



SAN LUIS POTOSÍ



Tu destino...



Perfil del Visitante Región Centro Invierno 2018

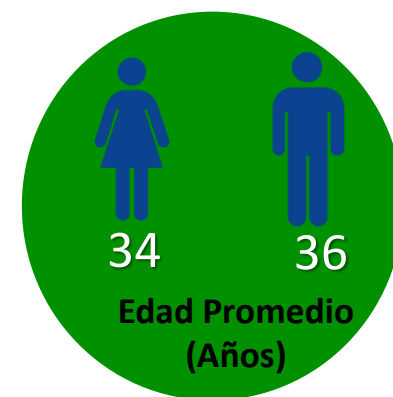
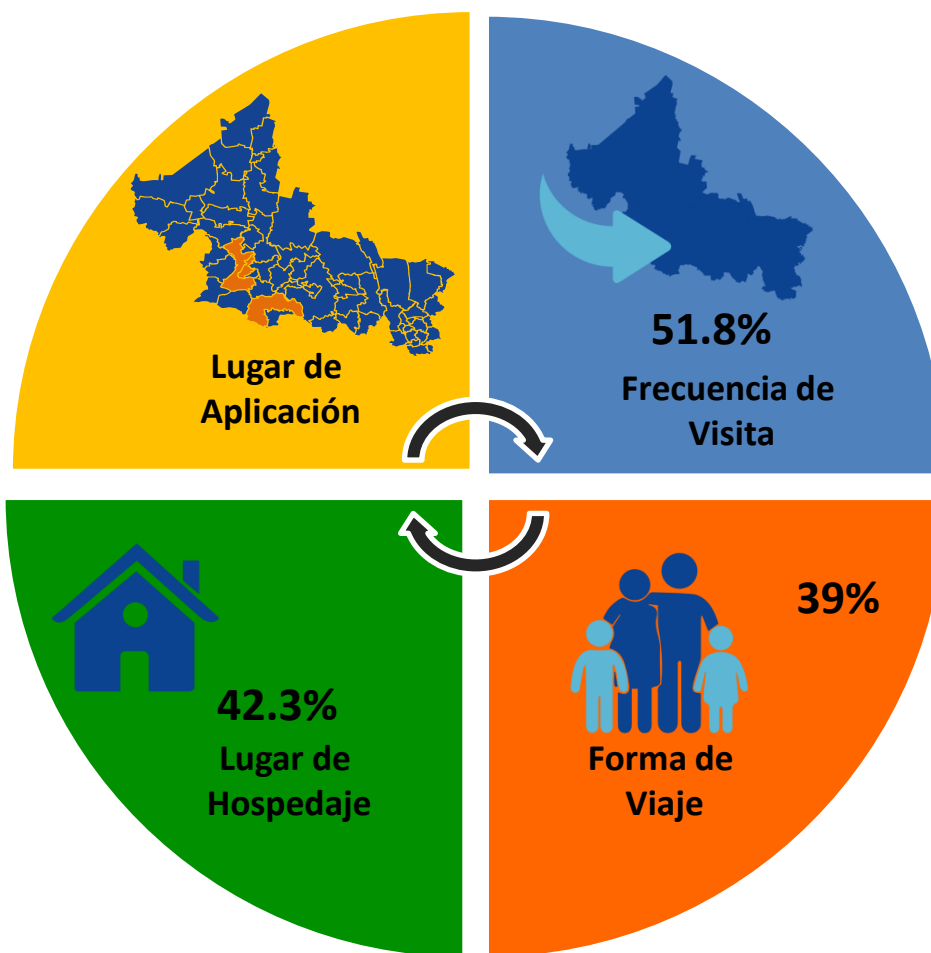
Con el objeto de determinar el Perfil del Visitante y conocer la experiencia durante se estancia en la Región Centro, se llevó a cabo un levantamiento de 485 encuestas.

Las entrevistas se levantaron durante el mes de Diciembre en los principales sitios turísticos de la región y fueron contestadas directamente por los visitantes.

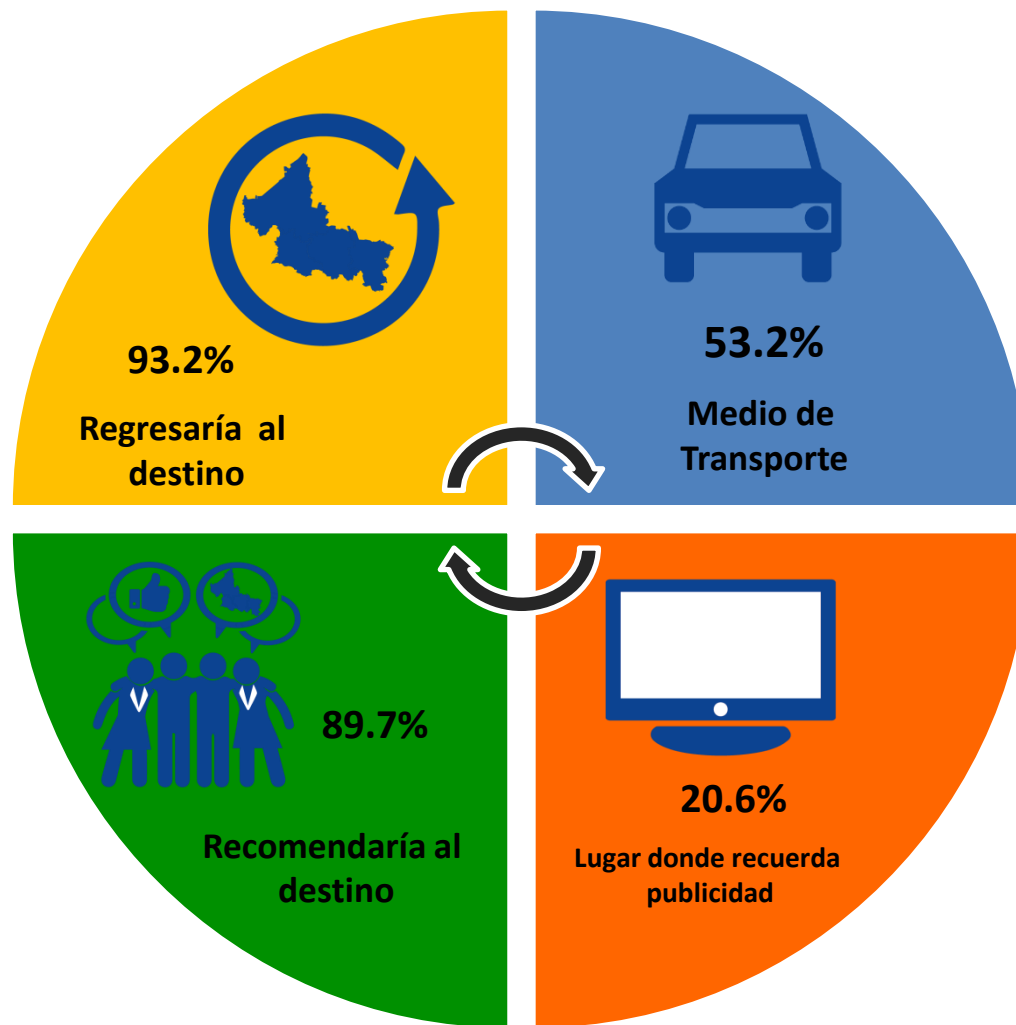
Los resultados obtenidos para cada uno de los conceptos se presentan a continuación:

2.6

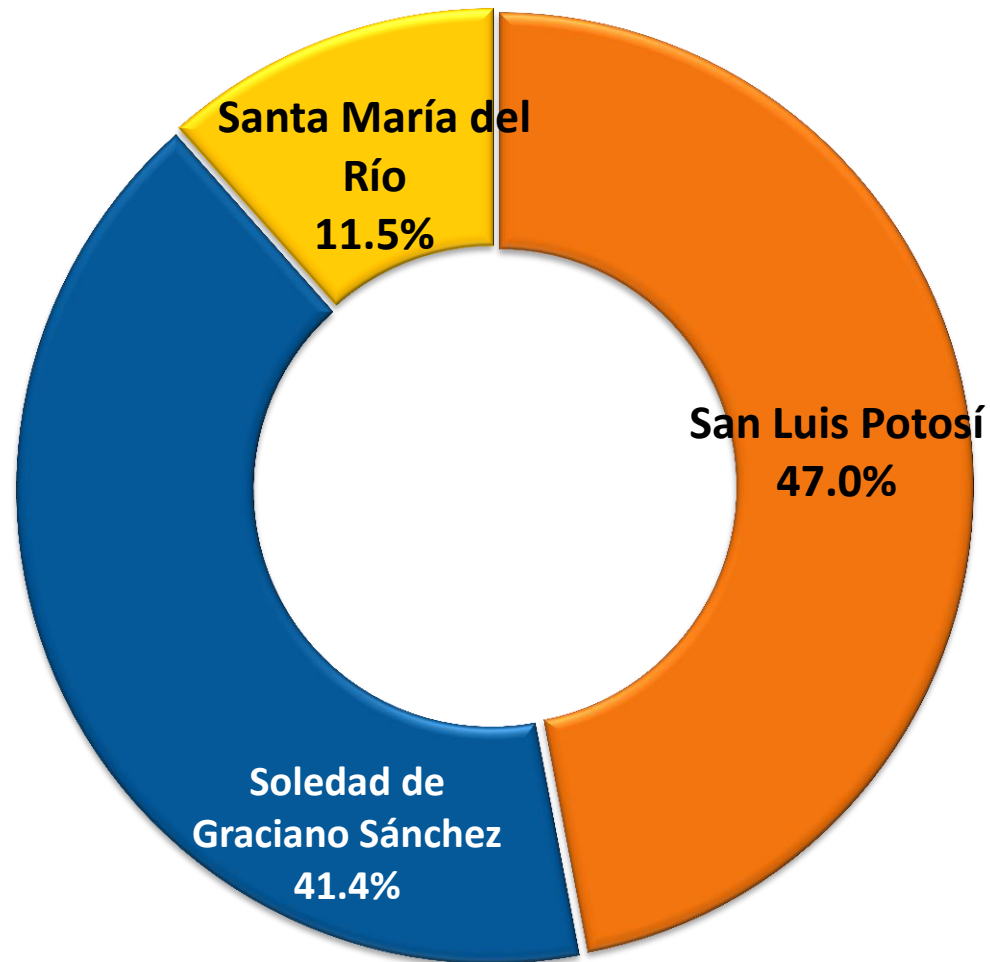
Tamaño de Grupo promedio



Resumen



Lugar de levantamiento



Frecuencia de Visita a la Región

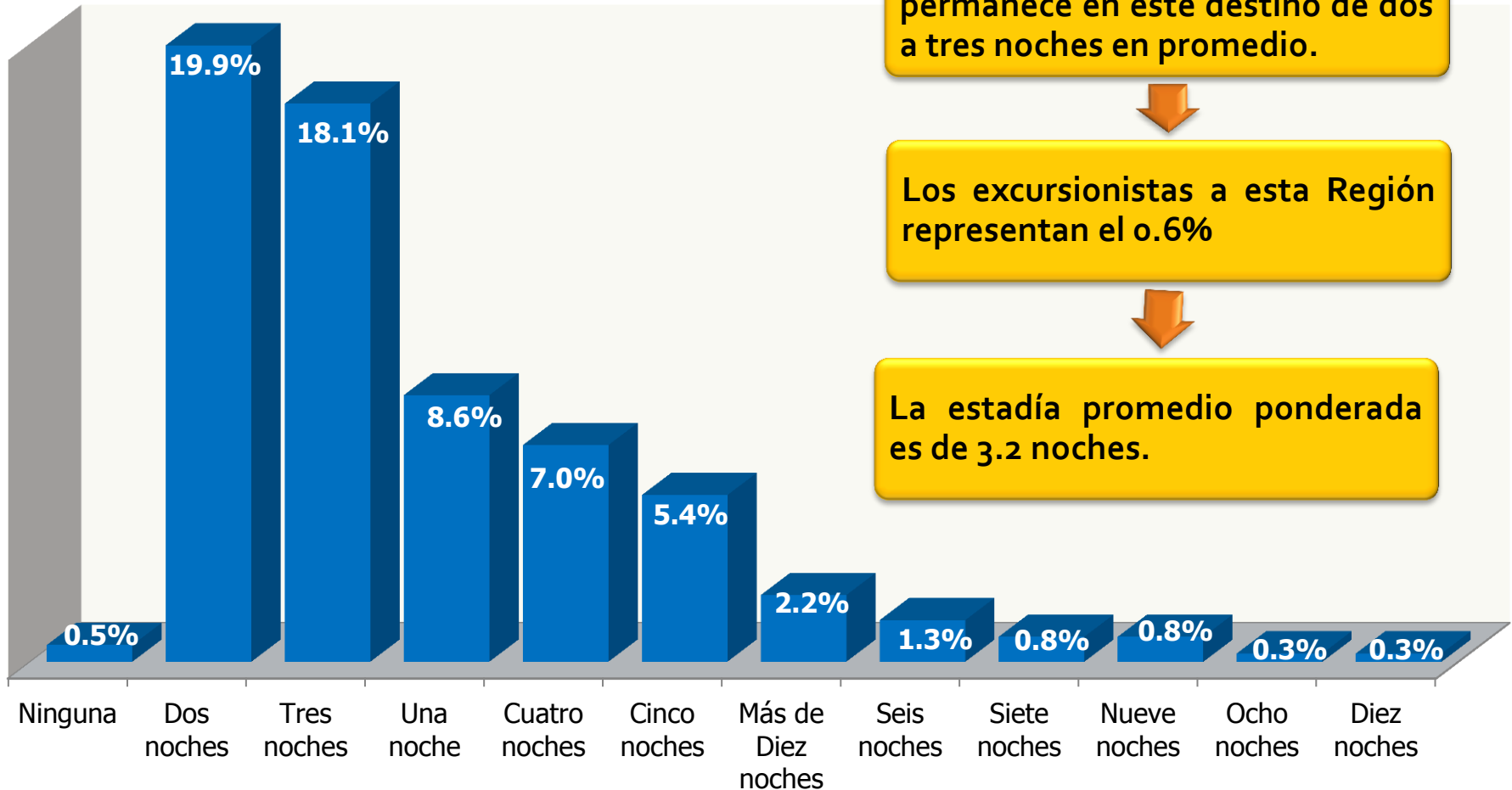
El 47.0% visita el municipio por primera vez

El turismo repetitivo representa el 51.8%



Nota: La diferencia para el 100% corresponde al No Contesto.

Noches de Estadía



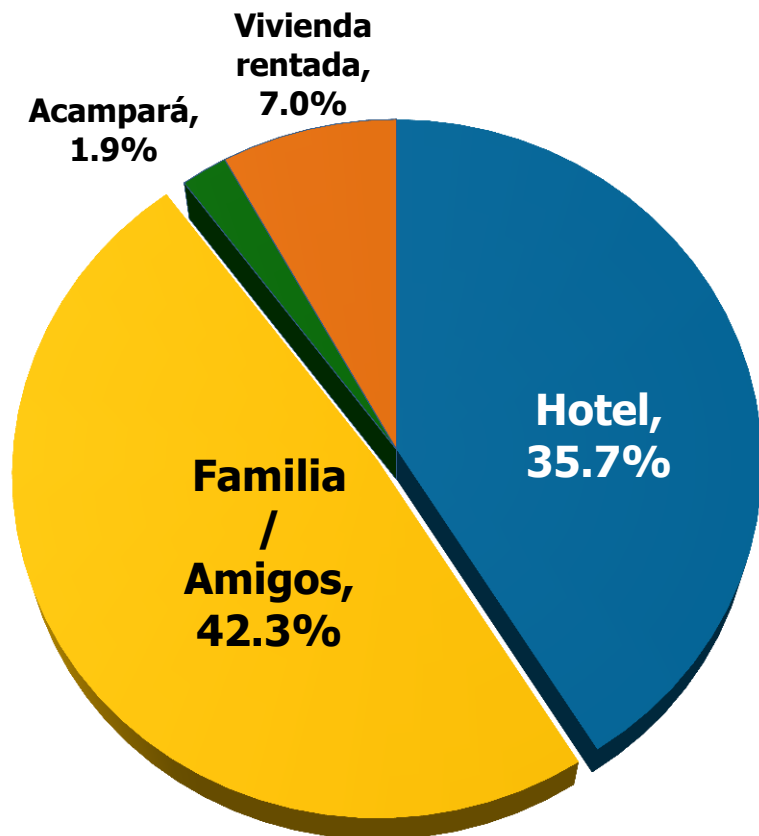
El 38.6% de los visitantes permanece en este destino de dos a tres noches en promedio.

Los excursionistas a esta Región representan el 0.6%

La estadía promedio ponderada es de 3.2 noches.

Nota: La diferencia para el 100% corresponde al No Contesto.

Lugar de Hospedaje del Visitante

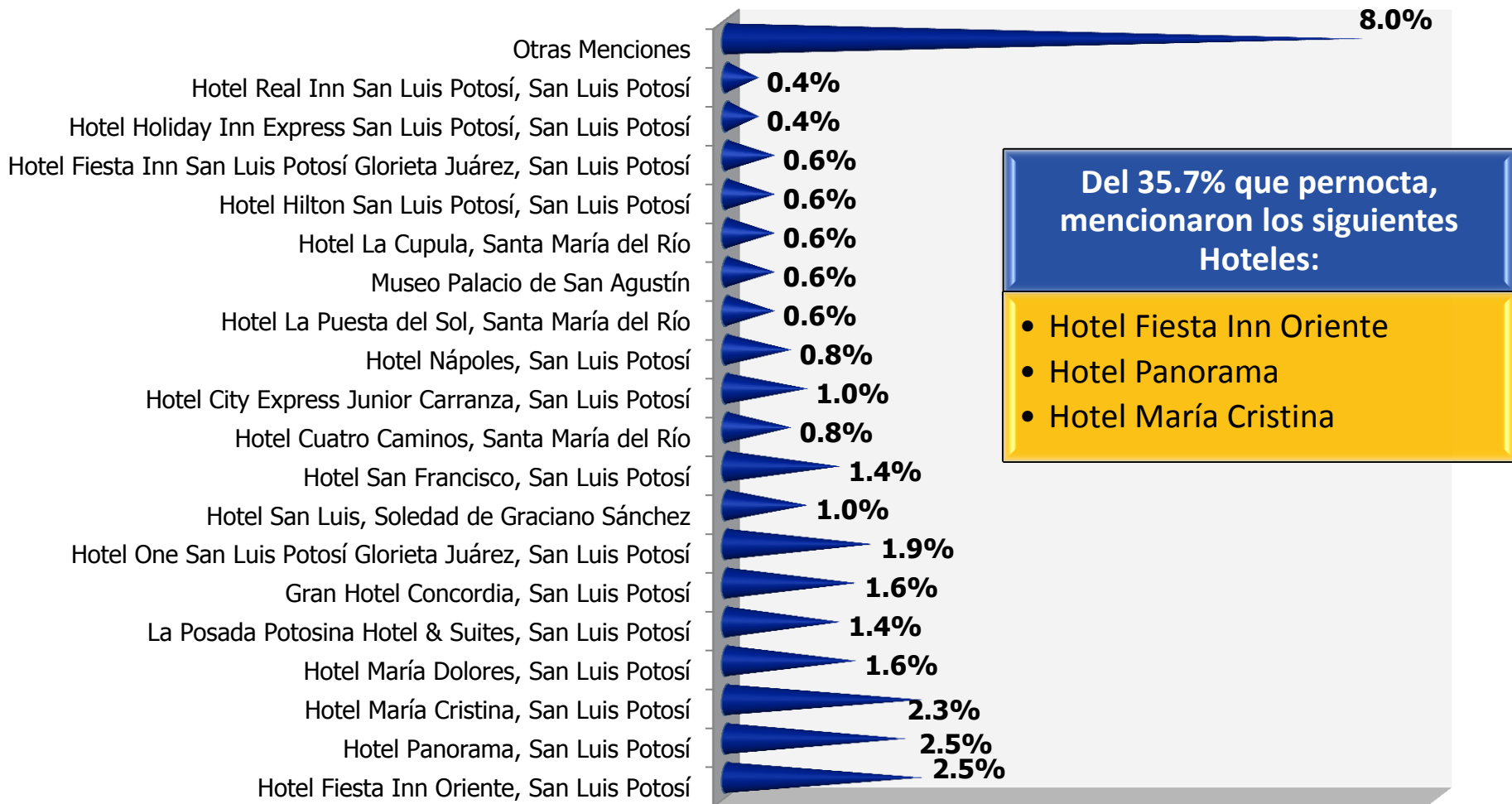


Nota: La diferencia para el 100% corresponde al No Contesto.

Un poco menos de la mitad de los visitantes pernoctan en algún hotel de esta región (35.7 %)

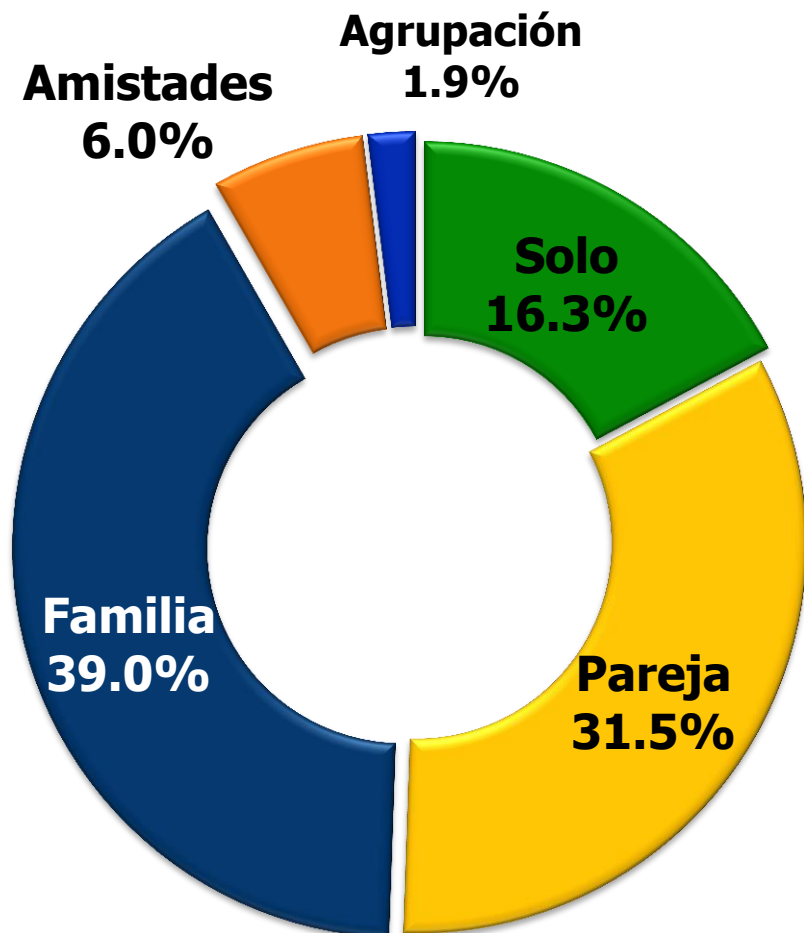
El 42.3% prefiere casas de Familiares y amigos.

Principales Hoteles de Pernocta del visitante



Nota: La diferencia para el 100% corresponde al No Contesto.

Forma de Viajar del Visitante



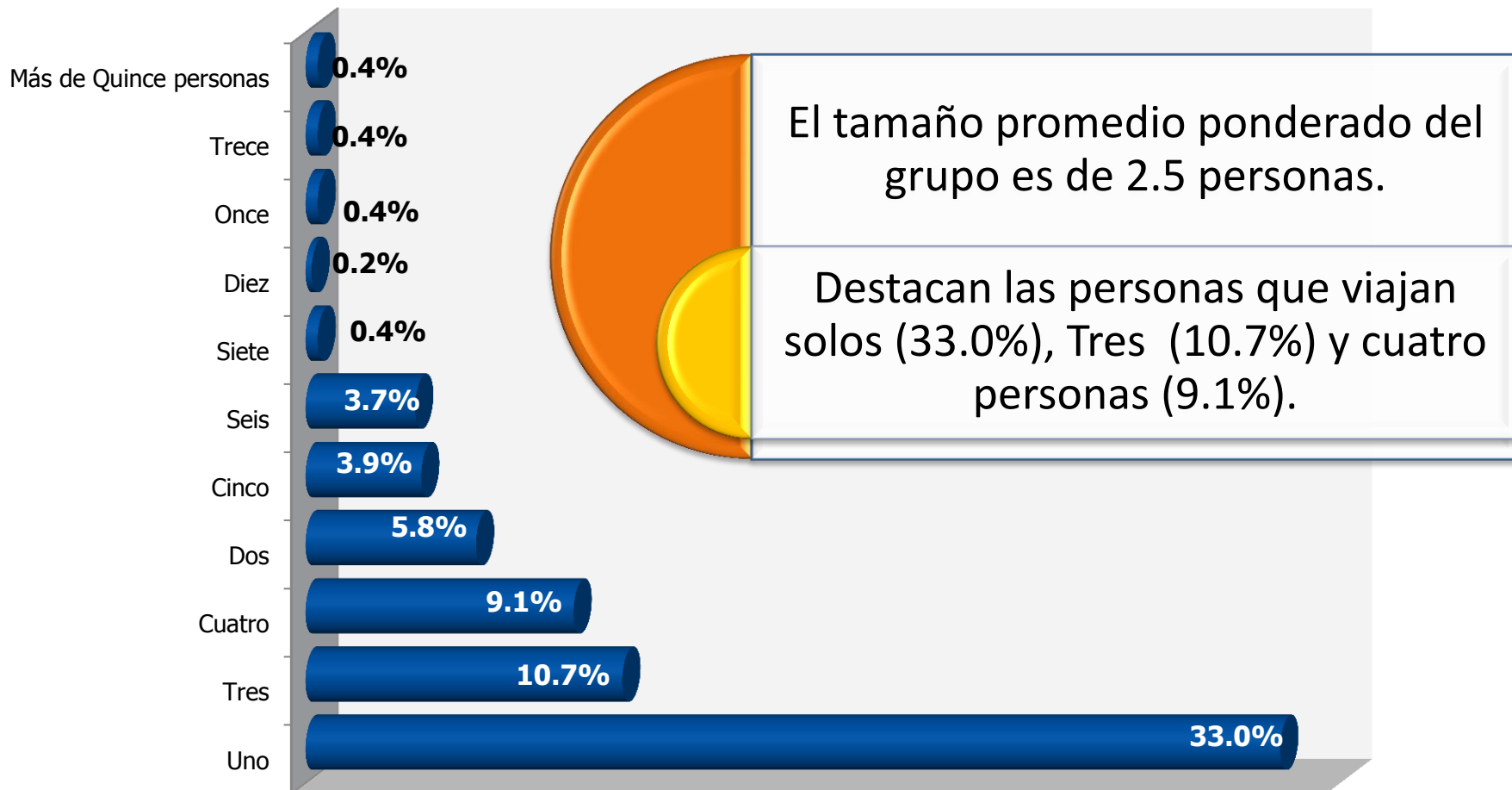
El 39.0% realiza este viaje con la familia.

El 31.5% viaja con su pareja.

16.3% viaja solo y el 6.0% realiza este viaje con amistades.

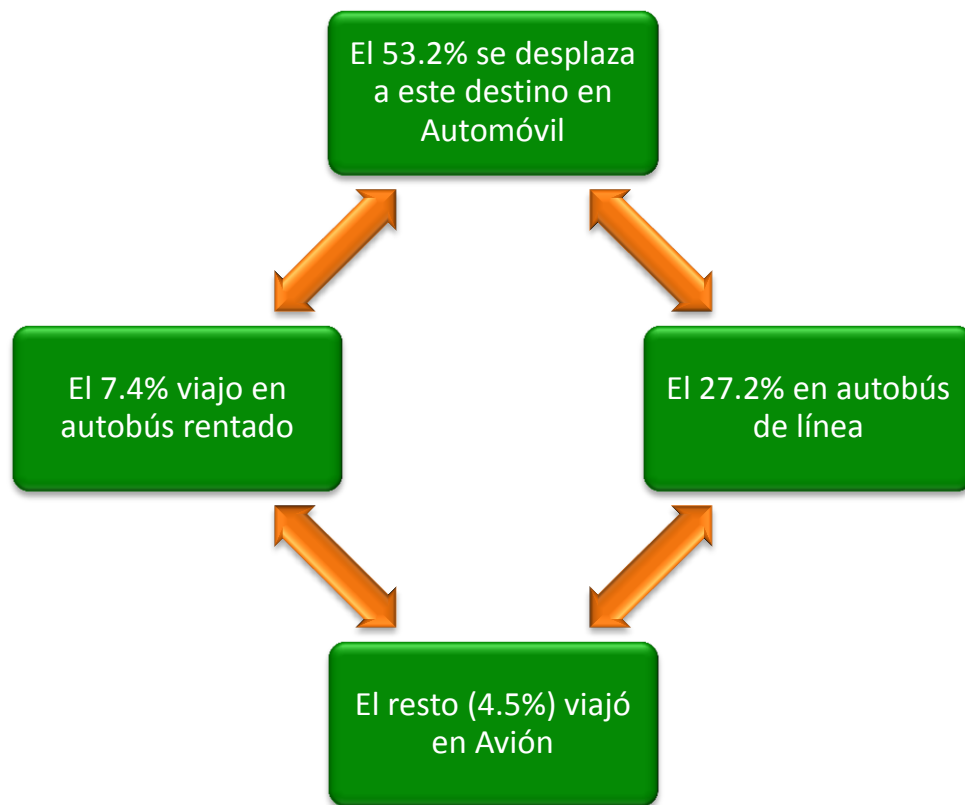
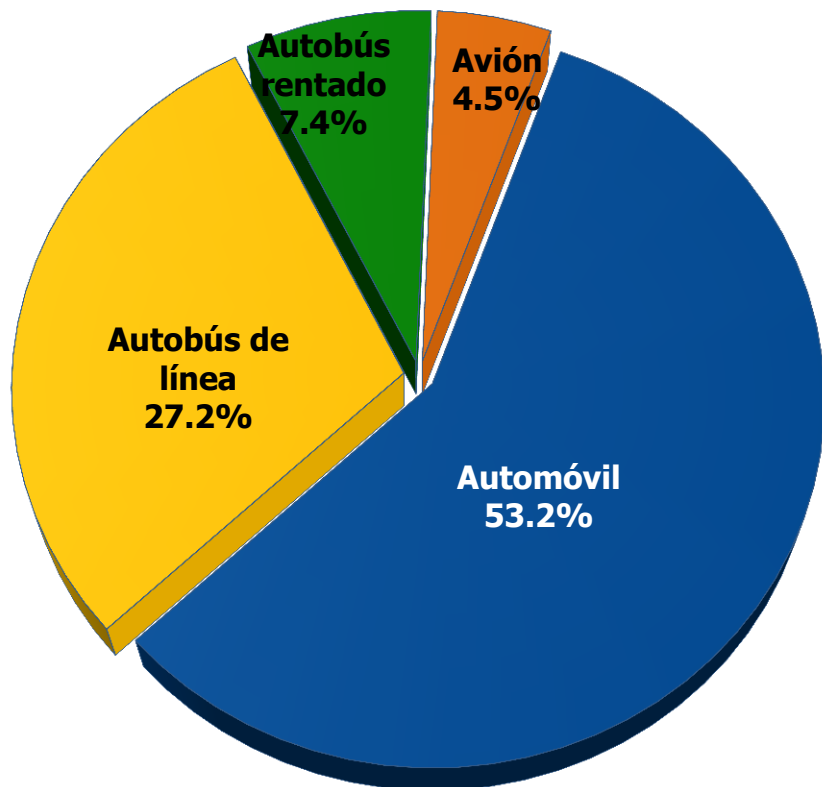
Nota: La diferencia para el 100% corresponde al No Contesto.

Número de Acompañantes en su Visita



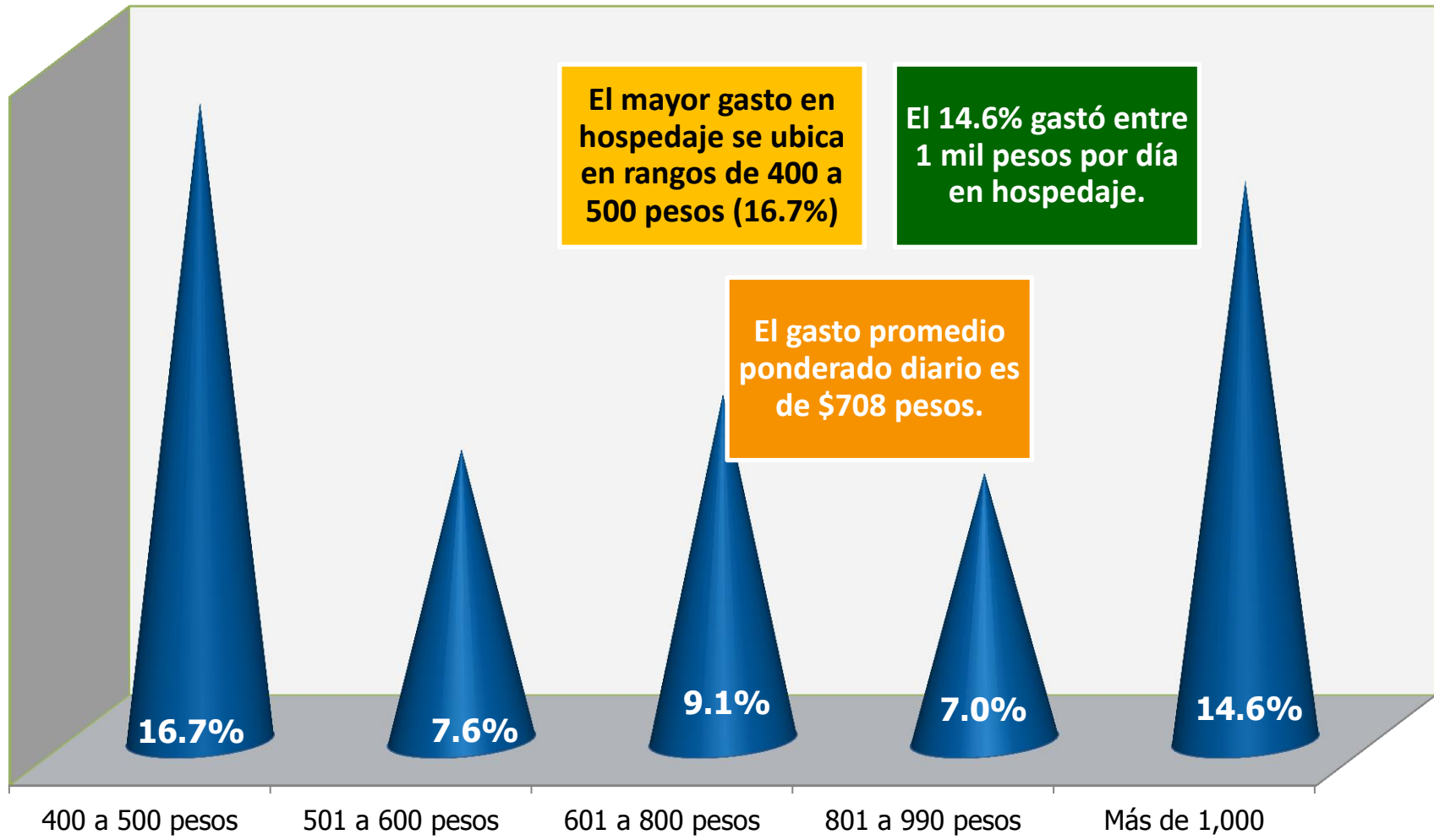
Nota: La diferencia para el 100% corresponde al No Contesto.

Medio de Transporte Utilizado por el Visitante

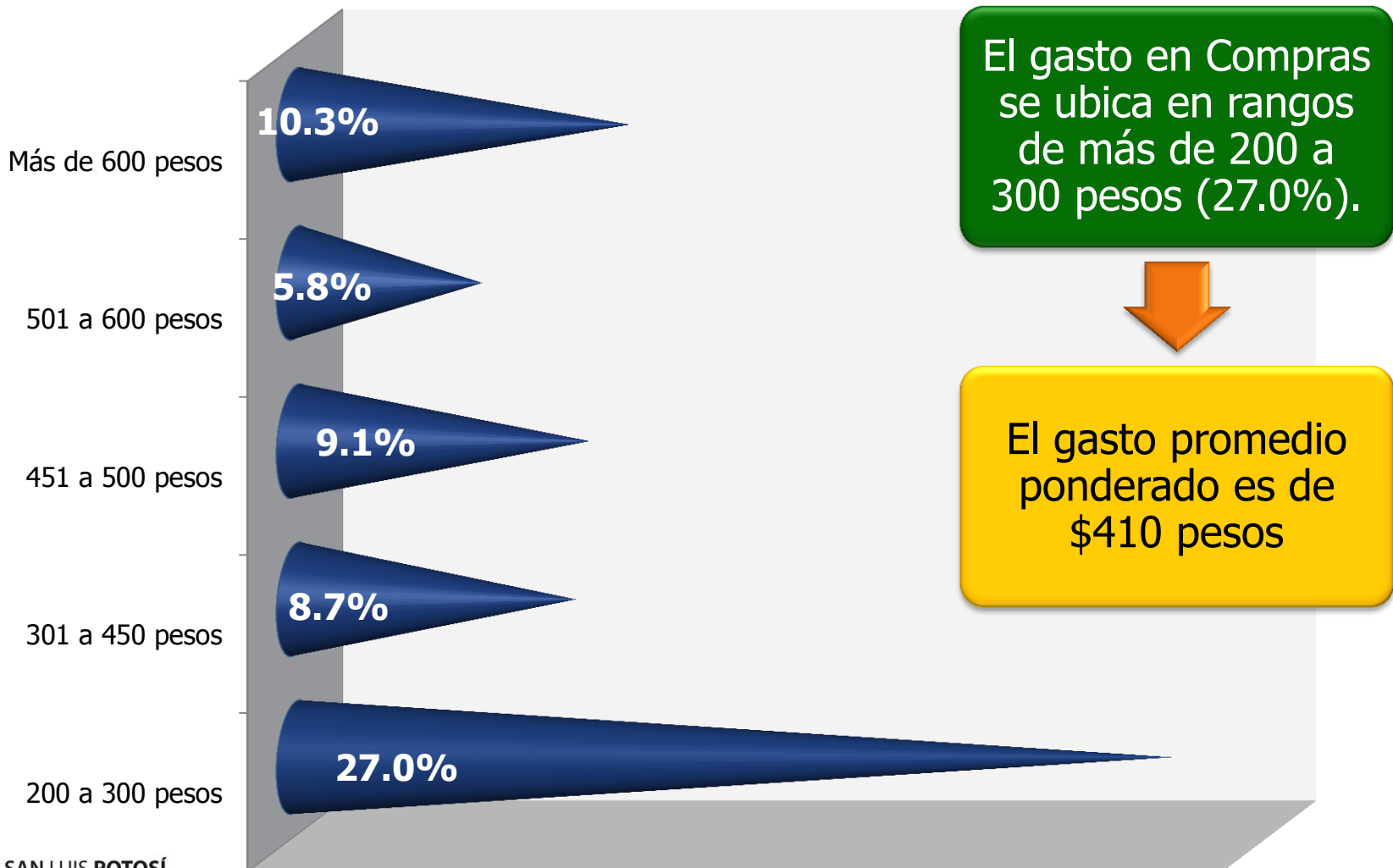


Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Promedio - Hospedaje

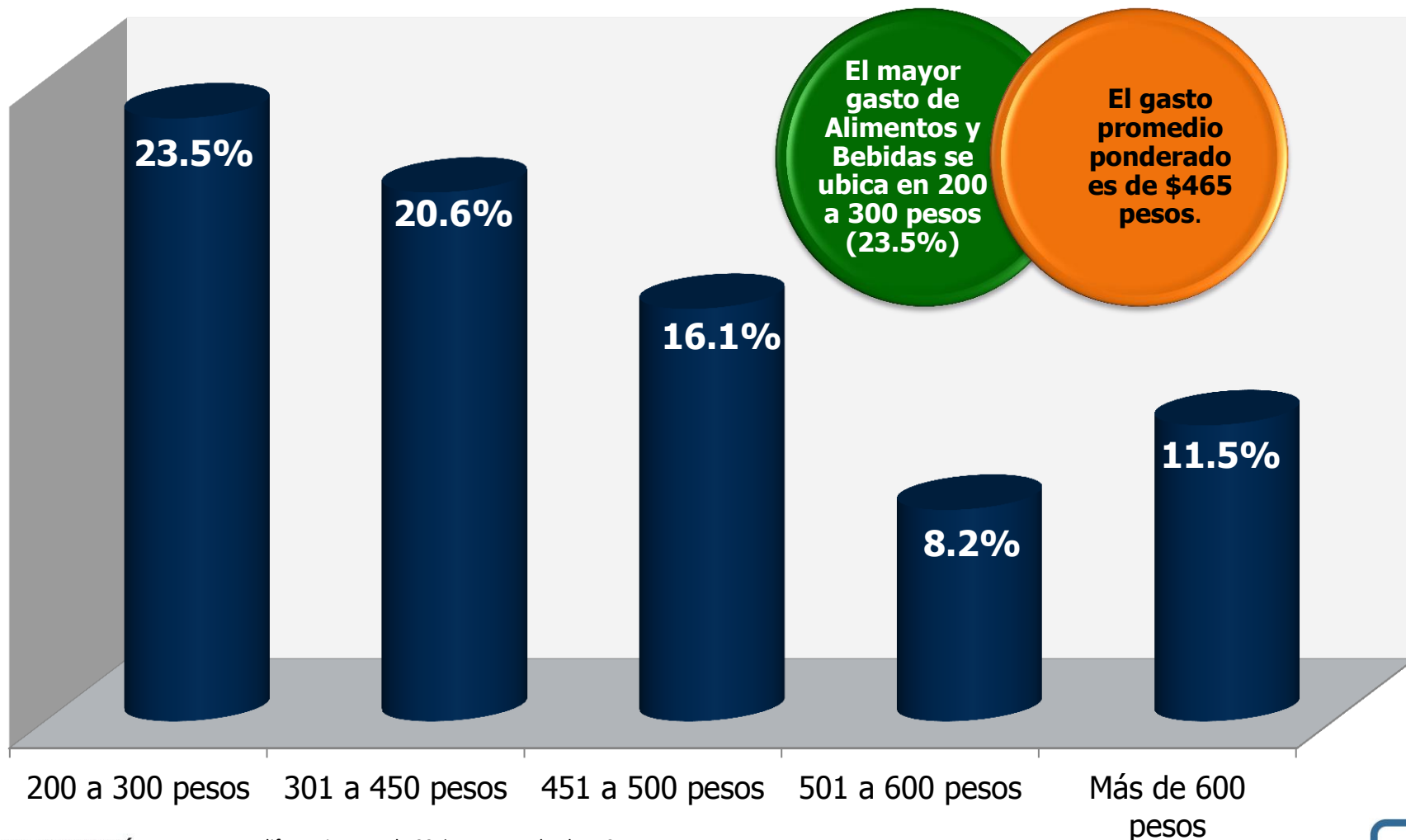


Gasto Promedio - Compras

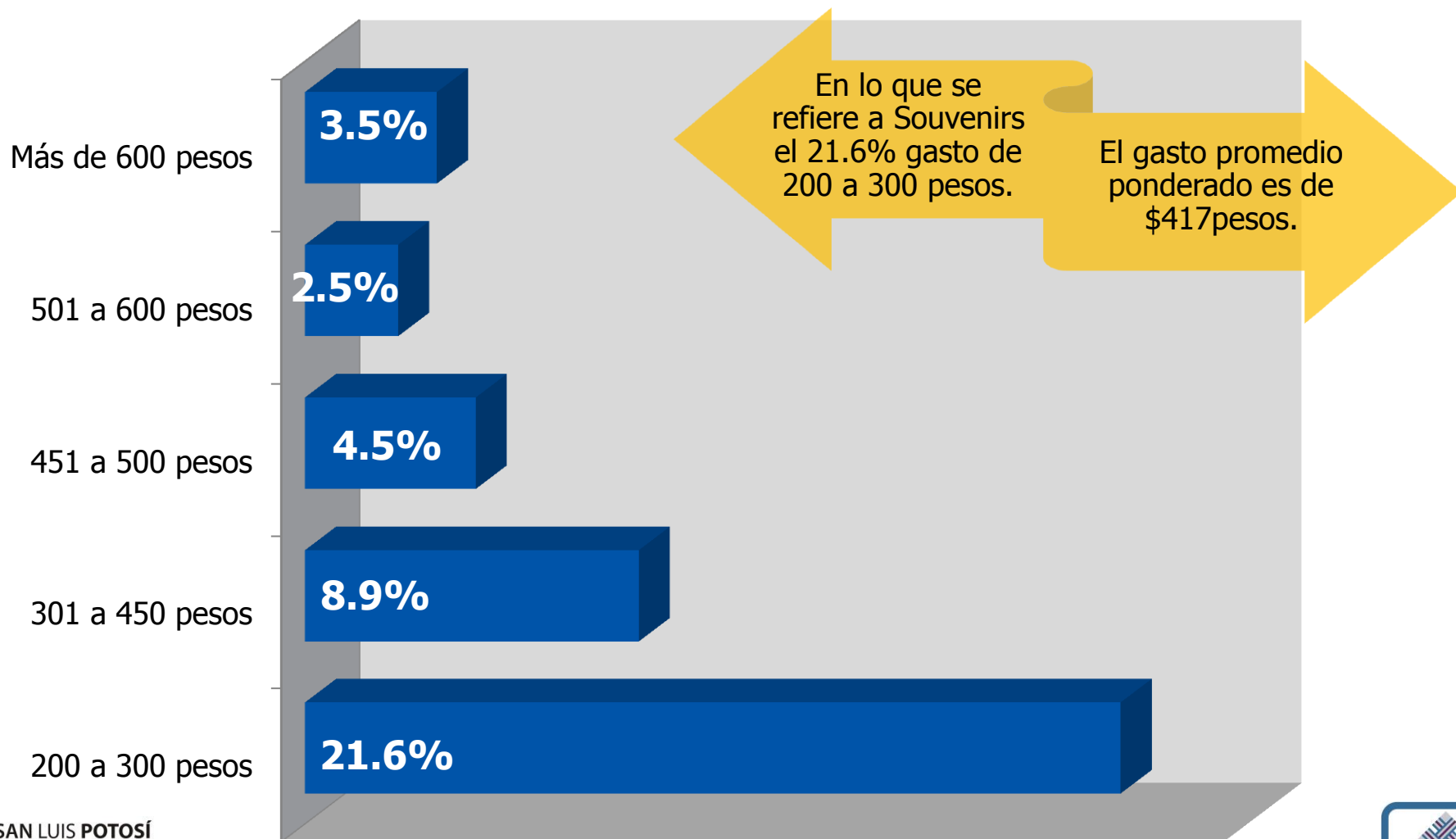


Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Promedio – Alimentos y Bebidas

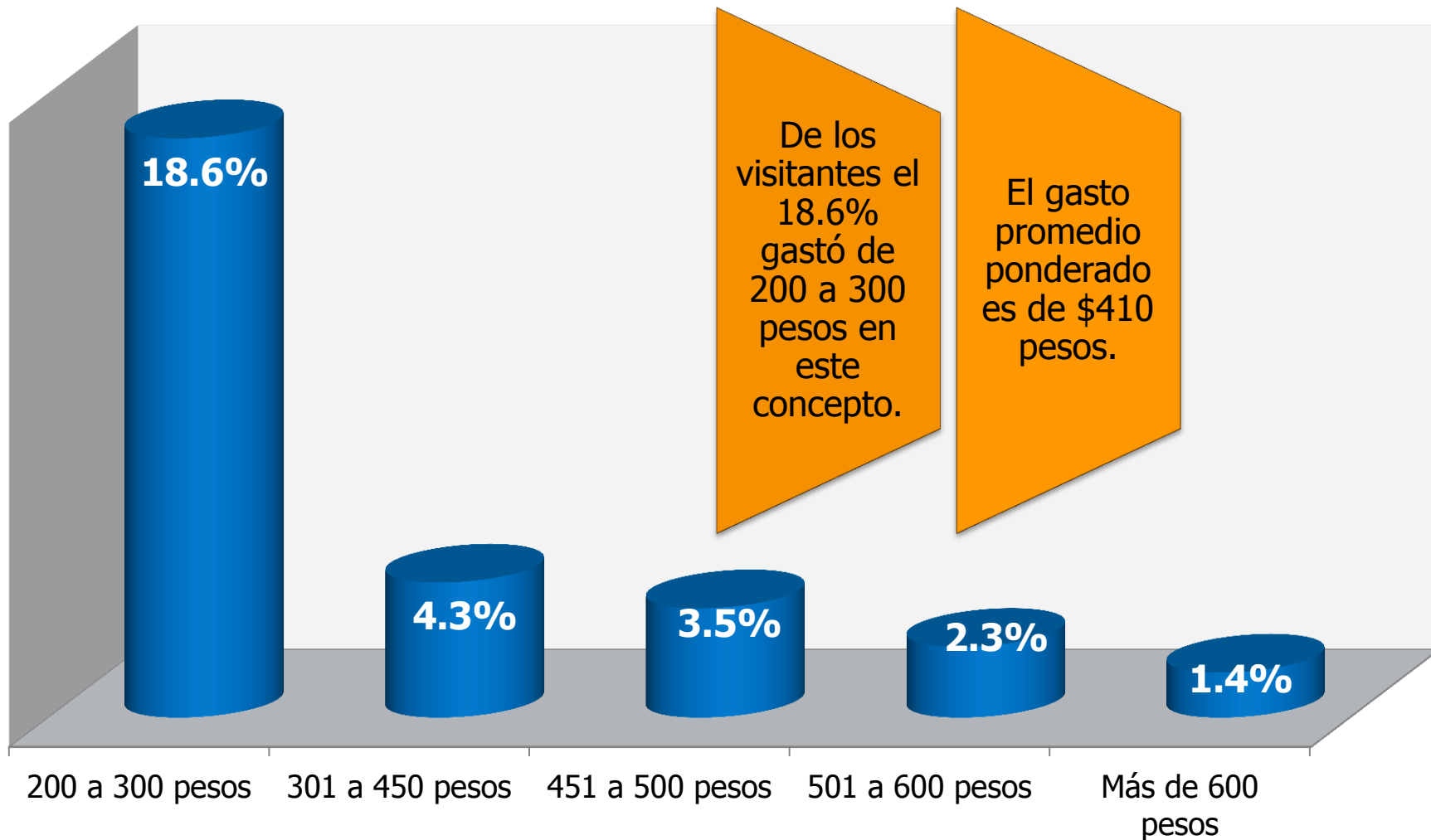


Gasto Promedio - Souvenirs



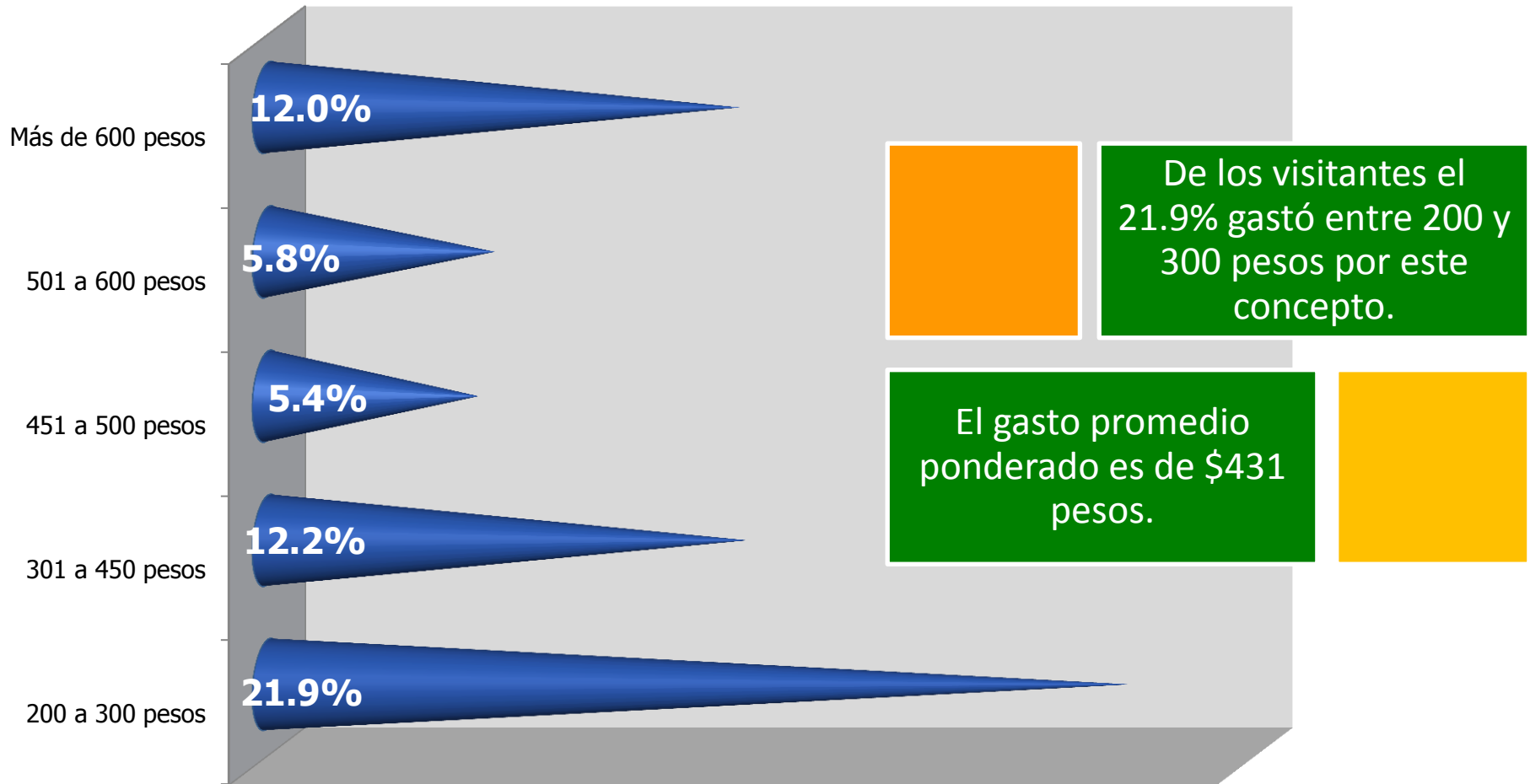
Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Promedio – Transportación Local



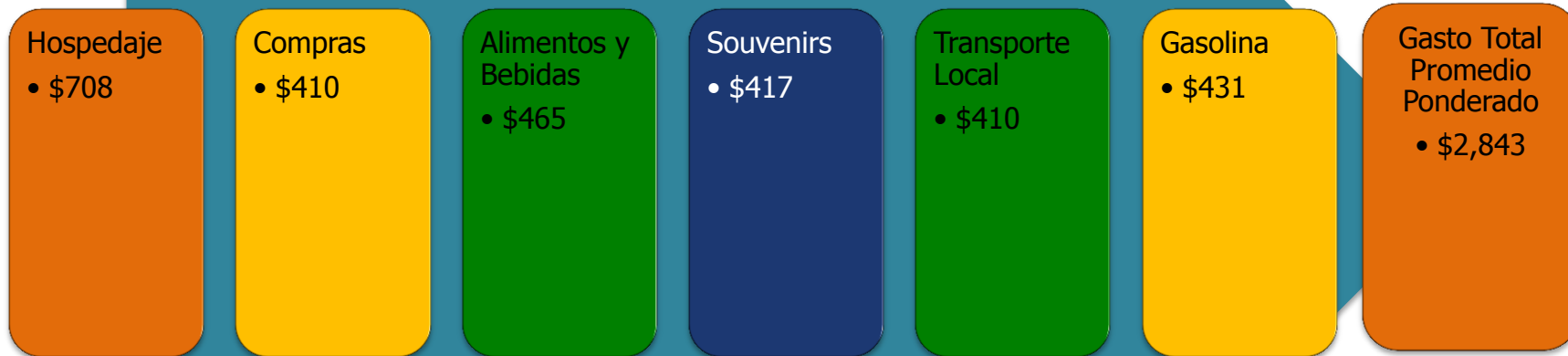
Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Promedio – Gasolina

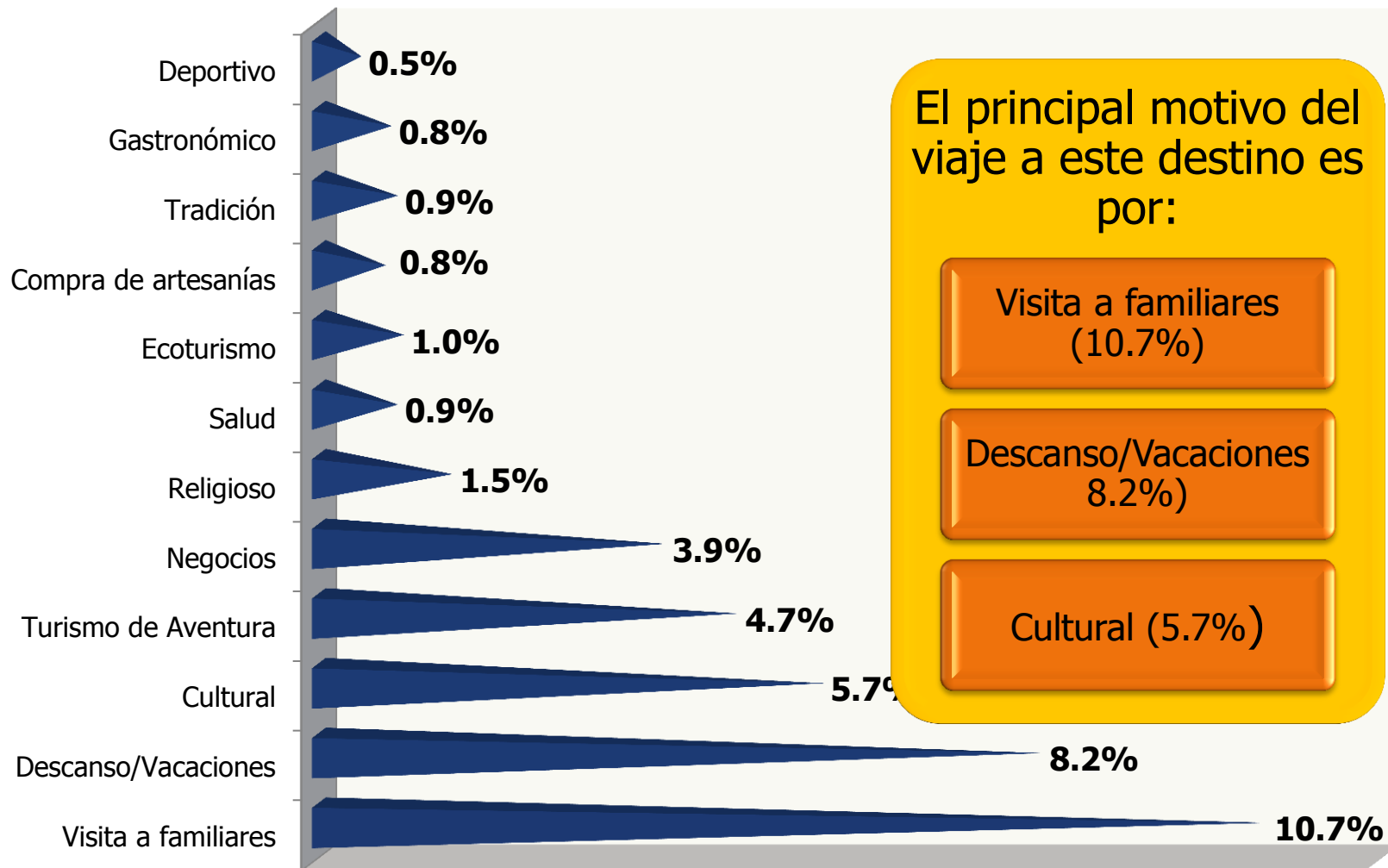


Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Total Promedio Ponderado

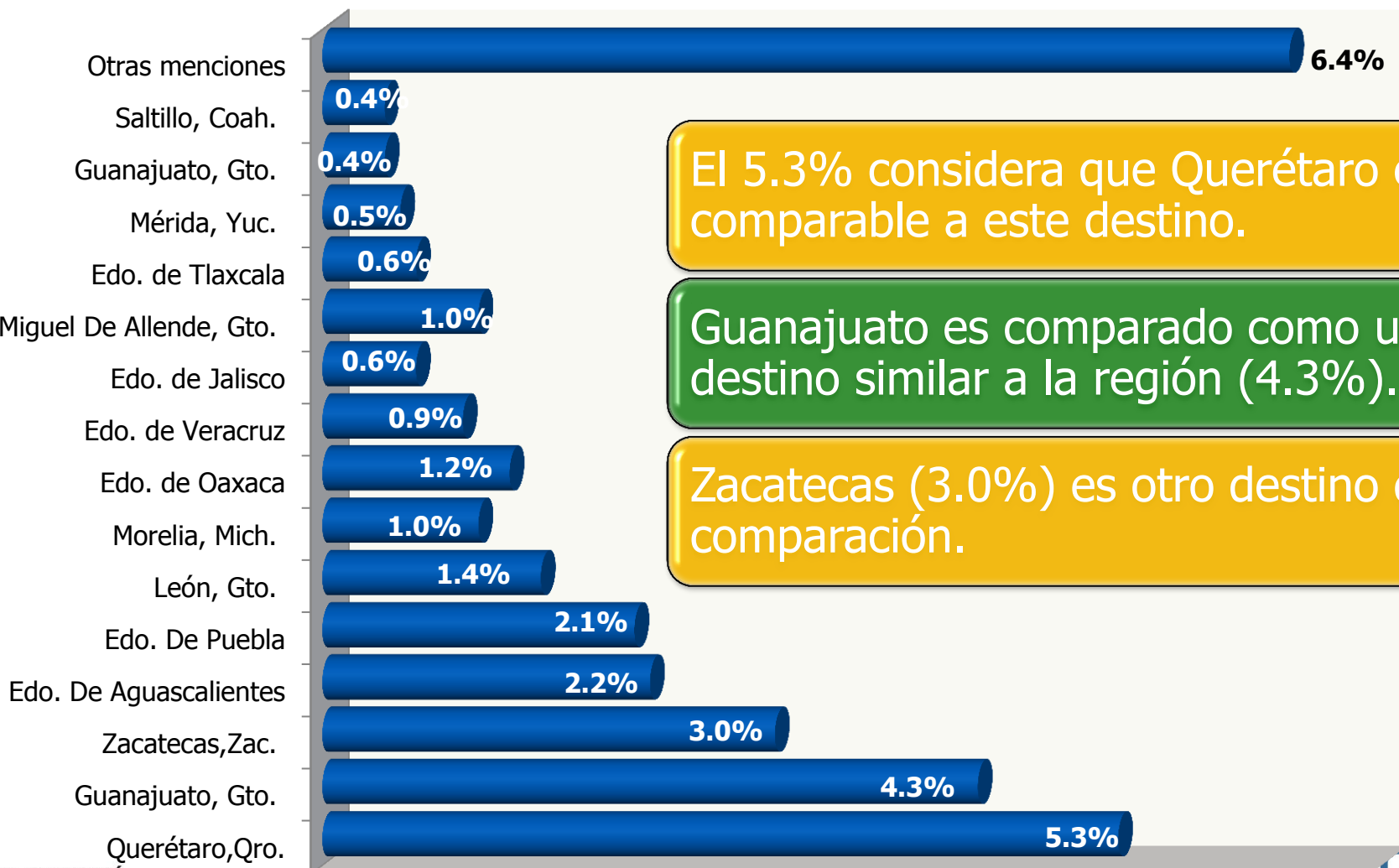


Razón Principal de Viaje a este destino



Nota: La diferencia para el 100% corresponde al No Contesto.

Sitios con los que Comparan a la Región



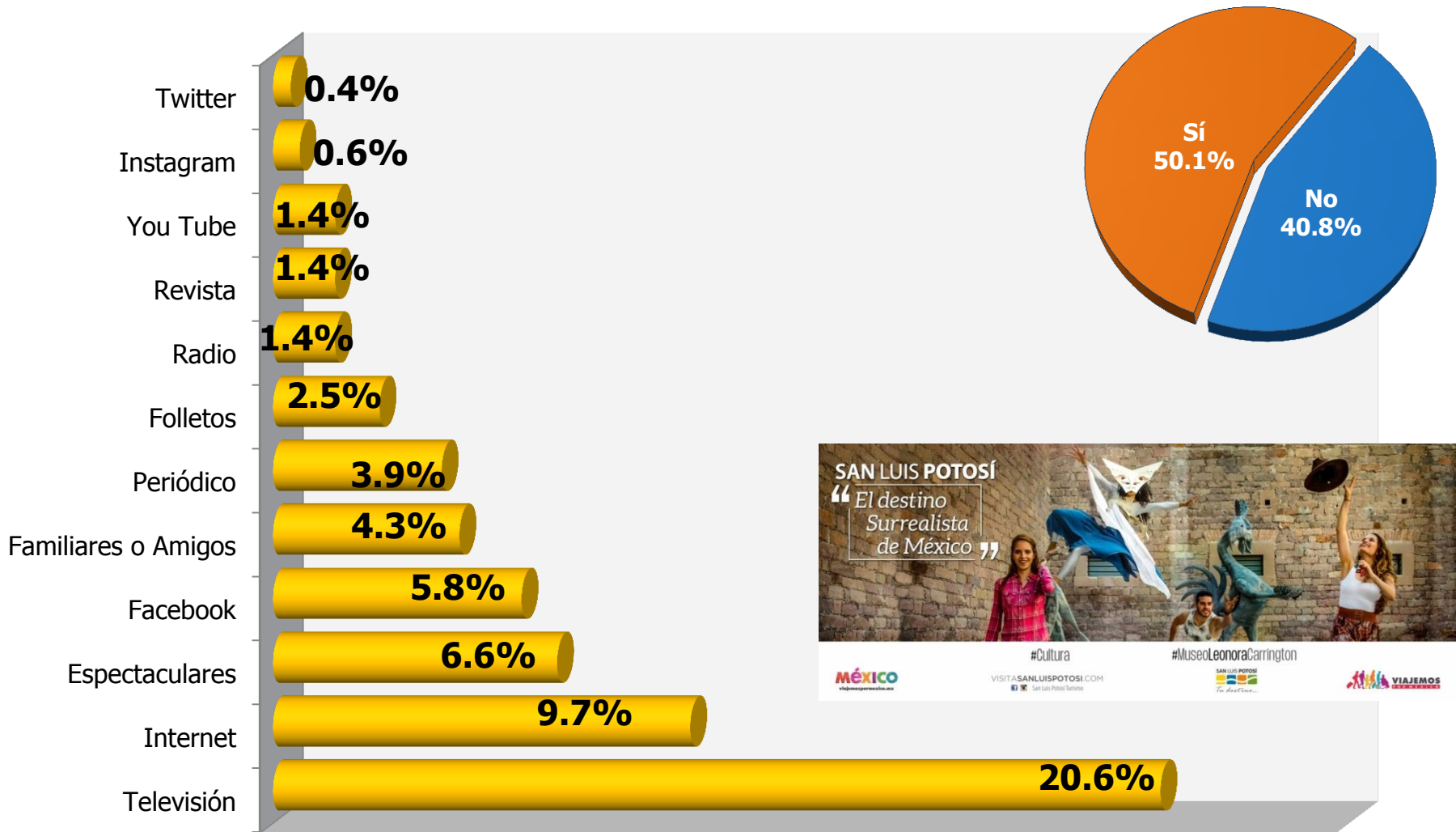
El 5.3% considera que Querétaro es comparable a este destino.

Guanajuato es comparado como un destino similar a la región (4.3%).

Zacatecas (3.0%) es otro destino de comparación.

Recordación de la Publicidad

“El destino Surrealista de México”



Medio por el que se enteró o Conoce de la Región según Lugar de Origen

| Medio de Comunicación | Ciudad de México | Jalisco | San Luis Potosí | Guanajuato | Michoacán | EUA | Coahuila | Puebla | Querétaro | Tamaulipas | Estado de México | Nuevo León | Zacatecas | Agascalientes | Guerrero | Otras Menciones | Total |
|-----------------------|------------------|-------------|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------|-------------|-------------|---------------|-------------|-----------------|---------------|
| Televisión | 3.7% | 1.0% | 1.0% | 0.2% | 0.4% | 0.4% | 0.4% | 0.6% | 0.0% | 1.9% | 1.0% | 0.6% | 0.2% | 0.2% | 0.0% | 8.9% → | 20.6% |
| Internet | 1.2% | 0.4% | 0.4% | 0.6% | 1.0% | 0.8% | 0.4% | 0.0% | 0.6% | 0.0% | 0.8% | 0.2% | 0.0% | 0.0% | 0.0% | 3.1% ↘ | 9.7% |
| Espectaculares | 1.6% | 0.4% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.4% | 0.4% | 0.4% | 0.0% | 0.4% | 0.2% | 0.0% | 0.2% | 2.3% ↓ | 6.6% |
| Facebook | 0.8% | 0.2% | 0.2% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.2% | 0.0% | 0.6% | 0.0% | 0.0% | 0.0% | 0.0% | 3.5% ↓ | 5.8% |
| Familiares o Amigos | 0.4% | 0.0% | 0.0% | 0.2% | 0.2% | 0.2% | 0.2% | 0.4% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 2.5% ↓ | 4.3% |
| Periódico | 0.0% | 0.4% | 0.2% | 0.2% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 2.5% ↓ | 3.9% |
| Folletos | 0.2% | 0.6% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.0% ↓ | 2.5% |
| Radio | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.0% ↓ | 1.4% |
| Revista | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.8% ↓ | 1.4% |
| You Tube | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.2% | 0.2% ↓ | 1.4% |
| Instagram | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% ↓ | 0.6% |
| Twitter | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% ↓ | 0.4% |
| Total | 14.0% | 4.1% | 2.9% | 3.5% | 3.3% | 3.3% | 3.7% | 2.9% | 2.9% | 3.3% | 4.9% | 3.3% | 1.4% | 1.4% | 1.0% | 43.9% | 100.0% |

Satisfacción del destino

Sitios y Atractivos Turísticos

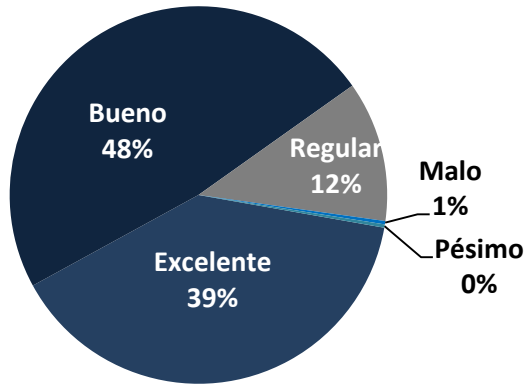
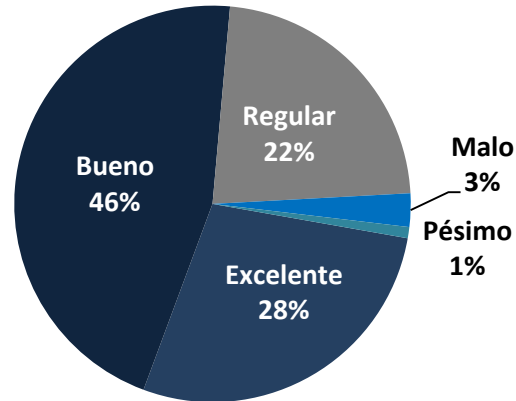
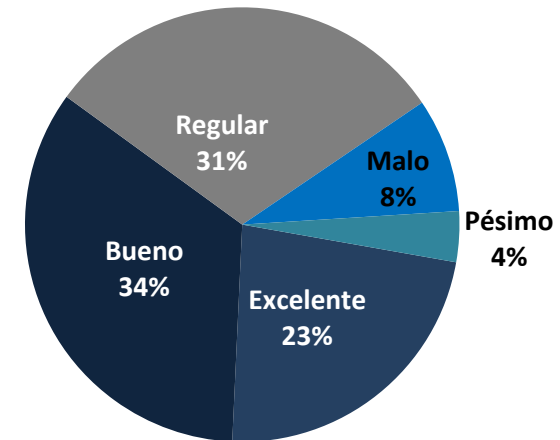


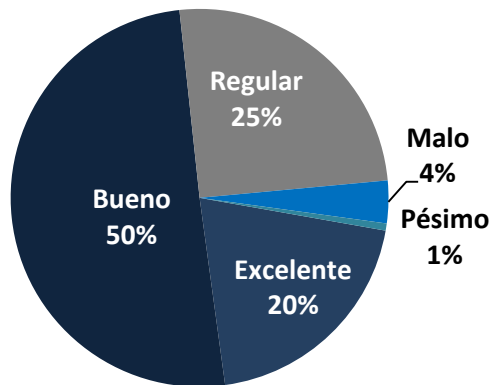
Imagen del destino



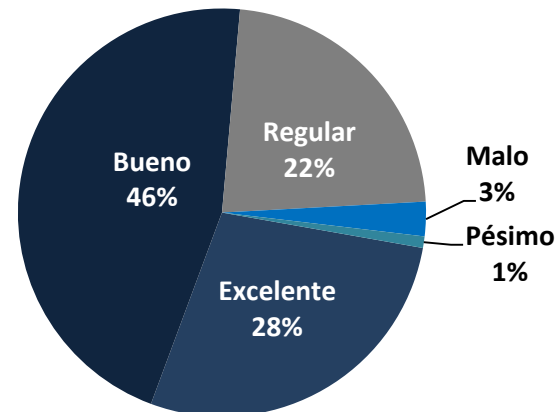
Limpieza en las calles y áreas públicas



Calidad de Infraestructura

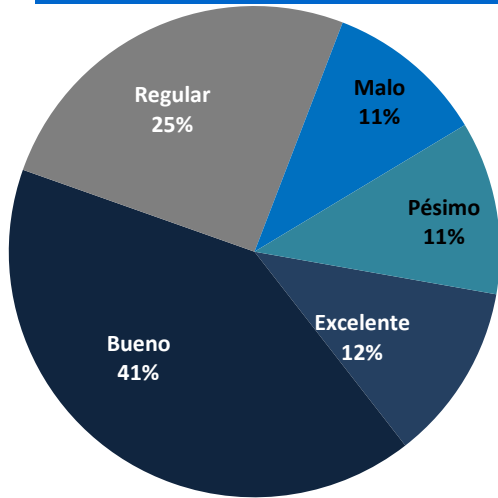


Experiencia de viaje

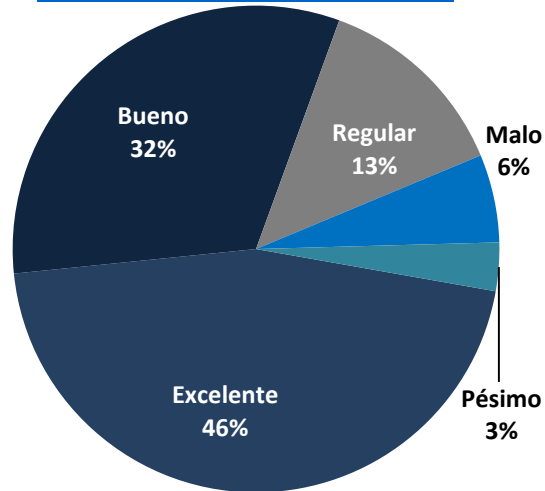


Satisfacción del destino

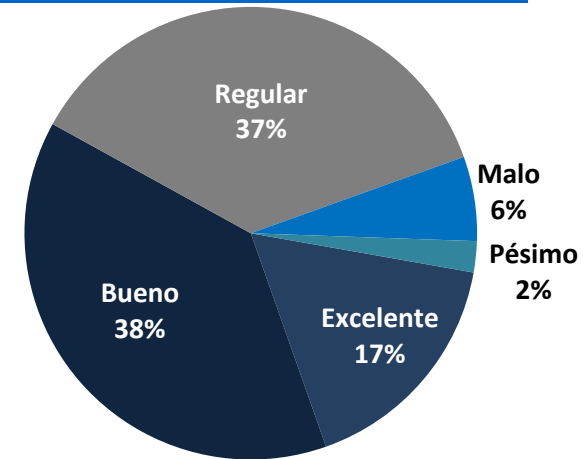
Relación calidad/cantidad de sanitarios



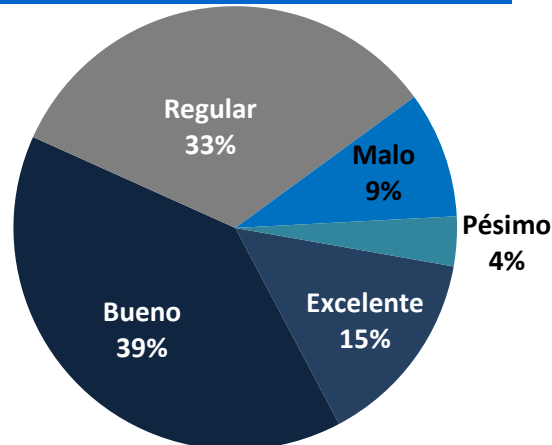
Gastronomía típica del destino



Señalética turística del destino turístico

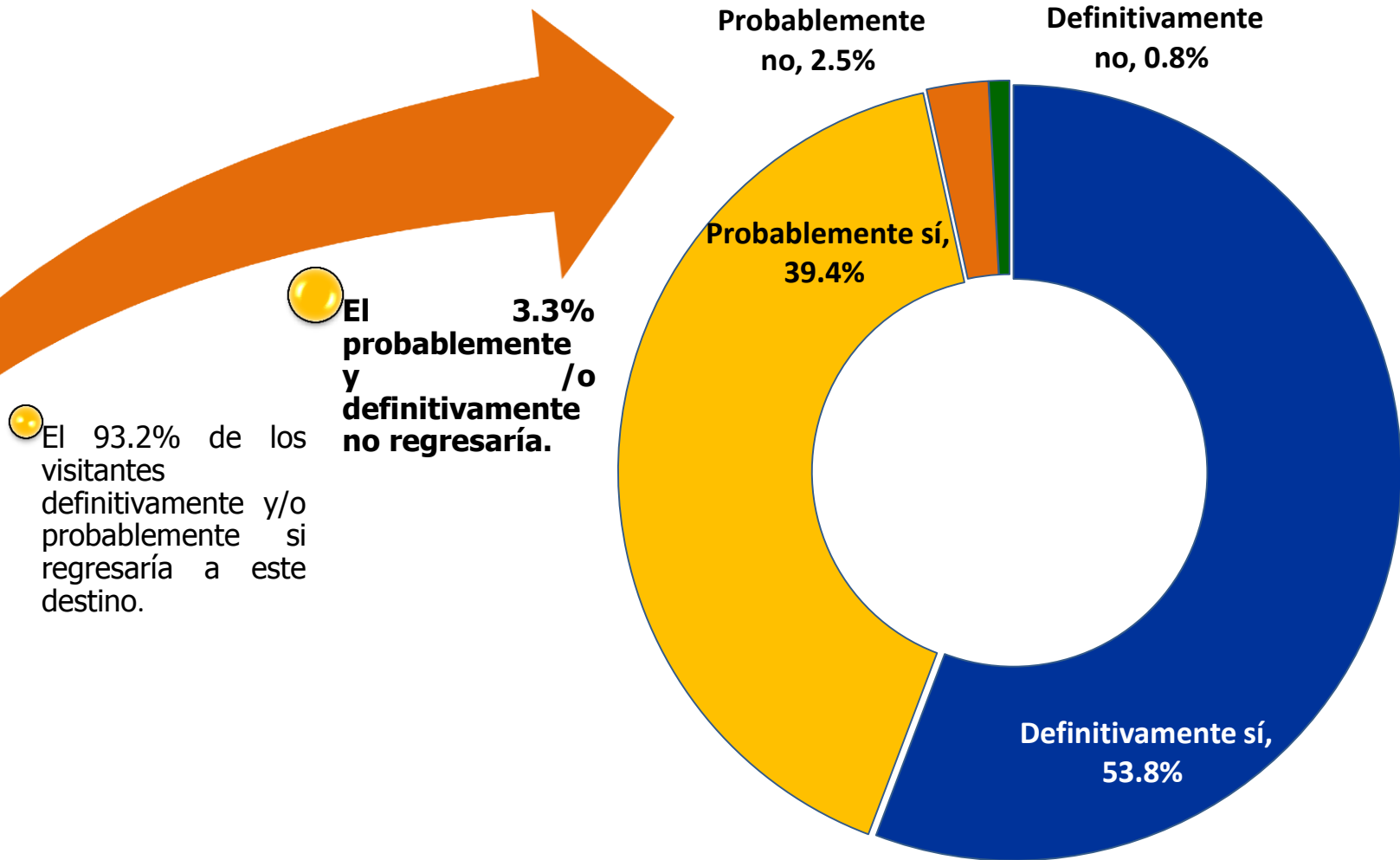


Módulos de Información Turística

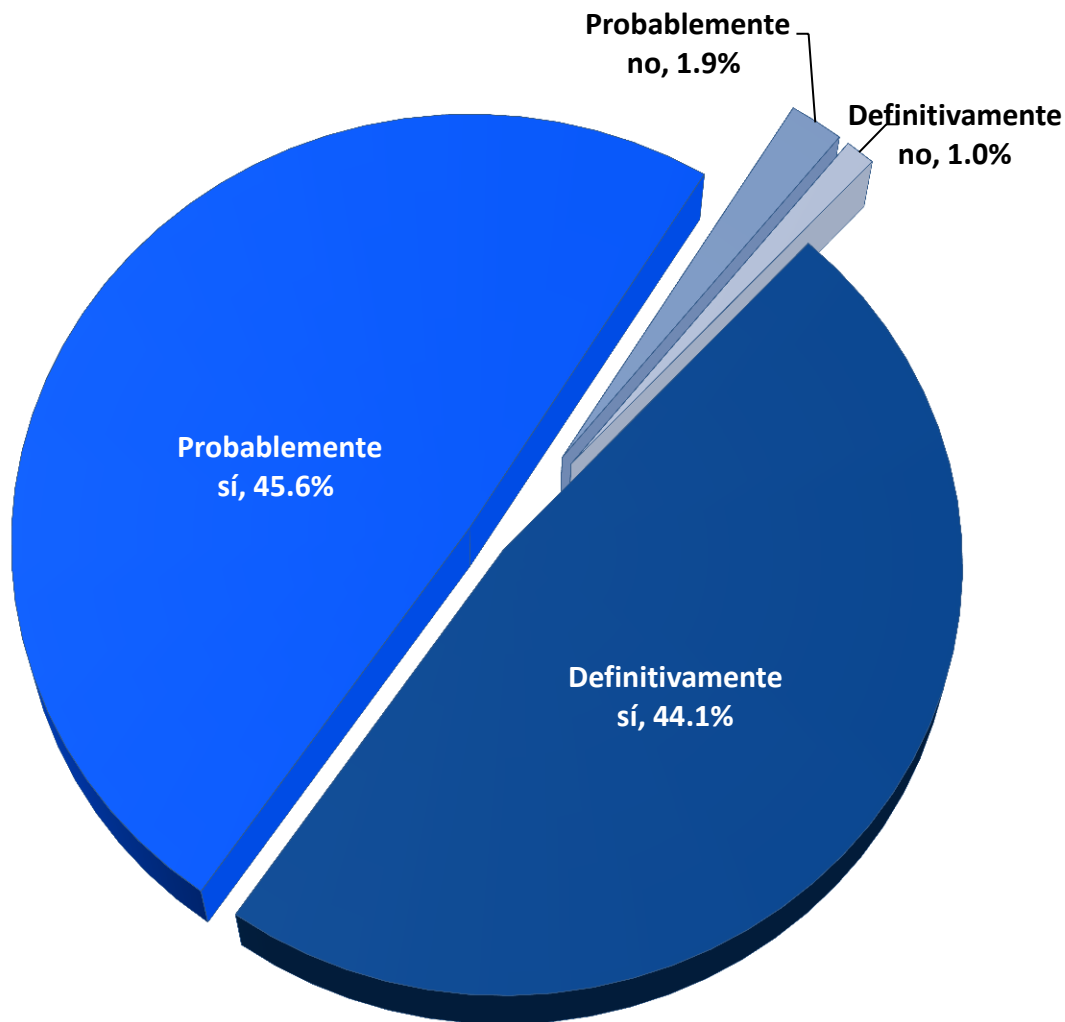


Invierno 2018-Región Centro

Opinión de Regresar a este destino



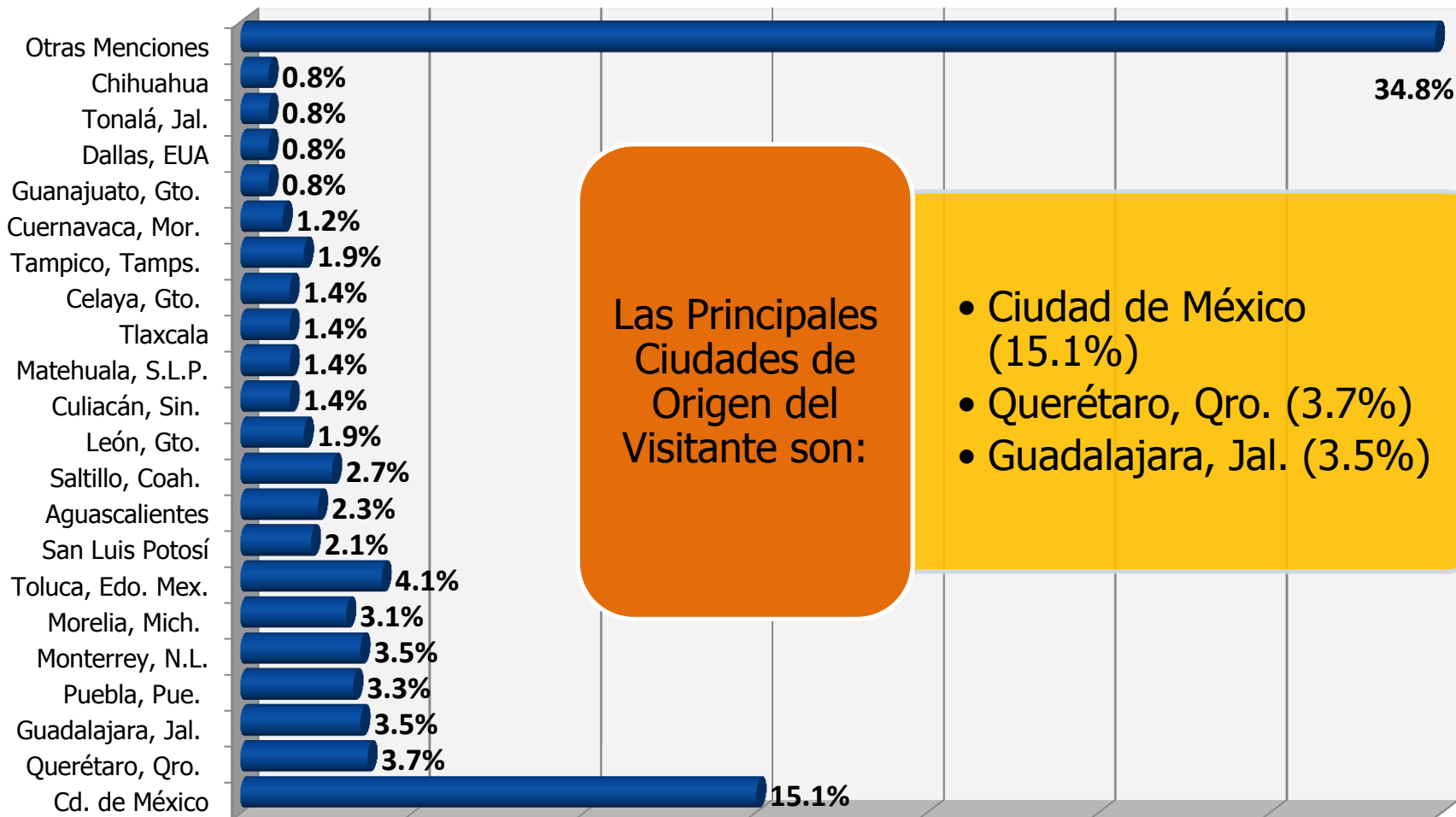
Opinión de Recomendar a este destino



El 89.7% de los visitantes definitivamente si recomendaría el destino.

El 3.2% probablemente recomendaría el destino.

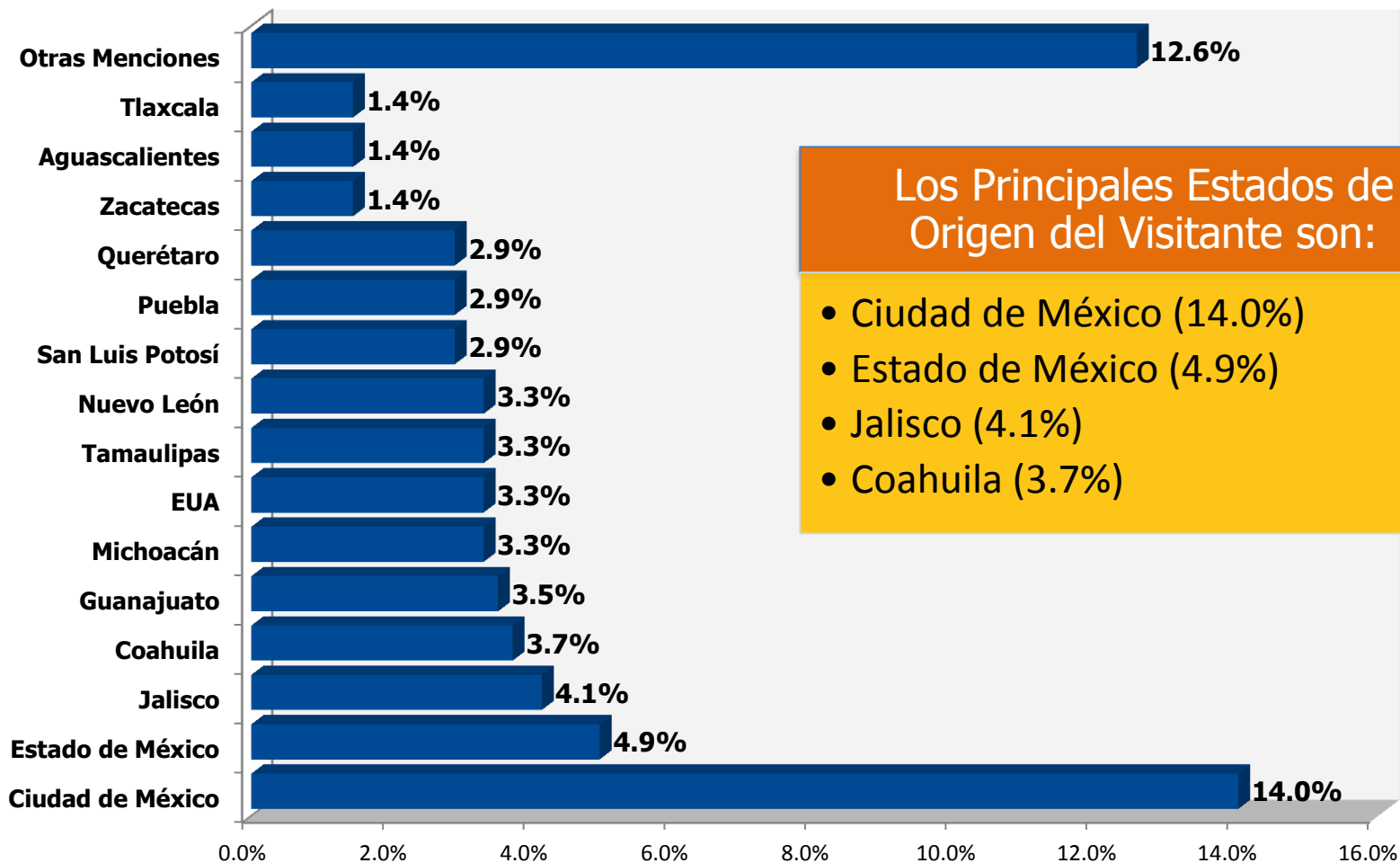
Principales Ciudades de Origen del Visitante



Las Principales Ciudades de Origen del Visitante son:

- Ciudad de México (15.1%)
- Querétaro, Qro. (3.7%)
- Guadalajara, Jal. (3.5%)

Principales Estados de Origen del Visitante

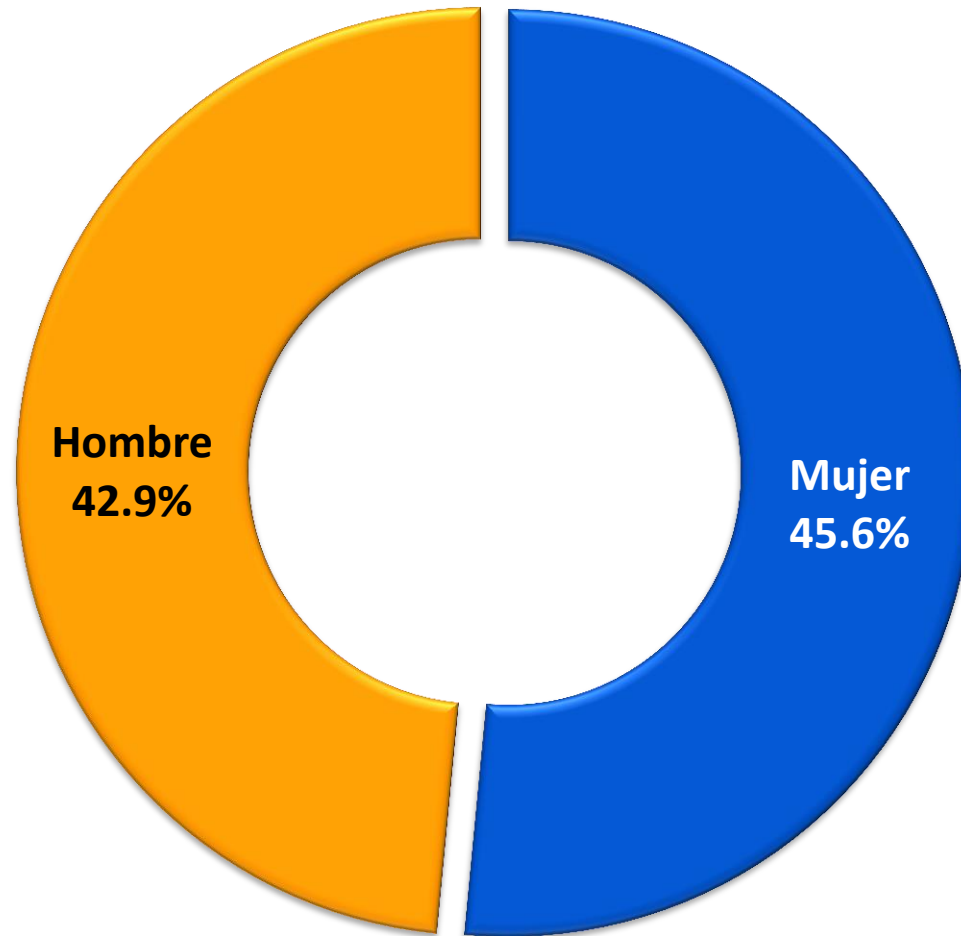


Los Principales Estados de Origen del Visitante son:

- Ciudad de México (14.0%)
- Estado de México (4.9%)
- Jalisco (4.1%)
- Coahuila (3.7%)

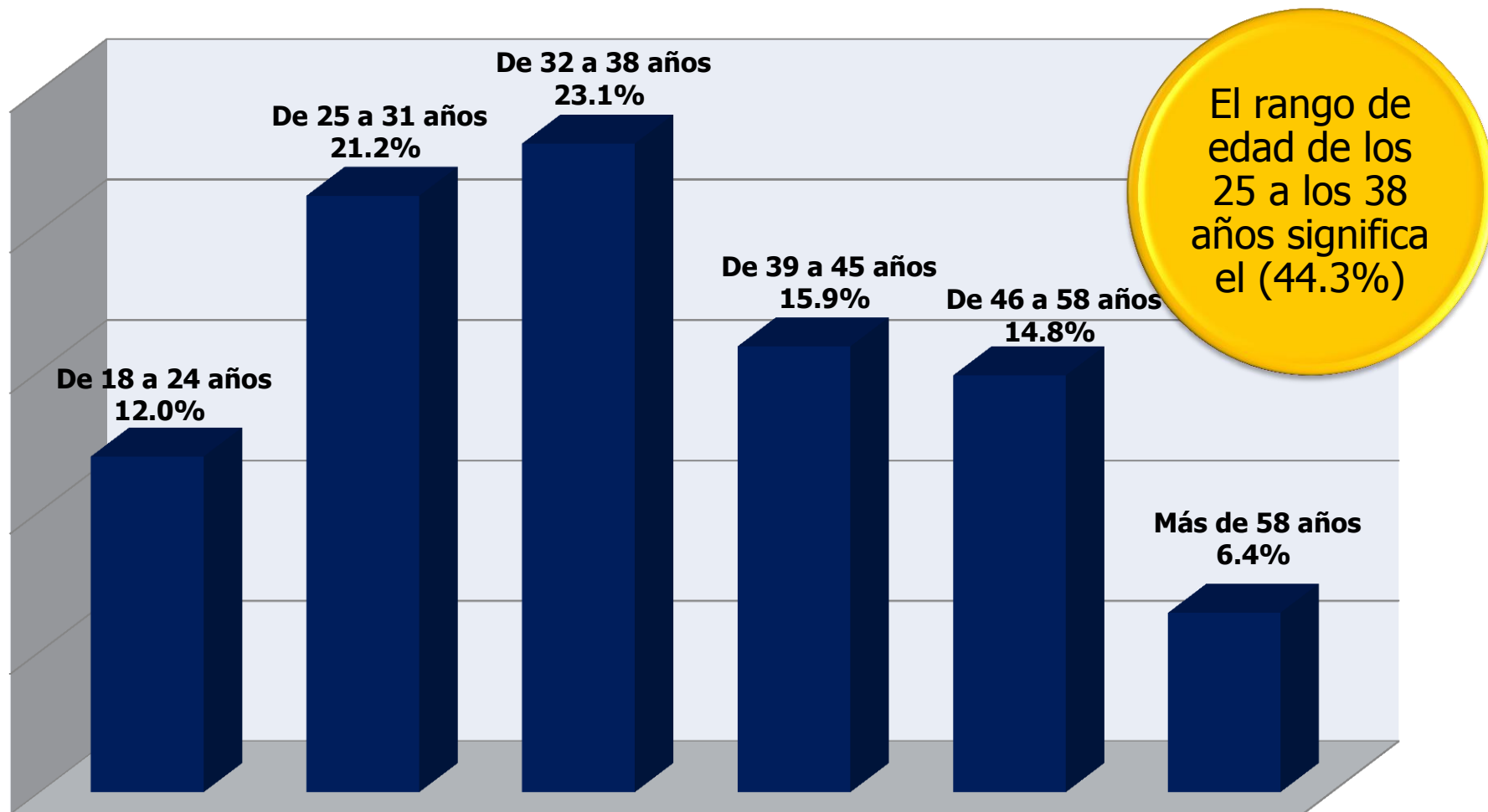
Nota: La diferencia para el 100% corresponde al No Contesto.

Sexo del Visitante a la Región



Nota: La diferencia para el 100% corresponde al No Contesto.

Rango de Edad de los Visitantes

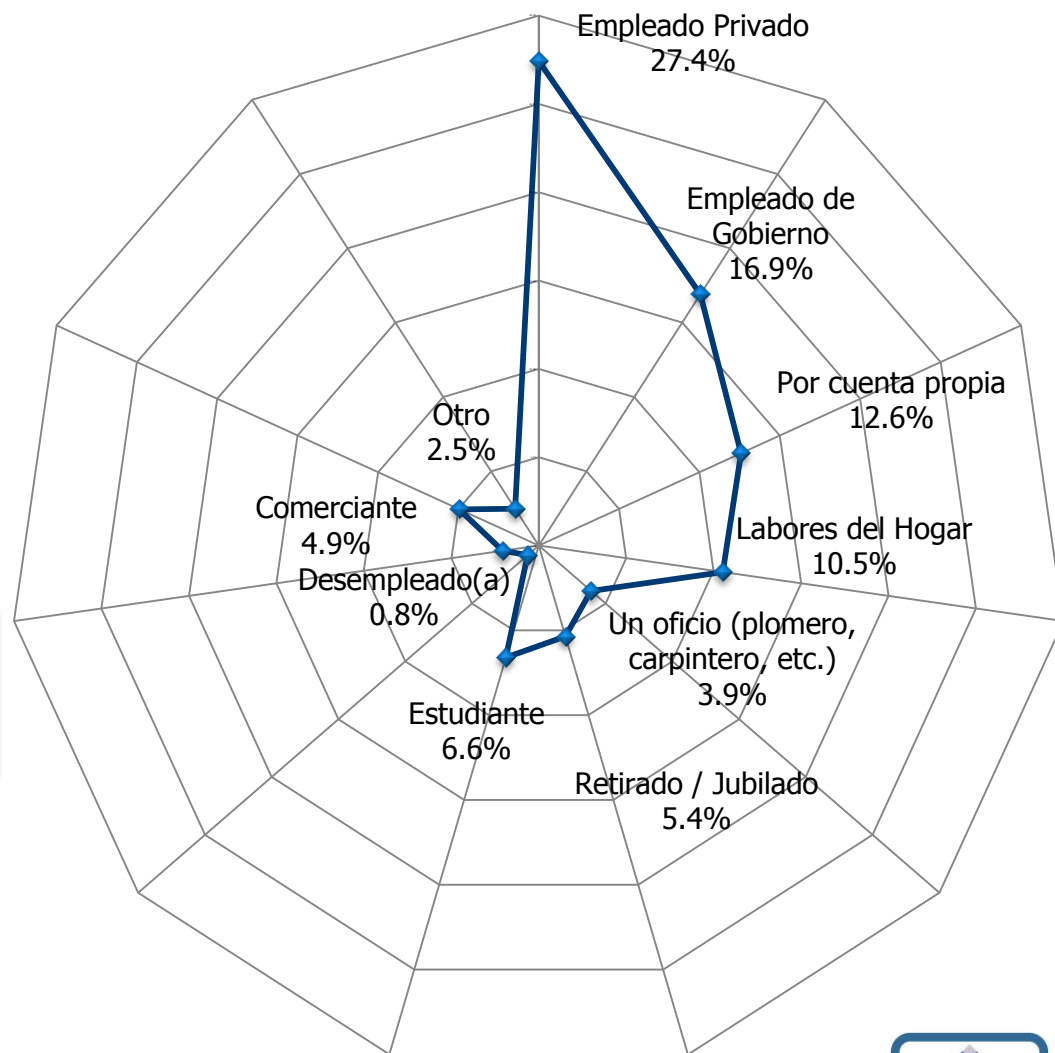


Ocupación del Visitante a San Luis Potosí

Una importante parte de los visitantes son empleados privados (27.4%)

Otro segmento importante (16.9%) son empleados de gobierno y el 12.6 trabaja por cuenta propia.

El 10.5% se dedica a labores del hogar.





Resultados con perspectiva de género

Perfil del Visitante Región Centro

Resultados con Perspectiva de Género

Lugar de Encuesta

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------------------|--------------|--------------|--------------|---------------|
| San Luis Potosí | 22.3% | 21.0% | 3.7% | 47.0% |
| Soledad de Graciano Sánchez | 16.5% | 17.5% | 7.4% | 41.4% |
| Santa María del Río | 6.8% | 4.3% | 0.4% | 11.5% |
| No contestó | 0.0% | 0.0% | 0.0% | 0.0% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Frecuencia con que visita el Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|-------------------------|--------------|--------------|--------------|---------------|
| Primera vez | 23.1% | 20.4% | 3.5% | 47.0% |
| Una vez al año | 7.8% | 9.1% | 2.5% | 19.4% |
| Dos veces al año | 7.0% | 5.4% | 1.6% | 14.0% |
| Tres o más veces al año | 7.2% | 7.8% | 3.3% | 18.4% |
| No contesto | 0.4% | 0.2% | 0.6% | 1.2% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Noches que permanecerá en la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| Ninguna | 0.0% | 0.0% | 0.6% | 0.6% |
| Dos noches | 8.0% | 10.1% | 3.1% | 21.2% |
| Tres noches | 6.6% | 9.1% | 1.6% | 17.3% |
| Una noche | 6.0% | 3.5% | 0.8% | 10.3% |
| Cuatro noches | 2.5% | 2.9% | 1.0% | 6.4% |
| Cinco noches | 1.0% | 2.7% | 1.2% | 4.9% |
| Más de Diez noches | 1.9% | 1.0% | 0.0% | 2.9% |
| Seis noches | 0.2% | 1.0% | 0.0% | 1.2% |
| Siete noches | 0.4% | 0.6% | 0.0% | 1.0% |
| Nueve noches | 0.4% | 0.0% | 0.2% | 0.6% |
| Ocho noches | 0.2% | 0.0% | 0.0% | 0.2% |
| Diez noches | 0.0% | 0.4% | 0.0% | 0.4% |
| No contesto | 18.4% | 11.5% | 2.9% | 32.8% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Resultados con Perspectiva de Género

Lugar donde se está hospedando

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| Hotel | 15.7% | 16.1% | 3.9% | 35.7% |
| Familia / Amigos | 19.2% | 18.6% | 4.5% | 42.3% |
| Acampará | 0.8% | 0.6% | 0.4% | 1.9% |
| Vivienda rentada | 3.1% | 2.9% | 1.0% | 7.0% |
| No contesto | 6.8% | 4.7% | 1.6% | 13.2% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Nombre Hotel donde Hospeda

| Concepto | Mujer | Hombre | No Contesto | Total |
|---|--------------|--------------|--------------|---------------|
| Hotel Fiesta Inn Oriente, San Luis Potosí | 1.1% | 0.8% | 0.8% | 2.7% |
| Hotel Panorama, San Luis Potosí | 1.3% | 0.0% | 0.8% | 2.2% |
| Hotel María Cristina, San Luis Potosí | 0.8% | 1.3% | 0.0% | 2.2% |
| Hotel María Dolores, San Luis Potosí | 0.8% | 0.5% | 0.5% | 1.9% |
| La Posada Potosina Hotel & Suites, San Luis Potosí | 1.1% | 0.8% | 0.0% | 1.9% |
| Gran Hotel Concordia, San Luis Potosí | 0.0% | 1.3% | 0.0% | 1.3% |
| Hotel One San Luis Potosí Glorieta Juárez, San Luis Potosí | 0.5% | 0.8% | 0.0% | 1.3% |
| Hotel San Luis, Soledad de Graciano Sánchez | 0.8% | 0.5% | 0.0% | 1.3% |
| Hotel San Francisco, San Luis Potosí | 0.8% | 0.3% | 0.0% | 1.1% |
| Hotel Cuatro Caminos, Santa María del Río | 0.5% | 0.5% | 0.0% | 1.1% |
| Hotel City Express Junior Carranza, San Luis Potosí | 0.3% | 0.5% | 0.0% | 0.8% |
| Hotel Nápoles, San Luis Potosí | 0.3% | 0.5% | 0.0% | 0.8% |
| Hotel La Puesta del Sol, Santa María del Río | 0.3% | 0.5% | 0.0% | 0.8% |
| Museo Palacio de San Agustín | 0.5% | 0.0% | 0.3% | 0.8% |
| Hotel La Cupula, Santa María del Río | 0.3% | 0.3% | 0.3% | 0.8% |
| Hotel Hilton San Luis Potosí, San Luis Potosí | 0.3% | 0.3% | 0.0% | 0.5% |
| Hotel Fiesta Inn San Luis Potosí Glorieta Juárez, San Luis Potosí | 0.3% | 0.3% | 0.0% | 0.5% |
| Hotel Holiday Inn Express San Luis Potosí, San Luis Potosí | 0.3% | 0.3% | 0.0% | 0.5% |
| Hotel Real Inn San Luis Potosí, San Luis Potosí | 0.3% | 0.0% | 0.3% | 0.5% |
| Hotel Real Plaza, San Luis Potosí | 0.0% | 0.5% | 0.0% | 0.5% |
| Smart Suites, San Luis Potosí | 0.5% | 0.0% | 0.0% | 0.5% |
| Hotel California, San Luis Potosí | 0.5% | 0.0% | 0.0% | 0.5% |
| Total | 45.0% | 42.3% | 12.7% | 100.0% |

Nombre Hotel donde Hospeda

| Concepto | Mujer | Hombre | No Contesto |
|--|--------------|--------------|--------------|
| Hotel Conrad San Luis Potosí, San Luis Potosí | 0.3% | 0.0% | 0.0% |
| Hotel Courtyard Marriott, San Luis Potosí | 0.3% | 0.0% | 0.0% |
| Hotel Holiday Inn San Luis Potosí Quijote, San Luis Potosí | 0.0% | 0.3% | 0.0% |
| Quinta Real Palacio de San Agustín, San Luis Potosí | 0.0% | 0.3% | 0.0% |
| Hotel City Express San Luis Universidad, San Luis Potosí | 0.0% | 0.3% | 0.0% |
| Hotel Real de Minas, San Luis Potosí | 0.3% | 0.0% | 0.0% |
| Santosí by Innense, San Luis Potosí | 0.3% | 0.0% | 0.0% |
| Hotel Central, San Luis Potosí | 0.0% | 0.3% | 0.0% |
| Hotel Comfort Inn, San Luis Potosí | 0.0% | 0.3% | 0.0% |
| Hotel Ibis, San Luis Potosí | 0.0% | 0.3% | 0.0% |
| Hotel de Gante, San Luis Potosí | 0.0% | 0.3% | 0.0% |
| Hotel del Río Inn, San Luis Potosí | 0.0% | 0.3% | 0.0% |
| Hotel Guadalajara, San Luis Potosí | 0.3% | 0.0% | 0.0% |
| Hotel Jardín Potosí, San Luis Potosí | 0.3% | 0.0% | 0.0% |
| Hotel Michigan, Soledad de Graciano Sánchez | 0.3% | 0.0% | 0.0% |
| Hotel Tres Estrellas, Santa María del Río | 0.0% | 0.3% | 0.0% |
| Hotel San Jose | 0.0% | 0.3% | 0.0% |
| Hotel Bugambilias | 0.0% | 0.3% | 0.0% |
| Trivago | 0.3% | 0.0% | 0.0% |
| Hotel Islas | 0.0% | 0.3% | 0.0% |
| Quinta Imperial, San Luis Potosí | 0.0% | 0.3% | 0.0% |
| Hotel Cuatro Estrellas, Santa María del Río | 0.3% | 0.0% | 0.0% |
| No contesto | 31.0% | 28.6% | 9.7% |
| Total | 45.6% | 42.9% | 11.5% |

Resultados con Perspectiva de Género

Forma de Viaje

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Solo | 7.2% | 7.0% | 2.1% | 16.3% |
| Pareja | 12.4% | 16.1% | 3.1% | 31.5% |
| Familia | 18.8% | 15.5% | 4.7% | 39.0% |
| Amistades | 3.3% | 2.1% | 0.6% | 6.0% |
| Agrupación | 1.0% | 0.6% | 0.2% | 1.9% |
| No contesto | 2.9% | 1.6% | 0.8% | 5.4% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Número de Acompañantes

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------------|--------------|--------------|--------------|---------------|
| Uno | 13.6% | 16.3% | 3.1% | 33.0% |
| Tres | 5.2% | 3.9% | 1.6% | 10.7% |
| Cuatro | 3.5% | 4.7% | 0.8% | 9.1% |
| Dos | 1.9% | 1.9% | 2.1% | 5.8% |
| Cinco | 2.1% | 1.6% | 0.2% | 3.9% |
| Seis | 1.6% | 2.1% | 0.0% | 3.7% |
| Siete | 0.4% | 0.0% | 0.0% | 0.4% |
| Diez | 0.2% | 0.0% | 0.0% | 0.2% |
| Once | 0.4% | 0.0% | 0.0% | 0.4% |
| Trece | 0.0% | 0.4% | 0.0% | 0.4% |
| Más de Quince personas | 0.4% | 0.0% | 0.0% | 0.4% |
| No contesto | 16.1% | 12.0% | 3.5% | 31.5% |
| 419 | 45.6% | 42.9% | 11.5% | 100.0% |

Medio de Transporte Utilizado

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| Automóvil | 21.2% | 24.5% | 7.4% | 53.2% |
| Autobús de línea | 13.2% | 11.3% | 2.7% | 27.2% |
| Autobús rentado | 5.6% | 1.2% | 0.6% | 7.4% |
| Avión | 3.3% | 1.0% | 0.2% | 4.5% |
| No contestó | 2.3% | 4.7% | 0.6% | 7.6% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Resultados con Perspectiva de Género

Gasto Promedio en Hospedaje

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------|--------------|--------------|--------------|---------------|
| 400 a 500 pesos | 8.2% | 7.6% | 0.8% | 16.7% |
| 501 a 600 pesos | 1.4% | 4.9% | 1.2% | 7.6% |
| 601 a 800 pesos | 4.7% | 3.7% | 0.6% | 9.1% |
| 801 a 990 pesos | 3.3% | 2.7% | 1.0% | 7.0% |
| Más de 1,000 | 7.2% | 5.4% | 2.1% | 14.6% |
| No contesto | 20.6% | 18.6% | 5.8% | 44.9% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Gasto Promedio en Compras

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| 200 a 300 pesos | 9.1% | 16.3% | 1.6% | 27.0% |
| 301 a 450 pesos | 5.6% | 2.1% | 1.0% | 8.7% |
| 451 a 500 pesos | 4.9% | 3.7% | 0.4% | 9.1% |
| 501 a 600 pesos | 3.3% | 1.6% | 0.8% | 5.8% |
| Más de 600 pesos | 3.7% | 5.4% | 1.2% | 10.3% |
| No contesto | 19.0% | 13.8% | 6.4% | 39.2% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Gasto Promedio en Alimentos y Bebidas

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| 200 a 300 pesos | 10.5% | 10.1% | 2.9% | 23.5% |
| 301 a 450 pesos | 10.1% | 8.9% | 1.6% | 20.6% |
| 451 a 500 pesos | 6.8% | 7.4% | 1.9% | 16.1% |
| 501 a 600 pesos | 3.7% | 3.7% | 0.8% | 8.2% |
| Más de 600 pesos | 4.5% | 6.0% | 1.0% | 11.5% |
| No contesto | 9.9% | 6.8% | 3.3% | 20.0% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Gasto Promedio en Souvenirs

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| 200 a 300 pesos | 9.5% | 10.7% | 1.4% | 21.6% |
| 301 a 450 pesos | 2.9% | 4.3% | 1.6% | 8.9% |
| 451 a 500 pesos | 2.3% | 1.4% | 0.8% | 4.5% |
| 501 a 600 pesos | 1.4% | 0.8% | 0.2% | 2.5% |
| Más de 600 pesos | 0.8% | 2.3% | 0.4% | 3.5% |
| No contesto | 28.7% | 23.3% | 7.0% | 59.0% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Gasto Promedio en Transportación Local

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| 200 a 300 pesos | 8.2% | 8.7% | 1.6% | 18.6% |
| 301 a 450 pesos | 2.1% | 1.9% | 0.4% | 4.3% |
| 451 a 500 pesos | 1.0% | 2.3% | 0.2% | 3.5% |
| 501 a 600 pesos | 0.8% | 1.4% | 0.0% | 2.3% |
| Más de 600 pesos | 0.4% | 0.8% | 0.2% | 1.4% |
| No contesto | 33.0% | 27.8% | 9.1% | 69.9% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Gasto Promedio en Gasolina

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| 200 a 300 pesos | 8.9% | 11.5% | 1.4% | 21.9% |
| 301 a 450 pesos | 4.9% | 5.4% | 1.9% | 12.2% |
| 451 a 500 pesos | 2.3% | 2.5% | 0.6% | 5.4% |
| 501 a 600 pesos | 3.7% | 2.1% | 0.0% | 5.8% |
| Más de 600 pesos | 5.2% | 4.3% | 2.5% | 12.0% |
| No contesto | 20.6% | 17.1% | 5.2% | 42.9% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Resultados con Perspectiva de Género

Razón Principal de Viaje a la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|----------------------|--------------|--------------|--------------|---------------|
| Visita a familiares | 5.1% | 4.9% | 0.8% | 10.7% |
| Descanso/Vacaciones | 3.2% | 3.4% | 1.6% | 8.2% |
| Cultural | 2.9% | 2.1% | 0.7% | 5.7% |
| Turismo de Aventura | 2.5% | 2.0% | 0.2% | 4.7% |
| Negocios | 2.0% | 1.4% | 0.5% | 3.9% |
| Religioso | 0.4% | 0.8% | 0.3% | 1.5% |
| Salud | 0.5% | 0.4% | 0.0% | 0.9% |
| Ecoturismo | 0.7% | 0.1% | 0.1% | 1.0% |
| Compra de artesanías | 0.3% | 0.3% | 0.1% | 0.8% |
| Tradicición | 0.3% | 0.5% | 0.0% | 0.9% |
| Gastronómico | 0.2% | 0.3% | 0.3% | 0.8% |
| Deportivo | 0.1% | 0.3% | 0.0% | 0.5% |
| No Contestó | 27.2% | 26.2% | 7.0% | 60.4% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Con que sitios compararía la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------------------|--------------|--------------|--------------|---------------|
| Querétaro, Qro. | 1.2% | 2.3% | 0.4% | 3.9% |
| Guanajuato, Gto. | 0.9% | 1.9% | 0.4% | 3.2% |
| Zacatecas, Zac. | 1.2% | 0.9% | 0.0% | 2.2% |
| Edo. De Aguascalientes | 0.9% | 0.8% | 0.0% | 1.8% |
| Edo. De Puebla | 0.7% | 0.8% | 0.1% | 1.6% |
| León, Gto. | 0.7% | 0.5% | 0.1% | 1.3% |
| Morelia, Mich. | 0.3% | 0.5% | 0.1% | 0.9% |
| Edo. De Oaxaca | 0.4% | 0.4% | 0.0% | 0.8% |
| Edo. De Veracruz | 0.4% | 0.1% | 0.1% | 0.7% |
| Edo. De Jalisco | 0.5% | 0.1% | 0.0% | 0.7% |
| San Miguel De Allende, Gto. | 0.5% | 0.1% | 0.0% | 0.7% |
| Edo. De Tlaxcala | 0.1% | 0.3% | 0.0% | 0.4% |
| Mérida, Yuc. | 0.1% | 0.3% | 0.0% | 0.4% |
| Guanajuato, Gto. | 0.3% | 0.1% | 0.0% | 0.4% |
| Saltillo, Coah. | 0.0% | 0.3% | 0.0% | 0.3% |
| Monterrey, N.L. | 0.0% | 0.3% | 0.0% | 0.3% |
| Taxco, Gro. | 0.1% | 0.0% | 0.1% | 0.3% |
| Culiacán, Sin. | 0.1% | 0.0% | 0.1% | 0.3% |
| Dolores Hgo. Gto. | 0.0% | 0.3% | 0.0% | 0.3% |
| Edo. De Tlaxcala | 0.0% | 0.3% | 0.0% | 0.3% |
| San Luis Potosí | 0.0% | 0.3% | 0.0% | 0.3% |
| Nuevo León | 0.0% | 0.1% | 0.1% | 0.3% |
| Chiapas | 0.3% | 0.0% | 0.0% | 0.3% |
| Hidalgo | 0.1% | 0.0% | 0.1% | 0.3% |
| Ninguno | 0.0% | 0.1% | 0.0% | 0.1% |
| Costa Rica | 0.0% | 0.1% | 0.0% | 0.1% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Con que sitios compararía la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|-------------------------|--------------|--------------|--------------|---------------|
| Xilitla | 0.1% | 0.0% | 0.0% | 0.1% |
| Guadalajara, Jal. | 0.1% | 0.0% | 0.0% | 0.1% |
| Cd. Victoria, Tamps. | 0.0% | 0.1% | 0.0% | 0.1% |
| Calvillo, Ags. | 0.0% | 0.1% | 0.0% | 0.1% |
| Saltillo, Coah. | 0.0% | 0.1% | 0.0% | 0.1% |
| Balneario Gogorrón | 0.1% | 0.0% | 0.0% | 0.1% |
| Cd. Valles, S.L.P. | 0.1% | 0.0% | 0.0% | 0.1% |
| Durango, Dgo. | 0.1% | 0.0% | 0.0% | 0.1% |
| Cd. de México | 0.1% | 0.0% | 0.0% | 0.1% |
| Michoacán | 0.0% | 0.1% | 0.0% | 0.1% |
| Pachuca, Hgo. | 0.0% | 0.1% | 0.0% | 0.1% |
| Centro Historico CDMX | 0.0% | 0.1% | 0.0% | 0.1% |
| Real De Catorce, S.L.P. | 0.1% | 0.0% | 0.0% | 0.1% |
| Veracruz | 0.0% | 0.1% | 0.0% | 0.1% |
| Villa De Reyes, S.L.P. | 0.1% | 0.0% | 0.0% | 0.1% |
| Toluca, Edo. Mex. | 0.0% | 0.1% | 0.0% | 0.1% |
| Zapopan, Jal. | 0.0% | 0.1% | 0.0% | 0.1% |
| Matehuala, S.L.P. | 0.0% | 0.1% | 0.0% | 0.1% |
| Charcas, S.L.P. | 0.0% | 0.1% | 0.0% | 0.1% |
| Papantla, Ver. | 0.1% | 0.0% | 0.0% | 0.1% |
| Salvatierra, Gto. | 0.0% | 0.1% | 0.0% | 0.1% |
| Sinaloa | 0.1% | 0.0% | 0.0% | 0.1% |
| Sonora | 0.0% | 0.0% | 0.1% | 0.1% |
| Guerrero | 0.0% | 0.0% | 0.1% | 0.1% |
| Tierra Nueva, S.L.P. | 0.0% | 0.1% | 0.0% | 0.1% |
| No Contesto | 34.6% | 29.5% | 10.5% | 74.7% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Resultados con Perspectiva de Género

Recuerda Publicidad del Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Sí | 25.4% | 20.0% | 4.7% | 50.1% |
| No | 15.1% | 20.2% | 5.6% | 40.8% |
| No contesto | 5.2% | 2.7% | 1.2% | 9.1% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Medio en que recuerda la publicidad

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------|--------------|--------------|--------------|---------------|
| Televisión | 12.6% | 6.6% | 1.4% | 20.6% |
| Internet | 5.4% | 3.7% | 0.6% | 9.7% |
| Espectaculares | 2.5% | 3.3% | 0.8% | 6.6% |
| Facebook | 3.1% | 2.1% | 0.6% | 5.8% |
| Familiares o Amigos | 2.5% | 1.6% | 0.2% | 4.3% |
| Periódico | 2.3% | 1.2% | 0.4% | 3.9% |
| Folletos | 0.4% | 1.0% | 1.0% | 2.5% |
| Radio | 0.6% | 0.8% | 0.0% | 1.4% |
| Revista | 0.6% | 0.8% | 0.0% | 1.4% |
| You Tube | 1.0% | 0.4% | 0.0% | 1.4% |
| Instagram | 0.0% | 0.6% | 0.0% | 0.6% |
| Twitter | 0.0% | 0.4% | 0.0% | 0.4% |
| No contexto | 14.6% | 20.2% | 6.4% | 41.2% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Regresaría al Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| Definitivamente sí | 25.6% | 22.9% | 5.4% | 53.8% |
| Probablemente sí | 17.9% | 18.1% | 3.3% | 39.4% |
| Probablemente no | 1.0% | 1.2% | 0.2% | 2.5% |
| Definitivamente no | 0.6% | 0.2% | 0.0% | 0.8% |
| No Contesto | 0.4% | 0.4% | 2.7% | 3.5% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Recomendaría el Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| Definitivamente sí | 20.2% | 19.2% | 4.7% | 44.1% |
| Probablemente sí | 21.2% | 20.2% | 4.1% | 45.6% |
| Probablemente no | 0.4% | 1.4% | 0.0% | 1.9% |
| Definitivamente no | 0.8% | 0.2% | 0.0% | 1.0% |
| No Contesto | 2.9% | 1.9% | 2.7% | 7.4% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Resultados con Perspectiva de Género

Ciudad de Origen

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------------|--------------|--------------|--------------|---------------|
| Cd. de México | 8.9% | 4.9% | 0.3% | 14.0% |
| Querétaro, Qro. | 2.2% | 1.3% | 0.5% | 4.0% |
| Guadalajara, Jal. | 1.6% | 1.9% | 0.3% | 3.8% |
| Puebla, Pue. | 1.1% | 1.9% | 0.3% | 3.2% |
| Monterrey, N.L. | 1.1% | 1.6% | 0.5% | 3.2% |
| Morelia, Mich. | 1.3% | 1.3% | 0.5% | 3.2% |
| Toluca, Edo. Mex. | 1.3% | 1.3% | 0.3% | 3.0% |
| San Luis Potosí | 1.3% | 1.3% | 0.0% | 2.7% |
| Agascalientes | 1.1% | 1.1% | 0.0% | 2.2% |
| Saltillo, Coah. | 0.5% | 1.3% | 0.3% | 2.2% |
| León, Gto. | 1.1% | 0.8% | 0.0% | 1.9% |
| Culiacán, Sin. | 0.5% | 1.1% | 0.3% | 1.9% |
| Matehuala, S.L.P. | 1.1% | 0.5% | 0.3% | 1.9% |
| Tlaxcala | 0.5% | 1.1% | 0.0% | 1.6% |
| Celaya, Gto. | 0.3% | 0.8% | 0.3% | 1.3% |
| Tampico, Tamps. | 0.3% | 0.8% | 0.3% | 1.3% |
| Cuernavaca, Mor. | 0.5% | 0.3% | 0.5% | 1.3% |
| Guanajuato, Gto. | 0.5% | 0.5% | 0.0% | 1.1% |
| Dallas, EUA | 0.0% | 1.1% | 0.0% | 1.1% |
| Tonalá, Jal. | 1.1% | 0.0% | 0.0% | 1.1% |
| Chihuahua | 0.3% | 0.8% | 0.0% | 1.1% |
| Nuevo León | 0.5% | 0.5% | 0.0% | 1.1% |
| Oaxaca | 0.3% | 0.8% | 0.0% | 1.1% |
| Valle de Bravo, Edo. Mex. | 0.8% | 0.3% | 0.0% | 1.1% |
| Cd. Victoria, Tamps. | 0.0% | 0.8% | 0.0% | 0.8% |
| Zacatecas | 0.3% | 0.5% | 0.0% | 0.8% |
| Veracruz | 0.3% | 0.5% | 0.0% | 0.8% |
| San Felipe, Gto. | 0.5% | 0.0% | 0.3% | 0.8% |
| Houston, Tx. | 0.5% | 0.0% | 0.3% | 0.8% |
| Cd. Valles, S.L.P. | 0.5% | 0.0% | 0.3% | 0.8% |
| Sonora | 0.8% | 0.0% | 0.0% | 0.8% |
| Chiapas | 0.3% | 0.5% | 0.0% | 0.8% |
| Iztapalucan, Edo. Mex. | 0.3% | 0.0% | 0.3% | 0.5% |
| Chicago, Ill. | 0.3% | 0.3% | 0.0% | 0.5% |
| Pachuca, Hgo. | 0.3% | 0.3% | 0.0% | 0.5% |
| Torreón, Coah. | 0.3% | 0.3% | 0.0% | 0.5% |
| Fresnillo, Zac. | 0.0% | 0.3% | 0.3% | 0.5% |
| Chetumal, Q Roo | 0.3% | 0.3% | 0.0% | 0.5% |
| Mérida, Yuc. | 0.5% | 0.0% | 0.0% | 0.5% |
| Hermosillo, Son. | 0.0% | 0.3% | 0.3% | 0.5% |
| Ecatepec, Edo. Mex. | 0.0% | 0.3% | 0.3% | 0.5% |
| Durango | 0.3% | 0.0% | 0.3% | 0.5% |
| EUA | 0.3% | 0.3% | 0.0% | 0.5% |
| Lagos De Moreno, Jal. | 0.0% | 0.5% | 0.0% | 0.5% |
| Matamoros, Tamps. | 0.0% | 0.5% | 0.0% | 0.5% |
| Reynosa, Tamps. | 0.5% | 0.0% | 0.0% | 0.5% |
| Cd Del Maíz, S.L.P. | 0.3% | 0.3% | 0.0% | 0.5% |
| Chilpancingo, Gro. | 0.3% | 0.0% | 0.3% | 0.5% |
| Guerrero | 0.5% | 0.0% | 0.0% | 0.5% |
| Taxco, Gro. | 0.3% | 0.0% | 0.3% | 0.5% |
| Acapulco, Gro. | 0.3% | 0.0% | 0.3% | 0.5% |
| Colima | 0.3% | 0.3% | 0.0% | 0.5% |
| Michoacán | 0.5% | 0.0% | 0.0% | 0.5% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Ciudad de Origen

| Concepto | Mujer | Hombre | No Contesto | Total |
|----------------------------|--------------|--------------|--------------|---------------|
| Texas, EUA | 0.0% | 0.0% | 0.3% | 0.3% |
| Mexicali, BCN | 0.0% | 0.3% | 0.0% | 0.3% |
| Cabo San Lucas, BC | 0.0% | 0.3% | 0.0% | 0.3% |
| Los Angeles, Cal. | 0.3% | 0.0% | 0.0% | 0.3% |
| Tijuana, BCN | 0.3% | 0.0% | 0.0% | 0.3% |
| Nopala, Hgo. | 0.3% | 0.0% | 0.0% | 0.3% |
| Tepeatlán, Mor. | 0.0% | 0.3% | 0.0% | 0.3% |
| Tequila, Jal. | 0.3% | 0.0% | 0.0% | 0.3% |
| Apizaco, Tlax. | 0.3% | 0.0% | 0.0% | 0.3% |
| Montemorelos,N.L. | 0.0% | 0.3% | 0.0% | 0.3% |
| Gabón | 0.0% | 0.3% | 0.0% | 0.3% |
| Venezuela | 0.0% | 0.3% | 0.0% | 0.3% |
| Colombia | 0.3% | 0.0% | 0.0% | 0.3% |
| Madrid, Esp. | 0.3% | 0.0% | 0.0% | 0.3% |
| Mazatlán, Sin. | 0.3% | 0.0% | 0.0% | 0.3% |
| El Higo, Ver. | 0.3% | 0.0% | 0.0% | 0.3% |
| Tepec, Nay. | 0.3% | 0.0% | 0.0% | 0.3% |
| Chihuahua, Chih. | 0.0% | 0.0% | 0.3% | 0.3% |
| La Joya, S.L.P. | 0.0% | 0.3% | 0.0% | 0.3% |
| Tamazunchale, S.L.P. | 0.3% | 0.0% | 0.0% | 0.3% |
| Ecatepec, Edo. Mex. | 0.0% | 0.3% | 0.0% | 0.3% |
| Tocotlán, Jal. | 0.3% | 0.0% | 0.0% | 0.3% |
| Almoloya de Rio, Edo. Mex. | 0.3% | 0.0% | 0.0% | 0.3% |
| Naucalpan, Edo. Mex. | 0.3% | 0.0% | 0.0% | 0.3% |
| Netzahualcóyotl, Edo. Mex. | 0.3% | 0.0% | 0.0% | 0.3% |
| Uruapan, Mich. | 0.0% | 0.3% | 0.0% | 0.3% |
| Piedras Negras, Coah. | 0.3% | 0.0% | 0.0% | 0.3% |
| Monclova, coah. | 0.0% | 0.0% | 0.3% | 0.3% |
| Xalapa, Ver. | 0.0% | 0.3% | 0.0% | 0.3% |
| Octlán, Oax. | 0.0% | 0.3% | 0.0% | 0.3% |
| Pozos, S.L.P. | 0.0% | 0.3% | 0.0% | 0.3% |
| Mexquitic, S.L.P. | 0.0% | 0.3% | 0.0% | 0.3% |
| Jrapuato, Gto. | 0.0% | 0.3% | 0.0% | 0.3% |
| Salamanca, Gto. | 0.0% | 0.3% | 0.0% | 0.3% |
| San Juan, Arg. | 0.0% | 0.3% | 0.0% | 0.3% |
| Charcas, S.L.P. | 0.3% | 0.0% | 0.0% | 0.3% |
| Moctezuma, S.L.P. | 0.3% | 0.0% | 0.0% | 0.3% |
| Guadalcázar, S.L.P. | 0.3% | 0.0% | 0.0% | 0.3% |
| Villa Hermosa, Tab. | 0.0% | 0.0% | 0.3% | 0.3% |
| La Paz, B.C. | 0.0% | 0.3% | 0.0% | 0.3% |
| Tepec, Nay. | 0.0% | 0.3% | 0.0% | 0.3% |
| Tula, Hgo. | 0.0% | 0.3% | 0.0% | 0.3% |
| Jalisco | 0.3% | 0.0% | 0.0% | 0.3% |
| Yucatán | 0.3% | 0.0% | 0.0% | 0.3% |
| Tamaulipas | 0.3% | 0.0% | 0.0% | 0.3% |
| Campeche | 0.0% | 0.3% | 0.0% | 0.3% |
| Baja California | 0.3% | 0.0% | 0.0% | 0.3% |
| Quintana Roo | 0.0% | 0.0% | 0.3% | 0.3% |
| Sinaloa | 0.3% | 0.0% | 0.0% | 0.3% |
| Tabasco | 0.0% | 0.3% | 0.0% | 0.3% |
| No Contesto | 1.3% | 3.2% | 3.8% | 8.4% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Resultados con Perspectiva de Género

Estado de Origen del Entrevistado

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------|--------------|--------------|--------------|---------------|
| Ciudad de México | 7.2% | 6.4% | 0.4% | 14.0% |
| Estado de México | 2.7% | 1.4% | 0.8% | 4.9% |
| Jalisco | 1.9% | 2.1% | 0.2% | 4.1% |
| Coahuila | 1.2% | 2.3% | 0.2% | 3.7% |
| Guanajuato | 1.4% | 1.6% | 0.4% | 3.5% |
| Michoacán | 1.0% | 1.9% | 0.4% | 3.3% |
| EUA | 1.0% | 1.6% | 0.6% | 3.3% |
| Tamaulipas | 0.6% | 2.5% | 0.2% | 3.3% |
| Nuevo León | 0.8% | 2.3% | 0.2% | 3.3% |
| San Luis Potosí | 1.9% | 0.8% | 0.2% | 2.9% |
| Puebla | 0.8% | 1.6% | 0.4% | 2.9% |
| Querétaro | 1.6% | 1.0% | 0.2% | 2.9% |
| Zacatecas | 0.0% | 1.0% | 0.4% | 1.4% |
| Aguascalientes | 0.4% | 1.0% | 0.0% | 1.4% |
| Tlaxcala | 0.6% | 0.8% | 0.0% | 1.4% |
| Baja California | 0.8% | 0.4% | 0.0% | 1.2% |
| Guerrero | 0.4% | 0.0% | 0.6% | 1.0% |
| Morelos | 0.2% | 0.4% | 0.4% | 1.0% |
| Sinaloa | 0.2% | 0.6% | 0.2% | 1.0% |
| Chihuahua | 0.2% | 0.4% | 0.4% | 1.0% |
| Veracruz | 0.6% | 0.4% | 0.0% | 1.0% |
| Hidalgo | 0.8% | 0.2% | 0.0% | 1.0% |
| Durango | 0.2% | 0.4% | 0.2% | 0.8% |
| Nayarit | 0.4% | 0.4% | 0.0% | 0.8% |
| Sonora | 0.0% | 0.4% | 0.2% | 0.6% |
| Baja California Sur | 0.4% | 0.2% | 0.0% | 0.6% |
| Oaxaca | 0.2% | 0.0% | 0.4% | 0.6% |
| Quintana Roo | 0.2% | 0.4% | 0.0% | 0.6% |
| Yucatán | 0.6% | 0.0% | 0.0% | 0.6% |
| Colima | 0.2% | 0.0% | 0.0% | 0.2% |
| Tabasco | 0.0% | 0.0% | 0.2% | 0.2% |
| No contesto | 16.7% | 10.1% | 4.1% | 30.9% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Resultados con Perspectiva de Género

Edad Promedio de los Entrevistados

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------|--------------|--------------|--------------|---------------|
| De 18 a 24 años | 9.1% | 2.9% | 0.0% | 12.0% |
| De 25 a 31 años | 11.3% | 8.9% | 1.0% | 21.2% |
| De 32 a 38 años | 7.4% | 13.4% | 2.3% | 23.1% |
| De 39 a 45 años | 5.2% | 9.3% | 1.4% | 15.9% |
| De 46 a 58 años | 9.3% | 4.1% | 1.4% | 14.8% |
| Más de 58 años | 1.4% | 2.5% | 2.5% | 6.4% |
| No Contesto | 1.9% | 1.9% | 2.9% | 6.6% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |

Ocupación de los Entrevistados

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------------------------|--------------|--------------|--------------|---------------|
| Empleado Privado | 13.6% | 12.0% | 1.9% | 27.4% |
| Empleado de Gobierno | 8.5% | 7.8% | 0.6% | 16.9% |
| Por cuenta propia | 3.7% | 6.8% | 2.1% | 12.6% |
| Labores del Hogar | 8.5% | 0.6% | 1.4% | 10.5% |
| Un oficio (plomero, carpintero, etc.) | 0.4% | 3.1% | 0.4% | 3.9% |
| Retirado / Jubilado | 2.3% | 1.9% | 1.2% | 5.4% |
| Estudiante | 3.3% | 3.1% | 0.2% | 6.6% |
| Desempleado(a) | 0.4% | 0.2% | 0.2% | 0.8% |
| Empresario(a) | 1.0% | 1.0% | 0.0% | 2.1% |
| Comerciante | 1.9% | 2.5% | 0.6% | 4.9% |
| Otro | 0.8% | 1.6% | 0.0% | 2.5% |
| No Contesto | 1.2% | 2.3% | 2.9% | 6.4% |
| Total | 45.6% | 42.9% | 11.5% | 100.0% |



SAN LUIS POTOSÍ



Tu destino...



Perfil del Visitante Región Centro Invierno 2018