



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

OCTUBRE 2017

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima séptima** edición correspondiente al mes de Octubre del año 2017, fue elaborado con un muestreo de **36,486** cuartos, que corresponde al 80.62 % del total de cuartos existentes a la fecha, los cuales son **45,282** de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

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

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

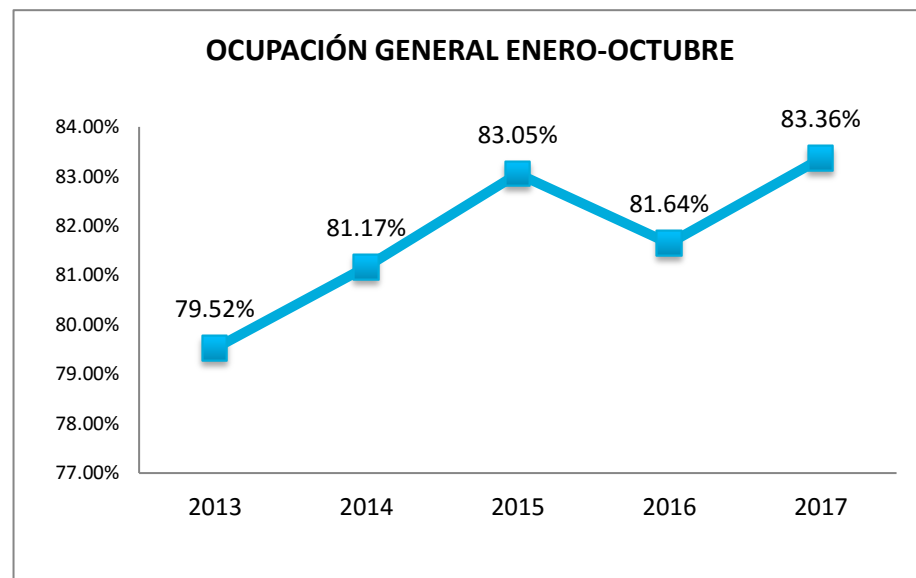
CONCEPTO	OCTUBRE		VARIACIÓN	
	2016	2017	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	43,509	45,282	1,773	4.08%
CUARTOS NOCHE DISPONIBLES	1,332,325	1,388,549	56,224	4.22%
CUARTOS NOCHE OCUPADOS	967,749	1,009,075	41,326	4.27%
% DE OCUPACION	72.64%	72.67%	0.04%	
% DE OCUPACION TODO INCLUIDO	74.80%	75.08%	0.28%	
ESTADIA PROMEDIO				
	2016	2017		
GENERAL	5.67	5.60	(0.07)	
TURISMO NACIONAL	3.52	3.51	(0.01)	
TURISMO INTERNACIONAL	6.56	6.38	(0.18)	
TARIFA PROMEDIO (pesos)	\$ 3,798.87	\$ 4,023.89	225	5.92%
AFLUENCIA DEL TURISMO				
	2016	2017		
TOTAL	359,410	371,637	12,227	3.40%
NACIONALES	91,361	93,096	1,735	1.90%
EXTRANJEROS	268,049	278,541	10,492	3.91%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES				
	2016		2017	
EUROPA	85,546	31.91%	99,215	35.62%
ESTADOS UNIDOS	99,504	37.12%	100,223	35.98%
CANADÁ	41,787	15.59%	44,296	15.90%
SUDAMERICA	34,907	13.02%	29,966	10.76%
RESTO DEL MUNDO	6,305	2.35%	4,841	1.74%
	268,049	100.00%	278,541	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2016	2017		
TOTAL	967,719	1,009,075	41,356	4.27%
NACIONALES	133,966	136,153	2,187	1.63%
EXTRANJEROS	833,753	872,922	39,169	4.70%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2016		2017	
EUROPA (Principales países)	322,146	38.6%	343,361	39.3%
ESTADOS UNIDOS	212,690	25.5%	223,831	25.6%
CANADÁ	108,994	13.1%	120,153	13.8%
SUDAMERICA (Principales países)	75,347	9.0%	71,455	8.2%
RESTO DEL MUNDO	114,576	13.74%	114,122	13.1%
	833,753	100.00%	872,922	100.00%

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

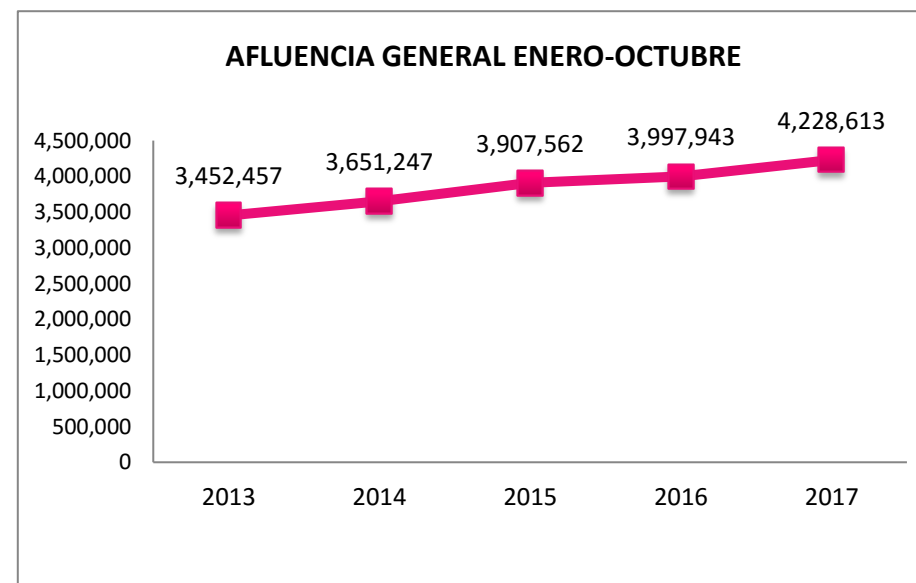
CONCEPTO	ENERO-OCTUBRE		VARIACIÓN	
	2016	2017	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	43,509	45,282	1,773	4.08%
CUARTOS NOCHE DISPONIBLES	13,212,172	13,704,355	492,183	3.73%
CUARTOS NOCHE OCUPADOS	10,786,345	11,423,664	637,319	5.91%
% DE OCUPACION	81.64%	83.36%	1.72%	
% DE OCUPACION TODO INCLUIDO	82.84%	84.92%	2.08%	
ESTADIA PROMEDIO				
	2016	2017		
GENERAL	5.90	5.85	(0.05)	
TURISMO NACIONAL	4.00	3.88	(0.12)	
TURISMO INTERNACIONAL	6.49	6.36	(0.13)	
TARIFA PROMEDIO (pesos)	\$ 3,740.86	\$ 4,730.74	990	26.46%
AFLUENCIA DEL TURISMO				
	2016	2017		
TOTAL	3,997,943	4,228,613	230,670	5.77%
NACIONALES	765,408	756,115	-9,293	-1.21%
EXTRANJEROS	3,232,535	3,472,498	239,963	7.42%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES				
	2016		2017	
EUROPA	793,560	24.55%	885,699	25.51%
ESTADOS UNIDOS	1,483,554	45.89%	1,537,427	44.27%
CANADÁ	603,050	18.66%	646,110	18.61%
SUDAMERICA	302,288	9.35%	349,053	10.05%
RESTO DEL MUNDO	50,083	1.55%	54,209	1.56%
	3,232,535	100.00%	3,472,498	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2016	2017		
TOTAL	10,786,345	11,423,664	637,319	5.91%
NACIONALES	1,231,814	1,202,334	-29,480	-2.39%
EXTRANJEROS	9,554,531	10,221,330	666,799	6.98%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2016		2017	
EUROPA (Principales países)	2,869,972	30.0%	3,073,470	30.1%
ESTADOS UNIDOS	3,258,921	34.1%	3,340,878	32.7%
CANADÁ	1,745,991	18.3%	1,839,047	18.0%
SUDAMERICA (Principales países)	694,068	7.3%	845,132	8.3%
RESTO DEL MUNDO	985,579	10.32%	1,122,803	11.0%
	9,554,531	100.00%	10,221,330	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	65.05%	69.55%	70.27%	72.64%	72.67%	7.62%	3.12%	2.40%	0.03%
NOV									
DIC									
Total	79.52%	81.17%	83.05%	81.64%	83.36%	3.84%	2.19%	0.31%	1.72%

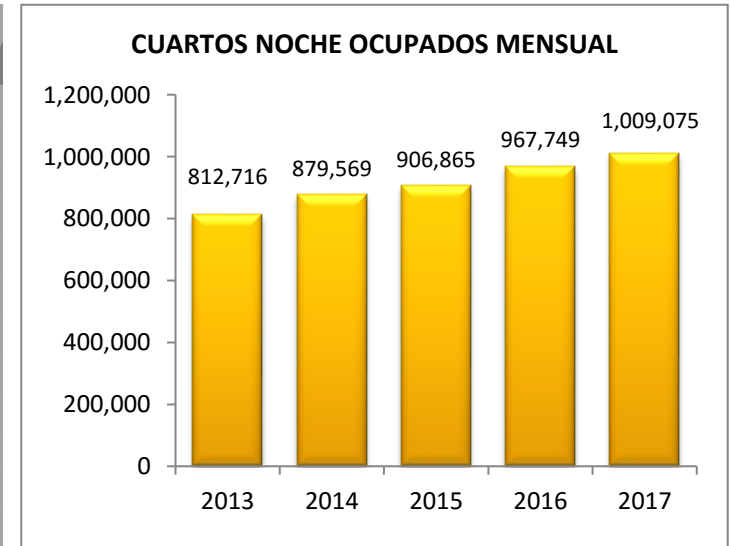


MES	AFLUENCIA TURÍSTICA					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	332,698	352,269	372,836	383,818	411,106	23.57%	16.70%	10.26%	7.11%
FEB	326,017	346,915	357,883	360,631	397,370	21.89%	14.54%	11.03%	10.19%
MAR	392,852	388,619	399,907	424,912	425,097	8.21%	9.39%	6.30%	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	279,838	311,083	341,681	359,410	371,637	0.32804	19.47%	8.77%	3.40%
NOV									
DIC									
Total	3,452,457	3,651,247	3,907,562	3,997,943	4,228,613	22.48%	15.81%	8.22%	5.77%



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	31.24%	24.20%	17.25%	8.58%
OCT	812,716	879,569	906,865	967,749	1,009,075	24.16%	14.72%	11.27%	4.27%
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	9,728,590	10,010,794	10,569,398	10,786,345	11,423,664	17.42%	14.11%	8.08%	5.91%
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	412	45,282	1,388,549	1,009,075	72.67%	93,096	25.05%	278,541	74.95%	371,637	5.60
NOVIEMBRE											
DICIEMBRE											

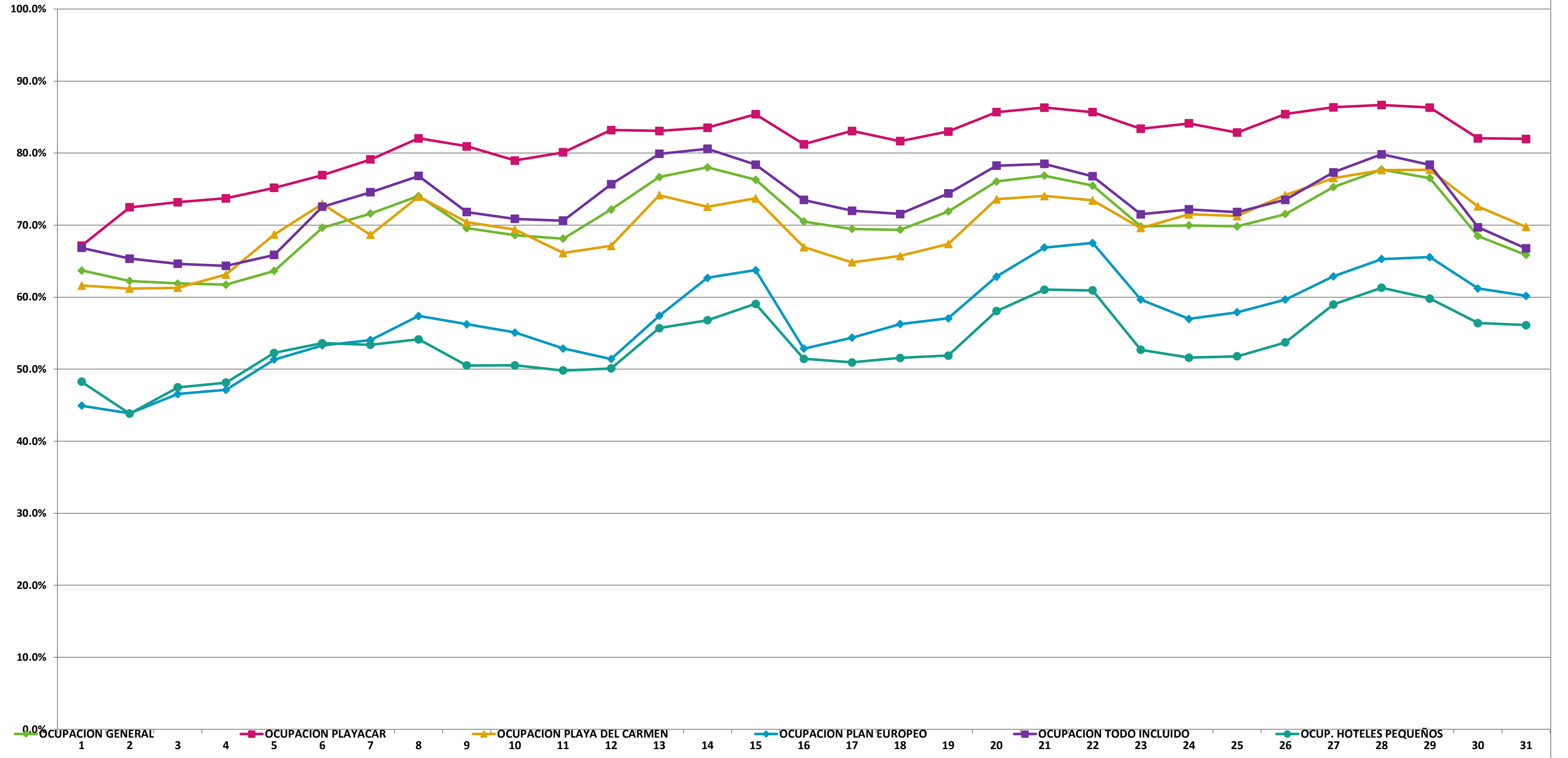
ACUMULADO ANUAL

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	412	45,282	13,704,355	11,423,664	83.36%	756,115	17.88%	3,472,498	82.12%	4,228,613	5.82
ENE-NOV											
ENE-DIC											

FIDEICOMISO TURÍSTICA RIVIERA MAYA
OCUPACIÓN HOTELERA DIARIA
OCTUBRE 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	63.7%	62.3%	61.9%	61.7%	63.6%	69.6%	71.6%	74.0%	69.6%	68.6%	68.1%	72.2%	76.7%	78.0%	76.3%	70.5%	69.5%	69.4%	71.9%	76.1%	76.9%	75.5%	69.8%	70.0%	69.8%	71.5%	75.3%	77.7%	76.5%	68.5%	65.9%	72.67%
OCUPACION PLAYACAR	67.1%	72.5%	73.2%	73.7%	75.2%	76.9%	79.1%	82.1%	81.0%	79.0%	80.1%	83.2%	83.1%	83.5%	85.4%	81.2%	83.1%	81.7%	83.0%	85.7%	86.3%	85.7%	83.4%	84.1%	82.9%	85.4%	86.4%	86.7%	86.3%	82.1%	82.0%	81.32%
OCUPACION PLAYA DEL CARMEN	61.6%	61.2%	61.3%	63.1%	68.7%	73.0%	68.7%	74.0%	70.4%	69.4%	66.1%	67.1%	74.2%	72.5%	73.7%	66.9%	64.8%	65.7%	67.4%	73.6%	74.1%	73.4%	69.6%	71.5%	71.3%	74.2%	76.5%	77.6%	77.7%	72.6%	69.8%	70.05%
OCUPACION PLAN EUROPEO	44.9%	43.9%	46.6%	47.1%	51.3%	53.3%	54.0%	57.4%	56.2%	55.1%	52.9%	51.4%	57.4%	62.7%	63.8%	52.9%	54.4%	56.3%	57.1%	62.8%	66.9%	67.5%	59.7%	57.0%	57.9%	59.7%	62.9%	65.3%	65.6%	61.2%	60.2%	56.94%
OCUPACION TODO INCLUIDO	66.8%	65.3%	64.6%	64.3%	65.9%	72.6%	74.6%	76.8%	71.8%	70.9%	70.6%	75.7%	79.9%	80.6%	78.4%	73.5%	72.0%	71.6%	74.4%	78.3%	78.5%	76.8%	71.5%	72.2%	71.8%	73.5%	77.3%	79.8%	78.4%	69.7%	66.8%	75.08%
OCUP. HOTELES PEQUEÑOS	48.3%	43.8%	47.5%	48.1%	52.3%	53.6%	53.4%	54.2%	50.5%	50.5%	49.8%	50.1%	55.7%	56.8%	59.1%	51.4%	51.0%	51.6%	51.9%	58.1%	61.0%	60.9%	52.7%	51.6%	51.8%	53.7%	59.0%	61.3%	59.8%	56.4%	56.1%	53.61%

OCTUBRE 2017
OCUPACIÓN HOTELERA RIVIERA MAYA





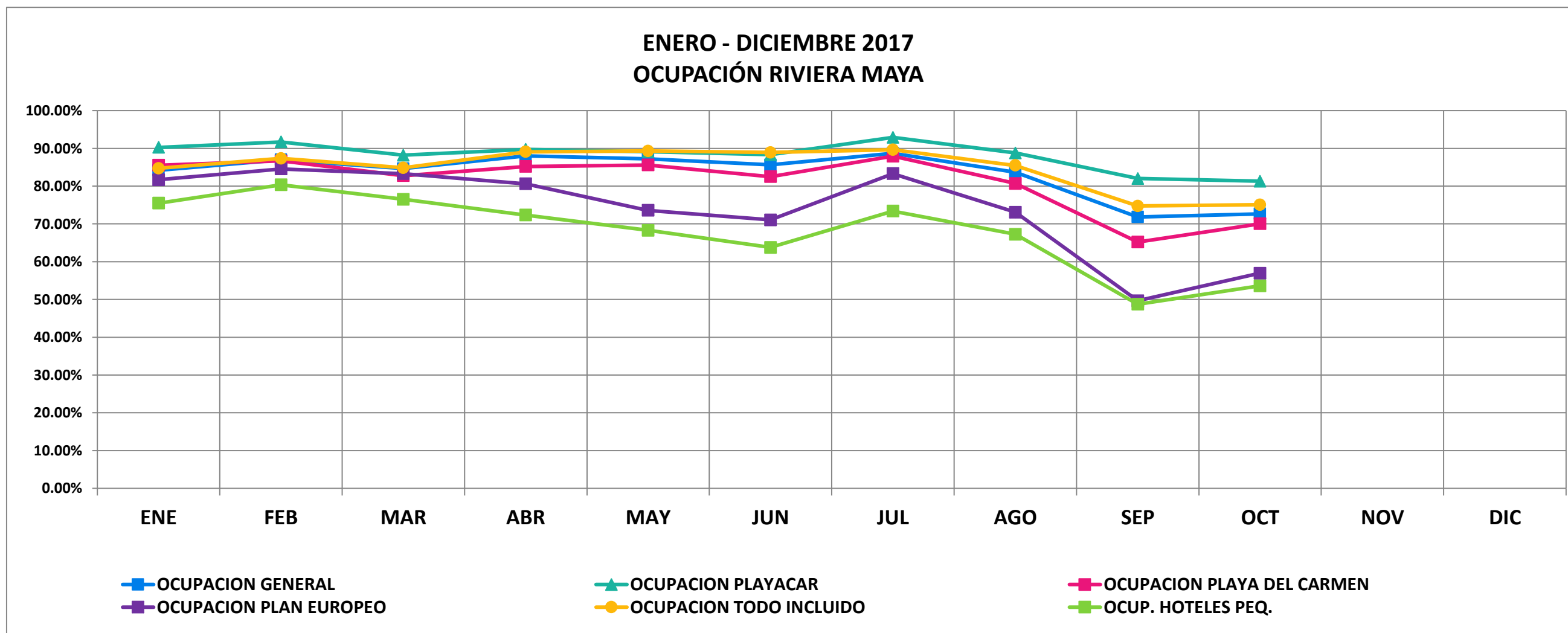
FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

DEPARTAMENTO DE ESTADÍSTICA

OCUPACIÓN HOTELERA MENSUAL

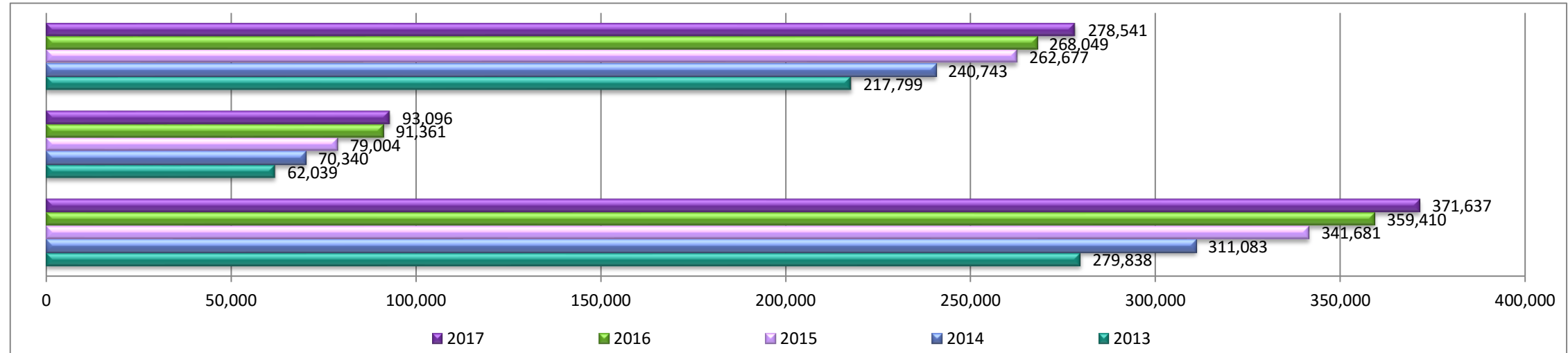
ENERO - DICIEMBRE 2017

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%	72.67%			83.36%
OCUPACION PLAYACAR	90.27%	91.70%	88.20%	89.74%	89.11%	88.35%	92.91%	88.78%	82.01%	81.32%			88.24%
OCUPACION PLAYA DEL CARMEN	85.53%	86.68%	82.79%	85.21%	85.60%	82.52%	87.94%	80.74%	65.20%	70.05%			81.22%
OCUPACION PLAN EUROPEO	81.68%	84.55%	83.30%	80.61%	73.60%	71.07%	83.31%	73.12%	49.67%	56.94%			73.78%
OCUPACION TODO INCLUIDO	84.70%	87.36%	84.85%	89.09%	89.29%	88.91%	89.64%	85.47%	74.76%	75.08%			84.92%
OCUP. HOTELES PEQ.	75.50%	80.35%	76.50%	72.36%	68.29%	63.79%	73.40%	67.24%	48.73%	53.61%			67.98%



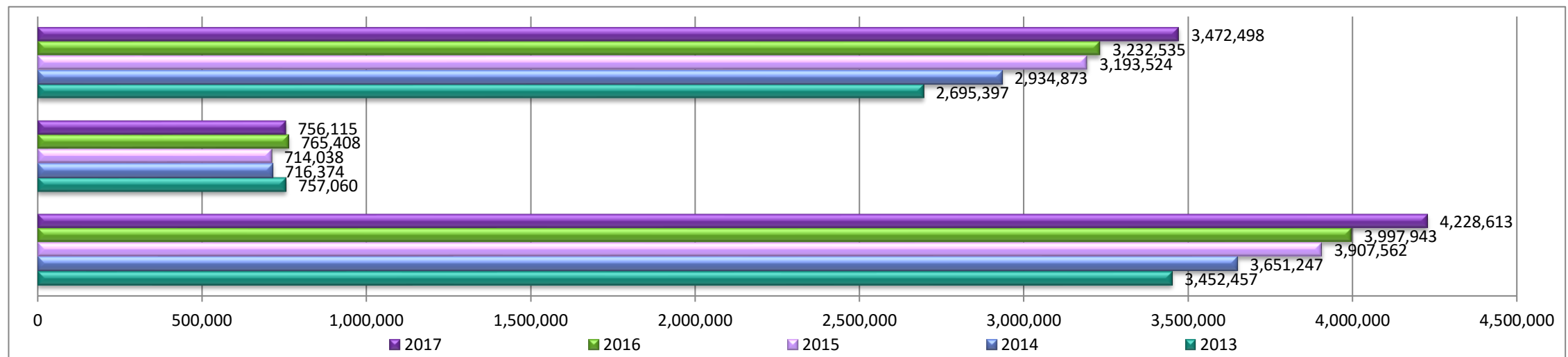
PROCEDENCIA DEL TURISMO OCTUBRE

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
TOTAL	279,838	100.00%	311,083	100.00%	341,681	100.00%	359,410	100.00%	371,637	100.00%	32.80%	19.47%	8.77%	3.40%
NACIONALES	62,039	22.17%	70,340	22.61%	79,004	23.12%	91,361	25.42%	93,096	25.05%	50.06%	32.35%	17.84%	1.90%
EXTRANJEROS	217,799	77.83%	240,743	77.39%	262,677	76.88%	268,049	74.58%	278,541	74.95%	27.89%	15.70%	6.04%	3.91%



ENERO - OCTUBRE

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
TOTAL	3,452,457	100.00%	3,651,247	100.00%	3,907,562	100.00%	3,997,943	100.00%	4,228,613	100.00%	22.48%	15.81%	8.22%	5.77%
NACIONALES	757,060	21.93%	716,374	19.62%	714,038	18.27%	765,408	19.15%	756,115	17.88%	-0.12%	5.55%	5.89%	-1.21%
EXTRANJEROS	2,695,397	78.07%	2,934,873	80.38%	3,193,524	81.73%	3,232,535	80.85%	3,472,498	82.12%	28.83%	18.32%	8.74%	7.42%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
OCTUBRE 2017

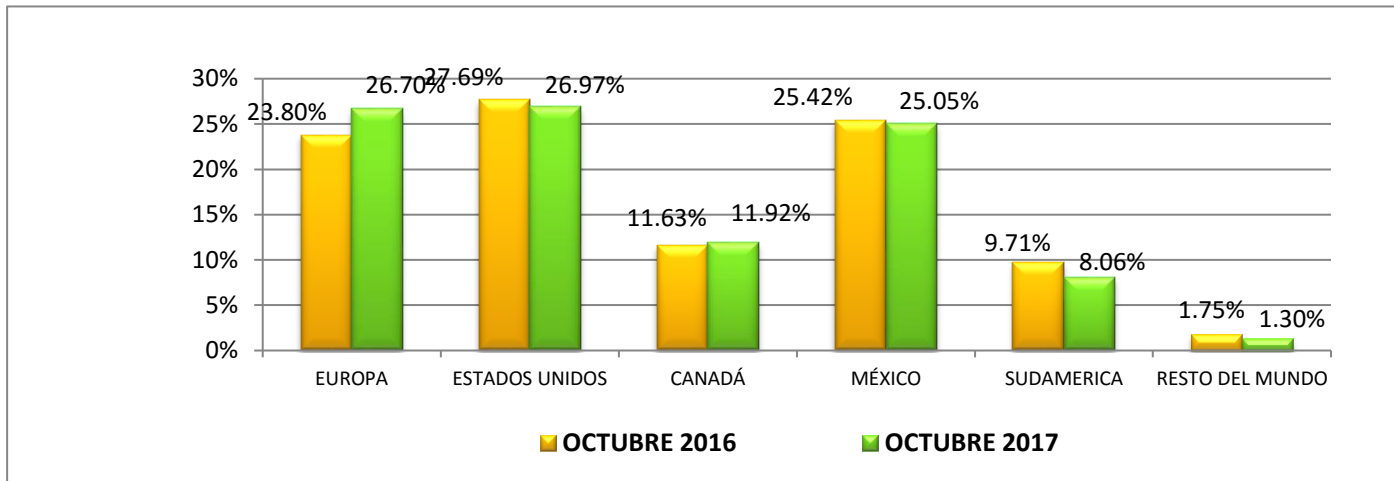
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	44,296	11.92	Bahamas	8	0.00	Alemania	15,879	4.27
Estados Unidos	100,223	26.97	Bermudas	13	0.00	Austria	459	0.12
México	93,096	25.05	Cuba	20	0.01	Bélgica	1,838	0.49
SUMA	237,615	63.94	Curacao	0	0.00	Bulgaria	12	0.00
2.- CENTRO AMERICA			Haiti	0	0.00	Dinamarca	106	0.03
Belice	95	0.03	Jamaica	55	0.01	España	21,191	5.70
Costa Rica	75	0.02	Puerto Rico	49	0.01	Finlandia	70	0.02
El Salvador	10	0.00	Rep. Dominicana	206	0.06	Francia	5,915	1.59
Guatemala	102	0.03	Otros	136	0.04	Gran Bretaña	31,592	8.50
Nicaragua	12	0.00	SUMA	487	0.13	Grecia	15	0.00
Panamá	1,807	0.49	5.-OCEANIA			Holanda	4,424	1.19
Otros	124	0.03	Australia	536	0.14	Hungría	55	0.01
SUMA	2,225	0.60	Nueva Zelanda	62	0.02	Irlanda	169	0.05
3.- SUDAMERICA			Otros	17	0.00	Islandia	7	0.00
Argentina	14,078	3.79	SUMA	615	0.17	Italia	6,118	1.65
Bolivia	228	0.06	6.- ASIA			Luxemburgo	39	0.01
Brasil	2,218	0.60	Arabia	22	0.01	Mónaco	0	0.00
Chile	5,744	1.55	China	256	0.07	Noruega	35	0.01
Colombia	2,481	0.67	Corea	131	0.04	Polonia	975	0.26
Ecuador	119	0.03	Filipinas	8	0.00	Portugal	2,015	0.54
Paraguay	263	0.07	India	42	0.01	Rep. Checa	67	0.02
Perú	2,411	0.65	Israel	598	0.16	Rumania	57	0.02
Uruguay	1,429	0.38	Japón	67	0.02	Rusia	1,119	0.30
Venezuela	162	0.04	Paquistán	7	0.00	Slovenia	20	0.01
Otros	833	0.22	Turquia	28	0.01	Suecia	186	0.05
SUMA	29,966	8.06	Otros	266	0.07	Suiza	1,312	0.35
7.- AFRICA			SUMA	1,425	0.38	Otros	5,540	1.49
Argelia	0	0.00	8.-EUROPA			SUMA	99,215	26.70
Egipto	22	0.01	GRAN TOTAL				371,637	100.00
Sudáfrica	20	0.01						
Otros	47	0.01						
SUMA	89	0.02						

PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENERO - OCTUBRE 2017

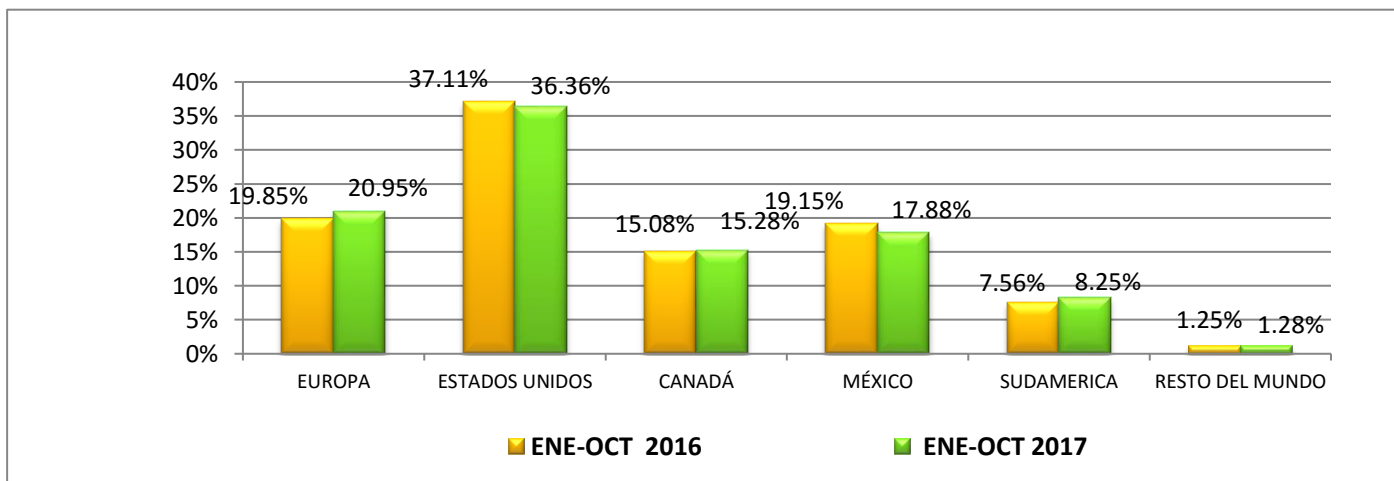
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	646,110	15.28	Bahamas	61	0.00	Alemania	142,058	3.36
Estados Unidos	1,537,427	36.36	Bermudas	132	0.00	Austria	5,253	0.12
México	756,115	17.88	Cuba	985	0.02	Bélgica	19,548	0.46
SUMA	2,939,652	69.52	Curacao	0	0.00	Bulgaria	516	0.01
2.- CENTRO AMERICA			Haiti	84	0.00	Dinamarca	1,876	0.04
Belice	722	0.02	Jamaica	295	0.01	España	165,277	3.91
Costa Rica	1,789	0.04	Puerto Rico	2,936	0.07	Finlandia	813	0.02
El Salvador	700	0.02	Rep. Dominicana	1,779	0.04	Francia	62,463	1.48
Guatemala	1,770	0.04	Otros	1,036	0.02	Gran Bretaña	263,620	6.23
Nicaragua	220	0.01	SUMA	7,308	0.17	Grecia	364	0.01
Panamá	16,316	0.39	5.-OCEANIA			Holanda	32,738	0.77
Otros	2,094	0.05	Australia	5,791	0.14	Hungría	510	0.01
SUMA	23,611	0.56	Nueva Zelanda	527	0.01	Irlanda	2,297	0.05
3.- SUDAMERICA			Otros	50	0.00	Islandia	341	0.01
Argentina	204,438	4.83	SUMA	6,368	0.15	Italia	76,770	1.82
Bolivia	3,660	0.09	6.- ASIA			Luxemburgo	792	0.02
Brasil	17,535	0.41	Arabia	714	0.02	Mónaco	124	0.00
Chile	53,131	1.26	China	2,038	0.05	Noruega	2,364	0.06
Colombia	18,014	0.43	Corea	2,162	0.05	Polonia	9,945	0.24
Ecuador	2,382	0.06	Filipinas	270	0.01	Portugal	17,121	0.40
Paraguay	2,483	0.06	India	678	0.02	Rep. Checa	3,744	0.09
Perú	20,004	0.47	Israel	3,046	0.07	Rumania	890	0.02
Uruguay	17,997	0.43	Japón	995	0.02	Rusia	7,334	0.17
Venezuela	5,042	0.12	Paquistán	36	0.00	Slovenia	229	0.01
Otros	4,367	0.10	Turquia	307	0.01	Suecia	11,138	0.26
SUMA	349,053	8.25	Otros	3,529	0.08	Suiza	12,581	0.30
7.- AFRICA			SUMA	13,775	0.33	Otros	44,993	1.06
Argelia	11	0.00	8.-EUROPA			SUMA	885,699	20.95
Egipto	184	0.00	GRAN TOTAL					
Sudáfrica	326	0.01				4,228,613	100.00	
Otros	2,626	0.06						
SUMA	3147	0.07						

**COMPARATIVO DE PROCEDENCIA DEL TURISMO
POR REGIONES**

REGION	OCTUBRE 2016		OCTUBRE 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	85,546	23.80%	99,215	26.70%	15.98%
ESTADOS UNIDOS	99,504	27.69%	100,223	26.97%	0.72%
CANADÁ	41,787	11.63%	44,296	11.92%	6.00%
MÉXICO	91,361	25.42%	93,096	25.05%	1.90%
SUDAMERICA	34,907	9.71%	29,966	8.06%	-14.15%
RESTO DEL MUNDO	6,305	1.75%	4,841	1.30%	-23.22%
SUMAS	359,410	100.00%	371,637	100.00%	3.40%



REGION	ENE-OCT 2016		ENE-OCT 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	793,560	19.85%	885,699	20.95%	11.61%
ESTADOS UNIDOS	1,483,554	37.11%	1,537,427	36.36%	3.63%
CANADÁ	603,050	15.08%	646,110	15.28%	7.14%
MÉXICO	765,408	19.15%	756,115	17.88%	-1.21%
SUDAMERICA	302,288	7.56%	349,053	8.25%	15.47%
RESTO DEL MUNDO	50,083	1.25%	54,209	1.28%	8.24%
SUMAS	3,997,943	100.00%	4,228,613	100.00%	5.77%



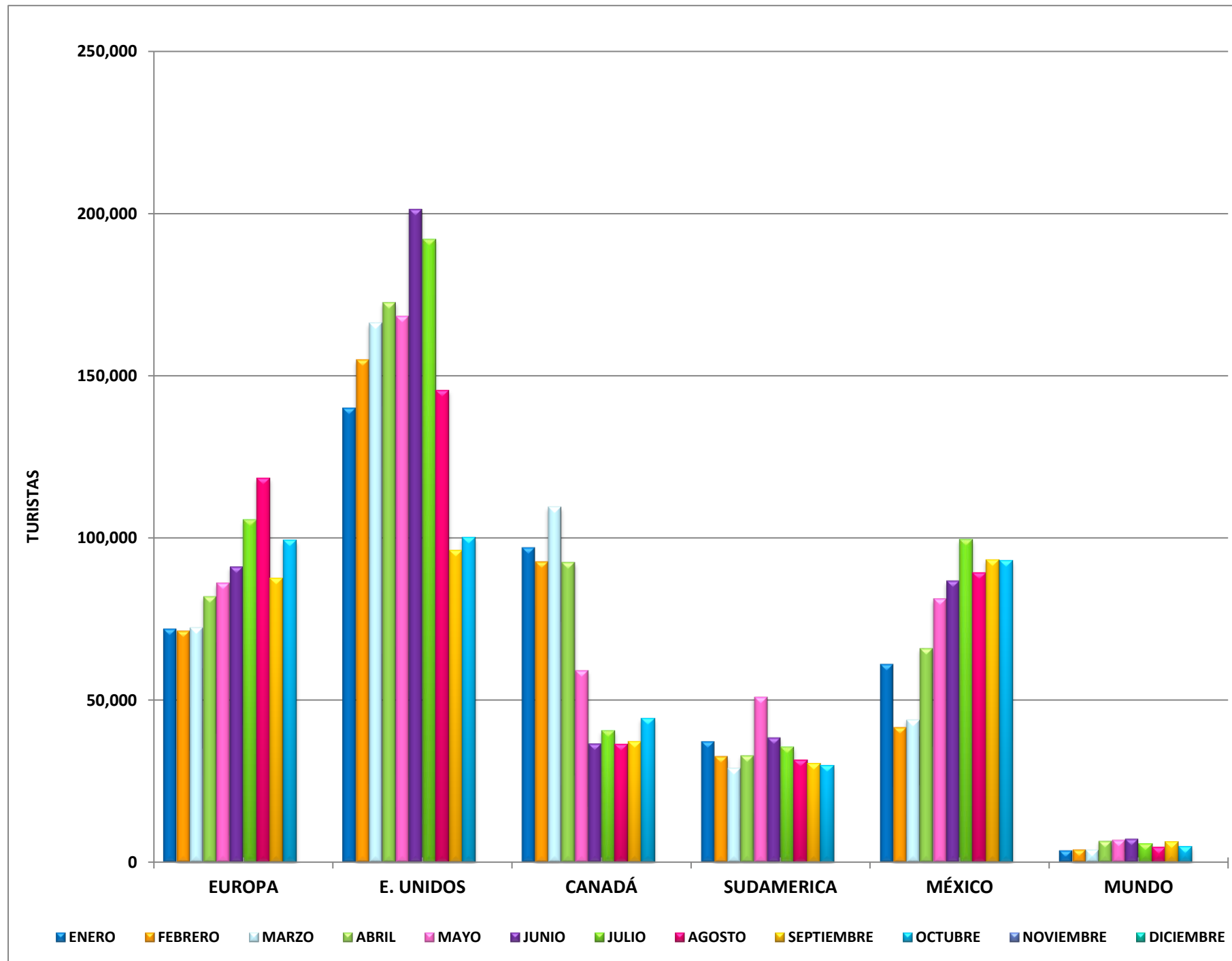
PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2017

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	99,215	26.7	100,223	27.0	44,296	11.9	29,966	8.1	93,096	25.1	4,841	1.3	371,637	100.0
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

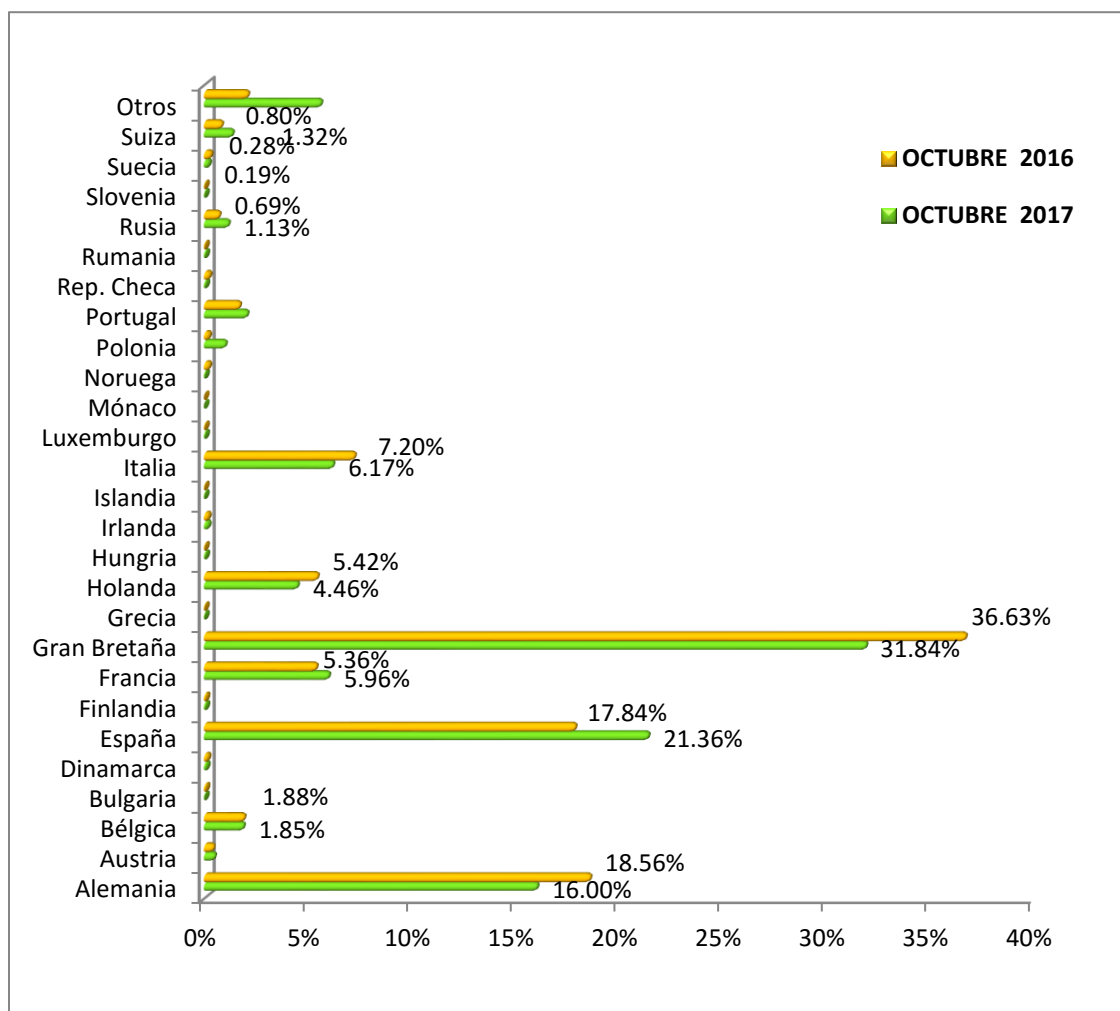
ENE-FEB	143,337	17.7	294,897	36.5	189,691	23.5	70,064	8.7	102,778	12.7	7,709	1.0	808,476	100.0
ENE-MAR	215,679	17.5	461,164	37.4	299,262	24.3	99,137	8.0	146,720	11.9	11,611	0.9	1,233,573	100.0
ENE-ABR	297,656	17.7	633,714	37.6	391,758	23.2	132,134	7.8	212,725	12.6	18,274	1.1	1,686,261	100.0
ENE-MAY	383,763	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	885,699	20.9	1,537,427	36.4	646,110	15.3	349,053	8.3	756,115	17.9	54,209	1.3	4,228,613	100.0
ENE-NOV														
ENE-DIC														

GRAFICA
PROCEDENCIA DEL TURISMO POR REGIONES
DESGLOSE MENSUAL 2017



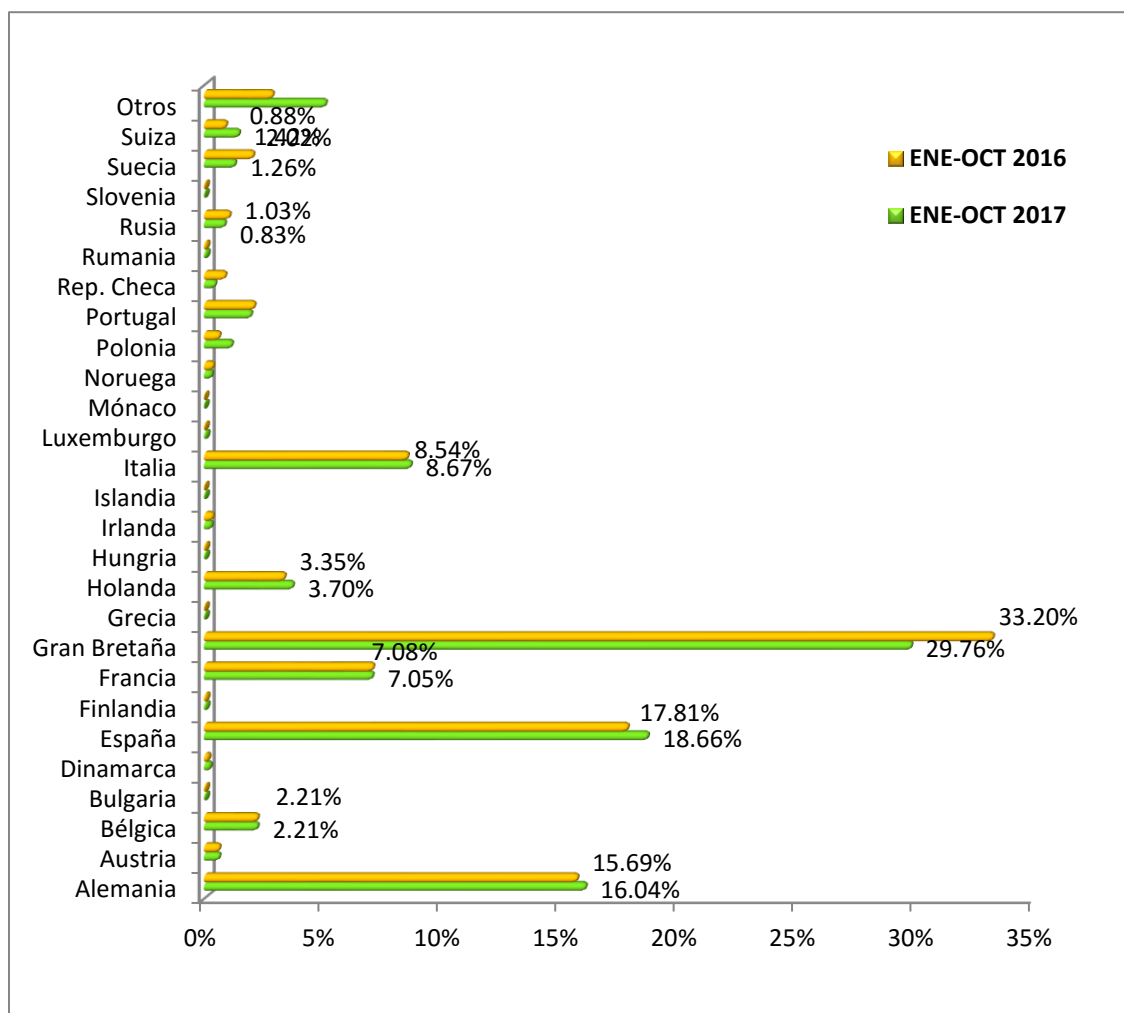
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO OCTUBRE 2017 VS 2016

PAIS	OCTUBRE 2016		OCTUBRE 2017	
	PAX	%	PAX	%
Alemania	15,875	18.56%	15,879	16.00%
Austria	340	0.40%	459	0.46%
Bélgica	1,612	1.88%	1,838	1.85%
Bulgaria	67	0.08%	12	0.01%
Dinamarca	134	0.16%	106	0.11%
España	15,260	17.84%	21,191	21.36%
Finlandia	70	0.08%	70	0.07%
Francia	4,586	5.36%	5,915	5.96%
Gran Bretaña	31,338	36.63%	31,592	31.84%
Grecia	11	0.01%	15	0.02%
Holanda	4,633	5.42%	4,424	4.46%
Hungría	17	0.02%	55	0.06%
Irlanda	150	0.18%	169	0.17%
Islandia	3	0.00%	7	0.01%
Italia	6,161	7.20%	6,118	6.17%
Luxemburgo	19	0.02%	39	0.04%
Mónaco	0	0.00%	0	0.00%
Noruega	173	0.20%	35	0.04%
Polonia	167	0.20%	975	0.98%
Portugal	1,428	1.67%	2,015	2.03%
Rep. Checa	186	0.22%	67	0.07%
Rumania	26	0.03%	57	0.06%
Rusia	586	0.69%	1,119	1.13%
Slovenia	17	0.02%	20	0.02%
Suecia	236	0.28%	186	0.19%
Suiza	686	0.80%	1,312	1.32%
Otros	1,765	2.06%	5,540	5.58%
SUMA	85,546	100.00%	99,215	100.00%



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

PAIS	ENE-OCT 2016		ENE-OCT 2017	
	PAX	%	PAX	%
Alemania	124,521	15.69%	142,058	16.04%
Austria	4,744	0.60%	5,253	0.59%
Bélgica	17,549	2.21%	19,548	2.21%
Bulgaria	458	0.06%	516	0.06%
Dinamarca	1,162	0.15%	1,876	0.21%
España	141,366	17.81%	165,277	18.66%
Finlandia	717	0.09%	813	0.09%
Francia	56,222	7.08%	62,463	7.05%
Gran Bretaña	263,494	33.20%	263,620	29.76%
Grecia	250	0.03%	364	0.04%
Holanda	26,561	3.35%	32,738	3.70%
Hungría	551	0.07%	510	0.06%
Irlanda	2,448	0.31%	2,297	0.26%
Islandia	108	0.01%	341	0.04%
Italia	67,754	8.54%	76,770	8.67%
Luxemburgo	294	0.04%	792	0.09%
Mónaco	19	0.00%	124	0.01%
Noruega	2,597	0.33%	2,364	0.27%
Polonia	4,752	0.60%	9,945	1.12%
Portugal	16,468	2.08%	17,121	1.93%
Rep. Checa	6,717	0.85%	3,744	0.42%
Rumania	707	0.09%	890	0.10%
Rusia	8,155	1.03%	7,334	0.83%
Slovenia	321	0.04%	229	0.03%
Suecia	16,063	2.02%	11,138	1.26%
Suiza	6,972	0.88%	12,581	1.42%
Otros	22,590	2.85%	44,993	5.08%
SUMA	793,560	100.00%	885,699	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%	15,879	16.00%					142,058	16.04%
Austria	604	0.57%	510	0.43%	212	0.24%	459	0.46%					5,253	0.59%
Bélgica	3,043	2.88%	2,442	2.06%	1,497	1.71%	1,838	1.85%					19,548	2.21%
Bulgaria	32	0.03%	12	0.01%	9	0.01%	12	0.01%					516	0.06%
Dinamarca	368	0.35%	58	0.05%	84	0.10%	106	0.11%					1,876	0.21%
España	27,479	26.00%	32,646	27.58%	18,855	21.54%	21,191	21.36%					165,277	18.66%
Finlandia	55	0.05%	5	0.00%	41	0.05%	70	0.07%					813	0.09%
Francia	3,683	3.48%	7,928	6.70%	3,570	4.08%	5,915	5.96%					62,463	7.05%
Gran Bretaña	35,782	33.86%	32,916	27.81%	32,626	37.28%	31,592	31.84%					263,620	29.76%
Grecia	27	0.03%	22	0.02%	23	0.03%	15	0.02%					364	0.04%
Holanda	3,113	2.95%	3,572	3.02%	2,628	3.00%	4,424	4.46%					32,738	3.70%
Hungría	40	0.04%	25	0.02%	20	0.02%	55	0.06%					510	0.06%
Irlanda	382	0.36%	218	0.18%	328	0.37%	169	0.17%					2,297	0.26%
Islandia	0	0.00%	51	0.04%	17	0.02%	7	0.01%					341	0.04%
Italia	7,192	6.80%	14,540	12.28%	5,767	6.59%	6,118	6.17%					76,770	8.67%
Luxemburgo	48	0.05%	39	0.03%	122	0.14%	39	0.04%					792	0.09%
Mónaco	32	0.03%	0	0.00%	5	0.01%	0	0.00%					124	0.01%
Noruega	356	0.34%	267	0.23%	218	0.25%	35	0.04%					2,364	0.27%
Polonia	1,191	1.13%	1,125	0.95%	995	1.14%	975	0.98%					9,945	1.12%
Portugal	1,798	1.70%	3,323	2.81%	2,522	2.88%	2,015	2.03%					17,121	1.93%
Rep. Checa	85	0.08%	138	0.12%	84	0.10%	67	0.07%					3,744	0.42%
Rumania	47	0.04%	121	0.10%	100	0.11%	57	0.06%					890	0.10%
Rusia	402	0.38%	460	0.39%	491	0.56%	1,119	1.13%					7,334	0.83%
Slovenia	32	0.03%	8	0.01%	11	0.01%	20	0.02%					229	0.03%
Suecia	151	0.14%	58	0.05%	81	0.09%	186	0.19%					11,138	1.26%
Suiza	2,202	2.08%	1,139	0.96%	966	1.10%	1,312	1.32%					12,581	1.42%
Otros	4,871	4.61%	3,672	3.10%	4,423	5.05%	5,540	5.58%					44,993	5.08%
SUMA	105,690	100.00%	118,360	100.00%	87,522	100.00%	99,215	100.00%					885,699	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%		

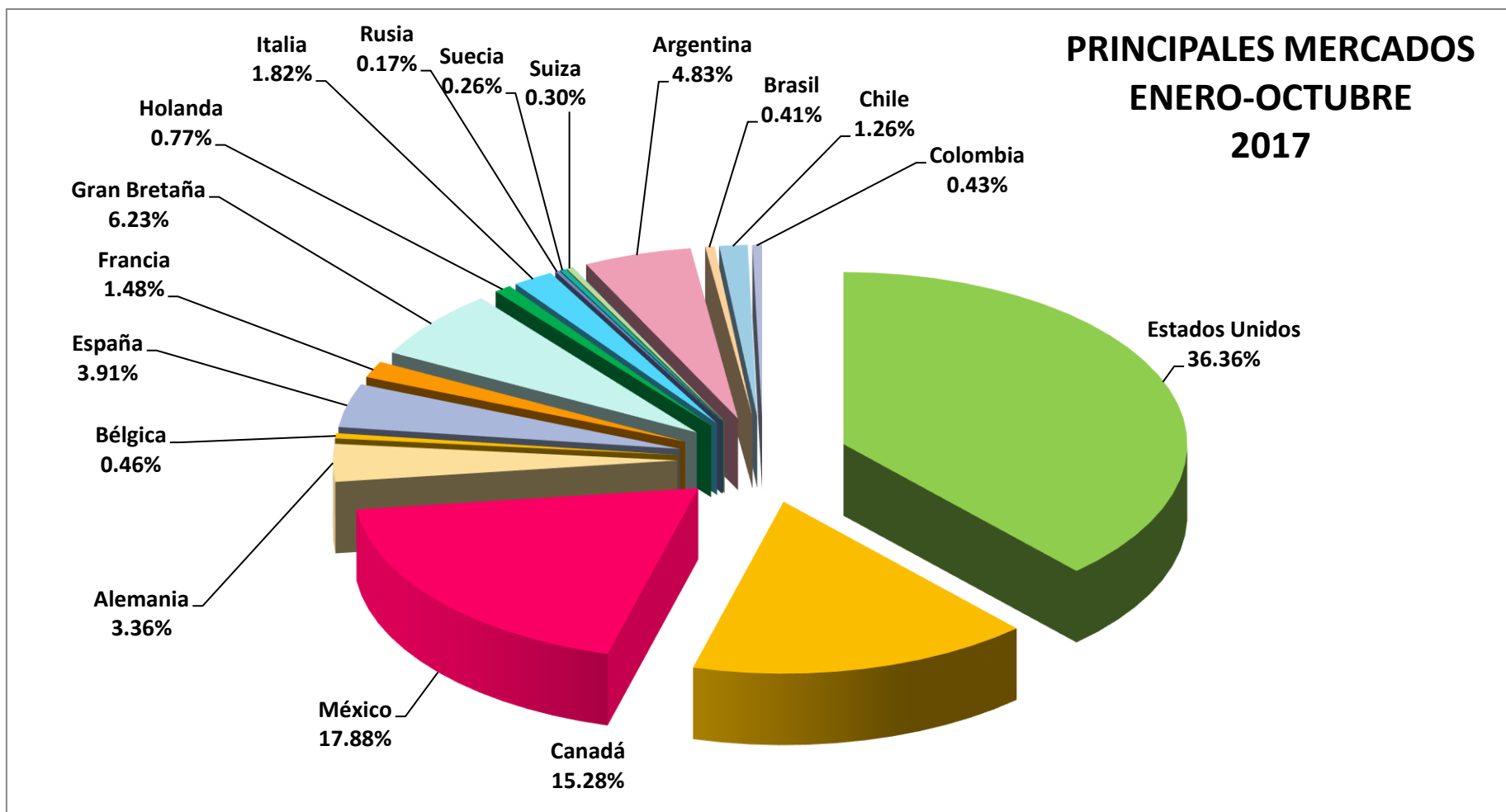
Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

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%	100,223	26.97%					1,537,427	36.36%	1	1
2 Canadá	40,608	8.47%	36,384	8.55%	37,235	10.60%	44,296	11.92%					646,110	15.28%	3	3
3 México	99,618	20.78%	89,279	20.98%	93,279	26.56%	93,096	25.05%					756,115	17.88%	2	2
4 Alemania	12,675	2.64%	13,065	3.07%	11,827	3.37%	15,879	4.27%					142,058	3.36%	7	7
5 Bélgica	3,043	0.63%	2,442	0.57%	1,497	0.43%	1,838	0.49%					19,548	0.46%	13	12
6 España	27,479	5.73%	32,646	7.67%	18,855	5.37%	21,191	5.70%					165,277	3.91%	6	6
7 Francia	3,683	0.77%	7,928	1.86%	3,570	1.02%	5,915	1.59%					62,463	1.48%	9	9
8 Gran Bretaña	35,782	7.47%	32,916	7.73%	32,626	9.29%	31,592	8.50%					263,620	6.23%	4	4
9 Holanda	3,113	0.65%	3,572	0.84%	2,628	0.75%	4,424	1.19%					32,738	0.77%	11	11
10 Italia	7,192	1.50%	14,540	3.42%	5,767	1.64%	6,118	1.65%					76,770	1.82%	8	8
11 Rusia	402	0.08%	460	0.11%	491	0.14%	1,119	0.30%					7,334	0.17%	16	17
12 Suecia	151	0.03%	58	0.01%	81	0.02%	186	0.05%					11,138	0.26%	14	16
13 Suiza	2,202	0.46%	1,139	0.27%	966	0.28%	1,312	0.35%					12,581	0.30%	17	15
14 Argentina	19,406	4.05%	14,922	3.51%	15,130	4.31%	14,078	3.79%					204,438	4.83%	5	5
15 Brasil	3,078	0.64%	1,324	0.31%	2,115	0.60%	2,218	0.60%					17,535	0.41%	15	14
16 Chile	5,536	1.16%	4,984	1.17%	5,502	1.57%	5,744	1.55%					53,131	1.26%	10	10
17 Colombia	2,017	0.42%	2,720	0.64%	1,861	0.53%	2,481	0.67%					18,014	0.43%	12	13
Resto del mundo	21,117	4.41%	21,775	5.12%	21,531	6.13%	19,927	5.36%					202,316	4.78%		
AFLUENCIA	479,303	100.00%	425,640	100.00%	351,196	100.00%	371,637	100.00%					4,228,613	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 - OCTUBRE
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%

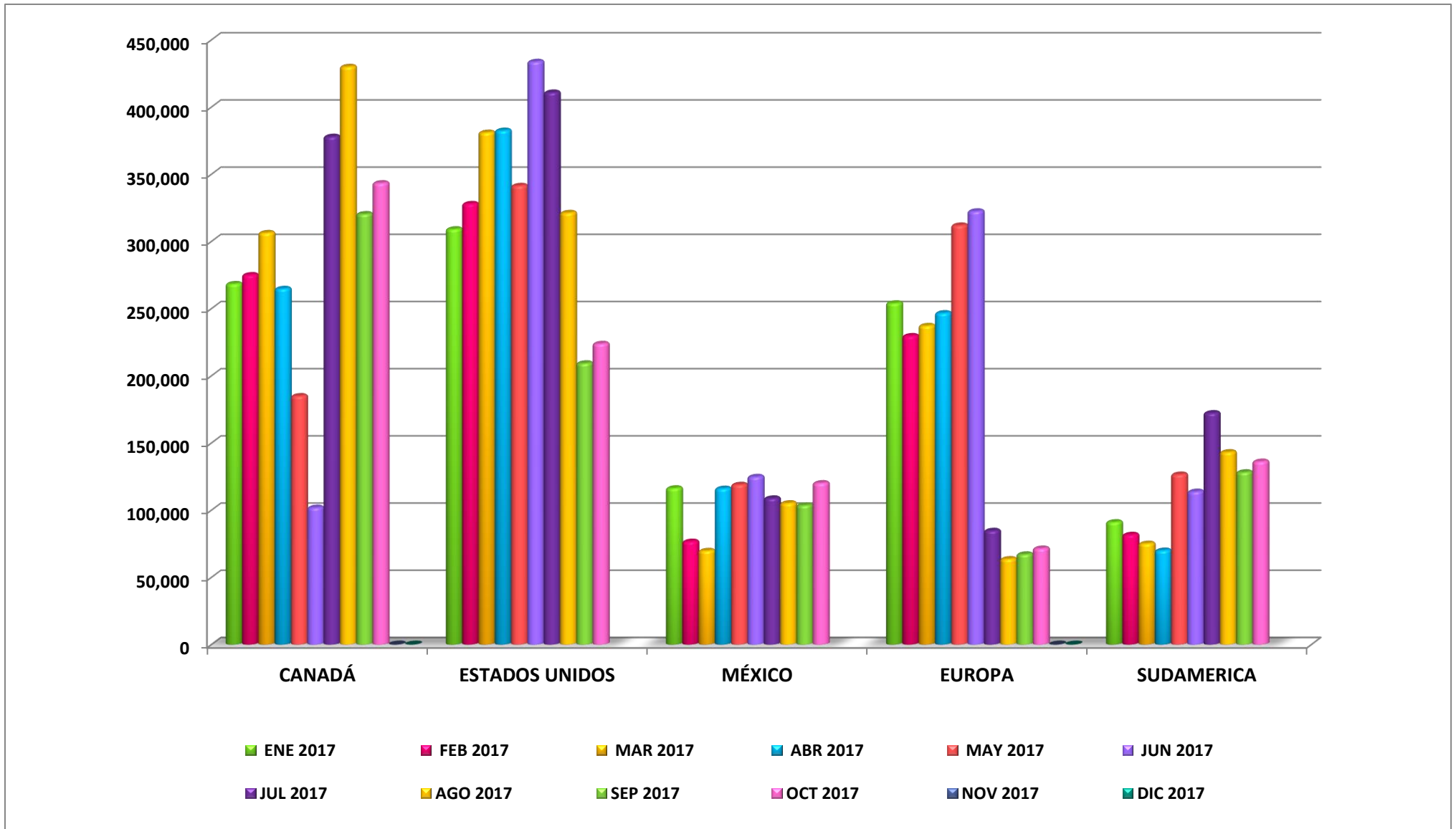
Nota: En esta tabla sólo están considerados los principales mercados, por lo que está calculado en base a la afluencia de los mismos.

**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%	120,153	13.4%					1,839,047	17.9%
ESTADOS UNIDOS	410,830	35.6%	321,282	30.2%	209,311	25.3%	223,831	25.0%					3,340,878	32.4%
MÉXICO	172,256	14.9%	143,218	13.5%	128,260	15.5%	136,153	15.2%					1,202,334	11.7%
SUMA	691,882	59.9%	569,710	53.6%	441,208	53.2%	480,137	53.6%					6,382,259	62.0%
EUROPA														
ALEMANIA	52,496	4.5%	53,403	5.0%	47,604	5.7%	61,597	6.9%					553,762	5.4%
BÉLGICA	11,601	1.0%	11,488	1.1%	7,048	0.9%	6,341	0.7%					75,687	0.7%
ESPAÑA	76,598	6.6%	94,673	8.9%	54,994	6.6%	56,686	6.3%					460,074	4.5%
FRANCIA	13,520	1.2%	34,190	3.2%	10,189	1.2%	19,322	2.2%					218,931	2.1%
GRAN BRETAÑA	178,612	15.5%	164,991	15.5%	163,130	19.7%	156,644	17.5%					1,274,554	12.4%
HOLANDA	12,491	1.1%	14,095	1.3%	11,333	1.4%	15,208	1.7%					122,481	1.2%
ITALIA	23,254	2.0%	50,466	4.7%	20,016	2.4%	18,940	2.1%					249,164	2.4%
RUSIA	1,307	0.1%	1,702	0.2%	1,817	0.2%	3,567	0.4%					24,694	0.2%
SUECIA	755	0.1%	176	0.0%	236	0.0%	469	0.1%					49,049	0.5%
SUIZA	7,312	0.6%	4,812	0.5%	4,025	0.5%	4,587	0.5%					45,074	0.4%
SUMA	377,946	32.7%	429,996	40.4%	320,392	38.7%	343,361	38.4%					3,073,470	29.4%
SUDAMERICA														
ARGENTINA	56,277	4.9%	42,279	4.0%	45,327	5.5%	41,647	4.7%					616,861	6.0%
BRASIL	10,991	1.0%	3,365	0.3%	4,380	0.5%	8,622	1.0%					54,258	0.5%
CHILE	13,263	1.1%	12,834	1.2%	13,847	1.7%	16,059	1.8%					137,512	1.3%
COLOMBIA	4,135	0.4%	5,157	0.5%	3,590	0.4%	5,127	0.6%					36,501	0.4%
SUMA	84,666	7.3%	63,635	6.0%	67,144	8.1%	71,455	8.0%					845,132	7.9%
TOTAL PRIN. MDOS.	1,154,494	100.00%	1,063,341	100.00%	828,744	100.00%	894,953	100.00%					10,300,861	99.21%
TOTAL DESTINO	Ctos. Ocup.	%PART.	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%	1,009,075	88.69%					11,423,664	90.17%

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 OCTUBRE

REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
NORTE AMERICA						
Canadá	41,787	11.63%	44,296	11.92%	2,509	6.00%
Estados Unidos	99,504	27.69%	100,223	26.97%	719	0.72%
México	91,361	25.42%	93,096	25.05%	1,735	1.90%
SUMA	232,652	64.73%	237,615	63.94%	4,963	2.13%
CENTRO AMERICA						
Belice	170	0.05%	95	0.03%	-75	-44.12%
Costa Rica	218	0.06%	75	0.02%	-143	-65.60%
El Salvador	49	0.01%	10	0.00%	-39	-79.59%
Guatemala	290	0.08%	102	0.03%	-188	-64.83%
Nicaragua	3	0.00%	12	0.00%	9	300.00%
Panamá	2,380	0.66%	1,807	0.49%	-573	-24.08%
Otros	264	0.07%	124	0.03%	-140	-53.03%
SUMA	3,374	0.94%	2,225	0.60%	-1,149	-34.05%
CARIBE						
Bahamas	0	0.00%	8	0.00%	8	#iDIV/0!
Bermudas	23	0.01%	13	0.00%	-10	-43.48%
Cuba	37	0.01%	20	0.01%	-17	-45.95%
Curacao	0	0.00%	0	0.00%	0	#iDIV/0!
Haiti	3	0.00%	0	0.00%	-3	-100.00%
Jamaica	44	0.01%	55	0.01%	11	25.00%
Puerto Rico	124	0.03%	49	0.01%	-75	-60.48%
Rep. Dominicana	262	0.07%	206	0.06%	-56	-21.37%
Otros	71	0.02%	136	0.04%	65	91.55%
SUMA	564	0.16%	487	0.13%	-77	-13.65%
SUDAMERICA						
Argentina	16,311	4.54%	14,078	3.79%	-2,233	-13.69%
Bolivia	302	0.08%	228	0.06%	-74	-24.50%
Brasil	2,068	0.58%	2,218	0.60%	150	7.25%
Chile	6,323	1.76%	5,744	1.55%	-579	-9.16%
Colombia	3,180	0.88%	2,481	0.67%	-699	-21.98%
Ecuador	303	0.08%	119	0.03%	-184	-60.73%
Paraguay	213	0.06%	263	0.07%	50	23.47%
Peru	3,351	0.93%	2,411	0.65%	-940	-28.05%
Uruguay	2,184	0.61%	1,429	0.38%	-755	-34.57%
Venezuela	126	0.04%	162	0.04%	36	28.57%
Otros	546	0.15%	833	0.22%	287	52.56%
SUMA	34,907	9.71%	29,966	8.06%	-4,941	-14.15%
OCEANIA						
Australia	769	0.21%	536	0.14%	-233	-30.30%
Nueva Zelanda	37	0.01%	62	0.02%	25	67.57%
Otros	11	0.00%	17	0.00%	6	54.55%
SUMA	817	0.23%	615	0.17%	-202	-24.72%
AFRICA						
Argelia	0	0.00%	0	0.00%	0	#iDIV/0!
Egipto	6	0.00%	22	0.01%	16	266.67%
Sudáfrica	26	0.01%	20	0.01%	-6	-23.08%
Otros	150	0.04%	47	0.01%	-103	-68.67%
SUMA	182	0.05%	89	0.02%	-93	-51.10%

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
ASIA						
Arabia	24	0.01%	22	0.01%	-2	-8.33%
China	89	0.02%	256	0.07%	167	187.64%
Corea	234	0.07%	131	0.04%	-103	-44.02%
Filipinas	14	0.00%	8	0.00%	-6	-42.86%
India	40	0.01%	42	0.01%	2	5.00%
Israel	743	0.21%	598	0.16%	-145	-19.52%
Japón	80	0.02%	67	0.02%	-13	-16.25%
Paquistán	0	0.00%	7	0.00%	7	#¡DIV/0!
Turquía	10	0.00%	28	0.01%	18	180.00%
Otros	134	0.04%	266	0.07%	132	98.51%
SUMA	1,368	0.38%	1,425	0.38%	57	4.17%

EUROPA						
Alemania	15,875	4.42%	15,879	4.27%	4	0.03%
Austria	340	0.09%	459	0.12%	119	35.00%
Bélgica	1,612	0.45%	1,838	0.49%	226	14.02%
Bulgaria	67	0.02%	12	0.00%	-55	-82.09%
Dinamarca	134	0.04%	106	0.03%	-28	-20.90%
España	15,260	4.25%	21,191	5.70%	5,931	38.87%
Finlandia	70	0.02%	70	0.02%	0	0.00%
Francia	4,586	1.28%	5,915	1.59%	1,329	28.98%
Gran Bretaña	31,338	8.72%	31,592	8.50%	254	0.81%
Grecia	11	0.00%	15	0.00%	4	36.36%
Holanda	4,633	1.29%	4,424	1.19%	-209	-4.51%
Hungría	17	0.00%	55	0.01%	38	223.53%
Irlanda	150	0.04%	169	0.05%	19	12.67%
Islandia	3	0.00%	7	0.00%	4	133.33%
Italia	6,161	1.71%	6,118	1.65%	-43	-0.70%
Luxemburgo	19	0.01%	39	0.01%	20	105.26%
Mónaco	0	0.00%	0	0.00%	0	#¡DIV/0!
Noruega	173	0.05%	35	0.01%	-138	-79.77%
Polonia	167	0.05%	975	0.26%	808	483.83%
Portugal	1,428	0.40%	2,015	0.54%	587	41.11%
Rep. Checa	186	0.05%	67	0.02%	-119	-63.98%
Rumanía	26	0.01%	57	0.02%	31	119.23%
Rusia	586	0.16%	1,119	0.30%	533	90.96%
Slovenia	17	0.00%	20	0.01%	3	17.65%
Suecia	236	0.07%	186	0.05%	-50	-21.19%
Suiza	686	0.19%	1,312	0.35%	626	91.25%
Otros	1,765	0.49%	5,540	1.49%	3,775	213.88%
SUMA	85,546	23.80%	99,215	26.70%	13,669	15.98%

TOTAL AFLUENCIA MENSUAL	359,410	100.00%	371,637	100.00%	12,227	3.40%
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REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
NORTE AMERICA						
Canadá	603,050	15.08%	646,110	15.28%	43,060	7.14%
Estados Unidos	1,483,554	37.11%	1,537,427	36.36%	53,873	3.63%
México	765,408	19.15%	756,115	17.88%	-9,293	-1.21%
SUMA	2,852,012	71.34%	2,939,652	69.52%	87,640	3.07%
CENTRO AMERICA						
Belice	883	0.02%	722	0.02%	-161	-18.23%
Costa Rica	2,686	0.07%	1,789	0.04%	-897	-33.40%
El Salvador	706	0.02%	700	0.02%	-6	-0.85%
Guatemala	1,780	0.04%	1,770	0.04%	-10	-0.56%
Nicaragua	134	0.00%	220	0.01%	86	64.18%
Panamá	15,077	0.38%	16,316	0.39%	1,239	8.22%
Otros	984	0.02%	2,094	0.05%	1,110	112.80%
SUMA	22,250	0.56%	23,611	0.56%	1,361	6.12%
CARIBE						
Bahamas	88	0.00%	61	0.00%	-27	-30.68%
Bermudas	85	0.00%	132	0.00%	47	55.29%
Cuba	455	0.01%	985	0.02%	530	116.48%
Curacao	13	0.00%	0	0.00%	-13	-100.00%
Haiti	48	0.00%	84	0.00%	36	75.00%
Jamaica	190	0.00%	295	0.01%	105	55.26%
Puerto Rico	1,875	0.05%	2,936	0.07%	1,061	56.59%
Rep. Dominicana	1,921	0.05%	1,779	0.04%	-142	-7.39%
Otros	1,092	0.03%	1,036	0.02%	-56	-5.13%
SUMA	5,767	0.14%	7,308	0.17%	1,541	26.72%
SUDAMERICA						
Argentina	156,422	3.91%	204,438	4.83%	48,016	30.70%
Bolivia	1,411	0.04%	3,660	0.09%	2,249	159.39%
Brasil	13,775	0.34%	17,535	0.41%	3,760	27.30%
Chile	54,345	1.36%	53,131	1.26%	-1,214	-2.23%
Colombia	20,092	0.50%	18,014	0.43%	-2,078	-10.34%
Ecuador	2,587	0.06%	2,382	0.06%	-205	-7.92%
Paraguay	2,346	0.06%	2,483	0.06%	137	5.84%
Peru	19,435	0.49%	20,004	0.47%	569	2.93%
Uruguay	24,347	0.61%	17,997	0.43%	-6,350	-26.08%
Venezuela	1,853	0.05%	5,042	0.12%	3,189	172.10%
Otros	5,675	0.14%	4,367	0.10%	-1,308	-23.05%
SUMA	302,288	7.56%	349,053	8.25%	46,765	15.47%
OCEANIA						
Australia	7,377	0.18%	5,791	0.14%	-1,586	-21.50%
Nueva Zelanda	381	0.01%	527	0.01%	146	38.32%
Otros	61	0.00%	50	0.00%	-11	-18.03%
SUMA	7,819	0.20%	6,368	0.15%	-1,451	-18.56%
AFRICA						
Argelia	10	0.00%	11	0.00%	1	10.00%
Egipto	151	0.00%	184	0.00%	33	21.85%
Sudáfrica	438	0.01%	326	0.01%	-112	-25.57%
Otros	2,401	0.06%	2,626	0.06%	225	9.37%
SUMA	3,000	0.08%	3,147	0.07%	147	4.90%

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
ASIA						
Arabia	519	0.01%	714	0.02%	195	37.57%
China	1,325	0.03%	2,038	0.05%	713	53.81%
Corea	2,127	0.05%	2,162	0.05%	35	1.65%
Filipinas	99	0.00%	270	0.01%	171	172.73%
India	683	0.02%	678	0.02%	-5	-0.73%
Israel	2,495	0.06%	3,046	0.07%	551	22.08%
Japón	1,138	0.03%	995	0.02%	-143	-12.57%
Paquistán	13	0.00%	36	0.00%	23	176.92%
Turquía	271	0.01%	307	0.01%	36	13.28%
Otros	2,577	0.06%	3,529	0.08%	952	36.94%
SUMA	11,247	0.28%	13,775	0.33%	2,528	22.48%

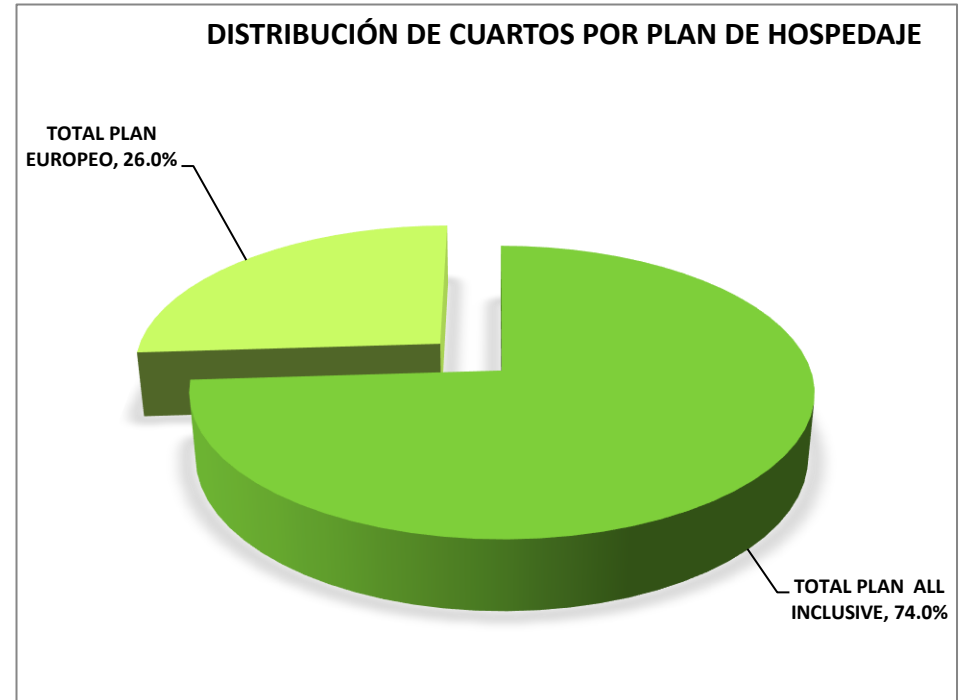
EUROPA						
Alemania	124,521	3.11%	142,058	3.36%	17,537	14.08%
Austria	4,744	0.12%	5,253	0.12%	509	10.73%
Bélgica	17,549	0.44%	19,548	0.46%	1,999	11.39%
Bulgaria	458	0.01%	516	0.01%	58	12.66%
Dinamarca	1,162	0.03%	1,876	0.04%	714	61.45%
España	141,366	3.54%	165,277	3.91%	23,911	16.91%
Finlandia	717	0.02%	813	0.02%	96	13.39%
Francia	56,222	1.41%	62,463	1.48%	6,241	11.10%
Gran Bretaña	263,494	6.59%	263,620	6.23%	126	0.05%
Grecia	250	0.01%	364	0.01%	114	45.60%
Holanda	26,561	0.66%	32,738	0.77%	6,177	23.26%
Hungría	551	0.01%	510	0.01%	-41	-7.44%
Irlanda	2,448	0.06%	2,297	0.05%	-151	-6.17%
Islandia	108	0.00%	341	0.01%	233	215.74%
Italia	67,754	1.69%	76,770	1.82%	9,016	13.31%
Luxemburgo	294	0.01%	792	0.02%	498	169.39%
Mónaco	19	0.00%	124	0.00%	105	552.63%
Noruega	2,597	0.06%	2,364	0.06%	-233	-8.97%
Polonia	4,752	0.12%	9,945	0.24%	5,193	109.28%
Portugal	16,468	0.41%	17,121	0.40%	653	3.97%
Rep. Checa	6,717	0.17%	3,744	0.09%	-2,973	-44.26%
Rumanía	707	0.02%	890	0.02%	183	25.88%
Rusia	8,155	0.20%	7,334	0.17%	-821	-10.07%
Slovenia	321	0.01%	229	0.01%	-92	-28.66%
Suecia	16,063	0.40%	11,138	0.26%	-4,925	-30.66%
Suiza	6,972	0.17%	12,581	0.30%	5,609	80.45%
Otros	22,590	0.57%	44,993	1.06%	22,403	99.17%
SUMA	793,560	19.85%	885,699	20.95%	92,139	11.61%

TOTAL AFLUENCIA ACUMULADA	3,997,943	100.00%	4,228,613	100.00%	230,670	5.77%
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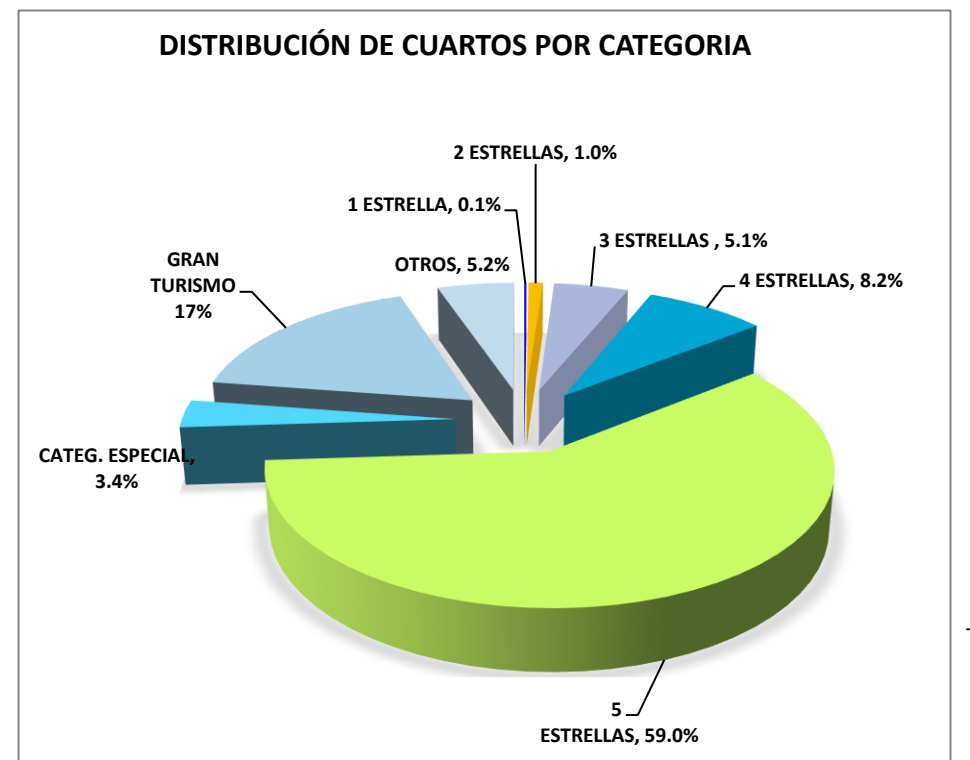
HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMA BAY WELNESS RESORTS	310	4 estrellas
2 AZUL FIVES	573	5 estrellas
3 BARCELO MAYA BEACH	630	5 estrellas
4 BARCELO MAYA CARIBBEAN	414	5 estrellas
5 BARCELO MAYA COLONIAL BEACH	481	5 estrellas
6 BARCELO MAYA PALACE	756	5 estrellas
7 BARCELO MAYA TROPICAL BEACH	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

33,506 BARÓMETRO TURÍSTICO DE LA RIVIERA MAYA
FIDEICOMISO DE PROMOCIÓN TURÍSTICA DE LA RIVIERA MAYA

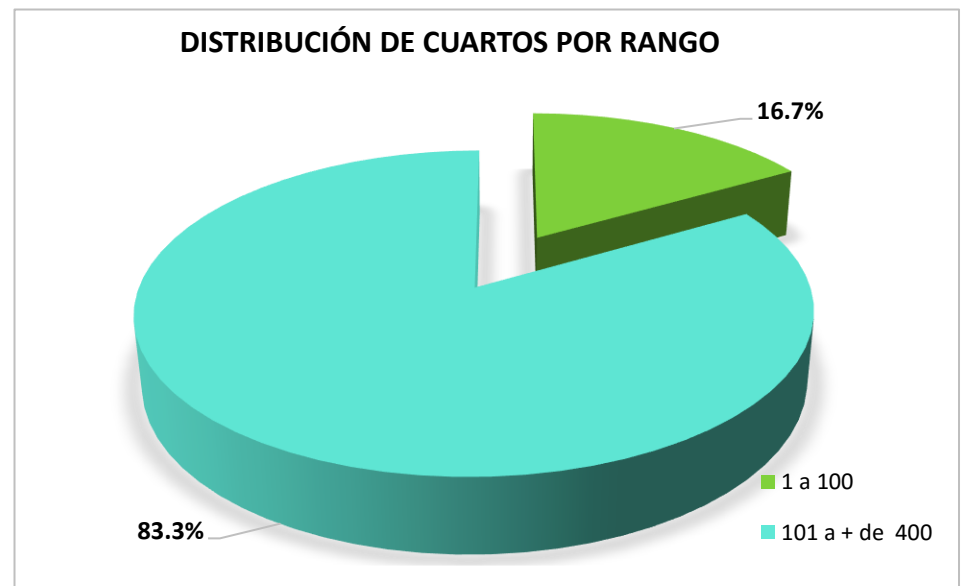
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	33,506	77	74.0%
TOTAL PLAN EUROPEO	11,776	335	26.0%
SUMAS	45,282	412	100.0%



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	26,974	69	59.6%
CATEG. ESPECIAL	1,545	13	3.4%
GRAN TURISMO	7,866	22	17.4%
OTROS	2,368	143	5.2%
SUMAS	45,282	412	100.0%



RANGO	Cuartos	# Htls.	%
1 a 100	7,550	322	16.7%
101 a + de 400	37,732	90	83.3%
SUMAS	45,282	412	100.0%



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE
 EN LA RIVIERA MAYA POR LOCALIDAD
 OCTUBRE 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%	4,023	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%	481	1.1%
TOTAL	412	100.0%	45,282	100.0%

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

