



CONSEJO DE PROMOCIÓN TURÍSTICA
DE QUINTANA ROO

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

ABRIL 2018

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima tercera** edición correspondiente al mes de Abril del año 2018, fue elaborado con un muestreo de 36,503 cuartos, que corresponde al 77.71% del total de cuartos existentes a la fecha, los cuales son 46,972 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 ABRIL DE 2018

| CONCEPTO | ABRIL | | VARIACIÓN | |
|--|--------------------|--------------------|------------------|----------------|
| | 2017 | 2018 | VALOR | % |
| OCUPACION HOTELERA | | | | |
| NO. DE CUARTOS | 45,782 | 46,972 | 1,190 | 2.60% |
| CUARTOS NOCHE DISPONIBLES | 1,357,914 | 1,393,299 | 35,385 | 2.61% |
| CUARTOS NOCHE OCUPADOS | 1,194,886 | 1,215,730 | 20,844 | 1.74% |
| % DE OCUPACION | 87.99% | 87.26% | -0.74% | |
| % DE OCUPACION TODO INCLUIDO | 89.09% | 88.62% | -0.47% | |
| ESTADIA PROMEDIO | | | | |
| GENERAL | 5.92 | 5.85 | (0.07) | |
| TURISMO NACIONAL | 4.22 | 3.58 | (0.64) | |
| TURISMO INTERNACIONAL | 6.26 | 6.19 | (0.07) | |
| TARIFA PROMEDIO (pesos) | \$ 4,949.85 | \$ 5,547.09 | 597 | 12.07% |
| AFLUENCIA DEL TURISMO | | | | |
| | 2017 | 2018 | | |
| TOTAL | 452,688 | 452,377 | -311 | -0.07% |
| NACIONALES | 66,005 | 77,364 | 11,359 | 17.21% |
| EXTRANJEROS | 386,683 | 375,013 | -11,670 | -3.02% |
| PROCEDENCIA DEL TURISMO EXTRANJERO POR REGI | | | | |
| | 2017 | | 2018 | |
| EUROPA | 81,977 | 21.20% | 89,435 | 23.85% |
| ESTADOS UNIDOS | 172,550 | 44.62% | 154,866 | 41.30% |
| CANADÁ | 92,496 | 23.92% | 83,353 | 22.23% |
| SUDAMERICA | 32,997 | 8.53% | 42,972 | 11.46% |
| RESTO DEL MUNDO | 6,663 | 1.72% | 4,387 | 1.17% |
| | 386,683 | 100.00% | 375,013 | 100.00% |
| PRODUCCIÓN CUARTOS NOCHE | | | | |
| | 2017 | 2018 | | |
| TOTAL | 1,194,886 | 1,215,730 | 20,844 | 1.74% |
| NACIONALES | 116,059 | 115,401 | -658 | -0.57% |
| EXTRANJEROS | 1,078,827 | 1,100,329 | 21,502 | 1.99% |
| PRODUCCIÓN CUARTOS NOCHE POR REGIONES | | | | |
| | 2017 | | 2018 | |
| EUROPA (Principales países) | 246,642 | 22.9% | 275,237 | 25.0% |
| ESTADOS UNIDOS | 382,486 | 35.5% | 311,668 | 28.3% |
| CANADÁ | 264,770 | 24.5% | 253,532 | 23.0% |
| SUDAMERICA (Principales países) | 69,965 | 6.5% | 105,782 | 9.6% |
| RESTO DEL MUNDO | 114,964 | 10.66% | 154,110 | 14.0% |
| | 1,078,827 | 100.00% | 1,100,329 | 100.00% |

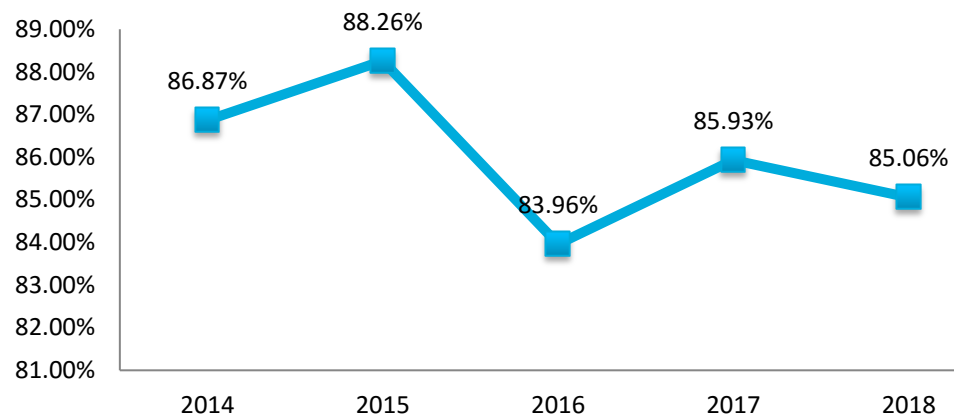
BAROMETRO TURÍSTICO RIVIERA MAYA
RESUMEN COMPARATIVO MENSUAL
MES DE ENERO-ABRIL DE 2018



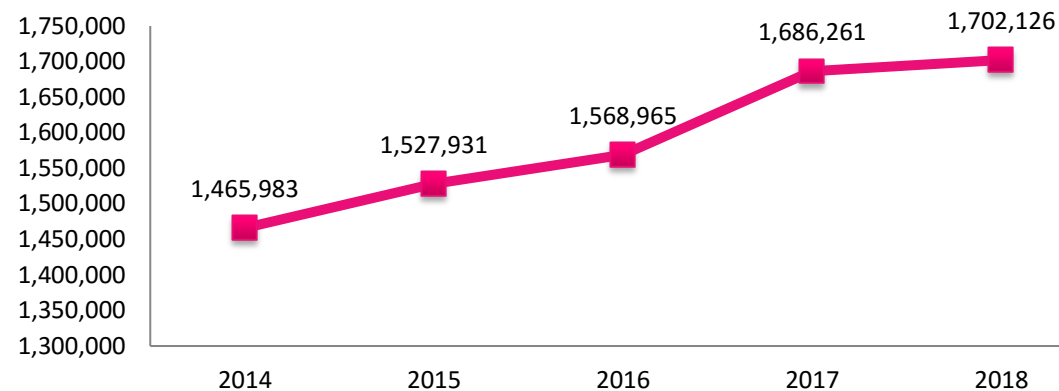
| CONCEPTO | ENERO-ABRIL | | VARIACIÓN | |
|--|--------------------|--------------------|------------------|----------------|
| | 2017 | 2018 | VALOR | % |
| OCUPACION HOTELERA | | | | |
| NO. DE CUARTOS | 45,782 | 46,972 | 1,190 | 2.60% |
| CUARTOS NOCHE DISPONIBLES | 5,429,280 | 5,568,598 | 139,318 | 2.57% |
| CUARTOS NOCHE OCUPADOS | 4,665,380 | 4,736,723 | 71,343 | 1.53% |
| % DE OCUPACION | 85.93% | 85.06% | -0.87% | |
| % DE OCUPACION TODO INCLUIDO | 86.50% | 85.56% | -0.94% | |
| ESTADIA PROMEDIO | | | | |
| GENERAL | 5.97 | 6.01 | 0.04 | |
| TURISMO NACIONAL | 4.25 | 3.89 | (0.36) | |
| TURISMO INTERNACIONAL | 6.38 | 6.29 | (0.09) | |
| TARIFA PROMEDIO (pesos) | \$ 5,600.15 | \$ 6,014.84 | 415 | 7.40% |
| AFLUENCIA DEL TURISMO | | | | |
| | 2017 | 2018 | | |
| TOTAL | 1,686,261 | 1,702,126 | 15,865 | 0.94% |
| NACIONALES | 212,725 | 258,825 | 46,100 | 21.67% |
| EXTRANJEROS | 1,473,536 | 1,443,301 | -30,235 | -2.05% |
| PROCEDENCIA DEL TURISMO EXTRANJERO POR REGI | | | | |
| | 2017 | | 2018 | |
| EUROPA | 297,656 | 20.20% | 295,709 | 20.49% |
| ESTADOS UNIDOS | 633,714 | 43.01% | 599,633 | 41.55% |
| CANADÁ | 391,758 | 26.59% | 380,464 | 26.36% |
| SUDAMERICA | 132,134 | 8.97% | 153,063 | 10.61% |
| RESTO DEL MUNDO | 18,274 | 1.24% | 14,432 | 1.00% |
| | 1,473,536 | 100.00% | 1,443,301 | 100.00% |
| PRODUCCIÓN CUARTOS NOCHE | | | | |
| | 2017 | 2018 | | |
| TOTAL | 4,665,380 | 4,736,723 | 71,343 | 1.53% |
| NACIONALES | 378,745 | 414,237 | 35,492 | 9.37% |
| EXTRANJEROS | 4,286,635 | 4,322,486 | 35,851 | 0.84% |
| PRODUCCIÓN CUARTOS NOCHE POR REGIONES | | | | |
| | 2017 | | 2018 | |
| EUROPA (Principales países) | 967,455 | 22.6% | 912,504 | 21.1% |
| ESTADOS UNIDOS | 1,400,544 | 32.7% | 1,303,834 | 30.2% |
| CANADÁ | 1,114,461 | 26.0% | 1,139,842 | 26.4% |
| SUDAMERICA (Principales países) | 317,891 | 7.4% | 393,913 | 9.1% |
| RESTO DEL MUNDO | 486,284 | 11.34% | 572,393 | 13.2% |
| | 4,286,635 | 100.00% | 4,322,486 | 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 | 86.04% | 88.81% | 85.41% | 87.99% | 87.26% | 1.22% | -1.55% | 1.85% | -0.73% | 378,180 | 397,305 | 399,604 | 452,688 | 452,377 | 19.62% | 13.86% | 13.21% | -0.07% |
| MAY | | | | | | | | | | | | | | | | | | |
| JUN | | | | | | | | | | | | | | | | | | |
| JUL | | | | | | | | | | | | | | | | | | |
| AGO | | | | | | | | | | | | | | | | | | |
| SEPT | | | | | | | | | | | | | | | | | | |
| OCT | | | | | | | | | | | | | | | | | | |
| NOV | | | | | | | | | | | | | | | | | | |
| DIC | | | | | | | | | | | | | | | | | | |
| Total | 86.87% | 88.26% | 83.96% | 85.93% | 85.06% | -1.81% | -3.20% | 1.10% | -0.87% | 1,465,983 | 1,527,931 | 1,568,965 | 1,686,261 | 1,702,126 | 16.11% | 11.40% | 8.49% | 0.94% |

OCUPACIÓN GENERAL ACUMULADA

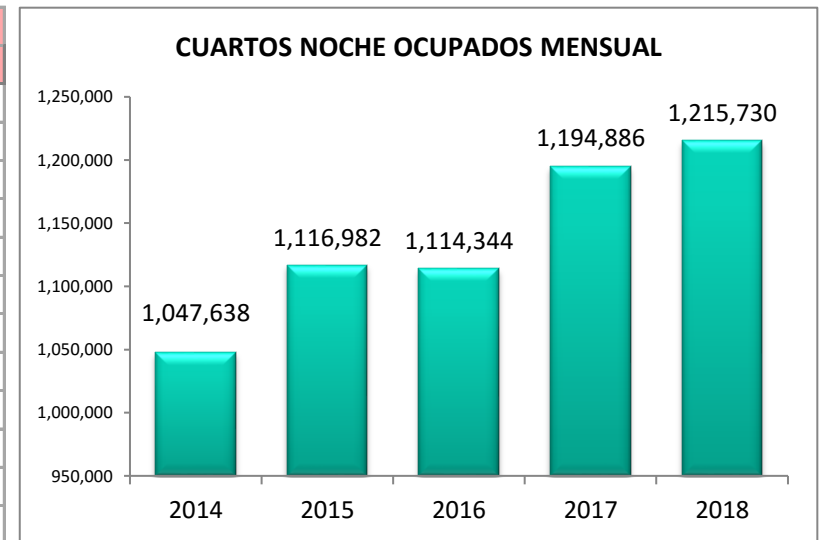


AFLUENCIA GENERAL ACUMULADA



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 | 1,047,638 | 1,116,982 | 1,114,344 | 1,194,886 | 1,215,730 | 16.04% | 8.84% | 9.10% | 1.74% |
| 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 | 4,232,223 | 4,434,410 | 4,408,085 | 4,665,380 | 4,736,723 | 11.92% | 6.82% | 7.46% | 1.53% |
| ENE-MAY | | | | | | | | | |
| ENE-JUN | | | | | | | | | |
| ENE-JUL | | | | | | | | | |
| ENE-AGO | | | | | | | | | |
| ENE-SEP | | | | | | | | | |
| ENE-OCT | | | | | | | | | |
| ENE-NOV | | | | | | | | | |
| ENE-DIC | | | | | | | | | |

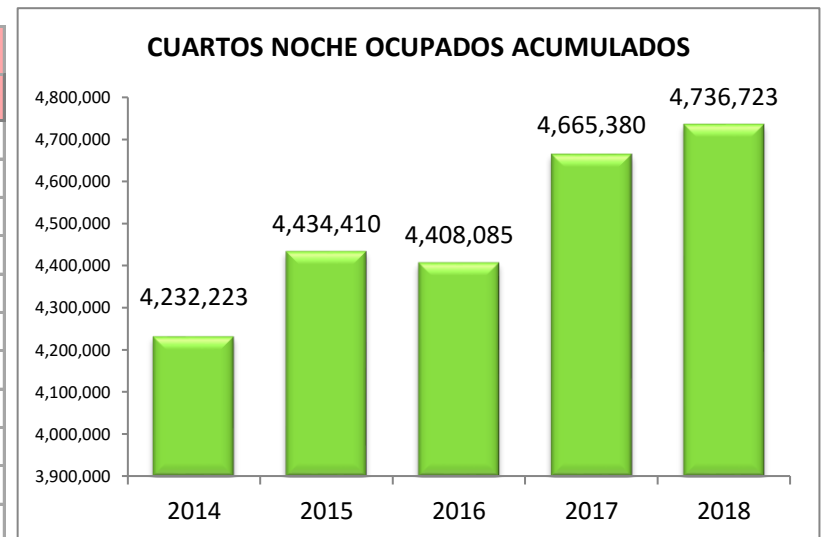
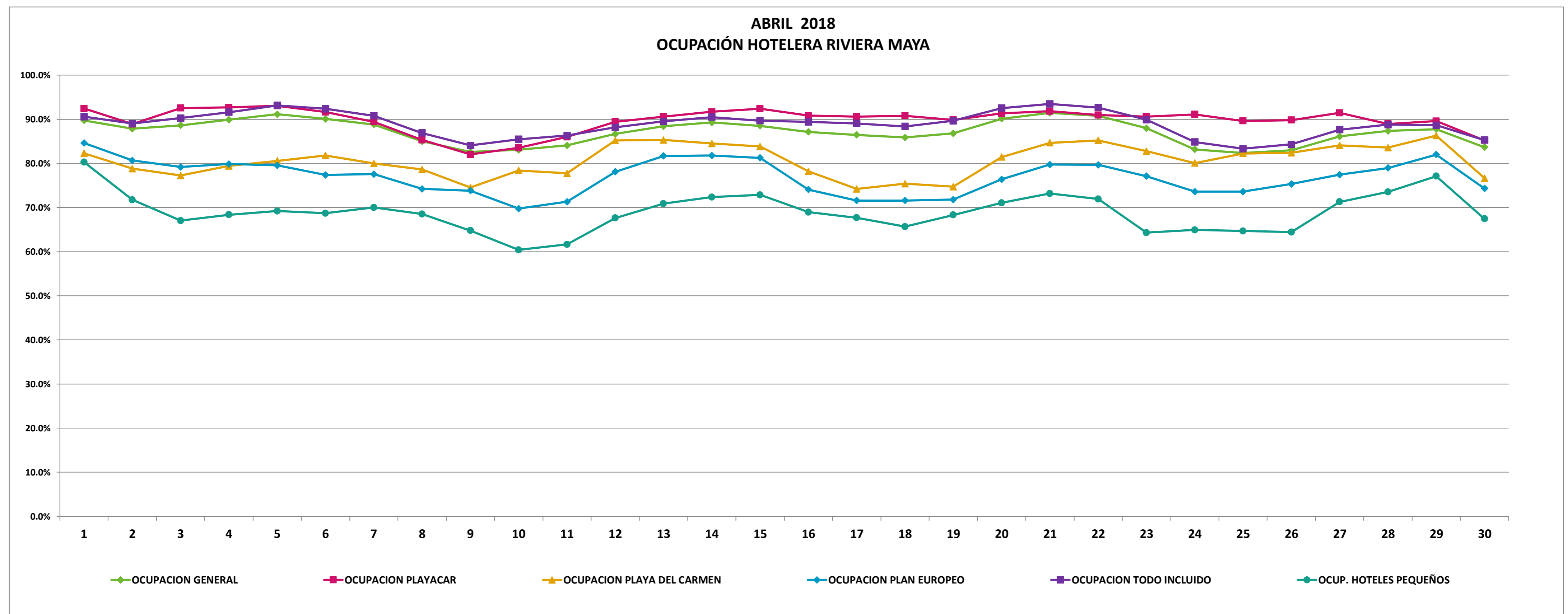


TABLA DE OCUPACION HOTELERA AÑO 2018

| 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 | 416 | 46,972 | 1,393,299 | 1,215,730 | 87.26% | 77,364 | 17.10% | 375,013 | 82.90% | 452,377 | 5.85 |
| MAYO | | | | | | | | | | | |
| JUNIO | | | | | | | | | | | |
| JULIO | | | | | | | | | | | |
| AGOSTO | | | | | | | | | | | |
| SEPTIEMBRE | | | | | | | | | | | |
| OCTUBRE | | | | | | | | | | | |
| NOVIEMBRE | | | | | | | | | | | |
| DICIEMBRE | | | | | | | | | | | |
| ACUMULADO ANUAL | | | | | | | | | | | |
| 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 | 416 | 46,972 | 5,568,598 | 4,736,723 | 85.06% | 258,825 | 15.21% | 1,443,301 | 84.79% | 1,702,126 | 6.01 |
| ENE-MAY | | | | | | | | | | | |
| ENE-JUN | | | | | | | | | | | |
| ENE-JUL | | | | | | | | | | | |
| ENE-AGO | | | | | | | | | | | |
| ENE-SEP | | | | | | | | | | | |
| ENE-OCT | | | | | | | | | | | |
| ENE-NOV | | | | | | | | | | | |
| ENE-DIC | | | | | | | | | | | |

CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO
ABRIL 2018

| DÍA | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | PROMEDIO |
|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------|
| OCUPACION GENERAL | 89.8% | 87.8% | 88.6% | 89.9% | 91.1% | 90.1% | 88.8% | 85.0% | 82.6% | 83.1% | 84.1% | 86.7% | 88.4% | 89.3% | 88.5% | 87.1% | 86.5% | 85.9% | 86.8% | 90.1% | 91.5% | 90.8% | 88.0% | 83.2% | 82.4% | 83.0% | 86.1% | 87.4% | 87.8% | 83.7% | 87.26% |
| OCUPACION PLAYACAR | 92.5% | 88.9% | 92.5% | 92.7% | 93.0% | 91.6% | 89.4% | 85.3% | 82.0% | 83.5% | 86.0% | 89.4% | 90.6% | 91.7% | 92.4% | 90.8% | 90.6% | 90.8% | 89.9% | 91.3% | 91.8% | 90.9% | 90.6% | 91.1% | 89.6% | 89.8% | 91.5% | 88.9% | 89.6% | 85.2% | 89.81% |
| OCUPACION PLAYA DEL CARMEN | 82.3% | 78.8% | 77.3% | 79.4% | 80.6% | 81.8% | 80.0% | 78.6% | 74.5% | 78.4% | 77.8% | 85.2% | 85.3% | 84.5% | 83.8% | 78.2% | 74.2% | 75.4% | 74.7% | 81.4% | 84.7% | 85.2% | 82.8% | 80.1% | 82.3% | 82.4% | 84.1% | 83.6% | 86.3% | 76.7% | 80.67% |
| OCUPACION PLAN EUROPEO | 84.6% | 80.7% | 79.2% | 79.9% | 79.5% | 77.4% | 77.6% | 74.2% | 73.8% | 69.8% | 71.3% | 78.1% | 81.7% | 81.8% | 81.3% | 74.1% | 71.6% | 71.6% | 71.8% | 76.4% | 79.7% | 79.7% | 77.1% | 73.6% | 73.6% | 75.3% | 77.5% | 79.0% | 82.0% | 74.3% | 76.93% |
| OCUPACION TODO INCLUIDO | 90.6% | 89.0% | 90.3% | 91.6% | 93.1% | 92.4% | 90.8% | 86.9% | 84.1% | 85.5% | 86.3% | 88.2% | 89.5% | 90.5% | 89.7% | 89.4% | 89.1% | 88.4% | 89.7% | 92.5% | 93.5% | 92.7% | 89.9% | 84.9% | 83.3% | 84.3% | 87.6% | 88.8% | 88.7% | 85.3% | 88.62% |
| OCUP. HOTELES PEQUEÑOS | 80.3% | 71.8% | 67.0% | 68.4% | 69.2% | 68.7% | 70.0% | 68.5% | 64.8% | 60.4% | 61.6% | 67.6% | 70.9% | 72.4% | 72.9% | 69.0% | 67.7% | 65.7% | 68.3% | 71.0% | 73.2% | 71.9% | 64.3% | 64.9% | 64.7% | 64.4% | 71.3% | 73.5% | 77.1% | 67.4% | 68.96% |

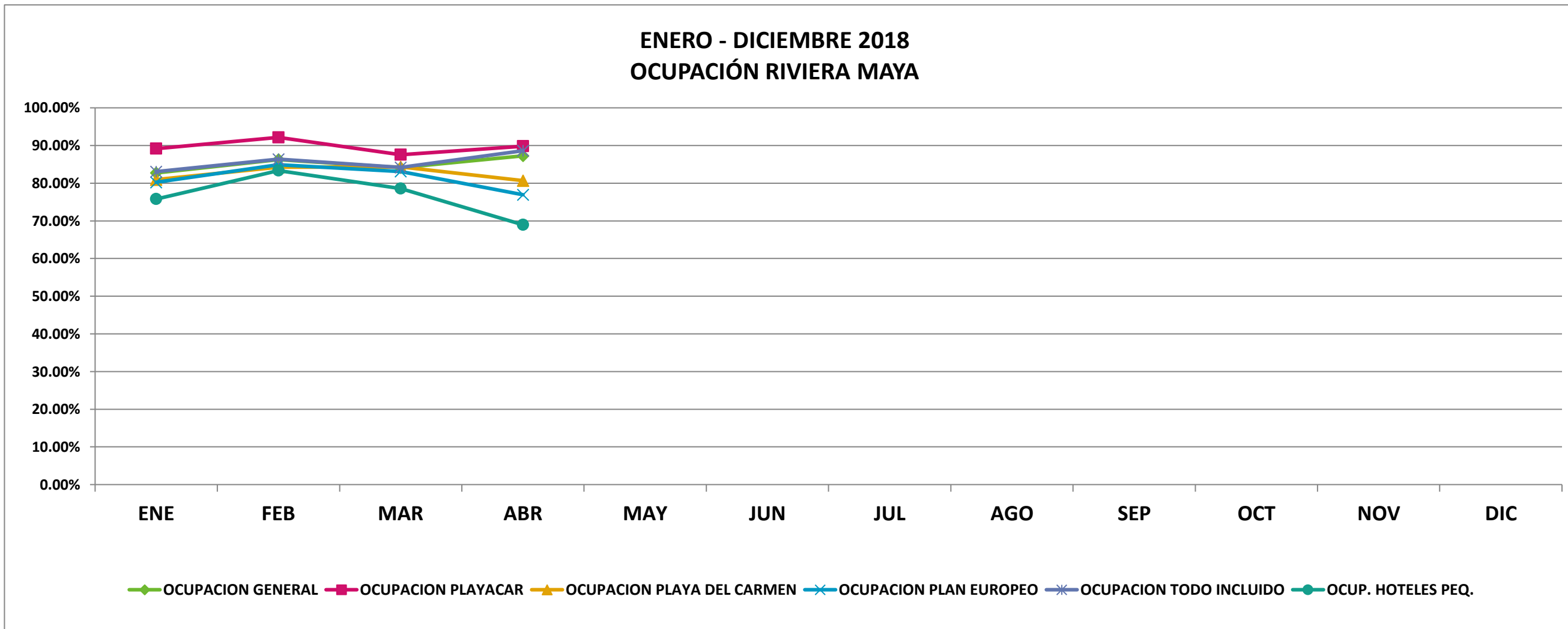




OCUPACIÓN HOTELERA MENSUAL

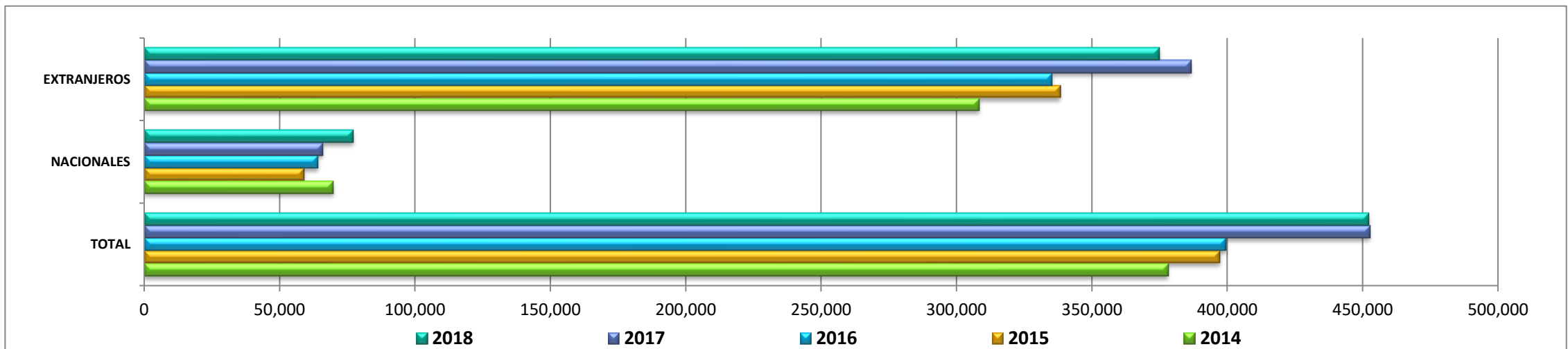
ENERO - DICIEMBRE 2018

| MES | ENE | FEB | MAR | ABR | MAY | JUN | JUL | AGO | SEP | OCT | NOV | DIC | ACUMULADO |
|-----------------------------------|--------|--------|--------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----------|
| OCUPACION GENERAL | 82.72% | 86.28% | 84.10% | 87.26% | | | | | | | | | 85.06% |
| OCUPACION PLAYACAR | 89.16% | 92.16% | 87.55% | 89.81% | | | | | | | | | 89.67% |
| OCUPACION PLAYA DEL CARMEN | 80.94% | 84.22% | 84.32% | 80.67% | | | | | | | | | 82.54% |
| OCUPACION PLAN EUROPEO | 80.22% | 84.90% | 83.11% | 76.93% | | | | | | | | | 81.29% |
| OCUPACION TODO INCLUIDO | 83.07% | 86.37% | 84.17% | 88.62% | | | | | | | | | 85.56% |
| OCUP. HOTELES PEQ. | 75.81% | 83.34% | 78.58% | 68.96% | | | | | | | | | 76.67% |



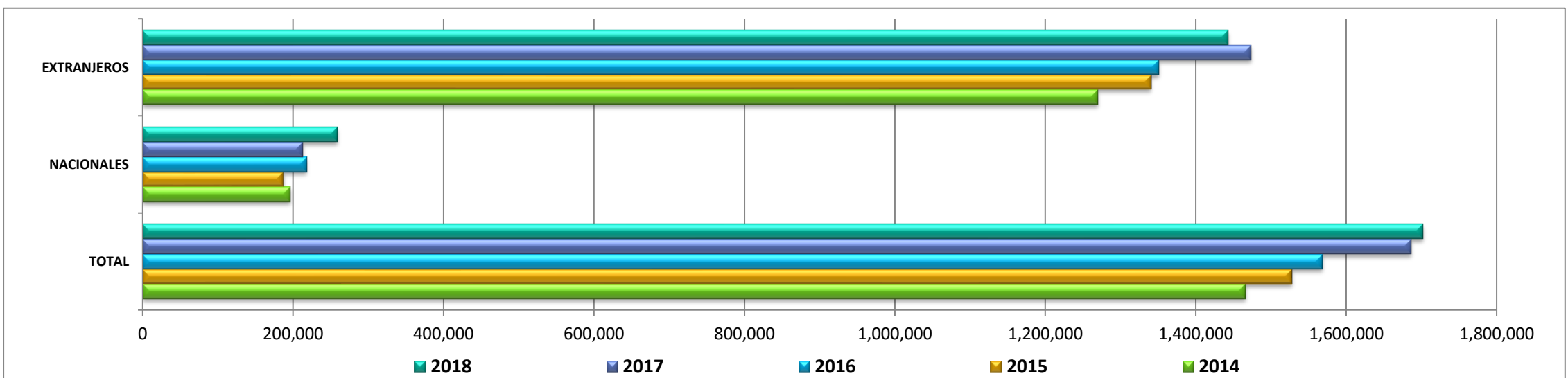
AFLUENCIA DEL TURISMO ABRIL 2014-2018

| AFLUENCIA DEL TURISMO | 2014 | | 2015 | | 2016 | | 2017 | | 2018 | | % VAR. | | | |
|-----------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|---------------|---------------|---------------|
| | CANT | % | CANT | % | CANT | % | CANT | % | CANT | % | 2018-14 | 2018-15 | 2018-16 | 2018-17 |
| TOTAL | 378,180 | 100.00% | 397,305 | 100.00% | 399,604 | 100.00% | 452,688 | 100.00% | 452,377 | 100.00% | 19.62% | 13.86% | 13.21% | -0.07% |
| NACIONALES | 69,834 | 18.47% | 59,055 | 14.86% | 64,158 | 16.06% | 66,005 | 14.58% | 77,364 | 17.10% | 10.78% | 31.00% | 20.58% | 17.21% |
| EXTRANJEROS | 308,346 | 81.53% | 338,250 | 85.14% | 335,446 | 83.94% | 386,683 | 85.42% | 375,013 | 82.90% | 21.62% | 10.87% | 11.80% | -3.02% |



ENERO - ABRIL 2014-2018

| AFLUENCIA DEL TURISMO | 2014 | | 2015 | | 2016 | | 2017 | | 2018 | | % VAR. | | | |
|-----------------------|------------------|----------------|------------------|----------------|------------------|----------------|------------------|----------------|------------------|----------------|---------------|---------------|---------------|---------------|
| | CANT | % | CANT | % | CANT | % | CANT | % | CANT | % | 2018-14 | 2018-15 | 2018-16 | 2018-17 |
| TOTAL | 1,465,983 | 387.64% | 1,527,931 | 384.57% | 1,568,965 | 392.63% | 1,686,261 | 372.50% | 1,702,126 | 376.26% | 16.11% | 11.40% | 8.49% | 0.94% |
| NACIONALES | 195,983 | 51.82% | 187,562 | 47.21% | 218,026 | 54.56% | 212,725 | 46.99% | 258,825 | 57.21% | 32.07% | 37.99% | 18.71% | 21.67% |
| EXTRANJEROS | 1,270,000 | 335.82% | 1,340,369 | 337.37% | 1,350,939 | 338.07% | 1,473,536 | 325.51% | 1,443,301 | 319.05% | 13.65% | 7.68% | 6.84% | -2.05% |



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ABRIL 2018

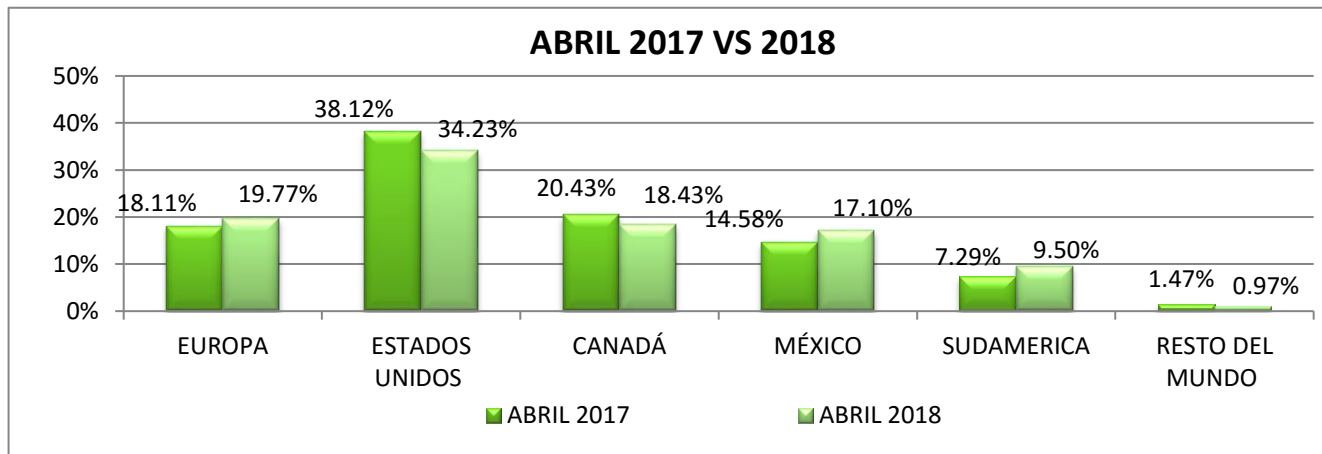
| PAIS | No. DE PERSONAS | % | PAIS | No. DE PERSONAS | % | PAIS | No. DE PERSONAS | % |
|---------------------------|-----------------|--------------|-------------------|-----------------|-------------|-------------------|-----------------|---------------|
| 1.- NORTE AMERICA | | | 4.-CARIBE | | | 8.-EUROPA | | |
| Canadá | 83,353 | 18.43 | Bahamas | 3 | 0.00 | Alemania | 15,660 | 3.46 |
| Estados Unidos | 154,866 | 34.23 | Bermudas | 26 | 0.01 | Austria | 565 | 0.12 |
| México | 77,364 | 17.10 | Cuba | 26 | 0.01 | Bélgica | 1,928 | 0.43 |
| SUMA | 315,583 | 69.76 | Curacao | 0 | 0.00 | Bulgaria | 79 | 0.02 |
| | | | Haiti | 15 | 0.00 | Dinamarca | 79 | 0.02 |
| | | | Jamaica | 7 | 0.00 | España | 17,992 | 3.98 |
| | | | Puerto Rico | 65 | 0.01 | Finlandia | 15 | 0.00 |
| | | | Rep. Dominicana | 168 | 0.04 | Francia | 8,592 | 1.90 |
| | | | Otros | 62 | 0.01 | Gran Bretaña | 25,796 | 5.70 |
| | | | SUMA | 372 | 0.08 | Grecia | 45 | 0.01 |
| | | | | | | Holanda | 2,877 | 0.64 |
| 2.- CENTRO AMERICA | | | 5.-OCEANIA | | | Hungria | | |
| Belice | 43 | 0.01 | Australia | 620 | 0.14 | Irlanda | 120 | 0.03 |
| Costa Rica | 180 | 0.04 | Nueva Zelanda | 79 | 0.02 | Islandia | 29 | 0.01 |
| El Salvador | 64 | 0.01 | Otros | 14 | 0.00 | Italia | 7,145 | 1.58 |
| Guatemala | 117 | 0.03 | SUMA | 713 | 0.16 | Luxemburgo | 64 | 0.01 |
| Nicaragua | 7 | 0.00 | | | | Mónaco | 12 | 0.00 |
| Panamá | 1,328 | 0.29 | | | | Noruega | 27 | 0.01 |
| Otros | 20 | 0.00 | | | | Polonia | 196 | 0.04 |
| SUMA | 1,759 | 0.39 | | | | Portugal | 1,480 | 0.33 |
| | | | 6.- ASIA | | | Rep. Checa | | |
| | | | Arabia | 33 | 0.01 | Rumania | 105 | 0.02 |
| | | | China | 151 | 0.03 | Rusia | 1,712 | 0.38 |
| | | | Corea | 199 | 0.04 | Slovenia | 5 | 0.00 |
| | | | Filipinas | 10 | 0.00 | Suecia | 151 | 0.03 |
| | | | India | 165 | 0.04 | Suiza | 1,736 | 0.38 |
| | | | Israel | 284 | 0.06 | Otros | 2,775 | 0.61 |
| | | | Japón | 79 | 0.02 | SUMA | 89,435 | 19.77 |
| | | | Paquistán | 10 | 0.00 | | | |
| | | | Turquia | 57 | 0.01 | GRAN TOTAL | | |
| | | | Otros | 413 | 0.09 | | 452,377 | 100.00 |
| | | | SUMA | 1,401 | 0.31 | | | |
| | | | | | | | | |
| 3.- SUDAMERICA | | | 7.- AFRICA | | | | | |
| Argentina | 30,408 | 6.72 | Argelia | 0 | 0.00 | | | |
| Bolivia | 45 | 0.01 | Egipto | 0 | 0.00 | | | |
| Brasil | 2,012 | 0.44 | Sudáfrica | 29 | 0.01 | | | |
| Chile | 4,442 | 0.98 | Otros | 113 | 0.02 | | | |
| Colombia | 1,146 | 0.25 | SUMA | 142 | 0.03 | | | |
| Ecuador | 392 | 0.09 | | | | | | |
| Paraguay | 323 | 0.07 | | | | | | |
| Perú | 1,376 | 0.30 | | | | | | |
| Uruguay | 2,153 | 0.48 | | | | | | |
| Venezuela | 182 | 0.04 | | | | | | |
| Otros | 493 | 0.11 | | | | | | |
| SUMA | 42,972 | 9.50 | | | | | | |

**PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENE-ABR 2018**

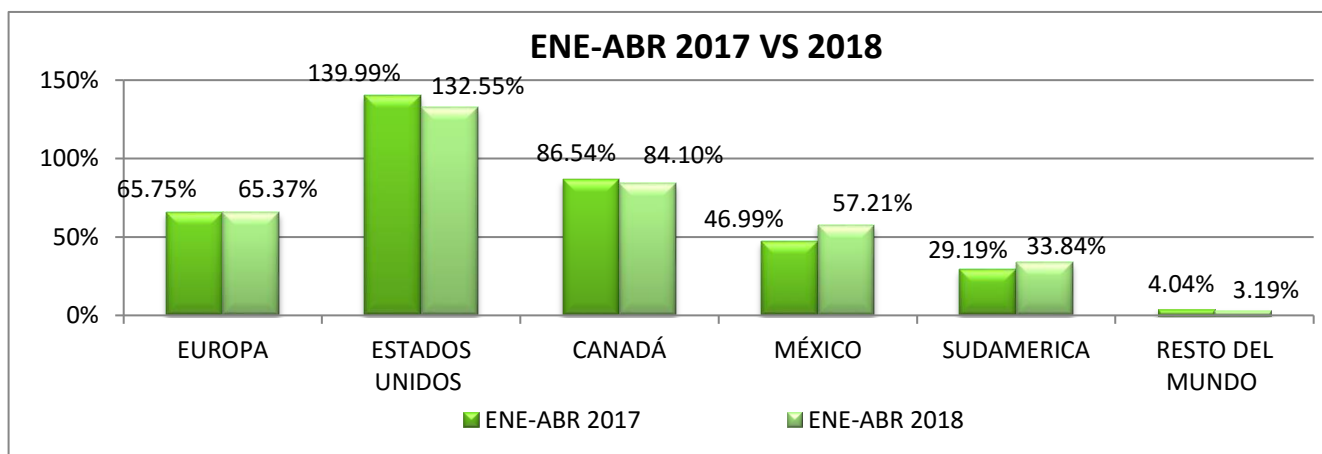
| PAIS | No. DE PERSONAS | % | PAIS | No. DE PERSONAS | % | PAIS | No. DE PERSONAS | % |
|---------------------------|------------------|--------------|-------------------|-----------------|-------------|-------------------------|-----------------|--------------|
| 1.- NORTE AMERICA | | | 4.-CARIBE | | | 8.-EUROPA | | |
| Canadá | 380,464 | 22.35 | Bahamas | 22 | 0.00 | Alemania | 50,356 | 2.96 |
| Estados Unidos | 599,633 | 35.23 | Bermudas | 50 | 0.00 | Austria | 2,424 | 0.14 |
| México | 258,825 | 15.21 | Cuba | 93 | 0.01 | Bélgica | 7,695 | 0.45 |
| SUMA | 1,238,922 | 72.79 | Curacao | 0 | 0.00 | Bulgaria | 321 | 0.02 |
| | | | Haiti | 17 | 0.00 | Dinamarca | 840 | 0.05 |
| | | | Jamaica | 62 | 0.00 | España | 38,398 | 2.26 |
| | | | Puerto Rico | 174 | 0.01 | Finlandia | 460 | 0.03 |
| | | | Rep. Dominicana | 523 | 0.03 | Francia | 32,182 | 1.89 |
| | | | Otros | 197 | 0.01 | Gran Bretaña | 65,498 | 3.85 |
| | | | SUMA | 1,138 | 0.07 | Grecia | 153 | 0.01 |
| 2.- CENTRO AMERICA | | | 5.-OCEANIA | | | | | |
| Belice | 215 | 0.01 | Australia | 1,821 | 0.11 | Holanda | 11,661 | 0.69 |
| Costa Rica | 799 | 0.05 | Nueva Zelanda | 248 | 0.01 | Hungría | 617 | 0.04 |
| El Salvador | 150 | 0.01 | Otros | 66 | 0.00 | Irlanda | 588 | 0.03 |
| Guatemala | 793 | 0.05 | SUMA | 2,135 | 0.13 | Islandia | 216 | 0.01 |
| Nicaragua | 53 | 0.00 | | | | Italia | 31,450 | 1.85 |
| Panamá | 3,369 | 0.20 | | | | Luxemburgo | 188 | 0.01 |
| Otros | 113 | 0.01 | | | | Mónaco | 63 | 0.00 |
| SUMA | 5,492 | 0.32 | | | | Noruega | 465 | 0.03 |
| | | | 6.- ASIA | | | | | |
| | | | Arabia | 119 | 0.01 | Polonia | 2,941 | 0.17 |
| | | | China | 768 | 0.05 | Portugal | 3,213 | 0.19 |
| | | | Corea | 702 | 0.04 | Rep. Checa | 898 | 0.05 |
| | | | Filipinas | 51 | 0.00 | Rumania | 466 | 0.03 |
| | | | India | 589 | 0.03 | Rusia | 9,816 | 0.58 |
| | | | Israel | 830 | 0.05 | Slovenia | 176 | 0.01 |
| | | | Japón | 338 | 0.02 | Suecia | 7,919 | 0.47 |
| | | | Paquistán | 22 | 0.00 | Suiza | 4,772 | 0.28 |
| | | | Turquía | 189 | 0.01 | Otros | 21,933 | 1.29 |
| | | | Otros | 1,319 | 0.08 | SUMA | 295,709 | 17.37 |
| | | | SUMA | 4,927 | 0.29 | | | |
| 3.- SUDAMERICA | | | 7.- AFRICA | | | | | |
| Argentina | 101,619 | 5.97 | Argelia | 6 | 0.00 | | | |
| Bolivia | 330 | 0.02 | Egipto | 21 | 0.00 | | | |
| Brasil | 8,200 | 0.48 | Sudáfrica | 83 | 0.00 | | | |
| Chile | 21,120 | 1.24 | Otros | 630 | 0.04 | | | |
| Colombia | 5,687 | 0.33 | SUMA | 740 | 0.04 | | | |
| Ecuador | 1,038 | 0.06 | | | | | | |
| Paraguay | 1,376 | 0.08 | | | | | | |
| Perú | 4,977 | 0.29 | | | | | | |
| Uruguay | 6,101 | 0.36 | | | | | | |
| Venezuela | 487 | 0.03 | | | | | | |
| Otros | 2,128 | 0.13 | | | | | | |
| SUMA | 153,063 | 8.99 | | | | | | |
| | | | | | | GRAN TOTAL | | |
| | | | | | | 1,702,126 100.00 | | |

**COMPARATIVO DE PROCEDENCIA DEL TURISMO
POR REGIONES**

| REGION | ABRIL 2017 | | ABRIL 2018 | | % VAR. 2017-2018 |
|-----------------|----------------|----------------|----------------|----------------|---------------------|
| | TURISTAS | % | TURISTAS | % | |
| EUROPA | 81,977 | 18.11% | 89,435 | 19.77% | 9.10% |
| ESTADOS UNIDOS | 172,550 | 38.12% | 154,866 | 34.23% | -10.25% |
| CANADÁ | 92,496 | 20.43% | 83,353 | 18.43% | -9.88% |
| MÉXICO | 66,005 | 14.58% | 77,364 | 17.10% | 17.21% |
| SUDAMERICA | 32,997 | 7.29% | 42,972 | 9.50% | 30.23% |
| RESTO DEL MUNDO | 6,663 | 1.47% | 4,387 | 0.97% | -34.16% |
| SUMAS | 452,688 | 100.00% | 452,377 | 100.00% | -0.07% |



| REGION | ENE-ABR 2017 | | ENE-ABR 2018 | | % VAR. 2017-2018 |
|-----------------|------------------|----------------|------------------|----------------|---------------------|
| | TURISTAS | % | TURISTAS | % | |
| EUROPA | 297,656 | 65.75% | 295,709 | 65.37% | -0.65% |
| ESTADOS UNIDOS | 633,714 | 139.99% | 599,633 | 132.55% | -5.38% |
| CANADÁ | 391,758 | 86.54% | 380,464 | 84.10% | -2.88% |
| MÉXICO | 212,725 | 46.99% | 258,825 | 57.21% | 21.67% |
| SUDAMERICA | 132,134 | 29.19% | 153,063 | 33.84% | 15.84% |
| RESTO DEL MUNDO | 18,274 | 4.04% | 14,432 | 3.19% | -21.02% |
| SUMAS | 1,686,261 | 372.50% | 1,702,126 | 376.26% | 0.94% |



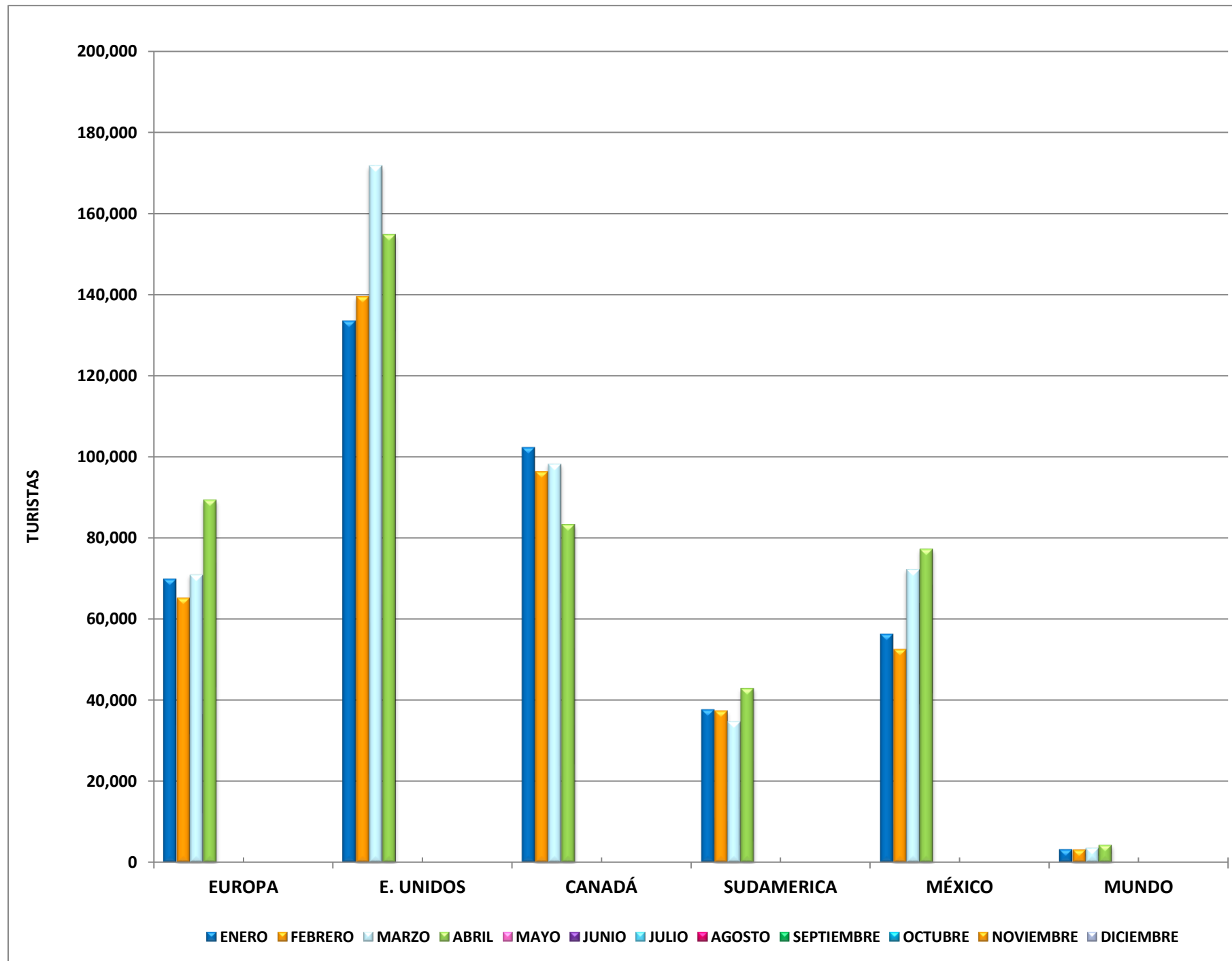
PROCEDENCIA DEL TURISMO POR REGIONES
AÑO 2018

| 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 | 89,435 | 19.8 | 154,866 | 34.2 | 83,353 | 18.4 | 42,972 | 9.5 | 77,364 | 17.1 | 4,387 | 1.0 | 452,377 | 100.0 |
| MAYO | | | | | | | | | | | | | | |
| JUNIO | | | | | | | | | | | | | | |
| JULIO | | | | | | | | | | | | | | |
| AGOSTO | | | | | | | | | | | | | | |
| SEPTIEMBRE | | | | | | | | | | | | | | |
| OCTUBRE | | | | | | | | | | | | | | |
| NOVIEMBRE | | | | | | | | | | | | | | |
| DICIEMBRE | | | | | | | | | | | | | | |

ACUMULADO ANUAL

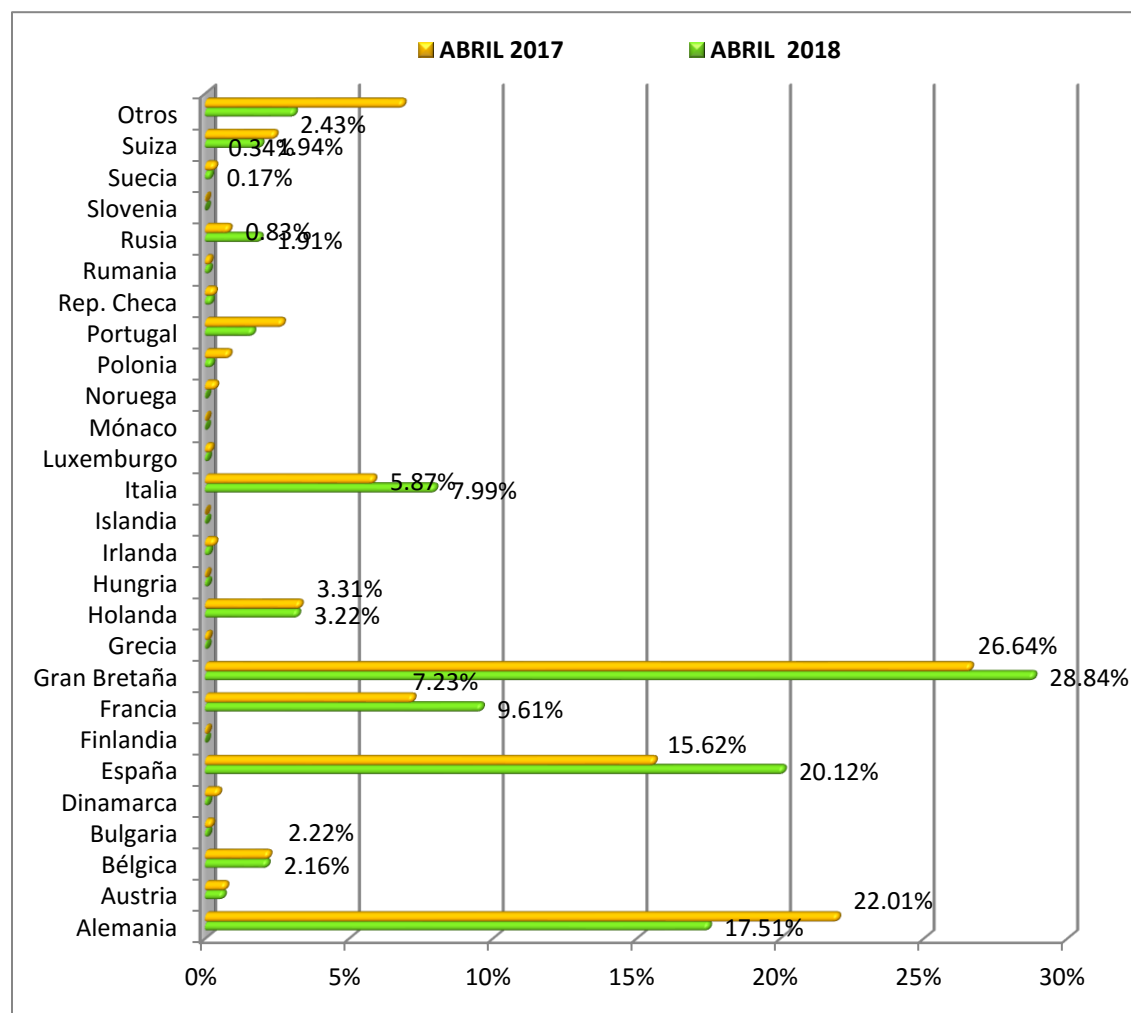
| | | | | | | | | | | | | | | |
|---------|---------|------|---------|------|---------|------|---------|-----|---------|------|--------|-----|-----------|-------|
| ENE-FEB | 135,223 | 17.0 | 272,967 | 34.2 | 198,736 | 24.9 | 75,202 | 9.4 | 109,037 | 13.7 | 6,440 | 0.8 | 797,605 | 100.0 |
| ENE-MAR | 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 | 295,709 | 17.4 | 599,633 | 35.2 | 380,464 | 22.4 | 153,063 | 9.0 | 258,825 | 15.2 | 14,432 | 0.8 | 1,702,126 | 100.0 |
| 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



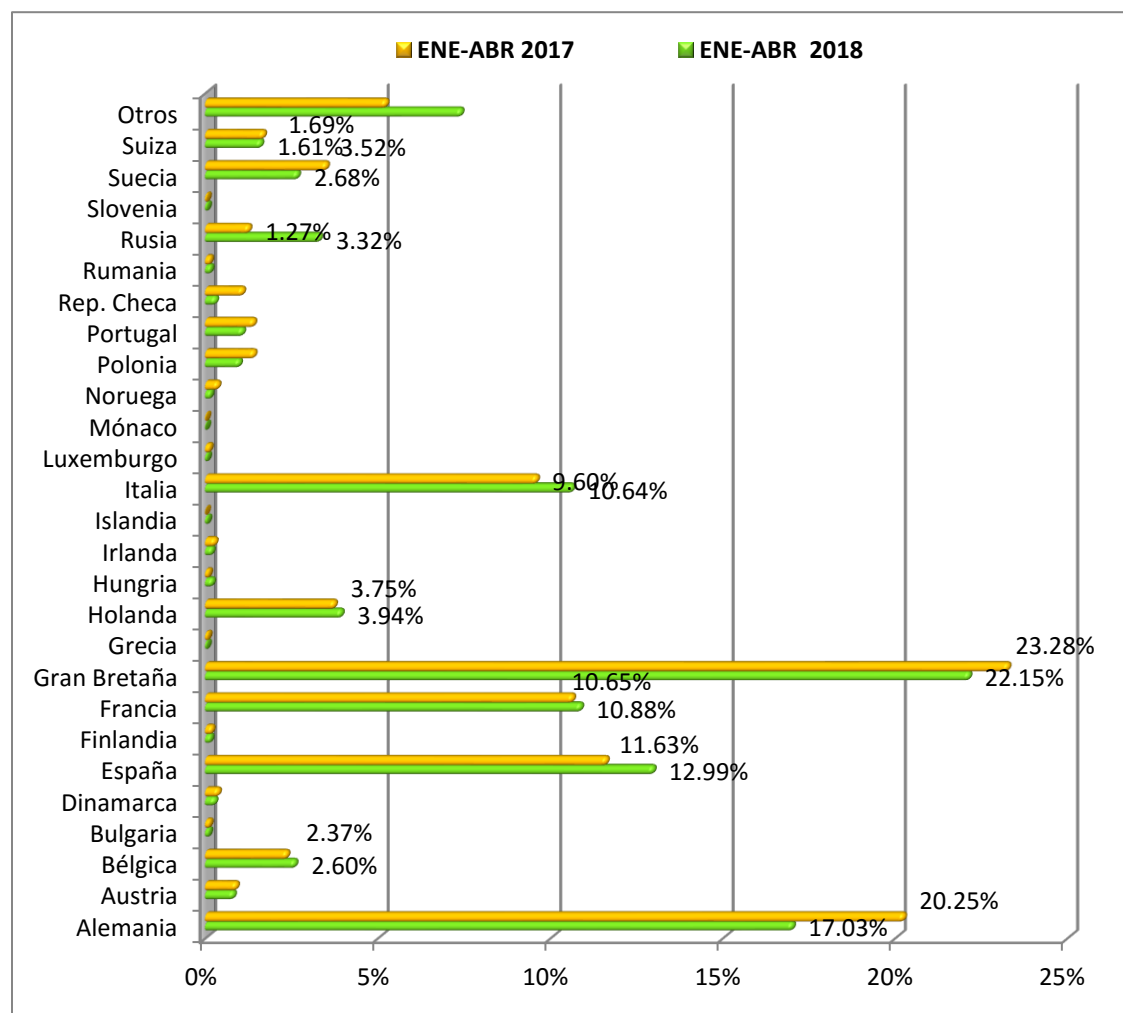
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO ABRIL 2018 VS 2017

| PAIS | ABRIL 2017 | | ABRIL 2018 | |
|--------------|---------------|----------------|---------------|----------------|
| | PAX | % | PAX | % |
| Alemania | 18,042 | 22.01% | 15,660 | 17.51% |
| Austria | 590 | 0.72% | 565 | 0.63% |
| Bélgica | 1,818 | 2.22% | 1,928 | 2.16% |
| Bulgaria | 181 | 0.22% | 79 | 0.09% |
| Dinamarca | 386 | 0.47% | 79 | 0.09% |
| España | 12,808 | 15.62% | 17,992 | 20.12% |
| Finlandia | 59 | 0.07% | 15 | 0.02% |
| Francia | 5,927 | 7.23% | 8,592 | 9.61% |
| Gran Bretaña | 21,837 | 26.64% | 25,796 | 28.84% |
| Grecia | 89 | 0.11% | 45 | 0.05% |
| Holanda | 2,711 | 3.31% | 2,877 | 3.22% |
| Hungría | 43 | 0.05% | 70 | 0.08% |
| Irlanda | 278 | 0.34% | 120 | 0.13% |
| Islandia | 8 | 0.01% | 29 | 0.03% |
| Italia | 4,809 | 5.87% | 7,145 | 7.99% |
| Luxemburgo | 163 | 0.20% | 64 | 0.07% |
| Mónaco | 34 | 0.04% | 12 | 0.01% |
| Noruega | 302 | 0.37% | 27 | 0.03% |
| Polonia | 683 | 0.83% | 196 | 0.22% |
| Portugal | 2,204 | 2.69% | 1,480 | 1.65% |
| Rep. Checa | 263 | 0.32% | 180 | 0.20% |
| Rumania | 126 | 0.15% | 105 | 0.12% |
| Rusia | 683 | 0.83% | 1,712 | 1.91% |
| Slovenia | 20 | 0.02% | 5 | 0.01% |
| Suecia | 276 | 0.34% | 151 | 0.17% |
| Suiza | 1,994 | 2.43% | 1,736 | 1.94% |
| Otros | 5,643 | 6.88% | 2,775 | 3.10% |
| SUMA | 81,977 | 100.00% | 89,435 | 100.00% |



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

| PAIS | ENE-ABR 2017 | | ENE-ABR 2018 | |
|--------------|----------------|----------------|----------------|----------------|
| | PAX | % | PAX | % |
| Alemania | 60,286 | 20.25% | 50,356 | 17.03% |
| Austria | 2,700 | 0.91% | 2,424 | 0.82% |
| Bélgica | 7,062 | 2.37% | 7,695 | 2.60% |
| Bulgaria | 382 | 0.13% | 321 | 0.11% |
| Dinamarca | 1,145 | 0.38% | 840 | 0.28% |
| España | 34,610 | 11.63% | 38,398 | 12.99% |
| Finlandia | 585 | 0.20% | 460 | 0.16% |
| Francia | 31,702 | 10.65% | 32,182 | 10.88% |
| Gran Bretaña | 69,304 | 23.28% | 65,498 | 22.15% |
| Grecia | 246 | 0.08% | 153 | 0.05% |
| Holanda | 11,159 | 3.75% | 11,661 | 3.94% |
| Hungría | 313 | 0.11% | 617 | 0.21% |
| Irlanda | 862 | 0.29% | 588 | 0.20% |
| Islandia | 30 | 0.01% | 216 | 0.07% |
| Italia | 28,589 | 9.60% | 31,450 | 10.64% |
| Luxemburgo | 387 | 0.13% | 188 | 0.06% |
| Mónaco | 77 | 0.03% | 63 | 0.02% |
| Noruega | 1,106 | 0.37% | 465 | 0.16% |
| Polonia | 4,220 | 1.42% | 2,941 | 0.99% |
| Portugal | 4,193 | 1.41% | 3,213 | 1.09% |
| Rep. Checa | 3,238 | 1.09% | 898 | 0.30% |
| Rumania | 428 | 0.14% | 466 | 0.16% |
| Rusia | 3,775 | 1.27% | 9,816 | 3.32% |
| Slovenia | 150 | 0.05% | 176 | 0.06% |
| Suecia | 10,465 | 3.52% | 7,919 | 2.68% |
| Suiza | 5,039 | 1.69% | 4,772 | 1.61% |
| Otros | 15,603 | 5.24% | 21,933 | 7.42% |
| SUMA | 297,656 | 100.00% | 295,709 | 100.00% |



**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% | 15,660 | 17.51% | | | | | 50,356 | 17.03% |
| Austria | 767 | 1.10% | 482 | 0.74% | 610 | 0.86% | 565 | 0.63% | | | | | 2,424 | 0.82% |
| Bélgica | 1,616 | 2.31% | 1,867 | 2.86% | 2,284 | 3.21% | 1,928 | 2.16% | | | | | 7,695 | 2.60% |
| Bulgaria | 68 | 0.10% | 92 | 0.14% | 82 | 0.12% | 79 | 0.09% | | | | | 321 | 0.11% |
| Dinamarca | 166 | 0.24% | 280 | 0.43% | 315 | 0.44% | 79 | 0.09% | | | | | 840 | 0.28% |
| España | 7,636 | 10.92% | 7,286 | 11.15% | 5,484 | 7.72% | 17,992 | 20.12% | | | | | 38,398 | 12.99% |
| Finlandia | 158 | 0.23% | 119 | 0.18% | 168 | 0.24% | 15 | 0.02% | | | | | 460 | 0.16% |
| Francia | 7,748 | 11.08% | 9,323 | 14.27% | 6,519 | 9.18% | 8,592 | 9.61% | | | | | 32,182 | 10.88% |
| Gran Bretaña | 12,448 | 17.81% | 12,374 | 18.94% | 14,880 | 20.94% | 25,796 | 28.84% | | | | | 65,498 | 22.15% |
| Grecia | 44 | 0.06% | 34 | 0.05% | 30 | 0.04% | 45 | 0.05% | | | | | 153 | 0.05% |
| Holanda | 2,867 | 4.10% | 2,777 | 4.25% | 3,140 | 4.42% | 2,877 | 3.22% | | | | | 11,661 | 3.94% |
| Hungría | 191 | 0.27% | 178 | 0.27% | 178 | 0.25% | 70 | 0.08% | | | | | 617 | 0.21% |
| Irlanda | 192 | 0.27% | 55 | 0.08% | 221 | 0.31% | 120 | 0.13% | | | | | 588 | 0.20% |
| Islandia | 152 | 0.22% | 3 | 0.00% | 32 | 0.05% | 29 | 0.03% | | | | | 216 | 0.07% |
| Italia | 8,918 | 12.76% | 7,479 | 11.45% | 7,908 | 11.13% | 7,145 | 7.99% | | | | | 31,450 | 10.64% |
| Luxemburgo | 20 | 0.03% | 44 | 0.07% | 60 | 0.08% | 64 | 0.07% | | | | | 188 | 0.06% |
| Mónaco | 28 | 0.04% | 13 | 0.02% | 10 | 0.01% | 12 | 0.01% | | | | | 63 | 0.02% |
| Noruega | 122 | 0.17% | 180 | 0.28% | 136 | 0.19% | 27 | 0.03% | | | | | 465 | 0.16% |
| Polonia | 1,127 | 1.61% | 976 | 1.49% | 642 | 0.90% | 196 | 0.22% | | | | | 2,941 | 0.99% |
| Portugal | 297 | 0.42% | 329 | 0.50% | 1,107 | 1.56% | 1,480 | 1.65% | | | | | 3,213 | 1.09% |
| Rep. Checa | 241 | 0.34% | 264 | 0.40% | 213 | 0.30% | 180 | 0.20% | | | | | 898 | 0.30% |
| Rumania | 142 | 0.20% | 153 | 0.23% | 66 | 0.09% | 105 | 0.12% | | | | | 466 | 0.16% |
| Rusia | 4,143 | 5.93% | 2,309 | 3.53% | 1,652 | 2.33% | 1,712 | 1.91% | | | | | 9,816 | 3.32% |
| Slovenia | 68 | 0.10% | 71 | 0.11% | 32 | 0.05% | 5 | 0.01% | | | | | 176 | 0.06% |
| Suecia | 2,719 | 3.89% | 2,621 | 4.01% | 2,428 | 3.42% | 151 | 0.17% | | | | | 7,919 | 2.68% |
| Suiza | 1,121 | 1.60% | 997 | 1.53% | 918 | 1.29% | 1,736 | 1.94% | | | | | 4,772 | 1.61% |
| Otros | 6,150 | 8.80% | 5,683 | 8.70% | 7,325 | 10.31% | 2,775 | 3.10% | | | | | 21,933 | 7.42% |
| SUMA | 69,903 | 100.00% | 65,320 | 100.00% | 71,051 | 100.00% | 89,435 | 100.00% | 0 | 0.00% | 0 | 0.00% | 295,709 | 100.00% |

PRINCIPALES MERCADOS
PARA LA RIVIERA MAYA
PRIMER SEMESTRE AÑO 2018

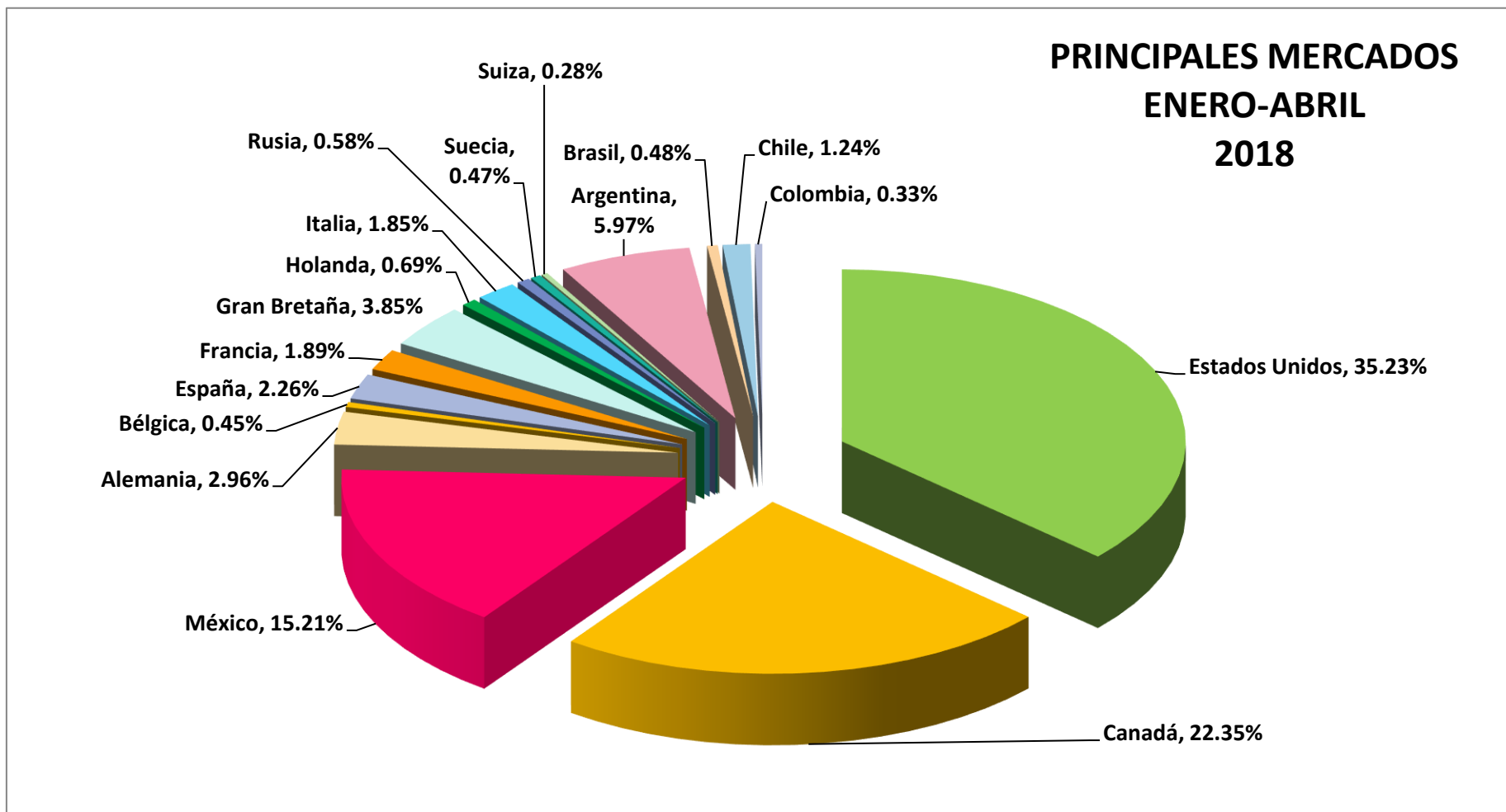
| PAIS | ENE 2018 | | FEB 2018 | | MAR 2018 | | ABR 2018 | | MAY 2018 | | JUN 2018 | | Acumulado | | Posición 2017 | Posición 2018 |
|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------|--------------|----------|--------------|------------------|----------------|------------------|------------------|
| | PAX | % | PAX | % | PAX | % | PAX | % | PAX | % | PAX | % | PAX | % | | |
| 1 Estados Unidos | 133,420 | 33.11% | 139,547 | 35.36% | 171,800 | 38.00% | 154,866 | 34.23% | | | | | 599,633 | 35.23% | 1 | 1 |
| 2 Canadá | 102,268 | 25.38% | 96,468 | 24.45% | 98,375 | 21.76% | 83,353 | 18.43% | | | | | 380,464 | 22.35% | 2 | 2 |
| 3 México | 56,397 | 14.00% | 52,640 | 13.34% | 72,424 | 16.02% | 77,364 | 17.10% | | | | | 258,825 | 15.21% | 3 | 3 |
| 4 Alemania | 10,754 | 2.67% | 9,331 | 2.36% | 14,611 | 3.23% | 15,660 | 3.46% | | | | | 50,356 | 2.96% | 6 | 6 |
| 5 Bélgica | 1,616 | 0.40% | 1,867 | 0.47% | 2,284 | 0.51% | 1,928 | 0.43% | | | | | 7,695 | 0.45% | 13 | 15 |
| 6 España | 7,636 | 1.89% | 7,286 | 1.85% | 5,484 | 1.21% | 17,992 | 3.98% | | | | | 38,398 | 2.26% | 7 | 7 |
| 7 Francia | 7,748 | 1.92% | 9,323 | 2.36% | 6,519 | 1.44% | 8,592 | 1.90% | | | | | 32,182 | 1.89% | 8 | 8 |
| 8 Gran Bretaña | 12,448 | 3.09% | 12,374 | 3.14% | 14,880 | 3.29% | 25,796 | 5.70% | | | | | 65,498 | 3.85% | 5 | 5 |
| 9 Holanda | 2,867 | 0.71% | 2,777 | 0.70% | 3,140 | 0.69% | 2,877 | 0.64% | | | | | 11,661 | 0.69% | 11 | 11 |
| 10 Italia | 8,918 | 2.21% | 7,479 | 1.90% | 7,908 | 1.75% | 7,145 | 1.58% | | | | | 31,450 | 1.85% | 9 | 9 |
| 11 Rusia | 4,143 | 1.03% | 2,309 | 0.59% | 1,652 | 0.37% | 1,712 | 0.38% | | | | | 9,816 | 0.58% | 17 | 12 |
| 12 Suecia | 2,719 | 0.67% | 2,621 | 0.66% | 2,428 | 0.54% | 151 | 0.03% | | | | | 7,919 | 0.47% | 12 | 14 |
| 13 Suiza | 1,121 | 0.28% | 997 | 0.25% | 918 | 0.20% | 1,736 | 0.38% | | | | | 4,772 | 0.28% | 15 | 17 |
| 14 Argentina | 25,180 | 6.25% | 22,539 | 5.71% | 23,492 | 5.20% | 30,408 | 6.72% | | | | | 101,619 | 5.97% | 4 | 4 |
| 15 Brasil | 2,889 | 0.72% | 1,605 | 0.41% | 1,694 | 0.37% | 2012 | 0.44% | | | | | 8,200 | 0.48% | 16 | 13 |
| 16 Chile | 4,529 | 1.12% | 8,997 | 2.28% | 3,152 | 0.70% | 4,442 | 0.98% | | | | | 21,120 | 1.24% | 10 | 10 |
| 17 Colombia | 1,984 | 0.49% | 618 | 0.16% | 1,939 | 0.43% | 1,146 | 0.25% | | | | | 5,687 | 0.33% | 14 | 16 |
| Resto del mundo | 16,340 | 4.05% | 15,850 | 4.02% | 19,444 | 4.30% | 15,197 | 3.36% | | | | | 66,831 | 3.93% | | |
| AFLUENCIA | 402,977 | 100.00% | 394,628 | 100.00% | 452,144 | 100.00% | 452,377 | 100.00% | 0 | 0.00% | 0 | 0.00% | 1,702,126 | 100.00% | | |

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

PRINCIPALES MERCADOS

ENERO - ABRIL

2018



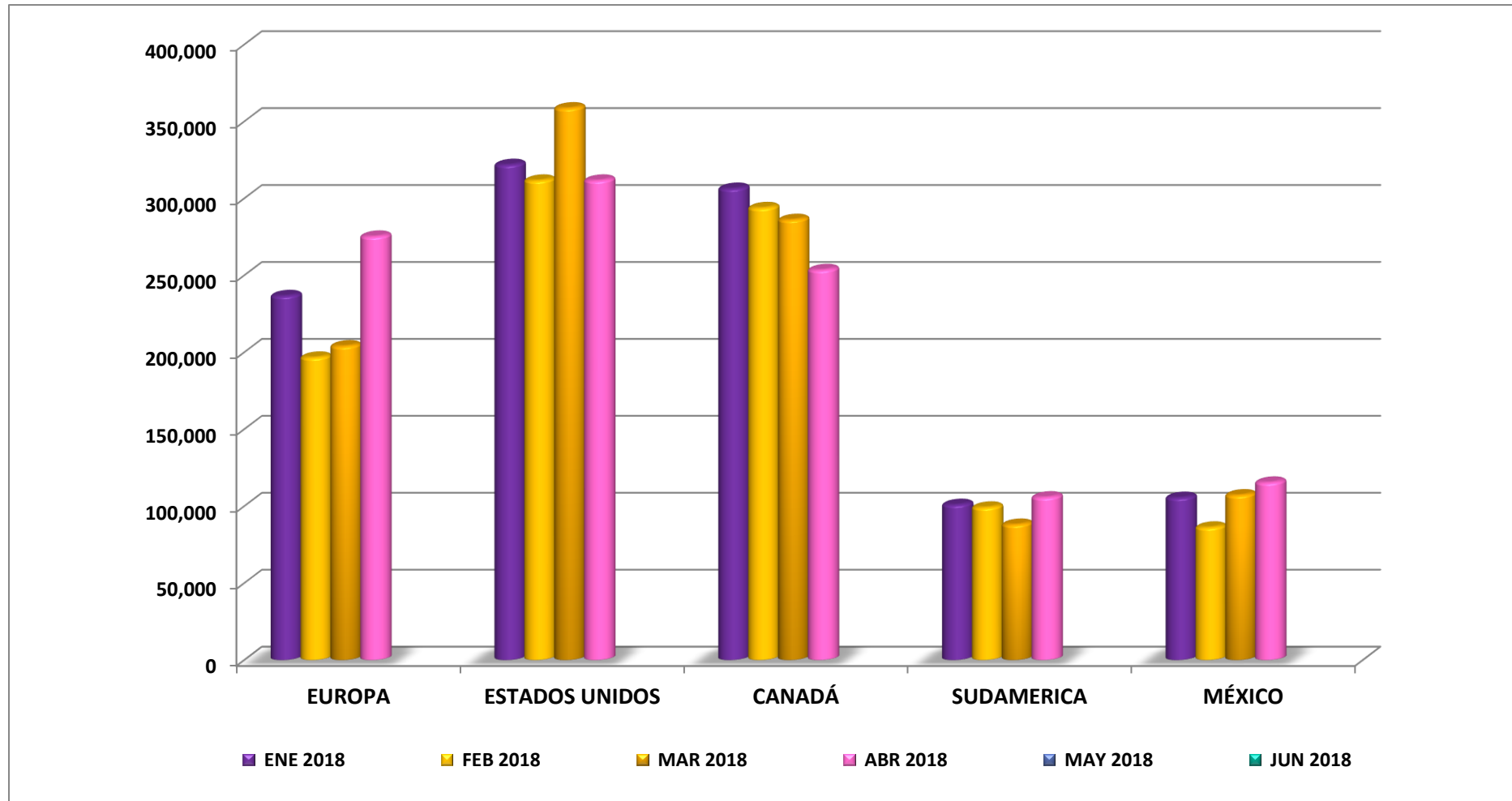
Nota: Los principales mercados para Riviera Maya de Enero representan el 95.95% del total de turistas que visitaron el destino.

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 | % |
| NORTE AMERICA | | | | | | | | | | | | | | |
| CANADÁ | 306,378 | 28.6% | 293,825 | 29.8% | 286,107 | 27.4% | 253,532 | 23.9% | | | | | 1,139,842 | 27.4% |
| ESTADOS UNIDOS | 321,876 | 30.0% | 311,657 | 31.6% | 358,633 | 34.4% | 311,668 | 29.4% | | | | | 1,303,834 | 31.3% |
| MÉXICO | 105,511 | 9.8% | 86,198 | 8.7% | 107,127 | 10.3% | 115,401 | 10.9% | | | | | 414,237 | 9.9% |
| SUMA | 733,765 | 68.5% | 691,680 | 70.0% | 751,867 | 72.0% | 680,601 | 64.1% | | | | | 2,857,913 | 68.6% |
| EUROPA | | | | | | | | | | | | | | |
| ALEMANIA | 43,912 | 4.1% | 32,347 | 3.3% | 46,633 | 4.5% | 57,290 | 5.4% | | | | | 180,182 | 4.3% |
| BÉLGICA | 5,454 | 0.5% | 5,158 | 0.5% | 7,385 | 0.7% | 6,764 | 0.6% | | | | | 24,761 | 0.6% |
| ESPAÑA | 24,022 | 2.2% | 19,520 | 2.0% | 12,659 | 1.2% | 46,329 | 4.4% | | | | | 102,530 | 2.5% |
| FRANCIA | 28,764 | 2.7% | 28,552 | 2.9% | 21,377 | 2.0% | 27,244 | 2.6% | | | | | 105,937 | 2.5% |
| GRAN BRETAÑA | 58,246 | 5.4% | 51,043 | 5.2% | 60,016 | 5.7% | 93,296 | 8.8% | | | | | 262,601 | 6.3% |
| HOLANDA | 8,840 | 0.8% | 10,726 | 1.1% | 10,323 | 1.0% | 9,926 | 0.9% | | | | | 39,815 | 1.0% |
| ITALIA | 31,622 | 3.0% | 24,213 | 2.5% | 25,569 | 2.4% | 23,191 | 2.2% | | | | | 104,595 | 2.5% |
| RUSIA | 17,780 | 1.7% | 8,793 | 0.9% | 5,341 | 0.5% | 5,172 | 0.5% | | | | | 37,086 | 0.9% |
| SUECIA | 13,266 | 1.2% | 12,220 | 1.2% | 11,816 | 1.1% | 397 | 0.0% | | | | | 37,699 | 0.9% |
| SUIZA | 4,750 | 0.4% | 4,059 | 0.4% | 2,861 | 0.3% | 5,628 | 0.5% | | | | | 17,298 | 0.4% |
| SUMA | 236,656 | 22.1% | 196,631 | 19.9% | 203,980 | 19.5% | 275,237 | 25.9% | | | | | 912,504 | 21.9% |
| SUDAMERICA | | | | | | | | | | | | | | |
| ARGENTINA | 77,638 | 7.2% | 68,838 | 7.0% | 69,204 | 6.6% | 89,070 | 8.4% | | | | | 304,750 | 7.3% |
| BRASIL | 7403 | 0.7% | 3,457 | 0.4% | 5647 | 0.5% | 4,066 | 0.4% | | | | | 20,573 | 0.5% |
| CHILE | 10,700 | 1.0% | 25,866 | 2.6% | 9338 | 0.9% | 10,402 | 1.0% | | | | | 56,306 | 1.4% |
| COLOMBIA | 5,183 | 0.5% | 1,027 | 0.1% | 3830 | 0.4% | 2,244 | 0.2% | | | | | 12,284 | 0.3% |
| SUMA | 100,924 | 9.4% | 99,188 | 10.0% | 88,019 | 8.4% | 105,782 | 10.0% | | | | | 393,913 | 9.5% |
| TOTAL PRIN. MDOS. | 1,071,345 | 100.00% | 987,499 | 100.00% | 1,043,866 | 100.00% | 1,061,620 | 100.00% | 0 | 0.00% | 0 | 0.00% | 4,164,330 | 100.00% |
| TOTAL DESTINO | Ctos. Ocup. | %PART. | Ctos. Ocup. | %PART. | Ctos. Ocup. | %PART. | Ctos. Ocup. | %PART. | Ctos. Ocup. | %PART. | Ctos. Ocup. | %PART. | Ctos. Ocup. | %PART. |
| | 1,188,604 | 90.1% | 1,118,386 | 88.3% | 1,214,003 | 87.8% | 1,215,730 | 89.3% | | 0.0% | | 0.0% | 4,736,723 | 87.9% |

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 2018**



ABRIL

| REGIÓN | 2017 Participación % | | 2018 Participación % | | VARIACIÓN % | |
|-----------------------|-------------------------|---------------|-------------------------|---------------|----------------|----------------|
| NORTE AMERICA | | | | | | |
| Canadá | 92,496 | 20.43% | 83,353 | 18.43% | -9,143 | -9.88% |
| Estados Unidos | 172,550 | 38.12% | 154,866 | 34.23% | -17,684 | -10.25% |
| México | 66,005 | 14.58% | 77,364 | 17.10% | 11,359 | 17.21% |
| SUMA | 331,051 | 73.13% | 315,583 | 69.76% | -15,468 | -4.67% |
| CENTRO AMERICA | | | | | | |
| Belice | 280 | 0.06% | 43 | 0.01% | -237 | -84.64% |
| Costa Rica | 310 | 0.07% | 180 | 0.04% | -130 | -41.93% |
| El Salvador | 156 | 0.03% | 64 | 0.01% | -92 | -58.96% |
| Guatemala | 466 | 0.10% | 117 | 0.03% | -349 | -74.89% |
| Nicaragua | 90 | 0.02% | 7 | 0.00% | -83 | -92.24% |
| Panamá | 1,390 | 0.31% | 1,328 | 0.29% | -62 | -4.47% |
| Otros | 141 | 0.03% | 20 | 0.00% | -121 | -85.81% |
| SUMA | 2,833 | 0.63% | 1,759 | 0.39% | -1,074 | -37.91% |
| CARIBE | | | | | | |
| Bahamas | 10 | 0.00% | 3 | 0.00% | -7 | -70.00% |
| Bermudas | 18 | 0.00% | 26 | 0.01% | 8 | 44.44% |
| Cuba | 120 | 0.03% | 26 | 0.01% | -94 | -78.33% |
| Curacao | 0 | 0.00% | 0 | 0.00% | 0 | #¡DIV/0! |
| Haiti | 36 | 0.01% | 15 | 0.00% | -21 | -58.33% |
| Jamaica | 103 | 0.02% | 7 | 0.00% | -96 | -93.20% |
| Puerto Rico | 57 | 0.01% | 65 | 0.01% | 8 | 14.04% |
| Rep. Dominicana | 197 | 0.04% | 168 | 0.04% | -29 | -14.72% |
| Otros | 120 | 0.03% | 62 | 0.01% | -58 | -48.33% |
| SUMA | 661 | 0.15% | 372 | 0.08% | -289 | -43.72% |
| SUDAMERICA | | | | | | |
| Argentina | 21,070 | 4.65% | 30,408 | 6.72% | 9,338 | 44.32% |
| Bolivia | 1,747 | 0.39% | 45 | 0.01% | -1,702 | -97.42% |
| Brasil | 95 | 0.02% | 2,012 | 0.44% | 1,917 | 2017.89% |
| Chile | 3,232 | 0.71% | 4,442 | 0.98% | 1,210 | 37.44% |
| Colombia | 1,621 | 0.36% | 1,146 | 0.25% | -475 | -29.30% |
| Ecuador | 486 | 0.11% | 392 | 0.09% | -94 | -19.34% |
| Paraguay | 49 | 0.01% | 323 | 0.07% | 274 | 559.18% |
| Peru | 245 | 0.05% | 1,376 | 0.30% | 1,131 | 461.63% |
| Uruguay | 865 | 0.19% | 2,153 | 0.48% | 1,288 | 148.90% |
| Venezuela | 3,337 | 0.74% | 182 | 0.04% | -3,155 | -94.55% |
| Otros | 250 | 0.06% | 493 | 0.11% | 243 | 97.20% |
| SUMA | 32,997 | 7.29% | 42,972 | 9.50% | 9,975 | 30.23% |
| OCEANIA | | | | | | |
| Australia | 721 | 0.16% | 620 | 0.14% | -101 | -14.01% |
| Nueva Zelanda | 117 | 0.03% | 79 | 0.02% | -38 | -32.48% |
| Otros | 7 | 0.00% | 14 | 0.00% | 7 | 100.00% |
| SUMA | 845 | 0.19% | 713 | 0.16% | -132 | -15.62% |
| AFRICA | | | | | | |
| Argelia | 0 | 0.00% | 0 | 0.00% | 0 | #¡DIV/0! |
| Egipto | 67 | 0.01% | 0 | 0.00% | -67 | -100.00% |
| Sudáfrica | 100 | 0.02% | 29 | 0.01% | -71 | -71.00% |
| Otros | 471 | 0.10% | 113 | 0.02% | -358 | -76.01% |
| SUMA | 638 | 0.14% | 142 | 0.03% | -496 | -77.74% |

| REGIÓN | 2017 Participación % | | 2018 Participación % | | VARIACIÓN % | |
|---------------|-------------------------|----------------|-------------------------|----------------|----------------|----------------|
| ASIA | | | | | | |
| Arabia | 30 | 0.01% | 33 | 0.01% | 3 | 10.00% |
| China | 230 | 0.05% | 151 | 0.03% | -79 | -34.35% |
| Corea | 314 | 0.07% | 199 | 0.04% | -115 | -36.62% |
| Filipinas | 153 | 0.03% | 10 | 0.00% | -143 | -93.46% |
| India | 118 | 0.03% | 165 | 0.04% | 47 | 39.83% |
| Israel | 376 | 0.08% | 284 | 0.06% | -92 | -24.47% |
| Japón | 131 | 0.03% | 79 | 0.02% | -52 | -39.69% |
| Paquistán | 7 | 0.00% | 10 | 0.00% | 3 | 42.86% |
| Turquia | 36 | 0.01% | 57 | 0.01% | 21 | 58.33% |
| Otros | 291 | 0.06% | 413 | 0.09% | 122 | 41.92% |
| SUMA | 1,686 | 0.37% | 1,401 | 0.31% | -285 | -16.90% |
| EUROPA | | | | | | |
| Alemania | 18,042 | 3.99% | 15,660 | 3.46% | -2,382 | -13.20% |
| Austria | 590 | 0.13% | 565 | 0.12% | -25 | -4.24% |
| Bélgica | 1,818 | 0.40% | 1,928 | 0.43% | 110 | 6.05% |
| Bulgaria | 181 | 0.04% | 79 | 0.02% | -102 | -56.35% |
| Dinamarca | 386 | 0.09% | 79 | 0.02% | -307 | -79.53% |
| España | 12,808 | 2.83% | 17,992 | 3.98% | 5,184 | 40.47% |
| Finlandia | 59 | 0.01% | 15 | 0.00% | -44 | -74.58% |
| Francia | 5,927 | 1.31% | 8,592 | 1.90% | 2,665 | 44.96% |
| Gran Bretaña | 21,837 | 4.82% | 25,796 | 5.70% | 3,959 | 18.13% |
| Grecia | 89 | 0.02% | 45 | 0.01% | -44 | -49.44% |
| Holanda | 2,711 | 0.60% | 2,877 | 0.64% | 166 | 6.12% |
| Hungría | 43 | 0.01% | 70 | 0.02% | 27 | 62.79% |
| Irlanda | 278 | 0.06% | 120 | 0.03% | -158 | -56.83% |
| Islandia | 8 | 0.00% | 29 | 0.01% | 21 | 262.50% |
| Italia | 4,809 | 1.06% | 7,145 | 1.58% | 2,336 | 48.58% |
| Luxemburgo | 163 | 0.04% | 64 | 0.01% | -99 | -60.74% |
| Mónaco | 34 | 0.01% | 12 | 0.00% | -22 | -64.71% |
| Noruega | 302 | 0.07% | 27 | 0.01% | -275 | -91.06% |
| Polonia | 683 | 0.15% | 196 | 0.04% | -487 | -71.30% |
| Portugal | 2,204 | 0.49% | 1,480 | 0.33% | -724 | -32.85% |
| Rep. Checa | 263 | 0.06% | 180 | 0.04% | -83 | -31.56% |
| Rumania | 126 | 0.03% | 105 | 0.02% | -21 | -16.67% |
| Rusia | 683 | 0.15% | 1,712 | 0.38% | 1,029 | 150.66% |
| Slovenia | 20 | 0.00% | 5 | 0.00% | -15 | -75.00% |
| Suecia | 276 | 0.06% | 151 | 0.03% | -125 | -45.29% |
| Suiza | 1,994 | 0.44% | 1,736 | 0.38% | -258 | -12.94% |
| Otros | 5,643 | 1.25% | 2,775 | 0.61% | -2,868 | -50.82% |
| SUMA | 81,977 | 18.11% | 89,435 | 19.77% | 7,458 | 9.10% |
| TOTAL | 452,688 | 100.00% | 452,377 | 100.00% | -311 | -0.07% |

ENERO-ABRIL

| REGIÓN | 2017 Participación % | | 2018 Participación % | | VARIACIÓN % | |
|-----------------------|-------------------------|---------------|-------------------------|---------------|----------------|----------------|
| NORTE AMERICA | | | | | | |
| Canadá | 391,758 | 23.23% | 380,464 | 22.35% | -11,294 | -2.88% |
| Estados Unidos | 633,714 | 37.58% | 599,633 | 35.23% | -34,081 | -5.38% |
| México | 212,725 | 12.62% | 258,825 | 15.21% | 46,100 | 21.67% |
| SUMA | 1,238,197 | 73.43% | 1,238,922 | 72.79% | 725 | 0.06% |
| CENTRO AMERICA | | | | | | |
| Belice | 328 | 0.02% | 215 | 0.01% | -113 | -34.43% |
| Costa Rica | 663 | 0.04% | 799 | 0.05% | 136 | 20.52% |
| El Salvador | 364 | 0.02% | 150 | 0.01% | -214 | -58.78% |
| Guatemala | 976 | 0.06% | 793 | 0.05% | -183 | -18.74% |
| Nicaragua | 119 | 0.01% | 53 | 0.00% | -66 | -55.53% |
| Panamá | 4,222 | 0.25% | 3,369 | 0.20% | -853 | -20.21% |
| Otros | 933 | 0.06% | 113 | 0.01% | -820 | -87.89% |
| SUMA | 7,605 | 0.45% | 5,492 | 0.32% | -2,113 | -27.78% |
| CARIBE | | | | | | |
| Bahamas | 21 | 0.00% | 22 | 0.00% | 1 | 4.76% |
| Bermudas | 63 | 0.00% | 50 | 0.00% | -13 | -20.63% |
| Cuba | 289 | 0.02% | 93 | 0.01% | -196 | -67.82% |
| Curacao | 0 | 0.00% | 0 | 0.00% | 0 | #¡DIV/0! |
| Haiti | 46 | 0.00% | 17 | 0.00% | -29 | -63.04% |
| Jamaica | 153 | 0.01% | 62 | 0.00% | -91 | -59.48% |
| Puerto Rico | 177 | 0.01% | 174 | 0.01% | -3 | -1.69% |
| Rep. Dominicana | 733 | 0.04% | 523 | 0.03% | -210 | -28.65% |
| Otros | 375 | 0.02% | 197 | 0.01% | -178 | -47.47% |
| SUMA | 1,857 | 0.11% | 1,138 | 0.07% | -719 | -38.72% |
| SUDAMERICA | | | | | | |
| Argentina | 84,744 | 5.03% | 101,619 | 5.97% | 16,875 | 19.91% |
| Bolivia | 2,066 | 0.12% | 330 | 0.02% | -1,736 | -84.03% |
| Brasil | 4,168 | 0.25% | 8,200 | 0.48% | 4,032 | 96.74% |
| Chile | 19,351 | 1.15% | 21,120 | 1.24% | 1,769 | 9.14% |
| Colombia | 5,247 | 0.31% | 5,687 | 0.33% | 440 | 8.39% |
| Ecuador | 1,016 | 0.06% | 1,038 | 0.06% | 22 | 2.17% |
| Paraguay | 830 | 0.05% | 1,376 | 0.08% | 546 | 65.78% |
| Peru | 4,345 | 0.26% | 4,977 | 0.29% | 632 | 14.55% |
| Uruguay | 5,321 | 0.32% | 6,101 | 0.36% | 780 | 14.66% |
| Venezuela | 3,738 | 0.22% | 487 | 0.03% | -3,251 | -86.97% |
| Otros | 1,308 | 0.08% | 2,128 | 0.13% | 820 | 62.69% |
| SUMA | 132,134 | 7.84% | 153,063 | 8.99% | 20,929 | 15.84% |
| OCEANIA | | | | | | |
| Australia | 1,995 | 0.12% | 1,821 | 0.11% | -174 | -8.72% |
| Nueva Zelanda | 186 | 0.01% | 248 | 0.01% | 62 | 33.33% |
| Otros | 16 | 0.00% | 66 | 0.00% | 50 | 312.50% |
| SUMA | 2,197 | 0.13% | 2,135 | 0.13% | -62 | -2.82% |
| AFRICA | | | | | | |
| Argelia | 0 | 0.00% | 6 | 0.00% | 6 | #¡DIV/0! |
| Egipto | 77 | 0.00% | 21 | 0.00% | -56 | -72.73% |
| Sudáfrica | 131 | 0.01% | 83 | 0.00% | -48 | -36.64% |
| Otros | 1,308 | 0.08% | 630 | 0.04% | -678 | -51.83% |
| SUMA | 1,516 | 0.09% | 740 | 0.04% | -776 | -51.19% |

| REGIÓN | 2017 Participación % | | 2018 Participación % | | VARIACIÓN % | |
|-------------|-------------------------|--------------|-------------------------|--------------|----------------|---------------|
| ASIA | | | | | | |
| Arabia | 101 | 0.01% | 119 | 0.01% | 18 | 17.82% |
| China | 883 | 0.05% | 768 | 0.05% | -115 | -13.02% |
| Corea | 1,203 | 0.07% | 702 | 0.04% | -501 | -41.65% |
| Filipinas | 183 | 0.01% | 51 | 0.00% | -132 | -72.13% |
| India | 237 | 0.01% | 589 | 0.03% | 352 | 148.52% |
| Israel | 782 | 0.05% | 830 | 0.05% | 48 | 6.14% |
| Japón | 317 | 0.02% | 338 | 0.02% | 21 | 6.62% |
| Paquistán | 14 | 0.00% | 22 | 0.00% | 8 | 57.14% |
| Turquia | 112 | 0.01% | 189 | 0.01% | 77 | 68.75% |
| Otros | 1,267 | 0.08% | 1,319 | 0.08% | 52 | 4.10% |
| SUMA | 5,099 | 0.30% | 4,927 | 0.29% | -172 | -3.37% |

| | | | | | | |
|---------------|----------------|---------------|----------------|---------------|---------------|---------------|
| EUROPA | | | | | | |
| Alemania | 60,286 | 3.58% | 50,356 | 2.96% | -9,930 | -16.47% |
| Austria | 2,700 | 0.16% | 2,424 | 0.14% | -276 | -10.22% |
| Bélgica | 7,062 | 0.42% | 7,695 | 0.45% | 633 | 8.96% |
| Bulgaria | 382 | 0.02% | 321 | 0.02% | -61 | -15.97% |
| Dinamarca | 1,145 | 0.07% | 840 | 0.05% | -305 | -26.64% |
| España | 34,610 | 2.05% | 38,398 | 2.26% | 3,788 | 10.94% |
| Finlandia | 585 | 0.03% | 460 | 0.03% | -125 | -21.37% |
| Francia | 31,702 | 1.88% | 32,182 | 1.89% | 480 | 1.51% |
| Gran Bretaña | 69,304 | 4.11% | 65,498 | 3.85% | -3,806 | -5.49% |
| Grecia | 246 | 0.01% | 153 | 0.01% | -93 | -37.80% |
| Holanda | 11,159 | 0.66% | 11,661 | 0.69% | 502 | 4.50% |
| Hungría | 313 | 0.02% | 617 | 0.04% | 304 | 97.12% |
| Irlanda | 862 | 0.05% | 588 | 0.03% | -274 | -31.79% |
| Islandia | 30 | 0.00% | 216 | 0.01% | 186 | 620.00% |
| Italia | 28,589 | 1.70% | 31,450 | 1.85% | 2,861 | 10.01% |
| Luxemburgo | 387 | 0.02% | 188 | 0.01% | -199 | -51.42% |
| Mónaco | 77 | 0.00% | 63 | 0.00% | -14 | -18.18% |
| Noruega | 1,106 | 0.07% | 465 | 0.03% | -641 | -57.96% |
| Polonia | 4,220 | 0.25% | 2,941 | 0.17% | -1,279 | -30.31% |
| Portugal | 4,193 | 0.25% | 3,213 | 0.19% | -980 | -23.37% |
| Rep. Checa | 3,238 | 0.19% | 898 | 0.05% | -2,340 | -72.27% |
| Rumania | 428 | 0.03% | 466 | 0.03% | 38 | 8.88% |
| Rusia | 3,775 | 0.22% | 9,816 | 0.58% | 6,041 | 160.03% |
| Slovenia | 150 | 0.01% | 176 | 0.01% | 26 | 17.33% |
| Suecia | 10,465 | 0.62% | 7,919 | 0.47% | -2,546 | -24.33% |
| Suiza | 5,039 | 0.30% | 4,772 | 0.28% | -267 | -5.30% |
| Otros | 15,603 | 0.93% | 21,933 | 1.29% | 6,330 | 40.57% |
| SUMA | 297,656 | 17.65% | 295,709 | 17.37% | -1,947 | -0.65% |

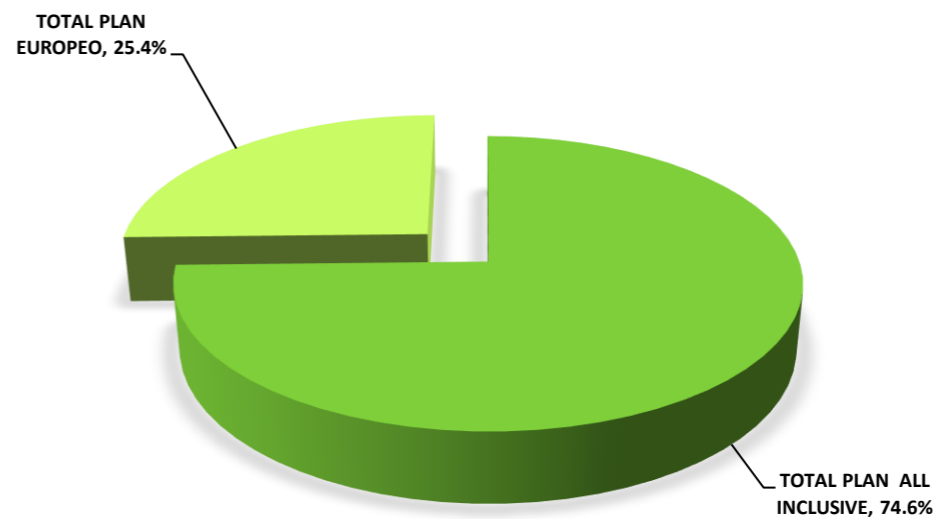
| | | | | | | |
|--------------|------------------|----------------|------------------|----------------|---------------|--------------|
| TOTAL | 1,686,261 | 100.00% | 1,702,126 | 100.00% | 15,865 | 0.94% |
|--------------|------------------|----------------|------------------|----------------|---------------|--------------|

ABRIL 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 | 410 | 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 |
| SUMAS | 35,064 | |

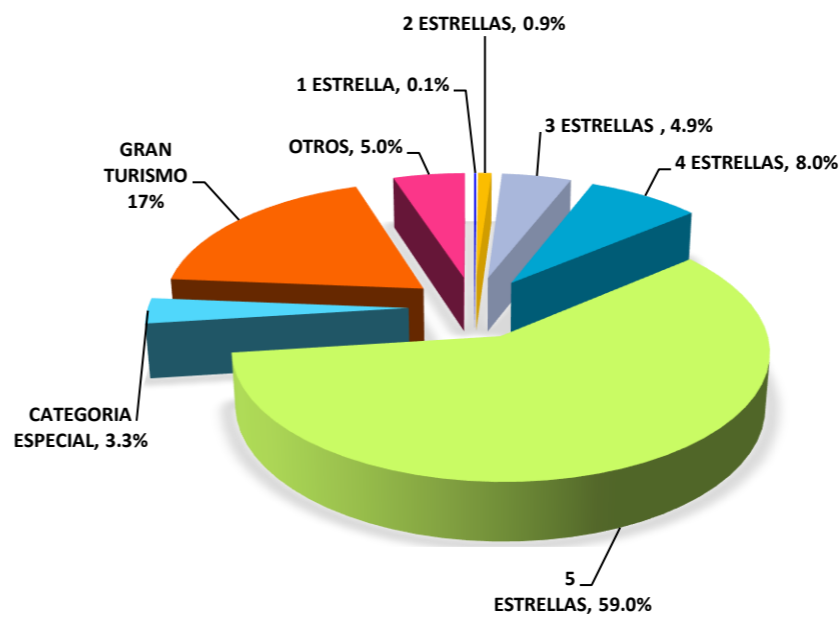
| PLAN DE HOSPEDAJE | Cuartos | # Htls. | % |
|---------------------------------|---------------|------------|---------------|
| TOTAL PLAN ALL INCLUSIVE | 35,064 | 80 | 74.6% |
| TOTAL PLAN EUROPEO | 11,908 | 336 | 25.4% |
| SUMAS | 46,972 | 416 | 100.0% |

DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE



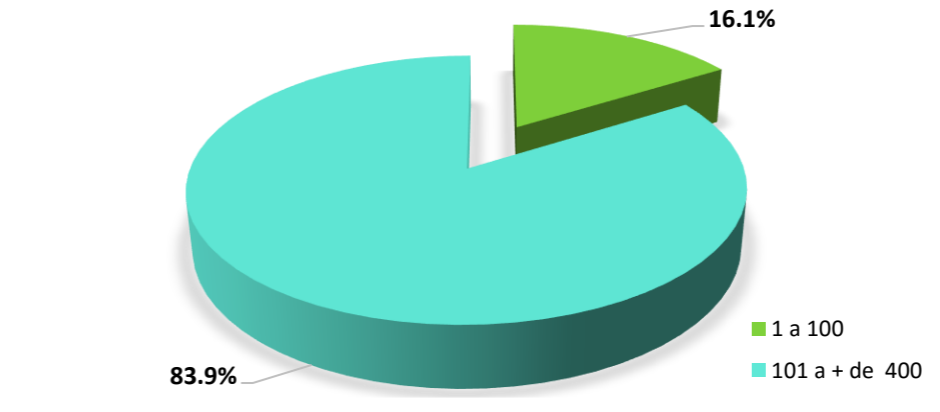
| CATEGORIA | Cuartos | # Htls. | % |
|---------------------------|---------------|------------|---------------|
| 1 ESTRELLA | 64 | 2 | 0.1% |
| 2 ESTRELLAS | 444 | 22 | 0.9% |
| 3 ESTRELLAS | 2,298 | 88 | 4.9% |
| 4 ESTRELLAS | 3,748 | 54 | 8.0% |
| 5 ESTRELLAS | 27,739 | 71 | 59.1% |
| CATEGORIA ESPECIAL | 1,545 | 13 | 3.3% |
| GRAN TURISMO | 8,766 | 23 | 18.7% |
| OTROS | 2,368 | 143 | 5.0% |
| SUMAS | 46,972 | 416 | 100.0% |

DISTRIBUCIÓN DE CUARTOS POR CATEGORIA



| RANGO | Cuartos | # Htls. | % |
|-----------------------|---------------|------------|---------------|
| 1 a 100 | 7,575 | 323 | 16.1% |
| 101 a + de 400 | 39,397 | 93 | 83.9% |
| SUMAS | 46,972 | 416 | 100.0% |

DISTRIBUCIÓN DE CUARTOS POR RANGO



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE
 EN LA RIVIERA MAYA POR LOCALIDAD
 ABRIL 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% | 2,065 | 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% |
| TOTAL | 416 | 100.0% | 46,972 | 100.0% |

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

