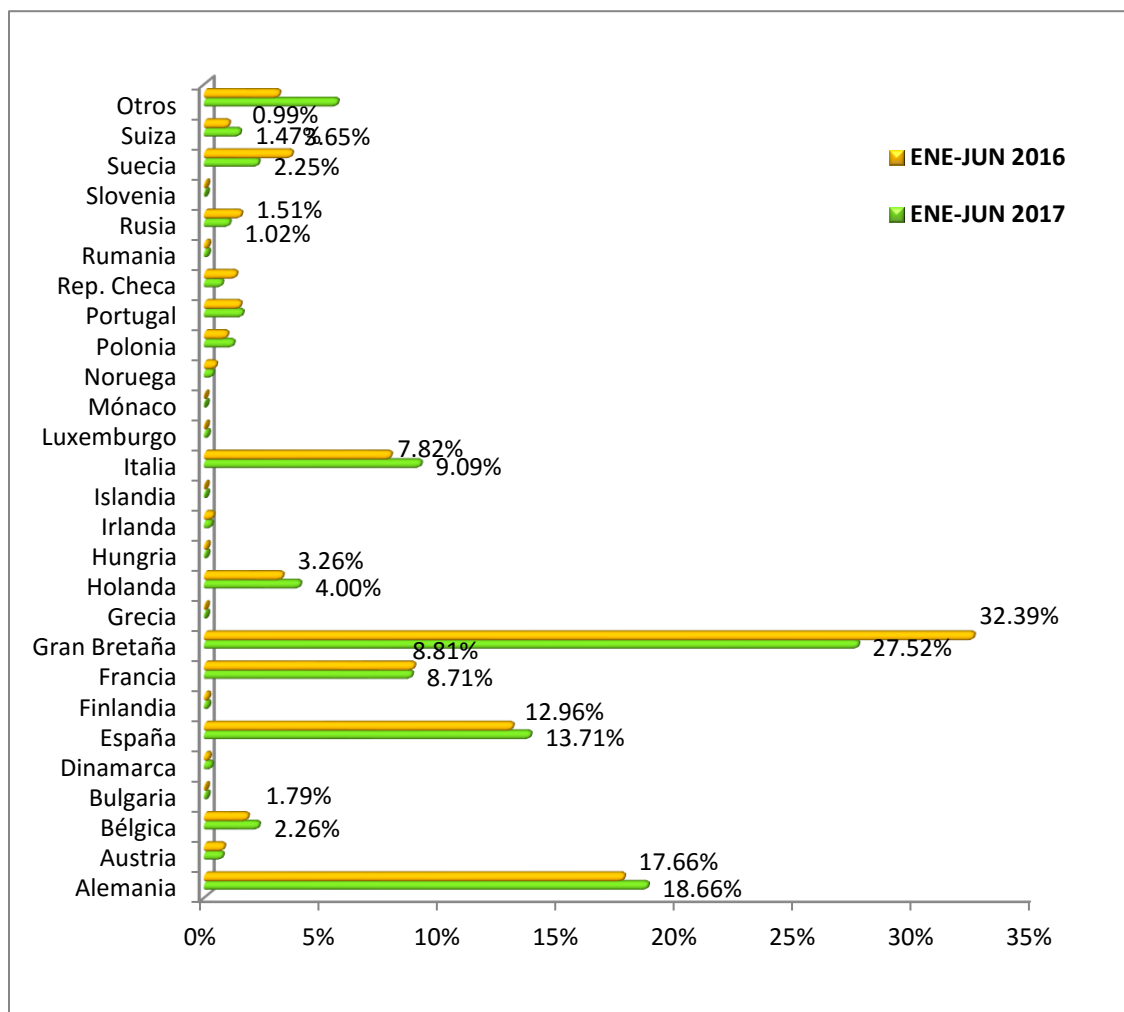
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO JUNIO 2017 VS 2016

PAIS	JUNIO 2016		JUNIO 2017	
	PAX	%	PAX	%
Alemania	9,387	12.16%	14,122	15.49%
Austria	482	0.62%	266	0.29%
Bélgica	1,151	1.49%	1,563	1.71%
Bulgaria	21	0.03%	22	0.02%
Dinamarca	31	0.04%	68	0.07%
España	15,479	20.05%	16,901	18.54%
Finlandia	30	0.04%	44	0.05%
Francia	2,592	3.36%	2,585	2.84%
Gran Bretaña	30,630	39.67%	31,727	34.81%
Grecia	13	0.02%	12	0.01%
Holanda	3,167	4.10%	4,060	4.45%
Hungría	6	0.01%	44	0.05%
Irlanda	602	0.78%	157	0.17%
Islandia	3	0.00%	223	0.24%
Italia	6,770	8.77%	8,845	9.70%
Luxemburgo	9	0.01%	18	0.02%
Mónaco	0	0.00%	1	0.00%
Noruega	123	0.16%	127	0.14%
Polonia	171	0.22%	797	0.87%
Portugal	2,345	3.04%	1,612	1.77%
Rep. Checa	278	0.36%	40	0.04%
Rumania	60	0.08%	75	0.08%
Rusia	427	0.55%	376	0.41%
Slovenia	20	0.03%	1	0.00%
Suecia	109	0.14%	95	0.10%
Suiza	333	0.43%	840	0.92%
Otros	2,966	3.84%	6,528	7.16%
SUMA	77,205	100.00%	91,149	100.00%



DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO ENERO - JUNIO 2017 VS 2016

PAIS	ENE-JUN 2016		ENE-JUN 2017	
	PAX	%	PAX	%
Alemania	75,432	17.66%	88,612	18.66%
Austria	3,381	0.79%	3,468	0.73%
Bélgica	7,649	1.79%	10,728	2.26%
Bulgaria	183	0.04%	451	0.09%
Dinamarca	712	0.17%	1,260	0.27%
España	55,365	12.96%	65,106	13.71%
Finlandia	561	0.13%	642	0.14%
Francia	37,638	8.81%	41,367	8.71%
Gran Bretaña	138,386	32.39%	130,704	27.52%
Grecia	170	0.04%	277	0.06%
Holanda	13,931	3.26%	19,001	4.00%
Hungría	435	0.10%	370	0.08%
Irlanda	1,422	0.33%	1,200	0.25%
Islandia	79	0.02%	266	0.06%
Italia	33,424	7.82%	43,153	9.09%
Luxemburgo	163	0.04%	544	0.11%
Mónaco	1	0.00%	87	0.02%
Noruega	1,934	0.45%	1,488	0.31%
Polonia	3,958	0.93%	5,659	1.19%
Portugal	6,342	1.48%	7,463	1.57%
Rep. Checa	5,595	1.31%	3,370	0.71%
Rumania	560	0.13%	565	0.12%
Rusia	6,471	1.51%	4,862	1.02%
Slovenia	281	0.07%	158	0.03%
Suecia	15,600	3.65%	10,662	2.25%
Suiza	4,243	0.99%	6,962	1.47%
Otros	13,322	3.12%	26,487	5.58%
SUMA	427,238	100.00%	474,912	100.00%



DESGLOSE DE PROCEDENCIA GEOGRAFICA
DEL TURISMO EUROPEO
PRIMER SEMESTRE 2017

PAIS	ENE 2017		FEB 2017		MAR 2017		ABR 2017		MAY 2017		JUN 2017		Acumulado	
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%
Alemania	13,276	18.44%	12,624	17.70%	16,344	22.59%	18,042	22.01%	14,204	16.50%	14,122	15.49%	88,612	18.66%
Austria	715	0.99%	711	1.00%	684	0.95%	590	0.72%	502	0.58%	266	0.29%	3,468	0.73%
Bélgica	1,702	2.36%	1,839	2.58%	1,703	2.35%	1,818	2.22%	2,103	2.44%	1,563	1.71%	10,728	2.26%
Bulgaria	89	0.12%	53	0.07%	59	0.08%	181	0.22%	47	0.05%	22	0.02%	451	0.09%
Dinamarca	192	0.27%	471	0.66%	96	0.13%	386	0.47%	47	0.05%	68	0.07%	1,260	0.27%
España	7,177	9.97%	6,835	9.58%	7,790	10.77%	12,808	15.62%	13,595	15.79%	16,901	18.54%	65,106	13.71%
Finlandia	236	0.33%	123	0.17%	167	0.23%	59	0.07%	13	0.02%	44	0.05%	642	0.14%
Francia	7,002	9.72%	10,560	14.81%	8,213	11.35%	5,927	7.23%	7,080	8.22%	2,585	2.84%	41,367	8.71%
Gran Bretaña	17,272	23.98%	14,858	20.83%	15,337	21.20%	21,837	26.64%	29,673	34.46%	31,727	34.81%	130,704	27.52%
Grecia	104	0.14%	40	0.06%	13	0.02%	89	0.11%	19	0.02%	12	0.01%	277	0.06%
Holanda	2,850	3.96%	3,491	4.89%	2,107	2.91%	2,711	3.31%	3,782	4.39%	4,060	4.45%	19,001	4.00%
Hungría	107	0.15%	104	0.15%	59	0.08%	43	0.05%	13	0.02%	44	0.05%	370	0.08%
Irlanda	232	0.32%	163	0.23%	189	0.26%	278	0.34%	181	0.21%	157	0.17%	1,200	0.25%
Islandia	10	0.01%	0	0.00%	12	0.02%	8	0.01%	13	0.02%	223	0.24%	266	0.06%
Italia	8,933	12.40%	6,892	9.66%	7,955	11.00%	4,809	5.87%	5,719	6.64%	8,845	9.70%	43,153	9.09%
Luxemburgo	24	0.03%	121	0.17%	79	0.11%	163	0.20%	139	0.16%	18	0.02%	544	0.11%
Mónaco	13	0.02%	20	0.03%	10	0.01%	34	0.04%	9	0.01%	1	0.00%	87	0.02%
Noruega	226	0.31%	396	0.56%	182	0.25%	302	0.37%	255	0.30%	127	0.14%	1,488	0.31%
Polonia	1,209	1.68%	1,123	1.57%	1,205	1.67%	683	0.83%	642	0.75%	797	0.87%	5,659	1.19%
Portugal	551	0.77%	517	0.72%	921	1.27%	2,204	2.69%	1,658	1.93%	1,612	1.77%	7,463	1.57%
Rep. Checa	984	1.37%	1,162	1.63%	829	1.15%	263	0.32%	92	0.11%	40	0.04%	3,370	0.71%
Rumania	111	0.15%	129	0.18%	62	0.09%	126	0.15%	62	0.07%	75	0.08%	565	0.12%
Rusia	1,411	1.96%	920	1.29%	761	1.05%	683	0.83%	711	0.83%	376	0.41%	4,862	1.02%
Slovenia	65	0.09%	35	0.05%	30	0.04%	20	0.02%	7	0.01%	1	0.00%	158	0.03%
Suecia	3,848	5.34%	3,706	5.20%	2,635	3.64%	276	0.34%	102	0.12%	95	0.10%	10,662	2.25%
Suiza	1,305	1.81%	967	1.36%	773	1.07%	1,994	2.43%	1,083	1.26%	840	0.92%	6,962	1.47%
Otros	2,369	3.29%	3,464	4.86%	4,127	5.70%	5,643	6.88%	4,356	5.06%	6,528	7.16%	26,487	5.58%
SUMA	72,013	100.00%	71,324	100.00%	72,342	100.00%	81,977	100.00%	86,107	100.00%	91,149	100.00%	474,912	100.00%

PRINCIPALES MERCADOS
PARA LA RIVIERA MAYA
PRIMER SEMESTRE AÑO 2017

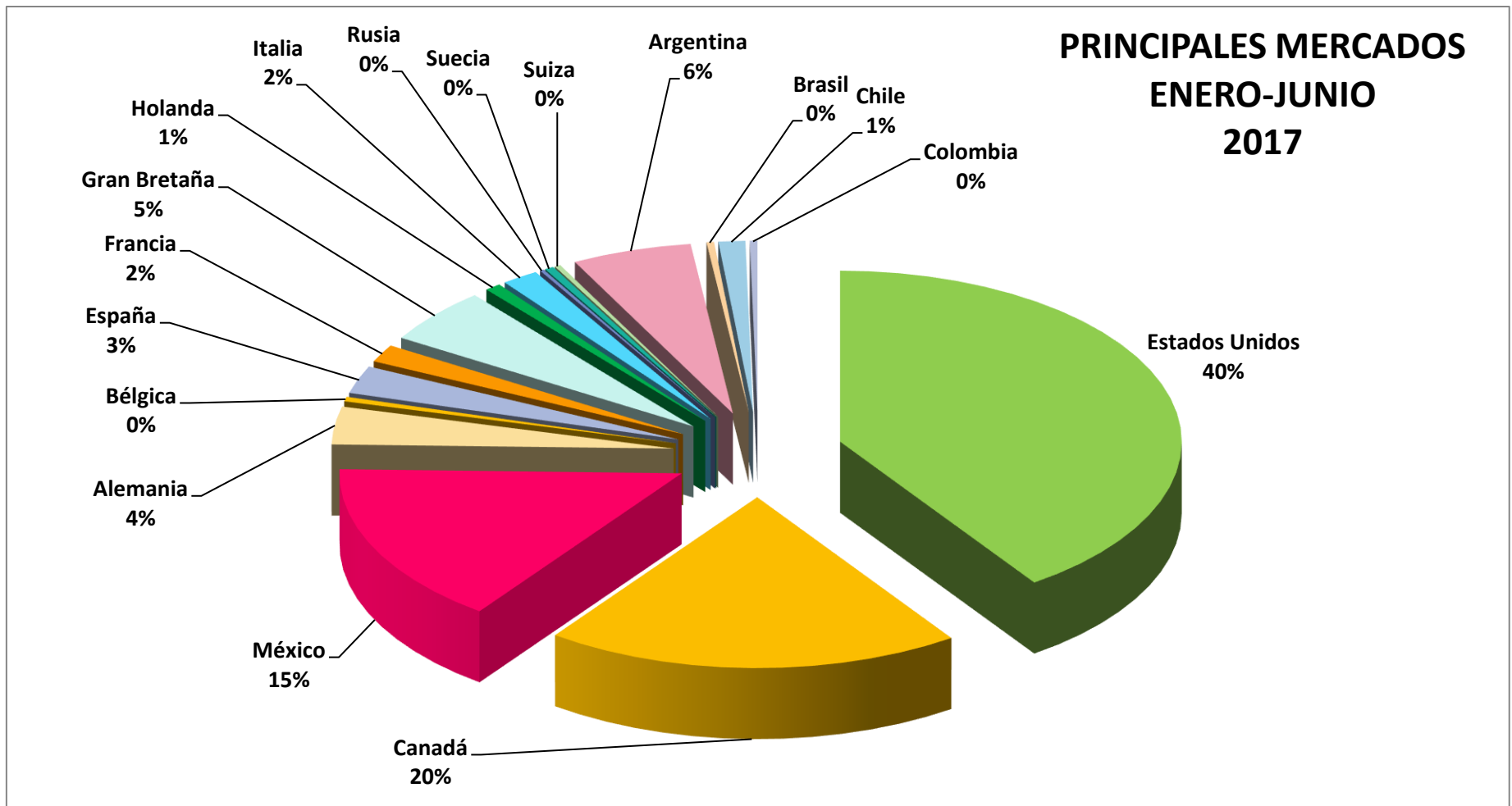
PAIS	ENE 2017		FEB 2017		MAR 2017		ABR 2017		MAY 2017		JUN 2017		Acumulado		Posición 2016	Posición 2017
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	139,973	34.05%	154,924	38.99%	166,267	39.11%	172,550	38.12%	168,240	37.15%	201,328	43.60%	1,003,282	38.58%	1	1
2 Canadá	97,003	23.60%	92,688	23.33%	109,571	25.78%	92,496	20.43%	59,175	13.07%	36,654	7.94%	487,587	18.75%	2	2
3 México	61,096	14.86%	41,682	10.49%	43,942	10.34%	66,005	14.58%	81,307	17.96%	86,811	18.80%	380,843	14.64%	3	3
4 Alemania	13,276	3.23%	12,624	3.18%	16,344	3.84%	18,042	3.99%	14,204	3.14%	14,122	3.06%	88,612	3.41%	6	6
5 Bélgica	1,702	0.41%	1,839	0.46%	1,703	0.40%	1,818	0.40%	2,103	0.46%	1,563	0.34%	10,728	0.41%	15	12
6 España	7,177	1.75%	6,835	1.72%	7,790	1.83%	12,808	2.83%	13,595	3.00%	16,901	3.66%	65,106	2.50%	7	7
7 Francia	7,002	1.70%	10,560	2.66%	8,213	1.93%	5,927	1.31%	7,080	1.56%	2,585	0.56%	41,367	1.59%	8	9
8 Gran Bretaña	17,272	4.20%	14,858	3.74%	15,337	3.61%	21,837	4.82%	29,673	6.55%	31,727	6.87%	130,704	5.03%	4	5
9 Holanda	2,850	0.69%	3,491	0.88%	2,107	0.50%	2,711	0.60%	3,782	0.84%	4,060	0.88%	19,001	0.73%	12	11
10 Italia	8,933	2.17%	6,892	1.73%	7,955	1.87%	4,809	1.06%	5,719	1.26%	8,845	1.92%	43,153	1.66%	9	8
11 Rusia	1,411	0.34%	920	0.23%	761	0.18%	683	0.15%	711	0.16%	376	0.08%	4,862	0.19%	16	17
12 Suecia	3,848	0.94%	3,706	0.93%	2,635	0.62%	276	0.06%	102	0.02%	95	0.02%	10,662	0.41%	11	13
13 Suiza	1,305	0.32%	967	0.24%	773	0.18%	1,994	0.44%	1,083	0.24%	840	0.18%	6,962	0.27%	17	16
14 Argentina	25,127	6.11%	18,967	4.77%	19,580	4.61%	21,070	4.65%	30,997	6.85%	25,161	5.45%	140,902	5.42%	5	4
15 Brasil	1,827	0.44%	1,114	0.28%	1,132	0.27%	95	0.02%	2,527	0.56%	2,105	0.46%	8,800	0.34%	14	15
16 Chile	4,758	1.16%	7,621	1.92%	3,740	0.88%	3,232	0.71%	7,674	1.69%	4,340	0.94%	31,365	1.21%	10	10
17 Colombia	1,678	0.41%	599	0.15%	1,349	0.32%	1,621	0.36%	1,801	0.40%	1,887	0.41%	8,935	0.34%	13	14
Resto del mundo	14,868	3.62%	17,083	4.30%	15,898	3.74%	24,714	5.46%	23,038	5.09%	22,365	4.84%	117,966	4.54%		
AFLUENCIA	411,106	100.00%	397,370	100.00%	425,097	100.00%	452,688	100.00%	452,811	100.00%	461,765	100.00%	2,600,837	100.00%		

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

PRINCIPALES MERCADOS

ENERO - JUNIO

2017



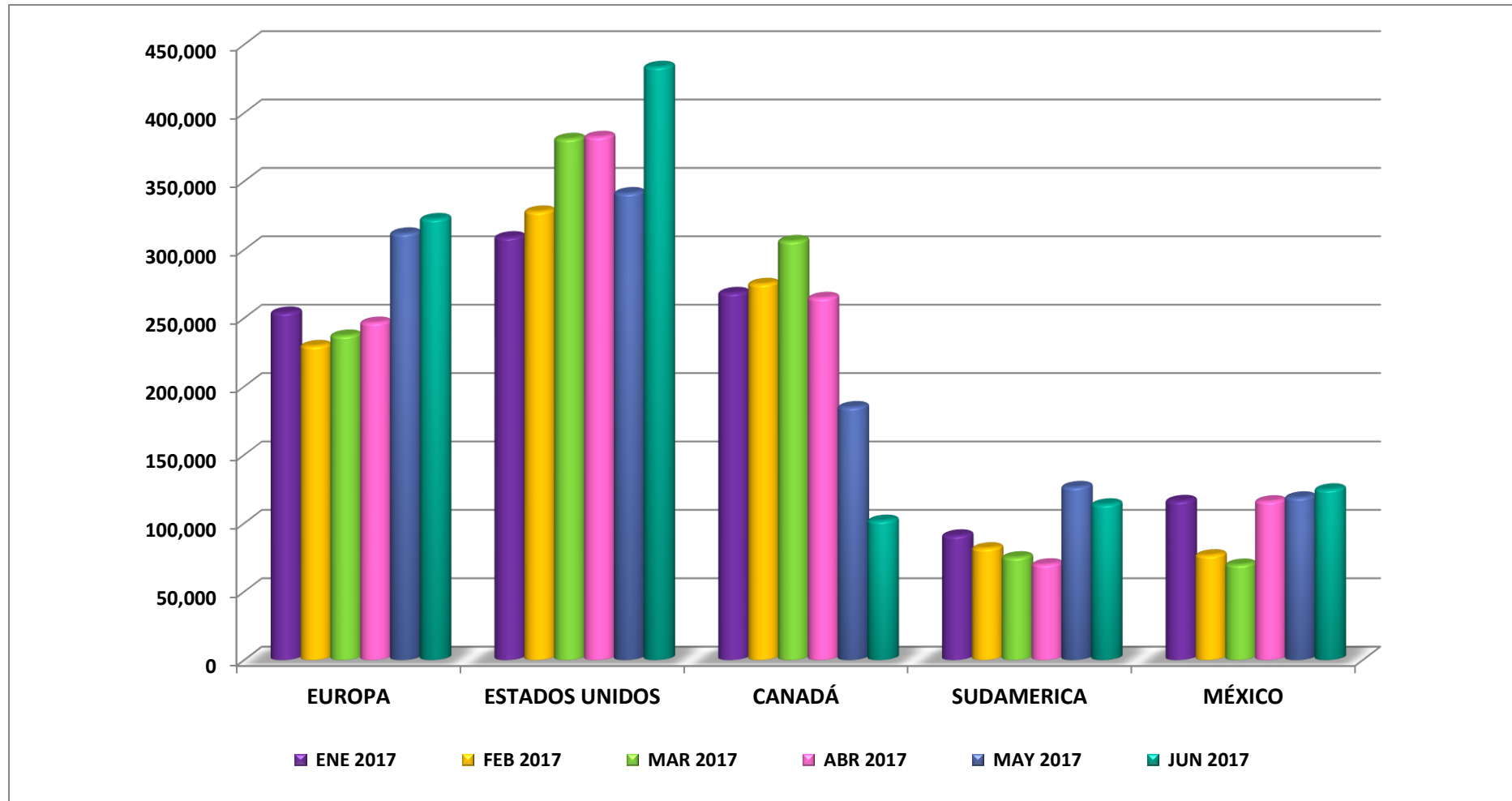
Nota: Los principales mercados para Riviera Maya de Enero representan el 94.91% del total de turistas que visitaron el destino.

**PRODUCCIÓN CUARTOS NOCHE
PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRIMER SEMESTRE AÑO 2017**

PAÍS	ENE 2017		FEB 2017		MAR 2017		ABR 2017		MAY 2017		JUN 2017		Acumulado	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
NORTE AMERICA														
CANADÁ	268,375	25.8%	274,974	27.8%	306,342	28.6%	264,770	24.5%	184,922	17.1%	101,868	9.3%	1,401,251	22.0%
ESTADOS UNIDOS	309,107	29.8%	327,922	33.1%	381,029	35.6%	382,486	35.4%	341,387	31.5%	433,693	39.5%	2,175,624	34.2%
MÉXICO	116,337	11.2%	76,591	7.7%	69,758	6.5%	116,059	10.7%	118,911	11.0%	124,791	11.4%	622,447	9.8%
SUMA	693,819	66.8%	679,487	68.6%	757,129	70.8%	763,315	70.7%	645,220	59.5%	660,352	60.2%	4,199,322	66.0%
EUROPA														
ALEMANIA	52,274	5.0%	46,183	4.7%	61,018	5.7%	61,493	5.7%	62,912	5.8%	54,782	5.0%	338,662	5.3%
BÉLGICA	5,801	0.6%	6,728	0.7%	5,939	0.6%	7,370	0.7%	7,308	0.7%	6,063	0.6%	39,209	0.6%
ESPAÑA	22,129	2.1%	19,110	1.9%	22,137	2.1%	30,366	2.8%	39,086	3.6%	44,295	4.0%	177,123	2.8%
FRANCIA	24,274	2.3%	35,288	3.6%	25,734	2.4%	19,510	1.8%	28,320	2.6%	8,584	0.8%	141,710	2.2%
GRAN BRETAÑA	84,057	8.1%	67,356	6.8%	71,700	6.7%	93,535	8.7%	135,630	12.5%	158,899	14.5%	611,177	9.6%
HOLANDA	9,833	0.9%	11,448	1.2%	7,427	0.7%	9,568	0.9%	14,009	1.3%	17,069	1.6%	69,354	1.1%
ITALIA	30,223	2.9%	20,073	2.0%	25,125	2.3%	15,188	1.4%	17,538	1.6%	28,341	2.6%	136,488	2.1%
RUSIA	5,103	0.5%	3,113	0.3%	2,457	0.2%	1,781	0.2%	2,462	0.2%	1,385	0.1%	16,301	0.3%
SUECIA	15,296	1.5%	16,831	1.7%	13,515	1.3%	1,326	0.1%	268	0.0%	177	0.0%	47,413	0.7%
SUIZA	5,013	0.5%	3,489	0.4%	2,139	0.2%	6,505	0.6%	4,364	0.4%	2,828	0.3%	24,338	0.4%
SUMA	254,003	24.4%	229,619	23.2%	237,191	22.2%	246,642	22.8%	311,897	28.8%	322,423	29.4%	1,601,775	24.8%
SUDAMERICA														
ARGENTINA	70,460	6.8%	57,138	5.8%	58,658	5.5%	59,172	5.5%	94,799	8.7%	91,104	8.3%	431,331	6.8%
BRASIL	4,469	0.4%	2,390	0.2%	4,717	0.4%	171	0.0%	9,013	0.8%	6,140	0.6%	26,900	0.4%
CHILE	11,736	1.1%	21,085	2.1%	9,771	0.9%	7,434	0.7%	19,313	1.8%	12,170	1.1%	81,509	1.3%
COLOMBIA	4,440	0.4%	1,083	0.1%	1,979	0.2%	3,188	0.3%	3,407	0.3%	4,395	0.4%	18,492	0.3%
SUMA	91,105	8.8%	81,696	8.2%	75,125	7.0%	69,965	6.5%	126,532	11.7%	113,809	10.4%	558,232	8.5%
TOTAL PRIN. MDOS.	1,038,927	100.00%	990,802	100.00%	1,069,445	100.00%	1,079,922	100.00%	1,083,649	100.00%	1,096,584	100.00%	6,359,329	99.33%
TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.
	1,171,771	88.7%	1,104,039	84.6%	1,194,684	91.3%	1,194,886	92.2%	1,232,580	92.5%	1,148,139	93.6%	7,046,099	542.7%

Nota: En esta tabla sólo están considerados los principales mercados, por lo que está calculado en base a la afluencia de los mismos.

**GRAFICA
PRODUCCIÓN CUARTOS NOCHE POR REGIONES
DESGLOSE MENSUAL 2017**



COMPARATIVO POR PAISES DE LOS AÑOS 2017 VS 2016 JUNIO

REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
NORTE AMERICA						
Canadá	34,217	8.07%	36,654	7.94%	2,437	7.12%
Estados Unidos	190,728	45.00%	201,328	43.60%	10,600	5.56%
México	83,964	19.81%	86,811	18.80%	2,847	3.39%
SUMA	308,909	72.88%	324,793	70.34%	15,884	5.14%
CENTRO AMERICA						
Belice	41	0.01%	62	0.01%	21	51.22%
Costa Rica	130	0.03%	83	0.02%	-47	-36.15%
El Salvador	41	0.01%	58	0.01%	17	41.46%
Guatemala	214	0.05%	167	0.04%	-47	-21.96%
Nicaragua	7	0.00%	44	0.01%	37	528.57%
Panamá	2,432	0.57%	2,756	0.60%	324	13.32%
Otros	18	0.00%	404	0.09%	386	2144.44%
SUMA	2,883	0.68%	3,574	0.77%	691	23.97%
CARIBE						
Bahamas	10	0.00%	3	0.00%	-7	-70.00%
Bermudas	6	0.00%	6	0.00%	0	0.00%
Cuba	95	0.02%	213	0.05%	118	124.21%
Curacao	0	0.00%	0	0.00%	0	#¡DIV/0!
Haiti	1	0.00%	4	0.00%	3	300.00%
Jamaica	26	0.01%	16	0.00%	-10	-38.46%
Puerto Rico	156	0.04%	1,214	0.26%	1,058	678.21%
Rep. Dominicana	247	0.06%	192	0.04%	-55	-22.27%
Otros	45	0.01%	61	0.01%	16	35.56%
SUMA	586	0.14%	1,709	0.37%	1,123	191.64%
SUDAMERICA						
Argentina	15,917	3.76%	25,161	5.45%	9,244	58.08%
Bolivia	187	0.04%	285	0.06%	98	52.41%
Brasil	1,443	0.34%	2,105	0.46%	662	45.88%
Chile	6,261	1.48%	4,340	0.94%	-1,921	-30.68%
Colombia	2,764	0.65%	1,887	0.41%	-877	-31.73%
Ecuador	170	0.04%	322	0.07%	152	89.41%
Paraguay	96	0.02%	223	0.05%	127	132.29%
Peru	974	0.23%	943	0.20%	-31	-3.18%
Uruguay	3,668	0.87%	2,999	0.65%	-669	-18.24%
Venezuela	163	0.04%	158	0.03%	-5	-3.07%
Otros	669	0.16%	72	0.02%	-597	-89.24%
SUMA	32,312	7.62%	38,495	8.34%	6,183	19.14%
OCEANIA						
Australia	642	0.15%	583	0.13%	-59	-9.19%
Nueva Zelanda	55	0.01%	25	0.01%	-30	-54.55%
Otros	0	0.00%	1	0.00%	1	#¡DIV/0!
SUMA	697	0.16%	609	0.13%	-88	-12.63%
AFRICA						
Argelia	0	0.00%	1	0.00%	1	#¡DIV/0!
Egipto	1	0.00%	9	0.00%	8	800.00%
Sudáfrica	17	0.00%	13	0.00%	-4	-23.53%
Otros	322	0.08%	55	0.01%	-267	-82.92%
SUMA	340	0.08%	78	0.02%	-262	-77.06%

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
ASIA						
Arabia	35	0.01%	370	0.08%	335	957.14%
China	171	0.04%	58	0.01%	-113	-66.08%
Corea	74	0.02%	83	0.02%	9	12.16%
Filipinas	10	0.00%	7	0.00%	-3	-30.00%
India	55	0.01%	80	0.02%	25	45.45%
Israel	139	0.03%	376	0.08%	237	170.50%
Japón	129	0.03%	28	0.01%	-101	-78.29%
Paquistán	7	0.00%	9	0.00%	2	28.57%
Turquía	40	0.01%	46	0.01%	6	15.00%
Otros	295	0.07%	301	0.07%	6	2.03%
SUMA	955	0.23%	1,358	0.29%	403	42.20%

EUROPA						
Alemania	9,387	2.21%	14,122	3.06%	4,735	50.44%
Austria	482	0.11%	266	0.06%	-216	-44.81%
Bélgica	1,151	0.27%	1,563	0.34%	412	35.79%
Bulgaria	21	0.00%	22	0.00%	1	4.76%
Dinamarca	31	0.01%	68	0.01%	37	119.35%
España	15,479	3.65%	16,901	3.66%	1,422	9.19%
Finlandia	30	0.01%	44	0.01%	14	46.67%
Francia	2,592	0.61%	2,585	0.56%	-7	-0.27%
Gran Bretaña	30,630	7.23%	31,727	6.87%	1,097	3.58%
Grecia	13	0.00%	12	0.00%	-1	-7.69%
Holanda	3,167	0.75%	4,060	0.88%	893	28.20%
Hungría	6	0.00%	44	0.01%	38	633.33%
Irlanda	602	0.14%	157	0.03%	-445	-73.92%
Islandia	3	0.00%	223	0.05%	220	7333.33%
Italia	6,770	1.60%	8,845	1.92%	2,075	30.65%
Luxemburgo	9	0.00%	18	0.00%	9	100.00%
Mónaco	0	0.00%	1	0.00%	1	#¡DIV/0!
Noruega	123	0.03%	127	0.03%	4	3.25%
Polonia	171	0.04%	797	0.17%	626	366.08%
Portugal	2,345	0.55%	1,612	0.35%	-733	-31.26%
Rep. Checa	278	0.07%	40	0.01%	-238	-85.61%
Rumanía	60	0.01%	75	0.02%	15	25.00%
Rusia	427	0.10%	376	0.08%	-51	-11.94%
Slovenia	20	0.00%	1	0.00%	-19	-95.00%
Suecia	109	0.03%	95	0.02%	-14	-12.84%
Suiza	333	0.08%	840	0.18%	507	152.25%
Otros	2,966	0.70%	6,528	1.41%	3,562	120.09%
SUMA	77,205	18.21%	91,149	19.74%	13,944	18.06%

TOTAL AFLUENCIA MENSUAL	423,887	100.00%	461,765	100.00%	37,878	8.94%
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COMPARATIVO POR PAISES DE LOS AÑOS 2017 VS 2016
ENERO - JUNIO

REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
NORTE AMERICA						
Canadá	443,434	18.32%	487,587	18.75%	44,153	9.96%
Estados Unidos	965,174	39.88%	1,003,282	38.58%	38,108	3.95%
México	386,569	15.97%	380,843	14.64%	-5,726	-1.48%
SUMA	1,795,177	74.17%	1,871,712	71.97%	76,535	4.26%
CENTRO AMERICA						
Belice	361	0.01%	473	0.02%	112	31.02%
Costa Rica	1,358	0.06%	965	0.04%	-393	-28.94%
El Salvador	296	0.01%	455	0.02%	159	53.72%
Guatemala	1,133	0.05%	1,244	0.05%	111	9.80%
Nicaragua	94	0.00%	163	0.01%	69	73.40%
Panamá	8,549	0.35%	10,105	0.39%	1,556	18.20%
Otros	183	0.01%	1,430	0.05%	1,247	681.42%
SUMA	11,974	0.49%	14,835	0.57%	2,861	23.89%
CARIBE						
Bahamas	63	0.00%	34	0.00%	-29	-46.03%
Bermudas	42	0.00%	73	0.00%	31	73.81%
Cuba	209	0.01%	585	0.02%	376	179.90%
Curacao	13	0.00%	0	0.00%	-13	-100.00%
Haiti	19	0.00%	56	0.00%	37	194.74%
Jamaica	87	0.00%	173	0.01%	86	98.85%
Puerto Rico	510	0.02%	1,609	0.06%	1,099	215.49%
Rep. Dominicana	1,023	0.04%	1,094	0.04%	71	6.94%
Otros	599	0.02%	491	0.02%	-108	-18.03%
SUMA	2,565	0.11%	4,115	0.16%	1,550	60.43%
SUDAMERICA						
Argentina	95,032	3.93%	140,902	5.42%	45,870	48.27%
Bolivia	706	0.03%	2,440	0.09%	1,734	245.61%
Brasil	7,148	0.30%	8,800	0.34%	1,652	23.11%
Chile	28,414	1.17%	31,365	1.21%	2,951	10.39%
Colombia	9,428	0.39%	8,935	0.34%	-493	-5.23%
Ecuador	1,063	0.04%	1,471	0.06%	408	38.38%
Paraguay	1,477	0.06%	1,418	0.05%	-59	-3.99%
Peru	9,032	0.37%	9,309	0.36%	277	3.07%
Uruguay	14,560	0.60%	10,570	0.41%	-3,990	-27.40%
Venezuela	1,011	0.04%	4,028	0.15%	3,017	298.42%
Otros	3,288	0.14%	2,383	0.09%	-905	-27.52%
SUMA	171,159	7.07%	221,621	8.52%	50,462	29.48%
OCEANIA						
Australia	4,688	0.19%	3,223	0.12%	-1,465	-31.25%
Nueva Zelanda	174	0.01%	278	0.01%	104	59.77%
Otros	0	0.00%	17	0.00%	17	#¡DIV/0!
SUMA	4,862	0.20%	3,518	0.14%	-1,344	-27.64%
AFRICA						
Argelia	4	0.00%	1	0.00%	-3	-75.00%
Egipto	80	0.00%	99	0.00%	19	23.75%
Sudáfrica	75	0.00%	200	0.01%	125	166.67%
Otros	1,365	0.06%	1,696	0.07%	331	24.25%
SUMA	1,524	0.06%	1,996	0.08%	472	30.97%

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
ASIA						
Arabia	225	0.01%	521	0.02%	296	131.56%
China	622	0.03%	1,297	0.05%	675	108.52%
Corea	1,232	0.05%	1,507	0.06%	275	22.32%
Filipinas	47	0.00%	208	0.01%	161	342.55%
India	462	0.02%	465	0.02%	3	0.65%
Israel	1,133	0.05%	1,299	0.05%	166	14.65%
Japón	536	0.02%	453	0.02%	-83	-15.49%
Paquistán	7	0.00%	26	0.00%	19	271.43%
Turquía	171	0.01%	185	0.01%	14	8.19%
Otros	1,487	0.06%	2,167	0.08%	680	45.73%
SUMA	5,922	0.24%	8,128	0.31%	2,206	37.25%

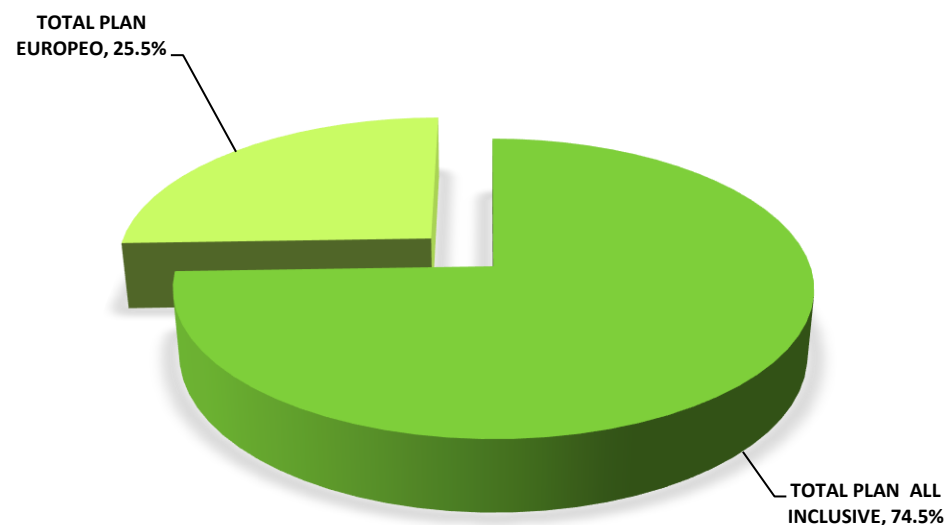
EUROPA						
Alemania	75,432	3.12%	88,612	3.41%	13,180	17.47%
Austria	3,381	0.14%	3,468	0.13%	87	2.57%
Bélgica	7,649	0.32%	10,728	0.41%	3,079	40.25%
Bulgaria	183	0.01%	451	0.02%	268	146.45%
Dinamarca	712	0.03%	1,260	0.05%	548	76.97%
España	55,365	2.29%	65,106	2.50%	9,741	17.59%
Finlandia	561	0.02%	642	0.02%	81	14.44%
Francia	37,638	1.56%	41,367	1.59%	3,729	9.91%
Gran Bretaña	138,386	5.72%	130,704	5.03%	-7,682	-5.55%
Grecia	170	0.01%	277	0.01%	107	62.94%
Holanda	13,931	0.58%	19,001	0.73%	5,070	36.39%
Hungría	435	0.02%	370	0.01%	-65	-14.94%
Irlanda	1,422	0.06%	1,200	0.05%	-222	-15.61%
Islandia	79	0.00%	266	0.01%	187	236.71%
Italia	33,424	1.38%	43,153	1.66%	9,729	29.11%
Luxemburgo	163	0.01%	544	0.02%	381	233.74%
Mónaco	1	0.00%	87	0.00%	86	8600.00%
Noruega	1,934	0.08%	1,488	0.06%	-446	-23.06%
Polonia	3,958	0.16%	5,659	0.22%	1,701	42.98%
Portugal	6,342	0.26%	7,463	0.29%	1,121	17.68%
Rep. Checa	5,595	0.23%	3,370	0.13%	-2,225	-39.77%
Rumanía	560	0.02%	565	0.02%	5	0.89%
Rusia	6,471	0.27%	4,862	0.19%	-1,609	-24.86%
Slovenia	281	0.01%	158	0.01%	-123	-43.77%
Suecia	15,600	0.64%	10,662	0.41%	-4,938	-31.65%
Suiza	4,243	0.18%	6,962	0.27%	2,719	64.08%
Otros	13,322	0.55%	26,487	1.02%	13,165	98.82%
SUMA	427,238	17.65%	474,912	18.26%	47,674	11.16%

TOTAL AFLUENCIA ACUMULADA	2,420,421	100.00%	2,600,837	100.00%	180,416	7.45%
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HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMA BAY WELLNESS RESORTS	310	4 estrellas
2 AZUL FIVES	573	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 BUNGA	30	Especial
20 EL DORADO ROYALE	680	Gran Turismo
21 GENERATIONS Riviera Maya	159	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 KANXUK LUXURY RESORT	9	Especial
48 KORE TULUM RETREAT WELLNESS RESORT.	94	5 estrellas
49 LIVE AQUA BOUTIQUE RESORT	60	4 estrellas
50 OASIS TULUM	310	5 estrellas
51 OCCIDENTAL ALLEGRO RESORTS	286	5 estrellas
52 OCCIDENTAL AT XCARET DESTINATION	764	5 estrellas
53 OCCIDENTAL ROYAL HIDEAWAY & SPA	201	Gran Turismo
54 OCEAN BREEZE	98	Gran Turismo
55 OCEAN MAYA ROYALE	319	5 estrellas
56 OCEAN RIVIERA PARADISE	974	5 estrellas
57 PARADISUS Playa del Carmen LA ESMERALDA	510	5 estrellas
58 PARADISUS Playa del Carmen LA PERLA	394	5 estrellas
59 PAVO REAL BEACH RESORT	112	4 estrellas
60 PLATINUM YUCATAN PRINCESS	472	5 estrellas
61 PLAYACAR PALACE	201	5 estrellas
62 RIU LA LUPITA	300	5 estrellas
63 RIU PALACE MEXICO	434	Gran Turismo
64 RIU PALACE RIVIERA MAYA	460	Especial
65 RIU PLAYACAR	388	5 estrellas
66 RIU TEQUILA	664	5 estrellas
67 RIU YUCATAN	507	5 estrellas
68 SANDOS CARACOL ECO EXPERIENCE RESORT	956	5 estrellas
69 SANDOS PLAYACAR BEACH EXPERIENCE RESORT	819	5 estrellas
70 SECREST AKUMAL RIVIERA MAYA	434	5 estrellas
71 SECRETS CAPRI RIVIERA CANCUN	291	Gran Turismo
72 SECRETS MAROMA BEACH	412	5 estrellas
73 SENSIMAR SEASIDE SUITES & SPA	194	Gran Turismo
74 THE REEF COCO BEACH	196	5 estrellas
75 THE REEF PLAYACAR	196	4 estrellas
76 THE ROYAL PLAYA DEL CARMEN	513	Gran Turismo
77 UNICO 20° 87° HOTEL RIVIERA MAYA	448	5 estrellas
78 VALENTIN IMPERIAL MAYA	540	5 estrellas
79 VIVA WYNDHAM AZTECA	335	5 estrellas
80 VIVA WYNDHAM MAYA	604	4 estrellas
34,161		BARÓMETRO TURÍSTICO DE LA RIVIERA MAYA

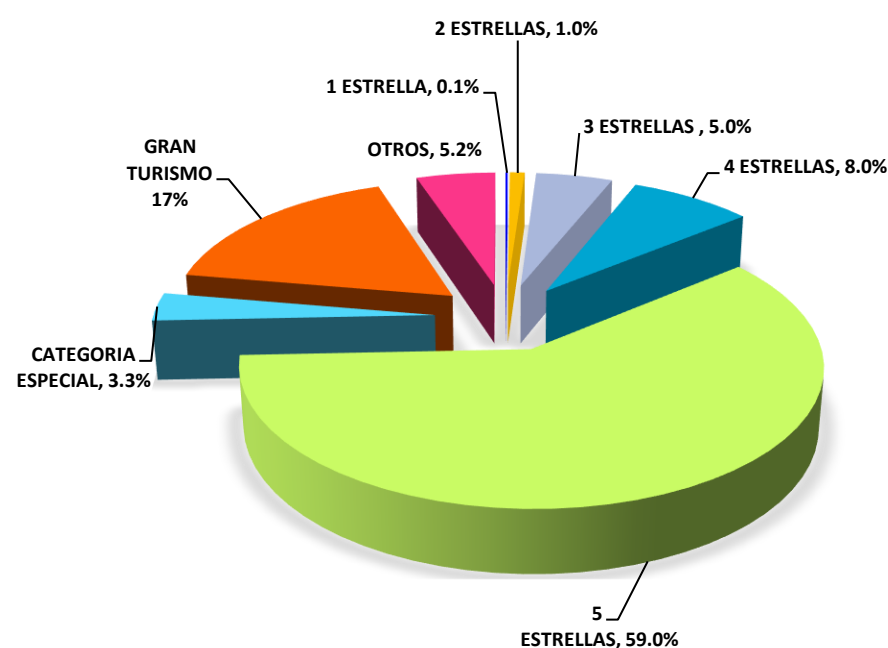
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	34,161	80	74.5%
TOTAL PLAN EUROPEO	11,708	334	25.5%
SUMAS	45,869	414	100.0%

DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE



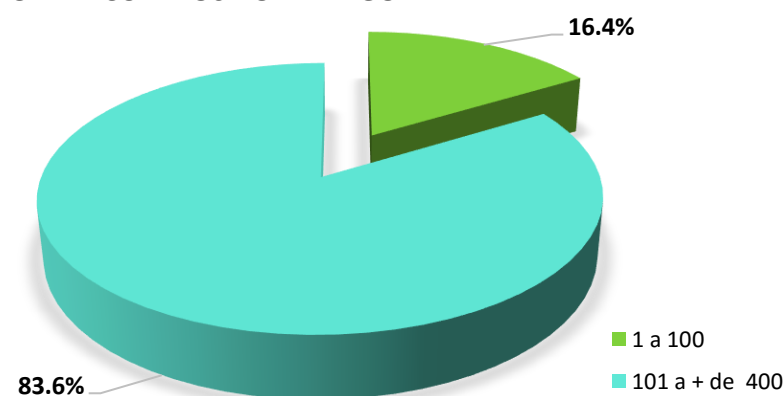
CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	444	22	1.0%
3 ESTRELLAS	2,293	88	5.0%
4 ESTRELLAS	3,688	52	8.0%
5 ESTRELLAS	27,611	72	60.2%
CATEGORIA ESPECIAL	1,535	13	3.3%
GRAN TURISMO	7,866	22	17.1%
OTROS	2,368	143	5.2%
SUMAS	45,869	414	100.0%

DISTRIBUCIÓN DE CUARTOS POR CATEGORIA



RANGO	Cuartos	# Htls.	%
1 a 100	7,500	321	16.4%
101 a + de 400	38,369	93	83.6%
SUMAS	45,869	414	100.0%

DISTRIBUCIÓN DE CUARTOS POR RANGO



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE
 EN LA RIVIERA MAYA POR LOCALIDAD
 JUNIO 2017**

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.0%	4,563	9.9%
COBA	2	0.5%	49	0.1%
KANTENAH	11	2.7%	3,575	7.8%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	174	42.0%	8,445	18.4%
PLAYA DEL SECRETO	1	0.2%	540	1.2%
PLAYA PARAISO	12	2.9%	4,005	8.7%
PLAYACAR	24	5.8%	6,769	14.8%
PUERTO AVENTURAS	14	3.4%	5,238	11.4%
PUNTA ALLEN	7	1.7%	68	0.1%
PUNTA BETE XCALACOCO	17	4.1%	6,022	13.1%
PUNTA BRAVA	2	0.5%	839	1.8%
PUNTA MAROMA	8	1.9%	2,062	4.5%
SIAN KA'AN	5	1.2%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	102	24.6%	2,223	4.8%
XCARET	1	0.2%	764	1.7%
XPU-HA	4	1.0%	471	1.0%
TOTAL	414	100.0%	45,869	100.0%

Distribuidos en los diferentes Microdestinos de la Riviera Maya a lo largo de 120 kms. de costa.

