



CONSEJO DE PROMOCIÓN TURÍSTICA
DE QUINTANA ROO

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

JUNIO 2018

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima quinta** edición correspondiente al mes de Junio del año 2018, fue elaborado con un muestreo de 37,039 cuartos, que corresponde al 78.64% del total de cuartos existentes a la fecha, los cuales son 47,098 de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

Elaborado por:
Yanin Nuñez Franco
**CONSEJO DE PROMOCIÓN TURÍSTICA
DE QUINTANA ROO**

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

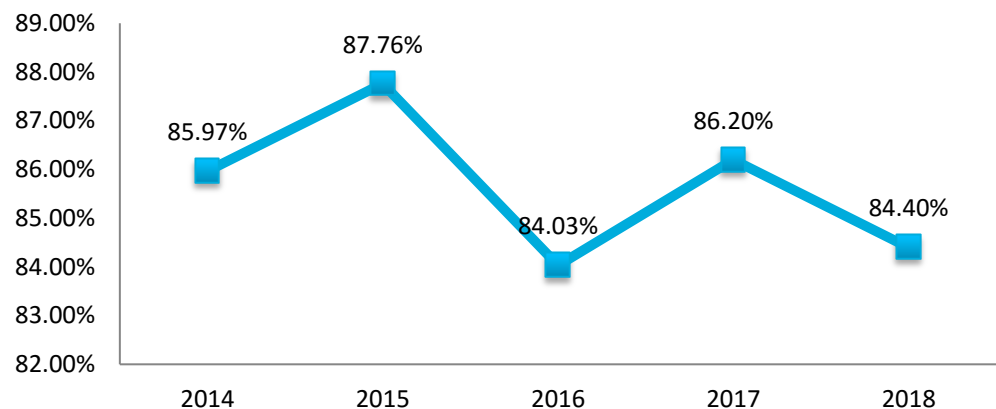
CONCEPTO	JUNIO		VARIACIÓN	
	2017	2018	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	45,869	47,098	1,229	2.68%
CUARTOS NOCHE DISPONIBLES	1,340,648	1,380,641	39,993	2.98%
CUARTOS NOCHE OCUPADOS	1,148,139	1,137,320	-10,819	-0.94%
% DE OCUPACION	85.64%	82.38%	-3.26%	
% DE OCUPACION TODO INCLUIDO	88.91%	85.19%	-3.72%	
ESTADIA PROMEDIO				
GENERAL	5.51	6.17	0.66	
TURISMO NACIONAL	3.45	3.44	(0.01)	
TURISMO INTERNACIONAL	5.94	5.61	(0.33)	
TARIFA PROMEDIO (pesos)	\$ 4,680.92	\$ 3,988.85	(692)	-14.78%
AFLUENCIA DEL TURISMO				
	2017	2018		
TOTAL	461,765	445,271	-16,494	-3.57%
NACIONALES	86,811	95,043	8,232	9.48%
EXTRANJEROS	374,954	350,228	-24,726	-6.59%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGI				
	2017		2018	
EUROPA	91,149	24.31%	92,201	26.33%
ESTADOS UNIDOS	201,328	53.69%	176,912	50.51%
CANADÁ	36,654	9.78%	27,996	7.99%
SUDAMERICA	38,495	10.27%	49,327	14.08%
RESTO DEL MUNDO	7,328	1.95%	3,792	1.08%
	374,954	100.00%	350,228	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2017	2018		
TOTAL	1,148,139	1,137,320	-10,819	-0.94%
NACIONALES	124,791	136,228	11,437	9.16%
EXTRANJEROS	1,023,348	1,001,092	-22,256	-2.17%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2017		2018	
EUROPA (Principales países)	322,423	31.5%	300,342	30.0%
ESTADOS UNIDOS	433,693	42.4%	381,098	38.1%
CANADÁ	101,868	10.0%	79,089	7.9%
SUDAMERICA (Principales países)	113,809	11.1%	145,761	14.6%
RESTO DEL MUNDO	51,555	5.04%	94,802	9.5%
	1,023,348	100.00%	1,001,092	100.00%

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

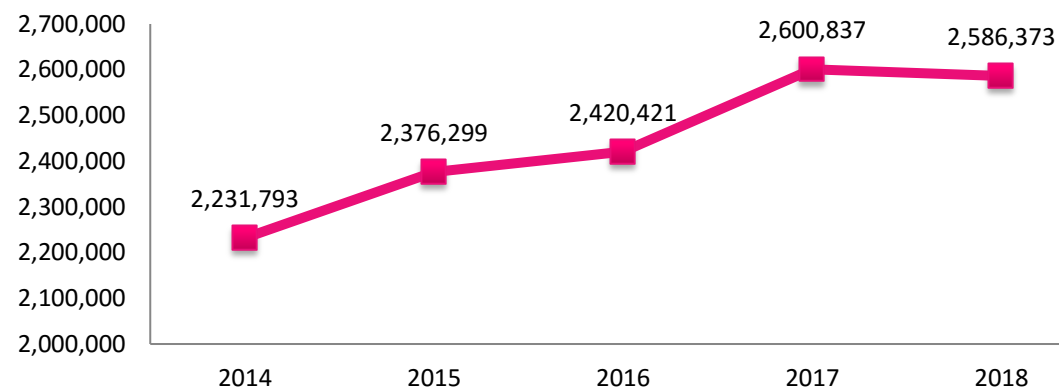
CONCEPTO	ENERO-JUNIO		VARIACIÓN	
	2017	2018	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	45,869	47,098	1,229	2.68%
CUARTOS NOCHE DISPONIBLES	8,182,856	8,395,281	212,425	2.60%
CUARTOS NOCHE OCUPADOS	7,046,099	7,085,970	39,871	0.57%
% DE OCUPACION	86.11%	84.40%	-1.70%	
% DE OCUPACION TODO INCLUIDO	87.37%	85.39%	-1.98%	
ESTADIA PROMEDIO				
GENERAL	5.85	5.99	0.14	
TURISMO NACIONAL	4.00	3.73	(0.27)	
TURISMO INTERNACIONAL	6.28	6.21	(0.07)	
TARIFA PROMEDIO (pesos)	\$ 5,280.62	\$ 5,450.48	170	3.22%
AFLUENCIA DEL TURISMO				
TOTAL	2,600,837	2,586,373	-14,464	-0.56%
NACIONALES	380,843	441,662	60,819	15.97%
EXTRANJEROS	2,219,994	2,144,711	-75,283	-3.39%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGI				
	2017		2018	
EUROPA	474,912	21.39%	473,486	22.08%
ESTADOS UNIDOS	1,003,282	45.19%	927,666	43.25%
CANADÁ	487,587	21.96%	457,061	21.31%
SUDAMERICA	221,621	9.98%	264,312	12.32%
RESTO DEL MUNDO	32,592	1.47%	22,186	1.03%
	2,219,994	100.00%	2,144,711	100.00%
PRODUCCIÓN CUARTOS NOCHE				
TOTAL	7,046,099	7,085,970	39,871	0.57%
NACIONALES	622,447	674,108	51,661	8.30%
EXTRANJEROS	6,423,652	6,411,862	-11,790	-0.18%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2017		2018	
EUROPA (Principales países)	1,601,775	24.9%	1,512,826	23.6%
ESTADOS UNIDOS	2,175,624	33.9%	2,000,397	31.2%
CANADÁ	1,401,251	21.8%	1,369,189	21.4%
SUDAMERICA (Principales países)	341,427	5.3%	680,226	10.6%
RESTO DEL MUNDO	903,575	14.07%	849,224	13.2%
	6,423,652	100.00%	6,411,862	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	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	79.28%	83.57%	83.98%	85.64%	82.38%	3.10%	-1.19%	-1.60%	-3.26%	374,869	406,439	423,887	461,765	445,271	18.78%	9.55%	5.04%	-3.57%
JUL																		
AGO																		
SEPT																		
OCT																		
NOV																		
DIC																		
Total	85.97%	87.76%	84.03%	86.20%	84.40%	-1.57%	-3.36%	0.37%	-1.80%	2,231,793	2,376,299	2,420,421	2,600,837	2,586,373	15.89%	8.84%	6.86%	-0.56%

OCUPACIÓN GENERAL ACUMULADA

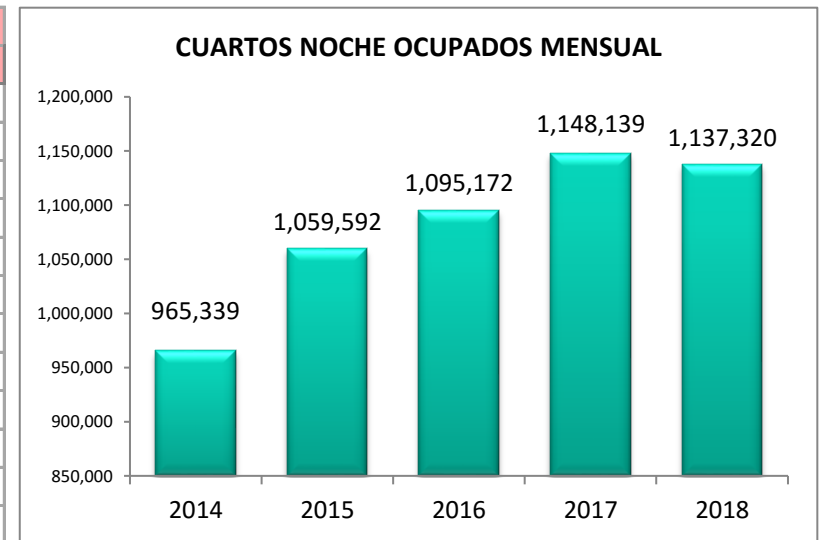


AFLUENCIA GENERAL ACUMULADA



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	965,339	1,059,592	1,095,172	1,148,139	1,137,320	17.82%	7.34%	3.85%	-0.94%
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	6,234,381	6,610,281	6,631,361	7,046,099	7,085,970	13.66%	7.20%	6.86%	0.57%
ENE-JUL									
ENE-AGO									
ENE-SEP									
ENE-OCT									
ENE-NOV									
ENE-DIC									

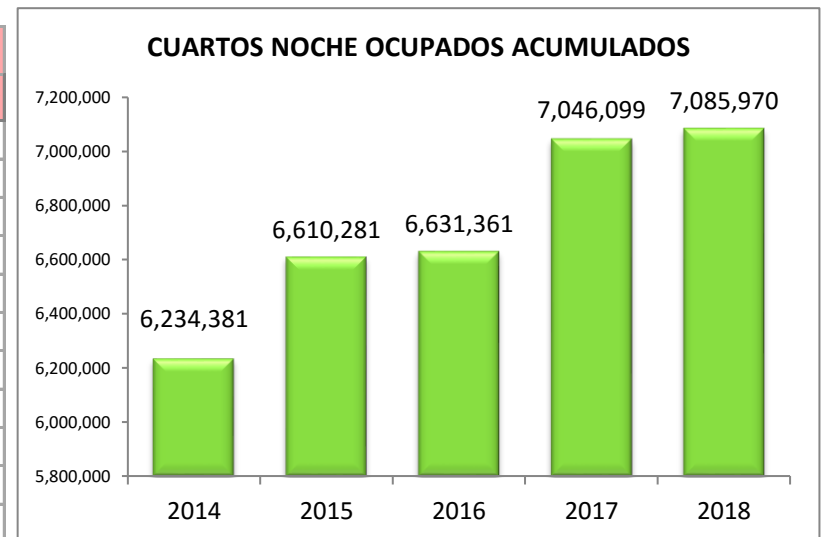
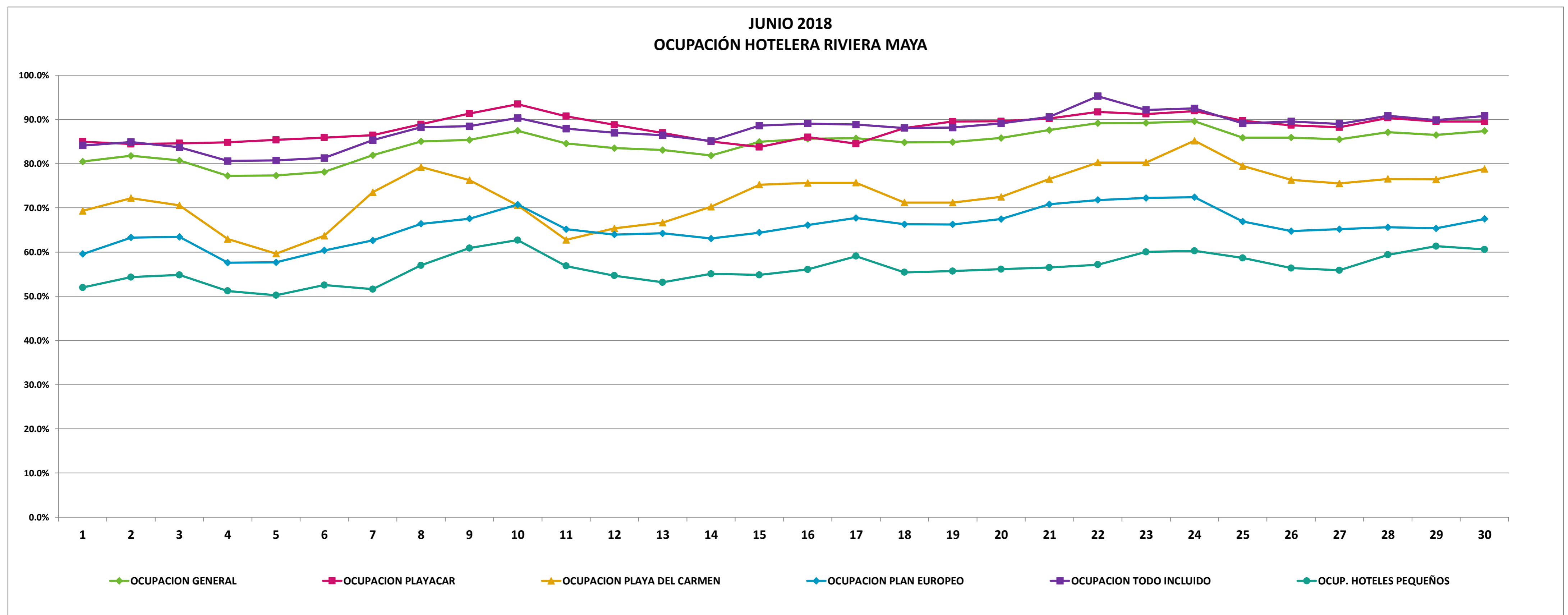


TABLA DE OCUPACION HOTELERA AÑO 2018

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	417	47,098	1,380,641	1,137,320	82.38%	95,043	21.34%	350,228	78.66%	445,271	6.17
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	417	47,097	7,014,640	5,948,650	84.80%	346,619	16.19%	1,794,483	83.81%	2,141,102	5.96
ENE-JUN	417	47,098	8,395,281	7,085,970	84.40%	441,662	17.08%	2,144,711	82.92%	2,586,373	5.99
ENE-JUL											
ENE-AGO											
ENE-SEP											
ENE-OCT											
ENE-NOV											
ENE-DIC											

CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO
JUNIO 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	80.5%	81.8%	80.7%	77.2%	77.3%	78.1%	81.9%	85.0%	85.4%	87.5%	84.6%	83.5%	83.1%	81.8%	85.0%	85.6%	85.8%	84.8%	84.9%	85.8%	87.6%	89.2%	89.2%	89.6%	85.9%	85.9%	85.5%	87.1%	86.5%	87.4%	82.38%
OCUPACION PLAYACAR	85.0%	84.5%	84.6%	84.8%	85.4%	85.9%	86.4%	88.9%	91.3%	93.5%	90.7%	88.8%	87.0%	85.0%	83.8%	86.0%	84.5%	88.1%	89.5%	89.6%	90.2%	91.7%	91.2%	91.9%	89.7%	88.7%	88.2%	90.4%	89.5%	89.5%	88.14%
OCUPACION PLAYA DEL CARMEN	69.3%	72.2%	70.6%	62.9%	59.6%	63.7%	73.5%	79.2%	76.3%	70.6%	62.7%	65.4%	66.7%	70.3%	75.2%	75.7%	75.7%	71.2%	71.2%	72.5%	76.5%	80.3%	80.3%	85.2%	79.5%	76.3%	75.5%	76.6%	76.4%	78.8%	72.99%
OCUPACION PLAN EUROPEO	59.6%	63.3%	63.4%	57.6%	57.7%	60.4%	62.6%	66.4%	67.6%	70.8%	65.2%	64.0%	64.2%	63.1%	64.4%	66.1%	67.7%	66.3%	66.3%	67.5%	70.8%	71.8%	72.2%	72.4%	66.9%	64.7%	65.2%	65.6%	65.4%	67.5%	65.54%
OCUPACION TODO INCLUIDO	84.1%	84.9%	83.7%	80.6%	80.7%	81.3%	85.3%	88.2%	88.5%	90.3%	87.9%	87.0%	86.4%	85.1%	88.6%	89.1%	88.8%	88.1%	88.2%	89.1%	90.6%	95.3%	92.2%	92.5%	89.1%	89.6%	89.0%	90.8%	89.9%	90.8%	85.19%
OCUP. HOTELES PEQUEÑOS	52.0%	54.3%	54.8%	51.2%	50.2%	52.5%	51.6%	57.0%	60.9%	62.7%	56.8%	54.7%	53.1%	55.1%	54.8%	56.1%	59.1%	55.4%	55.7%	56.1%	56.5%	57.2%	60.0%	60.3%	58.7%	56.4%	55.9%	59.4%	61.3%	60.6%	56.34%

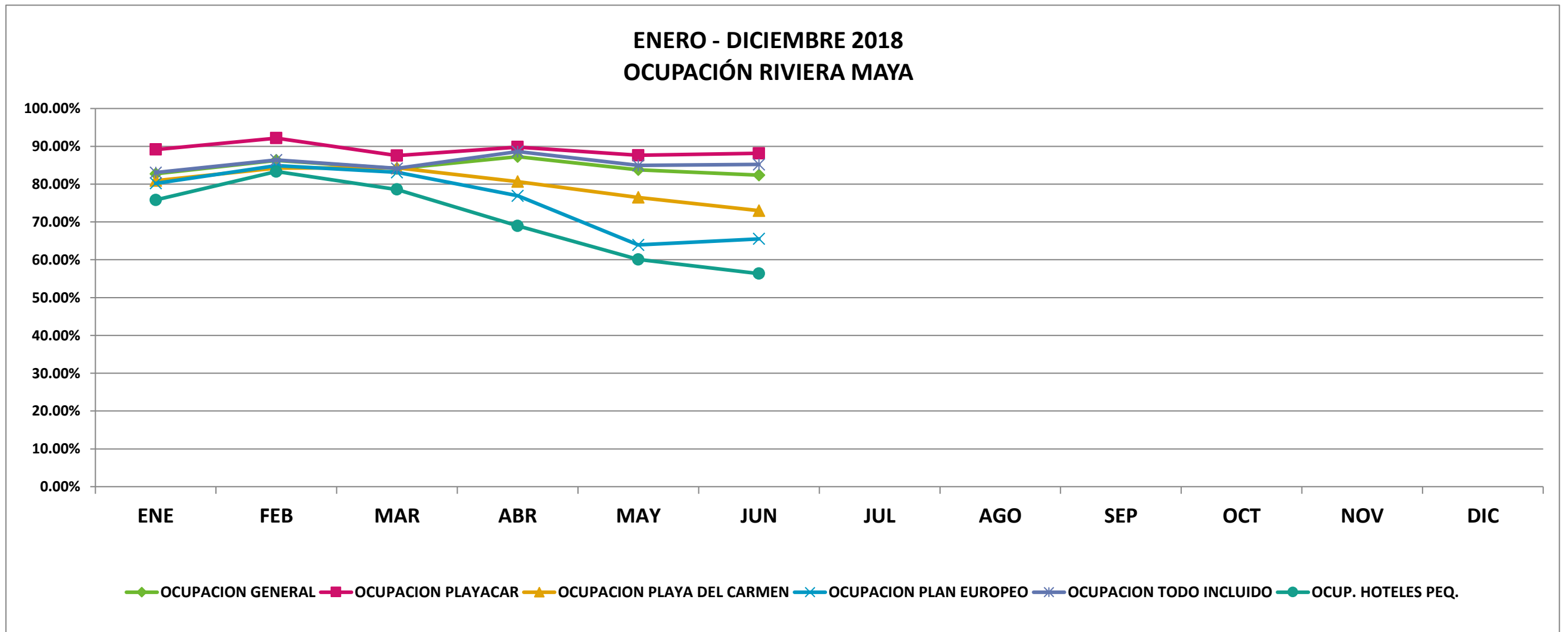




OCUPACIÓN HOTELERA MENSUAL

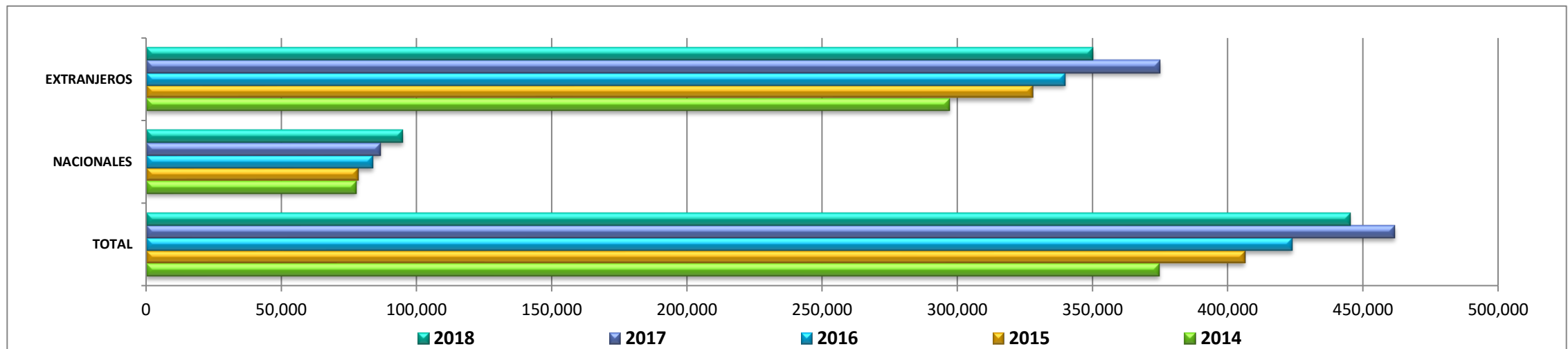
ENERO - DICIEMBRE 2018

MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
OCUPACION GENERAL	82.72%	86.28%	84.10%	87.26%	83.81%	82.38%							84.40%
OCUPACION PLAYACAR	89.16%	92.16%	87.55%	89.81%	87.62%	88.14%							89.07%
OCUPACION PLAYA DEL CARMEN	80.94%	84.22%	84.32%	80.67%	76.49%	72.99%							79.94%
OCUPACION PLAN EUROPEO	80.22%	84.90%	83.11%	76.93%	63.93%	65.54%							75.77%
OCUPACION TODO INCLUIDO	83.07%	86.37%	84.17%	88.62%	84.94%	85.19%							85.39%
OCUP. HOTELES PEQ.	75.81%	83.34%	78.58%	68.96%	60.10%	56.34%							70.52%



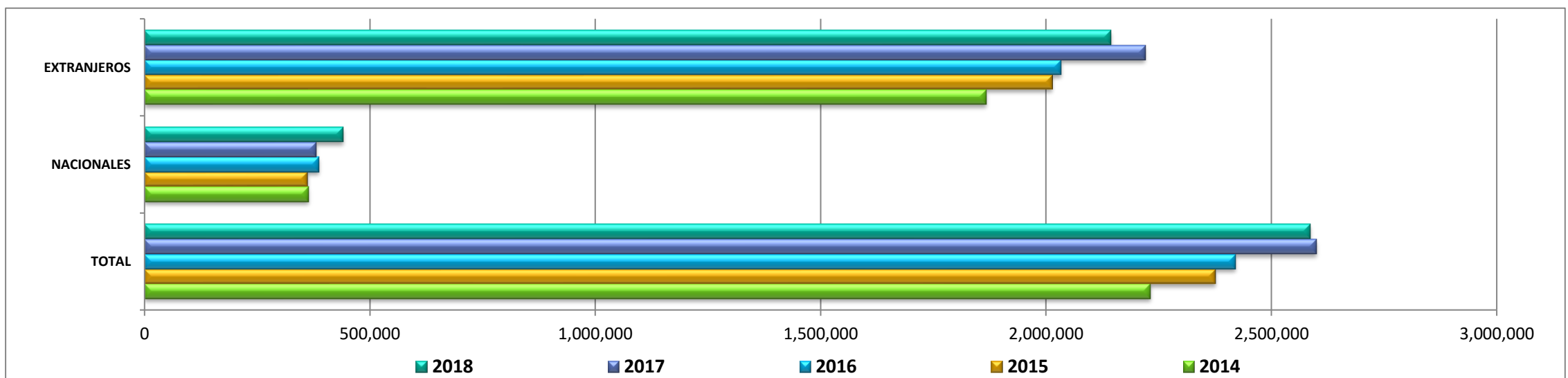
AFLUENCIA DEL TURISMO JUNIO 2014-2018

AFLUENCIA DEL TURISMO	2014		2015		2016		2017		2018		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2018-14	2018-15	2018-16	2018-17
TOTAL	374,869	100.00%	406,439	100.00%	423,887	100.00%	461,765	100.00%	445,271	100.00%	18.78%	9.55%	5.04%	-3.57%
NACIONALES	77,663	20.72%	78,566	19.33%	83,964	19.81%	86,811	18.80%	95,043	21.34%	22.38%	20.97%	13.19%	9.48%
EXTRANJEROS	297,206	79.28%	327,873	80.67%	339,923	80.19%	374,954	81.20%	350,228	78.66%	17.84%	6.82%	3.03%	-6.59%



ENERO - JUNIO 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	2,231,793	100.00%	2,376,299	100.00%	2,420,421	100.00%	2,600,837	100.00%	2,586,373	100.00%	15.89%	8.84%	6.86%	-0.56%
NACIONALES	364,207	16.32%	362,529	15.26%	386,569	15.97%	380,843	14.64%	441,662	17.08%	21.27%	21.83%	14.25%	15.97%
EXTRANJEROS	1,867,586	83.68%	2,013,770	84.74%	2,033,852	84.03%	2,219,994	85.36%	2,144,711	82.92%	14.84%	6.50%	5.45%	-3.39%



**PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
JUNIO 2018**

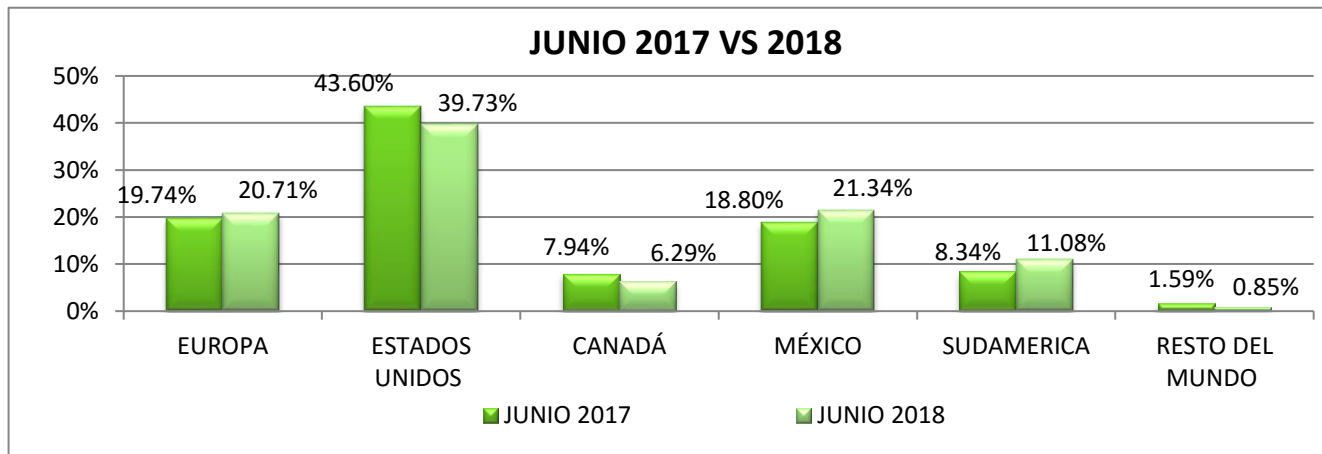
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	27,996	6.29	Bahamas	17	0.00	Alemania	9,932	2.23
Estados Unidos	176,912	39.73	Bermudas	0	0.00	Austria	240	0.05
México	95,043	21.34	Cuba	125	0.03	Bélgica	1,518	0.34
SUMA	299,951	67.36	Curacao	0	0.00	Bulgaria	19	0.00
			Haiti	14	0.00	Dinamarca	17	0.00
			Jamaica	19	0.00	España	22,105	4.96
			Puerto Rico	394	0.09	Finlandia	15	0.00
			Rep. Dominicana	276	0.06	Francia	3,356	0.75
			Otros	38	0.01	Gran Bretaña	30,536	6.86
			SUMA	883	0.20	Grecia	10	0.00
						Holanda	3,995	0.90
2.- CENTRO AMERICA			5.-OCEANIA			8.-EUROPA		
Belice	41	0.01	Australia	651	0.15	Hungria	69	0.02
Costa Rica	178	0.04	Nueva Zelanda	38	0.01	Irlanda	235	0.05
El Salvador	57	0.01	Otros	33	0.01	Islandia	719	0.16
Guatemala	291	0.07	SUMA	722	0.16	Italia	10,206	2.29
Nicaragua	17	0.00				Luxemburgo	17	0.00
Panamá	134	0.03	6.- ASIA			Mónaco	38	0.01
Otros	34	0.01	Arabia	96	0.02	Noruega	89	0.02
SUMA	752	0.17	China	147	0.03	Polonia	380	0.09
			Corea	187	0.04	Portugal	4,044	0.91
			Filipinas	14	0.00	Rep. Checa	84	0.02
			India	264	0.06	Rumania	139	0.03
			Israel	212	0.05	Rusia	2,547	0.57
			Japón	69	0.02	Slovenia	45	0.01
			Paquistán	0	0.00	Suecia	79	0.02
			Turquia	27	0.01	Suiza	670	0.15
			Otros	303	0.07	Otros	1,097	0.25
			SUMA	1,319	0.30	SUMA	92,201	20.71
3.- SUDAMERICA			7.- AFRICA			GRAN TOTAL		
Argentina	29,336	6.59	Argelia	0	0.00		445,271	100.00
Bolivia	430	0.10	Egipto	12	0.00			
Brasil	2,405	0.54	Sudáfrica	29	0.01			
Chile	8,145	1.83	Otros	75	0.02			
Colombia	2,616	0.59	SUMA	116	0.03			
Ecuador	139	0.03						
Paraguay	368	0.08						
Perú	1,507	0.34						
Uruguay	2,931	0.66						
Venezuela	272	0.06						
Otros	1,178	0.26						
SUMA	49,327	11.08						

PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENE-JUN 2018

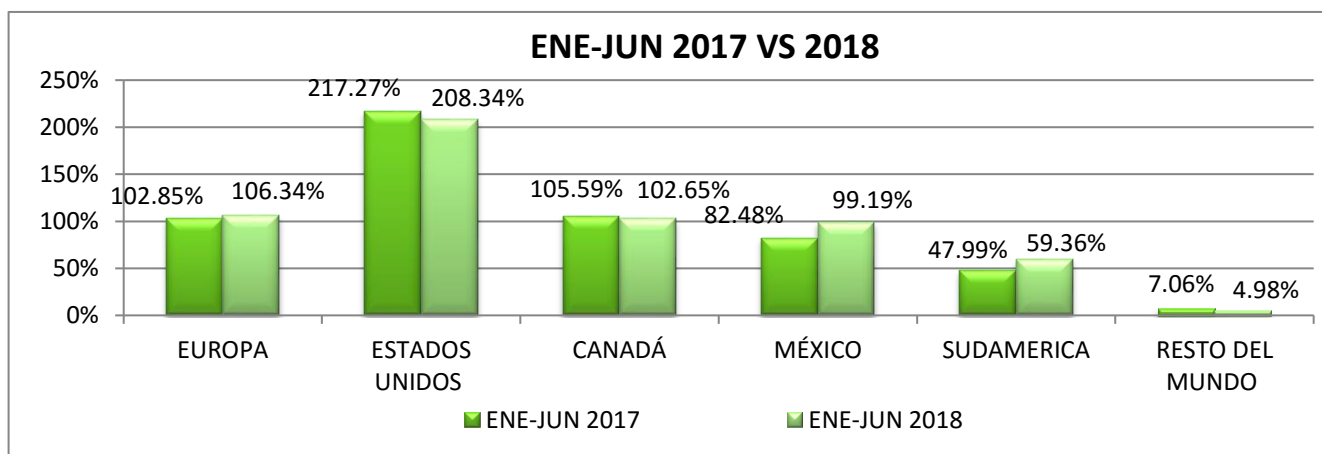
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	457,061	17.67	Bahamas	42	0.00	Alemania	75,431	2.92
Estados Unidos	927,666	35.87	Bermudas	50	0.00	Austria	3,046	0.12
México	441,662	17.08	Cuba	302	0.01	Bélgica	10,699	0.41
SUMA	1,826,389	70.62	Curacao	0	0.00	Bulgaria	418	0.02
			Haiti	31	0.00	Dinamarca	911	0.04
			Jamaica	103	0.00	España	77,994	3.02
			Puerto Rico	897	0.03	Finlandia	505	0.02
			Rep. Dominicana	1,039	0.04	Francia	39,850	1.54
			Otros	324	0.01	Gran Bretaña	123,158	4.76
			SUMA	2,788	0.11	Grecia	187	0.01
2.- CENTRO AMERICA			5.-OCEANIA			Holanda		
Belice	499	0.02	Australia	3,169	0.12	Hungria	19,794	0.77
Costa Rica	1,196	0.05	Nueva Zelanda	379	0.01	Irlanda	759	0.03
El Salvador	278	0.01	Otros	126	0.00	Islandia	934	0.04
Guatemala	1,283	0.05	SUMA	3,674	0.14	Italia	1,367	0.05
Nicaragua	138	0.01				Italia	48,002	1.86
Panamá	3,608	0.14				Luxemburgo	234	0.01
Otros	172	0.01				Mónaco	103	0.00
SUMA	7,174	0.28				Noruega	632	0.02
			6.- ASIA			Polonia		
			Arabia	250	0.01	Portugal	3,547	0.14
			China	1,035	0.04	Portugal	9,364	0.36
			Corea	1,009	0.04	Rep. Checa	1,090	0.04
			Filipinas	109	0.00	Rumania	728	0.03
			India	1,121	0.04	Rusia	15,289	0.59
			Israel	1,339	0.05	Slovenia	243	0.01
			Japón	488	0.02	Suecia	8,179	0.32
			Paquistán	22	0.00	Suiza	6,384	0.25
			Turquia	265	0.01	Otros	24,638	0.95
			Otros	1,910	0.07	SUMA	473,486	18.31
			SUMA	7,548	0.29			
3.- SUDAMERICA			7.- AFRICA			GRAN TOTAL		
Argentina	168,157	6.50	Argelia	6	0.00		2,586,373	100.00
Bolivia	996	0.04	Egipto	48	0.00			
Brasil	14,954	0.58	Sudáfrica	115	0.00			
Chile	37,772	1.46	Otros	833	0.03			
Colombia	10,045	0.39	SUMA	1002	0.04			
Ecuador	1,540	0.06						
Paraguay	2,252	0.09						
Perú	10,666	0.41						
Uruguay	12,797	0.49						
Venezuela	963	0.04						
Otros	4,170	0.16						
SUMA	264,312	10.22						

**COMPARATIVO DE PROCEDENCIA DEL TURISMO
POR REGIONES**

REGION	JUNIO 2017		JUNIO 2018		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2018
EUROPA	91,149	19.74%	92,201	20.71%	1.15%
ESTADOS UNIDOS	201,328	43.60%	176,912	39.73%	-12.13%
CANADÁ	36,654	7.94%	27,996	6.29%	-23.62%
MÉXICO	86,811	18.80%	95,043	21.34%	9.48%
SUDAMERICA	38,495	8.34%	49,327	11.08%	28.14%
RESTO DEL MUNDO	7,328	1.59%	3,792	0.85%	-48.25%
SUMAS	461,765	100.00%	445,271	100.00%	-3.57%



REGION	ENE-JUN 2017		ENE-JUN 2018		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2018
EUROPA	474,912	102.85%	473,486	106.34%	-0.30%
ESTADOS UNIDOS	1,003,282	217.27%	927,666	208.34%	-7.54%
CANADÁ	487,587	105.59%	457,061	102.65%	-6.26%
MÉXICO	380,843	82.48%	441,662	99.19%	15.97%
SUDAMERICA	221,621	47.99%	264,312	59.36%	19.26%
RESTO DEL MUNDO	32,592	7.06%	22,186	4.98%	-31.93%
SUMAS	2,600,837	563.24%	2,586,373	580.85%	-0.56%



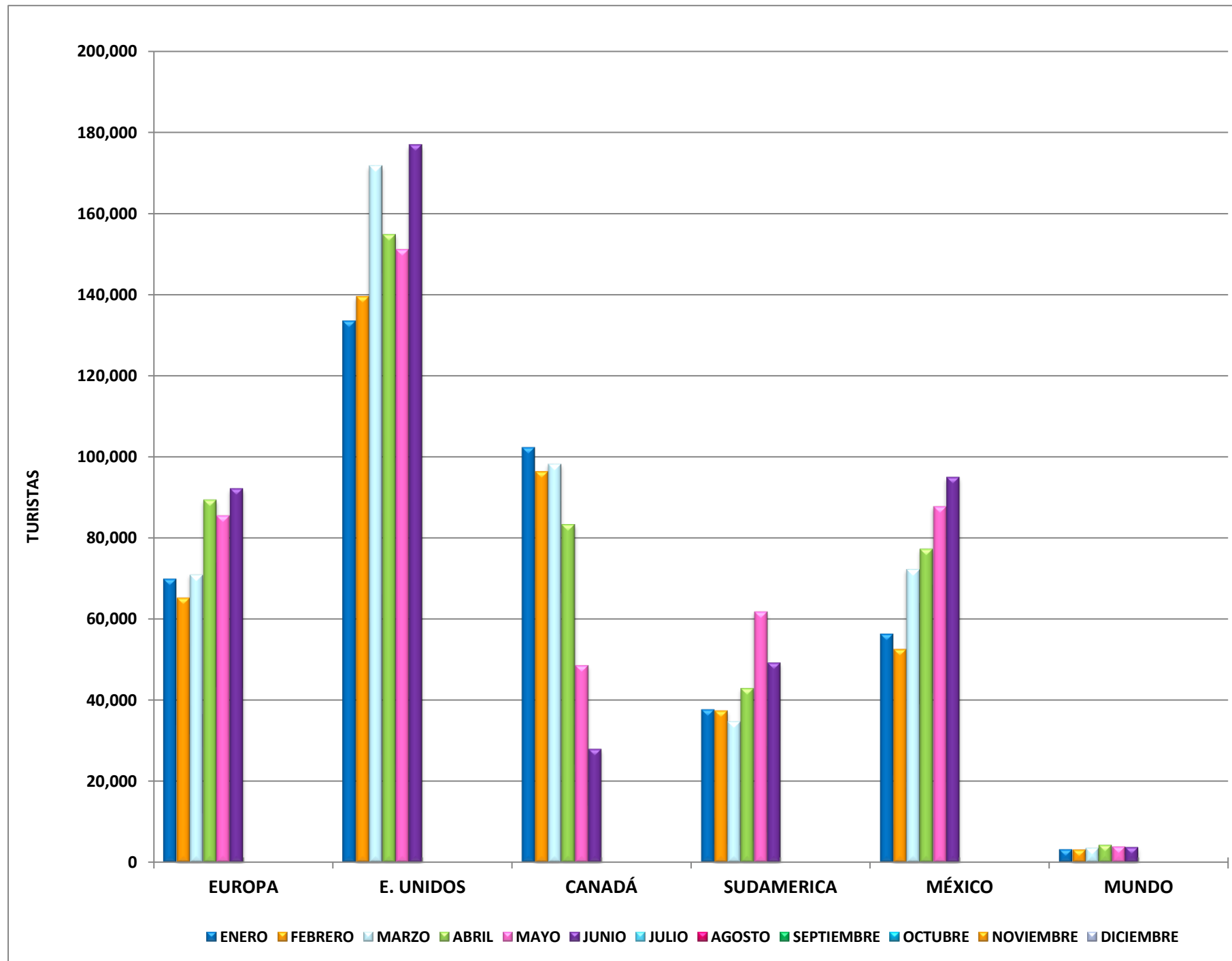
PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2018

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	92,201	20.7	176,912	39.7	27,996	6.3	49,327	11.1	95,043	21.3	3,792	0.9	445,271	100.0
JULIO														
AGOSTO														
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

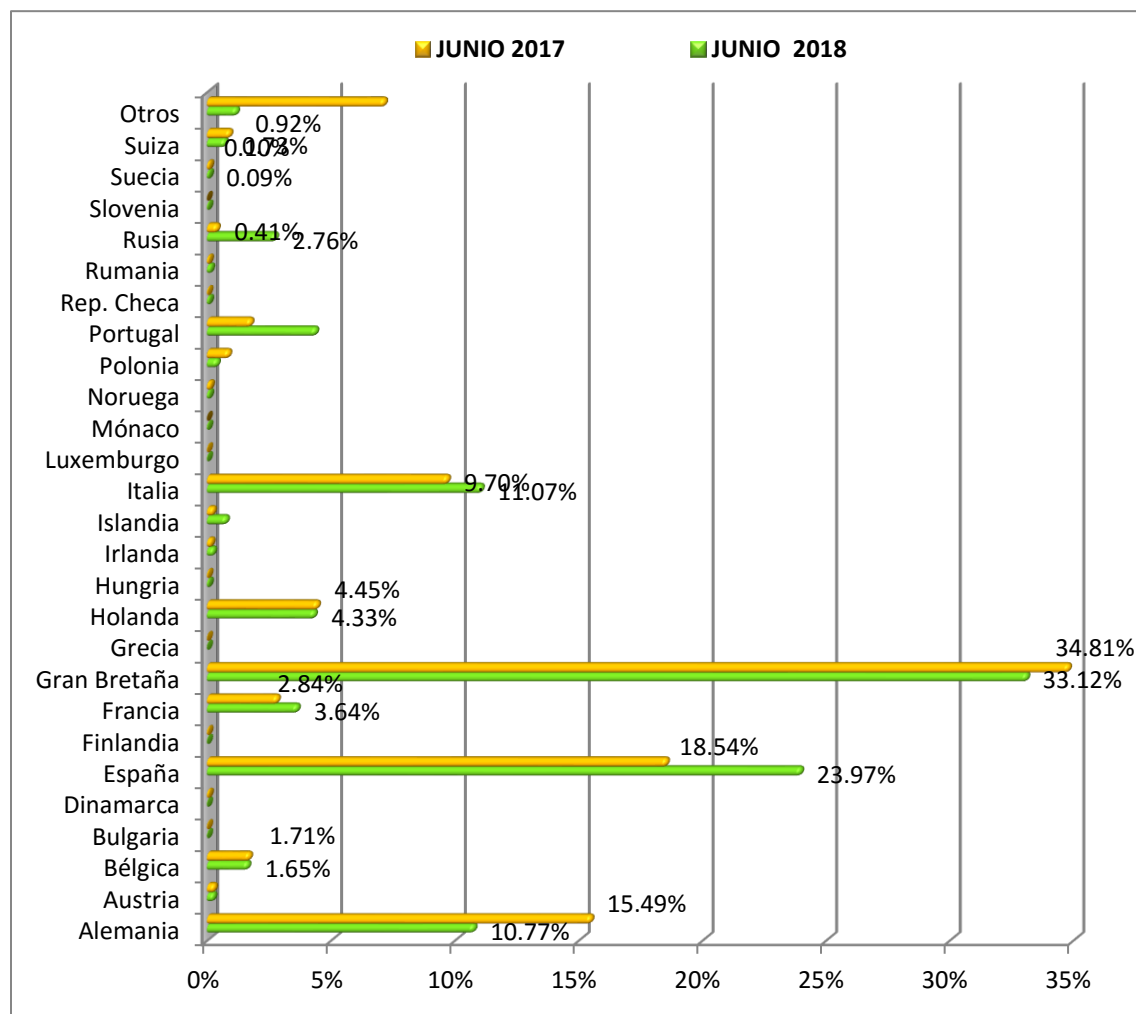
ENE-FEB	135,223	17.0	272,967	34.2	198,736	24.9	75,202	9.4	109,037	13.7	6,440	0.8	797,605	100.0
ENE-MAR	206,274	16.5	444,767	35.6	297,111	23.8	110,091	8.8	181,461	14.5	10,045	0.8	1,249,749	100.0
ENE-ABR	295,709	17.4	599,633	35.2	380,464	22.4	153,063	9.0	258,825	15.2	14,432	0.8	1,702,126	100.0
ENE-MAY	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	473,486	18.3	927,666	35.9	457,061	17.7	264,312	10.2	441,662	17.1	22,186	0.9	2,586,373	100.0
ENE-JUL														
ENE-AGO														
ENE-SEP														
ENE-OCT														
ENE-NOV														
ENE-DIC														

GRAFICA
PROCEDENCIA DEL TURISMO POR REGIONES
DESGLOSE MENSUAL 2018



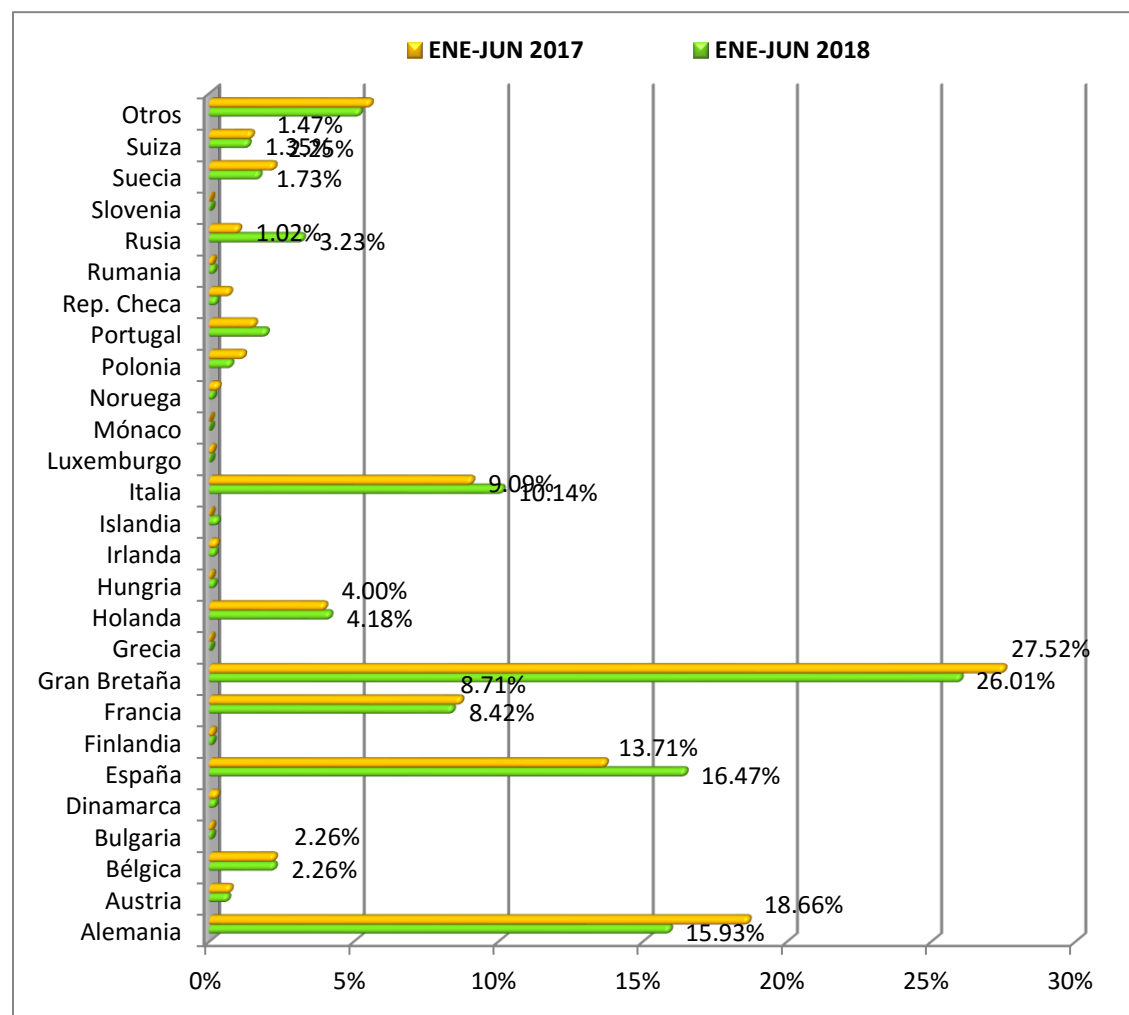
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO JUNIO 2018 VS 2017

PAIS	JUNIO 2017		JUNIO 2018	
	PAX	%	PAX	%
Alemania	14,122	15.49%	9,932	10.77%
Austria	266	0.29%	240	0.26%
Bélgica	1,563	1.71%	1,518	1.65%
Bulgaria	22	0.02%	19	0.02%
Dinamarca	68	0.07%	17	0.02%
España	16,901	18.54%	22,105	23.97%
Finlandia	44	0.05%	15	0.02%
Francia	2,585	2.84%	3,356	3.64%
Gran Bretaña	31,727	34.81%	30,536	33.12%
Grecia	12	0.01%	10	0.01%
Holanda	4,060	4.45%	3,995	4.33%
Hungría	44	0.05%	69	0.07%
Irlanda	157	0.17%	235	0.25%
Islandia	223	0.24%	719	0.78%
Italia	8,845	9.70%	10,206	11.07%
Luxemburgo	18	0.02%	17	0.02%
Mónaco	1	0.00%	38	0.04%
Noruega	127	0.14%	89	0.10%
Polonia	797	0.87%	380	0.41%
Portugal	1,612	1.77%	4,044	4.39%
Rep. Checa	40	0.04%	84	0.09%
Rumania	75	0.08%	139	0.15%
Rusia	376	0.41%	2,547	2.76%
Slovenia	1	0.00%	45	0.05%
Suecia	95	0.10%	79	0.09%
Suiza	840	0.92%	670	0.73%
Otros	6,528	7.16%	1,097	1.19%
SUMA	91,149	100.00%	92,201	100.00%



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

PAIS	ENE-JUN 2017		ENE-JUN 2018	
	PAX	%	PAX	%
Alemania	88,612	18.66%	75,431	15.93%
Austria	3,468	0.73%	3,046	0.64%
Bélgica	10,728	2.26%	10,699	2.26%
Bulgaria	451	0.09%	418	0.09%
Dinamarca	1,260	0.27%	911	0.19%
España	65,106	13.71%	77,994	16.47%
Finlandia	642	0.14%	505	0.11%
Francia	41,367	8.71%	39,850	8.42%
Gran Bretaña	130,704	27.52%	123,158	26.01%
Grecia	277	0.06%	187	0.04%
Holanda	19,001	4.00%	19,794	4.18%
Hungría	370	0.08%	759	0.16%
Irlanda	1,200	0.25%	934	0.20%
Islandia	266	0.06%	1,367	0.29%
Italia	43,153	9.09%	48,002	10.14%
Luxemburgo	544	0.11%	234	0.05%
Mónaco	87	0.02%	103	0.02%
Noruega	1,488	0.31%	632	0.13%
Polonia	5,659	1.19%	3,547	0.75%
Portugal	7,463	1.57%	9,364	1.98%
Rep. Checa	3,370	0.71%	1,090	0.23%
Rumania	565	0.12%	728	0.15%
Rusia	4,862	1.02%	15,289	3.23%
Slovenia	158	0.03%	243	0.05%
Suecia	10,662	2.25%	8,179	1.73%
Suiza	6,962	1.47%	6,384	1.35%
Otros	26,487	5.58%	24,638	5.20%
SUMA	474,912	100.00%	473,486	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%	15,143	17.70%	9,932	10.77%	75,431	15.93%
Austria	767	1.10%	482	0.74%	610	0.86%	565	0.63%	382	0.45%	240	0.26%	3,046	0.64%
Bélgica	1,616	2.31%	1,867	2.86%	2,284	3.21%	1,928	2.16%	1,486	1.74%	1,518	1.65%	10,699	2.26%
Bulgaria	68	0.10%	92	0.14%	82	0.12%	79	0.09%	78	0.09%	19	0.02%	418	0.09%
Dinamarca	166	0.24%	280	0.43%	315	0.44%	79	0.09%	54	0.06%	17	0.02%	911	0.19%
España	7,636	10.92%	7,286	11.15%	5,484	7.72%	17,992	20.12%	17,491	20.44%	22,105	23.97%	77,994	16.47%
Finlandia	158	0.23%	119	0.18%	168	0.24%	15	0.02%	30	0.04%	15	0.02%	505	0.11%
Francia	7,748	11.08%	9,323	14.27%	6,519	9.18%	8,592	9.61%	4,312	5.04%	3,356	3.64%	39,850	8.42%
Gran Bretaña	12,448	17.81%	12,374	18.94%	14,880	20.94%	25,796	28.84%	27,124	31.70%	30,536	33.12%	123,158	26.01%
Grecia	44	0.06%	34	0.05%	30	0.04%	45	0.05%	24	0.03%	10	0.01%	187	0.04%
Holanda	2,867	4.10%	2,777	4.25%	3,140	4.42%	2,877	3.22%	4,138	4.84%	3,995	4.33%	19,794	4.18%
Hungría	191	0.27%	178	0.27%	178	0.25%	70	0.08%	73	0.09%	69	0.07%	759	0.16%
Irlanda	192	0.27%	55	0.08%	221	0.31%	120	0.13%	111	0.13%	235	0.25%	934	0.20%
Islandia	152	0.22%	3	0.00%	32	0.05%	29	0.03%	432	0.50%	719	0.78%	1,367	0.29%
Italia	8,918	12.76%	7,479	11.45%	7,908	11.13%	7,145	7.99%	6,346	7.42%	10,206	11.07%	48,002	10.14%
Luxemburgo	20	0.03%	44	0.07%	60	0.08%	64	0.07%	29	0.03%	17	0.02%	234	0.05%
Mónaco	28	0.04%	13	0.02%	10	0.01%	12	0.01%	2	0.00%	38	0.04%	103	0.02%
Noruega	122	0.17%	180	0.28%	136	0.19%	27	0.03%	78	0.09%	89	0.10%	632	0.13%
Polonia	1,127	1.61%	976	1.49%	642	0.90%	196	0.22%	226	0.26%	380	0.41%	3,547	0.75%
Portugal	297	0.42%	329	0.50%	1,107	1.56%	1,480	1.65%	2,107	2.46%	4,044	4.39%	9,364	1.98%
Rep. Checa	241	0.34%	264	0.40%	213	0.30%	180	0.20%	108	0.13%	84	0.09%	1,090	0.23%
Rumania	142	0.20%	153	0.23%	66	0.09%	105	0.12%	123	0.14%	139	0.15%	728	0.15%
Rusia	4,143	5.93%	2,309	3.53%	1,652	2.33%	1,712	1.91%	2,926	3.42%	2,547	2.76%	15,289	3.23%
Slovenia	68	0.10%	71	0.11%	32	0.05%	5	0.01%	22	0.03%	45	0.05%	243	0.05%
Suecia	2,719	3.89%	2,621	4.01%	2,428	3.42%	151	0.17%	181	0.21%	79	0.09%	8,179	1.73%
Suiza	1,121	1.60%	997	1.53%	918	1.29%	1,736	1.94%	942	1.10%	670	0.73%	6,384	1.35%
Otros	6,150	8.80%	5,683	8.70%	7,325	10.31%	2,775	3.10%	1,608	1.88%	1,097	1.19%	24,638	5.20%
SUMA	69,903	100.00%	65,320	100.00%	71,051	100.00%	89,435	100.00%	85,576	100.00%	92,201	100.00%	473,486	100.00%

PRINCIPALES MERCADOS
PARA LA RIVIERA MAYA
PRIMER SEMESTRE AÑO 2018

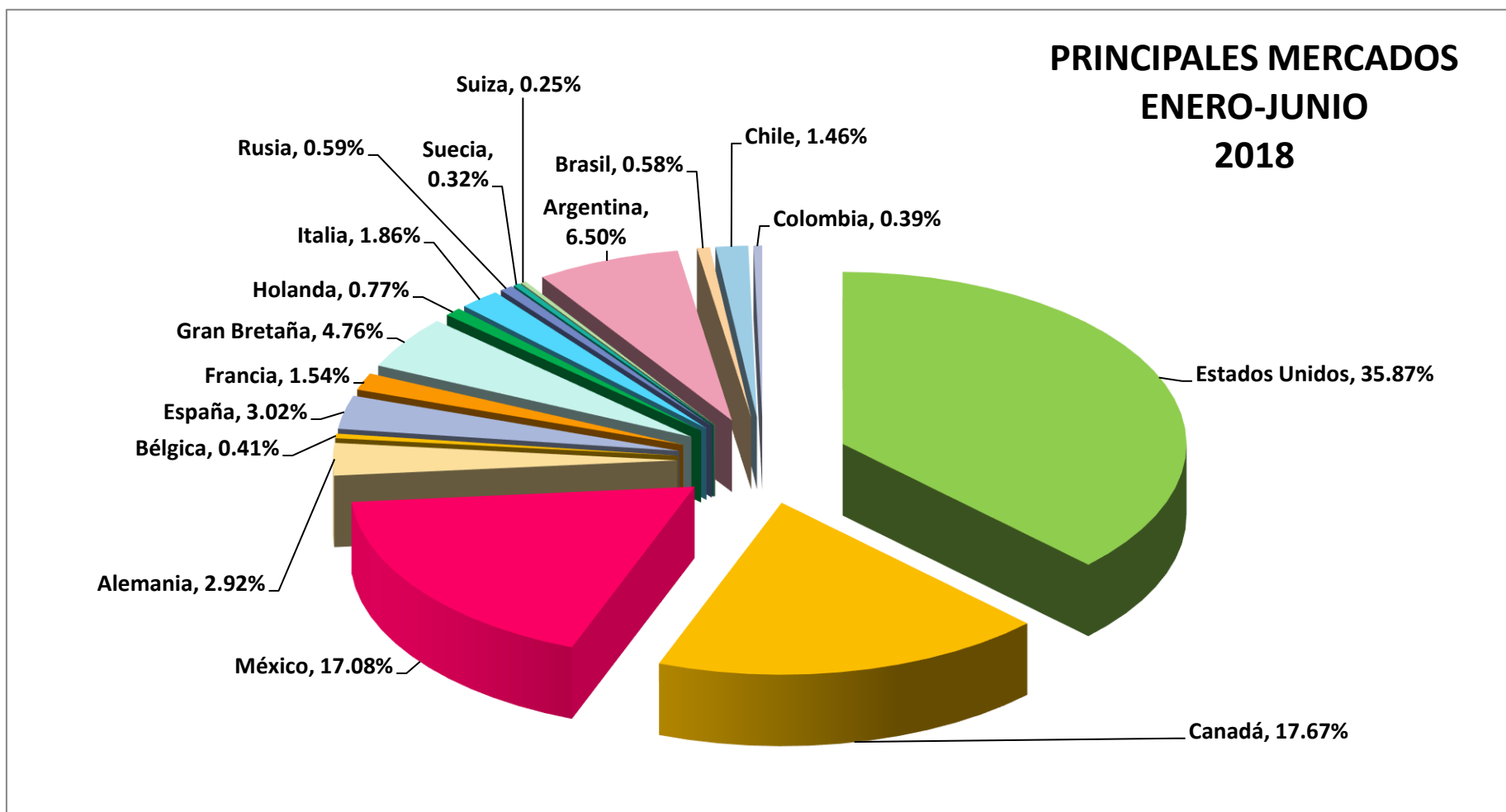
PAIS	ENE 2018		FEB 2018		MAR 2018		ABR 2018		MAY 2018		JUN 2018		Acumulado		Posición 2017	Posición 2018
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	133,420	33.11%	139,547	35.36%	171,800	38.00%	154,866	34.23%	151,121	34.43%	176,912	39.73%	927,666	35.87%	1	1
2 Canadá	102,268	25.38%	96,468	24.45%	98,375	21.76%	83,353	18.43%	48,601	11.07%	27,996	6.29%	457,061	17.67%	2	2
3 México	56,397	14.00%	52,640	13.34%	72,424	16.02%	77,364	17.10%	87,794	20.00%	95,043	21.34%	441,662	17.08%	3	3
4 Alemania	10,754	2.67%	9,331	2.36%	14,611	3.23%	15,660	3.46%	15,143	3.45%	9,932	2.23%	75,431	2.92%	6	7
5 Bélgica	1,616	0.40%	1,867	0.47%	2,284	0.51%	1,928	0.43%	1,486	0.34%	1,518	0.34%	10,699	0.41%	12	14
6 España	7,636	1.89%	7,286	1.85%	5,484	1.21%	17,992	3.98%	17,491	3.98%	22,105	4.96%	77,994	3.02%	7	6
7 Francia	7,748	1.92%	9,323	2.36%	6,519	1.44%	8,592	1.90%	4,312	0.98%	3,356	0.75%	39,850	1.54%	9	9
8 Gran Bretaña	12,448	3.09%	12,374	3.14%	14,880	3.29%	25,796	5.70%	27,124	6.18%	30,536	6.86%	123,158	4.76%	5	5
9 Holanda	2,867	0.71%	2,777	0.70%	3,140	0.69%	2,877	0.64%	4,138	0.94%	3,995	0.90%	19,794	0.77%	11	11
10 Italia	8,918	2.21%	7,479	1.90%	7,908	1.75%	7,145	1.58%	6,346	1.45%	10,206	2.29%	48,002	1.86%	8	8
11 Rusia	4,143	1.03%	2,309	0.59%	1,652	0.37%	1,712	0.38%	2,926	0.67%	2,547	0.57%	15,289	0.59%	17	12
12 Suecia	2,719	0.67%	2,621	0.66%	2,428	0.54%	151	0.03%	181	0.04%	79	0.02%	8,179	0.32%	13	16
13 Suiza	1,121	0.28%	997	0.25%	918	0.20%	1,736	0.38%	942	0.21%	670	0.15%	6,384	0.25%	16	17
14 Argentina	25,180	6.25%	22,539	5.71%	23,492	5.20%	30,408	6.72%	37,202	8.47%	29,336	6.59%	168,157	6.50%	4	4
15 Brasil	2,889	0.72%	1,605	0.41%	1,694	0.37%	2012	0.44%	4349	0.99%	2,405	0.54%	14,954	0.58%	15	13
16 Chile	4,529	1.12%	8,997	2.28%	3,152	0.70%	4,442	0.98%	8,507	1.94%	8,145	1.83%	37,772	1.46%	10	10
17 Colombia	1,984	0.49%	618	0.16%	1,939	0.43%	1,146	0.25%	1,742	0.40%	2,616	0.59%	10,045	0.39%	14	15
Resto del mundo	16,340	4.05%	15,850	4.02%	19,444	4.30%	15,197	3.36%	19,571	4.46%	17,874	4.01%	104,276	4.03%		
AFLUENCIA	402,977	100.00%	394,628	100.00%	452,144	100.00%	452,377	100.00%	438,976	100.00%	445,271	100.00%	2,586,373	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 - JUNIO

2018

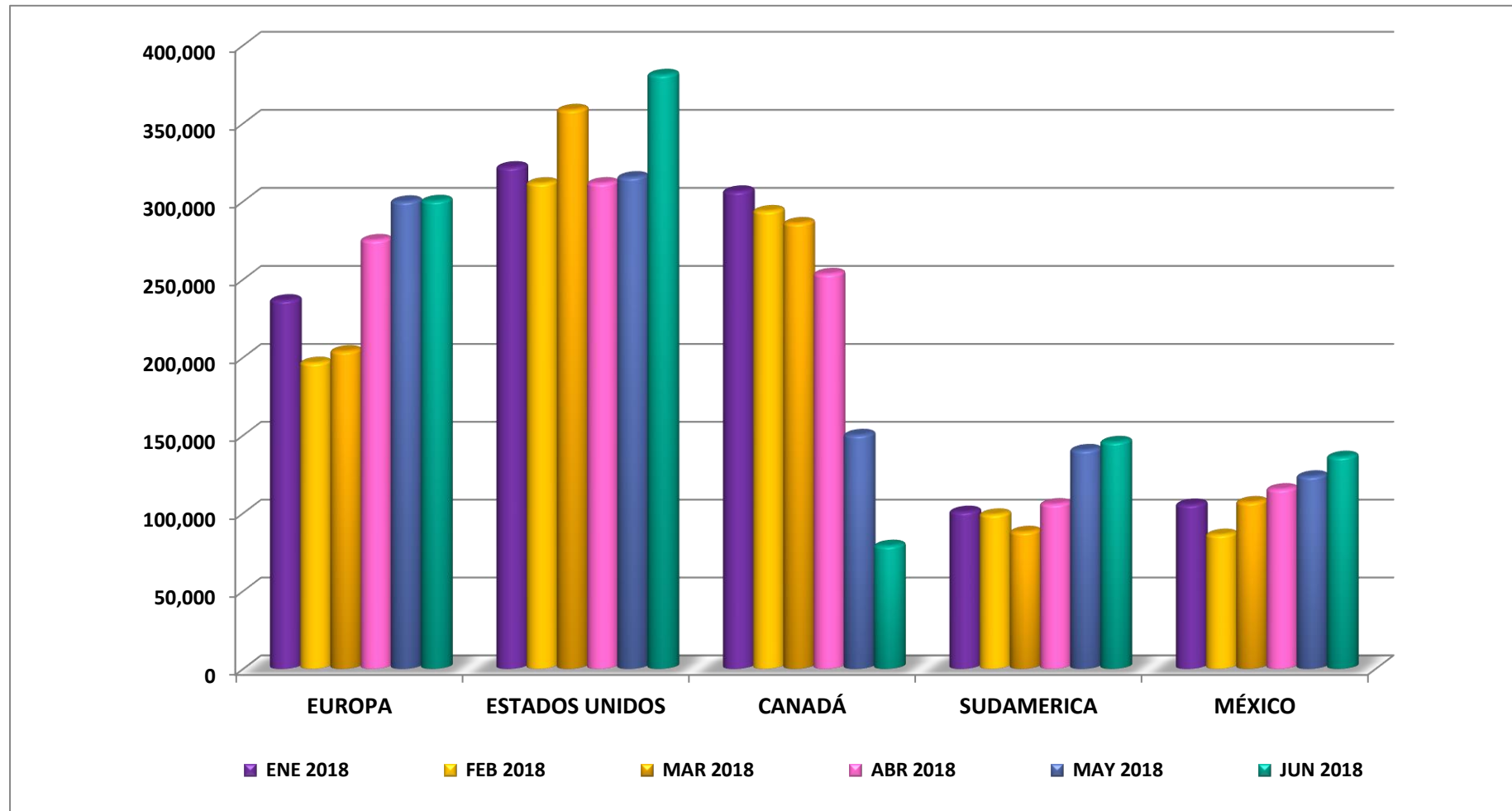


PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRODUCCIÓN CUARTOS NOCHE
PRIMER SEMESTRE AÑO 2018

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%	150,258	14.6%	79,089	7.6%	1,369,189	22.0%
ESTADOS UNIDOS	321,876	30.0%	311,657	31.6%	358,633	34.4%	311,668	29.4%	315,465	30.6%	381,098	36.6%	2,000,397	32.1%
MÉXICO	105,511	9.8%	86,198	8.7%	107,127	10.3%	115,401	10.9%	123,643	12.0%	136,228	13.1%	674,108	10.8%
SUMA	733,765	68.5%	691,680	70.0%	751,867	72.0%	680,601	64.1%	589,366	57.2%	596,415	57.2%	4,043,694	64.8%
EUROPA														
ALEMANIA	43,912	4.1%	32,347	3.3%	46,633	4.5%	57,290	5.4%	64,547	6.3%	38,197	3.7%	282,926	4.5%
BÉLGICA	5,454	0.5%	5,158	0.5%	7,385	0.7%	6,764	0.6%	6,384	0.6%	2,473	0.2%	33,618	0.5%
ESPAÑA	24,022	2.2%	19,520	2.0%	12,659	1.2%	46,329	4.4%	46,205	4.5%	55,447	5.3%	204,182	3.3%
FRANCIA	28,764	2.7%	28,552	2.9%	21,377	2.0%	27,244	2.6%	16,332	1.6%	10,669	1.0%	132,938	2.1%
GRAN BRETAÑA	58,246	5.4%	51,043	5.2%	60,016	5.7%	93,296	8.8%	120,137	11.7%	134,486	12.9%	517,224	8.3%
HOLANDA	8,840	0.8%	10,726	1.1%	10,323	1.0%	9,926	0.9%	13,552	1.3%	15,214	1.5%	68,581	1.1%
ITALIA	31,622	3.0%	24,213	2.5%	25,569	2.4%	23,191	2.2%	18,298	1.8%	31,171	3.0%	154,064	2.5%
RUSIA	17,780	1.7%	8,793	0.9%	5,341	0.5%	5,172	0.5%	10,180	1.0%	10,146	1.0%	57,412	0.9%
SUECIA	13,266	1.2%	12,220	1.2%	11,816	1.1%	397	0.0%	467	0.0%	163	0.0%	38,329	0.6%
SUIZA	4,750	0.4%	4,059	0.4%	2,861	0.3%	5,628	0.5%	3,878	0.4%	2,376	0.2%	23,552	0.4%
SUMA	236,656	22.1%	196,631	19.9%	203,980	19.5%	275,237	25.9%	299,980	29.1%	300,342	28.8%	1,512,826	24.3%
SUDAMERICA														
ARGENTINA	77,638	7.2%	68,838	7.0%	69,204	6.6%	89,070	8.4%	107,266	10.4%	111,355	10.7%	523,371	8.4%
BRASIL	7403	0.7%	3,457	0.4%	5647	0.5%	4,066	0.4%	8,517	0.8%	6,834	0.7%	35,924	0.6%
CHILE	10,700	1.0%	25,866	2.6%	9338	0.9%	10,402	1.0%	21,728	2.1%	21,686	2.1%	99,720	1.6%
COLOMBIA	5,183	0.5%	1,027	0.1%	3830	0.4%	2,244	0.2%	3,041	0.3%	5,886	0.6%	21,211	0.3%
SUMA	100,924	9.4%	99,188	10.0%	88,019	8.4%	105,782	10.0%	140,552	13.6%	145,761	14.0%	680,226	10.9%
TOTAL PRIN. MDOS.	1,071,345	100.00%	987,499	100.00%	1,043,866	100.00%	1,061,620	100.00%	1,029,898	100.00%	1,042,518	100.00%	6,236,746	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%	1,211,927	86.6%	1,137,320	87.7%	7,085,970	88.0%

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 %	
NORTE AMERICA						
Canadá	36,654	7.96%	27,996	6.29%	-8,658	-23.62%
Estados Unidos	201,328	43.75%	176,912	39.73%	-24,416	-12.13%
México	86,811	18.86%	95,043	21.34%	8,232	9.48%
SUMA	324,793	70.57%	299,951	67.36%	-24,842	-7.65%
CENTRO AMERICA						
Belice	62	0.01%	41	0.01%	-21	-33.87%
Costa Rica	83	0.02%	178	0.04%	95	114.46%
El Salvador	58	0.01%	57	0.01%	-1	-1.72%
Guatemala	167	0.04%	291	0.07%	124	74.25%
Nicaragua	44	0.01%	17	0.00%	-27	-61.36%
Panamá	2,756	0.60%	134	0.03%	-2,622	-95.14%
Otros	404	0.09%	34	0.01%	-370	-91.58%
SUMA	3,574	0.78%	752	0.17%	-2,822	-78.96%
CARIBE						
Bahamas	3	0.00%	17	0.00%	14	466.67%
Bermudas	6	0.00%	0	0.00%	-6	-100.00%
Cuba	213	0.05%	125	0.03%	-88	-41.31%
Curacao	0	0.00%	0	0.00%	0	#¡DIV/0!
Haiti	4	0.00%	14	0.00%	10	250.00%
Jamaica	16	0.00%	19	0.00%	3	18.75%
Puerto Rico	1,214	0.26%	394	0.09%	-820	-67.55%
Rep. Dominicana	192	0.04%	276	0.06%	84	43.75%
Otros	61	0.01%	38	0.01%	-23	-37.70%
SUMA	158	0.03%	883	0.20%	725	458.86%
SUDAMERICA						
Argentina	25,161	5.47%	29,336	6.59%	4,175	16.59%
Bolivia	285	0.06%	430	0.10%	145	50.88%
Brasil	2,105	0.46%	2,405	0.54%	300	14.25%
Chile	4,340	0.94%	8,145	1.83%	3,805	87.67%
Colombia	1,887	0.41%	2,616	0.59%	729	38.63%
Ecuador	322	0.07%	139	0.03%	-183	-56.83%
Paraguay	223	0.05%	368	0.08%	145	65.02%
Peru	943	0.20%	1,507	0.34%	564	59.81%
Uruguay	2,999	0.65%	2,931	0.66%	-68	-2.27%
Venezuela	158	0.03%	272	0.06%	114	72.15%
Otros	72	0.02%	1,178	0.26%	1,106	1536.11%
SUMA	38,495	8.36%	49,327	11.08%	10,832	28.14%
OCEANIA						
Australia	583	0.13%	651	0.15%	68	11.66%
Nueva Zelanda	25	0.01%	38	0.01%	13	52.00%
Otros	1	0.00%	33	0.01%	32	3200.00%
SUMA	609	0.13%	722	0.16%	113	18.56%
AFRICA						
Argelia	1	0.00%	0	0.00%	-1	-100.00%
Egipto	9	0.00%	12	0.00%	3	33.33%
Sudáfrica	13	0.00%	29	0.01%	16	123.08%
Otros	55	0.01%	75	0.02%	20	36.36%
SUMA	78	0.02%	116	0.03%	38	48.72%

REGIÓN	2017		2018		VARIACIÓN	
	Participación %		Participación %		%	
ASIA						
Arabia	370	0.08%	96	0.02%	-274	-74.05%
China	58	0.01%	147	0.03%	89	153.45%
Corea	83	0.02%	187	0.04%	104	125.30%
Filipinas	7	0.00%	14	0.00%	7	100.00%
India	80	0.02%	264	0.06%	184	230.00%
Israel	376	0.08%	212	0.05%	-164	-43.62%
Japón	28	0.01%	69	0.02%	41	146.43%
Paquistán	9	0.00%	0	0.00%	-9	-100.00%
Turquia	46	0.01%	27	0.01%	-19	-41.30%
Otros	301	0.07%	303	0.07%	2	0.66%
SUMA	1,358	0.30%	1,319	0.30%	-39	-2.87%
EUROPA						
Alemania	14,122	3.07%	9,932	2.23%	-4,190	-29.67%
Austria	266	0.06%	240	0.05%	-26	-9.77%
Bélgica	1,563	0.34%	1,518	0.34%	-45	-2.88%
Bulgaria	22	0.00%	19	0.00%	-3	-13.64%
Dinamarca	68	0.01%	17	0.00%	-51	-75.00%
España	16,901	3.67%	22,105	4.96%	5,204	30.79%
Finlandia	44	0.01%	15	0.00%	-29	-65.91%
Francia	2,585	0.56%	3,356	0.75%	771	29.83%
Gran Bretaña	31,727	6.89%	30,536	6.86%	-1,191	-3.75%
Grecia	12	0.00%	10	0.00%	-2	-16.67%
Holanda	4,060	0.88%	3,995	0.90%	-65	-1.60%
Hungría	44	0.01%	69	0.02%	25	56.82%
Irlanda	157	0.03%	235	0.05%	78	49.68%
Islandia	223	0.05%	719	0.16%	496	222.42%
Italia	8,845	1.92%	10,206	2.29%	1,361	15.39%
Luxemburgo	18	0.00%	17	0.00%	-1	-5.56%
Mónaco	1	0.00%	38	0.01%	37	3700.00%
Noruega	127	0.03%	89	0.02%	-38	-29.92%
Polonia	797	0.17%	380	0.09%	-417	-52.32%
Portugal	1,612	0.35%	4,044	0.91%	2,432	150.87%
Rep. Checa	40	0.01%	84	0.02%	44	110.00%
Rumania	75	0.02%	139	0.03%	64	85.33%
Rusia	376	0.08%	2,547	0.57%	2,171	577.39%
Slovenia	1	0.00%	45	0.01%	44	4400.00%
Suecia	95	0.02%	79	0.02%	-16	-16.84%
Suiza	840	0.18%	670	0.15%	-170	-20.24%
Otros	6,528	1.42%	1,097	0.25%	-5,431	-83.20%
SUMA	91,149	19.81%	92,201	20.71%	1,052	1.15%
TOTAL	460,214	100.00%	445,271	100.00%	-14,943	-3.25%

REGIÓN	2017 Participación %		2018 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	487,587	18.75%	457,061	17.67%	-30,526	-6.26%
Estados Unidos	1,003,282	38.58%	927,666	35.87%	-75,616	-7.54%
México	380,843	14.64%	441,662	17.08%	60,819	15.97%
SUMA	1,871,712	71.97%	1,826,389	70.62%	-45,323	-2.42%
CENTRO AMERICA						
Belice	473	0.02%	499	0.02%	26	5.50%
Costa Rica	965	0.04%	1,196	0.05%	231	23.94%
El Salvador	455	0.02%	278	0.01%	-177	-38.90%
Guatemala	1,244	0.05%	1,283	0.05%	39	3.14%
Nicaragua	163	0.01%	138	0.01%	-25	-15.34%
Panamá	10,105	0.39%	3,608	0.14%	-6,497	-64.29%
Otros	1,430	0.05%	172	0.01%	-1,258	-87.97%
SUMA	14,835	0.57%	7,174	0.28%	-7,661	-51.64%
CARIBE						
Bahamas	34	0.00%	42	0.00%	8	23.53%
Bermudas	73	0.00%	50	0.00%	-23	-31.51%
Cuba	585	0.02%	302	0.01%	-283	-48.38%
Curacao	0	0.00%	0	0.00%	0	#¡DIV/0!
Haiti	56	0.00%	31	0.00%	-25	-44.64%
Jamaica	173	0.01%	103	0.00%	-70	-40.46%
Puerto Rico	1,609	0.06%	897	0.03%	-712	-44.25%
Rep. Dominicana	1,094	0.04%	1,039	0.04%	-55	-5.03%
Otros	491	0.02%	324	0.01%	-167	-34.01%
SUMA	4,115	0.16%	2,788	0.11%	-1,327	-32.25%
SUDAMERICA						
Argentina	140,902	5.42%	168,157	6.50%	27,255	19.34%
Bolivia	2,440	0.09%	996	0.04%	-1,444	-59.18%
Brasil	8,800	0.34%	14,954	0.58%	6,154	69.93%
Chile	31,365	1.21%	37,772	1.46%	6,407	20.43%
Colombia	8,935	0.34%	10,045	0.39%	1,110	12.42%
Ecuador	1,471	0.06%	1,540	0.06%	69	4.69%
Paraguay	1,418	0.05%	2,252	0.09%	834	58.82%
Peru	9,309	0.36%	10,666	0.41%	1,357	14.58%
Uruguay	10,570	0.41%	12,797	0.49%	2,227	21.07%
Venezuela	4,028	0.15%	963	0.04%	-3,065	-76.09%
Otros	2,383	0.09%	4,170	0.16%	1,787	74.99%
SUMA	221,621	8.52%	264,312	10.22%	42,691	19.26%
OCEANIA						
Australia	3,223	0.12%	3,169	0.12%	-54	-1.68%
Nueva Zelanda	278	0.01%	379	0.01%	101	36.33%
Otros	17	0.00%	126	0.00%	109	641.18%
SUMA	3,518	0.14%	3,674	0.14%	156	4.43%
AFRICA						
Argelia	1	0.00%	6	0.00%	5	500.00%
Egipto	99	0.00%	48	0.00%	-51	-51.52%
Sudáfrica	200	0.01%	115	0.00%	-85	-42.50%
Otros	1,696	0.07%	833	0.03%	-863	-50.88%
SUMA	1,996	0.08%	1,002	0.04%	-994	-49.80%

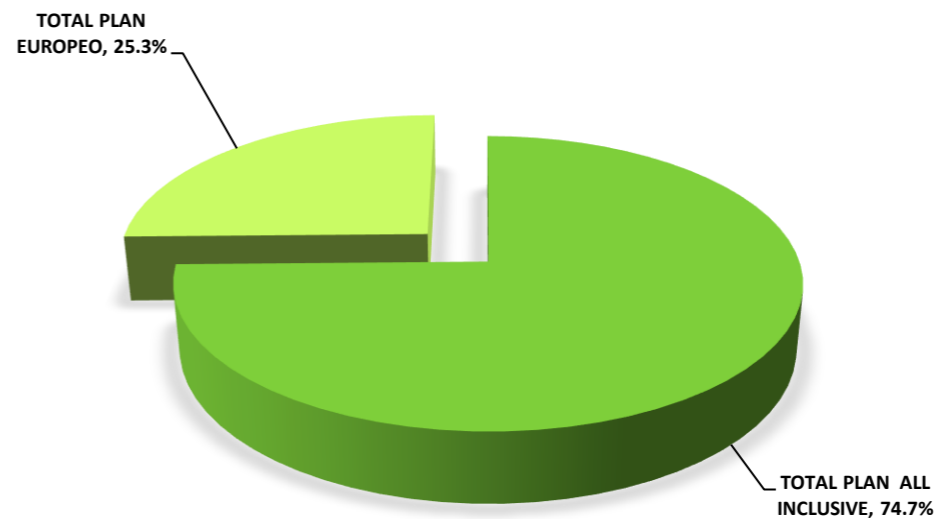
REGIÓN	2017 Participación %		2018 Participación %		VARIACIÓN %	
ASIA						
Arabia	521	0.02%	250	0.01%	-271	-52.02%
China	1,297	0.05%	1,035	0.04%	-262	-20.20%
Corea	1,507	0.06%	1,009	0.04%	-498	-33.05%
Filipinas	208	0.01%	109	0.00%	-99	-47.60%
India	465	0.02%	1,121	0.04%	656	141.08%
Israel	1,299	0.05%	1,339	0.05%	40	3.08%
Japón	453	0.02%	488	0.02%	35	7.73%
Paquistán	26	0.00%	22	0.00%	-4	-15.38%
Turquia	185	0.01%	265	0.01%	80	43.24%
Otros	2,167	0.08%	1,910	0.07%	-257	-11.86%
SUMA	8,128	0.31%	7,548	0.29%	-580	-7.14%
EUROPA						
Alemania	88,612	3.41%	75,431	2.92%	-13,181	-14.87%
Austria	3,468	0.13%	3,046	0.12%	-422	-12.17%
Bélgica	10,728	0.41%	10,699	0.41%	-29	-0.27%
Bulgaria	451	0.02%	418	0.02%	-33	-7.32%
Dinamarca	1,260	0.05%	911	0.04%	-349	-27.70%
España	65,106	2.50%	77,994	3.02%	12,888	19.80%
Finlandia	642	0.02%	505	0.02%	-137	-21.34%
Francia	41,367	1.59%	39,850	1.54%	-1,517	-3.67%
Gran Bretaña	130,704	5.03%	123,158	4.76%	-7,546	-5.77%
Grecia	277	0.01%	187	0.01%	-90	-32.49%
Holanda	19,001	0.73%	19,794	0.77%	793	4.17%
Hungría	370	0.01%	759	0.03%	389	105.14%
Irlanda	1,200	0.05%	934	0.04%	-266	-22.17%
Islandia	266	0.01%	1,367	0.05%	1,101	413.91%
Italia	43,153	1.66%	48,002	1.86%	4,849	11.24%
Luxemburgo	544	0.02%	234	0.01%	-310	-56.99%
Mónaco	87	0.00%	103	0.00%	16	18.39%
Noruega	1,488	0.06%	632	0.02%	-856	-57.53%
Polonia	5,659	0.22%	3,547	0.14%	-2,112	-37.32%
Portugal	7,463	0.29%	9,364	0.36%	1,901	25.47%
Rep. Checa	3,370	0.13%	1,090	0.04%	-2,280	-67.66%
Rumania	565	0.02%	728	0.03%	163	28.85%
Rusia	4,862	0.19%	15,289	0.59%	10,427	214.46%
Slovenia	158	0.01%	243	0.01%	85	53.80%
Suecia	10,662	0.41%	8,179	0.32%	-2,483	-23.29%
Suiza	6,962	0.27%	6,384	0.25%	-578	-8.30%
Otros	26,487	1.02%	24,638	0.95%	-1,849	-6.98%
SUMA	474,912	18.26%	473,486	18.31%	-1,426	-0.30%
TOTAL	2,600,837	100.00%	2,586,373	100.00%	-14,464	-0.56%

JUNIO 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
SUMAS	35,189	

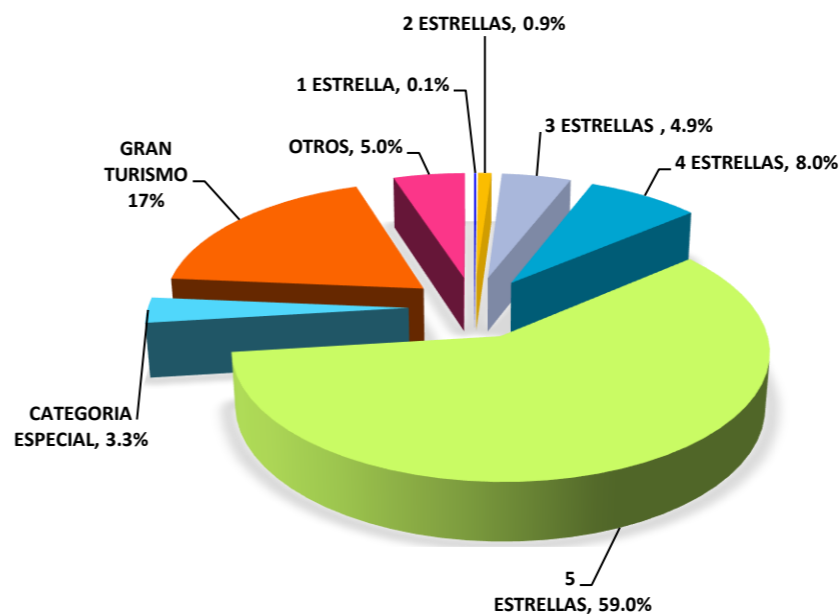
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	35,189	81	74.7%
TOTAL PLAN EUROPEO	11,909	336	25.3%
SUMAS	47,098	417	100.0%

DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE



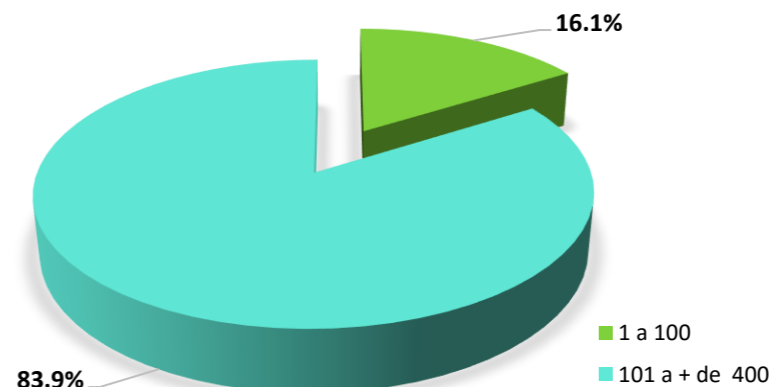
CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	444	22	0.9%
3 ESTRELLAS	2,298	88	4.9%
4 ESTRELLAS	3,748	54	8.0%
5 ESTRELLAS	27,864	72	59.2%
CATEGORIA ESPECIAL	1,546	13	3.3%
GRAN TURISMO	8,766	23	18.6%
OTROS	2,368	143	5.0%
SUMAS	47,098	417	100.0%

DISTRIBUCIÓN DE CUARTOS POR CATEGORIA



RANGO	Cuartos	# Htls.	%
1 a 100	7,575	323	16.1%
101 a + de 400	39,523	94	83.9%
SUMAS	47,098	417	100.0%

DISTRIBUCIÓN DE CUARTOS POR RANGO



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE
 EN LA RIVIERA MAYA POR LOCALIDAD
 JUNIO 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%	6,023	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	417	100.0%	47,098	100.0%

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

