



FIDEICOMISO DE PROMOCIÓN TURÍSTICA  
DE LA RIVIERA MAYA

## BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

A B R I L 2 0 1 5

El Barómetro Turístico de la Riviera Maya en su **Ducentésima Séptima** edición correspondiente al mes de Abril del año 2015, fue elaborado con un muestreo de **33,483** cuartos, que corresponde al 79.32% del total de cuartos existentes a la fecha, los cuales son **42,212** de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

Elaborado por:  
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Fideicomiso de Promoción Turística  
de la Riviera Maya.

BAROMETRO TURÍSTICO RIVIERA MAYA  
RESUMEN COMPARATIVO MENSUAL  
MES DE ABRIL DE 2015

CONCEPTO	A B R I L		VARIACIÓN	
	2014	2015	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	40,938	42,212	1,274	3.11%
CUARTOS NOCHE DISPONIBLES	1,217,667	1,257,670	40,003	3.29%
CUARTOS NOCHE OCUPADOS	1,047,638	1,116,982	69,344	6.62%
% DE OCUPACION	86.04%	88.81%	2.78%	
% DE OCUPACION TODO INCLUIDO	88.78%	90.18%	1.40%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	6.0	6.2	0.18	
TURISMO NACIONAL	3.0	3.6	0.55	
TURISMO INTERNACIONAL	7.0	6.6	(0.43)	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 2,968.09</b>	<b>\$ 3,975.61</b>	1008	33.95%
<b>AFLUENCIA DEL TURISMO</b>				
TOTAL	378,180	397,305	19,125	5.06%
NACIONALES	69,834	59,055	-10,779	-15.44%
EXTRANJEROS	308,346	338,250	29,904	9.70%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN</b>				
	2014		2015	
EUROPA	82,003	26.59%	70,577	20.87%
ESTADOS UNIDOS	137,613	44.63%	161,463	47.73%
CANADÁ	70,542	22.88%	79,930	23.63%
SUDAMERICA	15,198	4.93%	22,668	6.70%
RESTO DEL MUNDO	2,990	0.97%	3,612	1.07%
	<b>308,346</b>	100.00%	<b>338,250</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
TOTAL	1,047,638	1,116,982	69,344	6.62%
NACIONALES	104,751	104,823	72	0.07%
EXTRANJEROS	942,887	1,012,159	69,272	7.35%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	2014		2015	
EUROPA (Principales países)	322,739	34.2%	293,683	29.0%
ESTADOS UNIDOS	329,698	35.0%	393,566	38.9%
CANADÁ	223,971	23.8%	236,127	23.3%
SUDAMERICA (Principales países)	31,915	3.4%	60,911	6.0%
RESTO DEL MUNDO	34,564	3.67%	27,872	2.8%
	<b>942,887</b>	100.00%	<b>1,012,159</b>	100.00%

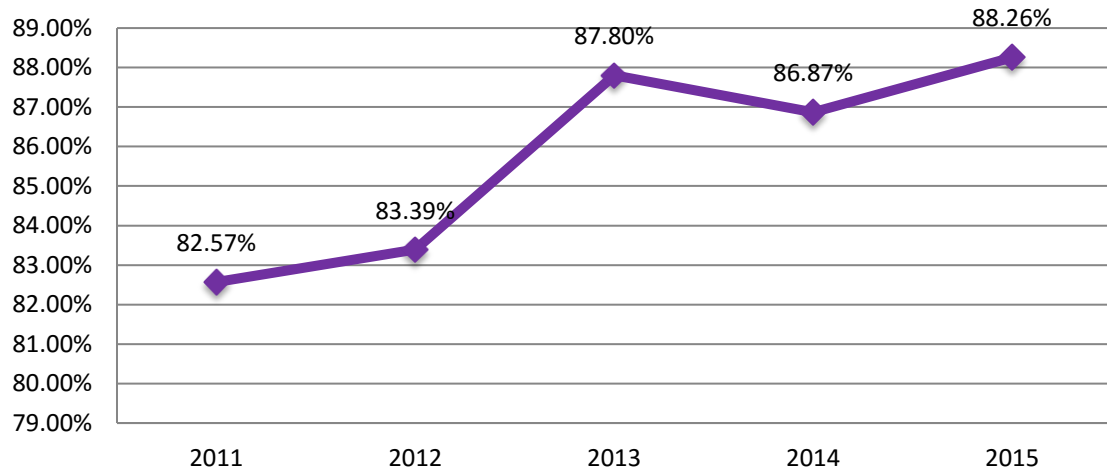
BAROMETRO TURÍSTICO RIVIERA MAYA  
RESUMEN COMPARATIVO MENSUAL  
ENERO - ABRIL DE 2015



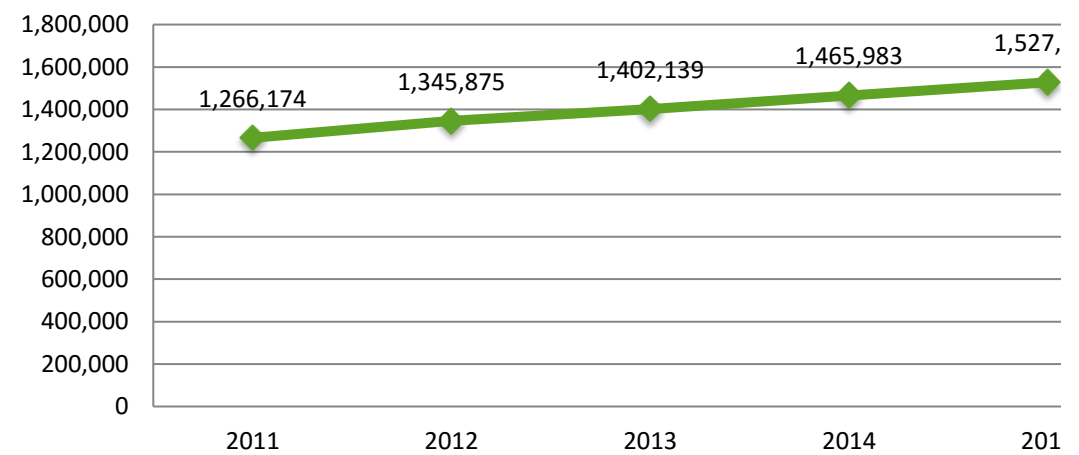
CONCEPTO	ENERO - ABRIL		VARIACIÓN	
	2014	2015	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	<b>40,938</b>	<b>42,212</b>	1,274	3.11%
CUARTOS NOCHE DISPONIBLES	4,871,718	5,024,500	152,782	3.14%
CUARTOS NOCHE OCUPADOS	4,232,223	4,434,410	202,187	4.78%
% DE OCUPACION	86.87%	<b>88.26%</b>	1.38%	
% DE OCUPACION TODO INCLUIDO	<b>89.00%</b>	<b>89.26%</b>	0.26%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	<b>6.2</b>	<b>6.3</b>	0.07	
TURISMO NACIONAL	3.5	3.8	0.33	
TURISMO INTERNACIONAL	6.8	6.7	(0.10)	
<b>TARIFA PROMEDIO (pesos)</b>	\$ 3,244.84	<b>\$ 4,197.34</b>	953	29.35%
<b>AFLUENCIA DEL TURISMO</b>				
	<b>2014</b>	<b>2015</b>		
TOTAL	<b>1,465,983</b>	<b>1,527,931</b>	61,948	4.23%
NACIONALES	195,983	187,562	-8,421	-4.30%
EXTRANJEROS	1,270,000	1,340,369	70,369	5.54%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONE</b>				
	<b>2014</b>	<b>2015</b>		
EUROPA	307,406	24.21%	271,889	20.28%
ESTADOS UNIDOS	517,614	40.76%	594,402	44.35%
CANADÁ	363,931	28.66%	368,368	27.48%
SUDAMERICA	71,701	5.65%	92,196	6.88%
RESTO DEL MUNDO	9,348	0.74%	13,514	1.01%
	<b>1,270,000</b>	100.00%	<b>1,340,369</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	<b>2014</b>	<b>2015</b>		
TOTAL	<b>4,232,223</b>	<b>4,434,410</b>	202,187	4.78%
NACIONALES	295,820	315,934	20,114	6.80%
EXTRANJEROS	3,936,403	4,118,476	182,073	4.63%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	<b>2014</b>	<b>2015</b>		
EUROPA (Principales países)	1,181,497	30.0%	1,110,377	27.0%
ESTADOS UNIDOS	1,282,289	32.6%	1,413,408	34.3%
CANADÁ	1,157,484	29.4%	1,161,859	28.2%
SUDAMERICA (Principales países)	184,973	4.7%	245,015	5.9%
RESTO DEL MUNDO	130,160	3.31%	187,817	4.6%
	<b>3,936,403</b>	100.00%	<b>4,118,476</b>	100.00%

MES																	
	2011	2012	2013	2014	2015	2015-11	2015-12	2015-13	2015-14	2011	2012	2013	2014	2015	2015-11	2015-12	2015-13
ENE	79.78%	82.60%	85.93%	85.97%	87.62%	7.84%	5.02%	1.69%	1.65%	299,698	330,133	332,698	352,269	372,836	24.40%	12.94%	12.06%
FEB	85.75%	85.11%	90.21%	90.04%	91.03%	5.28%	5.92%	0.82%	0.99%	299,938	315,725	326,017	346,915	357,883	19.32%	13.35%	9.77%
MAR	84.31%	82.48%	88.88%	85.71%	85.84%	1.53%	3.36%	-3.04%	0.13%	332,838	349,647	392,852	388,619	399,907	20.15%	14.37%	1.80%
ABR	80.69%	83.49%	86.36%	86.04%	88.81%	8.12%	5.32%	2.45%	2.77%	333,700	350,370	350,572	378,180	397,305	19.06%	13.40%	13.33%
MAY																	
JUN																	
JUL																	
AGO																	
SEPT																	
OCT																	
NOV																	
DIC																	
<b>Total</b>	<b>82.57%</b>	<b>83.39%</b>	<b>87.80%</b>	<b>86.87%</b>	<b>88.26%</b>	<b>5.69%</b>	<b>4.87%</b>	<b>0.46%</b>	<b>1.39%</b>	<b>1,266,174</b>	<b>1,345,875</b>	<b>1,402,139</b>	<b>1,465,983</b>	<b>1,527,931</b>	<b>20.67%</b>	<b>13.53%</b>	<b>8.97%</b>

**OCUPACIÓN GENERAL ABRIL**



**AFLUENCIA GENERAL ABRIL**

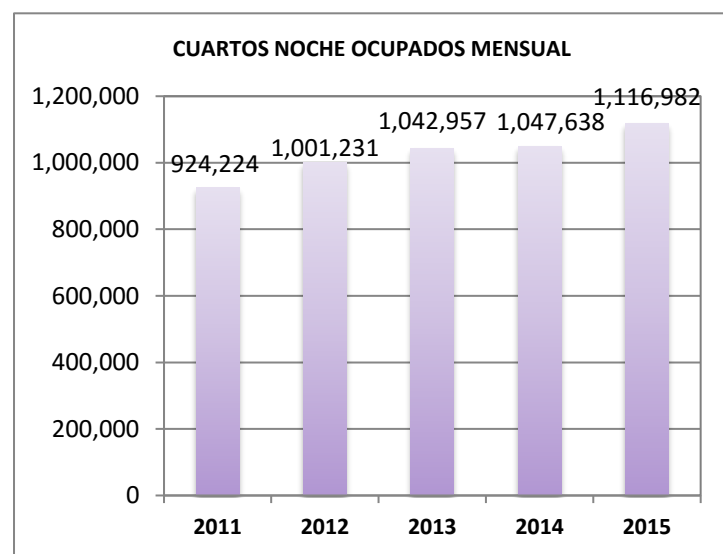


<b>2015-14</b>
<b>5.84%</b>
<b>3.16%</b>
<b>2.90%</b>
<b>5.06%</b>
<b>4.23%</b>

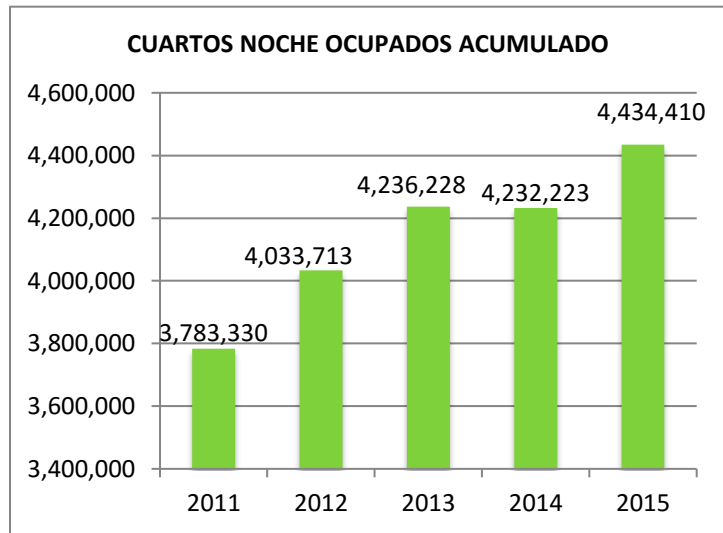
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## COMPARATIVO CUARTOS NOCHE OCUPADOS 2011-2015

MES	CUARTOS NOCHE OCUPADOS MENSUAL					% VAR.			
	2011	2012	2013	2014	2015	2015-11	2015-12	2015-13	2015-14
ENE	943,600	1,022,135	1,070,536	1,078,745	1,134,307	20.21%	10.97%	5.96%	5.15%
FEB	918,797	986,078	1,014,572	1,025,828	1,067,830	16.22%	8.29%	5.25%	4.09%
MAR	996,709	1,024,269	1,108,163	1,080,012	1,115,291	11.90%	8.89%	0.64%	3.27%
ABR	924,224	1,001,231	1,042,957	1,047,638	1,116,982	20.86%	11.56%	7.10%	6.62%
MAY									
JUN									
JUL									
AGO									
SEPT									
OCT									
NOV									
DIC									



MES	CUARTOS NOCHE OCUPADOS ACUMULADO					% VAR.			
	2011	2012	2013	2014	2015	2015-11	2015-12	2015-13	2015-14
ENE-FEB	1,862,397	2,008,213	2,085,108	2,104,573	2,202,137	18.24%	9.66%	5.61%	4.64%
ENE-MAR	2,859,106	3,032,482	3,193,271	3,184,585	3,317,428	16.03%	9.40%	3.89%	4.17%
ENE-ABR	3,783,330	4,033,713	4,236,228	4,232,223	4,434,410	17.21%	9.93%	4.68%	4.78%
ENE-MAY									
ENE-JUN									
ENE-JUL									
ENE-AGO									
ENE-SEP									
ENE-OCT									
ENE-NOV									
ENE-DIC									



**TABLA DE OCUPACION HOTELERA AÑO 2015**

MES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
		DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	42,020	1,294,534	1,134,307	<b>87.62%</b>	45,956	12.33%	326,880	87.67%	<b>372,836</b>	6.4
FEBRERO	42,115	1,173,096	1,067,830	<b>91.03%</b>	35,202	9.84%	322,681	90.16%	<b>357,883</b>	6.3
MARZO	42,154	1,299,200	1,115,291	<b>85.84%</b>	47,349	11.84%	352,558	88.16%	<b>399,907</b>	6.1
ABRIL	42,212	1,257,670	1,116,982	<b>88.81%</b>	59,055	14.86%	338,250	85.14%	<b>397,305</b>	6.2
MAYO										
JUNIO										
JULIO										
AGOSTO										
SEPTIEMBRE										
OCTUBRE										
NOVIEMBRE										
DICIEMBRE										

**ACUMULADO ANUAL**

ENE-FEB	42,115	2,467,630	2,202,137	<b>89.24%</b>	81,158	11.11%	649,561	88.89%	<b>730,719</b>	6.4
ENE-MAR	42,154	3,766,830	3,317,428	<b>88.07%</b>	128,507	11.37%	1,002,119	88.63%	<b>1,130,626</b>	6.3
ENE-ABR	42,155	5,024,500	4,434,410	<b>88.26%</b>	187,562	12.28%	1,340,369	87.72%	<b>1,527,931</b>	6.3
ENE-MAY										
ENE-JUN										
ENE-JUL										
ENE-AGO										
ENE-SEP										
ENE-OCT										
ENE-NOV										
ENE-DIC										

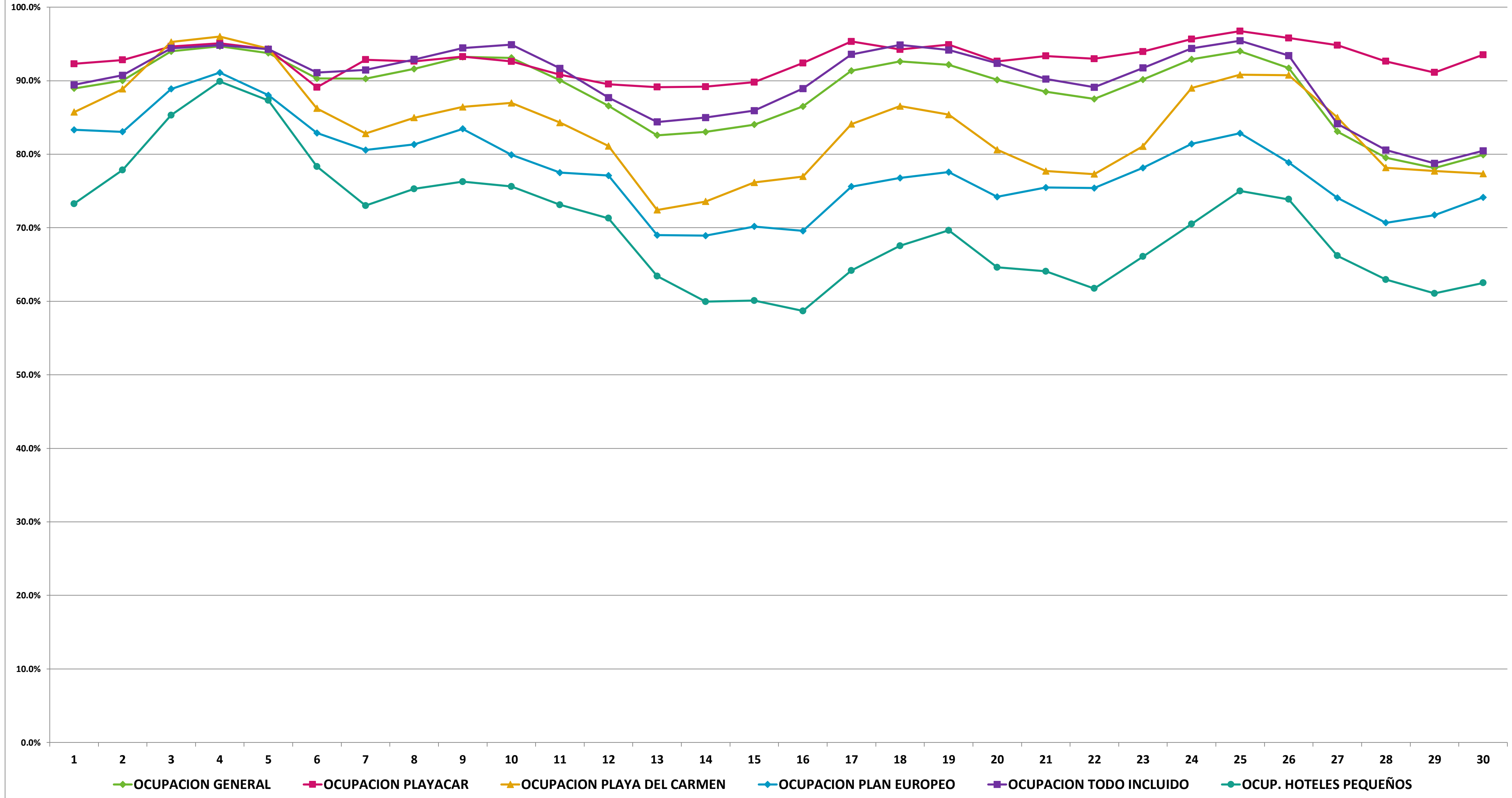
OCUPACIÓN HOTELERA DIARIA

A B R I L D E 2 0 1 5

Vacaciones de Semana Santa

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	89.0%	90.0%	94.0%	94.7%	93.8%	90.3%	90.3%	91.6%	93.2%	93.1%	90.0%	86.6%	82.6%	83.0%	84.0%	86.5%	91.4%	92.6%	92.2%	90.1%	88.5%	87.5%	90.2%	92.9%	94.0%	91.7%	83.1%	79.5%	78.1%	79.9%	88.8%
OCUPACION PLAYACAR	92.3%	92.8%	94.7%	95.1%	94.3%	89.1%	92.9%	92.6%	93.3%	92.6%	90.8%	89.5%	89.1%	89.2%	89.8%	92.4%	95.3%	94.3%	94.9%	92.6%	93.4%	93.0%	94.0%	95.7%	96.7%	95.8%	94.8%	92.6%	91.1%	93.5%	92.9%
OCUPACION PLAYA DEL CARMEN	85.7%	88.9%	95.3%	96.0%	94.4%	86.2%	82.8%	85.0%	86.4%	87.0%	84.3%	81.1%	72.4%	73.6%	76.2%	77.0%	84.1%	86.6%	85.4%	80.6%	77.7%	77.3%	81.1%	89.0%	90.8%	90.8%	85.0%	78.2%	77.7%	77.4%	83.8%
OCUPACION PLAN EUROPEO	83.3%	83.1%	88.9%	91.1%	88.0%	82.9%	80.6%	81.3%	83.5%	79.9%	77.5%	77.1%	69.0%	68.9%	70.2%	69.6%	75.6%	76.8%	77.6%	74.2%	75.5%	75.4%	78.1%	81.4%	82.8%	78.9%	74.1%	70.7%	71.7%	74.1%	78.1%
OCUPACION TODO INCLUIDO	89.4%	90.7%	94.4%	94.8%	94.3%	91.1%	91.5%	92.9%	94.5%	94.9%	91.7%	87.7%	84.4%	85.0%	85.9%	88.9%	93.6%	94.9%	94.2%	92.4%	90.2%	89.1%	91.7%	94.4%	95.4%	93.4%	84.1%	80.6%	78.8%	80.5%	90.2%
OCUP. HOTELES PEQUEÑOS	73.3%	77.9%	85.3%	89.9%	87.3%	78.3%	73.0%	75.3%	76.3%	75.6%	73.1%	71.3%	63.4%	59.9%	60.1%	58.7%	64.2%	67.5%	69.6%	64.6%	64.1%	61.7%	66.1%	70.5%	75.0%	73.9%	66.2%	63.0%	61.1%	62.5%	70.3%

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OCUPACIÓN HOTELERA RIVIERA MAYA







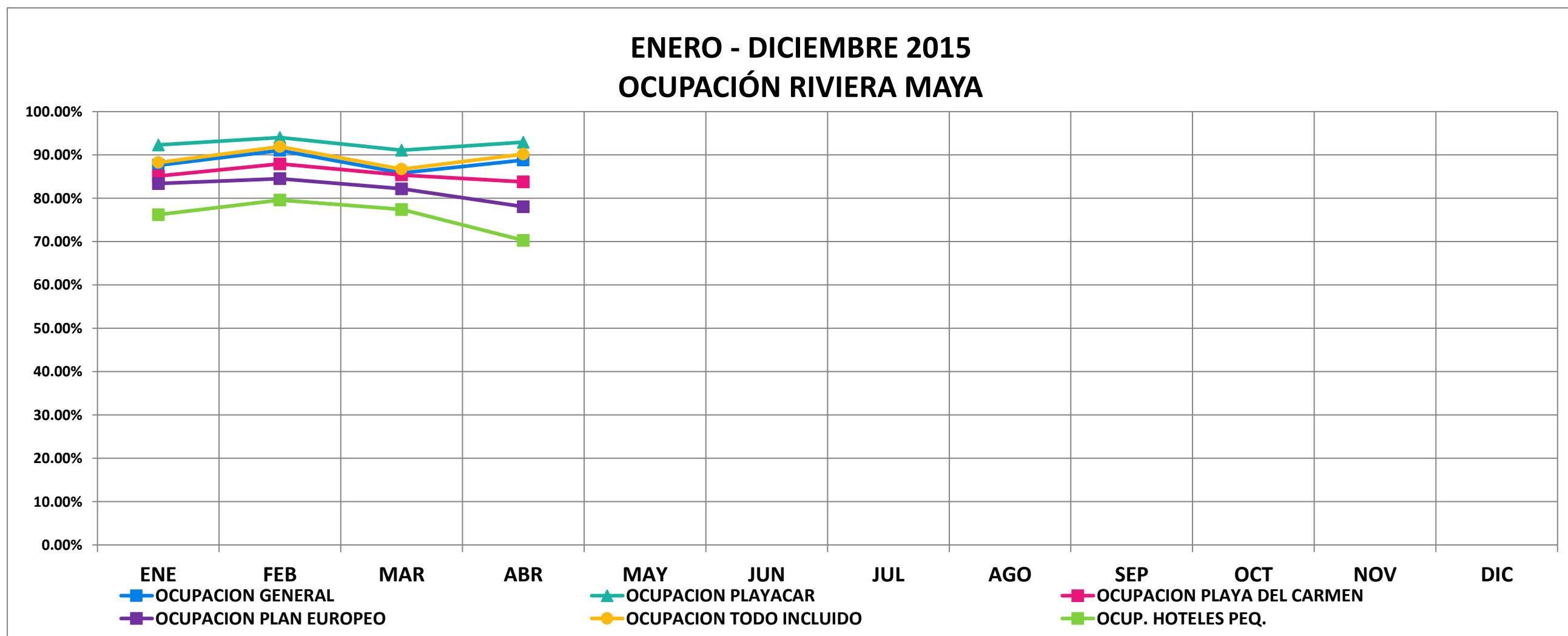
# FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

## DEPARTAMENTO DE ESTADÍSTICA

### OCUPACIÓN HOTELERA MENSUAL

ENERO - DICIEMBRE 2015

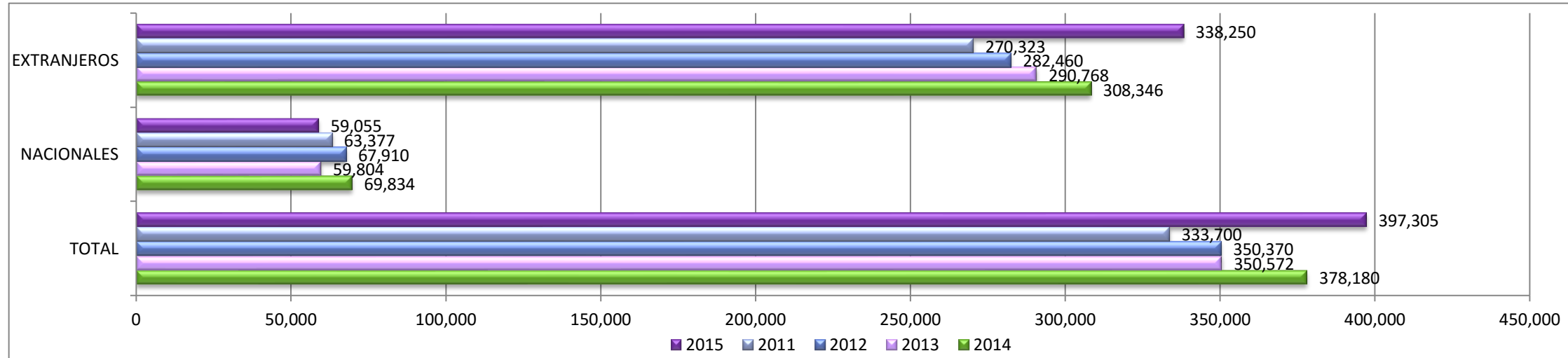
MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
<b>OCUPACION GENERAL</b>	87.62%	91.03%	85.84%	88.81%									88.26%
<b>OCUPACION PLAYACAR</b>	92.30%	94.02%	91.09%	92.94%									92.58%
<b>OCUPACION PLAYA DEL CARMEN</b>	85.16%	87.94%	85.38%	83.79%									85.57%
<b>OCUPACION PLAN EUROPEO</b>	83.41%	84.51%	82.19%	78.06%									82.04%
<b>OCUPACION TODO INCLUIDO</b>	88.25%	91.91%	86.71%	90.18%									89.26%
<b>OCUP. HOTELES PEQ.</b>	76.20%	79.59%	77.43%	70.29%									75.88%



# PROCEDENCIA DEL TURISMO

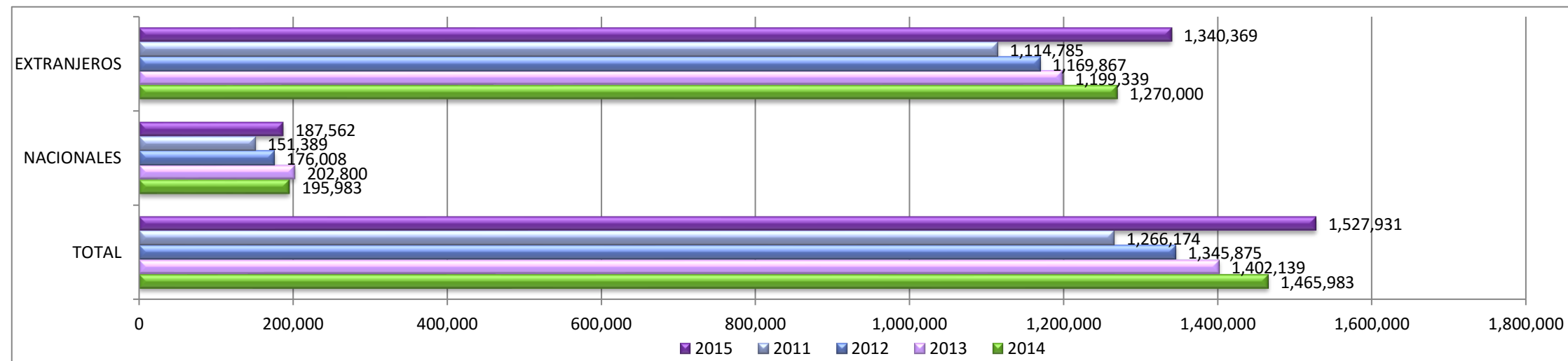
## ABRIL

AFLUENCIA DEL TURISMO	2011		2012		2013		2014		2015		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2015-11	2015-12	2015-13	2015-14
<b>TOTAL</b>	<b>333,700</b>	100.00%	<b>350,370</b>	100.00%	<b>350,572</b>	100.00%	<b>378,180</b>	100.00%	<b>397,305</b>	100.00%	<b>19.06%</b>	<b>13.40%</b>	<b>13.33%</b>	<b>5.06%</b>
<b>NACIONALES</b>	63,377	18.99%	67,910	19.38%	59,804	17.06%	69,834	18.47%	59,055	14.86%	<b>-6.82%</b>	<b>-13.04%</b>	<b>-1.25%</b>	<b>-15.44%</b>
<b>EXTRANJEROS</b>	270,323	81.01%	282,460	80.62%	290,768	82.94%	308,346	81.53%	338,250	85.14%	<b>25.13%</b>	<b>19.75%</b>	<b>16.33%</b>	<b>9.70%</b>



## ENERO-ABRIL

AFLUENCIA DEL TURISMO	2011		2012		2013		2014		2015		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2015-11	2015-12	2015-13	2015-14
<b>TOTAL</b>	<b>1,266,174</b>	100.00%	<b>1,345,875</b>	100.00%	<b>1,402,139</b>	100.00%	<b>1,465,983</b>	100.00%	<b>1,527,931</b>	100.00%	<b>20.67%</b>	<b>13.53%</b>	<b>8.97%</b>	<b>4.23%</b>
<b>NACIONALES</b>	151,389	11.96%	176,008	13.08%	202,800	14.46%	195,983	13.37%	187,562	12.28%	<b>23.89%</b>	<b>6.56%</b>	<b>-7.51%</b>	<b>-4.30%</b>
<b>EXTRANJEROS</b>	1,114,785	88.04%	1,169,867	86.92%	1,199,339	85.54%	1,270,000	86.63%	1,340,369	87.72%	<b>20.24%</b>	<b>14.57%</b>	<b>11.76%</b>	<b>5.54%</b>



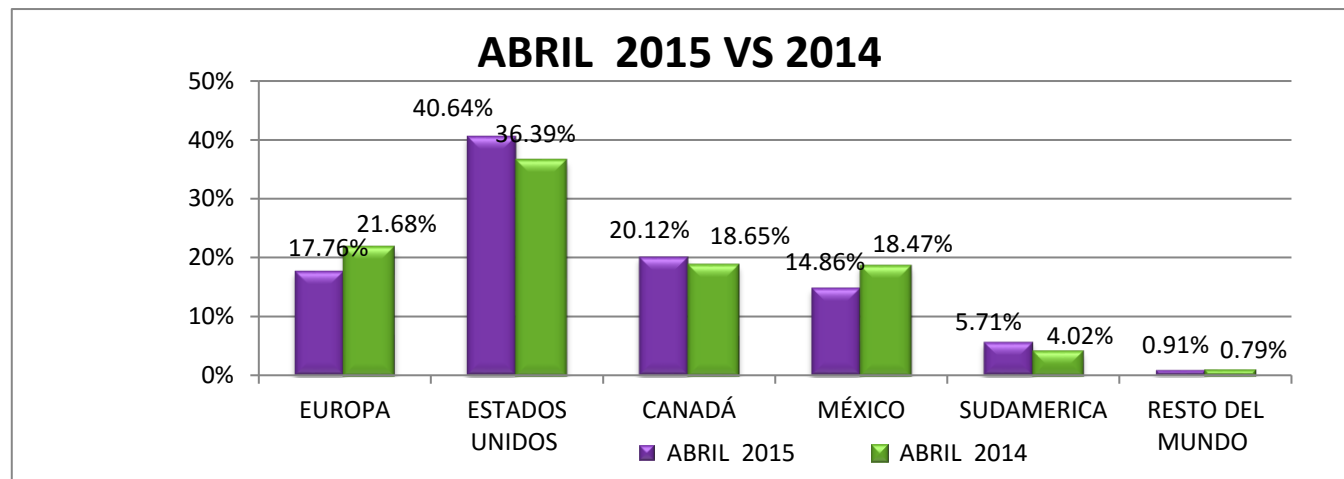
PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
A B R I L 2015

PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	79,930	20.12	Bahamas	19	0.00	Alemania	14,574	3.67
Estados Unidos	161,463	40.64	Bermudas	8	0.00	Austria	317	0.08
México	59,055	14.86	Cuba	14	0.00	Bélgica	941	0.24
<b>SUMA</b>	<b>300,448</b>	<b>75.62</b>	Curacao		0.00	Bulgaria	33	0.01
			Haiti	5	0.00	Dinamarca	131	0.03
			Jamaica	71	0.02	España	9,074	2.28
			Puerto Rico	78	0.02	Finlandia	23	0.01
			Rep. Dominicana	107	0.03	Francia	9,047	2.28
			Otros	238	0.06	Gran Bretaña	24,775	6.24
			<b>SUMA</b>	<b>540</b>	<b>0.14</b>	Grecia	21	0.01
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>			Holanda		
Belice	120	0.03	Australia	1,138	0.29	Hungría	73	0.02
Costa Rica	124	0.03	Nueva Zelanda	30	0.01	Irlanda	239	0.06
El Salvador	40	0.01	<b>SUMA</b>	<b>1,168</b>	<b>0.29</b>	Islandia	8	0.00
Guatemala	114	0.03				Italia	4,706	1.18
Nicaragua	5	0.00	<b>6.- ASIA</b>			Luxemburgo	45	0.01
Panamá	543	0.14	Arabia	5	0.00	Mónaco		0.00
Otros	22	0.01	China	62	0.02	Noruega	438	0.11
<b>SUMA</b>	<b>968</b>	<b>0.24</b>	Corea	74	0.02	Polonia	220	0.06
			Filipinas	7	0.00	Portugal	190	0.05
			India	47	0.01	Rep. Checa	285	0.07
			Israel	182	0.05	Rumania	37	0.01
			Japón	48	0.01	Rusia	438	0.11
			Paquistán		0.00	Slovenia	11	0.00
			Turquia	36	0.01	Suecia	651	0.16
			Otros	401	0.10	Suiza	873	0.22
			<b>SUMA</b>	<b>862</b>	<b>0.22</b>	Otros	1,064	0.27
						<b>SUMA</b>	<b>70,577</b>	<b>17.76</b>
<b>3.- SUDAMERICA</b>			<b>7.- AFRICA</b>			<b>GRAN TOTAL</b>		
Argentina	13,898	3.50	Argelia		0.00		<b>397,305</b>	<b>100.00</b>
Bolivia	16	0.00	Egipto	15	0.00			
Brasil	1,605	0.40	Sudáfrica	22	0.01			
Chile	2,731	0.69	Otros	37	0.01			
Colombia	1,317	0.33	<b>SUMA</b>	<b>74</b>	<b>0.02</b>			
Ecuador	201	0.05						
Paraguay	192	0.05						
Perú	1,042	0.26						
Uruguay	1,227	0.31						
Venezuela	434	0.11						
Otros	5	0.00						
<b>SUMA</b>	<b>22,668</b>	<b>5.71</b>						

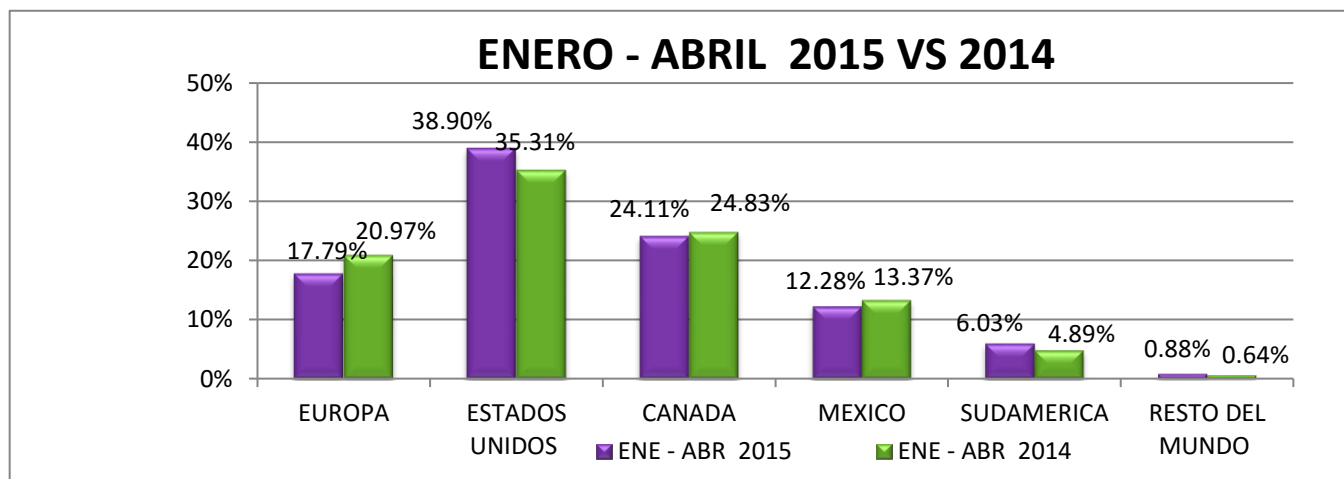
PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
ENERO - ABRIL 2015

PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	368,368	24.11	Bahamas	47	0.00	Alemania	48,983	3.21
Estados Unidos	594,402	38.90	Bermudas	28	0.00	Austria	1,340	0.09
México	187,562	12.28	Cuba	58	0.00	Bélgica	4,032	0.26
<b>SUMA</b>	<b>1,150,332</b>	<b>75.29</b>	Curacao	0	0.00	Bulgaria	95	0.01
			Haiti	5	0.00	Dinamarca	797	0.05
			Jamaica	136	0.01	España	28,474	1.86
			Puerto Rico	215	0.01	Finlandia	659	0.04
			Rep. Dominicana	464	0.03	Francia	35,457	2.32
			Otros	421	0.03	Gran Bretaña	71,461	4.68
			<b>SUMA</b>	<b>1,374</b>	<b>0.09</b>	Grecia	120	0.01
						Holanda	10,386	0.68
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>			<b>6.- ASIA</b>		
Belice	444	0.03	Australia	3,957	0.26	Arabia	59	0.00
Costa Rica	557	0.04	Nueva Zelanda	157	0.01	China	375	0.02
El Salvador	288	0.02	<b>SUMA</b>	<b>4,114</b>	<b>0.27</b>	Corea	463	0.03
Guatemala	500	0.03				Filipinas	40	0.00
Nicaragua	37	0.00				India	164	0.01
Panamá	2,173	0.14				Israel	443	0.03
Otros	208	0.01				Japón	250	0.02
<b>SUMA</b>	<b>4,207</b>	<b>0.28</b>				Paquistan	8	0.00
						Turquia	99	0.01
						Otros	1,587	0.10
						<b>SUMA</b>	<b>3,488</b>	<b>0.23</b>
<b>3.- SUDAMERICA</b>			<b>7.- AFRICA</b>			<b>GRAN TOTAL</b>		
Argentina	49,782	3.26	Argelia	8	0.00		<b>1,527,931</b>	<b>100.00</b>
Bolivia	97	0.01	Egipto	35	0.00			
Brasil	9,820	0.64	Sudáfrica	151	0.01			
Chile	13,374	0.88	Otros	137	0.01			
Colombia	6,131	0.40	<b>SUMA</b>	<b>331</b>	<b>0.02</b>			
Ecuador	668	0.04						
Paraguay	1,102	0.07						
Perú	4,056	0.27						
Uruguay	5,467	0.36						
Venezuela	1,288	0.08						
Otros	411	0.03						
<b>SUMA</b>	<b>92,196</b>	<b>6.03</b>						

REGION	ABRIL 2014		ABRIL 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	82,003	21.68%	70,577	17.76%	-13.93%
ESTADOS UNIDOS	137,613	36.39%	161,463	40.64%	17.33%
CANADÁ	70,542	18.65%	79,930	20.12%	13.31%
MÉXICO	69,834	18.47%	59,055	14.86%	-15.44%
SUDAMERICA	15,198	4.02%	22,668	5.71%	49.15%
RESTO DEL MUNDO	2,990	0.79%	3,612	0.91%	20.80%
<b>SUMAS</b>	<b>378,180</b>	<b>100.00%</b>	<b>397,305</b>	<b>100.00%</b>	<b>5.06%</b>



REGION	ENE - ABR 2014		ENE - ABR 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	307,406	20.97%	271,889	17.79%	-11.55%
ESTADOS UNIDOS	517,614	35.31%	594,402	38.90%	14.83%
CANADA	363,931	24.83%	368,368	24.11%	1.22%
MEXICO	195,983	13.37%	187,562	12.28%	-4.30%
SUDAMERICA	71,701	4.89%	92,196	6.03%	28.58%
RESTO DEL MUNDO	9,348	0.64%	13,514	0.88%	44.57%
<b>SUMAS</b>	<b>1,465,983</b>	<b>100.00%</b>	<b>1,527,931</b>	<b>100.00%</b>	<b>4.23%</b>



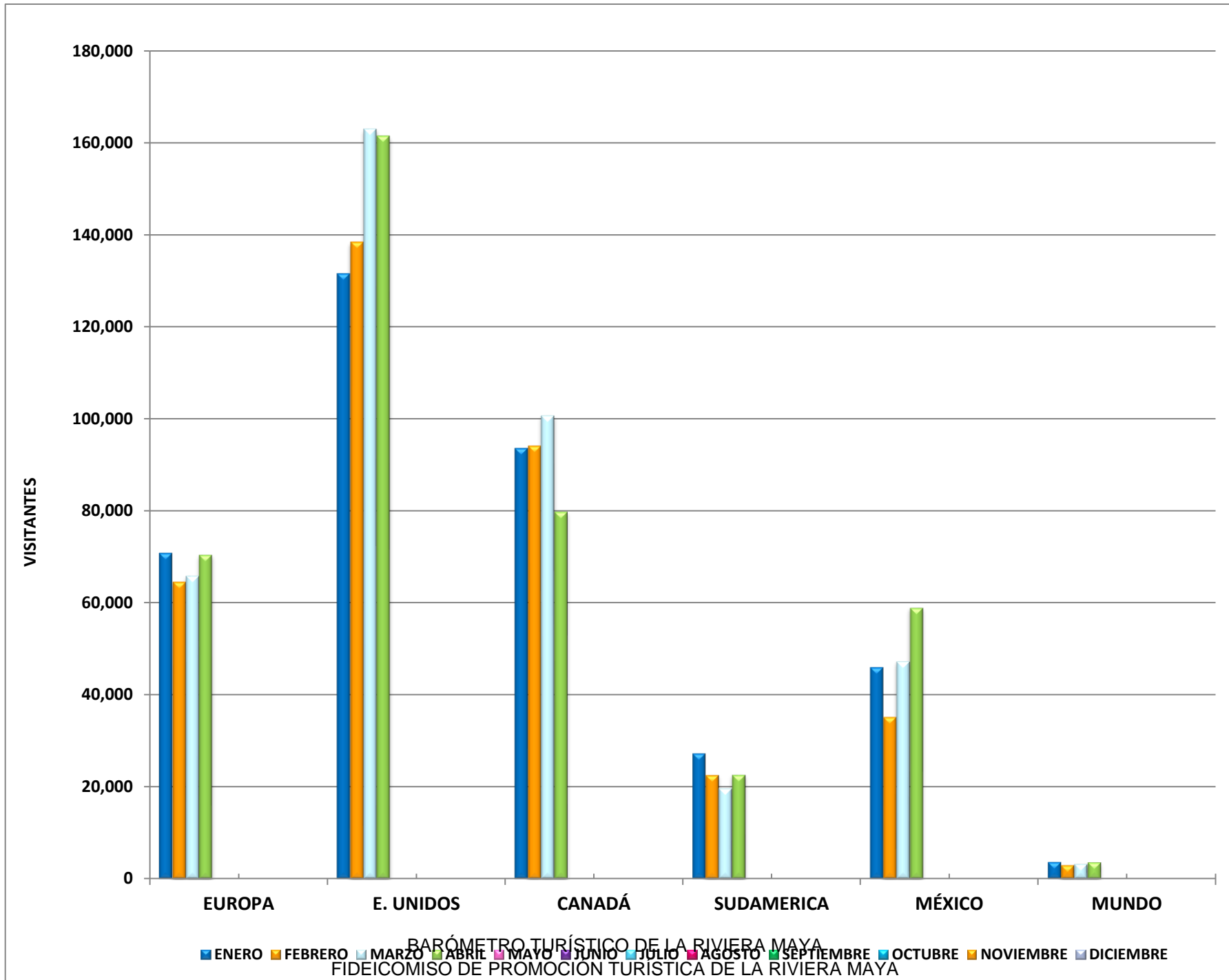
**PROCEDENCIA DEL TURISMO POR REGIONES  
AÑO 2015**

MES	EUROPA		E. UNIDOS		CANADÁ		SUDAMERICA		MÉXICO		MUNDO		TOTAL	
	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%
ENERO	70,807	19.0	131,554	35.3	93,591	25.1	27,278	7.3	45,956	12.3	3,650	1.0	372,836	100.0
FEBRERO	64,591	18.0	138,390	38.7	94,121	26.3	22,562	6.3	35,202	9.8	3,017	0.8	357,883	100.0
MARZO	65,914	16.5	162,995	40.8	100,726	25.2	19,688	4.9	47,349	11.8	3,235	0.8	399,907	100.0
ABRIL	70,577	17.8	161,463	40.6	79,930	20.1	22,668	5.7	59,055	14.9	3,612	0.9	397,305	100.0
MAYO														
JUNIO														
JULIO														
AGOSTO														
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

**ACUMULADO ANUAL**

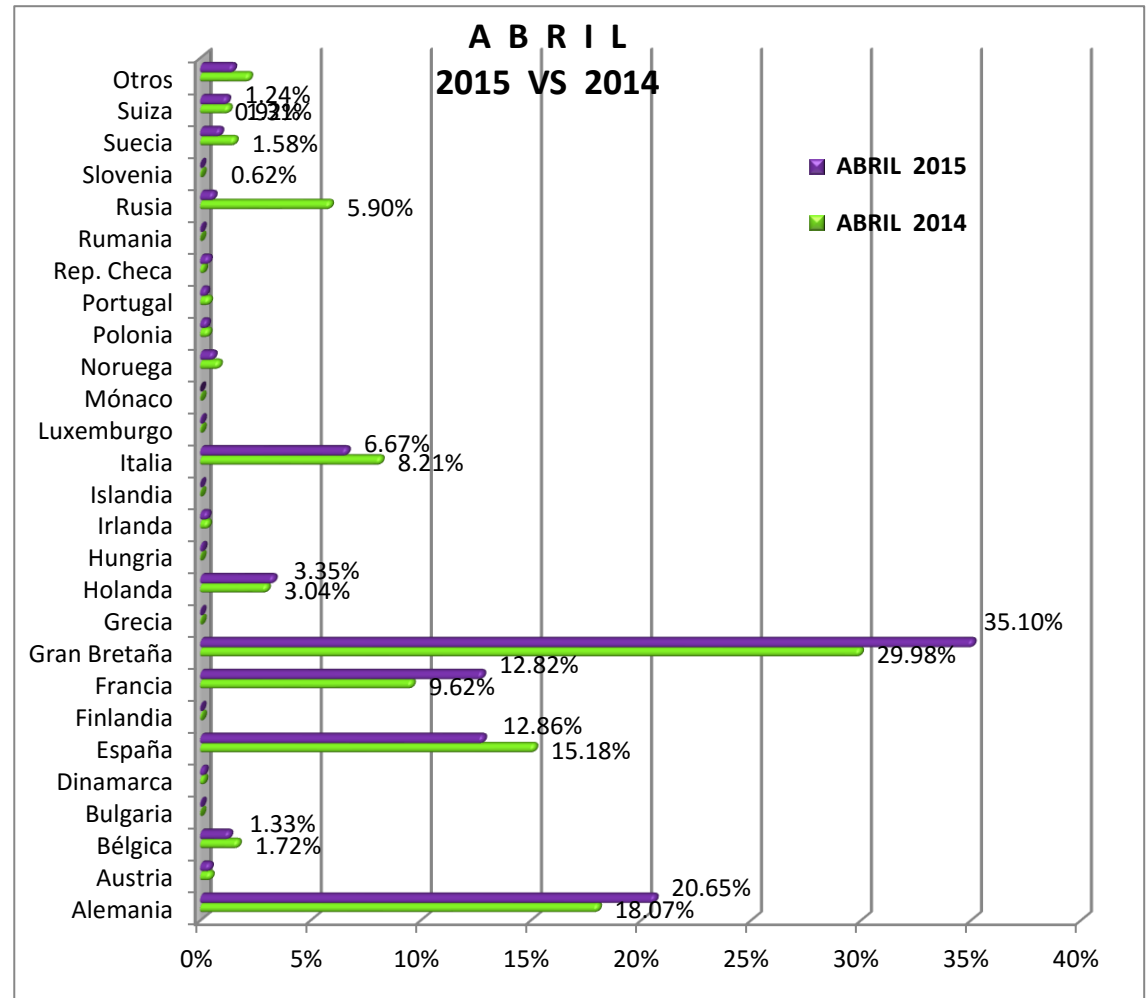
ENE-FEB	135,398	18.5	269,944	36.9	187,712	25.7	49,840	6.8	81,158	11.1	6,667	0.9	730,719	100.0
ENE-MAR	201,312	17.8	432,939	38.3	288,438	25.5	69,528	6.1	128,507	11.4	9,902	0.9	1,130,626	100.0
ENE-ABR	271,889	17.8	594,402	38.9	368,368	24.1	92,196	6.0	187,562	12.3	13,514	0.9	1,527,931	100.0
ENE-MAY														
ENE-JUN														
ENE-JUL														
ENE-AGO														
ENE-SEPT														
ENE-OCT														
ENE-NOV														
ENE-DIC														
ENE-DIC														

**GRAFICA  
PROCEDENCIA DEL TURISMO POR REGIONES  
DESGLOSE MENSUAL 2015**



## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO ABRIL 2015 VS 2014

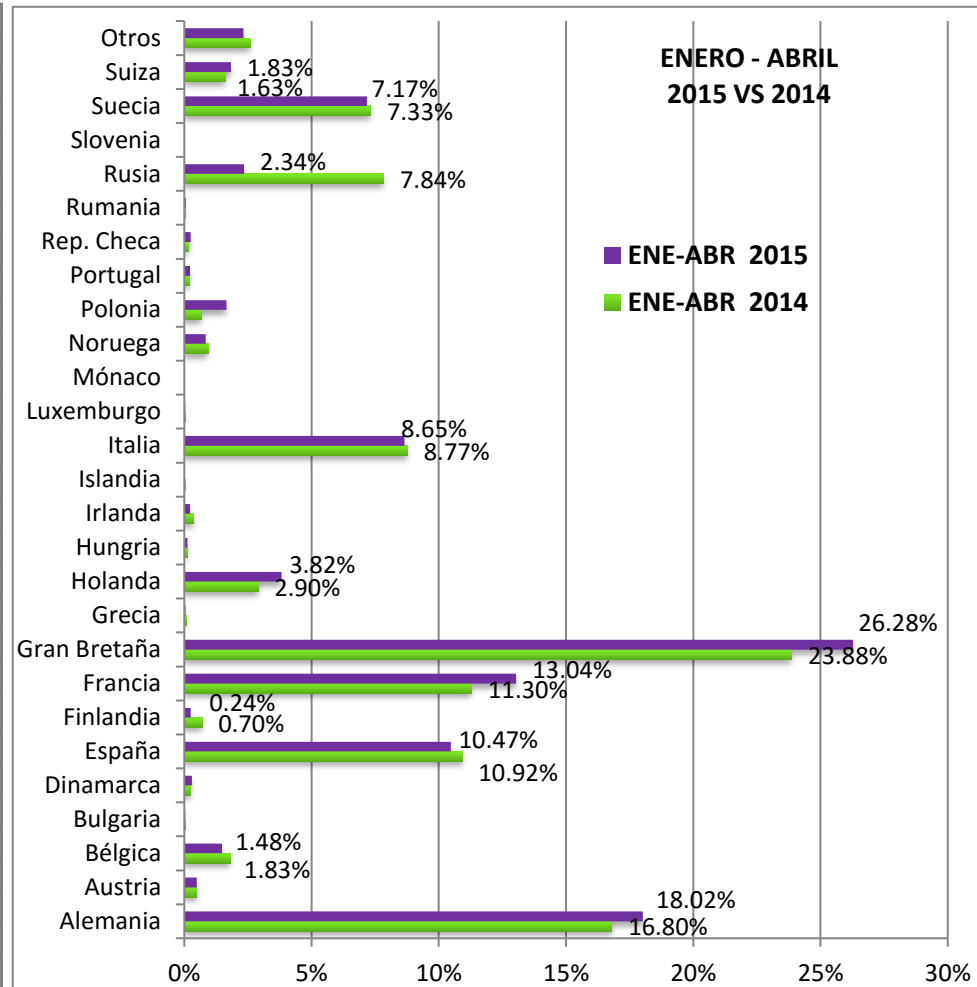
PAIS	ABRIL 2014		ABRIL 2015	
	PAX	%	PAX	%
Alemania	14,819	18.07%	14,574	20.65%
Austria	400	0.49%	317	0.45%
Bélgica	1,412	1.72%	941	1.33%
Bulgaria	15	0.02%	33	0.05%
Dinamarca	129	0.16%	131	0.19%
España	12,447	15.18%	9,074	12.86%
Finlandia	56	0.07%	23	0.03%
Francia	7,890	9.62%	9,047	12.82%
Gran Bretaña	24,587	29.98%	24,775	35.10%
Grecia	37	0.05%	21	0.03%
Holanda	2,492	3.04%	2,363	3.35%
Hungría	27	0.03%	73	0.10%
Irlanda	299	0.36%	239	0.34%
Islandia	19	0.02%	8	0.01%
Italia	6,730	8.21%	4,706	6.67%
Luxemburgo	44	0.05%	45	0.06%
Mónaco	27	0.03%	0	0.00%
Noruega	703	0.86%	438	0.62%
Polonia	313	0.38%	220	0.31%
Portugal	338	0.41%	190	0.27%
Rep. Checa	121	0.15%	285	0.40%
Rumania	15	0.02%	37	0.05%
Rusia	4,842	5.90%	438	0.62%
Slovenia	41	0.05%	11	0.02%
Suecia	1,293	1.58%	651	0.92%
Suiza	1,073	1.31%	873	1.24%
Otros	1,834	2.24%	1,064	1.51%
<b>SUMA</b>	<b>82,003</b>	<b>100.00%</b>	<b>70,577</b>	<b>100.00%</b>





**DESGLOSE DE PROCEDENCIA GEOGRÁFICA  
DEL TURISMO EUROPEO  
ENERO - ABRIL 2015 VS 2014**

PAIS	ENE-ABR 2014		ENE-ABR 2015	
	PAX	%	PAX	%
Alemania	51,658	16.80%	48,983	18.02%
Austria	1,522	0.50%	1,340	0.49%
Bélgica	5,615	1.83%	4,032	1.48%
Bulgaria	111	0.04%	95	0.03%
Dinamarca	799	0.26%	797	0.29%
España	33,561	10.92%	28,474	10.47%
Finlandia	2,147	0.70%	659	0.24%
Francia	34,732	11.30%	35,457	13.04%
Gran Bretaña	73,396	23.88%	71,461	26.28%
Grecia	279	0.09%	120	0.04%
Holanda	8,909	2.90%	10,386	3.82%
Hungría	327	0.11%	335	0.12%
Irlanda	1,086	0.35%	590	0.22%
Islandia	193	0.06%	56	0.02%
Italia	26,967	8.77%	23,521	8.65%
Luxemburgo	131	0.04%	90	0.03%
Mónaco	39	0.01%	20	0.01%
Noruega	2,869	0.93%	2,293	0.84%
Polonia	2,033	0.66%	4,513	1.66%
Portugal	629	0.20%	614	0.23%
Rep. Checa	520	0.17%	662	0.24%
Rumania	197	0.06%	159	0.06%
Rusia	24,108	7.84%	6,369	2.34%
Slovenia	78	0.03%	76	0.03%
Suecia	22,542	7.33%	19,508	7.17%
Suiza	5,001	1.63%	4,978	1.83%
Otros	7,957	2.59%	6,301	2.32%
<b>SUMA</b>	<b>307,406</b>	<b>100.00%</b>	<b>271,889</b>	<b>100.00%</b>



## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO PRIMER SEMESTRE 2015

PAIS	ENE 2015		FEB 2015		MAR 2015		ABR 2015		MAY 2015		JUN 2015		Acumulado		Posición 2015
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	
Alemania	11,700	16.52%	10,051	15.56%	12,658	19.20%	14,574	20.65%					48,983	18.02%	<b>2</b>
Austria	413	0.58%	280	0.43%	330	0.50%	317	0.45%					1,340	0.49%	
Bélgica	916	1.29%	1,276	1.98%	899	1.36%	941	1.33%					4,032	1.48%	<b>11</b>
Bulgaria	31	0.04%	15	0.02%	16	0.02%	33	0.05%					95	0.03%	
Dinamarca	242	0.34%	306	0.47%	118	0.18%	131	0.19%					797	0.29%	
España	6,263	8.85%	5,819	9.01%	7,318	11.10%	9,074	12.86%					28,474	10.47%	<b>4</b>
Finlandia	221	0.31%	247	0.38%	168	0.25%	23	0.03%					659	0.24%	
Francia	8,504	12.01%	9,466	14.66%	8,440	12.80%	9,047	12.82%					35,457	13.04%	<b>3</b>
Gran Bretaña	15,502	21.89%	14,514	22.47%	16,670	25.29%	24,775	35.10%					71,461	26.28%	<b>1</b>
Grecia	17	0.02%	53	0.08%	29	0.04%	21	0.03%					120	0.04%	
Holanda	3,140	4.43%	2,513	3.89%	2,370	3.60%	2,363	3.35%					10,386	3.82%	<b>7</b>
Hungría	145	0.20%	81	0.13%	36	0.05%	73	0.10%					335	0.12%	
Irlanda	138	0.19%	87	0.13%	126	0.19%	239	0.34%					590	0.22%	
Islandia	13	0.02%	14	0.02%	21	0.03%	8	0.01%					56	0.02%	
Italia	7,099	10.03%	5,752	8.91%	5,964	9.05%	4,706	6.67%					23,521	8.65%	<b>5</b>
Luxemburgo	27	0.04%	3	0.00%	15	0.02%	45	0.06%					90	0.03%	
Mónaco	6	0.01%	10	0.02%	4	0.01%	0	0.00%					20	0.01%	
Noruega	670	0.95%	623	0.96%	562	0.85%	438	0.62%					2,293	0.84%	<b>12</b>
Polonia	1,745	2.46%	1,509	2.34%	1,039	1.58%	220	0.31%					4,513	1.66%	<b>10</b>
Portugal	78	0.11%	178	0.28%	168	0.25%	190	0.27%					614	0.23%	
Rep. Checa	133	0.19%	142	0.22%	102	0.15%	285	0.40%					662	0.24%	
Rumania	61	0.09%	28	0.04%	33	0.05%	37	0.05%					159	0.06%	
Rusia	3,723	5.26%	1,234	1.91%	974	1.48%	438	0.62%					6,369	2.34%	<b>8</b>
Slovenia	18	0.03%	31	0.05%	16	0.02%	11	0.02%					76	0.03%	
Suecia	7,370	10.41%	6,201	9.60%	5,286	8.02%	651	0.92%					19,508	7.18%	<b>6</b>
Suiza	1,257	1.78%	1,519	2.35%	1,329	2.02%	873	1.24%					4,978	1.83%	<b>9</b>
Otros	1,375	1.94%	2,639	4.09%	1,223	1.86%	1,064	1.51%					6,301	2.32%	
<b>SUMA</b>	<b>70,807</b>	<b>100.00%</b>	<b>64,591</b>	<b>100.00%</b>	<b>65,914</b>	<b>100.00%</b>	<b>70,577</b>	<b>100.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>271,889</b>	<b>100.00%</b>	

PRINCIPALES MERCADOS  
PARA LA RIVIERA MAYA  
PRIMER SEMESTRE AÑO 2015

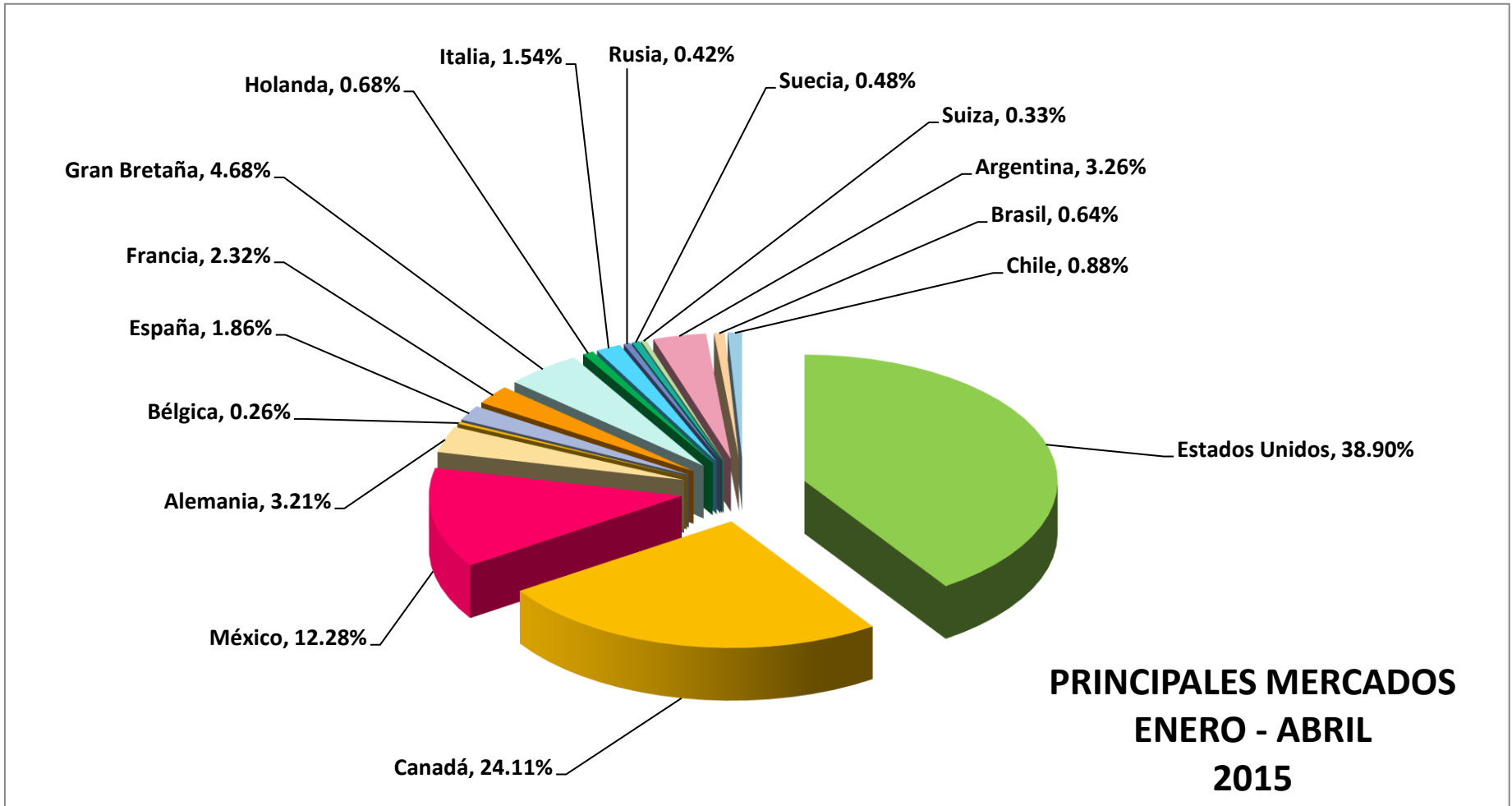
PAIS	ENE 2015		FEB 2015		MAR 2015		ABR 2015		MAY 2015		JUN 2015		Acumulado		Posición 2014	Posición 2015	
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%			
1 Estados Unidos	131,554	35.28%	138,390	38.67%	162,995	40.76%	161,463	40.64%					594,402	38.90%	1	1	
2 Canadá	93,591	25.10%	94,121	26.30%	100,726	25.19%	79,930	20.12%					368,368	24.11%	2	2	
3 México	45,956	12.33%	35,202	9.84%	47,349	11.84%	59,055	14.86%					187,562	12.28%	3	3	
4 Alemania	11,700	3.14%	10,051	2.81%	12,658	3.17%	14,574	3.67%					48,983	3.21%	5	6	
5 Bélgica	916	0.25%	1,276	0.36%	899	0.22%	941	0.24%					4,032	0.26%	15	17	
6 España	6,263	1.68%	5,819	1.63%	7,318	1.83%	9,074	2.28%					28,474	1.86%	8	8	
7 Francia	8,504	2.28%	9,466	2.64%	8,440	2.11%	9,047	2.28%					35,457	2.32%	7	7	
8 Gran Bretaña	15,502	4.16%	14,514	4.06%	16,670	4.17%	24,775	6.24%					71,461	4.68%	4	4	
9 Holanda	3,140	0.84%	2,513	0.70%	2,370	0.59%	2,363	0.59%					10,386	0.68%	13	11	
10 Italia	7,099	1.90%	5,752	1.61%	5,964	1.49%	4,706	1.18%					23,521	1.54%	9	9	
11 Rusia	3,723	1.00%	1,234	0.34%	974	0.24%	438	0.11%					6,369	0.42%	10	14	
12 Suecia	7,370	1.98%	6,201	1.73%	5,286	1.32%	651	0.16%					7,370	0.48%	11	13	
13 Suiza	1,257	0.34%	1,519	0.42%	1,329	0.33%	873	0.22%					4,978	0.33%	16	16	
14 Argentina	12,779	3.43%	11,591	3.24%	11,514	2.88%	13,898	3.50%					49,782	3.26%	6	5	
15 Brasil	5,222	1.40%	1,506	0.42%	1,487	0.37%	1,605	0.40%					9,820	0.64%	14	12	
16 Chile	3,425	0.92%	5,224	1.46%	1,994	0.50%	2,731	0.69%					13,374	0.88%	12	10	
17 Colombia	2,617	0.70%	791	0.22%	1,406	0.35%	1,317	0.33%					6,131	0.40%	17	15	
<b>AFLUENCIA</b>	<b>372,836</b>	<b>96.72%</b>	<b>357,883</b>	<b>96.45%</b>	<b>399,907</b>	<b>97.37%</b>	<b>397,305</b>	<b>97.52%</b>			<b>0.00%</b>		<b>0.00%</b>	<b>1,527,931</b>	<b>96.24%</b>		

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

**PRINCIPALES MERCADOS**

**ENERO - ABRIL**

**2015**

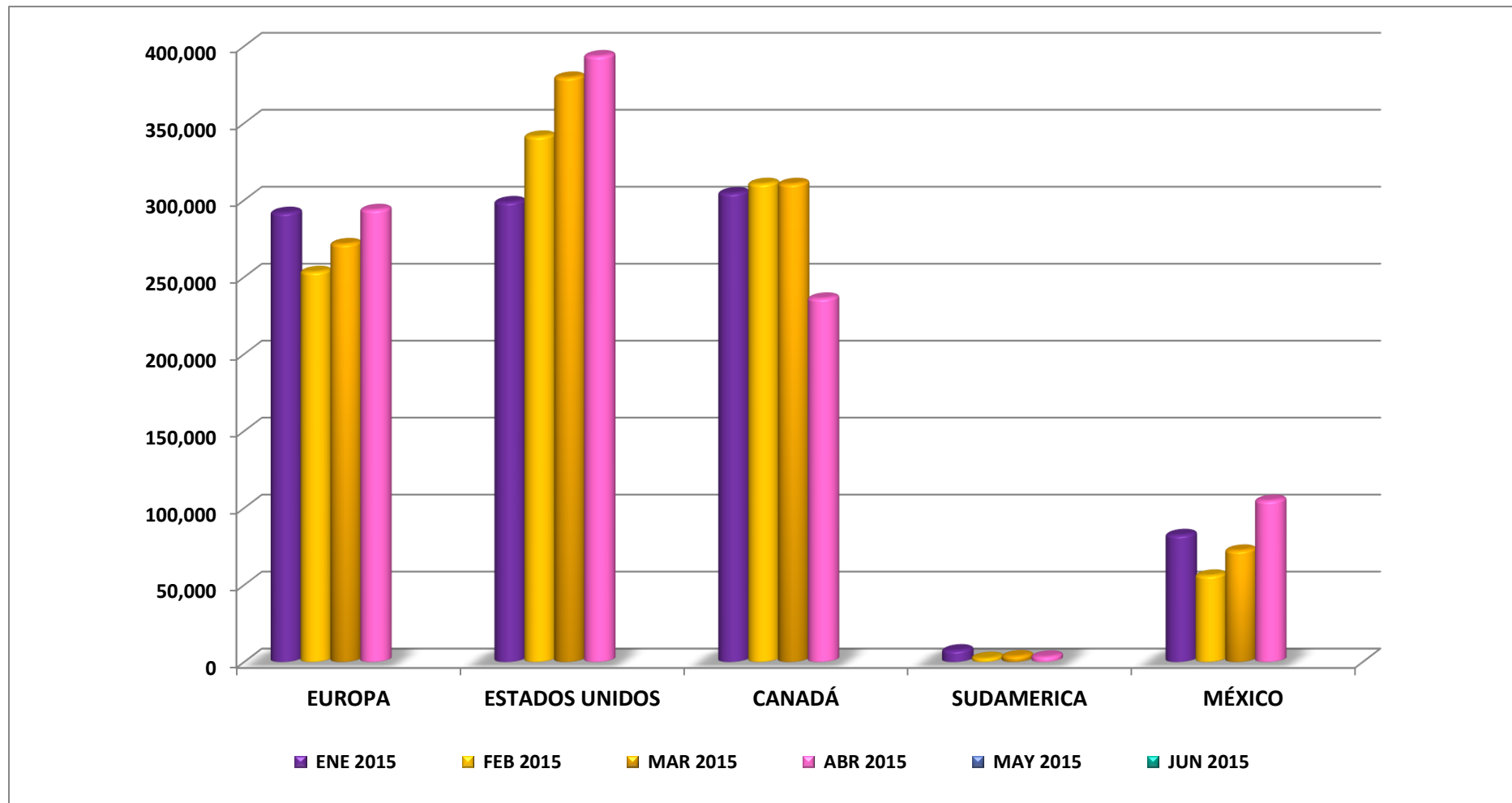


Nota: Los principales mercados para Riviera Maya de Enero-Abril representan el 96.24% del total de turistas que visitaron el destino.

PRINCIPALES MERCADOS POR REGIONES  
PARA LA RIVIERA MAYA  
PRODUCCIÓN CUARTOS NOCHE  
PRIMER SEMESTRE AÑO 2015

PAÍS	ENE 2015		FEB 2015		MAR 2015		ABR 2015		MAY 2015		JUN 2015		Acumulado Ene-Jun	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
<b>NORTE AMERICA</b>														
CANADÁ	304,561	29.0%	310,599	30.2%	310,572	28.6%	236,127	21.7%					1,161,859	27.3%
ESTADOS UNIDOS	298,737	28.4%	341,362	33.2%	379,643	35.0%	393,566	36.1%					1,413,308	33.2%
MÉXICO	82,529	7.9%	56,177	5.5%	72,405	6.7%	104,823	9.6%					315,934	7.4%
<b>SUMA</b>	<b>685,827</b>	<b>65.2%</b>	<b>708,138</b>	<b>68.8%</b>	<b>762,620</b>	<b>70.2%</b>	<b>734,516</b>	<b>67.4%</b>					<b>2,891,101</b>	<b>67.9%</b>
<b>EUROPA</b>														
ALEMANIA	59,036	5.6%	45,690	4.4%	62,235	5.7%	67,891	6.2%					234,852	5.5%
BÉLGICA	3,798	0.4%	5,226	0.5%	4,079	0.4%	3,713	0.3%					16,816	0.4%
ESPAÑA	20,537	2.0%	17,336	1.7%	20,307	1.9%	26,655	2.4%					84,835	2.0%
FRANCIA	29,374	2.8%	34,354	3.3%	30,982	2.9%	32,946	3.0%					127,656	3.0%
GRAN BRETAÑA	77,510	7.4%	69,970	6.8%	83,767	7.7%	125,217	11.5%					356,464	8.4%
HOLANDA	13,567	1.3%	10,879	1.1%	9,529	0.9%	9,797	0.9%					43,772	1.0%
ITALIA	27,745	2.6%	23,895	2.3%	21,371	2.0%	18,059	1.7%					91,070	2.1%
RUSIA	18,320	1.7%	4,638	0.5%	3,961	0.4%	1,325	0.1%					28,244	0.7%
SUECIA	35,622	3.4%	33,253	3.2%	28,765	2.6%	3,540	0.3%					101,180	2.4%
SUIZA	6,295	0.6%	8,158	0.8%	6,495	0.6%	4,540	0.4%					25,488	0.6%
<b>SUMA</b>	<b>291,804</b>	<b>27.8%</b>	<b>253,399</b>	<b>24.6%</b>	<b>271,491</b>	<b>25.0%</b>	<b>293,683</b>	<b>27.0%</b>					<b>1,110,377</b>	<b>25.5%</b>
<b>SUDAMERICA</b>														
ARGENTINA	40,680	3.9%	42,114	4.1%	36,893	3.4%	43,431	4.0%					163,118	3.8%
BRASIL	15,231	1.4%	5,064	0.5%	4,703	0.4%	4,842	0.4%					29,840	0.7%
CHILE	9,990	1.0%	18,349	1.8%	6,173	0.6%	9,126	0.8%					43,638	1.0%
COLOMBIA	7,633	0.7%	2,525	0.2%	3,749	0.3%	3,512	0.3%					17,419	0.4%
<b>SUMA</b>	<b>73,534</b>	<b>7.0%</b>	<b>68,052</b>	<b>6.6%</b>	<b>51,518</b>	<b>4.7%</b>	<b>60,911</b>	<b>5.6%</b>					<b>254,015</b>	<b>5.6%</b>
<b>TOTAL PRIN. MDOS.</b>	<b>1,051,165</b>	<b>100.00%</b>	<b>1,029,589</b>	<b>100.00%</b>	<b>1,085,629</b>	<b>100.00%</b>	<b>1,089,110</b>	<b>100.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>4,255,493</b>	<b>98.99%</b>
<b>TOTAL DESTINO</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>	<b>Ctos. Ocup.</b>	<b>%PART.</b>
	<b>1,134,307</b>	<b>92.7%</b>	<b>1,067,830</b>	<b>96.4%</b>	<b>1,115,291</b>	<b>97.3%</b>	<b>1,116,982</b>	<b>97.5%</b>		<b>0.0%</b>		<b>0.0%</b>	<b>4,434,410</b>	<b>96.0%</b>

**GRAFICA  
PRODUCCIÓN CUARTOS NOCHE POR REGIONES  
DESGLOSE MENSUAL 2015**



REGIÓN	2014 Participación %		2015 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	70,542	18.65%	79,930	20.12%	9,388	13.31%
Estados Unidos	137,613	36.39%	161,463	40.64%	23,850	17.33%
México	69,834	18.47%	59,055	14.86%	-10,779	-15.44%
<b>SUMA</b>	<b>277,989</b>	<b>73.51%</b>	<b>300,448</b>	<b>75.62%</b>	<b>22,459</b>	<b>8.08%</b>
<b>SUDAMERICA</b>						
Argentina	7,158	1.89%	13,898	3.50%	6,740	94.16%
Bolivia	33	0.01%	16	0.00%	-17	-51.52%
Brasil	1,319	0.35%	1,605	0.40%	286	21.68%
Chile	1,666	0.44%	2,731	0.69%	1,065	63.93%
Colombia	1,552	0.41%	1,317	0.33%	-235	-15.14%
Ecuador	342	0.09%	201	0.05%	-141	-41.23%
Paraguay	205	0.05%	192	0.05%	-13	-6.34%
Peru	1,149	0.30%	1,042	0.26%	-107	-9.31%
Uruguay	1,012	0.27%	1,227	0.31%	215	21.25%
Venezuela	574	0.15%	434	0.11%	-140	-24.39%
Otros	188	0.05%	5	0.00%	-183	-97.34%
<b>SUMA</b>	<b>15,198</b>	<b>4.02%</b>	<b>22,668</b>	<b>5.71%</b>	<b>7,470</b>	<b>49.15%</b>
<b>EUROPA</b>						
Alemania	14,819	3.92%	14,574	3.67%	-245	-1.65%
Austria	400	0.11%	317	0.08%	-83	-20.75%
Bélgica	1,412	0.37%	941	0.24%	-471	-33.36%
Bulgaria	15	0.00%	33	0.01%	18	120.00%
Dinamarca	129	0.03%	131	0.03%	2	1.55%
España	12,447	3.29%	9,074	2.28%	-3,373	-27.10%
Finlandia	56	0.01%	23	0.01%	-33	-58.93%
Francia	7,890	2.09%	9,047	2.28%	1,157	14.66%
Gran Bretaña	24,587	6.50%	24,775	6.24%	188	0.76%
Grecia	37	0.01%	21	0.01%	-16	-43.24%
Holanda	2,492	0.66%	2,363	0.59%	-129	-5.18%
Hungría	27	0.01%	73	0.02%	46	170.37%
Irlanda	299	0.08%	239	0.06%	-60	-20.07%
Islandia	19	0.01%	8	0.00%	-11	-57.89%
Italia	6,730	1.78%	4,706	1.18%	-2,024	-30.07%
Luxemburgo	44	0.01%	45	0.01%	1	2.27%
Mónaco	27	0.01%	0	0.00%	-27	-100.00%
Noruega	703	0.19%	438	0.11%	-265	-37.70%
Polonia	313	0.08%	220	0.06%	-93	-29.71%
Portugal	338	0.09%	190	0.05%	-148	-43.79%
Rep. Checa	121	0.03%	285	0.07%	164	135.54%
Rumania	15	0.00%	37	0.01%	22	146.67%
Rusia	4,842	1.28%	438	0.11%	-4,404	-90.95%
Slovenia	41	0.01%	11	0.00%	-30	-73.17%
Suecia	1,293	0.34%	651	0.16%	-642	-49.65%
Suiza	1,073	0.28%	873	0.22%	-200	-18.64%
Otros	1,834	0.48%	1,064	0.27%	-770	-41.98%
<b>SUMA</b>	<b>82,003</b>	<b>21.68%</b>	<b>70,577</b>	<b>17.76%</b>	<b>-11,426</b>	<b>-13.93%</b>
<b>OTROS PAISES</b>	<b>2,990</b>	<b>0.79%</b>	<b>3,612</b>	<b>0.91%</b>	<b>622</b>	<b>20.80%</b>
<b>TOTAL</b>	<b>378,180</b>	<b>100.00%</b>	<b>397,305</b>	<b>100.00%</b>	<b>19,125</b>	<b>5.06%</b>

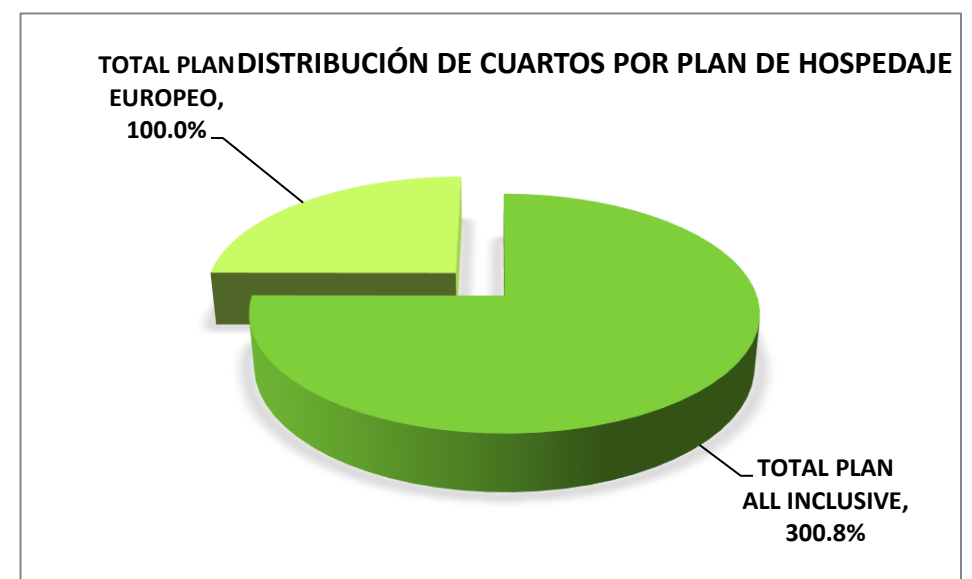


REGIÓN	2014 Participación %		2015 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	363,931	24.83%	368,368	24.11%	4,437	1.22%
Estados Unidos	517,614	35.31%	594,402	38.90%	76,788	14.83%
México	195,983	13.37%	187,562	12.28%	-8,421	-4.30%
<b>SUMA</b>	<b>1,077,528</b>	<b>73.50%</b>	<b>1,150,332</b>	<b>75.29%</b>	<b>72,804</b>	<b>6.76%</b>
<b>SUDAMERICA</b>						
Argentina	36,741	2.51%	49,782	3.26%	13,041	35.49%
Bolivia	172	0.01%	97	0.01%	-75	-43.60%
Brasil	7,478	0.51%	9,820	0.64%	2,342	31.32%
Chile	12,826	0.87%	13,374	0.88%	548	4.27%
Colombia	4,074	0.28%	6,131	0.40%	2,057	50.49%
Ecuador	699	0.05%	668	0.04%	-31	-4.43%
Paraguay	664	0.05%	1,102	0.07%	438	65.96%
Peru	3,863	0.26%	4,056	0.27%	193	5.00%
Uruguay	2,633	0.18%	5,467	0.36%	2,834	107.63%
Venezuela	1,575	0.11%	1,288	0.08%	-287	-18.22%
Otros	976	0.07%	411	0.03%	-565	-57.89%
<b>SUMA</b>	<b>71,701</b>	<b>4.89%</b>	<b>92,196</b>	<b>6.03%</b>	<b>20,495</b>	<b>28.58%</b>
<b>EUROPA</b>						
Alemania	51,658	3.52%	48,983	3.21%	-2,675	-5.18%
Austria	1,522	0.10%	1,340	0.09%	-182	-11.96%
Bélgica	5,615	0.38%	4,032	0.26%	-1,583	-28.19%
Bulgaria	111	0.01%	95	0.01%	-16	-14.41%
Dinamarca	799	0.05%	797	0.05%	-2	-0.25%
España	33,561	2.29%	28,474	1.86%	-5,087	-15.16%
Finlandia	2,147	0.15%	659	0.04%	-1,488	-69.31%
Francia	34,732	2.37%	35,457	2.32%	725	2.09%
Gran Bretaña	73,396	5.01%	71,461	4.68%	-1,935	-2.64%
Grecia	279	0.02%	120	0.01%	-159	-56.99%
Holanda	8,909	0.61%	10,386	0.68%	1,477	16.58%
Hungría	327	0.02%	335	0.02%	8	2.45%
Irlanda	1,086	0.07%	590	0.04%	-496	-45.67%
Islandia	193	0.01%	56	0.00%	-137	-70.98%
Italia	26,967	1.84%	23,521	1.54%	-3,446	-12.78%
Luxemburgo	131	0.01%	90	0.01%	-41	-31.30%
Mónaco	39	0.00%	20	0.00%	-19	-48.72%
Noruega	2,869	0.20%	2,293	0.15%	-576	-20.08%
Polonia	2,033	0.14%	4,513	0.30%	2,480	121.99%
Portugal	629	0.04%	614	0.04%	-15	-2.38%
Rep. Checa	520	0.04%	662	0.04%	142	27.31%
Rumania	197	0.01%	159	0.01%	-38	-19.29%
Rusia	24,108	1.64%	6,369	0.42%	-17,739	-73.58%
Slovenia	78	0.01%	76	0.00%	-2	-2.56%
Suecia	22,542	1.54%	19,508	1.28%	-3,034	-13.46%
Suiza	5,001	0.34%	4,978	0.33%	-23	-0.46%
Otros	7,957	0.54%	6,301	0.41%	-1,656	-20.81%
<b>SUMA</b>	<b>307,406</b>	<b>20.97%</b>	<b>271,889</b>	<b>17.79%</b>	<b>-35,517</b>	<b>-11.55%</b>
<b>OTROS PAISES</b>	<b>9,348</b>	<b>0.64%</b>	<b>13,514</b>	<b>0.88%</b>	<b>4,166</b>	<b>44.57%</b>
<b>TOTAL</b>	<b>1,465,983</b>	<b>100.00%</b>	<b>1,527,931</b>	<b>100.00%</b>	<b>61,948</b>	<b>4.23%</b>

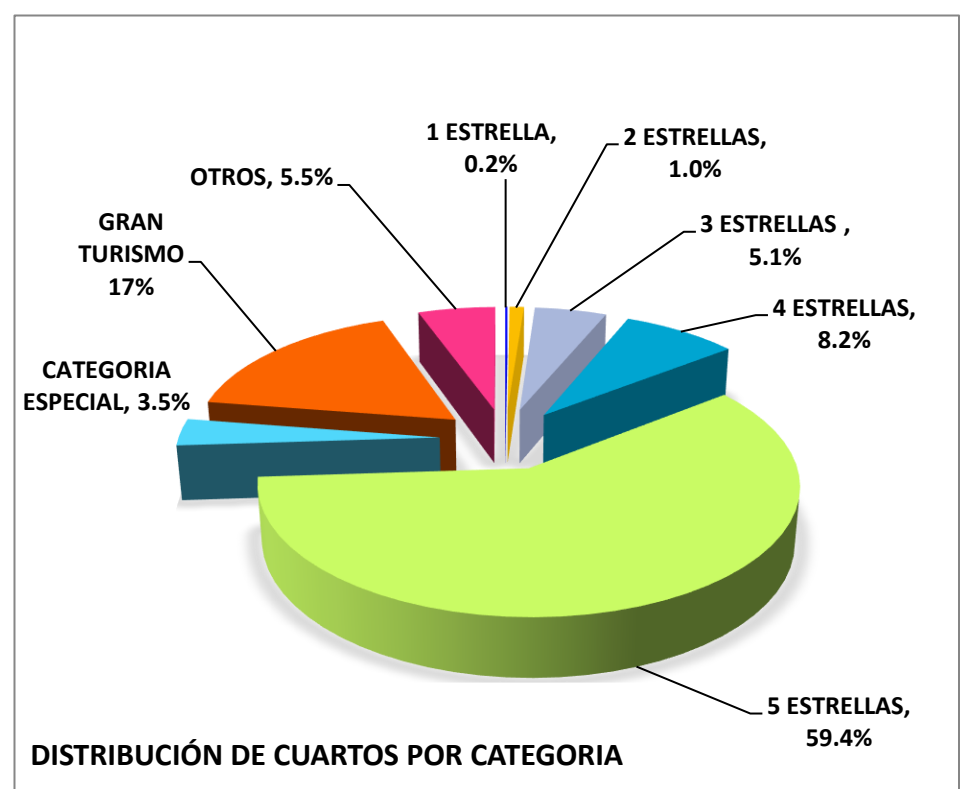


HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMAL BAY RESORT	310	4 Estrellas
2 AZUL FIVES	407	5 Estrellas
3 BARCELO MAYA BEACH	630	5 Estrellas
4 BARCELO MAYA CARIBBEAN	414	5 Estrellas
5 BARCELO MAYA COLONIAL BEACH	481	5 Estrellas
6 BARCELO MAYA PALACE	756	5 Estrellas
7 BARCELO MAYA TROPICAL BEACH	479	5 Estrellas
8 BEL AIR XPUHA	144	Gran Turismo
9 BLUE BAY GRAND ESMERALDA	979	Gran Turismo
10 BLUE DIAMOND RIVIERA MAYA	128	Gran Turismo
11 CATALONIA PLAYA MAROMA	404	5 Estrellas
12 CATALONIA RIVIERA MAYA	423	5 Estrellas
13 CATALONIA ROYAL TULUM	288	5 Estrellas
14 CATALONIA YUCATAN BEACH	205	4 Estrellas
15 DREAMS PUERTO AVENTURAS	305	5 Estrellas
16 DREAMS TULUM	432	5 Estrellas
17 EL DORADO MAROMA	101	5 Estrellas
18 EL DORADO ROYALE	680	Gran Turismo
19 EL DORADO SEASIDE SUITES	380	5 Estrellas
20 GENERATIONS MAROMA	30	5 Estrellas
21 GENERATIONS RIVIERA MAYA	144	5 Estrellas
22 GRAN BAHIA PRINCIPE AKUMAL	630	5 Estrellas
23 GRAN BAHIA PRINCIPE COBA	1,080	5 Estrellas
24 GRAN BAHIA PRINCIPE SIAN KA'AN	420	5 Estrellas
25 GRAN BAHIA PRINCIPE TULUM	978	5 Estrellas
26 GRAN PORTO REAL	287	5 Estrellas
27 GRAND PALADIUM COLONIAL	414	5 Estrellas
28 GRAND PALADIUM KANTENAH	422	5 Estrellas
29 GRAND PALADIUM RIVIERA	324	5 Estrellas
30 GRAND PALADIUM WHITE SAND	264	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 VELAS	539	Categoría Especial
35 H10 OCEAN MAYA	320	5 Estrellas
36 HACIENDA TRES RÍOS	259	Gran Turismo
37 HARD ROCK RIVIERA MAYA	1266	5 Estrellas
38 HIDDEN BEACH RESORT	42	5 Estrellas
39 IBEROSTAR GRAN PARAISO	310	Gran Turismo
40 IBEROSTAR PARAISO BEACH	424	5 Estrellas
41 IBEROSTAR PARAISO DEL MAR	388	5 Estrellas
42 IBEROSTAR PARAISO Lindo	446	5 Estrellas
43 IBEROSTAR PARAISO MAYA	434	Gran Turismo
44 IBEROSTAR QUETZAL	350	5 Estrellas
45 IBEROSTAR TUCAN	350	5 Estrellas
46 OASIS TULUM (antes Be live Riviera Maya)	310	5 Estrellas
47 OCCIDENTAL ALLEGRO PLAYACAR	286	5 Estrellas
48 OCCIDENTAL GRAND XCARET	750	5 Estrellas
49 OCCIDENTAL ROYAL HIDEAWAY	200	Gran Turismo
50 OCEAN BREEZE	98	Gran Turismo
51 PARADISUS LA ESMERALDA	510	5 Estrellas
52 PARADISUS LA PERLA	394	5 Estrellas
53 PAVO REAL BEACH RESORT	112	4 Estrellas
54 PLATINUM YUCATAN PRINCESS	472	4 Estrellas
55 PLAYACAR PALACE	201	5 Estrellas
56 RIU LUPITA	300	5 Estrellas
57 RIU PALACE MÉXICO	434	Gran Turismo
58 RIU PALACE RIVIERA MAYA	460	Categoría Especial
59 RIU PLAYACAR	388	5 Estrellas
60 RIU TEQUILA	664	5 Estrellas
61 RIU YUCATAN	507	5 Estrellas
62 SANDOS CARACOL ECO RESORTS & SPA	956	5 Estrellas
63 SANDOS PLAYACAR BEACH RESORTS & SPA	819	5 Estrellas
64 SECRETS CAPRI	291	Gran Turismo
65 SECRETS MAROMA	412	5 Estrellas
66 SEN SERENITY (antes ADONIS TULUM)	94	5 Estrellas
67 THE REEF COCO BEACH	196	5 Estrellas
68 THE REEF PLAYACAR	196	4 Estrellas
69 THE ROYAL IN PLAYA DEL CARMEN	513	Gran Turismo
70 THE ROYAL SUITES YUCATAN BY PALLADIUM	130	5 Estrellas
71 VALENTIN IMPERIAL MAYA	540	5 Estrellas
72 VIVA WYNDHAM AZTECA	335	5 Estrellas
73 VIVA WYNDHAM MAYA	604	4 Estrellas
<b>TOTAL</b>	<b>31,679</b>	

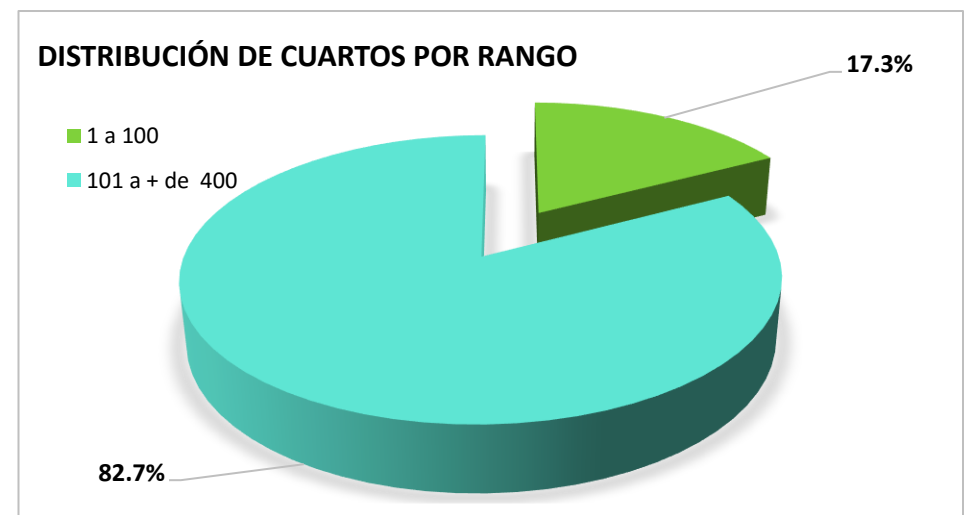
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
<b>TOTAL PLAN ALL INCLUSIVE</b>	31,679	73	300.8%
<b>TOTAL PLAN EUROPEO</b>	10,533	327	100.0%
<b>SUMAS</b>	<b>42,212</b>	<b>400</b>	<b>400.8%</b>



CATEGORIA	Cuartos	# Htls.	%
<b>1 ESTRELLA</b>	64	2	0.2%
<b>2 ESTRELLAS</b>	435	22	1.0%
<b>3 ESTRELLAS</b>	2,162	88	5.1%
<b>4 ESTRELLAS</b>	3,475	46	8.2%
<b>5 ESTRELLAS</b>	25,088	68	59.4%
<b>CATEGORIA ESPECIAL</b>	1,474	11	3.5%
<b>GRAN TURISMO</b>	7,199	20	17.1%
<b>OTROS</b>	2,315	143	5.5%
<b>SUMAS</b>	<b>42,212</b>	<b>400</b>	<b>100.0%</b>



RANGO	Cuartos	# Htls.	%
<b>1 a 100</b>	7,308	317	17.3%
<b>101 a + de 400</b>	34,904	83	82.7%
<b>SUMAS</b>	<b>42,212</b>	<b>400</b>	<b>100.0%</b>



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE  
 EN LA RIVIERA MAYA POR LOCALIDAD  
 A B R I L 2 0 1 5**

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	24	6.0%	4,000	9.5%
COBA	2	0.5%	49	0.1%
KANTENAH	9	2.3%	2,936	7.0%
PAAMUL	1	0.3%	20	0.0%
PLAYA DEL CARMEN	171	42.8%	7,745	18.3%
PLAYA DEL SECRETO	1	0.3%	540	1.3%
PLAYA PARAISO	12	3.0%	3,856	9.1%
PLAYACAR	23	5.8%	6,712	15.9%
PUERTO AVENTURAS	14	3.5%	5,238	12.4%
PUNTA ALLEN	5	1.3%	47	0.1%
PUNTA BETE XCALACOCO	15	3.8%	4,669	11.1%
PUNTA BRAVA	1	0.3%	680	1.6%
PUNTA MAROMA	9	2.3%	2,175	5.2%
SIAN KA'AN	5	1.3%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	99	24.8%	2,110	5.0%
XCARET	1	0.3%	750	1.8%
XPU-HA	4	1.0%	469	1.1%
<b>TOTAL</b>	<b>400</b>	<b>100.0%</b>	<b>42,212</b>	<b>100.0%</b>

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

