

Perfil del Visitante

Región Altiplano

Invierno 2017





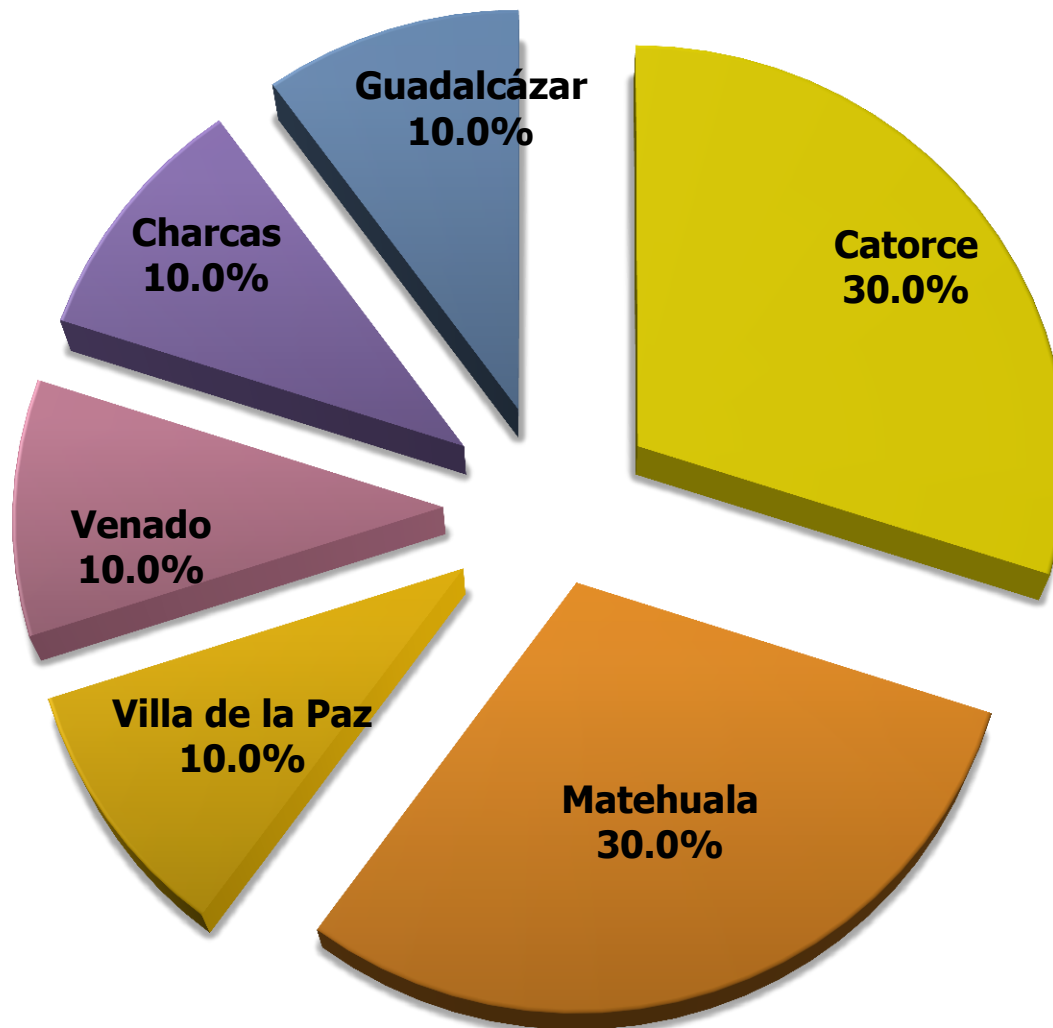
Metodología Perfil del Visitante

Con el objeto de determinar el Perfil del Visitante y conocer la experiencia durante su estancia en la Región, se llevó a cabo un levantamiento de 500 encuestas.

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

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

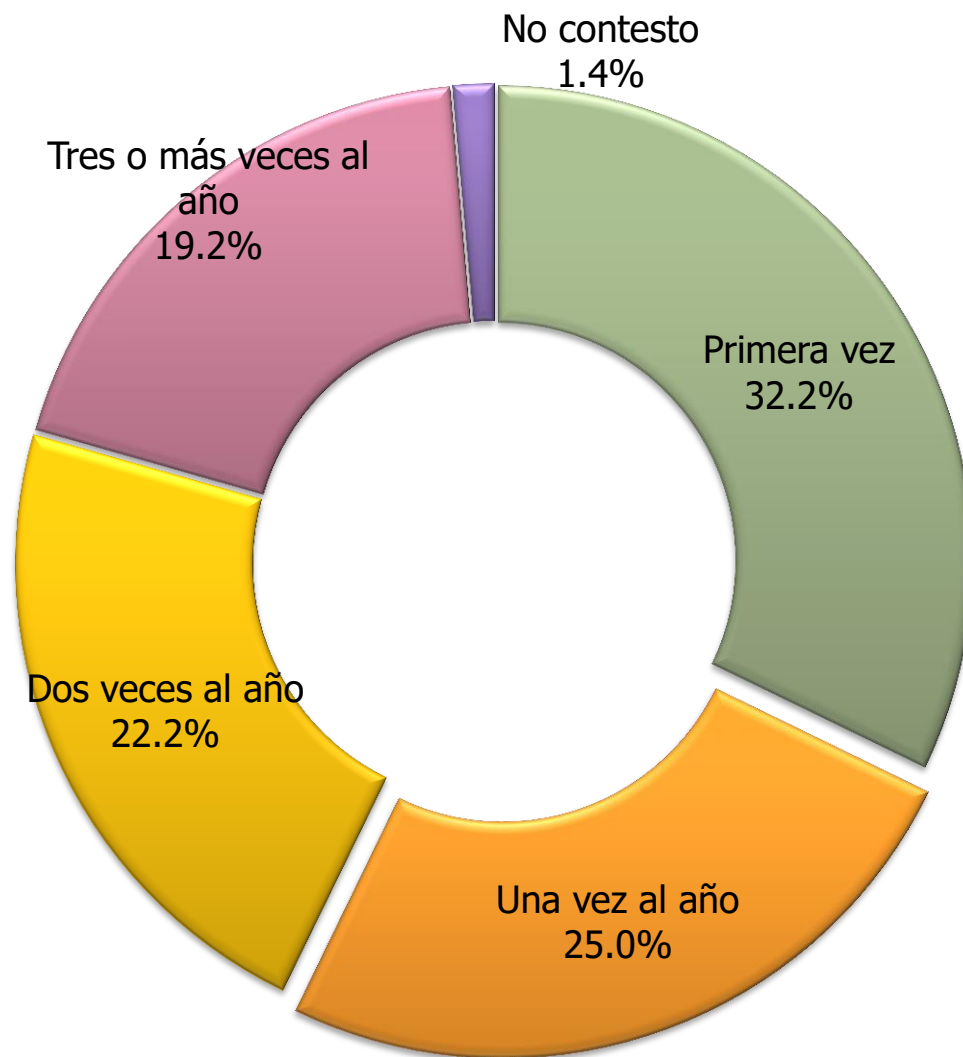
Lugar de Levantamiento de Encuestas



Frecuencia de Visita a la Región

Un alto porcentaje es turismo repetitivo y representa el 66.4%

Visitan por primera vez la región casi una tercera parte 32.2%

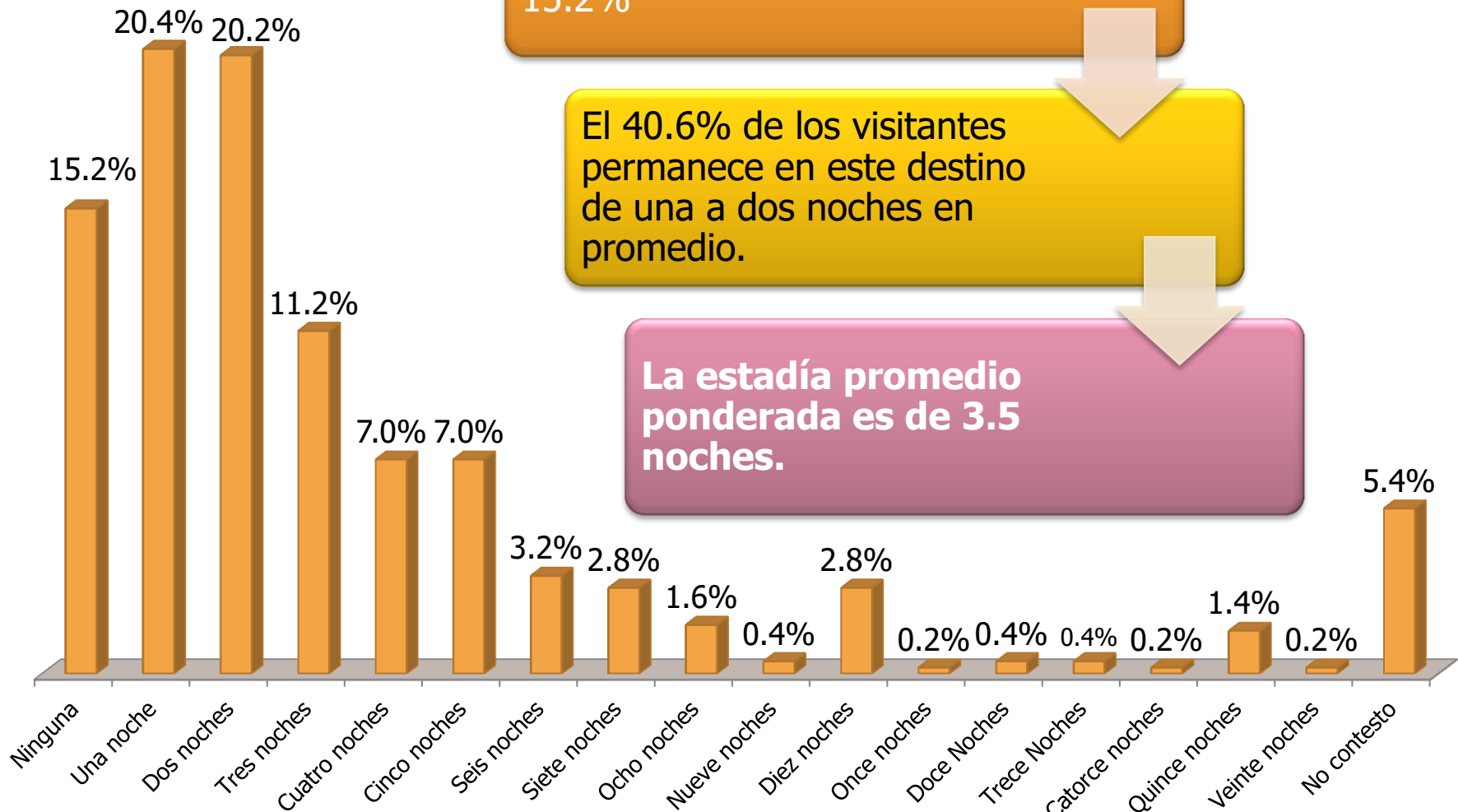


Noches de Estadía

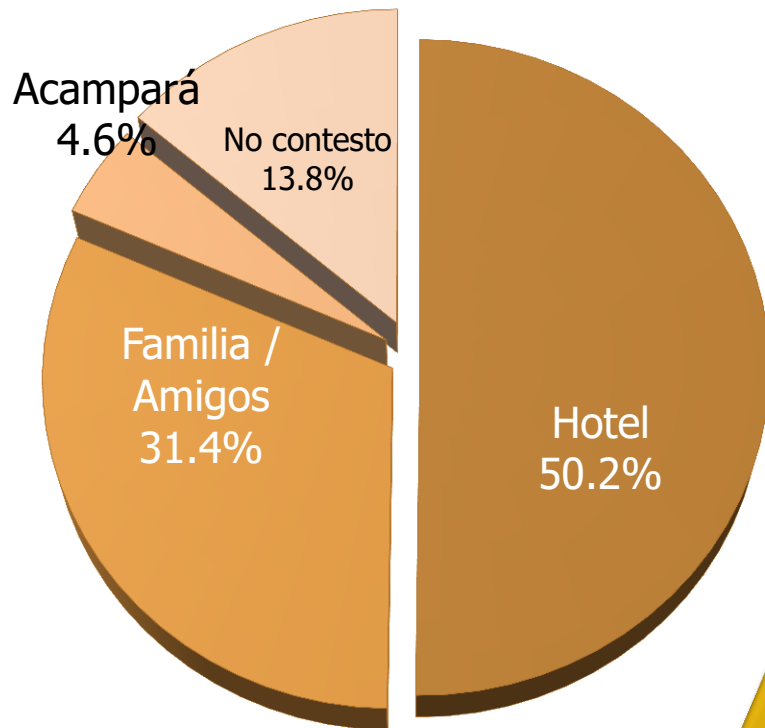
Los excursionistas a esta región representaron el 15.2%

El 40.6% de los visitantes permanece en este destino de una a dos noches en promedio.

La estadía promedio ponderada es de 3.5 noches.



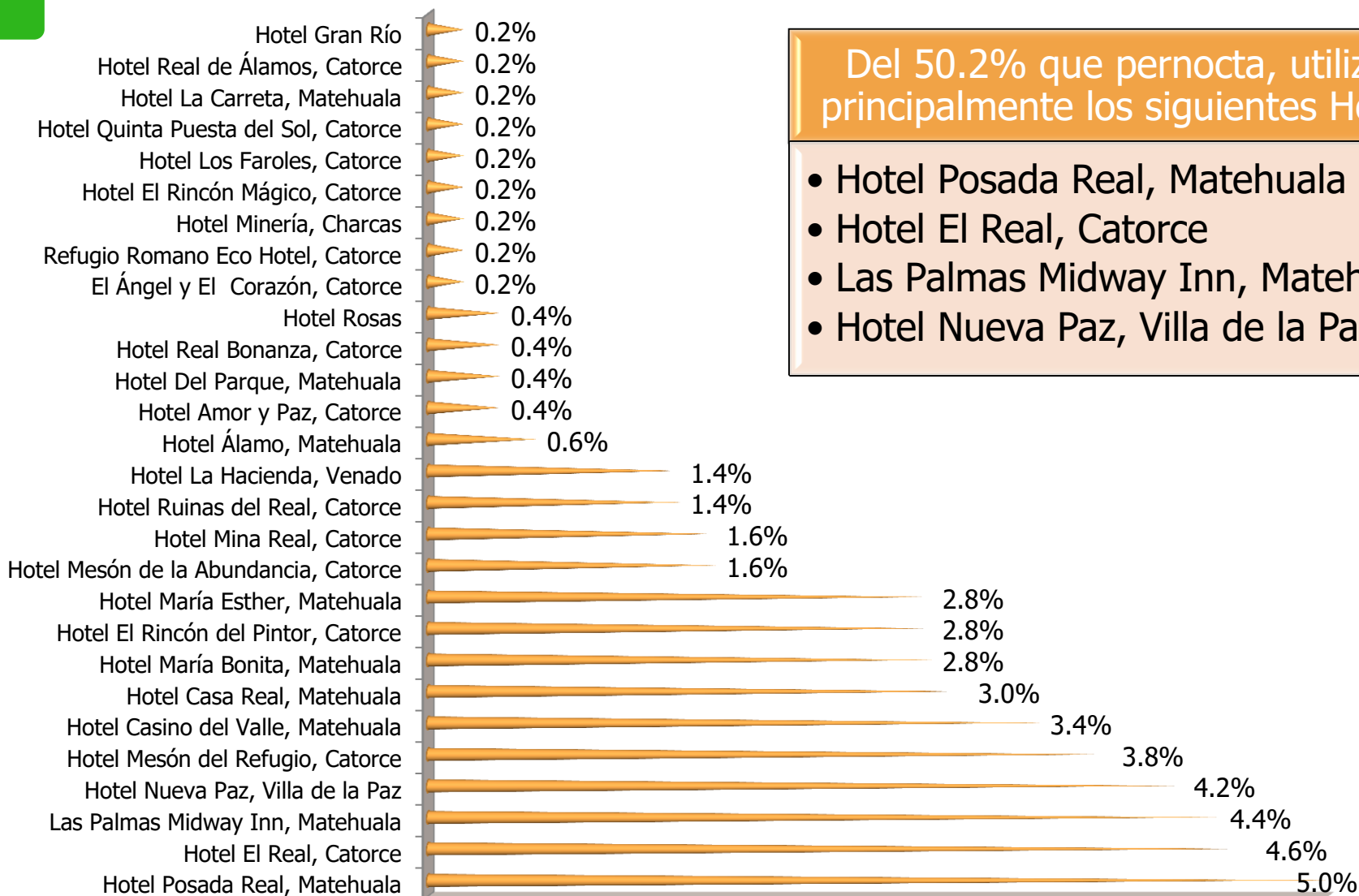
Lugar de Hospedaje del Visitante



Poco más de la mitad de visitantes pernoctan en algún hotel de esta región (50.2%)

El 31.4% prefiere casas de Familiares y amigos

Principales Hoteles de Pernocta del visitante

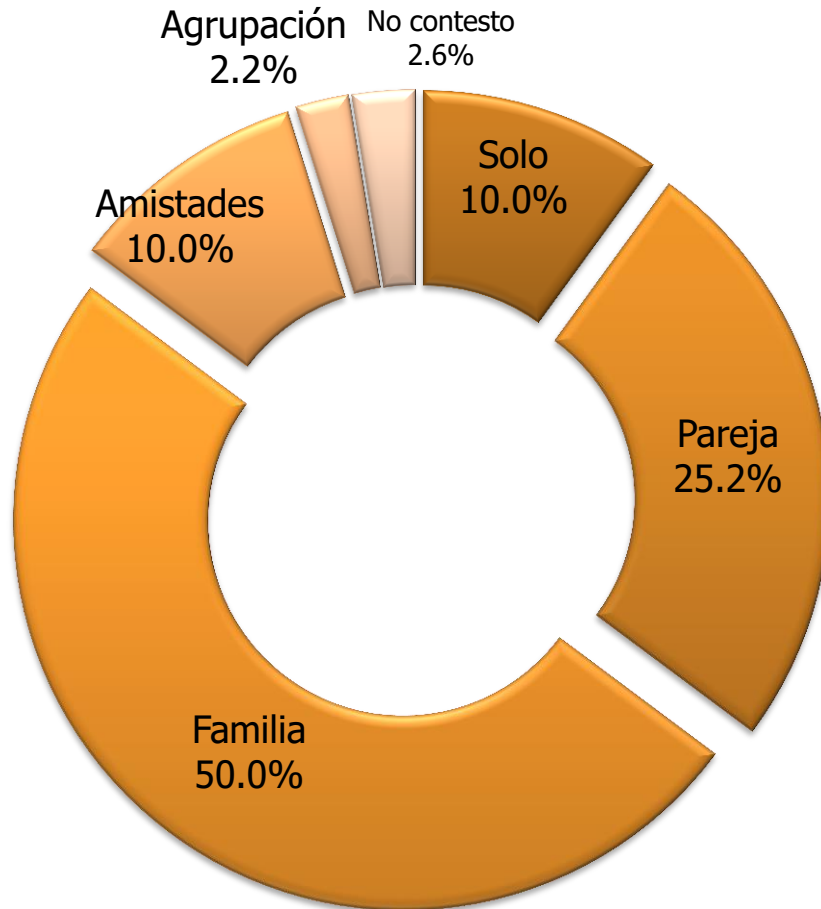


Del 50.2% que pernocta, utilizaron principalmente los siguientes Hoteles:

- Hotel Posada Real, Matehuala
- Hotel El Real, Catorce
- Las Palmas Midway Inn, Matehuala
- Hotel Nueva Paz, Villa de la Paz.

Nota: La diferencia para el 46.5% que se hospedaron en hotel corresponde al No Contesto.

Forma de Viajar del Visitante

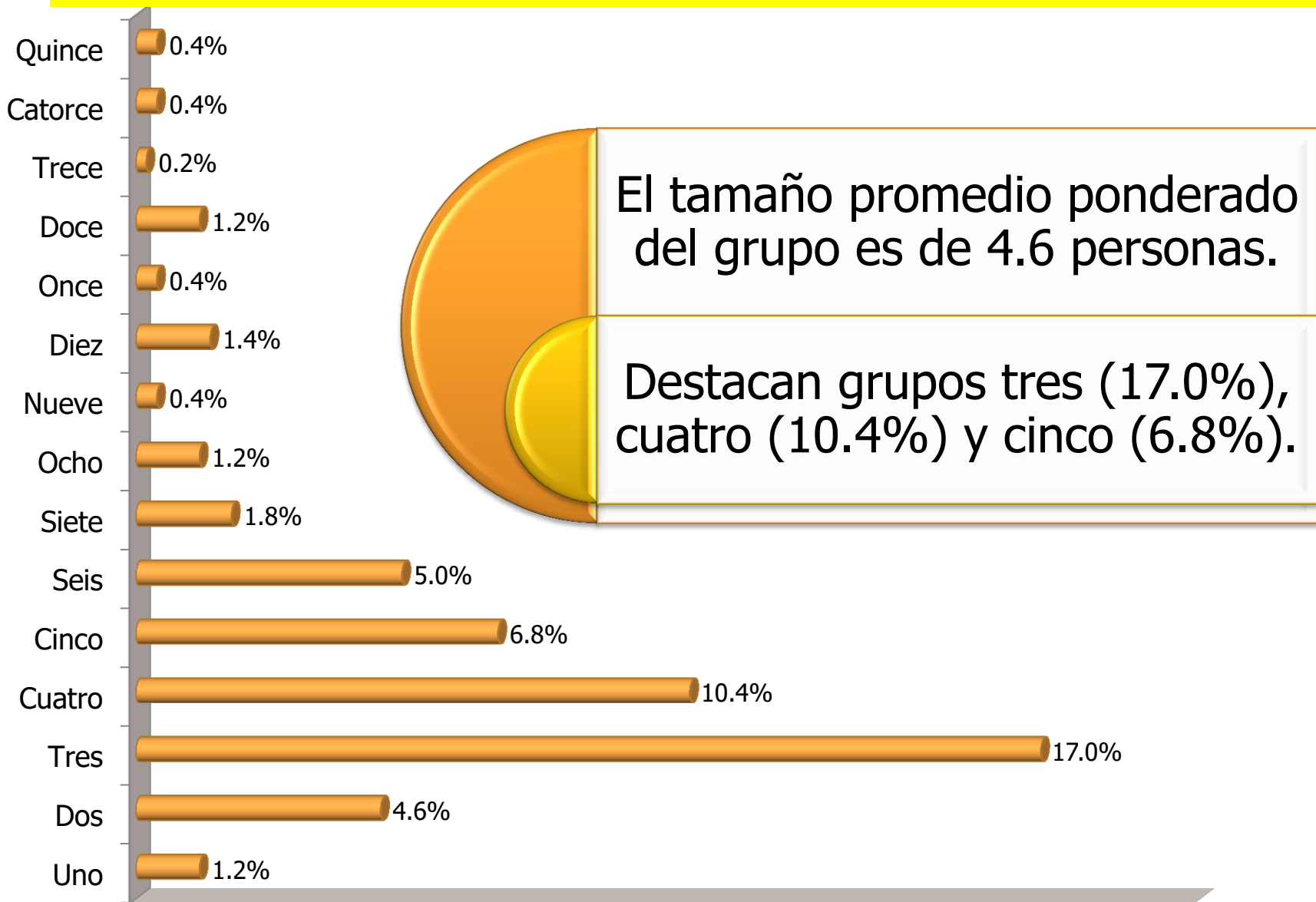


El 50.0% realiza este viaje con su familia.

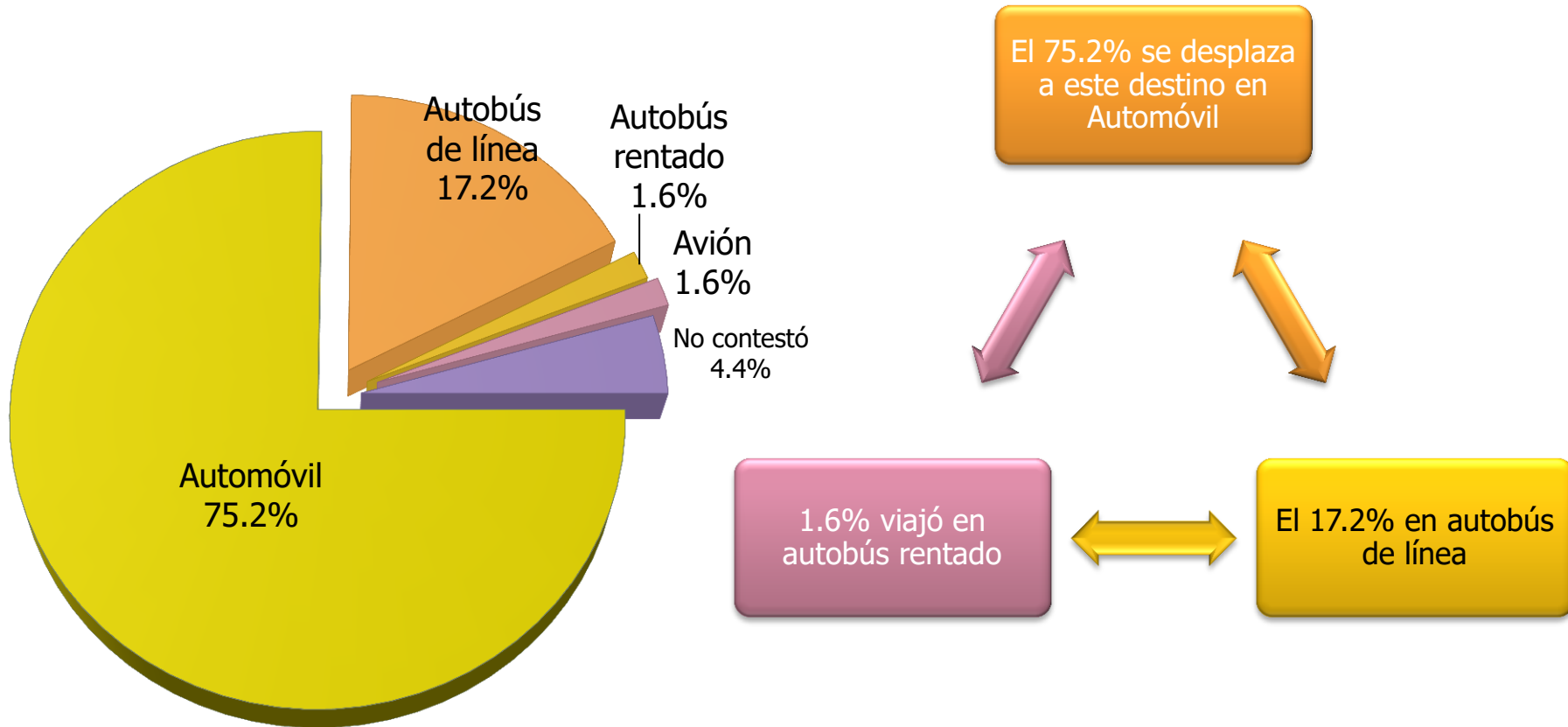
El 25.2% viaja con su pareja

10.0% se acompañó con Amistades

Número de Acompañantes en su Visita



Medio de Transporte Utilizado por el Visitante

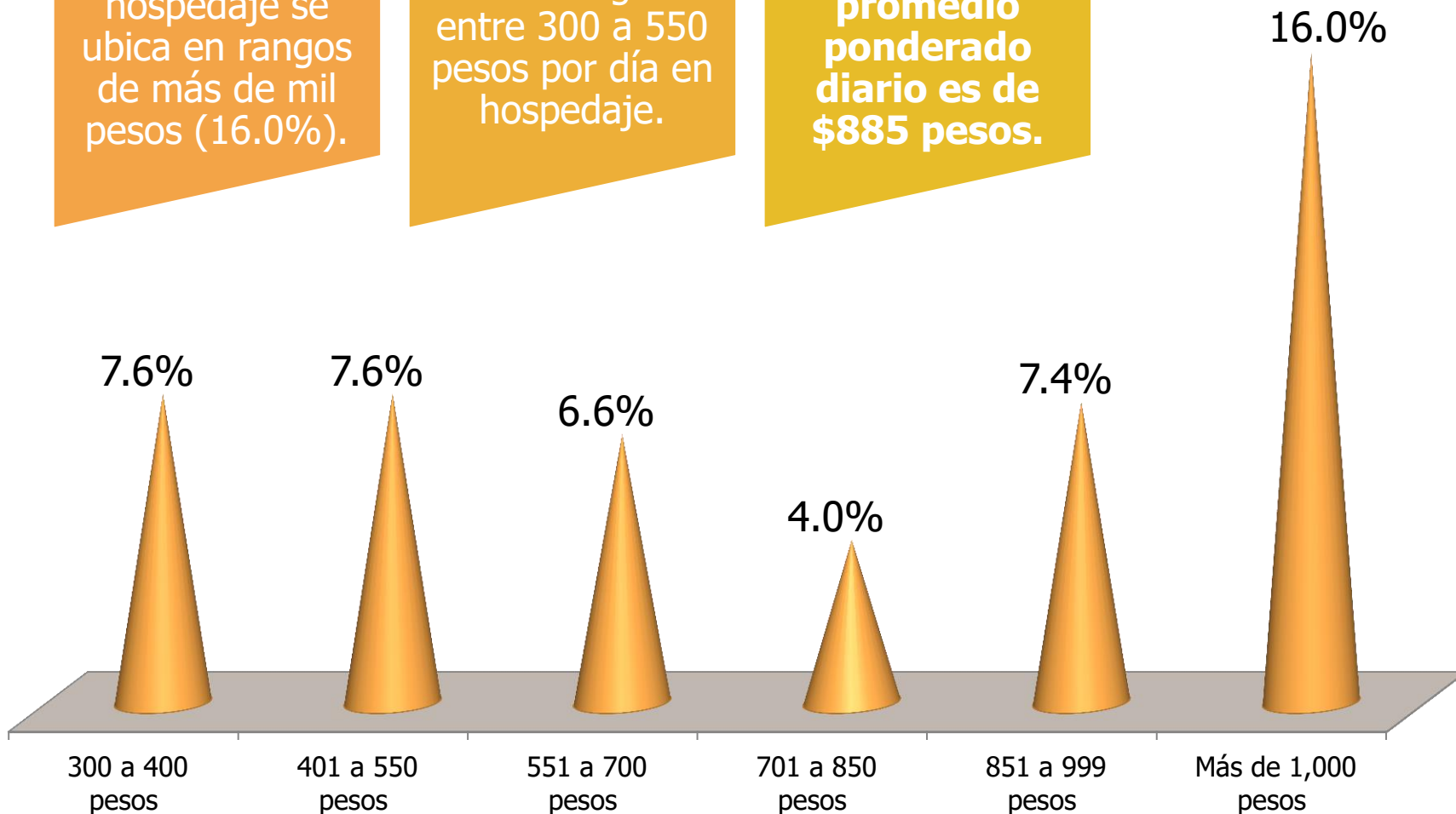


Gasto Promedio - Hospedaje

El gasto en hospedaje se ubica en rangos de más de mil pesos (16.0%).

El 15.2% gastó entre 300 a 550 pesos por día en hospedaje.

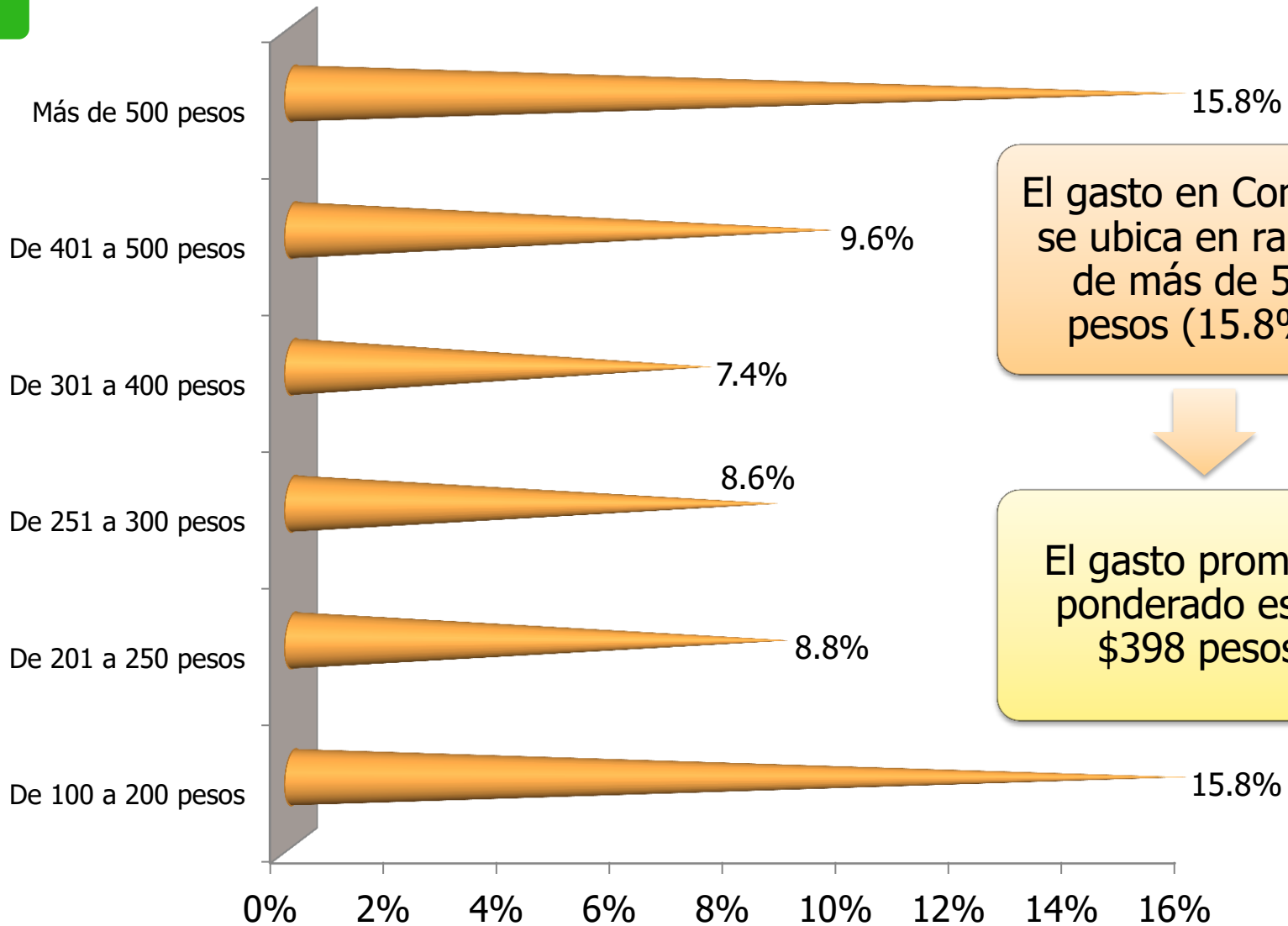
El gasto promedio ponderado diario es de \$885 pesos.



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

Perfil del Visitante Invierno 2017 – Altiplano Potosino

Gasto Promedio - Compras



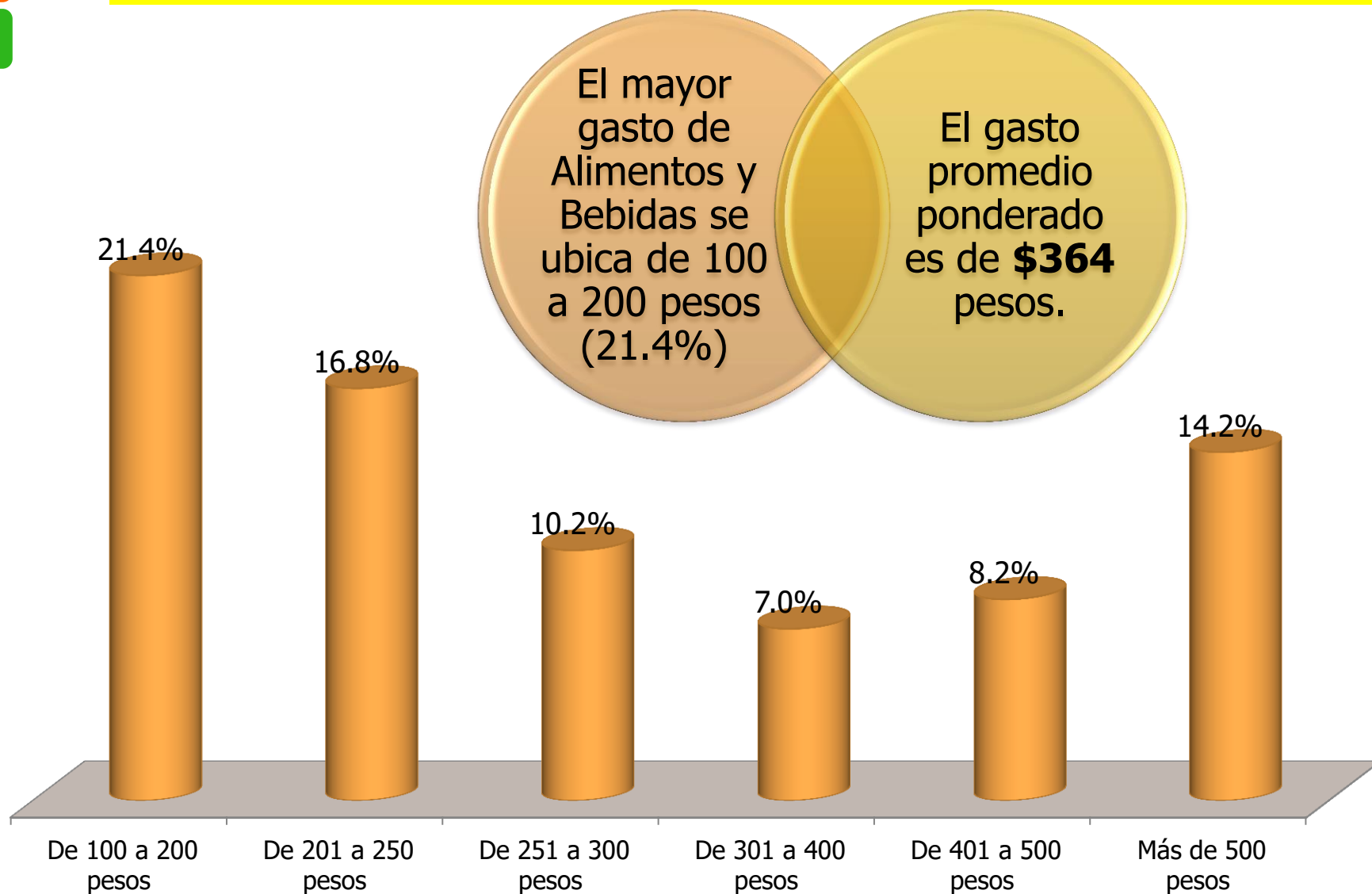
El gasto en Compras se ubica en rangos de más de 500 pesos (15.8%).

El gasto promedio ponderado es de \$398 pesos.

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

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Gasto Promedio – Alimentos y Bebidas



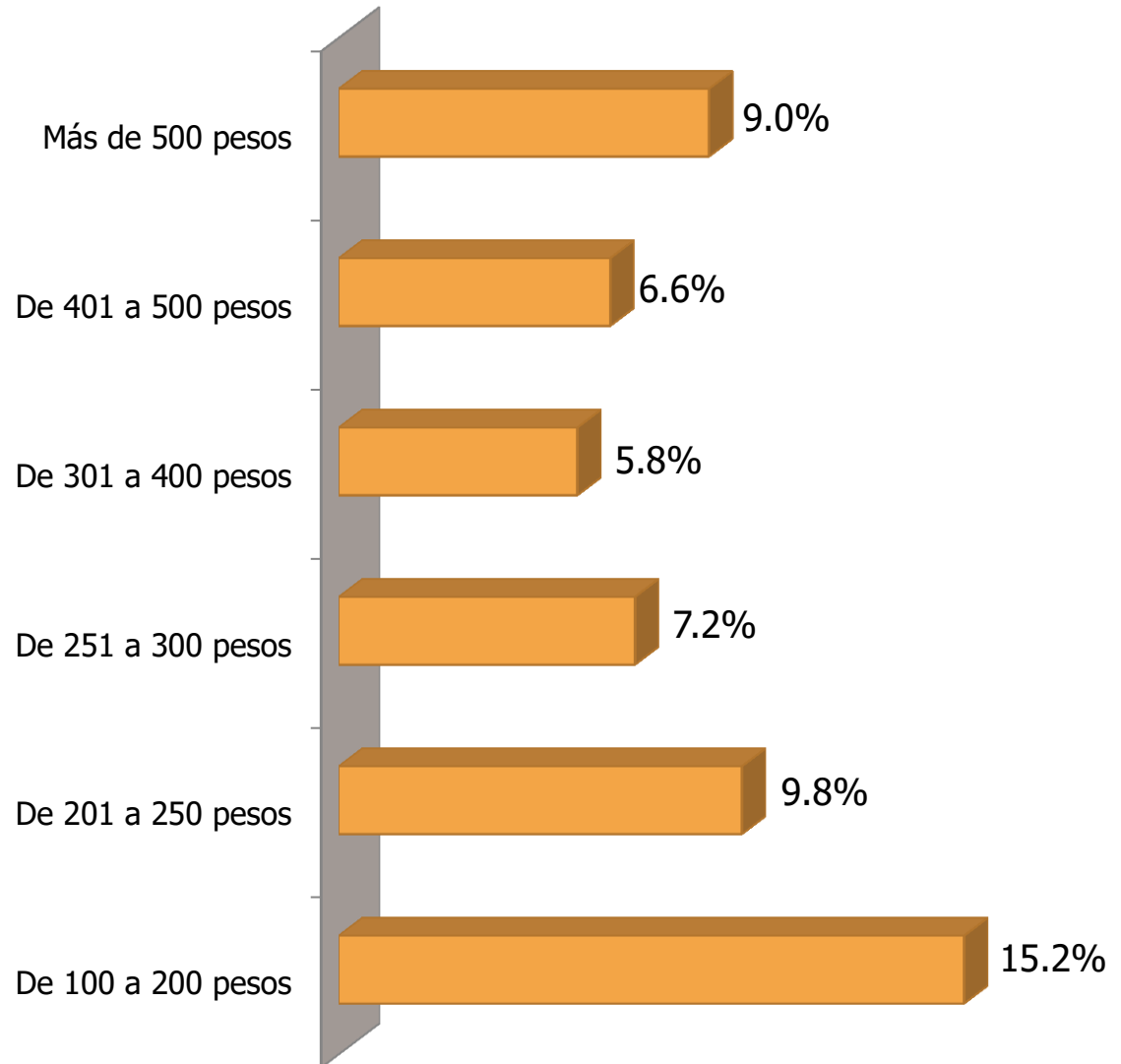
Nota: La diferencia para el 100% corresponde al No Contesto.

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Gasto Promedio - Souvenirs

En lo que se refiere a Souvenirs el 15.2% gasto de 100 a 200 pesos.

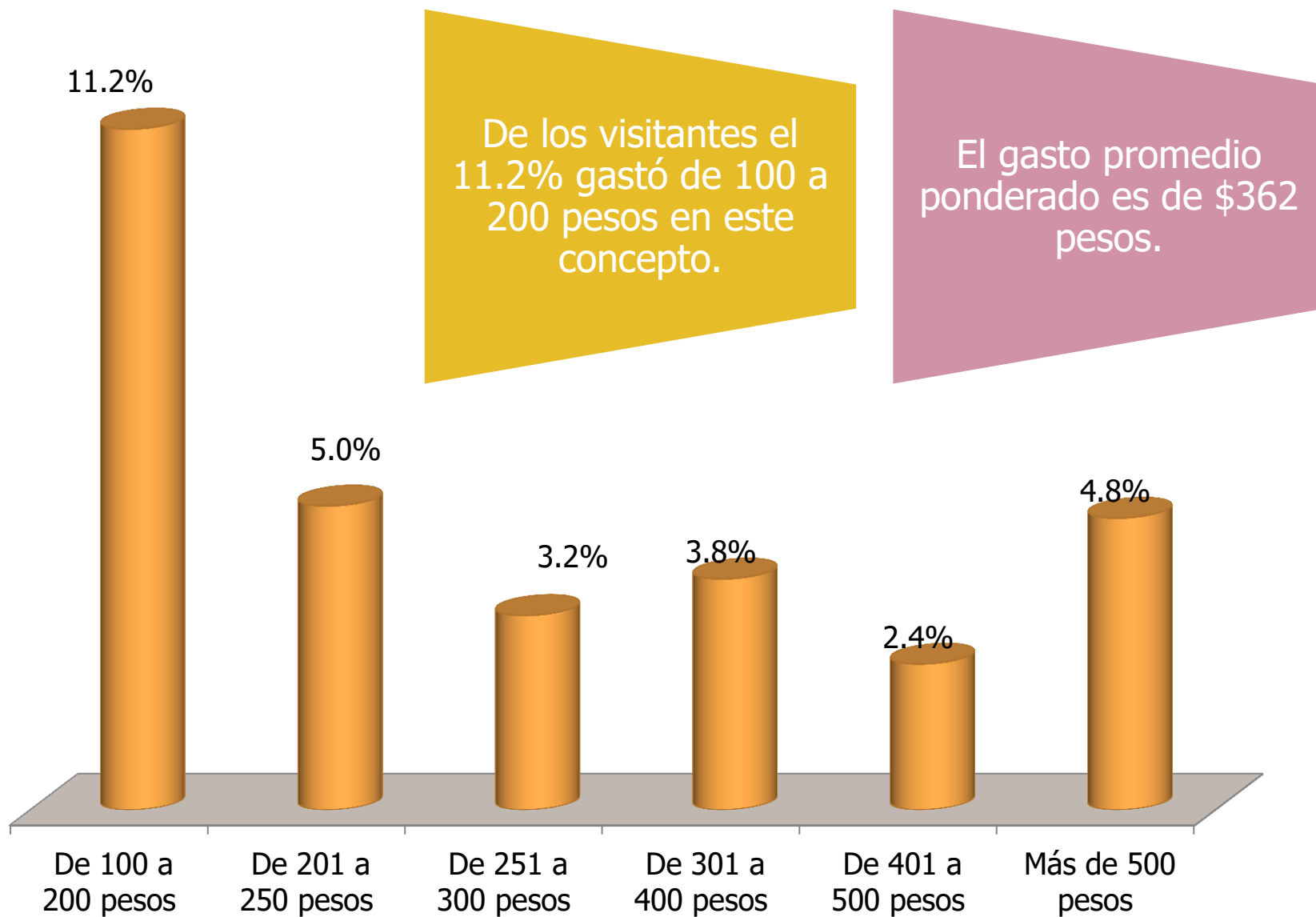
El gasto promedio ponderado es de \$420 pesos.



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

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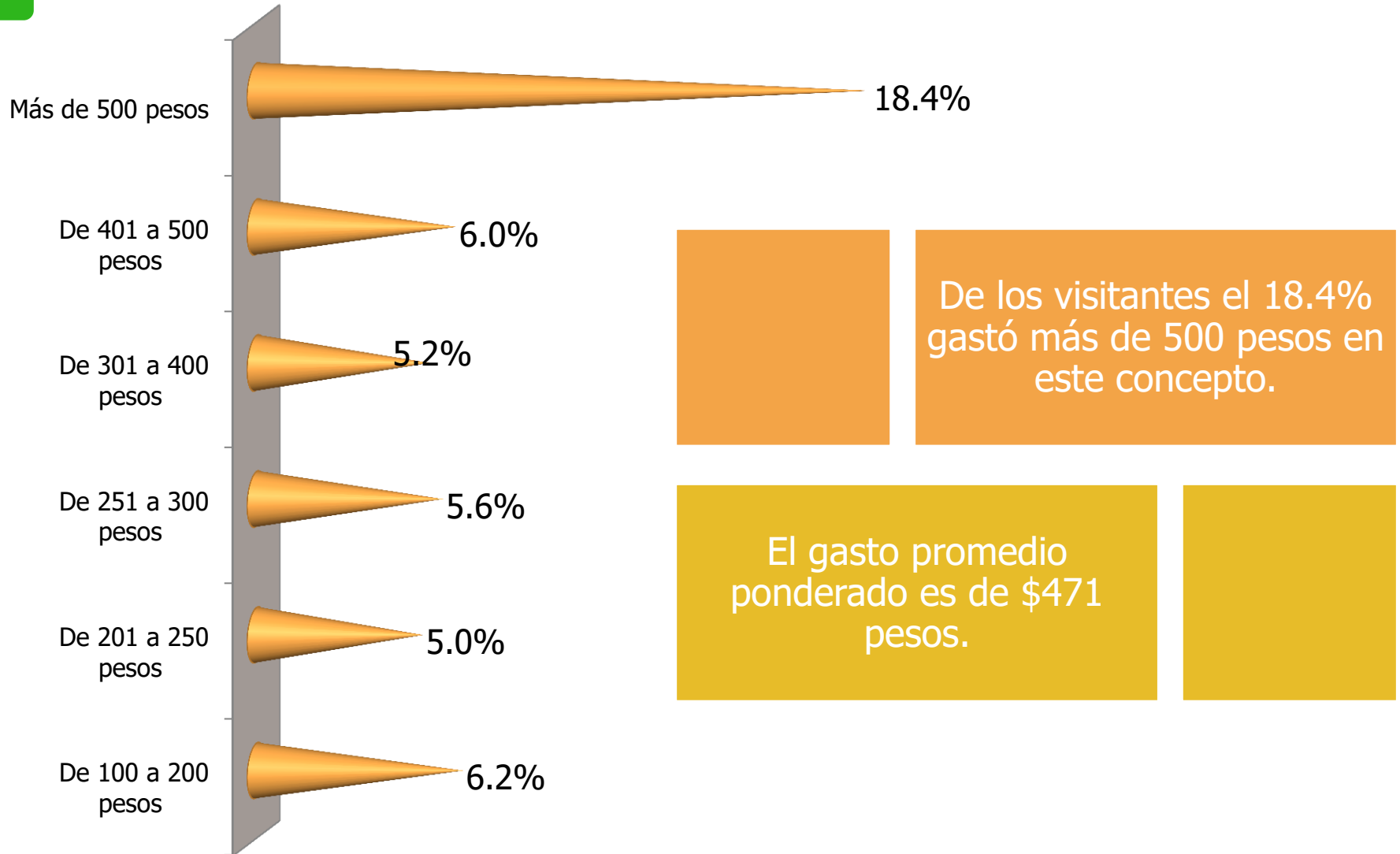
Gasto Promedio – Transportación Local



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

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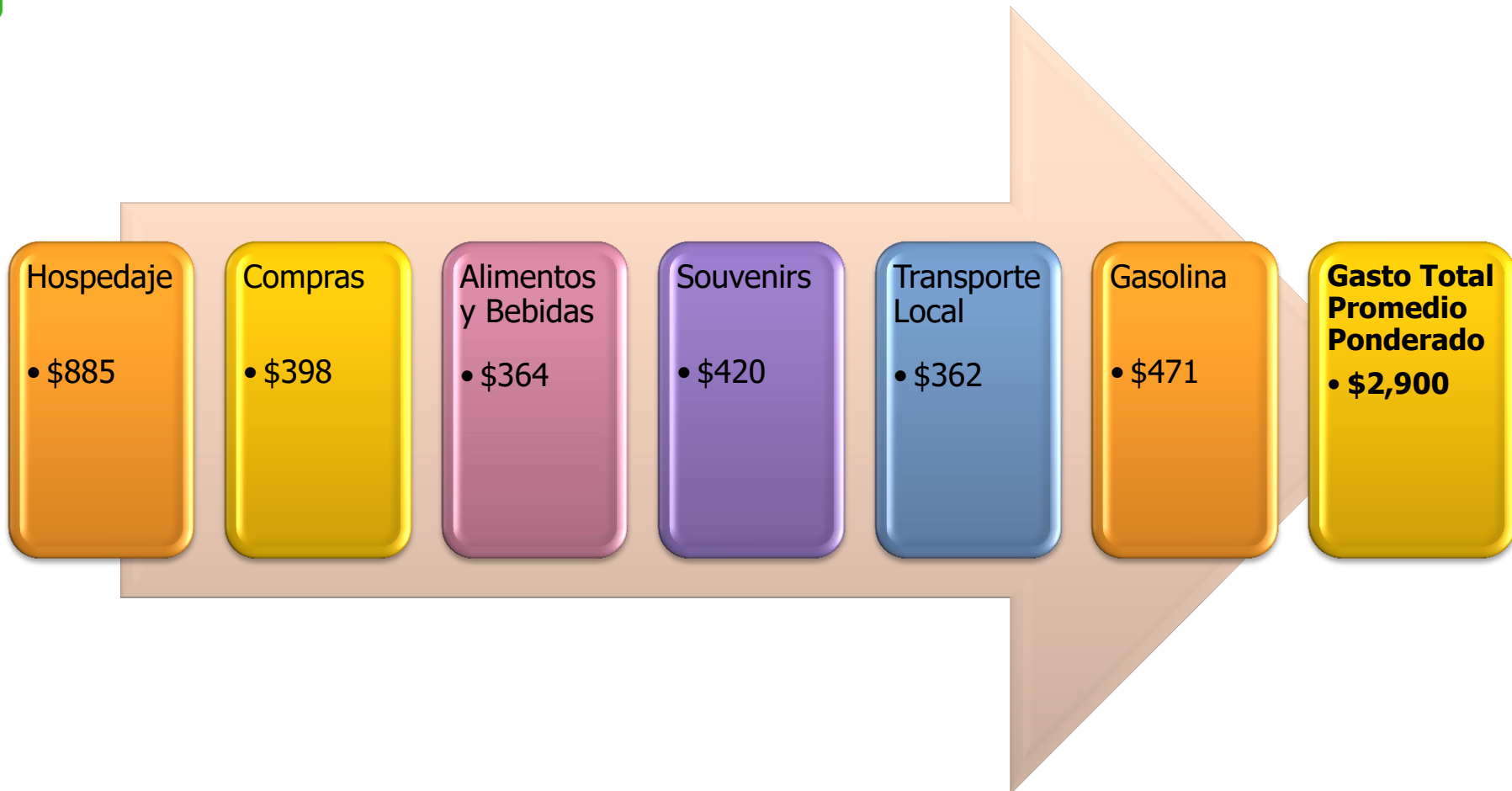
Gasto Promedio – Gasolina



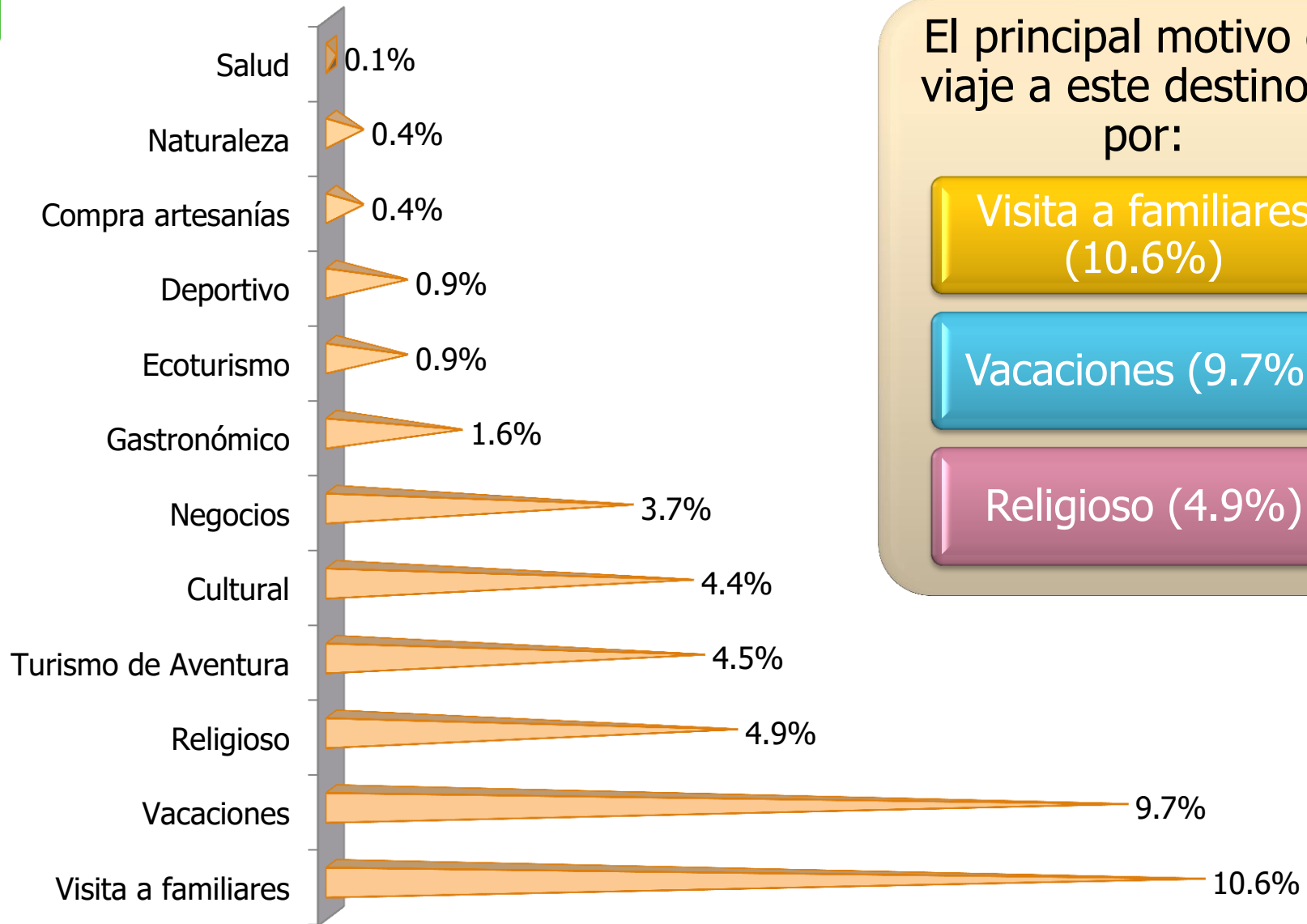
Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Invierno 2017 – Altiplano Potosino

Gasto Total Promedio Ponderado



Razón Principal de Viaje



El principal motivo del viaje a este destino es por:

Visita a familiares
(10.6%)

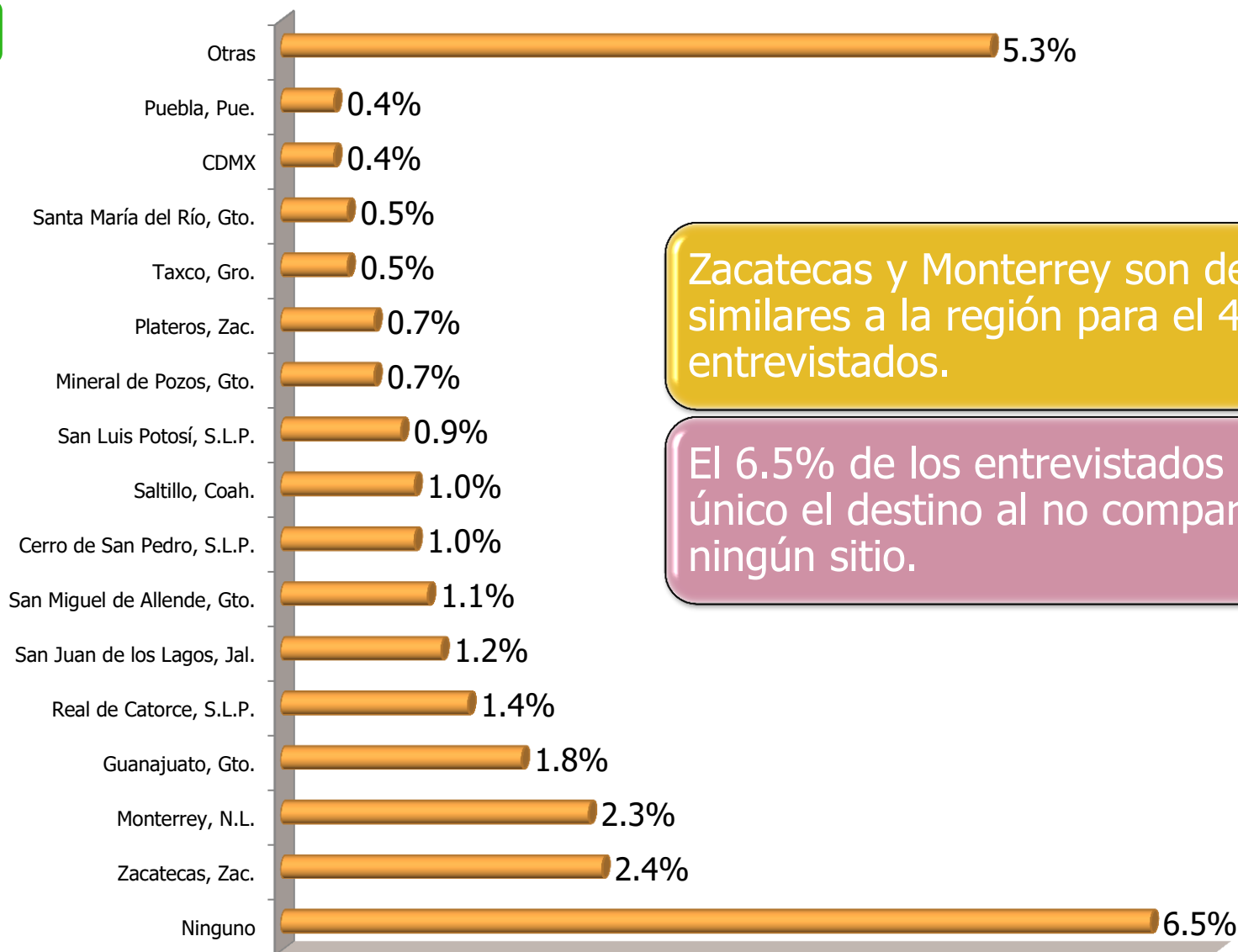
Vacaciones (9.7%)

Religioso (4.9%)

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

Perfil del Visitante Invierno 2017 – Altiplano Potosino

Sitios con los que Comparan a la Región



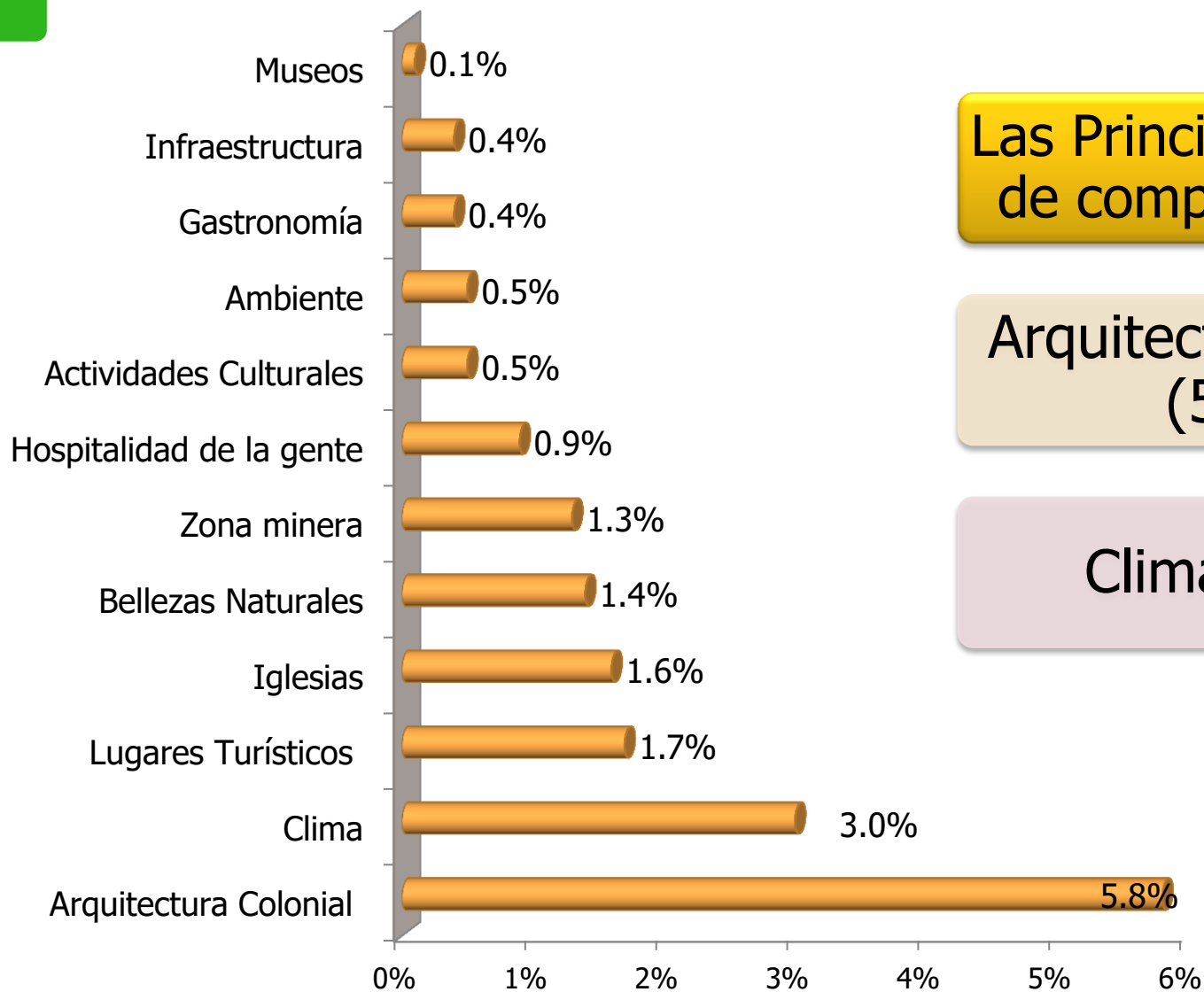
Zacatecas y Monterrey son destinos similares a la región para el 4.7% de los entrevistados.

El 6.5% de los entrevistados considera único el destino al no compararlo con ningún sitio.

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

Perfil del Visitante Invierno 2017 – Altiplano Potosino

Razones de Comparación con Otro Destino



Las Principales razones de comparación son:

Arquitectura Colonial (5.8%)

Clima (3.0%)

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

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Medio por el que se entero o Conoce de la Región

Familiares o amigos

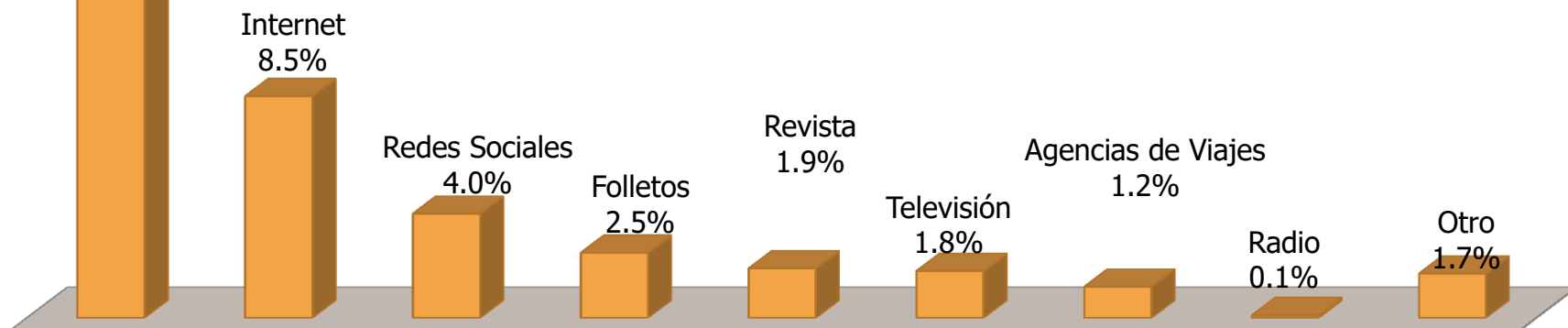
32.3%

El Medio de Comunicación por el que se enteran de este destino es:

Familiares o Amigos (32.3%)

Internet (8.5%)

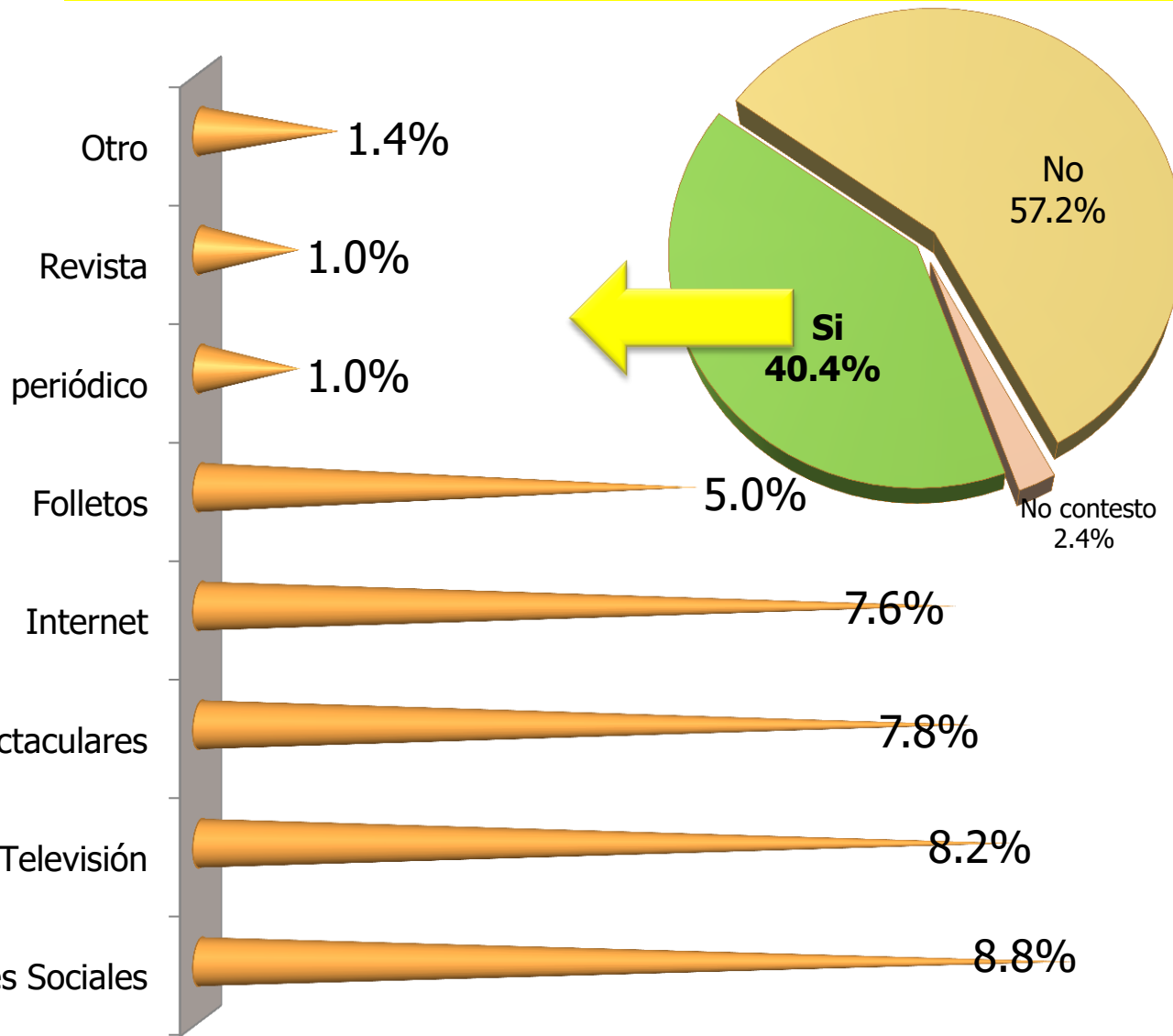
Redes Sociales (4.0%)



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

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Recordación de la Publicidad "San Luis Potosí Tu Destino por Naturaleza"

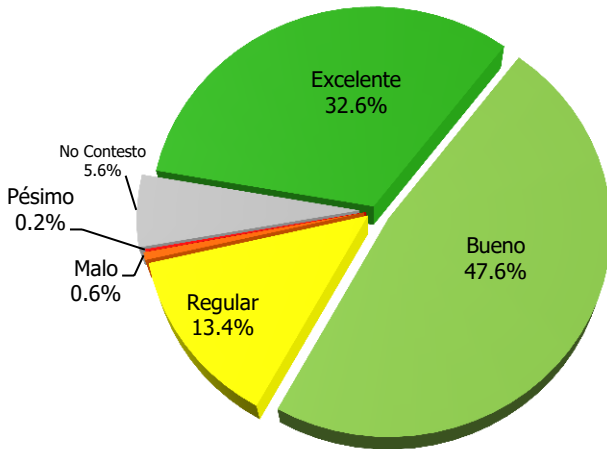


Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Invierno 2017 – Altiplano Potosino

Evaluación de los Visitantes

Sitios y atractivos turísticos



Calidad Infraestructura turística

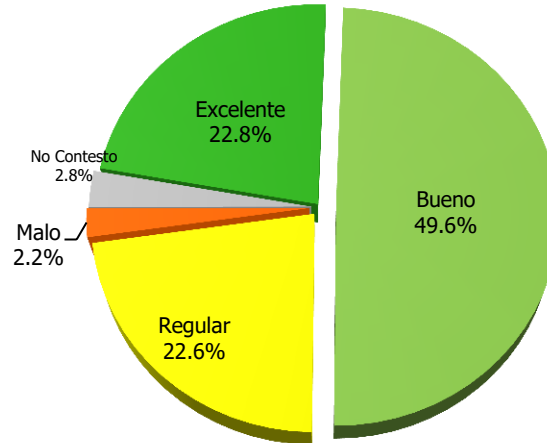
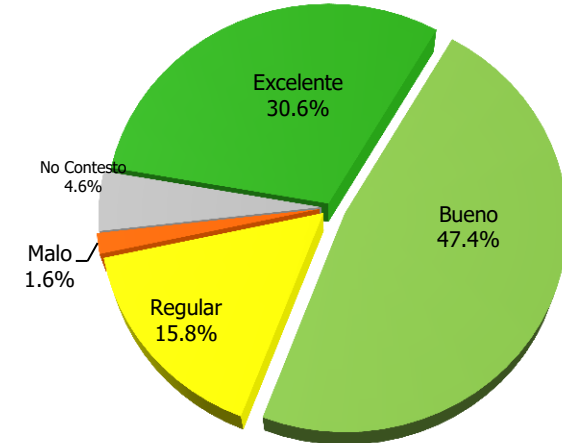
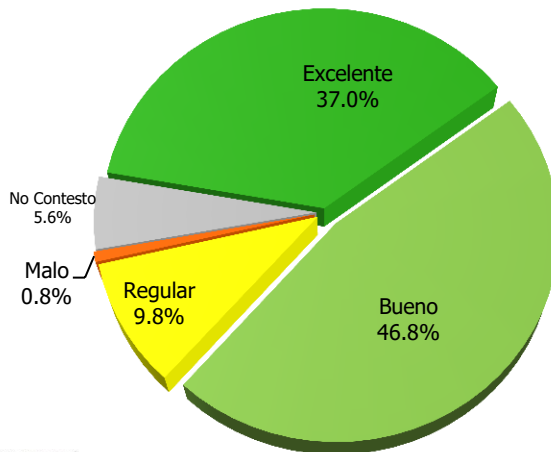


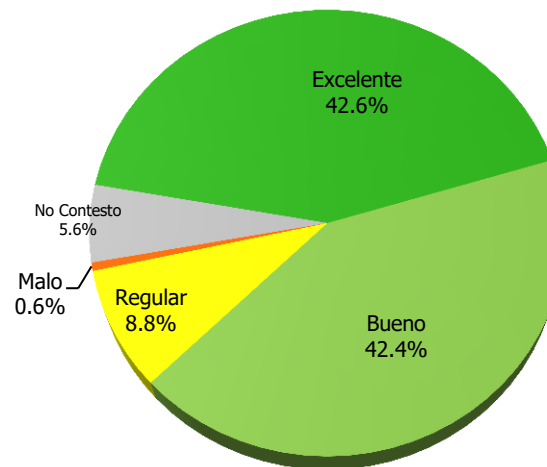
Imagen del destino



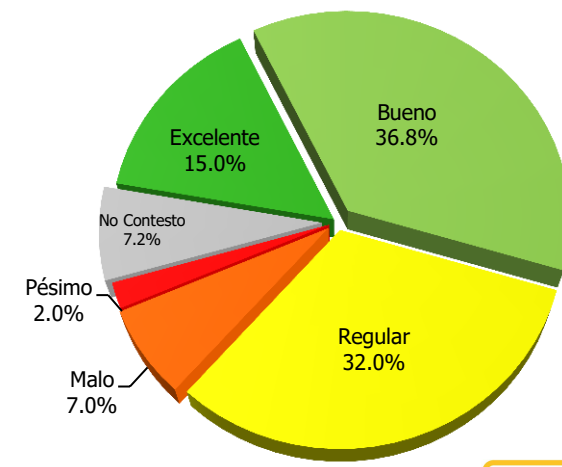
Experiencia de viaje



Hospitalidad de residentes

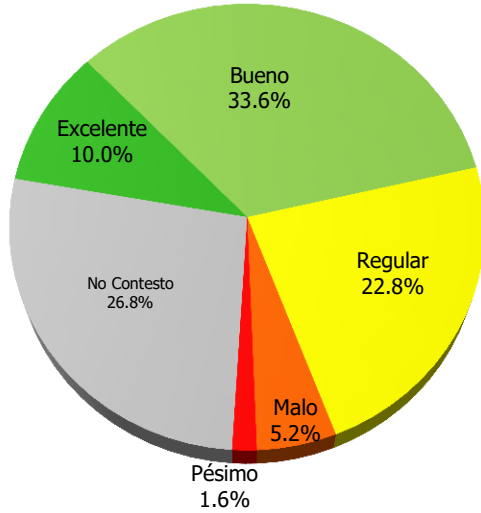


Limpieza en calles y áreas públicas

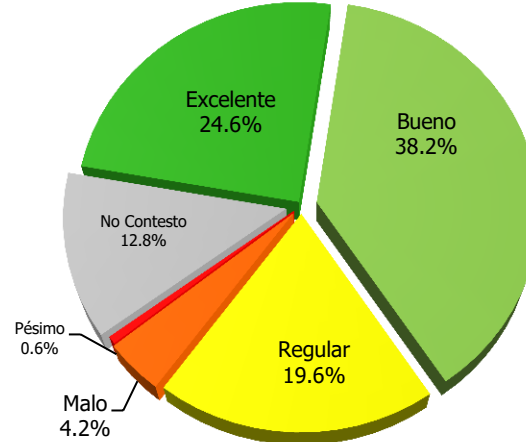


Evaluación de los Visitantes

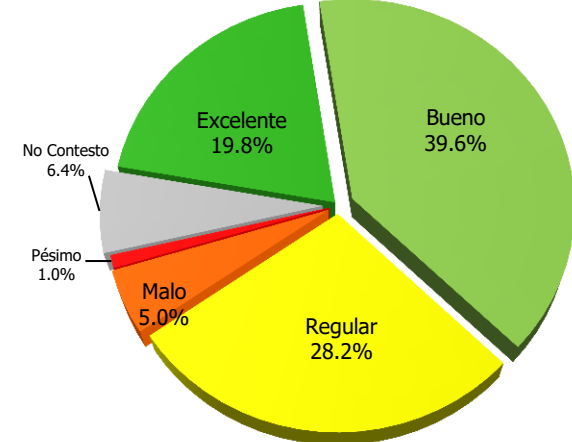
Transporte público local



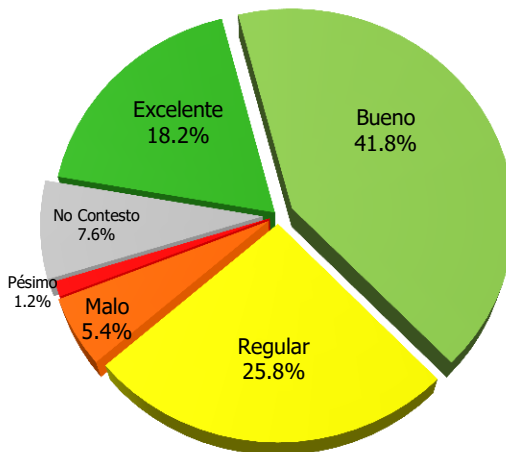
Percepción de seguridad



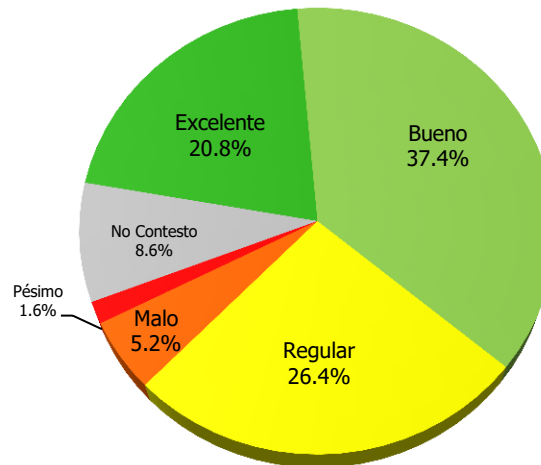
Señalética para llegar al destino



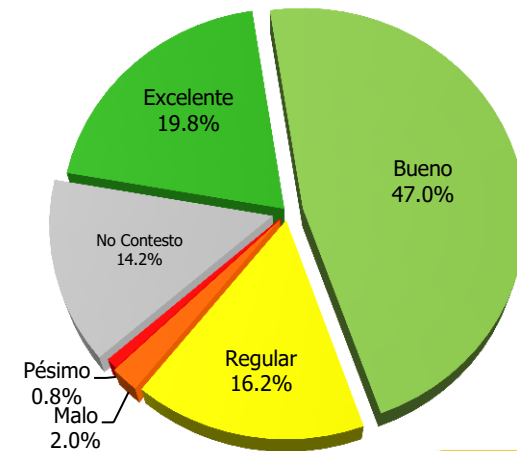
Señalética del destino



Disponibilidad de información turística

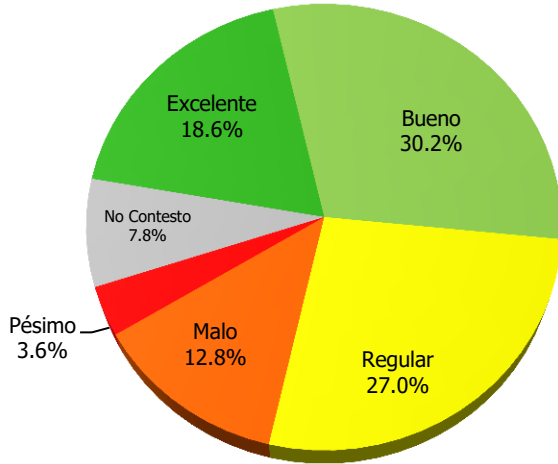


Relación calidad/precio en destino

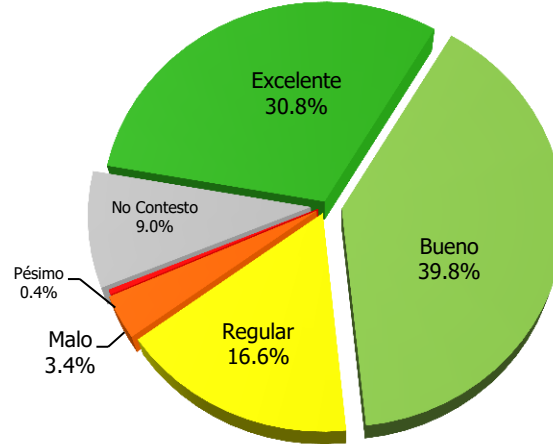


Evaluación de los Visitantes

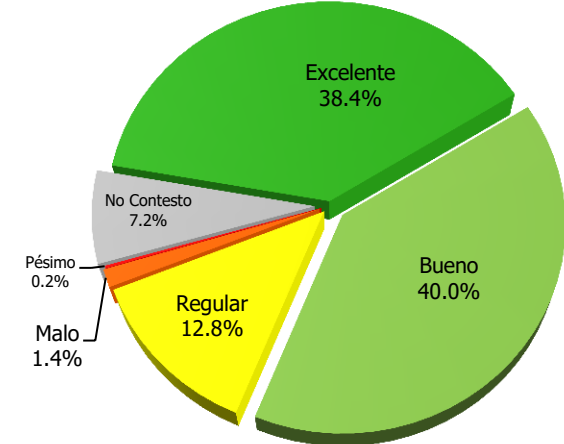
Estacionamientos



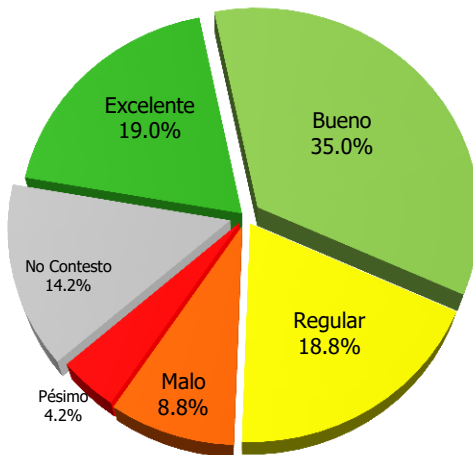
Artesanías



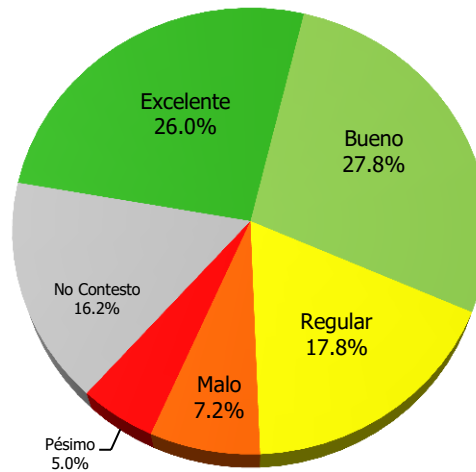
Gastronomía



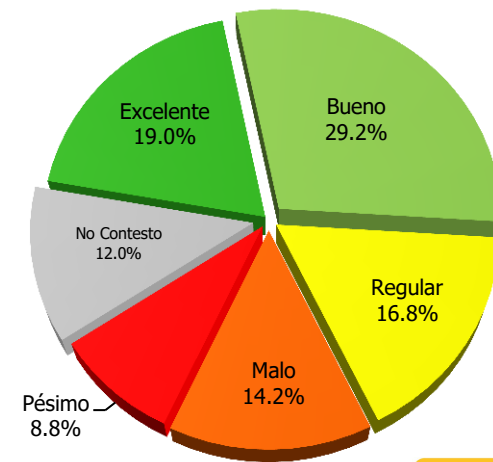
Vendedores ambulantes



Contaminación



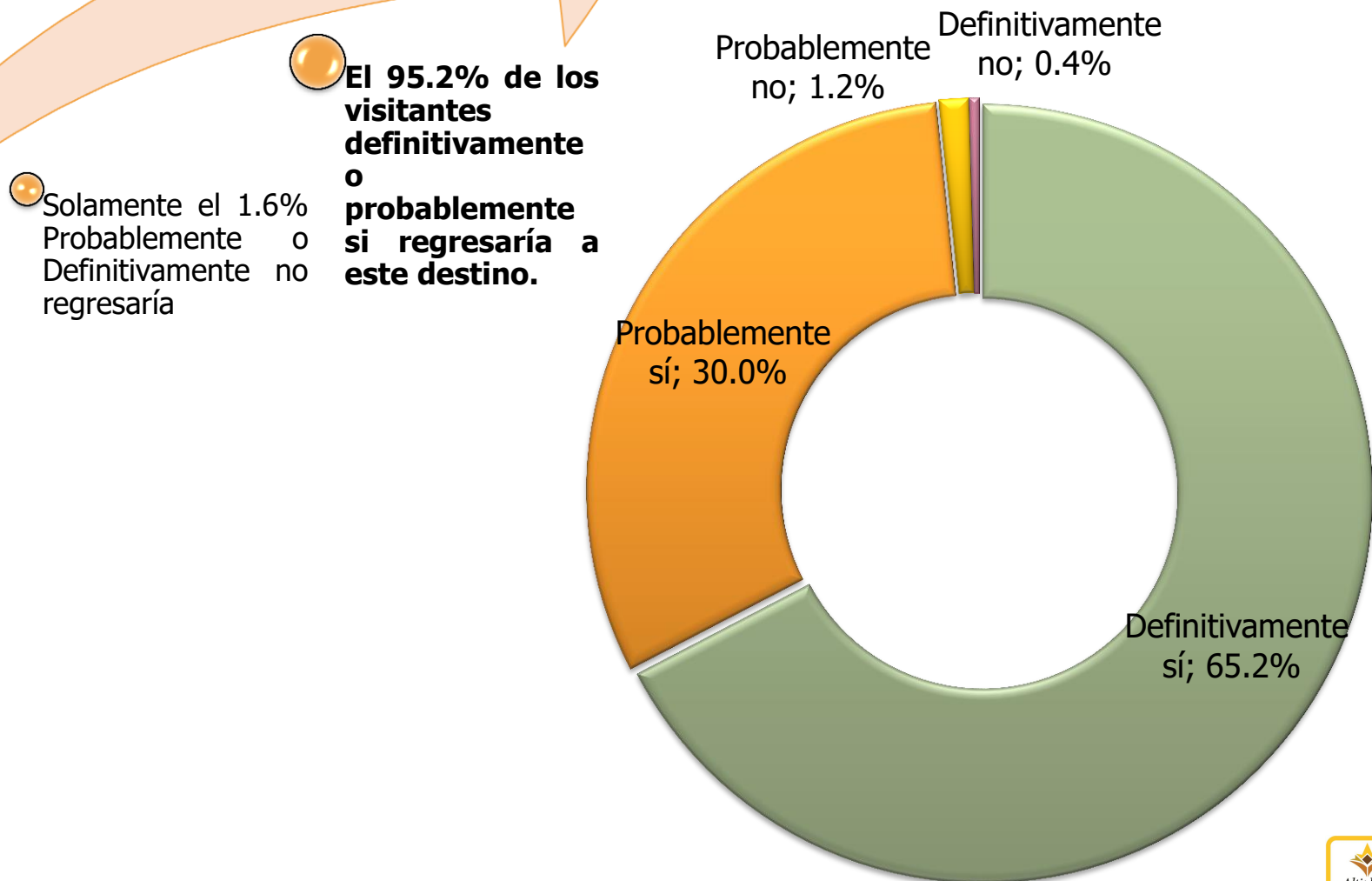
Sanitarios



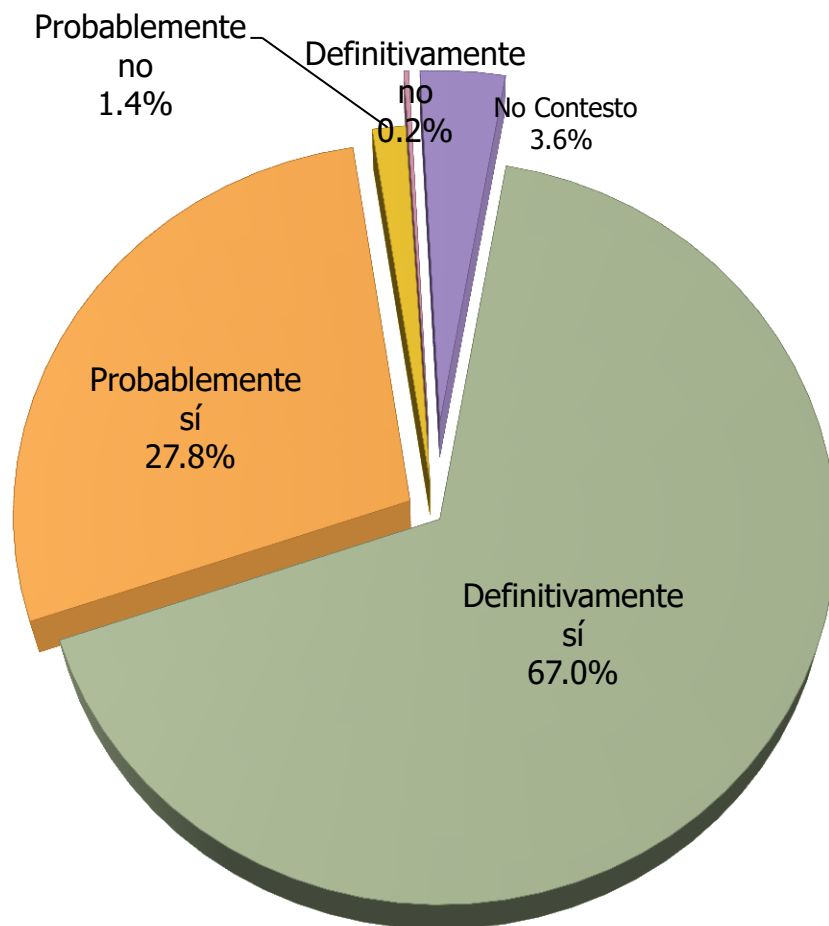
Resumen Evaluación de los Visitantes

Concepto	Total						No Contesto
	Excelente	Bueno	Regular	Malo	Pésimo		
Sitios y Atractivos Turísticos	↗ 32.6%	↑ 47.6%	↘ 13.4%	↓ 0.6%	↓ 0.2%		5.6%
Calidad de la Infraestructura Turística	→ 22.8%	↑ 49.6%	→ 22.6%	↓ 2.2%	↓ 0.0%		2.8%
Imagen del destino	↗ 30.6%	↑ 47.4%	↘ 15.8%	↓ 1.6%	↓ 0.0%		4.6%
Experiencia de viaje del destino	↗ 37.0%	↑ 46.8%	↘ 9.8%	↓ 0.8%	↓ 0.0%		5.6%
Hospitalidad de los residentes	↑ 42.6%	↑ 42.4%	↘ 8.8%	↓ 0.6%	↓ 0.0%		5.6%
Limpieza en las calles y áreas públicas	↘ 15.0%	↑ 36.8%	↑ 32.0%	↓ 7.0%	↓ 2.0%		7.2%
Transporte público local	↘ 10.0%	↑ 33.6%	↗ 22.8%	↓ 5.2%	↓ 1.6%		26.8%
Percepción de seguridad	↗ 24.6%	↑ 38.2%	→ 19.6%	↓ 4.2%	↓ 0.6%		12.8%
Señalética para llegar al destino	→ 19.8%	↑ 39.6%	↗ 28.2%	↓ 5.0%	↓ 1.0%		6.4%
Señalética del destino turístico	→ 18.2%	↑ 41.8%	↗ 25.8%	↓ 5.4%	↓ 1.2%		7.6%
Disponibilidad de información turística	→ 20.8%	↑ 37.4%	↗ 26.4%	↓ 5.2%	↓ 1.6%		8.6%
La relación calidad / precio en el destino	→ 19.8%	↑ 47.0%	↘ 16.2%	↓ 2.0%	↓ 0.8%		14.2%
Estacionamientos	→ 18.6%	↑ 30.2%	↑ 27.0%	↘ 12.8%	↓ 3.6%		7.8%
Artesanías	↗ 30.8%	↑ 39.8%	→ 16.6%	↓ 3.4%	↓ 0.4%		9.0%
Gastronomía	↑ 38.4%	↑ 40.0%	↘ 12.8%	↓ 1.4%	↓ 0.2%		7.2%
Vendedores ambulantes	→ 19.0%	↑ 35.0%	→ 18.8%	↓ 8.8%	↓ 4.2%		14.2%
Contaminación	↑ 26.0%	↑ 27.8%	→ 17.8%	↓ 7.2%	↓ 5.0%		16.2%
Sanitarios	→ 19.0%	↑ 29.2%	↘ 16.8%	↘ 14.2%	↓ 8.8%		12.0%

Opinión de Regresar a San Luis Potosí



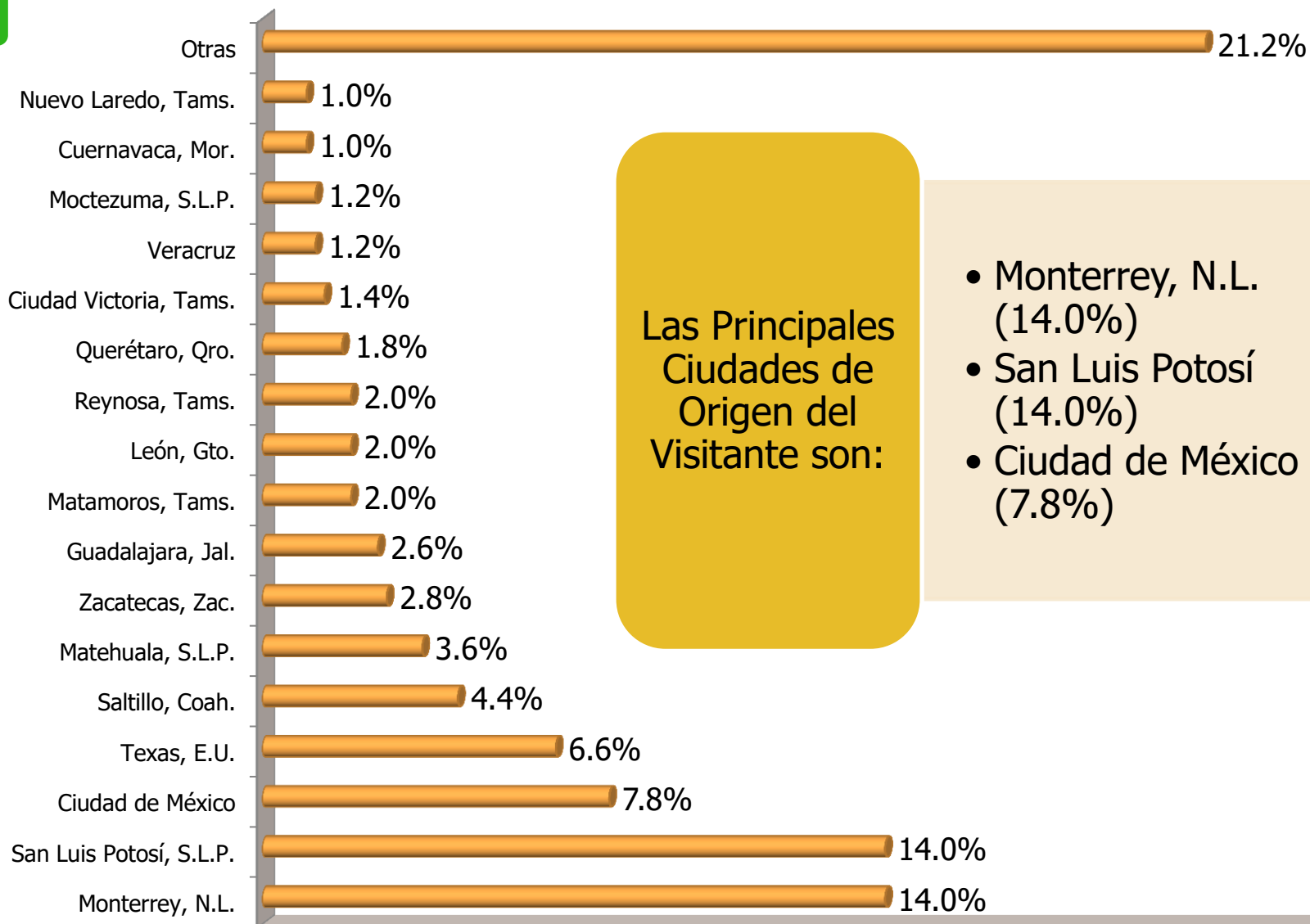
Opinión de Recomendar a San Luis Potosí



El 94.8% de los visitantes definitivamente o probablemente sí Recomendaría el destino.

El 1.6% Probablemente o definitivamente no recomendaría el destino.

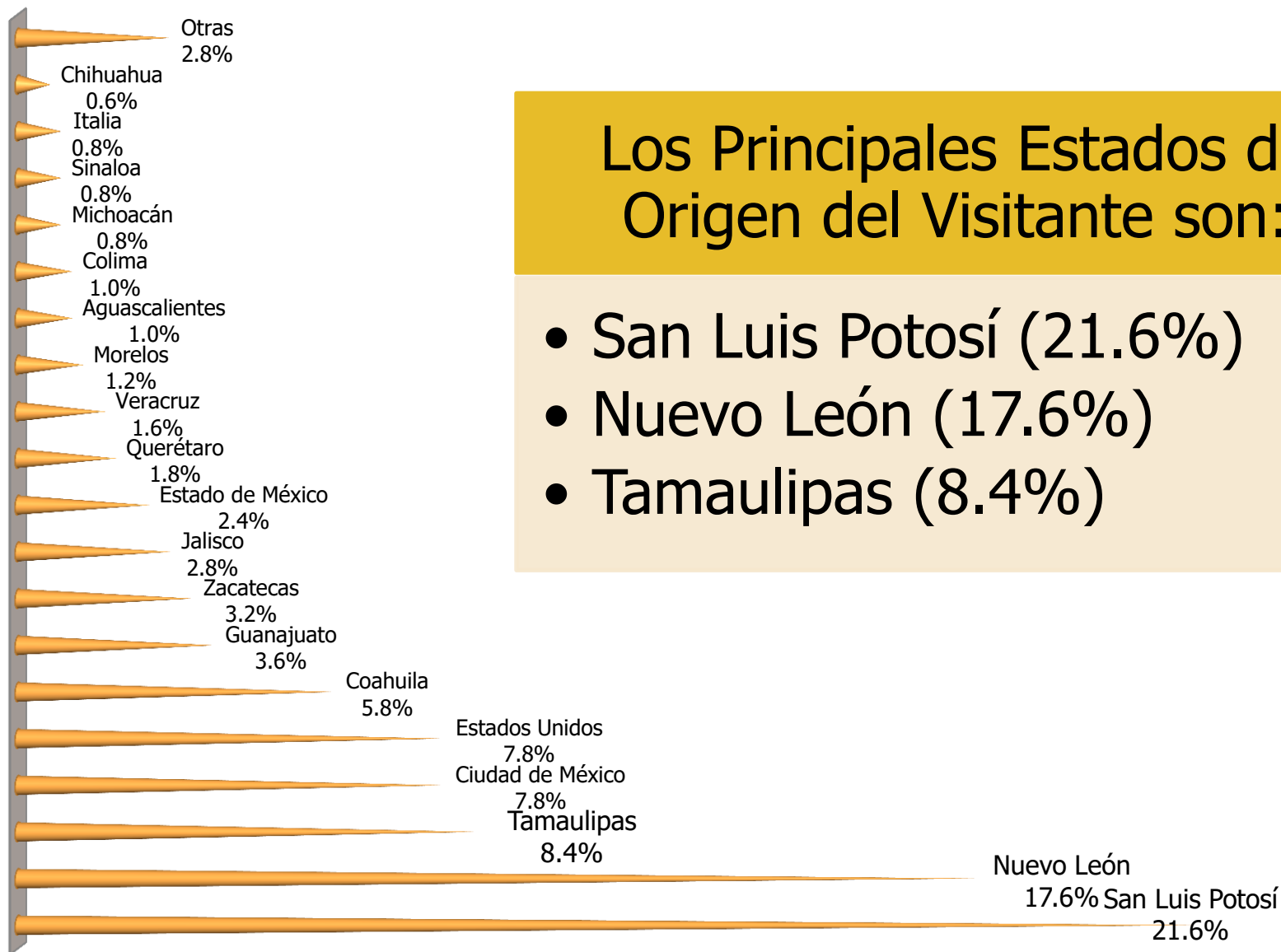
Principales Ciudades de Origen del Visitante



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

Perfil del Visitante Invierno 2017 – Altiplano Potosino

Principales Estados de Origen del Visitante



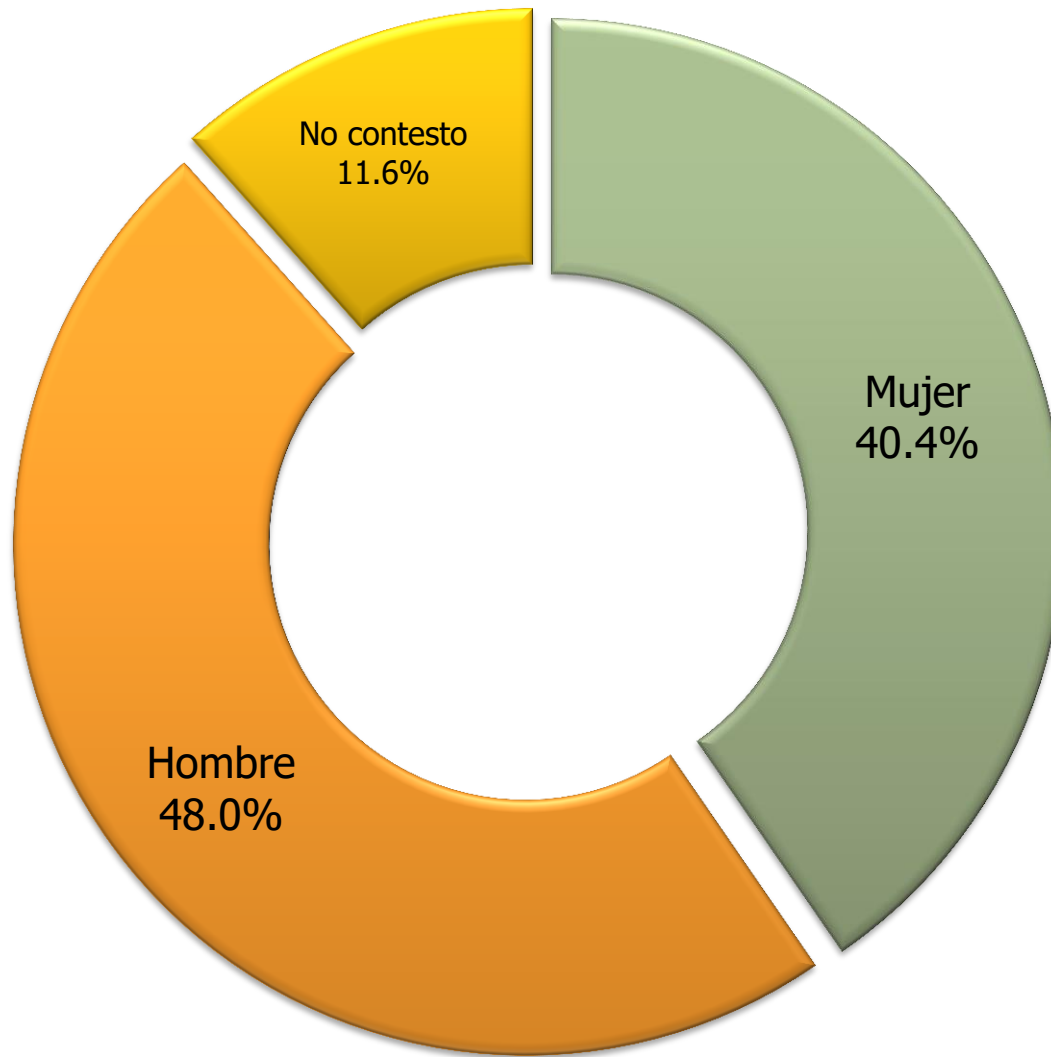
Los Principales Estados de Origen del Visitante son:

- San Luis Potosí (21.6%)
- Nuevo León (17.6%)
- Tamaulipas (8.4%)

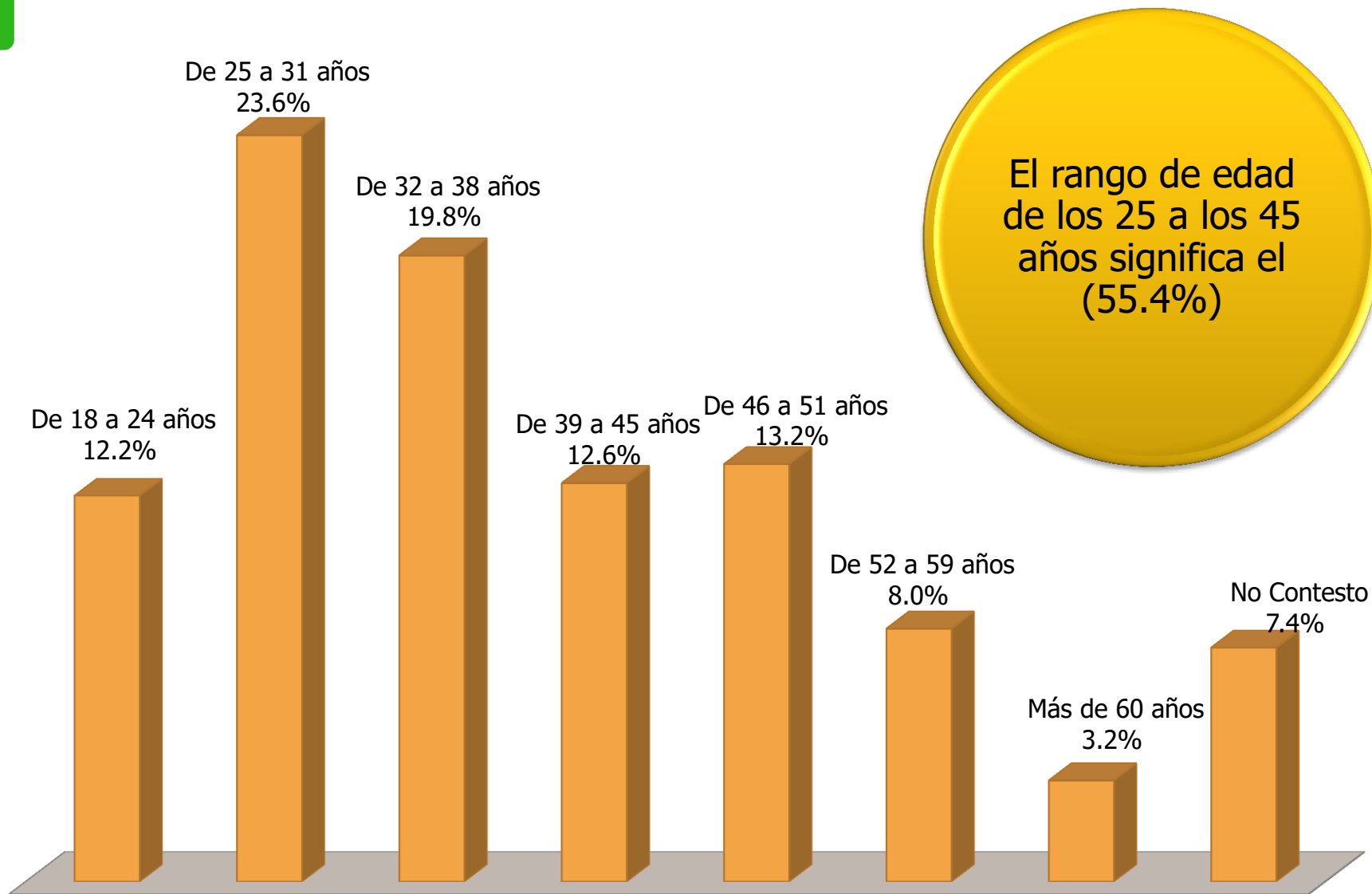
Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Invierno 2017 – Altiplano Potosino

Sexo del Visitante a la Región



Rango de Edad de los Visitantes

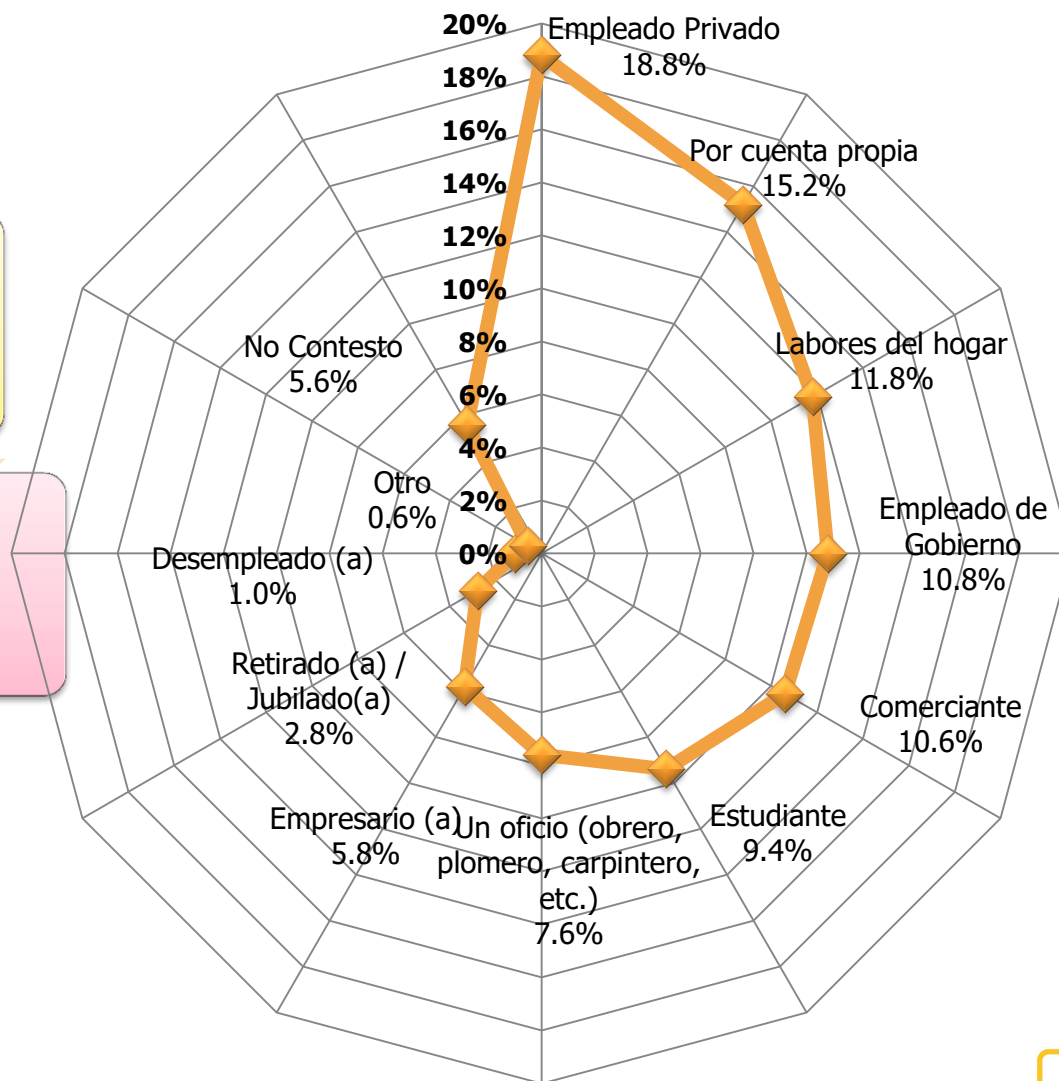


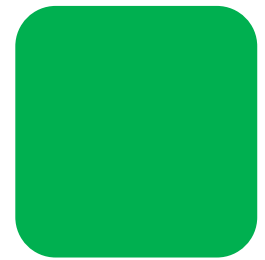
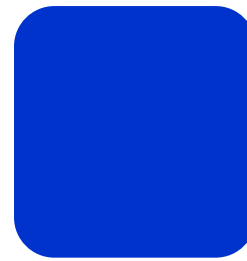
Ocupación del Visitante a San Luis Potosí

Una importante parte de los visitantes son empleados (26.5%)

Otro segmento importante (13.3%) son comerciantes

El 11.5% Profesionista Independiente





Perfil del Visitante

Región Altiplano

Invierno 2017

Resumen con Perspectiva de Género



Resumen Resultados

Lugar de Encuesta

Concepto	Mujer	Hombre	No Contesto	Total
Catorce	12.0%	14.6%	3.4%	30.0%
Matehuala	10.4%	15.0%	4.6%	30.0%
Villa de la Paz	5.0%	4.2%	0.8%	10.0%
Venado	4.4%	5.0%	0.6%	10.0%
Charcas	4.8%	4.8%	0.4%	10.0%
Guadalcázar	3.8%	4.4%	1.8%	10.0%
Total	40.4%	48.0%	11.6%	100.0%

Frecuencia con que visita el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Primera vez	13.0%	15.8%	3.4%	32.2%
Una vez al año	10.6%	12.2%	2.2%	25.0%
Dos veces al año	8.4%	11.4%	2.4%	22.2%
Tres o más veces al año	7.8%	8.2%	3.2%	19.2%
No contesto	0.6%	0.4%	0.4%	1.4%
Total	40.4%	48.0%	11.6%	100.0%

Noches que permanecerá en la Región

Concepto	Mujer	Hombre	No Contesto	Total
Ninguna	6.2%	7.0%	2.0%	15.2%
Una noche	8.0%	9.6%	2.8%	20.4%
Dos noches	8.0%	9.6%	2.6%	20.2%
Tres noches	4.6%	5.4%	1.2%	11.2%
Cuatro noches	1.8%	4.4%	0.8%	7.0%
Cinco noches	2.6%	4.0%	0.4%	7.0%
Seis noches	1.2%	1.4%	0.6%	3.2%
Siete noches	2.4%	0.4%	0.0%	2.8%
Ocho noches	1.0%	0.4%	0.2%	1.6%
Nueve noches	0.0%	0.4%	0.0%	0.4%
Diez noches	1.2%	1.0%	0.6%	2.8%
Once noches	0.0%	0.2%	0.0%	0.2%
Doce Noches	0.0%	0.4%	0.0%	0.4%
Trece Noches	0.2%	0.2%	0.0%	0.4%
Catorce noches	0.0%	0.2%	0.0%	0.2%
Quince noches	0.4%	1.0%	0.0%	1.4%
Veinte noches	0.2%	0.0%	0.0%	0.2%
No contesto	2.6%	2.4%	0.4%	5.4%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Lugar donde se esta hospedando

Concepto	Mujer	Hombre	No Contesto	Total
Hotel	18.8%	24.4%	7.0%	50.2%
Familia / Amigos	15.0%	13.6%	2.8%	31.4%
Acampará	1.2%	3.2%	0.2%	4.6%
No contesto	5.4%	6.8%	1.6%	13.8%
Total	40.4%	48.0%	11.6%	100.0%

Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Hotel Posada Real, Matehuala	1.8%	1.8%	1.4%	5.0%
Hotel El Real, Catorce	2.0%	1.2%	1.4%	4.6%
Las Palmas Midway Inn, Matehuala	2.2%	2.2%	0.0%	4.4%
Hotel Nueva Paz, Villa de la Paz	2.0%	1.8%	0.4%	4.2%
Hotel Mesón del Refugio, Catorce	2.0%	1.2%	0.6%	3.8%
Hotel Casino del Valle, Matehuala	1.0%	2.4%	0.0%	3.4%
Hotel Casa Real, Matehuala	0.8%	0.8%	1.4%	3.0%
Hotel María Bonita, Matehuala	0.6%	1.8%	0.4%	2.8%
Hotel El Rincón del Pintor, Catorce	0.8%	2.0%	0.0%	2.8%
Hotel María Esther, Matehuala	0.8%	1.8%	0.2%	2.8%
Hotel Mesón de la Abundancia, Catorce	0.8%	0.6%	0.2%	1.6%
Hotel Mina Real, Catorce	0.4%	1.0%	0.2%	1.6%
Hotel Ruinas del Real, Catorce	0.2%	1.2%	0.0%	1.4%
Hotel La Hacienda, Venado	0.8%	0.6%	0.0%	1.4%
Hotel Álamo, Matehuala	0.4%	0.2%	0.0%	0.6%
Hotel Amor y Paz, Catorce	0.2%	0.2%	0.0%	0.4%
Hotel Del Parque, Matehuala	0.0%	0.4%	0.0%	0.4%
Hotel Real Bonanza, Catorce	0.2%	0.2%	0.0%	0.4%
Hotel Rosas	0.0%	0.2%	0.2%	0.4%
El Ángel y El Corazón, Catorce	0.0%	0.2%	0.0%	0.2%
Refugio Romano Eco Hotel, Catorce	0.0%	0.2%	0.0%	0.2%
Hotel Minería, Charcas	0.2%	0.0%	0.0%	0.2%
Hotel El Rincón Mágico, Catorce	0.2%	0.0%	0.0%	0.2%
Hotel Los Faroles, Catorce	0.0%	0.2%	0.0%	0.2%
Hotel Quinta Puesta del Sol, Catorce	0.0%	0.2%	0.0%	0.2%
Hotel La Carreta, Matehuala	0.0%	0.2%	0.0%	0.2%
Hotel Real de Álamos, Catorce	0.0%	0.2%	0.0%	0.2%
Hotel Gran Río	0.2%	0.0%	0.0%	0.2%
No contesto	22.8%	25.2%	5.2%	53.2%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Forma de Viaje

Concepto	Mujer	Hombre	No Contesto	Total
Solo	2.6%	5.8%	1.6%	10.0%
Pareja	11.4%	11.2%	2.6%	25.2%
Familia	21.2%	22.6%	6.2%	50.0%
Amistades	3.4%	5.4%	1.2%	10.0%
Agrupación	0.0%	2.2%	0.0%	2.2%
No contesto	1.8%	0.8%	0.0%	2.6%
Total	40.4%	48.0%	11.6%	100.0%

Medio de Transporte Utilizado

Concepto	Mujer	Hombre	No Contesto	Total
Automóvil	30.8%	36.2%	8.2%	75.2%
Autobús de línea	6.6%	8.2%	2.4%	17.2%
Autobús rentado	0.4%	1.0%	0.2%	1.6%
Avión	1.2%	0.2%	0.2%	1.6%
No contestó	1.4%	2.4%	0.6%	4.4%
Total	40.4%	48.0%	11.6%	100.0%

Número de Acompañantes

Concepto	Mujer	Hombre	No Contesto	Total
Uno	1.0%	0.0%	0.2%	1.2%
Dos	1.8%	2.6%	0.2%	4.6%
Tres	6.4%	8.2%	2.4%	17.0%
Cuatro	4.6%	4.6%	1.2%	10.4%
Cinco	2.6%	3.2%	1.0%	6.8%
Seis	1.6%	3.2%	0.2%	5.0%
Siete	1.0%	0.6%	0.2%	1.8%
Ocho	0.6%	0.4%	0.2%	1.2%
Nueve	0.0%	0.4%	0.0%	0.4%
Diez	0.4%	1.0%	0.0%	1.4%
Once	0.0%	0.4%	0.0%	0.4%
Doce	0.4%	0.6%	0.2%	1.2%
Trece	0.2%	0.0%	0.0%	0.2%
Catorce	0.4%	0.0%	0.0%	0.4%
Quince	0.2%	0.0%	0.2%	0.4%
No contesto	19.2%	22.8%	5.6%	47.6%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Gasto Promedio en Hospedaje

Concepto	Mujer	Hombre	No Contesto	Total
300 a 400 pesos	3.2%	4.0%	0.4%	7.6%
401 a 550 pesos	2.6%	3.4%	1.6%	7.6%
551 a 700 pesos	1.8%	3.8%	1.0%	6.6%
701 a 850 pesos	0.8%	3.0%	0.2%	4.0%
851 a 999 pesos	3.8%	3.0%	0.6%	7.4%
Más de 1,000 pesos	6.8%	7.0%	2.2%	16.0%
No contesto	21.4%	23.8%	5.6%	50.8%
Total	40.4%	48.0%	11.6%	100.0%

Gasto Promedio en Compras

Concepto	Mujer	Hombre	No Contesto	Total
De 100 a 200 pesos	7.0%	6.8%	2.0%	15.8%
De 201 a 250 pesos	3.4%	5.0%	0.4%	8.8%
De 251 a 300 pesos	4.2%	3.6%	0.8%	8.6%
De 301 a 400 pesos	2.0%	4.8%	0.6%	7.4%
De 401 a 500 pesos	4.0%	4.2%	1.4%	9.6%
Más de 500 pesos	7.2%	6.6%	2.0%	15.8%
No contesto	12.6%	17.0%	4.4%	34.0%
Total	40.4%	48.0%	11.6%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Mujer	Hombre	No Contesto	Total
De 100 a 200 pesos	8.0%	11.4%	2.0%	21.4%
De 201 a 250 pesos	7.4%	8.0%	1.4%	16.8%
De 251 a 300 pesos	4.8%	4.2%	1.2%	10.2%
De 301 a 400 pesos	1.8%	4.2%	1.0%	7.0%
De 401 a 500 pesos	4.0%	3.0%	1.2%	8.2%
Más de 500 pesos	6.2%	5.6%	2.4%	14.2%
No contesto	8.2%	11.6%	2.4%	22.2%
Total	40.4%	48.0%	11.6%	100.0%

Gasto Promedio en Souvenirs

Concepto	Mujer	Hombre	No Contesto	Total
De 100 a 200 pesos	6.2%	8.0%	1.0%	15.2%
De 201 a 250 pesos	4.8%	4.8%	0.2%	9.8%
De 251 a 300 pesos	3.0%	3.2%	1.0%	7.2%
De 301 a 400 pesos	2.2%	2.8%	0.8%	5.8%
De 401 a 500 pesos	2.8%	2.8%	1.0%	6.6%
Más de 500 pesos	4.0%	4.0%	1.0%	9.0%
No contesto	17.4%	22.4%	6.6%	46.4%
Total	40.4%	48.0%	11.6%	100.0%

Gasto Promedio en Transportación Local

Concepto	Mujer	Hombre	No Contesto	Total
De 100 a 200 pesos	6.0%	4.6%	0.6%	11.2%
De 201 a 250 pesos	2.0%	3.0%	0.0%	5.0%
De 251 a 300 pesos	1.6%	1.2%	0.4%	3.2%
De 301 a 400 pesos	1.2%	2.2%	0.4%	3.8%
De 401 a 500 pesos	0.6%	1.2%	0.6%	2.4%
Más de 500 pesos	2.4%	2.2%	0.2%	4.8%
No contesto	26.6%	33.6%	9.4%	69.6%
Total	40.4%	48.0%	11.6%	100.0%

Gasto Promedio en Gasolina

Concepto	Mujer	Hombre	No Contesto	Total
De 100 a 200 pesos	1.8%	3.2%	1.2%	6.2%
De 201 a 250 pesos	2.0%	2.8%	0.2%	5.0%
De 251 a 300 pesos	2.2%	3.2%	0.2%	5.6%
De 301 a 400 pesos	2.0%	3.0%	0.2%	5.2%
De 401 a 500 pesos	2.4%	2.6%	1.0%	6.0%
Más de 500 pesos	8.6%	8.2%	1.6%	18.4%
No contesto	21.4%	25.0%	7.2%	53.6%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Razón Principal de Viaje a la Región

Concepto	Mujer	Hombre	No Contesto	Total
Visita a familiares	4.2%	4.9%	1.5%	10.6%
Vacaciones	4.5%	4.3%	0.9%	9.7%
Religioso	2.5%	1.9%	0.5%	4.9%
Turismo de Aventura	1.5%	2.6%	0.4%	4.5%
Cultural	1.9%	1.9%	0.5%	4.4%
Negocios	0.6%	2.5%	0.6%	3.7%
Gastronómico	0.6%	0.8%	0.2%	1.6%
Ecoturismo	0.2%	0.7%	0.1%	0.9%
Deportivo	0.2%	0.7%	0.0%	0.9%
Compra artesanías	0.0%	0.3%	0.1%	0.4%
Naturaleza	0.2%	0.1%	0.1%	0.4%
Salud	0.0%	0.1%	0.0%	0.1%
No Contestó	24.0%	27.3%	6.6%	57.9%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contesto	Total
Ninguno	2.8%	2.6%	1.1%	6.5%
Zacatecas, Zac.	1.4%	1.0%	0.0%	2.4%
Monterrey, N.L.	0.8%	1.0%	0.5%	2.3%
Guanajuato, Gto.	0.9%	0.8%	0.1%	1.8%
Real de Catorce, S.L.P.	0.5%	0.7%	0.2%	1.4%
San Juan de los Lagos, Jal.	0.4%	0.6%	0.2%	1.2%
San Miguel de Allende, Gto.	0.6%	0.4%	0.1%	1.1%
Cerro de San Pedro, S.L.P.	0.4%	0.5%	0.1%	1.0%
Saltillo, Coah.	0.5%	0.3%	0.2%	1.0%
San Luis Potosí, S.L.P.	0.4%	0.4%	0.1%	0.9%
Mineral de Pozos, Gto.	0.4%	0.3%	0.0%	0.7%
Plateros, Zac.	0.3%	0.4%	0.0%	0.7%
Taxco, Gro.	0.5%	0.0%	0.0%	0.5%
Santa María del Río, Gto.	0.2%	0.3%	0.0%	0.5%
CDMX	0.2%	0.2%	0.0%	0.4%
Puebla, Pue.	0.2%	0.2%	0.0%	0.4%
Tula, Hgo.	0.1%	0.2%	0.0%	0.3%
Oaxaca, Oax.	0.2%	0.1%	0.0%	0.3%
Rioverde, S.L.P.	0.2%	0.1%	0.0%	0.3%
Moctezuma, S.L.P.	0.0%	0.3%	0.0%	0.3%
Matehuala, S.L.P.	0.2%	0.1%	0.0%	0.3%
Cerritos, S.L.P.	0.0%	0.3%	0.0%	0.3%
Chiapas	0.2%	0.0%	0.0%	0.2%
Alaquines, S.L.P.	0.1%	0.1%	0.0%	0.2%
Aguascalientes, Ags.	0.1%	0.1%	0.0%	0.2%
Guadalajara, Jal.	0.1%	0.1%	0.0%	0.2%

Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contesto	Total
Nuevo León	0.0%	0.2%	0.0%	0.2%
Venado, S.L.P.	0.2%	0.0%	0.0%	0.2%
Villa de Guadalupe, S.L.P.	0.1%	0.1%	0.0%	0.2%
Parras	0.0%	0.0%	0.1%	0.1%
Cedral	0.0%	0.1%	0.0%	0.1%
Real del monte	0.0%	0.1%	0.0%	0.1%
Huasca de Ocampo	0.0%	0.1%	0.0%	0.1%
Peña de Bernal	0.1%	0.0%	0.0%	0.1%
Valle de Bravo	0.0%	0.1%	0.0%	0.1%
Santa clara del cobre	0.0%	0.1%	0.0%	0.1%
Tepoztlán	0.0%	0.1%	0.0%	0.1%
Monclova	0.0%	0.1%	0.0%	0.1%
Chihuahua	0.0%	0.1%	0.0%	0.1%
San Cristóbal	0.1%	0.0%	0.0%	0.1%
Querétaro	0.1%	0.0%	0.0%	0.1%
Linares	0.0%	0.1%	0.0%	0.1%
California	0.1%	0.0%	0.0%	0.1%
Mérida	0.0%	0.1%	0.0%	0.1%
Veracruz	0.0%	0.0%	0.1%	0.1%
Durango	0.0%	0.1%	0.0%	0.1%
Baja California	0.0%	0.1%	0.0%	0.1%
Xilitla	0.0%	0.1%	0.0%	0.1%
Huasteca	0.0%	0.1%	0.0%	0.1%
Tonalá	0.1%	0.0%	0.0%	0.1%
No Contesto	27.9%	35.2%	8.8%	71.9%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Razones de Comparación con la Región

Concepto	Mujer	Hombre	No Contesto	Total
Arquitectura Colonial	2.4%	2.8%	0.6%	5.8%
Clima	1.5%	1.4%	0.1%	3.0%
Lugares Turísticos	0.7%	1.0%	0.0%	1.7%
Iglesias	0.5%	0.9%	0.2%	1.6%
Bellezas Naturales	0.5%	0.8%	0.1%	1.4%
Zona minera	0.9%	0.3%	0.1%	1.3%
Hospitalidad de la gente	0.6%	0.2%	0.1%	0.9%
Actividades Culturales	0.2%	0.3%	0.0%	0.5%
Ambiente	0.1%	0.4%	0.0%	0.5%
Gastronomía	0.4%	0.0%	0.0%	0.4%
Infraestructura	0.4%	0.0%	0.0%	0.4%
Museos	0.0%	0.1%	0.0%	0.1%
No contestó	32.2%	39.8%	10.4%	82.4%
Total	40.4%	48.0%	11.6%	100.0%

Medio por el que se enteró o conoce región

Concepto	Mujer	Hombre	No Contesto	Total
Familiares o amigos	13.0%	15.8%	3.5%	32.3%
Internet	3.0%	4.8%	0.7%	8.5%
Redes Sociales	1.7%	2.1%	0.2%	4.0%
Folletos	0.6%	1.6%	0.3%	2.5%
Revista	0.8%	0.9%	0.2%	1.9%
Televisión	1.1%	0.5%	0.2%	1.8%
Agencias de Viajes	0.4%	0.6%	0.2%	1.2%
Radio	0.0%	0.1%	0.0%	0.1%
Otro	0.4%	1.0%	0.3%	1.7%
No contesto	19.4%	20.6%	6.0%	46.0%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Recordación de Publicidad con Imagen

Concepto	Mujer	Hombre	No Contesto	Total
Si	16.2%	19.6%	4.6%	40.4%
No	23.4%	27.6%	6.2%	57.2%
No contesto	0.8%	0.8%	0.8%	2.4%
Total	40.4%	48.0%	11.6%	100.0%

Lugar de Recordación de la Publicidad

Concepto	Mujer	Hombre	No Contesto	Total
Redes Sociales	3.6%	4.0%	1.2%	8.8%
Televisión	4.0%	3.4%	0.8%	8.2%
Espectaculares	3.0%	4.0%	0.8%	7.8%
Internet	2.4%	4.4%	0.8%	7.6%
Folletos	2.0%	2.8%	0.2%	5.0%
periódico	0.2%	0.8%	0.0%	1.0%
Revista	0.6%	0.2%	0.2%	1.0%
Otro	0.6%	0.6%	0.2%	1.4%
No contesto	24.0%	27.8%	7.4%	59.2%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Evaluación de los sitios y atractivos turísticos

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	13.0%	15.4%	4.2%	32.6%
Bueno	20.4%	23.0%	4.2%	47.6%
Regular	5.2%	7.0%	1.2%	13.4%
Malo	0.2%	0.2%	0.2%	0.6%
Pésimo	0.0%	0.0%	0.2%	0.2%
No Contesto	1.6%	2.4%	1.6%	5.6%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de la Calidad de la Infraestructura Turística

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	8.8%	11.6%	2.4%	22.8%
Bueno	21.2%	23.0%	5.4%	49.6%
Regular	9.2%	11.6%	1.8%	22.6%
Malo	1.0%	0.8%	0.4%	2.2%
No Contesto	0.2%	1.0%	1.6%	2.8%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de la Imagen del Destino

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	12.0%	15.0%	3.6%	30.6%
Bueno	20.0%	23.2%	4.2%	47.4%
Regular	6.8%	7.4%	1.6%	15.8%
Malo	0.6%	0.6%	0.4%	1.6%
No Contesto	1.0%	1.8%	1.8%	4.6%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de la Experiencia de viaje en el destino

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	16.8%	17.0%	3.2%	37.0%
Bueno	18.4%	23.6%	4.8%	46.8%
Regular	4.2%	4.2%	1.4%	9.8%
Malo	0.0%	0.6%	0.2%	0.8%
No Contesto	1.0%	2.6%	2.0%	5.6%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de la hospitalidad de los residentes

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	17.6%	21.2%	3.8%	42.6%
Bueno	17.6%	20.0%	4.8%	42.4%
Regular	3.6%	4.2%	1.0%	8.8%
Malo	0.0%	0.4%	0.2%	0.6%
No Contesto	1.6%	2.2%	1.8%	5.6%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de la limpieza en calles y áreas públicas

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	6.6%	6.4%	2.0%	15.0%
Bueno	16.0%	17.8%	3.0%	36.8%
Regular	13.2%	14.8%	4.0%	32.0%
Malo	2.4%	4.0%	0.6%	7.0%
Pésimo	0.6%	1.4%	0.0%	2.0%
No Contesto	1.6%	3.6%	2.0%	7.2%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Evaluación del transporte público local

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	4.0%	4.8%	1.2%	10.0%
Bueno	16.4%	14.4%	2.8%	33.6%
Regular	8.0%	11.2%	3.6%	22.8%
Malo	1.8%	3.4%	0.0%	5.2%
Pésimo	0.4%	1.2%	0.0%	1.6%
No Contesto	9.8%	13.0%	4.0%	26.8%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de la percepción de seguridad

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	10.6%	10.8%	3.2%	24.6%
Bueno	16.0%	18.6%	3.6%	38.2%
Regular	8.0%	9.2%	2.4%	19.6%
Malo	1.0%	2.8%	0.4%	4.2%
Pésimo	0.2%	0.4%	0.0%	0.6%
No Contesto	4.6%	6.2%	2.0%	12.8%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de la señalética para llegar al destino

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	8.4%	9.2%	2.2%	19.8%
Bueno	17.2%	19.4%	3.0%	39.6%
Regular	11.0%	13.0%	4.2%	28.2%
Malo	2.2%	2.4%	0.4%	5.0%
Pésimo	0.4%	0.6%	0.0%	1.0%
No Contesto	1.2%	3.4%	1.8%	6.4%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de la señalética en el destino

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	7.4%	8.4%	2.4%	18.2%
Bueno	18.2%	21.0%	2.6%	41.8%
Regular	10.6%	11.2%	4.0%	25.8%
Malo	2.0%	3.0%	0.4%	5.4%
Pésimo	0.4%	0.6%	0.2%	1.2%
No Contesto	1.8%	3.8%	2.0%	7.6%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de la disponibilidad de información turística

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	9.2%	10.2%	1.4%	20.8%
Bueno	16.6%	16.6%	4.2%	37.4%
Regular	9.8%	13.4%	3.2%	26.4%
Malo	1.8%	2.8%	0.6%	5.2%
Pésimo	0.8%	0.6%	0.2%	1.6%
No Contesto	2.2%	4.4%	2.0%	8.6%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de la calidad / precio del destino

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	8.2%	10.4%	1.2%	19.8%
Bueno	19.0%	22.4%	5.6%	47.0%
Regular	7.4%	7.0%	1.8%	16.2%
Malo	0.6%	0.8%	0.6%	2.0%
Pésimo	0.4%	0.2%	0.2%	0.8%
No Contesto	4.8%	7.2%	2.2%	14.2%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Evaluación de los estacionamientos

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	6.8%	9.2%	2.6%	18.6%
Bueno	13.0%	14.0%	3.2%	30.2%
Regular	11.2%	12.8%	3.0%	27.0%
Malo	5.8%	6.2%	0.8%	12.8%
Pésimo	1.0%	2.2%	0.4%	3.6%
No Contesto	2.6%	3.6%	1.6%	7.8%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de las artesanías

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	13.6%	15.2%	2.0%	30.8%
Bueno	16.4%	18.8%	4.6%	39.8%
Regular	7.0%	7.6%	2.0%	16.6%
Malo	0.6%	2.2%	0.6%	3.4%
Pésimo	0.2%	0.0%	0.2%	0.4%
No Contesto	2.6%	4.2%	2.2%	9.0%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de la gastronomía

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	16.2%	19.2%	3.0%	38.4%
Bueno	17.6%	18.4%	4.0%	40.0%
Regular	4.0%	6.4%	2.4%	12.8%
Malo	1.0%	0.4%	0.0%	1.4%
Pésimo	0.0%	0.0%	0.2%	0.2%
No Contesto	1.6%	3.6%	2.0%	7.2%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de vendedores ambulantes

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	7.8%	9.6%	1.6%	19.0%
Bueno	16.6%	15.2%	3.2%	35.0%
Regular	7.4%	8.4%	3.0%	18.8%
Malo	2.6%	5.2%	1.0%	8.8%
Pésimo	1.2%	2.4%	0.6%	4.2%
No Contesto	4.8%	7.2%	2.2%	14.2%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de la contaminación

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	10.8%	13.4%	1.8%	26.0%
Bueno	12.8%	11.8%	3.2%	27.8%
Regular	7.2%	8.4%	2.2%	17.8%
Malo	2.4%	4.0%	0.8%	7.2%
Pésimo	1.4%	2.8%	0.8%	5.0%
No Contesto	5.8%	7.6%	2.8%	16.2%
Total	40.4%	48.0%	11.6%	100.0%

Evaluación de sanitarios

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	8.0%	9.4%	1.6%	19.0%
Bueno	12.8%	13.6%	2.8%	29.2%
Regular	7.2%	8.0%	1.6%	16.8%
Malo	5.6%	6.6%	2.0%	14.2%
Pésimo	2.6%	4.6%	1.6%	8.8%
No Contesto	4.2%	5.8%	2.0%	12.0%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Regresaría al Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	29.4%	30.8%	5.0%	65.2%
Probablemente sí	10.2%	15.8%	4.0%	30.0%
Probablemente no	0.6%	0.6%	0.0%	1.2%
Definitivamente no	0.0%	0.4%	0.0%	0.4%
No Contesto	0.2%	0.4%	2.6%	3.2%
Total	40.4%	48.0%	11.6%	100.0%

Recomendaría el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	28.4%	32.8%	5.8%	67.0%
Probablemente sí	11.0%	13.6%	3.2%	27.8%
Probablemente no	0.6%	0.8%	0.0%	1.4%
Definitivamente no	0.0%	0.2%	0.0%	0.2%
No Contesto	0.4%	0.6%	2.6%	3.6%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
Monterrey, N.L.	5.8%	6.6%	1.6%	14.0%
San Luis Potosí, S.L.P.	4.8%	8.4%	0.8%	14.0%
Ciudad de México	4.2%	2.8%	0.8%	7.8%
Texas, E.U.	3.8%	2.2%	0.6%	6.6%
Saltillo, Coah.	2.2%	2.0%	0.2%	4.4%
Matehuala, S.L.P.	1.4%	1.0%	1.2%	3.6%
Zacatecas, Zac.	0.6%	2.2%	0.0%	2.8%
Guadalajara, Jal.	1.0%	1.2%	0.4%	2.6%
Matamoros, Tams.	0.8%	0.6%	0.6%	2.0%
León, Gto.	0.8%	1.0%	0.2%	2.0%
Reynosa, Tams.	1.0%	1.0%	0.0%	2.0%
Querétaro, Qro.	0.8%	1.0%	0.0%	1.8%
Ciudad Victoria, Tams.	0.4%	1.0%	0.0%	1.4%
Veracruz	0.4%	0.6%	0.2%	1.2%
Moctezuma, S.L.P.	0.0%	1.2%	0.0%	1.2%
Cuernavaca, Mor.	0.4%	0.4%	0.2%	1.0%
Nuevo Laredo, Tams.	0.4%	0.6%	0.0%	1.0%
Guanajuato, Gto.	0.2%	0.4%	0.2%	0.8%
Aguascalientes, Ags.	0.2%	0.6%	0.0%	0.8%
Colima, Col.	0.6%	0.2%	0.0%	0.8%
Culiacán, Sin.	0.0%	0.8%	0.0%	0.8%
Toluca, Edo. Méx.	0.4%	0.2%	0.0%	0.6%
Mérida, Yuc.	0.0%	0.6%	0.0%	0.6%
Cadereyta, N.L.	0.4%	0.2%	0.0%	0.6%
Tepatlitlán, Jal.	0.6%	0.0%	0.0%	0.6%
Tampico, Tams.	0.4%	0.0%	0.2%	0.6%
Charcas, S.L.P.	0.4%	0.2%	0.0%	0.6%

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
Ciudad Valles, S.L.P.	0.2%	0.4%	0.0%	0.6%
Guadalupe, N.L.	0.0%	0.6%	0.0%	0.6%
San Fernando, Tams.	0.2%	0.2%	0.0%	0.4%
Ciudad del Carmen, Camp.	0.4%	0.0%	0.0%	0.4%
Piedras Negras, Coah.	0.0%	0.4%	0.0%	0.4%
Texcoco, Edo. Méx.	0.0%	0.2%	0.2%	0.4%
San Pedro Garza García, N.L.	0.2%	0.2%	0.0%	0.4%
Morelia, Mich.	0.2%	0.2%	0.0%	0.4%
Rioverde, S.L.P.	0.2%	0.2%	0.0%	0.4%
Apodaca, N.L.	0.0%	0.4%	0.0%	0.4%
San Miguel de Allende, Gto.	0.4%	0.0%	0.0%	0.4%
Tula, Hgo.	0.0%	0.4%	0.0%	0.4%
Galeana, N.L.	0.4%	0.0%	0.0%	0.4%
Chicago, E.U.	0.0%	0.4%	0.0%	0.4%
Monclova, Coah.	0.2%	0.2%	0.0%	0.4%
San Nicolás, N.L.	0.4%	0.0%	0.0%	0.4%
Chiapas	0.2%	0.0%	0.2%	0.4%
Azcapotzalco, CDMX	0.0%	0.2%	0.0%	0.2%
Parras de la Fuente, Coah.	0.0%	0.2%	0.0%	0.2%
Míchigan, E.U.	0.0%	0.2%	0.0%	0.2%
Zacatepec, Mor.	0.0%	0.2%	0.0%	0.2%
Coatzacoalcos, Ver.	0.2%	0.0%	0.0%	0.2%
Quintana Roo	0.2%	0.0%	0.0%	0.2%
La Paz, B.C.	0.2%	0.0%	0.0%	0.2%
Poza Rica, Ver.	0.0%	0.2%	0.0%	0.2%
Ciudad Juárez, Chih.	0.2%	0.0%	0.0%	0.2%
Temascalcingo, Edo. Méx.	0.0%	0.2%	0.0%	0.2%

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
Silao, Gto.	0.2%	0.0%	0.0%	0.2%
Cerritos, S.L.P.	0.0%	0.2%	0.0%	0.2%
Venado, S.L.P.	0.0%	0.0%	0.2%	0.2%
San Rafael, N.L.	0.0%	0.2%	0.0%	0.2%
Los Salados, N.L.	0.0%	0.2%	0.0%	0.2%
Teotihuacán, Edo. Méx.	0.0%	0.2%	0.0%	0.2%
Linares, N.L.	0.2%	0.0%	0.0%	0.2%
Orizaba, Ver.	0.0%	0.2%	0.0%	0.2%
Altamira, Tams.	0.2%	0.0%	0.0%	0.2%
San Tiburcio, Zac.	0.0%	0.2%	0.0%	0.2%
Durango, Dgo.	0.0%	0.2%	0.0%	0.2%
Santa Catarina, N.L.	0.0%	0.2%	0.0%	0.2%
Torreón, Coah.	0.0%	0.2%	0.0%	0.2%
Pachuca, Hgo.	0.0%	0.2%	0.0%	0.2%
Delicias, Chih.	0.2%	0.0%	0.0%	0.2%
Arteaga, Coah.	0.2%	0.0%	0.0%	0.2%
Tennessee, E.U.	0.0%	0.2%	0.0%	0.2%
Atizapán, Edo. Méx.	0.2%	0.0%	0.0%	0.2%
Tecomán, Col.	0.0%	0.2%	0.0%	0.2%
Chihuahua, Chih.	0.2%	0.0%	0.0%	0.2%
Villa de Reyes, S.L.P.	0.0%	0.2%	0.0%	0.2%
Oaxaca, Oax.	0.0%	0.2%	0.0%	0.2%
Quiroga, Mich.	0.0%	0.2%	0.0%	0.2%
Tamazunchale, S.L.P.	0.2%	0.0%	0.0%	0.2%
Barcelona, Esp.	0.2%	0.0%	0.0%	0.2%
Michoacán.	0.2%	0.0%	0.0%	0.2%
No Contesto	2.6%	3.0%	3.8%	9.4%
Total	40.4%	48.0%	11.6%	100.0%

Resumen Resultados

Estado de Origen del Entrevistado

Concepto	Mujer	Hombre	No Contesto	Total
San Luis Potosí	7.4%	12.0%	2.2%	21.6%
Nuevo León	7.4%	8.4%	1.8%	17.6%
Tamaulipas	3.8%	3.8%	0.8%	8.4%
Ciudad de México	4.2%	2.8%	0.8%	7.8%
Estados Unidos	3.8%	3.4%	0.6%	7.8%
Coahuila	2.6%	3.0%	0.2%	5.8%
Guanajuato	1.6%	1.6%	0.4%	3.6%
Zacatecas	0.6%	2.6%	0.0%	3.2%
Jalisco	1.2%	1.2%	0.4%	2.8%
Estado de México	0.6%	1.6%	0.2%	2.4%
Querétaro	0.8%	1.0%	0.0%	1.8%
Veracruz	0.4%	1.0%	0.2%	1.6%
Morelos	0.6%	0.4%	0.2%	1.2%
Aguascalientes	0.4%	0.6%	0.0%	1.0%
Colima	0.6%	0.4%	0.0%	1.0%
Michoacán	0.4%	0.4%	0.0%	0.8%
Sinaloa	0.0%	0.8%	0.0%	0.8%
Italia	0.4%	0.4%	0.0%	0.8%
Chihuahua	0.6%	0.0%	0.0%	0.6%
Campeche	0.4%	0.0%	0.0%	0.4%
Chiapas	0.2%	0.0%	0.2%	0.4%
Oaxaca	0.0%	0.4%	0.0%	0.4%
Yucatán	0.0%	0.4%	0.0%	0.4%
Baja California Sur	0.2%	0.0%	0.0%	0.2%
Durango	0.0%	0.2%	0.0%	0.2%
Hidalgo	0.0%	0.2%	0.0%	0.2%
Quintana Roo	0.2%	0.0%	0.0%	0.2%
Costa Rica	0.2%	0.0%	0.0%	0.2%
España	0.2%	0.0%	0.0%	0.2%
No contesto	1.6%	1.4%	3.6%	6.6%
Total	40.4%	48.0%	11.6%	100.0%

Perfil del Visitante Invierno 2017 – Altiplano Potosino

Resumen Resultados

Edad Promedio de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
De 18 a 24 años	7.6%	4.2%	0.4%	12.2%
De 25 a 31 años	11.6%	10.8%	1.2%	23.6%
De 32 a 38 años	6.6%	12.0%	1.2%	19.8%
De 39 a 45 años	3.6%	6.6%	2.4%	12.6%
De 46 a 51 años	5.2%	7.0%	1.0%	13.2%
De 52 a 59 años	2.8%	4.6%	0.6%	8.0%
Más de 60 años	1.0%	1.8%	0.4%	3.2%
No Contesto	2.0%	1.0%	4.4%	7.4%
Total	40.4%	48.0%	11.6%	100.0%

Ocupación de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
Empleado Privado	8.8%	9.4%	0.6%	18.8%
Por cuenta propia	4.2%	10.4%	0.6%	15.2%
Labores del hogar	10.6%	0.2%	1.0%	11.8%
Empleado de Gobierno	3.8%	6.2%	0.8%	10.8%
Comerciante	2.8%	7.0%	0.8%	10.6%
Estudiante	5.0%	3.2%	1.2%	9.4%
Un oficio (obrero, plomero, carpintero)	1.4%	5.4%	0.8%	7.6%
Empresario (a)	1.2%	3.6%	1.0%	5.8%
Retirado (a) / Jubilado(a)	1.2%	1.4%	0.2%	2.8%
Desempleado (a)	0.4%	0.6%	0.0%	1.0%
Otro	0.4%	0.0%	0.2%	0.6%
No Contesto	0.6%	0.6%	4.4%	5.6%
Total	40.4%	48.0%	11.6%	100.0%



Perfil del Visitante

Región Altiplano

Invierno 2017

Resumen por Segmento de Población



Resumen Resultados

Lugar de Encuesta

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Catorce	9.8%	17.6%	0.6%	2.0%	30.0%
Matehuala	6.8%	19.4%	0.8%	3.0%	30.0%
Villa de la Paz	3.4%	6.0%	0.2%	0.4%	10.0%
Venado	6.2%	3.6%	0.2%	0.0%	10.0%
Charcas	4.4%	4.6%	0.2%	0.8%	10.0%
Guadalcázar	5.2%	2.4%	1.2%	1.2%	10.0%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Frecuencia con que visita el Destino

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Primera vez	12.0%	17.6%	0.6%	2.0%	32.2%
Una vez al año	8.6%	12.8%	1.4%	2.2%	25.0%
Dos veces al año	6.6%	14.0%	0.8%	0.8%	22.2%
Tres o más veces al año	7.8%	9.0%	0.4%	2.0%	19.2%
No contesto	0.8%	0.2%	0.0%	0.4%	1.4%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Noches que permanecerá en la Región

Concepto	Millenials	Familia/Grupo	Adultos Mayores	No Contesto	Total
Ninguna	5.2%	8.2%	0.6%	1.2%	15.2%
Una noche	6.6%	11.6%	1.0%	1.2%	20.4%
Dos noches	5.6%	12.6%	0.2%	1.8%	20.2%
Tres noches	4.6%	5.8%	0.4%	0.4%	11.2%
Cuatro noches	2.4%	4.0%	0.0%	0.6%	7.0%
Cinco noches	3.2%	3.6%	0.0%	0.2%	7.0%
Seis noches	1.4%	0.8%	0.2%	0.8%	3.2%
Siete noches	1.6%	1.0%	0.2%	0.0%	2.8%
Ocho noches	0.8%	0.8%	0.0%	0.0%	1.6%
Nueve noches	0.2%	0.2%	0.0%	0.0%	0.4%
Diez noches	1.4%	0.8%	0.2%	0.4%	2.8%
Once noches	0.0%	0.2%	0.0%	0.0%	0.2%
Doce Noches	0.2%	0.2%	0.0%	0.0%	0.4%
Trece Noches	0.2%	0.2%	0.0%	0.0%	0.4%
Catorce noches	0.0%	0.2%	0.0%	0.0%	0.2%
Quince noches	0.8%	0.4%	0.2%	0.0%	1.4%
Veinte noches	0.2%	0.0%	0.0%	0.0%	0.2%
No contesto	1.4%	3.0%	0.2%	0.8%	4.6%
Total	35.8%	53.6%	3.2%	7.4%	99.2%

Resumen Resultados

Lugar donde se esta hospedando

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Hotel	13.8%	30.2%	1.4%	4.8%	50.2%
Familia / Amigos	14.2%	14.6%	0.4%	2.2%	31.4%
Acampará	2.4%	1.4%	0.8%	0.0%	4.6%
No contesto	5.4%	7.4%	0.6%	0.4%	13.8%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Nombre Hotel donde Hospeda

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Hotel Posada Real, Matehuala	1.4%	2.8%	0.0%	0.8%	5.0%
Hotel El Real, Catorce	1.4%	2.0%	0.2%	1.0%	4.6%
Las Palmas Midway Inn, Matehuala	0.8%	3.0%	0.4%	0.2%	4.4%
Hotel Nueva Paz, Villa de la Paz	1.4%	2.6%	0.0%	0.2%	4.2%
Hotel Mesón del Refugio, Catorce	1.0%	2.4%	0.0%	0.4%	3.8%
Hotel Casino del Valle, Matehuala	1.0%	2.4%	0.0%	0.0%	3.4%
Hotel Casa Real, Matehuala	0.4%	2.2%	0.0%	0.4%	3.0%
Hotel María Bonita, Matehuala	0.6%	1.8%	0.2%	0.2%	2.8%
Hotel El Rincón del Pintor, Catorce	1.8%	0.8%	0.0%	0.2%	2.8%
Hotel María Esther, Matehuala	0.4%	2.0%	0.0%	0.4%	2.8%
Hotel Mesón de la Abundancia, Catorce	0.4%	1.2%	0.0%	0.0%	1.6%
Hotel Mina Real, Catorce	0.6%	1.0%	0.0%	0.0%	1.6%
Hotel Ruinas del Real, Catorce	0.2%	1.0%	0.2%	0.0%	1.4%
Hotel La Hacienda, Venado	0.8%	0.6%	0.0%	0.0%	1.4%
Hotel Álamo, Matehuala	0.0%	0.4%	0.0%	0.2%	0.6%
Hotel Amor y Paz, Catorce	0.2%	0.2%	0.0%	0.0%	0.4%
Hotel Del Parque, Matehuala	0.0%	0.4%	0.0%	0.0%	0.4%
Hotel Real Bonanza, Catorce	0.0%	0.2%	0.0%	0.2%	0.4%
Hotel Rosas	0.0%	0.2%	0.0%	0.2%	0.4%
El Ángel y El Corazón, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%
Refugio Romano Eco Hotel, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel Minería, Charcas	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel El Rincón Mágico, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel Los Faroles, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel Quinta Puesta del Sol, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel La Carreta, Matehuala	0.2%	0.0%	0.0%	0.0%	0.2%
Hotel Real de Álamos, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel Gran Río	0.2%	0.0%	0.0%	0.0%	0.2%
No contesto	23.0%	25.0%	2.2%	3.0%	53.2%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Perfil del Visitante Invierno 2017 – Altiplano Potosino

Resumen Resultados

Forma de Viaje

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Solo	4.4%	4.8%	0.2%	0.6%	10.0%
Pareja	9.0%	13.0%	0.8%	2.4%	25.2%
Familia	13.8%	30.4%	2.0%	3.8%	50.0%
Amistades	6.0%	3.2%	0.2%	0.6%	10.0%
Agrupación	1.4%	0.8%	0.0%	0.0%	2.2%
No contesto	1.2%	1.4%	0.0%	0.0%	2.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Medio de Transporte Utilizado

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Automóvil	24.2%	43.2%	2.4%	5.4%	75.2%
Autobús de línea	8.0%	7.6%	0.6%	1.0%	17.2%
Autobús rentado	0.6%	0.8%	0.2%	0.0%	1.6%
Avión	0.8%	0.6%	0.0%	0.2%	1.6%
No contestó	2.2%	1.4%	0.0%	0.8%	4.4%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Número de Acompañantes

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Uno	0.6%	0.6%	0.0%	0.0%	1.2%
Dos	1.8%	2.4%	0.4%	0.0%	4.6%
Tres	5.2%	10.2%	0.2%	1.4%	17.0%
Cuatro	3.4%	5.6%	0.2%	1.2%	10.4%
Cinco	2.8%	3.8%	0.2%	0.0%	6.8%
Seis	1.8%	2.8%	0.2%	0.2%	5.0%
Siete	0.4%	1.4%	0.0%	0.0%	1.8%
Ocho	0.2%	1.0%	0.0%	0.0%	1.2%
Nueve	0.0%	0.4%	0.0%	0.0%	0.4%
Diez	0.2%	1.2%	0.0%	0.0%	1.4%
Once	0.2%	0.2%	0.0%	0.0%	0.4%
Doce	0.4%	0.6%	0.0%	0.2%	1.2%
Trece	0.2%	0.0%	0.0%	0.0%	0.2%
Catorce	0.2%	0.2%	0.0%	0.0%	0.4%
Quince	0.0%	0.4%	0.0%	0.0%	0.4%
No contesto	18.4%	22.8%	2.0%	4.4%	47.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Resumen Resultados

Gasto Promedio en Hospedaje

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
300 a 400 pesos	3.6%	3.6%	0.0%	0.4%	7.6%
401 a 550 pesos	2.6%	4.0%	0.0%	1.0%	7.6%
551 a 700 pesos	1.6%	4.2%	0.0%	0.8%	6.6%
701 a 850 pesos	1.6%	2.2%	0.0%	0.2%	4.0%
851 a 999 pesos	2.0%	5.0%	0.0%	0.4%	7.4%
Más de 1,000 pesos	3.4%	10.0%	0.8%	1.8%	16.0%
No contesto	21.0%	24.6%	2.4%	2.8%	50.8%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Gasto Promedio en Souvenirs

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 100 a 200 pesos	7.0%	7.6%	0.2%	0.4%	15.2%
De 201 a 250 pesos	4.4%	5.4%	0.0%	0.0%	9.8%
De 251 a 300 pesos	3.4%	3.0%	0.2%	0.6%	7.2%
De 301 a 400 pesos	1.8%	3.8%	0.0%	0.2%	5.8%
De 401 a 500 pesos	1.0%	4.6%	0.0%	1.0%	6.6%
Más de 500 pesos	2.2%	5.4%	0.4%	1.0%	9.0%
No contesto	16.0%	23.8%	2.4%	4.2%	46.4%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Gasto Promedio en Compras

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 100 a 200 pesos	7.6%	6.8%	0.4%	1.0%	15.8%
De 201 a 250 pesos	3.2%	5.4%	0.0%	0.2%	8.8%
De 251 a 300 pesos	3.6%	4.2%	0.0%	0.8%	8.6%
De 301 a 400 pesos	2.2%	4.8%	0.2%	0.2%	7.4%
De 401 a 500 pesos	2.6%	5.8%	0.2%	1.0%	9.6%
Más de 500 pesos	4.4%	9.4%	0.6%	1.4%	15.8%
No contesto	12.2%	17.2%	1.8%	2.8%	34.0%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Gasto Promedio en Transportación Local

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 100 a 200 pesos	4.4%	6.6%	0.0%	0.2%	11.2%
De 201 a 250 pesos	2.0%	3.0%	0.0%	0.0%	5.0%
De 251 a 300 pesos	1.2%	1.8%	0.0%	0.2%	3.2%
De 301 a 400 pesos	1.4%	1.8%	0.2%	0.4%	3.8%
De 401 a 500 pesos	0.0%	1.8%	0.2%	0.4%	2.4%
Más de 500 pesos	1.8%	2.4%	0.0%	0.6%	4.8%
No contesto	25.0%	36.2%	2.8%	5.6%	69.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 100 a 200 pesos	7.6%	11.4%	1.4%	1.0%	21.4%
De 201 a 250 pesos	4.8%	11.4%	0.0%	0.6%	16.8%
De 251 a 300 pesos	5.6%	4.2%	0.0%	0.4%	10.2%
De 301 a 400 pesos	2.4%	4.0%	0.2%	0.4%	7.0%
De 401 a 500 pesos	2.4%	4.6%	0.2%	1.0%	8.2%
Más de 500 pesos	3.0%	8.8%	0.6%	1.8%	14.2%
No contesto	10.0%	9.2%	0.8%	2.2%	22.2%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Gasto Promedio en Gasolina

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 100 a 200 pesos	1.4%	3.2%	0.4%	1.2%	6.2%
De 201 a 250 pesos	1.8%	2.8%	0.2%	0.2%	5.0%
De 251 a 300 pesos	2.6%	3.0%	0.0%	0.0%	5.6%
De 301 a 400 pesos	1.8%	3.2%	0.0%	0.2%	5.2%
De 401 a 500 pesos	2.2%	3.2%	0.0%	0.6%	6.0%
Más de 500 pesos	6.6%	10.0%	0.4%	1.4%	18.4%
No contesto	19.4%	28.2%	2.2%	3.8%	53.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Resumen Resultados

Razón Principal de Viaje a la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Visita a familiares	3.7%	5.5%	0.4%	1.0%	10.6%
Vacaciones	3.3%	5.7%	0.1%	0.6%	9.7%
Religioso	1.3%	3.0%	0.2%	0.5%	4.9%
Turismo de Aventura	2.4%	1.7%	0.1%	0.3%	4.5%
Cultural	1.0%	2.9%	0.1%	0.4%	4.4%
Negocios	1.1%	2.0%	0.3%	0.3%	3.7%
Gastronómico	0.3%	1.1%	0.1%	0.1%	1.6%
Ecoturismo	0.3%	0.5%	0.0%	0.1%	0.9%
Deportivo	0.7%	0.2%	0.0%	0.0%	0.9%
Compra artesanías	0.1%	0.3%	0.0%	0.1%	0.4%
Naturaleza	0.3%	0.1%	0.0%	0.1%	0.4%
Salud	0.0%	0.1%	0.0%	0.0%	0.1%
No Contestó	21.4%	30.6%	1.9%	3.9%	57.9%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Resumen Resultados

Con que sitios compararía la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Ninguno	26.0%	38.6%	2.0%	5.3%	71.9%
Zacatecas, Zac.	3.1%	2.8%	0.2%	0.4%	6.5%
Monterrey, N.L.	0.4%	1.4%	0.1%	0.5%	2.4%
Guanajuato, Gto.	0.8%	1.1%	0.1%	0.3%	2.3%
Real de Catorce, S.L.P.	0.7%	1.1%	0.0%	0.0%	1.8%
San Juan de los Lagos, Jal.	0.7%	0.5%	0.2%	0.0%	1.4%
San Miguel de Allende, Gto.	0.2%	1.0%	0.0%	0.0%	1.2%
Cerro de San Pedro, S.L.P.	0.3%	0.7%	0.0%	0.1%	1.1%
Saltillo, Coah.	0.4%	0.5%	0.0%	0.1%	1.0%
San Luis Potosí, S.L.P.	0.0%	0.7%	0.0%	0.3%	1.0%
Mineral de Pozos, Gto.	0.5%	0.3%	0.0%	0.1%	0.9%
Plateros, Zac.	0.4%	0.3%	0.0%	0.0%	0.7%
Taxco, Gro.	0.1%	0.6%	0.0%	0.0%	0.7%
Santa María del Río, Gto.	0.1%	0.2%	0.1%	0.1%	0.5%
CDMX	0.3%	0.2%	0.0%	0.0%	0.5%
Puebla, Pue.	0.1%	0.3%	0.0%	0.0%	0.4%
Tula, Hgo.	0.2%	0.2%	0.0%	0.0%	0.4%
Oaxaca, Oax.	0.0%	0.2%	0.1%	0.0%	0.3%
Rioverde, S.L.P.	0.2%	0.1%	0.0%	0.0%	0.3%
Moctezuma, S.L.P.	0.0%	0.3%	0.0%	0.0%	0.3%
Matehuala, S.L.P.	0.1%	0.2%	0.0%	0.0%	0.3%
Cerritos, S.L.P.	0.0%	0.1%	0.0%	0.2%	0.3%
Chiapas	0.1%	0.0%	0.2%	0.0%	0.3%
Alaquines, S.L.P.	0.1%	0.1%	0.0%	0.0%	0.2%
Aguascalientes, Ags.	0.1%	0.0%	0.1%	0.0%	0.2%
Guadalajara, Jal.	0.1%	0.1%	0.0%	0.0%	0.2%

Con que sitios compararía la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Nuevo León	0.1%	0.1%	0.0%	0.0%	0.2%
Venado, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Villa de Guadalupe, S.L.P.	0.1%	0.0%	0.1%	0.0%	0.2%
Parras	0.0%	0.2%	0.0%	0.0%	0.2%
Cedral	0.0%	0.1%	0.0%	0.0%	0.1%
Real del monte	0.0%	0.1%	0.0%	0.0%	0.1%
Huasca de Ocampo	0.0%	0.1%	0.0%	0.0%	0.1%
Peña de Bernal	0.0%	0.1%	0.0%	0.0%	0.1%
Valle de Bravo	0.1%	0.0%	0.0%	0.0%	0.1%
Santa clara del cobre	0.0%	0.1%	0.0%	0.0%	0.1%
Tepoztlán	0.0%	0.1%	0.0%	0.0%	0.1%
Monclova	0.0%	0.1%	0.0%	0.0%	0.1%
Chihuahua	0.0%	0.1%	0.0%	0.0%	0.1%
San Cristóbal	0.0%	0.1%	0.0%	0.0%	0.1%
Querétaro	0.1%	0.0%	0.0%	0.0%	0.1%
Linares	0.0%	0.1%	0.0%	0.0%	0.1%
California	0.0%	0.1%	0.0%	0.0%	0.1%
Mérida	0.1%	0.0%	0.0%	0.0%	0.1%
Veracruz	0.0%	0.1%	0.0%	0.0%	0.1%
Durango	0.0%	0.1%	0.0%	0.0%	0.1%
Baja California	0.0%	0.1%	0.0%	0.0%	0.1%
Xilitla	0.1%	0.0%	0.0%	0.0%	0.1%
Huasteca	0.0%	0.1%	0.0%	0.0%	0.1%
Tonalá	0.1%	0.0%	0.0%	0.0%	0.1%
No Contesto	0.1%	0.0%	0.0%	0.0%	0.1%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Resumen Resultados

Razones de Comparación con la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Concepto	29.8%	44.1%	2.2%	6.3%	82.5%
Arquitectura Colonial	2.3%	2.8%	0.2%	0.5%	5.8%
Clima	0.9%	1.7%	0.1%	0.3%	3.0%
Lugares Turísticos	0.8%	0.8%	0.1%	0.0%	1.7%
Iglesias	0.3%	1.2%	0.1%	0.0%	1.6%
Bellezas Naturales	0.3%	1.0%	0.1%	0.0%	1.4%
Zona minera	0.4%	0.6%	0.2%	0.1%	1.3%
Hospitalidad de la gente	0.2%	0.5%	0.0%	0.2%	0.9%
Actividades Culturales	0.2%	0.2%	0.1%	0.0%	0.5%
Ambiente	0.2%	0.2%	0.1%	0.0%	0.5%
Gastronomía	0.1%	0.3%	0.0%	0.0%	0.4%
Infraestructura	0.3%	0.1%	0.0%	0.0%	0.4%
Museos	0.0%	0.0%	0.0%	0.0%	0.0%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Medio por el que se enteró o conoce región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Familiares o amigos	11.9%	17.6%	1.1%	1.7%	32.3%
Internet	2.6%	5.4%	0.1%	0.4%	8.5%
Redes Sociales	1.6%	2.4%	0.0%	0.0%	4.0%
Folletos	0.5%	1.8%	0.0%	0.2%	2.5%
Revista	0.5%	1.1%	0.0%	0.3%	1.9%
Televisión	0.6%	0.7%	0.0%	0.5%	1.8%
Agencias de Viajes	0.5%	0.6%	0.0%	0.1%	1.2%
Radio	0.0%	0.1%	0.0%	0.0%	0.1%
Otro	0.3%	0.9%	0.4%	0.1%	1.7%
No contesto	17.3%	23.0%	1.6%	4.1%	46.0%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Resumen Resultados

Recordación de Publicidad con Imagen

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Si	15.2%	21.2%	0.8%	3.2%	40.4%
No	19.8%	31.4%	2.4%	3.6%	57.2%
No contesto	0.8%	1.0%	0.0%	0.6%	2.4%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Lugar de Recordación de la Publicidad

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Redes Sociales	4.6%	4.2%	0.0%	0.0%	8.8%
Televisión	3.0%	3.6%	0.2%	1.4%	8.2%
Espectaculares	2.4%	4.8%	0.2%	0.4%	7.8%
Internet	2.0%	4.6%	0.2%	0.8%	7.6%
Folletos	2.0%	3.0%	0.0%	0.0%	5.0%
periódico	0.6%	0.4%	0.0%	0.0%	1.0%
Revista	0.2%	0.8%	0.0%	0.0%	1.0%
Otro	0.8%	0.2%	0.2%	0.2%	1.4%
No contesto	20.2%	32.0%	2.4%	4.6%	59.2%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Resumen Resultados

Evaluación de los sitios y atractivos turísticos

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	10.6%	18.4%	1.6%	2.0%	32.6%
Bueno	20.4%	23.6%	0.8%	2.8%	47.6%
Regular	3.6%	8.2%	0.6%	1.0%	13.4%
Malo	0.4%	0.2%	0.0%	0.0%	0.6%
Pésimo	0.0%	0.0%	0.0%	0.2%	0.2%
No Contesto	0.8%	3.2%	0.2%	1.4%	5.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de la Calidad de la Infraestructura Turística

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	6.4%	14.6%	0.6%	1.2%	22.8%
Bueno	20.6%	23.8%	1.6%	3.6%	49.6%
Regular	8.6%	12.6%	0.2%	1.2%	22.6%
Malo	0.2%	1.6%	0.2%	0.2%	2.2%
No Contesto	0.0%	1.0%	0.6%	1.2%	2.8%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de la Imagen del Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	11.4%	16.6%	1.4%	1.2%	30.6%
Bueno	18.2%	25.0%	0.8%	3.4%	47.4%
Regular	6.0%	8.0%	0.4%	1.4%	15.8%
Malo	0.2%	1.0%	0.2%	0.2%	1.6%
No Contesto	0.0%	3.0%	0.4%	1.2%	4.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de la Experiencia de viaje en el destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	13.2%	20.8%	1.2%	1.8%	37.0%
Bueno	18.2%	24.0%	1.6%	3.0%	46.8%
Regular	3.6%	5.0%	0.0%	1.2%	9.8%
Malo	0.4%	0.2%	0.2%	0.0%	0.8%
No Contesto	0.4%	3.6%	0.2%	1.4%	5.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de la hospitalidad de los residentes

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	16.0%	22.4%	1.8%	2.4%	42.6%
Bueno	15.8%	23.0%	1.0%	2.6%	42.4%
Regular	3.2%	4.6%	0.2%	0.8%	8.8%
Malo	0.4%	0.2%	0.0%	0.0%	0.6%
No Contesto	0.4%	3.4%	0.2%	1.6%	5.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de la limpieza en calles y áreas públicas

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	4.0%	8.8%	1.0%	1.2%	15.0%
Bueno	17.0%	17.2%	1.4%	1.2%	36.8%
Regular	11.4%	17.2%	0.6%	2.8%	32.0%
Malo	2.4%	4.2%	0.0%	0.4%	7.0%
Pésimo	0.6%	1.4%	0.0%	0.0%	2.0%
No Contesto	0.4%	4.8%	0.2%	1.8%	7.2%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Resumen Resultados

Evaluación del transporte público local

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	3.0%	6.0%	0.2%	0.8%	10.0%
Bueno	13.8%	17.2%	1.0%	1.6%	33.6%
Regular	10.2%	10.4%	0.4%	1.8%	22.8%
Malo	1.0%	4.0%	0.2%	0.0%	5.2%
Pésimo	0.8%	0.8%	0.0%	0.0%	1.6%
No Contesto	7.0%	15.2%	1.4%	3.2%	26.8%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de la percepción de seguridad

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	9.2%	12.8%	0.8%	1.8%	24.6%
Bueno	15.4%	19.2%	1.6%	2.0%	38.2%
Regular	7.2%	10.2%	0.6%	1.6%	19.6%
Malo	1.8%	2.2%	0.0%	0.2%	4.2%
Pésimo	0.4%	0.2%	0.0%	0.0%	0.6%
No Contesto	1.8%	9.0%	0.2%	1.8%	12.8%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de la señalética para llegar al destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	6.2%	12.2%	0.6%	0.8%	19.8%
Bueno	16.4%	19.0%	2.0%	2.2%	39.6%
Regular	12.0%	13.4%	0.2%	2.6%	28.2%
Malo	0.6%	4.2%	0.0%	0.2%	5.0%
Pésimo	0.2%	0.6%	0.2%	0.0%	1.0%
No Contesto	0.4%	4.2%	0.2%	1.6%	6.4%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de la señalética en el destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	4.0%	13.0%	0.4%	0.8%	18.2%
Bueno	19.2%	18.6%	2.2%	1.8%	41.8%
Regular	10.0%	13.2%	0.0%	2.6%	25.8%
Malo	1.2%	3.8%	0.0%	0.4%	5.4%
Pésimo	0.2%	0.6%	0.2%	0.2%	1.2%
No Contesto	1.2%	4.4%	0.4%	1.6%	7.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de la disponibilidad de información turística

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	7.2%	12.4%	0.4%	0.8%	20.8%
Bueno	17.2%	16.2%	1.6%	2.4%	37.4%
Regular	9.2%	14.8%	0.4%	2.0%	26.4%
Malo	1.2%	3.4%	0.2%	0.4%	5.2%
Pésimo	0.6%	0.6%	0.2%	0.2%	1.6%
No Contesto	0.4%	6.2%	0.4%	1.6%	8.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de la calidad / precio del destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	7.6%	9.6%	1.2%	1.4%	19.8%
Bueno	20.2%	23.2%	1.2%	2.4%	47.0%
Regular	6.2%	8.0%	0.4%	1.6%	16.2%
Malo	0.2%	1.4%	0.2%	0.2%	2.0%
Pésimo	0.4%	0.2%	0.0%	0.2%	0.8%
No Contesto	1.2%	11.2%	0.2%	1.6%	14.2%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Resumen Resultados

Evaluación de los estacionamientos

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	5.8%	9.8%	1.4%	1.6%	18.6%
Bueno	11.2%	16.0%	1.0%	2.0%	30.2%
Regular	13.0%	12.0%	0.4%	1.6%	27.0%
Malo	3.0%	9.0%	0.2%	0.6%	12.8%
Pésimo	1.8%	1.6%	0.0%	0.2%	3.6%
No Contesto	1.0%	5.2%	0.2%	1.4%	7.8%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de vendedores ambulantes

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	6.8%	10.6%	0.8%	0.8%	19.0%
Bueno	16.0%	16.4%	0.8%	1.8%	35.0%
Regular	7.8%	8.6%	0.8%	1.6%	18.8%
Malo	2.6%	5.2%	0.2%	0.8%	8.8%
Pésimo	0.8%	2.8%	0.0%	0.6%	4.2%
No Contesto	1.8%	10.0%	0.6%	1.8%	14.2%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de las artesanías

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	13.0%	15.6%	0.8%	1.4%	30.8%
Bueno	16.0%	21.0%	0.6%	2.2%	39.8%
Regular	4.6%	9.4%	0.6%	2.0%	16.6%
Malo	1.4%	1.2%	0.6%	0.2%	3.4%
Pésimo	0.2%	0.0%	0.0%	0.2%	0.4%
No Contesto	0.6%	6.4%	0.6%	1.4%	9.0%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de la contaminación

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	11.8%	11.2%	1.8%	1.2%	26.0%
Bueno	12.4%	13.6%	0.4%	1.4%	27.8%
Regular	6.6%	9.0%	0.6%	1.6%	17.8%
Malo	1.8%	5.0%	0.0%	0.4%	7.2%
Pésimo	1.4%	3.0%	0.0%	0.6%	5.0%
No Contesto	1.8%	11.8%	0.4%	2.2%	16.2%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de la gastronomía

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	15.4%	19.6%	1.4%	2.0%	38.4%
Bueno	15.6%	22.0%	0.6%	1.8%	40.0%
Regular	3.4%	7.0%	0.8%	1.6%	12.8%
Malo	0.8%	0.6%	0.0%	0.0%	1.4%
Pésimo	0.0%	0.0%	0.0%	0.2%	0.2%
No Contesto	0.6%	4.4%	0.4%	1.8%	7.2%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Evaluación de sanitarios

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	7.6%	10.0%	0.6%	0.8%	19.0%
Bueno	12.2%	14.6%	0.8%	1.6%	29.2%
Regular	6.8%	8.4%	0.6%	1.0%	16.8%
Malo	4.8%	7.4%	0.8%	1.2%	14.2%
Pésimo	3.2%	4.2%	0.2%	1.2%	8.8%
No Contesto	1.2%	9.0%	0.2%	1.6%	12.0%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Resumen Resultados

Regresaría al Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Definitivamente sí	23.8%	36.4%	2.4%	2.6%	65.2%
Probablemente sí	11.0%	16.2%	0.8%	2.0%	30.0%
Probablemente no	0.6%	0.6%	0.0%	0.0%	1.2%
Definitivamente no	0.2%	0.0%	0.0%	0.2%	0.4%
No Contesto	0.2%	0.4%	0.0%	2.6%	3.2%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Recomendaría el Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Definitivamente sí	23.6%	38.6%	2.6%	2.2%	67.0%
Probablemente sí	11.2%	13.6%	0.6%	2.4%	27.8%
Probablemente no	0.6%	0.8%	0.0%	0.0%	1.4%
Definitivamente no	0.2%	0.0%	0.0%	0.0%	0.2%
No Contesto	0.2%	0.6%	0.0%	2.8%	3.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Resumen Resultados

Ciudad de Origen

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Monterrey, N.L.	7.2%	6.0%	0.4%	0.4%	14.0%
San Luis Potosí, S.L.P.	7.8%	5.4%	0.4%	0.4%	14.0%
Ciudad de México	3.2%	3.8%	0.2%	0.6%	7.8%
Texas, E.U.	2.4%	3.6%	0.2%	0.4%	6.6%
Saltillo, Coah.	0.8%	3.2%	0.0%	0.4%	4.4%
Matehuala, S.L.P.	1.6%	1.8%	0.0%	0.2%	3.6%
Zacatecas, Zac.	1.4%	1.2%	0.2%	0.0%	2.8%
Guadalajara, Jal.	0.6%	1.8%	0.2%	0.0%	2.6%
Matamoros, Tams.	0.2%	1.6%	0.2%	0.0%	2.0%
León, Gto.	0.4%	1.6%	0.0%	0.0%	2.0%
Reynosa, Tams.	0.6%	1.4%	0.0%	0.0%	2.0%
Querétaro, Qro.	0.2%	1.4%	0.2%	0.0%	1.8%
Ciudad Victoria, Tams.	0.2%	1.0%	0.2%	0.0%	1.4%
Veracruz	0.2%	1.0%	0.0%	0.0%	1.2%
Moctezuma, S.L.P.	0.4%	0.8%	0.0%	0.0%	1.2%
Cuernavaca, Mor.	0.0%	0.8%	0.0%	0.2%	1.0%
Nuevo Laredo, Tams.	0.2%	0.8%	0.0%	0.0%	1.0%
Guanajuato, Gto.	0.0%	0.6%	0.0%	0.2%	0.8%
Agascalientes, Ags.	0.0%	0.6%	0.0%	0.2%	0.8%
Colima, Col.	0.6%	0.2%	0.0%	0.0%	0.8%
Culiacán, Sin.	0.4%	0.4%	0.0%	0.0%	0.8%
Toluca, Edo. Méx.	0.4%	0.0%	0.0%	0.2%	0.6%
Mérida, Yuc.	0.0%	0.6%	0.0%	0.0%	0.6%
Cadereyta, N.L.	0.2%	0.2%	0.0%	0.2%	0.6%
Tepatlán, Jal.	0.2%	0.4%	0.0%	0.0%	0.6%
Tampico, Tams.	0.2%	0.4%	0.0%	0.0%	0.6%
Charcas, S.L.P.	0.4%	0.2%	0.0%	0.0%	0.6%

Ciudad de Origen

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Ciudad Valles, S.L.P.	0.4%	0.0%	0.2%	0.0%	0.6%
Guadalupe, N.L.	0.0%	0.6%	0.0%	0.0%	0.6%
San Fernando, Tams.	0.0%	0.4%	0.0%	0.0%	0.4%
Ciudad del Carmen, Camp.	0.2%	0.2%	0.0%	0.0%	0.4%
Piedras Negras, Coah.	0.2%	0.2%	0.0%	0.0%	0.4%
Texcoco, Edo. Méx.	0.0%	0.4%	0.0%	0.0%	0.4%
San Pedro Garza García, N.L.	0.0%	0.4%	0.0%	0.0%	0.4%
Morelia, Mich.	0.2%	0.2%	0.0%	0.0%	0.4%
Rioverde, S.L.P.	0.2%	0.2%	0.0%	0.0%	0.4%
Apodaca, N.L.	0.2%	0.2%	0.0%	0.0%	0.4%
San Miguel de Allende, Gto.	0.0%	0.4%	0.0%	0.0%	0.4%
Tula, Hgo.	0.0%	0.4%	0.0%	0.0%	0.4%
Galeana, N.L.	0.0%	0.4%	0.0%	0.0%	0.4%
Chicago, E.U.	0.0%	0.4%	0.0%	0.0%	0.4%
Monclova, Coah.	0.2%	0.2%	0.0%	0.0%	0.4%
San Nicolás, N.L.	0.0%	0.4%	0.0%	0.0%	0.4%
Chiapas	0.0%	0.2%	0.0%	0.2%	0.4%
Azcapotzalco, CDMX	0.0%	0.2%	0.0%	0.0%	0.2%
Parras de la Fuente, Coah.	0.0%	0.0%	0.2%	0.0%	0.2%
Michigan, E.U.	0.0%	0.2%	0.0%	0.0%	0.2%
Zacatepec, Mor.	0.2%	0.0%	0.0%	0.0%	0.2%
Coatzacoalcos, Ver.	0.0%	0.2%	0.0%	0.0%	0.2%
Quintana Roo	0.0%	0.2%	0.0%	0.0%	0.2%
La Paz, B.C.	0.0%	0.2%	0.0%	0.0%	0.2%
Poza Rica, Ver.	0.0%	0.2%	0.0%	0.0%	0.2%
Ciudad Juárez, Chih.	0.0%	0.2%	0.0%	0.0%	0.2%
Temascalcingo, Edo. Méx.	0.0%	0.2%	0.0%	0.0%	0.2%

Ciudad de Origen

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Silao, Gto.	0.2%	0.0%	0.0%	0.0%	0.2%
Cerritos, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Venado, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
San Rafael, N.L.	0.2%	0.0%	0.0%	0.0%	0.2%
Los Salados, N.L.	0.0%	0.2%	0.0%	0.0%	0.2%
Teotihuacán, Edo. Méx.	0.2%	0.0%	0.0%	0.0%	0.2%
Linares, N.L.	0.0%	0.2%	0.0%	0.0%	0.2%
Orizaba, Ver.	0.0%	0.2%	0.0%	0.0%	0.2%
Altamira, Tams.	0.2%	0.0%	0.0%	0.0%	0.2%
San Tiburcio, Zac.	0.0%	0.2%	0.0%	0.0%	0.2%
Durango, Dgo.	0.2%	0.0%	0.0%	0.0%	0.2%
Santa Catarina, N.L.	0.0%	0.2%	0.0%	0.0%	0.2%
Torreón, Coah.	0.0%	0.2%	0.0%	0.0%	0.2%
Pachuca, Hgo.	0.2%	0.0%	0.0%	0.0%	0.2%
Delicias, Chih.	0.0%	0.2%	0.0%	0.0%	0.2%
Arteaga, Coah.	0.0%	0.2%	0.0%	0.0%	0.2%
Tennessee, E.U.	0.0%	0.2%	0.0%	0.0%	0.2%
Atizapán, Edo. Méx.	0.0%	0.2%	0.0%	0.0%	0.2%
Tecomán, Col.	0.0%	0.2%	0.0%	0.0%	0.2%
Chihuahua, Chih.	0.0%	0.2%	0.0%	0.0%	0.2%
Villa de Reyes, S.L.P.	0.0%	0.0%	0.2%	0.0%	0.2%
Oaxaca, Oax.	0.2%	0.0%	0.0%	0.0%	0.2%
Quiroga, Mich.	0.2%	0.0%	0.0%	0.0%	0.2%
Tamazunchale, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Barcelona, Esp.	0.2%	0.0%	0.0%	0.0%	0.2%
Michoacán.	0.2%	0.0%	0.0%	0.0%	0.2%
No Contesto	1.8%	3.4%	0.4%	3.8%	9.4%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Resumen Resultados

Estado de Origen del Entrevistado

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
San Luis Potosí	11.2%	9.0%	0.8%	0.6%	21.6%
Nuevo León	7.8%	8.8%	0.4%	0.6%	17.6%
Tamaulipas	1.6%	6.4%	0.4%	0.0%	8.4%
Ciudad de México	3.2%	3.8%	0.2%	0.6%	7.8%
Estados Unidos	2.4%	4.6%	0.4%	0.4%	7.8%
Coahuila	1.2%	4.0%	0.2%	0.4%	5.8%
Guanajuato	0.6%	2.8%	0.0%	0.2%	3.6%
Zacatecas	1.4%	1.6%	0.2%	0.0%	3.2%
Jalisco	0.8%	1.8%	0.2%	0.0%	2.8%
Estado de México	0.6%	1.4%	0.2%	0.2%	2.4%
Querétaro	0.2%	1.4%	0.2%	0.0%	1.8%
Veracruz	0.2%	1.4%	0.0%	0.0%	1.6%
Morelos	0.0%	1.0%	0.0%	0.2%	1.2%
Aguascalientes	0.0%	0.8%	0.0%	0.2%	1.0%
Colima	0.6%	0.4%	0.0%	0.0%	1.0%
Michoacán	0.6%	0.2%	0.0%	0.0%	0.8%
Sinaloa	0.4%	0.4%	0.0%	0.0%	0.8%
Italia	0.2%	0.4%	0.0%	0.2%	0.8%
Chihuahua	0.0%	0.6%	0.0%	0.0%	0.6%
Campeche	0.2%	0.2%	0.0%	0.0%	0.4%
Chiapas	0.0%	0.2%	0.0%	0.2%	0.4%
Oaxaca	0.4%	0.0%	0.0%	0.0%	0.4%
Yucatán	0.0%	0.4%	0.0%	0.0%	0.4%
Baja California Sur	0.0%	0.2%	0.0%	0.0%	0.2%
Durango	0.2%	0.0%	0.0%	0.0%	0.2%
Hidalgo	0.2%	0.0%	0.0%	0.0%	0.2%
Quintana Roo	0.0%	0.2%	0.0%	0.0%	0.2%
Costa Rica	0.0%	0.2%	0.0%	0.0%	0.2%
España	0.2%	0.0%	0.0%	0.0%	0.2%
No contesto	1.6%	1.4%	0.0%	3.6%	6.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Resumen Resultados

Sexo del entrevistado

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Mujer	19.2%	18.2%	1.0%	2.0%	40.4%
Hombre	15.0%	30.2%	1.8%	1.0%	48.0%
No contesto	1.6%	5.2%	0.4%	4.4%	11.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%

Ocupación de los Entrevistados

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Empleado Privado	8.0%	9.8%	0.0%	1.0%	18.8%
Por cuenta propia	4.0%	9.6%	1.2%	0.4%	15.2%
Labores del hogar	2.6%	8.2%	0.6%	0.4%	11.8%
Empleado de Gobierno	3.4%	7.0%	0.0%	0.4%	10.8%
Comerciante	4.4%	5.8%	0.2%	0.2%	10.6%
Estudiante	8.8%	0.4%	0.0%	0.2%	9.4%
Un oficio (obrero, plomero, carpintero, etc.)	1.6%	5.0%	0.4%	0.6%	7.6%
Empresario (a)	1.4%	4.4%	0.0%	0.0%	5.8%
Retirado (a) / Jubilado(a)	0.4%	1.8%	0.6%	0.0%	2.8%
Desempleado (a)	0.2%	0.8%	0.0%	0.0%	1.0%
Otro	0.2%	0.2%	0.2%	0.0%	0.6%
No Contesto	0.8%	0.6%	0.0%	4.2%	5.6%
Total	35.8%	53.6%	3.2%	7.4%	100.0%



Perfil del Visitante

Región Altiplano

Invierno 2017

Resumen por Principal Ciudad de Origen



Resumen Resultados

Lugar de Encuesta

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Catorce	3.8%	2.2%	1.4%	2.4%	16.6%	3.6%	30.0%
Matehuala	4.6%	3.0%	0.6%	3.0%	17.6%	1.2%	30.0%
Villa de la Paz	1.0%	1.0%	0.2%	0.6%	5.0%	2.2%	10.0%
Venado	3.0%	0.0%	0.4%	1.2%	5.4%	0.0%	10.0%
Charcas	1.4%	1.4%	0.0%	0.8%	5.6%	0.8%	10.0%
Guadalcázar	0.2%	0.2%	0.0%	0.8%	7.2%	1.6%	10.0%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Frecuencia con que visita el Destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Primera vez	3.8%	3.0%	1.6%	2.2%	18.4%	3.2%	32.2%
Una vez al año	2.6%	2.4%	0.0%	1.6%	16.0%	2.4%	25.0%
Dos veces al año	4.8%	0.2%	1.0%	3.6%	11.2%	1.4%	22.2%
Tres o más veces al año	2.4%	2.2%	0.0%	1.4%	11.0%	2.2%	19.2%
No contesto	0.4%	0.0%	0.0%	0.0%	0.8%	0.2%	1.4%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Noches que permanecerá en la Región

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Ninguna	2.0%	1.0%	0.2%	1.4%	8.8%	1.8%	15.2%
Una noche	3.0%	2.6%	0.6%	0.8%	12.0%	1.4%	20.4%
Dos noches	1.4%	0.8%	0.8%	2.0%	13.2%	2.0%	20.2%
Tres noches	2.2%	1.0%	0.2%	0.6%	6.2%	1.0%	11.2%
Cuatro noches	0.8%	0.6%	0.4%	0.8%	3.6%	0.8%	7.0%
Cinco noches	1.8%	0.2%	0.0%	0.8%	3.8%	0.4%	7.0%
Seis noches	0.0%	0.0%	0.0%	0.2%	2.6%	0.4%	3.2%
Siete noches	0.2%	1.0%	0.0%	0.0%	1.4%	0.2%	2.8%
Ocho noches	0.4%	0.0%	0.0%	0.2%	1.0%	0.0%	1.6%
Nueve noches	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.4%
Diez noches	0.8%	0.2%	0.0%	0.4%	1.0%	0.4%	2.8%
Once noches	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
Doce Noches	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.4%
Trece Noches	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.4%
Catorce noches	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Quince noches	0.4%	0.0%	0.0%	0.6%	0.4%	0.0%	1.4%
Veinte noches	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
No contesto	0.6%	0.4%	0.4%	0.2%	2.8%	1.0%	5.4%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Resumen Resultados

Lugar donde se esta hospedando

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Hotel	7.0%	4.6%	1.2%	4.2%	28.6%	4.6%	50.2%
Familia / Amigos	5.2%	1.4%	1.0%	3.2%	17.8%	2.8%	31.4%
Acampará	0.4%	0.4%	0.0%	0.6%	3.0%	0.2%	4.6%
No contesto	1.4%	1.4%	0.4%	0.8%	8.0%	1.8%	13.8%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Nombre Hotel donde Hospeda

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Hotel Posada Real, Matehuala	1.0%	0.0%	0.0%	0.2%	3.6%	0.2%	5.0%
Hotel El Real, Catorce	0.6%	0.8%	0.4%	0.0%	1.6%	1.2%	4.6%
Las Palmas Midway Inn, Matehuala	0.2%	1.0%	0.2%	0.6%	2.2%	0.2%	4.4%
Hotel Nueva Paz, Villa de la Paz	0.0%	0.6%	0.2%	0.6%	1.8%	1.0%	4.2%
Hotel Mesón del Refugio, Catorce	0.2%	0.0%	0.2%	0.8%	2.2%	0.4%	3.8%
Hotel Casino del Valle, Matehuala	1.0%	0.2%	0.0%	0.2%	2.0%	0.0%	3.4%
Hotel Casa Real, Matehuala	0.2%	0.0%	0.0%	0.0%	2.6%	0.2%	3.0%
Hotel María Bonita, Matehuala	0.8%	0.4%	0.0%	0.4%	1.0%	0.2%	2.8%
Hotel El Rincón del Pintor, Catorce	0.2%	0.0%	0.0%	0.0%	1.8%	0.8%	2.8%
Hotel María Esther, Matehuala	0.6%	0.6%	0.0%	0.4%	1.2%	0.0%	2.8%
Hotel Mesón de la Abundancia, Catorce	0.4%	0.2%	0.0%	0.2%	0.8%	0.0%	1.6%
Hotel Mina Real, Catorce	0.2%	0.2%	0.2%	0.0%	0.8%	0.2%	1.6%
Hotel Ruinas del Real, Catorce	0.2%	0.0%	0.0%	0.2%	1.0%	0.0%	1.4%
Hotel La Hacienda, Venado	0.6%	0.0%	0.0%	0.2%	0.6%	0.0%	1.4%
Hotel Álamo, Matehuala	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Hotel Amor y Paz, Catorce	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.4%
Hotel Del Parque, Matehuala	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Hotel Real Bonanza, Catorce	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%
Hotel Rosas	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
El Ángel y El Corazón, Catorce	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%
Refugio Romano Eco Hotel, Catorce	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Hotel Minería, Charcas	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel El Rincón Mágico, Catorce	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel Los Faroles, Catorce	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel Quinta Puesta del Sol, Catorce	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel La Carreta, Matehuala	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Hotel Real de Álamos, Catorce	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel Gran Río	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
No contesto	7.0%	3.6%	1.4%	4.8%	31.4%	5.0%	53.2%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Resumen Resultados

Forma de Viaje

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Solo	1.6%	0.6%	0.0%	0.6%	5.6%	1.6%	10.0%
Pareja	3.6%	2.4%	1.0%	1.8%	15.0%	1.4%	25.2%
Familia	6.4%	4.0%	1.0%	5.0%	28.6%	5.0%	50.0%
Amistades	1.4%	0.4%	0.6%	0.6%	5.6%	1.4%	10.0%
Agrupación	0.4%	0.2%	0.0%	0.0%	1.6%	0.0%	2.2%
No contesto	0.6%	0.2%	0.0%	0.8%	1.0%	0.0%	2.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Número de Acompañantes

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Uno	0.2%	0.0%	0.0%	0.2%	0.8%	0.0%	1.2%
Dos	1.4%	0.4%	0.2%	0.2%	2.4%	0.0%	4.6%
Tres	2.0%	0.8%	0.6%	1.4%	10.8%	1.4%	17.0%
Cuatro	0.8%	0.6%	0.4%	1.8%	5.6%	1.2%	10.4%
Cinco	1.0%	0.4%	0.2%	0.4%	4.6%	0.2%	6.8%
Seis	0.8%	0.6%	0.0%	0.2%	2.6%	0.8%	5.0%
Siete	0.2%	0.4%	0.0%	0.0%	1.0%	0.2%	1.8%
Ocho	0.2%	0.0%	0.0%	0.2%	0.6%	0.2%	1.2%
Nueve	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.4%
Diez	0.2%	0.0%	0.0%	0.0%	1.2%	0.0%	1.4%
Once	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Doce	0.2%	0.0%	0.0%	0.0%	0.4%	0.6%	1.2%
Trece	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Catorce	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Quince	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.4%
No contesto	7.0%	4.6%	1.0%	4.2%	26.0%	4.8%	47.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Medio de Transporte Utilizado

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Automóvil	10.2%	5.8%	2.2%	7.0%	42.2%	7.8%	75.2%
Autobús de línea	2.2%	1.8%	0.4%	1.2%	11.0%	0.6%	17.2%
Autobús rentado	0.4%	0.0%	0.0%	0.0%	1.2%	0.0%	1.6%
Avión	0.0%	0.0%	0.0%	0.0%	1.0%	0.6%	1.6%
No contestó	1.2%	0.2%	0.0%	0.6%	2.0%	0.4%	4.4%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Resumen Resultados

Gasto Promedio en Hospedaje

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
300 a 400 pesos	1.2%	0.6%	0.0%	0.4%	4.6%	0.8%	7.6%
401 a 550 pesos	2.2%	0.2%	0.0%	0.6%	4.2%	0.4%	7.6%
551 a 700 pesos	0.8%	0.2%	0.0%	0.0%	4.6%	1.0%	6.6%
701 a 850 pesos	0.6%	0.4%	0.0%	0.4%	2.6%	0.0%	4.0%
851 a 999 pesos	1.0%	0.6%	0.4%	0.2%	4.8%	0.4%	7.4%
Más de 1,000 pesos	1.4%	2.0%	0.8%	2.4%	7.2%	2.2%	16.0%
No contesto	6.8%	3.8%	1.4%	4.8%	29.4%	4.6%	50.8%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Gasto Promedio en Souvenirs

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
De 100 a 200 pesos	3.0%	0.6%	0.2%	1.2%	9.4%	0.8%	15.2%
De 201 a 250 pesos	2.2%	0.6%	0.6%	0.6%	5.8%	0.0%	9.8%
De 251 a 300 pesos	1.6%	0.2%	0.2%	0.6%	3.4%	1.2%	7.2%
De 301 a 400 pesos	0.8%	0.0%	0.8%	0.4%	3.6%	0.2%	5.8%
De 401 a 500 pesos	0.6%	0.8%	0.2%	1.0%	3.0%	1.0%	6.6%
Más de 500 pesos	1.0%	1.0%	0.0%	1.4%	5.0%	0.6%	9.0%
No contesto	4.8%	4.6%	0.6%	3.6%	27.2%	5.6%	46.4%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Gasto Promedio en Compras

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
De 100 a 200 pesos	3.2%	1.0%	0.6%	1.2%	8.8%	1.0%	15.8%
De 201 a 250 pesos	1.8%	0.8%	0.0%	0.2%	5.4%	0.6%	8.8%
De 251 a 300 pesos	0.8%	0.6%	0.4%	0.4%	5.2%	1.2%	8.6%
De 301 a 400 pesos	1.6%	0.4%	0.4%	0.8%	3.8%	0.4%	7.4%
De 401 a 500 pesos	1.6%	0.4%	0.6%	1.0%	4.6%	1.4%	9.6%
Más de 500 pesos	2.0%	1.4%	0.4%	2.2%	8.8%	1.0%	15.8%
No contesto	3.0%	3.2%	0.2%	3.0%	20.8%	3.8%	34.0%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Gasto Promedio en Transportación Local

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
De 100 a 200 pesos	2.0%	1.0%	0.2%	2.0%	5.4%	0.6%	11.2%
De 201 a 250 pesos	1.4%	0.2%	0.4%	0.2%	2.6%	0.2%	5.0%
De 251 a 300 pesos	0.8%	0.6%	0.0%	0.0%	1.4%	0.4%	3.2%
De 301 a 400 pesos	0.4%	0.2%	0.0%	0.4%	2.4%	0.4%	3.8%
De 401 a 500 pesos	0.2%	0.0%	0.0%	0.4%	1.4%	0.4%	2.4%
Más de 500 pesos	0.8%	0.4%	0.0%	0.6%	2.8%	0.2%	4.8%
No contesto	8.4%	5.4%	2.0%	5.2%	41.4%	7.2%	69.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
De 100 a 200 pesos	2.2%	2.2%	0.2%	1.6%	14.0%	1.2%	21.4%
De 201 a 250 pesos	2.8%	0.6%	0.4%	1.2%	10.8%	1.0%	16.8%
De 251 a 300 pesos	2.6%	0.4%	0.4%	1.2%	4.2%	1.4%	10.2%
De 301 a 400 pesos	1.2%	0.4%	0.4%	0.8%	3.4%	0.8%	7.0%
De 401 a 500 pesos	1.2%	0.4%	0.6%	0.6%	4.0%	1.4%	8.2%
Más de 500 pesos	1.6%	1.8%	0.6%	1.4%	7.4%	1.4%	14.2%
No contesto	2.4%	2.0%	0.0%	2.0%	13.6%	2.2%	22.2%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Gasto Promedio en Gasolina

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
De 100 a 200 pesos	0.4%	0.6%	0.0%	0.6%	3.2%	1.4%	6.2%
De 201 a 250 pesos	0.6%	0.6%	0.0%	0.4%	2.8%	0.6%	5.0%
De 251 a 300 pesos	0.6%	1.2%	0.2%	0.2%	3.2%	0.2%	5.6%
De 301 a 400 pesos	1.0%	0.0%	0.4%	1.0%	2.2%	0.6%	5.2%
De 401 a 500 pesos	0.6%	0.0%	0.4%	1.0%	3.6%	0.4%	6.0%
Más de 500 pesos	3.6%	1.4%	0.6%	1.0%	10.2%	1.6%	18.4%
No contesto	7.2%	4.0%	1.0%	4.6%	32.2%	4.6%	53.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Resumen Resultados

Razón Principal de Viaje a la Región

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Visita a familiares	1.8%	0.7%	0.3%	0.7%	6.2%	0.8%	10.6%
Vacaciones	1.1%	0.7%	0.3%	1.1%	5.7%	0.8%	9.7%
Religioso	0.4%	0.3%	0.1%	0.7%	2.9%	0.6%	4.9%
Turismo de Aventura	0.9%	0.5%	0.1%	0.2%	2.3%	0.5%	4.5%
Cultural	0.3%	0.2%	0.1%	0.5%	2.7%	0.5%	4.4%
Negocios	0.3%	0.3%	0.0%	0.3%	2.1%	0.6%	3.7%
Gastronómico	0.2%	0.1%	0.1%	0.1%	1.0%	0.1%	1.6%
Ecoturismo	0.1%	0.1%	0.0%	0.1%	0.6%	0.0%	0.9%
Deportivo	0.1%	0.1%	0.0%	0.1%	0.7%	0.0%	0.9%
Compra artesanías	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.4%
Naturaleza	0.1%	0.1%	0.0%	0.0%	0.2%	0.1%	0.4%
Salud	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
No Contestó	8.6%	4.7%	1.6%	4.9%	32.8%	5.3%	57.9%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Resumen Resultados

Con que sitios compararía la Región

Concepto	Monterrey	CDMX	Guadalajara	Región Bajo	Otras Ciudades	No Contesto	Total
Nuevo León	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.2%
Venado, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Villa de Guadalupe, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Parras	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Cedral	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Real del monte	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Huasca de Ocampo	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Peña de Bernal	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Valle de Bravo	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Santa clara del cobre	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Tepoztlán	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Monclova	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Chihuahua	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
San Cristóbal	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Querétaro	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Linares	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
California	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Mérida	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Veracruz	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Durango	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Baja California	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Xilitla	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Huasteca	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Tonalá	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
No Contesto	9.5%	6.1%	1.5%	6.4%	41.1%	7.3%	71.9%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Resumen Resultados

Razones de Comparación con la Región

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Arquitectura Colonial	0.4%	0.2%	0.4%	0.7%	3.8%	0.3%	5.8%
Clima	0.3%	0.1%	0.0%	0.1%	2.2%	0.3%	3.0%
Lugares Turísticos	0.5%	0.0%	0.1%	0.1%	0.7%	0.3%	1.7%
Iglesias	0.0%	0.1%	0.1%	0.2%	1.0%	0.2%	1.6%
Bellezas Naturales	0.4%	0.1%	0.0%	0.0%	0.9%	0.0%	1.4%
Zona minera	0.1%	0.1%	0.2%	0.3%	0.6%	0.0%	1.3%
Hospitalidad de la gente	0.3%	0.2%	0.0%	0.0%	0.4%	0.0%	0.9%
Actividades Culturales	0.0%	0.1%	0.0%	0.0%	0.2%	0.2%	0.5%
Ambiente	0.0%	0.0%	0.1%	0.1%	0.3%	0.0%	0.5%
Gastronomía	0.0%	0.0%	0.0%	0.2%	0.1%	0.1%	0.4%
Infraestructura	0.1%	0.0%	0.1%	0.0%	0.2%	0.0%	0.4%
Museos	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
No contestó	11.9%	6.9%	1.6%	7.1%	46.9%	8.0%	82.4%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Resumen Resultados

Medio por el que se enteró o conoce región

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Familiares o amigos	4.8%	2.0%	1.1%	2.8%	19.2%	2.4%	32.3%
Internet	1.0%	0.7%	0.3%	0.8%	5.1%	0.6%	8.5%
Redes Sociales	0.8%	0.4%	0.1%	0.3%	2.1%	0.3%	4.0%
Folletos	0.1%	0.4%	0.0%	0.0%	1.9%	0.1%	2.5%
Revista	0.1%	0.3%	0.0%	0.2%	0.8%	0.5%	1.9%
Televisión	0.0%	0.1%	0.0%	0.1%	0.8%	0.8%	1.8%
Agencias de Viajes	0.1%	0.0%	0.0%	0.3%	0.6%	0.2%	1.2%
Radio	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Otro	0.1%	0.2%	0.1%	0.0%	1.2%	0.1%	1.7%
No contesto	7.0%	3.7%	1.0%	4.2%	25.7%	4.4%	46.0%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Recordación de Publicidad con Imagen

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Si	5.2%	3.6%	1.2%	3.2%	22.6%	4.6%	40.4%
No	8.4%	4.0%	1.4%	5.6%	33.6%	4.2%	57.2%
No contesto	0.4%	0.2%	0.0%	0.0%	1.2%	0.6%	2.4%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Lugar de Recordación de la Publicidad

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Redes Sociales	1.8%	0.6%	0.2%	0.2%	5.4%	0.6%	8.8%
Televisión	1.0%	1.8%	0.2%	1.4%	2.0%	1.8%	8.2%
Espectaculares	0.8%	0.4%	0.4%	0.4%	5.6%	0.2%	7.8%
Internet	1.0%	0.4%	0.2%	0.4%	4.8%	0.8%	7.6%
Folletos	0.4%	0.0%	0.2%	0.6%	3.2%	0.6%	5.0%
periódico	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	1.0%
Revista	0.0%	0.4%	0.0%	0.2%	0.4%	0.0%	1.0%
Otro	0.2%	0.2%	0.0%	0.0%	0.8%	0.2%	1.4%
No contesto	8.6%	4.0%	1.4%	5.6%	34.4%	5.2%	59.2%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Resumen Resultados

Evaluación de los sitios y atractivos turísticos

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	5.0%	2.4%	0.2%	3.4%	18.0%	3.6%	32.6%
Bueno	7.0%	4.0%	2.2%	4.0%	27.8%	2.6%	47.6%
Regular	1.2%	1.0%	0.2%	1.2%	8.2%	1.6%	13.4%
Malo	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Pésimo	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
No Contesto	0.8%	0.4%	0.0%	0.2%	2.8%	1.4%	5.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de la Experiencia de viaje en el destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	5.4%	2.6%	0.6%	3.6%	21.8%	3.0%	37.0%
Bueno	7.0%	3.8%	1.6%	4.2%	26.4%	3.8%	46.8%
Regular	1.0%	0.6%	0.4%	0.8%	6.2%	0.8%	9.8%
Malo	0.2%	0.0%	0.0%	0.0%	0.4%	0.2%	0.8%
No Contesto	0.4%	0.8%	0.0%	0.2%	2.6%	1.6%	5.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de la Calidad de la Infraestructura Turística

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	3.0%	1.8%	0.2%	2.2%	13.4%	2.2%	22.8%
Bueno	7.2%	3.8%	1.6%	5.0%	28.0%	4.0%	49.6%
Regular	3.2%	2.0%	0.8%	1.4%	13.8%	1.4%	22.6%
Malo	0.4%	0.0%	0.0%	0.2%	1.4%	0.2%	2.2%
No Contesto	0.2%	0.2%	0.0%	0.0%	0.8%	1.6%	2.8%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de la hospitalidad de los residentes

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	5.8%	2.8%	0.8%	4.6%	25.2%	3.4%	42.6%
Bueno	6.8%	3.4%	1.8%	4.0%	23.0%	3.4%	42.4%
Regular	1.0%	0.8%	0.0%	0.0%	5.8%	1.2%	8.8%
Malo	0.2%	0.0%	0.0%	0.0%	0.4%	0.0%	0.6%
No Contesto	0.2%	0.8%	0.0%	0.2%	3.0%	1.4%	5.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de la Imagen del Destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	4.0%	1.8%	0.8%	3.4%	18.2%	2.4%	30.6%
Bueno	6.8%	4.4%	1.4%	4.4%	26.8%	3.6%	47.4%
Regular	2.4%	1.2%	0.4%	0.4%	9.8%	1.6%	15.8%
Malo	0.2%	0.0%	0.0%	0.4%	0.6%	0.4%	1.6%
No Contesto	0.6%	0.4%	0.0%	0.2%	2.0%	1.4%	4.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de la limpieza en calles y áreas públicas

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	1.4%	1.2%	0.4%	0.4%	10.0%	1.6%	15.0%
Bueno	6.2%	3.4%	1.0%	4.6%	20.0%	1.6%	36.8%
Regular	4.6%	2.4%	0.8%	2.6%	17.4%	4.2%	32.0%
Malo	1.2%	0.2%	0.2%	0.6%	4.6%	0.2%	7.0%
Pésimo	0.2%	0.0%	0.0%	0.0%	1.6%	0.2%	2.0%
No Contesto	0.4%	0.6%	0.2%	0.6%	3.8%	1.6%	7.2%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Resumen Resultados

Evaluación del transporte público local

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	1.0%	0.6%	0.2%	0.6%	6.2%	1.4%	10.0%
Bueno	6.4%	3.6%	0.8%	3.6%	17.4%	1.8%	33.6%
Regular	2.4%	1.2%	0.8%	1.6%	14.6%	2.2%	22.8%
Malo	1.0%	0.0%	0.0%	0.6%	3.4%	0.2%	5.2%
Pésimo	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.6%
No Contesto	3.2%	2.4%	0.8%	2.4%	14.2%	3.8%	26.8%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de la percepción de seguridad

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	4.4%	1.6%	0.8%	2.2%	12.6%	3.0%	24.6%
Bueno	5.8%	3.0%	1.0%	4.0%	22.6%	1.8%	38.2%
Regular	2.0%	1.0%	0.4%	1.6%	12.4%	2.2%	19.6%
Malo	0.2%	0.6%	0.2%	0.2%	2.6%	0.4%	4.2%
Pésimo	0.2%	0.0%	0.0%	0.0%	0.4%	0.0%	0.6%
No Contesto	1.4%	1.6%	0.2%	0.8%	6.8%	2.0%	12.8%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de la señalética para llegar al destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	2.6%	1.4%	0.4%	2.2%	10.8%	2.4%	19.8%
Bueno	6.8%	3.4%	0.8%	3.4%	22.8%	2.4%	39.6%
Regular	3.6%	2.6%	1.2%	2.2%	15.8%	2.8%	28.2%
Malo	0.6%	0.0%	0.0%	0.4%	3.8%	0.2%	5.0%
Pésimo	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%	1.0%
No Contesto	0.2%	0.4%	0.0%	0.4%	4.0%	1.4%	6.4%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de la señalética en el destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	2.2%	1.4%	0.2%	1.8%	10.6%	2.0%	18.2%
Bueno	7.0%	2.8%	0.8%	4.4%	24.4%	2.4%	41.8%
Regular	3.2%	1.8%	1.4%	1.6%	14.8%	3.0%	25.8%
Malo	0.8%	0.4%	0.0%	0.6%	3.4%	0.2%	5.4%
Pésimo	0.2%	0.0%	0.2%	0.2%	0.2%	0.4%	1.2%
No Contesto	0.6%	1.4%	0.0%	0.2%	4.0%	1.4%	7.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de la disponibilidad de información turística

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	3.4%	1.6%	0.2%	1.8%	12.2%	1.6%	20.8%
Bueno	5.6%	3.6%	0.8%	3.6%	20.8%	3.0%	37.4%
Regular	3.4%	1.4%	1.4%	2.4%	15.0%	2.8%	26.4%
Malo	0.6%	0.6%	0.0%	0.6%	3.2%	0.2%	5.2%
Pésimo	0.2%	0.0%	0.0%	0.0%	1.2%	0.2%	1.6%
No Contesto	0.8%	0.6%	0.2%	0.4%	5.0%	1.6%	8.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de la calidad / precio del destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	2.6%	1.6%	0.2%	1.6%	11.6%	2.2%	19.8%
Bueno	7.0%	4.2%	1.2%	4.8%	27.0%	2.8%	47.0%
Regular	2.0%	1.0%	1.2%	1.0%	9.0%	2.0%	16.2%
Malo	0.2%	0.0%	0.0%	0.2%	1.4%	0.2%	2.0%
Pésimo	0.2%	0.0%	0.0%	0.2%	0.2%	0.2%	0.8%
No Contesto	2.0%	1.0%	0.0%	1.0%	8.2%	2.0%	14.2%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Resumen Resultados

Evaluación de los estacionamientos

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	1.8%	0.8%	0.4%	1.0%	12.0%	2.6%	18.6%
Bueno	3.6%	3.6%	0.2%	3.4%	17.0%	2.4%	30.2%
Regular	5.0%	1.4%	1.2%	2.4%	14.6%	2.4%	27.0%
Malo	2.2%	0.8%	0.6%	1.2%	7.8%	0.2%	12.8%
Pésimo	0.6%	0.0%	0.2%	0.2%	2.2%	0.4%	3.6%
No Contesto	0.8%	1.2%	0.0%	0.6%	3.8%	1.4%	7.8%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de las artesanías

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	6.0%	1.8%	0.6%	3.4%	16.8%	2.2%	30.8%
Bueno	5.4%	3.4%	1.2%	3.6%	23.2%	3.0%	39.8%
Regular	1.4%	1.2%	0.6%	1.2%	10.2%	2.0%	16.6%
Malo	0.2%	0.2%	0.0%	0.0%	2.8%	0.2%	3.4%
Pésimo	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.4%
No Contesto	1.0%	1.2%	0.2%	0.6%	4.2%	1.8%	9.0%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de la gastronomía

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	6.2%	2.8%	1.2%	3.8%	20.8%	3.6%	38.4%
Bueno	6.0%	3.2%	1.2%	3.4%	23.6%	2.6%	40.0%
Regular	1.2%	0.8%	0.2%	1.0%	8.4%	1.2%	12.8%
Malo	0.0%	0.4%	0.0%	0.0%	1.0%	0.0%	1.4%
Pésimo	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
No Contesto	0.6%	0.6%	0.0%	0.6%	3.6%	1.8%	7.2%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de vendedores ambulantes

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	2.8%	1.0%	0.2%	0.6%	12.8%	1.6%	19.0%
Bueno	4.8%	3.8%	0.8%	3.0%	20.2%	2.4%	35.0%
Regular	2.0%	1.0%	1.0%	3.0%	10.0%	1.8%	18.8%
Malo	1.4%	0.2%	0.6%	0.0%	5.6%	1.0%	8.8%
Pésimo	0.6%	0.0%	0.0%	1.0%	2.2%	0.4%	4.2%
No Contesto	2.4%	1.8%	0.0%	1.2%	6.6%	2.2%	14.2%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de la contaminación

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	4.0%	0.8%	0.4%	1.6%	18.2%	1.0%	26.0%
Bueno	3.8%	3.2%	0.8%	2.4%	14.4%	3.2%	27.8%
Regular	2.0%	1.4%	1.0%	1.2%	10.6%	1.6%	17.8%
Malo	1.8%	0.8%	0.4%	1.0%	2.2%	1.0%	7.2%
Pésimo	0.4%	0.2%	0.0%	1.4%	2.2%	0.8%	5.0%
No Contesto	2.0%	1.4%	0.0%	1.2%	9.8%	1.8%	16.2%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Evaluación de sanitarios

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	4.0%	0.8%	0.4%	1.6%	11.2%	1.0%	19.0%
Bueno	3.8%	3.2%	0.8%	2.4%	15.8%	3.2%	29.2%
Regular	2.0%	1.4%	1.0%	1.2%	9.6%	1.6%	16.8%
Malo	1.8%	0.8%	0.4%	1.0%	9.2%	1.0%	14.2%
Pésimo	0.4%	0.2%	0.0%	1.4%	6.0%	0.8%	8.8%
No Contesto	2.0%	1.4%	0.0%	1.2%	5.6%	1.8%	12.0%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Resumen Resultados

Regresaría al Destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Definitivamente sí	8.4%	4.6%	1.6%	5.4%	41.6%	3.6%	65.2%
Probablemente sí	5.0%	3.0%	1.0%	3.0%	14.6%	3.4%	30.0%
Probablemente no	0.2%	0.0%	0.0%	0.2%	0.8%	0.0%	1.2%
Definitivamente no	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.4%
No Contesto	0.2%	0.0%	0.0%	0.2%	0.4%	2.4%	3.2%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Recomendaría el Destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Definitivamente sí	9.4%	5.2%	1.6%	5.4%	40.8%	4.6%	67.0%
Probablemente sí	4.2%	2.4%	1.0%	3.0%	14.8%	2.4%	27.8%
Probablemente no	0.2%	0.0%	0.0%	0.2%	1.0%	0.0%	1.4%
Definitivamente no	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
No Contesto	0.2%	0.2%	0.0%	0.2%	0.6%	2.4%	3.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Resumen Resultados

Estado de Origen del Entrevistado

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
San Luis Potosí	0.0%	0.0%	0.0%	0.0%	21.6%	0.0%	21.6%
Nuevo León	14.0%	0.0%	0.0%	0.0%	3.4%	0.2%	17.6%
Tamaulipas	0.0%	0.0%	0.0%	0.0%	7.8%	0.6%	8.4%
Ciudad de México	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	7.8%
Estados Unidos	0.0%	0.0%	0.0%	0.0%	7.4%	0.4%	7.8%
Coahuila	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	5.8%
Guanajuato	0.0%	0.0%	0.0%	3.4%	0.2%	0.0%	3.6%
Zacatecas	0.0%	0.0%	0.0%	2.8%	0.4%	0.0%	3.2%
Jalisco	0.0%	0.0%	2.6%	0.0%	0.2%	0.0%	2.8%
Estado de México	0.0%	0.0%	0.0%	0.0%	1.8%	0.6%	2.4%
Querétaro	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.8%
Veracruz	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.6%
Morelos	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.2%
Aguascalientes	0.0%	0.0%	0.0%	0.8%	0.2%	0.0%	1.0%
Colima	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
Michoacán	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Sinaloa	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%
Italia	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%
Chihuahua	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%
Campeche	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%
Oaxaca	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Yucatán	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Baja California Sur	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%
Hidalgo	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Quintana Roo	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Costa Rica	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
España	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
No contesto	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	6.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

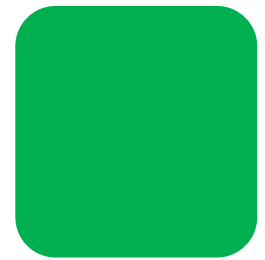
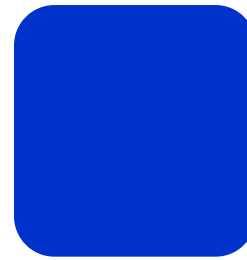
Resumen Resultados

Sexo del entrevistado

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Mujer	5.8%	4.2%	1.0%	3.2%	23.6%	2.6%	40.4%
Hombre	6.6%	2.8%	1.2%	5.2%	29.2%	3.0%	48.0%
No contesto	1.6%	0.8%	0.4%	0.4%	4.6%	3.8%	11.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%

Ocupación de los Entrevistados

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Empleado Privado	3.4%	2.8%	0.4%	1.4%	10.0%	0.8%	18.8%
Por cuenta propia	2.0%	1.0%	0.2%	2.4%	8.4%	1.2%	15.2%
Labores del hogar	1.8%	0.8%	0.4%	0.6%	7.4%	0.8%	11.8%
Empleado de Gobierno	1.4%	0.6%	0.4%	1.2%	6.4%	0.8%	10.8%
Comerciante	1.2%	0.6%	0.2%	0.8%	7.2%	0.6%	10.6%
Estudiante	1.4%	1.2%	0.2%	0.4%	6.2%	0.0%	9.4%
Un oficio (obrero, plomero, carpintero, etc.)	0.8%	0.2%	0.2%	0.4%	5.0%	1.0%	7.6%
Empresario (a)	1.4%	0.2%	0.4%	0.6%	2.4%	0.8%	5.8%
Retirado (a) / Jubilado(a)	0.4%	0.2%	0.0%	0.0%	2.2%	0.0%	2.8%
Desempleado (a)	0.0%	0.0%	0.0%	0.2%	0.6%	0.2%	1.0%
Otro	0.0%	0.0%	0.2%	0.0%	0.2%	0.2%	0.6%
No Contesto	0.2%	0.2%	0.0%	0.8%	1.4%	3.0%	5.6%
Total	14.0%	7.8%	2.6%	8.8%	57.4%	9.4%	100.0%



Perfil del Visitante

Región Altiplano

Invierno 2017

