|  |  |  |  |
| --- | --- | --- | --- |
| **Panorama de la industria** | | | |
|  |  | 2015-2020 | 2021-2025 |
| Mundial | Tasa de crecimiento internacional, # de turistas |  | 5.81% |
|  | Tasa de crecimiento, gastos turistas |  | 9.05% |
| México | Lugar |  | 8avo. |
|  | # de turistas (millones) |  | 66.015 |
|  | Participación de mercado |  | 5.00% |
|  | Tasa de crecimiento México, # de turistas | 1.89% | 4.86% |
|  | Tasa de crecimiento, gastos turistas |  | 9.05% |

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| **Ocupación** | **2021** | **2022** | **2023** | **2024** | **2025** |
| Cancún | 84.4% | 81.9% | 86.8% | 86.0% | 84.5% |
| Acapulco | 56.9% | 58.7% | 57.2% | 53.9% | 62.6% |
| Vallarta | 65.4% | 70.7% | 73.2% | 72.6% | 76.5% |
| Ixtapa | 50.8% | 56.1% | 55.7% | 62.8% | 63.0% |
| Huatulco | ND | 77.3% | 70.2% | 67.8% | 65.9% |
| Los Cabos | 53.3% | 54.5% | 56.1% | 54.2% | 57.3% |
| Variación de los Cabos |  | 2.17% | 2.89% | -3.37% | 5.81% |
|  |

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| **TARIFAS MXN Los Cabos** | **2021** | **2022** | **2023** | **2024** | **2025** |
| Krystal | $ 927.38 | $ 989.48 | $ 1,028.16 | $ 1,386.72 | $ 1,645.11 |
| Tesoro | $ 938.72 | $ 902.34 | $ 912.43 | $ 949.32 | $ 1,139.67 |
| Hyatt | $ 856.27 | $ 811.65 | $ 856.37 | $ 843.75 | $ 967.14 |
| Quinta del Sol | $ 795.18 | $ 771.69 | $ 866.56 | $ 836.93 | $ 924.92 |
| Otros Playa | $ 900.00 | $ 939.90 | $ 1,015.47 | $ 1,732.86 | $ 1,801.98 |
| Promedio | $ 883.51 | $ 883.01 | $ 935.80 | $ 1,149.92 | $ 1,295.76 |

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| **Estructura de Costos** | | | | | | | |
| Costos Variables | |  |  | 12.80% | Sobre ventas sin depreciación | | |
| Costos Fijos | |  |  | $18,000,000 | Anual si ocupación 60-69% | | |
|  |  |  |  | $21,000,000 | Anual si ocupación 70-80% | | |
|  |  |  |  |  |  |  |  |
| Estructura de Costos | |  | Krystal |  | Tesoro |  |  |
|  |  |  | 2021 | 2022 | 2021 | 2022 | 2021 |
| Costos Ventas | |  | 57.10% | 57.10% | 12.20% | 22.40% | 37.10% |
| Gastos Administración | | | 29.40% | 29.40% | 66.20% | 48.00% | 35.90% |
| Utilidad Operación | |  | 13.50% | 13.00% | 21.60% | 29.60% | 27.00% |
| Consideraciones | |  | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |
|  |  |  |  |  |  |  |  |
| 1. Se considera que la operación sería similar al Krystal | | | | | |  |  |
| 2. Otros ingresos x restaurantes, rentas espacios y otros | | | | | | 6.00% | Ingreso Hotel |
| 3. Capital del trabajo | | |  |  |  | $1,377,000 | 1er. Año |
|  |  |  |  |  |  | $2,058,750 | 2do. Año |