



SAN LUIS POTOSÍ



Tu destino...



Perfil del Visitante Región Centro Semana Santa 2019

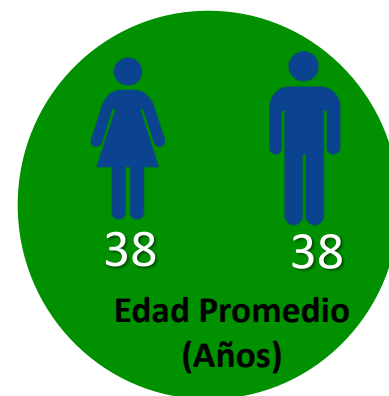
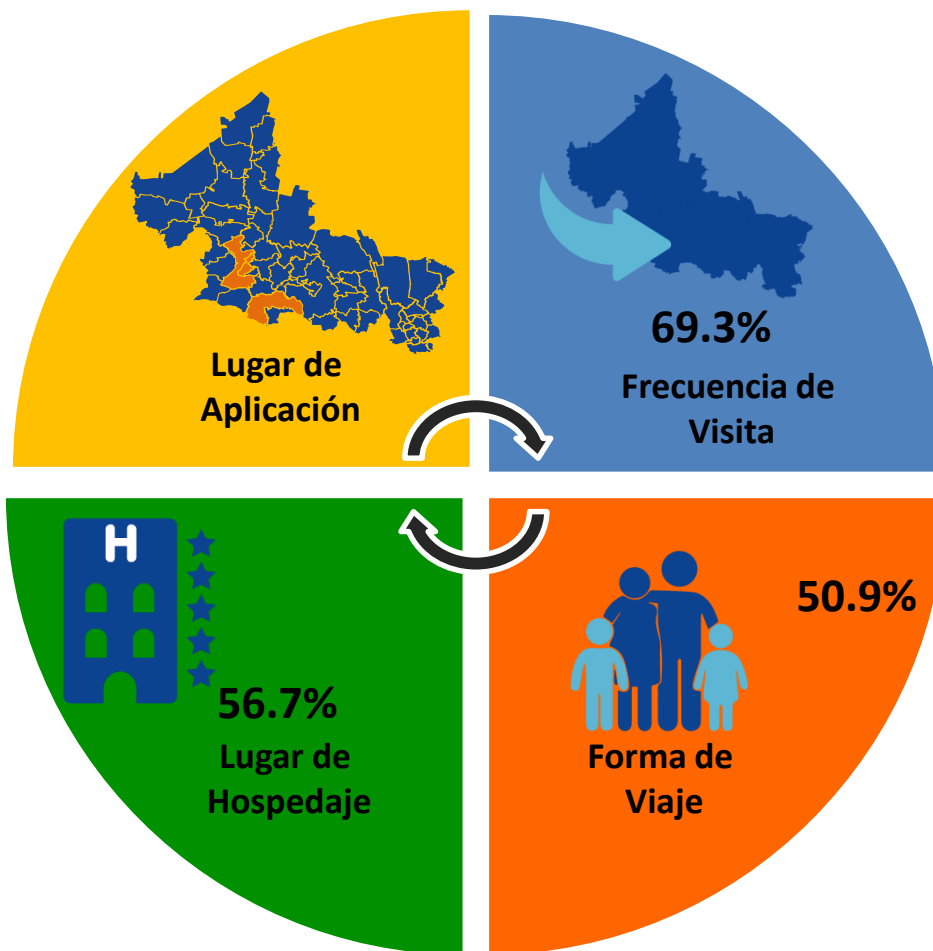
Con el objeto de determinar el Perfil del Visitante y conocer la experiencia durante su estancia en la Región Centro, se llevó a cabo un levantamiento de 554 encuestas.

Las entrevistas se levantaron durante la Semana Santa y de Pascua en los principales sitios turísticos de la región y fueron contestadas directamente por los visitantes.

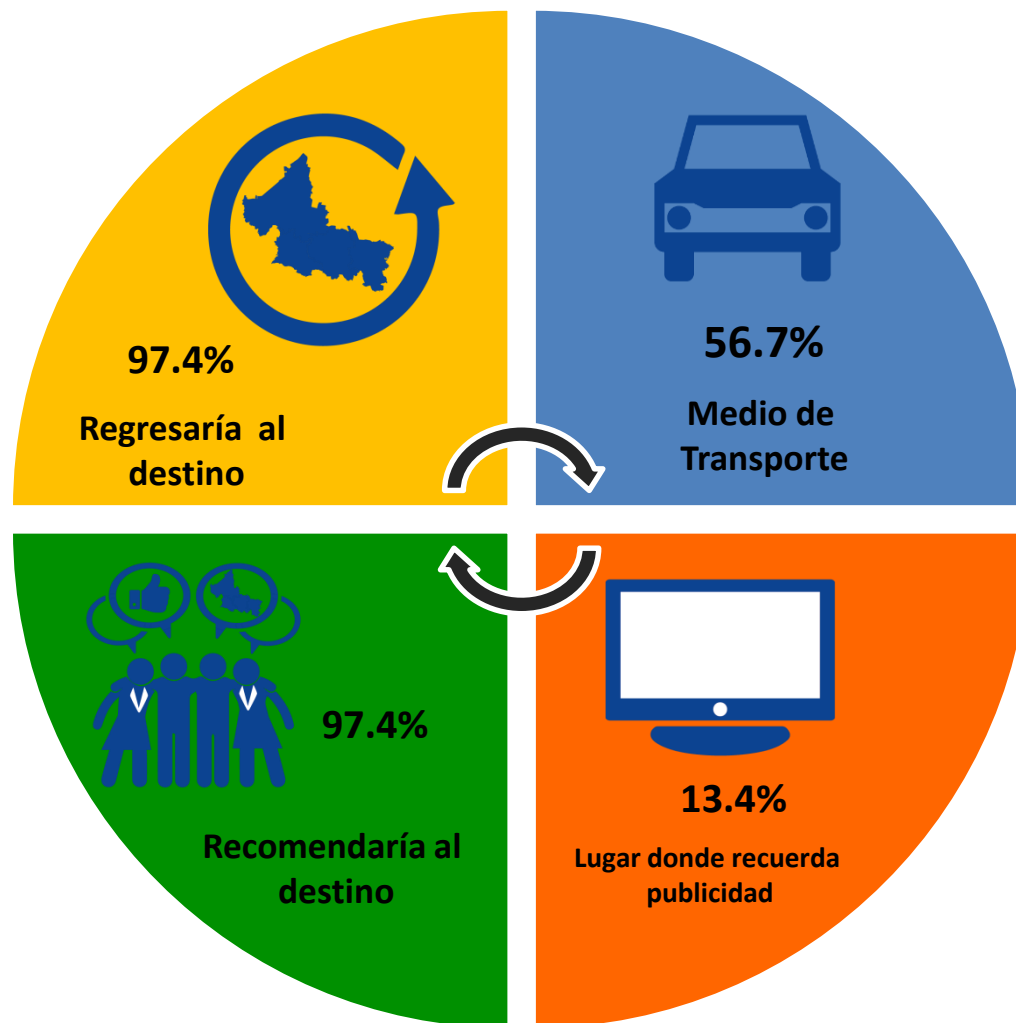
Los resultados obtenidos para cada uno de los conceptos se presentan a continuación:

4.3

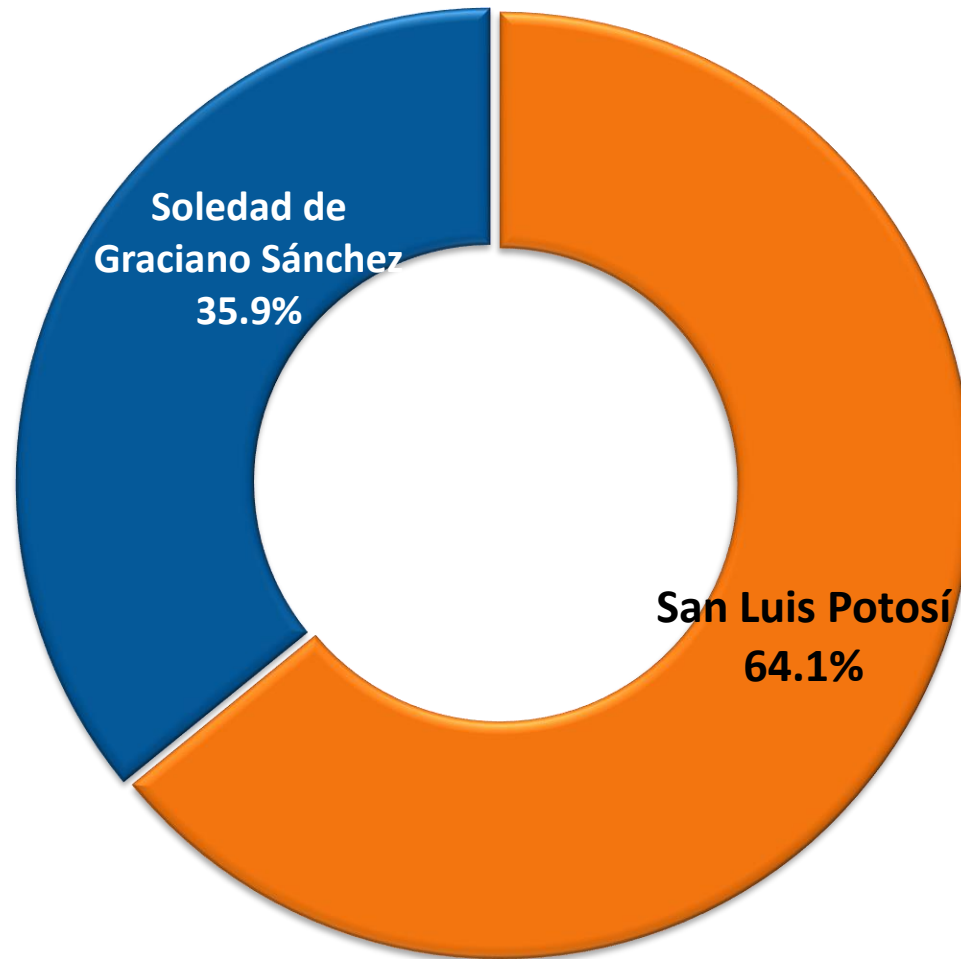
Tamaño de Grupo promedio



Resumen



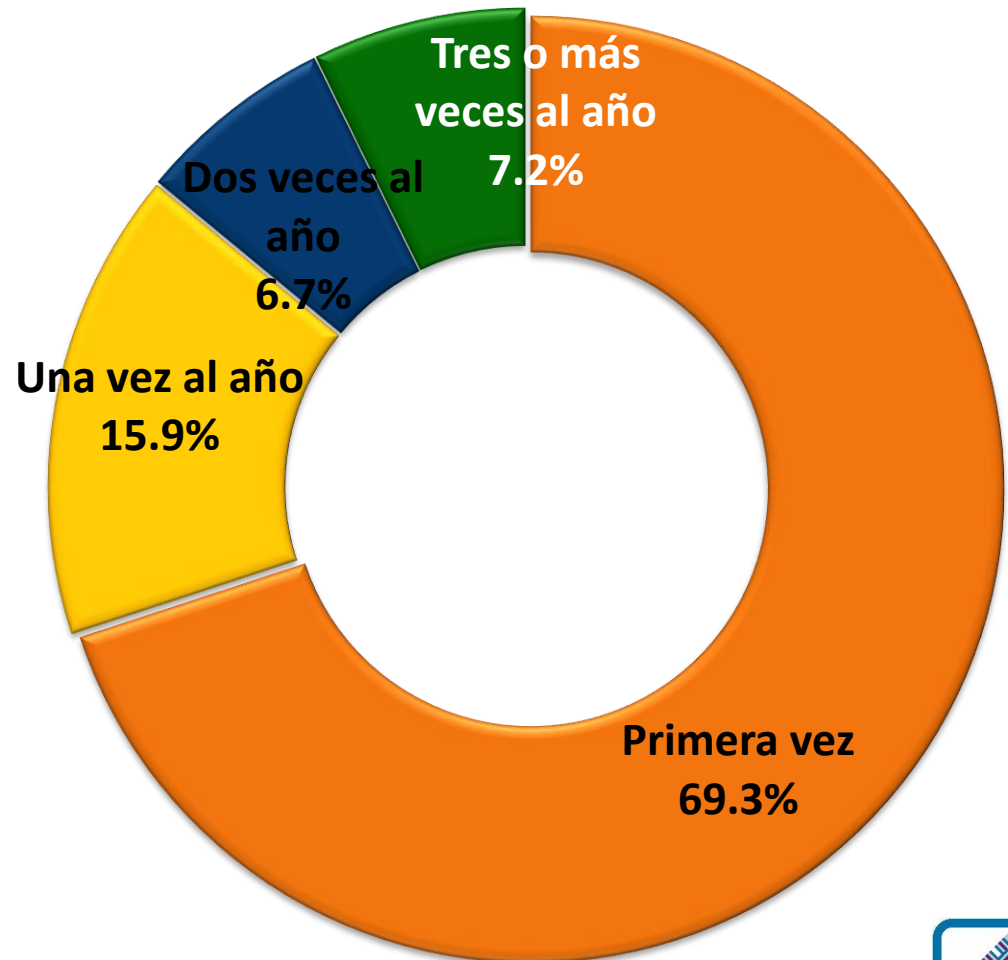
Lugar de levantamiento



Frecuencia de Visita a la Región

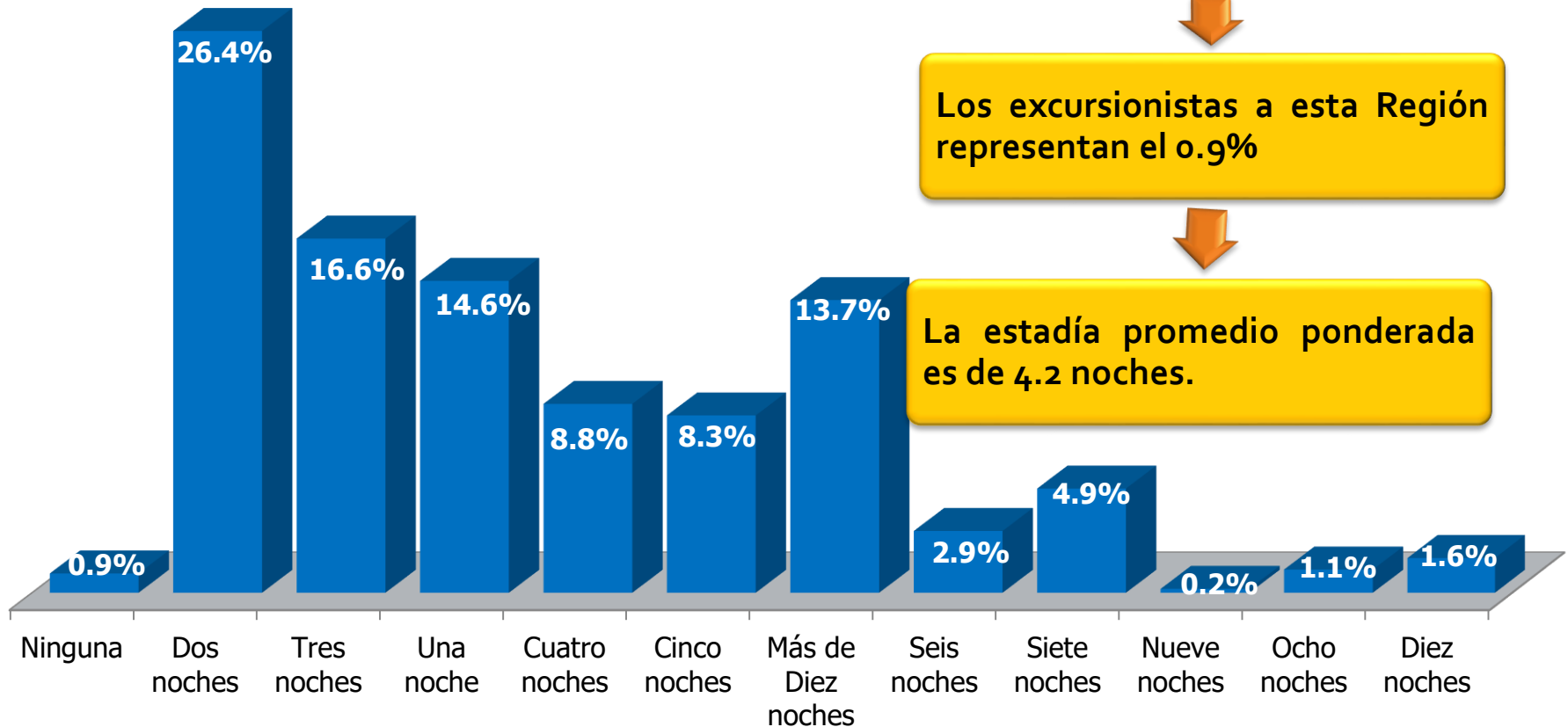
El 69.3% visita el municipio por primera vez

El turismo repetitivo representa el 29.8%



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

Noches de Estadía



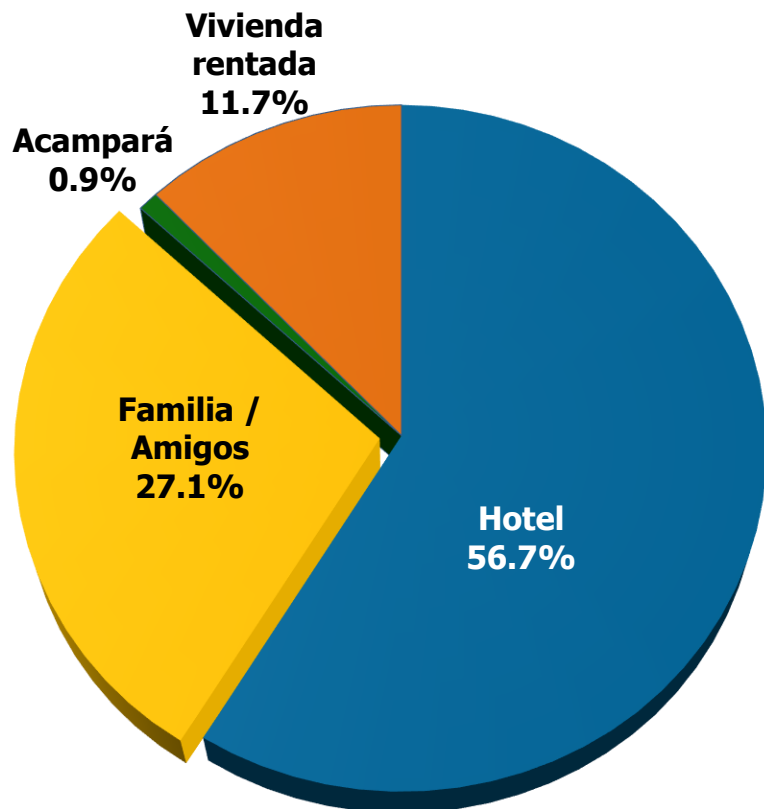
El 43.0% de los visitantes permanece en este destino de dos a tres noches en promedio.

Los excursionistas a esta Región representan el 0.9%

La estadía promedio ponderada es de 4.2 noches.

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

Lugar de Hospedaje del Visitante

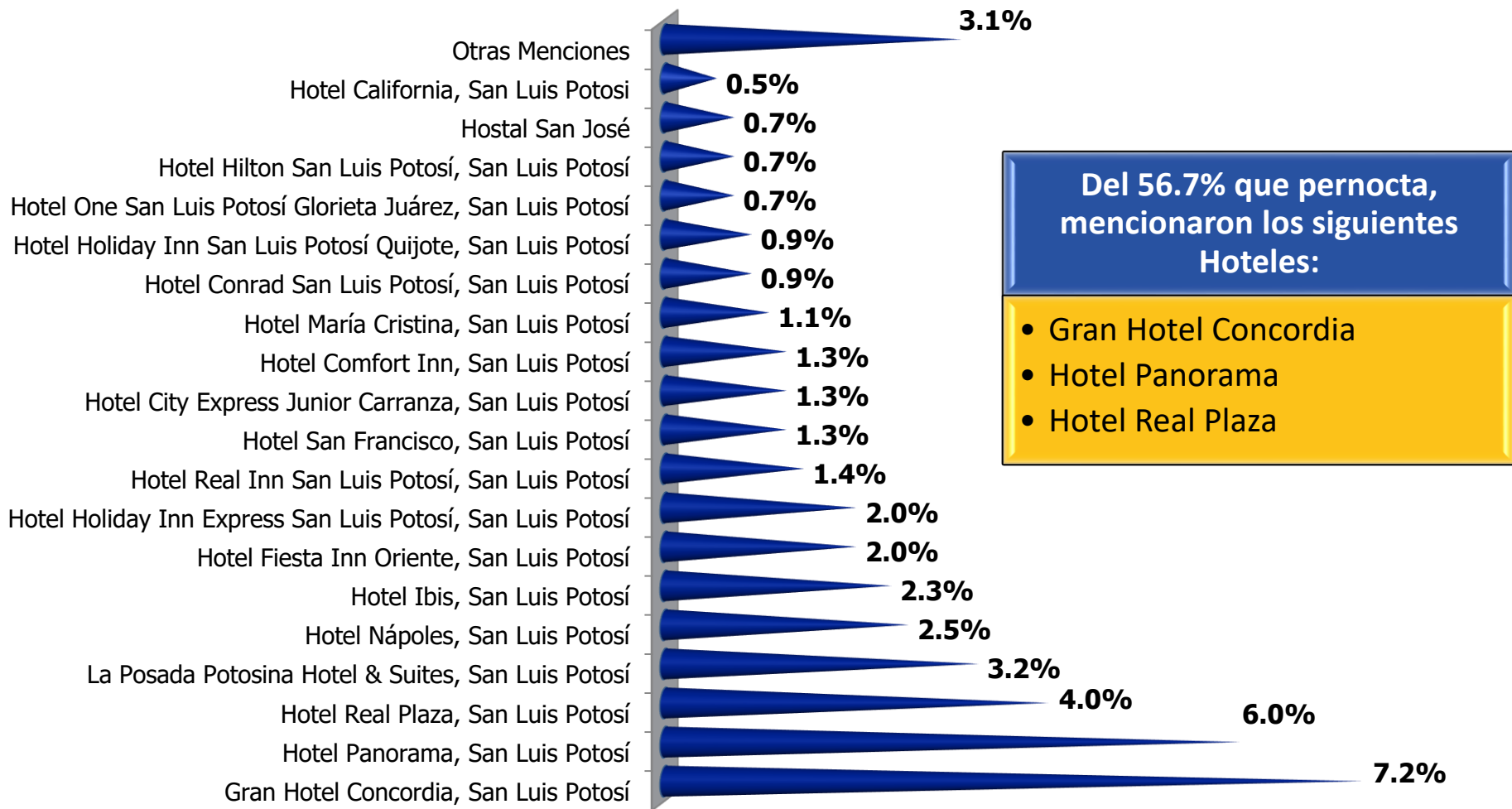


Un poco más de la mitad de los visitantes pernoctan en algún hotel de esta región (56.7%)

El 27.1% prefiere casas de Familiares y amigos.

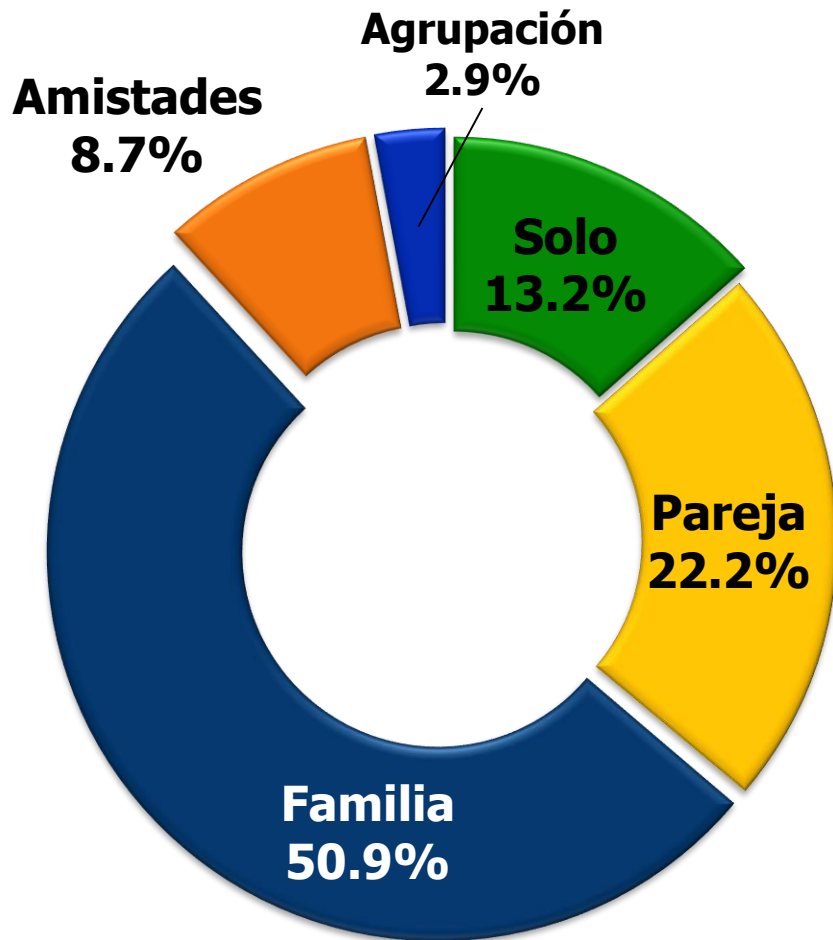
Nota: La diferencia para el 100% corresponde al No Contesto.

Principales Hoteles de Pernocta del visitante



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

Forma de Viajar del Visitante



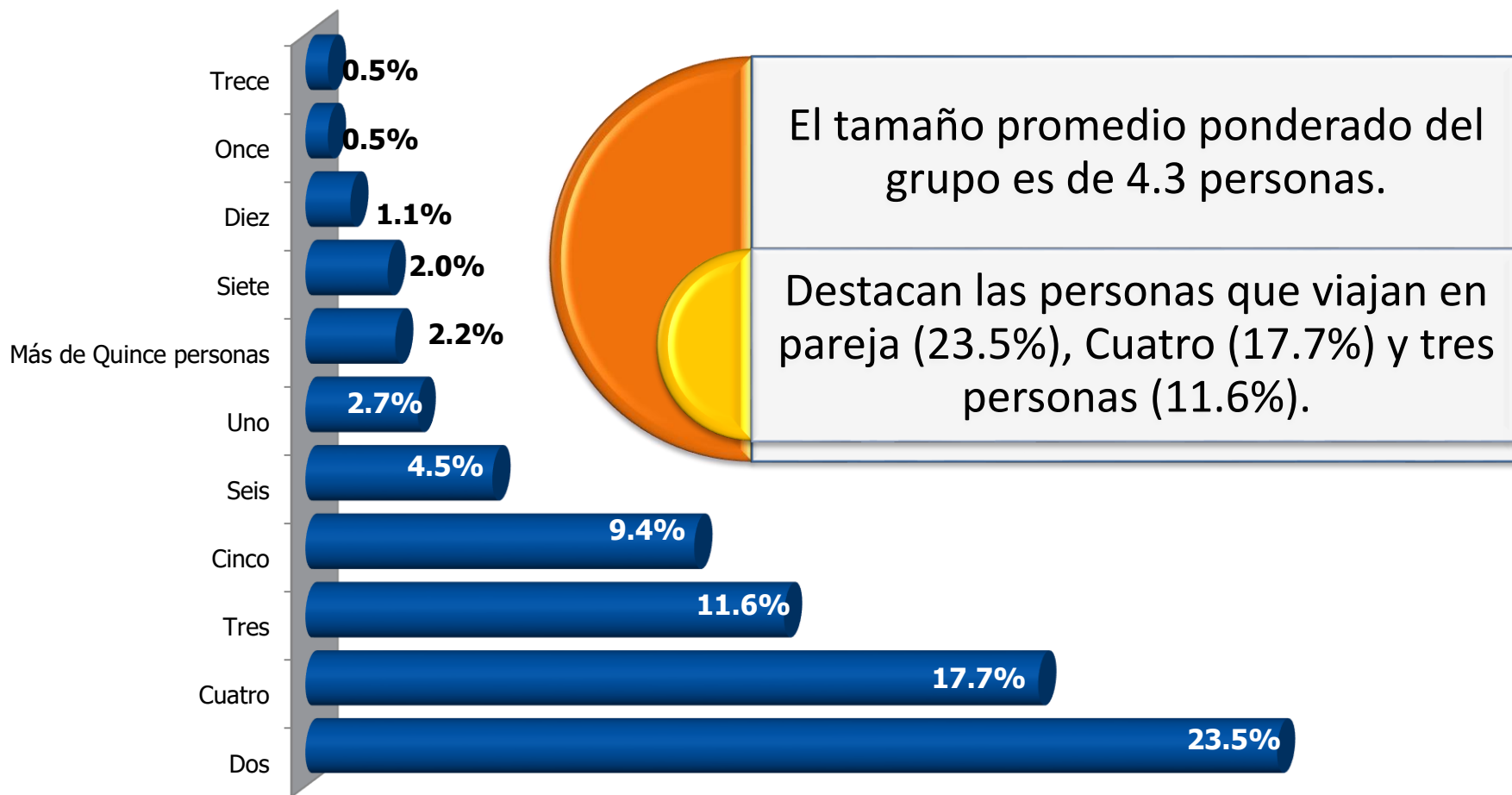
El 50.9% realiza este viaje con la familia.

El 22.2% viaja con su pareja.

13.2% viaja solo y el 8.7% realiza este viaje con amistades.

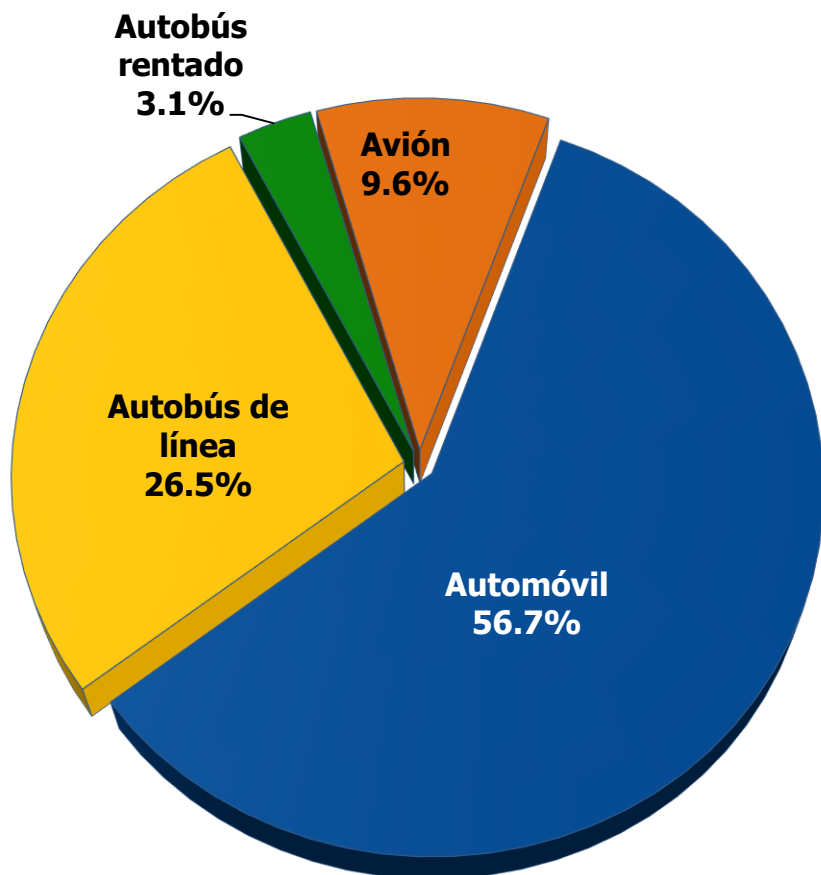
Nota: La diferencia para el 100% corresponde al No Contesto.

Número de Acompañantes en su Visita



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

Medio de Transporte Utilizado por el Visitante



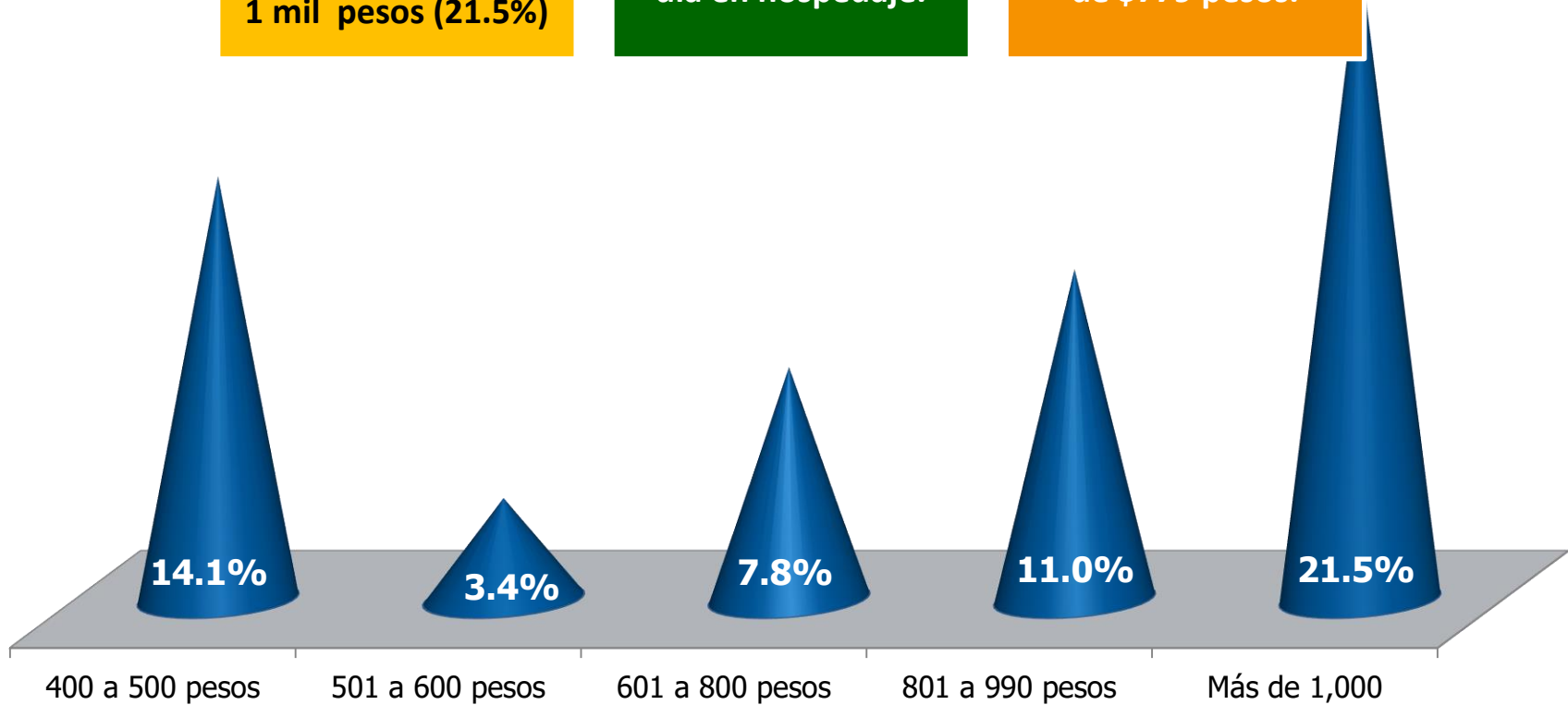
Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Promedio - Hospedaje

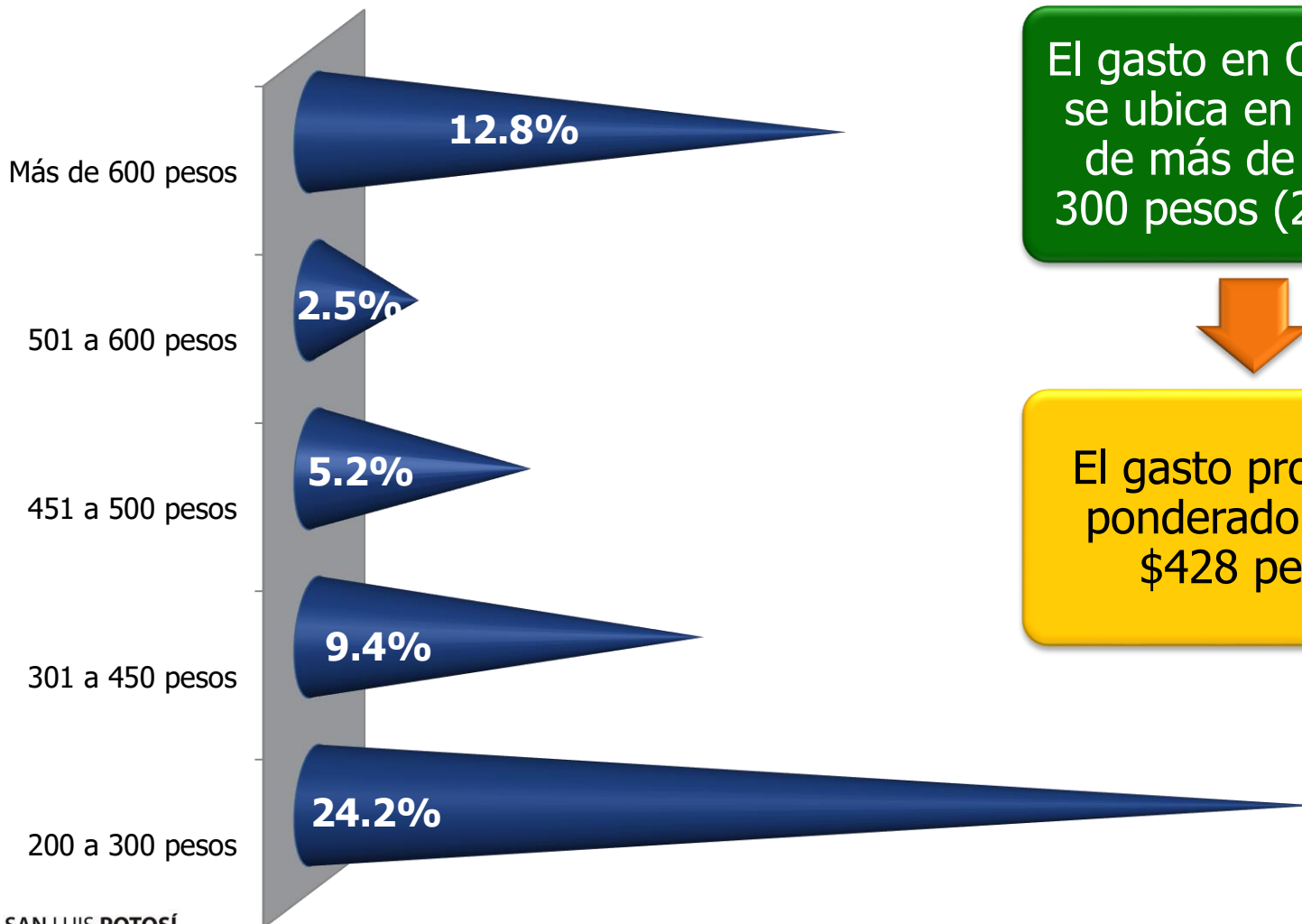
El mayor gasto en hospedaje se ubica en rangos de más de 1 mil pesos (21.5%)

El 14.1% gastó entre 400 y 500 pesos por día en hospedaje.

El gasto promedio ponderado diario es de \$779 pesos.



Gasto Promedio - Compras

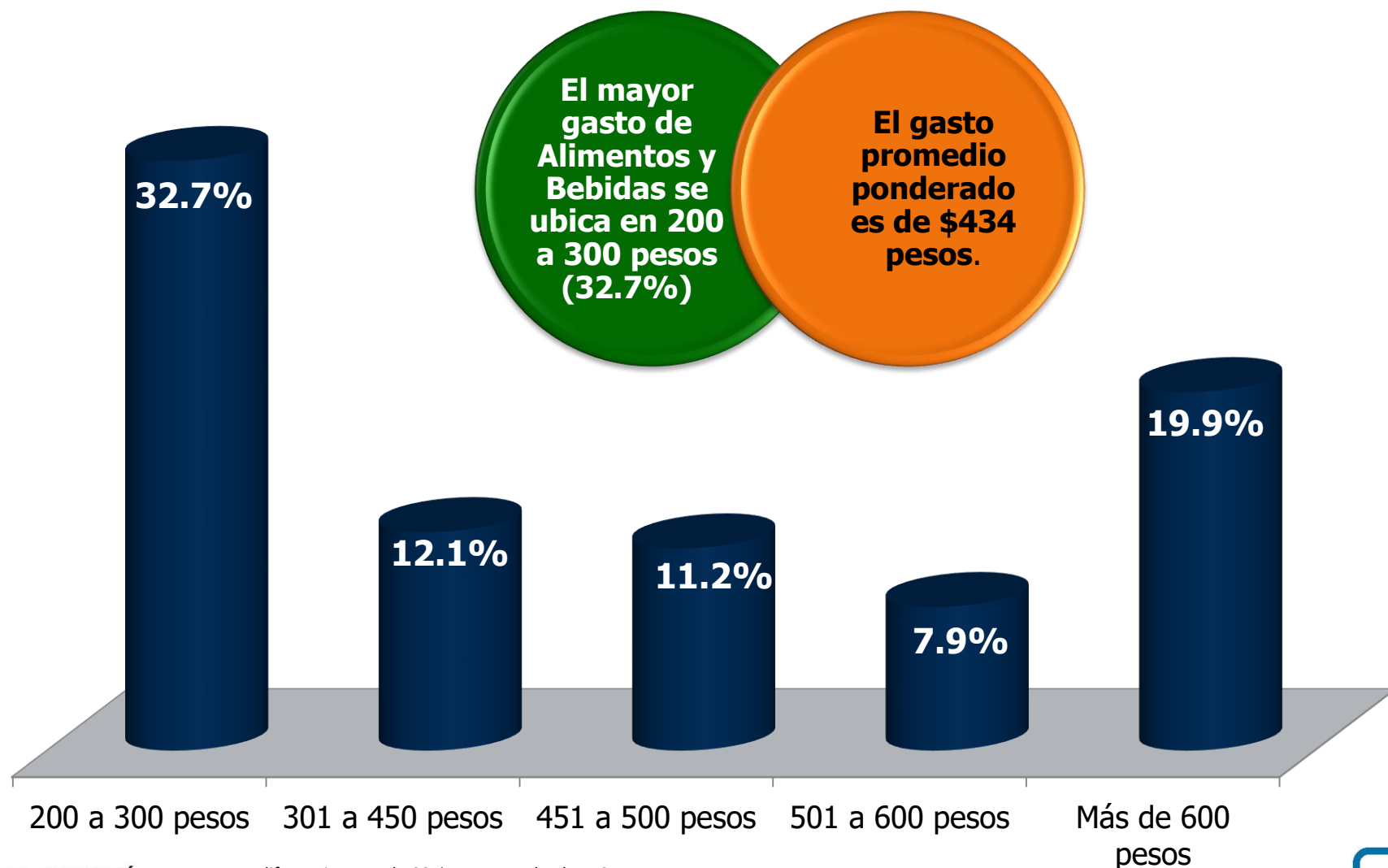


El gasto en Compras se ubica en rangos de más de 200 a 300 pesos (24.2%).



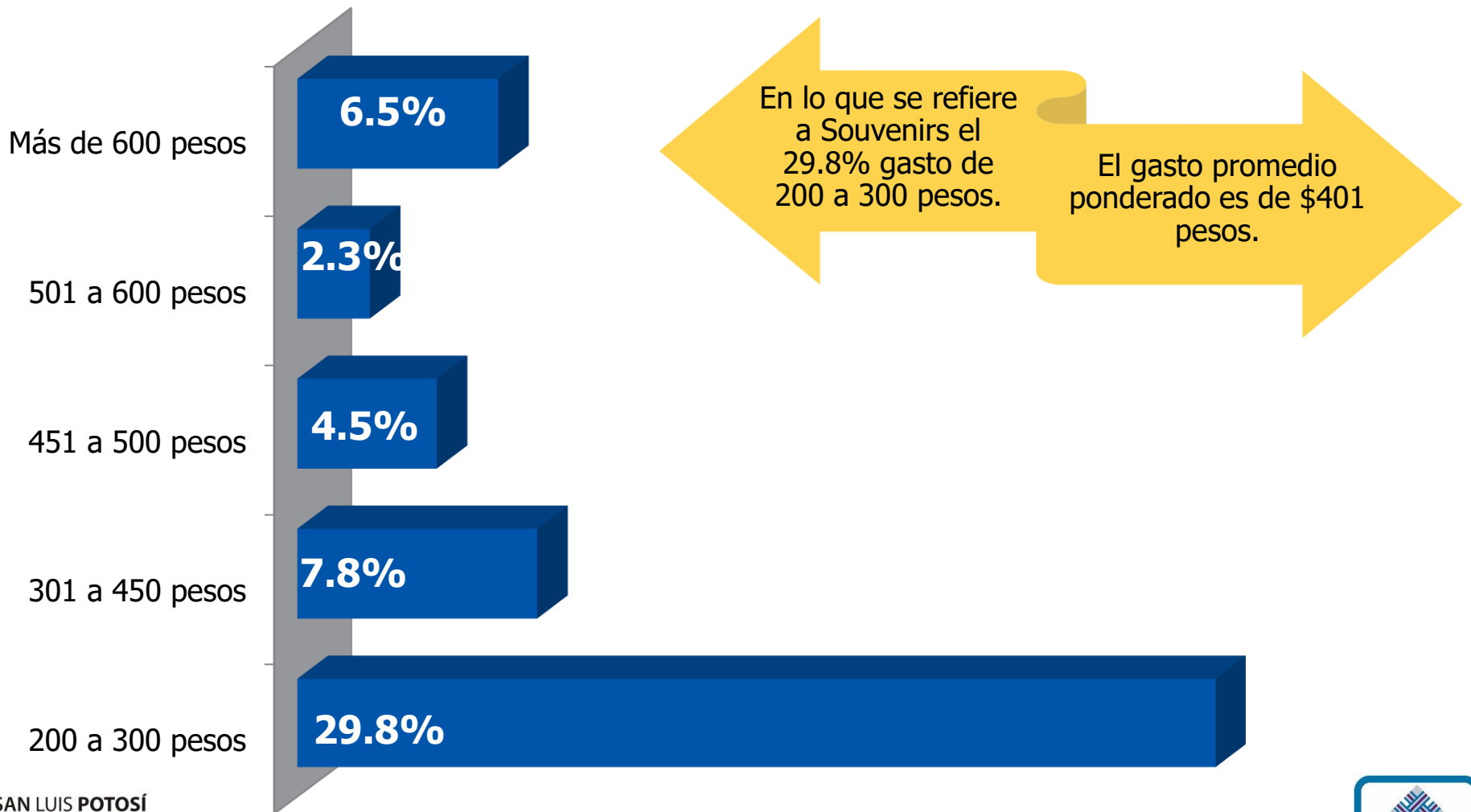
El gasto promedio ponderado es de \$428 pesos

Gasto Promedio – Alimentos y Bebidas

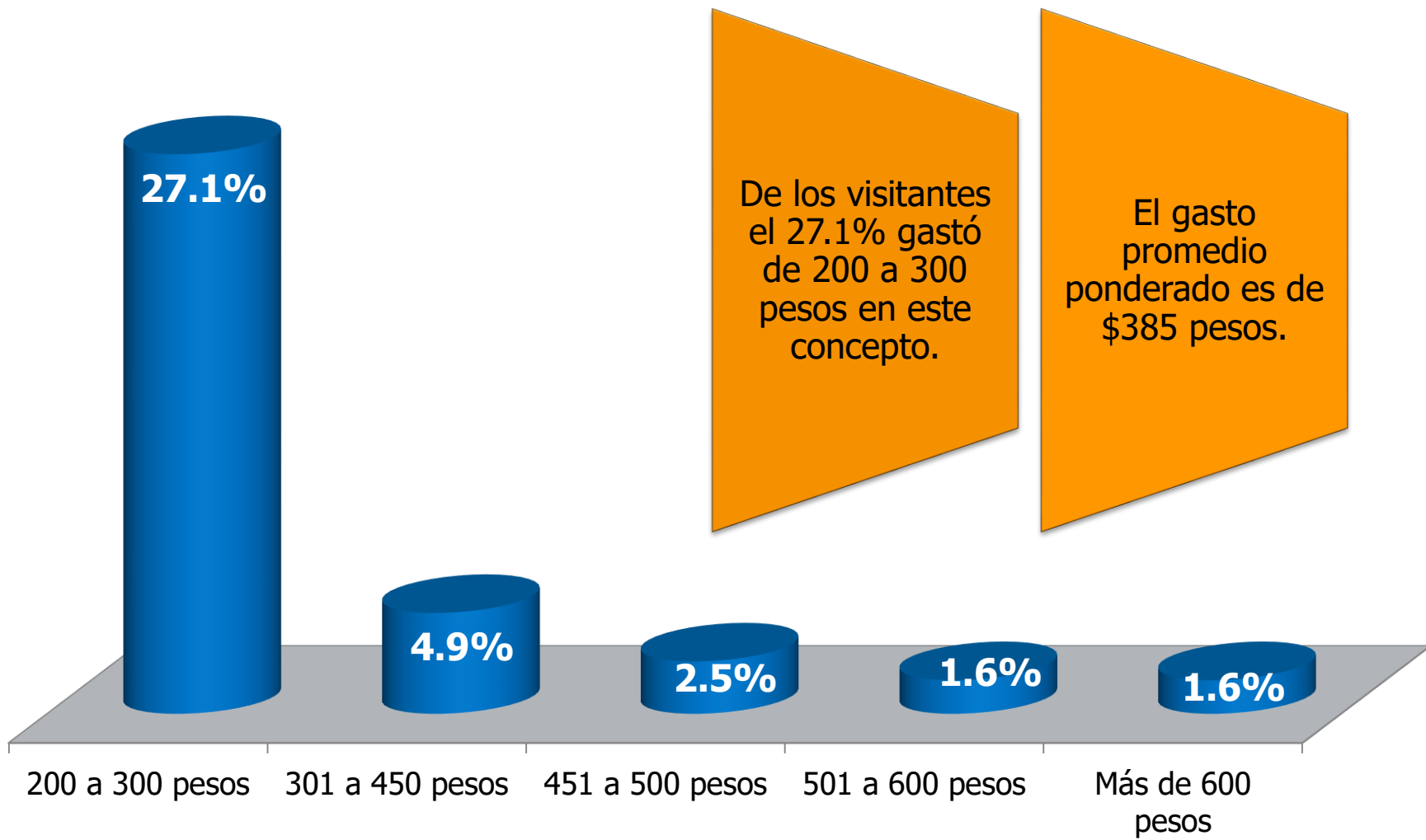


Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Promedio - Souvenirs

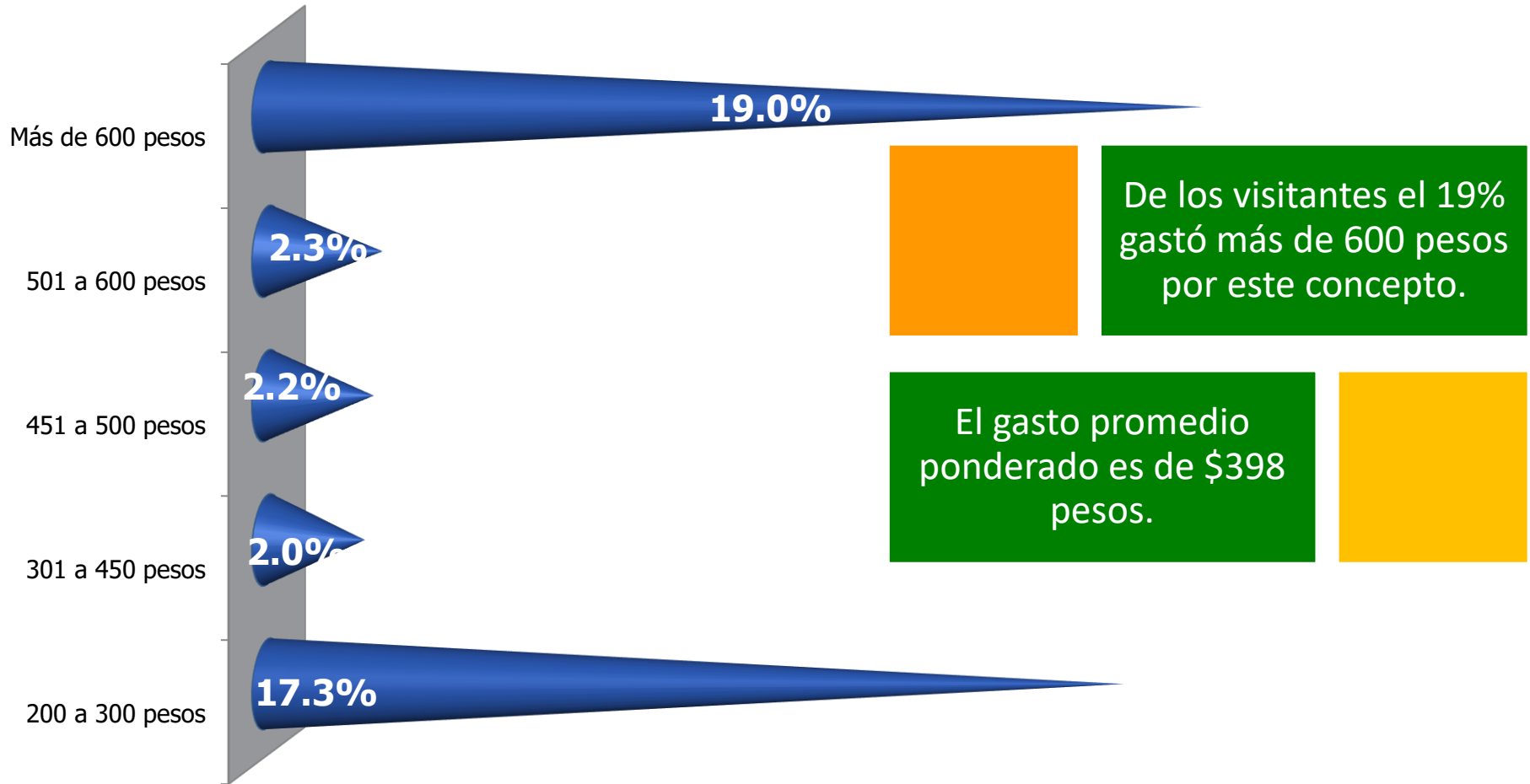


Gasto Promedio – Transportación Local



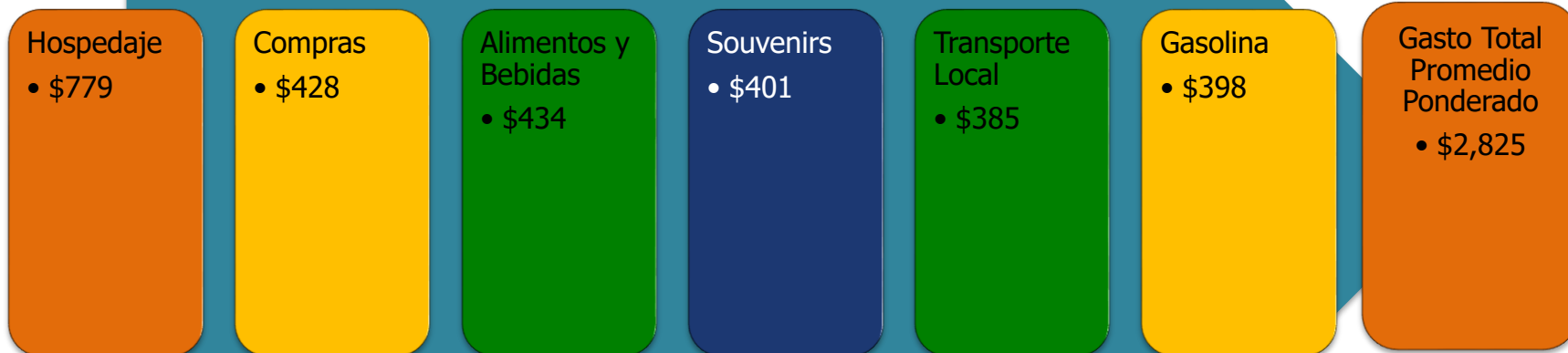
Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Promedio – Gasolina

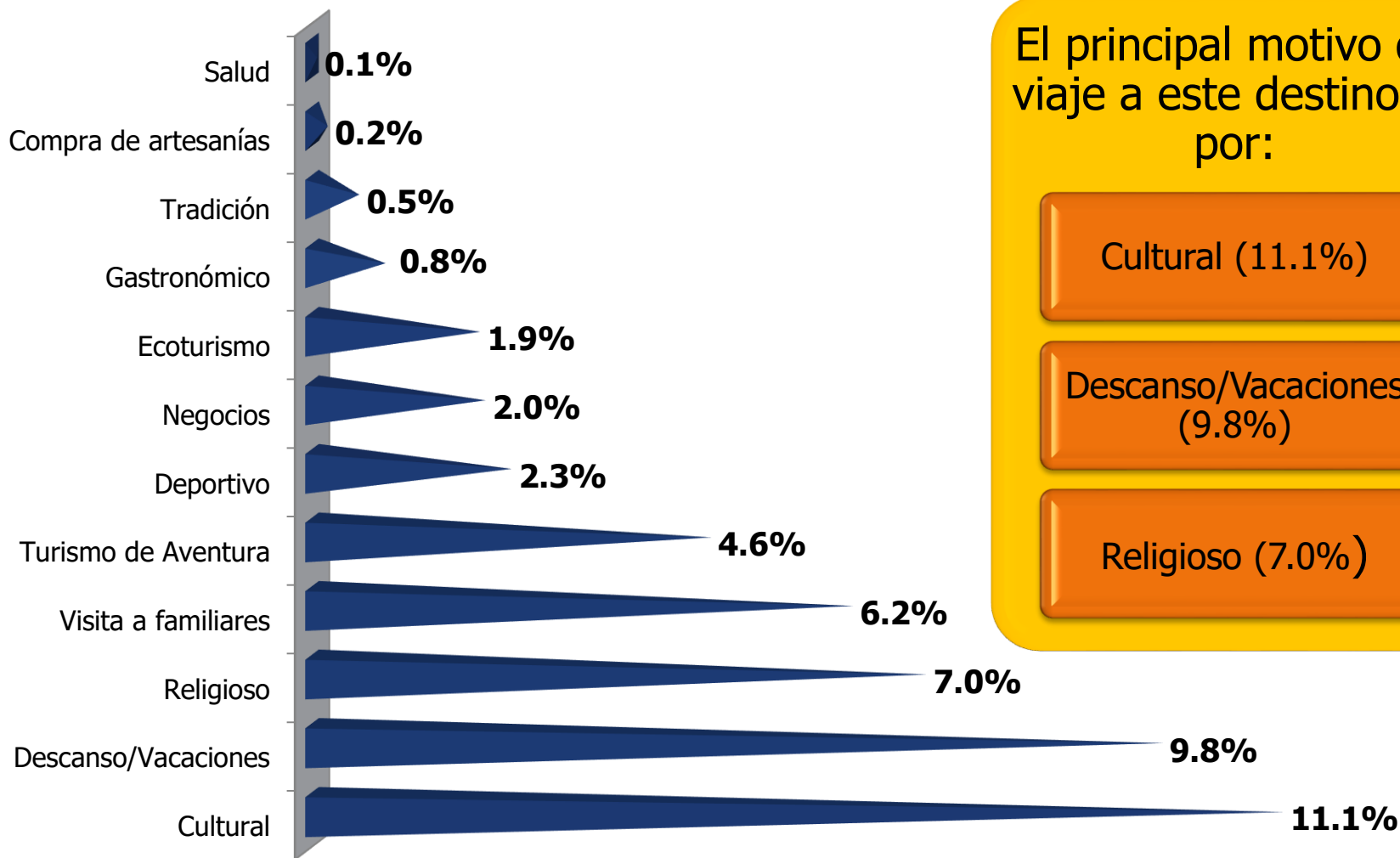


Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Total Promedio Ponderado



Razón Principal de Viaje a este destino



El principal motivo del viaje a este destino es por:

Cultural (11.1%)

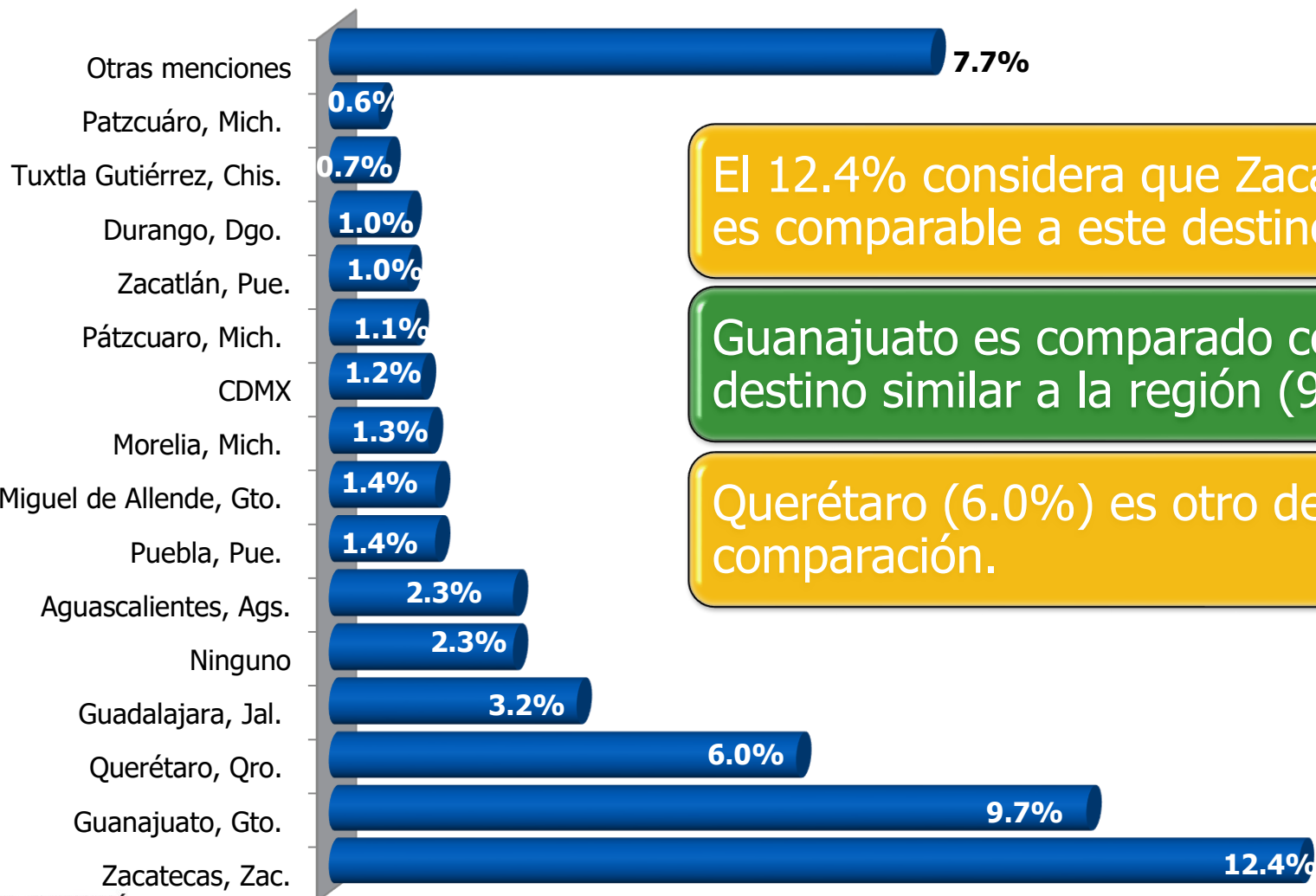
Descanso/Vacaciones (9.8%)

Religioso (7.0%)

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

Perfil del Visitante Semana Santa 2019 – Región Centro

Sitios con los que Comparan a la Región



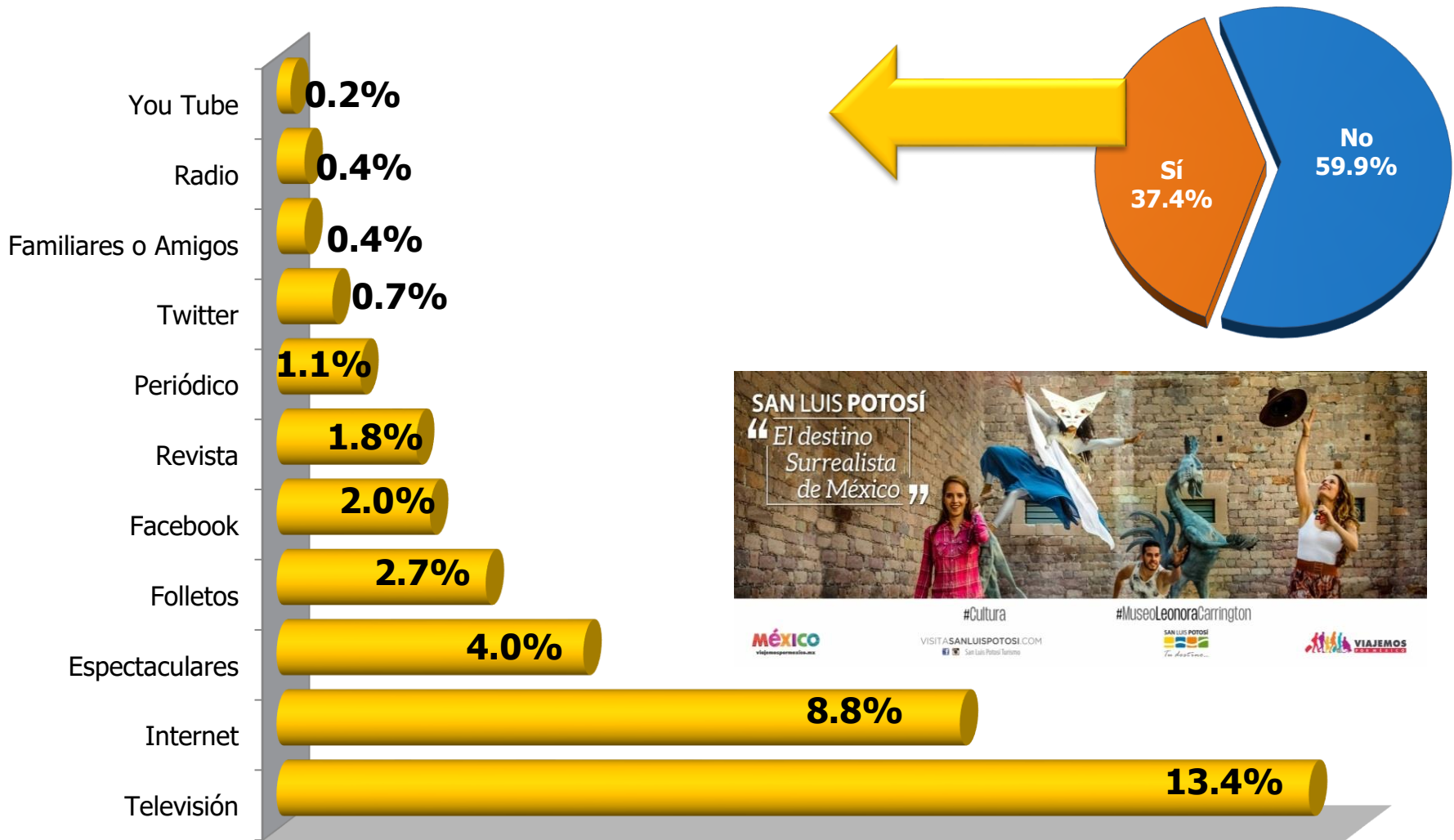
El 12.4% considera que Zacatecas es comparable a este destino.

Guanajuato es comparado como un destino similar a la región (9.7%).

Querétaro (6.0%) es otro destino de comparación.

Recordación de la Publicidad

“El destino Surrealista de México”



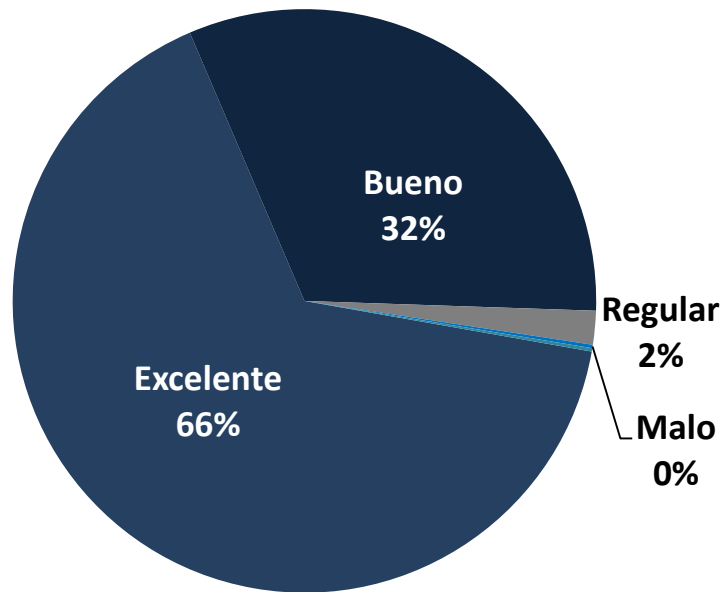
Nota: La diferencia para el 100% corresponde al No Contesto.

Medio por el que se enteró o Conoce de la Región según Lugar de Origen

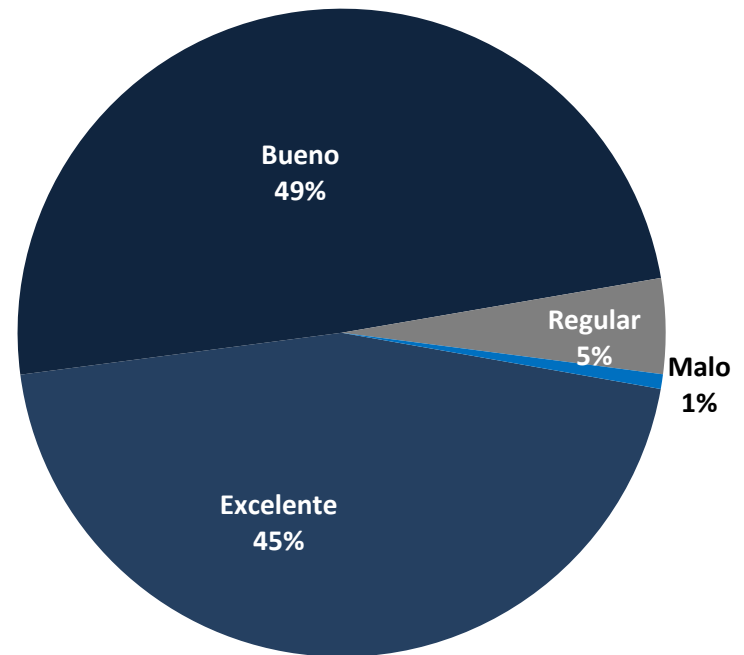
Medio de Comunicación	Estado de México	Jalisco	Nuevo León	Baja California	Ciudad de México	Tamaulipas	Guanajuato	Coahuila	Puebla	Colima	Veracruz	Sinaloa	Sonora	España	Chihuahua	Otras Menciones	Total
Televisión	1.4%	0.7%	0.4%	0.7%	0.7%	0.5%	0.4%	0.4%	0.4%	0.7%	0.4%	0.0%	0.4%	0.4%	0.4%	5.6% ↑	13.4%
Internet	0.4%	0.7%	0.4%	0.2%	0.5%	0.2%	0.4%	0.4%	0.0%	0.4%	0.0%	0.9%	0.4%	0.2%	0.2%	3.8% →	8.8%
Espectaculares	0.0%	0.5%	0.0%	0.4%	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2% ↓	4.0%
Folletos	0.2%	0.4%	0.2%	0.2%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.3% ↓	2.7%
Facebook	0.2%	0.0%	0.2%	0.2%	0.0%	0.2%	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7% ↓	2.0%
Revista	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3% ↓	1.8%
Periódico	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7% ↓	1.1%
Twitter	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0% ↓	0.7%
Familiares o Amigos	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%	0.4% ↓	0.4%
Radio	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2% ↓	0.4%
You Tube	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% ↓	0.2%
Total	7.4%	6.7%	4.7%	4.0%	4.0%	4.0%	3.4%	3.1%	2.9%	2.7%	2.7%	2.2%	1.8%	1.8%	1.6%	47.1%	100.0%

Satisfacción del destino

Sitios y Atractivos Turísticos

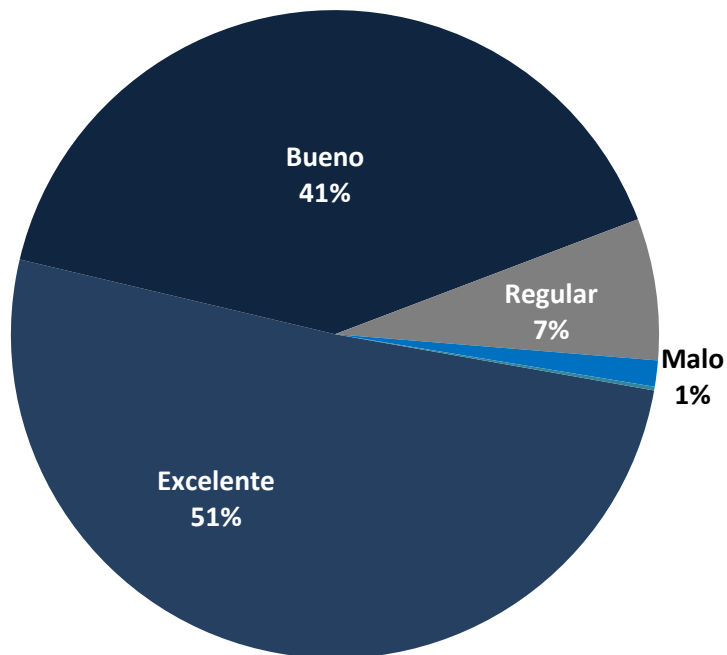


Calidad de Infraestructura

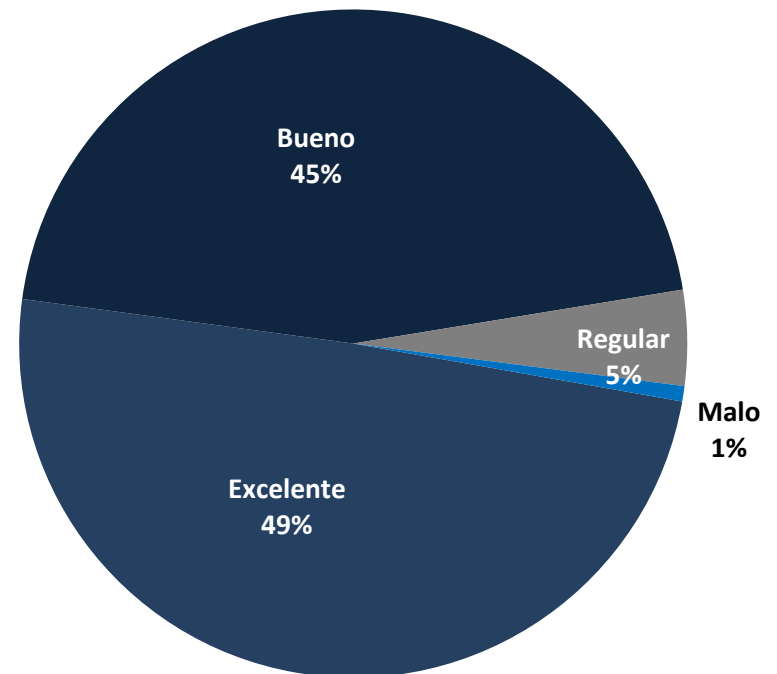


Satisfacción del destino

Imagen del destino

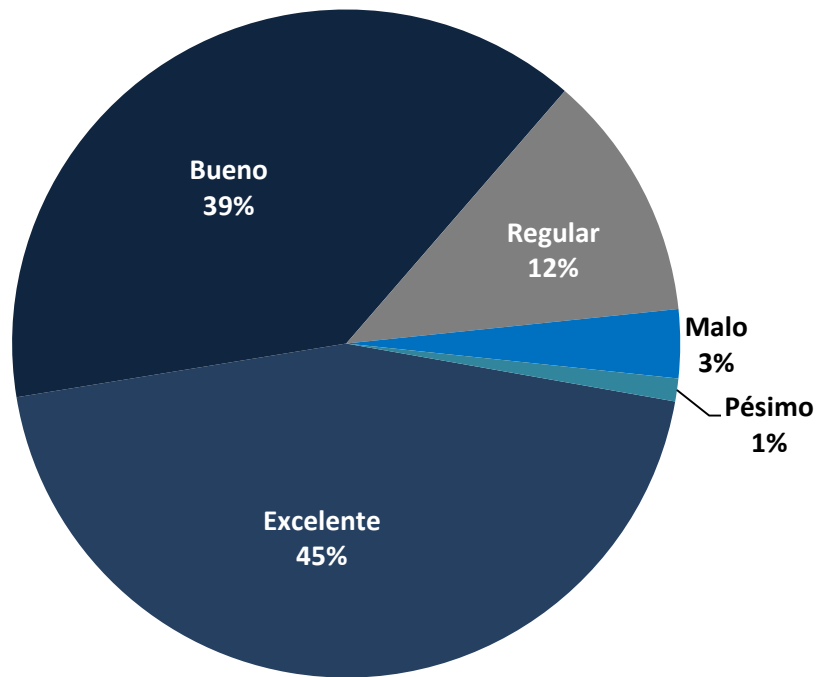


Experiencia de viaje

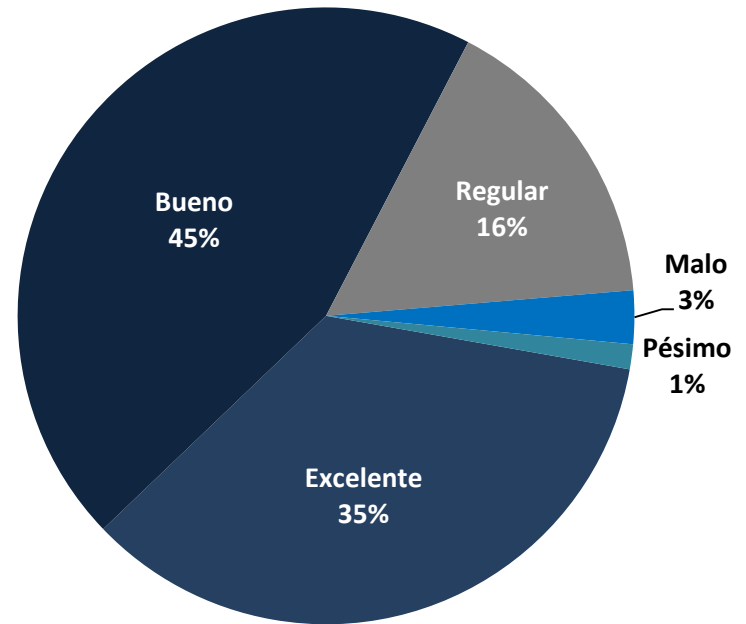


Satisfacción del destino

Limpieza en las calles y áreas públicas

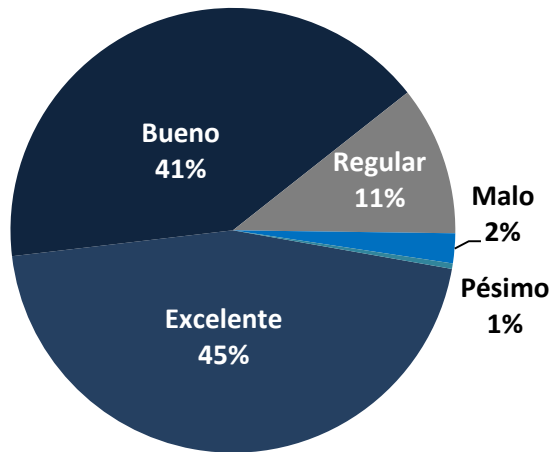


Señalética turística del destino turístico

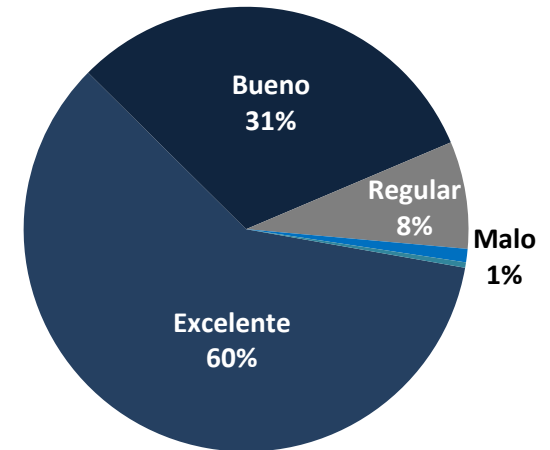


Satisfacción del destino

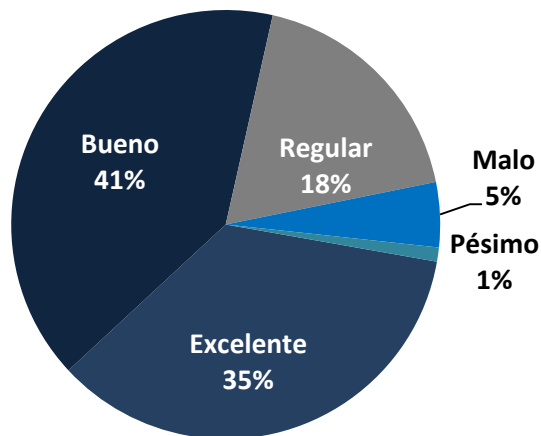
Módulos de Información Turística



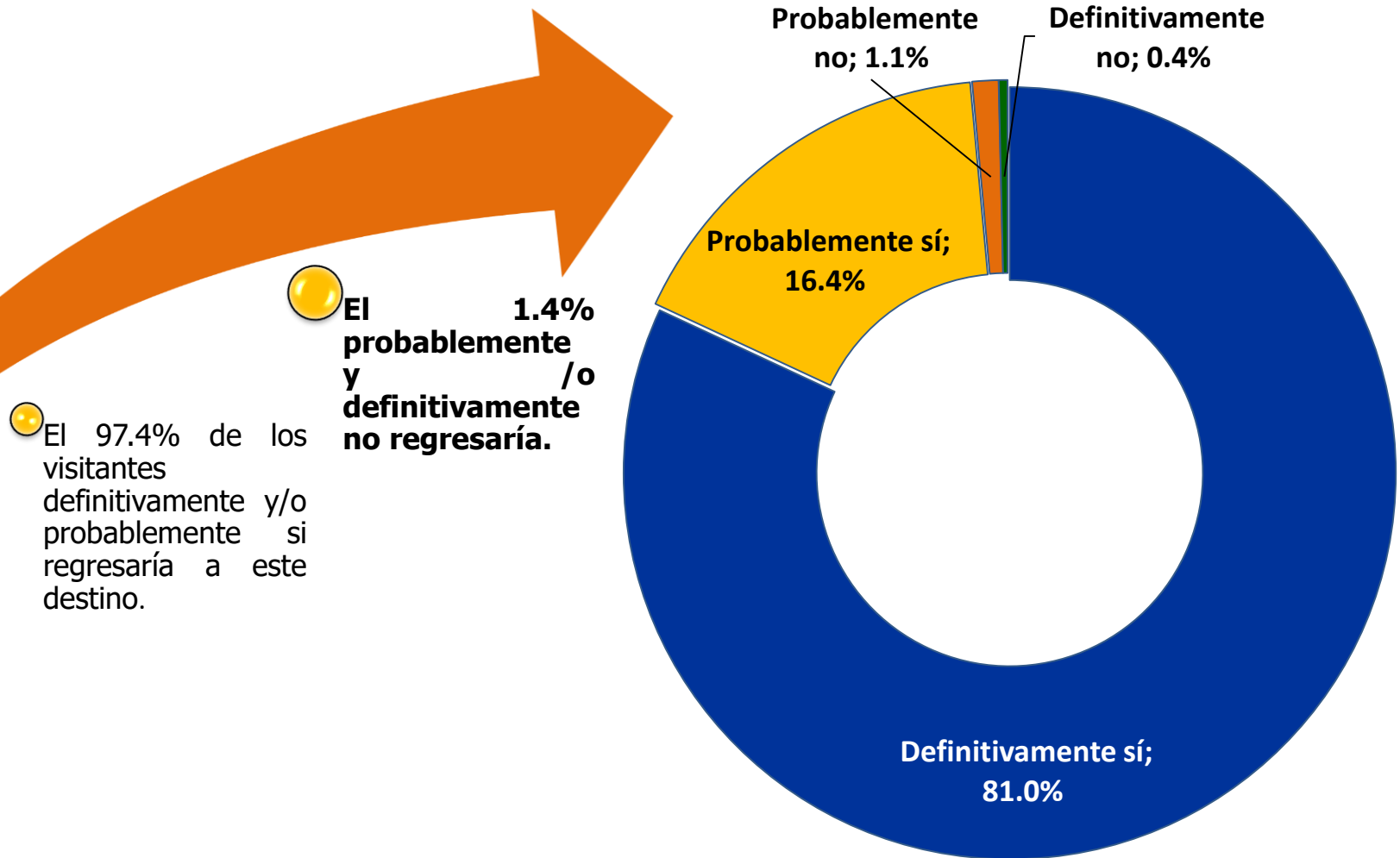
Gastronomía típica del destino



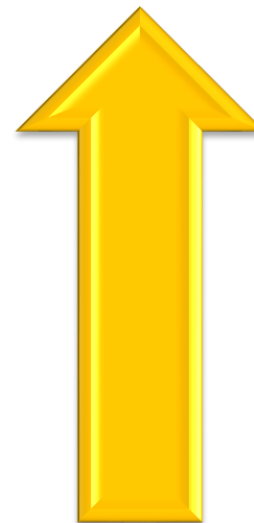
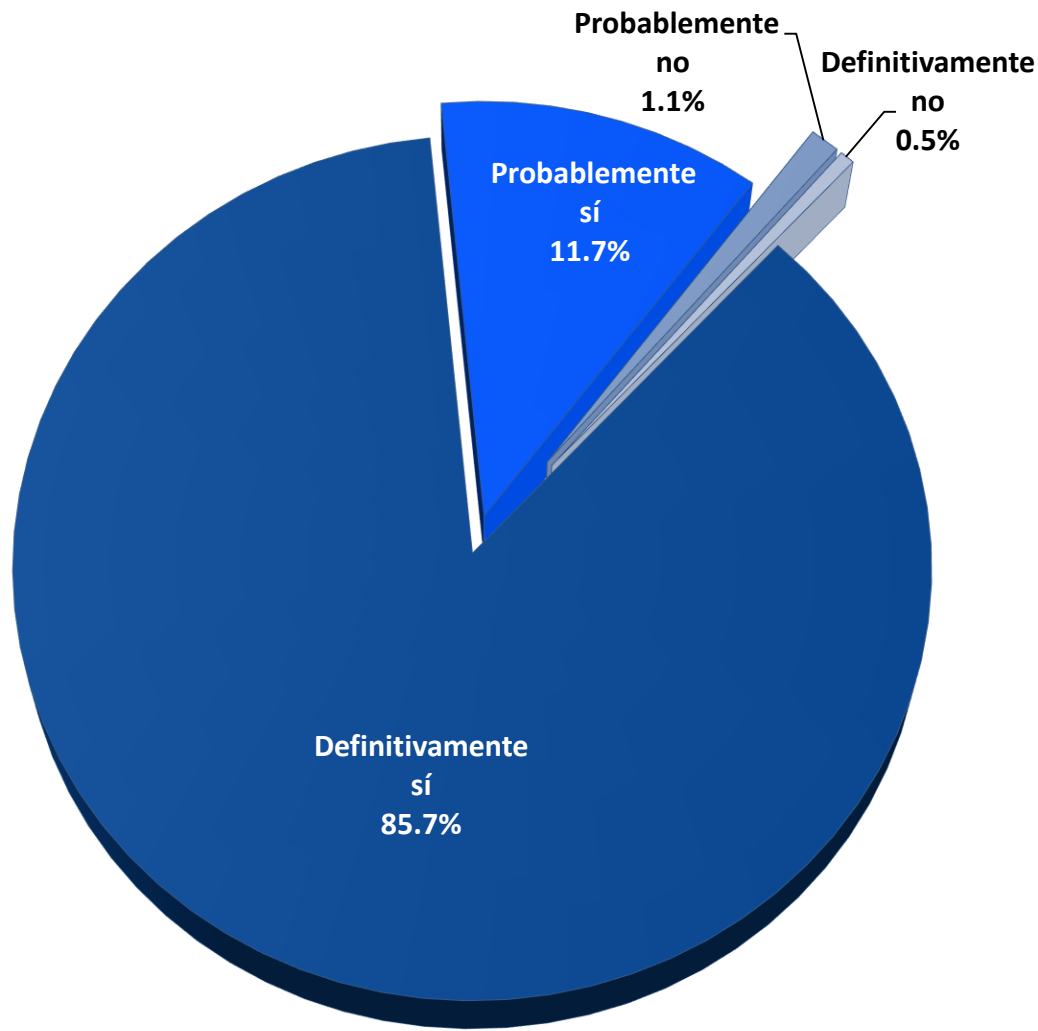
Relación calidad/cantidad de sanitarios



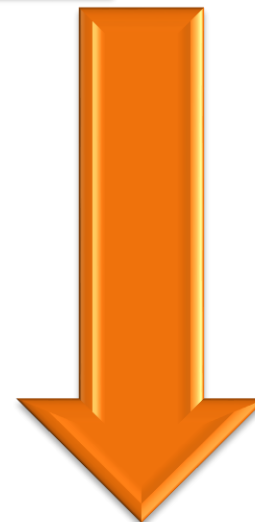
Opinión de Regresar a este destino



Opinión de Recomendar a este destino

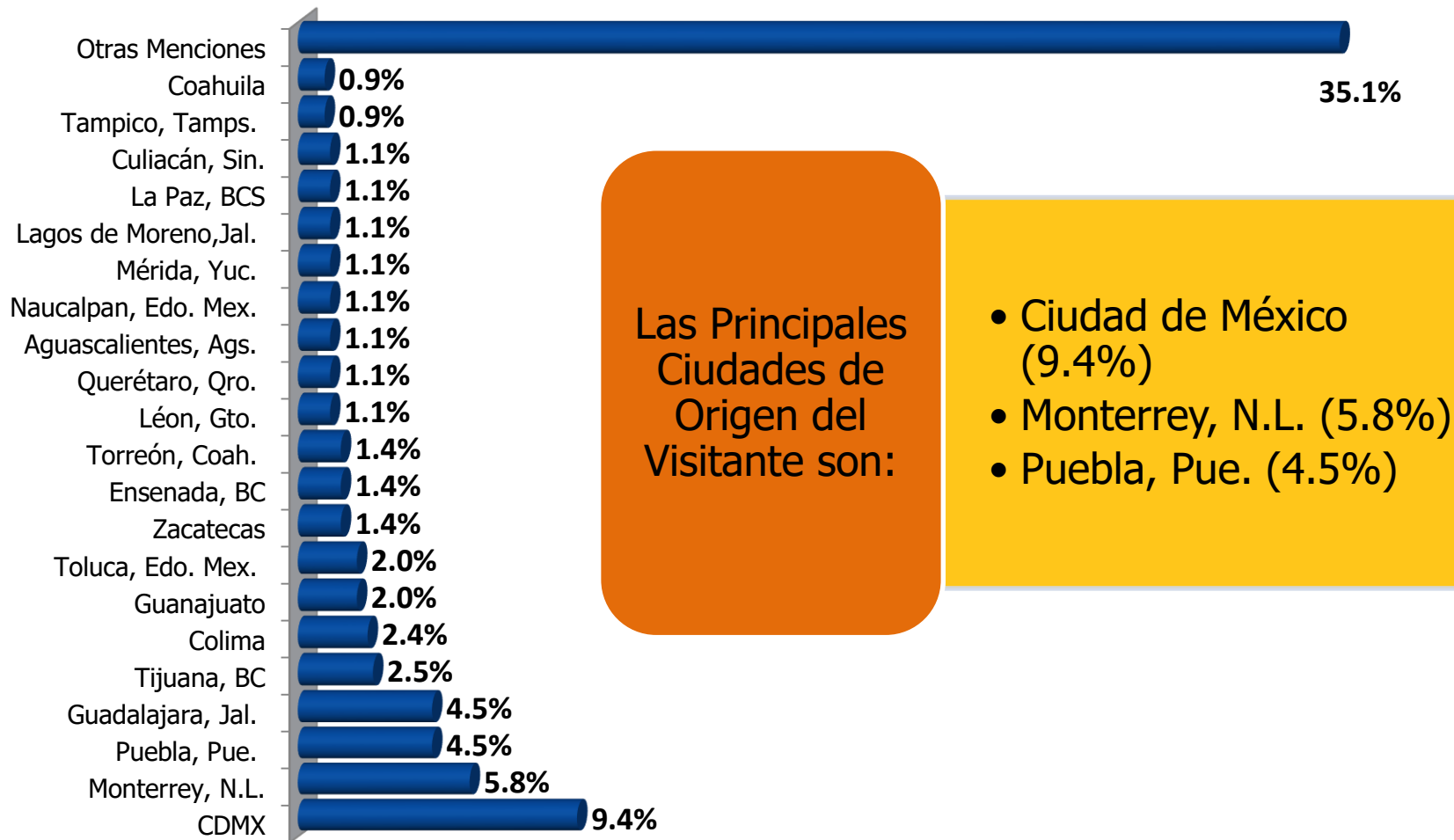


El 97.4% de los visitantes definitivamente sí y/o probablemente recomendaría el destino.



El 1.6% probablemente y/o definitivamente no recomendaría el destino.

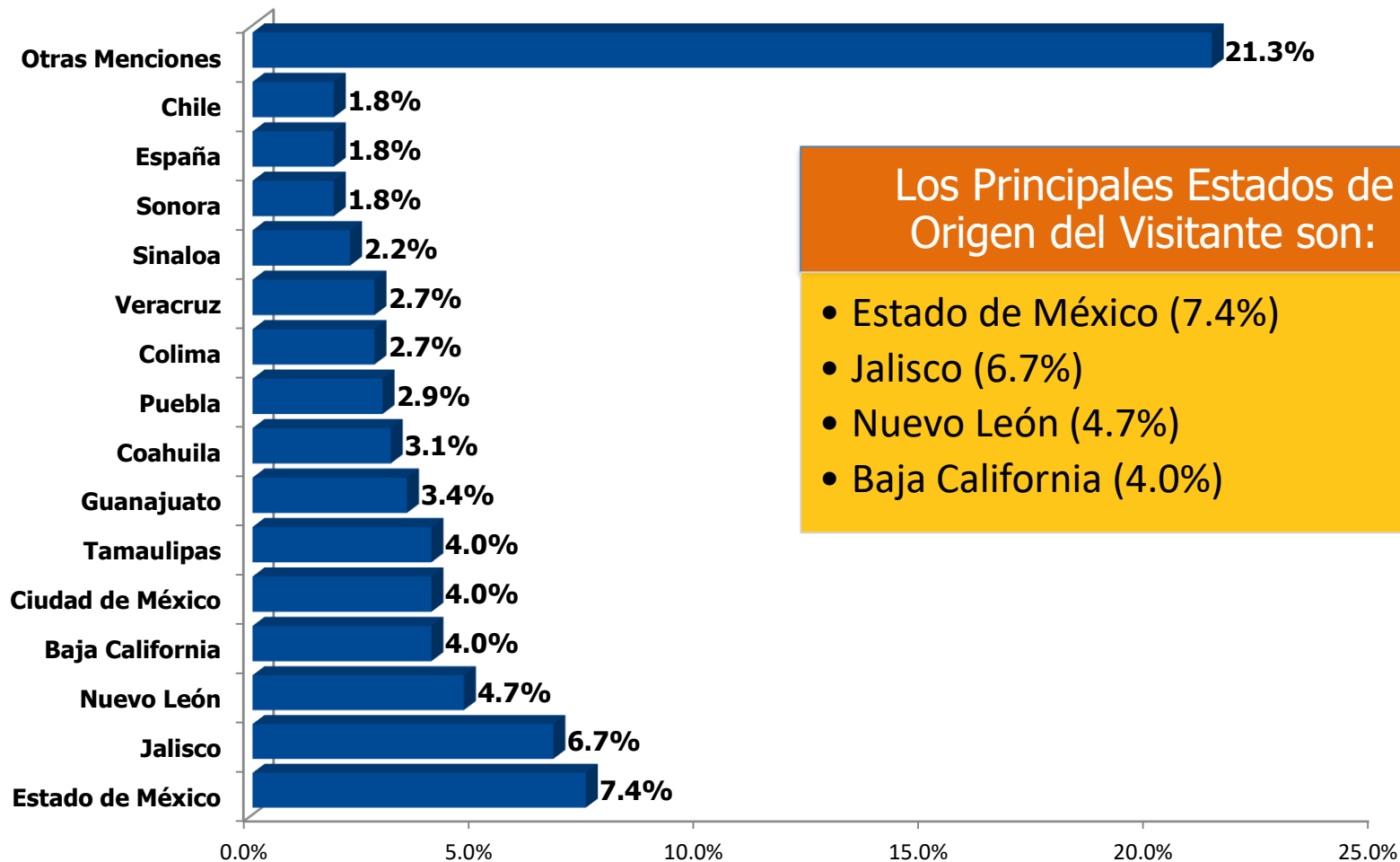
Principales Ciudades de Origen del Visitante



Las Principales Ciudades de Origen del Visitante son:

- Ciudad de México (9.4%)
- Monterrey, N.L. (5.8%)
- Puebla, Pue. (4.5%)

Principales Estados de Origen del Visitante

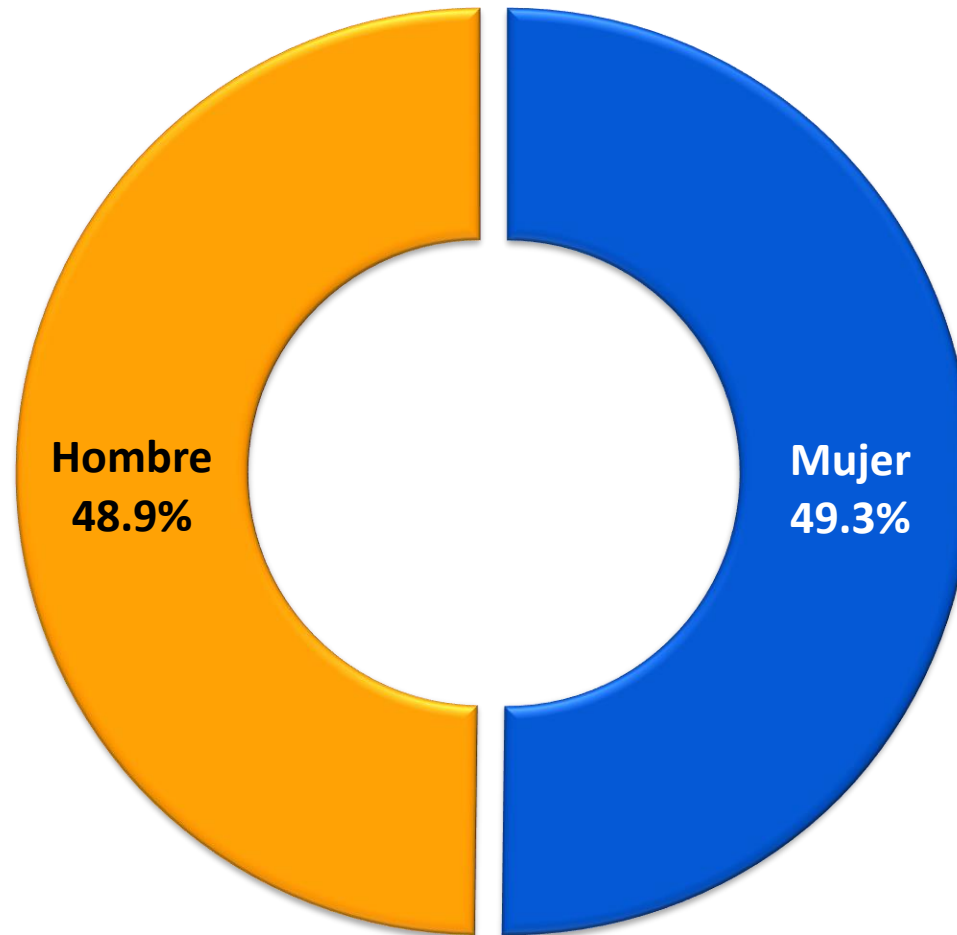


Los Principales Estados de Origen del Visitante son:

- Estado de México (7.4%)
- Jalisco (6.7%)
- Nuevo León (4.7%)
- Baja California (4.0%)

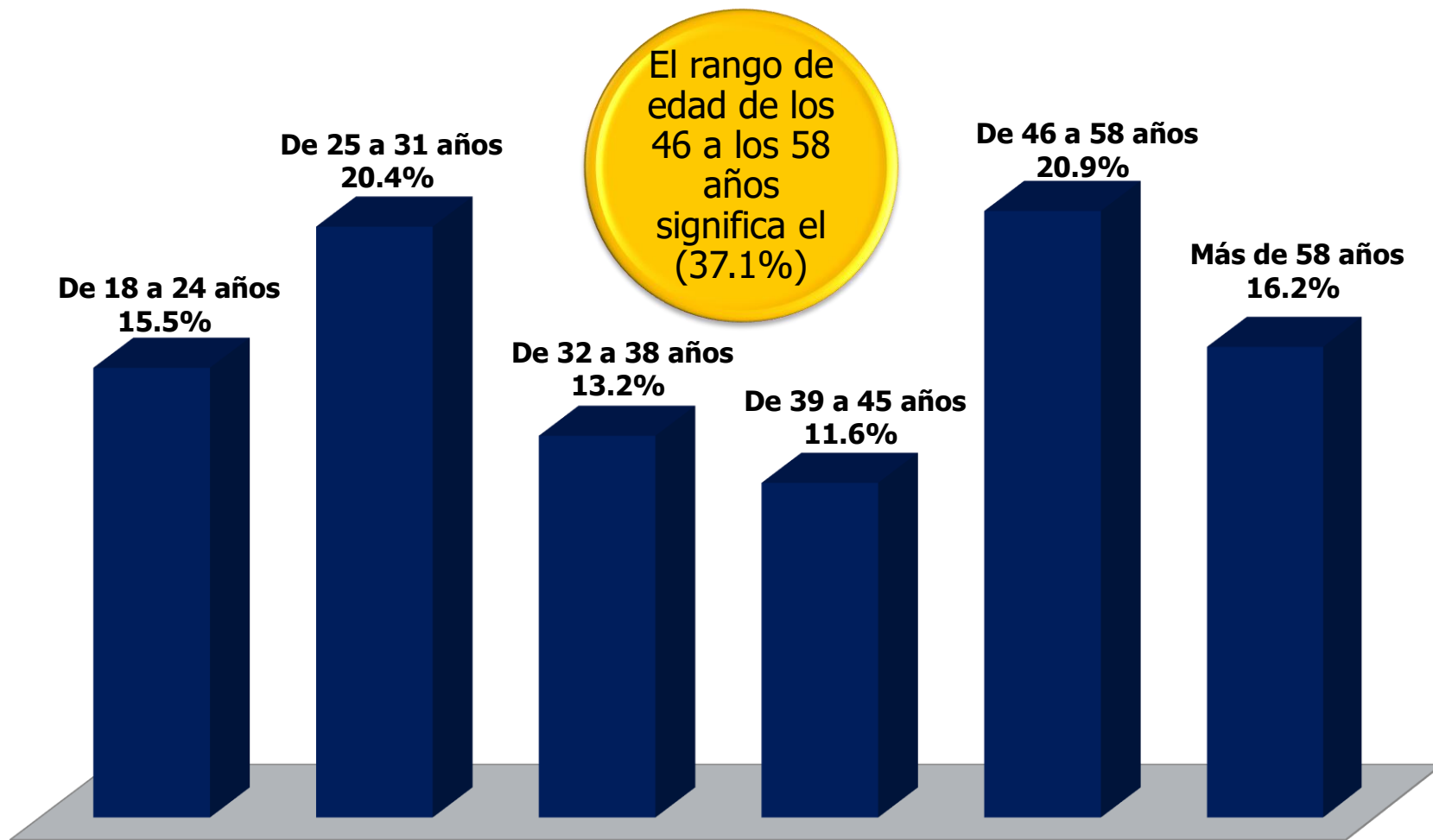
Nota: La diferencia para el 100% corresponde al No Contesto.

Sexo del Visitante a la Región



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

Rango de Edad de los Visitantes

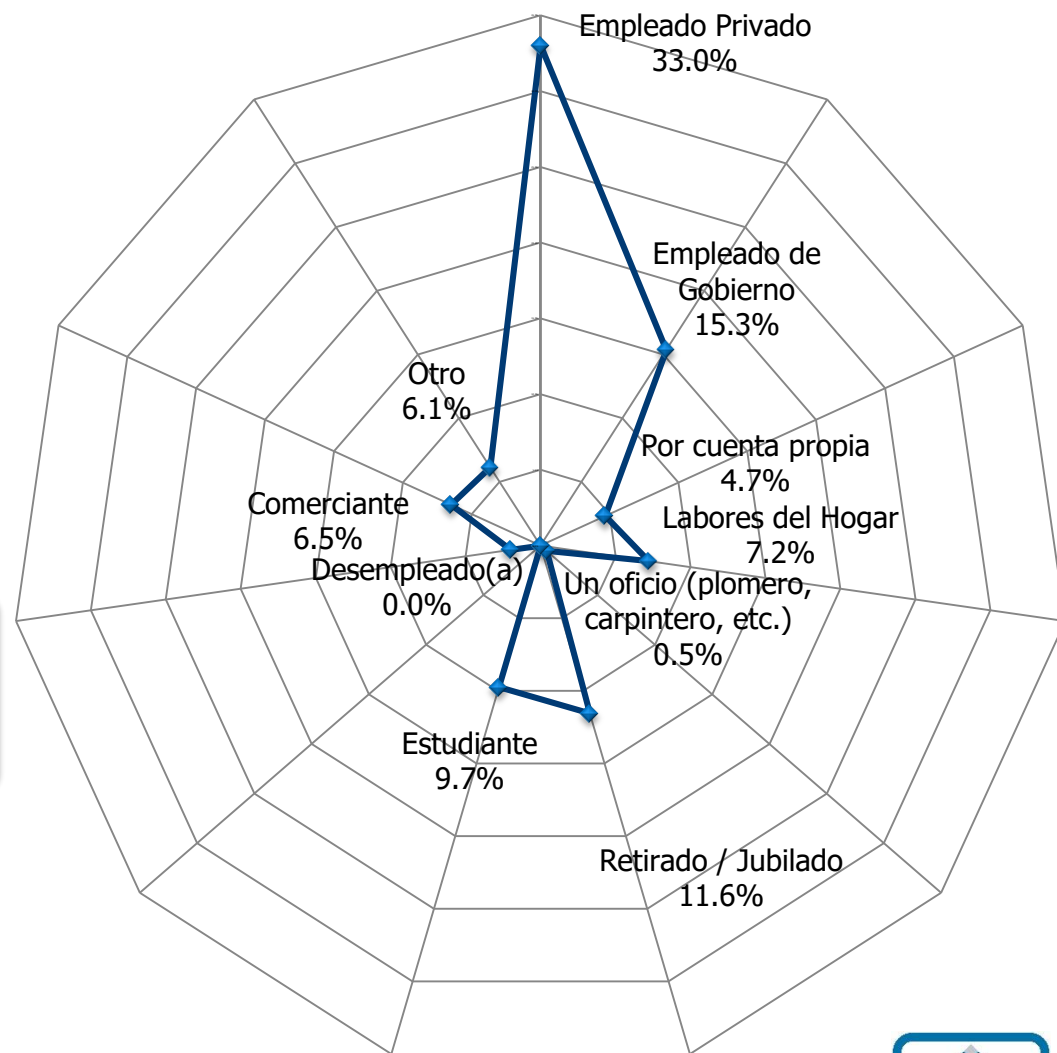


Ocupación del Visitante a San Luis Potosí

Una importante parte de los visitantes son empleados privados (33.0%)

Otro segmento importante (15.3%) son empleados de gobierno y el 11.6% son retirados y jubilados.

El 9.7% son estudiantes.





SAN LUIS POTOSÍ



Tu destino...



Perfil del Visitante Región Centro Semana Santa 2019

Resultados con Perspectiva de Género

Resultados con Perspectiva de Género

Lugar de Encuesta

Concepto	Mujer	Hombre	No Contesto	Total
San Luis Potosí	31.2%	32.5%	0.4%	64.1%
Soledad de Graciano Sánchez	18.1%	16.4%	1.4%	35.9%
No contestó	0.0%	0.0%	0.0%	0.0%
Total	49.3%	48.9%	1.8%	100.0%

Frecuencia con que visita el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Primera vez	35.0%	33.4%	0.9%	69.3%
Una vez al año	7.9%	7.6%	0.4%	15.9%
Dos veces al año	2.5%	4.0%	0.2%	6.7%
Tres o más veces al año	3.2%	3.6%	0.4%	7.2%
No contesto	0.5%	0.4%	0.0%	0.9%
Total	49.3%	48.9%	1.8%	100.0%

Noches que permanecerá en la Región

Concepto	Mujer	Hombre	No Contesto	Total
Ninguna	0.5%	0.4%	0.0%	0.9%
Una noche	7.6%	6.9%	0.2%	14.6%
Dos noches	11.7%	14.4%	0.2%	26.4%
Tres noches	7.9%	7.8%	0.9%	16.6%
Cuatro noches	4.2%	4.7%	0.0%	8.8%
Cinco noches	4.5%	3.2%	0.5%	8.3%
Seis noches	1.1%	1.8%	0.0%	2.9%
Siete noches	2.9%	2.0%	0.0%	4.9%
Ocho noches	0.2%	0.9%	0.0%	1.1%
Nueve noches	0.0%	0.2%	0.0%	0.2%
Diez noches	0.7%	0.9%	0.0%	1.6%
Más de Diez noches	7.9%	5.8%	0.0%	13.7%
No contesto	0.0%	0.0%	0.0%	0.0%
Total	49.3%	48.9%	1.8%	100.0%

Resultados con Perspectiva de Género

Lugar donde se está hospedando

Concepto	Mujer	Hombre	No Contesto	Total
Hotel	26.5%	28.9%	1.3%	56.7%
Familia / Amigos	14.3%	12.3%	0.5%	27.1%
Acampará	0.2%	0.7%	0.0%	0.9%
Vivienda rentada	5.8%	6.0%	0.0%	11.7%
No contesto	2.5%	1.1%	0.0%	3.6%
Total	49.3%	48.9%	1.8%	100.0%

Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Gran Hotel Concordia, San Luis Potosí	3.2%	3.8%	0.2%	7.2%
Hotel Panorama, San Luis Potosí	3.1%	2.7%	0.2%	6.0%
Hotel Real Plaza, San Luis Potosí	2.3%	1.6%	0.0%	4.0%
La Posada Potosina Hotel & Suites, San Luis Potosí	1.4%	1.8%	0.0%	3.2%
Hotel Nápoles, San Luis Potosí	1.4%	1.1%	0.0%	2.5%
Hotel Ibis, San Luis Potosí	0.7%	1.6%	0.0%	2.3%
Hotel Fiesta Inn Oriente, San Luis Potosí	0.4%	1.4%	0.2%	2.0%
Hotel Holiday Inn Express San Luis Potosí, San Luis Potosí	0.7%	1.3%	0.0%	2.0%
Hotel Ramada Encore San Luis Potosí, San Luis Potosí	0.9%	0.5%	0.0%	1.4%
Hotel Real Inn San Luis Potosí, San Luis Potosí	0.5%	0.7%	0.2%	1.4%
Hotel City Express Junior Carranza, San Luis Potosí	0.7%	0.5%	0.0%	1.3%
Hotel Comfort Inn, San Luis Potosí	0.5%	0.7%	0.0%	1.3%
Hotel San Francisco, San Luis Potosí	0.5%	0.2%	0.2%	1.3%
Hotel María Cristina, San Luis Potosí	0.4%	0.7%	0.0%	1.1%
Hotel Conrad San Luis Potosí, San Luis Potosí	0.4%	0.5%	0.0%	0.9%
Hotel Holiday Inn San Luis Potosí Quijote, San Luis Potosí	0.4%	0.4%	0.2%	0.9%
Hotel City Express Junior Zona Industrial, San Luis Potosí	0.4%	0.5%	0.0%	0.9%
Corazón de Xcoconostle, San Luis Potosí	0.4%	0.5%	0.0%	0.9%
Hotel San Jose	0.4%	0.5%	0.0%	0.9%
Hotel Hilton San Luis Potosí, San Luis Potosí	0.2%	0.5%	0.0%	0.7%
City Express Suites, San Luis Potosí	0.4%	0.4%	0.0%	0.7%
LQ Hotel by La Quinta, San Luis Potosí	0.4%	0.4%	0.0%	0.7%
No contesto	25.3%	23.1%	0.7%	49.1%
Total	49.3%	48.9%	1.8%	100.0%

Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Hotel Mansión Los Arcos, San Luis Potosí	0.5%	0.2%	0.0%	0.7%
Hotel One San Luis Potosí Glorieta Juárez, San Luis Potosí	0.4%	0.4%	0.0%	0.7%
Hotel Anáhuac, San Luis Potosí	0.7%	0.0%	0.0%	0.7%
Hotel Principal, San Luis Potosí	0.7%	0.0%	0.0%	0.7%
Hotel Real de Minas, San Luis Potosí	0.2%	0.4%	0.0%	0.5%
Hotel California, San Luis Potosí	0.2%	0.4%	0.0%	0.5%
Hotel del Río Inn, San Luis Potosí	0.2%	0.2%	0.0%	0.4%
Hotel Guadalajara, San Luis Potosí	0.2%	0.2%	0.0%	0.4%
Hotel San Luis, Soledad de Graciano Sánchez	0.4%	0.0%	0.0%	0.4%
Casa de Huéspedes Arlette	0.0%	0.4%	0.0%	0.4%
Quinta Real Palacio de San Agustín, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel María Dolores, San Luis Potosí	0.2%	0.0%	0.0%	0.2%
Redwood Villas Extended Stay , San Luis Potosí	0.2%	0.0%	0.0%	0.2%
Santosis by Inmense, San Luis Potosí	0.2%	0.0%	0.0%	0.2%
Smart Suites, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel Central, San Luis Potosí	0.2%	0.0%	0.0%	0.2%
Hotel Jardín Potosí, San Luis Potosí	0.0%	0.2%	0.0%	0.2%
Hotel Villa Real, Villa de Reyes	0.0%	0.2%	0.0%	0.2%
Hotel Tres Estrellas, Santa María del Río	0.2%	0.0%	0.0%	0.2%
Motel Quinta Imperial	0.0%	0.2%	0.0%	0.2%
Total	49.3%	48.9%	1.8%	100.0%

Resultados con Perspectiva de Género

Forma de Viaje

Concepto	Mujer	Hombre	No Contesto	Total
Solo	6.3%	6.7%	0.2%	13.2%
Pareja	10.5%	11.4%	0.4%	22.2%
Familia	25.3%	24.4%	1.3%	50.9%
Amistades	4.2%	4.5%	0.0%	8.7%
Agrupación	1.8%	1.1%	0.0%	2.9%
No contesto	1.3%	0.9%	0.0%	2.2%
Total	49.3%	48.9%	1.8%	100.0%

Número de Acompañantes

Concepto	Mujer	Hombre	No Contesto	Total
Dos	12.3%	10.5%	0.7%	23.5%
Cuatro	9.0%	8.5%	0.2%	17.7%
Tres	5.8%	5.8%	0.0%	11.6%
Cinco	3.6%	5.6%	0.2%	9.4%
Seis	2.0%	2.5%	0.0%	4.5%
Uno	1.1%	1.6%	0.0%	2.7%
Más de Quince personas	1.4%	0.5%	0.2%	2.2%
Siete	0.5%	1.3%	0.2%	2.0%
Diez	0.7%	0.4%	0.0%	1.1%
Once	0.2%	0.4%	0.0%	0.5%
Trece	0.2%	0.4%	0.0%	0.5%
No contesto	9.6%	9.7%	0.2%	19.5%
419	49.3%	48.9%	1.8%	100.0%

Medio de Transporte Utilizado

Concepto	Mujer	Hombre	No Contesto	Total
Automóvil	27.3%	28.2%	1.3%	56.7%
Autobús de línea	15.5%	10.8%	0.2%	26.5%
Autobús rentado	0.9%	2.2%	0.0%	3.1%
Avión	3.6%	5.6%	0.4%	9.6%
No contestó	2.0%	2.2%	0.0%	4.2%
Total	49.3%	48.9%	1.8%	100.0%

Resultados con Perspectiva de Género

Gasto Promedio en Hospedaje

Concepto	Mujer	Hombre	No Contesto	Total
400 a 500 pesos	7.6%	6.5%	0.0%	14.1%
501 a 600 pesos	1.3%	2.2%	0.0%	3.4%
601 a 800 pesos	3.8%	4.0%	0.0%	7.8%
801 a 990 pesos	6.0%	5.1%	0.0%	11.0%
Más de 1,000	7.8%	12.6%	1.1%	21.5%
No contesto	22.9%	18.6%	0.7%	42.2%
Total	49.3%	48.9%	1.8%	100.0%

Gasto Promedio en Compras

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	12.5%	11.6%	0.2%	24.2%
301 a 450 pesos	3.6%	5.4%	0.4%	9.4%
451 a 500 pesos	2.0%	3.1%	0.2%	5.2%
501 a 600 pesos	1.6%	0.9%	0.0%	2.5%
Más de 600 pesos	4.5%	8.3%	0.0%	12.8%
No contesto	25.1%	19.7%	1.1%	45.8%
Total	49.3%	48.9%	1.8%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	16.4%	15.5%	0.7%	32.7%
301 a 450 pesos	6.1%	5.6%	0.4%	12.1%
451 a 500 pesos	5.2%	5.8%	0.2%	11.2%
501 a 600 pesos	3.8%	4.0%	0.2%	7.9%
Más de 600 pesos	8.1%	11.6%	0.2%	19.9%
No contesto	9.6%	6.5%	0.2%	16.2%
Total	49.3%	48.9%	1.8%	100.0%

Gasto Promedio en Souvenirs

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	14.6%	14.8%	0.4%	29.8%
301 a 450 pesos	3.1%	4.2%	0.5%	7.8%
451 a 500 pesos	2.9%	1.6%	0.0%	4.5%
501 a 600 pesos	1.3%	1.1%	0.0%	2.3%
Más de 600 pesos	3.4%	2.9%	0.2%	6.5%
No contesto	24.0%	24.4%	0.7%	49.1%
Total	49.3%	48.9%	1.8%	100.0%

Gasto Promedio en Transportación Local

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	14.1%	12.6%	0.4%	27.1%
301 a 450 pesos	2.5%	2.2%	0.2%	4.9%
451 a 500 pesos	1.1%	1.4%	0.0%	2.5%
501 a 600 pesos	0.7%	0.7%	0.2%	1.6%
Más de 600 pesos	0.7%	0.9%	0.0%	1.6%
No contesto	30.1%	31.0%	1.1%	62.3%
Total	49.3%	48.9%	1.8%	100.0%

Gasto Promedio en Gasolina

Concepto	Mujer	Hombre	No Contesto	Total
200 a 300 pesos	7.4%	9.6%	0.4%	17.3%
301 a 450 pesos	0.5%	1.4%	0.0%	2.0%
451 a 500 pesos	0.5%	1.6%	0.0%	2.2%
501 a 600 pesos	1.3%	0.7%	0.4%	2.3%
Más de 600 pesos	8.8%	9.7%	0.4%	19.0%
No contesto	30.7%	25.8%	0.7%	57.2%
Total	49.3%	48.9%	1.8%	100.0%

Resultados con Perspectiva de Género

Razón Principal de Viaje a la Región

Concepto	Mujer	Hombre	No Contesto	Total
Cultural	4.9%	6.1%	0.1%	11.1%
Descanso/Vacaciones	4.8%	4.8%	0.2%	9.8%
Religioso	3.9%	3.1%	0.1%	7.0%
Visita a familiares	3.4%	2.8%	0.1%	6.2%
Turismo de Aventura	1.7%	2.8%	0.1%	4.6%
Deportivo	1.1%	1.0%	0.1%	2.3%
Negocios	1.0%	0.9%	0.1%	2.0%
Ecoturismo	0.8%	1.1%	0.0%	1.9%
Gastronómico	0.3%	0.5%	0.0%	0.8%
Tradición	0.4%	0.1%	0.1%	0.5%
Compra de artesanías	0.1%	0.1%	0.0%	0.2%
Salud	0.1%	0.0%	0.0%	0.1%
No Contestó	27.0%	25.5%	1.0%	53.5%
Total	49.3%	48.9%	1.8%	100.0%

Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contesto	Total
Zacatecas, Zac.	6.0%	6.3%	0.1%	12.4%
Guanajuato, Gto.	5.4%	3.8%	0.5%	9.7%
Querétaro, Qro.	3.3%	2.6%	0.1%	6.0%
Guadalajara, Jal.	1.2%	1.8%	0.2%	3.2%
Ninguno	0.8%	1.5%	0.0%	2.3%
Agascalientes, Ags.	1.0%	1.4%	0.0%	2.3%
Puebla, Pue.	0.8%	0.5%	0.1%	1.4%
San Miguel de Allende, Gto.	0.7%	0.5%	0.1%	1.4%
Morelia, Mich.	0.6%	0.6%	0.0%	1.3%
CDMX	0.3%	0.9%	0.0%	1.2%
Pátzcuaro, Mich.	0.5%	0.5%	0.0%	1.1%
Zacatlán, Pue.	0.4%	0.6%	0.0%	1.0%
Durango, Dgo.	0.3%	0.7%	0.0%	1.0%
Tuxtla Gutiérrez, Chi.	0.3%	0.5%	0.0%	0.7%
Michoacán	0.5%	0.2%	0.0%	0.6%
Torreón, Coah.	0.1%	0.4%	0.0%	0.5%
Monterrey, N.L.	0.4%	0.1%	0.0%	0.5%
León, Gto.	0.3%	0.2%	0.0%	0.5%
Naucalpan, Edo. Mex.	0.3%	0.1%	0.0%	0.4%
Coahuila, Coah.	0.1%	0.3%	0.0%	0.4%
Tequila, Jal.	0.4%	0.0%	0.0%	0.4%
Mérida, Yuc.	0.1%	0.2%	0.0%	0.3%
San Juan de los Lagos, Jal.	0.1%	0.1%	0.1%	0.3%
Los Mochis, Sin.	0.1%	0.2%	0.0%	0.3%
Veracruz, Ver.	0.2%	0.1%	0.0%	0.3%
Cuernavaca, Mor.	0.1%	0.2%	0.0%	0.3%
Colima	0.2%	0.1%	0.0%	0.3%
San Ildefonso, Qro.	0.1%	0.1%	0.0%	0.2%
Caracas, Ven.	0.0%	0.2%	0.0%	0.2%
Oaxaca	0.1%	0.0%	0.1%	0.2%
Total	49.2%	49.0%	1.8%	100.0%

Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contesto	Total
Guerrero	0.1%	0.1%	0.0%	0.2%
Chihuahua, Chi.	0.1%	0.1%	0.0%	0.2%
Nuevo León	0.0%	0.2%	0.0%	0.2%
Sonora	0.1%	0.1%	0.0%	0.2%
Tepic, Nay.	0.1%	0.1%	0.0%	0.2%
Sevilla, Esp.	0.0%	0.2%	0.0%	0.2%
Tamaulipas	0.0%	0.2%	0.0%	0.2%
Tulancingo, Hgo.	0.0%	0.1%	0.0%	0.1%
Huasca de Ocampo, Hgo.	0.1%	0.0%	0.0%	0.1%
Tabasco	0.0%	0.1%	0.0%	0.1%
Venecia, It.	0.0%	0.1%	0.0%	0.1%
Drummondville, Can.	0.0%	0.1%	0.0%	0.1%
Plateros, Zac.	0.0%	0.1%	0.0%	0.1%
Tonalá, Chi.	0.0%	0.1%	0.0%	0.1%
Mazamitla, Jal.	0.1%	0.0%	0.0%	0.1%
Australia	0.1%	0.0%	0.0%	0.1%
Houston, Tx.	0.0%	0.1%	0.0%	0.1%
Perú	0.0%	0.1%	0.0%	0.1%
Acapulco, Gro.	0.0%	0.1%	0.0%	0.1%
Tlaxcala	0.0%	0.1%	0.0%	0.1%
Francia	0.0%	0.1%	0.0%	0.1%
Saltillo, Coah.	0.1%	0.0%	0.0%	0.1%
Estado de México	0.1%	0.0%	0.0%	0.1%
Alemania	0.0%	0.1%	0.0%	0.1%
Italia	0.0%	0.1%	0.0%	0.1%
Uruapan, Mich.	0.1%	0.0%	0.0%	0.1%
Álamos, Son.	0.1%	0.0%	0.0%	0.1%
Total	49.2%	49.0%	1.8%	100.0%

Resultados con Perspectiva de Género

Recuerda Publicidad del Destino

Concepto	Mujer	Hombre	No Contesto	Total
Sí	17.0%	19.7%	0.7%	37.4%
No	30.9%	28.3%	0.7%	59.9%
No contesto	1.4%	0.9%	0.4%	2.7%
Total	49.3%	48.9%	1.8%	100.0%

Medio en que recuerda la publicidad

Concepto	Mujer	Hombre	No Contesto	Total
Televisión	6.9%	6.5%	0.0%	13.4%
Internet	3.1%	5.8%	0.0%	8.8%
Espectaculares	1.4%	2.3%	0.2%	4.0%
Folletos	1.3%	1.3%	0.2%	2.7%
Facebook	1.3%	0.7%	0.0%	2.0%
Revista	0.9%	0.9%	0.0%	1.8%
Periódico	0.2%	0.9%	0.0%	1.1%
Twitter	0.5%	0.2%	0.0%	0.7%
Familiares o Amigos	0.0%	0.4%	0.0%	0.4%
Radio	0.4%	0.0%	0.0%	0.4%
You Tube	0.0%	0.2%	0.0%	0.2%
No contesto	33.4%	29.8%	1.4%	64.6%
Total	49.3%	48.9%	1.8%	100.0%

Resultados con Perspectiva de Género

Regresaría al Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	40.3%	39.4%	1.4%	81.0%
Probablemente sí	7.9%	8.3%	0.2%	16.4%
Probablemente no	0.5%	0.5%	0.0%	1.1%
Definitivamente no	0.2%	0.2%	0.0%	0.4%
No Contesto	0.4%	0.5%	0.2%	1.1%
Total	49.3%	48.9%	1.8%	100.0%

Recomendaría el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	42.8%	41.5%	1.4%	85.7%
Probablemente sí	5.4%	6.1%	0.2%	11.7%
Probablemente no	0.5%	0.5%	0.0%	1.1%
Definitivamente no	0.2%	0.4%	0.0%	0.5%
No Contesto	0.4%	0.4%	0.2%	0.9%
Total	49.3%	48.9%	1.8%	100.0%

Resultados con Perspectiva de Género

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
CDMX	4.7%	4.7%	0.0%	9.4%
Monterrey, N.L.	2.7%	2.9%	0.2%	5.8%
Puebla, Pue.	2.5%	1.8%	0.2%	4.5%
Guadalajara, Jal.	3.1%	1.4%	0.0%	4.5%
Tijuana, BC	1.6%	0.9%	0.0%	2.5%
Colima	0.9%	1.4%	0.0%	2.4%
Guanajuato	1.3%	0.7%	0.0%	2.0%
Toluca	1.1%	0.9%	0.0%	2.0%
Zacatecas	1.3%	0.2%	0.0%	1.4%
Ensenada, BC	0.7%	0.7%	0.0%	1.4%
Torreón, Coah.	0.7%	0.7%	0.0%	1.4%
Léon, Gto.	0.5%	0.5%	0.0%	1.1%
Querétaro, Qro.	0.2%	0.9%	0.0%	1.1%
Aguascalientes, Ags.	0.4%	0.7%	0.0%	1.1%
Naucalpan, Edo. Mex.	0.4%	0.7%	0.0%	1.1%
Mérida, Yuc.	0.5%	0.5%	0.0%	1.1%
Lagos de Moreno, Jal.	0.5%	0.5%	0.0%	1.1%
La Paz, BCS	0.9%	0.0%	0.2%	1.1%
Culiacán, Sin.	0.2%	0.9%	0.0%	1.1%
Tampico, Tamps.	0.4%	0.4%	0.2%	0.9%
Coahuila	0.5%	0.4%	0.0%	0.9%
Chihuahua	0.5%	0.4%	0.0%	0.9%
Ecatepec, Edo. Mex.	0.2%	0.7%	0.0%	0.9%
Ciudad Madero, Tamps.	0.5%	0.4%	0.0%	0.9%
Ciudad Juárez, Chih.	0.5%	0.4%	0.0%	0.9%
Tepic, Nay.	0.4%	0.4%	0.0%	0.7%
Saltillo, Coah.	0.5%	0.2%	0.0%	0.7%
Manzanillo, col.	0.5%	0.2%	0.0%	0.7%
Xalapa, Ver.	0.0%	0.7%	0.0%	0.7%
Pachuca, Hgo.	0.2%	0.5%	0.0%	0.7%
No Contesto	7.8%	9.0%	0.2%	17.0%
Total	49.4%	48.8%	1.8%	100.0%

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
Cuernavaca, Mor.	0.4%	0.4%	0.0%	0.7%
Villahermosa, Tab.	0.4%	0.4%	0.0%	0.7%
Talca, Chi.	0.2%	0.5%	0.0%	0.7%
Tepatitlán, Jal.	0.2%	0.4%	0.0%	0.5%
Fresnillo, Zac.	0.5%	0.0%	0.0%	0.5%
Morelos	0.4%	0.2%	0.0%	0.5%
Piedras Negras, coah.	0.4%	0.2%	0.0%	0.5%
Mexquitic, S.L.P.	0.5%	0.0%	0.0%	0.5%
Hermosillo, Son.	0.4%	0.2%	0.0%	0.5%
Ciudad victoria, Tamps.	0.2%	0.4%	0.0%	0.5%
Matehuala, S.L.P.	0.2%	0.4%	0.0%	0.5%
Coyoacán, CDMX	0.4%	0.2%	0.0%	0.5%
Tapachula, Chis.	0.0%	0.4%	0.0%	0.4%
Ciudad Guzmán, Dgo.	0.0%	0.4%	0.0%	0.4%
Miguel Hidalgo, CDMX	0.2%	0.2%	0.0%	0.4%
Celaya, Gto.	0.2%	0.0%	0.2%	0.4%
Mexicali, BC	0.2%	0.2%	0.0%	0.4%
Silao, Gto.	0.0%	0.4%	0.0%	0.4%
Tultitlán, Edo. Mex.	0.0%	0.4%	0.0%	0.4%
Playa del Carmren, Qroo	0.2%	0.2%	0.0%	0.4%
Reynosa ,Tamps.	0.2%	0.2%	0.0%	0.4%
Matamoros, Tamps.	0.2%	0.2%	0.0%	0.4%
Tlanepantal, Edo. Mex.	0.4%	0.0%	0.0%	0.4%
Québec, Can..	0.0%	0.4%	0.0%	0.4%
Houston, Tx.	0.0%	0.4%	0.0%	0.4%
Los Mochis, Sin.	0.2%	0.2%	0.0%	0.4%
Montevideo, Ur.	0.0%	0.4%	0.0%	0.4%
Sinaloa	0.2%	0.2%	0.0%	0.4%
Tula, Hgo.	0.4%	0.0%	0.0%	0.4%
Santiago, Chi.	0.4%	0.0%	0.0%	0.4%
Total	49.4%	48.8%	1.8%	100.0%

Resultados con Perspectiva de Género

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
Madrid, Esp.	0.0%	0.4%	0.0%	0.4%
Atiacomulco, Edo. Mex.	0.4%	0.0%	0.0%	0.4%
Tierra Nueva, S.L.P.	0.2%	0.2%	0.0%	0.4%
San Miguel de Allende, GTO.	0.2%	0.2%	0.0%	0.4%
Tuxtla Gutiérrez, Chis.	0.2%	0.2%	0.0%	0.4%
Cancún, Qroo	0.2%	0.0%	0.0%	0.2%
Los Cabos, BCS	0.0%	0.2%	0.0%	0.2%
Xilitla, S.L.P.	0.2%	0.0%	0.0%	0.2%
Roma, It.	0.0%	0.2%	0.0%	0.2%
Isla Mujeres, Qroo	0.2%	0.0%	0.0%	0.2%
Bakalar, Qroo	0.2%	0.0%	0.0%	0.2%
Chilpancingo, Gro.	0.2%	0.0%	0.0%	0.2%
Bucarest, Rum.	0.2%	0.0%	0.0%	0.2%
Irapuato, Gto.	0.2%	0.0%	0.0%	0.2%
Altamira, Tamps.	0.0%	0.2%	0.0%	0.2%
San Felipe, Gto.	0.2%	0.0%	0.0%	0.2%
Stuttgart, Ale.	0.2%	0.0%	0.0%	0.2%
San Luis Río Colorado, Son.	0.2%	0.0%	0.0%	0.2%
Barcelona, Esp.	0.2%	0.0%	0.0%	0.2%
Huixquilucan, Edo. Mex.	0.0%	0.2%	0.0%	0.2%
Metepic, Edo. Mex.	0.2%	0.0%	0.0%	0.2%
Armeria, Esp.	0.0%	0.0%	0.2%	0.2%
Lisboa, Por.	0.0%	0.2%	0.0%	0.2%
Atizapan, edo. Mex.	0.0%	0.2%	0.0%	0.2%
Salamanca, Gto.	0.2%	0.0%	0.0%	0.2%
Minas, Zac.	0.2%	0.0%	0.0%	0.2%
Kassel, Ale.	0.2%	0.0%	0.0%	0.2%
Leipzig, Ale.	0.0%	0.2%	0.0%	0.2%
Huaxtepec, Mor.	0.0%	0.2%	0.0%	0.2%
Norilsk, Rus.	0.0%	0.2%	0.0%	0.2%
Total	49.4%	48.8%	1.8%	100.0%

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
Montreal, Can.	0.0%	0.2%	0.0%	0.2%
Apizaco, Tlaxc.	0.2%	0.0%	0.0%	0.2%
Boca del Río, Ver.	0.0%	0.2%	0.0%	0.2%
Durango, Dgo.	0.0%	0.2%	0.0%	0.2%
Nuevo Laredo, Tamps.	0.0%	0.2%	0.0%	0.2%
Huichapan, Hgo.	0.2%	0.0%	0.0%	0.2%
Atlixco, Pue.	0.0%	0.2%	0.0%	0.2%
Lima, Per.	0.0%	0.2%	0.0%	0.2%
Munich, Ale.	0.0%	0.2%	0.0%	0.2%
Comitán, Chis.	0.0%	0.2%	0.0%	0.2%
Gijón, Esp.	0.0%	0.2%	0.0%	0.2%
Aquismón, S.L.P.	0.2%	0.0%	0.0%	0.2%
Acapulco, Gro.	0.0%	0.2%	0.0%	0.2%
Tamaulipas	0.2%	0.0%	0.0%	0.2%
Ahualulco, S.L.P.	0.0%	0.2%	0.0%	0.2%
Huatulco, Oax.	0.0%	0.2%	0.0%	0.2%
El naranjo, S.L.P.	0.0%	0.0%	0.2%	0.2%
Cuahtémoc, Chih.	0.2%	0.0%	0.0%	0.2%
Chetumal, Qroo	0.0%	0.0%	0.2%	0.2%
Puerto Escondido, Oax.	0.0%	0.2%	0.0%	0.2%
Puerto Vallarta, Jal.	0.0%	0.2%	0.0%	0.2%
Ciudad Valles, S.L.P.	0.0%	0.2%	0.0%	0.2%
Iguala, Gro.	0.0%	0.2%	0.0%	0.2%
Morelia, Mich.	0.0%	0.2%	0.0%	0.2%
San Francisco, Camp.	0.0%	0.2%	0.0%	0.2%
Gómez Palacio, Dgo.	0.2%	0.0%	0.0%	0.2%
Tehuacán, Pue.	0.0%	0.2%	0.0%	0.2%
Brant, Rum.	0.0%	0.2%	0.0%	0.2%
Córdoba, Ver.	0.2%	0.0%	0.0%	0.2%
Buenos Aires, Arg.	0.0%	0.2%	0.0%	0.2%
Mc. Allen, Tx.	0.0%	0.2%	0.0%	0.2%
Allende, N.L.	0.2%	0.0%	0.0%	0.2%
Hannover, Ale.	0.2%	0.0%	0.0%	0.2%
Soledad de G. Sánchez, S.L.P.	0.2%	0.0%	0.0%	0.2%
Valparaíso, Chi.	0.2%	0.0%	0.0%	0.2%
Tepejí del Río, Qro.	0.0%	0.0%	0.2%	0.2%
Huimilpan, Qro.	0.2%	0.0%	0.0%	0.2%
Apodaca, N.L.	0.0%	0.2%	0.0%	0.2%
Zapopan, Jal.	0.0%	0.2%	0.0%	0.2%
Ébano, S.L.P.	0.2%	0.0%	0.0%	0.2%
Parral, Chih.	0.2%	0.0%	0.0%	0.2%
Pátzcuaro, Mich.	0.0%	0.2%	0.0%	0.2%
Iztapalapa, CDMX	0.2%	0.0%	0.0%	0.2%
Arandas, Jal.	0.2%	0.0%	0.0%	0.2%
Total	49.4%	48.8%	1.8%	100.0%

Resultados con Perspectiva de Género

Estado de Origen del Entrevistado

Concepto	Mujer	Hombre	No Contesto	Total
Estado de México	4.0%	3.4%	0.0%	7.4%
Jalisco	3.8%	2.9%	0.0%	6.7%
Nuevo León	2.3%	2.3%	0.0%	4.7%
Baja California	2.3%	1.6%	0.0%	4.0%
Ciudad de México	2.3%	1.6%	0.0%	4.0%
Tamaulipas	1.8%	2.0%	0.2%	4.0%
Guanajuato	1.8%	1.4%	0.2%	3.4%
Coahuila	1.8%	1.3%	0.0%	3.1%
Puebla	1.3%	1.6%	0.0%	2.9%
Colima	1.6%	1.1%	0.0%	2.7%
Veracruz	0.7%	2.0%	0.0%	2.7%
Sinaloa	1.1%	1.1%	0.0%	2.2%
Sonora	0.9%	0.9%	0.0%	1.8%
España	0.9%	0.9%	0.0%	1.8%
Chile	0.7%	1.1%	0.0%	1.8%
Chihuahua	0.7%	0.9%	0.0%	1.6%
San Luis Potosí	0.7%	0.7%	0.2%	1.6%
Hidalgo	0.5%	0.7%	0.2%	1.4%
Quintana Roo	0.9%	0.4%	0.2%	1.4%
Alemania	0.7%	0.7%	0.0%	1.4%
Guerrero	0.4%	0.9%	0.0%	1.3%
Nayarit	0.5%	0.7%	0.0%	1.3%
Morelos	0.5%	0.5%	0.0%	1.1%
Querétaro	0.4%	0.7%	0.0%	1.1%
Yucatán	0.5%	0.5%	0.0%	1.1%
Total	49.3%	48.9%	1.8%	100.0%

Estado de Origen del Entrevistado

Concepto	Mujer	Hombre	No Contesto	Total
Zacatecas	1.1%	0.0%	0.0%	1.1%
Aguascalientes	0.4%	0.5%	0.0%	0.9%
Chiapas	0.2%	0.7%	0.0%	0.9%
Oaxaca	0.2%	0.7%	0.0%	0.9%
Tabasco	0.4%	0.4%	0.0%	0.7%
Canadá	0.2%	0.5%	0.0%	0.7%
Baja California Sur	0.4%	0.0%	0.2%	0.5%
Uruguay	0.2%	0.4%	0.0%	0.5%
EUA	0.0%	0.5%	0.0%	0.5%
Durango	0.2%	0.2%	0.0%	0.4%
Italia	0.2%	0.2%	0.0%	0.4%
Rumania	0.2%	0.2%	0.0%	0.4%
Campeche	0.0%	0.2%	0.0%	0.2%
Michoacán	0.0%	0.2%	0.0%	0.2%
Ucrania	0.2%	0.0%	0.0%	0.2%
Portugal	0.0%	0.2%	0.0%	0.2%
Argentina	0.0%	0.2%	0.0%	0.2%
Rusia	0.0%	0.2%	0.0%	0.2%
No contesto	12.3%	12.1%	0.7%	25.1%
Total	49.3%	48.9%	1.8%	100.0%

Resultados con Perspectiva de Género

Edad Promedio de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
De 18 a 24 años	9.6%	5.8%	0.2%	15.5%
De 25 a 31 años	9.2%	11.0%	0.2%	20.4%
De 32 a 38 años	5.1%	8.1%	0.0%	13.2%
De 39 a 45 años	6.0%	5.4%	0.2%	11.6%
De 46 a 58 años	10.8%	9.6%	0.5%	20.9%
Más de 58 años	7.8%	8.1%	0.4%	16.2%
No Contesto	0.9%	0.9%	0.4%	2.2%
Total	49.3%	48.9%	1.8%	100.0%

Ocupación de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
Empleado Privado	14.4%	18.2%	0.4%	33.0%
Empleado de Gobierno	8.1%	7.0%	0.2%	15.3%
Retirado / Jubilado	5.6%	5.8%	0.2%	11.6%
Estudiante	5.4%	4.3%	0.0%	9.7%
Labores del Hogar	6.1%	0.5%	0.5%	7.2%
Comerciante	2.7%	3.8%	0.0%	6.5%
Otro	2.9%	3.2%	0.0%	6.1%
Por cuenta propia	1.4%	3.2%	0.0%	4.7%
Empresario(a)	0.9%	0.9%	0.2%	2.0%
Un oficio (plomero, carpintero, etc.)	0.0%	0.5%	0.0%	0.5%
No Contesto	1.6%	1.3%	0.4%	3.2%
Total	49.3%	48.9%	1.8%	100.0%



SAN LUIS POTOSÍ



Tu destino...



Perfil del Visitante Región Centro Semana Santa 2019