

**FEATURES FOR THE FUTURE SUPPLY OF TOURIST ACCOMMODATION IN
CANCUN, MÉXICO**

Probabilistic and Logistic Regression Analysis

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The objective of the present article is to establish the probability that a new hotel would be operated under an specific model and the area in square meters that the rooms would have, taking under consideration the information of the census done by Universidad del Caribe in Cancun's Hotel zone at the end of 2011. The article starts with a description of the three main operational models (All Inclusive, European Plan, and mixed operation) followed the computation of the marginal, conditional and joint probabilities together with the identification of the must infrequent points of operation for a new hotel and room's area. The article finally proposes to use a logistic regression predictive model as a rule for the fiscal policies.

KEY WORDS: *hotels, Cancun, probabilities, logistic regression.*