



CONSEJO DE PROMOCIÓN TURÍSTICA  
DE QUINTANA ROO

## BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

**MARZO 2018**

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima segunda** edición correspondiente al mes de Marzo del año 2018, fue elaborado con un muestreo de 36,503 cuartos, que corresponde al 77.74% del total de cuartos existentes a la fecha, los cuales son 46,969 de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

Elaborado por:  
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**CONSEJO DE PROMOCIÓN TURÍSTICA  
DE QUINTANA ROO**

BAROMETRO TURÍSTICO RIVIERA MAYA  
RESUMEN COMPARATIVO MENSUAL  
MES DE MARZO DE 2018

CONCEPTO	MARZO		VARIACIÓN	
	2017	2018	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	45,779	46,969	1,190	2.60%
CUARTOS NOCHE DISPONIBLES	1,411,002	1,443,441	32,439	2.30%
CUARTOS NOCHE OCUPADOS	1,194,684	1,214,003	19,319	1.62%
% DE OCUPACION	84.67%	84.10%	-0.56%	
% DE OCUPACION TODO INCLUIDO	84.85%	84.17%	-0.68%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	5.94	5.87	(0.07)	
TURISMO NACIONAL	3.81	3.55	(0.26)	
TURISMO INTERNACIONAL	6.43	5.93	(0.50)	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 5,367.57</b>	<b>\$ 6,288.83</b>	921	17.16%
<b>AFLUENCIA DEL TURISMO</b>				
	<b>2017</b>	<b>2018</b>		
TOTAL	425,097	452,144	27,047	6.36%
NACIONALES	43,942	72,424	28,482	64.82%
EXTRANJEROS	381,155	379,720	-1,435	-0.38%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGI</b>				
	<b>2017</b>		<b>2018</b>	
EUROPA	72,342	18.98%	71,051	18.71%
ESTADOS UNIDOS	166,267	43.62%	171,800	45.24%
CANADÁ	109,571	28.75%	98,375	25.91%
SUDAMERICA	29,073	7.63%	34,889	9.19%
RESTO DEL MUNDO	3,902	1.02%	3,605	0.95%
	<b>381,155</b>	<b>100.00%</b>	<b>379,720</b>	<b>100.00%</b>
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	<b>2017</b>	<b>2018</b>		
TOTAL	1,194,684	1,214,003	19,319	1.62%
NACIONALES	69,758	107,127	37,369	53.57%
EXTRANJEROS	1,124,926	1,106,876	-18,050	-1.60%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	<b>2017</b>		<b>2018</b>	
EUROPA (Principales países)	237,191	21.1%	203,980	18.4%
ESTADOS UNIDOS	381,029	33.9%	358,633	32.4%
CANADÁ	306,342	27.2%	286,107	25.8%
SUDAMERICA (Principales países)	75,125	6.7%	88,019	8.0%
RESTO DEL MUNDO	125,239	11.13%	170,137	15.4%
	<b>1,124,926</b>	<b>100.00%</b>	<b>1,106,876</b>	<b>100.00%</b>

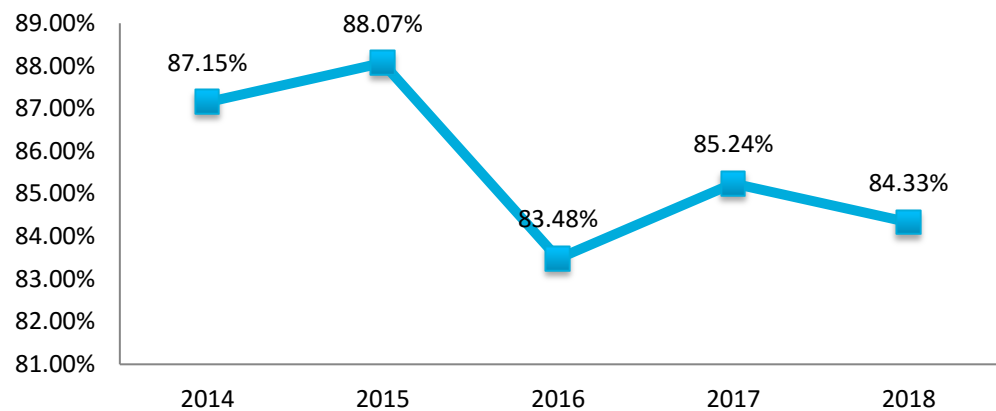
BAROMETRO TURÍSTICO RIVIERA MAYA  
RESUMEN COMPARATIVO MENSUAL  
MES DE ENERO-MARZO DE 2018



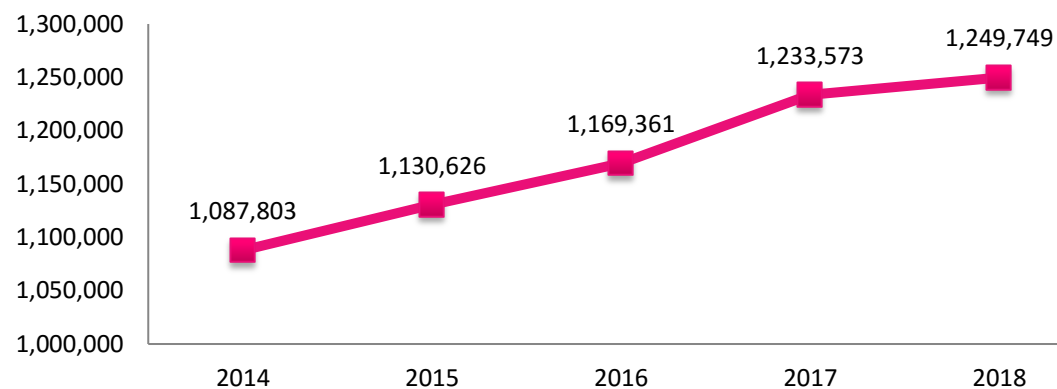
CONCEPTO	ENERO-MARZO		VARIACIÓN	
	2017	2018	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	<b>45,779</b>	<b>46,969</b>	1,190	2.60%
CUARTOS NOCHE DISPONIBLES	4,071,366	4,175,299	103,933	2.55%
CUARTOS NOCHE OCUPADOS	3,470,494	3,520,993	50,499	1.46%
% DE OCUPACION	<b>85.24%</b>	<b>84.33%</b>	-0.91%	
% DE OCUPACION TODO INCLUIDO	<b>85.64%</b>	<b>84.54%</b>	-1.10%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	<b>5.99</b>	<b>6.06</b>	0.07	
TURISMO NACIONAL	4.26	3.99	(0.27)	
TURISMO INTERNACIONAL	6.42	6.33	(0.09)	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 5,816.92</b>	<b>\$ 6,170.76</b>	354	6.08%
<b>AFLUENCIA DEL TURISMO</b>	<b>2017</b>	<b>2018</b>		
TOTAL	<b>1,233,573</b>	<b>1,249,749</b>	16,176	1.31%
NACIONALES	146,720	181,461	34,741	23.68%
EXTRANJEROS	1,086,853	1,068,288	-18,565	-1.71%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGI</b>	<b>2017</b>		<b>2018</b>	
EUROPA	215,679	19.84%	206,274	19.31%
ESTADOS UNIDOS	461,164	42.43%	444,767	41.63%
CANADÁ	299,262	27.53%	297,111	27.81%
SUDAMERICA	99,137	9.12%	110,091	10.31%
RESTO DEL MUNDO	11,611	1.07%	10,045	0.94%
	<b>1,086,853</b>	100.00%	<b>1,068,288</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>	<b>2017</b>	<b>2018</b>		
TOTAL	<b>3,470,494</b>	<b>3,520,993</b>	50,499	1.46%
NACIONALES	209,274	298,836	89,562	42.80%
EXTRANJEROS	3,261,220	3,222,157	-39,063	-1.20%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>	<b>2017</b>		<b>2018</b>	
EUROPA (Principales países)	720,813	22.1%	637,267	19.8%
ESTADOS UNIDOS	1,143,087	35.1%	992,166	30.8%
CANADÁ	919,026	28.2%	886,310	27.5%
SUDAMERICA (Principales países)	247,926	7.6%	288,131	8.9%
RESTO DEL MUNDO	230,368	7.06%	418,283	13.0%
	<b>3,261,220</b>	100.00%	<b>3,222,157</b>	100.00%

MES	OCUPACIÓN									AFLUENCIA								
	2014	2015	2016	2017	2018	2018-14	2018-15	2018-16	2018-17	2014	2015	2016	2017	2018	2018-14	2018-15	2018-16	2018-17
ENE	85.97%	87.62%	82.27%	84.23%	82.79%	-3.18%	-4.83%	0.52%	-1.44%	352,269	372,836	383,818	411,106	402,977	14.39%	8.08%	4.99%	-1.98%
FEB	90.04%	91.03%	83.92%	86.99%	86.28%	-3.76%	-4.75%	2.36%	-0.71%	346,915	357,883	360,631	397,370	394,628	13.75%	10.27%	9.43%	-0.69%
MAR	85.71%	85.84%	84.25%	84.67%	84.10%	-1.61%	-1.74%	-0.15%	-0.57%	388,619	399,907	424,912	425,097	452,144	16.35%	13.06%	6.41%	6.36%
ABR																		
MAY																		
JUN																		
JUL																		
AGO																		
SEPT																		
OCT																		
NOV																		
DIC																		
<b>Total</b>	<b>87.15%</b>	<b>88.07%</b>	<b>83.48%</b>	<b>85.24%</b>	<b>84.33%</b>	<b>-2.82%</b>	<b>-3.74%</b>	<b>0.85%</b>	<b>-0.91%</b>	<b>1,087,803</b>	<b>1,130,626</b>	<b>1,169,361</b>	<b>1,233,573</b>	<b>1,249,749</b>	<b>14.89%</b>	<b>10.54%</b>	<b>6.87%</b>	<b>1.31%</b>

**OCUPACIÓN GENERAL ACUMULADA**

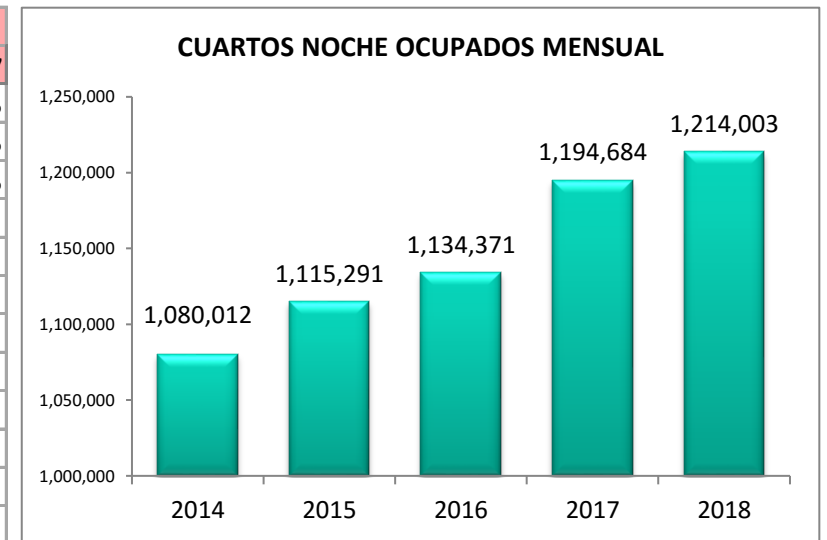


**AFLUENCIA GENERAL ACUMULADA**

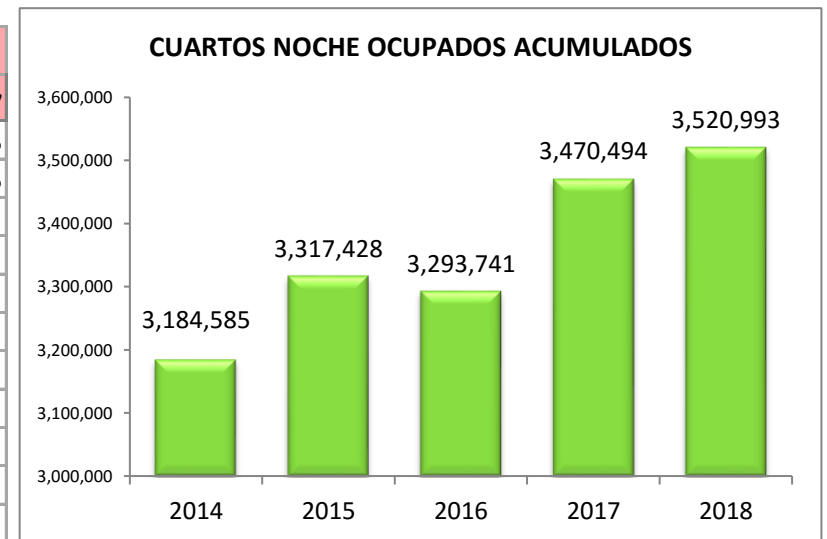


**COMPARATIVO CUARTOS NOCHE OCUPADOS  
2014-2018**

MES	CUARTOS NOCHE OCUPADOS MENSUAL					% VAR.			
	2014	2015	2016	2017	2018	2018-14	2018-15	2018-16	2018-17
ENE	1,078,745	1,134,307	1,098,764	1,171,771	1,188,604	10.18%	4.79%	8.18%	1.44%
FEB	1,025,828	1,067,830	1,060,606	1,104,039	1,118,386	9.02%	4.73%	5.45%	1.30%
MAR	1,080,012	1,115,291	1,134,371	1,194,684	1,214,003	12.41%	8.85%	7.02%	1.62%
ABR									
MAY									
JUN									
JUL									
AGO									
SEPT									
OCT									
NOV									
DIC									



MES	CUARTOS NOCHE OCUPADOS ACUMULADOS					% VAR.			
	2014	2015	2016	2017	2018	2018-14	2018-15	2018-16	2018-17
ENE-FEB	2,104,573	2,202,137	2,159,370	2,275,810	2,306,990	9.62%	4.76%	6.84%	1.37%
ENE-MAR	3,184,585	3,317,428	3,293,741	3,470,494	3,520,993	10.56%	6.14%	6.90%	1.46%
ENE-ABR									
ENE-MAY									
ENE-JUN									
ENE-JUL									
ENE-AGO									
ENE-SEP									
ENE-OCT									
ENE-NOV									
ENE-DIC									

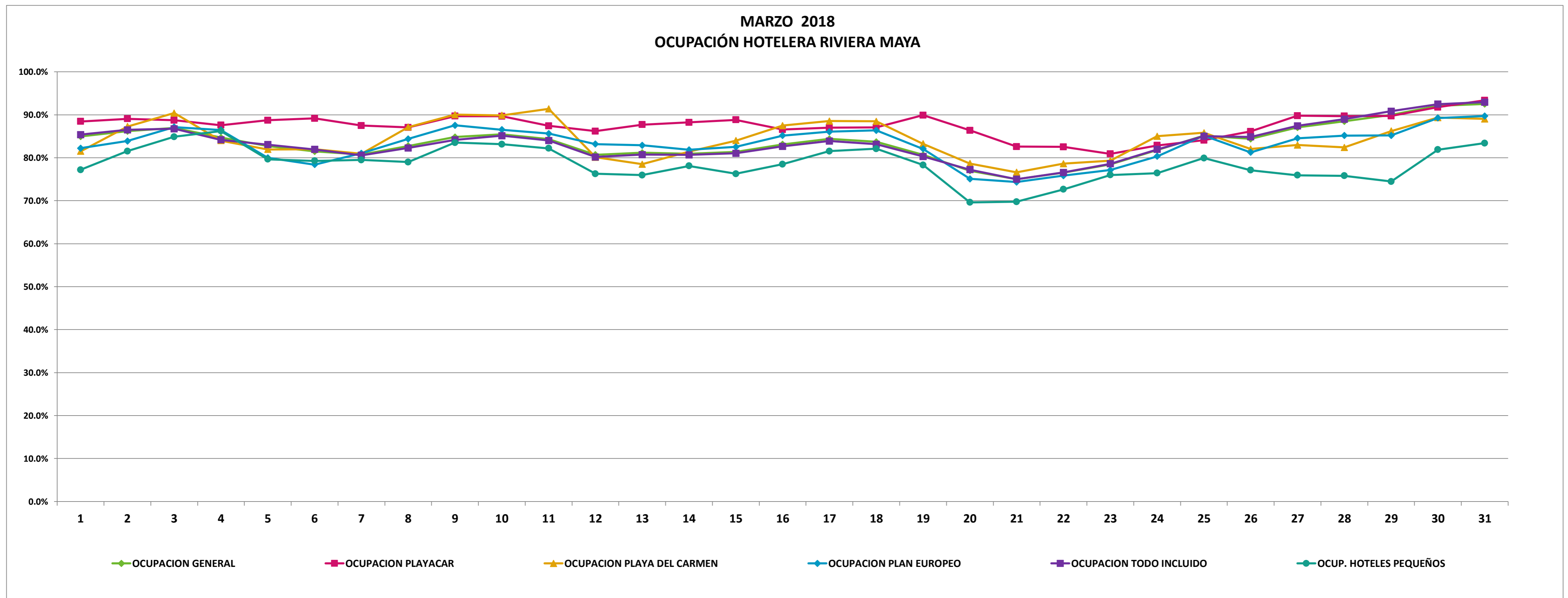


## TABLA DE OCUPACION HOTELERA AÑO 2018

MES	No. DE HOTELES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
			DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	416	46,969	1,435,649	1,188,604	82.79%	56,397	14.00%	346,580	86.00%	402,977	6.28
FEBRERO	416	46,969	1,296,209	1,118,386	86.28%	52,640	13.34%	341,988	86.66%	394,628	6.03
MARZO	416	46,969	1,443,441	1,214,003	84.10%	72,424	16.02%	379,720	83.98%	452,144	5.87
ABRIL											
MAYO											
JUNIO											
JULIO											
AGOSTO											
SEPTIEMBRE											
OCTUBRE											
NOVIEMBRE											
DICIEMBRE											
<b>ACUMULADO ANUAL</b>											
ENE-FEB	416	46,969	2,731,858	2,306,990	84.45%	109,037	13.67%	688,568	86.33%	797,605	6.16
ENE-MAR	416	46,969	4,175,299	3,520,993	84.33%	181,461	14.52%	1,068,288	85.48%	1,249,749	6.06
ENE-ABR											
ENE-MAY											
ENE-JUN											
ENE-JUL											
ENE-AGO											
ENE-SEP											
ENE-OCT											
ENE-NOV											
ENE-DIC											

CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO  
MARZO 2018

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	84.9%	86.2%	86.9%	84.7%	82.7%	81.5%	80.8%	82.8%	84.8%	85.4%	84.4%	80.7%	81.2%	80.9%	81.4%	83.1%	84.4%	83.7%	80.7%	77.0%	75.0%	76.5%	78.4%	81.8%	85.1%	84.4%	87.1%	88.5%	90.0%	92.1%	92.5%	84.10%
OCUPACION PLAYACAR	88.4%	89.1%	88.7%	87.6%	88.7%	89.2%	87.5%	87.0%	89.7%	89.6%	87.4%	86.2%	87.7%	88.2%	88.8%	86.5%	87.0%	87.1%	89.9%	86.4%	82.6%	82.5%	80.9%	82.9%	84.1%	86.1%	89.8%	89.7%	91.8%	93.4%	87.55%	
OCUPACION PLAYA DEL CARMEN	81.5%	87.3%	90.4%	84.0%	81.9%	82.0%	80.9%	87.1%	90.0%	89.9%	91.4%	80.1%	78.5%	81.4%	84.0%	87.5%	88.5%	88.5%	83.2%	78.6%	76.6%	78.6%	79.3%	85.0%	85.8%	82.0%	83.0%	82.4%	86.2%	89.3%	89.0%	84.32%
OCUPACION PLAN EUROPEO	82.2%	83.9%	87.2%	86.5%	80.0%	78.4%	81.1%	84.4%	87.6%	86.5%	85.6%	83.2%	82.9%	81.9%	82.5%	85.2%	86.0%	86.4%	82.1%	75.1%	74.4%	75.8%	77.2%	80.3%	85.2%	81.3%	84.5%	85.2%	85.2%	89.2%	89.7%	83.11%
OCUPACION TODO INCLUIDO	85.4%	86.5%	86.8%	84.2%	83.1%	81.9%	80.6%	82.3%	84.2%	85.1%	84.0%	80.2%	80.7%	80.7%	81.1%	82.7%	83.9%	83.1%	80.3%	77.2%	75.0%	76.6%	78.6%	81.9%	85.0%	84.8%	87.4%	89.0%	90.8%	92.5%	92.9%	84.17%
OCUP. HOTELES PEQUEÑOS	77.2%	81.5%	84.9%	86.2%	79.6%	79.3%	79.5%	79.0%	83.5%	83.1%	82.2%	76.3%	76.0%	78.1%	76.3%	78.5%	81.5%	82.1%	78.3%	69.6%	69.8%	72.6%	76.0%	76.4%	79.9%	77.1%	75.9%	75.8%	74.5%	81.9%	83.4%	78.58%



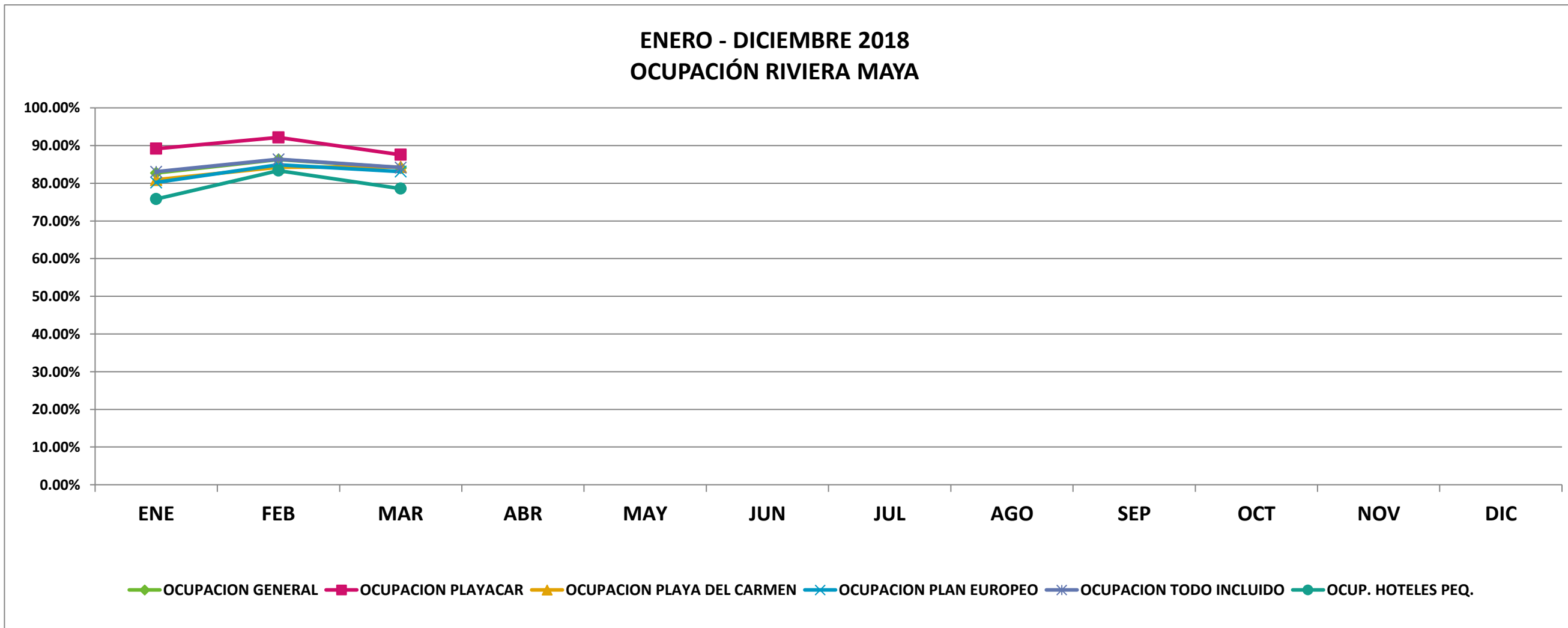
# CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO

## DEPARTAMENTO DE ESTADÍSTICA

### OCUPACIÓN HOTELERA MENSUAL

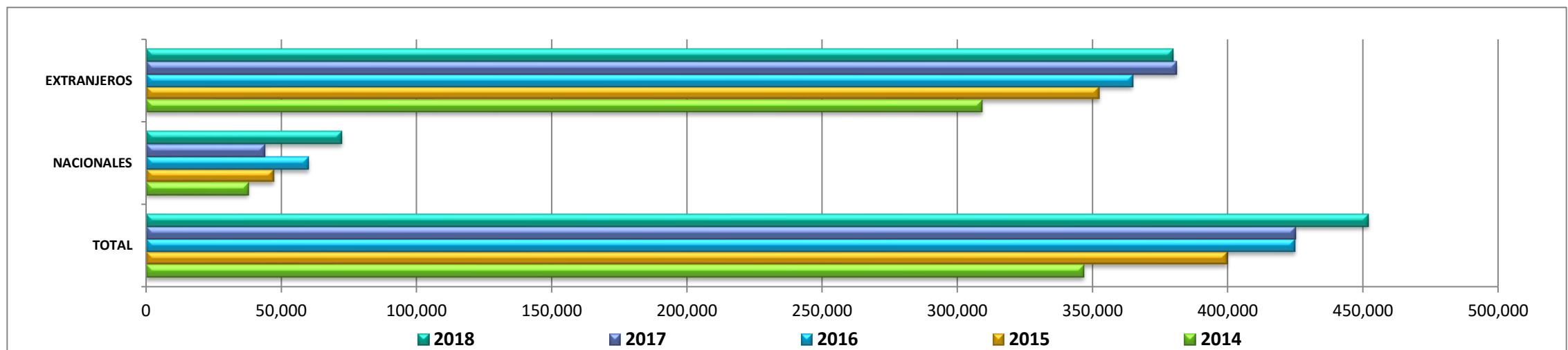
ENERO - DICIEMBRE 2018

MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
<b>OCUPACION GENERAL</b>	82.72%	86.28%	84.10%										84.33%
<b>OCUPACION PLAYACAR</b>	89.16%	92.16%	87.55%										89.62%
<b>OCUPACION PLAYA DEL CARMEN</b>	80.94%	84.22%	84.32%										83.16%
<b>OCUPACION PLAN EUROPEO</b>	80.22%	84.90%	83.11%										82.74%
<b>OCUPACION TODO INCLUIDO</b>	83.07%	86.37%	84.17%										84.54%
<b>OCUP. HOTELES PEQ.</b>	75.81%	83.34%	78.58%										79.24%



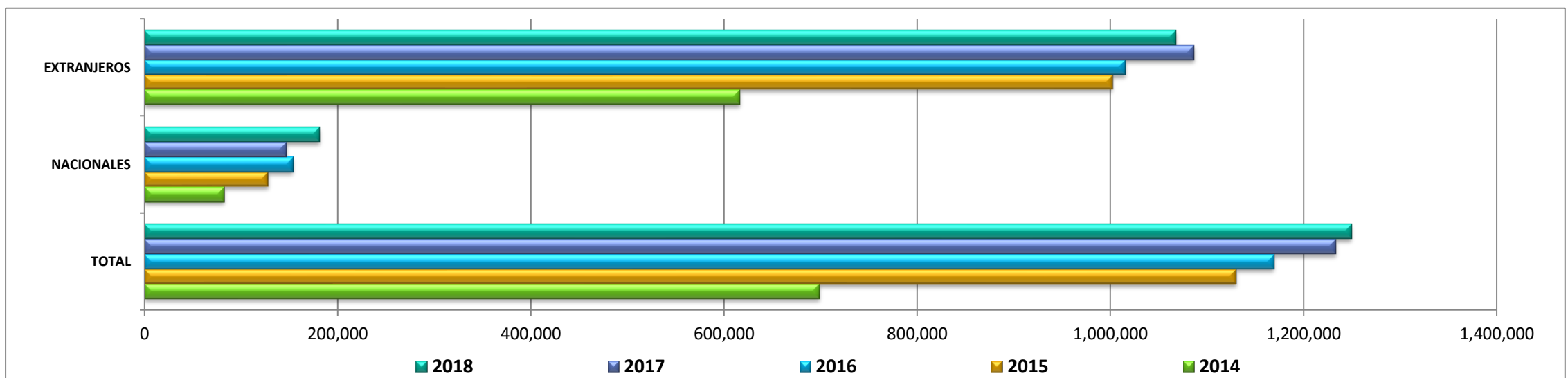


AFLUENCIA DEL TURISMO	2014		2015		2016		2017		2018		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2018-14	2018-15	2018-16	2018-17
<b>TOTAL</b>	<b>346,915</b>	<b>100.00%</b>	<b>399,907</b>	<b>100.00%</b>	<b>424,912</b>	<b>100.00%</b>	<b>425,097</b>	<b>100.00%</b>	<b>452,144</b>	<b>100.00%</b>	<b>30.33%</b>	<b>13.06%</b>	<b>6.41%</b>	<b>6.36%</b>
<b>NACIONALES</b>	<b>37,779</b>	<b>10.89%</b>	<b>47,349</b>	<b>11.84%</b>	<b>60,047</b>	<b>14.13%</b>	<b>43,942</b>	<b>10.34%</b>	<b>72,424</b>	<b>16.02%</b>	<b>91.70%</b>	<b>52.96%</b>	<b>20.61%</b>	<b>64.82%</b>
<b>EXTRANJEROS</b>	<b>309,136</b>	<b>89.11%</b>	<b>352,558</b>	<b>88.16%</b>	<b>364,865</b>	<b>85.87%</b>	<b>381,155</b>	<b>89.66%</b>	<b>379,720</b>	<b>83.98%</b>	<b>22.83%</b>	<b>7.70%</b>	<b>4.07%</b>	<b>-0.38%</b>



**ENERO - MARZO 2014-2018**

AFLUENCIA DEL TURISMO	2014		2015		2016		2017		2018		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2018-14	2018-15	2018-16	2018-17
<b>TOTAL</b>	<b>699,184</b>	<b>201.54%</b>	<b>1,130,626</b>	<b>282.72%</b>	<b>1,169,361</b>	<b>275.20%</b>	<b>1,233,573</b>	<b>290.19%</b>	<b>1,249,749</b>	<b>276.41%</b>	<b>78.74%</b>	<b>10.54%</b>	<b>6.87%</b>	<b>1.31%</b>
<b>NACIONALES</b>	<b>82,657</b>	<b>23.83%</b>	<b>128,507</b>	<b>32.13%</b>	<b>153,868</b>	<b>36.21%</b>	<b>146,720</b>	<b>34.51%</b>	<b>181,461</b>	<b>40.13%</b>	<b>119.53%</b>	<b>41.21%</b>	<b>17.93%</b>	<b>23.68%</b>
<b>EXTRANJEROS</b>	<b>616,527</b>	<b>177.72%</b>	<b>1,002,119</b>	<b>250.59%</b>	<b>1,015,493</b>	<b>238.99%</b>	<b>1,086,853</b>	<b>255.67%</b>	<b>1,068,288</b>	<b>236.27%</b>	<b>73.28%</b>	<b>6.60%</b>	<b>5.20%</b>	<b>-1.71%</b>



PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
MARZO 2018

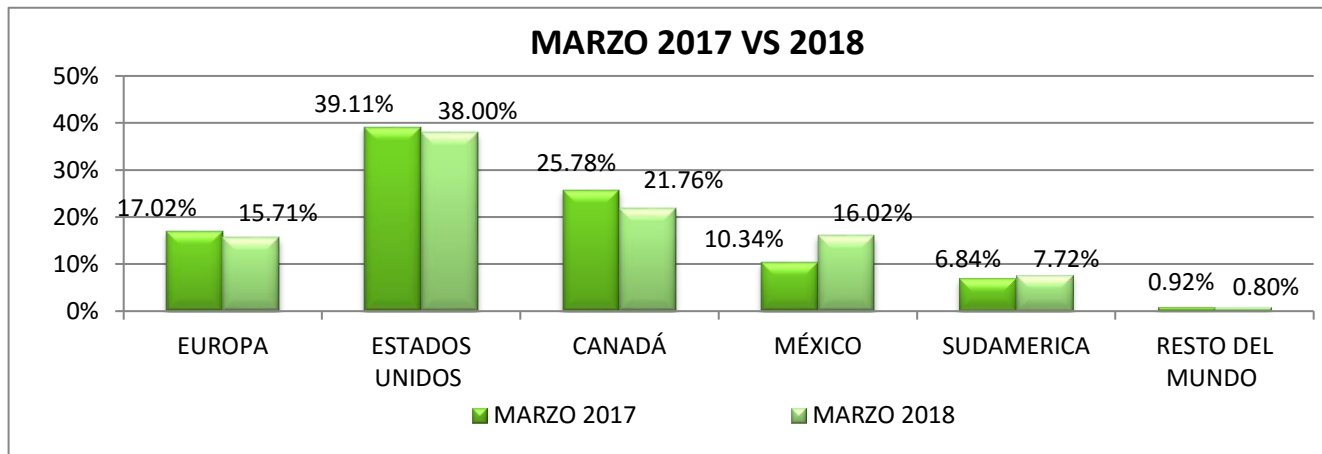
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	98,375	21.76	Bahamas	10	0.00	Alemania	14,611	3.23
Estados Unidos	171,800	38.00	Bermudas	6	0.00	Austria	610	0.13
México	72,424	16.02	Cuba	48	0.01	Bélgica	2,284	0.51
<b>SUMA</b>	<b>342,599</b>	<b>75.77</b>	Curacao	0	0.00	Bulgaria	82	0.02
			Haiti	0	0.00	Dinamarca	315	0.07
			Jamaica	18	0.00	España	5,484	1.21
			Puerto Rico	46	0.01	Finlandia	168	0.04
			Rep. Dominicana	124	0.03	Francia	6,519	1.44
			Otros	62	0.01	Gran Bretaña	14,880	3.29
			<b>SUMA</b>	<b>314</b>	<b>0.07</b>	Grecia	30	0.01
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>			Holanda		
Belice	134	0.03	Australia	561	0.12	Hungria	178	0.04
Costa Rica	213	0.05	Nueva Zelanda	26	0.01	Irlanda	221	0.05
El Salvador	48	0.01	Otros	10	0.00	Islandia	32	0.01
Guatemala	497	0.11	<b>SUMA</b>	<b>597</b>	<b>0.13</b>	Italia	7,908	1.75
Nicaragua	36	0.01				Luxemburgo	60	0.01
Panamá	104	0.02	<b>6.- ASIA</b>			Mónaco	10	0.00
Otros	60	0.01	Arabia	36	0.01	Noruega	136	0.03
<b>SUMA</b>	<b>1,092</b>	<b>0.24</b>	China	178	0.04	Polonia	642	0.14
			Corea	118	0.03	Portugal	1,107	0.24
			Filipinas	24	0.01	Rep. Checa	213	0.05
			India	233	0.05	Rumania	66	0.01
			Israel	257	0.06	Rusia	1,652	0.37
			Japón	138	0.03	Slovenia	32	0.01
			Paquistán	12	0.00	Suecia	2,428	0.54
			Turquia	62	0.01	Suiza	918	0.20
			Otros	247	0.05	Otros	7,325	1.62
			<b>SUMA</b>	<b>1,305</b>	<b>0.29</b>	<b>SUMA</b>	<b>71,051</b>	<b>15.71</b>
<b>3.- SUDAMERICA</b>			<b>7.- AFRICA</b>			<b>GRAN TOTAL</b>		
Argentina	23,492	5.20	Argelia	6	0.00		<b>452,144</b>	<b>100.00</b>
Bolivia	56	0.01	Egipto	4	0.00			
Brasil	1,694	0.37	Sudáfrica	22	0.00			
Chile	3,152	0.70	Otros	265	0.06			
Colombia	1,939	0.43	<b>SUMA</b>	<b>297</b>	<b>0.07</b>			
Ecuador	225	0.05						
Paraguay	253	0.06						
Perú	1,305	0.29						
Uruguay	1,911	0.42						
Venezuela	104	0.02						
Otros	758	0.17						
<b>SUMA</b>	<b>34,889</b>	<b>7.72</b>						

PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
ENE-MAR 2018

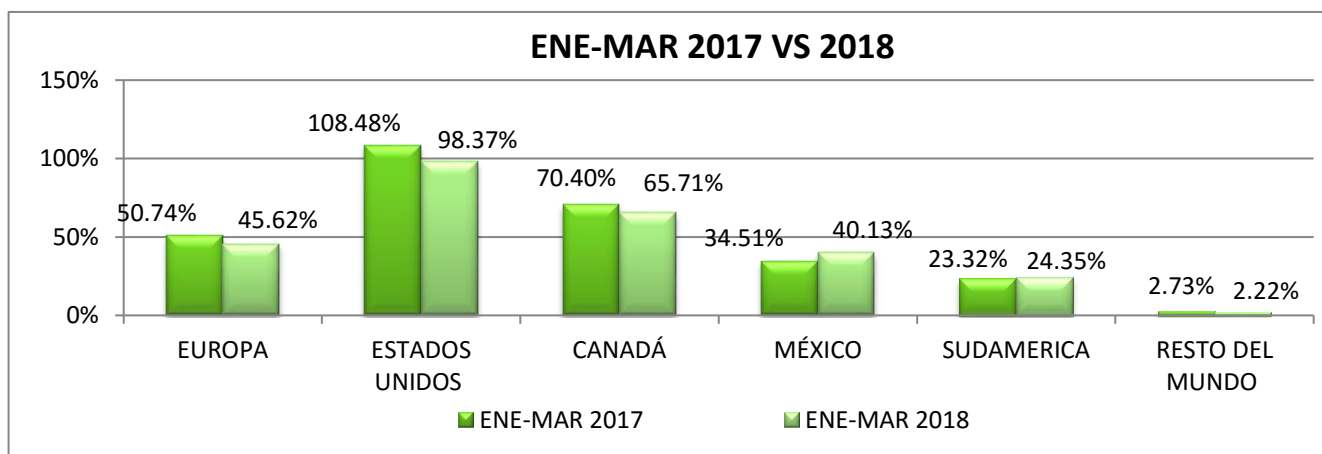
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	297,111	23.77	Bahamas	19	0.00	Alemania	34,696	2.78
Estados Unidos	444,767	35.59	Bermudas	24	0.00	Austria	1,859	0.15
México	181,461	14.52	Cuba	67	0.01	Bélgica	5,767	0.46
<b>SUMA</b>	<b>923,339</b>	<b>73.88</b>	Curacao	0	0.00	Bulgaria	242	0.02
			Haiti	2	0.00	Dinamarca	761	0.06
			Jamaica	55	0.00	España	20,406	1.63
			Puerto Rico	109	0.01	Finlandia	445	0.04
			Rep. Dominicana	355	0.03	Francia	23,590	1.89
			Otros	135	0.01	Gran Bretaña	39,702	3.18
			<b>SUMA</b>	<b>766</b>	<b>0.06</b>	Grecia	108	0.01
						Holanda	8,784	0.70
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>			Hungria		
Belice	172	0.01	Australia	1,201	0.10	Irlanda		
Costa Rica	619	0.05	Nueva Zelanda	169	0.01	Islandia		
El Salvador	86	0.01	Otros	52	0.00	Italia		
Guatemala	676	0.05	<b>SUMA</b>	<b>1,422</b>	<b>0.11</b>	Luxemburgo		
Nicaragua	46	0.00				Mónaco		
Panamá	2,041	0.16				Noruega		
Otros	93	0.01				Polonia		
<b>SUMA</b>	<b>3,733</b>	<b>0.30</b>				Portugal		
						Rep. Checa		
						Rumania		
						Rusia		
						Slovenia		
						Suecia		
						Suiza		
						Otros		
						<b>SUMA</b>	<b>206,274</b>	<b>16.51</b>
<b>3.- SUDAMERICA</b>			<b>6.- ASIA</b>			<b>GRAN TOTAL</b>		
Argentina	71,211	5.70	Arabia	86	0.01	<b>1,249,749</b>		
Bolivia	285	0.02	China	617	0.05	<b>100.00</b>		
Brasil	6,188	0.50	Corea	503	0.04			
Chile	16,678	1.33	Filipinas	41	0.00			
Colombia	4,541	0.36	India	424	0.03			
Ecuador	646	0.05	Israel	546	0.04			
Paraguay	1,053	0.08	Japón	259	0.02			
Perú	3,601	0.29	Paquistán	12	0.00			
Uruguay	3,948	0.32	Turquia	132	0.01			
Venezuela	305	0.02	Otros	906	0.07			
Otros	1,635	0.13	<b>SUMA</b>	<b>3,526</b>	<b>0.28</b>			
<b>SUMA</b>	<b>110,091</b>	<b>8.81</b>						
			<b>7.- AFRICA</b>					
			Argelia	6	0.00			
			Egipto	21	0.00			
			Sudáfrica	54	0.00			
			Otros	517	0.04			
			<b>SUMA</b>	<b>598</b>	<b>0.05</b>			

**COMPARATIVO DE PROCEDENCIA DEL TURISMO  
POR REGIONES**

REGION	MARZO 2017		MARZO 2018		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2018
EUROPA	72,342	17.02%	71,051	15.71%	-1.78%
ESTADOS UNIDOS	166,267	39.11%	171,800	38.00%	3.33%
CANADÁ	109,571	25.78%	98,375	21.76%	-10.22%
MÉXICO	43,942	10.34%	72,424	16.02%	64.82%
SUDAMERICA	29,073	6.84%	34,889	7.72%	20.00%
RESTO DEL MUNDO	3,902	0.92%	3,605	0.80%	-7.61%
<b>SUMAS</b>	<b>425,097</b>	<b>100.00%</b>	<b>452,144</b>	<b>100.00%</b>	<b>6.36%</b>



REGION	ENE-MAR 2017		ENE-MAR 2018		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2018
EUROPA	215,679	50.74%	206,274	45.62%	-4.36%
ESTADOS UNIDOS	461,164	108.48%	444,767	98.37%	-3.56%
CANADÁ	299,262	70.40%	297,111	65.71%	-0.72%
MÉXICO	146,720	34.51%	181,461	40.13%	23.68%
SUDAMERICA	99,137	23.32%	110,091	24.35%	11.05%
RESTO DEL MUNDO	11,611	2.73%	10,045	2.22%	-13.49%
<b>SUMAS</b>	<b>1,233,573</b>	<b>290.19%</b>	<b>1,249,749</b>	<b>276.41%</b>	<b>1.31%</b>



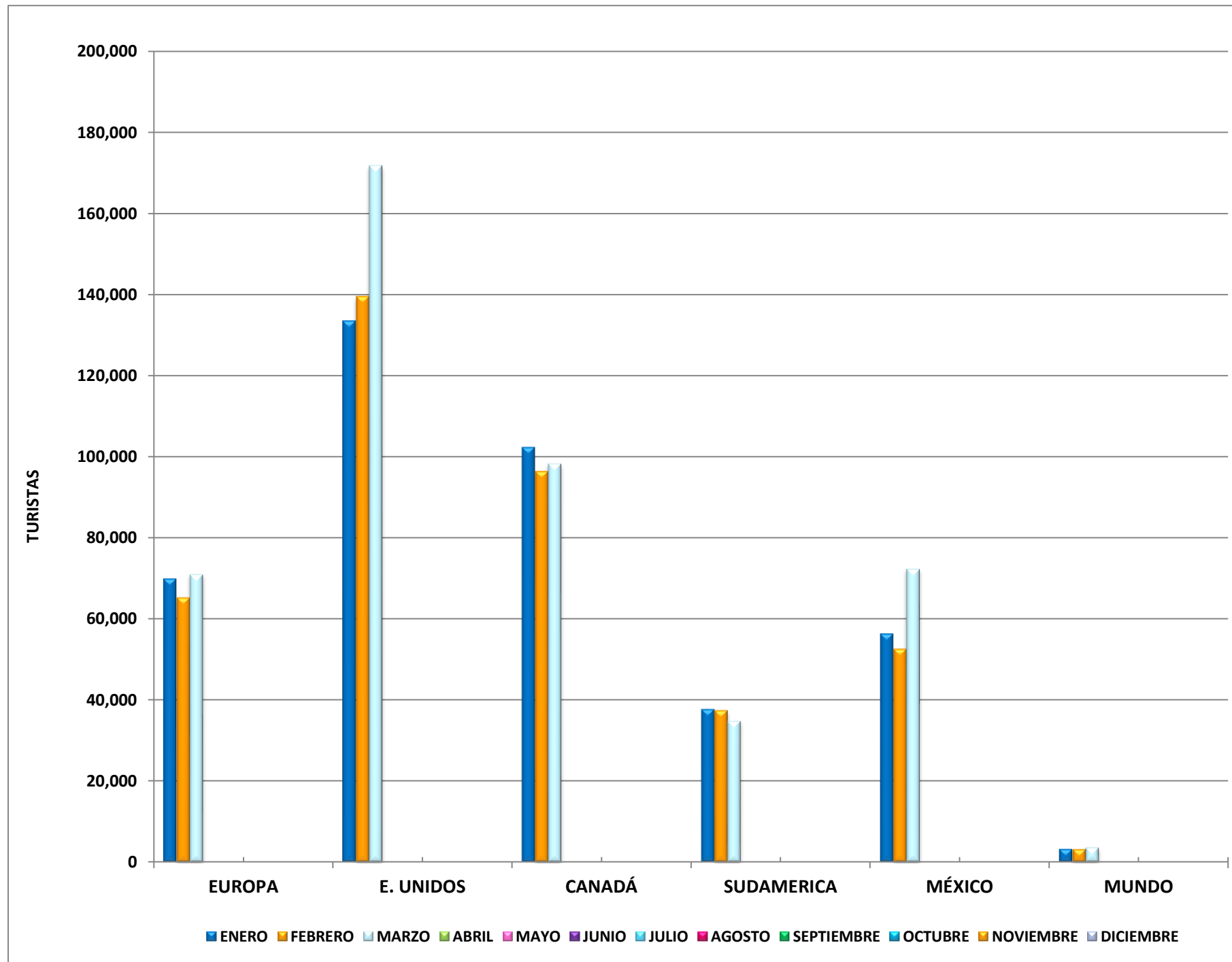
## PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2018

MES	EUROPA		E. UNIDOS		CANADÁ		SUDAMERICA		MÉXICO		MUNDO		TOTAL	
	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%
ENERO	69,903	17.3	133,420	33.1	102,268	25.4	37,725	9.4	56,397	14.0	3,264	0.8	402,977	100.0
FEBRERO	65,320	16.6	139,547	35.4	96,468	24.4	37,477	9.5	52,640	13.3	3,176	0.8	394,628	100.0
MARZO	71,051	15.7	171,800	38.0	98,375	21.8	34,889	7.7	72,424	16.0	3,605	0.8	452,144	100.0
ABRIL														
MAYO														
JUNIO														
JULIO														
AGOSTO														
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

### ACUMULADO ANUAL

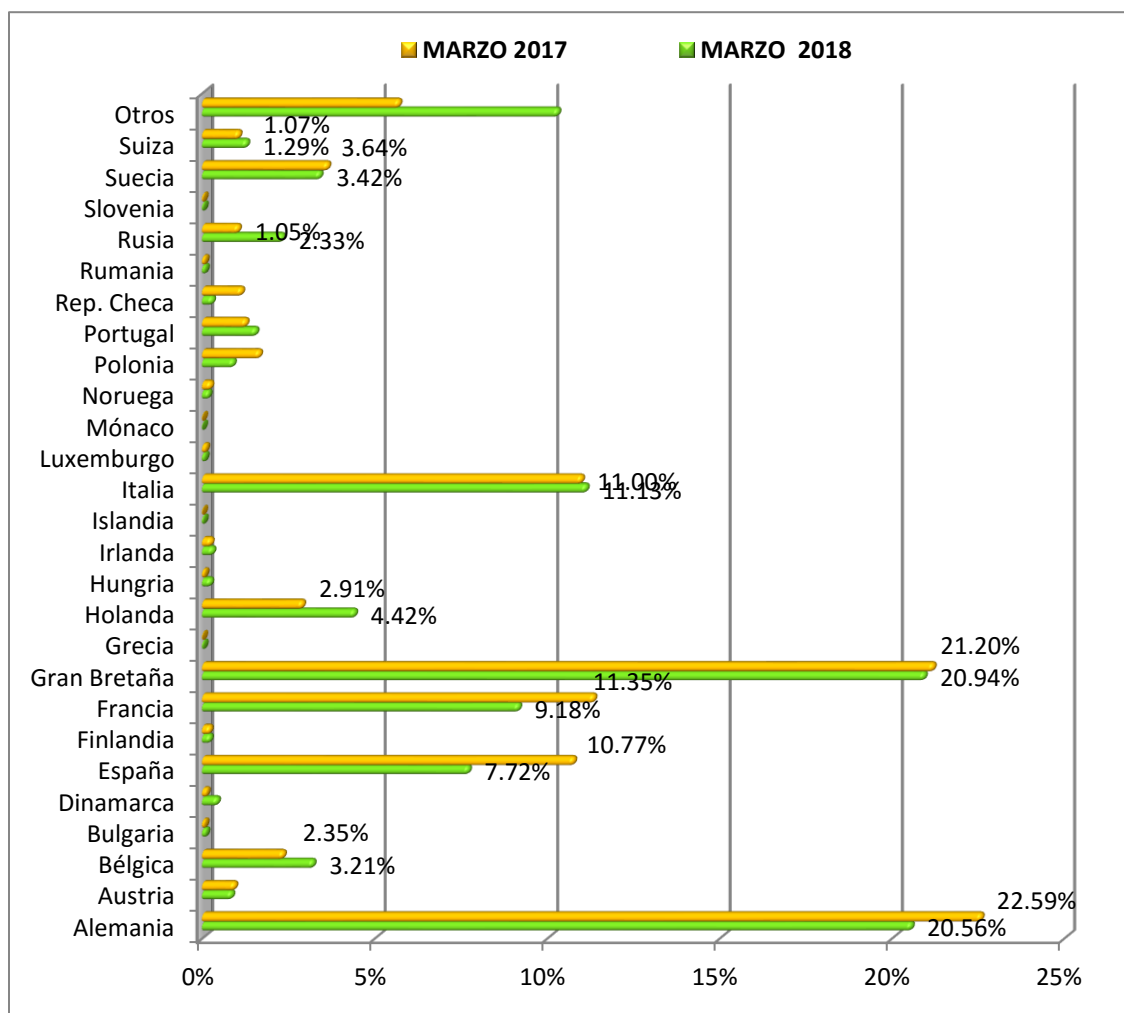
ENE-FEB	135,223	17.0	272,967	34.2	198,736	24.9	75,202	9.4	109,037	13.7	6,440	0.8	797,605	100.0
ENE-MAR	206,274	16.5	444,767	35.6	297,111	23.8	110,091	8.8	181,461	14.5	10,045	0.8	1,249,749	100.0
ENE-ABR														
ENE-MAY														
ENE-JUN														
ENE-JUL														
ENE-AGO														
ENE-SEP														
ENE-OCT														
ENE-NOV														
ENE-DIC														

**GRAFICA**  
**PROCEDENCIA DEL TURISMO POR REGIONES**  
**DESGLOSE MENSUAL 2018**



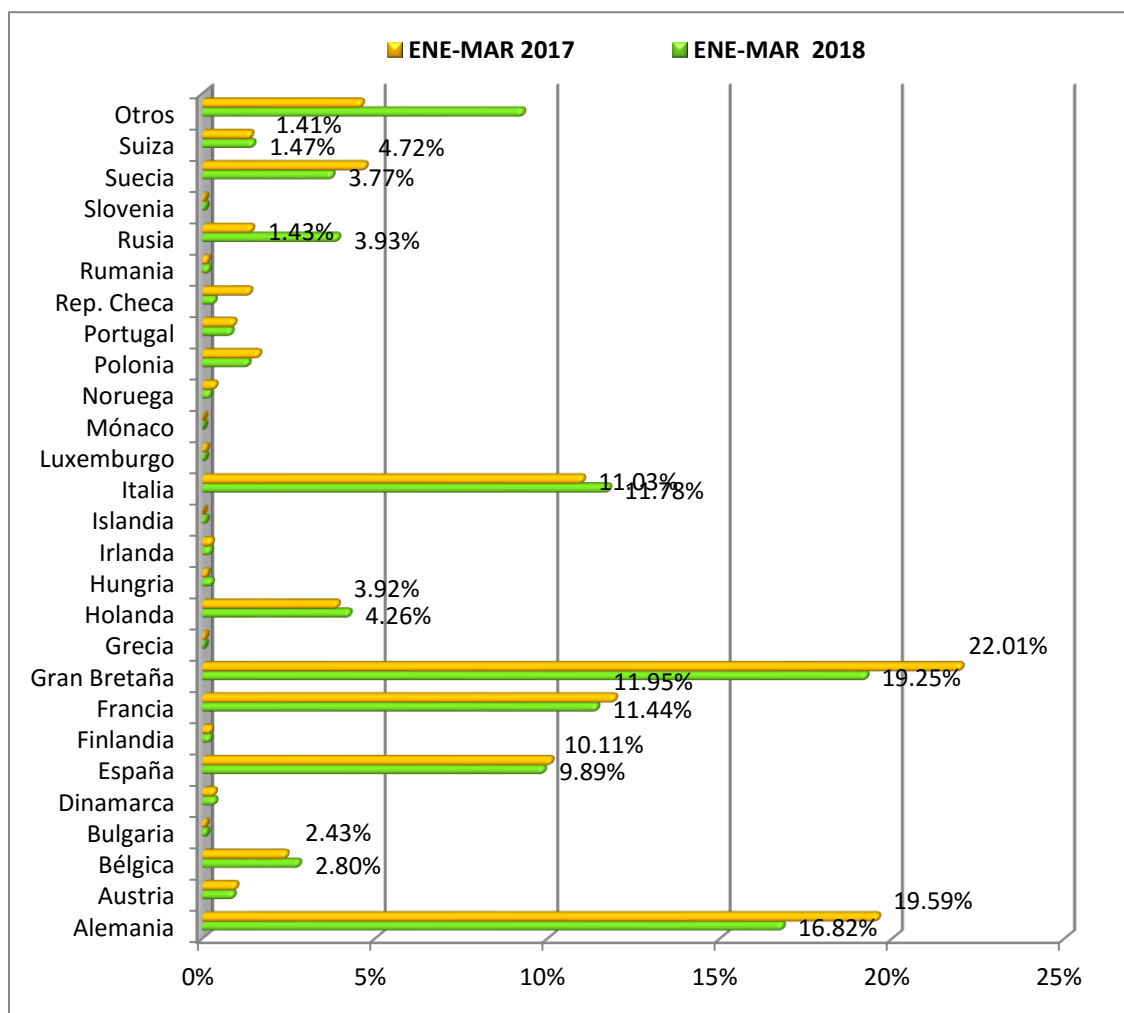
## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO MARZO 2018 VS 2017

PAIS	MARZO 2017		MARZO 2018	
	PAX	%	PAX	%
Alemania	16,344	22.59%	14,611	20.56%
Austria	684	0.95%	610	0.86%
Bélgica	1,703	2.35%	2,284	3.21%
Bulgaria	59	0.08%	82	0.12%
Dinamarca	96	0.13%	315	0.44%
España	7,790	10.77%	5,484	7.72%
Finlandia	167	0.23%	168	0.24%
Francia	8,213	11.35%	6,519	9.18%
Gran Bretaña	15,337	21.20%	14,880	20.94%
Grecia	13	0.02%	30	0.04%
Holanda	2,107	2.91%	3,140	4.42%
Hungría	59	0.08%	178	0.25%
Irlanda	189	0.26%	221	0.31%
Islandia	12	0.02%	32	0.05%
Italia	7,955	11.00%	7,908	11.13%
Luxemburgo	79	0.11%	60	0.08%
Mónaco	10	0.01%	10	0.01%
Noruega	182	0.25%	136	0.19%
Polonia	1,205	1.67%	642	0.90%
Portugal	921	1.27%	1,107	1.56%
Rep. Checa	829	1.15%	213	0.30%
Rumania	62	0.09%	66	0.09%
Rusia	761	1.05%	1,652	2.33%
Slovenia	30	0.04%	32	0.05%
Suecia	2,635	3.64%	2,428	3.42%
Suiza	773	1.07%	918	1.29%
Otros	4,127	5.70%	7,325	10.31%
<b>SUMA</b>	<b>72,342</b>	<b>100.00%</b>	<b>71,051</b>	<b>100.00%</b>



## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO ENERO-MARZO 2018 VS 2017

PAIS	ENE-MAR 2017		ENE-MAR 2018	
	PAX	%	PAX	%
Alemania	42,244	19.59%	34,696	16.82%
Austria	2,110	0.98%	1,859	0.90%
Bélgica	5,244	2.43%	5,767	2.80%
Bulgaria	201	0.09%	242	0.12%
Dinamarca	759	0.35%	761	0.37%
España	21,802	10.11%	20,406	9.89%
Finlandia	526	0.24%	445	0.22%
Francia	25,775	11.95%	23,590	11.44%
Gran Bretaña	47,467	22.01%	39,702	19.25%
Grecia	157	0.07%	108	0.05%
Holanda	8,448	3.92%	8,784	4.26%
Hungría	270	0.13%	547	0.27%
Irlanda	584	0.27%	468	0.23%
Islandia	22	0.01%	187	0.09%
Italia	23,780	11.03%	24,305	11.78%
Luxemburgo	224	0.10%	124	0.06%
Mónaco	43	0.02%	51	0.02%
Noruega	804	0.37%	438	0.21%
Polonia	3,537	1.64%	2,745	1.33%
Portugal	1,989	0.92%	1,733	0.84%
Rep. Checa	2,975	1.38%	718	0.35%
Rumania	302	0.14%	361	0.18%
Rusia	3,092	1.43%	8,104	3.93%
Slovenia	130	0.06%	171	0.08%
Suecia	10,189	4.72%	7,768	3.77%
Suiza	3,045	1.41%	3,036	1.47%
Otros	9,960	4.62%	19,158	9.29%
<b>SUMA</b>	<b>215,679</b>	<b>100.00%</b>	<b>206,274</b>	<b>100.00%</b>





## DESGLOSE DE PROCEDENCIA GEOGRAFICA DEL TURISMO EUROPEO PRIMER SEMESTRE 2018

PAIS	ENE 2018		FEB 2018		MAR 2018		ABR 2018		MAY 2018		JUN 2018		Acumulado	
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%
Alemania	10,754	15.38%	9,331	14.29%	14,611	20.56%							34,696	16.82%
Austria	767	1.10%	482	0.74%	610	0.86%							1,859	0.90%
Bélgica	1,616	2.31%	1,867	2.86%	2,284	3.21%							5,767	2.80%
Bulgaria	68	0.10%	92	0.14%	82	0.12%							242	0.12%
Dinamarca	166	0.24%	280	0.43%	315	0.44%							761	0.37%
España	7,636	10.92%	7,286	11.15%	5,484	7.72%							20,406	9.89%
Finlandia	158	0.23%	119	0.18%	168	0.24%							445	0.22%
Francia	7,748	11.08%	9,323	14.27%	6,519	9.18%							23,590	11.44%
Gran Bretaña	12,448	17.81%	12,374	18.94%	14,880	20.94%							39,702	19.25%
Grecia	44	0.06%	34	0.05%	30	0.04%							108	0.05%
Holanda	2,867	4.10%	2,777	4.25%	3,140	4.42%							8,784	4.26%
Hungría	191	0.27%	178	0.27%	178	0.25%							547	0.27%
Irlanda	192	0.27%	55	0.08%	221	0.31%							468	0.23%
Islandia	152	0.22%	3	0.00%	32	0.05%							187	0.09%
Italia	8,918	12.76%	7,479	11.45%	7,908	11.13%							24,305	11.78%
Luxemburgo	20	0.03%	44	0.07%	60	0.08%							124	0.06%
Mónaco	28	0.04%	13	0.02%	10	0.01%							51	0.02%
Noruega	122	0.17%	180	0.28%	136	0.19%							438	0.21%
Polonia	1,127	1.61%	976	1.49%	642	0.90%							2,745	1.33%
Portugal	297	0.42%	329	0.50%	1,107	1.56%							1,733	0.84%
Rep. Checa	241	0.34%	264	0.40%	213	0.30%							718	0.35%
Rumania	142	0.20%	153	0.23%	66	0.09%							361	0.18%
Rusia	4,143	5.93%	2,309	3.53%	1,652	2.33%							8,104	3.93%
Slovenia	68	0.10%	71	0.11%	32	0.05%							171	0.08%
Suecia	2,719	3.89%	2,621	4.01%	2,428	3.42%							7,768	3.77%
Suiza	1,121	1.60%	997	1.53%	918	1.29%							3,036	1.47%
Otros	6,150	8.80%	5,683	8.70%	7,325	10.31%							19,158	9.29%
<b>SUMA</b>	<b>69,903</b>	<b>100.00%</b>	<b>65,320</b>	<b>100.00%</b>	<b>71,051</b>	<b>100.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>206,274</b>	<b>100.00%</b>

PRINCIPALES MERCADOS  
PARA LA RIVIERA MAYA  
PRIMER SEMESTRE AÑO 2018

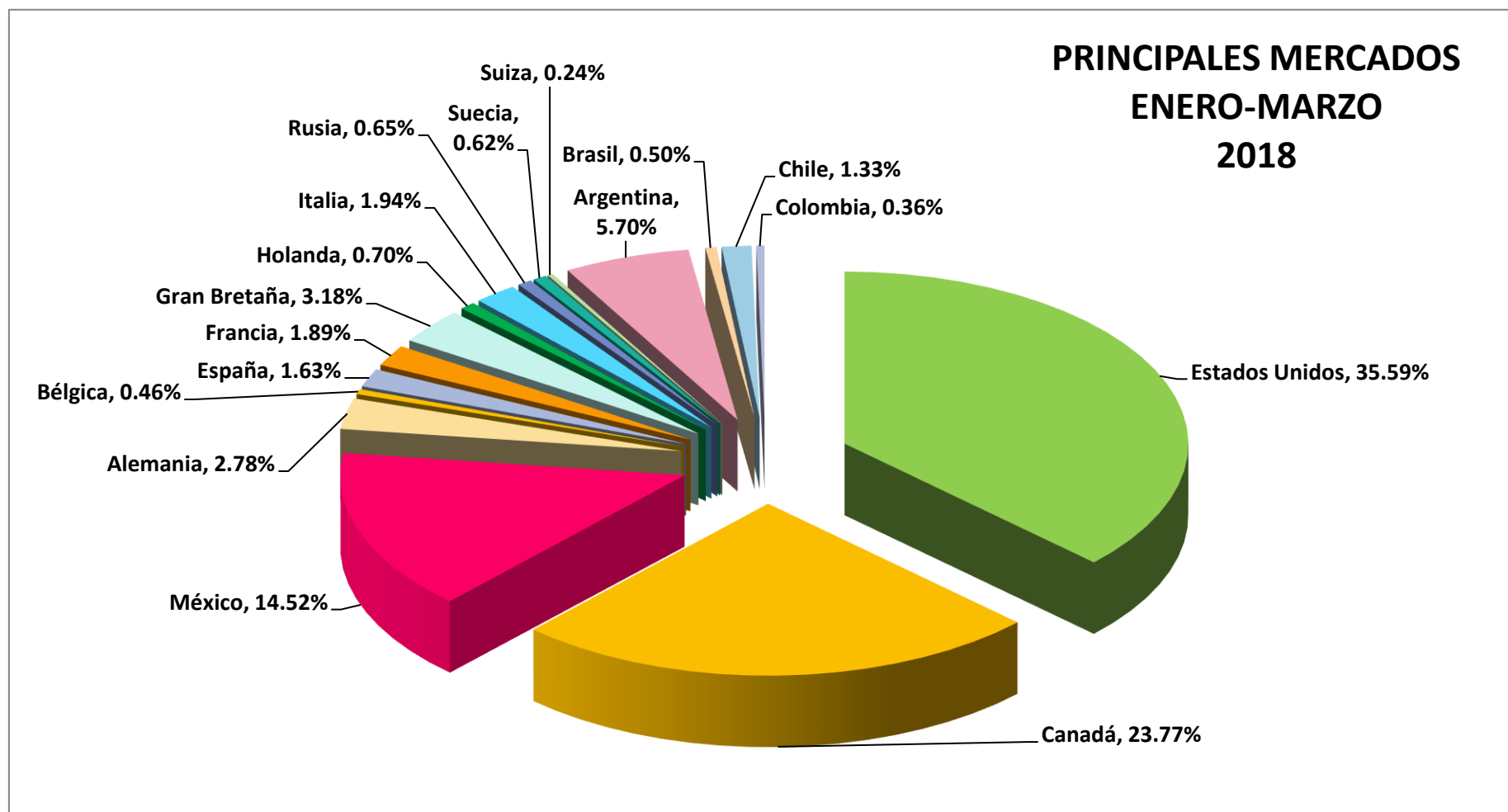
PAIS	ENE 2018		FEB 2018		MAR 2018		ABR 2018		MAY 2018		JUN 2018		Acumulado		Posición 2017	Posición 2018
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	133,420	33.11%	139,547	35.36%	171,800	38.00%							444,767	35.59%	1	1
2 Canadá	102,268	25.38%	96,468	24.45%	98,375	21.76%							297,111	23.77%	2	2
3 México	56,397	14.00%	52,640	13.34%	72,424	16.02%							181,461	14.52%	3	3
4 Alemania	10,754	2.67%	9,331	2.36%	14,611	3.23%							34,696	2.78%	6	6
5 Bélgica	1,616	0.40%	1,867	0.47%	2,284	0.51%							5,767	0.46%	13	15
6 España	7,636	1.89%	7,286	1.85%	5,484	1.21%							20,406	1.63%	9	9
7 Francia	7,748	1.92%	9,323	2.36%	6,519	1.44%							23,590	1.89%	7	8
8 Gran Bretaña	12,448	3.09%	12,374	3.14%	14,880	3.29%							39,702	3.18%	5	5
9 Holanda	2,867	0.71%	2,777	0.70%	3,140	0.69%							8,784	0.70%	12	11
10 Italia	8,918	2.21%	7,479	1.90%	7,908	1.75%							24,305	1.94%	8	7
11 Rusia	4,143	1.03%	2,309	0.59%	1,652	0.37%							8,104	0.65%	16	12
12 Suecia	2,719	0.67%	2,621	0.66%	2,428	0.54%							7,768	0.62%	11	13
13 Suiza	1,121	0.28%	997	0.25%	918	0.20%							3,036	0.24%	17	17
14 Argentina	25,180	6.25%	22,539	5.71%	23,492	5.20%							71,211	5.70%	4	4
15 Brasil	2,889	0.72%	1,605	0.41%	1,694	0.37%							6,188	0.50%	14	14
16 Chile	4,529	1.12%	8,997	2.28%	3,152	0.70%							16,678	1.33%	10	10
17 Colombia	1,984	0.49%	618	0.16%	1,939	0.43%							4,541	0.36%	15	16
Resto del mundo	16,340	4.05%	15,850	4.02%	19,444	4.30%							51,634	4.13%		
<b>AFLUENCIA</b>	<b>402,977</b>	<b>100.00%</b>	<b>394,628</b>	<b>100.00%</b>	<b>452,144</b>	<b>100.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>1,249,749</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 - MARZO

2018



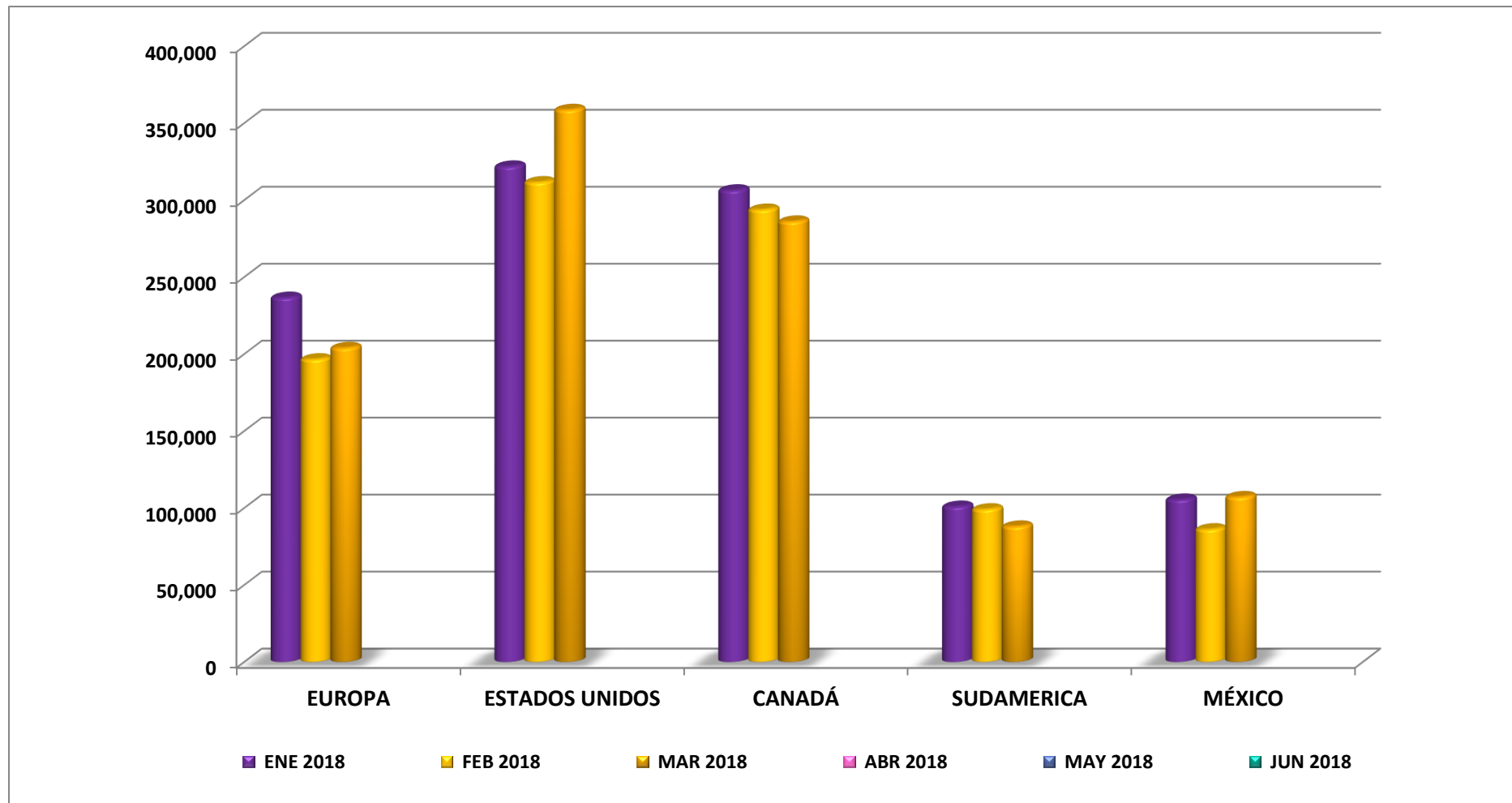
Nota: Los principales mercados para Riviera Maya de Enero representan el 95.95% del total de turistas que visitaron el destino.

**PRINCIPALES MERCADOS POR REGIONES  
PARA LA RIVIERA MAYA  
PRODUCCIÓN CUARTOS NOCHE  
PRIMER SEMESTRE AÑO 2018**

PAÍS	ENE 2018		FEB 2018		MAR 2018		ABR 2018		MAY 2018		JUN 2018		Acumulado Ene-Jun	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
<b>NORTE AMERICA</b>														
CANADÁ	306,378	28.6%	293,825	29.8%	286,107	27.4%							886,310	28.6%
ESTADOS UNIDOS	321,876	30.0%	311,657	31.6%	358,633	34.4%							992,166	32.0%
MÉXICO	105,511	9.8%	86,198	8.7%	107,127	10.3%							298,836	9.6%
<b>SUMA</b>	<b>733,765</b>	<b>68.5%</b>	<b>691,680</b>	<b>70.0%</b>	<b>751,867</b>	<b>72.0%</b>							<b>2,177,312</b>	<b>70.2%</b>
<b>EUROPA</b>														
ALEMANIA	43,912	4.1%	32,347	3.3%	46,633	4.5%							122,892	4.0%
BÉLGICA	5,454	0.5%	5,158	0.5%	7,385	0.7%							17,997	0.6%
ESPAÑA	24,022	2.2%	19,520	2.0%	12,659	1.2%							56,201	1.8%
FRANCIA	28,764	2.7%	28,552	2.9%	21,377	2.0%							78,693	2.5%
GRAN BRETAÑA	58,246	5.4%	51,043	5.2%	60,016	5.7%							169,305	5.5%
HOLANDA	8,840	0.8%	10,726	1.1%	10,323	1.0%							29,889	1.0%
ITALIA	31,622	3.0%	24,213	2.5%	25,569	2.4%							81,404	2.6%
RUSIA	17,780	1.7%	8,793	0.9%	5,341	0.5%							31,914	1.0%
SUECIA	13,266	1.2%	12,220	1.2%	11,816	1.1%							37,302	1.2%
SUIZA	4,750	0.4%	4,059	0.4%	2,861	0.3%							11,670	0.4%
<b>SUMA</b>	<b>236,656</b>	<b>22.1%</b>	<b>196,631</b>	<b>19.9%</b>	<b>203,980</b>	<b>19.5%</b>							<b>637,267</b>	<b>20.2%</b>
<b>SUDAMERICA</b>														
ARGENTINA	77,638	7.2%	68,838	7.0%	69,204	6.6%							215,680	7.0%
BRASIL	7403	0.7%	3,457	0.4%	5647	0.5%							16,507	0.5%
CHILE	10,700	1.0%	25,866	2.6%	9338	0.9%							45,904	1.5%
COLOMBIA	5,183	0.5%	1,027	0.1%	3830	0.4%							10,040	0.3%
<b>SUMA</b>	<b>100,924</b>	<b>9.4%</b>	<b>99,188</b>	<b>10.0%</b>	<b>88,019</b>	<b>8.4%</b>							<b>288,131</b>	<b>9.0%</b>
<b>TOTAL PRIN. MDOS.</b>	<b>1,071,345</b>	<b>100.00%</b>	<b>987,499</b>	<b>100.00%</b>	<b>1,043,866</b>	<b>100.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>3,102,710</b>	<b>99.30%</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>1,188,604</b>	<b>90.1%</b>	<b>1,118,386</b>	<b>88.3%</b>	<b>1,214,003</b>	<b>87.8%</b>		<b>0.0%</b>		<b>0.0%</b>		<b>0.0%</b>	<b>3,520,993</b>	<b>266.3%</b>

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

**GRAFICA  
PRODUCCIÓN CUARTOS NOCHE POR REGIONES  
DESGLOSE MENSUAL 2018**



**MARZO**

REGIÓN	2017 Participación %		2018 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	109,571	25.78%	98,375	21.76%	-11,196	-10.22%
Estados Unidos	166,267	39.11%	171,800	38.00%	5,533	3.33%
México	43,942	10.34%	72,424	16.02%	28,482	64.82%
<b>SUMA</b>	<b>319,780</b>	<b>75.23%</b>	<b>342,599</b>	<b>75.77%</b>	<b>22,819</b>	<b>7.14%</b>
<b>CENTRO AMERICA</b>						
Belice	17	0.00%	134	0.03%	117	688.24%
Costa Rica	62	0.01%	213	0.05%	151	243.55%
El Salvador	66	0.02%	48	0.01%	-18	-27.27%
Guatemala	121	0.03%	497	0.11%	376	310.74%
Nicaragua	3	0.00%	36	0.01%	33	1100.00%
Panamá	783	0.18%	104	0.02%	-679	-86.72%
Otros	419	0.10%	60	0.01%	-359	-85.68%
<b>SUMA</b>	<b>1,471</b>	<b>0.35%</b>	<b>1,092</b>	<b>0.24%</b>	<b>-379</b>	<b>-25.76%</b>
<b>CARIBE</b>						
Bahamas	3	0.00%	10	0.00%	7	233.33%
Bermudas	10	0.00%	6	0.00%	-4	-40.00%
Cuba	83	0.02%	48	0.01%	-35	-42.17%
Curacao	0	0.00%	0	0.00%	0	#¡DIV/0!
Haiti	5	0.00%	0	0.00%	-5	-100.00%
Jamaica	3	0.00%	18	0.00%	15	500.00%
Puerto Rico	44	0.01%	46	0.01%	2	4.55%
Rep. Dominicana	125	0.03%	124	0.03%	-1	-0.80%
Otros	118	0.03%	62	0.01%	-56	-47.46%
<b>SUMA</b>	<b>391</b>	<b>0.09%</b>	<b>314</b>	<b>0.07%</b>	<b>-77</b>	<b>-19.69%</b>
<b>SUDAMERICA</b>						
Argentina	19,580	4.61%	23,492	5.20%	3,912	19.98%
Bolivia	64	0.02%	56	0.01%	-8	-12.50%
Brasil	1,132	0.27%	1,694	0.37%	562	49.65%
Chile	3,740	0.88%	3,152	0.70%	-588	-15.72%
Colombia	1,349	0.32%	1,939	0.43%	590	43.74%
Ecuador	155	0.04%	225	0.05%	70	45.16%
Paraguay	182	0.04%	253	0.06%	71	39.01%
Peru	1,339	0.31%	1,305	0.29%	-34	-2.54%
Uruguay	1,135	0.27%	1,911	0.42%	776	68.37%
Venezuela	101	0.02%	104	0.02%	3	2.97%
Otros	296	0.07%	758	0.17%	462	156.08%
<b>SUMA</b>	<b>29,073</b>	<b>6.84%</b>	<b>34,889</b>	<b>7.72%</b>	<b>5,816</b>	<b>20.00%</b>
<b>OCEANIA</b>						
Australia	335	0.08%	561	0.12%	226	67.46%
Nueva Zelanda	25	0.01%	26	0.01%	1	4.00%
Otros	2	0.00%	10	0.00%	8	400.00%
<b>SUMA</b>	<b>362</b>	<b>0.09%</b>	<b>597</b>	<b>0.13%</b>	<b>235</b>	<b>64.92%</b>
<b>AFRICA</b>						
Argelia	0	0.00%	6	0.00%	6	#¡DIV/0!
Egipto	8	0.00%	4	0.00%	-4	-50.00%
Sudáfrica	10	0.00%	22	0.00%	12	120.00%
Otros	342	0.08%	265	0.06%	-77	-22.51%
<b>SUMA</b>	<b>360</b>	<b>0.08%</b>	<b>297</b>	<b>0.07%</b>	<b>-63</b>	<b>-17.50%</b>

REGIÓN	2017 Participación %		2018 Participación %		VARIACIÓN %	
<b>ASIA</b>						
Arabia	7	0.00%	36	0.01%	29	414.29%
China	332	0.08%	178	0.04%	-154	-46.39%
Corea	172	0.04%	118	0.03%	-54	-31.40%
Filipinas	7	0.00%	24	0.01%	17	242.86%
India	67	0.02%	233	0.05%	166	247.76%
Israel	182	0.04%	257	0.06%	75	41.21%
Japón	94	0.02%	138	0.03%	44	46.81%
Paquistán	0	0.00%	12	0.00%	12	#¡DIV/0!
Turquia	22	0.01%	62	0.01%	40	181.82%
Otros	435	0.10%	247	0.05%	-188	-43.22%
<b>SUMA</b>	<b>1,318</b>	<b>0.31%</b>	<b>1,305</b>	<b>0.29%</b>	<b>-13</b>	<b>-0.99%</b>

<b>EUROPA</b>						
Alemania	16,344	3.84%	14,611	3.23%	-1,733	-10.60%
Austria	684	0.16%	610	0.13%	-74	-10.82%
Bélgica	1,703	0.40%	2,284	0.51%	581	34.12%
Bulgaria	59	0.01%	82	0.02%	23	38.98%
Dinamarca	96	0.02%	315	0.07%	219	228.13%
España	7,790	1.83%	5,484	1.21%	-2,306	-29.60%
Finlandia	167	0.04%	168	0.04%	1	0.60%
Francia	8,213	1.93%	6,519	1.44%	-1,694	-20.63%
Gran Bretaña	15,337	3.61%	14,880	3.29%	-457	-2.98%
Grecia	13	0.00%	30	0.01%	17	130.77%
Holanda	2,107	0.50%	3,140	0.69%	1,033	49.03%
Hungría	59	0.01%	178	0.04%	119	201.69%
Irlanda	189	0.04%	221	0.05%	32	16.93%
Islandia	12	0.00%	32	0.01%	20	166.67%
Italia	7,955	1.87%	7,908	1.75%	-47	-0.59%
Luxemburgo	79	0.02%	60	0.01%	-19	-24.05%
Mónaco	10	0.00%	10	0.00%	0	0.00%
Noruega	182	0.04%	136	0.03%	-46	-25.27%
Polonia	1,205	0.28%	642	0.14%	-563	-46.72%
Portugal	921	0.22%	1,107	0.24%	186	20.20%
Rep. Checa	829	0.20%	213	0.05%	-616	-74.31%
Rumania	62	0.01%	66	0.01%	4	6.45%
Rusia	761	0.18%	1,652	0.37%	891	117.08%
Slovenia	30	0.01%	32	0.01%	2	6.67%
Suecia	2,635	0.62%	2,428	0.54%	-207	-7.86%
Suiza	773	0.18%	918	0.20%	145	18.76%
Otros	4,127	0.97%	7,325	1.62%	3,198	77.49%
<b>SUMA</b>	<b>72,342</b>	<b>17.02%</b>	<b>71,051</b>	<b>15.71%</b>	<b>-1,291</b>	<b>-1.78%</b>

<b>TOTAL</b>	<b>425,097</b>	<b>100.00%</b>	<b>452,144</b>	<b>100.00%</b>	<b>27,047</b>	<b>6.36%</b>
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REGIÓN	2017 Participación %		2018 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	299,262	24.26%	297,111	23.77%	-2,151	-0.72%
Estados Unidos	461,164	37.38%	444,767	35.59%	-16,397	-3.56%
México	146,720	11.89%	181,461	14.52%	34,741	23.68%
<b>SUMA</b>	<b>907,146</b>	<b>73.54%</b>	<b>923,339</b>	<b>73.88%</b>	<b>16,193</b>	<b>1.79%</b>
<b>CENTRO AMERICA</b>						
Belice	48	0.00%	172	0.01%	124	258.33%
Costa Rica	353	0.03%	619	0.05%	266	75.35%
El Salvador	208	0.02%	86	0.01%	-122	-58.65%
Guatemala	510	0.04%	676	0.05%	166	32.55%
Nicaragua	29	0.00%	46	0.00%	17	58.62%
Panamá	2,832	0.23%	2,041	0.16%	-791	-27.93%
Otros	792	0.06%	93	0.01%	-699	-88.26%
<b>SUMA</b>	<b>4,772</b>	<b>0.39%</b>	<b>3,733</b>	<b>0.30%</b>	<b>-1,039</b>	<b>-21.77%</b>
<b>CARIBE</b>						
Bahamas	11	0.00%	19	0.00%	8	72.73%
Bermudas	45	0.00%	24	0.00%	-21	-46.67%
Cuba	169	0.01%	67	0.01%	-102	-60.36%
Curacao	0	0.00%	0	0.00%	0	#¡DIV/0!
Haiti	10	0.00%	2	0.00%	-8	-80.00%
Jamaica	50	0.00%	55	0.00%	5	10.00%
Puerto Rico	120	0.01%	109	0.01%	-11	-9.17%
Rep. Dominicana	536	0.04%	355	0.03%	-181	-33.77%
Otros	255	0.02%	135	0.01%	-120	-47.06%
<b>SUMA</b>	<b>1,196</b>	<b>0.10%</b>	<b>766</b>	<b>0.06%</b>	<b>-430</b>	<b>-35.95%</b>
<b>SUDAMERICA</b>						
Argentina	63,674	5.16%	71,211	5.70%	7,537	11.84%
Bolivia	319	0.03%	285	0.02%	-34	-10.66%
Brasil	4,073	0.33%	6,188	0.50%	2,115	51.93%
Chile	16,119	1.31%	16,678	1.33%	559	3.47%
Colombia	3,626	0.29%	4,541	0.36%	915	25.23%
Ecuador	530	0.04%	646	0.05%	116	21.89%
Paraguay	781	0.06%	1,053	0.08%	272	34.83%
Peru	4,100	0.33%	3,601	0.29%	-499	-12.17%
Uruguay	4,456	0.36%	3,948	0.32%	-508	-11.40%
Venezuela	401	0.03%	305	0.02%	-96	-23.94%
Otros	1,058	0.09%	1,635	0.13%	577	54.54%
<b>SUMA</b>	<b>99,137</b>	<b>8.04%</b>	<b>110,091</b>	<b>8.81%</b>	<b>10,954</b>	<b>11.05%</b>
<b>OCEANIA</b>						
Australia	1,274	0.10%	1,201	0.10%	-73	-5.73%
Nueva Zelanda	69	0.01%	169	0.01%	100	144.93%
Otros	9	0.00%	52	0.00%	43	477.78%
<b>SUMA</b>	<b>1,352</b>	<b>0.11%</b>	<b>1,422</b>	<b>0.11%</b>	<b>70</b>	<b>5.18%</b>
<b>AFRICA</b>						
Argelia	0	0.00%	6	0.00%	6	#¡DIV/0!
Egipto	10	0.00%	21	0.00%	11	110.00%
Sudáfrica	31	0.00%	54	0.00%	23	74.19%
Otros	837	0.07%	517	0.04%	-320	-38.23%
<b>SUMA</b>	<b>878</b>	<b>0.07%</b>	<b>598</b>	<b>0.05%</b>	<b>-280</b>	<b>-31.89%</b>

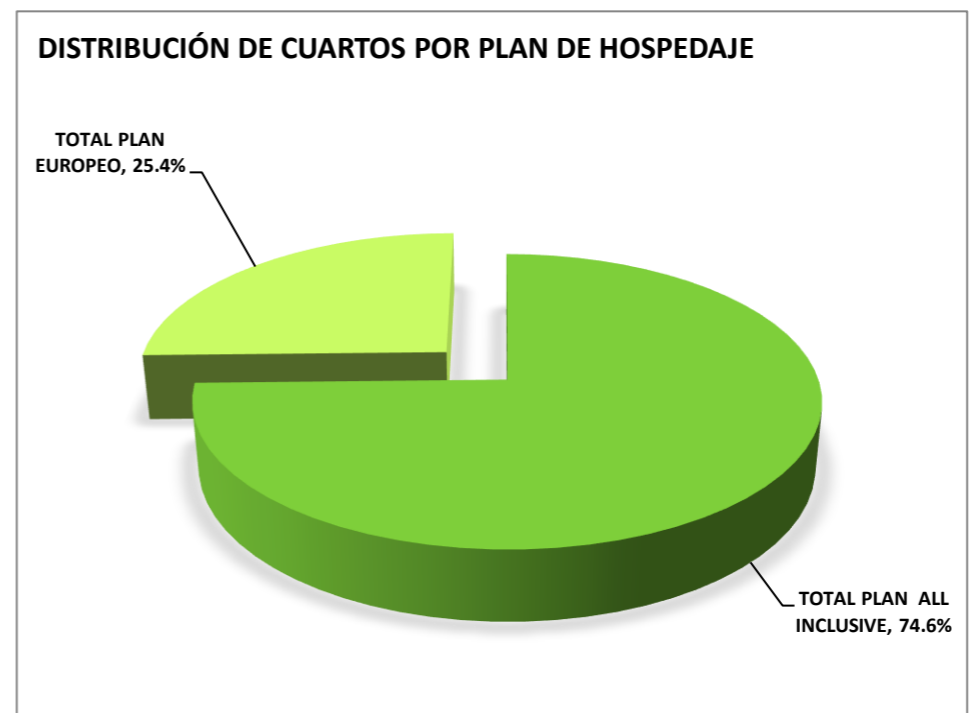


REGIÓN	2017 Participación %		2018 Participación %		VARIACIÓN %	
<b>ASIA</b>						
Arabia	71	0.01%	86	0.01%	15	21.13%
China	653	0.05%	617	0.05%	-36	-5.51%
Corea	889	0.07%	503	0.04%	-386	-43.42%
Filipinas	30	0.00%	41	0.00%	11	36.67%
India	119	0.01%	424	0.03%	305	256.30%
Israel	406	0.03%	546	0.04%	140	34.48%
Japón	186	0.02%	259	0.02%	73	39.25%
Paquistán	7	0.00%	12	0.00%	5	71.43%
Turquia	76	0.01%	132	0.01%	56	73.68%
Otros	976	0.08%	906	0.07%	-70	-7.17%
<b>SUMA</b>	<b>3,413</b>	<b>0.28%</b>	<b>3,526</b>	<b>0.28%</b>	<b>113</b>	<b>3.31%</b>
<b>EUROPA</b>						
Alemania	42,244	3.42%	34,696	2.78%	-7,548	-17.87%
Austria	2,110	0.17%	1,859	0.15%	-251	-11.90%
Bélgica	5,244	0.43%	5,767	0.46%	523	9.97%
Bulgaria	201	0.02%	242	0.02%	41	20.40%
Dinamarca	759	0.06%	761	0.06%	2	0.26%
España	21,802	1.77%	20,406	1.63%	-1,396	-6.40%
Finlandia	526	0.04%	445	0.04%	-81	-15.40%
Francia	25,775	2.09%	23,590	1.89%	-2,185	-8.48%
Gran Bretaña	47,467	3.85%	39,702	3.18%	-7,765	-16.36%
Grecia	157	0.01%	108	0.01%	-49	-31.21%
Holanda	8,448	0.68%	8,784	0.70%	336	3.98%
Hungría	270	0.02%	547	0.04%	277	102.59%
Irlanda	584	0.05%	468	0.04%	-116	-19.86%
Islandia	22	0.00%	187	0.01%	165	750.00%
Italia	23,780	1.93%	24,305	1.94%	525	2.21%
Luxemburgo	224	0.02%	124	0.01%	-100	-44.64%
Mónaco	43	0.00%	51	0.00%	8	18.60%
Noruega	804	0.07%	438	0.04%	-366	-45.52%
Polonia	3,537	0.29%	2,745	0.22%	-792	-22.39%
Portugal	1,989	0.16%	1,733	0.14%	-256	-12.87%
Rep. Checa	2,975	0.24%	718	0.06%	-2,257	-75.87%
Rumania	302	0.02%	361	0.03%	59	19.54%
Rusia	3,092	0.25%	8,104	0.65%	5,012	162.10%
Slovenia	130	0.01%	171	0.01%	41	31.54%
Suecia	10,189	0.83%	7,768	0.62%	-2,421	-23.76%
Suiza	3,045	0.25%	3,036	0.24%	-9	-0.30%
Otros	9,960	0.81%	19,158	1.53%	9,198	92.35%
<b>SUMA</b>	<b>215,679</b>	<b>17.48%</b>	<b>206,274</b>	<b>16.51%</b>	<b>-9,405</b>	<b>-4.36%</b>
<b>TOTAL</b>	<b>1,233,573</b>	<b>100.00%</b>	<b>1,249,749</b>	<b>100.00%</b>	<b>16,176</b>	<b>1.31%</b>

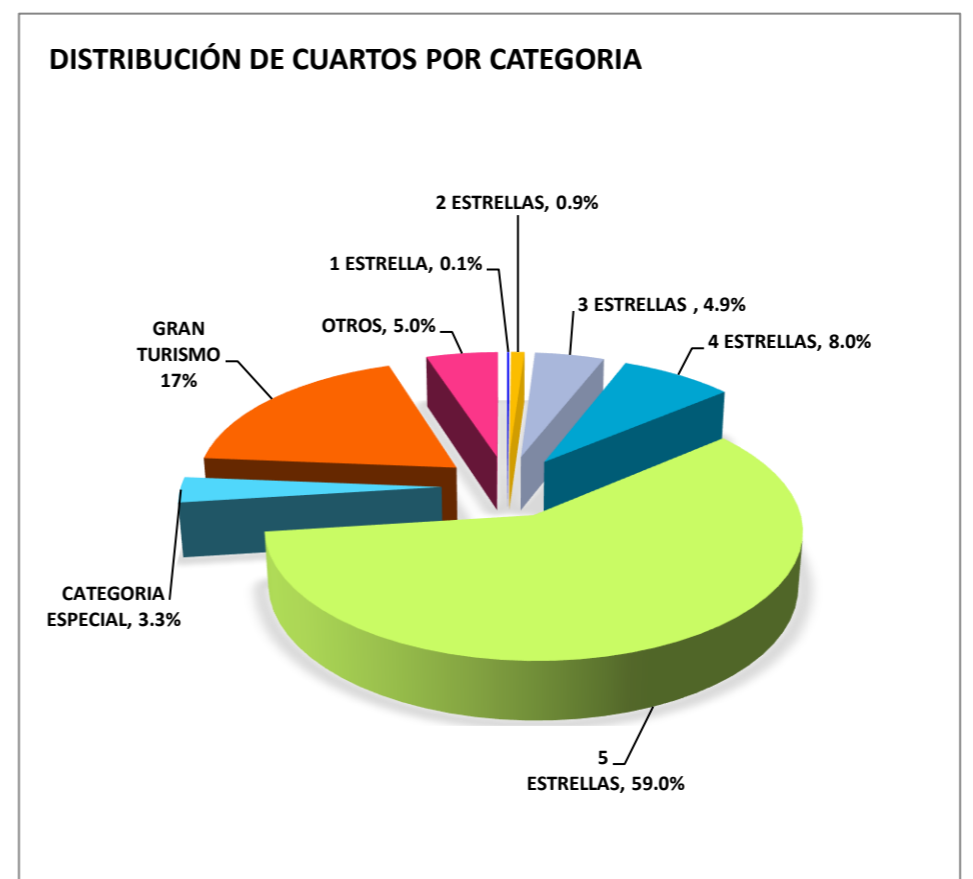
**MARZO 2018**

HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMA BAY WELLNESS RESORTS	310	4 estrellas
2 AZUL FIVES	573	5 estrellas
3 BARCELO MAYA BEACH	630	5 estrellas
4 BARCELO MAYA CARIBBEAN	414	5 estrellas
5 BARCELO MAYA COLONIAL BEACH	481	5 estrellas
6 BARCELO MAYA PALACE	756	5 estrellas
7 BARCELO MAYA TROPICAL BEACH	479	5 estrellas
8 BELAIR COLLECTION XPUHA Riviera Maya	144	Gran Turismo
9 BLUE BAY GRAND ESMERALDA	979	Gran Turismo
10 BLUE DIAMOND Riviera Maya BY BLUEBAY	128	Gran Turismo
11 CATALONIA PLAYA MAROMA	407	5 estrellas
12 CATALONIA RIVIERA MAYA	423	5 estrellas
13 CATALONIA ROYAL TULUM	288	5 estrellas
14 CATALONIA YUCATAN BEACH	205	4 estrellas
15 DORADO SEAIDE SUITES	377	Gran Turismo
16 DREAMS PUERTO AVENTURAS	305	Gran Turismo
17 DREAMS TULUM RESORT & SPA	432	5 estrellas
18 EL DORADO MAROMA	129	5 estrellas
19 EL DORADO MAROMA PALAFITOS-OVERWATER 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 PANAMA JACK RESORTS PLAYA DEL CARMEN	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>	

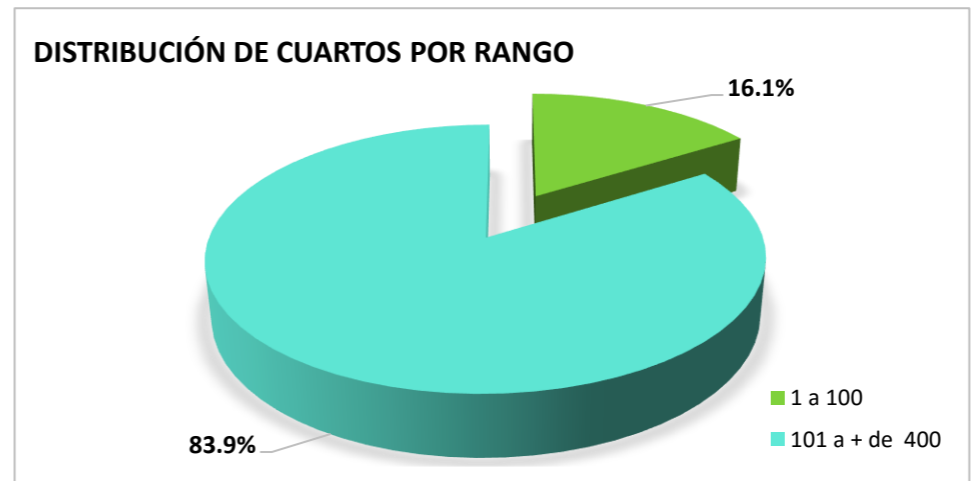
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
<b>TOTAL PLAN ALL INCLUSIVE</b>	35,061	80	74.6%
<b>TOTAL PLAN EUROPEO</b>	11,908	336	25.4%
<b>SUMAS</b>	<b>46,969</b>	<b>416</b>	<b>100.0%</b>



CATEGORIA	Cuartos	# Htls.	%
<b>1 ESTRELLA</b>	64	2	0.1%
<b>2 ESTRELLAS</b>	444	22	0.9%
<b>3 ESTRELLAS</b>	2,298	88	4.9%
<b>4 ESTRELLAS</b>	3,748	54	8.0%
<b>5 ESTRELLAS</b>	27,736	71	59.1%
<b>CATEGORIA ESPECIAL</b>	1,545	13	3.3%
<b>GRAN TURISMO</b>	8,766	23	18.7%
<b>OTROS</b>	2,368	143	5.0%
<b>SUMAS</b>	<b>46,969</b>	<b>416</b>	<b>100.0%</b>



RANGO	Cuartos	# Htls.	%
<b>1 a 100</b>	7,575	323	16.1%
<b>101 a + de 400</b>	39,394	93	83.9%
<b>SUMAS</b>	<b>46,969</b>	<b>416</b>	<b>100.0%</b>



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE  
 EN LA RIVIERA MAYA POR LOCALIDAD  
 MARZO 2018**

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%	4,130	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%	2,228	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>46,969</b>	<b>100.0%</b>

416 Hoteles distribuidos en los diferentes Microdestinos de la Riviera Maya a lo largo de 120 kms. de costa.

