



FIDEICOMISO DE PROMOCIÓN TURÍSTICA  
DE LA RIVIERA MAYA

## BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

DICIEMBRE 2017

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima novena** edición correspondiente al mes de Diciembre del año 2017, fue elaborado con un muestreo de **36,546** cuartos, que corresponde al 77.83 % del total de cuartos existentes a la fecha, los cuales son **46,958** de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

Elaborado por:  
**Yanin Nuñez Franco**  
Gerente de Estadísticas  
Fideicomiso de Promoción Turística  
de la Riviera Maya.

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

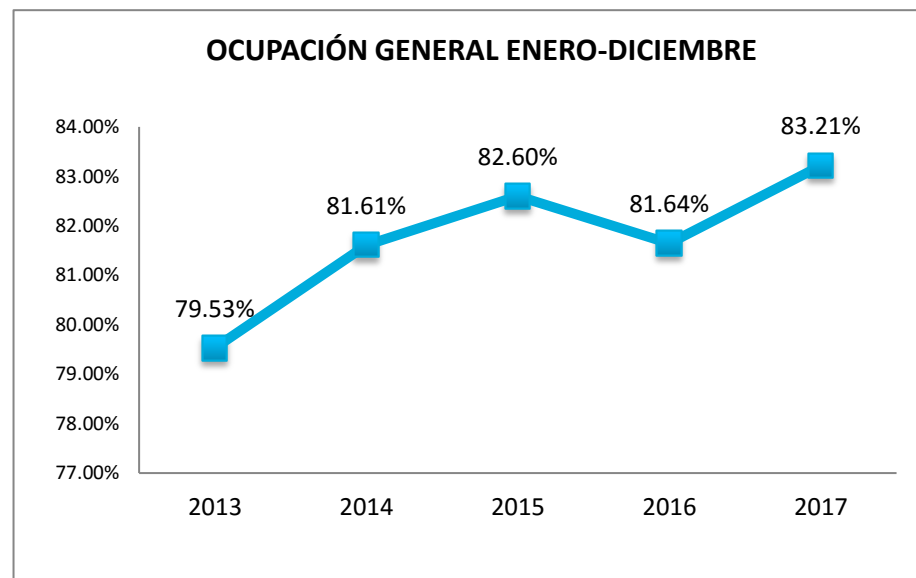
CONCEPTO	DICIEMBRE		VARIACIÓN	
	2016	2017	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	45,217	46,958	1,741	3.85%
CUARTOS NOCHE DISPONIBLES	1,367,954	1,408,328	40,374	2.95%
CUARTOS NOCHE OCUPADOS	1,122,741	1,161,552	38,811	3.46%
% DE OCUPACION	82.07%	82.48%	0.40%	
% DE OCUPACION TODO INCLUIDO	83.31%	83.98%	0.67%	
<b>ESTADIA PROMEDIO</b>				
	2016	2017		
GENERAL	5.98	6.10	0.12	
TURISMO NACIONAL	3.80	4.16	0.36	
TURISMO INTERNACIONAL	6.32	6.52	0.20	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 6,683.39</b>	<b>\$ 7,029.75</b>	346	5.18%
<b>AFLUENCIA DEL TURISMO</b>				
	2016	2017		
TOTAL	417,767	417,939	172	0.04%
NACIONALES	72,362	75,503	3,141	4.34%
EXTRANJEROS	345,405	342,436	-2,969	-0.86%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES</b>				
	2016		2017	
EUROPA	85,213	24.67%	70,102	20.47%
ESTADOS UNIDOS	144,399	41.81%	138,166	40.35%
CANADÁ	85,946	24.88%	98,839	28.86%
SUDAMERICA	24,590	7.12%	29,657	8.66%
RESTO DEL MUNDO	5,257	1.52%	5,672	1.66%
	<b>345,405</b>	100.00%	<b>342,436</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	2016	2017		
TOTAL	1,122,741	1,161,552	38,811	3.46%
NACIONALES	114,573	130,872	16,299	14.23%
EXTRANJEROS	1,008,168	1,030,680	22,512	2.23%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	2016		2017	
EUROPA (Principales países)	299,141	29.7%	203,556	19.7%
ESTADOS UNIDOS	324,296	32.2%	311,449	30.2%
CANADÁ	240,291	23.8%	276,749	26.9%
SUDAMERICA (Principales países)	58,860	5.8%	76,163	7.4%
RESTO DEL MUNDO	85,580	8.49%	162,763	15.8%
	<b>1,008,168</b>	100.00%	<b>1,030,680</b>	100.00%

BAROMETRO TURÍSTICO RIVIERA MAYA  
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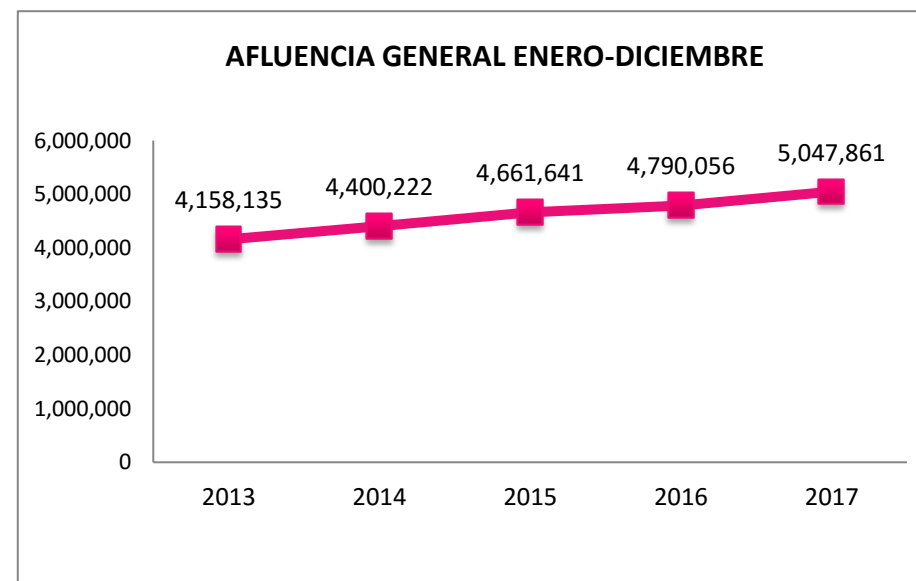
CONCEPTO	ENERO-DICIEMBRE		VARIACIÓN	
	2016	2017	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	<b>45,217</b>	<b>46,958</b>	1,741	3.85%
CUARTOS NOCHE DISPONIBLES	15,900,770	16,451,579	550,809	3.46%
CUARTOS NOCHE OCUPADOS	12,981,612	13,690,013	708,401	5.46%
% DE OCUPACION	<b>81.64%</b>	<b>83.21%</b>	1.57%	
<b>% DE OCUPACION TODO INCLUIDO</b>				
	<b>82.81%</b>	<b>84.82%</b>	2.01%	
<b>ESTADIA PROMEDIO</b>				
	<b>2016</b>	<b>2017</b>		
GENERAL	<b>5.88</b>	<b>5.86</b>	(0.02)	
TURISMO NACIONAL	3.96	3.86	(0.10)	
TURISMO INTERNACIONAL	6.48	6.36	(0.12)	
<b>TARIFA PROMEDIO (pesos)</b>				
	<b>\$ 4,741.16</b>	<b>\$ 4,917.65</b>	176	3.72%
<b>AFLUENCIA DEL TURISMO</b>				
	<b>2016</b>	<b>2017</b>		
TOTAL	<b>4,790,056</b>	<b>5,047,861</b>	257,805	5.38%
NACIONALES	909,763	907,566	-2,197	-0.24%
EXTRANJEROS	3,880,293	4,140,295	260,002	6.70%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES</b>				
	<b>2016</b>		<b>2017</b>	
EUROPA	957,004	24.66%	1,040,907	25.14%
ESTADOS UNIDOS	1,747,422	45.03%	1,799,752	43.47%
CANADÁ	761,169	19.62%	822,549	19.87%
SUDAMERICA	353,682	9.11%	411,348	9.94%
RESTO DEL MUNDO	61,016	1.57%	65,739	1.59%
	<b>3,880,293</b>	100.00%	<b>4,140,295</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	<b>2016</b>	<b>2017</b>		
TOTAL	<b>12,981,612</b>	<b>13,690,013</b>	708,401	5.46%
NACIONALES	1,460,076	1,440,799	-19,277	-1.32%
EXTRANJEROS	11,521,536	12,249,214	727,678	6.32%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	<b>2016</b>		<b>2017</b>	
EUROPA (Principales países)	3,446,215	29.9%	3,570,910	29.2%
ESTADOS UNIDOS	3,842,067	33.3%	3,907,888	31.9%
CANADÁ	2,184,156	19.0%	2,337,603	19.1%
SUDAMERICA (Principales países)	813,230	7.1%	1,006,345	8.2%
RESTO DEL MUNDO	1,235,868	10.73%	1,426,468	11.6%
	<b>11,521,536</b>	100.00%	<b>12,249,214</b>	100.00%

**COMPARATIVO OCUPACIÓN Y AFLUENCIA 2013-2017**

MES	OCUPACIÓN GENERAL					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	85.93%	85.97%	87.62%	82.27%	84.23%	-1.70%	-1.74%	-3.39%	1.96%
FEB	90.21%	90.04%	91.03%	83.92%	86.99%	-3.22%	-3.05%	-4.04%	3.07%
MAR	88.88%	85.71%	85.84%	84.25%	84.67%	-4.21%	-1.04%	-1.17%	0.42%
ABR	86.36%	86.04%	88.81%	85.41%	87.99%	1.63%	1.95%	-0.82%	2.58%
MAY	77.90%	82.46%	85.83%	84.33%	87.24%	9.34%	4.78%	1.41%	2.91%
JUN	76.31%	79.28%	83.57%	83.98%	85.64%	9.33%	6.36%	2.07%	1.66%
JUL	85.28%	88.73%	89.17%	88.80%	88.69%	3.41%	-0.04%	-0.48%	-0.11%
AGO	78.31%	79.49%	81.76%	81.70%	83.69%	5.38%	4.20%	1.93%	1.99%
SEPT	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	78.11%	82.65%	81.31%	81.21%	82.52%	4.41%	-0.13%	1.21%	1.31%
DIC	81.02%	84.90%	79.61%	82.07%	82.48%	1.46%	-2.42%	2.87%	0.41%
<b>Total</b>	<b>79.53%</b>	<b>81.61%</b>	<b>82.60%</b>	<b>81.64%</b>	<b>83.21%</b>	<b>3.68%</b>	<b>1.60%</b>	<b>0.61%</b>	<b>1.57%</b>

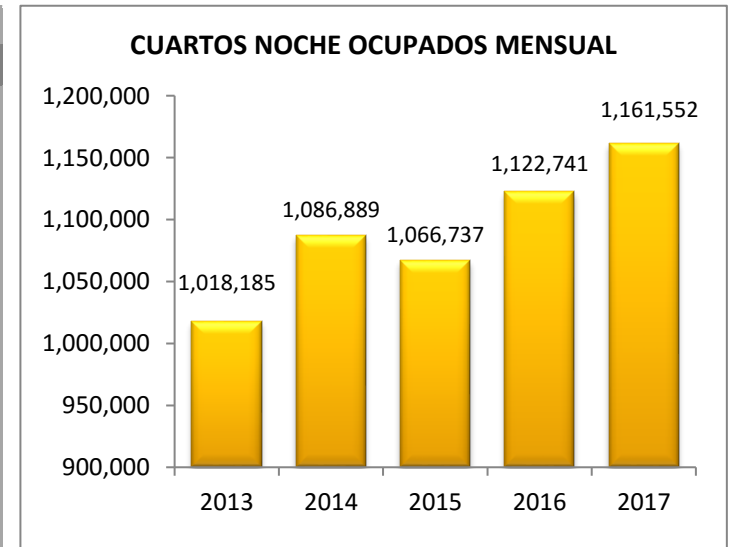


MES	AFLUENCIA TURÍSTICA					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	332,698	352,269	372,836	383,818	411,106	23.57%	16.70%	10.26%	7.11%
FEB	326,017	346,915	357,883	360,631	397,370	21.89%	14.54%	11.03%	10.19%
MAR	392,852	388,619	399,907	424,912	425,097	8.21%	9.39%	6.30%	0.04%
ABR	350,572	378,180	397,305	399,604	452,688	29.13%	19.70%	13.94%	13.28%
MAY	349,764	390,941	441,929	427,569	452,811	29.46%	15.83%	2.46%	5.90%
JUN	354,034	374,869	406,439	423,887	461,765	30.43%	23.18%	13.61%	8.94%
JUL	427,137	438,165	466,942	478,989	479,303	12.21%	9.39%	2.65%	0.07%
AGO	369,964	380,455	414,902	404,708	425,640	15.05%	11.88%	2.59%	5.17%
SEPT	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	32.80%	19.47%	8.77%	3.40%
NOV	340,255	369,091	373,674	374,346	401,309	17.94%	8.73%	7.40%	7.20%
DIC	365,423	379,884	380,405	417,767	417,939	14.37%	10.02%	9.87%	0.04%
<b>Total</b>	<b>4,158,135</b>	<b>4,400,222</b>	<b>4,661,641</b>	<b>4,790,056</b>	<b>5,047,861</b>	<b>21.40%</b>	<b>14.72%</b>	<b>8.29%</b>	<b>5.38%</b>



## COMPARATIVO CUARTOS NOCHE OCUPADOS 2013-2017

MES	CUARTOS NOCHE OCUPADOS MENSUAL					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	1,070,536	1,078,745	1,134,307	1,098,764	1,171,771	9.46%	8.62%	3.30%	6.64%
FEB	1,014,572	1,025,828	1,067,830	1,060,606	1,104,039	8.82%	7.62%	3.39%	4.10%
MAR	1,108,163	1,080,012	1,115,291	1,134,371	1,194,684	7.81%	10.62%	7.12%	5.32%
ABR	1,042,957	1,047,638	1,116,982	1,114,344	1,194,886	14.57%	14.06%	6.97%	7.23%
MAY	970,720	1,036,819	1,116,279	1,128,104	1,232,580	26.98%	18.88%	10.42%	9.26%
JUN	923,285	965,339	1,059,592	1,095,172	1,148,139	24.35%	18.94%	8.36%	4.84%
JUL	1,064,358	1,118,078	1,150,528	1,194,266	1,250,019	17.44%	11.80%	8.65%	4.67%
AGO	979,305	994,730	1,071,269	1,096,141	1,144,729	16.89%	15.08%	6.86%	4.43%
SEPT	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	949,445	1,011,281	1,030,476	1,072,526	1,104,797	16.36%	9.25%	7.21%	3.01%
DIC	1,018,185	1,086,889	1,066,737	1,122,741	1,161,552	14.08%	6.87%	8.89%	3.46%



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	10,678,035	11,022,075	11,599,874	11,858,871	12,528,461	17.33%	13.67%	8.01%	5.65%
ENE-DIC	11,696,220	12,108,964	12,666,611	12,981,612	13,690,013	17.05%	13.06%	8.08%	5.46%



## TABLA DE OCUPACION HOTELERA AÑO 2017

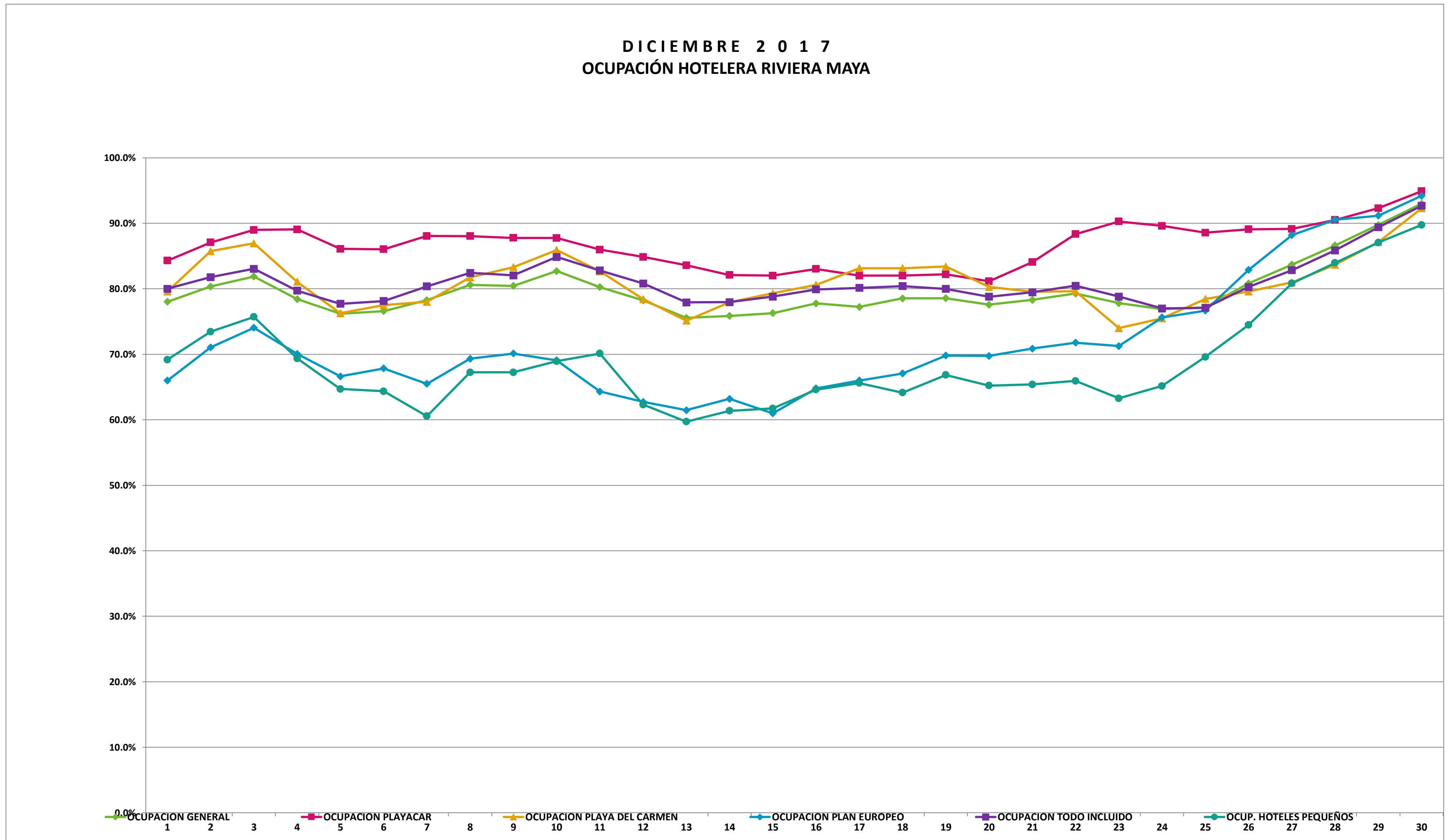
MES	No. DE HOTELES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
			DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	413	45,298	1,391,208	1,171,771	84.23%	61,096	14.86%	350,010	85.14%	411,106	6.08
FEBRERO	413	45,331	1,269,156	1,104,039	86.99%	41,682	10.49%	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	412	45,348	1,338,896	1,104,797	82.52%	75,948	18.93%	325,361	81.07%	401,309	5.64
DICIEMBRE	416	46,958	1,408,328	1,161,552	82.48%	75,503	18.07%	342,436	81.93%	417,939	6.10

### 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	412	45,348	15,043,251	12,528,461	83.28%	832,063	17.97%	3,797,859	82.03%	4,629,922	5.83
ENE-DIC	416	46,958	16,451,579	13,690,013	83.21%	907,566	17.98%	4,140,295	82.02%	5,047,861	5.86

FIDEICOMISO TURÍSTICA RIVIERA MAYA  
OCUPACIÓN HOTELERA DIARIA  
DICIEMBRE DE 2017

	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	PROMEDIO
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	
OCUPACION GENERAL	78.0%	80.4%	81.9%	78.4%	76.2%	76.6%	78.3%	80.6%	80.5%	82.7%	80.3%	78.2%	75.6%	75.9%	76.3%	77.8%	77.2%	78.5%	78.6%	77.6%	78.3%	79.3%	77.8%	76.9%	77.2%	80.8%	83.7%	86.6%	89.8%	93.0%	82.48%
OCUPACION PLAYACAR	84.3%	87.1%	89.0%	89.1%	86.1%	86.1%	88.1%	88.0%	87.8%	87.8%	86.0%	84.9%	83.6%	82.1%	82.0%	83.0%	82.0%	82.0%	82.2%	81.2%	84.1%	88.4%	90.3%	89.6%	88.6%	89.1%	89.1%	90.5%	92.3%	94.9%	86.92%
OCUPACION PLAYA DEL CARMEN	79.6%	85.8%	86.9%	81.1%	76.3%	77.5%	78.0%	81.7%	83.3%	85.9%	82.7%	78.4%	75.1%	78.0%	79.3%	80.6%	83.2%	83.2%	83.4%	80.3%	79.6%	79.7%	74.0%	75.5%	78.5%	79.6%	81.0%	83.7%	87.1%	92.3%	81.47%
OCUPACION PLAN EUROPEO	66.0%	71.1%	74.1%	70.1%	66.6%	67.8%	65.5%	69.3%	70.1%	69.1%	64.3%	62.7%	61.5%	63.2%	61.0%	64.8%	66.0%	67.1%	69.8%	69.8%	70.9%	71.8%	71.3%	75.6%	76.7%	82.9%	88.2%	90.6%	91.2%	94.2%	72.50%
OCUPACION TODO INCLUIDO	80.0%	81.8%	83.1%	79.7%	77.7%	78.1%	80.4%	82.4%	82.1%	84.9%	82.8%	80.8%	77.9%	78.0%	78.8%	79.9%	80.1%	80.4%	80.0%	78.8%	79.5%	80.5%	78.8%	77.0%	77.1%	80.3%	82.8%	85.9%	89.4%	92.7%	83.98%
OCUP. HOTELES PEQUEÑOS	69.2%	73.5%	75.7%	69.4%	64.7%	64.4%	60.6%	67.3%	67.3%	68.9%	70.1%	62.3%	59.7%	61.4%	61.7%	64.6%	65.6%	64.1%	66.8%	65.2%	65.4%	65.9%	63.3%	65.2%	69.6%	74.5%	80.8%	84.0%	87.1%	89.8%	69.61%





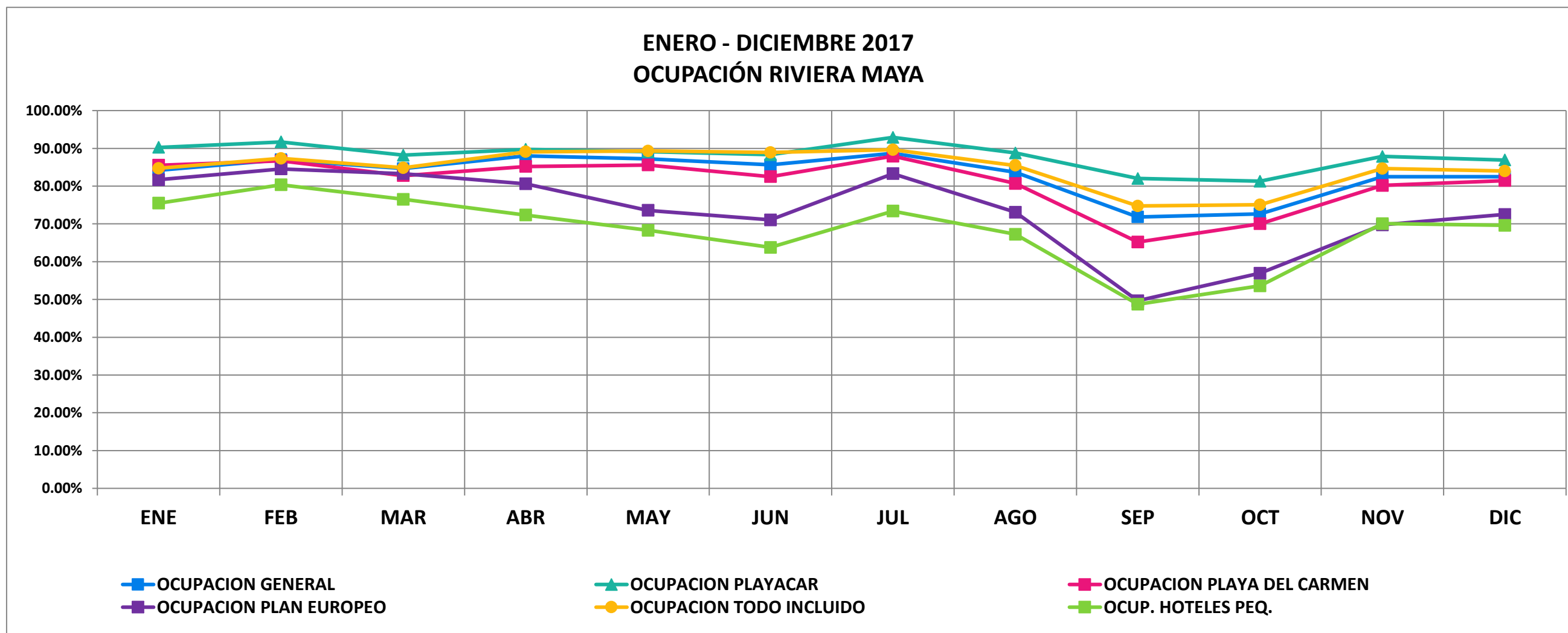
# FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

## DEPARTAMENTO DE ESTADÍSTICA

### OCUPACIÓN HOTELERA MENSUAL

ENERO - DICIEMBRE 2017

MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
<b>OCUPACION GENERAL</b>	84.23%	86.99%	84.67%	87.99%	87.24%	85.64%	88.69%	83.69%	71.83%	72.67%	82.52%	82.48%	83.21%
<b>OCUPACION PLAYACAR</b>	90.27%	91.70%	88.20%	89.74%	89.11%	88.35%	92.91%	88.78%	82.01%	81.32%	87.85%	86.92%	88.10%
<b>OCUPACION PLAYA DEL CARMEN</b>	85.53%	86.68%	82.79%	85.21%	85.60%	82.52%	87.94%	80.74%	65.20%	70.05%	80.21%	81.47%	81.16%
<b>OCUPACION PLAN EUROPEO</b>	81.68%	84.55%	83.30%	80.61%	73.60%	71.07%	83.31%	73.12%	49.67%	56.94%	69.74%	72.50%	73.34%
<b>OCUPACION TODO INCLUIDO</b>	84.70%	87.36%	84.85%	89.09%	89.29%	88.91%	89.64%	85.47%	74.76%	75.08%	84.66%	83.98%	84.82%
<b>OCUP. HOTELES PEQ.</b>	75.50%	80.35%	76.50%	72.36%	68.29%	63.79%	73.40%	67.24%	48.73%	53.61%	70.09%	69.61%	68.29%

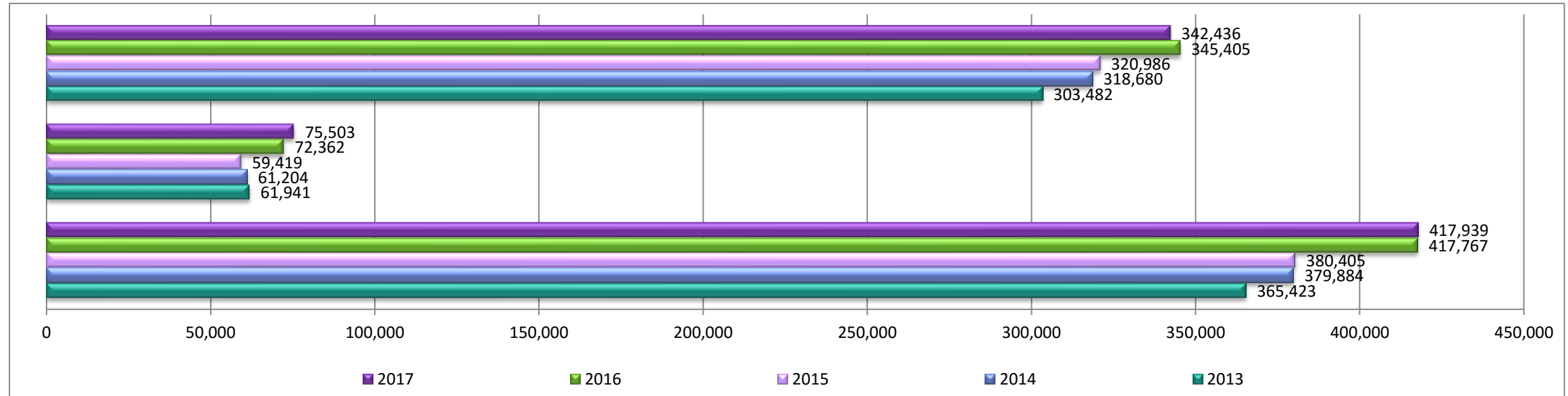




## PROCEDENCIA DEL TURISMO

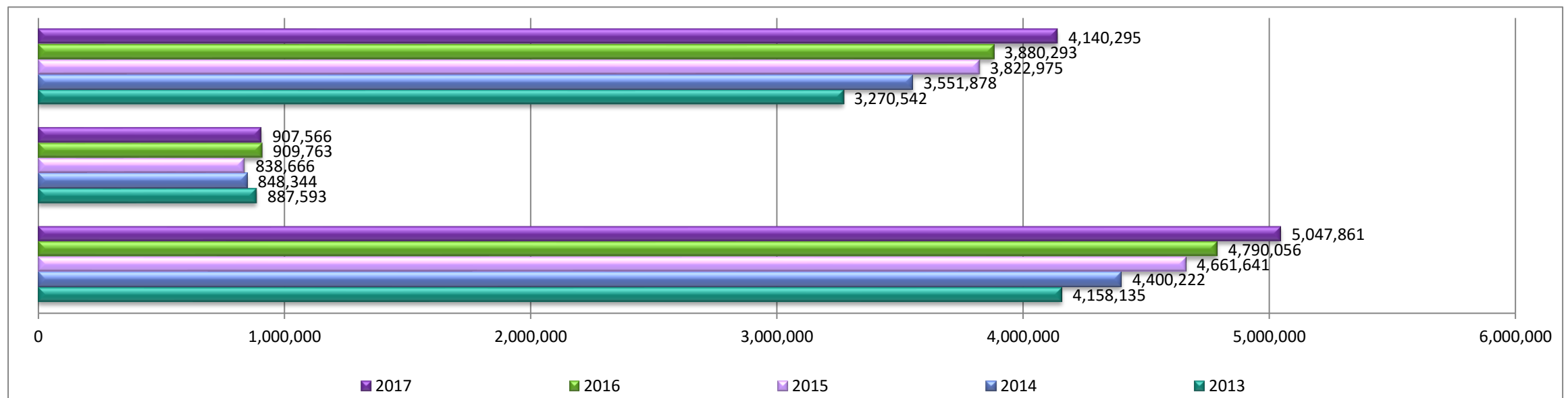
### DICIEMBRE

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
<b>TOTAL</b>	<b>365,423</b>	100.00%	<b>379,884</b>	100.00%	<b>380,405</b>	100.00%	<b>417,767</b>	100.00%	<b>417,939</b>	100.00%	<b>14.37%</b>	<b>10.02%</b>	<b>9.87%</b>	<b>0.04%</b>
<b>NACIONALES</b>	61,941	16.95%	61,204	16.11%	59,419	15.62%	72,362	17.32%	75,503	18.07%	<b>21.90%</b>	<b>23.36%</b>	<b>27.07%</b>	<b>4.34%</b>
<b>EXTRANJEROS</b>	303,482	83.05%	318,680	83.89%	320,986	84.38%	345,405	82.68%	342,436	81.93%	<b>12.84%</b>	<b>7.45%</b>	<b>6.68%</b>	<b>-0.86%</b>



### ENERO - DICIEMBRE

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
<b>TOTAL</b>	<b>4,158,135</b>	100.00%	<b>4,400,222</b>	100.00%	<b>4,661,641</b>	100.00%	<b>4,790,056</b>	100.00%	<b>5,047,861</b>	100.00%	<b>21.40%</b>	<b>14.72%</b>	<b>8.29%</b>	<b>5.38%</b>
<b>NACIONALES</b>	887,593	21.35%	848,344	19.28%	838,666	17.99%	909,763	18.99%	907,566	17.98%	<b>2.25%</b>	<b>6.98%</b>	<b>8.22%</b>	<b>-0.24%</b>
<b>EXTRANJEROS</b>	3,270,542	78.65%	3,551,878	80.72%	3,822,975	82.01%	3,880,293	81.01%	4,140,295	82.02%	<b>26.59%</b>	<b>16.57%</b>	<b>8.30%</b>	<b>6.70%</b>



PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
DICIEMBRE 2017

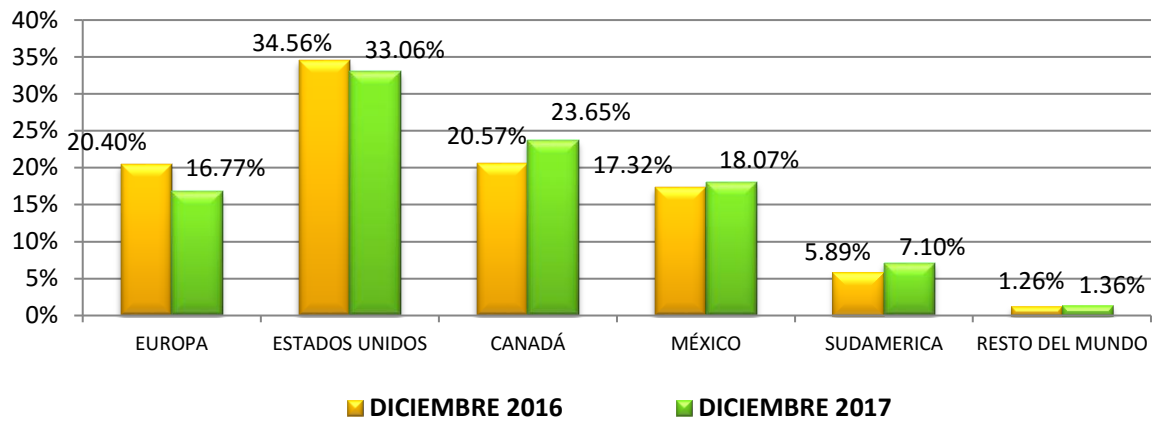
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	98,839	23.65	Bahamas	3	0.00	Alemania	12,895	3.09
Estados Unidos	138,166	33.06	Bermudas	5	0.00	Austria	648	0.16
México	75,503	18.07	Cuba	11	0.00	Bélgica	2,081	0.50
<b>SUMA</b>	<b>312,508</b>	<b>74.77</b>	Curacao	0	0.00	Bulgaria	108	0.03
			Haiti	0	0.00	Dinamarca	203	0.05
			Jamaica	18	0.00	España	9,348	2.24
			Puerto Rico	13	0.00	Finlandia	507	0.12
			Rep. Dominicana	126	0.03	Francia	5,128	1.23
			Otros	88	0.02	Gran Bretaña	13,433	3.21
			<b>SUMA</b>	<b>264</b>	<b>0.06</b>	Grecia	52	0.01
						Holanda	3,536	0.85
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>					
Belice	3	0.00	Australia	532	0.13	Hungría	150	0.04
Costa Rica	183	0.04	Nueva Zelanda	56	0.01	Irlanda	110	0.03
El Salvador	65	0.02	Otros	23	0.01	Islandia	77	0.02
Guatemala	270	0.06	<b>SUMA</b>	<b>611</b>	<b>0.15</b>	Italia	5,620	1.34
Nicaragua	7	0.00				Luxemburgo	44	0.01
Panamá	2,041	0.49				Mónaco	322	0.08
Otros	144	0.03				Noruega	137	0.03
<b>SUMA</b>	<b>2,713</b>	<b>0.65</b>				Polonia	1,246	0.30
			<b>6.- ASIA</b>					
			Arabia	90	0.02	Portugal	527	0.13
			China	484	0.12	Rep. Checa	463	0.11
			Corea	218	0.05	Rumania	119	0.03
			Filipinas	21	0.01	Rusia	2,889	0.69
			India	402	0.10	Slovenia	183	0.04
			Israel	110	0.03	Suecia	3,715	0.89
			Japón	232	0.06	Suiza	1,428	0.34
			Paquistán	0	0.00	Otros	5,133	1.23
			Turquia	25	0.01	<b>SUMA</b>	<b>70,102</b>	<b>16.77</b>
			Otros	232	0.06			
			<b>SUMA</b>	<b>1,814</b>	<b>0.43</b>	<b>GRAN TOTAL</b>		
							<b>417,939</b>	<b>100.00</b>
<b>3.- SUDAMERICA</b>			<b>7.- AFRICA</b>					
Argentina	19,509	4.67	Argelia	2	0.00			
Bolivia	224	0.05	Egipto	15	0.00			
Brasil	2,534	0.61	Sudáfrica	80	0.02			
Chile	3,078	0.74	Otros	173	0.04			
Colombia	1,657	0.40	<b>SUMA</b>	<b>270</b>	<b>0.06</b>			
Ecuador	126	0.03						
Paraguay	306	0.07						
Perú	1,224	0.29						
Uruguay	662	0.16						
Venezuela	214	0.05						
Otros	123	0.03						
<b>SUMA</b>	<b>29,657</b>	<b>7.10</b>						

PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
ENERO - DICIEMBRE 2017

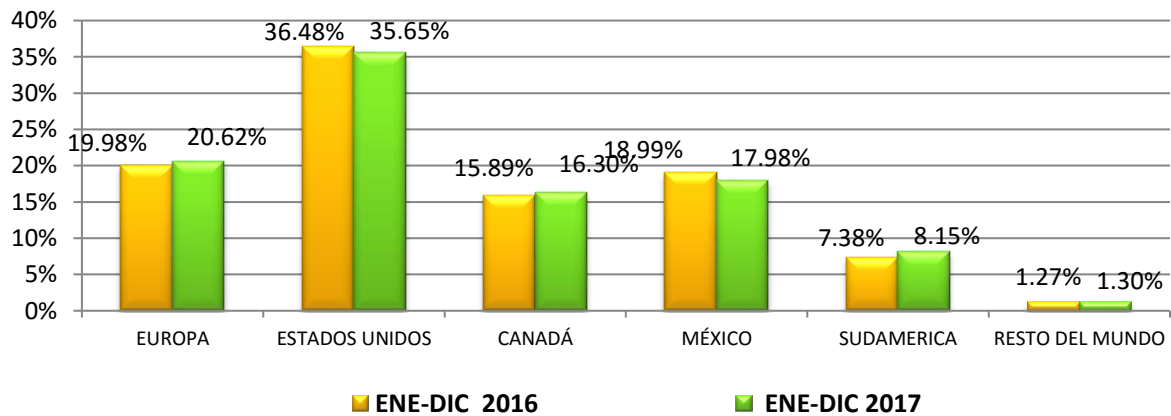
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	822,549	16.30	Bahamas	66	0.00	Alemania	174,438	3.46
Estados Unidos	1,799,752	35.65	Bermudas	146	0.00	Austria	6,380	0.13
México	907,566	17.98	Cuba	1,022	0.02	Bélgica	23,560	0.47
<b>SUMA</b>	<b>3,529,867</b>	<b>69.93</b>	Curacao	0	0.00	Bulgaria	677	0.01
<b>2.- CENTRO AMERICA</b>			Haiti	86	0.00	Dinamarca	2,172	0.04
Belice	733	0.01	Jamaica	342	0.01	España	183,601	3.64
Costa Rica	2,053	0.04	Puerto Rico	3,019	0.06	Finlandia	1,385	0.03
El Salvador	799	0.02	Rep. Dominicana	2,000	0.04	Francia	73,312	1.45
Guatemala	2,161	0.04	Otros	1,171	0.02	Gran Bretaña	301,665	5.98
Nicaragua	247	0.00	<b>SUMA</b>	<b>7,852</b>	<b>0.16</b>	Grecia	551	0.01
Panamá	21,225	0.42	<b>5.-OCEANIA</b>			Holanda	39,739	0.79
Otros	2,446	0.05	Australia	6,967	0.14	Hungría	674	0.01
<b>SUMA</b>	<b>29,664</b>	<b>0.59</b>	Nueva Zelanda	602	0.01	Irlanda	2,602	0.05
<b>3.- SUDAMERICA</b>			Otros	84	0.00	Islandia	440	0.01
Argentina	242,154	4.80	<b>SUMA</b>	<b>7,653</b>	<b>0.15</b>	Italia	88,992	1.76
Bolivia	4,028	0.08	<b>6.- ASIA</b>			Luxemburgo	862	0.02
Brasil	25,385	0.50	Arabia	827	0.02	Mónaco	454	0.01
Chile	60,652	1.20	China	2,629	0.05	Noruega	2,696	0.05
Colombia	21,149	0.42	Corea	2,678	0.05	Polonia	12,315	0.24
Ecuador	2,671	0.05	Filipinas	299	0.01	Portugal	18,382	0.36
Paraguay	2,939	0.06	India	1,266	0.03	Rep. Checa	4,582	0.09
Perú	22,357	0.44	Israel	3,449	0.07	Rumania	1,164	0.02
Uruguay	19,811	0.39	Japón	1,343	0.03	Rusia	12,197	0.24
Venezuela	5,430	0.11	Paquistán	42	0.00	Slovenia	420	0.01
Otros	4,772	0.09	Turquia	360	0.01	Suecia	16,328	0.32
<b>SUMA</b>	<b>411,348</b>	<b>8.15</b>	Otros	3,974	0.08	Suiza	15,627	0.31
<b>7.- AFRICA</b>			<b>SUMA</b>	<b>16,867</b>	<b>0.33</b>	Otros	55,692	1.10
Argelia	13	0.00	<b>8.-EUROPA</b>			<b>SUMA</b>	<b>1,040,907</b>	<b>20.62</b>
Egipto	208	0.00	<b>GRAN TOTAL</b>					
Sudáfrica	411	0.01				<b>5,047,861</b>	<b>100.00</b>	
Otros	3,071	0.06						
<b>SUMA</b>	<b>3703</b>	<b>0.07</b>						

**COMPARATIVO DE PROCEDENCIA DEL TURISMO  
POR REGIONES**

REGION	DICIEMBRE 2016		DICIEMBRE 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	85,213	20.40%	70,102	16.77%	-17.73%
ESTADOS UNIDOS	144,399	34.56%	138,166	33.06%	-4.32%
CANADÁ	85,946	20.57%	98,839	23.65%	15.00%
MÉXICO	72,362	17.32%	75,503	18.07%	4.34%
SUDAMERICA	24,590	5.89%	29,657	7.10%	20.61%
RESTO DEL MUNDO	5,257	1.26%	5,672	1.36%	7.89%
<b>SUMAS</b>	<b>417,767</b>	<b>100.00%</b>	<b>417,939</b>	<b>100.00%</b>	<b>0.04%</b>



REGION	ENE-DIC 2016		ENE-DIC 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	957,004	19.98%	1,040,907	20.62%	8.77%
ESTADOS UNIDOS	1,747,422	36.48%	1,799,752	35.65%	2.99%
CANADÁ	761,169	15.89%	822,549	16.30%	8.06%
MÉXICO	909,763	18.99%	907,566	17.98%	-0.24%
SUDAMERICA	353,682	7.38%	411,348	8.15%	16.30%
RESTO DEL MUNDO	61,016	1.27%	65,739	1.30%	7.74%
<b>SUMAS</b>	<b>4,790,056</b>	<b>100.00%</b>	<b>5,047,861</b>	<b>100.00%</b>	<b>5.38%</b>



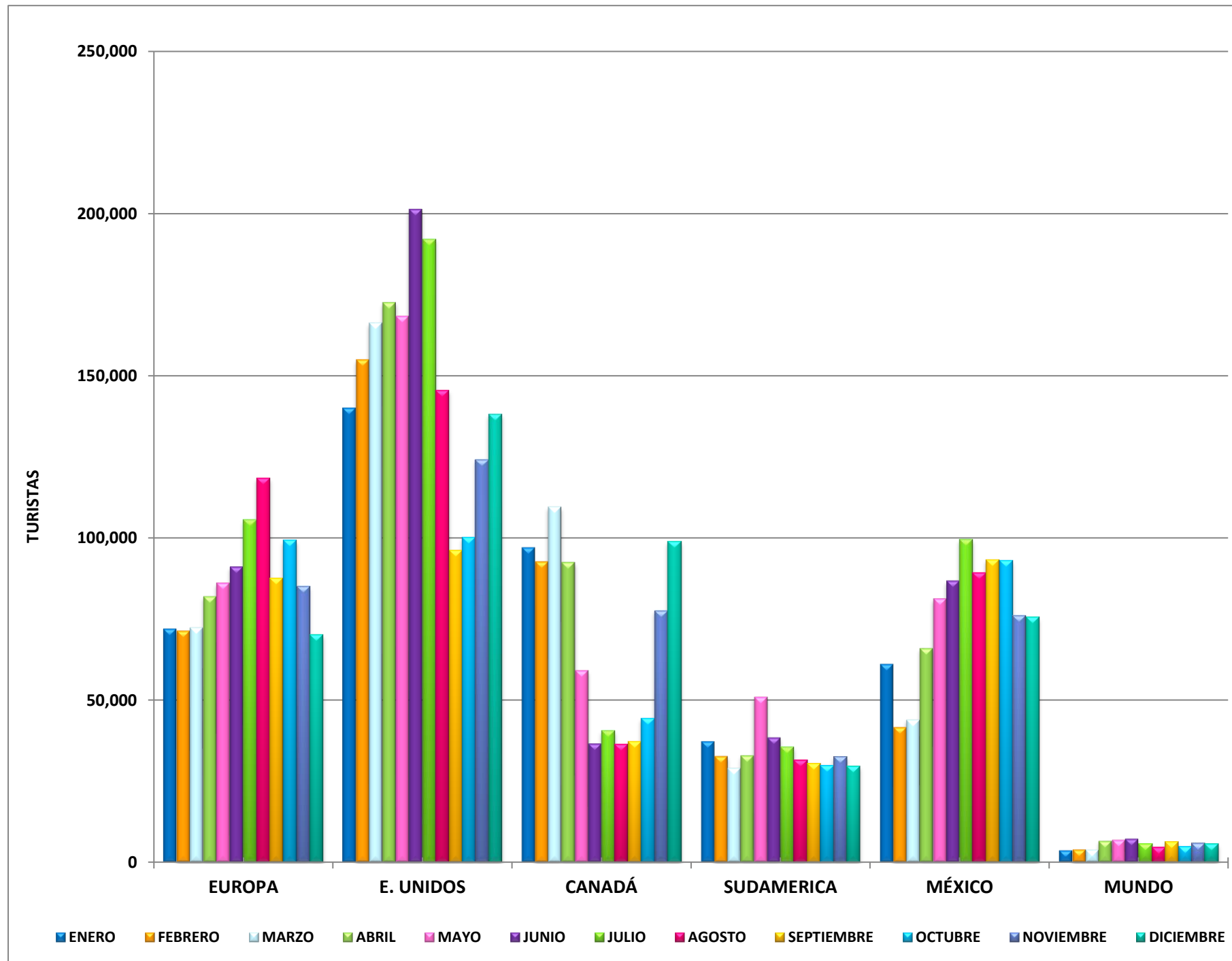
## PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2017

MES	EUROPA		E. UNIDOS		CANADÁ		SUDAMERICA		MÉXICO		MUNDO		TOTAL	
	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%
ENERO	72,013	17.5	139,973	34.0	97,003	23.6	37,306	9.1	61,096	14.9	3,715	0.9	411,106	100.0
FEBRERO	71,324	17.9	154,924	39.0	92,688	23.3	32,758	8.2	41,682	10.5	3,994	1.0	397,370	100.0
MARZO	72,342	17.0	166,267	39.1	109,571	25.8	29,073	6.8	43,942	10.3	3,902	0.9	425,097	100.0
ABRIL	81,977	18.1	172,550	38.1	92,496	20.4	32,997	7.3	66,005	14.6	6,663	1.5	452,688	100.0
MAYO	86,107	19.0	168,240	37.2	59,175	13.1	50,992	11.3	81,307	18.0	6,990	1.5	452,811	100.0
JUNIO	91,149	19.7	201,328	43.6	36,654	7.9	38,495	8.3	86,811	18.8	7,328	1.6	461,765	100.0
JULIO	105,690	22.1	192,201	40.1	40,608	8.5	35,452	7.4	99,618	20.8	5,734	1.2	479,303	100.0
AGOSTO	118,360	27.8	145,486	34.2	36,384	8.5	31,482	7.4	89,279	21.0	4,649	1.1	425,640	100.0
SEPTIEMBRE	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	85,106	21.2	124,159	30.9	77,600	19.3	32,638	8.1	75,948	18.9	5,858	1.5	401,309	100.0
DICIEMBRE	70,102	16.8	138,166	33.1	98,839	23.6	29,657	7.1	75,503	18.1	5,672	1.4	417,939	100.0

### ACUMULADO ANUAL

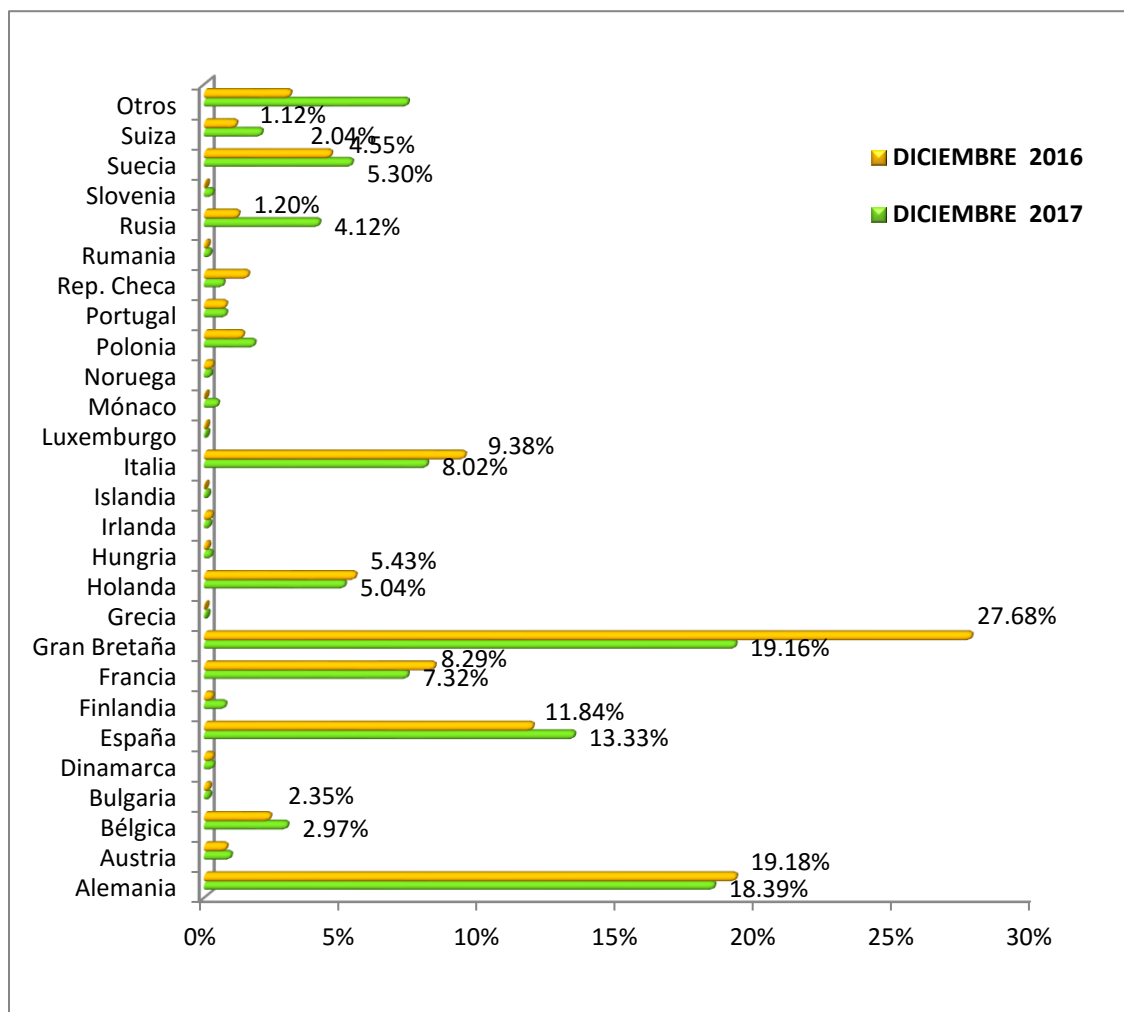
ENE-FEB	143,337	17.7	294,897	36.5	189,691	23.5	70,064	8.7	102,778	12.7	7,709	1.0	808,476	100.0
ENE-MAR	215,679	17.5	461,164	37.4	299,262	24.3	99,137	8.0	146,720	11.9	11,611	0.9	1,233,573	100.0
ENE-ABR	297,656	17.7	633,714	37.6	391,758	23.2	132,134	7.8	212,725	12.6	18,274	1.1	1,686,261	100.0
ENE-MAY	383,763	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	970,805	21.0	1,661,586	35.9	723,710	15.6	381,691	8.2	832,063	18.0	60,067	1.3	4,629,922	100.0
ENE-DIC	1,040,907	20.6	1,799,752	35.7	822,549	16.3	411,348	8.1	907,566	18.0	65,739	1.3	5,047,861	100.0

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



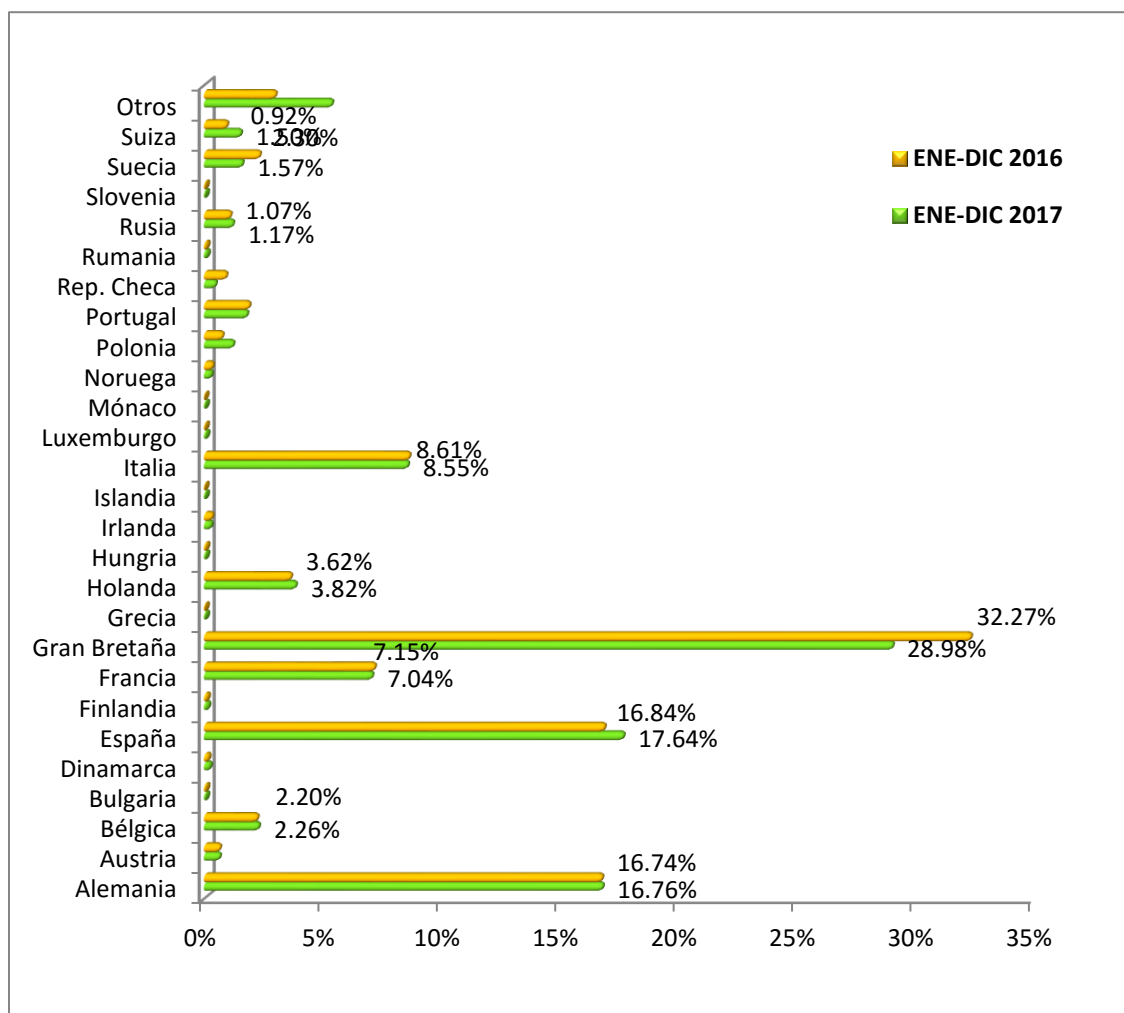
## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO DICIEMBRE 2017 VS 2016

PAIS	DICIEMBRE 2016		DICIEMBRE 2017	
	PAX	%	PAX	%
Alemania	16,345	19.18%	12,895	18.39%
Austria	655	0.77%	648	0.92%
Bélgica	1,999	2.35%	2,081	2.97%
Bulgaria	126	0.15%	108	0.15%
Dinamarca	230	0.27%	203	0.29%
España	10,085	11.84%	9,348	13.33%
Finlandia	220	0.26%	507	0.72%
Francia	7,061	8.29%	5,128	7.32%
Gran Bretaña	23,588	27.68%	13,433	19.16%
Grecia	6	0.01%	52	0.07%
Holanda	4,627	5.43%	3,536	5.04%
Hungría	95	0.11%	150	0.21%
Irlanda	199	0.23%	110	0.16%
Islandia	4	0.00%	77	0.11%
Italia	7,994	9.38%	5,620	8.02%
Luxemburgo	45	0.05%	44	0.06%
Mónaco	13	0.02%	322	0.46%
Noruega	223	0.26%	137	0.20%
Polonia	1,163	1.36%	1,246	1.78%
Portugal	639	0.75%	527	0.75%
Rep. Checa	1,317	1.55%	463	0.66%
Rumania	80	0.09%	119	0.17%
Rusia	1,023	1.20%	2,889	4.12%
Slovenia	28	0.03%	183	0.26%
Suecia	3,874	4.55%	3,715	5.30%
Suiza	954	1.12%	1,428	2.04%
Otros	2,620	3.07%	5,133	7.32%
<b>SUMA</b>	<b>85,213</b>	<b>100.00%</b>	<b>70,102</b>	<b>100.00%</b>



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

PAIS	ENE-DIC 2016		ENE-DIC 2017	
	PAX	%	PAX	%
Alemania	160,160	16.74%	174,438	16.76%
Austria	5,942	0.62%	6,380	0.61%
Bélgica	21,078	2.20%	23,560	2.26%
Bulgaria	682	0.07%	677	0.07%
Dinamarca	1,427	0.15%	2,172	0.21%
España	161,166	16.84%	183,601	17.64%
Finlandia	1,066	0.11%	1,385	0.13%
Francia	68,425	7.15%	73,312	7.04%
Gran Bretaña	308,856	32.27%	301,665	28.98%
Grecia	282	0.03%	551	0.05%
Holanda	34,609	3.62%	39,739	3.82%
Hungría	721	0.08%	674	0.06%
Irlanda	2,779	0.29%	2,602	0.25%
Islandia	112	0.01%	440	0.04%
Italia	82,403	8.61%	88,992	8.55%
Luxemburgo	352	0.04%	862	0.08%
Mónaco	45	0.00%	454	0.04%
Noruega	2,928	0.31%	2,696	0.26%
Polonia	6,986	0.73%	12,315	1.18%
Portugal	17,812	1.86%	18,382	1.77%
Rep. Checa	8,528	0.89%	4,582	0.44%
Rumania	874	0.09%	1,164	0.11%
Rusia	10,204	1.07%	12,197	1.17%
Slovenia	358	0.04%	420	0.04%
Suecia	22,007	2.30%	16,328	1.57%
Suiza	8,805	0.92%	15,627	1.50%
Otros	28,397	2.97%	55,692	5.35%
<b>SUMA</b>	<b>957,004</b>	<b>100.00%</b>	<b>1,040,907</b>	<b>100.00%</b>





DESGLOSE DE PROCEDENCIA GEOGRAFICA  
DEL TURISMO EUROPEO  
PRIMER SEMESTRE 2017

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

DESGLOSE DE PROCEDENCIA GEOGRAFICA  
DEL TURISMO EUROPEO  
SEGUNDO SEMESTRE 2017

PAIS	JUL 2017		AGO 2017		SEP 2017		OCT 2017		NOV 2017		DIC 2017		Acumulado	
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%
Alemania	12,675	11.99%	13,065	11.04%	11,827	13.51%	15,879	16.00%	19,485	22.89%	12,895	18.39%	174,438	16.76%
Austria	604	0.57%	510	0.43%	212	0.24%	459	0.46%	479	0.56%	648	0.92%	6,380	0.61%
Bélgica	3,043	2.88%	2,442	2.06%	1,497	1.71%	1,838	1.85%	1,931	2.27%	2,081	2.97%	23,560	2.26%
Bulgaria	32	0.03%	12	0.01%	9	0.01%	12	0.01%	53	0.06%	108	0.15%	677	0.07%
Dinamarca	368	0.35%	58	0.05%	84	0.10%	106	0.11%	93	0.11%	203	0.29%	2,172	0.21%
España	27,479	26.00%	32,646	27.58%	18,855	21.54%	21,191	21.36%	8,976	10.55%	9,348	13.33%	183,601	17.64%
Finlandia	55	0.05%	5	0.00%	41	0.05%	70	0.07%	65	0.08%	507	0.72%	1,385	0.13%
Francia	3,683	3.48%	7,928	6.70%	3,570	4.08%	5,915	5.96%	5,721	6.72%	5,128	7.32%	73,312	7.04%
Gran Bretaña	35,782	33.86%	32,916	27.81%	32,626	37.28%	31,592	31.84%	24,612	28.92%	13,433	19.16%	301,665	28.98%
Grecia	27	0.03%	22	0.02%	23	0.03%	15	0.02%	135	0.16%	52	0.07%	551	0.05%
Holanda	3,113	2.95%	3,572	3.02%	2,628	3.00%	4,424	4.46%	3,465	4.07%	3,536	5.04%	39,739	3.82%
Hungría	40	0.04%	25	0.02%	20	0.02%	55	0.06%	14	0.02%	150	0.21%	674	0.06%
Irlanda	382	0.36%	218	0.18%	328	0.37%	169	0.17%	195	0.23%	110	0.16%	2,602	0.25%
Islandia	0	0.00%	51	0.04%	17	0.02%	7	0.01%	22	0.03%	77	0.11%	440	0.04%
Italia	7,192	6.80%	14,540	12.28%	5,767	6.59%	6,118	6.17%	6,602	7.76%	5,620	8.02%	88,992	8.55%
Luxemburgo	48	0.05%	39	0.03%	122	0.14%	39	0.04%	26	0.03%	44	0.06%	862	0.08%
Mónaco	32	0.03%	0	0.00%	5	0.01%	0	0.00%	8	0.01%	322	0.46%	454	0.04%
Noruega	356	0.34%	267	0.23%	218	0.25%	35	0.04%	195	0.23%	137	0.20%	2,696	0.26%
Polonia	1,191	1.13%	1,125	0.95%	995	1.14%	975	0.98%	1,124	1.32%	1,246	1.78%	12,315	1.18%
Portugal	1,798	1.70%	3,323	2.81%	2,522	2.88%	2,015	2.03%	734	0.86%	527	0.75%	18,382	1.77%
Rep. Checa	85	0.08%	138	0.12%	84	0.10%	67	0.07%	375	0.44%	463	0.66%	4,582	0.44%
Rumania	47	0.04%	121	0.10%	100	0.11%	57	0.06%	155	0.18%	119	0.17%	1,164	0.11%
Rusia	402	0.38%	460	0.39%	491	0.56%	1,119	1.13%	1,974	2.32%	2,889	4.12%	12,197	1.17%
Slovenia	32	0.03%	8	0.01%	11	0.01%	20	0.02%	8	0.01%	183	0.26%	420	0.04%
Suecia	151	0.14%	58	0.05%	81	0.09%	186	0.19%	1,475	1.73%	3,715	5.30%	16,328	1.57%
Suiza	2,202	2.08%	1,139	0.96%	966	1.10%	1,312	1.32%	1,618	1.90%	1,428	2.04%	15,627	1.50%
Otros	4,871	4.61%	3,672	3.10%	4,423	5.05%	5,540	5.58%	5,566	6.54%	5,133	7.32%	55,692	5.35%
<b>SUMA</b>	<b>105,690</b>	<b>100.00%</b>	<b>118,360</b>	<b>100.00%</b>	<b>87,522</b>	<b>100.00%</b>	<b>99,215</b>	<b>100.00%</b>	<b>85,106</b>	<b>100.00%</b>	<b>70,102</b>	<b>100.00%</b>	<b>1,040,907</b>	<b>100.00%</b>

PRINCIPALES MERCADOS  
PARA LA RIVIERA MAYA  
PRIMER SEMESTRE AÑO 2017

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

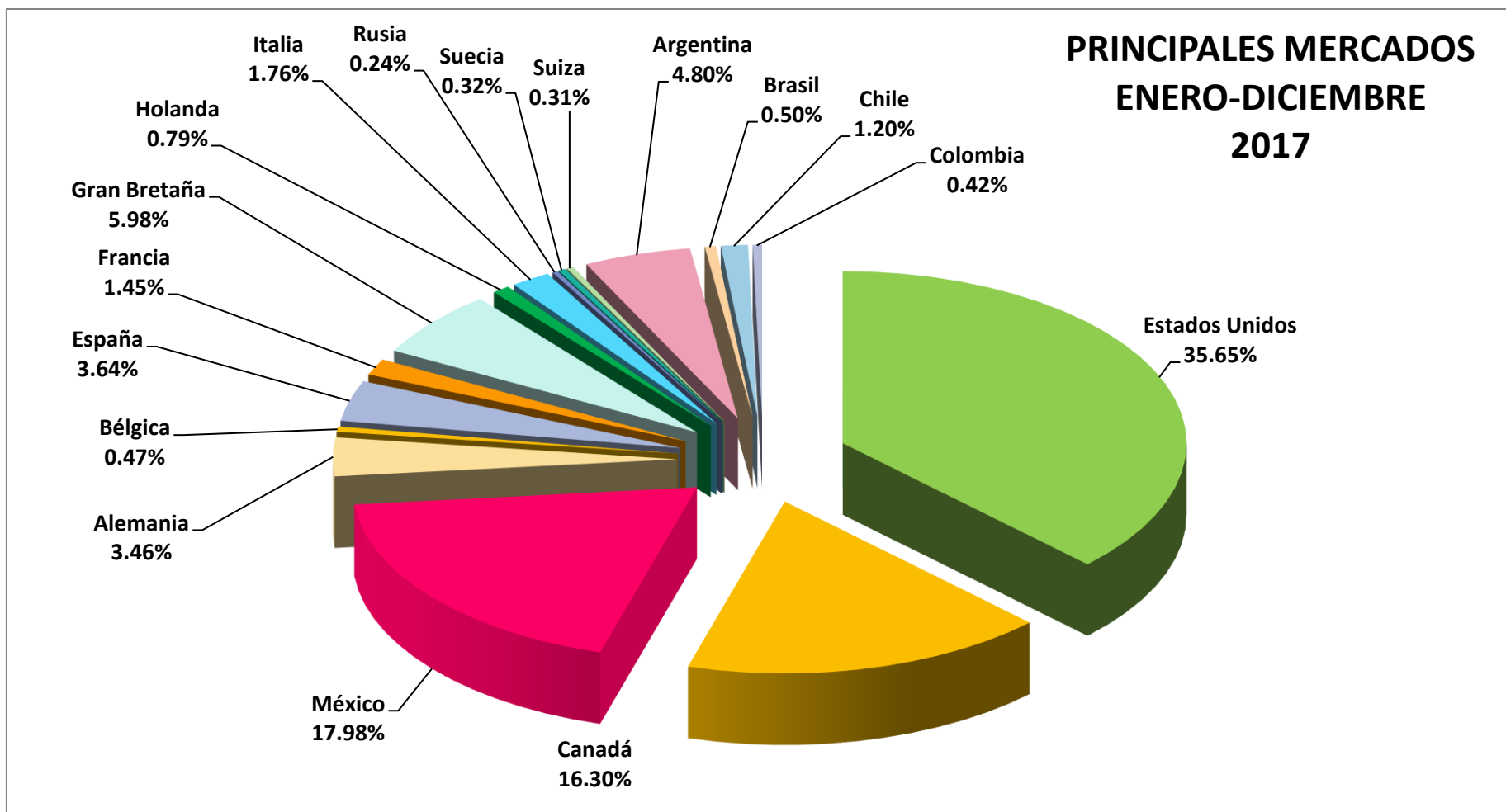
Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

PRINCIPALES MERCADOS  
PARA LA RIVIERA MAYA  
SEGUNDO SEMESTRE AÑO 2017

PAIS	JUL 2017		AGO 2017		SEP 2017		OCT 2017		NOV 2017		DIC 2017		Acumulado		Posición 2016	Posición 2017
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	192,201	40.10%	145,486	34.18%	96,235	27.40%	100,223	26.97%	124,159	30.94%	138,166	33.06%	1,799,752	35.65%	1	1
2 Canadá	40,608	8.47%	36,384	8.55%	37,235	10.60%	44,296	11.92%	77,600	19.34%	98,839	23.65%	822,549	16.30%	3	3
3 México	99,618	20.78%	89,279	20.98%	93,279	26.56%	93,096	25.05%	75,948	18.93%	75,503	18.07%	907,566	17.98%	2	2
4 Alemania	12,675	2.64%	13,065	3.07%	11,827	3.37%	15,879	4.27%	19,485	4.86%	12,895	3.09%	174,438	3.46%	7	7
5 Bélgica	3,043	0.63%	2,442	0.57%	1,497	0.43%	1,838	0.49%	1,931	0.48%	2,081	0.50%	23,560	0.47%	14	13
6 España	27,479	5.73%	32,646	7.67%	18,855	5.37%	21,191	5.70%	8,976	2.24%	9,348	2.24%	183,601	3.64%	6	6
7 Francia	3,683	0.77%	7,928	1.86%	3,570	1.02%	5,915	1.59%	5,721	1.43%	5,128	1.23%	73,312	1.45%	9	9
8 Gran Bretaña	35,782	7.47%	32,916	7.73%	32,626	9.29%	31,592	8.50%	24,612	6.13%	13,433	3.21%	301,665	5.98%	4	4
9 Holanda	3,113	0.65%	3,572	0.84%	2,628	0.75%	4,424	1.19%	3,465	0.86%	3,536	0.85%	39,739	0.79%	11	11
10 Italia	7,192	1.50%	14,540	3.42%	5,767	1.64%	6,118	1.65%	6,602	1.65%	5,620	1.34%	88,992	1.76%	8	8
11 Rusia	402	0.08%	460	0.11%	491	0.14%	1,119	0.30%	1,974	0.49%	2,889	0.69%	12,197	0.24%	16	17
12 Suecia	151	0.03%	58	0.01%	81	0.02%	186	0.05%	1,475	0.37%	3,715	0.89%	16,328	0.32%	13	15
13 Suiza	2,202	0.46%	1,139	0.27%	966	0.28%	1,312	0.35%	1,618	0.40%	1,428	0.34%	15,627	0.31%	17	16
14 Argentina	19,406	4.05%	14,922	3.51%	15,130	4.31%	14,078	3.79%	18,207	4.54%	19,509	4.67%	242,154	4.80%	5	5
15 Brasil	3,078	0.64%	1,324	0.31%	2,115	0.60%	2,218	0.60%	5,316	1.32%	2,534	0.61%	25,385	0.50%	15	12
16 Chile	5,536	1.16%	4,984	1.17%	5,502	1.57%	5,744	1.55%	4,443	1.11%	3,078	0.74%	60,652	1.20%	10	10
17 Colombia	2,017	0.42%	2,720	0.64%	1,861	0.53%	2,481	0.67%	1,478	0.37%	1,657	0.40%	21,149	0.42%	12	14
Resto del mundo	21,117	4.41%	21,775	5.12%	21,531	6.13%	19,927	5.36%	18,299	4.56%	18,580	4.45%	239,195	4.74%		
<b>AFLUENCIA</b>	<b>479,303</b>	<b>100.00%</b>	<b>425,640</b>	<b>100.00%</b>	<b>351,196</b>	<b>100.00%</b>	<b>371,637</b>	<b>100.00%</b>	<b>401,309</b>	<b>100.00%</b>	<b>417,939</b>	<b>100.00%</b>	<b>5,047,861</b>	<b>100.00%</b>		

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

# PRINCIPALES MERCADOS ENERO - DICIEMBRE 2017



Nota: Los principales mercados para Riviera Maya de Enero representan el 95.48% del total de turistas que visitaron el destino.

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

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

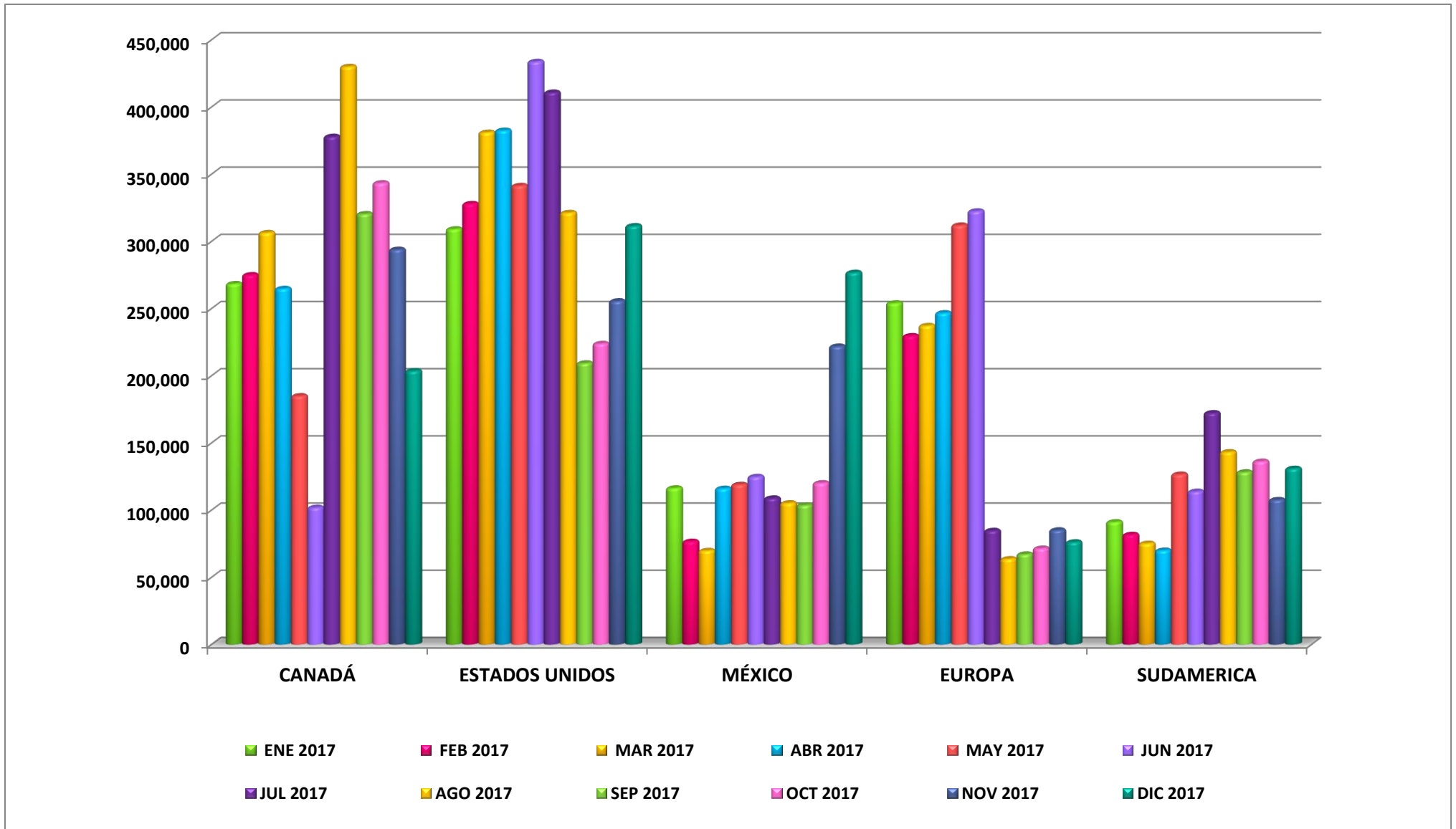
Nota: En esta tabla sólo están considerados los principales mercados, por lo que está calculado en base a la afluencia de los mismos.

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

PAÍS	JUL 2017		AGO 2017		SEP 2017		OCT 2017		NOV 2017		DIC 2017		Acumulado	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
<b>NORTE AMERICA</b>														
CANADÁ	108,796	9.4%	105,210	9.9%	103,637	12.5%	120,153	13.4%	221,807	23.0%	276,749	27.7%	2,337,603	19.1%
ESTADOS UNIDOS	410,830	35.6%	321,282	30.2%	209,311	25.3%	223,831	25.0%	255,561	26.5%	311,449	31.2%	3,907,888	31.9%
MÉXICO	172,256	14.9%	143,218	13.5%	128,260	15.5%	136,153	15.2%	107,593	11.2%	130,872	13.1%	1,440,799	11.7%
<b>SUMA</b>	<b>691,882</b>	<b>59.9%</b>	<b>569,710</b>	<b>53.6%</b>	<b>441,208</b>	<b>53.2%</b>	<b>480,137</b>	<b>53.6%</b>	<b>584,961</b>	<b>60.7%</b>	<b>719,070</b>	<b>72.0%</b>	<b>7,686,290</b>	<b>62.7%</b>
<b>EUROPA</b>														
ALEMANIA	52,496	4.5%	53,403	5.0%	47,604	5.7%	61,597	6.9%	77,047	8.0%	50,291	5.0%	681,100	5.6%
BÉLGICA	11,601	1.0%	11,488	1.1%	7,048	0.9%	6,341	0.7%	6,807	0.7%	7,318	0.7%	89,812	0.7%
ESPAÑA	76,598	6.6%	94,673	8.9%	54,994	6.6%	56,686	6.3%	26,479	2.7%	2,551	0.3%	489,104	4.0%
FRANCIA	13,520	1.2%	34,190	3.2%	10,189	1.2%	19,322	2.2%	18,498	1.9%	15,256	1.5%	252,685	2.1%
GRAN BRETAÑA	178,612	15.5%	164,991	15.5%	163,130	19.7%	156,644	17.5%	114,959	11.9%	69,460	7.0%	1,458,973	11.9%
HOLANDA	12,491	1.1%	14,095	1.3%	11,333	1.4%	15,208	1.7%	14,048	1.5%	12,715	1.3%	149,244	1.2%
ITALIA	23,254	2.0%	50,466	4.7%	20,016	2.4%	18,940	2.1%	20,384	2.1%	16,251	1.6%	285,799	2.3%
RUSIA	1,307	0.1%	1,702	0.2%	1,817	0.2%	3,567	0.4%	6,325	0.7%	8,390	0.8%	39,409	0.3%
SUECIA	755	0.1%	176	0.0%	236	0.0%	469	0.1%	4,112	0.4%	16,005	1.6%	69,166	0.6%
SUIZA	7,312	0.6%	4,812	0.5%	4,025	0.5%	4,587	0.5%	5,225	0.5%	5,319	0.5%	55,618	0.5%
<b>SUMA</b>	<b>377,946</b>	<b>32.7%</b>	<b>429,996</b>	<b>40.4%</b>	<b>320,392</b>	<b>38.7%</b>	<b>343,361</b>	<b>38.4%</b>	<b>293,884</b>	<b>30.5%</b>	<b>203,556</b>	<b>20.4%</b>	<b>3,570,910</b>	<b>29.1%</b>
<b>SUDAMERICA</b>														
ARGENTINA	56,277	4.9%	42,279	4.0%	45,327	5.5%	41,647	4.7%	52,269	5.4%	55,926	5.6%	725,056	5.9%
BRASIL	10,991	1.0%	3,365	0.3%	4,380	0.5%	8,622	1.0%	18,451	1.9%	7,391	0.7%	80,100	0.7%
CHILE	13,263	1.1%	12,834	1.2%	13,847	1.7%	16,059	1.8%	12,033	1.2%	9,042	0.9%	158,587	1.3%
COLOMBIA	4,135	0.4%	5,157	0.5%	3,590	0.4%	5,127	0.6%	2,297	0.2%	3,804	0.4%	42,602	0.3%
<b>SUMA</b>	<b>84,666</b>	<b>7.3%</b>	<b>63,635</b>	<b>6.0%</b>	<b>67,144</b>	<b>8.1%</b>	<b>71,455</b>	<b>8.0%</b>	<b>85,050</b>	<b>8.8%</b>	<b>76,163</b>	<b>7.6%</b>	<b>1,006,345</b>	<b>8.2%</b>
<b>TOTAL PRIN. MDOS.</b>	<b>1,154,494</b>	<b>100.00%</b>	<b>1,063,341</b>	<b>100.00%</b>	<b>828,744</b>	<b>100.00%</b>	<b>894,953</b>	<b>100.00%</b>	<b>963,895</b>	<b>100.00%</b>	<b>998,789</b>	<b>100.00%</b>	<b>12,263,545</b>	<b>100.00%</b>
<b>TOTAL DESTINO</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>
	<b>1,250,019</b>	<b>92.36%</b>	<b>1,144,729</b>	<b>92.89%</b>	<b>973,742</b>	<b>85.11%</b>	<b>1,009,075</b>	<b>88.69%</b>	<b>1,104,797</b>	<b>87.25%</b>	<b>1,161,552</b>	<b>85.99%</b>	<b>13,690,013</b>	<b>89.58%</b>

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

## GRAFICA PRODUCCIÓN CUARTOS NOCHE POR REGIONES DESGLOSE MENSUAL 2017





REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
<b>NORTE AMERICA</b>						
Canadá	85,946	20.57%	98,839	23.65%	12,893	15.00%
Estados Unidos	144,399	34.56%	138,166	33.06%	-6,233	-4.32%
México	72,362	17.32%	75,503	18.07%	3,141	4.34%
<b>SUMA</b>	<b>302,707</b>	<b>72.46%</b>	<b>312,508</b>	<b>74.77%</b>	<b>9,801</b>	<b>3.24%</b>
<b>CENTRO AMERICA</b>						
Belice	10	0.00%	3	0.00%	-7	-70.00%
Costa Rica	261	0.06%	183	0.04%	-78	-29.89%
El Salvador	76	0.02%	65	0.02%	-11	-14.47%
Guatemala	279	0.07%	270	0.06%	-9	-3.23%
Nicaragua	6	0.00%	7	0.00%	1	16.67%
Panamá	1,733	0.41%	2,041	0.49%	308	17.77%
Otros	338	0.08%	144	0.03%	-194	-57.40%
<b>SUMA</b>	<b>2,703</b>	<b>0.65%</b>	<b>2,713</b>	<b>0.65%</b>	<b>10</b>	<b>0.37%</b>
<b>CARIBE</b>						
Bahamas	12	0.00%	3	0.00%	-9	-75.00%
Bermudas	7	0.00%	5	0.00%	-2	-28.57%
Cuba	33	0.01%	11	0.00%	-22	-66.67%
Curacao	13	0.00%	0	0.00%	-13	-100.00%
Haiti	6	0.00%	0	0.00%	-6	-100.00%
Jamaica	49	0.01%	18	0.00%	-31	-63.27%
Puerto Rico	85	0.02%	13	0.00%	-72	-84.71%
Rep. Dominicana	149	0.04%	126	0.03%	-23	-15.44%
Otros	33	0.01%	88	0.02%	55	166.67%
<b>SUMA</b>	<b>387</b>	<b>0.09%</b>	<b>264</b>	<b>0.06%</b>	<b>-123</b>	<b>-31.78%</b>
<b>SUDAMERICA</b>						
Argentina	12,843	3.07%	19,509	4.67%	6,666	51.90%
Bolivia	417	0.10%	224	0.05%	-193	-46.28%
Brasil	1,745	0.42%	2,534	0.61%	789	45.21%
Chile	3,759	0.90%	3,078	0.74%	-681	-18.12%
Colombia	2,261	0.54%	1,657	0.40%	-604	-26.71%
Ecuador	291	0.07%	126	0.03%	-165	-56.70%
Paraguay	192	0.05%	306	0.07%	114	59.38%
Peru	1,264	0.30%	1,224	0.29%	-40	-3.16%
Uruguay	646	0.15%	662	0.16%	16	2.48%
Venezuela	377	0.09%	214	0.05%	-163	-43.24%
Otros	795	0.19%	123	0.03%	-672	-84.53%
<b>SUMA</b>	<b>24,590</b>	<b>5.89%</b>	<b>29,657</b>	<b>7.10%</b>	<b>5,067</b>	<b>20.61%</b>
<b>OCEANIA</b>						
Australia	509	0.12%	532	0.13%	23	4.52%
Nueva Zelanda	56	0.01%	56	0.01%	0	0.00%
Otros	3	0.00%	23	0.01%	20	666.67%
<b>SUMA</b>	<b>568</b>	<b>0.14%</b>	<b>611</b>	<b>0.15%</b>	<b>43</b>	<b>7.57%</b>
<b>AFRICA</b>						
Argelia	0	0.00%	2	0.00%	2	#iDIV/0!
Egipto	1	0.00%	15	0.00%	14	1400.00%
Sudáfrica	36	0.01%	80	0.02%	44	122.22%
Otros	281	0.07%	173	0.04%	-108	-38.43%
<b>SUMA</b>	<b>318</b>	<b>0.08%</b>	<b>270</b>	<b>0.06%</b>	<b>-48</b>	<b>-15.09%</b>

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
<b>ASIA</b>						
Arabia	39	0.01%	90	0.02%	51	130.77%
China	267	0.06%	484	0.12%	217	81.27%
Corea	250	0.06%	218	0.05%	-32	-12.80%
Filipinas	19	0.00%	21	0.01%	2	10.53%
India	88	0.02%	402	0.10%	314	356.82%
Israel	138	0.03%	110	0.03%	-28	-20.29%
Japón	105	0.03%	232	0.06%	127	120.95%
Paquistán	0	0.00%	0	0.00%	0	#¡DIV/0!
Turquía	33	0.01%	25	0.01%	-8	-24.24%
Otros	342	0.08%	232	0.06%	-110	-32.16%
<b>SUMA</b>	<b>1,281</b>	<b>0.31%</b>	<b>1,814</b>	<b>0.43%</b>	<b>533</b>	<b>41.61%</b>

<b>EUROPA</b>						
Alemania	16,345	3.91%	12,895	3.09%	-3,450	-21.11%
Austria	655	0.16%	648	0.16%	-7	-1.07%
Bélgica	1,999	0.48%	2,081	0.50%	82	4.10%
Bulgaria	126	0.03%	108	0.03%	-18	-14.29%
Dinamarca	230	0.06%	203	0.05%	-27	-11.74%
España	10,085	2.41%	9,348	2.24%	-737	-7.31%
Finlandia	220	0.05%	507	0.12%	287	130.45%
Francia	7,061	1.69%	5,128	1.23%	-1,933	-27.38%
Gran Bretaña	23,588	5.65%	13,433	3.21%	-10,155	-43.05%
Grecia	6	0.00%	52	0.01%	46	766.67%
Holanda	4,627	1.11%	3,536	0.85%	-1,091	-23.58%
Hungría	95	0.02%	150	0.04%	55	57.89%
Irlanda	199	0.05%	110	0.03%	-89	-44.72%
Islandia	4	0.00%	77	0.02%	73	1825.00%
Italia	7,994	1.91%	5,620	1.34%	-2,374	-29.70%
Luxemburgo	45	0.01%	44	0.01%	-1	-2.22%
Mónaco	13	0.00%	322	0.08%	309	2376.92%
Noruega	223	0.05%	137	0.03%	-86	-38.57%
Polonia	1,163	0.28%	1,246	0.30%	83	7.14%
Portugal	639	0.15%	527	0.13%	-112	-17.53%
Rep. Checa	1,317	0.32%	463	0.11%	-854	-64.84%
Rumanía	80	0.02%	119	0.03%	39	48.75%
Rusia	1,023	0.24%	2,889	0.69%	1,866	182.40%
Slovenia	28	0.01%	183	0.04%	155	553.57%
Suecia	3,874	0.93%	3,715	0.89%	-159	-4.10%
Suiza	954	0.23%	1,428	0.34%	474	49.69%
Otros	2,620	0.63%	5,133	1.23%	2,513	95.92%
<b>SUMA</b>	<b>85,213</b>	<b>20.40%</b>	<b>70,102</b>	<b>16.77%</b>	<b>-15,111</b>	<b>-17.73%</b>

<b>TOTAL AFLUENCIA MENSUAL</b>	<b>417,767</b>	<b>100.00%</b>	<b>417,939</b>	<b>100.00%</b>	<b>172</b>	<b>0.04%</b>
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**COMPARATIVO POR PAISES DE LOS AÑOS 2017 VS 2016**  
**ENERO - DICIEMBRE**

REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
<b>NORTE AMERICA</b>						
Canadá	761,169	15.89%	822,549	16.30%	61,380	8.06%
Estados Unidos	1,747,422	36.48%	1,799,752	35.65%	52,330	2.99%
México	909,763	18.99%	907,566	17.98%	-2,197	-0.24%
<b>SUMA</b>	<b>3,418,354</b>	<b>71.36%</b>	<b>3,529,867</b>	<b>69.93%</b>	<b>111,513</b>	<b>3.26%</b>
<b>CENTRO AMERICA</b>						
Belice	907	0.02%	733	0.01%	-174	-19.18%
Costa Rica	3,109	0.06%	2,053	0.04%	-1,056	-33.97%
El Salvador	812	0.02%	799	0.02%	-13	-1.60%
Guatemala	2,238	0.05%	2,161	0.04%	-77	-3.44%
Nicaragua	141	0.00%	247	0.00%	106	75.18%
Panamá	19,420	0.41%	21,225	0.42%	1,805	9.29%
Otros	1,575	0.03%	2,446	0.05%	871	55.30%
<b>SUMA</b>	<b>28,202</b>	<b>0.59%</b>	<b>29,664</b>	<b>0.59%</b>	<b>1,462</b>	<b>5.18%</b>
<b>CARIBE</b>						
Bahamas	125	0.00%	66	0.00%	-59	-47.20%
Bermudas	115	0.00%	146	0.00%	31	26.96%
Cuba	533	0.01%	1,022	0.02%	489	91.74%
Curacao	26	0.00%	0	0.00%	-26	-100.00%
Haiti	54	0.00%	86	0.00%	32	59.26%
Jamaica	258	0.01%	342	0.01%	84	32.56%
Puerto Rico	2,037	0.04%	3,019	0.06%	982	48.21%
Rep. Dominicana	2,242	0.05%	2,000	0.04%	-242	-10.79%
Otros	1,171	0.02%	1,171	0.02%	0	0.00%
<b>SUMA</b>	<b>6,561</b>	<b>0.14%</b>	<b>7,852</b>	<b>0.16%</b>	<b>1,291</b>	<b>19.68%</b>
<b>SUDAMERICA</b>						
Argentina	183,529	3.83%	242,154	4.80%	58,625	31.94%
Bolivia	2,017	0.04%	4,028	0.08%	2,011	99.70%
Brasil	16,983	0.35%	25,385	0.50%	8,402	49.47%
Chile	62,175	1.30%	60,652	1.20%	-1,523	-2.45%
Colombia	25,063	0.52%	21,149	0.42%	-3,914	-15.62%
Ecuador	3,270	0.07%	2,671	0.05%	-599	-18.32%
Paraguay	2,727	0.06%	2,939	0.06%	212	7.77%
Peru	22,088	0.46%	22,357	0.44%	269	1.22%
Uruguay	26,441	0.55%	19,811	0.39%	-6,630	-25.07%
Venezuela	2,302	0.05%	5,430	0.11%	3,128	135.88%
Otros	7,087	0.15%	4,772	0.09%	-2,315	-32.67%
<b>SUMA</b>	<b>353,682</b>	<b>7.38%</b>	<b>411,348</b>	<b>8.15%</b>	<b>57,666</b>	<b>16.30%</b>
<b>OCEANIA</b>						
Australia	8,435	0.18%	6,967	0.14%	-1,468	-17.40%
Nueva Zelanda	463	0.01%	602	0.01%	139	30.02%
Otros	67	0.00%	84	0.00%	17	25.37%
<b>SUMA</b>	<b>8,965</b>	<b>0.19%</b>	<b>7,653</b>	<b>0.15%</b>	<b>-1,312</b>	<b>-14.63%</b>
<b>AFRICA</b>						
Argelia	10	0.00%	13	0.00%	3	30.00%
Egipto	155	0.00%	208	0.00%	53	34.19%
Sudáfrica	548	0.01%	411	0.01%	-137	-25.00%
Otros	2,821	0.06%	3,071	0.06%	250	8.86%
<b>SUMA</b>	<b>3,534</b>	<b>0.07%</b>	<b>3,703</b>	<b>0.07%</b>	<b>169</b>	<b>4.78%</b>

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
<b>ASIA</b>						
Arabia	597	0.01%	827	0.02%	230	38.53%
China	1,825	0.04%	2,629	0.05%	804	44.05%
Corea	2,605	0.05%	2,678	0.05%	73	2.80%
Filipinas	151	0.00%	299	0.01%	148	98.01%
India	981	0.02%	1,266	0.03%	285	29.05%
Israel	2,746	0.06%	3,449	0.07%	703	25.60%
Japón	1,325	0.03%	1,343	0.03%	18	1.36%
Paquistán	14	0.00%	42	0.00%	28	200.00%
Turquia	340	0.01%	360	0.01%	20	5.88%
Otros	3,170	0.07%	3,974	0.08%	804	25.36%
<b>SUMA</b>	<b>13,754</b>	<b>0.29%</b>	<b>16,867</b>	<b>0.33%</b>	<b>3,113</b>	<b>22.63%</b>

<b>EUROPA</b>						
Alemania	160,160	3.34%	174,438	3.46%	14,278	8.91%
Austria	5,942	0.12%	6,380	0.13%	438	7.37%
Bélgica	21,078	0.44%	23,560	0.47%	2,482	11.78%
Bulgaria	682	0.01%	677	0.01%	-5	-0.73%
Dinamarca	1,427	0.03%	2,172	0.04%	745	52.21%
España	161,166	3.36%	183,601	3.64%	22,435	13.92%
Finlandia	1,066	0.02%	1,385	0.03%	319	29.92%
Francia	68,425	1.43%	73,312	1.45%	4,887	7.14%
Gran Bretaña	308,856	6.45%	301,665	5.98%	-7,191	-2.33%
Grecia	282	0.01%	551	0.01%	269	95.39%
Holanda	34,609	0.72%	39,739	0.79%	5,130	14.82%
Hungría	721	0.02%	674	0.01%	-47	-6.52%
Irlanda	2,779	0.06%	2,602	0.05%	-177	-6.37%
Islandia	112	0.00%	440	0.01%	328	292.86%
Italia	82,403	1.72%	88,992	1.76%	6,589	8.00%
Luxemburgo	352	0.01%	862	0.02%	510	144.89%
Mónaco	45	0.00%	454	0.01%	409	908.89%
Noruega	2,928	0.06%	2,696	0.05%	-232	-7.92%
Polonia	6,986	0.15%	12,315	0.24%	5,329	76.28%
Portugal	17,812	0.37%	18,382	0.36%	570	3.20%
Rep. Checa	8,528	0.18%	4,582	0.09%	-3,946	-46.27%
Rumania	874	0.02%	1,164	0.02%	290	33.18%
Rusia	10,204	0.21%	12,197	0.24%	1,993	19.53%
Slovenia	358	0.01%	420	0.01%	62	17.32%
Suecia	22,007	0.46%	16,328	0.32%	-5,679	-25.81%
Suiza	8,805	0.18%	15,627	0.31%	6,822	77.48%
Otros	28,397	0.59%	55,692	1.10%	27,295	96.12%
<b>SUMA</b>	<b>957,004</b>	<b>19.98%</b>	<b>1,040,907</b>	<b>20.62%</b>	<b>83,903</b>	<b>8.77%</b>

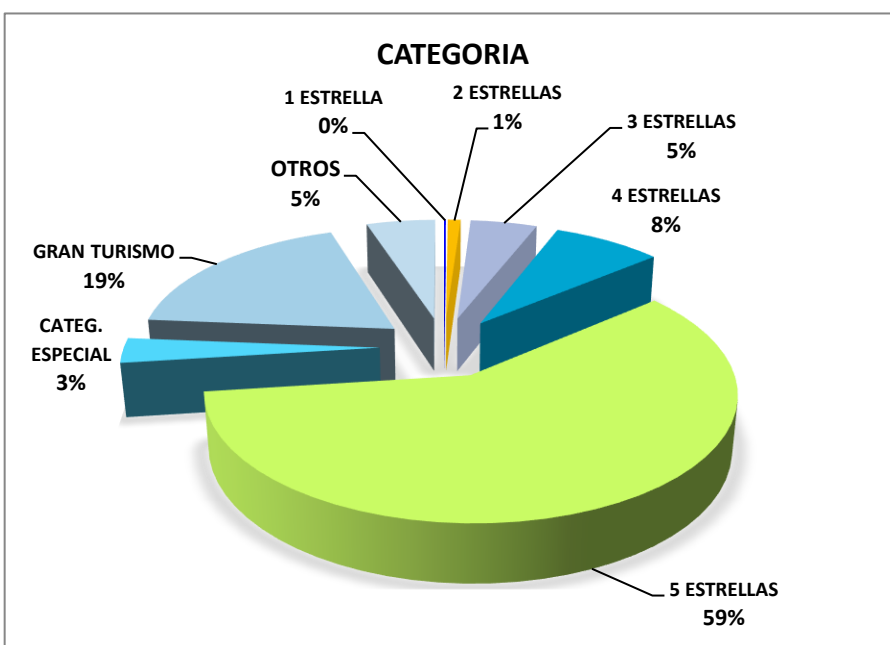
<b>TOTAL AFLUENCIA ACUMULADA</b>	<b>4,790,056</b>	<b>100.00%</b>	<b>5,047,861</b>	<b>100.00%</b>	<b>257,805</b>	<b>5.38%</b>
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HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMA BAY WELNESS RESORTS	310	4 estrellas
2 AZUL FIVES	573	5 estrellas
3 BARCELO MAYA BEACH	630	5 estrellas
4 BARCELO MAYA CARIBBEAN	414	5 estrellas
5 BARCELO MAYA COLONIAL BEACH	481	5 estrellas
6 BARCELO MAYA PALACE	756	5 estrellas
7 BARCELO MAYA TROPICAL BEACH	479	5 estrellas
8 BELAIR COLLECTION XPUHA Riviera Maya	144	Gran Turismo
9 BLUE BAY GRAND ESMERALDA	979	Gran Turismo
10 BLUE DIAMOND Riviera Maya BY BLUEBAY	128	Gran Turismo
11 CATALONIA PLAYA MAROMA	407	5 estrellas
12 CATALONIA RIVIERA MAYA	423	5 estrellas
13 CATALONIA ROYAL TULUM	288	5 estrellas
14 CATALONIA YUCATAN BEACH	205	4 estrellas
15 DORADO SEAIDE SUITES	377	Gran Turismo
16 DREAMS PUERTO AVENTURAS	305	Gran Turismo
17 DREAMS TULUM RESORT & SPA	432	5 estrellas
18 EL DORADO MAROMA	129	5 estrellas
19 EL DORADO MAROMA PALAFITOS-OVERWATER BUNGALOS	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 TRS YUCATAN	454	5 estrellas
31 GRAND RIVIERA & SUNSET PRINCESS	1,480	5 estrellas
32 GRAND SIRENIS MAYAN BEACH	456	5 estrellas
33 GRAND SIRENIS RIVIERA MAYA	504	5 estrellas
34 GRAND SLAM FLY FISHING LODGE	12	4 estrellas
35 GRAND VELAS	539	Especial
36 HACIENDA TRES RIOS	259	Gran Turismo
37 HARD ROCK Riviera Maya	1266	5 estrellas
38 HIDDEN BEACH RESORT	42	5 estrellas
39 HOTEL XCARET MEXICO	900	Gran Turismo
40 IBEROSTAR GRAN PARAISO	310	Gran Turismo
41 IBEROSTAR PARAISO BEACH	424	5 estrellas
42 IBEROSTAR PARAISO DEL MAR	388	5 estrellas
43 IBEROSTAR PARAISO LINDO	446	5 estrellas
44 IBEROSTAR PARAISO MAYA	434	Gran Turismo
45 IBEROSTAR QUETZAL	350	5 estrellas
46 IBEROSTAR TUCAN	350	5 estrellas
47 KANXUK LUXURY RESORT	9	Especial
48 KORE TULUM RETREAT WELLNESS RESORT.	94	5 estrellas
49 LIVE AQUA BOUTIQUE RESORT	60	4 estrellas
50 OASIS TULUM	310	5 estrellas
51 OCCIDENTAL ALLEGRO RESORTS	286	5 estrellas
52 OCCIDENTAL AT XCARET DESTINATION	764	5 estrellas
53 OCCIDENTAL ROYAL HIDEAWAY & SPA	201	Gran Turismo
54 OCEAN BREEZE	98	Gran Turismo
55 OCEAN MAYA ROYALE	319	5 estrellas
56 OCEAN RIVIERA PARADISE	974	5 estrellas
57 PARADISUS Playa del Carmen LA ESMERALDA	510	5 estrellas
58 PARADISUS Playa del Carmen LA PERLA	394	5 estrellas
59 PAVO REAL BEACH RESORT	112	4 estrellas
60 PLATINUM YUCATAN PRINCESS	472	5 estrellas
61 PLAYACAR PALACE	201	5 estrellas
62 RIU LA LUPITA	300	5 estrellas
63 RIU PALACE MEXICO	434	Gran Turismo
64 RIU PALACE RIVIERA MAYA	460	Especial
65 RIU PLAYACAR	388	5 estrellas
66 RIU TEQUILA	664	5 estrellas
67 RIU YUCATAN	507	5 estrellas
68 SANDOS CARACOL ECO EXPERIENCE RESORT	956	5 estrellas
69 SANDOS PLAYACAR BEACH EXPERIENCE RESORT	819	5 estrellas
70 SECREST AKUMAL RIVIERA MAYA	434	5 estrellas
71 SECRETS CAPRI RIVIERA CANCUN	291	Gran Turismo
72 SECRETS MAROMA BEACH	412	5 estrellas
73 SENSIMAR SEASIDE SUITES & SPA	194	Gran Turismo
74 THE REEF COCO BEACH	196	5 estrellas
75 THE REEF PLAYACAR	196	4 estrellas
76 THE ROYAL PLAYA DEL CARMEN	513	Gran Turismo
77 UNICO 20° 87° HOTEL RIVIERA MAYA	448	5 estrellas
78 VALENTIN IMPERIAL MAYA	540	5 estrellas
79 VIVA WYNDHAM AZTECA	335	5 estrellas
80 VIVA WYNDHAM MAYA	604	4 estrellas
<b>SUMAS</b>	<b>35,061</b>	

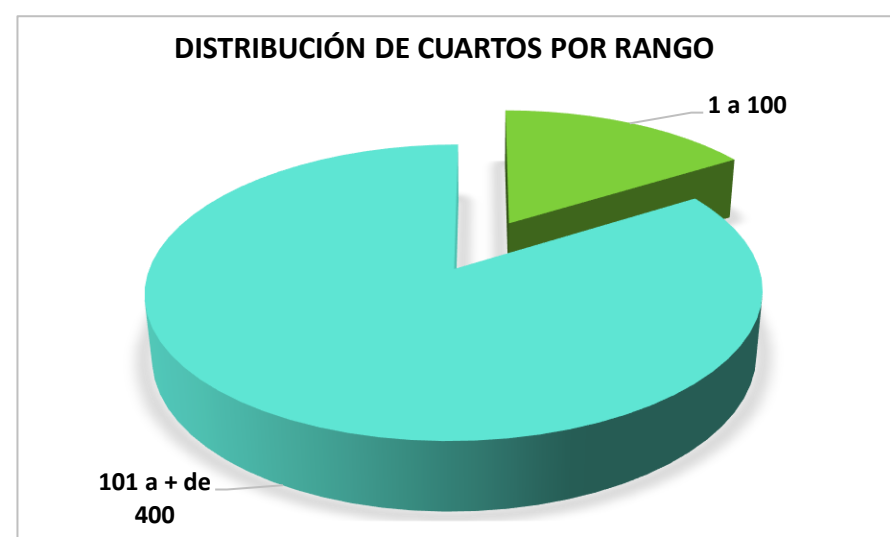
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
PLAN ALL INCLUSIVE	35,061	80	74.7%
PLAN EUROPEO	11,897	336	25.3%
<b>SUMAS</b>	<b>46,958</b>	<b>416</b>	<b>100.0%</b>



CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	444	22	0.9%
3 ESTRELLAS	2,293	88	4.9%
4 ESTRELLAS	3,748	54	8.0%
5 ESTRELLAS	27,730	71	59.1%
CATEG. ESPECIAL	1,545	13	3.3%
GRAN TURISMO	8,766	23	18.7%
OTROS	2,368	143	5.0%
<b>SUMAS</b>	<b>46,958</b>	<b>416</b>	<b>100.0%</b>



RANGO	Cuartos	# Htls.	%
1 a 100	7,570	323	16.1%
101 a + de 400	39,388	93	83.9%
<b>SUMAS</b>	<b>46,958</b>	<b>416</b>	<b>100.0%</b>



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

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.0%	4,563	9.7%
COBA	2	0.5%	49	0.1%
KANTENAH	10	2.4%	3,575	7.6%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	176	42.3%	8,505	18.1%
PLAYA DEL SECRETO	1	0.2%	540	1.1%
PLAYA PARAISO	12	2.9%	4,124	8.8%
PLAYACAR	24	5.8%	6,769	14.4%
PUERTO AVENTURAS	14	3.4%	5,238	11.2%
PUNTA ALLEN	7	1.7%	68	0.1%
PUNTA BETE XCALACOCO	17	4.1%	6,022	12.8%
PUNTA BRAVA	2	0.5%	839	1.8%
PUNTA MAROMA	8	1.9%	2,062	4.4%
SIAN KA'AN	5	1.2%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	102	24.5%	2,223	4.7%
XCARET	2	0.5%	1,664	3.5%
XPU-HA	4	1.0%	481	1.0%
<b>TOTAL</b>	<b>416</b>	<b>100.0%</b>	<b>46,958</b>	<b>100.0%</b>

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

