



**CONSEJO DE PROMOCIÓN TURÍSTICA
DE QUINTANA ROO**

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

SEPTIEMBRE 2018

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima octava** edición correspondiente al mes de Septiembre 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 47,074 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 SEPTIEMBRE DE 2018

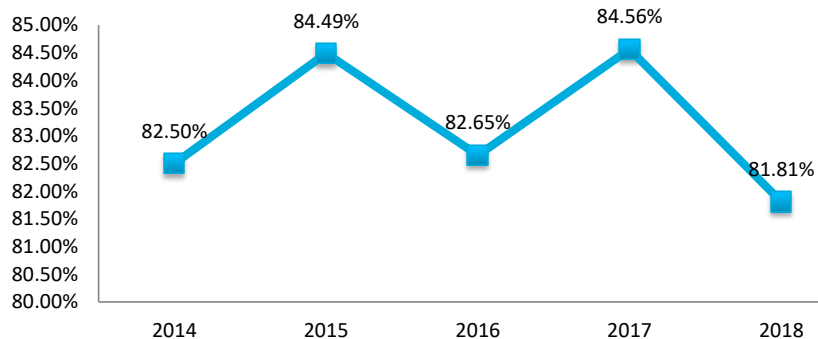
CONCEPTO	SEPTIEMBRE		VARIACIÓN	
	2017	2018	VALOR	%
OCUPACION HOTELERA	2017	2018		
NO. DE CUARTOS	45,254	47,074	1,820	4.02%
CUARTOS NOCHE DISPONIBLES	1,355,660	1,407,276	51,616	3.81%
CUARTOS NOCHE OCUPADOS	973,742	895,500	-78,242	-8.04%
% DE OCUPACION HOTELERA	71.83%	63.63%	-8.19%	
% DE OCUPACION TODO INCLUIDO	74.76%	67.64%	-7.12%	
ESTADIA PROMEDIO	2017	2018		
GENERAL	5.72	5.43	(0.29)	
TURISMO NACIONAL	3.30	3.05	(0.25)	
TURISMO INTERNACIONAL	6.57	6.80	0.23	
TARIFA PROMEDIO (pesos)	\$ 3,163.37	\$ 3,576.61	413	13.06%
AFLUENCIA DEL TURISMO	2017	2018		
TOTAL	351,196	335,111	-16,085	-4.58%
NACIONALES	93,279	91,952	-1,327	-1.42%
EXTRANJEROS	257,917	243,159	-14,758	-5.72%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES	2017	2018		
EUROPA	87,522	101,996		
ESTADOS UNIDOS	96,235	75,353		
CANADÁ	37,235	24,715		
SUDAMERICA	30,532	34,786		
RESTO DEL MUNDO	6,393	6,309		
	257,917	243,159		
PRODUCCIÓN CUARTOS NOCHE	2017	2018		
TOTAL	973,742	895,500	-78,242	-8.04%
NACIONALES	128,260	116,856	-11,404	-8.89%
EXTRANJEROS	845,482	778,644	-66,838	-7.91%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES	2017	2018		
EUROPA (Principales países)	320,392	366,747		
ESTADOS UNIDOS	209,311	174,568		
CANADÁ	103,637	51,696		
SUDAMERICA (Principales países)	67,144	88,621		
RESTO DEL MUNDO	144,998	97,012		
	845,482	778,644		

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

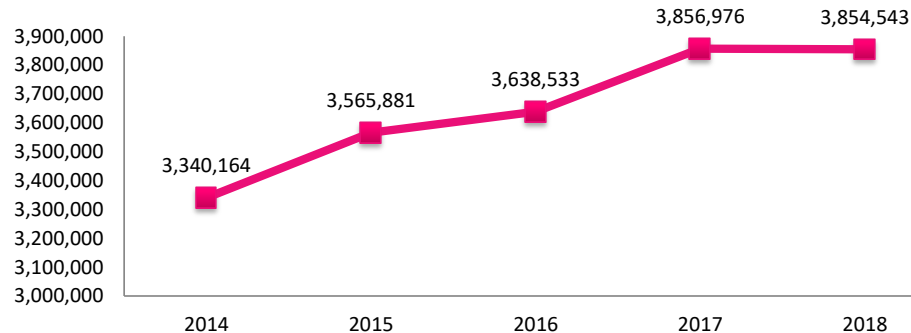
CONCEPTO	ENERO-SEPTIEMBRE		VARIACIÓN	
	2017	2018	VALOR	%
OCUPACION HOTELERA	2017	2018		
NO. DE CUARTOS	45,254	47,074	1,820	4.02%
CUARTOS NOCHE DISPONIBLES	12,315,806	12,662,720	346,914	2.82%
CUARTOS NOCHE OCUPADOS	10,414,589	10,358,980	-55,609	-0.53%
% DE OCUPACION HOTELERA	84.56%	81.81%	-2.76%	
% DE OCUPACION TODO INCLUIDO	86.01%	83.46%	-2.55%	
ESTADIA PROMEDIO	2017	2018		
GENERAL	5.88	5.92	0.04	
TURISMO NACIONAL	3.92	3.80	(0.12)	
TURISMO INTERNACIONAL	6.36	6.41	0.05	
TARIFA PROMEDIO (pesos)	\$ 4,809.28	\$ 5,079.75	270	5.62%
AFLUENCIA DEL TURISMO	2017	2018		
TOTAL	3,856,976	3,854,543	-2,433	-0.06%
NACIONALES	663,019	742,104	79,085	11.93%
EXTRANJEROS	3,193,957	3,112,439	-81,518	-2.55%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES	2017	2018		
EUROPA	786,484	824,682		
ESTADOS UNIDOS	1,437,204	1,317,620		
CANADÁ	601,814	536,356		
SUDAMERICA	319,087	393,654		
RESTO DEL MUNDO	49,368	40,127		
	3,193,957	3,112,439		
PRODUCCIÓN CUARTOS NOCHE	2017	2018		
TOTAL	10,414,589	10,261,968	-152,621	-1.47%
NACIONALES	1,066,181	1,178,042	111,861	10.49%
EXTRANJEROS	9,348,408	9,083,926	-264,482	-2.83%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES	2017	2018		
EUROPA (Principales países)	2,730,109	2,733,275		
ESTADOS UNIDOS	3,117,047	2,855,834		
CANADÁ	1,718,894	1,550,446		
SUDAMERICA (Principales países)	773,677	970,277		
RESTO DEL MUNDO	1,008,681	974,094		
	9,348,408	9,083,926		

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	64.79%	66.80%	68.92%	71.83%	63.63%	-1.16%	-3.17%	-5.29%	-8.20%	289,751	307,738	334,415	351,196	335,111	15.65%	8.89%	0.21%	-4.58%	
OCT																			
NOV																			
DIC																			
Total	82.50%	84.49%	82.65%	84.56%	81.81%	-0.69%	-2.68%	-0.84%	-2.75%	3,340,164	3,565,881	3,638,533	3,856,976	3,854,543	15.40%	8.10%	5.94%	-0.06%	

OCUPACIÓN GENERAL ACUMULADA

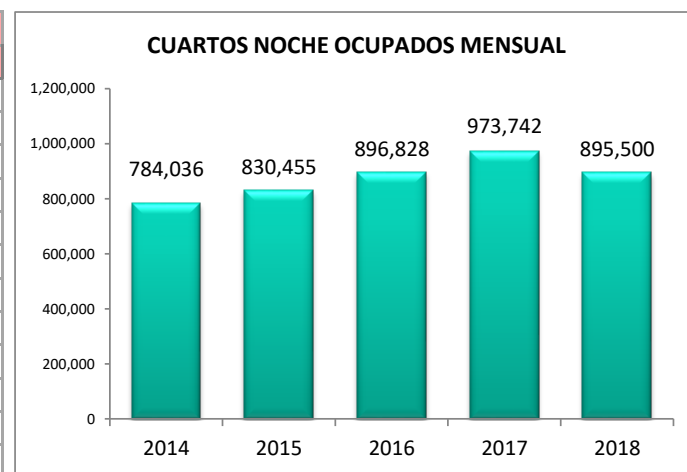


AFLUENCIA GENERAL ACUMULADA



**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	784,036	830,455	896,828	973,742	895,500	14.22%	7.83%	-0.15%	-8.04%
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	9,131,225	9,662,533	9,818,596	10,414,589	10,358,980	13.45%	7.21%	5.50%	-0.53%
ENE-OCT									
ENE-NOV									
ENE-DIC									

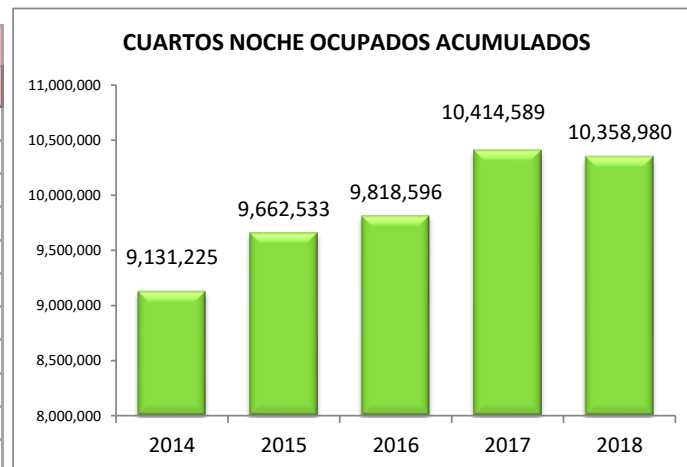


TABLA DE OCUPACION HOTELERA AÑO 2018

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	415	47,074	1,407,276	895,500	63.63%	91,952	27.44%	243,159	72.56%	335,111	5.43
OCTUBRE											
NOVIEMBRE											
DICIEMBRE											

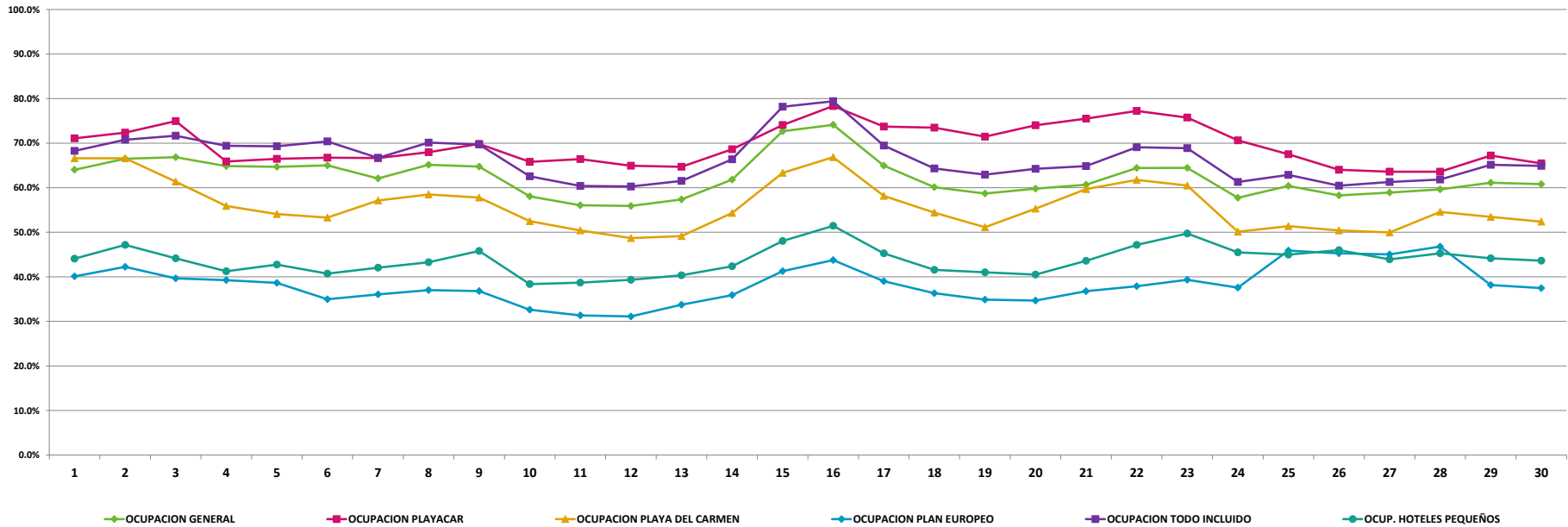
ACUMULADO ANUAL

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	415	47,074	12,662,720	10,358,980	81.81%	742,104	19.25%	3,112,439	80.75%	3,854,543	5.92
ENE-OCT											
ENE-NOV											
ENE-DIC											

CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO
SEPTIEMBRE 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	PROMEDIO
OCUPACION GENERAL	64.0%	66.5%	66.9%	64.9%	64.7%	65.0%	62.1%	65.1%	64.7%	58.1%	56.1%	55.9%	57.4%	61.8%	72.7%	74.1%	65.0%	60.1%	58.7%	59.8%	60.7%	64.4%	64.4%	57.7%	60.4%	58.3%	58.9%	59.6%	61.1%	60.8%	63.63%
OCUPACION PLAYACAR	71.1%	72.4%	75.0%	65.9%	66.5%	66.7%	66.7%	68.0%	69.8%	65.8%	66.4%	64.9%	64.7%	68.6%	74.1%	78.3%	73.7%	73.5%	71.5%	74.0%	75.5%	77.2%	75.8%	70.6%	67.5%	64.0%	63.6%	63.6%	67.2%	65.5%	69.60%
OCUPACION PLAYA DEL CARMEN	66.6%	66.6%	61.4%	55.9%	54.1%	53.3%	57.1%	58.5%	57.8%	52.5%	50.4%	48.7%	49.1%	54.3%	63.3%	66.8%	58.2%	54.4%	51.1%	55.3%	59.7%	61.8%	60.5%	50.1%	51.4%	50.4%	50.0%	54.6%	53.4%	52.4%	55.99%
OCUPACION PLAN EUROPEO	40.1%	42.2%	39.7%	39.3%	38.6%	35.0%	36.1%	37.0%	36.8%	32.6%	31.3%	31.1%	33.7%	35.9%	41.3%	43.8%	39.0%	36.3%	34.9%	34.7%	36.8%	37.9%	39.3%	37.6%	45.9%	45.3%	45.0%	46.8%	38.2%	37.5%	38.32%
OCUPACION TODO INCLUIDO	68.3%	70.8%	71.7%	69.4%	69.3%	70.4%	66.7%	70.1%	69.7%	62.6%	60.4%	60.3%	61.5%	66.4%	78.2%	79.4%	69.5%	64.3%	62.9%	64.3%	64.9%	69.1%	68.9%	61.3%	62.9%	60.5%	61.3%	61.8%	65.1%	64.9%	67.64%
OCUP. HOTELES PEQUEÑOS	44.1%	47.2%	44.2%	41.2%	42.7%	40.7%	42.0%	43.3%	45.8%	38.4%	38.7%	39.3%	40.3%	42.4%	48.0%	51.4%	45.3%	41.6%	41.0%	40.5%	43.6%	47.2%	49.7%	45.5%	45.0%	46.0%	43.9%	45.3%	44.2%	43.6%	43.73%

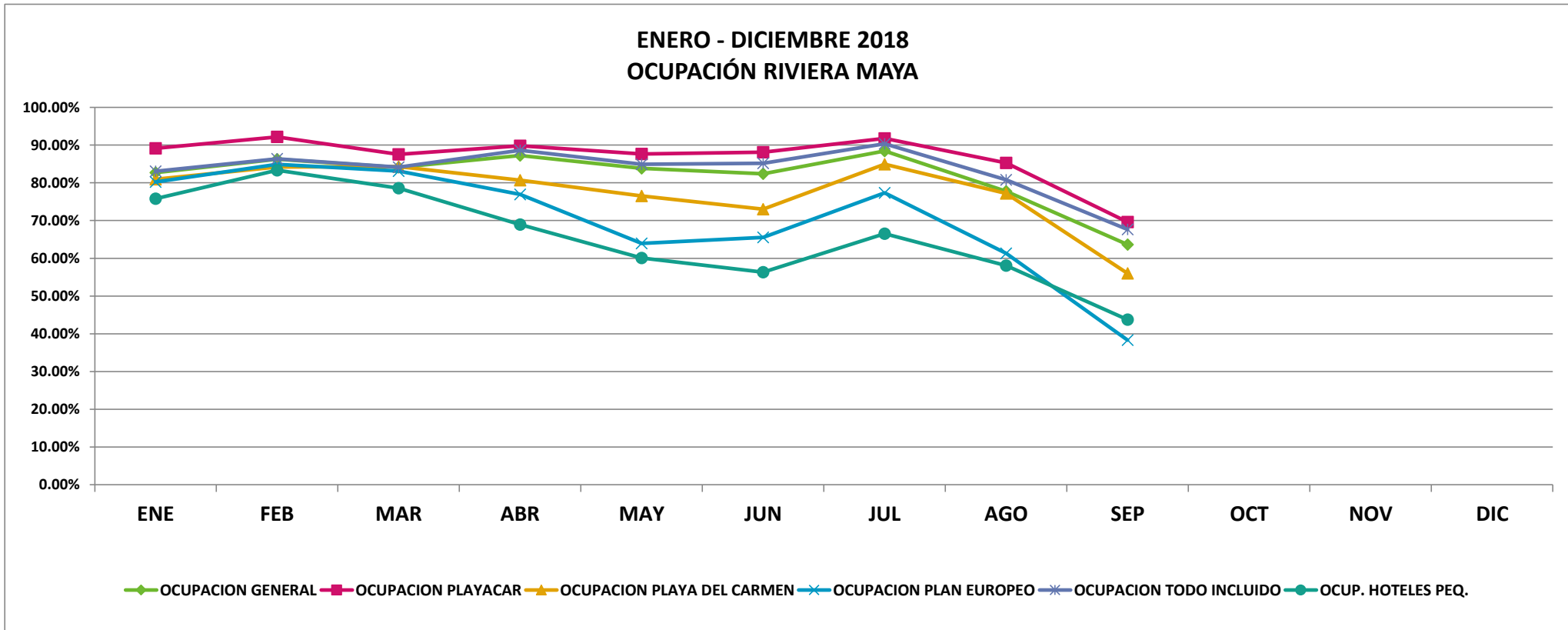
SEPTIEMBRE 2018
OCUPACIÓN HOTELERA RIVIERA MAYA



OCUPACIÓN HOTELERA MENSUAL

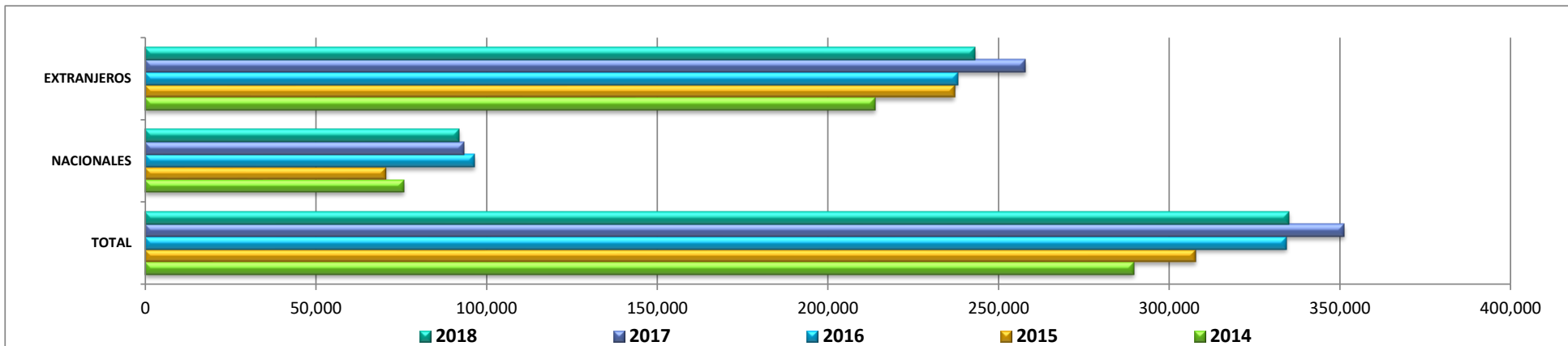
ENERO - DICIEMBRE 2018

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%	63.63%				81.81%
OCUPACION PLAYACAR	89.16%	92.16%	87.55%	89.81%	87.62%	88.14%	91.79%	85.29%	69.60%				86.79%
OCUPACION PLAYA DEL CARMEN	80.94%	84.22%	84.32%	80.67%	76.49%	72.99%	84.94%	77.17%	55.99%				77.53%
OCUPACION PLAN EUROPEO	80.22%	84.90%	83.11%	76.93%	63.93%	65.54%	77.34%	61.33%	38.32%				70.18%
OCUPACION TODO INCLUIDO	83.07%	86.37%	84.17%	88.62%	84.94%	85.19%	90.35%	80.80%	67.64%				83.46%
OCUP. HOTELES PEQ.	75.81%	83.34%	78.58%	68.96%	60.10%	56.34%	66.51%	58.04%	43.73%				65.71%



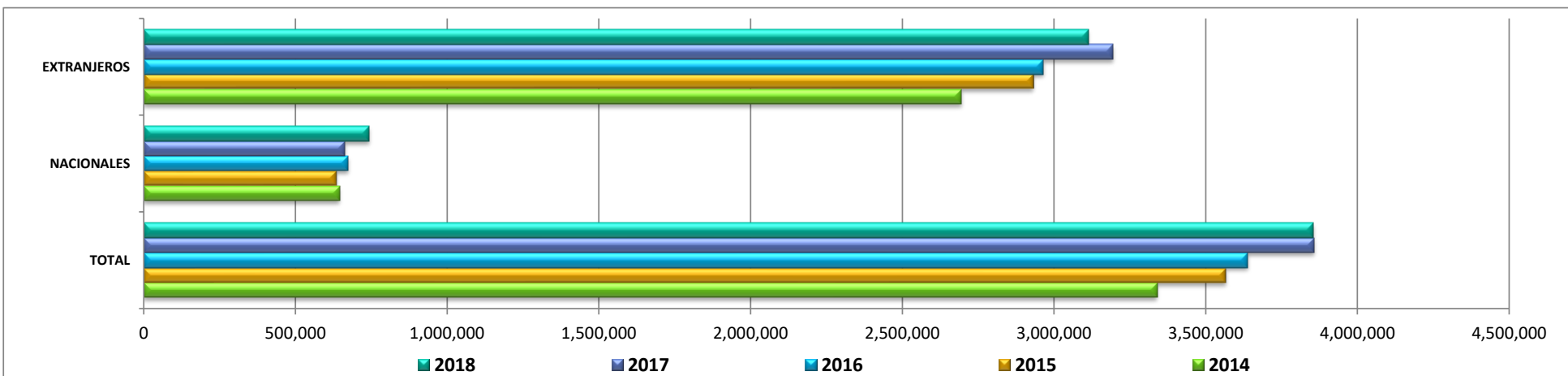
AFLUENCIA DEL TURISMO SEPTIEMBRE 2014-2018

AFLUENCIA DEL TURISMO	2014		2015		2016		2017		2018		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2018-14	2018-15	2018-16	2018-17
TOTAL	289,751	100.00%	307,738	100.00%	334,415	100.00%	351,196	100.00%	335,111	100.00%	15.65%	8.89%	0.21%	-4.58%
NACIONALES	75,839	26.17%	70,699	22.97%	96,413	28.83%	93,279	26.56%	91,952	27.44%	21.25%	30.06%	-4.63%	-1.42%
EXTRANJEROS	213,912	73.83%	237,039	77.03%	238,002	71.17%	257,917	73.44%	243,159	72.56%	13.67%	2.58%	2.17%	-5.72%



ENERO - SEPTIEMBRE 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	3,340,164	100.00%	3,565,881	100.00%	3,638,533	100.00%	3,856,976	100.00%	3,854,543	100.00%	15.40%	8.10%	5.94%	-0.06%
NACIONALES	646,034	19.34%	635,034	17.81%	674,047	18.53%	663,019	17.19%	742,104	19.25%	14.87%	16.86%	10.10%	11.93%
EXTRANJEROS	2,694,130	80.66%	2,930,847	82.19%	2,964,486	81.47%	3,193,957	82.81%	3,112,439	80.75%	15.53%	6.20%	4.99%	-2.55%

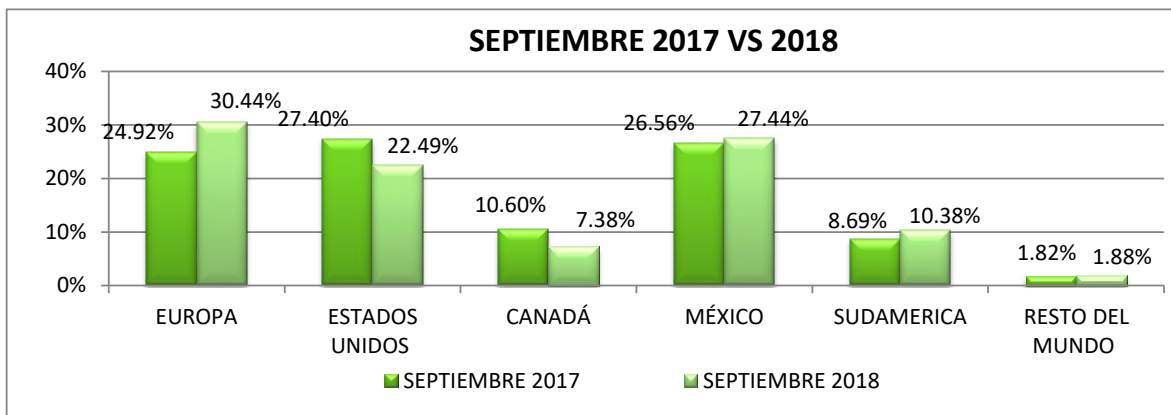


PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENE-SEP 2018

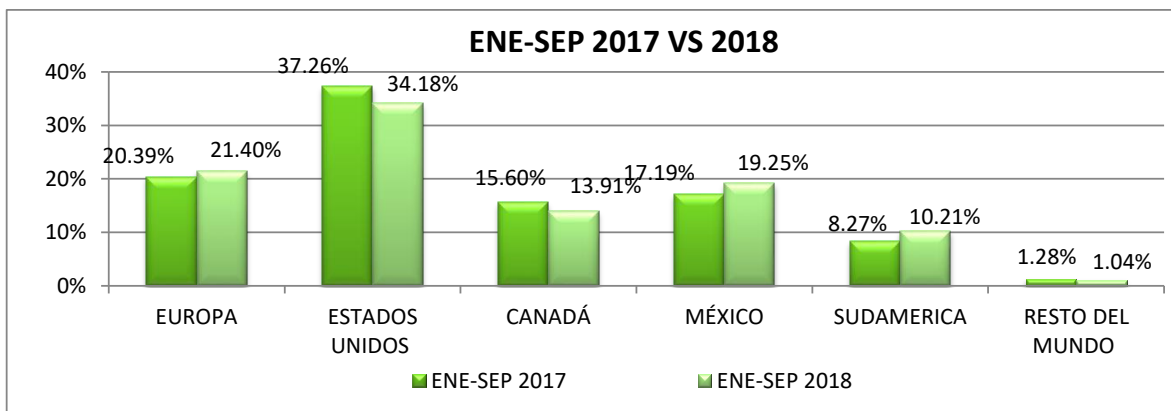
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	536,356	13.91	Bahamas	100	0.00	Alemania	110,176	2.86
Estados Unidos	1,317,620	34.18	Bermudas	63	0.00	Austria	4,050	0.11
México	742,104	19.25	Cuba	704	0.02	Bélgica	18,121	0.47
SUMA	2,596,080	67.35	Curacao	2	0.00	Bulgaria	498	0.01
			Haiti	72	0.00	Dinamarca	1,279	0.03
			Jamaica	237	0.01	España	178,374	4.63
			Puerto Rico	2,272	0.06	Finlandia	566	0.01
			Rep. Dominicana	1,620	0.04	Francia	59,910	1.55
			Otros	624	0.02	Gran Bretaña	233,350	6.05
			SUMA	5,694	0.15	Grecia	266	0.01
						Holanda	27,871	0.72
2.- CENTRO AMERICA			5.-OCEANIA			8.-EUROPA		
Belice	847	0.02	Australia	5,426	0.14	Hungria	990	0.03
Costa Rica	2,146	0.06	Nueva Zelanda	535	0.01	Irlanda	1,749	0.05
El Salvador	629	0.02	Otros	133	0.00	Islandia	1,747	0.05
Guatemala	2,276	0.06	SUMA	6,094	0.16	Italia	78,503	2.04
Nicaragua	148	0.00				Luxemburgo	384	0.01
Panamá	7,544	0.20				Mónaco	144	0.00
Otros	311	0.01				Noruega	980	0.03
SUMA	13,901	0.36				Polonia	7,203	0.19
			6.- ASIA			GRAN TOTAL		
			Arabia	871	0.02		3,854,543	100.00
			China	1,310	0.03			
			Corea	1,781	0.05			
			Filipinas	248	0.01			
			India	1,675	0.04			
			Israel	2,660	0.07			
			Japón	821	0.02			
			Paquistan	22	0.00			
			Turquia	477	0.01			
			Otros	3,031	0.08			
			SUMA	12,896	0.33			
			7.- AFRICA					
			Argelia	77	0.00			
			Egipto	111	0.00			
			Sudáfrica	137	0.00			
			Otros	1,217	0.03			
			SUMA	1542	0.04			

COMPARATIVO DE PROCEDENCIA DEL TURISMO POR REGIONES

REGION	SEPTIEMBRE 2017		SEPTIEMBRE 2018		% VAR. 2017-2018
	TURISTAS	%	TURISTAS	%	
EUROPA	87,522	24.92%	101,996	30.44%	16.54%
ESTADOS UNIDOS	96,235	27.40%	75,353	22.49%	-21.70%
CANADÁ	37,235	10.60%	24,715	7.38%	-33.62%
MÉXICO	93,279	26.56%	91,952	27.44%	-1.42%
SUDAMERICA	30,532	8.69%	34,786	10.38%	13.93%
RESTO DEL MUNDO	6,393	1.82%	6,309	1.88%	-1.31%
SUMAS	351,196	100.00%	335,111	100.00%	-4.58%



REGION	ENE-SEP 2017		ENE-SEP 2018		% VAR. 2017-2018
	TURISTAS	%	TURISTAS	%	
EUROPA	786,484	20.39%	824,682	21.40%	4.86%
ESTADOS UNIDOS	1,437,204	37.26%	1,317,620	34.18%	-8.32%
CANADÁ	601,814	15.60%	536,356	13.91%	-10.88%
MÉXICO	663,019	17.19%	742,104	19.25%	11.93%
SUDAMERICA	319,087	8.27%	393,654	10.21%	23.37%
RESTO DEL MUNDO	49,368	1.28%	40,127	1.04%	-18.72%
SUMAS	3,856,976	100.00%	3,854,543	100.00%	-0.06%



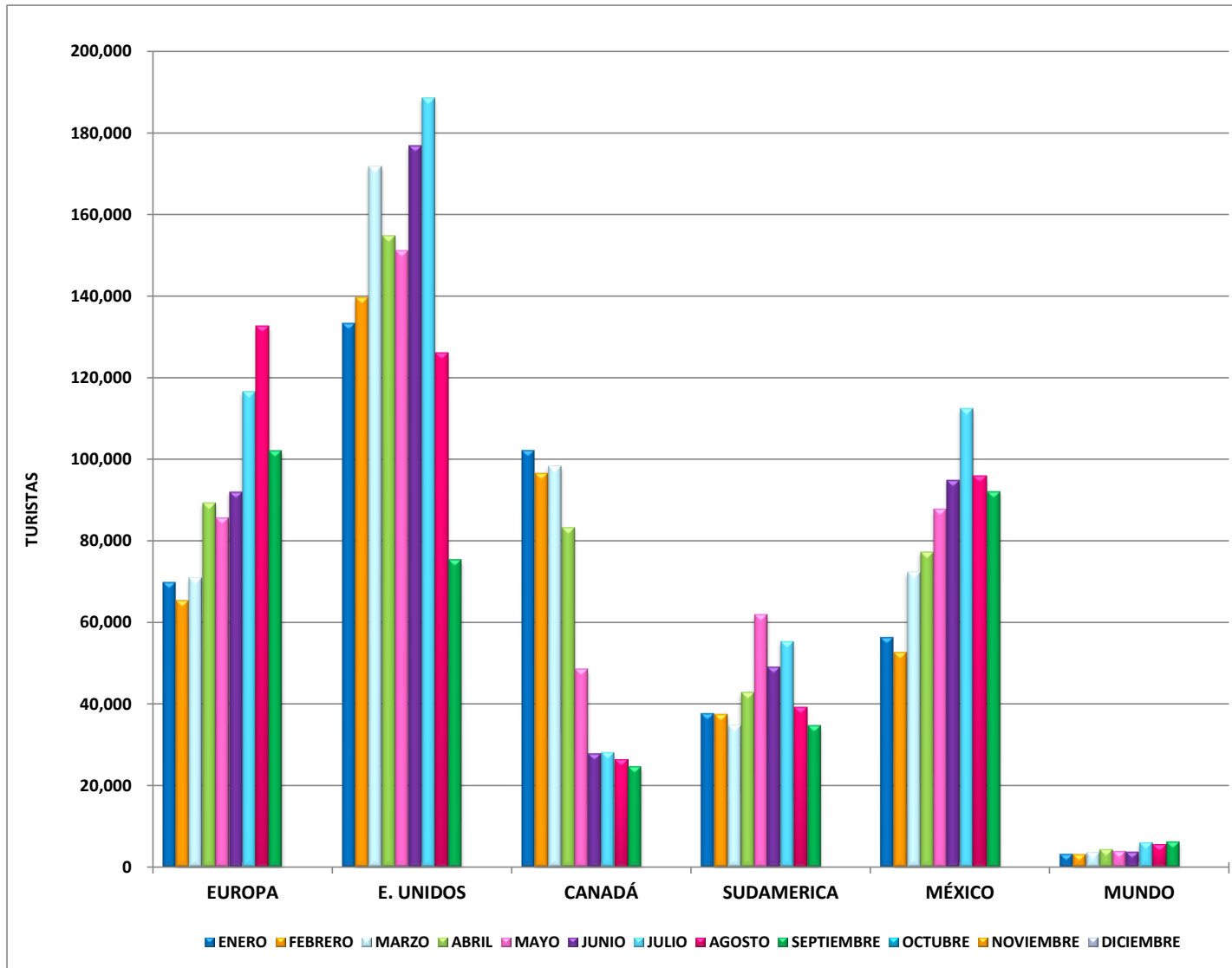
PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2018

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	101,996	30.4	75,353	22.5	24,715	7.4	34,786	10.4	91,952	27.4	6,309	1.9	335,111	100.0
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

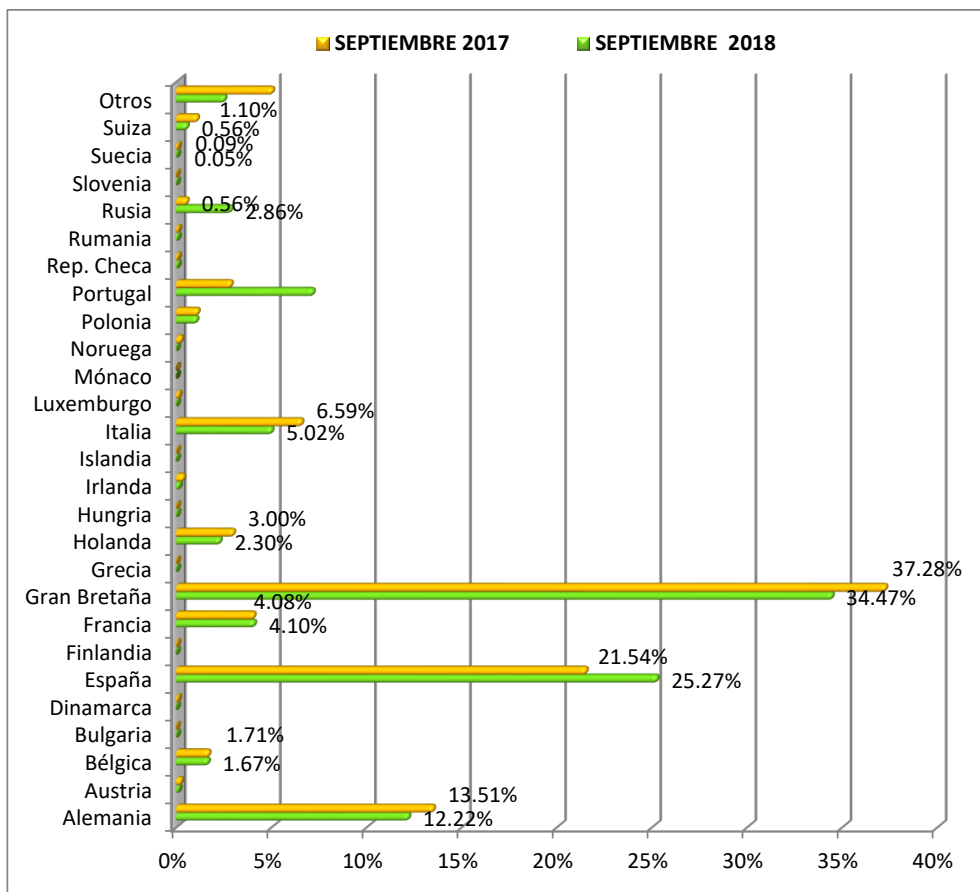
ENE-FEB	135,223	17.0	272,967	34.2	198,736	24.9	75,202	9.4	109,037	13.7	6,440	0.8	797,605	100.0
ENE-MAR	206,274	16.5	444,767	35.6	297,111	23.8	110,091	8.8	181,461	14.5	10,045	0.8	1,249,749	100.0
ENE-ABR	295,709	17.4	599,633	35.2	380,464	22.4	153,063	9.0	258,825	15.2	14,432	0.8	1,702,126	100.0
ENE-MAY	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	824,682	21.4	1,317,620	34.2	536,356	13.9	393,654	10.2	742,104	19.3	40,127	1.0	3,854,543	100.0
ENE-OCT														
ENE-NOV														
ENE-DIC														

GRAFICA PROCEDENCIA DEL TURISMO POR REGIONES DESGLOSE MENSUAL 2018



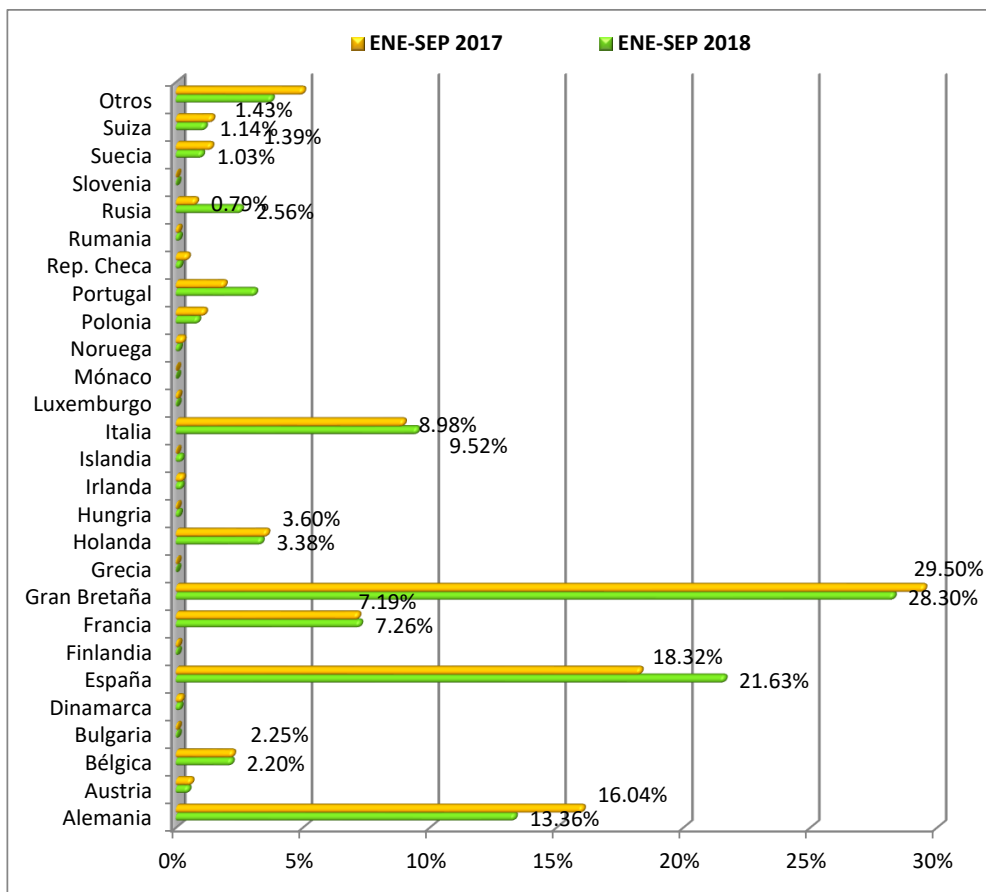
**DESGLOSE DE PROCEDENCIA GEOGRÁFICA
DEL TURISMO EUROPEO
SEPTIEMBRE 2018 VS 2017**

PAIS	SEPTIEMBRE 2017		SEPTIEMBRE 2018	
	PAX	%	PAX	%
Alemania	11,827	13.51%	12,459	12.22%
Austria	212	0.24%	133	0.13%
Bélgica	1,497	1.71%	1,705	1.67%
Bulgaria	9	0.01%	31	0.03%
Dinamarca	84	0.10%	19	0.02%
España	18,855	21.54%	25,775	25.27%
Finlandia	41	0.05%	12	0.01%
Francia	3,570	4.08%	4,184	4.10%
Gran Bretaña	32,626	37.28%	35,156	34.47%
Grecia	23	0.03%	21	0.02%
Holanda	2,628	3.00%	2,342	2.30%
Hungría	20	0.02%	52	0.05%
Irlanda	328	0.37%	163	0.16%
Islandia	17	0.02%	10	0.01%
Italia	5,767	6.59%	5,123	5.02%
Luxemburgo	122	0.14%	29	0.03%
Mónaco	5	0.01%	3	0.00%
Noruega	218	0.25%	22	0.02%
Polonia	995	1.14%	1,093	1.07%
Portugal	2,522	2.88%	7,331	7.19%
Rep. Checa	84	0.10%	88	0.09%
Rumania	100	0.11%	86	0.08%
Rusia	491	0.56%	2,918	2.86%
Slovenia	11	0.01%	24	0.02%
Suecia	81	0.09%	50	0.05%
Suiza	966	1.10%	574	0.56%
Otros	4,423	5.05%	2,593	2.54%
SUMA	87,522	100.00%	101,996	100.00%



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

PAIS	ENE-SEP 2017		ENE-SEP 2018	
	PAX	%	PAX	%
Alemania	126,179	16.04%	110,176	13.36%
Austria	4,794	0.61%	4,050	0.49%
Bélgica	17,710	2.25%	18,121	2.20%
Bulgaria	504	0.06%	498	0.06%
Dinamarca	1,770	0.23%	1,279	0.16%
España	144,086	18.32%	178,374	21.63%
Finlandia	743	0.09%	566	0.07%
Francia	56,548	7.19%	59,910	7.26%
Gran Bretaña	232,028	29.50%	233,350	28.30%
Grecia	349	0.04%	266	0.03%
Holanda	28,314	3.60%	27,871	3.38%
Hungría	455	0.06%	990	0.12%
Irlanda	2,128	0.27%	1,749	0.21%
Islandia	334	0.04%	1,747	0.21%
Italia	70,652	8.98%	78,503	9.52%
Luxemburgo	753	0.10%	384	0.05%
Mónaco	124	0.02%	144	0.02%
Noruega	2,329	0.30%	980	0.12%
Polonia	8,970	1.14%	7,203	0.87%
Portugal	15,106	1.92%	25,744	3.12%
Rep. Checa	3,677	0.47%	1,293	0.16%
Rumania	833	0.11%	982	0.12%
Rusia	6,215	0.79%	21,148	2.56%
Slovenia	209	0.03%	319	0.04%
Suecia	10,952	1.39%	8,484	1.03%
Suiza	11,269	1.43%	9,383	1.14%
Otros	39,453	5.02%	31,168	3.78%
SUMA	786,484	100.00%	824,682	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%		

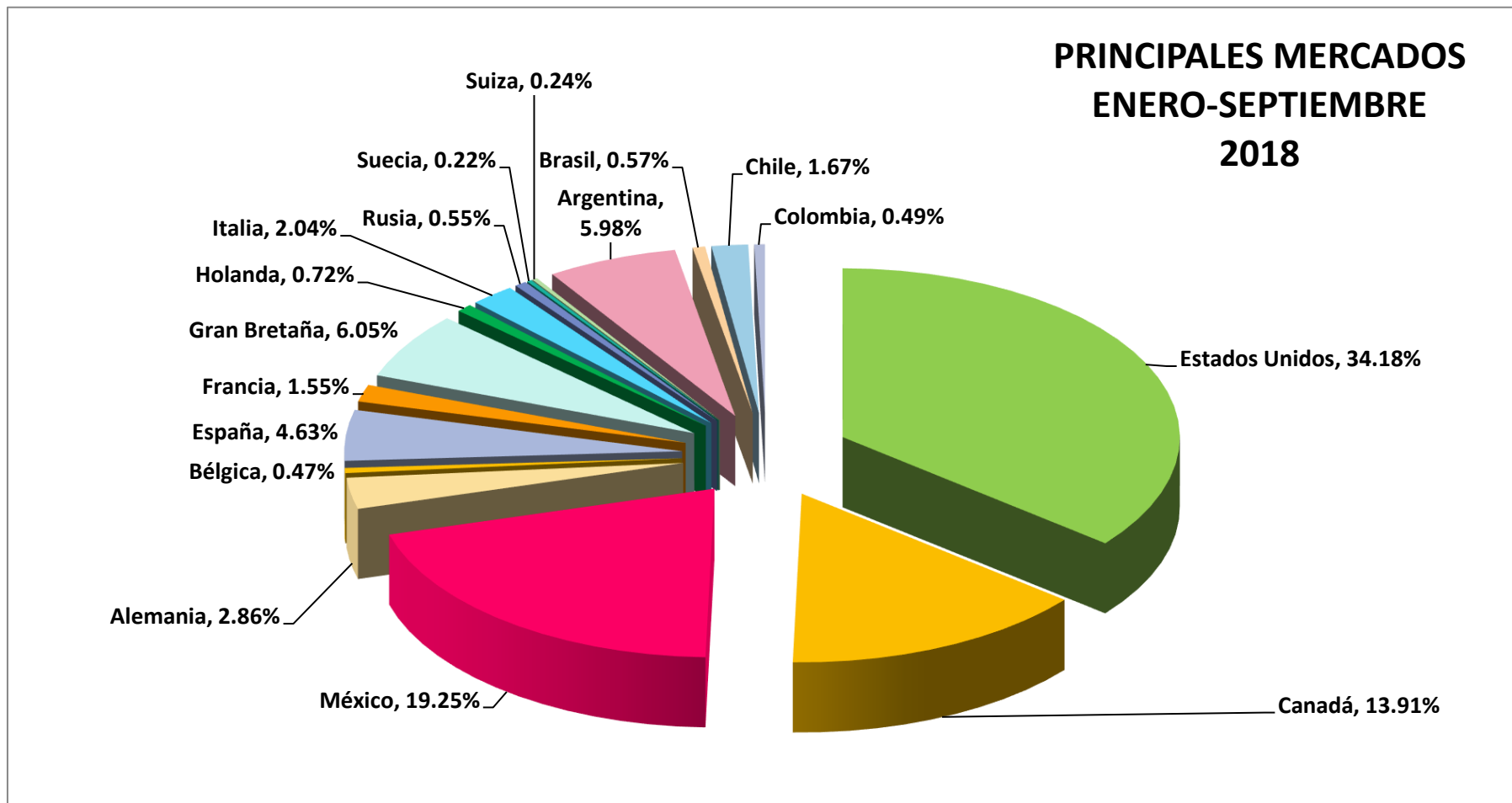
Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

**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%	75,353	22.49%							1,317,620	34.18%	1	1
2 Canadá	28,171	5.55%	26,409	6.20%	24,715	7.38%							536,356	13.91%	3	3
3 México	112,454	22.17%	96,036	22.55%	91,952	27.44%							742,104	19.25%	2	2
4 Alemania	11,631	2.29%	10,655	2.50%	12,459	3.72%							110,176	2.86%	7	7
5 Bélgica	3,305	0.65%	2,412	0.57%	1,705	0.51%							18,121	0.47%	12	15
6 España	33,614	6.63%	40,991	9.63%	25,775	7.69%							178,374	4.63%	6	6
7 Francia	5,704	1.12%	10,172	2.39%	4,184	1.25%							59,910	1.55%	9	10
8 Gran Bretaña	37,171	7.33%	37,865	8.89%	35,156	10.49%							233,350	6.05%	4	4
9 Holanda	2,948	0.58%	2,787	0.65%	2,342	0.70%							27,871	0.72%	11	11
10 Italia	10,700	2.11%	14,678	3.45%	5,123	1.53%							78,503	2.04%	8	8
11 Rusia	1,082	0.21%	1,859	0.44%	2,918	0.87%							21,148	0.55%	17	13
12 Suecia	184	0.04%	71	0.02%	50	0.01%							8,484	0.22%	16	17
13 Suiza	1,408	0.28%	1,017	0.24%	574	0.17%							9,383	0.24%	15	16
14 Argentina	27,594	5.44%	19,092	4.48%	15,598	4.65%							230,441	5.98%	5	5
15 Brasil	3,619	0.71%	1,839	0.43%	1,631	0.49%							22,043	0.57%	14	12
16 Chile	12,382	2.44%	6,696	1.57%	7,504	2.24%							64,354	1.67%	10	9
17 Colombia	2,710	0.53%	3,172	0.74%	2,807	0.84%							18,734	0.49%	13	14
Resto del mundo	23,957	4.72%	24,073	5.65%	25,265	7.54%							177,571	4.61%		
AFLUENCIA	507,258	100.00%	425,801	100.00%	335,111	100.00%							3,854,543	100.00%		

PRINCIPALES MERCADOS

ENERO - SEPTIEMBRE
2018

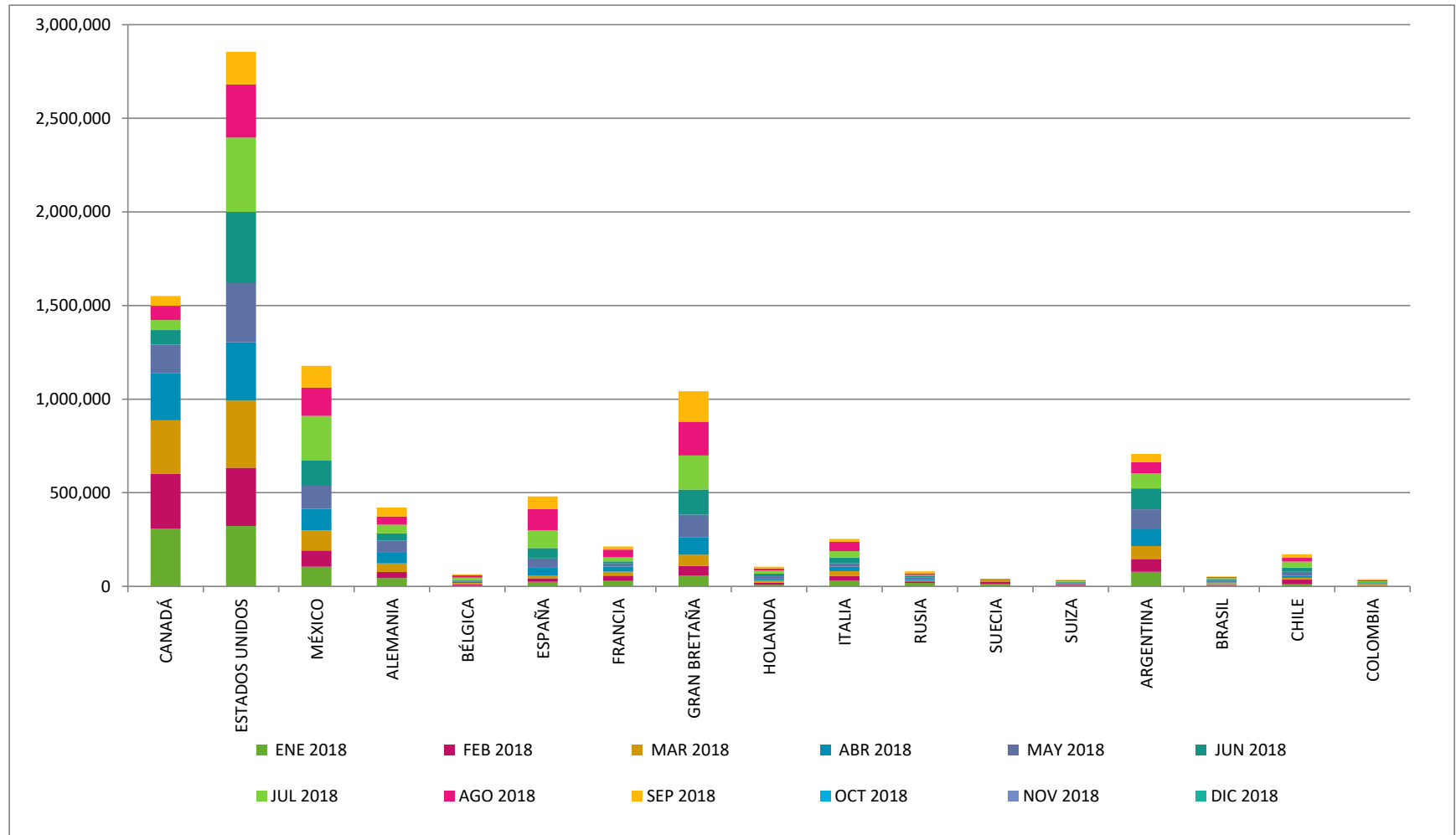


PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRODUCCIÓN CUARTOS NOCHE

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	Ctos. Noche
NORTE AMERICA														
CANADÁ	306,378	293,825	286,107	253,532	150,258	79,089	53,525	76,036	51,696				1,550,446	16.7%
ESTADOS UNIDOS	321,876	311,657	358,633	311,668	315,465	381,098	396,896	283,973	174,568				2,855,834	30.7%
MÉXICO	105,511	86,198	107,127	115,401	123,643	136,228	236,622	150,456	116,856				1,178,042	12.7%
SUMA	733,765	691,680	751,867	680,601	589,366	596,415	687,043	510,465	343,120	0	0	0	5,584,322	60.1%
EUROPA														
ALEMANIA	43,912	32,347	46,633	57,290	64,547	38,197	47,009	44,041	47,552				421,528	4.5%
BÉLGICA	5,454	5,158	7,385	6,764	6,384	2,473	13,303	11,447	6,451				64,819	0.7%
ESPAÑA	24,022	19,520	12,659	46,329	46,205	55,447	93,979	113,921	68,089				480,171	5.2%
FRANCIA	28,764	28,552	21,377	27,244	16,332	10,669	21,533	42,214	16,265				212,950	2.3%
GRAN BRETAÑA	58,246	51,043	60,016	93,296	120,137	134,486	181,828	180,490	162,450				1,041,992	11.2%
HOLANDA	8,840	10,726	10,323	9,926	13,552	15,214	14,900	11,496	9,954				104,931	1.1%
ITALIA	31,622	24,213	25,569	23,191	18,298	31,171	33,527	49,844	15,796				253,231	2.7%
RUSIA	17,780	8,793	5,341	5,172	10,180	10,146	3,792	7,498	10,870				79,572	0.9%
SUECIA	13,266	12,220	11,816	397	467	163	725	210	127				39,391	0.4%
SUIZA	4,750	4,059	2,861	5,628	3,878	2,376	5,057	3,873	2,208				34,690	0.4%
SUMA	236,656	196,631	203,980	275,237	299,980	300,342	415,653	465,034	339,762	0	0	0	2,733,275	29.4%
SUDAMERICA														
ARGENTINA	77,638	68,838	69,204	89,070	107,266	111,355	80,827	59,503	43,739				707,440	7.6%
BRASIL	7403	3,457	5647	4,066	8,517	6,834	8,776	4,559	3717				52,976	0.6%
CHILE	10,700	25,866	9338	10,402	21,728	21,686	32,658	19,697	19448				171,523	1.8%
COLOMBIA	5,183	1,027	3830	2,244	3,041	5,886	6,131	6,516	4480				38,338	0.4%
SUMA	100,924	99,188	88,019	105,782	140,552	145,761	128,392	90,275	71,384	0	0	0	970,277	10.4%
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	754,266	0	0	0	9,287,874	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	895,500				10,358,980	89.7%

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**



COMPARATIVO POR PAISES DE LOS AÑOS 2018 VS 2017
SEPTIEMBRE

REGION	PAIS	2017	2018	Var.	%
NORTE AMERICA	Canadá	37,235	24,715	-12,520	-33.62%
	Estados Unidos	96,235	75,353	-20,882	-21.70%
	México	93,279	91,952	-1,327	-1.42%
	SUMA	226,749	192,020	-34,729	-15.32%

CENTRO AMERICA	Belice	25	99	74	296.00%
	Costa Rica	287	325	38	13.24%
	El Salvador	50	76	26	52.00%
	Guatemala	175	406	231	132.00%
	Nicaragua	9	5	-4	-44.44%
	Panamá	2,624	2,164	-460	-17.53%
	Otros Centro America	31	33	2	6.45%
SUMA	3,201	3,108	-93	-2.91%	

CARIBE	Bahamas	14	3	-11	-78.57%
	Bermudas	5	0	-5	-100.00%
	Cuba	115	116	1	0.87%
	Curacao	0	0	0	#¡DIV/0!
	Haiti	19	3	-16	-84.21%
	Jamaica	22	52	30	136.36%
	Puerto Rico	61	128	67	109.84%
	Rep. Dominicana	181	130	-51	-28.18%
	Otros Caribe	61	59	-2	-3.28%
SUMA	478	491	13	2.72%	

SUDAMERICA	Argentina	15,130	15,598	468	3.09%
	Bolivia	284	202	-82	-28.87%
	Brasil	2,115	1,631	-484	-22.88%
	Chile	5,502	7,504	2,002	36.39%
	Colombia	1,861	2,807	946	50.83%
	Ecuador	183	237	54	29.51%
	Paraguay	315	306	-9	-2.86%
	Peru	2,416	2,088	-328	-13.58%
	Uruguay	1,756	3,075	1,319	75.11%
	Venezuela	310	280	-30	-9.68%
	Otros Sudamerica	660	1,058	398	60.30%
SUMA	30,532	34,786	4,254	13.93%	

AFRICA	Argelia	0	71	71	#¡DIV/0!
	Egipto	8	19	11	137.50%
	Sudáfrica	6	10	4	66.67%
	Otros Africa	298	67	-231	-77.52%
	SUMA	312	167	-145	-46.47%

REGION	PAIS	2017	2018	Var.	%
OCEANIA	Australia	658	678	20	3.04%
	Nueva Zelanda	90	59	-31	-34.44%
	Otros Oceania	8	0	-8	-100.00%
	SUMA	756	737	-19	-2.51%

ASIA	Arabia	31	10	-21	-67.74%
	China	172	130	-42	-24.42%
	Corea	156	534	378	242.31%
	Filipinas	25	19	-6	-24.00%
	India	48	237	189	393.75%
	Israel	601	514	-87	-14.48%
	Japón	187	125	-62	-33.16%
	Paquistán	3	0	-3	-100.00%
	Turquia	28	26	-2	-7.14%
	Otros	395	211	-184	-46.58%
	SUMA	1,646	1,806	160	9.72%

EUROPA	Alemania	11,827	12,459	632	5.34%
	Austria	212	133	-79	-37.26%
	Bélgica	1,497	1,705	208	13.89%
	Bulgaria	9	31	22	244.44%
	Dinamarca	84	19	-65	-77.38%
	España	18,855	25,775	6,920	36.70%
	Finlandia	41	12	-29	-70.73%
	Francia	3,570	4,184	614	17.20%
	Gran Bretaña	32,626	35,156	2,530	7.75%
	Grecia	23	21	-2	-8.70%
	Holanda	2,628	2,342	-286	-10.88%
	Hungria	20	52	32	160.00%
	Irlanda	328	163	-165	-50.30%
	Islandia	17	10	-7	-41.18%
	Italia	5,767	5,123	-644	-11.17%
	Luxemburgo	122	29	-93	-76.23%
	Mónaco	5	3	-2	-40.00%
	Noruega	218	22	-196	-89.91%
	Polonia	995	1,093	98	9.85%
	Portugal	2,522	7,331	4,809	190.68%
	Rep. Checa	84	88	4	4.76%
	Rumania	100	86	-14	-14.00%
	Rusia	491	2,918	2,427	494.30%
	Slovenia	11	24	13	118.18%
	Suecia	81	50	-31	-38.27%
	Suiza	966	574	-392	-40.58%
	Otros Europa	4,423	2,593	-1,830	-41.37%
	SUMA	87,522	101,996	14,474	16.54%

SUMA TOTAL	351,196	335,111	-16,085	-4.58%
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COMPARATIVO POR PAISES DE LOS AÑOS 2018 VS 2017
ENERO -SEPTIEMBRE

REGION	PAIS	2017	2018	Var.	%
NORTE AMERICA	Canadá	601,814	536,356	-65,458	-10.88%
	Estados Unidos	1,437,204	1,317,620	-119,584	-8.32%
	México	663,019	742,104	79,085	11.93%
	SUMA	2,702,037	2,596,080	-105,957	-3.92%

CENTRO AMERICA	Belice	627	847	220	35.09%
	Costa Rica	1,714	2,146	432	25.20%
	El Salvador	690	629	-61	-8.84%
	Guatemala	1,668	2,276	608	36.45%
	Nicaragua	208	148	-60	-28.85%
	Panamá	14,509	7,544	-6,965	-48.00%
	Otros Centro America	1,970	311	-1,659	-84.21%
SUMA	21,386	13,901	-7,485	-35.00%	

CARIBE	Bahamas	53	100	47	88.68%
	Bermudas	119	63	-56	-47.06%
	Cuba	965	704	-261	-27.05%
	Curacao	0	2	2	#¡DIV/0!
	Haiti	84	72	-12	-14.29%
	Jamaica	240	237	-3	-1.25%
	Puerto Rico	2,887	2,272	-615	-21.30%
	Rep. Dominicana	1,573	1,620	47	2.99%
	Otros Caribe	900	624	-276	-30.67%
SUMA	6,821	5,694	-1,127	-16.52%	

SUDAMERICA	Argentina	190,360	230,441	40,081	21.06%
	Bolivia	3,432	1,936	-1,496	-43.59%
	Brasil	15,317	22,043	6,726	43.91%
	Chile	47,387	64,354	16,967	35.81%
	Colombia	15,533	18,734	3,201	20.61%
	Ecuador	2,263	2,593	330	14.58%
	Paraguay	2,220	2,987	767	34.55%
	Peru	17,593	19,605	2,012	11.44%
	Uruguay	16,568	22,576	6,008	36.26%
	Venezuela	4,880	1,988	-2,892	-59.26%
	Otros Sudamerica	3,534	6,397	2,863	81.01%
	SUMA	319,087	393,654	74,567	23.37%

AFRICA	Argelia	11	77	66	600.00%
	Egipto	162	111	-51	-31.48%
	Sudáfrica	306	137	-169	-55.23%
	Otros Africa	2,579	1,217	-1,362	-52.81%
	SUMA	3,058	1,542	-1,516	-49.57%

REGION	PAIS	2017	2018	Var.	%
OCEANIA	Australia	5,255	5,426	171	3.25%
	Nueva Zelanda	465	535	70	15.05%
	Otros Oceania	33	133	100	303.03%
	SUMA	5,753	6,094	341	5.93%

ASIA	Arabia	692	871	179	25.87%
	China	1,782	1,310	-472	-26.49%
	Corea	2,031	1,781	-250	-12.31%
	Filipinas	262	248	-14	-5.34%
	India	636	1,675	1,039	163.36%
	Israel	2,448	2,660	212	8.66%
	Japón	928	821	-107	-11.53%
	Paquistán	29	22	-7	-24.14%
	Turquía	279	477	198	70.97%
	Otros	3,263	3,031	-232	-7.11%
	SUMA	12,350	12,896	546	4.42%

EUROPA	Alemania	126,179	110,176	-16,003	-12.68%
	Austria	4,794	4,050	-744	-15.52%
	Bélgica	17,710	18,121	411	2.32%
	Bulgaria	504	498	-6	-1.19%
	Dinamarca	1,770	1,279	-491	-27.74%
	España	144,086	178,374	34,288	23.80%
	Finlandia	743	566	-177	-23.82%
	Francia	56,548	59,910	3,362	5.95%
	Gran Bretaña	232,028	233,350	1,322	0.57%
	Grecia	349	266	-83	-23.78%
	Holanda	28,314	27,871	-443	-1.56%
	Hungría	455	990	535	117.58%
	Irlanda	2,128	1,749	-379	-17.81%
	Islandia	334	1,747	1,413	423.05%
	Italia	70,652	78,503	7,851	11.11%
	Luxemburgo	753	384	-369	-49.00%
	Mónaco	124	144	20	16.13%
	Noruega	2,329	980	-1,349	-57.92%
	Polonia	8,970	7,203	-1,767	-19.70%
	Portugal	15,106	25,744	10,638	70.42%
	Rep. Checa	3,677	1,293	-2,384	-64.84%
	Rumania	833	982	149	17.89%
	Rusia	6,215	21,148	14,933	240.27%
	Slovenia	209	319	110	52.63%
	Suecia	10,952	8,484	-2,468	-22.53%
	Suiza	11,269	9,383	-1,886	-16.74%
	Otros Europa	39,453	31,168	-8,285	-21.00%
SUMA	786,484	824,682	38,198	4.86%	

SUMA TOTAL	3,856,976	3,854,543	-2,433	-0.06%
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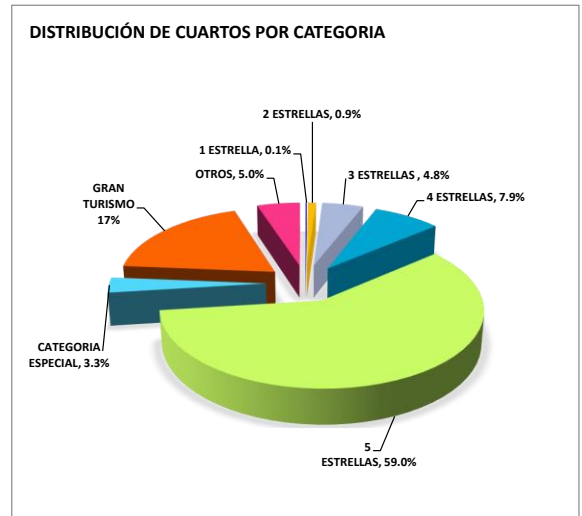
LISTADO DE ESTABLECIMIENTOS DE HOSPEDAJE
POR PLAN DE HOSPEDAJE DE LA RIVIERA MAYA
SEPTIEMBRE 2018

HOTEL	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	380	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	35,198	

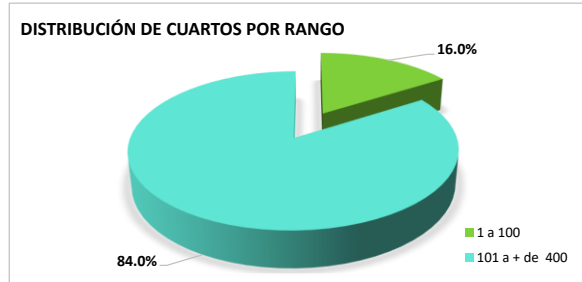
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	35,198	81	74.8%
TOTAL PLAN EUROPEO	11,876	334	25.2%
SUMAS	47,074	415	100.0%



CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	444	22	0.9%
3 ESTRELLAS	2,271	88	4.8%
4 ESTRELLAS	3,734	53	7.9%
5 ESTRELLAS	27,868	71	59.2%
CATEGORIA ESPECIAL	1,546	13	3.3%
GRAN TURISMO	8,779	23	18.6%
OTROS	2,368	143	5.0%
SUMAS	47,074	415	100.0%



RANGO	Cuartos	# Htls.	%
1 a 100	7,532	321	16.0%
101 a + de 400	39,542	94	84.0%
SUMAS	47,074	415	100.0%



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

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	24	5.8%	4,552	9.7%
COBA	2	0.5%	49	0.1%
KANTENAH	10	2.4%	3,578	7.6%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	177	42.7%	8,634	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%	6,037	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	101	24.3%	2,192	4.7%
XCARET	2	0.5%	1,664	3.5%
XPU-HA	4	1.0%	481	1.0%
TOTAL	415	100.0%	47,074	100.0%

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

