



CONSEJO DE PROMOCIÓN TURÍSTICA
DE QUINTANA ROO

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

AGOSTO 2018

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima séptima** edición correspondiente al mes de Agosto del año 2018, fue elaborado con un muestreo de 37,044 cuartos, que corresponde al 78.6% del total de cuartos existentes a la fecha, los cuales son 47,105 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 AGOSTO DE 2018

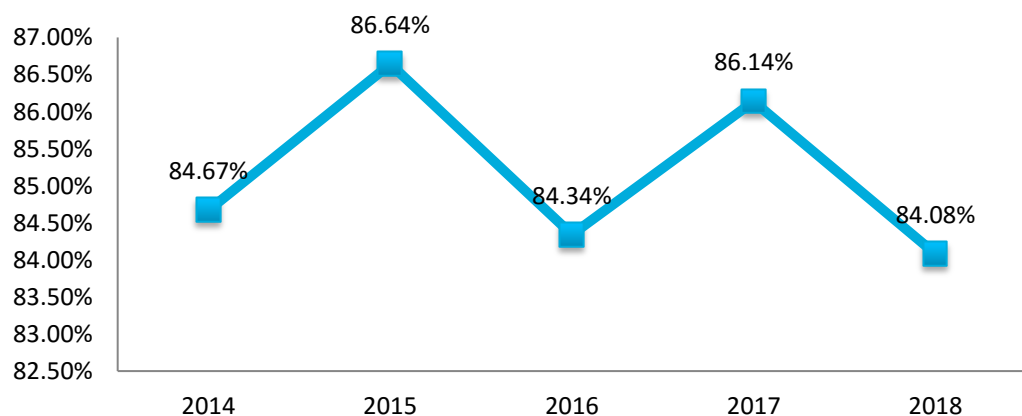
CONCEPTO	AGOSTO		VARIACIÓN	
	2017	2018	VALOR	%
OCUPACION HOTELERA	2017	2018		
NO. DE CUARTOS	45,254	47,105	1,851	4.09%
CUARTOS NOCHE DISPONIBLES	1,367,845	1,423,452	55,607	4.07%
CUARTOS NOCHE OCUPADOS	1,144,729	1,106,818	-37,911	-3.31%
% DE OCUPACION HOTELERA	83.69%	77.76%	-5.93%	
% DE OCUPACION TODO INCLUIDO	85.47%	80.80%	-4.67%	
ESTADIA PROMEDIO	2017	2018		
GENERAL	6.08	6.06	(0.02)	
TURISMO NACIONAL	3.85	3.76	(0.09)	
TURISMO INTERNACIONAL	6.48	7.02	0.54	
TARIFA PROMEDIO (pesos)	\$ 3,950.25	\$ 4,469.32	519	13.14%
AFLUENCIA DEL TURISMO	2017	2018		
TOTAL	425,640	425,801	161	0.04%
NACIONALES	89,279	96,036	6,757	7.57%
EXTRANJEROS	336,361	329,765	-6,596	-1.96%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES	2017	2018		
EUROPA	118,360	132,610		
ESTADOS UNIDOS	145,486	125,977		
CANADÁ	36,384	26,409		
SUDAMERICA	31,482	39,190		
RESTO DEL MUNDO	4,649	5,579		
	336,361	329,765		
PRODUCCIÓN CUARTOS NOCHE	2017	2018		
TOTAL	1,144,729	1,106,818	-37,911	-3.31%
NACIONALES	143,218	150,456	7,238	5.05%
EXTRANJEROS	1,001,511	956,362	-45,149	-4.51%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES	2017	2018		
EUROPA (Principales países)	429,996	485,179		
ESTADOS UNIDOS	321,282	283,973		
CANADÁ	105,210	76,036		
SUDAMERICA (Principales países)	63,635	108,801		
RESTO DEL MUNDO	81,388	2,373		
	1,001,511	956,362		

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

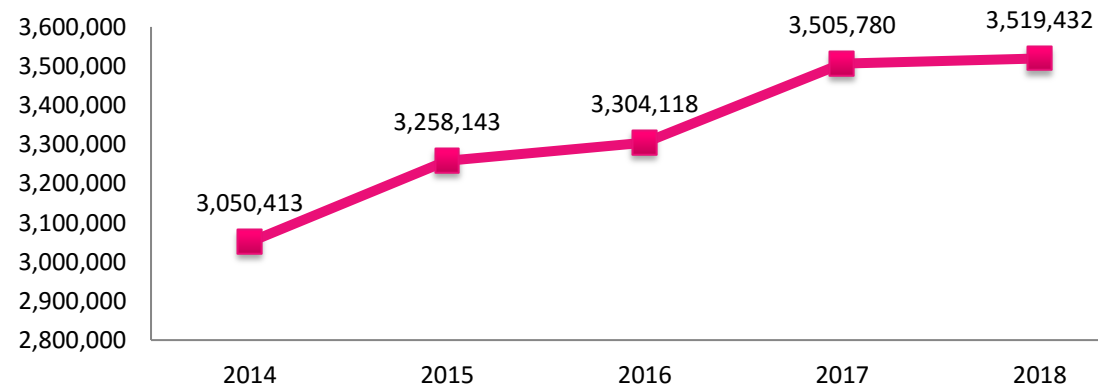
CONCEPTO	ENERO-AGOSTO		VARIACIÓN	
	2017	2018	VALOR	%
OCUPACION HOTELERA	2017	2018		
NO. DE CUARTOS	45,254	47,105	1,851	4.09%
CUARTOS NOCHE DISPONIBLES	10,960,146	11,255,444	295,298	2.69%
CUARTOS NOCHE OCUPADOS	9,440,847	9,463,480	22,633	0.24%
% DE OCUPACION HOTELERA	86.14%	84.08%	-2.06%	
% DE OCUPACION TODO INCLUIDO	87.41%	85.44%	-1.97%	
ESTADIA PROMEDIO	2017	2018		
GENERAL	5.90	5.98	0.08	
TURISMO NACIONAL	4.00	3.90	(0.10)	
TURISMO INTERNACIONAL	6.34	6.36	0.02	
TARIFA PROMEDIO (pesos)	\$ 5,015.02	\$ 5,267.64	253	5.04%
AFLUENCIA DEL TURISMO	2017	2018		
TOTAL	3,505,780	3,519,432	13,652	0.39%
NACIONALES	569,740	650,152	80,412	14.11%
EXTRANJEROS	2,936,040	2,869,280	-66,760	-2.27%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES	2017	2018		
EUROPA	698,962	722,686		
ESTADOS UNIDOS	1,340,969	1,242,267		
CANADÁ	564,579	511,641		
SUDAMERICA	288,555	358,868		
RESTO DEL MUNDO	42,975	33,818		
	2,936,040	2,869,280		
PRODUCCIÓN CUARTOS NOCHE	2017	2018		
TOTAL	9,440,847	9,463,480	22,633	0.24%
NACIONALES	937,921	1,061,186	123,265	13.14%
EXTRANJEROS	8,502,926	8,402,294	-100,632	-1.18%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES	2017	2018		
EUROPA (Principales países)	2,409,717	2,393,513		
ESTADOS UNIDOS	2,907,736	2,681,266		
CANADÁ	1,615,257	1,498,750		
SUDAMERICA (Principales países)	706,533	898,893		
RESTO DEL MUNDO	863,683	929,872		
	8,502,926	8,402,294		

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	88.73%	89.17%	88.80%	88.69%	88.44%	-0.29%	-0.73%	-0.36%	-0.25%	438,165	466,942	478,989	479,303	507,258	15.77%	8.63%	5.90%	5.83%
AGO	79.49%	81.76%	81.70%	83.69%	77.76%	-1.73%	-4.00%	-3.94%	-5.93%	380,455	414,902	404,708	425,640	425,801	11.92%	2.63%	5.21%	0.04%
SEPT																		
OCT																		
NOV																		
DIC																		
Total	84.67%	86.64%	84.34%	86.14%	84.08%	-0.59%	-2.56%	-0.26%	-2.06%	3,050,413	3,258,143	3,304,118	3,505,780	3,519,432	15.38%	8.02%	6.52%	0.39%

OCUPACIÓN GENERAL ACUMULADA

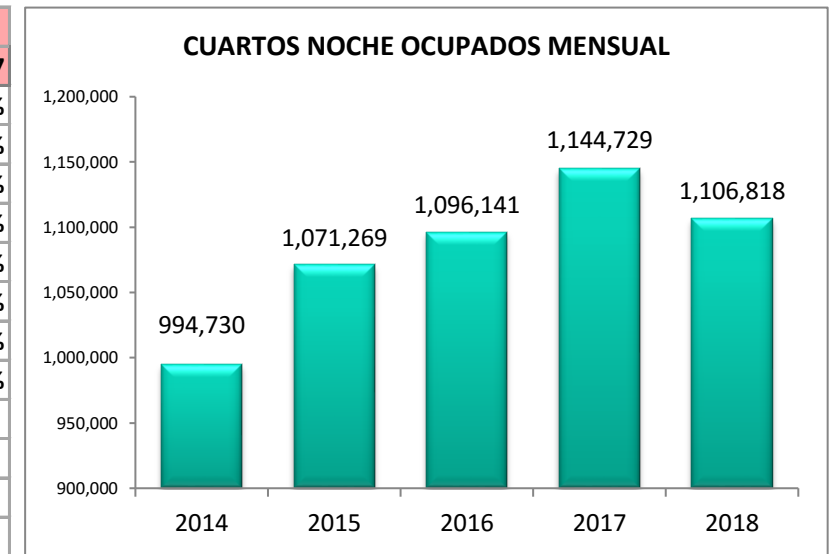


AFLUENCIA GENERAL ACUMULADA



**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	1,118,078	1,150,528	1,194,266	1,250,019	1,270,692	13.65%	10.44%	6.40%	1.65%
AGO	994,730	1,071,269	1,096,141	1,144,729	1,106,818	11.27%	3.32%	0.97%	-3.31%
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	7,352,459	7,760,809	7,825,627	8,296,118	8,356,662	13.66%	7.68%	6.79%	0.73%
ENE-AGO	8,347,189	8,832,078	8,921,768	9,440,847	9,463,480	13.37%	7.15%	6.07%	0.24%
ENE-SEP									
ENE-OCT									
ENE-NOV									
ENE-DIC									

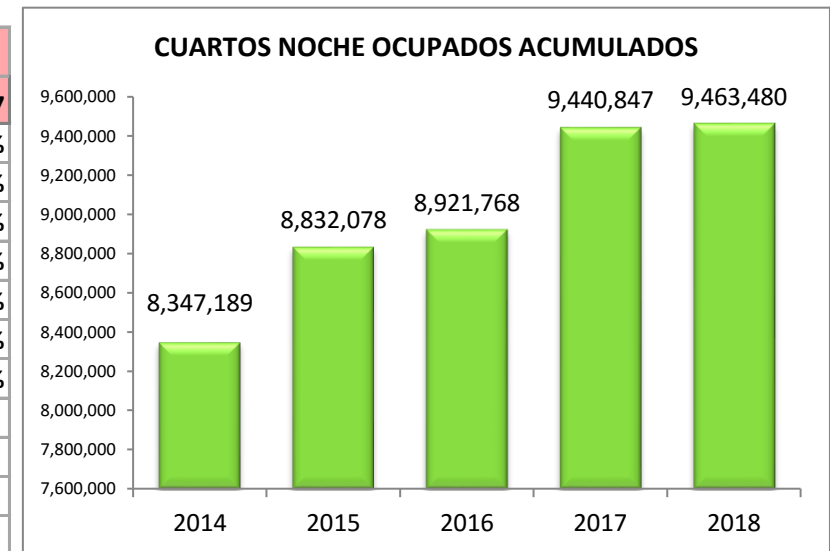
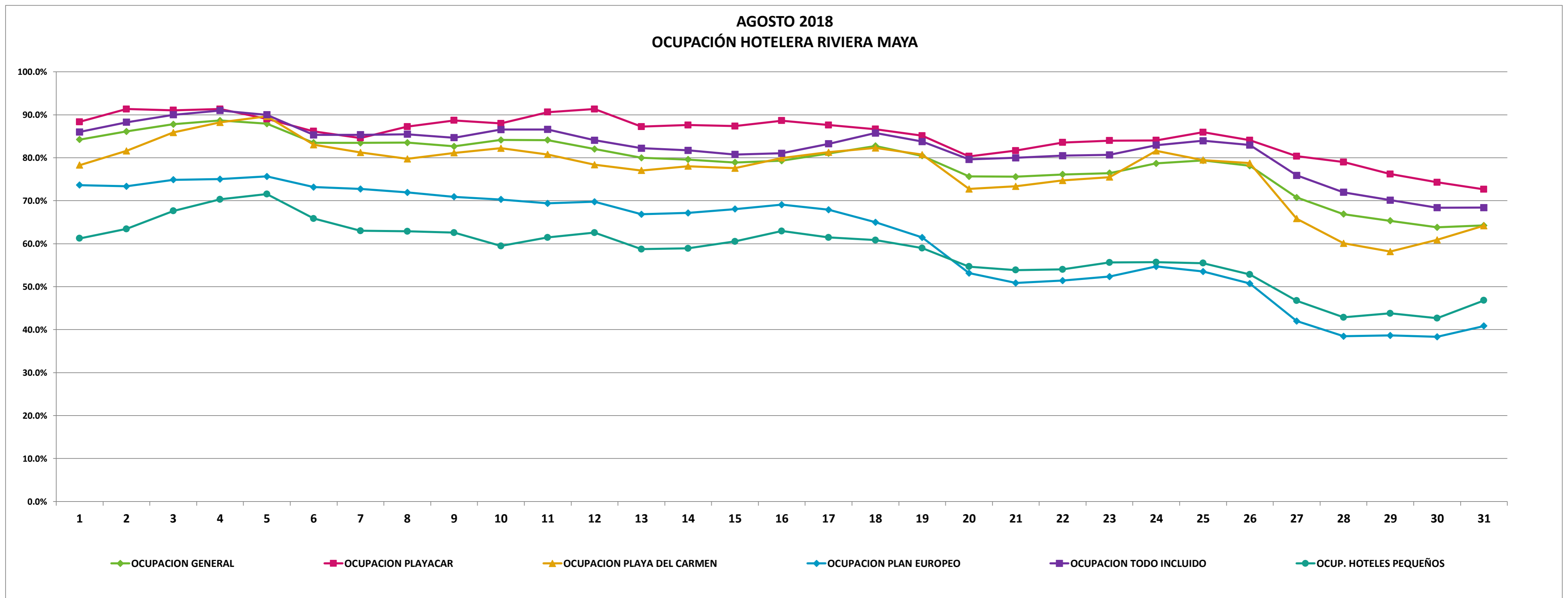


TABLA DE OCUPACION HOTELERA AÑO 2018

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	417	47,104	1,436,711	1,270,692	88.44%	112,454	22.17%	394,804	77.83%	507,258	5.84
AGOSTO	417	47,105	1,423,452	1,106,818	77.76%	96,036	22.55%	329,765	77.45%	425,801	6.06
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	417	47,104	9,831,992	8,356,662	84.99%	554,116	17.91%	2,539,515	82.09%	3,093,631	5.97
ENE-AGO	417	47,105	11,255,444	9,463,480	84.08%	650,152	18.47%	2,869,280	81.53%	3,519,432	5.98
ENE-SEP											
ENE-OCT											
ENE-NOV											
ENE-DIC											

CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO
AGOSTO 2018

DIA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	PROMEDIO
OCUPACION GENERAL	84.2%	86.1%	87.8%	88.7%	87.9%	83.5%	83.5%	83.5%	82.6%	84.1%	84.1%	82.0%	80.0%	79.6%	78.9%	79.3%	81.0%	82.7%	80.5%	75.6%	75.6%	76.1%	76.4%	78.7%	79.4%	78.1%	70.8%	66.9%	65.3%	63.8%	64.3%	77.76%
OCUPACION PLAYACAR	88.3%	91.3%	91.0%	91.3%	89.0%	86.1%	84.6%	87.2%	88.7%	88.0%	90.6%	91.3%	87.3%	87.6%	87.3%	88.6%	87.6%	86.7%	85.1%	80.3%	81.6%	83.6%	84.0%	84.0%	85.9%	84.1%	80.4%	79.0%	76.2%	74.3%	72.6%	85.29%
OCUPACION PLAYA DEL CARMEN	78.3%	81.6%	85.9%	88.2%	89.6%	83.0%	81.2%	79.7%	81.1%	82.2%	80.8%	78.4%	77.0%	78.0%	77.6%	80.0%	81.3%	82.3%	80.7%	72.7%	73.4%	74.7%	75.5%	81.6%	79.5%	78.7%	65.8%	60.1%	58.2%	60.9%	64.2%	77.17%
OCUPACION PLAN EUROPEO	73.6%	73.4%	74.9%	75.0%	75.7%	73.2%	72.7%	71.9%	70.9%	70.3%	69.4%	69.7%	66.9%	67.1%	68.1%	69.1%	67.9%	65.0%	61.5%	53.1%	50.8%	51.4%	52.3%	54.7%	53.5%	50.7%	42.0%	38.5%	38.7%	38.3%	40.9%	61.33%
OCUPACION TODO INCLUIDO	86.0%	88.3%	90.0%	91.0%	90.0%	85.3%	85.3%	85.5%	84.7%	86.6%	86.6%	84.1%	82.2%	81.7%	80.8%	81.0%	83.2%	85.7%	83.8%	79.6%	80.0%	80.5%	80.7%	82.9%	83.9%	83.0%	75.9%	72.0%	70.1%	68.4%	68.4%	80.80%
OCUP. HOTELES PEQUEÑOS	61.2%	63.4%	67.6%	70.3%	71.5%	65.9%	63.0%	62.9%	62.6%	59.5%	61.5%	62.6%	58.7%	58.9%	60.5%	63.0%	61.5%	60.8%	59.0%	54.7%	53.9%	54.0%	55.6%	55.7%	55.5%	52.8%	46.7%	42.9%	43.8%	42.7%	46.8%	58.04%

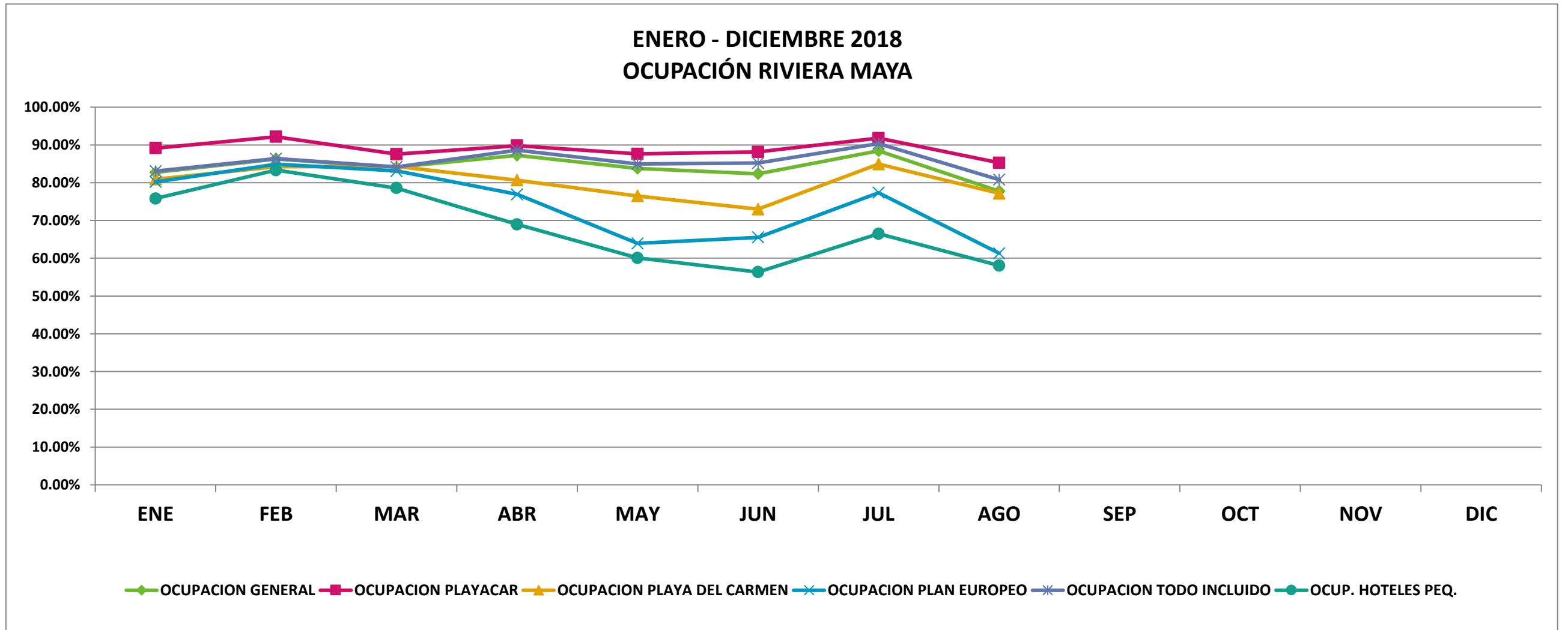




OCUPACIÓN HOTELERA MENSUAL

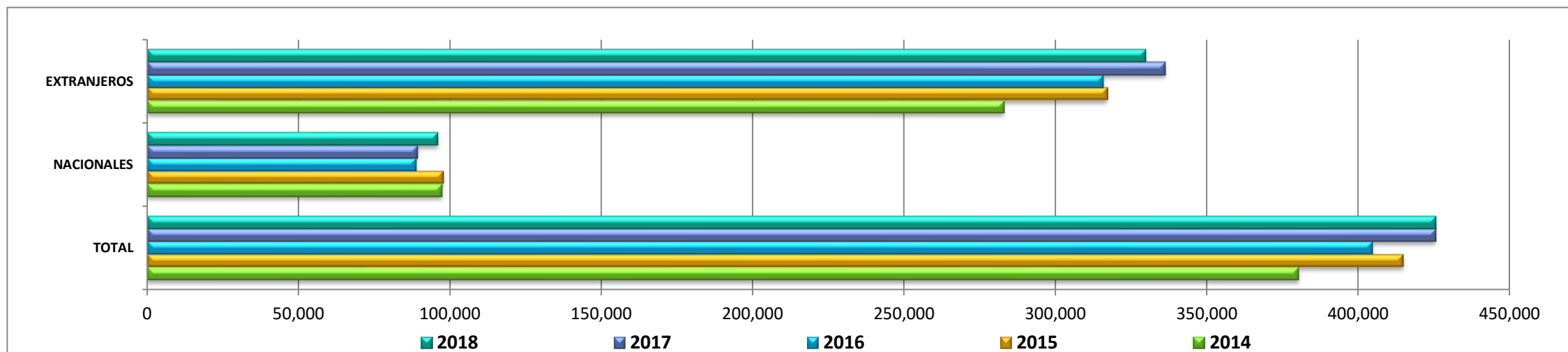
ENERO - DICIEMBRE 2018

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%	88.44%	77.76%					84.08%
OCUPACION PLAYACAR	89.16%	92.16%	87.55%	89.81%	87.62%	88.14%	91.79%	85.29%					88.94%
OCUPACION PLAYA DEL CARMEN	80.94%	84.22%	84.32%	80.67%	76.49%	72.99%	84.94%	77.17%					80.22%
OCUPACION PLAN EUROPEO	80.22%	84.90%	83.11%	76.93%	63.93%	65.54%	77.34%	61.33%					74.16%
OCUPACION TODO INCLUIDO	83.07%	86.37%	84.17%	88.62%	84.94%	85.19%	90.35%	80.80%					85.44%
OCUP. HOTELES PEQ.	75.81%	83.34%	78.58%	68.96%	60.10%	56.34%	66.51%	58.04%					68.46%



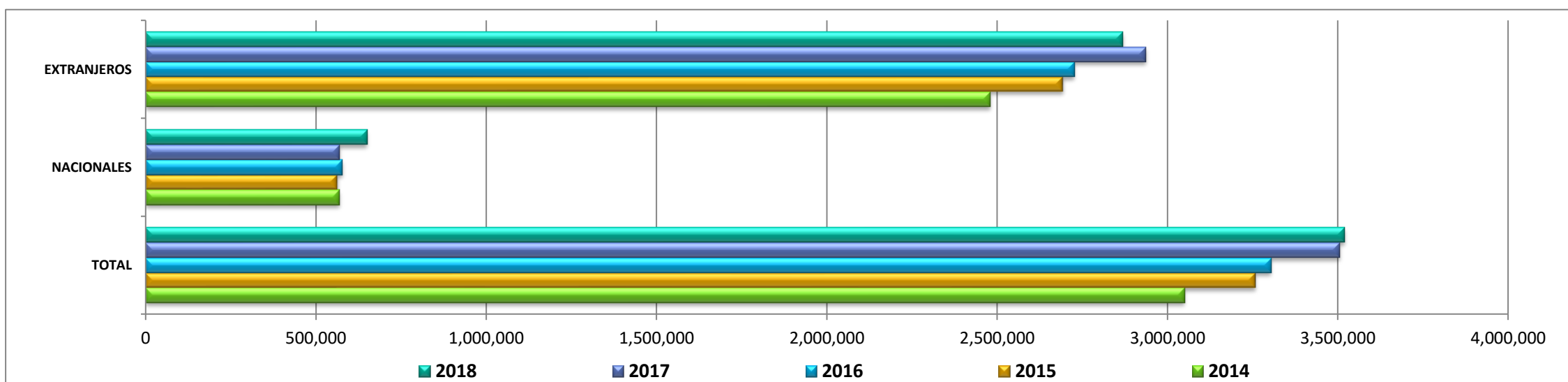
AFLUENCIA DEL TURISMO AGOSTO 2014-2018

AFLUENCIA DEL TURISMO	2014		2015		2016		2017		2018		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2018-14	2018-15	2018-16	2018-17
TOTAL	380,455	100.00%	414,902	100.00%	404,708	100.00%	425,640	100.00%	425,801	100.00%	11.92%	2.63%	5.21%	0.04%
NACIONALES	97,418	25.61%	97,872	23.59%	88,794	21.94%	89,279	20.98%	96,036	22.55%	-1.42%	-1.88%	8.16%	7.57%
EXTRANJEROS	283,037	74.39%	317,030	76.41%	315,914	78.06%	336,361	79.02%	329,765	77.45%	16.51%	4.02%	4.38%	-1.96%



ENERO - AGOSTO 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	3,050,413	100.00%	3,258,143	100.00%	3,304,118	100.00%	3,505,780	100.00%	3,519,432	100.00%	15.38%	8.02%	6.52%	0.39%
NACIONALES	570,195	18.69%	564,335	17.32%	577,634	17.48%	569,740	16.25%	650,152	18.47%	14.02%	15.21%	12.55%	14.11%
EXTRANJEROS	2,480,218	81.31%	2,693,808	82.68%	2,726,484	82.52%	2,936,040	83.75%	2,869,280	81.53%	15.69%	6.51%	5.24%	-2.27%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
AGOSTO 2018

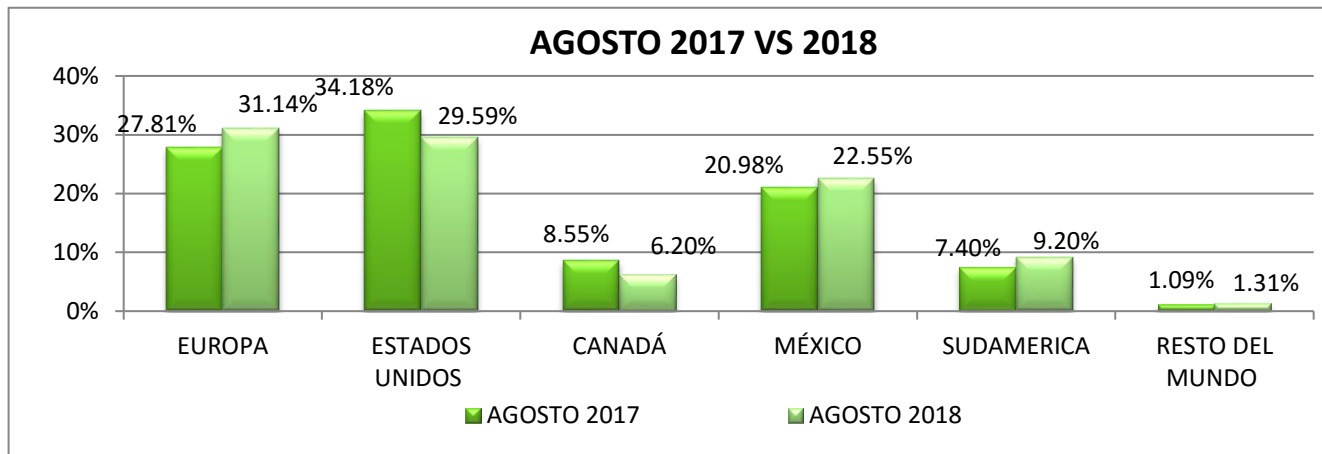
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	26,409	6.20	Bahamas	20	0.00	Alemania	10,655	2.50
Estados Unidos	125,977	29.59	Bermudas	2	0.00	Austria	257	0.06
México	96,036	22.55	Cuba	148	0.03	Bélgica	2,412	0.57
SUMA	248,422	58.34	Curacao	2	0.00	Bulgaria	40	0.01
			Haiti	10	0.00	Dinamarca	109	0.03
			Jamaica	57	0.01	España	40,991	9.63
			Puerto Rico	293	0.07	Finlandia	24	0.01
			Rep. Dominicana	150	0.04	Francia	10,172	2.39
			Otros	107	0.03	Gran Bretaña	37,865	8.89
			SUMA	789	0.19	Grecia	30	0.01
2.- CENTRO AMERICA			5.-OCEANIA			8.-EUROPA		
Belice	121	0.03	Australia	693	0.16	Holanda	2,787	0.65
Costa Rica	343	0.08	Nueva Zelanda	30	0.01	Hungria	81	0.02
El Salvador	180	0.04	Otros	4	0.00	Irlanda	242	0.06
Guatemala	410	0.10	SUMA	727	0.17	Islandia	328	0.08
Nicaragua	0	0.00				Italia	14,678	3.45
Panamá	972	0.23	6.- ASIA			Luxemburgo	84	0.02
Otros	46	0.01	Arabia	131	0.03	Mónaco	29	0.01
SUMA	2,072	0.49	China	106	0.02	Noruega	91	0.02
			Corea	126	0.03	Polonia	1,178	0.28
			Filipinas	76	0.02	Portugal	4,371	1.03
			India	131	0.03	Rep. Checa	47	0.01
			Israel	462	0.11	Rumania	79	0.02
			Japón	108	0.03	Rusia	1,859	0.44
			Paquistán	0	0.00	Slovenia	10	0.00
			Turquia	128	0.03	Suecia	71	0.02
			Otros	482	0.11	Suiza	1,017	0.24
			SUMA	1,750	0.41	Otros	3,103	0.73
3.- SUDAMERICA			7.- AFRICA			GRAN TOTAL		
Argentina	19,092	4.48	Argelia	0	0.00		425,801	100.00
Bolivia	479	0.11	Egipto	30	0.01			
Brasil	1,839	0.43	Sudáfrica	3	0.00			
Chile	6,696	1.57	Otros	208	0.05			
Colombia	3,172	0.74	SUMA	241	0.06			
Ecuador	531	0.12						
Paraguay	240	0.06						
Perú	3,413	0.80						
Uruguay	2,851	0.67						
Venezuela	437	0.10						
Otros	440	0.10						
SUMA	39,190	9.20						

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

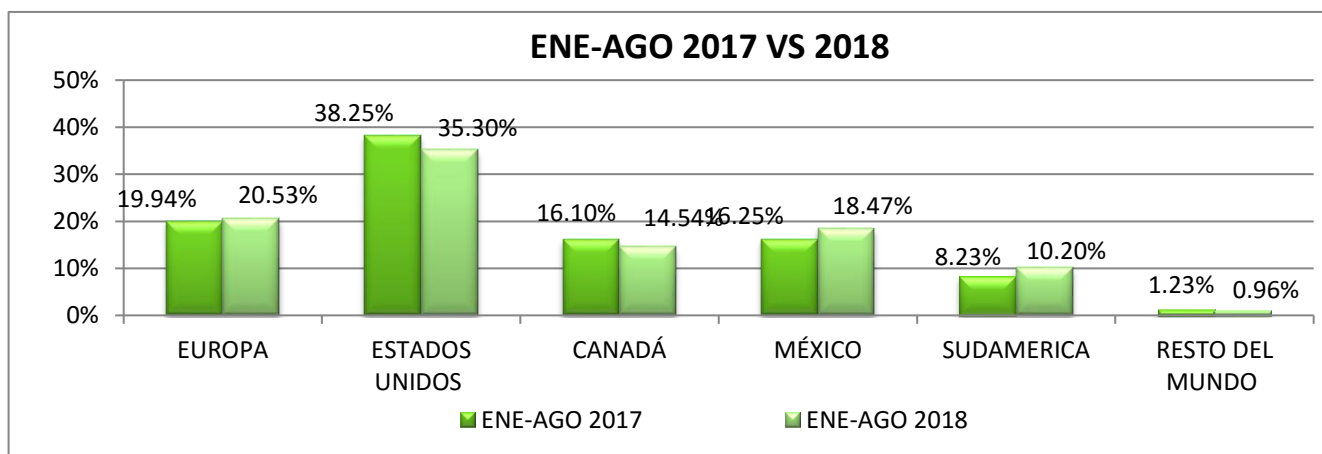
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	511,641	14.54	Bahamas	97	0.00	Alemania	97,717	2.78
Estados Unidos	1,242,267	35.30	Bermudas	63	0.00	Austria	3,917	0.11
México	650,152	18.47	Cuba	588	0.02	Bélgica	16,416	0.47
SUMA	2,404,060	68.31	Curacao	2	0.00	Bulgaria	467	0.01
			Haiti	69	0.00	Dinamarca	1,260	0.04
			Jamaica	185	0.01	España	152,599	4.34
			Puerto Rico	2,144	0.06	Finlandia	554	0.02
			Rep. Dominicana	1,490	0.04	Francia	55,726	1.58
			Otros	565	0.02	Gran Bretaña	198,194	5.63
			SUMA	5,203	0.15	Grecia	245	0.01
						Holanda	25,529	0.73
2.- CENTRO AMERICA			5.-OCEANIA			6.- ASIA		
Belice	748	0.02	Australia	4,748	0.13	Arabia	861	0.02
Costa Rica	1,821	0.05	Nueva Zelanda	476	0.01	China	1,180	0.03
El Salvador	553	0.02	Otros	133	0.00	Corea	1,247	0.04
Guatemala	1,870	0.05	SUMA	5,357	0.15	Filipinas	229	0.01
Nicaragua	143	0.00				India	1,438	0.04
Panamá	5,380	0.15				Israel	2,146	0.06
Otros	278	0.01				Japón	696	0.02
SUMA	10,793	0.31				Paquistán	22	0.00
						Turquia	451	0.01
						Otros	2,820	0.08
						SUMA	11,090	0.32
3.- SUDAMERICA			7.- AFRICA			GRAN TOTAL		
Argentina	214,843	6.10	Argelia	6	0.00		3,519,432	100.00
Bolivia	1,734	0.05	Egipto	92	0.00			
Brasil	20,412	0.58	Sudáfrica	127	0.00			
Chile	56,850	1.62	Otros	1,150	0.03			
Colombia	15,927	0.45	SUMA	1,375	0.04			
Ecuador	2,356	0.07						
Paraguay	2,681	0.08						
Perú	17,517	0.50						
Uruguay	19,501	0.55						
Venezuela	1,708	0.05						
Otros	5,339	0.15						
SUMA	358,868	10.20						

**COMPARATIVO DE PROCEDENCIA DEL TURISMO
POR REGIONES**

REGION	AGOSTO 2017		AGOSTO 2018		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2018
EUROPA	118,360	27.81%	132,610	31.14%	12.04%
ESTADOS UNIDOS	145,486	34.18%	125,977	29.59%	-13.41%
CANADÁ	36,384	8.55%	26,409	6.20%	-27.42%
MÉXICO	89,279	20.98%	96,036	22.55%	7.57%
SUDAMERICA	31,482	7.40%	39,190	9.20%	24.48%
RESTO DEL MUNDO	4,649	1.09%	5,579	1.31%	20.00%
SUMAS	425,640	100.00%	425,801	100.00%	0.04%



REGION	ENE-AGO 2017		ENE-AGO 2018		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2018
EUROPA	698,962	19.94%	722,686	20.53%	3.39%
ESTADOS UNIDOS	1,340,969	38.25%	1,242,267	35.30%	-7.36%
CANADÁ	564,579	16.10%	511,641	14.54%	-9.38%
MÉXICO	569,740	16.25%	650,152	18.47%	14.11%
SUDAMERICA	288,555	8.23%	358,868	10.20%	24.37%
RESTO DEL MUNDO	42,975	1.23%	33,818	0.96%	-21.31%
SUMAS	3,505,780	100.00%	3,519,432	100.00%	0.39%



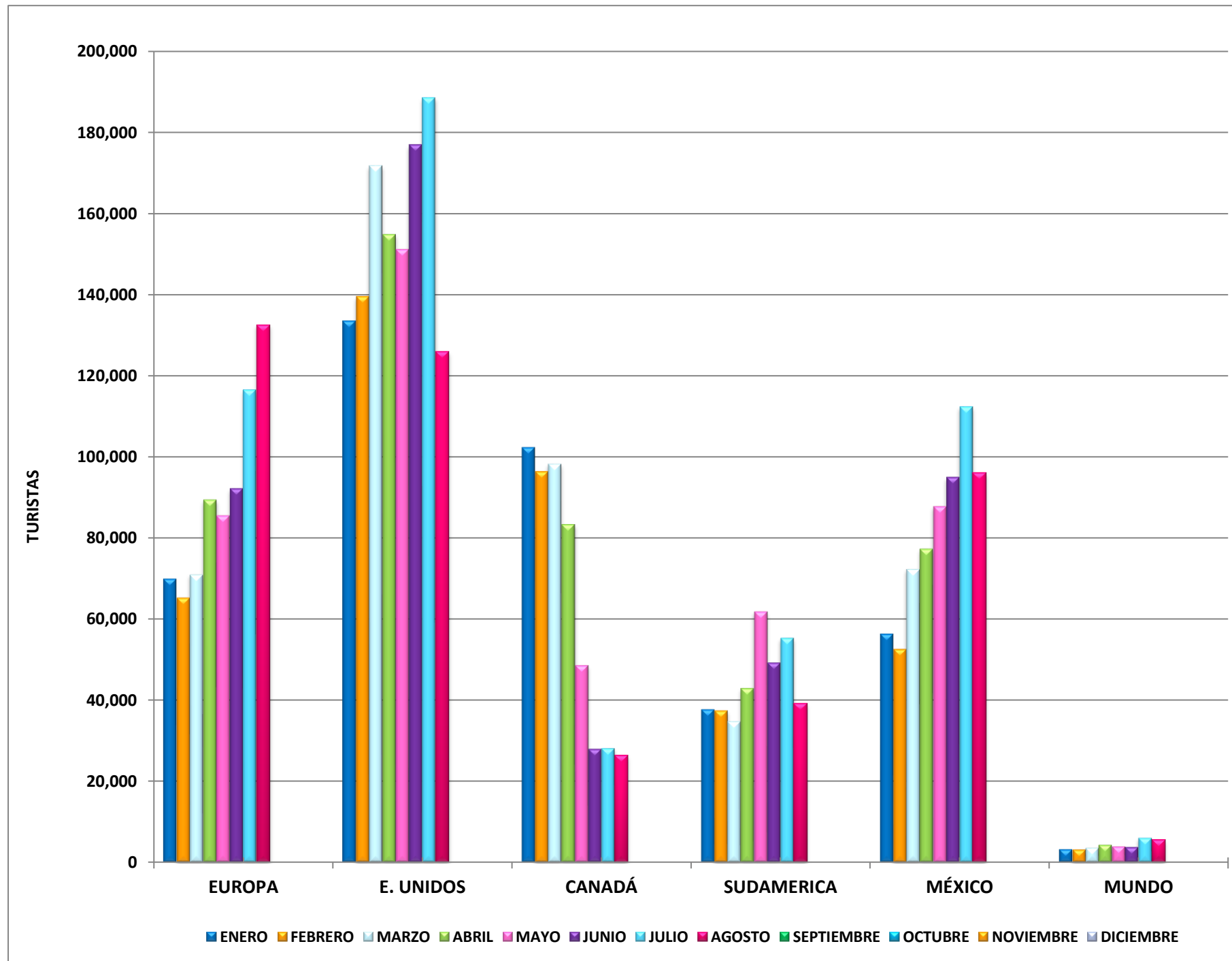
PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2018

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	116,590	23.0	188,624	37.2	28,171	5.6	55,366	10.9	112,454	22.2	6,053	1.2	507,258	100.0
AGOSTO	132,610	31.1	125,977	29.6	26,409	6.2	39,190	9.2	96,036	22.6	5,579	1.3	425,801	100.0
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

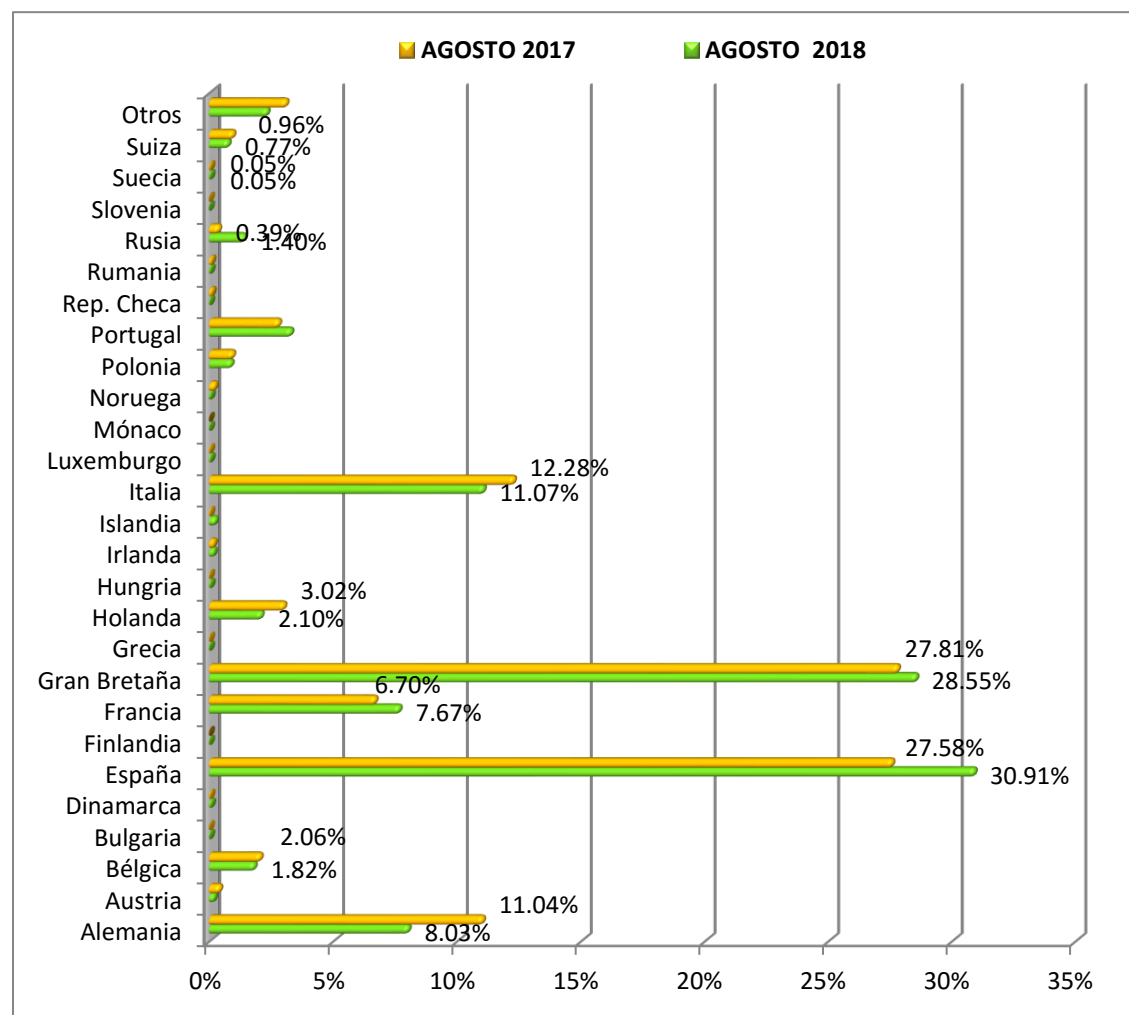
ENE-FEB	135,223	17.0	272,967	34.2	198,736	24.9	75,202	9.4	109,037	13.7	6,440	0.8	797,605	100.0
ENE-MAR	206,274	16.5	444,767	35.6	297,111	23.8	110,091	8.8	181,461	14.5	10,045	0.8	1,249,749	100.0
ENE-ABR	295,709	17.4	599,633	35.2	380,464	22.4	153,063	9.0	258,825	15.2	14,432	0.8	1,702,126	100.0
ENE-MAY	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	590,076	19.1	1,116,290	36.1	485,232	15.7	319,678	10.3	554,116	17.9	28,239	0.9	3,093,631	100.0
ENE-AGO	722,686	20.5	1,242,267	35.3	511,641	14.5	358,868	10.2	650,152	18.5	33,818	1.0	3,519,432	100.0
ENE-SEP														
ENE-OCT														
ENE-NOV														
ENE-DIC														

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



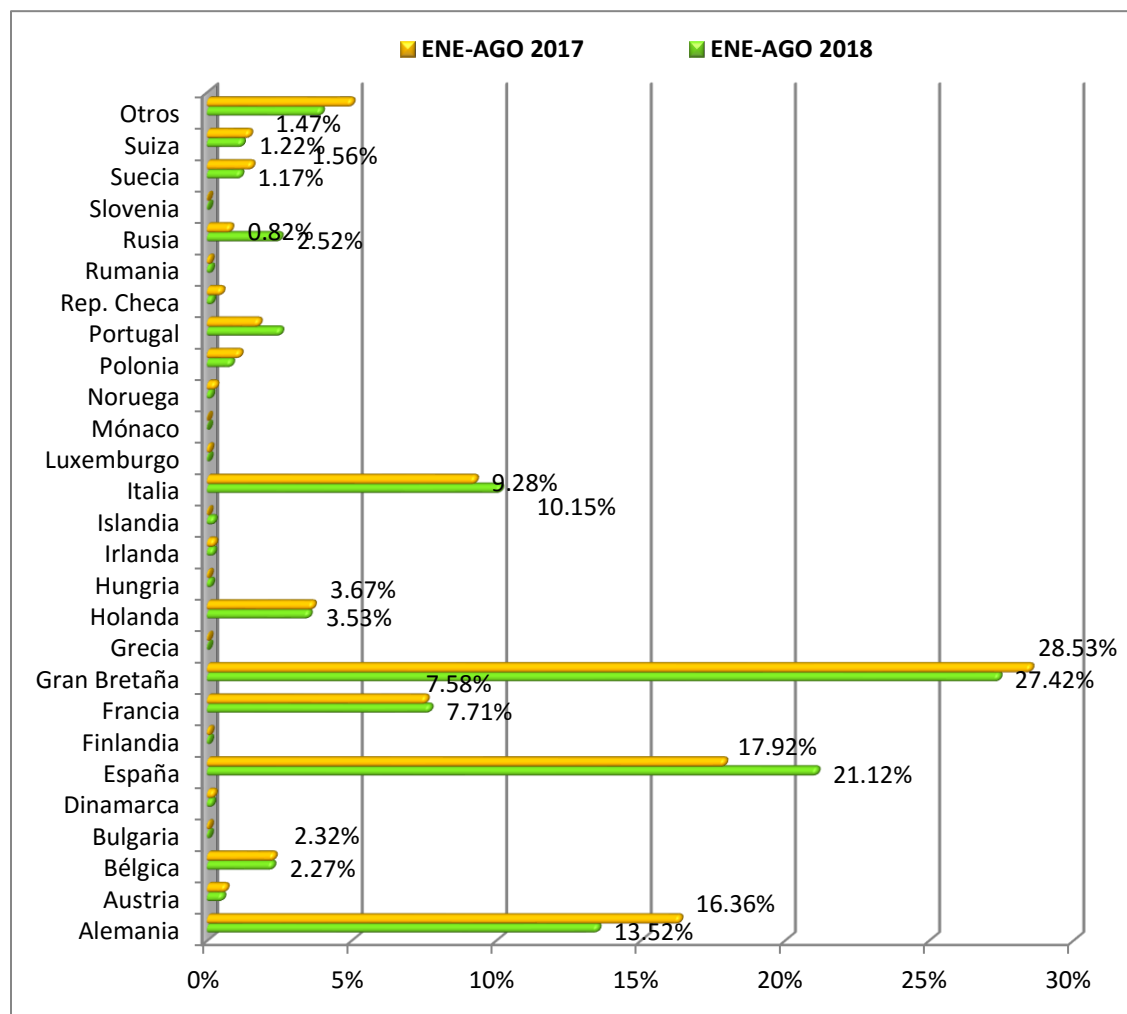
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO AGOSTO 2018 VS 2017

PAIS	AGOSTO 2017		AGOSTO 2018	
	PAX	%	PAX	%
Alemania	13,065	11.04%	10,655	8.03%
Austria	510	0.43%	257	0.19%
Bélgica	2,442	2.06%	2,412	1.82%
Bulgaria	12	0.01%	40	0.03%
Dinamarca	58	0.05%	109	0.08%
España	32,646	27.58%	40,991	30.91%
Finlandia	5	0.00%	24	0.02%
Francia	7,928	6.70%	10,172	7.67%
Gran Bretaña	32,916	27.81%	37,865	28.55%
Grecia	22	0.02%	30	0.02%
Holanda	3,572	3.02%	2,787	2.10%
Hungría	25	0.02%	81	0.06%
Irlanda	218	0.18%	242	0.18%
Islandia	51	0.04%	328	0.25%
Italia	14,540	12.28%	14,678	11.07%
Luxemburgo	39	0.03%	84	0.06%
Mónaco	0	0.00%	29	0.02%
Noruega	267	0.23%	91	0.07%
Polonia	1,125	0.95%	1,178	0.89%
Portugal	3,323	2.81%	4,371	3.30%
Rep. Checa	138	0.12%	47	0.04%
Rumania	121	0.10%	79	0.06%
Rusia	460	0.39%	1,859	1.40%
Slovenia	8	0.01%	10	0.01%
Suecia	58	0.05%	71	0.05%
Suiza	1,139	0.96%	1,017	0.77%
Otros	3,672	3.10%	3,103	2.34%
SUMA	118,360	100.00%	132,610	100.00%



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

PAIS	ENE-AGO 2017		ENE-AGO 2018	
	PAX	%	PAX	%
Alemania	114,352	16.36%	97,717	13.52%
Austria	4,582	0.66%	3,917	0.54%
Bélgica	16,213	2.32%	16,416	2.27%
Bulgaria	495	0.07%	467	0.06%
Dinamarca	1,686	0.24%	1,260	0.17%
España	125,231	17.92%	152,599	21.12%
Finlandia	702	0.10%	554	0.08%
Francia	52,978	7.58%	55,726	7.71%
Gran Bretaña	199,402	28.53%	198,194	27.42%
Grecia	326	0.05%	245	0.03%
Holanda	25,686	3.67%	25,529	3.53%
Hungría	435	0.06%	938	0.13%
Irlanda	1,800	0.26%	1,586	0.22%
Islandia	317	0.05%	1,737	0.24%
Italia	64,885	9.28%	73,380	10.15%
Luxemburgo	631	0.09%	355	0.05%
Mónaco	119	0.02%	141	0.02%
Noruega	2,111	0.30%	958	0.13%
Polonia	7,975	1.14%	6,110	0.85%
Portugal	12,584	1.80%	18,413	2.55%
Rep. Checa	3,593	0.51%	1,205	0.17%
Rumania	733	0.10%	896	0.12%
Rusia	5,724	0.82%	18,230	2.52%
Slovenia	198	0.03%	295	0.04%
Suecia	10,871	1.56%	8,434	1.17%
Suiza	10,303	1.47%	8,809	1.22%
Otros	35,030	5.01%	28,575	3.95%
SUMA	698,962	100.00%	722,686	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%		

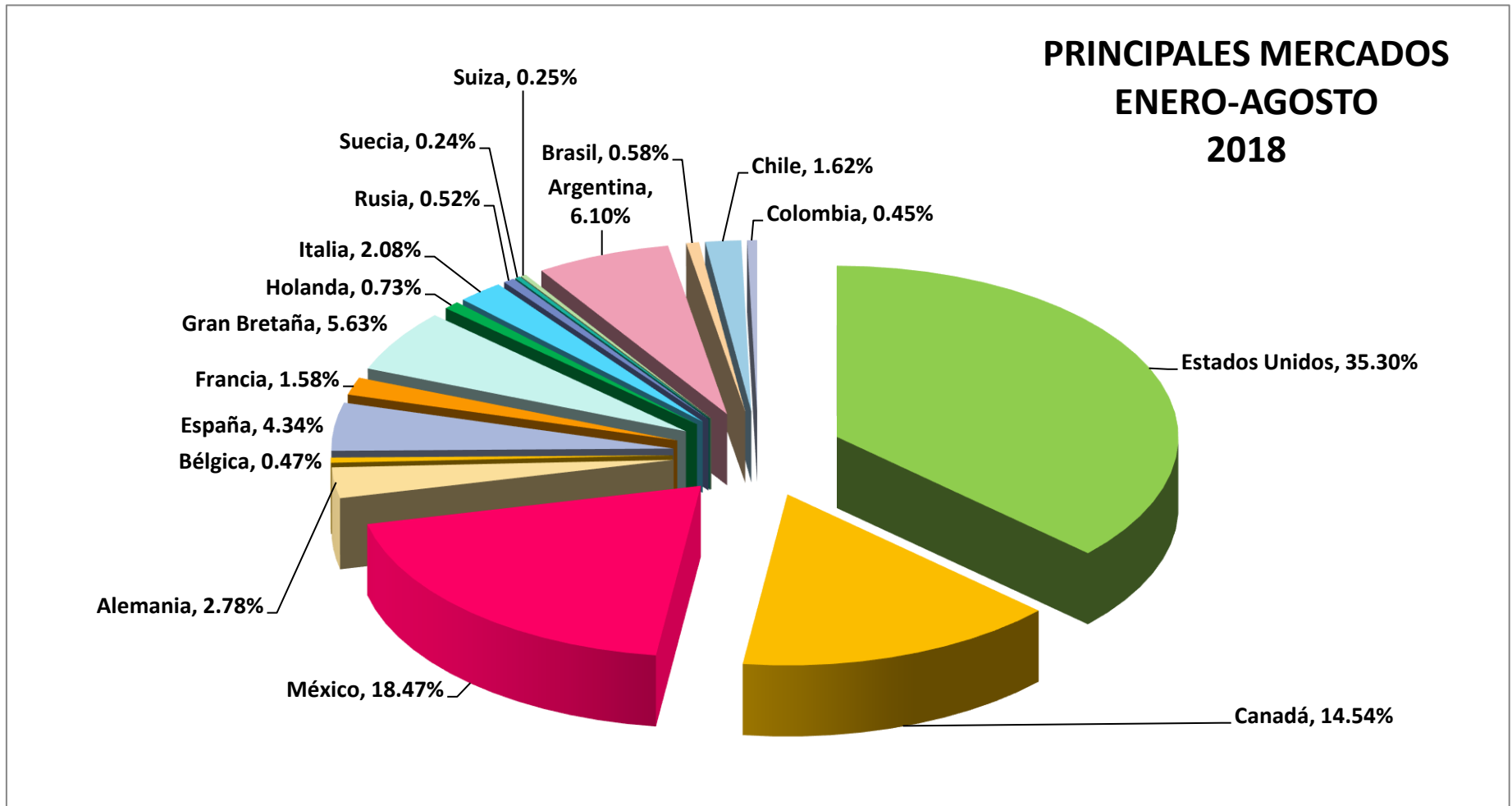
Nota: Los porcentajes en esta tabla, están calculados en base *al total de la afluencia turística* a la Riviera Maya.

PRINCIPALES MERCADOS
PARA LA RIVIERA MAYA
SEGUNDO SEMESTRE AÑO 2018

PAIS	JUL 2018		AGO 2018		SEP 2018		OCT 2018		NOV 2018		DIC 2018		Acumulado		Posición 2017	Posición 2018
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	188,624	37.19%	125,977	29.59%									1,242,267	35.30%	1	1
2 Canadá	28,171	5.55%	26,409	6.20%									511,641	14.54%	3	3
3 México	112,454	22.17%	96,036	22.55%									650,152	18.47%	2	2
4 Alemania	11,631	2.29%	10,655	2.50%									97,717	2.78%	7	7
5 Bélgica	3,305	0.65%	2,412	0.57%									16,416	0.47%	12	14
6 España	33,614	6.63%	40,991	9.63%									152,599	4.34%	6	6
7 Francia	5,704	1.12%	10,172	2.39%									55,726	1.58%	9	10
8 Gran Bretaña	37,171	7.33%	37,865	8.89%									198,194	5.63%	4	5
9 Holanda	2,948	0.58%	2,787	0.65%									25,529	0.73%	11	11
10 Italia	10,700	2.11%	14,678	3.45%									73,380	2.08%	8	8
11 Rusia	1,082	0.21%	1,859	0.44%									18,230	0.52%	17	13
12 Suecia	184	0.04%	71	0.02%									8,434	0.24%	15	17
13 Suiza	1,408	0.28%	1,017	0.24%									8,809	0.25%	16	16
14 Argentina	27,594	5.44%	19,092	4.48%									214,843	6.10%	5	4
15 Brasil	3,619	0.71%	1,839	0.43%									20,412	0.58%	14	12
16 Chile	12,382	2.44%	6,696	1.57%									56,850	1.62%	10	9
17 Colombia	2,710	0.53%	3,172	0.74%									15,927	0.45%	13	15
Resto del mundo	23,957	4.72%	24,073	5.65%									152,306	4.33%		
AFLUENCIA	507,258	100.00%	425,801	100.00%									3,519,432	100.00%		

PRINCIPALES MERCADOS

ENERO - AGOSTO
2018

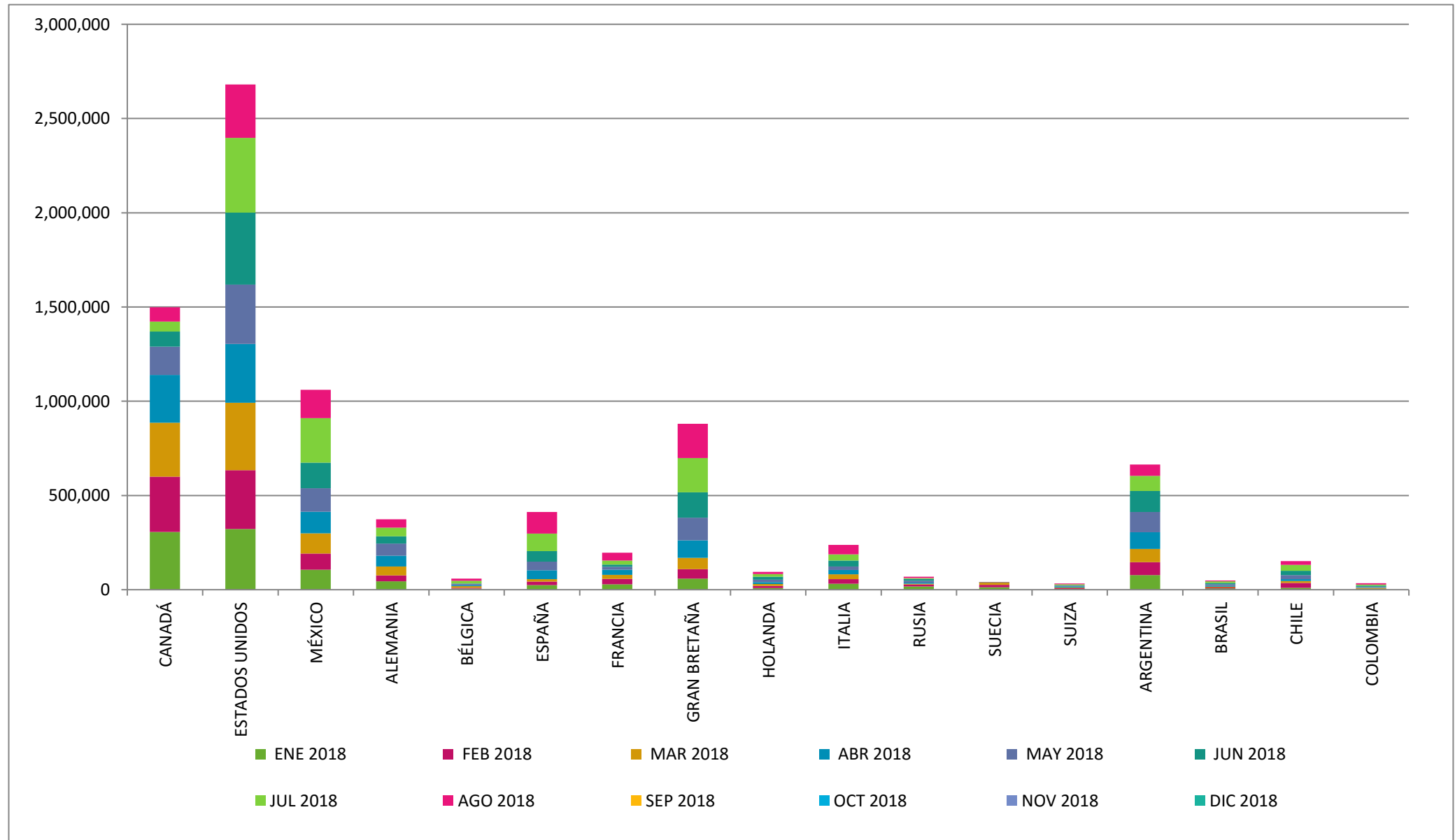


PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRODUCCIÓN CUARTOS NOCHE

PAÍS	ENE 2018	FEB 2018	MAR 2018	ABR 2018	MAY 2018	JUN 2018	JUL 2018	AGO 2018	SEP 2018	OCT 2018	NOV 2018	DIC 2018	Acumulado	
	Ctos. Noche	Ctos. Noche	Ctos. Noche	Ctos. Noche	Ctos. Noche	Ctos. Noche	Ctos. Noche	Ctos. Noche	Ctos. Noche	Ctos. Noche	Ctos. Noche	Ctos. Noche	Ctos. Noche	%
NORTE AMERICA														
CANADÁ	306,378	293,825	286,107	253,532	150,258	79,089	53,525	76,036					1,498,750	17.6%
ESTADOS UNIDOS	321,876	311,657	358,633	311,668	315,465	381,098	396,896	283,973					2,681,266	31.4%
MÉXICO	105,511	86,198	107,127	115,401	123,643	136,228	236,622	150,456					1,061,186	12.4%
SUMA	733,765	691,680	751,867	680,601	589,366	596,415	687,043	510,465	0	0	0	0	5,241,202	61.4%
EUROPA														
ALEMANIA	43,912	32,347	46,633	57,290	64,547	38,197	47,009	44,041					373,976	4.4%
BÉLGICA	5,454	5,158	7,385	6,764	6,384	2,473	13,303	11,447					58,368	0.7%
ESPAÑA	24,022	19,520	12,659	46,329	46,205	55,447	93,979	113,921					412,082	4.8%
FRANCIA	28,764	28,552	21,377	27,244	16,332	10,669	21,533	42,214					196,685	2.3%
GRAN BRETAÑA	58,246	51,043	60,016	93,296	120,137	134,486	181,828	180,490					879,542	10.3%
HOLANDA	8,840	10,726	10,323	9,926	13,552	15,214	14,900	11,496					94,977	1.1%
ITALIA	31,622	24,213	25,569	23,191	18,298	31,171	33,527	49,844					237,435	2.8%
RUSIA	17,780	8,793	5,341	5,172	10,180	10,146	3,792	7,498					68,702	0.8%
SUECIA	13,266	12,220	11,816	397	467	163	725	210					39,264	0.5%
SUIZA	4,750	4,059	2,861	5,628	3,878	2,376	5,057	3,873					32,482	0.4%
SUMA	236,656	196,631	203,980	275,237	299,980	300,342	415,653	465,034	0	0	0	0	2,393,513	28.0%
SUDAMERICA														
ARGENTINA	77,638	68,838	69,204	89,070	107,266	111,355	80,827	59,503					663,701	7.8%
BRASIL	7403	3,457	5647	4,066	8,517	6,834	8,776	4,559					49,259	0.6%
CHILE	10,700	25,866	9338	10,402	21,728	21,686	32,658	19,697					152,075	1.8%
COLOMBIA	5,183	1,027	3830	2,244	3,041	5,886	6,131	6,516					33,858	0.4%
SUMA	100,924	99,188	88,019	105,782	140,552	145,761	128,392	90,275	0	0	0	0	898,893	10.5%
TOTAL PRIN. MDOS.	1,071,345	987,499	1,043,866	1,061,620	1,029,898	1,042,518	1,231,088	1,065,774	0	0	0	0	8,533,608	100.00%
TOTAL DESTINO	Ctos. Ocup.	Ctos. Ocup.	Ctos. Ocup.	Ctos. Ocup.	Ctos. Ocup.	Ctos. Ocup.	Ctos. Ocup.	Ctos. Ocup.	Ctos. Ocup.	Ctos. Ocup.	Ctos. Ocup.	Ctos. Ocup.	Ctos. Ocup.	%PART.
	1,188,604	1,118,386	1,214,003	1,215,730	1,211,927	1,137,320	1,270,692	1,106,818					9,463,480	90.2%

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

GRAFICA
PRODUCCIÓN CUARTOS NOCHE POR REGIONES
DESGLOSE MENSUAL 2018



REGION	PAIS	2017	2018	Var.	%
NORTE AMERICA	Canadá	36,384	26,409	-9,975	-27.42%
	Estados Unidos	145,486	125,977	-19,509	-13.41%
	México	89,279	96,036	6,757	7.57%
	SUMA	271,149	248,422	-22,727	-8.38%

CENTRO AMERICA	Belice	64	121	57	89.06%
	Costa Rica	151	343	192	127.15%
	El Salvador	67	180	113	168.66%
	Guatemala	96	410	314	327.08%
	Nicaragua	14	0	-14	-100.00%
	Panamá	762	972	210	27.56%
	Otros Centro America	22	46	24	109.09%
	SUMA	1,176	2,072	896	76.19%

CARIBE	Bahamas	0	20	20	#iDIV/0!
	Bermudas	23	2	-21	-91.30%
	Cuba	120	148	28	23.33%
	Curacao	0	2	2	#iDIV/0!
	Haiti	9	10	1	11.11%
	Jamaica	23	57	34	147.83%
	Puerto Rico	357	293	-64	-17.93%
	Rep. Dominicana	113	150	37	32.74%
	Otros Caribe	270	107	-163	-60.37%
SUMA	915	789	-126	-13.77%	

SUDAMERICA	Argentina	14,922	19,092	4,170	27.95%
	Bolivia	357	479	122	34.17%
	Brasil	1,324	1,839	515	38.90%
	Chile	4,984	6,696	1,712	34.35%
	Colombia	2,720	3,172	452	16.62%
	Ecuador	406	531	125	30.79%
	Paraguay	294	240	-54	-18.37%
	Peru	3,284	3,413	129	3.93%
	Uruguay	2,406	2,851	445	18.50%
	Venezuela	342	437	95	27.78%
	Otros Sudamerica	443	440	-3	-0.68%
	SUMA	31,482	39,190	7,708	24.48%

AFRICA	Argelia	0	0	0	#iDIV/0!
	Egipto	33	30	-3	-9.09%
	Sudáfrica	42	3	-39	-92.86%
	Otros Africa	331	208	-123	-37.16%
	SUMA	406	241	-165	-40.64%

REGION	PAIS	2017	2018	Var.	%
OCEANIA	Australia	712	693	-19	-2.67%
	Nueva Zelanda	45	30	-15	-33.33%
	Otros Oceania	0	4	4	#iDIV/0!
	SUMA	757	727	-30	-3.96%

ASIA	Arabia	50	131	81	162.00%
	China	187	106	-81	-43.32%
	Corea	227	126	-101	-44.49%
	Filipinas	19	76	57	300.00%
	India	73	131	58	79.45%
	Israel	277	462	185	66.79%
	Japón	168	108	-60	-35.71%
	Paquistán	0	0	0	#iDIV/0!
	Turquia	54	128	74	137.04%
	Otros	340	482	142	41.76%
	SUMA	1,395	1,750	355	25.45%

EUROPA	Alemania	13,065	10,655	-2,410	-18.45%
	Austria	510	257	-253	-49.61%
	Bélgica	2,442	2,412	-30	-1.23%
	Bulgaria	12	40	28	233.33%
	Dinamarca	58	109	51	87.93%
	España	32,646	40,991	8,345	25.56%
	Finlandia	5	24	19	380.00%
	Francia	7,928	10,172	2,244	28.30%
	Gran Bretaña	32,916	37,865	4,949	15.04%
	Grecia	22	30	8	36.36%
	Holanda	3,572	2,787	-785	-21.98%
	Hungría	25	81	56	224.00%
	Irlanda	218	242	24	11.01%
	Islandia	51	328	277	543.14%
	Italia	14,540	14,678	138	0.95%
	Luxemburgo	39	84	45	115.38%
	Mónaco	0	29	29	#iDIV/0!
	Noruega	267	91	-176	-65.92%
	Polonia	1,125	1,178	53	4.71%
	Portugal	3,323	4,371	1,048	31.54%
	Rep. Checa	138	47	-91	-65.94%
	Rumania	121	79	-42	-34.71%
	Rusia	460	1,859	1,399	304.13%
	Slovenia	8	10	2	25.00%
	Suecia	58	71	13	22.41%
	Suiza	1,139	1,017	-122	-10.71%
	Otros Europa	3,672	3,103	-569	-15.50%
	SUMA	118,360	132,610	14,250	12.04%

SUMA TOTAL	425,640	425,801	161	0.04%
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COMPARATIVO POR PAISES DE LOS AÑOS 2018 VS 2017
ENERO -AGOSTO

REGION	PAIS	2017	2018	Var.	%
NORTE AMERICA	Canadá	564,579	511,641	-52,938	-9.38%
	Estados Unidos	1,340,969	1,242,267	-98,702	-7.36%
	México	569,740	650,152	80,412	14.11%
	SUMA	2,475,288	2,404,060	-71,228	-2.88%

CENTRO AMERICA	Belice	602	748	146	24.25%
	Costa Rica	1,427	1,821	394	27.61%
	El Salvador	640	553	-87	-13.59%
	Guatemala	1,493	1,870	377	25.25%
	Nicaragua	199	143	-56	-28.14%
	Panamá	11,885	5,380	-6,505	-54.73%
	Otros Centro America	1,939	278	-1,661	-85.66%
	SUMA	18,185	10,793	-7,392	-40.65%

CARIBE	Bahamas	39	97	58	148.72%
	Bermudas	114	63	-51	-44.74%
	Cuba	850	588	-262	-30.82%
	Curacao	0	2	2	#¡DIV/0!
	Haiti	65	69	4	6.15%
	Jamaica	218	185	-33	-15.14%
	Puerto Rico	2,826	2,144	-682	-24.13%
	Rep. Dominicana	1,392	1,490	98	7.04%
	Otros Caribe	839	565	-274	-32.66%
SUMA	6,343	5,203	-1,140	-17.97%	

SUDAMERICA	Argentina	175,230	214,843	39,613	22.61%
	Bolivia	3,148	1,734	-1,414	-44.92%
	Brasil	13,202	20,412	7,210	54.61%
	Chile	41,885	56,850	14,965	35.73%
	Colombia	13,672	15,927	2,255	16.49%
	Ecuador	2,080	2,356	276	13.27%
	Paraguay	1,905	2,681	776	40.73%
	Peru	15,177	17,517	2,340	15.42%
	Uruguay	14,812	19,501	4,689	31.66%
	Venezuela	4,570	1,708	-2,862	-62.63%
	Otros Sudamerica	2,874	5,339	2,465	85.77%
	SUMA	288,555	358,868	70,313	24.37%

AFRICA	Argelia	11	6	-5	-45.45%
	Egipto	154	92	-62	-40.26%
	Sudáfrica	300	127	-173	-57.67%
	Otros Africa	2,281	1,150	-1,131	-49.58%
	SUMA	2,746	1,375	-1,371	-49.93%

REGION	PAIS	2017	2018	Var.	%
OCEANIA	Australia	4,597	4,748	151	3.28%
	Nueva Zelanda	375	476	101	26.93%
	Otros Oceania	25	133	108	432.00%
	SUMA	4,997	5,357	360	7.20%

ASIA	Arabia	661	861	200	30.26%
	China	1,610	1,180	-430	-26.71%
	Corea	1,875	1,247	-628	-33.49%
	Filipinas	237	229	-8	-3.38%
	India	588	1,438	850	144.56%
	Israel	1,847	2,146	299	16.19%
	Japón	741	696	-45	-6.07%
	Paquistán	26	22	-4	-15.38%
	Turquia	251	451	200	79.68%
	Otros	2,868	2,820	-48	-1.67%
	SUMA	10,704	11,090	386	3.61%

EUROPA	Alemania	114,352	97,717	-16,635	-14.55%
	Austria	4,582	3,917	-665	-14.51%
	Bélgica	16,213	16,416	203	1.25%
	Bulgaria	495	467	-28	-5.66%
	Dinamarca	1,686	1,260	-426	-25.27%
	España	125,231	152,599	27,368	21.85%
	Finlandia	702	554	-148	-21.08%
	Francia	52,978	55,726	2,748	5.19%
	Gran Bretaña	199,402	198,194	-1,208	-0.61%
	Grecia	326	245	-81	-24.85%
	Holanda	25,686	25,529	-157	-0.61%
	Hungría	435	938	503	115.63%
	Irlanda	1,800	1,586	-214	-11.89%
	Islandia	317	1,737	1,420	447.95%
	Italia	64,885	73,380	8,495	13.09%
	Luxemburgo	631	355	-276	-43.74%
	Mónaco	119	141	22	18.49%
	Noruega	2,111	958	-1,153	-54.62%
	Polonia	7,975	6,110	-1,865	-23.39%
	Portugal	12,584	18,413	5,829	46.32%
	Rep. Checa	3,593	1,205	-2,388	-66.46%
	Rumania	733	896	163	22.24%
	Rusia	5,724	18,230	12,506	218.48%
	Slovenia	198	295	97	48.99%
	Suecia	10,871	8,434	-2,437	-22.42%
	Suiza	10,303	8,809	-1,494	-14.50%
	Otros Europa	35,030	28,575	-6,455	-18.43%
	SUMA	698,962	722,686	23,724	3.39%

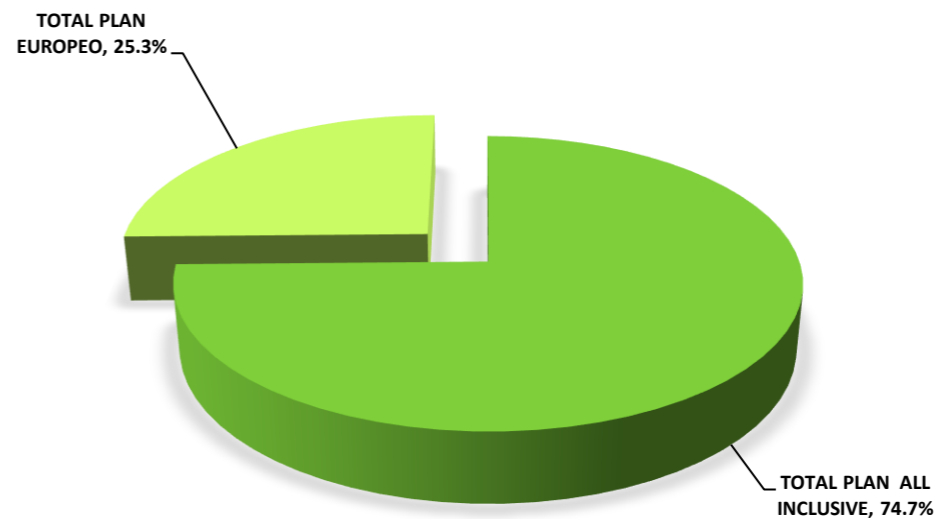
SUMA TOTAL	3,505,780	3,519,432	13,652	0.39%
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AGOSTO 2018

HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMA BAY WELLNESS RESORTS	310	4 estrellas
2 AZUL FIVES	577	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	198	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	35,195	

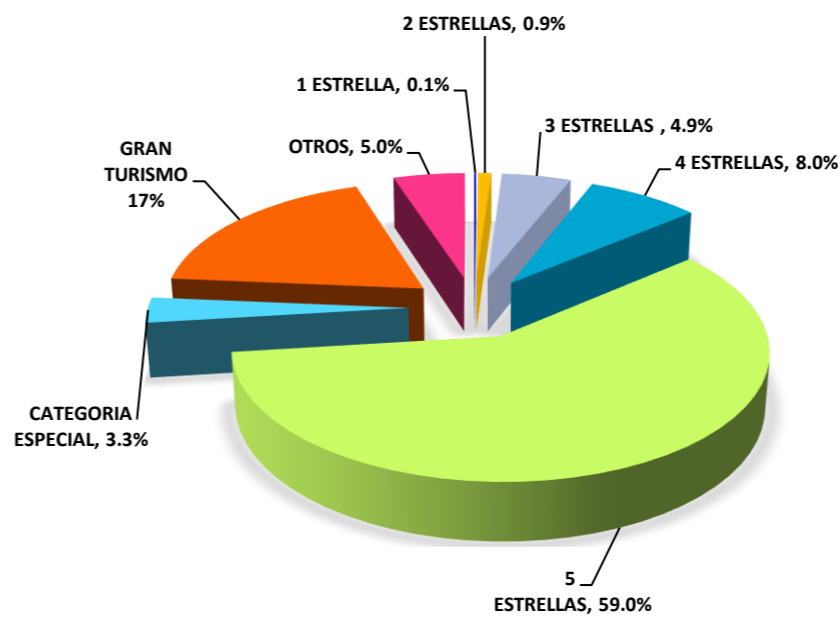
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	35,195	81	74.7%
TOTAL PLAN EUROPEO	11,910	336	25.3%
SUMAS	47,105	417	100.0%

DISTRIBUCIÓN DE CUARTOS POR PLAN DE HOSPEDAJE



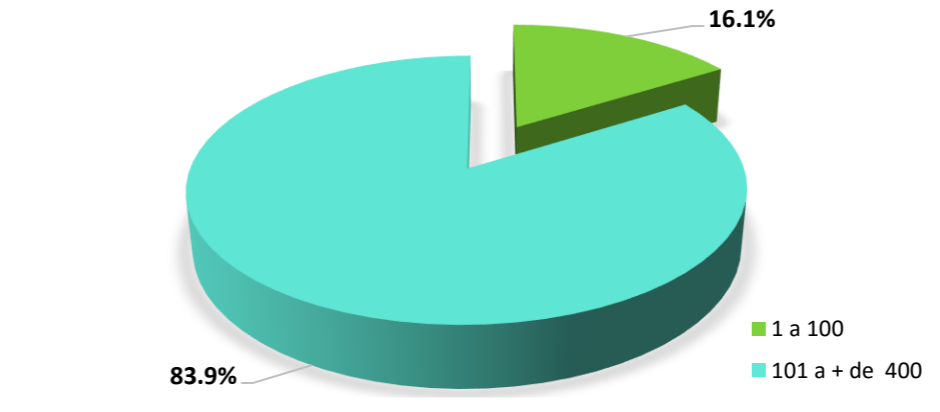
CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	444	22	0.9%
3 ESTRELLAS	2,299	88	4.9%
4 ESTRELLAS	3,750	54	8.0%
5 ESTRELLAS	27,868	72	59.2%
CATEGORIA ESPECIAL	1,546	13	3.3%
GRAN TURISMO	8,766	23	18.6%
OTROS	2,368	143	5.0%
SUMAS	47,105	417	100.0%

DISTRIBUCIÓN DE CUARTOS POR CATEGORIA



RANGO	Cuartos	# Htls.	%
1 a 100	7,576	323	16.1%
101 a + de 400	39,529	94	83.9%
SUMAS	47,105	417	100.0%

DISTRIBUCIÓN DE CUARTOS POR RANGO



INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE
EN LA RIVIERA MAYA POR LOCALIDAD
AGOSTO 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%	8,626	18.3%
PLAYA DEL SECRETO	1	0.2%	540	1.1%
PLAYA PARAISO	12	2.9%	4,130	8.8%
PLAYACAR	24	5.8%	6,771	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%	6,027	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%	47,105	100.0%

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

