



SAN LUIS POTOSÍ



Tu destino...



Perfil del Visitante Soledad de Graciano Sánchez

Semana Santa 2018

Metodología Perfil del Visitante

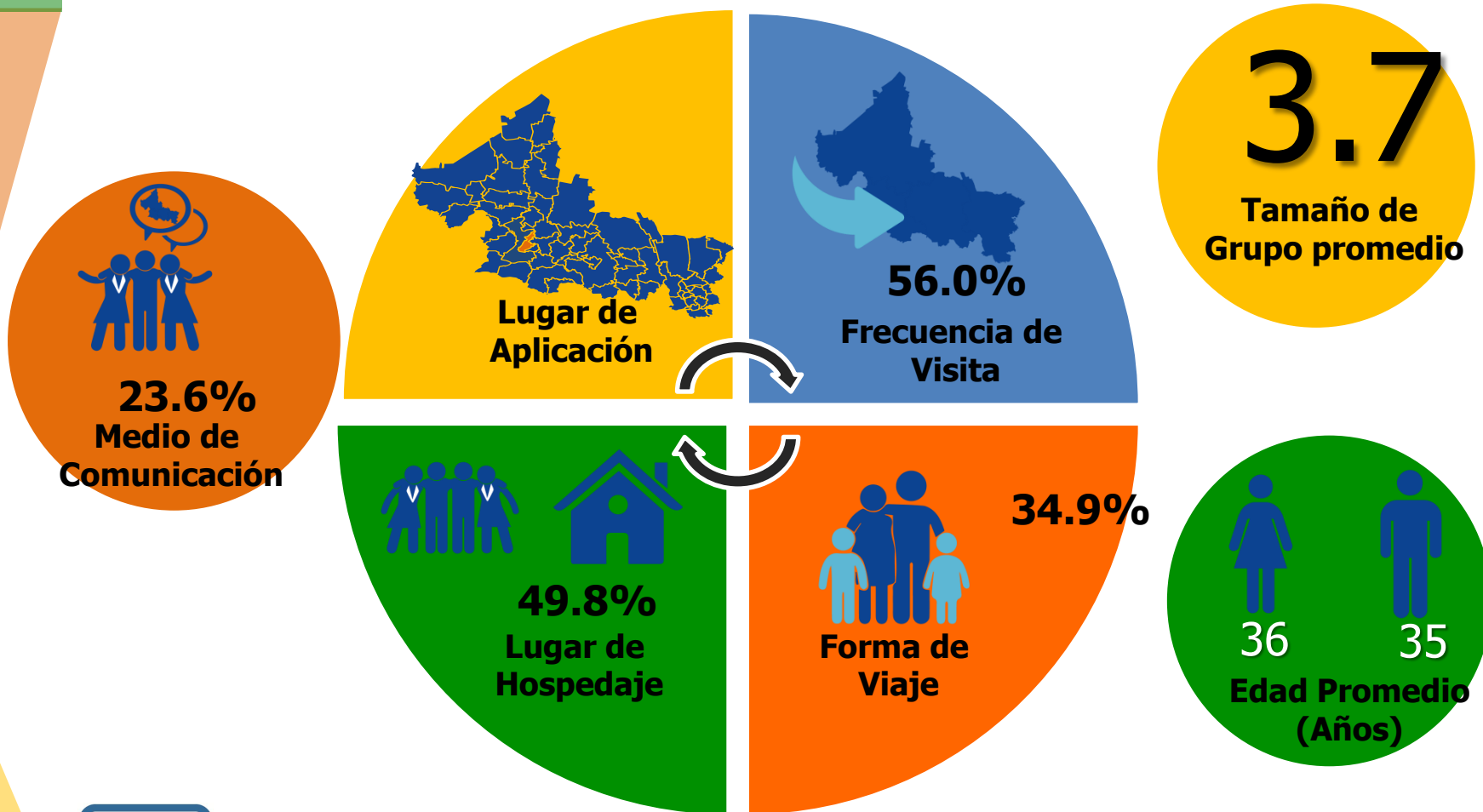
Con el objeto de determinar el Perfil del Visitante y conocer la experiencia durante su estancia en el municipio de Soledad de Graciano Sánchez, se llevó a cabo un levantamiento de 105 encuestas.

Las entrevistas se levantaron del 24 de Marzo al 08 de Abril en los principales sitios turísticos del municipio y fueron contestadas directamente por los visitantes.

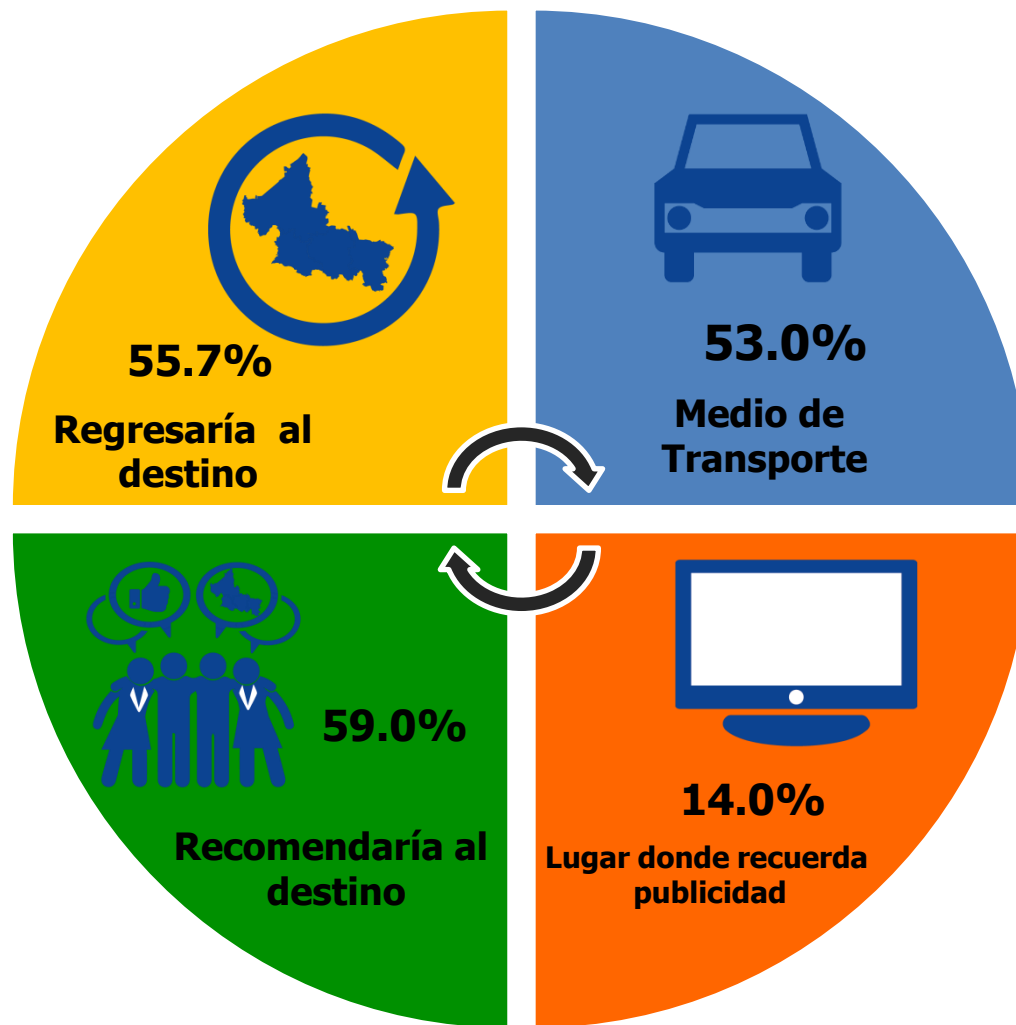
Los resultados obtenidos para cada uno de los conceptos se presentan a continuación:



Resumen



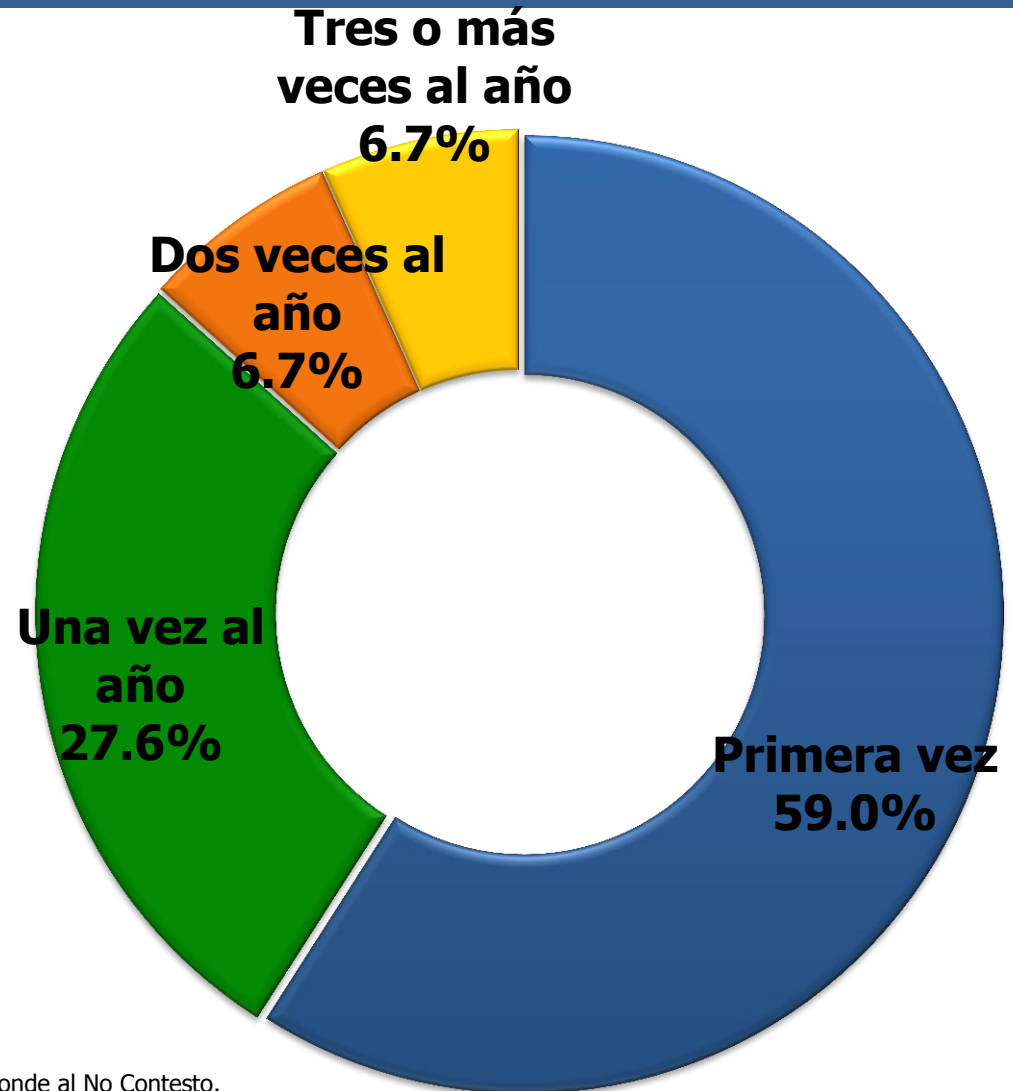
Resumen



Frecuencia de Visita a la Región

El 59% visita esta región por primera ocasión.

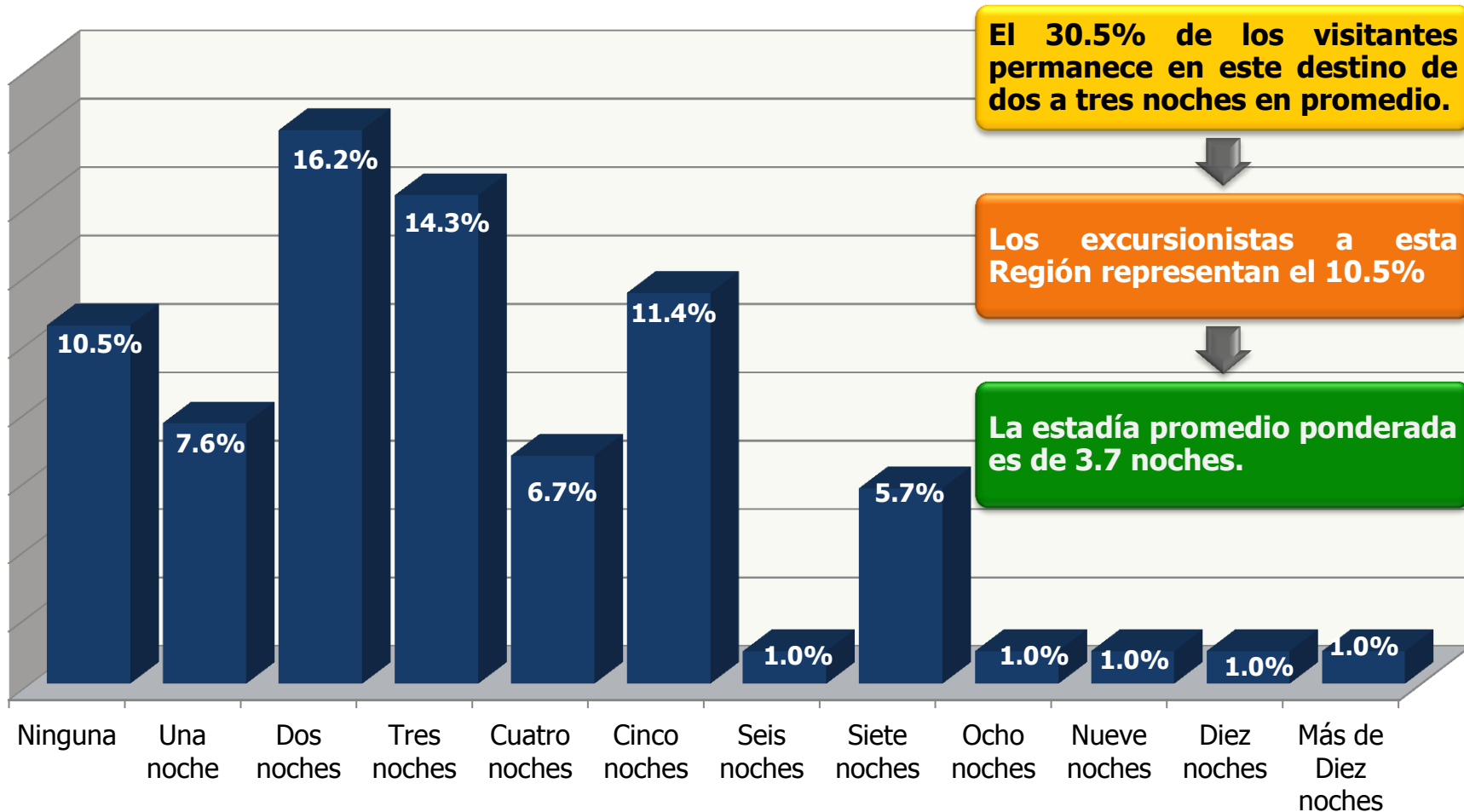
El turismo repetitivo representa el 41%



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



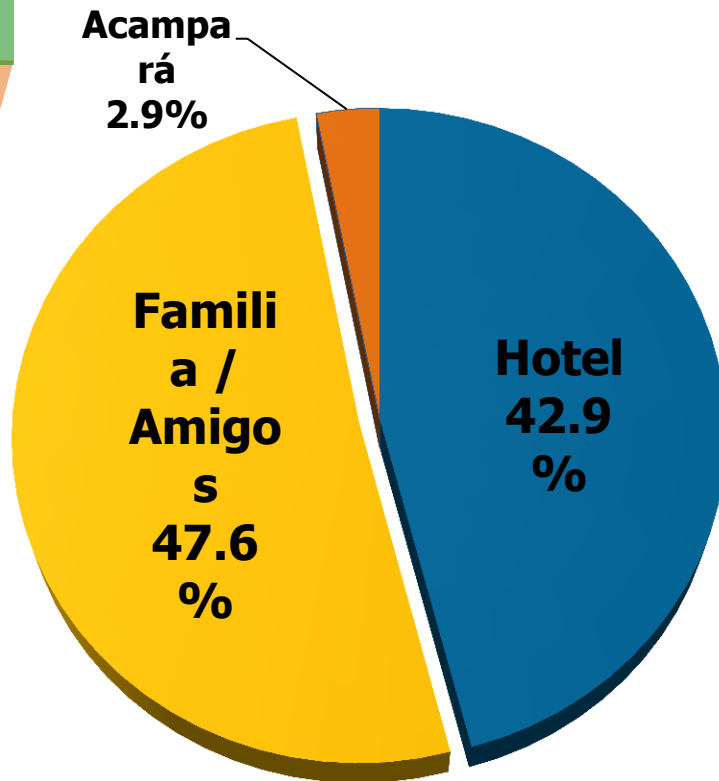
Noches de Estadía



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



Lugar de Hospedaje del Visitante



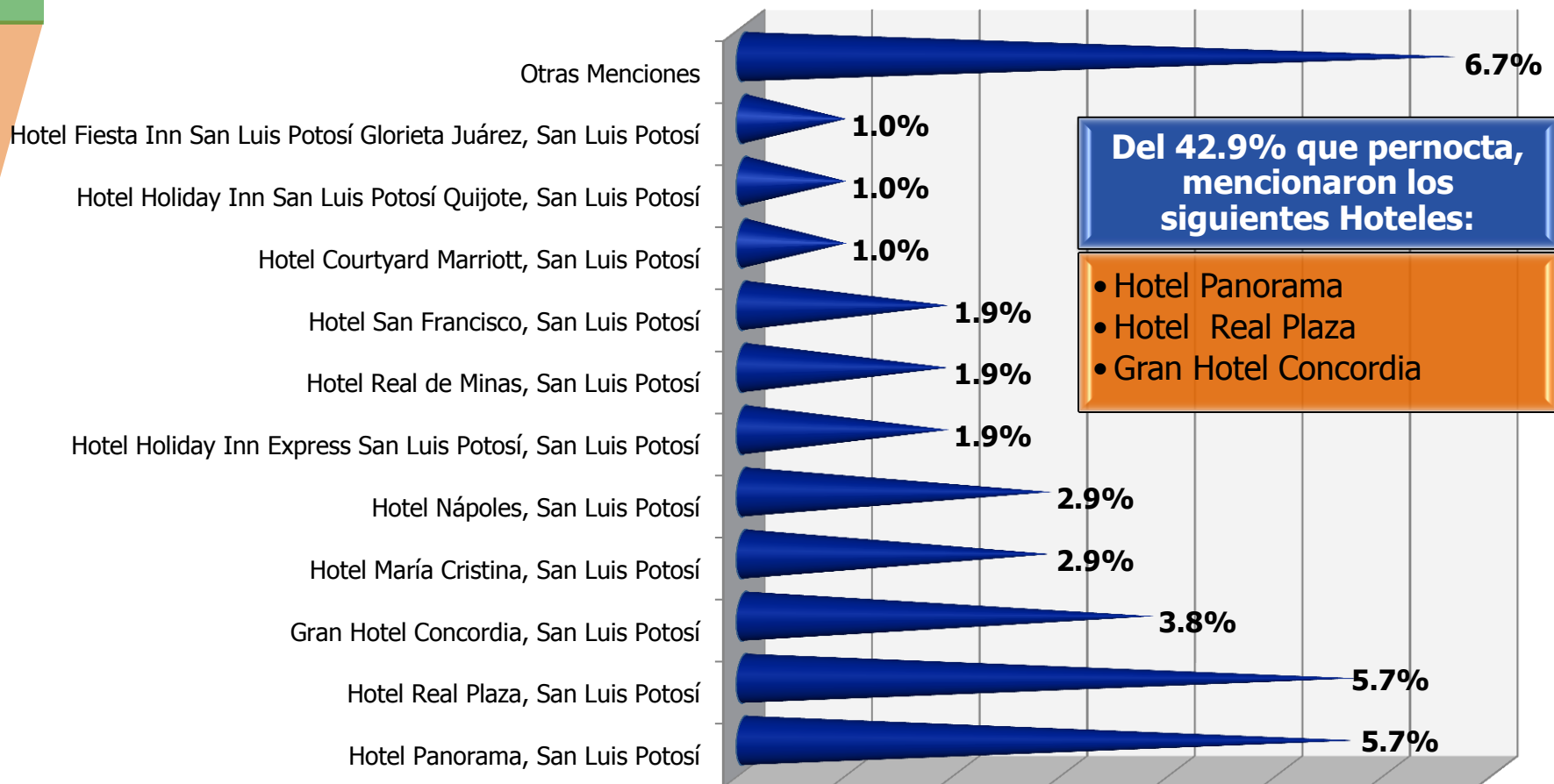
Un poco más de la mitad de los visitantes pernoctan en casas de familiares y amigos (47.6%)

El 42.9% prefiere pernoctar en hoteles.

Únicamente el 2.9% prefiere acampar.

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

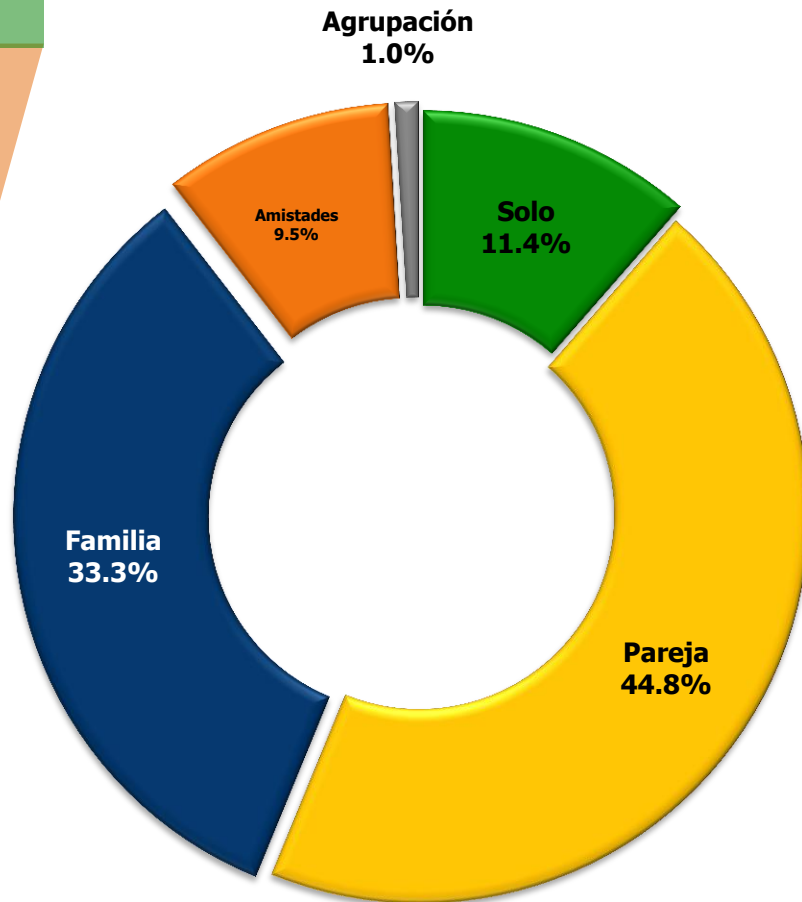
Principales Hoteles de Pernocta del visitante



Nota: La diferencia para el 42.9% corresponde al No Contesto.



Forma de Viajar del Visitante



El 44.8% realiza este viaje con su pareja.

El 33.3% viaja con su familia.

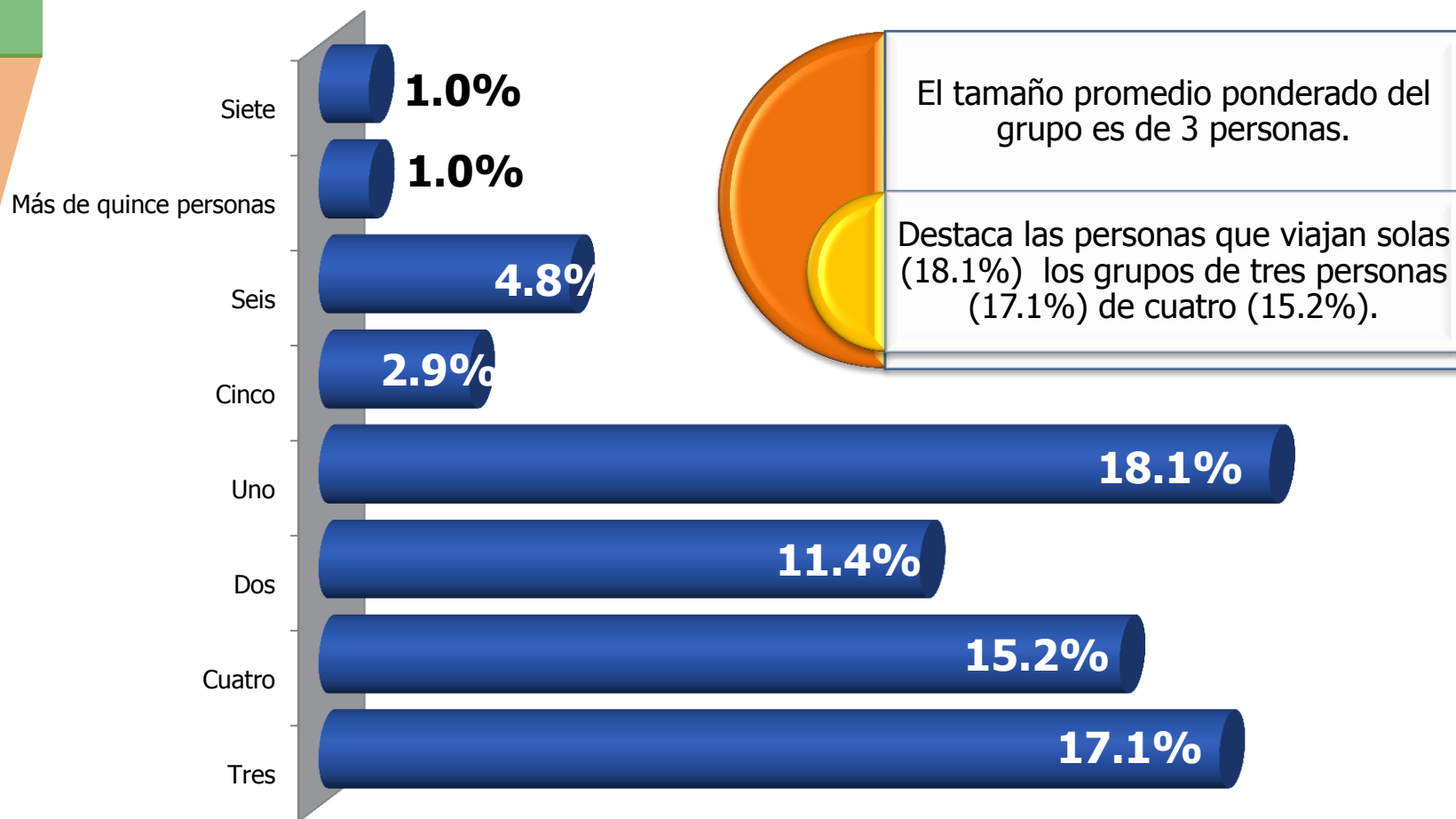
11.4% viajo solo y el 9.5% acompañado de amistades.

El 1.0% visito el destino con alguna agrupación.

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

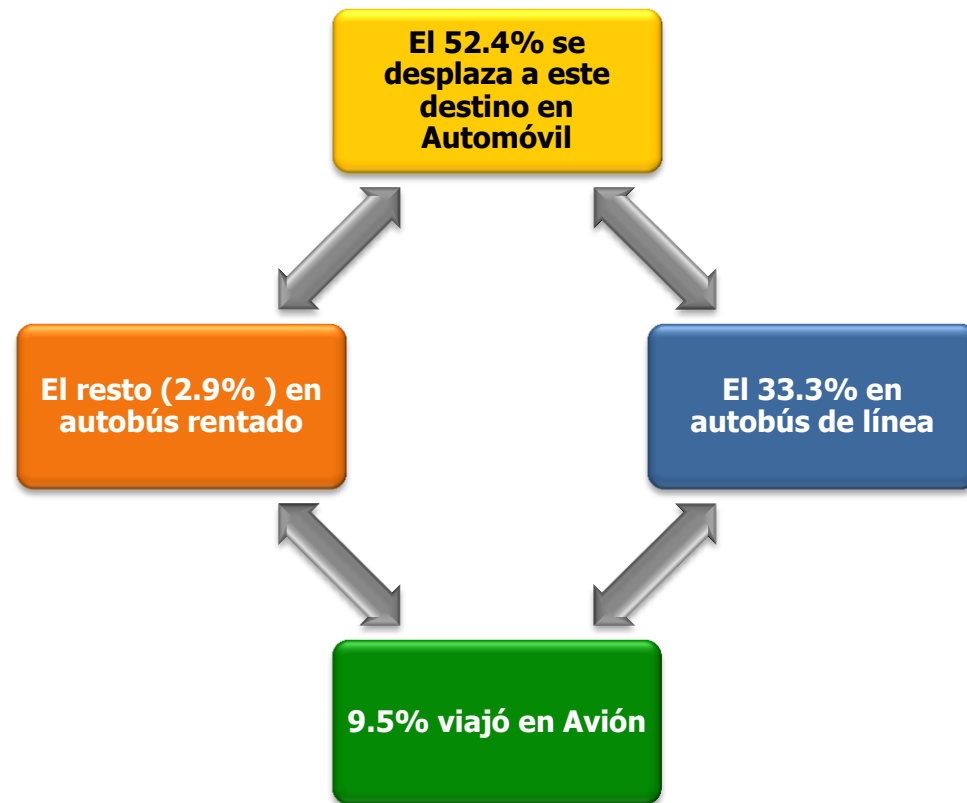
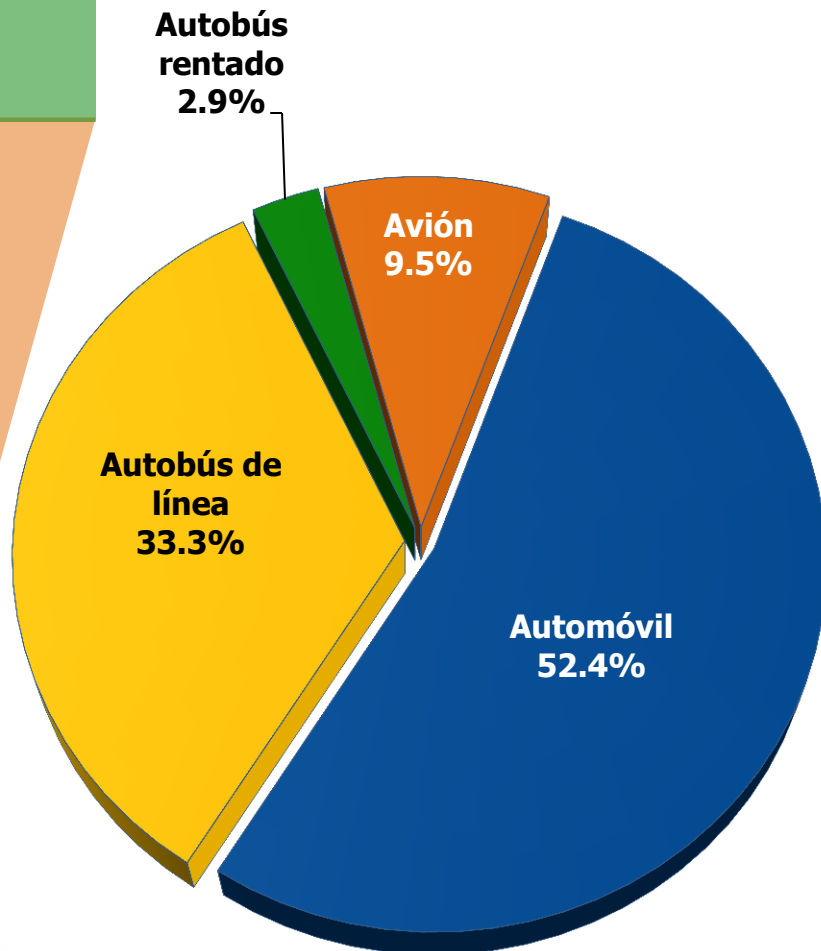


Número de Acompañantes en su Visita



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

Medio de Transporte Utilizado por el Visitante



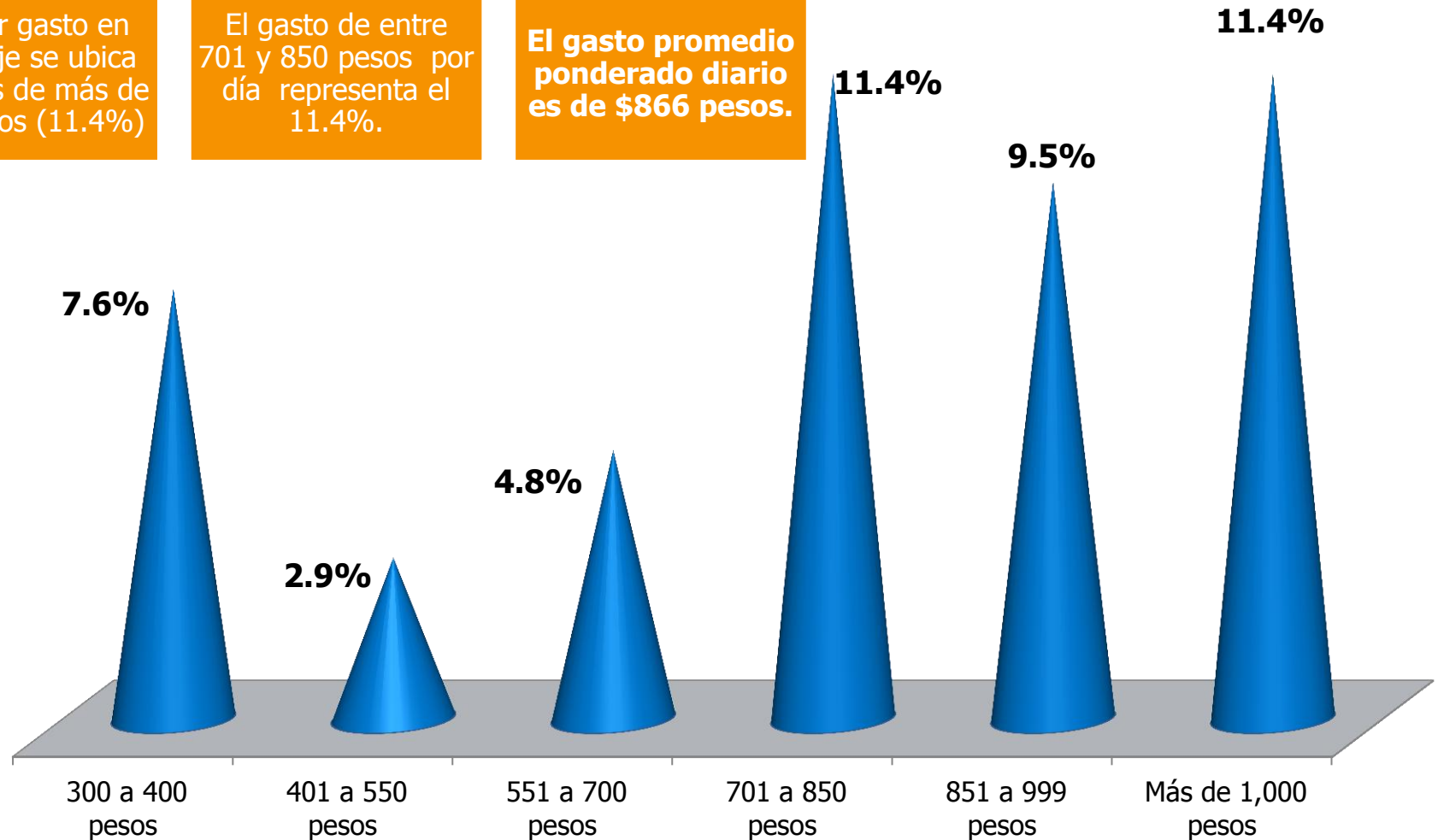
Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Promedio - Hospedaje

El mayor gasto en hospedaje se ubica en rangos de más de 1 mil pesos (11.4%)

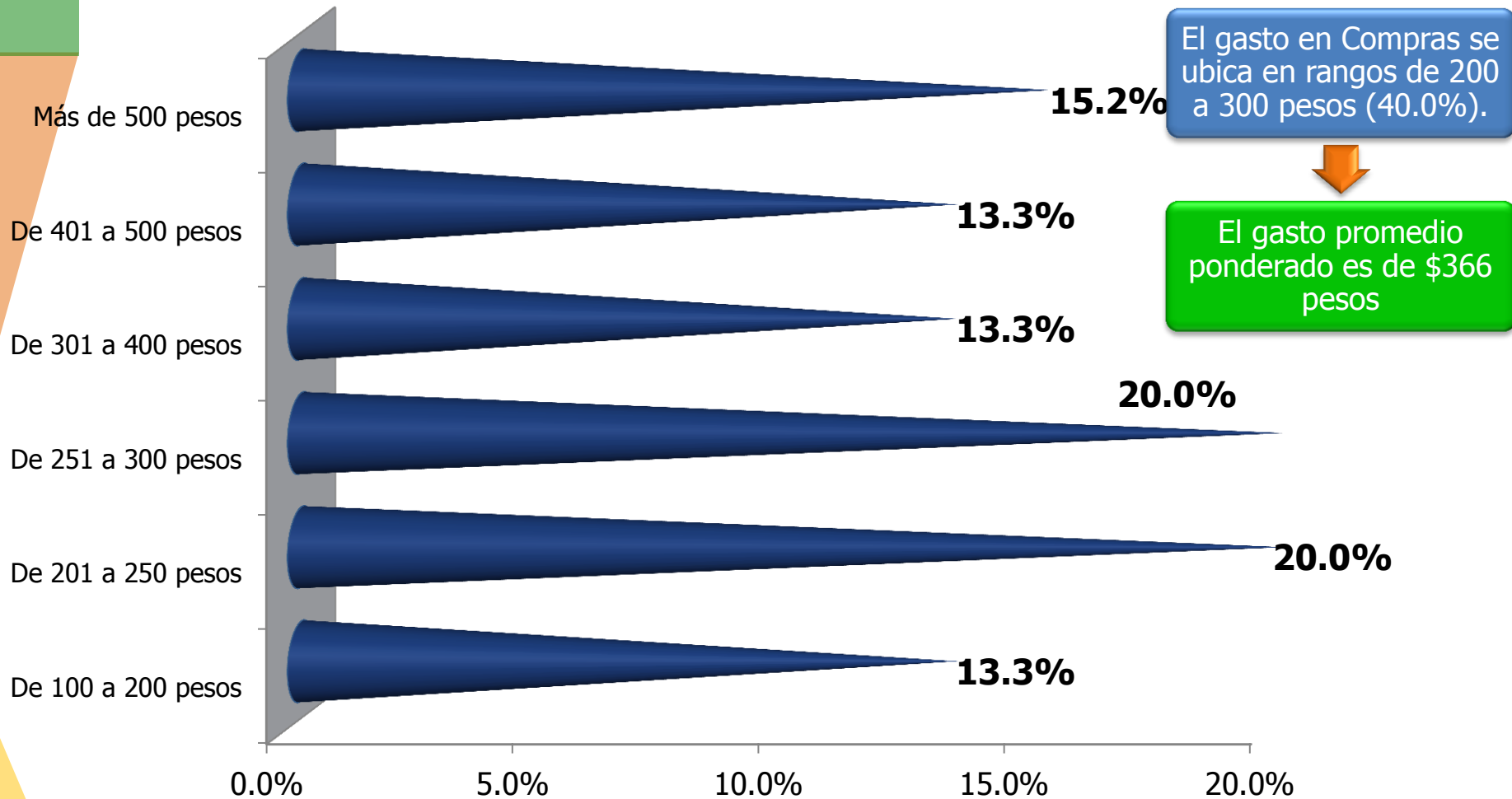
El gasto de entre 701 y 850 pesos por día representa el 11.4%.

El gasto promedio ponderado diario es de \$866 pesos.



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

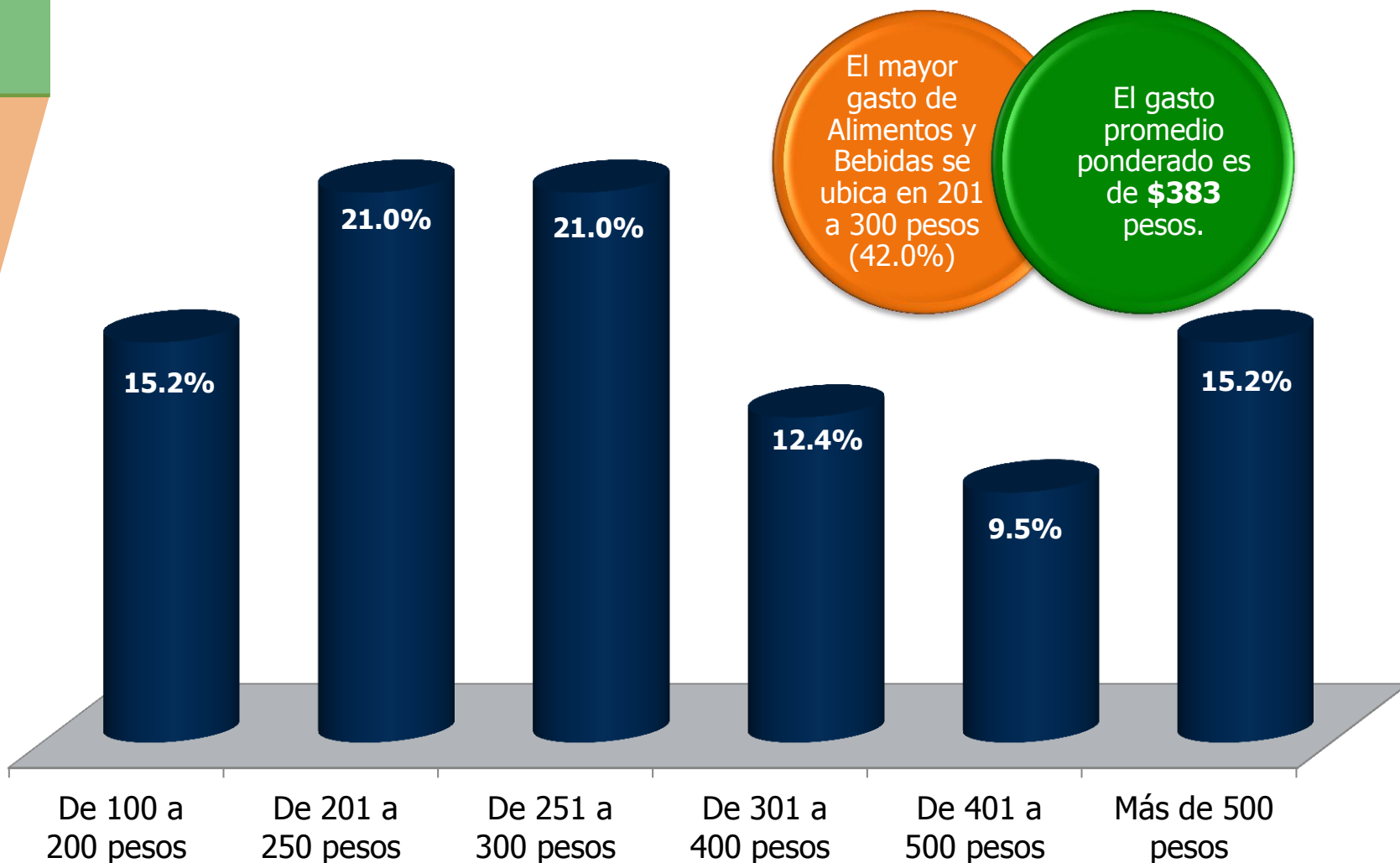
Gasto Promedio - Compras



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

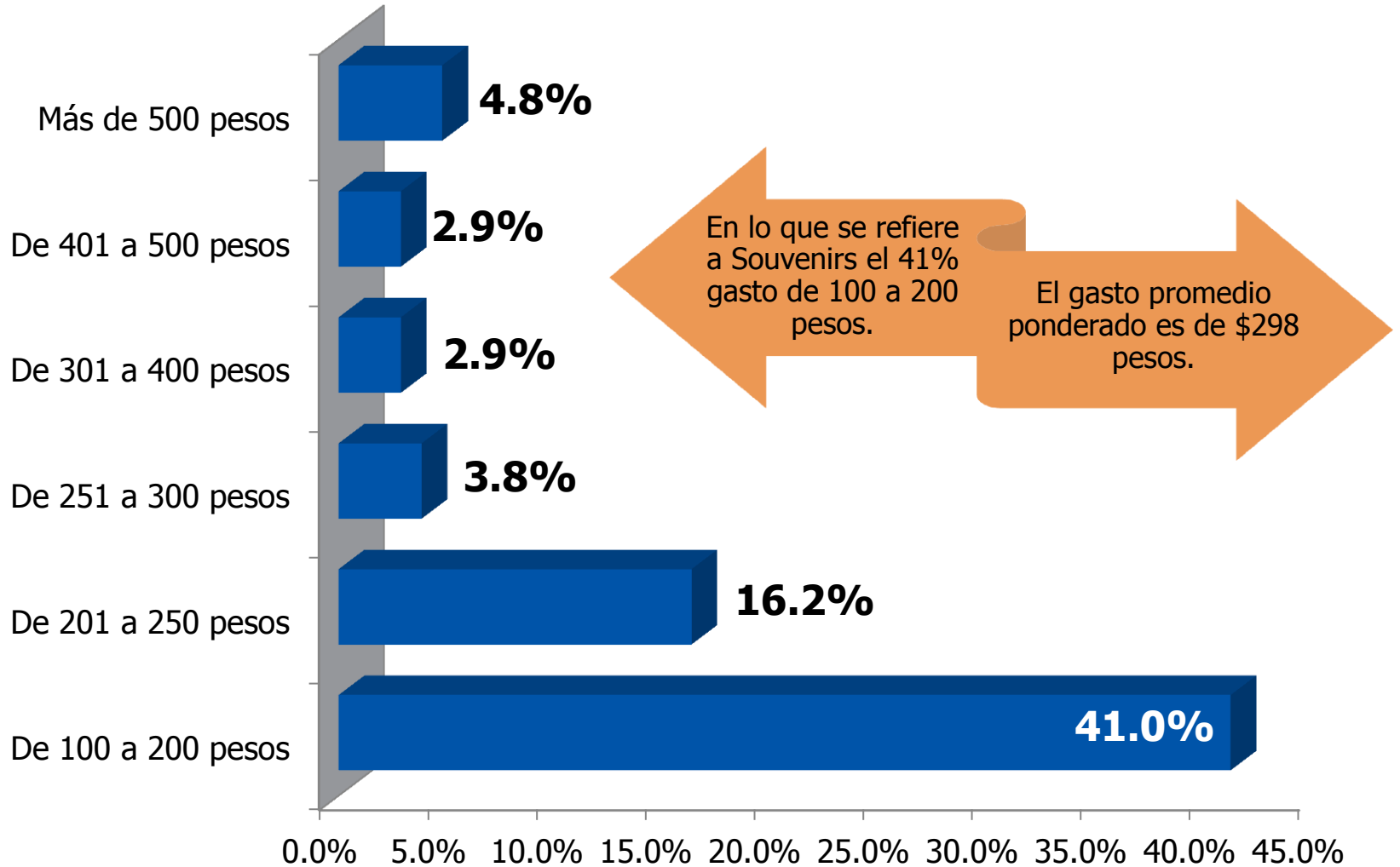


Gasto Promedio – Alimentos y Bebidas



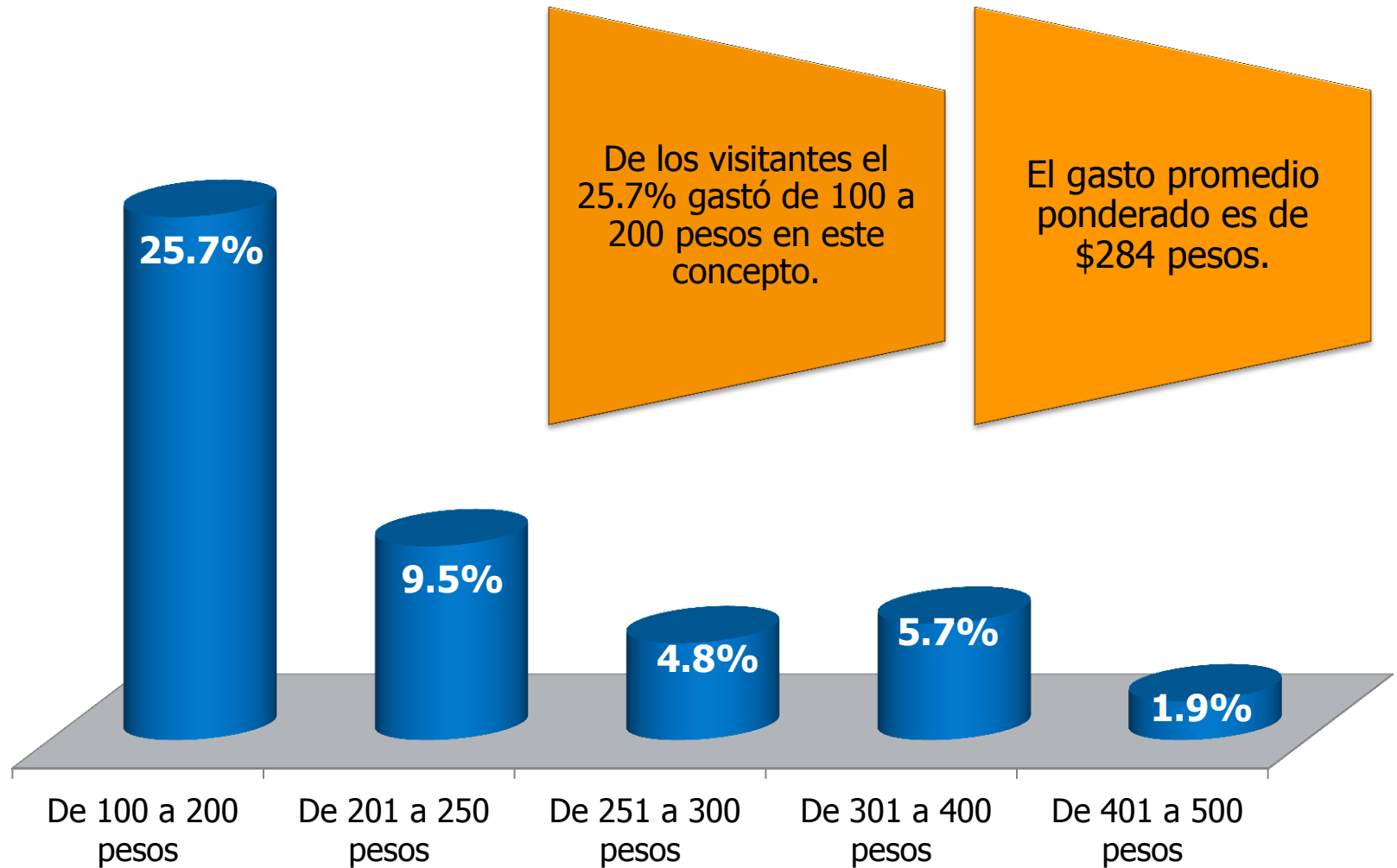
Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Promedio - Souvenirs



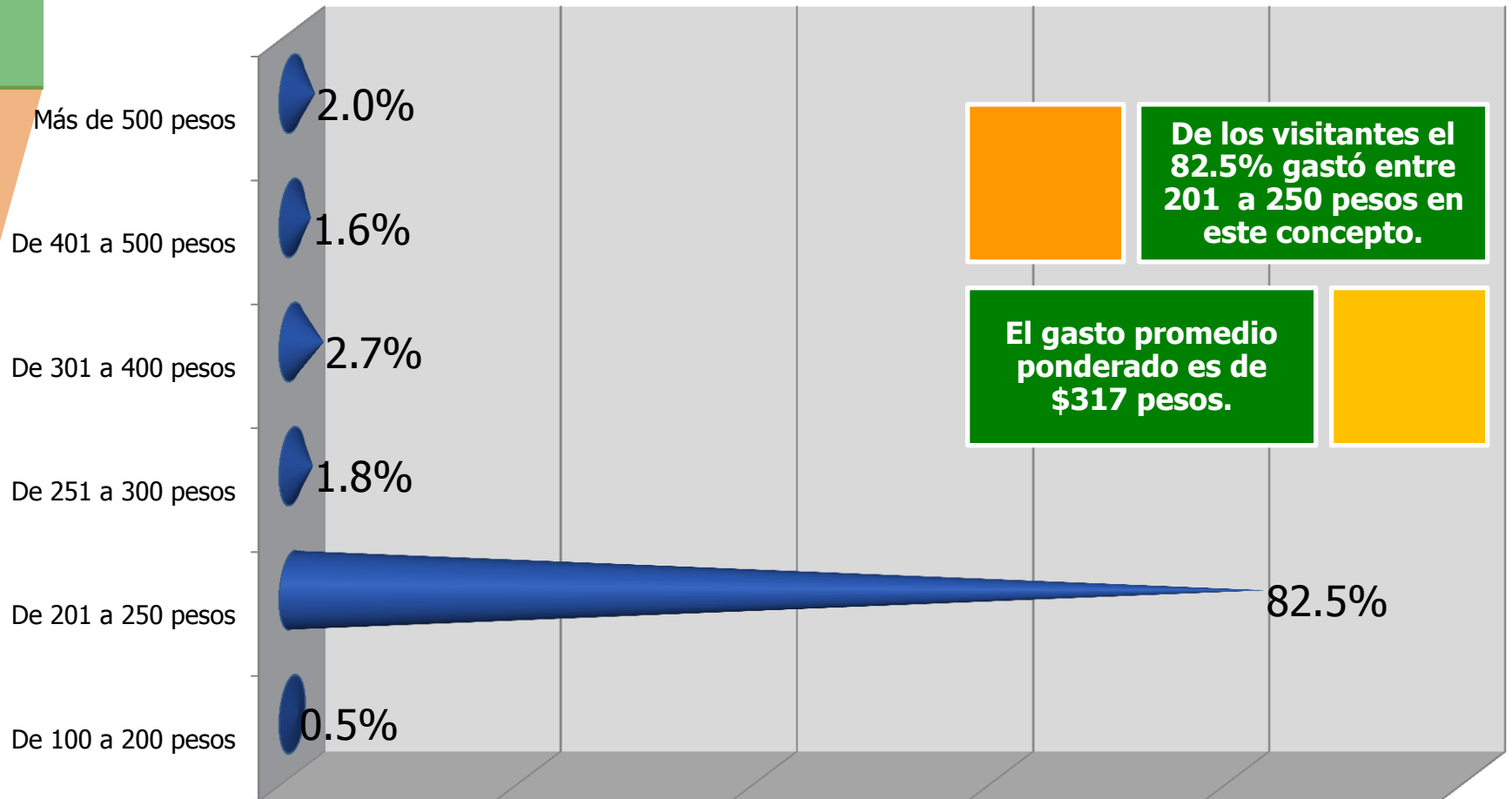
Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Promedio – Transportación Local



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

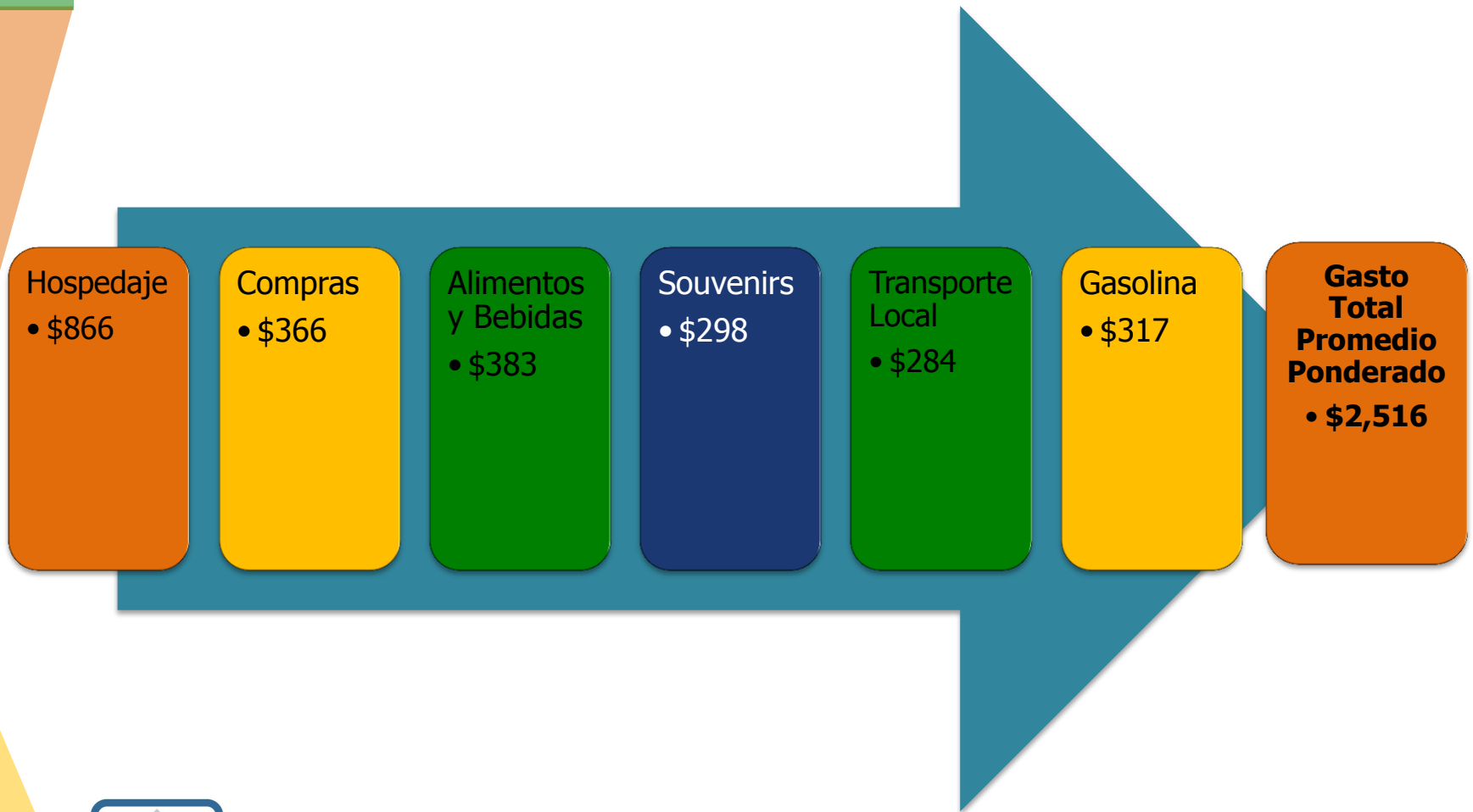
Gasto Promedio – Gasolina



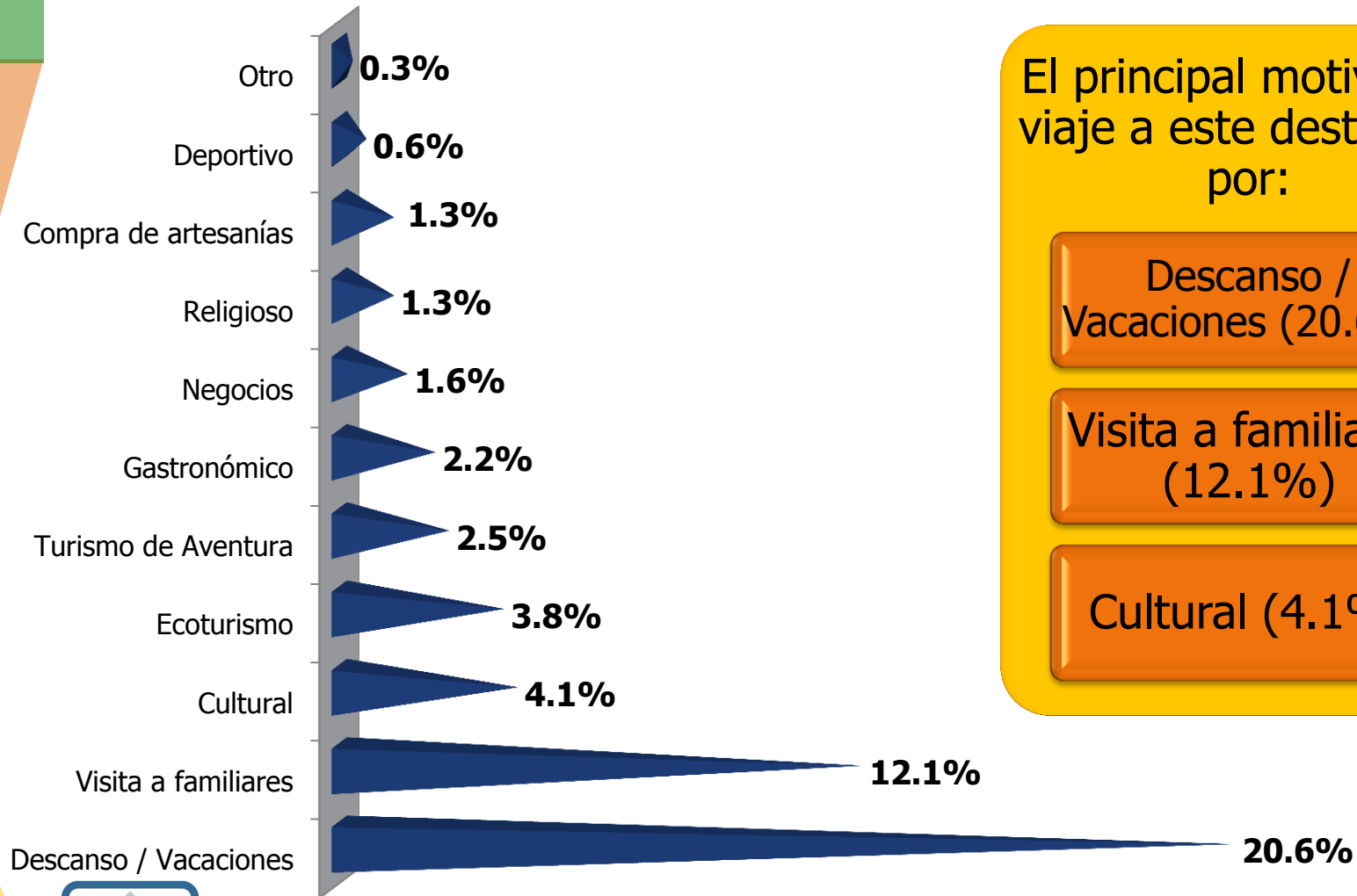
Nota: La diferencia para el 100% corresponde al No Contesto.



Gasto Total Promedio Ponderado



Razón Principal de Viaje



El principal motivo del viaje a este destino es por:

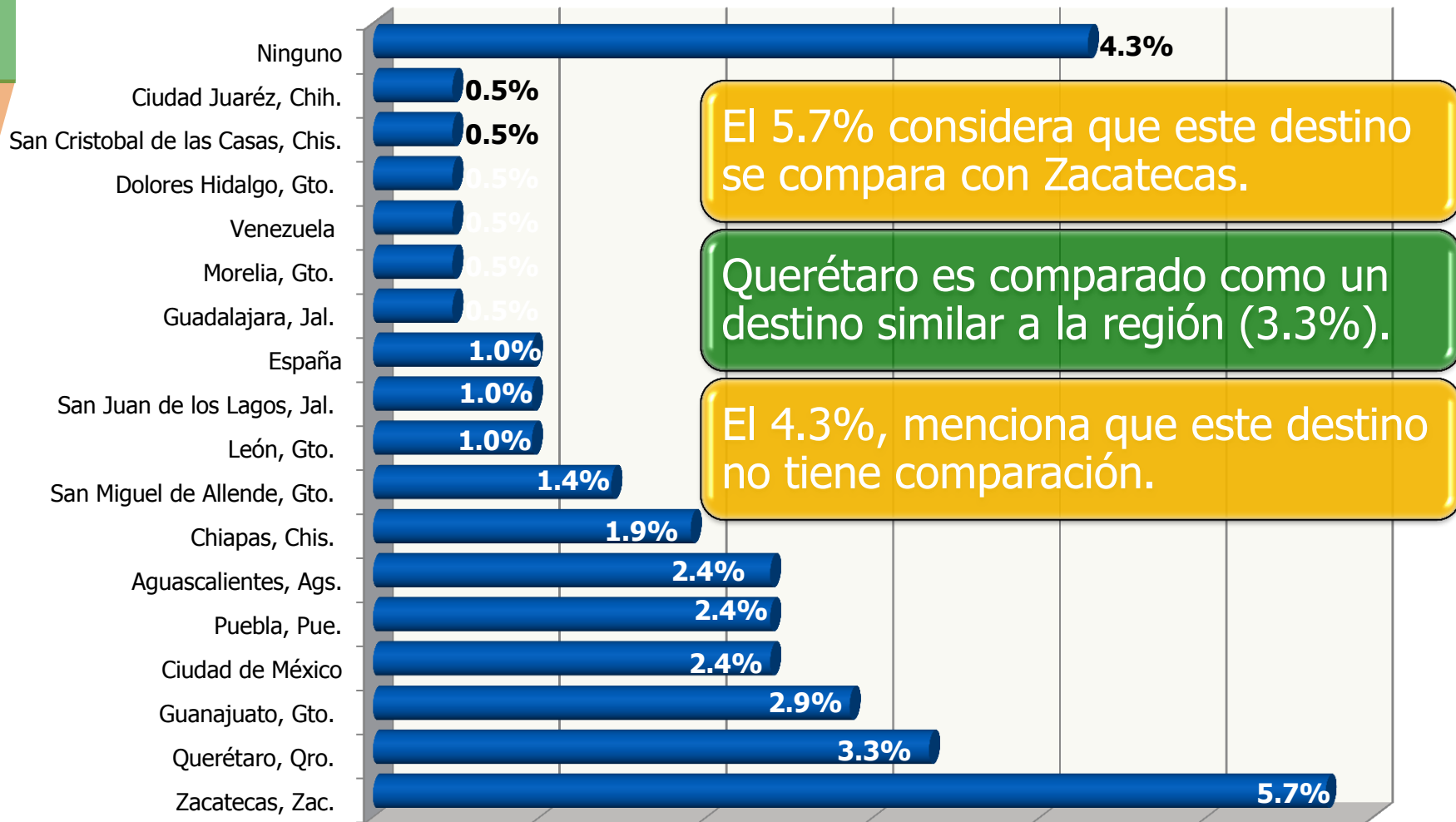
Descanso /
Vacaciones (20.6%)

Visita a familiares
(12.1%)

Cultural (4.1%)

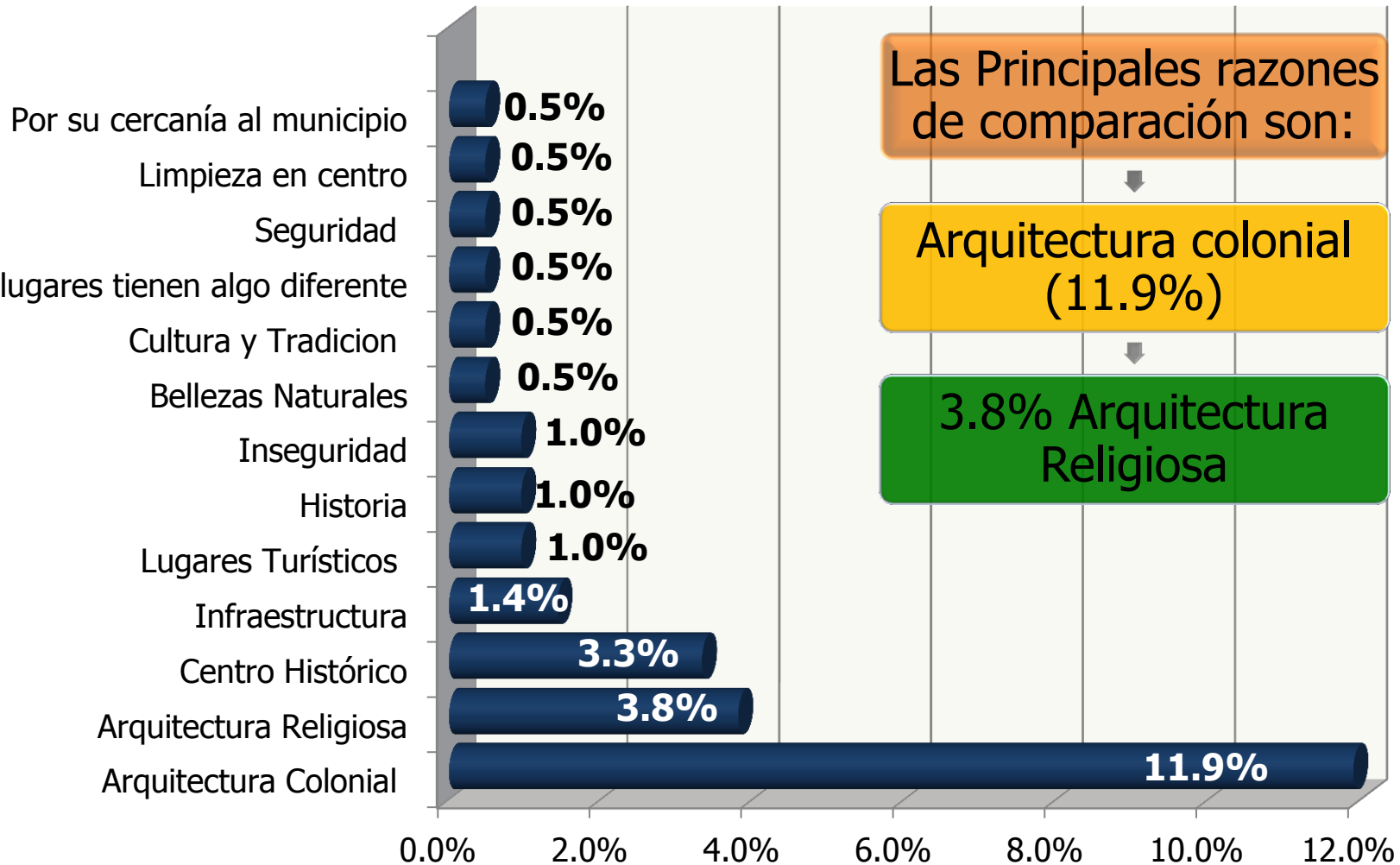
Nota: La diferencia para el 100% corresponde al No Contesto.

Sitios con los que Comparan a la Región



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

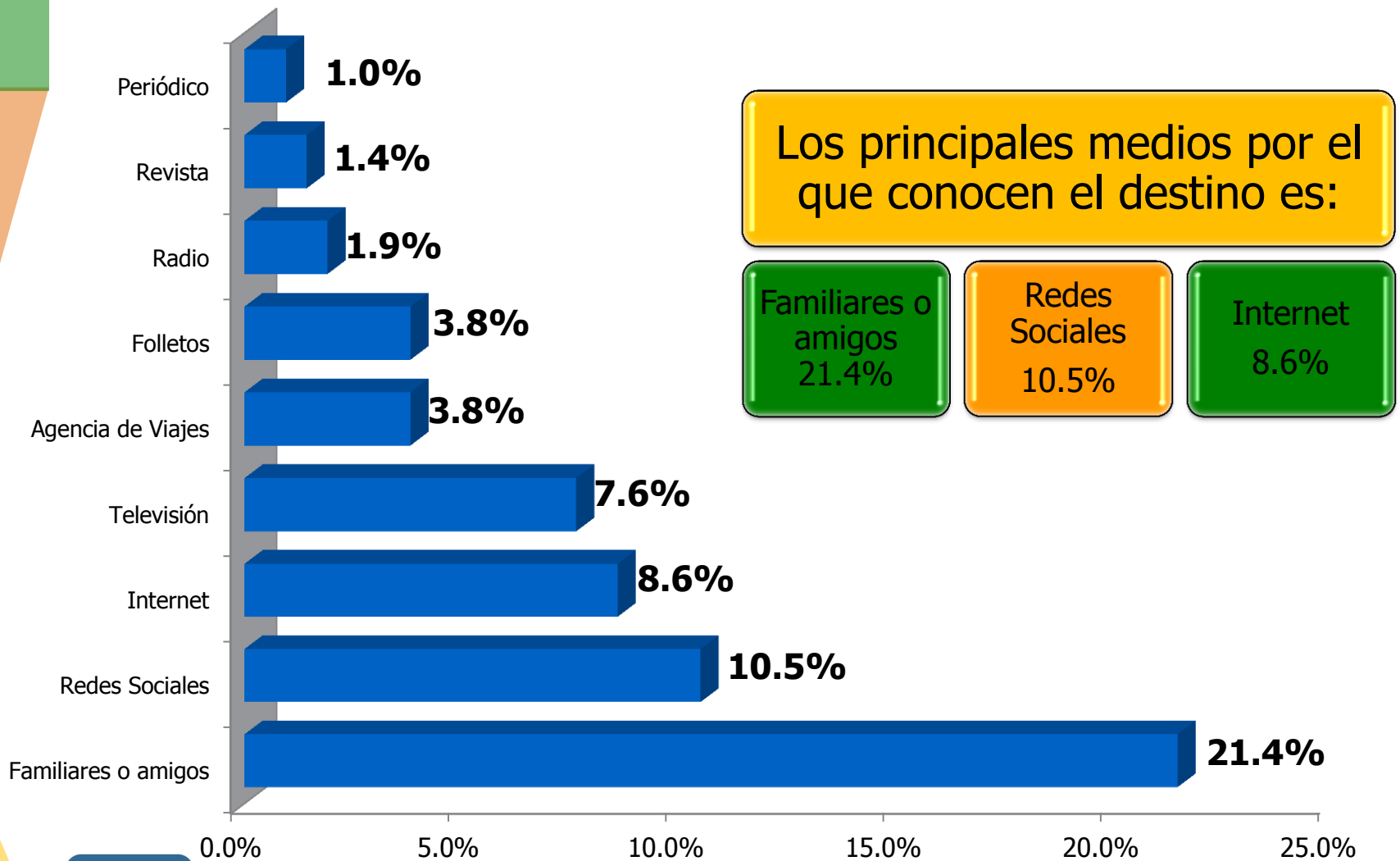
Razones de Comparación con Otro Destino



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



Medio por el que se enteró o Conoce el destino



0.0% 5.0% 10.0% 15.0% 20.0% 25.0%

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

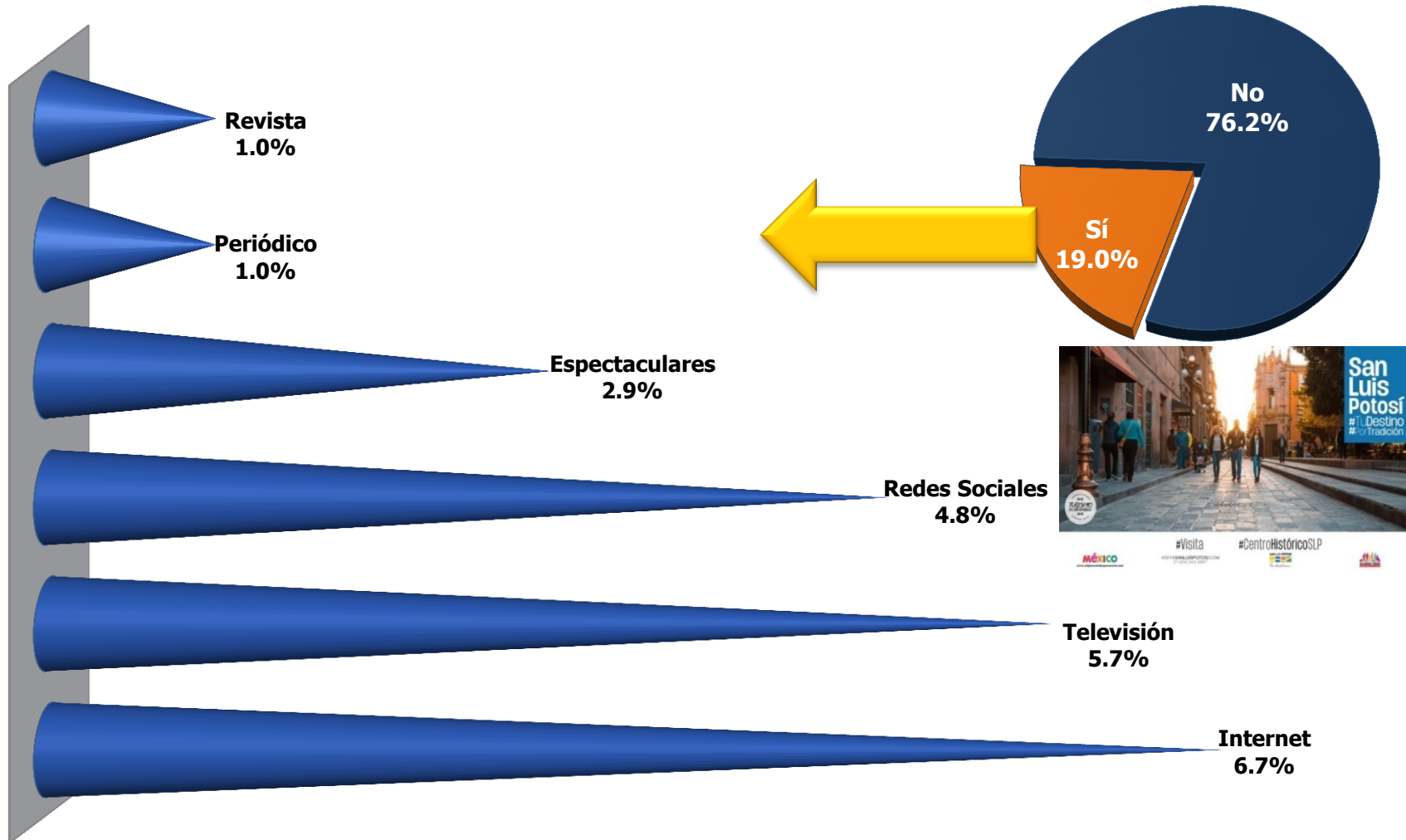


Medio por el que se entero o Conoce de la Región por Lugar de Origen

| Medio de Comunicación | Jalisco | Ciudad de México | Guanajuato | Nuevo León | Aguascalientes | Baja California | Hidalgo | San Luis Potosí | Chihuahua | Estado de México | Puebla | Querétaro | Sinaloa | Tamaulipas | Veracruz | Otras Menciones | Total |
|-----------------------|--------------|------------------|-------------|-------------|----------------|-----------------|-------------|-----------------|-------------|------------------|-------------|-------------|-------------|-------------|-------------|-----------------|---------------|
| Familiares o amigos | 3.8% | 1.0% | 1.9% | 2.4% | 1.9% | 1.0% | 1.0% | 1.0% | 0.5% | 1.4% | 0.5% | 0.5% | 0.0% | 1.0% | 0.0% | 3.8% ↑ | 21.4% |
| Redes Sociales | 1.9% | 1.9% | 0.0% | 1.0% | 0.0% | 0.0% | 0.5% | 0.5% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% | 3.8% → | 10.5% |
| Internet | 1.4% | 1.4% | 0.5% | 0.0% | 0.0% | 1.4% | 0.5% | 0.0% | 0.0% | 0.0% | 0.5% | 0.5% | 0.5% | 0.0% | 1.0% | 1.0% → | 8.6% |
| Televisión | 1.0% | 1.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% | 0.5% | 0.0% | 0.0% | 0.5% | 1.0% | 0.0% | 0.0% | 3.3% → | 7.6% |
| Agencia de Viajes | 0.5% | 0.5% | 0.0% | 0.0% | 0.5% | 0.5% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.5% | 0.5% ↓ | 3.8% |
| Folleto | 0.0% | 0.5% | 0.5% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% | 0.0% | 1.9% ↓ | 3.8% |
| Radio | 0.5% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% ↓ | 1.9% |
| Revista | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.5% ↓ | 1.4% |
| Periódico | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% ↓ | 1.0% |
| Otro | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% ↓ | 0.0% |
| No contestó | 4.3% | 3.3% | 2.9% | 3.3% | 2.4% | 1.0% | 1.4% | 1.9% | 1.4% | 1.4% | 1.4% | 1.0% | 1.0% | 1.4% | 1.0% | 11.0% | 40.0% |
| Total | 13.3% | 9.5% | 6.7% | 6.7% | 4.8% | 4.8% | 3.8% | 3.8% | 2.9% | 2.9% | 2.9% | 2.9% | 2.9% | 2.9% | 2.9% | 26.7% | 100.0% |



Recordación de la Publicidad “San Luis Potosí, tu destino por tradición”

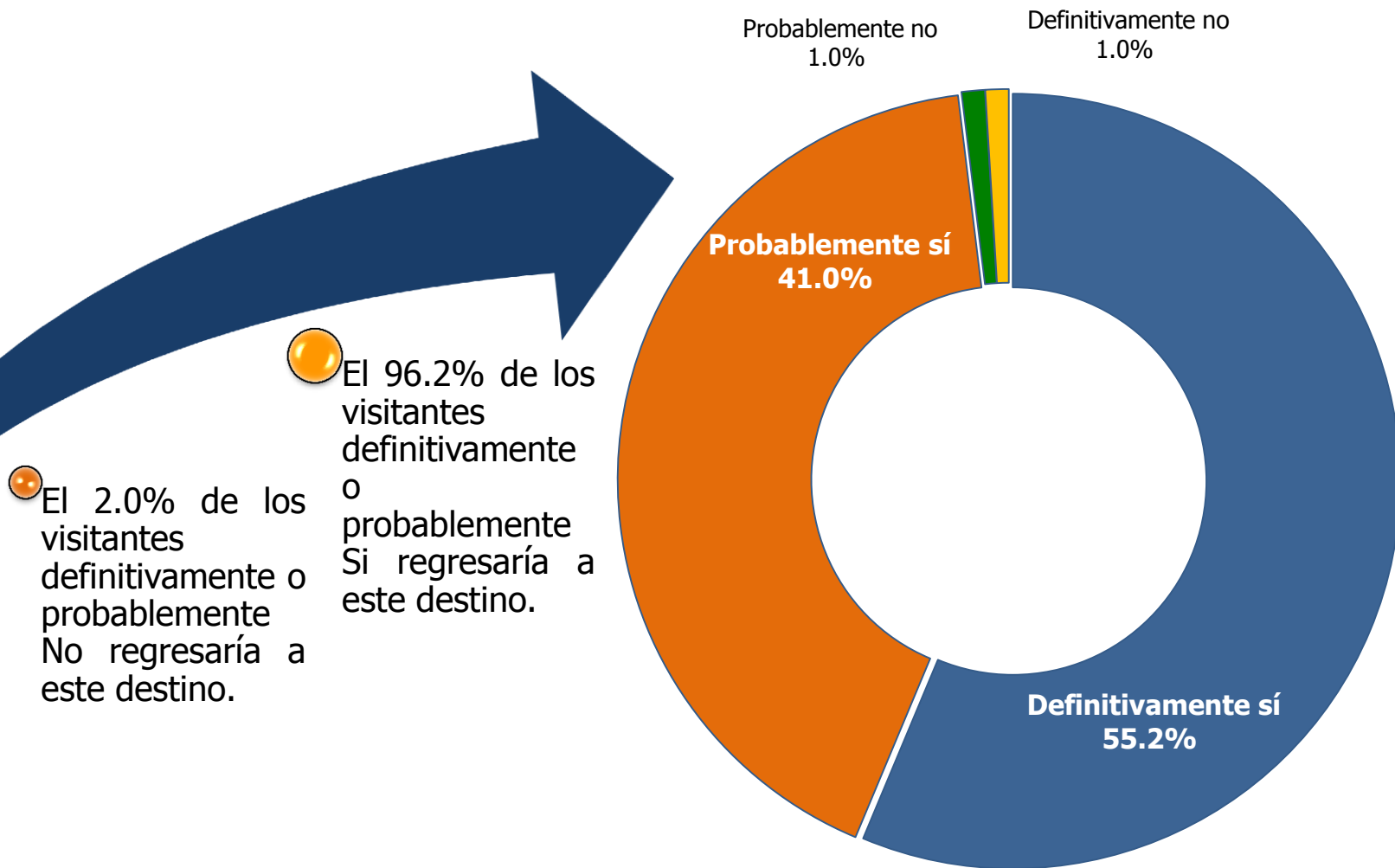


Nota: La diferencia para el 100% corresponde al No Contesto.

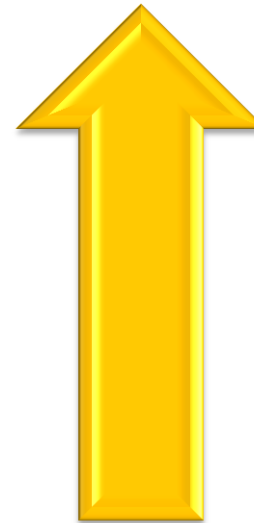
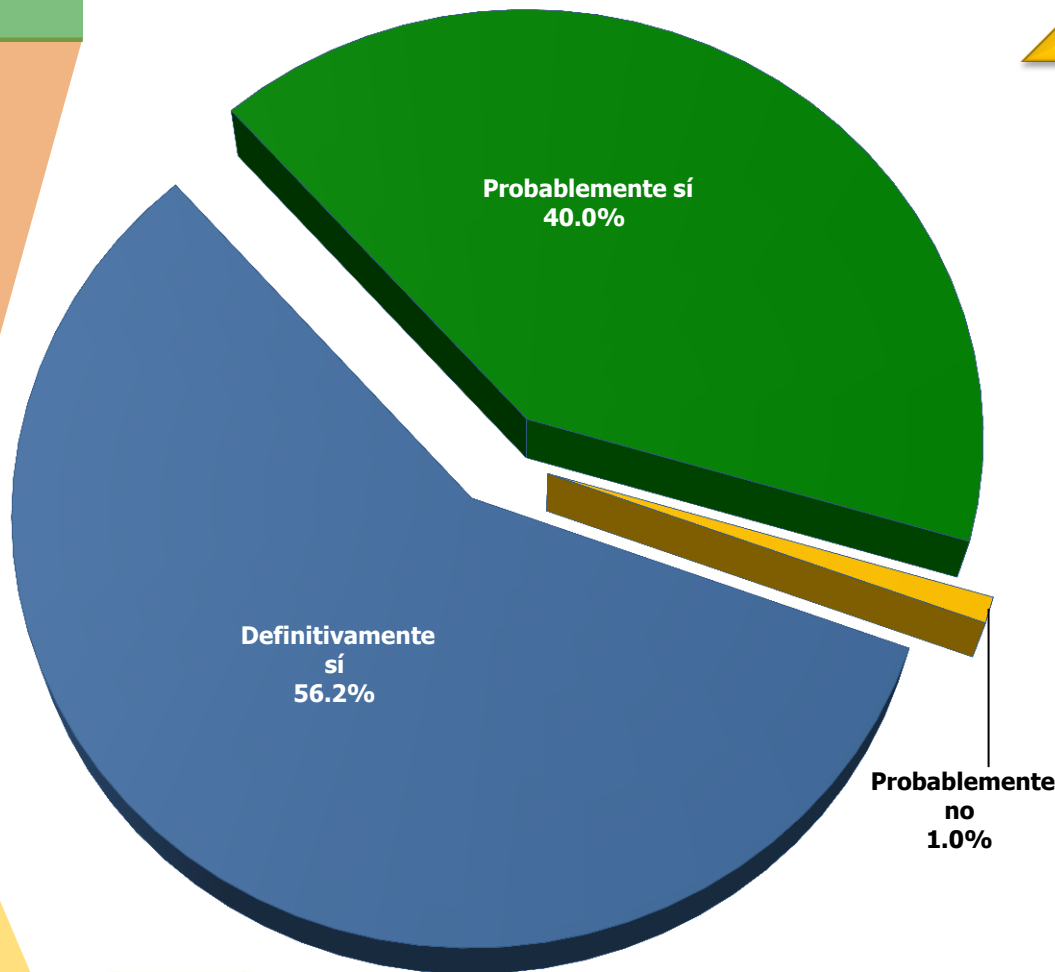
Calificación de destino

| Concepto | Excelente | Bueno | Regular | Malo | Pésimo | No Contestó | Total |
|--|--------------|--------------|--------------|-------------|-------------|-------------|---------------|
| Sitios y Atractivos Turísticos | ↑ 55.2% | ↑ 41.0% | ↓ 1.9% | ↓ 1.0% | ↓ 0.0% | 1.0% | 100.0% |
| Calidad de la Infraestructura Turística | ↑ 47.6% | ↑ 46.7% | ↓ 1.9% | ↓ 1.9% | ↓ 1.0% | 1.0% | 100.0% |
| Imagen del Destino | ↑ 49.5% | ↑ 41.9% | ↓ 3.8% | ↓ 2.9% | ↓ 1.0% | 1.0% | 100.0% |
| Experiencia de Viaje del destino | ↑ 54.3% | ↑ 41.0% | ↓ 1.9% | ↓ 0.0% | ↓ 1.0% | 1.9% | 100.0% |
| Hospitalidad de los residentes | ↑ 58.1% | → 31.4% | ↓ 6.7% | ↓ 1.0% | ↓ 1.0% | 1.9% | 100.0% |
| Limpieza en las calles y áreas públicas | ↓ 17.1% | ↑ 42.9% | → 23.8% | ↓ 8.6% | ↓ 6.7% | 1.0% | 100.0% |
| Transporte Público local | ↓ 12.5% | ↑ 30.8% | → 19.2% | ↓ 7.7% | ↓ 7.7% | 22.1% | 100.0% |
| Percepción de la seguridad | → 20.0% | ↑ 42.9% | → 23.8% | ↓ 3.8% | ↓ 6.7% | 2.9% | 100.0% |
| Señalética para llegar al destino | ↑ 53.3% | → 35.2% | ↓ 5.7% | ↓ 1.9% | ↓ 1.9% | 1.9% | 100.0% |
| Señalética del destino | ↑ 51.0% | ↑ 35.6% | ↓ 8.7% | ↓ 0.0% | ↓ 2.9% | 1.9% | 100.0% |
| Disponibilidad de información turística | ↑ 51.4% | ↑ 35.2% | ↓ 9.5% | ↓ 1.9% | ↓ 0.0% | 1.9% | 100.0% |
| La relación calidad/precio en el destino | → 33.3% | ↑ 53.3% | ↓ 9.5% | ↓ 1.0% | ↓ 1.9% | 1.0% | 100.0% |
| Estacionamientos | → 21.9% | ↑ 41.0% | → 16.2% | ↓ 4.8% | ↓ 1.0% | 15.2% | 100.0% |
| Artesanías | ↑ 57.1% | → 34.3% | ↓ 3.8% | ↓ 0.0% | ↓ 1.0% | 3.8% | 100.0% |
| Gastronomía | ↑ 75.2% | ↓ 17.1% | ↓ 4.8% | ↓ 1.9% | ↓ 0.0% | 1.0% | 100.0% |
| Vendedores Ambulantes | → 28.6% | ↑ 63.6% | ↓ 2.6% | ↓ 2.6% | ↓ 1.3% | 1.3% | 100.0% |
| Contaminación | ↓ 20.0% | ↑ 45.7% | ↓ 14.3% | ↓ 7.6% | ↓ 9.5% | 2.9% | 100.0% |
| Sanitarios | ↓ 7.6% | ↑ 27.6% | ↑ 38.1% | ↓ 16.2% | ↓ 5.7% | 4.8% | 100.0% |
| Total | 39.8% | 38.9% | 11.0% | 3.6% | 2.8% | 3.8% | 100.0% |

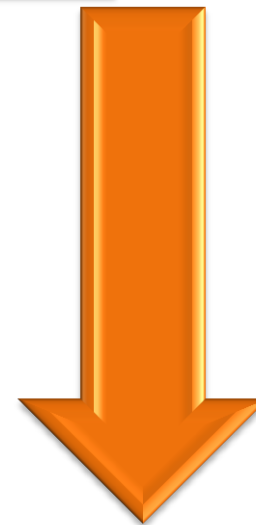
Opinión de Regresar a este destino



Opinión de Recomendar a este destino

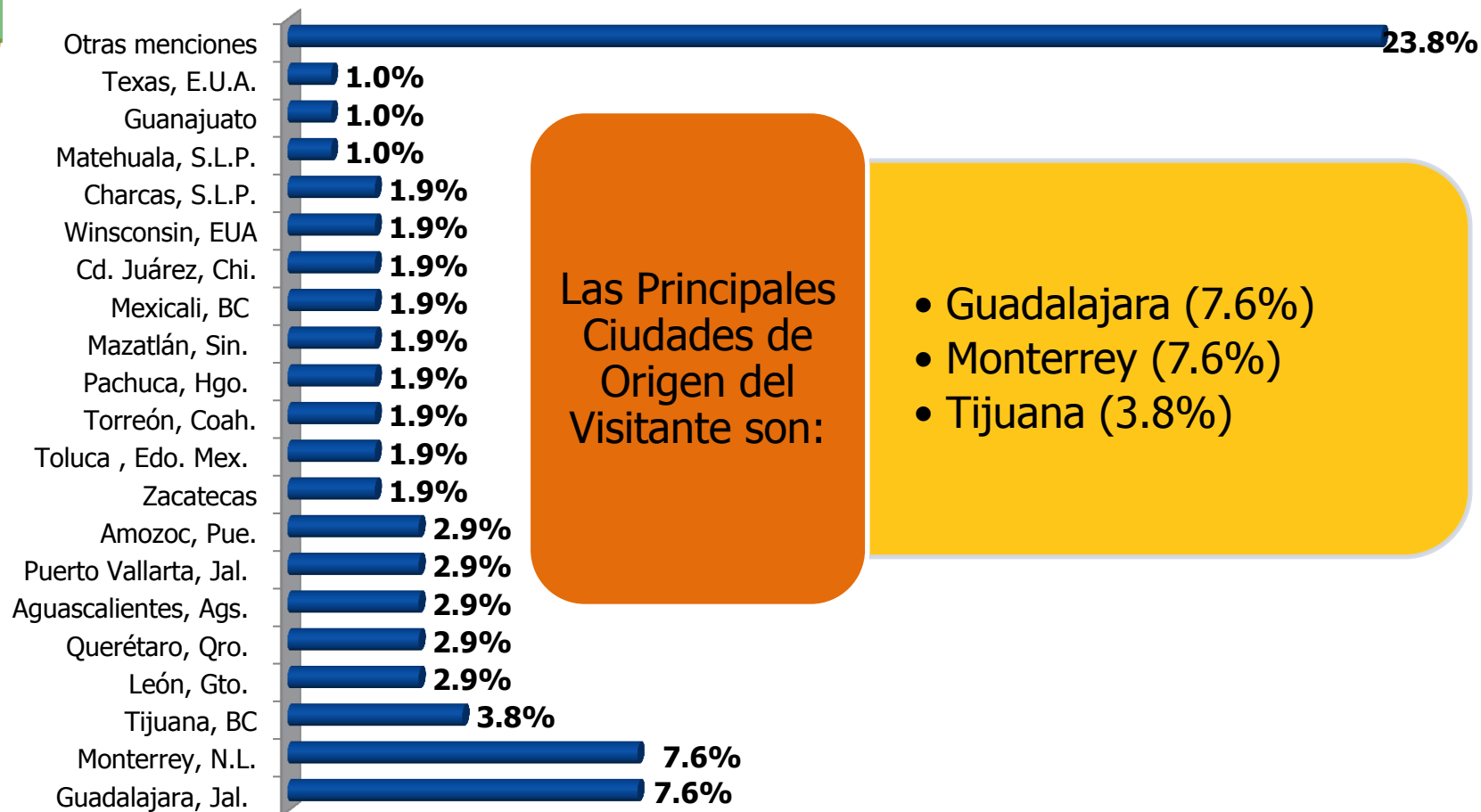


El 96.2% de los visitantes definitivamente o probablemente recomendaría el destino.



El 1.0% de los visitantes definitivamente o probablemente no recomendaría el destino.

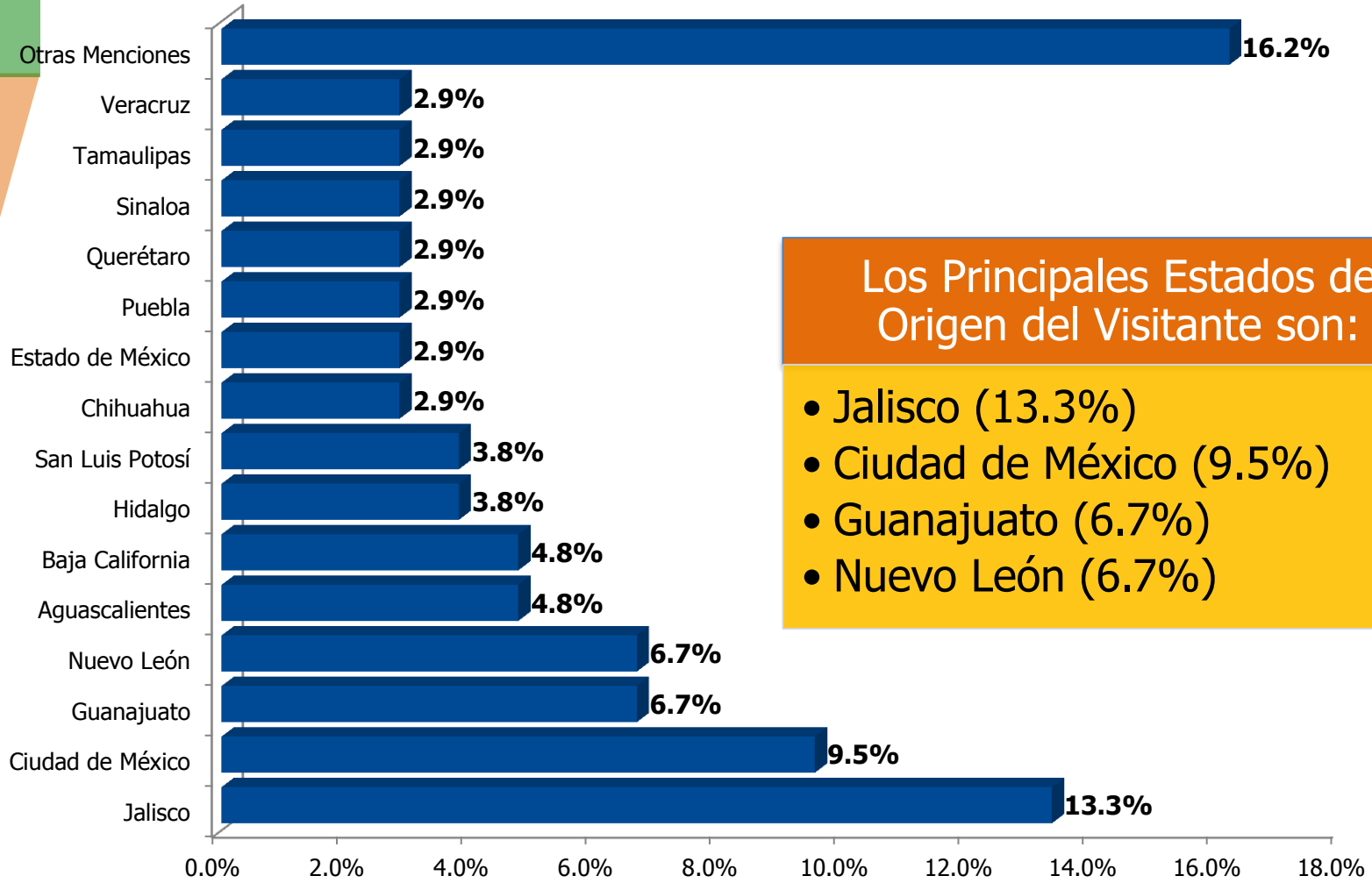
Principales Ciudades de Origen del Visitante



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



Principales Estados de Origen del Visitante



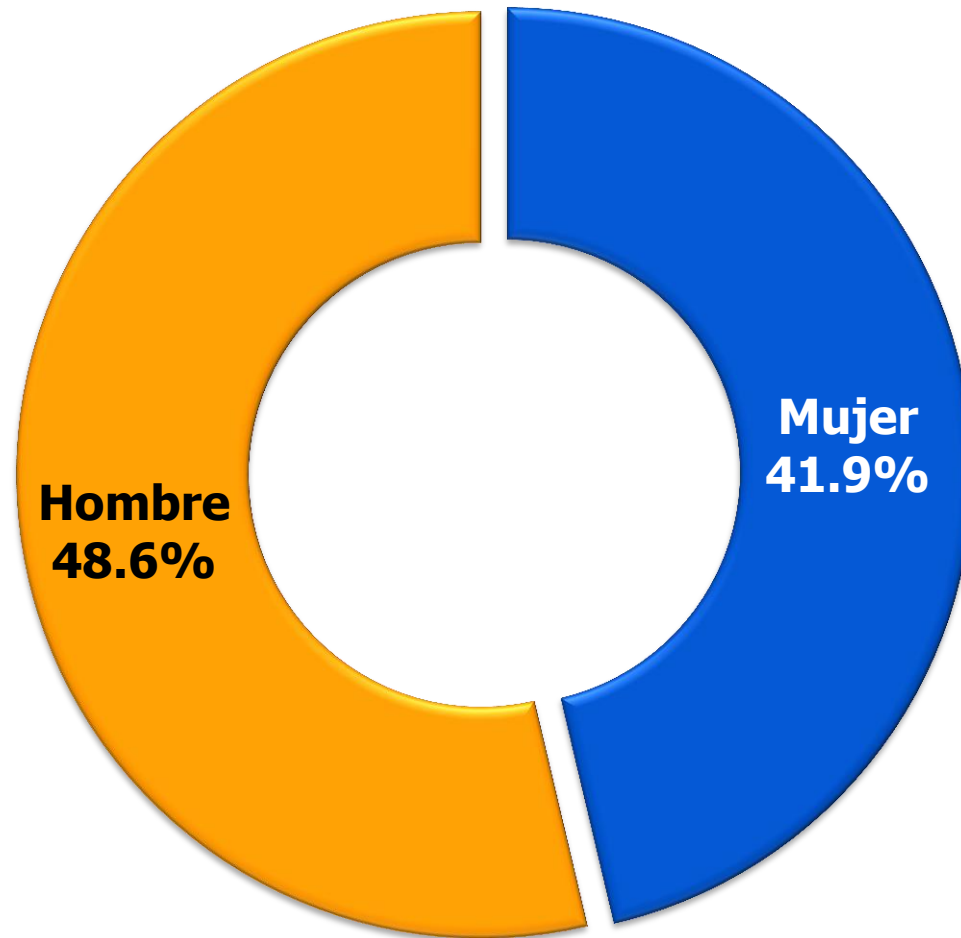
Los Principales Estados de Origen del Visitante son:

- Jalisco (13.3%)
- Ciudad de México (9.5%)
- Guanajuato (6.7%)
- Nuevo León (6.7%)

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



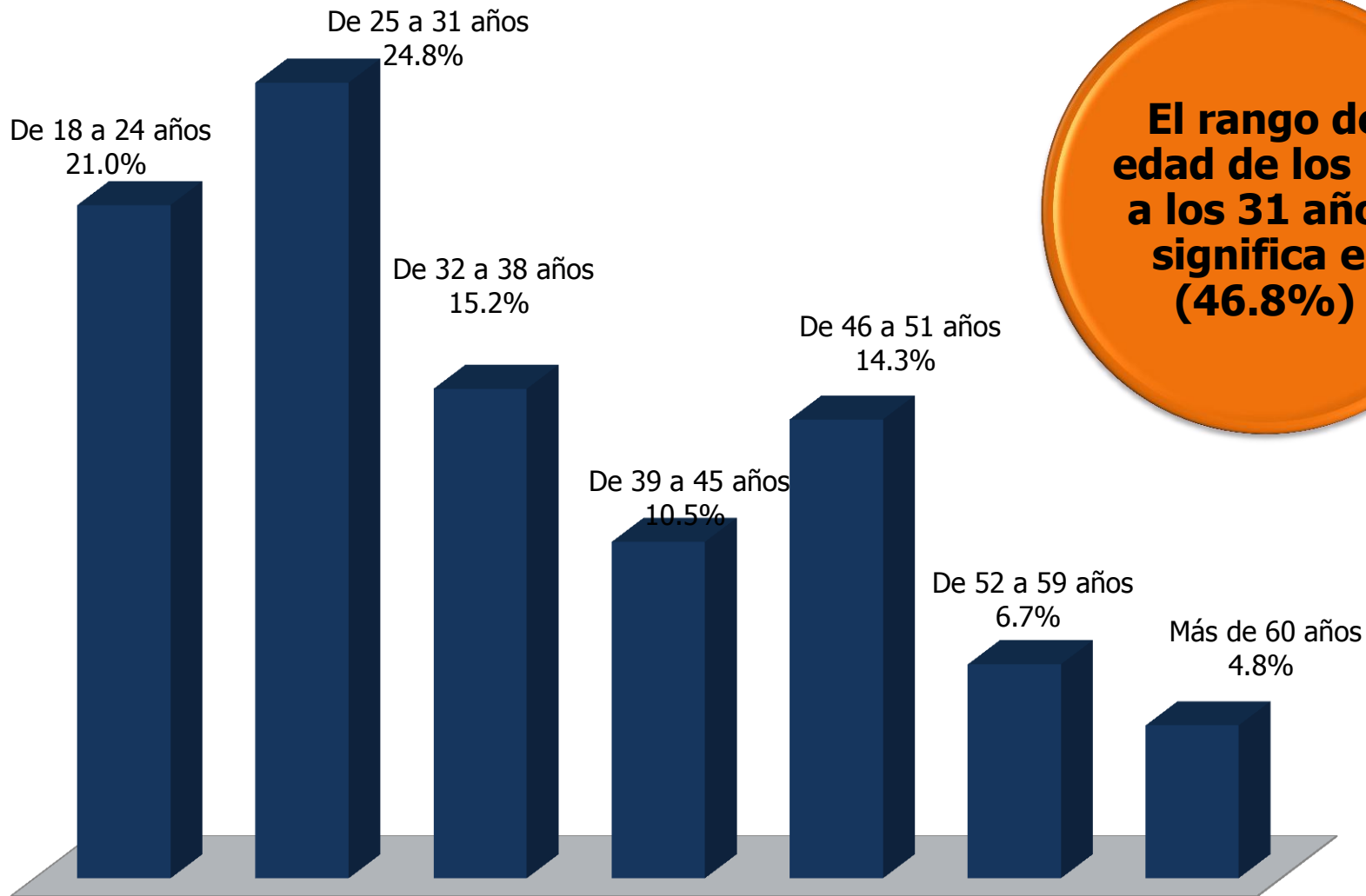
Sexo del Visitante a la Región



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



Rango de Edad de los Visitantes



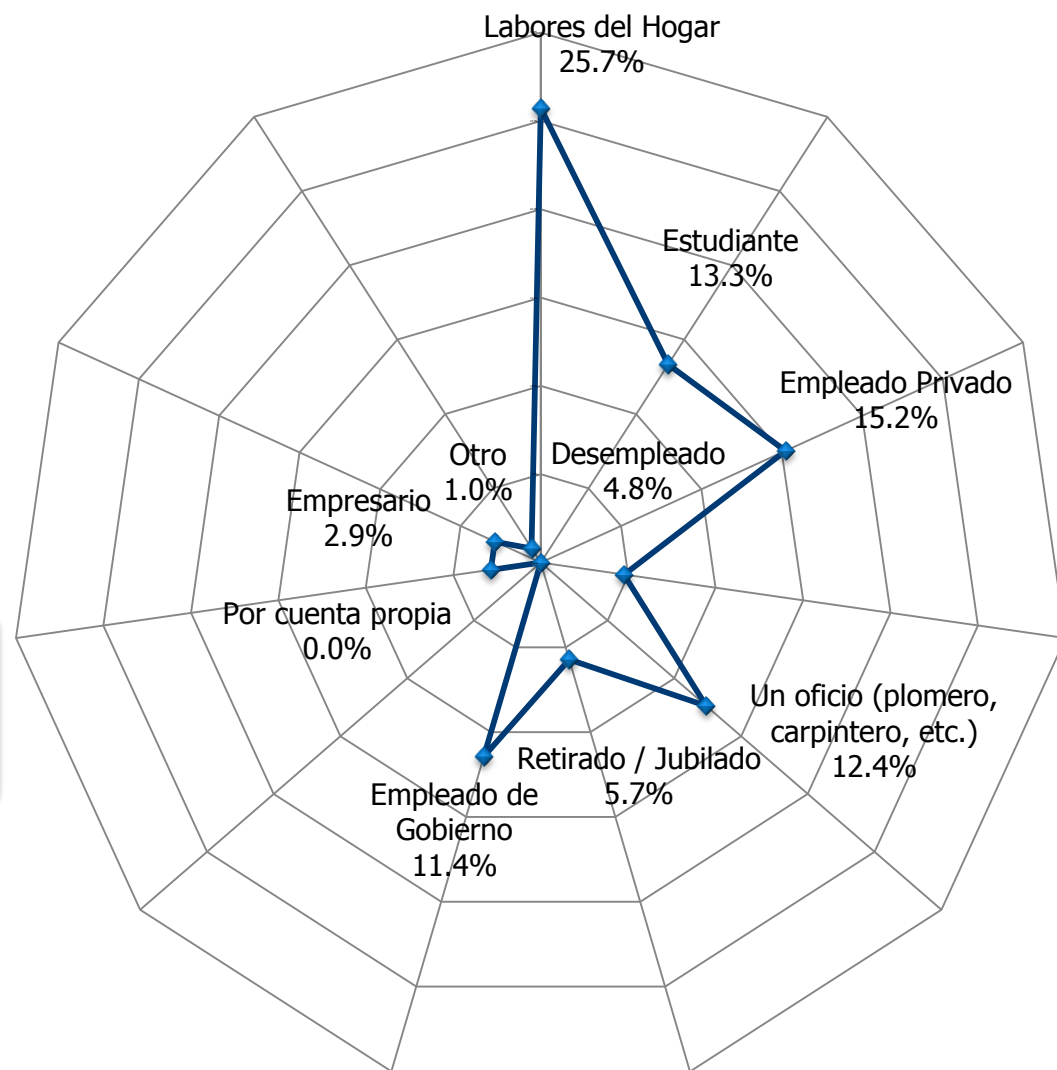
Nota: La diferencia para el 100% corresponde al No Contesto.

Ocupación del Visitante a San Luis Potosí

Una importante parte de los visitantes se dedican a labores del hogar (25.7%)

Otro segmento importante (15.2%) son empleados privados y estudiantes (13.3%).

El 12.4% desempeña algún oficio al momento de la encuesta.





SAN LUIS POTOSÍ



Tu destino...

Resultados con perspectiva de género Soledad de Graciano Sánchez, S.L.P.

Semana Santa 2018

Resultados con Perspectiva de Género

Lugar de Encuesta

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------------------|--------------|--------------|-------------|---------------|
| San Luis Potosí | 0.0% | 0.0% | 0.0% | 0.0% |
| Soledad de Graciano Sánchez | 41.9% | 48.6% | 9.5% | 100.0% |
| No contestó | 0.0% | 0.0% | 0.0% | 0.0% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Frecuencia con que visita el Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|-------------------------|--------------|--------------|-------------|---------------|
| Primera vez | 26.7% | 25.7% | 6.7% | 59.0% |
| Una vez al año | 9.5% | 15.2% | 2.9% | 27.6% |
| Dos veces al año | 2.9% | 3.8% | 0.0% | 6.7% |
| Tres o más veces al año | 2.9% | 3.8% | 0.0% | 6.7% |
| No contesto | 0.0% | 0.0% | 0.0% | 0.0% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Noches que permanecerá en la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|-------------|---------------|
| Ninguna | 1.9% | 7.6% | 1.0% | 10.5% |
| Una noche | 4.8% | 2.9% | 0.0% | 7.6% |
| Dos noches | 9.5% | 6.7% | 0.0% | 16.2% |
| Tres noches | 4.8% | 7.6% | 1.9% | 14.3% |
| Cuatro noches | 3.8% | 1.9% | 1.0% | 6.7% |
| Cinco noches | 5.7% | 4.8% | 1.0% | 11.4% |
| Seis noches | 0.0% | 1.0% | 0.0% | 1.0% |
| Siete noches | 1.9% | 2.9% | 1.0% | 5.7% |
| Ocho noches | 0.0% | 1.0% | 0.0% | 1.0% |
| Nueve noches | 0.0% | 1.0% | 0.0% | 1.0% |
| Diez noches | 0.0% | 0.0% | 1.0% | 1.0% |
| Más de Diez noches | 0.0% | 1.0% | 0.0% | 1.0% |
| No contesto | 9.5% | 10.5% | 2.9% | 22.9% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |



Resultados con Perspectiva de Género

Lugar donde se esta hospedando

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|-------------|---------------|
| Hotel | 21.0% | 21.9% | 0.0% | 42.9% |
| Familia / Amigos | 15.2% | 24.8% | 7.6% | 47.6% |
| Acampará | 1.9% | 1.0% | 0.0% | 2.9% |
| No contesto | 3.8% | 1.0% | 1.9% | 6.7% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Nombre Hotel donde Hospeda

| Concepto | Mujer | Hombre | No Contesto | Total |
|---|--------------|--------------|-------------|---------------|
| Hotel Panorama, San Luis Potosí | 1.9% | 3.8% | 0.0% | 5.7% |
| Hotel Real Plaza, San Luis Potosí | 4.8% | 1.0% | 0.0% | 5.7% |
| Gran Hotel Concordia, San Luis Potosí | 1.0% | 2.9% | 0.0% | 3.8% |
| Hotel María Cristina, San Luis Potosí | 1.0% | 1.9% | 0.0% | 2.9% |
| Hotel Nápoles, San Luis Potosí | 0.0% | 2.9% | 0.0% | 2.9% |
| Hotel Holiday Inn Express San Luis Potosí | 0.0% | 1.9% | 0.0% | 1.9% |
| Hotel Real de Minas, San Luis Potosí | 0.0% | 1.9% | 0.0% | 1.9% |
| Hotel San Francisco, San Luis Potosí | 1.0% | 1.0% | 0.0% | 1.9% |
| Hotel Courtyard Marriott, San Luis Potosí | 0.0% | 1.0% | 0.0% | 1.0% |
| Hotel Holiday Inn San Luis Potosí Querétaro | 0.0% | 1.0% | 0.0% | 1.0% |
| Hotel Fiesta Inn San Luis Potosí Gloria | 1.0% | 0.0% | 0.0% | 1.0% |
| Hotel María Dolores, San Luis Potosí | 1.0% | 0.0% | 0.0% | 1.0% |
| Hotel City Express San Luis Zona Industrial | 0.0% | 1.0% | 0.0% | 1.0% |
| Hotel Comfort Inn, San Luis Potosí | 1.0% | 0.0% | 0.0% | 1.0% |
| Hotel Ibis, San Luis Potosí | 1.0% | 0.0% | 0.0% | 1.0% |
| Hotel One San Luis Potosí Glorieta Juárez | 1.0% | 0.0% | 0.0% | 1.0% |
| Hotel de Gante, San Luis Potosí | 0.0% | 1.0% | 0.0% | 1.0% |
| Hotel del Río Inn, San Luis Potosí | 1.0% | 0.0% | 0.0% | 1.0% |
| No contesto | 26.7% | 27.6% | 9.5% | 63.8% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |



Resultados con Perspectiva de Género

Forma de Viaje

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|-------------|---------------|
| Solo | 2.9% | 8.6% | 0.0% | 11.4% |
| Pareja | 21.9% | 19.0% | 3.8% | 44.8% |
| Familia | 13.3% | 17.1% | 2.9% | 33.3% |
| Amistades | 2.9% | 3.8% | 2.9% | 9.5% |
| Agrupación | 1.0% | 0.0% | 0.0% | 1.0% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Número de Acompañantes

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------------|--------------|--------------|-------------|---------------|
| Tres | 3.8% | 11.4% | 1.9% | 17.1% |
| Cuatro | 7.6% | 6.7% | 1.0% | 15.2% |
| Dos | 1.9% | 7.6% | 1.9% | 11.4% |
| Uno | 11.4% | 4.8% | 1.9% | 18.1% |
| Cinco | 1.9% | 1.0% | 0.0% | 2.9% |
| Seis | 2.9% | 1.0% | 1.0% | 4.8% |
| Más de quince personas | 0.0% | 1.0% | 0.0% | 1.0% |
| Siete | 0.0% | 0.0% | 1.0% | 1.0% |
| No contesto | 12.4% | 15.2% | 1.0% | 28.6% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Medio de Transporte Utilizado

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|-------------|---------------|
| Automóvil | 23.8% | 24.8% | 3.8% | 52.4% |
| Autobús de línea | 11.4% | 19.0% | 2.9% | 33.3% |
| Autobús rentado | 1.0% | 1.0% | 1.0% | 2.9% |
| Avión | 4.8% | 2.9% | 1.9% | 9.5% |
| No contestó | 1.0% | 1.0% | 0.0% | 1.9% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |



Resultados con Perspectiva de Género

Gasto Promedio en Hospedaje

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|-------------|---------------|
| 300 a 400 pesos | 3.8% | 3.8% | 0.0% | 7.6% |
| 401 a 550 pesos | 1.9% | 1.0% | 0.0% | 2.9% |
| 551 a 700 pesos | 1.0% | 2.9% | 1.0% | 4.8% |
| 701 a 850 pesos | 6.7% | 4.8% | 0.0% | 11.4% |
| 851 a 999 pesos | 4.8% | 4.8% | 0.0% | 9.5% |
| Más de 1,000 pesos | 3.8% | 7.6% | 0.0% | 11.4% |
| No contesto | 20.0% | 23.8% | 8.6% | 52.4% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Gasto Promedio en Compras

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|-------------|---------------|
| De 100 a 200 pesos | 2.9% | 9.5% | 1.0% | 13.3% |
| De 201 a 250 pesos | 8.6% | 8.6% | 2.9% | 20.0% |
| De 251 a 300 pesos | 8.6% | 7.6% | 3.8% | 20.0% |
| De 301 a 400 pesos | 6.7% | 5.7% | 1.0% | 13.3% |
| De 401 a 500 pesos | 6.7% | 5.7% | 1.0% | 13.3% |
| Más de 500 pesos | 7.6% | 7.6% | 0.0% | 15.2% |
| No contesto | 1.0% | 3.8% | 0.0% | 4.8% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Gasto Promedio en Alimentos y Bebidas

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|-------------|---------------|
| De 100 a 200 pesos | 5.7% | 9.5% | 0.0% | 15.2% |
| De 201 a 250 pesos | 7.6% | 9.5% | 3.8% | 21.0% |
| De 251 a 300 pesos | 9.5% | 10.5% | 1.0% | 21.0% |
| De 301 a 400 pesos | 4.8% | 3.8% | 3.8% | 12.4% |
| De 401 a 500 pesos | 6.7% | 2.9% | 0.0% | 9.5% |
| Más de 500 pesos | 6.7% | 7.6% | 1.0% | 15.2% |
| No contesto | 1.0% | 4.8% | 0.0% | 5.7% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Gasto Promedio en Souvenirs

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|-------------|---------------|
| De 100 a 200 pesos | 17.1% | 21.0% | 2.9% | 41.0% |
| De 201 a 250 pesos | 8.6% | 4.8% | 2.9% | 16.2% |
| De 251 a 300 pesos | 1.9% | 1.0% | 1.0% | 3.8% |
| De 301 a 400 pesos | 0.0% | 2.9% | 0.0% | 2.9% |
| De 401 a 500 pesos | 1.9% | 0.0% | 1.0% | 2.9% |
| Más de 500 pesos | 3.8% | 1.0% | 0.0% | 4.8% |
| No contesto | 8.6% | 18.1% | 1.9% | 28.6% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Gasto Promedio en Transportación Local

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|-------------|---------------|
| De 100 a 200 pesos | 13.3% | 10.5% | 1.9% | 25.7% |
| De 201 a 250 pesos | 3.8% | 4.8% | 1.0% | 9.5% |
| De 251 a 300 pesos | 3.8% | 1.0% | 0.0% | 4.8% |
| De 301 a 400 pesos | 1.9% | 3.8% | 0.0% | 5.7% |
| De 401 a 500 pesos | 1.0% | 0.0% | 1.0% | 1.9% |
| No contesto | 18.1% | 28.6% | 5.7% | 52.4% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Gasto Promedio en Gasolina

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|-------------|---------------|
| De 100 a 200 pesos | 0.0% | 2.9% | 0.0% | 2.9% |
| De 201 a 250 pesos | 1.9% | 3.8% | 1.9% | 7.6% |
| De 251 a 300 pesos | 2.9% | 4.8% | 1.9% | 9.5% |
| De 301 a 400 pesos | 9.5% | 4.8% | 0.0% | 14.3% |
| De 401 a 500 pesos | 4.8% | 3.8% | 0.0% | 8.6% |
| Más de 500 pesos | 4.8% | 3.8% | 1.9% | 10.5% |
| No contesto | 18.1% | 24.8% | 3.8% | 46.7% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |



Resultados con Perspectiva de Género

Razón Principal de Viaje a la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------------|--------------|--------------|-------------|---------------|
| Descanso / Vacaciones | 8.9% | 9.8% | 1.9% | 20.6% |
| Visita a familiares | 3.8% | 6.7% | 1.6% | 12.1% |
| Cultural | 1.3% | 2.5% | 0.3% | 4.1% |
| Ecoturismo | 1.0% | 2.9% | 0.0% | 3.8% |
| Turismo de Aventura | 1.0% | 1.3% | 0.3% | 2.5% |
| Gastronómico | 0.6% | 1.0% | 0.6% | 2.2% |
| Negocios | 0.3% | 1.3% | 0.0% | 1.6% |
| Religioso | 0.0% | 0.6% | 0.6% | 1.3% |
| Compra de artesanías | 0.6% | 0.6% | 0.0% | 1.3% |
| Deportivo | 0.3% | 0.3% | 0.0% | 0.6% |
| Otro | 0.0% | 0.3% | 0.0% | 0.3% |
| No Contestó | 24.1% | 21.3% | 4.1% | 49.5% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Con que sitios compararía la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------------------------|--------------|--------------|-------------|---------------|
| Zacatecas, Zac. | 3.8% | 1.0% | 1.0% | 5.7% |
| Ninguno | 1.0% | 2.9% | 0.5% | 4.3% |
| Querétaro, Qro. | 1.4% | 1.4% | 0.5% | 3.3% |
| Guanajuato, Gto. | 1.0% | 1.0% | 1.0% | 2.9% |
| Ciudad de México | 0.5% | 1.9% | 0.0% | 2.4% |
| Puebla, Pue. | 1.4% | 1.0% | 0.0% | 2.4% |
| Aguascalientes, Ags. | 1.0% | 1.4% | 0.0% | 2.4% |
| Chiapas, Chis. | 0.0% | 1.9% | 0.0% | 1.9% |
| San Miguel de Allende, Gto. | 1.4% | 0.0% | 0.0% | 1.4% |
| León, Gto. | 0.0% | 1.0% | 0.0% | 1.0% |
| San Juan de los Lagos, Jal. | 0.5% | 0.5% | 0.0% | 1.0% |
| España | 0.0% | 1.0% | 0.0% | 1.0% |
| Guadalajara, Jal. | 0.0% | 0.5% | 0.0% | 0.5% |
| Morelia, Gto. | 0.0% | 0.0% | 0.5% | 0.5% |
| Venezuela | 0.0% | 0.0% | 0.5% | 0.5% |
| Dolores Hidalgo, Gto. | 0.0% | 0.5% | 0.0% | 0.5% |
| San Cristobal de las Casas, Chis. | 0.5% | 0.0% | 0.0% | 0.5% |
| Ciudad Juárez, Chih. | 0.5% | 0.0% | 0.0% | 0.5% |
| No Contesto | 28.6% | 32.9% | 5.7% | 67.1% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Razones de Comparación con la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|---|--------------|--------------|-------------|---------------|
| Arquitectura Colonial | 5.2% | 4.8% | 1.9% | 11.9% |
| Arquitectura Religiosa | 1.4% | 1.9% | 0.5% | 3.8% |
| Centro Historico | 1.9% | 1.0% | 0.5% | 3.3% |
| Infraestructura | 0.5% | 1.0% | 0.0% | 1.4% |
| Lugares Turísticos | 0.0% | 1.0% | 0.0% | 1.0% |
| Historia | 0.0% | 1.0% | 0.0% | 1.0% |
| Inseguridad | 0.5% | 0.5% | 0.0% | 1.0% |
| Bellezas Naturales | 0.0% | 0.5% | 0.0% | 0.5% |
| Corrupción | 0.0% | 0.0% | 0.5% | 0.5% |
| Cultura y Tradicion | 0.0% | 0.5% | 0.0% | 0.5% |
| Todos los lugares tienen algo diferente | 0.0% | 0.5% | 0.0% | 0.5% |
| Seguridad | 0.0% | 0.5% | 0.0% | 0.5% |
| Limpieza en centro | 0.5% | 0.0% | 0.0% | 0.5% |
| Por su cercanía al municipio | 0.5% | 0.0% | 0.0% | 0.5% |
| No contestó | 31.4% | 35.7% | 6.2% | 73.3% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |



Resultados con Perspectiva de Género

Porque medio se enteró del destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------|--------------|--------------|-------------|---------------|
| Familiares o amigos | 6.7% | 11.9% | 2.9% | 21.4% |
| Redes Sociales | 5.2% | 3.8% | 1.4% | 10.5% |
| Internet | 3.3% | 3.8% | 1.4% | 8.6% |
| Televisión | 3.3% | 4.3% | 0.0% | 7.6% |
| Agencia de Viajes | 3.3% | 0.5% | 0.0% | 3.8% |
| Folletos | 1.4% | 1.9% | 0.5% | 3.8% |
| Radio | 0.5% | 1.4% | 0.0% | 1.9% |
| Revista | 0.5% | 1.0% | 0.0% | 1.4% |
| Periódico | 0.5% | 0.5% | 0.0% | 1.0% |
| No contestó | 17.1% | 19.5% | 3.3% | 40.0% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Recuerda Publicidad del Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|-------------|---------------|
| Sí | 5.7% | 10.5% | 2.9% | 19.0% |
| No | 34.3% | 36.2% | 5.7% | 76.2% |
| No contesto | 1.9% | 1.9% | 1.0% | 4.8% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Medio en que recuerda la publicidad

| Concepto | Mujer | Hombre | No Contesto | Total |
|----------------|--------------|--------------|-------------|---------------|
| Internet | 3.8% | 1.0% | 1.9% | 6.7% |
| Televisión | 3.8% | 1.9% | 0.0% | 5.7% |
| Redes Sociales | 0.0% | 3.8% | 1.0% | 4.8% |
| Espectaculares | 0.0% | 2.9% | 0.0% | 2.9% |
| Periódico | 0.0% | 1.0% | 0.0% | 1.0% |
| Revista | 0.0% | 1.0% | 0.0% | 1.0% |
| No contesto | 34.3% | 37.1% | 6.7% | 78.1% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Resultados con Perspectiva de Género

Regresaría al Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|-------------|---------------|
| Definitivamente sí | 22.9% | 27.6% | 4.8% | 55.2% |
| Probablemente sí | 18.1% | 19.0% | 3.8% | 41.0% |
| Probablemente no | 0.0% | 1.0% | 0.0% | 1.0% |
| Definitivamente no | 0.0% | 1.0% | 0.0% | 1.0% |
| No Contesto | 1.0% | 0.0% | 1.0% | 1.9% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Recomendaría el Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|-------------|---------------|
| Definitivamente sí | 23.8% | 27.6% | 4.8% | 56.2% |
| Probablemente sí | 17.1% | 20.0% | 2.9% | 40.0% |
| Probablemente no | 0.0% | 0.0% | 1.0% | 1.0% |
| No Contesto | 1.0% | 1.0% | 1.0% | 2.9% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Resultados con Perspectiva de Género

Ciudad de Origen

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------------------|--------------|--------------|-------------|---------------|
| Ciudad de México | 3.8% | 6.7% | 1.0% | 11.4% |
| Guadalajara, Jal. | 3.8% | 2.9% | 1.0% | 7.6% |
| Monterrey, N.L. | 1.9% | 5.7% | 0.0% | 7.6% |
| Tijuana, BC | 2.9% | 1.0% | 0.0% | 3.8% |
| León, Gto. | 1.0% | 1.0% | 1.0% | 2.9% |
| Querétaro, Qro. | 1.9% | 1.0% | 0.0% | 2.9% |
| Agascalientes, Ags. | 0.0% | 1.9% | 1.0% | 2.9% |
| Puerto Vallarta, Jal. | 0.0% | 2.9% | 0.0% | 2.9% |
| Amozoc, Pue. | 0.0% | 2.9% | 0.0% | 2.9% |
| Zacatecas | 1.9% | 0.0% | 0.0% | 1.9% |
| Toluca , Edo. Mex. | 1.0% | 1.0% | 0.0% | 1.9% |
| Torreón, Coah. | 1.0% | 1.0% | 0.0% | 1.9% |
| Pachuca, Hgo. | 1.0% | 1.0% | 0.0% | 1.9% |
| Mazatlán, Sin. | 1.0% | 1.0% | 0.0% | 1.9% |
| Mexicali, BC | 1.9% | 0.0% | 0.0% | 1.9% |
| Cd. Juárez, Chi. | 1.9% | 0.0% | 0.0% | 1.9% |
| Winsconsin, EUA | 1.0% | 0.0% | 1.0% | 1.9% |
| Charcas, S.L.P. | 0.0% | 1.9% | 0.0% | 1.9% |
| Matehuala, S.L.P. | 1.0% | 0.0% | 0.0% | 1.0% |
| Guanajuato | 1.0% | 0.0% | 0.0% | 1.0% |
| Texas, E.U.A. | 0.0% | 1.0% | 0.0% | 1.0% |
| Nuevo Laredo , Tamps. | 1.0% | 0.0% | 0.0% | 1.0% |
| Culiacán, Sin. | 0.0% | 1.0% | 0.0% | 1.0% |
| Los Cabos, BC | 1.0% | 0.0% | 0.0% | 1.0% |
| Colima | 1.0% | 0.0% | 0.0% | 1.0% |
| Xalapa, Ver. | 1.0% | 0.0% | 0.0% | 1.0% |
| Tepic, Nay. | 0.0% | 1.0% | 0.0% | 1.0% |
| Tuxtla Gutierrez, Chis. | 0.0% | 1.0% | 0.0% | 1.0% |
| Tampico, Tamps. | 0.0% | 1.0% | 0.0% | 1.0% |
| San Pedro Tlaquepaque, Jal. | 0.0% | 1.0% | 0.0% | 1.0% |
| Zapopan, Jal. | 0.0% | 1.0% | 0.0% | 1.0% |
| Tulancingo, Hgo. | 0.0% | 1.0% | 0.0% | 1.0% |
| San Diego de la Unión, Gto. | 0.0% | 1.0% | 0.0% | 1.0% |
| Montecarlo, Mónaco | 0.0% | 1.0% | 0.0% | 1.0% |
| Roma, Italia | 0.0% | 0.0% | 1.0% | 1.0% |
| Valparaíso, Chile | 0.0% | 0.0% | 1.0% | 1.0% |
| Apizaco, Tlax. | 1.0% | 0.0% | 0.0% | 1.0% |
| Caborca, Chih. | 0.0% | 0.0% | 1.0% | 1.0% |
| Matamoros, Tamps. | 0.0% | 1.0% | 0.0% | 1.0% |
| Arandas, Jal. | 0.0% | 1.0% | 0.0% | 1.0% |
| Tlanepantla, Edo. Mex. | 1.0% | 0.0% | 0.0% | 1.0% |
| Huejutla, Hgo. | 1.0% | 0.0% | 0.0% | 1.0% |
| Ignacio de la Llave, Ver. | 0.0% | 1.0% | 0.0% | 1.0% |
| Ensenada, BC | 1.0% | 0.0% | 0.0% | 1.0% |
| Rosarito, BC | 1.0% | 0.0% | 0.0% | 1.0% |
| Venado, S.L.P. | 1.0% | 0.0% | 0.0% | 1.0% |
| Salamanca, Gto. | 1.0% | 0.0% | 0.0% | 1.0% |
| No Contesto | 3.8% | 4.8% | 1.9% | 10.5% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |



Resultados con Perspectiva de Género

Estado de Origen del Entrevistado

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------|--------------|--------------|-------------|---------------|
| Jalisco | 3.8% | 8.6% | 1.0% | 13.3% |
| Ciudad de México | 2.9% | 5.7% | 1.0% | 9.5% |
| Guanajuato | 3.8% | 1.9% | 1.0% | 6.7% |
| Nuevo León | 1.0% | 5.7% | 0.0% | 6.7% |
| Aguascalientes | 1.9% | 2.9% | 0.0% | 4.8% |
| Baja California | 3.8% | 1.0% | 0.0% | 4.8% |
| Hidalgo | 1.9% | 1.9% | 0.0% | 3.8% |
| San Luis Potosí | 1.9% | 1.9% | 0.0% | 3.8% |
| Chihuahua | 1.9% | 0.0% | 1.0% | 2.9% |
| Estado de México | 1.9% | 0.0% | 1.0% | 2.9% |
| Puebla | 0.0% | 2.9% | 0.0% | 2.9% |
| Querétaro | 1.0% | 1.9% | 0.0% | 2.9% |
| Sinaloa | 1.0% | 1.9% | 0.0% | 2.9% |
| Tamaulipas | 1.0% | 1.9% | 0.0% | 2.9% |
| Veracruz | 1.9% | 1.0% | 0.0% | 2.9% |
| Zacatecas | 2.9% | 0.0% | 0.0% | 2.9% |
| Estados Unidos | 1.0% | 1.0% | 1.0% | 2.9% |
| Coahuila | 1.0% | 1.0% | 0.0% | 1.9% |
| Baja California Sur | 1.0% | 0.0% | 0.0% | 1.0% |
| Colima | 1.0% | 0.0% | 0.0% | 1.0% |
| Chiapas | 0.0% | 1.0% | 0.0% | 1.0% |
| Nayarit | 0.0% | 1.0% | 0.0% | 1.0% |
| Sonora | 1.0% | 0.0% | 0.0% | 1.0% |
| Tlaxcala | 1.0% | 0.0% | 0.0% | 1.0% |
| Mónaco | 0.0% | 1.0% | 0.0% | 1.0% |
| Italia | 0.0% | 0.0% | 1.0% | 1.0% |
| Chile | 0.0% | 0.0% | 1.0% | 1.0% |
| No contesto | 3.8% | 4.8% | 1.9% | 10.5% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |



Resultados con Perspectiva de Género

Edad Promedio de los Entrevistados

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------|--------------|--------------|-------------|---------------|
| De 18 a 24 años | 9.5% | 10.5% | 1.0% | 21.0% |
| De 25 a 31 años | 10.5% | 11.4% | 2.9% | 24.8% |
| De 32 a 38 años | 7.6% | 7.6% | 0.0% | 15.2% |
| De 39 a 45 años | 3.8% | 5.7% | 1.0% | 10.5% |
| De 46 a 51 años | 5.7% | 6.7% | 1.9% | 14.3% |
| De 52 a 59 años | 1.9% | 4.8% | 0.0% | 6.7% |
| Más de 60 años | 1.9% | 1.9% | 1.0% | 4.8% |
| No Contesto | 1.0% | 0.0% | 1.9% | 2.9% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |

Ocupación de los Entrevistados

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------------------------|--------------|--------------|-------------|---------------|
| Labores del Hogar | 9.5% | 16.2% | 0.0% | 25.7% |
| Estudiante | 6.7% | 5.7% | 1.0% | 13.3% |
| Empleado Privado | 7.6% | 5.7% | 1.9% | 15.2% |
| Desempleado | 4.8% | 0.0% | 0.0% | 4.8% |
| Un oficio (plomero, carpintero, etc.) | 4.8% | 6.7% | 1.0% | 12.4% |
| Retirado / Jubilado | 1.9% | 2.9% | 1.0% | 5.7% |
| Empleado de Gobierno | 3.8% | 5.7% | 1.9% | 11.4% |
| Por cuenta propia | 0.0% | 0.0% | 0.0% | 0.0% |
| Comerciante | 0.0% | 1.9% | 1.0% | 2.9% |
| Empresario | 1.0% | 1.9% | 0.0% | 2.9% |
| Otro | 1.0% | 0.0% | 0.0% | 1.0% |
| No Contesto | 1.0% | 1.9% | 1.9% | 4.8% |
| Total | 41.9% | 48.6% | 9.5% | 100.0% |



SAN LUIS POTOSÍ

Tu destino...



Perfil del Visitante Soledad de Graciano Sánchez

Semana Santa 2018