



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

J U L I O 2 0 1 5

El Barómetro Turístico de la Riviera Maya en su **Ducentésima Decima** edición correspondiente al mes de Julio del año 2015, fue elaborado con un muestreo de **34,641** cuartos, que corresponde al 81.38% del total de cuartos existentes a la fecha, los cuales son **42,565** 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 JULIO DE 2015

CONCEPTO	J U L I O		VARIACIÓN	
	2014	2015	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	40,997	42,565	1,568	3.82%
CUARTOS NOCHE DISPONIBLES	1,260,028	1,290,295	30,267	2.40%
CUARTOS NOCHE OCUPADOS	1,118,078	1,150,528	32,450	2.90%
% DE OCUPACION	88.73%	89.17%	0.43%	
% DE OCUPACION TODO INCLUIDO	91.36%	91.32%	-0.04%	
ESTADIA PROMEDIO				
GENERAL	5.9	5.9	(0.02)	
TURISMO NACIONAL	3.5	3.4	(0.10)	
TURISMO INTERNACIONAL	6.8	6.6	(0.23)	
TARIFA PROMEDIO (pesos)	\$ 2,825.11	\$ 3,645.13	820	29.03%
AFLUENCIA DEL TURISMO				
TOTAL	438,165	466,942	28,777	6.57%
NACIONALES	108,570	103,934	-4,636	-4.27%
EXTRANJEROS	329,595	363,008	33,413	10.14%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN				
	2014		2015	
EUROPA	97,370	29.54%	87,348	24.06%
ESTADOS UNIDOS	166,069	50.39%	193,714	53.36%
CANADÁ	38,413	11.65%	42,339	11.66%
SUDAMERICA	23,899	7.25%	34,835	9.60%
RESTO DEL MUNDO	3,844	1.17%	4,772	1.31%
	329,595	100.00%	363,008	100.00%
PRODUCCIÓN CUARTOS NOCHE				
TOTAL	1,118,078	1,150,528	32,450	2.90%
NACIONALES	153,808	147,240	-6,568	-4.27%
EXTRANJEROS	964,270	1,003,288	39,018	4.05%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2014		2015	
EUROPA (Principales países)	412,482	42.8%	343,864	34.3%
ESTADOS UNIDOS	366,736	38.0%	426,978	42.6%
CANADÁ	96,033	10.0%	119,961	12.0%
SUDAMERICA (Principales países)	51,261	5.3%	79,456	7.9%
RESTO DEL MUNDO	37,758	3.92%	33,029	3.3%
	964,270	100.00%	1,003,288	100.00%

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

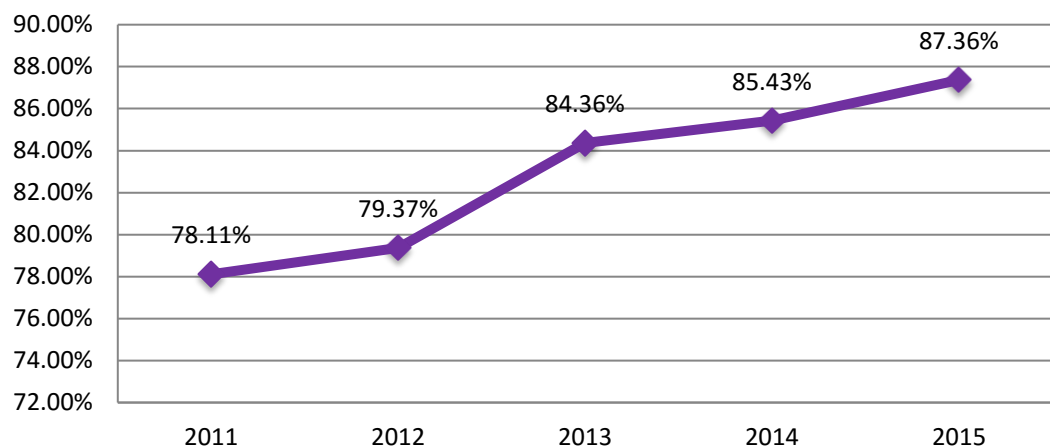


CONCEPTO	ENERO - JULIO		VARIACIÓN	
	2014	2015	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	40,997	42,565	1,568	3.82%
CUARTOS NOCHE DISPONIBLES	8,606,667	8,883,242	276,575	3.21%
CUARTOS NOCHE OCUPADOS	7,352,459	7,760,809	408,350	5.55%
% DE OCUPACION	85.43%	87.36%	1.94%	
% DE OCUPACION TODO INCLUIDO				
	88.10%	88.92%	0.82%	
ESTADIA PROMEDIO				
GENERAL	6.0	6.0	0.04	
TURISMO NACIONAL	3.4	3.7	0.28	
TURISMO INTERNACIONAL	6.7	6.7	(0.05)	
TARIFA PROMEDIO (pesos)				
	\$ 3,009.56	\$ 3,909.37	900	29.90%
AFLUENCIA DEL TURISMO				
	2014	2015		
TOTAL	2,669,958	2,843,241	173,283	6.49%
NACIONALES	472,777	466,463	-6,314	-1.34%
EXTRANJEROS	2,197,181	2,376,778	179,597	8.17%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONE				
	2014	2015		
EUROPA	573,351	26.09%	520,472	21.90%
ESTADOS UNIDOS	979,443	44.58%	1,136,658	47.82%
CANADÁ	479,995	21.85%	497,745	20.94%
SUDAMERICA	141,172	6.43%	190,851	8.03%
RESTO DEL MUNDO	23,220	1.06%	31,052	1.31%
	2,197,181	100.00%	2,376,778	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2014	2015		
TOTAL	7,352,459	7,760,809	408,350	5.55%
NACIONALES	667,673	711,044	43,371	6.50%
EXTRANJEROS	6,684,786	7,049,765	364,979	5.46%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2014	2015		
EUROPA (Principales países)	2,281,360	34.1%	2,092,679	29.7%
ESTADOS UNIDOS	2,328,041	34.8%	2,618,696	37.1%
CANADÁ	1,492,304	22.3%	1,516,460	21.5%
SUDAMERICA (Principales países)	335,114	5.0%	499,153	7.1%
RESTO DEL MUNDO	247,967	3.71%	322,777	4.6%
	6,684,786	100.00%	7,049,765	100.00%

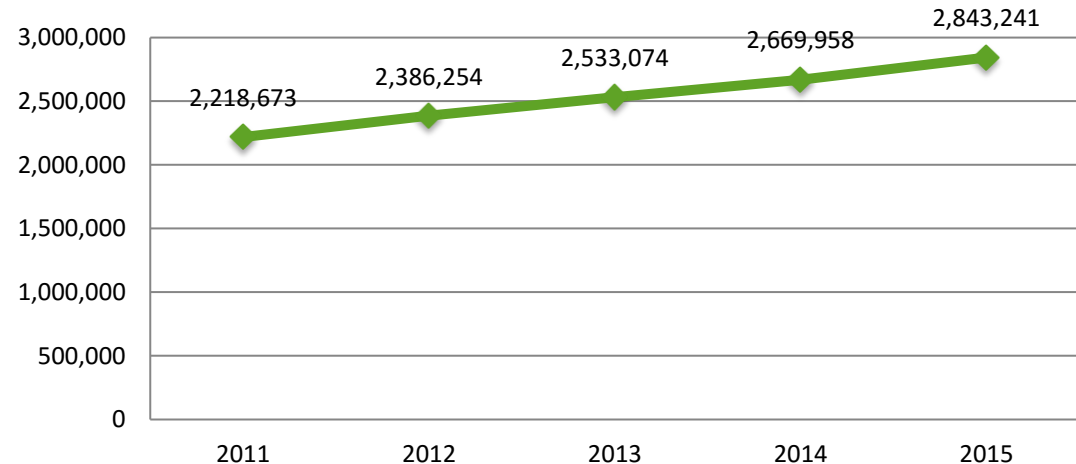
COMPARATIVO OCUPACIÓN Y AFLUENCIA 2011-2015

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	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	79.59%	81.67%	85.28%	88.73%	89.17%	9.58%	7.50%	3.89%	0.44%	374,896	408,048	427,137	438,165	466,942	24.55%	14.43%	9.32%	6.57%
AGO																		
SEPT																		
OCT																		
NOV																		
DIC																		
Total	78.11%	79.37%	84.36%	85.43%	87.36%	9.25%	7.99%	3.00%	1.93%	2,218,673	2,386,254	2,533,074	2,669,958	2,843,241	28.15%	19.15%	12.24%	6.49%

OCUPACIÓN GENERAL ACUMULADA ENERO - JULIO

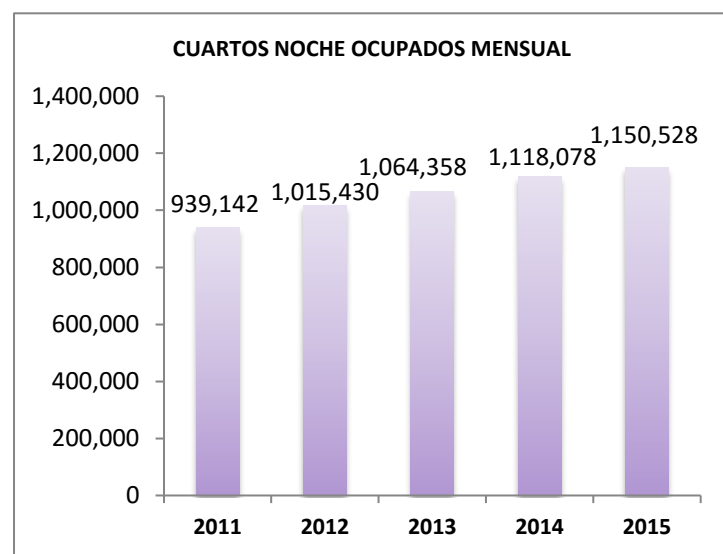


AFLUENCIA GENERAL ACUMULADA ENERO - JULIO



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	939,142	1,015,430	1,064,358	1,118,078	1,150,528	22.51%	13.30%	8.10%	2.90%
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	6,314,410	6,761,986	7,194,591	7,352,459	7,760,809	22.91%	14.77%	7.87%	5.55%
ENE-AGO									
ENE-SEP									
ENE-OCT									
ENE-NOV									
ENE-DIC									

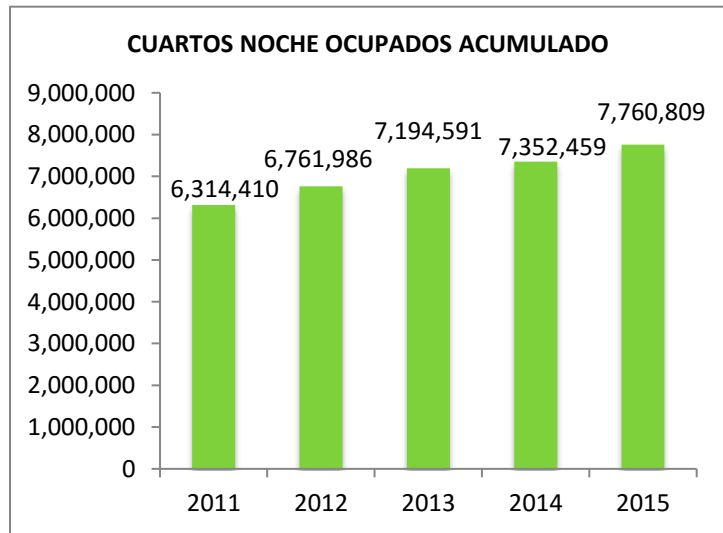


TABLA DE OCUPACION HOTELERA AÑO 2015

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	42,565	1,290,295	1,150,528	89.17%	103,934	22.26%	363,008	77.74%	466,942	5.9
AGOSTO										
SEPTIEMBRE										
OCTUBRE										
NOVIEMBRE										
DICIEMBRE										

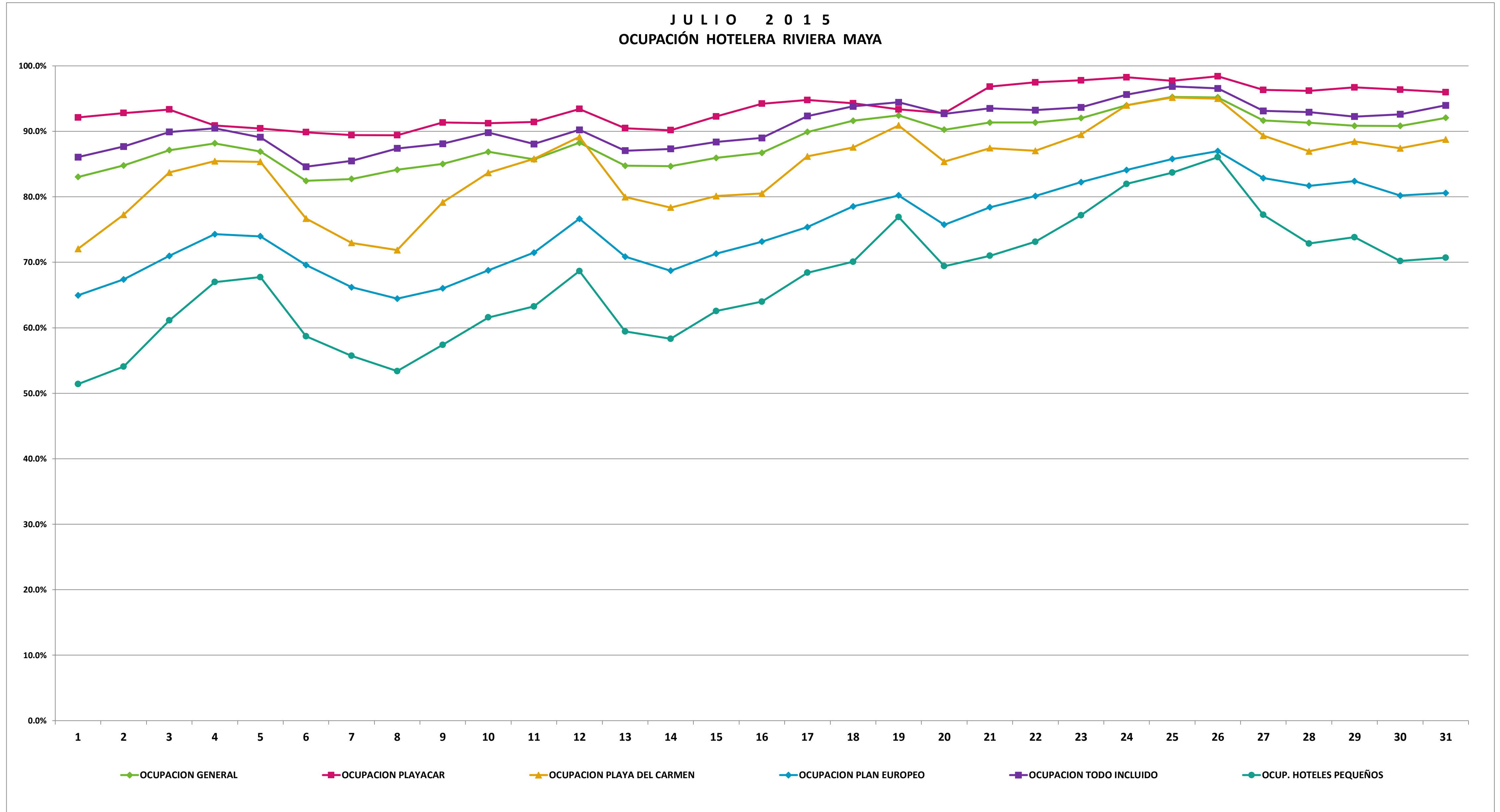
ACUMULADO ANUAL

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	42,212	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	42,565	8,883,242	7,760,809	87.36%	466,463	16.41%	2,376,778	83.59%	2,843,241	6.0
ENE-AGO										
ENE-SEP										
ENE-OCT										
ENE-NOV										
ENE-DIC										

OCUPACIÓN HOTELERA DIARIA

JULIO DE 2015

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	31	PROMEDIO
OCUPACION GENERAL	83.0%	84.8%	87.1%	88.2%	86.9%	82.5%	82.7%	84.1%	85.0%	86.9%	85.7%	88.3%	84.8%	84.7%	86.0%	86.7%	89.9%	91.6%	92.4%	90.3%	91.4%	91.4%	92.0%	94.0%	95.3%	95.2%	91.7%	91.3%	90.8%	90.8%	92.1%	89.17%
OCUPACION PLAYACAR	92.1%	92.8%	93.3%	90.9%	90.5%	89.9%	89.4%	89.4%	91.3%	91.2%	91.4%	93.4%	90.5%	90.2%	92.3%	94.2%	94.8%	94.3%	93.4%	92.8%	96.8%	97.5%	97.8%	98.3%	97.7%	98.4%	96.3%	96.2%	96.7%	96.4%	96.0%	93.75%
OCUPACION PLAYA DEL CARMEN	72.1%	77.3%	83.7%	85.5%	85.4%	76.7%	73.0%	71.9%	79.2%	83.7%	85.8%	89.2%	80.0%	78.4%	80.1%	80.5%	86.2%	87.6%	90.9%	85.4%	87.4%	87.0%	89.5%	94.0%	95.2%	95.0%	89.3%	86.9%	88.5%	87.4%	88.8%	84.55%
OCUPACION PLAN EUROPEO	65.0%	67.4%	71.0%	74.3%	74.0%	69.6%	66.2%	64.5%	66.0%	68.8%	71.5%	76.6%	70.9%	68.7%	71.3%	73.2%	75.4%	78.5%	80.2%	75.7%	78.4%	80.1%	82.3%	84.1%	85.8%	87.0%	82.9%	81.7%	82.4%	80.2%	80.6%	75.29%
OCUPACION TODO INCLUIDO	86.1%	87.7%	89.9%	90.5%	89.1%	84.6%	85.5%	87.4%	88.1%	89.8%	88.1%	90.2%	87.1%	87.3%	88.4%	89.0%	92.3%	93.8%	94.5%	92.7%	93.5%	93.2%	93.7%	95.6%	96.9%	96.6%	93.1%	92.9%	92.3%	92.6%	94.0%	91.32%
OCUP. HOTELES PEQUEÑOS	51.4%	54.1%	61.1%	67.0%	67.7%	58.7%	55.7%	53.4%	57.4%	61.6%	63.3%	68.7%	59.4%	58.3%	62.6%	64.0%	68.4%	70.1%	76.9%	69.4%	71.0%	73.2%	77.2%	82.0%	83.7%	86.1%	77.3%	72.9%	73.8%	70.2%	70.7%	67.32%





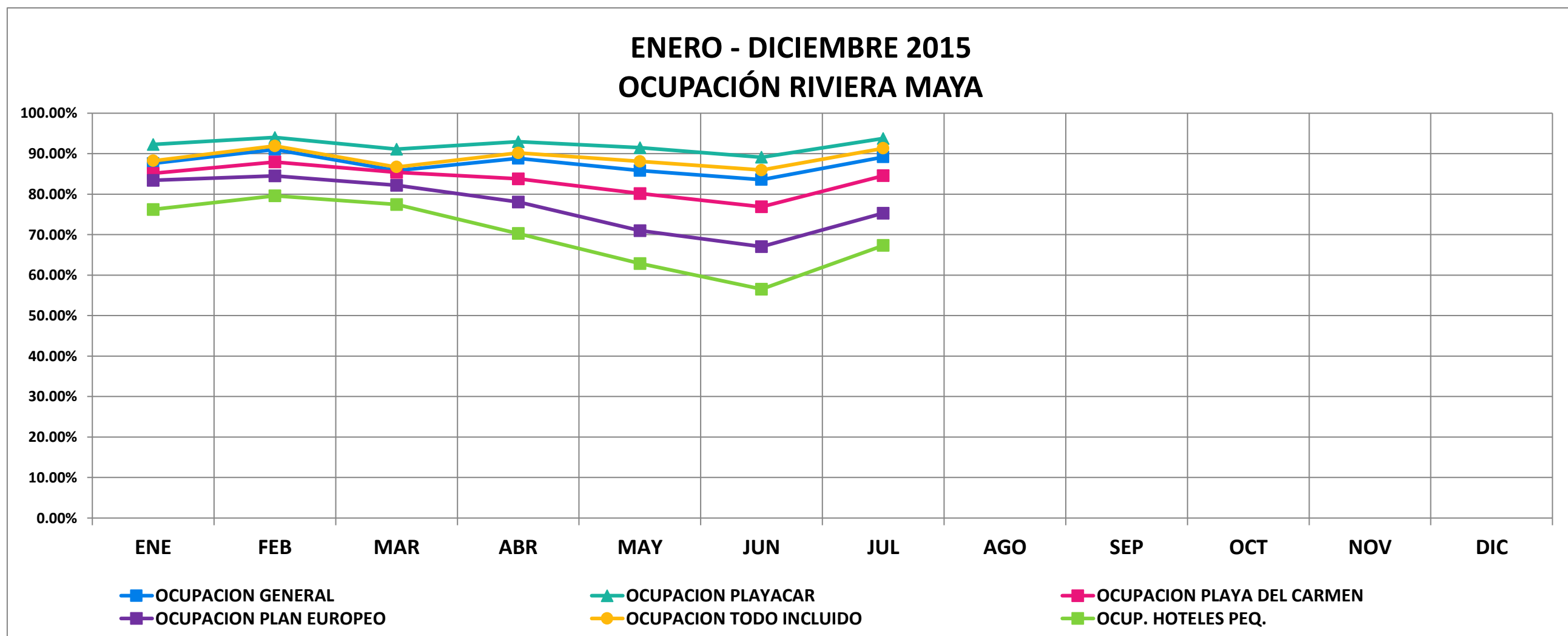
FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

DEPARTAMENTO DE ESTADÍSTICA

OCUPACIÓN HOTELERA MENSUAL

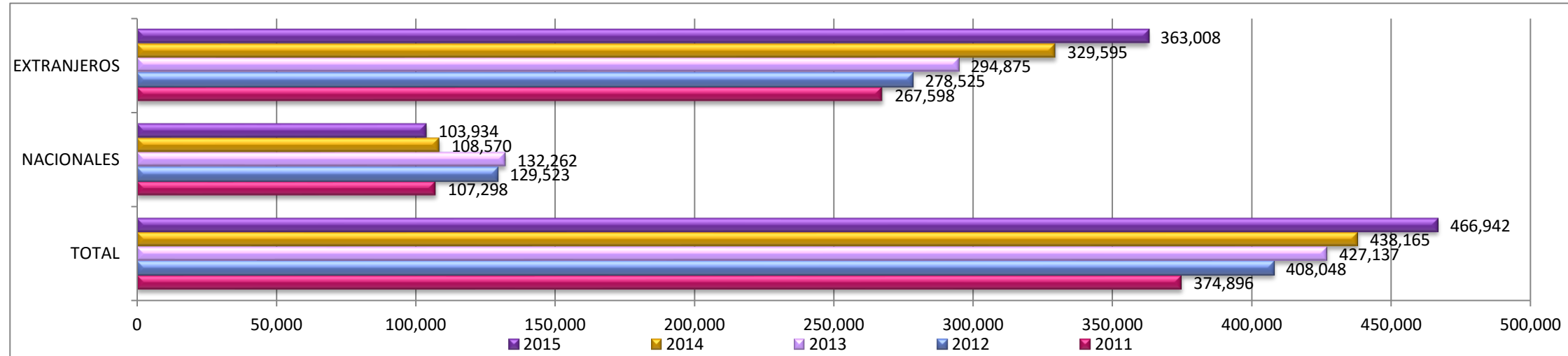
ENERO - DICIEMBRE 2015

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%	89.17%						87.36%
OCUPACION PLAYACAR	92.30%	94.02%	91.09%	92.94%	91.49%	89.11%	93.75%						92.10%
OCUPACION PLAYA DEL CARMEN	85.16%	87.94%	85.38%	83.79%	80.16%	76.87%	84.55%						83.41%
OCUPACION PLAN EUROPEO	83.41%	84.51%	82.19%	78.06%	71.00%	67.04%	75.29%						77.36%
OCUPACION TODO INCLUIDO	88.25%	91.91%	86.71%	90.18%	88.08%	85.96%	91.32%						88.92%
OCUP. HOTELES PEQ.	76.20%	79.59%	77.43%	70.29%	62.85%	56.54%	67.32%						70.03%



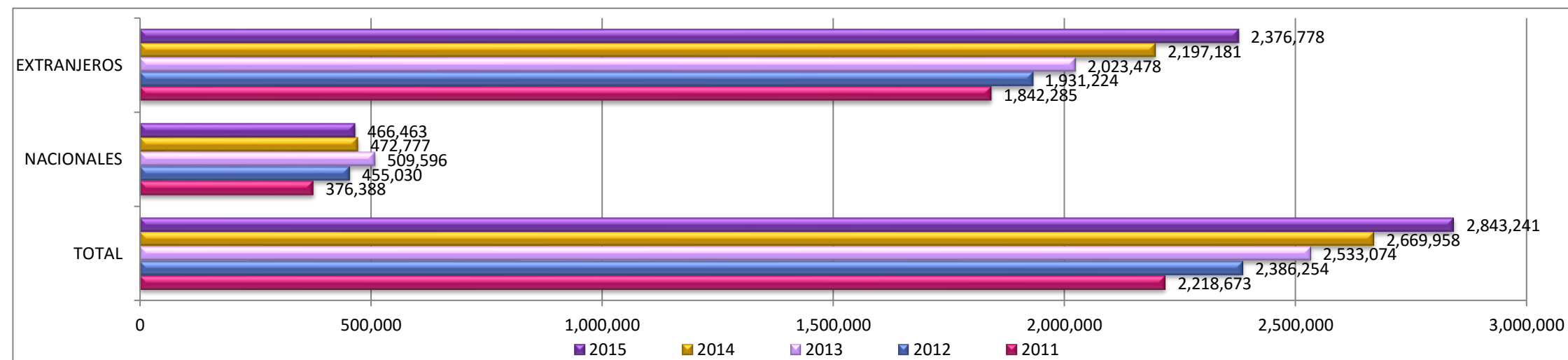
PROCEDENCIA DEL TURISMO JULIO

AFLUENCIA DEL TURISMO	2011		2012		2013		2014		2015		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2015-11	2015-12	2015-13	2015-14
TOTAL	374,896	100.00%	408,048	100.00%	427,137	100.00%	438,165	100.00%	466,942	100.00%	24.55%	14.43%	9.32%	6.57%
NACIONALES	107,298	28.62%	129,523	31.74%	132,262	30.96%	108,570	24.78%	103,934	22.26%	-3.14%	-19.76%	-21.42%	-4.27%
EXTRANJEROS	267,598	71.38%	278,525	68.26%	294,875	69.04%	329,595	75.22%	363,008	77.74%	35.65%	30.33%	23.11%	10.14%



ENERO-JULIO

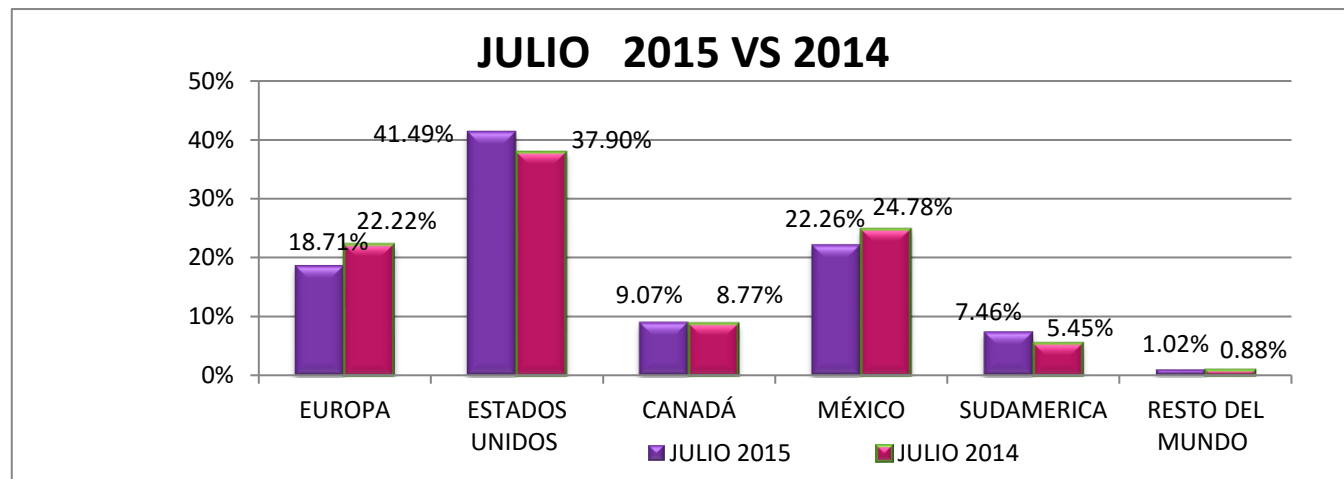
AFLUENCIA DEL TURISMO	2011		2012		2013		2014		2015		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2015-11	2015-12	2015-13	2015-14
TOTAL	2,218,673	100.00%	2,386,254	100.00%	2,533,074	100.00%	2,669,958	100.00%	2,843,241	100.00%	28.15%	19.15%	12.24%	6.49%
NACIONALES	376,388	16.96%	455,030	19.07%	509,596	20.12%	472,777	17.71%	466,463	16.41%	23.93%	2.51%	-8.46%	-1.34%
EXTRANJEROS	1,842,285	83.04%	1,931,224	80.93%	2,023,478	79.88%	2,197,181	82.29%	2,376,778	83.59%	29.01%	23.07%	17.46%	8.17%



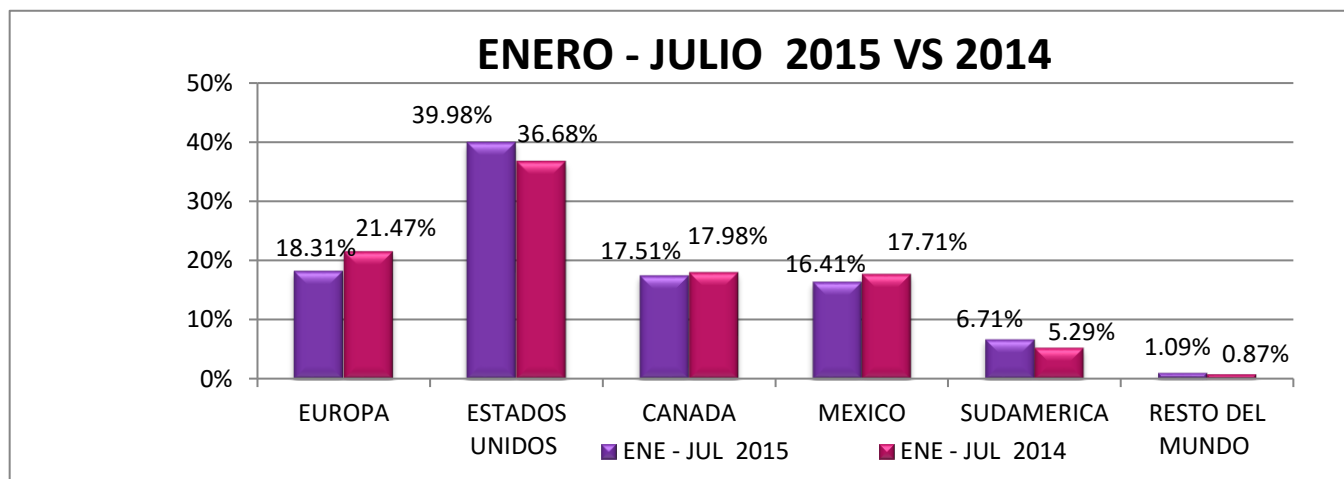
PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENERO - JULIO 2015

PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	497,745	17.51	Bahamas	70	0.00	Alemania	80,465	2.83
Estados Unidos	1,136,658	39.98	Bermudas	58	0.00	Austria	2,372	0.08
México	466,463	16.41	Cuba	172	0.01	Bélgica	8,100	0.28
SUMA	2,100,866	73.89	Curacao	0	0.00	Bulgaria	177	0.01
			Haiti	35	0.00	Dinamarca	1,089	0.04
			Jamaica	216	0.01	España	80,314	2.82
			Puerto Rico	1,498	0.05	Finlandia	700	0.02
			Rep. Dominicana	1,125	0.04	Francia	51,796	1.82
			Otros	677	0.02	Gran Bretaña	165,249	5.81
			SUMA	3,851	0.14	Grecia	220	0.01
						Holanda	21,888	0.77
2.- CENTRO AMERICA			5.-OCEANIA			6.- ASIA		
Belice	722	0.03	Australia	6,638	0.23	Arabia	139	0.00
Costa Rica	1,025	0.04	Nueva Zelanda	272	0.01	China	1,115	0.04
El Salvador	517	0.02	SUMA	6,910	0.24	Corea	737	0.03
Guatemala	1,021	0.04				Filipinas	80	0.00
Nicaragua	60	0.00				India	454	0.02
Panamá	8,586	0.30				Israel	908	0.03
Otros	366	0.01				Japón	613	0.02
SUMA	12,297	0.43				Paquistan	25	0.00
						Turquia	132	0.00
						Otros	2,592	0.09
						SUMA	6,795	0.24
3.- SUDAMERICA			7.- AFRICA			8.-EUROPA		
Argentina	101,651	3.58	Argelia	11	0.00	Alemania	80,465	2.83
Bolivia	456	0.02	Egipto	100	0.00	Austria	2,372	0.08
Brasil	15,788	0.56	Sudáfrica	477	0.02	Bélgica	8,100	0.28
Chile	27,737	0.98	Otros	611	0.02	Bulgaria	177	0.01
Colombia	15,670	0.55	SUMA	1199	0.04	Dinamarca	1,089	0.04
Ecuador	1,110	0.04				España	80,314	2.82
Paraguay	1,785	0.06				Finlandia	700	0.02
Perú	11,488	0.40				Francia	51,796	1.82
Uruguay	11,187	0.39				Gran Bretaña	165,249	5.81
Venezuela	2,319	0.08				Grecia	220	0.01
Otros	1,660	0.06				Holanda	21,888	0.77
SUMA	190,851	6.71				Hungria	403	0.01
						Irlanda	1,410	0.05
						Islandia	131	0.00
						Italia	49,913	1.76
						Luxemburgo	163	0.01
						Mónaco	38	0.00
						Noruega	4,028	0.14
						Polonia	5,116	0.18
						Portugal	3,005	0.11
						Rep. Checa	958	0.03
						Rumania	239	0.01
						Rusia	7,429	0.26
						Slovenia	140	0.00
						Suecia	20,135	0.71
						Suiza	6,955	0.24
						Otros	8,039	0.28
						SUMA	520,472	18.31
						GRAN TOTAL		
							2,843,241	100.00

REGION	JULIO 2014		JULIO 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	97,370	22.22%	87,348	18.71%	-10.29%
ESTADOS UNIDOS	166,069	37.90%	193,714	41.49%	16.65%
CANADÁ	38,413	8.77%	42,339	9.07%	10.22%
MÉXICO	108,570	24.78%	103,934	22.26%	-4.27%
SUDAMERICA	23,899	5.45%	34,835	7.46%	45.76%
RESTO DEL MUNDO	3,844	0.88%	4,772	1.02%	24.14%
SUMAS	438,165	100.00%	466,942	100.00%	6.57%



REGION	ENE - JUL 2014		ENE - JUL 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	573,351	21.47%	520,472	18.31%	-9.22%
ESTADOS UNIDOS	979,443	36.68%	1,136,658	39.98%	16.05%
CANADA	479,995	17.98%	497,745	17.51%	3.70%
MEXICO	472,777	17.71%	466,463	16.41%	-1.34%
SUDAMERICA	141,172	5.29%	190,851	6.71%	35.19%
RESTO DEL MUNDO	23,220	0.87%	31,052	1.09%	33.73%
SUMAS	2,669,958	100.00%	2,843,241	100.00%	6.49%



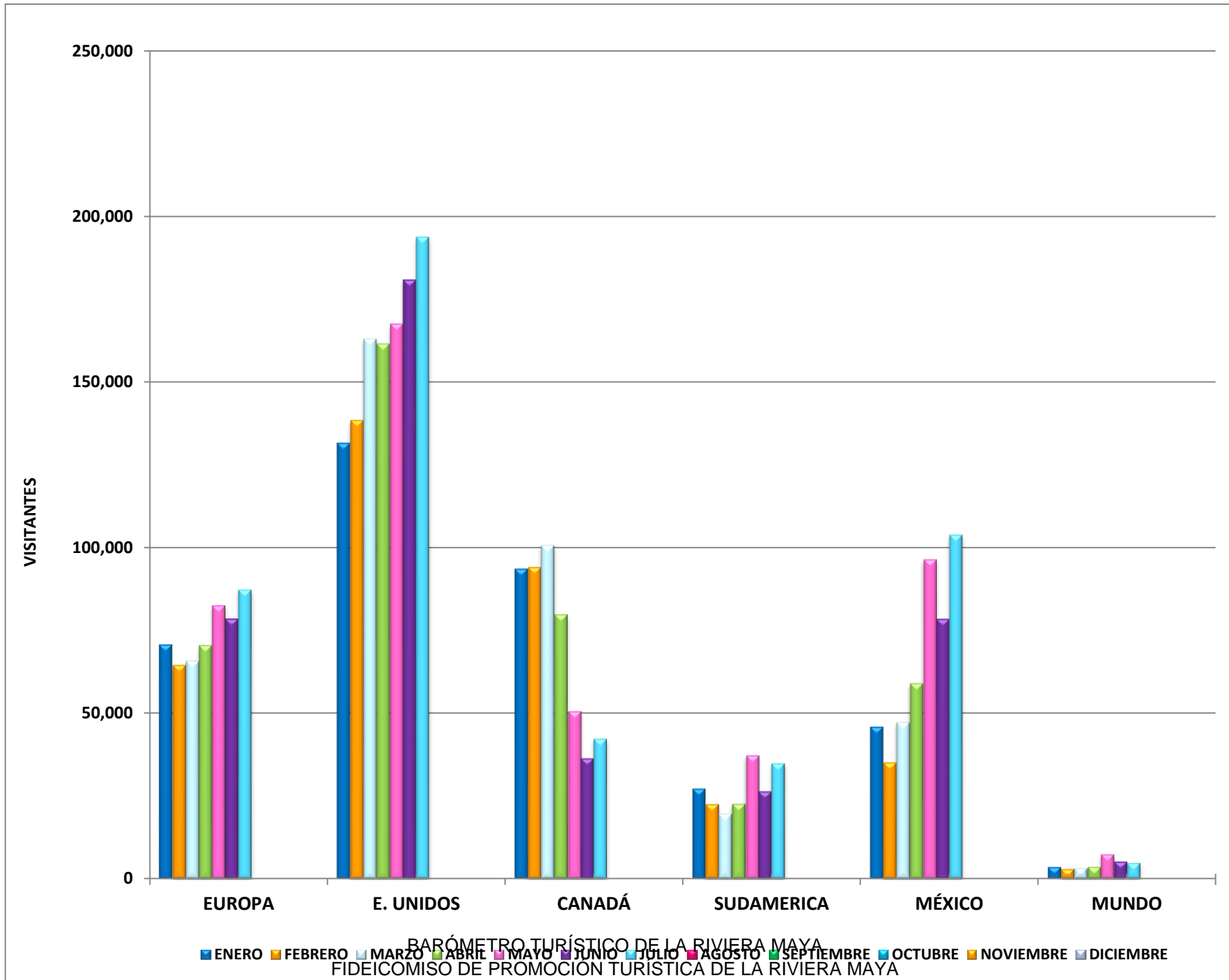
**PROCEDENCIA DEL TURISMO POR REGIONES
AÑO 2015**

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	87,348	18.7	193,714	41.5	42,339	9.1	34,835	7.5	103,934	22.3	4,772	1.0	466,942	100.0
AGOSTO														
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

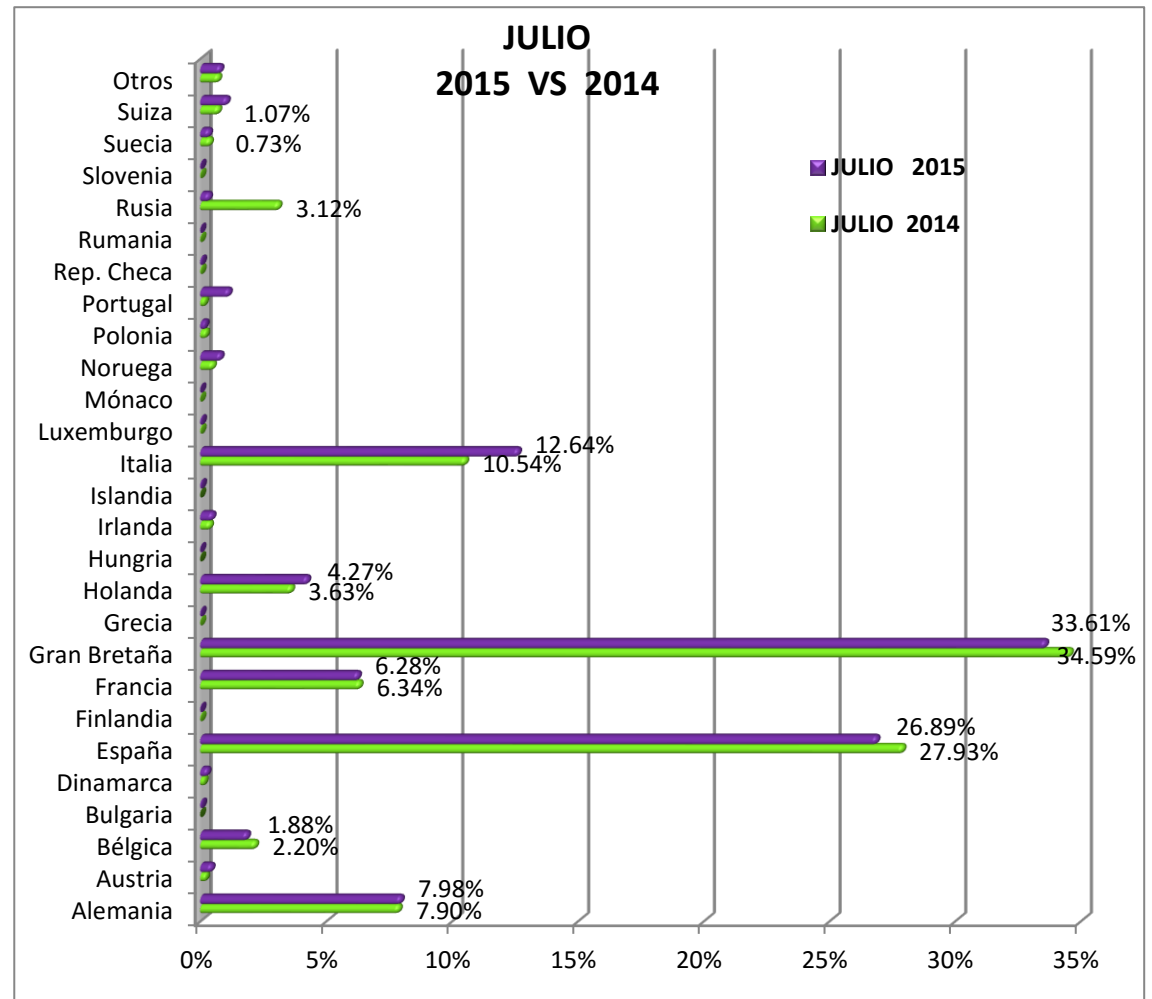
ENE-FEB	135,398	18.5	269,944	36.9	187,712	25.7	49,840	6.8	81,158	11.1	6,667	0.9	730,719	100.0
ENE-MAR	201,312	17.8	432,939	38.3	288,438	25.5	69,528	6.1	128,507	11.4	9,902	0.9	1,130,626	100.0
ENE-ABR	271,889	17.8	594,402	38.9	368,368	24.1	92,196	6.0	187,562	12.3	13,514	0.9	1,527,931	100.0
ENE-MAY	354,442	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	520,472	18.3	1,136,658	40.0	497,745	17.5	190,851	6.7	466,463	16.4	31,052	1.1	2,843,241	100.0
ENE-AGO														
ENE-SEPT														
ENE-OCT														
ENE-NOV														
ENE-DIC														
ENE-DIC														

GRAFICA PROCEDENCIA DEL TURISMO POR REGIONES DESGLOSE MENSUAL 2015



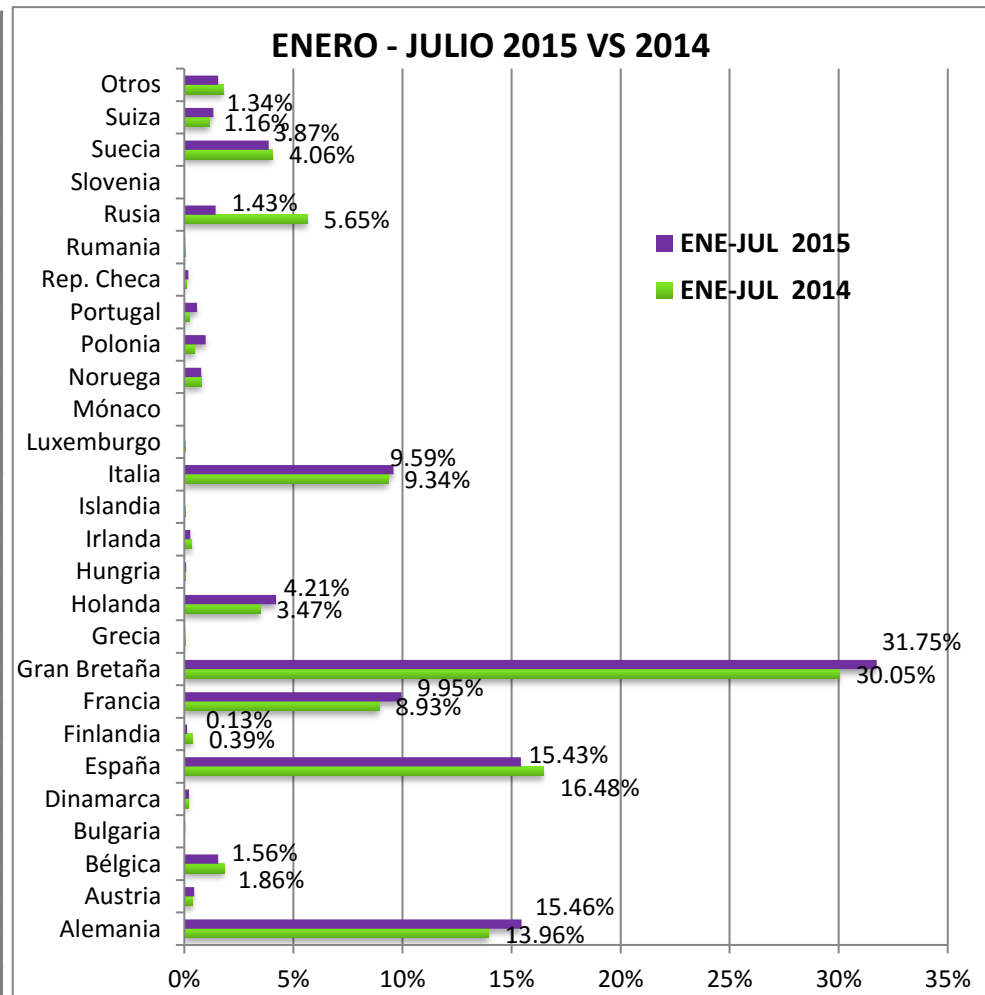
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO JULIO 2015 VS 2014

PAIS	JULIO 2014		JULIO 2015	
	PAX	%	PAX	%
Alemania	7,693	7.90%	6,972	7.98%
Austria	223	0.23%	406	0.46%
Bélgica	2,138	2.20%	1,638	1.88%
Bulgaria	0	0.00%	62	0.07%
Dinamarca	158	0.16%	258	0.30%
España	27,194	27.93%	23,491	26.89%
Finlandia	27	0.03%	22	0.03%
Francia	6,177	6.34%	5,484	6.28%
Gran Bretaña	33,678	34.59%	29,355	33.61%
Grecia	12	0.01%	35	0.04%
Holanda	3,531	3.63%	3,726	4.27%
Hungría	3	0.00%	14	0.02%
Irlanda	391	0.40%	437	0.50%
Islandia	3	0.00%	54	0.06%
Italia	10,263	10.54%	11,041	12.64%
Luxemburgo	34	0.03%	54	0.06%
Mónaco	9	0.01%	15	0.02%
Noruega	503	0.52%	720	0.82%
Polonia	228	0.23%	174	0.20%
Portugal	175	0.18%	1,004	1.15%
Rep. Checa	38	0.04%	58	0.07%
Rumania	19	0.02%	18	0.02%
Rusia	3,039	3.12%	316	0.36%
Slovenia	24	0.02%	30	0.03%
Suecia	388	0.40%	318	0.36%
Suiza	711	0.73%	934	1.07%
Otros	711	0.73%	712	0.82%
SUMA	97,370	100.00%	87,348	100.00%



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

PAIS	ENE-JUL 2014		ENE-JUL 2015	
	PAX	%	PAX	%
Alemania	80,028	13.96%	80,465	15.46%
Austria	2,267	0.40%	2,372	0.46%
Bélgica	10,653	1.86%	8,100	1.56%
Bulgaria	141	0.02%	177	0.03%
Dinamarca	1,017	0.18%	1,089	0.21%
España	94,499	16.48%	80,314	15.43%
Finlandia	2,239	0.39%	700	0.13%
Francia	51,216	8.93%	51,796	9.95%
Gran Bretaña	172,299	30.05%	165,249	31.75%
Grecia	357	0.06%	220	0.04%
Holanda	19,913	3.47%	21,888	4.21%
Hungría	369	0.06%	403	0.08%
Irlanda	1,954	0.34%	1,410	0.27%
Islandia	240	0.04%	131	0.03%
Italia	53,549	9.34%	49,913	9.59%
Luxemburgo	209	0.04%	163	0.03%
Mónaco	97	0.02%	38	0.01%
Noruega	4,553	0.79%	4,028	0.77%
Polonia	2,668	0.47%	5,116	0.98%
Portugal	1,464	0.26%	3,005	0.58%
Rep. Checa	681	0.12%	958	0.18%
Rumania	268	0.05%	239	0.05%
Rusia	32,407	5.65%	7,429	1.43%
Slovenia	155	0.03%	140	0.03%
Suecia	23,269	4.06%	20,135	3.87%
Suiza	6,632	1.16%	6,955	1.34%
Otros	10,207	1.78%	8,039	1.54%
SUMA	573,351	100.00%	520,472	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%	

DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO SEGUNDO SEMESTRE 2015

PAIS	JUL 2015		AGO 2015		SEP 2015		OCT 2015		NOV 2015		DIC 2015		Acumulado Ene-Jul		Posición 2015
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	
Alemania	6,972	7.98%											80,465	15.46%	2
Austria	406	0.46%											2,372	0.46%	
Bélgica	1,638	1.88%											8,100	1.56%	8
Bulgaria	62	0.07%											177	0.03%	
Dinamarca	258	0.30%											1,089	0.21%	
España	23,491	26.89%											80,314	15.43%	3
Finlandia	22	0.03%											700	0.13%	
Francia	5,484	6.28%											51,796	9.95%	4
Gran Bretaña	29,355	33.61%											165,249	31.75%	1
Grecia	35	0.04%											220	0.04%	
Holanda	3,726	4.27%											21,888	4.21%	6
Hungría	14	0.02%											403	0.08%	
Irlanda	437	0.50%											1,410	0.27%	
Islandia	54	0.06%											131	0.03%	
Italia	11,041	12.64%											49,913	9.59%	5
Luxemburgo	54	0.06%											163	0.03%	
Mónaco	15	0.02%											38	0.01%	
Noruega	720	0.82%											4,028	0.77%	
Polonia	174	0.20%											5,116	0.98%	
Portugal	1,004	1.15%											3,005	0.58%	
Rep. Checa	58	0.07%											958	0.18%	
Rumania	18	0.02%											239	0.05%	
Rusia	316	0.36%											7,429	1.43%	9
Slovenia	30	0.03%											140	0.03%	
Suecia	318	0.36%											20,135	3.87%	7
Suiza	934	1.07%											6,955	1.34%	10
Otros	712	0.82%											8,039	1.54%	
SUMA	87,348	100.00%	0	#¡DIV/0!	0	#¡DIV/0!	0	#¡DIV/0!	0	#¡DIV/0!	0	#¡DIV/0!	520,472	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.

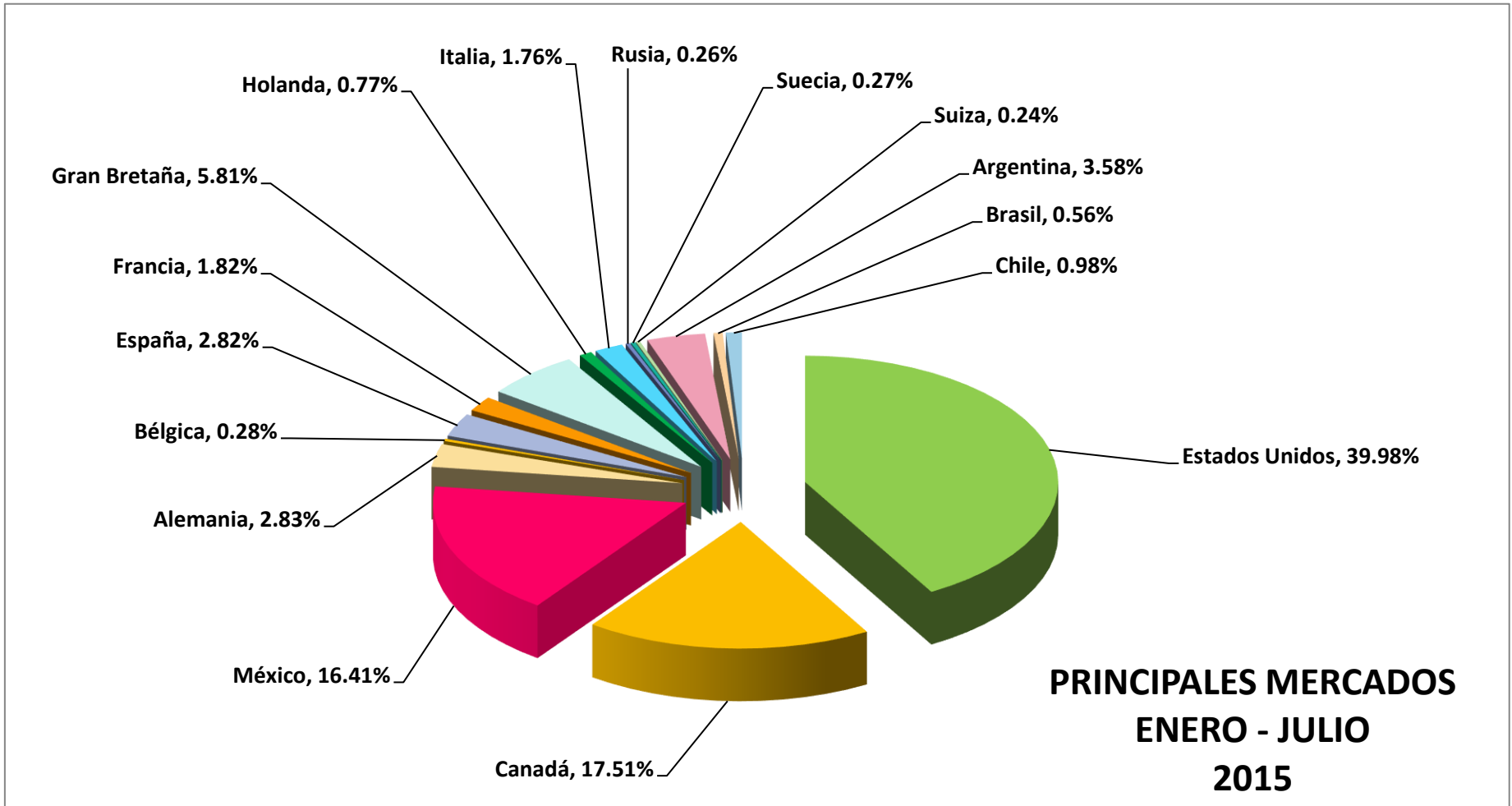
PRINCIPALES MERCADOS
PARA LA RIVIERA MAYA
SEGUNDO SEMESTRE AÑO 2015

PAIS	JUL 2015		AGO 2015		SEP 2015		OCT 2015		NOV 2015		DIC 2015		Acumulado Ene-Jul		Posición 2014	Posición 2015
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	193,714	41.49%											1,136,658	39.98%	1	1
2 Canadá	42,339	9.07%											497,745	17.51%	2	2
3 México	103,934	22.26%											466,463	16.41%	3	3
4 Alemania	6,972	1.49%											80,465	2.83%	6	6
5 Bélgica	1,638	0.35%											8,100	0.28%	16	14
6 España	23,491	5.03%											80,314	2.82%	5	7
7 Francia	5,484	1.17%											51,796	1.82%	9	8
8 Gran Bretaña	29,355	6.29%											165,249	5.81%	4	4
9 Holanda	3,726	0.80%											21,888	0.77%	13	11
10 Italia	11,041	2.36%											49,913	1.76%	8	9
11 Rusia	316	0.07%											7,429	0.26%	10	16
12 Suecia	318	0.07%											7,688	0.27%	12	15
13 Suiza	934	0.20%											6,955	0.24%	17	17
14 Argentina	16,636	3.56%											101,651	3.58%	7	5
15 Brasil	2,424	0.52%											15,788	0.56%	15	12
16 Chile	6,123	1.31%											27,737	0.98%	11	10
17 Colombia	2,721	0.58%											15,670	0.55%	14	13

AFLUENCIA	466,942	96.62%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2,843,241	96.42%
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Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

PRINCIPALES MERCADOS
ENERO - JULIO
2015



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

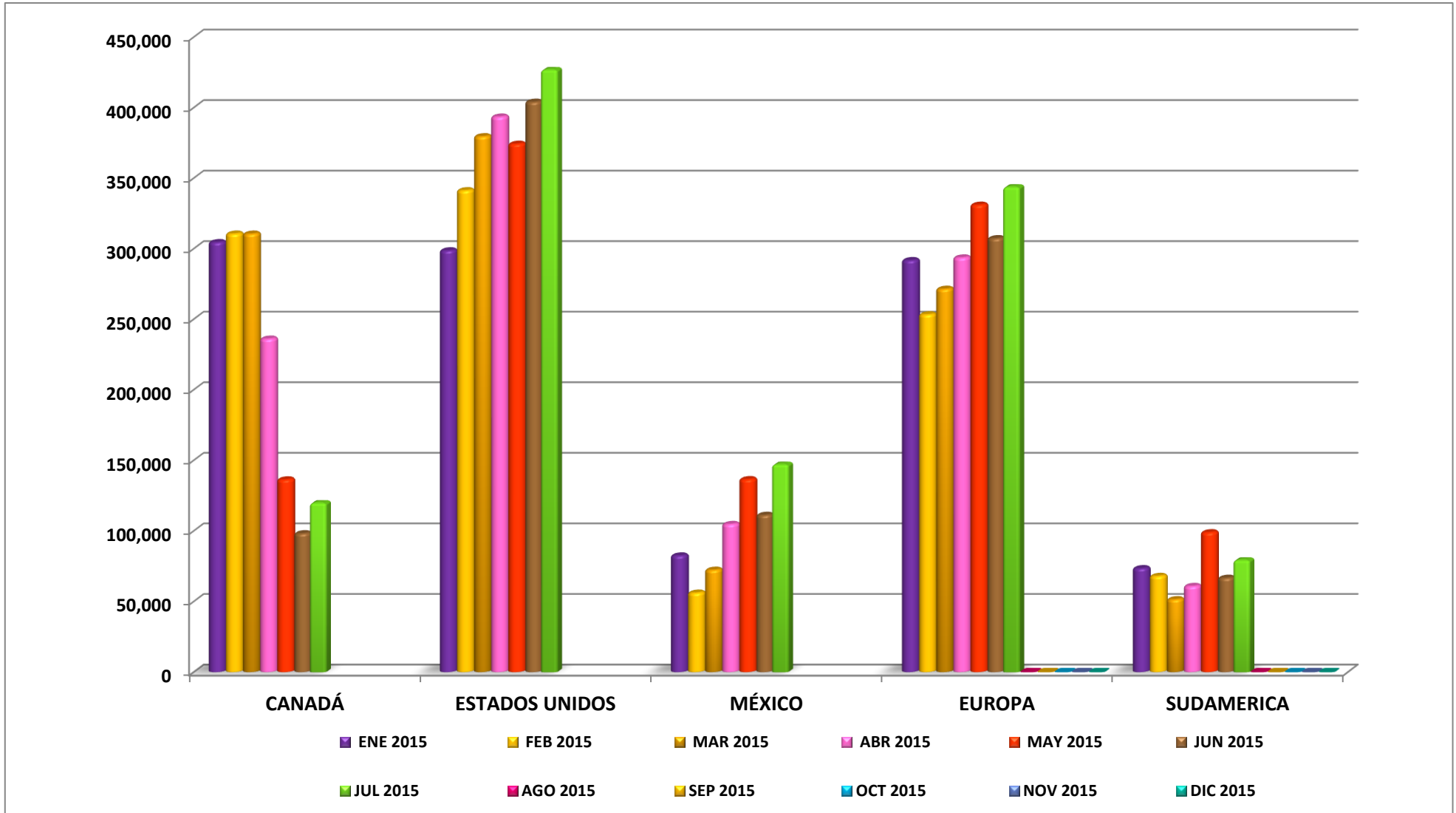
PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRODUCCIÓN CUARTOS NOCHE
PRIMER SEMESTRE AÑO 2015

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%	613,650	62.1%	4,152,021	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%	307,348	31.1%	1,748,815	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%	987,715	100.00%	6,320,533	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%

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

PAÍS	JUL 2015		AGO 2015		SEP 2015		OCT 2015		NOV 2015		DIC 2015		Acumulado Ene-Jul	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
NORTE AMERICA														
CANADÁ	119,961	10.7%											1,516,460	20.4%
ESTADOS UNIDOS	426,978	38.2%											2,618,696	35.2%
MÉXICO	147,240	13.2%											711,044	9.6%
SUMA	694,179	62.1%											4,846,200	65.2%
EUROPA														
ALEMANIA	30,038	2.7%											373,653	5.0%
BÉLGICA	7,091	0.6%											34,427	0.5%
ESPAÑA	63,426	5.7%											230,945	3.1%
FRANCIA	22,804	2.0%											191,211	2.6%
GRAN BRETAÑA	154,970	13.9%											805,409	10.8%
HOLANDA	16,891	1.5%											95,719	1.3%
ITALIA	41,910	3.8%											190,930	2.6%
RUSIA	1,185	0.1%											32,235	0.4%
SUECIA	1,194	0.1%											103,444	1.4%
SUIZA	4,355	0.4%											34,706	0.5%
SUMA	343,864	30.8%											2,092,679	27.7%
SUDAMERICA														
ARGENTINA	50,324	4.5%											334,409	4.5%
BRASIL	6,121	0.5%											43,773	0.6%
CHILE	16,685	1.5%											82,227	1.1%
COLOMBIA	6,326	0.6%											38,744	0.5%
SUMA	79,456	7.1%											499,153	6.2%
TOTAL PRIN. MDOS.	1,117,499	100.00%											7,438,032	99.01%
TOTAL DESTINO	Ctos. Ocup.	%PART.											Ctos. Ocup.	%PART.
	1,150,528	97.1%											7,760,809	95.8%

GRAFICA PRODUCCIÓN CUARTOS NOCHE POR REGIONES DESGLOSE MENSUAL 2015

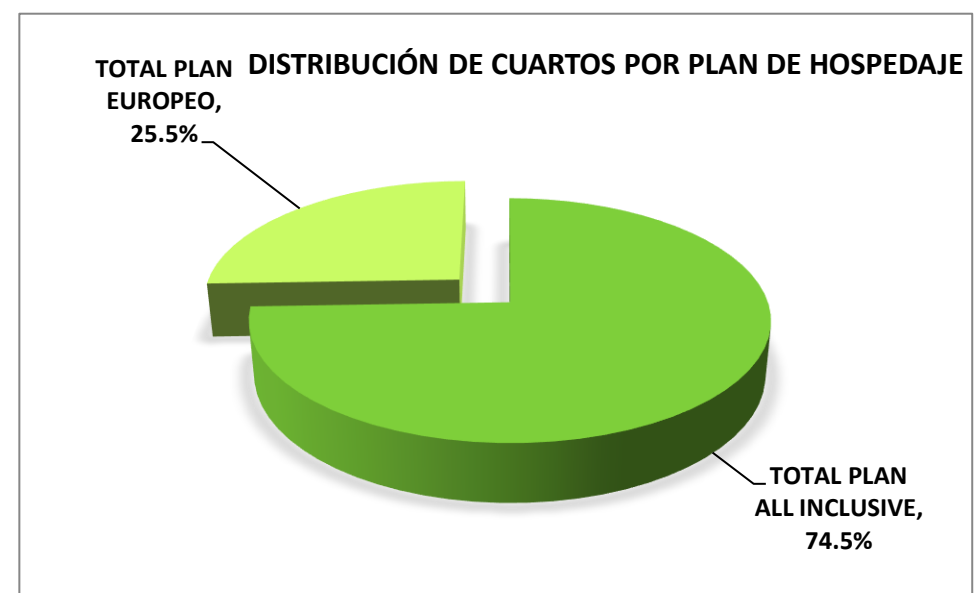


REGIÓN	2014		2015		VARIACIÓN	
	Participación %		Participación %		%	
NORTE AMERICA						
Canadá	38,413	8.77%	42,339	9.07%	3,926	10.22%
Estados Unidos	166,069	37.90%	193,714	41.49%	27,645	16.65%
México	108,570	24.78%	103,934	22.26%	-4,636	-4.27%
SUMA	313,052	71.45%	339,987	72.81%	26,935	8.60%
SUDAMERICA						
Argentina	8,686	1.98%	16,636	3.56%	7,950	91.53%
Bolivia	69	0.02%	204	0.04%	135	195.65%
Brasil	1,857	0.42%	2,424	0.52%	567	30.53%
Chile	5,106	1.17%	6,123	1.31%	1,017	19.92%
Colombia	3,260	0.74%	2,721	0.58%	-539	-16.53%
Ecuador	236	0.05%	175	0.04%	-61	-25.85%
Paraguay	177	0.04%	163	0.03%	-14	-7.91%
Peru	2,578	0.59%	3,280	0.70%	702	27.23%
Uruguay	1,043	0.24%	2,243	0.48%	1,200	115.05%
Venezuela	366	0.08%	292	0.06%	-74	-20.22%
Otros	521	0.12%	574	0.12%	53	10.17%
SUMA	23,899	5.45%	34,835	7.46%	10,936	45.76%
EUROPA						
Alemania	7,693	1.76%	6,972	1.49%	-721	-9.37%
Austria	223	0.05%	406	0.09%	183	82.06%
Bélgica	2,138	0.49%	1,638	0.35%	-500	-23.39%
Bulgaria	0	0.00%	62	0.01%	62	#¡DIV/0!
Dinamarca	158	0.04%	258	0.06%	100	63.29%
España	27,194	6.21%	23,491	5.03%	-3,703	-13.62%
Finlandia	27	0.01%	22	0.00%	-5	-18.52%
Francia	6,177	1.41%	5,484	1.17%	-693	-11.22%
Gran Bretaña	33,678	7.69%	29,355	6.29%	-4,323	-12.84%
Grecia	12	0.00%	35	0.01%	23	191.67%
Holanda	3,531	0.81%	3,726	0.80%	195	5.52%
Hungría	3	0.00%	14	0.00%	11	366.67%
Irlanda	391	0.09%	437	0.09%	46	11.76%
Islandia	3	0.00%	54	0.01%	51	1700.00%
Italia	10,263	2.34%	11,041	2.36%	778	7.58%
Luxemburgo	34	0.01%	54	0.01%	20	58.82%
Mónaco	9	0.00%	15	0.00%	6	66.67%
Noruega	503	0.11%	720	0.15%	217	43.14%
Polonia	228	0.05%	174	0.04%	-54	-23.68%
Portugal	175	0.04%	1,004	0.22%	829	473.71%
Rep. Checa	38	0.01%	58	0.01%	20	52.63%
Rumania	19	0.00%	18	0.00%	-1	-5.26%
Rusia	3,039	0.69%	316	0.07%	-2,723	-89.60%
Slovenia	24	0.01%	30	0.01%	6	25.00%
Suecia	388	0.09%	318	0.07%	-70	-18.04%
Suiza	711	0.16%	934	0.20%	223	31.36%
Otros	711	0.16%	712	0.15%	1	0.14%
SUMA	97,370	22.22%	87,348	18.71%	-10,022	-10.29%
OTROS PAISES	3,844	0.88%	4,772	1.02%	928	24.14%
TOTAL	438,165	100.00%	466,942	100.00%	28,777	6.57%

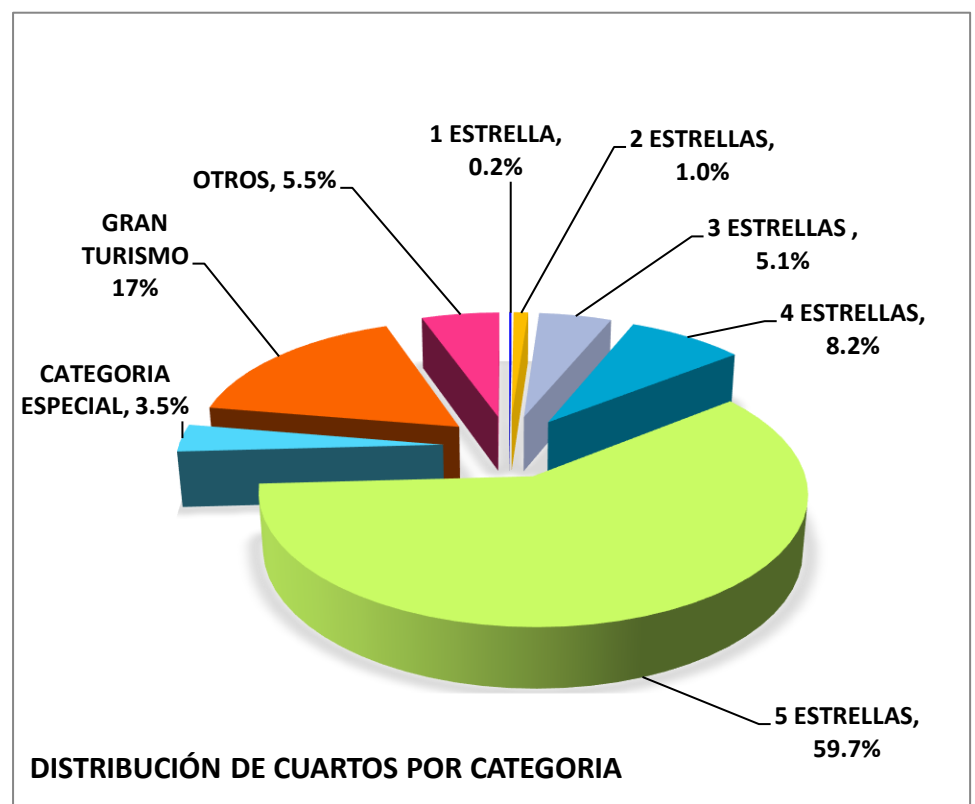
REGIÓN	2014		2015		VARIACIÓN	
	Participación %		Participación %		%	
NORTE AMERICA						
Canadá	479,995	17.98%	497,745	17.51%	17,750	3.70%
Estados Unidos	979,443	36.68%	1,136,658	39.98%	157,215	16.05%
México	472,777	17.71%	466,463	16.41%	-6,314	-1.34%
SUMA	1,932,215	72.37%	2,100,866	73.89%	168,651	8.73%
SUDAMERICA						
Argentina	65,354	2.45%	101,651	3.58%	36,297	55.54%
Bolivia	348	0.01%	456	0.02%	108	31.03%
Brasil	12,269	0.46%	15,788	0.56%	3,519	28.68%
Chile	25,528	0.96%	27,737	0.98%	2,209	8.65%
Colombia	14,064	0.53%	15,670	0.55%	1,606	11.42%
Ecuador	1,194	0.04%	1,110	0.04%	-84	-7.04%
Paraguay	1,253	0.05%	1,785	0.06%	532	42.46%
Peru	9,785	0.37%	11,488	0.40%	1,703	17.40%
Uruguay	6,273	0.23%	11,187	0.39%	4,914	78.34%
Venezuela	2,938	0.11%	2,319	0.08%	-619	-21.07%
Otros	2,166	0.08%	1,660	0.06%	-506	-23.36%
SUMA	141,172	5.29%	190,851	6.71%	49,679	35.19%
EUROPA						
Alemania	80,028	3.00%	80,465	2.83%	437	0.55%
Austria	2,267	0.08%	2,372	0.08%	105	4.63%
Bélgica	10,653	0.40%	8,100	0.28%	-2,553	-23.97%
Bulgaria	141	0.01%	177	0.01%	36	25.53%
Dinamarca	1,017	0.04%	1,089	0.04%	72	7.08%
España	94,499	3.54%	80,314	2.82%	-14,185	-15.01%
Finlandia	2,239	0.08%	700	0.02%	-1,539	-68.74%
Francia	51,216	1.92%	51,796	1.82%	580	1.13%
Gran Bretaña	172,299	6.45%	165,249	5.81%	-7,050	-4.09%
Grecia	357	0.01%	220	0.01%	-137	-38.38%
Holanda	19,913	0.75%	21,888	0.77%	1,975	9.92%
Hungría	369	0.01%	403	0.01%	34	9.21%
Irlanda	1,954	0.07%	1,410	0.05%	-544	-27.84%
Islandia	240	0.01%	131	0.00%	-109	-45.42%
Italia	53,549	2.01%	49,913	1.76%	-3,636	-6.79%
Luxemburgo	209	0.01%	163	0.01%	-46	-22.01%
Mónaco	97	0.00%	38	0.00%	-59	-60.82%
Noruega	4,553	0.17%	4,028	0.14%	-525	-11.53%
Polonia	2,668	0.10%	5,116	0.18%	2,448	91.75%
Portugal	1,464	0.05%	3,005	0.11%	1,541	105.26%
Rep. Checa	681	0.03%	958	0.03%	277	40.68%
Rumania	268	0.01%	239	0.01%	-29	-10.82%
Rusia	32,407	1.21%	7,429	0.26%	-24,978	-77.08%
Slovenia	155	0.01%	140	0.00%	-15	-9.68%
Suecia	23,269	0.87%	20,135	0.71%	-3,134	-13.47%
Suiza	6,632	0.25%	6,955	0.24%	323	4.87%
Otros	10,207	0.38%	8,039	0.28%	-2,168	-21.24%
SUMA	573,351	21.47%	520,472	18.31%	-52,879	-9.22%
OTROS PAISES	23,220	0.87%	31,052	1.09%	7,832	33.73%
TOTAL	2,669,958	100.00%	2,843,241	100.00%	173,283	6.49%

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	407	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 GRAND SLAM FLY FISHING LODGE	12	4 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	319	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	751	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
TOTAL	31,692	

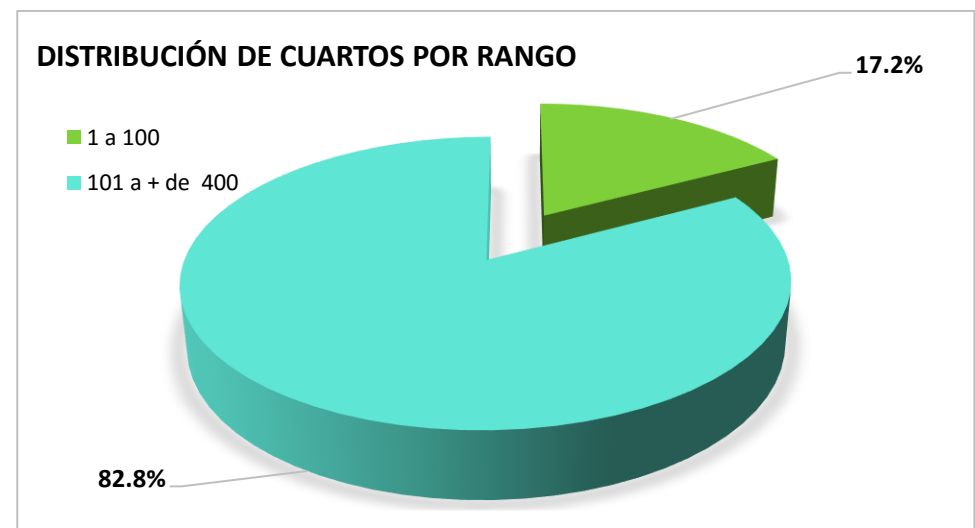
PLAN DE HOSPEDAJE	Cuartos	# HtIs.	%
TOTAL PLAN ALL INCLUSIVE	31,692	73	74.5%
TOTAL PLAN EUROPEO	10,873	330	25.5%
SUMAS	42,565	403	100.0%



CATEGORIA	Cuartos	# HtIs.	%
1 ESTRELLA	64	2	0.2%
2 ESTRELLAS	435	22	1.0%
3 ESTRELLAS	2,169	89	5.1%
4 ESTRELLAS	3,480	47	8.2%
5 ESTRELLAS	25,404	68	59.7%
CATEGORIA ESPECIAL	1,494	12	3.5%
GRAN TURISMO	7,199	20	16.9%
OTROS	2,320	143	5.5%
SUMAS	42,565	403	100.0%



RANGO	Cuartos	# HtIs.	%
1 a 100	7,315	319	17.2%
101 a + de 400	35,250	84	82.8%
SUMAS	42,565	403	100.0%



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

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	24	6.0%	4,001	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	171	42.4%	8,039	18.9%
PLAYA DEL SECRETO	1	0.2%	540	1.3%
PLAYA PARAISO	12	3.0%	3,857	9.1%
PLAYACAR	23	5.7%	6,712	15.8%
PUERTO AVENTURAS	14	3.5%	5,238	12.3%
PUNTA ALLEN	6	1.5%	59	0.1%
PUNTA BETE XCALACOCO	15	3.7%	4,668	11.0%
PUNTA BRAVA	1	0.2%	680	1.6%
PUNTA MAROMA	8	2.0%	2,176	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%	751	1.8%
XPU-HA	4	1.0%	469	1.1%
TOTAL	403	100.0%	42,565	100.0%

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

