



CONSEJO DE PROMOCIÓN TURÍSTICA  
DE QUINTANA ROO

## BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

**MAYO 2018**

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima cuarta** edición correspondiente al mes de Mayo del año 2018, fue elaborado con un muestreo de 36,503 cuartos, que corresponde al 77.51% del total de cuartos existentes a la fecha, los cuales son 47,097 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 MAYO DE 2018

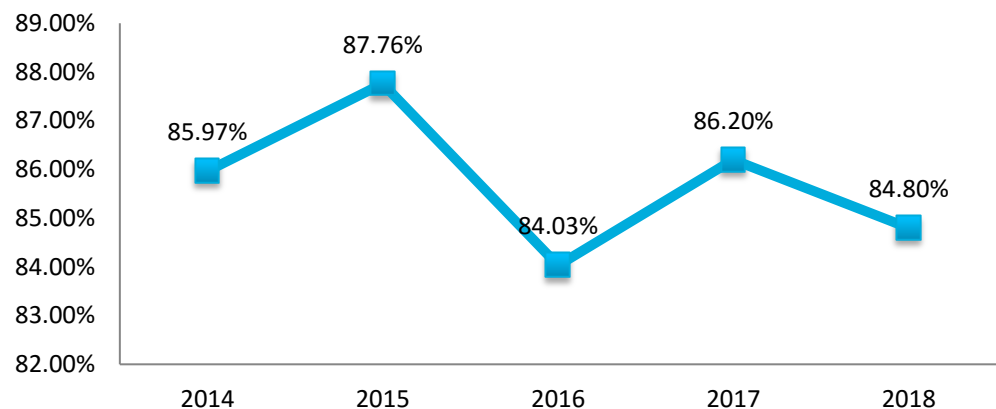
CONCEPTO	MAYO		VARIACIÓN	
	2017	2018	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	45,782	47,097	1,315	2.87%
CUARTOS NOCHE DISPONIBLES	1,412,928	1,446,042	33,114	2.34%
CUARTOS NOCHE OCUPADOS	1,232,580	1,211,927	-20,653	-1.68%
% DE OCUPACION	87.24%	83.81%	-3.43%	
% DE OCUPACION TODO INCLUIDO	89.29%	84.94%	-4.35%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	5.72	5.75	0.03	
TURISMO NACIONAL	3.51	3.38	(0.13)	
TURISMO INTERNACIONAL	6.23	6.48	0.25	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 4,602.21</b>	<b>\$ 4,654.64</b>	52	1.14%
<b>AFLUENCIA DEL TURISMO</b>				
	<b>2017</b>	<b>2018</b>		
TOTAL	452,811	438,976	-13,835	-3.06%
NACIONALES	81,307	87,794	6,487	7.98%
EXTRANJEROS	371,504	351,182	-20,322	-5.47%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGI</b>				
	<b>2017</b>		<b>2018</b>	
EUROPA	86,107	23.18%	85,576	24.37%
ESTADOS UNIDOS	168,240	45.29%	151,121	43.03%
CANADÁ	59,175	15.93%	48,601	13.84%
SUDAMERICA	50,992	13.73%	61,922	17.63%
RESTO DEL MUNDO	6,990	1.88%	3,962	1.13%
	<b>371,504</b>	<b>100.00%</b>	<b>351,182</b>	<b>100.00%</b>
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	<b>2017</b>	<b>2018</b>		
TOTAL	1,232,580	1,211,927	-20,653	-1.68%
NACIONALES	118,911	123,643	4,732	3.98%
EXTRANJEROS	1,113,669	1,088,284	-25,385	-2.28%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	<b>2017</b>		<b>2018</b>	
EUROPA (Principales países)	311,897	28.0%	299,980	27.6%
ESTADOS UNIDOS	341,387	30.7%	315,465	29.0%
CANADÁ	184,922	16.6%	150,258	13.8%
SUDAMERICA (Principales países)	126,532	11.4%	140,552	12.9%
RESTO DEL MUNDO	148,931	13.37%	182,029	16.7%
	<b>1,113,669</b>	<b>100.00%</b>	<b>1,088,284</b>	<b>100.00%</b>

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

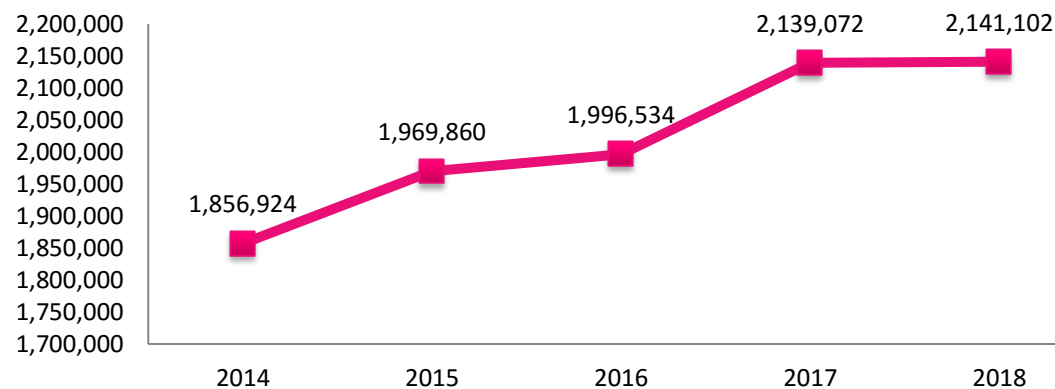
CONCEPTO	ENERO-MAYO		VARIACIÓN	
	2017	2018	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	45,782	47,097	1,315	2.87%
CUARTOS NOCHE DISPONIBLES	6,842,208	7,014,640	172,432	2.52%
CUARTOS NOCHE OCUPADOS	5,897,960	5,948,650	50,690	0.86%
% DE OCUPACION	86.20%	84.80%	-1.40%	
% DE OCUPACION TODO INCLUIDO	87.06%	85.43%	-1.63%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	5.92	5.96	0.04	
TURISMO NACIONAL	4.10	3.79	(0.31)	
TURISMO INTERNACIONAL	6.35	6.33	(0.02)	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 5,400.56</b>	<b>\$ 5,742.80</b>	342	6.34%
<b>AFLUENCIA DEL TURISMO</b>				
TOTAL	2,139,072	2,141,102	2,030	0.09%
NACIONALES	294,032	346,619	52,587	17.88%
EXTRANJEROS	1,845,040	1,794,483	-50,557	-2.74%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGI</b>				
	2017		2018	
EUROPA	383,763	20.80%	381,285	21.25%
ESTADOS UNIDOS	801,954	43.47%	750,754	41.84%
CANADÁ	450,933	24.44%	429,065	23.91%
SUDAMERICA	183,126	9.93%	214,985	11.98%
RESTO DEL MUNDO	25,264	1.37%	18,394	1.03%
	<b>1,845,040</b>	<b>100.00%</b>	<b>1,794,483</b>	<b>100.00%</b>
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
TOTAL	5,897,960	5,948,650	50,690	0.86%
NACIONALES	497,656	537,880	40,224	8.08%
EXTRANJEROS	5,400,304	5,410,770	10,466	0.19%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	2017		2018	
EUROPA (Principales países)	1,279,352	23.7%	1,212,484	22.4%
ESTADOS UNIDOS	1,741,931	32.3%	1,619,299	29.9%
CANADÁ	1,299,383	24.1%	1,290,100	23.8%
SUDAMERICA (Principales países)	444,423	8.2%	534,465	9.9%
RESTO DEL MUNDO	635,215	11.76%	754,422	13.9%
	<b>5,400,304</b>	<b>100.00%</b>	<b>5,410,770</b>	<b>100.00%</b>

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	82.46%	85.83%	84.33%	87.24%	83.81%	1.35%	-2.02%	-0.52%	-3.43%	390,941	441,929	427,569	452,811	438,976	12.29%	-0.67%	2.67%	-3.06%
JUN																		
JUL																		
AGO																		
SEPT																		
OCT																		
NOV																		
DIC																		
<b>Total</b>	<b>85.97%</b>	<b>87.76%</b>	<b>84.03%</b>	<b>86.20%</b>	<b>84.80%</b>	<b>-1.17%</b>	<b>-2.96%</b>	<b>0.77%</b>	<b>-1.40%</b>	<b>1,856,924</b>	<b>1,969,860</b>	<b>1,996,534</b>	<b>2,139,072</b>	<b>2,141,102</b>	<b>15.30%</b>	<b>8.69%</b>	<b>7.24%</b>	<b>0.09%</b>

OCUPACIÓN GENERAL ACUMULADA

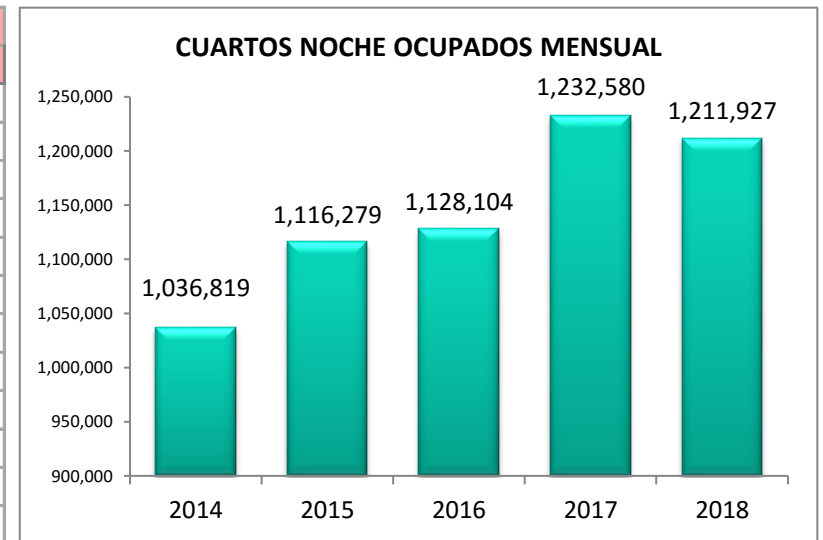


AFLUENCIA GENERAL ACUMULADA

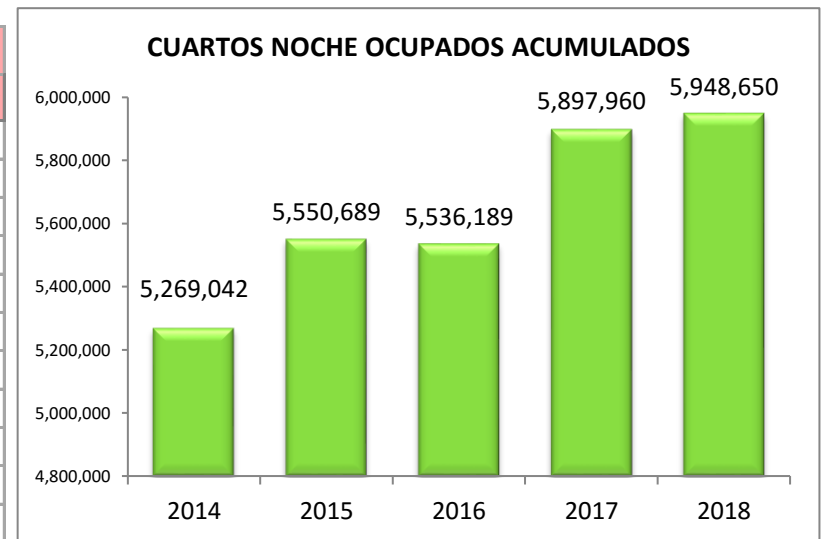


## COMPARATIVO CUARTOS NOCHE OCUPADOS 2014-2018

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	1,047,638	1,116,982	1,114,344	1,194,886	1,215,730	16.04%	8.84%	9.10%	1.74%
MAY	1,036,819	1,116,279	1,128,104	1,232,580	1,211,927	16.89%	8.57%	7.43%	-1.68%
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	5,269,042	5,550,689	5,536,189	5,897,960	5,948,650	12.90%	7.17%	7.45%	0.86%
ENE-JUN									
ENE-JUL									
ENE-AGO									
ENE-SEP									
ENE-OCT									
ENE-NOV									
ENE-DIC									

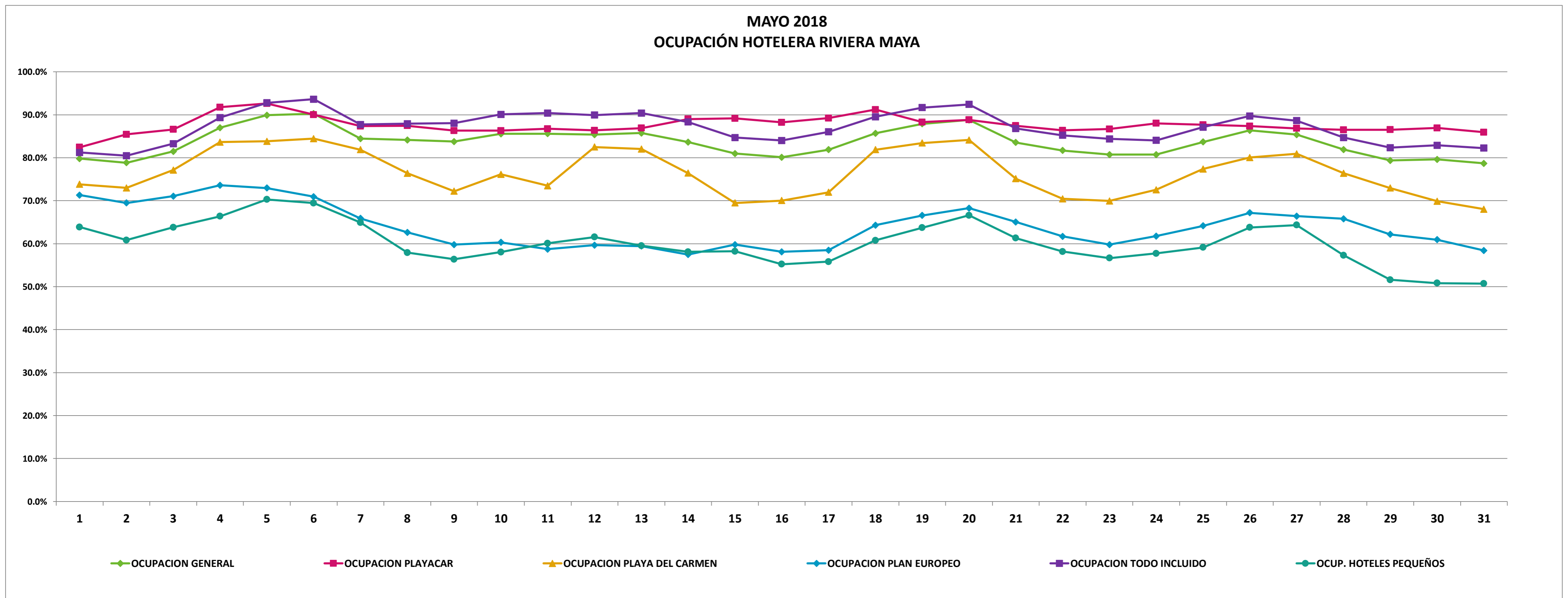


## TABLA DE OCUPACION HOTELERA AÑO 2018

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	417	47,097	1,446,042	1,211,927	83.81%	87,794	20.00%	351,182	80.00%	438,976	5.75
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	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	417	47097	7,014,640	5,948,650	84.80%	346,619	16.19%	1,794,483	83.81%	2,141,102	5.96
ENE-JUN											
ENE-JUL											
ENE-AGO											
ENE-SEP											
ENE-OCT											
ENE-NOV											
ENE-DIC											

CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO  
MAYO 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	79.8%	78.8%	81.5%	87.0%	89.9%	90.2%	84.5%	84.1%	83.8%	85.6%	85.6%	85.4%	85.7%	83.6%	81.0%	80.1%	81.9%	85.7%	87.9%	88.8%	83.6%	81.7%	80.7%	80.7%	83.7%	86.4%	85.4%	81.9%	79.4%	79.6%	78.7%	83.81%
OCUPACION PLAYACAR	82.4%	85.4%	86.6%	91.8%	92.6%	90.0%	87.4%	87.5%	86.3%	86.3%	86.7%	86.4%	86.9%	89.0%	89.2%	88.2%	89.2%	91.2%	88.3%	88.8%	87.5%	86.4%	86.7%	88.0%	87.4%	86.8%	86.5%	86.5%	86.9%	86.0%	87.62%	
OCUPACION PLAYA DEL CARMEN	73.8%	73.0%	77.1%	83.6%	83.8%	84.5%	81.9%	76.4%	72.2%	76.1%	73.5%	82.5%	82.0%	76.4%	69.5%	70.0%	72.0%	81.9%	83.4%	84.2%	75.1%	70.4%	69.9%	72.6%	77.4%	80.1%	80.9%	76.4%	72.9%	69.9%	68.0%	76.49%
OCUPACION PLAN EUROPEO	71.3%	69.5%	71.1%	73.6%	73.0%	70.9%	65.9%	62.6%	59.8%	60.3%	58.7%	59.7%	59.4%	57.5%	59.8%	58.1%	58.5%	64.3%	66.6%	68.3%	65.0%	61.7%	59.8%	61.8%	64.2%	67.2%	66.4%	65.8%	62.2%	60.9%	58.4%	63.93%
OCUPACION TODO INCLUIDO	81.2%	80.5%	83.3%	89.3%	92.8%	93.6%	87.7%	87.9%	88.1%	90.1%	90.4%	89.9%	90.4%	88.3%	84.7%	84.0%	86.0%	89.5%	91.7%	92.4%	86.8%	85.2%	84.4%	84.1%	87.1%	89.7%	88.6%	84.7%	82.3%	82.9%	82.2%	84.94%
OCUP. HOTELES PEQUEÑOS	63.9%	60.8%	63.8%	66.4%	70.3%	69.4%	64.9%	57.9%	56.4%	58.1%	60.1%	61.6%	59.5%	58.1%	58.3%	55.2%	55.8%	60.8%	63.7%	66.6%	61.3%	58.2%	56.7%	57.8%	59.1%	63.8%	64.3%	57.3%	51.6%	50.8%	50.7%	60.10%

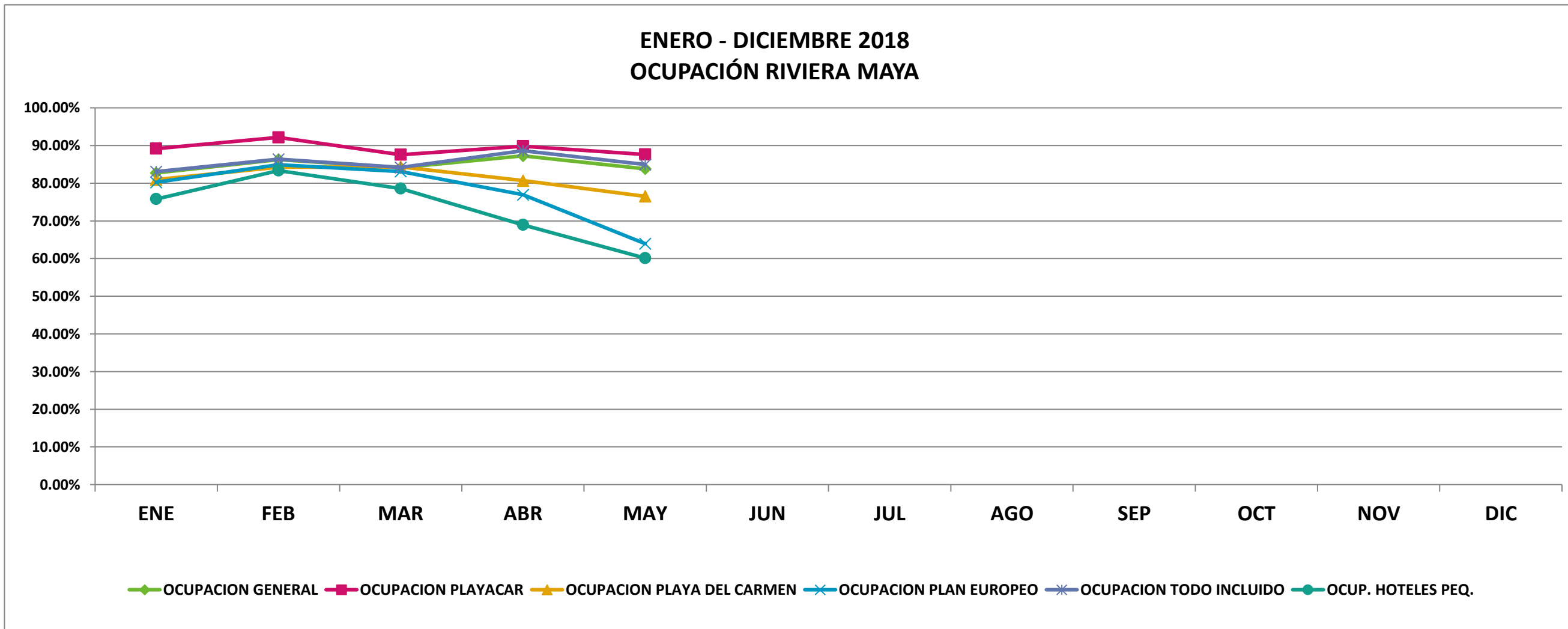




## OCUPACIÓN HOTELERA MENSUAL

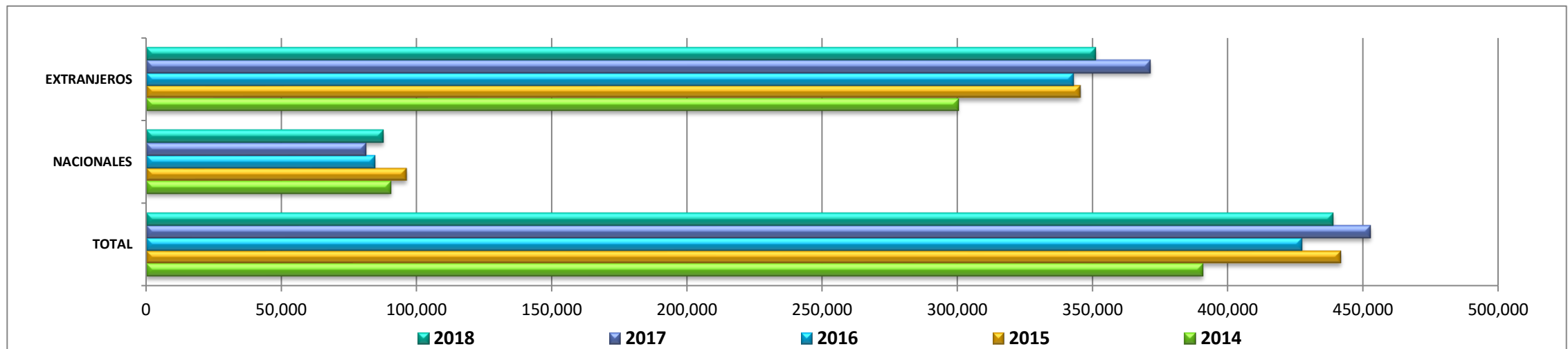
ENERO - DICIEMBRE 2018

MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
<b>OCUPACION GENERAL</b>	82.72%	86.28%	84.10%	87.26%	83.81%								85.06%
<b>OCUPACION PLAYACAR</b>	89.16%	92.16%	87.55%	89.81%	87.62%								89.26%
<b>OCUPACION PLAYA DEL CARMEN</b>	80.94%	84.22%	84.32%	80.67%	76.49%								81.33%
<b>OCUPACION PLAN EUROPEO</b>	80.22%	84.90%	83.11%	76.93%	63.93%								77.82%
<b>OCUPACION TODO INCLUIDO</b>	83.07%	86.37%	84.17%	88.62%	84.94%								85.43%
<b>OCUP. HOTELES PEQ.</b>	75.81%	83.34%	78.58%	68.96%	60.10%								73.36%



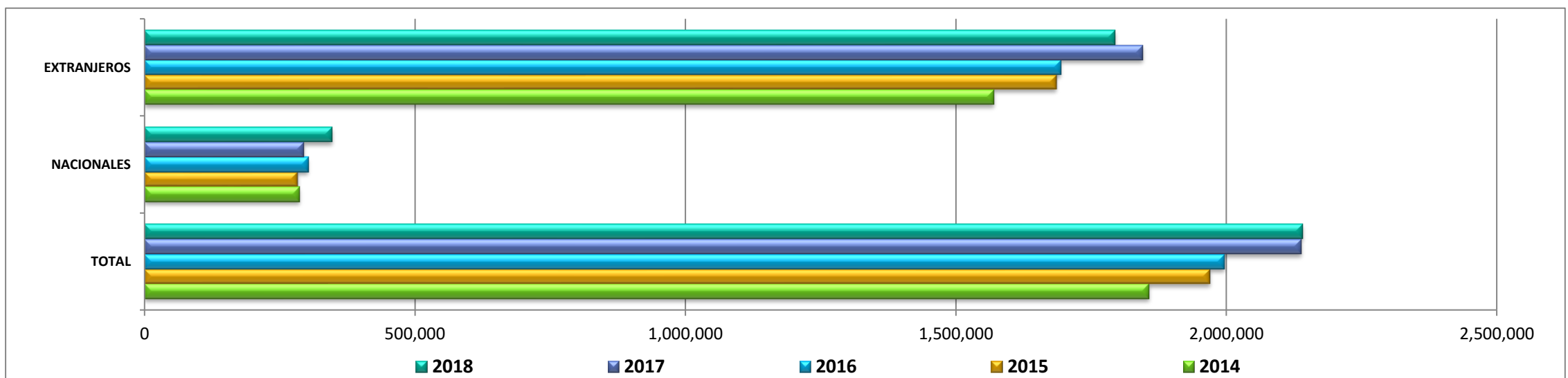


AFLUENCIA DEL TURISMO	2014		2015		2016		2017		2018		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2018-14	2018-15	2018-16	2018-17
<b>TOTAL</b>	<b>390,941</b>	<b>100.00%</b>	<b>441,929</b>	<b>100.00%</b>	<b>427,569</b>	<b>100.00%</b>	<b>452,811</b>	<b>100.00%</b>	<b>438,976</b>	<b>100.00%</b>	<b>12.29%</b>	<b>-0.67%</b>	<b>2.67%</b>	<b>-3.06%</b>
<b>NACIONALES</b>	<b>90,561</b>	<b>23.16%</b>	<b>96,401</b>	<b>21.81%</b>	<b>84,579</b>	<b>19.78%</b>	<b>81,307</b>	<b>17.96%</b>	<b>87,794</b>	<b>20.00%</b>	<b>-3.06%</b>	<b>-8.93%</b>	<b>3.80%</b>	<b>7.98%</b>
<b>EXTRANJEROS</b>	<b>300,380</b>	<b>76.84%</b>	<b>345,528</b>	<b>78.19%</b>	<b>342,990</b>	<b>80.22%</b>	<b>371,504</b>	<b>82.04%</b>	<b>351,182</b>	<b>80.00%</b>	<b>16.91%</b>	<b>1.64%</b>	<b>2.39%</b>	<b>-5.47%</b>



**ENERO - MAYO 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>1,856,924</b>	<b>474.99%</b>	<b>1,969,860</b>	<b>445.74%</b>	<b>1,996,534</b>	<b>466.95%</b>	<b>2,139,072</b>	<b>472.40%</b>	<b>2,141,102</b>	<b>487.75%</b>	<b>15.30%</b>	<b>8.69%</b>	<b>7.24%</b>	<b>0.09%</b>
<b>NACIONALES</b>	<b>286,544</b>	<b>73.30%</b>	<b>283,963</b>	<b>64.26%</b>	<b>302,605</b>	<b>70.77%</b>	<b>294,032</b>	<b>64.93%</b>	<b>346,619</b>	<b>78.96%</b>	<b>20.97%</b>	<b>22.06%</b>	<b>14.55%</b>	<b>17.88%</b>
<b>EXTRANJEROS</b>	<b>1,570,380</b>	<b>401.69%</b>	<b>1,685,897</b>	<b>381.49%</b>	<b>1,693,929</b>	<b>396.18%</b>	<b>1,845,040</b>	<b>407.46%</b>	<b>1,794,483</b>	<b>408.79%</b>	<b>14.27%</b>	<b>6.44%</b>	<b>5.94%</b>	<b>-2.74%</b>



PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
MAYO 2018

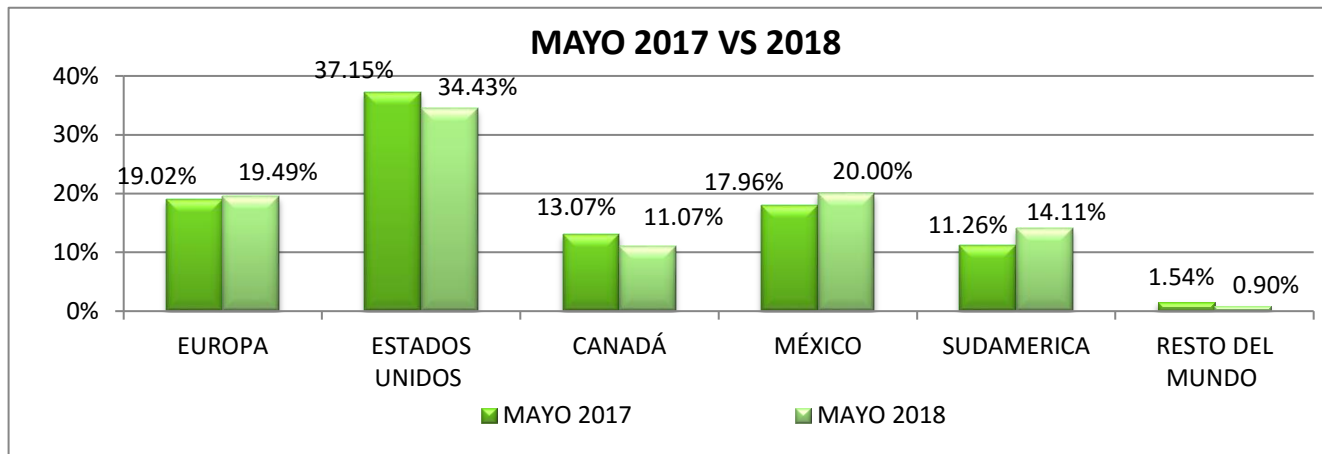
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	48,601	11.07	Bahamas	3	0.00	Alemania	15,143	3.45
Estados Unidos	151,121	34.43	Bermudas	0	0.00	Austria	382	0.09
México	87,794	20.00	Cuba	84	0.02	Bélgica	1,486	0.34
<b>SUMA</b>	<b>287,516</b>	<b>65.50</b>	Curacao	0	0.00	Bulgaria	78	0.02
			Haiti	0	0.00	Dinamarca	54	0.01
			Jamaica	22	0.01	España	17,491	3.98
			Puerto Rico	329	0.07	Finlandia	30	0.01
			Rep. Dominicana	240	0.05	Francia	4,312	0.98
			Otros	89	0.02	Gran Bretaña	27,124	6.18
			<b>SUMA</b>	<b>767</b>	<b>0.17</b>	Grecia	24	0.01
						Holanda	4,138	0.94
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>			Hungria		
Belice	243	0.06	Australia	697	0.16	Irlanda	111	0.03
Costa Rica	219	0.05	Nueva Zelanda	93	0.02	Islandia	432	0.10
El Salvador	71	0.02	Otros	27	0.01	Italia	6,346	1.45
Guatemala	199	0.05	<b>SUMA</b>	<b>817</b>	<b>0.19</b>	Luxemburgo	29	0.01
Nicaragua	68	0.02				Mónaco	2	0.00
Panamá	105	0.02	<b>6.- ASIA</b>			Noruega	78	0.02
Otros	25	0.01	Arabia	35	0.01	Polonia	226	0.05
<b>SUMA</b>	<b>930</b>	<b>0.21</b>	China	120	0.03	Portugal	2,107	0.48
			Corea	120	0.03	Rep. Checa	108	0.02
			Filipinas	44	0.01	Rumania	123	0.03
			India	268	0.06	Rusia	2,926	0.67
			Israel	297	0.07	Slovenia	22	0.01
			Japón	81	0.02	Suecia	181	0.04
			Paquistán	0	0.00	Suiza	942	0.21
			Turquia	49	0.01	Otros	1,608	0.37
			Otros	288	0.07	<b>SUMA</b>	<b>85,576</b>	<b>19.49</b>
			<b>SUMA</b>	<b>1,302</b>	<b>0.30</b>			
						<b>GRAN TOTAL</b>		
<b>3.- SUDAMERICA</b>			<b>7.- AFRICA</b>				<b>438,976</b>	<b>100.00</b>
Argentina	37,202	8.47	Argelia	0	0.00			
Bolivia	236	0.05	Egipto	15	0.00			
Brasil	4,349	0.99	Sudáfrica	3	0.00			
Chile	8,507	1.94	Otros	128	0.03			
Colombia	1,742	0.40	<b>SUMA</b>	<b>146</b>	<b>0.03</b>			
Ecuador	363	0.08						
Paraguay	508	0.12						
Perú	4,182	0.95						
Uruguay	3,765	0.86						
Venezuela	204	0.05						
Otros	864	0.20						
<b>SUMA</b>	<b>61,922</b>	<b>14.11</b>						

PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
ENE-MAY 2018

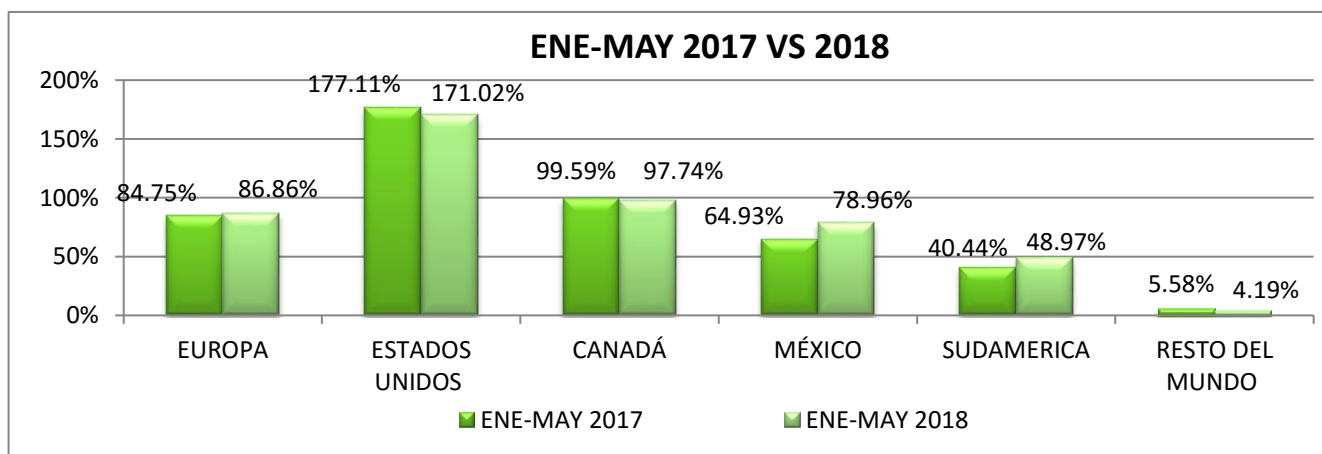
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	429,065	20.04	Bahamas	25	0.00	Alemania	65,499	3.06
Estados Unidos	750,754	35.06	Bermudas	50	0.00	Austria	2,806	0.13
México	346,619	16.19	Cuba	177	0.01	Bélgica	9,181	0.43
<b>SUMA</b>	<b>1,526,438</b>	<b>71.29</b>	Curacao	0	0.00	Bulgaria	399	0.02
<b>2.- CENTRO AMERICA</b>			Haiti	17	0.00	Dinamarca	894	0.04
Belice	458	0.02	Jamaica	84	0.00	España	55,889	2.61
Costa Rica	1,018	0.05	Puerto Rico	503	0.02	Finlandia	490	0.02
El Salvador	221	0.01	Rep. Dominicana	763	0.04	Francia	36,494	1.70
Guatemala	992	0.05	Otros	286	0.01	Gran Bretaña	92,622	4.33
Nicaragua	121	0.01	<b>SUMA</b>	<b>1,905</b>	<b>0.09</b>	Grecia	177	0.01
Panamá	3,474	0.16	<b>5.-OCEANIA</b>			Holanda	15,799	0.74
Otros	138	0.01	Australia	2,518	0.12	Hungría	690	0.03
<b>SUMA</b>	<b>6,422</b>	<b>0.30</b>	Nueva Zelanda	341	0.02	Irlanda	699	0.03
<b>3.- SUDAMERICA</b>			Otros	93	0.00	Islandia	648	0.03
Argentina	138,821	6.48	<b>SUMA</b>	<b>2,952</b>	<b>0.14</b>	Italia	37,796	1.77
Bolivia	566	0.03	<b>6.- ASIA</b>			Luxemburgo	217	0.01
Brasil	12,549	0.59	Arabia	154	0.01	Mónaco	65	0.00
Chile	29,627	1.38	China	888	0.04	Noruega	543	0.03
Colombia	7,429	0.35	Corea	822	0.04	Polonia	3,167	0.15
Ecuador	1,401	0.07	Filipinas	95	0.00	Portugal	5,320	0.25
Paraguay	1,884	0.09	India	857	0.04	Rep. Checa	1,006	0.05
Perú	9,159	0.43	Israel	1,127	0.05	Rumania	589	0.03
Uruguay	9,866	0.46	Japón	419	0.02	Rusia	12,742	0.60
Venezuela	691	0.03	Paquistán	22	0.00	Slovenia	198	0.01
Otros	2,992	0.14	Turquia	238	0.01	Suecia	8,100	0.38
<b>SUMA</b>	<b>214,985</b>	<b>10.04</b>	Otros	1,607	0.08	Suiza	5,714	0.27
<b>7.- AFRICA</b>			<b>SUMA</b>	<b>6,229</b>	<b>0.29</b>	Otros	23,541	1.10
Argelia	6	0.00	<b>8.-EUROPA</b>			<b>SUMA</b>	<b>381,285</b>	<b>17.81</b>
Egipto	36	0.00	<b>GRAN TOTAL</b>					
Sudáfrica	86	0.00				<b>2,141,102</b>	<b>100.00</b>	
Otros	758	0.04						
<b>SUMA</b>	<b>886</b>	<b>0.04</b>						

**COMPARATIVO DE PROCEDENCIA DEL TURISMO  
POR REGIONES**

REGION	MAYO 2017		MAYO 2018		% VAR. 2017-2018
	TURISTAS	%	TURISTAS	%	
EUROPA	86,107	19.02%	85,576	19.49%	-0.62%
ESTADOS UNIDOS	168,240	37.15%	151,121	34.43%	-10.18%
CANADÁ	59,175	13.07%	48,601	11.07%	-17.87%
MÉXICO	81,307	17.96%	87,794	20.00%	7.98%
SUDAMERICA	50,992	11.26%	61,922	14.11%	21.43%
RESTO DEL MUNDO	6,990	1.54%	3,962	0.90%	-43.32%
<b>SUMAS</b>	<b>452,811</b>	<b>100.00%</b>	<b>438,976</b>	<b>100.00%</b>	<b>-3.06%</b>



REGION	ENE-MAY 2017		ENE-MAY 2018		% VAR. 2017-2018
	TURISTAS	%	TURISTAS	%	
EUROPA	383,763	84.75%	381,285	86.86%	-0.65%
ESTADOS UNIDOS	801,954	177.11%	750,754	171.02%	-6.38%
CANADÁ	450,933	99.59%	429,065	97.74%	-4.85%
MÉXICO	294,032	64.93%	346,619	78.96%	17.88%
SUDAMERICA	183,126	40.44%	214,985	48.97%	17.40%
RESTO DEL MUNDO	25,264	5.58%	18,394	4.19%	-27.19%
<b>SUMAS</b>	<b>2,139,072</b>	<b>472.40%</b>	<b>2,141,102</b>	<b>487.75%</b>	<b>0.09%</b>



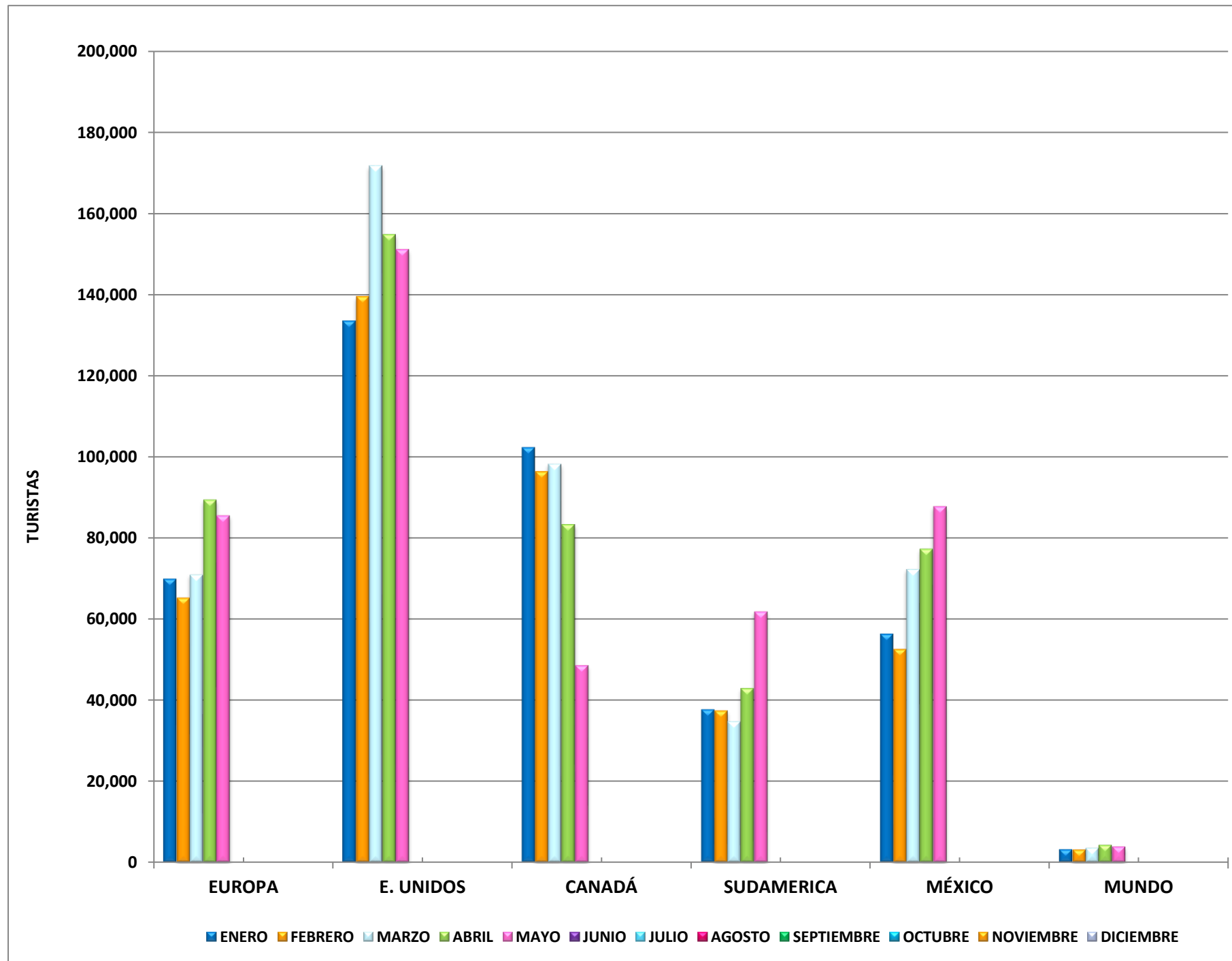
## PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2018

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	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	85,576	19.5	151,121	34.4	48,601	11.1	61,922	14.1	87,794	20.0	3,962	0.9	438,976	100.0
JUNIO														
JULIO														
AGOSTO														
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

### ACUMULADO ANUAL

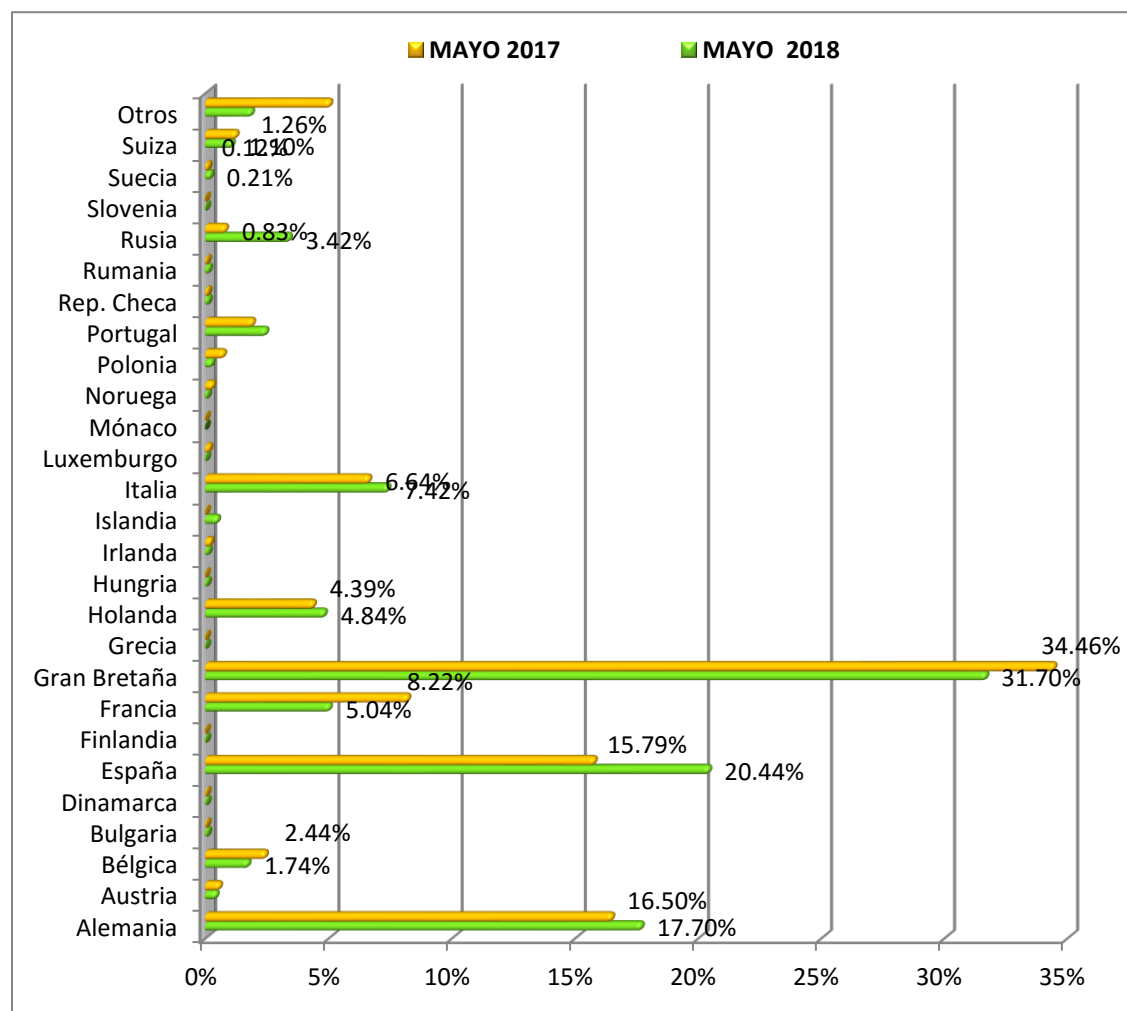
ENE-FEB	135,223	17.0	272,967	34.2	198,736	24.9	75,202	9.4	109,037	13.7	6,440	0.8	797,605	100.0
ENE-MAR	206,274	16.5	444,767	35.6	297,111	23.8	110,091	8.8	181,461	14.5	10,045	0.8	1,249,749	100.0
ENE-ABR	295,709	17.4	599,633	35.2	380,464	22.4	153,063	9.0	258,825	15.2	14,432	0.8	1,702,126	100.0
ENE-MAY	381,285	17.8	750,754	35.1	429,065	20.0	214,985	10.0	346,619	16.2	18,394	0.9	2,141,102	100.0
ENE-JUN														
ENE-JUL														
ENE-AGO														
ENE-SEP														
ENE-OCT														
ENE-NOV														
ENE-DIC														

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



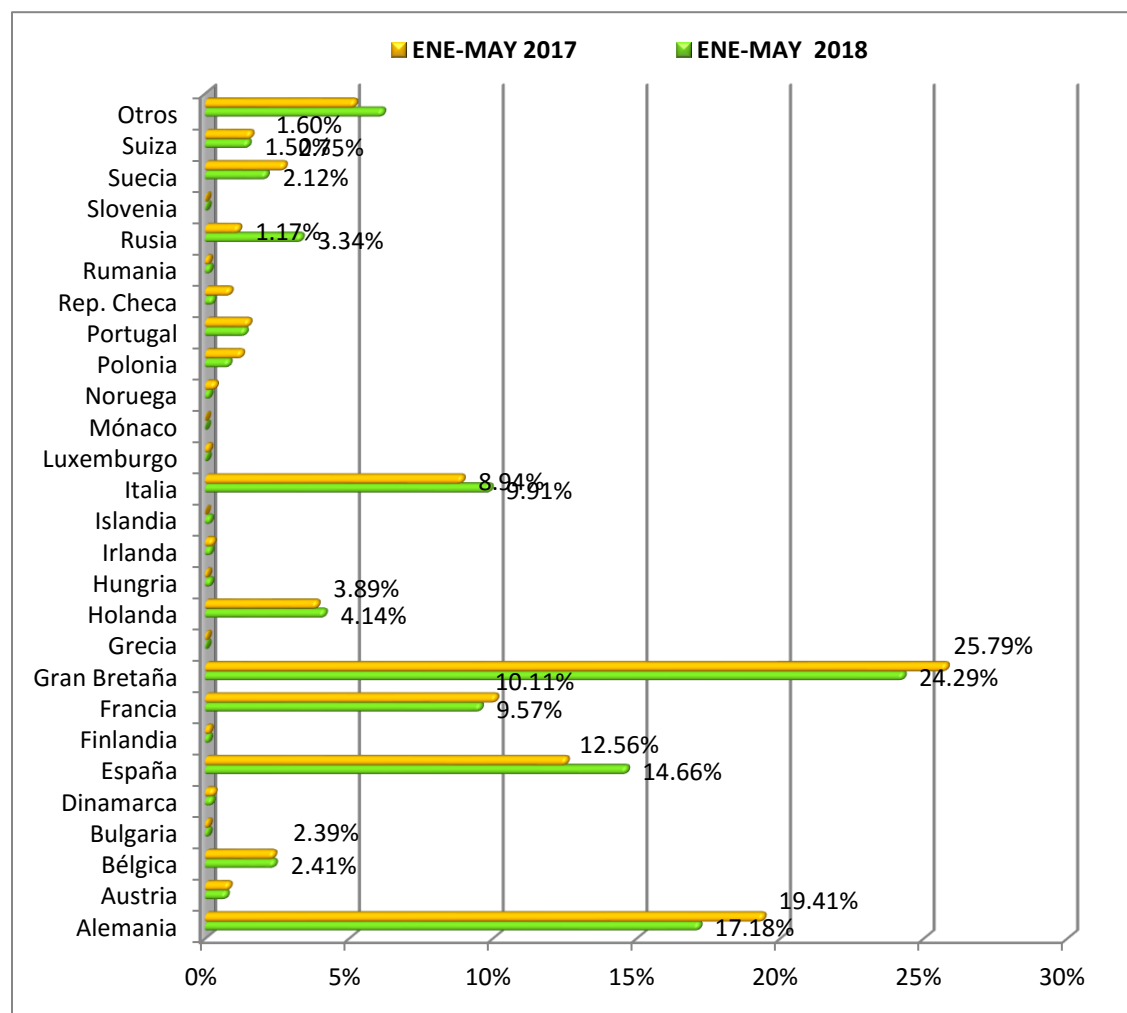
## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO MAYO 2018 VS 2017

PAIS	MAYO 2017		MAYO 2018	
	PAX	%	PAX	%
Alemania	14,204	16.50%	15,143	17.70%
Austria	502	0.58%	382	0.45%
Bélgica	2,103	2.44%	1,486	1.74%
Bulgaria	47	0.05%	78	0.09%
Dinamarca	47	0.05%	54	0.06%
España	13,595	15.79%	17,491	20.44%
Finlandia	13	0.02%	30	0.04%
Francia	7,080	8.22%	4,312	5.04%
Gran Bretaña	29,673	34.46%	27,124	31.70%
Grecia	19	0.02%	24	0.03%
Holanda	3,782	4.39%	4,138	4.84%
Hungría	13	0.02%	73	0.09%
Irlanda	181	0.21%	111	0.13%
Islandia	13	0.02%	432	0.50%
Italia	5,719	6.64%	6,346	7.42%
Luxemburgo	139	0.16%	29	0.03%
Mónaco	9	0.01%	2	0.00%
Noruega	255	0.30%	78	0.09%
Polonia	642	0.75%	226	0.26%
Portugal	1,658	1.93%	2,107	2.46%
Rep. Checa	92	0.11%	108	0.13%
Rumania	62	0.07%	123	0.14%
Rusia	711	0.83%	2,926	3.42%
Slovenia	7	0.01%	22	0.03%
Suecia	102	0.12%	181	0.21%
Suiza	1,083	1.26%	942	1.10%
Otros	4,356	5.06%	1,608	1.88%
<b>SUMA</b>	<b>86,107</b>	<b>100.00%</b>	<b>85,576</b>	<b>100.00%</b>



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

PAIS	ENE-MAY 2017		ENE-MAY 2018	
	PAX	%	PAX	%
Alemania	74,490	19.41%	65,499	17.18%
Austria	3,202	0.83%	2,806	0.74%
Bélgica	9,165	2.39%	9,181	2.41%
Bulgaria	429	0.11%	399	0.10%
Dinamarca	1,192	0.31%	894	0.23%
España	48,205	12.56%	55,889	14.66%
Finlandia	598	0.16%	490	0.13%
Francia	38,782	10.11%	36,494	9.57%
Gran Bretaña	98,977	25.79%	92,622	24.29%
Grecia	265	0.07%	177	0.05%
Holanda	14,941	3.89%	15,799	4.14%
Hungría	326	0.08%	690	0.18%
Irlanda	1,043	0.27%	699	0.18%
Islandia	43	0.01%	648	0.17%
Italia	34,308	8.94%	37,796	9.91%
Luxemburgo	526	0.14%	217	0.06%
Mónaco	86	0.02%	65	0.02%
Noruega	1,361	0.35%	543	0.14%
Polonia	4,862	1.27%	3,167	0.83%
Portugal	5,851	1.52%	5,320	1.40%
Rep. Checa	3,330	0.87%	1,006	0.26%
Rumania	490	0.13%	589	0.15%
Rusia	4,486	1.17%	12,742	3.34%
Slovenia	157	0.04%	198	0.05%
Suecia	10,567	2.75%	8,100	2.12%
Suiza	6,122	1.60%	5,714	1.50%
Otros	19,959	5.20%	23,541	6.17%
<b>SUMA</b>	<b>383,763</b>	<b>100.00%</b>	<b>381,285</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%	15,660	17.51%	15,143	17.70%			65,499	17.18%
Austria	767	1.10%	482	0.74%	610	0.86%	565	0.63%	382	0.45%			2,806	0.74%
Bélgica	1,616	2.31%	1,867	2.86%	2,284	3.21%	1,928	2.16%	1,486	1.74%			9,181	2.41%
Bulgaria	68	0.10%	92	0.14%	82	0.12%	79	0.09%	78	0.09%			399	0.10%
Dinamarca	166	0.24%	280	0.43%	315	0.44%	79	0.09%	54	0.06%			894	0.23%
España	7,636	10.92%	7,286	11.15%	5,484	7.72%	17,992	20.12%	17,491	20.44%			55,889	14.66%
Finlandia	158	0.23%	119	0.18%	168	0.24%	15	0.02%	30	0.04%			490	0.13%
Francia	7,748	11.08%	9,323	14.27%	6,519	9.18%	8,592	9.61%	4,312	5.04%			36,494	9.57%
Gran Bretaña	12,448	17.81%	12,374	18.94%	14,880	20.94%	25,796	28.84%	27,124	31.70%			92,622	24.29%
Grecia	44	0.06%	34	0.05%	30	0.04%	45	0.05%	24	0.03%			177	0.05%
Holanda	2,867	4.10%	2,777	4.25%	3,140	4.42%	2,877	3.22%	4,138	4.84%			15,799	4.14%
Hungría	191	0.27%	178	0.27%	178	0.25%	70	0.08%	73	0.09%			690	0.18%
Irlanda	192	0.27%	55	0.08%	221	0.31%	120	0.13%	111	0.13%			699	0.18%
Islandia	152	0.22%	3	0.00%	32	0.05%	29	0.03%	432	0.50%			648	0.17%
Italia	8,918	12.76%	7,479	11.45%	7,908	11.13%	7,145	7.99%	6,346	7.42%			37,796	9.91%
Luxemburgo	20	0.03%	44	0.07%	60	0.08%	64	0.07%	29	0.03%			217	0.06%
Mónaco	28	0.04%	13	0.02%	10	0.01%	12	0.01%	2	0.00%			65	0.02%
Noruega	122	0.17%	180	0.28%	136	0.19%	27	0.03%	78	0.09%			543	0.14%
Polonia	1,127	1.61%	976	1.49%	642	0.90%	196	0.22%	226	0.26%			3,167	0.83%
Portugal	297	0.42%	329	0.50%	1,107	1.56%	1,480	1.65%	2,107	2.46%			5,320	1.40%
Rep. Checa	241	0.34%	264	0.40%	213	0.30%	180	0.20%	108	0.13%			1,006	0.26%
Rumania	142	0.20%	153	0.23%	66	0.09%	105	0.12%	123	0.14%			589	0.15%
Rusia	4,143	5.93%	2,309	3.53%	1,652	2.33%	1,712	1.91%	2,926	3.42%			12,742	3.34%
Slovenia	68	0.10%	71	0.11%	32	0.05%	5	0.01%	22	0.03%			198	0.05%
Suecia	2,719	3.89%	2,621	4.01%	2,428	3.42%	151	0.17%	181	0.21%			8,100	2.12%
Suiza	1,121	1.60%	997	1.53%	918	1.29%	1,736	1.94%	942	1.10%			5,714	1.50%
Otros	6,150	8.80%	5,683	8.70%	7,325	10.31%	2,775	3.10%	1,608	1.88%			23,541	6.17%
<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>89,435</b>	<b>100.00%</b>	<b>85,576</b>	<b>100.00%</b>	<b>0</b>	<b>0.00%</b>	<b>381,285</b>	<b>100.00%</b>

PRINCIPALES MERCADOS  
PARA LA RIVIERA MAYA  
PRIMER SEMESTRE AÑO 2018

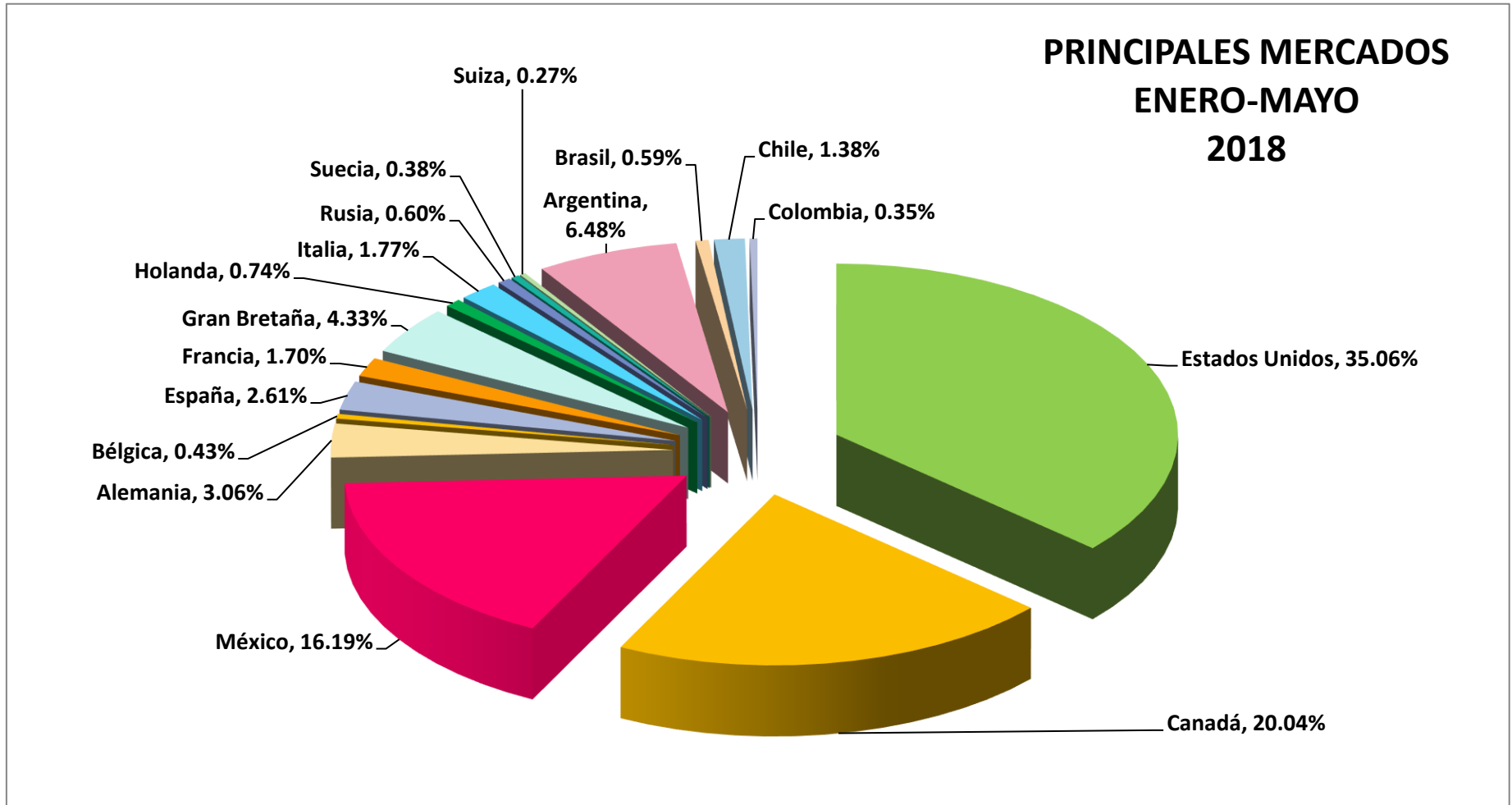
PAIS	ENE 2018		FEB 2018		MAR 2018		ABR 2018		MAY 2018		JUN 2018		Acumulado		Posición 2017	Posición 2018
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	133,420	33.11%	139,547	35.36%	171,800	38.00%	154,866	34.23%	151,121	34.43%			750,754	35.06%	1	1
2 Canadá	102,268	25.38%	96,468	24.45%	98,375	21.76%	83,353	18.43%	48,601	11.07%			429,065	20.04%	2	2
3 México	56,397	14.00%	52,640	13.34%	72,424	16.02%	77,364	17.10%	87,794	20.00%			346,619	16.19%	3	3
4 Alemania	10,754	2.67%	9,331	2.36%	14,611	3.23%	15,660	3.46%	15,143	3.45%			65,499	3.06%	6	6
5 Bélgica	1,616	0.40%	1,867	0.47%	2,284	0.51%	1,928	0.43%	1,486	0.34%			9,181	0.43%	12	14
6 España	7,636	1.89%	7,286	1.85%	5,484	1.21%	17,992	3.98%	17,491	3.98%			55,889	2.61%	7	7
7 Francia	7,748	1.92%	9,323	2.36%	6,519	1.44%	8,592	1.90%	4,312	0.98%			36,494	1.70%	8	8
8 Gran Bretaña	12,448	3.09%	12,374	3.14%	14,880	3.29%	25,796	5.70%	27,124	6.18%			92,622	4.33%	5	5
9 Holanda	2,867	0.71%	2,777	0.70%	3,140	0.69%	2,877	0.64%	4,138	0.94%			15,799	0.74%	11	11
10 Italia	8,918	2.21%	7,479	1.90%	7,908	1.75%	7,145	1.58%	6,346	1.45%			37,796	1.77%	9	8
11 Rusia	4,143	1.03%	2,309	0.59%	1,652	0.37%	1,712	0.38%	2,926	0.67%			12,742	0.60%	17	12
12 Suecia	2,719	0.67%	2,621	0.66%	2,428	0.54%	151	0.03%	181	0.04%			8,100	0.38%	13	15
13 Suiza	1,121	0.28%	997	0.25%	918	0.20%	1,736	0.38%	942	0.21%			5,714	0.27%	16	17
14 Argentina	25,180	6.25%	22,539	5.71%	23,492	5.20%	30,408	6.72%	37,202	8.47%			138,821	6.48%	4	4
15 Brasil	2,889	0.72%	1,605	0.41%	1,694	0.37%	2012	0.44%	4349	0.99%			12,549	0.59%	15	13
16 Chile	4,529	1.12%	8,997	2.28%	3,152	0.70%	4,442	0.98%	8,507	1.94%			29,627	1.38%	10	10
17 Colombia	1,984	0.49%	618	0.16%	1,939	0.43%	1,146	0.25%	1,742	0.40%			7,429	0.35%	14	16
Resto del mundo	16,340	4.05%	15,850	4.02%	19,444	4.30%	15,197	3.36%	19,571	4.46%			86,402	4.04%		
<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>452,377</b>	<b>100.00%</b>	<b>438,976</b>	<b>100.00%</b>	<b>0</b>	<b>#¡DIV/0!</b>	<b>2,141,102</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 - MAYO**

**2018**



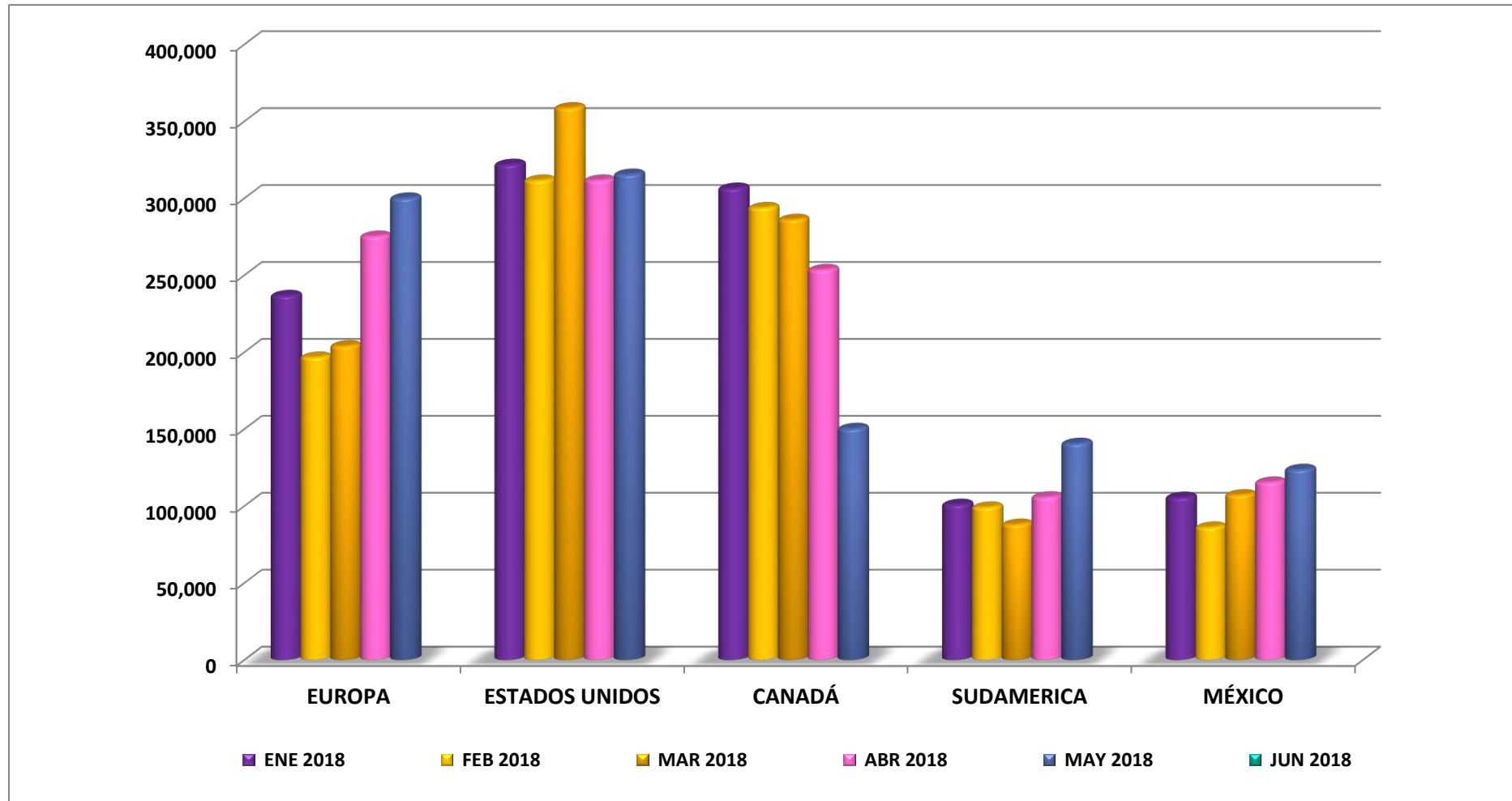
Nota: Los principales mercados para Riviera Maya de Enero representan el 95.5% del total de turistas que visitaron el destino.

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%	253,532	23.9%	150,258	14.6%			1,290,100	24.8%
ESTADOS UNIDOS	321,876	30.0%	311,657	31.6%	358,633	34.4%	311,668	29.4%	315,465	30.6%			1,619,299	31.2%
MÉXICO	105,511	9.8%	86,198	8.7%	107,127	10.3%	115,401	10.9%	123,643	12.0%			537,880	10.4%
<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>680,601</b>	<b>64.1%</b>	<b>589,366</b>	<b>57.2%</b>			<b>3,447,279</b>	<b>66.4%</b>
<b>EUROPA</b>														
ALEMANIA	43,912	4.1%	32,347	3.3%	46,633	4.5%	57,290	5.4%	64,547	6.3%			244,729	4.7%
BÉLGICA	5,454	0.5%	5,158	0.5%	7,385	0.7%	6,764	0.6%	6,384	0.6%			31,145	0.6%
ESPAÑA	24,022	2.2%	19,520	2.0%	12,659	1.2%	46,329	4.4%	46,205	4.5%			148,735	2.9%
FRANCIA	28,764	2.7%	28,552	2.9%	21,377	2.0%	27,244	2.6%	16,332	1.6%			122,269	2.4%
GRAN BRETAÑA	58,246	5.4%	51,043	5.2%	60,016	5.7%	93,296	8.8%	120,137	11.7%			382,738	7.4%
HOLANDA	8,840	0.8%	10,726	1.1%	10,323	1.0%	9,926	0.9%	13,552	1.3%			53,367	1.0%
ITALIA	31,622	3.0%	24,213	2.5%	25,569	2.4%	23,191	2.2%	18,298	1.8%			122,893	2.4%
RUSIA	17,780	1.7%	8,793	0.9%	5,341	0.5%	5,172	0.5%	10,180	1.0%			47,266	0.9%
SUECIA	13,266	1.2%	12,220	1.2%	11,816	1.1%	397	0.0%	467	0.0%			38,166	0.7%
SUIZA	4,750	0.4%	4,059	0.4%	2,861	0.3%	5,628	0.5%	3,878	0.4%			21,176	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>275,237</b>	<b>25.9%</b>	<b>299,980</b>	<b>29.1%</b>			<b>1,212,484</b>	<b>23.3%</b>
<b>SUDAMERICA</b>														
ARGENTINA	77,638	7.2%	68,838	7.0%	69,204	6.6%	89,070	8.4%	107,266	10.4%			412,016	7.9%
BRASIL	7403	0.7%	3,457	0.4%	5647	0.5%	4,066	0.4%	8,517	0.8%			29,090	0.6%
CHILE	10,700	1.0%	25,866	2.6%	9338	0.9%	10,402	1.0%	21,728	2.1%			78,034	1.5%
COLOMBIA	5,183	0.5%	1,027	0.1%	3830	0.4%	2,244	0.2%	3,041	0.3%			15,325	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>105,782</b>	<b>10.0%</b>	<b>140,552</b>	<b>13.6%</b>			<b>534,465</b>	<b>10.3%</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>1,061,620</b>	<b>100.00%</b>	<b>1,029,898</b>	<b>100.00%</b>	<b>0</b>	<b>0.00%</b>	<b>5,194,228</b>	<b>100.00%</b>
<b>TOTAL DESTINO</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>
	<b>1,188,604</b>	<b>90.1%</b>	<b>1,118,386</b>	<b>88.3%</b>	<b>1,214,003</b>	<b>87.8%</b>	<b>1,215,730</b>	<b>89.3%</b>	<b>1,211,927</b>	<b>86.6%</b>		<b>0.0%</b>	<b>5,948,650</b>	<b>87.3%</b>

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

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



REGIÓN	2017 Participación %		2018 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	59,175	13.07%	48,601	11.07%	-10,574	-17.87%
Estados Unidos	168,240	37.15%	151,121	34.43%	-17,119	-10.18%
México	81,307	17.96%	87,794	20.00%	6,487	7.98%
<b>SUMA</b>	<b>308,722</b>	<b>68.18%</b>	<b>287,516</b>	<b>65.50%</b>	<b>-21,206</b>	<b>-6.87%</b>
<b>CENTRO AMERICA</b>						
Belice	83	0.02%	243	0.06%	160	192.77%
Costa Rica	219	0.05%	219	0.05%	0	0.00%
El Salvador	33	0.01%	71	0.02%	38	115.15%
Guatemala	101	0.02%	199	0.05%	98	97.03%
Nicaragua	0	0.00%	68	0.02%	68	#¡DIV/0!
Panamá	3,127	0.69%	105	0.02%	-3,022	-96.64%
Otros	93	0.02%	25	0.01%	-68	-73.12%
<b>SUMA</b>	<b>3,656</b>	<b>0.81%</b>	<b>930</b>	<b>0.21%</b>	<b>-2,726</b>	<b>-74.56%</b>
<b>CARIBE</b>						
Bahamas	10	0.00%	3	0.00%	-7	-70.00%
Bermudas	4	0.00%	0	0.00%	-4	-100.00%
Cuba	83	0.02%	84	0.02%	1	1.20%
Curacao	0	0.00%	0	0.00%	0	#¡DIV/0!
Haiti	6	0.00%	0	0.00%	-6	-100.00%
Jamaica	4	0.00%	22	0.01%	18	450.00%
Puerto Rico	218	0.05%	329	0.07%	111	50.92%
Rep. Dominicana	169	0.04%	240	0.05%	71	42.01%
Otros	55	0.01%	89	0.02%	34	61.82%
<b>SUMA</b>	<b>549</b>	<b>0.12%</b>	<b>767</b>	<b>0.17%</b>	<b>218</b>	<b>39.71%</b>
<b>SUDAMERICA</b>						
Argentina	30,997	6.85%	37,202	8.47%	6,205	20.02%
Bolivia	89	0.02%	236	0.05%	147	165.17%
Brasil	2,527	0.56%	4,349	0.99%	1,822	72.10%
Chile	7,674	1.69%	8,507	1.94%	833	10.85%
Colombia	1,801	0.40%	1,742	0.40%	-59	-3.28%
Ecuador	133	0.03%	363	0.08%	230	172.93%
Paraguay	365	0.08%	508	0.12%	143	39.18%
Peru	4,021	0.89%	4,182	0.95%	161	4.00%
Uruguay	2,250	0.50%	3,765	0.86%	1,515	67.33%
Venezuela	132	0.03%	204	0.05%	72	54.55%
Otros	1,003	0.22%	864	0.20%	-139	-13.86%
<b>SUMA</b>	<b>50,992</b>	<b>11.26%</b>	<b>61,922</b>	<b>14.11%</b>	<b>10,930</b>	<b>21.43%</b>
<b>OCEANIA</b>						
Australia	645	0.14%	697	0.16%	52	8.06%
Nueva Zelanda	67	0.01%	93	0.02%	26	38.81%
Otros	0	0.00%	27	0.01%	27	#¡DIV/0!
<b>SUMA</b>	<b>712</b>	<b>0.16%</b>	<b>817</b>	<b>0.19%</b>	<b>105</b>	<b>14.75%</b>
<b>AFRICA</b>						
Argelia	0	0.00%	0	0.00%	0	#¡DIV/0!
Egipto	13	0.00%	15	0.00%	2	15.38%
Sudáfrica	56	0.01%	3	0.00%	-53	-94.64%
Otros	333	0.07%	128	0.03%	-205	-61.56%
<b>SUMA</b>	<b>402</b>	<b>0.09%</b>	<b>146</b>	<b>0.03%</b>	<b>-256</b>	<b>-63.68%</b>

REGIÓN	2017 Participación %		2018 Participación %		VARIACIÓN %	
<b>ASIA</b>						
Arabia	50	0.01%	35	0.01%	-15	-30.00%
China	356	0.08%	120	0.03%	-236	-66.29%
Corea	221	0.05%	120	0.03%	-101	-45.70%
Filipinas	18	0.00%	44	0.01%	26	144.44%
India	148	0.03%	268	0.06%	120	81.08%
Israel	141	0.03%	297	0.07%	156	110.64%
Japón	108	0.02%	81	0.02%	-27	-25.00%
Paquistán	3	0.00%	0	0.00%	-3	-100.00%
Turquia	27	0.01%	49	0.01%	22	81.48%
Otros	599	0.13%	288	0.07%	-311	-51.92%
<b>SUMA</b>	<b>1,671</b>	<b>0.37%</b>	<b>1,302</b>	<b>0.30%</b>	<b>-369</b>	<b>-22.08%</b>

<b>EUROPA</b>						
Alemania	14,204	3.14%	15,143	3.45%	939	6.61%
Austria	502	0.11%	382	0.09%	-120	-23.90%
Bélgica	2,103	0.46%	1,486	0.34%	-617	-29.34%
Bulgaria	47	0.01%	78	0.02%	31	65.96%
Dinamarca	47	0.01%	54	0.01%	7	14.89%
España	13,595	3.00%	17,491	3.98%	3,896	28.66%
Finlandia	13	0.00%	30	0.01%	17	130.77%
Francia	7,080	1.56%	4,312	0.98%	-2,768	-39.10%
Gran Bretaña	29,673	6.55%	27,124	6.18%	-2,549	-8.59%
Grecia	19	0.00%	24	0.01%	5	26.32%
Holanda	3,782	0.84%	4,138	0.94%	356	9.41%
Hungría	13	0.00%	73	0.02%	60	461.54%
Irlanda	181	0.04%	111	0.03%	-70	-38.67%
Islandia	13	0.00%	432	0.10%	419	3223.08%
Italia	5,719	1.26%	6,346	1.45%	627	10.96%
Luxemburgo	139	0.03%	29	0.01%	-110	-79.14%
Mónaco	9	0.00%	2	0.00%	-7	-77.78%
Noruega	255	0.06%	78	0.02%	-177	-69.41%
Polonia	642	0.14%	226	0.05%	-416	-64.80%
Portugal	1,658	0.37%	2,107	0.48%	449	27.08%
Rep. Checa	92	0.02%	108	0.02%	16	17.39%
Rumania	62	0.01%	123	0.03%	61	98.39%
Rusia	711	0.16%	2,926	0.67%	2,215	311.53%
Slovenia	7	0.00%	22	0.01%	15	214.29%
Suecia	102	0.02%	181	0.04%	79	77.45%
Suiza	1,083	0.24%	942	0.21%	-141	-13.02%
Otros	4,356	0.96%	1,608	0.37%	-2,748	-63.09%
<b>SUMA</b>	<b>86,107</b>	<b>19.02%</b>	<b>85,576</b>	<b>19.49%</b>	<b>-531</b>	<b>-0.62%</b>

<b>TOTAL</b>	<b>452,811</b>	<b>100.00%</b>	<b>438,976</b>	<b>100.00%</b>	<b>-13,835</b>	<b>-3.06%</b>
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ENERO-MAY

REGIÓN	2017 Participación %		2018 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	450,933	21.08%	429,065	20.04%	-21,868	-4.85%
Estados Unidos	801,954	37.49%	750,754	35.06%	-51,200	-6.38%
México	294,032	13.75%	346,619	16.19%	52,587	17.88%
<b>SUMA</b>	<b>1,546,919</b>	<b>72.32%</b>	<b>1,526,438</b>	<b>71.29%</b>	<b>-20,481</b>	<b>-1.32%</b>
<b>CENTRO AMERICA</b>						
Belice	411	0.02%	458	0.02%	47	11.46%
Costa Rica	882	0.04%	1,018	0.05%	136	15.42%
El Salvador	397	0.02%	221	0.01%	-176	-44.32%
Guatemala	1,077	0.05%	992	0.05%	-85	-7.88%
Nicaragua	119	0.01%	121	0.01%	2	1.53%
Panamá	7,349	0.34%	3,474	0.16%	-3,875	-52.73%
Otros	1,026	0.05%	138	0.01%	-888	-86.55%
<b>SUMA</b>	<b>11,261</b>	<b>0.53%</b>	<b>6,422</b>	<b>0.30%</b>	<b>-4,839</b>	<b>-42.97%</b>
<b>CARIBE</b>						
Bahamas	31	0.00%	25	0.00%	-6	-19.35%
Bermudas	67	0.00%	50	0.00%	-17	-25.37%
Cuba	372	0.02%	177	0.01%	-195	-52.42%
Curacao	0	0.00%	0	0.00%	0	#¡DIV/0!
Haiti	52	0.00%	17	0.00%	-35	-67.31%
Jamaica	157	0.01%	84	0.00%	-73	-46.50%
Puerto Rico	395	0.02%	503	0.02%	108	27.34%
Rep. Dominicana	902	0.04%	763	0.04%	-139	-15.41%
Otros	430	0.02%	286	0.01%	-144	-33.49%
<b>SUMA</b>	<b>2,406</b>	<b>0.11%</b>	<b>1,905</b>	<b>0.09%</b>	<b>-501</b>	<b>-20.82%</b>
<b>SUDAMERICA</b>						
Argentina	115,741	5.41%	138,821	6.48%	23,080	19.94%
Bolivia	2,155	0.10%	566	0.03%	-1,589	-73.74%
Brasil	6,695	0.31%	12,549	0.59%	5,854	87.44%
Chile	27,025	1.26%	29,627	1.38%	2,602	9.63%
Colombia	7,048	0.33%	7,429	0.35%	381	5.41%
Ecuador	1,149	0.05%	1,401	0.07%	252	21.93%
Paraguay	1,195	0.06%	1,884	0.09%	689	57.66%
Peru	8,366	0.39%	9,159	0.43%	793	9.48%
Uruguay	7,571	0.35%	9,866	0.46%	2,295	30.31%
Venezuela	3,870	0.18%	691	0.03%	-3,179	-82.14%
Otros	2,311	0.11%	2,992	0.14%	681	29.47%
<b>SUMA</b>	<b>183,126</b>	<b>8.56%</b>	<b>214,985</b>	<b>10.04%</b>	<b>31,859</b>	<b>17.40%</b>
<b>OCEANIA</b>						
Australia	2,640	0.12%	2,518	0.12%	-122	-4.62%
Nueva Zelanda	253	0.01%	341	0.02%	88	34.78%
Otros	16	0.00%	93	0.00%	77	481.25%
<b>SUMA</b>	<b>2,909</b>	<b>0.14%</b>	<b>2,952</b>	<b>0.14%</b>	<b>43</b>	<b>1.48%</b>
<b>AFRICA</b>						
Argelia	0	0.00%	6	0.00%	6	#¡DIV/0!
Egipto	90	0.00%	36	0.00%	-54	-60.00%
Sudáfrica	187	0.01%	86	0.00%	-101	-54.01%
Otros	1,641	0.08%	758	0.04%	-883	-53.81%
<b>SUMA</b>	<b>1,918</b>	<b>0.09%</b>	<b>886</b>	<b>0.04%</b>	<b>-1,032</b>	<b>-53.81%</b>



REGIÓN	2017 Participación %		2018 Participación %		VARIACIÓN %	
<b>ASIA</b>						
Arabia	151	0.01%	154	0.01%	3	1.99%
China	1,239	0.06%	888	0.04%	-351	-28.33%
Corea	1,424	0.07%	822	0.04%	-602	-42.28%
Filipinas	201	0.01%	95	0.00%	-106	-52.74%
India	385	0.02%	857	0.04%	472	122.60%
Israel	923	0.04%	1,127	0.05%	204	22.10%
Japón	425	0.02%	419	0.02%	-6	-1.41%
Paquistán	17	0.00%	22	0.00%	5	29.41%
Turquia	139	0.01%	238	0.01%	99	71.22%
Otros	1,866	0.09%	1,607	0.08%	-259	-13.88%
<b>SUMA</b>	<b>6,770</b>	<b>0.32%</b>	<b>6,229</b>	<b>0.29%</b>	<b>-541</b>	<b>-7.99%</b>

<b>EUROPA</b>						
Alemania	74,490	3.48%	65,499	3.06%	-8,991	-12.07%
Austria	3,202	0.15%	2,806	0.13%	-396	-12.37%
Bélgica	9,165	0.43%	9,181	0.43%	16	0.17%
Bulgaria	429	0.02%	399	0.02%	-30	-6.99%
Dinamarca	1,192	0.06%	894	0.04%	-298	-25.00%
España	48,205	2.25%	55,889	2.61%	7,684	15.94%
Finlandia	598	0.03%	490	0.02%	-108	-18.06%
Francia	38,782	1.81%	36,494	1.70%	-2,288	-5.90%
Gran Bretaña	98,977	4.63%	92,622	4.33%	-6,355	-6.42%
Grecia	265	0.01%	177	0.01%	-88	-33.21%
Holanda	14,941	0.70%	15,799	0.74%	858	5.74%
Hungría	326	0.02%	690	0.03%	364	111.66%
Irlanda	1,043	0.05%	699	0.03%	-344	-32.98%
Islandia	43	0.00%	648	0.03%	605	1406.98%
Italia	34,308	1.60%	37,796	1.77%	3,488	10.17%
Luxemburgo	526	0.02%	217	0.01%	-309	-58.75%
Mónaco	86	0.00%	65	0.00%	-21	-24.42%
Noruega	1,361	0.06%	543	0.03%	-818	-60.10%
Polonia	4,862	0.23%	3,167	0.15%	-1,695	-34.86%
Portugal	5,851	0.27%	5,320	0.25%	-531	-9.08%
Rep. Checa	3,330	0.16%	1,006	0.05%	-2,324	-69.79%
Rumania	490	0.02%	589	0.03%	99	20.20%
Rusia	4,486	0.21%	12,742	0.60%	8,256	184.04%
Slovenia	157	0.01%	198	0.01%	41	26.11%
Suecia	10,567	0.49%	8,100	0.38%	-2,467	-23.35%
Suiza	6,122	0.29%	5,714	0.27%	-408	-6.66%
Otros	19,959	0.93%	23,541	1.10%	3,582	17.95%
<b>SUMA</b>	<b>383,763</b>	<b>17.94%</b>	<b>381,285</b>	<b>17.81%</b>	<b>-2,478</b>	<b>-0.65%</b>

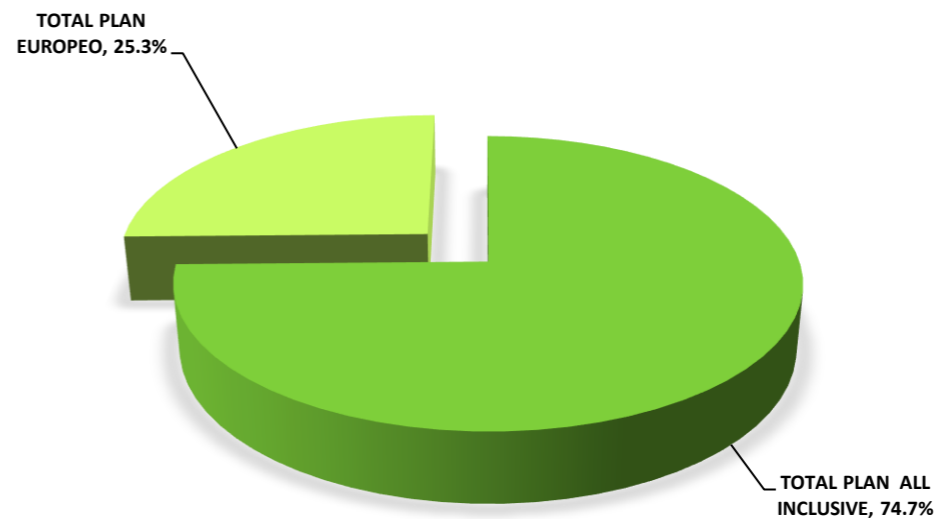
<b>TOTAL</b>	<b>2,139,072</b>	<b>100.00%</b>	<b>2,141,102</b>	<b>100.00%</b>	<b>2,030</b>	<b>0.09%</b>
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**MAYO 2018**

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	315	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 REEF 28	120	5 estrellas
77 THE ROYAL PLAYA DEL CARMEN	513	Gran Turismo
78 UNICO 20° 87° HOTEL RIVIERA MAYA	448	5 estrellas
79 VALENTIN IMPERIAL MAYA	540	5 estrellas
80 VIVA WYNDHAM AZTECA	335	5 estrellas
81 VIVA WYNDHAM MAYA	604	4 estrellas
<b>SUMAS</b>	<b>35,189</b>	

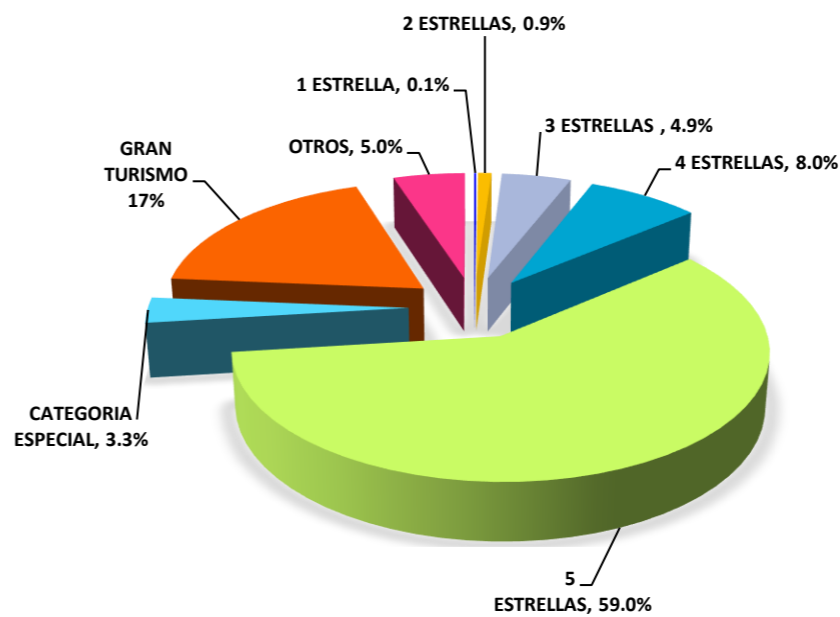
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
<b>TOTAL PLAN ALL INCLUSIVE</b>	35,189	81	74.7%
<b>TOTAL PLAN EUROPEO</b>	11,908	336	25.3%
<b>SUMAS</b>	<b>47,097</b>	<b>417</b>	<b>100.0%</b>

**DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE**



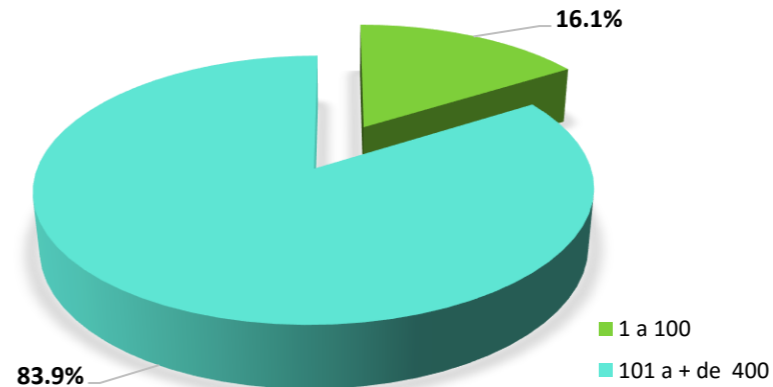
CATEGORIA	Cuartos	# Htls.	%
<b>1 ESTRELLA</b>	64	2	0.1%
<b>2 ESTRELLAS</b>	444	22	0.9%
<b>3 ESTRELLAS</b>	2,298	88	4.9%
<b>4 ESTRELLAS</b>	3,748	54	8.0%
<b>5 ESTRELLAS</b>	27,864	72	59.2%
<b>CATEGORIA ESPECIAL</b>	1,545	13	3.3%
<b>GRAN TURISMO</b>	8,766	23	18.6%
<b>OTROS</b>	2,368	143	5.0%
<b>SUMAS</b>	<b>47,097</b>	<b>417</b>	<b>100.0%</b>

**DISTRIBUCIÓN DE CUARTOS POR CATEGORIA**



RANGO	Cuartos	# Htls.	%
<b>1 a 100</b>	7,575	323	16.1%
<b>101 a + de 400</b>	39,522	94	83.9%
<b>SUMAS</b>	<b>47,097</b>	<b>417</b>	<b>100.0%</b>

**DISTRIBUCIÓN DE CUARTOS POR RANGO**



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

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.0%	4,568	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	177	42.4%	8,625	18.3%
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	11.1%
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%
<b>TOTAL</b>	<b>417</b>	<b>100.0%</b>	<b>47,097</b>	<b>100.0%</b>

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

