



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

JULIO 2017

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima cuarta** edición correspondiente al mes de Julio del año 2017, fue elaborado con un muestreo de **36,431** cuartos, que corresponde al 80.22 % del total de cuartos existentes a la fecha, los cuales son **45,415** de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

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

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

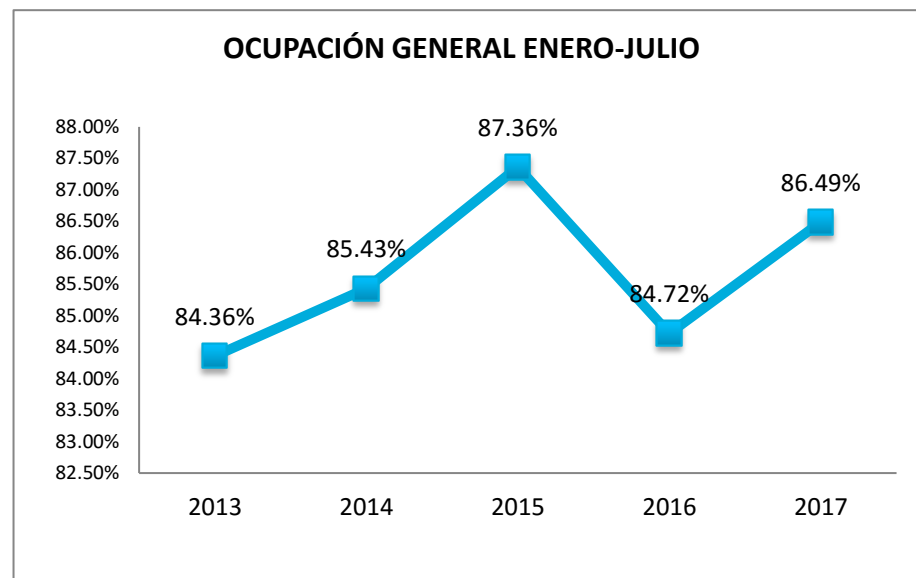
CONCEPTO	JULIO		VARIACIÓN	
	2016	2017	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	43,669	45,415	1,746	4.00%
CUARTOS NOCHE DISPONIBLES	1,344,851	1,409,445	64,594	4.80%
CUARTOS NOCHE OCUPADOS	1,194,266	1,250,019	55,753	4.67%
% DE OCUPACION	88.80%	88.69%	-0.11%	
% DE OCUPACION TODO INCLUIDO				
	90.33%	89.64%	-0.69%	
ESTADIA PROMEDIO				
	2016	2017		
GENERAL	5.81	6.02	0.21	
TURISMO NACIONAL	4.25	4.15	(0.10)	
TURISMO INTERNACIONAL	6.33	6.50	0.17	
TARIFA PROMEDIO (pesos)				
	\$ 4,272.92	\$ 4,486.13	213	4.99%
AFLUENCIA DEL TURISMO				
	2016	2017		
TOTAL	478,989	479,303	314	0.07%
NACIONALES	102,271	99,618	-2,653	-2.59%
EXTRANJEROS	376,718	379,685	2,967	0.79%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES				
	2016		2017	
EUROPA	96,687	25.67%	105,690	27.84%
ESTADOS UNIDOS	189,986	50.43%	192,201	50.62%
CANADÁ	50,261	13.34%	40,608	10.70%
SUDAMERICA	33,541	8.90%	35,452	9.34%
RESTO DEL MUNDO	6,243	1.66%	5,734	1.51%
	376,718	100.00%	379,685	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2016	2017		
TOTAL	1,194,266	1,250,019	55,753	4.67%
NACIONALES	181,105	172,256	-8,849	-4.89%
EXTRANJEROS	1,013,161	1,077,763	64,602	6.38%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2016		2017	
EUROPA (Principales países)	347,176	34.3%	377,946	35.1%
ESTADOS UNIDOS	397,387	39.2%	410,830	38.1%
CANADÁ	127,537	12.6%	108,796	10.1%
SUDAMERICA (Principales países)	77,660	7.7%	84,666	7.9%
RESTO DEL MUNDO	63,401	6.26%	95,525	8.9%
	1,013,161	100.00%	1,077,763	100.00%

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

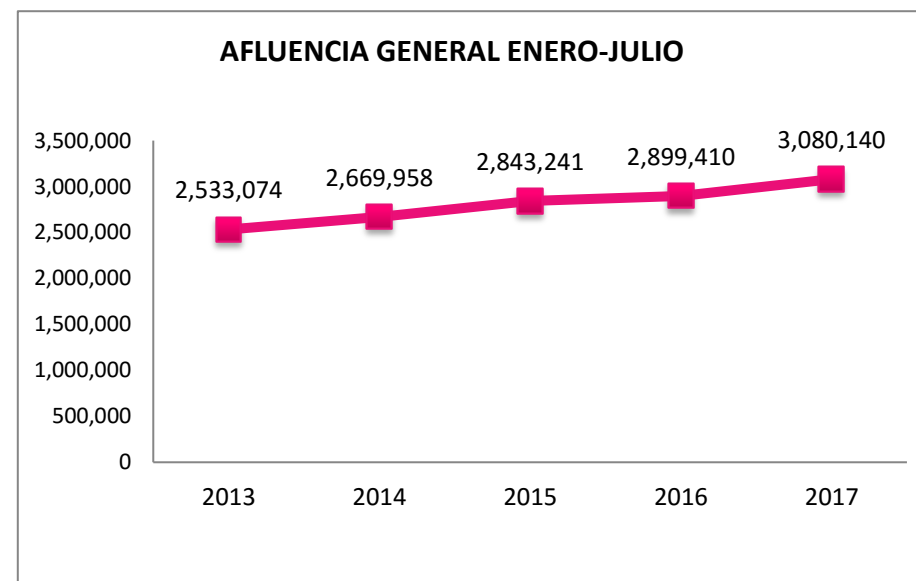
CONCEPTO	ENERO-JULIO		VARIACIÓN	
	2016	2017	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	43,669	45,415	1,746	4.00%
CUARTOS NOCHE DISPONIBLES	9,237,010	9,592,301	355,291	3.85%
CUARTOS NOCHE OCUPADOS	7,825,627	8,296,118	470,491	6.01%
% DE OCUPACION	84.72%	86.49%	1.77%	
% DE OCUPACION TODO INCLUIDO	85.65%	87.69%	2.04%	
ESTADIA PROMEDIO				
	2016	2017		
GENERAL	5.95	5.88	(0.07)	
TURISMO NACIONAL	4.19	4.02	(0.17)	
TURISMO INTERNACIONAL	6.39	6.31	(0.08)	
TARIFA PROMEDIO (pesos)	\$ 4,856.56	\$ 5,167.12	311	6.39%
AFLUENCIA DEL TURISMO				
	2016	2017		
TOTAL	2,899,410	3,080,140	180,730	6.23%
NACIONALES	488,840	480,461	-8,379	-1.71%
EXTRANJEROS	2,410,570	2,599,679	189,109	7.84%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES				
	2016		2017	
EUROPA	523,925	21.73%	580,602	22.33%
ESTADOS UNIDOS	1,155,160	47.92%	1,195,483	45.99%
CANADÁ	493,695	20.48%	528,195	20.32%
SUDAMERICA	204,700	8.49%	257,073	9.89%
RESTO DEL MUNDO	33,090	1.37%	38,326	1.47%
	2,410,570	100.00%	2,599,679	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2016	2017		
TOTAL	7,825,627	8,296,118	470,491	6.01%
NACIONALES	823,931	794,703	-29,228	-3.55%
EXTRANJEROS	7,001,696	7,501,415	499,719	7.14%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2016		2017	
EUROPA (Principales países)	1,854,085	26.5%	1,979,721	26.4%
ESTADOS UNIDOS	2,529,824	36.1%	2,586,454	34.5%
CANADÁ	1,450,328	20.7%	1,510,047	20.1%
SUDAMERICA (Principales países)	479,660	6.9%	642,898	8.6%
RESTO DEL MUNDO	687,799	9.82%	782,295	10.4%
	7,001,696	100.00%	7,501,415	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	85.28%	88.73%	89.17%	88.80%	88.69%	3.41%	-0.04%	-0.48%	-0.11%
AGO									
SEPT									
OCT									
NOV									
DIC									
Total	84.36%	85.43%	87.36%	84.72%	86.49%	2.13%	1.06%	-0.87%	1.77%

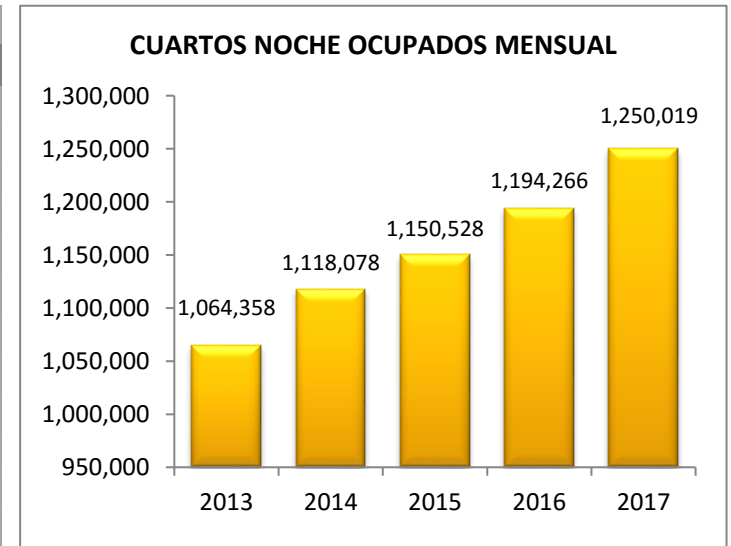


MES	AFLUENCIA TURÍSTICA					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	332,698	352,269	372,836	383,818	411,106	23.57%	16.70%	10.26%	7.11%
FEB	326,017	346,915	357,883	360,631	397,370	21.89%	14.54%	11.03%	10.19%
MAR	392,852	388,619	399,907	424,912	425,097	8.21%	9.39%	6.30%	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	427,137	438,165	466,942	478,989	479,303	12.21%	9.39%	2.65%	0.07%
AGO									
SEPT									
OCT									
NOV									
DIC									
Total	2,533,074	2,669,958	2,843,241	2,899,410	3,080,140	21.60%	15.36%	8.33%	6.23%



**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	1,064,358	1,118,078	1,150,528	1,194,266	1,250,019	17.44%	11.80%	8.65%	4.67%
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	7,194,591	7,352,459	7,760,809	7,825,627	8,296,118	15.31%	12.83%	6.90%	6.01%
ENE-AGO									
ENE-SEPT									
ENE-OCT									
ENE-NOV									
ENE-DIC									



TABLA DE OCUPACION HOTELERA AÑO 2017

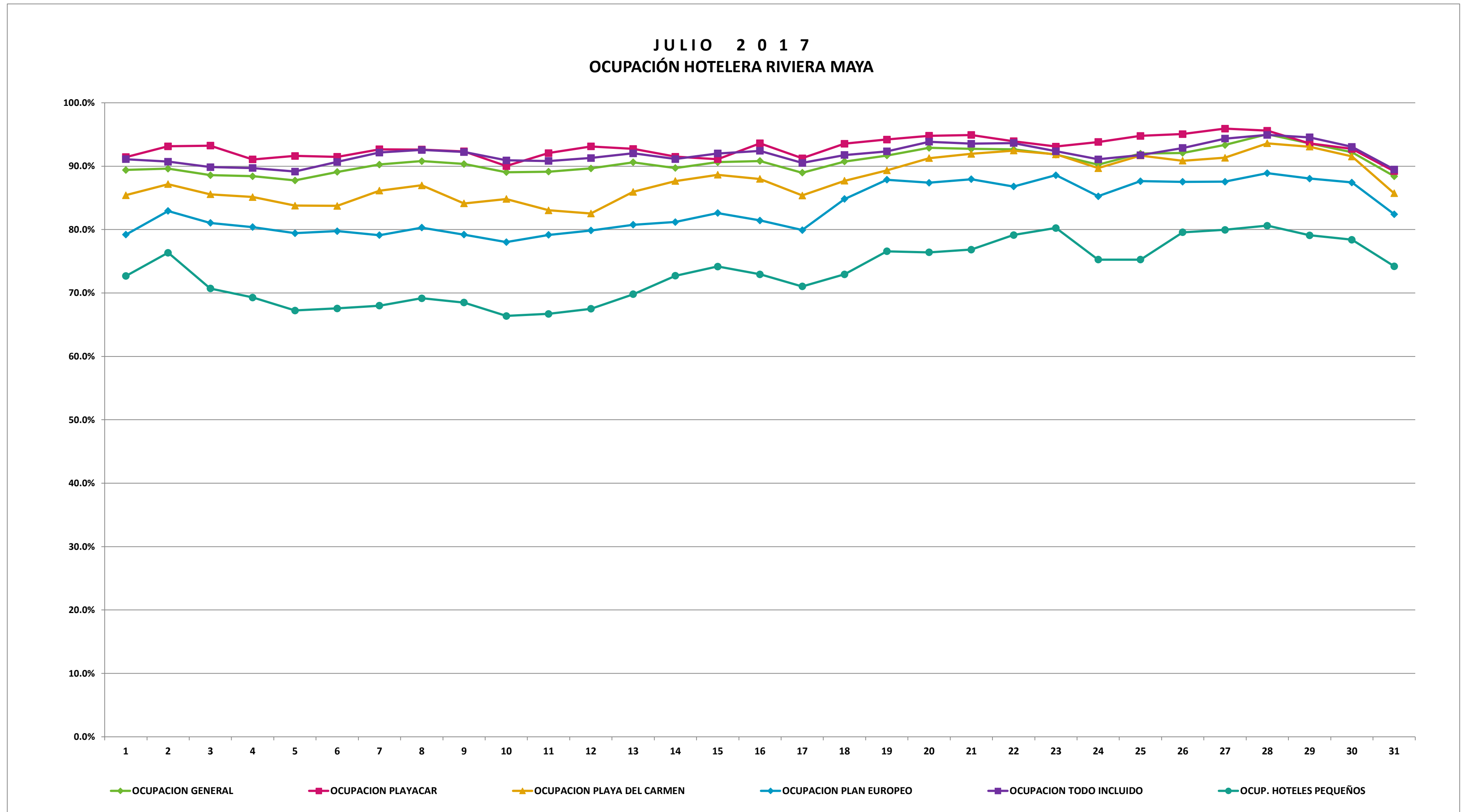
MES	No. DE HOTELES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
			DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	413	45,298	1,391,208	1,171,771	84.23%	61,096	14.86%	350,010	85.14%	411,106	6.08
FEBRERO	413	45,331	1,269,156	1,104,039	86.99%	41,682	10.49%	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	412	45,415	1,409,445	1,250,019	88.69%	99,618	20.78%	379,685	79.22%	479,303	6.02
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	412	45415	9,592,301	8,296,118	86.49%	480,461	15.60%	2,599,679	84.40%	3,080,140	5.88
ENE-AGO											
ENE-SEP											
ENE-OCT											
ENE-NOV											
ENE-DIC											

FIDEICOMISO TURÍSTICA RIVIERA MAYA
OCUPACIÓN HOTELERA DIARIA
JULIO DE 2017

DIA	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	PROMEDIO
OCUPACION GENERAL	89.4%	89.6%	88.6%	88.4%	87.8%	89.1%	90.3%	90.8%	90.4%	89.1%	89.1%	89.6%	90.6%	89.7%	90.6%	90.8%	89.0%	90.7%	91.7%	92.9%	92.7%	92.6%	91.8%	90.2%	92.0%	92.1%	93.4%	95.0%	93.6%	92.2%	88.4%	88.69%
OCUPACION PLAYACAR	91.4%	93.1%	93.3%	91.1%	91.6%	91.5%	92.7%	92.6%	92.3%	90.0%	92.1%	93.1%	92.7%	91.5%	91.1%	93.6%	91.2%	93.6%	94.2%	94.8%	94.9%	93.9%	93.1%	93.8%	94.8%	95.1%	95.9%	95.6%	93.6%	92.7%	89.2%	92.91%
OCUPACION PLAYA DEL CARMEN	85.4%	87.2%	85.6%	85.1%	83.8%	83.7%	86.2%	87.0%	84.1%	84.8%	83.0%	82.5%	86.0%	87.7%	88.6%	88.0%	85.4%	87.7%	89.4%	91.3%	92.0%	92.5%	91.9%	89.7%	91.7%	90.9%	91.3%	93.6%	93.1%	91.5%	85.7%	87.94%
OCUPACION PLAN EUROPEO	79.2%	82.9%	81.1%	80.4%	79.4%	79.8%	79.1%	80.3%	79.2%	78.0%	79.2%	79.9%	80.8%	81.2%	82.6%	81.4%	79.9%	84.8%	87.9%	87.4%	87.9%	86.8%	88.6%	85.3%	87.6%	87.5%	87.6%	88.9%	88.1%	87.4%	82.4%	83.31%
OCUPACION TODO INCLUIDO	91.1%	90.7%	89.9%	89.7%	89.2%	90.7%	92.2%	92.6%	92.2%	90.9%	90.8%	91.3%	92.0%	91.1%	92.0%	92.4%	90.5%	91.8%	92.3%	93.9%	93.5%	93.6%	92.4%	91.1%	91.7%	92.9%	94.4%	94.9%	94.6%	93.1%	89.5%	89.64%
OCUP. HOTELES PEQUEÑOS	72.7%	76.4%	70.7%	69.3%	67.3%	67.6%	68.0%	69.2%	68.5%	66.4%	66.7%	67.5%	69.8%	72.7%	74.2%	72.9%	71.0%	72.9%	76.6%	76.4%	76.9%	79.1%	80.3%	75.3%	75.3%	79.6%	80.0%	80.6%	79.1%	78.4%	74.2%	73.40%





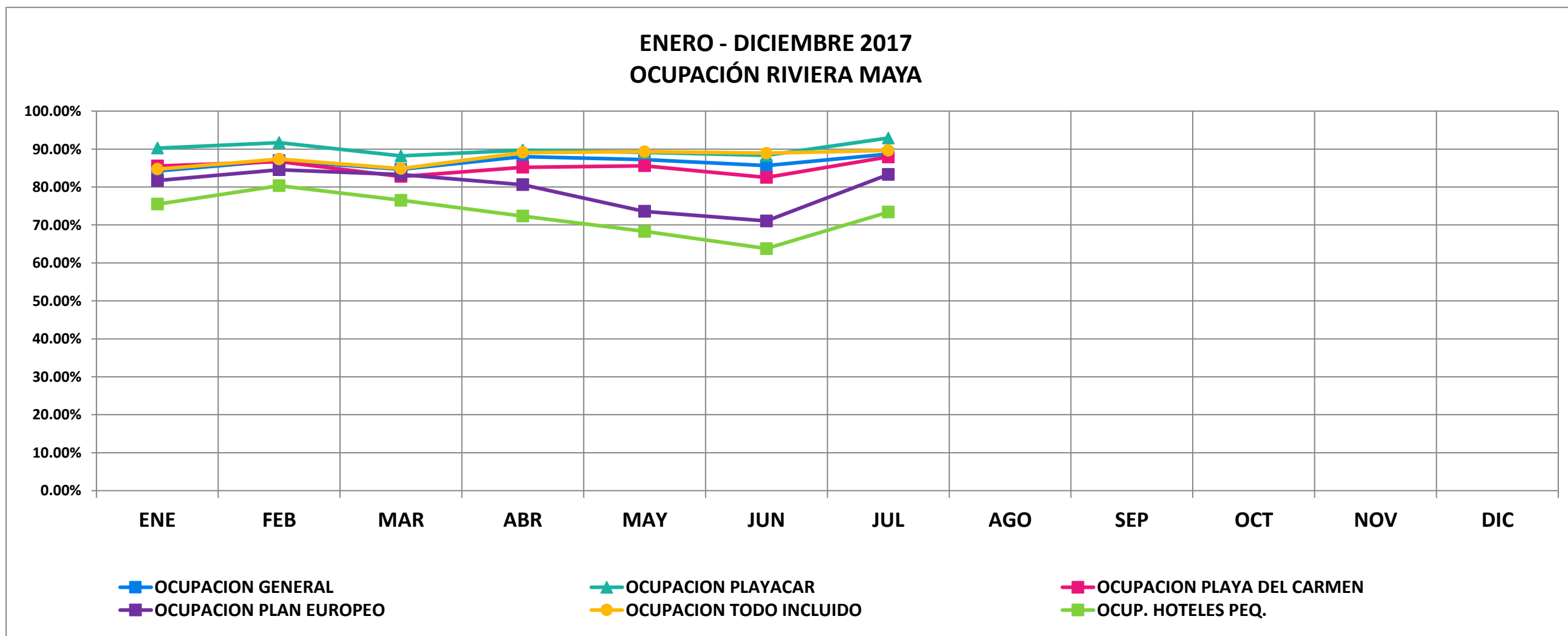
FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

DEPARTAMENTO DE ESTADÍSTICA

OCUPACIÓN HOTELERA MENSUAL

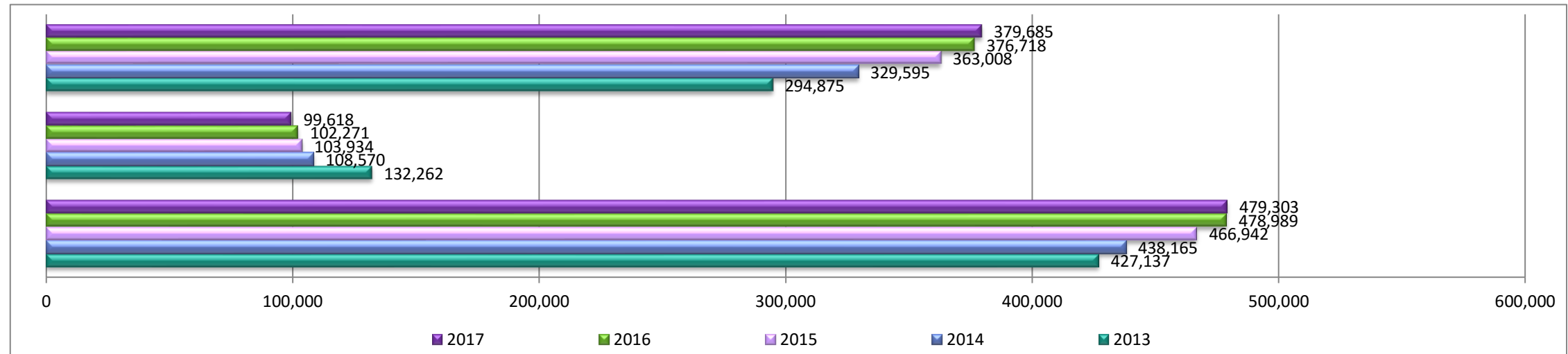
ENERO - DICIEMBRE 2017

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%	88.69%						86.49%
OCUPACION PLAYACAR	90.27%	91.70%	88.20%	89.74%	89.11%	88.35%	92.91%						90.04%
OCUPACION PLAYA DEL CARMEN	85.53%	86.68%	82.79%	85.21%	85.60%	82.52%	87.94%						85.18%
OCUPACION PLAN EUROPEO	81.68%	84.55%	83.30%	80.61%	73.60%	71.07%	83.31%						79.73%
OCUPACION TODO INCLUIDO	84.70%	87.36%	84.85%	89.09%	89.29%	88.91%	89.64%						87.69%
OCUP. HOTELES PEQ.	75.50%	80.35%	76.50%	72.36%	68.29%	63.79%	73.40%						72.88%



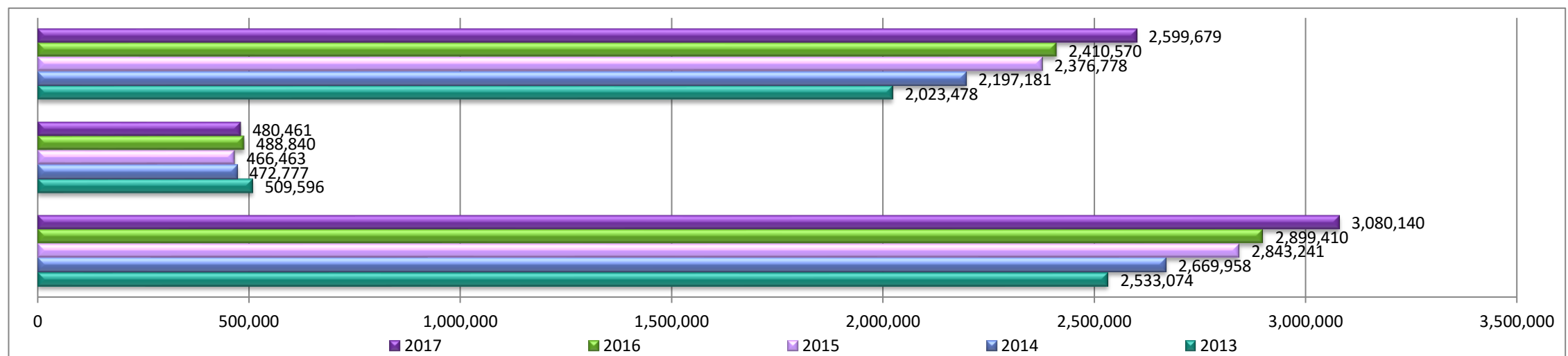
PROCEDENCIA DEL TURISMO JULIO

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
TOTAL	427,137	100.00%	438,165	100.00%	466,942	100.00%	478,989	100.00%	479,303	100.00%	12.21%	9.39%	2.65%	0.07%
NACIONALES	132,262	30.96%	108,570	24.78%	103,934	22.26%	102,271	21.35%	99,618	20.78%	-24.68%	-8.25%	-4.15%	-2.59%
EXTRANJEROS	294,875	69.04%	329,595	75.22%	363,008	77.74%	376,718	78.65%	379,685	79.22%	28.76%	15.20%	4.59%	0.79%



ENERO - JULIO

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
TOTAL	2,533,074	100.00%	2,669,958	100.00%	2,843,241	100.00%	2,899,410	100.00%	3,080,140	100.00%	21.60%	15.36%	8.33%	6.23%
NACIONALES	509,596	20.12%	472,777	17.71%	466,463	16.41%	488,840	16.86%	480,461	15.60%	-5.72%	1.63%	3.00%	-1.71%
EXTRANJEROS	2,023,478	79.88%	2,197,181	82.29%	2,376,778	83.59%	2,410,570	83.14%	2,599,679	84.40%	28.48%	18.32%	9.38%	7.84%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
JULIO 2017

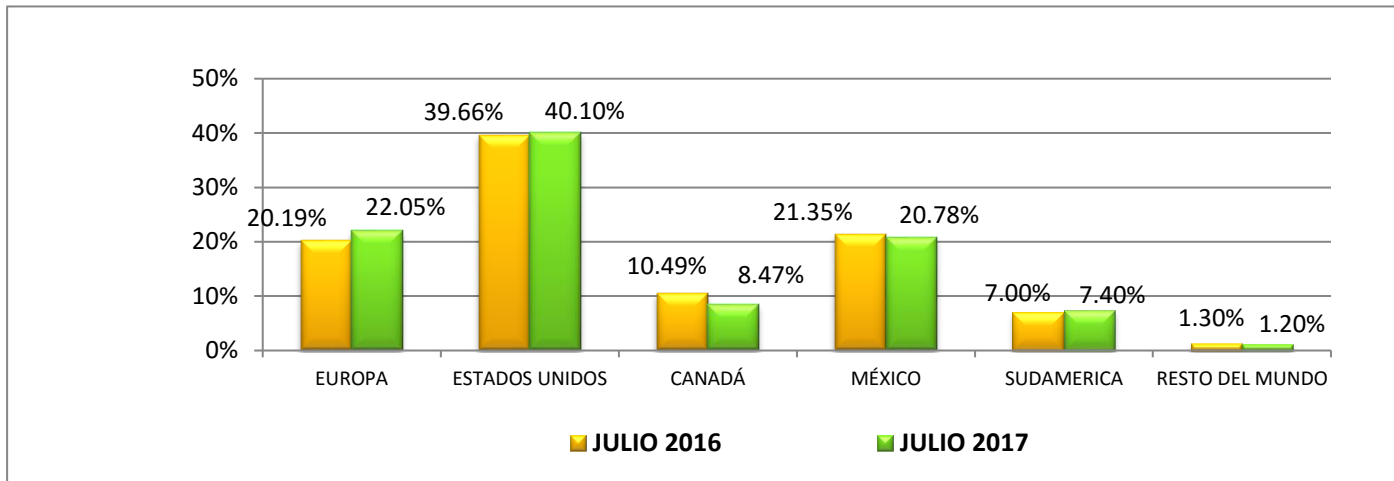
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	40,608	8.47	Bahamas	5	0.00	Alemania	12,675	2.64
Estados Unidos	192,201	40.10	Bermudas	18	0.00	Austria	604	0.13
México	99,618	20.78	Cuba	145	0.03	Bélgica	3,043	0.63
SUMA	332,427	69.36	Curacao	0	0.00	Bulgaria	32	0.01
			Haiti	0	0.00	Dinamarca	368	0.08
			Jamaica	22	0.00	España	27,479	5.73
			Puerto Rico	860	0.18	Finlandia	55	0.01
			Rep. Dominicana	185	0.04	Francia	3,683	0.77
			Otros	78	0.02	Gran Bretaña	35,782	7.47
			SUMA	1313	0.27	Grecia	27	0.01
2.- CENTRO AMERICA			5.-OCEANIA			Holanda	3,113	0.65
Belice	65	0.01	Australia	662	0.14	Hungría	40	0.01
Costa Rica	311	0.06	Nueva Zelanda	52	0.01	Irlanda	382	0.08
El Salvador	118	0.02	Otros	8	0.00	Islandia	0	0.00
Guatemala	153	0.03	SUMA	722	0.15	Italia	7,192	1.50
Nicaragua	22	0.00				Luxemburgo	48	0.01
Panamá	1,018	0.21				Mónaco	32	0.01
Otros	487	0.10				Noruega	356	0.07
SUMA	2,174	0.45				Polonia	1,191	0.25
			6.- ASIA			Portugal	1,798	0.38
			Arabia	90	0.02	Rep. Checa	85	0.02
			China	126	0.03	Rumania	47	0.01
			Corea	141	0.03	Rusia	402	0.08
			Filipinas	10	0.00	Slovenia	32	0.01
			India	50	0.01	Suecia	151	0.03
			Israel	271	0.06	Suiza	2,202	0.46
			Japón	120	0.03	Otros	4,871	1.02
			Paquistán	0	0.00	SUMA	105,690	22.05
			Turquía	12	0.00			
			Otros	361	0.08	GRAN TOTAL		
			SUMA	1,181	0.25		479,303	100.00
3.- SUDAMERICA			7.- AFRICA					
Argentina	19,406	4.05	Argelia	10	0.00			
Bolivia	351	0.07	Egipto	22	0.00			
Brasil	3,078	0.64	Sudáfrica	58	0.01			
Chile	5,536	1.16	Otros	254	0.05			
Colombia	2,017	0.42	SUMA	344	0.07			
Ecuador	203	0.04						
Paraguay	193	0.04						
Perú	2,584	0.54						
Uruguay	1,836	0.38						
Venezuela	200	0.04						
Otros	48	0.01						
SUMA	35,452	7.40						

PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENERO - JULIO 2017

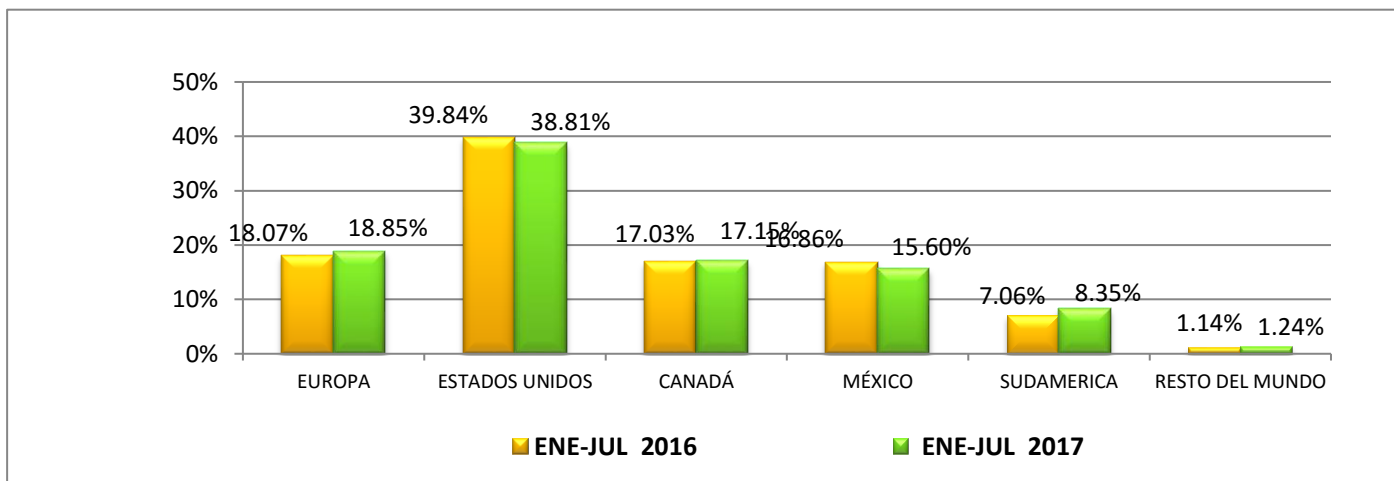
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	528,195	17.15	Bahamas	39	0.00	Alemania	101,287	3.29
Estados Unidos	1,195,483	38.81	Bermudas	91	0.00	Austria	4,072	0.13
México	480,461	15.60	Cuba	730	0.02	Bélgica	13,771	0.45
SUMA	2,204,139	71.56	Curacao	0	0.00	Bulgaria	483	0.02
			Haiti	56	0.00	Dinamarca	1,628	0.05
			Jamaica	195	0.01	España	92,585	3.01
			Puerto Rico	2,469	0.08	Finlandia	697	0.02
			Rep. Dominicana	1,279	0.04	Francia	45,050	1.46
			Otros	569	0.02	Gran Bretaña	166,486	5.41
			SUMA	5,428	0.18	Grecia	304	0.01
						Holanda	22,114	0.72
2.- CENTRO AMERICA			5.-OCEANIA			Hungria		
Belice	538	0.02	Australia	3,885	0.13	Irlanda		
Costa Rica	1,276	0.04	Nueva Zelanda	330	0.01	Islandia		
El Salvador	573	0.02	Otros	25	0.00	Italia		
Guatemala	1,397	0.05	SUMA	4,240	0.14	Luxemburgo		
Nicaragua	185	0.01				Mónaco		
Panamá	11,123	0.36				Noruega		
Otros	1,917	0.06				Polonia		
SUMA	17,009	0.55				Portugal		
						Rep. Checa		
						Rumania		
						Rusia		
						Slovenia		
						Suecia		
						Suiza		
						Otros		
						SUMA	580,602	18.85
						GRAN TOTAL		
							3,080,140	100.00
3.- SUDAMERICA			6.- ASIA					
Argentina	160,308	5.20	Arabia	611	0.02			
Bolivia	2,791	0.09	China	1,423	0.05			
Brasil	11,878	0.39	Corea	1,648	0.05			
Chile	36,901	1.20	Filipinas	218	0.01			
Colombia	10,952	0.36	India	515	0.02			
Ecuador	1,674	0.05	Israel	1,570	0.05			
Paraguay	1,611	0.05	Japón	573	0.02			
Perú	11,893	0.39	Paquistán	26	0.00			
Uruguay	12,406	0.40	Turquia	197	0.01			
Venezuela	4,228	0.14	Otros	2,528	0.08			
Otros	2,431	0.08	SUMA	9,309	0.30			
SUMA	257,073	8.35						
			7.- AFRICA					
			Argelia	11	0.00			
			Egipto	121	0.00			
			Sudáfrica	258	0.01			
			Otros	1,950	0.06			
			SUMA	2340	0.08			

**COMPARATIVO DE PROCEDENCIA DEL TURISMO
POR REGIONES**

REGION	JULIO 2016		JULIO 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	96,687	20.19%	105,690	22.05%	9.31%
ESTADOS UNIDOS	189,986	39.66%	192,201	40.10%	1.17%
CANADÁ	50,261	10.49%	40,608	8.47%	-19.21%
MÉXICO	102,271	21.35%	99,618	20.78%	-2.59%
SUDAMERICA	33,541	7.00%	35,452	7.40%	5.70%
RESTO DEL MUNDO	6,243	1.30%	5,734	1.20%	-8.15%
SUMAS	478,989	100.00%	479,303	100.00%	0.07%



REGION	ENE-JUL 2016		ENE-JUL 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	523,925	18.07%	580,602	18.85%	10.82%
ESTADOS UNIDOS	1,155,160	39.84%	1,195,483	38.81%	3.49%
CANADÁ	493,695	17.03%	528,195	17.15%	6.99%
MÉXICO	488,840	16.86%	480,461	15.60%	-1.71%
SUDAMERICA	204,700	7.06%	257,073	8.35%	25.59%
RESTO DEL MUNDO	33,090	1.14%	38,326	1.24%	15.82%
SUMAS	2,899,410	100.00%	3,080,140	100.00%	6.23%



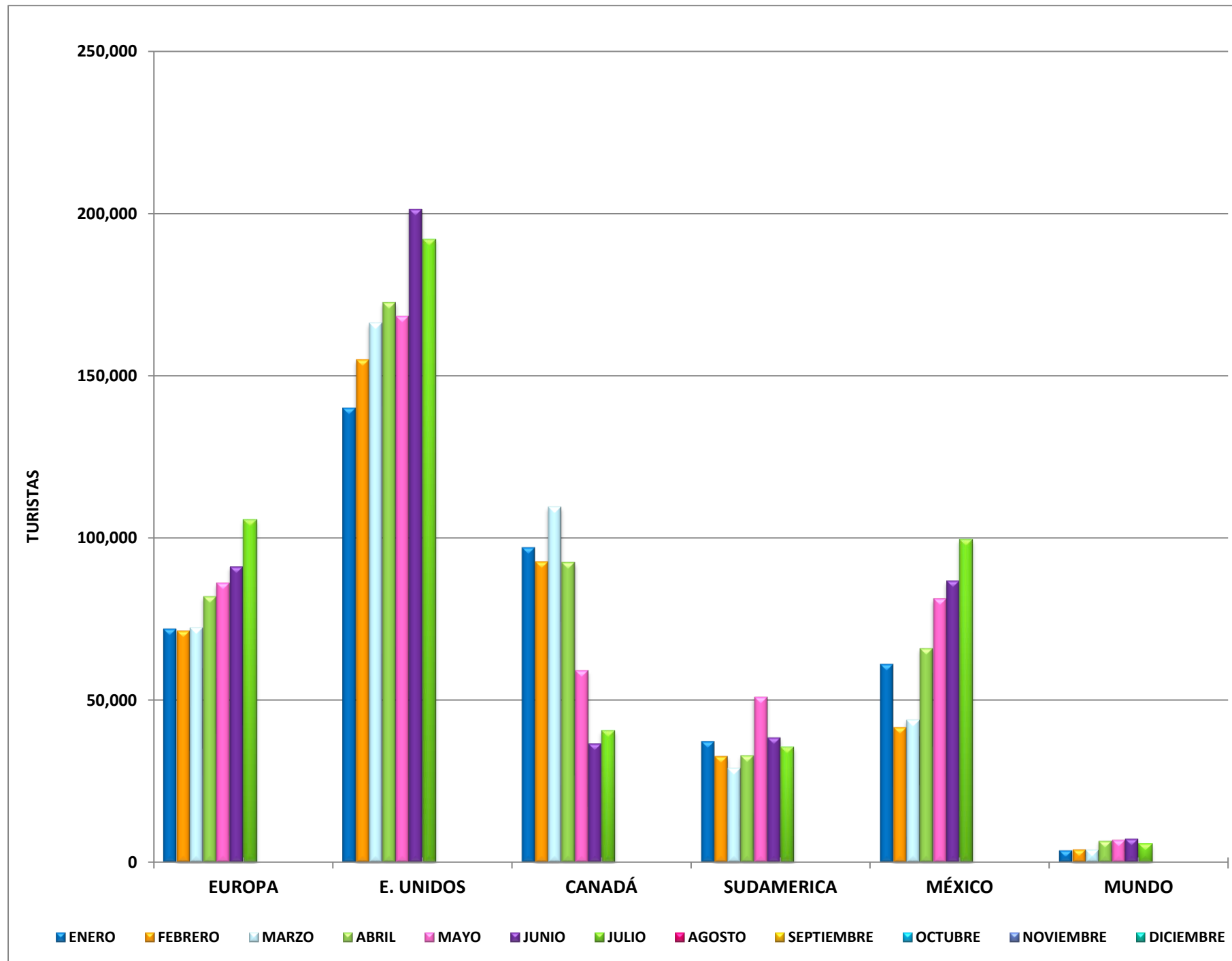
PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2017

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	105,690	22.1	192,201	40.1	40,608	8.5	35,452	7.4	99,618	20.8	5,734	1.2	479,303	100.0
AGOSTO														
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

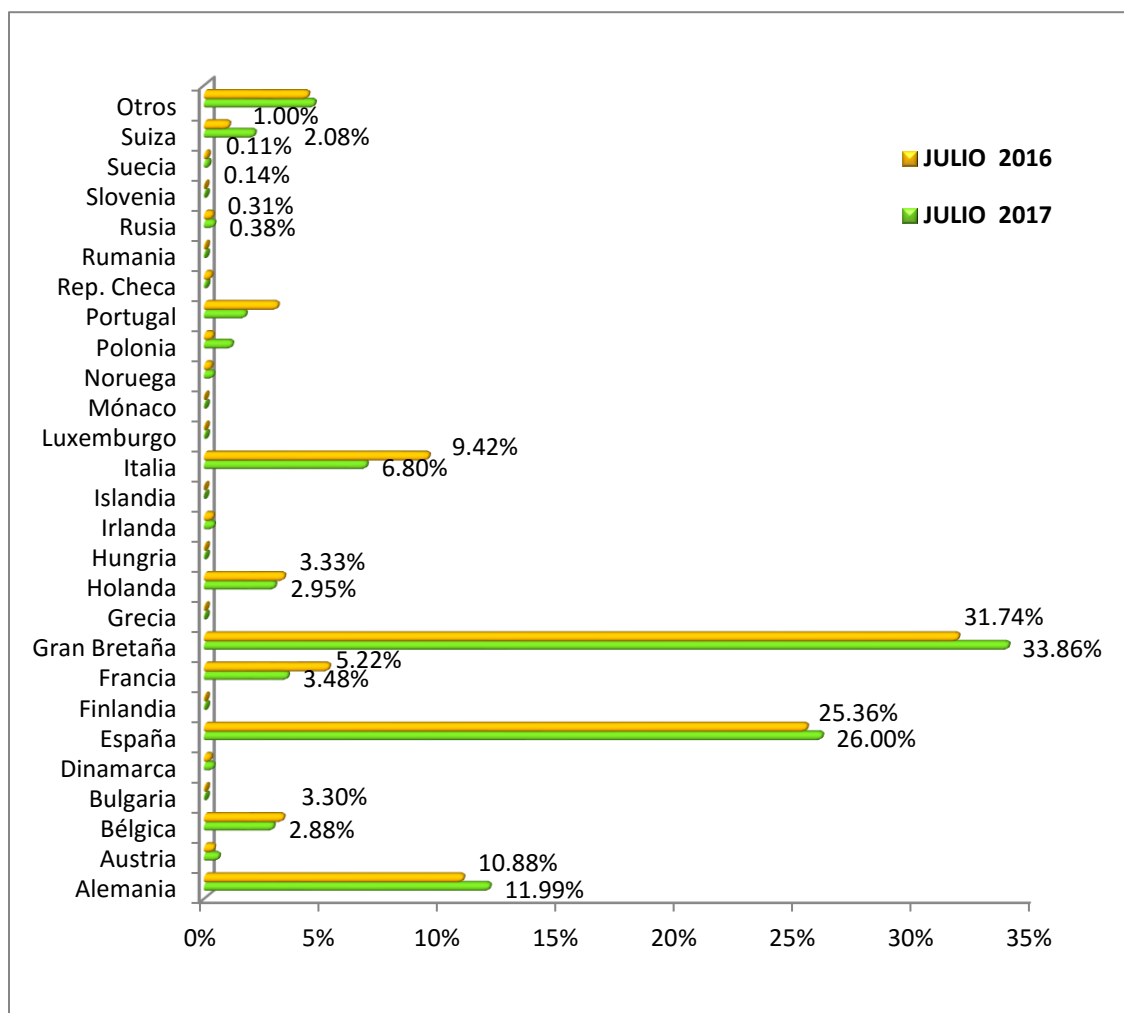
ENE-FEB	143,337	17.7	294,897	36.5	189,691	23.5	70,064	8.7	102,778	12.7	7,709	1.0	808,476	100.0
ENE-MAR	215,679	17.5	461,164	37.4	299,262	24.3	99,137	8.0	146,720	11.9	11,611	0.9	1,233,573	100.0
ENE-ABR	297,656	17.7	633,714	37.6	391,758	23.2	132,134	7.8	212,725	12.6	18,274	1.1	1,686,261	100.0
ENE-MAY	383,763	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	580,602	18.8	1,195,483	38.8	528,195	17.1	257,073	8.3	480,461	15.6	38,326	1.2	3,080,140	100.0
ENE-AGO														
ENE-SEPT														
ENE-OCT														
ENE-NOV														
ENE-DIC														

GRAFICA
PROCEDENCIA DEL TURISMO POR REGIONES
DESGLOSE MENSUAL 2017



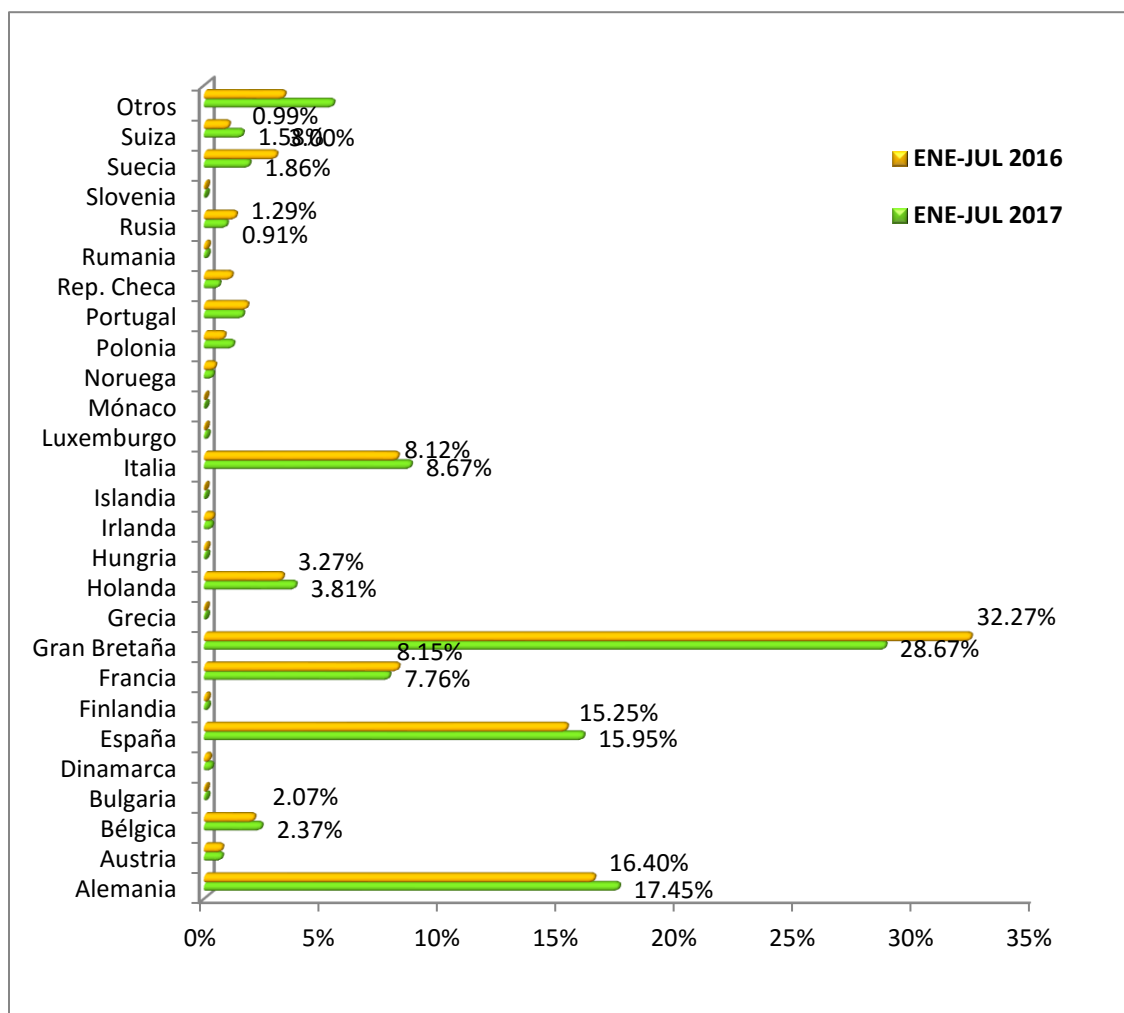
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO JULIO 2017 VS 2016

PAIS	JULIO 2016		JULIO 2017	
	PAX	%	PAX	%
Alemania	10,515	10.88%	12,675	11.99%
Austria	360	0.37%	604	0.57%
Bélgica	3,186	3.30%	3,043	2.88%
Bulgaria	43	0.04%	32	0.03%
Dinamarca	220	0.23%	368	0.35%
España	24,522	25.36%	27,479	26.00%
Finlandia	35	0.04%	55	0.05%
Francia	5,043	5.22%	3,683	3.48%
Gran Bretaña	30,693	31.74%	35,782	33.86%
Grecia	27	0.03%	27	0.03%
Holanda	3,217	3.33%	3,113	2.95%
Hungría	32	0.03%	40	0.04%
Irlanda	310	0.32%	382	0.36%
Islandia	0	0.00%	0	0.00%
Italia	9,109	9.42%	7,192	6.80%
Luxemburgo	30	0.03%	48	0.05%
Mónaco	1	0.00%	32	0.03%
Noruega	239	0.25%	356	0.34%
Polonia	301	0.31%	1,191	1.13%
Portugal	2,951	3.05%	1,798	1.70%
Rep. Checa	238	0.25%	85	0.08%
Rumania	46	0.05%	47	0.04%
Rusia	295	0.31%	402	0.38%
Slovenia	1	0.00%	32	0.03%
Suecia	107	0.11%	151	0.14%
Suiza	970	1.00%	2,202	2.08%
Otros	4,196	4.34%	4,871	4.61%
SUMA	96,687	100.00%	105,690	100.00%



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

PAIS	ENE-JUL 2016		ENE-JUL 2017	
	PAX	%	PAX	%
Alemania	85,947	16.40%	101,287	17.45%
Austria	3,741	0.71%	4,072	0.70%
Bélgica	10,835	2.07%	13,771	2.37%
Bulgaria	226	0.04%	483	0.08%
Dinamarca	932	0.18%	1,628	0.28%
España	79,887	15.25%	92,585	15.95%
Finlandia	596	0.11%	697	0.12%
Francia	42,681	8.15%	45,050	7.76%
Gran Bretaña	169,079	32.27%	166,486	28.67%
Grecia	197	0.04%	304	0.05%
Holanda	17,148	3.27%	22,114	3.81%
Hungría	467	0.09%	410	0.07%
Irlanda	1,732	0.33%	1,582	0.27%
Islandia	79	0.02%	266	0.05%
Italia	42,533	8.12%	50,345	8.67%
Luxemburgo	193	0.04%	592	0.10%
Mónaco	2	0.00%	119	0.02%
Noruega	2,173	0.41%	1,844	0.32%
Polonia	4,259	0.81%	6,850	1.18%
Portugal	9,293	1.77%	9,261	1.60%
Rep. Checa	5,833	1.11%	3,455	0.60%
Rumania	606	0.12%	612	0.11%
Rusia	6,766	1.29%	5,264	0.91%
Slovenia	282	0.05%	190	0.03%
Suecia	15,707	3.00%	10,813	1.86%
Suiza	5,213	0.99%	9,164	1.58%
Otros	17,518	3.34%	31,358	5.40%
SUMA	523,925	100.00%	580,602	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%

DESGLOSE DE PROCEDENCIA GEOGRAFICA DEL TURISMO EUROPEO SEGUNDO SEMESTRE 2017

PAIS	JUL 2017		AGO 2017		SEP 2017		OCT 2017		NOV 2017		DIC 2017		Acumulado	
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%
Alemania	12,675	11.99%											101,287	17.45%
Austria	604	0.57%											4,072	0.70%
Bélgica	3,043	2.88%											13,771	2.37%
Bulgaria	32	0.03%											483	0.08%
Dinamarca	368	0.35%											1,628	0.28%
España	27,479	26.00%											92,585	15.95%
Finlandia	55	0.05%											697	0.12%
Francia	3,683	3.48%											45,050	7.76%
Gran Bretaña	35,782	33.86%											166,486	28.67%
Grecia	27	0.03%											304	0.05%
Holanda	3,113	2.95%											22,114	3.81%
Hungría	40	0.04%											410	0.07%
Irlanda	382	0.36%											1,582	0.27%
Islandia	0	0.00%											266	0.05%
Italia	7,192	6.80%											50,345	8.67%
Luxemburgo	48	0.05%											592	0.10%
Mónaco	32	0.03%											119	0.02%
Noruega	356	0.34%											1,844	0.32%
Polonia	1,191	1.13%											6,850	1.18%
Portugal	1,798	1.70%											9,261	1.60%
Rep. Checa	85	0.08%											3,455	0.60%
Rumania	47	0.04%											612	0.11%
Rusia	402	0.38%											5,264	0.91%
Slovenia	32	0.03%											190	0.03%
Suecia	151	0.14%											10,813	1.86%
Suiza	2,202	2.08%											9,164	1.58%
Otros	4,871	4.61%											31,358	5.40%
SUMA	105,690	100.00%											580,602	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
PARA LA RIVIERA MAYA
SEGUNDO SEMESTRE AÑO 2017

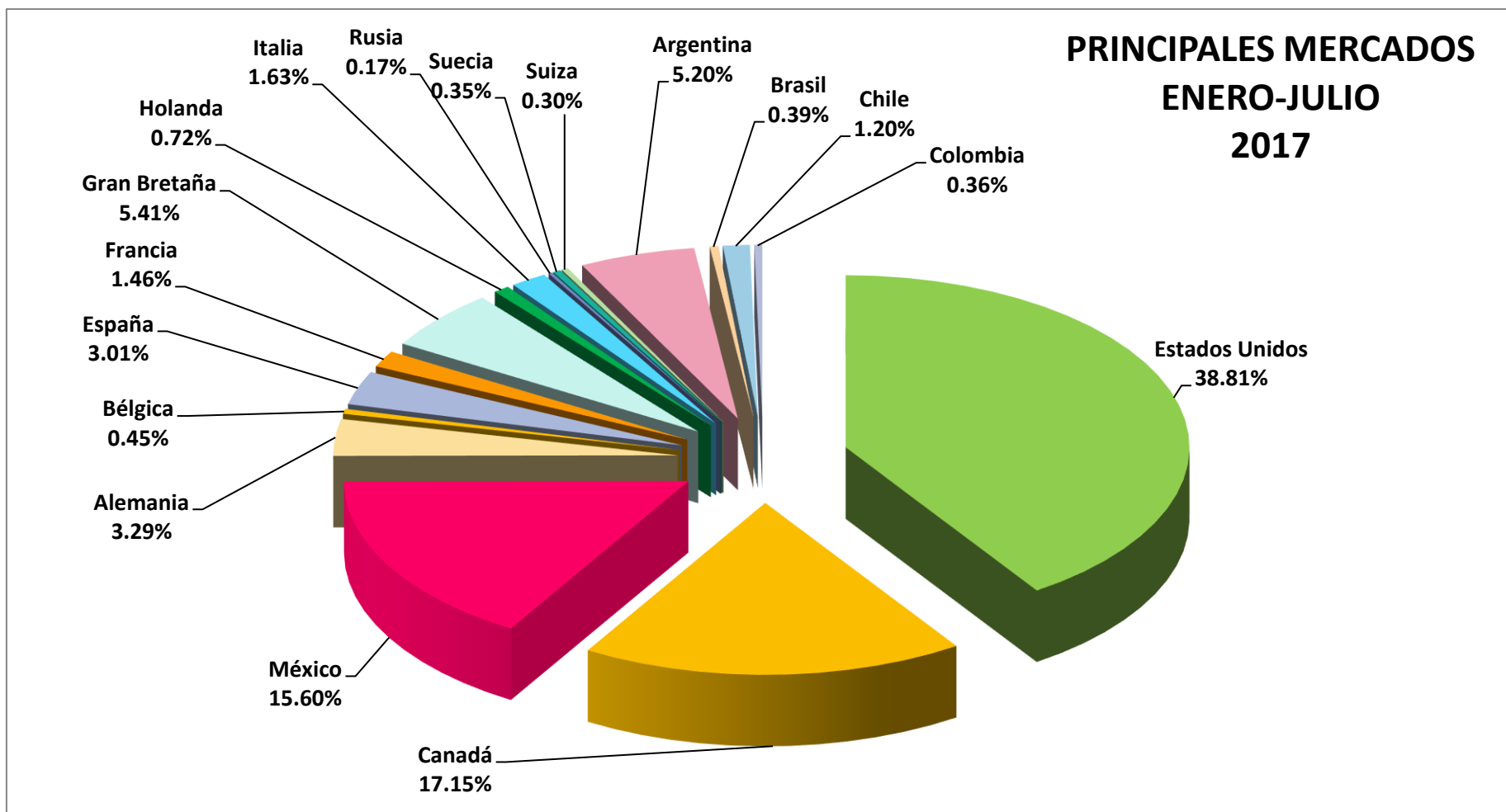
PAIS	JUL 2017		AGO 2017		SEP 2017		OCT 2017		NOV 2017		DIC 2017		Acumulado		Posición 2016	Posición 2017
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	192,201	40.10%											1,195,483	38.81%	1	1
2 Canadá	40,608	8.47%											528,195	17.15%	3	3
3 México	99,618	20.78%											480,461	15.60%	2	2
4 Alemania	12,675	2.64%											101,287	3.29%	7	7
5 Bélgica	3,043	0.63%											13,771	0.45%	12	13
6 España	27,479	5.73%											92,585	3.01%	5	5
7 Francia	3,683	0.77%											45,050	1.46%	10	10
8 Gran Bretaña	35,782	7.47%											166,486	5.41%	4	4
9 Holanda	3,113	0.65%											22,114	0.72%	11	11
10 Italia	7,192	1.50%											50,345	1.63%	8	8
11 Rusia	402	0.08%											5,264	0.17%	16	16
12 Suecia	151	0.03%											10,813	0.35%	17	17
13 Suiza	2,202	0.46%											9,164	0.30%	15	14
14 Argentina	19,406	4.05%											160,308	5.20%	6	6
15 Brasil	3,078	0.64%											11,878	0.39%	14	12
16 Chile	5,536	1.16%											36,901	1.20%	9	9
17 Colombia	2,017	0.42%											10,952	0.36%	13	15
Resto del mundo	21,117	4.41%											139,083	4.52%		
AFLUENCIA	479,303	100.00%											3,080,140	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 - JULIO

2017



Nota: Los principales mercados para Riviera Maya de Enero representan el 95.48% 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	4469	0.4%	2,390	0.2%	4717	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%	9771	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%	1979	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%

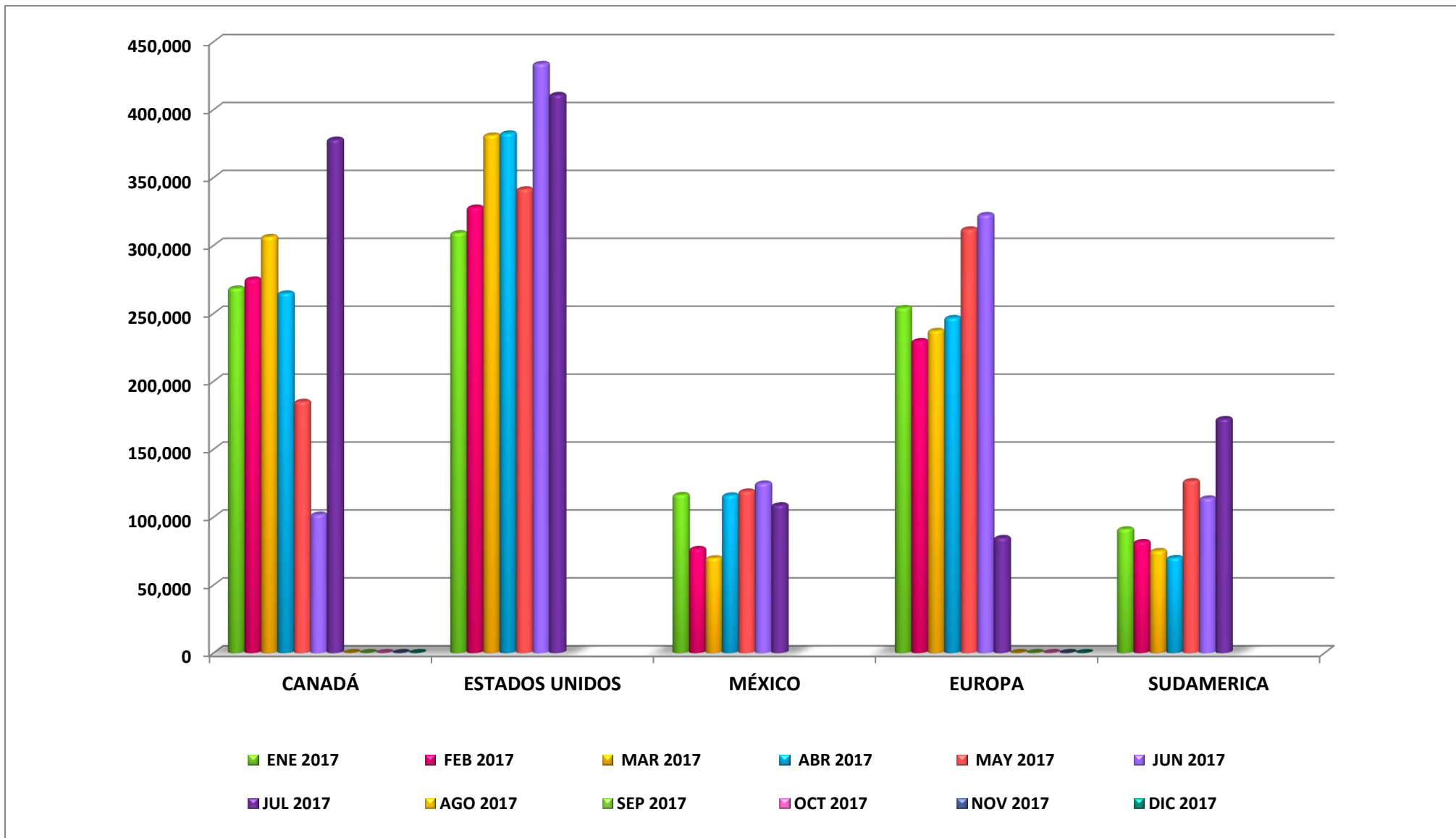
Nota: En esta tabla sólo están considerados los principales mercados, por lo que está calculado en base a la afluencia de los mismos.

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

PAÍS	JUL 2017		AGO 2017		SEP 2017		OCT 2017		NOV 2017		DIC 2017		Acumulado	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
NORTE AMERICA														
CANADÁ	108,796	9.4%											1,510,047	20.1%
ESTADOS UNIDOS	410,830	35.6%											2,586,454	34.4%
MÉXICO	172,256	14.9%											794,703	10.6%
SUMA	691,882	59.9%											4,891,204	65.1%
EUROPA														
ALEMANIA	52,496	4.5%											391,158	5.2%
BÉLGICA	11,601	1.0%											50,810	0.7%
ESPAÑA	76,598	6.6%											253,721	3.4%
FRANCIA	13,520	1.2%											155,230	2.1%
GRAN BRETAÑA	178,612	15.5%											789,789	10.5%
HOLANDA	12,491	1.1%											81,845	1.1%
ITALIA	23,254	2.0%											159,742	2.1%
RUSIA	1,307	0.1%											17,608	0.2%
SUECIA	755	0.1%											48,168	0.6%
SUIZA	7,312	0.6%											31,650	0.4%
SUMA	377,946	32.7%											1,979,721	25.9%
SUDAMERICA														
ARGENTINA	56,277	4.9%											487,608	6.5%
BRASIL	10,991	1.0%											37,891	0.5%
CHILE	13,263	1.1%											94,772	1.3%
COLOMBIA	4,135	0.4%											22,627	0.3%
SUMA	84,666	7.3%											642,898	8.3%
TOTAL PRIN. MDOS.	1,154,494	100.00%											7,513,823	99.28%
TOTAL DESTINO	Ctos. Ocup.	%PART.											Ctos. Ocup.	%PART.
	1,250,019	92.4%											8,296,118	92.4%

Nota: En esta tabla sólo están considerados los principales mercados, por lo que esta 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 JULIO

REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
NORTE AMERICA						
Canadá	50,261	10.49%	40,608	8.47%	-9,653	-19.21%
Estados Unidos	189,986	39.66%	192,201	40.10%	2,215	1.17%
México	102,271	21.35%	99,618	20.78%	-2,653	-2.59%
SUMA	342,518	71.51%	332,427	69.36%	-10,091	-2.95%
CENTRO AMERICA						
Belice	258	0.05%	65	0.01%	-193	-74.81%
Costa Rica	558	0.12%	311	0.06%	-247	-44.27%
El Salvador	61	0.01%	118	0.02%	57	93.44%
Guatemala	140	0.03%	153	0.03%	13	9.29%
Nicaragua	24	0.01%	22	0.00%	-2	-8.33%
Panamá	921	0.19%	1,018	0.21%	97	10.53%
Otros	84	0.02%	487	0.10%	403	479.76%
SUMA	2,046	0.43%	2,174	0.45%	128	6.26%
CARIBE						
Bahamas	7	0.00%	5	0.00%	-2	-28.57%
Bermudas	16	0.00%	18	0.00%	2	12.50%
Cuba	98	0.02%	145	0.03%	47	47.96%
Curacao	0	0.00%	0	0.00%	0	#¡DIV/0!
Haiti	22	0.00%	0	0.00%	-22	-100.00%
Jamaica	26	0.01%	22	0.00%	-4	-15.38%
Puerto Rico	807	0.17%	860	0.18%	53	6.57%
Rep. Dominicana	331	0.07%	185	0.04%	-146	-44.11%
Otros	183	0.04%	78	0.02%	-105	-57.38%
SUMA	1,490	0.31%	1,313	0.27%	-177	-11.88%
SUDAMERICA						
Argentina	15,487	3.23%	19,406	4.05%	3,919	25.31%
Bolivia	150	0.03%	351	0.07%	201	134.00%
Brasil	2,083	0.43%	3,078	0.64%	995	47.77%
Chile	7,119	1.49%	5,536	1.16%	-1,583	-22.24%
Colombia	2,255	0.47%	2,017	0.42%	-238	-10.55%
Ecuador	320	0.07%	203	0.04%	-117	-36.56%
Paraguay	174	0.04%	193	0.04%	19	10.92%
Peru	2,856	0.60%	2,584	0.54%	-272	-9.52%
Uruguay	2,173	0.45%	1,836	0.38%	-337	-15.51%
Venezuela	222	0.05%	200	0.04%	-22	-9.91%
Otros	702	0.15%	48	0.01%	-654	-93.16%
SUMA	33,541	7.00%	35,452	7.40%	1,911	5.70%
OCEANIA						
Australia	733	0.15%	662	0.14%	-71	-9.69%
Nueva Zelanda	75	0.02%	52	0.01%	-23	-30.67%
Otros	6	0.00%	8	0.00%	2	33.33%
SUMA	814	0.17%	722	0.15%	-92	-11.30%
AFRICA						
Argelia	0	0.00%	10	0.00%	10	#¡DIV/0!
Egipto	13	0.00%	22	0.00%	9	69.23%
Sudáfrica	174	0.04%	58	0.01%	-116	-66.67%
Otros	262	0.05%	254	0.05%	-8	-3.05%
SUMA	449	0.09%	344	0.07%	-105	-23.39%

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
ASIA						
Arabia	101	0.02%	90	0.02%	-11	-10.89%
China	216	0.05%	126	0.03%	-90	-41.67%
Corea	222	0.05%	141	0.03%	-81	-36.49%
Filipinas	9	0.00%	10	0.00%	1	11.11%
India	79	0.02%	50	0.01%	-29	-36.71%
Israel	167	0.03%	271	0.06%	104	62.28%
Japón	287	0.06%	120	0.03%	-167	-58.19%
Paquistán	3	0.00%	0	0.00%	-3	-100.00%
Turquía	27	0.01%	12	0.00%	-15	-55.56%
Otros	333	0.07%	361	0.08%	28	8.41%
SUMA	1,444	0.30%	1,181	0.25%	-263	-18.21%

EUROPA						
Alemania	10,515	2.20%	12,675	2.64%	2,160	20.54%
Austria	360	0.08%	604	0.13%	244	67.78%
Bélgica	3,186	0.67%	3,043	0.63%	-143	-4.49%
Bulgaria	43	0.01%	32	0.01%	-11	-25.58%
Dinamarca	220	0.05%	368	0.08%	148	67.27%
España	24,522	5.12%	27,479	5.73%	2,957	12.06%
Finlandia	35	0.01%	55	0.01%	20	57.14%
Francia	5,043	1.05%	3,683	0.77%	-1,360	-26.97%
Gran Bretaña	30,693	6.41%	35,782	7.47%	5,089	16.58%
Grecia	27	0.01%	27	0.01%	0	0.00%
Holanda	3,217	0.67%	3,113	0.65%	-104	-3.23%
Hungría	32	0.01%	40	0.01%	8	25.00%
Irlanda	310	0.06%	382	0.08%	72	23.23%
Islandia	0	0.00%	0	0.00%	0	#¡DIV/0!
Italia	9,109	1.90%	7,192	1.50%	-1,917	-21.05%
Luxemburgo	30	0.01%	48	0.01%	18	60.00%
Mónaco	1	0.00%	32	0.01%	31	3100.00%
Noruega	239	0.05%	356	0.07%	117	48.95%
Polonia	301	0.06%	1,191	0.25%	890	295.68%
Portugal	2,951	0.62%	1,798	0.38%	-1,153	-39.07%
Rep. Checa	238	0.05%	85	0.02%	-153	-64.29%
Rumanía	46	0.01%	47	0.01%	1	2.17%
Rusia	295	0.06%	402	0.08%	107	36.27%
Slovenia	1	0.00%	32	0.01%	31	3100.00%
Suecia	107	0.02%	151	0.03%	44	41.12%
Suiza	970	0.20%	2,202	0.46%	1,232	127.01%
Otros	4,196	0.88%	4,871	1.02%	675	16.09%
SUMA	96,687	20.19%	105,690	22.05%	9,003	9.31%

TOTAL AFLUENCIA MENSUAL	478,989	100.00%	479,303	100.00%	314	0.07%
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COMPARATIVO POR PAISES DE LOS AÑOS 2017 VS 2016
ENERO - JULIO

REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
NORTE AMERICA						
Canadá	493,695	17.03%	528,195	17.15%	34,500	6.99%
Estados Unidos	1,155,160	39.84%	1,195,483	38.81%	40,323	3.49%
México	488,840	16.86%	480,461	15.60%	-8,379	-1.71%
SUMA	2,137,695	73.73%	2,204,139	71.56%	66,444	3.11%
CENTRO AMERICA						
Belice	619	0.02%	538	0.02%	-81	-13.09%
Costa Rica	1,916	0.07%	1,276	0.04%	-640	-33.40%
El Salvador	357	0.01%	573	0.02%	216	60.50%
Guatemala	1,273	0.04%	1,397	0.05%	124	9.74%
Nicaragua	118	0.00%	185	0.01%	67	56.78%
Panamá	9,470	0.33%	11,123	0.36%	1,653	17.46%
Otros	267	0.01%	1,917	0.06%	1,650	617.98%
SUMA	14,020	0.48%	17,009	0.55%	2,989	21.32%
CARIBE						
Bahamas	70	0.00%	39	0.00%	-31	-44.29%
Bermudas	58	0.00%	91	0.00%	33	56.90%
Cuba	307	0.01%	730	0.02%	423	137.79%
Curacao	13	0.00%	0	0.00%	-13	-100.00%
Haiti	41	0.00%	56	0.00%	15	36.59%
Jamaica	113	0.00%	195	0.01%	82	72.57%
Puerto Rico	1,317	0.05%	2,469	0.08%	1,152	87.47%
Rep. Dominicana	1,354	0.05%	1,279	0.04%	-75	-5.54%
Otros	782	0.03%	569	0.02%	-213	-27.24%
SUMA	4,055	0.14%	5,428	0.18%	1,373	33.86%
SUDAMERICA						
Argentina	110,519	3.81%	160,308	5.20%	49,789	45.05%
Bolivia	856	0.03%	2,791	0.09%	1,935	226.05%
Brasil	9,231	0.32%	11,878	0.39%	2,647	28.68%
Chile	35,533	1.23%	36,901	1.20%	1,368	3.85%
Colombia	11,683	0.40%	10,952	0.36%	-731	-6.26%
Ecuador	1,383	0.05%	1,674	0.05%	291	21.04%
Paraguay	1,651	0.06%	1,611	0.05%	-40	-2.42%
Peru	11,888	0.41%	11,893	0.39%	5	0.04%
Uruguay	16,733	0.58%	12,406	0.40%	-4,327	-25.86%
Venezuela	1,233	0.04%	4,228	0.14%	2,995	242.90%
Otros	3,990	0.14%	2,431	0.08%	-1,559	-39.07%
SUMA	204,700	7.06%	257,073	8.35%	52,373	25.59%
OCEANIA						
Australia	5,421	0.19%	3,885	0.13%	-1,536	-28.33%
Nueva Zelanda	249	0.01%	330	0.01%	81	32.53%
Otros	6	0.00%	25	0.00%	19	316.67%
SUMA	5,676	0.20%	4,240	0.14%	-1,436	-25.30%
AFRICA						
Argelia	4	0.00%	11	0.00%	7	175.00%
Egipto	93	0.00%	121	0.00%	28	30.11%
Sudáfrica	249	0.01%	258	0.01%	9	3.61%
Otros	1,627	0.06%	1,950	0.06%	323	19.85%
SUMA	1,973	0.07%	2,340	0.08%	367	18.60%

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
ASIA						
Arabia	326	0.01%	611	0.02%	285	87.42%
China	838	0.03%	1,423	0.05%	585	69.81%
Corea	1,454	0.05%	1,648	0.05%	194	13.34%
Filipinas	56	0.00%	218	0.01%	162	289.29%
India	541	0.02%	515	0.02%	-26	-4.81%
Israel	1,300	0.04%	1,570	0.05%	270	20.77%
Japón	823	0.03%	573	0.02%	-250	-30.38%
Paquistán	10	0.00%	26	0.00%	16	160.00%
Turquía	198	0.01%	197	0.01%	-1	-0.51%
Otros	1,820	0.06%	2,528	0.08%	708	38.90%
SUMA	7,366	0.25%	9,309	0.30%	1,943	26.38%

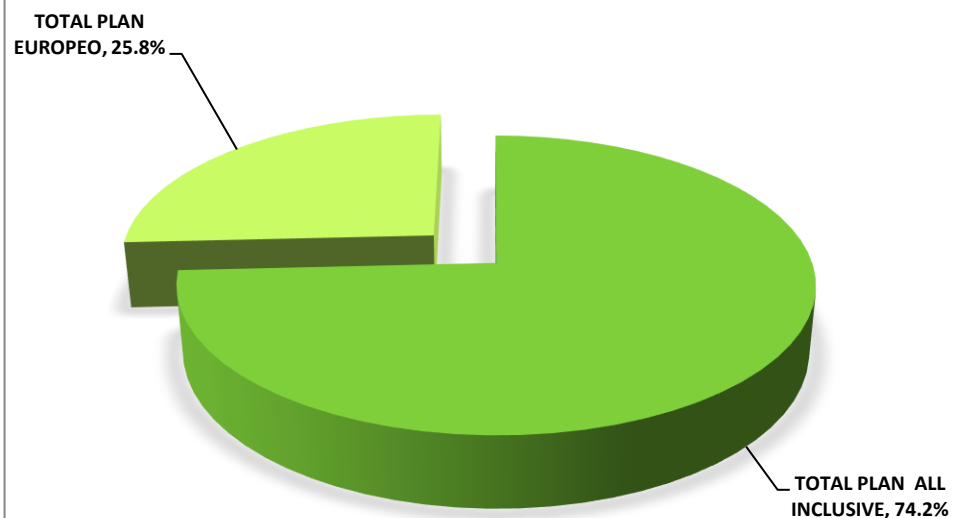
EUROPA						
Alemania	85,947	2.96%	101,287	3.29%	15,340	17.85%
Austria	3,741	0.13%	4,072	0.13%	331	8.85%
Bélgica	10,835	0.37%	13,771	0.45%	2,936	27.10%
Bulgaria	226	0.01%	483	0.02%	257	113.72%
Dinamarca	932	0.03%	1,628	0.05%	696	74.68%
España	79,887	2.76%	92,585	3.01%	12,698	15.89%
Finlandia	596	0.02%	697	0.02%	101	16.95%
Francia	42,681	1.47%	45,050	1.46%	2,369	5.55%
Gran Bretaña	169,079	5.83%	166,486	5.41%	-2,593	-1.53%
Grecia	197	0.01%	304	0.01%	107	54.31%
Holanda	17,148	0.59%	22,114	0.72%	4,966	28.96%
Hungría	467	0.02%	410	0.01%	-57	-12.21%
Irlanda	1,732	0.06%	1,582	0.05%	-150	-8.66%
Islandia	79	0.00%	266	0.01%	187	236.71%
Italia	42,533	1.47%	50,345	1.63%	7,812	18.37%
Luxemburgo	193	0.01%	592	0.02%	399	206.74%
Mónaco	2	0.00%	119	0.00%	117	5850.00%
Noruega	2,173	0.07%	1,844	0.06%	-329	-15.14%
Polonia	4,259	0.15%	6,850	0.22%	2,591	60.84%
Portugal	9,293	0.32%	9,261	0.30%	-32	-0.34%
Rep. Checa	5,833	0.20%	3,455	0.11%	-2,378	-40.77%
Rumanía	606	0.02%	612	0.02%	6	0.99%
Rusia	6,766	0.23%	5,264	0.17%	-1,502	-22.20%
Slovenia	282	0.01%	190	0.01%	-92	-32.62%
Suecia	15,707	0.54%	10,813	0.35%	-4,894	-31.16%
Suiza	5,213	0.18%	9,164	0.30%	3,951	75.79%
Otros	17,518	0.60%	31,358	1.02%	13,840	79.00%
SUMA	523,925	18.07%	580,602	18.85%	56,677	10.82%

TOTAL AFLUENCIA ACUMULADA	2,899,410	100.00%	3,080,140	100.00%	180,730	6.23%
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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 BUNG	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 COLONIAL RESORT & SPA	414	5 estrellas
28 GRAND PALLADIUM KANTENAH RESORT & SPA	422	5 estrellas
29 GRAND PALLADIUM WHITE SAND RESORT & SPA	264	5 estrellas
30 GRAND RIVIERA & SUNSET PRINCESS	1,480	5 estrellas
31 GRAND SIRENIS MAYAN BEACH	456	5 estrellas
32 GRAND SIRENIS RIVIERA MAYA	504	5 estrellas
33 GRAND SLAM FLY FISHING LODGE	12	4 estrellas
34 GRAND VELAS	539	Especial
35 HACIENDA TRES RIOS	259	Gran Turismo
36 HARD ROCK Riviera Maya	1266	5 estrellas
37 HIDDEN BEACH RESORT	42	5 estrellas
38 IBEROSTAR GRAN PARAISO	310	Gran Turismo
39 IBEROSTAR PARAISO BEACH	424	5 estrellas
40 IBEROSTAR PARAISO DEL MAR	388	5 estrellas
41 IBEROSTAR PARAISO LINDO	446	5 estrellas
42 IBEROSTAR PARAISO MAYA	434	Gran Turismo
43 IBEROSTAR QUETZAL	350	5 estrellas
44 IBEROSTAR TUCAN	350	5 estrellas
45 KANXUK LUXURY RESORT	9	Especial
46 KORE TULUM RETREAT WELLNESS RESORT.	94	5 estrellas
47 LIVE AQUA BOUTIQUE RESORT	60	4 estrellas
48 OASIS TULUM	310	5 estrellas
49 OCCIDENTAL ALLEGRO RESORTS	286	5 estrellas
50 OCCIDENTAL AT XCARET DESTINATION	764	5 estrellas
51 OCCIDENTAL ROYAL HIDEAWAY & SPA	201	Gran Turismo
52 OCEAN BREEZE	98	Gran Turismo
53 OCEAN MAYA ROYALE	319	5 estrellas
54 OCEAN RIVIERA PARADISE	974	5 estrellas
55 PARADISUS Playa del Carmen LA ESMERALDA	510	5 estrellas
56 PARADISUS Playa del Carmen LA PERLA	394	5 estrellas
57 PAVO REAL BEACH RESORT	112	4 estrellas
58 PLATINUM YUCATAN PRINCESS	472	5 estrellas
59 PLAYACAR PALACE	201	5 estrellas
60 RIU LA LUPITA	300	5 estrellas
61 RIU PALACE MEXICO	434	Gran Turismo
62 RIU PALACE RIVIERA MAYA	460	Especial
63 RIU PLAYACAR	388	5 estrellas
64 RIU TEQUILA	664	5 estrellas
65 RIU YUCATAN	507	5 estrellas
66 SANDOS CARACOL ECO EXPERIENCE RESORT	956	5 estrellas
67 SANDOS PLAYACAR BEACH EXPERIENCE RESORT	819	5 estrellas
68 SECREST AKUMAL RIVIERA MAYA	434	5 estrellas
69 SECRETS CAPRI RIVIERA CANCUN	291	Gran Turismo
70 SECRETS MAROMA BEACH	412	5 estrellas
71 SENSIMAR SEASIDE SUITES & SPA	194	Gran Turismo
72 THE REEF COCO BEACH	196	5 estrellas
73 THE REEF PLAYACAR	196	4 estrellas
74 THE ROYAL PLAYA DEL CARMEN	513	Gran Turismo
75 UNICO 20° 87° HOTEL RIVIERA MAYA	448	5 estrellas
76 VALENTIN IMPERIAL MAYA	540	5 estrellas
77 VIVA WYNDHAM AZTECA	335	5 estrellas
78 VIVA WYNDHAM MAYA	604	4 estrellas
SUMAS	33,707	

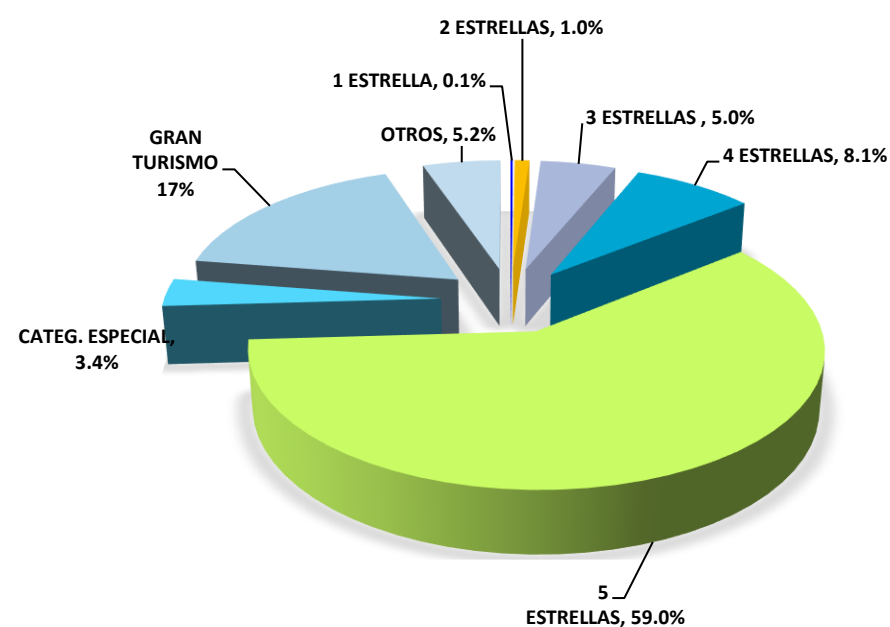
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	33,707	78	74.2%
TOTAL PLAN EUROPEO	11,708	334	25.8%
SUMAS	45,415	412	100.0%

DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE



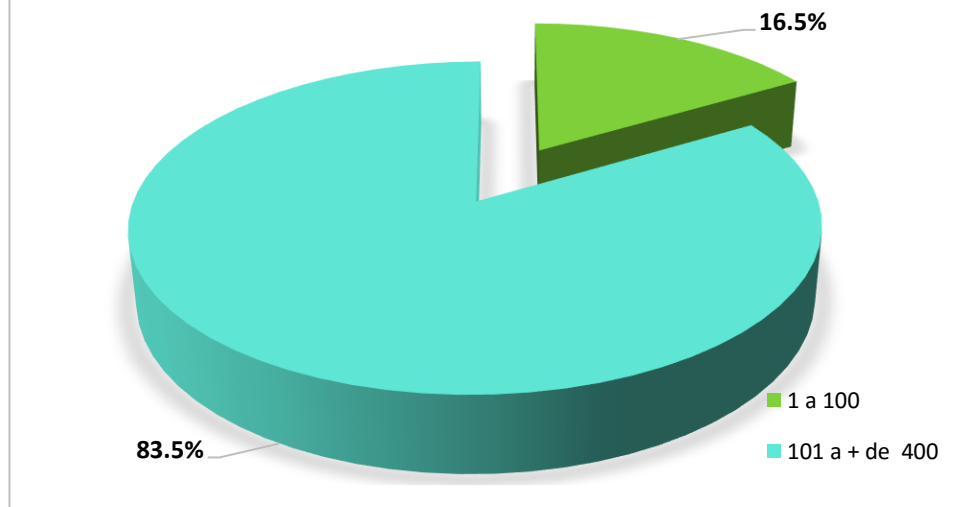
CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	444	22	1.0%
3 ESTRELLAS	2,293	88	5.0%
4 ESTRELLAS	3,688	52	8.1%
5 ESTRELLAS	27,157	70	59.8%
CATEG. ESPECIAL	1,535	13	3.4%
GRAN TURISMO	7,866	22	17.3%
OTROS	2,368	143	5.2%
SUMAS	45,415	412	100.0%

DISTRIBUCIÓN DE CUARTOS POR CATEGORIA



RANGO	Cuartos	# Htls.	%
1 a 100	7,500	321	16.5%
101 a + de 400	37,915	91	83.5%
SUMAS	45,415	412	100.0%

DISTRIBUCIÓN DE CUARTOS POR RANGO



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

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.1%	4,563	10.0%
COBA	2	0.5%	49	0.1%
KANTENAH	9	2.2%	3,121	6.9%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	174	42.2%	8,445	18.6%
PLAYA DEL SECRETO	1	0.2%	540	1.2%
PLAYA PARAISO	12	2.9%	4,005	8.8%
PLAYACAR	24	5.8%	6,769	14.9%
PUERTO AVENTURAS	14	3.4%	5,238	11.5%
PUNTA ALLEN	7	1.7%	68	0.1%
PUNTA BETE XCALACOCO	17	4.1%	6,022	13.3%
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	24.8%	2,223	4.9%
XCARET	1	0.2%	764	1.7%
XPU-HA	4	1.0%	471	1.0%
TOTAL	412	100.0%	45,415	100.0%

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

