



FIDEICOMISO DE PROMOCIÓN TURÍSTICA  
DE LA RIVIERA MAYA

## BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

M A Y O 2 0 1 5

El Barómetro Turístico de la Riviera Maya en su **Ducentésima Octava** edición correspondiente al mes de Mayo del año 2015, fue elaborado con un muestreo de **33,050** cuartos, que corresponde al 78.26% del total de cuartos existentes a la fecha, los cuales son **42,232** de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

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

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

CONCEPTO	M A Y O		VARIACIÓN	
	2014	2015	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	<b>40,939</b>	<b>42,232</b>	1,293	3.16%
CUARTOS NOCHE DISPONIBLES	1,257,356	1,300,527	43,171	3.43%
CUARTOS NOCHE OCUPADOS	1,036,819	1,116,279	79,460	7.66%
% DE OCUPACION	82.46%	<b>85.83%</b>	3.37%	
% DE OCUPACION TODO INCLUIDO	<b>86.20%</b>	<b>88.08%</b>	1.88%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	<b>5.5</b>	<b>5.5</b>	0.01	
TURISMO NACIONAL	3.1	3.4	0.34	
TURISMO INTERNACIONAL	6.5	6.4	(0.14)	
<b>TARIFA PROMEDIO (pesos)</b>	<b>\$ 2,682.22</b>	<b>\$ 3,549.41</b>	867	32.33%
<b>AFLUENCIA DEL TURISMO</b>				
	<b>2014</b>	<b>2015</b>		
TOTAL	<b>390,941</b>	<b>441,929</b>	50,988	13.04%
NACIONALES	90,561	96,401	5,840	6.45%
EXTRANJEROS	300,380	345,528	45,148	15.03%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN</b>				
	<b>2014</b>		<b>2015</b>	
EUROPA	83,205	27.70%	82,553	23.89%
ESTADOS UNIDOS	141,870	47.23%	167,599	48.51%
CANADÁ	44,856	14.93%	50,596	14.64%
SUDAMERICA	25,574	8.51%	37,314	10.80%
RESTO DEL MUNDO	4,875	1.62%	7,466	2.16%
	<b>300,380</b>	100.00%	<b>345,528</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	<b>2014</b>	<b>2015</b>		
TOTAL	<b>1,036,819</b>	<b>1,116,279</b>	79,460	7.66%
NACIONALES	115,465	136,568	21,103	18.28%
EXTRANJEROS	921,354	979,711	58,357	6.33%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	<b>2014</b>		<b>2015</b>	
EUROPA (Principales países)	354,324	38.5%	331,090	33.8%
ESTADOS UNIDOS	325,710	35.4%	374,304	38.2%
CANADÁ	145,595	15.8%	136,398	13.9%
SUDAMERICA (Principales países)	54,918	6.0%	98,965	10.1%
RESTO DEL MUNDO	40,807	4.43%	38,954	4.0%
	<b>921,354</b>	100.00%	<b>979,711</b>	100.00%

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

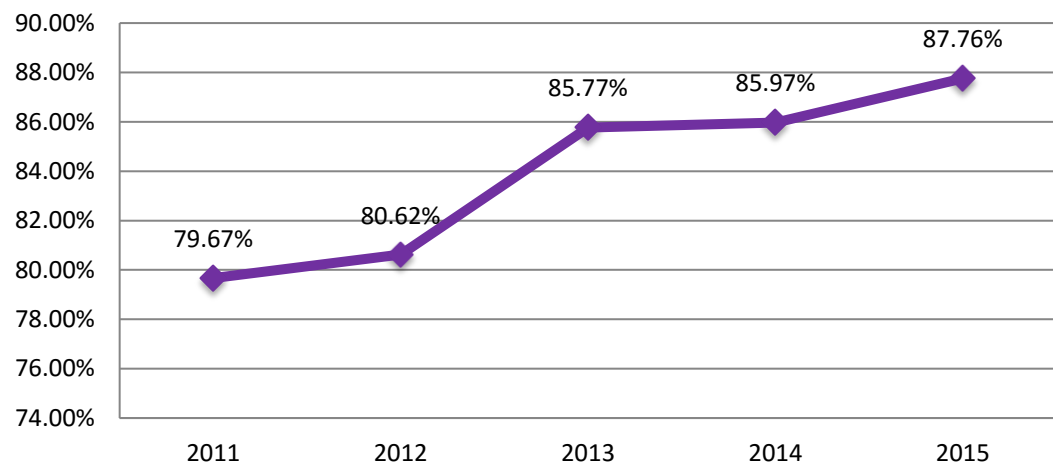


CONCEPTO	ENERO - MAYO		VARIACIÓN	
	2014	2015	VALOR	%
<b>OCUPACION HOTELERA</b>				
NO. DE CUARTOS	<b>40,939</b>	<b>42,232</b>	1,293	3.16%
CUARTOS NOCHE DISPONIBLES	6,129,074	6,325,027	195,953	3.20%
CUARTOS NOCHE OCUPADOS	5,269,042	5,550,689	281,647	5.35%
% DE OCUPACION	85.97%	<b>87.76%</b>	1.79%	
<b>% DE OCUPACION TODO INCLUIDO</b>				
	<b>88.44%</b>	<b>89.03%</b>	0.59%	
<b>ESTADIA PROMEDIO</b>				
GENERAL	<b>6.1</b>	<b>6.1</b>	0.06	
TURISMO NACIONAL	3.4	3.8	0.33	
TURISMO INTERNACIONAL	6.8	6.7	(0.10)	
<b>TARIFA PROMEDIO (pesos)</b>				
	\$ 3,132.31	<b>\$ 4,067.75</b>	935	29.86%
<b>AFLUENCIA DEL TURISMO</b>				
	<b>2014</b>	<b>2015</b>		
TOTAL	<b>1,856,924</b>	<b>1,969,860</b>	112,936	6.08%
NACIONALES	286,544	283,963	-2,581	-0.90%
EXTRANJEROS	1,570,380	1,685,897	115,517	7.36%
<b>PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONE</b>				
	<b>2014</b>	<b>2015</b>		
EUROPA	390,611	24.87%	354,442	21.02%
ESTADOS UNIDOS	659,484	42.00%	762,001	45.20%
CANADÁ	408,787	26.03%	418,964	24.85%
SUDAMERICA	97,275	6.19%	129,510	7.68%
RESTO DEL MUNDO	14,223	0.91%	20,980	1.24%
	<b>1,570,380</b>	100.00%	<b>1,685,897</b>	100.00%
<b>PRODUCCIÓN CUARTOS NOCHE</b>				
	<b>2014</b>	<b>2015</b>		
TOTAL	<b>5,269,042</b>	<b>5,550,689</b>	281,647	5.35%
NACIONALES	411,285	452,502	41,217	10.02%
EXTRANJEROS	4,857,757	5,098,187	240,430	4.95%
<b>PRODUCCIÓN CUARTOS NOCHE POR REGIONES</b>				
	<b>2014</b>	<b>2015</b>		
EUROPA (Principales países)	1,535,821	31.6%	1,441,467	28.3%
ESTADOS UNIDOS	1,607,999	33.1%	1,787,612	35.1%
CANADÁ	1,303,079	26.8%	1,298,257	25.5%
SUDAMERICA (Principales países)	239,891	4.9%	352,980	6.9%
RESTO DEL MUNDO	170,967	3.52%	217,209	4.3%
	<b>4,857,757</b>	100.00%	<b>5,097,525</b>	100.00%

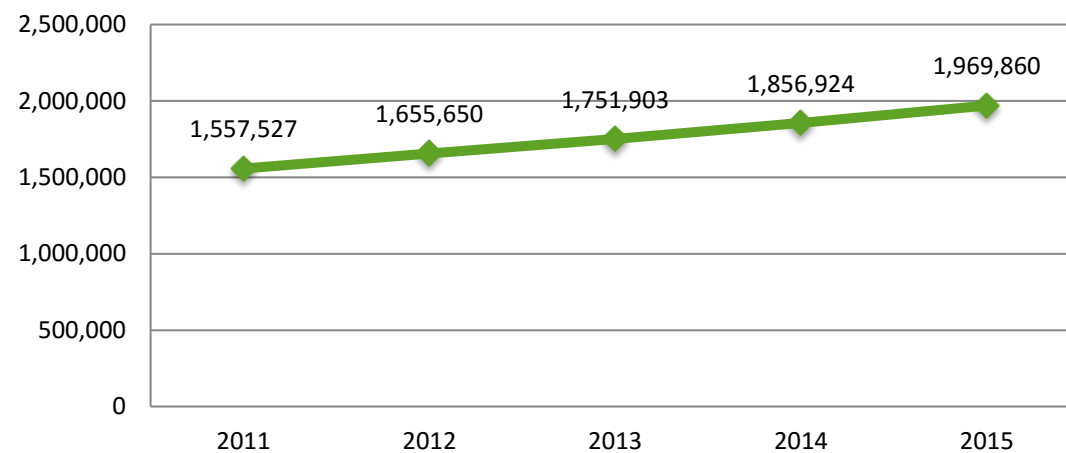
**COMPARATIVO OCUPACIÓN Y AFLUENCIA 2011-2015**

MES	OCUPACIÓN					% VAR.				AFLUENCIA					% VAR.			
	2011	2012	2013	2014	2015	2015-11	2015-12	2015-13	2015-14	2011	2012	2013	2014	2015	2015-11	2015-12	2015-13	2015-14
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%	5.84%
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%	3.16%
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%	2.90%
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%	5.06%
MAY	68.44%	69.80%	77.90%	82.46%	85.83%	17.39%	16.03%	7.93%	3.37%	291,353	309,775	349,764	390,941	441,929	51.68%	42.66%	26.35%	13.04%
JUN																		
JUL																		
AGO																		
SEPT																		
OCT																		
NOV																		
DIC																		
<b>Total</b>	<b>79.67%</b>	<b>80.62%</b>	<b>85.77%</b>	<b>85.97%</b>	<b>87.76%</b>	<b>8.09%</b>	<b>7.14%</b>	<b>1.99%</b>	<b>1.79%</b>	<b>1,557,527</b>	<b>1,655,650</b>	<b>1,751,903</b>	<b>1,856,924</b>	<b>1,969,860</b>	<b>26.47%</b>	<b>18.98%</b>	<b>12.44%</b>	<b>6.08%</b>

**OCUPACIÓN GENERAL MAYO**

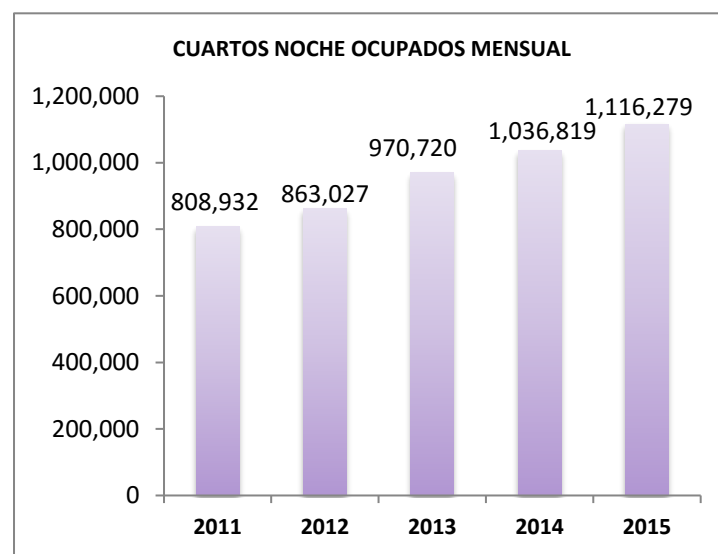


**AFLUENCIA GENERAL MAYO**

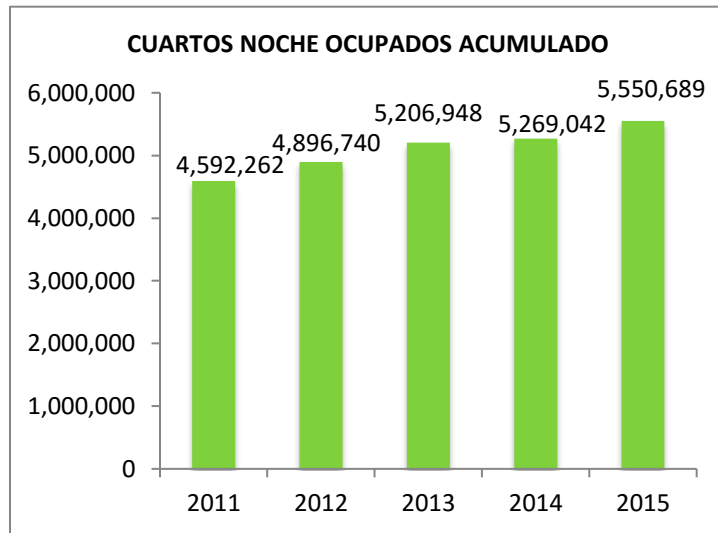


COMPARATIVO CUARTOS NOCHE OCUPADOS  
2011-2015

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	808,932	863,027	970,720	1,036,819	1,116,279	37.99%	29.34%	14.99%	7.66%
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	4,592,262	4,896,740	5,206,948	5,269,042	5,550,689	20.87%	13.35%	6.60%	5.35%
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	42,232	1,300,527	1,116,279	<b>85.83%</b>	96,401	21.81%	345,528	78.19%	<b>441,929</b>	5.5
JUNIO										
JULIO										
AGOSTO										
SEPTIEMBRE										
OCTUBRE										
NOVIEMBRE										
DICIEMBRE										

**ACUMULADO ANUAL**

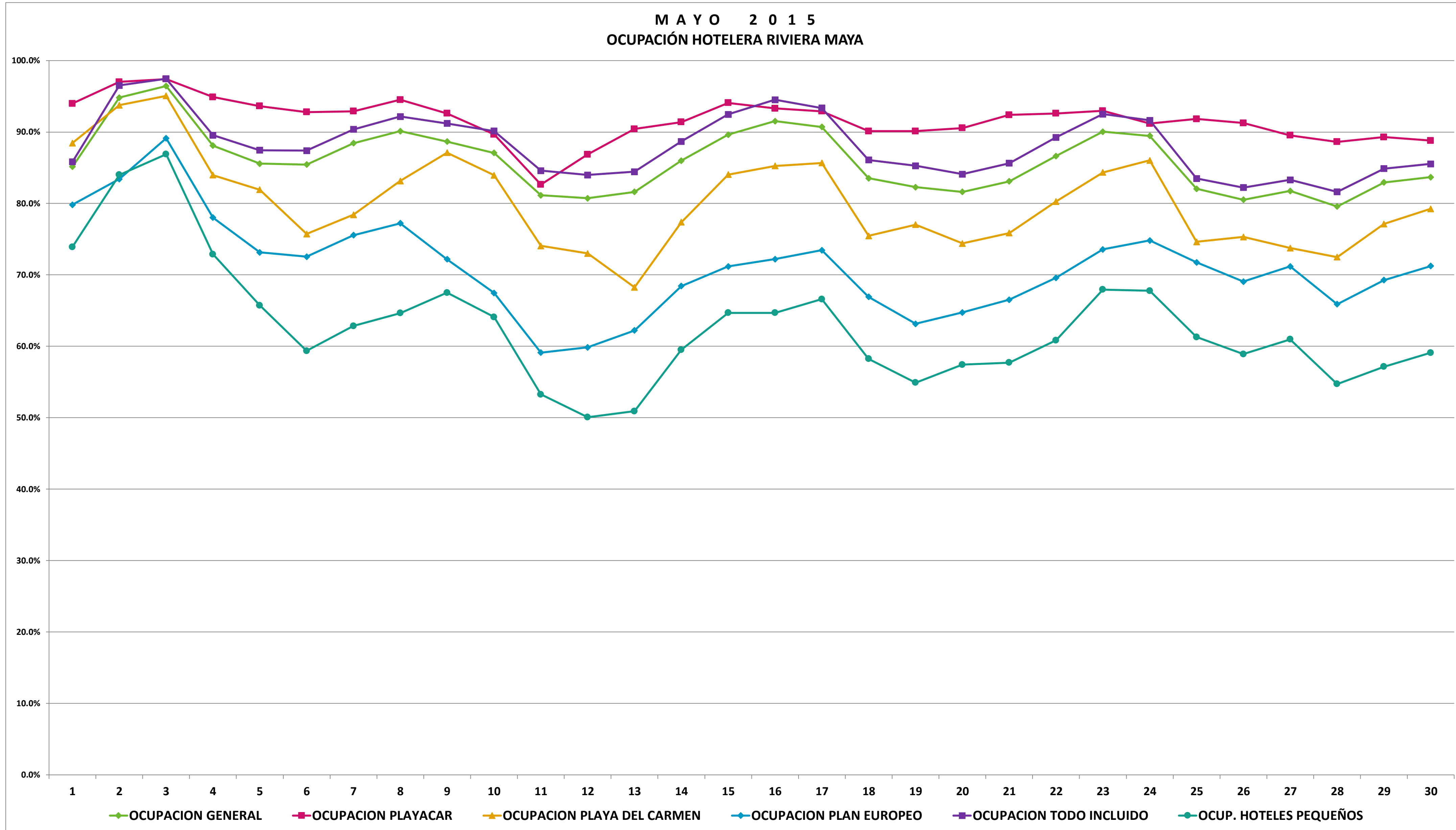
ENE-FEB	42,115	2,467,630	2,202,137	<b>89.24%</b>	81,158	11.11%	649,561	88.89%	<b>730,719</b>	6.4
ENE-MAR	42,154	3,766,830	3,317,428	<b>88.07%</b>	128,507	11.37%	1,002,119	88.63%	<b>1,130,626</b>	6.3
ENE-ABR	42,155	5,024,500	4,434,410	<b>88.26%</b>	187,562	12.28%	1,340,369	87.72%	<b>1,527,931</b>	6.3
ENE-MAY	42,232	6,325,027	5,550,689	<b>87.76%</b>	283,963	14.42%	1,685,897	85.58%	<b>1,969,860</b>	6.1
ENE-JUN										
ENE-JUL										
ENE-AGO										
ENE-SEP										
ENE-OCT										
ENE-NOV										
ENE-DIC										

OCUPACIÓN HOTELERA DIARIA

M A Y O D E 2 0 1 5

DIA	Puente Largo																															PROMEDIO
	Día del trabajo / Aniversario de la batalla de Puebla																															
	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	
OCUPACION GENERAL	85.1%	94.8%	96.4%	88.1%	85.6%	85.5%	88.4%	90.1%	88.7%	87.1%	81.1%	80.7%	81.6%	86.0%	89.6%	91.5%	90.7%	83.5%	82.3%	81.6%	83.1%	86.6%	90.0%	89.5%	82.1%	80.5%	81.8%	79.6%	82.9%	83.7%	82.5%	85.83%
OCUPACION PLAYACAR	94.0%	97.0%	97.4%	94.9%	93.6%	92.8%	92.9%	94.5%	92.6%	89.7%	82.7%	86.9%	90.4%	91.4%	94.1%	93.3%	92.9%	90.1%	90.1%	90.6%	92.4%	92.6%	93.0%	91.2%	91.8%	91.3%	89.5%	88.6%	89.3%	88.8%	85.7%	91.49%
OCUPACION PLAYA DEL CARMEN	88.5%	93.8%	95.1%	84.0%	81.9%	75.7%	78.4%	83.2%	87.1%	83.9%	74.1%	73.0%	68.3%	77.4%	84.1%	85.3%	85.7%	75.5%	77.0%	74.4%	75.9%	80.3%	84.4%	86.0%	74.6%	75.3%	73.8%	72.5%	77.1%	79.3%	79.9%	80.16%
OCUPACION PLAN EUROPEO	79.8%	83.4%	89.1%	78.0%	73.2%	72.5%	75.6%	77.2%	72.2%	67.5%	59.1%	59.9%	62.2%	68.4%	71.2%	72.2%	73.5%	66.9%	63.2%	64.8%	66.5%	69.6%	73.6%	74.8%	71.8%	69.1%	71.2%	65.9%	69.3%	71.2%	68.2%	71.00%
OCUPACION TODO INCLUIDO	85.8%	96.5%	97.5%	89.6%	87.5%	87.4%	90.4%	92.2%	91.2%	90.1%	84.6%	84.0%	84.4%	88.7%	92.5%	94.5%	93.4%	86.1%	85.3%	84.1%	85.6%	89.3%	92.5%	91.6%	83.5%	82.2%	83.3%	81.6%	84.9%	85.5%	84.7%	88.08%
OCUP. HOTELES PEQUEÑOS	73.9%	84.0%	86.9%	72.9%	65.7%	59.4%	62.9%	64.6%	67.5%	64.1%	53.3%	50.1%	50.9%	59.5%	64.7%	64.7%	66.6%	58.2%	54.9%	57.4%	57.7%	60.9%	67.9%	67.8%	61.3%	58.9%	61.0%	54.7%	57.1%	59.1%	59.8%	62.85%

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OCUPACIÓN HOTELERA RIVIERA MAYA





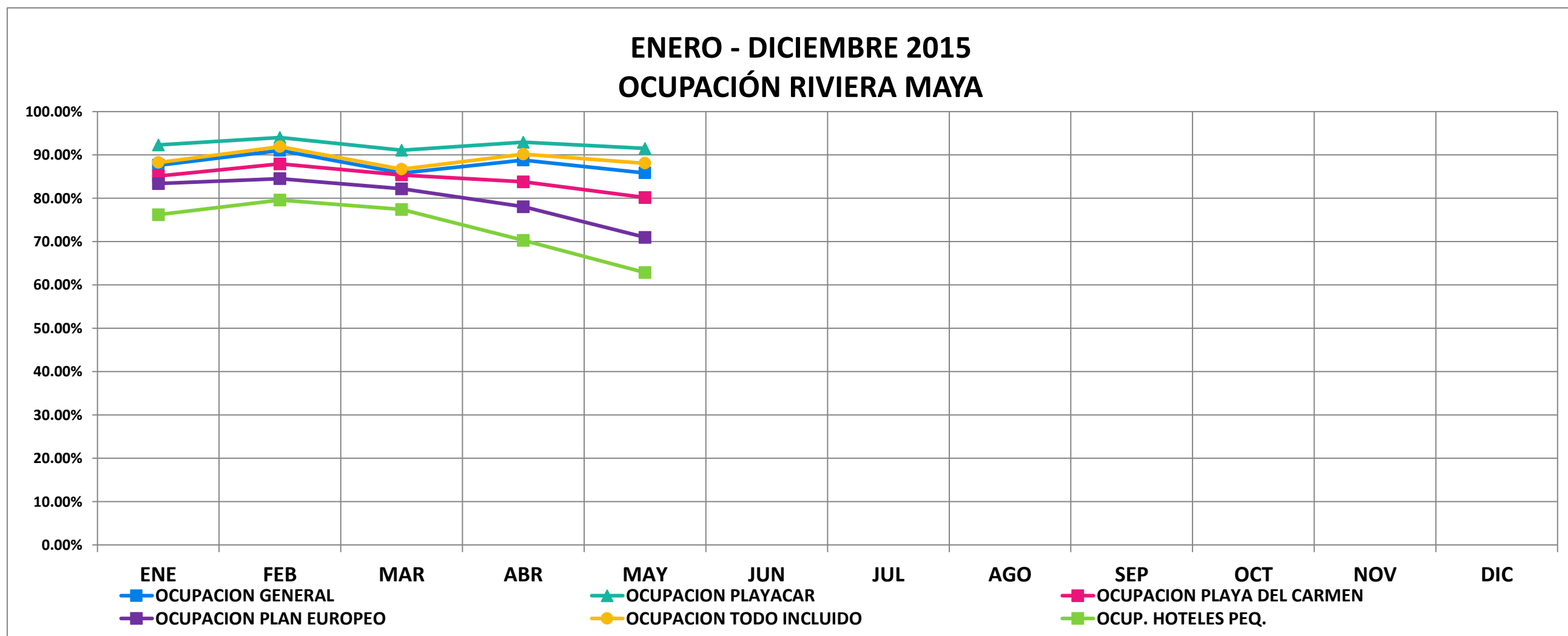
# FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

## 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%	85.83%								87.76%
<b>OCUPACION PLAYACAR</b>	92.30%	94.02%	91.09%	92.94%	91.49%								92.36%
<b>OCUPACION PLAYA DEL CARMEN</b>	85.16%	87.94%	85.38%	83.79%	80.16%								84.49%
<b>OCUPACION PLAN EUROPEO</b>	83.41%	84.51%	82.19%	78.06%	71.00%								79.83%
<b>OCUPACION TODO INCLUIDO</b>	88.25%	91.91%	86.71%	90.18%	88.08%								89.03%
<b>OCUP. HOTELES PEQ.</b>	76.20%	79.59%	77.43%	70.29%	62.85%								73.27%

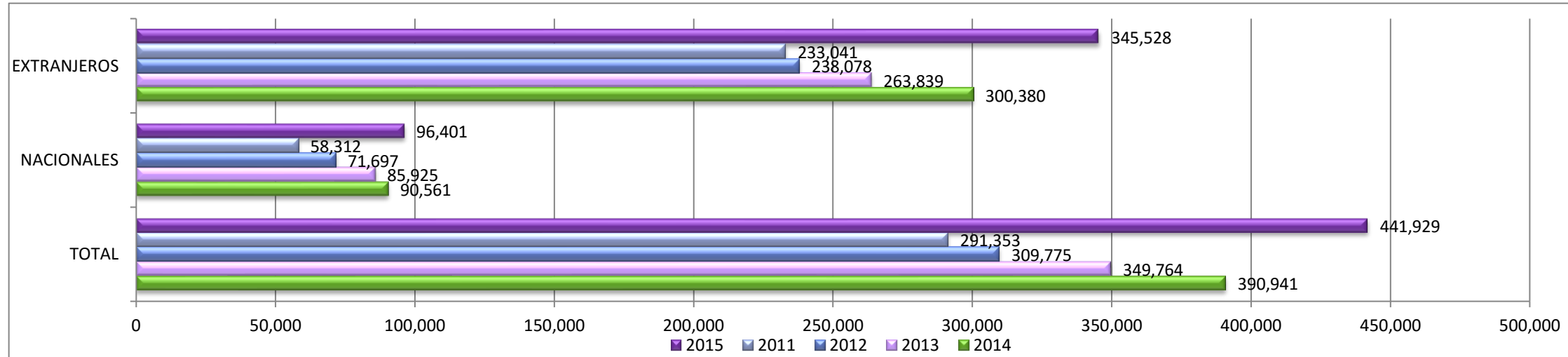




# PROCEDENCIA DEL TURISMO

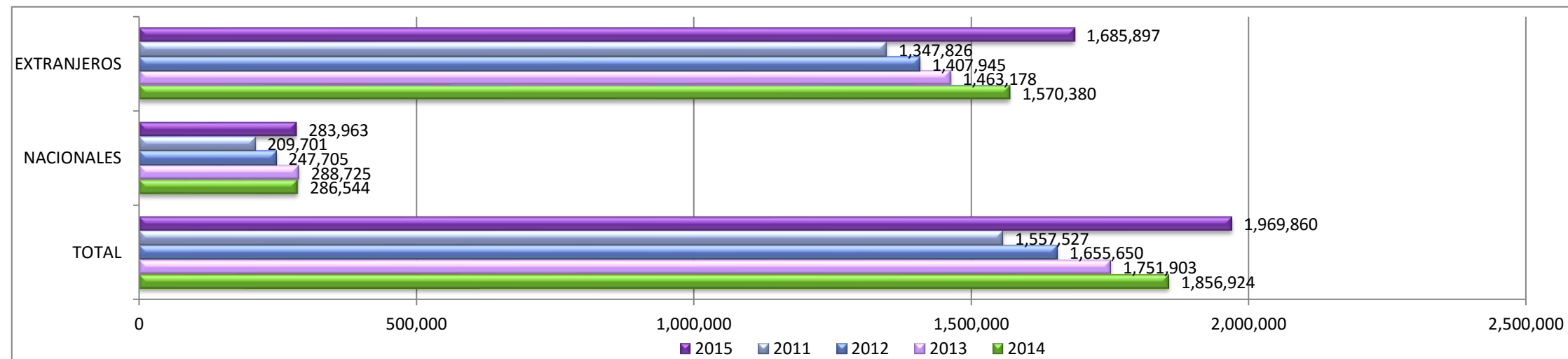
## M A Y O

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>291,353</b>	100.00%	<b>309,775</b>	100.00%	<b>349,764</b>	100.00%	<b>390,941</b>	100.00%	<b>441,929</b>	100.00%	<b>51.68%</b>	<b>42.66%</b>	<b>26.35%</b>	<b>13.04%</b>
<b>NACIONALES</b>	58,312	20.01%	71,697	23.14%	85,925	24.57%	90,561	23.16%	96,401	21.81%	<b>65.32%</b>	<b>34.46%</b>	<b>12.19%</b>	<b>6.45%</b>
<b>EXTRANJEROS</b>	233,041	79.99%	238,078	76.86%	263,839	75.43%	300,380	76.84%	345,528	78.19%	<b>48.27%</b>	<b>45.13%</b>	<b>30.96%</b>	<b>15.03%</b>



## ENERO - M A Y O

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>1,557,527</b>	100.00%	<b>1,655,650</b>	100.00%	<b>1,751,903</b>	100.00%	<b>1,856,924</b>	100.00%	<b>1,969,860</b>	100.00%	<b>26.47%</b>	<b>18.98%</b>	<b>12.44%</b>	<b>6.08%</b>
<b>NACIONALES</b>	209,701	13.46%	247,705	14.96%	288,725	16.48%	286,544	15.43%	283,963	14.42%	<b>35.41%</b>	<b>14.64%</b>	<b>-1.65%</b>	<b>-0.90%</b>
<b>EXTRANJEROS</b>	1,347,826	86.54%	1,407,945	85.04%	1,463,178	83.52%	1,570,380	84.57%	1,685,897	85.58%	<b>25.08%</b>	<b>19.74%</b>	<b>15.22%</b>	<b>7.36%</b>



PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
M A Y O 2015

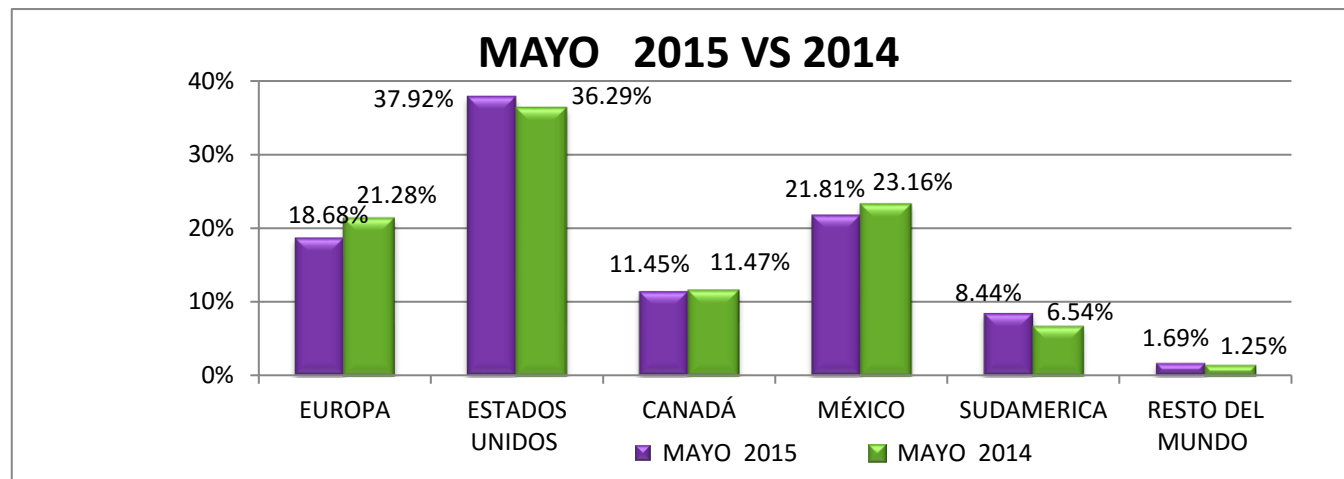
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	50,596	11.45	Bahamas	14	0.00	Alemania	16,046	3.63
Estados Unidos	167,599	37.92	Bermudas	19	0.00	Austria	247	0.06
México	96,401	21.81	Cuba	25	0.01	Bélgica	1,317	0.30
<b>SUMA</b>	<b>314,596</b>	<b>71.19</b>	Curacao		0.00	Bulgaria	9	0.00
			Haiti	3	0.00	Dinamarca	12	0.00
			Jamaica	48	0.01	España	13,234	2.99
			Puerto Rico	242	0.05	Finlandia	7	0.00
			Rep. Dominicana	291	0.07	Francia	6,951	1.57
			Otros	54	0.01	Gran Bretaña	31,254	7.07
			<b>SUMA</b>	<b>696</b>	<b>0.16</b>	Grecia	54	0.01
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>			Holanda		
Belice	87	0.02	Australia	902	0.20	Hungria	25	0.01
Costa Rica	166	0.04	Nueva Zelanda	29	0.01	Irlanda	197	0.04
El Salvador	149	0.03	<b>SUMA</b>	<b>931</b>	<b>0.21</b>	Islandia	3	0.00
Guatemala	82	0.02				Italia	6,283	1.42
Nicaragua	10	0.00				Luxemburgo	4	0.00
Panamá	3,457	0.78				Mónaco		0.00
Otros	90	0.02				Noruega	505	0.11
<b>SUMA</b>	<b>4,041</b>	<b>0.91</b>				Polonia	161	0.04
						Portugal	391	0.09
<b>3.- SUDAMERICA</b>			<b>6.- ASIA</b>			Rep. Checa		
Argentina	21,756	4.92	Arabia	38	0.01	Rumania	32	0.01
Bolivia	36	0.01	China	473	0.11	Rusia	459	0.10
Brasil	2,301	0.52	Corea	162	0.04	Slovenia	13	0.00
Chile	4,825	1.09	Filipinas	13	0.00	Suecia	156	0.04
Colombia	2,896	0.66	India	171	0.04	Suiza	732	0.17
Ecuador	110	0.02	Israel	143	0.03	Otros	459	0.10
Paraguay	337	0.08	Japón	104	0.02	<b>SUMA</b>	<b>82,553</b>	<b>18.68</b>
Perú	2,865	0.65	Paquistán	1	0.00			
Uruguay	1,586	0.36	Turquia	22	0.00			
Venezuela	453	0.10	Otros	305	0.07			
Otros	149	0.03	<b>SUMA</b>	<b>1,432</b>	<b>0.32</b>			
<b>SUMA</b>	<b>37,314</b>	<b>8.44</b>						
			<b>7.- AFRICA</b>			<b>GRAN TOTAL</b>		
			Argelia	3	0.00		<b>441,929</b>	<b>100.00</b>
			Egipto	39	0.01			
			Sudáfrica	87	0.02			
			Otros	237	0.05			
			<b>SUMA</b>	<b>366</b>	<b>0.08</b>			

PROCEDENCIA DE VISITANTES  
A LA RIVIERA MAYA  
ENERO - MAYO 2015

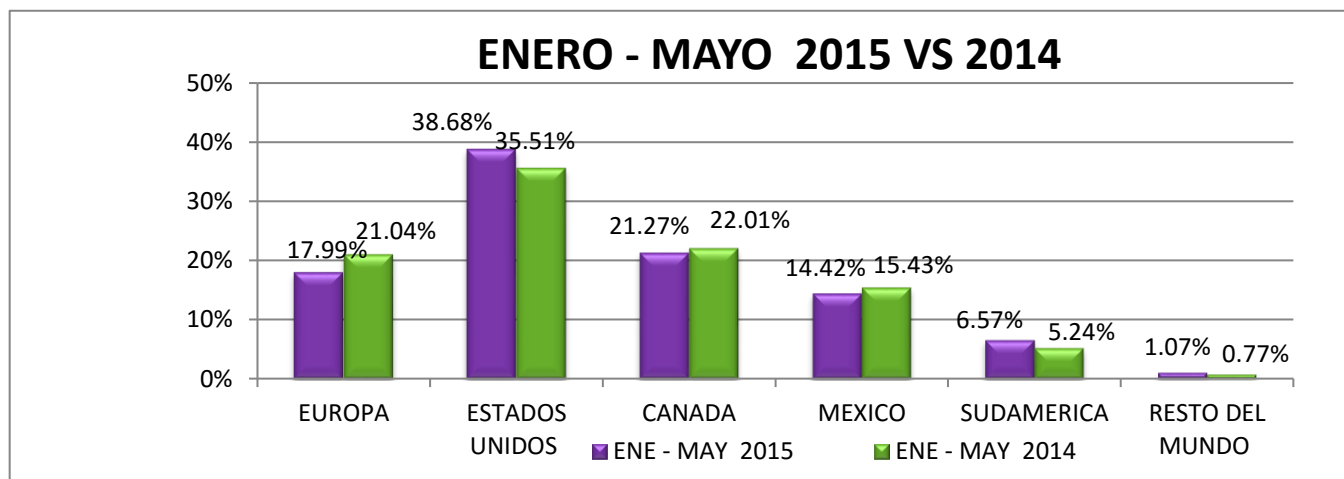
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
<b>1.- NORTE AMERICA</b>			<b>4.-CARIBE</b>			<b>8.-EUROPA</b>		
Canadá	418,964	21.27	Bahamas	61	0.00	Alemania	65,029	3.30
Estados Unidos	762,001	38.68	Bermudas	47	0.00	Austria	1,587	0.08
México	283,963	14.42	Cuba	83	0.00	Bélgica	5,349	0.27
<b>SUMA</b>	<b>1,464,928</b>	<b>74.37</b>	Curacao	0	0.00	Bulgaria	104	0.01
			Haiti	8	0.00	Dinamarca	809	0.04
			Jamaica	184	0.01	España	41,708	2.12
			Puerto Rico	457	0.02	Finlandia	666	0.03
			Rep. Dominicana	755	0.04	Francia	42,408	2.15
			Otros	475	0.02	Gran Bretaña	102,715	5.21
			<b>SUMA</b>	<b>2,070</b>	<b>0.11</b>	Grecia	174	0.01
						Holanda	14,266	0.72
<b>2.- CENTRO AMERICA</b>			<b>5.-OCEANIA</b>			Hungria		
Belice	531	0.03	Australia	4,859	0.25	Irlanda	787	0.04
Costa Rica	723	0.04	Nueva Zelanda	186	0.01	Islandia	59	0.00
El Salvador	437	0.02	<b>SUMA</b>	<b>5,045</b>	<b>0.26</b>	Italia	29,804	1.51
Guatemala	582	0.03				Luxemburgo	94	0.00
Nicaragua	47	0.00	<b>6.- ASIA</b>			Mónaco	20	0.00
Panamá	5,630	0.29	Arabia	97	0.00	Noruega	2,798	0.14
Otros	298	0.02	China	848	0.04	Polonia	4,674	0.24
<b>SUMA</b>	<b>8,248</b>	<b>0.42</b>	Corea	625	0.03	Portugal	1,005	0.05
			Filipinas	53	0.00	Rep. Checa	784	0.04
<b>3.- SUDAMERICA</b>			India	335	0.02	Rumania	191	0.01
Argentina	71,538	3.63	Israel	586	0.03	Rusia	6,828	0.35
Bolivia	133	0.01	Japón	354	0.02	Slovenia	89	0.00
Brasil	12,121	0.62	Paquistán	9	0.00	Suecia	19,664	1.00
Chile	18,199	0.92	Turquia	121	0.01	Suiza	5,710	0.29
Colombia	9,027	0.46	Otros	1,892	0.10	Otros	6,760	0.34
Ecuador	778	0.04	<b>SUMA</b>	<b>4,920</b>	<b>0.25</b>	<b>SUMA</b>	<b>354,442</b>	<b>17.99</b>
Paraguay	1,439	0.07				<b>GRAN TOTAL</b>		
Perú	6,921	0.35	<b>7.- AFRICA</b>				<b>1,969,860</b>	<b>100.00</b>
Uruguay	7,053	0.36	Argelia	11	0.00			
Venezuela	1,741	0.09	Egipto	74	0.00			
Otros	560	0.03	Sudáfrica	238	0.01			
<b>SUMA</b>	<b>129,510</b>	<b>6.57</b>	Otros	374	0.02			
			<b>SUMA</b>	<b>697</b>	<b>0.04</b>			

**COMPARATIVO DE PROCEDENCIA DEL TURISMO  
POR REGIONES**

REGION	MAYO 2014		MAYO 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	83,205	21.28%	82,553	18.68%	-0.78%
ESTADOS UNIDOS	141,870	36.29%	167,599	37.92%	18.14%
CANADÁ	44,856	11.47%	50,596	11.45%	12.80%
MÉXICO	90,561	23.16%	96,401	21.81%	6.45%
SUDAMERICA	25,574	6.54%	37,314	8.44%	45.91%
RESTO DEL MUNDO	4,875	1.25%	7,466	1.69%	53.15%
<b>SUMAS</b>	<b>390,941</b>	<b>100.00%</b>	<b>441,929</b>	<b>100.00%</b>	<b>13.04%</b>



REGION	ENE - MAY 2014		ENE - MAY 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	390,611	21.04%	354,442	17.99%	-9.26%
ESTADOS UNIDOS	659,484	35.51%	762,001	38.68%	15.55%
CANADA	408,787	22.01%	418,964	21.27%	2.49%
MEXICO	286,544	15.43%	283,963	14.42%	-0.90%
SUDAMERICA	97,275	5.24%	129,510	6.57%	33.14%
RESTO DEL MUNDO	14,223	0.77%	20,980	1.07%	47.51%
<b>SUMAS</b>	<b>1,856,924</b>	<b>100.00%</b>	<b>1,969,860</b>	<b>100.00%</b>	<b>6.08%</b>



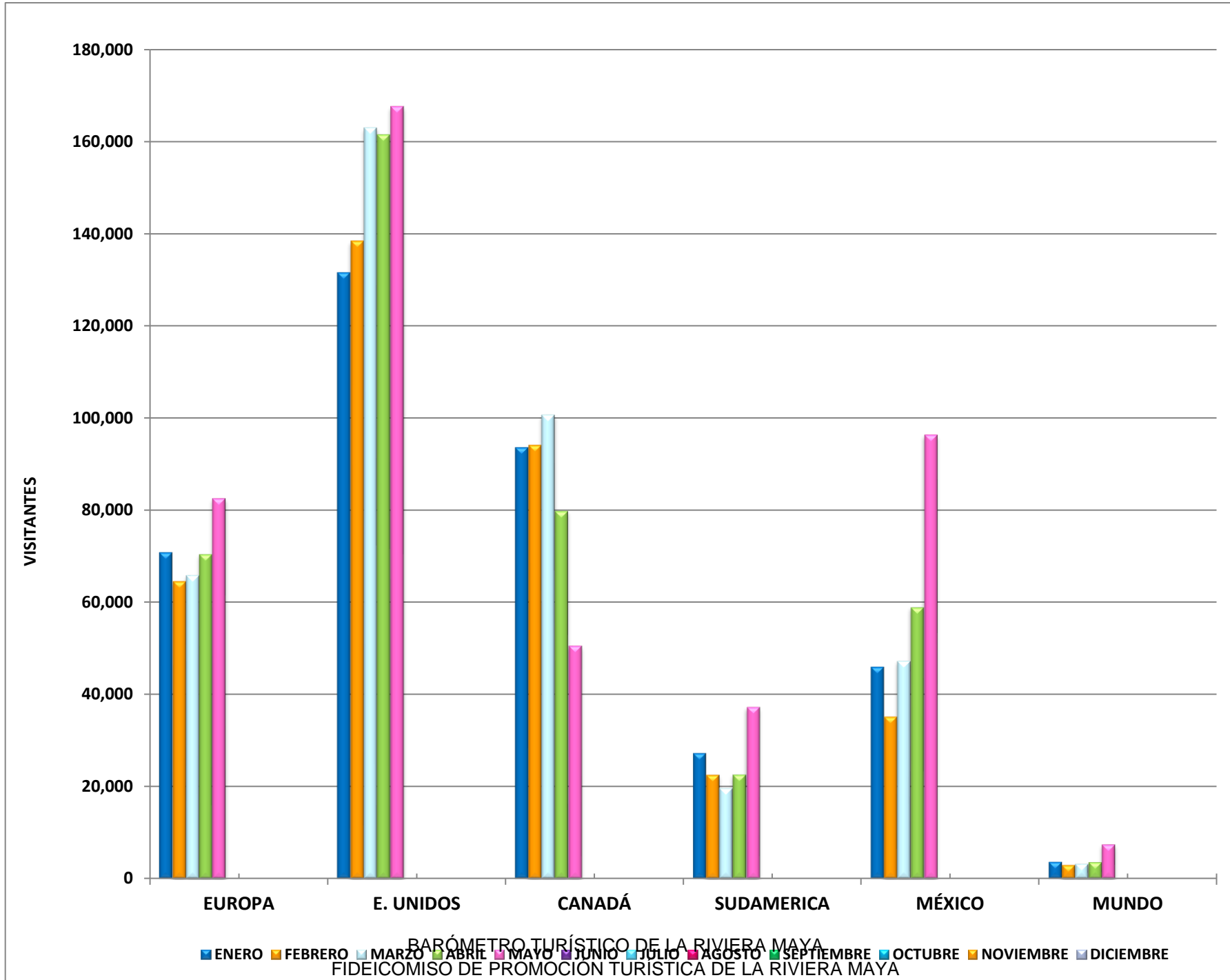
**PROCEDENCIA DEL TURISMO POR REGIONES  
AÑO 2015**

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	82,553	18.7	167,599	37.9	50,596	11.4	37,314	8.4	96,401	21.8	7,466	1.7	441,929	100.0
JUNIO														
JULIO														
AGOSTO														
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

**ACUMULADO ANUAL**

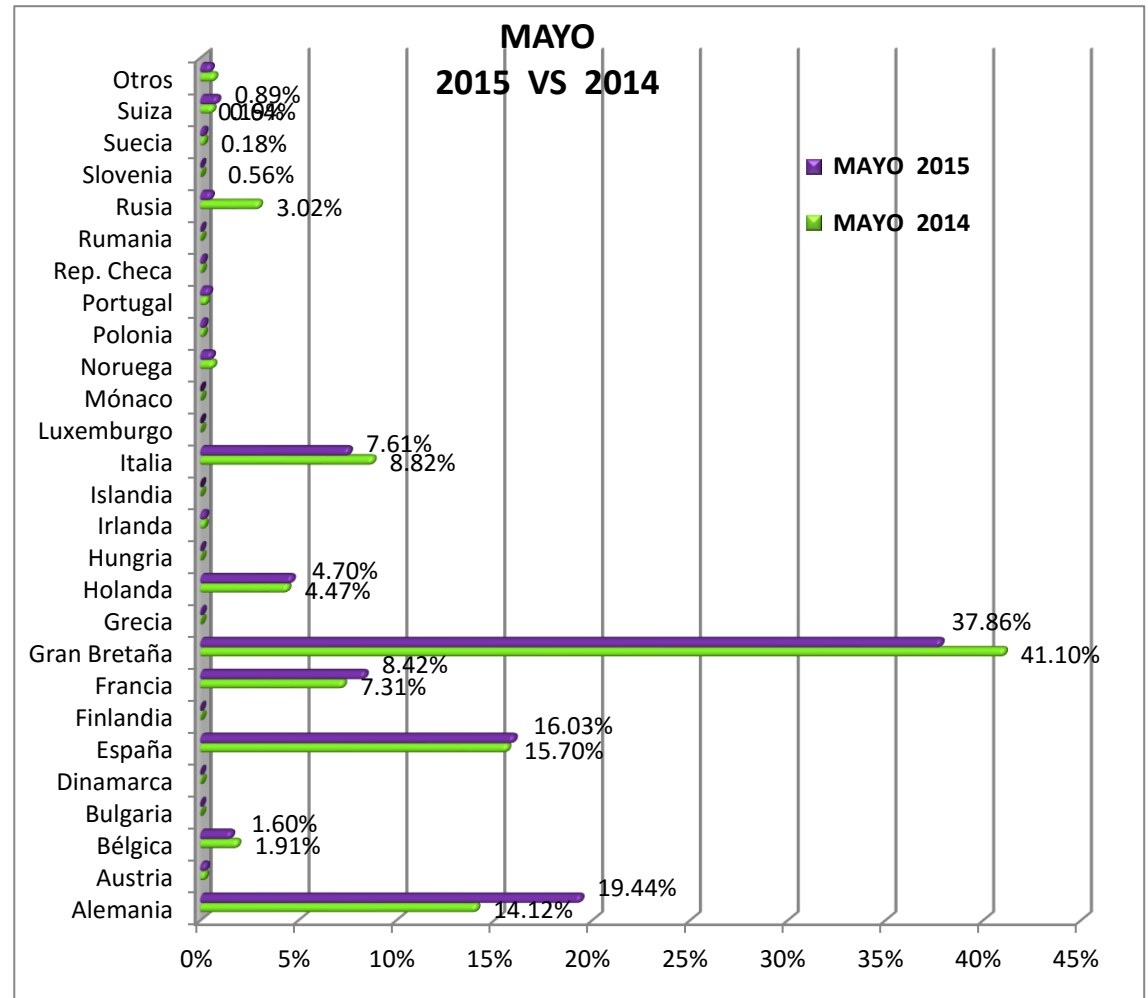
ENE-FEB	135,398	18.5	269,944	36.9	187,712	25.7	49,840	6.8	81,158	11.1	6,667	0.9	730,719	100.0
ENE-MAR	201,312	17.8	432,939	38.3	288,438	25.5	69,528	6.1	128,507	11.4	9,902	0.9	1,130,626	100.0
ENE-ABR	271,889	17.8	594,402	38.9	368,368	24.1	92,196	6.0	187,562	12.3	13,514	0.9	1,527,931	100.0
ENE-MAY	354,442	18.0	762,001	38.7	418,964	21.3	129,510	6.6	283,963	14.4	20,980	1.1	1,969,860	100.0
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**



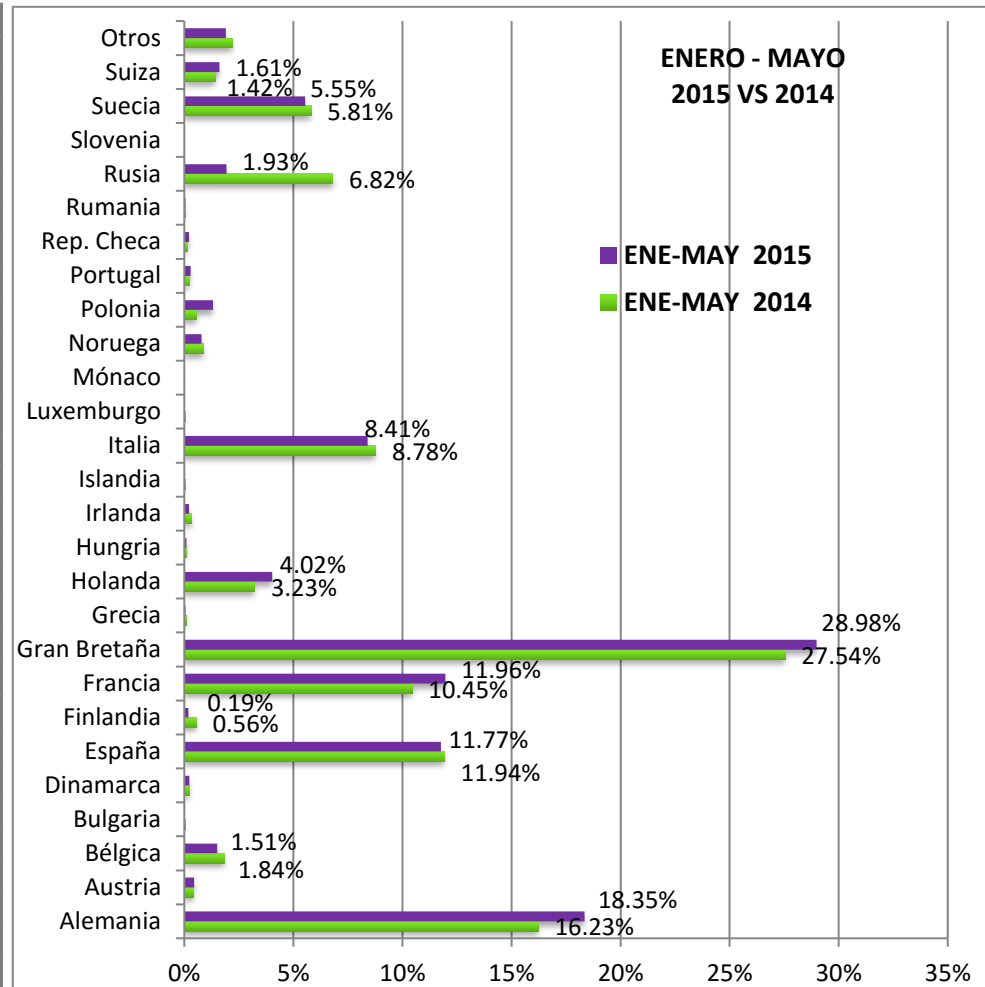
## DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO MAYO 2015 VS 2014

PAIS	MAYO 2014		MAYO 2015	
	PAX	%	PAX	%
Alemania	11,750	14.12%	16,046	19.44%
Austria	194	0.23%	247	0.30%
Bélgica	1,589	1.91%	1,317	1.60%
Bulgaria	12	0.01%	9	0.01%
Dinamarca	46	0.06%	12	0.01%
España	13,061	15.70%	13,234	16.03%
Finlandia	32	0.04%	7	0.01%
Francia	6,083	7.31%	6,951	8.42%
Gran Bretaña	34,196	41.10%	31,254	37.86%
Grecia	27	0.03%	54	0.07%
Holanda	3,720	4.47%	3,880	4.70%
Hungría	32	0.04%	25	0.03%
Irlanda	174	0.21%	197	0.24%
Islandia	15	0.02%	3	0.00%
Italia	7,340	8.82%	6,283	7.61%
Luxemburgo	13	0.02%	4	0.00%
Mónaco	29	0.03%	0	0.00%
Noruega	568	0.68%	505	0.61%
Polonia	126	0.15%	161	0.20%
Portugal	256	0.31%	391	0.47%
Rep. Checa	69	0.08%	122	0.15%
Rumania	32	0.04%	32	0.04%
Rusia	2,515	3.02%	459	0.56%
Slovenia	27	0.03%	13	0.02%
Suecia	153	0.18%	156	0.19%
Suiza	533	0.64%	732	0.89%
Otros	613	0.74%	459	0.56%
<b>SUMA</b>	<b>83,205</b>	<b>100.00%</b>	<b>82,553</b>	<b>100.00%</b>



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

PAIS	ENE-MAY 2014		ENE-MAY 2015	
	PAX	%	PAX	%
Alemania	63,408	16.23%	65,029	18.35%
Austria	1,716	0.44%	1,587	0.45%
Bélgica	7,204	1.84%	5,349	1.51%
Bulgaria	123	0.03%	104	0.03%
Dinamarca	845	0.22%	809	0.23%
España	46,622	11.94%	41,708	11.77%
Finlandia	2,179	0.56%	666	0.19%
Francia	40,815	10.45%	42,408	11.96%
Gran Bretaña	107,592	27.54%	102,715	28.98%
Grecia	306	0.08%	174	0.05%
Holanda	12,629	3.23%	14,266	4.02%
Hungría	359	0.09%	360	0.10%
Irlanda	1,260	0.32%	787	0.22%
Islandia	208	0.05%	59	0.02%
Italia	34,307	8.78%	29,804	8.41%
Luxemburgo	144	0.04%	94	0.03%
Mónaco	68	0.02%	20	0.01%
Noruega	3,437	0.88%	2,798	0.79%
Polonia	2,159	0.55%	4,674	1.32%
Portugal	885	0.23%	1,005	0.28%
Rep. Checa	589	0.15%	784	0.22%
Rumania	229	0.06%	191	0.05%
Rusia	26,623	6.82%	6,828	1.93%
Slovenia	105	0.03%	89	0.03%
Suecia	22,695	5.81%	19,664	5.55%
Suiza	5,534	1.42%	5,710	1.61%
Otros	8,570	2.19%	6,760	1.91%
<b>SUMA</b>	<b>390,611</b>	<b>100.00%</b>	<b>354,442</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%	16,046	19.44%			65,029	18.35%	2
Austria	413	0.58%	280	0.43%	330	0.50%	317	0.45%	247	0.30%			1,587	0.45%	
Bélgica	916	1.29%	1,276	1.98%	899	1.36%	941	1.33%	1,317	1.60%			5,349	1.51%	10
Bulgaria	31	0.04%	15	0.02%	16	0.02%	33	0.05%	9	0.01%			104	0.03%	
Dinamarca	242	0.34%	306	0.47%	118	0.18%	131	0.19%	12	0.01%			809	0.23%	
España	6,263	8.85%	5,819	9.01%	7,318	11.10%	9,074	12.86%	13,234	16.03%			41,708	11.77%	4
Finlandia	221	0.31%	247	0.38%	168	0.25%	23	0.03%	7	0.01%			666	0.19%	
Francia	8,504	12.01%	9,466	14.66%	8,440	12.80%	9,047	12.82%	6,951	8.42%			42,408	11.96%	3
Gran Bretaña	15,502	21.89%	14,514	22.47%	16,670	25.29%	24,775	35.10%	31,254	37.86%			102,715	28.98%	1
Grecia	17	0.02%	53	0.08%	29	0.04%	21	0.03%	54	0.07%			174	0.05%	
Holanda	3,140	4.43%	2,513	3.89%	2,370	3.60%	2,363	3.35%	3,880	4.70%			14,266	4.02%	7
Hungría	145	0.20%	81	0.13%	36	0.05%	73	0.10%	25	0.03%			360	0.10%	
Irlanda	138	0.19%	87	0.13%	126	0.19%	239	0.34%	197	0.24%			787	0.22%	
Islandia	13	0.02%	14	0.02%	21	0.03%	8	0.01%	3	0.00%			59	0.02%	
Italia	7,099	10.03%	5,752	8.91%	5,964	9.05%	4,706	6.67%	6,283	7.61%			29,804	8.41%	5
Luxemburgo	27	0.04%	3	0.00%	15	0.02%	45	0.06%	4	0.00%			94	0.03%	
Mónaco	6	0.01%	10	0.02%	4	0.01%	0	0.00%	0	0.00%			20	0.01%	
Noruega	670	0.95%	623	0.96%	562	0.85%	438	0.62%	505	0.61%			2,798	0.79%	
Polonia	1,745	2.46%	1,509	2.34%	1,039	1.58%	220	0.31%	161	0.20%			4,674	1.32%	
Portugal	78	0.11%	178	0.28%	168	0.25%	190	0.27%	391	0.47%			1,005	0.28%	
Rep. Checa	133	0.19%	142	0.22%	102	0.15%	285	0.40%	122	0.15%			784	0.22%	
Rumania	61	0.09%	28	0.04%	33	0.05%	37	0.05%	32	0.04%			191	0.05%	
Rusia	3,723	5.26%	1,234	1.91%	974	1.48%	438	0.62%	459	0.56%			6,828	1.93%	8
Slovenia	18	0.03%	31	0.05%	16	0.02%	11	0.02%	13	0.02%			89	0.03%	
Suecia	7,370	10.41%	6,201	9.60%	5,286	8.02%	651	0.92%	156	0.19%			19,664	5.55%	6
Suiza	1,257	1.78%	1,519	2.35%	1,329	2.02%	873	1.24%	732	0.89%			5,710	1.61%	9
Otros	1,375	1.94%	2,639	4.09%	1,223	1.86%	1,064	1.51%	459	0.56%			6,760	1.91%	
<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>82,553</b>	<b>100.00%</b>	<b>0</b>	<b>0.00%</b>	<b>354,442</b>	<b>100.00%</b>	

PRINCIPALES MERCADOS  
PARA LA RIVIERA MAYA  
PRIMER SEMESTRE AÑO 2015

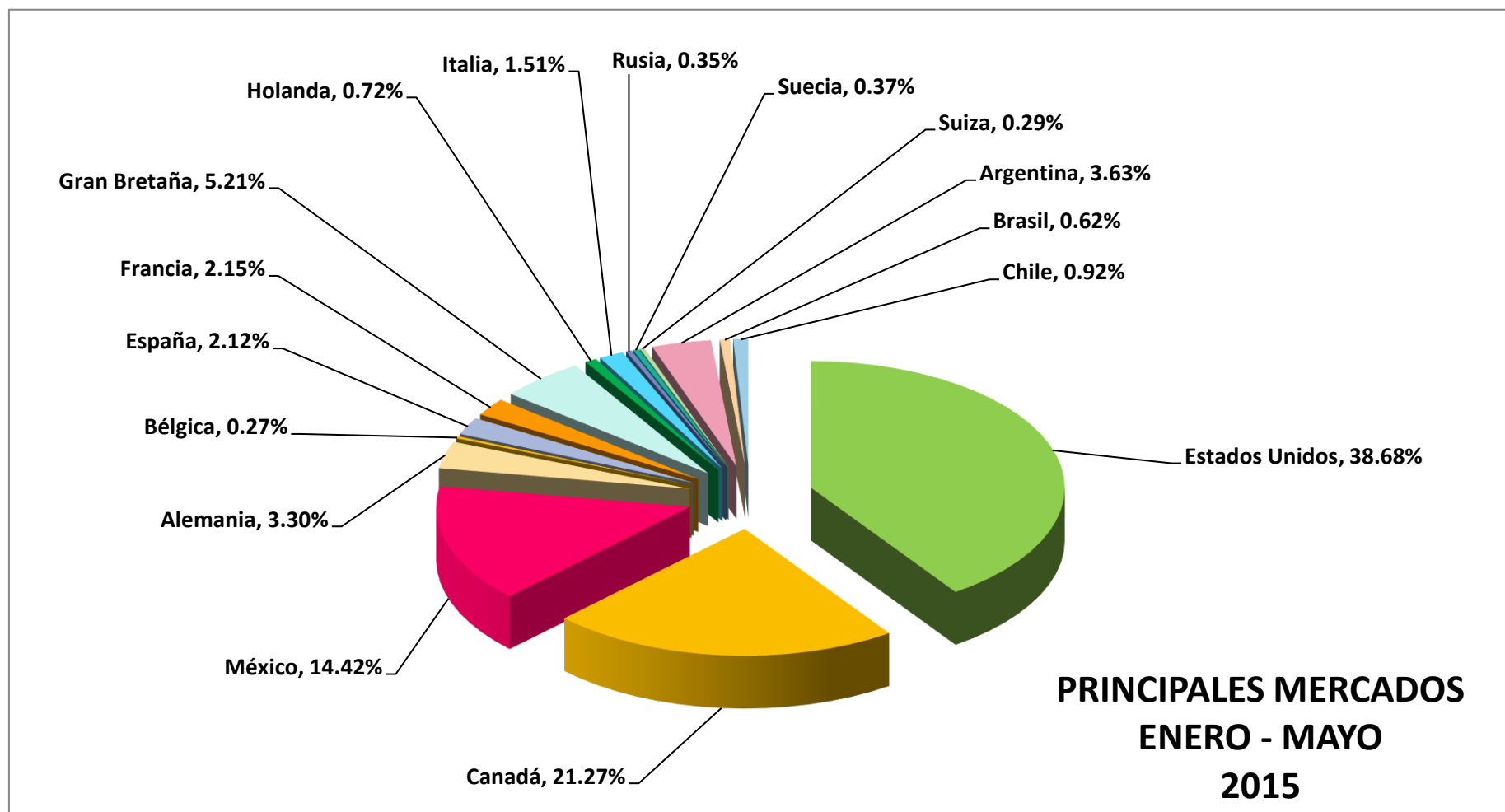
PAIS	ENE 2015		FEB 2015		MAR 2015		ABR 2015		MAY 2015		JUN 2015		Acumulado		Posición 2014	Posición 2015
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	131,554	35.28%	138,390	38.67%	162,995	40.76%	161,463	40.64%	167,599	37.92%			762,001	38.68%	1	1
2 Canadá	93,591	25.10%	94,121	26.30%	100,726	25.19%	79,930	20.12%	50,596	11.45%			418,964	21.27%	2	2
3 México	45,956	12.33%	35,202	9.84%	47,349	11.84%	59,055	14.86%	96,401	21.81%			283,963	14.42%	3	3
4 Alemania	11,700	3.14%	10,051	2.81%	12,658	3.17%	14,574	3.67%	16,046	3.63%			65,029	3.30%	6	6
5 Bélgica	916	0.25%	1,276	0.36%	899	0.22%	941	0.24%	1,317	0.30%			5,349	0.27%	14	17
6 España	6,263	1.68%	5,819	1.63%	7,318	1.83%	9,074	2.28%	13,234	2.99%			41,708	2.12%	8	8
7 Francia	8,504	2.28%	9,466	2.64%	8,440	2.11%	9,047	2.28%	6,951	1.57%			42,408	2.15%	7	7
8 Gran Bretaña	15,502	4.16%	14,514	4.06%	16,670	4.17%	24,775	6.24%	31,254	7.07%			102,715	5.21%	4	4
9 Holanda	3,140	0.84%	2,513	0.70%	2,370	0.59%	2,363	0.59%	3,880	0.88%			14,266	0.72%	12	11
10 Italia	7,099	1.90%	5,752	1.61%	5,964	1.49%	4,706	1.18%	6,283	1.42%			29,804	1.51%	10	9
11 Rusia	3,723	1.00%	1,234	0.34%	974	0.24%	438	0.11%	459	0.10%			6,828	0.35%	9	15
12 Suecia	7,370	1.98%	6,201	1.73%	5,286	1.32%	651	0.16%	156	0.04%			7,370	0.37%	11	14
13 Suiza	1,257	0.34%	1,519	0.42%	1,329	0.33%	873	0.22%	732	0.17%			5,710	0.29%	16	16
14 Argentina	12,779	3.43%	11,591	3.24%	11,514	2.88%	13,898	3.50%	21,756	4.92%			71,538	3.63%	5	5
15 Brasil	5,222	1.40%	1,506	0.42%	1,487	0.37%	1605	0.40%	2301	0.52%			12,121	0.62%	16	12
16 Chile	3,425	0.92%	5,224	1.46%	1,994	0.50%	2,731	0.69%	4,825	1.09%			18,199	0.92%	13	10
17 Colombia	2,617	0.70%	791	0.22%	1,406	0.35%	1,317	0.33%	2,896	0.66%			9,027	0.46%	15	13
<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>441,929</b>	<b>96.55%</b>		<b>0.00%</b>	<b>1,969,860</b>	<b>96.30%</b>		

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

## PRINCIPALES MERCADOS

ENERO - MAYO

2015



Nota: Los principales mercados para Riviera Maya de Enero-Mayo representan el 96.30% 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	%

**NORTE AMERICA**

CANADÁ	304,561	29.0%	310,599	30.2%	310,572	28.6%	236,127	21.7%	136,398	12.7%			1,298,257	24.3%
ESTADOS UNIDOS	298,737	28.4%	341,362	33.2%	379,643	35.0%	393,566	36.1%	374,304	34.7%			1,787,612	33.5%
MÉXICO	82,529	7.9%	56,177	5.5%	72,405	6.7%	104,823	9.6%	136,568	12.7%			452,502	8.5%
<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>647,270</b>	<b>60.1%</b>			<b>3,538,371</b>	<b>66.4%</b>

**EUROPA**

ALEMANIA	59,036	5.6%	45,690	4.4%	62,235	5.7%	67,891	6.2%	71,204	6.6%			306,056	5.7%
BÉLGICA	3,798	0.4%	5,226	0.5%	4,079	0.4%	3,713	0.3%	5,702	0.5%			22,518	0.4%
ESPAÑA	20,537	2.0%	17,336	1.7%	20,307	1.9%	26,655	2.4%	38,599	3.6%			123,434	2.3%
FRANCIA	29,374	2.8%	34,354	3.3%	30,982	2.9%	32,946	3.0%	26,095	2.4%			153,751	2.9%
GRAN BRETAÑA	77,510	7.4%	69,970	6.8%	83,767	7.7%	125,217	11.5%	142,596	13.2%			499,060	9.4%
HOLANDA	13,567	1.3%	10,879	1.1%	9,529	0.9%	9,797	0.9%	17,492	1.6%			61,264	1.1%
ITALIA	27,745	2.6%	23,895	2.3%	21,371	2.0%	18,059	1.7%	23,718	2.2%			114,788	2.2%
RUSIA	18,320	1.7%	4,638	0.5%	3,961	0.4%	1,325	0.1%	1,731	0.2%			29,975	0.6%
SUECIA	35,622	3.4%	33,253	3.2%	28,765	2.6%	3,540	0.3%	540	0.1%			101,720	1.9%
SUIZA	6,295	0.6%	8,158	0.8%	6,495	0.6%	4,540	0.4%	3,413	0.3%			28,901	0.5%
<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>331,090</b>	<b>30.7%</b>			<b>1,441,467</b>	<b>26.5%</b>

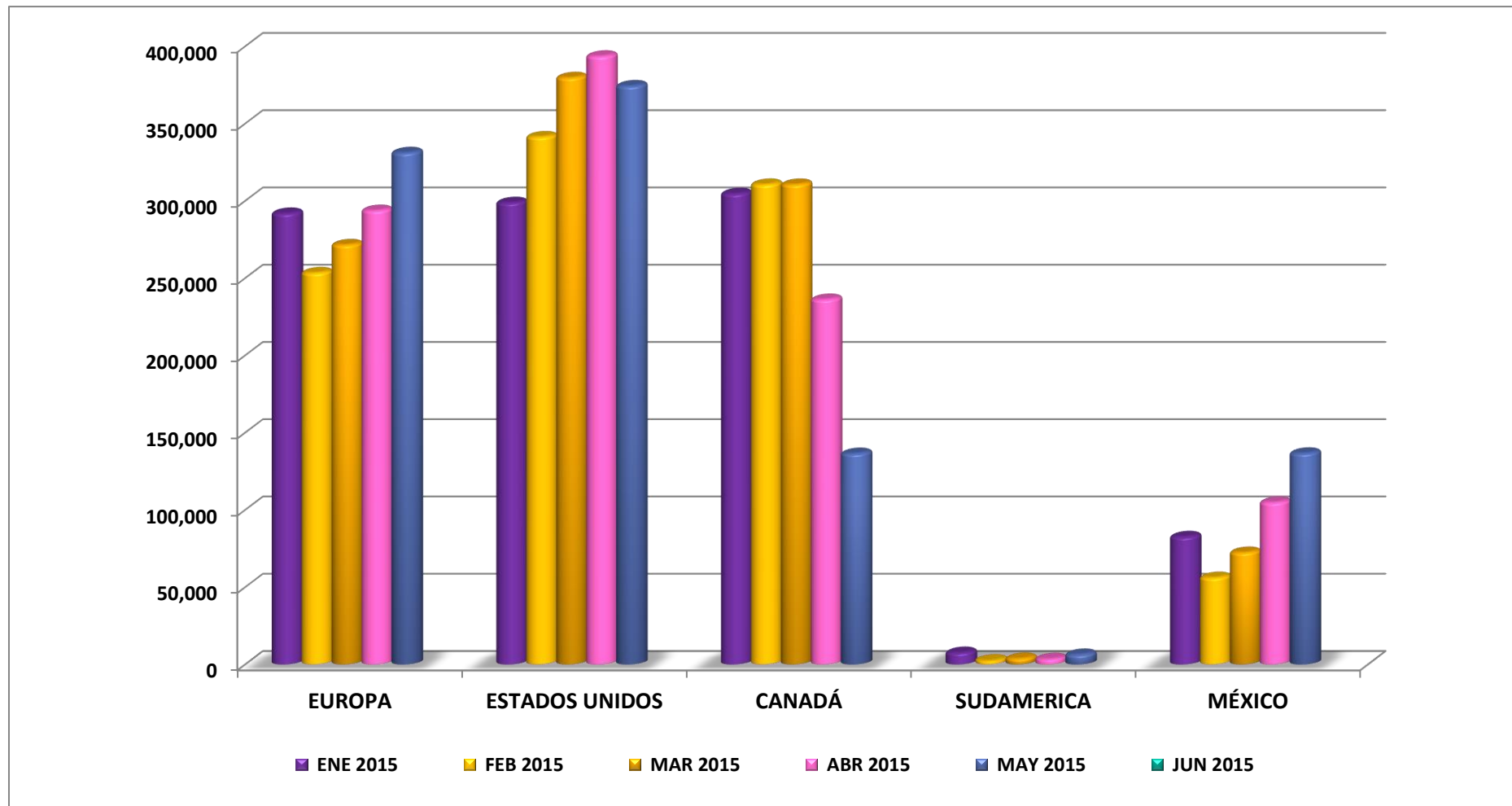
**SUDAMERICA**

ARGENTINA	40,680	3.9%	42,114	4.1%	36,893	3.4%	43,431	4.0%	74,696	6.9%			237,814	4.5%
BRASIL	15,231	1.4%	5,064	0.5%	4,703	0.4%	4,842	0.4%	5,072	0.5%			34,912	0.7%
CHILE	9,990	1.0%	18,349	1.8%	6,173	0.6%	9,126	0.8%	12,826	1.2%			56,464	1.1%
COLOMBIA	7,633	0.7%	2,525	0.2%	3,749	0.3%	3,512	0.3%	6,371	0.6%			23,790	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>98,965</b>	<b>9.2%</b>			<b>352,980</b>	<b>6.2%</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>1,077,325</b>	<b>100.00%</b>	<b>0</b>	<b>0.00%</b>	<b>5,332,818</b>	<b>99.01%</b>
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<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>1,116,279</b>	<b>96.5%</b>		<b>#DIV/0!</b>	<b>5,550,689</b>	<b>96.1%</b>

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

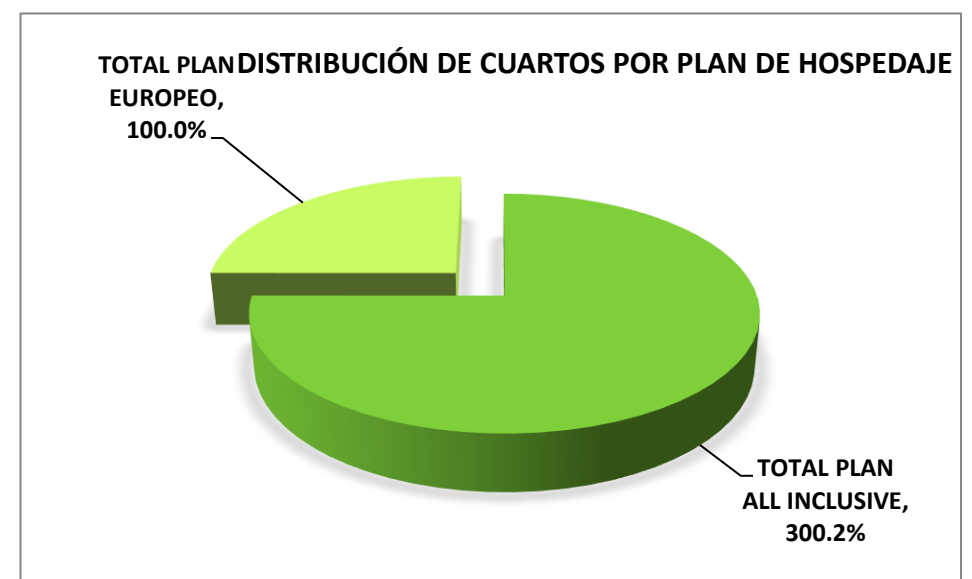


REGIÓN	2014 Participación %		2015 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	44,856	11.47%	50,596	11.45%	5,740	12.80%
Estados Unidos	141,870	36.29%	167,599	37.92%	25,729	18.14%
México	90,561	23.16%	96,401	21.81%	5,840	6.45%
<b>SUMA</b>	<b>277,287</b>	<b>70.93%</b>	<b>314,596</b>	<b>71.19%</b>	<b>37,309</b>	<b>13.46%</b>
<b>SUDAMERICA</b>						
Argentina	11,285	2.89%	21,756	4.92%	10,471	92.79%
Bolivia	44	0.01%	36	0.01%	-8	-18.18%
Brasil	1,830	0.47%	2,301	0.52%	471	25.74%
Chile	4,263	1.09%	4,825	1.09%	562	13.18%
Colombia	2,844	0.73%	2,896	0.66%	52	1.83%
Ecuador	135	0.03%	110	0.02%	-25	-18.52%
Paraguay	304	0.08%	337	0.08%	33	10.86%
Peru	2,439	0.62%	2,865	0.65%	426	17.47%
Uruguay	1,519	0.39%	1,586	0.36%	67	4.41%
Venezuela	533	0.14%	453	0.10%	-80	-15.01%
Otros	378	0.10%	149	0.03%	-229	-60.58%
<b>SUMA</b>	<b>25,574</b>	<b>6.54%</b>	<b>37,314</b>	<b>8.44%</b>	<b>11,740</b>	<b>45.91%</b>
<b>EUROPA</b>						
Alemania	11,750	3.01%	16,046	3.63%	4,296	36.56%
Austria	194	0.05%	247	0.06%	53	27.32%
Bélgica	1,589	0.41%	1,317	0.30%	-272	-17.12%
Bulgaria	12	0.00%	9	0.00%	-3	-25.00%
Dinamarca	46	0.01%	12	0.00%	-34	-73.91%
España	13,061	3.34%	13,234	2.99%	173	1.32%
Finlandia	32	0.01%	7	0.00%	-25	-78.13%
Francia	6,083	1.56%	6,951	1.57%	868	14.27%
Gran Bretaña	34,196	8.75%	31,254	7.07%	-2,942	-8.60%
Grecia	27	0.01%	54	0.01%	27	100.00%
Holanda	3,720	0.95%	3,880	0.88%	160	4.30%
Hungría	32	0.01%	25	0.01%	-7	-21.88%
Irlanda	174	0.04%	197	0.04%	23	13.22%
Islandia	15	0.00%	3	0.00%	-12	-80.00%
Italia	7,340	1.88%	6,283	1.42%	-1,057	-14.40%
Luxemburgo	13	0.00%	4	0.00%	-9	-69.23%
Mónaco	29	0.01%	0	0.00%	-29	-100.00%
Noruega	568	0.15%	505	0.11%	-63	-11.09%
Polonia	126	0.03%	161	0.04%	35	27.78%
Portugal	256	0.07%	391	0.09%	135	52.73%
Rep. Checa	69	0.02%	122	0.03%	53	76.81%
Rumania	32	0.01%	32	0.01%	0	0.00%
Rusia	2,515	0.64%	459	0.10%	-2,056	-81.75%
Slovenia	27	0.01%	13	0.00%	-14	-51.85%
Suecia	153	0.04%	156	0.04%	3	1.96%
Suiza	533	0.14%	732	0.17%	199	37.34%
Otros	613	0.16%	459	0.10%	-154	-25.12%
<b>SUMA</b>	<b>83,205</b>	<b>21.28%</b>	<b>82,553</b>	<b>18.68%</b>	<b>-652</b>	<b>-0.78%</b>
<b>OTROS PAISES</b>	<b>4,875</b>	<b>1.25%</b>	<b>7,466</b>	<b>1.69%</b>	<b>2,591</b>	<b>53.15%</b>
<b>TOTAL</b>	<b>390,941</b>	<b>100.00%</b>	<b>441,929</b>	<b>100.00%</b>	<b>50,988</b>	<b>13.04%</b>

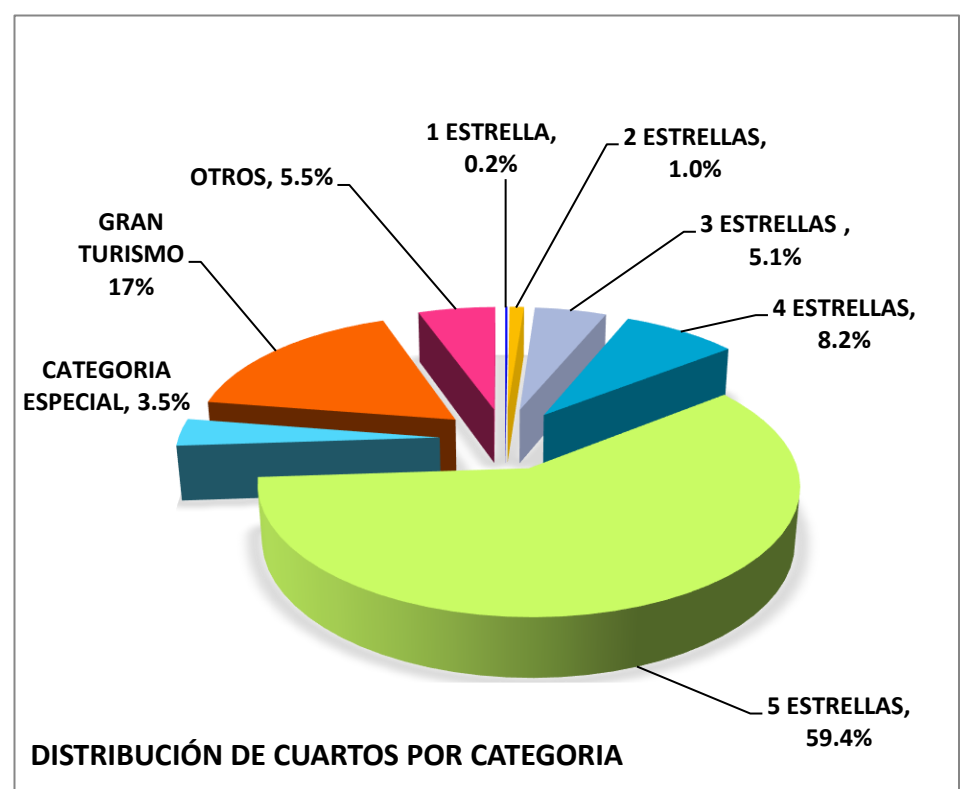
REGIÓN	2014 Participación %		2015 Participación %		VARIACIÓN %	
<b>NORTE AMERICA</b>						
Canadá	408,787	22.01%	418,964	21.27%	10,177	2.49%
Estados Unidos	659,484	35.51%	762,001	38.68%	102,517	15.55%
México	286,544	15.43%	283,963	14.42%	-2,581	-0.90%
<b>SUMA</b>	<b>1,354,815</b>	<b>72.96%</b>	<b>1,464,928</b>	<b>74.37%</b>	<b>110,113</b>	<b>8.13%</b>
<b>SUDAMERICA</b>						
Argentina	48,026	2.59%	71,538	3.63%	23,512	48.96%
Bolivia	216	0.01%	133	0.01%	-83	-38.43%
Brasil	9,308	0.50%	12,121	0.62%	2,813	30.22%
Chile	17,089	0.92%	18,199	0.92%	1,110	6.50%
Colombia	6,918	0.37%	9,027	0.46%	2,109	30.49%
Ecuador	834	0.04%	778	0.04%	-56	-6.71%
Paraguay	968	0.05%	1,439	0.07%	471	48.66%
Peru	6,302	0.34%	6,921	0.35%	619	9.82%
Uruguay	4,152	0.22%	7,053	0.36%	2,901	69.87%
Venezuela	2,108	0.11%	1,741	0.09%	-367	-17.41%
Otros	1,354	0.07%	560	0.03%	-794	-58.64%
<b>SUMA</b>	<b>97,275</b>	<b>5.24%</b>	<b>129,510</b>	<b>6.57%</b>	<b>32,235</b>	<b>33.14%</b>
<b>EUROPA</b>						
Alemania	63,408	3.41%	65,029	3.30%	1,621	2.56%
Austria	1,716	0.09%	1,587	0.08%	-129	-7.52%
Bélgica	7,204	0.39%	5,349	0.27%	-1,855	-25.75%
Bulgaria	123	0.01%	104	0.01%	-19	-15.45%
Dinamarca	845	0.05%	809	0.04%	-36	-4.26%
España	46,622	2.51%	41,708	2.12%	-4,914	-10.54%
Finlandia	2,179	0.12%	666	0.03%	-1,513	-69.44%
Francia	40,815	2.20%	42,408	2.15%	1,593	3.90%
Gran Bretaña	107,592	5.79%	102,715	5.21%	-4,877	-4.53%
Grecia	306	0.02%	174	0.01%	-132	-43.14%
Holanda	12,629	0.68%	14,266	0.72%	1,637	12.96%
Hungría	359	0.02%	360	0.02%	1	0.28%
Irlanda	1,260	0.07%	787	0.04%	-473	-37.54%
Islandia	208	0.01%	59	0.00%	-149	-71.63%
Italia	34,307	1.85%	29,804	1.51%	-4,503	-13.13%
Luxemburgo	144	0.01%	94	0.00%	-50	-34.72%
Mónaco	68	0.00%	20	0.00%	-48	-70.59%
Noruega	3,437	0.19%	2,798	0.14%	-639	-18.59%
Polonia	2,159	0.12%	4,674	0.24%	2,515	116.49%
Portugal	885	0.05%	1,005	0.05%	120	13.56%
Rep. Checa	589	0.03%	784	0.04%	195	33.11%
Rumania	229	0.01%	191	0.01%	-38	-16.59%
Rusia	26,623	1.43%	6,828	0.35%	-19,795	-74.35%
Slovenia	105	0.01%	89	0.00%	-16	-15.24%
Suecia	22,695	1.22%	19,664	1.00%	-3,031	-13.36%
Suiza	5,534	0.30%	5,710	0.29%	176	3.18%
Otros	8,570	0.46%	6,760	0.34%	-1,810	-21.12%
<b>SUMA</b>	<b>390,611</b>	<b>21.04%</b>	<b>354,442</b>	<b>17.99%</b>	<b>-36,169</b>	<b>-9.26%</b>
<b>OTROS PAISES</b>	<b>14,223</b>	<b>0.77%</b>	<b>20,980</b>	<b>1.07%</b>	<b>6,757</b>	<b>47.51%</b>
<b>TOTAL</b>	<b>1,856,924</b>	<b>100.00%</b>	<b>1,969,860</b>	<b>100.00%</b>	<b>112,936</b>	<b>6.08%</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>	

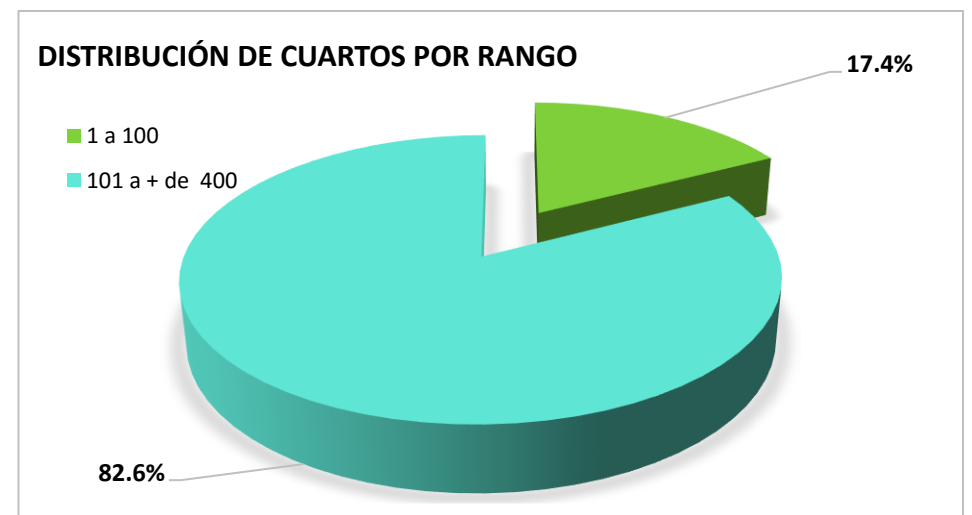
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
<b>TOTAL PLAN ALL INCLUSIVE</b>	31,679	73	300.2%
<b>TOTAL PLAN EUROPEO</b>	10,553	328	100.0%
<b>SUMAS</b>	<b>42,232</b>	<b>401</b>	<b>400.2%</b>



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	89	5.1%
<b>4 ESTRELLAS</b>	3,475	46	8.2%
<b>5 ESTRELLAS</b>	25,088	68	59.4%
<b>CATEGORIA ESPECIAL</b>	1,494	11	3.5%
<b>GRAN TURISMO</b>	7,199	20	17.0%
<b>OTROS</b>	2,315	143	5.5%
<b>SUMAS</b>	<b>42,232</b>	<b>401</b>	<b>100.0%</b>



RANGO	Cuartos	# Htls.	%
<b>1 a 100</b>	7,328	318	17.4%
<b>101 a + de 400</b>	34,904	83	82.6%
<b>SUMAS</b>	<b>42,232</b>	<b>401</b>	<b>100.0%</b>





**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE  
 EN LA RIVIERA MAYA POR LOCALIDAD  
 M A Y O 2 0 1 5**

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	24	6.0%	4,000	9.5%
COBA	2	0.5%	49	0.1%
KANTENAH	9	2.2%	2,936	7.0%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	171	42.6%	7,745	18.3%
PLAYA DEL SECRETO	1	0.2%	540	1.3%
PLAYA PARAISO	12	3.0%	3,856	9.1%
PLAYACAR	23	5.7%	6,712	15.9%
PUERTO AVENTURAS	14	3.5%	5,238	12.4%
PUNTA ALLEN	5	1.2%	47	0.1%
PUNTA BETE XCALACOCO	15	3.7%	4,669	11.1%
PUNTA BRAVA	1	0.2%	680	1.6%
PUNTA MAROMA	9	2.2%	2,175	5.2%
SIAN KA'AN	5	1.2%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	100	24.9%	2,130	5.0%
XCARET	1	0.2%	750	1.8%
XPU-HA	4	1.0%	469	1.1%
<b>TOTAL</b>	<b>401</b>	<b>100.0%</b>	<b>42,232</b>	<b>100.0%</b>

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

