



FIDEICOMISO DE PROMOCIÓN TURÍSTICA  
DE LA RIVIERA MAYA

## BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

AGOSTO 2017

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima quinta** edición correspondiente al mes de Agosto del año 2017, fue elaborado con un muestreo de **36,446** cuartos, que corresponde al 80.58 % del total de cuartos existentes a la fecha, los cuales son **45,254** 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 AGOSTO DE 2017

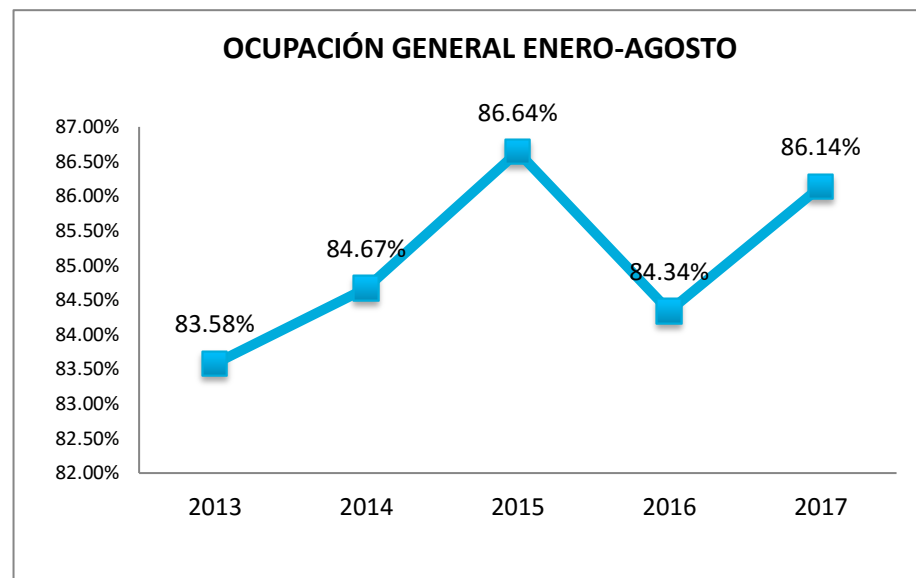
CONCEPTO	AGOSTO		VARIACIÓN	
	2016	2017	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	43,669	45,254	1,585	3.63%
CUARTOS NOCHE DISPONIBLES	1,341,640	1,367,845	26,205	1.95%
CUARTOS NOCHE OCUPADOS	1,096,141	1,144,729	48,588	4.43%
% DE OCUPACION	81.70%	83.69%	1.99%	
% DE OCUPACION TODO INCLUIDO	82.94%	85.47%	2.53%	
<b>ESTADIA PROMEDIO</b>				
	2016	2017		
GENERAL	6.03	6.08	0.05	
TURISMO NACIONAL	3.95	3.85	(0.10)	
TURISMO INTERNACIONAL	6.73	6.48	(0.25)	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 4,323.78</b>	<b>\$ 3,950.25</b>	(374)	-8.64%
<b>AFLUENCIA DEL TURISMO</b>				
	2016	2017		
TOTAL	404,708	425,640	20,932	5.17%
NACIONALES	88,794	89,279	485	0.55%
EXTRANJEROS	315,914	336,361	20,447	6.47%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES</b>				
	2016		2017	
EUROPA	101,477	32.12%	118,360	35.19%
ESTADOS UNIDOS	138,024	43.69%	145,486	43.25%
CANADÁ	39,926	12.64%	36,384	10.82%
SUDAMERICA	31,131	9.85%	31,482	9.36%
RESTO DEL MUNDO	5,356	1.70%	4,649	1.38%
	<b>315,914</b>	100.00%	<b>336,361</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	2016	2017		
TOTAL	1,096,141	1,144,729	48,588	4.43%
NACIONALES	146,140	143,218	-2,922	-2.00%
EXTRANJEROS	950,001	1,001,511	51,510	5.42%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	2016		2017	
EUROPA (Principales países)	376,601	39.6%	429,996	42.9%
ESTADOS UNIDOS	316,880	33.4%	321,282	32.1%
CANADÁ	105,471	11.1%	105,210	10.5%
SUDAMERICA (Principales países)	65,720	6.9%	63,635	6.4%
RESTO DEL MUNDO	85,329	8.98%	81,388	8.1%
	<b>950,001</b>	100.00%	<b>1,001,511</b>	100.00%

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

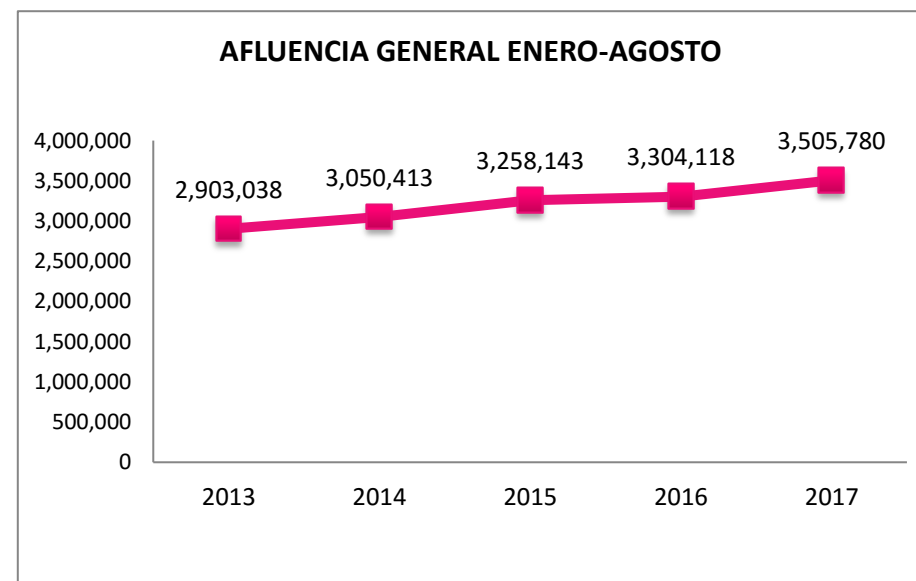
CONCEPTO	ENERO-AGOSTO		VARIACIÓN	
	2016	2017	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	43,669	45,254	1,585	3.63%
CUARTOS NOCHE DISPONIBLES	10,578,650	10,960,146	381,496	3.61%
CUARTOS NOCHE OCUPADOS	8,921,768	9,440,847	519,079	5.82%
% DE OCUPACION	84.34%	86.14%	1.80%	
% DE OCUPACION TODO INCLUIDO	85.31%	87.41%	2.10%	
<b>ESTADIA PROMEDIO</b>				
	2016	2017		
GENERAL	5.96	5.90	(0.06)	
TURISMO NACIONAL	4.16	4.00	(0.16)	
TURISMO INTERNACIONAL	6.43	6.34	(0.09)	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 4,789.97</b>	<b>\$ 5,015.02</b>	225	4.70%
<b>AFLUENCIA DEL TURISMO</b>				
	2016	2017		
TOTAL	3,304,118	3,505,780	201,662	6.10%
NACIONALES	577,634	569,740	-7,894	-1.37%
EXTRANJEROS	2,726,484	2,936,040	209,556	7.69%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES</b>				
	2016		2017	
EUROPA	625,402	22.94%	698,962	23.81%
ESTADOS UNIDOS	1,293,184	47.43%	1,340,969	45.67%
CANADÁ	533,621	19.57%	564,579	19.23%
SUDAMERICA	235,831	8.65%	288,555	9.83%
RESTO DEL MUNDO	38,446	1.41%	42,975	1.46%
	<b>2,726,484</b>	100.00%	<b>2,936,040</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	2016	2017		
TOTAL	8,921,768	9,440,847	519,079	5.82%
NACIONALES	970,071	937,921	-32,150	-3.31%
EXTRANJEROS	7,951,697	8,502,926	551,229	6.93%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	2016		2017	
EUROPA (Principales países)	2,230,687	28.1%	2,409,717	28.3%
ESTADOS UNIDOS	2,846,704	35.8%	2,907,736	34.2%
CANADÁ	1,555,799	19.6%	1,615,257	19.0%
SUDAMERICA (Principales países)	545,380	6.9%	706,533	8.3%
RESTO DEL MUNDO	773,127	9.72%	863,683	10.2%
	<b>7,951,697</b>	100.00%	<b>8,502,926</b>	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	78.31%	79.49%	81.76%	81.70%	83.69%	5.38%	4.20%	1.93%	1.99%
SEPT									
OCT									
NOV									
DIC									
<b>Total</b>	<b>83.58%</b>	<b>84.67%</b>	<b>86.64%</b>	<b>84.34%</b>	<b>86.14%</b>	<b>2.56%</b>	<b>1.47%</b>	<b>-0.50%</b>	<b>1.80%</b>

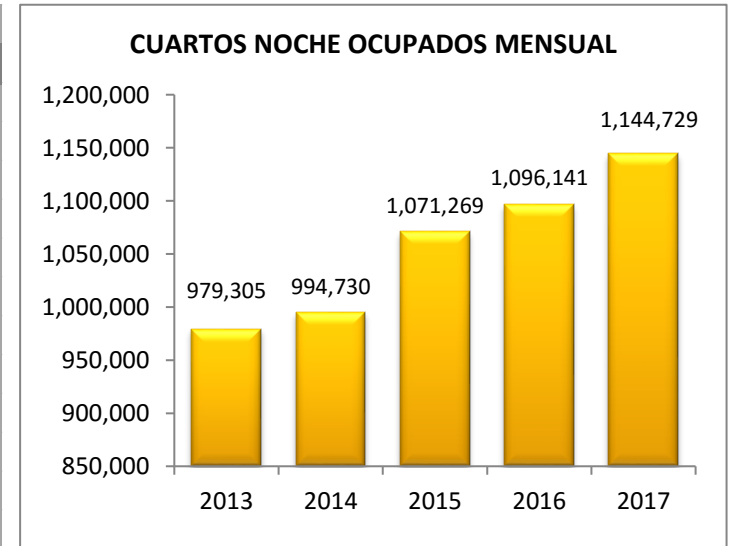


MES	AFLUENCIA TURÍSTICA					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	332,698	352,269	372,836	383,818	411,106	23.57%	16.70%	10.26%	7.11%
FEB	326,017	346,915	357,883	360,631	397,370	21.89%	14.54%	11.03%	10.19%
MAR	392,852	388,619	399,907	424,912	425,097	8.21%	9.39%	6.30%	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	369,964	380,455	414,902	404,708	425,640	15.05%	11.88%	2.59%	5.17%
SEPT									
OCT									
NOV									
DIC									
<b>Total</b>	<b>2,903,038</b>	<b>3,050,413</b>	<b>3,258,143</b>	<b>3,304,118</b>	<b>3,505,780</b>	<b>20.76%</b>	<b>14.93%</b>	<b>7.60%</b>	<b>6.10%</b>



**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	979,305	994,730	1,071,269	1,096,141	1,144,729	16.89%	15.08%	6.86%	4.43%
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	8,173,896	8,347,189	8,832,078	8,921,768	9,440,847	15.50%	13.10%	6.89%	5.82%
ENE-SEPT									
ENE-OCT									
ENE-NOV									
ENE-DIC									



## TABLA DE OCUPACION HOTELERA AÑO 2017

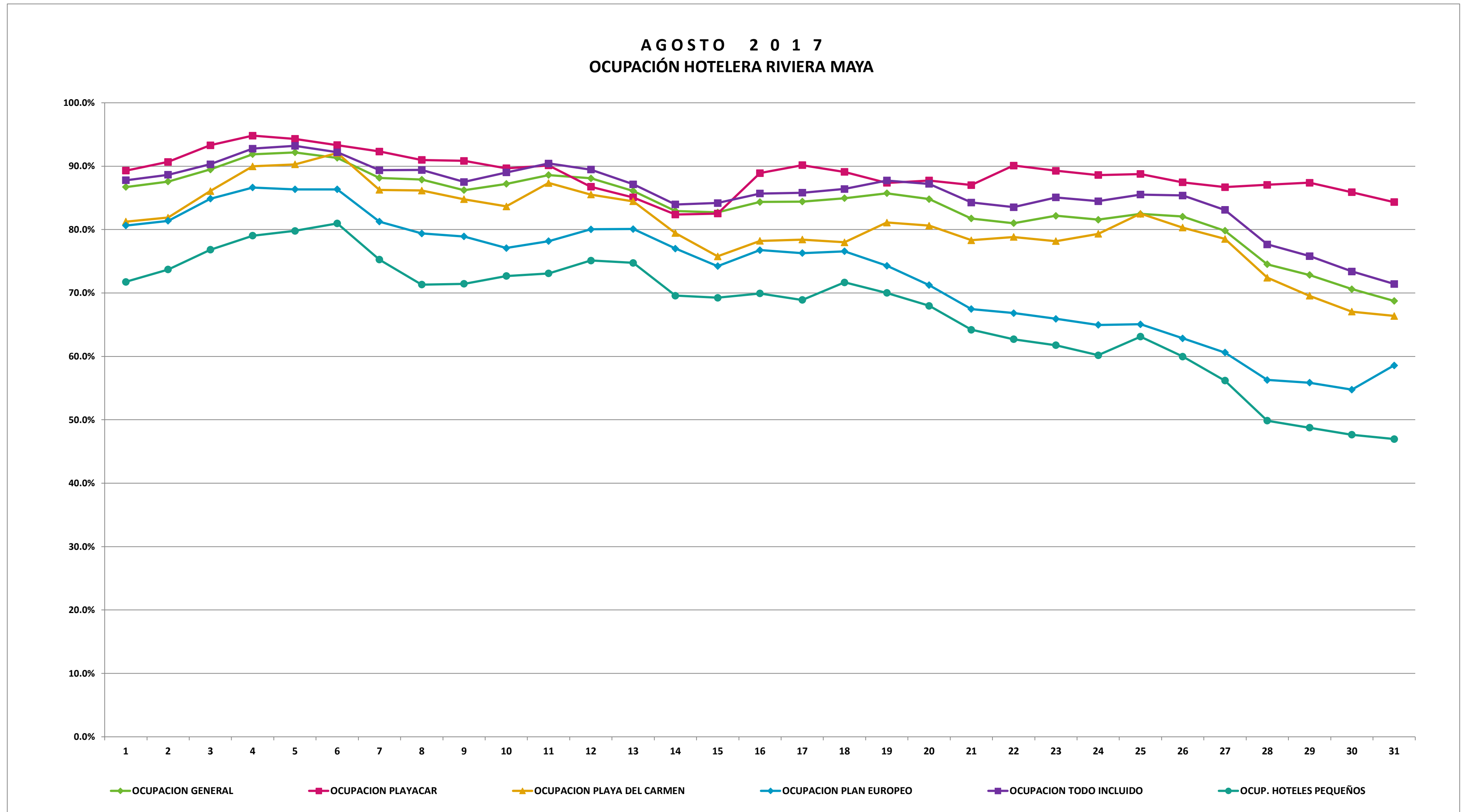
MES	No. DE HOTELES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
			DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	413	45,298	1,391,208	1,171,771	84.23%	61,096	14.86%	350,010	85.14%	411,106	6.08
FEBRERO	413	45,331	1,269,156	1,104,039	86.99%	41,682	10.49%	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	412	45,254	1,367,845	1,144,729	83.69%	89,279	20.98%	336,361	79.02%	425,640	6.08
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	45,415	9,592,301	8,296,118	86.49%	480,461	15.60%	2,599,679	84.40%	3,080,140	5.88
ENE-AGO	412	45,254	10,960,146	9,440,847	86.14%	569,740	16.25%	2,936,040	83.75%	3,505,780	5.90
ENE-SEP											
ENE-OCT											
ENE-NOV											
ENE-DIC											

FIDEICOMISO TURÍSTICA RIVIERA MAYA  
OCUPACIÓN HOTELERA DIARIA  
AGOSTO 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	31	PROMEDIO
OCUPACION GENERAL	86.7%	87.6%	89.5%	91.9%	92.2%	91.3%	88.2%	87.9%	86.2%	87.2%	88.6%	88.1%	86.1%	82.9%	82.7%	84.4%	84.4%	85.0%	85.7%	84.8%	81.8%	81.0%	82.2%	81.6%	82.5%	82.1%	79.8%	74.5%	72.8%	70.6%	68.8%	83.69%
OCUPACION PLAYACAR	89.3%	90.7%	93.3%	94.8%	94.3%	93.3%	92.3%	91.0%	90.8%	89.7%	90.1%	86.8%	85.1%	82.4%	82.5%	88.9%	90.2%	89.1%	87.4%	87.8%	87.0%	90.1%	89.3%	88.6%	88.8%	87.5%	86.7%	87.1%	87.4%	85.9%	84.3%	88.78%
OCUPACION PLAYA DEL CARMEN	81.3%	81.9%	86.1%	90.0%	90.3%	92.1%	86.3%	86.2%	84.8%	83.7%	87.4%	85.5%	84.5%	79.5%	75.8%	78.2%	78.4%	78.0%	81.1%	80.6%	78.3%	78.8%	78.2%	79.3%	82.5%	80.3%	78.5%	72.4%	69.6%	67.1%	66.4%	80.74%
OCUPACION PLAN EUROPEO	80.7%	81.4%	84.9%	86.6%	86.3%	86.4%	81.3%	79.4%	78.9%	77.1%	78.2%	80.0%	80.1%	77.0%	74.3%	76.8%	76.3%	76.6%	74.3%	71.3%	67.5%	66.8%	65.9%	65.0%	65.1%	62.9%	60.6%	56.3%	55.9%	54.8%	58.6%	73.12%
OCUPACION TODO INCLUIDO	87.8%	88.7%	90.3%	92.8%	93.2%	92.2%	89.4%	89.4%	87.5%	89.0%	90.4%	89.5%	87.2%	84.0%	84.2%	85.7%	85.8%	86.4%	87.7%	87.2%	84.3%	83.5%	85.1%	84.5%	85.5%	85.4%	83.1%	77.7%	75.8%	73.4%	71.4%	85.47%
OCUP. HOTELES PEQUEÑOS	71.8%	73.7%	76.8%	79.0%	79.8%	81.0%	75.3%	71.3%	71.4%	72.7%	73.1%	75.1%	74.8%	69.6%	69.3%	69.9%	68.9%	71.7%	70.0%	68.0%	64.2%	62.7%	61.8%	60.2%	63.1%	60.0%	56.2%	49.9%	48.8%	47.7%	47.0%	67.24%







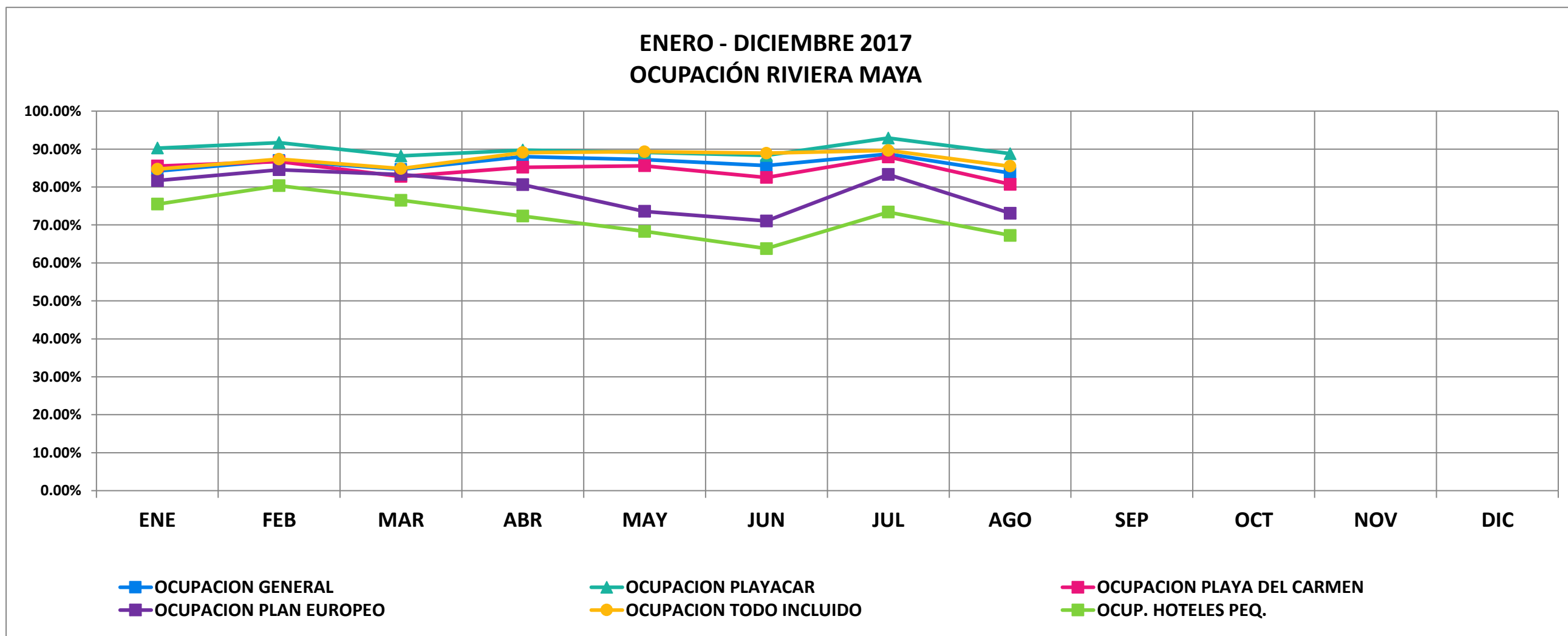
# FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

## DEPARTAMENTO DE ESTADÍSTICA

### OCUPACIÓN HOTELERA MENSUAL

ENERO - DICIEMBRE 2017

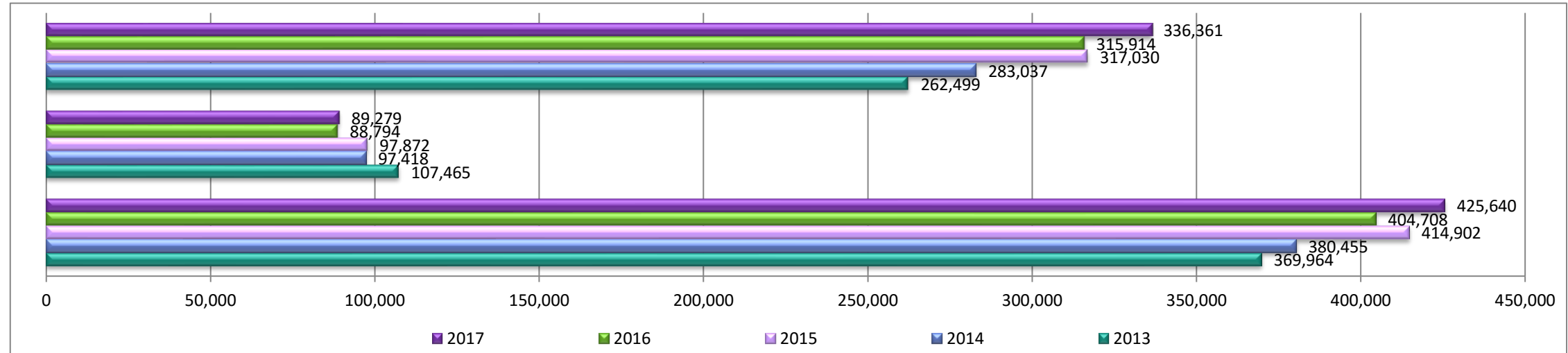
MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
<b>OCUPACION GENERAL</b>	84.23%	86.99%	84.67%	87.99%	87.24%	85.64%	88.69%	83.69%					86.14%
<b>OCUPACION PLAYACAR</b>	90.27%	91.70%	88.20%	89.74%	89.11%	88.35%	92.91%	88.78%					89.88%
<b>OCUPACION PLAYA DEL CARMEN</b>	85.53%	86.68%	82.79%	85.21%	85.60%	82.52%	87.94%	80.74%					84.62%
<b>OCUPACION PLAN EUROPEO</b>	81.68%	84.55%	83.30%	80.61%	73.60%	71.07%	83.31%	73.12%					78.90%
<b>OCUPACION TODO INCLUIDO</b>	84.70%	87.36%	84.85%	89.09%	89.29%	88.91%	89.64%	85.47%					87.41%
<b>OCUP. HOTELES PEQ.</b>	75.50%	80.35%	76.50%	72.36%	68.29%	63.79%	73.40%	67.24%					72.18%





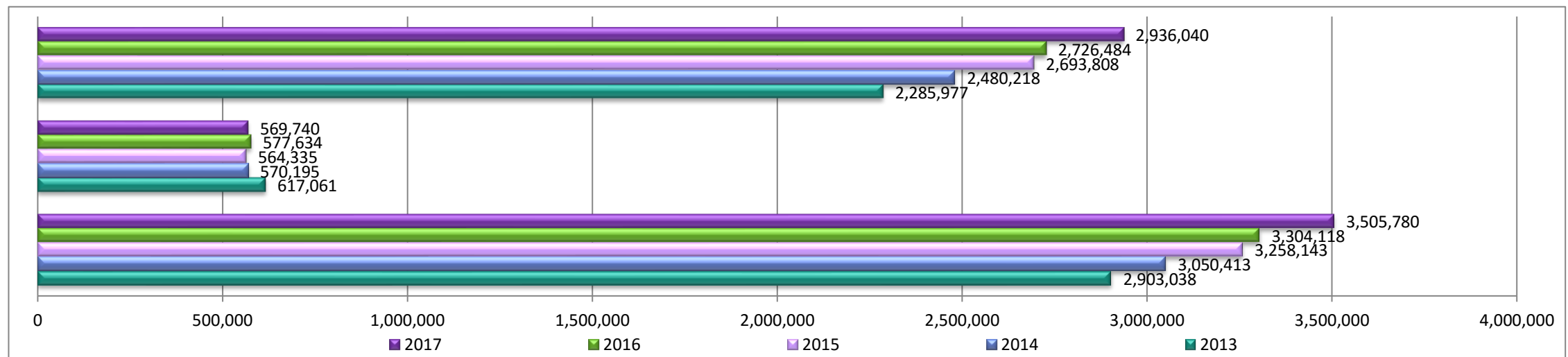
# PROCEDENCIA DEL TURISMO AGOSTO

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
<b>TOTAL</b>	<b>369,964</b>	100.00%	<b>380,455</b>	100.00%	<b>414,902</b>	100.00%	<b>404,708</b>	100.00%	<b>425,640</b>	100.00%	<b>15.05%</b>	<b>11.88%</b>	<b>2.59%</b>	<b>5.17%</b>
<b>NACIONALES</b>	107,465	29.05%	97,418	25.61%	97,872	23.59%	88,794	21.94%	89,279	20.98%	<b>-16.92%</b>	<b>-8.35%</b>	<b>-8.78%</b>	<b>0.55%</b>
<b>EXTRANJEROS</b>	262,499	70.95%	283,037	74.39%	317,030	76.41%	315,914	78.06%	336,361	79.02%	<b>28.14%</b>	<b>18.84%</b>	<b>6.10%</b>	<b>6.47%</b>



# ENERO - AGOSTO

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
<b>TOTAL</b>	<b>2,903,038</b>	100.00%	<b>3,050,413</b>	100.00%	<b>3,258,143</b>	100.00%	<b>3,304,118</b>	100.00%	<b>3,505,780</b>	100.00%	<b>20.76%</b>	<b>14.93%</b>	<b>7.60%</b>	<b>6.10%</b>
<b>NACIONALES</b>	617,061	21.26%	570,195	18.69%	564,335	17.32%	577,634	17.48%	569,740	16.25%	<b>-7.67%</b>	<b>-0.08%</b>	<b>0.96%</b>	<b>-1.37%</b>
<b>EXTRANJEROS</b>	2,285,977	78.74%	2,480,218	81.31%	2,693,808	82.68%	2,726,484	82.52%	2,936,040	83.75%	<b>28.44%</b>	<b>18.38%</b>	<b>8.99%</b>	<b>7.69%</b>



PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
AGOSTO 2017

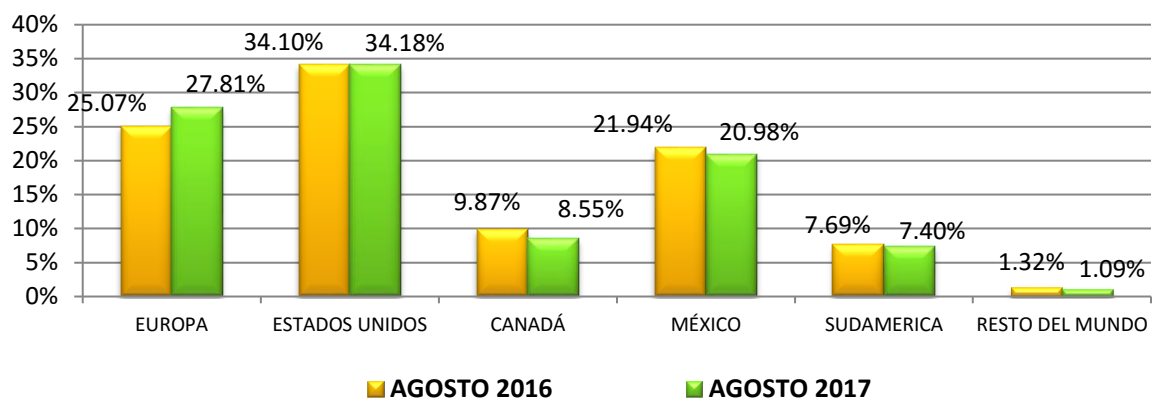
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	36,384	8.55	Bahamas	0	0.00	Alemania	13,065	3.07
Estados Unidos	145,486	34.18	Bermudas	23	0.01	Austria	510	0.12
México	89,279	20.98	Cuba	120	0.03	Bélgica	2,442	0.57
<b>SUMA</b>	<b>271,149</b>	<b>63.70</b>	Curacao	0	0.00	Bulgaria	12	0.00
<b>2.- CENTRO AMERICA</b>			Haiti	9	0.00	Dinamarca	58	0.01
Belice	64	0.02	Jamaica	23	0.01	España	32,646	7.67
Costa Rica	151	0.04	Puerto Rico	357	0.08	Finlandia	5	0.00
El Salvador	67	0.02	Rep. Dominicana	113	0.03	Francia	7,928	1.86
Guatemala	96	0.02	Otros	270	0.06	Gran Bretaña	32,916	7.73
Nicaragua	14	0.00	<b>SUMA</b>	<b>915</b>	<b>0.21</b>	Grecia	22	0.01
Panamá	762	0.18	<b>5.-OCEANIA</b>			Holanda	3,572	0.84
Otros	22	0.01	Australia	712	0.17	Hungría	25	0.01
<b>SUMA</b>	<b>1,176</b>	<b>0.28</b>	Nueva Zelanda	45	0.01	Irlanda	218	0.05
<b>3.- SUDAMERICA</b>			Otros	0	0.00	Islandia	51	0.01
Argentina	14,922	3.51	<b>SUMA</b>	<b>757</b>	<b>0.18</b>	Italia	14,540	3.42
Bolivia	357	0.08	<b>6.- ASIA</b>			Luxemburgo	39	0.01
Brasil	1,324	0.31	Arabia	50	0.01	Mónaco	0	0.00
Chile	4,984	1.17	China	187	0.04	Noruega	267	0.06
Colombia	2,720	0.64	Corea	227	0.05	Polonia	1,125	0.26
Ecuador	406	0.10	Filipinas	19	0.00	Portugal	3,323	0.78
Paraguay	294	0.07	India	73	0.02	Rep. Checa	138	0.03
Perú	3,284	0.77	Israel	277	0.07	Rumania	121	0.03
Uruguay	2,406	0.57	Japón	168	0.04	Rusia	460	0.11
Venezuela	342	0.08	Paquistán	0	0.00	Slovenia	8	0.00
Otros	443	0.10	Turquia	54	0.01	Suecia	58	0.01
<b>SUMA</b>	<b>31,482</b>	<b>7.40</b>	Otros	340	0.08	Suiza	1,139	0.27
<b>7.- AFRICA</b>			<b>SUMA</b>	<b>1,395</b>	<b>0.33</b>	Otros	3,672	0.86
Argelia	0	0.00	<b>8.-EUROPA</b>			<b>SUMA</b>	<b>118,360</b>	<b>27.81</b>
Egipto	33	0.01	<b>GRAN TOTAL</b>				<b>425,640</b>	<b>100.00</b>
Sudáfrica	42	0.01						
Otros	331	0.08						
<b>SUMA</b>	<b>406</b>	<b>0.10</b>						

PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
ENERO - AGOSTO 2017

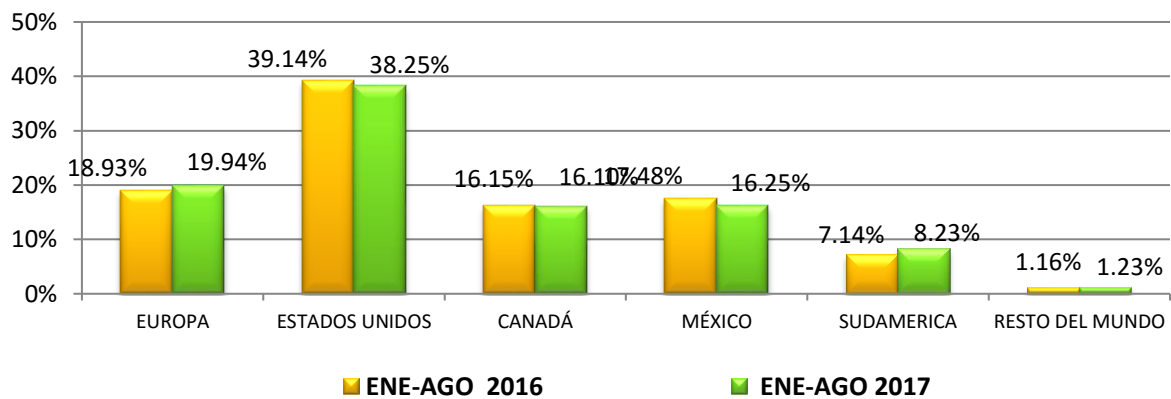
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	564,579	16.10	Bahamas	39	0.00	Alemania	114,352	3.26
Estados Unidos	1,340,969	38.25	Bermudas	114	0.00	Austria	4,582	0.13
México	569,740	16.25	Cuba	850	0.02	Bélgica	16,213	0.46
<b>SUMA</b>	<b>2,475,288</b>	<b>70.61</b>	Curacao	0	0.00	Bulgaria	495	0.01
<b>2.- CENTRO AMERICA</b>			Haiti	65	0.00	Dinamarca	1,686	0.05
Belice	602	0.02	Jamaica	218	0.01	España	125,231	3.57
Costa Rica	1,427	0.04	Puerto Rico	2,826	0.08	Finlandia	702	0.02
El Salvador	640	0.02	Rep. Dominicana	1,392	0.04	Francia	52,978	1.51
Guatemala	1,493	0.04	Otros	839	0.02	Gran Bretaña	199,402	5.69
Nicaragua	199	0.01	<b>SUMA</b>	<b>6,343</b>	<b>0.18</b>	Grecia	326	0.01
Panamá	11,885	0.34	<b>5.-OCEANIA</b>			Holanda	25,686	0.73
Otros	1,939	0.06	Australia	4,597	0.13	Hungría	435	0.01
<b>SUMA</b>	<b>18,185</b>	<b>0.52</b>	Nueva Zelanda	375	0.01	Irlanda	1,800	0.05
<b>3.- SUDAMERICA</b>			Otros	25	0.00	Islandia	317	0.01
Argentina	175,230	5.00	<b>SUMA</b>	<b>4,997</b>	<b>0.14</b>	Italia	64,885	1.85
Bolivia	3,148	0.09	<b>6.- ASIA</b>			Luxemburgo	631	0.02
Brasil	13,202	0.38	Arabia	661	0.02	Mónaco	119	0.00
Chile	41,885	1.19	China	1,610	0.05	Noruega	2,111	0.06
Colombia	13,672	0.39	Corea	1,875	0.05	Polonia	7,975	0.23
Ecuador	2,080	0.06	Filipinas	237	0.01	Portugal	12,584	0.36
Paraguay	1,905	0.05	India	588	0.02	Rep. Checa	3,593	0.10
Perú	15,177	0.43	Israel	1,847	0.05	Rumania	733	0.02
Uruguay	14,812	0.42	Japón	741	0.02	Rusia	5,724	0.16
Venezuela	4,570	0.13	Paquistán	26	0.00	Slovenia	198	0.01
Otros	2,874	0.08	Turquia	251	0.01	Suecia	10,871	0.31
<b>SUMA</b>	<b>288,555</b>	<b>8.23</b>	Otros	2,868	0.08	Suiza	10,303	0.29
<b>7.- AFRICA</b>			<b>SUMA</b>	<b>10,704</b>	<b>0.31</b>	Otros	35,030	1.00
Argelia	11	0.00	<b>8.-EUROPA</b>			<b>SUMA</b>	<b>698,962</b>	<b>19.94</b>
Egipto	154	0.00	<b>GRAN TOTAL</b>					
Sudáfrica	300	0.01				<b>3,505,780</b>	<b>100.00</b>	
Otros	2,281	0.07						
<b>SUMA</b>	<b>2746</b>	<b>0.08</b>						

**COMPARATIVO DE PROCEDENCIA DEL TURISMO  
POR REGIONES**

REGION	AGOSTO 2016		AGOSTO 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	101,477	25.07%	118,360	27.81%	<b>16.64%</b>
ESTADOS UNIDOS	138,024	34.10%	145,486	34.18%	<b>5.41%</b>
CANADÁ	39,926	9.87%	36,384	8.55%	<b>-8.87%</b>
MÉXICO	88,794	21.94%	89,279	20.98%	<b>0.55%</b>
SUDAMERICA	31,131	7.69%	31,482	7.40%	<b>1.13%</b>
RESTO DEL MUNDO	5,356	1.32%	4,649	1.09%	<b>-13.20%</b>
<b>SUMAS</b>	<b>404,708</b>	<b>100.00%</b>	<b>425,640</b>	<b>100.00%</b>	<b>5.17%</b>



REGION	ENE-AGO 2016		ENE-AGO 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	625,402	18.93%	698,962	19.94%	<b>11.76%</b>
ESTADOS UNIDOS	1,293,184	39.14%	1,340,969	38.25%	<b>3.70%</b>
CANADÁ	533,621	16.15%	564,579	16.10%	<b>5.80%</b>
MÉXICO	577,634	17.48%	569,740	16.25%	<b>-1.37%</b>
SUDAMERICA	235,831	7.14%	288,555	8.23%	<b>22.36%</b>
RESTO DEL MUNDO	38,446	1.16%	42,975	1.23%	<b>11.78%</b>
<b>SUMAS</b>	<b>3,304,118</b>	<b>100.00%</b>	<b>3,505,780</b>	<b>100.00%</b>	<b>6.10%</b>



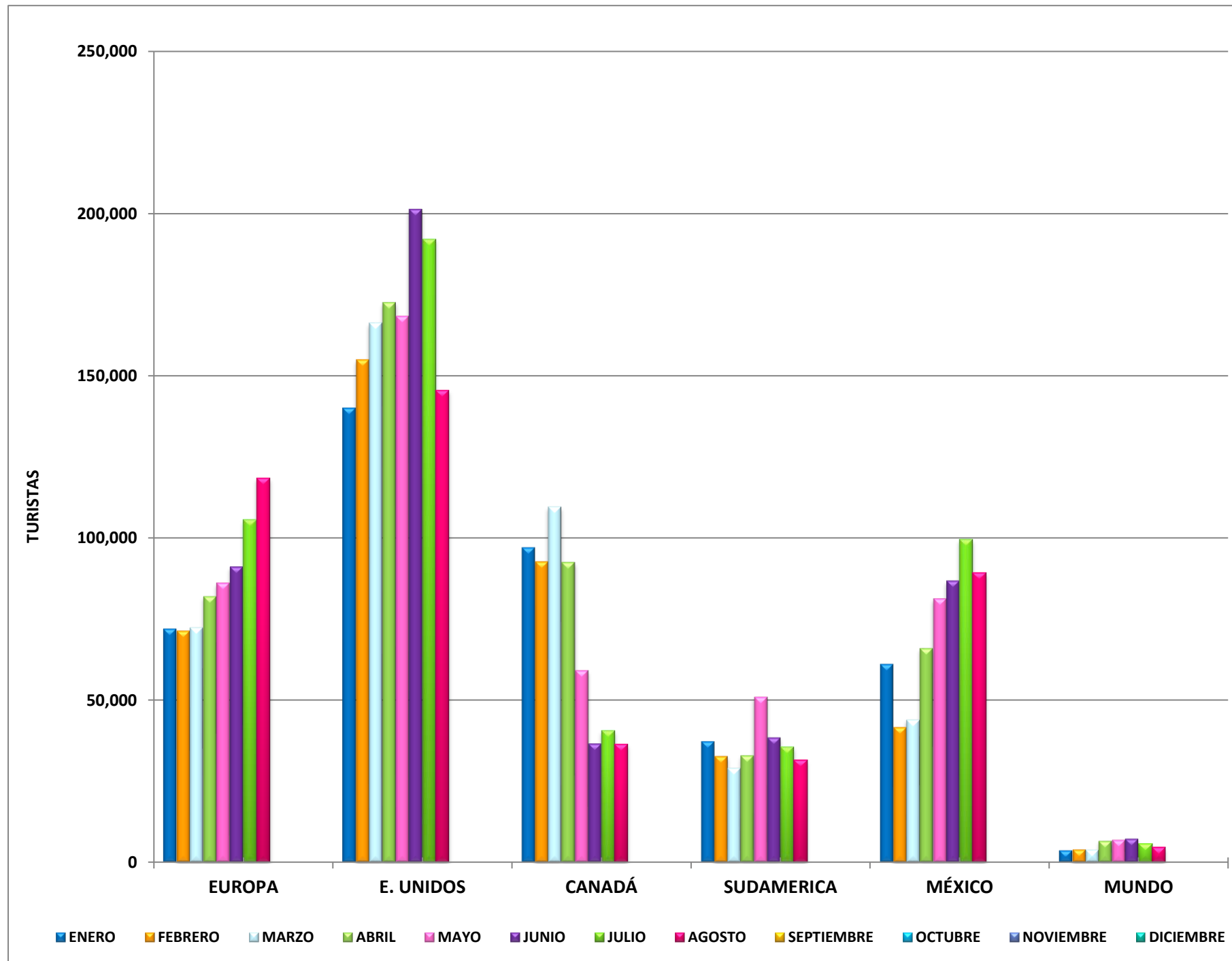
## PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2017

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	118,360	27.8	145,486	34.2	36,384	8.5	31,482	7.4	89,279	21.0	4,649	1.1	425,640	100.0
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

### ACUMULADO ANUAL

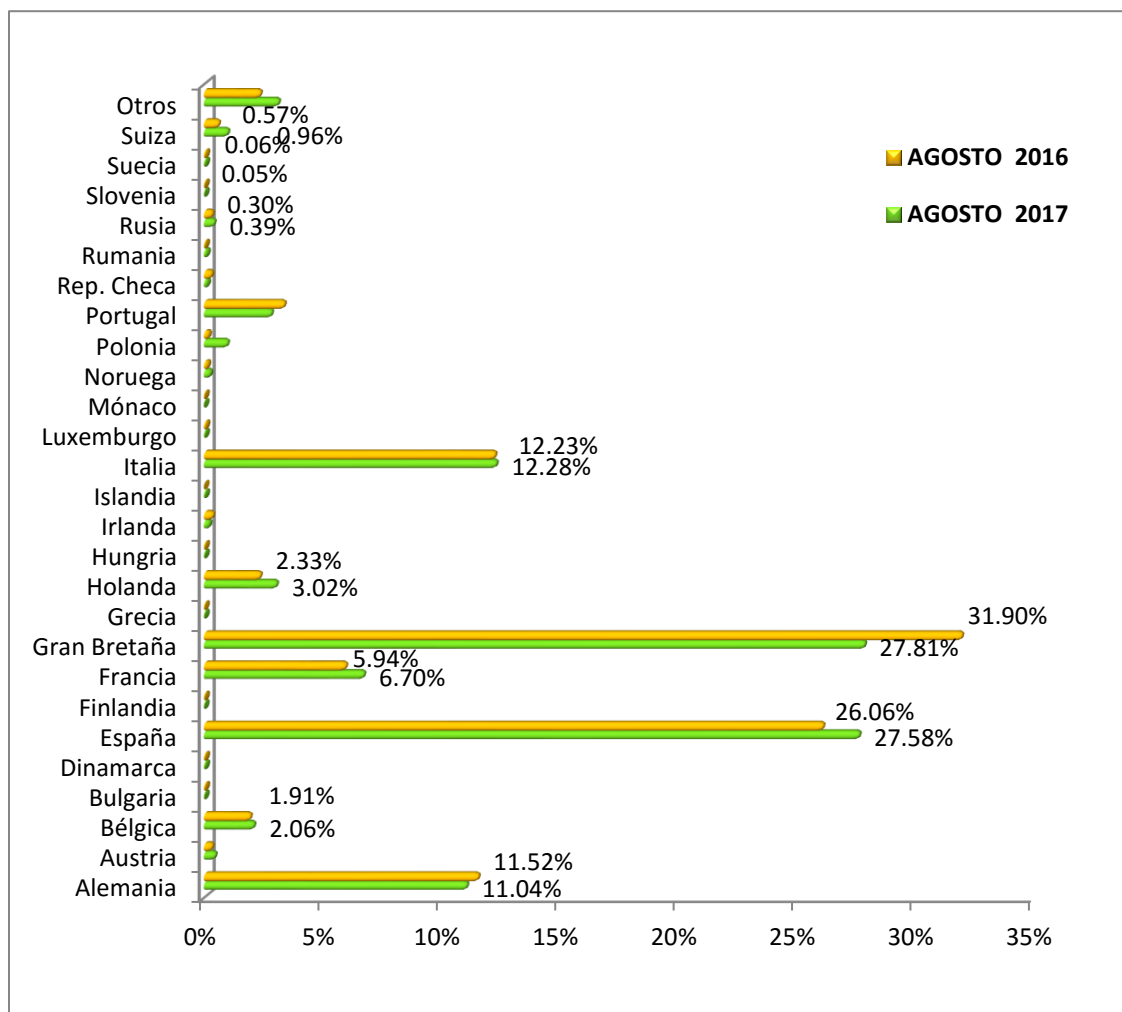
ENE-FEB	143,337	17.7	294,897	36.5	189,691	23.5	70,064	8.7	102,778	12.7	7,709	1.0	808,476	100.0
ENE-MAR	215,679	17.5	461,164	37.4	299,262	24.3	99,137	8.0	146,720	11.9	11,611	0.9	1,233,573	100.0
ENE-ABR	297,656	17.7	633,714	37.6	391,758	23.2	132,134	7.8	212,725	12.6	18,274	1.1	1,686,261	100.0
ENE-MAY	383,763	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	698,962	19.9	1,340,969	38.3	564,579	16.1	288,555	8.2	569,740	16.3	42,975	1.2	3,505,780	100.0
ENE-SEPT														
ENE-OCT														
ENE-NOV														
ENE-DIC														

**GRAFICA  
PROCEDENCIA DEL TURISMO POR REGIONES  
DESGLOSE MENSUAL 2017**



## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO AGOSTO 2017 VS 2016

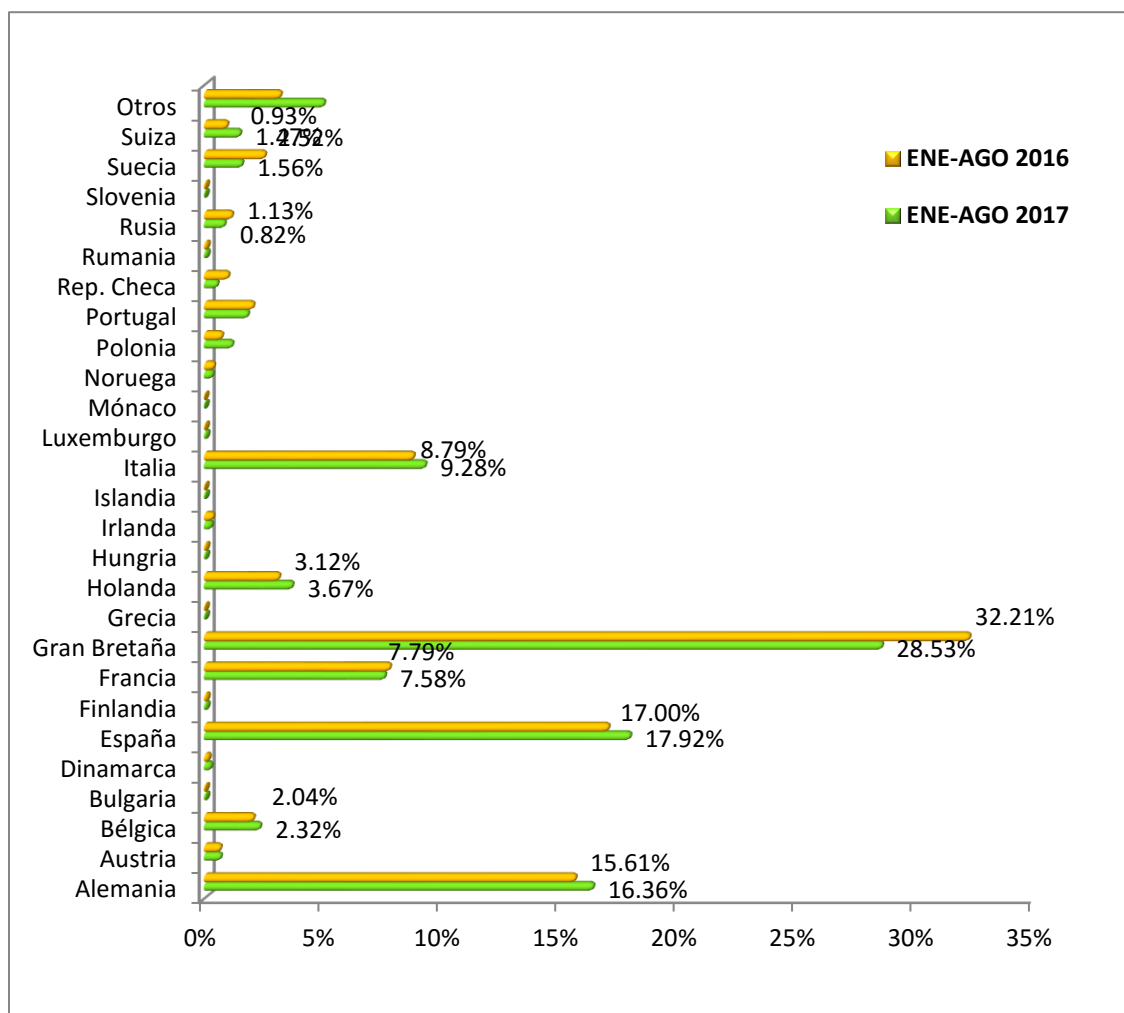
PAIS	AGOSTO 2016		AGOSTO 2017	
	PAX	%	PAX	%
Alemania	11,694	11.52%	13,065	11.04%
Austria	293	0.29%	510	0.43%
Bélgica	1,940	1.91%	2,442	2.06%
Bulgaria	45	0.04%	12	0.01%
Dinamarca	45	0.04%	58	0.05%
España	26,441	26.06%	32,646	27.58%
Finlandia	28	0.03%	5	0.00%
Francia	6,023	5.94%	7,928	6.70%
Gran Bretaña	32,374	31.90%	32,916	27.81%
Grecia	23	0.02%	22	0.02%
Holanda	2,367	2.33%	3,572	3.02%
Hungría	33	0.03%	25	0.02%
Irlanda	331	0.33%	218	0.18%
Islandia	0	0.00%	51	0.04%
Italia	12,410	12.23%	14,540	12.28%
Luxemburgo	71	0.07%	39	0.03%
Mónaco	16	0.02%	0	0.00%
Noruega	128	0.13%	267	0.23%
Polonia	166	0.16%	1,125	0.95%
Portugal	3,395	3.35%	3,323	2.81%
Rep. Checa	279	0.27%	138	0.12%
Rumania	39	0.04%	121	0.10%
Rusia	301	0.30%	460	0.39%
Slovenia	22	0.02%	8	0.01%
Suecia	61	0.06%	58	0.05%
Suiza	582	0.57%	1,139	0.96%
Otros	2,370	2.34%	3,672	3.10%
<b>SUMA</b>	<b>101,477</b>	<b>100.00%</b>	<b>118,360</b>	<b>100.00%</b>





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

PAIS	ENE-AGO 2016		ENE-AGO 2017	
	PAX	%	PAX	%
Alemania	97,641	15.61%	114,352	16.36%
Austria	4,034	0.65%	4,582	0.66%
Bélgica	12,775	2.04%	16,213	2.32%
Bulgaria	271	0.04%	495	0.07%
Dinamarca	977	0.16%	1,686	0.24%
España	106,328	17.00%	125,231	17.92%
Finlandia	624	0.10%	702	0.10%
Francia	48,704	7.79%	52,978	7.58%
Gran Bretaña	201,453	32.21%	199,402	28.53%
Grecia	220	0.04%	326	0.05%
Holanda	19,515	3.12%	25,686	3.67%
Hungría	500	0.08%	435	0.06%
Irlanda	2,063	0.33%	1,800	0.26%
Islandia	79	0.01%	317	0.05%
Italia	54,943	8.79%	64,885	9.28%
Luxemburgo	264	0.04%	631	0.09%
Mónaco	18	0.00%	119	0.02%
Noruega	2,301	0.37%	2,111	0.30%
Polonia	4,425	0.71%	7,975	1.14%
Portugal	12,688	2.03%	12,584	1.80%
Rep. Checa	6,112	0.98%	3,593	0.51%
Rumania	645	0.10%	733	0.10%
Rusia	7,067	1.13%	5,724	0.82%
Slovenia	304	0.05%	198	0.03%
Suecia	15,768	2.52%	10,871	1.56%
Suiza	5,795	0.93%	10,303	1.47%
Otros	19,888	3.18%	35,030	5.01%
<b>SUMA</b>	<b>625,402</b>	<b>100.00%</b>	<b>698,962</b>	<b>100.00%</b>



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%
<b>SUMA</b>	<b>72,013</b>	<b>100.00%</b>	<b>71,324</b>	<b>100.00%</b>	<b>72,342</b>	<b>100.00%</b>	<b>81,977</b>	<b>100.00%</b>	<b>86,107</b>	<b>100.00%</b>	<b>91,149</b>	<b>100.00%</b>	<b>474,912</b>	<b>100.00%</b>

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%	13,065	11.04%									114,352	16.36%
Austria	604	0.57%	510	0.43%									4,582	0.66%
Bélgica	3,043	2.88%	2,442	2.06%									16,213	2.32%
Bulgaria	32	0.03%	12	0.01%									495	0.07%
Dinamarca	368	0.35%	58	0.05%									1,686	0.24%
España	27,479	26.00%	32,646	27.58%									125,231	17.92%
Finlandia	55	0.05%	5	0.00%									702	0.10%
Francia	3,683	3.48%	7,928	6.70%									52,978	7.58%
Gran Bretaña	35,782	33.86%	32,916	27.81%									199,402	28.53%
Grecia	27	0.03%	22	0.02%									326	0.05%
Holanda	3,113	2.95%	3,572	3.02%									25,686	3.67%
Hungría	40	0.04%	25	0.02%									435	0.06%
Irlanda	382	0.36%	218	0.18%									1,800	0.26%
Islandia	0	0.00%	51	0.04%									317	0.05%
Italia	7,192	6.80%	14,540	12.28%									64,885	9.28%
Luxemburgo	48	0.05%	39	0.03%									631	0.09%
Mónaco	32	0.03%	0	0.00%									119	0.02%
Noruega	356	0.34%	267	0.23%									2,111	0.30%
Polonia	1,191	1.13%	1,125	0.95%									7,975	1.14%
Portugal	1,798	1.70%	3,323	2.81%									12,584	1.80%
Rep. Checa	85	0.08%	138	0.12%									3,593	0.51%
Rumania	47	0.04%	121	0.10%									733	0.10%
Rusia	402	0.38%	460	0.39%									5,724	0.82%
Slovenia	32	0.03%	8	0.01%									198	0.03%
Suecia	151	0.14%	58	0.05%									10,871	1.56%
Suiza	2,202	2.08%	1,139	0.96%									10,303	1.47%
Otros	4,871	4.61%	3,672	3.10%									35,030	5.01%
<b>SUMA</b>	<b>105,690</b>	<b>100.00%</b>	<b>118,360</b>	<b>100.00%</b>									<b>698,962</b>	<b>100.00%</b>

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%		
<b>AFLUENCIA</b>	<b>411,106</b>	<b>100.00%</b>	<b>397,370</b>	<b>100.00%</b>	<b>425,097</b>	<b>100.00%</b>	<b>452,688</b>	<b>100.00%</b>	<b>452,811</b>	<b>100.00%</b>	<b>461,765</b>	<b>100.00%</b>	<b>2,600,837</b>	<b>100.00%</b>		

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

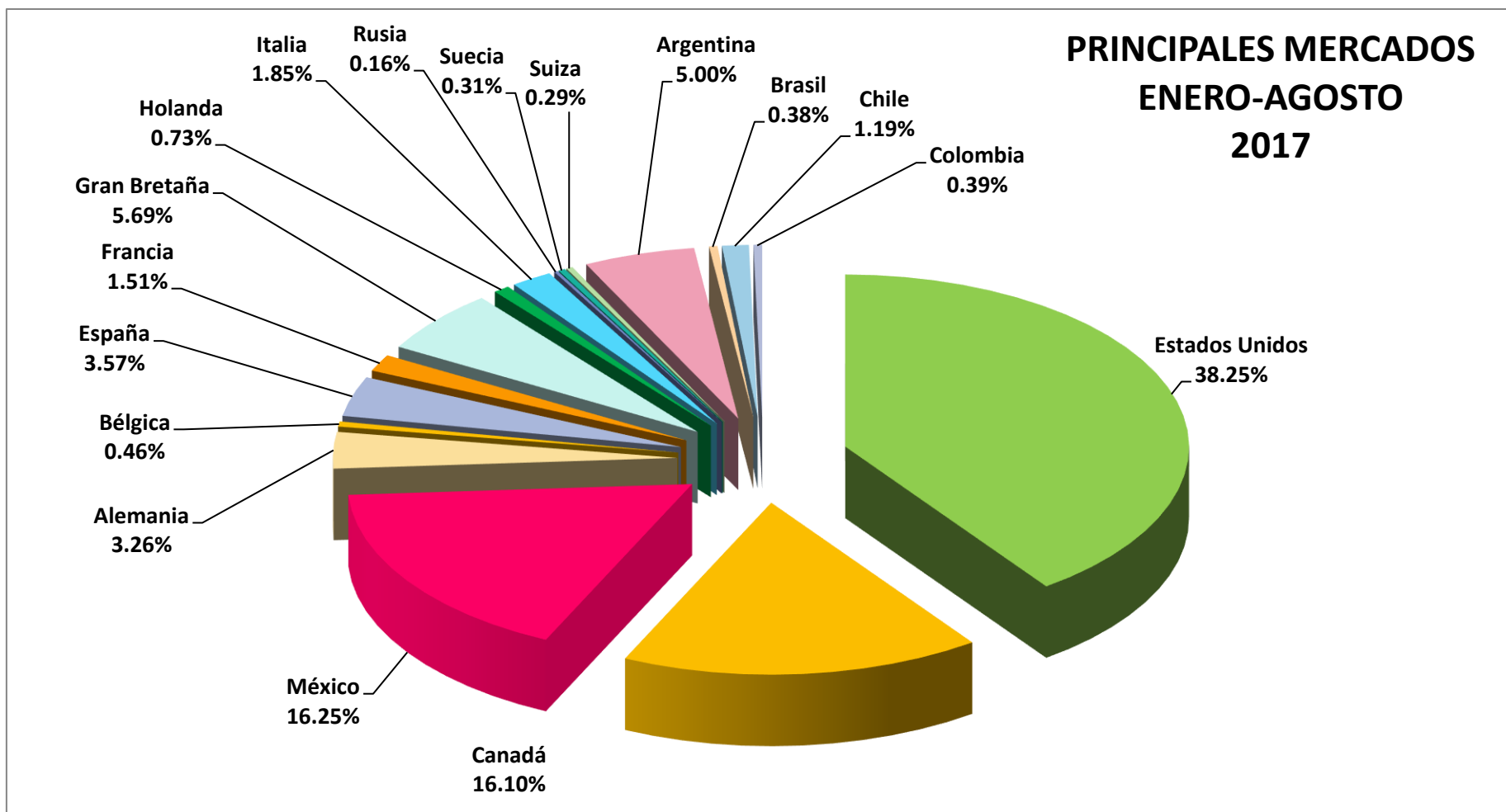
PAIS	JUL 2017		AGO 2017		SEP 2017		OCT 2017		NOV 2017		DIC 2017		Acumulado		Posición 2016	Posición 2017
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	192,201	40.10%	145,486	34.18%									1,340,969	38.25%	1	1
2 Canadá	40,608	8.47%	36,384	8.55%									564,579	16.10%	3	3
3 México	99,618	20.78%	89,279	20.98%									569,740	16.25%	2	2
4 Alemania	12,675	2.64%	13,065	3.07%									114,352	3.26%	7	7
5 Bélgica	3,043	0.63%	2,442	0.57%									16,213	0.46%	14	12
6 España	27,479	5.73%	32,646	7.67%									125,231	3.57%	6	6
7 Francia	3,683	0.77%	7,928	1.86%									52,978	1.51%	9	9
8 Gran Bretaña	35,782	7.47%	32,916	7.73%									199,402	5.69%	4	4
9 Holanda	3,113	0.65%	3,572	0.84%									25,686	0.73%	11	11
10 Italia	7,192	1.50%	14,540	3.42%									64,885	1.85%	8	8
11 Rusia	402	0.08%	460	0.11%									5,724	0.16%	16	17
12 Suecia	151	0.03%	58	0.01%									10,871	0.31%	12	15
13 Suiza	2,202	0.46%	1,139	0.27%									10,303	0.29%	17	16
14 Argentina	19,406	4.05%	14,922	3.51%									175,230	5.00%	5	5
15 Brasil	3,078	0.64%	1,324	0.31%									13,202	0.38%	15	14
16 Chile	5,536	1.16%	4,984	1.17%									41,885	1.19%	10	10
17 Colombia	2,017	0.42%	2,720	0.64%									13,672	0.39%	13	13
Resto del mundo	21,117	4.41%	21,775	5.12%									160,858	4.59%		
<b>AFLUENCIA</b>	<b>479,303</b>	<b>100.00%</b>	<b>425,640</b>	<b>100.00%</b>									<b>3,505,780</b>	<b>100.00%</b>		

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

**PRINCIPALES MERCADOS**

**ENERO - AGOSTO**

**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	%
<b>NORTE AMERICA</b>														
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%
<b>SUMA</b>	<b>693,819</b>	<b>66.8%</b>	<b>679,487</b>	<b>68.6%</b>	<b>757,129</b>	<b>70.8%</b>	<b>763,315</b>	<b>70.7%</b>	<b>645,220</b>	<b>59.5%</b>	<b>660,352</b>	<b>60.2%</b>	<b>4,199,322</b>	<b>66.0%</b>
<b>EUROPA</b>														
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%
<b>SUMA</b>	<b>254,003</b>	<b>24.4%</b>	<b>229,619</b>	<b>23.2%</b>	<b>237,191</b>	<b>22.2%</b>	<b>246,642</b>	<b>22.8%</b>	<b>311,897</b>	<b>28.8%</b>	<b>322,423</b>	<b>29.4%</b>	<b>1,601,775</b>	<b>24.8%</b>
<b>SUDAMERICA</b>														
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%
<b>SUMA</b>	<b>91,105</b>	<b>8.8%</b>	<b>81,696</b>	<b>8.2%</b>	<b>75,125</b>	<b>7.0%</b>	<b>69,965</b>	<b>6.5%</b>	<b>126,532</b>	<b>11.7%</b>	<b>113,809</b>	<b>10.4%</b>	<b>558,232</b>	<b>8.5%</b>
<b>TOTAL PRIN. MDOS.</b>	<b>1,038,927</b>	<b>100.00%</b>	<b>990,802</b>	<b>100.00%</b>	<b>1,069,445</b>	<b>100.00%</b>	<b>1,079,922</b>	<b>100.00%</b>	<b>1,083,649</b>	<b>100.00%</b>	<b>1,096,584</b>	<b>100.00%</b>	<b>6,359,329</b>	<b>99.33%</b>
<b>TOTAL DESTINO</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>
	<b>1,171,771</b>	<b>88.7%</b>	<b>1,104,039</b>	<b>84.6%</b>	<b>1,194,684</b>	<b>91.3%</b>	<b>1,194,886</b>	<b>92.2%</b>	<b>1,232,580</b>	<b>92.5%</b>	<b>1,148,139</b>	<b>93.6%</b>	<b>7,046,099</b>	<b>542.7%</b>

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

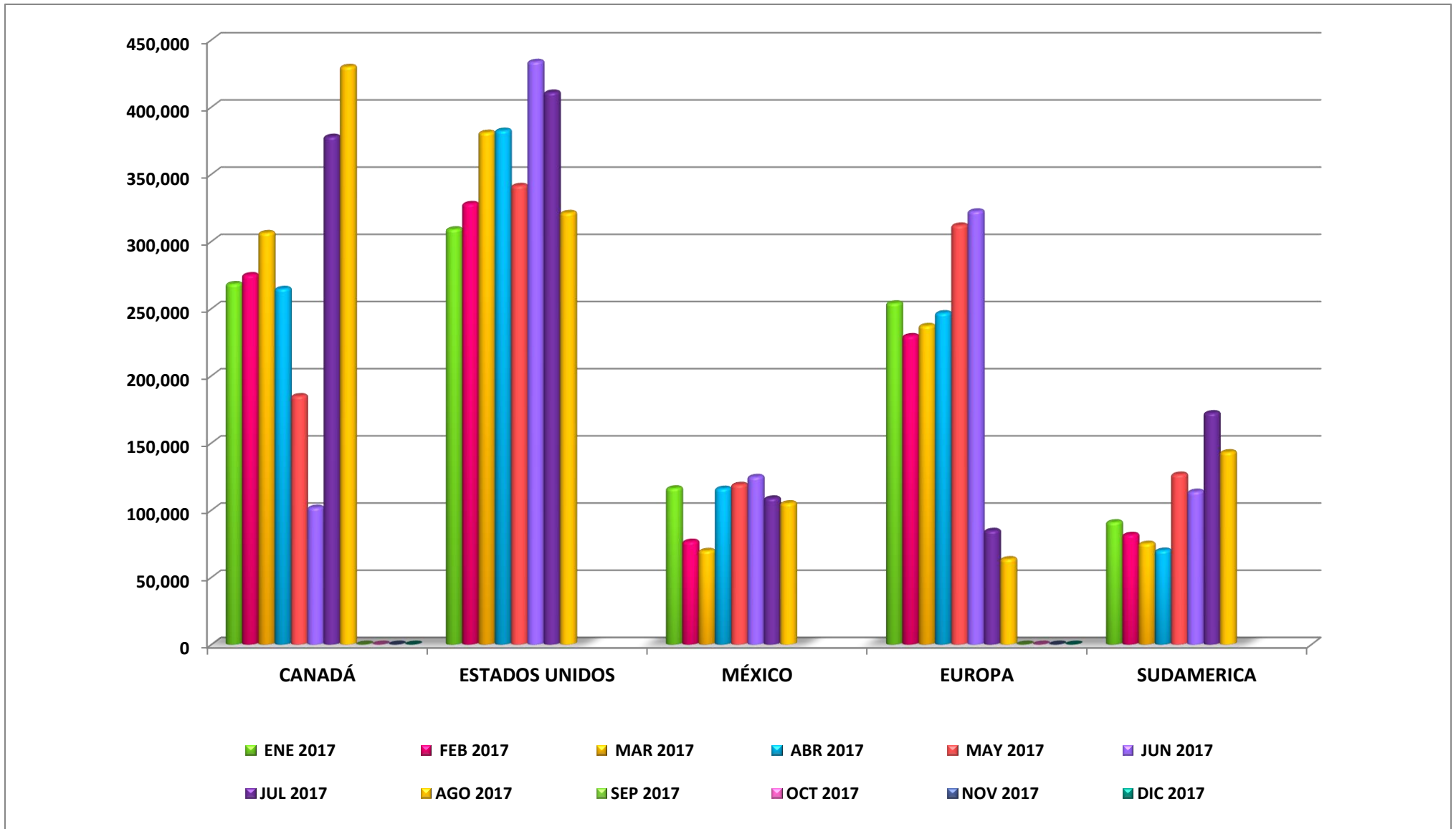


PRODUCCIÓN CUARTOS NOCHE  
PRINCIPALES MERCADOS POR REGIONES  
PARA LA RIVIERA MAYA  
SEGUNDO SEMESTRE AÑO 2017

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	%
<b>NORTE AMERICA</b>														
CANADÁ	108,796	9.4%	105,210	9.9%									1,615,257	18.8%
ESTADOS UNIDOS	410,830	35.6%	321,282	30.2%									2,907,736	33.9%
MÉXICO	172,256	14.9%	143,218	13.5%									937,921	10.9%
<b>SUMA</b>	<b>691,882</b>	<b>59.9%</b>	<b>569,710</b>	<b>53.6%</b>									<b>5,460,914</b>	<b>63.7%</b>
<b>EUROPA</b>														
ALEMANIA	52,496	4.5%	53,403	5.0%									444,561	5.2%
BÉLGICA	11,601	1.0%	11,488	1.1%									62,298	0.7%
ESPAÑA	76,598	6.6%	94,673	8.9%									348,394	4.1%
FRANCIA	13,520	1.2%	34,190	3.2%									189,420	2.2%
GRAN BRETAÑA	178,612	15.5%	164,991	15.5%									954,780	11.1%
HOLANDA	12,491	1.1%	14,095	1.3%									95,940	1.1%
ITALIA	23,254	2.0%	50,466	4.7%									210,208	2.5%
RUSIA	1,307	0.1%	1,702	0.2%									19,310	0.2%
SUECIA	755	0.1%	176	0.0%									48,344	0.6%
SUIZA	7,312	0.6%	4,812	0.5%									36,462	0.4%
<b>SUMA</b>	<b>377,946</b>	<b>32.7%</b>	<b>429,996</b>	<b>40.4%</b>									<b>2,409,717</b>	<b>27.7%</b>
<b>SUDAMERICA</b>														
ARGENTINA	56,277	4.9%	42,279	4.0%									529,887	6.2%
BRASIL	10,991	1.0%	3,365	0.3%									41,256	0.5%
CHILE	13,263	1.1%	12,834	1.2%									107,606	1.3%
COLOMBIA	4,135	0.4%	5,157	0.5%									27,784	0.3%
<b>SUMA</b>	<b>84,666</b>	<b>7.3%</b>	<b>63,635</b>	<b>6.0%</b>									<b>706,533</b>	<b>7.9%</b>
<b>TOTAL PRIN. MDOS.</b>	<b>1,154,494</b>	<b>100.00%</b>	<b>1,063,341</b>	<b>100.00%</b>									<b>8,577,164</b>	<b>99.25%</b>
<b>TOTAL DESTINO</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>									<b>Ctos. Ocup.</b>	<b>%PART.</b>
	<b>1,250,019</b>	<b>92.36%</b>	<b>1,144,729</b>	<b>92.89%</b>									<b>9,440,847</b>	<b>90.85%</b>

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 AGOSTO

REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
<b>NORTE AMERICA</b>						
Canadá	39,926	9.87%	36,384	8.55%	-3,542	-8.87%
Estados Unidos	138,024	34.10%	145,486	34.18%	7,462	5.41%
México	88,794	21.94%	89,279	20.98%	485	0.55%
<b>SUMA</b>	<b>266,744</b>	<b>65.91%</b>	<b>271,149</b>	<b>63.70%</b>	<b>4,405</b>	<b>1.65%</b>
<b>CENTRO AMERICA</b>						
Belice	54	0.01%	64	0.02%	10	18.52%
Costa Rica	257	0.06%	151	0.04%	-106	-41.25%
El Salvador	234	0.06%	67	0.02%	-167	-71.37%
Guatemala	91	0.02%	96	0.02%	5	5.49%
Nicaragua	4	0.00%	14	0.00%	10	250.00%
Panamá	1,334	0.33%	762	0.18%	-572	-42.88%
Otros	142	0.04%	22	0.01%	-120	-84.51%
<b>SUMA</b>	<b>2,116</b>	<b>0.52%</b>	<b>1,176</b>	<b>0.28%</b>	<b>-940</b>	<b>-44.42%</b>
<b>CARIBE</b>						
Bahamas	9	0.00%	0	0.00%	-9	-100.00%
Bermudas	0	0.00%	23	0.01%	23	#iDIV/0!
Cuba	84	0.02%	120	0.03%	36	42.86%
Curacao	0	0.00%	0	0.00%	0	#iDIV/0!
Haiti	0	0.00%	9	0.00%	9	#iDIV/0!
Jamaica	20	0.00%	23	0.01%	3	15.00%
Puerto Rico	362	0.09%	357	0.08%	-5	-1.38%
Rep. Dominicana	168	0.04%	113	0.03%	-55	-32.74%
Otros	161	0.04%	270	0.06%	109	67.70%
<b>SUMA</b>	<b>804</b>	<b>0.20%</b>	<b>915</b>	<b>0.21%</b>	<b>111</b>	<b>13.81%</b>
<b>SUDAMERICA</b>						
Argentina	14,190	3.51%	14,922	3.51%	732	5.16%
Bolivia	139	0.03%	357	0.08%	218	156.83%
Brasil	1,166	0.29%	1,324	0.31%	158	13.55%
Chile	6,242	1.54%	4,984	1.17%	-1,258	-20.15%
Colombia	2,612	0.65%	2,720	0.64%	108	4.13%
Ecuador	441	0.11%	406	0.10%	-35	-7.94%
Paraguay	253	0.06%	294	0.07%	41	16.21%
Peru	2,232	0.55%	3,284	0.77%	1,052	47.13%
Uruguay	2,952	0.73%	2,406	0.57%	-546	-18.50%
Venezuela	277	0.07%	342	0.08%	65	23.47%
Otros	627	0.15%	443	0.10%	-184	-29.35%
<b>SUMA</b>	<b>31,131</b>	<b>7.69%</b>	<b>31,482</b>	<b>7.40%</b>	<b>351</b>	<b>1.13%</b>
<b>OCEANIA</b>						
Australia	559	0.14%	712	0.17%	153	27.37%
Nueva Zelanda	38	0.01%	45	0.01%	7	18.42%
Otros	38	0.01%	0	0.00%	-38	-100.00%
<b>SUMA</b>	<b>635</b>	<b>0.16%</b>	<b>757</b>	<b>0.18%</b>	<b>122</b>	<b>19.21%</b>
<b>AFRICA</b>						
Argelia	0	0.00%	0	0.00%	0	#iDIV/0!
Egipto	23	0.01%	33	0.01%	10	43.48%
Sudáfrica	97	0.02%	42	0.01%	-55	-56.70%
Otros	356	0.09%	331	0.08%	-25	-7.02%
<b>SUMA</b>	<b>476</b>	<b>0.12%</b>	<b>406</b>	<b>0.10%</b>	<b>-70</b>	<b>-14.71%</b>

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
<b>ASIA</b>						
Arabia	116	0.03%	50	0.01%	-66	-56.90%
China	148	0.04%	187	0.04%	39	26.35%
Corea	232	0.06%	227	0.05%	-5	-2.16%
Filipinas	13	0.00%	19	0.00%	6	46.15%
India	65	0.02%	73	0.02%	8	12.31%
Israel	213	0.05%	277	0.07%	64	30.05%
Japón	131	0.03%	168	0.04%	37	28.24%
Paquistán	0	0.00%	0	0.00%	0	#¡DIV/0!
Turquia	12	0.00%	54	0.01%	42	350.00%
Otros	395	0.10%	340	0.08%	-55	-13.92%
<b>SUMA</b>	<b>1,325</b>	<b>0.33%</b>	<b>1,395</b>	<b>0.33%</b>	<b>70</b>	<b>5.28%</b>

<b>EUROPA</b>						
Alemania	11,694	2.89%	13,065	3.07%	1,371	11.72%
Austria	293	0.07%	510	0.12%	217	74.06%
Bélgica	1,940	0.48%	2,442	0.57%	502	25.88%
Bulgaria	45	0.01%	12	0.00%	-33	-73.33%
Dinamarca	45	0.01%	58	0.01%	13	28.89%
España	26,441	6.53%	32,646	7.67%	6,205	23.47%
Finlandia	28	0.01%	5	0.00%	-23	-82.14%
Francia	6,023	1.49%	7,928	1.86%	1,905	31.63%
Gran Bretaña	32,374	8.00%	32,916	7.73%	542	1.67%
Grecia	23	0.01%	22	0.01%	-1	-4.35%
Holanda	2,367	0.58%	3,572	0.84%	1,205	50.91%
Hungría	33	0.01%	25	0.01%	-8	-24.24%
Irlanda	331	0.08%	218	0.05%	-113	-34.14%
Islandia	0	0.00%	51	0.01%	51	#¡DIV/0!
Italia	12,410	3.07%	14,540	3.42%	2,130	17.16%
Luxemburgo	71	0.02%	39	0.01%	-32	-45.07%
Mónaco	16	0.00%	0	0.00%	-16	-100.00%
Noruega	128	0.03%	267	0.06%	139	108.59%
Polonia	166	0.04%	1,125	0.26%	959	577.71%
Portugal	3,395	0.84%	3,323	0.78%	-72	-2.12%
Rep. Checa	279	0.07%	138	0.03%	-141	-50.54%
Rumania	39	0.01%	121	0.03%	82	210.26%
Rusia	301	0.07%	460	0.11%	159	52.82%
Slovenia	22	0.01%	8	0.00%	-14	-63.64%
Suecia	61	0.02%	58	0.01%	-3	-4.92%
Suiza	582	0.14%	1,139	0.27%	557	95.70%
Otros	2,370	0.59%	3,672	0.86%	1,302	54.94%
<b>SUMA</b>	<b>101,477</b>	<b>25.07%</b>	<b>118,360</b>	<b>27.81%</b>	<b>16,883</b>	<b>16.64%</b>

<b>TOTAL AFLUENCIA MENSUAL</b>	<b>404,708</b>	<b>100.00%</b>	<b>425,640</b>	<b>100.00%</b>	<b>20,932</b>	<b>5.17%</b>
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COMPARATIVO POR PAISES DE LOS AÑOS 2017 VS 2016  
ENERO - AGOSTO

REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
<b>NORTE AMERICA</b>						
Canadá	533,621	16.15%	564,579	16.10%	30,958	5.80%
Estados Unidos	1,293,184	39.14%	1,340,969	38.25%	47,785	3.70%
México	577,634	17.48%	569,740	16.25%	-7,894	-1.37%
<b>SUMA</b>	<b>2,404,439</b>	<b>72.77%</b>	<b>2,475,288</b>	<b>70.61%</b>	<b>70,849</b>	<b>2.95%</b>
<b>CENTRO AMERICA</b>						
Belice	673	0.02%	602	0.02%	-71	-10.55%
Costa Rica	2,173	0.07%	1,427	0.04%	-746	-34.33%
El Salvador	591	0.02%	640	0.02%	49	8.29%
Guatemala	1,364	0.04%	1,493	0.04%	129	9.46%
Nicaragua	122	0.00%	199	0.01%	77	63.11%
Panamá	10,804	0.33%	11,885	0.34%	1,081	10.01%
Otros	409	0.01%	1,939	0.06%	1,530	374.08%
<b>SUMA</b>	<b>16,136</b>	<b>0.49%</b>	<b>18,185</b>	<b>0.52%</b>	<b>2,049</b>	<b>12.70%</b>
<b>CARIBE</b>						
Bahamas	79	0.00%	39	0.00%	-40	-50.63%
Bermudas	58	0.00%	114	0.00%	56	96.55%
Cuba	391	0.01%	850	0.02%	459	117.39%
Curacao	13	0.00%	0	0.00%	-13	-100.00%
Haiti	41	0.00%	65	0.00%	24	58.54%
Jamaica	133	0.00%	218	0.01%	85	63.91%
Puerto Rico	1,679	0.05%	2,826	0.08%	1,147	68.31%
Rep. Dominicana	1,522	0.05%	1,392	0.04%	-130	-8.54%
Otros	943	0.03%	839	0.02%	-104	-11.03%
<b>SUMA</b>	<b>4,859</b>	<b>0.15%</b>	<b>6,343</b>	<b>0.18%</b>	<b>1,484</b>	<b>30.54%</b>
<b>SUDAMERICA</b>						
Argentina	124,709	3.77%	175,230	5.00%	50,521	40.51%
Bolivia	995	0.03%	3,148	0.09%	2,153	216.38%
Brasil	10,397	0.31%	13,202	0.38%	2,805	26.98%
Chile	41,775	1.26%	41,885	1.19%	110	0.26%
Colombia	14,295	0.43%	13,672	0.39%	-623	-4.36%
Ecuador	1,824	0.06%	2,080	0.06%	256	14.04%
Paraguay	1,904	0.06%	1,905	0.05%	1	0.05%
Peru	14,120	0.43%	15,177	0.43%	1,057	7.49%
Uruguay	19,685	0.60%	14,812	0.42%	-4,873	-24.75%
Venezuela	1,510	0.05%	4,570	0.13%	3,060	202.65%
Otros	4,617	0.14%	2,874	0.08%	-1,743	-37.75%
<b>SUMA</b>	<b>235,831</b>	<b>7.14%</b>	<b>288,555</b>	<b>8.23%</b>	<b>52,724</b>	<b>22.36%</b>
<b>OCEANIA</b>						
Australia	5,980	0.18%	4,597	0.13%	-1,383	-23.13%
Nueva Zelanda	287	0.01%	375	0.01%	88	30.66%
Otros	44	0.00%	25	0.00%	-19	-43.18%
<b>SUMA</b>	<b>6,311</b>	<b>0.19%</b>	<b>4,997</b>	<b>0.14%</b>	<b>-1,314</b>	<b>-20.82%</b>
<b>AFRICA</b>						
Argelia	4	0.00%	11	0.00%	7	175.00%
Egipto	116	0.00%	154	0.00%	38	32.76%
Sudáfrica	346	0.01%	300	0.01%	-46	-13.29%
Otros	1,983	0.06%	2,281	0.07%	298	15.03%
<b>SUMA</b>	<b>2,449</b>	<b>0.07%</b>	<b>2,746</b>	<b>0.08%</b>	<b>297</b>	<b>12.13%</b>

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
<b>ASIA</b>						
Arabia	442	0.01%	661	0.02%	219	49.55%
China	986	0.03%	1,610	0.05%	624	63.29%
Corea	1,686	0.05%	1,875	0.05%	189	11.21%
Filipinas	69	0.00%	237	0.01%	168	243.48%
India	606	0.02%	588	0.02%	-18	-2.97%
Israel	1,513	0.05%	1,847	0.05%	334	22.08%
Japón	954	0.03%	741	0.02%	-213	-22.33%
Paquistán	10	0.00%	26	0.00%	16	160.00%
Turquía	210	0.01%	251	0.01%	41	19.52%
Otros	2,215	0.07%	2,868	0.08%	653	29.48%
<b>SUMA</b>	<b>8,691</b>	<b>0.26%</b>	<b>10,704</b>	<b>0.31%</b>	<b>2,013</b>	<b>23.16%</b>

<b>EUROPA</b>						
Alemania	97,641	2.96%	114,352	3.26%	16,711	17.11%
Austria	4,034	0.12%	4,582	0.13%	548	13.58%
Bélgica	12,775	0.39%	16,213	0.46%	3,438	26.91%
Bulgaria	271	0.01%	495	0.01%	224	82.66%
Dinamarca	977	0.03%	1,686	0.05%	709	72.57%
España	106,328	3.22%	125,231	3.57%	18,903	17.78%
Finlandia	624	0.02%	702	0.02%	78	12.50%
Francia	48,704	1.47%	52,978	1.51%	4,274	8.78%
Gran Bretaña	201,453	6.10%	199,402	5.69%	-2,051	-1.02%
Grecia	220	0.01%	326	0.01%	106	48.18%
Holanda	19,515	0.59%	25,686	0.73%	6,171	31.62%
Hungría	500	0.02%	435	0.01%	-65	-13.00%
Irlanda	2,063	0.06%	1,800	0.05%	-263	-12.75%
Islandia	79	0.00%	317	0.01%	238	301.27%
Italia	54,943	1.66%	64,885	1.85%	9,942	18.10%
Luxemburgo	264	0.01%	631	0.02%	367	139.02%
Mónaco	18	0.00%	119	0.00%	101	561.11%
Noruega	2,301	0.07%	2,111	0.06%	-190	-8.26%
Polonia	4,425	0.13%	7,975	0.23%	3,550	80.23%
Portugal	12,688	0.38%	12,584	0.36%	-104	-0.82%
Rep. Checa	6,112	0.18%	3,593	0.10%	-2,519	-41.21%
Rumanía	645	0.02%	733	0.02%	88	13.64%
Rusia	7,067	0.21%	5,724	0.16%	-1,343	-19.00%
Slovenia	304	0.01%	198	0.01%	-106	-34.87%
Suecia	15,768	0.48%	10,871	0.31%	-4,897	-31.06%
Suiza	5,795	0.18%	10,303	0.29%	4,508	77.79%
Otros	19,888	0.60%	35,030	1.00%	15,142	76.14%
<b>SUMA</b>	<b>625,402</b>	<b>18.93%</b>	<b>698,962</b>	<b>19.94%</b>	<b>73,560</b>	<b>11.76%</b>

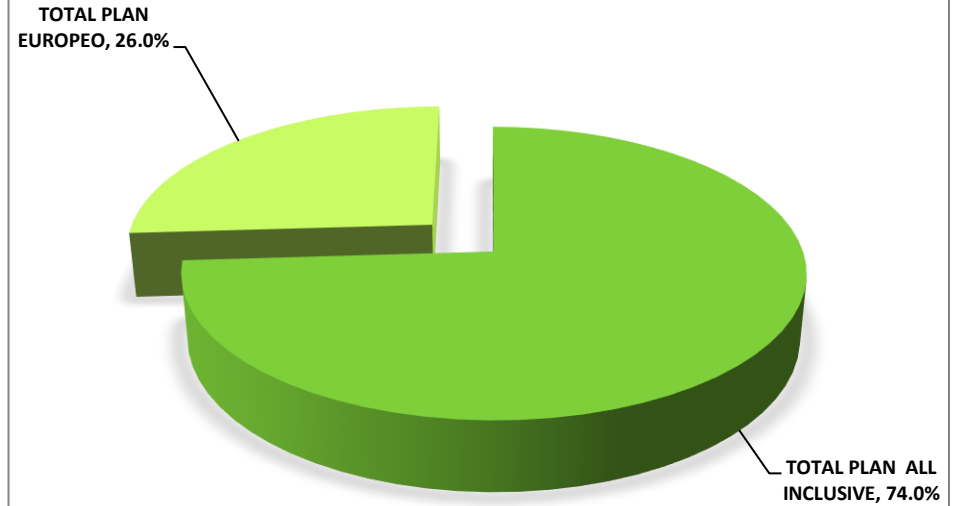
<b>TOTAL AFLUENCIA ACUMULADA</b>	<b>3,304,118</b>	<b>100.00%</b>	<b>3,505,780</b>	<b>100.00%</b>	<b>201,662</b>	<b>6.10%</b>
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HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMA BAY WELNESS RESORTS	310	4 estrellas
2 AZUL FIVES	573	5 estrellas
3 BARCELO 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 BUNO	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 RIU LA LUPITA	300	5 estrellas
60 RIU PALACE MEXICO	434	Gran Turismo
61 RIU PALACE RIVIERA MAYA	460	Especial
62 RIU PLAYACAR	388	5 estrellas
63 RIU TEQUILA	664	5 estrellas
64 RIU YUCATAN	507	5 estrellas
65 SANDOS CARACOL ECO EXPERIENCE RESORT	956	5 estrellas
66 SANDOS PLAYACAR BEACH EXPERIENCE RESORT	819	5 estrellas
67 SECREST AKUMAL RIVIERA MAYA	434	5 estrellas
68 SECRETS CAPRI RIVIERA CANCUN	291	Gran Turismo
69 SECRETS MAROMA BEACH	412	5 estrellas
70 SENSIMAR SEASIDE SUITES & SPA	194	Gran Turismo
71 THE REEF COCO BEACH	196	5 estrellas
72 THE REEF PLAYACAR	196	4 estrellas
73 THE ROYAL PLAYA DEL CARMEN	513	Gran Turismo
74 UNICO 20° 87° HOTEL RIVIERA MAYA	448	5 estrellas
75 VALENTIN IMPERIAL MAYA	540	5 estrellas
76 VIVA WYNDHAM AZTECA	335	5 estrellas
77 VIVA WYNDHAM MAYA	604	4 estrellas
<b>33,506</b>		<b>BARÓMETRO TURÍSTICO DE LA RIVIERA MAYA</b>

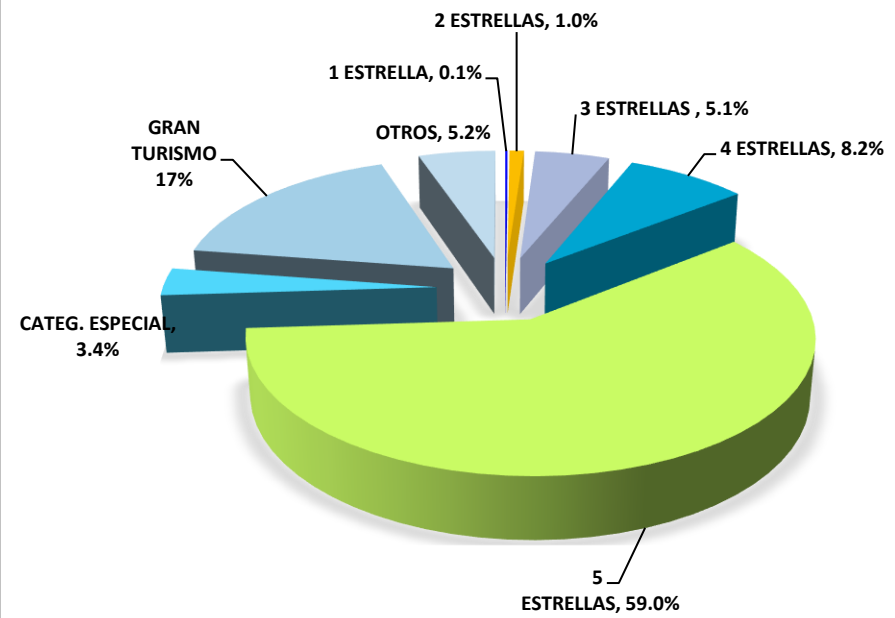
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
<b>TOTAL PLAN ALL INCLUSIVE</b>	33,506	77	74.0%
<b>TOTAL PLAN EUROPEO</b>	11,748	335	26.0%
<b>SUMAS</b>	<b>45,254</b>	<b>412</b>	<b>100.0%</b>

**DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE**



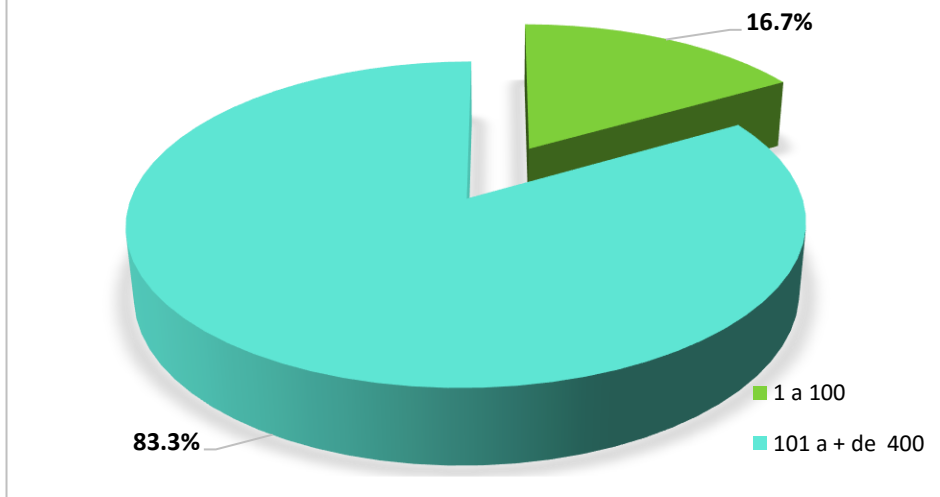
CATEGORIA	Cuartos	# Htls.	%
<b>1 ESTRELLA</b>	64	2	0.1%
<b>2 ESTRELLAS</b>	444	22	1.0%
<b>3 ESTRELLAS</b>	2,293	88	5.1%
<b>4 ESTRELLAS</b>	3,728	53	8.2%
<b>5 ESTRELLAS</b>	26,956	69	59.6%
<b>CATEG. ESPECIAL</b>	1,535	13	3.4%
<b>GRAN TURISMO</b>	7,866	22	17.4%
<b>OTROS</b>	2,368	143	5.2%
<b>SUMAS</b>	<b>45,254</b>	<b>412</b>	<b>100.0%</b>

**DISTRIBUCIÓN DE CUARTOS POR CATEGORIA**



RANGO	Cuartos	# Htls.	%
<b>1 a 100</b>	7,540	322	16.7%
<b>101 a + de 400</b>	37,714	90	83.3%
<b>SUMAS</b>	<b>45,254</b>	<b>412</b>	<b>100.0%</b>

**DISTRIBUCIÓN DE CUARTOS POR RANGO**





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

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.1%	4,563	10.1%
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	175	42.5%	8,485	18.7%
PLAYA DEL SECRETO	1	0.2%	540	1.2%
PLAYA PARAISO	12	2.9%	4,005	8.9%
PLAYACAR	23	5.6%	6,568	14.5%
PUERTO AVENTURAS	14	3.4%	5,238	11.6%
PUNTA ALLEN	7	1.7%	68	0.2%
PUNTA BETE XCALACOCO	17	4.1%	6,022	13.3%
PUNTA BRAVA	2	0.5%	839	1.9%
PUNTA MAROMA	8	1.9%	2,062	4.6%
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%
<b>TOTAL</b>	<b>412</b>	<b>100.0%</b>	<b>45,254</b>	<b>100.0%</b>

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

