



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

AGOSTO 2015

El Barómetro Turístico de la Riviera Maya en su **Ducentésima Decima primera** edición correspondiente al mes de Agosto del año 2015, fue elaborado con un muestreo de **34,538** cuartos, que corresponde al 81.14% 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 AGOSTO DE 2015



CONCEPTO	AGOSTO		VARIACIÓN	
	2014	2015	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	40,767	42,565	1,798	4.41%
CUARTOS NOCHE DISPONIBLES	1,251,433	1,310,196	58,763	4.70%
CUARTOS NOCHE OCUPADOS	994,730	1,071,269	76,539	7.69%
% DE OCUPACION	79.49%	81.76%	2.28%	
% DE OCUPACION TODO INCLUIDO				
	82.30%	83.54%	1.24%	
ESTADIA PROMEDIO				
GENERAL	6.0	5.9	(0.10)	
TURISMO NACIONAL	3.5	4.0	0.53	
TURISMO INTERNACIONAL	7.1	6.6	(0.46)	
TARIFA PROMEDIO (pesos)				
	\$ 2,787.75	\$ 3,695.09	907	32.55%
AFLUENCIA DEL TURISMO				
	2014	2015		
TOTAL	380,455	414,902	34,447	9.05%
NACIONALES	97,418	97,872	454	0.47%
EXTRANJEROS	283,037	317,030	33,993	12.01%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIÓN				
	2014		2015	
EUROPA	101,981	36.03%	95,966	30.27%
ESTADOS UNIDOS	123,837	43.75%	146,847	46.32%
CANADÁ	31,711	11.20%	39,586	12.49%
SUDAMERICA	22,616	7.99%	29,690	9.37%
RESTO DEL MUNDO	2,892	1.02%	4,941	1.56%
	283,037	100.00%	317,030	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2014	2015		
TOTAL	994,730	1,071,269	76,539	7.69%
NACIONALES	140,444	164,344	23,900	17.02%
EXTRANJEROS	854,286	906,925	52,639	6.16%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2014		2015	
EUROPA (Principales países)	436,476	51.1%	382,422	42.2%
ESTADOS UNIDOS	259,026	30.3%	333,465	36.8%
CANADÁ	80,335	9.4%	107,212	11.8%
SUDAMERICA (Principales países)	40,399	4.7%	59,798	6.6%
RESTO DEL MUNDO	38,050	4.45%	24,028	2.6%
	854,286	100.00%	906,925	100.00%

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

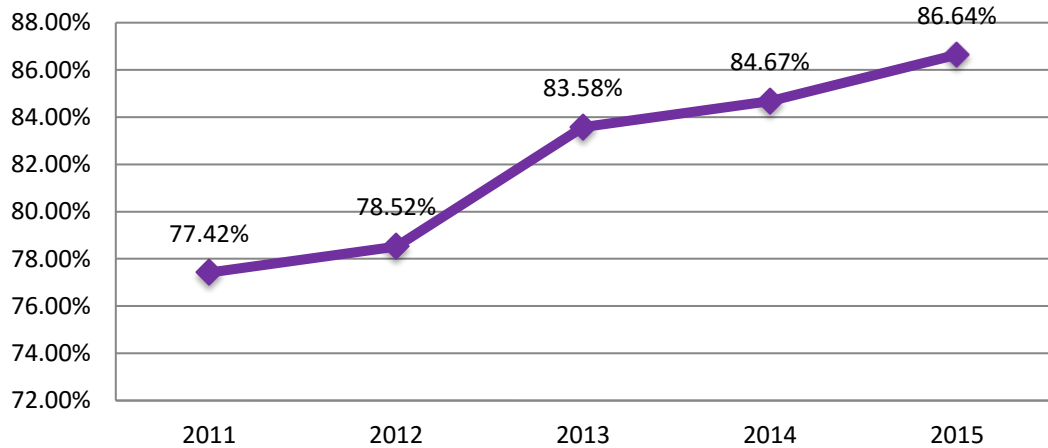


CONCEPTO	ENERO - AGOSTO		VARIACIÓN	
	2014	2015	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	40,767	42,565	1,798	4.41%
CUARTOS NOCHE DISPONIBLES	9,858,100	10,193,438	335,338	3.40%
CUARTOS NOCHE OCUPADOS	8,347,189	8,832,078	484,889	5.81%
% DE OCUPACION	84.67%	86.64%	1.97%	
% DE OCUPACION TODO INCLUIDO	87.37%	88.24%	0.87%	
ESTADIA PROMEDIO				
GENERAL	6.0	6.0	0.03	
TURISMO NACIONAL	3.4	3.8	0.36	
TURISMO INTERNACIONAL	6.8	6.7	(0.15)	
TARIFA PROMEDIO (pesos)	\$ 2,981.84	\$ 3,882.58	901	30.21%
AFLUENCIA DEL TURISMO				
	2014	2015		
TOTAL	3,050,413	3,258,143	207,730	6.81%
NACIONALES	570,195	564,335	-5,860	-1.03%
EXTRANJEROS	2,480,218	2,693,808	213,590	8.61%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONE				
	2014	2015		
EUROPA	675,332	27.23%	616,439	22.88%
ESTADOS UNIDOS	1,103,280	44.48%	1,283,505	47.65%
CANADÁ	511,706	20.63%	537,332	19.95%
SUDAMERICA	163,788	6.60%	220,541	8.19%
RESTO DEL MUNDO	26,112	1.05%	35,991	1.34%
	2,480,218	100.00%	2,693,808	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2014	2015		
TOTAL	8,347,189	8,832,078	484,889	5.81%
NACIONALES	808,117	875,388	67,271	8.32%
EXTRANJEROS	7,539,072	7,956,690	417,618	5.54%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2014	2015		
EUROPA (Principales países)	2,717,836	36.1%	2,475,101	31.1%
ESTADOS UNIDOS	2,587,067	34.3%	2,952,161	37.1%
CANADÁ	1,572,639	20.9%	1,623,672	20.4%
SUDAMERICA (Principales países)	375,513	5.0%	558,951	7.0%
RESTO DEL MUNDO	286,017	3.79%	346,805	4.4%
	7,539,072	100.00%	7,956,690	100.00%

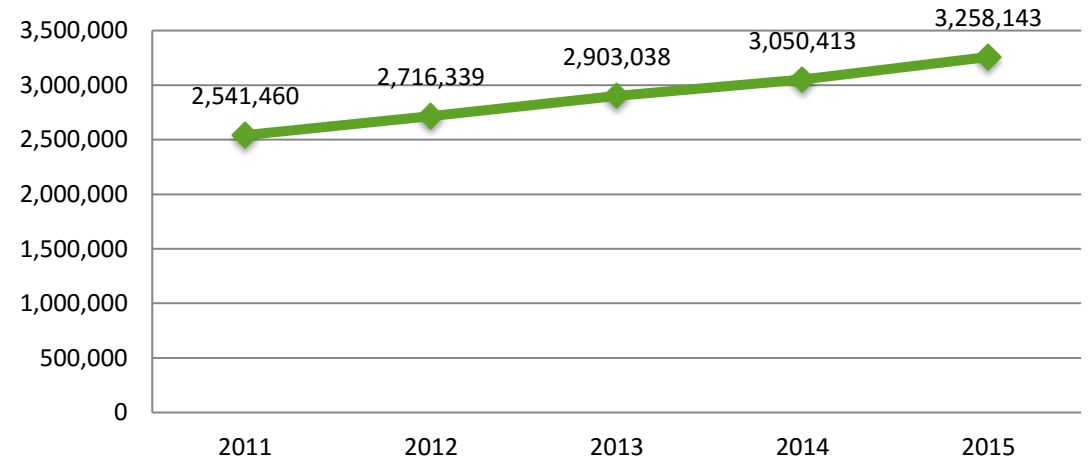
COMPARATIVO OCUPACIÓN Y AFLUENCIA 2011-2015

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	72.72%	72.72%	78.31%	79.49%	81.76%	9.04%	9.04%	3.45%	2.27%	322,787	330,085	369,964	380,455	414,902	28.54%	25.70%	12.15%	9.05%
SEPT																		
OCT																		
NOV																		
DIC																		
Total	77.42%	78.52%	83.58%	84.67%	86.64%	9.22%	8.12%	3.06%	1.97%	2,541,460	2,716,339	2,903,038	3,050,413	3,258,143	28.20%	19.95%	12.23%	6.81%

OCUPACIÓN GENERAL ACUMULADA ENERO - AGOSTO

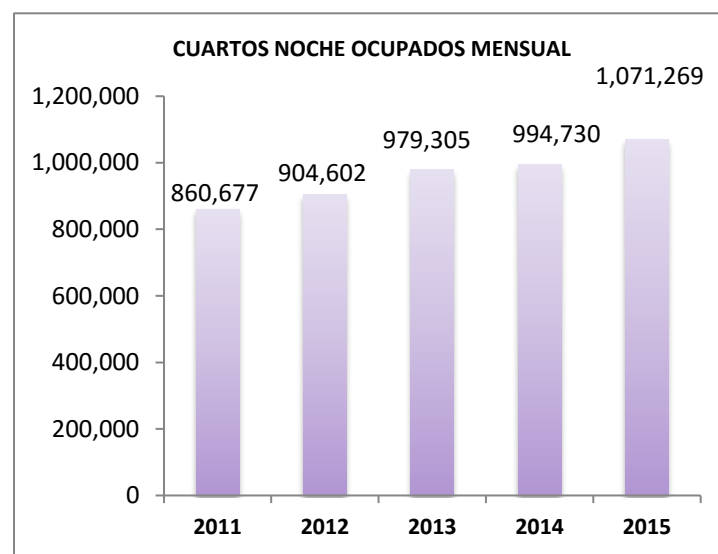


AFLUENCIA GENERAL ACUMULADA ENERO - AGOSTO



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	860,677	904,602	979,305	994,730	1,071,269	24.47%	18.42%	9.39%	7.69%
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	7,175,087	7,666,588	8,173,896	8,347,189	8,832,078	23.09%	15.20%	8.05%	5.81%
ENE-SEP									
ENE-OCT									
ENE-NOV									
ENE-DIC									

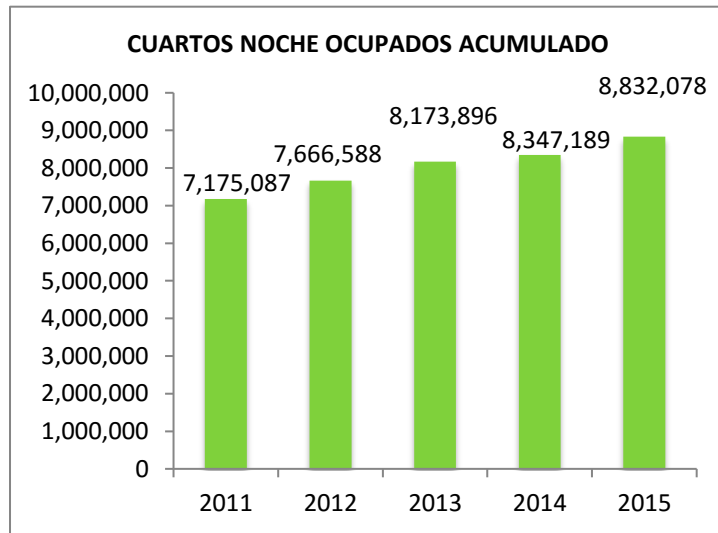


TABLA DE OCUPACION HOTELERA AÑO 2015

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	42,565	1,310,196	1,071,269	81.76%	97,872	23.59%	317,030	76.41%	414,902	5.9
SEPTIEMBRE										
OCTUBRE										
NOVIEMBRE										
DICIEMBRE										

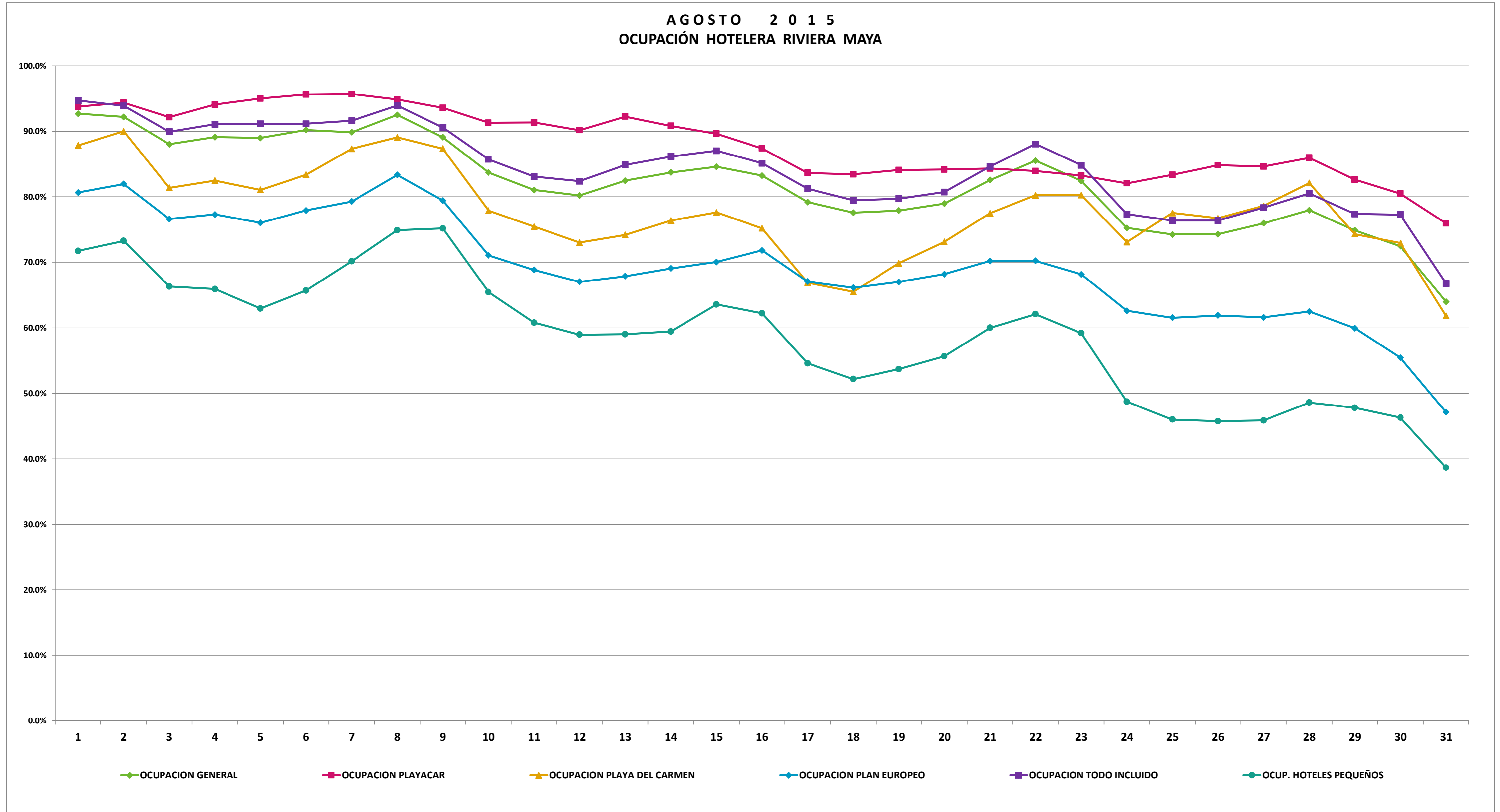
ACUMULADO ANUAL

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	42,565	10,193,438	8,832,078	86.64%	564,335	17.32%	2,693,808	82.68%	3,258,143	6.0
ENE-SEP										
ENE-OCT										
ENE-NOV										
ENE-DIC										

OCUPACIÓN HOTELERA DIARIA

AGOSTO 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	92.7%	92.2%	88.0%	89.1%	89.0%	90.2%	89.9%	92.5%	89.1%	83.7%	81.1%	80.2%	82.5%	83.7%	84.6%	83.2%	79.2%	77.6%	77.9%	79.0%	82.6%	85.5%	82.5%	75.3%	74.3%	74.3%	76.0%	74.9%	72.5%	64.0%	81.76%	
OCUPACION PLAYACAR	93.8%	94.4%	92.2%	94.1%	95.0%	95.6%	95.7%	94.9%	93.6%	91.3%	91.3%	90.2%	92.3%	90.8%	89.6%	87.4%	83.7%	83.4%	84.1%	84.2%	84.3%	83.9%	83.3%	82.1%	83.4%	84.8%	84.6%	86.0%	82.6%	80.5%	76.0%	88.03%
OCUPACION PLAYA DEL CARMEN	87.9%	90.0%	81.4%	82.5%	81.1%	83.4%	87.3%	89.1%	87.4%	77.9%	75.5%	73.0%	74.2%	76.4%	77.6%	75.2%	66.9%	65.5%	69.9%	73.1%	77.5%	80.2%	80.3%	73.1%	77.6%	76.7%	78.6%	82.1%	74.3%	72.9%	61.8%	77.75%
OCUPACION PLAN EUROPEO	80.7%	82.0%	76.6%	77.3%	76.0%	77.9%	79.3%	83.3%	79.4%	71.1%	68.8%	67.0%	67.9%	69.1%	70.1%	71.8%	67.1%	66.1%	67.0%	68.2%	70.2%	70.2%	68.2%	62.6%	61.5%	61.9%	61.6%	62.5%	59.9%	55.4%	47.1%	69.29%
OCUPACION TODO INCLUIDO	94.7%	93.9%	89.9%	91.1%	91.2%	91.2%	91.6%	93.9%	90.6%	85.7%	83.1%	82.4%	84.9%	86.2%	87.0%	85.1%	81.2%	79.5%	79.7%	80.7%	84.6%	88.1%	84.8%	77.4%	76.4%	76.4%	78.4%	80.5%	77.4%	77.3%	66.8%	83.54%
OCUP. HOTELES PEQUEÑOS	71.7%	73.3%	66.3%	65.9%	63.0%	65.7%	70.2%	74.9%	75.2%	65.5%	60.8%	59.0%	59.0%	59.4%	63.6%	62.2%	54.6%	52.2%	53.7%	55.7%	60.0%	62.1%	59.2%	48.7%	46.0%	45.7%	45.9%	48.6%	47.8%	46.3%	38.6%	58.73%





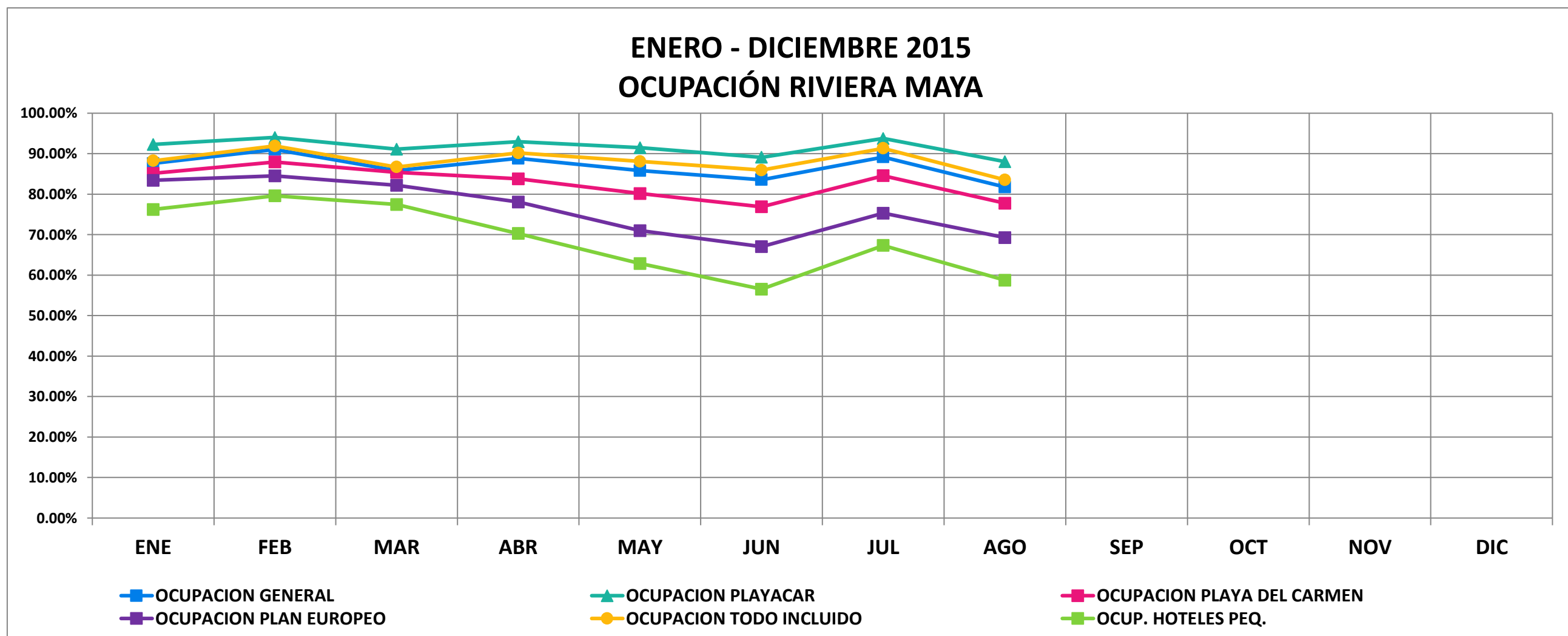
FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

DEPARTAMENTO DE ESTADÍSTICA

OCUPACIÓN HOTELERA MENSUAL

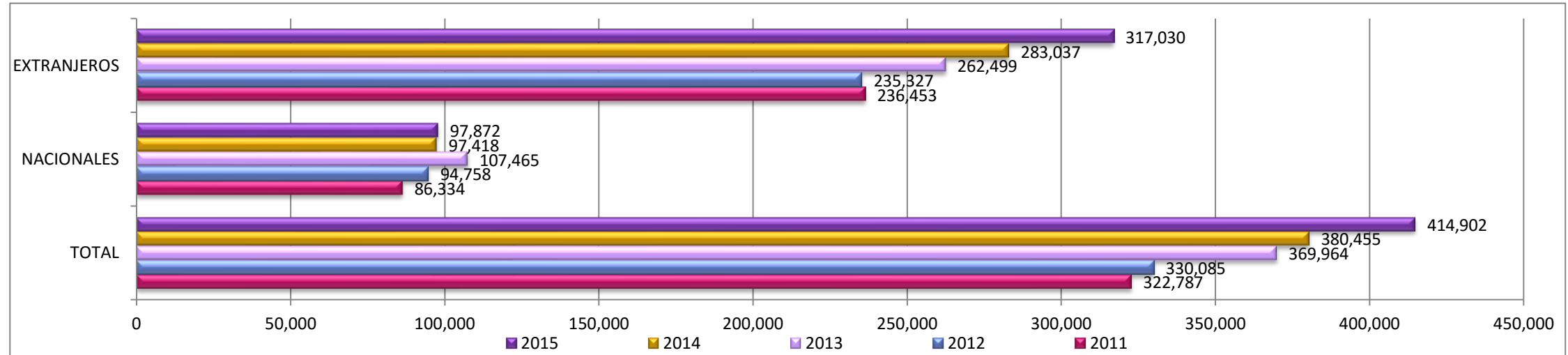
ENERO - DICIEMBRE 2015

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%	81.76%					86.64%
OCUPACION PLAYACAR	92.30%	94.02%	91.09%	92.94%	91.49%	89.11%	93.75%	88.03%					91.59%
OCUPACION PLAYA DEL CARMEN	85.16%	87.94%	85.38%	83.79%	80.16%	76.87%	84.55%	77.75%					82.70%
OCUPACION PLAN EUROPEO	83.41%	84.51%	82.19%	78.06%	71.00%	67.04%	75.29%	69.29%					76.35%
OCUPACION TODO INCLUIDO	88.25%	91.91%	86.71%	90.18%	88.08%	85.96%	91.32%	83.54%					88.24%
OCUP. HOTELES PEQ.	76.20%	79.59%	77.43%	70.29%	62.85%	56.54%	67.32%	58.73%					68.62%



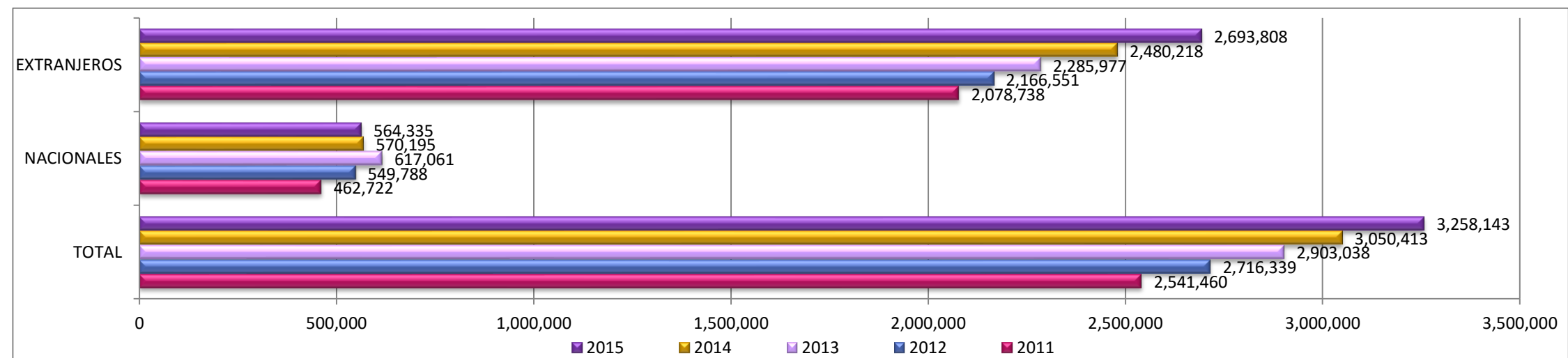
PROCEDENCIA DEL TURISMO AGOSTO

AFLUENCIA DEL TURISMO	2011		2012		2013		2014		2015		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2015-11	2015-12	2015-13	2015-14
TOTAL	322,787	100.00%	330,085	100.00%	369,964	100.00%	380,455	100.00%	414,902	100.00%	28.54%	25.70%	12.15%	9.05%
NACIONALES	86,334	26.75%	94,758	28.71%	107,465	29.05%	97,418	25.61%	97,872	23.59%	13.36%	3.29%	-8.93%	0.47%
EXTRANJEROS	236,453	73.25%	235,327	71.29%	262,499	70.95%	283,037	74.39%	317,030	76.41%	34.08%	34.72%	20.77%	12.01%



ENERO - AGOSTO

AFLUENCIA DEL TURISMO	2011		2012		2013		2014		2015		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2015-11	2015-12	2015-13	2015-14
TOTAL	2,541,460	100.00%	2,716,339	100.00%	2,903,038	100.00%	3,050,413	100.00%	3,258,143	100.00%	28.20%	19.95%	12.23%	6.81%
NACIONALES	462,722	18.21%	549,788	20.24%	617,061	21.26%	570,195	18.69%	564,335	17.32%	21.96%	2.65%	-8.54%	-1.03%
EXTRANJEROS	2,078,738	81.79%	2,166,551	79.76%	2,285,977	78.74%	2,480,218	81.31%	2,693,808	82.68%	29.59%	24.34%	17.84%	8.61%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
AGOSTO 2015

PAIS	No. DE PERSONAS	%
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1.- NORTE AMERICA		
Canadá	39,586	9.54
Estados Unidos	146,847	35.39
México	97,872	23.59
SUMA	284,305	68.52

2.- CENTRO AMERICA		
Belice	166	0.04
Costa Rica	179	0.04
El Salvador	137	0.03
Guatemala	108	0.03
Nicaragua	8	0.00
Panamá	1,043	0.25
Otros	163	0.04
SUMA	1,804	0.43

3.- SUDAMERICA		
Argentina	12,888	3.11
Bolivia	415	0.10
Brasil	1,687	0.41
Chile	4,882	1.18
Colombia	2,783	0.67
Ecuador	360	0.09
Paraguay	205	0.05
Perú	2,275	0.55
Uruguay	3,229	0.78
Venezuela	551	0.13
Otros	415	0.10
SUMA	29,690	7.16

PAIS	No. DE PERSONAS	%
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4.- CARIBE		
Bahamas	18	0.00
Bermudas	12	0.00
Cuba	50	0.01
Curacao		0.00
Haiti		0.00
Jamaica	28	0.01
Puerto Rico	422	0.10
Rep. Dominicana	203	0.05
Otros	158	0.04
SUMA	891	0.21

5.- OCEANIA		
Australia	745	0.18
Nueva Zelanda	46	0.01
SUMA	791	0.19

6.- ASIA		
Arabia	94	0.02
China	150	0.04
Corea	119	0.03
Filipinas	11	0.00
India	27	0.01
Israel	166	0.04
Japón	148	0.04
Paquistán	1	0.00
Turquia	7	0.00
Otros	389	0.09
SUMA	1,112	0.27

7.- AFRICA		
Argelia		0.00
Egipto	18	0.00
Sudáfrica	104	0.03
Otros	221	0.05
SUMA	343	0.08

PAIS	No. DE PERSONAS	%
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8.- EUROPA		
Alemania	8,508	2.05
Austria	178	0.04
Bélgica	1,292	0.31
Bulgaria	8	0.00
Dinamarca	46	0.01
España	28,069	6.77
Finlandia	16	0.00
Francia	6,979	1.68
Gran Bretaña	30,890	7.45
Grecia	19	0.00
Holanda	2,988	0.72
Hungría	73	0.02
Irlanda	387	0.09
Islandia	4	0.00
Italia	13,029	3.14
Luxemburgo	85	0.02
Mónaco	4	0.00
Noruega	406	0.10
Polonia	116	0.03
Portugal	1,373	0.33
Rep. Checa	13	0.00
Rumania	30	0.01
Rusia	349	0.08
Slovenia	11	0.00
Suecia	67	0.02
Suiza	321	0.08
Otros	705	0.17
SUMA	95,966	23.13

GRAN TOTAL		
	414,902	100.00

PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENERO - AGOSTO 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	537,331	16.49
Estados Unidos	1,283,505	39.39
México	564,335	17.32
SUMA	2,385,171	73.21

2.- CENTRO AMERICA		
Belice	888	0.03
Costa Rica	1,204	0.04
El Salvador	654	0.02
Guatemala	1,129	0.03
Nicaragua	68	0.00
Panamá	9,629	0.30
Otros	529	0.02
SUMA	14,101	0.43

3.- SUDAMERICA		
Argentina	114,539	3.52
Bolivia	871	0.03
Brasil	17,475	0.54
Chile	32,619	1.00
Colombia	18,453	0.57
Ecuador	1,470	0.05
Paraguay	1,990	0.06
Perú	13,763	0.42
Uruguay	14,416	0.44
Venezuela	2,870	0.09
Otros	2,075	0.06
SUMA	220,541	6.77

4.- CARIBE		
Bahamas	88	0.00
Bermudas	70	0.00
Cuba	222	0.01
Curacao	0	0.00
Haiti	35	0.00
Jamaica	244	0.01
Puerto Rico	1,920	0.06
Rep. Dominicana	1,328	0.04
Otros	835	0.03
SUMA	4,742	0.15

5.- OCEANIA		
Australia	7,383	0.23
Nueva Zelanda	318	0.01
SUMA	7,701	0.24

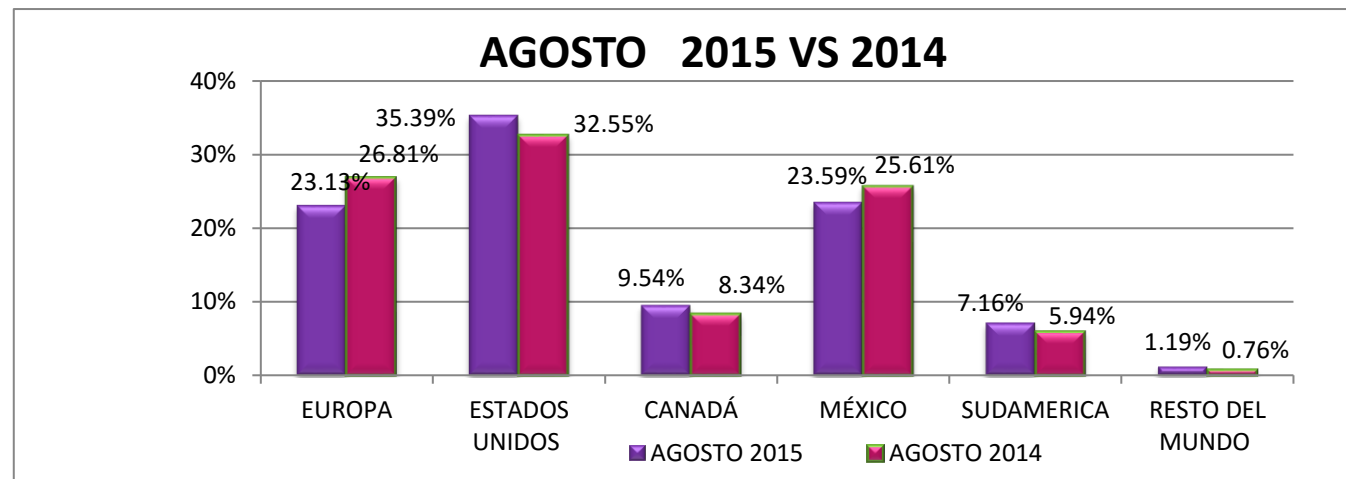
6.- ASIA		
Arabia	233	0.01
China	1,265	0.04
Corea	856	0.03
Filipinas	91	0.00
India	481	0.01
Israel	1,074	0.03
Japón	761	0.02
Paquistan	26	0.00
Turquia	139	0.00
Otros	2,981	0.09
SUMA	7,907	0.24

7.- AFRICA		
Argelia	11	0.00
Egipto	118	0.00
Sudáfrica	581	0.02
Otros	832	0.03
SUMA	1,542	0.05

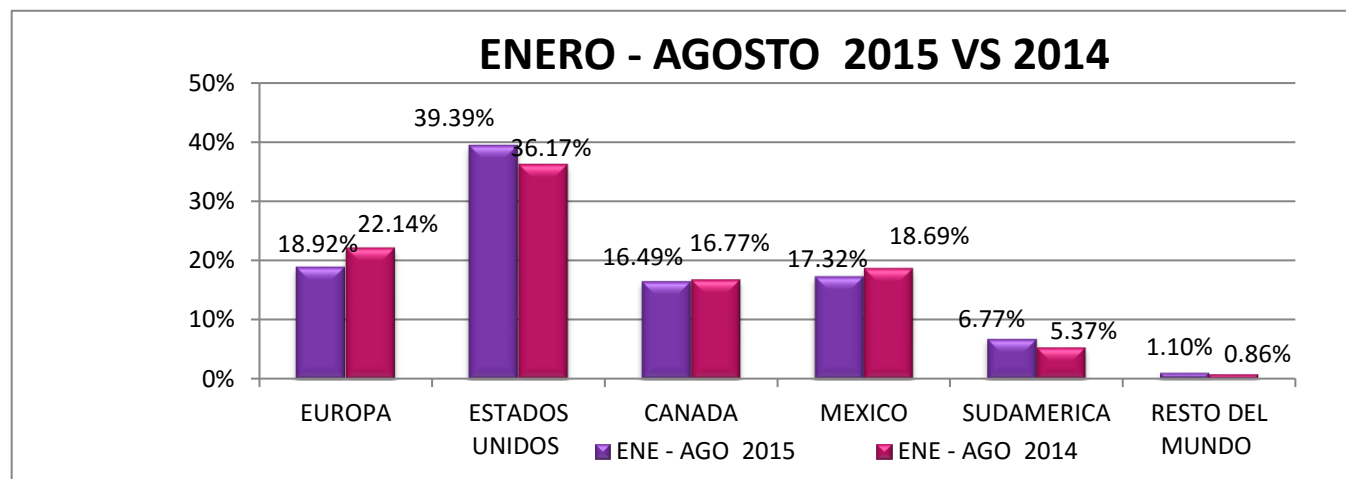
8.- EUROPA		
Alemania	88,973	2.73
Austria	2,550	0.08
Bélgica	9,392	0.29
Bulgaria	185	0.01
Dinamarca	1,135	0.03
España	108,383	3.33
Finlandia	716	0.02
Francia	58,775	1.80
Gran Bretaña	196,139	6.02
Grecia	239	0.01
Holanda	24,876	0.76
Hungria	476	0.01
Irlanda	1,797	0.06
Islandia	135	0.00
Italia	62,942	1.93
Luxemburgo	248	0.01
Mónaco	42	0.00
Noruega	4,434	0.14
Polonia	5,232	0.16
Portugal	4,378	0.13
Rep. Checa	971	0.03
Rumania	269	0.01
Rusia	7,778	0.24
Slovenia	151	0.00
Suecia	20,202	0.62
Suiza	7,276	0.22
Otros	8,744	0.27
SUMA	616,438	18.92

GRAN TOTAL		
	3,258,143	100.00

REGION	AGOSTO 2014		AGOSTO 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	101,981	26.81%	95,966	23.13%	-5.90%
ESTADOS UNIDOS	123,837	32.55%	146,847	35.39%	18.58%
CANADÁ	31,711	8.34%	39,586	9.54%	24.83%
MÉXICO	97,418	25.61%	97,872	23.59%	0.47%
SUDAMERICA	22,616	5.94%	29,690	7.16%	31.28%
RESTO DEL MUNDO	2,892	0.76%	4,941	1.19%	70.85%
SUMAS	380,455	100.00%	414,902	100.00%	9.05%



REGION	ENE - AGO 2014		ENE - AGO 2015		% VAR.
	TURISTAS	%	TURISTAS	%	2015-2014
EUROPA	675,332	22.14%	616,439	18.92%	-8.72%
ESTADOS UNIDOS	1,103,280	36.17%	1,283,505	39.39%	16.34%
CANADA	511,706	16.77%	537,332	16.49%	5.01%
MEXICO	570,195	18.69%	564,335	17.32%	-1.03%
SUDAMERICA	163,788	5.37%	220,541	6.77%	34.65%
RESTO DEL MUNDO	26,112	0.86%	35,991	1.10%	37.83%
SUMAS	3,050,413	100.00%	3,258,143	100.00%	6.81%



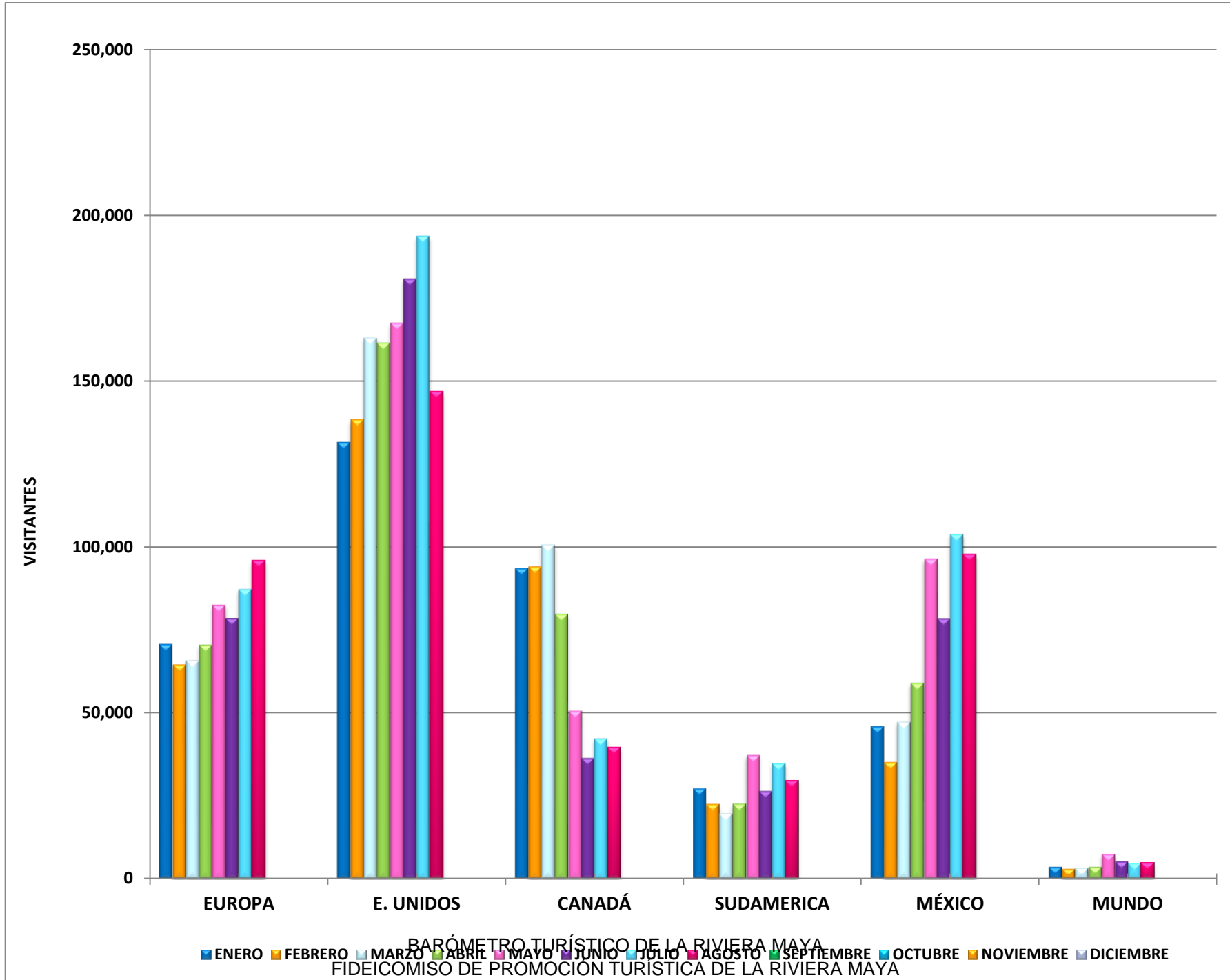
**PROCEDENCIA DEL TURISMO POR REGIONES
AÑO 2015**

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	95,966	23.1	146,847	35.4	39,586	9.5	29,690	7.2	97,872	23.6	4,941	1.2	414,902	100.0
SEPTIEMBRE														
OCTUBRE														
NOVIEMBRE														
DICIEMBRE														

ACUMULADO ANUAL

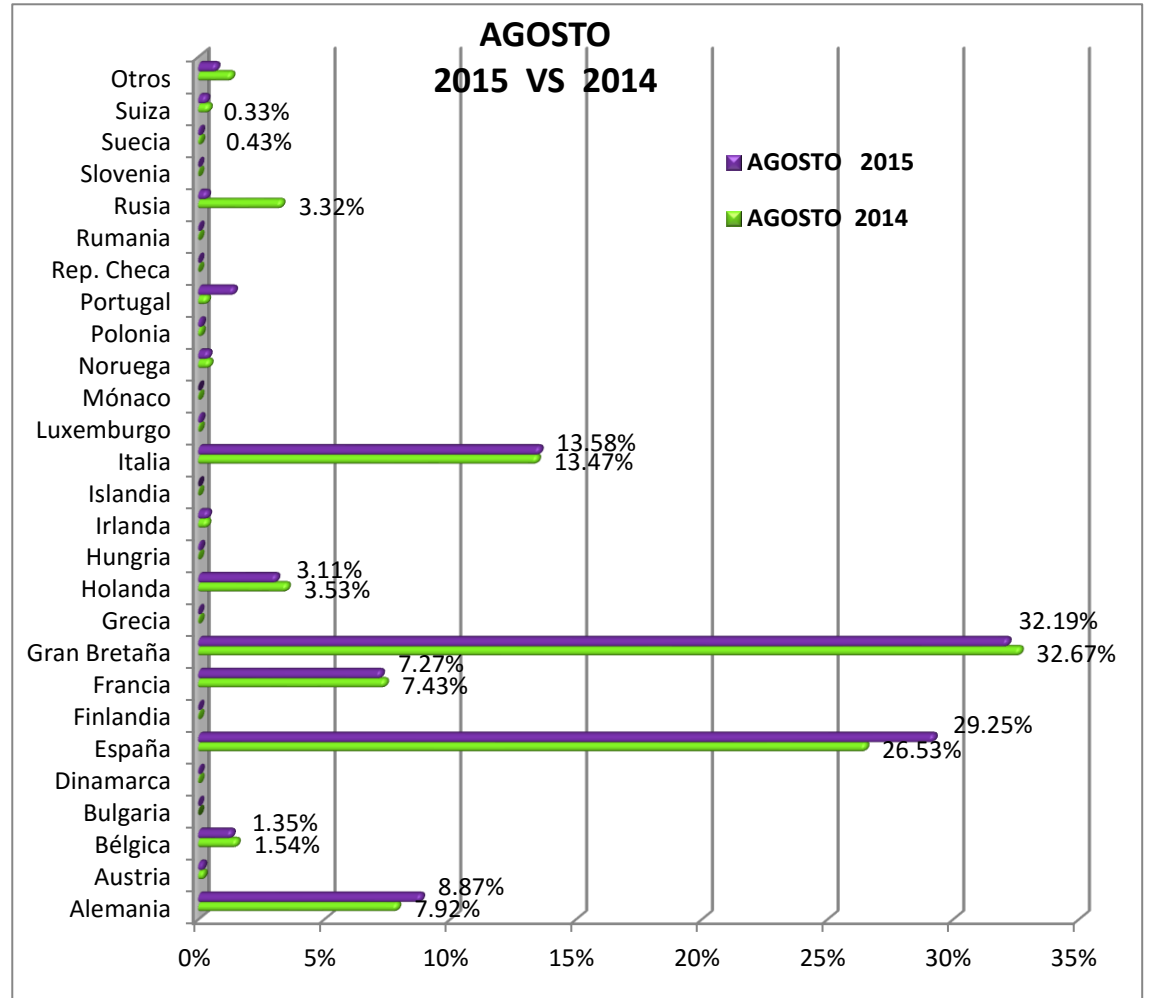
ENE-FEB	135,398	18.5	269,944	36.9	187,712	25.7	49,840	6.8	81,158	11.1	6,667	0.9	730,719	100.0
ENE-MAR	201,312	17.8	432,939	38.3	288,438	25.5	69,528	6.1	128,507	11.4	9,902	0.9	1,130,626	100.0
ENE-ABR	271,889	17.8	594,402	38.9	368,368	24.1	92,196	6.0	187,562	12.3	13,514	0.9	1,527,931	100.0
ENE-MAY	354,442	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	616,438	18.9	1,283,505	39.4	537,331	16.5	220,541	6.8	564,335	17.3	35,993	1.1	3,258,143	100.0
ENE-SEPT														
ENE-OCT														
ENE-NOV														
ENE-DIC														
ENE-DIC														

GRAFICA
PROCEDENCIA DEL TURISMO POR REGIONES
DESGLOSE MENSUAL 2015



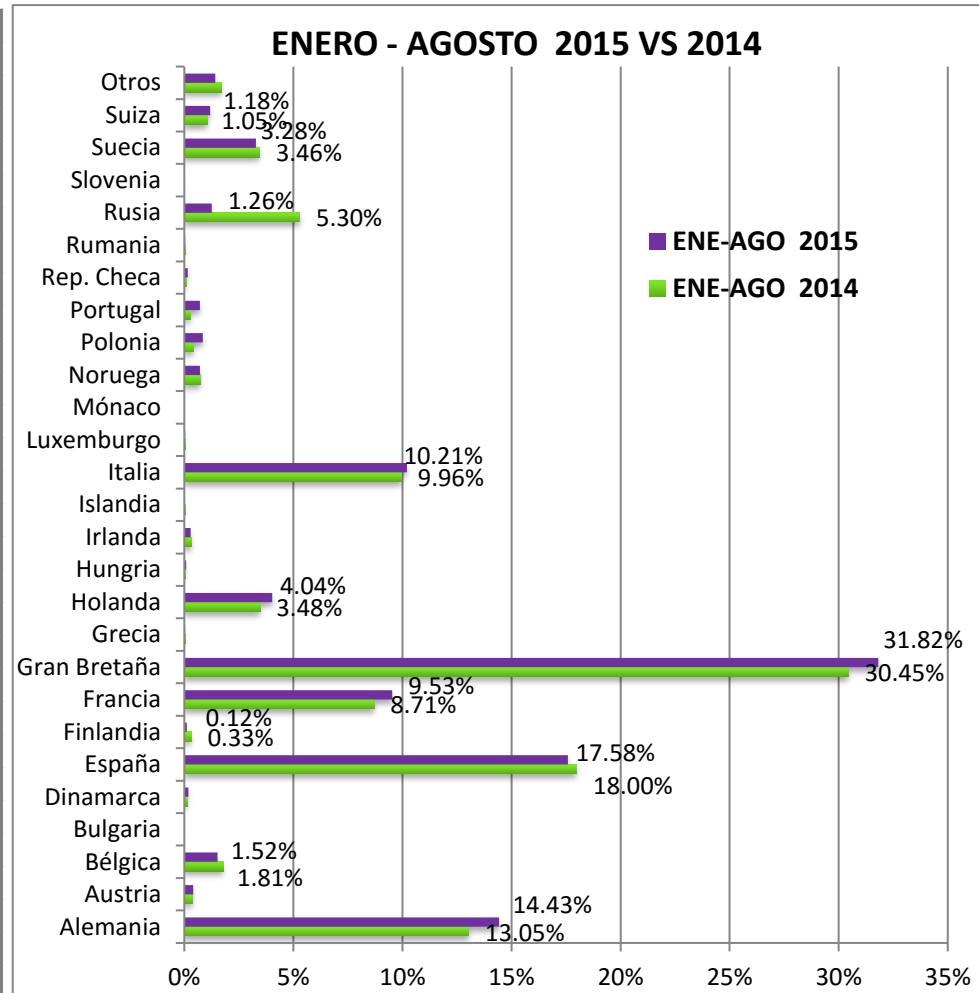
**DESGLOSE DE PROCEDENCIA GEOGRÁFICA
DEL TURISMO EUROPEO
AGOSTO 2015 VS 2014**

PAIS	AGOSTO 2014		AGOSTO 2015	
	PAX	%	PAX	%
Alemania	8,076	7.92%	8,508	8.87%
Austria	212	0.21%	178	0.19%
Bélgica	1,572	1.54%	1,292	1.35%
Bulgaria	4	0.00%	8	0.01%
Dinamarca	33	0.03%	46	0.05%
España	27,055	26.53%	28,069	29.25%
Finlandia	23	0.02%	16	0.02%
Francia	7,577	7.43%	6,979	7.27%
Gran Bretaña	33,322	32.67%	30,890	32.19%
Grecia	36	0.04%	19	0.02%
Holanda	3,603	3.53%	2,988	3.11%
Hungría	14	0.01%	73	0.08%
Irlanda	382	0.37%	387	0.40%
Islandia	12	0.01%	4	0.00%
Italia	13,740	13.47%	13,029	13.58%
Luxemburgo	48	0.05%	85	0.09%
Mónaco	22	0.02%	4	0.00%
Noruega	469	0.46%	406	0.42%
Polonia	111	0.11%	116	0.12%
Portugal	367	0.36%	1,373	1.43%
Rep. Checa	11	0.01%	13	0.01%
Rumania	26	0.03%	30	0.03%
Rusia	3,384	3.32%	349	0.36%
Slovenia	14	0.01%	11	0.01%
Suecia	77	0.08%	67	0.07%
Suiza	438	0.43%	321	0.33%
Otros	1,353	1.33%	705	0.73%
SUMA	101,981	100.00%	95,966	100.00%



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

PAIS	ENE-AGO 2014		ENE-AGO 2015	
	PAX	%	PAX	%
Alemania	88,104	13.05%	88,973	14.43%
Austria	2,479	0.37%	2,550	0.41%
Bélgica	12,225	1.81%	9,392	1.52%
Bulgaria	145	0.02%	185	0.03%
Dinamarca	1,050	0.16%	1,135	0.18%
España	121,554	18.00%	108,383	17.58%
Finlandia	2,262	0.33%	716	0.12%
Francia	58,793	8.71%	58,775	9.53%
Gran Bretaña	205,621	30.45%	196,139	31.82%
Grecia	393	0.06%	239	0.04%
Holanda	23,516	3.48%	24,876	4.04%
Hungría	383	0.06%	476	0.08%
Irlanda	2,336	0.35%	1,797	0.29%
Islandia	252	0.04%	135	0.02%
Italia	67,289	9.96%	62,942	10.21%
Luxemburgo	257	0.04%	248	0.04%
Mónaco	119	0.02%	42	0.01%
Noruega	5,022	0.74%	4,434	0.72%
Polonia	2,779	0.41%	5,232	0.85%
Portugal	1,831	0.27%	4,378	0.71%
Rep. Checa	692	0.10%	971	0.16%
Rumania	294	0.04%	269	0.04%
Rusia	35,791	5.30%	7,778	1.26%
Slovenia	169	0.03%	151	0.02%
Suecia	23,346	3.46%	20,202	3.28%
Suiza	7,070	1.05%	7,276	1.18%
Otros	11,560	1.71%	8,744	1.42%
SUMA	675,332	100.00%	616,438	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%	8,508	8.87%									88,973	14.43%	3
Austria	406	0.46%	178	0.19%									2,550	0.41%	
Bélgica	1,638	1.88%	1,292	1.35%									9,392	1.52%	8
Bulgaria	62	0.07%	8	0.01%									185	0.03%	
Dinamarca	258	0.30%	46	0.05%									1,135	0.18%	
España	23,491	26.89%	28,069	29.25%									108,383	17.58%	2
Finlandia	22	0.03%	16	0.02%									716	0.12%	
Francia	5,484	6.28%	6,979	7.27%									58,775	9.53%	5
Gran Bretaña	29,355	33.61%	30,890	32.19%									196,139	31.82%	1
Grecia	35	0.04%	19	0.02%									239	0.04%	
Holanda	3,726	4.27%	2,988	3.11%									24,876	4.04%	6
Hungría	14	0.02%	73	0.08%									476	0.08%	
Irlanda	437	0.50%	387	0.40%									1,797	0.29%	
Islandia	54	0.06%	4	0.00%									135	0.02%	
Italia	11,041	12.64%	13,029	13.58%									62,942	10.21%	4
Luxemburgo	54	0.06%	85	0.09%									248	0.04%	
Mónaco	15	0.02%	4	0.00%									42	0.01%	
Noruega	720	0.82%	406	0.42%									4,434	0.72%	
Polonia	174	0.20%	116	0.12%									5,232	0.85%	
Portugal	1,004	1.15%	1,373	1.43%									4,378	0.71%	
Rep. Checa	58	0.07%	13	0.01%									971	0.16%	
Rumania	18	0.02%	30	0.03%									269	0.04%	
Rusia	316	0.36%	349	0.36%									7,778	1.26%	9
Slovenia	30	0.03%	11	0.01%									151	0.02%	
Suecia	318	0.36%	67	0.07%									20,202	3.28%	7
Suiza	934	1.07%	321	0.33%									7,276	1.18%	10
Otros	712	0.82%	705	0.73%									8,744	1.42%	
SUMA	87,348	100.00%	95,966	100.00%	0	#¡DIV/0!	0	#¡DIV/0!	0	#¡DIV/0!	0	#¡DIV/0!	616,438	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%		

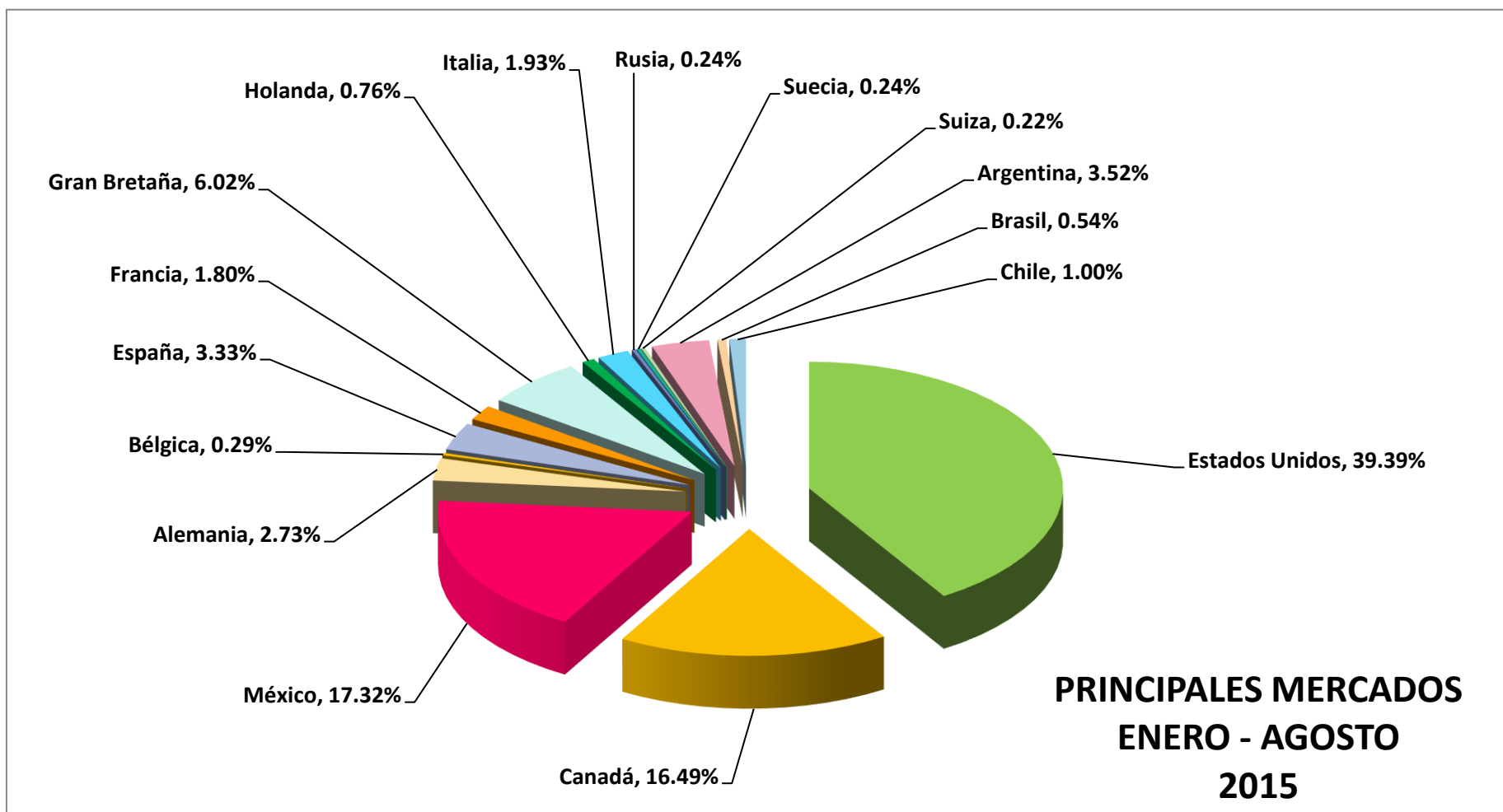
Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

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%	146,847	35.39%									1,283,505	39.39%	1	1
2 Canadá	42,339	9.07%	39,586	9.54%									537,331	16.49%	3	3
3 México	103,934	22.26%	97,872	23.59%									564,335	17.32%	2	2
4 Alemania	6,972	1.49%	8,508	2.05%									88,973	2.73%	6	7
5 Bélgica	1,638	0.35%	1,292	0.31%									9,392	0.29%	16	14
6 España	23,491	5.03%	28,069	6.77%									108,383	3.33%	5	6
7 Francia	5,484	1.17%	6,979	1.68%									58,775	1.80%	9	9
8 Gran Bretaña	29,355	6.29%	30,890	7.45%									196,139	6.02%	4	4
9 Holanda	3,726	0.80%	2,988	0.72%									24,876	0.76%	12	11
10 Italia	11,041	2.36%	13,029	3.14%									62,942	1.93%	8	8
11 Rusia	316	0.07%	349	0.08%									7,778	0.24%	10	15
12 Suecia	318	0.07%	67	0.02%									7,755	0.24%	13	16
13 Suiza	934	0.20%	321	0.08%									7,276	0.22%	17	17
14 Argentina	16,636	3.56%	12,888	3.11%									114,539	3.52%	7	5
15 Brasil	2,424	0.52%	1,687	0.41%									17,475	0.54%	15	13
16 Chile	6,123	1.31%	4,882	1.18%									32,619	1.00%	11	10
17 Colombia	2,721	0.58%	2,783	0.67%									18,453	0.57%	14	12
AFLUENCIA	466,942	96.62%	414,902	96.18%									3,258,143	96.39%		

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

PRINCIPALES MERCADOS
ENERO - AGOSTO
2015



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

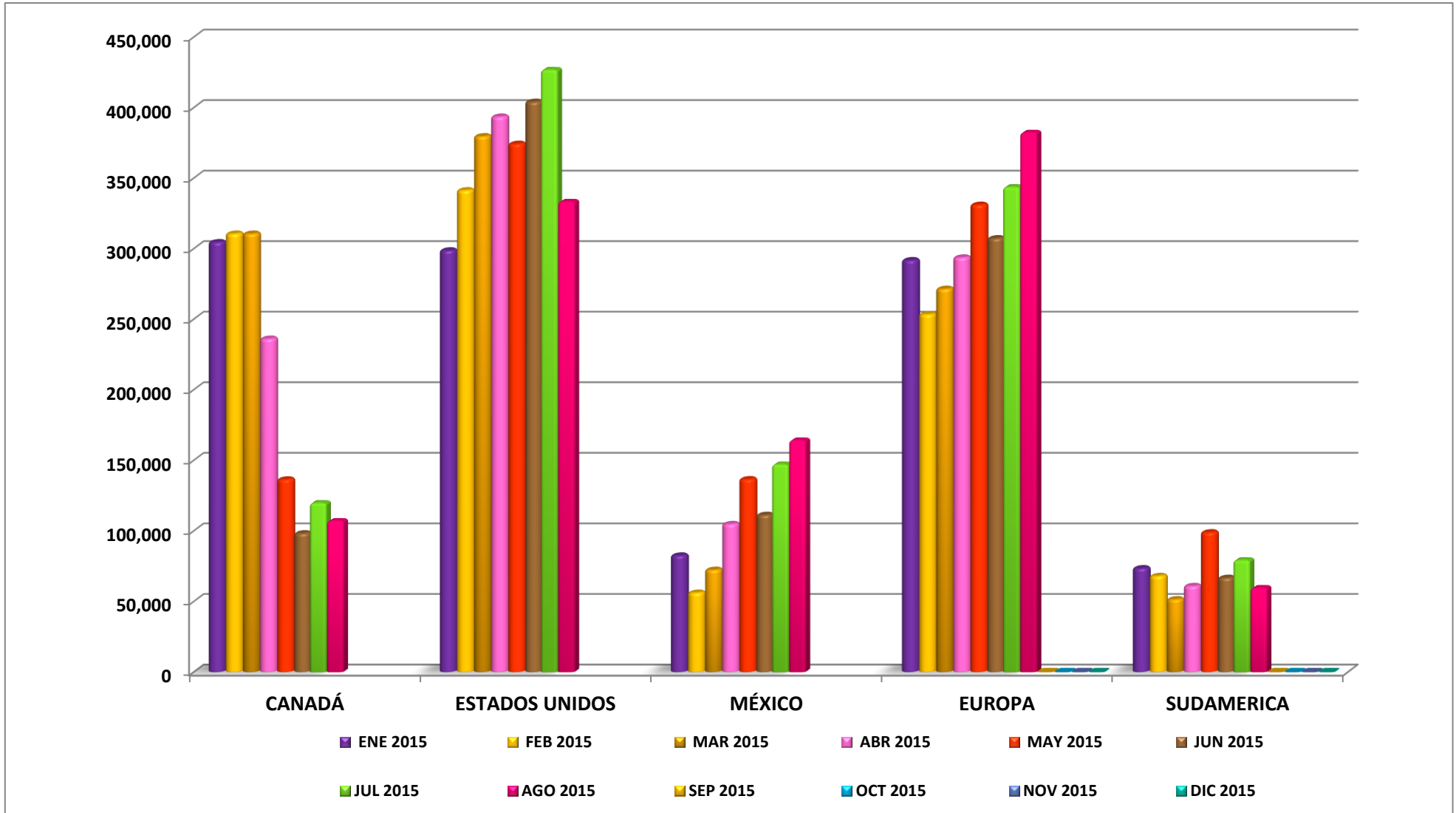
PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRODUCCIÓN CUARTOS NOCHE
PRIMER SEMESTRE AÑO 2015

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-Dic	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
NORTE AMERICA														
CANADÁ	119,961	10.7%	107,212	10.2%									1,623,672	19.1%
ESTADOS UNIDOS	426,978	38.2%	333,465	31.8%									2,952,161	34.8%
MÉXICO	147,240	13.2%	164,344	15.7%									875,388	10.3%
SUMA	694,179	62.1%	605,021	57.8%									5,451,221	64.2%
EUROPA														
ALEMANIA	30,038	2.7%	36,407	3.5%									410,060	4.8%
BÉLGICA	7,091	0.6%	6,094	0.6%									40,521	0.5%
ESPAÑA	63,426	5.7%	80,815	7.7%									311,760	3.7%
FRANCIA	22,804	2.0%	33,383	3.2%									224,594	2.6%
GRAN BRETAÑA	154,970	13.9%	160,242	15.3%									965,651	11.4%
HOLANDA	16,891	1.5%	14,094	1.3%									109,813	1.3%
ITALIA	41,910	3.8%	48,316	4.6%									239,246	2.8%
RUSIA	1,185	0.1%	948	0.1%									33,183	0.4%
SUECIA	1,194	0.1%	291	0.0%									103,735	1.2%
SUIZA	4,355	0.4%	1,832	0.2%									36,538	0.4%
SUMA	343,864	30.8%	382,422	36.5%									2,475,101	28.7%
SUDAMERICA														
ARGENTINA	50,324	4.5%	38,073	3.6%									372,482	4.4%
BRASIL	6,121	0.5%	3,212	0.3%									46,985	0.6%
CHILE	16,685	1.5%	13,121	1.3%									95,348	1.1%
COLOMBIA	6,326	0.6%	5,392	0.5%									44,136	0.5%
SUMA	79,456	7.1%	59,798	5.7%									558,951	6.1%
TOTAL PRIN. MDOS.	1,117,499	100.00%	1,047,241	100.00%									8,485,273	99.05%
TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.									Ctos. Ocup.	%PART.
	1,150,528	97.1%	1,071,269	97.8%									8,832,078	96.1%

GRAFICA PRODUCCIÓN CUARTOS NOCHE POR REGIONES DESGLOSE MENSUAL 2015

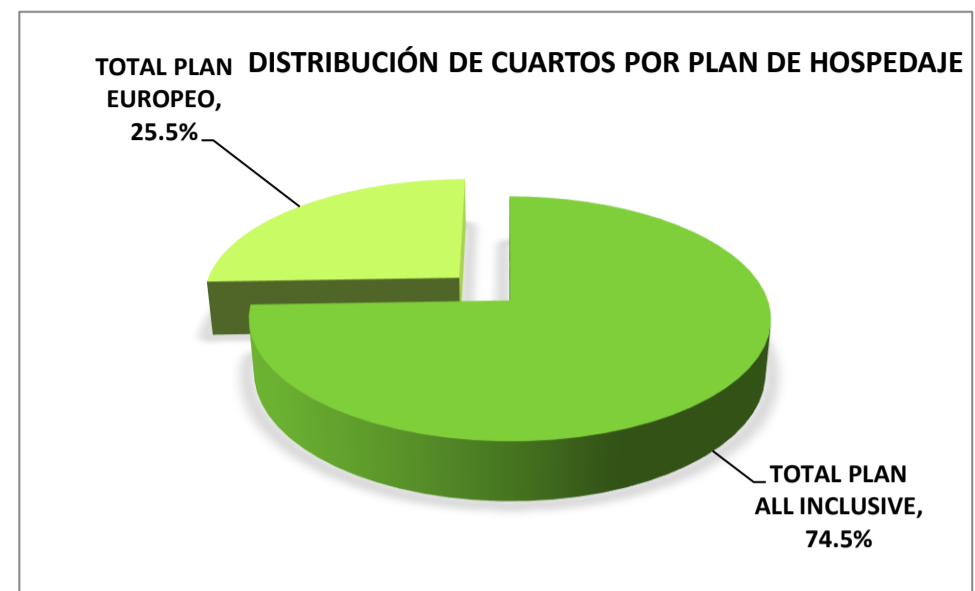


REGIÓN	2014 Participación %		2015 Participación %		VARIACIÓN %	
NORTE AMERICA						
Canadá	31,711	8.34%	39,586	9.54%	7,875	24.83%
Estados Unidos	123,837	32.55%	146,847	35.39%	23,010	18.58%
México	97,418	25.61%	97,872	23.59%	454	0.47%
SUMA	252,966	66.49%	284,305	68.52%	31,339	12.39%
SUDAMERICA						
Argentina	8,476	2.23%	12,888	3.11%	4,412	52.05%
Bolivia	52	0.01%	415	0.10%	363	698.08%
Brasil	2,244	0.59%	1,687	0.41%	-557	-24.82%
Chile	3,472	0.91%	4,882	1.18%	1,410	40.61%
Colombia	4,011	1.05%	2,783	0.67%	-1,228	-30.62%
Ecuador	357	0.09%	360	0.09%	3	0.84%
Paraguay	103	0.03%	205	0.05%	102	99.03%
Peru	1,353	0.36%	2,275	0.55%	922	68.14%
Uruguay	1,204	0.32%	3,229	0.78%	2,025	168.19%
Venezuela	1,006	0.26%	551	0.13%	-455	-45.23%
Otros	338	0.09%	415	0.10%	77	22.78%
SUMA	22,616	5.94%	29,690	7.16%	7,074	31.28%
EUROPA						
Alemania	8,076	2.12%	8,508	2.05%	432	5.35%
Austria	212	0.06%	178	0.04%	-34	-16.04%
Bélgica	1,572	0.41%	1,292	0.31%	-280	-17.81%
Bulgaria	4	0.00%	8	0.00%	4	100.00%
Dinamarca	33	0.01%	46	0.01%	13	39.39%
España	27,055	7.11%	28,069	6.77%	1,014	3.75%
Finlandia	23	0.01%	16	0.00%	-7	-30.43%
Francia	7,577	1.99%	6,979	1.68%	-598	-7.89%
Gran Bretaña	33,322	8.76%	30,890	7.45%	-2,432	-7.30%
Grecia	36	0.01%	19	0.00%	-17	-47.22%
Holanda	3,603	0.95%	2,988	0.72%	-615	-17.07%
Hungría	14	0.00%	73	0.02%	59	421.43%
Irlanda	382	0.10%	387	0.09%	5	1.31%
Islandia	12	0.00%	4	0.00%	-8	-66.67%
Italia	13,740	3.61%	13,029	3.14%	-711	-5.17%
Luxemburgo	48	0.01%	85	0.02%	37	77.08%
Mónaco	22	0.01%	4	0.00%	-18	-81.82%
Noruega	469	0.12%	406	0.10%	-63	-13.43%
Polonia	111	0.03%	116	0.03%	5	4.50%
Portugal	367	0.10%	1,373	0.33%	1,006	274.11%
Rep. Checa	11	0.00%	13	0.00%	2	18.18%
Rumania	26	0.01%	30	0.01%	4	15.38%
Rusia	3,384	0.89%	349	0.08%	-3,035	-89.69%
Slovenia	14	0.00%	11	0.00%	-3	-21.43%
Suecia	77	0.02%	67	0.02%	-10	-12.99%
Suiza	438	0.12%	321	0.08%	-117	-26.71%
Otros	1,353	0.36%	705	0.17%	-648	-47.89%
SUMA	101,981	26.81%	95,966	23.13%	-6,015	-5.90%
OTROS PAISES	2,892	0.76%	4,941	1.19%	2,049	70.85%
TOTAL	380,455	100.00%	414,902	100.00%	34,447	9.05%

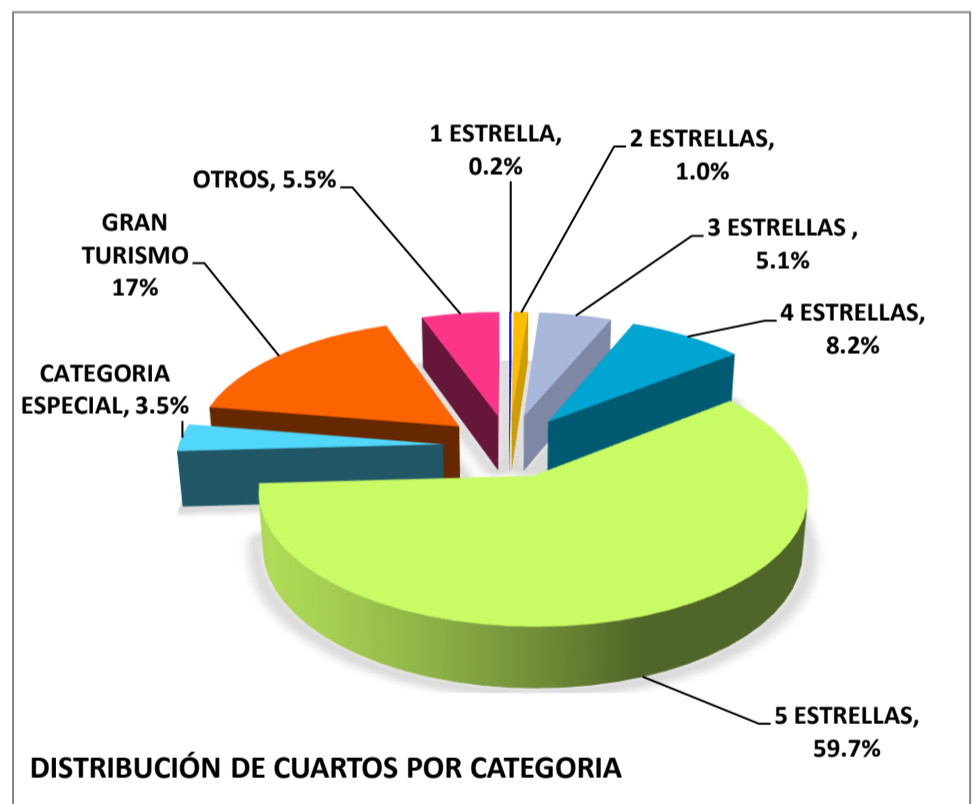
REGIÓN	2014		2015		VARIACIÓN	
	Participación %		Participación %		%	
NORTE AMERICA						
Canadá	511,706	16.77%	537,331	16.49%	25,625	5.01%
Estados Unidos	1,103,280	36.17%	1,283,505	39.39%	180,225	16.34%
México	570,195	18.69%	564,335	17.32%	-5,860	-1.03%
SUMA	2,185,181	71.64%	2,385,171	73.21%	199,990	9.15%
SUDAMERICA						
Argentina	73,830	2.42%	114,539	3.52%	40,709	55.14%
Bolivia	400	0.01%	871	0.03%	471	117.75%
Brasil	14,513	0.48%	17,475	0.54%	2,962	20.41%
Chile	29,000	0.95%	32,619	1.00%	3,619	12.48%
Colombia	18,075	0.59%	18,453	0.57%	378	2.09%
Ecuador	1,551	0.05%	1,470	0.05%	-81	-5.22%
Paraguay	1,356	0.04%	1,990	0.06%	634	46.76%
Peru	11,138	0.37%	13,763	0.42%	2,625	23.57%
Uruguay	7,477	0.25%	14,416	0.44%	6,939	92.80%
Venezuela	3,944	0.13%	2,870	0.09%	-1,074	-27.23%
Otros	2,504	0.08%	2,075	0.06%	-429	-17.13%
SUMA	163,788	5.37%	220,541	6.77%	56,753	34.65%
EUROPA						
Alemania	88,104	2.89%	88,973	2.73%	869	0.99%
Austria	2,479	0.08%	2,550	0.08%	71	2.86%
Bélgica	12,225	0.40%	9,392	0.29%	-2,833	-23.17%
Bulgaria	145	0.00%	185	0.01%	40	27.59%
Dinamarca	1,050	0.03%	1,135	0.03%	85	8.10%
España	121,554	3.98%	108,383	3.33%	-13,171	-10.84%
Finlandia	2,262	0.07%	716	0.02%	-1,546	-68.35%
Francia	58,793	1.93%	58,775	1.80%	-18	-0.03%
Gran Bretaña	205,621	6.74%	196,139	6.02%	-9,482	-4.61%
Grecia	393	0.01%	239	0.01%	-154	-39.19%
Holanda	23,516	0.77%	24,876	0.76%	1,360	5.78%
Hungría	383	0.01%	476	0.01%	93	24.28%
Irlanda	2,336	0.08%	1,797	0.06%	-539	-23.07%
Islandia	252	0.01%	135	0.00%	-117	-46.43%
Italia	67,289	2.21%	62,942	1.93%	-4,347	-6.46%
Luxemburgo	257	0.01%	248	0.01%	-9	-3.50%
Mónaco	119	0.00%	42	0.00%	-77	-64.71%
Noruega	5,022	0.16%	4,434	0.14%	-588	-11.71%
Polonia	2,779	0.09%	5,232	0.16%	2,453	88.27%
Portugal	1,831	0.06%	4,378	0.13%	2,547	139.10%
Rep. Checa	692	0.02%	971	0.03%	279	40.32%
Rumania	294	0.01%	269	0.01%	-25	-8.50%
Rusia	35,791	1.17%	7,778	0.24%	-28,013	-78.27%
Slovenia	169	0.01%	151	0.00%	-18	-10.65%
Suecia	23,346	0.77%	20,202	0.62%	-3,144	-13.47%
Suiza	7,070	0.23%	7,276	0.22%	206	2.91%
Otros	11,560	0.38%	8,744	0.27%	-2,816	-24.36%
SUMA	675,332	22.14%	616,438	18.92%	-58,894	-8.72%
OTROS PAISES	26,112	0.86%	35,993	1.10%	9,881	37.84%
TOTAL	3,050,413	100.00%	3,258,143	100.00%	207,730	6.81%

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	Categoria 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	Categoria 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	

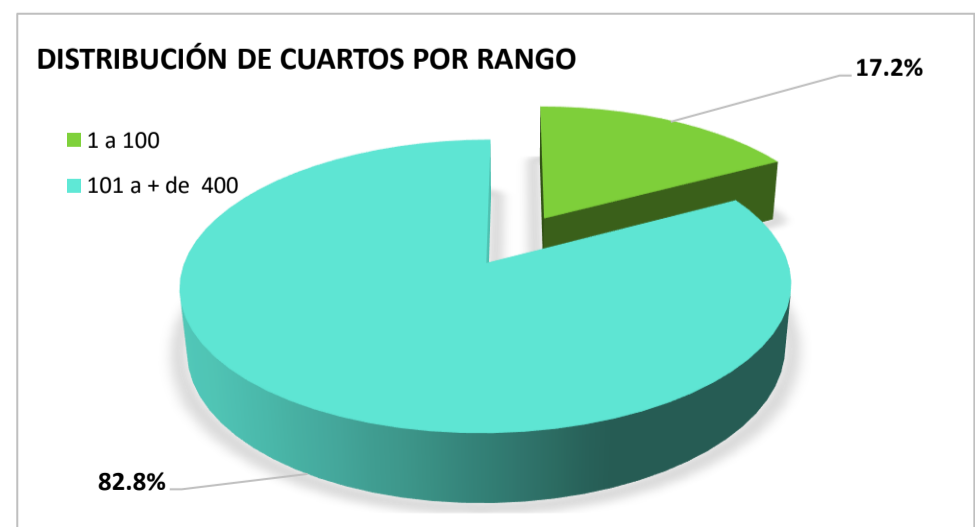
PLAN DE HOSPEDAJE	Cuartos	# HtIs.	%
TOTAL PLAN ALL INCLUSIVE	31,692	73	74.5%
TOTAL PLAN EUROPEO	10,873	330	25.5%
SUMAS	42,565	403	100.0%



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
 A G O S T O 2 0 1 5**

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

