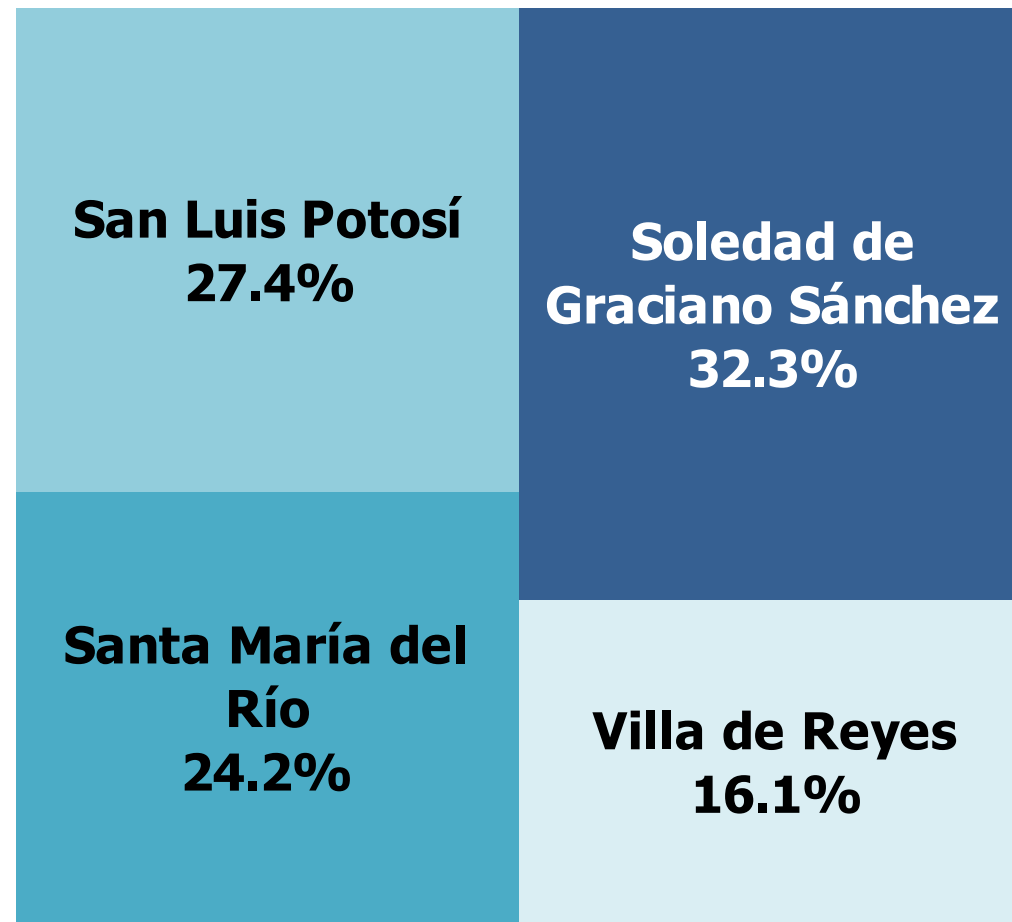




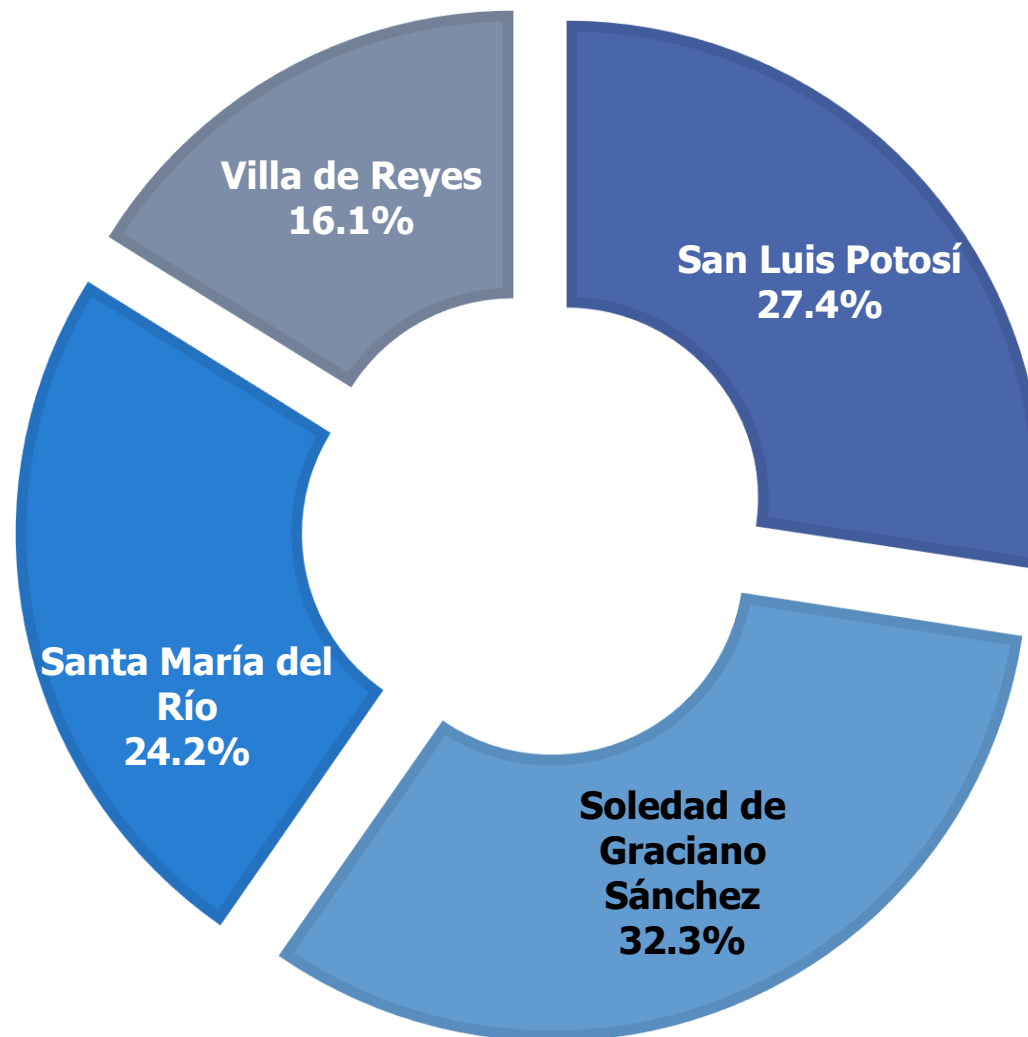
PERFIL DEL VISITANTE REGIÓN CENTRO INVIERNO 2019



LUGAR DE LEVANTAMIENTO DE LA ENCUESTA

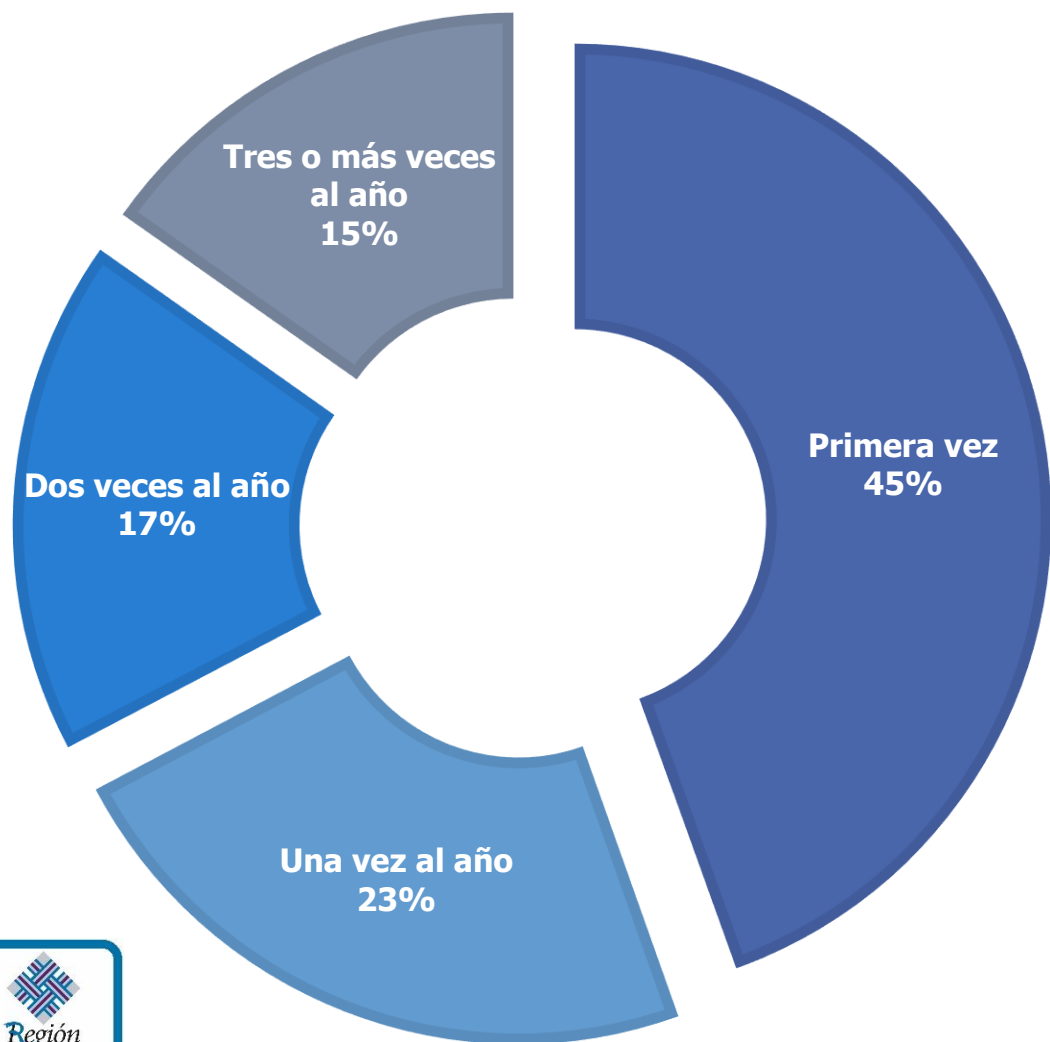


LUGAR DE ENCUESTA POR MUNICIPIO



Perfil del Visitante Invierno 2019 – Región Centro

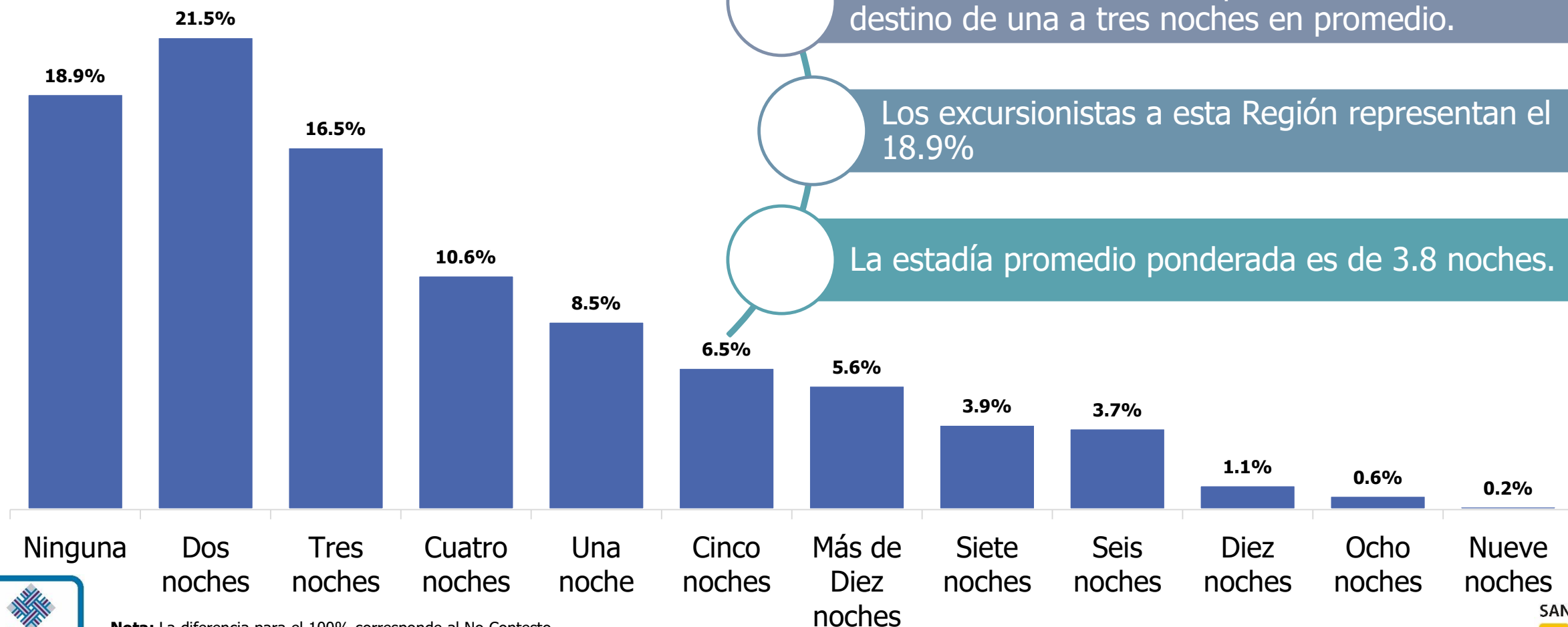
FRECUENCIA DE VISITA A LA REGIÓN



El 45.0% visita el destino por primera vez

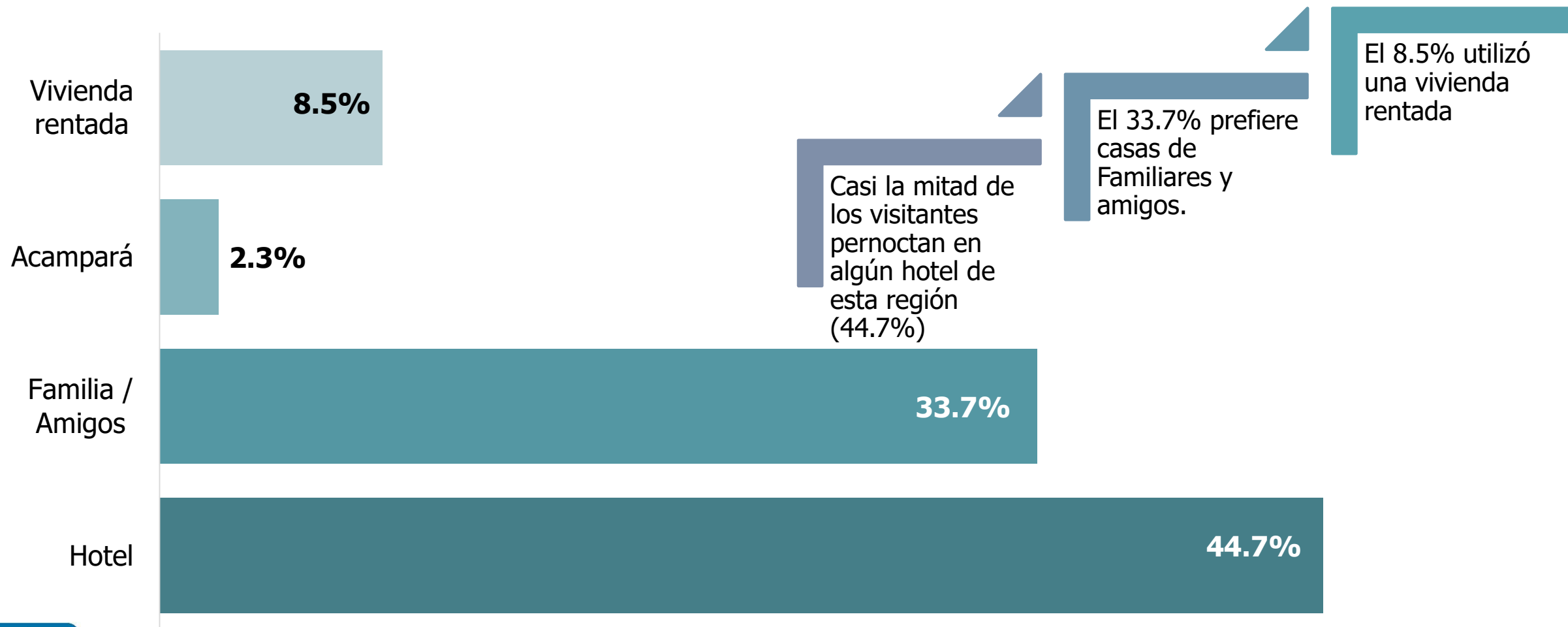
El turismo repetitivo representa el 54.7%

NOCHES DE ESTADÍA

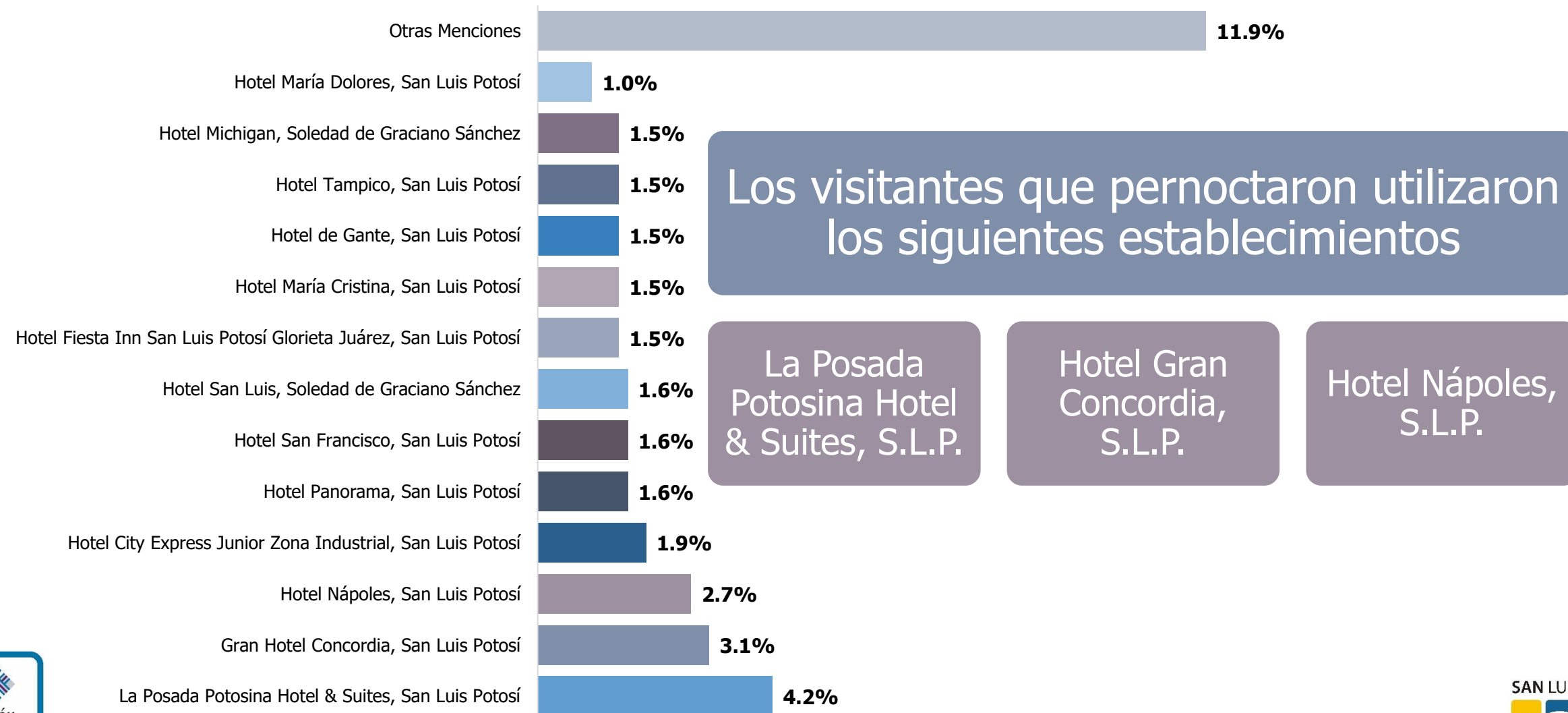


Nota: La diferencia para el 100% corresponde al No Contesto.

LUGAR DE HOSPEDAJE



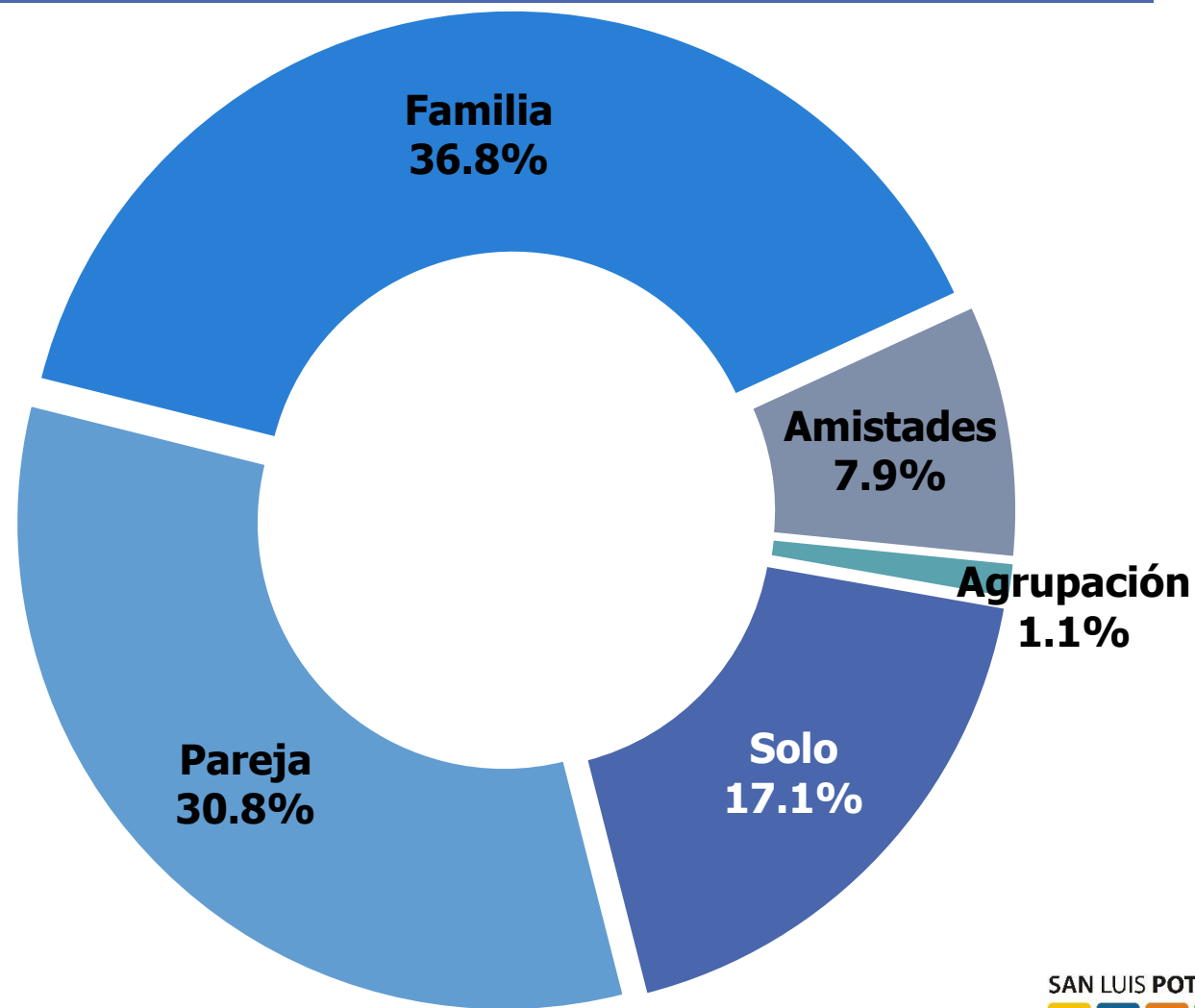
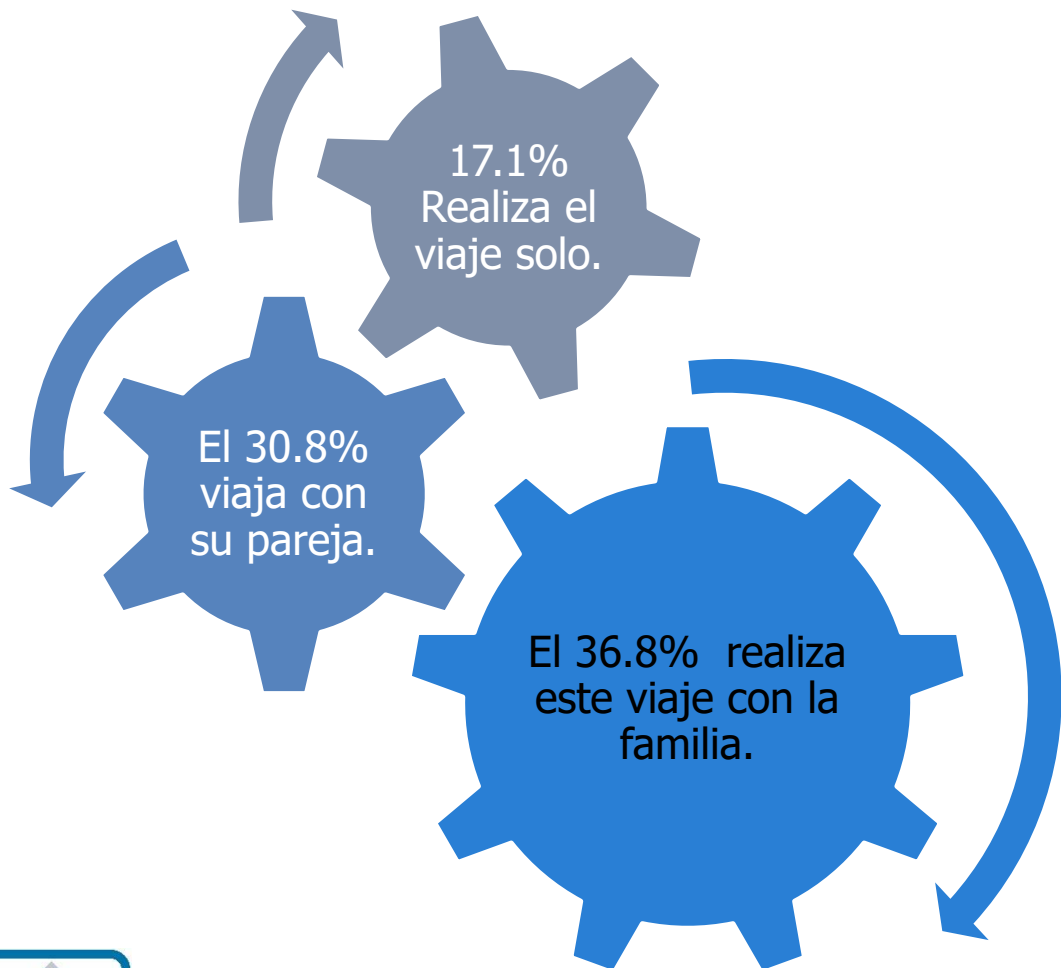
PRINCIPALES HOTELES DE HOSPEDAJE



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

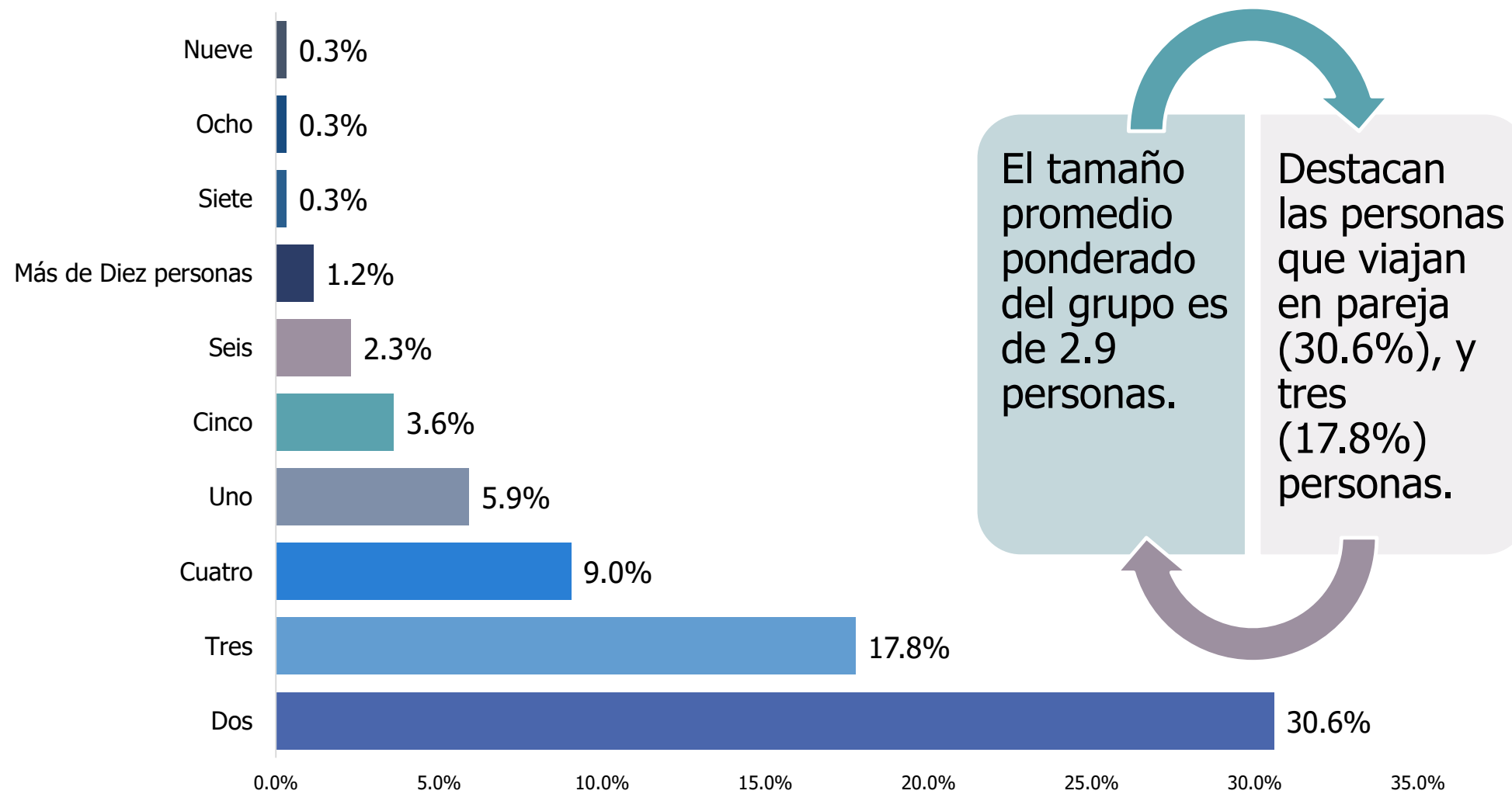
Perfil del Visitante Invierno 2019 – Región Centro

FORMA DE VIAJE DEL VISITANTE



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

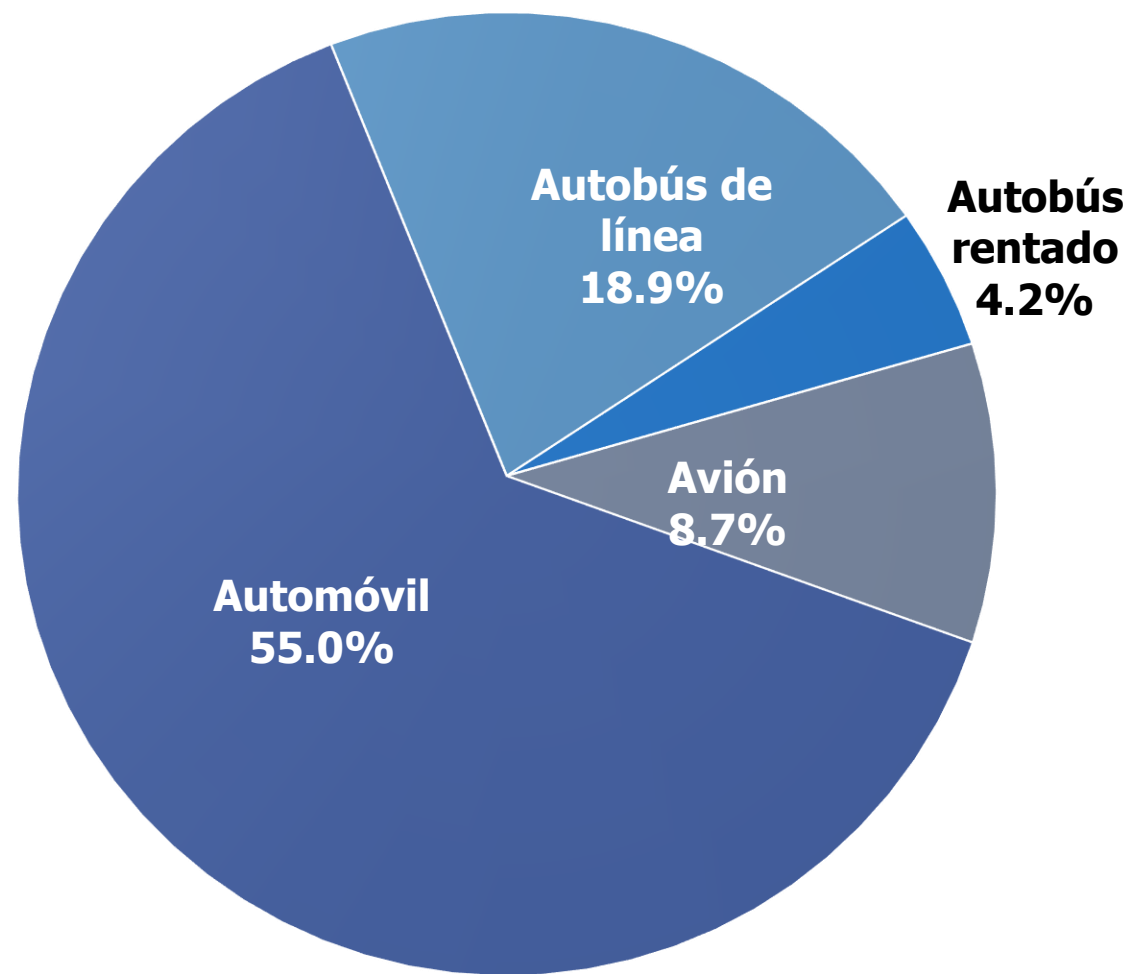
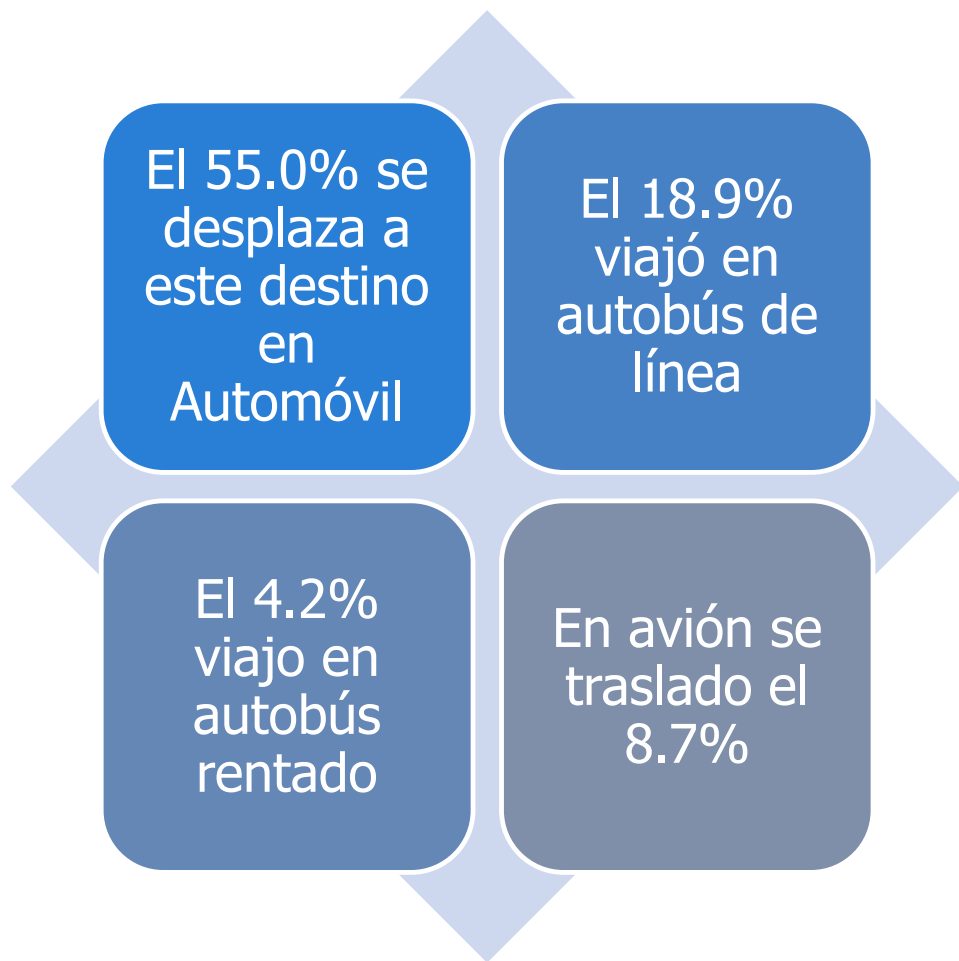
TAMAÑO DEL GRUPO DE VISITANTES



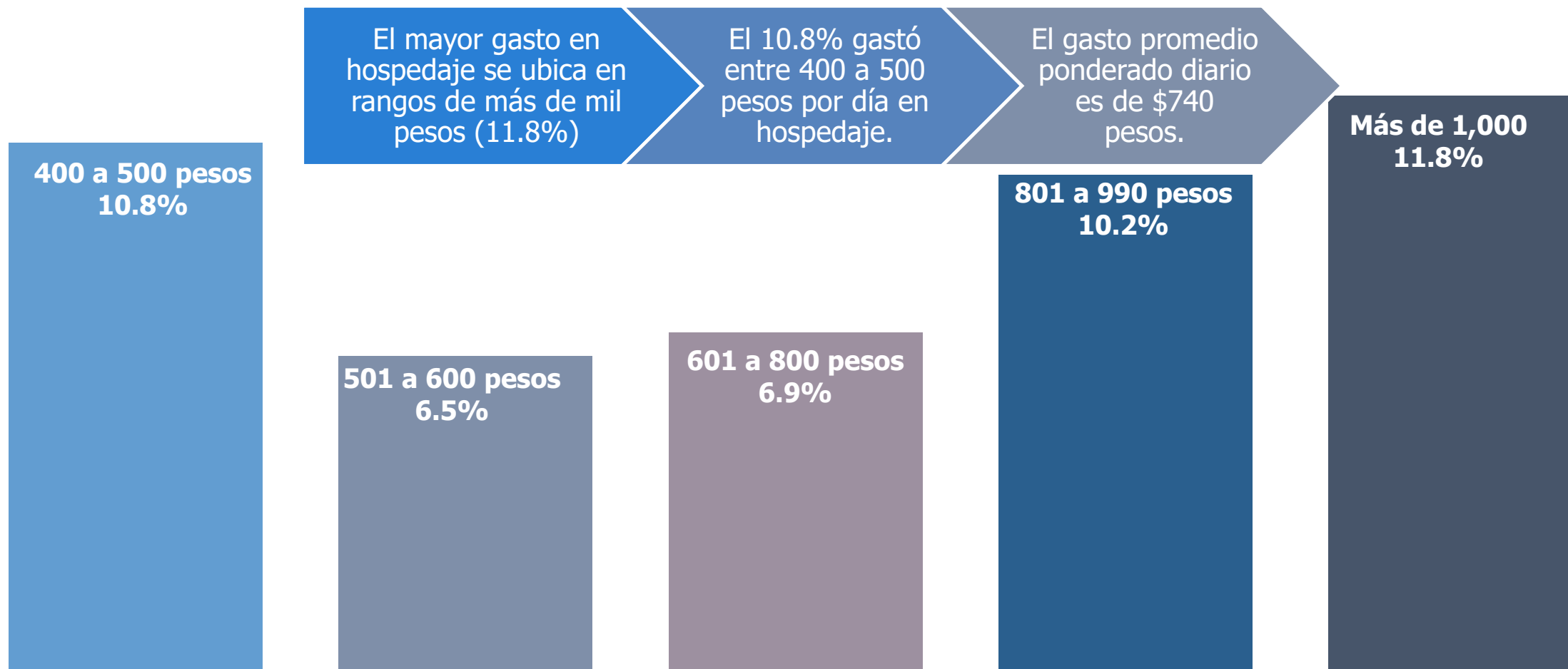
Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Invierno 2019 – Región Centro

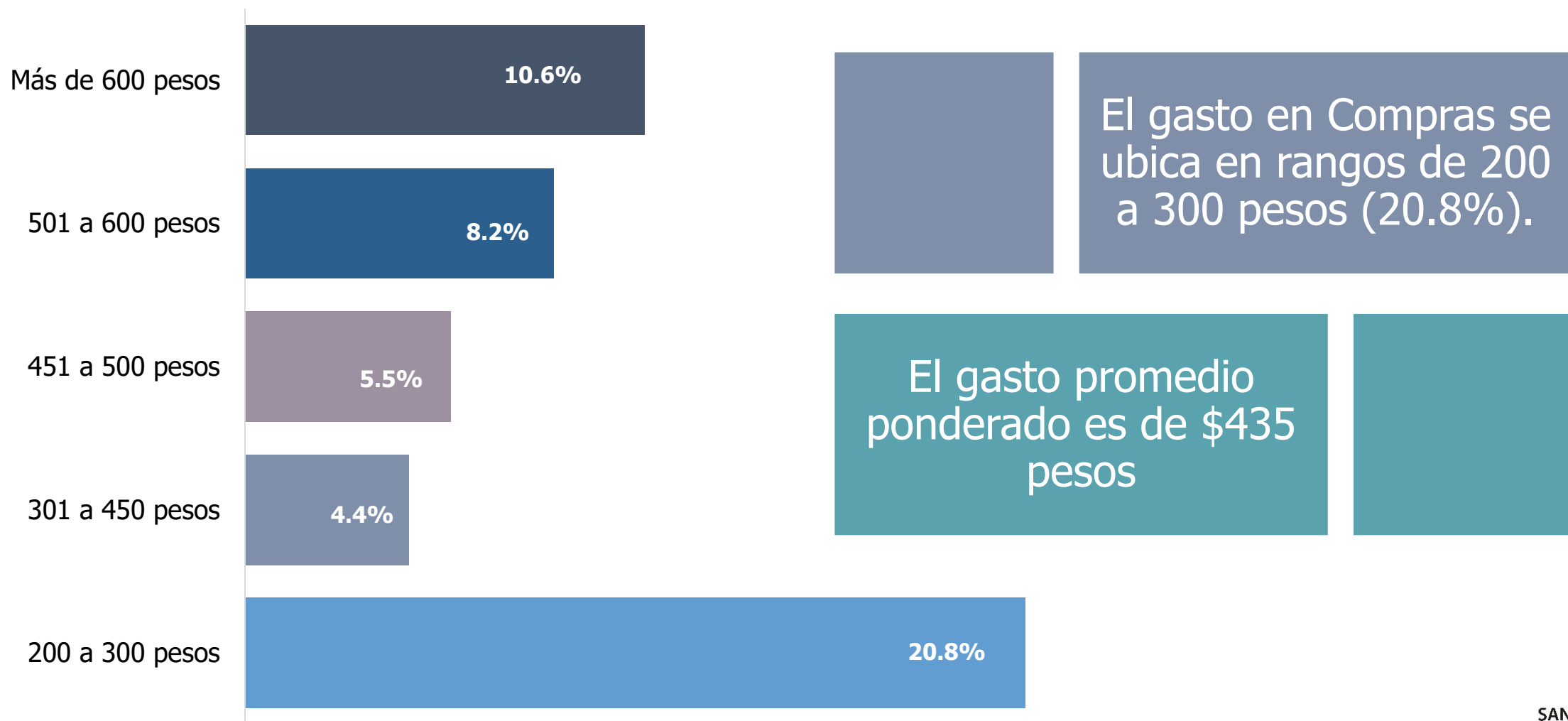
MEDIO DE TRANSPORTE PARA LLEGAR AL DESTINO



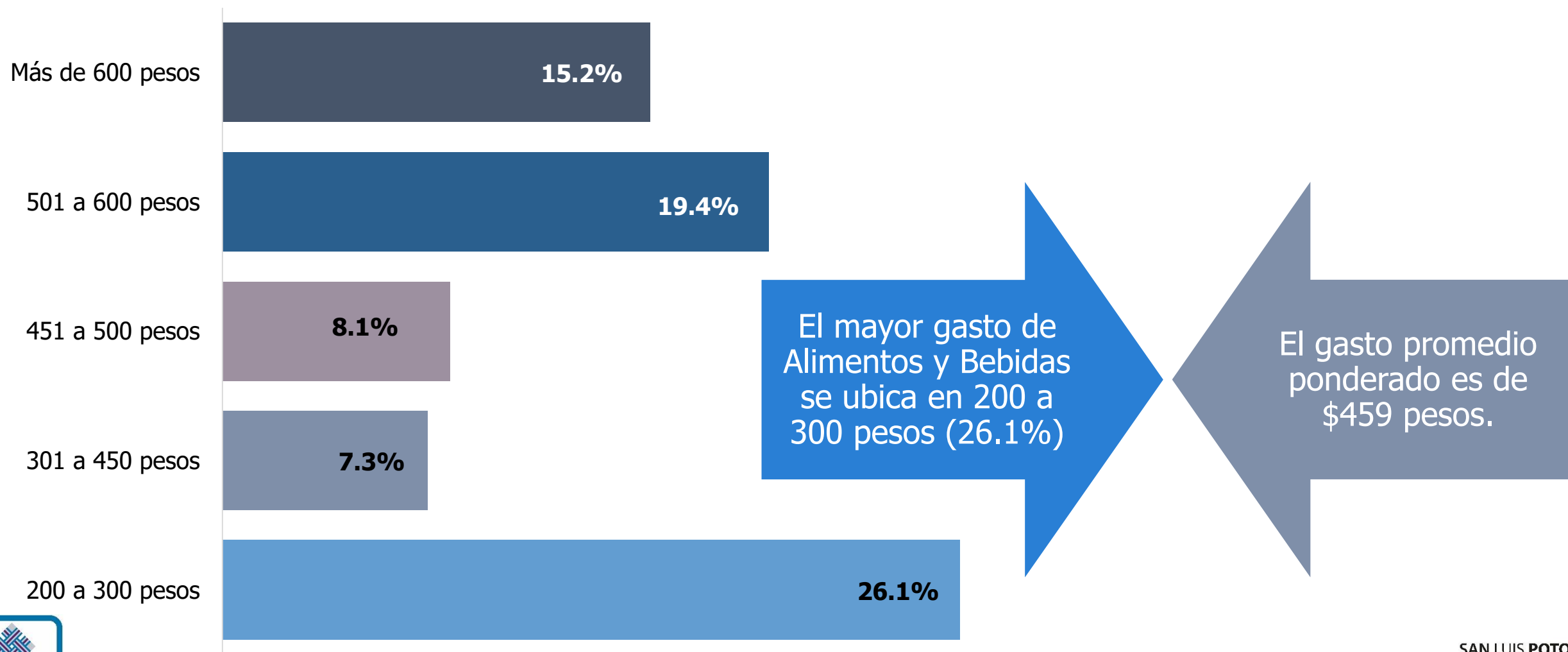
GASTO PROMEDIO - HOSPEDAJE



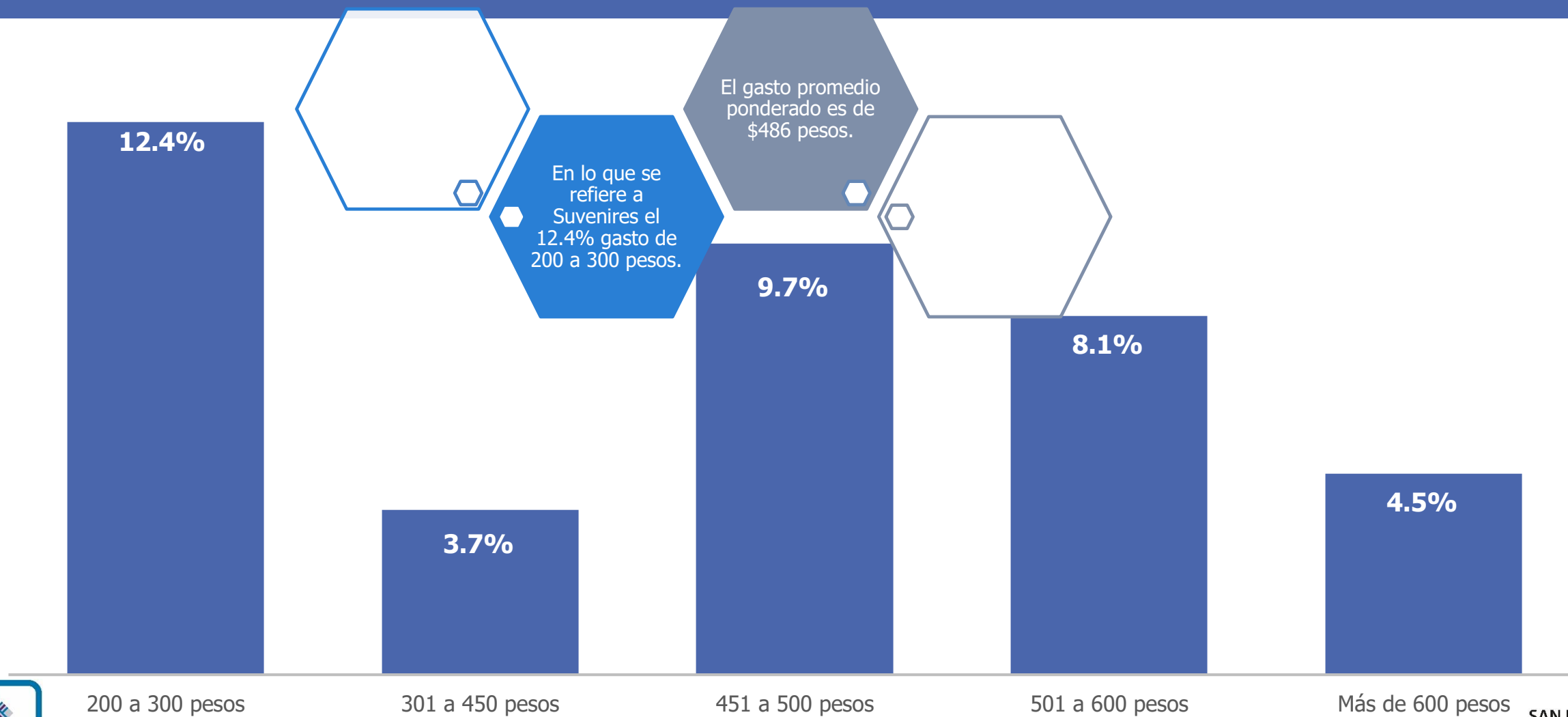
GASTO PROMEDIO - COMPRAS



GASTO PROMEDIO – ALIMENTOS Y BEBIDAS



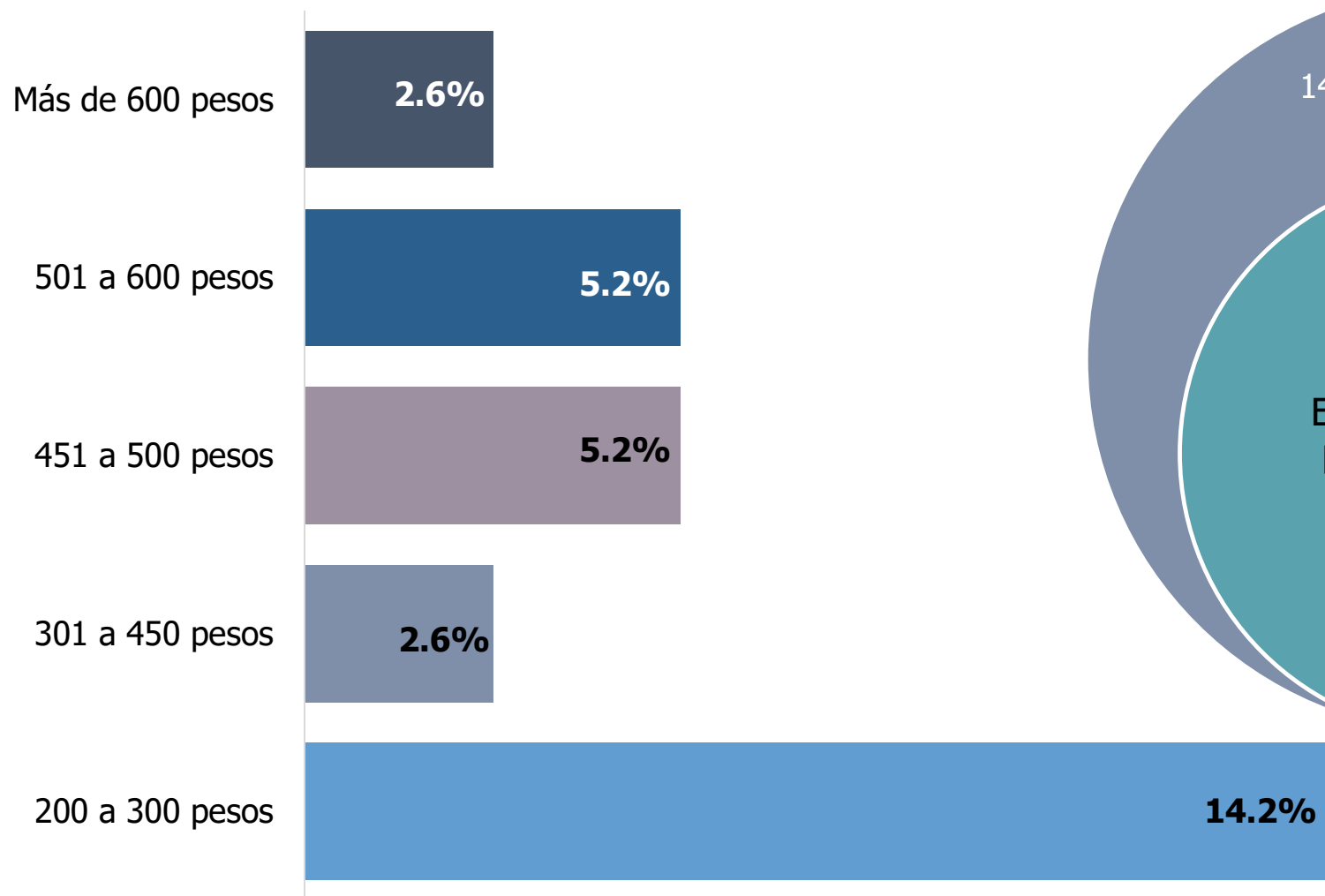
GASTO PROMEDIO - SUVENIRES



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

Perfil del Visitante Invierno 2019 – Región Centro

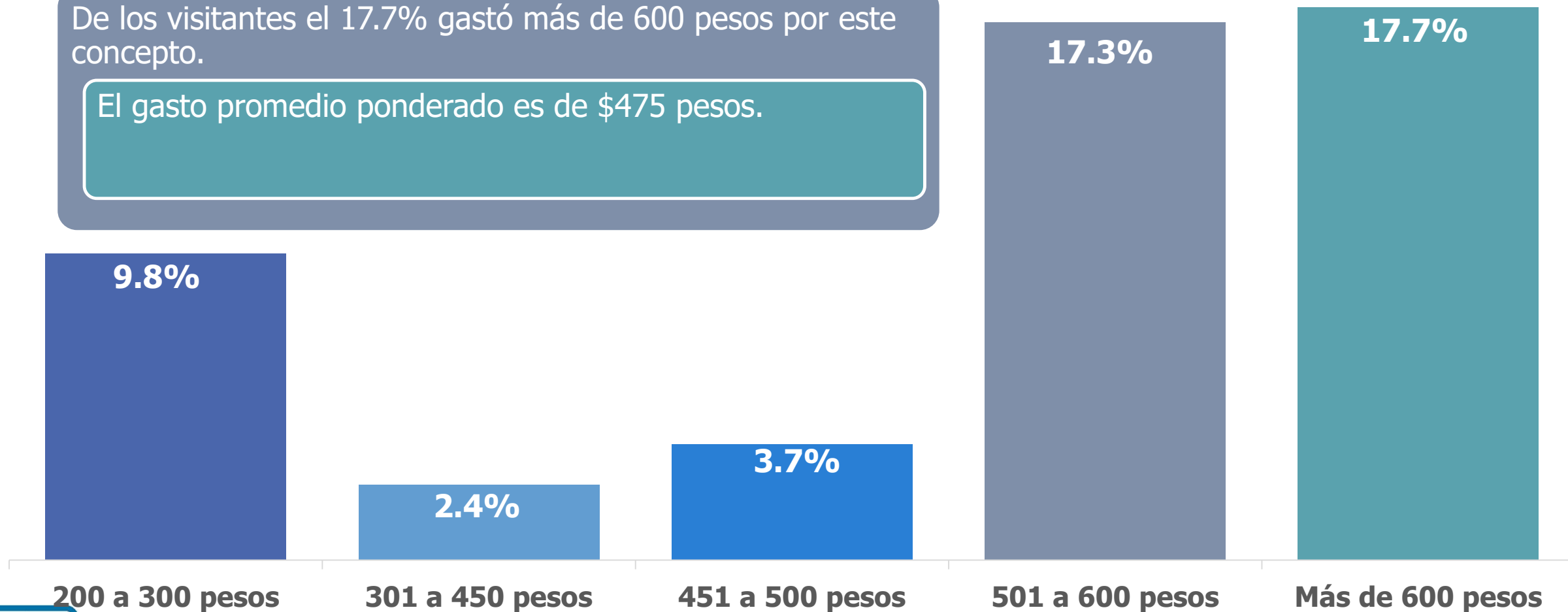
GASTO PROMEDIO – TRANSPORTACIÓN LOCAL



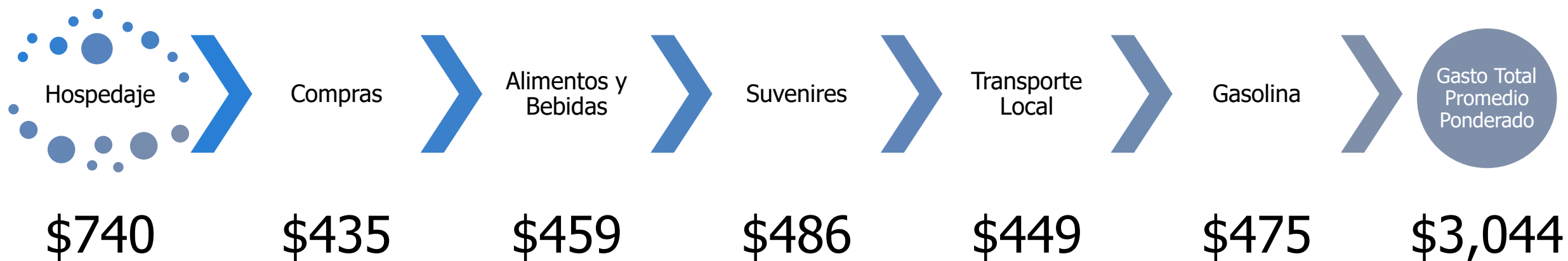
GASTO PROMEDIO - GASOLINA

De los visitantes el 17.7% gastó más de 600 pesos por este concepto.

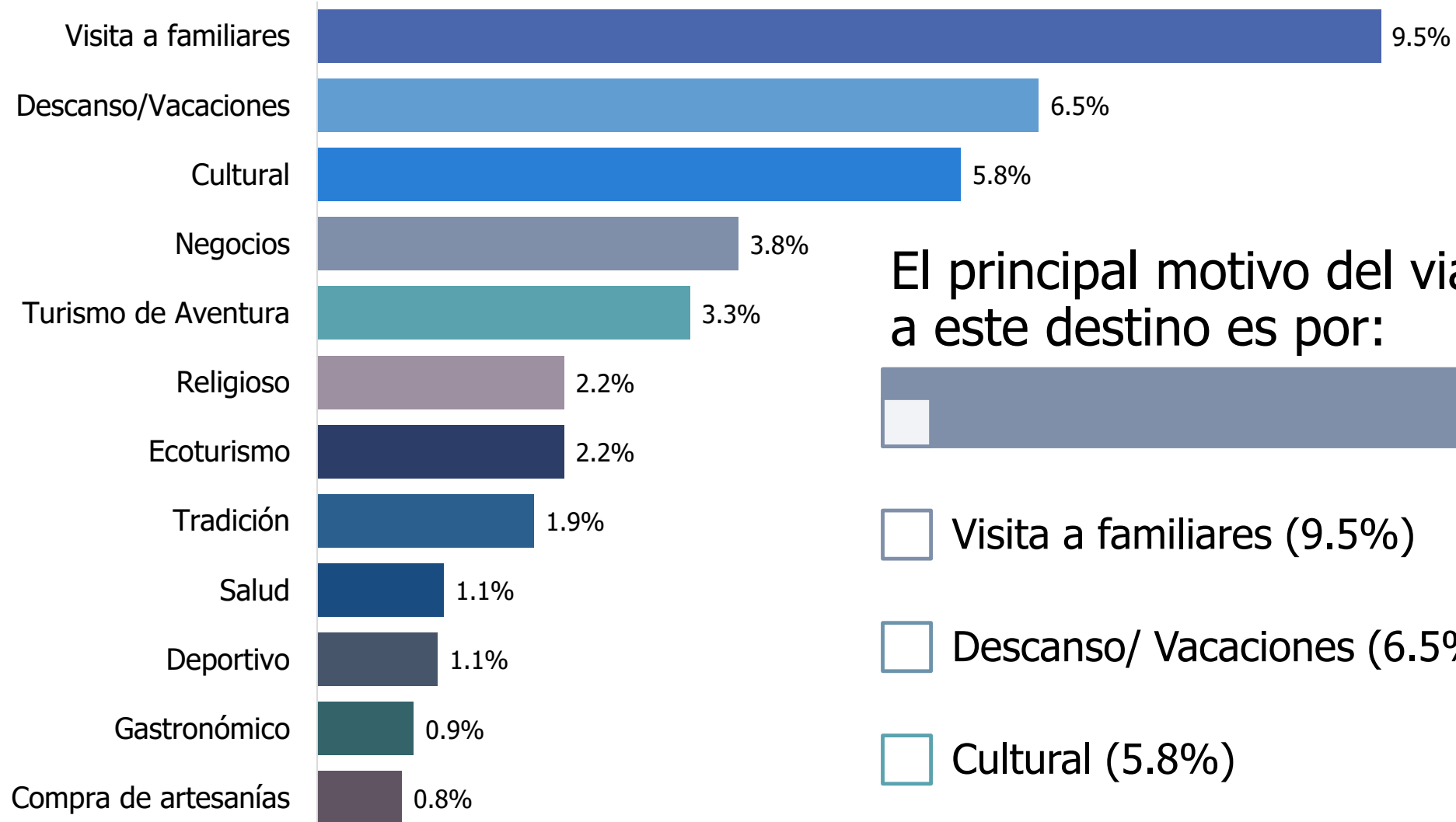
El gasto promedio ponderado es de \$475 pesos.



GASTO TOTAL PROMEDIO PONDERADO



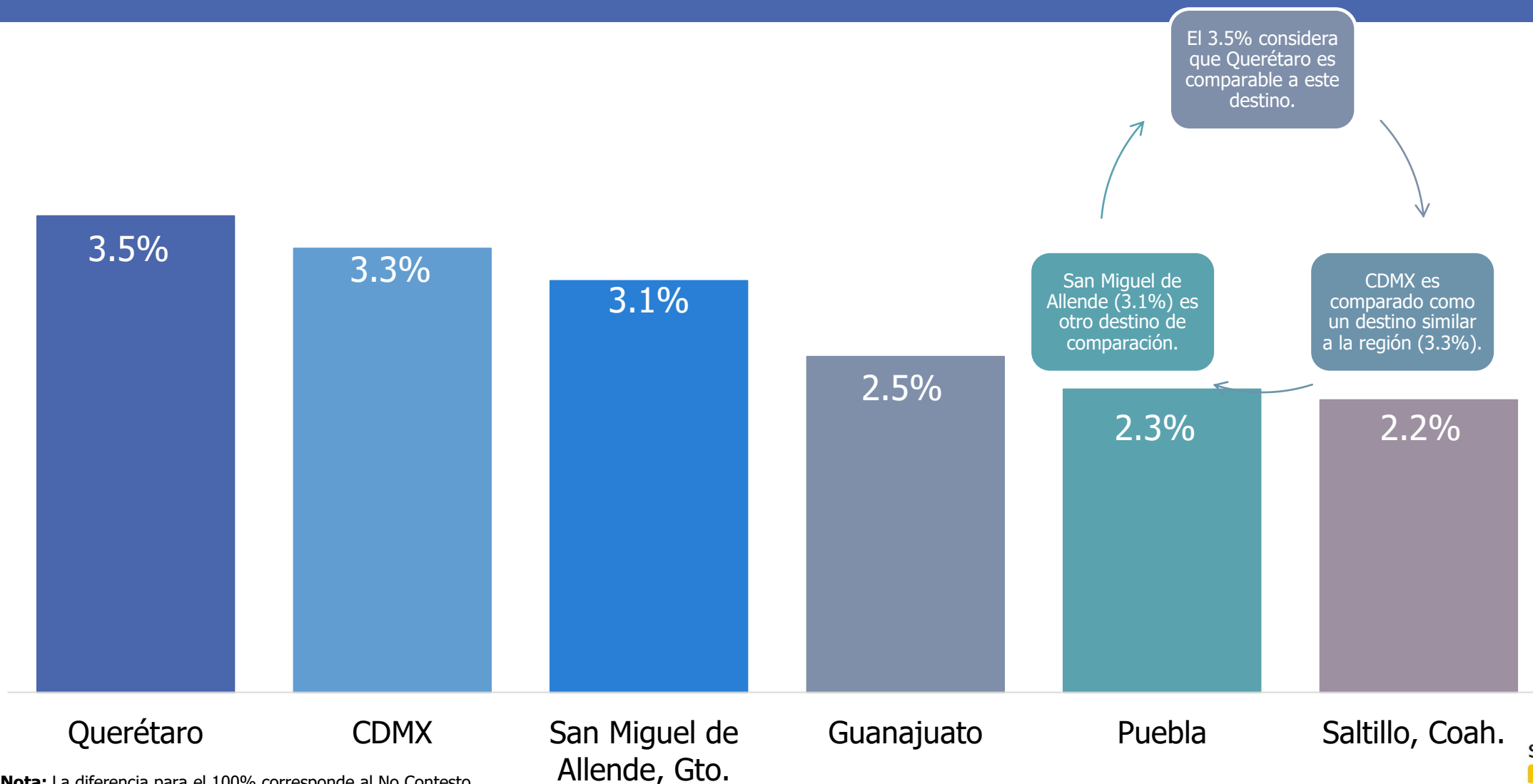
RAZÓN PRINCIPAL DE VIAJE A ESTE DESTINO



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

Perfil del Visitante Invierno 2019 – Región Centro

SITIOS CON LOS QUE COMPARAN A LA REGIÓN

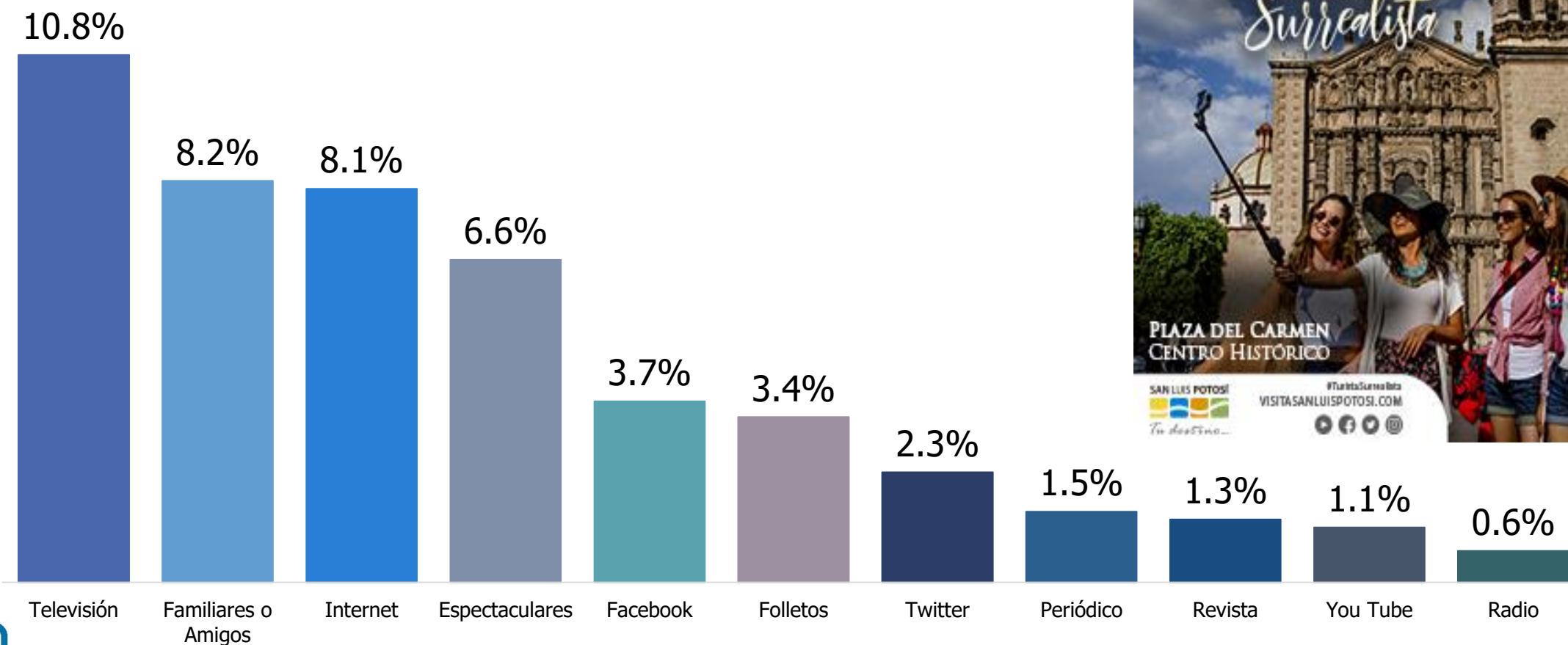


Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Invierno 2019 – Región Centro

RECORDACIÓN DE LA PUBLICIDAD

"SAN LUIS POTOSÍ – EL DESTINO SURREALISTA"



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

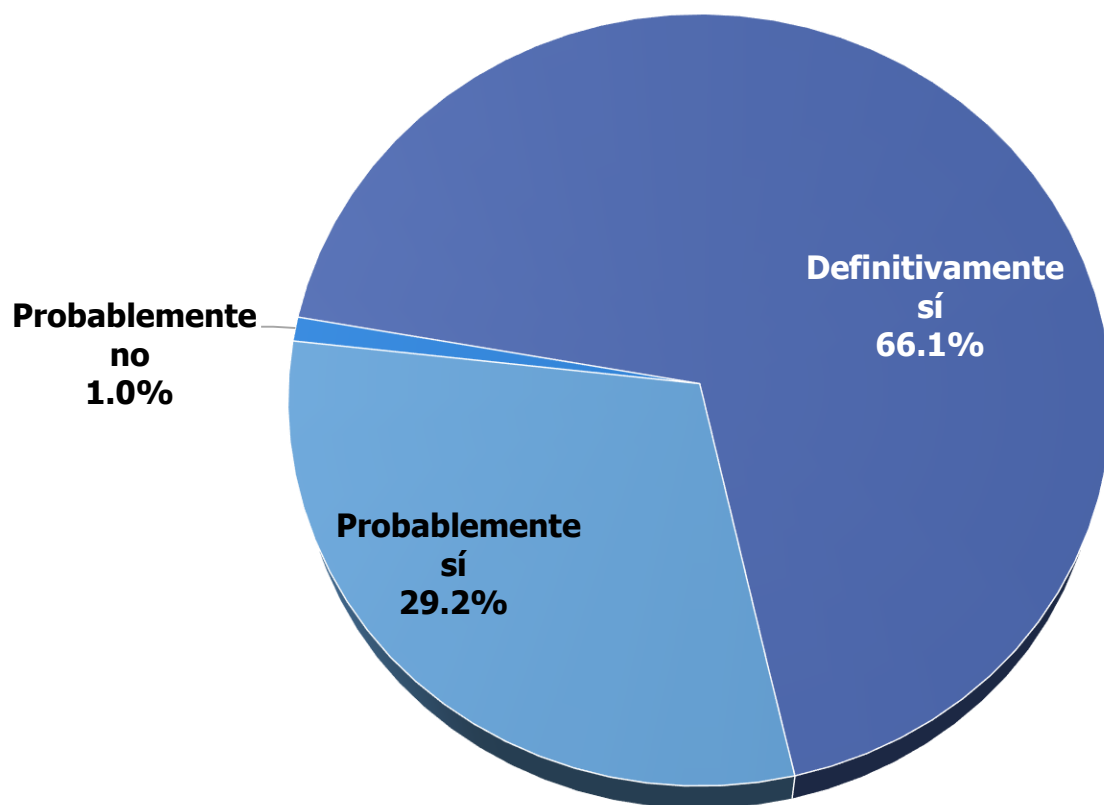
Medio de Comunicación	San Luis Potosí	Nuevo León	Guanajuato	Estados Unidos de América	Jalisco	Baja California	Coahuila	Zacatecas	Veracruz	Querétaro	Tamaulipas	Japón	Ciudad de México	Ecuador	Estado de México	Otras Menciones	Total	
Televisión	3.4%	0.5%	0.6%	0.5%	0.0%	0.8%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.5%	2.6%	↑	10.8%
Familiares o Amigos	1.0%	0.0%	0.3%	0.6%	0.8%	0.0%	0.3%	0.0%	0.0%	0.6%	0.2%	0.5%	0.3%	0.3%	0.3%	2.9%	↑	8.2%
Internet	0.8%	1.0%	0.3%	0.5%	0.5%	0.5%	0.2%	0.2%	0.3%	0.5%	0.3%	0.0%	0.0%	0.2%	0.6%	2.3%	↑	8.1%
Espectaculares	1.9%	0.6%	0.0%	0.3%	0.2%	0.0%	0.2%	0.0%	0.5%	0.3%	0.2%	0.0%	0.0%	0.0%	0.2%	2.3%	→	6.6%
Facebook	0.3%	0.2%	0.3%	0.0%	0.2%	0.5%	0.2%	0.2%	0.0%	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	1.1%	↓	3.7%
Folletos	0.2%	0.5%	1.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	↓	3.4%
Twitter	0.5%	0.0%	0.2%	0.0%	0.3%	0.0%	0.2%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.8%	↓	2.3%
Periódico	0.2%	0.3%	0.0%	0.0%	0.3%	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	↓	1.5%
Revista	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%	0.0%	0.2%	↓	1.3%
You Tube	0.3%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	↓	1.1%
Radio	0.2%	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%	0.3%	↓	0.6%
Total	↑ 20.6%	↓ 6.9%	↓ 6.1%	↓ 5.0%	↓ 4.0%	↓ 3.1%	↓ 3.1%	↓ 2.9%	↓ 2.7%	↓ 2.6%	↓ 2.6%	↓ 2.4%	↓ 2.1%	↓ 2.1%	↓ 1.9%	31.8%		100.0%

SATISFACCIÓN DEL DESTINO

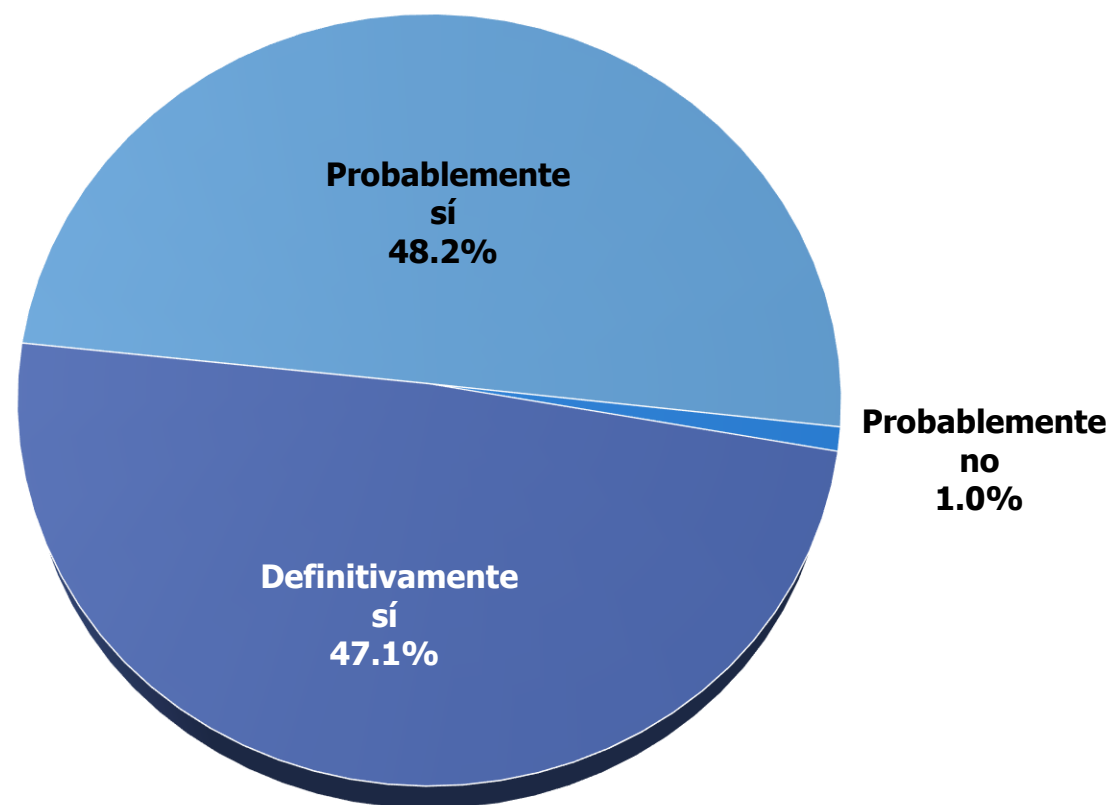
Concepto	Excelente	Bueno	Regular	Malo	Pésimo	No Contestó	Total
Sitios y Atractivos Turísticos	✓ 41.6%	✓ 39.8%	✗ 4.0%	✗ 0.6%	✗ 0.0%	13.9%	100.0%
Calidad de Infraestructura	⚠ 24.0%	✓ 48.1%	✗ 8.1%	✗ 1.1%	✗ 0.0%	18.7%	100.0%
Imagen del destino	⚠ 26.9%	✓ 36.0%	✗ 11.1%	✗ 0.8%	✗ 0.2%	25.0%	100.0%
Experiencia de viaje	⚠ 31.1%	✓ 36.8%	✗ 9.7%	✗ 0.3%	✗ 0.0%	22.1%	100.0%
Limpieza en las calles y áreas públicas	⚠ 28.7%	⚠ 27.1%	⚠ 16.1%	✗ 3.5%	✗ 0.8%	23.7%	100.0%
Señalética turística del destino turístico	⚠ 24.8%	✓ 33.5%	⚠ 16.9%	✗ 1.6%	✗ 1.6%	21.5%	100.0%
Módulos de Información Turística	⚠ 23.5%	⚠ 27.6%	✗ 14.4%	✗ 1.8%	✗ 0.0%	32.7%	100.0%
Gastronomía típica del destino	✓ 46.9%	⚠ 27.1%	✗ 7.1%	✗ 0.5%	✗ 0.2%	18.2%	100.0%
Relación calidad/cantidad de sanitarios	✗ 15.3%	✓ 34.0%	⚠ 24.7%	✗ 2.7%	✗ 2.1%	21.1%	100.0%
Total	29.2%	34.4%	12.5%	1.5%	0.5%	21.9%	100.0%

OPINIÓN DE REGRESAR Y RECOMENDAR EL DESTINO

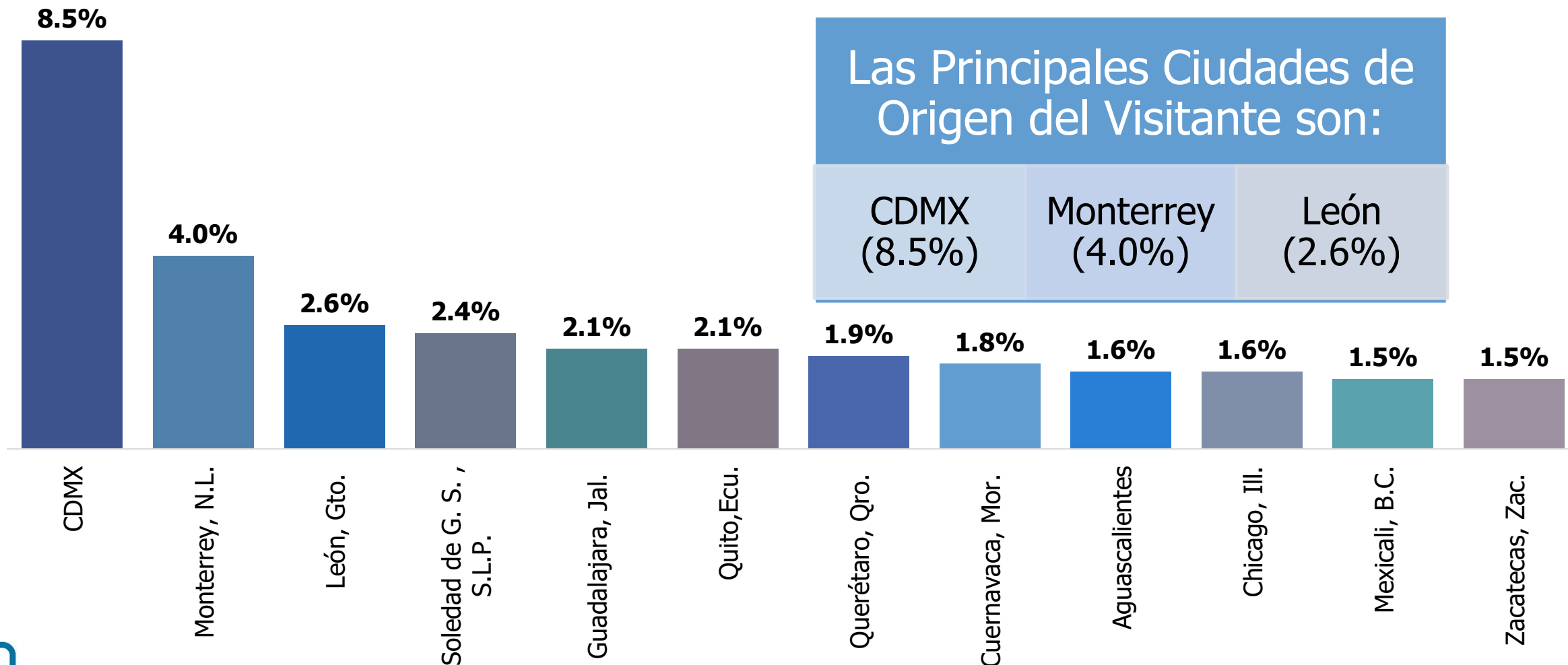
Regresar al Destino



Recomendar al Destino



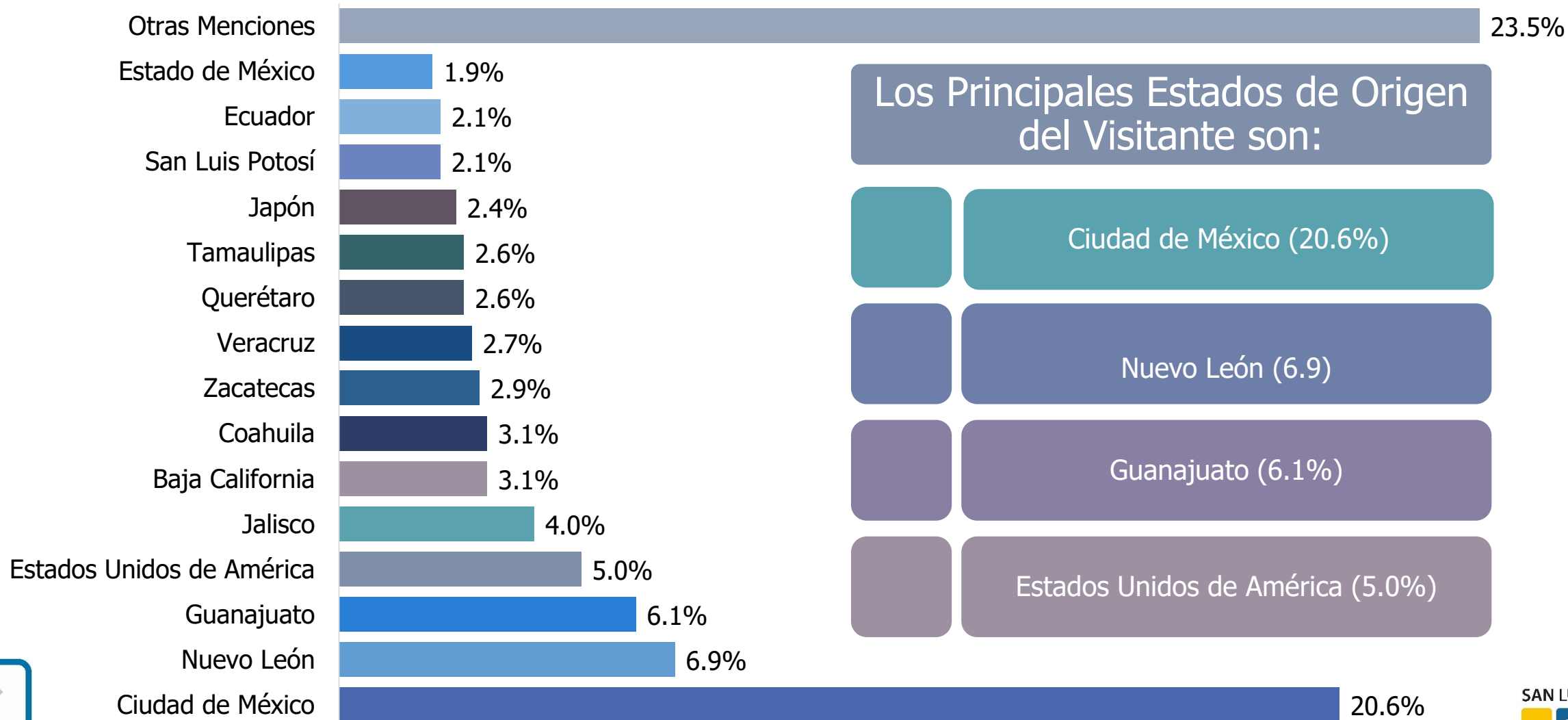
PRINCIPALES CIUDADES DE ORIGEN DEL VISITANTE



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

Perfil del Visitante Invierno 2019 – Región Centro

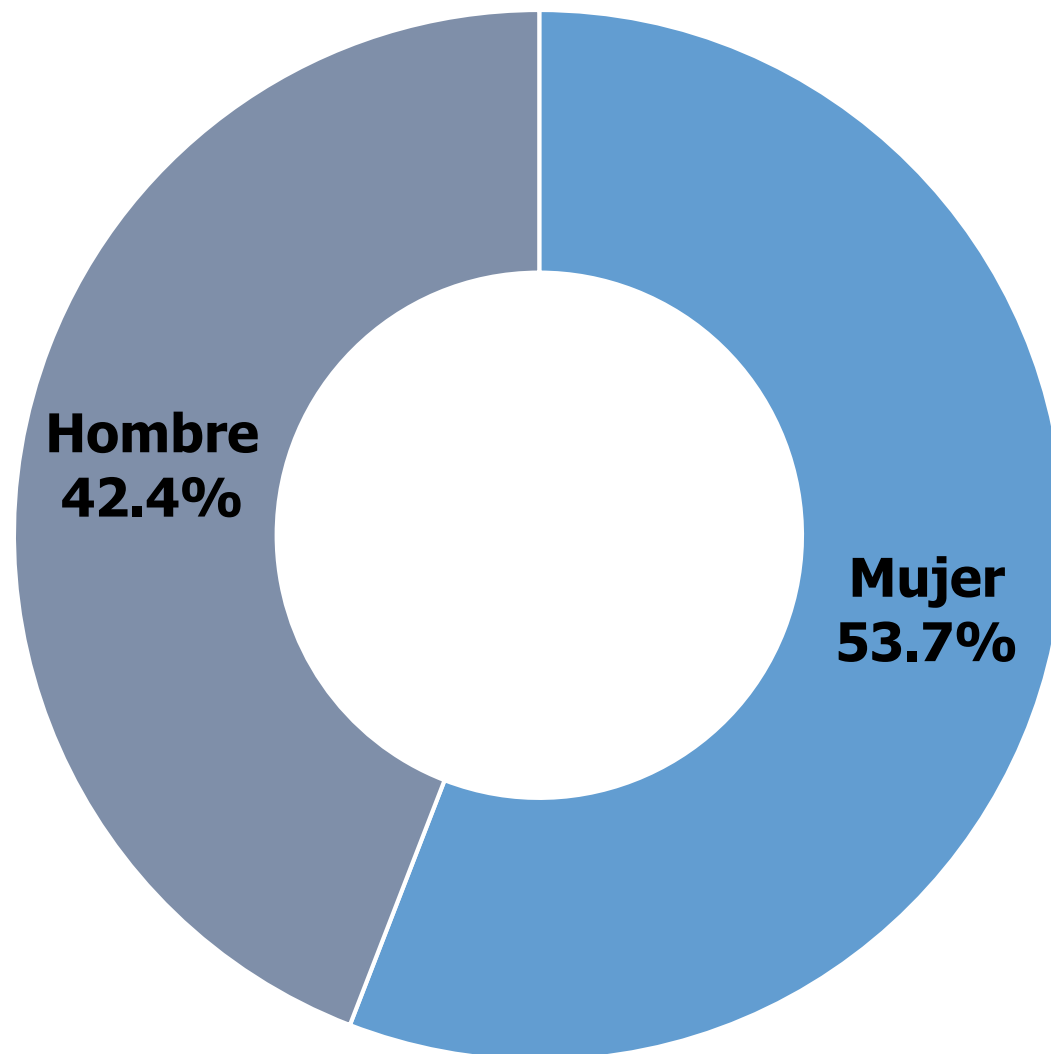
PRINCIPALES ESTADOS DE ORIGEN DEL VISITANTE



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

Perfil del Visitante Invierno 2019 – Región Centro

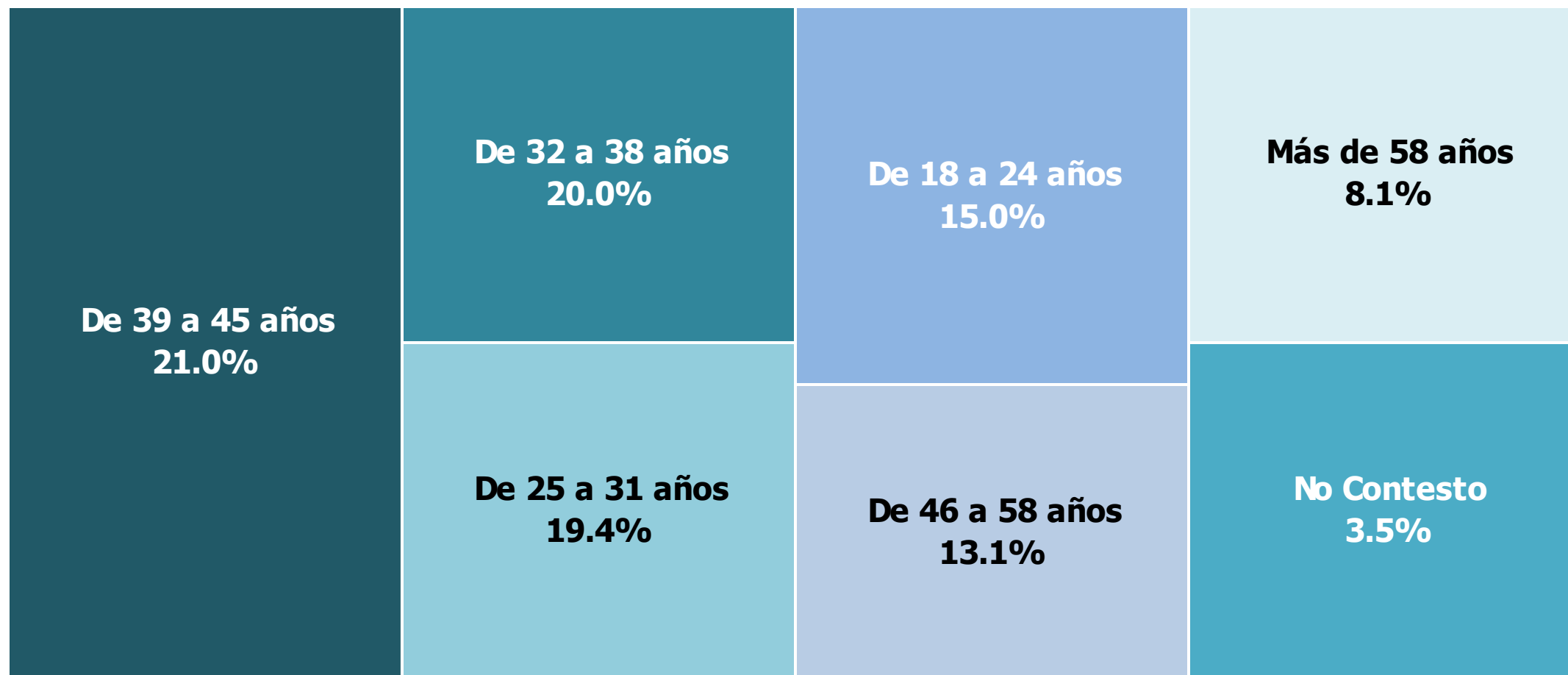
SEXO DEL VISITANTE A LA REGIÓN



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

Perfil del Visitante Invierno 2019 – Región Centro

RANGO DE EDAD DE LOS VISITANTES



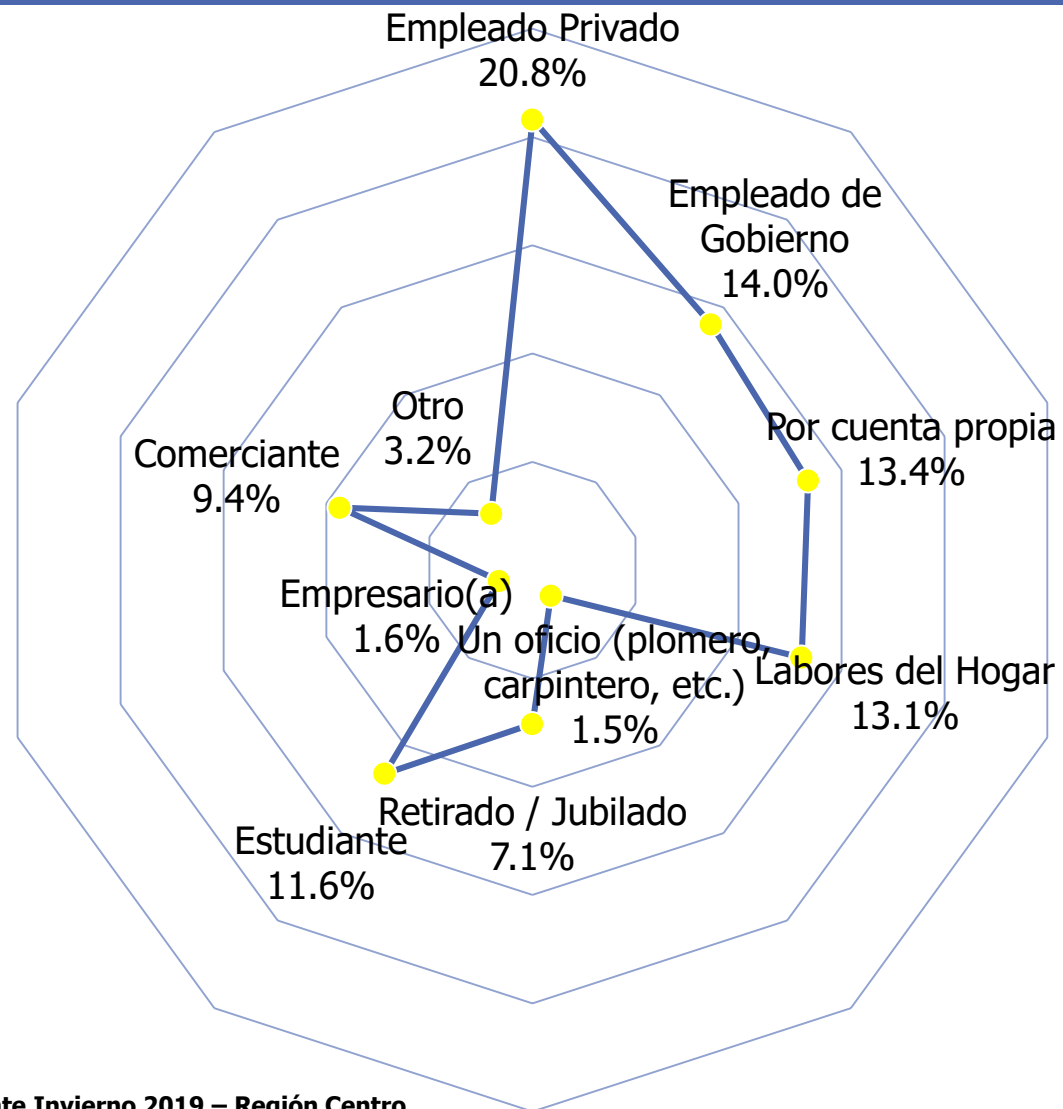
OCUPACIÓN DEL VISITANTE A LA REGIÓN

Una importante parte de los visitantes son empleados privados (20.8%)

Otro segmento importante (14.0%) son empleados de gobierno.

El 13.4% labora por cuenta propia.

El 13.1% se dedica a labores del hogar.



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



PERFIL DEL VISITANTE

REGIÓN CENTRO

RESULTADOS CON PERSPECTIVA DE GÉNERO

INVIERNO 2019



RESULTADOS CON PERSPECTIVA DE GÉNERO

Lugar de Encuesta

Concepto	Mujer	Hombre	No Contesto	Total
San Luis Potosí	13.9%	12.7%	0.8%	27.4%
Soledad de Graciano Sánchez	20.3%	10.6%	1.3%	32.3%
Santa María del Río	12.3%	11.3%	0.6%	24.2%
Villa de Reyes	7.3%	7.7%	1.1%	16.1%
Total	53.7%	42.4%	3.9%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Frecuencia con que visita el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Primera vez	21.6%	20.3%	1.9%	43.9%
Una vez al año	13.2%	8.5%	0.6%	22.4%
Dos veces al año	10.3%	6.5%	0.5%	17.3%
Tres o más veces al año	7.9%	6.6%	0.5%	15.0%
No contesto	0.6%	0.5%	0.3%	1.5%
Total	53.7%	42.4%	3.9%	100.0%

Noches que permanecerá en la Región

Concepto	Mujer	Hombre	No Contesto	Total
Ninguna	9.5%	8.7%	0.6%	18.9%
Dos noches	11.0%	10.0%	0.5%	21.5%
Tres noches	7.1%	7.9%	1.5%	16.5%
Cuatro noches	7.3%	3.2%	0.2%	10.6%
Una noche	4.8%	3.2%	0.5%	8.5%
Cinco noches	3.5%	2.7%	0.2%	6.5%
Más de Diez noches	3.9%	1.8%	0.0%	5.6%
Siete noches	2.7%	1.0%	0.2%	3.9%
Seis noches	1.9%	1.8%	0.0%	3.7%
Diez noches	0.6%	0.5%	0.0%	1.1%
Ocho noches	0.0%	0.6%	0.0%	0.6%
Nueve noches	0.2%	0.0%	0.0%	0.2%
No contesto	1.1%	1.0%	0.3%	2.4%
Total	53.7%	42.4%	3.9%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Lugar donde se está hospedando

Concepto	Mujer	Hombre	No Contesto	Total
Hotel	23.9%	18.2%	2.6%	44.7%
Familia / Amigos	18.9%	14.4%	0.5%	33.7%
Acampará	1.0%	1.3%	0.0%	2.3%
Vivienda rentada	5.2%	3.4%	0.0%	8.5%
No contesto	4.8%	5.2%	0.8%	10.8%
Total	53.7%	42.4%	3.9%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
La Posada Potosina Hotel & Suites, San Luis Potosí	2.4%	1.5%	0.3%	4.2%
Gran Hotel Concordia, San Luis Potosí	1.1%	1.8%	0.2%	3.1%
Hotel Nápoles, San Luis Potosí	1.6%	1.0%	0.2%	2.7%
Hotel City Express Junior Zona Industrial, San Luis Potosí	1.1%	0.8%	0.0%	1.9%
Hotel Panorama, San Luis Potosí	0.8%	0.3%	0.5%	1.6%
Hotel San Francisco, San Luis Potosí	1.0%	0.6%	0.0%	1.6%
Hotel San Luis, Soledad de Graciano Sánchez	1.5%	0.2%	0.0%	1.6%
Hotel Fiesta Inn San Luis Potosí Glorieta Juárez, San Luis Potosí	0.6%	0.8%	0.0%	1.5%
Hotel María Cristina, San Luis Potosí	0.8%	0.6%	0.0%	1.5%
Hotel de Gante, San Luis Potosí	0.6%	0.8%	0.0%	1.5%
Hotel Tampico, San Luis Potosí	1.1%	0.3%	0.0%	1.5%
Hotel Michigan, Soledad de Graciano Sánchez	0.8%	0.6%	0.0%	1.5%
Hotel María Dolores, San Luis Potosí	0.8%	0.0%	0.2%	1.0%
Hotel Holiday Inn San Luis Potosí Quijote, San Luis Potosí	0.3%	0.5%	0.0%	0.8%
Hotel Fiesta Inn Oriente, San Luis Potosí	0.0%	0.3%	0.5%	0.8%
Hotel Real Plaza, San Luis Potosí	0.5%	0.3%	0.0%	0.8%
LQ Hotel by La Quinta, San Luis Potosí	0.3%	0.5%	0.0%	0.8%
Hotel City Express San Luis Zona Industrial, San Luis Potosí	0.0%	0.5%	0.3%	0.8%
Hotel Comfort Inn, San Luis Potosí	0.2%	0.5%	0.0%	0.6%
Hotel Ibis, San Luis Potosí	0.6%	0.0%	0.0%	0.6%
Hotel One San Luis Potosí Glorieta Juárez, San Luis Potosí	0.2%	0.3%	0.2%	0.6%
Casa Bugambilias	0.0%	0.5%	0.2%	0.6%
Total	53.7%	42.4%	3.9%	100.0%

Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Hotel Conrad San Luis Potosí, San Luis Potosí	0.0%	0.3%	0.2%	0.5%
Hotel Mansión Los Arcos, San Luis Potosí	0.3%	0.2%	0.0%	0.5%
Hotel Chicago, San Luis Potosí	0.3%	0.2%	0.0%	0.5%
Hotel Courtyard Marriott, San Luis Potosí	0.2%	0.2%	0.0%	0.3%
Hotel Hilton San Luis Potosí, San Luis Potosí	0.0%	0.3%	0.0%	0.3%
City Express Suites, San Luis Potosí	0.3%	0.0%	0.0%	0.3%
Hotel Holiday Inn Express San Luis Potosí, San Luis Potosí	0.0%	0.3%	0.0%	0.3%
Hotel Real de Minas, San Luis Potosí	0.2%	0.2%	0.0%	0.3%
Hotel City Express Junior Carranza, San Luis Potosí	0.0%	0.3%	0.0%	0.3%
Hotel Anáhuac, San Luis Potosí	0.3%	0.0%	0.0%	0.3%
Hotel RUMA San Luis, San Luis Potosí	0.3%	0.0%	0.0%	0.3%
Hotel Rancho La Estación, Soledad de Graciano Sánchez	0.0%	0.3%	0.0%	0.3%
Hotel California, Soledad de G. Sánchez	0.0%	0.3%	0.0%	0.3%
Quinta Real Palacio de San Agustín, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel Real Inn San Luis Potosí, San Luis Potosí	0.2%	0.0%	0.0%	0.2%
Santosí by Inmense, San Luis Potosí	0.2%	0.0%	0.0%	0.2%
Hotel Central, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel del Rio Inn, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel Jardín Potosí, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Corazón de Xoconostle, San Luis Potosí	0.2%	0.0%	0.0%	0.2%
El Viejo Gogorrón Hotel Campestre Spa, Villa de Reyes	0.2%	0.0%	0.0%	0.2%
No contesto	34.7%	26.5%	1.3%	62.4%
Total	53.7%	42.4%	3.9%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Forma de Viaje

Concepto	Mujer	Hombre	No Contesto	Total
Solo	7.9%	8.4%	0.8%	17.1%
Pareja	16.5%	13.7%	0.6%	30.8%
Familia	21.0%	14.2%	1.6%	36.8%
Amistades	3.9%	4.0%	0.0%	7.9%
Agrupación	0.6%	0.5%	0.0%	1.1%
No contesto	3.9%	1.6%	0.8%	6.3%
Total	53.7%	42.4%	3.9%	100.0%

Número de Acompañantes

Concepto	Mujer	Hombre	No Contesto	Total
Dos	16.8%	12.0%	1.8%	30.6%
Tres	11.5%	6.1%	0.2%	17.8%
Cuatro	3.9%	5.1%	0.0%	9.0%
Uno	2.8%	3.0%	0.2%	5.9%
Cinco	1.6%	2.0%	0.0%	3.6%
Seis	1.6%	0.7%	0.0%	2.3%
Más de Diez personas	0.7%	0.3%	0.2%	1.2%
Siete	0.2%	0.2%	0.0%	0.3%
Ocho	0.2%	0.2%	0.0%	0.3%
Nueve	0.0%	0.3%	0.0%	0.3%
No contesto	14.5%	12.5%	1.6%	28.6%
Total	53.8%	42.3%	3.9%	100.0%

Medio de Transporte Utilizado

Concepto	Mujer	Hombre	No Contesto	Total
Automóvil	30.8%	22.7%	1.5%	55.0%
Autobús de línea	9.5%	8.4%	1.0%	18.9%
Autobús rentado	2.6%	1.3%	0.3%	4.2%
Avión	4.4%	3.9%	0.5%	8.7%
No contestó	6.5%	6.1%	0.6%	13.2%
Total	53.7%	42.4%	3.9%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Gasto Promedio en Hospedaje

Concepto	Mujer	Hombre	No Contesto	Total
400 a 500 pesos	4.8%	6.0%	0.0%	10.8%
501 a 600 pesos	2.9%	3.2%	0.3%	6.5%
601 a 800 pesos	5.3%	1.5%	0.2%	6.9%
801 a 990 pesos	6.8%	2.9%	0.5%	10.2%
Más de 1,000	4.4%	6.8%	0.6%	11.8%
No contesto	29.5%	22.1%	2.3%	53.9%
Total	53.7%	42.4%	3.9%	100.0%

Gasto Promedio en Compras

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	10.3%	10.0%	0.5%	20.8%
301 a 450 pesos	2.3%	1.9%	0.2%	4.4%
451 a 500 pesos	2.1%	3.4%	0.0%	5.5%
501 a 600 pesos	5.6%	2.3%	0.3%	8.2%
Más de 600 pesos	5.8%	4.8%	0.0%	10.6%
No contesto	27.6%	20.0%	2.9%	50.5%
Total	53.7%	42.4%	3.9%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	11.8%	13.4%	1.0%	26.1%
301 a 450 pesos	3.9%	3.1%	0.3%	7.3%
451 a 500 pesos	3.7%	4.4%	0.0%	8.1%
501 a 600 pesos	11.1%	7.4%	0.8%	19.4%
Más de 600 pesos	9.4%	5.6%	0.2%	15.2%
No contesto	13.9%	8.5%	1.6%	24.0%
Total	53.7%	42.4%	3.9%	100.0%

Gasto Promedio en Souvenirs

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	5.5%	6.8%	0.2%	12.4%
301 a 450 pesos	1.6%	1.6%	0.5%	3.7%
451 a 500 pesos	5.8%	3.7%	0.2%	9.7%
501 a 600 pesos	6.0%	1.8%	0.3%	8.1%
Más de 600 pesos	2.9%	1.6%	0.0%	4.5%
No contesto	31.9%	26.9%	2.7%	61.6%
Total	53.7%	42.4%	3.9%	100.0%

Gasto Promedio en Transportación Local

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	6.6%	7.6%	0.0%	14.2%
301 a 450 pesos	1.1%	1.0%	0.5%	2.6%
451 a 500 pesos	2.6%	2.4%	0.2%	5.2%
501 a 600 pesos	3.1%	1.5%	0.6%	5.2%
Más de 600 pesos	0.5%	1.9%	0.2%	2.6%
No contesto	39.8%	28.1%	2.4%	70.3%
Total	53.7%	42.4%	3.9%	100.0%

Gasto Promedio en Gasolina

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	3.9%	6.0%	0.0%	9.8%
301 a 450 pesos	1.3%	1.0%	0.2%	2.4%
451 a 500 pesos	2.3%	1.5%	0.0%	3.7%
501 a 600 pesos	10.5%	6.3%	0.5%	17.3%
Más de 600 pesos	10.3%	7.1%	0.3%	17.7%
No contesto	25.5%	20.6%	2.9%	49.0%
Total	53.7%	42.4%	3.9%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Razón Principal de Viaje a la Región

Concepto	Mujer	Hombre	No Contesto	Total
Visita a familiares	5.2%	4.0%	0.3%	9.5%
Descanso/Vacaciones	3.6%	2.6%	0.2%	6.5%
Cultural	2.9%	2.6%	0.2%	5.8%
Negocios	1.6%	1.8%	0.3%	3.8%
Turismo de Aventura	1.8%	1.5%	0.1%	3.3%
Religioso	1.2%	1.0%	0.0%	2.2%
Ecoturismo	1.0%	1.2%	0.0%	2.2%
Tradicición	1.2%	0.6%	0.1%	1.9%
Salud	0.5%	0.5%	0.1%	1.1%
Deportivo	0.2%	0.8%	0.1%	1.1%
Gastronómico	0.6%	0.2%	0.1%	0.9%
Compra de artesanías	0.5%	0.3%	0.0%	0.8%
No Contestó	33.4%	25.2%	2.5%	61.0%
Total	53.7%	42.4%	3.9%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contesto	Total
Querétaro, Qro.	1.5%	2.0%	0.1%	3.5%
CDMX	1.9%	1.4%	0.0%	3.3%
San Miguel de Allende, Gto.	2.1%	0.8%	0.2%	3.1%
Guanajuato	1.3%	1.1%	0.1%	2.5%
Puebla	1.0%	1.2%	0.0%	2.3%
Saltillo, Coah.	0.8%	1.1%	0.2%	2.2%
Zacatecas	0.4%	1.0%	0.2%	1.6%
Francia	0.9%	0.6%	0.0%	1.5%
Morelia, Mich.	0.5%	0.5%	0.0%	1.0%
Aguaascalientes	0.6%	0.3%	0.0%	0.9%
Rioverde, S.L.P.	0.7%	0.2%	0.0%	0.9%
Ciudad Valles, S.L.P.	0.6%	0.2%	0.0%	0.8%
Soledad de G. S., S.L.P.	0.4%	0.4%	0.0%	0.8%
Veracruz	0.3%	0.4%	0.0%	0.7%
Villa de Zaragoza, S.L.P.	0.3%	0.4%	0.0%	0.7%
San Juan de los Lagos, Jal.	0.1%	0.5%	0.1%	0.6%
Pátzcuaro, Mich.	0.2%	0.2%	0.2%	0.6%
Guadalajara, Jal.	0.3%	0.2%	0.0%	0.5%
Monterrey, N.L.	0.2%	0.2%	0.0%	0.5%
Tepoztlán, CDMX	0.1%	0.3%	0.0%	0.4%
Chiapas	0.2%	0.2%	0.0%	0.4%
Chihuahua	0.0%	0.4%	0.0%	0.4%
Sinaloa	0.2%	0.1%	0.1%	0.4%
Oaxaca	0.3%	0.1%	0.0%	0.4%
Mexquitic de Carmona, S.L.P.	0.3%	0.1%	0.0%	0.4%
Hidalgo	0.1%	0.3%	0.0%	0.4%
Tehuantepec, Pue.	0.2%	0.1%	0.1%	0.4%
Cedral, S.L.P.	0.1%	0.2%	0.0%	0.3%
Celaya, Gto.	0.2%	0.2%	0.0%	0.3%
Cascada de Tamúl, Aquismón, S.L.P.	0.1%	0.2%	0.0%	0.2%
Ciudad Fernández, S.L.P.	0.2%	0.1%	0.0%	0.2%
Toluca, Edo. Mex.	0.2%	0.0%	0.0%	0.2%
Aquismón, S.L.P.	0.0%	0.2%	0.0%	0.2%
Lagos de Moreno, S.L.P.	0.2%	0.1%	0.0%	0.2%
Matamoros, Tamps.	0.2%	0.0%	0.1%	0.2%
Valle Umbroso, S.L.P.	0.2%	0.1%	0.0%	0.2%
Cancún, Q Roo	0.1%	0.2%	0.0%	0.2%
Nuevo León	0.2%	0.1%	0.0%	0.2%
Tamaulipas	0.1%	0.2%	0.0%	0.2%
Guerrero	0.2%	0.1%	0.0%	0.2%
Apodaca, N.L.	0.1%	0.1%	0.0%	0.2%
Villa de Reyes, S.L.P.	0.0%	0.2%	0.0%	0.2%
Metehuala, S.L.P.	0.1%	0.1%	0.0%	0.2%
Salamanca, Gto.	0.0%	0.2%	0.0%	0.2%
Silao, Gto.	0.2%	0.0%	0.0%	0.2%

Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contesto	Total
Venado, S.L.P.	0.0%	0.2%	0.0%	0.2%
San José Pacífico, Oax.	0.1%	0.0%	0.1%	0.2%
Tamasopo, S.L.P.	0.0%	0.2%	0.0%	0.2%
Jérez, Zac.	0.1%	0.1%	0.0%	0.2%
Durango	0.2%	0.0%	0.0%	0.2%
Santa María del Río, S.L.P.	0.1%	0.1%	0.0%	0.2%
Ecatepec, Edo.Mx.	0.2%	0.0%	0.0%	0.2%
Dolores Hidalgo, Gto.	0.1%	0.0%	0.1%	0.2%
Valle de los Fantasma- Zaragoza, S.L.P.	0.2%	0.0%	0.0%	0.2%
Villa Hidalgo, Zac.	0.2%	0.0%	0.0%	0.2%
Morelos	0.0%	0.2%	0.0%	0.2%
Laredo, Tx.	0.1%	0.1%	0.0%	0.2%
Zapopan, Jal.	0.2%	0.0%	0.0%	0.2%
Mezquital, Tamps.	0.2%	0.0%	0.0%	0.2%
Xilitla, S.L.P.	0.0%	0.1%	0.0%	0.1%
Villa de Pozos, San Luis Potosí, S.L.P.	0.0%	0.1%	0.0%	0.1%
San Luis de la Paz, Gto.	0.1%	0.0%	0.0%	0.1%
Rayón, S.L.P.	0.1%	0.0%	0.0%	0.1%
Tlaxcala	0.0%	0.1%	0.0%	0.1%
San Cristóbal de las Casas, Chis.	0.0%	0.1%	0.0%	0.1%
León, Gto.	0.1%	0.0%	0.0%	0.1%
Ciudad Juárez, Chih.	0.1%	0.0%	0.0%	0.1%
Hermosillo, Son.	0.0%	0.1%	0.0%	0.1%
Huichihuayán- Huehuetlán, S.L.P.	0.0%	0.1%	0.0%	0.1%
Tanquián de Escobedo, S.L.P.	0.1%	0.0%	0.0%	0.1%
Colima	0.0%	0.1%	0.0%	0.1%
San Felipe, Gto.	0.1%	0.0%	0.0%	0.1%
Salinas, S.L.P.	0.1%	0.0%	0.0%	0.1%
Pinos, Zac.	0.0%	0.1%	0.0%	0.1%
Pachuca, Hgo.	0.1%	0.0%	0.0%	0.1%
Santiago Tepelpa, Mor.	0.0%	0.1%	0.0%	0.1%
Merida, Yuc.	0.1%	0.0%	0.0%	0.1%
Tula, Hgo.	0.0%	0.1%	0.0%	0.1%
Cuernavaca, Mor.	0.0%	0.1%	0.0%	0.1%
Texcoco, Edo. Mex.	0.0%	0.1%	0.0%	0.1%
Ensenada, BC	0.0%	0.1%	0.0%	0.1%
Ciudad Victoria, Tamps.	0.1%	0.0%	0.0%	0.1%
Moctezuma, S.L.P.	0.1%	0.0%	0.0%	0.1%
Torreón, Coah.	0.1%	0.0%	0.0%	0.1%
Santo Domingo, S.L.P.	0.1%	0.0%	0.0%	0.1%
Cárdenas, S.L.P.	0.0%	0.1%	0.0%	0.1%
Jaral de Berrios, Gto.	0.1%	0.0%	0.0%	0.1%
Taxco, Gro.	0.1%	0.0%	0.0%	0.1%
Ahualulco, S.L.P.	0.1%	0.0%	0.0%	0.1%
Los Mochis, Sin.	0.1%	0.0%	0.0%	0.1%
No Contesto	33.2%	24.2%	2.5%	59.9%
Total	53.7%	42.4%	3.9%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Recuerda Publicidad del Destino

Concepto	Mujer	Hombre	No Contesto	Total
Sí	29.2%	20.2%	1.0%	50.3%
No	22.3%	20.5%	1.5%	44.2%
No contesto	2.3%	1.8%	1.5%	5.5%
Total	53.7%	42.4%	3.9%	100.0%

Medio en que recuerda la publicidad

Concepto	Mujer	Hombre	No Contesto	Total
Televisión	5.0%	5.5%	0.3%	10.8%
Familiares o Amigos	4.7%	3.1%	0.5%	8.2%
Internet	5.2%	2.9%	0.0%	8.1%
Espectaculares	3.5%	2.9%	0.2%	6.6%
Facebook	1.8%	1.9%	0.0%	3.7%
Folletos	2.1%	1.3%	0.0%	3.4%
Twitter	1.6%	0.6%	0.0%	2.3%
Periódico	0.8%	0.6%	0.0%	1.5%
Revista	0.6%	0.6%	0.0%	1.3%
You Tube	1.0%	0.2%	0.0%	1.1%
Radio	0.5%	0.2%	0.0%	0.6%
No contesto	26.0%	22.4%	2.9%	51.3%
Total	53.7%	42.4%	3.9%	100.0%

Regresaría al Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	34.4%	29.4%	2.4%	66.1%
Probablemente sí	16.9%	11.6%	0.6%	29.2%
Probablemente no	0.5%	0.5%	0.0%	1.0%
Definitivamente no	0.0%	0.0%	0.0%	0.0%
No Contesto	1.9%	1.0%	0.8%	3.7%
Total	53.7%	42.4%	3.9%	100.0%

Recomendaría el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	23.9%	21.6%	1.6%	47.1%
Probablemente sí	27.6%	19.2%	1.5%	48.2%
Probablemente no	0.3%	0.6%	0.0%	1.0%
Definitivamente no	0.0%	0.0%	0.0%	0.0%
No Contesto	1.9%	1.0%	0.8%	3.7%
Total	53.7%	42.4%	3.9%	100.0%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Ciudad de Origen				
Concepto	Mujer	Hombre	No Contesto	Total
CDMX	4.5%	2.9%	1.1%	8.5%
Monterrey, N.L.	2.4%	1.3%	0.3%	4.0%
León, Gto.	1.0%	1.6%	0.0%	2.6%
Soledad de G. S. , S.L.P.	1.6%	0.8%	0.0%	2.4%
Guadalajara, Jal.	1.6%	0.5%	0.0%	2.1%
Quito, Ecu.	1.5%	0.6%	0.0%	2.1%
Querétaro, Qro.	0.6%	1.3%	0.0%	1.9%
Cuernavaca, Mor.	0.5%	1.3%	0.0%	1.8%
Agascalientes	0.8%	0.3%	0.5%	1.6%
Chicago, Ill.	1.0%	0.5%	0.2%	1.6%
Mexicali, B.C.	0.6%	0.8%	0.0%	1.5%
Zacatecas, Zac.	0.6%	0.8%	0.0%	1.5%
Dallas, Tx.	0.6%	0.6%	0.0%	1.3%
Villa de Ramos, S.L.P.	0.6%	0.6%	0.0%	1.3%
Durango	0.6%	0.5%	0.2%	1.3%
Matehuala, S.L.P.	0.5%	0.6%	0.0%	1.1%
San Felipe, Gto.	0.3%	0.8%	0.0%	1.1%
Monclova, Coah.	1.0%	0.2%	0.0%	1.1%
Celaya, Gto.	0.6%	0.5%	0.0%	1.1%
Poza Rica, Ver.	0.8%	0.2%	0.0%	1.0%
Los Angeles, Cal.	0.3%	0.6%	0.0%	1.0%
Xalapa, Ver.	0.5%	0.5%	0.0%	1.0%
Rioverde, S.L.P.	0.6%	0.3%	0.0%	1.0%
Piedras Negras, Coah.	1.0%	0.0%	0.0%	1.0%
San Francisco, Cal.	0.5%	0.5%	0.0%	1.0%
San Luis Potosí, S.L.P.	0.8%	0.0%	0.0%	0.8%
Oaxaca	0.3%	0.5%	0.0%	0.8%
Ciudad Victoria, Tamps.	0.2%	0.6%	0.0%	0.8%
Puerto Escondido, Oax.	0.5%	0.3%	0.0%	0.8%
Zacapoaxtla, Pue.	0.0%	0.8%	0.0%	0.8%
Tonalá, Jal.	0.6%	0.0%	0.2%	0.8%
Tepic, Nay.	0.0%	0.5%	0.2%	0.6%
Mérida, Yuc.	0.5%	0.2%	0.0%	0.6%
Ensenada, BC	0.3%	0.3%	0.0%	0.6%
Mazatlán, Sin.	0.3%	0.3%	0.0%	0.6%
Tlapa, Gro.	0.3%	0.3%	0.0%	0.6%
Ahualulco, S.L.P.	0.0%	0.6%	0.0%	0.6%
Iturbide, N.L.	0.0%	0.6%	0.0%	0.6%
Guadalupe, N.L.	0.3%	0.3%	0.0%	0.6%

Ciudad de Origen				
Concepto	Mujer	Hombre	No Contesto	Total
Ciudad Valles, S.L.P.	0.2%	0.5%	0.0%	0.6%
Monterrey, S.L.P.	0.3%	0.3%	0.0%	0.6%
Fresnillo, Zac.	0.6%	0.0%	0.0%	0.6%
Paraná, Br.	0.3%	0.3%	0.0%	0.6%
Culiacán, Sin.	0.5%	0.2%	0.0%	0.6%
Cd. Fernández, S.L.P.	0.3%	0.3%	0.0%	0.6%
Colima	0.3%	0.3%	0.0%	0.6%
Santa Catarina, S.L.P.	0.3%	0.3%	0.0%	0.6%
Matamoros, Tamps.	0.5%	0.2%	0.0%	0.6%
San Antonio, Tx.	0.3%	0.3%	0.0%	0.6%
Coxcatlán, S.L.P.	0.3%	0.3%	0.0%	0.6%
Buenos Aires, Arg.	0.5%	0.2%	0.0%	0.6%
Asunción, Uru.	0.0%	0.6%	0.0%	0.6%
Villa de Reyes, S.L.P.	0.6%	0.0%	0.0%	0.6%
Cheyenne, Wy	0.3%	0.3%	0.0%	0.6%
Apodaca, N.L.	0.5%	0.2%	0.0%	0.6%
Ciudad Madero, Tamps.	0.3%	0.3%	0.0%	0.6%
Berlín, Al.	0.2%	0.5%	0.0%	0.6%
Otawa, Cn.	0.3%	0.3%	0.0%	0.6%
Cd. Juárez, Chih.	0.3%	0.2%	0.0%	0.5%
Tampico, Tamps.	0.3%	0.2%	0.0%	0.5%
Puebla	0.2%	0.3%	0.0%	0.5%
Salt Lake City, Cal.	0.2%	0.3%	0.0%	0.5%
Tamazunchale, S.L.P.	0.5%	0.0%	0.0%	0.5%
Austin, Tx.	0.3%	0.2%	0.0%	0.5%
Tijuana, BC	0.2%	0.3%	0.0%	0.5%
Lagos de Moreno, Jal.	0.3%	0.2%	0.0%	0.5%
Tehuantepec, Oax.	0.3%	0.2%	0.0%	0.5%
Pinos, Zac.	0.2%	0.3%	0.0%	0.5%
Huichapán, Hgo.	0.3%	0.2%	0.0%	0.5%
Zamora, Mich.	0.0%	0.5%	0.0%	0.5%
Dolores Hgo., Gto.	0.2%	0.2%	0.2%	0.5%
Cadereyta de Montes, Qro.	0.3%	0.2%	0.0%	0.5%
San Salvador, Sal.	0.2%	0.3%	0.0%	0.5%
Cancún, Q. Roo	0.3%	0.0%	0.0%	0.3%
Saltillo, Coah.	0.0%	0.3%	0.0%	0.3%
Chihuahua	0.2%	0.2%	0.0%	0.3%
San Salvador	0.2%	0.2%	0.0%	0.3%
San Cristobal, Chis.	0.3%	0.0%	0.0%	0.3%

RESULTADOS CON PERSPECTIVA DE GÉNERO

Ciudad de Origen					Ciudad de Origen				
Concepto	Mujer	Hombre	No Contesto	Total	Concepto	Mujer	Hombre	No Contesto	Total
San Nicolás de los Garza, N.L.	0.3%	0.0%	0.0%	0.3%	San Diego, Cal.	0.0%	0.2%	0.0%	0.2%
Casa Grande, Chih.	0.0%	0.3%	0.0%	0.3%	San Juan de los Lagos, Jal.	0.2%	0.0%	0.0%	0.2%
Córdoba, Ver.	0.3%	0.0%	0.0%	0.3%	Charcas, S.L.P.	0.2%	0.0%	0.0%	0.2%
Jérez, Zac.	0.0%	0.3%	0.0%	0.3%	Tuxtla Gutiérrez, Chis.	0.0%	0.2%	0.0%	0.2%
Osaka, Jp.	0.0%	0.2%	0.2%	0.3%	Guanajuato, Gto.	0.0%	0.2%	0.0%	0.2%
Santa Mónica, Cal.	0.3%	0.0%	0.0%	0.3%	Mexquitic de Carmona, S.L.P.	0.2%	0.0%	0.0%	0.2%
Ciudad del Maíz, S.L.P.	0.3%	0.0%	0.0%	0.3%	Tula, Hgo.	0.2%	0.0%	0.0%	0.2%
Zaragoza, S.L.P.	0.3%	0.0%	0.0%	0.3%	Matlapa, S.L.P.	0.2%	0.0%	0.0%	0.2%
Chapala, Jal.	0.3%	0.0%	0.0%	0.3%	Villa de Pozos, San Luis Potosí - S	0.0%	0.2%	0.0%	0.2%
Huichichuayán, Huehuetlán -S.L.P.	0.0%	0.3%	0.0%	0.3%	Tanquián de Escobedo, S.L.P.	0.0%	0.2%	0.0%	0.2%
Santa Catarina, N.L.	0.0%	0.3%	0.0%	0.3%	La Paz, BCS	0.2%	0.0%	0.0%	0.2%
Pachuca, Hgo.	0.3%	0.0%	0.0%	0.3%	Irapuato, Gto.	0.2%	0.0%	0.0%	0.2%
Naucalpan, Edo. Mex.	0.3%	0.0%	0.0%	0.3%	Torreón, Coah.	0.0%	0.2%	0.0%	0.2%
Zacatepec, Edo. Mex.	0.0%	0.3%	0.0%	0.3%	Ciudad Mante, Tamps.	0.2%	0.0%	0.0%	0.2%
Silao, Gto.	0.3%	0.0%	0.0%	0.3%	Venado, S.L.P.	0.0%	0.2%	0.0%	0.2%
Zacatlán de las Manzanas, Pue.	0.3%	0.0%	0.0%	0.3%	El Naranjo, S.L.P.	0.2%	0.0%	0.0%	0.2%
Carolina del Norte	0.3%	0.0%	0.0%	0.3%	Miami, Fl.	0.2%	0.0%	0.0%	0.2%
Taxco, Gro.	0.0%	0.3%	0.0%	0.3%	Cerritos, S.L.P.	0.0%	0.2%	0.0%	0.2%
Hermosillo, Son.	0.3%	0.0%	0.0%	0.3%	Guamúchil, Sin.	0.0%	0.2%	0.0%	0.2%
Villa de Arriaga, S.L.P.	0.3%	0.0%	0.0%	0.3%	Memphis, Phi.	0.0%	0.2%	0.0%	0.2%
Morelia, Mich.	0.0%	0.3%	0.0%	0.3%	Ocampo, Gto.	0.0%	0.2%	0.0%	0.2%
Orizaba, Ver.	0.0%	0.0%	0.3%	0.3%	Villahermosa, Tab.	0.0%	0.2%	0.0%	0.2%
Tequisquiapan, Qro.	0.0%	0.3%	0.0%	0.3%	Puerto Vallarta, Jal.	0.2%	0.0%	0.0%	0.2%
Bogotá, Col.	0.0%	0.3%	0.0%	0.3%	Ixtapa, Gro.	0.2%	0.0%	0.0%	0.2%
Calvillo, Zac.	0.3%	0.0%	0.0%	0.3%	Helena, Mt.	0.2%	0.0%	0.0%	0.2%
Cozumel, Q. Roo	0.3%	0.0%	0.0%	0.3%	Jiutepec, Mor.	0.0%	0.2%	0.0%	0.2%
Tuxpan, Nay.	0.2%	0.2%	0.0%	0.3%	Cd. Victoria, Tamps.	0.2%	0.0%	0.0%	0.2%
Xilitla, S.L.P.	0.3%	0.0%	0.0%	0.3%	La Yesca, Nay.	0.2%	0.0%	0.0%	0.2%
Zapopan, Jal.	0.3%	0.0%	0.0%	0.3%	Chilpancingo, Gro.	0.2%	0.0%	0.0%	0.2%
Rayón, S.L.P.	0.3%	0.0%	0.0%	0.3%	Ameca, Jal.	0.0%	0.2%	0.0%	0.2%
Real de Catorce, S.L.P.	0.3%	0.0%	0.0%	0.3%	Salvatierra, Gto.	0.0%	0.2%	0.0%	0.2%
Villa de Arista, S.L.P.	0.2%	0.2%	0.0%	0.3%	Cholula, Pue.	0.0%	0.2%	0.0%	0.2%
Cauhtémoc, Gro.	0.3%	0.0%	0.0%	0.3%	Houston, Tx.	0.0%	0.2%	0.0%	0.2%
Chetumal, Qroo	0.2%	0.0%	0.2%	0.3%	Burdeos, Fr.	0.0%	0.2%	0.0%	0.2%
Missuri	0.0%	0.3%	0.0%	0.3%	Manzanillo, Colima	0.2%	0.0%	0.0%	0.2%
Izabal, Gua.	0.2%	0.0%	0.0%	0.2%	San Juan del Río, Qro.	0.0%	0.2%	0.0%	0.2%
Villanueva, Zac.	0.2%	0.0%	0.0%	0.2%	Louisiana	0.2%	0.0%	0.0%	0.2%
Reynosa, Tamps.	0.0%	0.2%	0.0%	0.2%	Total	53.7%	42.4%	3.9%	100.0%
Toluca, Edo. Mex.	0.0%	0.0%	0.2%	0.2%					

RESULTADOS CON PERSPECTIVA DE GÉNERO

Estado de Origen del Entrevistado

Concepto	Mujer	Hombre	No Contesto	Total
Ciudad de México	12.3%	7.4%	1.0%	20.6%
Nuevo León	3.7%	3.1%	0.2%	6.9%
Guanajuato	2.7%	3.2%	0.2%	6.1%
Estados Unidos de América	2.3%	2.7%	0.0%	5.0%
Jalisco	3.1%	0.8%	0.2%	4.0%
Baja California	1.1%	1.9%	0.0%	3.1%
Coahuila	2.1%	1.0%	0.0%	3.1%
Zacatecas	1.8%	1.1%	0.0%	2.9%
Veracruz	1.8%	0.6%	0.3%	2.7%
Querétaro	0.6%	1.9%	0.0%	2.6%
Tamaulipas	1.1%	1.5%	0.0%	2.6%
Japón	1.0%	1.3%	0.2%	2.4%
San Luis Potosí	0.6%	1.1%	0.3%	2.1%
Ecuador	1.5%	0.6%	0.0%	2.1%
Estado de México	1.3%	0.3%	0.3%	1.9%
Puebla	0.6%	1.3%	0.0%	1.9%
Morelos	0.5%	1.3%	0.0%	1.8%
Aguascalientes	0.8%	0.3%	0.5%	1.6%
Oaxaca	0.8%	0.8%	0.0%	1.6%
Sinaloa	0.8%	0.6%	0.0%	1.5%
Durango	0.6%	0.5%	0.2%	1.3%
Guerrero	1.0%	0.3%	0.0%	1.3%
Michoacán	0.5%	0.8%	0.0%	1.3%
Nayarit	0.3%	0.6%	0.2%	1.1%
Hidalgo	0.8%	0.2%	0.0%	1.0%
Quintana Roo	0.8%	0.2%	0.0%	1.0%
Colima	0.5%	0.3%	0.0%	0.8%
Sonora	0.5%	0.3%	0.0%	0.8%
Argentina	0.6%	0.2%	0.0%	0.8%
Chihuahua	0.0%	0.6%	0.0%	0.6%
Yucatán	0.5%	0.2%	0.0%	0.6%
Brasil	0.3%	0.3%	0.0%	0.6%
Uruguay	0.0%	0.6%	0.0%	0.6%
Alemania	0.2%	0.5%	0.0%	0.6%
Canadá	0.3%	0.3%	0.0%	0.6%
Chiapas	0.3%	0.2%	0.0%	0.5%
Tlaxcala	0.3%	0.2%	0.0%	0.5%
El Salvador	0.2%	0.3%	0.0%	0.5%
Colombia	0.2%	0.3%	0.0%	0.5%
Ucrania	0.0%	0.2%	0.0%	0.2%
Guatemala	0.2%	0.0%	0.0%	0.2%
Francia	0.0%	0.2%	0.0%	0.2%
Baja California Sur	0.0%	0.0%	0.0%	0.0%
Campeche	0.0%	0.0%	0.0%	0.0%
No contesto	5.2%	2.1%	0.5%	7.7%
Total	53.7%	42.4%	3.9%	100.0%

Perfil del Visitante Invierno 2019 – Región Centro

RESULTADOS CON PERSPECTIVA DE GÉNERO

Edad Promedio de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
De 18 a 24 años	8.4%	6.6%	0.0%	15.0%
De 25 a 31 años	11.0%	7.9%	0.5%	19.4%
De 32 a 38 años	11.6%	8.1%	0.3%	20.0%
De 39 a 45 años	10.2%	10.3%	0.5%	21.0%
De 46 a 58 años	8.1%	4.7%	0.3%	13.1%
Más de 58 años	3.7%	3.5%	0.8%	8.1%
No Contesto	0.8%	1.3%	1.5%	3.5%
Total	53.7%	42.4%	3.9%	100.0%

Ocupación de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
Empleado Privado	8.7%	11.5%	0.6%	20.8%
Empleado de Gobierno	9.4%	4.4%	0.3%	14.0%
Por cuenta propia	6.3%	6.9%	0.2%	13.4%
Labores del Hogar	12.3%	0.2%	0.6%	13.1%
Un oficio (plomero, carpintero, etc.)	0.0%	1.5%	0.0%	1.5%
Retirado / Jubilado	3.4%	3.4%	0.3%	7.1%
Estudiante	6.5%	5.2%	0.0%	11.6%
Empresario(a)	0.3%	1.1%	0.2%	1.6%
Comerciante	4.7%	4.5%	0.2%	9.4%
Otro	0.8%	2.4%	0.0%	3.2%
No Contesto	1.3%	1.5%	1.5%	4.2%
Total	53.7%	42.4%	3.9%	100.0%



PERFIL DEL VISITANTE

REGIÓN CENTRO

RESULTADOS COMPOSICIÓN DE GRUPO

INVIERNO 2019



RESULTADOS COMPOSICIÓN DE GRUPO

Lugar de Encuesta

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
San Luis Potosí	14.7%	11.6%	0.0%	1.1%	27.4%
Soledad de Graciano Sánchez	6.0%	25.0%	0.0%	1.3%	32.3%
Santa María del Río	8.5%	15.2%	0.0%	0.5%	24.2%
Villa de Reyes	5.2%	10.3%	0.0%	0.6%	16.1%
No contestó	0.0%	0.0%	0.0%	0.0%	0.0%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Frecuencia con que visita el Destino

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Primera vez	16.0%	26.0%	0.0%	1.9%	43.9%
Una vez al año	4.7%	17.6%	0.0%	0.2%	22.4%
Dos veces al año	5.8%	10.6%	0.0%	0.8%	17.3%
Tres o más veces al año	7.9%	6.8%	0.0%	0.3%	15.0%
No contesto	0.0%	1.1%	0.0%	0.3%	1.5%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Noches que permanecerá en la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Ninguna	6.1%	11.8%	0.0%	1.0%	18.9%
Dos noches	7.3%	13.4%	0.0%	0.8%	21.5%
Tres noches	5.3%	10.5%	0.0%	0.6%	16.5%
Cuatro noches	2.9%	7.7%	0.0%	0.0%	10.6%
Una noche	2.7%	5.3%	0.0%	0.5%	8.5%
Cinco noches	3.4%	2.4%	0.0%	0.6%	6.5%
Más de Diez noches	2.9%	2.7%	0.0%	0.0%	5.6%
Siete noches	0.6%	3.2%	0.0%	0.0%	3.9%
Seis noches	1.6%	2.1%	0.0%	0.0%	3.7%
Diez noches	0.6%	0.5%	0.0%	0.0%	1.1%
Ocho noches	0.3%	0.3%	0.0%	0.0%	0.6%
Nueve noches	0.0%	0.2%	0.0%	0.0%	0.2%
No contesto	0.5%	1.9%	0.0%	0.0%	2.4%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Lugar donde se está hospedando

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Hotel	11.1%	31.8%	0.0%	1.8%	44.7%
Familia / Amigos	14.2%	18.9%	0.0%	0.6%	33.7%
Acampará	1.0%	1.3%	0.0%	0.0%	2.3%
Vivienda rentada	4.8%	3.7%	0.0%	0.0%	8.5%
No contesto	3.2%	6.5%	0.0%	1.1%	10.8%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Nombre Hotel donde Hospeda

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
La Posada Potosina Hotel & Suites, San Luis Potosí	1.3%	2.9%	0.0%	0.0%	4.2%
Gran Hotel Concordia, San Luis Potosí	0.0%	2.6%	0.0%	0.5%	3.1%
Hotel Nápoles, San Luis Potosí	0.5%	2.1%	0.0%	0.2%	2.7%
Hotel City Express Junior Zona Industrial, San Luis Potosí	0.3%	1.6%	0.0%	0.0%	1.9%
Hotel Panorama, San Luis Potosí	0.3%	1.3%	0.0%	0.0%	1.6%
Hotel San Francisco, San Luis Potosí	0.6%	0.8%	0.0%	0.2%	1.6%
Hotel San Luis, Soledad de Graciano Sánchez	0.8%	0.8%	0.0%	0.0%	1.6%
Hotel Fiesta Inn San Luis Potosí Glorieta Juárez, San Luis Potosí	0.6%	0.8%	0.0%	0.0%	1.5%
Hotel María Cristina, San Luis Potosí	0.2%	1.3%	0.0%	0.0%	1.5%
Hotel de Gante, San Luis Potosí	0.3%	1.1%	0.0%	0.0%	1.5%
Hotel Tampico, San Luis Potosí	0.0%	1.5%	0.0%	0.0%	1.5%
Hotel Michigan, Soledad de Graciano Sánchez	0.3%	1.0%	0.0%	0.2%	1.5%
Hotel María Dolores, San Luis Potosí	0.2%	0.8%	0.0%	0.0%	1.0%
Hotel Holiday Inn San Luis Potosí Quijote, San Luis Potosí	0.3%	0.5%	0.0%	0.0%	0.8%
Hotel Fiesta Inn Oriente, San Luis Potosí	0.3%	0.0%	0.0%	0.5%	0.8%
Hotel Real Plaza, San Luis Potosí	0.3%	0.5%	0.0%	0.0%	0.8%
LQ Hotel by La Quinta, San Luis Potosí	0.3%	0.5%	0.0%	0.0%	0.8%
Hotel City Express San Luis Zona Industrial, San Luis Potosí	0.6%	0.2%	0.0%	0.0%	0.8%
Hotel Comfort Inn, San Luis Potosí	0.2%	0.3%	0.0%	0.2%	0.6%
Hotel Ibis, San Luis Potosí	0.0%	0.6%	0.0%	0.0%	0.6%
Hotel One San Luis Potosí Glorieta Juárez, San Luis Potosí	0.2%	0.5%	0.0%	0.0%	0.6%
Casa Bugambilias	0.5%	0.2%	0.0%	0.0%	0.6%
Hotel Conrad San Luis Potosí, San Luis Potosí	0.2%	0.2%	0.0%	0.2%	0.5%
Hotel Mansión Los Arcos, San Luis Potosí	0.0%	0.5%	0.0%	0.0%	0.5%
Hotel Chicago, San Luis Potosí	0.0%	0.5%	0.0%	0.0%	0.5%
Hotel Courtyard Marriott, San Luis Potosí	0.2%	0.2%	0.0%	0.0%	0.3%
Hotel Hilton San Luis Potosí, San Luis Potosí	0.0%	0.3%	0.0%	0.0%	0.3%
City Express Suites, San Luis Potosí	0.0%	0.3%	0.0%	0.0%	0.3%
Hotel Holiday Inn Express San Luis Potosí, San Luis Potosí	0.2%	0.2%	0.0%	0.0%	0.3%
Hotel Real de Minas, San Luis Potosí	0.0%	0.3%	0.0%	0.0%	0.3%
Hotel City Express Junior Carranza, San Luis Potosí	0.0%	0.3%	0.0%	0.0%	0.3%
Hotel Anáhuac, San Luis Potosí	0.3%	0.0%	0.0%	0.0%	0.3%
Hotel RUMA San Luis, San Luis Potosí	0.3%	0.0%	0.0%	0.0%	0.3%
Hotel Rancho La Estación, Soledad de Graciano Sánchez	0.0%	0.3%	0.0%	0.0%	0.3%
Hotel California, Soledad de G. Sánchez	0.0%	0.3%	0.0%	0.0%	0.3%
Quinta Real Palacio de San Agustín, San Luis Potosí	0.2%	0.0%	0.0%	0.0%	0.2%
Hotel Real Inn San Luis Potosí, San Luis Potosí	0.0%	0.2%	0.0%	0.0%	0.2%
Santosí by Inmense, San Luis Potosí	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel Central, San Luis Potosí	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel del Río Inn, San Luis Potosí	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel Jardín Potosí, San Luis Potosí	0.0%	0.2%	0.0%	0.0%	0.2%
Corazón de Xocconostle, San Luis Potosí	0.2%	0.0%	0.0%	0.0%	0.2%
El Viejo Gogorrón Hotel Campestre Spa, Villa de Reyes	0.2%	0.0%	0.0%	0.0%	0.2%
No contesto	24.5%	36.1%	0.0%	1.8%	62.4%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Forma de Viaje

Concepto	Millenials	Familia/ Grupo	Adultos Mayores	No Contesto	Total
Solo	9.0%	7.9%	0.0%	0.2%	17.1%
Pareja	10.8%	19.5%	0.0%	0.5%	30.8%
Familia	8.5%	26.9%	0.0%	1.3%	36.8%
Amistades	3.4%	3.5%	0.0%	1.0%	7.9%
Agrupación	0.6%	0.5%	0.0%	0.0%	1.1%
No contesto	1.9%	3.7%	0.0%	0.6%	6.3%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Número de Acompañantes

Concepto	Millenials	Familia/ Grupo	Adultos Mayores	No Contesto	Total
Dos	10.4%	19.1%	0.0%	1.2%	30.6%
Tres	3.6%	13.7%	0.0%	0.5%	17.8%
Cuatro	2.5%	6.3%	0.0%	0.3%	9.0%
Uno	2.5%	3.3%	0.0%	0.2%	5.9%
Cinco	2.0%	1.5%	0.0%	0.2%	3.6%
Seis	0.5%	1.8%	0.0%	0.0%	2.3%
Más de Diez personas	0.2%	0.7%	0.0%	0.2%	1.0%
Siete	0.2%	0.2%	0.0%	0.0%	0.3%
Ocho	0.2%	0.2%	0.0%	0.0%	0.3%
Nueve	0.0%	0.3%	0.0%	0.0%	0.3%
No contesto	12.5%	15.1%	0.0%	1.0%	28.6%
Total	34.4%	62.0%	0.0%	3.5%	99.9%

Medio de Transporte Utilizado

Concepto	Millenials	Familia/ Grupo	Adultos Mayores	No Contesto	Total
Automóvil	18.2%	35.6%	0.0%	1.1%	55.0%
Autobús de línea	8.2%	10.2%	0.0%	0.5%	18.9%
Autobús rentado	1.3%	2.9%	0.0%	0.0%	4.2%
Avión	2.4%	5.3%	0.0%	1.0%	8.7%
No contestó	4.2%	8.1%	0.0%	1.0%	13.2%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Gasto Promedio en Hospedaje

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
400 a 500 pesos	5.0%	5.2%	0.0%	0.6%	10.8%
501 a 600 pesos	2.6%	3.7%	0.0%	0.2%	6.5%
601 a 800 pesos	1.6%	5.2%	0.0%	0.2%	6.9%
801 a 990 pesos	1.1%	8.1%	0.0%	1.0%	10.2%
Más de 1,000	4.0%	7.6%	0.0%	0.2%	11.8%
No contesto	20.0%	32.4%	0.0%	1.5%	53.9%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Gasto Promedio en Compras

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
200 a 300 pesos	13.7%	6.5%	0.0%	0.6%	20.8%
301 a 450 pesos	1.9%	2.3%	0.0%	0.2%	4.4%
451 a 500 pesos	2.1%	3.1%	0.0%	0.3%	5.5%
501 a 600 pesos	1.0%	6.8%	0.0%	0.5%	8.2%
Más de 600 pesos	2.1%	8.2%	0.0%	0.3%	10.6%
No contesto	13.5%	35.3%	0.0%	1.6%	50.5%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
200 a 300 pesos	15.2%	9.5%	0.0%	1.5%	26.1%
301 a 450 pesos	2.9%	4.2%	0.0%	0.2%	7.3%
451 a 500 pesos	3.2%	4.8%	0.0%	0.0%	8.1%
501 a 600 pesos	3.2%	15.5%	0.0%	0.6%	19.4%
Más de 600 pesos	3.4%	11.5%	0.0%	0.3%	15.2%
No contesto	6.5%	16.6%	0.0%	1.0%	24.0%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Gasto Promedio en Souvenirs

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
200 a 300 pesos	6.0%	6.3%	0.0%	0.2%	12.4%
301 a 450 pesos	1.0%	1.6%	0.0%	1.1%	3.7%
451 a 500 pesos	2.6%	6.9%	0.0%	0.2%	9.7%
501 a 600 pesos	1.3%	6.5%	0.0%	0.3%	8.1%
Más de 600 pesos	0.3%	3.9%	0.0%	0.3%	4.5%
No contesto	23.2%	36.9%	0.0%	1.5%	61.6%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Gasto Promedio en Transportación Local

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
200 a 300 pesos	6.1%	7.6%	0.0%	0.5%	14.2%
301 a 450 pesos	0.5%	1.9%	0.0%	0.2%	2.6%
451 a 500 pesos	2.1%	3.1%	0.0%	0.0%	5.2%
501 a 600 pesos	1.1%	3.5%	0.0%	0.5%	5.2%
Más de 600 pesos	0.5%	1.8%	0.0%	0.3%	2.6%
No contesto	24.0%	44.2%	0.0%	2.1%	70.3%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Gasto Promedio en Gasolina

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
200 a 300 pesos	6.3%	3.4%	0.0%	0.2%	9.8%
301 a 450 pesos	1.3%	1.1%	0.0%	0.0%	2.4%
451 a 500 pesos	1.0%	2.7%	0.0%	0.0%	3.7%
501 a 600 pesos	2.6%	14.0%	0.0%	0.6%	17.3%
Más de 600 pesos	5.0%	11.8%	0.0%	1.0%	17.7%
No contesto	18.2%	29.0%	0.0%	1.8%	49.0%
Total	34.4%	62.1%	0.0%	3.5%	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	3.5%	5.9%	0.0%	0.1%	9.5%
Descanso/Vacaciones	1.9%	4.5%	0.0%	0.1%	6.5%
Cultural	2.5%	3.1%	0.0%	0.2%	5.8%
Negocios	1.6%	1.9%	0.0%	0.3%	3.8%
Turismo de Aventura	1.8%	1.2%	0.0%	0.3%	3.3%
Religioso	0.9%	1.3%	0.0%	0.0%	2.2%
Ecoturismo	0.8%	1.3%	0.0%	0.1%	2.2%
Tradición	0.3%	1.6%	0.0%	0.1%	1.9%
Salud	0.2%	0.9%	0.0%	0.0%	1.1%
Deportivo	0.5%	0.4%	0.0%	0.1%	1.1%
Gastronómico	0.2%	0.6%	0.0%	0.1%	0.9%
Compra de artesanías	0.2%	0.5%	0.0%	0.1%	0.8%
No Contestó	20.0%	38.8%	0.0%	2.2%	61.0%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Con que sitios compararía la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Querétaro, Qro.	15.6%	41.8%	0.0%	2.4%	59.9%
CDMX	1.4%	2.2%	0.0%	0.0%	3.5%
San Miguel de Allende, Gto.	0.9%	2.3%	0.0%	0.2%	3.3%
Guanajuato	1.3%	1.8%	0.0%	0.0%	3.1%
Puebla	0.9%	1.5%	0.0%	0.2%	2.5%
Saltillo, Coah.	0.9%	1.3%	0.0%	0.1%	2.3%
Zacatecas	1.0%	1.0%	0.0%	0.2%	2.2%
Francia	0.8%	0.7%	0.0%	0.1%	1.6%
Morelia, Mich.	0.1%	1.5%	0.0%	0.0%	1.5%
Aguascalientes	0.7%	0.2%	0.0%	0.0%	1.0%
Rioverde, S.L.P.	0.5%	0.4%	0.0%	0.0%	0.9%
Ciudad Valles, S.L.P.	0.8%	0.1%	0.0%	0.0%	0.9%
Soledad de G. S., S.L.P.	0.8%	0.0%	0.0%	0.0%	0.8%
Veracruz	0.8%	0.0%	0.0%	0.0%	0.8%
Villa de Zaragoza, S.L.P.	0.2%	0.5%	0.0%	0.0%	0.7%
San Juan de los Lagos, Jal.	0.7%	0.0%	0.0%	0.0%	0.7%
Pátzcuaro, Mich.	0.2%	0.4%	0.0%	0.0%	0.6%
Guadalajara, Jal.	0.5%	0.1%	0.0%	0.0%	0.6%
Monterrey, N.L.	0.2%	0.2%	0.0%	0.1%	0.5%
Tepoztlán, CDMX	0.2%	0.2%	0.0%	0.0%	0.5%
Chiapas	0.2%	0.2%	0.0%	0.0%	0.4%
Chihuahua	0.2%	0.2%	0.0%	0.0%	0.4%
Sinaloa	0.1%	0.2%	0.0%	0.1%	0.4%
Oaxaca	0.1%	0.2%	0.0%	0.1%	0.4%
Mexquitic de Carmona, S.L.P.	0.1%	0.3%	0.0%	0.0%	0.4%
Hidalgo	0.3%	0.1%	0.0%	0.0%	0.4%
Tehuantepec, Pue.	0.4%	0.0%	0.0%	0.0%	0.4%
Cedral, S.L.P.	0.0%	0.4%	0.0%	0.0%	0.4%
Celaya, Gto.	0.1%	0.2%	0.0%	0.0%	0.3%
Cascada de Tamúl, Aquismón, S.L.P.	0.2%	0.2%	0.0%	0.0%	0.3%
Ciudad Fernández, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Toluca, Edo. Mex.	0.2%	0.0%	0.0%	0.0%	0.2%
Aquismón, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Lagos de Moreno, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Matamoros, Tamps.	0.1%	0.2%	0.0%	0.0%	0.2%
Valle Umbroso, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Cancún, Q Roo	0.0%	0.2%	0.0%	0.0%	0.2%
Nuevo León	0.0%	0.2%	0.0%	0.0%	0.2%
Tamaulipas	0.0%	0.2%	0.0%	0.0%	0.2%
Guerrero	0.2%	0.0%	0.0%	0.0%	0.2%
Apodaca, N.L.	0.1%	0.2%	0.0%	0.0%	0.2%
Villa de Reyes, S.L.P.	0.1%	0.0%	0.0%	0.1%	0.2%
Metehuala, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Salamanca, Gto.	0.1%	0.1%	0.0%	0.0%	0.2%
Silao, Gto.	0.0%	0.2%	0.0%	0.0%	0.2%
Venado, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
San José Pacífico, Oax.	0.2%	0.0%	0.0%	0.0%	0.2%
Tamasopo, S.L.P.	0.1%	0.1%	0.0%	0.0%	0.2%
Jérez, Zac.	0.2%	0.0%	0.0%	0.0%	0.2%

Con que sitios compararía la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Durango	0.2%	0.0%	0.0%	0.0%	0.2%
Santa María del Río, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Ecatepec, Edo.Mx.	0.0%	0.2%	0.0%	0.0%	0.2%
Dolores Hidalgo, Gto.	0.1%	0.1%	0.0%	0.0%	0.2%
Valle de los Fantasmas- Zaragoza, S.L.P.	0.0%	0.1%	0.0%	0.1%	0.2%
Villa Hidalgo, Zac.	0.0%	0.2%	0.0%	0.0%	0.2%
Morelos	0.0%	0.2%	0.0%	0.0%	0.2%
Laredo, Tx.	0.1%	0.1%	0.0%	0.0%	0.2%
Zapopan, Jal.	0.0%	0.2%	0.0%	0.0%	0.2%
Mezquital, Tamps.	0.0%	0.2%	0.0%	0.0%	0.2%
Xilitla, S.L.P.	0.1%	0.1%	0.0%	0.0%	0.2%
Villa de Pozos, San Luis Potosí, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.1%
San Luis de la Paz, Gto.	0.0%	0.1%	0.0%	0.0%	0.1%
Rayón, S.L.P.	0.0%	0.1%	0.0%	0.0%	0.1%
Tlaxcala	0.1%	0.0%	0.0%	0.0%	0.1%
San Cristóbal de las Casas, Chis.	0.1%	0.0%	0.0%	0.0%	0.1%
León, Gto.	0.1%	0.0%	0.0%	0.0%	0.1%
Ciudad Juárez, Chih.	0.1%	0.0%	0.0%	0.0%	0.1%
Hermosillo, Son.	0.1%	0.0%	0.0%	0.0%	0.1%
Huichihuayán- Huehuetán, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.1%
Tanquián de Escobedo, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.1%
Colima	0.2%	0.0%	0.0%	0.0%	0.1%
San Felipe, Gto.	0.0%	0.1%	0.0%	0.0%	0.1%
Salinas, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.1%
Pinos, Zac.	0.1%	0.0%	0.0%	0.0%	0.1%
Pachuca, Hgo.	0.0%	0.1%	0.0%	0.0%	0.1%
Santiago Tepelpa, Mor.	0.0%	0.1%	0.0%	0.0%	0.1%
Mérida, Yuc.	0.0%	0.1%	0.0%	0.0%	0.1%
Tula, Hgo.	0.1%	0.0%	0.0%	0.0%	0.1%
Cuernavaca, Mor.	0.1%	0.0%	0.0%	0.0%	0.1%
Texcoco, Edo. Mex.	0.1%	0.0%	0.0%	0.0%	0.1%
Ensenada, BC	0.0%	0.1%	0.0%	0.0%	0.1%
Ciudad Victoria, Tamps.	0.0%	0.1%	0.0%	0.0%	0.1%
Moctezuma, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.1%
Torreón, Coah.	0.1%	0.0%	0.0%	0.0%	0.1%
Santo Domingo, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.1%
Cárdenas, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.1%
Jaral de Berrios, Gto.	0.1%	0.0%	0.0%	0.0%	0.1%
Taxco, Gro.	0.0%	0.1%	0.0%	0.0%	0.1%
Ahualulco, S.L.P.	0.0%	0.1%	0.0%	0.0%	0.1%
Los Mochis, Sin.	0.1%	0.0%	0.0%	0.0%	0.1%
No Contesto	0.0%	0.1%	0.0%	0.0%	0.1%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Recuerda Publicidad del Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Sí	13.0%	21.8%	0.0%	0.4%	35.3%
No	17.8%	28.0%	0.0%	1.4%	47.2%
No contesto	3.6%	12.3%	0.0%	1.6%	17.5%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Medio en que recuerda la publicidad

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Televisión	10.5%	17.2%	0.0%	0.1%	27.8%
Familiares o Amigos	0.0%	0.0%	0.0%	0.0%	0.0%
Internet	0.0%	1.0%	0.0%	0.0%	1.0%
Espectaculares	18.5%	27.4%	0.0%	1.4%	47.2%
Facebook	0.0%	0.0%	0.0%	0.0%	0.0%
Folletos	0.0%	0.0%	0.0%	0.0%	0.0%
Twitter	0.0%	0.0%	0.0%	0.0%	0.0%
Periódico	1.9%	4.2%	0.0%	0.3%	6.5%
Revista	0.0%	0.0%	0.0%	0.0%	0.0%
You Tube	0.0%	0.0%	0.0%	0.0%	0.0%
Radio	0.0%	0.0%	0.0%	0.0%	0.0%
No contesto	3.6%	12.3%	0.0%	1.6%	17.5%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Regresaría al Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Definitivamente sí	20.0%	44.5%	0.0%	1.6%	66.1%
Probablemente sí	12.7%	15.3%	0.0%	1.1%	29.2%
Probablemente no	0.5%	0.5%	0.0%	0.0%	1.0%
Definitivamente no	0.0%	0.0%	0.0%	0.0%	0.0%
No Contesto	1.1%	1.8%	0.0%	0.8%	3.7%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Recomendaría el Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Definitivamente sí	19.0%	27.7%	0.0%	0.3%	47.1%
Probablemente sí	13.9%	31.9%	0.0%	2.4%	48.2%
Probablemente no	0.3%	0.6%	0.0%	0.0%	1.0%
Definitivamente no	0.0%	0.0%	0.0%	0.0%	0.0%
No Contesto	1.1%	1.8%	0.0%	0.8%	3.7%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Ciudad de Origen

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
CDMX	3.1%	4.2%	0.0%	1.3%	8.5%
Monterrey, N.L.	1.5%	2.1%	0.0%	0.5%	4.0%
León, Gto.	0.6%	1.8%	0.0%	0.2%	2.6%
Soledad de G. S. , S.L.P.	1.9%	0.5%	0.0%	0.0%	2.4%
Guadalajara, Jal.	1.0%	1.1%	0.0%	0.0%	2.1%
Quito,Ecu.	1.0%	1.1%	0.0%	0.0%	2.1%
Querétaro, Qro.	0.5%	1.5%	0.0%	0.0%	1.9%
Cuernavaca, Mor.	0.0%	1.8%	0.0%	0.0%	1.8%
Aguascalientes	0.8%	0.6%	0.0%	0.2%	1.6%
Chicago, Ill.	0.0%	1.6%	0.0%	0.0%	1.6%
Mexicali, B.C.	0.8%	0.6%	0.0%	0.0%	1.5%
Zacatecas, Zac.	0.8%	0.6%	0.0%	0.0%	1.5%
Dallas, Tx.	0.0%	1.3%	0.0%	0.0%	1.3%
Villa de Ramos, S.L.P.	0.2%	1.1%	0.0%	0.0%	1.3%
Durango	0.3%	1.0%	0.0%	0.0%	1.3%
Matehuala, S.L.P.	0.5%	0.6%	0.0%	0.0%	1.1%
San Felipe, Gto.	0.3%	0.8%	0.0%	0.0%	1.1%
Monclova, Coah.	0.3%	0.8%	0.0%	0.0%	1.1%
Celaya, Gto.	0.2%	1.0%	0.0%	0.0%	1.1%
Poza Rica, Ver.	0.0%	0.8%	0.0%	0.2%	1.0%
Los Angeles, Cal.	0.0%	1.0%	0.0%	0.0%	1.0%
Xalapa, Ver.	0.5%	0.3%	0.0%	0.2%	1.0%
Rioverde, S.L.P.	0.0%	0.6%	0.0%	0.3%	1.0%
Piedras Negras, Coah.	0.3%	0.6%	0.0%	0.0%	1.0%
San Francisco, Cal.	0.0%	1.0%	0.0%	0.0%	1.0%
San Luis Potosí, S.L.P.	0.5%	0.2%	0.0%	0.2%	0.8%
Oaxaca	0.2%	0.6%	0.0%	0.0%	0.8%
Ciudad Victoria, Tamps.	0.2%	0.6%	0.0%	0.0%	0.8%
Puerto Escondido, Oax.	0.3%	0.5%	0.0%	0.0%	0.8%
Zacapoaxtla, Pue.	0.8%	0.0%	0.0%	0.0%	0.8%
Tonalá, Jal.	0.2%	0.5%	0.0%	0.2%	0.8%
Tepic, Nay.	0.2%	0.5%	0.0%	0.0%	0.6%
Mérida, Yuc.	0.5%	0.2%	0.0%	0.0%	0.6%
Ensenada, BC	0.3%	0.3%	0.0%	0.0%	0.6%
Mazatlán, Sin.	0.2%	0.5%	0.0%	0.0%	0.6%
Tlapa, Gro.	0.0%	0.6%	0.0%	0.0%	0.6%
Ahualulco, S.L.P.	0.5%	0.2%	0.0%	0.0%	0.6%
Iturbide, N.L.	0.3%	0.3%	0.0%	0.0%	0.6%
Guadalupe, N.L.	0.0%	0.6%	0.0%	0.0%	0.6%

Ciudad de Origen

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Ciudad Valles, S.L.P.	0.2%	0.5%	0.0%	0.0%	0.6%
Monterrey, S.L.P.	0.0%	0.5%	0.0%	0.2%	0.6%
Fresnillo, Zac.	0.0%	0.6%	0.0%	0.0%	0.6%
Paraná, Br.	0.0%	0.6%	0.0%	0.0%	0.6%
Culiacán, Sin.	0.0%	0.6%	0.0%	0.0%	0.6%
Cd. Fernández, S.L.P.	0.0%	0.6%	0.0%	0.0%	0.6%
Colima	0.0%	0.6%	0.0%	0.0%	0.6%
Santa Catarina, S.L.P.	0.3%	0.3%	0.0%	0.0%	0.6%
Matamoros, Tamps.	0.3%	0.3%	0.0%	0.0%	0.6%
San Antonio, Tx.	0.3%	0.3%	0.0%	0.0%	0.6%
Coxcatlán, S.L.P.	0.0%	0.6%	0.0%	0.0%	0.6%
Buenos Aires, Arg.	0.2%	0.5%	0.0%	0.0%	0.6%
Asunción, Uru.	0.2%	0.5%	0.0%	0.0%	0.6%
Villa de Reyes, S.L.P.	0.3%	0.3%	0.0%	0.0%	0.6%
Cheyenne, Wy	0.2%	0.5%	0.0%	0.0%	0.6%
Apodaca, N.L.	0.2%	0.5%	0.0%	0.0%	0.6%
Ciudad Madero, Tamps.	0.3%	0.3%	0.0%	0.0%	0.6%
Berlín, Al.	0.3%	0.3%	0.0%	0.0%	0.6%
Otawa, Cn.	0.0%	0.6%	0.0%	0.0%	0.6%
Cd. Juárez, Chih.	0.0%	0.5%	0.0%	0.0%	0.5%
Tampico, Tamps.	0.2%	0.3%	0.0%	0.0%	0.5%
Puebla	0.5%	0.0%	0.0%	0.0%	0.5%
Salt Lake City, Cal.	0.3%	0.2%	0.0%	0.0%	0.5%
Tamazunchale, S.L.P.	0.2%	0.3%	0.0%	0.0%	0.5%
Austin, Tx.	0.0%	0.5%	0.0%	0.0%	0.5%
Tijuana, BC	0.0%	0.5%	0.0%	0.0%	0.5%
Lagos de Moreno, Jal.	0.0%	0.5%	0.0%	0.0%	0.5%
Tehuantepec, Oax.	0.2%	0.3%	0.0%	0.0%	0.5%
Pinos, Zac.	0.2%	0.3%	0.0%	0.0%	0.5%
Huichapán, Hgo.	0.2%	0.3%	0.0%	0.0%	0.5%
Zamora, Mich.	0.2%	0.3%	0.0%	0.0%	0.5%
Dolores Hgo., Gto.	0.2%	0.3%	0.0%	0.0%	0.5%
Cadereyta de Montes, Qro.	0.0%	0.5%	0.0%	0.0%	0.5%
San Salvador, Sal.	0.3%	0.2%	0.0%	0.0%	0.5%
Cancún, Q. Roo	0.0%	0.3%	0.0%	0.0%	0.3%
Saltillo, Coah.	0.2%	0.2%	0.0%	0.0%	0.3%
Chihuahua	0.2%	0.2%	0.0%	0.0%	0.3%
San Salvador	0.2%	0.2%	0.0%	0.0%	0.3%
San Cristobal, Chis.	0.0%	0.3%	0.0%	0.0%	0.3%

RESULTADOS COMPOSICIÓN DE GRUPO

Ciudad de Origen

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
San Nicolás de los Garza, N.L.	0.2%	0.2%	0.0%	0.0%	0.3%
Casa Grande, Chih.	0.0%	0.3%	0.0%	0.0%	0.3%
Córdoba, Ver.	0.3%	0.0%	0.0%	0.0%	0.3%
Jérez, Zac.	0.2%	0.2%	0.0%	0.0%	0.3%
Osaka, Jp.	0.0%	0.3%	0.0%	0.0%	0.3%
Santa Mónica, Cal.	0.2%	0.2%	0.0%	0.0%	0.3%
Ciudad del Maíz, S.L.P.	0.2%	0.2%	0.0%	0.0%	0.3%
Zaragoza, S.L.P.	0.3%	0.0%	0.0%	0.0%	0.3%
Chapala, Jal.	0.3%	0.0%	0.0%	0.0%	0.3%
Huichichuayán, Huehuetlán -S.L.P.	0.3%	0.0%	0.0%	0.0%	0.3%
Santa Catarina, N.L.	0.3%	0.0%	0.0%	0.0%	0.3%
Pachuca, Hgo.	0.0%	0.3%	0.0%	0.0%	0.3%
Naucalpan, Edo. Mex.	0.0%	0.3%	0.0%	0.0%	0.3%
Zacatepec, Edo. Mex.	0.0%	0.3%	0.0%	0.0%	0.3%
Silao, Gto.	0.2%	0.2%	0.0%	0.0%	0.3%
Zacatlán de las Manzanas, Pue.	0.0%	0.3%	0.0%	0.0%	0.3%
Carolina del Norte	0.0%	0.3%	0.0%	0.0%	0.3%
Taxco, Gro.	0.3%	0.0%	0.0%	0.0%	0.3%
Hermosillo, Son.	0.3%	0.0%	0.0%	0.0%	0.3%
Villa de Arriaga, S.L.P.	0.3%	0.0%	0.0%	0.0%	0.3%
Morelia, Mich.	0.3%	0.0%	0.0%	0.0%	0.3%
Orizaba, Ver.	0.0%	0.3%	0.0%	0.0%	0.3%
Tequisquiapan, Qro.	0.0%	0.3%	0.0%	0.0%	0.3%
Bogotá, Col.	0.0%	0.3%	0.0%	0.0%	0.3%
Calvillo, Zac.	0.0%	0.3%	0.0%	0.0%	0.3%
Cozumel, Q. Roo	0.3%	0.0%	0.0%	0.0%	0.3%
Tuxpan, Nay.	0.2%	0.2%	0.0%	0.0%	0.3%
Xilitia, S.L.P.	0.3%	0.0%	0.0%	0.0%	0.3%
Zapopan, Jal.	0.3%	0.0%	0.0%	0.0%	0.3%
Rayón, S.L.P.	0.3%	0.0%	0.0%	0.0%	0.3%
Real de Catorce, S.L.P.	0.2%	0.2%	0.0%	0.0%	0.3%
Villa de Arista, S.L.P.	0.3%	0.0%	0.0%	0.0%	0.3%
Cuauhtémoc, Gro.	0.3%	0.0%	0.0%	0.0%	0.3%
Chetumal, Qroo	0.0%	0.3%	0.0%	0.0%	0.3%
Missuri	0.0%	0.3%	0.0%	0.0%	0.3%
Izabal, Gua.	0.0%	0.2%	0.0%	0.0%	0.2%
Villanueva, Zac.	0.0%	0.2%	0.0%	0.0%	0.2%
Reynosa, Tamps.	0.0%	0.0%	0.0%	0.2%	0.2%
Toluca, Edo. Mex.	0.0%	0.0%	0.0%	0.2%	0.2%

Ciudad de Origen

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
San Diego, Cal.	0.0%	0.2%	0.0%	0.0%	0.2%
San Juan de los Lagos, Jal.	0.0%	0.2%	0.0%	0.0%	0.2%
Charcas, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Tuxtla Gutiérrez, Chis.	0.0%	0.2%	0.0%	0.0%	0.2%
Guanajuato, Gto.	0.2%	0.0%	0.0%	0.0%	0.2%
Mexquitic de Carmona, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Tula, Hgo.	0.0%	0.2%	0.0%	0.0%	0.2%
Matlapa, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Villa de Pozos, San Luis Potosí - S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Tanguián de Escobedo, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
La Paz, BCS	0.0%	0.2%	0.0%	0.0%	0.2%
Irapuato, Gto.	0.2%	0.0%	0.0%	0.0%	0.2%
Torreón, Coah.	0.2%	0.0%	0.0%	0.0%	0.2%
Ciudad Mante, Tamps.	0.0%	0.2%	0.0%	0.0%	0.2%
Venado, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
El Naranjo, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Miami, Fl.	0.0%	0.2%	0.0%	0.0%	0.2%
Cerritos, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Guamúchil, Sin.	0.0%	0.2%	0.0%	0.0%	0.2%
Memphis, Phi.	0.0%	0.2%	0.0%	0.0%	0.2%
Ocampo, Gto.	0.2%	0.0%	0.0%	0.0%	0.2%
Villahermosa, Tab.	0.2%	0.0%	0.0%	0.0%	0.2%
Puerto Vallarta, Jal.	0.0%	0.2%	0.0%	0.0%	0.2%
Ixtapa, Gro.	0.2%	0.0%	0.0%	0.0%	0.2%
Helena, Mt.	0.0%	0.2%	0.0%	0.0%	0.2%
Jiutepec, Mor.	0.2%	0.0%	0.0%	0.0%	0.2%
Cd. Victoria, Tamps.	0.0%	0.2%	0.0%	0.0%	0.2%
La Yesca, Nay.	0.0%	0.2%	0.0%	0.0%	0.2%
Chilpancingo, Gro.	0.0%	0.2%	0.0%	0.0%	0.2%
Ameca, Jal.	0.0%	0.2%	0.0%	0.0%	0.2%
Salvatierra, Gto.	0.0%	0.2%	0.0%	0.0%	0.2%
Cholula, Pue.	0.0%	0.2%	0.0%	0.0%	0.2%
Houston, Tx.	0.0%	0.2%	0.0%	0.0%	0.2%
Burdeos, Fr.	0.0%	0.2%	0.0%	0.0%	0.2%
Manzanillo, Colima	0.0%	0.2%	0.0%	0.0%	0.2%
San Juan del Río, Qro.	0.0%	0.2%	0.0%	0.0%	0.2%
Louisiana	0.2%	0.0%	0.0%	0.0%	0.2%
No Contesto	2.1%	3.1%	0.0%	0.0%	5.2%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

RESULTADOS COMPOSICIÓN DE GRUPO

Estado de Origen del Entrevistado

Concepto	Millenials	Familia/ Grupo	Adultos Mayores	No Contesto	Total
Ciudad de México	10.2%	9.0%	0.0%	1.5%	20.6%
Nuevo León	2.3%	4.0%	0.0%	0.6%	6.9%
Guanajuato	2.1%	3.9%	0.0%	0.2%	6.1%
Estados Unidos de América	1.5%	3.5%	0.0%	0.0%	5.0%
Jalisco	1.8%	2.1%	0.0%	0.2%	4.0%
Baja California	1.1%	1.9%	0.0%	0.0%	3.1%
Coahuila	1.0%	2.1%	0.0%	0.0%	3.1%
Zacatecas	1.1%	1.8%	0.0%	0.0%	2.9%
Veracruz	0.8%	1.6%	0.0%	0.3%	2.7%
Querétaro	0.3%	2.3%	0.0%	0.0%	2.6%
Tamaulipas	0.6%	1.8%	0.0%	0.2%	2.6%
Japón	0.2%	2.3%	0.0%	0.0%	2.4%
San Luis Potosí	0.5%	1.5%	0.0%	0.2%	2.1%
Ecuador	1.0%	1.1%	0.0%	0.0%	2.1%
Estado de México	0.3%	1.3%	0.0%	0.3%	1.9%
Puebla	1.5%	0.5%	0.0%	0.0%	1.9%
Morelos	0.2%	1.6%	0.0%	0.0%	1.8%
Aguascalientes	0.8%	0.6%	0.0%	0.2%	1.6%
Oaxaca	0.5%	1.1%	0.0%	0.0%	1.6%
Sinaloa	0.2%	1.3%	0.0%	0.0%	1.5%
Durango	0.3%	1.0%	0.0%	0.0%	1.3%
Guerrero	0.8%	0.5%	0.0%	0.0%	1.3%
Michoacán	0.8%	0.5%	0.0%	0.0%	1.3%
Nayarit	0.3%	0.8%	0.0%	0.0%	1.1%
Hidalgo	0.2%	0.8%	0.0%	0.0%	1.0%
Quintana Roo	0.3%	0.6%	0.0%	0.0%	1.0%
Colima	0.0%	0.8%	0.0%	0.0%	0.8%
Sonora	0.3%	0.5%	0.0%	0.0%	0.8%
Argentina	0.2%	0.6%	0.0%	0.0%	0.8%
Chihuahua	0.2%	0.5%	0.0%	0.0%	0.6%
Yucatán	0.5%	0.2%	0.0%	0.0%	0.6%
Brasil	0.0%	0.6%	0.0%	0.0%	0.6%
Uruguay	0.2%	0.5%	0.0%	0.0%	0.6%
Alemania	0.3%	0.3%	0.0%	0.0%	0.6%
Canadá	0.0%	0.6%	0.0%	0.0%	0.6%
Chiapas	0.0%	0.5%	0.0%	0.0%	0.5%
Tlaxcala	0.2%	0.3%	0.0%	0.0%	0.5%
El Salvador	0.3%	0.2%	0.0%	0.0%	0.5%
Colombia	0.0%	0.5%	0.0%	0.0%	0.5%
Ucrania	0.2%	0.0%	0.0%	0.0%	0.2%
Guatemala	0.0%	0.2%	0.0%	0.0%	0.2%
Francia	0.0%	0.2%	0.0%	0.0%	0.2%
No contesto	1.6%	6.1%	0.0%	0.0%	7.7%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Perfil del Visitante Invierno 2019 – Región Centro

RESULTADOS COMPOSICIÓN DE GRUPO

Sexo del entrevistado

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Mujer	19.4%	33.5%	0.0%	0.8%	53.7%
Hombre	14.5%	26.6%	0.0%	1.3%	42.4%
No contesto	0.5%	1.9%	0.0%	1.5%	3.9%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Edad Promedio de los Entrevistados

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
De 18 a 24 años	15.0%	0.0%	0.0%	0.0%	15.0%
De 25 a 31 años	19.4%	0.0%	0.0%	0.0%	19.4%
De 32 a 38 años	0.0%	20.0%	0.0%	0.0%	20.0%
De 39 a 45 años	0.0%	21.0%	0.0%	0.0%	21.0%
De 46 a 58 años	0.0%	13.1%	0.0%	0.0%	13.1%
Más de 58 años	0.0%	8.1%	0.0%	0.0%	8.1%
No Contesto	0.0%	0.0%	0.0%	3.5%	3.5%
Total	34.4%	62.1%	0.0%	3.5%	100.0%

Ocupación de los Entrevistados

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Empleado Privado	8.1%	11.9%	0.0%	0.8%	20.8%
Empleado de Gobierno	2.6%	11.1%	0.0%	0.3%	14.0%
Por cuenta propia	4.4%	8.7%	0.0%	0.3%	13.4%
Labores del Hogar	1.5%	11.5%	0.0%	0.2%	13.1%
Un oficio (plomero, carpintero, etc.)	0.5%	1.0%	0.0%	0.0%	1.5%
Retirado / Jubilado	0.5%	6.6%	0.0%	0.0%	7.1%
Estudiante	10.8%	0.8%	0.0%	0.0%	11.6%
Empresario(a)	0.3%	1.3%	0.0%	0.0%	1.6%
Comerciante	3.9%	5.2%	0.0%	0.3%	9.4%
Otro	1.0%	2.3%	0.0%	0.0%	3.2%
No Contesto	0.8%	1.8%	0.0%	1.6%	4.2%
Total	34.4%	62.1%	0.0%	3.5%	100.0%



PERFIL DEL VISITANTE REGIÓN CENTRO

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

INVIERNO 2019



RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Lugar de Encuesta

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
San Luis Potosí	0.5%	2.6%	0.8%	1.8%	20.3%	1.5%	27.4%
Soledad de Graciano Sánchez	0.6%	1.3%	1.3%	2.7%	24.7%	1.6%	32.3%
Santa María del Río	0.0%	0.0%	0.0%	0.0%	23.2%	1.0%	24.2%
Villa de Reyes	1.1%	0.2%	0.0%	0.6%	13.1%	1.1%	16.1%
No contestó	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

Frecuencia con que visita el Destino

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Primera vez	1.1%	1.5%	0.5%	1.6%	36.9%	2.3%	43.9%
Una vez al año	0.3%	0.6%	0.5%	0.8%	18.4%	1.8%	22.4%
Dos veces al año	0.3%	0.3%	0.8%	1.1%	14.5%	0.2%	17.3%
Tres o más veces al año	0.5%	1.3%	0.3%	1.6%	10.5%	0.8%	15.0%
No contestó	0.0%	0.3%	0.0%	0.0%	1.0%	0.2%	1.5%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Noches que permanecerá en la Región

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Ninguna	0.2%	1.5%	0.6%	1.6%	14.5%	0.5%	18.9%
Dos noches	0.8%	1.3%	0.6%	0.3%	17.6%	0.8%	21.5%
Tres noches	0.8%	0.6%	0.2%	1.9%	11.9%	1.0%	16.5%
Cuatro noches	0.0%	0.2%	0.3%	0.5%	9.2%	0.5%	10.6%
Una noche	0.2%	0.0%	0.0%	0.2%	7.4%	0.8%	8.5%
Cinco noches	0.2%	0.2%	0.2%	0.3%	5.0%	0.6%	6.5%
Más de Diez noches	0.0%	0.2%	0.0%	0.0%	5.0%	0.5%	5.6%
Siete noches	0.2%	0.2%	0.2%	0.0%	3.4%	0.0%	3.9%
Seis noches	0.0%	0.0%	0.0%	0.0%	3.5%	0.2%	3.7%
Diez noches	0.0%	0.0%	0.0%	0.0%	0.8%	0.3%	1.1%
Ocho noches	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Nueve noches	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
No contesto	0.0%	0.0%	0.0%	0.3%	2.1%	0.0%	2.4%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

Lugar donde se está hospedando

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Hotel	0.8%	2.7%	1.5%	2.4%	34.7%	2.6%	44.7%
Familia / Amigos	1.3%	0.5%	0.6%	1.5%	29.2%	0.6%	33.7%
Acampará	0.0%	0.3%	0.0%	0.0%	1.9%	0.0%	2.3%
Vivienda rentada	0.0%	0.3%	0.0%	0.3%	6.9%	1.0%	8.5%
No contesto	0.2%	0.2%	0.0%	1.0%	8.5%	1.0%	10.8%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Nombre Hotel donde Hospeda

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
La Posada Potosina Hotel & Suites, San Luis Potosí	0.3%	0.5%	0.0%	0.0%	5.3%	0.5%	6.6%
Gran Hotel Concordia, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	4.6%	0.3%	4.8%
Hotel Nápoles, San Luis Potosí	0.0%	0.0%	0.0%	0.5%	3.8%	0.0%	4.3%
Hotel City Express Junior Zona Industrial, San Luis Potosí	0.0%	0.3%	0.3%	0.0%	2.0%	0.5%	3.1%
Hotel Panorama, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	2.3%	0.3%	2.5%
Hotel San Francisco, San Luis Potosí	0.0%	0.0%	0.0%	0.3%	2.3%	0.0%	2.5%
Hotel San Luis, Soledad de Graciano Sánchez	0.0%	0.0%	0.0%	1.0%	1.5%	0.0%	2.5%
Hotel Fiesta Inn San Luis Potosí Glorieta Juárez, San Luis Potosí	0.0%	0.8%	0.0%	0.0%	1.0%	0.5%	2.3%
Hotel María Cristina, San Luis Potosí	0.0%	0.0%	0.0%	0.3%	2.0%	0.0%	2.3%
Hotel de Gante, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	2.3%
Hotel Tampico, San Luis Potosí	0.0%	0.0%	0.5%	0.0%	1.8%	0.0%	2.3%
Hotel Michigan, Soledad de Graciano Sánchez	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	2.3%
Hotel María Dolores, San Luis Potosí	0.3%	0.0%	0.3%	0.0%	1.0%	0.0%	1.5%
Hotel Holiday Inn San Luis Potosí Quijote, San Luis Potosí	0.0%	0.0%	0.3%	0.3%	0.8%	0.0%	1.3%
Hotel Fiesta Inn Oriente, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.3%
Hotel Real Plaza, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.3%
LQ Hotel by La Quinta, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.3%
Hotel City Express San Luis Zona Industrial, San Luis Potosí	0.0%	0.5%	0.0%	0.5%	0.3%	0.0%	1.3%
Hotel Comfort Inn, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
Hotel Ibis, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Nombre Hotel donde Hospeda

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Hotel One San Luis Potosí Glorieta Juárez, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.8%	0.3%	1.0%
Casa Bugambilias	0.0%	0.3%	0.0%	0.0%	0.3%	0.5%	1.0%
Hotel Conrad San Luis Potosí, San Luis Potosí	0.0%	0.0%	0.0%	0.3%	0.3%	0.3%	0.8%
Hotel Mansión Los Arcos, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Hotel Chicago, San Luis Potosí	0.0%	0.0%	0.3%	0.0%	0.5%	0.0%	0.8%
Hotel Courtyard Marriott, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Hotel Hilton San Luis Potosí, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
City Express Suites, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Hotel Holiday Inn Express San Luis Potosí, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Hotel Real de Minas, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.5%
Hotel City Express Junior Carranza, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Hotel Anáhuac, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Hotel RUMA San Luis, San Luis Potosí	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.5%
Hotel Rancho La Estación , Soledad de Graciano Sánchez	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Hotel California, Soledad de G. Sánchez	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Quinta Real Palacio de San Agustín, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Hotel Real Inn San Luis Potosí, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
Santosí by Inmense, San Luis Potosí	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Hotel Central, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
Hotel del Río Inn, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Hotel Jardín Potosí, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Corazón de Xoconostle, San Luis Potosí	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
El Viejo Gogorrón Hotel Campestre Spa, Villa de Reyes	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%
No contesto	1.3%	1.5%	0.3%	2.1%	34.2%	1.4%	40.7%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Forma de Viaje

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Solo	0.5%	0.8%	0.0%	1.0%	13.7%	1.1%	17.1%
Pareja	0.6%	1.6%	1.1%	1.5%	24.4%	1.6%	30.8%
Familia	0.6%	1.3%	1.0%	1.8%	31.0%	1.1%	36.8%
Amistades	0.5%	0.2%	0.0%	0.2%	6.6%	0.5%	7.9%
Agrupación	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%	1.1%
No contestó	0.0%	0.2%	0.0%	0.8%	4.7%	0.6%	6.3%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

Número de Acompañantes

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Dos	0.8%	2.1%	1.5%	1.2%	23.8%	1.2%	30.6%
Tres	0.3%	0.3%	0.5%	1.2%	14.8%	0.7%	17.8%
Cuatro	0.0%	0.2%	0.2%	0.2%	8.2%	0.3%	9.0%
Uno	0.3%	0.0%	0.0%	0.7%	4.4%	0.5%	5.9%
Cinco	0.2%	0.2%	0.0%	0.3%	3.0%	0.0%	3.6%
Seis	0.0%	0.0%	0.0%	0.0%	2.1%	0.2%	2.3%
Más de Diez personas	0.0%	0.3%	0.0%	0.0%	0.7%	0.2%	1.2%
Siete	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Ocho	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%
Nueve	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
No contestó	0.5%	1.0%	0.0%	1.7%	23.4%	2.2%	28.6%
Total	2.3%	4.1%	2.1%	5.2%	81.3%	5.2%	100.0%

Medio de Transporte Utilizado

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Automóvil	1.1%	2.7%	1.8%	3.1%	44.5%	1.8%	55.0%
Autobús de línea	0.8%	0.3%	0.2%	0.6%	15.5%	1.5%	18.9%
Autobús rentado	0.0%	0.2%	0.0%	0.3%	3.5%	0.2%	4.2%
Avión	0.2%	0.2%	0.0%	0.0%	6.9%	1.5%	8.7%
No contestó	0.2%	0.7%	0.2%	1.2%	10.8%	0.4%	13.2%
Total	2.3%	4.1%	2.1%	5.2%	81.3%	5.2%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Gasto Promedio en Hospedaje

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajo	Otras Menciones	No Contestó	Total
400 a 500 pesos	0.2%	0.6%	0.2%	0.2%	8.7%	1.0%	10.8%
501 a 600 pesos	0.3%	0.5%	0.2%	0.5%	4.4%	0.6%	6.5%
601 a 800 pesos	0.3%	0.2%	0.0%	0.6%	5.6%	0.2%	6.9%
801 a 990 pesos	0.0%	1.1%	0.8%	0.8%	7.1%	0.3%	10.2%
Más de 1,000	0.3%	0.5%	0.2%	0.3%	9.7%	0.8%	11.8%
No contesto	1.1%	1.2%	0.8%	2.7%	45.8%	2.3%	53.9%
Total	2.3%	4.1%	2.1%	5.2%	81.3%	5.2%	100.1%

Gasto Promedio en Compras

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajo	Otras Menciones	No Contestó	Total
200 a 300 pesos	0.6%	1.3%	0.5%	1.0%	16.6%	0.8%	20.8%
301 a 450 pesos	0.2%	0.2%	0.0%	0.0%	4.0%	0.0%	4.4%
451 a 500 pesos	0.0%	0.3%	0.2%	0.5%	4.2%	0.3%	5.5%
501 a 600 pesos	0.0%	0.0%	0.2%	0.5%	7.3%	0.3%	8.2%
Más de 600 pesos	0.0%	0.2%	0.3%	0.6%	9.0%	0.5%	10.6%
No contesto	1.5%	2.1%	1.0%	2.6%	40.2%	3.2%	50.5%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajo	Otras Menciones	No Contestó	Total
200 a 300 pesos	0.8%	1.6%	0.5%	0.8%	21.5%	1.0%	26.1%
301 a 450 pesos	0.2%	0.6%	0.2%	0.8%	5.5%	0.0%	7.3%
451 a 500 pesos	0.3%	0.2%	0.0%	0.8%	6.5%	0.3%	8.1%
501 a 600 pesos	0.3%	0.8%	1.0%	1.5%	14.8%	1.0%	19.4%
Más de 600 pesos	0.3%	0.2%	0.2%	0.5%	13.1%	1.0%	15.2%
No contesto	0.3%	0.6%	0.3%	0.8%	20.0%	1.9%	24.0%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Gasto Promedio en Souvenirs

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
200 a 300 pesos	0.5%	0.5%	0.2%	0.6%	10.2%	0.5%	12.4%
301 a 450 pesos	0.2%	0.3%	0.0%	0.0%	3.2%	0.0%	3.7%
451 a 500 pesos	0.3%	0.6%	0.2%	0.3%	7.9%	0.3%	9.7%
501 a 600 pesos	0.0%	0.0%	0.3%	0.6%	6.5%	0.6%	8.1%
Más de 600 pesos	0.0%	0.2%	0.2%	0.2%	3.7%	0.3%	4.5%
No contestó	1.3%	2.4%	1.3%	3.4%	49.8%	3.4%	61.6%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

Gasto Promedio en Transportación Local

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
200 a 300 pesos	0.5%	0.6%	0.2%	0.2%	12.3%	0.5%	14.2%
301 a 450 pesos	0.0%	0.2%	0.0%	0.2%	2.3%	0.0%	2.6%
451 a 500 pesos	0.2%	0.2%	0.0%	0.5%	4.4%	0.0%	5.2%
501 a 600 pesos	0.0%	0.0%	0.2%	0.5%	3.7%	0.8%	5.2%
Más de 600 pesos	0.2%	0.5%	0.0%	0.2%	1.5%	0.3%	2.6%
No contestó	1.5%	2.6%	1.8%	3.7%	57.3%	3.5%	70.3%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

Gasto Promedio en Gasolina

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
200 a 300 pesos	0.2%	0.5%	0.6%	0.3%	7.9%	0.3%	9.8%
301 a 450 pesos	0.0%	0.6%	0.0%	0.5%	1.3%	0.0%	2.4%
451 a 500 pesos	0.2%	0.2%	0.0%	0.3%	2.6%	0.5%	3.7%
501 a 600 pesos	0.3%	0.6%	0.8%	1.3%	14.0%	0.2%	17.3%
Más de 600 pesos	0.3%	0.3%	0.3%	0.3%	15.3%	1.1%	17.7%
No contestó	1.3%	1.8%	0.3%	2.4%	40.2%	3.1%	49.0%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Razón Principal de Viaje a la Región

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Visita a familiares	0.4%	0.4%	0.2%	0.3%	7.8%	0.5%	9.5%
Descanso/Vacaciones	0.2%	0.1%	0.2%	0.4%	5.4%	0.2%	6.5%
Cultural	0.3%	0.1%	0.0%	0.2%	5.0%	0.2%	5.8%
Negocios	0.1%	0.3%	0.0%	0.2%	3.0%	0.3%	3.8%
Turismo de Aventura	0.1%	0.2%	0.0%	0.0%	3.0%	0.1%	3.3%
Religioso	0.0%	0.3%	0.1%	0.1%	1.6%	0.1%	2.2%
Ecoturismo	0.1%	0.1%	0.0%	0.1%	1.9%	0.1%	2.2%
Tradicición	0.1%	0.1%	0.0%	0.1%	1.6%	0.1%	1.9%
Salud	0.0%	0.2%	0.0%	0.2%	0.7%	0.1%	1.1%
Deportivo	0.0%	0.0%	0.0%	0.1%	1.0%	0.1%	1.1%
Gastronómico	0.0%	0.0%	0.1%	0.2%	0.6%	0.0%	0.9%
Compra de artesanías	0.0%	0.1%	0.1%	0.1%	0.5%	0.0%	0.8%
No Contestó	1.1%	2.3%	1.5%	3.4%	49.2%	3.5%	61.0%
Total	2.3%	4.0%	2.1%	5.1%	81.3%	5.2%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Con que sitios compararía la Región

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Querétaro, Qro.	0.6%	0.0%	0.1%	0.0%	2.7%	0.2%	3.5%
CDMX	0.3%	0.0%	0.0%	0.0%	2.9%	0.1%	3.3%
San Miguel de Allende, Gto.	0.6%	0.0%	0.0%	0.1%	2.1%	0.2%	3.1%
Guanajuato	0.2%	0.4%	0.0%	0.2%	1.5%	0.2%	2.5%
Puebla	0.2%	0.1%	0.2%	0.0%	1.5%	0.3%	2.3%
Saltillo, Coah.	0.4%	0.0%	0.0%	0.1%	1.7%	0.0%	2.2%
Zacatecas	0.1%	0.4%	0.1%	0.1%	0.8%	0.2%	1.6%
Francia	0.3%	0.0%	0.0%	0.2%	1.0%	0.1%	1.5%
Morelia, Mich.	0.1%	0.1%	0.0%	0.0%	0.8%	0.0%	1.0%
Aguascalientes	0.1%	0.0%	0.1%	0.1%	0.6%	0.1%	0.9%
Rioverde, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.9%
Ciudad Valles, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.6%	0.0%	0.8%
Soledad de G. S., S.L.P.	0.0%	0.1%	0.0%	0.0%	0.7%	0.0%	0.8%
Veracruz	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%
Villa de Zaragoza, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.7%
San Juan de los Lagos, Jal.	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%	0.6%
Pátzcuaro, Mich.	0.0%	0.2%	0.2%	0.2%	0.1%	0.0%	0.6%
Guadalajara, Jal.	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.5%
Monterrey, N.L.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Tepoztlán, CDMX	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Chiapas	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Chihuahua	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%	0.4%
Sinaloa	0.0%	0.1%	0.0%	0.0%	0.2%	0.2%	0.4%
Oaxaca	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Mexquitic de Carmona, S.L.P.	0.0%	0.1%	0.0%	0.0%	0.3%	0.0%	0.4%
Hidalgo	0.0%	0.1%	0.0%	0.0%	0.3%	0.0%	0.4%
Tehuantepec, Pue.	0.0%	0.1%	0.0%	0.0%	0.3%	0.0%	0.4%
Cedral, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Celaya, Gto.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Cascada de Tamúl, Aquismón, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%
Ciudad Fernández, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Toluca, Edo. Mex.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Aquismón, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%
Lagos de Moreno, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Matamoros, Tamps.	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.2%
Valle Umbroso, S.L.P.	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.2%
Cancún, Q Roo	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Nuevo León	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Con que sitios compararía la Región

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Tamaulipas	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Guerrero	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%
Apodaca, N.L.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Villa de Reyes, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Metehuala, S.L.P.	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.2%
Salamanca, Gto.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Silao, Gto.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Venado, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
San José Pacífico, Oax.	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.2%
Tamasopo, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Jérez, Zac.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Durango	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Santa María del Río, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Ecatepec, Edo.Mx.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Dolores Hidalgo, Gto.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Valle de los Fantomas, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Villa Hidalgo, Zac.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Morelos	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Laredo, Tx.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Zapopan, Jal.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Mezquital, Tamps.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Xilitla, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Villa de Pozos, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
San Luis de la Paz, Gto.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Rayón, S.L.P.	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Tlaxcala	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
San Cristóbal de las Casas, Chis.	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Con que sitios compararía la Región

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
León, Gto.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Ciudad Juárez, Chih.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Hermosillo, Son.	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Huichihuayán, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Tanquián de Escobedo, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Colima	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
San Felipe, Gto.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Salinas, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Pinos, Zac.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Pachuca, Hgo.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Santiago Tepelpa, Mor.	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Mérida, Yuc.	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Tula, Hgo.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Cuernavaca, Mor.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Texcoco, Edo. Mex.	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Ensenada, BC	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Ciudad Victoria, Tamps.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Moctezuma, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Torreón, Coah.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Santo Domingo, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Cárdenas, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Jaral de Berrios, Gto.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Taxco, Gro.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Ahualulco, S.L.P.	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Los Mochis, Sin.	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
No Contesto	1.5%	1.8%	1.5%	3.6%	48.3%	3.2%	59.9%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Recuerda Publicidad del Destino

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Sí	1.0%	1.8%	0.5%	2.6%	40.0%	2.1%	47.9%
No	0.5%	0.6%	0.3%	0.8%	27.4%	1.5%	31.1%
No contesto	0.8%	1.6%	1.3%	1.8%	13.9%	1.6%	21.0%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

Medio en que recuerda la publicidad

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Televisión	1.0%	1.3%	0.5%	2.2%	0.5%	1.2%	6.6%
Familiares o Amigos	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%	8.2%
Internet	0.0%	0.3%	0.0%	0.6%	7.1%	0.0%	8.1%
Espectaculares	0.4%	0.4%	0.3%	0.4%	7.0%	1.9%	10.4%
Facebook	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	3.7%
Folletos	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	3.4%
Twitter	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	2.3%
Periódico	0.8%	0.3%	0.5%	0.2%	0.8%	0.5%	3.1%
Revista	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.3%
You Tube	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%
Radio	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
No contesto	0.1%	1.6%	0.8%	1.8%	44.2%	1.6%	50.1%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Regresaría al Destino

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Definitivamente sí	1.1%	2.3%	0.5%	3.9%	55.0%	3.4%	66.1%
Probablemente sí	1.0%	1.6%	1.1%	1.0%	22.7%	1.8%	29.2%
Probablemente no	0.2%	0.2%	0.0%	0.2%	0.5%	0.0%	1.0%
Definitivamente no	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No Contesto	0.0%	0.0%	0.5%	0.2%	3.1%	0.0%	3.7%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

Recomendaría el Destino

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Definitivamente sí	0.8%	1.6%	0.0%	0.8%	41.1%	2.7%	47.1%
Probablemente sí	1.3%	2.4%	1.6%	4.0%	36.5%	2.4%	48.2%
Probablemente no	0.2%	0.0%	0.0%	0.2%	0.6%	0.0%	1.0%
Definitivamente no	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No Contesto	0.0%	0.0%	0.5%	0.2%	3.1%	0.0%	3.7%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Ciudad de Origen

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
CDMX	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%
Monterrey, N.L.	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	4.0%
León, Gto.	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	2.6%
Soledad de G. S., S.L.P.	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	2.4%
Guadalajara, Jal.	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	2.1%
Quito, Ecu.	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	2.1%
Querétaro, Qro.	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	1.9%
Cuernavaca, Mor.	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.8%
Agascalientes	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	1.6%
Chicago, Ill.	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.6%
Mexicali, B.C.	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.5%
Zacatecas, Zac.	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	1.5%
Dallas, Tx.	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.3%
Villa de Ramos, S.L.P.	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.3%
Durango	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.3%
Matehuala, S.L.P.	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%
San Felipe, Gto.	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%
Monclova, Coah.	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%
Celaya, Gto.	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%
Poza Rica, Ver.	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
Los Angeles, Cal.	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
Xalapa, Ver.	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
Rioverde, S.L.P.	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
Piedras Negras, Coah.	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
San Francisco, Cal.	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
San Luis Potosí, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Oaxaca	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Ciudad Victoria, Tamps.	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Puerto Escondido, Oax.	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Zacapoaxtla, Pue.	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Tonalá, Jal.	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Tepic, Nay.	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%
Ensenada, BC	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Mazatlán, Sin.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Tlapa, Gro.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Ahualulco, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Iturbide, N.L.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Guadalupe, N.L.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%

Ciudad de Origen

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Ciudad Valles, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Monterrey, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Fresnillo, Zac.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Paraná, Br.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Culiacán, Sin.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Cd. Fernández, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Colima	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Santa Catarina, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Matamoros, Tamps.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
San Antonio, Tx.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Coxcatlán, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Buenos Aires, Arg.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Asunción, Uru.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Villa de Reyes, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Cheyenne, Wy	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Apodaca, N.L.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Ciudad Madero, Tamps.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Berlin, Al.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Otawa, Cn.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Cd. Juárez, Chih.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Tampico, Tamps.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Puebla	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Salt Lake City, Cal.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Tamazunchale, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Austin, Tx.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Tijuana, BC	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Lagos de Moreno, Jal.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Tehuantepec, Oax.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Pinos, Zac.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Huichapán, Hgo.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Zamora, Mich.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Dolores Hgo., Gto.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Cadereyta de Montes, Qro.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
San Salvador, Sal.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Cancún, Q. Roo	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Saltillo, Coah.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Chihuahua	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
San Salvador	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
San Cristobal, Chis.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Ciudad de Origen

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
San Nicolás de los Garza, N.L.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Casa Grande, Chih.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Córdoba, Ver.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Jérez, Zac.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Osaka, Jp.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Santa Mónica, Cal.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Ciudad del Maíz, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Zaragoza, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Chapala, Jal.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Huichichuayán, Huehuetlán -S.L.P.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Santa Catarina, N.L.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Pachuca, Hgo.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Naucalpan, Edo. Mex.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Zacatepec, Edo. Mex.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Silao, Gto.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Zacatlán de las Manzanas, Pue.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Carolina del Norte	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Taxco, Gro.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Hermosillo, Son.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Villa de Arriaga, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Morelia, Mich.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Orizaba, Ver.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Tequisquiapan, Qro.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Bogotá, Col.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Calvillo, Zac.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Cozumel, Q. Roo	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Tuxpan, Nay.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Xilitla, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Zapopan, Jal.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Rayón, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Real de Catorce, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Villa de Arista, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Cuahtémoc, Gro.	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Chetumal, Qroo	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Missuri	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Izabal, Gua.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Villanueva, Zac.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Reynosa, Tamps.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Toluca, Edo. Mex.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%

Ciudad de Origen

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
San Diego, Cal.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
San Juan de los Lagos, Jal.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Charcas, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Tuxtla Gutiérrez, Chis.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Guanajuato, Gto.	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
Mexquitic de Carmona, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Tula, Hgo.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Matlapa, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Villa de Pozos, San Luis Potosí - S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Tanquián de Escobedo, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
La Paz, BCS	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%
Torreón, Coah.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Ciudad Mante, Tamps.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Venado, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
El Naranjo, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Miami, Fl.	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%
Guamúchil, Sin.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Memphis, Phi.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Ocampo, Gto.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Villahermosa, Tab.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Puerto Vallarta, Jal.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Ixtapa, Gro.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Helena, Mt.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Jiutepec, Mor.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Cd. Victoria, Tamps.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
La Yesca, Nay.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Chilpancingo, Gro.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Ameca, Jal.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Salvatierra, Gto.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Cholula, Pue.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Houston, Tx.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Burdeos, Fr.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Manzanillo, Colima	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
San Juan del Río, Qro.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Louisiana	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%	5.2%	5.2%
Total	8.5%	4.0%	2.1%	5.2%	75.0%	5.2%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Estado de Origen del Entrevistado

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajo	Otras Menciones	No Contestó	Total
Ciudad de México	0.0%	0.0%	0.0%	0.0%	20.3%	0.3%	20.6%
Nuevo León	0.0%	3.7%	0.0%	0.0%	3.2%	0.0%	6.9%
Guanajuato	0.0%	0.0%	0.0%	0.2%	6.0%	0.0%	6.1%
Estados Unidos de América	0.0%	0.0%	0.0%	0.0%	4.7%	0.3%	5.0%
Jalisco	0.0%	0.0%	2.1%	0.0%	1.9%	0.0%	4.0%
Baja California	0.0%	0.0%	0.0%	0.3%	2.7%	0.0%	3.1%
Coahuila	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	3.1%
Zacatecas	0.0%	0.0%	0.0%	1.1%	1.8%	0.0%	2.9%
Veracruz	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	2.7%
Querétaro	0.0%	0.0%	0.0%	1.8%	0.8%	0.0%	2.6%
Tamaulipas	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	2.6%
Japón	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	2.4%
San Luis Potosí	1.5%	0.2%	0.0%	0.0%	0.0%	0.5%	2.1%
Ecuador	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	2.1%
Estado de México	0.5%	0.0%	0.0%	0.0%	1.0%	0.5%	1.9%
Puebla	0.0%	0.0%	0.0%	0.2%	1.8%	0.0%	1.9%
Morelos	0.0%	0.0%	0.0%	0.0%	1.6%	0.2%	1.8%
Agascalientes	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	1.6%
Oaxaca	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.6%
Sinaloa	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.5%
Durango	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.3%
Guerrero	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.3%
Michoacán	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.3%
Nayarit	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%
Hidalgo	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
Quintana Roo	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
Colima	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Sonora	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Argentina	0.0%	0.0%	0.0%	0.0%	0.6%	0.2%	0.8%
Chihuahua	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%
Brasil	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Uruguay	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Alemania	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%
Chiapas	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Tlaxcala	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
El Salvador	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Colombia	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Ucrania	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Guatemala	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Francia	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
No contestó	0.3%	0.2%	0.0%	0.0%	4.0%	3.2%	7.7%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Sexo del entrevistado

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Mujer	1.3%	2.4%	1.6%	2.1%	43.2%	3.1%	53.7%
Hombre	0.8%	1.3%	0.5%	2.6%	35.5%	1.8%	42.4%
No contesto	0.2%	0.3%	0.0%	0.5%	2.6%	0.3%	3.9%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

Edad Promedio de los Entrevistados

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
De 18 a 24 años	0.0%	0.9%	0.0%	0.7%	20.0%	1.0%	22.6%
De 25 a 31 años	0.4%	0.6%	0.2%	0.4%	10.0%	1.1%	12.7%
De 32 a 38 años	0.1%	0.5%	0.4%	0.3%	10.2%	1.0%	12.5%
De 39 a 45 años	0.4%	0.1%	1.5%	3.0%	9.3%	1.0%	15.3%
De 46 a 58 años	0.3%	0.4%	0.0%	0.4%	15.4%	0.4%	16.8%
Más de 58 años	0.4%	0.4%	0.0%	0.0%	10.4%	0.7%	11.9%
No Contesto	0.7%	1.1%	0.0%	0.4%	6.0%	0.0%	8.1%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

Ocupación de los Entrevistados

Concepto	Ciudad de México	Monterrey	Guadalajara	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Empleado Privado	1.0%	0.6%	0.3%	0.5%	16.9%	1.5%	20.8%
Empleado de Gobierno	0.2%	0.3%	0.2%	1.8%	11.3%	0.3%	14.0%
Por cuenta propia	0.3%	0.5%	0.8%	0.6%	10.3%	0.8%	13.4%
Labores del Hogar	0.3%	0.6%	0.3%	0.3%	11.1%	0.3%	13.1%
Un oficio (plomero, carpintero, etc.)	0.0%	0.0%	0.0%	0.0%	1.3%	0.2%	1.5%
Retirado / Jubilado	0.0%	0.2%	0.0%	0.0%	6.9%	0.0%	7.1%
Estudiante	0.0%	0.3%	0.0%	1.0%	9.2%	1.1%	11.6%
Empresario(a)	0.0%	0.0%	0.0%	0.2%	1.3%	0.2%	1.6%
Comerciante	0.2%	0.8%	0.5%	0.5%	7.3%	0.2%	9.4%
Otro	0.2%	0.0%	0.0%	0.2%	2.6%	0.3%	3.2%
No Contesto	0.2%	0.6%	0.0%	0.2%	2.9%	0.3%	4.2%
Total	2.3%	4.0%	2.1%	5.2%	81.3%	5.2%	100.0%

FICHA TÉCNICA

- **Invierno 14 al 31 Diciembre 2019**

Fecha de Levantamiento

- **Sitios turísticos de la Región Centro.**

Ámbito

- **Muestra no probabilística**

Diseño Muestral

- **Visitantes mayores de 18 años**

Universo

- **620 Encuestas**

Tamaño de la Muestra:

- **Levantamiento aleatorio de muestra heterogénea.**

Metodología de Campo

- **Cuestionario estructurado**

Instrumento de Recolección



PERFIL DEL VISITANTE REGIÓN CENTRO INVIERNO 2019

