



PERFIL DEL VISITANTE INVIERNO 2014



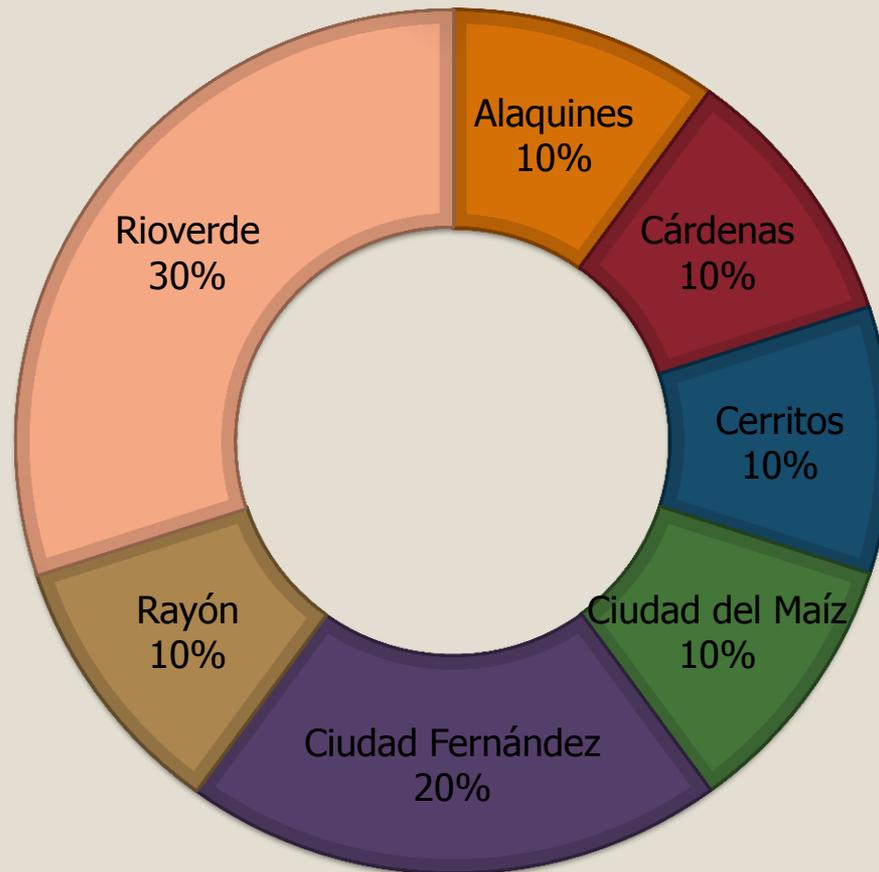
METODOLOGÍA PERFIL DEL VISITANTE

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 de 2014 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

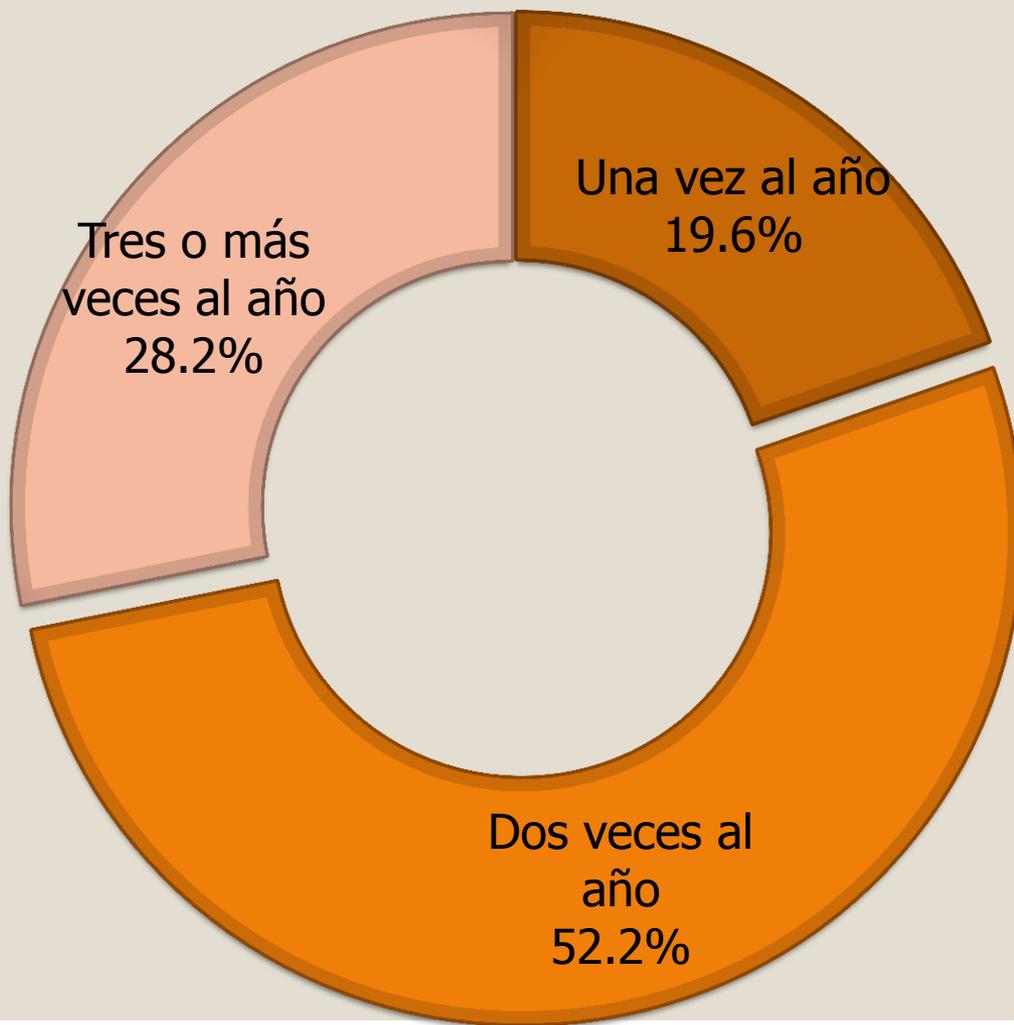
LUGAR DE LEVANTAMIENTO DE ENCUESTAS



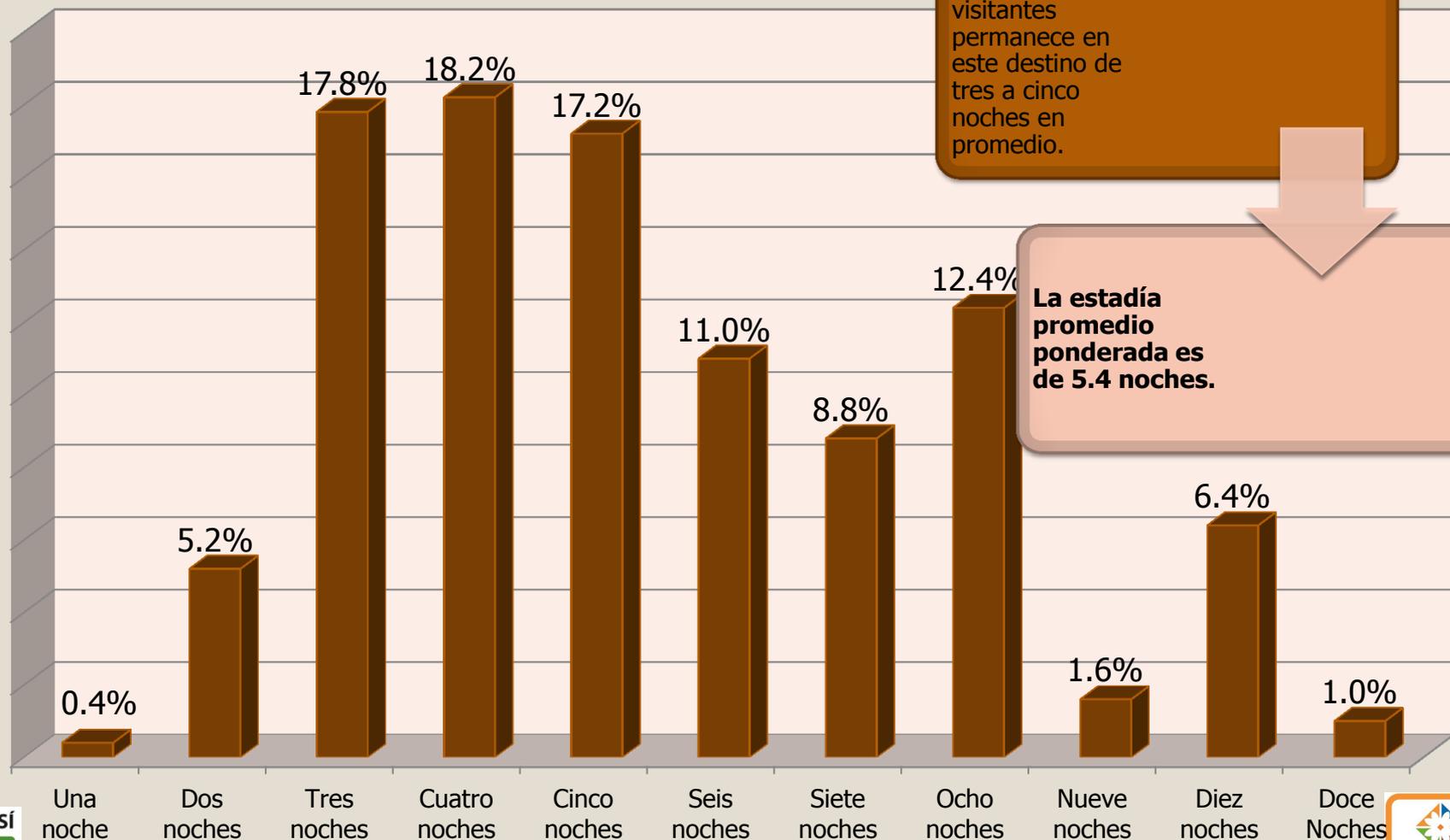
FRECUENCIA DE VISITA A LA REGIÓN

Un alto porcentaje visita dos veces al año la Región (52.2%)

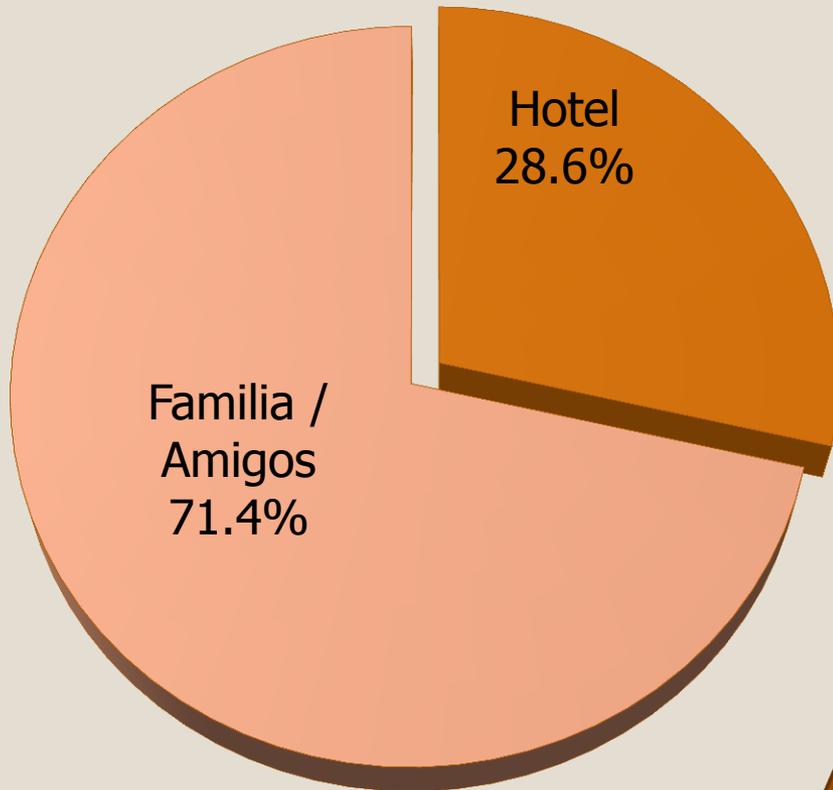
Tres o más veces al año lo visita el 28.2%



NOCHES DE ESTADÍA



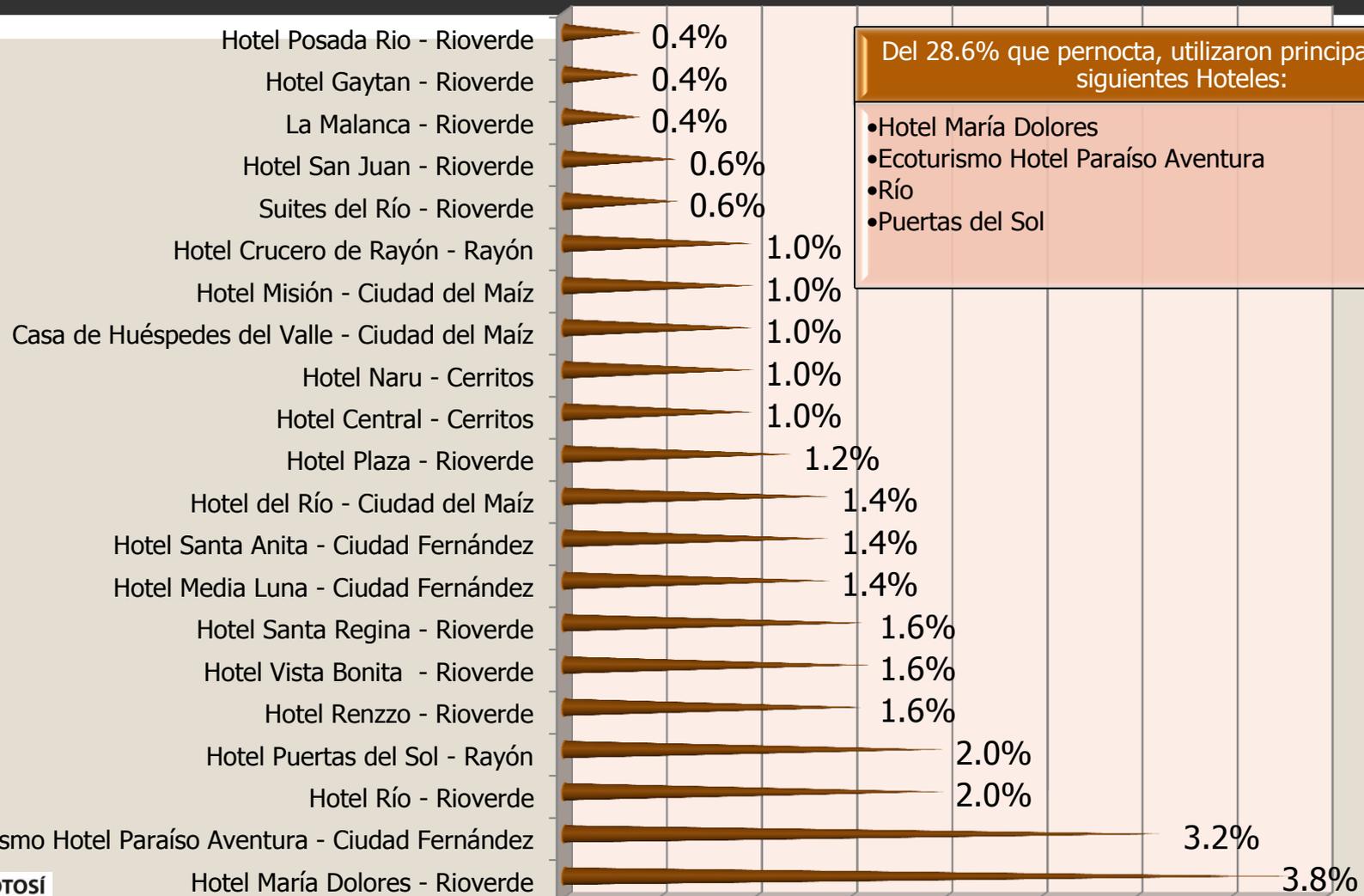
LUGAR DE HOSPEDAJE DEL VISITANTE



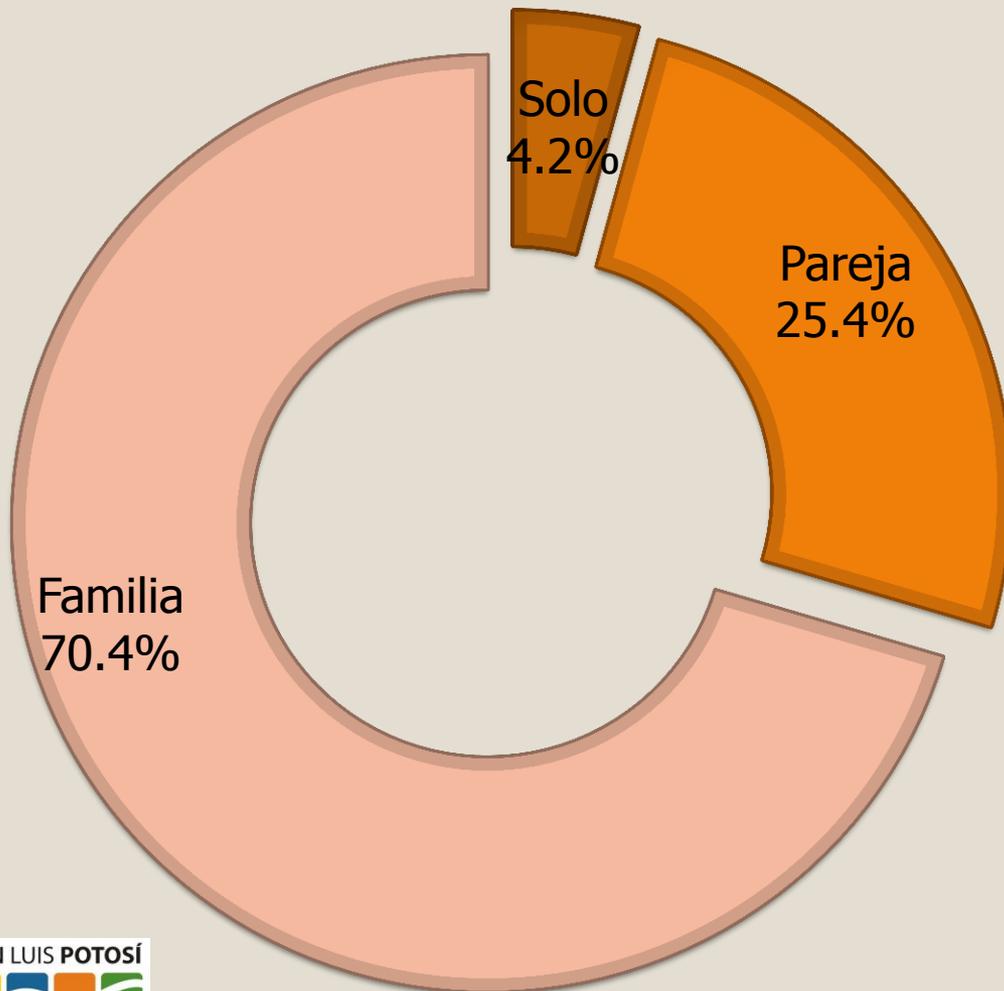
El 28.6% de los visitantes pernoctan en algún hotel de esta región

El 71.4% prefiere casas de Familiares y amigos

PRINCIPALES HOTELES DE PERNOCTA DEL VISITANTE



FORMA DE VIAJAR DEL VISITANTE

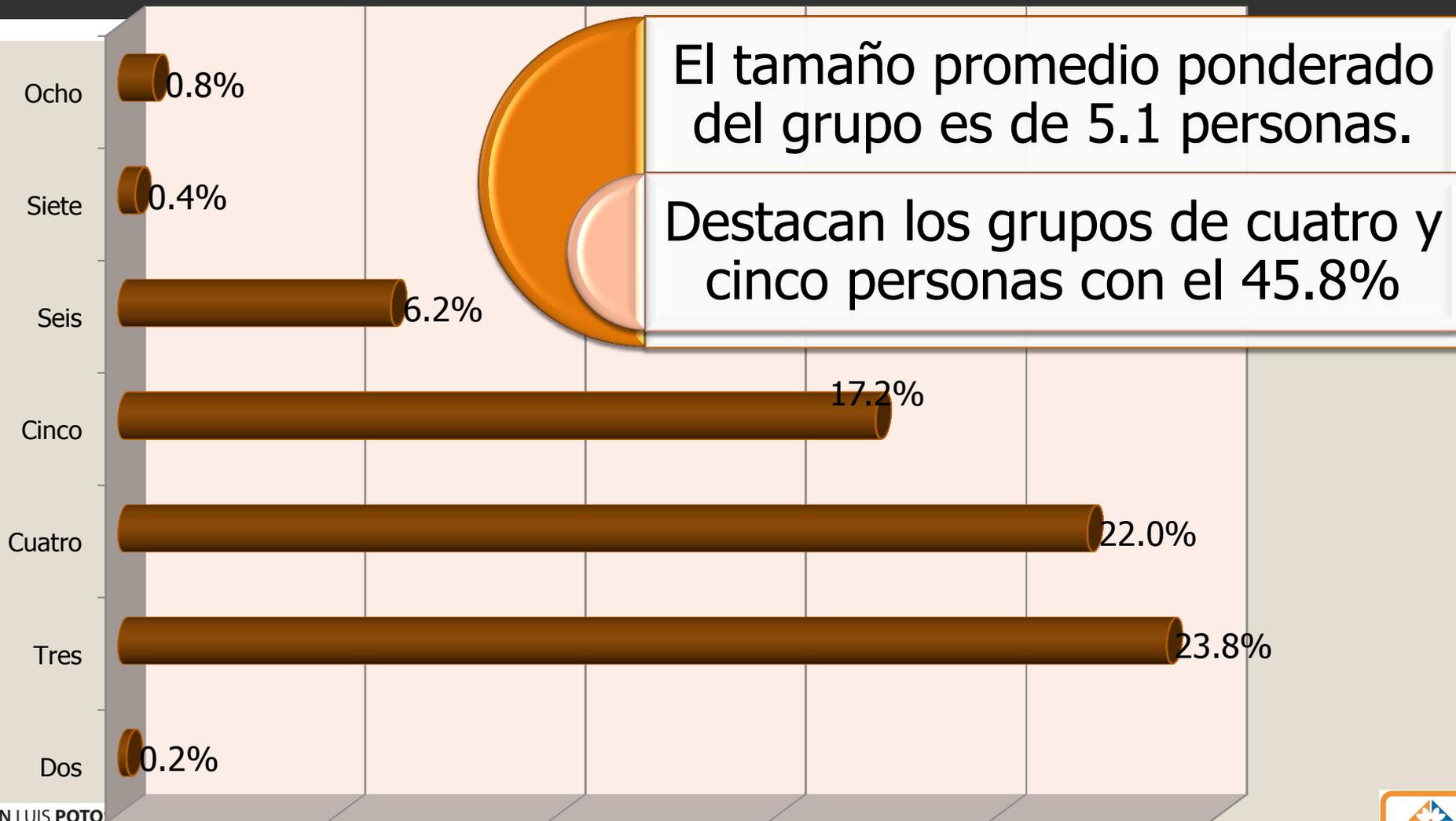


El 70.4% realiza este viaje con su familia.

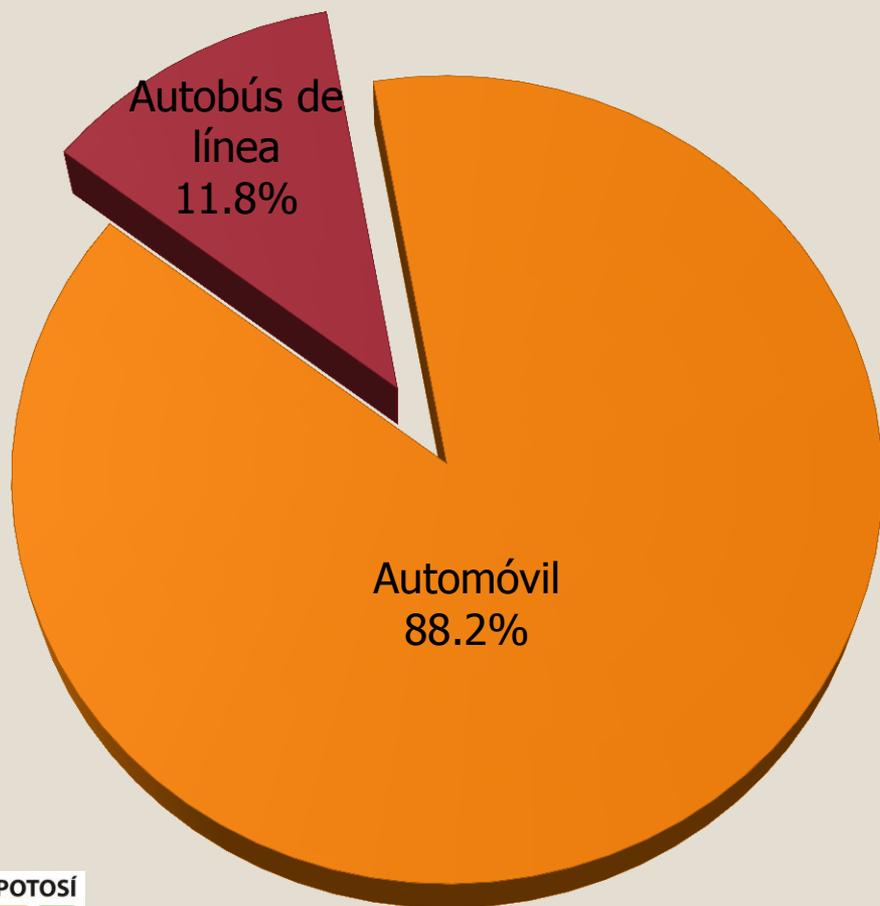
El 25.4% viaja con su pareja

El 4.2% realiza su viaje solo.

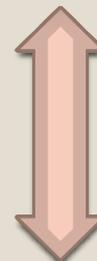
NÚMERO DE ACOMPAÑANTES EN SU VISITA



MEDIO DE TRANSPORTE UTILIZADO POR EL VISITANTE

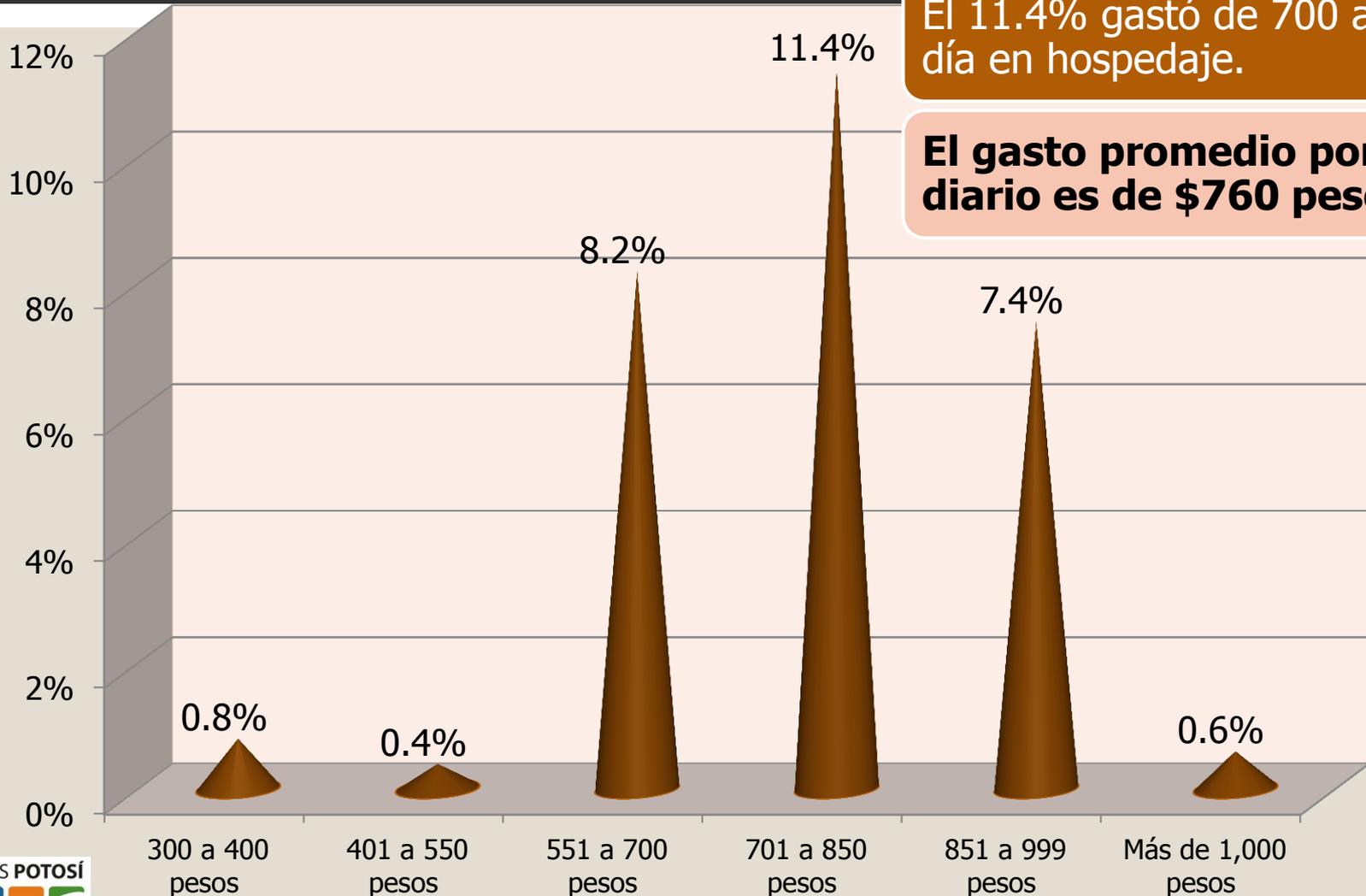


El 88.2% se desplaza a este destino en Automóvil



El 11.8% viaja en autobús de línea

GASTO PROMEDIO - HOSPEDAJE



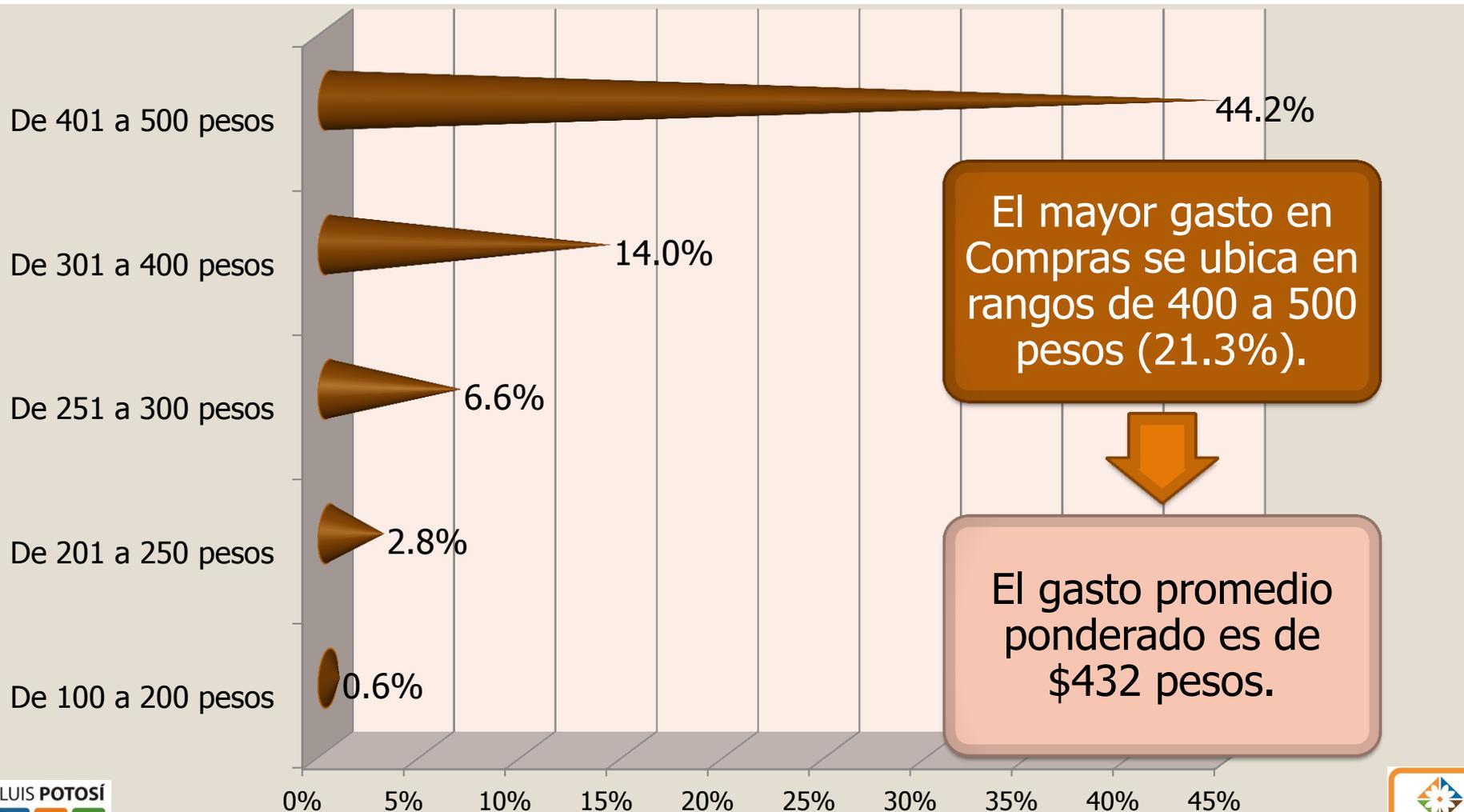
El 11.4% gastó de 700 a 850 por día en hospedaje.

El gasto promedio ponderado diario es de \$760 pesos.

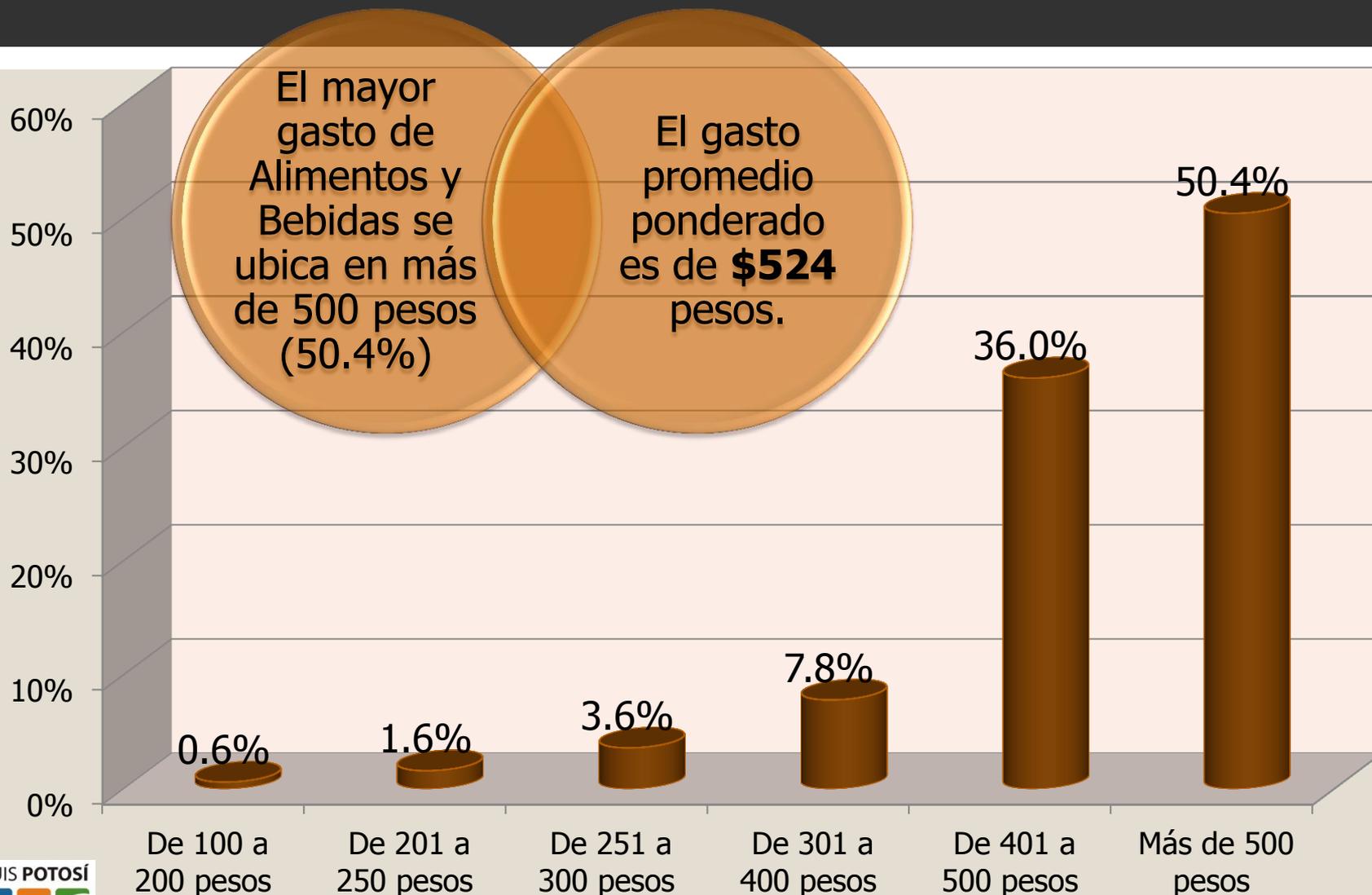
Nota: La diferencia para el 100% corresponde al No Contesto.

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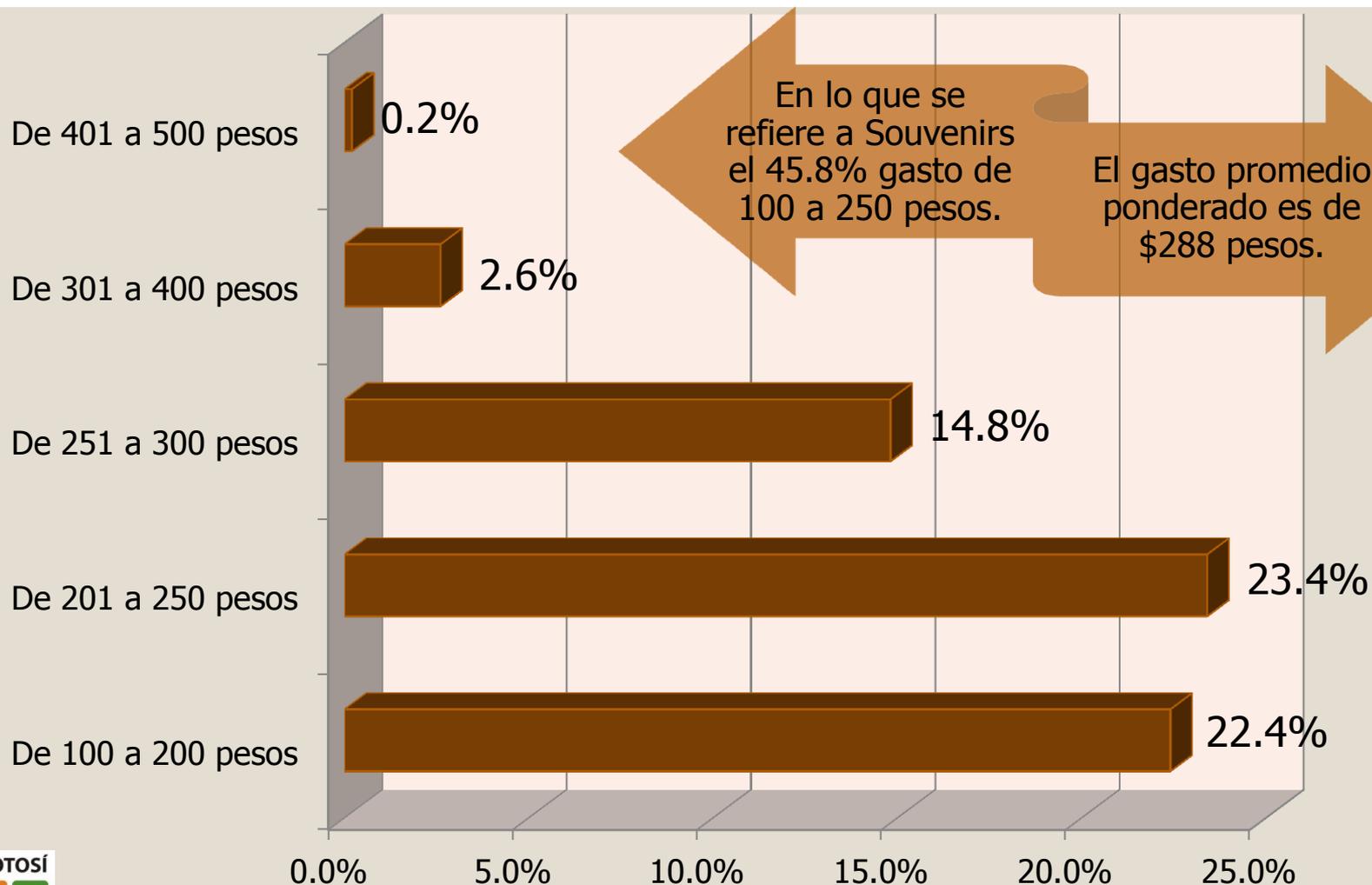
GASTO PROMEDIO - COMPRAS



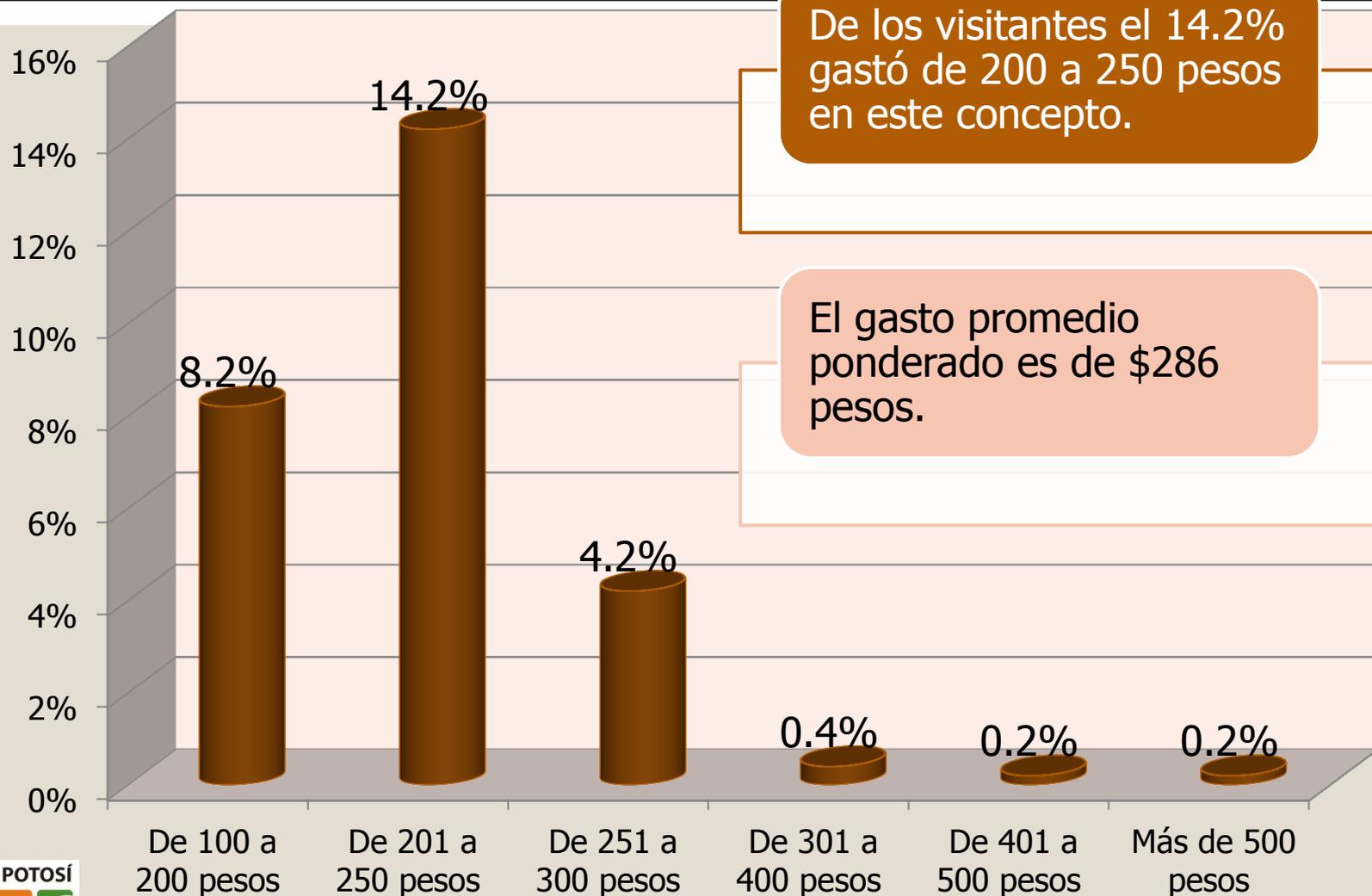
GASTO PROMEDIO – ALIMENTOS Y BEBIDAS



GASTO PROMEDIO - SOUVENIRS



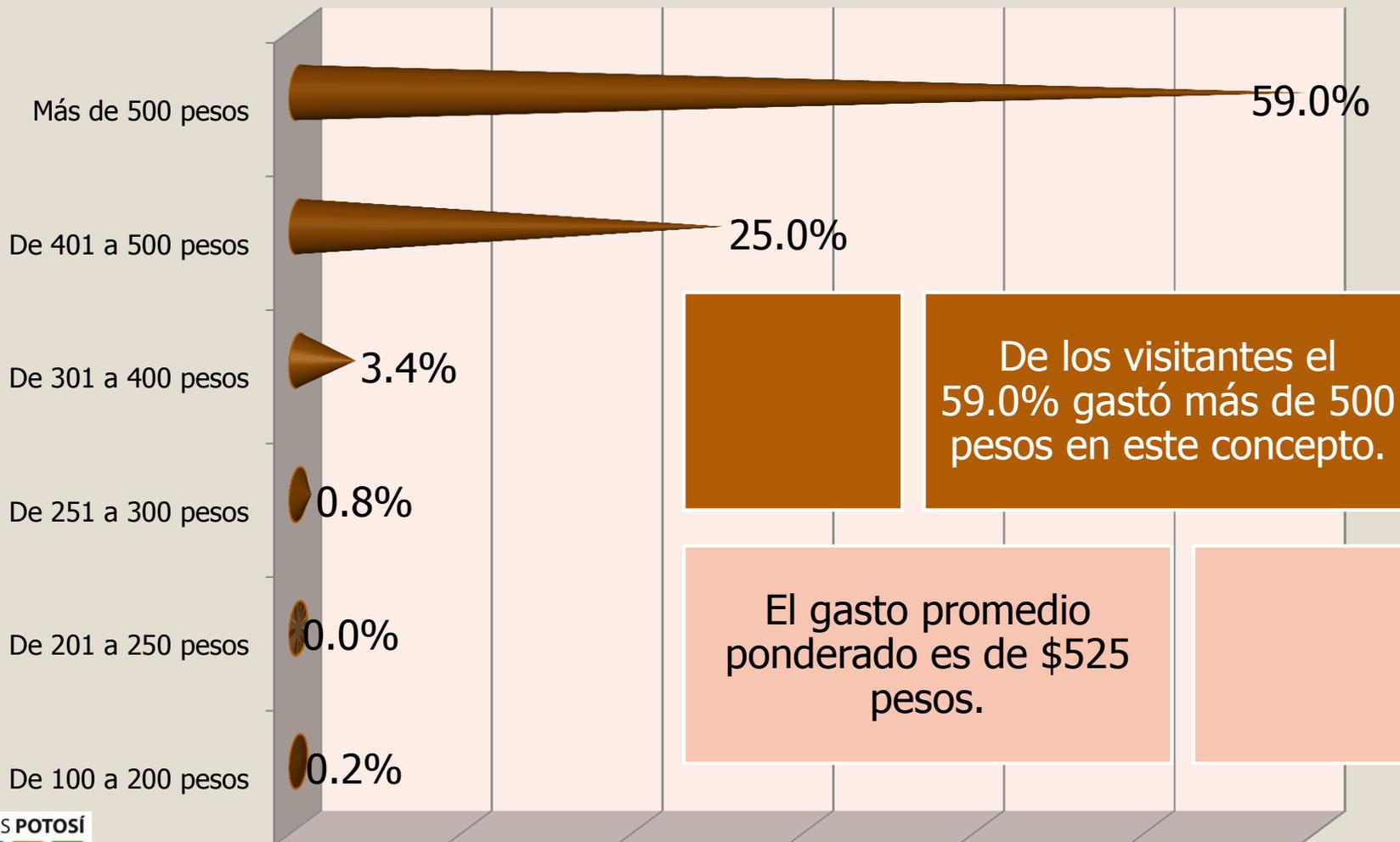
GASTO PROMEDIO – TRANSPORTACIÓN LOCAL



De los visitantes el 14.2% gastó de 200 a 250 pesos en este concepto.

El gasto promedio ponderado es de \$286 pesos.

GASTO PROMEDIO – GASOLINA



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

Perfil del Visitante Región Media – Invierno 2014

GASTO TOTAL PROMEDIO PONDERADO

Hospedaje

• \$760

Compras

• \$432

Alimentos
y Bebidas

• \$524

Souvenirs

• \$288

Transporte
Local

• \$286

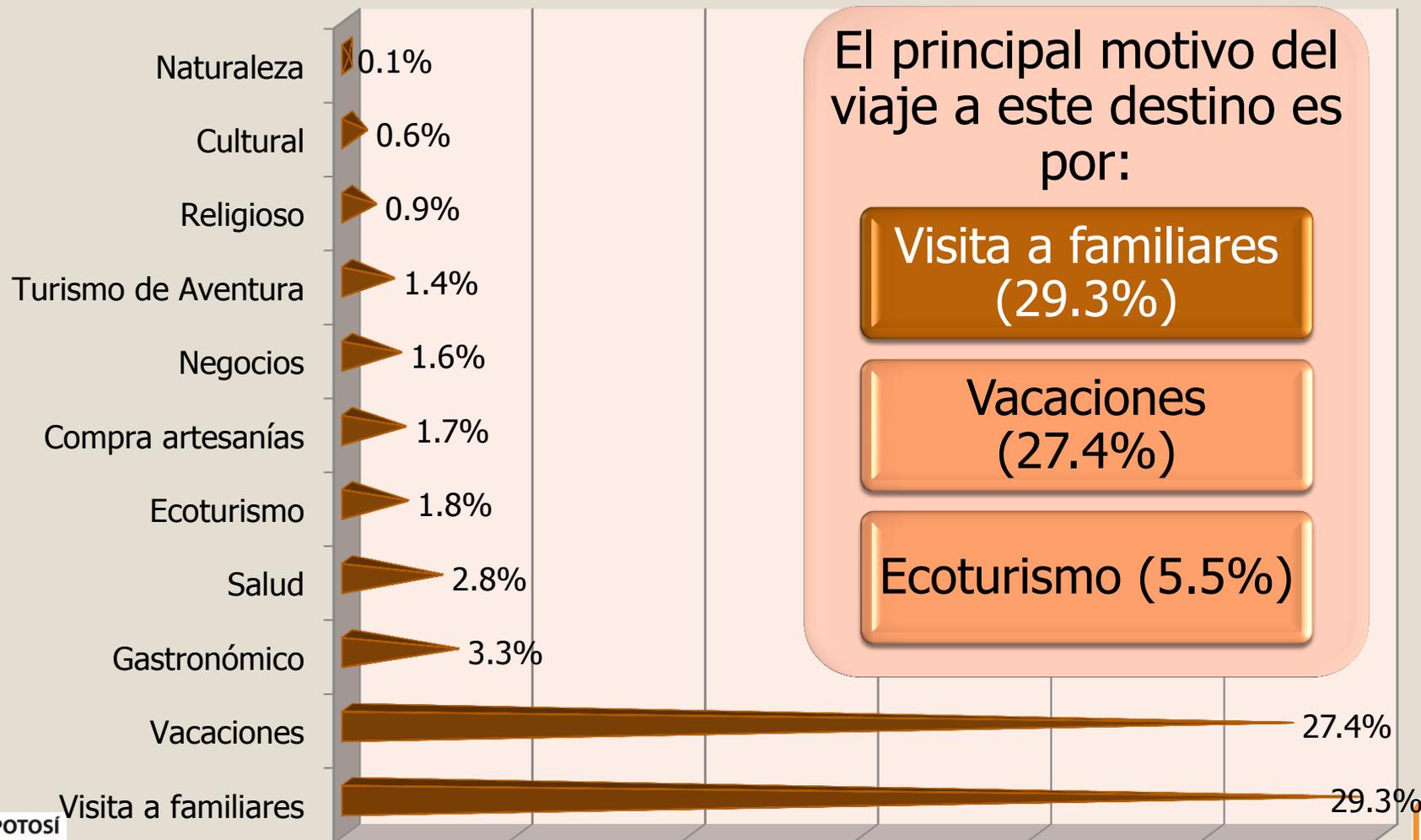
Gasolina

• \$525

**Gasto
Total
Promedio
Ponderado**

• \$2,815

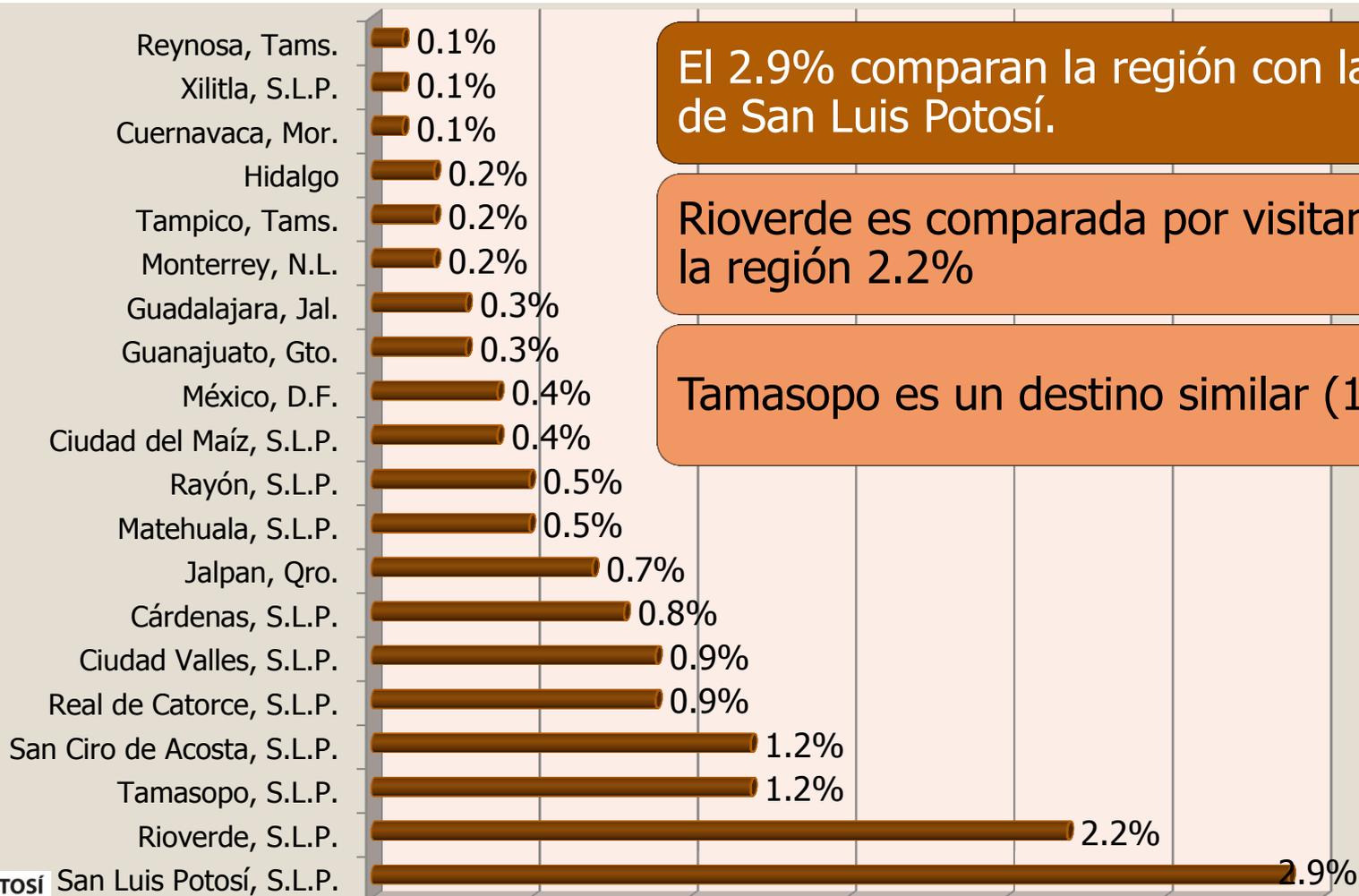
RAZÓN PRINCIPAL DE VIAJE



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

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SITIOS CON LOS QUE COMPARAN A LA REGIÓN



El 2.9% comparan la región con la ciudad de San Luis Potosí.

Rioverde es comparada por visitantes de la región 2.2%

Tamasopo es un destino similar (1.2%).

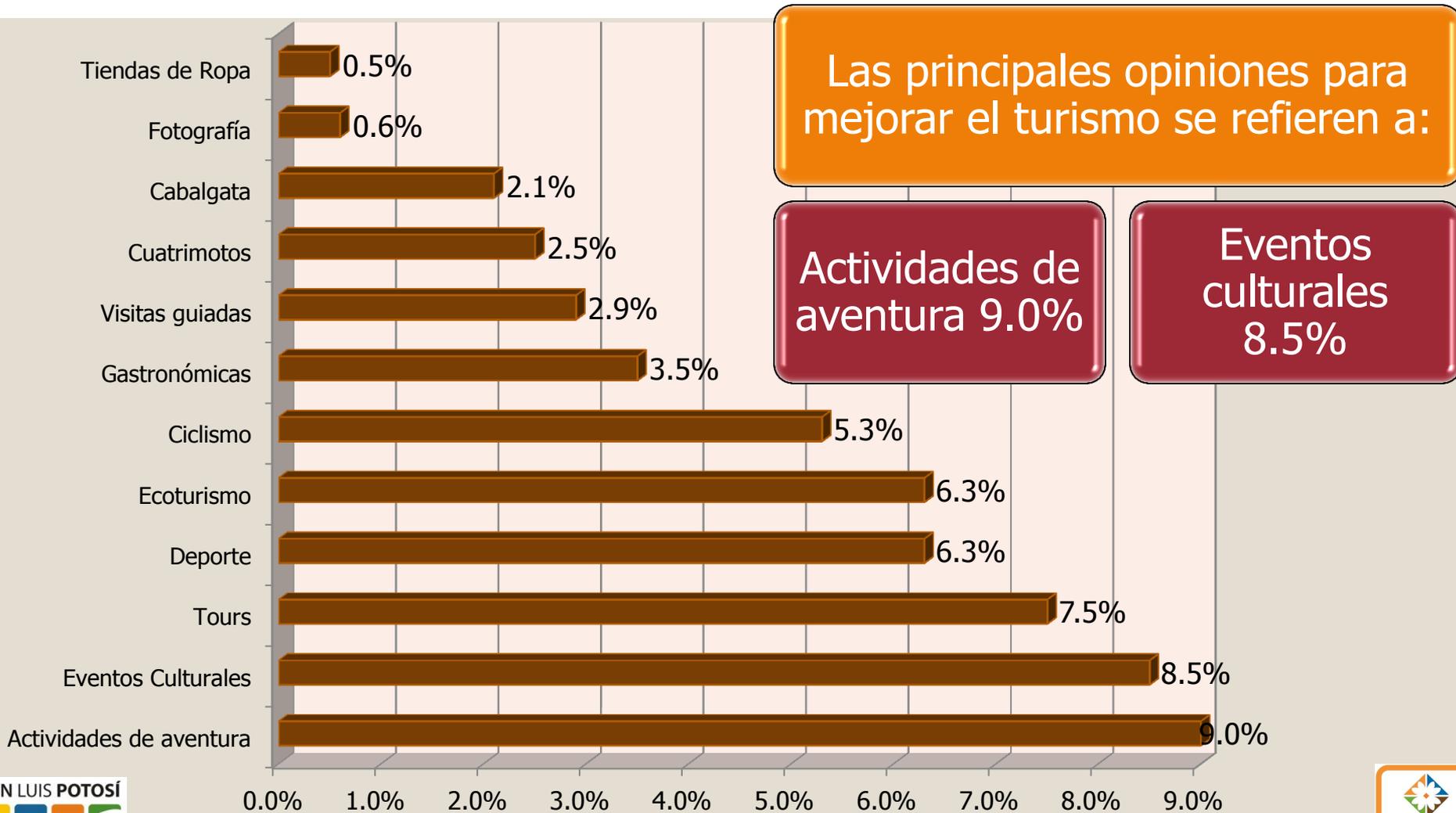
Nota: La diferencia para el 100% corresponde al No Contesto.

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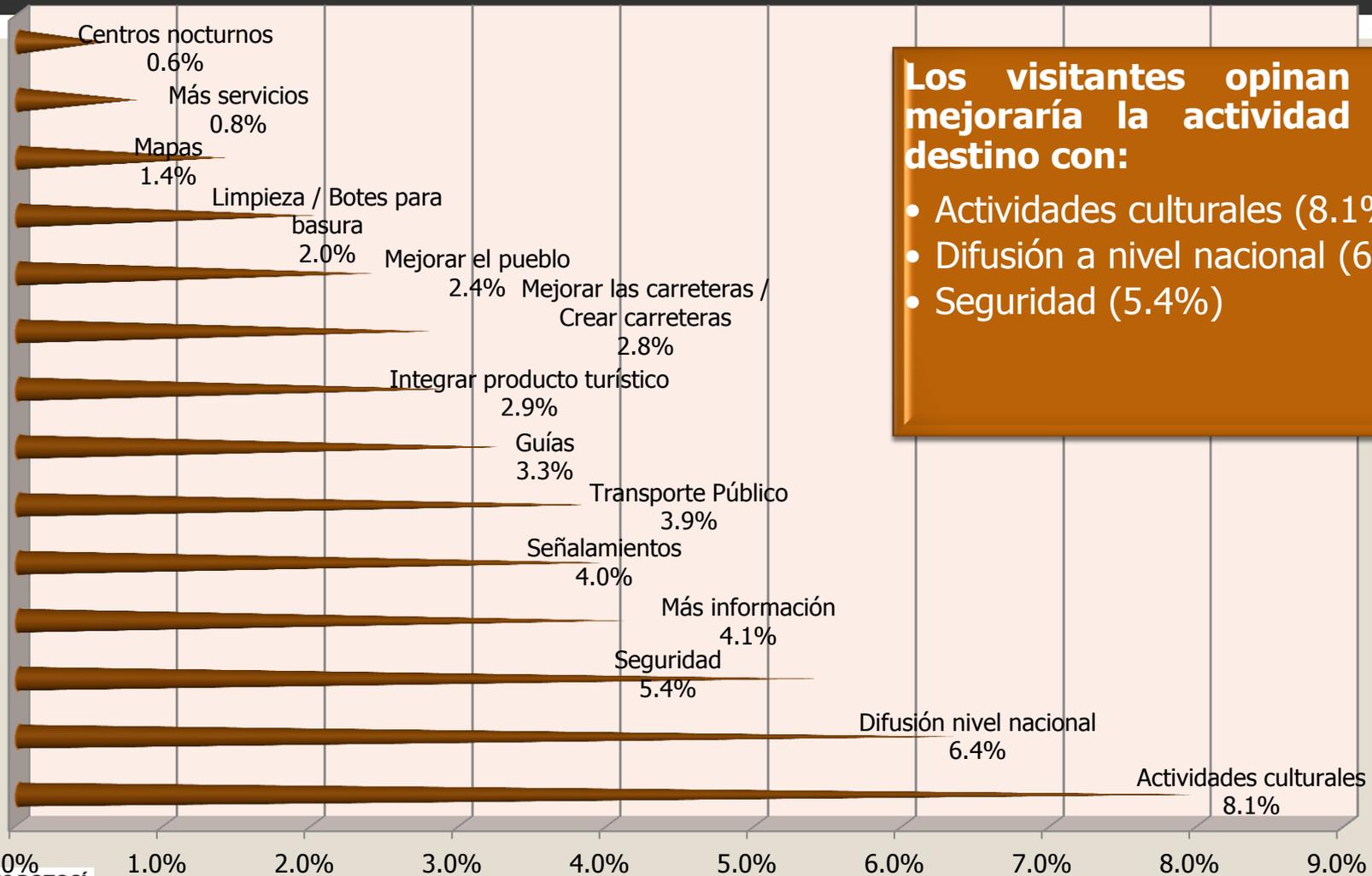
RAZONES DE COMPARACIÓN CON OTRO DESTINO



PROPUESTA DE ACTIVIDADES QUE PODRÍAN DESARROLLARSE



OPINIÓN PARA MEJORAR TURÍSTICAMENTE LA REGIÓN



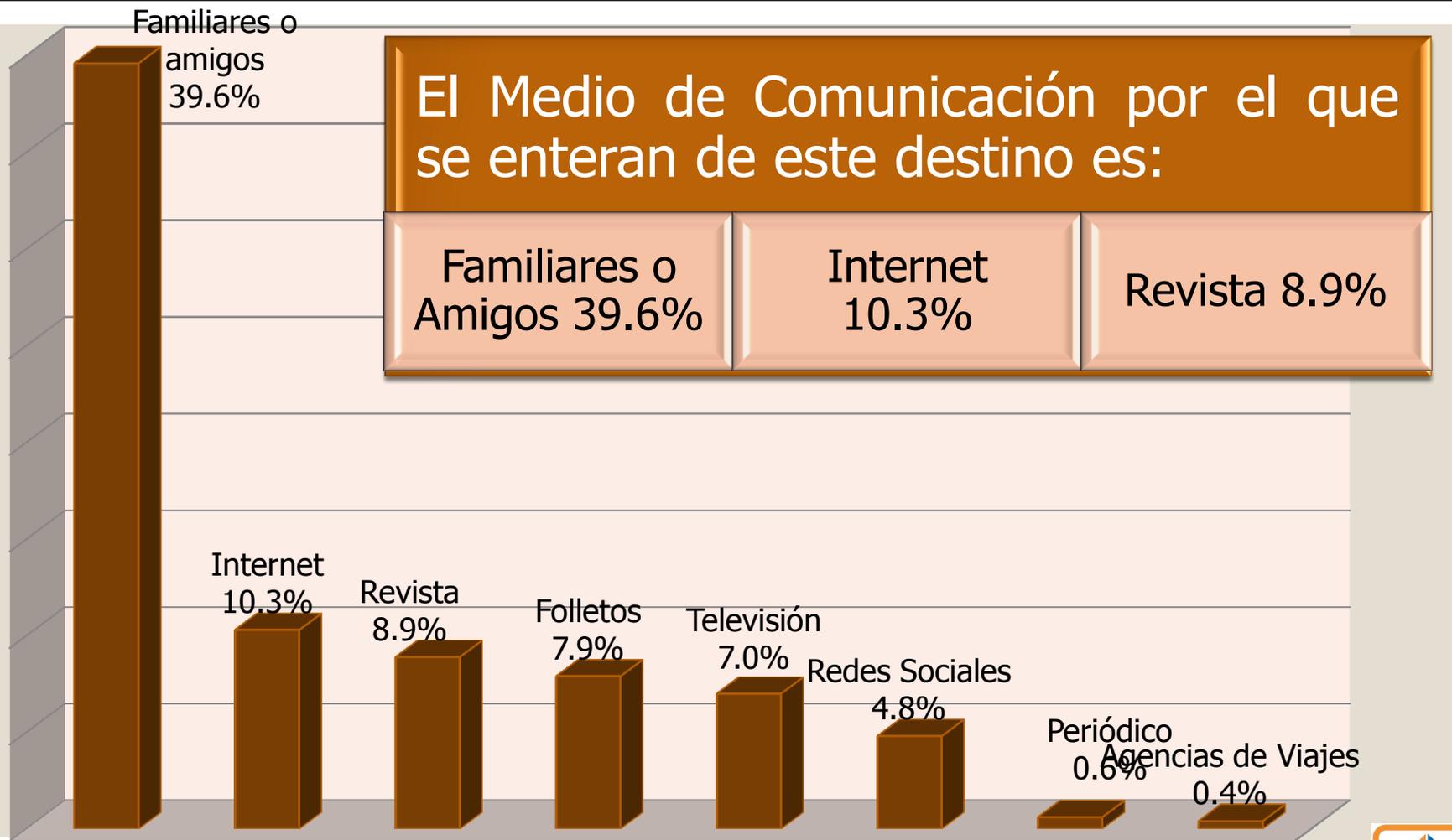
Los visitantes opinan que se mejoraría la actividad de este destino con:

- Actividades culturales (8.1%)
- Difusión a nivel nacional (6.4%)
- Seguridad (5.4%)

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

Perfil del Visitante Región Media – Invierno 2014

MEDIO POR EL QUE SE ENTERO O CONOCE DE LA REGIÓN



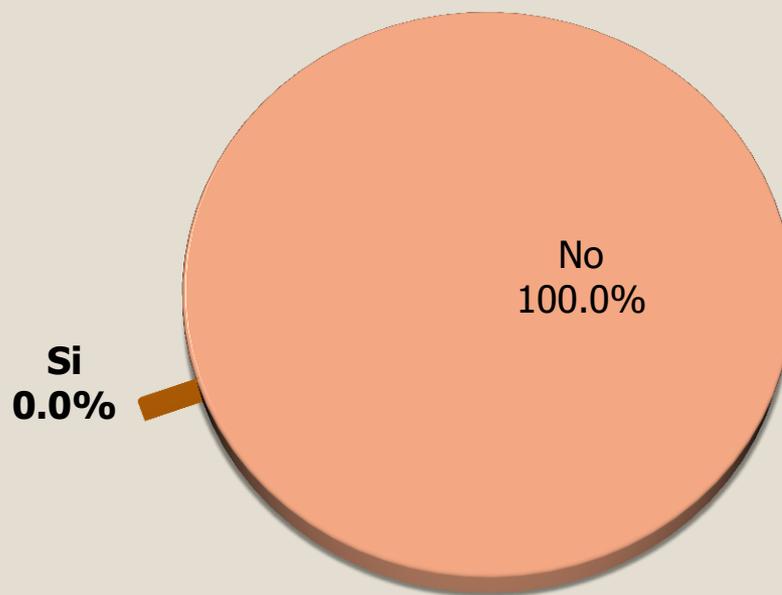
Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Región Media – Invierno 2014

MEDIO POR EL QUE SE ENTERO O CONOCE DE LA REGIÓN POR ESTADO DE ORIGEN

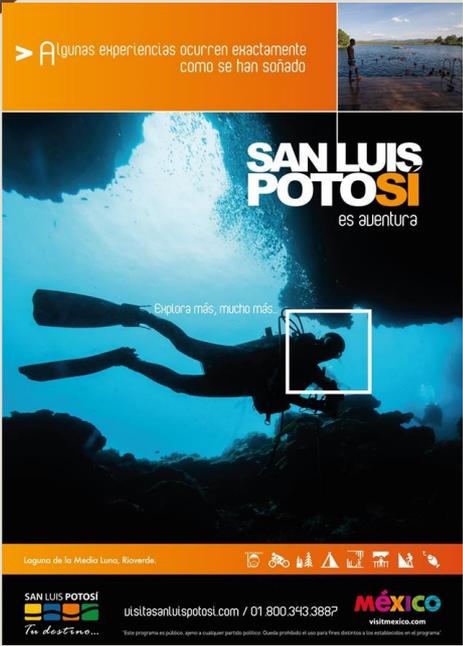
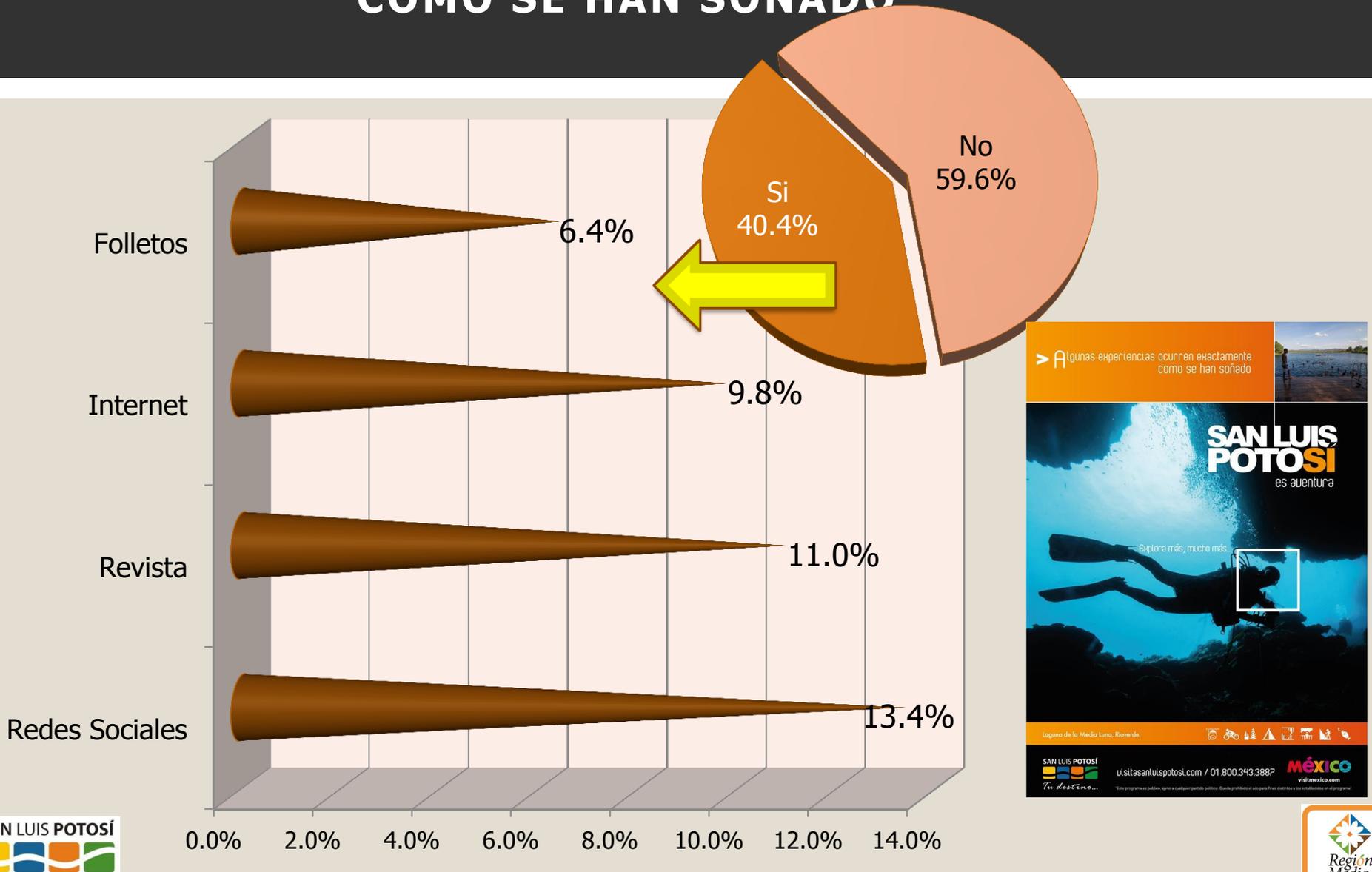
| Medio de Comunicación | San Luis Potosí | Estado de México | Tamaulipas | Querétaro | Nuevo León | Jalisco | Aguascalientes | Distrito Federal | Guanajuato | Coahuila | Guerrero | Veracruz | Puebla | Hidalgo | Zacatecas | Michoacán | Otro | Total |
|-----------------------|-----------------|------------------|-------------|-------------|-------------|-------------|----------------|------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---------------|
| Familiares o amigos | 10.6% | 3.3% | 3.7% | 2.6% | 2.3% | 1.4% | 1.2% | 0.9% | 0.5% | 0.5% | 0.3% | 0.5% | 0.5% | 0.5% | 0.5% | 0.4% | 9.9% | ↑ 39.6% |
| Internet | 2.1% | 1.1% | 0.7% | 0.7% | 0.5% | 0.3% | 0.4% | 0.2% | 0.3% | 0.2% | 0.2% | 0.2% | 0.2% | 0.0% | 0.2% | 0.0% | 3.0% | ↔ 10.3% |
| Revista | 2.5% | 0.4% | 1.6% | 0.5% | 0.3% | 0.6% | 0.2% | 0.2% | 0.2% | 0.2% | 0.0% | 0.2% | 0.2% | 0.0% | 0.0% | 0.1% | 1.7% | ↔ 8.9% |
| Folletos | 1.4% | 0.6% | 0.5% | 0.5% | 0.1% | 0.5% | 0.1% | 0.5% | 0.1% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% | 3.4% | ↓ 7.9% |
| Televisión | 1.8% | 0.3% | 0.7% | 0.4% | 0.2% | 0.0% | 0.3% | 0.2% | 0.1% | 0.0% | 0.0% | 0.2% | 0.1% | 0.2% | 0.1% | 0.0% | 2.4% | ↓ 7.0% |
| Redes Sociales | 0.4% | 0.5% | 0.2% | 0.2% | 0.3% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | 0.2% | 0.0% | 0.0% | 0.0% | 2.7% | ↓ 4.8% |
| Periódico | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.6% | ↓ 0.6% |
| Agencias de Viajes | 0.0% | 0.1% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | ↓ 0.4% |
| No contesto | 6.6% | 1.9% | 2.4% | 1.2% | 1.1% | 0.8% | 0.6% | 0.1% | 0.4% | 0.4% | 0.2% | 0.2% | 0.2% | 0.3% | 0.3% | 0.3% | 3.5% | 20.5% |
| Total | 25.4% | 8.2% | 9.8% | 6.2% | 4.8% | 3.6% | 3.0% | 2.2% | 1.6% | 1.4% | 0.8% | 1.4% | 1.4% | 1.0% | 1.2% | 0.8% | 27.2% | 100.0% |

CONTRATACIÓN DE ALGÚN OPERADOR DURANTE SU VISITA

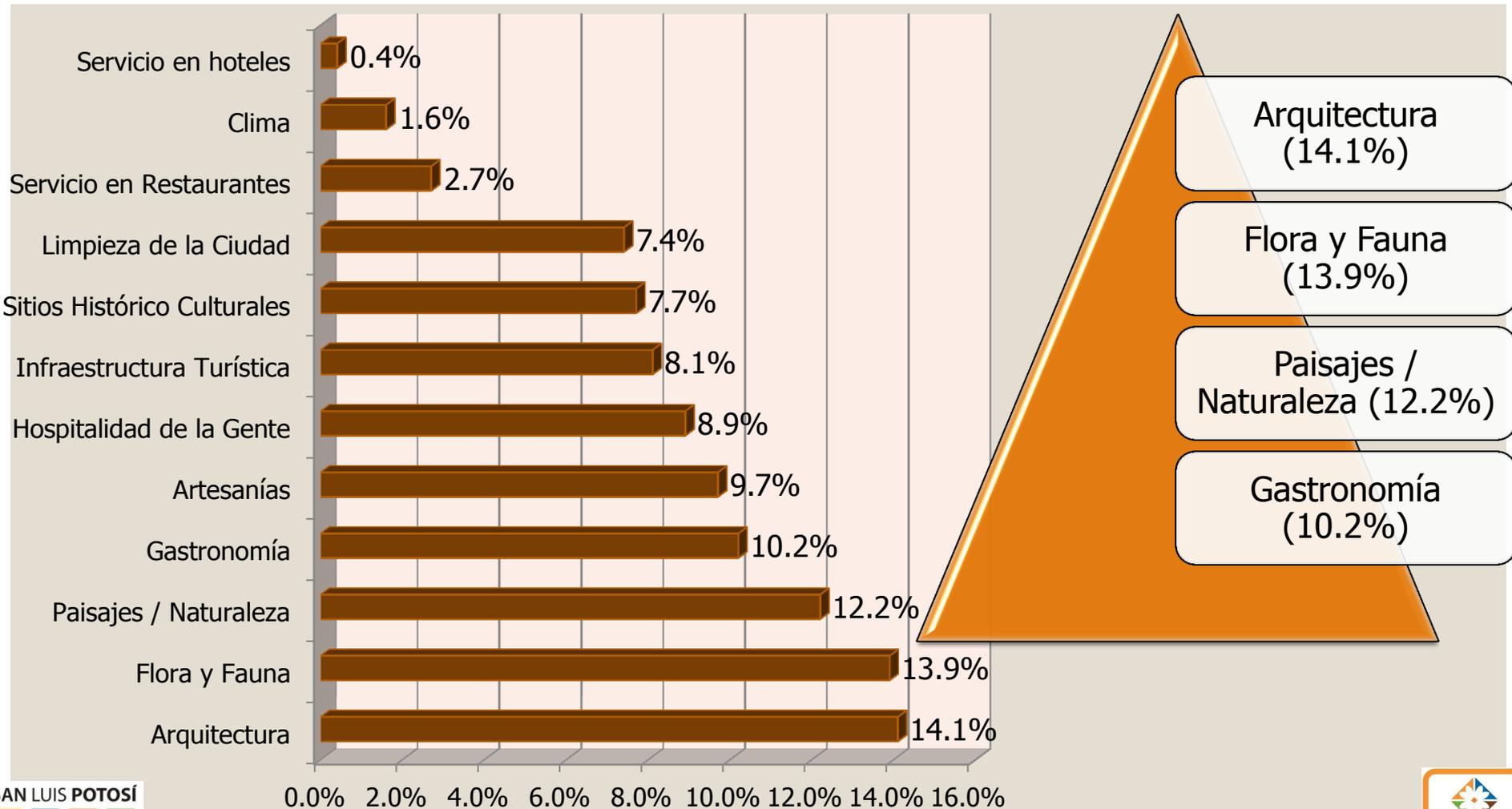


RECORDACION DE LA PUBLICIDAD

"ALGUNAS EXPERIENCIAS OCURREN EXACTAMENTE COMO SE HAN SOÑADO"



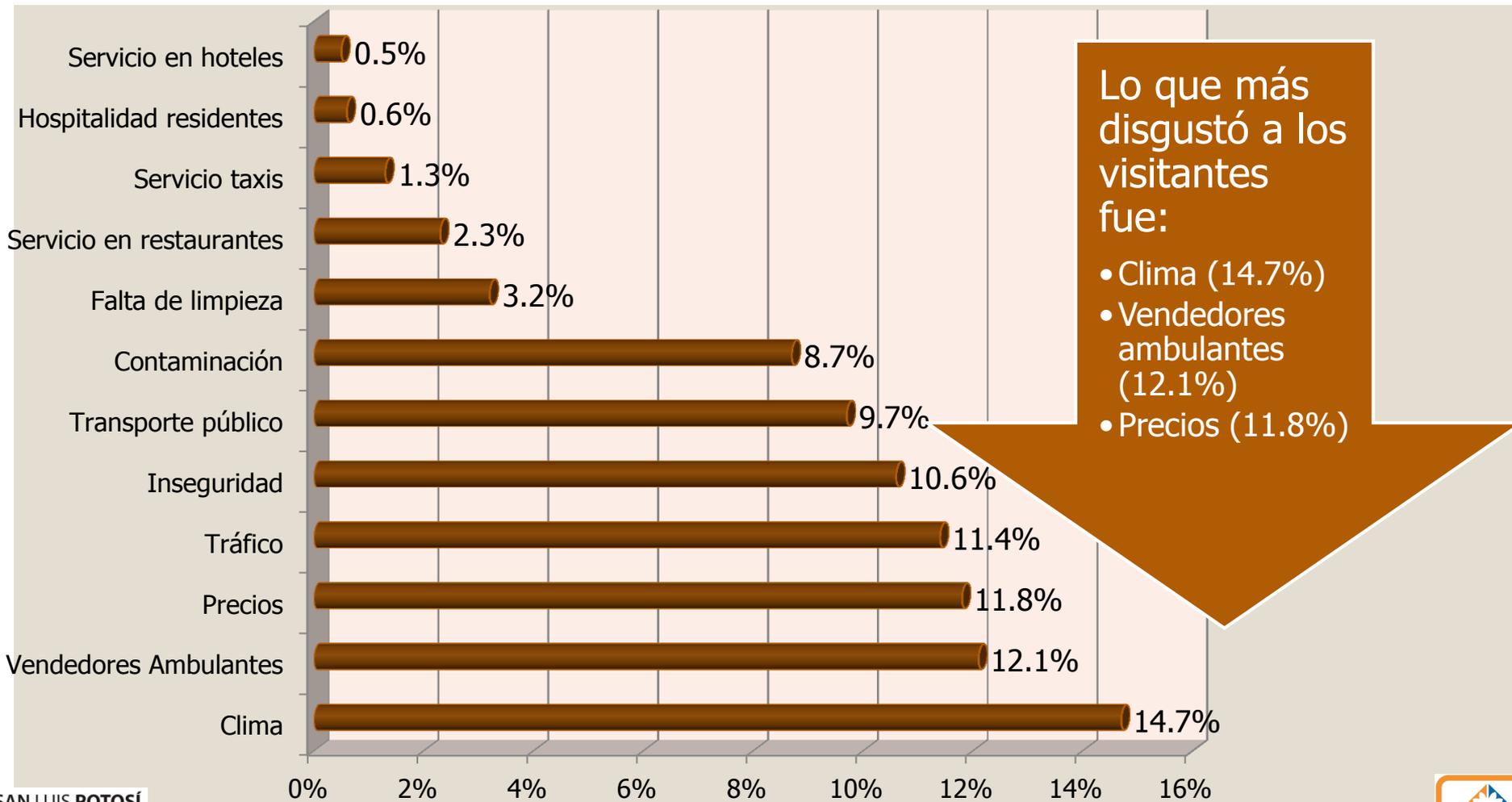
LO QUE MÁS GUSTO A LOS VISITANTES DURANTE SU VISITA A LA REGIÓN



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

Perfil del Visitante Región Media – Invierno 2014

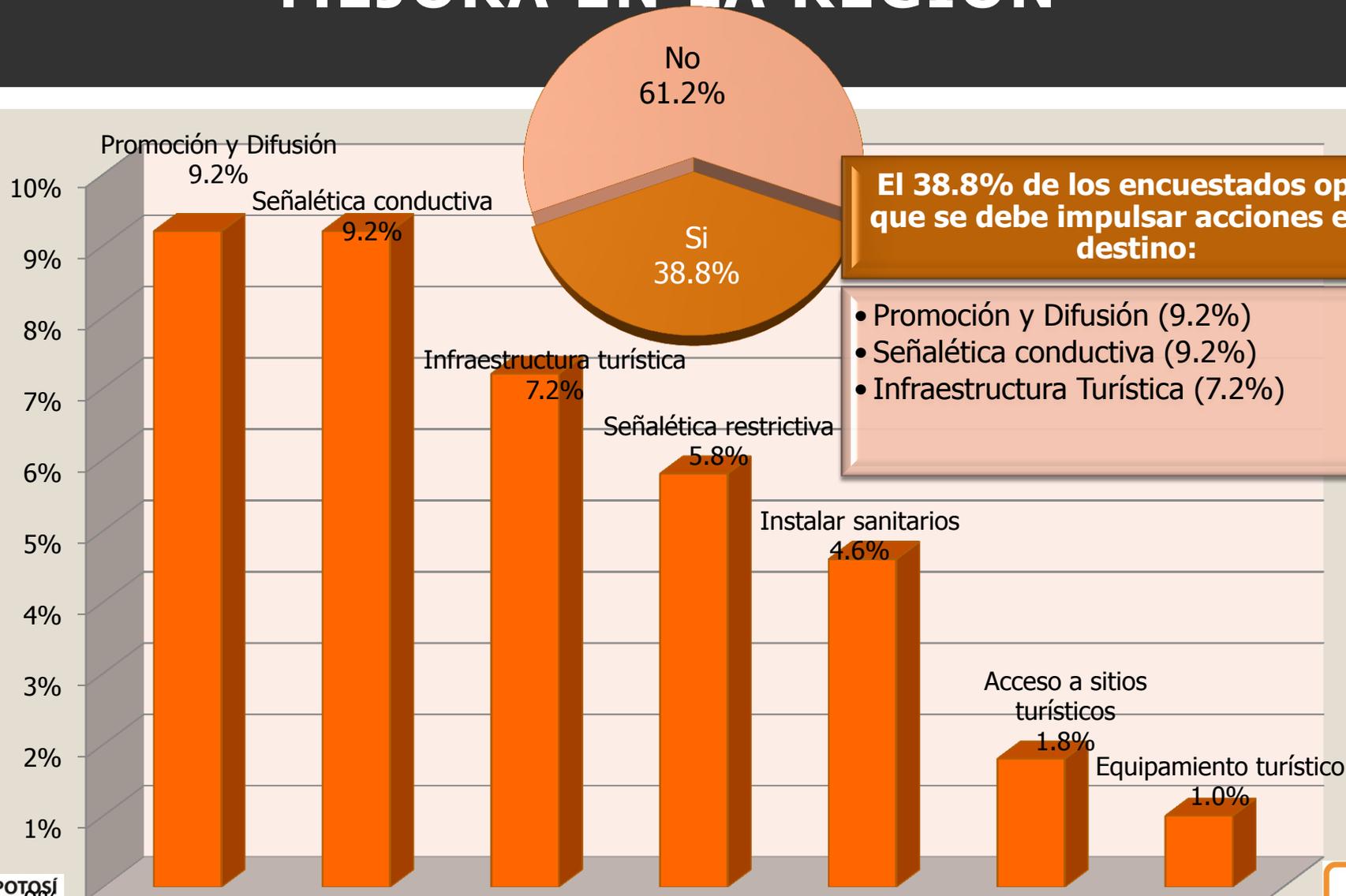
LO QUE MÁS DISGUSTO A LOS VISITANTES DURANTE SU VISITA A LA REGIÓN



Lo que más disgustó a los visitantes fue:

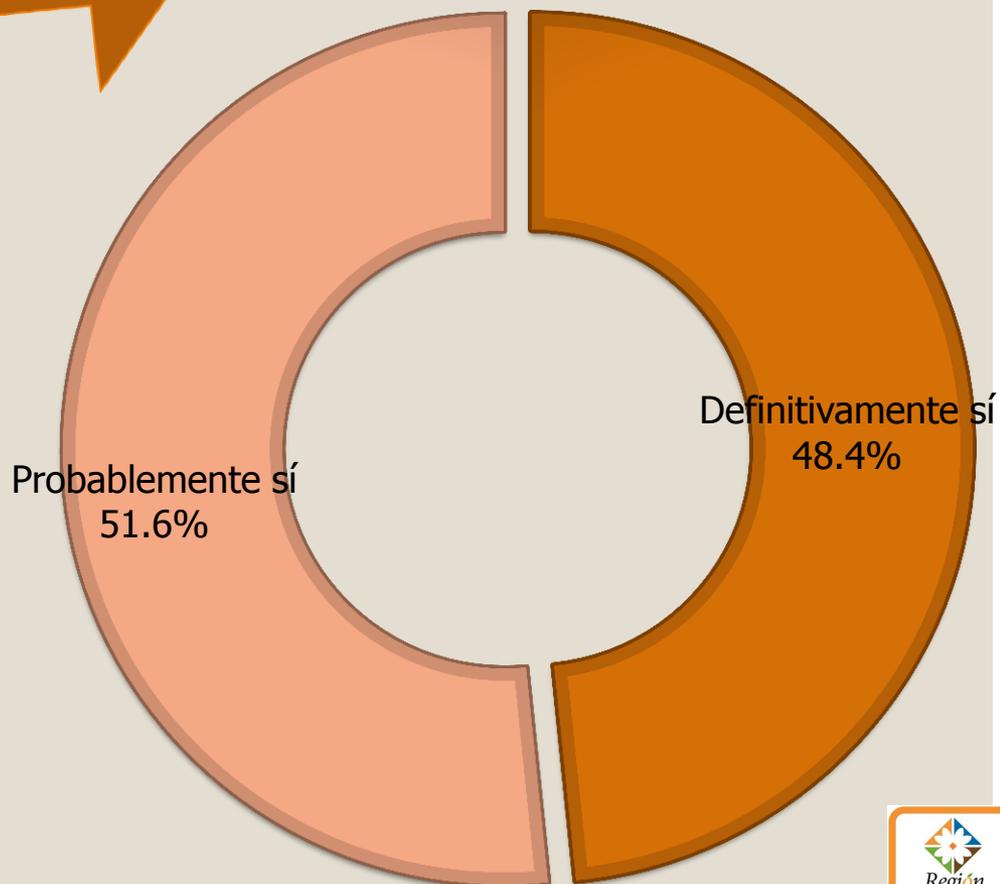
- Clima (14.7%)
- Vendedores ambulantes (12.1%)
- Precios (11.8%)

OPINIÓN PARA IMPULSAR ACCIONES DE MEJORA EN LA REGIÓN

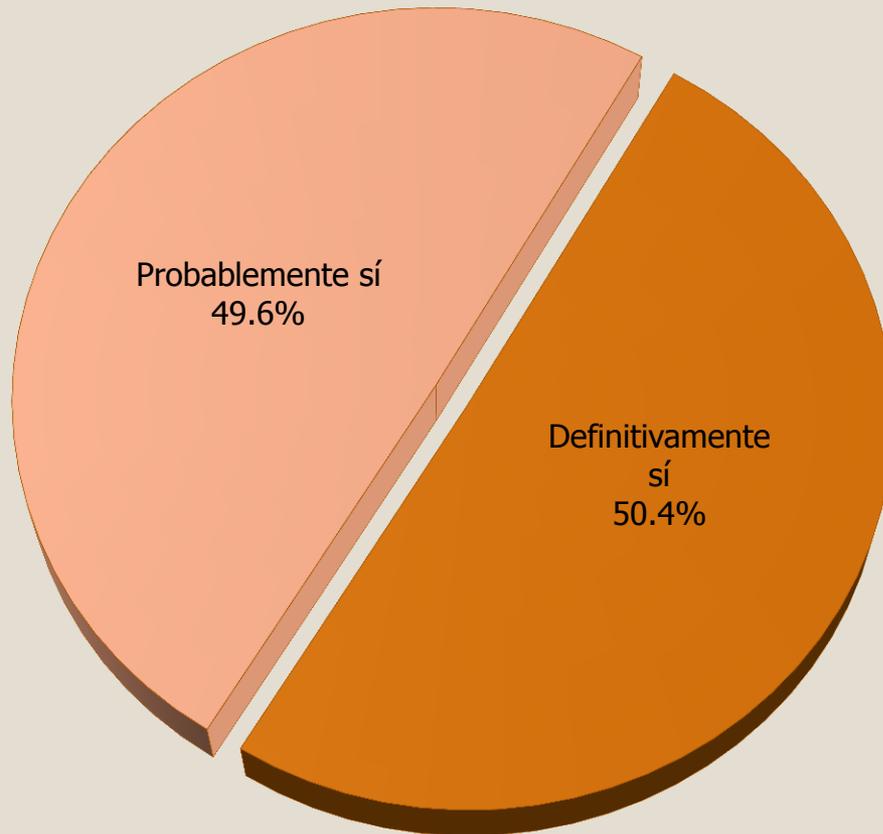


OPINIÓN DE REGRESAR A SAN LUIS POTOSÍ

El 100% de los visitantes definitivamente o probablemente si regresaría a este destino.

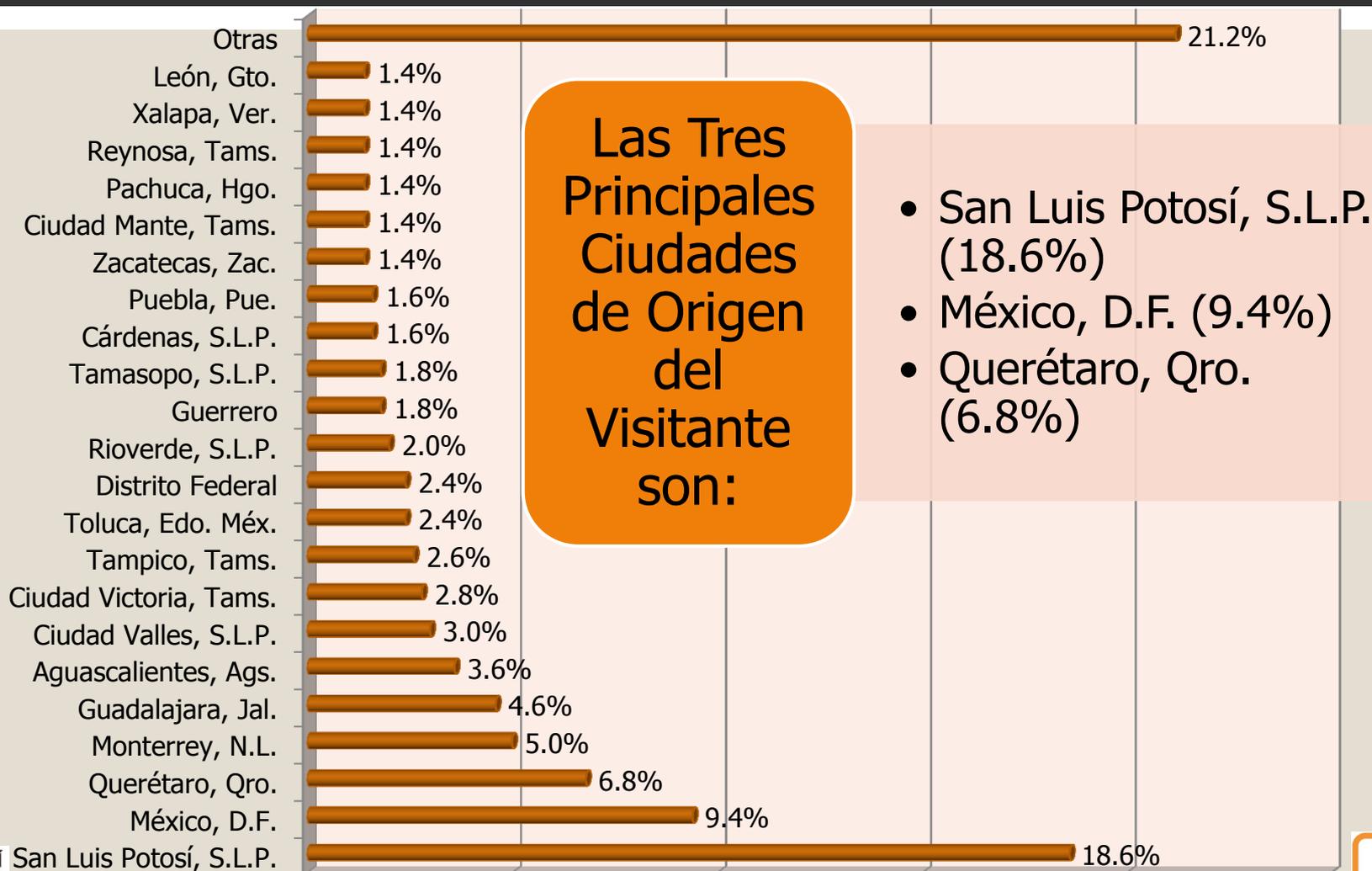


OPINIÓN DE RECOMENDAR A SAN LUIS POTOSÍ



El 100% de los visitantes definitivamente o probablemente sí Recomendaría el destino.

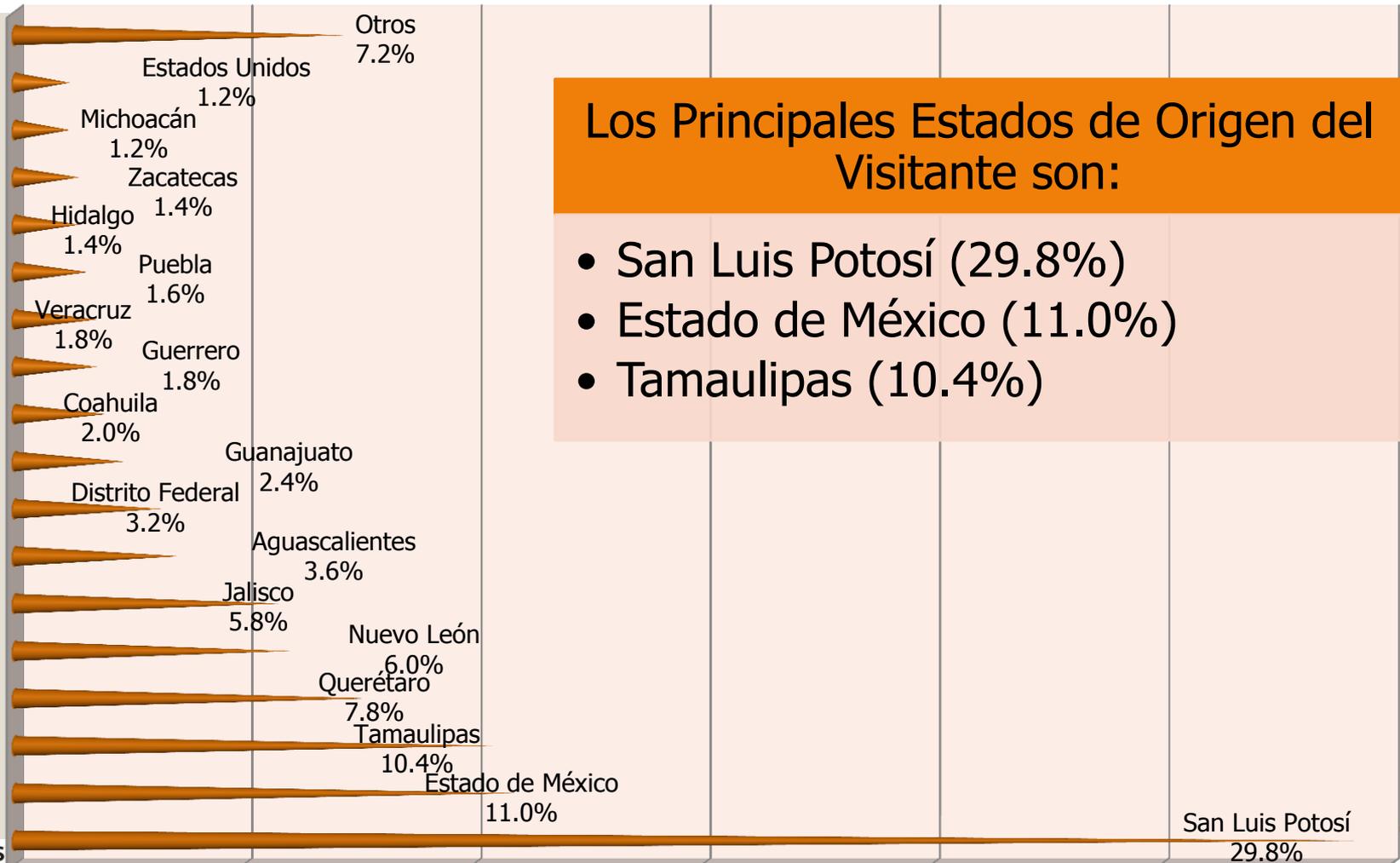
PRINCIPALES CIUDADES DE ORIGEN DEL VISITANTE



Las Tres Principales Ciudades de Origen del Visitante son:

- San Luis Potosí, S.L.P. (18.6%)
- México, D.F. (9.4%)
- Querétaro, Qro. (6.8%)

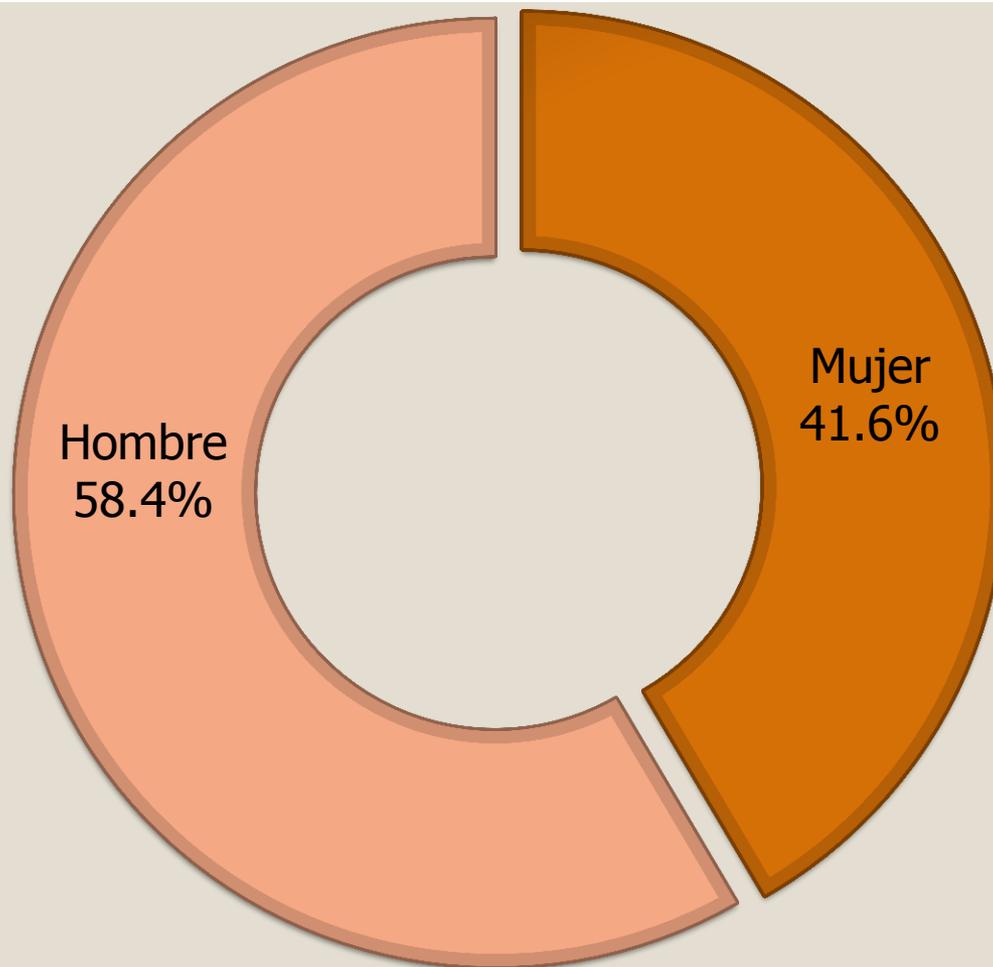
PRINCIPALES ESTADOS DE ORIGEN DEL VISITANTE



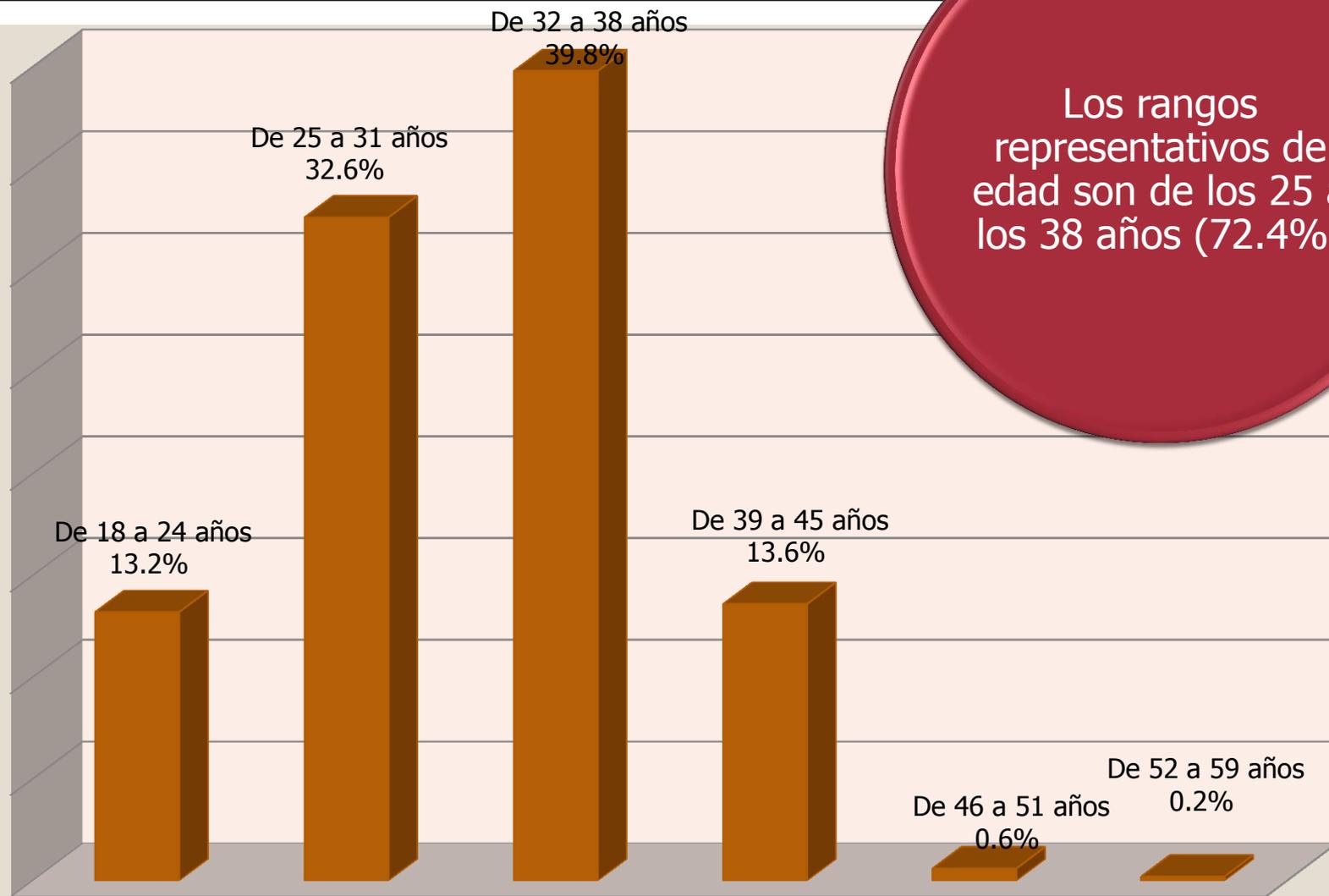
Los Principales Estados de Origen del Visitante son:

- San Luis Potosí (29.8%)
- Estado de México (11.0%)
- Tamaulipas (10.4%)

SEXO DEL VISITANTE A LA REGIÓN



RANGO DE EDAD DE LOS VISITANTES

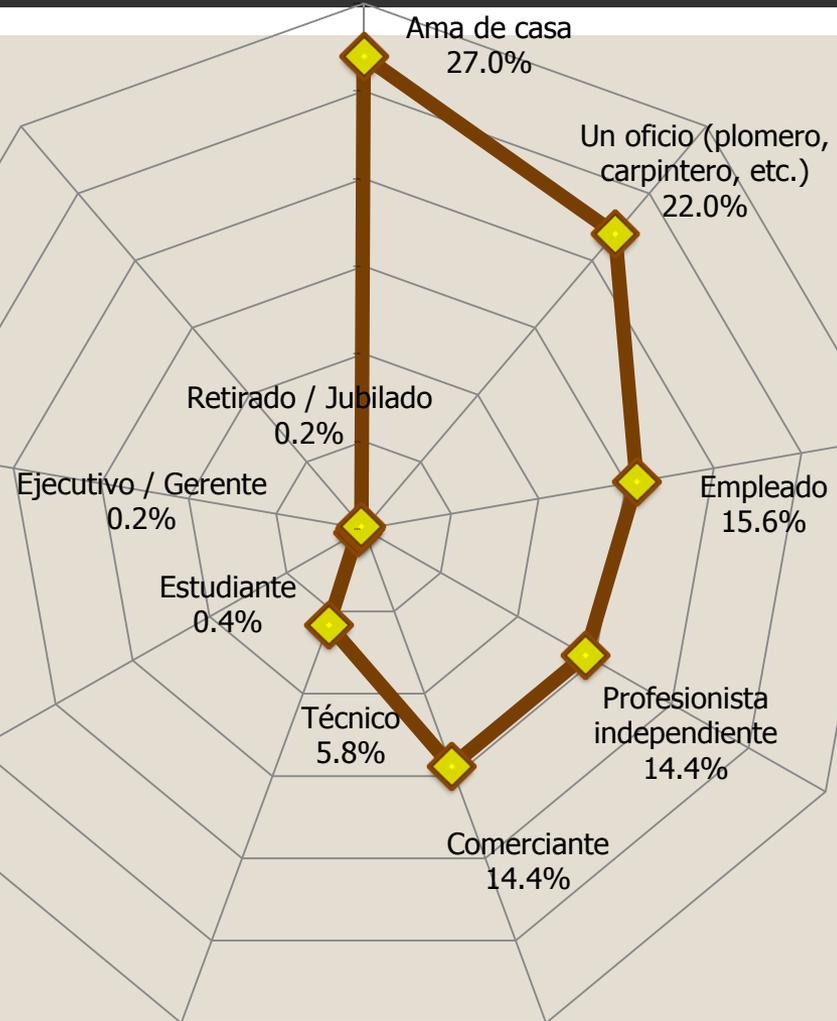


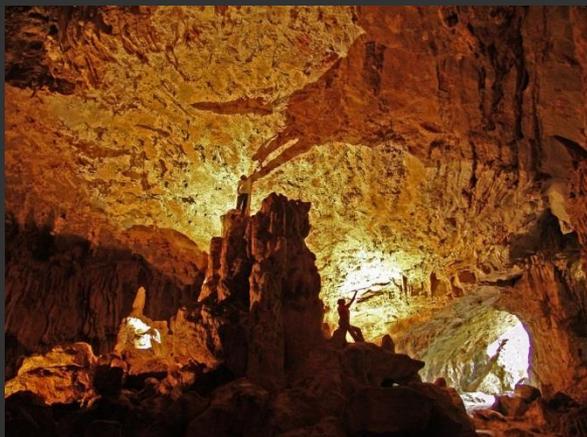
OCUPACIÓN DEL VISITANTE A SAN LUIS POTOSÍ

Poco más de una cuarta parte de los visitantes son amas de casa (27.0%)

Otro segmento importante (22.0%) trabajan en un oficio

El 15.6% son Empleados





PERFIL DEL VISITANTE INVIERNO 2014

RESULTADOS CON PERSPECTIVA DE GÉNERO



RESULTADOS CON PERSPECTIVA DE GÉNERO

Lugar de Encuesta

| Concepto | Mujer | Hombre | Total |
|------------------|--------------|--------------|---------------|
| Alaquines | 4.6% | 5.4% | 10.0% |
| Cárdenas | 4.4% | 5.6% | 10.0% |
| Cerritos | 3.8% | 6.2% | 10.0% |
| Ciudad del Maíz | 5.2% | 4.8% | 10.0% |
| Ciudad Fernández | 8.4% | 11.6% | 20.0% |
| Rayón | 3.2% | 6.8% | 10.0% |
| Rioverde | 12.0% | 18.0% | 30.0% |
| Total | 41.6% | 58.4% | 100.0% |

Frecuencia con que visita el Destino

| Concepto | Mujer | Hombre | Total |
|-------------------------|--------------|--------------|---------------|
| Una vez al año | 6.2% | 13.4% | 19.6% |
| Dos veces al año | 23.0% | 29.2% | 52.2% |
| Tres o más veces al año | 12.4% | 15.8% | 28.2% |
| Total | 41.6% | 58.4% | 100.0% |

Noches que permanecerá en la Región

| Concepto | Mujer | Hombre | Total |
|---------------|--------------|--------------|---------------|
| Una noche | 0.0% | 0.4% | 0.4% |
| Dos noches | 2.2% | 3.0% | 5.2% |
| Tres noches | 7.0% | 10.8% | 17.8% |
| Cuatro noches | 8.2% | 10.0% | 18.2% |
| Cinco noches | 6.6% | 10.6% | 17.2% |
| Seis noches | 4.8% | 6.2% | 11.0% |
| Siete noches | 4.0% | 4.8% | 8.8% |
| Ocho noches | 5.0% | 7.4% | 12.4% |
| Nueve noches | 0.6% | 1.0% | 1.6% |
| Diez noches | 2.4% | 4.0% | 6.4% |
| Doce Noches | 0.8% | 0.2% | 1.0% |
| Total | 41.6% | 58.4% | 100.0% |

RESULTADOS CON PERSPECTIVA DE GÉNERO

Lugar donde se esta hospedando

| Concepto | Mujer | Hombre | Total |
|------------------|--------------|--------------|---------------|
| Hotel | 11.0% | 17.6% | 28.6% |
| Familia / Amigos | 30.6% | 40.8% | 71.4% |
| Total | 41.6% | 58.4% | 100.0% |

Nombre Hotel donde Hospeda

| Concepto | Mujer | Hombre | Total |
|--|--------------|--------------|---------------|
| Hotel María Dolores - Rioverde | 1.6% | 2.2% | 3.8% |
| Ecoturismo Hotel Paraíso Aventura - Ciudad Fernández | 1.0% | 2.2% | 3.2% |
| Hotel Río - Rioverde | 0.6% | 1.4% | 2.0% |
| Hotel Puertas del Sol - Rayón | 1.0% | 1.0% | 2.0% |
| Hotel Renzzo - Rioverde | 0.0% | 1.6% | 1.6% |
| Hotel Vista Bonita - Rioverde | 0.8% | 0.8% | 1.6% |
| Hotel Santa Regina - Rioverde | 1.2% | 0.4% | 1.6% |
| Hotel Media Luna - Ciudad Fernández | 0.6% | 0.8% | 1.4% |
| Hotel Santa Anita - Ciudad Fernández | 0.4% | 1.0% | 1.4% |
| Hotel del Río - Ciudad del Maíz | 0.8% | 0.6% | 1.4% |
| Hotel Plaza - Rioverde | 0.8% | 0.4% | 1.2% |
| Hotel Central - Cerritos | 0.4% | 0.6% | 1.0% |
| Hotel Naru - Cerritos | 0.2% | 0.8% | 1.0% |
| Casa de Huéspedes del Valle - Ciudad del Maíz | 0.8% | 0.2% | 1.0% |
| Hotel Misión - Ciudad del Maíz | 0.4% | 0.6% | 1.0% |
| Hotel Crucero de Rayón - Rayón | 0.0% | 1.0% | 1.0% |
| Suites del Río - Rioverde | 0.4% | 0.2% | 0.6% |
| Hotel San Juan - Rioverde | 0.0% | 0.6% | 0.6% |
| La Malanca - Rioverde | 0.0% | 0.4% | 0.4% |
| Hotel Gaytan - Rioverde | 0.0% | 0.4% | 0.4% |
| Hotel Posada Rio - Rioverde | 0.0% | 0.4% | 0.4% |
| No contesto | 30.6% | 40.8% | 71.4% |
| Total | 41.6% | 58.4% | 100.0% |

RESULTADOS CON PERSPECTIVA DE GÉNERO

Forma de Viaje

| Concepto | Mujer | Hombre | Total |
|--------------|--------------|--------------|---------------|
| Solo | 0.2% | 4.0% | 4.2% |
| Pareja | 12.2% | 13.2% | 25.4% |
| Familia | 29.2% | 41.2% | 70.4% |
| Total | 41.6% | 58.4% | 100.0% |

Número de Acompañantes

| Concepto | Mujer | Hombre | Total |
|--------------|--------------|--------------|---------------|
| Dos | 0.0% | 0.2% | 0.2% |
| Tres | 10.6% | 13.2% | 23.8% |
| Cuatro | 8.8% | 13.2% | 22.0% |
| Cinco | 6.8% | 10.4% | 17.2% |
| Seis | 2.8% | 3.4% | 6.2% |
| Siete | 0.2% | 0.2% | 0.4% |
| Ocho | 0.2% | 0.6% | 0.8% |
| No contesto | 12.2% | 17.2% | 29.4% |
| Total | 41.6% | 58.4% | 100.0% |

Medio de Transporte Utilizado

| Concepto | Mujer | Hombre | Total |
|------------------|--------------|--------------|---------------|
| Automóvil | 36.4% | 51.8% | 88.2% |
| Autobús de línea | 5.2% | 6.6% | 11.8% |
| Total | 41.6% | 58.4% | 100.0% |

RESULTADOS CON PERSPECTIVA DE GÉNERO

Gasto Promedio en Hospedaje

| Concepto | Mujer | Hombre | Total |
|--------------------|--------------|--------------|---------------|
| 300 a 400 pesos | 0.0% | 0.8% | 0.8% |
| 401 a 550 pesos | 0.2% | 0.2% | 0.4% |
| 551 a 700 pesos | 4.0% | 4.2% | 8.2% |
| 701 a 850 pesos | 3.6% | 7.8% | 11.4% |
| 851 a 999 pesos | 3.0% | 4.4% | 7.4% |
| Más de 1,000 pesos | 0.4% | 0.2% | 0.6% |
| No contesto | 30.4% | 40.8% | 71.2% |
| Total | 41.6% | 58.4% | 100.0% |

Gasto Promedio en Compras

| Concepto | Mujer | Hombre | Total |
|--------------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 0.0% | 0.6% | 0.6% |
| De 201 a 250 pesos | 0.8% | 2.0% | 2.8% |
| De 251 a 300 pesos | 2.0% | 4.6% | 6.6% |
| De 301 a 400 pesos | 6.0% | 8.0% | 14.0% |
| De 401 a 500 pesos | 22.2% | 22.0% | 44.2% |
| Más de 500 pesos | 10.6% | 21.2% | 31.8% |
| Total | 41.6% | 58.4% | 100.0% |

Gasto Promedio en Alimentos y Bebidas

| Concepto | Mujer | Hombre | Total |
|--------------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 0.0% | 0.6% | 0.6% |
| De 201 a 250 pesos | 0.4% | 1.2% | 1.6% |
| De 251 a 300 pesos | 1.4% | 2.2% | 3.6% |
| De 301 a 400 pesos | 3.4% | 4.4% | 7.8% |
| De 401 a 500 pesos | 14.8% | 21.2% | 36.0% |
| Más de 500 pesos | 21.6% | 28.8% | 50.4% |
| No contesto | 0.0% | 0.0% | 0.0% |
| Total | 41.6% | 58.4% | 100.0% |

Gasto Promedio en Souvenirs

| Concepto | Mujer | Hombre | Total |
|--------------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 9.6% | 12.8% | 22.4% |
| De 201 a 250 pesos | 11.0% | 12.4% | 23.4% |
| De 251 a 300 pesos | 5.2% | 9.6% | 14.8% |
| De 301 a 400 pesos | 1.2% | 1.4% | 2.6% |
| De 401 a 500 pesos | 0.0% | 0.2% | 0.2% |
| Más de 500 pesos | 0.0% | 0.0% | 0.0% |
| No contesto | 14.6% | 22.0% | 36.6% |
| Total | 41.6% | 58.4% | 100.0% |

Gasto Promedio en Transportación Local

| Concepto | Mujer | Hombre | Total |
|--------------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 3.0% | 5.2% | 8.2% |
| De 201 a 250 pesos | 5.2% | 9.0% | 14.2% |
| De 251 a 300 pesos | 2.2% | 2.0% | 4.2% |
| De 301 a 400 pesos | 0.2% | 0.2% | 0.4% |
| De 401 a 500 pesos | 0.0% | 0.2% | 0.2% |
| Más de 500 pesos | 0.2% | 0.0% | 0.2% |
| No contesto | 30.8% | 41.8% | 72.6% |
| Total | 41.6% | 58.4% | 100.0% |

Gasto Promedio en Gasolina

| Concepto | Mujer | Hombre | Total |
|--------------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 0.0% | 0.2% | 0.2% |
| De 201 a 250 pesos | 0.0% | 0.0% | 0.0% |
| De 251 a 300 pesos | 0.2% | 0.6% | 0.8% |
| De 301 a 400 pesos | 1.6% | 1.8% | 3.4% |
| De 401 a 500 pesos | 10.2% | 14.8% | 25.0% |
| Más de 500 pesos | 24.6% | 34.4% | 59.0% |
| No contesto | 5.0% | 6.6% | 11.6% |
| Total | 41.6% | 58.4% | 100.0% |

RESULTADOS CON PERSPECTIVA DE GÉNERO

Razón Principal de Viaje a la Región

| Concepto | Mujer | Hombre | Total |
|---------------------|--------------|--------------|---------------|
| Visita a familiares | 12.7% | 16.6% | 29.3% |
| Vacaciones | 11.7% | 15.7% | 27.4% |
| Gastronómico | 1.4% | 1.9% | 3.3% |
| Salud | 0.7% | 2.1% | 2.8% |
| Ecoturismo | 0.8% | 1.0% | 1.8% |
| Compra artesanías | 0.4% | 1.3% | 1.7% |
| Negocios | 0.5% | 1.1% | 1.6% |
| Turismo de Aventura | 0.7% | 0.7% | 1.4% |
| Religioso | 0.3% | 0.5% | 0.9% |
| Cultural | 0.2% | 0.4% | 0.6% |
| Naturaleza | 0.1% | 0.0% | 0.1% |
| No Contesto | 12.1% | 17.0% | 29.1% |
| Total | 41.6% | 58.4% | 100.0% |

Con que sitios compararía la Región

| Concepto | Mujer | Hombre | Total |
|----------------------------|--------------|--------------|---------------|
| San Luis Potosí, S.L.P. | 0.6% | 2.3% | 2.9% |
| Rioverde, S.L.P. | 0.7% | 1.5% | 2.2% |
| Tamasopo, S.L.P. | 0.4% | 0.8% | 1.2% |
| San Ciró de Acosta, S.L.P. | 0.5% | 0.7% | 1.2% |
| Real de Catorce, S.L.P. | 0.4% | 0.5% | 0.9% |
| Ciudad Valles, S.L.P. | 0.2% | 0.7% | 0.9% |
| Cárdenas, S.L.P. | 0.2% | 0.6% | 0.8% |
| Jalpan, Qro. | 0.4% | 0.3% | 0.7% |
| Matehuala, S.L.P. | 0.5% | 0.0% | 0.5% |
| Rayón, S.L.P. | 0.2% | 0.3% | 0.5% |
| Ciudad del Maíz, S.L.P. | 0.2% | 0.2% | 0.4% |
| México, D.F. | 0.1% | 0.3% | 0.4% |
| Guanajuato, Gto. | 0.1% | 0.2% | 0.3% |
| Guadalajara, Jal. | 0.3% | 0.0% | 0.3% |
| Monterrey, N.L. | 0.2% | 0.0% | 0.2% |
| Tampico, Tams. | 0.0% | 0.2% | 0.2% |
| Hidalgo | 0.1% | 0.1% | 0.2% |
| Cuernavaca, Mor. | 0.0% | 0.1% | 0.1% |
| Xilitla, S.L.P. | 0.1% | 0.0% | 0.1% |
| Reynosa, Tams. | 0.1% | 0.0% | 0.1% |
| No Contesto | 36.3% | 49.6% | 85.9% |
| Total | 41.6% | 58.4% | 100.0% |

RESULTADOS CON PERSPECTIVA DE GÉNERO

Razones de Comparación con la Región

| Concepto | Mujer | Hombre | Total |
|--------------------------|--------------|--------------|---------------|
| Clima | 1.1% | 2.0% | 3.1% |
| Arquitectura | 0.6% | 1.2% | 1.8% |
| Naturaleza | 0.5% | 1.0% | 1.5% |
| Gastronomía | 0.7% | 0.8% | 1.5% |
| Por su gente | 0.6% | 0.8% | 1.4% |
| Hospitalidad de la gente | 0.3% | 1.0% | 1.3% |
| Trafico | 0.4% | 0.6% | 1.0% |
| Vegetación | 0.2% | 0.5% | 0.7% |
| Fauna | 0.3% | 0.2% | 0.5% |
| Cultura | 0.2% | 0.3% | 0.5% |
| Por sus Calles | 0.2% | 0.3% | 0.5% |
| Biodiversidad | 0.2% | 0.1% | 0.3% |
| No contesto | 36.3% | 49.6% | 85.9% |
| Total | 41.6% | 58.4% | 100.0% |

Actividades que podrían desarrollarse

| Concepto | Mujer | Hombre | Total |
|-------------------------|--------------|--------------|---------------|
| Actividades de aventura | 3.3% | 5.7% | 9.0% |
| Eventos Culturales | 4.4% | 4.1% | 8.5% |
| Tours | 3.4% | 4.1% | 7.5% |
| Deporte | 2.7% | 3.6% | 6.3% |
| Ecoturismo | 2.1% | 4.2% | 6.3% |
| Ciclismo | 2.2% | 3.1% | 5.3% |
| Gastronómicas | 1.5% | 2.0% | 3.5% |
| Visitas guiadas | 1.1% | 1.8% | 2.9% |
| Cuatrimotos | 1.5% | 1.0% | 2.5% |
| Cabalgata | 1.0% | 1.1% | 2.1% |
| Fotografía | 0.2% | 0.4% | 0.6% |
| Tiendas de Ropa | 0.2% | 0.3% | 0.5% |
| No contesto | 18.0% | 27.0% | 45.0% |
| Total | 41.6% | 58.4% | 100.0% |

RESULTADOS CON PERSPECTIVA DE GÉNERO

Opinión para Mejorar la Actividad Turística

| Concepto | Mujer | Hombre | Total |
|-----------------------------------|--------------|--------------|---------------|
| Actividades culturales | 3.4% | 4.7% | 8.1% |
| Difusión nivel nacional | 2.5% | 3.9% | 6.4% |
| Seguridad | 2.0% | 3.4% | 5.4% |
| Más información | 2.4% | 1.7% | 4.1% |
| Señalamientos | 1.4% | 2.6% | 4.0% |
| Transporte Público | 1.3% | 2.6% | 3.9% |
| Guías | 1.8% | 1.5% | 3.3% |
| Integrar producto turístico | 1.1% | 1.8% | 2.9% |
| Mejorar las carreteras / Crear ca | 1.0% | 1.8% | 2.8% |
| Mejorar el pueblo | 0.8% | 1.6% | 2.4% |
| Limpieza / Botes para basura | 0.9% | 1.1% | 2.0% |
| Mapas | 0.6% | 0.8% | 1.4% |
| Más servicios | 0.1% | 0.7% | 0.8% |
| Centros nocturnos | 0.3% | 0.3% | 0.6% |
| No contestó | 22.0% | 29.9% | 51.9% |
| Total | 41.6% | 58.4% | 100.0% |

Medio por el que se enteró o conoce región

| Concepto | Mujer | Hombre | Total |
|---------------------|--------------|--------------|---------------|
| Familiares o amigos | 16.3% | 23.3% | 39.6% |
| Internet | 4.8% | 5.5% | 10.3% |
| Revista | 3.3% | 5.6% | 8.9% |
| Folletos | 3.9% | 4.0% | 7.9% |
| Televisión | 3.0% | 4.0% | 7.0% |
| Redes Sociales | 1.8% | 3.0% | 4.8% |
| Periódico | 0.1% | 0.5% | 0.6% |
| Agencias de Viajes | 0.3% | 0.1% | 0.4% |
| No contestó | 8.1% | 12.4% | 20.5% |
| Total | 41.6% | 58.4% | 100.0% |

RESULTADOS CON PERSPECTIVA DE GÉNERO

Viajo a través de algún Operador

| Concepto | Mujer | Hombre | Total |
|--------------|--------------|--------------|---------------|
| Si | 0.0% | 0.0% | 0.0% |
| No | 41.6% | 58.4% | 100.0% |
| No contesto | 0.0% | 0.0% | 0.0% |
| Total | 41.6% | 58.4% | 100.0% |

Recordación de Publicidad con Imagen

| Concepto | Mujer | Hombre | Total |
|--------------|--------------|--------------|---------------|
| Si | 18.0% | 22.4% | 40.4% |
| No | 23.6% | 36.0% | 59.6% |
| Total | 41.6% | 58.4% | 100.0% |

Lugar de Recordación de la Publicidad

| Concepto | Mujer | Hombre | Total |
|----------------|--------------|--------------|---------------|
| Redes Sociales | 5.8% | 7.6% | 13.4% |
| Revista | 6.4% | 4.6% | 11.0% |
| Internet | 3.8% | 6.0% | 9.8% |
| Folletos | 2.0% | 4.4% | 6.4% |
| No contesto | 23.6% | 35.8% | 59.4% |
| Total | 41.6% | 58.4% | 100.0% |

RESULTADOS CON PERSPECTIVA DE GÉNERO

Lo que más le gustó de la Región

| Concepto | Mujer | Hombre | Total |
|-----------------------------|--------------|--------------|---------------|
| Arquitectura | 5.5% | 8.6% | 14.1% |
| Flora y Fauna | 7.1% | 6.8% | 13.9% |
| Paisajes / Naturaleza | 5.4% | 6.8% | 12.2% |
| Gastronomía | 4.7% | 5.5% | 10.2% |
| Artesanías | 3.6% | 6.1% | 9.7% |
| Hospitalidad de la Gente | 2.3% | 6.6% | 8.9% |
| Infraestructura Turística | 3.3% | 4.8% | 8.1% |
| Sitios Histórico Culturales | 3.2% | 4.5% | 7.7% |
| Limpieza de la Ciudad | 3.3% | 4.1% | 7.4% |
| Servicio en Restaurantes | 0.9% | 1.8% | 2.7% |
| Clima | 0.6% | 1.0% | 1.6% |
| Servicio en hoteles | 0.1% | 0.3% | 0.4% |
| No contesto | 1.6% | 1.5% | 3.1% |
| Total | 41.6% | 58.4% | 100.0% |

Lo que más le disgustó de la Región

| Concepto | Mujer | Hombre | Total |
|--------------------------|--------------|--------------|---------------|
| Clima | 6.0% | 8.7% | 14.7% |
| Vendedores Ambulantes | 4.2% | 7.9% | 12.1% |
| Precios | 4.6% | 7.2% | 11.8% |
| Tráfico | 5.5% | 5.9% | 11.4% |
| Inseguridad | 4.7% | 5.9% | 10.6% |
| Transporte público | 5.0% | 4.7% | 9.7% |
| Contaminación | 3.5% | 5.2% | 8.7% |
| Falta de limpieza | 1.5% | 1.7% | 3.2% |
| Servicio en restaurantes | 0.6% | 1.7% | 2.3% |
| Servicio taxis | 0.4% | 0.9% | 1.3% |
| Hospitalidad residentes | 0.1% | 0.5% | 0.6% |
| Servicio en hoteles | 0.2% | 0.3% | 0.5% |
| No contesto | 5.3% | 7.8% | 13.1% |
| Total | 41.6% | 58.4% | 100.0% |

RESULTADOS CON PERSPECTIVA DE GÉNERO

Impulsar Acciones para renovar Imagen

| Concepto | Mujer | Hombre | Total |
|--------------|--------------|--------------|---------------|
| Si | 15.8% | 23.0% | 38.8% |
| No | 25.8% | 35.4% | 61.2% |
| Total | 41.6% | 58.4% | 100.0% |

Acciones para Impulsar la Región

| Concepto | Mujer | Hombre | Total |
|----------------------------|--------------|--------------|---------------|
| Promoción y Difusión | 4.4% | 4.8% | 9.2% |
| Señalética conductiva | 3.8% | 5.4% | 9.2% |
| Infraestructura turística | 3.2% | 4.0% | 7.2% |
| Señalética restrictiva | 1.8% | 4.0% | 5.8% |
| Instalar sanitarios | 1.0% | 3.6% | 4.6% |
| Acceso a sitios turísticos | 1.2% | 0.6% | 1.8% |
| Equipamiento turístico | 0.4% | 0.6% | 1.0% |
| No contesto | 25.8% | 35.4% | 61.2% |
| Total | 41.6% | 58.4% | 100.0% |

Regresaría al Destino

| Concepto | Mujer | Hombre | Total |
|--------------------|--------------|--------------|---------------|
| Definitivamente sí | 21.4% | 27.0% | 48.4% |
| Probablemente sí | 20.2% | 31.4% | 51.6% |
| Total | 41.6% | 58.4% | 100.0% |

Recomendaría el Destino

| Concepto | Mujer | Hombre | Total |
|--------------------|--------------|--------------|---------------|
| Definitivamente sí | 20.6% | 29.8% | 50.4% |
| Probablemente sí | 21.0% | 28.6% | 49.6% |
| Total | 41.6% | 58.4% | 100.0% |

RESULTADOS CON PERSPECTIVA DE GÉNERO

Ciudad de Origen

| Concepto | Mujer | Hombre | Total |
|-------------------------|-------|--------|--------------|
| San Luis Potosí, S.L.P. | 8.2% | 10.4% | 18.6% |
| México, D.F. | 3.4% | 6.0% | 9.4% |
| Querétaro, Qro. | 1.4% | 5.4% | 6.8% |
| Monterrey, N.L. | 1.8% | 3.2% | 5.0% |
| Guadalajara, Jal. | 2.4% | 2.2% | 4.6% |
| Aguascalientes, Ags. | 1.8% | 1.8% | 3.6% |
| Ciudad Valles, S.L.P. | 1.0% | 2.0% | 3.0% |
| Ciudad Victoria, Tams. | 1.2% | 1.6% | 2.8% |
| Tampico, Tams. | 1.2% | 1.4% | 2.6% |
| Toluca, Edo. Méx. | 1.4% | 1.0% | 2.4% |
| Distrito Federal | 1.0% | 1.4% | 2.4% |
| Rioverde, S.L.P. | 0.4% | 1.6% | 2.0% |
| Guerrero | 1.2% | 0.6% | 1.8% |
| Tamasopo, S.L.P. | 0.4% | 1.4% | 1.8% |
| Cárdenas, S.L.P. | 1.0% | 0.6% | 1.6% |
| Puebla, Pue. | 1.0% | 0.6% | 1.6% |
| Zacatecas, Zac. | 0.6% | 0.8% | 1.4% |
| Ciudad Mante, Tams. | 0.8% | 0.6% | 1.4% |
| Pachuca, Hgo. | 0.4% | 1.0% | 1.4% |
| Reynosa, Tams. | 0.6% | 0.8% | 1.4% |
| Xalapa, Ver. | 0.6% | 0.8% | 1.4% |
| León, Gto. | 0.4% | 1.0% | 1.4% |
| Michoacán | 0.4% | 0.8% | 1.2% |
| Celaya, Gto. | 0.6% | 0.6% | 1.2% |
| Zapopan, Jal. | 0.4% | 0.8% | 1.2% |
| Matamoros, Tams. | 0.6% | 0.4% | 1.0% |
| Jalpan, Qro. | 0.2% | 0.8% | 1.0% |
| Tuxtla Gutiérrez, Chis. | 0.6% | 0.4% | 1.0% |
| Ciudad del Maíz, S.L.P. | 0.6% | 0.4% | 1.0% |
| Houston, Tx | 0.4% | 0.4% | 0.8% |
| Saltillo, Coah. | 0.0% | 0.8% | 0.8% |

Ciudad de Origen

| Concepto | Mujer | Hombre | Total |
|----------------------------|--------------|--------------|---------------|
| Tepic, Nay. | 0.0% | 0.8% | 0.8% |
| Ciudad Madero, Tam. | 0.4% | 0.4% | 0.8% |
| Alaquines, S.L.P. | 0.0% | 0.6% | 0.6% |
| Piedras Negras, Coah. | 0.4% | 0.2% | 0.6% |
| Irapuato, Gto. | 0.2% | 0.4% | 0.6% |
| Durango, Dgo. | 0.6% | 0.0% | 0.6% |
| Sonora | 0.4% | 0.2% | 0.6% |
| Sinaloa | 0.4% | 0.2% | 0.6% |
| Torreón, Coah. | 0.4% | 0.2% | 0.6% |
| Yucatán | 0.2% | 0.4% | 0.6% |
| Chicago, E.U.A. | 0.2% | 0.2% | 0.4% |
| Cuernavaca, Mor. | 0.4% | 0.0% | 0.4% |
| Cerritos, S.L.P. | 0.2% | 0.2% | 0.4% |
| Los Mochis, Sin. | 0.0% | 0.4% | 0.4% |
| Louisiana, E.U.A. | 0.2% | 0.2% | 0.4% |
| Tamaulipas | 0.0% | 0.4% | 0.4% |
| Oaxaca | 0.4% | 0.0% | 0.4% |
| Chihuahua, Chih. | 0.0% | 0.4% | 0.4% |
| Veracruz | 0.2% | 0.2% | 0.4% |
| Colima, Col. | 0.0% | 0.4% | 0.4% |
| Cedral, S.L.P. | 0.0% | 0.2% | 0.2% |
| Salamanca, Gto. | 0.2% | 0.0% | 0.2% |
| San Ciro de Acosta, S.L.P. | 0.0% | 0.2% | 0.2% |
| Lagunillas, S.L.P. | 0.2% | 0.0% | 0.2% |
| El Naranjo, S.L.P. | 0.2% | 0.0% | 0.2% |
| Matehuala, S.L.P. | 0.0% | 0.2% | 0.2% |
| Zaragoza, S.L.P. | 0.2% | 0.0% | 0.2% |
| Tabasco | 0.2% | 0.0% | 0.2% |
| No Contesto | 0.0% | 0.4% | 0.4% |
| Total | 41.6% | 58.4% | 100.0% |

RESULTADOS CON PERSPECTIVA DE GÉNERO

Estado de Origen del Entrevistado

| Concepto | Mujer | Hombre | Total |
|------------------|--------------|--------------|---------------|
| San Luis Potosí | 12.4% | 17.4% | 29.8% |
| Estado de México | 4.4% | 6.6% | 11.0% |
| Tamaulipas | 4.8% | 5.6% | 10.4% |
| Querétaro | 1.6% | 6.2% | 7.8% |
| Nuevo León | 2.2% | 3.8% | 6.0% |
| Jalisco | 2.8% | 3.0% | 5.8% |
| Aguascalientes | 1.8% | 1.8% | 3.6% |
| Distrito Federal | 1.4% | 1.8% | 3.2% |
| Guanajuato | 1.0% | 1.4% | 2.4% |
| Coahuila | 0.8% | 1.2% | 2.0% |
| Guerrero | 1.2% | 0.6% | 1.8% |
| Veracruz | 0.8% | 1.0% | 1.8% |
| Puebla | 1.0% | 0.6% | 1.6% |
| Hidalgo | 0.4% | 1.0% | 1.4% |
| Zacatecas | 0.6% | 0.8% | 1.4% |
| Michoacán | 0.4% | 0.8% | 1.2% |
| Estados Unidos | 0.6% | 0.6% | 1.2% |
| Chiapas | 0.6% | 0.4% | 1.0% |
| Sinaloa | 0.4% | 0.6% | 1.0% |
| Nayarit | 0.0% | 0.8% | 0.8% |
| Texas | 0.2% | 0.6% | 0.8% |
| Durango | 0.6% | 0.0% | 0.6% |
| Sonora | 0.4% | 0.2% | 0.6% |
| Yucatán | 0.2% | 0.4% | 0.6% |
| Colima | 0.0% | 0.4% | 0.4% |
| Chihuahua | 0.0% | 0.4% | 0.4% |
| Morelos | 0.4% | 0.0% | 0.4% |
| Oaxaca | 0.4% | 0.0% | 0.4% |
| Tabasco | 0.2% | 0.0% | 0.2% |
| No contesto | 0.0% | 0.4% | 0.4% |
| Total | 41.6% | 58.4% | 100.0% |

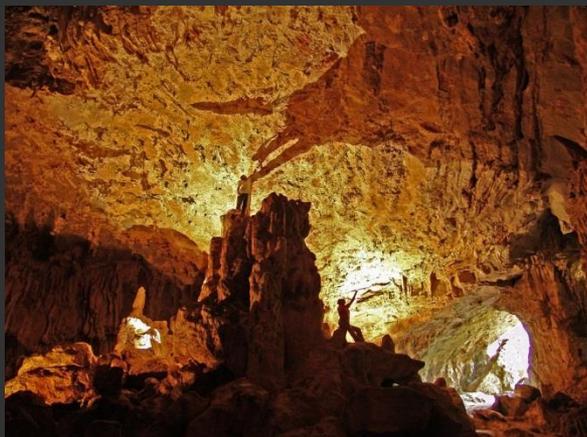
RESULTADOS CON PERSPECTIVA DE GÉNERO

Edad Promedio de los Entrevistados

| Concepto | Mujer | Hombre | Total |
|-----------------|--------------|--------------|---------------|
| De 18 a 24 años | 8.0% | 5.2% | 13.2% |
| De 25 a 31 años | 12.6% | 20.0% | 32.6% |
| De 32 a 38 años | 14.2% | 25.6% | 39.8% |
| De 39 a 45 años | 6.6% | 7.0% | 13.6% |
| De 46 a 51 años | 0.2% | 0.4% | 0.6% |
| De 52 a 59 años | 0.0% | 0.2% | 0.2% |
| Total | 41.6% | 58.4% | 100.0% |

Ocupación de los Entrevistados

| Concepto | Mujer | Hombre | Total |
|---------------------------------------|--------------|--------------|---------------|
| Ama de casa | 27.0% | 0.0% | 27.0% |
| Un oficio (plomero, carpintero, etc.) | 2.4% | 19.6% | 22.0% |
| Empleado | 5.0% | 10.6% | 15.6% |
| Profesionista independiente | 2.6% | 11.8% | 14.4% |
| Comerciante | 3.8% | 10.6% | 14.4% |
| Técnico | 0.6% | 5.2% | 5.8% |
| Estudiante | 0.2% | 0.2% | 0.4% |
| Ejecutivo / Gerente | 0.0% | 0.2% | 0.2% |
| Retirado / Jubilado | 0.0% | 0.2% | 0.2% |
| Total | 41.6% | 58.4% | 100.0% |



PERFIL DEL VISITANTE INVIERNO 2014

