



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

SEPTIEMBRE 2017

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima sexta** edición correspondiente al mes de Septiembre 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:
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Gerente de Estadísticas
Fideicomiso de Promoción Turística
de la Riviera Maya.

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

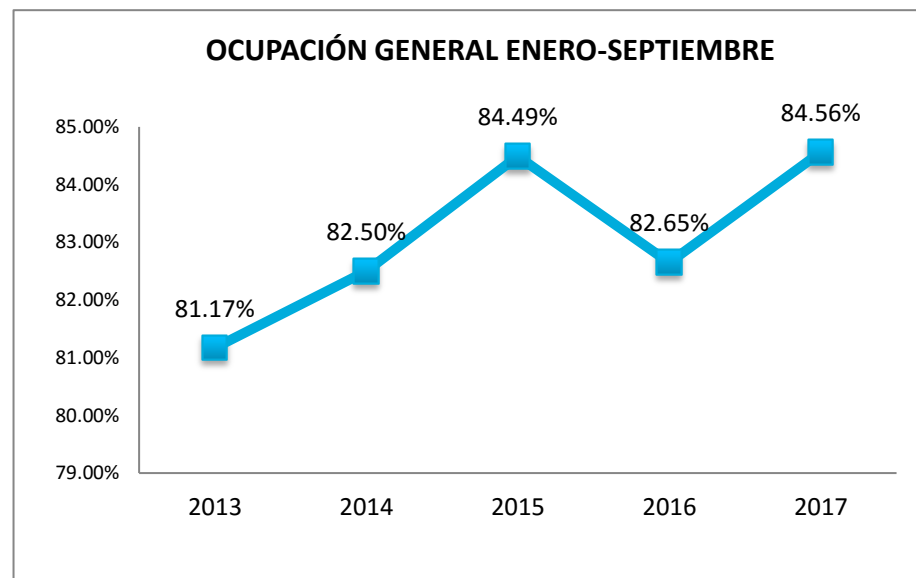
CONCEPTO	SEPTIEMBRE		VARIACIÓN	
	2016	2017	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	43,509	45,254	1,745	4.01%
CUARTOS NOCHE DISPONIBLES	1,301,197	1,355,660	54,463	4.19%
CUARTOS NOCHE OCUPADOS	896,828	973,742	76,914	8.58%
% DE OCUPACION	68.92%	71.83%	2.90%	
% DE OCUPACION TODO INCLUIDO	71.06%	74.76%	3.70%	
ESTADIA PROMEDIO				
	2016	2017		
GENERAL	5.62	5.72	0.10	
TURISMO NACIONAL	3.18	3.30	0.12	
TURISMO INTERNACIONAL	6.93	6.57	(0.36)	
TARIFA PROMEDIO (pesos)	\$ 3,699.34	\$ 3,163.37	(536)	-14.49%
AFLUENCIA DEL TURISMO				
	2016	2017		
TOTAL	334,415	351,196	16,781	5.02%
NACIONALES	96,413	93,279	-3,134	-3.25%
EXTRANJEROS	238,002	257,917	19,915	8.37%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES				
	2016	2017		
EUROPA	82,612	34.71%	87,522	33.93%
ESTADOS UNIDOS	90,866	38.18%	96,235	37.31%
CANADÁ	27,642	11.61%	37,235	14.44%
SUDAMERICA	31,550	13.26%	30,532	11.84%
RESTO DEL MUNDO	5,332	2.24%	6,393	2.48%
	238,002	100.00%	257,917	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2016	2017		
TOTAL	896,828	973,742	76,914	8.58%
NACIONALES	127,747	128,260	513	0.40%
EXTRANJEROS	769,081	845,482	76,401	9.93%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2016	2017		
EUROPA (Principales países)	317,139	41.2%	320,392	37.9%
ESTADOS UNIDOS	199,527	25.9%	209,311	24.8%
CANADÁ	81,198	10.6%	103,637	12.3%
SUDAMERICA (Principales países)	73,341	9.5%	67,144	7.9%
RESTO DEL MUNDO	97,876	12.73%	144,998	17.1%
	769,081	100.00%	845,482	100.00%

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

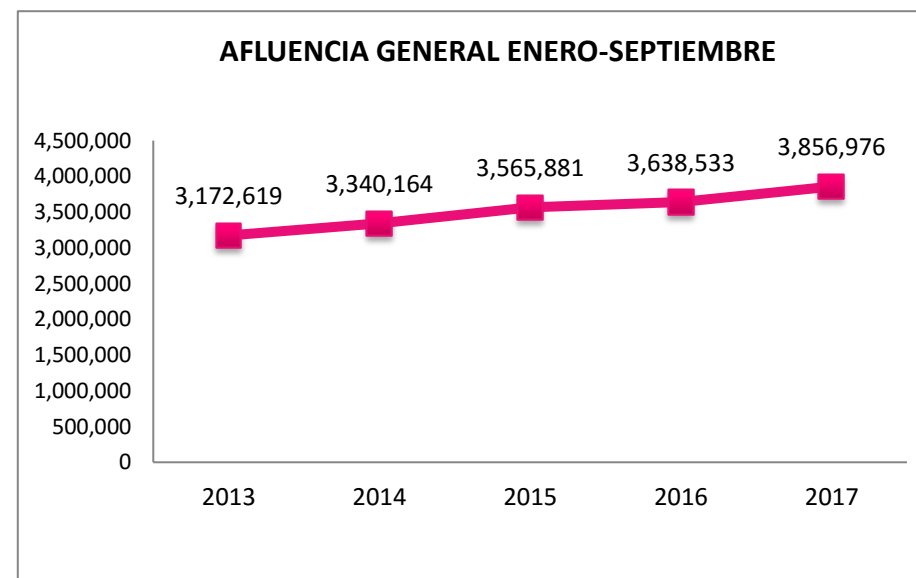
CONCEPTO	ENERO-SEPTIEMBRE		VARIACIÓN	
	2016	2017	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	43,509	45,254	1,745	4.01%
CUARTOS NOCHE DISPONIBLES	11,879,847	12,315,806	435,959	3.67%
CUARTOS NOCHE OCUPADOS	9,818,596	10,414,589	595,993	6.07%
% DE OCUPACION	82.65%	84.56%	1.91%	
% DE OCUPACION TODO INCLUIDO	83.73%	86.01%	2.28%	
ESTADIA PROMEDIO				
	2016	2017		
GENERAL	5.92	5.88	(0.04)	
TURISMO NACIONAL	4.05	3.92	(0.13)	
TURISMO INTERNACIONAL	6.49	6.36	(0.13)	
TARIFA PROMEDIO (pesos)	\$ 4,668.78	\$ 4,809.28	141	3.01%
AFLUENCIA DEL TURISMO				
	2016	2017		
TOTAL	3,638,533	3,856,976	218,443	6.00%
NACIONALES	674,047	663,019	-11,028	-1.64%
EXTRANJEROS	2,964,486	3,193,957	229,471	7.74%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES				
	2016		2017	
EUROPA	708,014	23.88%	786,484	24.62%
ESTADOS UNIDOS	1,384,050	46.69%	1,437,204	45.00%
CANADÁ	561,263	18.93%	601,814	18.84%
SUDAMERICA	267,381	9.02%	319,087	9.99%
RESTO DEL MUNDO	43,778	1.48%	49,368	1.55%
	2,964,486	100.00%	3,193,957	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2016	2017		
TOTAL	9,818,596	10,414,589	595,993	6.07%
NACIONALES	1,097,818	1,066,181	-31,637	-2.88%
EXTRANJEROS	8,720,778	9,348,408	627,630	7.20%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2016		2017	
EUROPA (Principales países)	2,547,826	29.2%	2,730,109	29.2%
ESTADOS UNIDOS	3,046,231	34.9%	3,117,047	33.3%
CANADÁ	1,636,997	18.8%	1,718,894	18.4%
SUDAMERICA (Principales países)	618,721	7.1%	773,677	8.3%
RESTO DEL MUNDO	871,003	9.99%	1,008,681	10.8%
	8,720,778	100.00%	9,348,408	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	61.57%	64.79%	66.80%	68.92%	71.83%	10.26%	7.04%	5.03%	2.91%
OCT									
NOV									
DIC									
Total	81.17%	82.50%	84.49%	82.65%	84.56%	3.39%	2.06%	0.07%	1.91%

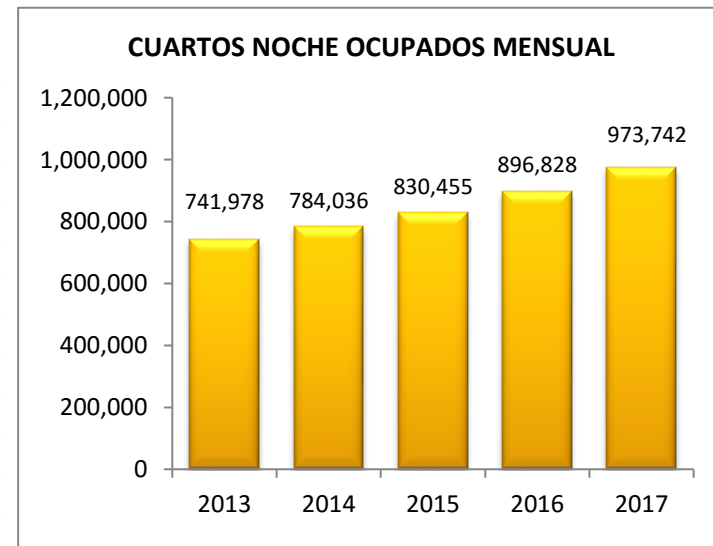


MES	AFLUENCIA TURÍSTICA					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	332,698	352,269	372,836	383,818	411,106	23.57%	16.70%	10.26%	7.11%
FEB	326,017	346,915	357,883	360,631	397,370	21.89%	14.54%	11.03%	10.19%
MAR	392,852	388,619	399,907	424,912	425,097	8.21%	9.39%	6.30%	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	269,581	289,751	307,738	334,415	351,196	30.27%	21.21%	14.12%	5.02%
OCT									
NOV									
DIC									
Total	3,172,619	3,340,164	3,565,881	3,638,533	3,856,976	21.57%	15.47%	8.16%	6.00%



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	741,978	784,036	830,455	896,828	973,742	0.31236	24.20%	17.25%	8.58%
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	8,915,874	9,131,225	9,662,533	9,818,596	10,414,589	16.81%	14.05%	7.78%	6.07%
ENE-OCT									
ENE-NOV									
ENE-DIC									



TABLA DE OCUPACION HOTELERA AÑO 2017

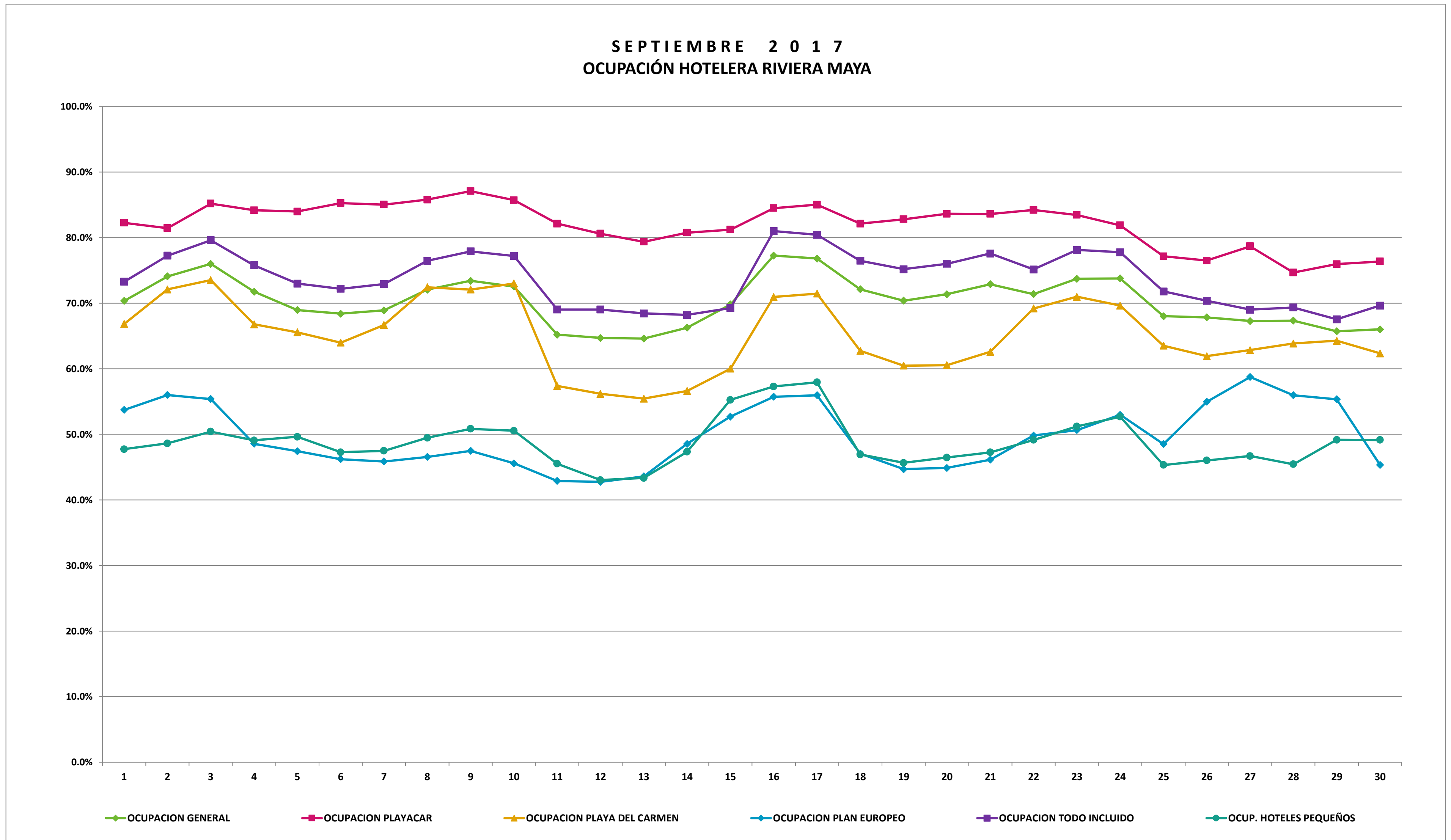
MES	No. DE HOTELES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
			DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	413	45,298	1,391,208	1,171,771	84.23%	61,096	14.86%	350,010	85.14%	411,106	6.08
FEBRERO	413	45,331	1,269,156	1,104,039	86.99%	41,682	10.49%	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	412	45,254	1,355,660	973,742	71.83%	93,279	26.56%	257,917	73.44%	351,196	5.72
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	412	45,254	12,315,806	10,414,589	84.56%	663,019	17.19%	3,193,957	82.81%	3,856,976	5.88
ENE-OCT											
ENE-NOV											
ENE-DIC											

FIDEICOMISO TURÍSTICA RIVIERA MAYA
OCUPACIÓN HOTELERA DIARIA
SEPTIEMBRE DE 2017

DIA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	PROMEDIO
OCUPACION GENERAL	70.4%	74.1%	76.0%	71.8%	69.0%	68.4%	68.9%	72.1%	73.4%	72.5%	65.2%	64.7%	64.6%	66.3%	69.8%	77.3%	76.8%	72.1%	70.4%	71.4%	72.9%	71.4%	73.7%	73.8%	68.0%	67.8%	67.3%	67.3%	65.7%	66.0%	71.83%
OCUPACION PLAYACAR	82.3%	81.4%	85.2%	84.2%	84.0%	85.3%	85.0%	85.8%	87.1%	85.7%	82.1%	80.6%	79.4%	80.8%	81.2%	84.5%	85.0%	82.1%	82.8%	83.6%	83.6%	84.2%	83.5%	81.9%	77.1%	76.5%	78.7%	74.7%	76.0%	76.4%	82.01%
OCUPACION PLAYA DEL CARMEN	66.8%	72.1%	73.5%	66.8%	65.6%	64.0%	66.7%	72.4%	72.1%	73.0%	57.4%	56.2%	55.5%	56.6%	60.0%	70.9%	71.5%	62.7%	60.5%	60.6%	62.6%	69.2%	71.0%	69.6%	63.5%	61.9%	62.8%	63.8%	64.3%	62.4%	65.20%
OCUPACION PLAN EUROPEO	53.7%	56.0%	55.4%	48.6%	47.4%	46.2%	45.9%	46.6%	47.5%	45.6%	42.9%	42.8%	43.6%	48.6%	52.7%	55.7%	56.0%	47.1%	44.7%	44.9%	46.1%	49.8%	50.7%	53.0%	48.5%	55.0%	58.7%	56.0%	55.3%	45.3%	49.67%
OCUPACION TODO INCLUIDO	73.3%	77.2%	79.6%	75.8%	73.0%	72.2%	72.9%	76.5%	77.9%	77.2%	69.0%	69.0%	68.4%	68.2%	69.3%	81.0%	80.4%	76.5%	75.2%	76.0%	77.6%	75.2%	78.1%	77.8%	71.8%	70.4%	69.0%	69.4%	67.5%	69.6%	74.76%
OCUP. HOTELES PEQUEÑOS	47.7%	48.6%	50.4%	49.1%	49.6%	47.3%	47.5%	49.5%	50.8%	50.6%	45.5%	43.0%	43.3%	47.3%	55.3%	57.3%	57.9%	46.9%	45.7%	46.5%	47.3%	49.1%	51.2%	52.7%	45.3%	46.0%	46.7%	45.4%	49.2%	49.1%	48.73%





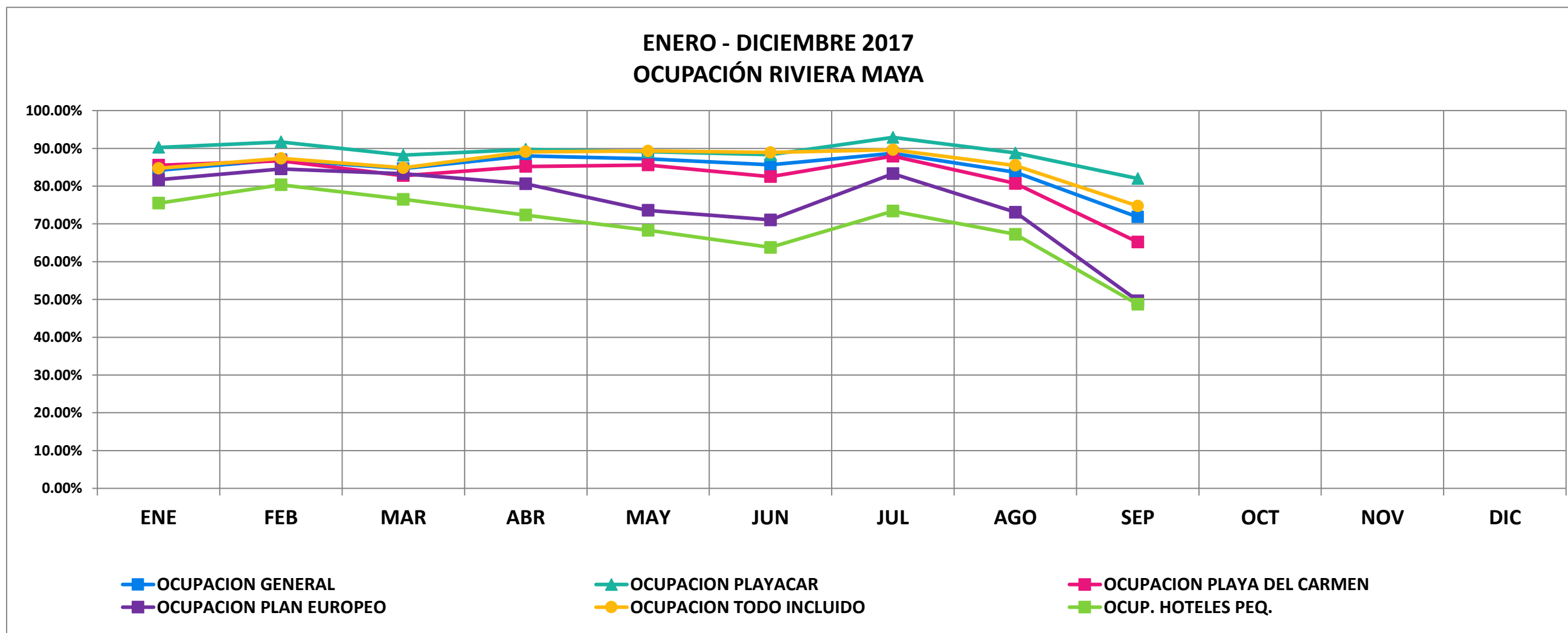
FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

DEPARTAMENTO DE ESTADÍSTICA

OCUPACIÓN HOTELERA MENSUAL

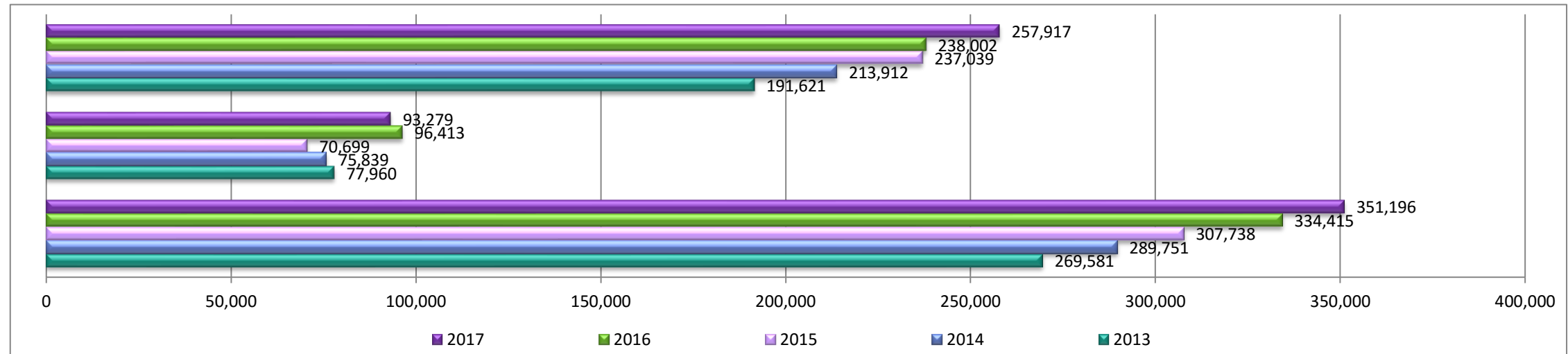
ENERO - DICIEMBRE 2017

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%	83.69%	71.83%				84.56%
OCUPACION PLAYACAR	90.27%	91.70%	88.20%	89.74%	89.11%	88.35%	92.91%	88.78%	82.01%				89.01%
OCUPACION PLAYA DEL CARMEN	85.53%	86.68%	82.79%	85.21%	85.60%	82.52%	87.94%	80.74%	65.20%				82.47%
OCUPACION PLAN EUROPEO	81.68%	84.55%	83.30%	80.61%	73.60%	71.07%	83.31%	73.12%	49.67%				75.66%
OCUPACION TODO INCLUIDO	84.70%	87.36%	84.85%	89.09%	89.29%	88.91%	89.64%	85.47%	74.76%				86.01%
OCUP. HOTELES PEQ.	75.50%	80.35%	76.50%	72.36%	68.29%	63.79%	73.40%	67.24%	48.73%				69.57%



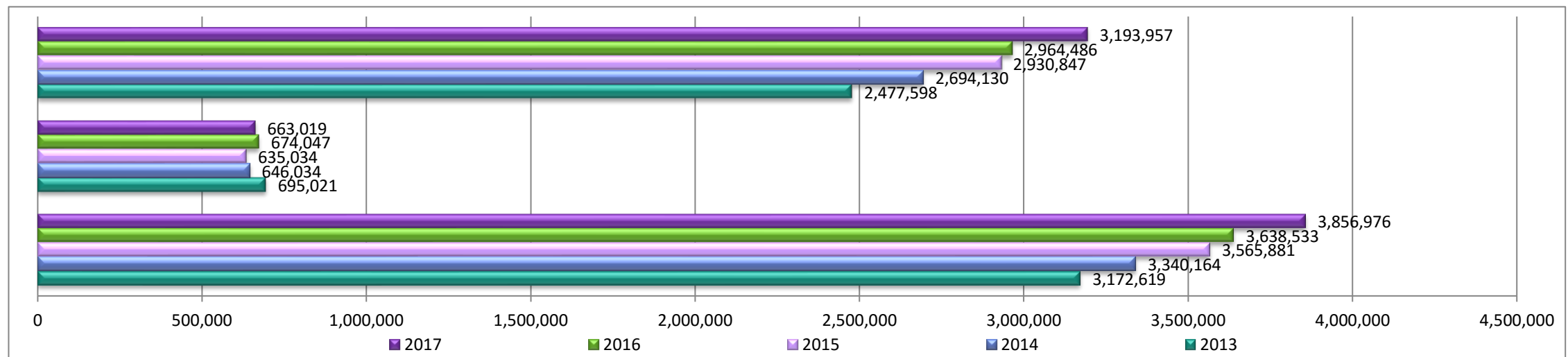
PROCEDENCIA DEL TURISMO SEPTIEMBRE

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
TOTAL	269,581	100.00%	289,751	100.00%	307,738	100.00%	334,415	100.00%	351,196	100.00%	30.27%	21.21%	14.12%	5.02%
NACIONALES	77,960	28.92%	75,839	26.17%	70,699	22.97%	96,413	28.83%	93,279	26.56%	19.65%	23.00%	31.94%	-3.25%
EXTRANJEROS	191,621	71.08%	213,912	73.83%	237,039	77.03%	238,002	71.17%	257,917	73.44%	34.60%	20.57%	8.81%	8.37%



ENERO - SEPTIEMBRE

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
TOTAL	3,172,619	100.00%	3,340,164	100.00%	3,565,881	100.00%	3,638,533	100.00%	3,856,976	100.00%	21.57%	15.47%	8.16%	6.00%
NACIONALES	695,021	21.91%	646,034	19.34%	635,034	17.81%	674,047	18.53%	663,019	17.19%	-4.60%	2.63%	4.41%	-1.64%
EXTRANJEROS	2,477,598	78.09%	2,694,130	80.66%	2,930,847	82.19%	2,964,486	81.47%	3,193,957	82.81%	28.91%	18.55%	8.98%	7.74%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
SEPTIEMBRE 2017

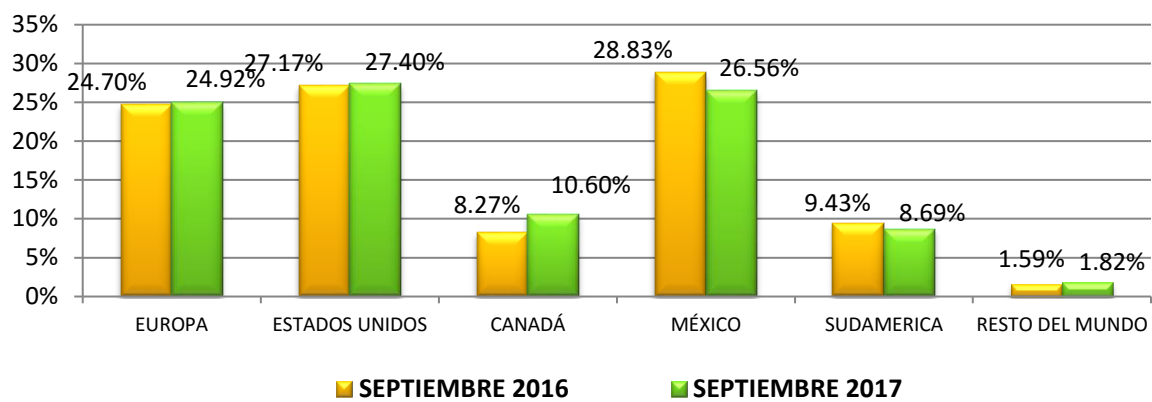
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	37,235	10.60	Bahamas	14	0.00	Alemania	11,827	3.37
Estados Unidos	96,235	27.40	Bermudas	5	0.00	Austria	212	0.06
México	93,279	26.56	Cuba	115	0.03	Bélgica	1,497	0.43
SUMA	226,749	64.56	Curacao	0	0.00	Bulgaria	9	0.00
2.- CENTRO AMERICA			Haiti	19	0.01	Dinamarca	84	0.02
Belice	25	0.01	Jamaica	22	0.01	España	18,855	5.37
Costa Rica	287	0.08	Puerto Rico	61	0.02	Finlandia	41	0.01
El Salvador	50	0.01	Rep. Dominicana	181	0.05	Francia	3,570	1.02
Guatemala	175	0.05	Otros	61	0.02	Gran Bretaña	32,626	9.29
Nicaragua	9	0.00	SUMA	478	0.14	Grecia	23	0.01
Panamá	2,624	0.75	5.-OCEANIA			Holanda	2,628	0.75
Otros	31	0.01	Australia	658	0.19	Hungría	20	0.01
SUMA	3,201	0.91	Nueva Zelanda	90	0.03	Irlanda	328	0.09
3.- SUDAMERICA			Otros	8	0.00	Islandia	17	0.00
Argentina	15,130	4.31	SUMA	756	0.22	Italia	5,767	1.64
Bolivia	284	0.08	6.- ASIA			Luxemburgo	122	0.03
Brasil	2,115	0.60	Arabia	31	0.01	Mónaco	5	0.00
Chile	5,502	1.57	China	172	0.05	Noruega	218	0.06
Colombia	1,861	0.53	Corea	156	0.04	Polonia	995	0.28
Ecuador	183	0.05	Filipinas	25	0.01	Portugal	2,522	0.72
Paraguay	315	0.09	India	48	0.01	Rep. Checa	84	0.02
Perú	2,416	0.69	Israel	601	0.17	Rumania	100	0.03
Uruguay	1,756	0.50	Japón	187	0.05	Rusia	491	0.14
Venezuela	310	0.09	Paquistán	3	0.00	Slovenia	11	0.00
Otros	660	0.19	Turquía	28	0.01	Suecia	81	0.02
SUMA	30,532	8.69	Otros	395	0.11	Suiza	966	0.28
7.- AFRICA			SUMA	1,646	0.47	Otros	4,423	1.26
Argelia	0	0.00	8.-EUROPA			SUMA	87,522	24.92
Egipto	8	0.00	GRAN TOTAL					
Sudáfrica	6	0.00				351,196	100.00	
Otros	298	0.08						
SUMA	312	0.09						

PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENERO - SEPTIEMBRE 2017

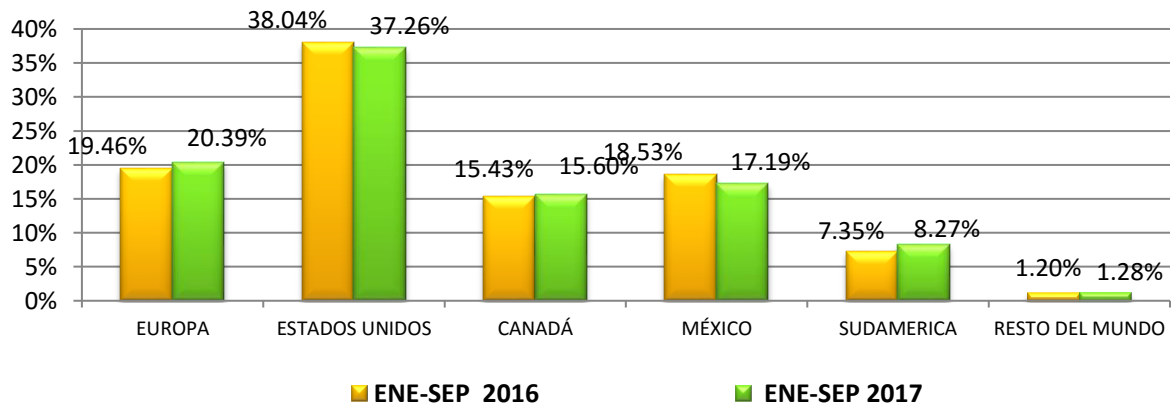
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	601,814	15.60	Bahamas	53	0.00	Alemania	126,179	3.27
Estados Unidos	1,437,204	37.26	Bermudas	119	0.00	Austria	4,794	0.12
México	663,019	17.19	Cuba	965	0.03	Bélgica	17,710	0.46
SUMA	2,702,037	70.06	Curacao	0	0.00	Bulgaria	504	0.01
2.- CENTRO AMERICA			Haiti	84	0.00	Dinamarca	1,770	0.05
Belice	627	0.02	Jamaica	240	0.01	España	144,086	3.74
Costa Rica	1,714	0.04	Puerto Rico	2,887	0.07	Finlandia	743	0.02
El Salvador	690	0.02	Rep. Dominicana	1,573	0.04	Francia	56,548	1.47
Guatemala	1,668	0.04	Otros	900	0.02	Gran Bretaña	232,028	6.02
Nicaragua	208	0.01	SUMA	6,821	0.18	Grecia	349	0.01
Panamá	14,509	0.38	5.-OCEANIA			Holanda	28,314	0.73
Otros	1,970	0.05	Australia	5,255	0.14	Hungría	455	0.01
SUMA	21,386	0.55	Nueva Zelanda	465	0.01	Irlanda	2,128	0.06
3.- SUDAMERICA			Otros	33	0.00	Islandia	334	0.01
Argentina	190,360	4.94	SUMA	5,753	0.15	Italia	70,652	1.83
Bolivia	3,432	0.09	6.- ASIA			Luxemburgo	753	0.02
Brasil	15,317	0.40	Arabia	692	0.02	Mónaco	124	0.00
Chile	47,387	1.23	China	1,782	0.05	Noruega	2,329	0.06
Colombia	15,533	0.40	Corea	2,031	0.05	Polonia	8,970	0.23
Ecuador	2,263	0.06	Filipinas	262	0.01	Portugal	15,106	0.39
Paraguay	2,220	0.06	India	636	0.02	Rep. Checa	3,677	0.10
Perú	17,593	0.46	Israel	2,448	0.06	Rumania	833	0.02
Uruguay	16,568	0.43	Japón	928	0.02	Rusia	6,215	0.16
Venezuela	4,880	0.13	Paquistán	29	0.00	Slovenia	209	0.01
Otros	3,534	0.09	Turquia	279	0.01	Suecia	10,952	0.28
SUMA	319,087	8.27	Otros	3,263	0.08	Suiza	11,269	0.29
7.- AFRICA			SUMA	12,350	0.32	Otros	39,453	1.02
Argelia	11	0.00	8.-EUROPA			SUMA	786,484	20.39
Egipto	162	0.00	GRAN TOTAL					
Sudáfrica	306	0.01				3,856,976	100.00	
Otros	2,579	0.07						
SUMA	3058	0.08						

**COMPARATIVO DE PROCEDENCIA DEL TURISMO
POR REGIONES**

REGION	SEPTIEMBRE 2016		SEPTIEMBRE 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	82,612	24.70%	87,522	24.92%	5.94%
ESTADOS UNIDOS	90,866	27.17%	96,235	27.40%	5.91%
CANADÁ	27,642	8.27%	37,235	10.60%	34.70%
MÉXICO	96,413	28.83%	93,279	26.56%	-3.25%
SUDAMERICA	31,550	9.43%	30,532	8.69%	-3.23%
RESTO DEL MUNDO	5,332	1.59%	6,393	1.82%	19.90%
SUMAS	334,415	100.00%	351,196	100.00%	5.02%



REGION	ENE-SEP 2016		ENE-SEP 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	708,014	19.46%	786,484	20.39%	11.08%
ESTADOS UNIDOS	1,384,050	38.04%	1,437,204	37.26%	3.84%
CANADÁ	561,263	15.43%	601,814	15.60%	7.22%
MÉXICO	674,047	18.53%	663,019	17.19%	-1.64%
SUDAMERICA	267,381	7.35%	319,087	8.27%	19.34%
RESTO DEL MUNDO	43,778	1.20%	49,368	1.28%	12.77%
SUMAS	3,638,533	100.00%	3,856,976	100.00%	6.00%



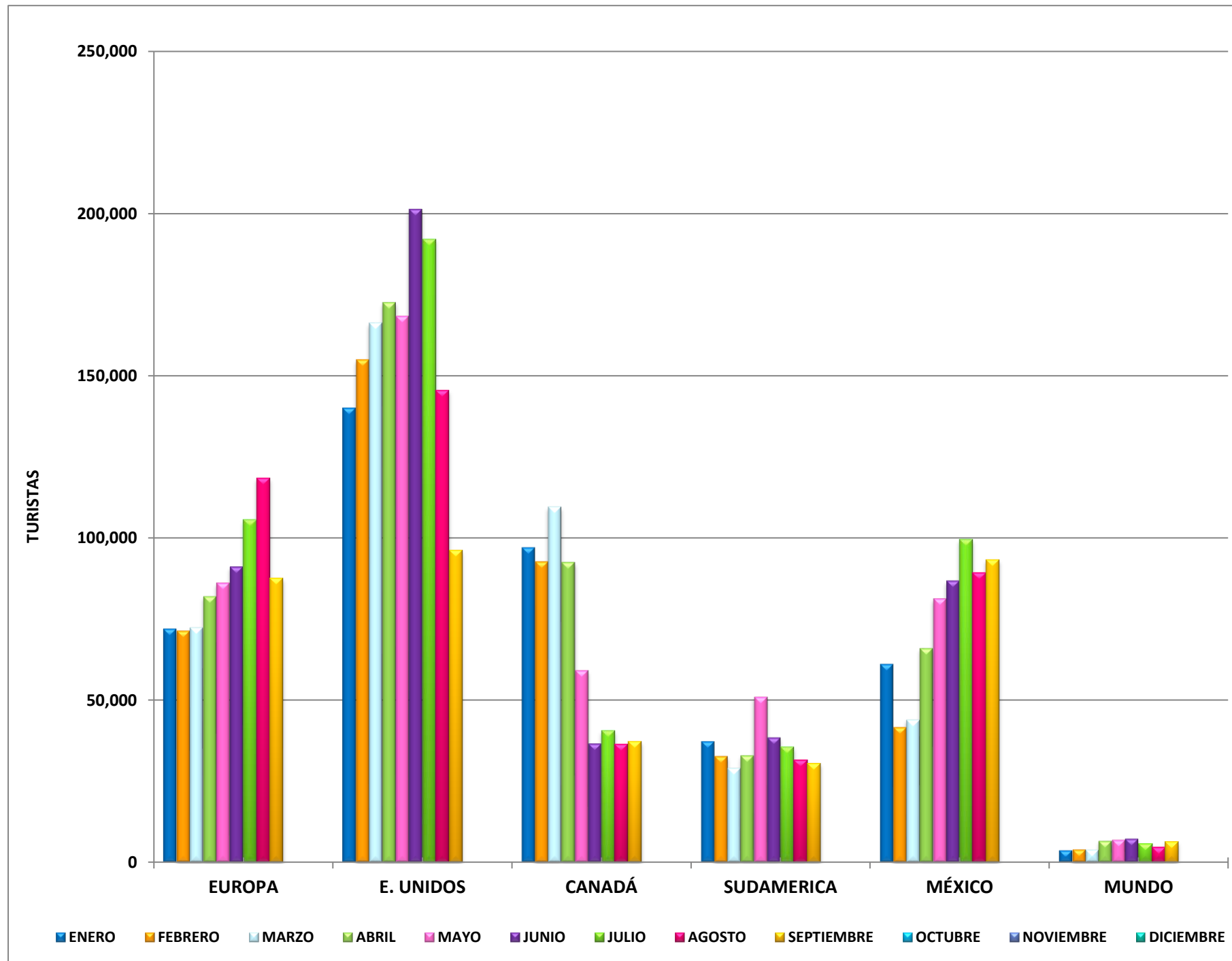
PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2017

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	87,522	24.9	96,235	27.4	37,235	10.6	30,532	8.7	93,279	26.6	6,393	1.8	351,196	100.0
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

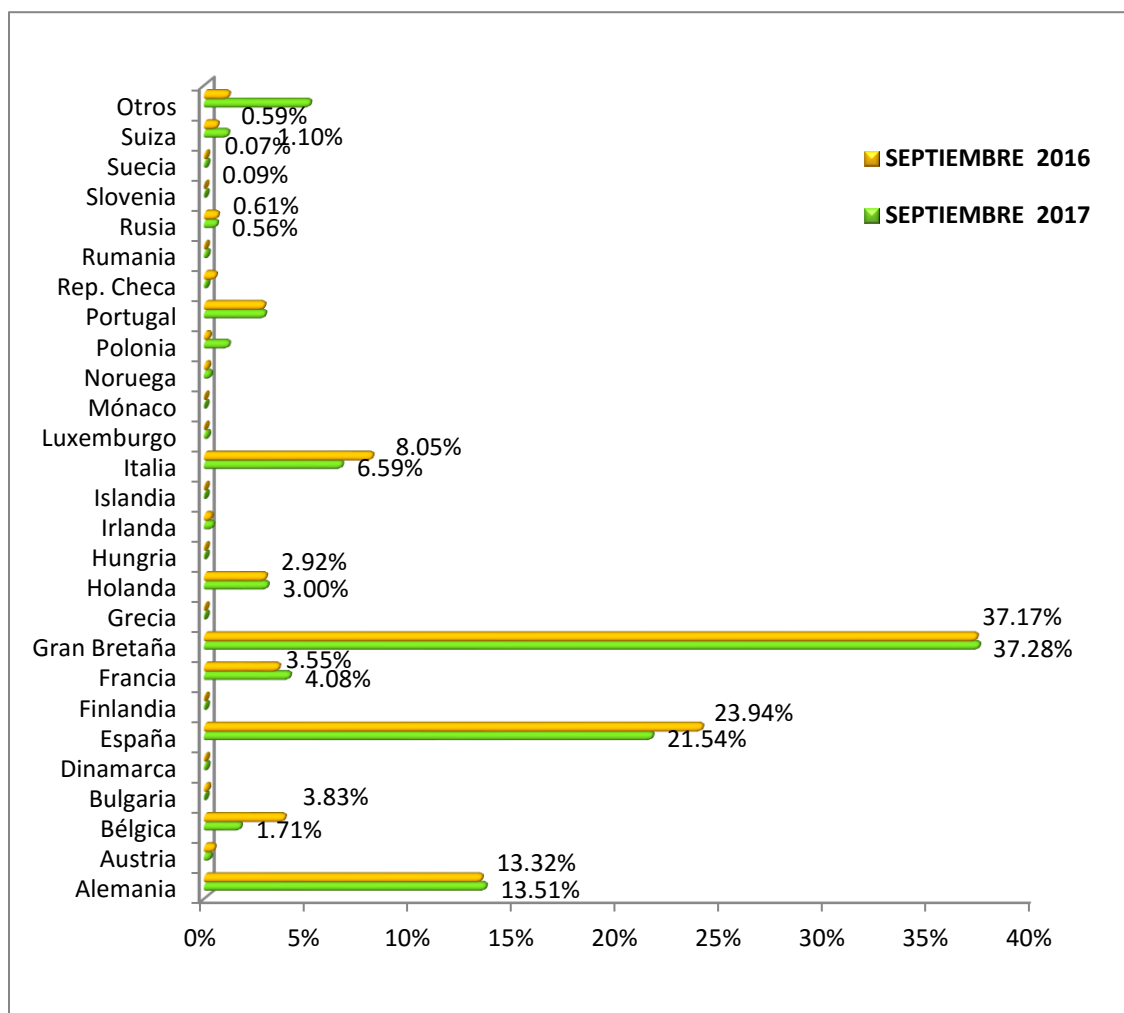
ENE-FEB	143,337	17.7	294,897	36.5	189,691	23.5	70,064	8.7	102,778	12.7	7,709	1.0	808,476	100.0
ENE-MAR	215,679	17.5	461,164	37.4	299,262	24.3	99,137	8.0	146,720	11.9	11,611	0.9	1,233,573	100.0
ENE-ABR	297,656	17.7	633,714	37.6	391,758	23.2	132,134	7.8	212,725	12.6	18,274	1.1	1,686,261	100.0
ENE-MAY	383,763	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	786,484	20.4	1,437,204	37.3	601,814	15.6	319,087	8.3	663,019	17.2	49,368	1.3	3,856,976	100.0
ENE-OCT														
ENE-NOV														
ENE-DIC														

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



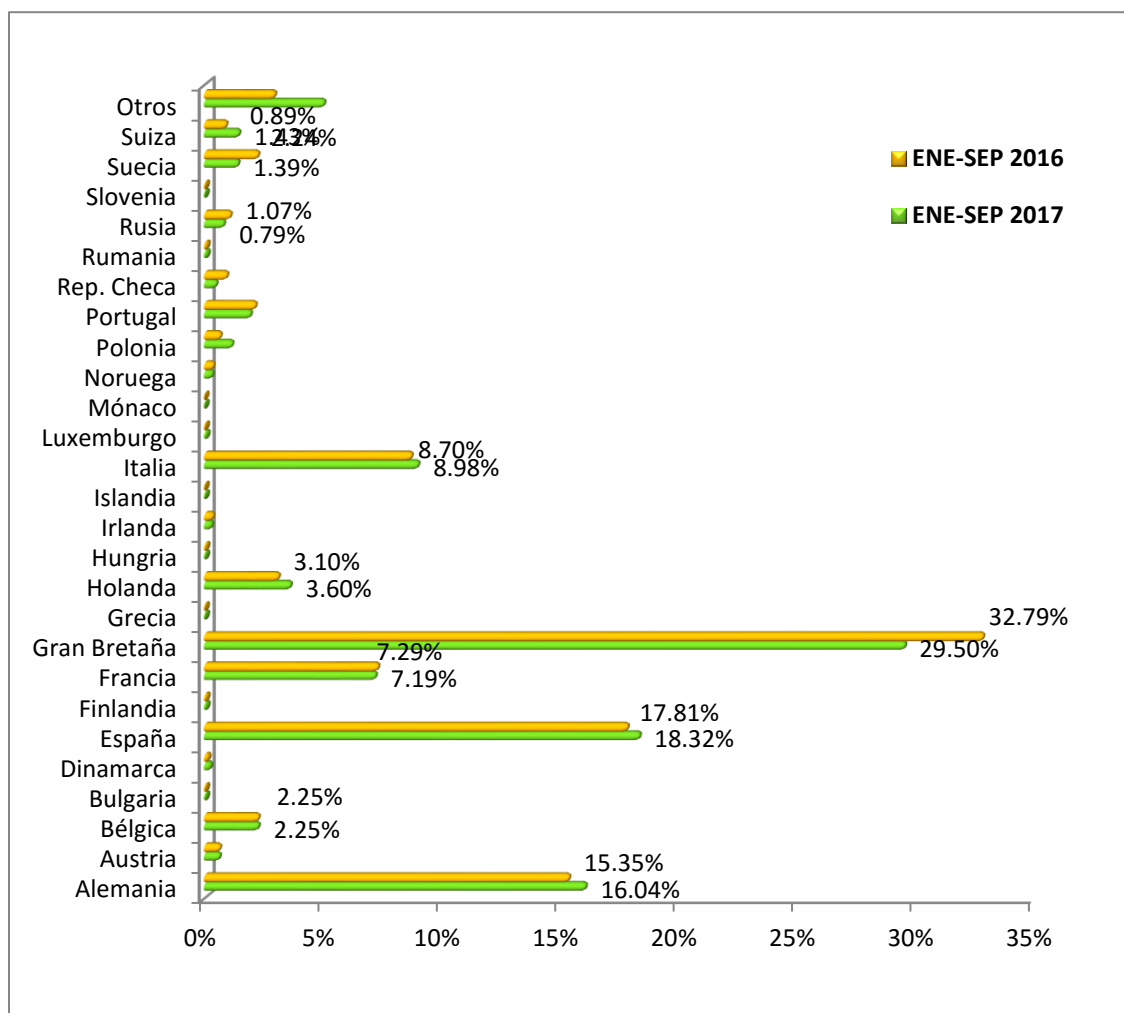
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO SEPTIEMBRE 2017 VS 2016

PAIS	SEPTIEMBRE 2016		SEPTIEMBRE 2017	
	PAX	%	PAX	%
Alemania	11,005	13.32%	11,827	13.51%
Austria	370	0.45%	212	0.24%
Bélgica	3,162	3.83%	1,497	1.71%
Bulgaria	120	0.15%	9	0.01%
Dinamarca	51	0.06%	84	0.10%
España	19,778	23.94%	18,855	21.54%
Finlandia	23	0.03%	41	0.05%
Francia	2,932	3.55%	3,570	4.08%
Gran Bretaña	30,703	37.17%	32,626	37.28%
Grecia	19	0.02%	23	0.03%
Holanda	2,413	2.92%	2,628	3.00%
Hungría	34	0.04%	20	0.02%
Irlanda	235	0.28%	328	0.37%
Islandia	26	0.03%	17	0.02%
Italia	6,650	8.05%	5,767	6.59%
Luxemburgo	11	0.01%	122	0.14%
Mónaco	1	0.00%	5	0.01%
Noruega	123	0.15%	218	0.25%
Polonia	160	0.19%	995	1.14%
Portugal	2,352	2.85%	2,522	2.88%
Rep. Checa	419	0.51%	84	0.10%
Rumania	36	0.04%	100	0.11%
Rusia	502	0.61%	491	0.56%
Slovenia	0	0.00%	11	0.01%
Suecia	59	0.07%	81	0.09%
Suiza	491	0.59%	966	1.10%
Otros	937	1.13%	4,423	5.05%
SUMA	82,612	100.00%	87,522	100.00%



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

PAIS	ENE-SEP 2016		ENE-SEP 2017	
	PAX	%	PAX	%
Alemania	108,646	15.35%	126,179	16.04%
Austria	4,404	0.62%	4,794	0.61%
Bélgica	15,937	2.25%	17,710	2.25%
Bulgaria	391	0.06%	504	0.06%
Dinamarca	1,028	0.15%	1,770	0.23%
España	126,106	17.81%	144,086	18.32%
Finlandia	647	0.09%	743	0.09%
Francia	51,636	7.29%	56,548	7.19%
Gran Bretaña	232,156	32.79%	232,028	29.50%
Grecia	239	0.03%	349	0.04%
Holanda	21,928	3.10%	28,314	3.60%
Hungría	534	0.08%	455	0.06%
Irlanda	2,298	0.32%	2,128	0.27%
Islandia	105	0.01%	334	0.04%
Italia	61,593	8.70%	70,652	8.98%
Luxemburgo	275	0.04%	753	0.10%
Mónaco	19	0.00%	124	0.02%
Noruega	2,424	0.34%	2,329	0.30%
Polonia	4,585	0.65%	8,970	1.14%
Portugal	15,040	2.12%	15,106	1.92%
Rep. Checa	6,531	0.92%	3,677	0.47%
Rumania	681	0.10%	833	0.11%
Rusia	7,569	1.07%	6,215	0.79%
Slovenia	304	0.04%	209	0.03%
Suecia	15,827	2.24%	10,952	1.39%
Suiza	6,286	0.89%	11,269	1.43%
Otros	20,825	2.94%	39,453	5.02%
SUMA	708,014	100.00%	786,484	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%	13,065	11.04%	11,827	13.51%							126,179	16.04%
Austria	604	0.57%	510	0.43%	212	0.24%							4,794	0.61%
Bélgica	3,043	2.88%	2,442	2.06%	1,497	1.71%							17,710	2.25%
Bulgaria	32	0.03%	12	0.01%	9	0.01%							504	0.06%
Dinamarca	368	0.35%	58	0.05%	84	0.10%							1,770	0.23%
España	27,479	26.00%	32,646	27.58%	18,855	21.54%							144,086	18.32%
Finlandia	55	0.05%	5	0.00%	41	0.05%							743	0.09%
Francia	3,683	3.48%	7,928	6.70%	3,570	4.08%							56,548	7.19%
Gran Bretaña	35,782	33.86%	32,916	27.81%	32,626	37.28%							232,028	29.50%
Grecia	27	0.03%	22	0.02%	23	0.03%							349	0.04%
Holanda	3,113	2.95%	3,572	3.02%	2,628	3.00%							28,314	3.60%
Hungría	40	0.04%	25	0.02%	20	0.02%							455	0.06%
Irlanda	382	0.36%	218	0.18%	328	0.37%							2,128	0.27%
Islandia	0	0.00%	51	0.04%	17	0.02%							334	0.04%
Italia	7,192	6.80%	14,540	12.28%	5,767	6.59%							70,652	8.98%
Luxemburgo	48	0.05%	39	0.03%	122	0.14%							753	0.10%
Mónaco	32	0.03%	0	0.00%	5	0.01%							124	0.02%
Noruega	356	0.34%	267	0.23%	218	0.25%							2,329	0.30%
Polonia	1,191	1.13%	1,125	0.95%	995	1.14%							8,970	1.14%
Portugal	1,798	1.70%	3,323	2.81%	2,522	2.88%							15,106	1.92%
Rep. Checa	85	0.08%	138	0.12%	84	0.10%							3,677	0.47%
Rumania	47	0.04%	121	0.10%	100	0.11%							833	0.11%
Rusia	402	0.38%	460	0.39%	491	0.56%							6,215	0.79%
Slovenia	32	0.03%	8	0.01%	11	0.01%							209	0.03%
Suecia	151	0.14%	58	0.05%	81	0.09%							10,952	1.39%
Suiza	2,202	2.08%	1,139	0.96%	966	1.10%							11,269	1.43%
Otros	4,871	4.61%	3,672	3.10%	4,423	5.05%							39,453	5.02%
SUMA	105,690	100.00%	118,360	100.00%	87,522	100.00%							786,484	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%		

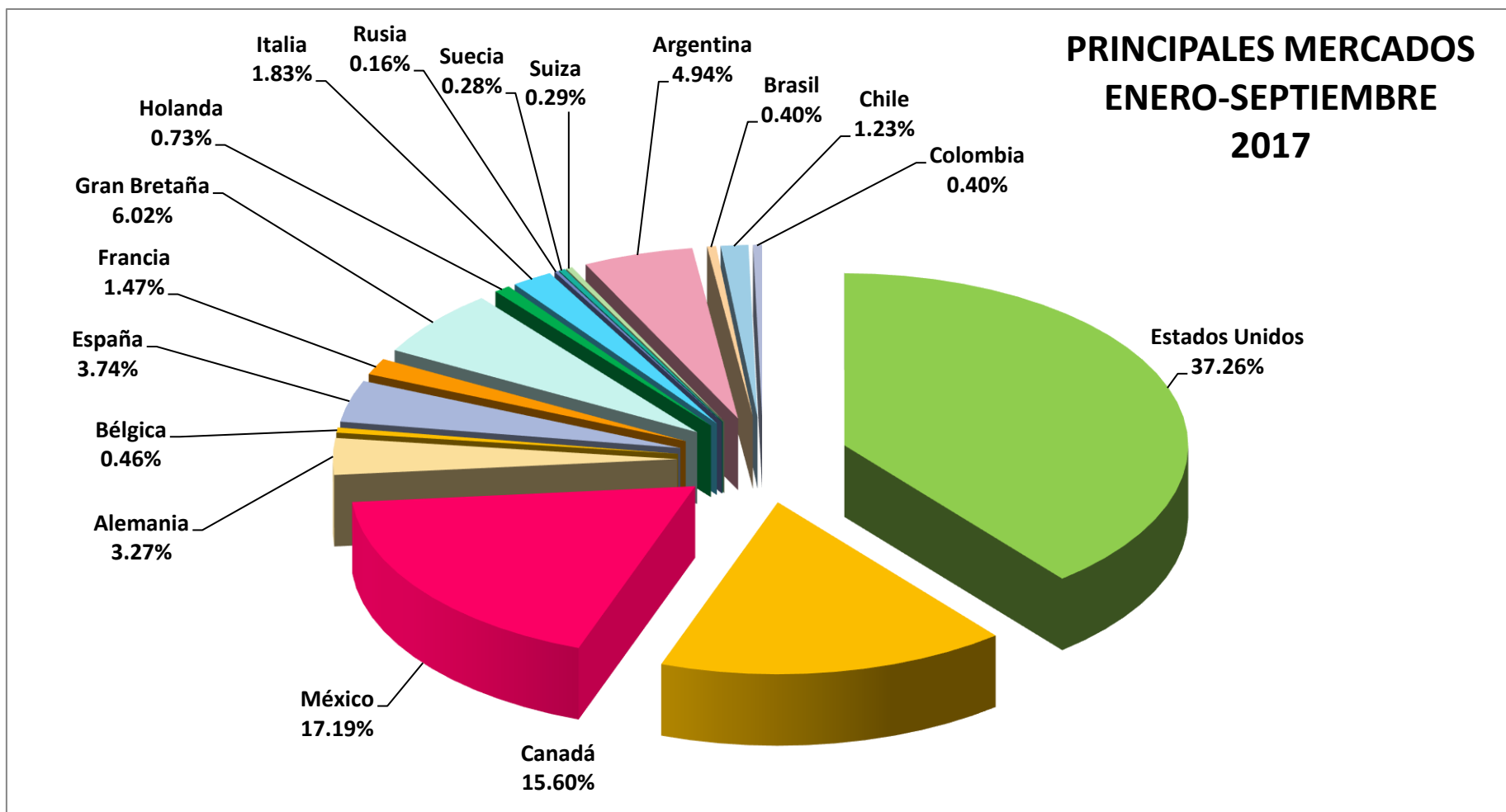
Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

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%	145,486	34.18%	96,235	27.40%							1,437,204	37.26%	1	1
2 Canadá	40,608	8.47%	36,384	8.55%	37,235	10.60%							601,814	15.60%	3	3
3 México	99,618	20.78%	89,279	20.98%	93,279	26.56%							663,019	17.19%	2	2
4 Alemania	12,675	2.64%	13,065	3.07%	11,827	3.37%							126,179	3.27%	7	7
5 Bélgica	3,043	0.63%	2,442	0.57%	1,497	0.43%							17,710	0.46%	14	12
6 España	27,479	5.73%	32,646	7.67%	18,855	5.37%							144,086	3.74%	6	6
7 Francia	3,683	0.77%	7,928	1.86%	3,570	1.02%							56,548	1.47%	9	9
8 Gran Bretaña	35,782	7.47%	32,916	7.73%	32,626	9.29%							232,028	6.02%	4	4
9 Holanda	3,113	0.65%	3,572	0.84%	2,628	0.75%							28,314	0.73%	11	11
10 Italia	7,192	1.50%	14,540	3.42%	5,767	1.64%							70,652	1.83%	8	8
11 Rusia	402	0.08%	460	0.11%	491	0.14%							6,215	0.16%	16	17
12 Suecia	151	0.03%	58	0.01%	81	0.02%							10,952	0.28%	13	16
13 Suiza	2,202	0.46%	1,139	0.27%	966	0.28%							11,269	0.29%	17	15
14 Argentina	19,406	4.05%	14,922	3.51%	15,130	4.31%							190,360	4.94%	5	5
15 Brasil	3,078	0.64%	1,324	0.31%	2,115	0.60%							15,317	0.40%	15	14
16 Chile	5,536	1.16%	4,984	1.17%	5,502	1.57%							47,387	1.23%	10	10
17 Colombia	2,017	0.42%	2,720	0.64%	1,861	0.53%							15,533	0.40%	12	13
Resto del mundo	21,117	4.41%	21,775	5.12%	21,531	6.13%							182,389	4.73%		
AFLUENCIA	479,303	100.00%	425,640	100.00%	351,196	100.00%							3,856,976	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 - SEPTIEMBRE
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	4,469	0.4%	2,390	0.2%	4,717	0.4%	171	0.0%	9,013	0.8%	6,140	0.6%	26,900	0.4%
CHILE	11,736	1.1%	21,085	2.1%	9,771	0.9%	7,434	0.7%	19,313	1.8%	12,170	1.1%	81,509	1.3%
COLOMBIA	4,440	0.4%	1,083	0.1%	1,979	0.2%	3,188	0.3%	3,407	0.3%	4,395	0.4%	18,492	0.3%
SUMA	91,105	8.8%	81,696	8.2%	75,125	7.0%	69,965	6.5%	126,532	11.7%	113,809	10.4%	558,232	8.5%
TOTAL PRIN. MDOS.	1,038,927	100.00%	990,802	100.00%	1,069,445	100.00%	1,079,922	100.00%	1,083,649	100.00%	1,096,584	100.00%	6,359,329	99.33%
TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.
	1,171,771	88.7%	1,104,039	84.6%	1,194,684	91.3%	1,194,886	92.2%	1,232,580	92.5%	1,148,139	93.6%	7,046,099	542.7%

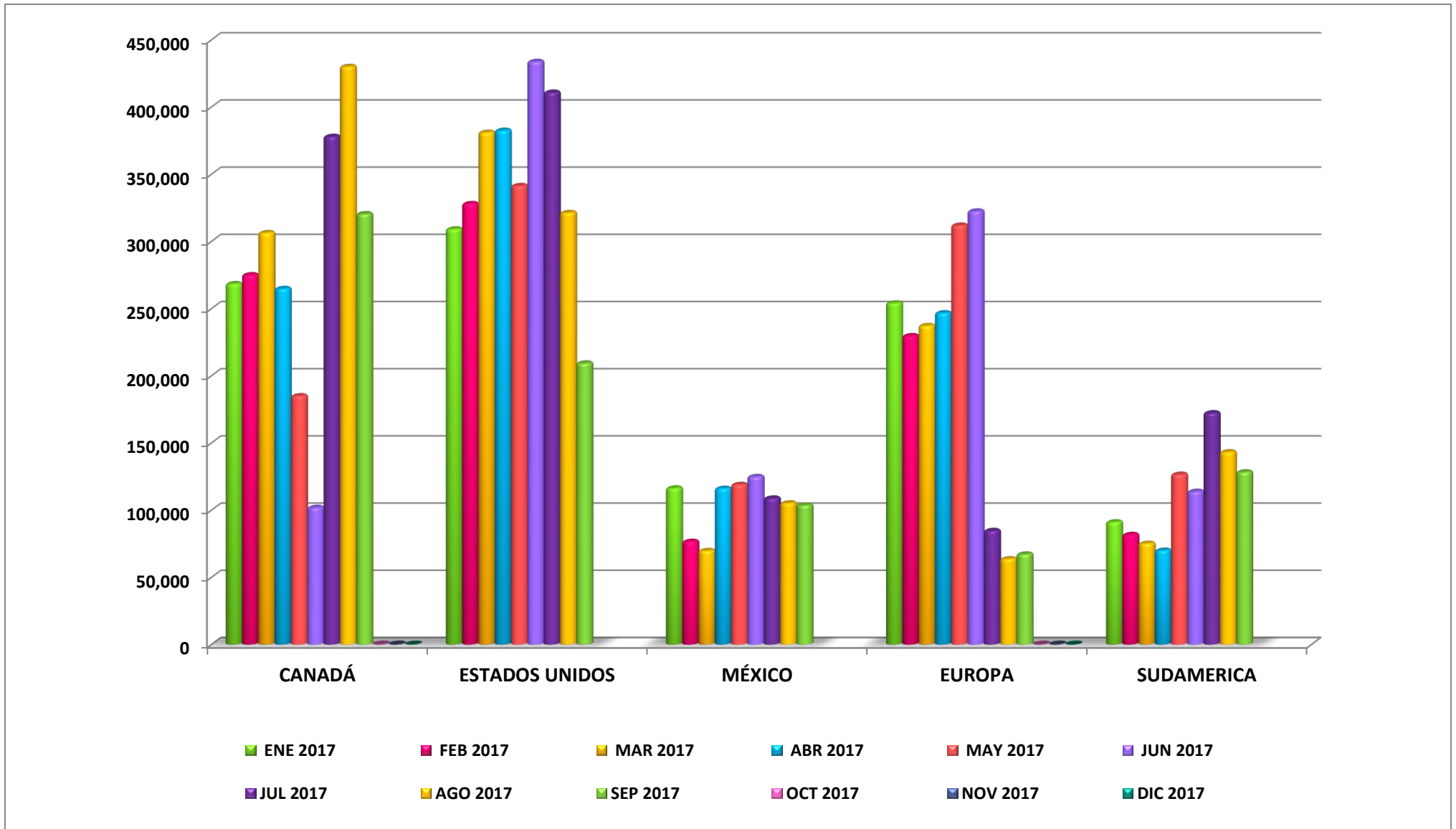
Nota: En esta tabla sólo están considerados los principales mercados, por lo que está calculado en base a la afluencia de los mismos.

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%	105,210	9.9%	103,637	12.5%							1,718,894	18.3%
ESTADOS UNIDOS	410,830	35.6%	321,282	30.2%	209,311	25.3%							3,117,047	33.1%
MÉXICO	172,256	14.9%	143,218	13.5%	128,260	15.5%							1,066,181	11.3%
SUMA	691,882	59.9%	569,710	53.6%	441,208	53.2%							5,902,122	62.7%
EUROPA														
ALEMANIA	52,496	4.5%	53,403	5.0%	47,604	5.7%							492,165	5.2%
BÉLGICA	11,601	1.0%	11,488	1.1%	7,048	0.9%							69,346	0.7%
ESPAÑA	76,598	6.6%	94,673	8.9%	54,994	6.6%							403,388	4.3%
FRANCIA	13,520	1.2%	34,190	3.2%	10,189	1.2%							199,609	2.1%
GRAN BRETAÑA	178,612	15.5%	164,991	15.5%	163,130	19.7%							1,117,910	11.9%
HOLANDA	12,491	1.1%	14,095	1.3%	11,333	1.4%							107,273	1.1%
ITALIA	23,254	2.0%	50,466	4.7%	20,016	2.4%							230,224	2.4%
RUSIA	1,307	0.1%	1,702	0.2%	1,817	0.2%							21,127	0.2%
SUECIA	755	0.1%	176	0.0%	236	0.0%							48,580	0.5%
SUIZA	7,312	0.6%	4,812	0.5%	4,025	0.5%							40,487	0.4%
SUMA	377,946	32.7%	429,996	40.4%	320,392	38.7%							2,730,109	28.6%
SUDAMERICA														
ARGENTINA	56,277	4.9%	42,279	4.0%	45,327	5.5%							575,214	6.1%
BRASIL	10,991	1.0%	3,365	0.3%	4,380	0.5%							45,636	0.5%
CHILE	13,263	1.1%	12,834	1.2%	13,847	1.7%							121,453	1.3%
COLOMBIA	4,135	0.4%	5,157	0.5%	3,590	0.4%							31,374	0.3%
SUMA	84,666	7.3%	63,635	6.0%	67,144	8.1%							773,677	7.9%
TOTAL PRIN. MDOS.	1,154,494	100.00%	1,063,341	100.00%	828,744	100.00%							9,405,908	99.24%
TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.							Ctos. Ocup.	%PART.
	1,250,019	92.36%	1,144,729	92.89%	973,742	85.11%							10,414,589	90.31%

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 SEPTIEMBRE

REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
NORTE AMERICA						
Canadá	27,642	8.27%	37,235	10.60%	9,593	34.70%
Estados Unidos	90,866	27.17%	96,235	27.40%	5,369	5.91%
México	96,413	28.83%	93,279	26.56%	-3,134	-3.25%
SUMA	214,921	64.27%	226,749	64.56%	11,828	5.50%
CENTRO AMERICA						
Belice	40	0.01%	25	0.01%	-15	-37.50%
Costa Rica	295	0.09%	287	0.08%	-8	-2.71%
El Salvador	66	0.02%	50	0.01%	-16	-24.24%
Guatemala	126	0.04%	175	0.05%	49	38.89%
Nicaragua	9	0.00%	9	0.00%	0	0.00%
Panamá	1,893	0.57%	2,624	0.75%	731	38.62%
Otros	311	0.09%	31	0.01%	-280	-90.03%
SUMA	2,740	0.82%	3,201	0.91%	461	16.82%
CARIBE						
Bahamas	9	0.00%	14	0.00%	5	55.56%
Bermudas	4	0.00%	5	0.00%	1	25.00%
Cuba	27	0.01%	115	0.03%	88	325.93%
Curacao	0	0.00%	0	0.00%	0	#¡DIV/0!
Haiti	4	0.00%	19	0.01%	15	375.00%
Jamaica	13	0.00%	22	0.01%	9	69.23%
Puerto Rico	72	0.02%	61	0.02%	-11	-15.28%
Rep. Dominicana	137	0.04%	181	0.05%	44	32.12%
Otros	78	0.02%	61	0.02%	-17	-21.79%
SUMA	344	0.10%	478	0.14%	134	38.95%
SUDAMERICA						
Argentina	15,402	4.61%	15,130	4.31%	-272	-1.77%
Bolivia	114	0.03%	284	0.08%	170	149.12%
Brasil	1,310	0.39%	2,115	0.60%	805	61.45%
Chile	6,247	1.87%	5,502	1.57%	-745	-11.93%
Colombia	2,617	0.78%	1,861	0.53%	-756	-28.89%
Ecuador	460	0.14%	183	0.05%	-277	-60.22%
Paraguay	229	0.07%	315	0.09%	86	37.55%
Peru	1,964	0.59%	2,416	0.69%	452	23.01%
Uruguay	2,478	0.74%	1,756	0.50%	-722	-29.14%
Venezuela	217	0.06%	310	0.09%	93	42.86%
Otros	512	0.15%	660	0.19%	148	28.91%
SUMA	31,550	9.43%	30,532	8.69%	-1,018	-3.23%
OCEANIA						
Australia	628	0.19%	658	0.19%	30	4.78%
Nueva Zelanda	57	0.02%	90	0.03%	33	57.89%
Otros	6	0.00%	8	0.00%	2	33.33%
SUMA	691	0.21%	756	0.22%	65	9.41%
AFRICA						
Argelia	6	0.00%	0	0.00%	-6	-100.00%
Egipto	29	0.01%	8	0.00%	-21	-72.41%
Sudáfrica	66	0.02%	6	0.00%	-60	-90.91%
Otros	268	0.08%	298	0.08%	30	11.19%
SUMA	369	0.11%	312	0.09%	-57	-15.45%

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
ASIA						
Arabia	53	0.02%	31	0.01%	-22	-41.51%
China	250	0.07%	172	0.05%	-78	-31.20%
Corea	207	0.06%	156	0.04%	-51	-24.64%
Filipinas	16	0.00%	25	0.01%	9	56.25%
India	37	0.01%	48	0.01%	11	29.73%
Israel	239	0.07%	601	0.17%	362	151.46%
Japón	104	0.03%	187	0.05%	83	79.81%
Paquistán	3	0.00%	3	0.00%	0	0.00%
Turquía	51	0.02%	28	0.01%	-23	-45.10%
Otros	228	0.07%	395	0.11%	167	73.25%
SUMA	1,188	0.36%	1,646	0.47%	458	38.55%

EUROPA						
Alemania	11,005	3.29%	11,827	3.37%	822	7.47%
Austria	370	0.11%	212	0.06%	-158	-42.70%
Bélgica	3,162	0.95%	1,497	0.43%	-1,665	-52.66%
Bulgaria	120	0.04%	9	0.00%	-111	-92.50%
Dinamarca	51	0.02%	84	0.02%	33	64.71%
España	19,778	5.91%	18,855	5.37%	-923	-4.67%
Finlandia	23	0.01%	41	0.01%	18	78.26%
Francia	2,932	0.88%	3,570	1.02%	638	21.76%
Gran Bretaña	30,703	9.18%	32,626	9.29%	1,923	6.26%
Grecia	19	0.01%	23	0.01%	4	21.05%
Holanda	2,413	0.72%	2,628	0.75%	215	8.91%
Hungría	34	0.01%	20	0.01%	-14	-41.18%
Irlanda	235	0.07%	328	0.09%	93	39.57%
Islandia	26	0.01%	17	0.00%	-9	-34.62%
Italia	6,650	1.99%	5,767	1.64%	-883	-13.28%
Luxemburgo	11	0.00%	122	0.03%	111	1009.09%
Mónaco	1	0.00%	5	0.00%	4	400.00%
Noruega	123	0.04%	218	0.06%	95	77.24%
Polonia	160	0.05%	995	0.28%	835	521.88%
Portugal	2,352	0.70%	2,522	0.72%	170	7.23%
Rep. Checa	419	0.13%	84	0.02%	-335	-79.95%
Rumanía	36	0.01%	100	0.03%	64	177.78%
Rusia	502	0.15%	491	0.14%	-11	-2.19%
Slovenia	0	0.00%	11	0.00%	11	#¡DIV/0!
Suecia	59	0.02%	81	0.02%	22	37.29%
Suiza	491	0.15%	966	0.28%	475	96.74%
Otros	937	0.28%	4,423	1.26%	3,486	372.04%
SUMA	82,612	24.70%	87,522	24.92%	4,910	5.94%

TOTAL AFLUENCIA MENSUAL	334,415	100.00%	351,196	100.00%	16,781	5.02%
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**COMPARATIVO POR PAISES DE LOS AÑOS 2017 VS 2016
ENERO - SEPTIEMBRE**

REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
NORTE AMERICA						
Canadá	561,263	15.43%	601,814	15.60%	40,551	7.22%
Estados Unidos	1,384,050	38.04%	1,437,204	37.26%	53,154	3.84%
México	674,047	18.53%	663,019	17.19%	-11,028	-1.64%
SUMA	2,619,360	71.99%	2,702,037	70.06%	82,677	3.16%
CENTRO AMERICA						
Belice	713	0.02%	627	0.02%	-86	-12.06%
Costa Rica	2,468	0.07%	1,714	0.04%	-754	-30.55%
El Salvador	657	0.02%	690	0.02%	33	5.02%
Guatemala	1,490	0.04%	1,668	0.04%	178	11.95%
Nicaragua	131	0.00%	208	0.01%	77	58.78%
Panamá	12,697	0.35%	14,509	0.38%	1,812	14.27%
Otros	720	0.02%	1,970	0.05%	1,250	173.61%
SUMA	18,876	0.52%	21,386	0.55%	2,510	13.30%
CARIBE						
Bahamas	88	0.00%	53	0.00%	-35	-39.77%
Bermudas	62	0.00%	119	0.00%	57	91.94%
Cuba	418	0.01%	965	0.03%	547	130.86%
Curacao	13	0.00%	0	0.00%	-13	-100.00%
Haiti	45	0.00%	84	0.00%	39	86.67%
Jamaica	146	0.00%	240	0.01%	94	64.38%
Puerto Rico	1,751	0.05%	2,887	0.07%	1,136	64.88%
Rep. Dominicana	1,659	0.05%	1,573	0.04%	-86	-5.18%
Otros	1,021	0.03%	900	0.02%	-121	-11.85%
SUMA	5,203	0.14%	6,821	0.18%	1,618	31.10%
SUDAMERICA						
Argentina	140,111	3.85%	190,360	4.94%	50,249	35.86%
Bolivia	1,109	0.03%	3,432	0.09%	2,323	209.47%
Brasil	11,707	0.32%	15,317	0.40%	3,610	30.84%
Chile	48,022	1.32%	47,387	1.23%	-635	-1.32%
Colombia	16,912	0.46%	15,533	0.40%	-1,379	-8.15%
Ecuador	2,284	0.06%	2,263	0.06%	-21	-0.92%
Paraguay	2,133	0.06%	2,220	0.06%	87	4.08%
Peru	16,084	0.44%	17,593	0.46%	1,509	9.38%
Uruguay	22,163	0.61%	16,568	0.43%	-5,595	-25.24%
Venezuela	1,727	0.05%	4,880	0.13%	3,153	182.57%
Otros	5,129	0.14%	3,534	0.09%	-1,595	-31.10%
SUMA	267,381	7.35%	319,087	8.27%	51,706	19.34%
OCEANIA						
Australia	6,608	0.18%	5,255	0.14%	-1,353	-20.48%
Nueva Zelanda	344	0.01%	465	0.01%	121	35.17%
Otros	50	0.00%	33	0.00%	-17	-34.00%
SUMA	7,002	0.19%	5,753	0.15%	-1,249	-17.84%
AFRICA						
Argelia	10	0.00%	11	0.00%	1	10.00%
Egipto	145	0.00%	162	0.00%	17	11.72%
Sudáfrica	412	0.01%	306	0.01%	-106	-25.73%
Otros	2,251	0.06%	2,579	0.07%	328	14.57%
SUMA	2,818	0.08%	3,058	0.08%	240	8.52%

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
ASIA						
Arabia	495	0.01%	692	0.02%	197	39.80%
China	1,236	0.03%	1,782	0.05%	546	44.17%
Corea	1,893	0.05%	2,031	0.05%	138	7.29%
Filipinas	85	0.00%	262	0.01%	177	208.24%
India	643	0.02%	636	0.02%	-7	-1.09%
Israel	1,752	0.05%	2,448	0.06%	696	39.73%
Japón	1,058	0.03%	928	0.02%	-130	-12.29%
Paquistán	13	0.00%	29	0.00%	16	123.08%
Turquía	261	0.01%	279	0.01%	18	6.90%
Otros	2,443	0.07%	3,263	0.08%	820	33.57%
SUMA	9,879	0.27%	12,350	0.32%	2,471	25.01%

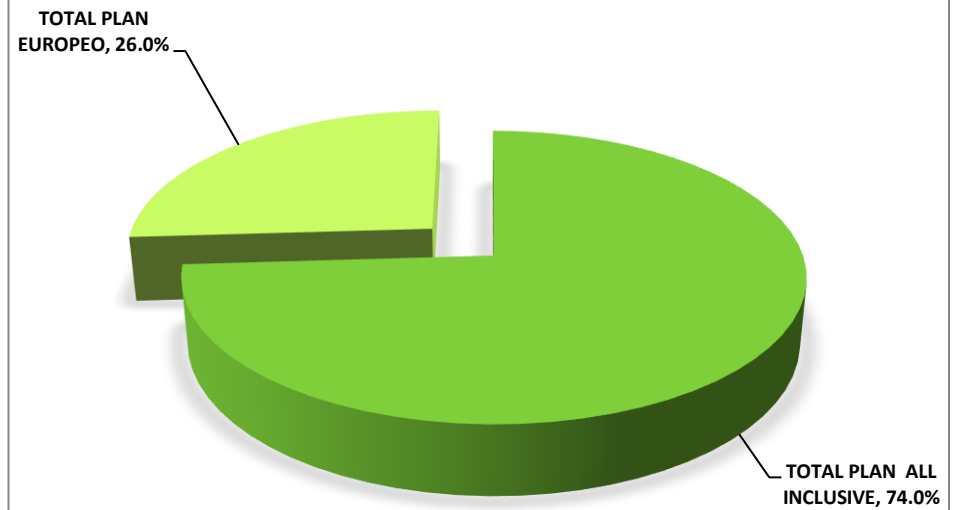
EUROPA						
Alemania	108,646	2.99%	126,179	3.27%	17,533	16.14%
Austria	4,404	0.12%	4,794	0.12%	390	8.86%
Bélgica	15,937	0.44%	17,710	0.46%	1,773	11.13%
Bulgaria	391	0.01%	504	0.01%	113	28.90%
Dinamarca	1,028	0.03%	1,770	0.05%	742	72.18%
España	126,106	3.47%	144,086	3.74%	17,980	14.26%
Finlandia	647	0.02%	743	0.02%	96	14.84%
Francia	51,636	1.42%	56,548	1.47%	4,912	9.51%
Gran Bretaña	232,156	6.38%	232,028	6.02%	-128	-0.06%
Grecia	239	0.01%	349	0.01%	110	46.03%
Holanda	21,928	0.60%	28,314	0.73%	6,386	29.12%
Hungría	534	0.01%	455	0.01%	-79	-14.79%
Irlanda	2,298	0.06%	2,128	0.06%	-170	-7.40%
Islandia	105	0.00%	334	0.01%	229	218.10%
Italia	61,593	1.69%	70,652	1.83%	9,059	14.71%
Luxemburgo	275	0.01%	753	0.02%	478	173.82%
Mónaco	19	0.00%	124	0.00%	105	552.63%
Noruega	2,424	0.07%	2,329	0.06%	-95	-3.92%
Polonia	4,585	0.13%	8,970	0.23%	4,385	95.64%
Portugal	15,040	0.41%	15,106	0.39%	66	0.44%
Rep. Checa	6,531	0.18%	3,677	0.10%	-2,854	-43.70%
Rumanía	681	0.02%	833	0.02%	152	22.32%
Rusia	7,569	0.21%	6,215	0.16%	-1,354	-17.89%
Slovenia	304	0.01%	209	0.01%	-95	-31.25%
Suecia	15,827	0.43%	10,952	0.28%	-4,875	-30.80%
Suiza	6,286	0.17%	11,269	0.29%	4,983	79.27%
Otros	20,825	0.57%	39,453	1.02%	18,628	89.45%
SUMA	708,014	19.46%	786,484	20.39%	78,470	11.08%

TOTAL AFLUENCIA ACUMULADA	3,638,533	100.00%	3,856,976	100.00%	218,443	6.00%
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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	SECRET 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
33,506			BARÓMETRO TURÍSTICO DE LA RIVIERA MAYA

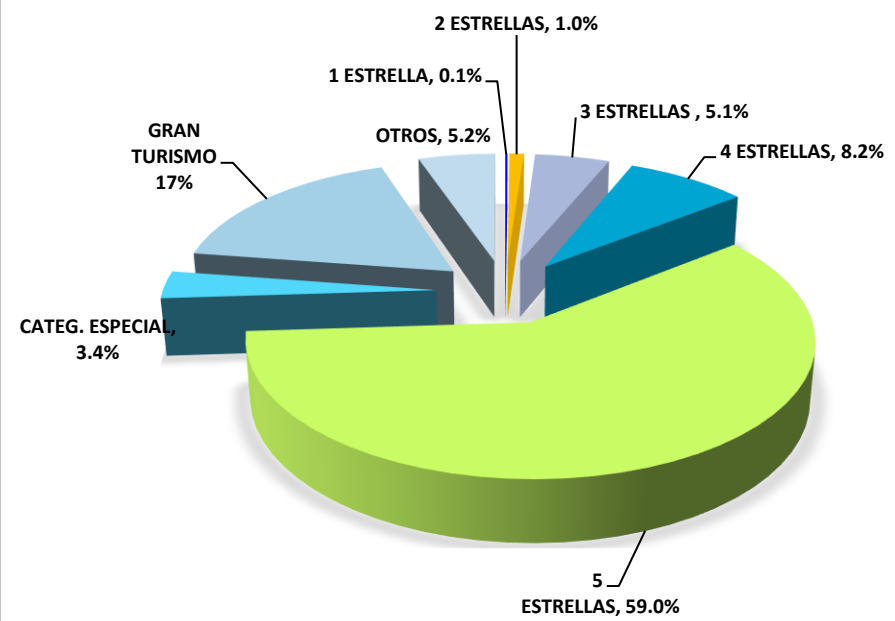
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	33,506	77	74.0%
TOTAL PLAN EUROPEO	11,748	335	26.0%
SUMAS	45,254	412	100.0%

DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE



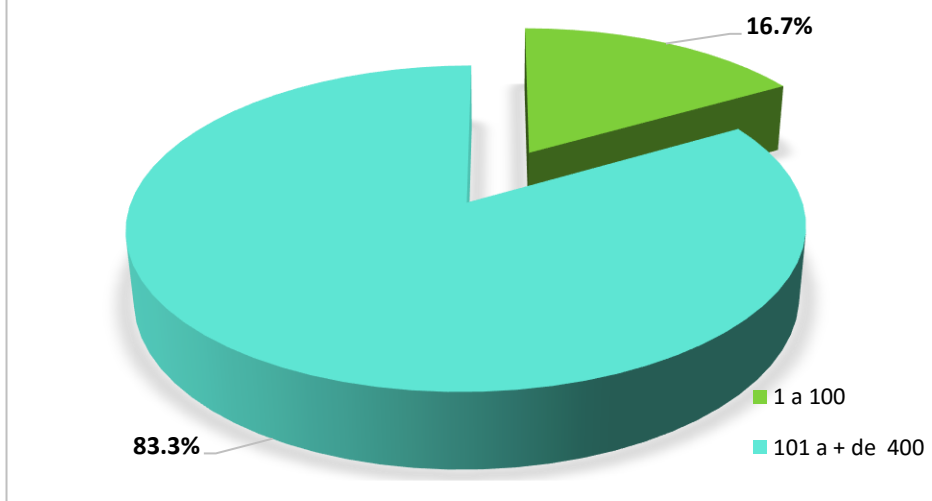
CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	444	22	1.0%
3 ESTRELLAS	2,293	88	5.1%
4 ESTRELLAS	3,728	53	8.2%
5 ESTRELLAS	26,956	69	59.6%
CATEG. ESPECIAL	1,535	13	3.4%
GRAN TURISMO	7,866	22	17.4%
OTROS	2,368	143	5.2%
SUMAS	45,254	412	100.0%

DISTRIBUCIÓN DE CUARTOS POR CATEGORIA



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

DISTRIBUCIÓN DE CUARTOS POR RANGO



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE
 EN LA RIVIERA MAYA POR LOCALIDAD
 SEPTIEMBRE 2 0 1 7**

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%
TOTAL	412	100.0%	45,254	100.0%

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

