



CONSEJO DE PROMOCIÓN TURÍSTICA
DE QUINTANA ROO

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

DICIEMBRE 2018

El Barómetro Turístico de la Riviera Maya en su **Ducentésima cuadragésima primera** edición correspondiente al mes de Diciembre del año 2018, fue elaborado con un muestreo de 37,044 cuartos, que corresponde al 78.33% del total de cuartos existentes a la fecha, los cuales son 47,292 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 DICIEMBRE DE 2018

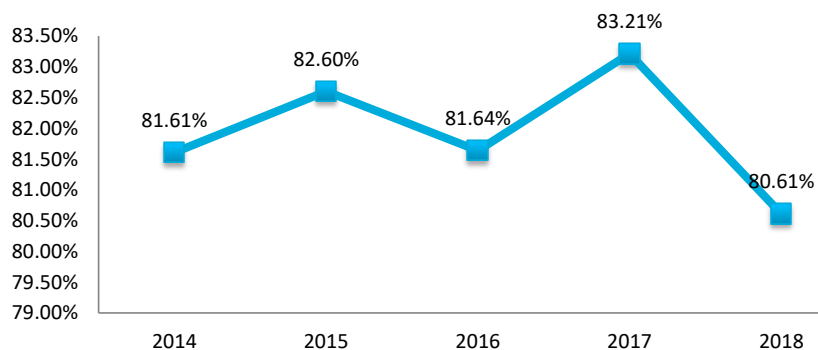
CONCEPTO	DICIEMBRE		VARIACIÓN	
	2017	2018	VALOR	%
OCUPACION HOTELERA	2017	2018		
NO. DE CUARTOS	46,958	47,292	334	0.71%
CUARTOS NOCHE DISPONIBLES	1,408,328	1,439,610	31,282	2.22%
CUARTOS NOCHE OCUPADOS	1,161,552	1,152,064	-9,488	-0.82%
% DE OCUPACION HOTELERA	82.48%	80.03%	-2.45%	
% DE OCUPACION TODO INCLUIDO	83.98%	82.30%	-1.68%	
ESTADIA PROMEDIO	2017	2018		
GENERAL	6.10	5.93	(0.17)	
TURISMO NACIONAL	4.16	3.91	(0.25)	
TURISMO INTERNACIONAL	6.52	6.47	(0.05)	
TARIFA PROMEDIO (pesos)	\$ 7,029.75	\$ 7,756.12	726	10.33%
AFLUENCIA DEL TURISMO	2017	2018		
TOTAL	417,939	426,400	8,461	2.02%
NACIONALES	75,503	69,152	-6,351	-8.41%
EXTRANJEROS	342,436	357,248	14,812	4.33%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES	2017	2018		
EUROPA	70,102	96,509		
ESTADOS UNIDOS	138,166	121,148		
CANADÁ	98,839	107,630		
SUDAMERICA	29,657	26,864		
RESTO DEL MUNDO	5,672	5,097		
	342,436	357,248		
PRODUCCIÓN CUARTOS NOCHE	2017	2018		
TOTAL	1,161,552	1,152,064	-9,488	-0.82%
NACIONALES	130,872	112,660	-18,212	-13.92%
EXTRANJEROS	1,030,680	1,039,404	8,724	0.85%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES	2017	2018		
EUROPA (Principales países)	203,556	326,734		
ESTADOS UNIDOS	311,449	274,602		
CANADÁ	276,749	310,333		
SUDAMERICA (Principales países)	76,163	63,823		
RESTO DEL MUNDO	162,763	63,912		
	1,030,680	1,039,404		

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

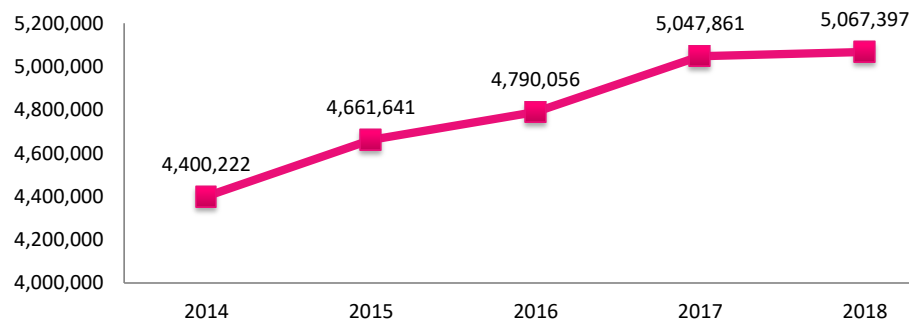
CONCEPTO	ENERO-DICIEMBRE		VARIACIÓN	
	2017	2018	VALOR	%
OCUPACION HOTELERA	2017	2018		
NO. DE CUARTOS	46,958	47,292	334	0.71%
CUARTOS NOCHE DISPONIBLES	16,451,579	16,877,146	425,567	2.59%
CUARTOS NOCHE OCUPADOS	13,690,013	13,604,733	-85,280	-0.62%
% DE OCUPACION HOTELERA	83.21%	80.61%	-2.60%	
% DE OCUPACION TODO INCLUIDO	84.82%	82.55%	-2.27%	
ESTADIA PROMEDIO	2017	2018		
GENERAL	5.86	5.85	(0.01)	
TURISMO NACIONAL	3.86	3.75	(0.11)	
TURISMO INTERNACIONAL	6.36	6.43	0.07	
TARIFA PROMEDIO (pesos)	\$ 4,917.65	\$ 5,209.47	292	5.93%
AFLUENCIA DEL TURISMO	2017	2018		
TOTAL	5,047,861	5,067,397	19,536	0.39%
NACIONALES	907,566	990,745	83,179	9.17%
EXTRANJEROS	4,140,295	4,076,652	-63,643	-1.54%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES	2017	2018		
EUROPA	1,040,907	1,094,731		
ESTADOS UNIDOS	1,799,752	1,663,440		
CANADÁ	822,549	766,132		
SUDAMERICA	411,348	493,073		
RESTO DEL MUNDO	65,739	59,276		
	4,140,295	4,076,652		
PRODUCCIÓN CUARTOS NOCHE	2017	2018		
TOTAL	13,690,013	13,604,733	-85,280	-0.62%
NACIONALES	1,440,799	1,545,700	104,901	7.28%
EXTRANJEROS	12,249,214	12,059,033	-190,181	-1.55%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES	2017	2018		
EUROPA (Principales países)	3,570,910	3,665,430		
ESTADOS UNIDOS	3,907,888	3,587,022		
CANADÁ	2,337,603	2,196,847		
SUDAMERICA (Principales países)	1,006,345	1,190,728		
RESTO DEL MUNDO	1,426,468	1,419,006		
	12,249,214	12,059,033		

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	84.90%	79.61%	82.07%	82.48%	80.03%	-4.87%	0.42%	-2.04%	-2.45%	379,884	380,405	417,767	417,939	426,400	12.24%	12.09%	2.07%	2.02%	
Total	81.61%	82.60%	81.64%	83.21%	80.61%	-1.00%	-1.99%	-1.03%	-2.60%	4,400,222	4,661,641	4,790,056	5,047,861	5,067,397	15.16%	8.70%	5.79%	0.39%	

OCUPACIÓN GENERAL ACUMULADA

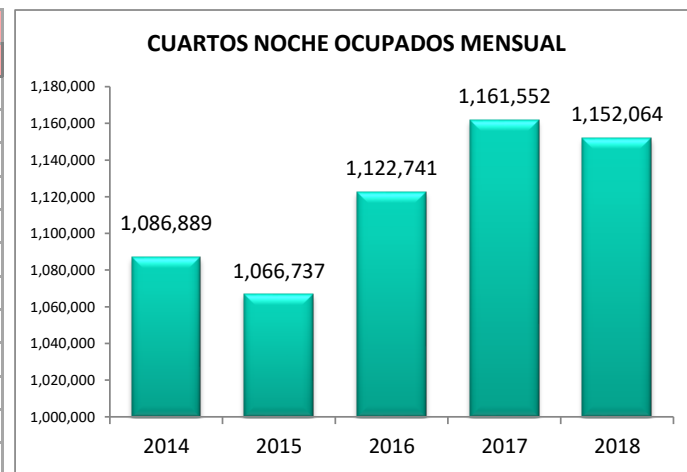


AFLUENCIA GENERAL ACUMULADA



**COMPARATIVO CUARTOS NOCHE OCUPADOS
2014-2018**

MES	CUARTOS NOCHE OCUPADOS MENSUAL					% VAR.			
	2014	2015	2016	2017	2018	2018-14	2018-15	2018-16	2018-17
ENE	1,078,745	1,134,307	1,098,764	1,171,771	1,188,604	10.18%	4.79%	8.18%	1.44%
FEB	1,025,828	1,067,830	1,060,606	1,104,039	1,118,386	9.02%	4.73%	5.45%	1.30%
MAR	1,080,012	1,115,291	1,134,371	1,194,684	1,214,003	12.41%	8.85%	7.02%	1.62%
ABR	1,047,638	1,116,982	1,114,344	1,194,886	1,215,730	16.04%	8.84%	9.10%	1.74%
MAY	1,036,819	1,116,279	1,128,104	1,232,580	1,211,927	16.89%	8.57%	7.43%	-1.68%
JUN	965,339	1,059,592	1,095,172	1,148,139	1,137,320	17.82%	7.34%	3.85%	-0.94%
JUL	1,118,078	1,150,528	1,194,266	1,250,019	1,270,692	13.65%	10.44%	6.40%	1.65%
AGO	994,730	1,071,269	1,096,141	1,144,729	1,106,818	11.27%	3.32%	0.97%	-3.31%
SEPT	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	1,086,889	1,066,737	1,122,741	1,161,552	1,152,064	6.00%	8.00%	2.61%	-0.82%



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	12,108,964	12,666,611	12,981,612	13,690,013	13,604,733	12.35%	7.41%	4.80%	-0.62%



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	419	47,292	1,439,610	1,152,064	80.03%	69,152	16.22%	357,248	83.78%	426,400	5.93

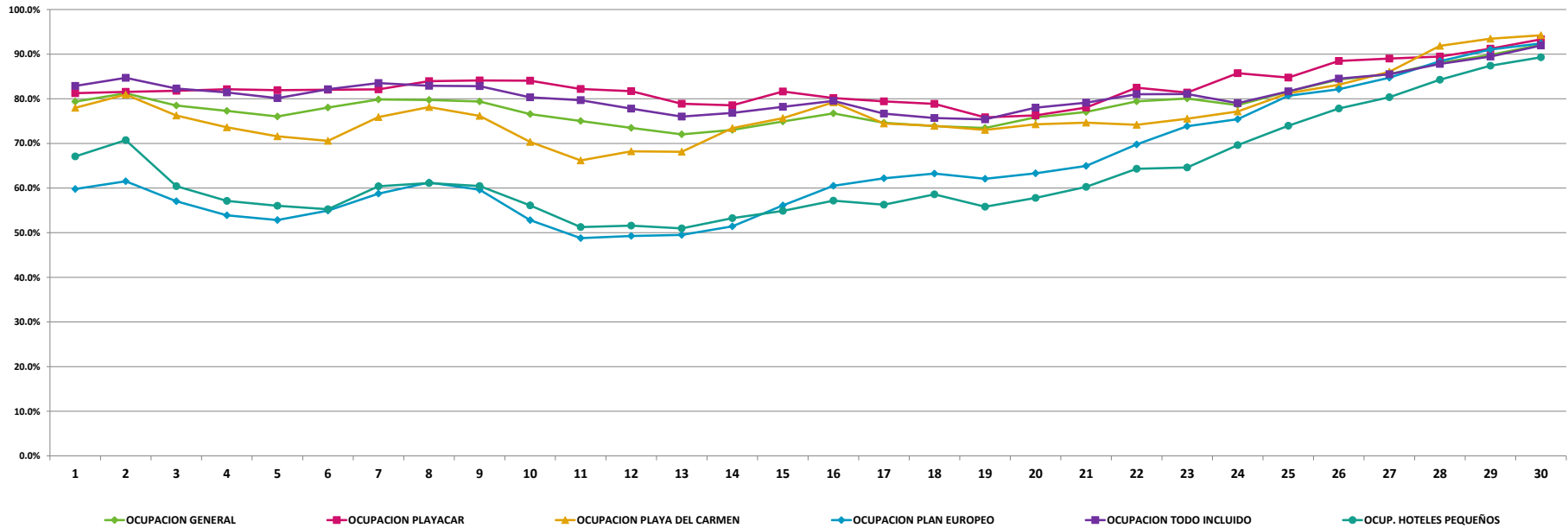
ACUMULADO ANUAL

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	419	47,292	16,877,146	13,604,733	80.61%	990,745	19.55%	4,076,652	80.45%	5,067,397	5.85

CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO
DICIEMBRE 2018

DÍA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	PROMEDIO
OCUPACION GENERAL	79.4%	81.2%	78.5%	77.3%	76.0%	78.0%	79.8%	79.7%	79.4%	76.6%	75.0%	73.5%	72.0%	73.0%	74.9%	76.7%	74.6%	73.9%	73.5%	75.9%	77.0%	79.4%	80.1%	78.6%	81.6%	84.3%	85.5%	88.0%	89.8%	92.1%	80.03%
OCUPACION PLAYACAR	81.3%	81.5%	81.8%	82.1%	81.9%	82.0%	82.1%	84.0%	84.1%	84.1%	82.2%	81.7%	78.9%	78.5%	81.6%	80.2%	79.4%	78.9%	75.8%	76.3%	78.0%	82.5%	81.4%	85.7%	84.8%	88.5%	89.0%	89.5%	91.2%	93.3%	83.08%
OCUPACION PLAYA DEL CARMEN	78.0%	80.9%	76.2%	73.6%	71.6%	70.6%	75.9%	78.2%	76.2%	70.3%	66.2%	68.2%	68.1%	73.4%	75.7%	79.2%	74.5%	73.9%	73.0%	74.3%	74.7%	74.2%	75.5%	77.2%	81.2%	83.1%	86.1%	91.9%	93.5%	94.2%	77.53%
OCUPACION PLAN EUROPEO	59.8%	61.5%	57.0%	53.9%	52.8%	54.9%	58.8%	61.3%	59.6%	52.8%	48.8%	49.3%	49.5%	51.4%	56.1%	60.5%	62.2%	63.2%	62.1%	63.3%	65.0%	69.8%	73.9%	75.4%	80.7%	82.1%	84.7%	88.4%	91.0%	92.4%	65.64%
OCUPACION TODO INCLUIDO	82.9%	84.7%	82.3%	81.4%	80.2%	82.1%	83.5%	82.9%	82.8%	80.3%	79.7%	77.8%	76.0%	76.8%	78.2%	79.5%	76.7%	75.7%	75.4%	78.0%	79.1%	81.0%	81.1%	79.0%	81.7%	84.5%	85.5%	87.8%	89.5%	91.9%	82.30%
OCUP. HOTELES PEQUEÑOS	67.1%	70.7%	60.4%	57.1%	56.0%	55.3%	60.4%	61.1%	60.5%	56.1%	51.3%	51.6%	51.0%	53.3%	54.9%	57.2%	56.3%	58.6%	55.8%	57.8%	60.3%	64.3%	64.6%	69.6%	74.0%	77.8%	80.4%	84.3%	87.4%	89.3%	64.28%

DICIEMBRE 2018
OCUPACIÓN HOTELERA RIVIERA MAYA



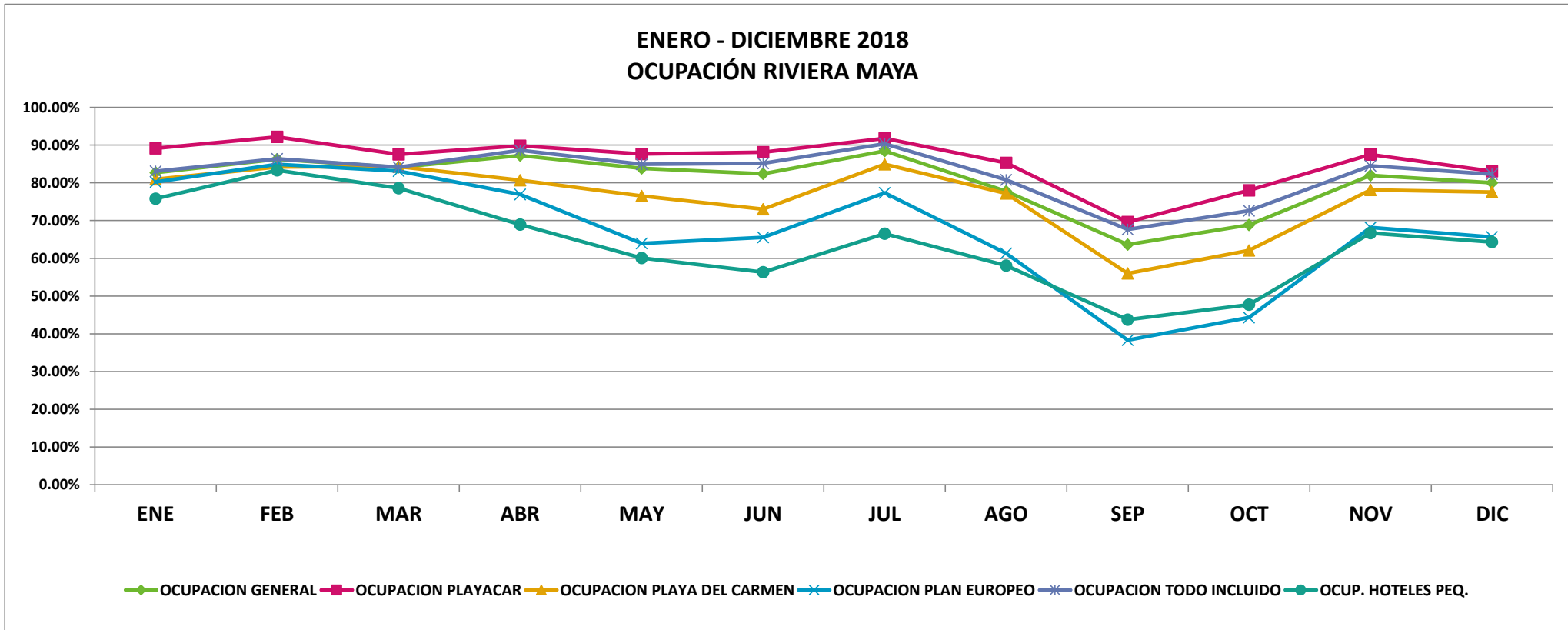
CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO



OCUPACIÓN HOTELERA MENSUAL

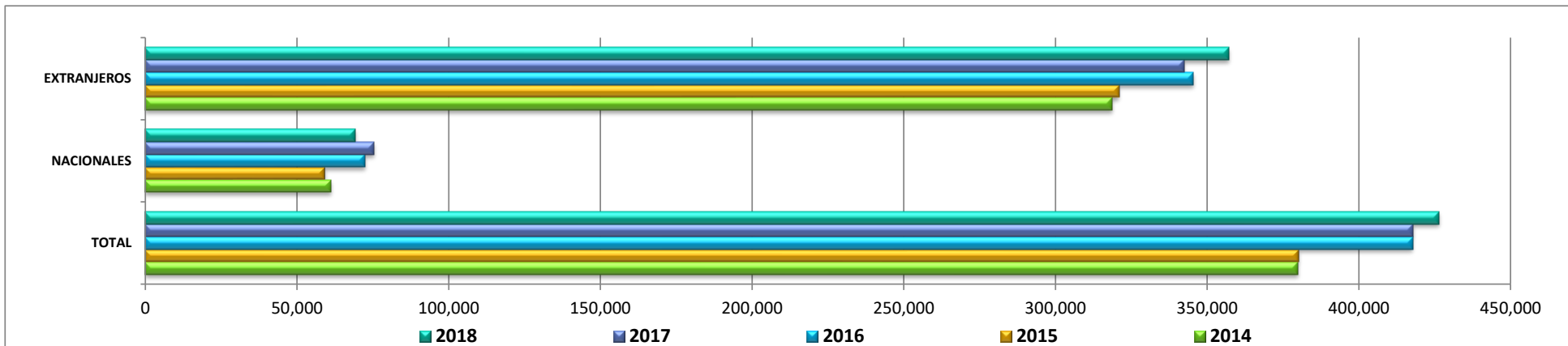
ENERO - DICIEMBRE 2018

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%	80.03%	80.61%
OCUPACION PLAYACAR	89.16%	92.16%	87.55%	89.81%	87.62%	88.14%	91.79%	85.29%	69.60%	77.99%	87.48%	83.08%	85.81%
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%	77.53%	76.29%
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%	65.64%	67.48%
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%	82.30%	82.55%
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%	64.28%	64.18%



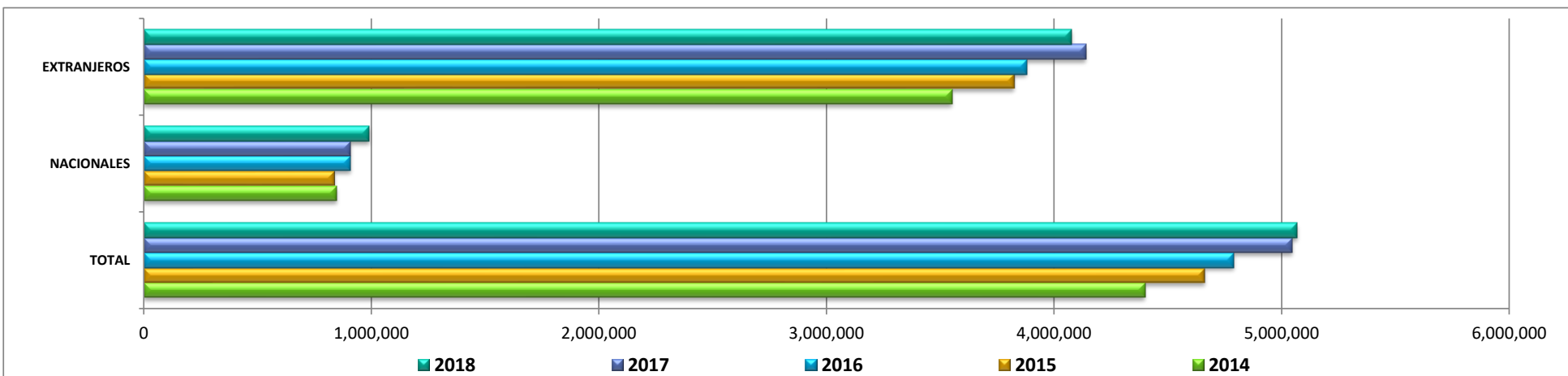
AFLUENCIA DEL TURISMO DICIEMBRE 2014-2018

AFLUENCIA DEL TURISMO	2014		2015		2016		2017		2018		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2018-14	2018-15	2018-16	2018-17
TOTAL	379,884	100.00%	380,405	100.00%	417,767	100.00%	417,939	100.00%	426,400	100.00%	12.24%	12.09%	2.07%	2.02%
NACIONALES	61,204	16.11%	59,419	15.62%	72,362	17.32%	75,503	18.07%	69,152	16.22%	12.99%	16.38%	-4.44%	-8.41%
EXTRANJEROS	318,680	83.89%	320,986	84.38%	345,405	82.68%	342,436	81.93%	357,248	83.78%	12.10%	11.30%	3.43%	4.33%



ENERO - DICIEMBRE 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	4,400,222	100.00%	4,661,641	100.00%	4,790,056	100.00%	5,047,861	100.00%	5,067,397	100.00%	15.16%	8.70%	5.79%	0.39%
NACIONALES	848,344	19.28%	838,666	17.99%	909,763	18.99%	907,566	17.98%	990,745	19.55%	16.79%	18.13%	8.90%	9.17%
EXTRANJEROS	3,551,878	80.72%	3,822,975	82.01%	3,880,293	81.01%	4,140,295	82.02%	4,076,652	80.45%	14.77%	6.64%	5.06%	-1.54%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
DICIEMBRE 2018

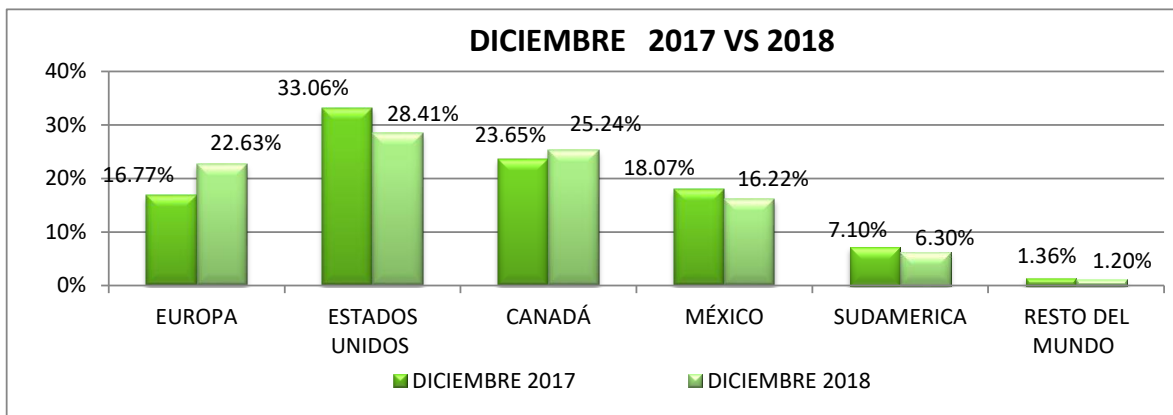
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	107,630	25.24	Bahamas	0	0.00	Alemania	20,769	4.87
Estados Unidos	121,148	28.41	Bermudas	2	0.00	Austria	900	0.21
México	69,152	16.22	Cuba	31	0.01	Bélgica	2,230	0.52
SUMA	297,930	69.87	Curacao	0	0.00	Bulgaria	24	0.01
			Haiti	5	0.00	Dinamarca	70	0.02
			Jamaica	24	0.01	España	13,322	3.12
			Puerto Rico	29	0.01	Finlandia	221	0.05
			Rep. Dominicana	187	0.04	Francia	11,474	2.69
			Otros	84	0.02	Gran Bretaña	16,015	3.76
			SUMA	362	0.08	Grecia	36	0.01
						Holanda	2,338	0.55
2.- CENTRO AMERICA			5.-OCEANIA					
Belice	10	0.00	Australia	408	0.10	Hungria	137	0.03
Costa Rica	182	0.04	Nueva Zelanda	65	0.02	Irlanda	101	0.02
El Salvador	50	0.01	Otros	0	0.00	Islandia	7	0.00
Guatemala	348	0.08	SUMA	473	0.11	Italia	9,537	2.24
Nicaragua	22	0.01				Luxemburgo	60	0.01
Panamá	2,388	0.56				Mónaco	0	0.00
Otros	53	0.01				Noruega	101	0.02
SUMA	3,053	0.72				Polonia	1,694	0.40
						Portugal	1,066	0.25
						Rep. Checa	367	0.09
3.- SUDAMERICA			6.- ASIA					
Argentina	13,221	3.10	Arabia	10	0.00	Rumania	106	0.02
Bolivia	242	0.06	China	142	0.03	Rusia	7,109	1.67
Brasil	1,930	0.45	Corea	113	0.03	Slovenia	46	0.01
Chile	4,569	1.07	Filipinas	46	0.01	Suecia	3,367	0.79
Colombia	2,604	0.61	India	242	0.06	Suiza	1,380	0.32
Ecuador	221	0.05	Israel	144	0.03	Otros	4,032	0.95
Paraguay	166	0.04	Japón	58	0.01	SUMA	96,509	22.63
Perú	1,502	0.35	Paquistan	7	0.00			
Uruguay	936	0.22	Turquia	41	0.01			
Venezuela	139	0.03	Otros	250	0.06			
Otros	1,334	0.31	SUMA	1,053	0.25			
SUMA	26,864	6.30						
			7.- AFRICA			GRAN TOTAL		
			Argelia	5	0.00		426,400	100.00
			Egipto	2	0.00			
			Sudáfrica	31	0.01			
			Otros	118	0.03			
			SUMA	156	0.04			

PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENE-DIC 2018

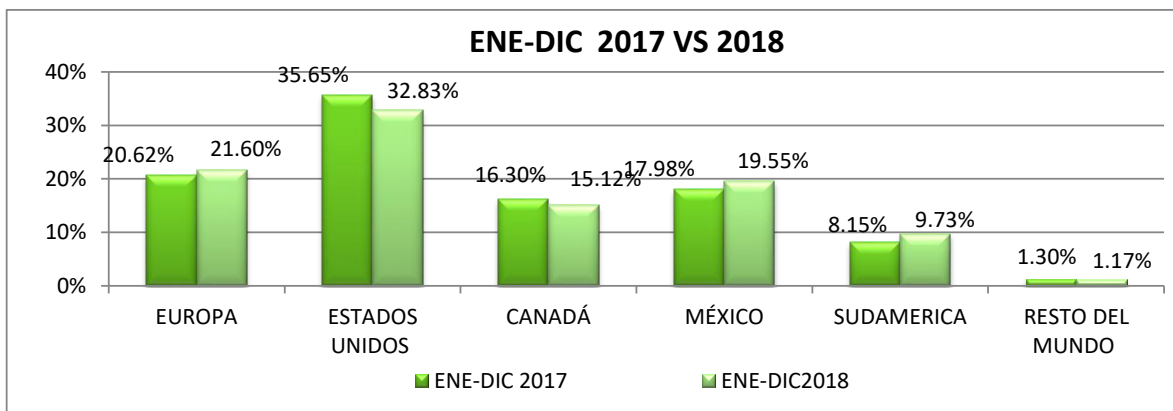
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	766,132	15.12	Bahamas	112	0.00	Alemania	162,599	3.21
Estados Unidos	1,663,440	32.83	Bermudas	79	0.00	Austria	5,913	0.12
México	990,745	19.55	Cuba	850	0.02	Bélgica	23,801	0.47
SUMA	3,420,317	67.50	Curacao	2	0.00	Bulgaria	649	0.01
			Haiti	94	0.00	Dinamarca	1,448	0.03
			Jamaica	325	0.01	España	216,494	4.27
			Puerto Rico	2,423	0.05	Finlandia	929	0.02
			Rep. Dominicana	2,397	0.05	Francia	86,526	1.71
			Otros	1,345	0.03	Gran Bretaña	302,210	5.96
			SUMA	7,627	0.15	Grecia	348	0.01
2.- CENTRO AMERICA			5.-OCEANIA			8.-EUROPA		
Belice	1,189	0.02	Australia	6,794	0.13	Holanda	34,379	0.68
Costa Rica	2,582	0.05	Nueva Zelanda	715	0.01	Hungria	1,410	0.03
El Salvador	829	0.02	Otros	707	0.01	Irlanda	2,138	0.04
Guatemala	3,064	0.06	SUMA	8,216	0.16	Islandia	1,786	0.04
Nicaragua	203	0.00				Italia	100,102	1.98
Panamá	15,443	0.30				Luxemburgo	521	0.01
Otros	1,025	0.02				Mónaco	158	0.00
SUMA	24,335	0.48				Noruega	1,228	0.02
			6.- ASIA			GRAN TOTAL		
			Arabia	916	0.02		5,067,397	100.00
			China	1,861	0.04			
			Corea	2,410	0.05			
			Filipinas	324	0.01			
			India	2,151	0.04			
			Israel	3,015	0.06			
			Japón	998	0.02			
			Paquistan	50	0.00			
			Turquia	607	0.01			
			Otros	4,285	0.08			
			SUMA	16,617	0.33			
			7.- AFRICA					
			Argelia	84	0.00			
			Egipto	124	0.00			
			Sudáfrica	193	0.00			
			Otros	2,080	0.04			
			SUMA	2481	0.05			

**COMPARATIVO DE PROCEDENCIA DEL TURISMO
POR REGIONES**

REGION	DICIEMBRE 2017		DICIEMBRE 2018		% VAR. 2017-2018
	TURISTAS	%	TURISTAS	%	
EUROPA	70,102	16.77%	96,509	22.63%	37.67%
ESTADOS UNIDOS	138,166	33.06%	121,148	28.41%	-12.32%
CANADÁ	98,839	23.65%	107,630	25.24%	8.89%
MÉXICO	75,503	18.07%	69,152	16.22%	-8.41%
SUDAMERICA	29,657	7.10%	26,864	6.30%	-9.42%
RESTO DEL MUNDO	5,672	1.36%	5,097	1.20%	-10.14%
SUMAS	417,939	100.00%	426,400	100.00%	2.02%



REGION	ENE-DIC 2017		ENE-DIC2018		% VAR. 2017-2018
	TURISTAS	%	TURISTAS	%	
EUROPA	1,040,907	20.62%	1,094,731	21.60%	5.17%
ESTADOS UNIDOS	1,799,752	35.65%	1,663,440	32.83%	-7.57%
CANADÁ	822,549	16.30%	766,132	15.12%	-6.86%
MÉXICO	907,566	17.98%	990,745	19.55%	9.17%
SUDAMERICA	411,348	8.15%	493,073	9.73%	19.87%
RESTO DEL MUNDO	65,739	1.30%	59,276	1.17%	-9.83%
SUMAS	5,047,861	100.00%	5,067,397	100.00%	0.39%



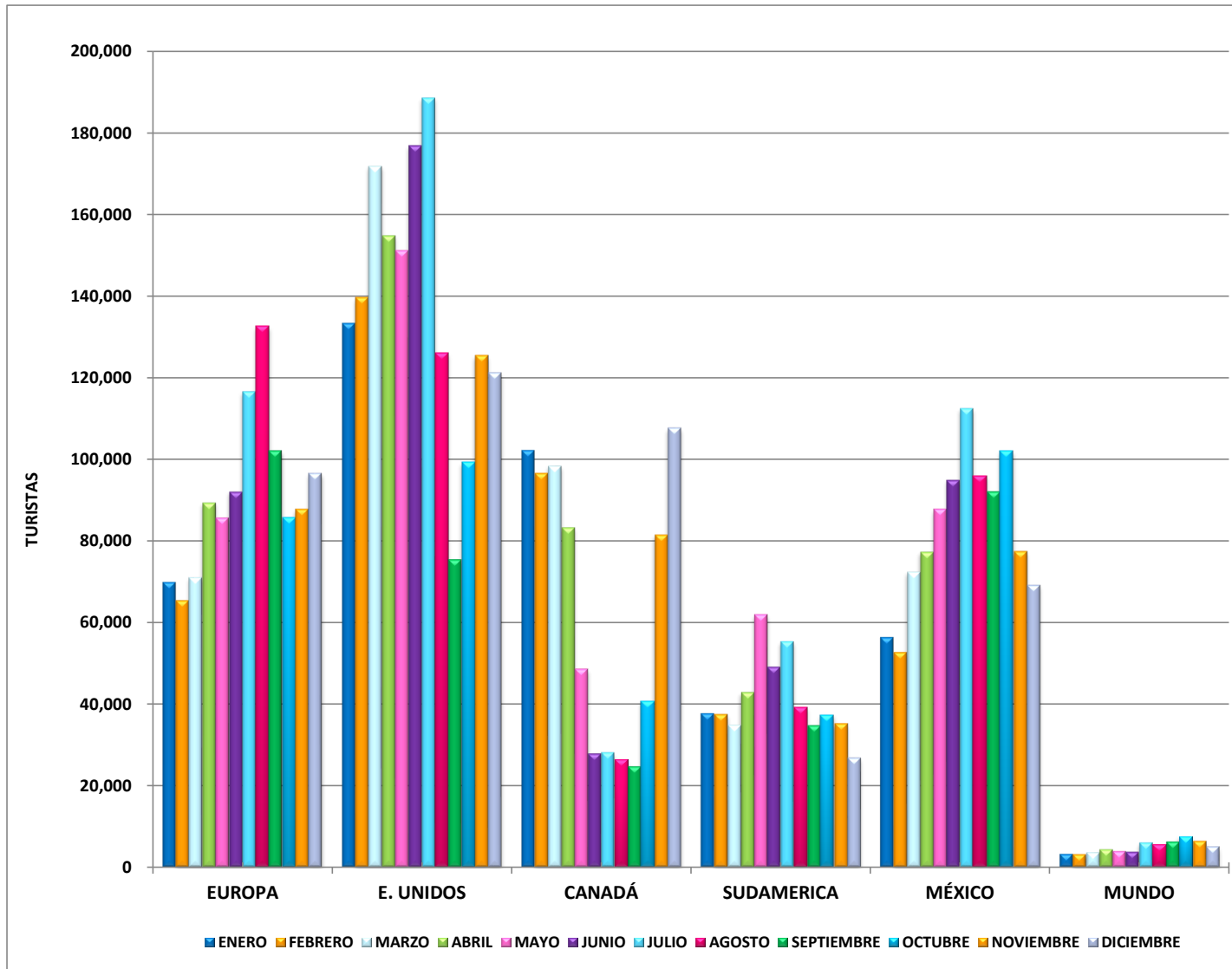
PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2018

MES	EUROPA		E. UNIDOS		CANADÁ		SUDAMERICA		MÉXICO		MUNDO		TOTAL	
	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%
ENERO	69,903	17.3	133,420	33.1	102,268	25.4	37,725	9.4	56,397	14.0	3,264	0.8	402,977	100.0
FEBRERO	65,320	16.6	139,547	35.4	96,468	24.4	37,477	9.5	52,640	13.3	3,176	0.8	394,628	100.0
MARZO	71,051	15.7	171,800	38.0	98,375	21.8	34,889	7.7	72,424	16.0	3,605	0.8	452,144	100.0
ABRIL	89,435	19.8	154,866	34.2	83,353	18.4	42,972	9.5	77,364	17.1	4,387	1.0	452,377	100.0
MAYO	85,576	19.5	151,121	34.4	48,601	11.1	61,922	14.1	87,794	20.0	3,962	0.9	438,976	100.0
JUNIO	92,201	20.7	176,912	39.7	27,996	6.3	49,327	11.1	95,043	21.3	3,792	0.9	445,271	100.0
JULIO	116,590	23.0	188,624	37.2	28,171	5.6	55,366	10.9	112,454	22.2	6,053	1.2	507,258	100.0
AGOSTO	132,610	31.1	125,977	29.6	26,409	6.2	39,190	9.2	96,036	22.6	5,579	1.3	425,801	100.0
SEPTIEMBRE	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	96,509	22.6	121,148	28.4	107,630	25.2	26,864	6.3	69,152	16.2	5,097	1.2	426,400	100

ACUMULADO ANUAL

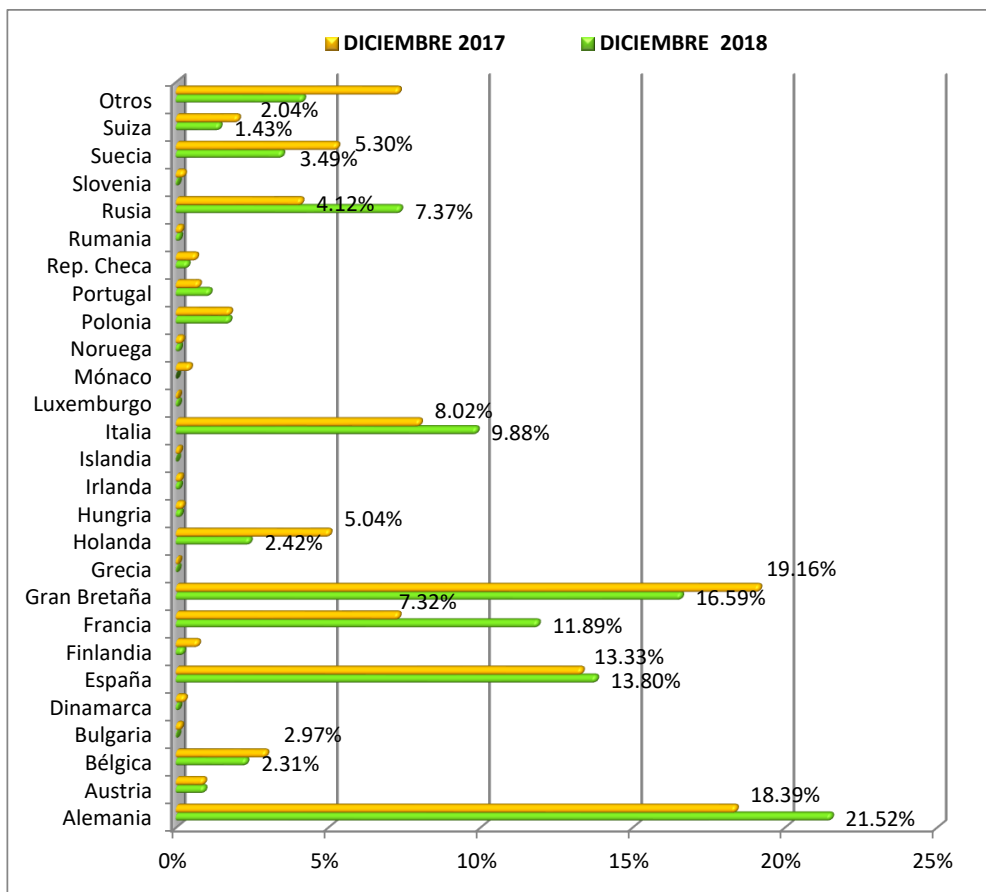
ENE-FEB	135,223	17.0	272,967	34.2	198,736	24.9	75,202	9.4	109,037	13.7	6,440	0.8	797,605	100.0
ENE-MAR	206,274	16.5	444,767	35.6	297,111	23.8	110,091	8.8	181,461	14.5	10,045	0.8	1,249,749	100.0
ENE-ABR	295,709	17.4	599,633	35.2	380,464	22.4	153,063	9.0	258,825	15.2	14,432	0.8	1,702,126	100.0
ENE-MAY	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	1,094,731	21.6	1,663,440	32.8	766,132	15.1	493,073	9.7	990,745	19.6	59,276	1.2	5,067,397	100.0

GRAFICA PROCEDENCIA DEL TURISMO POR REGIONES DESGLOSE MENSUAL 2018



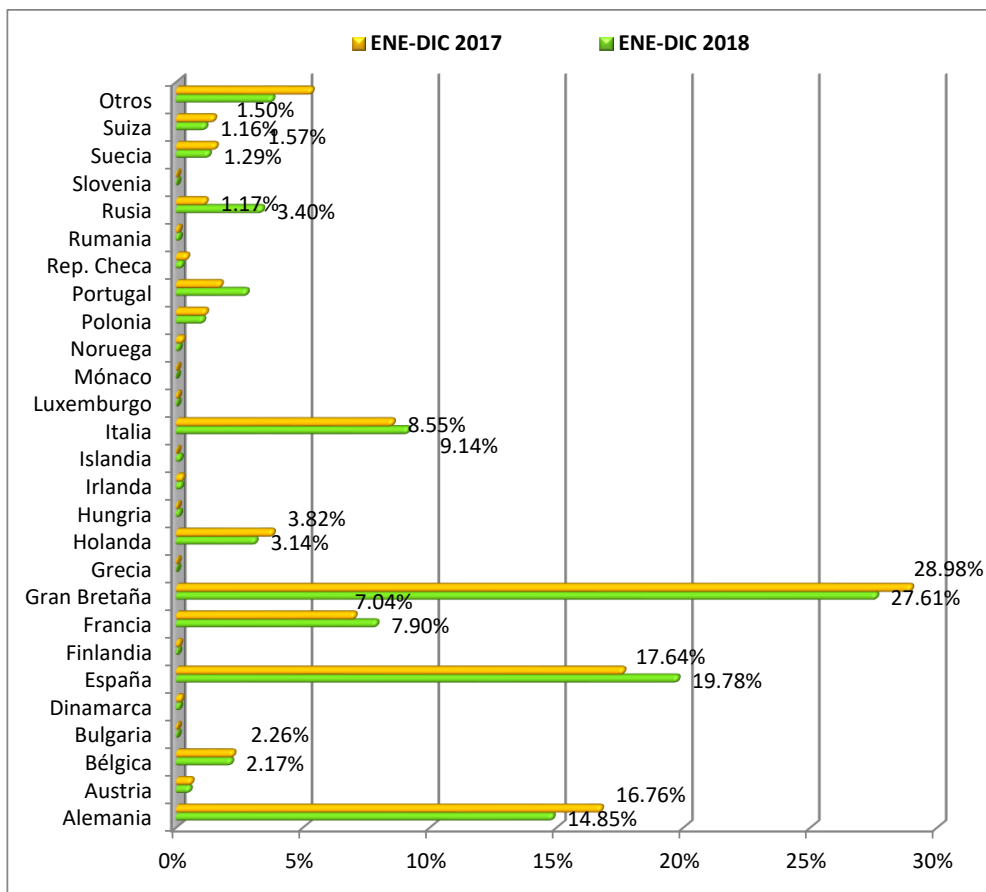
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO DICIEMBRE 2018 VS 2017

PAIS	DICIEMBRE 2017		DICIEMBRE 2018	
	PAX	%	PAX	%
Alemania	12,895	18.39%	20,769	21.52%
Austria	648	0.92%	900	0.93%
Bélgica	2,081	2.97%	2,230	2.31%
Bulgaria	108	0.15%	24	0.02%
Dinamarca	203	0.29%	70	0.07%
España	9,348	13.33%	13,322	13.80%
Finlandia	507	0.72%	221	0.23%
Francia	5,128	7.32%	11,474	11.89%
Gran Bretaña	13,433	19.16%	16,015	16.59%
Grecia	52	0.07%	36	0.04%
Holanda	3,536	5.04%	2,338	2.42%
Hungría	150	0.21%	137	0.14%
Irlanda	110	0.16%	101	0.10%
Islandia	77	0.11%	7	0.01%
Italia	5,620	8.02%	9,537	9.88%
Luxemburgo	44	0.06%	60	0.06%
Mónaco	322	0.46%	0	0.00%
Noruega	137	0.20%	101	0.10%
Polonia	1,246	1.78%	1,694	1.76%
Portugal	527	0.75%	1,066	1.10%
Rep. Checa	463	0.66%	367	0.38%
Rumania	119	0.17%	106	0.11%
Rusia	2,889	4.12%	7,109	7.37%
Slovenia	183	0.26%	46	0.05%
Suecia	3,715	5.30%	3,367	3.49%
Suiza	1,428	2.04%	1,380	1.43%
Otros	5,133	7.32%	4,032	4.18%
SUMA	70,102	100.00%	96,509	100.00%



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

PAIS	ENE-DIC 2017		ENE-DIC 2018	
	PAX	%	PAX	%
Alemania	174,438	16.76%	162,599	14.85%
Austria	6,380	0.61%	5,913	0.54%
Bélgica	23,560	2.26%	23,801	2.17%
Bulgaria	677	0.07%	649	0.06%
Dinamarca	2,172	0.21%	1,448	0.13%
España	183,601	17.64%	216,494	19.78%
Finlandia	1,385	0.13%	929	0.08%
Francia	73,312	7.04%	86,526	7.90%
Gran Bretaña	301,665	28.98%	302,210	27.61%
Grecia	551	0.05%	348	0.03%
Holanda	39,739	3.82%	34,379	3.14%
Hungría	674	0.06%	1,410	0.13%
Irlanda	2,602	0.25%	2,138	0.20%
Islandia	440	0.04%	1,786	0.16%
Italia	88,992	8.55%	100,102	9.14%
Luxemburgo	862	0.08%	521	0.05%
Mónaco	454	0.04%	158	0.01%
Noruega	2,696	0.26%	1,228	0.11%
Polonia	12,315	1.18%	11,732	1.07%
Portugal	18,382	1.77%	30,511	2.79%
Rep. Checa	4,582	0.44%	2,449	0.22%
Rumania	1,164	0.11%	1,311	0.12%
Rusia	12,197	1.17%	37,191	3.40%
Slovenia	420	0.04%	436	0.04%
Suecia	16,328	1.57%	14,149	1.29%
Suiza	15,627	1.50%	12,684	1.16%
Otros	55,692	5.35%	41,629	3.80%
SUMA	1,040,907	100.00%	1,094,731	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%		

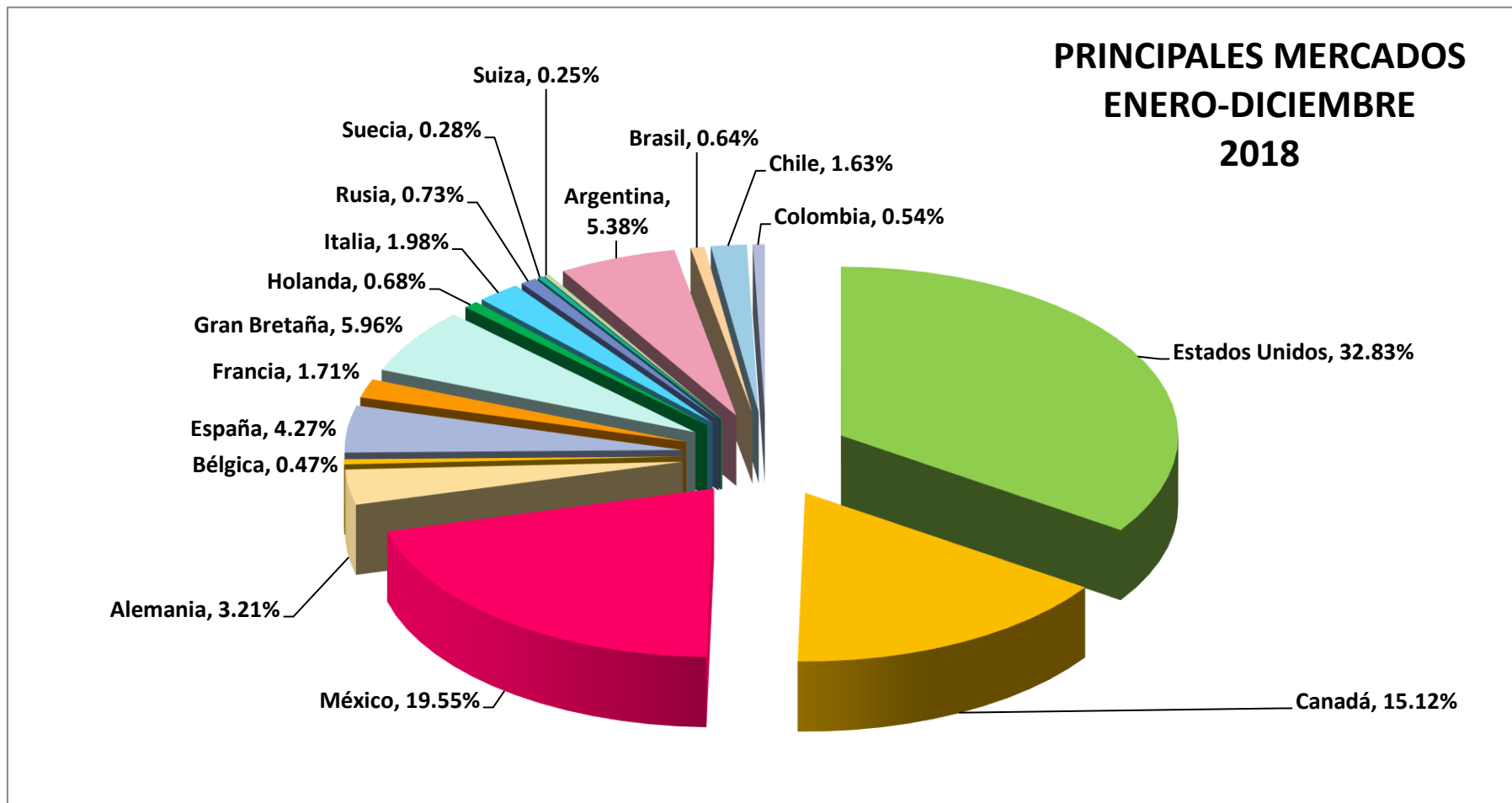
Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

**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%	121,148	28.41%	1,663,440	32.83%	1	1
2 Canadá	28,171	5.55%	26,409	6.20%	24,715	7.38%	40,669	10.91%	81,477	19.69%	107,630	25.24%	766,132	15.12%	3	3
3 México	112,454	22.17%	96,036	22.55%	91,952	27.44%	102,037	27.38%	77,452	18.72%	69,152	16.22%	990,745	19.55%	2	2
4 Alemania	11,631	2.29%	10,655	2.50%	12,459	3.72%	11,289	3.03%	20,365	4.92%	20,769	4.87%	162,599	3.21%	7	7
5 Bélgica	3,305	0.65%	2,412	0.57%	1,705	0.51%	1,429	0.38%	2,021	0.49%	2,230	0.52%	23,801	0.47%	13	15
6 España	33,614	6.63%	40,991	9.63%	25,775	7.69%	12,585	3.38%	12,213	2.95%	13,322	3.12%	216,494	4.27%	6	6
7 Francia	5,704	1.12%	10,172	2.39%	4,184	1.25%	8,464	2.27%	6,678	1.61%	11,474	2.69%	86,526	1.71%	9	9
8 Gran Bretaña	37,171	7.33%	37,865	8.89%	35,156	10.49%	31,012	8.32%	21,833	5.28%	16,015	3.76%	302,210	5.96%	4	4
9 Holanda	2,948	0.58%	2,787	0.65%	2,342	0.70%	2,099	0.56%	2,071	0.50%	2,338	0.55%	34,379	0.68%	11	12
10 Italia	10,700	2.11%	14,678	3.45%	5,123	1.53%	4,944	1.33%	7,118	1.72%	9,537	2.24%	100,102	1.98%	8	8
11 Rusia	1,082	0.21%	1,859	0.44%	2,918	0.87%	4,198	1.13%	4,736	1.14%	7,109	1.67%	37,191	0.73%	17	11
12 Suecia	184	0.04%	71	0.02%	50	0.01%	176	0.05%	2,122	0.51%	3,367	0.79%	14,149	0.28%	15	16
13 Suiza	1,408	0.28%	1,017	0.24%	574	0.17%	911	0.24%	1,010	0.24%	1,380	0.32%	12,684	0.25%	16	17
14 Argentina	27,594	5.44%	19,092	4.48%	15,598	4.65%	13,638	3.66%	15,197	3.67%	13,221	3.10%	272,497	5.38%	5	5
15 Brasil	3,619	0.71%	1,839	0.43%	1,631	0.49%	1,866	0.50%	6,354	1.54%	1,930	0.45%	32,193	0.64%	12	13
16 Chile	12,382	2.44%	6,696	1.57%	7,504	2.24%	7,567	2.03%	5,890	1.42%	4,569	1.07%	82,380	1.63%	10	10
17 Colombia	2,710	0.53%	3,172	0.74%	2,807	0.84%	3,630	0.97%	2,394	0.58%	2,604	0.61%	27,362	0.54%	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%	18,605	4.36%	242,513	4.79%		
AFLUENCIA	507,258	100.00%	425,801	100.00%	335,111	100.00%	372,703	100.00%	413,751	100.00%	426,400	100.00%	5,067,397	100.00%		

PRINCIPALES MERCADOS

ENERO - DICIEMBRE
2018

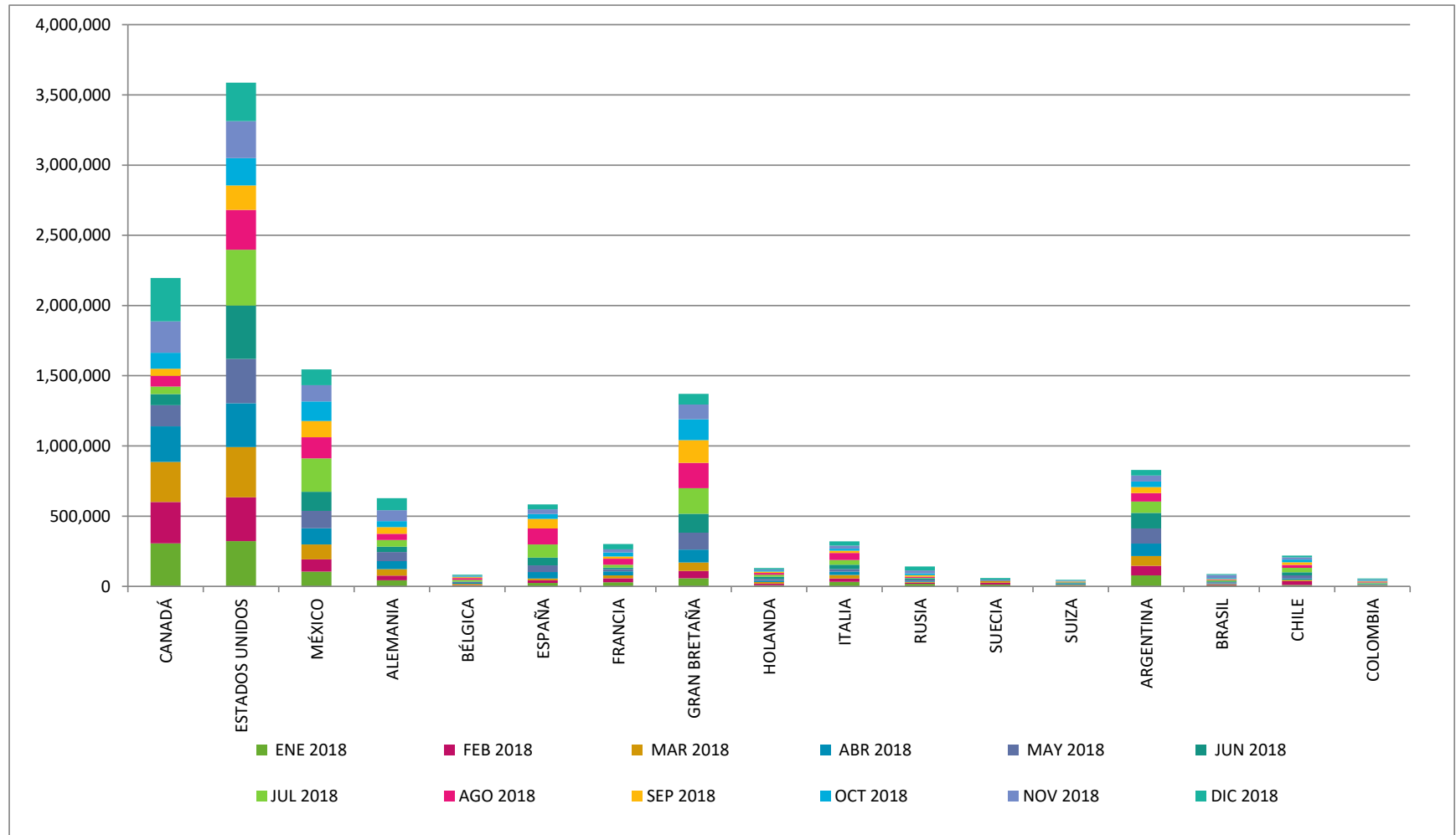


PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRODUCCIÓN CUARTOS NOCHE

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	310,333	2,196,847	18.0%
ESTADOS UNIDOS	321,876	311,657	358,633	311,668	315,465	381,098	396,896	283,973	174,568	194,912	261,674	274,602	3,587,022	29.4%
MÉXICO	105,511	86,198	107,127	115,401	123,643	136,228	236,622	150,456	116,856	138,175	116,823	112,660	1,545,700	12.7%
SUMA	733,765	691,680	751,867	680,601	589,366	596,415	687,043	510,465	343,120	446,791	600,861	697,595	7,329,569	60.1%
EUROPA														
ALEMANIA	43,912	32,347	46,633	57,290	64,547	38,197	47,009	44,041	47,552	43,463	77,981	85,326	628,298	5.2%
BÉLGICA	5,454	5,158	7,385	6,764	6,384	2,473	13,303	11,447	6,451	5,121	5,718	6,829	82,487	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	34,415	583,451	4.8%
FRANCIA	28,764	28,552	21,377	27,244	16,332	10,669	21,533	42,214	16,265	28,883	21,286	38,868	301,987	2.5%
GRAN BRETAÑA	58,246	51,043	60,016	93,296	120,137	134,486	181,828	180,490	162,450	148,082	104,071	77,072	1,371,217	11.3%
HOLANDA	8,840	10,726	10,323	9,926	13,552	15,214	14,900	11,496	9,954	8,169	7,870	8,836	129,806	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	30,876	321,174	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	28,347	140,892	1.2%
SUECIA	13,266	12,220	11,816	397	467	163	725	210	127	378	8,090	11,925	59,784	0.5%
SUIZA	4,750	4,059	2,861	5,628	3,878	2,376	5,057	3,873	2,208	3,200	4,204	4,240	46,334	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	326,734	3,665,430	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	38,837	828,963	6.8%
BRASIL	7403	3,457	5647	4,066	8,517	6,834	8,776	4,559	3717	6,010	21,630	6,361	86,977	0.7%
CHILE	10,700	25,866	9338	10,402	21,728	21,686	32,658	19,697	19448	19,044	16,026	12,907	219,500	1.8%
COLOMBIA	5,183	1,027	3830	2,244	3,041	5,886	6,131	5,516	4480	7,033	4,199	5,718	55,288	0.5%
SUMA	100,924	99,188	88,019	105,782	140,552	145,761	128,392	90,275	71,384	70,955	85,673	63,823	1,190,728	9.8%
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	1,088,152	12,185,727	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	1,152,064	13,604,733	89.6%

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

GRAFICA PRODUCCIÓN CUARTOS NOCHE POR REGIONES DESGLOSE MENSUAL 2018



REGION	PAIS	2017	2018	Var.	%
NORTE AMERICA	Canadá	98,839	107,630	8,791	8.89%
	Estados Unidos	138,166	121,148	-17,018	-12.32%
	México	75,503	69,152	-6,351	-8.41%
	SUMA	312,508	297,930	-14,578	-4.66%

CENTRO AMERICA	Belice	3	10	7	233.33%
	Costa Rica	183	182	-1	-0.55%
	El Salvador	65	50	-15	-23.08%
	Guatemala	270	348	78	28.89%
	Nicaragua	7	22	15	214.29%
	Panamá	2,041	2,388	347	17.00%
	Otros Centro America	144	53	-91	-63.19%
SUMA	2,713	3,053	340	12.53%	

CARIBE	Bahamas	3	0	-3	-100.00%
	Bermudas	5	2	-3	-60.00%
	Cuba	11	31	20	181.82%
	Curacao	0	0	0	#¡DIV/0!
	Haiti	0	5	5	#¡DIV/0!
	Jamaica	18	24	6	33.33%
	Puerto Rico	13	29	16	123.08%
	Rep. Dominicana	126	187	61	48.41%
	Otros Caribe	88	84	-4	-4.55%
SUMA	264	362	98	37.12%	

SUDAMERICA	Argentina	19,509	13,221	-6,288	-32.23%
	Bolivia	224	242	18	8.04%
	Brasil	2,534	1,930	-604	-23.84%
	Chile	3,078	4,569	1,491	48.44%
	Colombia	1,657	2,604	947	57.15%
	Ecuador	126	221	95	75.40%
	Paraguay	306	166	-140	-45.75%
	Peru	1,224	1,502	278	22.71%
	Uruguay	662	936	274	41.39%
	Venezuela	214	139	-75	-35.05%
Otros Sudamerica	123	1,334	1,211	984.55%	
SUMA	29,657	26,864	-2,793	-9.42%	

AFRICA	Argelia	2	5	3	150.00%
	Egipto	15	2	-13	-86.67%
	Sudáfrica	80	31	-49	-61.25%
	Otros Africa	173	118	-55	-31.79%
SUMA	270	156	-114	-42.22%	

REGION	PAIS	2017	2018	Var.	%
OCEANIA	Australia	532	408	-124	-23.31%
	Nueva Zelanda	56	65	9	16.07%
	Otros Oceania	23	0	-23	-100.00%
	SUMA	611	473	-138	-22.59%

ASIA	Arabia	90	10	-80	-88.89%
	China	484	142	-342	-70.66%
	Corea	218	113	-105	-48.17%
	Filipinas	21	46	25	119.05%
	India	402	242	-160	-39.80%
	Israel	110	144	34	30.91%
	Japón	232	58	-174	-75.00%
	Paquistán	0	7	7	#¡DIV/0!
	Turquia	25	41	16	64.00%
	Otros	232	250	18	7.76%
SUMA	1,814	1,053	-761	-41.95%	

EUROPA	Alemania	12,895	20,769	7,874	61.06%
	Austria	648	900	252	38.89%
	Bélgica	2,081	2,230	149	7.16%
	Bulgaria	108	24	-84	-77.78%
	Dinamarca	203	70	-133	-65.52%
	España	9,348	13,322	3,974	42.51%
	Finlandia	507	221	-286	-56.41%
	Francia	5,128	11,474	6,346	123.75%
	Gran Bretaña	13,433	16,015	2,582	19.22%
	Grecia	52	36	-16	-30.77%
	Holanda	3,536	2,338	-1,198	-33.88%
	Hungria	150	137	-13	-8.67%
	Irlanda	110	101	-9	-8.18%
	Islandia	77	7	-70	-90.91%
	Italia	5,620	9,537	3,917	69.70%
	Luxemburgo	44	60	16	36.36%
	Mónaco	322	0	-322	-100.00%
	Noruega	137	101	-36	-26.28%
	Polonia	1,246	1,694	448	35.96%
	Portugal	527	1,066	539	102.28%
	Rep. Checa	463	367	-96	-20.73%
	Rumania	119	106	-13	-10.92%
	Rusia	2,889	7,109	4,220	146.07%
	Slovenia	183	46	-137	-74.86%
	Suecia	3,715	3,367	-348	-9.37%
	Suiza	1,428	1,380	-48	-3.36%
	Otros Europa	5,133	4,032	-1,101	-21.45%
SUMA	70,102	96,509	26,407	37.67%	

SUMA TOTAL	417,939	426,400	8,461	2.02%
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COMPARATIVO POR PAISES DE LOS AÑOS 2018 VS 2017
ENERO - DICIEMBRE

REGION	PAIS	2017	2018	Var.	%
NORTE AMERICA	Canadá	822,549	766,132	-56,417	-6.86%
	Estados Unidos	1,799,752	1,663,440	-136,312	-7.57%
	México	907,566	990,745	83,179	9.17%
	SUMA	3,529,867	3,420,317	-109,550	-3.10%

CENTRO AMERICA	Belice	733	1,189	456	62.21%
	Costa Rica	2,053	2,582	529	25.77%
	El Salvador	799	829	30	3.75%
	Guatemala	2,161	3,064	903	41.79%
	Nicaragua	247	203	-44	-17.81%
	Panamá	21,225	15,443	-5,782	-27.24%
	Otros Centro America	2,446	1,025	-1,421	-58.09%
SUMA	29,664	24,335	-5,329	-17.96%	

CARIBE	Bahamas	66	112	46	69.70%
	Bermudas	146	79	-67	-45.89%
	Cuba	1,022	850	-172	-16.83%
	Curacao	0	2	2	#¡DIV/0!
	Haiti	86	94	8	9.30%
	Jamaica	342	325	-17	-4.97%
	Puerto Rico	3,019	2,423	-596	-19.74%
	Rep. Dominicana	2,000	2,397	397	19.85%
	Otros Caribe	1,171	1,345	174	14.86%
SUMA	7,852	7,627	-225	-2.87%	

SUDAMERICA	Argentina	242,154	272,497	30,343	12.53%
	Bolivia	4,028	2,953	-1,075	-26.69%
	Brasil	25,385	32,193	6,808	26.82%
	Chile	60,652	82,380	21,728	35.82%
	Colombia	21,149	27,362	6,213	29.38%
	Ecuador	2,671	3,097	426	15.95%
	Paraguay	2,939	3,862	923	31.41%
	Peru	22,357	27,948	5,591	25.01%
	Uruguay	19,811	27,617	7,806	39.40%
	Venezuela	5,430	2,576	-2,854	-52.56%
	Otros Sudamerica	4,772	10,588	5,816	121.88%
SUMA	411,348	493,073	81,725	19.87%	

AFRICA	Argelia	13	84	71	546.15%
	Egipto	208	124	-84	-40.38%
	Sudáfrica	411	193	-218	-53.04%
	Otros Africa	3,071	2,080	-991	-32.27%
	SUMA	3,703	2,481	-1,222	-33.00%

REGION	PAIS	2017	2018	Var.	%
OCEANIA	Australia	6,967	6,794	-173	-2.48%
	Nueva Zelanda	602	715	113	18.77%
	Otros Oceania	84	707	623	741.67%
	SUMA	7,653	8,216	563	7.36%

ASIA	Arabia	827	916	89	10.76%
	China	2,629	1,861	-768	-29.21%
	Corea	2,678	2,410	-268	-10.01%
	Filipinas	299	324	25	8.36%
	India	1,266	2,151	885	69.91%
	Israel	3,449	3,015	-434	-12.58%
	Japón	1,343	998	-345	-25.69%
	Paquistán	42	50	8	19.05%
	Turquia	360	607	247	68.61%
	Otros	3,974	4,285	311	7.83%
SUMA	16,867	16,617	-250	-1.48%	

EUROPA	Alemania	174,438	162,599	-11,839	-6.79%
	Austria	6,380	5,913	-467	-7.32%
	Bélgica	23,560	23,801	241	1.02%
	Bulgaria	677	649	-28	-4.14%
	Dinamarca	2,172	1,448	-724	-33.33%
	España	183,601	216,494	32,893	17.92%
	Finlandia	1,385	929	-456	-32.92%
	Francia	73,312	86,526	13,214	18.02%
	Gran Bretaña	301,665	302,210	545	0.18%
	Grecia	551	348	-203	-36.84%
	Holanda	39,739	34,379	-5,360	-13.49%
	Hungría	674	1,410	736	109.20%
	Irlanda	2,602	2,138	-464	-17.83%
	Islandia	440	1,786	1,346	305.91%
	Italia	88,992	100,102	11,110	12.48%
	Luxemburgo	862	521	-341	-39.56%
	Mónaco	454	158	-296	-65.20%
	Noruega	2,696	1,228	-1,468	-54.45%
	Polonia	12,315	11,732	-583	-4.73%
	Portugal	18,382	30,511	12,129	65.98%
	Rep. Checa	4,582	2,449	-2,133	-46.55%
	Rumania	1,164	1,311	147	12.63%
	Rusia	12,197	37,191	24,994	204.92%
	Slovenia	420	436	16	3.81%
	Suecia	16,328	14,149	-2,179	-13.35%
	Suiza	15,627	12,684	-2,943	-18.83%
	Otros Europa	55,692	41,629	-14,063	-25.25%
SUMA	1,040,907	1,094,731	53,824	5.17%	

SUMA TOTAL	5,047,861	5,067,397	19,536	0.39%
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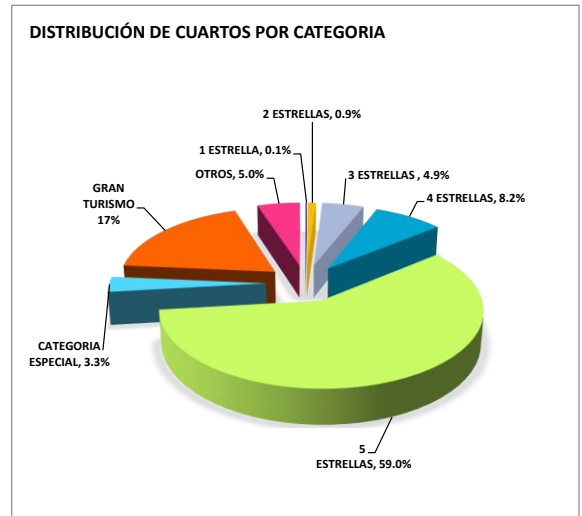
LISTADO DE ESTABLECIMIENTOS DE HOSPEDAJE
POR PLAN DE HOSPEDAJE DE LA RIVIERA MAYA
DICIEMBRE 2018

HOTEL	CUARTOS	CATEGORIA
1 AKUMA BAY WELLNESS RESORTS	310	4 estrellas
2 AZUL FIVES	635	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	189	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	35,251	

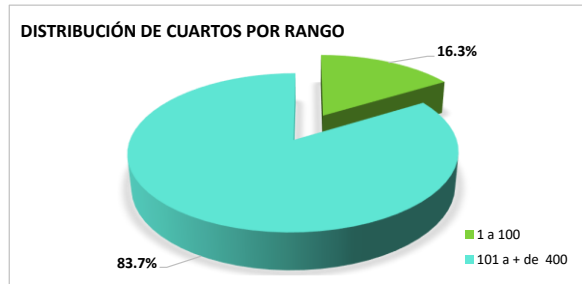
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	35,251	81	74.5%
TOTAL PLAN EUROPEO	12,041	338	25.5%
SUMAS	47,292	419	100.0%



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	27,926	71	59.1%
CATEGORIA ESPECIAL	1,548	13	3.3%
GRAN TURISMO	8,774	23	18.6%
OTROS	2,368	143	5.0%
SUMAS	47,292	419	100.0%



RANGO	Cuartos	# Htls.	%
1 a 100	7,695	325	16.3%
101 a + de 400	39,597	94	83.7%
SUMAS	47,292	419	100.0%



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

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.0%	4,568	9.7%
COBA	2	0.5%	49	0.1%
KANTENAH	10	2.4%	3,573	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%	6,097	12.9%
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%	47,292	100.0%

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

