



CONSEJO DE PROMOCIÓN TURÍSTICA
DE QUINTANA ROO

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

NOVIEMBRE 2018

El Barómetro Turístico de la Riviera Maya en su **Ducentésima cuadragésima** edición correspondiente al mes de Noviembre del año 2018, fue elaborado con un muestreo de 37,044 cuartos, que corresponde al 78.4% del total de cuartos existentes a la fecha, los cuales son 47,242 de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

Elaborado por:
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CONSEJO DE PROMOCIÓN TURÍSTICA
DE QUINTANA ROO

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

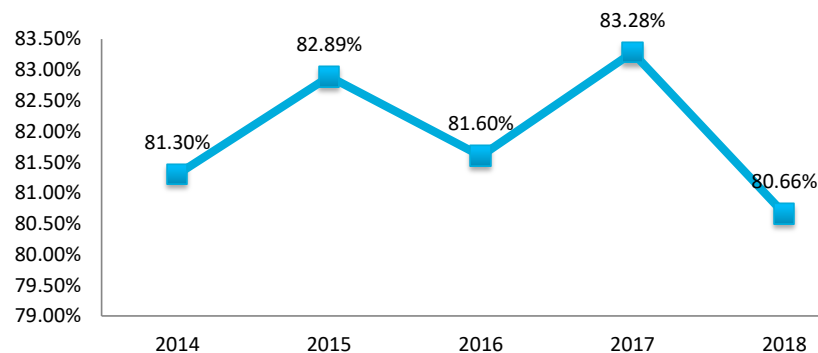
CONCEPTO	NOVIEMBRE		VARIACIÓN	
	2017	2018	VALOR	%
OCUPACION HOTELERA	2017	2018		
NO. DE CUARTOS	45,348	47,242	1,894	4.18%
CUARTOS NOCHE DISPONIBLES	1,338,896	1,397,825	58,929	4.40%
CUARTOS NOCHE OCUPADOS	1,104,797	1,145,930	41,133	3.72%
% DE OCUPACION HOTELERA	82.52%	81.98%	-0.54%	
% DE OCUPACION TODO INCLUIDO	84.66%	84.48%	-0.18%	
ESTADIA PROMEDIO	2017	2018		
GENERAL	5.64	5.76	0.12	
TURISMO NACIONAL	3.40	3.62	0.22	
TURISMO INTERNACIONAL	6.11	6.59	0.48	
TARIFA PROMEDIO (pesos)	\$ 4,674.67	\$ 4,978.79	304	6.51%
AFLUENCIA DEL TURISMO	2017	2018		
TOTAL	401,309	413,751	12,442	3.10%
NACIONALES	75,948	77,452	1,504	1.98%
EXTRANJEROS	325,361	336,299	10,938	3.36%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES	2017	2018		
EUROPA	85,106	87,750		
ESTADOS UNIDOS	124,159	125,353		
CANADÁ	77,600	81,477		
SUDAMERICA	32,638	35,264		
RESTO DEL MUNDO	5,858	6,455		
	325,361	336,299		
PRODUCCIÓN CUARTOS NOCHE	2017	2018		
TOTAL	1,104,797	1,145,930	41,133	3.72%
NACIONALES	107,593	116,823	9,230	8.58%
EXTRANJEROS	997,204	1,029,107	31,903	3.20%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES	2017	2018		
EUROPA (Principales países)	293,884	311,772		
ESTADOS UNIDOS	255,561	261,674		
CANADÁ	221,807	222,364		
SUDAMERICA (Principales países)	85,050	104,324		
RESTO DEL MUNDO	140,902	128,973		
	997,204	1,029,107		

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

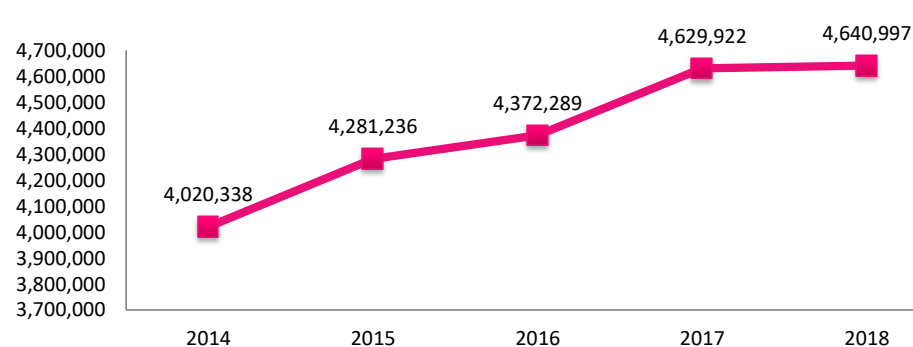
CONCEPTO	ENERO-NOVIEMBRE		VARIACIÓN	
	2017	2018	VALOR	%
OCUPACION HOTELERA	2017	2018		
NO. DE CUARTOS	45,348	47,242	1,894	4.18%
CUARTOS NOCHE DISPONIBLES	15,043,251	15,437,536	394,285	2.62%
CUARTOS NOCHE OCUPADOS	12,528,461	12,452,669	-75,792	-0.60%
% DE OCUPACION HOTELERA	83.28%	80.66%	-2.62%	
% DE OCUPACION TODO INCLUIDO	84.89%	82.57%	-2.32%	
ESTADIA PROMEDIO	2017	2018		
GENERAL	5.83	5.84	0.01	
TURISMO NACIONAL	3.83	3.74	(0.09)	
TURISMO INTERNACIONAL	6.34	6.42	0.08	
TARIFA PROMEDIO (pesos)	\$ 4,725.64	\$ 4,977.95	252	5.34%
AFLUENCIA DEL TURISMO	2017	2018		
TOTAL	4,629,922	4,640,997	11,075	0.24%
NACIONALES	832,063	921,593	89,530	10.76%
EXTRANJEROS	3,797,859	3,719,404	-78,455	-2.07%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES	2017	2018		
EUROPA	970,805	998,222		
ESTADOS UNIDOS	1,661,586	1,542,292		
CANADÁ	723,710	658,502		
SUDAMERICA	381,691	466,209		
RESTO DEL MUNDO	60,067	54,179		
	3,797,859	3,719,404		
PRODUCCIÓN CUARTOS NOCHE	2017	2018		
TOTAL	12,528,461	12,452,669	-75,792	-0.60%
NACIONALES	1,309,927	1,433,040	123,113	9.40%
EXTRANJEROS	11,218,534	11,019,629	-198,905	-1.77%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES	2017	2018		
EUROPA (Principales países)	3,367,354	3,338,696		
ESTADOS UNIDOS	3,596,439	3,312,420		
CANADÁ	2,060,854	1,886,514		
SUDAMERICA (Principales países)	930,182	1,126,905		
RESTO DEL MUNDO	1,263,705	1,355,094		
	11,218,534	11,019,629		

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	82.65%	81.31%	81.21%	82.52%	81.98%	-0.67%	0.67%	0.77%	-0.54%	369,091	373,674	374,346	401,309	413,751	12.10%	10.73%	10.53%	3.10%	
DIC																			
Total	81.30%	82.89%	81.60%	83.28%	80.66%	-0.64%	-2.23%	-0.94%	-2.62%	4,020,338	4,281,236	4,372,289	4,629,922	4,640,997	15.44%	8.40%	6.15%	0.24%	

OCUPACIÓN GENERAL ACUMULADA

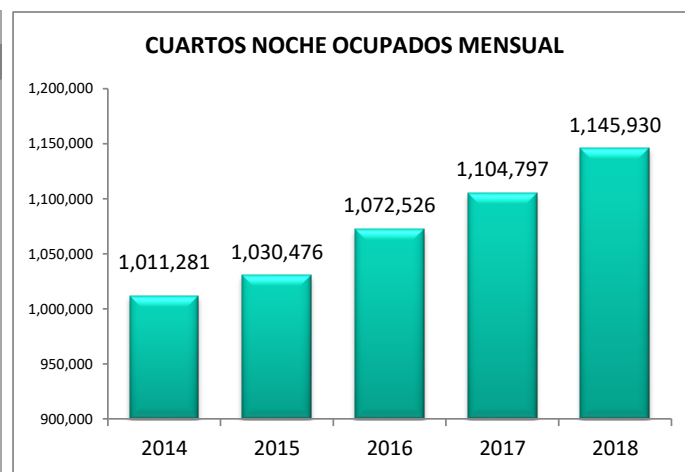


AFLUENCIA GENERAL ACUMULADA



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	1,011,281	1,030,476	1,072,526	1,104,797	1,145,930	13.31%	11.20%	6.84%	3.72%
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	11,022,075	11,599,874	11,858,871	12,528,461	12,452,669	12.98%	7.35%	5.01%	-0.60%
ENE-DIC									

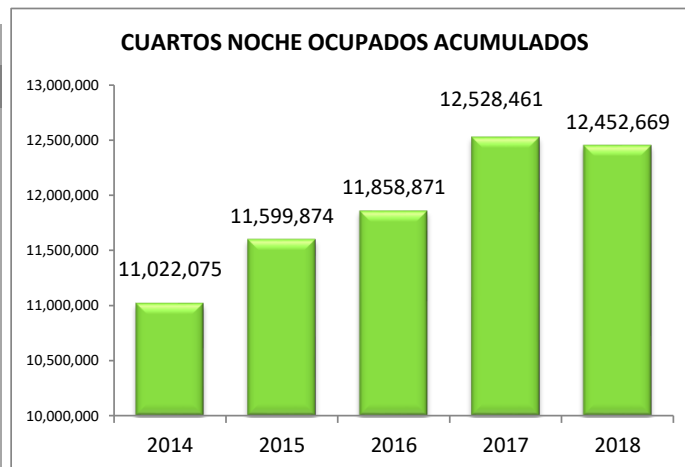


TABLA DE OCUPACION HOTELERA AÑO 2018

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%	270,666	72.62%	372,703	5.25
NOVIEMBRE	419	47,242	1,397,825	1,145,930	81.98%	77,452	18.72%	336,299	81.28%	413,751	5.76
DICIEMBRE											

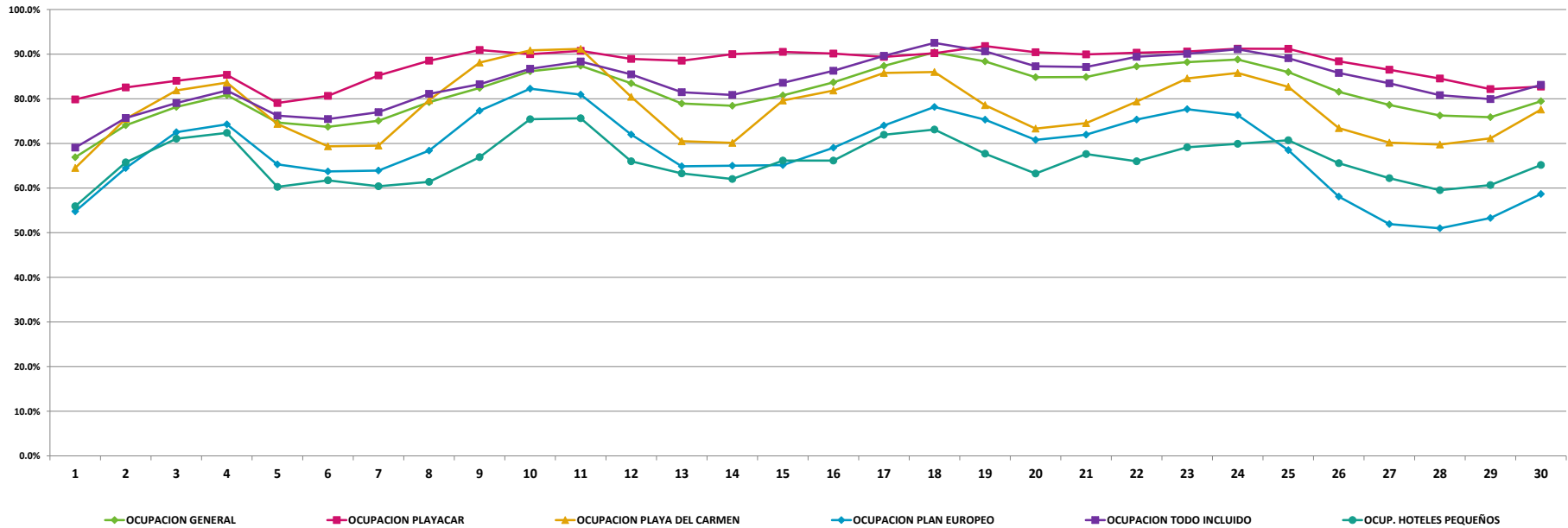
ACUMULADO ANUAL

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%	3,383,105	80.03%	4,227,246	5.85
ENE-NOV	419	47,242	15,437,536	12,452,669	80.66%	921,593	19.86%	3,719,404	80.14%	4,640,997	5.84
ENE-DIC											

CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO
NOVIEMBRE 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	66.9%	74.1%	78.2%	80.8%	74.7%	73.7%	75.1%	79.2%	82.4%	86.2%	87.4%	83.5%	79.0%	78.4%	80.8%	83.7%	87.4%	90.4%	88.4%	84.8%	84.9%	87.2%	88.2%	88.8%	86.0%	81.6%	78.6%	76.3%	75.9%	79.5%	81.98%
OCUPACION PLAYACAR	79.8%	82.5%	84.0%	85.4%	79.1%	80.7%	85.2%	88.5%	90.9%	90.0%	90.7%	88.9%	88.5%	90.0%	90.5%	90.1%	89.4%	90.2%	91.8%	90.4%	89.9%	90.3%	90.6%	91.2%	91.2%	88.4%	86.5%	84.5%	82.2%	82.7%	87.48%
OCUPACION PLAYA DEL CARMEN	64.5%	75.5%	81.9%	83.6%	74.4%	69.4%	69.5%	79.7%	88.1%	90.8%	91.2%	80.4%	70.5%	70.1%	79.6%	81.9%	85.8%	86.0%	78.6%	73.3%	74.5%	79.4%	84.6%	85.8%	82.7%	73.4%	70.2%	69.8%	71.2%	77.6%	78.13%
OCUPACION PLAN EUROPEO	54.8%	64.5%	72.5%	74.3%	65.3%	63.7%	63.9%	68.4%	77.3%	82.3%	81.0%	72.0%	64.9%	65.0%	65.1%	69.0%	74.0%	78.2%	75.3%	70.8%	72.0%	75.4%	77.7%	76.3%	68.5%	58.1%	51.9%	51.0%	53.3%	58.7%	68.17%
OCUPACION TODO INCLUIDO	69.1%	75.7%	79.1%	81.9%	76.2%	75.5%	77.0%	81.1%	83.3%	86.7%	88.4%	85.5%	81.5%	80.9%	83.6%	86.3%	89.6%	92.5%	90.6%	87.3%	87.1%	89.4%	90.1%	91.1%	89.1%	85.8%	83.5%	80.8%	79.9%	83.1%	84.48%
OCUP. HOTELES PEQUEÑOS	55.9%	65.8%	71.1%	72.4%	60.3%	61.7%	60.4%	61.4%	66.9%	75.4%	75.6%	66.0%	63.3%	62.0%	66.2%	66.2%	71.9%	73.1%	67.7%	63.2%	67.6%	66.0%	69.2%	69.9%	70.7%	65.6%	62.2%	59.5%	60.7%	65.2%	66.10%

NOVIEMBRE 2018
OCUPACIÓN HOTELERA RIVIERA MAYA



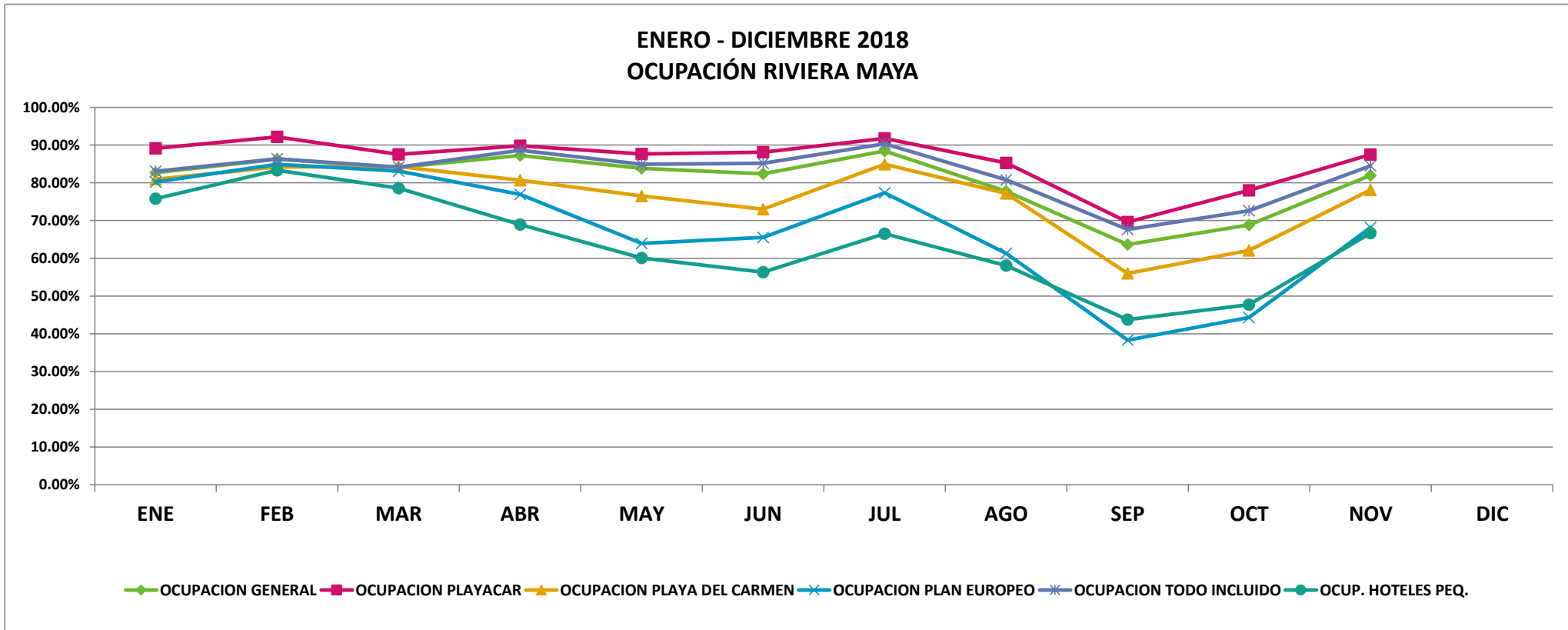
CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO



OCUPACIÓN HOTELERA MENSUAL

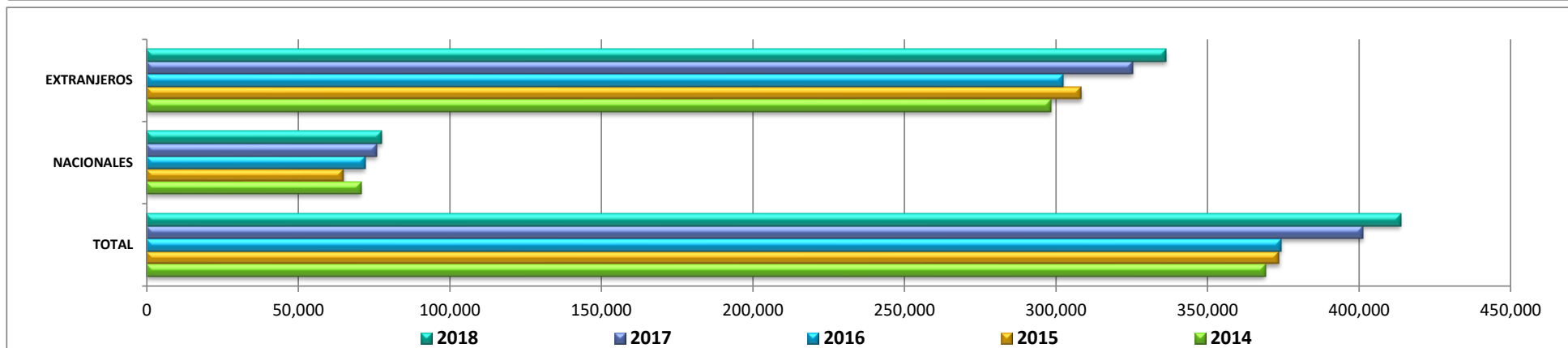
ENERO - DICIEMBRE 2018

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%	81.98%		80.66%
OCUPACION PLAYACAR	89.16%	92.16%	87.55%	89.81%	87.62%	88.14%	91.79%	85.29%	69.60%	77.99%	87.48%		86.05%
OCUPACION PLAYA DEL CARMEN	80.94%	84.22%	84.32%	80.67%	76.49%	72.99%	84.94%	77.17%	55.99%	62.09%	78.13%		76.18%
OCUPACION PLAN EUROPEO	80.22%	84.90%	83.11%	76.93%	63.93%	65.54%	77.34%	61.33%	38.32%	44.30%	68.17%		67.65%
OCUPACION TODO INCLUIDO	83.07%	86.37%	84.17%	88.62%	84.94%	85.19%	90.35%	80.80%	67.64%	72.61%	84.48%		82.57%
OCUP. HOTELES PEQ.	75.81%	83.34%	78.58%	68.96%	60.10%	56.34%	66.51%	58.04%	43.73%	47.73%	66.68%		64.17%



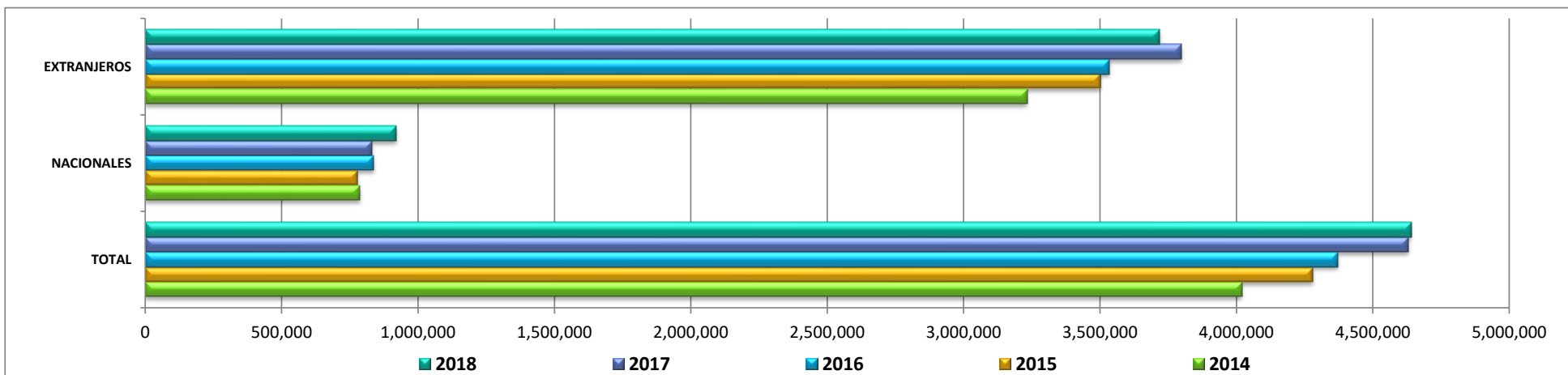
AFLUENCIA DEL TURISMO NOVIEMBRE 2014-2018

AFLUENCIA DEL TURISMO	2014		2015		2016		2017		2018		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2018-14	2018-15	2018-16	2018-17
TOTAL	369,091	100.00%	373,674	100.00%	374,346	100.00%	401,309	100.00%	413,751	100.00%	12.10%	10.73%	10.53%	3.10%
NACIONALES	70,766	19.17%	65,209	17.45%	71,993	19.23%	75,948	18.93%	77,452	18.72%	9.45%	18.78%	7.58%	1.98%
EXTRANJEROS	298,325	80.83%	308,465	82.55%	302,353	80.77%	325,361	81.07%	336,299	81.28%	12.73%	9.02%	11.23%	3.36%



ENERO - NOVIEMBRE 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	4,020,338	100.00%	4,281,236	100.00%	4,372,289	100.00%	4,629,922	100.00%	4,640,997	100.00%	15.44%	8.40%	6.15%	0.24%
NACIONALES	787,140	19.58%	779,247	18.20%	837,401	19.15%	832,063	17.97%	921,593	19.86%	17.08%	18.27%	10.05%	10.76%
EXTRANJEROS	3,233,198	80.42%	3,501,989	81.80%	3,534,888	80.85%	3,797,859	82.03%	3,719,404	80.14%	15.04%	6.21%	5.22%	-2.07%

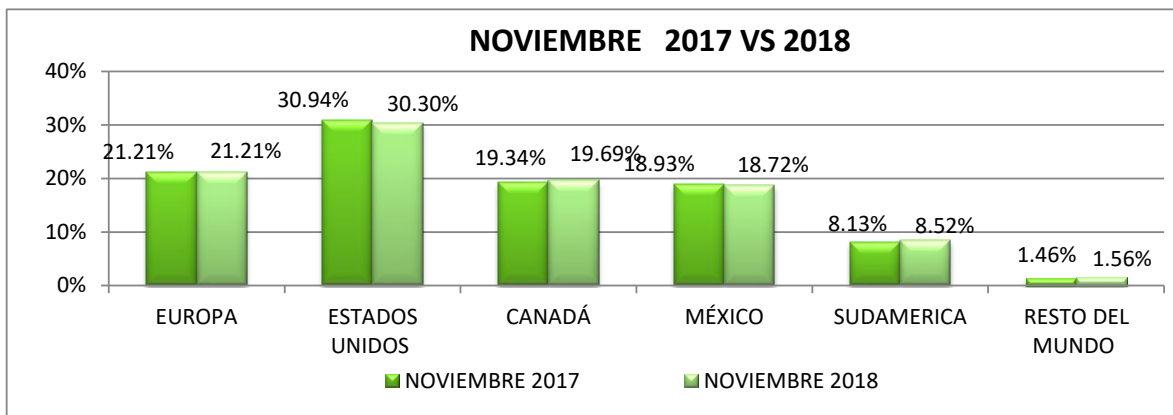


**PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
NOVIEMBRE 2018**

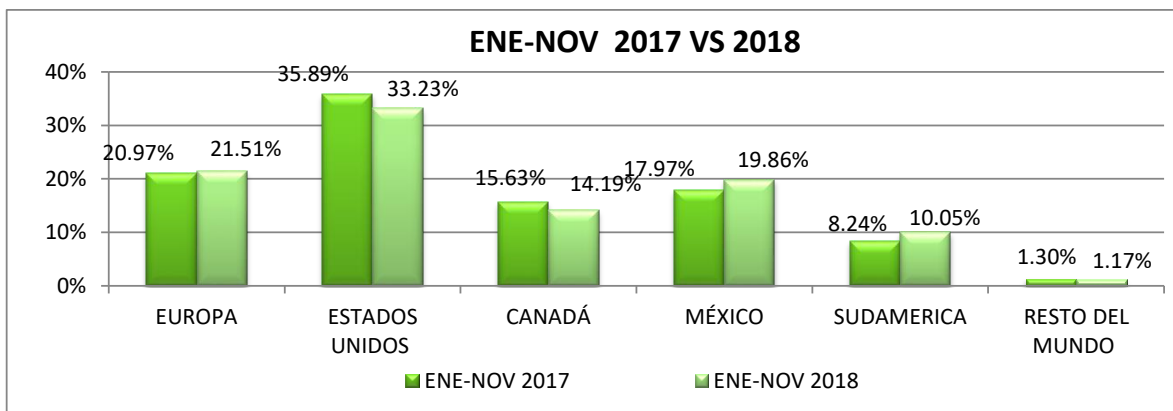
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	81,477	19.69	Bahamas	9	0.00	Alemania	20,365	4.92
Estados Unidos	125,353	30.30	Bermudas	14	0.00	Austria	656	0.16
México	77,452	18.72	Cuba	37	0.01	Bélgica	2,021	0.49
SUMA	284,282	68.71	Curacao	0	0.00	Bulgaria	77	0.02
			Haiti	4	0.00	Dinamarca	69	0.02
			Jamaica	51	0.01	España	12,213	2.95
			Puerto Rico	49	0.01	Finlandia	139	0.03
			Rep. Dominicana	322	0.08	Francia	6,678	1.61
			Otros	21	0.01	Gran Bretaña	21,833	5.28
			SUMA	507	0.12	Grecia	26	0.01
						Holanda	2,071	0.50
2.- CENTRO AMERICA			5.-OCEANIA					
Belice	18	0.00	Australia	505	0.12	Hungria	104	0.03
Costa Rica	123	0.03	Nueva Zelanda	42	0.01	Irlanda	178	0.04
El Salvador	72	0.02	Otros	0	0.00	Islandia	9	0.00
Guatemala	209	0.05	SUMA	547	0.13	Italia	7,118	1.72
Nicaragua	21	0.01				Luxemburgo	42	0.01
Panamá	3,645	0.88				Mónaco	14	0.00
Otros	4	0.00				Noruega	97	0.02
SUMA	4,092	0.99				Polonia	1,587	0.38
						Portugal	1,135	0.27
						Rep. Checa	651	0.16
3.- SUDAMERICA			6.- ASIA					
Argentina	15,197	3.67	Arabia	12	0.00	Rumania	118	0.03
Bolivia	454	0.11	China	273	0.07	Rusia	4,736	1.14
Brasil	6,354	1.54	Corea	285	0.07	Slovenia	49	0.01
Chile	5,890	1.42	Filipinas	7	0.00	Suecia	2,122	0.51
Colombia	2,394	0.58	India	113	0.03	Suiza	1,010	0.24
Ecuador	84	0.02	Israel	113	0.03	Otros	2,632	0.64
Paraguay	260	0.06	Japón	81	0.02	SUMA	87,750	21.21
Perú	2,053	0.50	Paquistan	21	0.01			
Uruguay	1,895	0.46	Turquia	49	0.01			
Venezuela	95	0.02	Otros	245	0.06			
Otros	588	0.14	SUMA	1,199	0.29			
SUMA	35,264	8.52						
			7.- AFRICA			GRAN TOTAL		
			Argelia		0.00		413,751	100.00
			Egipto	11	0.00			
			Sudáfrica	18	0.00			
			Otros	81	0.02			
			SUMA	110	0.03			

**COMPARATIVO DE PROCEDENCIA DEL TURISMO
POR REGIONES**

REGION	NOVIEMBRE 2017		NOVIEMBRE 2018		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2018
EUROPA	85,106	21.21%	87,750	21.21%	3.11%
ESTADOS UNIDOS	124,159	30.94%	125,353	30.30%	0.96%
CANADÁ	77,600	19.34%	81,477	19.69%	5.00%
MÉXICO	75,948	18.93%	77,452	18.72%	1.98%
SUDAMERICA	32,638	8.13%	35,264	8.52%	8.05%
RESTO DEL MUNDO	5,858	1.46%	6,455	1.56%	10.19%
SUMAS	401,309	100.00%	413,751	100.00%	3.10%



REGION	ENE-NOV 2017		ENE-NOV 2018		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2018
EUROPA	970,805	20.97%	998,222	21.51%	2.82%
ESTADOS UNIDOS	1,661,586	35.89%	1,542,292	33.23%	-7.18%
CANADÁ	723,710	15.63%	658,502	14.19%	-9.01%
MÉXICO	832,063	17.97%	921,593	19.86%	10.76%
SUDAMERICA	381,691	8.24%	466,209	10.05%	22.14%
RESTO DEL MUNDO	60,067	1.30%	54,179	1.17%	-9.80%
SUMAS	4,629,922	100.00%	4,640,997	100.00%	0.24%



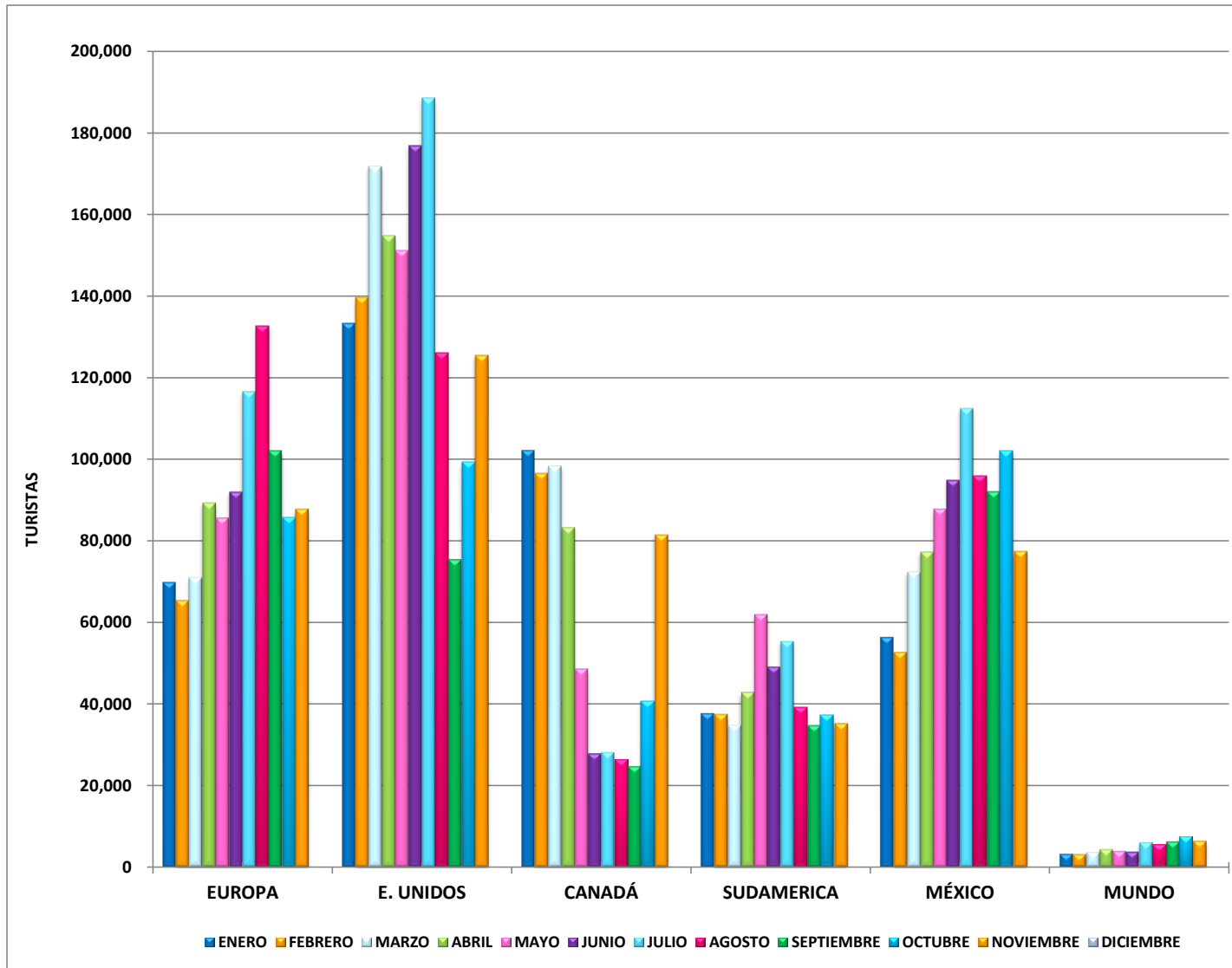
PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2018

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	87,750	21.2	125,353	30.3	81,477	19.7	35,264	8.5	77,452	18.7	6,455	1.6	413,751	100
DICIEMBRE														

ACUMULADO ANUAL

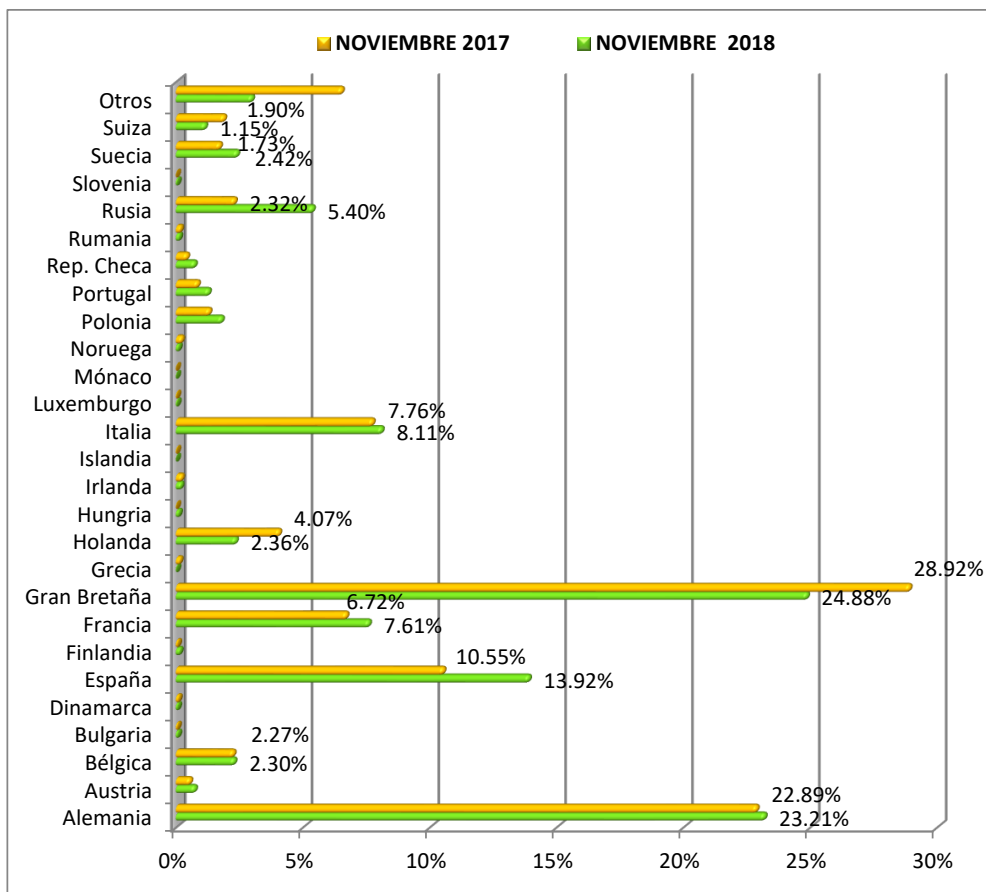
ENE-FEB	135,223	17.0	272,967	34.2	198,736	24.9	75,202	9.4	109,037	13.7	6,440	0.8	797,605	100.0
ENE-MAR	206,274	16.5	444,767	35.6	297,111	23.8	110,091	8.8	181,461	14.5	10,045	0.8	1,249,749	100.0
ENE-ABR	295,709	17.4	599,633	35.2	380,464	22.4	153,063	9.0	258,825	15.2	14,432	0.8	1,702,126	100.0
ENE-MAY	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	998,222	21.5	1,542,292	33.2	658,502	14.2	466,209	10.0	921,593	19.9	54,179	1.2	4,640,997	100.0
ENE-DIC														

GRAFICA PROCEDENCIA DEL TURISMO POR REGIONES DESGLOSE MENSUAL 2018



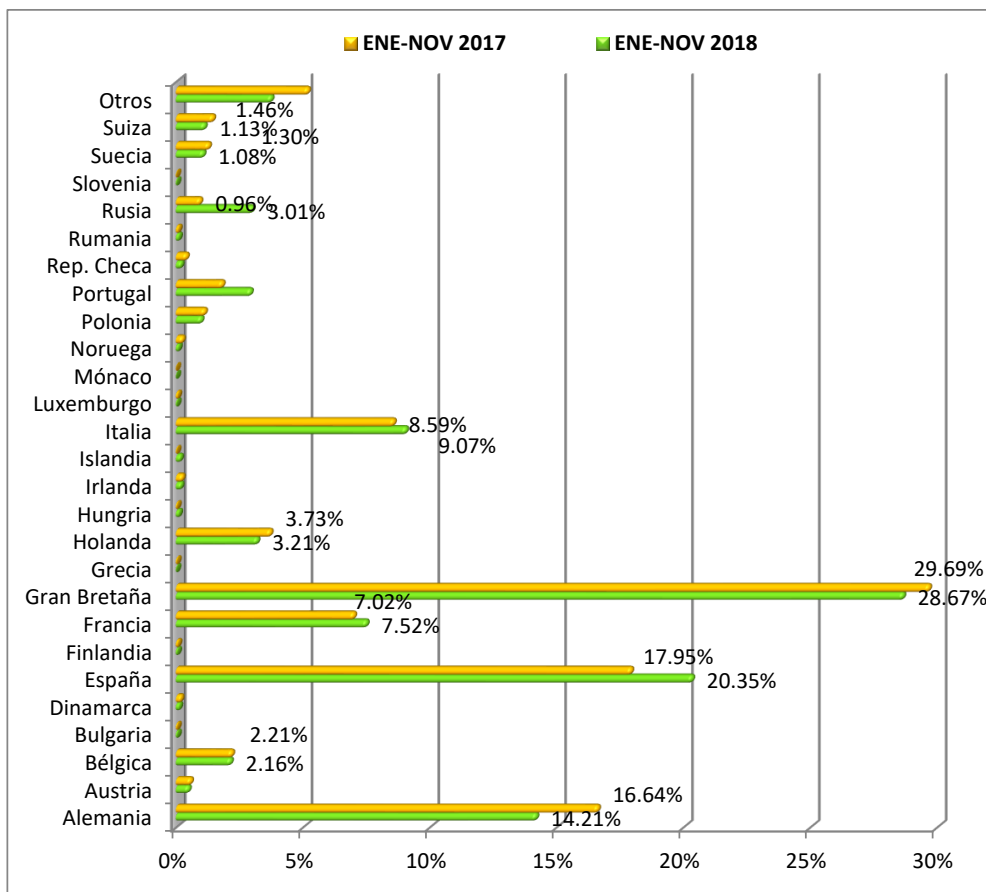
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO NOVIEMBRE 2018 VS 2017

PAIS	NOVIEMBRE 2017		NOVIEMBRE 2018	
	PAX	%	PAX	%
Alemania	19,485	22.89%	20,365	23.21%
Austria	479	0.56%	656	0.75%
Bélgica	1,931	2.27%	2,021	2.30%
Bulgaria	53	0.06%	77	0.09%
Dinamarca	93	0.11%	69	0.08%
España	8,976	10.55%	12,213	13.92%
Finlandia	65	0.08%	139	0.16%
Francia	5,721	6.72%	6,678	7.61%
Gran Bretaña	24,612	28.92%	21,833	24.88%
Grecia	135	0.16%	26	0.03%
Holanda	3,465	4.07%	2,071	2.36%
Hungría	14	0.02%	104	0.12%
Irlanda	195	0.23%	178	0.20%
Islandia	22	0.03%	9	0.01%
Italia	6,602	7.76%	7,118	8.11%
Luxemburgo	26	0.03%	42	0.05%
Mónaco	8	0.01%	14	0.02%
Noruega	195	0.23%	97	0.11%
Polonia	1,124	1.32%	1,587	1.81%
Portugal	734	0.86%	1,135	1.29%
Rep. Checa	375	0.44%	651	0.74%
Rumania	155	0.18%	118	0.13%
Rusia	1,974	2.32%	4,736	5.40%
Slovenia	8	0.01%	49	0.06%
Suecia	1,475	1.73%	2,122	2.42%
Suiza	1,618	1.90%	1,010	1.15%
Otros	5,566	6.54%	2,632	3.00%
SUMA	85,106	100.00%	87,750	100.00%



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

PAIS	ENE-NOV 2017		ENE-NOV 2018	
	PAX	%	PAX	%
Alemania	161,543	16.64%	141,830	14.21%
Austria	5,732	0.59%	5,013	0.50%
Bélgica	21,479	2.21%	21,571	2.16%
Bulgaria	569	0.06%	625	0.06%
Dinamarca	1,969	0.20%	1,378	0.14%
España	174,253	17.95%	203,172	20.35%
Finlandia	878	0.09%	708	0.07%
Francia	68,184	7.02%	75,052	7.52%
Gran Bretaña	288,232	29.69%	286,195	28.67%
Grecia	499	0.05%	312	0.03%
Holanda	36,203	3.73%	32,041	3.21%
Hungría	524	0.05%	1,273	0.13%
Irlanda	2,492	0.26%	2,037	0.20%
Islandia	363	0.04%	1,779	0.18%
Italia	83,372	8.59%	90,565	9.07%
Luxemburgo	818	0.08%	461	0.05%
Mónaco	132	0.01%	158	0.02%
Noruega	2,559	0.26%	1,127	0.11%
Polonia	11,069	1.14%	10,038	1.01%
Portugal	17,855	1.84%	29,445	2.95%
Rep. Checa	4,119	0.42%	2,082	0.21%
Rumania	1,045	0.11%	1,205	0.12%
Rusia	9,308	0.96%	30,082	3.01%
Slovenia	237	0.02%	390	0.04%
Suecia	12,613	1.30%	10,782	1.08%
Suiza	14,199	1.46%	11,304	1.13%
Otros	50,559	5.21%	37,597	3.77%
SUMA	970,805	100.00%	998,222	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%		

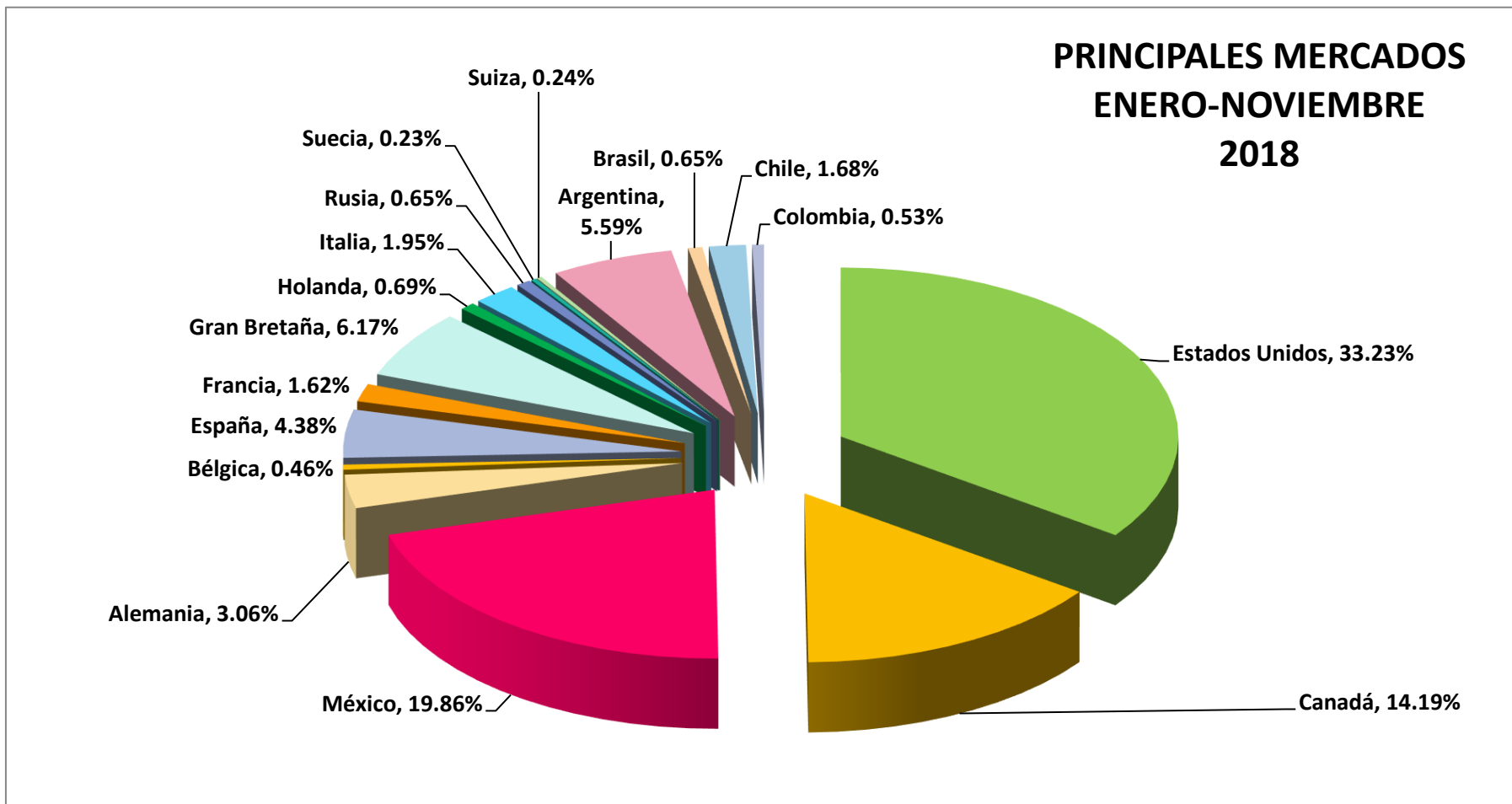
Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

**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%	125,353	30.30%			1,542,292	33.23%	1	1
2 Canadá	28,171	5.55%	26,409	6.20%	24,715	7.38%	40,669	10.91%	81,477	19.69%			658,502	14.19%	3	3
3 México	112,454	22.17%	96,036	22.55%	91,952	27.44%	102,037	27.38%	77,452	18.72%			921,593	19.86%	2	2
4 Alemania	11,631	2.29%	10,655	2.50%	12,459	3.72%	11,289	3.03%	20,365	4.92%			141,830	3.06%	7	7
5 Bélgica	3,305	0.65%	2,412	0.57%	1,705	0.51%	1,429	0.38%	2,021	0.49%			21,571	0.46%	13	15
6 España	33,614	6.63%	40,991	9.63%	25,775	7.69%	12,585	3.38%	12,213	2.95%			203,172	4.38%	6	6
7 Francia	5,704	1.12%	10,172	2.39%	4,184	1.25%	8,464	2.27%	6,678	1.61%			75,052	1.62%	9	10
8 Gran Bretaña	37,171	7.33%	37,865	8.89%	35,156	10.49%	31,012	8.32%	21,833	5.28%			286,195	6.17%	4	4
9 Holanda	2,948	0.58%	2,787	0.65%	2,342	0.70%	2,099	0.56%	2,071	0.50%			32,041	0.69%	11	11
10 Italia	10,700	2.11%	14,678	3.45%	5,123	1.53%	4,944	1.33%	7,118	1.72%			90,565	1.95%	8	8
11 Rusia	1,082	0.21%	1,859	0.44%	2,918	0.87%	4,198	1.13%	4,736	1.14%			30,082	0.65%	17	13
12 Suecia	184	0.04%	71	0.02%	50	0.01%	176	0.05%	2,122	0.51%			10,782	0.23%	16	17
13 Suiza	1,408	0.28%	1,017	0.24%	574	0.17%	911	0.24%	1,010	0.24%			11,304	0.24%	15	16
14 Argentina	27,594	5.44%	19,092	4.48%	15,598	4.65%	13,638	3.66%	15,197	3.67%			259,276	5.59%	5	5
15 Brasil	3,619	0.71%	1,839	0.43%	1,631	0.49%	1,866	0.50%	6,354	1.54%			30,263	0.65%	12	12
16 Chile	12,382	2.44%	6,696	1.57%	7,504	2.24%	7,567	2.03%	5,890	1.42%			77,811	1.68%	10	9
17 Colombia	2,710	0.53%	3,172	0.74%	2,807	0.84%	3,630	0.97%	2,394	0.58%			24,758	0.53%	14	14
Resto del mundo	23,957	4.72%	24,073	5.65%	25,265	7.54%	26,870	7.21%	19,467	4.71%			223,908	4.82%		
AFLUENCIA	507,258	100.00%	425,801	100.00%	335,111	100.00%	372,703	100.00%	413,751	100.00%			4,640,997	100.00%		

PRINCIPALES MERCADOS

ENERO - NOVIEMBRE
2018

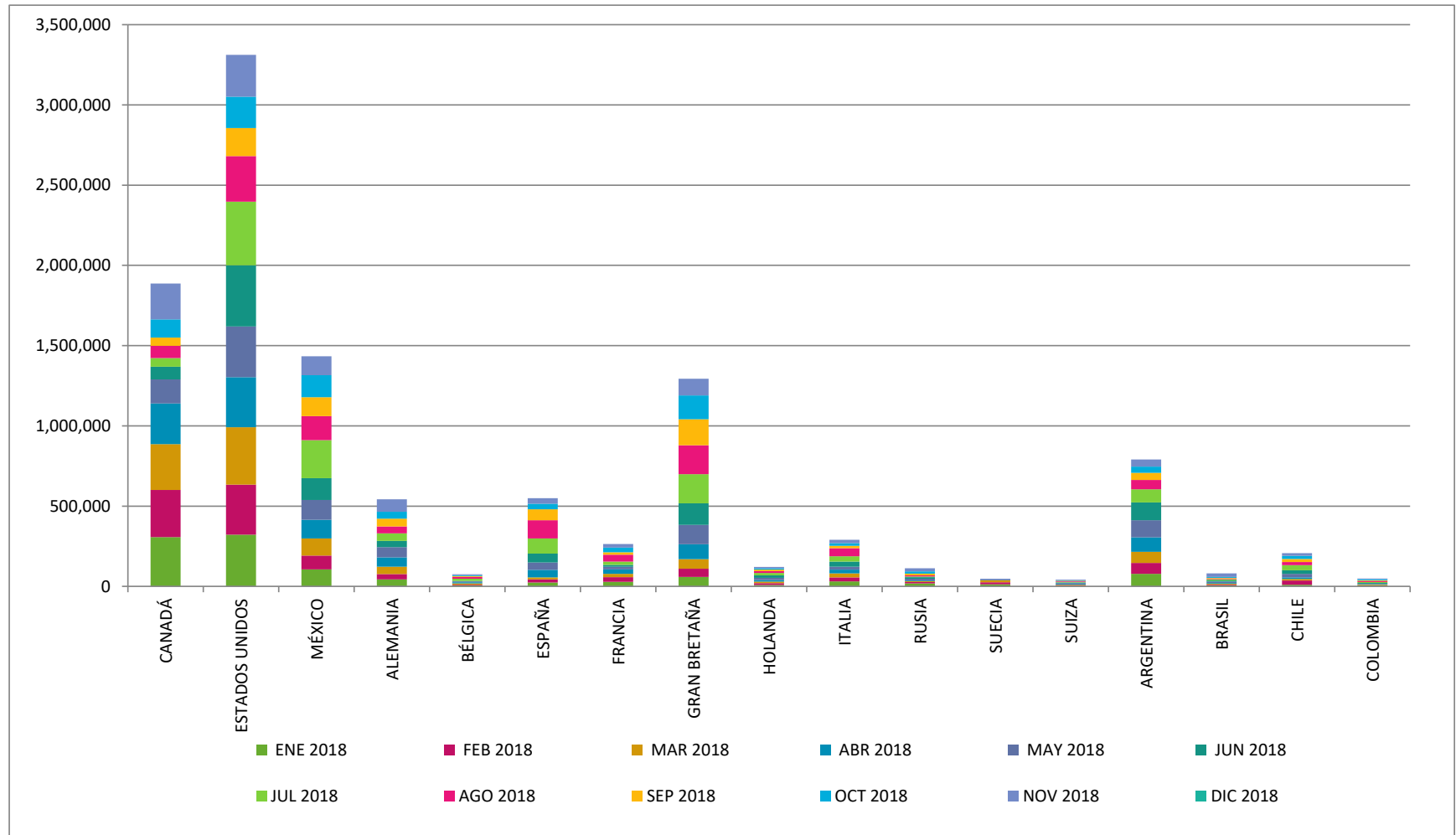


PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRODUCCIÓN CUARTOS NOCHE

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	222,364		1,886,514	17.0%
ESTADOS UNIDOS	321,876	311,657	358,633	311,668	315,465	381,098	396,896	283,973	174,568	194,912	261,674		3,312,420	29.8%
MÉXICO	105,511	86,198	107,127	115,401	123,643	136,228	236,622	150,456	116,856	138,175	116,823		1,433,040	12.9%
SUMA	733,765	691,680	751,867	680,601	589,366	596,415	687,043	510,465	343,120	446,791	600,861	0	6,631,974	59.8%
EUROPA														
ALEMANIA	43,912	32,347	46,633	57,290	64,547	38,197	47,009	44,041	47,552	43,463	77,981		542,972	4.9%
BÉLGICA	5,454	5,158	7,385	6,764	6,384	2,473	13,303	11,447	6,451	5,121	5,718		75,658	0.7%
ESPAÑA	24,022	19,520	12,659	46,329	46,205	55,447	93,979	113,921	68,089	34,923	33,942		549,036	4.9%
FRANCIA	28,764	28,552	21,377	27,244	16,332	10,669	21,533	42,214	16,265	28,883	21,286		263,119	2.4%
GRAN BRETAÑA	58,246	51,043	60,016	93,296	120,137	134,486	181,828	180,490	162,450	148,082	104,071		1,294,145	11.7%
HOLANDA	8,840	10,726	10,323	9,926	13,552	15,214	14,900	11,496	9,954	8,169	7,870		120,970	1.1%
ITALIA	31,622	24,213	25,569	23,191	18,298	31,171	33,527	49,844	15,796	15,594	21,473		290,298	2.6%
RUSIA	17,780	8,793	5,341	5,172	10,180	10,146	3,792	7,498	10,870	13,259	19,714		112,545	1.0%
SUECIA	13,266	12,220	11,816	397	467	163	725	210	127	378	8,090		47,859	0.4%
SUIZA	4,750	4,059	2,861	5,628	3,878	2,376	5,057	3,873	2,208	3,200	4,204		42,094	0.4%
SUMA	236,656	196,631	203,980	275,237	299,980	300,342	415,653	465,034	339,762	301,072	304,349	0	3,338,696	30.1%
SUDAMERICA														
ARGENTINA	77,638	68,838	69,204	89,070	107,266	111,355	80,827	59,503	43,739	38,868	43,818		790,126	7.1%
BRASIL	7403	3,457	5647	4,066	8,517	6,834	8,776	4,559	3717	6,010	21,630		80,616	0.7%
CHILE	10,700	25,866	9338	10,402	21,728	21,686	32,658	19,697	19448	19,044	16,026		206,593	1.9%
COLOMBIA	5,183	1,027	3830	2,244	3,041	5,886	6,131	6,516	4480	7,033	4,199		49,570	0.4%
SUMA	100,924	99,188	88,019	105,782	140,552	145,761	128,392	90,275	71,384	70,955	85,673	0	1,126,905	10.2%
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	990,883	0	11,097,575	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	947,759	1,145,930		12,452,669	89.1%

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
NOVIEMBRE

REGION	PAIS	2017	2018	Var.	%
NORTE AMERICA	Canadá	77,600	81,477	3,877	5.00%
	Estados Unidos	124,159	125,353	1,194	0.96%
	México	75,948	77,452	1,504	1.98%
	SUMA	277,707	284,282	6,575	2.37%

CENTRO AMERICA	Belice	8	18	10	125.00%
	Costa Rica	81	123	42	51.85%
	El Salvador	34	72	38	111.76%
	Guatemala	121	209	88	72.73%
	Nicaragua	20	21	1	5.00%
	Panamá	2,868	3,645	777	27.09%
	Otros Centro America	208	4	-204	-98.08%
SUMA	3,340	4,092	752	22.51%	

CARIBE	Bahamas	2	9	7	350.00%
	Bermudas	9	14	5	55.56%
	Cuba	26	37	11	42.31%
	Curacao	0	0	0	#¡DIV/0!
	Haiti	2	4	2	100.00%
	Jamaica	29	51	22	75.86%
	Puerto Rico	70	49	-21	-30.00%
	Rep. Dominicana	95	322	227	238.95%
	Otros Caribe	47	21	-26	-55.32%
SUMA	280	507	227	81.07%	

SUDAMERICA	Argentina	18,207	15,197	-3,010	-16.53%
	Bolivia	144	454	310	215.28%
	Brasil	5,316	6,354	1,038	19.53%
	Chile	4,443	5,890	1,447	32.57%
	Colombia	1,478	2,394	916	61.98%
	Ecuador	163	84	-79	-48.47%
	Paraguay	150	260	110	73.33%
	Peru	1,129	2,053	924	81.84%
	Uruguay	1,152	1,895	743	64.50%
	Venezuela	174	95	-79	-45.40%
	Otros Sudamerica	282	588	306	108.51%
SUMA	32,638	35,264	2,626	8.05%	

AFRICA	Argelia	0	0	0	#¡DIV/0!
	Egipto	9	11	2	22.22%
	Sudáfrica	5	18	13	260.00%
	Otros Africa	272	81	-191	-70.22%
	SUMA	286	110	-176	-61.54%

REGION	PAIS	2017	2018	Var.	%
OCEANIA	Australia	644	505	-139	-21.58%
	Nueva Zelanda	19	42	23	121.05%
	Otros Oceania	11	0	-11	-100.00%
	SUMA	674	547	-127	-18.84%

ASIA	Arabia	23	12	-11	-47.83%
	China	107	273	166	155.14%
	Corea	298	285	-13	-4.36%
	Filipinas	8	7	-1	-12.50%
	India	186	113	-73	-39.25%
	Israel	293	113	-180	-61.43%
	Japón	116	81	-35	-30.17%
	Paquistán	6	21	15	250.00%
	Turquia	28	49	21	75.00%
	Otros	213	245	32	15.02%
	SUMA	1,278	1,199	-79	-6.18%

EUROPA	Alemania	19,485	20,365	880	4.52%
	Austria	479	656	177	36.95%
	Bélgica	1,931	2,021	90	4.66%
	Bulgaria	53	77	24	45.28%
	Dinamarca	93	69	-24	-25.81%
	España	8,976	12,213	3,237	36.06%
	Finlandia	65	139	74	113.85%
	Francia	5,721	6,678	957	16.73%
	Gran Bretaña	24,612	21,833	-2,779	-11.29%
	Grecia	135	26	-109	-80.74%
	Holanda	3,465	2,071	-1,394	-40.23%
	Hungría	14	104	90	642.86%
	Irlanda	195	178	-17	-8.72%
	Islandia	22	9	-13	-59.09%
	Italia	6,602	7,118	516	7.82%
	Luxemburgo	26	42	16	61.54%
	Mónaco	8	14	6	75.00%
	Noruega	195	97	-98	-50.26%
	Polonia	1,124	1,587	463	41.19%
	Portugal	734	1,135	401	54.63%
	Rep. Checa	375	651	276	73.60%
	Rumania	155	118	-37	-23.87%
	Rusia	1,974	4,736	2,762	139.92%
	Slovenia	8	49	41	512.50%
	Suecia	1,475	2,122	647	43.86%
	Suiza	1,618	1,010	-608	-37.58%
	Otros Europa	5,566	2,632	-2,934	-52.71%
	SUMA	85,106	87,750	2,644	3.11%

SUMA TOTAL	401,309	413,751	12,442	3.10%
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COMPARATIVO POR PAISES DE LOS AÑOS 2018 VS 2017
ENERO -NOVIEMBRE

REGION	PAIS	2017	2018	Var.	%
NORTE AMERICA	Canadá	723,710	658,502	-65,208	-9.01%
	Estados Unidos	1,661,586	1,542,292	-119,294	-7.18%
	México	832,063	921,593	89,530	10.76%
	SUMA	3,217,359	3,122,387	-94,972	-2.95%

CENTRO AMERICA	Belice	730	1,179	449	61.51%
	Costa Rica	1,870	2,400	530	28.34%
	El Salvador	734	779	45	6.13%
	Guatemala	1,891	2,716	825	43.63%
	Nicaragua	240	181	-59	-24.58%
	Panamá	19,184	13,055	-6,129	-31.95%
	Otros Centro America	2,302	972	-1,330	-57.78%
SUMA	26,951	21,282	-5,669	-21.03%	

CARIBE	Bahamas	63	112	49	77.78%
	Bermudas	141	77	-64	-45.39%
	Cuba	1,011	819	-192	-18.99%
	Curacao	0	2	2	#¡DIV/0!
	Haiti	86	89	3	3.49%
	Jamaica	324	301	-23	-7.10%
	Puerto Rico	3,006	2,394	-612	-20.36%
	Rep. Dominicana	1,874	2,210	336	17.93%
	Otros Caribe	1,083	1,261	178	16.44%
SUMA	7,588	7,265	-323	-4.26%	

SUDAMERICA	Argentina	222,645	259,276	36,631	16.45%
	Bolivia	3,804	2,711	-1,093	-28.73%
	Brasil	22,851	30,263	7,412	32.44%
	Chile	57,574	77,811	20,237	35.15%
	Colombia	19,492	24,758	5,266	27.02%
	Ecuador	2,545	2,876	331	13.01%
	Paraguay	2,633	3,696	1,063	40.37%
	Peru	21,133	26,446	5,313	25.14%
	Uruguay	19,149	26,681	7,532	39.33%
	Venezuela	5,216	2,437	-2,779	-53.28%
	Otros Sudamerica	4,649	9,254	4,605	99.05%
SUMA	381,691	466,209	84,518	22.14%	

AFRICA	Argelia	11	79	68	618.18%
	Egipto	193	122	-71	-36.79%
	Sudáfrica	331	162	-169	-51.06%
	Otros Africa	2,898	1,962	-936	-32.30%
	SUMA	3,433	2,325	-1,108	-32.27%

REGION	PAIS	2017	2018	Var.	%
OCEANIA	Australia	6,435	6,386	-49	-0.76%
	Nueva Zelanda	546	650	104	19.05%
	Otros Oceania	61	707	646	1059.02%
	SUMA	7,042	7,743	701	9.95%

ASIA	Arabia	737	906	169	22.93%
	China	2,145	1,719	-426	-19.86%
	Corea	2,460	2,297	-163	-6.63%
	Filipinas	278	278	0	0.00%
	India	864	1,909	1,045	120.95%
	Israel	3,339	2,871	-468	-14.02%
	Japón	1,111	940	-171	-15.39%
	Paquistán	42	43	1	2.38%
	Turquía	335	566	231	68.96%
	Otros	3,742	4,035	293	7.83%
SUMA	15,053	15,564	511	3.39%	

EUROPA	Alemania	161,543	141,830	-19,713	-12.20%
	Austria	5,732	5,013	-719	-12.54%
	Bélgica	21,479	21,571	92	0.43%
	Bulgaria	569	625	56	9.84%
	Dinamarca	1,969	1,378	-591	-30.02%
	España	174,253	203,172	28,919	16.60%
	Finlandia	878	708	-170	-19.36%
	Francia	68,184	75,052	6,868	10.07%
	Gran Bretaña	288,232	286,195	-2,037	-0.71%
	Grecia	499	312	-187	-37.47%
	Holanda	36,203	32,041	-4,162	-11.50%
	Hungría	524	1,273	749	142.94%
	Irlanda	2,492	2,037	-455	-18.26%
	Islandia	363	1,779	1,416	390.08%
	Italia	83,372	90,565	7,193	8.63%
	Luxemburgo	818	461	-357	-43.64%
	Mónaco	132	158	26	19.70%
	Noruega	2,559	1,127	-1,432	-55.96%
	Polonia	11,069	10,038	-1,031	-9.31%
	Portugal	17,855	29,445	11,590	64.91%
	Rep. Checa	4,119	2,082	-2,037	-49.45%
	Rumania	1,045	1,205	160	15.31%
	Rusia	9,308	30,082	20,774	223.18%
	Slovenia	237	390	153	64.56%
	Suecia	12,613	10,782	-1,831	-14.52%
	Suiza	14,199	11,304	-2,895	-20.39%
	Otros Europa	50,559	37,597	-12,962	-25.64%
SUMA	970,805	998,222	27,417	2.82%	

SUMA TOTAL	4,629,922	4,640,997	11,075	0.24%
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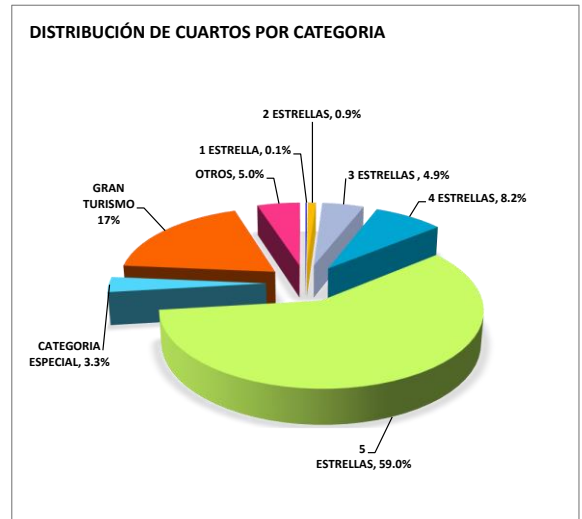
LISTADO DE ESTABLECIMIENTOS DE HOSPEDAJE
POR PLAN DE HOSPEDAJE DE LA RIVIERA MAYA
NOVIEMBRE 2018

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	

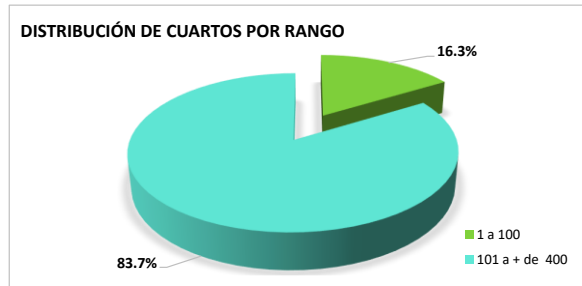
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	35,203	81	74.5%
TOTAL PLAN EUROPEO	12,039	338	25.5%
SUMAS	47,242	419	100.0%



CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	444	22	0.9%
3 ESTRELLAS	2,307	89	4.9%
4 ESTRELLAS	3,861	56	8.2%
5 ESTRELLAS	27,873	71	59.0%
CATEGORIA ESPECIAL	1,546	13	3.3%
GRAN TURISMO	8,779	23	18.6%
OTROS	2,368	143	5.0%
SUMAS	47,242	419	100.0%



RANGO	Cuartos	# Htls.	%
1 a 100	7,695	325	16.3%
101 a + de 400	39,547	94	83.7%
SUMAS	47,242	419	100.0%



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE
 EN LA RIVIERA MAYA POR LOCALIDAD
 NOVIEMBRE 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	179	42.7%	8,745	18.5%
PLAYA DEL SECRETO	1	0.2%	540	1.1%
PLAYA PARAISO	12	2.9%	4,130	8.7%
PLAYACAR	24	5.7%	6,771	14.3%
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	24.3%	2,228	4.7%
XCARET	2	0.5%	1,664	3.5%
XPU-HA	4	1.0%	481	1.0%
TOTAL	419	100.0%	47,242	100.0%

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

