



CONSEJO DE PROMOCIÓN TURÍSTICA
DE QUINTANA ROO

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

OCTUBRE 2018

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima novena** edición correspondiente al mes de Octubre 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 47,151 de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

Elaborado por:
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CONSEJO DE PROMOCIÓN TURÍSTICA
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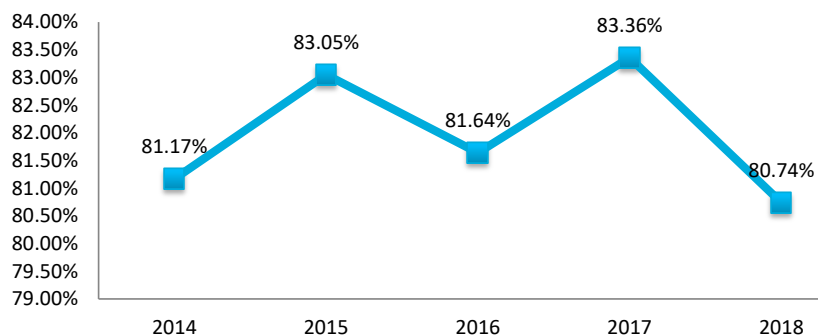
BAROMETRO TURÍSTICO RIVIERA MAYA
RESUMEN COMPARATIVO MENSUAL
MES DE OCTUBRE DE 2018

| CONCEPTO | OCTUBRE | | VARIACIÓN | |
|--|--------------------|--------------------|-----------|--------|
| | 2017 | 2018 | VALOR | % |
| OCUPACION HOTELERA | 2017 | 2018 | | |
| NO. DE CUARTOS | 45,282 | 47,151 | 1,869 | 4.13% |
| CUARTOS NOCHE DISPONIBLES | 1,388,549 | 1,376,991 | -11,558 | -0.83% |
| CUARTOS NOCHE OCUPADOS | 1,009,075 | 947,759 | -61,316 | -6.08% |
| % DE OCUPACION HOTELERA | 72.67% | 68.83% | -3.84% | |
| % DE OCUPACION TODO INCLUIDO | 75.08% | 72.61% | -2.47% | |
| ESTADIA PROMEDIO | 2017 | 2018 | | |
| GENERAL | 5.60 | 5.25 | (0.35) | |
| TURISMO NACIONAL | 3.51 | 3.25 | (0.26) | |
| TURISMO INTERNACIONAL | 6.38 | 6.39 | 0.01 | |
| TARIFA PROMEDIO (pesos) | \$ 4,023.89 | \$ 4,060.97 | 37 | 0.92% |
| AFLUENCIA DEL TURISMO | 2017 | 2018 | | |
| TOTAL | 371,637 | 372,703 | 1,066 | 0.29% |
| NACIONALES | 93,096 | 102,037 | 8,941 | 9.60% |
| EXTRANJEROS | 278,541 | 270,666 | -7,875 | -2.83% |
| PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES | 2017 | 2018 | | |
| EUROPA | 99,215 | 85,790 | | |
| ESTADOS UNIDOS | 100,223 | 99,319 | | |
| CANADÁ | 44,296 | 40,669 | | |
| SUDAMERICA | 29,966 | 37,291 | | |
| RESTO DEL MUNDO | 4,841 | 7,597 | | |
| | 278,541 | 270,666 | | |
| PRODUCCIÓN CUARTOS NOCHE | 2017 | 2018 | | |
| TOTAL | 1,009,075 | 947,759 | -61,316 | -6.08% |
| NACIONALES | 136,153 | 138,175 | 2,022 | 1.49% |
| EXTRANJEROS | 872,922 | 809,584 | -63,338 | -7.26% |
| PRODUCCIÓN CUARTOS NOCHE POR REGIONES | 2017 | 2018 | | |
| EUROPA (Principales países) | 343,361 | 301,072 | | |
| ESTADOS UNIDOS | 223,831 | 194,912 | | |
| CANADÁ | 120,153 | 113,704 | | |
| SUDAMERICA (Principales países) | 71,455 | 70,955 | | |
| RESTO DEL MUNDO | 114,122 | 128,941 | | |
| | 872,922 | 809,584 | | |

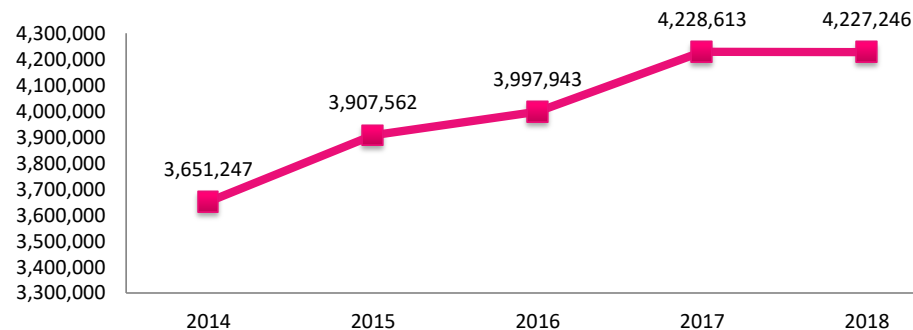
| CONCEPTO | ENERO-OCTUBRE | | VARIACIÓN | |
|--|--------------------|--------------------|-----------|--------|
| | 2017 | 2018 | VALOR | % |
| OCUPACION HOTELERA | 2017 | 2018 | | |
| NO. DE CUARTOS | 45,282 | 47,151 | 1,869 | 4.13% |
| CUARTOS NOCHE DISPONIBLES | 13,704,355 | 13,793,367 | 89,012 | 0.65% |
| CUARTOS NOCHE OCUPADOS | 11,423,664 | 11,137,185 | -286,479 | -2.51% |
| % DE OCUPACION HOTELERA | 83.36% | 80.74% | -2.61% | |
| % DE OCUPACION TODO INCLUIDO | 84.92% | 82.38% | -2.54% | |
| ESTADIA PROMEDIO | 2017 | 2018 | | |
| GENERAL | 5.85 | 5.85 | 0.00 | |
| TURISMO NACIONAL | 3.88 | 3.75 | (0.13) | |
| TURISMO INTERNACIONAL | 6.36 | 6.41 | 0.05 | |
| TARIFA PROMEDIO (pesos) | \$ 4,730.74 | \$ 4,977.87 | 247 | 5.22% |
| AFLUENCIA DEL TURISMO | 2017 | 2018 | | |
| TOTAL | 4,228,613 | 4,227,246 | -1,367 | -0.03% |
| NACIONALES | 756,115 | 844,141 | 88,026 | 11.64% |
| EXTRANJEROS | 3,472,498 | 3,383,105 | -89,393 | -2.57% |
| PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES | 2017 | 2018 | | |
| EUROPA | 885,699 | 910,472 | | |
| ESTADOS UNIDOS | 1,537,427 | 1,416,939 | | |
| CANADÁ | 646,110 | 577,025 | | |
| SUDAMERICA | 349,053 | 430,945 | | |
| RESTO DEL MUNDO | 54,209 | 47,724 | | |
| | 3,472,498 | 3,383,105 | | |
| PRODUCCIÓN CUARTOS NOCHE | 2017 | 2018 | | |
| TOTAL | 11,423,664 | 11,216,739 | -206,925 | -1.81% |
| NACIONALES | 1,202,334 | 1,316,217 | 113,883 | 9.47% |
| EXTRANJEROS | 10,221,330 | 9,900,522 | -320,808 | -3.14% |
| PRODUCCIÓN CUARTOS NOCHE POR REGIONES | 2017 | 2018 | | |
| EUROPA (Principales países) | 3,073,470 | 3,034,347 | | |
| ESTADOS UNIDOS | 3,340,878 | 3,050,746 | | |
| CANADÁ | 1,839,047 | 1,664,150 | | |
| SUDAMERICA (Principales países) | 845,132 | 1,041,232 | | |
| RESTO DEL MUNDO | 1,122,803 | 1,200,047 | | |
| | 10,221,330 | 9,990,522 | | |

| 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 | 69.55% | 70.27% | 72.64% | 72.67% | 68.83% | -0.72% | -1.44% | -3.81% | -3.84% | 311,083 | 341,681 | 359,410 | 371,637 | 372,703 | 19.81% | 9.08% | 3.70% | 0.29% | |
| NOV | | | | | | | | | | | | | | | | | | | |
| DIC | | | | | | | | | | | | | | | | | | | |
| Total | 81.17% | 83.05% | 81.64% | 83.36% | 80.74% | -0.43% | -2.31% | -0.90% | -2.62% | 3,651,247 | 3,907,562 | 3,997,943 | 4,228,613 | 4,227,246 | 15.78% | 8.18% | 5.74% | -0.03% | |

OCUPACIÓN GENERAL ACUMULADA

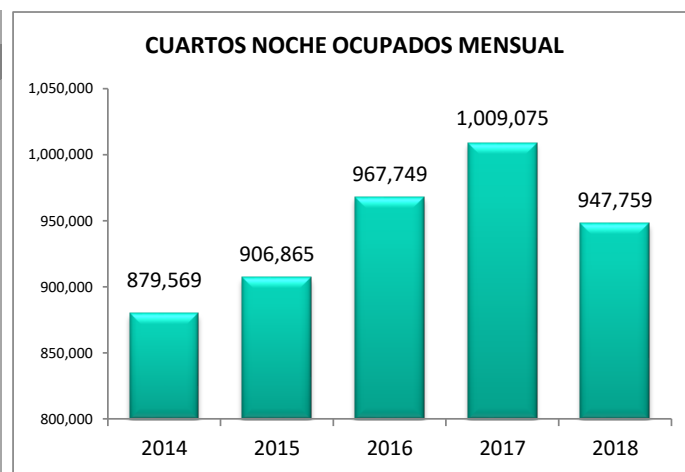


AFLUENCIA GENERAL ACUMULADA



**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 | 879,569 | 906,865 | 967,749 | 1,009,075 | 947,759 | 7.75% | 4.51% | -2.07% | -6.08% |
| 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 | 10,010,794 | 10,569,398 | 10,786,345 | 11,423,664 | 11,306,739 | 12.95% | 6.98% | 4.82% | -1.02% |
| ENE-NOV | | | | | | | | | |
| ENE-DIC | | | | | | | | | |

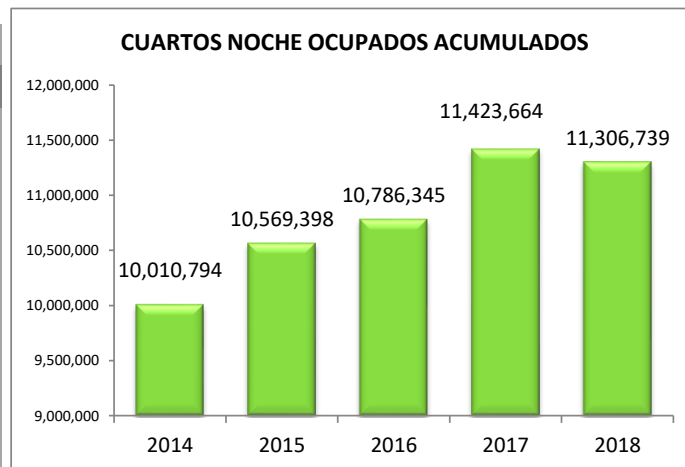


TABLA DE OCUPACION HOTELERA AÑO 2018

| 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 | 418 | 47,151 | 1,376,991 | 947,759 | 68.83% | 102,037 | 27.38% | 270,665 | 72.62% | 372,703 | 5.25 |
| NOVIEMBRE | | | | | | | | | | | |
| DICIEMBRE | | | | | | | | | | | |

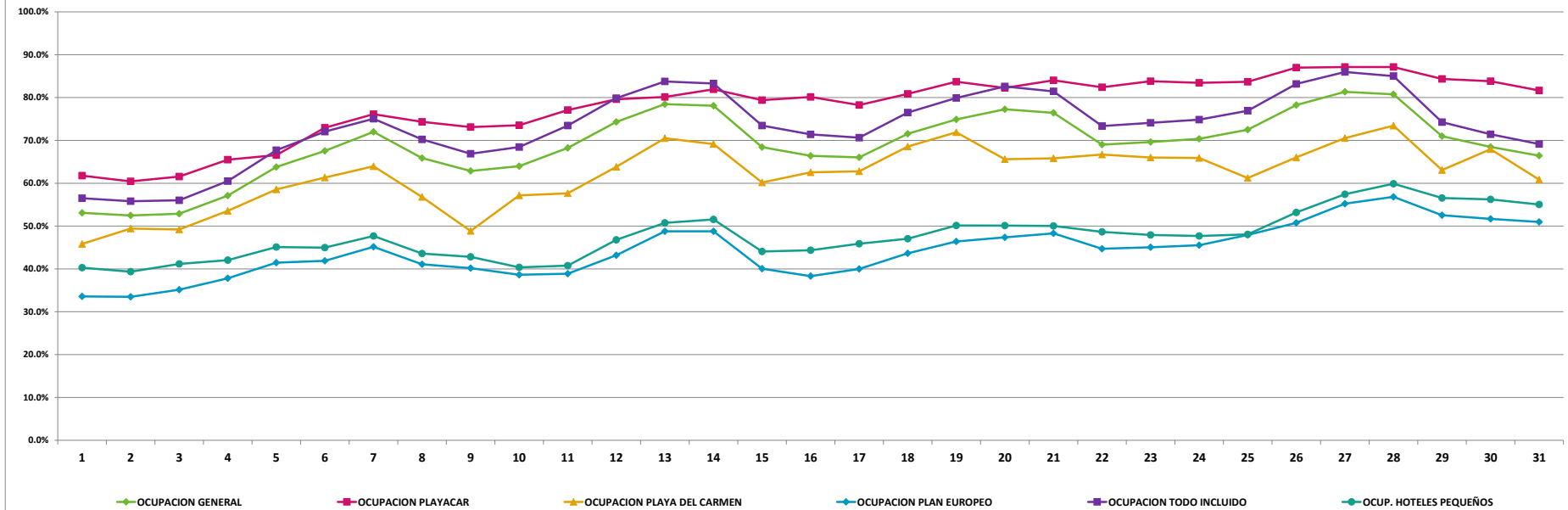
ACUMULADO ANUAL

| | | | | | | | | | | | |
|---------|-----|--------|------------|------------|--------|---------|--------|-----------|--------|-----------|------|
| 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 | 418 | 47,151 | 14,039,711 | 11,306,739 | 80.53% | 844,141 | 19.97% | 3,383,104 | 80.03% | 4,227,246 | 5.85 |
| ENE-NOV | | | | | | | | | | | |
| ENE-DIC | | | | | | | | | | | |

CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO
OCTUBRE 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 | 53.1% | 52.5% | 52.9% | 57.1% | 63.8% | 67.6% | 72.0% | 65.9% | 62.9% | 64.0% | 68.3% | 74.3% | 78.5% | 78.1% | 68.4% | 66.4% | 66.0% | 71.5% | 74.9% | 77.3% | 76.5% | 69.0% | 69.6% | 70.4% | 72.5% | 78.3% | 81.3% | 80.8% | 71.0% | 68.5% | 66.4% | 68.83% |
| OCUPACION PLAYACAR | 61.8% | 60.4% | 61.6% | 65.5% | 66.6% | 72.9% | 76.1% | 74.3% | 73.1% | 73.6% | 77.1% | 79.6% | 80.1% | 81.9% | 79.4% | 80.1% | 78.3% | 80.9% | 83.7% | 82.2% | 84.0% | 82.4% | 83.8% | 83.4% | 83.7% | 87.0% | 87.1% | 87.1% | 84.3% | 83.8% | 81.7% | 77.99% |
| OCUPACION PLAYA DEL CARMEN | 45.8% | 49.4% | 49.2% | 53.5% | 58.6% | 61.3% | 64.0% | 56.8% | 48.9% | 57.2% | 57.7% | 63.8% | 70.5% | 69.1% | 60.2% | 62.5% | 62.8% | 68.6% | 71.9% | 65.6% | 65.8% | 66.7% | 66.0% | 65.9% | 61.2% | 66.0% | 70.5% | 73.4% | 63.1% | 68.0% | 60.9% | 62.09% |
| OCUPACION PLAN EUROPEO | 33.6% | 33.5% | 35.2% | 37.8% | 41.5% | 41.9% | 45.2% | 41.1% | 40.2% | 38.6% | 38.9% | 43.2% | 48.8% | 48.8% | 40.1% | 38.3% | 40.0% | 43.6% | 46.4% | 47.4% | 48.3% | 44.7% | 45.0% | 45.5% | 47.9% | 50.7% | 55.2% | 56.8% | 52.5% | 51.7% | 51.0% | 44.30% |
| OCUPACION TODO INCLUIDO | 56.5% | 55.8% | 56.0% | 60.5% | 67.7% | 72.1% | 75.1% | 70.2% | 66.9% | 68.5% | 73.5% | 79.9% | 83.8% | 83.3% | 73.5% | 71.4% | 70.6% | 76.5% | 79.9% | 82.6% | 81.5% | 73.3% | 74.1% | 74.8% | 76.9% | 83.2% | 86.0% | 85.0% | 74.3% | 71.4% | 69.1% | 72.61% |
| OCUP. HOTELES PEQUEÑOS | 40.3% | 39.4% | 41.2% | 42.0% | 45.1% | 45.0% | 47.7% | 43.6% | 42.8% | 40.4% | 40.8% | 46.8% | 50.8% | 51.6% | 44.1% | 44.4% | 45.9% | 47.0% | 50.1% | 50.1% | 50.0% | 48.7% | 47.9% | 47.7% | 48.1% | 53.2% | 57.4% | 59.9% | 56.6% | 56.2% | 55.0% | 47.73% |

OCTUBRE 2018
OCUPACIÓN HOTELERA RIVIERA MAYA

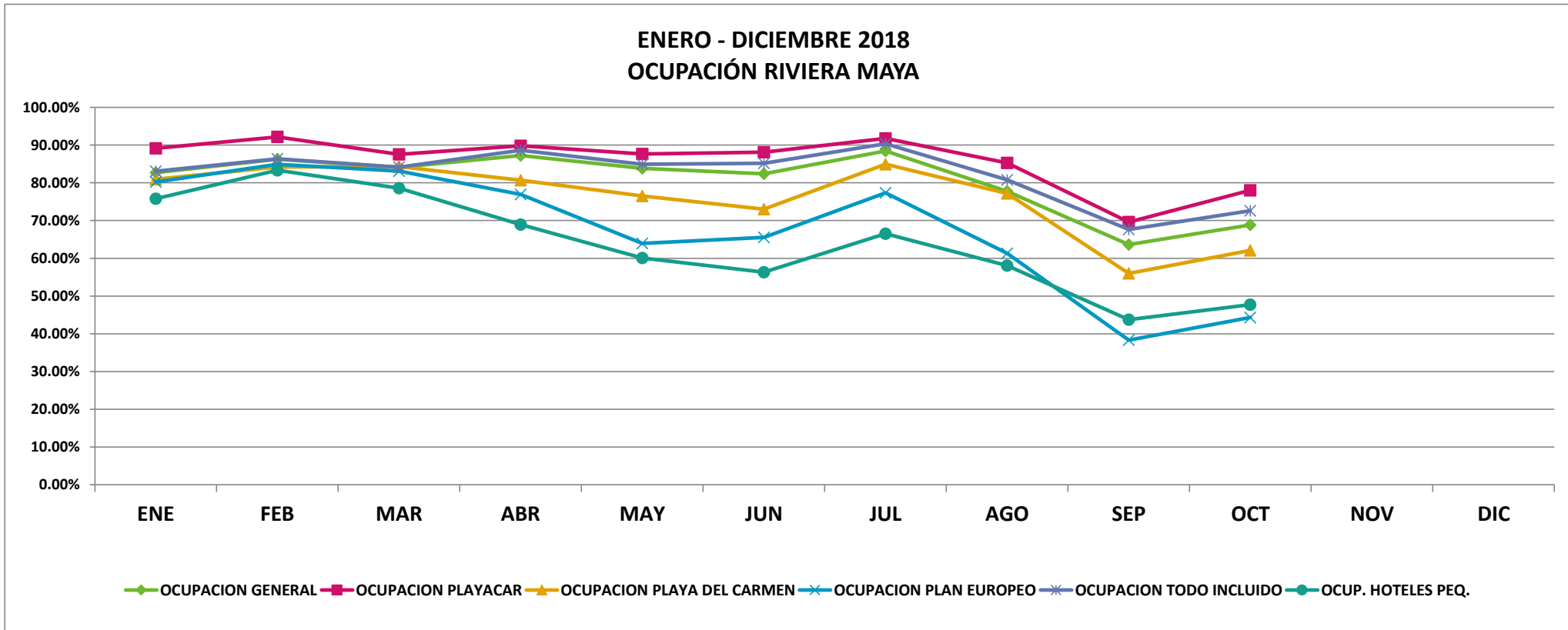




OCUPACIÓN HOTELERA MENSUAL

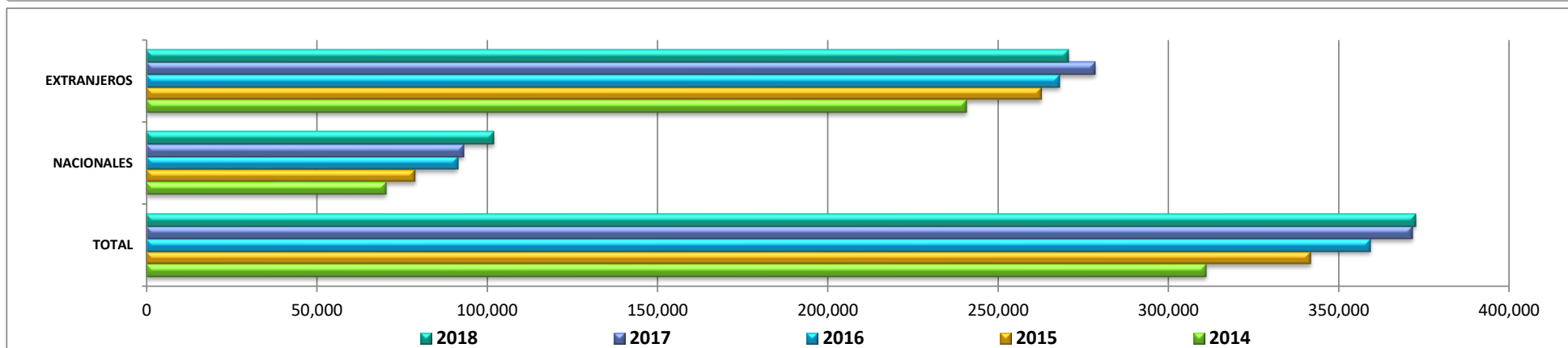
ENERO - DICIEMBRE 2018

| 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% | 68.83% | | | 80.74% |
| OCUPACION PLAYACAR | 89.16% | 92.16% | 87.55% | 89.81% | 87.62% | 88.14% | 91.79% | 85.29% | 69.60% | 77.99% | | | 85.91% |
| OCUPACION PLAYA DEL CARMEN | 80.94% | 84.22% | 84.32% | 80.67% | 76.49% | 72.99% | 84.94% | 77.17% | 55.99% | 62.09% | | | 75.98% |
| OCUPACION PLAN EUROPEO | 80.22% | 84.90% | 83.11% | 76.93% | 63.93% | 65.54% | 77.34% | 61.33% | 38.32% | 44.30% | | | 67.59% |
| OCUPACION TODO INCLUIDO | 83.07% | 86.37% | 84.17% | 88.62% | 84.94% | 85.19% | 90.35% | 80.80% | 67.64% | 72.61% | | | 82.38% |
| OCUP. HOTELES PEQ. | 75.81% | 83.34% | 78.58% | 68.96% | 60.10% | 56.34% | 66.51% | 58.04% | 43.73% | 47.73% | | | 63.91% |



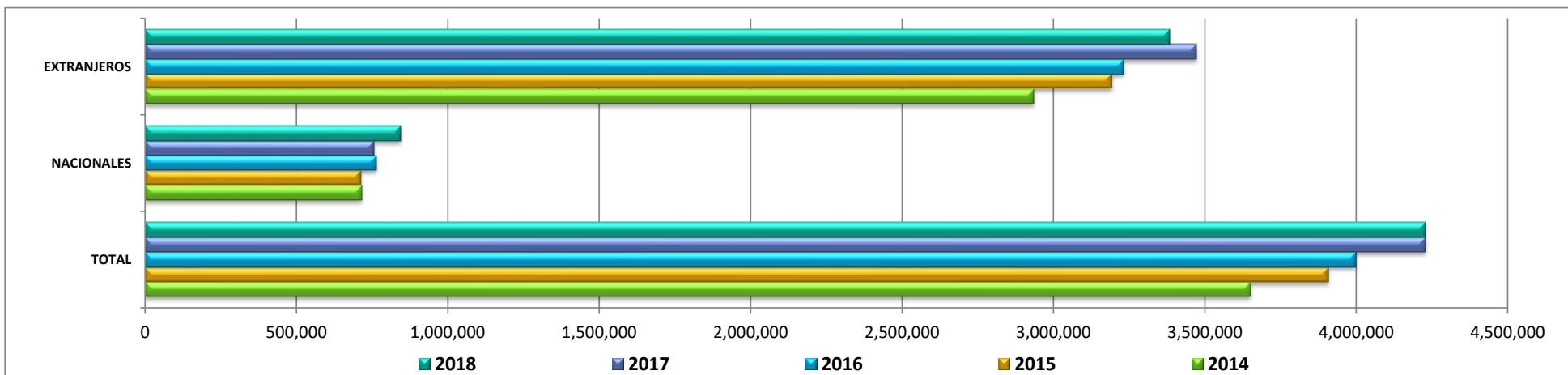
AFLUENCIA DEL TURISMO OCTUBRE 2014-2018

| AFLUENCIA DEL TURISMO | 2014 | | 2015 | | 2016 | | 2017 | | 2018 | | % VAR. | | | |
|-----------------------|----------------|---------|----------------|---------|----------------|---------|----------------|---------|----------------|---------|---------------|---------------|---------------|---------------|
| | CANT | % | CANT | % | CANT | % | CANT | % | CANT | % | 2018-14 | 2018-15 | 2018-16 | 2018-17 |
| TOTAL | 311,083 | 100.00% | 341,681 | 100.00% | 359,410 | 100.00% | 371,637 | 100.00% | 372,703 | 100.00% | 19.81% | 9.08% | 3.70% | 0.29% |
| NACIONALES | 70,340 | 22.61% | 79,004 | 23.12% | 91,361 | 25.42% | 93,096 | 25.05% | 102,037 | 27.38% | 45.06% | 29.15% | 11.69% | 9.60% |
| EXTRANJEROS | 240,743 | 77.39% | 262,677 | 76.88% | 268,049 | 74.58% | 278,541 | 74.95% | 270,666 | 72.62% | 12.43% | 3.04% | 0.98% | -2.83% |



ENERO - OCTUBRE 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 | 3,651,247 | 100.00% | 3,907,562 | 100.00% | 3,997,943 | 100.00% | 4,228,613 | 100.00% | 4,227,246 | 100.00% | 15.78% | 8.18% | 5.74% | -0.03% |
| NACIONALES | 716,374 | 19.62% | 714,038 | 18.27% | 765,408 | 19.15% | 756,115 | 17.88% | 844,141 | 19.97% | 17.84% | 18.22% | 10.29% | 11.64% |
| EXTRANJEROS | 2,934,873 | 80.38% | 3,193,524 | 81.73% | 3,232,535 | 80.85% | 3,472,498 | 82.12% | 3,383,105 | 80.03% | 15.27% | 5.94% | 4.66% | -2.57% |



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
OCTUBRE 2018

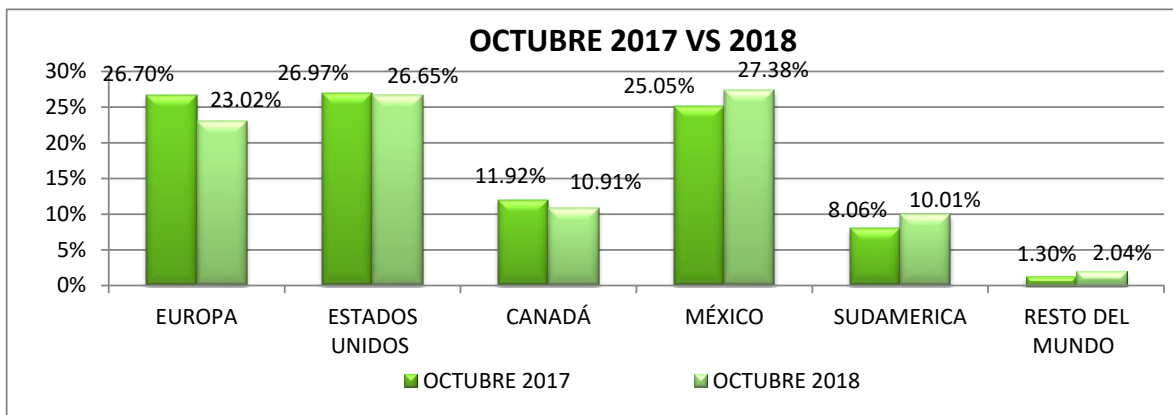
| PAIS | No. DE PERSONAS | % | PAIS | No. DE PERSONAS | % | PAIS | No. DE PERSONAS | % |
|---------------------------|-----------------|--------------|-------------------|-----------------|-------------|-------------------|-----------------|---------------|
| 1.- NORTE AMERICA | | | 4.-CARIBE | | | 8.-EUROPA | | |
| Canadá | 40,669 | 10.91 | Bahamas | 3 | 0.00 | Alemania | 11,289 | 3.03 |
| Estados Unidos | 99,319 | 26.65 | Bermudas | 0 | 0.00 | Austria | 307 | 0.08 |
| México | 102,037 | 27.38 | Cuba | 78 | 0.02 | Bélgica | 1,429 | 0.38 |
| SUMA | 242,025 | 64.94 | Curacao | 0 | 0.00 | Bulgaria | 50 | 0.01 |
| | | | Haiti | 13 | 0.00 | Dinamarca | 30 | 0.01 |
| | | | Jamaica | 13 | 0.00 | España | 12,585 | 3.38 |
| | | | Puerto Rico | 73 | 0.02 | Finlandia | 3 | 0.00 |
| | | | Rep. Dominicana | 268 | 0.07 | Francia | 8,464 | 2.27 |
| | | | Otros | 616 | 0.17 | Gran Bretaña | 31,012 | 8.32 |
| | | | SUMA | 1064 | 0.29 | Grecia | 20 | 0.01 |
| 2.- CENTRO AMERICA | | | 5.-OCEANIA | | | 8.-EUROPA | | |
| Belice | 314 | 0.08 | Australia | 455 | 0.12 | Holanda | 2,099 | 0.56 |
| Costa Rica | 131 | 0.04 | Nueva Zelanda | 73 | 0.02 | Hungría | 179 | 0.05 |
| El Salvador | 78 | 0.02 | Otros | 574 | 0.15 | Irlanda | 110 | 0.03 |
| Guatemala | 231 | 0.06 | SUMA | 1,102 | 0.30 | Islandia | 23 | 0.01 |
| Nicaragua | 12 | 0.00 | | | | Italia | 4,944 | 1.33 |
| Panamá | 1,866 | 0.50 | | | | Luxemburgo | 35 | 0.01 |
| Otros | 657 | 0.18 | | | | Mónaco | 0 | 0.00 |
| SUMA | 3,289 | 0.88 | | | | Noruega | 50 | 0.01 |
| | | | 6.- ASIA | | | 8.-EUROPA | | |
| | | | Arabia | 23 | 0.01 | Polonia | 1,248 | 0.33 |
| | | | China | 136 | 0.04 | Portugal | 2,566 | 0.69 |
| | | | Corea | 231 | 0.06 | Rep. Checa | 138 | 0.04 |
| | | | Filipinas | 23 | 0.01 | Rumania | 105 | 0.03 |
| | | | India | 121 | 0.03 | Rusia | 4,198 | 1.13 |
| | | | Israel | 98 | 0.03 | Slovenia | 22 | 0.01 |
| | | | Japón | 38 | 0.01 | Suecia | 176 | 0.05 |
| | | | Paquistán | 0 | 0.00 | Suiza | 911 | 0.24 |
| | | | Turquía | 40 | 0.01 | Otros | 3,797 | 1.02 |
| | | | Otros | 759 | 0.20 | SUMA | 85,790 | 23.02 |
| | | | SUMA | 1,469 | 0.39 | | | |
| 3.- SUDAMERICA | | | 7.- AFRICA | | | GRAN TOTAL | | |
| Argentina | 13,638 | 3.66 | Argelia | 2 | 0.00 | | 372,703 | 100.00 |
| Bolivia | 321 | 0.09 | Egipto | 0 | 0.00 | | | |
| Brasil | 1,866 | 0.50 | Sudáfrica | 7 | 0.00 | | | |
| Chile | 7,567 | 2.03 | Otros | 664 | 0.18 | | | |
| Colombia | 3,630 | 0.97 | SUMA | 673 | 0.18 | | | |
| Ecuador | 199 | 0.05 | | | | | | |
| Paraguay | 449 | 0.12 | | | | | | |
| Perú | 4,788 | 1.28 | | | | | | |
| Uruguay | 2,210 | 0.59 | | | | | | |
| Venezuela | 354 | 0.09 | | | | | | |
| Otros | 2,269 | 0.61 | | | | | | |
| SUMA | 37,291 | 10.01 | | | | | | |

PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENE-OCT 2018

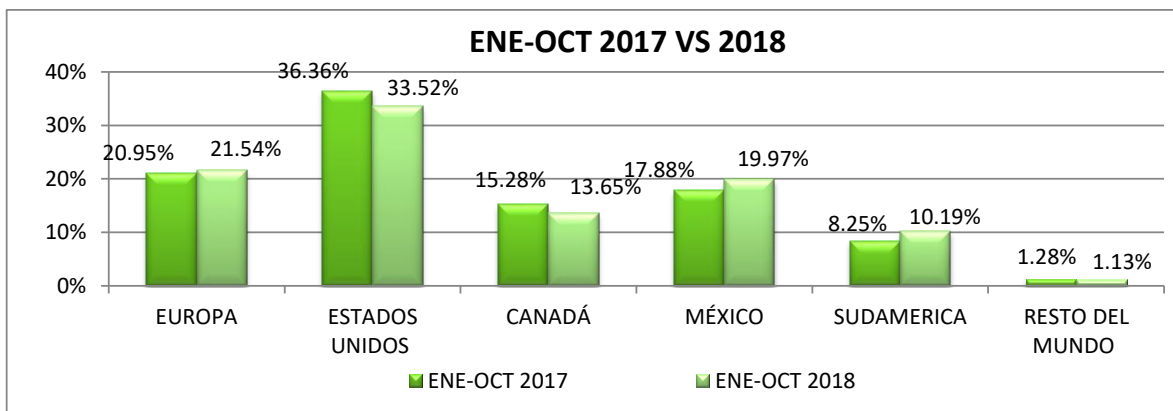
| PAIS | No. DE PERSONAS | % | PAIS | No. DE PERSONAS | % | PAIS | No. DE PERSONAS | % |
|---------------------------|------------------|--------------|-------------------|-----------------|-------------|-------------------|------------------|---------------|
| 1.- NORTE AMERICA | | | 4.-CARIBE | | | 8.-EUROPA | | |
| Canadá | 577,025 | 13.65 | Bahamas | 103 | 0.00 | Alemania | 121,465 | 2.87 |
| Estados Unidos | 1,416,939 | 33.52 | Bermudas | 63 | 0.00 | Austria | 4,357 | 0.10 |
| México | 844,141 | 19.97 | Cuba | 782 | 0.02 | Bélgica | 19,550 | 0.46 |
| SUMA | 2,838,105 | 67.14 | Curacao | 2 | 0.00 | Bulgaria | 548 | 0.01 |
| | | | Haiti | 85 | 0.00 | Dinamarca | 1,309 | 0.03 |
| | | | Jamaica | 250 | 0.01 | España | 190,959 | 4.52 |
| | | | Puerto Rico | 2,345 | 0.06 | Finlandia | 569 | 0.01 |
| | | | Rep. Dominicana | 1,888 | 0.04 | Francia | 68,374 | 1.62 |
| | | | Otros | 1,240 | 0.03 | Gran Bretaña | 264,362 | 6.25 |
| | | | SUMA | 6,758 | 0.16 | Grecia | 286 | 0.01 |
| | | | | | | Holanda | 29,970 | 0.71 |
| 2.- CENTRO AMERICA | | | 5.-OCEANIA | | | 8.-EUROPA | | |
| Belice | 1,161 | 0.03 | Australia | 5,881 | 0.14 | Hungria | 1,169 | 0.03 |
| Costa Rica | 2,277 | 0.05 | Nueva Zelanda | 608 | 0.01 | Irlanda | 1,859 | 0.04 |
| El Salvador | 707 | 0.02 | Otros | 707 | 0.02 | Islandia | 1,770 | 0.04 |
| Guatemala | 2,507 | 0.06 | SUMA | 7,196 | 0.17 | Italia | 83,447 | 1.97 |
| Nicaragua | 160 | 0.00 | | | | Luxemburgo | 419 | 0.01 |
| Panamá | 9,410 | 0.22 | | | | Mónaco | 144 | 0.00 |
| Otros | 968 | 0.02 | | | | Noruega | 1,030 | 0.02 |
| SUMA | 17,190 | 0.41 | | | | Polonia | 8,451 | 0.20 |
| | | | 6.- ASIA | | | 8.-EUROPA | | |
| | | | Arabia | 894 | 0.02 | Portugal | 28,310 | 0.67 |
| | | | China | 1,446 | 0.03 | Rep. Checa | 1,431 | 0.03 |
| | | | Corea | 2,012 | 0.05 | Rumania | 1,087 | 0.03 |
| | | | Filipinas | 271 | 0.01 | Rusia | 25,346 | 0.60 |
| | | | India | 1,796 | 0.04 | Slovenia | 341 | 0.01 |
| | | | Israel | 2,758 | 0.07 | Suecia | 8,660 | 0.20 |
| | | | Japón | 859 | 0.02 | Suiza | 10,294 | 0.24 |
| | | | Paquistan | 22 | 0.00 | Otros | 34,965 | 0.83 |
| | | | Turquia | 517 | 0.01 | SUMA | 910,472 | 21.54 |
| | | | Otros | 3,790 | 0.09 | | | |
| | | | SUMA | 14,365 | 0.34 | | | |
| | | | | | | | | |
| 3.- SUDAMERICA | | | 7.- AFRICA | | | GRAN TOTAL | | |
| Argentina | 244,079 | 5.77 | Argelia | 79 | 0.00 | | 4,227,246 | 100.00 |
| Bolivia | 2,257 | 0.05 | Egipto | 111 | 0.00 | | | |
| Brasil | 23,909 | 0.57 | Sudáfrica | 144 | 0.00 | | | |
| Chile | 71,921 | 1.70 | Otros | 1,881 | 0.04 | | | |
| Colombia | 22,364 | 0.53 | SUMA | 2215 | 0.05 | | | |
| Ecuador | 2,792 | 0.07 | | | | | | |
| Paraguay | 3,436 | 0.08 | | | | | | |
| Perú | 24,393 | 0.58 | | | | | | |
| Uruguay | 24,786 | 0.59 | | | | | | |
| Venezuela | 2,342 | 0.06 | | | | | | |
| Otros | 8,666 | 0.21 | | | | | | |
| SUMA | 430,945 | 10.19 | | | | | | |

**COMPARATIVO DE PROCEDENCIA DEL TURISMO
POR REGIONES**

| REGION | OCTUBRE 2017 | | OCTUBRE 2018 | | % VAR. 2017-2018 |
|-----------------|----------------|----------------|----------------|----------------|---------------------|
| | TURISTAS | % | TURISTAS | % | |
| EUROPA | 99,215 | 26.70% | 85,790 | 23.02% | -13.53% |
| ESTADOS UNIDOS | 100,223 | 26.97% | 99,319 | 26.65% | -0.90% |
| CANADÁ | 44,296 | 11.92% | 40,669 | 10.91% | -8.19% |
| MÉXICO | 93,096 | 25.05% | 102,037 | 27.38% | 9.60% |
| SUDAMERICA | 29,966 | 8.06% | 37,291 | 10.01% | 24.44% |
| RESTO DEL MUNDO | 4,841 | 1.30% | 7,597 | 2.04% | 56.93% |
| SUMAS | 371,637 | 100.00% | 372,703 | 100.00% | 0.29% |



| REGION | ENE-OCT 2017 | | ENE-OCT 2018 | | % VAR. 2017-2018 |
|-----------------|------------------|----------------|------------------|----------------|---------------------|
| | TURISTAS | % | TURISTAS | % | |
| EUROPA | 885,699 | 20.95% | 910,472 | 21.54% | 2.80% |
| ESTADOS UNIDOS | 1,537,427 | 36.36% | 1,416,939 | 33.52% | -7.84% |
| CANADÁ | 646,110 | 15.28% | 577,025 | 13.65% | -10.69% |
| MÉXICO | 756,115 | 17.88% | 844,141 | 19.97% | 11.64% |
| SUDAMERICA | 349,053 | 8.25% | 430,945 | 10.19% | 23.46% |
| RESTO DEL MUNDO | 54,209 | 1.28% | 47,724 | 1.13% | -11.96% |
| SUMAS | 4,228,613 | 100.00% | 4,227,246 | 100.00% | -0.03% |



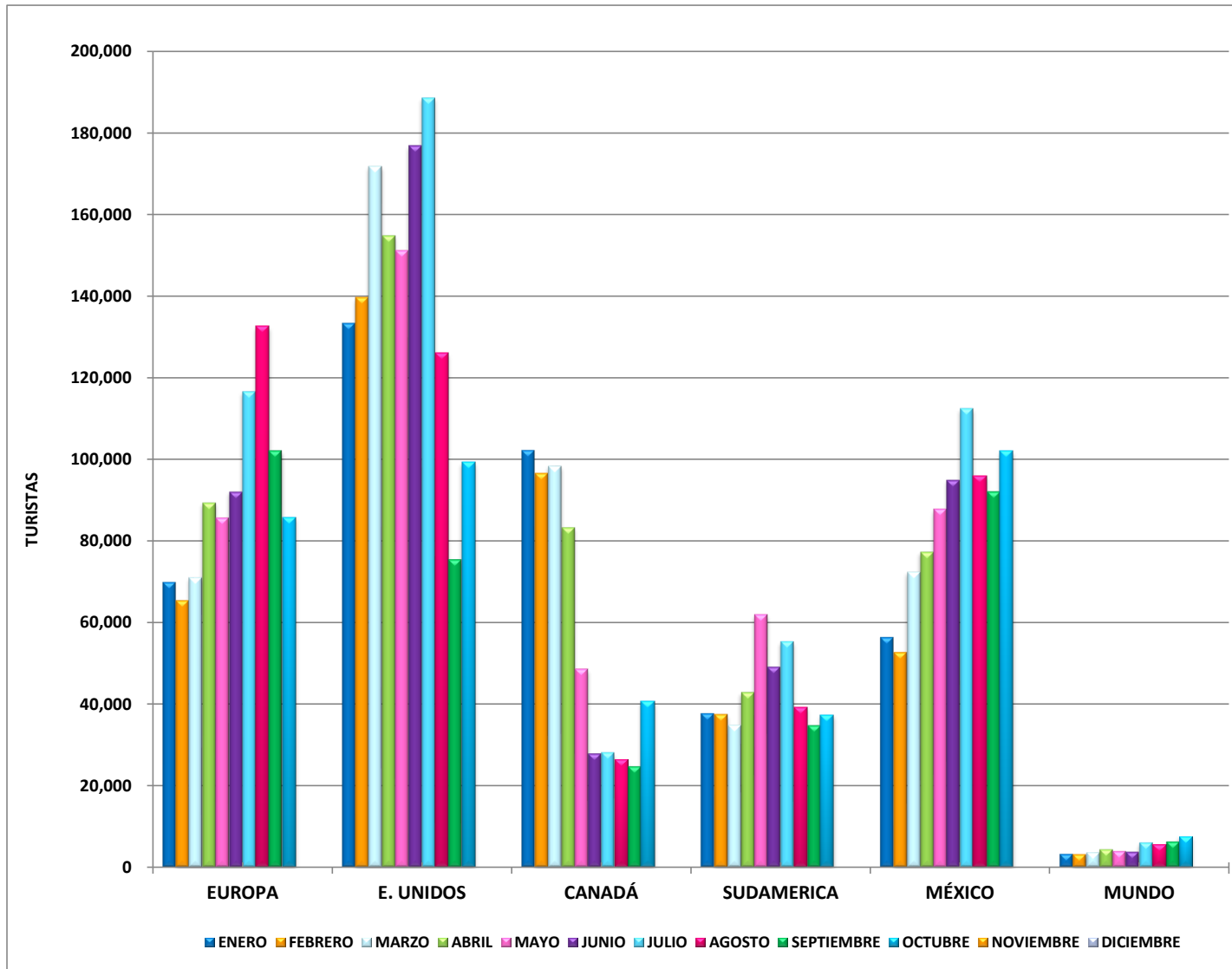
PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2018

| 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 | 85,790 | 23.0 | 99,319 | 26.6 | 40,669 | 10.9 | 37,291 | 10.0 | 102,037 | 27.4 | 7,597 | 2.0 | 372,703 | 100 |
| NOVIEMBRE | | | | | | | | | | | | | | |
| DICIEMBRE | | | | | | | | | | | | | | |

ACUMULADO ANUAL

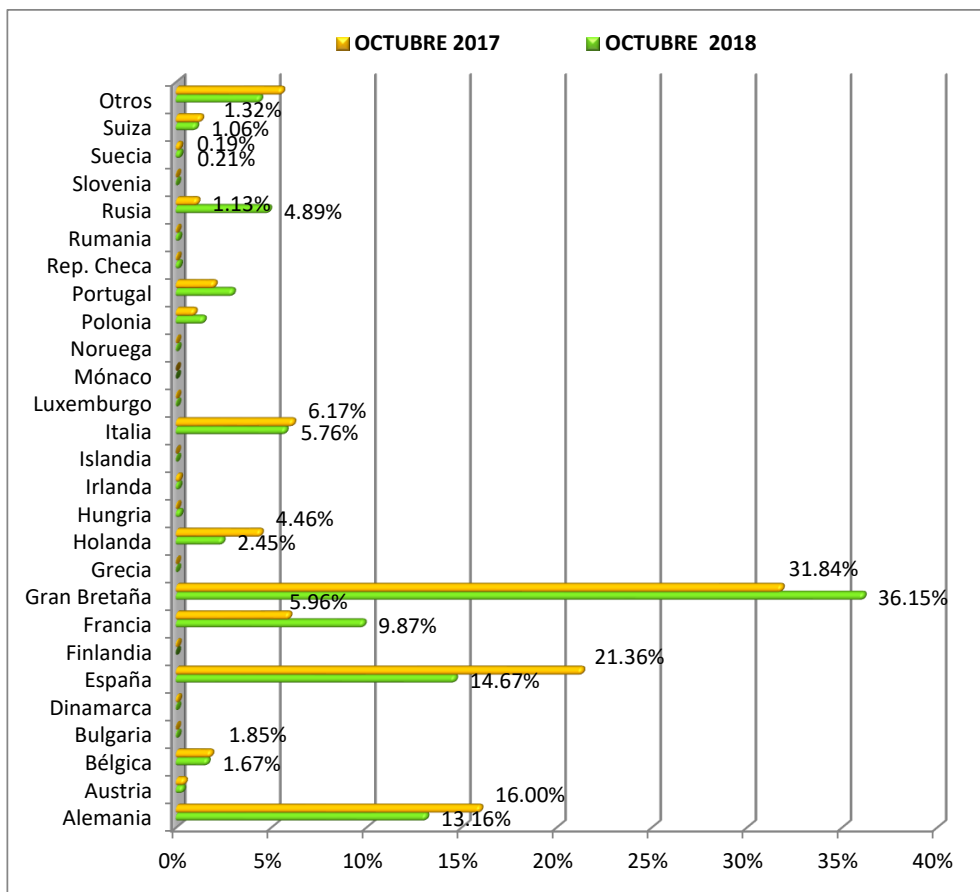
| | | | | | | | | | | | | | | |
|---------|---------|------|-----------|------|---------|------|---------|------|---------|------|--------|-----|-----------|-------|
| ENE-FEB | 135,223 | 17.0 | 272,967 | 34.2 | 198,736 | 24.9 | 75,202 | 9.4 | 109,037 | 13.7 | 6,440 | 0.8 | 797,605 | 100.0 |
| ENE-MAR | 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 | 910,472 | 21.5 | 1,416,939 | 33.5 | 577,025 | 13.7 | 430,945 | 10.2 | 844,141 | 20.0 | 47,724 | 1.1 | 4,227,246 | 100.0 |
| ENE-NOV | | | | | | | | | | | | | | |
| ENE-DIC | | | | | | | | | | | | | | |

GRAFICA PROCEDENCIA DEL TURISMO POR REGIONES DESGLOSE MENSUAL 2018



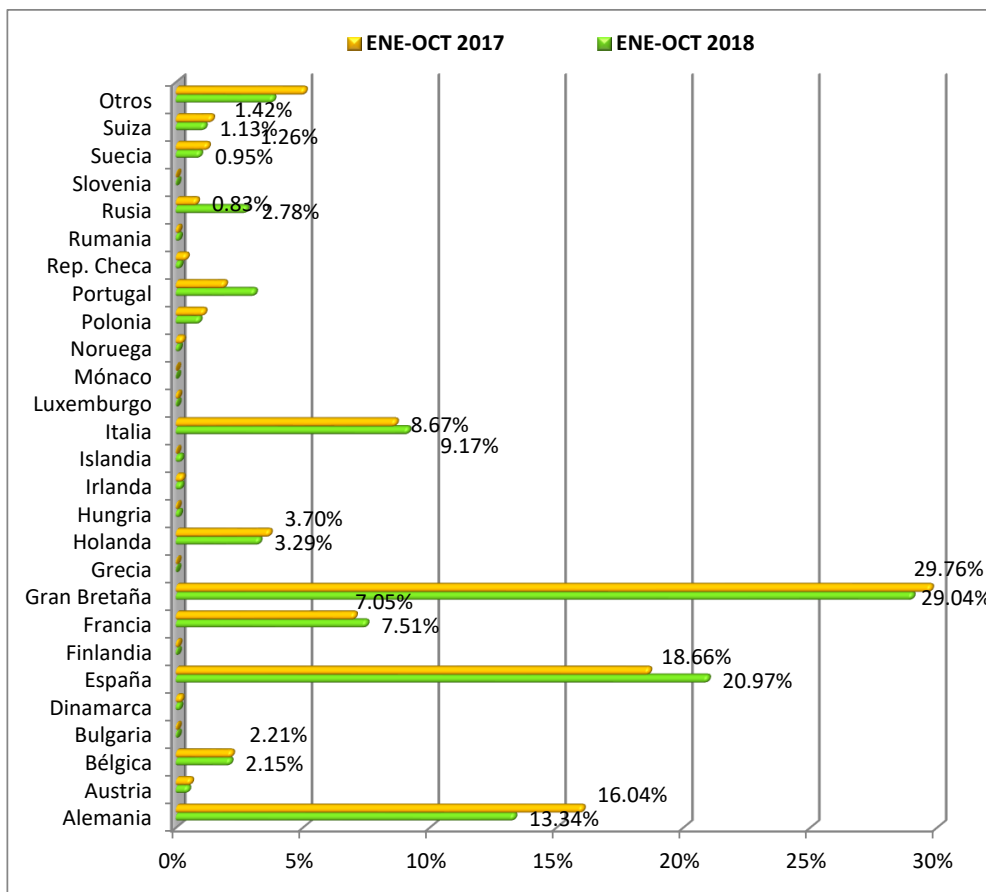
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO OCTUBRE 2018 VS 2017

| PAIS | OCTUBRE 2017 | | OCTUBRE 2018 | |
|--------------|---------------|----------------|---------------|----------------|
| | PAX | % | PAX | % |
| Alemania | 15,879 | 16.00% | 11,289 | 13.16% |
| Austria | 459 | 0.46% | 307 | 0.36% |
| Bélgica | 1,838 | 1.85% | 1,429 | 1.67% |
| Bulgaria | 12 | 0.01% | 50 | 0.06% |
| Dinamarca | 106 | 0.11% | 30 | 0.03% |
| España | 21,191 | 21.36% | 12,585 | 14.67% |
| Finlandia | 70 | 0.07% | 3 | 0.00% |
| Francia | 5,915 | 5.96% | 8,464 | 9.87% |
| Gran Bretaña | 31,592 | 31.84% | 31,012 | 36.15% |
| Grecia | 15 | 0.02% | 20 | 0.02% |
| Holanda | 4,424 | 4.46% | 2,099 | 2.45% |
| Hungría | 55 | 0.06% | 179 | 0.21% |
| Irlanda | 169 | 0.17% | 110 | 0.13% |
| Islandia | 7 | 0.01% | 23 | 0.03% |
| Italia | 6,118 | 6.17% | 4,944 | 5.76% |
| Luxemburgo | 39 | 0.04% | 35 | 0.04% |
| Mónaco | 0 | 0.00% | 0 | 0.00% |
| Noruega | 35 | 0.04% | 50 | 0.06% |
| Polonia | 975 | 0.98% | 1,248 | 1.45% |
| Portugal | 2,015 | 2.03% | 2,566 | 2.99% |
| Rep. Checa | 67 | 0.07% | 138 | 0.16% |
| Rumania | 57 | 0.06% | 105 | 0.12% |
| Rusia | 1,119 | 1.13% | 4,198 | 4.89% |
| Slovenia | 20 | 0.02% | 22 | 0.03% |
| Suecia | 186 | 0.19% | 176 | 0.21% |
| Suiza | 1,312 | 1.32% | 911 | 1.06% |
| Otros | 5,540 | 5.58% | 3,797 | 4.43% |
| SUMA | 99,215 | 100.00% | 85,790 | 100.00% |



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

| PAIS | ENE-OCT 2017 | | ENE-OCT 2018 | |
|--------------|----------------|----------------|----------------|----------------|
| | PAX | % | PAX | % |
| Alemania | 142,058 | 16.04% | 121,465 | 13.34% |
| Austria | 5,253 | 0.59% | 4,357 | 0.48% |
| Bélgica | 19,548 | 2.21% | 19,550 | 2.15% |
| Bulgaria | 516 | 0.06% | 548 | 0.06% |
| Dinamarca | 1,876 | 0.21% | 1,309 | 0.14% |
| España | 165,277 | 18.66% | 190,959 | 20.97% |
| Finlandia | 813 | 0.09% | 569 | 0.06% |
| Francia | 62,463 | 7.05% | 68,374 | 7.51% |
| Gran Bretaña | 263,620 | 29.76% | 264,362 | 29.04% |
| Grecia | 364 | 0.04% | 286 | 0.03% |
| Holanda | 32,738 | 3.70% | 29,970 | 3.29% |
| Hungría | 510 | 0.06% | 1,169 | 0.13% |
| Irlanda | 2,297 | 0.26% | 1,859 | 0.20% |
| Islandia | 341 | 0.04% | 1,770 | 0.19% |
| Italia | 76,770 | 8.67% | 83,447 | 9.17% |
| Luxemburgo | 792 | 0.09% | 419 | 0.05% |
| Mónaco | 124 | 0.01% | 144 | 0.02% |
| Noruega | 2,364 | 0.27% | 1,030 | 0.11% |
| Polonia | 9,945 | 1.12% | 8,451 | 0.93% |
| Portugal | 17,121 | 1.93% | 28,310 | 3.11% |
| Rep. Checa | 3,744 | 0.42% | 1,431 | 0.16% |
| Rumania | 890 | 0.10% | 1,087 | 0.12% |
| Rusia | 7,334 | 0.83% | 25,346 | 2.78% |
| Slovenia | 229 | 0.03% | 341 | 0.04% |
| Suecia | 11,138 | 1.26% | 8,660 | 0.95% |
| Suiza | 12,581 | 1.42% | 10,294 | 1.13% |
| Otros | 44,993 | 5.08% | 34,965 | 3.84% |
| SUMA | 885,699 | 100.00% | 910,472 | 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% | | |

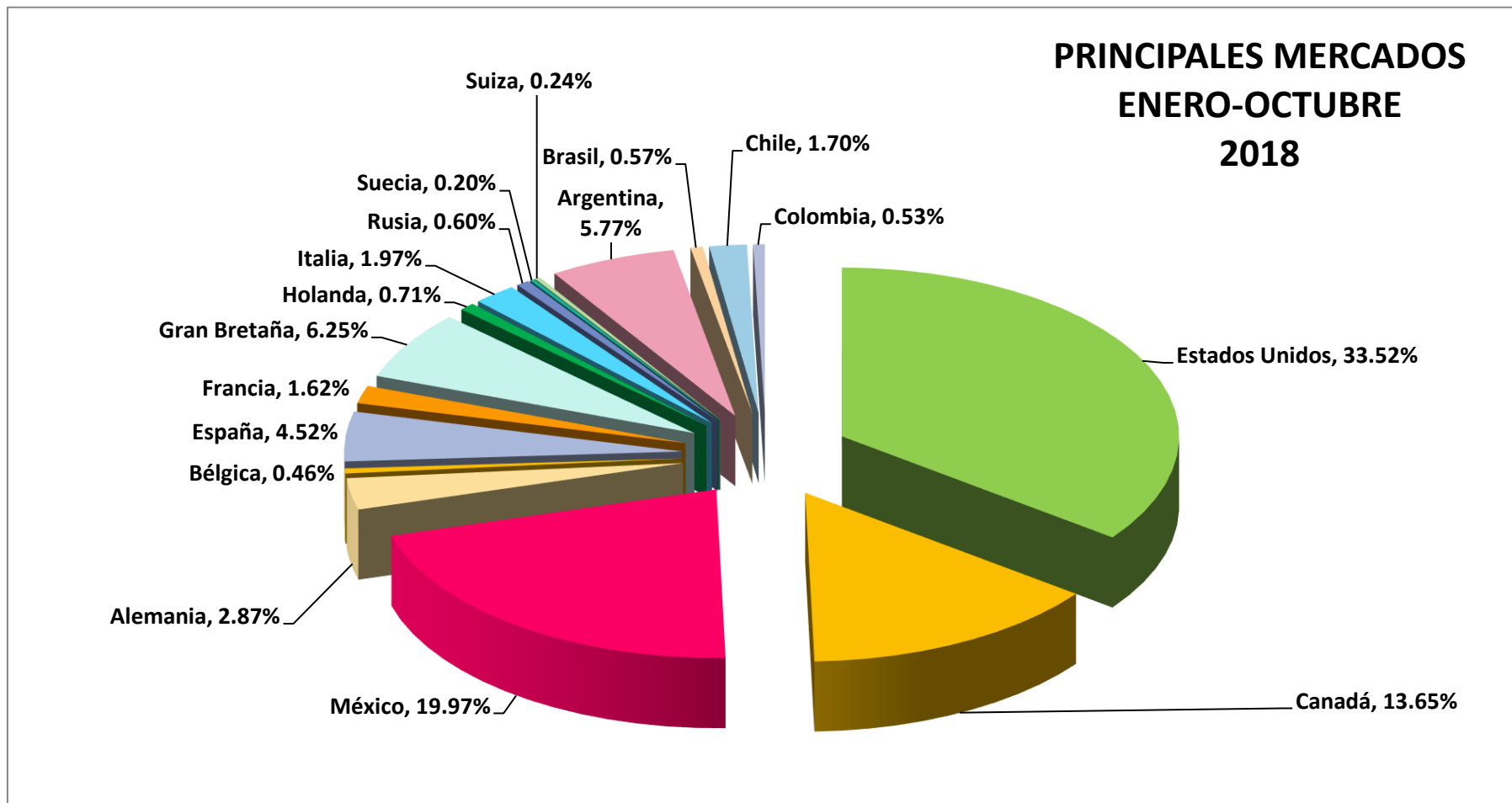
Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

**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% | 99,319 | 26.65% | | | | | 1,416,939 | 33.52% | 1 | 1 |
| 2 Canadá | 28,171 | 5.55% | 26,409 | 6.20% | 24,715 | 7.38% | 40,669 | 10.91% | | | | | 577,025 | 13.65% | 3 | 3 |
| 3 México | 112,454 | 22.17% | 96,036 | 22.55% | 91,952 | 27.44% | 102,037 | 27.38% | | | | | 844,141 | 19.97% | 2 | 2 |
| 4 Alemania | 11,631 | 2.29% | 10,655 | 2.50% | 12,459 | 3.72% | 11,289 | 3.03% | | | | | 121,465 | 2.87% | 7 | 7 |
| 5 Bélgica | 3,305 | 0.65% | 2,412 | 0.57% | 1,705 | 0.51% | 1,429 | 0.38% | | | | | 19,550 | 0.46% | 12 | 15 |
| 6 España | 33,614 | 6.63% | 40,991 | 9.63% | 25,775 | 7.69% | 12,585 | 3.38% | | | | | 190,959 | 4.52% | 6 | 6 |
| 7 Francia | 5,704 | 1.12% | 10,172 | 2.39% | 4,184 | 1.25% | 8,464 | 2.27% | | | | | 68,374 | 1.62% | 9 | 10 |
| 8 Gran Bretaña | 37,171 | 7.33% | 37,865 | 8.89% | 35,156 | 10.49% | 31,012 | 8.32% | | | | | 264,362 | 6.25% | 4 | 4 |
| 9 Holanda | 2,948 | 0.58% | 2,787 | 0.65% | 2,342 | 0.70% | 2,099 | 0.56% | | | | | 29,970 | 0.71% | 11 | 11 |
| 10 Italia | 10,700 | 2.11% | 14,678 | 3.45% | 5,123 | 1.53% | 4,944 | 1.33% | | | | | 83,447 | 1.97% | 8 | 8 |
| 11 Rusia | 1,082 | 0.21% | 1,859 | 0.44% | 2,918 | 0.87% | 4,198 | 1.13% | | | | | 25,346 | 0.60% | 17 | 12 |
| 12 Suecia | 184 | 0.04% | 71 | 0.02% | 50 | 0.01% | 176 | 0.05% | | | | | 8,660 | 0.20% | 16 | 17 |
| 13 Suiza | 1,408 | 0.28% | 1,017 | 0.24% | 574 | 0.17% | 911 | 0.24% | | | | | 10,294 | 0.24% | 15 | 16 |
| 14 Argentina | 27,594 | 5.44% | 19,092 | 4.48% | 15,598 | 4.65% | 13,638 | 3.66% | | | | | 244,079 | 5.77% | 5 | 5 |
| 15 Brasil | 3,619 | 0.71% | 1,839 | 0.43% | 1,631 | 0.49% | 1,866 | 0.50% | | | | | 23,909 | 0.57% | 14 | 13 |
| 16 Chile | 12,382 | 2.44% | 6,696 | 1.57% | 7,504 | 2.24% | 7,567 | 2.03% | | | | | 71,921 | 1.70% | 10 | 9 |
| 17 Colombia | 2,710 | 0.53% | 3,172 | 0.74% | 2,807 | 0.84% | 3,630 | 0.97% | | | | | 22,364 | 0.53% | 13 | 14 |
| Resto del mundo | 23,957 | 4.72% | 24,073 | 5.65% | 25,265 | 7.54% | 26,870 | 7.21% | | | | | 204,441 | 4.84% | | |
| AFLUENCIA | 507,258 | 100.00% | 425,801 | 100.00% | 335,111 | 100.00% | 372,703 | 100.00% | | | | | 4,227,246 | 100.00% | | |

PRINCIPALES MERCADOS

ENERO - OCTUBRE
2018

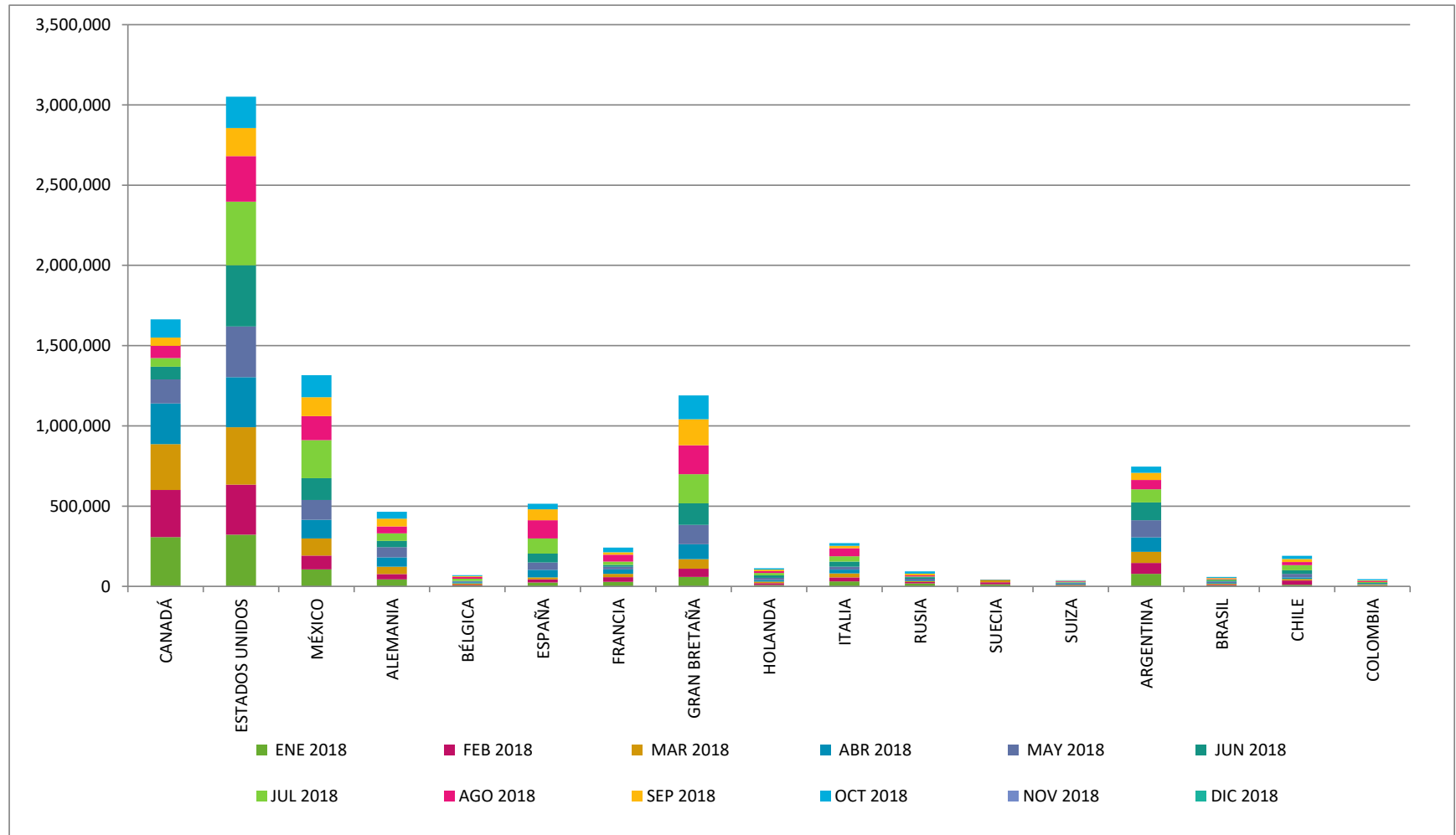


PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRODUCCIÓN CUARTOS NOCHE

| 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 | 113,704 | | | | 1,664,150 | 16.5% |
| ESTADOS UNIDOS | 321,876 | 311,657 | 358,633 | 311,668 | 315,465 | 381,098 | 396,896 | 283,973 | 174,568 | 194,912 | | | | 3,050,746 | 30.2% |
| MÉXICO | 105,511 | 86,198 | 107,127 | 115,401 | 123,643 | 136,228 | 236,622 | 150,456 | 116,856 | 138,175 | | | | 1,316,217 | 13.0% |
| SUMA | 733,765 | 691,680 | 751,867 | 680,601 | 589,366 | 596,415 | 687,043 | 510,465 | 343,120 | 446,791 | 0 | 0 | 0 | 6,031,113 | 59.7% |
| EUROPA | | | | | | | | | | | | | | | |
| ALEMANIA | 43,912 | 32,347 | 46,633 | 57,290 | 64,547 | 38,197 | 47,009 | 44,041 | 47,552 | 43,463 | | | | 464,991 | 4.6% |
| BÉLGICA | 5,454 | 5,158 | 7,385 | 6,764 | 6,384 | 2,473 | 13,303 | 11,447 | 6,451 | 5,121 | | | | 69,940 | 0.7% |
| ESPAÑA | 24,022 | 19,520 | 12,659 | 46,329 | 46,205 | 55,447 | 93,979 | 113,921 | 68,089 | 34,923 | | | | 515,094 | 5.1% |
| FRANCIA | 28,764 | 28,552 | 21,377 | 27,244 | 16,332 | 10,669 | 21,533 | 42,214 | 16,265 | 28,883 | | | | 241,833 | 2.4% |
| GRAN BRETAÑA | 58,246 | 51,043 | 60,016 | 93,296 | 120,137 | 134,486 | 181,828 | 180,490 | 162,450 | 148,082 | | | | 1,190,074 | 11.8% |
| HOLANDA | 8,840 | 10,726 | 10,323 | 9,926 | 13,552 | 15,214 | 14,900 | 11,496 | 9,954 | 8,169 | | | | 113,100 | 1.1% |
| ITALIA | 31,622 | 24,213 | 25,569 | 23,191 | 18,298 | 31,171 | 33,527 | 49,844 | 15,796 | 15,594 | | | | 268,825 | 2.7% |
| RUSIA | 17,780 | 8,793 | 5,341 | 5,172 | 10,180 | 10,146 | 3,792 | 7,498 | 10,870 | 13,259 | | | | 92,831 | 0.9% |
| SUECIA | 13,266 | 12,220 | 11,816 | 397 | 467 | 163 | 725 | 210 | 127 | 378 | | | | 39,769 | 0.4% |
| SUIZA | 4,750 | 4,059 | 2,861 | 5,628 | 3,878 | 2,376 | 5,057 | 3,873 | 2,208 | 3,200 | | | | 37,890 | 0.4% |
| SUMA | 236,656 | 196,631 | 203,980 | 275,237 | 299,980 | 300,342 | 415,653 | 465,034 | 339,762 | 301,072 | 0 | 0 | 0 | 3,034,347 | 30.0% |
| SUDAMERICA | | | | | | | | | | | | | | | |
| ARGENTINA | 77,638 | 68,838 | 69,204 | 89,070 | 107,266 | 111,355 | 80,827 | 59,503 | 43,739 | 38,868 | | | | 746,308 | 7.4% |
| BRASIL | 7403 | 3,457 | 5647 | 4,066 | 8,517 | 6,834 | 8,776 | 4,559 | 3717 | 6,010 | | | | 58,986 | 0.6% |
| CHILE | 10,700 | 25,866 | 9338 | 10,402 | 21,728 | 21,686 | 32,658 | 19,697 | 19448 | 19,044 | | | | 190,567 | 1.9% |
| COLOMBIA | 5,183 | 1,027 | 3830 | 2,244 | 3,041 | 5,886 | 6,131 | 6,516 | 4480 | 7,033 | | | | 45,371 | 0.4% |
| SUMA | 100,924 | 99,188 | 88,019 | 105,782 | 140,552 | 145,761 | 128,392 | 90,275 | 71,384 | 70,955 | 0 | 0 | 0 | 1,041,232 | 10.3% |
| 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 | 818,818 | 0 | 0 | 0 | 10,106,692 | 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. | 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 | 947,759 | | | | 11,306,739 | 89.4% |

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
OCTUBRE

| REGION | PAIS | 2017 | 2018 | Var. | % |
|---------------|----------------|----------------|----------------|--------------|--------------|
| NORTE AMERICA | Canadá | 44,296 | 40,669 | -3,627 | -8.19% |
| | Estados Unidos | 100,223 | 99,319 | -904 | -0.90% |
| | México | 93,096 | 102,037 | 8,941 | 9.60% |
| | SUMA | 237,615 | 242,025 | 4,410 | 1.86% |

| | | | | | |
|----------------|----------------------|--------------|--------------|---------------|---------|
| CENTRO AMERICA | Belice | 95 | 314 | 219 | 230.53% |
| | Costa Rica | 75 | 131 | 56 | 74.67% |
| | El Salvador | 10 | 78 | 68 | 680.00% |
| | Guatemala | 102 | 231 | 129 | 126.47% |
| | Nicaragua | 12 | 12 | 0 | 0.00% |
| | Panamá | 1,807 | 1,866 | 59 | 3.27% |
| | Otros Centro America | 124 | 657 | 533 | 429.84% |
| SUMA | 2,225 | 3,289 | 1,064 | 47.82% | |

| | | | | | |
|-------------|-----------------|--------------|------------|----------------|----------|
| CARIBE | Bahamas | 8 | 3 | -5 | -62.50% |
| | Bermudas | 13 | 0 | -13 | -100.00% |
| | Cuba | 20 | 78 | 58 | 290.00% |
| | Curacao | 0 | 0 | 0 | #¡DIV/0! |
| | Haiti | 0 | 13 | 13 | #¡DIV/0! |
| | Jamaica | 55 | 13 | -42 | -76.36% |
| | Puerto Rico | 49 | 73 | 24 | 48.98% |
| | Rep. Dominicana | 206 | 268 | 62 | 30.10% |
| | Otros Caribe | 136 | 616 | 480 | 352.94% |
| SUMA | 487 | 1,064 | 577 | 118.48% | |

| | | | | | |
|-------------|------------------|---------------|--------------|---------------|---------|
| SUDAMERICA | Argentina | 14,078 | 13,638 | -440 | -3.13% |
| | Bolivia | 228 | 321 | 93 | 40.79% |
| | Brasil | 2,218 | 1,866 | -352 | -15.87% |
| | Chile | 5,744 | 7,567 | 1,823 | 31.74% |
| | Colombia | 2,481 | 3,630 | 1,149 | 46.31% |
| | Ecuador | 119 | 199 | 80 | 67.23% |
| | Paraguay | 263 | 449 | 186 | 70.72% |
| | Peru | 2,411 | 4,788 | 2,377 | 98.59% |
| | Uruguay | 1,429 | 2,210 | 781 | 54.65% |
| | Venezuela | 162 | 354 | 192 | 118.52% |
| | Otros Sudamerica | 833 | 2,269 | 1,436 | 172.39% |
| SUMA | 29,966 | 37,291 | 7,325 | 24.44% | |

| | | | | | |
|--------|--------------|-----------|------------|------------|----------------|
| AFRICA | Argelia | 0 | 2 | 2 | #¡DIV/0! |
| | Egipto | 22 | 0 | -22 | -100.00% |
| | Sudáfrica | 20 | 7 | -13 | -65.00% |
| | Otros Africa | 47 | 664 | 617 | 1312.77% |
| | SUMA | 89 | 673 | 584 | 656.18% |

| REGION | PAIS | 2017 | 2018 | Var. | % |
|---------|---------------|------------|--------------|------------|---------------|
| OCEANIA | Australia | 536 | 455 | -81 | -15.11% |
| | Nueva Zelanda | 62 | 73 | 11 | 17.74% |
| | Otros Oceania | 17 | 574 | 557 | 3276.47% |
| | SUMA | 615 | 1,102 | 487 | 79.19% |

| | | | | | |
|------|-------------|--------------|--------------|-----------|--------------|
| ASIA | Arabia | 22 | 23 | 1 | 4.55% |
| | China | 256 | 136 | -120 | -46.88% |
| | Corea | 131 | 231 | 100 | 76.34% |
| | Filipinas | 8 | 23 | 15 | 187.50% |
| | India | 42 | 121 | 79 | 188.10% |
| | Israel | 598 | 98 | -500 | -83.61% |
| | Japón | 67 | 38 | -29 | -43.28% |
| | Paquistán | 7 | 0 | -7 | -100.00% |
| | Turquia | 28 | 40 | 12 | 42.86% |
| | Otros | 266 | 759 | 493 | 185.34% |
| | SUMA | 1,425 | 1,469 | 44 | 3.09% |

| | | | | | |
|-------------|---------------|---------------|----------------|----------------|----------|
| EUROPA | Alemania | 15,879 | 11,289 | -4,590 | -28.91% |
| | Austria | 459 | 307 | -152 | -33.12% |
| | Bélgica | 1,838 | 1,429 | -409 | -22.25% |
| | Bulgaria | 12 | 50 | 38 | 316.67% |
| | Dinamarca | 106 | 30 | -76 | -71.70% |
| | España | 21,191 | 12,585 | -8,606 | -40.61% |
| | Finlandia | 70 | 3 | -67 | -95.71% |
| | Francia | 5,915 | 8,464 | 2,549 | 43.09% |
| | Gran Bretaña | 31,592 | 31,012 | -580 | -1.84% |
| | Grecia | 15 | 20 | 5 | 33.33% |
| | Holanda | 4,424 | 2,099 | -2,325 | -52.55% |
| | Hungria | 55 | 179 | 124 | 225.45% |
| | Irlanda | 169 | 110 | -59 | -34.91% |
| | Islandia | 7 | 23 | 16 | 228.57% |
| | Italia | 6,118 | 4,944 | -1,174 | -19.19% |
| | Luxemburgo | 39 | 35 | -4 | -10.26% |
| | Mónaco | 0 | 0 | 0 | #¡DIV/0! |
| | Noruega | 35 | 50 | 15 | 42.86% |
| | Polonia | 975 | 1,248 | 273 | 28.00% |
| | Portugal | 2,015 | 2,566 | 551 | 27.34% |
| | Rep. Checa | 67 | 138 | 71 | 105.97% |
| | Rumania | 57 | 105 | 48 | 84.21% |
| | Rusia | 1,119 | 4,198 | 3,079 | 275.16% |
| | Slovenia | 20 | 22 | 2 | 10.00% |
| | Suecia | 186 | 176 | -10 | -5.38% |
| | Suiza | 1,312 | 911 | -401 | -30.56% |
| | Otros Europa | 5,540 | 3,797 | -1,743 | -31.46% |
| SUMA | 99,215 | 85,790 | -13,425 | -13.53% | |

| | | | | |
|-------------------|----------------|----------------|--------------|--------------|
| SUMA TOTAL | 371,637 | 372,703 | 1,066 | 0.29% |
|-------------------|----------------|----------------|--------------|--------------|

COMPARATIVO POR PAISES DE LOS AÑOS 2018 VS 2017
ENERO -OCTUBRE

| REGION | PAIS | 2017 | 2018 | Var. | % |
|----------------------|----------------|------------------|------------------|-----------------|---------------|
| NORTE AMERICA | Canadá | 646,110 | 577,025 | -69,085 | -10.69% |
| | Estados Unidos | 1,537,427 | 1,416,939 | -120,488 | -7.84% |
| | México | 756,115 | 844,141 | 88,026 | 11.64% |
| | SUMA | 2,939,652 | 2,838,105 | -101,547 | -3.45% |

| | | | | | |
|-----------------------|----------------------|---------------|---------------|----------------|---------|
| CENTRO AMERICA | Belice | 722 | 1,161 | 439 | 60.80% |
| | Costa Rica | 1,789 | 2,277 | 488 | 27.28% |
| | El Salvador | 700 | 707 | 7 | 1.00% |
| | Guatemala | 1,770 | 2,507 | 737 | 41.64% |
| | Nicaragua | 220 | 160 | -60 | -27.27% |
| | Panamá | 16,316 | 9,410 | -6,906 | -42.33% |
| | Otros Centro America | 2,094 | 968 | -1,126 | -53.77% |
| SUMA | 23,611 | 17,190 | -6,421 | -27.19% | |

| | | | | | |
|---------------|-----------------|--------------|-------------|---------------|----------|
| CARIBE | Bahamas | 61 | 103 | 42 | 68.85% |
| | Bermudas | 132 | 63 | -69 | -52.27% |
| | Cuba | 985 | 782 | -203 | -20.61% |
| | Curacao | 0 | 2 | 2 | #¡DIV/0! |
| | Haiti | 84 | 85 | 1 | 1.19% |
| | Jamaica | 295 | 250 | -45 | -15.25% |
| | Puerto Rico | 2,936 | 2,345 | -591 | -20.13% |
| | Rep. Dominicana | 1,779 | 1,888 | 109 | 6.13% |
| | Otros Caribe | 1,036 | 1,240 | 204 | 19.69% |
| SUMA | 7,308 | 6,758 | -550 | -7.53% | |

| | | | | | |
|-------------------|------------------|----------------|----------------|---------------|---------------|
| SUDAMERICA | Argentina | 204,438 | 244,079 | 39,641 | 19.39% |
| | Bolivia | 3,660 | 2,257 | -1,403 | -38.33% |
| | Brasil | 17,535 | 23,909 | 6,374 | 36.35% |
| | Chile | 53,131 | 71,921 | 18,790 | 35.37% |
| | Colombia | 18,014 | 22,364 | 4,350 | 24.15% |
| | Ecuador | 2,382 | 2,792 | 410 | 17.21% |
| | Paraguay | 2,483 | 3,436 | 953 | 38.38% |
| | Peru | 20,004 | 24,393 | 4,389 | 21.94% |
| | Uruguay | 17,997 | 24,786 | 6,789 | 37.72% |
| | Venezuela | 5,042 | 2,342 | -2,700 | -53.55% |
| | Otros Sudamerica | 4,367 | 8,666 | 4,299 | 98.44% |
| | SUMA | 349,053 | 430,945 | 81,892 | 23.46% |

| | | | | | |
|---------------|--------------|--------------|--------------|-------------|----------------|
| AFRICA | Argelia | 11 | 79 | 68 | 618.18% |
| | Egipto | 184 | 111 | -73 | -39.67% |
| | Sudáfrica | 326 | 144 | -182 | -55.83% |
| | Otros Africa | 2,626 | 1,881 | -745 | -28.37% |
| | SUMA | 3,147 | 2,215 | -932 | -29.62% |

| REGION | PAIS | 2017 | 2018 | Var. | % |
|----------------|---------------|--------------|--------------|------------|---------------|
| OCEANIA | Australia | 5,791 | 5,881 | 90 | 1.55% |
| | Nueva Zelanda | 527 | 608 | 81 | 15.37% |
| | Otros Oceania | 50 | 707 | 657 | 1314.00% |
| | SUMA | 6,368 | 7,196 | 828 | 13.00% |

| | | | | | |
|-------------|-------------|---------------|---------------|------------|--------------|
| ASIA | Arabia | 714 | 894 | 180 | 25.21% |
| | China | 2,038 | 1,446 | -592 | -29.05% |
| | Corea | 2,162 | 2,012 | -150 | -6.94% |
| | Filipinas | 270 | 271 | 1 | 0.37% |
| | India | 678 | 1,796 | 1,118 | 164.90% |
| | Israel | 3,046 | 2,758 | -288 | -9.46% |
| | Japón | 995 | 859 | -136 | -13.67% |
| | Paquistán | 36 | 22 | -14 | -38.89% |
| | Turquia | 307 | 517 | 210 | 68.40% |
| | Otros | 3,529 | 3,790 | 261 | 7.40% |
| | SUMA | 13,775 | 14,365 | 590 | 4.28% |

| | | | | | |
|---------------|----------------|----------------|---------------|--------------|---------|
| EUROPA | Alemania | 142,058 | 121,465 | -20,593 | -14.50% |
| | Austria | 5,253 | 4,357 | -896 | -17.06% |
| | Bélgica | 19,548 | 19,550 | 2 | 0.01% |
| | Bulgaria | 516 | 548 | 32 | 6.20% |
| | Dinamarca | 1,876 | 1,309 | -567 | -30.22% |
| | España | 165,277 | 190,959 | 25,682 | 15.54% |
| | Finlandia | 813 | 569 | -244 | -30.01% |
| | Francia | 62,463 | 68,374 | 5,911 | 9.46% |
| | Gran Bretaña | 263,620 | 264,362 | 742 | 0.28% |
| | Grecia | 364 | 286 | -78 | -21.43% |
| | Holanda | 32,738 | 29,970 | -2,768 | -8.46% |
| | Hungría | 510 | 1,169 | 659 | 129.22% |
| | Irlanda | 2,297 | 1,859 | -438 | -19.07% |
| | Islandia | 341 | 1,770 | 1,429 | 419.06% |
| | Italia | 76,770 | 83,447 | 6,677 | 8.70% |
| | Luxemburgo | 792 | 419 | -373 | -47.10% |
| | Mónaco | 124 | 144 | 20 | 16.13% |
| | Noruega | 2,364 | 1,030 | -1,334 | -56.43% |
| | Polonia | 9,945 | 8,451 | -1,494 | -15.02% |
| | Portugal | 17,121 | 28,310 | 11,189 | 65.35% |
| | Rep. Checa | 3,744 | 1,431 | -2,313 | -61.78% |
| | Rumania | 890 | 1,087 | 197 | 22.13% |
| | Rusia | 7,334 | 25,346 | 18,012 | 245.60% |
| | Slovenia | 229 | 341 | 112 | 48.91% |
| | Suecia | 11,138 | 8,660 | -2,478 | -22.25% |
| | Suiza | 12,581 | 10,294 | -2,287 | -18.18% |
| | Otros Europa | 44,993 | 34,965 | -10,028 | -22.29% |
| SUMA | 885,699 | 910,472 | 24,773 | 2.80% | |

| | | | | |
|-------------------|------------------|------------------|---------------|---------------|
| SUMA TOTAL | 4,228,613 | 4,227,246 | -1,367 | -0.03% |
|-------------------|------------------|------------------|---------------|---------------|

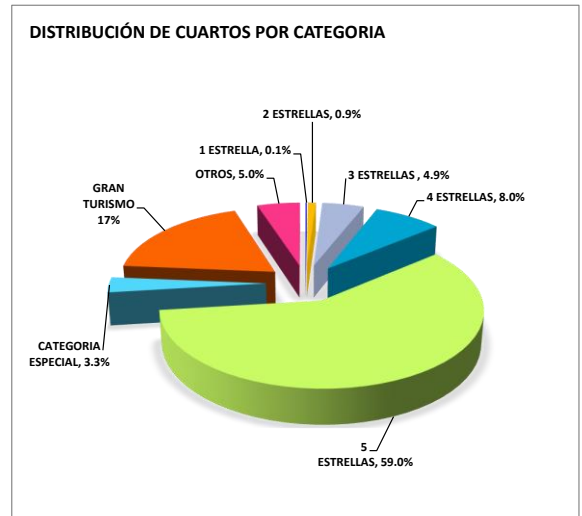
LISTADO DE ESTABLECIMIENTOS DE HOSPEDAJE
POR PLAN DE HOSPEDAJE DE LA RIVIERA MAYA
OCTUBRE 2018

| HOTEL | CUARTOS | CATEGORIA |
|--|---------------|--------------|
| 1 AKUMA BAY WELLNESS RESORTS | 310 | 4 estrellas |
| 2 AZUL FIVES | 582 | 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 | 35,203 | |

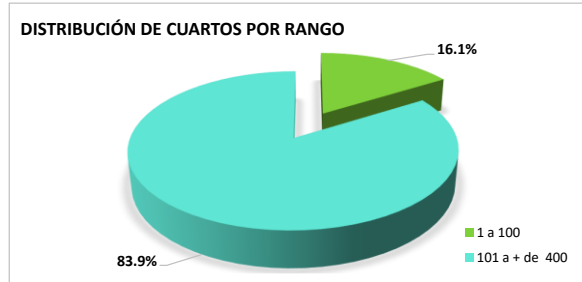
| PLAN DE HOSPEDAJE | Cuartos | # Htls. | % |
|--------------------------|---------------|------------|---------------|
| TOTAL PLAN ALL INCLUSIVE | 35,203 | 81 | 74.7% |
| TOTAL PLAN EUROPEO | 11,948 | 337 | 25.3% |
| SUMAS | 47,151 | 418 | 100.0% |



| CATEGORIA | Cuartos | # Htls. | % |
|--------------------|---------------|------------|---------------|
| 1 ESTRELLA | 64 | 2 | 0.1% |
| 2 ESTRELLAS | 444 | 22 | 0.9% |
| 3 ESTRELLAS | 2,307 | 89 | 4.9% |
| 4 ESTRELLAS | 3,770 | 55 | 8.0% |
| 5 ESTRELLAS | 27,873 | 71 | 59.1% |
| CATEGORIA ESPECIAL | 1,546 | 13 | 3.3% |
| GRAN TURISMO | 8,779 | 23 | 18.6% |
| OTROS | 2,368 | 143 | 5.0% |
| SUMAS | 47,151 | 418 | 100.0% |



| RANGO | Cuartos | # Htls. | % |
|----------------|---------------|------------|---------------|
| 1 a 100 | 7,604 | 324 | 16.1% |
| 101 a + de 400 | 39,547 | 94 | 83.9% |
| SUMAS | 47,151 | 418 | 100.0% |



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

| LOCALIDAD | HOTELES | % | CUARTOS | % |
|----------------------|------------|---------------|---------------|---------------|
| AKUMAL | 25 | 6.0% | 4,568 | 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 | 178 | 42.6% | 8,654 | 18.4% |
| PLAYA DEL SECRETO | 1 | 0.2% | 540 | 1.1% |
| PLAYA PARAISO | 12 | 2.9% | 4,130 | 8.8% |
| PLAYACAR | 24 | 5.7% | 6,771 | 14.4% |
| PUERTO AVENTURAS | 14 | 3.3% | 5,238 | 11.1% |
| PUNTA ALLEN | 7 | 1.7% | 68 | 0.1% |
| PUNTA BETE XCALACOCO | 17 | 4.1% | 6,042 | 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 | 24.4% | 2,228 | 4.7% |
| XCARET | 2 | 0.5% | 1,664 | 3.5% |
| XPU-HA | 4 | 1.0% | 481 | 1.0% |
| TOTAL | 418 | 100.0% | 47,151 | 100.0% |

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

