



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

J U N I O 2 0 1 5

El Barómetro Turístico de la Riviera Maya en su **Ducentésima Novena** edición correspondiente al mes de Junio del año 2015, fue elaborado con un muestreo de **34,661** cuartos, que corresponde al 81.43% del total de cuartos existentes a la fecha, los cuales son **42,568** 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 JUNIO DE 2015

CONCEPTO	J U N I O		VARIACIÓN	
	2014	2015	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	41,003	42,568	1,565	3.82%
CUARTOS NOCHE DISPONIBLES	1,217,565	1,267,920	50,355	4.14%
CUARTOS NOCHE OCUPADOS	965,339	1,059,592	94,253	9.76%
% DE OCUPACION	79.28%	83.57%	4.28%	
% DE OCUPACION TODO INCLUIDO	83.13%	85.96%	2.83%	
ESTADIA PROMEDIO				
GENERAL	5.6	5.9	0.30	
TURISMO NACIONAL	3.2	3.6	0.40	
TURISMO INTERNACIONAL	6.3	6.7	0.40	
TARIFA PROMEDIO (pesos)	\$ 2,580.27	\$ 3,381.70	801	31.06%
AFLUENCIA DEL TURISMO				
TOTAL	374,869	406,439	31,570	8.42%
NACIONALES	77,663	78,566	903	1.16%
EXTRANJEROS	297,206	327,873	30,667	10.32%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN				
	2014		2015	
EUROPA	85,370	28.72%	78,682	24.00%
ESTADOS UNIDOS	153,890	51.78%	180,943	55.19%
CANADÁ	32,795	11.03%	36,442	11.11%
SUDAMERICA	19,998	6.73%	26,506	8.08%
RESTO DEL MUNDO	5,153	1.73%	5,300	1.62%
	297,206	100.00%	327,873	100.00%
PRODUCCIÓN CUARTOS NOCHE				
TOTAL	965,339	1,059,592	94,253	9.76%
NACIONALES	102,580	111,302	8,722	8.50%
EXTRANJEROS	862,759	948,290	85,531	9.91%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2014		2015	
EUROPA (Principales países)	333,057	38.6%	307,349	32.4%
ESTADOS UNIDOS	353,306	41.0%	404,106	42.6%
CANADÁ	93,192	10.8%	98,242	10.4%
SUDAMERICA (Principales países)	43,962	5.1%	66,717	7.0%
RESTO DEL MUNDO	39,242	4.55%	71,876	7.6%
	862,759	100.00%	948,290	100.00%

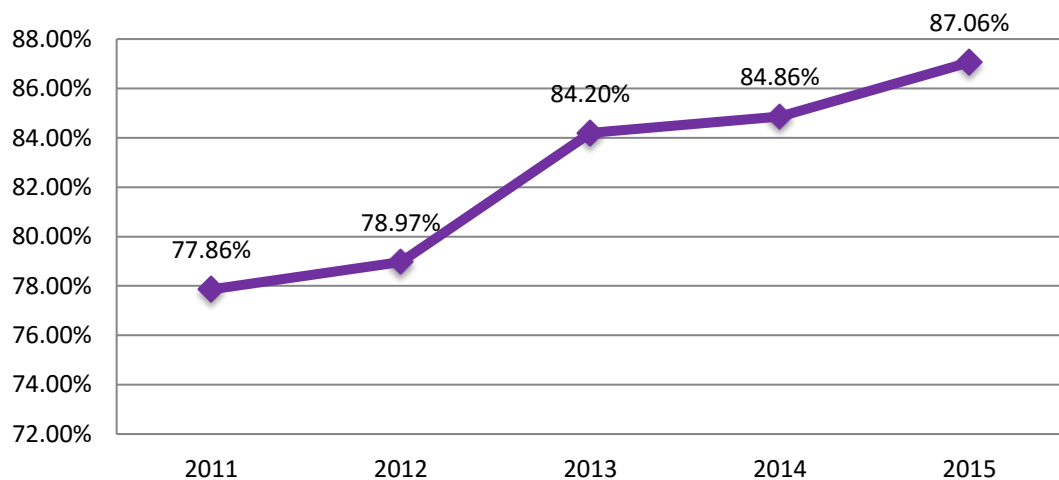
BAROMETRO TURÍSTICO RIVIERA MAYA
RESUMEN COMPARATIVO MENSUAL
ENERO - JUNIO DE 2015



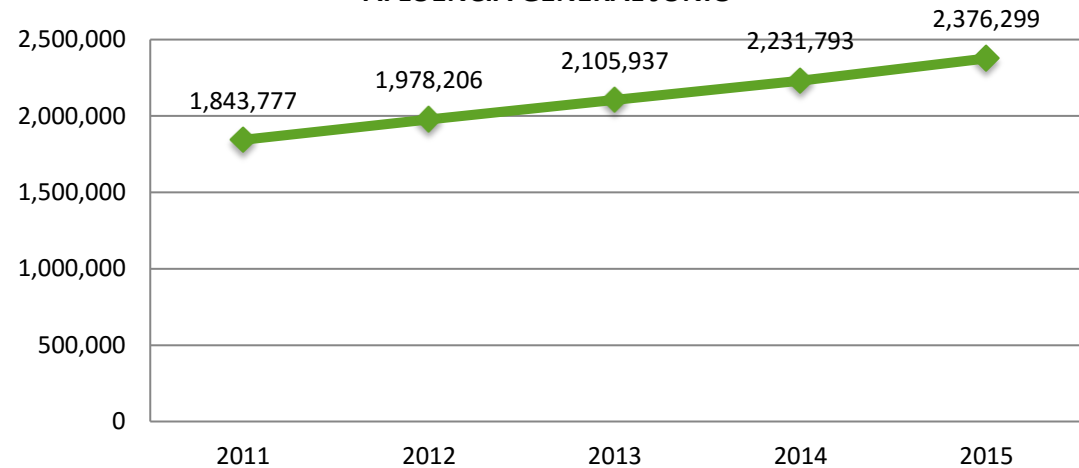
CONCEPTO	ENERO - JUNIO		VARIACIÓN	
	2014	2015	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	41,003	42,568	1,565	3.82%
CUARTOS NOCHE DISPONIBLES	7,346,639	7,592,947	246,308	3.35%
CUARTOS NOCHE OCUPADOS	6,234,381	6,610,281	375,900	6.03%
% DE OCUPACION	84.86%	87.06%	2.20%	
% DE OCUPACION TODO INCLUIDO	87.56%	88.52%	0.96%	
ESTADIA PROMEDIO				
GENERAL	6.0	6.1	0.10	
TURISMO NACIONAL	3.4	3.7	0.30	
TURISMO INTERNACIONAL	6.7	6.7	0.00	
TARIFA PROMEDIO (pesos)	\$ 3,040.31	\$ 3,953.41	913	30.03%
AFLUENCIA DEL TURISMO				
	2014	2015		
TOTAL	2,231,793	2,376,299	144,506	6.47%
NACIONALES	364,207	362,529	-1,678	-0.46%
EXTRANJEROS	1,867,586	2,013,770	146,184	7.83%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONE				
	2014		2015	
EUROPA	475,981	25.49%	433,124	21.51%
ESTADOS UNIDOS	813,374	43.55%	942,944	46.82%
CANADÁ	441,582	23.64%	455,406	22.61%
SUDAMERICA	117,273	6.28%	156,016	7.75%
RESTO DEL MUNDO	19,376	1.04%	26,280	1.31%
	1,867,586	100.00%	2,013,770	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2014	2015		
TOTAL	6,234,381	6,610,281	375,900	6.03%
NACIONALES	513,865	563,804	49,939	9.72%
EXTRANJEROS	5,720,516	6,046,477	325,961	5.70%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2014		2015	
EUROPA (Principales países)	1,868,878	32.7%	1,748,816	28.9%
ESTADOS UNIDOS	1,961,305	34.3%	2,191,718	36.2%
CANADÁ	1,396,271	24.4%	1,396,499	23.1%
SUDAMERICA (Principales países)	283,853	5.0%	419,697	6.9%
RESTO DEL MUNDO	210,209	3.67%	289,747	4.8%
	5,720,516	100.00%	6,046,477	100.00%

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	68.67%	70.65%	76.31%	79.28%	83.57%	14.90%	12.92%	7.26%	4.29%	286,250	322,556	354,034	374,869	406,439	41.99%	26.01%	14.80%	8.42%
JUL																		
AGO																		
SEPT																		
OCT																		
NOV																		
DIC																		
Total	77.86%	78.97%	84.20%	84.86%	87.06%	9.20%	8.08%	2.86%	2.20%	1,843,777	1,978,206	2,105,937	2,231,793	2,376,299	28.88%	20.12%	12.84%	6.47%

OCUPACIÓN GENERAL JUNIO

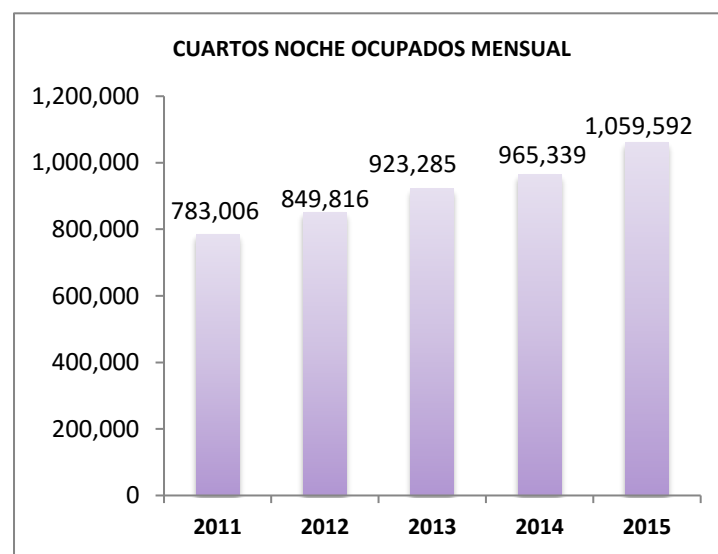


AFLUENCIA GENERAL JUNIO



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	783,006	849,816	923,285	965,339	1,059,592	35.32%	24.68%	14.76%	9.76%
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	5,375,268	5,746,556	6,130,233	6,234,381	6,610,281	22.98%	15.03%	7.83%	6.03%
ENE-JUL									
ENE-AGO									
ENE-SEP									
ENE-OCT									
ENE-NOV									
ENE-DIC									

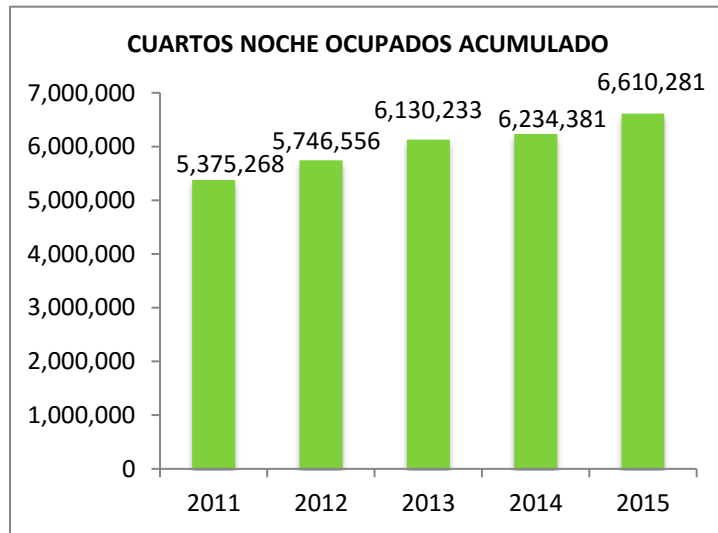


TABLA DE OCUPACION HOTELERA AÑO 2015

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	87.62%	45,956	12.33%	326,880	87.67%	372,836	6.4
FEBRERO	42,115	1,173,096	1,067,830	91.03%	35,202	9.84%	322,681	90.16%	357,883	6.3
MARZO	42,154	1,299,200	1,115,291	85.84%	47,349	11.84%	352,558	88.16%	399,907	6.1
ABRIL	42,212	1,257,670	1,116,982	88.81%	59,055	14.86%	338,250	85.14%	397,305	6.2
MAYO	42,232	1,300,527	1,116,279	85.83%	96,401	21.81%	345,528	78.19%	441,929	5.5
JUNIO	42,568	1,267,920	1,059,592	83.57%	78,566	19.33%	327,873	80.67%	406,439	5.9
JULIO										
AGOSTO										
SEPTIEMBRE										
OCTUBRE										
NOVIEMBRE										
DICIEMBRE										

ACUMULADO ANUAL

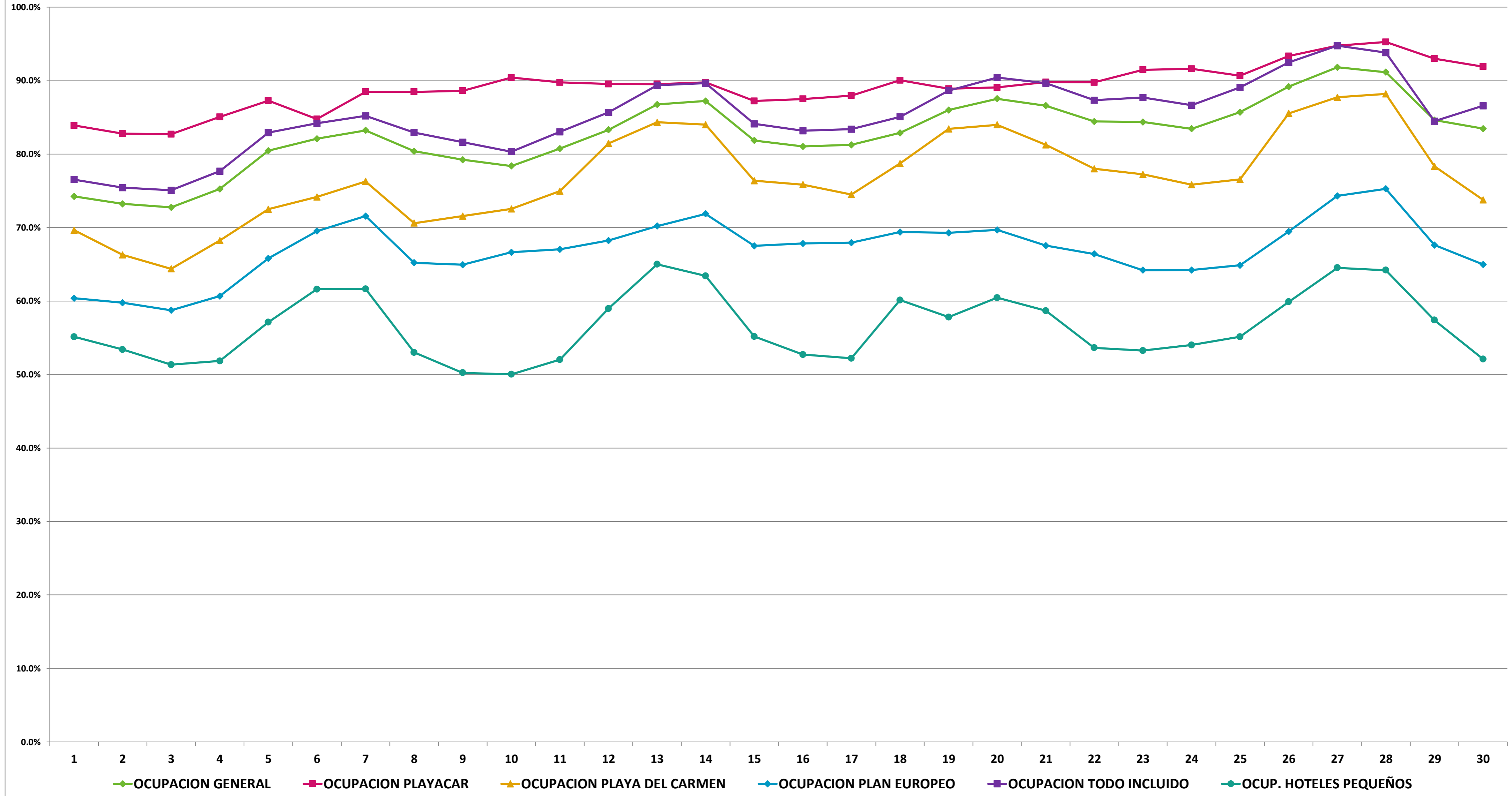
ENE-FEB	42,115	2,467,630	2,202,137	89.24%	81,158	11.11%	649,561	88.89%	730,719	6.4
ENE-MAR	42,154	3,766,830	3,317,428	88.07%	128,507	11.37%	1,002,119	88.63%	1,130,626	6.3
ENE-ABR	42,155	5,024,500	4,434,410	88.26%	187,562	12.28%	1,340,369	87.72%	1,527,931	6.3
ENE-MAY	42,232	6,325,027	5,550,689	87.76%	283,963	14.42%	1,685,897	85.58%	1,969,860	6.1
ENE-JUN	42,568	7,592,947	6,610,281	87.06%	362,529	15.26%	2,013,770	84.74%	2,376,299	6.1
ENE-JUL										
ENE-AGO										
ENE-SEP										
ENE-OCT										
ENE-NOV										
ENE-DIC										

OCUPACIÓN HOTELERA DIARIA

JUNIO DE 2015

	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	Lunes	Martes	PROMEDIO
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	
OCUPACION GENERAL	74.2%	73.2%	72.8%	75.3%	80.5%	82.1%	83.2%	80.4%	79.2%	78.4%	80.8%	83.3%	86.8%	87.2%	81.9%	81.0%	81.3%	82.9%	86.0%	87.5%	86.6%	84.5%	84.4%	83.5%	85.7%	89.2%	91.8%	91.2%	84.6%	83.5%	83.57%
OCUPACION PLAYACAR	83.9%	82.8%	82.7%	85.1%	87.3%	84.8%	88.5%	88.5%	88.6%	90.4%	89.8%	89.6%	89.5%	89.8%	87.2%	87.5%	88.0%	90.0%	88.9%	89.1%	89.8%	89.8%	91.5%	91.6%	90.7%	93.3%	94.8%	95.3%	93.0%	91.9%	89.11%
OCUPACION PLAYA DEL CARMEN	69.6%	66.3%	64.4%	68.2%	72.5%	74.2%	76.3%	70.6%	71.6%	72.5%	75.0%	81.5%	84.3%	84.0%	76.4%	75.9%	74.5%	78.7%	83.4%	84.0%	81.3%	78.0%	77.2%	75.8%	76.6%	85.5%	87.7%	88.2%	78.3%	73.8%	76.87%
OCUPACION PLAN EUROPEO	60.4%	59.8%	58.7%	60.7%	65.8%	69.5%	71.6%	65.2%	65.0%	66.6%	67.0%	68.2%	70.2%	71.9%	67.5%	67.8%	68.0%	69.4%	69.3%	69.7%	67.6%	66.4%	64.2%	64.2%	64.9%	69.5%	74.3%	75.3%	67.6%	65.0%	67.04%
OCUPACION TODO INCLUIDO	76.5%	75.4%	75.1%	77.7%	82.9%	84.2%	85.2%	82.9%	81.6%	80.3%	83.0%	85.7%	89.4%	89.6%	84.1%	83.2%	83.4%	85.1%	88.7%	90.4%	89.7%	87.3%	87.7%	86.7%	89.1%	92.5%	94.8%	93.8%	84.5%	86.6%	85.96%
OCUP. HOTELES PEQUEÑOS	55.2%	53.4%	51.3%	51.8%	57.1%	61.6%	61.6%	53.0%	50.2%	50.0%	52.0%	59.0%	65.0%	63.4%	55.2%	52.7%	52.2%	60.1%	57.8%	60.5%	58.7%	53.6%	53.3%	54.0%	55.1%	59.9%	64.5%	64.2%	57.4%	52.1%	56.54%

JUNIO 2015
OCUPACIÓN HOTELERA RIVIERA MAYA





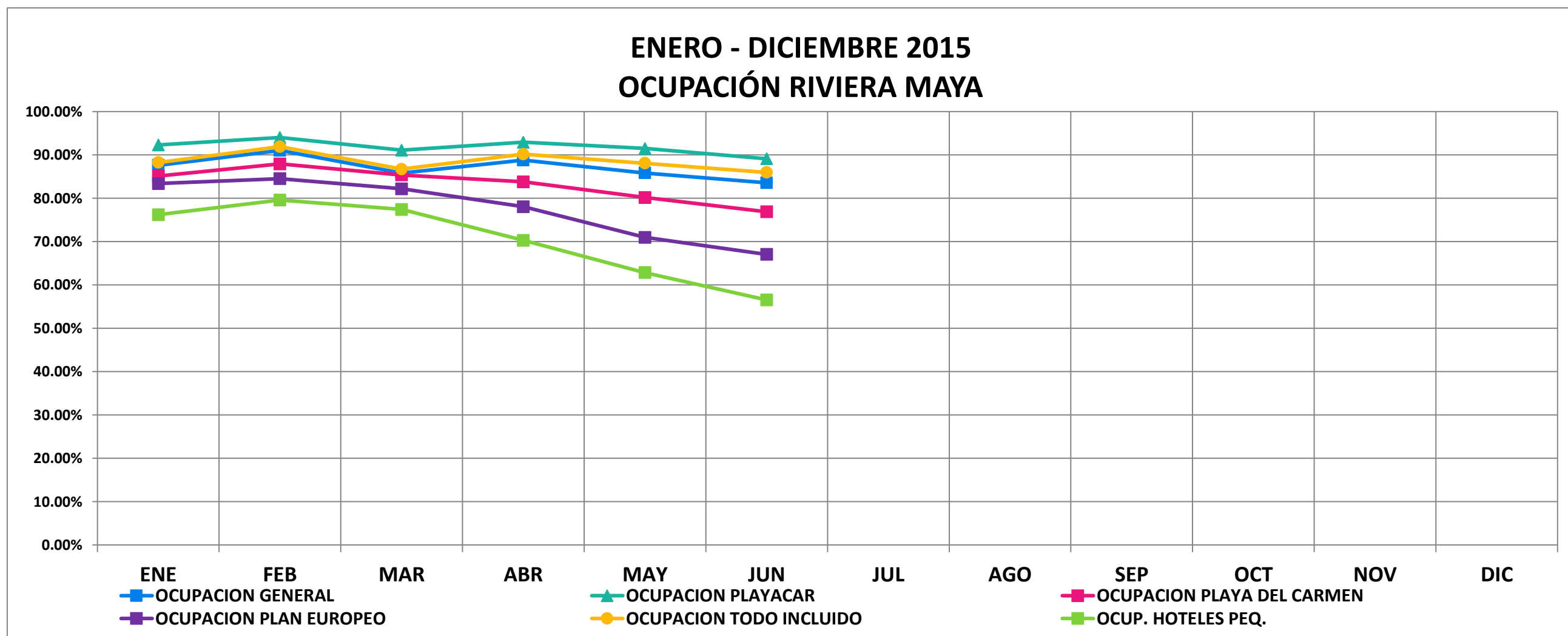
FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

DEPARTAMENTO DE ESTADÍSTICA

OCUPACIÓN HOTELERA MENSUAL

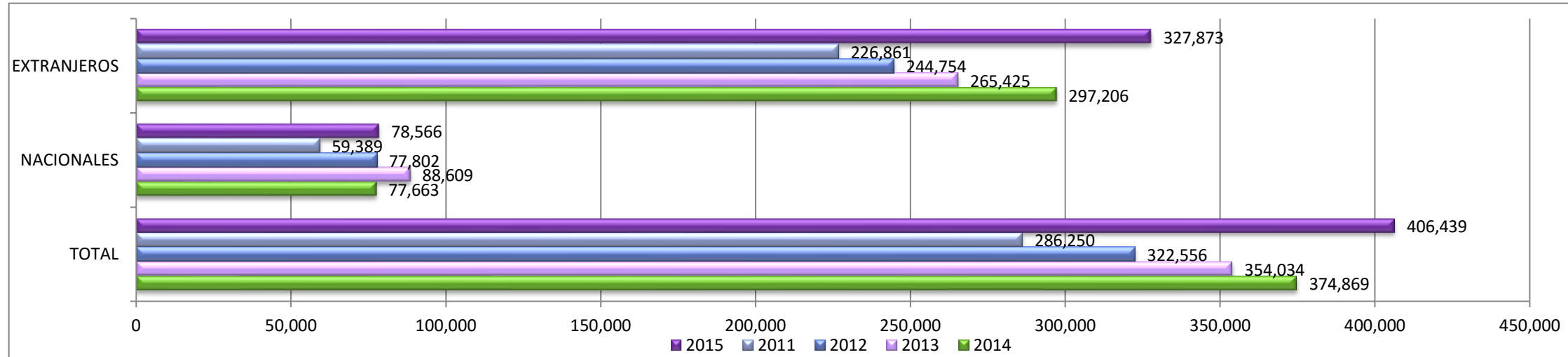
ENERO - DICIEMBRE 2015

MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
OCUPACION GENERAL	87.62%	91.03%	85.84%	88.81%	85.83%	83.57%							87.06%
OCUPACION PLAYACAR	92.30%	94.02%	91.09%	92.94%	91.49%	89.11%							91.82%
OCUPACION PLAYA DEL CARMEN	85.16%	87.94%	85.38%	83.79%	80.16%	76.87%							83.22%
OCUPACION PLAN EUROPEO	83.41%	84.51%	82.19%	78.06%	71.00%	67.04%							77.70%
OCUPACION TODO INCLUIDO	88.25%	91.91%	86.71%	90.18%	88.08%	85.96%							88.52%
OCUP. HOTELES PEQ.	76.20%	79.59%	77.43%	70.29%	62.85%	56.54%							70.48%



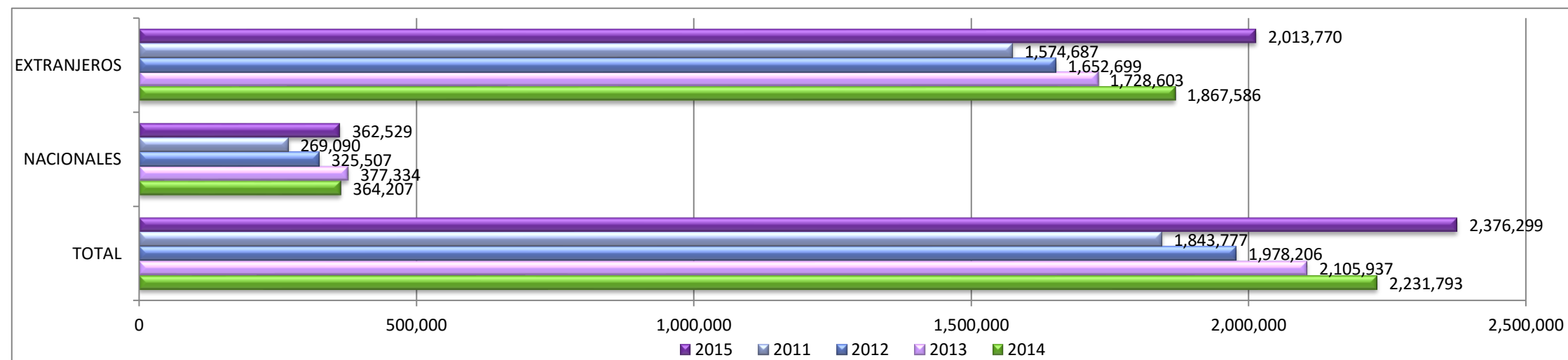
PROCEDENCIA DEL TURISMO JUNIO

AFLUENCIA DEL TURISMO	2011		2012		2013		2014		2015		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2015-11	2015-12	2015-13	2015-14
TOTAL	286,250	100.00%	322,556	100.00%	354,034	100.00%	374,869	100.00%	406,439	100.00%	41.99%	26.01%	14.80%	8.42%
NACIONALES	59,389	20.75%	77,802	24.12%	88,609	25.03%	77,663	20.72%	78,566	19.33%	32.29%	0.98%	-11.33%	1.16%
EXTRANJEROS	226,861	79.25%	244,754	75.88%	265,425	74.97%	297,206	79.28%	327,873	80.67%	44.53%	33.96%	23.53%	10.32%



ENERO-JUNIO

AFLUENCIA DEL TURISMO	2011		2012		2013		2014		2015		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2015-11	2015-12	2015-13	2015-14
TOTAL	1,843,777	100.00%	1,978,206	100.00%	2,105,937	100.00%	2,231,793	100.00%	2,376,299	100.00%	28.88%	20.12%	12.84%	6.47%
NACIONALES	269,090	14.59%	325,507	16.45%	377,334	17.92%	364,207	16.32%	362,529	15.26%	34.72%	11.37%	-3.92%	-0.46%
EXTRANJEROS	1,574,687	85.41%	1,652,699	83.55%	1,728,603	82.08%	1,867,586	83.68%	2,013,770	84.74%	27.88%	21.85%	16.50%	7.83%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
J U N I O 2015

PAIS	No. DE PERSONAS	%
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PAIS	No. DE PERSONAS	%
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PAIS	No. DE PERSONAS	%
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1.- NORTE AMERICA		
Canadá	36,442	8.97
Estados Unidos	180,943	44.52
México	78,566	19.33
SUMA	295,951	72.82

2.- CENTRO AMERICA		
Belice	123	0.03
Costa Rica	67	0.02
El Salvador	60	0.01
Guatemala	283	0.07
Nicaragua	1	0.00
Panamá	2,262	0.56
Otros	25	0.01
SUMA	2,821	0.69

3.- SUDAMERICA		
Argentina	13,477	3.32
Bolivia	119	0.03
Brasil	1,243	0.31
Chile	3,415	0.84
Colombia	3,922	0.96
Ecuador	157	0.04
Paraguay	183	0.05
Perú	1,287	0.32
Uruguay	1,891	0.47
Venezuela	286	0.07
Otros	526	0.13
SUMA	26,506	6.52

4.- CARIBE		
Bahamas	2	0.00
Bermudas	3	0.00
Cuba	79	0.02
Curacao		0.00
Haiti		0.00
Jamaica	29	0.01
Puerto Rico	357	0.09
Rep. Dominicana	231	0.06
Otros	30	0.01
SUMA	731	0.18

5.- OCEANIA		
Australia	861	0.21
Nueva Zelanda	34	0.01
SUMA	895	0.22

6.- ASIA		
Arabia	12	0.00
China	86	0.02
Corea	79	0.02
Filipinas	19	0.00
India	67	0.02
Israel	133	0.03
Japón	77	0.02
Paquistan		0.00
Turquia	6	0.00
Otros	248	0.06
SUMA	727	0.18

7.- AFRICA		
Argelia		0.00
Egipto	19	0.00
Sudáfrica	38	0.01
Otros	69	0.02
SUMA	126	0.03

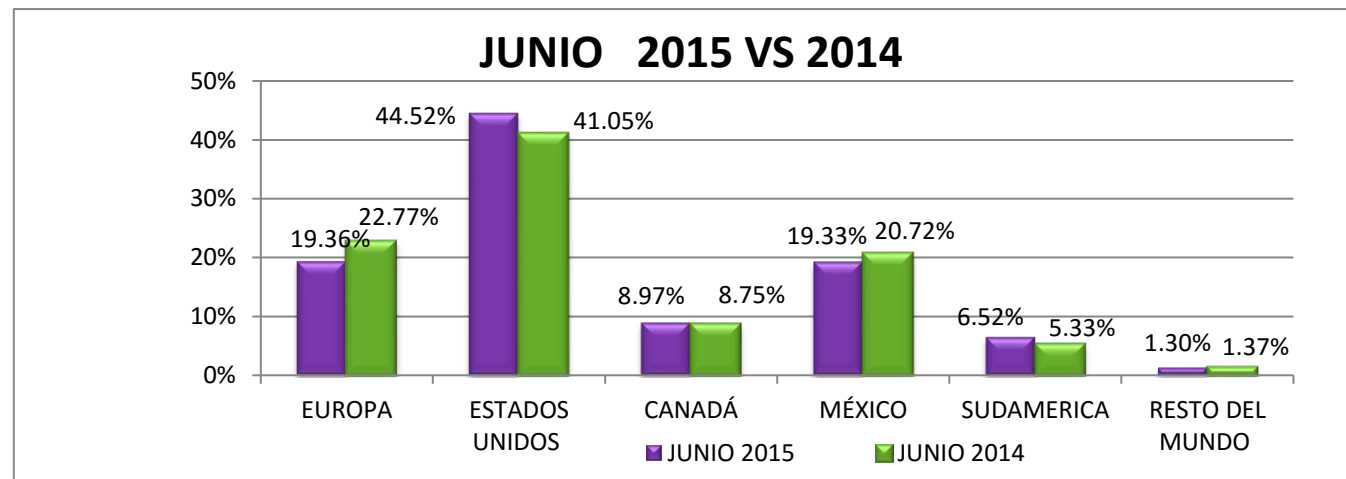
8.- EUROPA		
Alemania	8,464	2.08
Austria	379	0.09
Bélgica	1,113	0.27
Bulgaria	11	0.00
Dinamarca	22	0.01
España	15,115	3.72
Finlandia	12	0.00
Francia	3,904	0.96
Gran Bretaña	33,179	8.16
Grecia	11	0.00
Holanda	3,896	0.96
Hungría	29	0.01
Irlanda	186	0.05
Islandia	18	0.00
Italia	9,068	2.23
Luxemburgo	15	0.00
Mónaco	3	0.00
Noruega	510	0.13
Polonia	268	0.07
Portugal	996	0.25
Rep. Checa	116	0.03
Rumania	30	0.01
Rusia	285	0.07
Slovenia	21	0.01
Suecia	153	0.04
Suiza	311	0.08
Otros	567	0.14
SUMA	78,682	19.36

GRAN TOTAL		
	406,439	100.00

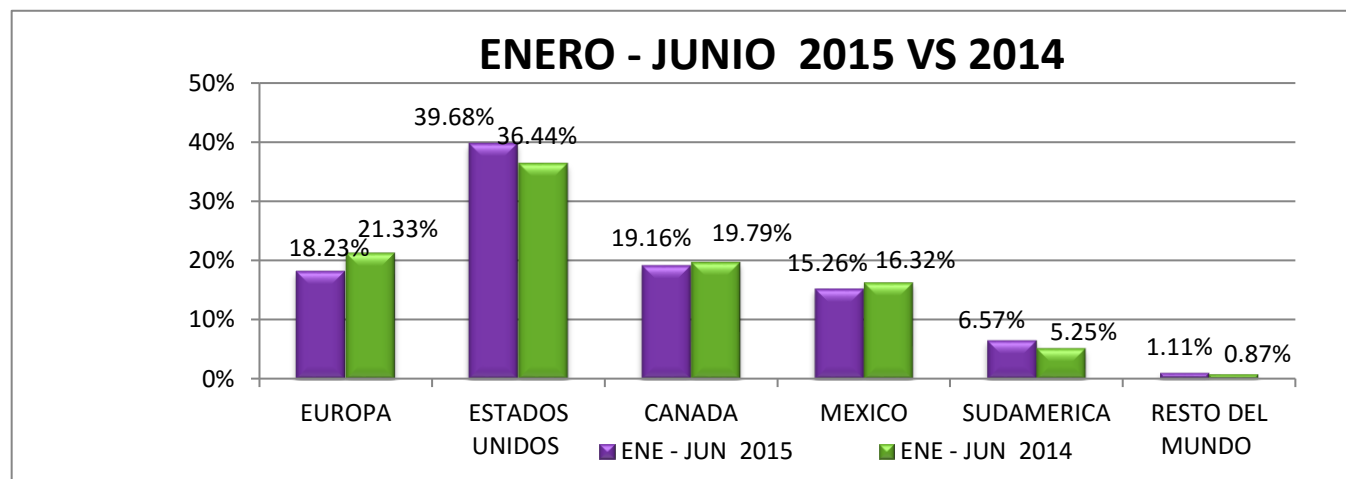
PROCEDENCIA DE VISITANTES A LA RIVIERA MAYA ENERO - JUNIO 2015

PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	455,406	19.16	Bahamas	63	0.00	Alemania	73,493	3.09
Estados Unidos	942,944	39.68	Bermudas	50	0.00	Austria	1,966	0.08
México	362,529	15.26	Cuba	162	0.01	Bélgica	6,462	0.27
SUMA	1,760,879	74.10	Curacao	0	0.00	Bulgaria	115	0.00
			Haiti	8	0.00	Dinamarca	831	0.03
			Jamaica	213	0.01	España	56,823	2.39
			Puerto Rico	814	0.03	Finlandia	678	0.03
			Rep. Dominicana	986	0.04	Francia	46,312	1.95
			Otros	505	0.02	Gran Bretaña	135,894	5.72
			SUMA	2,801	0.12	Grecia	185	0.01
						Holanda	18,162	0.76
2.- CENTRO AMERICA			5.-OCEANIA			6.- ASIA		
Belice	654	0.03	Australia	5,720	0.24	Arabia	109	0.00
Costa Rica	790	0.03	Nueva Zelanda	220	0.01	China	934	0.04
El Salvador	497	0.02	SUMA	5,940	0.25	Corea	704	0.03
Guatemala	865	0.04				Filipinas	72	0.00
Nicaragua	48	0.00				India	402	0.02
Panamá	7,892	0.33				Israel	719	0.03
Otros	323	0.01				Japón	431	0.02
SUMA	11,069	0.47				Paquistán	9	0.00
						Turquia	127	0.01
						Otros	2,140	0.09
						SUMA	5,647	0.24
3.- SUDAMERICA			7.- AFRICA			GRAN TOTAL		
Argentina	85,015	3.58	Argelia	11	0.00			
Bolivia	252	0.01	Egipto	93	0.00		2,376,299	100.00
Brasil	13,364	0.56	Sudáfrica	276	0.01			
Chile	21,614	0.91	Otros	443	0.02			
Colombia	12,949	0.54	SUMA	823	0.03			
Ecuador	935	0.04						
Paraguay	1,622	0.07						
Perú	8,208	0.35						
Uruguay	8,944	0.38						
Venezuela	2,027	0.09						
Otros	1,086	0.05						
SUMA	156,016	6.57						

REGION	JUNIO 2014		JUNIO 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	85,370	22.77%	78,682	19.36%	-7.83%
ESTADOS UNIDOS	153,890	41.05%	180,943	44.52%	17.58%
CANADÁ	32,795	8.75%	36,442	8.97%	11.12%
MÉXICO	77,663	20.72%	78,566	19.33%	1.16%
SUDAMERICA	19,998	5.33%	26,506	6.52%	32.54%
RESTO DEL MUNDO	5,153	1.37%	5,300	1.30%	2.85%
SUMAS	374,869	100.00%	406,439	100.00%	8.42%



REGION	ENE - JUN 2014		ENE - JUN 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	475,981	21.33%	433,124	18.23%	-9.00%
ESTADOS UNIDOS	813,374	36.44%	942,944	39.68%	15.93%
CANADA	441,582	19.79%	455,406	19.16%	3.13%
MEXICO	364,207	16.32%	362,529	15.26%	-0.46%
SUDAMERICA	117,273	5.25%	156,016	6.57%	33.04%
RESTO DEL MUNDO	19,376	0.87%	26,280	1.11%	35.63%
SUMAS	2,231,793	100.00%	2,376,299	100.00%	6.47%



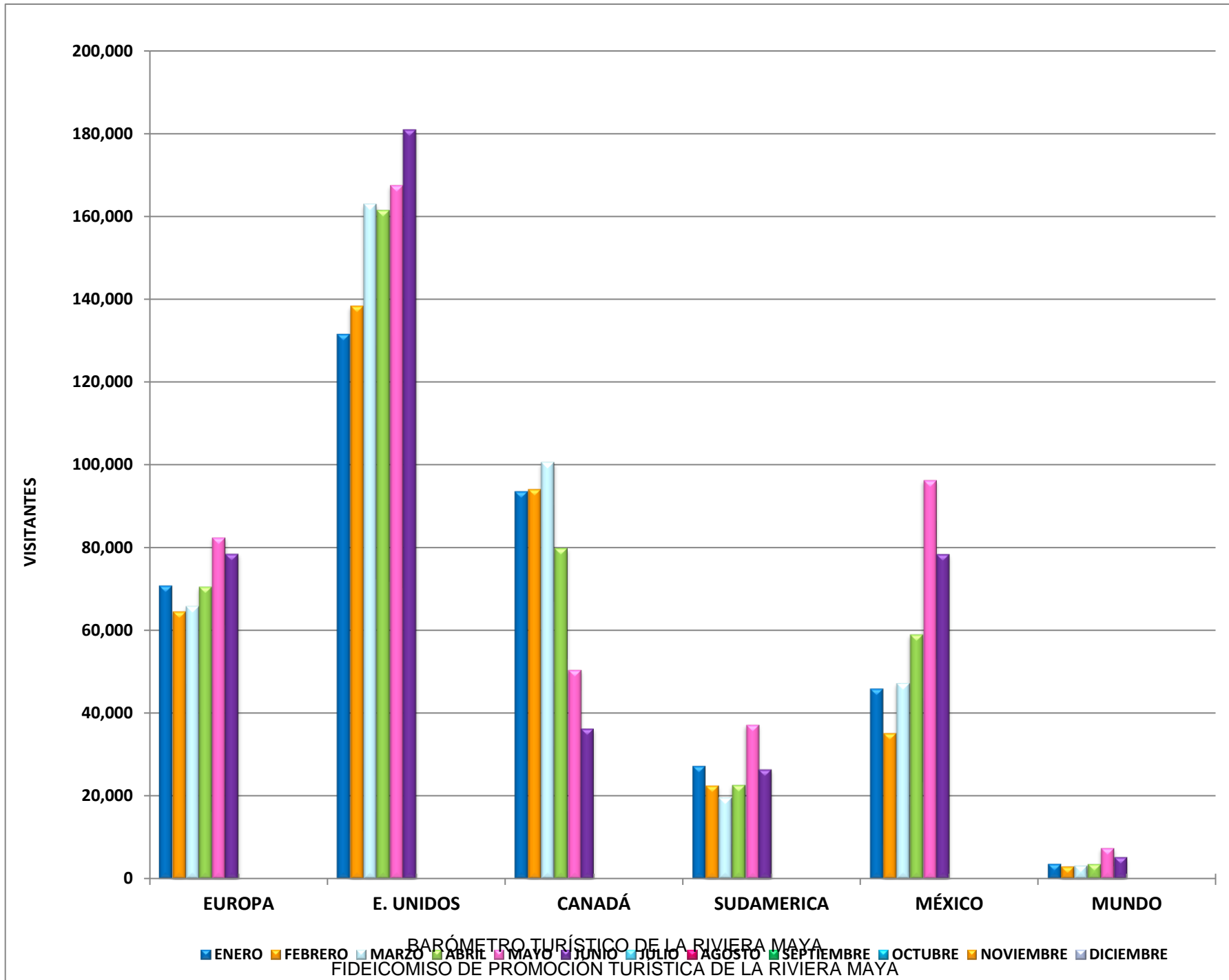
**PROCEDENCIA DEL TURISMO POR REGIONES
AÑO 2015**

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	78,682	19.4	180,943	44.5	36,442	9.0	26,506	6.5	78,566	19.3	5,300	1.3	406,439	100.0
JULIO														
AGOSTO														
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

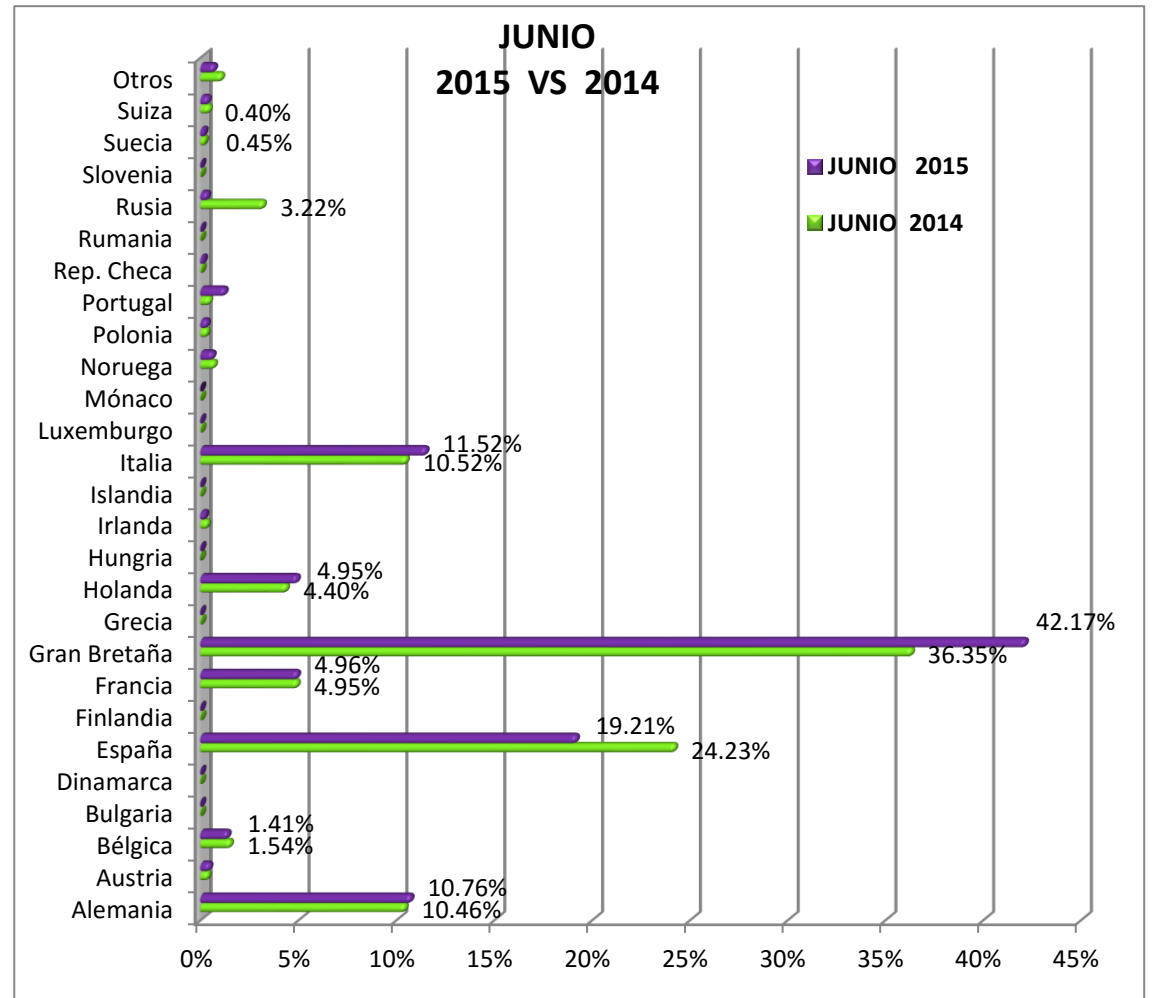
ENE-FEB	135,398	18.5	269,944	36.9	187,712	25.7	49,840	6.8	81,158	11.1	6,667	0.9	730,719	100.0
ENE-MAR	201,312	17.8	432,939	38.3	288,438	25.5	69,528	6.1	128,507	11.4	9,902	0.9	1,130,626	100.0
ENE-ABR	271,889	17.8	594,402	38.9	368,368	24.1	92,196	6.0	187,562	12.3	13,514	0.9	1,527,931	100.0
ENE-MAY	354,442	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	433,124	18.2	942,944	39.7	455,406	19.2	156,016	6.6	362,529	15.3	26,280	1.1	2,376,299	100.0
ENE-JUL														
ENE-AGO														
ENE-SEPT														
ENE-OCT														
ENE-NOV														
ENE-DIC														
ENE-DIC														

GRAFICA PROCEDENCIA DEL TURISMO POR REGIONES DESGLOSE MENSUAL 2015



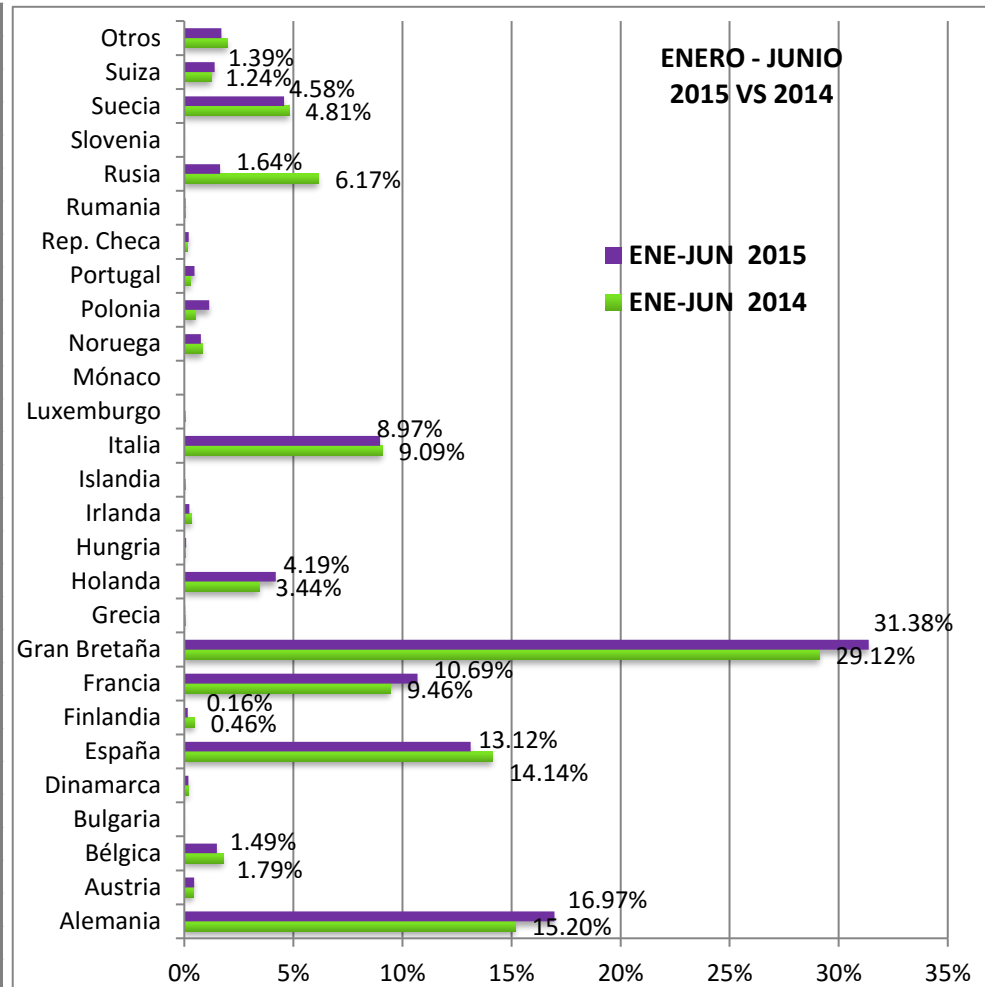
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO JUNIO 2015 VS 2014

PAIS	JUNIO 2014		JUNIO 2015	
	PAX	%	PAX	%
Alemania	8,927	10.46%	8,464	10.76%
Austria	328	0.38%	379	0.48%
Bélgica	1,311	1.54%	1,113	1.41%
Bulgaria	18	0.02%	11	0.01%
Dinamarca	14	0.02%	22	0.03%
España	20,683	24.23%	15,115	19.21%
Finlandia	33	0.04%	12	0.02%
Francia	4,224	4.95%	3,904	4.96%
Gran Bretaña	31,029	36.35%	33,179	42.17%
Grecia	39	0.05%	11	0.01%
Holanda	3,753	4.40%	3,896	4.95%
Hungría	7	0.01%	29	0.04%
Irlanda	303	0.35%	186	0.24%
Islandia	29	0.03%	18	0.02%
Italia	8,979	10.52%	9,068	11.52%
Luxemburgo	31	0.04%	15	0.02%
Mónaco	20	0.02%	3	0.00%
Noruega	613	0.72%	510	0.65%
Polonia	281	0.33%	268	0.34%
Portugal	404	0.47%	996	1.27%
Rep. Checa	54	0.06%	116	0.15%
Rumania	20	0.02%	30	0.04%
Rusia	2,745	3.22%	285	0.36%
Slovenia	26	0.03%	21	0.03%
Suecia	186	0.22%	153	0.19%
Suiza	387	0.45%	311	0.40%
Otros	926	1.08%	567	0.72%
SUMA	85,370	100.00%	78,682	100.00%



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

PAIS	ENE-JUN 2014		ENE-JUN 2015	
	PAX	%	PAX	%
Alemania	72,335	15.20%	73,493	16.97%
Austria	2,044	0.43%	1,966	0.45%
Bélgica	8,515	1.79%	6,462	1.49%
Bulgaria	141	0.03%	115	0.03%
Dinamarca	859	0.18%	831	0.19%
España	67,305	14.14%	56,823	13.12%
Finlandia	2,212	0.46%	678	0.16%
Francia	45,039	9.46%	46,312	10.69%
Gran Bretaña	138,621	29.12%	135,894	31.38%
Grecia	345	0.07%	185	0.04%
Holanda	16,382	3.44%	18,162	4.19%
Hungría	366	0.08%	389	0.09%
Irlanda	1,563	0.33%	973	0.22%
Islandia	237	0.05%	77	0.02%
Italia	43,286	9.09%	38,872	8.97%
Luxemburgo	175	0.04%	109	0.03%
Mónaco	88	0.02%	23	0.01%
Noruega	4,050	0.85%	3,308	0.76%
Polonia	2,440	0.51%	4,942	1.14%
Portugal	1,289	0.27%	2,001	0.46%
Rep. Checa	643	0.14%	900	0.21%
Rumania	249	0.05%	221	0.05%
Rusia	29,368	6.17%	7,113	1.64%
Slovenia	131	0.03%	110	0.03%
Suecia	22,881	4.81%	19,817	4.58%
Suiza	5,921	1.24%	6,021	1.39%
Otros	9,496	2.00%	7,327	1.69%
SUMA	475,981	100.00%	433,124	100.00%



DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO PRIMER SEMESTRE 2015

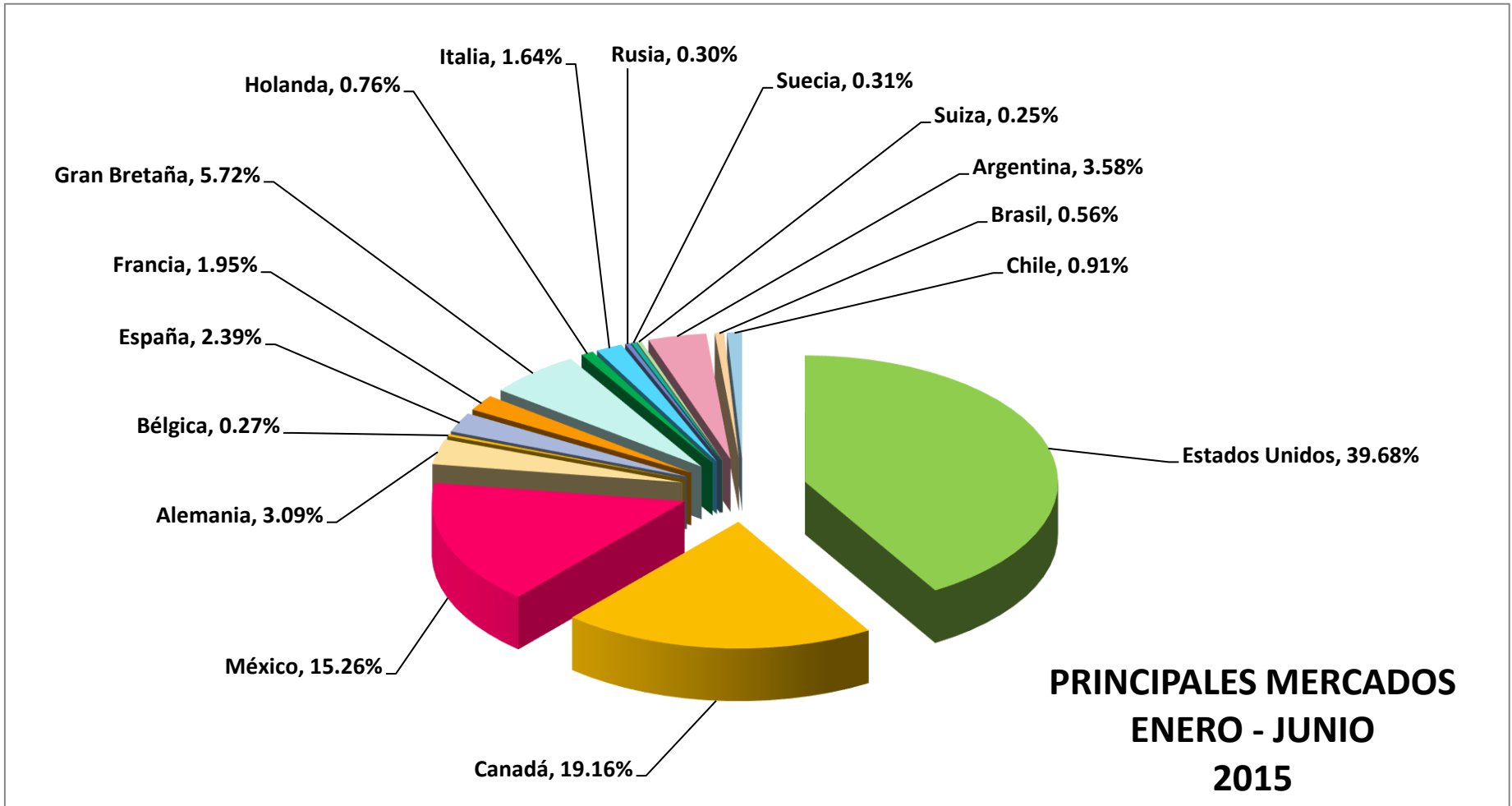
PAIS	ENE 2015		FEB 2015		MAR 2015		ABR 2015		MAY 2015		JUN 2015		Acumulado		Posición 2015
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	
Alemania	11,700	16.52%	10,051	15.56%	12,658	19.20%	14,574	20.65%	16,046	19.44%	8,464	10.76%	73,493	16.97%	2
Austria	413	0.58%	280	0.43%	330	0.50%	317	0.45%	247	0.30%	379	0.48%	1,966	0.45%	
Bélgica	916	1.29%	1,276	1.98%	899	1.36%	941	1.33%	1,317	1.60%	1,113	1.41%	6,462	1.49%	9
Bulgaria	31	0.04%	15	0.02%	16	0.02%	33	0.05%	9	0.01%	11	0.01%	115	0.03%	
Dinamarca	242	0.34%	306	0.47%	118	0.18%	131	0.19%	12	0.01%	22	0.03%	831	0.19%	
España	6,263	8.85%	5,819	9.01%	7,318	11.10%	9,074	12.86%	13,234	16.03%	15,115	19.21%	56,823	13.12%	3
Finlandia	221	0.31%	247	0.38%	168	0.25%	23	0.03%	7	0.01%	12	0.02%	678	0.16%	
Francia	8,504	12.01%	9,466	14.66%	8,440	12.80%	9,047	12.82%	6,951	8.42%	3,904	4.96%	46,312	10.69%	4
Gran Bretaña	15,502	21.89%	14,514	22.47%	16,670	25.29%	24,775	35.10%	31,254	37.86%	33,179	42.17%	135,894	31.38%	1
Grecia	17	0.02%	53	0.08%	29	0.04%	21	0.03%	54	0.07%	11	0.01%	185	0.04%	
Holanda	3,140	4.43%	2,513	3.89%	2,370	3.60%	2,363	3.35%	3,880	4.70%	3,896	4.95%	18,162	4.19%	7
Hungría	145	0.20%	81	0.13%	36	0.05%	73	0.10%	25	0.03%	29	0.04%	389	0.09%	
Irlanda	138	0.19%	87	0.13%	126	0.19%	239	0.34%	197	0.24%	186	0.24%	973	0.22%	
Islandia	13	0.02%	14	0.02%	21	0.03%	8	0.01%	3	0.00%	18	0.02%	77	0.02%	
Italia	7,099	10.03%	5,752	8.91%	5,964	9.05%	4,706	6.67%	6,283	7.61%	9,068	11.52%	38,872	8.97%	5
Luxemburgo	27	0.04%	3	0.00%	15	0.02%	45	0.06%	4	0.00%	15	0.02%	109	0.03%	
Mónaco	6	0.01%	10	0.02%	4	0.01%	0	0.00%	0	0.00%	3	0.00%	23	0.01%	
Noruega	670	0.95%	623	0.96%	562	0.85%	438	0.62%	505	0.61%	510	0.65%	3,308	0.76%	
Polonia	1,745	2.46%	1,509	2.34%	1,039	1.58%	220	0.31%	161	0.20%	268	0.34%	4,942	1.14%	
Portugal	78	0.11%	178	0.28%	168	0.25%	190	0.27%	391	0.47%	996	1.27%	2,001	0.46%	
Rep. Checa	133	0.19%	142	0.22%	102	0.15%	285	0.40%	122	0.15%	116	0.15%	900	0.21%	
Rumania	61	0.09%	28	0.04%	33	0.05%	37	0.05%	32	0.04%	30	0.04%	221	0.05%	
Rusia	3,723	5.26%	1,234	1.91%	974	1.48%	438	0.62%	459	0.56%	285	0.36%	7,113	1.64%	8
Slovenia	18	0.03%	31	0.05%	16	0.02%	11	0.02%	13	0.02%	21	0.03%	110	0.03%	
Suecia	7,370	10.41%	6,201	9.60%	5,286	8.02%	651	0.92%	156	0.19%	153	0.19%	19,817	4.58%	6
Suiza	1,257	1.78%	1,519	2.35%	1,329	2.02%	873	1.24%	732	0.89%	311	0.40%	6,021	1.39%	10
Otros	1,375	1.94%	2,639	4.09%	1,223	1.86%	1,064	1.51%	459	0.56%	567	0.72%	7,327	1.69%	
SUMA	70,807	100.00%	64,591	100.00%	65,914	100.00%	70,577	100.00%	82,553	100.00%	78,682	100.00%	433,124	100.00%	

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%	180,943	44.52%	942,944	39.68%	1	1
2 Canadá	93,591	25.10%	94,121	26.30%	100,726	25.19%	79,930	20.12%	50,596	11.45%	36,442	8.97%	455,406	19.16%	2	2
3 México	45,956	12.33%	35,202	9.84%	47,349	11.84%	59,055	14.86%	96,401	21.81%	78,566	19.33%	362,529	15.26%	3	3
4 Alemania	11,700	3.14%	10,051	2.81%	12,658	3.17%	14,574	3.67%	16,046	3.63%	8,464	2.08%	73,493	3.09%	5	6
5 Bélgica	916	0.25%	1,276	0.36%	899	0.22%	941	0.24%	1,317	0.30%	1,113	0.27%	6,462	0.27%	16	16
6 España	6,263	1.68%	5,819	1.63%	7,318	1.83%	9,074	2.28%	13,234	2.99%	15,115	3.72%	56,823	2.39%	6	7
7 Francia	8,504	2.28%	9,466	2.64%	8,440	2.11%	9,047	2.28%	6,951	1.57%	3,904	0.96%	46,312	1.95%	8	8
8 Gran Bretaña	15,502	4.16%	14,514	4.06%	16,670	4.17%	24,775	6.24%	31,254	7.07%	33,179	8.16%	135,894	5.72%	4	4
9 Holanda	3,140	0.84%	2,513	0.70%	2,370	0.59%	2,363	0.59%	3,880	0.88%	3,896	0.96%	18,162	0.76%	14	11
10 Italia	7,099	1.90%	5,752	1.61%	5,964	1.49%	4,706	1.18%	6,283	1.42%	9,068	2.23%	38,872	1.64%	9	9
11 Rusia	3,723	1.00%	1,234	0.34%	974	0.24%	438	0.11%	459	0.10%	285	0.07%	7,113	0.30%	11	15
12 Suecia	7,370	1.98%	6,201	1.73%	5,286	1.32%	651	0.16%	156	0.04%	153	0.04%	7,370	0.31%	12	14
13 Suiza	1,257	0.34%	1,519	0.42%	1,329	0.33%	873	0.22%	732	0.17%	311	0.08%	6,021	0.25%	16	17
14 Argentina	12,779	3.43%	11,591	3.24%	11,514	2.88%	13,898	3.50%	21,756	4.92%	13,477	3.32%	85,015	3.58%	7	5
15 Brasil	5,222	1.40%	1,506	0.42%	1,487	0.37%	1605	0.40%	2301	0.52%	1,243	0.31%	13,364	0.56%	15	12
16 Chile	3,425	0.92%	5,224	1.46%	1,994	0.50%	2,731	0.69%	4,825	1.09%	3,415	0.84%	21,614	0.91%	13	10
17 Colombia	2,617	0.70%	791	0.22%	1,406	0.35%	1,317	0.33%	2,896	0.66%	3,922	0.96%	12,949	0.54%	10	13
AFLUENCIA	372,836	96.72%	357,883	96.45%	399,907	97.37%	397,305	97.52%	441,929	96.55%	406,439	96.82%	2,376,299	96.38%		

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

PRINCIPALES MERCADOS
ENERO - JUNIO
2015

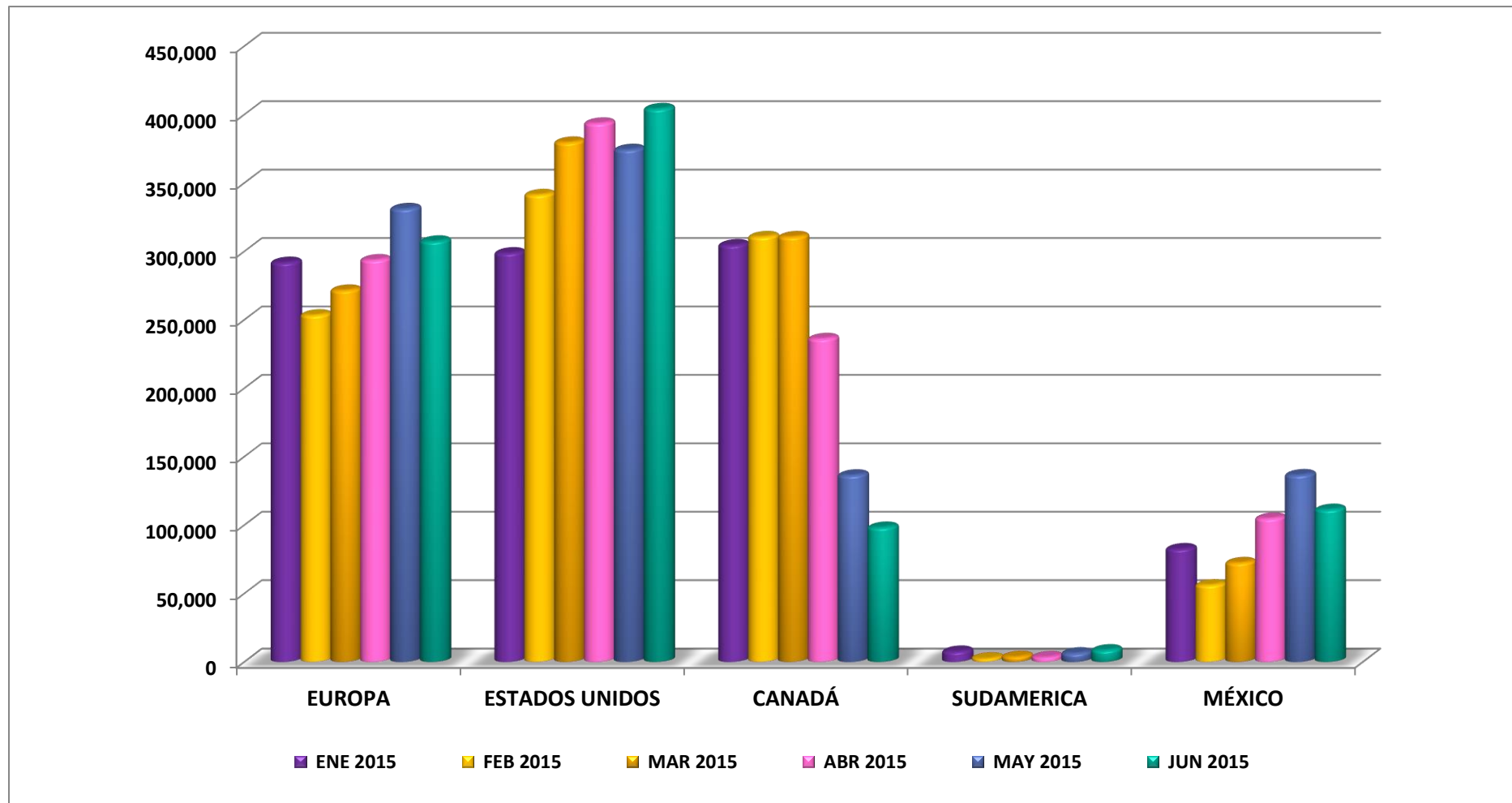


Nota: Los principales mercados para Riviera Maya de Enero-Mayo representan el 96.30% del total de turistas que visitaron el destino.

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%	98,242	9.9%	1,396,499	22.1%
ESTADOS UNIDOS	298,737	28.4%	341,362	33.2%	379,643	35.0%	393,566	36.1%	374,304	34.7%	404,106	40.9%	2,191,718	34.7%
MÉXICO	82,529	7.9%	56,177	5.5%	72,405	6.7%	104,823	9.6%	136,568	12.7%	111,302	11.3%	563,804	8.9%
SUMA	685,827	65.2%	708,138	68.8%	762,620	70.2%	734,516	67.4%	647,270	60.1%	613,649	62.1%	4,152,020	65.7%
EUROPA														
ALEMANIA	59,036	5.6%	45,690	4.4%	62,235	5.7%	67,891	6.2%	71,204	6.6%	37,559	3.8%	343,615	5.4%
BÉLGICA	3,798	0.4%	5,226	0.5%	4,079	0.4%	3,713	0.3%	5,702	0.5%	4,818	0.5%	27,336	0.4%
ESPAÑA	20,537	2.0%	17,336	1.7%	20,307	1.9%	26,655	2.4%	38,599	3.6%	44,085	4.5%	167,519	2.7%
FRANCIA	29,374	2.8%	34,354	3.3%	30,982	2.9%	32,946	3.0%	26,095	2.4%	14,656	1.5%	168,407	2.7%
GRAN BRETAÑA	77,510	7.4%	69,970	6.8%	83,767	7.7%	125,217	11.5%	142,596	13.2%	151,379	15.3%	650,439	10.3%
HOLANDA	13,567	1.3%	10,879	1.1%	9,529	0.9%	9,797	0.9%	17,492	1.6%	17,564	1.8%	78,828	1.2%
ITALIA	27,745	2.6%	23,895	2.3%	21,371	2.0%	18,059	1.7%	23,718	2.2%	34,232	3.5%	149,020	2.4%
RUSIA	18,320	1.7%	4,638	0.5%	3,961	0.4%	1,325	0.1%	1,731	0.2%	1,075	0.1%	31,050	0.5%
SUECIA	35,622	3.4%	33,253	3.2%	28,765	2.6%	3,540	0.3%	540	0.1%	530	0.1%	102,250	1.6%
SUIZA	6,295	0.6%	8,158	0.8%	6,495	0.6%	4,540	0.4%	3,413	0.3%	1,450	0.1%	30,351	0.5%
SUMA	291,804	27.8%	253,399	24.6%	271,491	25.0%	293,683	27.0%	331,090	30.7%	307,349	31.1%	1,748,816	27.2%
SUDAMERICA														
ARGENTINA	40,680	3.9%	42,114	4.1%	36,893	3.4%	43,431	4.0%	74,696	6.9%	46,271	4.7%	284,085	4.5%
BRASIL	15,231	1.4%	5,064	0.5%	4,703	0.4%	4,842	0.4%	5,072	0.5%	2,740	0.3%	37,652	0.6%
CHILE	9,990	1.0%	18,349	1.8%	6,173	0.6%	9,126	0.8%	12,826	1.2%	9,078	0.9%	65,542	1.0%
COLOMBIA	7,633	0.7%	2,525	0.2%	3,749	0.3%	3,512	0.3%	6,371	0.6%	8,628	0.9%	32,418	0.5%
SUMA	73,534	7.0%	68,052	6.6%	51,518	4.7%	60,911	5.6%	98,965	9.2%	66,717	6.8%	419,697	6.1%
TOTAL PRIN. MDOS.	1,051,165	100.00%	1,029,589	100.00%	1,085,629	100.00%	1,089,110	100.00%	1,077,325	100.00%	987,716	100.00%	6,320,534	99.01%
TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.
	1,134,307	92.7%	1,067,830	96.4%	1,115,291	97.3%	1,116,982	97.5%	1,116,279	96.5%	1,059,592	93.2%	6,610,281	95.6%

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

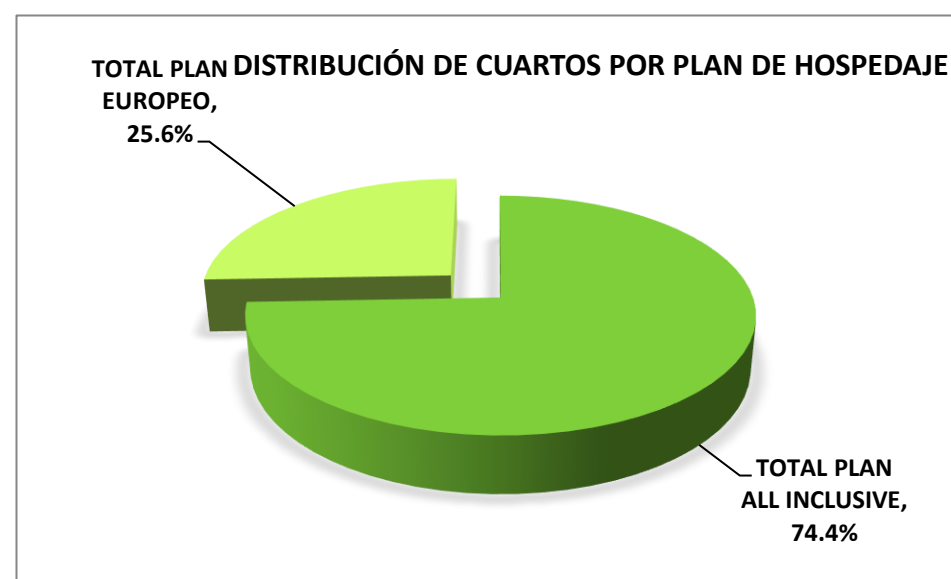


REGIÓN	2014		2015		VARIACIÓN	
	Participación %		Participación %		%	
NORTE AMERICA						
Canadá	32,795	8.75%	36,442	8.97%	3,647	11.12%
Estados Unidos	153,890	41.05%	180,943	44.52%	27,053	17.58%
México	77,663	20.72%	78,566	19.33%	903	1.16%
SUMA	264,348	70.52%	295,951	72.82%	31,603	11.96%
SUDAMERICA						
Argentina	8,642	2.31%	13,477	3.32%	4,835	55.95%
Bolivia	63	0.02%	119	0.03%	56	88.89%
Brasil	1,104	0.29%	1,243	0.31%	139	12.59%
Chile	3,333	0.89%	3,415	0.84%	82	2.46%
Colombia	3,886	1.04%	3,922	0.96%	36	0.93%
Ecuador	124	0.03%	157	0.04%	33	26.61%
Paraguay	108	0.03%	183	0.05%	75	69.44%
Peru	905	0.24%	1,287	0.32%	382	42.21%
Uruguay	1,078	0.29%	1,891	0.47%	813	75.42%
Venezuela	464	0.12%	286	0.07%	-178	-38.36%
Otros	291	0.08%	526	0.13%	235	80.76%
SUMA	19,998	5.33%	26,506	6.52%	6,508	32.54%
EUROPA						
Alemania	8,927	2.38%	8,464	2.08%	-463	-5.19%
Austria	328	0.09%	379	0.09%	51	15.55%
Bélgica	1,311	0.35%	1,113	0.27%	-198	-15.10%
Bulgaria	18	0.00%	11	0.00%	-7	-38.89%
Dinamarca	14	0.00%	22	0.01%	8	57.14%
España	20,683	5.52%	15,115	3.72%	-5,568	-26.92%
Finlandia	33	0.01%	12	0.00%	-21	-63.64%
Francia	4,224	1.13%	3,904	0.96%	-320	-7.58%
Gran Bretaña	31,029	8.28%	33,179	8.16%	2,150	6.93%
Grecia	39	0.01%	11	0.00%	-28	-71.79%
Holanda	3,753	1.00%	3,896	0.96%	143	3.81%
Hungría	7	0.00%	29	0.01%	22	314.29%
Irlanda	303	0.08%	186	0.05%	-117	-38.61%
Islandia	29	0.01%	18	0.00%	-11	-37.93%
Italia	8,979	2.40%	9,068	2.23%	89	0.99%
Luxemburgo	31	0.01%	15	0.00%	-16	-51.61%
Mónaco	20	0.01%	3	0.00%	-17	-85.00%
Noruega	613	0.16%	510	0.13%	-103	-16.80%
Polonia	281	0.07%	268	0.07%	-13	-4.63%
Portugal	404	0.11%	996	0.25%	592	146.53%
Rep. Checa	54	0.01%	116	0.03%	62	114.81%
Rumania	20	0.01%	30	0.01%	10	50.00%
Rusia	2,745	0.73%	285	0.07%	-2,460	-89.62%
Slovenia	26	0.01%	21	0.01%	-5	-19.23%
Suecia	186	0.05%	153	0.04%	-33	-17.74%
Suiza	387	0.10%	311	0.08%	-76	-19.64%
Otros	926	0.25%	567	0.14%	-359	-38.77%
SUMA	85,370	22.77%	78,682	19.36%	-6,688	-7.83%
OTROS PAISES	5,153	1.37%	5,300	1.30%	147	2.85%
TOTAL	374,869	100.00%	406,439	100.00%	31,570	8.42%

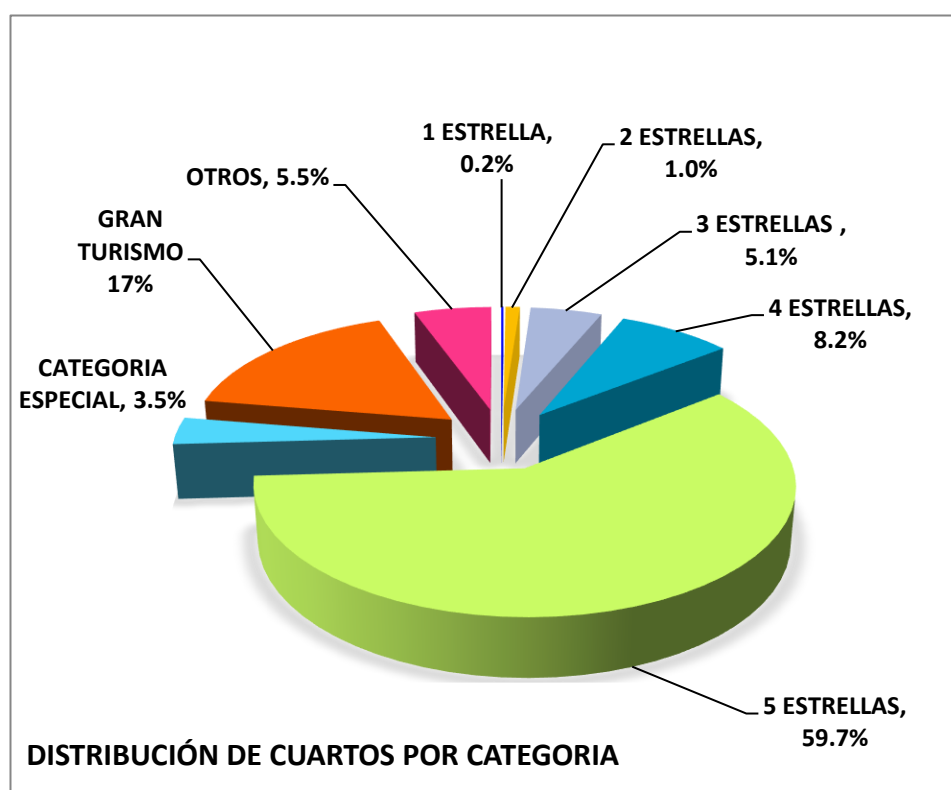
REGIÓN	2014 Participación %		2015 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	441,582	19.79%	455,406	19.16%	13,824	3.13%
Estados Unidos	813,374	36.44%	942,944	39.68%	129,570	15.93%
México	364,207	16.32%	362,529	15.26%	-1,678	-0.46%
SUMA	1,619,163	72.55%	1,760,879	74.10%	141,716	8.75%
SUDAMERICA						
Argentina	56,668	2.54%	85,015	3.58%	28,347	50.02%
Bolivia	279	0.01%	252	0.01%	-27	-9.68%
Brasil	10,412	0.47%	13,364	0.56%	2,952	28.35%
Chile	20,422	0.92%	21,614	0.91%	1,192	5.84%
Colombia	10,804	0.48%	12,949	0.54%	2,145	19.85%
Ecuador	958	0.04%	935	0.04%	-23	-2.40%
Paraguay	1,076	0.05%	1,622	0.07%	546	50.74%
Peru	7,207	0.32%	8,208	0.35%	1,001	13.89%
Uruguay	5,230	0.23%	8,944	0.38%	3,714	71.01%
Venezuela	2,572	0.12%	2,027	0.09%	-545	-21.19%
Otros	1,645	0.07%	1,086	0.05%	-559	-33.98%
SUMA	117,273	5.25%	156,016	6.57%	38,743	33.04%
EUROPA						
Alemania	72,335	3.24%	73,493	3.09%	1,158	1.60%
Austria	2,044	0.09%	1,966	0.08%	-78	-3.82%
Bélgica	8,515	0.38%	6,462	0.27%	-2,053	-24.11%
Bulgaria	141	0.01%	115	0.00%	-26	-18.44%
Dinamarca	859	0.04%	831	0.03%	-28	-3.26%
España	67,305	3.02%	56,823	2.39%	-10,482	-15.57%
Finlandia	2,212	0.10%	678	0.03%	-1,534	-69.35%
Francia	45,039	2.02%	46,312	1.95%	1,273	2.83%
Gran Bretaña	138,621	6.21%	135,894	5.72%	-2,727	-1.97%
Grecia	345	0.02%	185	0.01%	-160	-46.38%
Holanda	16,382	0.73%	18,162	0.76%	1,780	10.87%
Hungría	366	0.02%	389	0.02%	23	6.28%
Irlanda	1,563	0.07%	973	0.04%	-590	-37.75%
Islandia	237	0.01%	77	0.00%	-160	-67.51%
Italia	43,286	1.94%	38,872	1.64%	-4,414	-10.20%
Luxemburgo	175	0.01%	109	0.00%	-66	-37.71%
Mónaco	88	0.00%	23	0.00%	-65	-73.86%
Noruega	4,050	0.18%	3,308	0.14%	-742	-18.32%
Polonia	2,440	0.11%	4,942	0.21%	2,502	102.54%
Portugal	1,289	0.06%	2,001	0.08%	712	55.24%
Rep. Checa	643	0.03%	900	0.04%	257	39.97%
Rumania	249	0.01%	221	0.01%	-28	-11.24%
Rusia	29,368	1.32%	7,113	0.30%	-22,255	-75.78%
Slovenia	131	0.01%	110	0.00%	-21	-16.03%
Suecia	22,881	1.03%	19,817	0.83%	-3,064	-13.39%
Suiza	5,921	0.27%	6,021	0.25%	100	1.69%
Otros	9,496	0.43%	7,327	0.31%	-2,169	-22.84%
SUMA	475,981	21.33%	433,124	18.23%	-42,857	-9.00%
OTROS PAISES	19,376	0.87%	26,280	1.11%	6,904	35.63%
TOTAL	2,231,793	100.00%	2,376,299	100.00%	144,506	6.47%

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	129	5 Estrellas
18 EL DORADO ROYALE	680	Gran Turismo
19 EL DORADO SEASIDE SUITES	380	5 Estrellas
20 GENERATIONS RIVIERA MAYA	144	5 Estrellas
21 GRAN BAHIA PRINCIPE AKUMAL	630	5 Estrellas
22 GRAN BAHIA PRINCIPE COBA	1,080	5 Estrellas
23 GRAN BAHIA PRINCIPE SIAN KA'AN	420	5 Estrellas
24 GRAN BAHIA PRINCIPE TULUM	978	5 Estrellas
25 GRAN PORTO REAL	287	5 Estrellas
26 GRAND PALADIUM COLONIAL	414	5 Estrellas
27 GRAND PALADIUM KANTENAH	422	5 Estrellas
28 GRAND PALADIUM RIVIERA	324	5 Estrellas
29 GRAND PALADIUM WHITE SAND	264	5 Estrellas
30 GRAND RIVIERA & SUNSET PRINCESS	1,480	5 Estrellas
31 GRAND SIRENIS MAYAN BEACH	456	5 Estrellas
32 GRAND SIRENIS RIVIERA MAYA	504	5 Estrellas
33 GRAND VELAS	539	Categoría Especial
34 H10 OCEAN MAYA	320	5 Estrellas
35 HACIENDA TRES RÍOS	259	Gran Turismo
36 HARD ROCK RIVIERA MAYA	1266	5 Estrellas
37 HIDDEN BEACH RESORT	42	5 Estrellas
38 IBEROSTAR GRAN PARAISO	310	Gran Turismo
39 IBEROSTAR PARAISO BEACH	424	5 Estrellas
40 IBEROSTAR PARAISO DEL MAR	388	5 Estrellas
41 IBEROSTAR PARAISO LINDO	446	5 Estrellas
42 IBEROSTAR PARAISO MAYA	434	Gran Turismo
43 IBEROSTAR QUETZAL	350	5 Estrellas
44 IBEROSTAR TUCAN	350	5 Estrellas
45 OASIS TULUM (antes Be live Riviera Maya)	310	5 Estrellas
46 OCCIDENTAL ALLEGRO PLAYACAR	286	5 Estrellas
47 OCCIDENTAL GRAND XCARET	750	5 Estrellas
48 OCCIDENTAL ROYAL HIDEAWAY	200	Gran Turismo
49 OCEAN BREEZE	98	Gran Turismo
50 PARADISUS LA ESMERALDA	510	5 Estrellas
51 PARADISUS LA PERLA	394	5 Estrellas
52 PAVO REAL BEACH RESORT	112	4 Estrellas
53 PLATINUM YUCATAN PRINCESS	472	4 Estrellas
54 PLAYACAR PALACE	201	5 Estrellas
55 RIU LUPITA	300	5 Estrellas
56 RIU PALACE MÉXICO	434	Gran Turismo
57 RIU PALACE RIVIERA MAYA	460	Categoría Especial
58 RIU PLAYACAR	388	5 Estrellas
59 RIU TEQUILA	664	5 Estrellas
60 RIU YUCATAN	507	5 Estrellas
61 SANDOS CARACOL ECO RESORTS & SPA	956	5 Estrellas
62 SANDOS PLAYACAR BEACH RESORTS & SPA	819	5 Estrellas
63 SECRETS CAPRI	291	Gran Turismo
64 SECRETS MAROMA	412	5 Estrellas
65 SEN SERENITY (antes ADONIS TULUM)	94	5 Estrellas
66 THE REEF COCO BEACH	196	5 Estrellas
67 THE REEF PLAYACAR	196	4 Estrellas
68 THE ROYAL IN PLAYA DEL CARMEN	513	Gran Turismo
69 THE ROYAL SUITES YUCATAN BY PALLADIUM	130	5 Estrellas
70 VALENTIN IMPERIAL MAYA	540	5 Estrellas
71 VIVA WYNDHAM AZTECA	335	5 Estrellas
72 VIVA WYNDHAM MAYA	604	4 Estrellas
TOTAL	31,677	

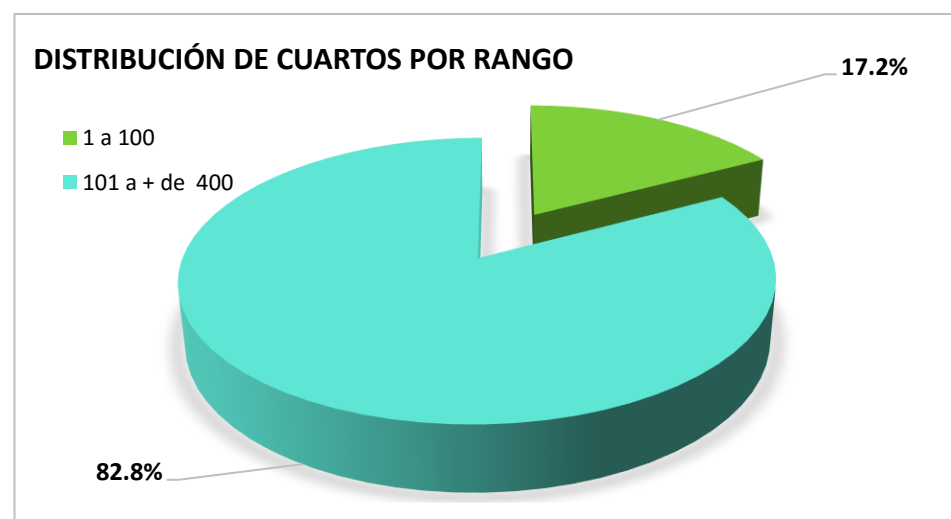
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	31,677	72	74.4%
TOTAL PLAN EUROPEO	10,891	331	25.6%
SUMAS	42,568	403	100.0%



CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.2%
2 ESTRELLAS	435	22	1.0%
3 ESTRELLAS	2,169	89	5.1%
4 ESTRELLAS	3,475	46	8.2%
5 ESTRELLAS	25,400	68	59.7%
CATEGORIA ESPECIAL	1,494	12	3.5%
GRAN TURISMO	7,199	20	16.9%
OTROS	2,332	144	5.5%
SUMAS	42,568	403	100.0%



RANGO	Cuartos	# Htls.	%
1 a 100	7,322	319	17.2%
101 a + de 400	35,246	84	82.8%
SUMAS	42,568	403	100.0%



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE
 EN LA RIVIERA MAYA POR LOCALIDAD
 JUNIO 2015**

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	24	6.0%	4,000	9.4%
COBA	2	0.5%	49	0.1%
KANTENAH	9	2.2%	2,936	6.9%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	172	42.7%	8,059	18.9%
PLAYA DEL SECRETO	1	0.2%	540	1.3%
PLAYA PARAISO	12	3.0%	3,856	9.1%
PLAYACAR	23	5.7%	6,712	15.8%
PUERTO AVENTURAS	14	3.5%	5,238	12.3%
PUNTA ALLEN	5	1.2%	47	0.1%
PUNTA BETE XCALACOCO	15	3.7%	4,669	11.0%
PUNTA BRAVA	1	0.2%	680	1.6%
PUNTA MAROMA	8	2.0%	2,173	5.1%
SIAN KA'AN	5	1.2%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	102	25.3%	2,154	5.1%
XCARET	1	0.2%	750	1.8%
XPU-HA	4	1.0%	469	1.1%
TOTAL	403	100.0%	42,568	100.0%

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

