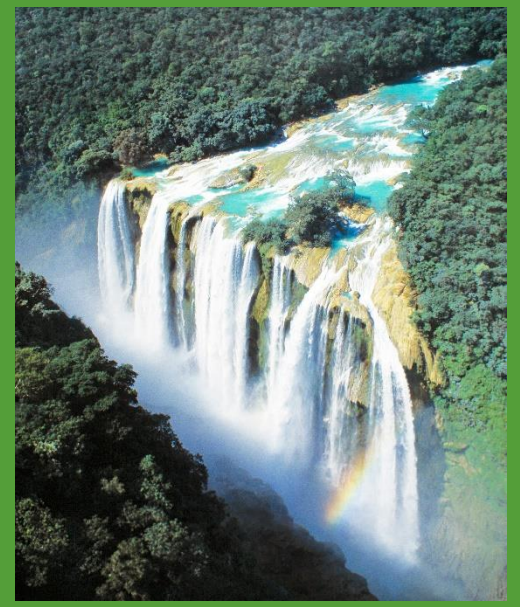
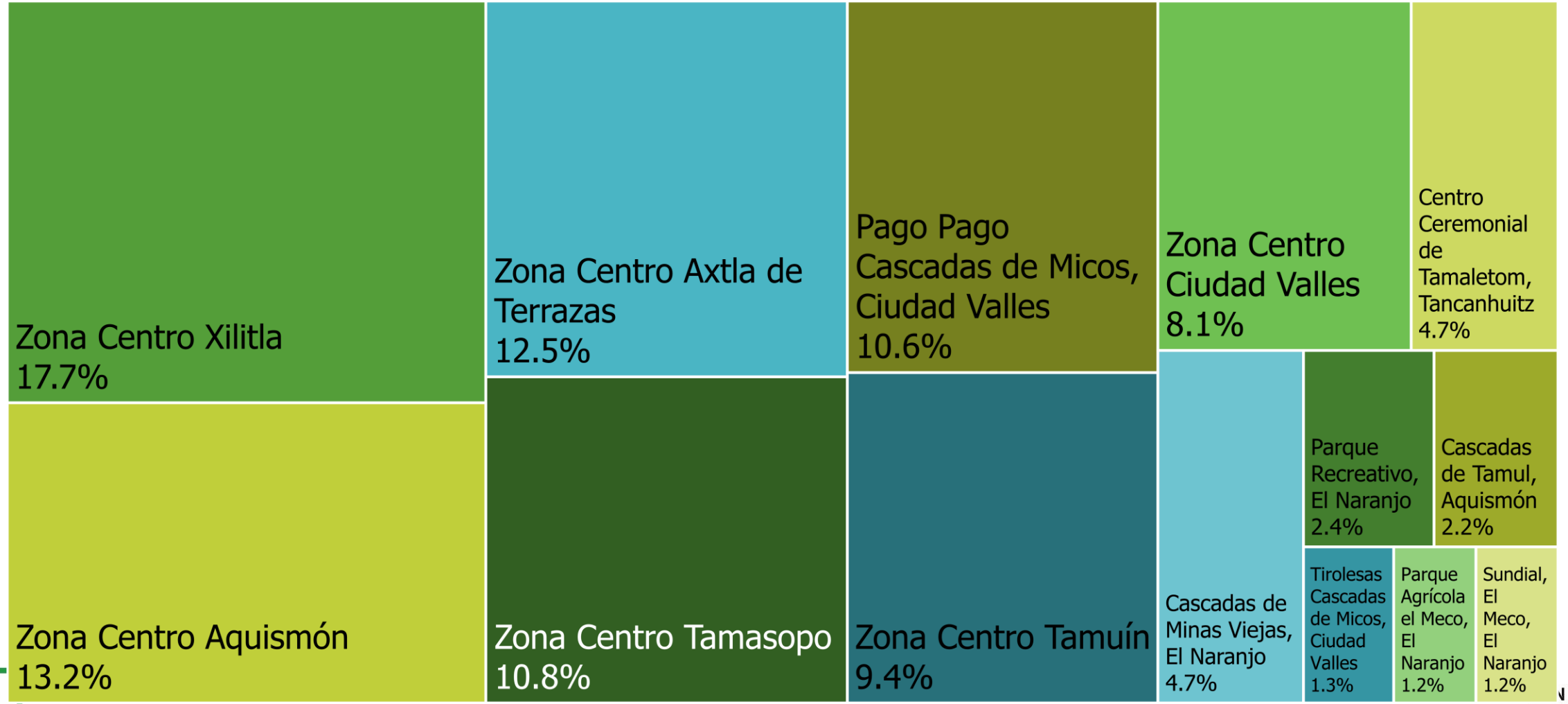
PERFIL DEL VISITANTE – REGIÓN HUASTECA

INVIERNO 2019

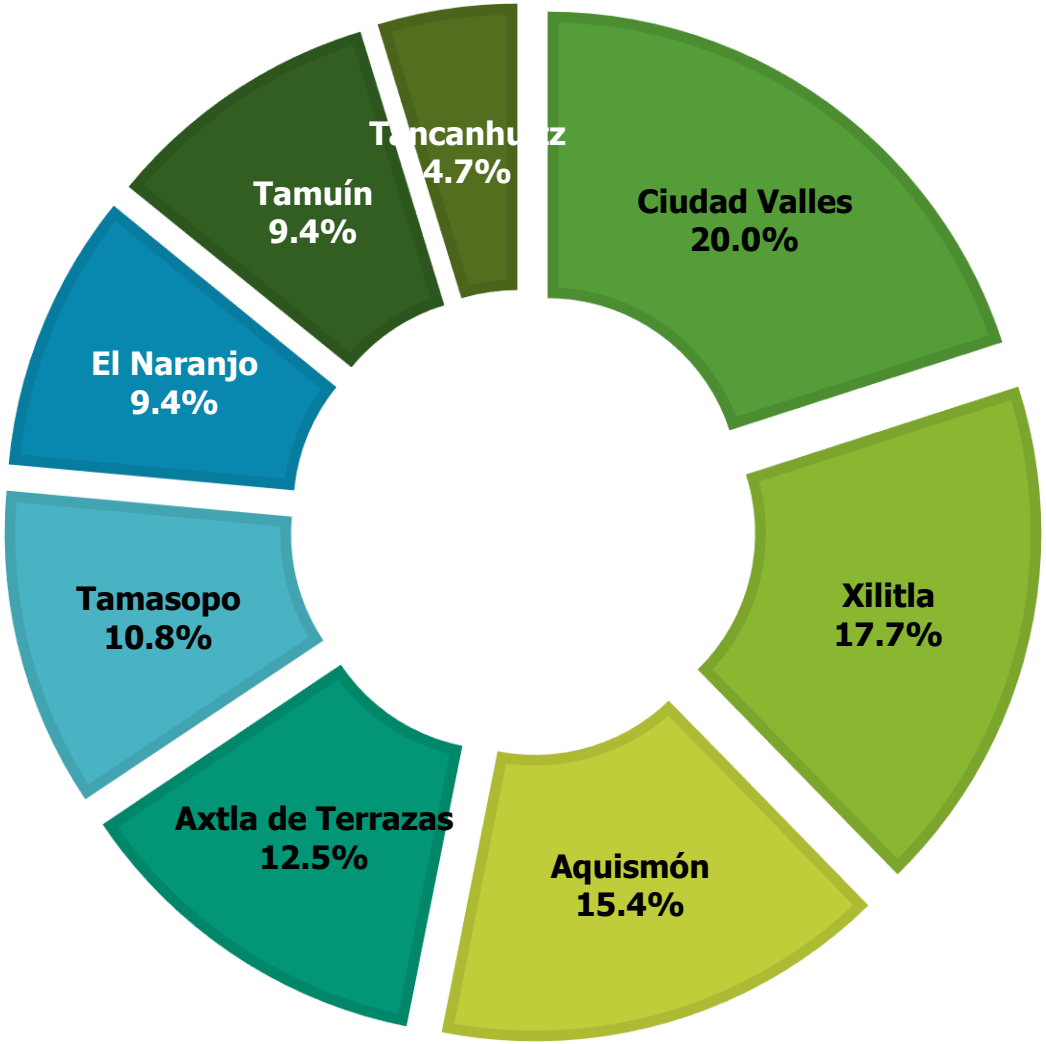


SECRETARÍA DE TURISMO DE SAN LUIS POTOSÍ - DIRECCIÓN DE PLANEACIÓN, INFORMACIÓN Y ANÁLISIS - SUBDIRECCIÓN DE PLANEACIÓN

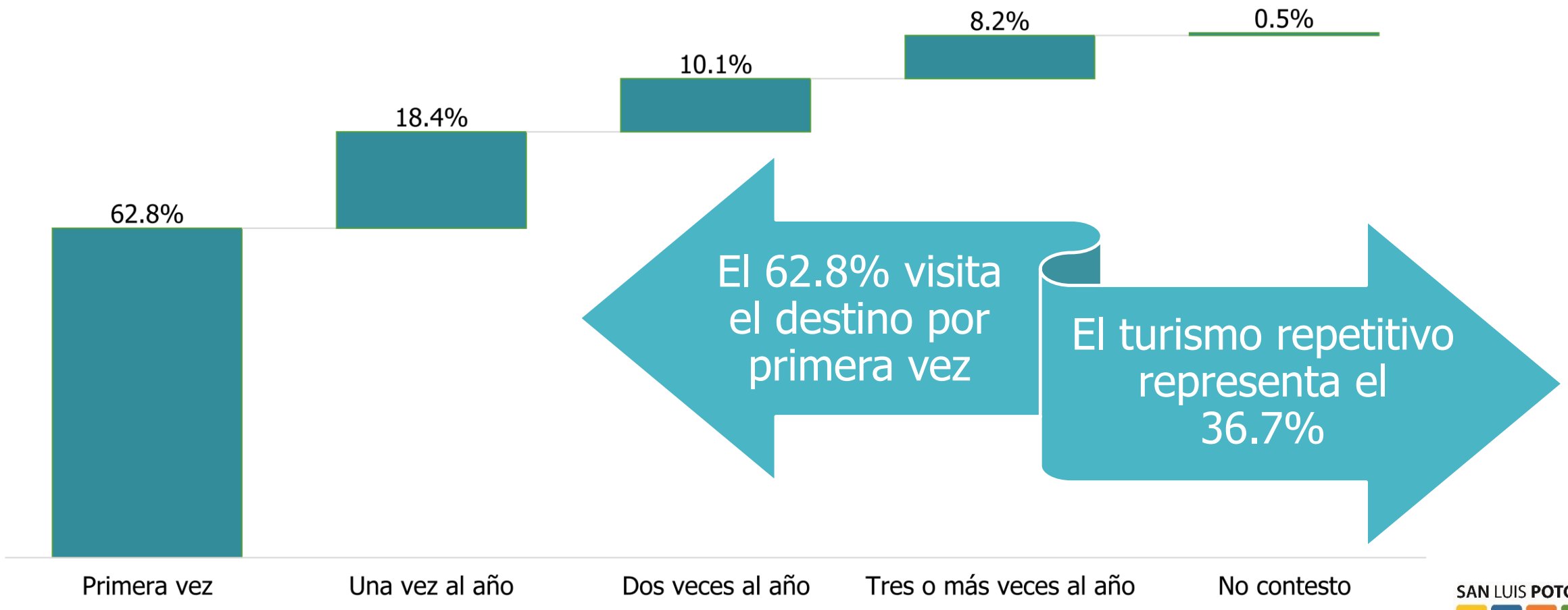
LUGAR DE LEVANTAMIENTO DE LA ENCUESTA



LUGAR DE ENCUESTA POR MUNICIPIO



FRECUENCIA DE VISITA A LA REGIÓN



NOCHES DE ESTADÍA

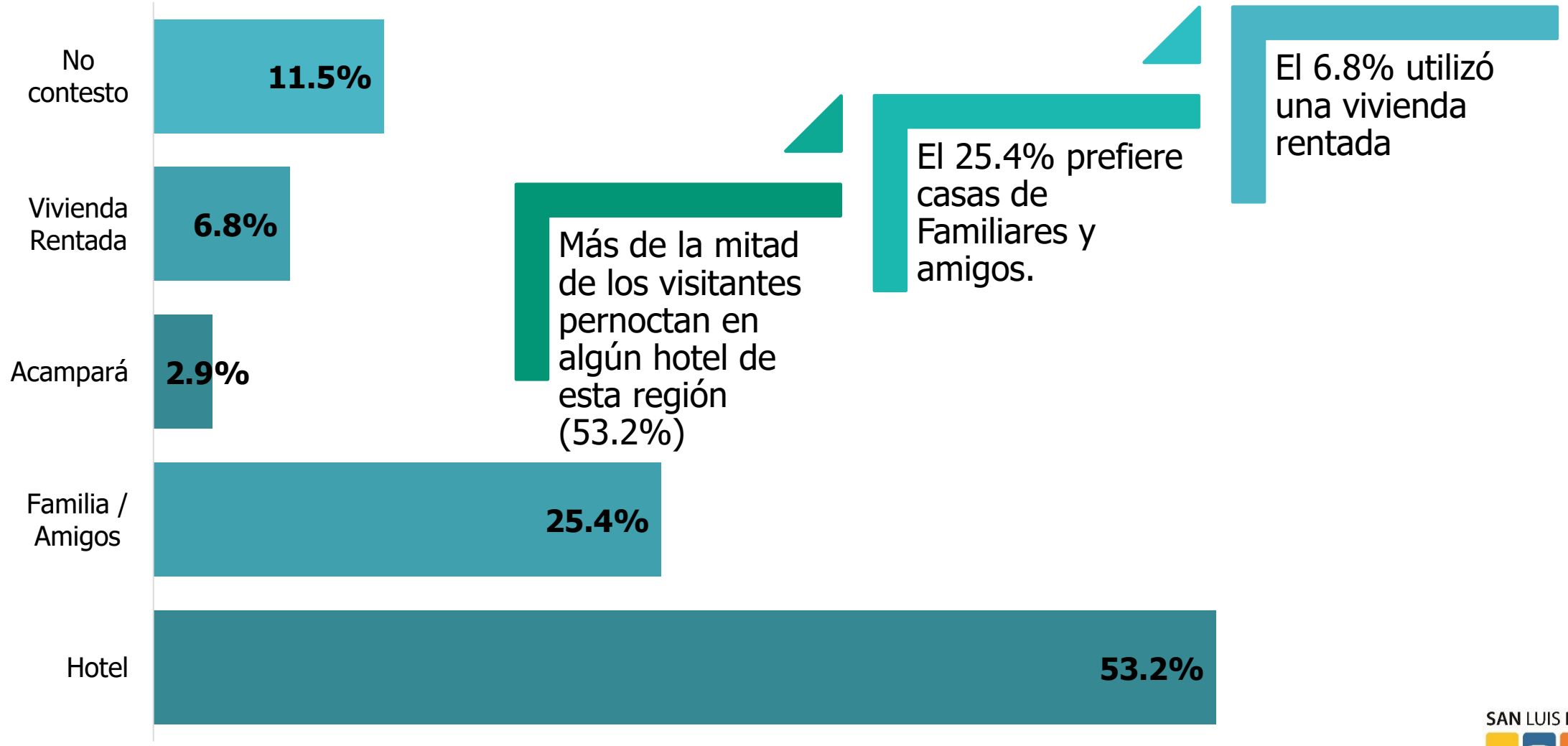
El 45.7% de los visitantes permanece en este destino de una a tres noches en promedio.

Los excursionistas a esta Región representan el 39.7%

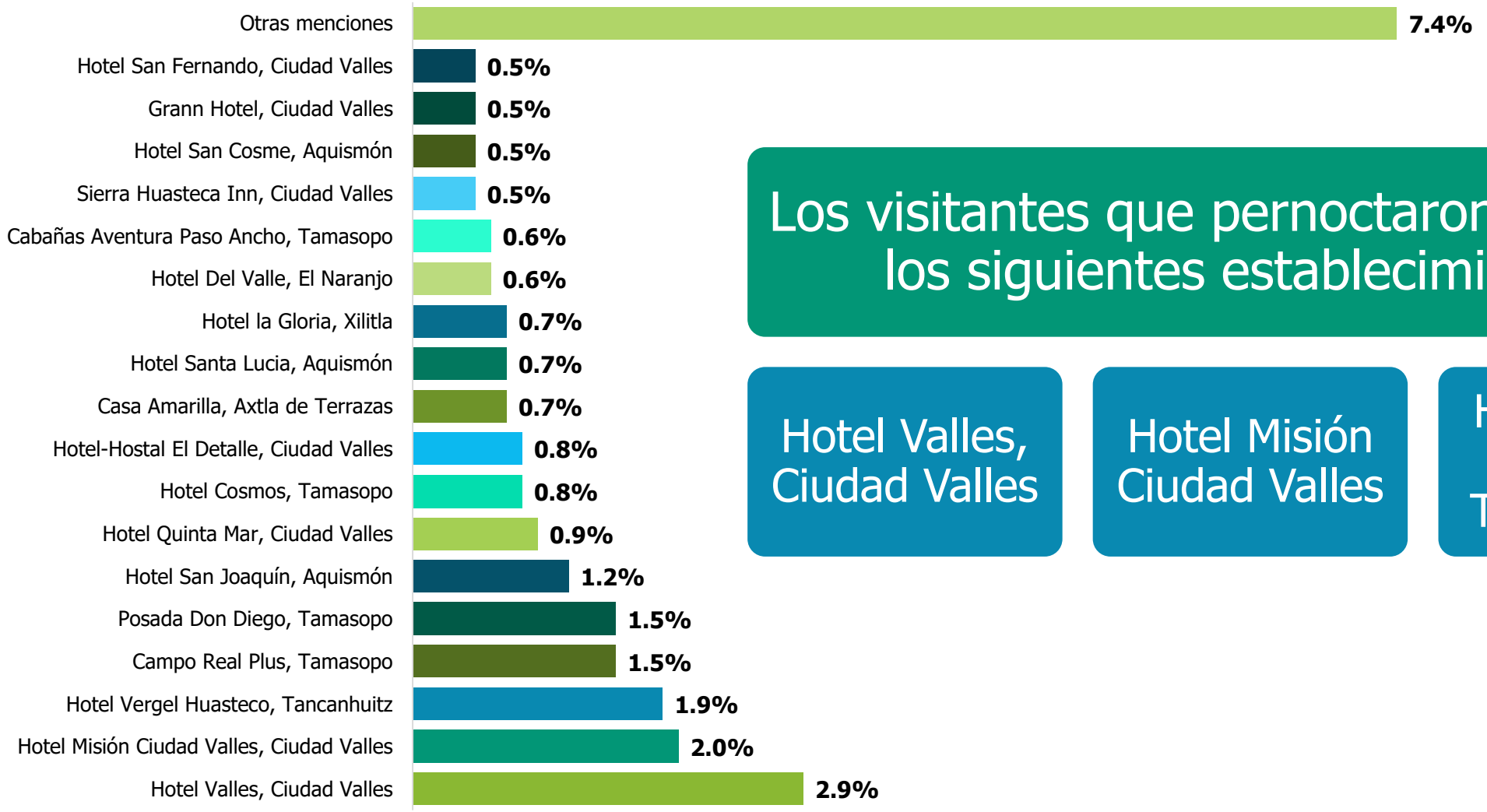
La estadía promedio ponderada es de 2.9 noches.

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

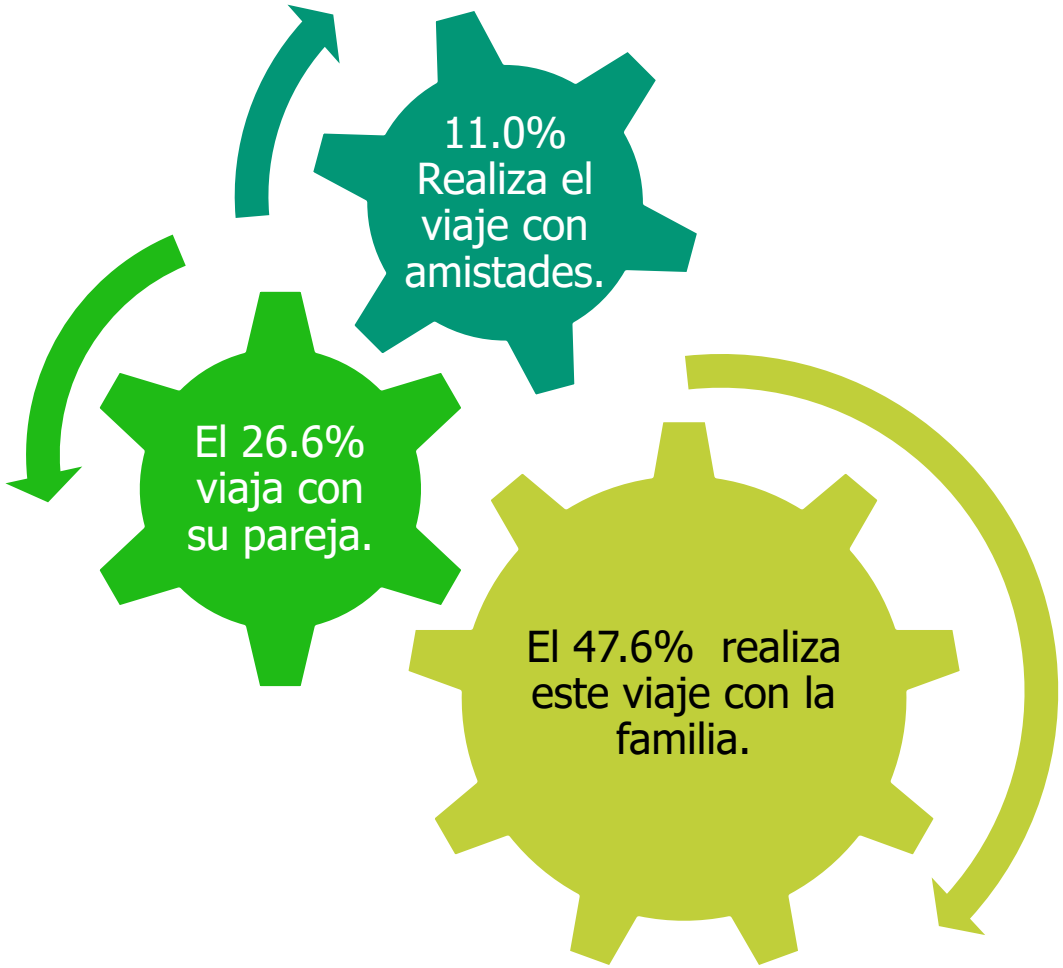
- Hotel Valles, Ciudad Valles
- Hotel Misión Ciudad Valles
- Hotel Vergel Huasteco, Tancanhuitz.

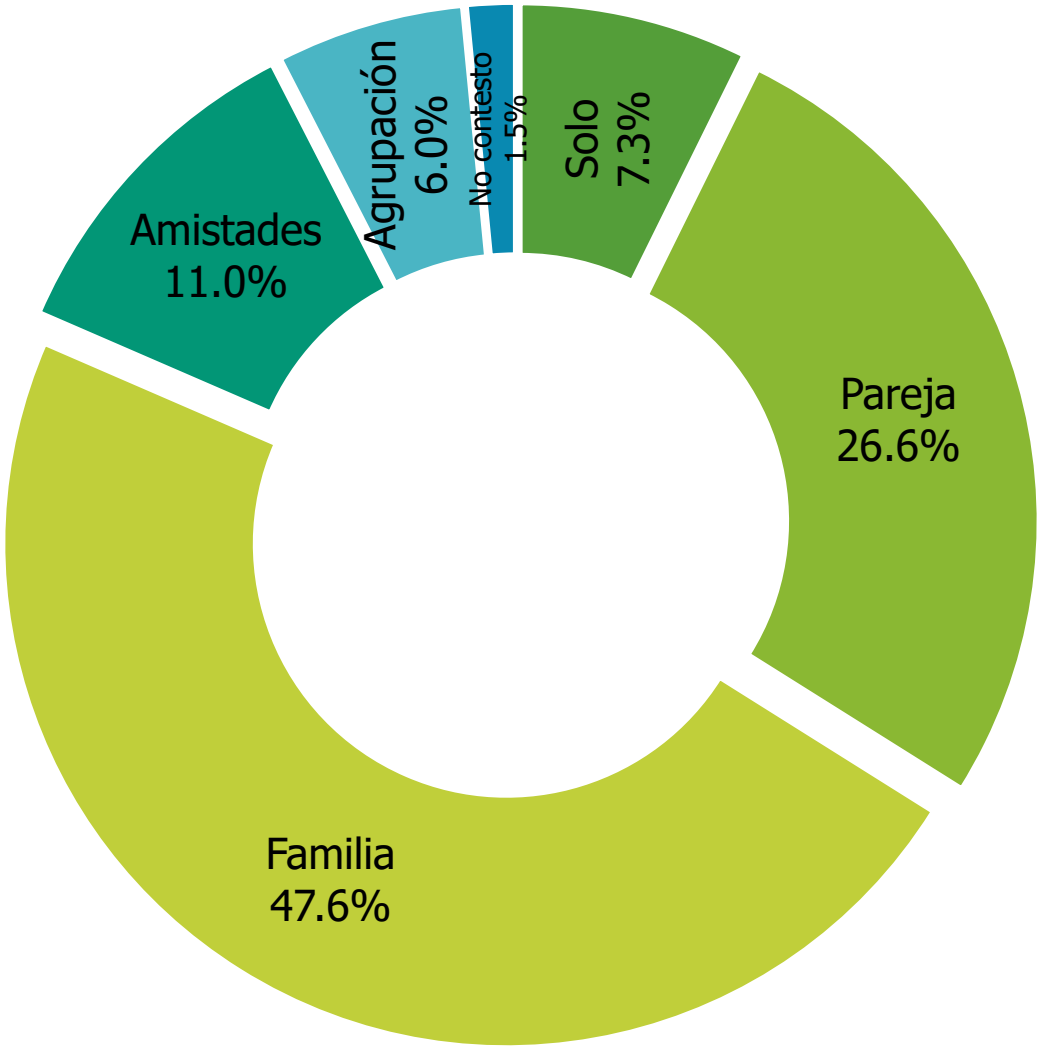
Nota: La diferencia para el 100% corresponde al No Contesto.

Huasteca Potosina
Fascinante por Naturaleza

SAN LUIS POTOSÍ
Tu destino...

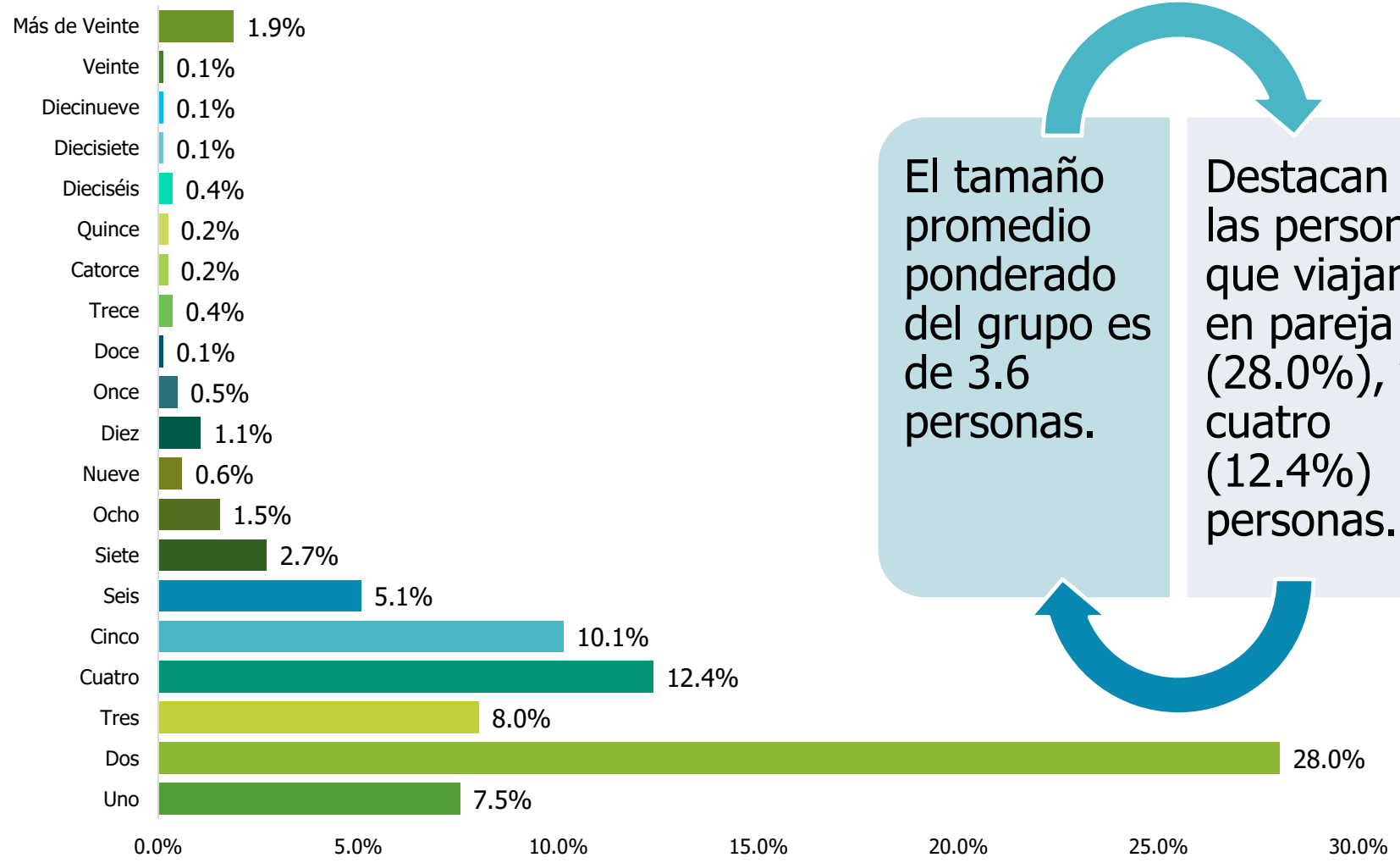
FORMA DE VIAJE DEL VISITANTE





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

TAMAÑO DEL GRUPO DE VISITANTES



El tamaño promedio ponderado del grupo es de 3.6 personas.

Destacan las personas que viajan en pareja (28.0%), y cuatro (12.4%) personas.

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

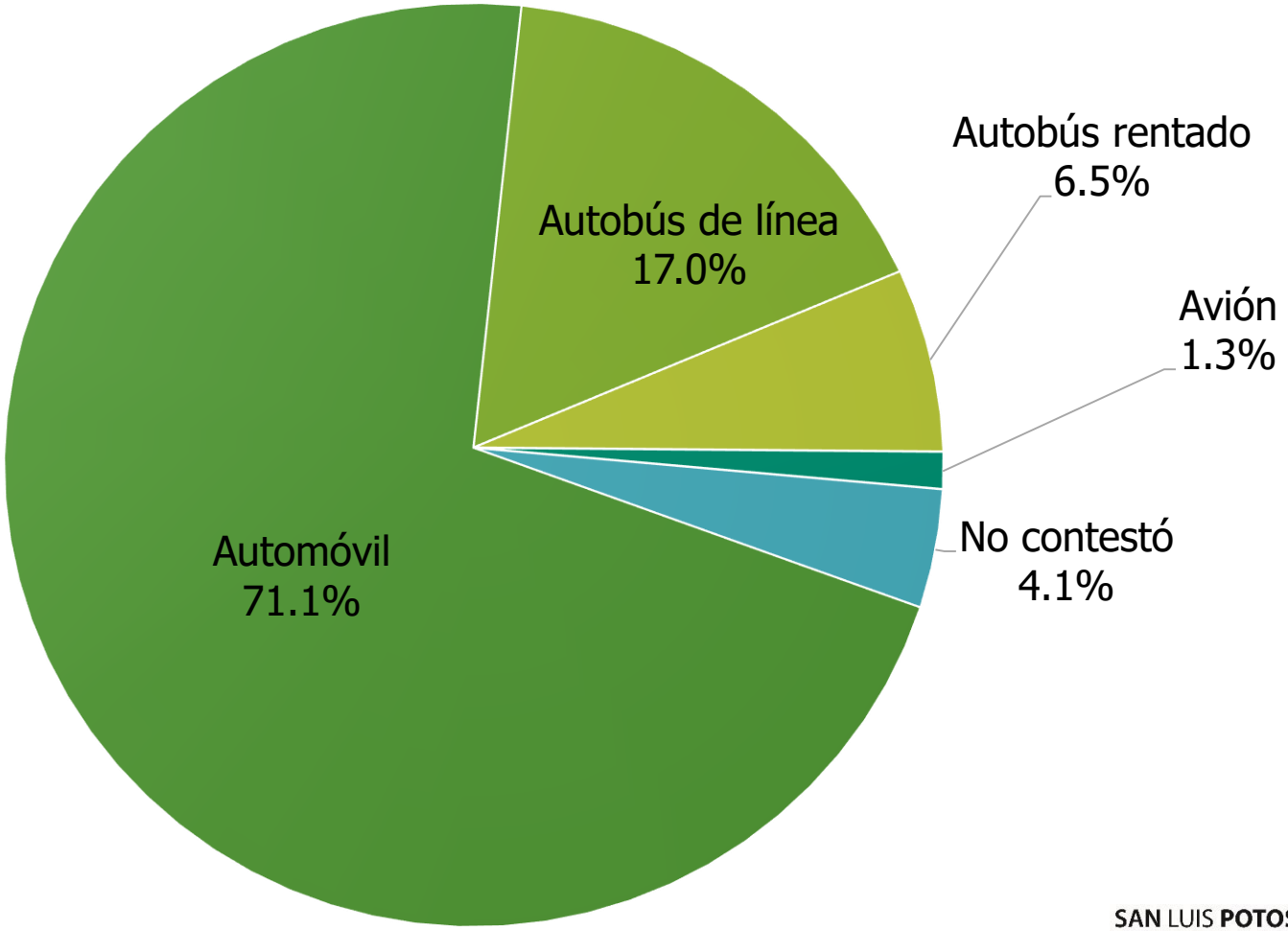
MEDIO DE TRANSPORTE PARA LLEGAR AL DESTINO

El 77.1% se desplaza a este destino en Automóvil

El 17.0% viajó en autobús de línea

El 6.5% viajo en autobús rentado

En avión se traslado el 1.3%

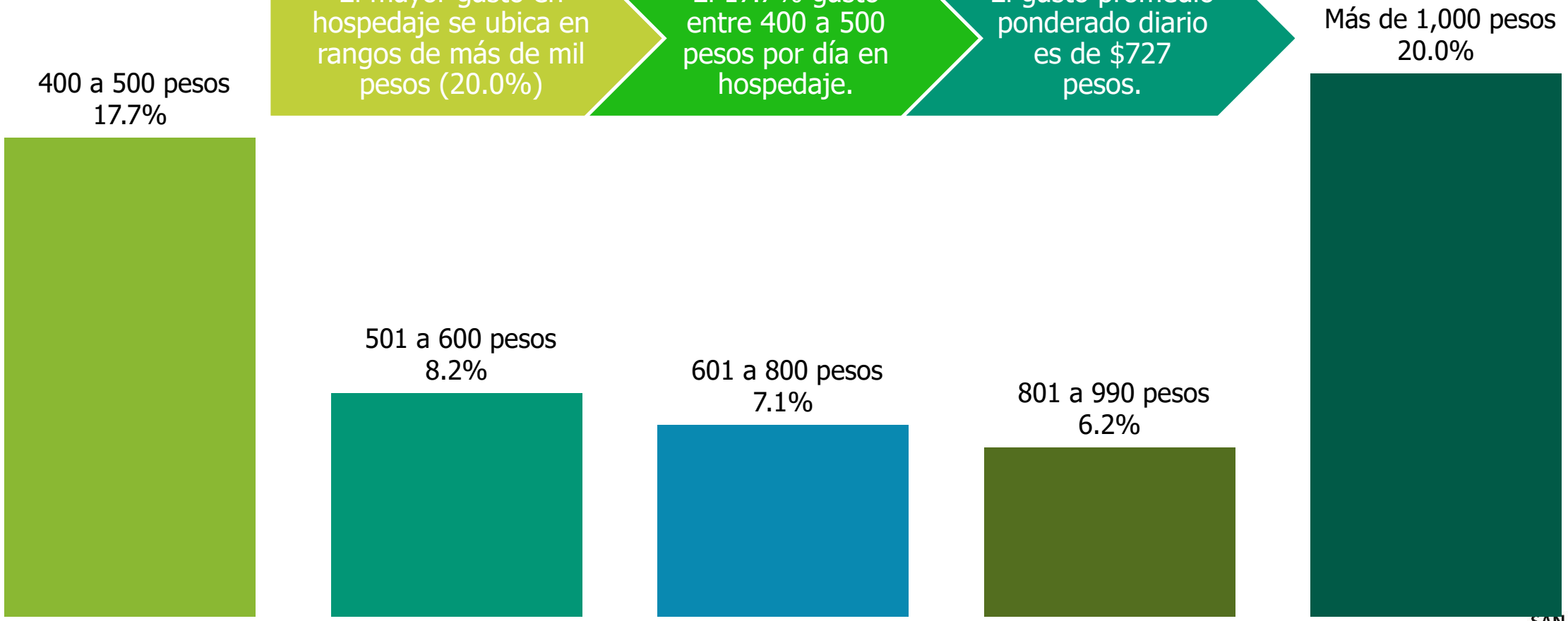


GASTO PROMEDIO - HOSPEDAJE

El mayor gasto en hospedaje se ubica en rangos de más de mil pesos (20.0%)

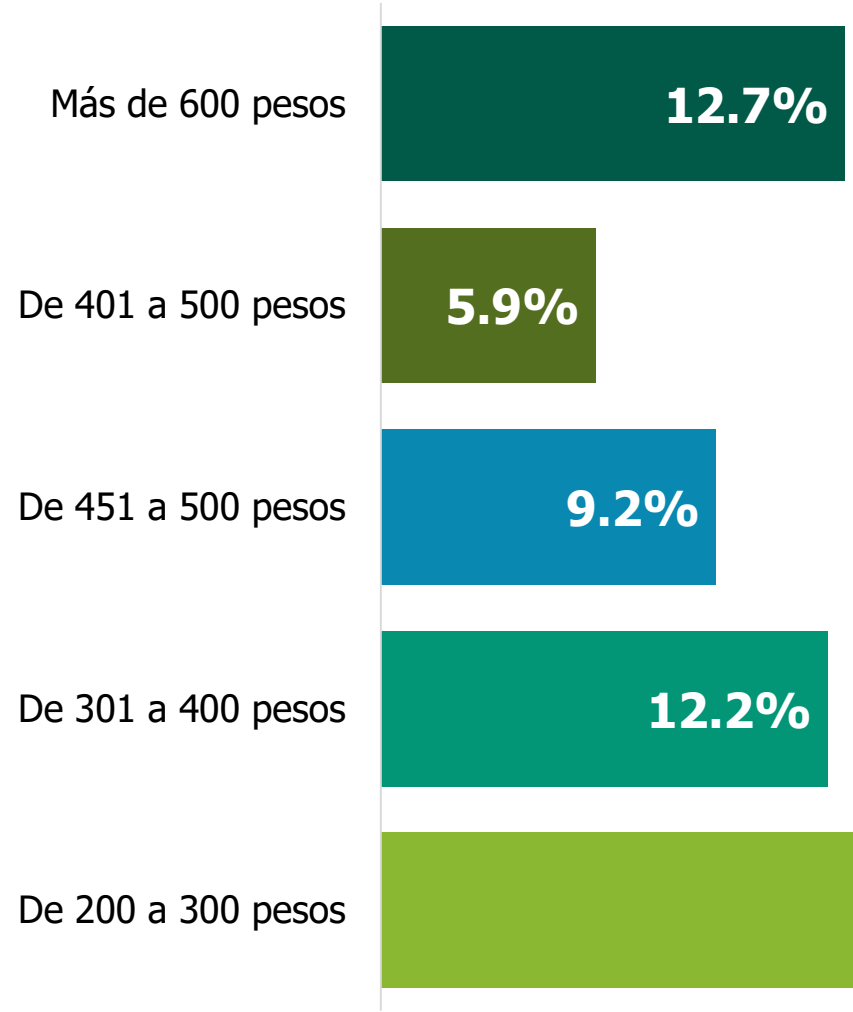
El 17.7% gastó entre 400 a 500 pesos por día en hospedaje.

El gasto promedio ponderado diario es de $727 pesos.



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

GASTO PROMEDIO - COMPRAS

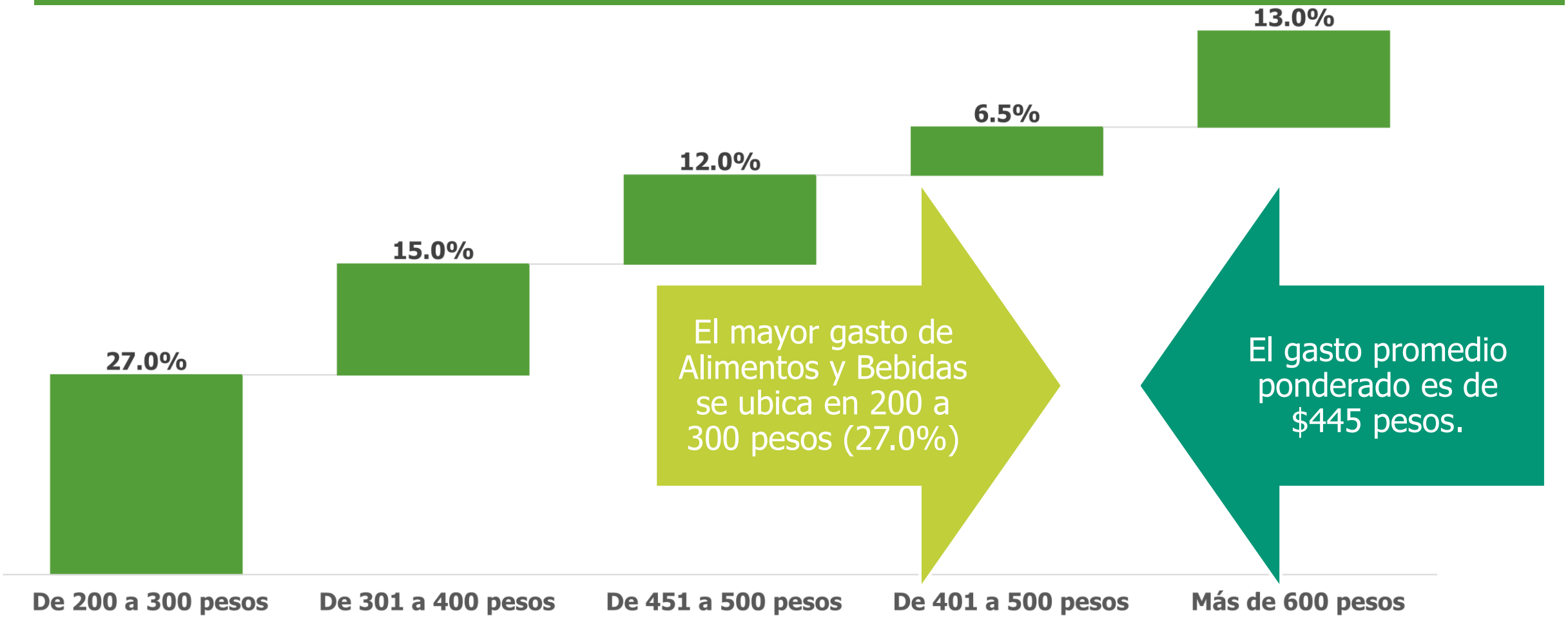


El gasto en Compras se ubica en rangos de 200 a 300 pesos (29.7%).

El gasto promedio ponderado es de $424 pesos

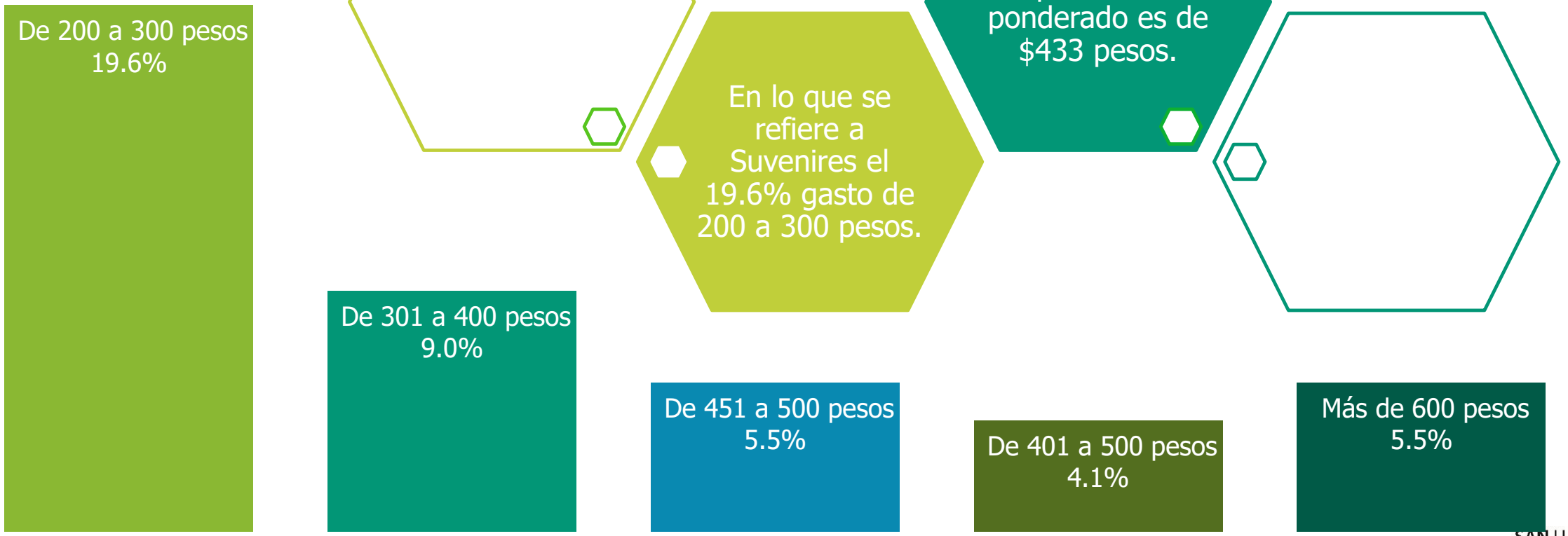
Nota: La diferencia para el 100% corresponde al No Contesto.

GASTO PROMEDIO – ALIMENTOS Y BEBIDAS



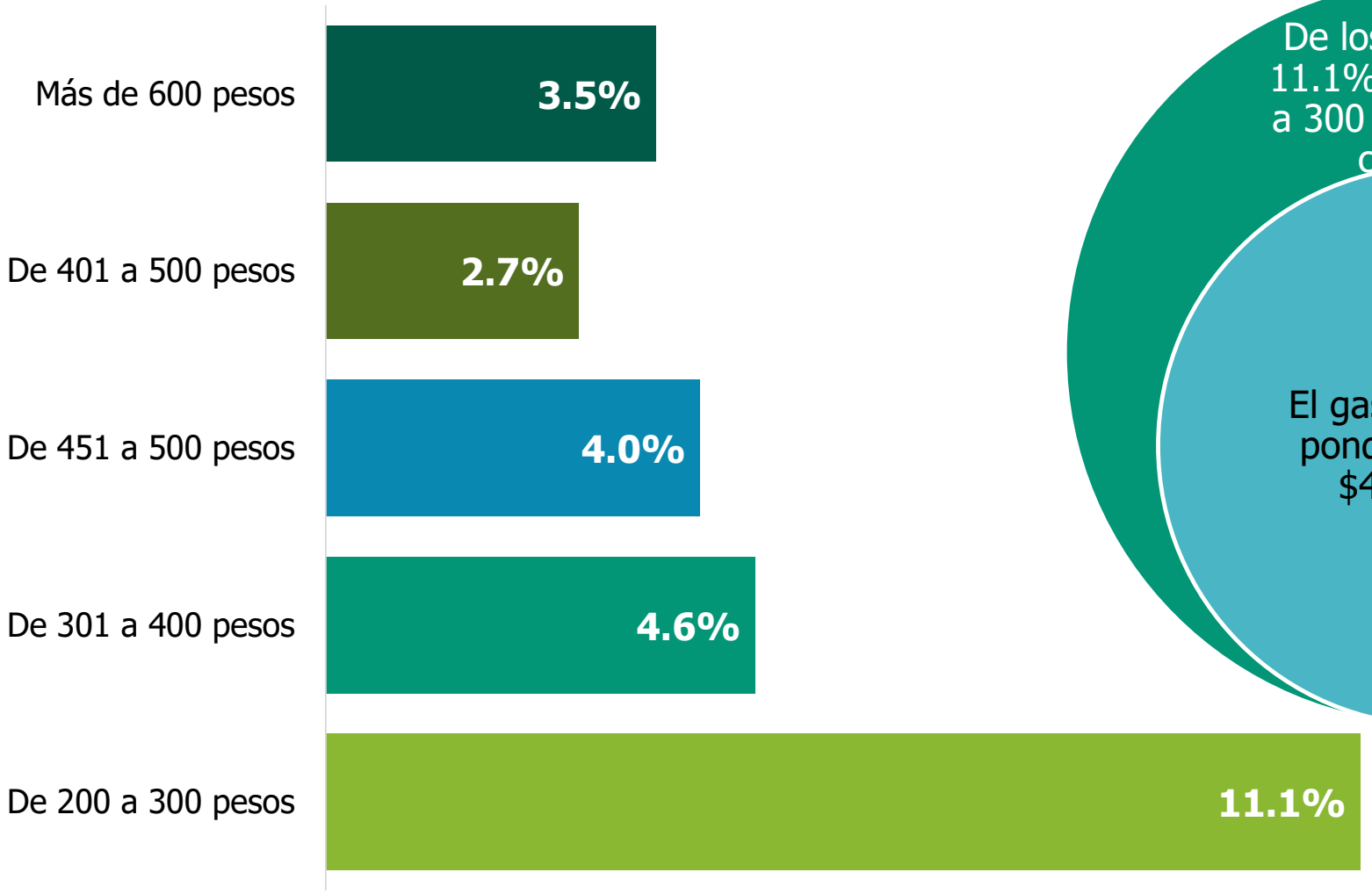
Nota: La diferencia para el 100% corresponde al No Contesto.

GASTO PROMEDIO - SUVENIRES



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

GASTO PROMEDIO – TRANSPORTACIÓN LOCAL



De los visitantes el 11.1% gastó de 200 a 300 pesos en este concepto.

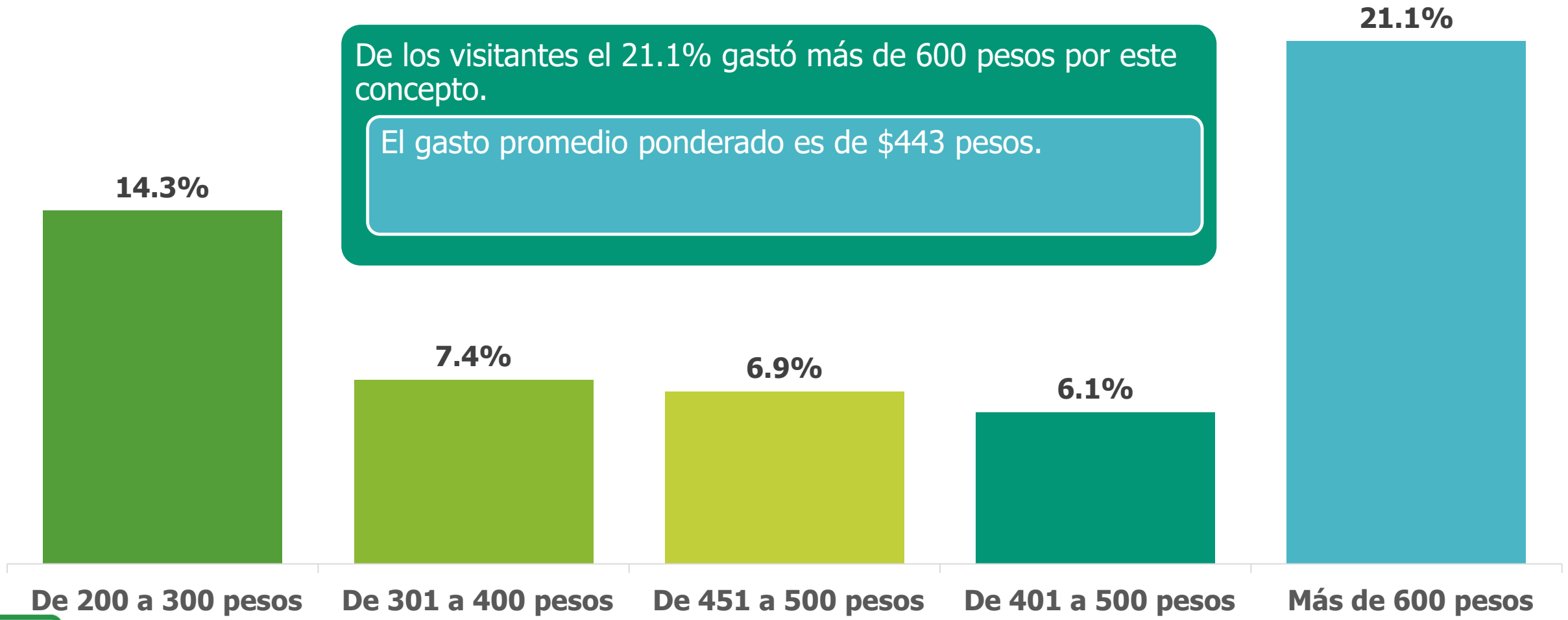
El gasto promedio ponderado es de $441 pesos.

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

GASTO PROMEDIO - GASOLINA

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

El gasto promedio ponderado es de $443 pesos.

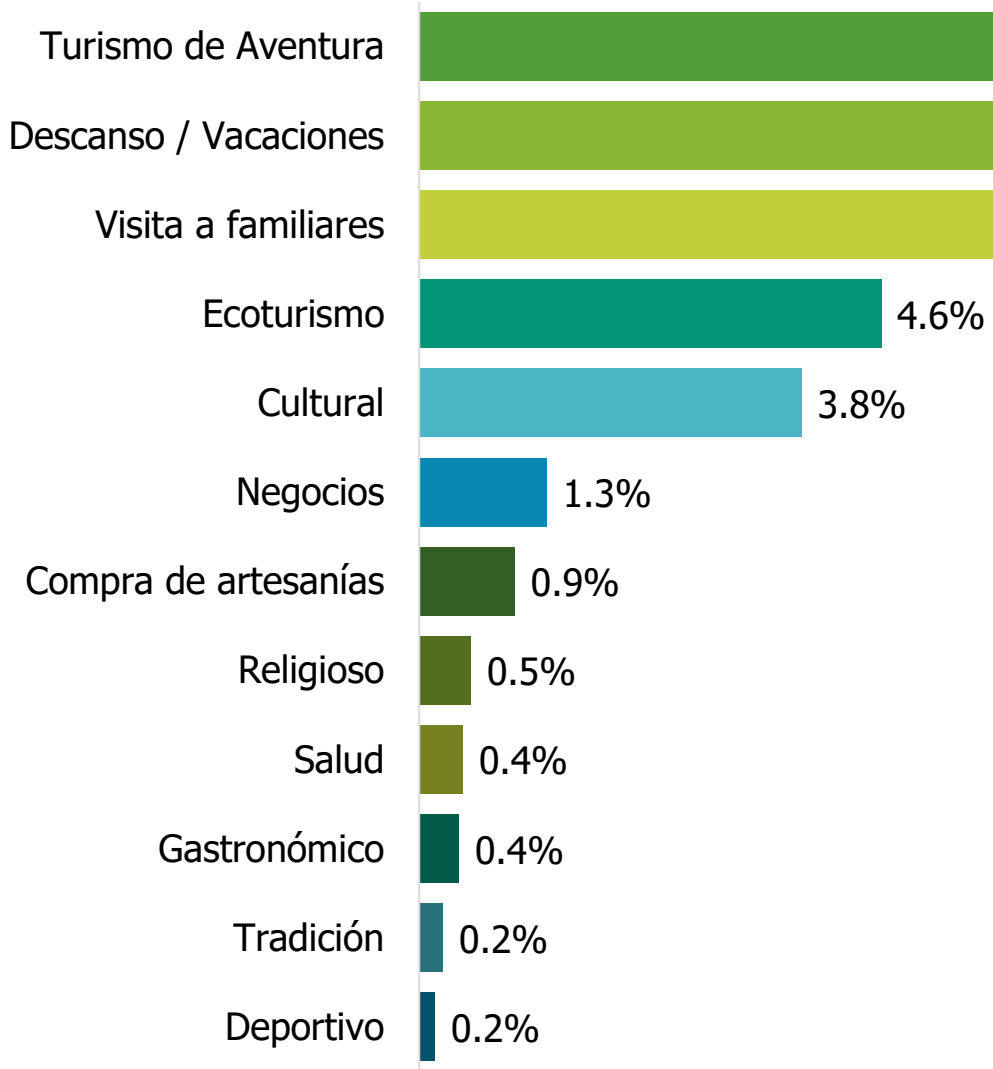


Nota: La diferencia para el 100% corresponde al No Contesto.

GASTO TOTAL PROMEDIO PONDERADO

Hospedaje	Compras	Alimentos y Bebidas	Suvenires	Transporte Local	Gasolina	Gasto Total Promedio Ponderado
$727	$424	$445	$433	$441	$443	$2,912

RAZÓN PRINCIPAL DE VIAJE A ESTE DESTINO

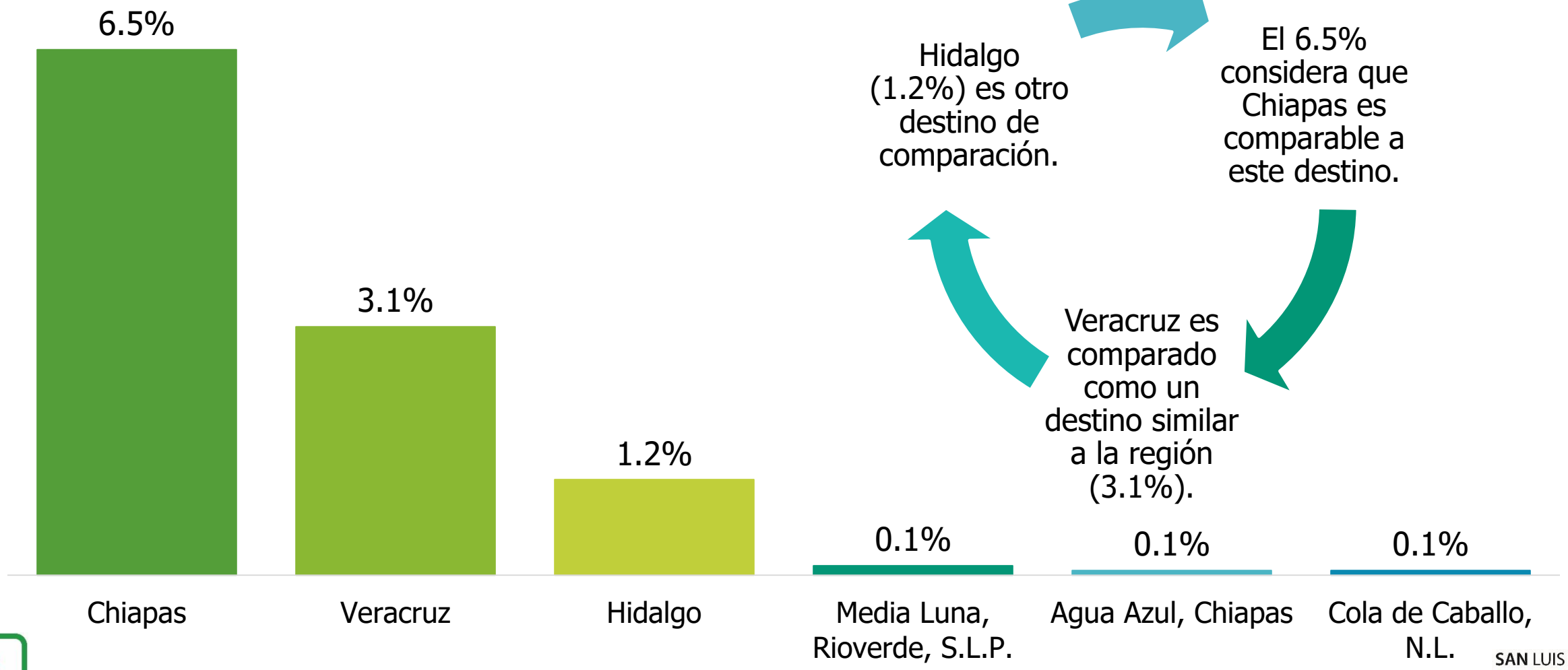


El principal motivo del viaje a este destino es por:

- Turismo de Aventura (12.4%)
- Descanso/ Vacaciones (11.4%)
- Visita a familiares (7.3%)

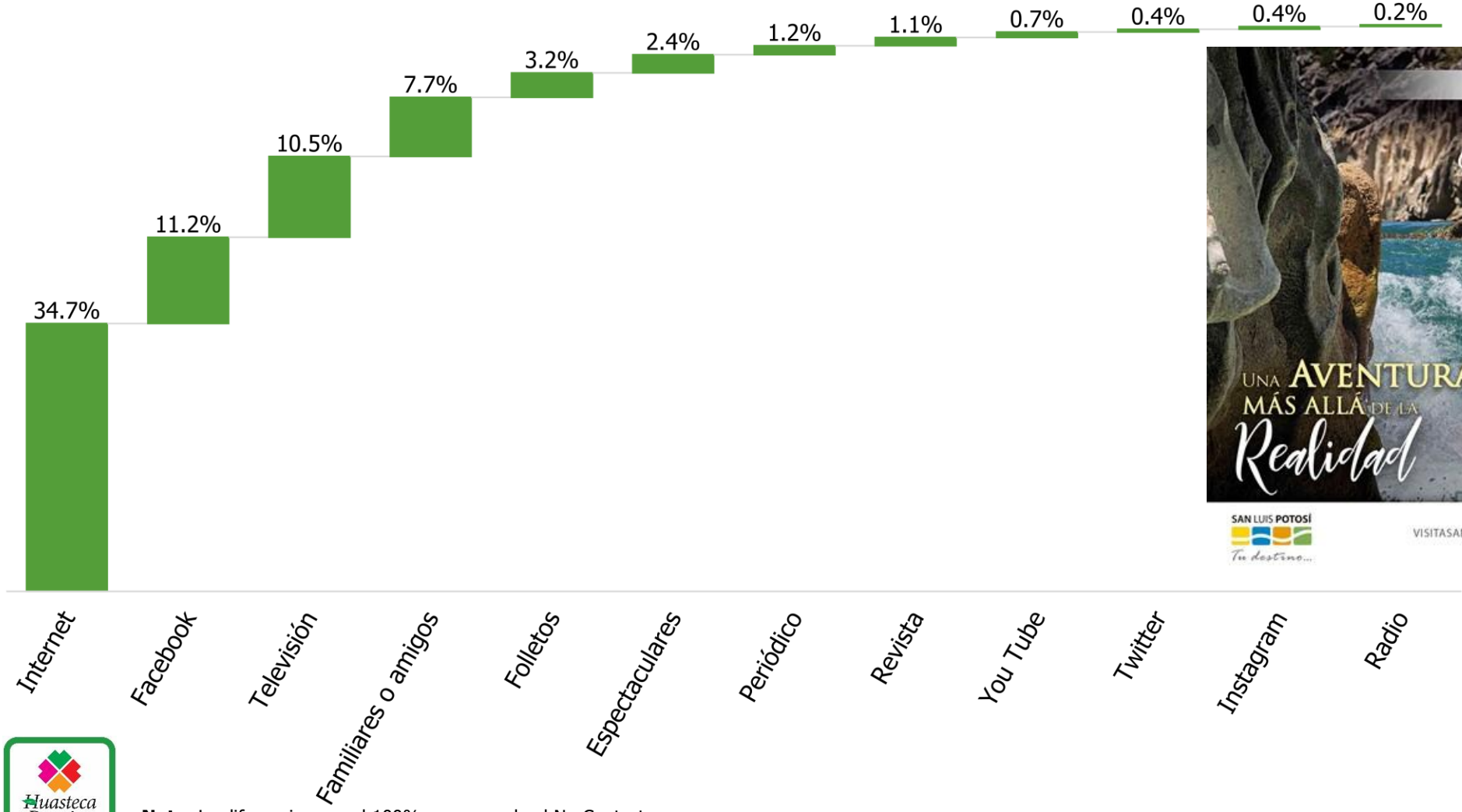
Nota: La diferencia para el 100% corresponde al No Contesto.

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.

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

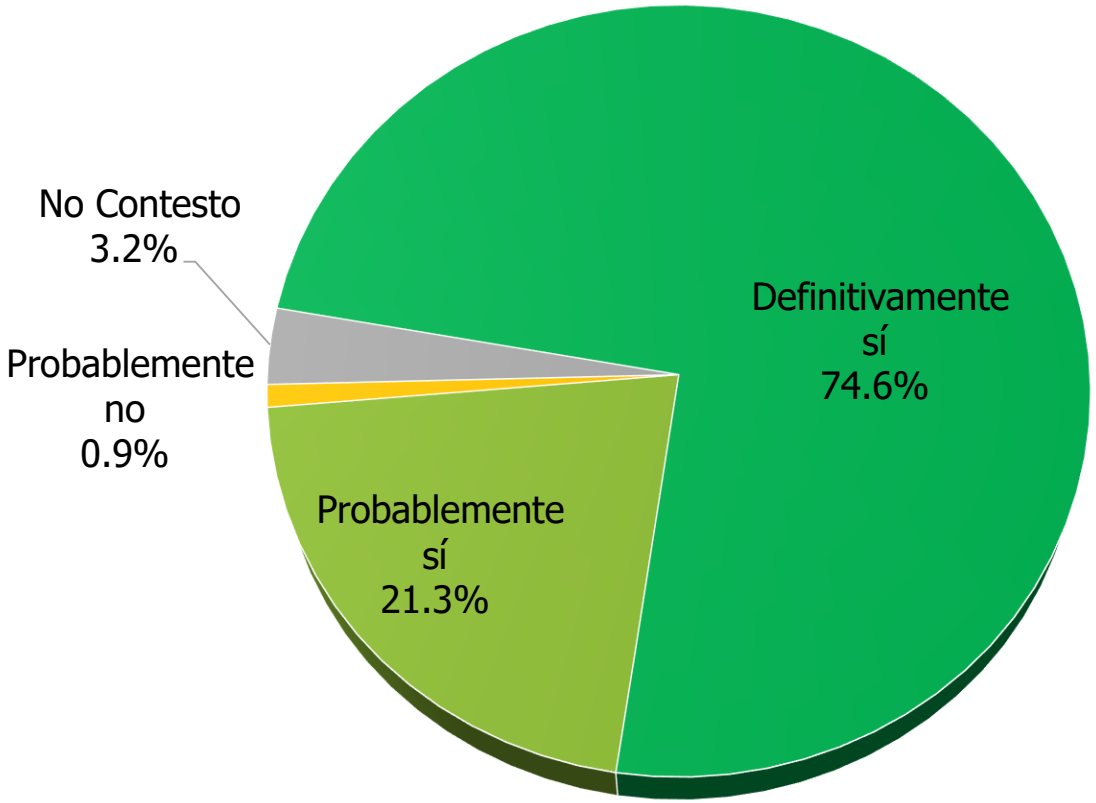
Medio de Comunicación	Ciudad de México	San Luis Potosí	Tamaulipas	Estado de México	Querétaro	Jalisco	Guanajuato	Nuevo León	Hidalgo	Aguascalientes	Puebla	Estados Unidos	Baja California	Veracruz	Zacatecas	Otros Estados	Total
Internet	6.1%	2.9%	3.3%	4.2%	1.5%	2.7%	1.9%	1.6%	0.6%	1.5%	0.6%	0.8%	0.7%	0.7%	0.2%	5.2%	**34.7%**
Facebook	1.8%	1.3%	1.1%	0.8%	0.8%	0.6%	1.1%	0.8%	0.2%	0.2%	0.2%	0.2%	0.2%	0.0%	0.1%	1.6%	**11.2%**
Televisión	1.3%	1.9%	1.8%	0.5%	0.4%	0.0%	0.4%	0.7%	0.6%	0.5%	0.4%	0.1%	0.1%	0.1%	0.0%	1.9%	**10.5%**
Familiares o amigos	0.7%	0.9%	1.3%	0.4%	0.5%	0.6%	0.4%	0.4%	0.2%	0.1%	0.2%	0.1%	0.2%	0.4%	0.0%	1.3%	**7.7%**
Folletos	0.1%	0.7%	0.2%	0.0%	0.7%	0.1%	0.2%	0.4%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.4%	**3.2%**
Espectaculares	0.6%	0.8%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.4%	**2.4%**
Periódico	0.0%	0.2%	0.1%	0.2%	0.1%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	**1.2%**
Revista	0.1%	0.1%	0.1%	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	**1.1%**
You Tube	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	**0.7%**
Twitter	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	**0.4%**
Instagram	0.1%	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%	0.0%	**0.4%**
Radio	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.2%**
No contesto	4.1%	5.5%	4.7%	2.0%	1.2%	0.6%	0.4%	0.7%	0.7%	0.1%	0.5%	0.5%	0.2%	0.4%	0.7%	4.2%	**26.5%**
Total	**15.1%**	**14.8%**	**12.7%**	**8.7%**	**5.3%**	**4.9%**	**4.7%**	**4.6%**	**2.7%**	**2.6%**	**1.9%**	**1.9%**	**1.6%**	**1.6%**	**1.3%**	**15.4%**	**100.0%**

SATISFACCIÓN DEL DESTINO

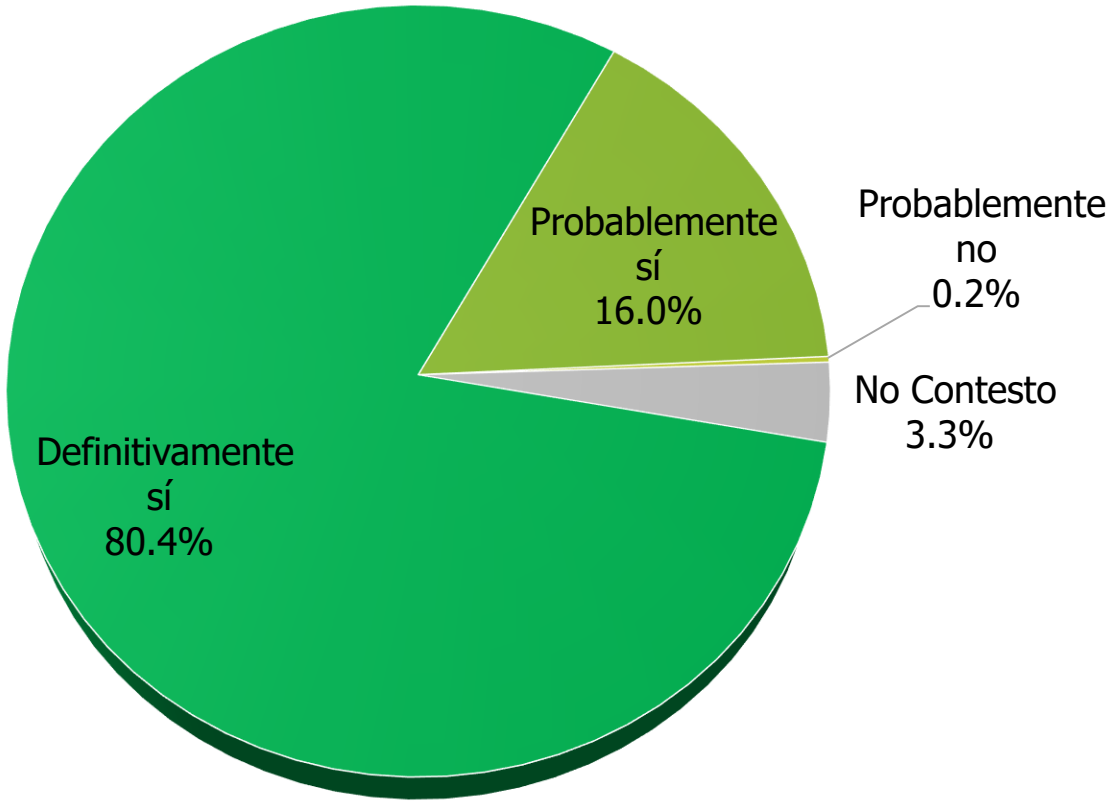
Concepto	Excelente	Bueno	Regular	Malo	Pésimo	No Contestó	Total
Sitios y Atractivos Turísticos	47.8%	43.0%	6.7%	0.4%	0.0%	2.1%	**100.0%**
Calidad de la Infraestructura Turística	34.3%	47.7%	13.4%	1.2%	0.4%	3.1%	**100.0%**
Imagen Turística del Destino	42.9%	43.1%	10.2%	1.2%	0.2%	2.4%	**100.0%**
Experiencia de Viaje del destino	47.3%	42.8%	6.7%	0.2%	0.2%	2.7%	**100.0%**
Limpieza en las calles y áreas públicas	27.8%	47.9%	18.3%	3.2%	0.5%	2.4%	**100.0%**
Señalética Turística del destino	25.4%	45.7%	22.7%	2.6%	0.8%	2.7%	**100.0%**
Módulos de Información turística	32.4%	39.6%	20.7%	2.8%	1.4%	3.1%	**100.0%**
Gastronomía típica del destino	42.6%	43.8%	9.4%	0.9%	0.5%	2.7%	**100.0%**
Relación calidad/cantidad de sanitarios	21.1%	45.3%	21.4%	5.1%	3.8%	3.3%	**100.0%**
Promedio	**35.7%**	**44.3%**	**14.4%**	**2.0%**	**0.9%**	**2.7%**	**100.0%**

OPINIÓN DE REGRESAR Y RECOMENDAR EL DESTINO

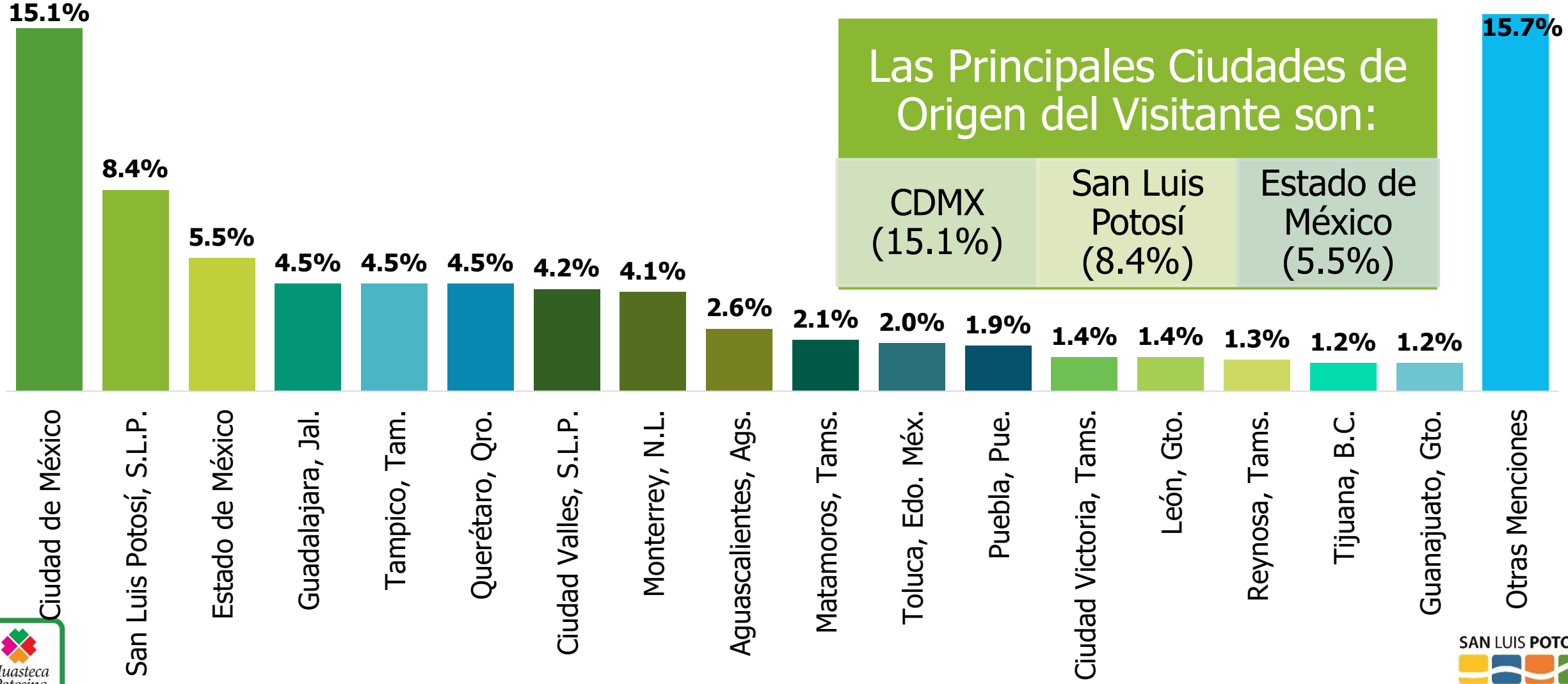
Regresar al Destino



Recomendar al Destino



PRINCIPALES CIUDADES DE ORIGEN DEL VISITANTE

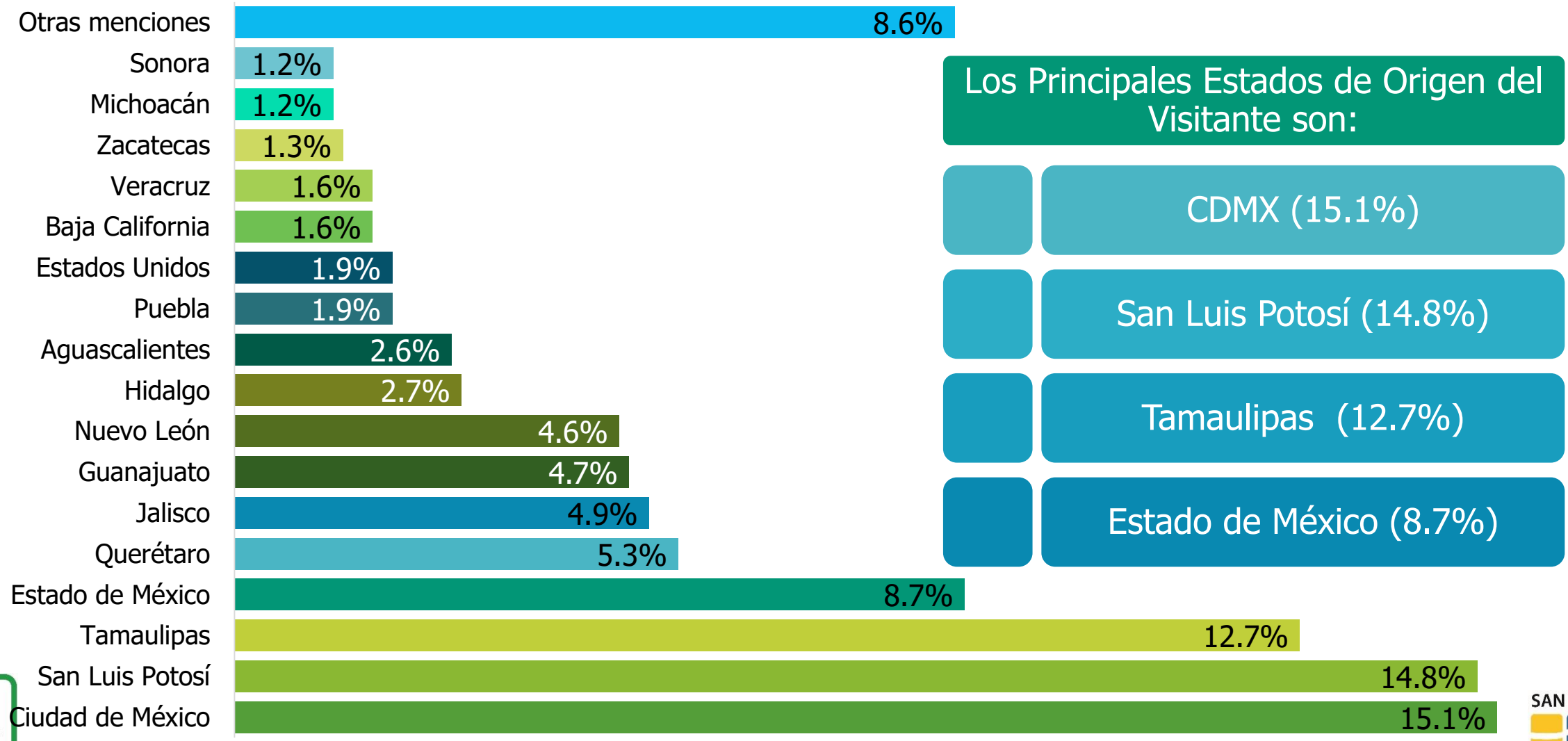


Las Principales Ciudades de Origen del Visitante son:

CDMX (15.1%)	San Luis Potosí (8.4%)	Estado de México (5.5%)

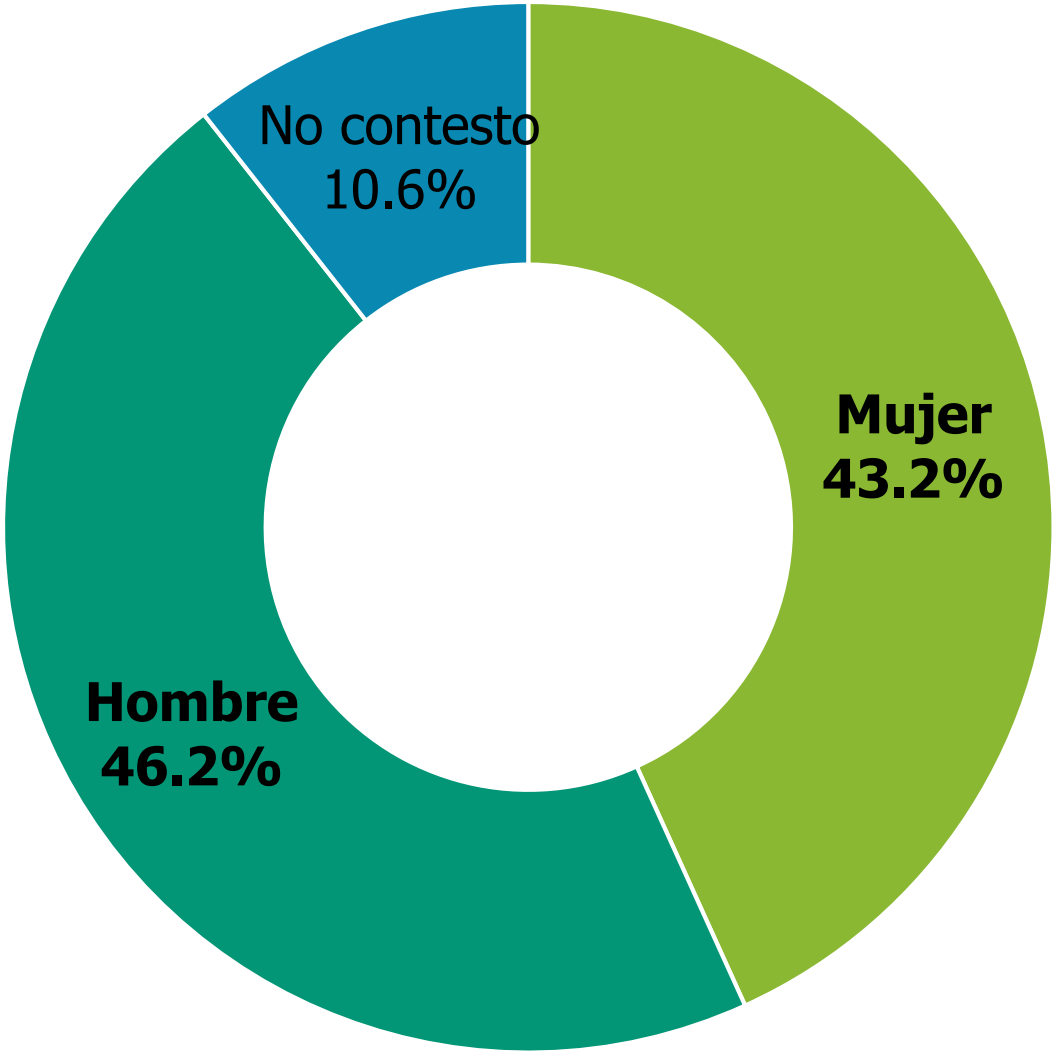
Nota: La diferencia para el 100% corresponde al No Contesto.

PRINCIPALES ESTADOS DE ORIGEN DEL VISITANTE

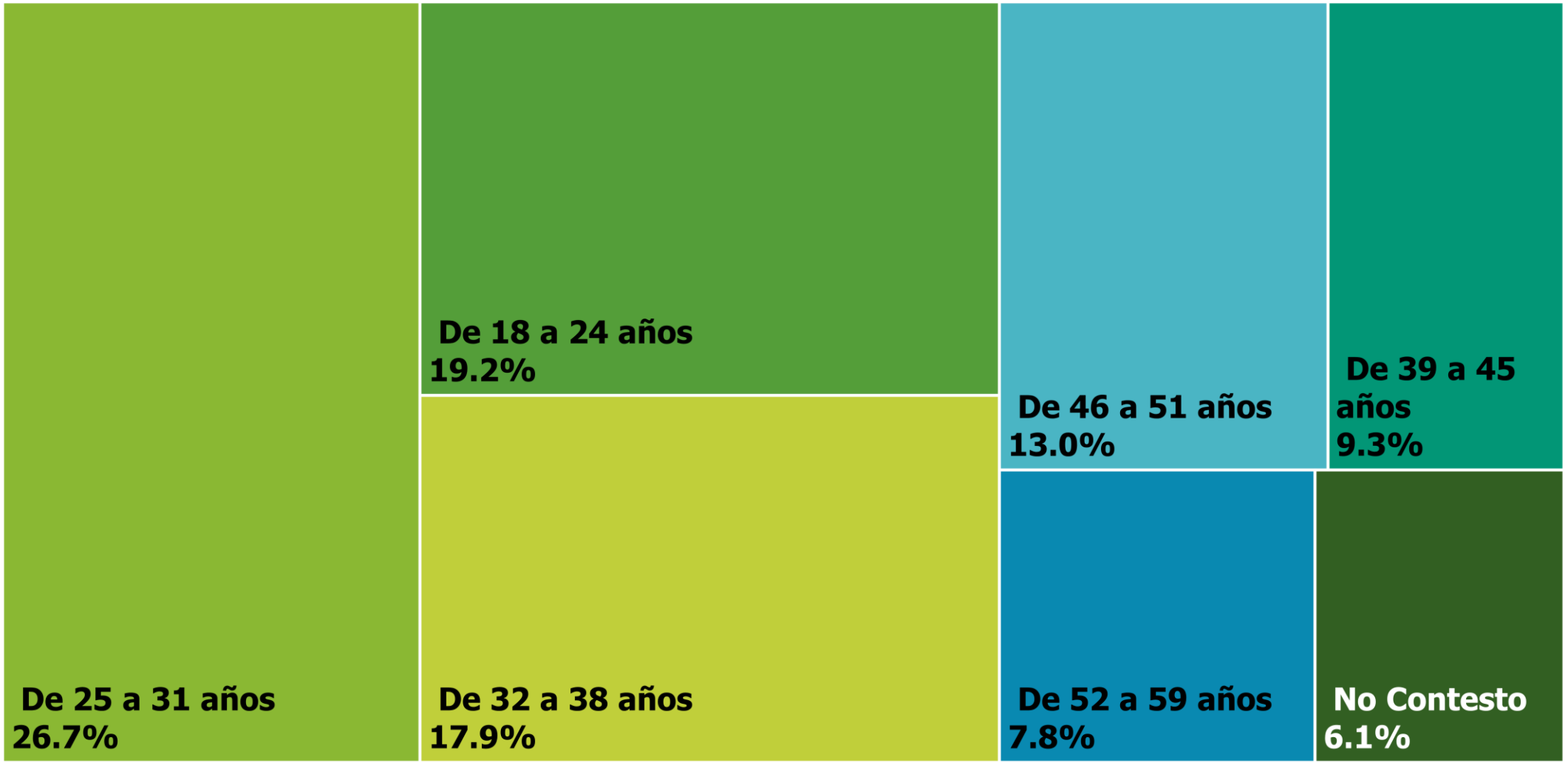


Nota: La diferencia para el 100% corresponde al No Contesto.

SEXO DEL VISITANTE A LA REGIÓN

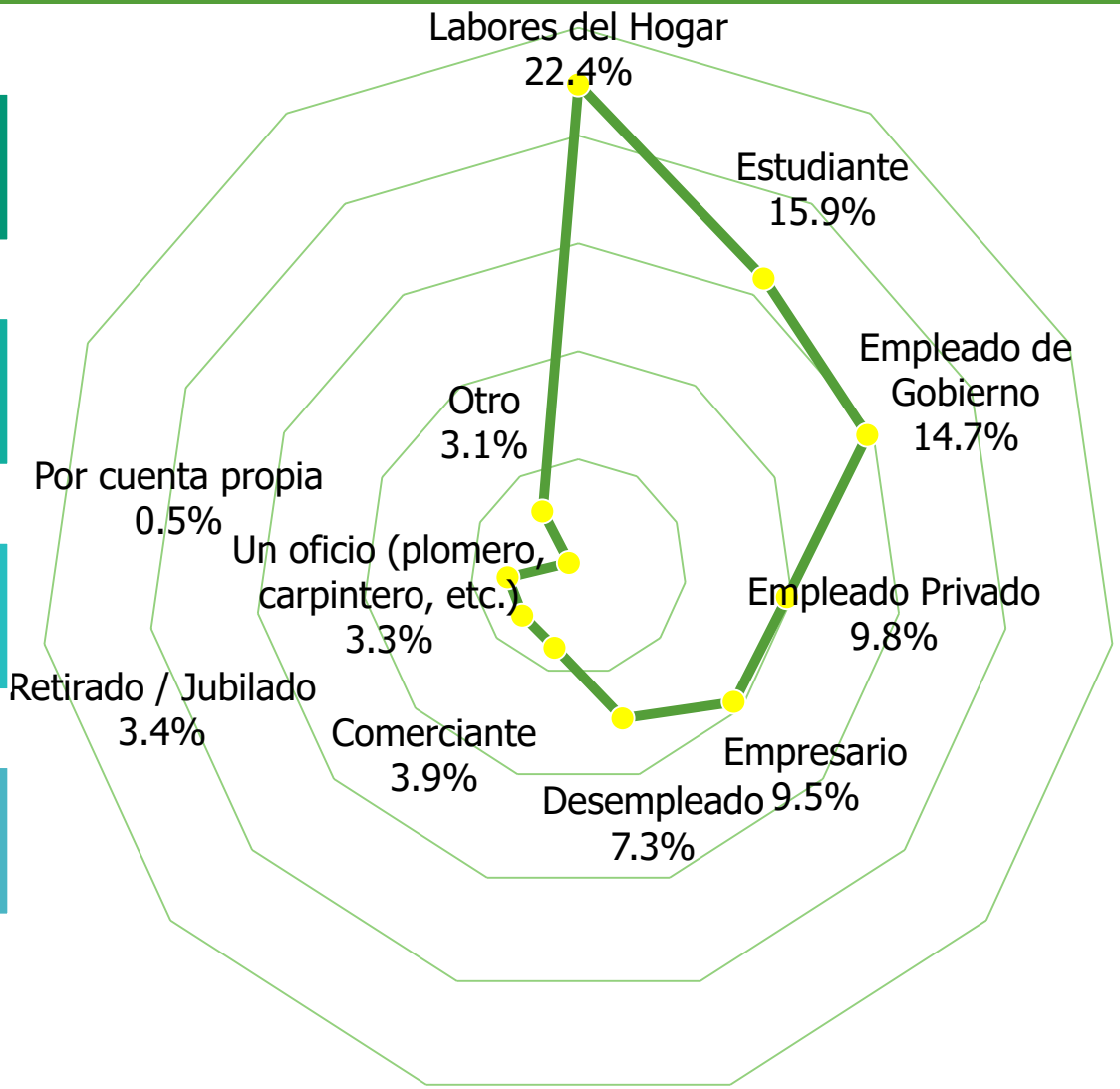


RANGO DE EDAD DE LOS VISITANTES



OCUPACIÓN DEL VISITANTE A LA REGIÓN

- Una importante parte de los visitantes se dedican a labores del hogar (22.4%)
- Otro segmento importante (15.9%) son estudiantes
- El 14.7% son empleados de gobierno
- El 9.5% son empresarios.

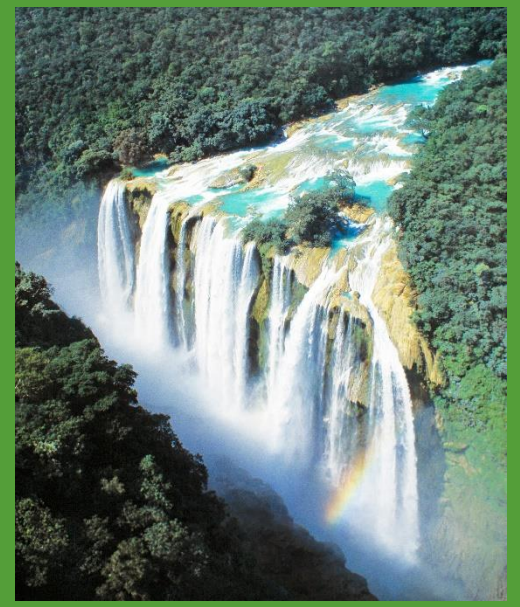


Nota: La diferencia para el 100% corresponde al No Contesto.

PERFIL DEL VISITANTE – REGIÓN HUASTECA

RESULTADOS CON PERSPECTIVA DE GÉNERO

INVIERNO 2019



SECRETARÍA DE TURISMO DE SAN LUIS POTOSÍ - DIRECCIÓN DE PLANEACIÓN, INFORMACIÓN Y ANÁLISIS - SUBDIRECCIÓN DE PLANEACIÓN

RESULTADOS CON PERSPECTIVA DE GÉNERO

Lugar de Encuesta

Concepto	Mujer	Hombre	No Contesto	Total
Ciudad Valles	7.1%	11.2%	1.8%	**20.0%**
Xilitla	9.0%	6.1%	2.6%	**17.7%**
Aquismón	6.5%	7.9%	1.1%	**15.4%**
Axtla de Terrazas	3.7%	6.6%	2.2%	**12.5%**
Tamasopo	3.5%	6.4%	0.9%	**10.8%**
El Naranjo	5.4%	2.9%	1.1%	**9.4%**
Tamuín	4.5%	4.5%	0.5%	**9.4%**
Tancanhuitz	3.7%	0.6%	0.5%	**4.7%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

RESULTADOS CON PERSPECTIVA DE GÉNERO

Sitio Turístico de Encuesta

Concepto	Mujer	Hombre	No Contesto	Total
Zona Centro Xilitla	9.0%	6.1%	2.6%	**17.7%**
Zona Centro Aquismón	5.9%	6.5%	0.8%	**13.2%**
Zona Centro Axtla de Terrazas	3.7%	6.6%	2.2%	**12.5%**
Zona Centro Tamasopo	3.5%	6.4%	0.9%	**10.8%**
Pago Pago Cascadas de Micos, Ciudad Valles	3.4%	6.1%	1.1%	**10.6%**
Zona Centro Tamuín	4.5%	4.5%	0.5%	**9.4%**
Zona Centro Ciudad Valles	3.2%	4.5%	0.5%	**8.1%**
Centro Ceremonial de Tamaletom, Tancanhuitz	3.7%	0.6%	0.5%	**4.7%**
Cascadas de Minas Viejas, El Naranjo	3.1%	1.4%	0.2%	**4.7%**
Parque Recreativo	1.4%	0.6%	0.4%	**2.4%**
Cascadas de Tamul, Aquismón	0.6%	1.4%	0.2%	**2.2%**
Tirolesas Cascadas de Micos, Ciudad Valles	0.5%	0.6%	0.2%	**1.3%**
Parque Agrícola el Meco, El Naranjo	0.5%	0.5%	0.2%	**1.2%**
Sundial, El Meco, El Naranjo	0.5%	0.5%	0.2%	**1.2%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

RESULTADOS CON PERSPECTIVA DE GÉNERO

Frecuencia con que visita el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Primera vez	29.0%	27.6%	6.2%	**62.8%**
Una vez al año	7.7%	8.1%	2.6%	**18.4%**
Dos veces al año	3.4%	6.0%	0.7%	**10.1%**
Tres o más veces al año	3.2%	4.0%	1.1%	**8.2%**
No contesto	0.0%	0.5%	0.0%	**0.5%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Noches que permanecerá en la Región

Concepto	Mujer	Hombre	No Contesto	Total
Ninguna	18.3%	17.1%	4.4%	**39.7%**
Una noche	5.5%	5.9%	1.3%	**12.7%**
Dos noches	8.0%	9.2%	2.0%	**19.2%**
Tres noches	5.4%	6.8%	1.5%	**13.8%**
Cuatro noches	2.4%	2.6%	0.1%	**5.1%**
Cinco noches	1.4%	2.9%	0.6%	**4.9%**
Seis noches	0.7%	0.9%	0.2%	**1.9%**
Siete noches	0.2%	0.4%	0.1%	**0.7%**
Ocho noches	0.6%	0.0%	0.1%	**0.7%**
Nueve noches	0.2%	0.1%	0.0%	**0.4%**
Diez noches	0.4%	0.1%	0.2%	**0.7%**
Más de Diez noches	0.1%	0.1%	0.0%	**0.2%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

RESULTADOS CON PERSPECTIVA DE GÉNERO

Lugar donde se esta hospedando

Concepto	Mujer	Hombre	No Contesto	Total
Hotel	20.3%	26.4%	6.6%	**53.2%**
Familia / Amigos	12.6%	10.5%	2.4%	**25.4%**
Acampará	1.3%	1.4%	0.2%	**2.9%**
Vivienda Rentada	3.8%	2.7%	0.4%	**6.8%**
No contesto	5.3%	5.2%	1.1%	**11.5%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

RESULTADOS CON PERSPECTIVA DE GÉNERO

Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Hotel Valles, Ciudad Valles	1.3%	1.2%	0.5%	**2.9%**
Hotel Misión Ciudad Valles, Ciudad Valles	0.0%	1.6%	0.4%	**2.0%**
Hotel Vergel Huasteco, Tancanhuitz	0.9%	0.7%	0.2%	**1.9%**
Campo Real Plus, Tamasopo	0.7%	0.8%	0.0%	**1.5%**
Posada Don Diego, Tamasopo	0.2%	1.3%	0.0%	**1.5%**
Hotel San Joaquín, Aquismón	0.7%	0.4%	0.1%	**1.2%**
Hotel Quinta Mar, Ciudad Valles	0.1%	0.7%	0.1%	**0.9%**
Hotel Cosmos, Tamasopo	0.1%	0.5%	0.2%	**0.8%**
Hotel-Hostal El Detalle, Ciudad Valles	0.4%	0.5%	0.0%	**0.8%**
Casa Amarilla, Axtla de Terrazas	0.4%	0.1%	0.2%	**0.7%**
Hotel Santa Lucia, Aquismón	0.5%	0.2%	0.0%	**0.7%**
Hotel la Gloria, Xilitla	0.2%	0.4%	0.1%	**0.7%**
Hotel Del Valle, El Naranjo	0.2%	0.4%	0.0%	**0.6%**
Cabañas Aventura Paso Ancho, Tamasopo	0.4%	0.1%	0.1%	**0.6%**
Sierra Huasteca Inn, Ciudad Valles	0.2%	0.1%	0.1%	**0.5%**
Hotel San Cosme, Aquismón	0.1%	0.2%	0.1%	**0.5%**
Grann Hotel, Ciudad Valles	0.1%	0.2%	0.1%	**0.5%**
Hotel San Fernando, Ciudad Valles	0.0%	0.5%	0.0%	**0.5%**
Hotel Raga Inn, Tamasopo	0.2%	0.2%	0.0%	**0.5%**
Hotel Tamaya Inn, Tamasopo	0.0%	0.5%	0.0%	**0.5%**
Hotel San José, Aquismón	0.1%	0.2%	0.0%	**0.4%**
Hotel Estancia Rheal, Ciudad Valles	0.1%	0.1%	0.1%	**0.4%**
Hotel Piña, Ciudad Valles	0.1%	0.2%	0.0%	**0.4%**
Hotel Campestre Paraíso Encantado, Xilitla	0.1%	0.1%	0.1%	**0.4%**
Hotel Dolores, Xilitla	0.1%	0.2%	0.0%	**0.4%**
Hotel Tantalá, Aquismón	0.1%	0.1%	0.0%	**0.2%**
Rancho Paraíso, Ciudad Valles	0.1%	0.1%	0.0%	**0.2%**
Hotel Cascada Huasteca, Aquismón	0.2%	0.0%	0.0%	**0.2%**

Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Aldea Huasteca, Ciudad Valles	0.1%	0.1%	0.0%	**0.2%**
Hotel Los Arcos , Ciudad Valles	0.2%	0.0%	0.0%	**0.2%**
Hotel Spa Taninul, Ciudad Valles	0.0%	0.1%	0.1%	**0.2%**
Hotel María Magnolia, Xilitla	0.2%	0.0%	0.0%	**0.2%**
Hotel y Suites Puerta del Cielo, Xilitla	0.1%	0.1%	0.0%	**0.2%**
Hotel Del Sol, Ciudad Valles	0.1%	0.0%	0.1%	**0.2%**
Hotel Moreno, Ciudad Valles	0.0%	0.1%	0.1%	**0.2%**
Hotel Saja, Ciudad Valles	0.2%	0.0%	0.0%	**0.2%**
Cabañas Mannan, Aquismón	0.1%	0.1%	0.0%	**0.2%**
Hotel El Nacimiento, Tamasopo	0.2%	0.0%	0.0%	**0.2%**
Hotel Mirador, Tamazunchale	0.0%	0.1%	0.1%	**0.2%**
Hotel Bonito Express, Ciudad Valles	0.0%	0.2%	0.0%	**0.2%**
Hotel Falcón, Tamasopo	0.2%	0.0%	0.0%	**0.2%**
Hotel Aldea Salto del Meco, El Naranjo	0.0%	0.0%	0.1%	**0.1%**
Hotel Plaza Elite, Ciudad Valles	0.1%	0.0%	0.0%	**0.1%**
Posada James Xilitla, Xilitla	0.0%	0.0%	0.1%	**0.1%**
Villa Ecoturística Las Yakas, Aquismón	0.0%	0.0%	0.1%	**0.1%**
Hotel Paraíso Aventura Cabañas Campestres, Tamasopo	0.1%	0.0%	0.0%	**0.1%**
Hostal de Café, Xilitla	0.1%	0.0%	0.0%	**0.1%**
Hotel Tapasoli, Xilitla	0.1%	0.0%	0.0%	**0.1%**
Hotel Rex, Ciudad Valles	0.0%	0.1%	0.0%	**0.1%**
Hotel Riviera, Ciudad Valles	0.1%	0.0%	0.0%	**0.1%**
Hotel Guzmán, Xilitla	0.0%	0.0%	0.1%	**0.1%**
Hospedaje Toñita, Aquismón	0.0%	0.0%	0.1%	**0.1%**
Hotel Rural Tamyaxu, Aquismón	0.0%	0.1%	0.0%	**0.1%**
No contesto	33.1%	33.2%	6.9%	**73.3%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

RESULTADOS CON PERSPECTIVA DE GÉNERO

Forma de Viaje

Concepto	Mujer	Hombre	No Contesto	Total
Solo	3.8%	2.9%	0.6%	**7.3%**
Pareja	10.2%	13.3%	3.1%	**26.6%**
Familia	20.8%	21.6%	5.2%	**47.6%**
Amistades	4.7%	5.2%	1.1%	**11.0%**
Agrupación	2.9%	2.5%	0.6%	**6.0%**
No contesto	0.7%	0.7%	0.1%	**1.5%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Medio de Transporte Utilizado

Concepto	Mujer	Hombre	No Contesto	Total
Automóvil	30.6%	33.6%	6.9%	**71.1%**
Autobús de línea	7.9%	7.7%	1.4%	**17.0%**
Autobús rentado	2.8%	2.4%	1.3%	**6.5%**
Avión	0.5%	0.7%	0.1%	**1.3%**
No contestó	1.4%	1.9%	0.8%	**4.1%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Número de Acompañantes

Concepto	Mujer	Hombre	No Contesto	Total
Uno	3.9%	3.1%	0.6%	**7.5%**
Dos	11.0%	13.7%	3.4%	**28.0%**
Tres	3.5%	3.8%	0.7%	**8.0%**
Cuatro	4.2%	6.7%	1.4%	**12.4%**
Cinco	4.4%	4.8%	0.9%	**10.1%**
Seis	2.1%	2.5%	0.5%	**5.1%**
Siete	1.1%	1.5%	0.1%	**2.7%**
Ocho	0.6%	0.8%	0.1%	**1.5%**
Nueve	0.5%	0.0%	0.1%	**0.6%**
Diez	0.8%	0.1%	0.1%	**1.1%**
Once	0.1%	0.2%	0.1%	**0.5%**
Doce	0.1%	0.0%	0.0%	**0.1%**
Trece	0.4%	0.0%	0.0%	**0.4%**
Catorce	0.1%	0.0%	0.1%	**0.2%**
Quince	0.1%	0.1%	0.0%	**0.2%**
Dieciséis	0.4%	0.0%	0.0%	**0.4%**
Diecisiete	0.0%	0.1%	0.0%	**0.1%**
Diecinueve	0.1%	0.0%	0.0%	**0.1%**
Veinte	0.1%	0.0%	0.0%	**0.1%**
Más de Veinte	0.2%	1.3%	0.4%	**1.9%**
No contesto	9.5%	7.4%	2.0%	**19.0%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

RESULTADOS CON PERSPECTIVA DE GÉNERO

Gasto Promedio en Hospedaje

Concepto	Mujer	Hombre	No Contesto	Total
400 a 500 pesos	7.8%	8.6%	1.3%	**17.7%**
501 a 600 pesos	3.5%	3.8%	0.9%	**8.2%**
601 a 800 pesos	2.6%	3.5%	0.9%	**7.1%**
801 a 990 pesos	2.6%	3.3%	0.4%	**6.2%**
Más de 1,000 pesos	6.7%	9.9%	3.4%	**20.0%**
No contesto	20.0%	17.1%	3.7%	**40.8%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Gasto Promedio en Souvenirs

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	8.1%	9.9%	1.5%	**19.6%**
De 301 a 400 pesos	4.1%	4.0%	0.8%	**9.0%**
De 451 a 500 pesos	2.6%	2.6%	0.4%	**5.5%**
De 401 a 500 pesos	1.8%	1.6%	0.7%	**4.1%**
Más de 600 pesos	1.9%	3.1%	0.6%	**5.5%**
No contesto	24.7%	25.0%	6.6%	**56.3%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Gasto Promedio en Compras

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	12.7%	14.0%	2.9%	**29.7%**
De 301 a 400 pesos	6.4%	5.2%	0.7%	**12.2%**
De 451 a 500 pesos	2.8%	5.5%	0.8%	**9.2%**
De 401 a 500 pesos	2.1%	3.1%	0.7%	**5.9%**
Más de 600 pesos	5.2%	5.9%	1.6%	**12.7%**
No contesto	14.0%	12.5%	3.8%	**30.3%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Gasto Promedio en Transportación Local

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	5.5%	4.9%	0.6%	**11.1%**
De 301 a 400 pesos	2.2%	2.2%	0.1%	**4.6%**
De 451 a 500 pesos	1.4%	2.1%	0.5%	**4.0%**
De 401 a 500 pesos	1.5%	0.8%	0.4%	**2.7%**
Más de 600 pesos	1.1%	2.4%	0.1%	**3.5%**
No contesto	31.4%	33.7%	9.0%	**74.1%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Gasto Promedio en Alimentos y Bebidas

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	12.4%	12.7%	1.9%	**27.0%**
De 301 a 400 pesos	7.4%	5.9%	1.6%	**15.0%**
De 451 a 500 pesos	4.4%	6.4%	1.3%	**12.0%**
De 401 a 500 pesos	2.5%	3.2%	0.8%	**6.5%**
Más de 600 pesos	5.1%	6.4%	1.5%	**13.0%**
No contesto	11.5%	11.7%	3.4%	**26.6%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Gasto Promedio en Gasolina

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	6.4%	7.1%	0.8%	**14.3%**
De 301 a 400 pesos	3.2%	3.7%	0.6%	**7.4%**
De 451 a 500 pesos	2.8%	3.9%	0.2%	**6.9%**
De 401 a 500 pesos	2.0%	3.1%	1.1%	**6.1%**
Más de 600 pesos	8.1%	10.2%	2.7%	**21.1%**
No contesto	20.7%	18.3%	5.2%	**44.2%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

RESULTADOS CON PERSPECTIVA DE GÉNERO

Razón Principal de Viaje a la Región

Concepto	Mujer	Hombre	No Contesto	Total
Turismo de Aventura	5.9%	5.1%	1.3%	**12.4%**
Descanso / Vacaciones	4.6%	5.8%	1.1%	**11.4%**
Visita a familiares	3.4%	3.1%	0.7%	**7.3%**
Ecoturismo	1.5%	2.5%	0.6%	**4.6%**
Cultural	1.7%	1.8%	0.3%	**3.8%**
Negocios	0.4%	0.7%	0.2%	**1.3%**
Compra de artesanías	0.4%	0.5%	0.1%	**0.9%**
Religioso	0.2%	0.2%	0.0%	**0.5%**
Salud	0.1%	0.3%	0.0%	**0.4%**
Gastronómico	0.2%	0.2%	0.0%	**0.4%**
Tradición	0.1%	0.1%	0.0%	**0.2%**
Deportivo	0.0%	0.2%	0.0%	**0.2%**
No Contestó	24.8%	25.7%	6.3%	**56.7%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contesto	Total
Chiapas	2.8%	2.7%	0.9%	**6.5%**
Veracruz	1.2%	1.3%	0.5%	**3.1%**
Hidalgo	0.5%	0.6%	0.1%	**1.2%**
Media Luna, Rioverde, S.L.P.	0.1%	0.1%	0.0%	**0.1%**
Agua Azul, Chiapas	0.0%	0.1%	0.0%	**0.1%**
Cola de Caballo, N.L.	0.0%	0.1%	0.0%	**0.1%**
Otro	0.4%	1.2%	0.4%	**2.0%**
No Contesto	38.2%	40.1%	8.7%	**87.0%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

RESULTADOS CON PERSPECTIVA DE GÉNERO

Recuerda Publicidad del Destino

Concepto	Mujer	Hombre	No Contesto	Total
Sí	32.0%	33.5%	8.4%	**73.9%**
No	10.2%	12.2%	2.0%	**24.5%**
No contesto	0.9%	0.5%	0.2%	**1.6%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Medio en que recuerda la publicidad

Concepto	Mujer	Hombre	No Contesto	Total
Internet	14.8%	15.4%	4.5%	**34.7%**
Facebook	5.1%	4.9%	1.2%	**11.2%**
Televisión	5.3%	4.1%	1.1%	**10.5%**
Familiares o amigos	3.1%	3.9%	0.7%	**7.7%**
Folletos	1.4%	1.4%	0.4%	**3.2%**
Espectaculares	0.7%	1.5%	0.1%	**2.4%**
Periódico	0.6%	0.5%	0.1%	**1.2%**
Revista	0.2%	0.5%	0.4%	**1.1%**
You Tube	0.1%	0.6%	0.0%	**0.7%**
Twitter	0.1%	0.2%	0.0%	**0.4%**
Instagram	0.2%	0.1%	0.0%	**0.4%**
Radio	0.1%	0.1%	0.0%	**0.2%**
No contesto	11.4%	12.8%	2.2%	**26.5%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Regresaría al Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	32.5%	35.0%	7.1%	**74.6%**
Probablemente sí	9.7%	10.1%	1.5%	**21.3%**
Probablemente no	0.7%	0.2%	0.0%	**0.9%**
No Contesto	0.4%	0.8%	2.0%	**3.2%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Recomendaría el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	35.2%	37.9%	7.3%	**80.4%**
Probablemente sí	7.7%	7.2%	1.2%	**16.0%**
Probablemente no	0.0%	0.2%	0.0%	**0.2%**
No Contesto	0.4%	0.8%	2.1%	**3.3%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

RESULTADOS CON PERSPECTIVA DE GÉNERO

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
Ciudad de México	7.2%	6.5%	1.4%	**15.1%**
San Luis Potosí, S.L.P.	4.1%	3.9%	0.4%	**8.4%**
Estado de México	2.8%	2.0%	0.7%	**5.5%**
Guadalajara, Jal.	1.6%	2.0%	0.8%	**4.5%**
Tampico, Tam.	2.6%	1.6%	0.2%	**4.5%**
Querétaro, Qro.	1.9%	2.4%	0.2%	**4.5%**
Ciudad Valles, S.L.P.	1.8%	2.5%	0.0%	**4.2%**
Monterrey, N.L.	1.9%	2.1%	0.1%	**4.1%**
Aguascalientes, Ags.	0.8%	1.3%	0.5%	**2.6%**
Matamoros, Tams.	1.1%	0.9%	0.1%	**2.1%**
Toluca, Edo. Méx.	0.8%	0.9%	0.2%	**2.0%**
Puebla, Pue.	1.2%	0.7%	0.0%	**1.9%**
Ciudad Victoria, Tams.	0.6%	0.5%	0.4%	**1.4%**
León, Gto.	0.7%	0.7%	0.0%	**1.4%**
Reynosa, Tams.	0.2%	1.1%	0.0%	**1.3%**
Tijuana, B.C.	0.2%	0.7%	0.2%	**1.2%**
Guanajuato, Gto.	0.6%	0.4%	0.2%	**1.2%**
Ciudad Mante, Tams.	0.4%	0.5%	0.2%	**1.1%**
Pachuca, Hgo.	0.1%	0.7%	0.1%	**0.9%**
Nuevo Laredo, Tams.	0.2%	0.5%	0.2%	**0.9%**
Zacatecas, Zac.	0.4%	0.4%	0.1%	**0.8%**
Hermosillo, Son.	0.1%	0.6%	0.0%	**0.7%**
Cancún, Q. Roo	0.1%	0.5%	0.0%	**0.6%**
Tlaxcala, Tlax.	0.1%	0.4%	0.1%	**0.6%**
Celaya, Gto.	0.4%	0.2%	0.0%	**0.6%**
Tepic, Nay.	0.2%	0.2%	0.0%	**0.5%**
Cuernavaca, Mor.	0.1%	0.4%	0.0%	**0.5%**
Texas, E.U.	0.2%	0.2%	0.0%	**0.5%**
Piedras Negras, Coah.	0.2%	0.1%	0.1%	**0.5%**
Jalpan de Serra, Qro.	0.2%	0.2%	0.0%	**0.5%**
Morelia, Mich.	0.0%	0.4%	0.1%	**0.5%**
Culiacán, Sin.	0.1%	0.1%	0.1%	**0.4%**
Saltillo, Coah.	0.1%	0.2%	0.0%	**0.4%**
Ciudad Juárez, Chih.	0.1%	0.2%	0.0%	**0.4%**
Guadalupe, Zac.	0.1%	0.2%	0.0%	**0.4%**

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
Chihuahua, Chih.	0.0%	0.4%	0.0%	**0.4%**
Los Ángeles, E.U.	0.1%	0.1%	0.0%	**0.2%**
La Ermita de Guadalupe, Jerez, Zac.	0.0%	0.2%	0.0%	**0.2%**
Tula, Hgo.	0.2%	0.0%	0.0%	**0.2%**
Álvaro Obregón, CDMX	0.0%	0.1%	0.1%	**0.2%**
San Juan del Rio, Qro.	0.1%	0.1%	0.0%	**0.2%**
Torreón, Coah.	0.1%	0.1%	0.0%	**0.2%**
Ojuelos, Jal.	0.1%	0.1%	0.0%	**0.2%**
Colima, Col.	0.0%	0.2%	0.0%	**0.2%**
Altamira, Tam.	0.0%	0.1%	0.0%	**0.1%**
Tecomán, Col.	0.0%	0.1%	0.0%	**0.1%**
Ciudad de Hidalgo, Hgo.	0.1%	0.0%	0.0%	**0.1%**
Mazatlán, Sin.	0.0%	0.1%	0.0%	**0.1%**
Tuxtla Gutiérrez, Chis.	0.1%	0.0%	0.0%	**0.1%**
Nayarit	0.0%	0.1%	0.0%	**0.1%**
Mexicali, B.C.	0.0%	0.0%	0.1%	**0.1%**
Panuco, Ver.	0.0%	0.1%	0.0%	**0.1%**
Durango, Dgo.	0.1%	0.0%	0.0%	**0.1%**
Cozumel, Q. Roo	0.1%	0.0%	0.0%	**0.1%**
Rio Bravo, Tams.	0.0%	0.1%	0.0%	**0.1%**
Guatemala	0.0%	0.1%	0.0%	**0.1%**
Fresnillo, Zac.	0.0%	0.1%	0.0%	**0.1%**
Puerto Morelos, Yuc.	0.1%	0.0%	0.0%	**0.1%**
Orizaba, Ver.	0.1%	0.0%	0.0%	**0.1%**
San Francisco del Rincón, Gto.	0.1%	0.0%	0.0%	**0.1%**
Tequisquiapan, Qro.	0.1%	0.0%	0.0%	**0.1%**
Huejutla, Hgo.	0.1%	0.0%	0.0%	**0.1%**
Dolores Hidalgo, Gto.	0.0%	0.1%	0.0%	**0.1%**
Antiguo Morelos, Tams.	0.1%	0.0%	0.0%	**0.1%**
Aldama, Tams.	0.0%	0.1%	0.0%	**0.1%**
Valle Hermoso, Tams.	0.1%	0.0%	0.0%	**0.1%**
Cárdenas, S.L.P.	0.1%	0.0%	0.0%	**0.1%**
Mérida, Yuc.	0.1%	0.0%	0.0%	**0.1%**
Acapulco, Gro.	0.0%	0.1%	0.0%	**0.1%**
No Contesto	7.5%	7.3%	3.7%	**18.5%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

RESULTADOS CON PERSPECTIVA DE GÉNERO

Estado de Origen del Entrevistado

Concepto	Mujer	Hombre	No Contesto	Total
Ciudad de México	7.2%	6.5%	1.4%	**15.1%**
San Luis Potosí	6.9%	7.2%	0.7%	**14.8%**
Tamaulipas	5.5%	5.8%	1.4%	**12.7%**
Estado de México	4.4%	3.4%	0.9%	**8.7%**
Querétaro	2.4%	2.7%	0.2%	**5.3%**
Jalisco	1.9%	2.2%	0.8%	**4.9%**
Guanajuato	2.4%	1.9%	0.5%	**4.7%**
Nuevo León	2.0%	2.5%	0.1%	**4.6%**
Hidalgo	1.1%	1.3%	0.4%	**2.7%**
Aguascalientes	0.8%	1.3%	0.5%	**2.6%**
Puebla	1.2%	0.7%	0.0%	**1.9%**
Estados Unidos	0.6%	0.9%	0.4%	**1.9%**
Baja California	0.6%	0.7%	0.4%	**1.6%**
Veracruz	0.7%	0.6%	0.4%	**1.6%**
Zacatecas	0.4%	0.8%	0.1%	**1.3%**
Michoacán	0.4%	0.4%	0.5%	**1.2%**
Sonora	0.2%	0.9%	0.0%	**1.2%**
Coahuila	0.5%	0.4%	0.1%	**0.9%**
Chihuahua	0.2%	0.6%	0.0%	**0.8%**
Quintana Roo	0.4%	0.5%	0.0%	**0.8%**
Yucatán	0.6%	0.2%	0.0%	**0.8%**

Estado de Origen del Entrevistado

Concepto	Mujer	Hombre	No Contesto	Total
Nayarit	0.2%	0.4%	0.0%	**0.6%**
Sinaloa	0.1%	0.4%	0.1%	**0.6%**
Tlaxcala	0.1%	0.4%	0.1%	**0.6%**
Morelos	0.1%	0.4%	0.0%	**0.5%**
Argentina	0.4%	0.1%	0.0%	**0.5%**
Colima	0.0%	0.4%	0.0%	**0.4%**
Chiapas	0.0%	0.2%	0.1%	**0.4%**
Guerrero	0.1%	0.1%	0.0%	**0.2%**
Tabasco	0.1%	0.1%	0.0%	**0.2%**
Guatemala	0.1%	0.1%	0.0%	**0.2%**
Durango	0.1%	0.0%	0.0%	**0.1%**
Oaxaca	0.0%	0.1%	0.0%	**0.1%**
Perú	0.0%	0.1%	0.0%	**0.1%**
Holanda	0.0%	0.1%	0.0%	**0.1%**
Alemania	0.1%	0.0%	0.0%	**0.1%**
Francia	0.0%	0.1%	0.0%	**0.1%**
Republica Checa	0.1%	0.0%	0.0%	**0.1%**
Bélgica	0.0%	0.0%	0.1%	**0.1%**
Colombia	0.1%	0.0%	0.0%	**0.1%**
No contesto	1.3%	1.8%	1.4%	**4.5%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

RESULTADOS CON PERSPECTIVA DE GÉNERO

Edad Promedio de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
De 18 a 24 años	11.2%	7.1%	0.9%	**19.2%**
De 25 a 31 años	12.7%	12.5%	1.5%	**26.7%**
De 32 a 38 años	7.1%	8.8%	2.0%	**17.9%**
De 39 a 45 años	2.6%	5.9%	0.8%	**9.3%**
De 46 a 51 años	7.1%	4.4%	1.5%	**13.0%**
De 52 a 59 años	1.5%	5.4%	0.8%	**7.8%**
No Contesto	1.1%	2.1%	2.9%	**6.1%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Ocupación de los Entrevistados

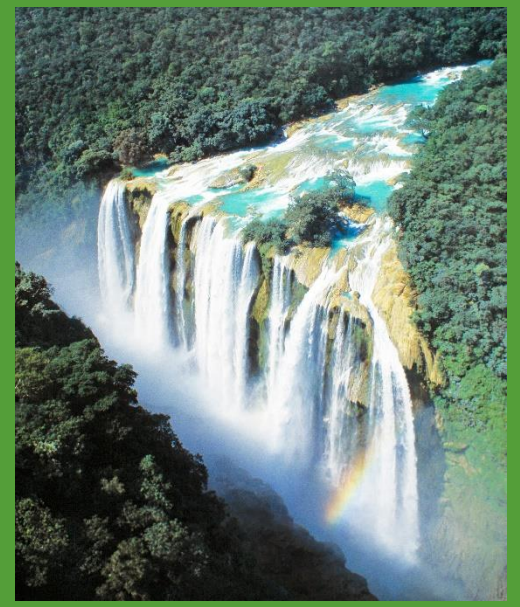
Concepto	Mujer	Hombre	No Contesto	Total
Labores del Hogar	8.6%	11.7%	2.1%	**22.4%**
Estudiante	6.7%	7.5%	1.6%	**15.9%**
Empleado de Gobierno	8.4%	5.3%	1.1%	**14.7%**
Empleado Privado	3.4%	5.5%	0.8%	**9.8%**
Empresario	2.6%	6.4%	0.6%	**9.5%**
Desempleado	7.2%	0.0%	0.1%	**7.3%**
Comerciante	1.1%	2.2%	0.6%	**3.9%**
Retirado / Jubilado	1.2%	2.0%	0.2%	**3.4%**
Un oficio (plomero, carpintero, etc.)	0.2%	2.7%	0.4%	**3.3%**
Por cuenta propia	0.0%	0.4%	0.1%	**0.5%**
Otro	1.5%	1.2%	0.4%	**3.1%**
No Contesto	2.4%	1.3%	2.6%	**6.2%**
Total	**43.2%**	**46.2%**	**10.6%**	**100.0%**

Huasteca Potosina
Fascinante por Naturaleza
SAN LUIS POTOSÍ
Tu destino...

PERFIL DEL VISITANTE – REGIÓN HUASTECA

RESULTADOS COMPOSICIÓN DE GRUPO

INVIERNO 2019



RESULTADOS COMPOSICIÓN DE GRUPO

Lugar de Encuesta

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Ciudad Valles	7.7%	10.0%	2.1%	0.2%	**20.0%**
Xilitla	6.8%	7.7%	1.5%	1.6%	**17.7%**
Aquismón	7.1%	7.3%	0.5%	0.6%	**15.4%**
Axtla de Terrazas	5.5%	4.5%	0.9%	1.5%	**12.5%**
Tamasopo	5.8%	2.7%	1.9%	0.5%	**10.8%**
El Naranjo	4.1%	4.2%	0.8%	0.2%	**9.4%**
Tamuín	5.7%	3.7%	0.0%	0.1%	**9.4%**
Tancanhuitz	3.3%	0.1%	0.0%	1.3%	**4.7%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Sitio Turístico de Encuesta

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Zona Centro Xilitla	6.8%	7.7%	1.5%	1.6%	**17.7%**
Zona Centro Aquismón	6.2%	5.9%	0.5%	0.6%	**13.2%**
Zona Centro Axtla de Terrazas	5.5%	4.5%	0.9%	1.5%	**12.5%**
Zona Centro Tamasopo	5.8%	2.7%	1.9%	0.5%	**10.8%**
Pago Pago Cascadas de Micos, Ciudad Valles	2.8%	6.1%	1.6%	0.0%	**10.6%**
Zona Centro Tamuín	5.7%	3.7%	0.0%	0.1%	**9.4%**
Zona Centro Ciudad Valles	4.1%	3.3%	0.5%	0.2%	**8.1%**
Centro Ceremonial de Tamaletom, Tancanhuitz	3.3%	0.1%	0.0%	1.3%	**4.7%**
Cascadas de Minas Viejas, El Naranjo	2.2%	1.5%	0.8%	0.1%	**4.7%**
Parque Recreativo	1.2%	1.2%	0.0%	0.0%	**2.4%**
Cascadas de Tamul, Aquismón	0.8%	1.4%	0.0%	0.0%	**2.2%**
Tirolesas Cascadas de Micos, Ciudad Valles	0.7%	0.6%	0.0%	0.0%	**1.3%**
Parque Agrícola el Meco, El Naranjo	0.1%	1.1%	0.0%	0.0%	**1.2%**
Sundial, El Meco, El Naranjo	0.6%	0.5%	0.0%	0.1%	**1.2%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Huasteca Potosina
Fascinante por Naturaleza

SAN LUIS POTOSÍ
Tu destino...

RESULTADOS COMPOSICIÓN DE GRUPO

Frecuencia con que visita el Destino

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Primera vez	28.4%	24.9%	5.5%	4.0%	**62.8%**
Una vez al año	9.0%	6.9%	1.4%	1.1%	**18.4%**
Dos veces al año	4.4%	4.8%	0.6%	0.4%	**10.1%**
Tres o más veces al año	4.1%	3.4%	0.1%	0.6%	**8.2%**
No contesto	0.1%	0.1%	0.1%	0.1%	**0.5%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Noches que permanecerá en la Región

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Ninguna	20.1%	12.1%	4.1%	3.3%	**39.7%**
Una noche	5.2%	5.5%	1.2%	0.8%	**12.7%**
Dos noches	8.2%	9.2%	1.3%	0.5%	**19.2%**
Tres noches	6.7%	5.7%	0.4%	1.1%	**13.8%**
Cuatro noches	2.0%	2.6%	0.4%	0.1%	**5.1%**
Cinco noches	2.5%	2.0%	0.1%	0.4%	**4.9%**
Seis noches	0.5%	1.4%	0.0%	0.0%	**1.9%**
Siete noches	0.2%	0.5%	0.0%	0.0%	**0.7%**
Ocho noches	0.1%	0.4%	0.2%	0.0%	**0.7%**
Nueve noches	0.0%	0.4%	0.0%	0.0%	**0.4%**
Diez noches	0.4%	0.2%	0.1%	0.0%	**0.7%**
Más de Diez noches	0.0%	0.2%	0.0%	0.0%	**0.2%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Huasteca Potosina
Fascinante por Naturaleza

SAN LUIS POTOSÍ
Tu destino...

RESULTADOS COMPOSICIÓN DE GRUPO

Lugar donde se esta hospedando

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Hotel	21.9%	22.1%	5.8%	3.4%	**53.2%**
Familia / Amigos	12.5%	10.0%	1.1%	1.9%	**25.4%**
Acampará	1.6%	1.2%	0.0%	0.1%	**2.9%**
Vivienda Rentada	3.3%	3.1%	0.4%	0.1%	**6.8%**
No contesto	6.6%	3.8%	0.6%	0.6%	**11.5%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

RESULTADOS COMPOSICIÓN DE GRUPO

Nombre Hotel donde Hospeda

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Hotel Valles, Ciudad Valles	1.3%	1.4%	0.1%	0.1%	**2.9%**
Hotel Misión Ciudad Valles, Ciudad Valles	0.9%	1.1%	0.0%	0.0%	**2.0%**
Hotel Vergel Huasteco, Tancanhuitz	0.7%	1.1%	0.0%	0.1%	**1.9%**
Campo Real Plus, Tamasopo	0.8%	0.2%	0.4%	0.1%	**1.5%**
Posada Don Diego, Tamasopo	0.6%	0.5%	0.5%	0.0%	**1.5%**
Hotel San Joaquín, Aquismón	0.2%	0.9%	0.0%	0.0%	**1.2%**
Hotel Quinta Mar, Ciudad Valles	0.2%	0.6%	0.0%	0.1%	**0.9%**
Hotel Cosmos, Tamasopo	0.4%	0.4%	0.0%	0.1%	**0.8%**
Hotel-Hostal El Detalle, Ciudad Valles	0.1%	0.6%	0.1%	0.0%	**0.8%**
Casa Amarilla, Axtla de Terrazas	0.2%	0.2%	0.0%	0.2%	**0.7%**
Hotel Santa Lucia, Aquismón	0.2%	0.5%	0.0%	0.0%	**0.7%**
Hotel la Gloria, Xilitla	0.4%	0.4%	0.0%	0.0%	**0.7%**
Hotel Del Valle, El Naranjo	0.2%	0.4%	0.0%	0.0%	**0.6%**
Cabañas Aventura Paso Ancho, Tamasopo	0.4%	0.1%	0.0%	0.1%	**0.6%**
Sierra Huasteca Inn, Ciudad Valles	0.1%	0.4%	0.0%	0.0%	**0.5%**
Hotel San Cosme, Aquismón	0.2%	0.1%	0.0%	0.1%	**0.5%**
Grann Hotel, Ciudad Valles	0.2%	0.2%	0.0%	0.0%	**0.5%**
Hotel San Fernando, Ciudad Valles	0.2%	0.1%	0.0%	0.1%	**0.5%**
Hotel Raga Inn, Tamasopo	0.4%	0.1%	0.0%	0.0%	**0.5%**
Hotel Tamaya Inn, Tamasopo	0.4%	0.0%	0.1%	0.0%	**0.5%**
Hotel San José, Aquismón	0.1%	0.1%	0.0%	0.1%	**0.4%**
Hotel Estancia Rheal, Ciudad Valles	0.4%	0.0%	0.0%	0.0%	**0.4%**
Hotel Piña, Ciudad Valles	0.1%	0.2%	0.0%	0.0%	**0.4%**
Hotel Campestre Paraíso Encantado, Xilitla	0.0%	0.4%	0.0%	0.0%	**0.4%**
Hotel Dolores, Xilitla	0.0%	0.1%	0.1%	0.1%	**0.4%**
Hotel Tantalá, Aquismón	0.0%	0.1%	0.1%	0.0%	**0.2%**
Rancho Paraíso, Ciudad Valles	0.2%	0.0%	0.0%	0.0%	**0.2%**
Hotel Cascada Huasteca, Aquismón	0.1%	0.0%	0.1%	0.0%	**0.2%**

RESULTADOS COMPOSICIÓN DE GRUPO

Nombre Hotel donde Hospeda

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Aldea Huasteca, Ciudad Valles	0.2%	0.0%	0.0%	0.0%	**0.2%**
Hotel Los Arcos , Ciudad Valles	0.0%	0.1%	0.1%	0.0%	**0.2%**
Hotel Spa Taninul, Ciudad Valles	0.0%	0.1%	0.0%	0.1%	**0.2%**
Hotel María Magnolia, Xilitla	0.1%	0.1%	0.0%	0.0%	**0.2%**
Hotel y Suites Puerta del Cielo, Xilitla	0.2%	0.0%	0.0%	0.0%	**0.2%**
Hotel Del Sol, Ciudad Valles	0.0%	0.1%	0.0%	0.1%	**0.2%**
Hotel Moreno, Ciudad Valles	0.1%	0.0%	0.1%	0.0%	**0.2%**
Hotel Saja, Ciudad Valles	0.1%	0.1%	0.0%	0.0%	**0.2%**
Cabañas Mannan, Aquismón	0.0%	0.2%	0.0%	0.0%	**0.2%**
Hotel El Nacimiento, Tamasopo	0.1%	0.1%	0.0%	0.0%	**0.2%**
Hotel Mirador, Tamazunchale	0.0%	0.2%	0.0%	0.0%	**0.2%**
Hotel Bonito Express, Ciudad Valles	0.0%	0.2%	0.0%	0.0%	**0.2%**
Hotel Falcón, Tamasopo	0.1%	0.1%	0.0%	0.0%	**0.2%**
Hotel Aldea Salto del Meco, El Naranjo	0.1%	0.0%	0.0%	0.0%	**0.1%**
Hotel Plaza Elite, Ciudad Valles	0.0%	0.1%	0.0%	0.0%	**0.1%**
Posada James Xilitla, Xilitla	0.1%	0.0%	0.0%	0.0%	**0.1%**
Villa Ecoturística Las Yakas, Aquismón	0.0%	0.1%	0.0%	0.0%	**0.1%**
Hotel Paraíso Aventura Cabañas Campestres, Tamasopo	0.0%	0.0%	0.1%	0.0%	**0.1%**
Hostal de Café, Xilitla	0.0%	0.1%	0.0%	0.0%	**0.1%**
Hotel Tapasoli, Xilitla	0.0%	0.1%	0.0%	0.0%	**0.1%**
Hotel Rex, Ciudad Valles	0.0%	0.1%	0.0%	0.0%	**0.1%**
Hotel Riviera, Ciudad Valles	0.0%	0.1%	0.0%	0.0%	**0.1%**
Hotel Guzmán, Xilitla	0.0%	0.0%	0.1%	0.0%	**0.1%**
Hospedaje Toñita, Aquismón	0.0%	0.1%	0.0%	0.0%	**0.1%**
Hotel Rural Tamyaxu, Aquismón	0.0%	0.1%	0.0%	0.0%	**0.1%**
No contesto	35.5%	27.6%	5.8%	4.5%	**73.3%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

RESULTADOS COMPOSICIÓN DE GRUPO

Forma de Viaje

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Solo	4.1%	1.8%	0.2%	1.2%	**7.3%**
Pareja	14.5%	9.0%	2.0%	1.2%	**26.6%**
Familia	17.1%	23.8%	3.9%	2.8%	**47.6%**
Amistades	7.5%	2.5%	0.4%	0.6%	**11.0%**
Agrupación	2.1%	2.4%	1.3%	0.2%	**6.0%**
No contesto	0.6%	0.8%	0.0%	0.1%	**1.5%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Número de Acompañantes

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Uno	4.2%	1.9%	0.2%	1.2%	**7.5%**
Dos	15.4%	9.2%	2.2%	1.2%	**28.0%**
Tres	4.0%	3.5%	0.1%	0.4%	**8.0%**
Cuatro	4.7%	6.6%	0.5%	0.6%	**12.4%**
Cinco	3.8%	4.4%	1.2%	0.8%	**10.1%**
Seis	2.0%	2.4%	0.5%	0.2%	**5.1%**
Siete	1.3%	0.9%	0.4%	0.1%	**2.7%**
Ocho	0.7%	0.6%	0.1%	0.1%	**1.5%**
Nueve	0.2%	0.2%	0.0%	0.1%	**0.6%**
Diez	0.4%	0.7%	0.0%	0.0%	**1.1%**
Once	0.2%	0.1%	0.0%	0.1%	**0.5%**
Doce	0.1%	0.0%	0.0%	0.0%	**0.1%**
Trece	0.0%	0.4%	0.0%	0.0%	**0.4%**
Catorce	0.0%	0.1%	0.1%	0.0%	**0.2%**
Quince	0.0%	0.2%	0.0%	0.0%	**0.2%**
Dieciséis	0.1%	0.2%	0.0%	0.0%	**0.4%**
Diecisiete	0.0%	0.1%	0.0%	0.0%	**0.1%**
Diecinueve	0.1%	0.0%	0.0%	0.0%	**0.1%**
Veinte	0.0%	0.0%	0.1%	0.0%	**0.1%**
Más de Veinte	0.4%	0.9%	0.6%	0.0%	**1.9%**
No contesto	8.2%	7.7%	1.8%	1.3%	**19.0%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Medio de Transporte Utilizado

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Automóvil	32.4%	31.1%	4.4%	3.3%	**71.1%**
Autobús de línea	9.1%	4.5%	2.4%	1.1%	**17.0%**
Autobús rentado	1.8%	3.2%	0.7%	0.8%	**6.5%**
Avión	0.8%	0.5%	0.0%	0.0%	**1.3%**
No contestó	1.9%	0.9%	0.4%	0.9%	**4.1%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

RESULTADOS COMPOSICIÓN DE GRUPO

Gasto Promedio en Hospedaje

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
400 a 500 pesos	8.8%	6.7%	1.4%	0.7%	**17.7%**
501 a 600 pesos	4.1%	3.4%	0.6%	0.1%	**8.2%**
601 a 800 pesos	3.3%	3.2%	0.2%	0.4%	**7.1%**
801 a 990 pesos	3.1%	2.6%	0.5%	0.1%	**6.2%**
Más de 1,000 pesos	8.6%	8.2%	1.4%	1.8%	**20.0%**
No contesto	18.0%	16.0%	3.7%	3.1%	**40.8%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Gasto Promedio en Souvenirs

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
De 200 a 300 pesos	10.7%	6.7%	1.6%	0.5%	**19.6%**
De 301 a 400 pesos	4.0%	3.3%	1.1%	0.6%	**9.0%**
De 451 a 500 pesos	2.7%	1.5%	0.7%	0.6%	**5.5%**
De 401 a 500 pesos	1.8%	1.6%	0.0%	0.7%	**4.1%**
Más de 600 pesos	2.1%	3.2%	0.0%	0.2%	**5.5%**
No contesto	24.6%	23.8%	4.4%	3.5%	**56.3%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Gasto Promedio en Compras

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
De 200 a 300 pesos	15.0%	11.2%	2.4%	1.2%	**29.7%**
De 301 a 400 pesos	6.6%	4.0%	0.6%	1.1%	**12.2%**
De 451 a 500 pesos	4.1%	3.9%	0.8%	0.4%	**9.2%**
De 401 a 500 pesos	2.1%	2.7%	0.5%	0.6%	**5.9%**
Más de 600 pesos	5.2%	6.5%	0.4%	0.7%	**12.7%**
No contesto	13.0%	11.9%	3.2%	2.2%	**30.3%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Gasto Promedio en Transportación Local

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
De 200 a 300 pesos	7.2%	2.9%	0.6%	0.4%	**11.1%**
De 301 a 400 pesos	2.8%	1.2%	0.6%	0.0%	**4.6%**
De 451 a 500 pesos	1.5%	1.3%	0.9%	0.2%	**4.0%**
De 401 a 500 pesos	1.1%	1.1%	0.2%	0.4%	**2.7%**
Más de 600 pesos	1.5%	1.8%	0.2%	0.0%	**3.5%**
No contesto	31.8%	31.9%	5.2%	5.2%	**74.1%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Gasto Promedio en Alimentos y Bebidas

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
De 200 a 300 pesos	13.5%	11.2%	1.4%	0.8%	**27.0%**
De 301 a 400 pesos	7.1%	5.9%	0.9%	1.1%	**15.0%**
De 451 a 500 pesos	5.5%	3.5%	1.9%	1.1%	**12.0%**
De 401 a 500 pesos	2.5%	3.2%	0.2%	0.6%	**6.5%**
Más de 600 pesos	5.3%	6.7%	0.5%	0.5%	**13.0%**
No contesto	12.0%	9.7%	2.8%	2.1%	**26.6%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Gasto Promedio en Gasolina

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
De 200 a 300 pesos	7.2%	6.0%	0.7%	0.4%	**14.3%**
De 301 a 400 pesos	4.0%	2.7%	0.5%	0.2%	**7.4%**
De 451 a 500 pesos	3.4%	2.4%	0.8%	0.4%	**6.9%**
De 401 a 500 pesos	3.1%	2.6%	0.2%	0.2%	**6.1%**
Más de 600 pesos	7.9%	10.8%	1.1%	1.3%	**21.1%**
No contesto	20.4%	15.7%	4.5%	3.7%	**44.2%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

RESULTADOS COMPOSICIÓN DE GRUPO

Razón Principal de Viaje a la Región

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Turismo de Aventura	6.9%	3.8%	1.0%	0.7%	**12.4%**
Descanso / Vacaciones	4.6%	5.5%	0.8%	0.5%	**11.4%**
Visita a familiares	3.2%	3.3%	0.4%	0.4%	**7.3%**
Ecoturismo	2.0%	2.0%	0.4%	0.2%	**4.6%**
Cultural	2.0%	1.2%	0.2%	0.4%	**3.8%**
Negocios	0.5%	0.5%	0.0%	0.2%	**1.3%**
Compra de artesanías	0.7%	0.3%	0.0%	0.0%	**0.9%**
Religioso	0.3%	0.0%	0.0%	0.2%	**0.5%**
Salud	0.2%	0.2%	0.1%	0.0%	**0.4%**
Gastronómico	0.3%	0.1%	0.0%	0.0%	**0.4%**
Tradición	0.1%	0.2%	0.0%	0.0%	**0.2%**
Deportivo	0.1%	0.0%	0.0%	0.0%	**0.2%**
No Contestó	25.1%	23.2%	4.9%	3.5%	**56.7%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Con que sitios compararía la Región

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Chiapas	2.2%	3.1%	0.7%	0.4%	**6.5%**
Veracruz	1.2%	1.5%	0.1%	0.2%	**3.1%**
Hidalgo	0.4%	0.6%	0.1%	0.1%	**1.2%**
Media Luna, Rioverde, S.L.P.	0.1%	0.1%	0.0%	0.0%	**0.1%**
Agua Azul, Chiapas	0.0%	0.1%	0.0%	0.0%	**0.1%**
Cola de Caballo, N.L.	0.0%	0.1%	0.0%	0.0%	**0.1%**
Otro	0.6%	1.1%	0.3%	0.0%	**2.0%**
No Contesto	41.5%	33.6%	6.6%	5.4%	**87.0%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

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SAN LUIS POTOSÍ
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RESULTADOS COMPOSICIÓN DE GRUPO

Recuerda Publicidad del Destino

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Sí	32.4%	30.7%	6.0%	4.7%	**73.9%**
No	13.0%	8.5%	1.6%	1.4%	**24.5%**
No contesto	0.6%	0.9%	0.1%	0.0%	**1.6%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Medio en que recuerda la publicidad

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Internet	13.7%	15.4%	3.1%	2.6%	**34.7%**
Facebook	5.4%	4.6%	0.7%	0.5%	**11.2%**
Televisión	5.5%	3.5%	0.6%	0.8%	**10.5%**
Familiares o amigos	3.3%	3.2%	0.6%	0.6%	**7.7%**
Folletos	1.5%	1.4%	0.2%	0.0%	**3.2%**
Espectaculares	0.9%	1.1%	0.1%	0.2%	**2.4%**
Periódico	0.7%	0.4%	0.1%	0.0%	**1.2%**
Revista	0.6%	0.2%	0.2%	0.0%	**1.1%**
You Tube	0.1%	0.5%	0.1%	0.0%	**0.7%**
Twitter	0.2%	0.0%	0.1%	0.0%	**0.4%**
Instagram	0.1%	0.2%	0.0%	0.0%	**0.4%**
Radio	0.1%	0.0%	0.1%	0.0%	**0.2%**
No contesto	13.7%	9.7%	1.8%	1.4%	**26.5%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

RESULTADOS COMPOSICIÓN DE GRUPO

Regresaría al Destino

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Definitivamente sí	33.7%	31.9%	5.2%	3.8%	**74.6%**
Probablemente sí	11.0%	7.4%	2.2%	0.7%	**21.3%**
Probablemente no	0.5%	0.2%	0.2%	0.0%	**0.9%**
No Contesto	0.8%	0.6%	0.1%	1.6%	**3.2%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Recomendaría el Destino

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Definitivamente sí	36.6%	33.9%	6.6%	3.3%	**80.4%**
Probablemente sí	8.5%	5.4%	0.9%	1.2%	**16.0%**
Probablemente no	0.1%	0.1%	0.0%	0.0%	**0.2%**
No Contesto	0.7%	0.7%	0.2%	1.6%	**3.3%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

RESULTADOS COMPOSICIÓN DE GRUPO

Ciudad de Origen

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Ciudad de México	6.8%	6.9%	1.1%	0.2%	**15.1%**
San Luis Potosí, S.L.P.	4.1%	3.7%	0.1%	0.5%	**8.4%**
Estado de México	2.4%	2.1%	0.7%	0.4%	**5.5%**
Guadalajara, Jal.	1.3%	2.2%	0.4%	0.6%	**4.5%**
Tampico, Tam.	2.6%	1.5%	0.0%	0.4%	**4.5%**
Querétaro, Qro.	2.5%	1.4%	0.6%	0.0%	**4.5%**
Ciudad Valles, S.L.P.	3.2%	0.9%	0.1%	0.0%	**4.2%**
Monterrey, N.L.	2.1%	1.3%	0.4%	0.4%	**4.1%**
Aguascalientes, Ags.	0.8%	1.5%	0.0%	0.2%	**2.6%**
Matamoros, Tams.	1.2%	0.9%	0.0%	0.0%	**2.1%**
Toluca, Edo. Méx.	0.4%	0.8%	0.5%	0.4%	**2.0%**
Puebla, Pue.	0.9%	0.5%	0.1%	0.4%	**1.9%**
Ciudad Victoria, Tams.	0.8%	0.2%	0.1%	0.2%	**1.4%**
León, Gto.	0.7%	0.5%	0.2%	0.0%	**1.4%**
Reynosa, Tams.	0.6%	0.7%	0.0%	0.0%	**1.3%**
Tijuana, B.C.	0.1%	0.9%	0.0%	0.1%	**1.2%**
Guanajuato, Gto.	0.5%	0.5%	0.2%	0.0%	**1.2%**
Ciudad Mante, Tams.	0.6%	0.2%	0.1%	0.1%	**1.1%**
Pachuca, Hgo.	0.4%	0.5%	0.0%	0.1%	**0.9%**
Nuevo Laredo, Tams.	0.4%	0.6%	0.0%	0.0%	**0.9%**
Zacatecas, Zac.	0.2%	0.5%	0.1%	0.0%	**0.8%**
Hermosillo, Son.	0.2%	0.0%	0.5%	0.0%	**0.7%**
Cancún, Q. Roo	0.2%	0.2%	0.1%	0.0%	**0.6%**
Tlaxcala, Tlax.	0.5%	0.0%	0.1%	0.0%	**0.6%**
Celaya, Gto.	0.4%	0.2%	0.0%	0.0%	**0.6%**
Tepic, Nay.	0.0%	0.4%	0.1%	0.0%	**0.5%**
Cuernavaca, Mor.	0.4%	0.1%	0.0%	0.0%	**0.5%**
Texas, E.U.	0.2%	0.2%	0.0%	0.0%	**0.5%**
Piedras Negras, Coah.	0.2%	0.2%	0.0%	0.0%	**0.5%**
Jalpan de Serra, Qro.	0.0%	0.4%	0.1%	0.0%	**0.5%**
Morelia, Mich.	0.1%	0.1%	0.1%	0.1%	**0.5%**
Culiacán, Sin.	0.1%	0.0%	0.2%	0.0%	**0.4%**
Saltillo, Coah.	0.1%	0.1%	0.1%	0.0%	**0.4%**
Ciudad Juárez, Chih.	0.1%	0.1%	0.1%	0.0%	**0.4%**
Guadalupe, Zac.	0.2%	0.0%	0.1%	0.0%	**0.4%**
Chihuahua, Chih.	0.0%	0.2%	0.0%	0.1%	**0.4%**

Ciudad de Origen

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Los Ángeles, E.U.	0.0%	0.0%	0.2%	0.0%	**0.2%**
La Ermita de Guadalupe, Jerez, Zac.	0.1%	0.1%	0.0%	0.0%	**0.2%**
Tula, Hgo.	0.1%	0.1%	0.0%	0.0%	**0.2%**
Álvaro Obregón, CDMX	0.1%	0.1%	0.0%	0.0%	**0.2%**
San Juan del Rio, Qro.	0.0%	0.2%	0.0%	0.0%	**0.2%**
Torreón, Coah.	0.1%	0.1%	0.0%	0.0%	**0.2%**
Ojuelos, Jal.	0.1%	0.1%	0.0%	0.0%	**0.2%**
Colima, Col.	0.0%	0.2%	0.0%	0.0%	**0.2%**
Altamira, Tam.	0.0%	0.1%	0.0%	0.0%	**0.1%**
Tecomán, Col.	0.0%	0.0%	0.1%	0.0%	**0.1%**
Ciudad de Hidalgo, Hgo.	0.0%	0.1%	0.0%	0.0%	**0.1%**
Mazatlán, Sin.	0.1%	0.0%	0.0%	0.0%	**0.1%**
Tuxtla Gutiérrez, Chis.	0.0%	0.1%	0.0%	0.0%	**0.1%**
Nayarit	0.1%	0.0%	0.0%	0.0%	**0.1%**
Mexicali, B.C.	0.0%	0.1%	0.0%	0.0%	**0.1%**
Panuco, Ver.	0.1%	0.0%	0.0%	0.0%	**0.1%**
Durango, Dgo.	0.0%	0.1%	0.0%	0.0%	**0.1%**
Cozumel, Q. Roo	0.1%	0.0%	0.0%	0.0%	**0.1%**
Rio Bravo, Tams.	0.0%	0.1%	0.0%	0.0%	**0.1%**
Guatemala	0.0%	0.0%	0.1%	0.0%	**0.1%**
Fresnillo, Zac.	0.0%	0.1%	0.0%	0.0%	**0.1%**
Puerto Morelos, Yuc.	0.1%	0.0%	0.0%	0.0%	**0.1%**
Orizaba, Ver.	0.1%	0.0%	0.0%	0.0%	**0.1%**
San Francisco del Rincón, Gto.	0.1%	0.0%	0.0%	0.0%	**0.1%**
Tequisquiapan, Qro.	0.1%	0.0%	0.0%	0.0%	**0.1%**
Huejutla, Hgo.	0.0%	0.1%	0.0%	0.0%	**0.1%**
Dolores Hidalgo, Gto.	0.1%	0.0%	0.0%	0.0%	**0.1%**
Antiguo Morelos, Tams.	0.1%	0.0%	0.0%	0.0%	**0.1%**
Aldama, Tams.	0.1%	0.0%	0.0%	0.0%	**0.1%**
Valle Hermoso, Tams.	0.1%	0.0%	0.0%	0.0%	**0.1%**
Cárdenas, S.L.P.	0.0%	0.1%	0.0%	0.0%	**0.1%**
Mérida, Yuc.	0.1%	0.0%	0.0%	0.0%	**0.1%**
Acapulco, Gro.	0.1%	0.0%	0.0%	0.0%	**0.1%**
No Contesto	8.4%	7.2%	0.9%	2.0%	**18.5%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

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RESULTADOS COMPOSICIÓN DE GRUPO

Estado de Origen del Entrevistado

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Ciudad de México	6.8%	6.9%	1.1%	0.2%	**15.1%**
San Luis Potosí	8.6%	5.4%	0.2%	0.6%	**14.8%**
Tamaulipas	6.8%	4.9%	0.2%	0.7%	**12.7%**
Estado de México	3.2%	3.4%	1.4%	0.7%	**8.7%**
Querétaro	2.6%	2.0%	0.7%	0.0%	**5.3%**
Jalisco	1.6%	2.4%	0.4%	0.6%	**4.9%**
Guanajuato	2.7%	1.3%	0.6%	0.1%	**4.7%**
Nuevo León	2.5%	1.3%	0.5%	0.4%	**4.6%**
Hidalgo	1.2%	0.8%	0.2%	0.5%	**2.7%**
Aguascalientes	0.8%	1.5%	0.0%	0.2%	**2.6%**
Puebla	0.9%	0.5%	0.1%	0.4%	**1.9%**
Estados Unidos	0.8%	0.7%	0.4%	0.0%	**1.9%**
Baja California	0.4%	1.1%	0.1%	0.1%	**1.6%**
Veracruz	1.1%	0.5%	0.0%	0.1%	**1.6%**
Zacatecas	0.4%	0.8%	0.1%	0.0%	**1.3%**
Michoacán	0.1%	0.7%	0.1%	0.2%	**1.2%**
Sonora	0.5%	0.2%	0.5%	0.0%	**1.2%**
Coahuila	0.4%	0.5%	0.1%	0.0%	**0.9%**
Chihuahua	0.2%	0.4%	0.1%	0.1%	**0.8%**
Quintana Roo	0.5%	0.2%	0.1%	0.0%	**0.8%**
Yucatán	0.2%	0.6%	0.0%	0.0%	**0.8%**

Estado de Origen del Entrevistado

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Nayarit	0.1%	0.4%	0.1%	0.0%	**0.6%**
Sinaloa	0.4%	0.0%	0.2%	0.0%	**0.6%**
Tlaxcala	0.5%	0.0%	0.1%	0.0%	**0.6%**
Morelos	0.4%	0.1%	0.0%	0.0%	**0.5%**
Argentina	0.4%	0.1%	0.0%	0.0%	**0.5%**
Colima	0.0%	0.2%	0.1%	0.0%	**0.4%**
Chiapas	0.4%	0.0%	0.0%	0.0%	**0.4%**
Guerrero	0.1%	0.1%	0.0%	0.0%	**0.2%**
Tabasco	0.0%	0.2%	0.0%	0.0%	**0.2%**
Guatemala	0.0%	0.1%	0.1%	0.0%	**0.2%**
Durango	0.0%	0.1%	0.0%	0.0%	**0.1%**
Oaxaca	0.0%	0.1%	0.0%	0.0%	**0.1%**
Perú	0.1%	0.0%	0.0%	0.0%	**0.1%**
Holanda	0.0%	0.1%	0.0%	0.0%	**0.1%**
Alemania	0.1%	0.0%	0.0%	0.0%	**0.1%**
Francia	0.0%	0.1%	0.0%	0.0%	**0.1%**
Republica Checa	0.1%	0.0%	0.0%	0.0%	**0.1%**
Bélgica	0.0%	0.1%	0.0%	0.0%	**0.1%**
Colombia	0.0%	0.1%	0.0%	0.0%	**0.1%**
No contesto	1.2%	2.0%	0.1%	1.2%	**4.5%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

RESULTADOS COMPOSICIÓN DE GRUPO

Sexo del entrevistado

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Mujer	23.9%	16.7%	1.5%	1.1%	**43.2%**
Hombre	19.6%	19.1%	5.4%	2.1%	**46.2%**
No contesto	2.5%	4.4%	0.8%	2.9%	**10.6%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Edad Promedio de los Entrevistados

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
De 18 a 24 años	19.2%	0.0%	0.0%	0.0%	**19.2%**
De 25 a 31 años	26.7%	0.0%	0.0%	0.0%	**26.7%**
De 32 a 38 años	0.0%	17.9%	0.0%	0.0%	**17.9%**
De 39 a 45 años	0.0%	9.3%	0.0%	0.0%	**9.3%**
De 46 a 51 años	0.0%	13.0%	0.0%	0.0%	**13.0%**
De 52 a 59 años	0.0%	0.0%	7.8%	0.0%	**7.8%**
No Contesto	0.0%	0.0%	0.0%	6.1%	**6.1%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

Ocupación de los Entrevistados

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Labores del Hogar	11.2%	9.3%	0.9%	0.9%	**22.4%**
Estudiante	6.5%	8.6%	0.6%	0.2%	**15.9%**
Empleado de Gobierno	13.9%	0.4%	0.0%	0.5%	**14.7%**
Empleado Privado	3.5%	5.3%	0.6%	0.4%	**9.8%**
Empresario	3.5%	3.7%	1.8%	0.6%	**9.5%**
Desempleado	2.6%	4.2%	0.2%	0.2%	**7.3%**
Comerciante	1.3%	2.5%	0.1%	0.0%	**3.9%**
Retirado / Jubilado	0.0%	1.2%	2.1%	0.1%	**3.4%**
Un oficio (plomero, carpintero, etc.)	1.2%	1.8%	0.4%	0.0%	**3.3%**
Por cuenta propia	0.1%	0.2%	0.1%	0.0%	**0.5%**
Otro	0.5%	1.9%	0.6%	0.1%	**3.1%**
No Contesto	1.6%	1.2%	0.4%	3.1%	**6.2%**
Total	**45.9%**	**40.2%**	**7.8%**	**6.1%**	**100.0%**

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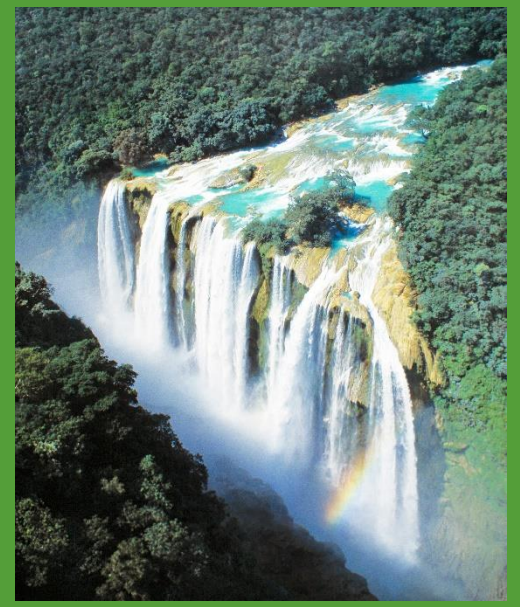
PERFIL DEL VISITANTE – REGIÓN HUASTECA

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

INVIERNO 2019



SECRETARÍA DE TURISMO DE SAN LUIS POTOSÍ - DIRECCIÓN DE PLANEACIÓN, INFORMACIÓN Y ANÁLISIS - SUBDIRECCIÓN DE PLANEACIÓN

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Lugar de Encuesta

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Ciudad Valles	4.0%	0.9%	0.9%	2.1%	10.1%	1.9%	**20.0%**
Xilitla	5.1%	0.8%	0.8%	1.4%	6.6%	2.9%	**17.7%**
Aquismón	2.6%	1.1%	0.6%	1.4%	7.5%	2.2%	**15.4%**
Axtla de Terrazas	0.8%	0.6%	0.9%	1.1%	5.5%	3.5%	**12.5%**
Tamasopo	0.2%	0.4%	0.5%	1.3%	6.8%	1.6%	**10.8%**
El Naranjo	1.9%	0.1%	0.4%	0.7%	3.5%	2.8%	**9.4%**
Tamuín	0.4%	0.0%	0.0%	0.6%	6.0%	2.5%	**9.4%**
Tancanhuitz	0.1%	0.6%	0.0%	0.5%	2.6%	0.9%	**4.7%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

Sitio Turístico de Encuesta

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Zona Centro Xilitla	5.1%	0.8%	0.8%	1.4%	6.6%	2.9%	**17.7%**
Zona Centro Aquismón	2.2%	0.7%	0.4%	1.2%	6.5%	2.2%	**13.2%**
Zona Centro Axtla de Terrazas	0.8%	0.6%	0.9%	1.1%	5.5%	3.5%	**12.5%**
Zona Centro Tamasopo	0.2%	0.4%	0.5%	1.3%	6.8%	1.6%	**10.8%**
Pago Pago Cascadas de Micos, Ciudad Valles	3.1%	0.6%	0.5%	1.3%	4.6%	0.6%	**10.6%**
Zona Centro Tamuín	0.4%	0.0%	0.0%	0.6%	6.0%	2.5%	**9.4%**
Zona Centro Ciudad Valles	0.7%	0.4%	0.5%	0.6%	4.7%	1.3%	**8.1%**
Centro Ceremonial de Tamaletom, Tancanhuitz	0.1%	0.6%	0.0%	0.5%	2.6%	0.9%	**4.7%**
Cascadas de Minas Viejas, El Naranjo	0.9%	0.0%	0.0%	0.4%	1.5%	1.9%	**4.7%**
Parque Recreativo	0.2%	0.0%	0.2%	0.2%	1.3%	0.4%	**2.4%**
Cascadas de Tamul, Aquismón	0.4%	0.4%	0.2%	0.2%	1.1%	0.0%	**2.2%**
Tirolesas Cascadas de Micos, Ciudad Valles	0.2%	0.0%	0.0%	0.2%	0.8%	0.0%	**1.3%**
Parque Agrícola el Meco, El Naranjo	0.4%	0.0%	0.1%	0.0%	0.2%	0.5%	**1.2%**
Sundial, El Meco, El Naranjo	0.4%	0.1%	0.0%	0.1%	0.5%	0.1%	**1.2%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Frecuencia con que visita el Destino

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Primera vez	11.8%	3.7%	2.1%	5.7%	29.2%	10.4%	**62.8%**
Una vez al año	1.6%	0.1%	0.8%	2.1%	9.9%	3.8%	**18.4%**
Dos veces al año	0.8%	0.6%	0.7%	1.1%	5.2%	1.8%	**10.1%**
Tres o más veces al año	0.8%	0.0%	0.5%	0.1%	4.4%	2.5%	**8.2%**
No contesto	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	**0.5%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

Noches que permanecerá en la Región

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Ninguna	5.4%	2.0%	1.1%	3.9%	19.1%	8.2%	**39.7%**
Una noche	2.1%	0.6%	0.8%	0.9%	5.3%	2.9%	**12.7%**
Dos noches	3.1%	0.8%	0.5%	1.6%	9.5%	3.7%	**19.2%**
Tres noches	2.7%	0.5%	0.9%	1.8%	6.9%	0.9%	**13.8%**
Cuatro noches	0.7%	0.1%	0.2%	0.4%	3.1%	0.6%	**5.1%**
Cinco noches	0.5%	0.1%	0.6%	0.4%	2.5%	0.9%	**4.9%**
Seis noches	0.2%	0.1%	0.0%	0.1%	0.7%	0.7%	**1.9%**
Siete noches	0.1%	0.0%	0.0%	0.0%	0.5%	0.1%	**0.7%**
Ocho noches	0.2%	0.1%	0.0%	0.0%	0.2%	0.1%	**0.7%**
Nueve noches	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	**0.4%**
Diez noches	0.0%	0.1%	0.0%	0.0%	0.5%	0.1%	**0.7%**
Más de Diez noches	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	**0.2%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Lugar donde se esta hospedando

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Hotel	9.3%	2.6%	2.1%	5.9%	24.0%	9.3%	**53.2%**
Familia / Amigos	2.2%	1.2%	1.4%	1.9%	14.3%	4.5%	**25.4%**
Acampará	0.5%	0.1%	0.4%	0.1%	1.4%	0.5%	**2.9%**
Vivienda Rentada	1.5%	0.5%	0.2%	0.2%	2.5%	1.9%	**6.8%**
No contesto	1.5%	0.1%	0.0%	0.9%	6.6%	2.4%	**11.5%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Nombre Hotel donde Hospeda

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Hotel Valles, Ciudad Valles	0.7%	0.0%	0.2%	0.2%	1.1%	0.7%	**2.9%**
Hotel Misión Ciudad Valles, Ciudad Valles	0.2%	0.2%	0.0%	0.2%	1.1%	0.2%	**2.0%**
Hotel Vergel Huasteco, Tancanhuitz	0.4%	0.0%	0.0%	0.4%	0.7%	0.5%	**1.9%**
Campo Real Plus, Tamasopo	0.0%	0.1%	0.1%	0.0%	0.8%	0.5%	**1.5%**
Posada Don Diego, Tamasopo	0.1%	0.0%	0.0%	0.1%	1.1%	0.2%	**1.5%**
Hotel San Joaquín, Aquismón	0.1%	0.0%	0.1%	0.1%	0.6%	0.2%	**1.2%**
Hotel Quinta Mar, Ciudad Valles	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	**0.9%**
Hotel Cosmos, Tamasopo	0.0%	0.0%	0.0%	0.1%	0.6%	0.1%	**0.8%**
Hotel-Hostal El Detalle, Ciudad Valles	0.1%	0.1%	0.0%	0.5%	0.1%	0.0%	**0.8%**
Casa Amarilla, Axtla de Terrazas	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	**0.7%**
Hotel Santa Lucia, Aquismón	0.2%	0.2%	0.0%	0.0%	0.1%	0.1%	**0.7%**
Hotel la Gloria, Xilitla	0.2%	0.0%	0.0%	0.1%	0.4%	0.0%	**0.7%**
Hotel Del Valle, El Naranjo	0.1%	0.0%	0.0%	0.1%	0.2%	0.1%	**0.6%**
Cabañas Aventura Paso Ancho, Tamasopo	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	**0.6%**
Sierra Huasteca Inn, Ciudad Valles	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	**0.5%**
Hotel San Cosme, Aquismón	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	**0.5%**
Grann Hotel, Ciudad Valles	0.0%	0.0%	0.0%	0.1%	0.2%	0.1%	**0.5%**
Hotel San Fernando, Ciudad Valles	0.2%	0.0%	0.0%	0.1%	0.1%	0.0%	**0.5%**
Hotel Raga Inn, Tamasopo	0.0%	0.0%	0.0%	0.1%	0.2%	0.1%	**0.5%**
Hotel Tamaya Inn, Tamasopo	0.0%	0.0%	0.0%	0.1%	0.2%	0.1%	**0.5%**
Hotel San José, Aquismón	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	**0.4%**
Hotel Estancia Rheal, Ciudad Valles	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	**0.4%**
Hotel Piña, Ciudad Valles	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	**0.4%**
Hotel Campestre Paraíso Encantado, Xilitla	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	**0.4%**
Hotel Dolores, Xilitla	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	**0.4%**
Hotel Tantalá, Aquismón	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	**0.2%**
Rancho Paraíso, Ciudad Valles	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	**0.2%**
Hotel Cascada Huasteca, Aquismón	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	**0.2%**

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RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Nombre Hotel donde Hospeda

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Aldea Huasteca, Ciudad Valles	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.2%**
Hotel Los Arcos , Ciudad Valles	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	**0.2%**
Hotel Spa Taninul, Ciudad Valles	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	**0.2%**
Hotel María Magnolia, Xilitla	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	**0.2%**
Hotel y Suites Puerta del Cielo, Xilitla	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.2%**
Hotel Del Sol, Ciudad Valles	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	**0.2%**
Hotel Moreno, Ciudad Valles	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	**0.2%**
Hotel Saja, Ciudad Valles	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	**0.2%**
Cabañas Mannan, Aquismón	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.2%**
Hotel El Nacimiento, Tamasopo	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	**0.2%**
Hotel Mirador, Tamazunchale	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	**0.2%**
Hotel Bonito Express, Ciudad Valles	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	**0.2%**
Hotel Falcón, Tamasopo	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	**0.2%**
Hotel Aldea Salto del Meco, El Naranjo	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	**0.1%**
Hotel Plaza Elite, Ciudad Valles	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.1%**
Posada James Xilitla, Xilitla	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Villa Ecoturística Las Yakas, Aquismón	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	**0.1%**
Hotel Paraíso Aventura Cabañas Campestres, Tamasopo	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Hostal de Café, Xilitla	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	**0.1%**
Hotel Tapasoli, Xilitla	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Hotel Rex, Ciudad Valles	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Hotel Riviera, Ciudad Valles	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	**0.1%**
Hotel Guzmán, Xilitla	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	**0.1%**
Hospedaje Toñita, Aquismón	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	**0.1%**
Hotel Rural Tamyaxu, Aquismón	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	**0.1%**
No contesto	10.6%	2.7%	3.3%	5.5%	36.3%	14.8%	**73.3%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Número de Acompañantes

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Uno	0.7%	0.5%	0.1%	0.4%	4.1%	1.8%	**7.5%**
Dos	4.1%	1.4%	1.1%	2.8%	13.5%	5.1%	**28.0%**
Tres	0.7%	0.4%	0.7%	1.3%	3.9%	1.1%	**8.0%**
Cuatro	2.6%	0.6%	0.8%	1.2%	5.3%	1.9%	**12.4%**
Cinco	0.9%	0.1%	0.4%	0.7%	6.1%	1.9%	**10.1%**
Seis	0.6%	0.1%	0.1%	1.3%	2.4%	0.6%	**5.1%**
Siete	0.4%	0.0%	0.1%	0.1%	1.6%	0.5%	**2.7%**
Ocho	0.5%	0.1%	0.0%	0.1%	0.8%	0.0%	**1.5%**
Nueve	0.2%	0.1%	0.0%	0.0%	0.1%	0.1%	**0.6%**
Diez	0.4%	0.1%	0.1%	0.0%	0.5%	0.0%	**1.1%**
Once	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	**0.5%**
Doce	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	**0.1%**
Trece	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.4%**
Catorce	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	**0.2%**
Quince	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	**0.2%**
Dieciséis	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	**0.4%**
Diecisiete	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	**0.1%**
Diecinueve	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.1%**
Veinte	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.1%**
Más de Veinte	0.8%	0.1%	0.0%	0.0%	0.8%	0.1%	**1.9%**
No contesto	2.6%	0.8%	0.6%	0.9%	9.1%	4.9%	**19.0%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Forma de Viaje

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Solo	0.5%	0.5%	0.1%	0.4%	4.1%	1.8%	**7.3%**
Pareja	3.7%	1.3%	1.1%	2.8%	13.1%	4.7%	**26.6%**
Familia	7.4%	2.2%	2.2%	4.8%	22.5%	8.4%	**47.6%**
Amistades	2.0%	0.2%	0.6%	0.8%	5.1%	2.2%	**11.0%**
Agrupación	1.2%	0.2%	0.1%	0.1%	3.2%	1.2%	**6.0%**
No contesto	0.4%	0.0%	0.0%	0.1%	0.8%	0.2%	**1.5%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

Medio de Transporte Utilizado

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Automóvil	9.7%	2.5%	3.3%	6.9%	35.7%	13.1%	**71.1%**
Autobús de línea	3.2%	1.3%	0.7%	0.8%	8.0%	2.9%	**17.0%**
Autobús rentado	1.5%	0.4%	0.0%	1.2%	2.5%	0.9%	**6.5%**
Avión	0.6%	0.0%	0.0%	0.0%	0.2%	0.5%	**1.3%**
No contestó	0.1%	0.4%	0.1%	0.1%	2.4%	1.1%	**4.1%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Gasto Promedio en Hospedaje

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
400 a 500 pesos	3.4%	0.5%	0.8%	1.2%	7.9%	3.9%	**17.7%**
501 a 600 pesos	2.0%	0.2%	0.5%	0.6%	3.5%	1.4%	**8.2%**
601 a 800 pesos	1.3%	0.9%	0.4%	0.5%	3.3%	0.7%	**7.1%**
801 a 990 pesos	1.1%	0.4%	0.2%	0.8%	2.8%	0.9%	**6.2%**
Más de 1,000 pesos	3.1%	1.5%	1.2%	2.7%	8.1%	3.4%	**20.0%**
No contesto	4.2%	0.9%	1.1%	3.3%	23.1%	8.1%	**40.8%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

Gasto Promedio en Compras

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
De 200 a 300 pesos	5.4%	0.9%	1.1%	2.6%	13.8%	5.9%	**29.7%**
De 301 a 400 pesos	1.6%	0.5%	0.5%	1.1%	6.6%	2.0%	**12.2%**
De 451 a 500 pesos	1.4%	0.4%	0.6%	0.2%	5.2%	1.4%	**9.2%**
De 401 a 500 pesos	0.7%	0.1%	0.4%	0.8%	2.6%	1.3%	**5.9%**
Más de 600 pesos	2.1%	0.7%	0.8%	1.6%	5.4%	2.0%	**12.7%**
No contesto	3.8%	1.9%	0.8%	2.7%	15.2%	5.9%	**30.3%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

Gasto Promedio en Alimentos y Bebidas

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
De 200 a 300 pesos	3.9%	1.1%	1.1%	2.5%	13.1%	5.4%	**27.0%**
De 301 a 400 pesos	3.1%	0.4%	0.2%	1.1%	8.4%	1.9%	**15.0%**
De 451 a 500 pesos	1.9%	0.4%	0.6%	0.9%	6.2%	2.0%	**12.0%**
De 401 a 500 pesos	1.2%	0.2%	0.6%	0.2%	3.2%	1.1%	**6.5%**
Más de 600 pesos	1.9%	1.1%	0.8%	1.9%	5.2%	2.1%	**13.0%**
No contesto	3.2%	1.4%	0.8%	2.5%	12.7%	6.0%	**26.6%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

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Gasto Promedio en Souvenirs

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
De 200 a 300 pesos	3.4%	0.7%	0.9%	2.5%	9.2%	2.8%	**19.6%**
De 301 a 400 pesos	1.5%	0.1%	0.2%	0.7%	5.5%	0.8%	**9.0%**
De 451 a 500 pesos	0.4%	0.6%	0.5%	0.1%	3.4%	0.6%	**5.5%**
De 401 a 500 pesos	0.2%	0.2%	0.5%	0.2%	1.9%	1.1%	**4.1%**
Más de 600 pesos	1.1%	0.4%	0.5%	0.4%	1.9%	1.4%	**5.5%**
No contesto	8.5%	2.5%	1.5%	5.2%	26.9%	11.8%	**56.3%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

Gasto Promedio en Transportación Local

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
De 200 a 300 pesos	2.0%	0.1%	0.5%	0.8%	4.9%	2.7%	**11.1%**
De 301 a 400 pesos	0.5%	0.0%	0.1%	0.2%	3.1%	0.7%	**4.6%**
De 451 a 500 pesos	0.5%	0.2%	0.1%	0.1%	1.9%	1.2%	**4.0%**
De 401 a 500 pesos	0.5%	0.4%	0.0%	0.0%	1.3%	0.6%	**2.7%**
Más de 600 pesos	1.1%	0.4%	0.4%	0.0%	1.1%	0.7%	**3.5%**
No contesto	10.6%	3.4%	3.1%	7.9%	36.5%	12.6%	**74.1%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

Gasto Promedio en Gasolina

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
De 200 a 300 pesos	1.9%	0.6%	0.7%	0.9%	7.7%	2.5%	**14.3%**
De 301 a 400 pesos	1.1%	0.2%	0.2%	0.7%	4.1%	1.1%	**7.4%**
De 451 a 500 pesos	0.7%	0.2%	0.6%	0.5%	3.9%	1.1%	**6.9%**
De 401 a 500 pesos	1.2%	0.1%	0.1%	0.6%	3.1%	1.1%	**6.1%**
Más de 600 pesos	2.9%	0.9%	1.5%	2.6%	9.4%	3.7%	**21.1%**
No contesto	7.3%	2.4%	0.9%	3.8%	20.6%	9.2%	**44.2%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

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Razón Principal de Viaje a la Región

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Turismo de Aventura	2.1%	0.5%	0.5%	1.3%	5.4%	2.6%	**12.4%**
Descanso / Vacaciones	2.0%	0.6%	0.4%	1.2%	5.4%	1.8%	**11.4%**
Visita a familiares	0.5%	0.1%	0.5%	0.6%	3.8%	1.7%	**7.3%**
Ecoturismo	1.1%	0.3%	0.2%	0.4%	2.0%	0.5%	**4.6%**
Cultural	0.5%	0.2%	0.2%	0.2%	2.0%	0.6%	**3.8%**
Negocios	0.3%	0.1%	0.0%	0.0%	0.7%	0.2%	**1.3%**
Compra de artesanías	0.0%	0.0%	0.1%	0.1%	0.5%	0.2%	**0.9%**
Religioso	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	**0.5%**
Salud	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	**0.4%**
Gastronómico	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	**0.4%**
Tradición	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	**0.2%**
Deportivo	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	**0.2%**
No Contestó	8.4%	2.6%	2.2%	5.0%	28.1%	10.5%	**56.7%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Con que sitios compararía la Región

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Chiapas	1.3%	0.5%	0.4%	0.8%	2.7%	0.8%	**6.5%**
Veracruz	0.5%	0.4%	0.2%	0.4%	1.3%	0.2%	**3.1%**
Hidalgo	0.2%	0.1%	0.0%	0.0%	0.8%	0.1%	**1.2%**
Media Luna, Rioverde, S.L.P.	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	**0.1%**
Agua Azul, Chiapas	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.1%**
Cola de Caballo, N.L.	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	**0.1%**
Otro	0.6%	0.1%	0.2%	0.2%	0.9%	0.1%	**2.0%**
No Contesto	12.5%	3.4%	3.2%	7.7%	43.0%	17.3%	**87.0%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Recuerda Publicidad del Destino

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Sí	11.1%	3.9%	3.5%	7.2%	35.2%	13.0%	**73.9%**
No	3.5%	0.6%	0.6%	1.9%	12.7%	5.2%	**24.5%**
No contesto	0.5%	0.0%	0.0%	0.0%	0.8%	0.4%	**1.6%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

Medio en que recuerda la publicidad

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Internet	6.1%	2.5%	1.6%	3.4%	15.4%	5.7%	**34.7%**
Facebook	1.8%	0.4%	0.7%	0.9%	5.2%	2.2%	**11.2%**
Televisión	1.3%	0.0%	0.6%	0.9%	5.7%	2.0%	**10.5%**
Familiares o amigos	0.7%	0.6%	0.4%	0.7%	4.2%	1.1%	**7.7%**
Folletos	0.1%	0.1%	0.2%	0.7%	1.5%	0.5%	**3.2%**
Espectaculares	0.6%	0.0%	0.0%	0.2%	1.1%	0.5%	**2.4%**
Periódico	0.0%	0.1%	0.0%	0.1%	0.8%	0.1%	**1.2%**
Revista	0.1%	0.0%	0.0%	0.1%	0.5%	0.4%	**1.1%**
You Tube	0.1%	0.1%	0.0%	0.0%	0.1%	0.4%	**0.7%**
Twitter	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	**0.4%**
Instagram	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	**0.4%**
Radio	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	**0.2%**
No contesto	4.1%	0.6%	0.6%	1.9%	13.8%	5.5%	**26.5%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Regresaría al Destino

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Definitivamente sí	11.9%	3.3%	3.5%	7.8%	35.3%	12.7%	**74.6%**
Probablemente sí	2.8%	1.1%	0.6%	1.2%	11.3%	4.4%	**21.3%**
Probablemente no	0.1%	0.0%	0.0%	0.1%	0.6%	0.1%	**0.9%**
No Contesto	0.2%	0.1%	0.0%	0.0%	1.5%	1.3%	**3.2%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

Recomendaría el Destino

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Definitivamente sí	13.0%	4.0%	3.5%	8.0%	38.2%	13.8%	**80.4%**
Probablemente sí	1.8%	0.4%	0.6%	1.1%	8.8%	3.4%	**16.0%**
Probablemente no	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.2%**
No Contesto	0.2%	0.1%	0.0%	0.0%	1.6%	1.3%	**3.3%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Ciudad de Origen

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Ciudad de México	15.1%	0.0%	0.0%	0.0%	0.0%	0.0%	**15.1%**
San Luis Potosí, S.L.P.	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	**8.4%**
Estado de México	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	**5.5%**
Guadalajara, Jal.	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	**4.5%**
Tampico, Tam.	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	**4.5%**
Querétaro, Qro.	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	**4.5%**
Ciudad Valles, S.L.P.	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	**4.2%**
Monterrey, N.L.	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	**4.1%**
Aguascalientes, Ags.	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	**2.6%**
Matamoros, Tams.	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	**2.1%**
Toluca, Edo. Méx.	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	**2.0%**
Puebla, Pue.	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	**1.9%**
Ciudad Victoria, Tams.	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	**1.4%**
León, Gto.	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	**1.4%**
Reynosa, Tams.	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	**1.3%**
Tijuana, B.C.	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	**1.2%**
Guanajuato, Gto.	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	**1.2%**
Ciudad Mante, Tams.	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	**1.1%**
Pachuca, Hgo.	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	**0.9%**
Nuevo Laredo, Tams.	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	**0.9%**
Zacatecas, Zac.	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	**0.8%**
Hermosillo, Son.	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	**0.7%**
Cancún, Q. Roo	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	**0.6%**
Tlaxcala, Tlax.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	**0.6%**
Celaya, Gto.	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	**0.6%**
Tepic, Nay.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	**0.5%**
Cuernavaca, Mor.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	**0.5%**
Texas, E.U.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	**0.5%**
Piedras Negras, Coah.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	**0.5%**
Jalpan de Serra, Qro.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	**0.5%**
Morelia, Mich.	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	**0.5%**
Culiacán, Sin.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	**0.4%**
Saltillo, Coah.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	**0.4%**
Ciudad Juárez, Chih.	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	**0.4%**
Guadalupe, Zac.	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%**

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RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Ciudad de Origen

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Los Ángeles, E.U.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	**0.2%**
La Ermita de Guadalupe, Jerez, Zac.	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%**
Álvaro Obregón, CDMX	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	**0.2%**
San Juan del Rio, Qro.	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%**
Ojuelos, Jal.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	**0.2%**
Colima, Col.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	**0.2%**
Altamira, Tam.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Tecomán, Col.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Ciudad de Hidalgo, Hgo.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Mazatlán, Sin.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Tuxtla Gutiérrez, Chis.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Nayarit	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Mexicali, B.C.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Panuco, Ver.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Durango, Dgo.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Cozumel, Q. Roo	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Rio Bravo, Tams.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Guatemala	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Fresnillo, Zac.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Puerto Morelos, Yuc.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Orizaba, Ver.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
San Francisco del Rincón, Gto.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Tequisquiapan, Qro.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Huejutla, Hgo.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Dolores Hidalgo, Gto.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Antiguo Morelos, Tams.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Aldama, Tams.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Valle Hermoso, Tams.	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%**
Mérida, Yuc.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Acapulco, Gro.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
No Contesto	0.0%	0.0%	0.0%	0.0%	0.0%	18.5%	**18.5%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

Huasteca Potosina
Fascinante por Naturaleza

SAN LUIS POTOSÍ
Tu destino...

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Estado de Origen del Entrevistado

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Ciudad de México	15.1%	0.0%	0.0%	0.0%	0.0%	0.0%	**15.1%**
San Luis Potosí	0.0%	0.0%	0.0%	0.0%	12.5%	2.4%	**14.8%**
Tamaulipas	0.0%	0.0%	0.0%	0.0%	12.2%	0.5%	**12.7%**
Estado de México	0.0%	0.0%	0.0%	0.0%	7.5%	1.2%	**8.7%**
Querétaro	0.0%	0.0%	0.0%	4.5%	0.8%	0.0%	**5.3%**
Jalisco	0.0%	4.5%	0.0%	0.0%	0.2%	0.2%	**4.9%**
Guanajuato	0.0%	0.0%	0.0%	1.2%	2.2%	1.3%	**4.7%**
Nuevo León	0.0%	0.0%	4.0%	0.0%	0.5%	0.1%	**4.6%**
Hidalgo	0.0%	0.0%	0.1%	0.0%	1.1%	1.5%	**2.7%**
Aguascalientes	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	**2.6%**
Puebla	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	**1.9%**
Estados Unidos	0.0%	0.0%	0.0%	0.0%	0.7%	1.2%	**1.9%**
Baja California	0.0%	0.0%	0.0%	0.0%	1.3%	0.4%	**1.6%**
Veracruz	0.0%	0.0%	0.0%	0.0%	0.4%	1.3%	**1.6%**
Zacatecas	0.0%	0.0%	0.0%	0.8%	0.4%	0.1%	**1.3%**
Michoacán	0.0%	0.0%	0.0%	0.0%	0.7%	0.5%	**1.2%**
Sonora	0.0%	0.0%	0.0%	0.0%	0.8%	0.4%	**1.2%**
Coahuila	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	**0.9%**
Chihuahua	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	**0.8%**
Quintana Roo	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	**0.8%**
Yucatán	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%	**0.8%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Estado de Origen del Entrevistado

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Nayarit	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	**0.6%**
Sinaloa	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	**0.6%**
Tlaxcala	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	**0.6%**
Morelos	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	**0.5%**
Argentina	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	**0.5%**
Colima	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	**0.4%**
Chiapas	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	**0.4%**
Guerrero	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	**0.2%**
Tabasco	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	**0.2%**
Guatemala	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	**0.2%**
Durango	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	**0.1%**
Oaxaca	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.1%**
Perú	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.1%**
Holanda	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.1%**
Alemania	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.1%**
Francia	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.1%**
Republica Checa	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.1%**
Bélgica	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.1%**
Colombia	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	**0.1%**
No contesto	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	**4.5%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Sexo del entrevistado

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Mujer	7.2%	1.6%	1.9%	3.7%	21.3%	7.5%	**43.2%**
Hombre	6.5%	2.0%	2.1%	4.4%	23.9%	7.3%	**46.2%**
No contesto	1.4%	0.8%	0.1%	1.1%	3.5%	3.7%	**10.6%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

Edad Promedio de los Entrevistados

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
De 18 a 24 años	2.5%	0.6%	0.7%	1.6%	10.6%	3.2%	**19.2%**
De 25 a 31 años	4.4%	0.7%	1.4%	2.4%	12.7%	5.2%	**26.7%**
De 32 a 38 años	3.4%	0.9%	0.6%	1.3%	7.9%	3.8%	**17.9%**
De 39 a 45 años	1.6%	0.7%	0.2%	0.7%	4.2%	1.8%	**9.3%**
De 46 a 51 años	1.9%	0.6%	0.5%	1.9%	6.5%	1.6%	**13.0%**
De 52 a 59 años	1.1%	0.4%	0.4%	0.9%	4.1%	0.9%	**7.8%**
No Contesto	0.2%	0.6%	0.4%	0.2%	2.7%	2.0%	**6.1%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

RESULTADOS PRINCIPALES CIUDADES DE ORIGEN

Ocupación de los Entrevistados

Concepto	Ciudad de México	Guadalajara	Monterrey	Zona Centro - Bajío	Otras Menciones	No Contestó	Total
Labores del Hogar	3.4%	1.6%	1.5%	2.4%	9.4%	4.0%	**22.4%**
Estudiante	2.9%	0.2%	0.6%	1.6%	8.4%	2.1%	**15.9%**
Empleado de Gobierno	1.8%	0.7%	0.2%	1.2%	8.2%	2.6%	**14.7%**
Empleado Privado	1.4%	0.2%	0.1%	1.2%	4.8%	2.0%	**9.8%**
Empresario	1.3%	0.2%	0.4%	0.7%	5.7%	1.3%	**9.5%**
Desempleado	1.3%	0.4%	0.4%	0.8%	2.9%	1.5%	**7.3%**
Comerciante	0.8%	0.5%	0.0%	0.2%	1.8%	0.6%	**3.9%**
Retirado / Jubilado	0.6%	0.1%	0.1%	0.2%	1.9%	0.5%	**3.4%**
Un oficio (plomero, carpintero, etc.)	0.1%	0.0%	0.4%	0.0%	1.8%	1.1%	**3.3%**
Por cuenta propia	0.0%	0.0%	0.0%	0.2%	0.1%	0.1%	**0.5%**
Otro	0.9%	0.2%	0.4%	0.2%	0.9%	0.4%	**3.1%**
No Contesto	0.5%	0.2%	0.1%	0.2%	2.8%	2.4%	**6.2%**
Total	**15.1%**	**4.5%**	**4.1%**	**9.1%**	**48.8%**	**18.5%**	**100.0%**

FICHA TÉCNICA

- **Invierno 14 al 31 Diciembre 2019**

Fecha de Levantamiento

- **Sitios y Parajes Turísticos de la Huasteca Potosina**

Ámbito

- **Muestra no probabilística**

Diseño Muestral

- **Visitantes mayores de 18 años**

Universo

- **847 Encuestas**

Tamaño de la Muestra:

- **Levantamiento aleatorio de muestra heterogénea.**

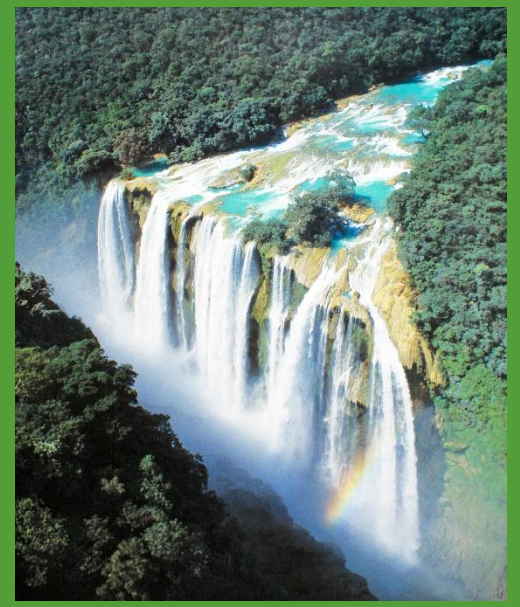
Metodología de Campo

- **Cuestionario estructurado**

Instrumento de Recolección

PERFIL DEL VISITANTE – REGIÓN HUASTECA

INVIERNO 2019



SECRETARÍA DE TURISMO DE SAN LUIS POTOSÍ - DIRECCIÓN DE PLANEACIÓN, INFORMACIÓN Y ANÁLISIS - SUBDIRECCIÓN DE PLANEACIÓN