



Perfil del Visitante Semana Santa 2018

Altiplano Potosino

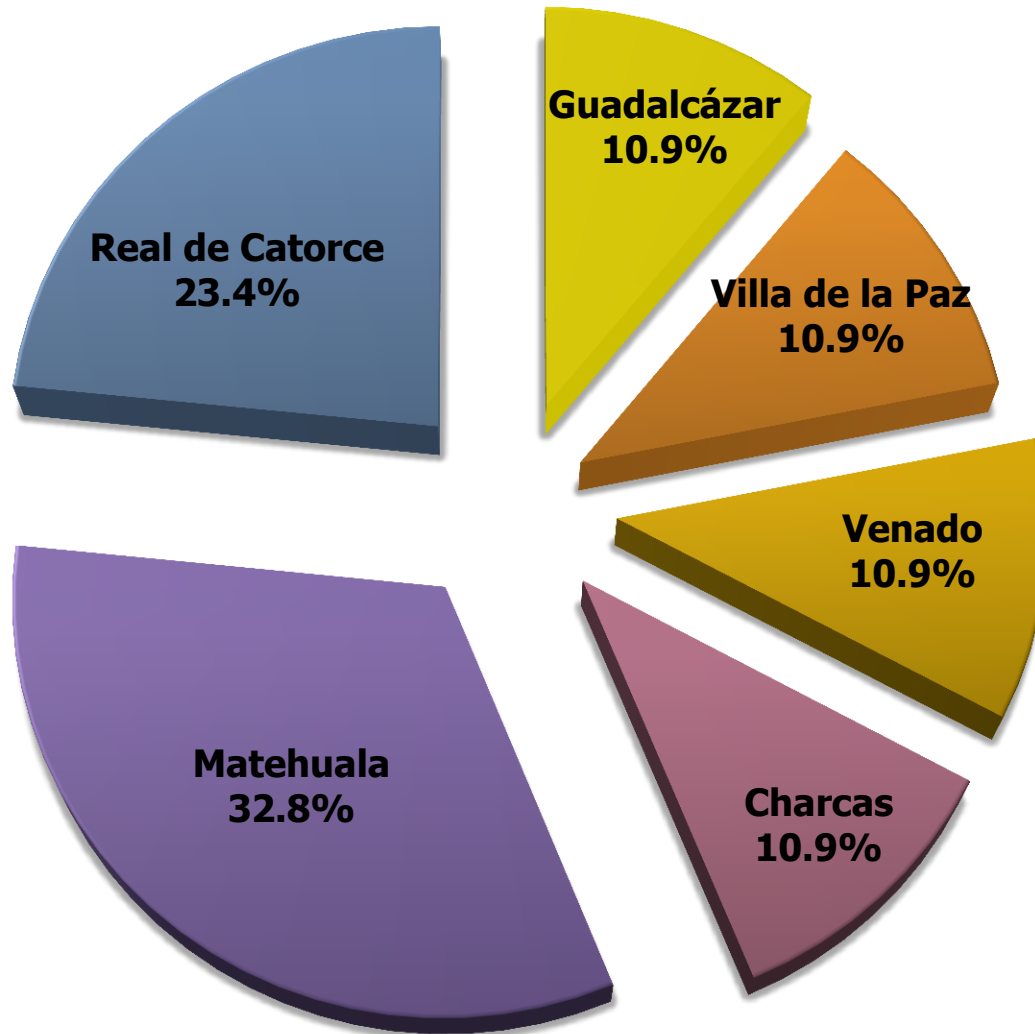
Metodología Perfil del Visitante

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 457 encuestas.

Las entrevistas se levantaron durante la temporada de Semana Santa y 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

Lugar de Levantamiento de Encuestas



Frecuencia de Visita a la Región

Un alto porcentaje es turismo repetitivo y representa el 63.5%

Visitan por primera vez la región una tercera parte 36.1%

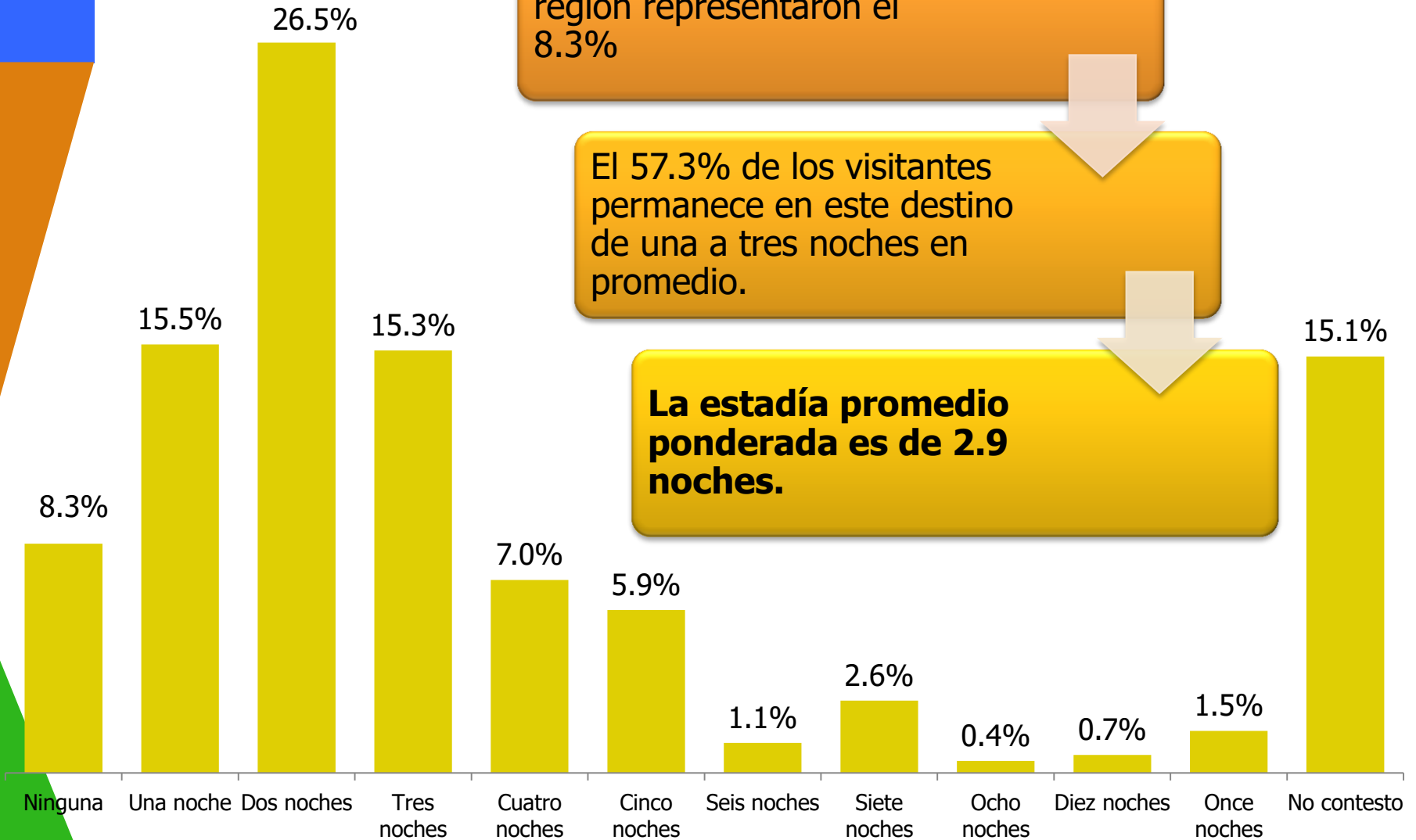


Noches de Estadía

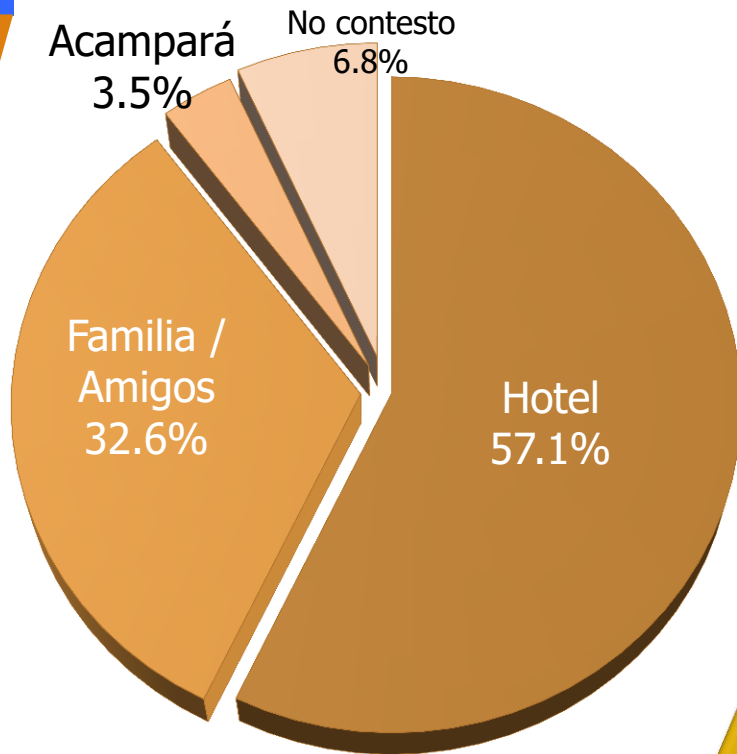
Los excursionistas a esta región representaron el 8.3%

El 57.3% de los visitantes permanece en este destino de una a tres noches en promedio.

La estadía promedio ponderada es de 2.9 noches.



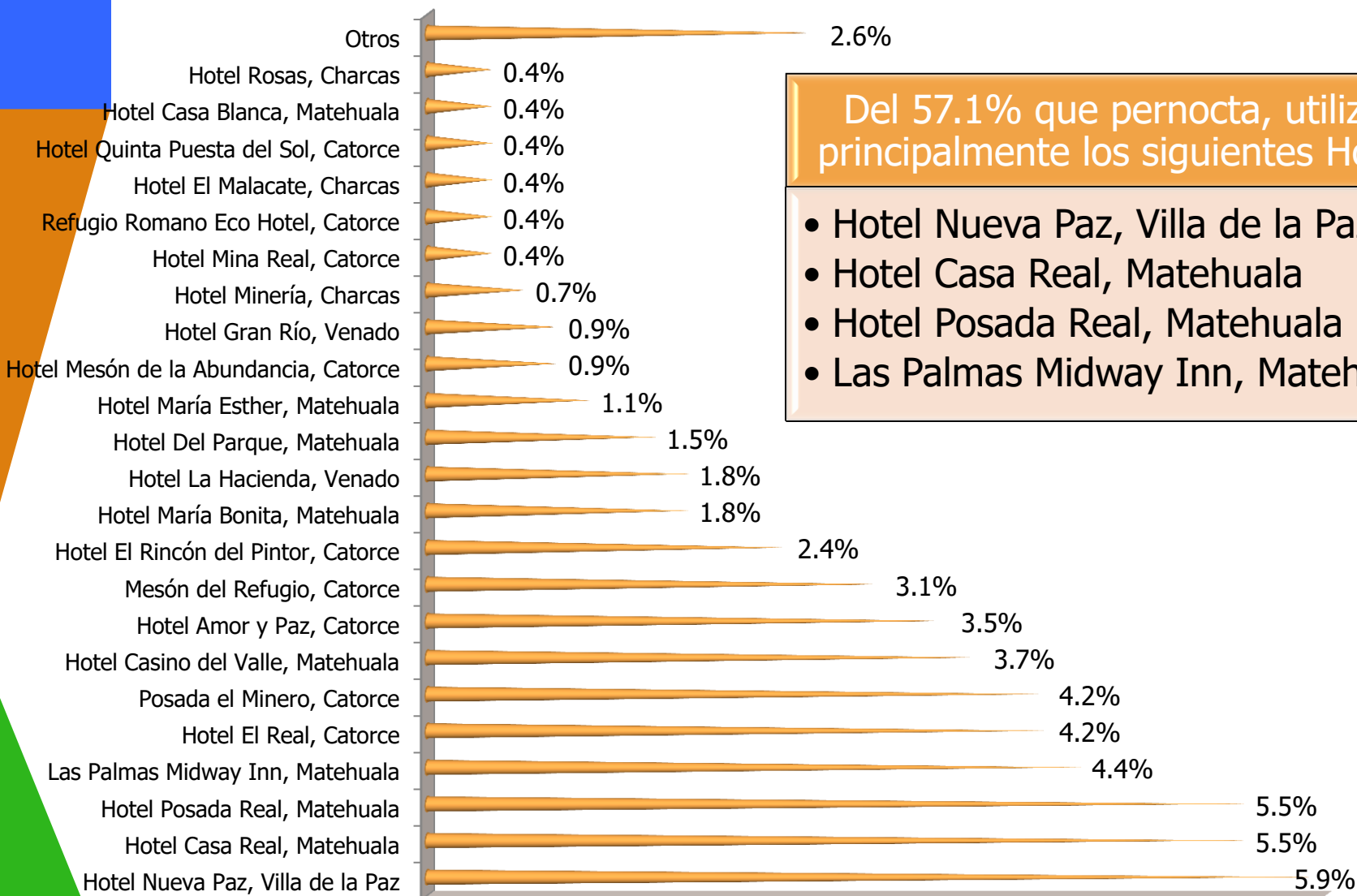
Lugar de Hospedaje del Visitante



Poco más de la mitad de visitantes pernoctan en algún hotel de esta región (57.1%)

El 32.6% prefiere casas de Familiares y amigos

Principales Hoteles de Pernocta del visitante

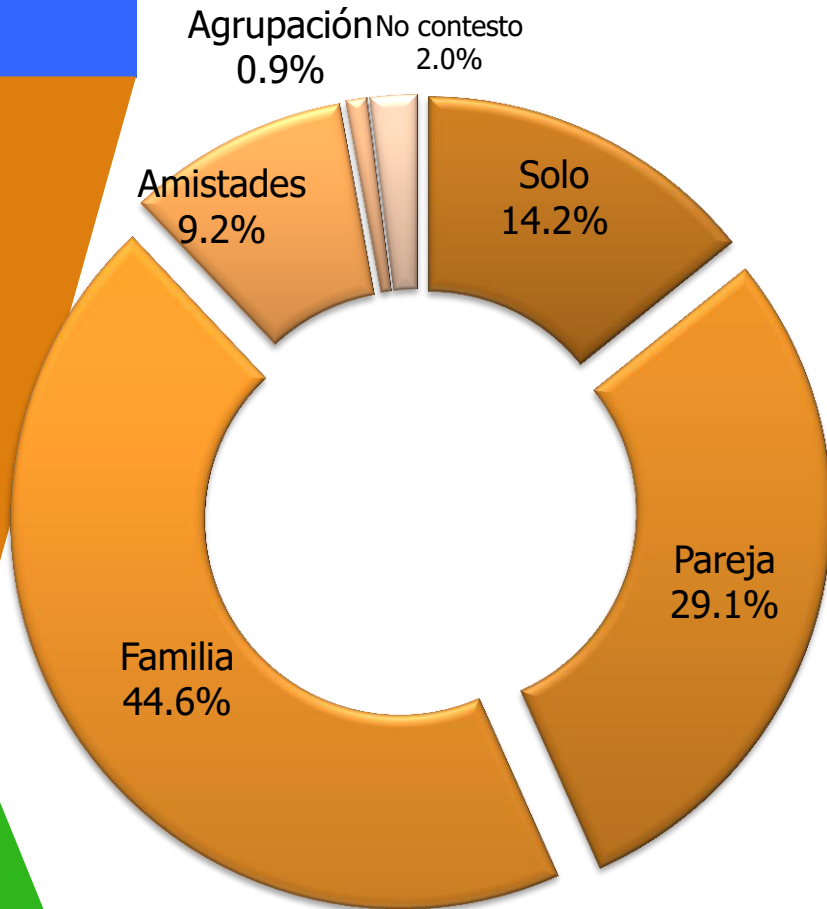


Del 57.1% que pernocta, utilizaron principalmente los siguientes Hoteles:

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

Nota: La diferencia para el 57.1% que se hospedaron en hotel corresponde al No Contesto.

Forma de Viajar del Visitante

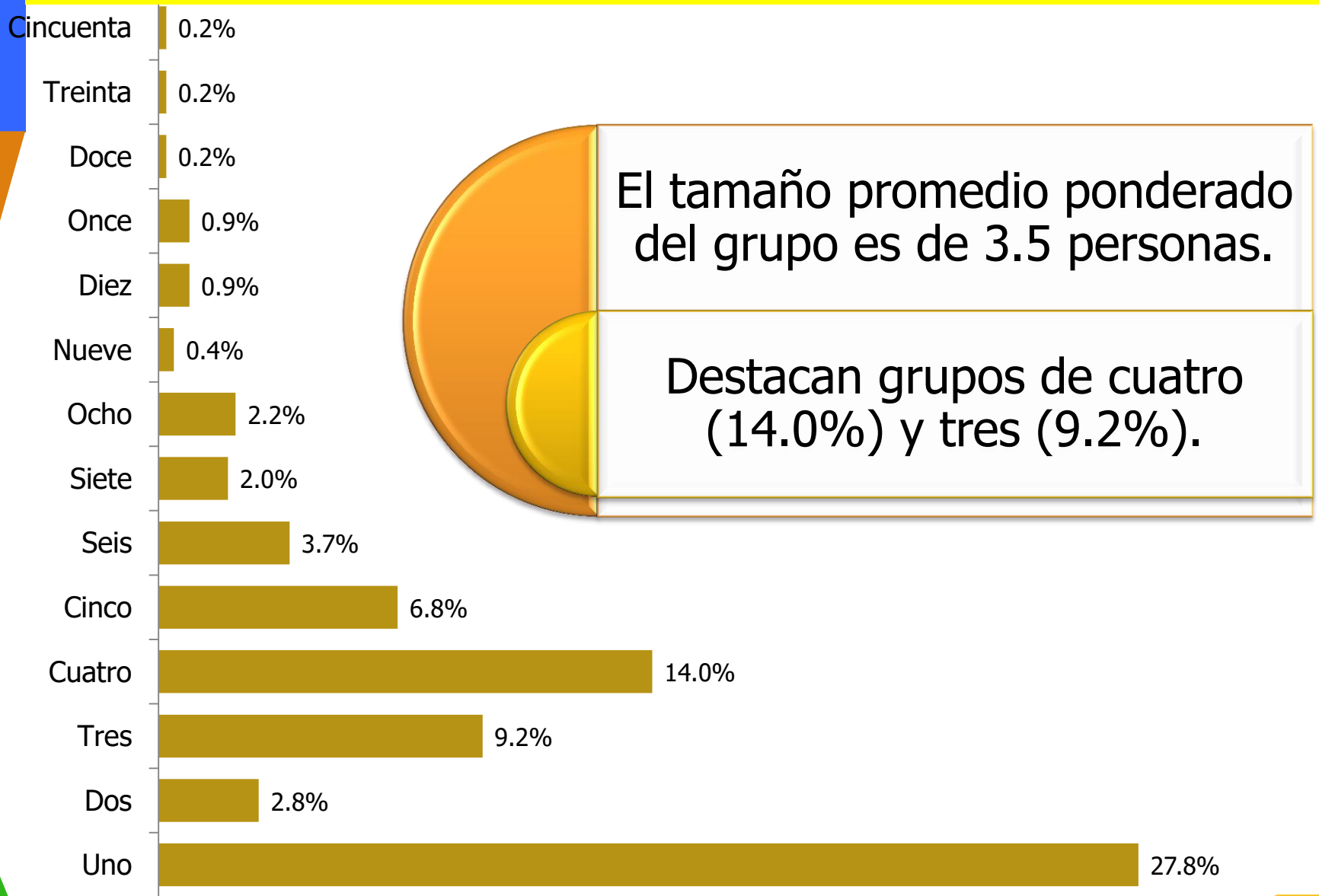


El 44.6% realiza este viaje con su familia.

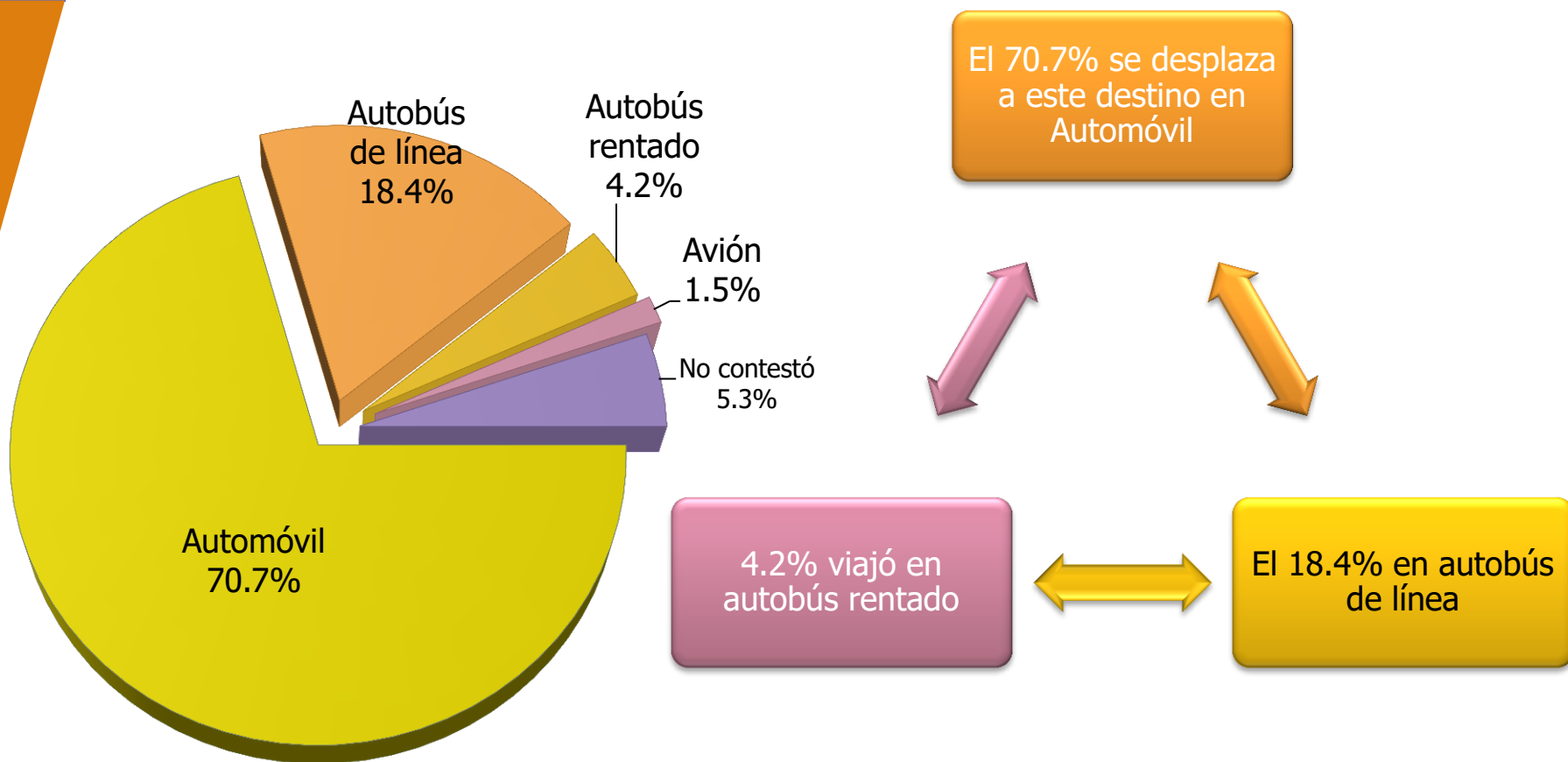
El 29.1% viaja con su pareja

9.2% se acompañó con Amistades

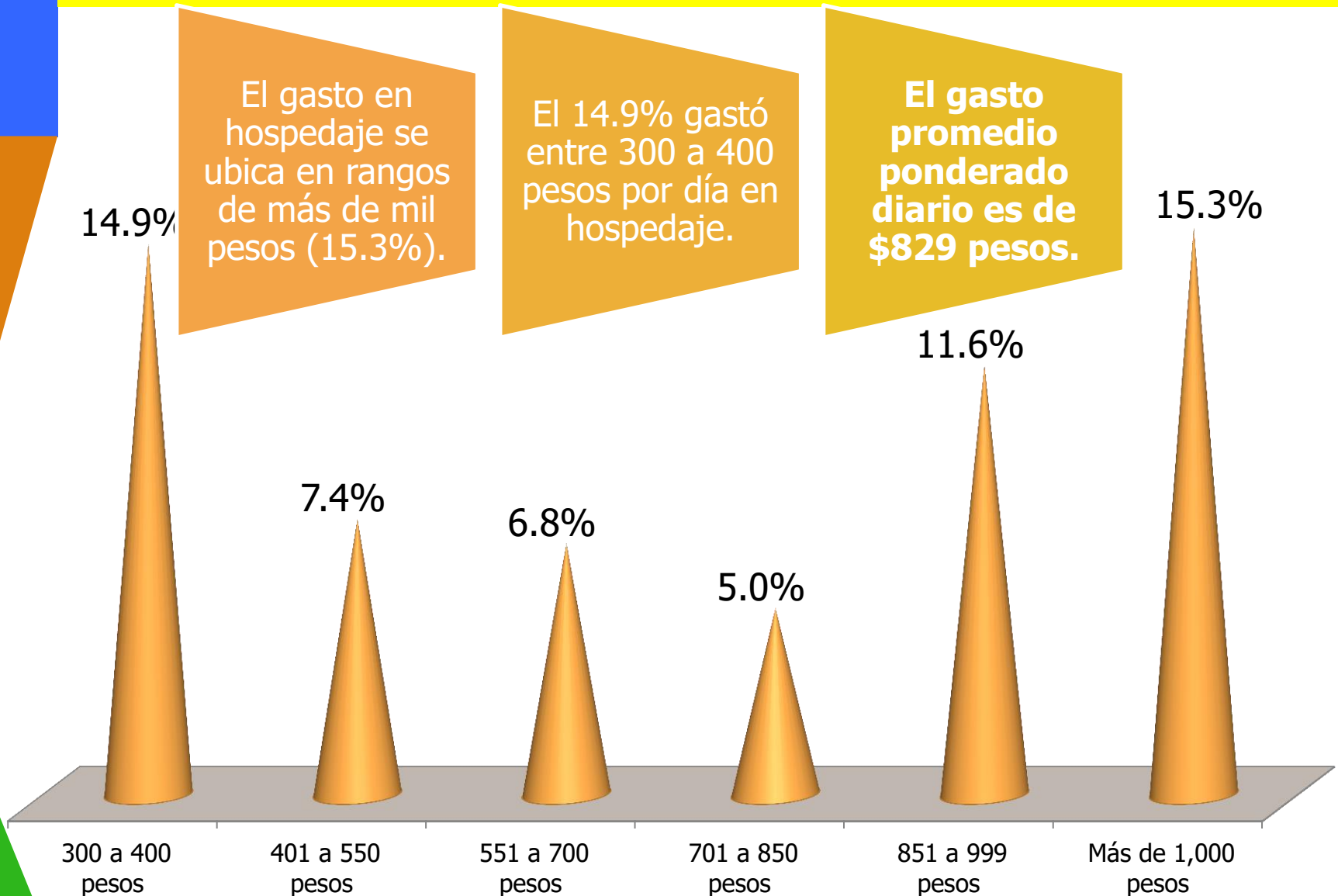
Número de Acompañantes en su Visita



Medio de Transporte Utilizado por el Visitante



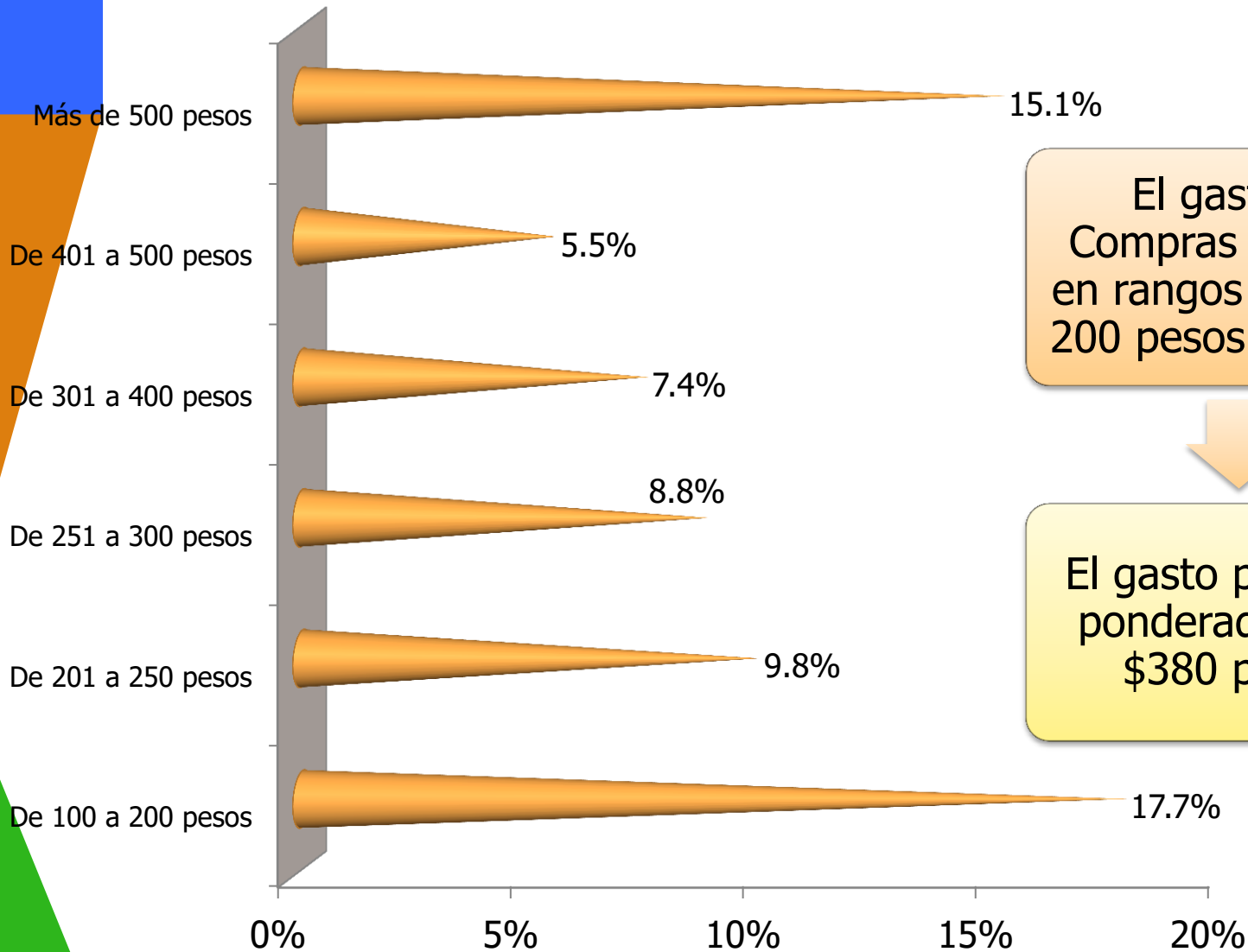
Gasto Promedio - Hospedaje



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

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Gasto Promedio - Compras



El gasto en Compras se ubica en rangos de 100 a 200 pesos (17.7%).

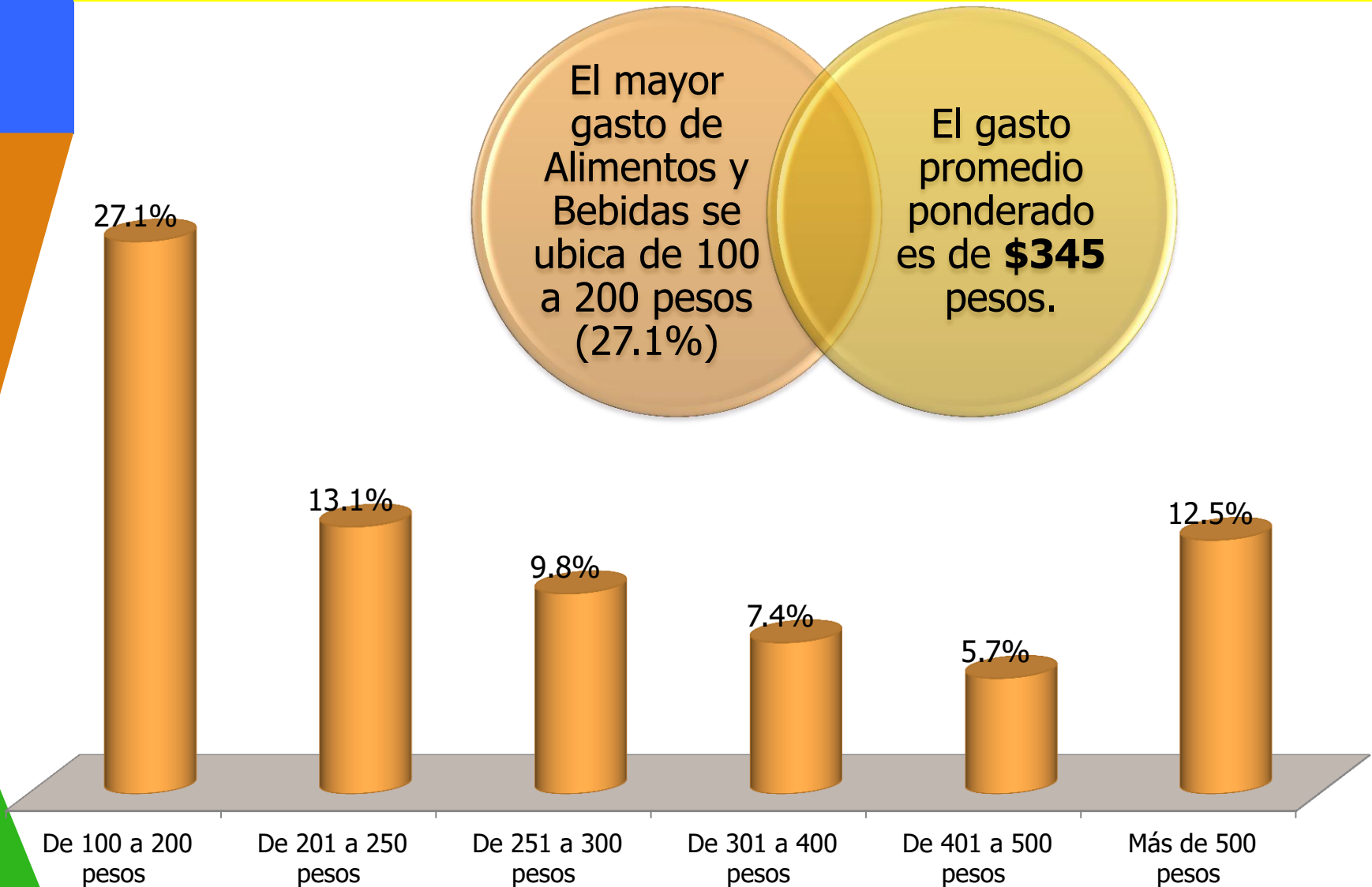


El gasto promedio ponderado es de \$380 pesos.

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

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Gasto Promedio – Alimentos y Bebidas



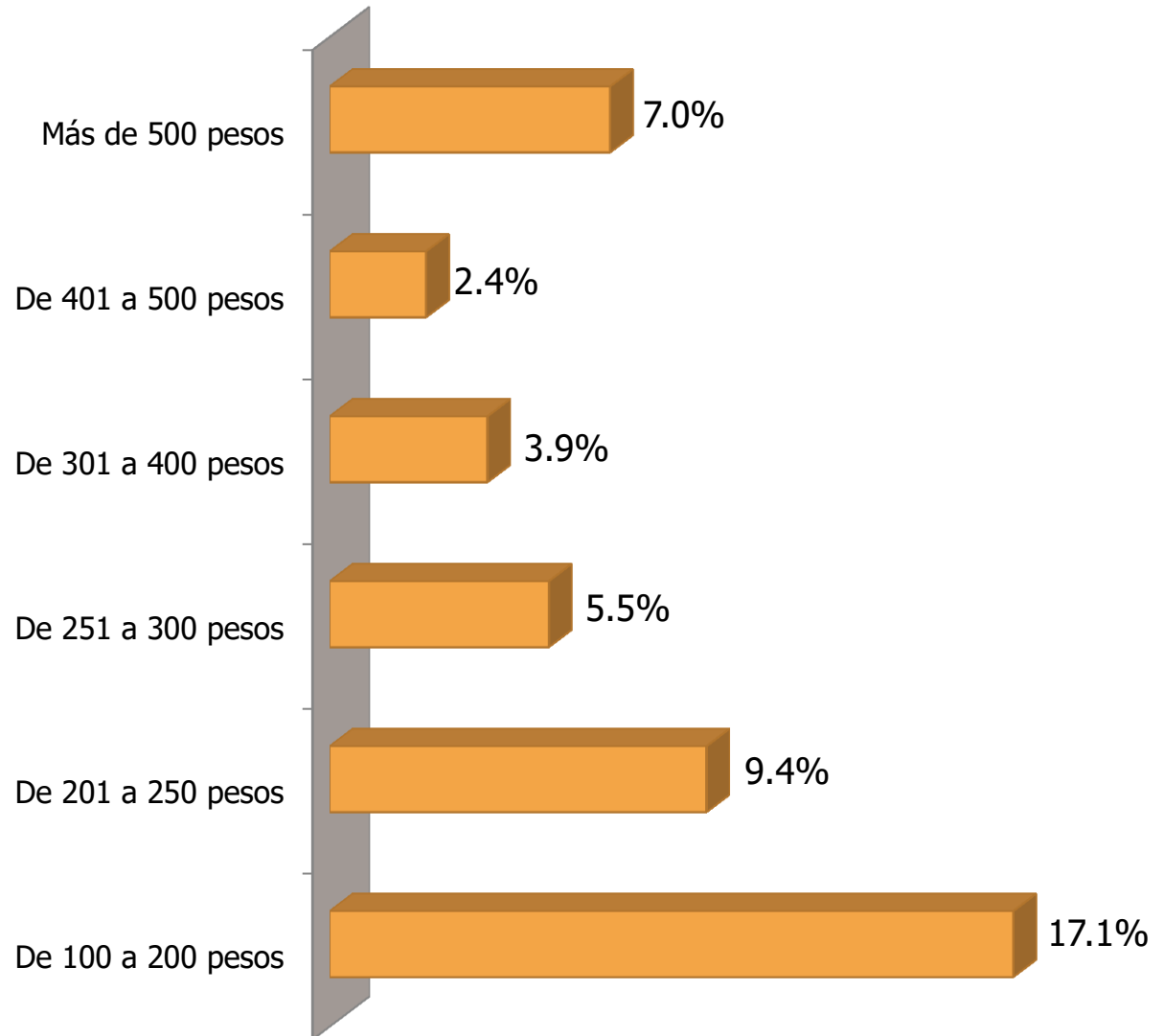
Nota: La diferencia para el 100% corresponde al No Contesto.

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Gasto Promedio - Souvenirs

En lo que se refiere a Souvenirs el 17.1% gasto de 100 a 200 pesos.

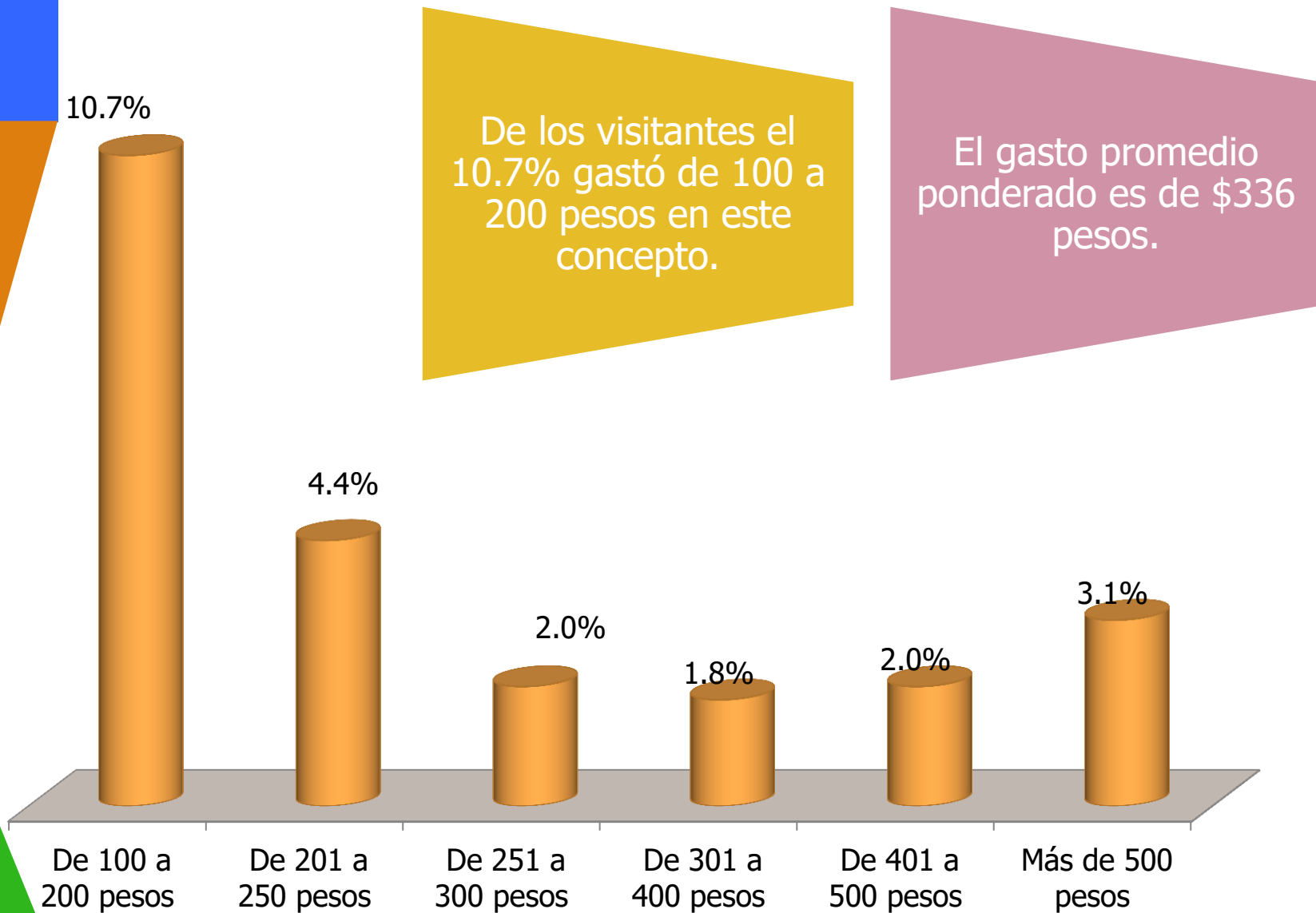
El gasto promedio ponderado es de \$394 pesos.



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

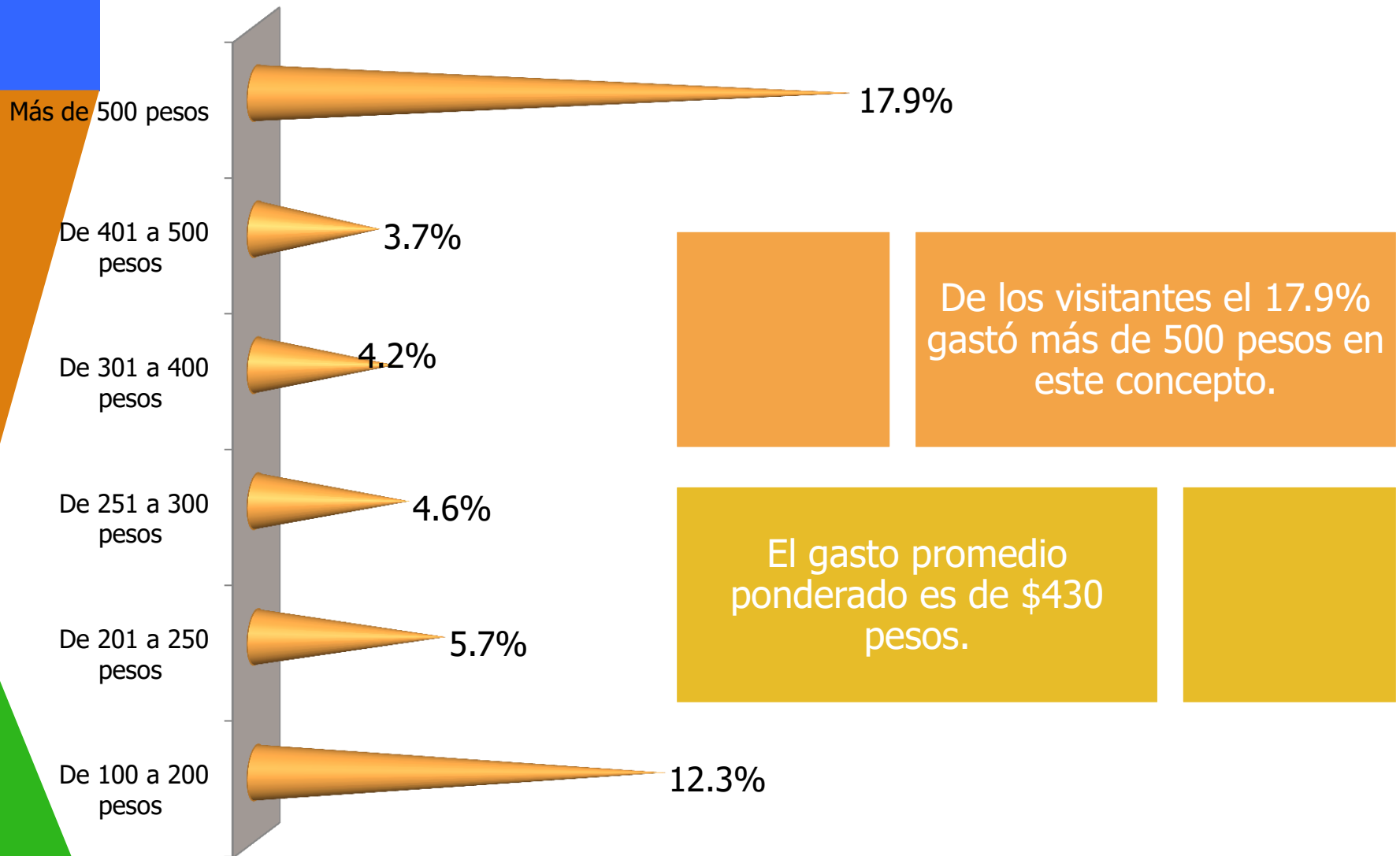
Perfil del Visitante Semana Santa 2018 – Altiplano Potosino

Gasto Promedio – Transportación Local



Nota: La diferencia para el 100% corresponde al No Contesto.
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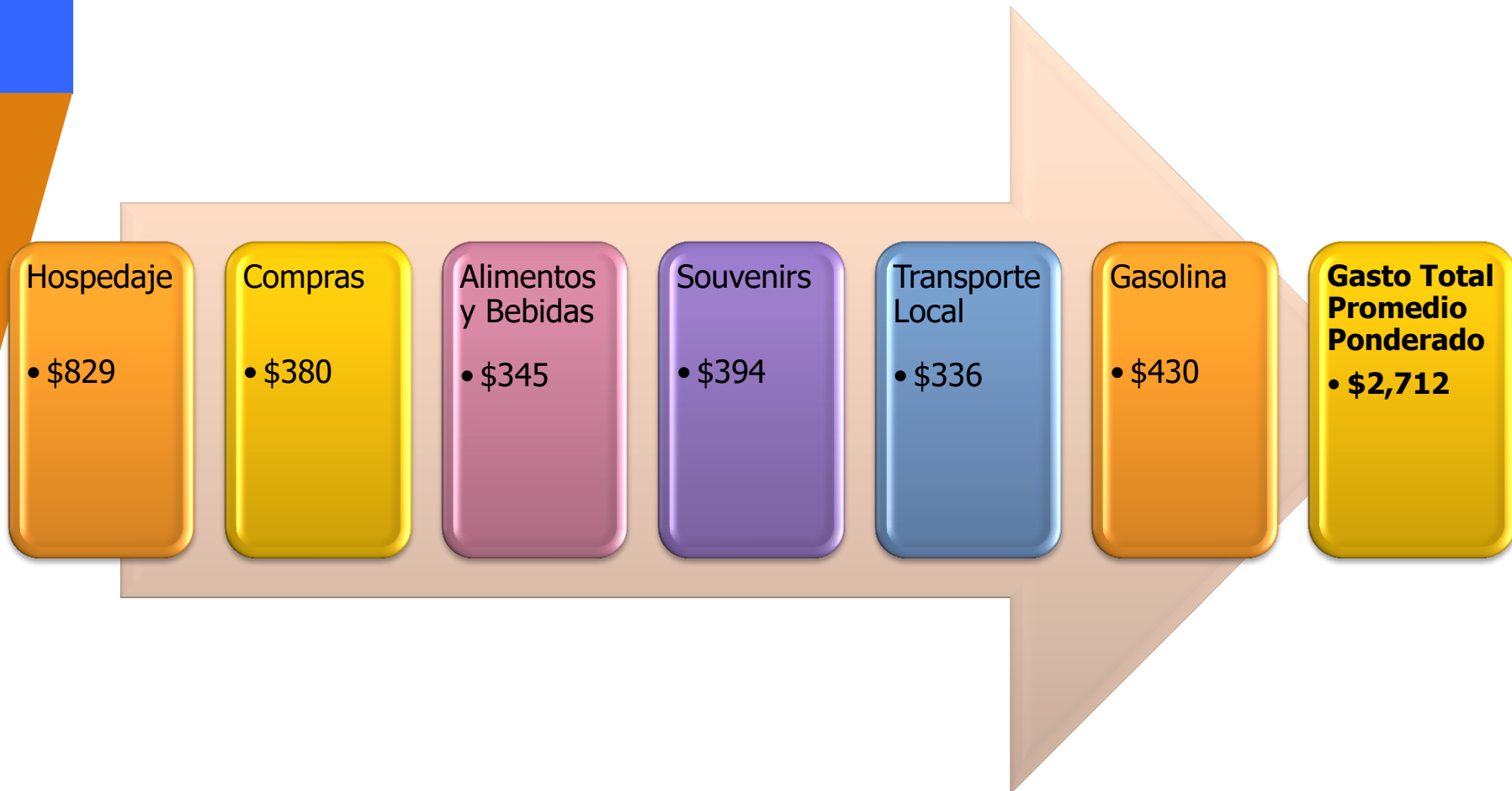
Gasto Promedio – Gasolina



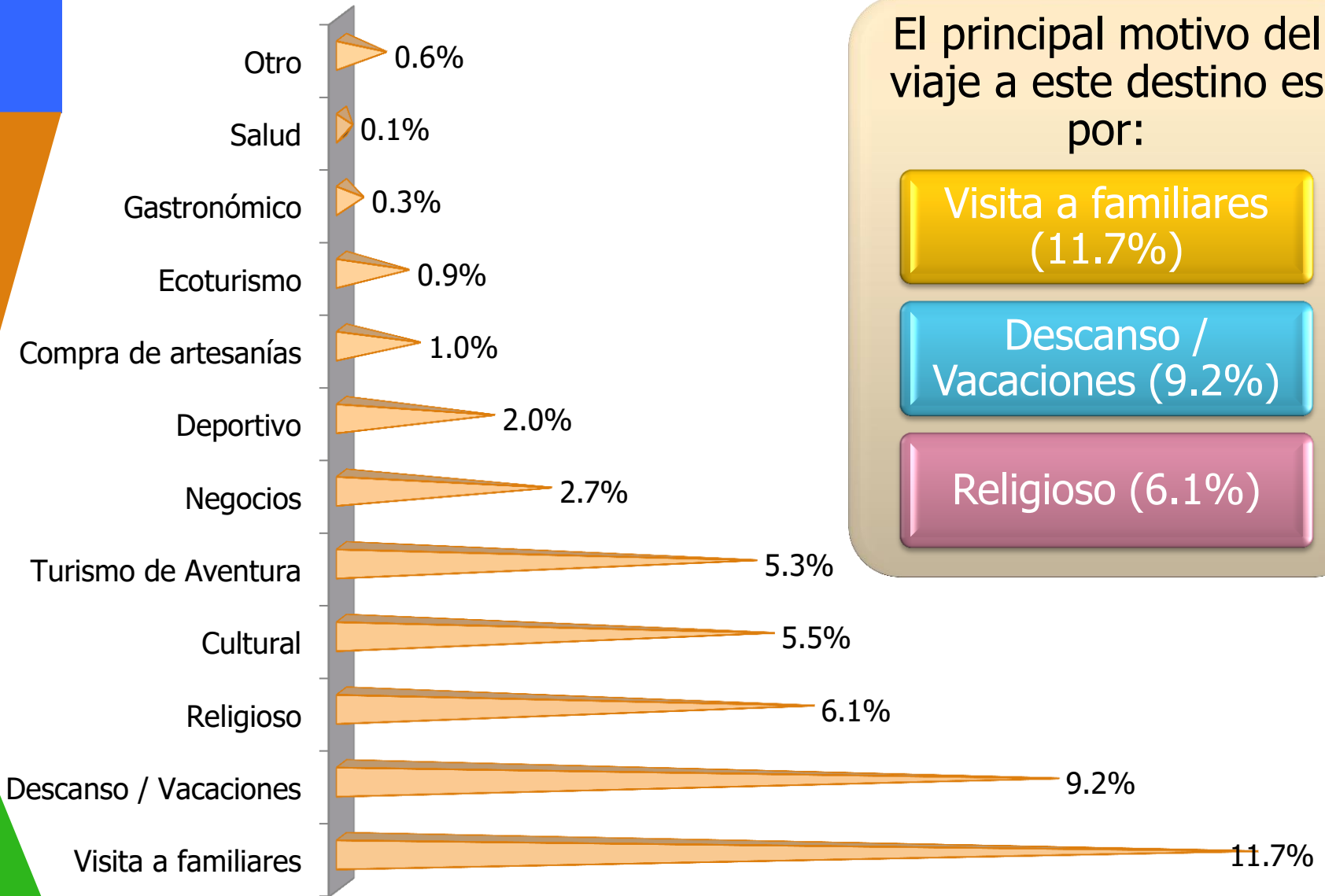
Nota: La diferencia para el 100% corresponde al No Contesto.

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Gasto Total Promedio Ponderado



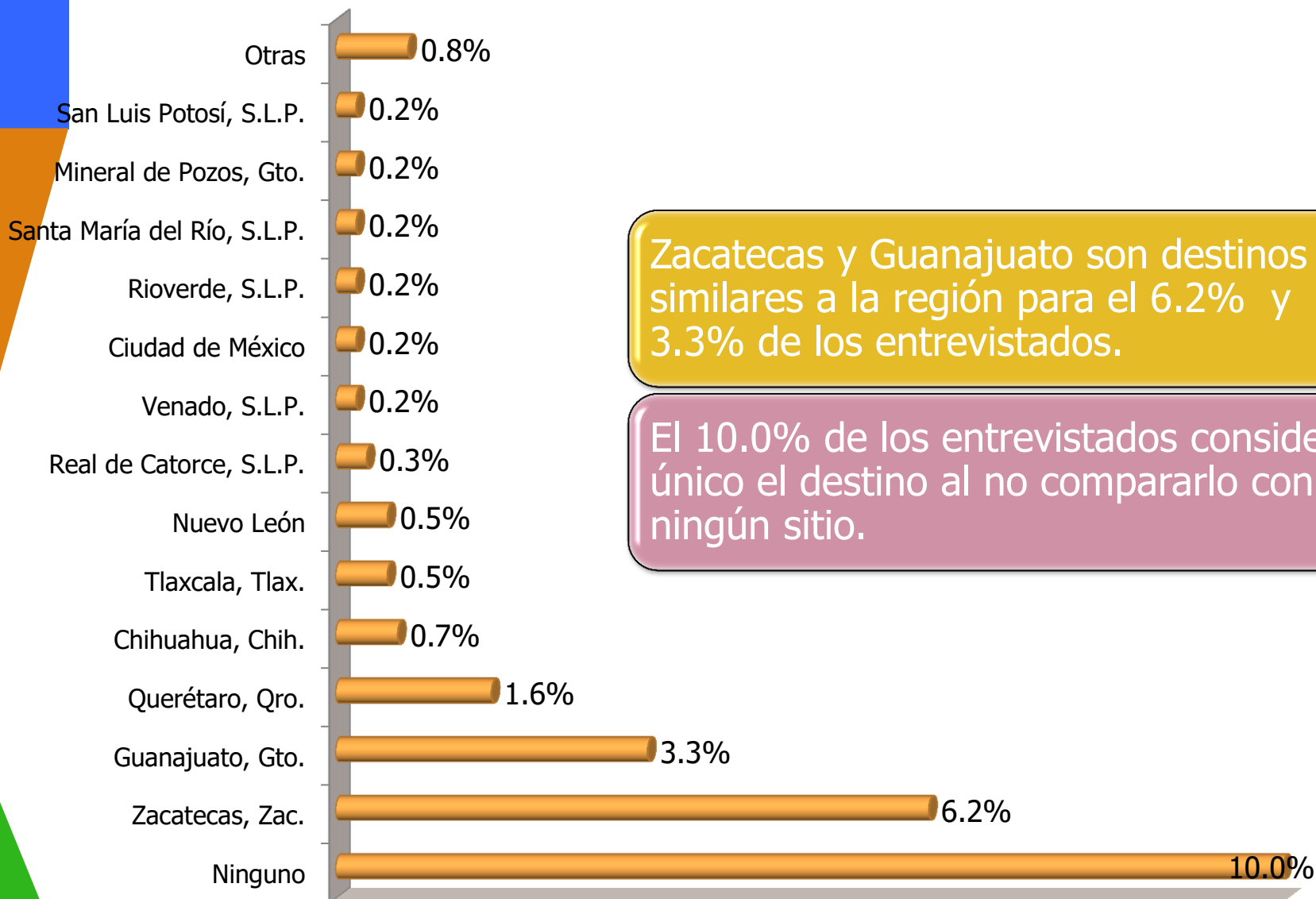
Razón Principal de Viaje



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

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Sitios con los que Comparan a la Región



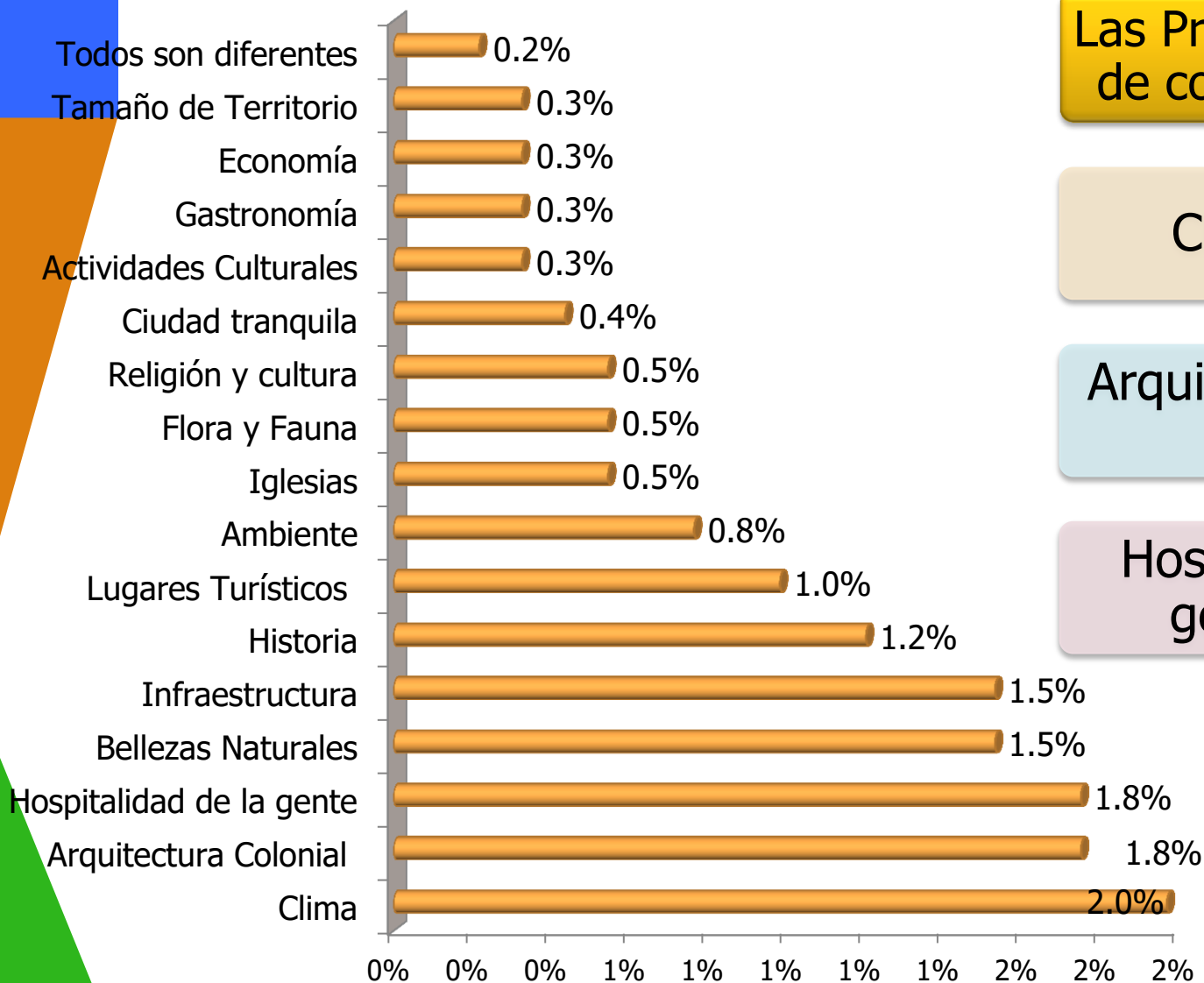
Zacatecas y Guanajuato son destinos similares a la región para el 6.2% y 3.3% de los entrevistados.

El 10.0% 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 Semana Santa 2018 – Altiplano Potosino

Razones de Comparación con Otro Destino



Las Principales razones de comparación son:

Clima (2.0%)

Arquitectura Colonial (1.8%)

Hospitalidad de la gente (1.8%)

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

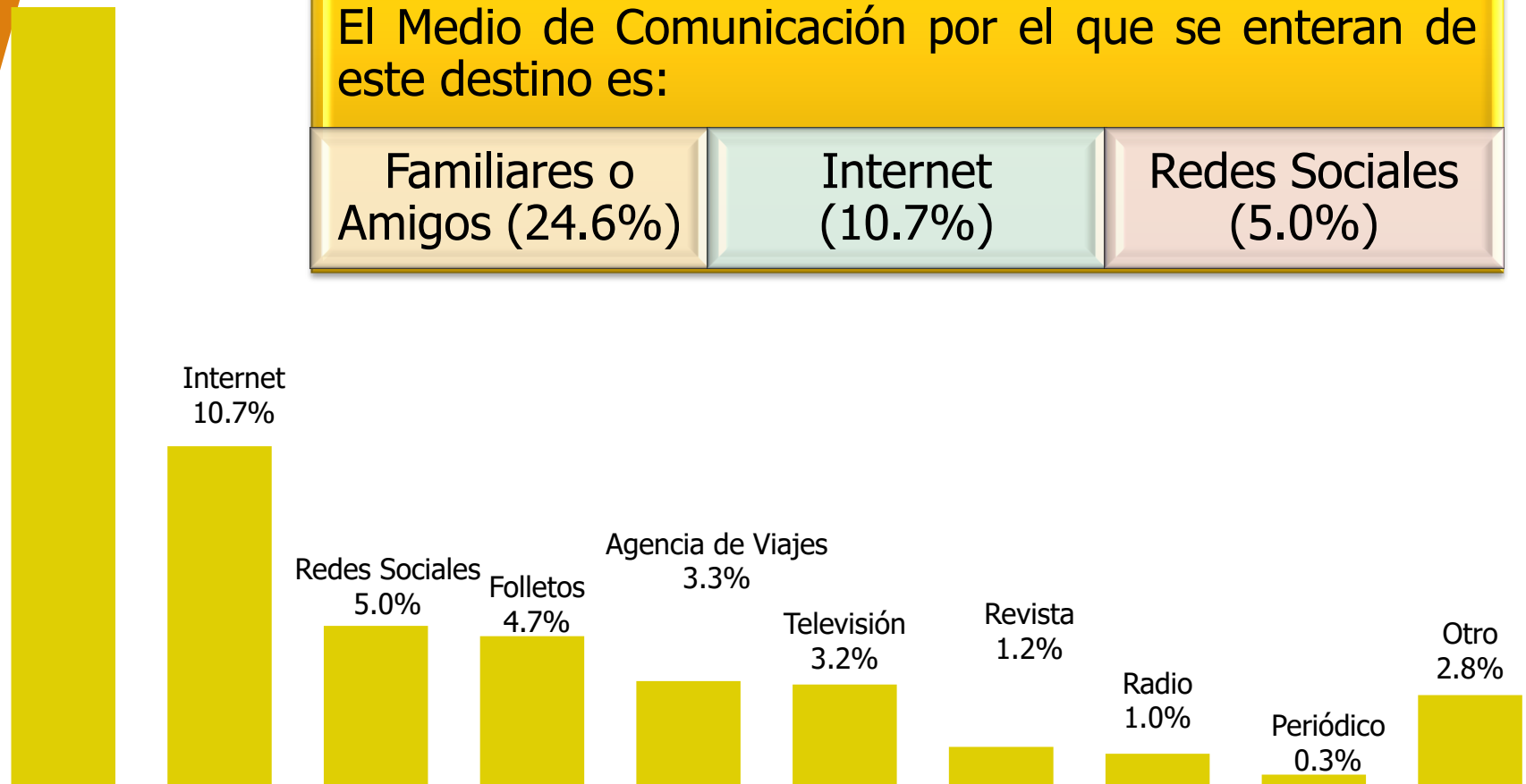
Familiares o amigos
24.6%

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

Familiares o Amigos (24.6%)

Internet (10.7%)

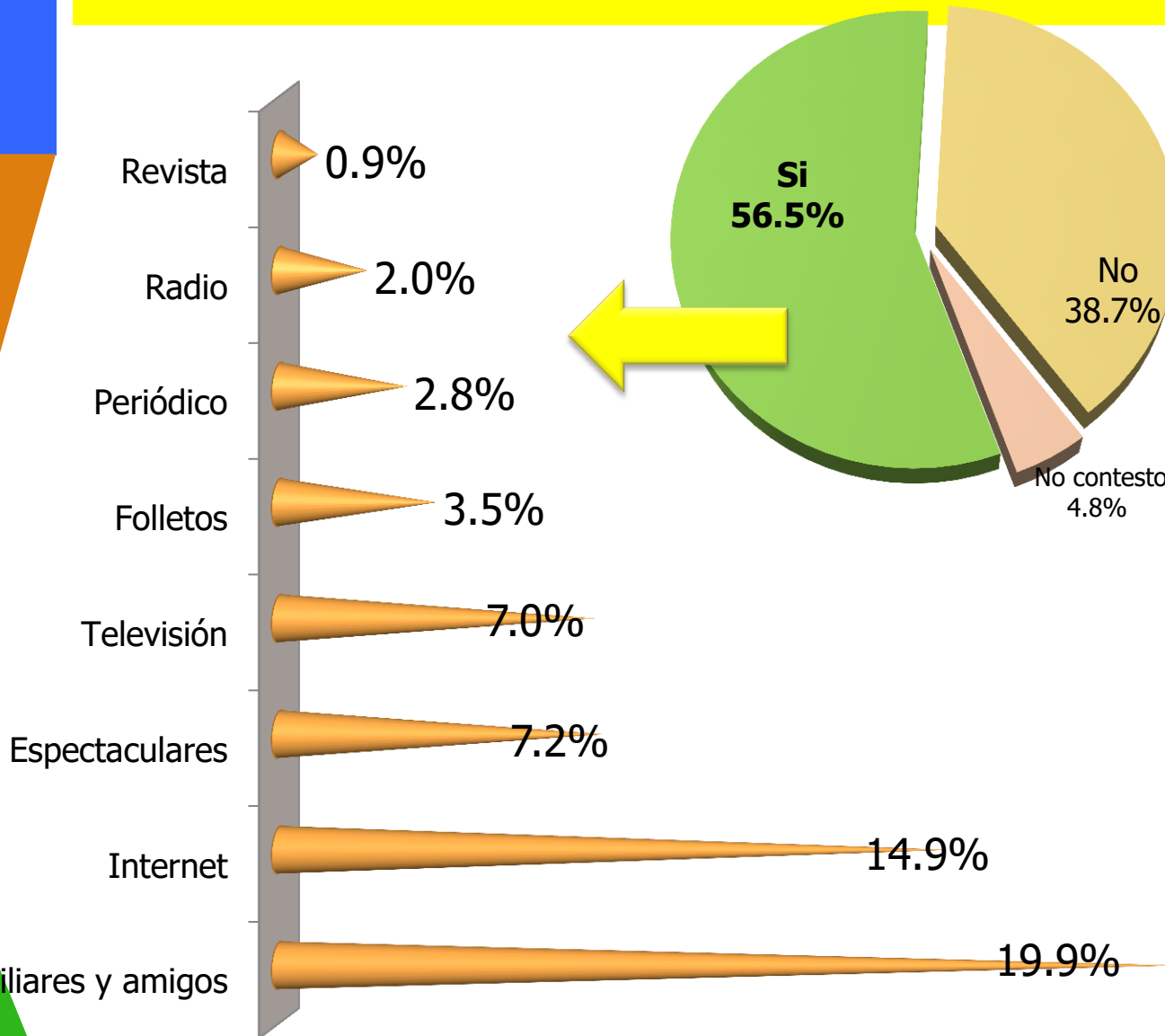
Redes Sociales (5.0%)



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

Perfil del Visitante Semana Santa 2018 – Altiplano Potosino

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

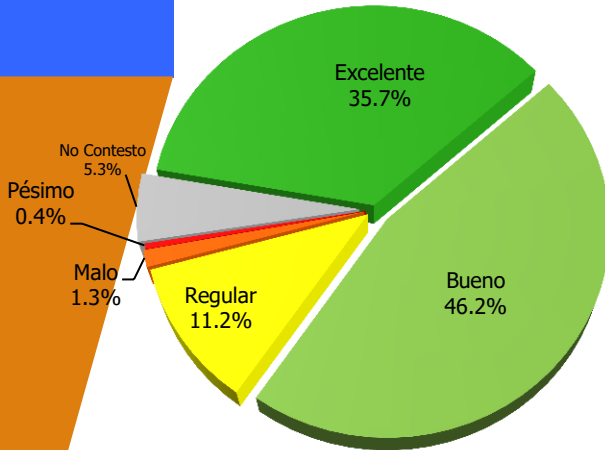


Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Semana Santa 2018 – Altiplano Potosino

Evaluación de los Visitantes

Sitios y atractivos turísticos



Calidad Infraestructura turística

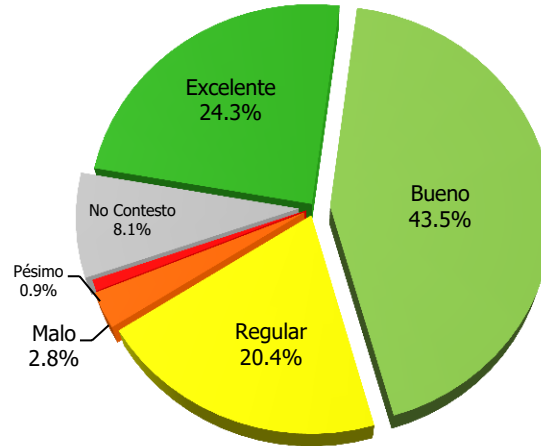
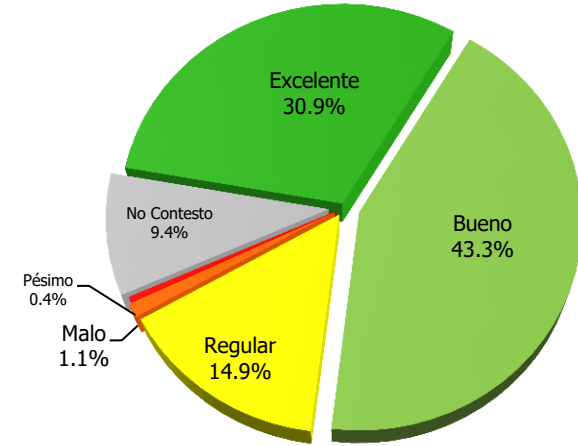
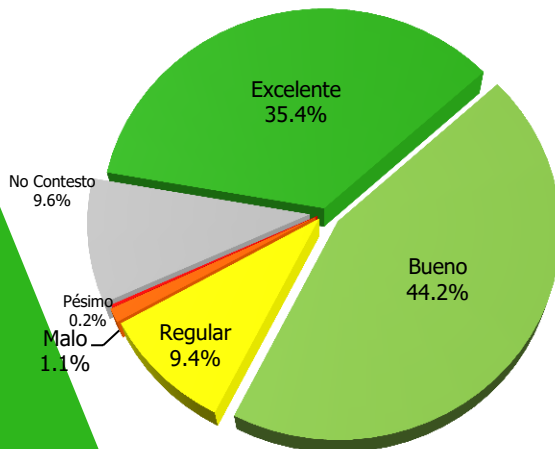


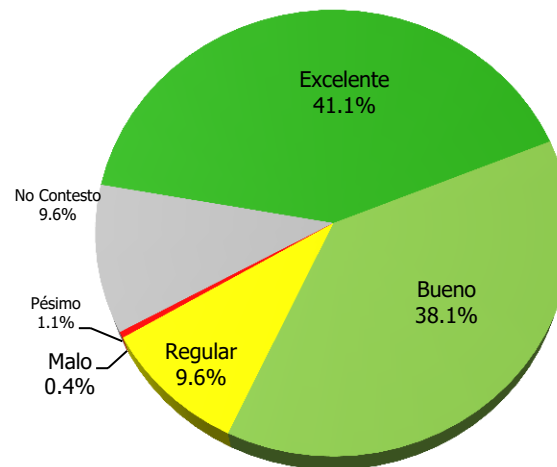
Imagen del destino



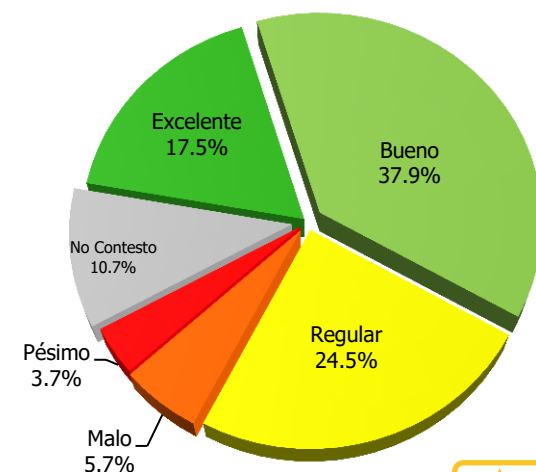
Experiencia de viaje



Hospitalidad de residentes

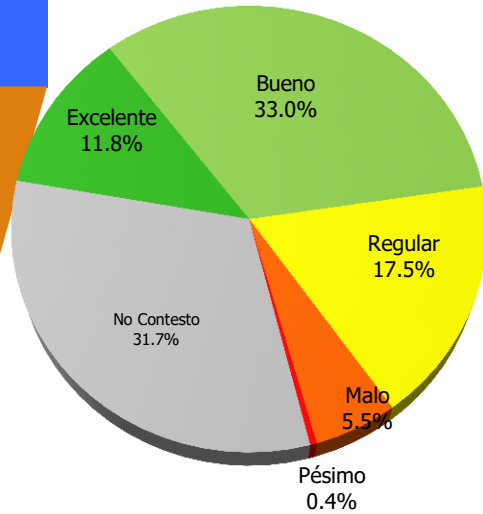


Limpieza en calles y áreas públicas

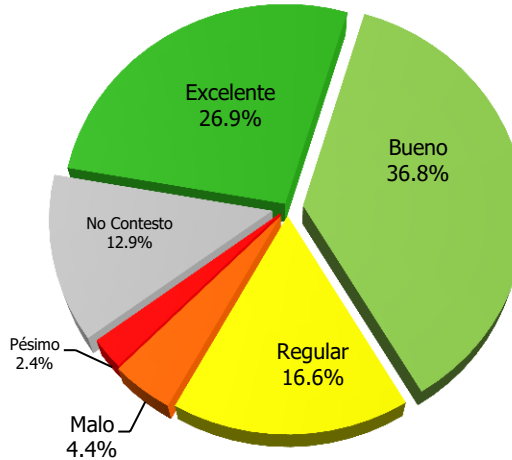


Evaluación de los Visitantes

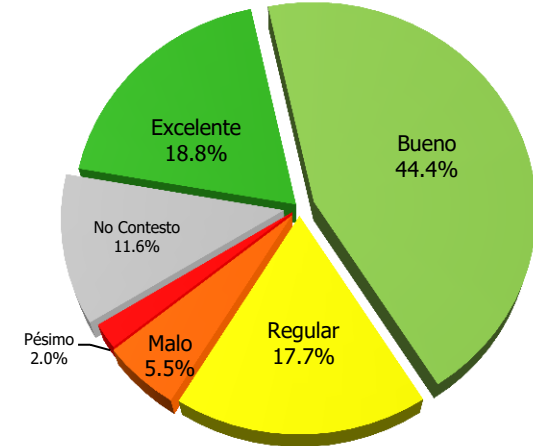
Transporte público local



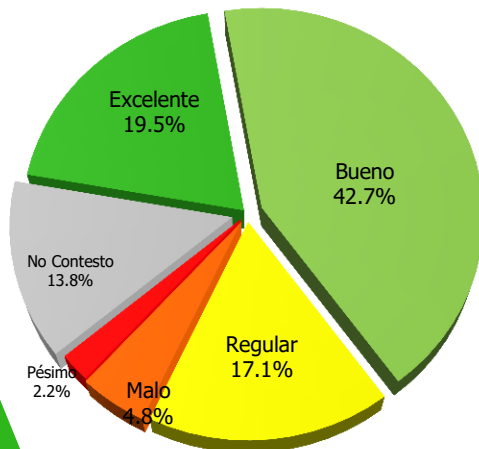
Percepción de seguridad



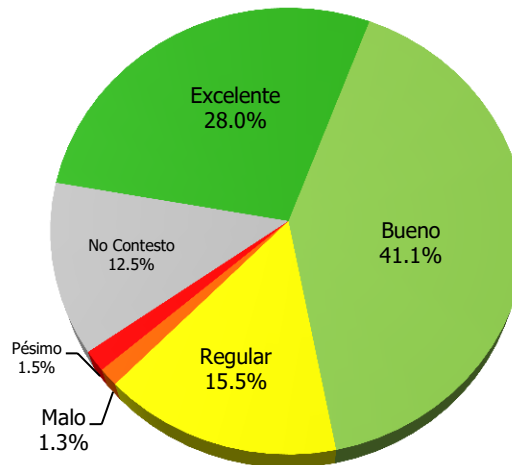
Señalética para llegar al destino



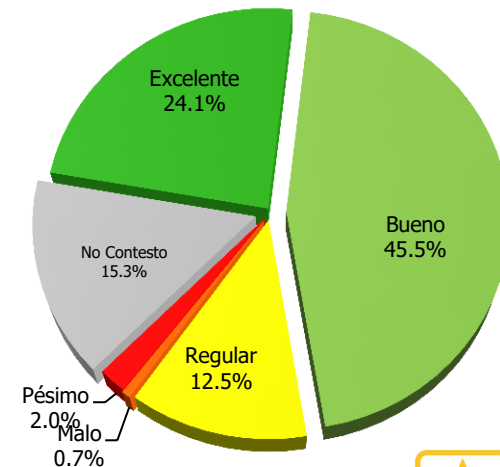
Señalética del destino



Disponibilidad de información turística

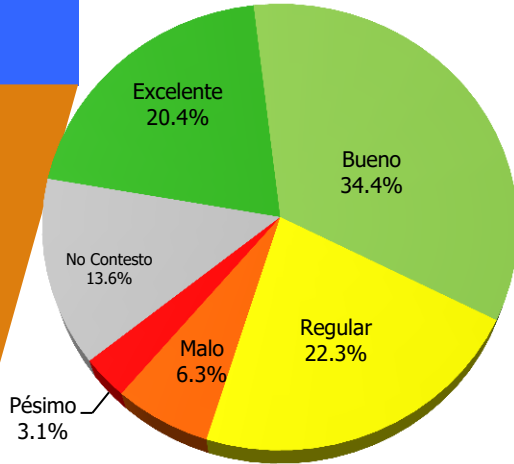


Relación calidad/precio en destino

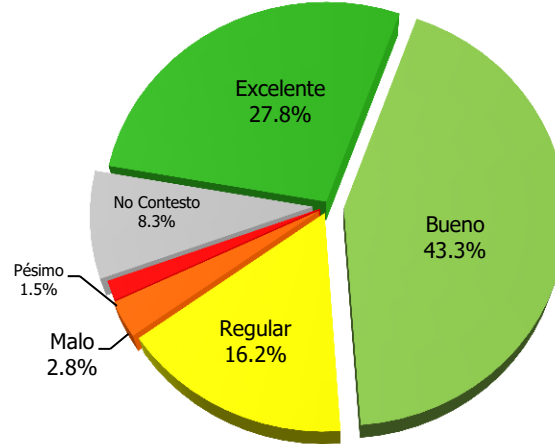


Evaluación de los Visitantes

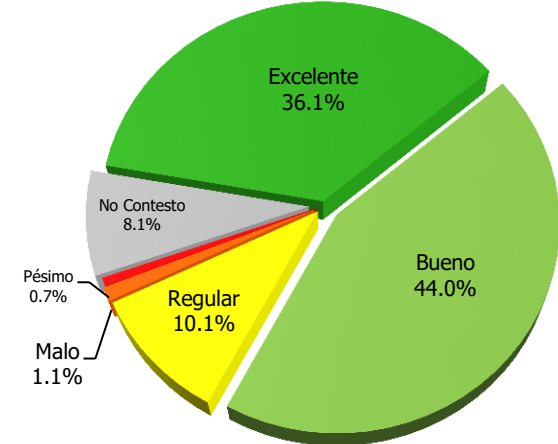
Estacionamientos



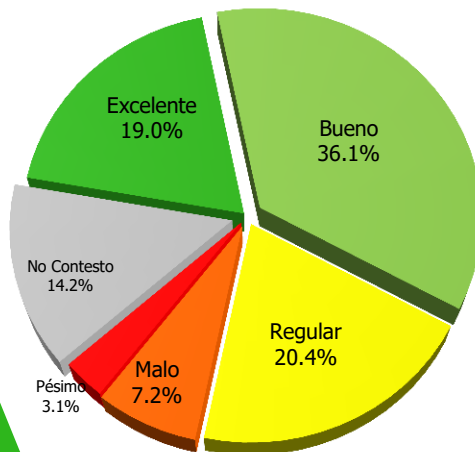
Artesanías



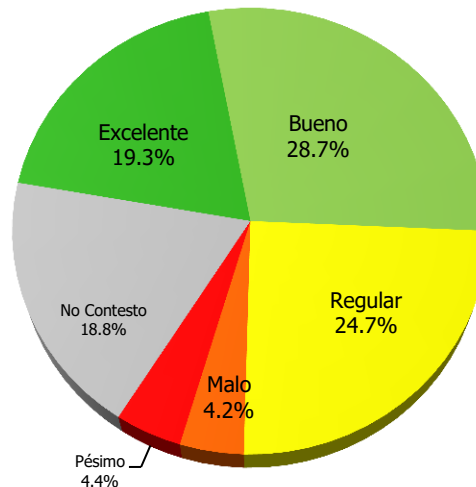
Gastronomía



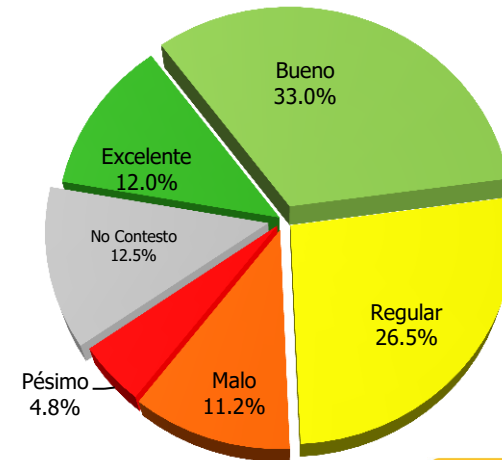
Vendedores



Contaminación



Sanitarios



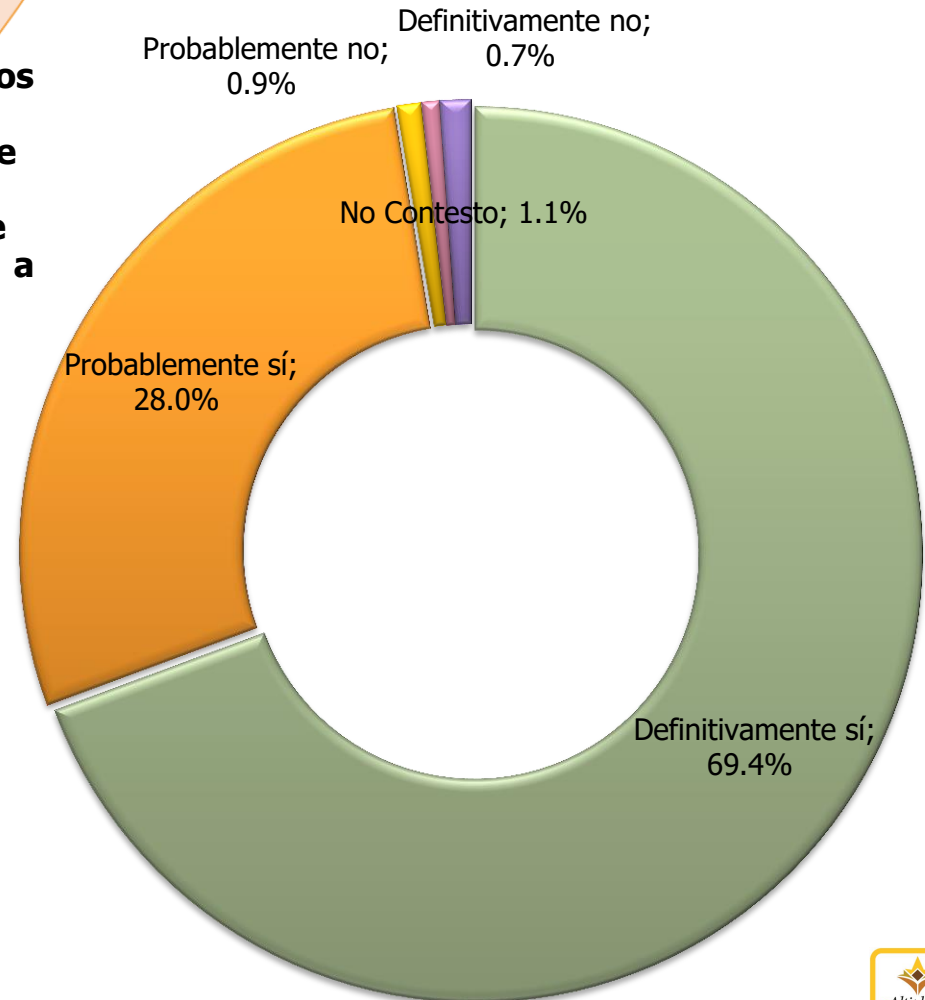
Resumen Evaluación de los Visitantes

Concepto	Total						No Contesto
	Excelente	Bueno	Regular	Malo	Pésimo		
Sitios y Atractivos Turísticos	↗ 35.7%	↕ 46.2%	↘ 11.2%	↓ 1.3%	↓ 0.4%		5.3%
Calidad de la Infraestructura Turística	↗ 24.3%	↕ 43.5%	↘ 20.4%	↓ 2.8%	↓ 0.9%		8.1%
Imagen del destino	↗ 30.9%	↕ 43.3%	↘ 14.9%	↓ 1.1%	↓ 0.4%		9.4%
Experiencia de viaje del destino	↕ 35.4%	↕ 44.2%	↘ 9.4%	↓ 1.1%	↓ 0.2%		9.6%
Hospitalidad de los residentes	↕ 41.1%	↕ 38.1%	↘ 9.6%	↓ 0.4%	↓ 1.1%		9.6%
Limpieza en las calles y áreas públicas	↗ 17.5%	↕ 37.9%	↗ 24.5%	↓ 5.7%	↓ 3.7%		10.7%
Transporte público local	↘ 11.8%	↕ 33.0%	↗ 17.5%	↓ 5.5%	↓ 0.4%		31.7%
Percepción de seguridad	↗ 26.9%	↕ 36.8%	↗ 16.6%	↓ 4.4%	↓ 2.4%		12.9%
Señalética para llegar al destino	↘ 18.8%	↕ 44.4%	↘ 17.7%	↓ 5.5%	↓ 2.0%		11.6%
Señalética del destino turístico	↗ 19.5%	↕ 42.7%	↘ 17.1%	↓ 4.8%	↓ 2.2%		13.8%
Disponibilidad de información turística	↗ 28.0%	↕ 41.1%	↘ 15.5%	↓ 1.3%	↓ 1.5%		12.5%
La relación calidad / precio en el destino	↗ 24.1%	↕ 45.5%	↘ 12.5%	↓ 0.7%	↓ 2.0%		15.3%
Estacionamientos	↗ 20.4%	↕ 34.4%	↗ 22.3%	↓ 6.3%	↓ 3.1%		13.6%
Artesanías	↗ 27.8%	↕ 43.3%	↘ 16.2%	↓ 2.8%	↓ 1.5%		8.3%
Gastronomía	↕ 36.1%	↕ 44.0%	↘ 10.1%	↓ 1.1%	↓ 0.7%		8.1%
Vendedores	↗ 19.0%	↕ 36.1%	↗ 20.4%	↓ 7.2%	↓ 3.1%		14.2%
Contaminación	↗ 19.3%	↕ 28.7%	↕ 24.7%	↓ 4.2%	↓ 4.4%		18.8%
Sanitarios	↘ 12.0%	↕ 33.0%	↗ 26.5%	↘ 11.2%	↓ 4.8%		12.5%

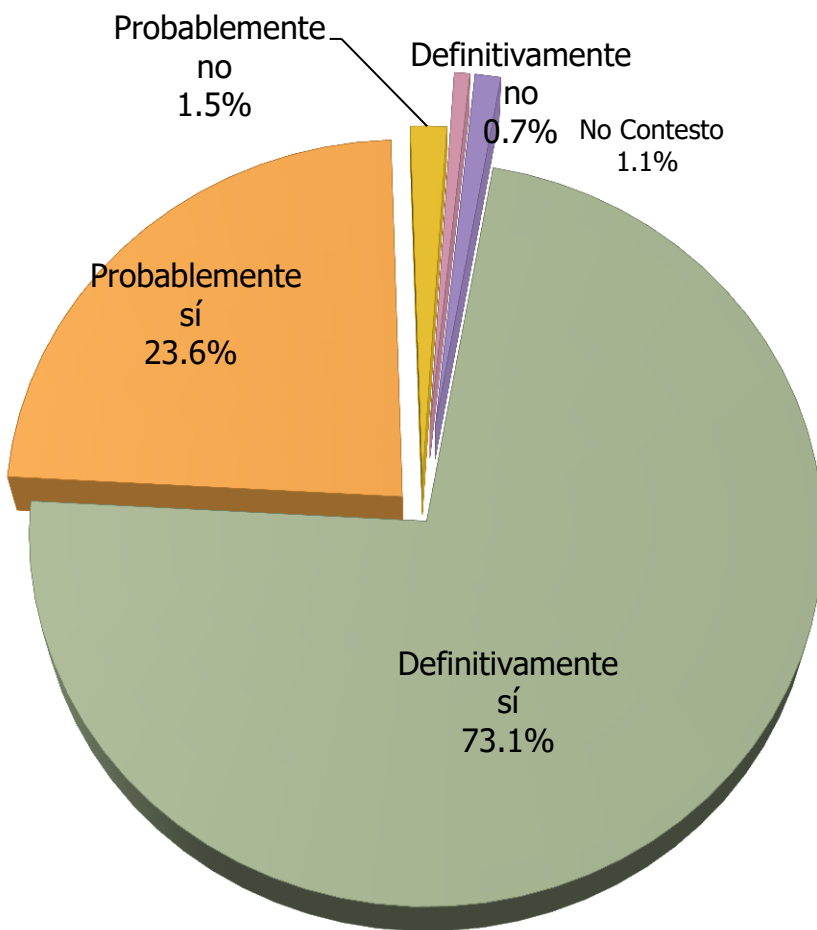
Opinión de Regresar a San Luis Potosí

● Solamente el 1.5% Probablemente o Definitivamente no regresaría

● El 95.2% de los visitantes definitivamente o probablemente si regresaría a este destino.



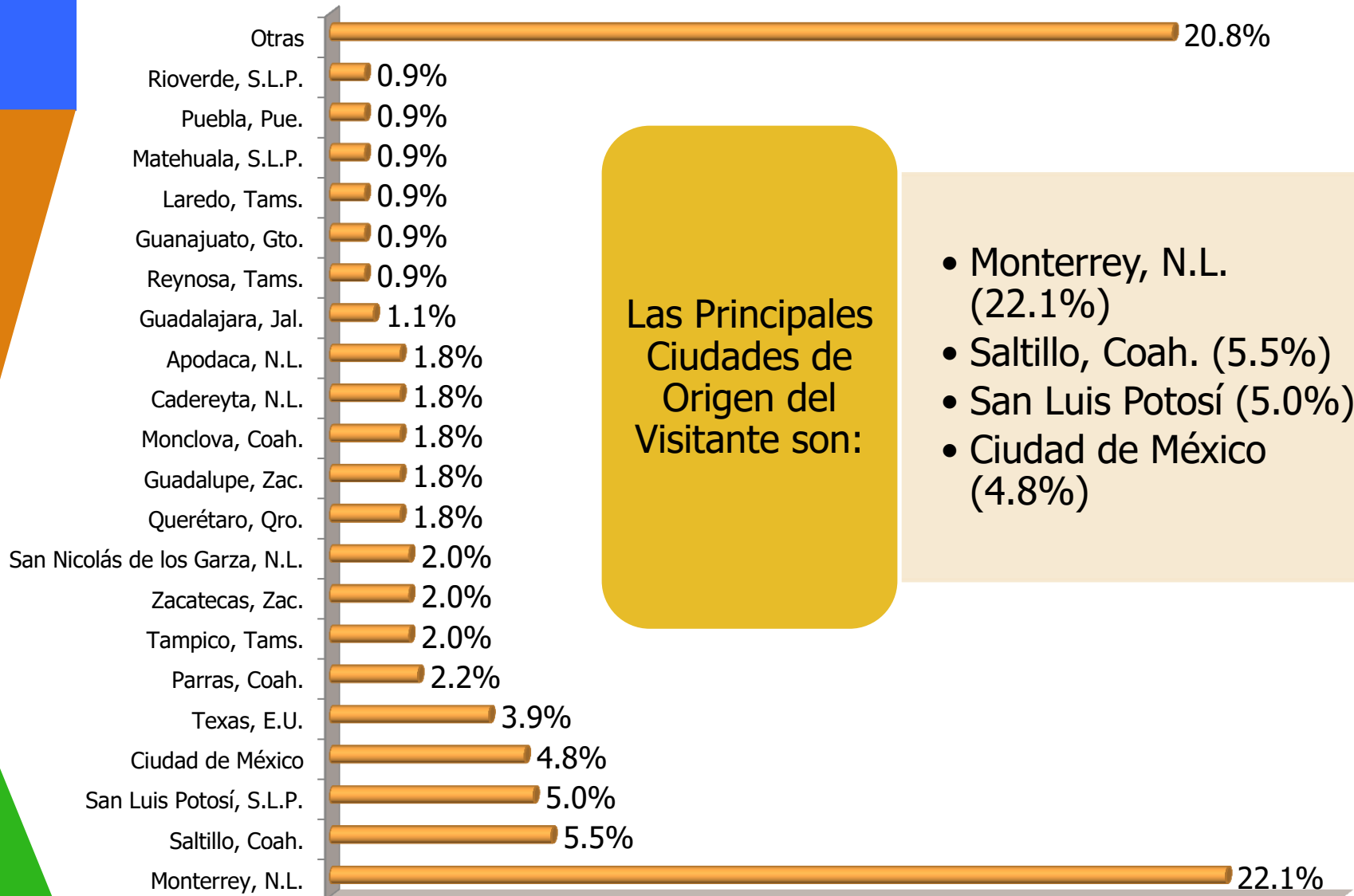
Opinión de Recomendar a San Luis Potosí



El 96.7% de los visitantes definitivamente o probablemente sí Recomendaría el destino.

El 2.2% Probablemente o definitivamente no recomendaría el destino.

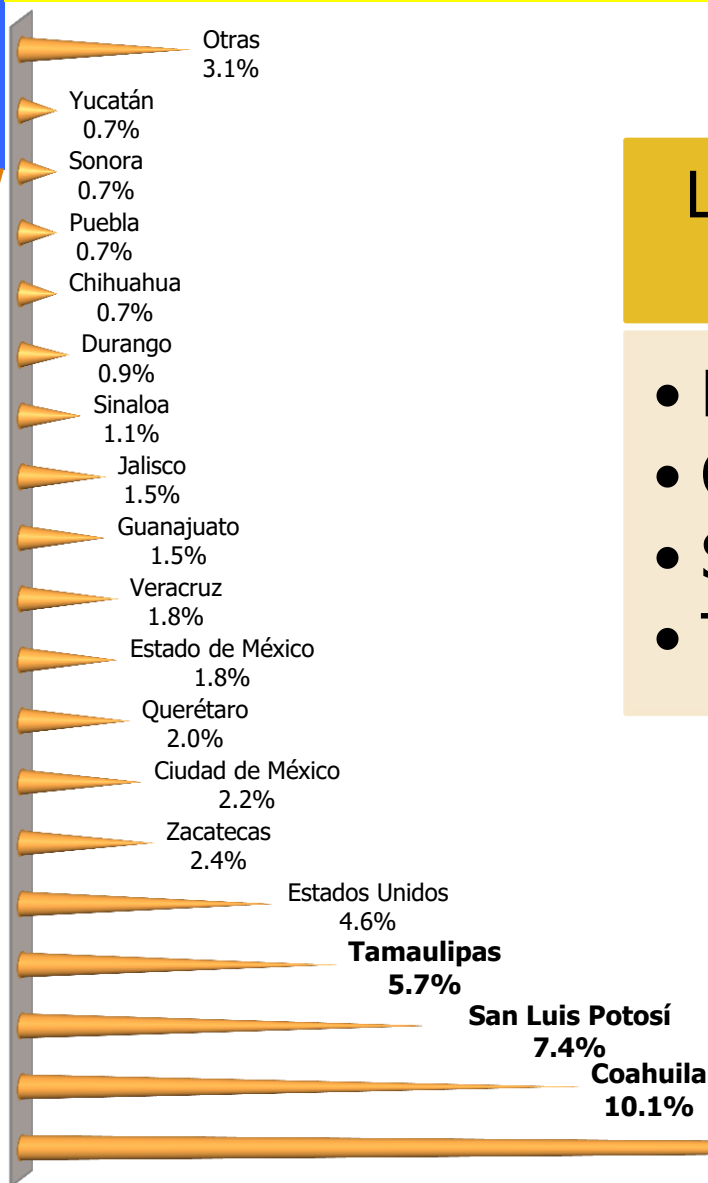
Principales Ciudades de Origen del Visitante



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

Perfil del Visitante Semana Santa 2018 – Altiplano Potosino

Principales Estados de Origen del Visitante



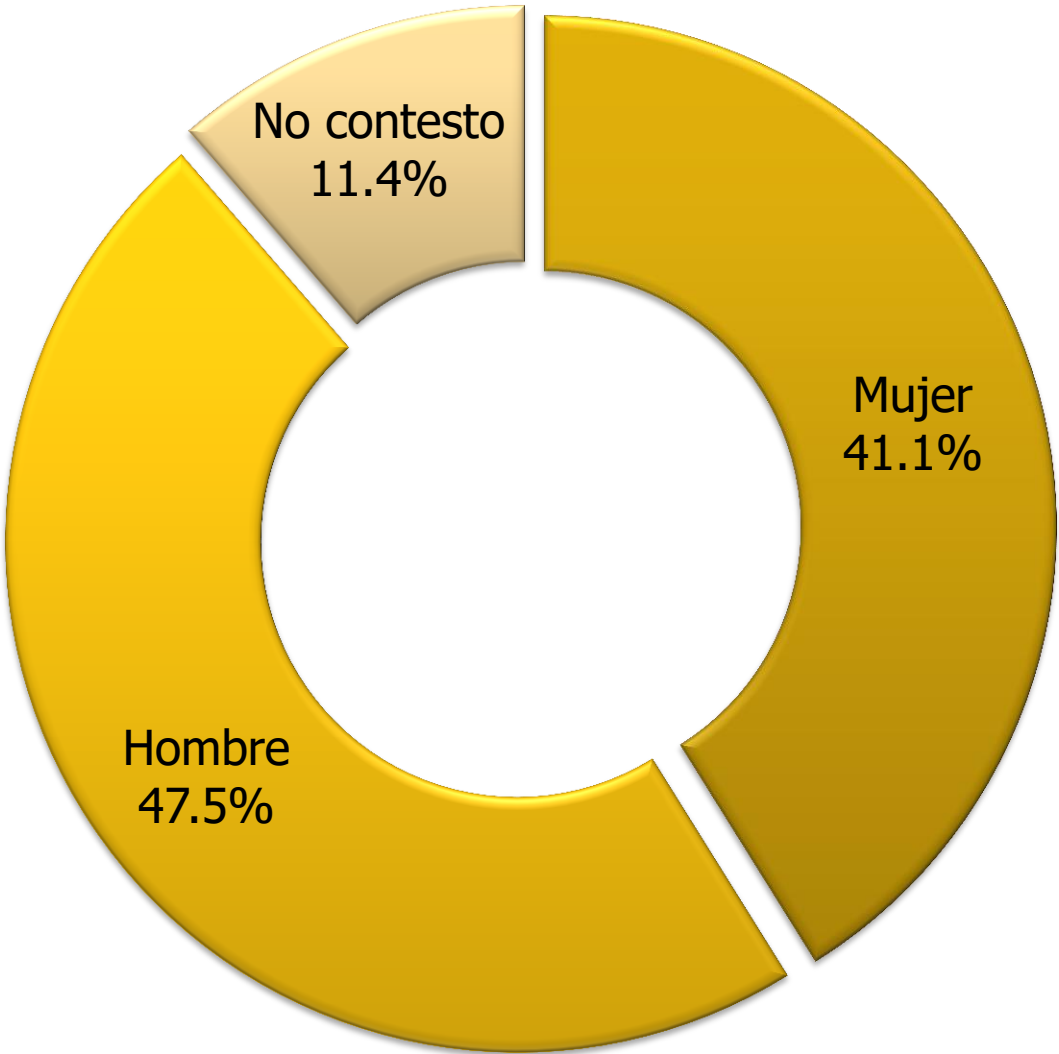
Los Principales Estados de Origen del Visitante son:

- Nuevo León (29.1%)
- Coahuila (10.1%)
- San Luis Potosí (7.4%)
- Tamaulipas (5.7%)

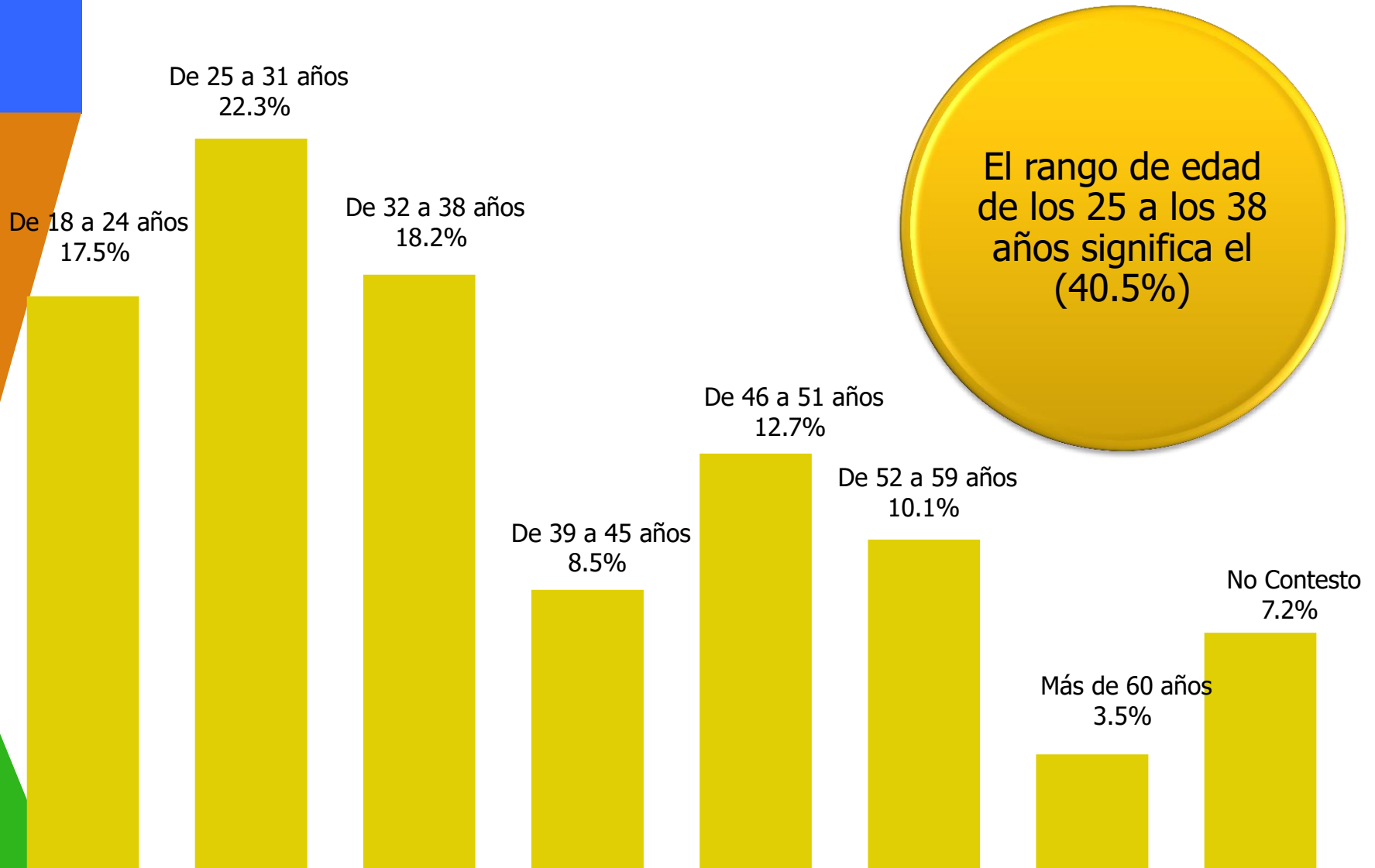
Nuevo León
29.1%

Nota: La diferencia para el 100% corresponde al No Contesto.
Perfil del Visitante Semana Santa 2018 – Altiplano Potosino

Sexo del Visitante a la Región



Rango de Edad de los Visitantes

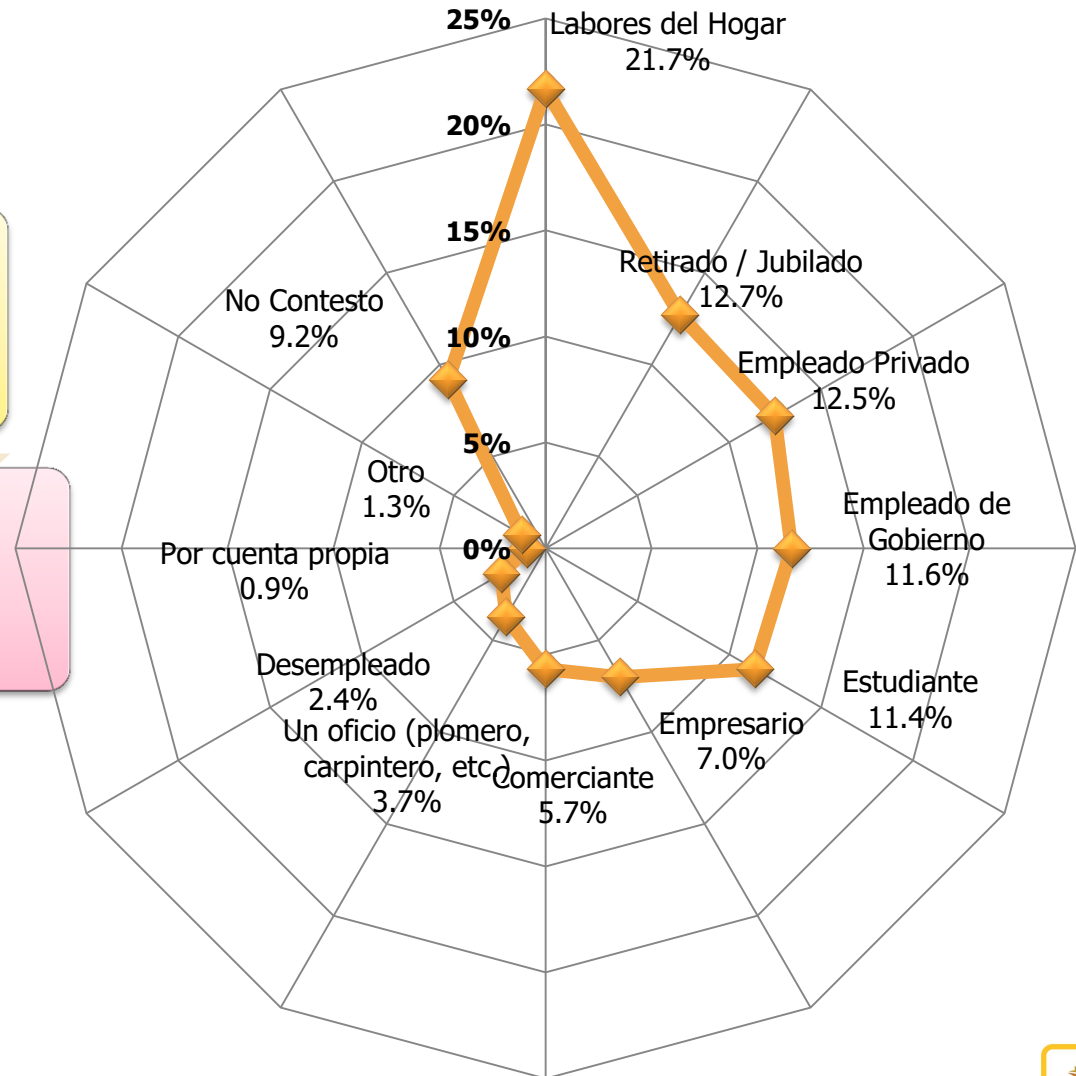


Ocupación del Visitante a San Luis Potosí

Una importante parte de los visitantes se dedican a labores del hogar (21.7%)

Otro segmento importante (12.7%) son Retirado / Jubilado

El 12.5% son Empleados Privados





Perfil del Visitante

Región Altiplano

Semana Santa 2018

Resumen con Perspectiva de Género

Resumen Resultados

Lugar de Encuesta

Concepto	Mujer	Hombre	No Contesto	Total
Guadalcázar	5.0%	4.2%	1.8%	10.9%
Villa de la Paz	4.2%	5.5%	1.3%	10.9%
Venado	4.4%	5.7%	0.9%	10.9%
Charcas	5.5%	5.0%	0.4%	10.9%
Matehuala	12.3%	15.1%	5.5%	32.8%
Real de Catorce	9.8%	12.0%	1.5%	23.4%
Total	41.1%	47.5%	11.4%	100.0%

Frecuencia con que vista el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Primera vez	14.9%	18.6%	2.6%	36.1%
Una vez al año	11.2%	10.1%	2.8%	24.1%
Dos veces al año	5.7%	7.9%	2.6%	16.2%
Tres o más veces al año	9.0%	10.9%	3.3%	23.2%
No contesto	0.4%	0.0%	0.0%	0.4%
Total	41.1%	47.5%	11.4%	100.0%

Noches que permanecerá en la Región

Concepto	Mujer	Hombre	No Contesto	Total
Ninguna	3.7%	3.7%	0.9%	8.3%
Una noche	7.0%	8.1%	0.4%	15.5%
Dos noches	9.4%	14.7%	2.4%	26.5%
Tres noches	7.4%	7.4%	0.4%	15.3%
Cuatro noches	2.2%	3.3%	1.5%	7.0%
Cinco noches	3.5%	1.8%	0.7%	5.9%
Seis noches	1.1%	0.0%	0.0%	1.1%
Siete noches	1.3%	0.7%	0.7%	2.6%
Ocho noches	0.2%	0.2%	0.0%	0.4%
Diez noches	0.4%	0.2%	0.0%	0.7%
Once noches	0.0%	1.1%	0.4%	1.5%
No contesto	4.8%	6.3%	3.9%	15.1%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Lugar donde se esta hospedando

Concepto	Mujer	Hombre	No Contesto	Total
Hotel	21.4%	29.1%	6.6%	57.1%
Familia / Amigos	14.9%	13.8%	3.9%	32.6%
Acampará	1.3%	1.8%	0.4%	3.5%
No contesto	3.5%	2.8%	0.4%	6.8%
Total	41.1%	47.5%	11.4%	100.0%

Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Hotel Nueva Paz, Villa de la Paz	2.0%	3.3%	0.7%	5.9%
Hotel Casa Real, Matehuala	2.0%	2.4%	1.1%	5.5%
Hotel Posada Real, Matehuala	1.8%	2.8%	0.9%	5.5%
Las Palmas Midway Inn, Matehuala	1.8%	1.8%	0.9%	4.4%
Hotel El Real, Catorce	2.4%	0.7%	1.1%	4.2%
Posada el Minero, Catorce	1.3%	2.8%	0.0%	4.2%
Hotel Casino del Valle, Matehuala	0.7%	2.6%	0.4%	3.7%
Hotel Amor y Paz, Catorce	2.0%	1.3%	0.2%	3.5%
Mesón del Refugio, Catorce	1.5%	1.5%	0.0%	3.1%
Hotel El Rincón del Pintor, Catorce	0.0%	2.4%	0.0%	2.4%
Hotel María Bonita, Matehuala	0.7%	0.9%	0.2%	1.8%
Hotel La Hacienda, Venado	0.4%	0.9%	0.4%	1.8%
Hotel Del Parque, Matehuala	0.7%	0.7%	0.2%	1.5%
Hotel María Esther, Matehuala	0.7%	0.2%	0.2%	1.1%
Hotel Mesón de la Abundancia, Catorce	0.4%	0.4%	0.0%	0.9%
Hotel Gran Río, Venado	0.7%	0.2%	0.0%	0.9%
Hotel Minería, Charcas	0.2%	0.4%	0.0%	0.7%
Hotel Mina Real, Catorce	0.2%	0.2%	0.0%	0.4%
Refugio Romano Eco Hotel, Catorce	0.2%	0.2%	0.0%	0.4%
Hotel El Malacate, Charcas	0.0%	0.4%	0.0%	0.4%
Hotel Quinta Puesta del Sol, Catorce	0.0%	0.2%	0.2%	0.4%
Hotel Casa Blanca, Matehuala	0.0%	0.2%	0.2%	0.4%
Hotel Rosas, Charcas	0.4%	0.0%	0.0%	0.4%
Hotel Ruinas del Real, Catorce	0.2%	0.0%	0.0%	0.2%
Hotel Punta del Cielo, Catorce	0.2%	0.0%	0.0%	0.2%
Hotel El Rincón Mágico, Catorce	0.0%	0.2%	0.0%	0.2%
Hotel La Carreta, Matehuala	0.2%	0.0%	0.0%	0.2%
Hotel Real de Álamos, Catorce	0.2%	0.0%	0.0%	0.2%
Hotel Tony John, Charcas	0.0%	0.2%	0.0%	0.2%
Hotel Real de Alcázar, Guadalcázar	0.0%	0.2%	0.0%	0.2%
Hotel Monterrey, Matehuala	0.0%	0.2%	0.0%	0.2%
Hotel La Purísima, Venado	0.2%	0.0%	0.0%	0.2%
Suite Corona	0.0%	0.2%	0.0%	0.2%
Hospedaje Alex, Catorce	0.0%	0.2%	0.0%	0.2%
San Pancho	0.0%	0.2%	0.0%	0.2%
No contesto	20.1%	19.3%	4.6%	44.0%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Forma de Viaje

Concepto	Mujer	Hombre	No Contesto	Total
Solo	4.4%	9.0%	0.9%	14.2%
Pareja	13.3%	12.3%	3.5%	29.1%
Familia	18.6%	19.7%	6.3%	44.6%
Amistades	3.3%	5.5%	0.4%	9.2%
Agrupación	0.2%	0.7%	0.0%	0.9%
No contesto	1.3%	0.4%	0.2%	2.0%
Total	41.1%	47.5%	11.4%	100.0%

Número de Acompañantes

Concepto	Mujer	Hombre	No Contesto	Total
Uno	13.1%	11.6%	3.1%	27.8%
Dos	1.5%	1.3%	0.0%	2.8%
Tres	3.3%	4.4%	1.5%	9.2%
Cuatro	6.3%	5.7%	2.0%	14.0%
Cinco	2.0%	3.9%	0.9%	6.8%
Seis	1.1%	2.2%	0.4%	3.7%
Siete	0.9%	1.1%	0.0%	2.0%
Ocho	1.1%	1.1%	0.0%	2.2%
Nueve	0.4%	0.0%	0.0%	0.4%
Diez	0.4%	0.4%	0.0%	0.9%
Once	0.4%	0.4%	0.0%	0.9%
Doce	0.2%	0.0%	0.0%	0.2%
Treinta	0.0%	0.2%	0.0%	0.2%
Cincuenta	0.2%	0.0%	0.0%	0.2%
No contesto	10.1%	15.1%	3.5%	28.7%
Total	41.1%	47.5%	11.4%	100.0%

Medio de Transporte Utilizado

Concepto	Mujer	Hombre	No Contesto	Total
Automóvil	28.4%	33.7%	8.5%	70.7%
Autobús de línea	8.5%	8.3%	1.5%	18.4%
Autobús rentado	2.2%	1.8%	0.2%	4.2%
Avión	0.4%	1.1%	0.0%	1.5%
No contestó	1.5%	2.6%	1.1%	5.3%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Gasto Promedio en Hospedaje

Concepto	Mujer	Hombre	No Contesto	Total
300 a 400 pesos	5.5%	8.8%	0.7%	14.9%
401 a 550 pesos	2.4%	3.9%	1.1%	7.4%
551 a 700 pesos	2.6%	3.3%	0.9%	6.8%
701 a 850 pesos	1.5%	2.6%	0.9%	5.0%
851 a 999 pesos	5.0%	5.3%	1.3%	11.6%
Más de 1,000 pesos	7.0%	6.3%	2.0%	15.3%
No contesto	17.1%	17.3%	4.6%	38.9%
Total	41.1%	47.5%	11.4%	100.0%

Gasto Promedio en Souvenirs

Concepto	Mujer	Hombre	No Contesto	Total
De 100 a 200 pesos	7.4%	7.9%	1.8%	17.1%
De 201 a 250 pesos	5.7%	3.3%	0.4%	9.4%
De 251 a 300 pesos	1.8%	2.8%	0.9%	5.5%
De 301 a 400 pesos	2.2%	1.3%	0.4%	3.9%
De 401 a 500 pesos	1.1%	1.1%	0.2%	2.4%
Más de 500 pesos	3.3%	2.6%	1.1%	7.0%
No contesto	19.7%	28.4%	6.6%	54.7%
Total	41.1%	47.5%	11.4%	100.0%

Gasto Promedio en Compras

Concepto	Mujer	Hombre	No Contesto	Total
De 100 a 200 pesos	6.3%	8.5%	2.8%	17.7%
De 201 a 250 pesos	5.5%	3.9%	0.4%	9.8%
De 251 a 300 pesos	3.9%	3.9%	0.9%	8.8%
De 301 a 400 pesos	3.3%	3.5%	0.7%	7.4%
De 401 a 500 pesos	2.0%	3.1%	0.4%	5.5%
Más de 500 pesos	6.6%	7.2%	1.3%	15.1%
No contesto	13.6%	17.3%	4.8%	35.7%
Total	41.1%	47.5%	11.4%	100.0%

Gasto Promedio en Transportación Local

Concepto	Mujer	Hombre	No Contesto	Total
De 100 a 200 pesos	3.5%	5.7%	1.5%	10.7%
De 201 a 250 pesos	2.8%	1.3%	0.2%	4.4%
De 251 a 300 pesos	1.1%	0.9%	0.0%	2.0%
De 301 a 400 pesos	0.7%	0.7%	0.4%	1.8%
De 401 a 500 pesos	0.7%	1.1%	0.2%	2.0%
Más de 500 pesos	2.0%	1.1%	0.0%	3.1%
No contesto	30.4%	36.8%	9.0%	76.1%
Total	41.1%	47.5%	11.4%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Mujer	Hombre	No Contesto	Total
De 100 a 200 pesos	10.3%	12.5%	4.4%	27.1%
De 201 a 250 pesos	4.6%	7.9%	0.7%	13.1%
De 251 a 300 pesos	5.3%	4.2%	0.4%	9.8%
De 301 a 400 pesos	3.1%	3.7%	0.7%	7.4%
De 401 a 500 pesos	3.3%	1.8%	0.7%	5.7%
Más de 500 pesos	6.8%	4.4%	1.3%	12.5%
No contesto	7.9%	13.1%	3.3%	24.3%
Total	41.1%	47.5%	11.4%	100.0%

Gasto Promedio en Gasolina

Concepto	Mujer	Hombre	No Contesto	Total
De 100 a 200 pesos	4.2%	6.8%	1.3%	12.3%
De 201 a 250 pesos	2.2%	2.8%	0.7%	5.7%
De 251 a 300 pesos	1.8%	2.8%	0.0%	4.6%
De 301 a 400 pesos	1.8%	2.0%	0.4%	4.2%
De 401 a 500 pesos	1.3%	1.8%	0.7%	3.7%
Más de 500 pesos	9.2%	6.8%	2.0%	17.9%
No contesto	20.8%	24.5%	6.3%	51.6%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Razón Principal de Viaje a la Región				
Concepto	Mujer	Hombre	No Contesto	Total
Visita a familiares	5.1%	4.8%	1.8%	11.7%
Descanso / Vacaciones	4.3%	4.0%	0.9%	9.2%
Religioso	2.6%	3.1%	0.3%	6.1%
Cultural	2.1%	2.8%	0.7%	5.5%
Turismo de Aventura	2.4%	2.6%	0.4%	5.3%
Negocios	1.0%	1.4%	0.3%	2.7%
Deportivo	0.6%	1.3%	0.1%	2.0%
Compra de artesanías	0.7%	0.4%	0.0%	1.0%
Ecoturismo	0.5%	0.3%	0.1%	0.9%
Gastronómico	0.1%	0.2%	0.0%	0.3%
Salud	0.1%	0.0%	0.1%	0.1%
Otro	0.1%	0.4%	0.1%	0.6%
No Contestó	21.6%	26.2%	6.8%	54.6%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contesto	Total
Ninguno	3.4%	5.8%	0.8%	10.0%
Zacatecas, Zac.	2.6%	3.2%	0.4%	6.2%
Guanajuato, Gto.	1.1%	1.5%	0.7%	3.3%
Querétaro, Qro.	0.7%	0.8%	0.2%	1.6%
Chihuahua, Chih.	0.3%	0.2%	0.1%	0.7%
Tlaxcala, Tlax.	0.1%	0.3%	0.1%	0.5%
Nuevo León	0.2%	0.3%	0.0%	0.5%
Real de Catorce, S.L.P.	0.2%	0.1%	0.0%	0.3%
Venado, S.L.P.	0.1%	0.1%	0.0%	0.2%
Ciudad de México	0.0%	0.2%	0.0%	0.2%
Rioverde, S.L.P.	0.2%	0.0%	0.0%	0.2%
Santa María del Río, S.L.P.	0.0%	0.1%	0.1%	0.2%
Mineral de Pozos, Gto.	0.0%	0.2%	0.0%	0.2%
San Luis Potosí, S.L.P.	0.1%	0.1%	0.0%	0.2%
Xilitla, S.L.P.	0.1%	0.0%	0.0%	0.1%
Talpa de Allende, Jal.	0.0%	0.1%	0.0%	0.1%
Agualeguas, N.L.	0.1%	0.0%	0.0%	0.1%
Holanda	0.0%	0.1%	0.0%	0.1%
Alaquines, S.L.P.	0.0%	0.1%	0.0%	0.1%
Tamaulipas	0.1%	0.0%	0.0%	0.1%
Huasteca	0.1%	0.0%	0.0%	0.1%
No Contesto	31.6%	34.1%	9.0%	74.7%
Total	41.1%	47.5%	11.4%	100.0%

Razones de Comparación con la Región

Concepto	Mujer	Hombre	No Contesto	Total
Clima	0.7%	1.1%	0.2%	2.0%
Arquitectura Colonial	0.7%	1.0%	0.1%	1.8%
Hospitalidad de la gente	1.2%	0.3%	0.2%	1.8%
Bellezas Naturales	0.5%	0.9%	0.1%	1.5%
Infraestructura	0.3%	0.9%	0.3%	1.5%
Historia	0.2%	0.9%	0.1%	1.2%
Lugares Turísticos	0.7%	0.3%	0.0%	1.0%
Ambiente	0.4%	0.3%	0.0%	0.8%
Iglesias	0.2%	0.2%	0.1%	0.5%
Flora y Fauna	0.1%	0.3%	0.1%	0.5%
Religión y cultura	0.2%	0.3%	0.0%	0.5%
Ciudad tranquila	0.3%	0.1%	0.0%	0.4%
Actividades Culturales	0.0%	0.3%	0.0%	0.3%
Gastronomía	0.2%	0.1%	0.0%	0.3%
Economía	0.3%	0.0%	0.0%	0.3%
Tamaño de Territorio	0.2%	0.1%	0.0%	0.3%
Todos son diferentes	0.0%	0.1%	0.1%	0.2%
No contestó	34.8%	40.2%	10.0%	84.9%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Medio por el que se enteró o conoce región

Concepto	Mujer	Hombre	No Contesto	Total
Familiares o amigos	10.7%	11.1%	2.8%	24.6%
Internet	4.8%	5.0%	0.9%	10.7%
Redes Sociales	1.8%	2.8%	0.4%	5.0%
Folletos	1.3%	2.8%	0.5%	4.7%
Agencia de Viajes	0.8%	2.0%	0.5%	3.3%
Televisión	1.3%	1.2%	0.7%	3.2%
Revista	0.8%	0.3%	0.1%	1.2%
Radio	0.4%	0.4%	0.1%	1.0%
Periódico	0.2%	0.1%	0.0%	0.3%
Otro	1.4%	1.1%	0.3%	2.8%
No contesto	17.6%	20.6%	4.9%	43.1%
Total	41.1%	47.5%	11.4%	100.0%

Lugar de Recordación de la Publicidad

Concepto	Mujer	Hombre	No Contesto	Total
Familiares y amigos	9.0%	9.6%	1.3%	19.9%
Internet	6.6%	7.0%	1.3%	14.9%
Espectaculares	3.5%	3.1%	0.7%	7.2%
Televisión	2.6%	3.9%	0.4%	7.0%
Folletos	0.2%	2.8%	0.4%	3.5%
Periódico	1.5%	1.1%	0.2%	2.8%
Radio	0.7%	0.9%	0.4%	2.0%
Revista	0.0%	0.9%	0.0%	0.9%
No contesto	17.1%	18.2%	6.6%	41.8%
Total	41.1%	47.5%	11.4%	100.0%

Recordación de Publicidad con Imagen

Concepto	Mujer	Hombre	No Contesto	Total
Si	22.8%	28.7%	5.0%	56.5%
No	16.2%	16.6%	5.9%	38.7%
No contesto	2.2%	2.2%	0.4%	4.8%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Evaluación de los sitios y atractivos turísticos

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	14.7%	16.4%	4.6%	35.7%
Bueno	19.7%	22.1%	4.4%	46.2%
Regular	4.4%	5.9%	0.9%	11.2%
Malo	0.9%	0.4%	0.0%	1.3%
Pésimo	0.0%	0.2%	0.2%	0.4%
No Contesto	1.5%	2.4%	1.3%	5.3%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de la Calidad de la Infraestructura Turística

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	9.2%	12.7%	2.4%	24.3%
Bueno	19.0%	19.9%	4.6%	43.5%
Regular	8.8%	9.4%	2.2%	20.4%
Malo	0.7%	2.0%	0.2%	2.8%
Pésimo	0.4%	0.0%	0.4%	0.9%
No Contesto	3.1%	3.5%	1.5%	8.1%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de la Imagen del Destino

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	13.6%	14.0%	3.3%	30.9%
Bueno	18.4%	21.4%	3.5%	43.3%
Regular	5.9%	6.8%	2.2%	14.9%
Malo	0.7%	0.4%	0.0%	1.1%
Pésimo	0.0%	0.0%	0.4%	0.4%
No Contesto	2.6%	4.8%	2.0%	9.4%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de la Experiencia de viaje en el destino

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	14.7%	15.8%	5.0%	35.4%
Bueno	17.7%	22.5%	3.9%	44.2%
Regular	4.8%	4.2%	0.4%	9.4%
Malo	0.4%	0.7%	0.0%	1.1%
Pésimo	0.0%	0.0%	0.2%	0.2%
No Contesto	3.5%	4.4%	1.8%	9.6%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de la hospitalidad de los residentes

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	16.0%	18.8%	6.3%	41.1%
Bueno	17.3%	18.6%	2.2%	38.1%
Regular	3.9%	4.8%	0.9%	9.6%
Malo	0.2%	0.2%	0.0%	0.4%
Pésimo	0.4%	0.4%	0.2%	1.1%
No Contesto	3.3%	4.6%	1.8%	9.6%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de la limpieza en calles y áreas públicas

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	7.9%	6.8%	2.8%	17.5%
Bueno	14.9%	18.8%	4.2%	37.9%
Regular	11.4%	12.3%	0.9%	24.5%
Malo	2.2%	3.1%	0.4%	5.7%
Pésimo	0.9%	2.0%	0.9%	3.7%
No Contesto	3.9%	4.6%	2.2%	10.7%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Evaluación del transporte público local

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	3.7%	6.6%	1.5%	11.8%
Bueno	15.1%	14.7%	3.3%	33.0%
Regular	8.8%	8.1%	0.7%	17.5%
Malo	2.0%	3.3%	0.2%	5.5%
Pésimo	0.0%	0.0%	0.4%	0.4%
No Contesto	11.6%	14.9%	5.3%	31.7%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de la percepción de seguridad

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	10.7%	11.8%	4.4%	26.9%
Bueno	14.9%	19.0%	2.8%	36.8%
Regular	8.1%	7.2%	1.3%	16.6%
Malo	1.1%	2.6%	0.7%	4.4%
Pésimo	0.2%	1.3%	0.9%	2.4%
No Contesto	6.1%	5.5%	1.3%	12.9%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de la señalética para llegar al destino

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	7.7%	9.6%	1.5%	18.8%
Bueno	19.0%	21.7%	3.7%	44.4%
Regular	7.2%	8.1%	2.4%	17.7%
Malo	2.2%	2.6%	0.7%	5.5%
Pésimo	0.2%	0.9%	0.9%	2.0%
No Contesto	4.8%	4.6%	2.2%	11.6%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de la señalética en el destino

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	7.4%	9.8%	2.2%	19.5%
Bueno	17.9%	21.7%	3.1%	42.7%
Regular	7.7%	7.2%	2.2%	17.1%
Malo	1.5%	2.6%	0.7%	4.8%
Pésimo	0.7%	0.4%	1.1%	2.2%
No Contesto	5.9%	5.7%	2.2%	13.8%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de la disponibilidad de información turística

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	10.3%	15.1%	2.6%	28.0%
Bueno	17.7%	20.1%	3.3%	41.1%
Regular	7.2%	6.6%	1.8%	15.5%
Malo	0.4%	0.9%	0.0%	1.3%
Pésimo	0.2%	0.2%	1.1%	1.5%
No Contesto	5.3%	4.6%	2.6%	12.5%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de la calidad / precio del destino

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	9.2%	12.0%	2.8%	24.1%
Bueno	19.9%	21.4%	4.2%	45.5%
Regular	5.3%	6.3%	0.9%	12.5%
Malo	0.4%	0.2%	0.0%	0.7%
Pésimo	0.2%	0.9%	0.9%	2.0%
No Contesto	6.1%	6.6%	2.6%	15.3%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Evaluación de los estacionamientos

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	7.7%	10.7%	2.0%	20.4%
Bueno	15.3%	15.3%	3.7%	34.4%
Regular	10.1%	10.5%	1.8%	22.3%
Malo	2.6%	2.8%	0.9%	6.3%
Pésimo	1.1%	1.3%	0.7%	3.1%
No Contesto	4.4%	6.8%	2.4%	13.6%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de vendedores

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	8.3%	8.3%	2.4%	19.0%
Bueno	16.6%	16.2%	3.3%	36.1%
Regular	8.1%	10.5%	1.8%	20.4%
Malo	2.4%	4.4%	0.4%	7.2%
Pésimo	0.4%	2.0%	0.7%	3.1%
No Contesto	5.3%	6.1%	2.8%	14.2%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de las artesanías

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	11.4%	13.6%	2.8%	27.8%
Bueno	18.4%	21.7%	3.3%	43.3%
Regular	6.8%	7.0%	2.4%	16.2%
Malo	1.5%	1.1%	0.2%	2.8%
Pésimo	0.4%	0.7%	0.4%	1.5%
No Contesto	2.6%	3.5%	2.2%	8.3%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de la contaminación

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	8.1%	7.9%	3.3%	19.3%
Bueno	10.9%	15.1%	2.6%	28.7%
Regular	11.8%	11.6%	1.3%	24.7%
Malo	2.0%	2.0%	0.2%	4.2%
Pésimo	1.8%	1.8%	0.9%	4.4%
No Contesto	6.6%	9.2%	3.1%	18.8%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de la gastronomía

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	14.9%	16.8%	4.4%	36.1%
Bueno	18.2%	22.1%	3.7%	44.0%
Regular	4.6%	4.8%	0.7%	10.1%
Malo	0.7%	0.2%	0.2%	1.1%
Pésimo	0.2%	0.2%	0.2%	0.7%
No Contesto	2.6%	3.3%	2.2%	8.1%
Total	41.1%	47.5%	11.4%	100.0%

Evaluación de sanitarios

Concepto	Mujer	Hombre	No Contesto	Total
Excelente	4.4%	5.0%	2.6%	12.0%
Bueno	14.4%	16.8%	1.8%	33.0%
Regular	12.5%	11.8%	2.2%	26.5%
Malo	3.9%	5.9%	1.3%	11.2%
Pésimo	2.0%	2.0%	0.9%	4.8%
No Contesto	3.9%	5.9%	2.6%	12.5%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Regresaría al Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	27.6%	34.6%	7.2%	69.4%
Probablemente sí	12.9%	12.3%	2.8%	28.0%
Probablemente no	0.4%	0.2%	0.2%	0.9%
Definitivamente no	0.2%	0.2%	0.2%	0.7%
No Contesto	0.0%	0.2%	0.9%	1.1%
Total	41.1%	47.5%	11.4%	100.0%

Recomendaría el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	30.2%	35.0%	7.9%	73.1%
Probablemente sí	10.5%	10.9%	2.2%	23.6%
Probablemente no	0.4%	1.1%	0.0%	1.5%
Definitivamente no	0.0%	0.2%	0.4%	0.7%
No Contesto	0.0%	0.2%	0.9%	1.1%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Ciudad de Origen				
Concepto	Mujer	Hombre	No Contesto	Total
Monterrey, N.L.	11.4%	9.4%	1.3%	22.1%
Saltillo, Coah.	2.0%	2.6%	0.9%	5.5%
San Luis Potosí, S.L.P.	1.3%	2.6%	1.1%	5.0%
Ciudad de México	1.5%	2.8%	0.4%	4.8%
Texas, E.U.	1.8%	1.5%	0.7%	3.9%
Parras, Coah.	0.7%	1.1%	0.4%	2.2%
Tampico, Tams.	0.9%	0.7%	0.4%	2.0%
Zacatecas, Zac.	0.9%	0.9%	0.2%	2.0%
San Nicolás de los Garza, N.L.	1.1%	0.7%	0.2%	2.0%
Querétaro, Qro.	0.7%	0.7%	0.4%	1.8%
Guadalupe, Zac.	0.7%	1.1%	0.0%	1.8%
Monclova, Coah.	0.7%	0.7%	0.4%	1.8%
Cadereyta, N.L.	0.4%	1.3%	0.0%	1.8%
Apodaca, N.L.	0.4%	1.1%	0.2%	1.8%
Guadalajara, Jal.	0.7%	0.4%	0.0%	1.1%
Reynosa, Tams.	0.7%	0.2%	0.0%	0.9%
Guanajuato, Gto.	0.4%	0.4%	0.0%	0.9%
Laredo, Tams.	0.0%	0.9%	0.0%	0.9%
Matehuala, S.L.P.	0.7%	0.2%	0.0%	0.9%
Puebla, Pue.	0.4%	0.4%	0.0%	0.9%
Rioverde, S.L.P.	0.4%	0.4%	0.0%	0.9%
Matamoros, Tams.	0.4%	0.2%	0.0%	0.7%
Colima, Col.	0.2%	0.4%	0.0%	0.7%
Durango, Dgo.	0.2%	0.2%	0.2%	0.7%
Culiacán, Sin.	0.7%	0.0%	0.0%	0.7%
Mexicali, B.C.	0.0%	0.2%	0.4%	0.7%
Aguascalientes, Ags.	0.2%	0.4%	0.0%	0.7%
Moctezuma, S.L.P.	0.0%	0.2%	0.2%	0.4%
Torreón, Coah.	0.0%	0.4%	0.0%	0.4%
Morelia, Mich.	0.2%	0.2%	0.0%	0.4%
Hermosillo, Son.	0.2%	0.2%	0.0%	0.4%

Ciudad de Origen				
Concepto	Mujer	Hombre	No Contesto	Total
Pachuca, Hgo.	0.4%	0.0%	0.0%	0.4%
Venado, S.L.P.	0.0%	0.4%	0.0%	0.4%
Mérida, Yuc.	0.4%	0.0%	0.0%	0.4%
Ciudad Victoria, Tams.	0.2%	0.2%	0.0%	0.4%
Ciudad Valles, S.L.P.	0.0%	0.4%	0.0%	0.4%
Galeana, N.L.	0.2%	0.2%	0.0%	0.4%
Irapuato, Gto.	0.0%	0.4%	0.0%	0.4%
Tantoyuca, Ver.	0.2%	0.2%	0.0%	0.4%
Allende, Coah.	0.0%	0.4%	0.0%	0.4%
Chihuahua, Chih.	0.2%	0.2%	0.0%	0.4%
Wisconsin, E.U.	0.0%	0.2%	0.0%	0.2%
El Naranjo, S.L.P.	0.0%	0.0%	0.2%	0.2%
Benito Juárez, CDMX	0.2%	0.0%	0.0%	0.2%
León, Gto.	0.2%	0.0%	0.0%	0.2%
Cancún, Q. Roo	0.0%	0.2%	0.0%	0.2%
Dr. Arroyo, N.L.	0.0%	0.2%	0.0%	0.2%
Celaya, Gto.	0.2%	0.0%	0.0%	0.2%
Santa María del Río, S.L.P.	0.2%	0.0%	0.0%	0.2%
Villa Hidalgo, S.L.P.	0.0%	0.2%	0.0%	0.2%
Villa de Arriaga, S.L.P.	0.0%	0.2%	0.0%	0.2%
Oakville, Can.	0.0%	0.2%	0.0%	0.2%
Xilitla, S.L.P.	0.0%	0.2%	0.0%	0.2%
Ciudad del Maíz, S.L.P.	0.2%	0.0%	0.0%	0.2%
Madrid, Esp.	0.0%	0.2%	0.0%	0.2%
Charcas	0.2%	0.0%	0.0%	0.2%
San Juan de los Lagos, Jal.	0.0%	0.2%	0.0%	0.2%
Guadalupe, N.L.	0.2%	0.0%	0.0%	0.2%
Estado de México	0.0%	0.0%	0.2%	0.2%
Tepic, Nay.	0.0%	0.2%	0.0%	0.2%
Cuernavaca, Mor.	0.0%	0.2%	0.0%	0.2%
Álvaro Obregón, CDMX	0.2%	0.0%	0.0%	0.2%

Ciudad de Origen				
Concepto	Mujer	Hombre	No Contesto	Total
Tuxpan, Ver.	0.2%	0.0%	0.0%	0.2%
San Pedro Garza García, N.L.	0.2%	0.0%	0.0%	0.2%
Ciudad Fernández, S.L.P.	0.2%	0.0%	0.0%	0.2%
Valle Hermoso, Tams.	0.2%	0.0%	0.0%	0.2%
Xalapa, Ver.	0.2%	0.0%	0.0%	0.2%
Pueblo Viejo, Ver.	0.2%	0.0%	0.0%	0.2%
Miami, Fl. E.U.	0.0%	0.2%	0.0%	0.2%
Gustavo A. Madero, CDMX	0.2%	0.0%	0.0%	0.2%
Soledad de Graciano Sánchez, S.L.P.	0.2%	0.0%	0.0%	0.2%
Zapopan, Jal.	0.0%	0.0%	0.2%	0.2%
San Cristóbal de las Casas, Chis.	0.0%	0.2%	0.0%	0.2%
Lagos de Moreno, Jal.	0.2%	0.0%	0.0%	0.2%
Nueva Rosita, San Juan de Sabinas, Coah.	0.0%	0.2%	0.0%	0.2%
Santiago, San Pedro, Coah.	0.0%	0.2%	0.0%	0.2%
Salamanca, Gto.	0.0%	0.2%	0.0%	0.2%
Orizaba, Ver.	0.0%	0.2%	0.0%	0.2%
Oaxaca, Oax.	0.0%	0.2%	0.0%	0.2%
Cuatro Ciénegas, Coah.	0.2%	0.0%	0.0%	0.2%
Ciudad Mante, Tams.	0.2%	0.0%	0.0%	0.2%
Illinois, Chic. E.U.	0.2%	0.0%	0.0%	0.2%
Ecatepec, Edo. Méx.	0.2%	0.0%	0.0%	0.2%
Gómez Palacio, Dgo.	0.0%	0.2%	0.0%	0.2%
Toluca, Edo. Méx.	0.0%	0.2%	0.0%	0.2%
París, Francia	0.0%	0.2%	0.0%	0.2%
Veracruz, Ver.	0.0%	0.2%	0.0%	0.2%
Jerez, Zac.	0.0%	0.2%	0.0%	0.2%
Huasteca	0.2%	0.0%	0.0%	0.2%
Los Mochis, Sin.	0.0%	0.2%	0.0%	0.2%
No Contesto	4.8%	6.8%	3.1%	14.7%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Estado de Origen del Entrevistado				
Concepto	Mujer	Hombre	No Contesto	Total
Nuevo León	13.6%	14.0%	1.5%	29.1%
Coahuila	3.5%	4.8%	1.8%	10.1%
San Luis Potosí	3.1%	3.5%	0.9%	7.4%
Tamaulipas	3.3%	2.0%	0.4%	5.7%
Estados Unidos	2.0%	1.8%	0.9%	4.6%
Zacatecas	0.9%	1.5%	0.0%	2.4%
Ciudad de México	0.7%	1.1%	0.4%	2.2%
Querétaro	0.7%	0.7%	0.7%	2.0%
Estado de México	0.7%	1.1%	0.0%	1.8%
Veracruz	0.9%	0.9%	0.0%	1.8%
Guanajuato	0.7%	0.9%	0.0%	1.5%
Jalisco	0.7%	0.9%	0.0%	1.5%
Sinaloa	0.9%	0.2%	0.0%	1.1%
Durango	0.2%	0.4%	0.2%	0.9%
Chihuahua	0.2%	0.4%	0.0%	0.7%
Puebla	0.2%	0.4%	0.0%	0.7%
Sonora	0.4%	0.2%	0.0%	0.7%
Yucatán	0.4%	0.2%	0.0%	0.7%
Baja California	0.0%	0.0%	0.4%	0.4%
Hidalgo	0.4%	0.0%	0.0%	0.4%
Aguascalientes	0.2%	0.0%	0.0%	0.2%
Colima	0.0%	0.2%	0.0%	0.2%
Chiapas	0.0%	0.2%	0.0%	0.2%
Michoacán	0.0%	0.2%	0.0%	0.2%
Morelos	0.0%	0.2%	0.0%	0.2%
Nayarit	0.0%	0.2%	0.0%	0.2%
Canadá	0.0%	0.2%	0.0%	0.2%
España	0.0%	0.2%	0.0%	0.2%
Colombia	0.0%	0.2%	0.0%	0.2%
Francia	0.0%	0.2%	0.0%	0.2%
No contesto	7.7%	10.5%	4.2%	22.3%
Total	41.1%	47.5%	11.4%	100.0%

Resumen Resultados

Edad Promedio de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
De 18 a 24 años	10.5%	5.9%	1.1%	17.5%
De 25 a 31 años	9.0%	11.6%	1.8%	22.3%
De 32 a 38 años	6.3%	9.8%	2.0%	18.2%
De 39 a 45 años	3.1%	4.8%	0.7%	8.5%
De 46 a 51 años	5.9%	4.8%	2.0%	12.7%
De 52 a 59 años	3.5%	5.9%	0.7%	10.1%
Más de 60 años	0.7%	2.6%	0.2%	3.5%
No Contesto	2.2%	2.0%	3.1%	7.2%
Total	41.1%	47.5%	11.4%	100.0%

Ocupación de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
Labores del Hogar	7.0%	13.3%	1.3%	21.7%
Retirado / Jubilado	9.6%	2.4%	0.7%	12.7%
Empleado Privado	3.9%	7.0%	1.5%	12.5%
Empleado de Gobierno	6.6%	4.4%	0.7%	11.6%
Estudiante	4.4%	5.3%	1.8%	11.4%
Empresario	1.8%	4.6%	0.7%	7.0%
Comerciante	1.8%	3.5%	0.4%	5.7%
Un oficio (plomero, carpintero, etc.)	0.9%	2.6%	0.2%	3.7%
Desempleado	2.0%	0.2%	0.2%	2.4%
Por cuenta propia	0.2%	0.7%	0.0%	0.9%
Otro	0.4%	0.9%	0.0%	1.3%
No Contesto	2.6%	2.6%	3.9%	9.2%
Total	41.1%	47.5%	11.4%	100.0%



Perfil del Visitante

Región Altiplano

Semana Santa 2018

Resumen por Segmento de Población

Resumen Resultados

Lugar de Encuesta

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Guadalcázar	1.8%	7.2%	1.8%	0.2%	10.9%
Villa de la Paz	4.8%	5.0%	0.2%	0.9%	10.9%
Venado	5.9%	4.2%	0.2%	0.7%	10.9%
Charcas	7.2%	3.3%	0.0%	0.4%	10.9%
Matehuala	12.0%	16.6%	0.7%	3.5%	32.8%
Real de Catorce	8.1%	13.1%	0.7%	1.5%	23.4%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Frecuencia con que visita el Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Primera vez	15.5%	17.1%	0.9%	2.6%	36.1%
Una vez al año	8.8%	12.7%	0.7%	2.0%	24.1%
Dos veces al año	5.7%	8.1%	0.9%	1.5%	16.2%
Tres o más veces al año	9.6%	11.4%	1.1%	1.1%	23.2%
No contesto	0.2%	0.2%	0.0%	0.0%	0.4%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Noches que permanecerá en la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Ninguna	3.9%	3.7%	0.7%	0.0%	8.3%
Una noche	4.2%	9.8%	0.7%	0.9%	15.5%
Dos noches	10.3%	14.4%	0.2%	1.5%	26.5%
Tres noches	6.8%	7.4%	0.2%	0.9%	15.3%
Cuatro noches	3.1%	2.6%	0.4%	0.9%	7.0%
Cinco noches	3.1%	2.6%	0.2%	0.0%	5.9%
Seis noches	0.2%	0.7%	0.2%	0.0%	1.1%
Siete noches	0.4%	1.8%	0.2%	0.2%	2.6%
Ocho noches	0.0%	0.4%	0.0%	0.0%	0.4%
Diez noches	0.2%	0.2%	0.0%	0.2%	0.7%
Once noches	0.2%	0.9%	0.2%	0.2%	1.5%
No contesto	7.4%	4.8%	0.4%	2.4%	15.1%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Resumen Resultados

Lugar donde se esta hospedando

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Hotel	19.3%	30.6%	1.5%	5.7%	57.1%
Familia / Amigos	15.1%	14.9%	1.1%	1.5%	32.6%
Acampará	2.0%	1.1%	0.4%	0.0%	3.5%
No contesto	3.5%	2.8%	0.4%	0.0%	6.8%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Nombre Hotel donde Hospeda

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Hotel Nueva Paz, Villa de la Paz	1.5%	3.7%	0.2%	0.4%	5.9%
Hotel Casa Real, Matehuala	1.5%	3.5%	0.0%	0.4%	5.5%
Hotel Posada Real, Matehuala	2.0%	2.6%	0.2%	0.7%	5.5%
Las Palmas Midway Inn, Matehuala	1.8%	1.5%	0.0%	1.1%	4.4%
Hotel El Real, Catorce	1.8%	2.2%	0.0%	0.2%	4.2%
Posada el Minero, Catorce	1.3%	2.6%	0.2%	0.0%	4.2%
Hotel Casino del Valle, Matehuala	1.8%	2.0%	0.0%	0.0%	3.7%
Hotel Amor y Paz, Catorce	1.8%	1.5%	0.2%	0.0%	3.5%
Mesón del Refugio, Catorce	0.2%	2.4%	0.2%	0.2%	3.1%
Hotel El Rincón del Pintor, Catorce	0.7%	1.1%	0.0%	0.7%	2.4%
Hotel María Bonita, Matehuala	0.4%	1.1%	0.0%	0.2%	1.8%
Hotel La Hacienda, Venado	0.9%	0.9%	0.0%	0.0%	1.8%
Hotel Del Parque, Matehuala	0.7%	0.4%	0.0%	0.4%	1.5%
Hotel María Esther, Matehuala	0.0%	1.1%	0.0%	0.0%	1.1%
Hotel Mesón de la Abundancia, Catorce	0.0%	0.7%	0.0%	0.2%	0.9%
Hotel Gran Río, Venado	0.4%	0.2%	0.0%	0.2%	0.9%
Hotel Minería, Charcas	0.2%	0.4%	0.0%	0.0%	0.7%
Hotel Mina Real, Catorce	0.0%	0.4%	0.0%	0.0%	0.4%
Refugio Romano Eco Hotel, Catorce	0.4%	0.0%	0.0%	0.0%	0.4%
Hotel El Malacate, Charcas	0.0%	0.4%	0.0%	0.0%	0.4%
Hotel Quinta Puesta del Sol, Catorce	0.0%	0.2%	0.0%	0.2%	0.4%
Hotel Casa Blanca, Matehuala	0.0%	0.4%	0.0%	0.0%	0.4%
Hotel Rosas, Charcas	0.4%	0.0%	0.0%	0.0%	0.4%
Hotel Ruinas del Real, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel Punta del Cielo, Catorce	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 La Carreta, Matehuala	0.2%	0.0%	0.0%	0.0%	0.2%
Hotel Real de Álamos, Catorce	0.2%	0.0%	0.0%	0.0%	0.2%
Hotel Tony John, Charcas	0.2%	0.0%	0.0%	0.0%	0.2%
Hotel Real de Alcázar, Guadalcázar	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel Monterrey, Matehuala	0.2%	0.0%	0.0%	0.0%	0.2%
Hotel La Purísima, Venado	0.2%	0.0%	0.0%	0.0%	0.2%
Suite Corona	0.2%	0.0%	0.0%	0.0%	0.2%
Hospedaje Alex, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%
San Pancho	0.0%	0.0%	0.0%	0.2%	0.2%
No contesto	20.8%	19.0%	2.2%	2.0%	44.0%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Perfil del Visitante Semana Santa 2018 – Altiplano Potosino

Resumen Resultados

Forma de Viaje

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Solo	4.8%	6.8%	0.9%	1.8%	14.2%
Pareja	14.2%	11.4%	0.9%	2.6%	29.1%
Familia	14.0%	26.7%	1.3%	2.6%	44.6%
Amistades	5.5%	3.3%	0.2%	0.2%	9.2%
Agrupación	0.0%	0.7%	0.2%	0.0%	0.9%
No contesto	1.3%	0.7%	0.0%	0.0%	2.0%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Número de Acompañantes

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Uno	13.6%	10.9%	0.7%	2.6%	27.8%
Dos	1.8%	1.1%	0.0%	0.0%	2.8%
Tres	2.4%	6.6%	0.2%	0.0%	9.2%
Cuatro	4.6%	7.9%	0.7%	0.9%	14.0%
Cinco	2.6%	3.7%	0.4%	0.0%	6.8%
Seis	0.9%	2.2%	0.4%	0.2%	3.7%
Siete	1.3%	0.7%	0.0%	0.0%	2.0%
Ocho	0.0%	2.0%	0.0%	0.2%	2.2%
Nueve	0.2%	0.2%	0.0%	0.0%	0.4%
Diez	0.4%	0.4%	0.0%	0.0%	0.9%
Once	0.7%	0.2%	0.0%	0.0%	0.9%
Doce	0.0%	0.2%	0.0%	0.0%	0.2%
Treinta	0.2%	0.0%	0.0%	0.0%	0.2%
Cincuenta	0.0%	0.2%	0.0%	0.0%	0.2%
No contesto	11.2%	13.1%	1.1%	3.3%	28.7%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Medio de Transporte Utilizado

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Automóvil	24.5%	37.2%	2.6%	6.3%	70.7%
Autobús de línea	10.5%	6.8%	0.4%	0.7%	18.4%
Autobús rentado	2.4%	1.5%	0.0%	0.2%	4.2%
Avión	1.1%	0.4%	0.0%	0.0%	1.5%
No contestó	1.3%	3.5%	0.4%	0.0%	5.3%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Resumen Resultados

Gasto Promedio en Hospedaje

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
300 a 400 pesos	6.6%	7.2%	0.4%	0.7%	14.9%
401 a 550 pesos	3.3%	3.9%	0.0%	0.2%	7.4%
551 a 700 pesos	2.8%	2.8%	0.2%	0.9%	6.8%
701 a 850 pesos	1.3%	2.8%	0.4%	0.4%	5.0%
851 a 999 pesos	4.6%	6.1%	0.2%	0.7%	11.6%
Más de 1,000 pesos	4.2%	8.5%	0.0%	2.6%	15.3%
No contesto	17.1%	17.9%	2.2%	1.8%	38.9%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Gasto Promedio en Compras

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 100 a 200 pesos	6.8%	9.2%	0.7%	1.1%	17.7%
De 201 a 250 pesos	4.4%	4.8%	0.4%	0.2%	9.8%
De 251 a 300 pesos	3.9%	3.7%	0.4%	0.7%	8.8%
De 301 a 400 pesos	2.6%	3.9%	0.4%	0.4%	7.4%
De 401 a 500 pesos	2.6%	2.4%	0.0%	0.4%	5.5%
Más de 500 pesos	6.8%	7.2%	0.0%	1.1%	15.1%
No contesto	12.7%	18.2%	1.5%	3.3%	35.7%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 100 a 200 pesos	8.1%	14.0%	2.0%	3.1%	27.1%
De 201 a 250 pesos	6.1%	6.8%	0.2%	0.0%	13.1%
De 251 a 300 pesos	4.6%	5.0%	0.2%	0.0%	9.8%
De 301 a 400 pesos	2.8%	3.9%	0.2%	0.4%	7.4%
De 401 a 500 pesos	2.4%	2.4%	0.0%	0.9%	5.7%
Más de 500 pesos	5.0%	6.8%	0.4%	0.2%	12.5%
No contesto	10.7%	10.5%	0.4%	2.6%	24.3%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Gasto Promedio en Souvenirs

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 100 a 200 pesos	7.2%	8.1%	0.7%	1.1%	17.1%
De 201 a 250 pesos	4.4%	4.4%	0.2%	0.4%	9.4%
De 251 a 300 pesos	2.0%	3.3%	0.0%	0.2%	5.5%
De 301 a 400 pesos	2.2%	1.3%	0.0%	0.4%	3.9%
De 401 a 500 pesos	0.7%	1.5%	0.2%	0.0%	2.4%
Más de 500 pesos	2.6%	4.2%	0.0%	0.2%	7.0%
No contesto	20.8%	26.7%	2.4%	4.8%	54.7%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Gasto Promedio en Transportación Local

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 100 a 200 pesos	5.5%	5.0%	0.0%	0.2%	10.7%
De 201 a 250 pesos	3.1%	1.3%	0.0%	0.0%	4.4%
De 251 a 300 pesos	1.1%	0.7%	0.0%	0.2%	2.0%
De 301 a 400 pesos	0.7%	0.9%	0.0%	0.2%	1.8%
De 401 a 500 pesos	0.9%	0.9%	0.2%	0.0%	2.0%
Más de 500 pesos	2.0%	0.7%	0.2%	0.2%	3.1%
No contesto	26.7%	40.0%	3.1%	6.3%	76.1%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Gasto Promedio en Gasolina

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
De 100 a 200 pesos	4.2%	6.8%	0.9%	0.4%	12.3%
De 201 a 250 pesos	3.3%	2.2%	0.0%	0.2%	5.7%
De 251 a 300 pesos	1.8%	2.2%	0.7%	0.0%	4.6%
De 301 a 400 pesos	1.1%	2.8%	0.0%	0.2%	4.2%
De 401 a 500 pesos	1.8%	1.8%	0.0%	0.2%	3.7%
Más de 500 pesos	8.8%	8.1%	0.2%	0.9%	17.9%
No contesto	19.0%	25.6%	1.8%	5.3%	51.6%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Resumen Resultados

Razón Principal de Viaje a la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Visita a familiares	5.2%	5.5%	0.4%	0.7%	11.7%
Descanso / Vacaciones	2.8%	5.4%	0.2%	0.7%	9.2%
Religioso	1.8%	3.6%	0.1%	0.5%	6.1%
Cultural	2.2%	2.8%	0.1%	0.5%	5.5%
Turismo de Aventura	2.8%	2.1%	0.0%	0.4%	5.3%
Negocios	1.0%	1.4%	0.1%	0.1%	2.7%
Deportivo	1.1%	0.8%	0.0%	0.1%	2.0%
Compra de artesanías	0.9%	0.1%	0.0%	0.0%	1.0%
Ecoturismo	0.7%	0.0%	0.1%	0.1%	0.9%
Gastronómico	0.3%	0.0%	0.0%	0.0%	0.3%
Salud	0.1%	0.0%	0.0%	0.1%	0.1%
Otro	0.1%	0.3%	0.1%	0.1%	0.6%
No Contestó	21.0%	27.4%	2.3%	3.8%	54.6%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Resumen Resultados

Con que sitios compararía la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Ninguno	4.8%	4.2%	0.2%	0.8%	10.0%
Zacatecas, Zac.	2.3%	3.4%	0.2%	0.3%	6.2%
Guanajuato, Gto.	0.9%	2.0%	0.2%	0.2%	3.3%
Querétaro, Qro.	0.5%	1.1%	0.0%	0.0%	1.6%
Chihuahua, Chih.	0.0%	0.5%	0.0%	0.1%	0.7%
Tlaxcala, Tlax.	0.2%	0.3%	0.0%	0.0%	0.5%
Nuevo León	0.3%	0.1%	0.1%	0.0%	0.5%
Real de Catorce, S.L.P.	0.2%	0.1%	0.0%	0.0%	0.3%
Venado, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Ciudad de México	0.1%	0.1%	0.0%	0.0%	0.2%
Rioverde, S.L.P.	0.0%	0.1%	0.0%	0.1%	0.2%
Santa María del Río, S.L.P.	0.1%	0.1%	0.0%	0.0%	0.2%
Mineral de Pozos, Gto.	0.0%	0.2%	0.0%	0.0%	0.2%
San Luis Potosí, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Xilitla, S.L.P.	0.1%	0.0%	0.0%	0.0%	0.1%
Talpa de Allende, Jal.	0.0%	0.0%	0.1%	0.0%	0.1%
Agualeguas, N.L.	0.0%	0.1%	0.0%	0.0%	0.1%
Holanda	0.0%	0.0%	0.1%	0.0%	0.1%
Alaquines, S.L.P.	0.0%	0.0%	0.0%	0.1%	0.1%
Tamaulipas	0.1%	0.0%	0.0%	0.0%	0.1%
Huasteca	0.1%	0.0%	0.0%	0.0%	0.1%
No Contesto	29.5%	37.1%	2.5%	5.6%	74.7%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Razones de Comparación con la Región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Concepto	0.9%	0.8%	0.2%	0.1%	2.0%
Total	0.3%	1.2%	0.1%	0.1%	1.8%
Arquitectura Colonial	1.2%	0.3%	0.0%	0.2%	1.8%
Hospitalidad de la gente	0.9%	0.5%	0.1%	0.0%	1.5%
Bellezas Naturales	0.2%	0.8%	0.2%	0.3%	1.5%
Clima	0.3%	0.9%	0.0%	0.0%	1.2%
Historia	0.8%	0.2%	0.0%	0.0%	1.0%
Lugares Turísticos	0.3%	0.3%	0.1%	0.0%	0.8%
Ambiente	0.1%	0.4%	0.0%	0.0%	0.5%
Iglesias	0.3%	0.1%	0.0%	0.1%	0.5%
Ambiente	0.5%	0.0%	0.0%	0.0%	0.5%
Religión y cultura	0.1%	0.3%	0.0%	0.0%	0.4%
Flora y Fauna	0.1%	0.2%	0.0%	0.0%	0.3%
Actividades Culturales	0.3%	0.0%	0.0%	0.0%	0.3%
Gastronomía	0.2%	0.1%	0.0%	0.0%	0.3%
Economía	0.2%	0.1%	0.0%	0.0%	0.3%
Tamaño de Territorio	0.1%	0.0%	0.0%	0.1%	0.2%
#¡REF!	32.8%	43.1%	2.7%	6.2%	84.9%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Resumen Resultados

Medio por el que se enteró o conoce región

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Familiares o amigos	9.5%	12.4%	1.1%	1.6%	24.6%
Internet	4.6%	5.1%	0.1%	0.9%	10.7%
Redes Sociales	2.3%	2.4%	0.1%	0.2%	5.0%
Folletos	2.3%	1.8%	0.1%	0.5%	4.7%
Agencia de Viajes	1.2%	1.6%	0.0%	0.4%	3.3%
Televisión	1.4%	1.6%	0.0%	0.1%	3.2%
Revista	0.8%	0.4%	0.0%	0.0%	1.2%
Radio	0.4%	0.3%	0.1%	0.1%	1.0%
Periódico	0.2%	0.1%	0.0%	0.0%	0.3%
Otro	0.2%	2.1%	0.2%	0.3%	2.8%
No contesto	16.8%	21.6%	1.8%	3.0%	43.1%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Recordación de Publicidad con Imagen

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Si	25.2%	26.9%	0.9%	3.5%	56.5%
No	12.9%	20.4%	2.2%	3.3%	38.7%
No contesto	1.8%	2.2%	0.4%	0.4%	4.8%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Lugar de Recordación de la Publicidad

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Familiares y amigos	9.4%	9.4%	0.0%	1.1%	19.9%
Internet	7.0%	6.8%	0.2%	0.9%	14.9%
Espectaculares	3.5%	3.1%	0.0%	0.7%	7.2%
Televisión	3.1%	3.9%	0.0%	0.0%	7.0%
Folletos	1.3%	1.5%	0.2%	0.4%	3.5%
Periódico	0.9%	1.8%	0.2%	0.0%	2.8%
Radio	0.4%	1.1%	0.2%	0.2%	2.0%
Revista	0.4%	0.4%	0.0%	0.0%	0.9%
No contesto	13.8%	21.4%	2.6%	3.9%	41.8%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Resumen Resultados

Evaluación de los sitios y atractivos turísticos

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	12.9%	19.3%	1.3%	2.2%	35.7%
Bueno	20.1%	21.2%	1.8%	3.1%	46.2%
Regular	5.0%	5.5%	0.2%	0.4%	11.2%
Malo	1.1%	0.0%	0.0%	0.2%	1.3%
Pésimo	0.2%	0.2%	0.0%	0.0%	0.4%
No Contesto	0.4%	3.3%	0.2%	1.3%	5.3%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de la Calidad de la Infraestructura Turística

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	7.9%	14.0%	0.9%	1.5%	24.3%
Bueno	19.9%	19.5%	1.8%	2.4%	43.5%
Regular	8.5%	9.2%	0.7%	2.0%	20.4%
Malo	1.3%	1.5%	0.0%	0.0%	2.8%
Pésimo	0.7%	0.2%	0.0%	0.0%	0.9%
No Contesto	1.5%	5.0%	0.2%	1.3%	8.1%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de la Imagen del Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	10.5%	16.6%	2.0%	1.8%	30.9%
Bueno	19.7%	20.1%	1.1%	2.4%	43.3%
Regular	7.2%	6.3%	0.2%	1.1%	14.9%
Malo	0.7%	0.4%	0.0%	0.0%	1.1%
Pésimo	0.2%	0.2%	0.0%	0.0%	0.4%
No Contesto	1.5%	5.7%	0.2%	2.0%	9.4%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de la Experiencia de viaje en el destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	12.3%	19.9%	1.1%	2.2%	35.4%
Bueno	19.0%	19.7%	2.2%	3.3%	44.2%
Regular	5.7%	3.3%	0.0%	0.4%	9.4%
Malo	0.7%	0.4%	0.0%	0.0%	1.1%
Pésimo	0.2%	0.0%	0.0%	0.0%	0.2%
No Contesto	2.0%	6.1%	0.2%	1.3%	9.6%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de la hospitalidad de los residentes

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	15.3%	21.7%	1.1%	3.1%	41.1%
Bueno	15.8%	18.2%	2.2%	2.0%	38.1%
Regular	5.7%	3.5%	0.0%	0.4%	9.6%
Malo	0.2%	0.2%	0.0%	0.0%	0.4%
Pésimo	0.4%	0.7%	0.0%	0.0%	1.1%
No Contesto	2.4%	5.3%	0.2%	1.8%	9.6%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de la limpieza en calles y áreas públicas

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	5.9%	9.8%	0.2%	1.5%	17.5%
Bueno	14.7%	18.4%	2.8%	2.0%	37.9%
Regular	12.5%	10.3%	0.2%	1.5%	24.5%
Malo	3.1%	2.6%	0.0%	0.0%	5.7%
Pésimo	2.4%	1.3%	0.0%	0.0%	3.7%
No Contesto	1.3%	7.0%	0.2%	2.2%	10.7%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Resumen Resultados

Evaluación del transporte público local

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	4.2%	6.8%	0.0%	0.9%	11.8%
Bueno	16.2%	13.3%	1.8%	1.8%	33.0%
Regular	9.0%	7.7%	0.2%	0.7%	17.5%
Malo	2.8%	2.4%	0.0%	0.2%	5.5%
Pésimo	0.2%	0.2%	0.0%	0.0%	0.4%
No Contesto	7.4%	19.0%	1.5%	3.7%	31.7%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de la percepción de seguridad

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	7.9%	15.8%	0.9%	2.4%	26.9%
Bueno	16.6%	16.2%	2.2%	1.8%	36.8%
Regular	8.3%	7.0%	0.2%	1.1%	16.6%
Malo	2.8%	1.3%	0.0%	0.2%	4.4%
Pésimo	1.1%	1.1%	0.0%	0.2%	2.4%
No Contesto	3.1%	8.1%	0.2%	1.5%	12.9%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de la señalética para llegar al destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	6.3%	10.7%	0.4%	1.3%	18.8%
Bueno	19.9%	20.1%	2.6%	1.8%	44.4%
Regular	7.7%	7.9%	0.2%	2.0%	17.7%
Malo	2.8%	2.6%	0.0%	0.0%	5.5%
Pésimo	0.7%	1.1%	0.0%	0.2%	2.0%
No Contesto	2.4%	7.0%	0.2%	2.0%	11.6%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de la señalética en el destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	6.6%	11.2%	0.4%	1.3%	19.5%
Bueno	19.5%	18.8%	2.4%	2.0%	42.7%
Regular	8.1%	7.4%	0.2%	1.3%	17.1%
Malo	2.0%	2.4%	0.0%	0.4%	4.8%
Pésimo	0.9%	1.1%	0.0%	0.2%	2.2%
No Contesto	2.8%	8.5%	0.4%	2.0%	13.8%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de la disponibilidad de información turística

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	11.2%	14.2%	0.4%	2.2%	28.0%
Bueno	19.3%	18.2%	2.2%	1.5%	41.1%
Regular	6.1%	7.4%	0.7%	1.3%	15.5%
Malo	0.2%	1.1%	0.0%	0.0%	1.3%
Pésimo	0.9%	0.4%	0.0%	0.2%	1.5%
No Contesto	2.2%	8.1%	0.2%	2.0%	12.5%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de la calidad / precio del destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	10.3%	11.4%	0.9%	1.5%	24.1%
Bueno	18.4%	22.3%	2.2%	2.6%	45.5%
Regular	5.9%	5.7%	0.2%	0.7%	12.5%
Malo	0.4%	0.2%	0.0%	0.0%	0.7%
Pésimo	1.1%	0.9%	0.0%	0.0%	2.0%
No Contesto	3.7%	9.0%	0.2%	2.4%	15.3%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Resumen Resultados

Evaluación de los estacionamientos

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	6.6%	11.6%	0.9%	1.3%	20.4%
Bueno	14.0%	16.8%	1.8%	1.8%	34.4%
Regular	9.8%	10.9%	0.4%	1.1%	22.3%
Malo	2.8%	3.1%	0.0%	0.4%	6.3%
Pésimo	2.0%	1.1%	0.0%	0.0%	3.1%
No Contesto	4.6%	5.9%	0.4%	2.6%	13.6%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de las artesanías

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	11.4%	14.2%	0.4%	1.8%	27.8%
Bueno	18.8%	20.1%	1.5%	2.8%	43.3%
Regular	5.0%	9.0%	1.3%	0.9%	16.2%
Malo	1.1%	1.5%	0.0%	0.2%	2.8%
Pésimo	0.9%	0.7%	0.0%	0.0%	1.5%
No Contesto	2.6%	3.9%	0.2%	1.5%	8.3%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de la gastronomía

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	14.0%	18.2%	1.1%	2.8%	36.1%
Bueno	18.4%	21.0%	1.5%	3.1%	44.0%
Regular	4.2%	5.0%	0.7%	0.2%	10.1%
Malo	0.7%	0.4%	0.0%	0.0%	1.1%
Pésimo	0.2%	0.4%	0.0%	0.0%	0.7%
No Contesto	2.4%	4.4%	0.2%	1.1%	8.1%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de vendedores

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	8.1%	9.8%	0.2%	0.9%	19.0%
Bueno	16.0%	16.2%	2.2%	1.8%	36.1%
Regular	7.4%	10.7%	0.7%	1.5%	20.4%
Malo	3.1%	3.1%	0.2%	0.9%	7.2%
Pésimo	1.5%	1.5%	0.0%	0.0%	3.1%
No Contesto	3.7%	8.1%	0.2%	2.2%	14.2%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de la contaminación

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	7.2%	9.6%	1.3%	1.1%	19.3%
Bueno	12.0%	13.3%	1.3%	2.0%	28.7%
Regular	12.0%	10.7%	0.4%	1.5%	24.7%
Malo	1.5%	2.4%	0.0%	0.2%	4.2%
Pésimo	2.8%	1.5%	0.0%	0.0%	4.4%
No Contesto	4.2%	11.8%	0.4%	2.4%	18.8%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Evaluación de sanitarios

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Excelente	5.3%	5.9%	0.0%	0.9%	12.0%
Bueno	15.3%	14.7%	1.3%	1.8%	33.0%
Regular	10.3%	13.1%	0.9%	2.2%	26.5%
Malo	3.1%	6.8%	0.9%	0.4%	11.2%
Pésimo	2.6%	2.0%	0.2%	0.0%	4.8%
No Contesto	3.3%	7.0%	0.2%	2.0%	12.5%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Resumen Resultados

Regresaría al Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Definitivamente sí	25.2%	36.3%	2.8%	5.0%	69.4%
Probablemente sí	13.6%	12.5%	0.7%	1.3%	28.0%
Probablemente no	0.4%	0.4%	0.0%	0.0%	0.9%
Definitivamente no	0.7%	0.0%	0.0%	0.0%	0.7%
No Contesto	0.0%	0.2%	0.0%	0.9%	1.1%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Recomendaría el Destino

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Definitivamente sí	28.4%	36.5%	3.1%	5.0%	73.1%
Probablemente sí	9.8%	12.0%	0.4%	1.3%	23.6%
Probablemente no	1.3%	0.2%	0.0%	0.0%	1.5%
Definitivamente no	0.2%	0.4%	0.0%	0.0%	0.7%
No Contesto	0.0%	0.2%	0.0%	0.9%	1.1%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Resumen Resultados

Ciudad de Origen					
Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Monterrey, N.L.	10.5%	9.8%	1.1%	0.7%	22.1%
Saltillo, Coah.	2.0%	3.1%	0.0%	0.4%	5.5%
San Luis Potosí, S.L.P.	1.8%	2.4%	0.7%	0.2%	5.0%
Ciudad de México	1.1%	2.6%	0.4%	0.7%	4.8%
Texas, E.U.	1.1%	2.4%	0.0%	0.4%	3.9%
Parras, Coah.	1.3%	0.7%	0.0%	0.2%	2.2%
Tampico, Tams.	1.1%	0.7%	0.0%	0.2%	2.0%
Zacatecas, Zac.	0.7%	0.9%	0.0%	0.4%	2.0%
San Nicolás de los Garza, N.L.	0.9%	0.9%	0.2%	0.0%	2.0%
Querétaro, Qro.	0.9%	0.9%	0.0%	0.0%	1.8%
Guadalupe, Zac.	1.1%	0.7%	0.0%	0.0%	1.8%
Monclova, Coah.	0.9%	0.9%	0.0%	0.0%	1.8%
Cadereyta, N.L.	0.2%	1.5%	0.0%	0.0%	1.8%
Apodaca, N.L.	0.7%	1.1%	0.0%	0.0%	1.8%
Guadalajara, Jal.	0.4%	0.4%	0.0%	0.2%	1.1%
Reynosa, Tams.	0.4%	0.2%	0.0%	0.2%	0.9%
Guajuato, Gto.	0.2%	0.7%	0.0%	0.0%	0.9%
Laredo, Tams.	0.0%	0.9%	0.0%	0.0%	0.9%
Matehuala, S.L.P.	0.4%	0.2%	0.0%	0.2%	0.9%
Puebla, Pue.	0.7%	0.2%	0.0%	0.0%	0.9%
Rioverde, S.L.P.	0.7%	0.2%	0.0%	0.0%	0.9%
Matamoros, Tams.	0.0%	0.2%	0.0%	0.4%	0.7%
Colima, Col.	0.4%	0.2%	0.0%	0.0%	0.7%
Durango, Dgo.	0.0%	0.7%	0.0%	0.0%	0.7%
Cullacán, Sin.	0.4%	0.0%	0.2%	0.0%	0.7%
Mexicali, B.C.	0.4%	0.2%	0.0%	0.0%	0.7%
Agascalientes, Ags.	0.4%	0.0%	0.0%	0.2%	0.7%
Moctezuma, S.L.P.	0.2%	0.2%	0.0%	0.0%	0.4%
Torreón, Coah.	0.2%	0.2%	0.0%	0.0%	0.4%
Morelia, Mich.	0.2%	0.2%	0.0%	0.0%	0.4%
Hermosillo, Son.	0.0%	0.4%	0.0%	0.0%	0.4%
Pachuca, Hgo.	0.4%	0.0%	0.0%	0.0%	0.4%
Venado, S.L.P.	0.0%	0.4%	0.0%	0.0%	0.4%
Mérida, Yuc.	0.4%	0.0%	0.0%	0.0%	0.4%
Ciudad Victoria, Tams.	0.0%	0.4%	0.0%	0.0%	0.4%
Ciudad Valles, S.L.P.	0.2%	0.2%	0.0%	0.0%	0.4%
Galeana, N.L.	0.2%	0.2%	0.0%	0.0%	0.4%
Irapuato, Gto.	0.0%	0.4%	0.0%	0.0%	0.4%
Tantoyuca, Ver.	0.0%	0.4%	0.0%	0.0%	0.4%
Allende, Coah.	0.0%	0.4%	0.0%	0.0%	0.4%
Chihuahua, Chih.	0.2%	0.2%	0.0%	0.0%	0.4%
Wisconsin, E.U.	0.0%	0.2%	0.0%	0.0%	0.2%
El Naranjo, S.L.P.	0.0%	0.0%	0.0%	0.2%	0.2%
Benito Juárez, CDMX	0.0%	0.2%	0.0%	0.0%	0.2%
León, Gto.	0.0%	0.2%	0.0%	0.0%	0.2%
Cancún, Q. Roo	0.0%	0.2%	0.0%	0.0%	0.2%

Ciudad de Origen					
Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Dr. Arroyo, N.L.	0.0%	0.2%	0.0%	0.0%	0.2%
Celaya, Gto.	0.0%	0.2%	0.0%	0.0%	0.2%
Santa María del Río, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Villa Hidalgo, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Villa de Arriaga, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Oakville, Can.	0.0%	0.2%	0.0%	0.0%	0.2%
Xilitla, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Ciudad del Maíz, S.L.P.	0.2%	0.0%	0.0%	0.0%	0.2%
Madrid, Esp.	0.2%	0.0%	0.0%	0.0%	0.2%
Charcas	0.2%	0.0%	0.0%	0.0%	0.2%
San Juan de los Lagos, Jal.	0.0%	0.2%	0.0%	0.0%	0.2%
Guadalupe, N.L.	0.2%	0.0%	0.0%	0.0%	0.2%
Estado de México	0.2%	0.0%	0.0%	0.0%	0.2%
Tepic, Nay.	0.0%	0.2%	0.0%	0.0%	0.2%
Cuernavaca, Mor.	0.0%	0.2%	0.0%	0.0%	0.2%
Álvaro Obregón, CDMX	0.2%	0.0%	0.0%	0.0%	0.2%
Tuxpan, Ver.	0.0%	0.2%	0.0%	0.0%	0.2%
San Pedro Garza García, N.L.	0.0%	0.0%	0.0%	0.2%	0.2%
Ciudad Fernández, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Valle Hermoso, Tams.	0.0%	0.2%	0.0%	0.0%	0.2%
Xalapa, Ver.	0.0%	0.2%	0.0%	0.0%	0.2%
Pueblo Viejo, Ver.	0.2%	0.0%	0.0%	0.0%	0.2%
Miami, Fl. E.U.	0.2%	0.0%	0.0%	0.0%	0.2%
Gustavo A. Madero, CDMX	0.2%	0.0%	0.0%	0.0%	0.2%
Soledad de Graciano Sánchez, S.L.P.	0.0%	0.2%	0.0%	0.0%	0.2%
Zapopan, Jal.	0.0%	0.2%	0.0%	0.0%	0.2%
San Cristóbal de las Casas, Chis.	0.2%	0.0%	0.0%	0.0%	0.2%
Lagos de Moreno, Jal.	0.2%	0.0%	0.0%	0.0%	0.2%
Nueva Rosita, San Juan de Sabinas, Co.	0.0%	0.2%	0.0%	0.0%	0.2%
Santiago, San Pedro, Coah.	0.0%	0.2%	0.0%	0.0%	0.2%
Salamanca, Gto.	0.0%	0.2%	0.0%	0.0%	0.2%
Orizaba, Ver.	0.0%	0.2%	0.0%	0.0%	0.2%
Oaxaca, Oax.	0.2%	0.0%	0.0%	0.0%	0.2%
Cuatro Ciénegas, Coah.	0.2%	0.0%	0.0%	0.0%	0.2%
Ciudad Mante, Tams.	0.2%	0.0%	0.0%	0.0%	0.2%
Illinois, Chic. E.U.	0.0%	0.2%	0.0%	0.0%	0.2%
Ecatepec, Edo. Méx.	0.0%	0.2%	0.0%	0.0%	0.2%
Gómez Palacio, Dgo.	0.0%	0.2%	0.0%	0.0%	0.2%
Toluca, Edo. Méx.	0.2%	0.0%	0.0%	0.0%	0.2%
París, Francia	0.0%	0.0%	0.0%	0.2%	0.2%
Veracruz, Ver.	0.0%	0.2%	0.0%	0.0%	0.2%
Jerez, Zac.	0.0%	0.0%	0.0%	0.2%	0.2%
Huasteca	0.2%	0.0%	0.0%	0.0%	0.2%
Los Mochis, Sin.	0.2%	0.0%	0.0%	0.0%	0.2%
No Contesto	4.8%	7.2%	0.9%	1.8%	14.7%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Resumen Resultados

Estado de Origen del Entrevistado

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Nuevo León	12.3%	14.7%	1.3%	0.9%	29.1%
Coahuila	4.8%	4.8%	0.0%	0.4%	10.1%
San Luis Potosí	3.5%	3.3%	0.2%	0.4%	7.4%
Tamaulipas	2.0%	3.1%	0.0%	0.7%	5.7%
Estados Unidos	1.3%	2.8%	0.0%	0.4%	4.6%
Zacatecas	0.9%	1.3%	0.0%	0.2%	2.4%
Ciudad de México	0.4%	1.3%	0.2%	0.2%	2.2%
Querétaro	0.9%	1.1%	0.0%	0.0%	2.0%
Estado de México	1.1%	0.4%	0.0%	0.2%	1.8%
Veracruz	0.2%	1.5%	0.0%	0.0%	1.8%
Guanajuato	0.0%	1.5%	0.0%	0.0%	1.5%
Jalisco	0.9%	0.7%	0.0%	0.0%	1.5%
Sinaloa	0.9%	0.0%	0.2%	0.0%	1.1%
Durango	0.0%	0.9%	0.0%	0.0%	0.9%
Chihuahua	0.2%	0.4%	0.0%	0.0%	0.7%
Puebla	0.7%	0.0%	0.0%	0.0%	0.7%
Sonora	0.2%	0.4%	0.0%	0.0%	0.7%
Yucatán	0.4%	0.2%	0.0%	0.0%	0.7%
Baja California	0.2%	0.2%	0.0%	0.0%	0.4%
Hidalgo	0.4%	0.0%	0.0%	0.0%	0.4%
Aguascalientes	0.0%	0.0%	0.0%	0.2%	0.2%
Colima	0.2%	0.0%	0.0%	0.0%	0.2%
Chiapas	0.2%	0.0%	0.0%	0.0%	0.2%
Michoacán	0.0%	0.2%	0.0%	0.0%	0.2%
Morelos	0.0%	0.2%	0.0%	0.0%	0.2%
Nayarit	0.0%	0.2%	0.0%	0.0%	0.2%
Canadá	0.0%	0.2%	0.0%	0.0%	0.2%
España	0.2%	0.0%	0.0%	0.0%	0.2%
Colombia	0.0%	0.2%	0.0%	0.0%	0.2%
Francia	0.0%	0.0%	0.0%	0.2%	0.2%
No contesto	7.9%	9.6%	1.5%	3.3%	22.3%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Perfil del Visitante Semana Santa 2018 – Altiplano Potosino

Resumen Resultados

Sexo del entrevistado

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Mujer	19.5%	18.8%	0.7%	2.2%	41.1%
Hombre	17.5%	25.4%	2.6%	2.0%	47.5%
No contesto	2.8%	5.3%	0.2%	3.1%	11.4%
Total	39.8%	49.5%	3.5%	7.2%	100.0%

Ocupación de los Entrevistados

Concepto	Millenials	Familia / Grupo	Adultos Mayores	No Contesto	Total
Labores del Hogar	10.7%	9.8%	0.0%	1.1%	21.7%
Retirado / Jubilado	1.8%	8.3%	2.0%	0.7%	12.7%
Empleado Privado	3.9%	7.2%	0.2%	1.1%	12.5%
Empleado de Gobierno	10.9%	0.4%	0.0%	0.2%	11.6%
Estudiante	3.1%	7.9%	0.2%	0.2%	11.4%
Empresario	1.8%	5.0%	0.2%	0.0%	7.0%
Comerciante	1.8%	3.1%	0.2%	0.7%	5.7%
Un oficio (plomero, carpinte	0.9%	2.8%	0.0%	0.0%	3.7%
Desempleado	0.7%	1.3%	0.0%	0.4%	2.4%
Por cuenta propia	0.7%	0.2%	0.0%	0.0%	0.9%
Otro	0.7%	0.2%	0.4%	0.0%	1.3%
No Contesto	3.1%	3.1%	0.2%	2.8%	9.2%
Total	39.8%	49.5%	3.5%	7.2%	100.0%



Perfil del Visitante

Región Altiplano

Semana Santa 2018

Resumen por Principal Ciudad de Origen

Resumen Resultados

Lugar de Encuesta							
Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Guadalázar	2.8%	0.2%	0.0%	0.4%	6.1%	1.3%	10.9%
Villa de la Paz	2.0%	0.2%	0.0%	0.7%	6.3%	1.8%	10.9%
Venado	4.8%	0.0%	0.2%	0.7%	4.8%	0.4%	10.9%
Charcas	1.1%	0.7%	0.2%	0.9%	6.8%	1.3%	10.9%
Matehuala	4.6%	1.8%	0.7%	3.3%	17.1%	5.5%	32.8%
Real de Catorce	6.8%	2.0%	0.0%	1.8%	8.5%	4.4%	23.4%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%
Frecuencia con que visita el Destino							
Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Primera vez	7.4%	2.0%	0.4%	3.5%	19.0%	3.7%	36.1%
Una vez al año	6.8%	1.1%	0.2%	1.3%	10.1%	4.6%	24.1%
Dos veces al año	3.9%	0.7%	0.2%	1.5%	8.1%	1.8%	16.2%
Tres o más veces al año	3.9%	1.1%	0.2%	1.3%	12.3%	4.4%	23.2%
No contesto	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.4%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%
Noches que permanecerá en la Región							
Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Ninguna	1.5%	0.2%	0.0%	0.9%	4.2%	1.5%	8.3%
Una noche	2.8%	1.8%	0.0%	0.9%	8.3%	1.8%	15.5%
Dos noches	5.5%	0.7%	0.7%	3.1%	14.7%	2.0%	26.5%
Tres noches	4.6%	0.2%	0.2%	2.0%	6.8%	1.5%	15.3%
Cuatro noches	1.8%	0.9%	0.0%	0.4%	3.3%	0.7%	7.0%
Cinco noches	2.2%	0.2%	0.2%	0.2%	2.8%	0.2%	5.9%
Seis noches	0.2%	0.2%	0.0%	0.0%	0.7%	0.0%	1.1%
Siete noches	0.7%	0.0%	0.0%	0.0%	1.3%	0.7%	2.6%
Ocho noches	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Diez noches	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%
Once noches	0.2%	0.2%	0.0%	0.0%	1.1%	0.0%	1.5%
No contesto	2.6%	0.4%	0.0%	0.2%	5.5%	6.3%	15.1%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Resumen Resultados

Lugar donde se esta hospedando

Concepto	Monterrey	CDMX	Guadalajara	Región Bajo	Otras Ciudades	No Contesto	Total
Hotel	11.8%	3.5%	0.4%	4.4%	26.3%	10.7%	57.1%
Familia / Amigos	7.9%	0.9%	0.4%	2.6%	17.5%	3.3%	32.6%
Acampará	0.9%	0.4%	0.0%	0.2%	1.8%	0.2%	3.5%
No contesto	1.5%	0.0%	0.2%	0.4%	4.2%	0.4%	6.8%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Nombre Hotel donde Hospeda

Concepto	Monterrey	CDMX	Guadalajara	Región Bajo	Otras Ciudades	No Contesto	Total
Hotel Nueva Paz, Villa de la Paz	0.7%	0.2%	0.0%	0.4%	3.1%	1.5%	5.9%
Hotel Casa Real, Matehuala	0.7%	0.4%	0.2%	0.2%	3.5%	0.4%	5.5%
Hotel Posada Real, Matehuala	0.4%	0.2%	0.0%	0.9%	0.7%	3.3%	5.5%
Las Palmas Midway Inn, Matehuala	0.4%	0.2%	0.0%	0.4%	2.8%	0.4%	4.4%
Hotel El Real, Catorce	1.8%	0.2%	0.0%	0.0%	1.3%	0.9%	4.2%
Posada el Minero, Catorce	2.0%	0.4%	0.0%	0.2%	0.9%	0.7%	4.2%
Hotel Casino del Valle, Matehuala	0.7%	0.0%	0.0%	0.4%	2.6%	0.0%	3.7%
Hotel Amor y Paz, Catorce	0.7%	0.0%	0.0%	0.0%	0.4%	2.4%	3.5%
Mesón del Refugio, Catorce	1.1%	0.2%	0.0%	0.4%	1.3%	0.0%	3.1%
Hotel El Rincón del Pintor, Catorce	0.2%	0.2%	0.0%	0.2%	1.8%	0.0%	2.4%
Hotel María Bonita, Matehuala	0.4%	0.7%	0.0%	0.0%	0.7%	0.0%	1.8%
Hotel La Hacienda, Venado	1.1%	0.0%	0.0%	0.0%	0.4%	0.2%	1.8%
Hotel Del Parque, Matehuala	0.2%	0.0%	0.4%	0.2%	0.7%	0.0%	1.5%
Hotel María Esther, Matehuala	0.0%	0.0%	0.0%	0.2%	0.7%	0.2%	1.1%
Hotel Mesón de la Abundancia, Catorce	0.2%	0.2%	0.0%	0.0%	0.4%	0.0%	0.9%
Hotel Gran Río, Venado	0.7%	0.0%	0.0%	0.2%	0.0%	0.0%	0.9%
Hotel Minería, Charcas	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%
Hotel Mina Real, Catorce	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Refugio Romano Eco Hotel, Catorce	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.4%
Hotel El Malacate, Charcas	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%
Hotel Quinta Puesta del Sol, Catorce	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Hotel Casa Blanca, Matehuala	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Hotel Rosas, Charcas	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Hotel Ruinas del Real, Catorce	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
Hotel Punta del Cielo, Catorce	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 La Carreta, Matehuala	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel Real de Álamos, Catorce	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Hotel Tony John, Charcas	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel Real de Alcázar, Guadalcázar	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Hotel Monterrey, Matehuala	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Hotel La Purísima, Venado	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Suite Corona	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Hospedaje Alex, Catorce	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%
San Pancho	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
No contesto	10.3%	1.3%	0.4%	3.3%	24.9%	3.7%	44.0%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Resumen Resultados

Forma de Viaje

Concepto	Monterrey	CDMX	Guadalajara	Región Bajo	Otras Ciudades	No Contesto	Total
Solo	1.1%	1.3%	0.4%	1.5%	7.4%	2.4%	14.2%
Pareja	5.0%	1.3%	0.2%	2.4%	14.7%	5.5%	29.1%
Familia	13.3%	1.5%	0.4%	3.3%	21.4%	4.6%	44.6%
Amistades	2.0%	0.7%	0.0%	0.0%	5.5%	1.1%	9.2%
Agrupación	0.0%	0.0%	0.0%	0.2%	0.2%	0.4%	0.9%
No contesto	0.7%	0.0%	0.0%	0.2%	0.4%	0.7%	2.0%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Número de Acompañantes

Concepto	Monterrey	CDMX	Guadalajara	Región Bajo	Otras Ciudades	No Contesto	Total
Uno	5.0%	1.1%	0.2%	2.2%	13.8%	5.5%	27.8%
Dos	0.7%	0.2%	0.0%	0.2%	1.5%	0.2%	2.8%
Tres	2.4%	0.4%	0.2%	0.7%	5.0%	0.4%	9.2%
Cuatro	3.3%	0.2%	0.0%	0.7%	8.1%	1.8%	14.0%
Cinco	2.8%	0.0%	0.0%	0.4%	3.1%	0.4%	6.8%
Seis	1.5%	0.0%	0.0%	0.4%	1.3%	0.4%	3.7%
Siete	0.7%	0.0%	0.0%	0.2%	0.9%	0.2%	2.0%
Ocho	0.9%	0.0%	0.0%	0.2%	0.9%	0.2%	2.2%
Nueve	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.4%
Diez	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	0.9%
Once	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.9%
Doce	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Treinta	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Cincuenta	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%
No contesto	4.8%	2.8%	0.4%	2.4%	13.1%	5.0%	28.7%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Medio de Transporte Utilizado

Concepto	Monterrey	CDMX	Guadalajara	Región Bajo	Otras Ciudades	No Contesto	Total
Automóvil	16.6%	3.1%	1.1%	5.7%	35.4%	8.8%	70.7%
Autobús de línea	4.6%	1.3%	0.0%	1.3%	9.2%	2.0%	18.4%
Autobús rentado	0.7%	0.2%	0.0%	0.4%	2.2%	0.7%	4.2%
Avión	0.2%	0.0%	0.0%	0.0%	1.1%	0.2%	1.5%
No contestó	0.0%	0.2%	0.0%	0.2%	1.8%	3.1%	5.3%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Resumen Resultados

Gasto Promedio en Hospedaje

Concepto	Monterrey	CDMX	Guadalajara	Región Bajo	Otras Ciudades	No Contesto	Total
300 a 400 pesos	5.5%	0.7%	0.0%	0.9%	5.7%	2.2%	14.9%
401 a 550 pesos	1.3%	0.7%	0.0%	0.9%	3.5%	1.1%	7.4%
551 a 700 pesos	0.9%	0.4%	0.0%	1.1%	3.3%	1.1%	6.8%
701 a 850 pesos	0.9%	0.2%	0.2%	0.2%	3.1%	0.4%	5.0%
851 a 999 pesos	2.2%	0.4%	0.0%	0.9%	6.1%	2.0%	11.6%
Más de 1,000 pesos	3.1%	1.3%	0.4%	0.9%	7.2%	2.4%	15.3%
No contesto	8.3%	1.1%	0.4%	2.8%	20.8%	5.5%	38.9%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Gasto Promedio en Souvenirs

Concepto	Monterrey	CDMX	Guadalajara	Región Bajo	Otras Ciudades	No Contesto	Total
De 100 a 200 pesos	5.5%	0.2%	0.2%	2.0%	7.0%	2.2%	17.1%
De 201 a 250 pesos	1.8%	0.7%	0.2%	0.4%	5.3%	1.1%	9.4%
De 251 a 300 pesos	1.3%	0.7%	0.0%	0.9%	2.6%	0.0%	5.5%
De 301 a 400 pesos	0.9%	0.0%	0.0%	0.7%	1.5%	0.9%	3.9%
De 401 a 500 pesos	0.4%	0.0%	0.0%	0.2%	1.5%	0.2%	2.4%
Más de 500 pesos	1.1%	0.2%	0.0%	0.4%	3.7%	1.5%	7.0%
No contesto	11.2%	3.1%	0.7%	3.1%	28.0%	8.8%	54.7%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Gasto Promedio en Compras

Concepto	Monterrey	CDMX	Guadalajara	Región Bajo	Otras Ciudades	No Contesto	Total
De 100 a 200 pesos	5.0%	0.2%	0.0%	1.3%	8.1%	3.1%	17.7%
De 201 a 250 pesos	2.6%	0.2%	0.0%	0.7%	5.3%	1.1%	9.8%
De 251 a 300 pesos	2.4%	0.7%	0.0%	1.1%	3.5%	1.1%	8.8%
De 301 a 400 pesos	1.5%	0.7%	0.2%	1.1%	2.8%	1.1%	7.4%
De 401 a 500 pesos	2.0%	0.0%	0.0%	0.2%	3.1%	0.2%	5.5%
Más de 500 pesos	2.6%	1.1%	0.0%	1.8%	7.2%	2.4%	15.1%
No contesto	5.9%	2.0%	0.9%	1.5%	19.7%	5.7%	35.7%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Gasto Promedio en Transportación Local

Concepto	Monterrey	CDMX	Guadalajara	Región Bajo	Otras Ciudades	No Contesto	Total
De 100 a 200 pesos	2.0%	0.2%	0.0%	0.9%	6.3%	1.3%	10.7%
De 201 a 250 pesos	0.9%	0.2%	0.0%	0.2%	2.8%	0.2%	4.4%
De 251 a 300 pesos	0.4%	0.4%	0.0%	0.2%	0.7%	0.2%	2.0%
De 301 a 400 pesos	0.0%	0.0%	0.0%	0.2%	1.5%	0.0%	1.8%
De 401 a 500 pesos	1.1%	0.0%	0.0%	0.2%	0.4%	0.2%	2.0%
Más de 500 pesos	0.9%	0.0%	0.0%	0.2%	1.3%	0.7%	3.1%
No contesto	16.8%	3.9%	1.1%	5.7%	36.5%	12.0%	76.1%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Gasto Promedio en Alimentos y Bebidas

Concepto	Monterrey	CDMX	Guadalajara	Región Bajo	Otras Ciudades	No Contesto	Total
De 100 a 200 pesos	4.8%	1.3%	0.4%	1.8%	14.2%	4.6%	27.1%
De 201 a 250 pesos	2.8%	0.2%	0.0%	1.8%	5.9%	2.4%	13.1%
De 251 a 300 pesos	3.9%	0.2%	0.0%	0.4%	3.9%	1.3%	9.8%
De 301 a 400 pesos	1.5%	0.7%	0.0%	0.7%	3.7%	0.9%	7.4%
De 401 a 500 pesos	1.3%	0.2%	0.2%	0.7%	2.6%	0.7%	5.7%
Más de 500 pesos	3.7%	0.7%	0.0%	1.1%	5.5%	1.5%	12.5%
No contesto	3.9%	1.5%	0.4%	1.3%	13.8%	3.3%	24.3%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Gasto Promedio en Gasolina

Concepto	Monterrey	CDMX	Guadalajara	Región Bajo	Otras Ciudades	No Contesto	Total
De 100 a 200 pesos	3.1%	0.4%	0.0%	1.5%	5.9%	1.3%	12.3%
De 201 a 250 pesos	0.7%	0.0%	0.0%	0.7%	3.5%	0.9%	5.7%
De 251 a 300 pesos	1.1%	0.2%	0.0%	0.2%	2.8%	0.2%	4.6%
De 301 a 400 pesos	0.7%	0.0%	0.2%	0.7%	2.2%	0.4%	4.2%
De 401 a 500 pesos	1.3%	0.0%	0.0%	0.2%	1.8%	0.4%	3.7%
Más de 500 pesos	4.6%	0.9%	0.0%	2.0%	7.0%	3.5%	17.9%
No contesto	10.7%	3.3%	0.9%	2.4%	26.5%	7.9%	51.6%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Resumen Resultados

Razón Principal de Viaje a la Región

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contestó	Total
Visita a familiares	3.1%	0.3%	0.1%	0.8%	5.7%	1.8%	11.7%
Descanso / Vacaciones	2.0%	0.4%	0.1%	0.7%	4.8%	1.2%	9.2%
Religioso	1.5%	0.2%	0.0%	0.4%	2.8%	1.2%	6.1%
Cultural	0.7%	0.4%	0.1%	0.3%	3.2%	0.8%	5.5%
Turismo de Aventura	1.4%	0.4%	0.0%	0.6%	2.3%	0.7%	5.3%
Negocios	0.1%	0.4%	0.1%	0.3%	1.3%	0.4%	2.7%
Deportivo	0.2%	0.1%	0.1%	0.3%	1.2%	0.1%	2.0%
Compra de artesanías	0.3%	0.0%	0.1%	0.0%	0.7%	0.0%	1.0%
Ecoturismo	0.2%	0.1%	0.0%	0.0%	0.3%	0.2%	0.9%
Gastronómico	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%
Salud	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%
Otro	0.1%	0.0%	0.0%	0.0%	0.3%	0.2%	0.6%
No Contestó	12.3%	2.4%	0.6%	4.4%	26.9%	8.0%	54.6%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Resumen Resultados

Con que sitios compararía la Región

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Ninguno	2.3%	0.5%	0.1%	0.7%	5.7%	0.7%	10.0%
Zacatecas, Zac.	1.6%	0.1%	0.2%	0.7%	3.1%	0.5%	6.2%
Guanajuato, Gto.	0.8%	0.1%	0.0%	0.1%	1.9%	0.4%	3.3%
Querétaro, Qro.	0.8%	0.0%	0.0%	0.1%	0.7%	0.1%	1.6%
Chihuahua, Chih.	0.0%	0.0%	0.0%	0.1%	0.5%	0.0%	0.7%
Tlaxcala, Tlax.	0.2%	0.1%	0.0%	0.0%	0.1%	0.1%	0.5%
Nuevo León	0.2%	0.0%	0.0%	0.0%	0.3%	0.0%	0.5%
Real de Catorce, S.L.P.	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%
Venado, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Ciudad de México	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.2%
Rioverde, S.L.P.	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%
Santa María del Río, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Mineral de Pozos, Gto.	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.2%
San Luis Potosí, S.L.P.	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.2%
Xilitla, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Talpa de Allende, Jal.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Aguaqueguas, N.L.	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Holanda	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Alaquines, S.L.P.	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Tamaulipas	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%
No Contesto	15.9%	3.7%	0.8%	5.7%	36.1%	12.6%	74.7%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Razones de Comparación con la Región

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Clima	0.2%	0.1%	0.1%	0.3%	1.1%	0.1%	2.0%
Arquitectura Colonial	0.7%	0.0%	0.0%	0.1%	0.9%	0.1%	1.8%
Hospitalidad de la gente	0.4%	0.0%	0.0%	0.0%	1.1%	0.2%	1.8%
Bellezas Naturales	0.7%	0.1%	0.0%	0.1%	0.7%	0.0%	1.5%
Infraestructura	0.3%	0.1%	0.1%	0.1%	0.7%	0.2%	1.5%
Historia	0.1%	0.1%	0.0%	0.2%	0.8%	0.0%	1.2%
Lugares Turísticos	0.1%	0.0%	0.0%	0.1%	0.7%	0.1%	1.0%
Ambiente	0.1%	0.0%	0.0%	0.1%	0.4%	0.1%	0.8%
Iglesias	0.3%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%
Flora y Fauna	0.2%	0.0%	0.0%	0.1%	0.2%	0.0%	0.5%
Religión y cultura	0.0%	0.1%	0.0%	0.0%	0.3%	0.1%	0.5%
Ciudad tranquila	0.1%	0.0%	0.0%	0.1%	0.2%	0.0%	0.4%
Actividades Culturales	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Gastronomía	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%
Economía	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.3%
Tamaño de Territorio	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%
Todos son diferentes	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%
No contestó	18.5%	4.3%	0.9%	6.2%	41.5%	13.6%	84.9%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	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	6.3%	1.3%	0.1%	2.2%	11.3%	3.4%	24.6%
Internet	1.5%	0.3%	0.1%	1.0%	5.8%	2.0%	10.7%
Redes Sociales	1.2%	0.2%	0.0%	0.7%	2.4%	0.5%	5.0%
Folletos	0.5%	0.4%	0.0%	0.1%	3.2%	0.4%	4.7%
Agencia de Viajes	0.7%	0.2%	0.1%	0.0%	1.9%	0.4%	3.3%
Televisión	0.5%	0.1%	0.0%	0.3%	2.0%	0.2%	3.2%
Revista	0.3%	0.1%	0.0%	0.1%	0.7%	0.0%	1.2%
Radio	0.5%	0.0%	0.0%	0.0%	0.3%	0.1%	1.0%
Periódico	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.3%
Otro	0.2%	0.1%	0.2%	0.0%	1.9%	0.4%	2.8%
No contesto	10.2%	2.0%	0.5%	3.3%	20.1%	7.0%	43.1%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Recordación de Publicidad con Imagen

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Si	10.9%	2.8%	0.7%	5.9%	28.2%	7.9%	56.5%
No	9.8%	1.8%	0.4%	1.5%	19.7%	5.5%	38.7%
No contesto	1.3%	0.2%	0.0%	0.2%	1.8%	1.3%	4.8%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Lugar de Recordación de la Publicidad

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Familiares y amigos	4.4%	1.1%	0.0%	1.5%	10.5%	2.4%	19.9%
Internet	3.7%	0.9%	0.0%	1.5%	6.3%	2.4%	14.9%
Espectaculares	0.7%	0.2%	0.2%	0.9%	3.9%	1.3%	7.2%
Televisión	1.3%	0.2%	0.0%	0.7%	4.2%	0.7%	7.0%
Folletos	0.7%	0.2%	0.2%	0.2%	1.8%	0.4%	3.5%
Periódico	0.0%	0.2%	0.0%	0.4%	1.3%	0.9%	2.8%
Radio	0.2%	0.0%	0.2%	0.2%	0.9%	0.4%	2.0%
Revista	0.2%	0.0%	0.0%	0.4%	0.2%	0.0%	0.9%
No contesto	10.9%	2.0%	0.4%	1.8%	20.6%	6.1%	41.8%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Resumen Resultados

Evaluación de los sitios y atractivos turísticos

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	9.6%	2.2%	0.4%	2.0%	16.4%	5.0%	35.7%
Bueno	9.8%	1.8%	0.2%	5.3%	22.1%	7.0%	46.2%
Regular	2.0%	0.7%	0.0%	0.4%	6.1%	2.0%	11.2%
Malo	0.2%	0.0%	0.2%	0.0%	0.9%	0.0%	1.3%
Pésimo	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
No Contesto	0.4%	0.2%	0.2%	0.0%	3.7%	0.7%	5.3%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de la Calidad de la Infraestructura Turística

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	6.6%	1.3%	0.0%	1.3%	12.3%	2.8%	24.3%
Bueno	9.8%	2.0%	0.4%	3.7%	19.9%	7.7%	43.5%
Regular	4.4%	1.3%	0.2%	2.2%	9.4%	2.8%	20.4%
Malo	0.9%	0.0%	0.2%	0.2%	1.5%	0.0%	2.8%
Pésimo	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.9%
No Contesto	0.4%	0.2%	0.2%	0.2%	5.7%	1.3%	8.1%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de la Imagen del Destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	8.8%	1.3%	0.0%	1.3%	14.7%	4.8%	30.9%
Bueno	9.2%	2.2%	0.7%	4.2%	20.8%	6.3%	43.3%
Regular	3.3%	0.9%	0.0%	1.8%	6.8%	2.2%	14.9%
Malo	0.0%	0.2%	0.2%	0.0%	0.7%	0.0%	1.1%
Pésimo	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
No Contesto	0.9%	0.2%	0.2%	0.4%	6.3%	1.3%	9.4%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de la Experiencia de viaje en el destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	8.5%	1.8%	0.4%	2.2%	17.9%	4.6%	35.4%
Bueno	10.5%	2.0%	0.4%	4.2%	20.4%	6.8%	44.2%
Regular	2.0%	0.4%	0.0%	0.9%	4.4%	1.8%	9.4%
Malo	0.0%	0.0%	0.0%	0.0%	0.9%	0.2%	1.1%
Pésimo	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
No Contesto	1.1%	0.7%	0.2%	0.4%	5.9%	1.3%	9.6%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de la hospitalidad de los residentes

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	10.9%	2.2%	0.2%	2.8%	19.0%	5.9%	41.1%
Bueno	7.9%	1.5%	0.7%	3.5%	18.8%	5.7%	38.1%
Regular	2.2%	0.2%	0.0%	1.1%	4.6%	1.5%	9.6%
Malo	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.4%
Pésimo	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%
No Contesto	1.1%	0.9%	0.2%	0.2%	6.3%	0.9%	9.6%
Total	22.1%	4.8%	1.1%	7.7%	50.1%	14.2%	100.0%

Evaluación de la limpieza en calles y áreas públicas

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	4.6%	1.1%	0.2%	0.7%	7.4%	3.5%	17.5%
Bueno	8.1%	1.8%	0.2%	3.5%	17.5%	6.8%	37.9%
Regular	5.3%	1.1%	0.4%	2.2%	12.9%	2.6%	24.5%
Malo	2.2%	0.4%	0.0%	0.4%	2.2%	0.4%	5.7%
Pésimo	0.9%	0.0%	0.0%	0.4%	2.2%	0.2%	3.7%
No Contesto	1.1%	0.4%	0.2%	0.4%	7.4%	1.1%	10.7%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Resumen Resultados

Evaluación del transporte público local

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	3.3%	0.9%	0.0%	0.4%	4.6%	2.6%	11.8%
Bueno	7.0%	1.1%	0.4%	3.1%	16.0%	5.5%	33.0%
Regular	5.5%	0.7%	0.4%	1.8%	6.6%	2.6%	17.5%
Malo	1.5%	0.2%	0.0%	0.7%	3.1%	0.0%	5.5%
Pésimo	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
No Contesto	4.8%	2.0%	0.2%	1.8%	19.0%	3.9%	31.7%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de la percepción de seguridad

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	5.9%	1.5%	0.2%	1.8%	12.9%	4.6%	26.9%
Bueno	8.3%	2.0%	0.2%	2.8%	18.2%	5.3%	36.8%
Regular	5.5%	0.2%	0.2%	0.9%	7.4%	2.4%	16.6%
Malo	1.3%	0.2%	0.0%	0.7%	2.0%	0.2%	4.4%
Pésimo	0.4%	0.0%	0.2%	0.4%	1.1%	0.2%	2.4%
No Contesto	0.7%	0.9%	0.2%	1.1%	8.1%	2.0%	12.9%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de la señalética para llegar al destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	6.1%	1.5%	0.2%	0.7%	7.9%	2.4%	18.8%
Bueno	8.8%	2.0%	0.4%	4.6%	22.1%	6.6%	44.4%
Regular	3.9%	0.2%	0.0%	1.5%	8.3%	3.7%	17.7%
Malo	2.0%	0.2%	0.0%	0.2%	2.6%	0.4%	5.5%
Pésimo	0.0%	0.0%	0.2%	0.2%	1.3%	0.2%	2.0%
No Contesto	1.3%	0.9%	0.2%	0.4%	7.4%	1.3%	11.6%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de la señalética en el destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	5.9%	0.9%	0.2%	0.4%	9.4%	2.6%	19.5%
Bueno	8.5%	2.6%	0.4%	3.9%	21.2%	5.9%	42.7%
Regular	4.6%	0.4%	0.0%	2.0%	6.8%	3.3%	17.1%
Malo	1.5%	0.2%	0.0%	0.2%	2.4%	0.4%	4.8%
Pésimo	0.2%	0.0%	0.2%	0.2%	1.3%	0.2%	2.2%
No Contesto	1.3%	0.7%	0.2%	0.9%	8.5%	2.2%	13.8%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de la disponibilidad de información turística

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	7.4%	1.8%	0.4%	1.8%	12.9%	3.7%	28.0%
Bueno	8.5%	1.8%	0.2%	3.5%	21.0%	6.1%	41.1%
Regular	4.6%	0.7%	0.0%	1.1%	6.3%	2.8%	15.5%
Malo	0.4%	0.0%	0.0%	0.0%	0.7%	0.2%	1.3%
Pésimo	0.0%	0.0%	0.2%	0.4%	0.7%	0.2%	1.5%
No Contesto	1.1%	0.7%	0.2%	0.9%	8.1%	1.5%	12.5%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de la calidad / precio del destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	6.6%	1.3%	0.0%	0.9%	11.4%	3.9%	24.1%
Bueno	10.7%	2.4%	0.7%	3.9%	20.6%	7.2%	45.5%
Regular	2.4%	0.2%	0.0%	1.8%	6.3%	1.8%	12.5%
Malo	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%
Pésimo	0.2%	0.0%	0.2%	0.2%	1.1%	0.2%	2.0%
No Contesto	2.2%	0.9%	0.2%	0.9%	9.6%	1.5%	15.3%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Resumen Resultados

Evaluación de los estacionamientos

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	4.2%	1.3%	0.0%	1.1%	9.6%	4.2%	20.4%
Bueno	7.9%	1.5%	0.4%	2.0%	16.8%	5.7%	34.4%
Regular	6.1%	0.9%	0.2%	2.6%	10.1%	2.4%	22.3%
Malo	1.5%	0.0%	0.0%	1.1%	3.1%	0.7%	6.3%
Pésimo	0.4%	0.2%	0.2%	0.2%	1.8%	0.2%	3.1%
No Contesto	2.0%	0.9%	0.2%	0.7%	8.3%	1.5%	13.6%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de las artesanías

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	7.4%	1.3%	0.0%	1.3%	13.1%	4.6%	27.8%
Bueno	10.1%	1.3%	0.4%	4.2%	22.3%	5.0%	43.3%
Regular	3.5%	1.3%	0.2%	1.5%	7.2%	2.4%	16.2%
Malo	0.2%	0.2%	0.0%	0.7%	1.1%	0.7%	2.8%
Pésimo	0.0%	0.2%	0.2%	0.0%	1.1%	0.0%	1.5%
No Contesto	0.9%	0.4%	0.2%	0.0%	4.8%	2.0%	8.3%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de la gastronomía

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	8.8%	2.0%	0.2%	2.6%	16.6%	5.9%	36.1%
Bueno	9.6%	1.8%	0.2%	4.2%	23.2%	5.0%	44.0%
Regular	2.8%	0.7%	0.4%	0.7%	3.5%	2.0%	10.1%
Malo	0.0%	0.0%	0.0%	0.0%	0.9%	0.2%	1.1%
Pésimo	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%
No Contesto	0.9%	0.4%	0.2%	0.2%	4.8%	1.5%	8.1%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de vendedores

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	3.5%	0.9%	0.0%	1.1%	9.6%	3.9%	19.0%
Bueno	9.4%	1.5%	0.4%	2.6%	16.0%	6.1%	36.1%
Regular	4.8%	0.9%	0.2%	2.4%	9.4%	2.6%	20.4%
Malo	1.8%	0.4%	0.0%	0.4%	4.4%	0.2%	7.2%
Pésimo	0.2%	0.4%	0.0%	0.2%	2.2%	0.0%	3.1%
No Contesto	2.4%	0.7%	0.4%	0.9%	8.1%	1.8%	14.2%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de la contaminación

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	2.4%	0.7%	0.0%	0.7%	12.3%	3.3%	19.3%
Bueno	7.0%	1.5%	0.4%	2.4%	12.3%	5.0%	28.7%
Regular	5.9%	1.3%	0.2%	2.4%	10.7%	4.2%	24.7%
Malo	3.5%	0.2%	0.0%	1.1%	-0.9%	0.2%	4.2%
Pésimo	1.1%	0.4%	0.2%	0.4%	1.5%	0.7%	4.4%
No Contesto	2.2%	0.7%	0.2%	0.7%	13.8%	1.3%	18.8%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Evaluación de sanitarios

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Excelente	2.4%	0.7%	0.0%	0.7%	5.0%	3.3%	12.0%
Bueno	7.0%	1.5%	0.4%	2.4%	16.6%	5.0%	33.0%
Regular	5.9%	1.3%	0.2%	2.4%	12.5%	4.2%	26.5%
Malo	3.5%	0.2%	0.0%	1.1%	6.1%	0.2%	11.2%
Pésimo	1.1%	0.4%	0.2%	0.4%	2.0%	0.7%	4.8%
No Contesto	2.2%	0.7%	0.2%	0.7%	7.4%	1.3%	12.5%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Resumen Resultados

Regresaría al Destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Definitivamente sí	14.9%	3.1%	0.4%	5.3%	36.5%	9.2%	69.4%
Probablemente sí	7.0%	1.5%	0.7%	2.2%	12.3%	4.4%	28.0%
Probablemente no	0.2%	0.0%	0.0%	0.2%	0.2%	0.2%	0.9%
Definitivamente no	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%
No Contesto	0.0%	0.2%	0.0%	0.0%	0.0%	0.9%	1.1%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Recomendaría el Destino

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Definitivamente sí	16.0%	3.1%	0.4%	5.5%	37.6%	10.5%	73.1%
Probablemente sí	5.7%	1.3%	0.4%	2.2%	10.9%	3.1%	23.6%
Probablemente no	0.4%	0.2%	0.0%	0.0%	0.7%	0.2%	1.5%
Definitivamente no	0.0%	0.0%	0.2%	0.0%	0.4%	0.0%	0.7%
No Contesto	0.0%	0.2%	0.0%	0.0%	0.0%	0.9%	1.1%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Resumen Resultados

Estado de Origen del Entrevistado							
Concepto	Monterrey	CDMX	Guadalajara	Región Bajas	Otras Ciudades	No Contesto	Total
Nuevo León	20.6%	0.0%	0.0%	1.5%	6.8%	0.2%	29.1%
Coahuila	0.0%	0.0%	0.0%	0.0%	9.8%	0.2%	10.1%
San Luis Potosí	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	7.4%
Tamaulipas	0.0%	0.0%	0.0%	0.0%	5.3%	0.4%	5.7%
Estados Unidos	0.0%	0.0%	0.0%	0.0%	4.4%	0.2%	4.6%
Zacatecas	0.0%	0.0%	0.0%	1.8%	0.7%	0.0%	2.4%
Ciudad de México	0.0%	1.8%	0.0%	0.0%	0.2%	0.2%	2.2%
Querétaro	0.0%	0.0%	0.0%	1.8%	0.2%	0.0%	2.0%
Estado de México	0.0%	1.1%	0.0%	0.0%	0.4%	0.2%	1.8%
Veracruz	0.0%	0.0%	0.0%	0.0%	1.5%	0.2%	1.8%
Guanajuato	0.0%	0.0%	0.0%	1.1%	0.4%	0.0%	1.5%
Jalisco	0.0%	0.0%	0.9%	0.0%	0.4%	0.2%	1.5%
Sinaloa	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%
Durango	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.9%
Chihuahua	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%
Puebla	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%
Sonora	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.7%
Yucatán	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%
Baja California	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Hidalgo	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%
Aguascalientes	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
Colima	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Chiapas	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Michoacán	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Morelos	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Nayarit	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Canadá	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
España	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Colombia	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Francia	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
No contesto	1.5%	2.0%	0.2%	1.3%	5.0%	12.3%	22.3%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Resumen Resultados

Sexo del entrevistado

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Mujer	11.4%	1.5%	0.7%	3.1%	19.7%	4.8%	41.1%
Hombre	9.4%	2.8%	0.4%	3.9%	24.1%	6.8%	47.5%
No contesto	1.3%	0.4%	0.0%	0.7%	5.9%	3.1%	11.4%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Edad Promedio de los Entrevistados

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
De 18 a 24 años	4.4%	0.7%	0.4%	1.1%	9.4%	1.5%	17.5%
De 25 a 31 años	6.1%	0.4%	0.0%	2.2%	10.3%	3.3%	22.3%
De 32 a 38 años	3.7%	0.7%	0.0%	2.0%	9.4%	2.4%	18.2%
De 39 a 45 años	2.0%	0.4%	0.2%	0.2%	5.3%	0.4%	8.5%
De 46 a 51 años	3.1%	0.7%	0.0%	1.3%	5.7%	2.0%	12.7%
De 52 a 59 años	1.1%	0.9%	0.2%	0.2%	5.3%	2.4%	10.1%
Más de 60 años	1.1%	0.4%	0.0%	0.0%	1.1%	0.9%	3.5%
No Contesto	0.7%	0.7%	0.2%	0.7%	3.3%	1.8%	7.2%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%

Ocupación de los Entrevistados

Concepto	Monterrey	CDMX	Guadalajara	Región Bajío	Otras Ciudades	No Contesto	Total
Labores del Hogar	6.3%	1.1%	0.0%	2.8%	8.8%	2.6%	21.7%
Retirado / Jubilado	3.9%	0.2%	0.2%	1.1%	5.5%	1.8%	12.7%
Empleado Privado	1.5%	1.3%	0.2%	0.0%	8.1%	1.3%	12.5%
Empleado de Gobierno	2.2%	0.4%	0.2%	0.9%	6.8%	1.1%	11.6%
Estudiante	1.3%	0.4%	0.0%	0.9%	7.0%	1.8%	11.4%
Empresario	1.5%	0.7%	0.2%	0.4%	3.3%	0.9%	7.0%
Comerciante	1.5%	0.2%	0.2%	0.2%	3.1%	0.4%	5.7%
Un oficio (plomero, carpintero, etc.)	0.9%	0.0%	0.0%	0.7%	2.2%	0.0%	3.7%
Desempleado	0.2%	0.0%	0.0%	0.0%	1.8%	0.4%	2.4%
Por cuenta propia	0.4%	0.2%	0.0%	0.0%	0.2%	0.0%	0.9%
Otro	0.7%	0.0%	0.0%	0.0%	0.7%	0.0%	1.3%
No Contesto	1.5%	0.2%	0.0%	0.7%	2.4%	4.4%	9.2%
Total	22.1%	4.8%	1.1%	7.7%	49.7%	14.7%	100.0%



Perfil del Visitante Semana Santa 2018

Altiplano Potosino