

**THE MEXICAN CARIBBEAN  
(CANCUN, COZUMEL RIVERA MAYA)**

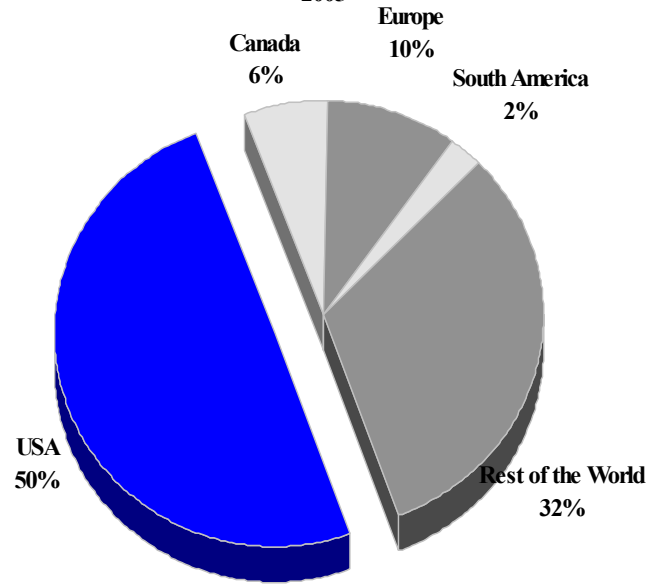
**TOURISM HIGHLIGHTS FOR 2006**

VISITOR ARRIVALS			
<b>Cancun</b> - Tourist Arrivals ✈	1,586,942	<b>Cozumel</b> - Cruise Passengers	2,352,043
➔ <i>Summer</i>	58.4%	➔ <i>Summer</i>	62.9%
➔ <i>Winter</i>	51.6%	➔ <i>Winter</i>	37.1%
<b>Cozumel</b> - Tourist Arrivals ✈	396,734	Cruise Ship Calls <sup>1</sup>	1,124
<b>Rivera Maya</b> - Tourist Arrivals ✈	1,981,484		
VISITOR PROFILE		ACCOMMODATION STATISTICS	
Average Length of Stay ( <i>nights</i> )		<b>Cancun</b> - Rooms	27,522
( <i>Cancun</i> )	4.6	Room Occupancy Rates	76.4%
( <i>Rivera Maya</i> ) <sup>1</sup>	6.5	<b>Cozumel</b> - Rooms	3,738
<b>Cancun</b>		Room Occupancy Rates	41.9%
<b>Tourist Arrivals by Purpose of Visit</b> <sup>VII</sup>		<b>Rivera Maya</b> - Rooms <sup>1</sup>	22,624
➔ <i>Holiday</i>	93.0%	Room Occupancy Rates <sup>1</sup>	77.0%
➔ <i>Business</i>	5.0%		
➔ <i>Other</i>	2.0%		
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure ( <i>US\$ millions</i> ) <b>Cancun</b>	\$1,483.1	Total Expenditure ( <i>US\$ millions</i> ) <b>Cozumel</b>	\$454.9

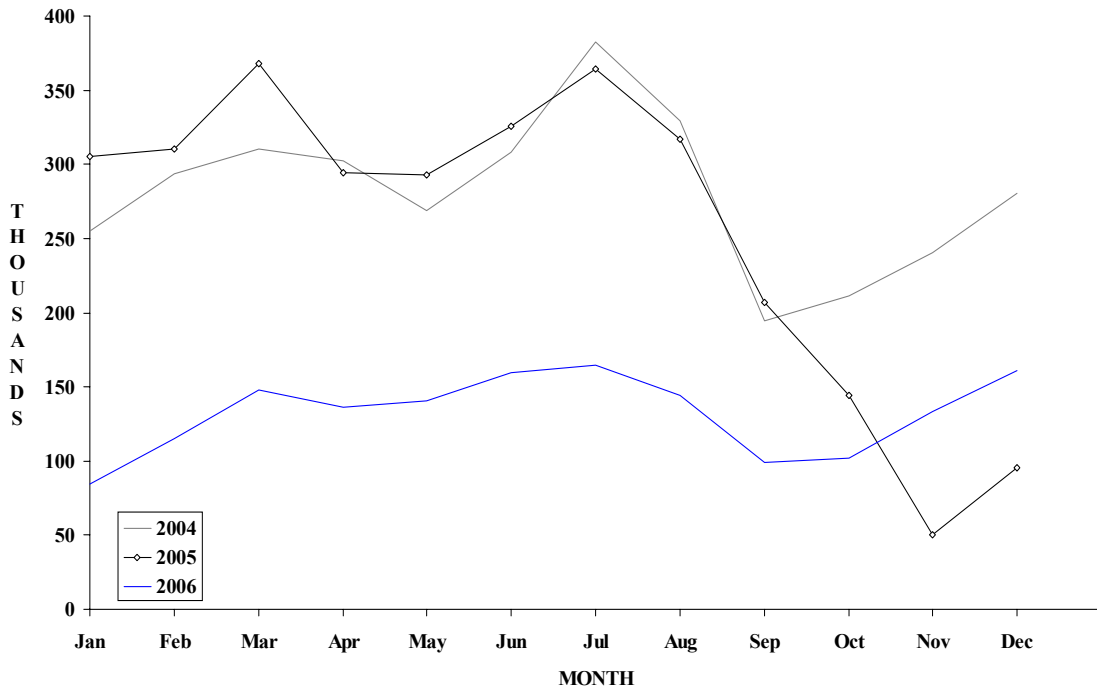
# Mexico (Cancun)

TOURIST ARRIVALS BY MAIN MARKETS

2005



MONTHLY TOURIST ARRIVALS



MEXICAN CARIBBEAN - (CANCUN)

CANCUN - FOREIGN HOTEL GUEST BY COUNTRY OF ORIGIN

Country of Residence	2002	2003	2004	2005	% Share	
					2006	2006
United States	1479618	1590204	1750945	1528416		??
Canada	119411	139285	174447	188848		??
Europe	265175	255558	299943	303204		??
South America	62622	50169	56803	67667		??
Central America	10555	9757	11116	8543		??
Caribbean	8117	6176	7736	8127		??
Japan	14723	16380	19589	19806		??
Rest of the World	5224	9444	10783	9569		??
<b>TOTAL</b>	<b>1965445</b>	<b>2076973</b>	<b>2331362</b>	<b>2134180</b>	<b>0</b>	<b>??</b>

CANCUN - FOREIGN HOTEL GUEST BY MONTH

Month	2002	2003	2004	2005	% Change	
					2006	2006/05
January	156215	163389	187717	227720		-100.0
February	171073	182444	214571	230096		-100.0
March	229614	213061	235235	271063		-100.0
April	170418	181204	204430	215599		-100.0
May	163830	172325	189577	208760		-100.0
June	203360	203412	219535	235659		-100.0
July	193867	209545	230646	223630		-100.0
August	175542	197557	215937	209253		-100.0
September	103709	121219	129305	135594		-100.0
October	112172	124603	146009	96947		-100.0
November	135564	145849	168439	25586		-100.0
December	150081	162365	189961	54273		-100.0
<b>TOTAL</b>	<b>1965445</b>	<b>2076973</b>	<b>2331362</b>	<b>2134180</b>	<b>0</b>	<b>-100.0</b>

MEXICAN CARIBBEAN - (COZUMEL)

COZUMEL - TOTAL TOURIST ARRIVALS

	2002	2003	2004	2005	2006	% Share 2006
National Tourists	153386	60554	50009	120219		??
Foreign Tourists	205585	304233	368589	276515		??
<b>TOTAL</b>	<b>358971</b>	<b>364787</b>	<b>418598</b>	<b>396734</b>	<b>0</b>	<b>??</b>

COZUMEL - CRUISE PASSENGER ARRIVALS

Month	2002	2003	2004	2005	2006	% Change 2006/05
January	200450	277516	307610	303933	218804	-28.0
February	154963	238823	264970	288155	205696	-28.6
March	213242	277583	325866	353453	244013	-31.0
April	187374	256749	291170	276314	204914	-25.8
May	171193	183810	174610	186753	131228	-29.7
June	166168	175847	180505	200793	160426	-20.1
July	190061	185495	194186	188092	168620	-10.4
August	185584	196417	169837	194608	168579	-13.4
September	135559	158770	181530	150264	137620	-8.4
October	177870	218870	179036	85485	168781	97.4
November	159722	240207	271730	76532	243668	218.4
December	285504	298826	320989	214798	299694	39.5
<b>TOTAL</b>	<b>2227690</b>	<b>2708913</b>	<b>2862039</b>	<b>2519180</b>	<b>2352043</b>	<b>-6.6</b>
Cruise Ship Calls	795	1168	1305	1302	1124	

MEXICAN CARIBBEAN (RIVERA MAYA)

RIVERA MAYA - FOREIGN TOURIST ARRIVALS BY MAIN MARKET

Country of Residence	2002	2003	2004	2005	2006	% Share
						2006
United States	739808	817378	1026736	990983		??
Canada	301565	315851	331562	298460		??
Europe	553022	632096	776979	663814		??
South America	39624	24990	27222	22811		??
Rest Of the World	5071	4692	3669	5416		??
<b>TOTAL</b>	<b>1639090</b>	<b>1795007</b>	<b>2166168</b>	<b>1981484</b>	<b>0</b>	<b>??</b>

RIVERA MAYA - FOREIGN TOURIST ARRIVALS BY MONTH

Month	2002	2003	2004	2005	2006	% Change
						2006/05
January	119111	143549	174805	205873		-100.0
February	142874	151273	194206	193685		-100.0
March	176850	182753	198514	216421		-100.0
April	149231	148389	189949	202630		-100.0
May	120838	132038	181438	200316		-100.0
June	141641	143032	182923	197808		-100.0
July	145078	166818	201336	160650		-100.0
August	150567	166357	180033	144921		-100.0
September	115394	112387	144804	124607		-100.0
October	116021	123100	162278	107806		-100.0
November	133431	159144	174314	58501		-100.0
December	128054	166167	181568	168266		-100.0
<b>TOTAL</b>	<b>1639090</b>	<b>1795007</b>	<b>2166168</b>	<b>1981484</b>	<b>0</b>	<b>-100.0</b>

MEXICAN CARIBBEAN TOURIST ACCOMMODATION ( Hotel Rooms)

Rooms	2002	2003	2004	2005	2006
Cancun	25829	26404	27522	11192	
Cozumel	4007	4010	3738	4205	
Rivera Maya	21014	22624	n.a	26980	

Source: Secretaria de Estatal de Turismo - Chetumal Quintana Roo Mexico, Cancun Hotel Association