



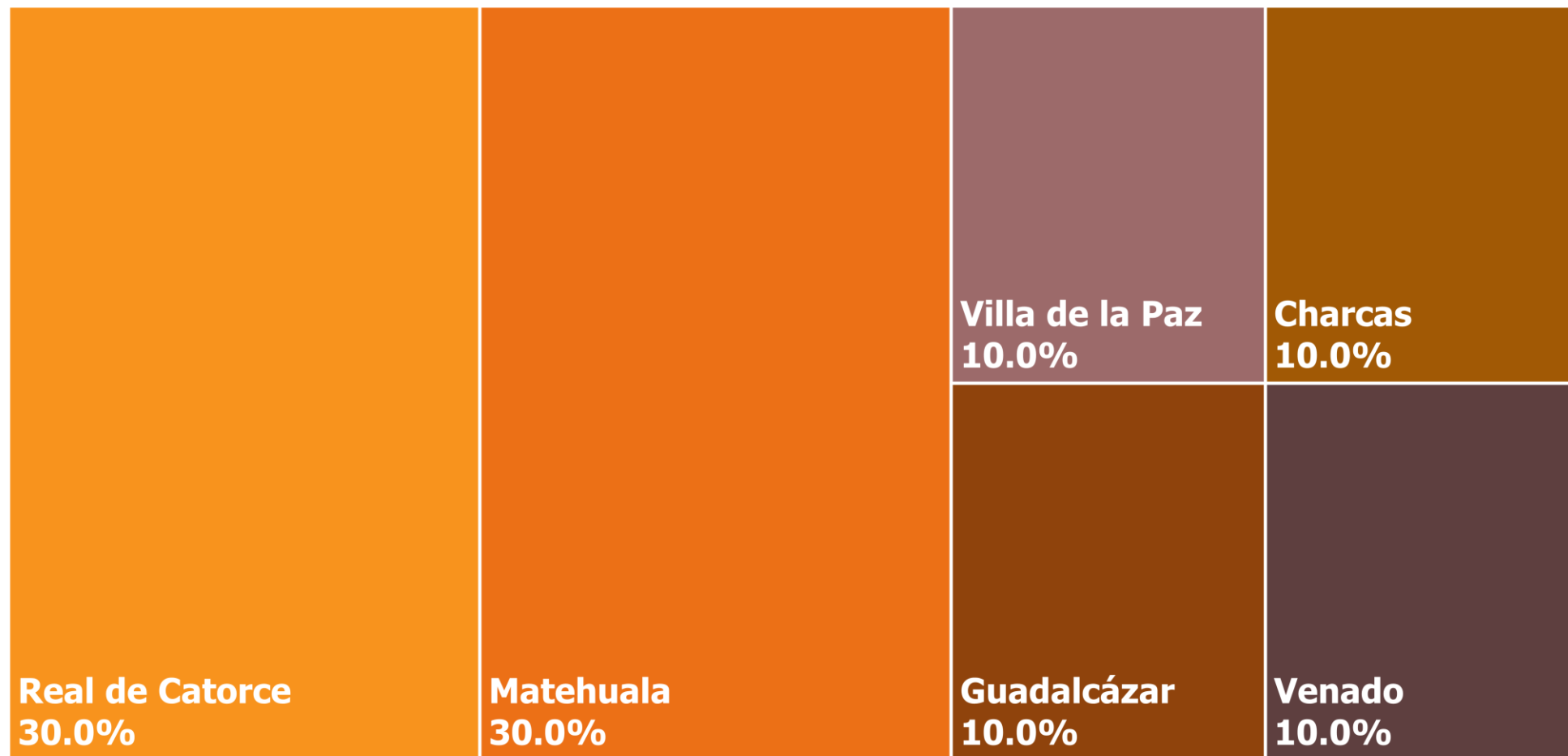
PERFIL DEL VISITANTE

REGIÓN ALTIPLANO

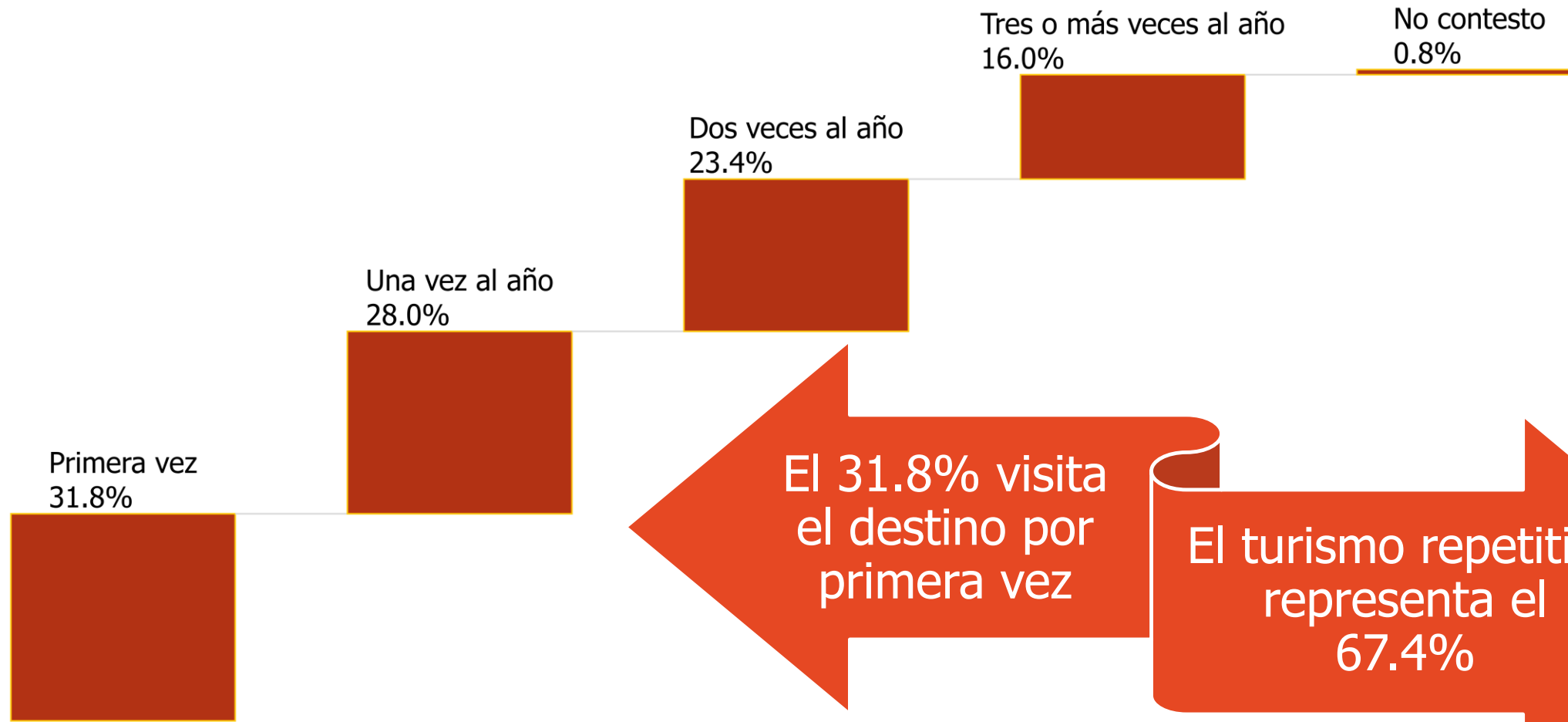
INVIERNO 2019



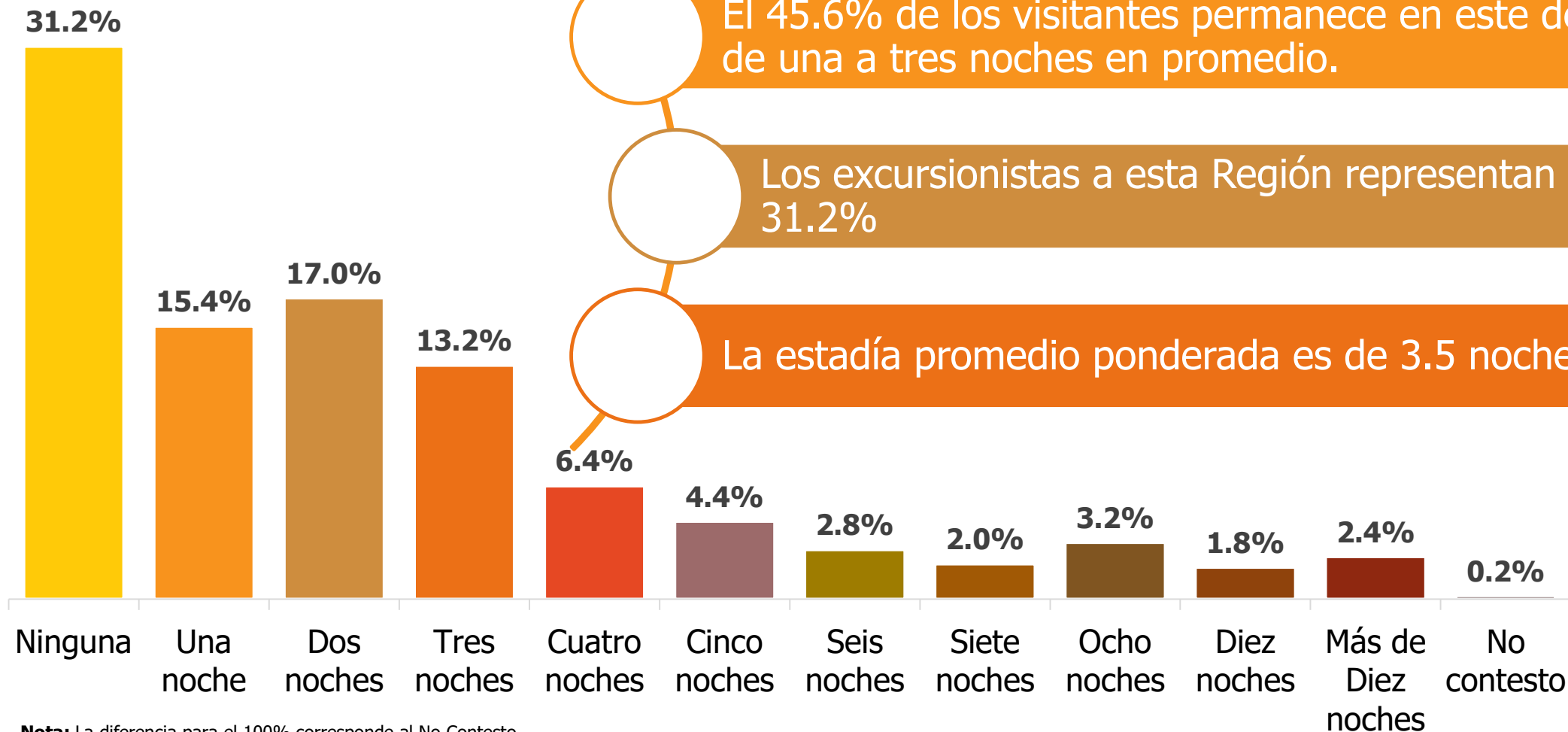
LUGAR DE ENCUESTA POR MUNICIPIO



FRECUENCIA DE VISITA A LA REGIÓN

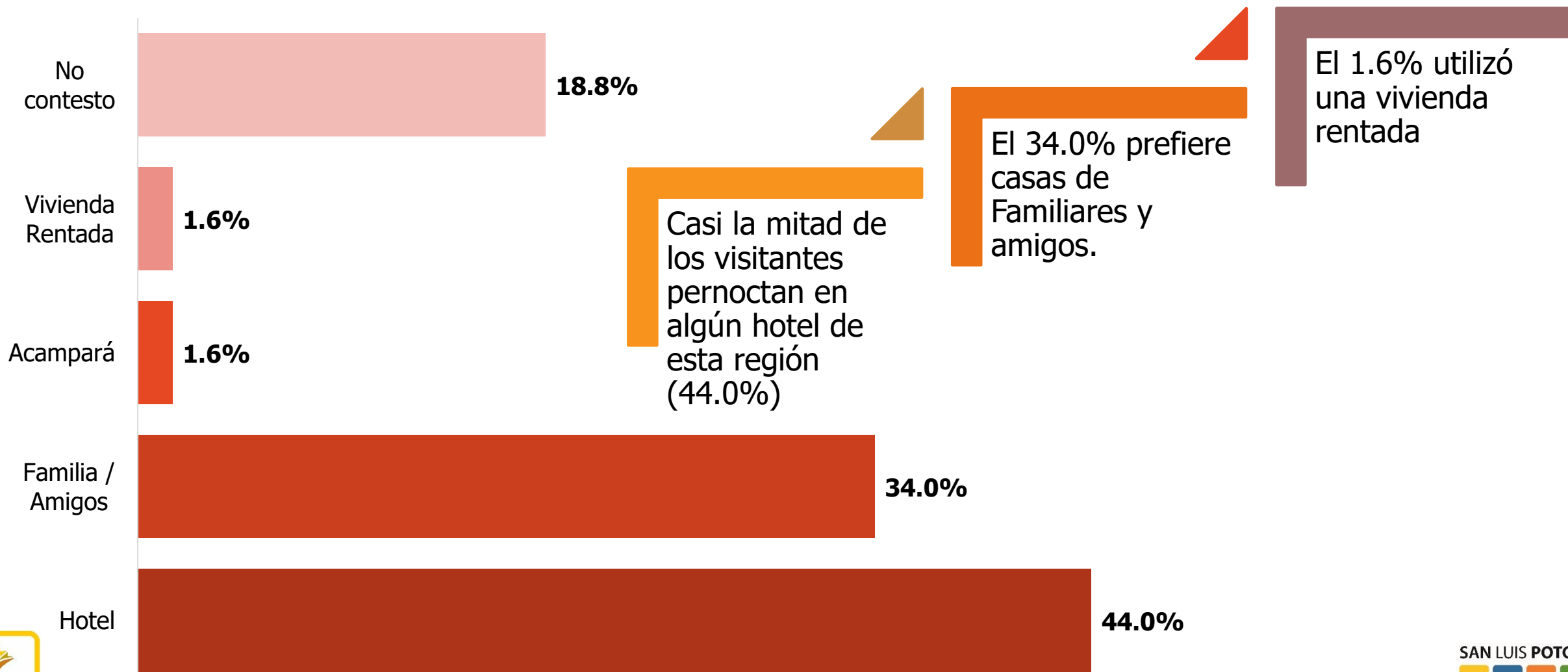


NOCHES DE ESTADÍA



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

LUGAR DE HOSPEDAJE



PRINCIPALES HOTELES DE HOSPEDAJE



Los visitantes que pernoctaron utilizaron los siguientes establecimientos

Hotel Nueva Paz, Villa de la Paz

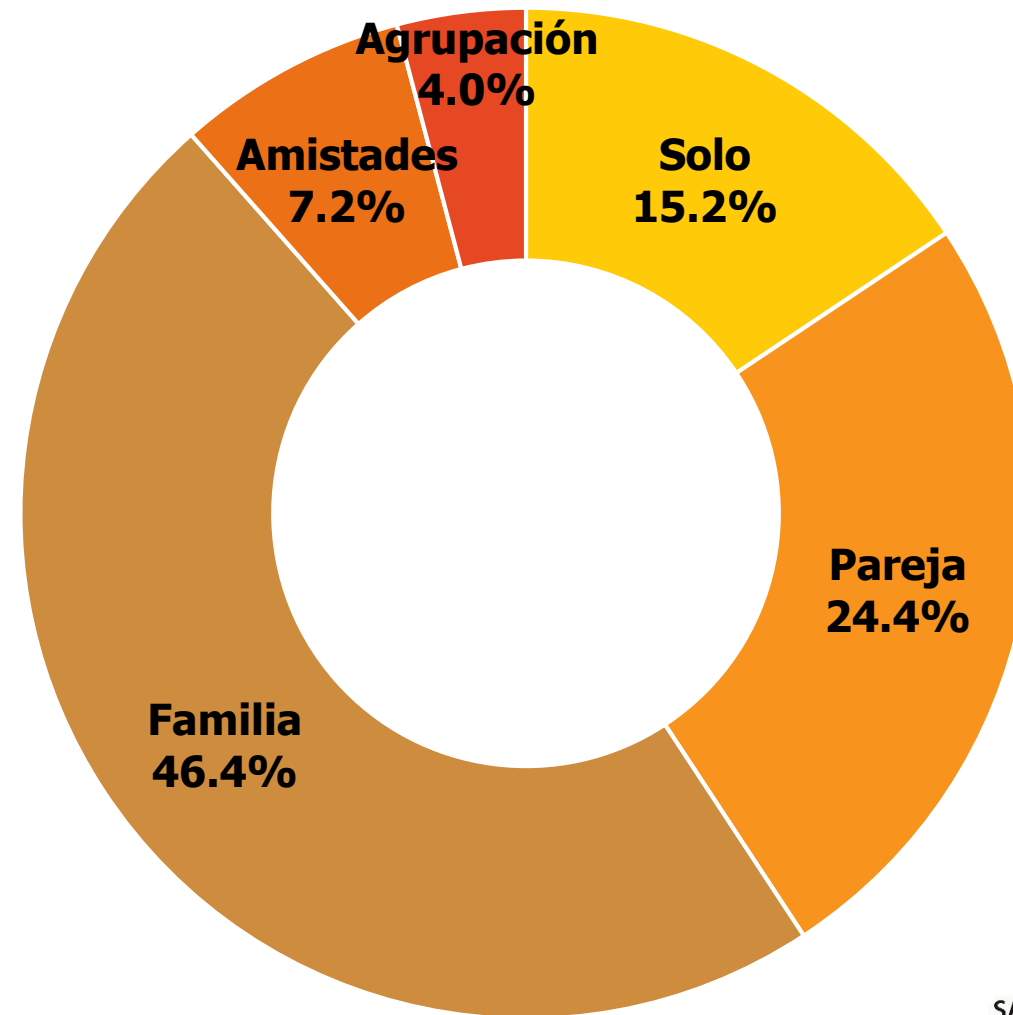
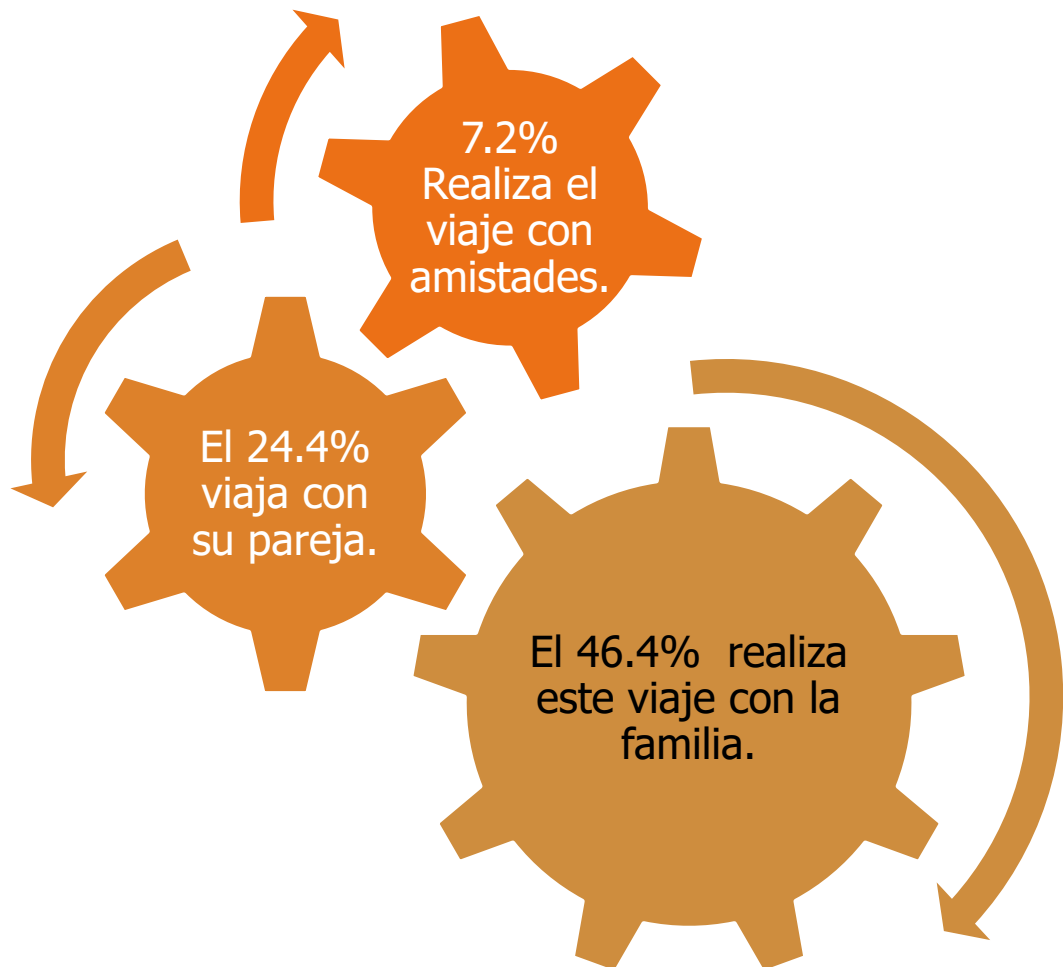
Las Palmas Midway, Matehuala

Hotel Posada Real, Matehuala

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

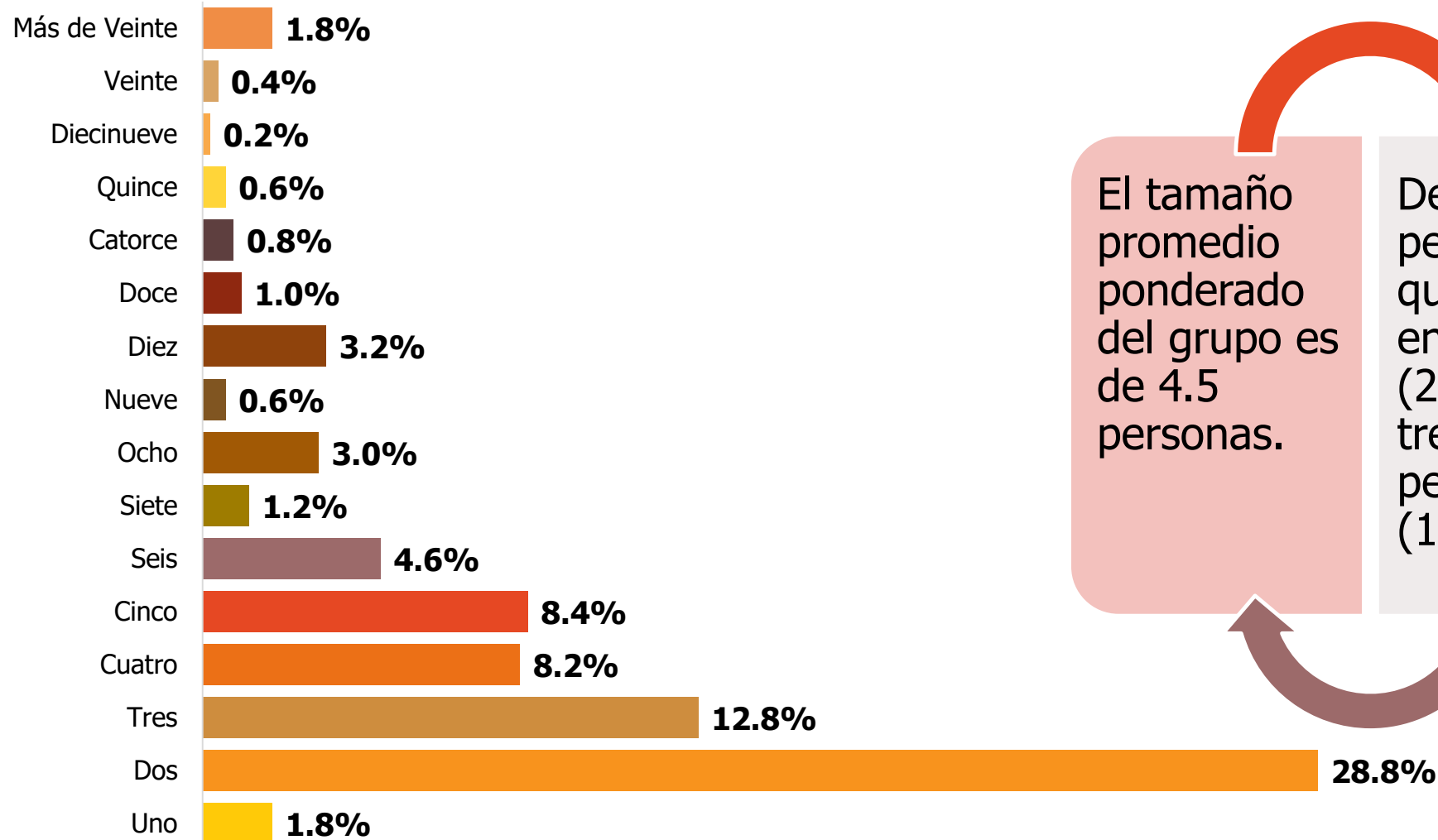
Perfil del Visitante Invierno 2019 – Región Altiplano

FORMA DE VIAJE DEL VISITANTE



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

TAMAÑO DEL GRUPO DE VISITANTES



El tamaño promedio ponderado del grupo es de 4.5 personas.

Destacan las personas que viajan en pareja (28.8%), y tres personas (12.8%).

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

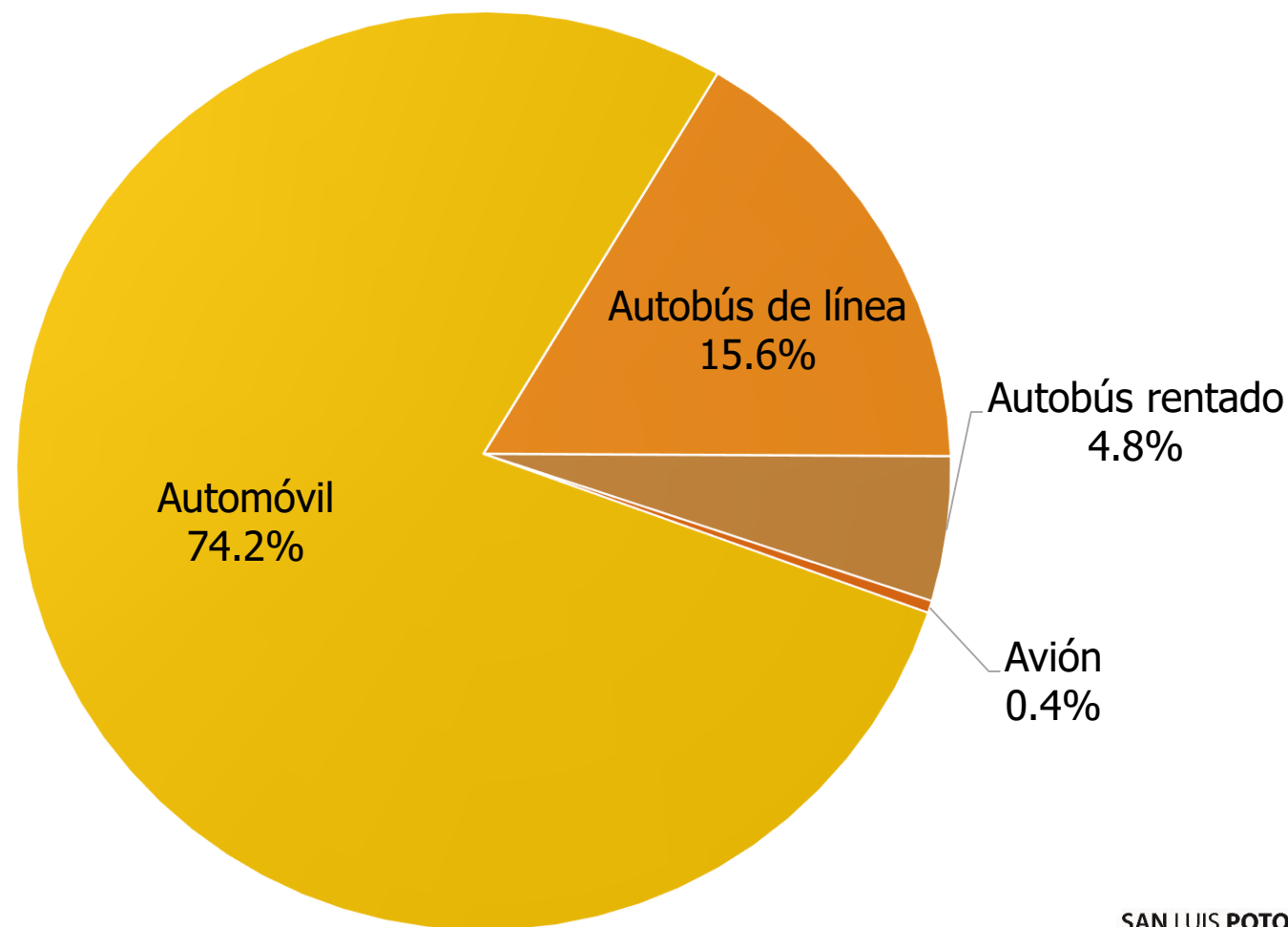
MEDIO DE TRANSPORTE PARA LLEGAR AL DESTINO

El 74.2% se
desplaza a
este destino
en
Automóvil

El 15.6%
viajó en
autobús de
línea

El 4.8%
viajo en
autobús
rentado

En avión se
traslado el
0.4%



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

Perfil del Visitante Invierno 2019 – Región Altiplano

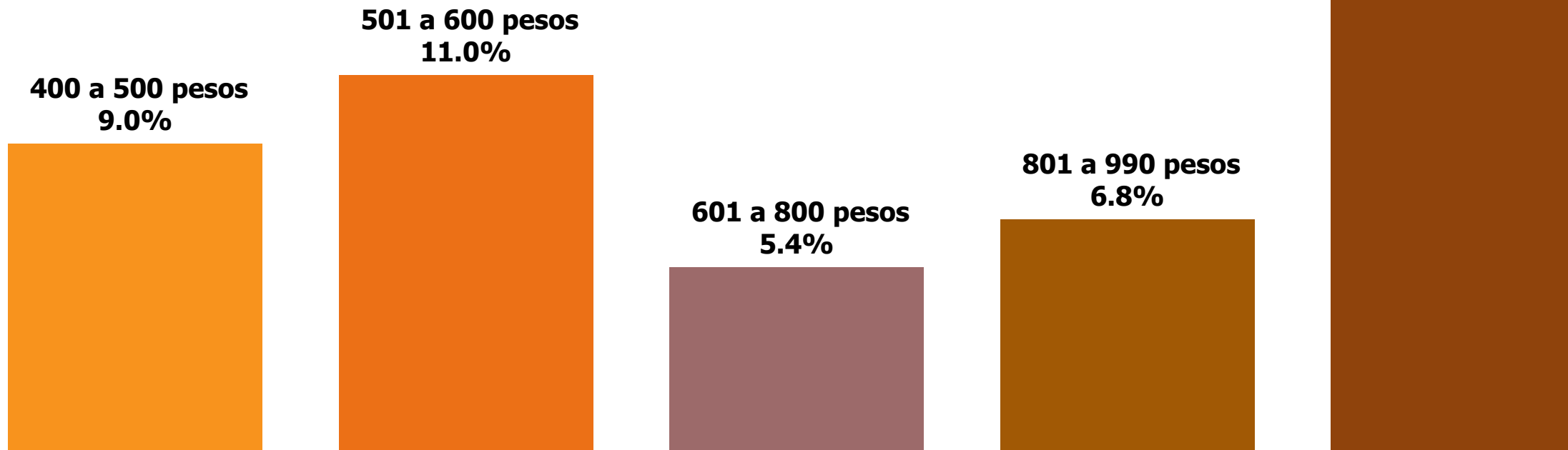
GASTO PROMEDIO - HOSPEDAJE

El mayor gasto en hospedaje se ubica en rangos de más de mil pesos (17.2%)

El 11.0% gastó entre 501 a 600 pesos por día en hospedaje.

El gasto promedio ponderado diario es de \$823 pesos.

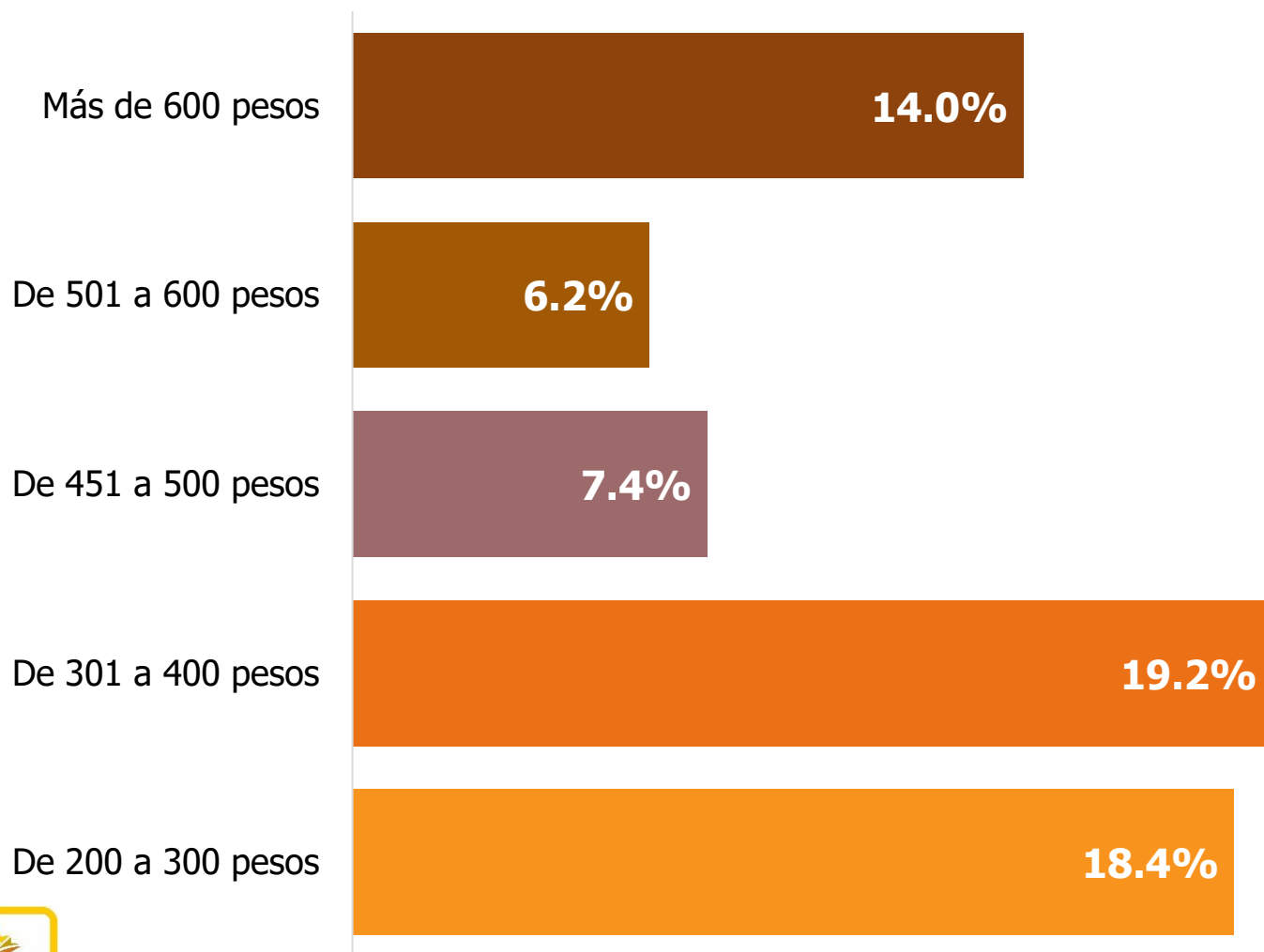
**Más de 1,000 pesos
17.2%**



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

Perfil del Visitante Invierno 2019 – Región Altiplano

GASTO PROMEDIO - COMPRAS



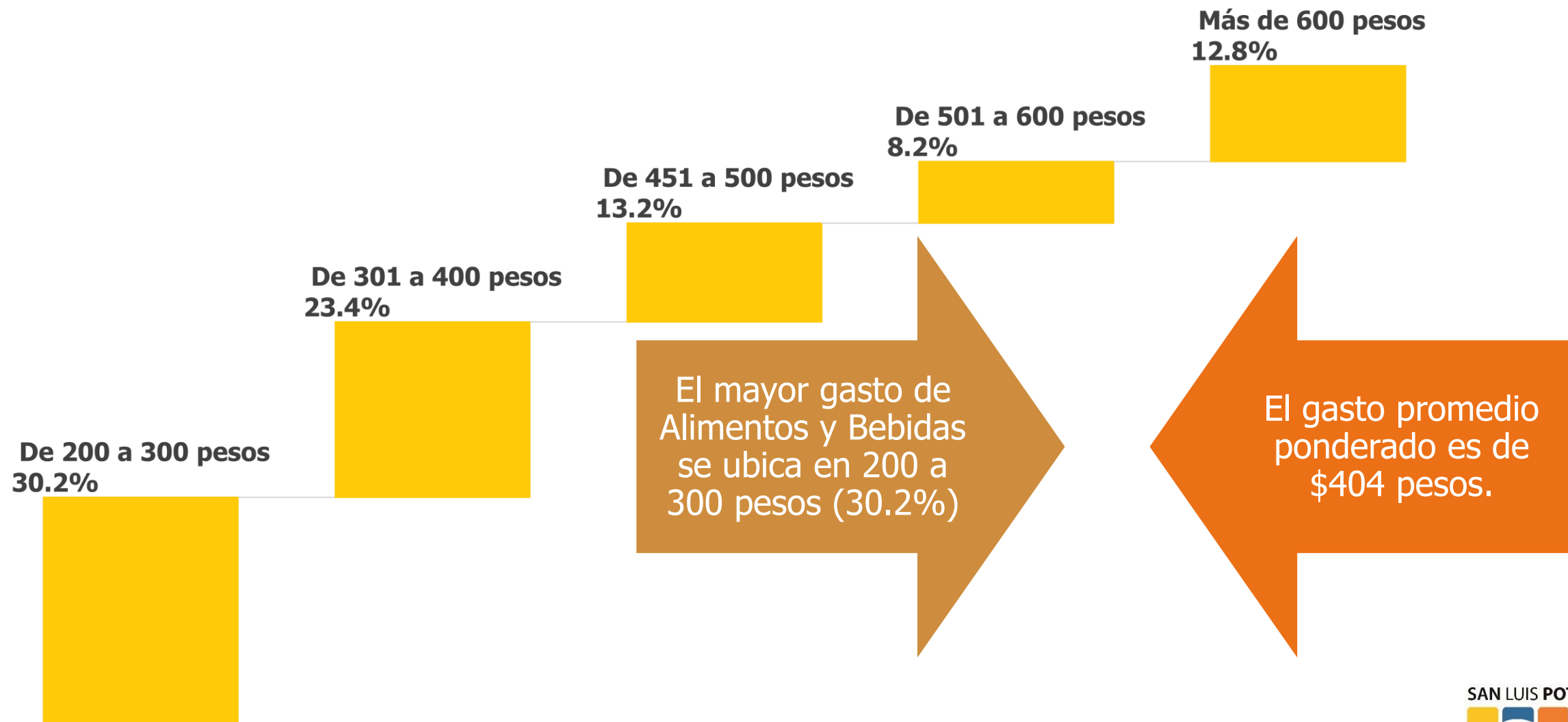
El gasto en Compras se ubica en rangos de 301 a 400 pesos (19.2%).

El gasto promedio ponderado es de \$430 pesos

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

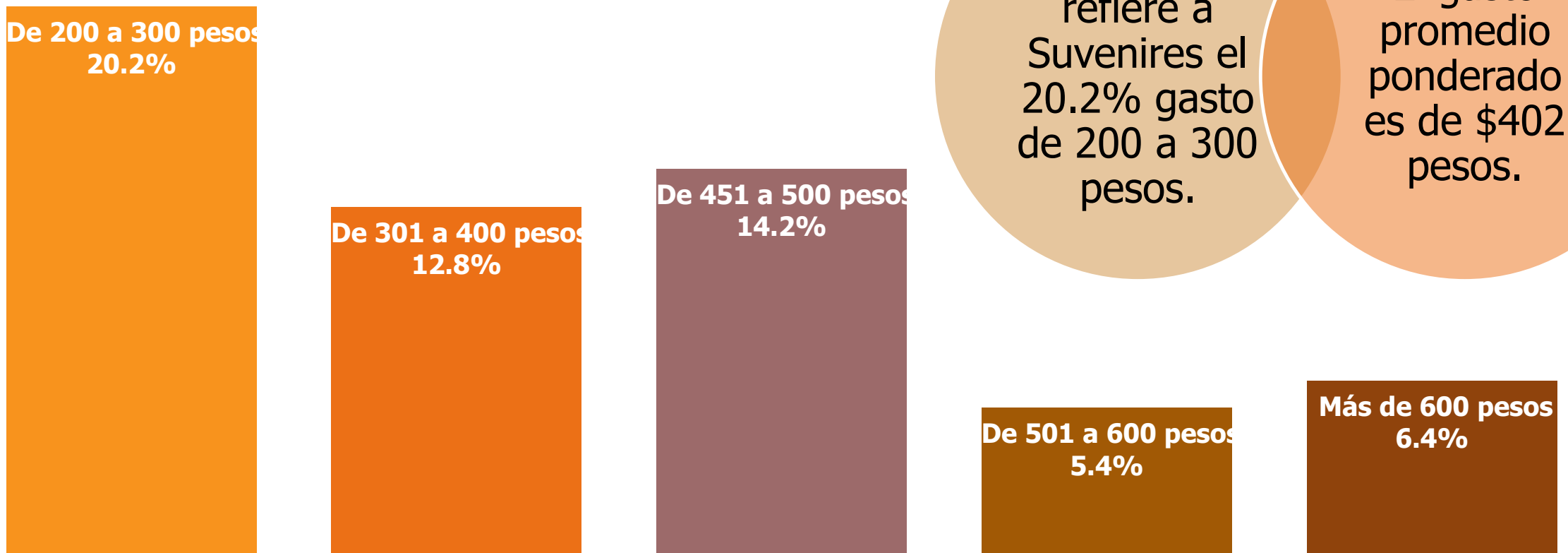
Perfil del Visitante Invierno 2019 – Región Altiplano

GASTO PROMEDIO – ALIMENTOS Y BEBIDAS

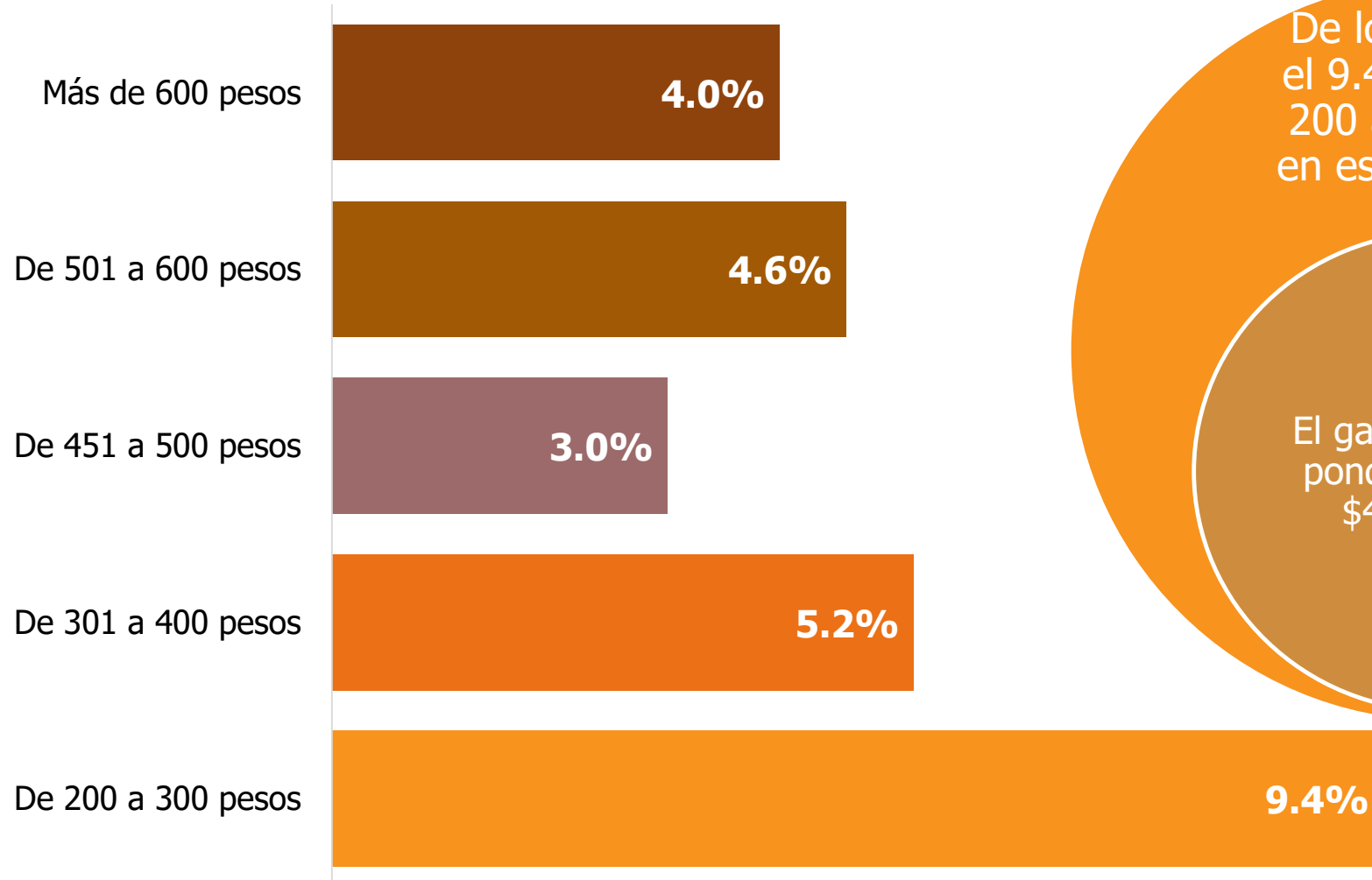


Nota: La diferencia para el 100% corresponde al No Contesto.

GASTO PROMEDIO - SUVENIRES



GASTO PROMEDIO – TRANSPORTACIÓN LOCAL



De los visitantes el 9.4% gastó de 200 a 300 pesos en este concepto.

El gasto promedio ponderado es de \$417 pesos.

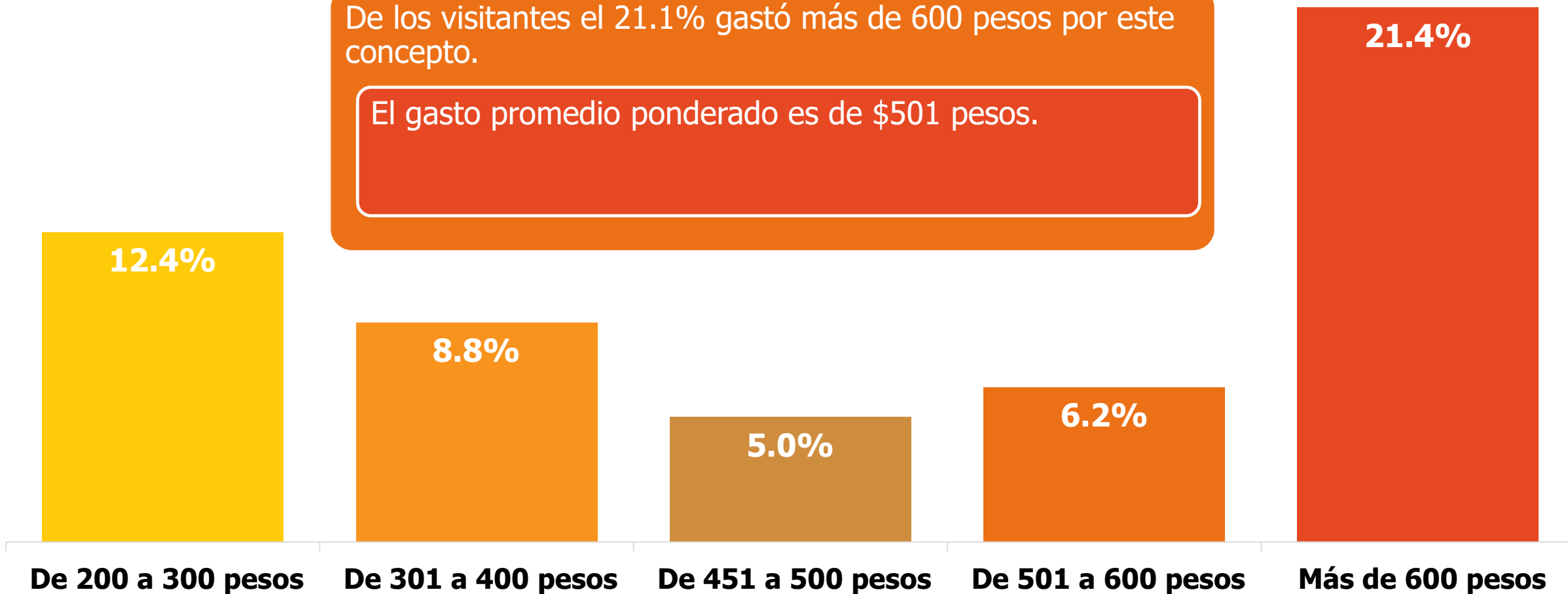
Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Invierno 2019 – Región Altiplano

GASTO PROMEDIO - GASOLINA

De los visitantes el 21.1% gastó más de 600 pesos por este concepto.

El gasto promedio ponderado es de \$501 pesos.



De 200 a 300 pesos

De 301 a 400 pesos

De 451 a 500 pesos

De 501 a 600 pesos

Más de 600 pesos

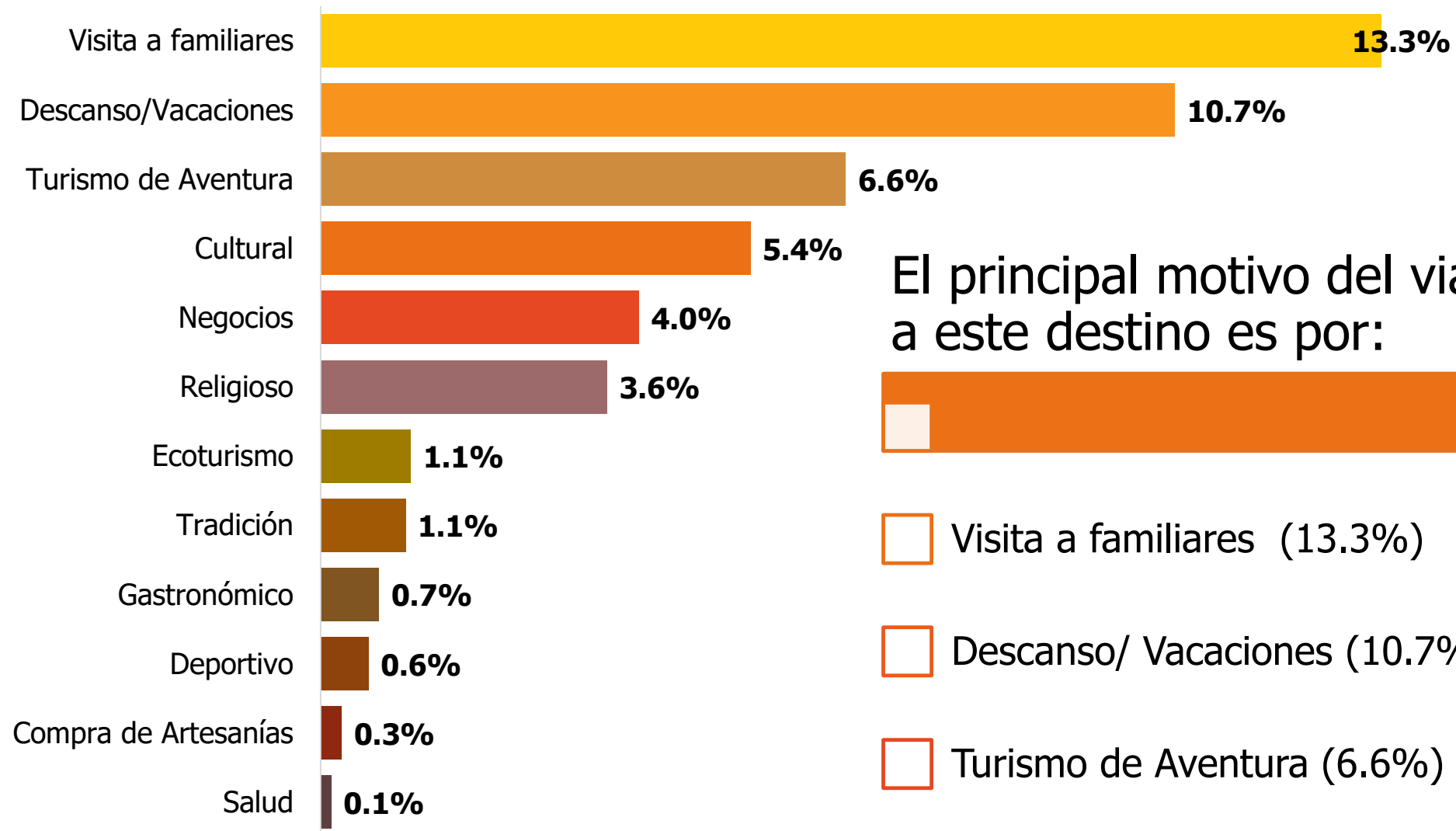
Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Invierno 2019 – Región Altiplano

GASTO TOTAL PROMEDIO PONDERADO



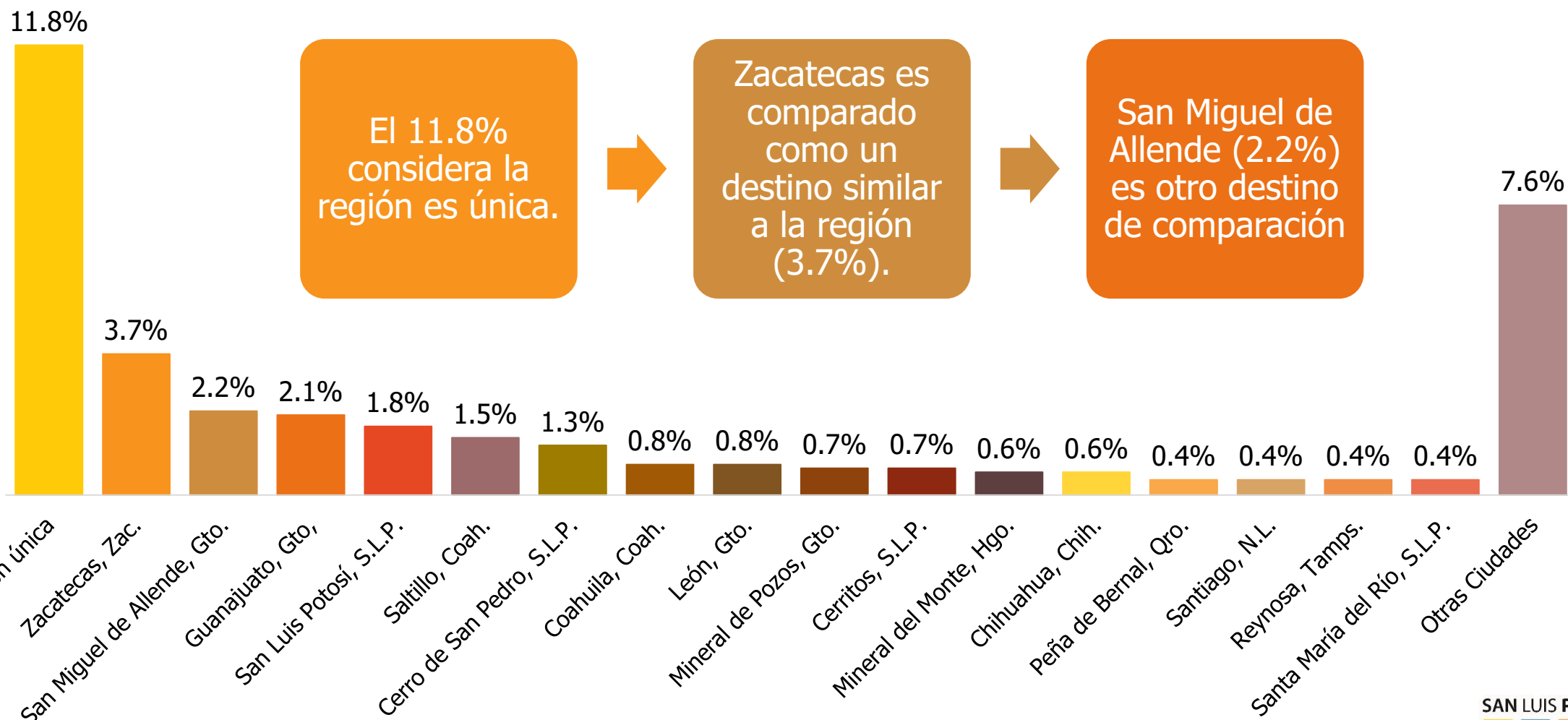
RAZÓN PRINCIPAL DE VIAJE A ESTE DESTINO



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

Perfil del Visitante Invierno 2019 – Región Altiplano

SITIOS CON LOS QUE COMPARAN A LA REGIÓN



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

RECORDACIÓN DE LA PUBLICIDAD

"SAN LUIS POTOSÍ – EL DESTINO SURREALISTA"



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

Perfil del Visitante Invierno 2019 – Región Altiplano

MEDIO POR EL QUE SE ENTERÓ O CONOCE DE LA REGIÓN SEGÚN LUGAR DE ORIGEN

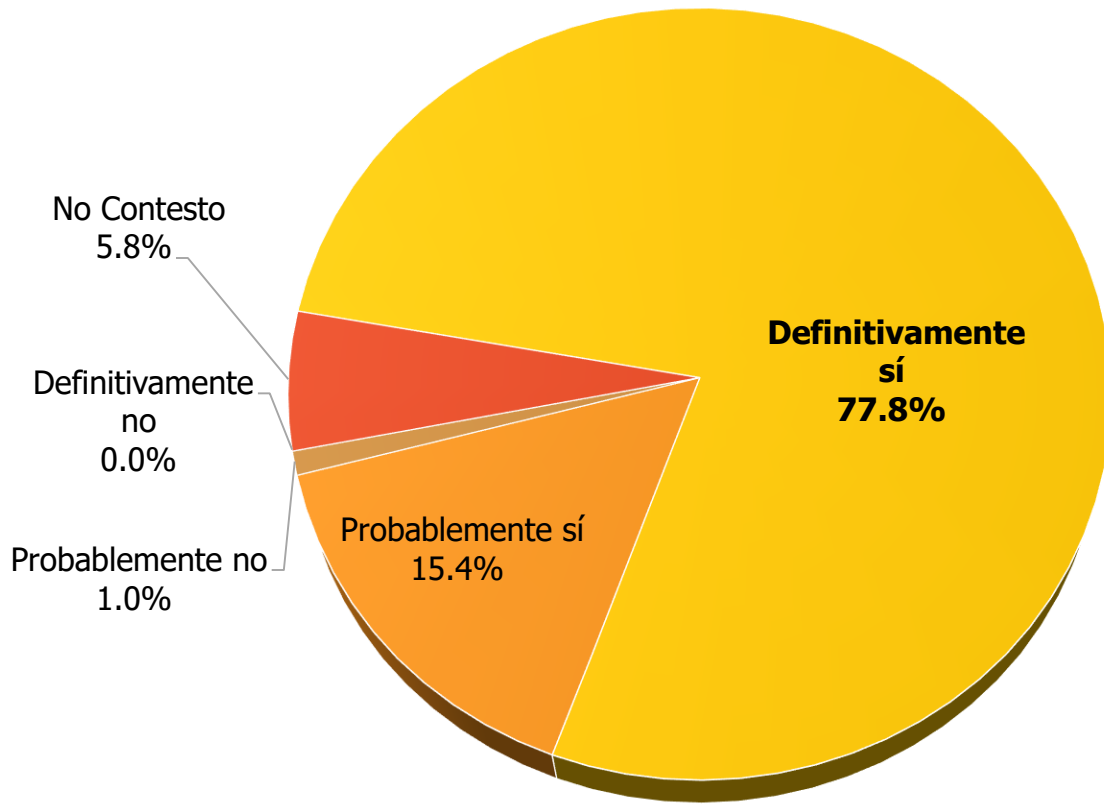
Medio de Comunicación	Nuevo León	San Luis Potosí	Tamaulipas	Texas	Estado de México	Coahuila	Estados Unidos	Querétaro	Guanajuato	Jalisco	Zacatecas	Durango	Puebla	Michoacán	Hidalgo	Oaxaca	Otras Menciones	Total
Internet	5.8%	2.2%	2.4%	1.0%	2.0%	0.8%	1.8%	0.8%	0.6%	0.8%	0.4%	0.0%	0.8%	0.4%	0.4%	0.0%	1.8%	22.0%
Televisión	4.2%	0.8%	0.2%	1.4%	1.4%	1.2%	0.0%	0.0%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	0.6%	11.0%
Espectaculares	2.0%	1.2%	0.2%	0.6%	0.2%	0.2%	0.4%	0.2%	0.4%	0.2%	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%	0.6%	6.8%
Familiares o amigos	1.2%	1.2%	0.4%	0.0%	0.8%	0.2%	0.2%	0.2%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.8%	5.6%
Folletos	2.6%	0.4%	0.4%	0.2%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%	4.6%
Facebook	2.2%	0.2%	0.2%	0.4%	0.0%	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.6%
Periódico	0.0%	0.0%	0.2%	0.4%	0.2%	0.2%	0.0%	0.0%	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Revista	0.6%	0.0%	0.0%	0.2%	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%	0.8%
Twitter	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%	0.0%	0.0%	0.0%	0.2%	0.4%
Youtube	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
No contesto	17.6%	3.6%	5.4%	3.0%	1.4%	2.6%	1.8%	1.0%	0.4%	0.8%	0.6%	0.6%	0.0%	0.6%	0.0%	0.2%	2.6%	42.2%
Total	36.2%	9.6%	9.6%	7.2%	6.2%	5.6%	5.2%	2.4%	2.0%	2.0%	2.0%	1.2%	1.2%	1.0%	0.6%	0.6%	7.4%	100.0%

SATISFACCIÓN DEL DESTINO

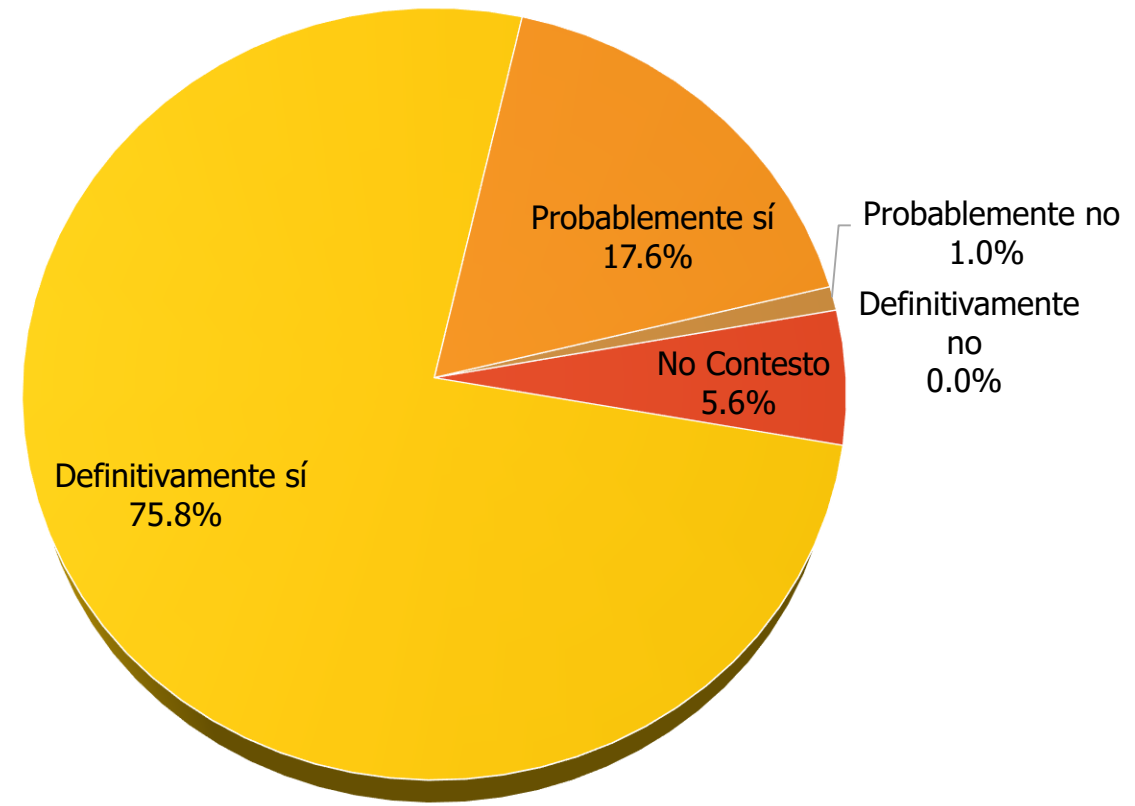
Concepto	Pésimo	Malo	Regular	Bueno	Excelente	No Contestó	Total
Sitios y Atractivos Turísticos	↓ 0.8%	↓ 2.4%	→ 22.6%	↑ 49.4%	↔ 19.8%	5.0%	100.0%
Calidad de la Infraestructura Turística	↓ 0.6%	↓ 3.8%	↔ 28.2%	↑ 46.4%	↔ 15.0%	6.0%	100.0%
Imagen Turística del Destino	↓ 0.2%	↓ 3.6%	↔ 20.0%	↑ 52.8%	↔ 17.2%	6.2%	100.0%
Experiencia de Viaje del destino	↓ 0.2%	↓ 0.2%	↔ 15.4%	↑ 49.8%	→ 28.4%	6.0%	100.0%
Limpieza en las calles y áreas públicas	↓ 1.2%	↓ 7.4%	↔ 29.6%	↑ 41.2%	↔ 14.0%	6.6%	100.0%
Señalética Turística del destino	↓ 0.4%	↔ 9.4%	→ 26.0%	↑ 45.2%	↔ 10.6%	8.4%	100.0%
Módulos de Información turística	↓ 3.0%	↓ 7.0%	→ 22.0%	↑ 43.0%	↔ 11.6%	13.4%	100.0%
Gastronomía típica del destino	↓ 0.2%	↓ 1.2%	↔ 12.6%	↑ 54.0%	→ 25.0%	7.0%	100.0%
Relación calidad/cantidad de sanitarios	↓ 4.6%	↓ 10.4%	↔ 26.8%	↑ 35.2%	↔ 11.4%	11.6%	100.0%
Total	1.2%	5.0%	22.6%	46.3%	17.0%	7.8%	100.0%

OPINIÓN DE REGRESAR Y RECOMENDAR EL DESTINO

Regresar al Destino

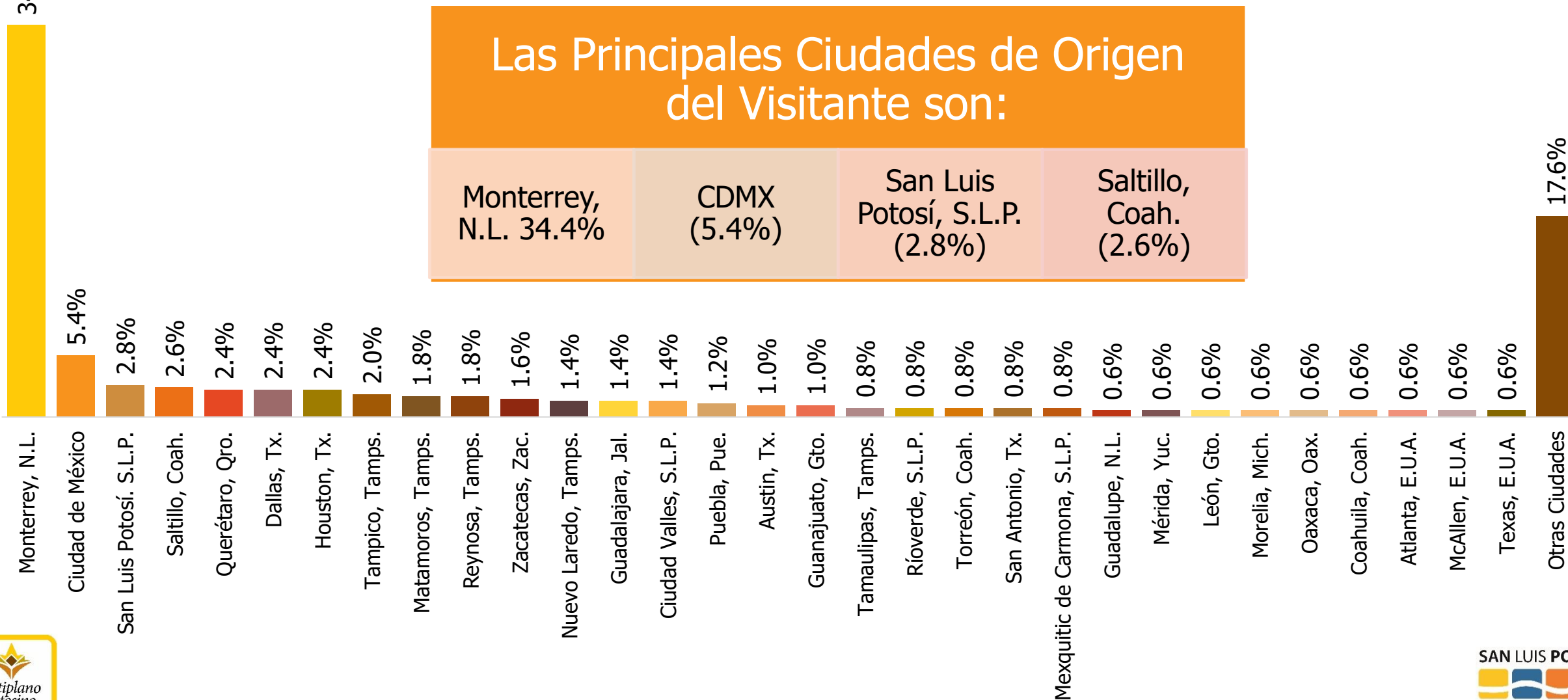


Recomendar al Destino



PRINCIPALES CIUDADES DE ORIGEN DEL VISITANTE

34.4%

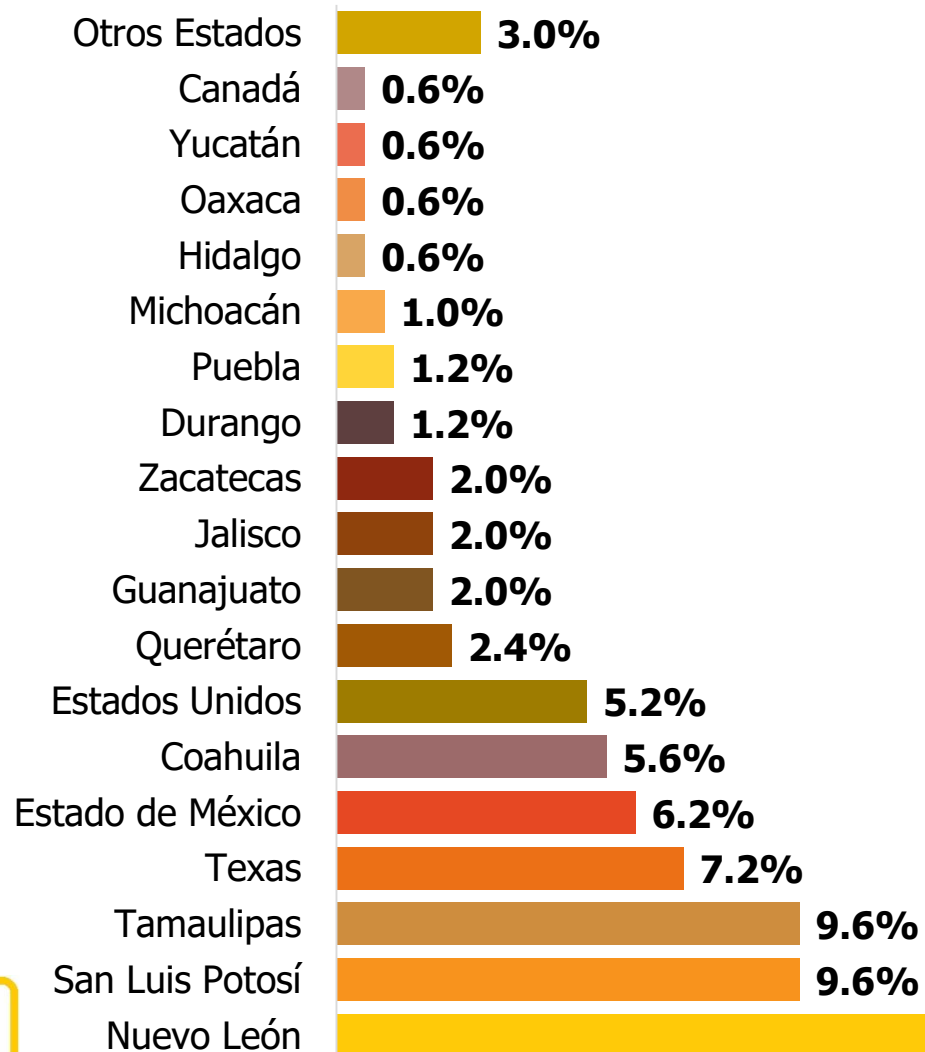


Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Invierno 2019 – Región Altiplano



PRINCIPALES ESTADOS DE ORIGEN DEL VISITANTE



Los Principales Estados de Origen del Visitante son:

Nuevo León (36.2%)

San Luis Potosí (9.6%)

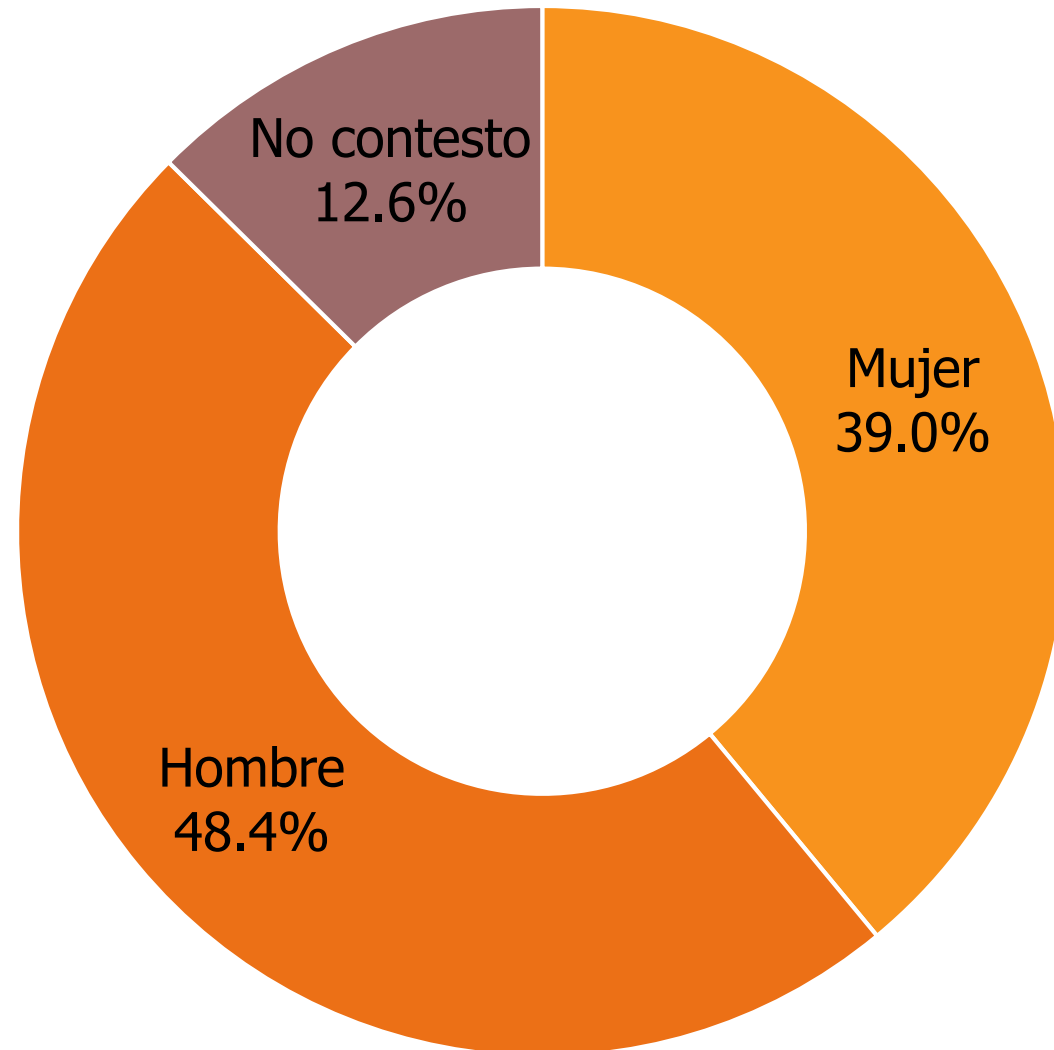
Tamaulipas (9.6%)

Texas, E.U. (7.2%)

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

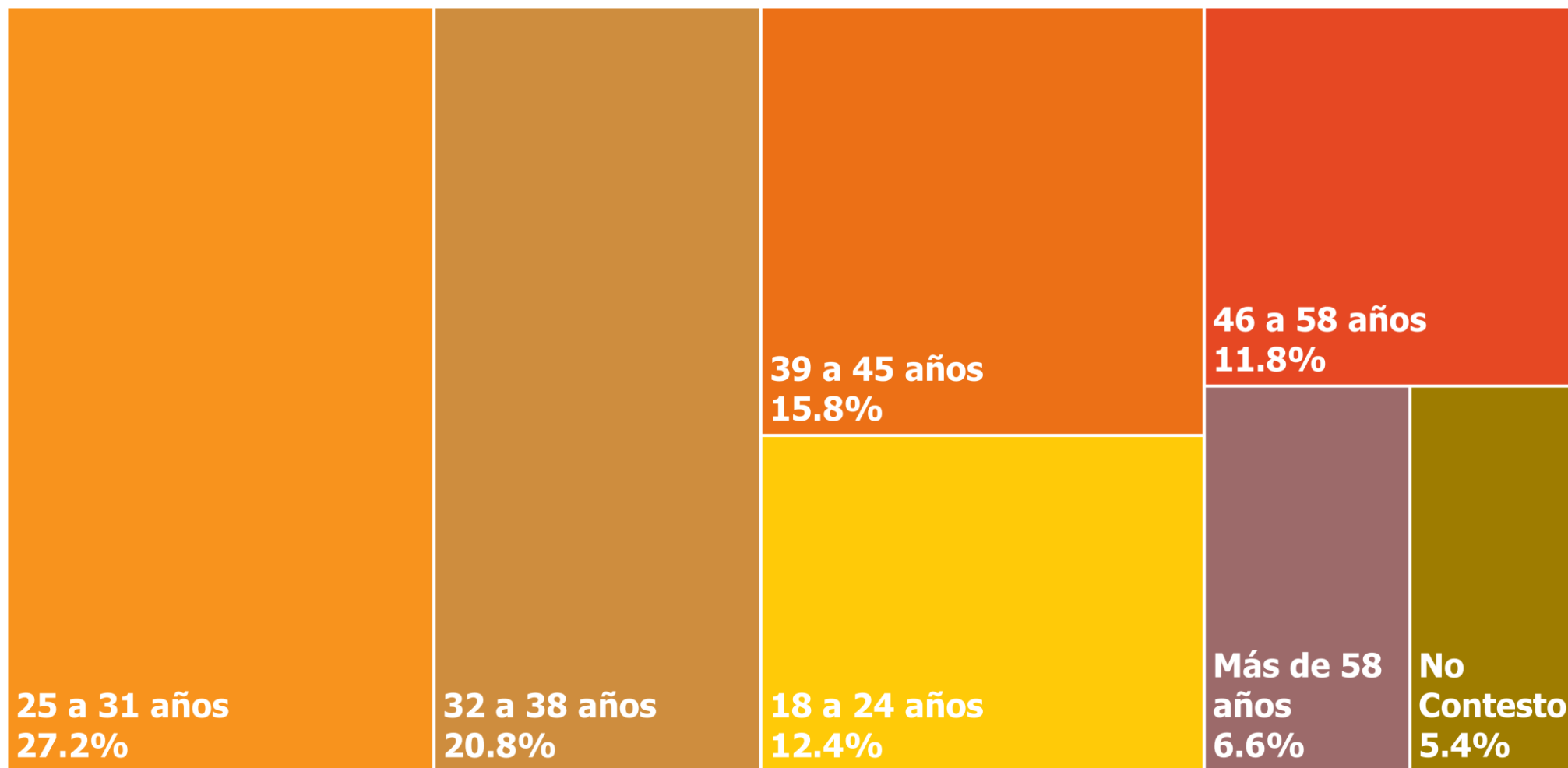
Perfil del Visitante Invierno 2019 – Región Altiplano

SEXO DEL VISITANTE A LA REGIÓN



Perfil del Visitante Invierno 2019 – Región Altiplano

RANGO DE EDAD DE LOS VISITANTES



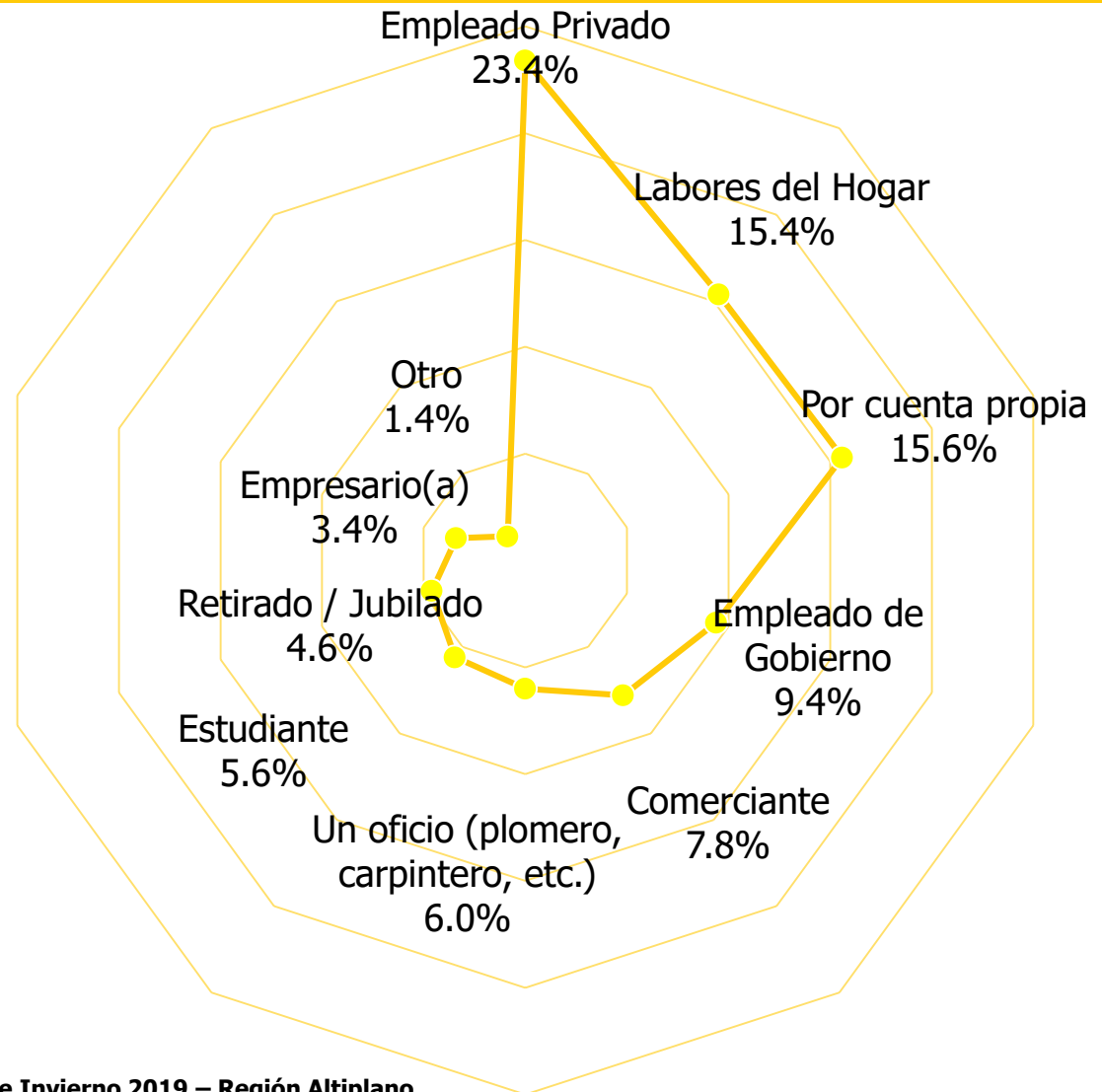
OCUPACIÓN DEL VISITANTE A LA REGIÓN

Una importante parte de los visitantes son empleados privados (23.4%)

Otro segmento importante (15.4%) se dedican a labores del hogar

El 15.6% trabajan por cuenta propia

El 9.4% son empleados de gobierno



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



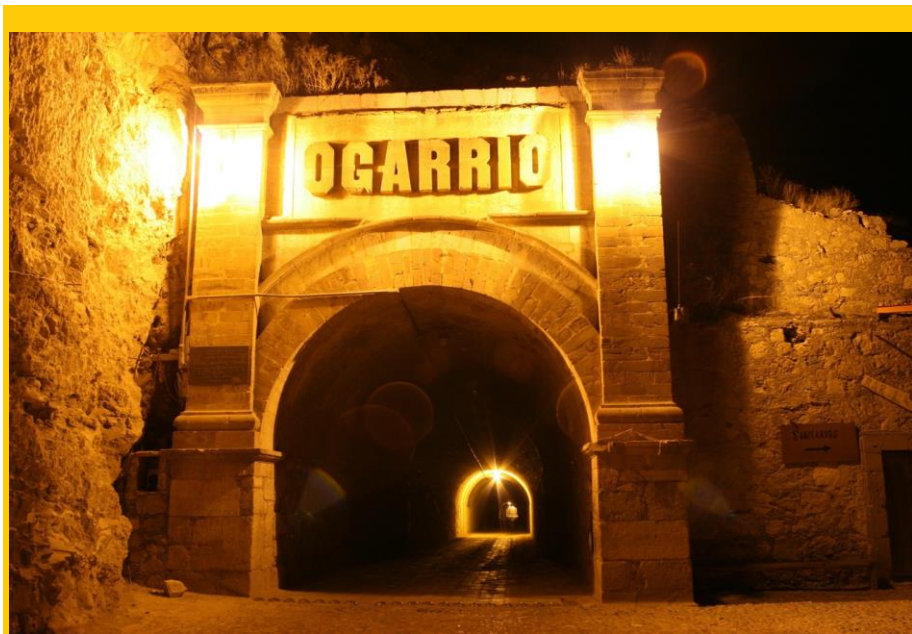
Tu destino...

PERFIL DEL VISITANTE

REGIÓN ALTIPLANO

RESULTADOS CON PERSPECTIVA DE GÉNERO

INVIERNO 2019



RESULTADOS CON PERSPECTIVA DE GÉNERO

Lugar de Encuesta

Concepto	Mujer	Hombre	No Contesto	Total
Real de Catorce	8.8%	16.0%	5.2%	30.0%
Matehuala	12.8%	13.6%	3.6%	30.0%
Villa de la Paz	3.4%	5.6%	1.0%	10.0%
Charcas	3.6%	5.0%	1.4%	10.0%
Guadalcázar	5.8%	3.8%	0.4%	10.0%
Venado	4.6%	4.4%	1.0%	10.0%
Total	39.0%	48.4%	12.6%	100.0%

Frecuencia con que visita el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Primera vez	9.8%	16.0%	6.0%	31.8%
Una vez al año	12.0%	12.6%	3.4%	28.0%
Dos veces al año	10.2%	12.0%	1.2%	23.4%
Tres o más veces al año	7.0%	7.2%	1.8%	16.0%
No contesto	0.0%	0.6%	0.2%	0.8%
Total	39.0%	48.4%	12.6%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Noches que permanecerá en la Región

Concepto	Mujer	Hombre	No Contesto	Total
Ninguna	13.2%	13.6%	4.4%	31.2%
Una noche	4.6%	9.0%	1.8%	15.4%
Dos noches	6.8%	8.0%	2.2%	17.0%
Tres noches	5.6%	6.0%	1.6%	13.2%
Cuatro noches	2.4%	3.8%	0.2%	6.4%
Cinco noches	1.4%	2.4%	0.6%	4.4%
Seis noches	1.2%	1.6%	0.0%	2.8%
Siete noches	0.6%	1.2%	0.2%	2.0%
Ocho noches	1.6%	0.6%	1.0%	3.2%
Diez noches	1.0%	0.6%	0.2%	1.8%
Más de Diez noches	0.6%	1.6%	0.2%	2.4%
No contesto	0.0%	0.0%	0.2%	0.2%
Total	39.0%	48.4%	12.6%	100.0%

Lugar donde se esta hospedando

Concepto	Mujer	Hombre	No Contesto	Total
Hotel	16.0%	22.2%	5.8%	44.0%
Familia / Amigos	14.8%	15.4%	3.8%	34.0%
Acampará	0.2%	1.0%	0.4%	1.6%
Vivienda Rentada	0.4%	1.0%	0.2%	1.6%
No contesto	7.6%	8.8%	2.4%	18.8%
Total	39.0%	48.4%	12.6%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Hotel Nueva Paz, Villa de la Paz	2.2%	2.8%	0.0%	5.0%
Las Palmas Midway Inn, Matehuala	1.4%	1.8%	0.2%	3.4%
Hotel Posada Real, Matehuala	1.2%	1.0%	1.0%	3.2%
Hotel María Bonita, Matehuala	1.2%	1.6%	0.2%	3.0%
Hotel Casino del Valle, Matehuala	1.0%	2.0%	0.0%	3.0%
Hotel La Hacienda, Venado	0.8%	1.4%	0.4%	2.6%
Hotel El Rincón del Pintor, Catorce	0.0%	2.2%	0.2%	2.4%
Mesón del Refugio, Catorce	0.4%	1.2%	0.2%	1.8%
Hotel Capri, Matehuala	0.6%	0.8%	0.2%	1.6%
Hotel Gran Río, Venado	0.4%	0.4%	0.6%	1.4%
Hotel Minería, Charcas	0.4%	0.6%	0.2%	1.2%
Hotel Real de Álamos, Catorce	0.8%	0.0%	0.4%	1.2%
Hotel El Real, Catorce	0.6%	0.4%	0.0%	1.0%
Hotel Mesón de la Abundancia, Catorce	0.2%	0.6%	0.2%	1.0%
Hotel San Juan, Catorce	0.2%	0.8%	0.0%	1.0%
Hotel Mina Real, Catorce	0.8%	0.0%	0.0%	0.8%
Hotel Ruinas del Real, Catorce	0.2%	0.4%	0.2%	0.8%
Hotel Del Parque, Matehuala	0.2%	0.2%	0.4%	0.8%
Hotel Casa Real, Matehuala	0.2%	0.4%	0.2%	0.8%
Hotel Amor y Paz, Catorce	0.2%	0.2%	0.2%	0.6%
Hotel Real Bonanza, Catorce	0.4%	0.0%	0.2%	0.6%
Hotel Ogarrio, Catorce	0.2%	0.2%	0.2%	0.6%
Hotel Charcas, Charcas	0.2%	0.4%	0.0%	0.6%
Hotel El Malacate, Charcas	0.4%	0.0%	0.0%	0.4%

Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Hotel Tony John, Charcas	0.2%	0.2%	0.0%	0.4%
Hotel Real de Alcázar, Guadalcázar	0.4%	0.0%	0.0%	0.4%
Villa Rincón de la Catrina, Catorce	0.2%	0.2%	0.0%	0.4%
Hotel Mesón del Tío Juan, Matehuala	0.2%	0.2%	0.0%	0.4%
Hotel Salomón, Venado	0.4%	0.0%	0.0%	0.4%
El Ángel y El Corazón, Catorce	0.0%	0.2%	0.0%	0.2%
Hotel Corral del Conde II, Catorce	0.0%	0.2%	0.0%	0.2%
Hotel Clave de Sol, Catorce	0.0%	0.2%	0.0%	0.2%
Hotel El Rincón Mágico, Catorce	0.0%	0.0%	0.2%	0.2%
Hotel Casa Blanca, Matehuala	0.0%	0.2%	0.0%	0.2%
Catorce Capital, Catorce	0.0%	0.0%	0.2%	0.2%
Hotel Los Arcos, Catorce	0.0%	0.0%	0.2%	0.2%
Hotel Plaza Ogarrio, Catorce	0.0%	0.2%	0.0%	0.2%
Hotel María Esther, Matehuala	0.0%	0.0%	0.2%	0.2%
Hotel Palacio Imperial, Matehuala	0.0%	0.2%	0.0%	0.2%
Hotel Roma, Charcas	0.2%	0.0%	0.0%	0.2%
Casa Samaniego, Catorce	0.0%	0.2%	0.0%	0.2%
Hacienda Encantada, Catorce	0.0%	0.2%	0.0%	0.2%
Hotel La Casona, Matehuala	0.2%	0.0%	0.0%	0.2%
Hotel Cedral	0.0%	0.0%	0.2%	0.2%
Hotel Desierto, Cedral	0.0%	0.2%	0.0%	0.2%
No contesto	23.0%	26.6%	6.4%	56.0%
Total	39.0%	48.4%	12.6%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Forma de Viaje

Concepto	Mujer	Hombre	No Contesto	Total
Solo	5.0%	8.2%	2.0%	15.2%
Pareja	8.8%	12.0%	3.6%	24.4%
Familia	20.0%	22.4%	4.0%	46.4%
Amistades	3.0%	3.8%	0.4%	7.2%
Agrupación	1.0%	1.4%	1.6%	4.0%
No contesto	1.2%	0.6%	1.0%	2.8%
Total	39.0%	48.4%	12.6%	100.0%

Medio de Transporte Utilizado

Concepto	Mujer	Hombre	No Contesto	Total
Automóvil	27.8%	37.2%	9.2%	74.2%
Autobús de línea	6.4%	8.2%	1.0%	15.6%
Autobús rentado	2.2%	1.8%	0.8%	4.8%
Avión	0.2%	0.2%	0.0%	0.4%
No contestó	2.4%	1.0%	1.6%	5.0%
Total	39.0%	48.4%	12.6%	100.0%

Número de Acompañantes

Concepto	Mujer	Hombre	No Contesto	Total
Uno	1.2%	0.4%	0.2%	1.8%
Dos	11.2%	13.6%	4.0%	28.8%
Tres	4.8%	6.6%	1.4%	12.8%
Cuatro	2.8%	4.8%	0.6%	8.2%
Cinco	4.2%	3.6%	0.6%	8.4%
Seis	2.2%	2.0%	0.4%	4.6%
Siete	0.6%	0.4%	0.2%	1.2%
Ocho	1.2%	1.8%	0.0%	3.0%
Nueve	0.4%	0.2%	0.0%	0.6%
Diez	1.4%	1.0%	0.8%	3.2%
Doce	0.4%	0.4%	0.2%	1.0%
Catorce	0.2%	0.2%	0.4%	0.8%
Quince	0.2%	0.4%	0.0%	0.6%
Diecinueve	0.2%	0.0%	0.0%	0.2%
Veinte	0.0%	0.4%	0.0%	0.4%
Más de Veinte	0.6%	0.4%	0.8%	1.8%
No contesto	7.4%	12.2%	3.0%	22.6%
Total	39.0%	48.4%	12.6%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Gasto Promedio en Hospedaje

Concepto	Mujer	Hombre	No Contesto	Total
400 a 500 pesos	3.0%	4.8%	1.2%	9.0%
501 a 600 pesos	3.8%	5.0%	2.2%	11.0%
601 a 800 pesos	1.6%	3.0%	0.8%	5.4%
801 a 999 pesos	2.2%	3.4%	1.2%	6.8%
Más de 1,000 pesos	8.0%	8.0%	1.2%	17.2%
No contesto	20.4%	24.2%	6.0%	50.6%
Total	39.0%	48.4%	12.6%	100.0%

Gasto Promedio en Suvenires

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	5.8%	12.6%	1.8%	20.2%
De 301 a 400 pesos	4.4%	5.6%	2.8%	12.8%
De 451 a 500 pesos	5.6%	6.8%	1.8%	14.2%
De 501 a 600 pesos	2.4%	3.0%	0.0%	5.4%
Más de 600 pesos	3.0%	3.0%	0.4%	6.4%
No contesto	17.8%	17.4%	5.8%	41.0%
Total	39.0%	48.4%	12.6%	100.0%

Gasto Promedio en Compras

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	6.6%	9.8%	2.0%	18.4%
De 301 a 400 pesos	7.8%	8.4%	3.0%	19.2%
De 451 a 500 pesos	1.8%	4.8%	0.8%	7.4%
De 501 a 600 pesos	2.6%	3.2%	0.4%	6.2%
Más de 600 pesos	6.0%	7.4%	0.6%	14.0%
No contesto	14.2%	14.8%	5.8%	34.8%
Total	39.0%	48.4%	12.6%	100.0%

Gasto Promedio en Transportación Local

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	3.4%	5.4%	0.6%	9.4%
De 301 a 400 pesos	2.2%	2.4%	0.6%	5.2%
De 451 a 500 pesos	1.0%	1.4%	0.6%	3.0%
De 501 a 600 pesos	2.2%	2.2%	0.2%	4.6%
Más de 600 pesos	2.0%	2.0%	0.0%	4.0%
No contesto	28.2%	35.0%	10.6%	73.8%
Total	39.0%	48.4%	12.6%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	12.4%	15.4%	2.4%	30.2%
De 301 a 400 pesos	8.8%	11.2%	3.4%	23.4%
De 451 a 500 pesos	4.4%	6.2%	2.6%	13.2%
De 501 a 600 pesos	4.2%	3.2%	0.8%	8.2%
Más de 600 pesos	5.0%	7.0%	0.8%	12.8%
No contesto	4.2%	5.4%	2.6%	12.2%
Total	39.0%	48.4%	12.6%	100.0%

Gasto Promedio en Gasolina

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	5.6%	6.0%	0.8%	12.4%
De 301 a 400 pesos	3.0%	5.2%	0.6%	8.8%
De 451 a 500 pesos	1.6%	2.2%	1.2%	5.0%
De 501 a 600 pesos	2.2%	3.4%	0.6%	6.2%
Más de 600 pesos	8.8%	10.8%	1.8%	21.4%
No contesto	17.8%	20.8%	7.6%	46.2%
Total	39.0%	48.4%	12.6%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Razón Principal de Viaje a la Región

Concepto	Mujer	Hombre	No Contesto	Total
Visita a familiares	6.3%	5.9%	1.1%	13.3%
Descanso/Vacaciones	4.5%	5.2%	1.1%	10.7%
Turismo de Aventura	2.4%	3.1%	1.1%	6.6%
Cultural	2.0%	2.3%	1.1%	5.4%
Negocios	0.9%	2.5%	0.6%	4.0%
Religioso	1.8%	1.7%	0.1%	3.6%
Ecoturismo	0.5%	0.5%	0.1%	1.1%
Tradición	0.5%	0.4%	0.2%	1.1%
Gastronómico	0.3%	0.3%	0.1%	0.7%
Deportivo	0.1%	0.4%	0.1%	0.6%
Compra de Artesanías	0.0%	0.3%	0.0%	0.3%
Salud	0.1%	0.0%	0.1%	0.1%
No Contestó	19.7%	25.7%	7.1%	52.4%
Total	39.0%	48.4%	12.6%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contesto	Total
Ninguno / Región única	4.7%	5.9%	1.2%	11.8%
Zacatecas, Zac.	1.2%	1.8%	0.7%	3.7%
San Miguel de Allende, Gto.	0.4%	1.0%	0.8%	2.2%
Guanajuato, Gto.	1.0%	1.0%	0.1%	2.1%
San Luis Potosí, S.L.P.	0.8%	0.9%	0.1%	1.8%
Saltillo, Coah.	1.0%	0.5%	0.0%	1.5%
Cerro de San Pedro, S.L.P.	0.6%	0.7%	0.0%	1.3%
Coahuila, Coah.	0.2%	0.5%	0.1%	0.8%
León, Gto.	0.3%	0.4%	0.1%	0.8%
Mineral de Pozos, Gto.	0.2%	0.5%	0.0%	0.7%
Cerritos, S.L.P.	0.1%	0.5%	0.1%	0.7%
Mineral del Monte, Hgo.	0.2%	0.2%	0.2%	0.6%
Chihuahua, Chih.	0.3%	0.3%	0.0%	0.6%
Peña de Bernal, Qro.	0.2%	0.2%	0.0%	0.4%
Santiago, N.L.	0.2%	0.2%	0.0%	0.4%
Reynosa, Tamps.	0.2%	0.1%	0.1%	0.4%
Santa María del Río, S.L.P.	0.1%	0.3%	0.0%	0.4%
Galeana, N.L.	0.0%	0.3%	0.0%	0.3%
Xilitla, S.L.P.	0.1%	0.1%	0.1%	0.3%
Guadalajara, Jal.	0.0%	0.3%	0.0%	0.3%
Taxco, Gro.	0.0%	0.3%	0.0%	0.3%
Ciudad Mier, Tamps.	0.1%	0.2%	0.0%	0.3%
Pinos, Zac.	0.1%	0.1%	0.1%	0.3%
San Juan de los Lagos, Jal.	0.2%	0.0%	0.0%	0.2%
Tepoztlán, Méx.	0.0%	0.2%	0.0%	0.2%
Puebla, Pue.	0.2%	0.0%	0.0%	0.2%
Michoacán, Mich.	0.1%	0.1%	0.0%	0.2%
Monterrey, N.L.	0.0%	0.2%	0.0%	0.2%
Fresnillo, Zac.	0.1%	0.1%	0.0%	0.2%
Matamoros, Tamps.	0.1%	0.1%	0.0%	0.2%
Nuevo Laredo, Tamps.	0.1%	0.1%	0.0%	0.2%
Querétaro, Qro.	0.1%	0.1%	0.0%	0.2%
Ciudad de México	0.0%	0.1%	0.1%	0.2%
Torreón, Coah.	0.1%	0.1%	0.0%	0.2%
Tula, Tamps.	0.0%	0.2%	0.0%	0.2%

Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contesto	Total
San Diego de la Unión, Gto.	0.0%	0.2%	0.0%	0.2%
Irapuato, Gto.	0.1%	0.1%	0.0%	0.2%
Jerez de García Salinas, Zac.	0.0%	0.1%	0.0%	0.1%
Sonora, Son.	0.1%	0.0%	0.0%	0.1%
Parral, Chih.	0.0%	0.1%	0.0%	0.1%
Dolores Hidalgo, Gto.	0.0%	0.1%	0.0%	0.1%
Salamanca, Gto.	0.1%	0.0%	0.0%	0.1%
Guerrero, Gro.	0.0%	0.1%	0.0%	0.1%
Nombre de Dios, Dgo.	0.1%	0.0%	0.0%	0.1%
Huasca de Ocampo, Hgo.	0.0%	0.1%	0.0%	0.1%
Villa de Bravo, Coah.	0.0%	0.1%	0.0%	0.1%
Lagos de Moreno, Jal.	0.0%	0.1%	0.0%	0.1%
San Fernando, Tamps.	0.0%	0.1%	0.0%	0.1%
Tamaulipas, Tamps.	0.0%	0.1%	0.0%	0.1%
Celaya, Gto.	0.0%	0.1%	0.0%	0.1%
McAllen, E.U.A.	0.1%	0.0%	0.0%	0.1%
Linares, N.L.	0.0%	0.1%	0.0%	0.1%
Cañón del Sumidero, Chis.	0.0%	0.1%	0.0%	0.1%
Río Bravo, Tamps.	0.1%	0.0%	0.0%	0.1%
San Antonio, Tx.	0.0%	0.1%	0.0%	0.1%
San Nicolás Tolentino, S.L.P.	0.0%	0.1%	0.0%	0.1%
Ciudad del Maíz, S.L.P.	0.1%	0.0%	0.0%	0.1%
Atzacmulco, Méx.	0.1%	0.0%	0.0%	0.1%
Pánuco, Ver.	0.1%	0.0%	0.0%	0.1%
Tantoyuca, Ver.	0.0%	0.0%	0.1%	0.1%
Plateros, Zac.	0.0%	0.1%	0.0%	0.1%
Huaquechula, Pue.	0.1%	0.0%	0.0%	0.1%
Jaral de Berrio, Gto.	0.0%	0.1%	0.0%	0.1%
Villa de Reyes, S.L.P.	0.1%	0.0%	0.0%	0.1%
Abrego, Zac.	0.1%	0.0%	0.0%	0.1%
Cadereyta Jiménez, N.L.	0.0%	0.1%	0.0%	0.1%
Piedras Negras, Coah.	0.0%	0.1%	0.0%	0.1%
No Contesto	24.8%	28.7%	8.7%	62.2%
Total	39.0%	48.4%	12.6%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Recuerda Publicidad del Destino

Concepto	Mujer	Hombre	No Contesto	Total
Sí	18.4%	23.4%	5.0%	46.8%
No	14.6%	22.0%	4.0%	40.6%
No contesto	6.0%	3.0%	3.6%	12.6%
Total	39.0%	48.4%	12.6%	100.0%

Medio en que recuerda la publicidad

Concepto	Mujer	Hombre	No Contesto	Total
Internet	7.8%	11.2%	3.0%	22.0%
Televisión	4.0%	4.6%	2.4%	11.0%
Espectaculares	2.6%	3.0%	1.2%	6.8%
Familiares o amigos	2.0%	2.8%	0.8%	5.6%
Folletos	2.2%	2.0%	0.4%	4.6%
Facebook	3.2%	1.2%	0.2%	4.6%
Periódico	1.0%	0.6%	0.0%	1.6%
Revista	0.0%	0.4%	0.4%	0.8%
Twitter	0.4%	0.0%	0.0%	0.4%
Youtube	0.0%	0.4%	0.0%	0.4%
No contesto	15.8%	22.2%	4.2%	42.2%
Total	39.0%	48.4%	12.6%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Regresaría al Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	32.0%	38.0%	7.8%	77.8%
Probablemente sí	5.0%	7.8%	2.6%	15.4%
Probablemente no	0.6%	0.4%	0.0%	1.0%
Definitivamente no	0.0%	0.0%	0.0%	0.0%
No Contesto	1.4%	2.2%	2.2%	5.8%
Total	39.0%	48.4%	12.6%	100.0%

Recomendaría el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	31.0%	37.6%	7.2%	75.8%
Probablemente sí	6.4%	8.2%	3.0%	17.6%
Probablemente no	0.2%	0.8%	0.0%	1.0%
Definitivamente no	0.0%	0.0%	0.0%	0.0%
No Contesto	1.4%	1.8%	2.4%	5.6%
Total	39.0%	48.4%	12.6%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
Monterrey, N.L.	14.4%	16.0%	4.0%	34.4%
Ciudad de México	1.0%	3.4%	1.0%	5.4%
San Luis Potosí, S.L.P.	1.2%	1.4%	0.2%	2.8%
Saltillo, Coah.	0.8%	1.6%	0.2%	2.6%
Querétaro, Qro.	0.6%	1.2%	0.6%	2.4%
Dallas, Tx.	1.0%	1.4%	0.0%	2.4%
Houston, Tx.	0.4%	2.0%	0.0%	2.4%
Tampico, Tamps.	1.0%	0.6%	0.4%	2.0%
Matamoros, Tamps.	0.8%	0.6%	0.4%	1.8%
Reynosa, Tamps.	1.0%	0.4%	0.4%	1.8%
Zacatecas, Zac.	0.4%	0.8%	0.4%	1.6%
Nuevo Laredo, Tamps.	0.8%	0.6%	0.0%	1.4%
Guadalajara, Jal.	0.8%	0.6%	0.0%	1.4%
Ciudad Valles, S.L.P.	0.8%	0.4%	0.2%	1.4%
Puebla, Pue.	0.2%	0.8%	0.2%	1.2%
Austin, Tx.	0.6%	0.2%	0.2%	1.0%
Guanajuato, Gto.	0.4%	0.6%	0.0%	1.0%
Tamaulipas, Tamps.	0.6%	0.2%	0.0%	0.8%
Río Verde, S.L.P.	0.2%	0.6%	0.0%	0.8%
Torreón, Coah.	0.2%	0.4%	0.2%	0.8%
San Antonio, Tx.	0.4%	0.4%	0.0%	0.8%
Mexquitic de Carmona,	0.4%	0.4%	0.0%	0.8%
Guadalupe, N.L.	0.0%	0.6%	0.0%	0.6%
Mérida, Yuc.	0.4%	0.2%	0.0%	0.6%
León, Gto.	0.4%	0.2%	0.0%	0.6%
Morelia, Mich.	0.0%	0.4%	0.2%	0.6%
Oaxaca, Oax.	0.2%	0.2%	0.2%	0.6%
Coahuila, Coah.	0.4%	0.2%	0.0%	0.6%
Atlanta, E.U.A.	0.2%	0.4%	0.0%	0.6%
McAllen, E.U.A.	0.2%	0.4%	0.0%	0.6%
Texas, E.U.A.	0.2%	0.4%	0.0%	0.6%
Zapopan, Jal.	0.4%	0.0%	0.0%	0.4%
Allende, N.L.	0.2%	0.2%	0.0%	0.4%
Galeana, N.L.	0.2%	0.2%	0.0%	0.4%

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
Monclova, Coah.	0.0%	0.4%	0.0%	0.4%
Ciudad Victoria, Tamps.	0.0%	0.2%	0.2%	0.4%
California, E.U.A.	0.2%	0.2%	0.0%	0.4%
Madero, Tamps.	0.4%	0.0%	0.0%	0.4%
Durango, Dgo.	0.4%	0.0%	0.0%	0.4%
Tula, Tamps.	0.4%	0.0%	0.0%	0.4%
Chihuahua, Chih.	0.0%	0.2%	0.2%	0.4%
Pachuca, Hgo.	0.0%	0.2%	0.2%	0.4%
Aguascalientes, Ags.	0.0%	0.4%	0.0%	0.4%
Veracruz, Ver.	0.2%	0.2%	0.0%	0.4%
Nombre de Dios, Dgo.	0.2%	0.2%	0.0%	0.4%
San Nicolás, N.L.	0.2%	0.2%	0.0%	0.4%
Sabinas, Coah.	0.0%	0.2%	0.2%	0.4%
Ciudad Mante, Tamps.	0.2%	0.0%	0.2%	0.4%
Illinois, E.U.A.	0.0%	0.4%	0.0%	0.4%
Juárez, N.L.	0.0%	0.2%	0.2%	0.4%
Jerez de García Salinas, Zac.	0.2%	0.0%	0.0%	0.2%
Montreal, Ca.	0.0%	0.2%	0.0%	0.2%
Gómez Palacio, Dgo.	0.0%	0.2%	0.0%	0.2%
Alberta, Ca.	0.0%	0.0%	0.2%	0.2%
Tamasopo, S.L.P.	0.0%	0.2%	0.0%	0.2%
Mazatlán, Sin.	0.0%	0.2%	0.0%	0.2%
Aramberri, N.L.	0.2%	0.0%	0.0%	0.2%
Irapuato, Gto.	0.2%	0.0%	0.0%	0.2%
Apodaca, N.L.	0.0%	0.2%	0.0%	0.2%
Tijuana, B.C.	0.0%	0.0%	0.2%	0.2%
Hermosillo, Son.	0.2%	0.0%	0.0%	0.2%
Iturbide, N.L.	0.2%	0.0%	0.0%	0.2%
Salinas, S.L.P.	0.2%	0.0%	0.0%	0.2%
Texcoco, Méx.	0.2%	0.0%	0.0%	0.2%
Huejuquilla, Jal.	0.0%	0.2%	0.0%	0.2%
Madrid, Esp.	0.0%	0.2%	0.0%	0.2%
Celaya, Gto.	0.0%	0.2%	0.0%	0.2%
Cerritos, S.L.P.	0.0%	0.2%	0.0%	0.2%

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
Cd. Mier, Tamps.	0.2%	0.0%	0.0%	0.2%
Cuatitlán Izcalli, Méx.	0.0%	0.2%	0.0%	0.2%
Azcapotzalco, Méx.	0.0%	0.0%	0.2%	0.2%
Coyoacán, Méx.	0.0%	0.2%	0.0%	0.2%
Nogales, Son.	0.0%	0.2%	0.0%	0.2%
San Pedro, N.L.	0.2%	0.0%	0.0%	0.2%
Río Grande, Zac.	0.2%	0.0%	0.0%	0.2%
Piedras Negras, Coah.	0.0%	0.2%	0.0%	0.2%
Seattle, E.U.A.	0.0%	0.2%	0.0%	0.2%
Ciudad del Maíz, S.L.P.	0.0%	0.2%	0.0%	0.2%
Carapan, Mich.	0.0%	0.2%	0.0%	0.2%
Darlington, E.U.A.	0.2%	0.0%	0.0%	0.2%
Kentucky, E.U.A.	0.0%	0.2%	0.0%	0.2%
Zaragoza, S.L.P.	0.0%	0.0%	0.2%	0.2%
Phoenix, E.U.A.	0.2%	0.0%	0.0%	0.2%
Nashville, E.U.A.	0.2%	0.0%	0.0%	0.2%
Philadelphia, E.U.A.	0.2%	0.0%	0.0%	0.2%
Minnesota, E.U.A.	0.0%	0.2%	0.0%	0.2%
Los Angeles, E.U.A.	0.2%	0.0%	0.0%	0.2%
Toronto, Ca.	0.0%	0.0%	0.2%	0.2%
Ensenada, B.C.	0.0%	0.2%	0.0%	0.2%
San Ciro de Agusta, S.L.P.	0.0%	0.2%	0.0%	0.2%
Santa María del Río, S.L.P.	0.0%	0.2%	0.0%	0.2%
Charco Cerrado, S.L.P.	0.2%	0.0%	0.0%	0.2%
Lagunillas, S.L.P.	0.2%	0.0%	0.0%	0.2%
El Quelital, S.L.P.	0.0%	0.2%	0.0%	0.2%
Michigan, E.U.A.	0.2%	0.0%	0.0%	0.2%
Boston, E.U.A.	0.0%	0.0%	0.2%	0.2%
Bogotá, Co.	0.0%	0.0%	0.2%	0.2%
Nuevo León, N.L.	0.2%	0.0%	0.0%	0.2%
Alabama, E.U.A.	0.0%	0.2%	0.0%	0.2%
San Diego, E.U.A.	0.2%	0.0%	0.0%	0.2%
No Contesto	2.0%	2.8%	1.2%	6.0%
Total	39.0%	48.4%	12.6%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Estado de Origen del Entrevistado

Concepto	Mujer	Hombre	No Contesto	Total
Nuevo León	15.2%	17.4%	3.6%	36.2%
San Luis Potosí	4.0%	4.2%	1.4%	9.6%
Tamaulipas	5.4%	2.6%	1.6%	9.6%
Texas	2.4%	4.6%	0.2%	7.2%
Estado de México	1.2%	3.8%	1.2%	6.2%
Coahuila	1.6%	3.4%	0.6%	5.6%
Estados Unidos	2.2%	2.8%	0.2%	5.2%
Querétaro	0.6%	1.2%	0.6%	2.4%
Guanajuato	1.0%	1.0%	0.0%	2.0%
Jalisco	1.2%	0.8%	0.0%	2.0%
Zacatecas	0.8%	0.8%	0.4%	2.0%
Durango	0.8%	0.4%	0.0%	1.2%
Puebla	0.2%	0.8%	0.2%	1.2%
Michoacán	0.0%	0.8%	0.2%	1.0%
Hidalgo	0.0%	0.4%	0.2%	0.6%
Oaxaca	0.2%	0.2%	0.2%	0.6%
Yucatán	0.4%	0.2%	0.0%	0.6%
Canadá	0.0%	0.2%	0.4%	0.6%
Aguascalientes	0.0%	0.4%	0.0%	0.4%
Baja California	0.0%	0.2%	0.2%	0.4%
Chihuahua	0.0%	0.2%	0.2%	0.4%
Sinaloa	0.0%	0.4%	0.0%	0.4%
Sonora	0.2%	0.2%	0.0%	0.4%
Veracruz	0.2%	0.2%	0.0%	0.4%
España	0.0%	0.2%	0.0%	0.2%
Panamá	0.0%	0.0%	0.2%	0.2%
Colombia	0.0%	0.0%	0.2%	0.2%
No contesto	1.4%	1.0%	0.8%	3.2%
Total	39.0%	48.4%	12.6%	100.0%

Perfil del Visitante Invierno 2019 – Región Altiplano

RESULTADOS CON PERSPECTIVA DE GÉNERO

Edad Promedio de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
18 a 24 años	6.6%	4.8%	1.0%	12.4%
25 a 31 años	11.0%	12.6%	3.6%	27.2%
32 a 38 años	6.4%	12.6%	1.8%	20.8%
39 a 45 años	5.6%	7.6%	2.6%	15.8%
46 a 58 años	5.6%	5.4%	0.8%	11.8%
Más de 58 años	2.0%	3.8%	0.8%	6.6%
No Contesto	1.8%	1.6%	2.0%	5.4%
Total	39.0%	48.4%	12.6%	100.0%

Ocupación de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
Empleado Privado	7.0%	14.4%	2.0%	23.4%
Labores del Hogar	14.2%	0.2%	1.0%	15.4%
Por cuenta propia	4.4%	9.0%	2.2%	15.6%
Empleado de Gobierno	2.8%	5.2%	1.4%	9.4%
Comerciante	2.6%	4.2%	1.0%	7.8%
Un oficio (plomero, carpintero, etc.)	0.0%	5.6%	0.4%	6.0%
Estudiante	3.2%	2.2%	0.2%	5.6%
Retirado / Jubilado	1.6%	2.2%	0.8%	4.6%
Empresario(a)	0.2%	2.8%	0.4%	3.4%
Otro	0.8%	0.6%	0.0%	1.4%
No Contesto	2.2%	2.0%	3.2%	7.4%
Total	39.0%	48.4%	12.6%	100.0%



PERFIL DEL VISITANTE

REGIÓN ALTIPLANO

RESULTADOS COMPOSICIÓN DE GRUPO

INVIERNO 2019



RESULTADOS COMPOSICIÓN DE GRUPO

Lugar de Encuesta

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Real de Catorce	14.4%	12.0%	2.0%	1.6%	30.0%
Matehuala	11.6%	14.0%	1.6%	2.8%	30.0%
Villa de la Paz	3.8%	5.0%	1.0%	0.2%	10.0%
Charcas	2.8%	6.4%	0.4%	0.4%	10.0%
Guadalcázar	3.4%	5.0%	1.6%	0.0%	10.0%
Venado	3.6%	6.0%	0.0%	0.4%	10.0%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Frecuencia con que visita el Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Primera vez	13.4%	14.0%	1.8%	2.6%	31.8%
Una vez al año	11.8%	13.2%	2.0%	1.0%	28.0%
Dos veces al año	7.6%	13.2%	1.2%	1.4%	23.4%
Tres o más veces al año	6.4%	7.6%	1.6%	0.4%	16.0%
No contesto	0.4%	0.4%	0.0%	0.0%	0.8%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Noches que permanecerá en la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Ninguna	15.0%	13.2%	2.0%	1.0%	31.2%
Una noche	4.8%	9.0%	0.6%	1.0%	15.4%
Dos noches	6.0%	9.2%	0.8%	1.0%	17.0%
Tres noches	5.6%	6.4%	0.8%	0.4%	13.2%
Cuatro noches	3.4%	2.0%	0.8%	0.2%	6.4%
Cinco noches	1.0%	2.0%	0.6%	0.8%	4.4%
Seis noches	1.0%	1.6%	0.0%	0.2%	2.8%
Siete noches	0.4%	1.4%	0.0%	0.2%	2.0%
Ocho noches	1.4%	1.2%	0.4%	0.2%	3.2%
Diez noches	0.4%	1.0%	0.4%	0.0%	1.8%
Más de Diez noches	0.6%	1.4%	0.2%	0.2%	2.4%
No contesto	0.0%	0.0%	0.0%	0.2%	0.2%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Lugar donde se esta hospedando

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Hotel	17.2%	21.8%	2.4%	2.6%	44.0%
Familia / Amigos	11.0%	18.6%	2.4%	2.0%	34.0%
Acampará	0.6%	0.6%	0.4%	0.0%	1.6%
Vivienda Rentada	0.4%	0.8%	0.2%	0.2%	1.6%
No contesto	10.4%	6.6%	1.2%	0.6%	18.8%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Nombre Hotel donde Hospeda

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Hotel Tony John, Charcas	0.2%	0.0%	0.2%	0.0%	0.4%
Hotel Real de Alcázar, Guadalcázar	0.4%	0.0%	0.0%	0.0%	0.4%
Villa Rincón de la Catrina, Catorce	0.4%	0.0%	0.0%	0.0%	0.4%
Hotel Mesón del Tío Juan, Matehuala	0.4%	0.0%	0.0%	0.0%	0.4%
Hotel Salomón, Venado	0.4%	0.0%	0.0%	0.0%	0.4%
El Ángel y El Corazón, Catorce	0.2%	0.0%	0.0%	0.0%	0.2%
Hotel Corral del Conde II, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel Clave de Sol, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel El Rincón Mágico, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel Casa Blanca, Matehuala	0.0%	0.2%	0.0%	0.0%	0.2%
Catorce Capital, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel Los Arcos , Catorce	0.2%	0.0%	0.0%	0.0%	0.2%
Hotel Plaza Ogarrio, Catorce	0.2%	0.0%	0.0%	0.0%	0.2%
Hotel María Esther, Matehuala	0.2%	0.0%	0.0%	0.0%	0.2%
Hotel Palacio Imperial, Matehuala	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel Roma, Charcas	0.0%	0.2%	0.0%	0.0%	0.2%
Casa Samaniego, Catorce	0.0%	0.0%	0.2%	0.0%	0.2%
Hacienda Encantada, Catorce	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel La Casona, Matehuala	0.2%	0.0%	0.0%	0.0%	0.2%
Hotel Cedral	0.2%	0.0%	0.0%	0.0%	0.2%
Hotel Desierto, Cedral	0.2%	0.0%	0.0%	0.0%	0.2%
No contesto	22.8%	26.6%	4.2%	2.4%	56.0%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Número de Acompañantes

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Uno	1.0%	0.2%	0.2%	0.4%	1.8%
Dos	10.8%	13.4%	2.0%	2.6%	28.8%
Tres	4.6%	8.0%	0.2%	0.0%	12.8%
Cuatro	2.6%	4.6%	1.0%	0.0%	8.2%
Cinco	3.4%	4.6%	0.2%	0.2%	8.4%
Seis	1.6%	1.8%	0.4%	0.8%	4.6%
Siete	0.4%	0.6%	0.2%	0.0%	1.2%
Ocho	0.4%	2.2%	0.4%	0.0%	3.0%
Nueve	0.4%	0.0%	0.0%	0.2%	0.6%
Diez	1.6%	1.2%	0.2%	0.2%	3.2%
Doce	0.8%	0.2%	0.0%	0.0%	1.0%
Catorce	0.4%	0.4%	0.0%	0.0%	0.8%
Quince	0.2%	0.4%	0.0%	0.0%	0.6%
Diecinueve	0.0%	0.2%	0.0%	0.0%	0.2%
Veinte	0.2%	0.2%	0.0%	0.0%	0.4%
Más de Veinte	1.0%	0.6%	0.2%	0.0%	1.8%
No contesto	10.2%	9.8%	1.6%	1.0%	22.6%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Forma de Viaje

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Solo	7.2%	6.6%	0.8%	0.6%	15.2%
Pareja	9.8%	11.0%	1.6%	2.0%	24.4%
Familia	14.2%	26.0%	4.0%	2.2%	46.4%
Amistades	5.2%	1.8%	0.0%	0.2%	7.2%
Agrupación	1.6%	2.2%	0.0%	0.2%	4.0%
No contesto	1.6%	0.8%	0.2%	0.2%	2.8%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Medio de Transporte Utilizado

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Automóvil	27.6%	37.8%	4.8%	4.0%	74.2%
Autobús de línea	6.8%	7.0%	1.2%	0.6%	15.6%
Autobús rentado	2.4%	2.2%	0.2%	0.0%	4.8%
Avión	0.2%	0.2%	0.0%	0.0%	0.4%
No contestó	2.6%	1.2%	0.4%	0.8%	5.0%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Gasto Promedio en Hospedaje

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
400 a 500 pesos	3.6%	4.8%	0.4%	0.2%	9.0%
501 a 600 pesos	5.4%	4.2%	0.2%	1.2%	11.0%
601 a 800 pesos	1.4%	2.8%	0.2%	1.0%	5.4%
801 a 999 pesos	3.2%	2.8%	0.4%	0.4%	6.8%
Más de 1,000 pesos	6.4%	8.6%	1.6%	0.6%	17.2%
No contesto	19.6%	25.2%	3.8%	2.0%	50.6%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Gasto Promedio en Suvenires

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 200 a 300 pesos	8.0%	10.4%	1.0%	0.8%	20.2%
De 301 a 400 pesos	5.2%	5.6%	1.0%	1.0%	12.8%
De 451 a 500 pesos	6.0%	6.4%	0.8%	1.0%	14.2%
De 501 a 600 pesos	3.4%	1.6%	0.0%	0.4%	5.4%
Más de 600 pesos	2.6%	3.2%	0.4%	0.2%	6.4%
No contesto	14.4%	21.2%	3.4%	2.0%	41.0%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Gasto Promedio en Compras

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 200 a 300 pesos	6.4%	10.4%	1.2%	0.4%	18.4%
De 301 a 400 pesos	9.6%	7.2%	1.0%	1.4%	19.2%
De 451 a 500 pesos	2.4%	3.6%	1.0%	0.4%	7.4%
De 501 a 600 pesos	3.6%	2.2%	0.2%	0.2%	6.2%
Más de 600 pesos	7.4%	4.8%	1.0%	0.8%	14.0%
No contesto	10.2%	20.2%	2.2%	2.2%	34.8%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Gasto Promedio en Transportación Local

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 200 a 300 pesos	4.0%	4.6%	0.8%	0.0%	9.4%
De 301 a 400 pesos	2.2%	2.2%	0.6%	0.2%	5.2%
De 451 a 500 pesos	0.6%	1.8%	0.4%	0.2%	3.0%
De 501 a 600 pesos	3.8%	0.6%	0.0%	0.2%	4.6%
Más de 600 pesos	1.0%	2.4%	0.2%	0.4%	4.0%
No contesto	28.0%	36.8%	4.6%	4.4%	73.8%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 200 a 300 pesos	10.4%	16.2%	2.4%	1.2%	30.2%
De 301 a 400 pesos	10.2%	11.6%	0.6%	1.0%	23.4%
De 451 a 500 pesos	5.4%	5.0%	2.0%	0.8%	13.2%
De 501 a 600 pesos	5.0%	2.4%	0.2%	0.6%	8.2%
Más de 600 pesos	4.6%	7.0%	0.6%	0.6%	12.8%
No contesto	4.0%	6.2%	0.8%	1.2%	12.2%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Gasto Promedio en Gasolina

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 200 a 300 pesos	4.2%	6.2%	1.4%	0.6%	12.4%
De 301 a 400 pesos	4.2%	3.0%	1.0%	0.6%	8.8%
De 451 a 500 pesos	2.0%	2.0%	0.4%	0.6%	5.0%
De 501 a 600 pesos	3.4%	2.4%	0.4%	0.0%	6.2%
Más de 600 pesos	9.8%	9.2%	1.6%	0.8%	21.4%
No contesto	16.0%	25.6%	1.8%	2.8%	46.2%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Razón Principal de Viaje a la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Visita a familiares	4.7%	7.0%	0.9%	0.7%	13.3%
Descanso/Vacaciones	3.5%	5.7%	0.7%	0.7%	10.7%
Turismo de Aventura	4.0%	2.1%	0.3%	0.2%	6.6%
Cultural	1.9%	2.6%	0.5%	0.4%	5.4%
Negocios	1.5%	2.3%	0.2%	0.1%	4.0%
Religioso	0.9%	2.2%	0.3%	0.2%	3.6%
Ecoturismo	0.9%	0.3%	0.0%	0.0%	1.1%
Tradición	0.4%	0.4%	0.2%	0.1%	1.1%
Gastronómico	0.5%	0.3%	0.0%	0.0%	0.7%
Deportivo	0.3%	0.3%	0.0%	0.1%	0.6%
Compra de Artesanías	0.1%	0.1%	0.0%	0.0%	0.3%
Salud	0.1%	0.0%	0.0%	0.1%	0.1%
No Contestó	20.9%	25.2%	3.5%	2.9%	52.4%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Con que sitios compararía la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
San Diego de la Unión, Gto.	0.1%	0.1%	0.0%	0.0%	0.2%
Irapuato, Gto.	0.0%	0.2%	0.0%	0.0%	0.2%
Jerez de García Salinas, Zac.	0.1%	0.1%	0.0%	0.0%	0.2%
Sonora, Son.	0.0%	0.1%	0.0%	0.0%	0.1%
Parral, Chih.	0.1%	0.0%	0.0%	0.0%	0.1%
Dolores Hidalgo, Gto.	0.0%	0.1%	0.0%	0.0%	0.1%
Salamanca, Gto.	0.0%	0.1%	0.0%	0.0%	0.1%
Guerrero, Gro.	0.0%	0.1%	0.0%	0.0%	0.1%
Nombre de Dios, Dgo.	0.0%	0.0%	0.1%	0.0%	0.1%
Huasca de Ocampo, Hgo.	0.0%	0.1%	0.0%	0.0%	0.1%
Villa de Bravo, Coah.	0.1%	0.0%	0.0%	0.0%	0.1%
Lagos de Moreno, Jal.	0.0%	0.1%	0.0%	0.0%	0.1%
San Fernando, Tamps.	0.1%	0.0%	0.0%	0.0%	0.1%
Tamaulipas, Tamps.	0.0%	0.1%	0.0%	0.0%	0.1%
Celaya, Gto.	0.1%	0.0%	0.0%	0.0%	0.1%
McAllen, E.U.A.	0.0%	0.1%	0.0%	0.0%	0.1%
Linares, N.L.	0.0%	0.1%	0.0%	0.0%	0.1%
Cañón del Sumidero, Chis.	0.0%	0.1%	0.0%	0.0%	0.1%
Río Bravo, Tamps.	0.0%	0.1%	0.0%	0.0%	0.1%
San Antonio, Tx.	0.0%	0.1%	0.0%	0.0%	0.1%
San Nicolás Tolentino, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.1%
Ciudad del Maíz, S.L.P.	0.0%	0.1%	0.0%	0.0%	0.1%
Atzacomulco, Méx.	0.0%	0.1%	0.0%	0.0%	0.1%
Pánuco, Ver.	0.0%	0.1%	0.0%	0.0%	0.1%
Tantoyuca, Ver.	0.0%	0.1%	0.0%	0.0%	0.1%
Plateros, Zac.	0.0%	0.1%	0.0%	0.0%	0.1%
Huaquechula, Pue.	0.0%	0.0%	0.0%	0.1%	0.1%
Jaral de Berrio, Gto.	0.1%	0.0%	0.0%	0.0%	0.1%
Villa de Reyes, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.1%
Abrego, Zac.	0.0%	0.1%	0.0%	0.0%	0.1%
Cadereyta Jiménez, N.L.	0.0%	0.1%	0.0%	0.0%	0.1%
Piedras Negras, Coah.	0.0%	0.1%	0.0%	0.0%	0.1%
No Contesto	0.0%	0.1%	0.0%	0.0%	0.1%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Recuerda Publicidad del Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Sí	17.0%	23.8%	3.2%	2.8%	46.8%
No	15.6%	20.2%	3.0%	1.8%	40.6%
No contesto	7.0%	4.4%	0.4%	0.8%	12.6%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Medio en que recuerda la publicidad

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Internet	8.0%	10.6%	2.0%	1.4%	22.0%
Televisión	5.2%	4.8%	0.2%	0.8%	11.0%
Espectaculares	3.4%	2.4%	0.6%	0.4%	6.8%
Familiares o amigos	2.4%	2.4%	0.6%	0.2%	5.6%
Folletos	1.8%	2.6%	0.2%	0.0%	4.6%
Facebook	1.8%	2.4%	0.0%	0.4%	4.6%
Periódico	0.8%	0.6%	0.2%	0.0%	1.6%
Revista	0.2%	0.6%	0.0%	0.0%	0.8%
Twitter	0.2%	0.2%	0.0%	0.0%	0.4%
Youtube	0.2%	0.2%	0.0%	0.0%	0.4%
No contesto	15.6%	21.6%	2.8%	2.2%	42.2%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Regresaría al Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Definitivamente sí	32.0%	38.6%	5.0%	2.2%	77.8%
Probablemente sí	5.4%	6.8%	1.4%	1.8%	15.4%
Probablemente no	0.2%	0.8%	0.0%	0.0%	1.0%
Definitivamente no	0.0%	0.0%	0.0%	0.0%	0.0%
No Contesto	2.0%	2.2%	0.2%	1.4%	5.8%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Recomendaría el Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Definitivamente sí	31.0%	36.6%	5.4%	2.8%	75.8%
Probablemente sí	6.2%	9.4%	1.0%	1.0%	17.6%
Probablemente no	0.6%	0.4%	0.0%	0.0%	1.0%
Definitivamente no	0.0%	0.0%	0.0%	0.0%	0.0%
No Contesto	1.8%	2.0%	0.2%	1.6%	5.6%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Ciudad de Origen

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Cd. Mier, Tamps.	0.0%	0.2%	0.0%	0.0%	0.2%
Cuautitlán Izcalli, Méx.	0.0%	0.2%	0.0%	0.0%	0.2%
Azcapotzalco, Méx.	0.2%	0.0%	0.0%	0.0%	0.2%
Coyoacán, Méx.	0.0%	0.2%	0.0%	0.0%	0.2%
Nogales, Son.	0.0%	0.2%	0.0%	0.0%	0.2%
San Pedro, N.L.	0.0%	0.2%	0.0%	0.0%	0.2%
Río Grande, Zac.	0.2%	0.0%	0.0%	0.0%	0.2%
Piedras Negras, Coah.	0.0%	0.0%	0.2%	0.0%	0.2%
Seattle, E.U.A.	0.2%	0.0%	0.0%	0.0%	0.2%
Ciudad del Maíz, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Carapan, Mich.	0.2%	0.0%	0.0%	0.0%	0.2%
Darlington, E.U.A.	0.2%	0.0%	0.0%	0.0%	0.2%
Kentucky, E.U.A.	0.2%	0.0%	0.0%	0.0%	0.2%
Zaragoza, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Phoenix, E.U.A.	0.2%	0.0%	0.0%	0.0%	0.2%
Nashville, E.U.A.	0.0%	0.2%	0.0%	0.0%	0.2%
Philadelphia, E.U.A.	0.2%	0.0%	0.0%	0.0%	0.2%
Minnesota, E.U.A.	0.0%	0.2%	0.0%	0.0%	0.2%
Los Ángeles, E.U.A.	0.0%	0.0%	0.2%	0.0%	0.2%
Toronto, Ca.	0.2%	0.0%	0.0%	0.0%	0.2%
Ensenada, B.C.	0.0%	0.2%	0.0%	0.0%	0.2%
San Ciro de Agusta, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Santa María del Río, Charco Cerrado, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Lagunillas, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
El Quelital, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Michigan, E.U.A	0.0%	0.2%	0.0%	0.0%	0.2%
Boston, E.U.A.	0.0%	0.0%	0.2%	0.0%	0.2%
Bogotá, Co.	0.2%	0.0%	0.0%	0.0%	0.2%
Nuevo León, N.L.	0.2%	0.0%	0.0%	0.0%	0.2%
Alabama, E.U.A.	0.0%	0.2%	0.0%	0.0%	0.2%
San Diego, E.U.A.	0.0%	0.2%	0.0%	0.0%	0.2%
No Contesto	2.8%	1.8%	0.2%	1.2%	6.0%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Estado de Origen del Entrevistado

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Nuevo León	15.6%	16.8%	2.4%	1.4%	36.2%
San Luis Potosí	5.0%	4.2%	0.4%	0.0%	9.6%
Tamaulipas	3.2%	5.0%	0.8%	0.6%	9.6%
Texas	1.6%	4.4%	0.2%	1.0%	7.2%
Estado de México	2.2%	3.2%	0.4%	0.4%	6.2%
Coahuila	2.2%	2.4%	0.6%	0.4%	5.6%
Estados Unidos	1.8%	2.8%	0.4%	0.2%	5.2%
Querétaro	0.2%	1.8%	0.2%	0.2%	2.4%
Guanajuato	1.0%	1.0%	0.0%	0.0%	2.0%
Jalisco	1.0%	1.0%	0.0%	0.0%	2.0%
Zacatecas	0.8%	0.8%	0.4%	0.0%	2.0%
Durango	0.6%	0.6%	0.0%	0.0%	1.2%
Puebla	0.4%	0.6%	0.0%	0.2%	1.2%
Michoacán	0.2%	0.4%	0.4%	0.0%	1.0%
Hidalgo	0.2%	0.4%	0.0%	0.0%	0.6%
Oaxaca	0.2%	0.4%	0.0%	0.0%	0.6%
Yucatán	0.4%	0.2%	0.0%	0.0%	0.6%
Canadá	0.2%	0.2%	0.2%	0.0%	0.6%
Aguascalientes	0.2%	0.2%	0.0%	0.0%	0.4%
Baja California	0.0%	0.4%	0.0%	0.0%	0.4%
Chihuahua	0.4%	0.0%	0.0%	0.0%	0.4%
Sinaloa	0.4%	0.0%	0.0%	0.0%	0.4%
Sonora	0.2%	0.2%	0.0%	0.0%	0.4%
Veracruz	0.4%	0.0%	0.0%	0.0%	0.4%
España	0.0%	0.2%	0.0%	0.0%	0.2%
Panamá	0.0%	0.0%	0.2%	0.0%	0.2%
Colombia	0.2%	0.0%	0.0%	0.0%	0.2%
No contesto	1.0%	1.2%	0.0%	1.0%	3.2%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Sexo del entrevistado

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Mujer	17.6%	17.6%	2.0%	1.8%	39.0%
Hombre	17.4%	25.6%	3.8%	1.6%	48.4%
No contesto	4.6%	5.2%	0.8%	2.0%	12.6%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Edad Promedio de los Entrevistados

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
18 a 24 años	12.4%	0.0%	0.0%	0.0%	12.4%
25 a 31 años	27.2%	0.0%	0.0%	0.0%	27.2%
32 a 38 años	0.0%	20.8%	0.0%	0.0%	20.8%
39 a 45 años	0.0%	15.8%	0.0%	0.0%	15.8%
46 a 58 años	0.0%	11.8%	0.0%	0.0%	11.8%
Más de 58 años	0.0%	0.0%	6.6%	0.0%	6.6%
No Contesto	0.0%	0.0%	0.0%	5.4%	5.4%
Total	39.6%	48.4%	6.6%	5.4%	100.0%

Ocupación de los Entrevistados

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Empleado Privado	10.0%	12.4%	0.6%	0.4%	23.4%
Labores del Hogar	4.8%	9.4%	0.6%	0.6%	15.4%
Por cuenta propia	6.6%	8.2%	0.6%	0.2%	15.6%
Empleado de Gobierno	4.2%	4.4%	0.4%	0.4%	9.4%
Comerciante	1.8%	5.2%	0.4%	0.4%	7.8%
Un oficio (plomero, carpintero, etc.)	0.8%	4.6%	0.0%	0.6%	6.0%
Estudiante	5.6%	0.0%	0.0%	0.0%	5.6%
Retirado / Jubilado	0.0%	1.2%	3.4%	0.0%	4.6%
Empresario(a)	1.6%	1.4%	0.4%	0.0%	3.4%
Otro	0.4%	0.8%	0.2%	0.0%	1.4%
No Contesto	3.8%	0.8%	0.0%	2.8%	7.4%
Total	39.6%	48.4%	6.6%	5.4%	100.0%



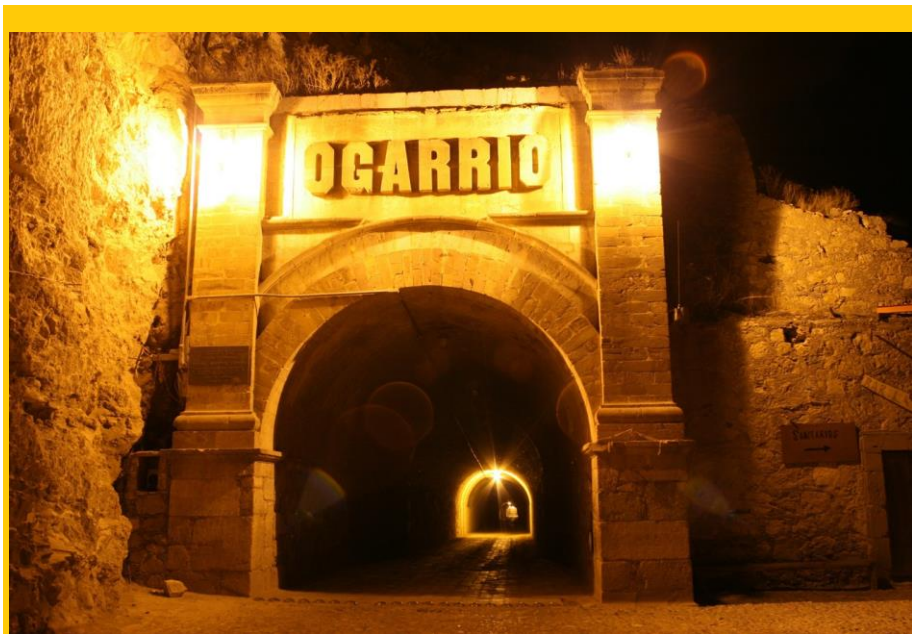
Tu destino...

PERFIL DEL VISITANTE

REGIÓN ALTIPLANO

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

INVIERNO 2019



RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Lugar de Encuesta

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Real de Catorce	10.0%	3.0%	0.8%	1.2%	13.6%	1.4%	30.0%
Matehuala	6.8%	1.2%	0.6%	2.2%	16.8%	2.4%	30.0%
Villa de la Paz	3.4%	0.4%	0.0%	0.8%	4.2%	1.2%	10.0%
Charcas	5.2%	0.2%	0.0%	0.4%	4.2%	0.0%	10.0%
Guadalcázar	4.8%	0.0%	0.0%	0.0%	4.8%	0.4%	10.0%
Venado	4.2%	0.6%	0.0%	0.8%	3.8%	0.6%	10.0%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Frecuencia con que visita el Destino

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Primera vez	8.8%	3.0%	0.8%	1.8%	15.0%	2.4%	31.8%
Una vez al año	10.8%	0.8%	0.4%	1.2%	13.2%	1.6%	28.0%
Dos veces al año	8.2%	0.8%	0.0%	1.2%	12.2%	1.0%	23.4%
Tres o más veces al año	6.2%	0.4%	0.2%	1.2%	7.0%	1.0%	16.0%
No contesto	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.8%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Noches que permanecerá en la Región

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Ninguna	13.0%	1.8%	0.0%	1.4%	12.8%	2.2%	31.2%
Una noche	5.8%	1.2%	0.4%	1.4%	6.0%	0.6%	15.4%
Dos noches	6.8%	0.8%	0.4%	0.8%	7.8%	0.4%	17.0%
Tres noches	3.8%	0.6%	0.4%	0.8%	6.6%	1.0%	13.2%
Cuatro noches	1.8%	0.6%	0.0%	0.2%	3.4%	0.4%	6.4%
Cinco noches	0.8%	0.0%	0.2%	0.2%	2.8%	0.4%	4.4%
Seis noches	0.2%	0.2%	0.0%	0.0%	2.0%	0.4%	2.8%
Siete noches	0.2%	0.0%	0.0%	0.2%	1.2%	0.4%	2.0%
Ocho noches	1.0%	0.2%	0.0%	0.4%	1.6%	0.0%	3.2%
Diez noches	0.2%	0.0%	0.0%	0.0%	1.6%	0.0%	1.8%
Más de Diez noches	0.8%	0.0%	0.0%	0.0%	1.6%	0.0%	2.4%
No contesto	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Lugar donde se esta hospedando

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Hotel	13.6%	3.6%	1.2%	3.2%	19.6%	2.8%	44.0%
Familia / Amigos	10.0%	1.2%	0.2%	1.8%	19.0%	1.8%	34.0%
Acampará	1.0%	0.0%	0.0%	0.4%	0.2%	0.0%	1.6%
Vivienda Rentada	0.8%	0.0%	0.0%	0.0%	0.8%	0.0%	1.6%
No contesto	9.0%	0.6%	0.0%	0.0%	7.8%	1.4%	18.8%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Nombre Hotel donde Hospeda

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Hotel Tony John, Charcas	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Hotel Real de Alcázar, Guadalcázar	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Villa Rincón de la Catrina, Catorce	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Hotel Mesón del Tío Juan, Matehuala	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Hotel Salomón, Venado	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.4%
El Ángel y El Corazón, Catorce	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Hotel Corral del Conde II, Catorce	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel Clave de Sol, Catorce	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel El Rincón Mágico, Catorce	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Hotel Casa Blanca, Matehuala	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Catorce Capital, Catorce	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%
Hotel Los Arcos , Catorce	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%
Hotel Plaza Ogarrío, Catorce	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel María Esther, Matehuala	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel Palacio Imperial, Matehuala	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Hotel Roma, Charcas	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Casa Samaniego, Catorce	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hacienda Encantada, Catorce	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Hotel La Casona, Matehuala	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Hotel Cedral	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Hotel Desierto, Cedral	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%
No contesto	20.8%	1.8%	0.2%	2.2%	27.8%	3.2%	56.0%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Número de Acompañantes

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Uno	0.2%	0.4%	0.0%	0.0%	1.2%	0.0%	1.8%
Dos	9.0%	1.4%	0.4%	2.2%	13.0%	2.8%	28.8%
Tres	6.0%	0.4%	0.2%	0.0%	6.0%	0.2%	12.8%
Cuatro	3.6%	0.4%	0.2%	0.2%	3.0%	0.8%	8.2%
Cinco	2.2%	0.2%	0.0%	1.0%	4.6%	0.4%	8.4%
Seis	1.2%	0.2%	0.0%	0.2%	2.4%	0.6%	4.6%
Siete	0.6%	0.2%	0.0%	0.0%	0.4%	0.0%	1.2%
Ocho	0.6%	0.2%	0.0%	0.0%	2.2%	0.0%	3.0%
Nueve	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.6%
Diez	1.0%	0.2%	0.0%	0.4%	1.4%	0.2%	3.2%
Doce	0.2%	0.0%	0.0%	0.0%	0.6%	0.2%	1.0%
Catorce	0.6%	0.0%	0.0%	0.0%	0.2%	0.0%	0.8%
Quince	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.6%
Diecinueve	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Veinte	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%
Más de Veinte	0.2%	0.4%	0.0%	0.0%	1.2%	0.0%	1.8%
No contestó	7.8%	1.4%	0.4%	1.4%	10.8%	0.8%	22.6%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Forma de Viaje

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Solo	5.8%	1.0%	0.2%	0.8%	7.2%	0.2%	15.2%
Pareja	7.6%	1.4%	0.2%	2.0%	10.6%	2.6%	24.4%
Familia	16.2%	1.8%	0.6%	2.0%	23.4%	2.4%	46.4%
Amistades	3.2%	0.2%	0.4%	0.0%	2.8%	0.6%	7.2%
Agrupación	1.0%	0.6%	0.0%	0.4%	2.0%	0.0%	4.0%
No contestó	0.6%	0.4%	0.0%	0.2%	1.4%	0.2%	2.8%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Medio de Transporte Utilizado

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Automóvil	27.0%	3.6%	1.0%	4.4%	33.8%	4.4%	74.2%
Autobús de línea	5.6%	0.6%	0.0%	0.4%	8.4%	0.6%	15.6%
Autobús rentado	0.6%	0.6%	0.4%	0.0%	3.2%	0.0%	4.8%
Avión	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.4%
No contestó	1.2%	0.4%	0.0%	0.6%	1.8%	1.0%	5.0%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Gasto Promedio en Hospedaje

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
400 a 500 pesos	2.4%	0.0%	0.0%	1.0%	4.8%	0.8%	9.0%
501 a 600 pesos	2.6%	0.2%	0.6%	0.2%	6.4%	1.0%	11.0%
601 a 800 pesos	1.4%	0.4%	0.4%	0.6%	2.0%	0.6%	5.4%
801 a 999 pesos	2.2%	0.6%	0.0%	0.6%	3.4%	0.0%	6.8%
Más de 1,000 pesos	5.8%	2.0%	0.4%	1.2%	7.0%	0.8%	17.2%
No contestó	20.0%	2.2%	0.0%	1.8%	23.8%	2.8%	50.6%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Gasto Promedio en Compras

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
De 200 a 300 pesos	7.2%	1.0%	0.4%	0.8%	8.4%	0.6%	18.4%
De 301 a 400 pesos	5.2%	1.0%	0.2%	0.8%	10.2%	1.8%	19.2%
De 451 a 500 pesos	2.0%	0.2%	0.2%	0.2%	4.0%	0.8%	7.4%
De 501 a 600 pesos	1.8%	0.4%	0.0%	0.0%	3.8%	0.2%	6.2%
Más de 600 pesos	5.4%	1.6%	0.2%	0.8%	5.4%	0.6%	14.0%
No contestó	12.8%	1.2%	0.4%	2.8%	15.6%	2.0%	34.8%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
De 200 a 300 pesos	11.4%	1.4%	0.2%	1.6%	14.6%	1.0%	30.2%
De 301 a 400 pesos	6.4%	1.4%	0.0%	1.0%	12.8%	1.8%	23.4%
De 451 a 500 pesos	4.2%	0.2%	0.4%	0.6%	7.2%	0.6%	13.2%
De 501 a 600 pesos	2.2%	0.6%	0.6%	0.2%	4.0%	0.6%	8.2%
Más de 600 pesos	5.2%	1.4%	0.2%	1.2%	4.6%	0.2%	12.8%
No contestó	5.0%	0.4%	0.0%	0.8%	4.2%	1.8%	12.2%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Gasto Promedio en Suvenires

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
De 200 a 300 pesos	7.4%	1.2%	0.8%	0.6%	8.8%	1.4%	20.2%
De 301 a 400 pesos	3.0%	1.0%	0.4%	0.6%	7.0%	0.8%	12.8%
De 451 a 500 pesos	4.6%	0.8%	0.0%	0.8%	7.4%	0.6%	14.2%
De 501 a 600 pesos	0.4%	0.4%	0.2%	0.0%	3.6%	0.8%	5.4%
Más de 600 pesos	2.4%	0.2%	0.0%	0.8%	2.8%	0.2%	6.4%
No contesto	16.6%	1.8%	0.0%	2.6%	17.8%	2.2%	41.0%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Gasto Promedio en Transportación Local

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
De 200 a 300 pesos	3.6%	0.4%	0.4%	0.8%	3.8%	0.4%	9.4%
De 301 a 400 pesos	1.2%	0.8%	0.0%	0.6%	2.0%	0.6%	5.2%
De 451 a 500 pesos	0.8%	0.0%	0.0%	0.0%	2.2%	0.0%	3.0%
De 501 a 600 pesos	1.0%	0.0%	0.2%	0.0%	2.4%	1.0%	4.6%
Más de 600 pesos	0.8%	0.2%	0.0%	0.2%	2.6%	0.2%	4.0%
No contesto	27.0%	4.0%	0.8%	3.8%	34.4%	3.8%	73.8%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Gasto Promedio en Gasolina

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
De 200 a 300 pesos	5.2%	0.2%	0.0%	0.8%	5.6%	0.6%	12.4%
De 301 a 400 pesos	1.4%	0.2%	0.2%	0.2%	6.0%	0.8%	8.8%
De 451 a 500 pesos	1.6%	0.6%	0.2%	0.6%	2.0%	0.0%	5.0%
De 501 a 600 pesos	2.2%	0.4%	0.2%	0.0%	2.8%	0.6%	6.2%
Más de 600 pesos	8.0%	1.4%	0.0%	1.4%	9.4%	1.2%	21.4%
No contesto	16.0%	2.6%	0.8%	2.4%	21.6%	2.8%	46.2%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Perfil del Visitante Invierno 2019 – Región Altiplano

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Razón Principal de Viaje a la Región

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Visita a familiares	4.5%	0.3%	0.1%	0.9%	6.8%	0.8%	13.3%
Descanso/Vacaciones	3.3%	0.7%	0.3%	0.7%	4.9%	0.7%	10.7%
Turismo de Aventura	2.0%	0.7%	0.1%	0.4%	3.1%	0.3%	6.6%
Cultural	1.7%	0.3%	0.3%	0.4%	2.3%	0.5%	5.4%
Negocios	1.7%	0.2%	0.0%	0.4%	1.7%	0.1%	4.0%
Religioso	1.1%	0.2%	0.0%	0.0%	2.1%	0.2%	3.6%
Ecoturismo	0.3%	0.1%	0.0%	0.1%	0.7%	0.0%	1.1%
Tradición	0.5%	0.1%	0.0%	0.1%	0.4%	0.0%	1.1%
Gastronómico	0.2%	0.0%	0.0%	0.1%	0.3%	0.2%	0.7%
Deportivo	0.1%	0.0%	0.0%	0.0%	0.4%	0.1%	0.6%
Compra de Artesanías	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%
Salud	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%
No Contestó	18.8%	2.7%	0.7%	2.4%	24.6%	3.2%	52.4%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Con que sitios compararía la Región

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
San Diego de la Unión, Gto.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Irapuato, Gto.	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Jerez de García Salinas, Zac.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Sonora, Son.	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
Parral, Chih.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Dolores Hidalgo, Gto.	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Salamanca, Gto.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Guerrero, Gro.	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Nombre de Dios, Dgo.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Huasca de Ocampo, Hgo.	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Villa de Bravo, Coah.	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Lagos de Moreno, Jal.	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
San Fernando, Tamps.	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Tamaulipas, Tamps.	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Celaya, Gto.	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
McAllen, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Linares, N.L.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Cañón del Sumidero, Chis.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Río Bravo, Tamps.	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
San Antonio, Tx.	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
San Nicolás Tolentino, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Ciudad del Maíz, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Atacomulco, Méx.	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Pánuco, Ver.	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tantoyuca, Ver.	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Plateros, Zac.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Huaquechula, Pue.	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Jaral de Berrio, Gto.	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Villa de Reyes, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Abrego, Zac.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Cadereyta Jiménez, N.L.	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Piedras Negras, Coah.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
No Contesto	20.3%	2.8%	0.7%	2.8%	30.5%	5.1%	62.2%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Perfil del Visitante Invierno 2019 – Región Altiplano

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Recuerda Publicidad del Destino

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Sí	15.0%	2.6%	1.0%	2.6%	22.6%	3.0%	46.8%
No	16.6%	1.0%	0.2%	1.6%	19.4%	1.8%	40.6%
No contesto	2.8%	1.8%	0.2%	1.2%	5.4%	1.2%	12.6%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Medio en que recuerda la publicidad

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Internet	6.0%	2.0%	0.8%	1.6%	10.4%	1.2%	22.0%
Televisión	4.0%	1.2%	0.0%	0.4%	4.4%	1.0%	11.0%
Espectaculares	2.0%	0.2%	0.2%	0.6%	3.6%	0.2%	6.8%
Familiares o amigos	1.0%	0.6%	0.0%	0.4%	3.0%	0.6%	5.6%
Folletos	2.4%	0.2%	0.0%	0.2%	1.8%	0.0%	4.6%
Facebook	2.2%	0.0%	0.0%	0.0%	1.8%	0.6%	4.6%
Periódico	0.0%	0.2%	0.2%	0.4%	0.6%	0.2%	1.6%
Revista	0.4%	0.0%	0.0%	0.0%	0.4%	0.0%	0.8%
Twitter	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.4%
Youtube	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
No contesto	16.4%	1.0%	0.2%	1.6%	20.8%	2.2%	42.2%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Regresaría al Destino

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Definitivamente sí	27.2%	4.2%	1.2%	4.2%	37.8%	3.2%	77.8%
Probablemente sí	5.6%	0.8%	0.2%	1.0%	6.6%	1.2%	15.4%
Probablemente no	0.0%	0.2%	0.0%	0.2%	0.4%	0.2%	1.0%
Definitivamente no	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No Contesto	1.6%	0.2%	0.0%	0.0%	2.6%	1.4%	5.8%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Recomendaría el Destino

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Definitivamente sí	26.8%	4.0%	1.4%	4.2%	36.6%	2.8%	75.8%
Probablemente sí	6.0%	1.0%	0.0%	0.8%	8.2%	1.6%	17.6%
Probablemente no	0.4%	0.0%	0.0%	0.4%	0.2%	0.0%	1.0%
Definitivamente no	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No Contesto	1.2%	0.4%	0.0%	0.0%	2.4%	1.6%	5.6%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Ciudad de Origen

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Monclova, Coah.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Ciudad Victoria, Tamps.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
California, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Madero, Tamps.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Durango, Dgo.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Tula, Tamps.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Chihuahua, Chih.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Pachuca, Hgo.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Aguascalientes, Ags.	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.4%
Veracruz, Ver.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Nombre de Dios, Dgo.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
San Nicolás, N.L.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Sabinas, Coah.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Ciudad Mante, Tamps.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Illinois, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Juárez, N.L.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Jerez de García Salinas, Montreál, Ca.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Gómez Palacio, Dgo.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Alberta, Ca.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Tamasopo, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Mazatlán, Sin.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Aramberri, N.L.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Irapuato, Gto.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Apodaca, N.L.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Tijuana, B.C.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hermosillo, Son.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Iturbide, N.L.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Salinas, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Texcoco, Méx.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Huejuquilla, Jal.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Madrid, Esp.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Celaya, Gto.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Cerritos, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%

Ciudad de Origen

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Monterrey, N.L.	34.4%	0.0%	0.0%	0.0%	0.0%	0.0%	34.4%
Ciudad de México	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	5.4%
San Luis Potosí, S.L.P.	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	2.8%
Saltillo, Coah.	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	2.6%
Querétaro, Qro.	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	2.4%
Dallas, Tx.	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	2.4%
Houston, Tx.	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	2.4%
Tampico, Tamps.	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	2.0%
Matamoros, Tamps.	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	1.8%
Reynosa, Tamps.	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	1.8%
Zacatecas, Zac.	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	1.6%
Nuevo Laredo, Tamps.	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.4%
Guadalajara, Jal.	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.4%
Ciudad Valles, S.L.P.	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.4%
Puebla, Pue.	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.2%
Austin, Tx.	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
Guanajuato, Gto.	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.0%
Tamaulipas, Tamps.	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Río Verde, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Torreón, Coah.	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
San Antonio, Tx.	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Mexquitic de Carmona, Guanajuato, N.L.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Mérida, Yuc.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
León, Gto.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Morelia, Mich.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Oaxaca, Oax.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Coahuila, Coah.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Atlanta, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
McAllen, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Texas, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Zapopan, Jal.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Allende, N.L.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Galeana, N.L.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Ciudad de Origen

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Cd. Mier, Tamps.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Cuautitlán Izcalli, Méx.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Azcapotzalco, Méx.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Coyoacán, Méx.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Nogales, Son.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
San Pedro, N.L.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Río Grande, Zac.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Piedras Negras, Coah.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Seattle, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Ciudad del Maíz, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Carapan, Mich.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Darlington, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Kentucky, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Zaragoza, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Phoenix, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Nashville, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Philadelphia, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Minnesota, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Los Ángeles, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Toronto, Ca.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Ensenada, B.C.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
San Ciro de Agusta,	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Santa María del Río,	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Charco Cerrado, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Lagunillas, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
El Quelital, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Michigan, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Boston, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Bogotá, Co.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Nuevo León, N.L.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Alabama, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
San Diego, E.U.A.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
No Contesto	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	6.0%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Estado de Origen del Entrevistado

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Nuevo León	32.8%	0.0%	0.0%	0.0%	3.2%	0.2%	36.2%
San Luis Potosí	1.6%	0.0%	0.0%	0.0%	7.8%	0.2%	9.6%
Tamaulipas	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	9.6%
Texas	0.0%	0.0%	0.0%	0.0%	6.8%	0.4%	7.2%
Estado de México	0.0%	5.4%	0.0%	0.0%	0.8%	0.0%	6.2%
Coahuila	0.0%	0.0%	0.0%	0.0%	5.0%	0.6%	5.6%
Estados Unidos	0.0%	0.0%	0.0%	0.0%	4.8%	0.4%	5.2%
Querétaro	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	2.4%
Guanajuato	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	2.0%
Jalisco	0.0%	0.0%	1.4%	0.0%	0.6%	0.0%	2.0%
Zacatecas	0.0%	0.0%	0.0%	1.6%	0.4%	0.0%	2.0%
Durango	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%	1.2%
Puebla	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.2%
Michoacán	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	1.0%
Hidalgo	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.6%
Oaxaca	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Yucatán	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Canadá	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Aguascalientes	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.4%
Baja California	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Chihuahua	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Sinaloa	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.4%
Sonora	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Veracruz	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
España	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Panamá	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Colombia	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
No contestó	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	3.2%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Sexo del entrevistado

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Mujer	14.4%	1.0%	0.8%	1.4%	19.4%	2.0%	39.0%
Hombre	16.0%	3.4%	0.6%	3.0%	22.6%	2.8%	48.4%
No contesto	4.0%	1.0%	0.0%	1.0%	5.4%	1.2%	12.6%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Edad Promedio de los Entrevistados

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
18 a 24 años	4.0%	0.8%	0.4%	0.0%	6.4%	0.8%	12.4%
25 a 31 años	11.4%	1.2%	0.4%	1.4%	10.8%	2.0%	27.2%
32 a 38 años	6.2%	0.8%	0.4%	1.6%	11.6%	0.2%	20.8%
39 a 45 años	5.0%	1.2%	0.0%	1.4%	7.2%	1.0%	15.8%
46 a 58 años	4.6%	0.6%	0.2%	0.2%	5.6%	0.6%	11.8%
Más de 58 años	2.2%	0.4%	0.0%	0.6%	3.2%	0.2%	6.6%
No Contesto	1.0%	0.4%	0.0%	0.2%	2.6%	1.2%	5.4%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

Ocupación de los Entrevistados

Concepto	Monterrey	Ciudad de México	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Empleado Privado	8.0%	1.4%	0.6%	1.4%	11.0%	1.0%	23.4%
Labores del Hogar	5.2%	0.4%	0.2%	0.4%	8.6%	0.6%	15.4%
Por cuenta propia	4.4%	0.6%	0.2%	1.4%	7.4%	1.6%	15.6%
Empleado de Gobierno	4.0%	0.2%	0.2%	0.6%	3.6%	0.8%	9.4%
Comerciante	3.0%	0.4%	0.0%	0.6%	3.8%	0.0%	7.8%
Un oficio (plomero, carpintero, etc.)	1.6%	0.0%	0.0%	0.2%	4.0%	0.2%	6.0%
Estudiante	2.6%	0.6%	0.0%	0.0%	2.0%	0.4%	5.6%
Retirado / Jubilado	1.8%	0.6%	0.0%	0.2%	1.6%	0.4%	4.6%
Empresario(a)	1.2%	0.4%	0.0%	0.4%	1.4%	0.0%	3.4%
Otro	0.6%	0.0%	0.0%	0.0%	0.6%	0.2%	1.4%
No Contesto	2.0%	0.8%	0.2%	0.2%	3.4%	0.8%	7.4%
Total	34.4%	5.4%	1.4%	5.4%	47.4%	6.0%	100.0%

FICHA TÉCNICA

- **Invierno 14 al 31 Diciembre 2019**

Fecha de Levantamiento

- **Sitios y Parajes Turísticos del Altiplano Potosino**

Ámbito

- **Muestra no probabilística**

Diseño Muestral

- **Visitantes mayores de 18 años**

Universo

- **500 Encuestas**

Tamaño de la Muestra:

- **Levantamiento aleatorio de muestra heterogénea.**

Metodología de Campo

- **Cuestionario estructurado**

Instrumento de Recolección



PERFIL DEL VISITANTE

REGIÓN ALTIPLANO

INVIERNO 2019

