



SAN LUIS POTOSÍ



Tu destino...



Perfil del Visitante

Xilitla

Semana Santa 2019

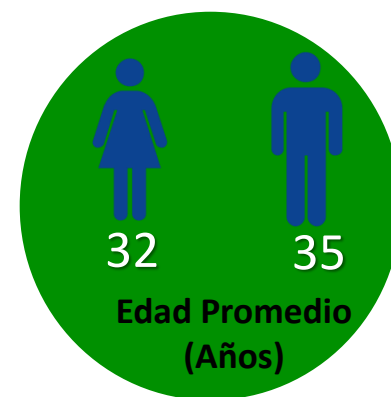
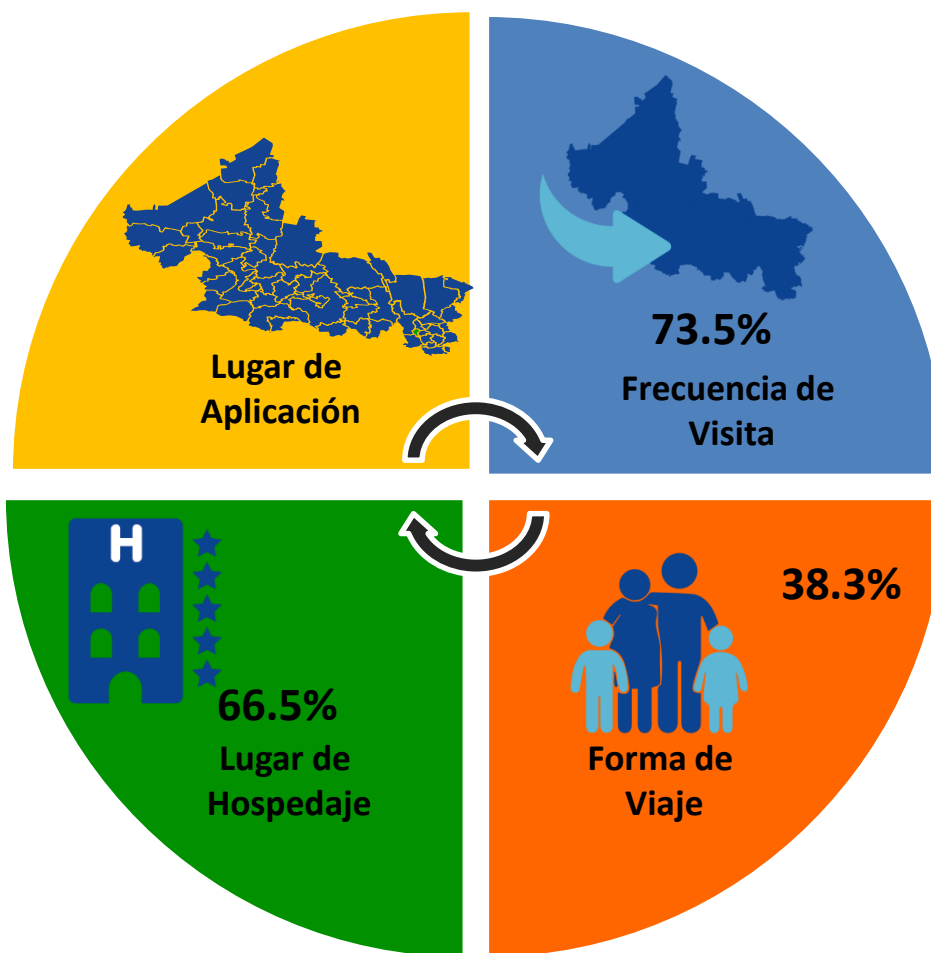
Con el objeto de determinar el Perfil del Visitante y conocer la experiencia durante se estancia en este municipio, se llevó a cabo un levantamiento de 230 encuestas.

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

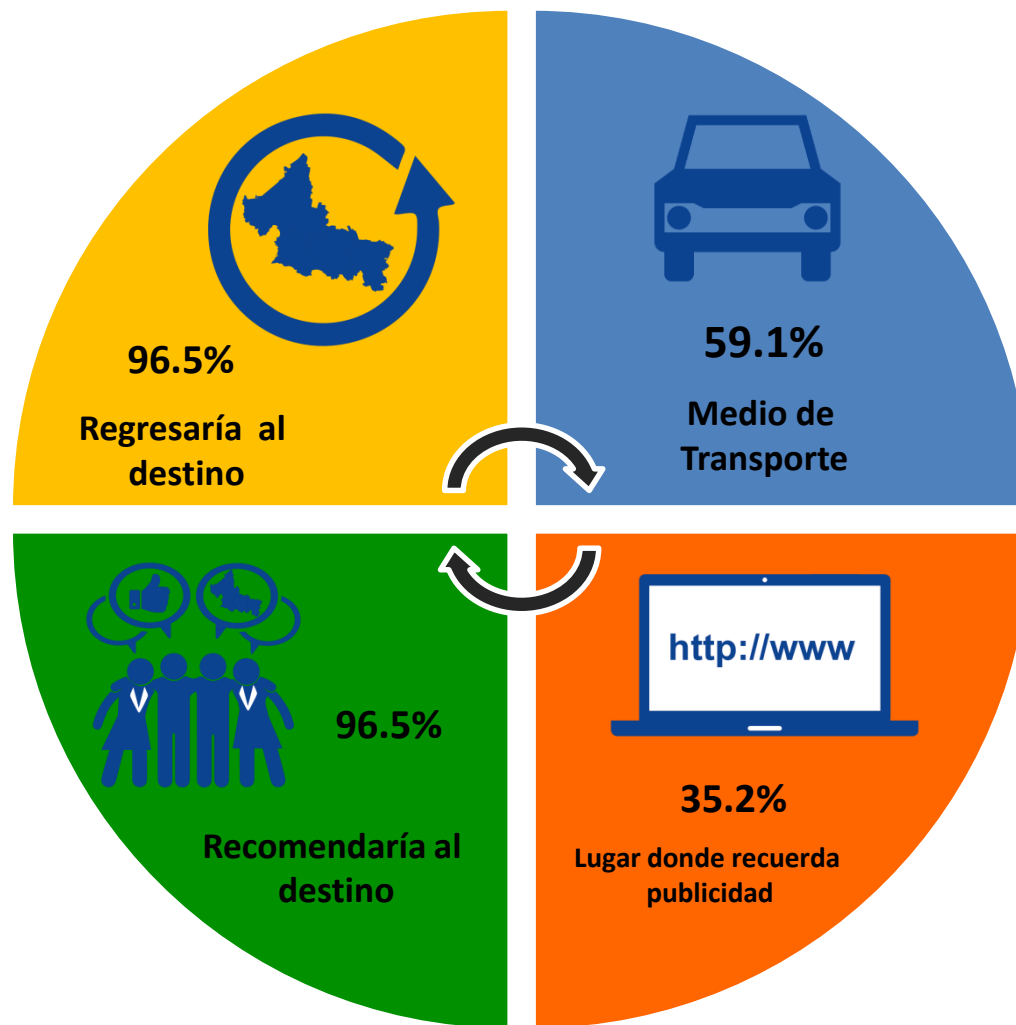
Los resultados obtenidos para cada uno de los conceptos se presentan a continuación:

5.1

Tamaño de Grupo promedio



Resumen

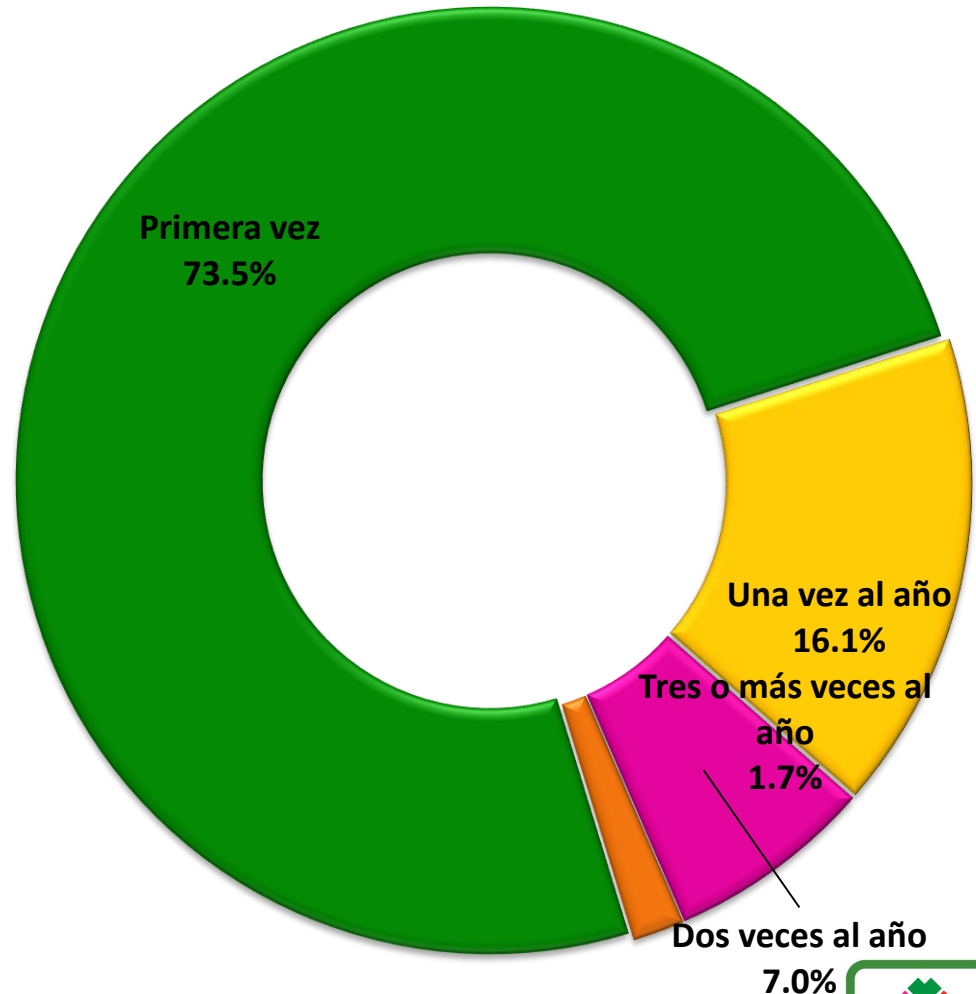


Frecuencia de Visita a la Región

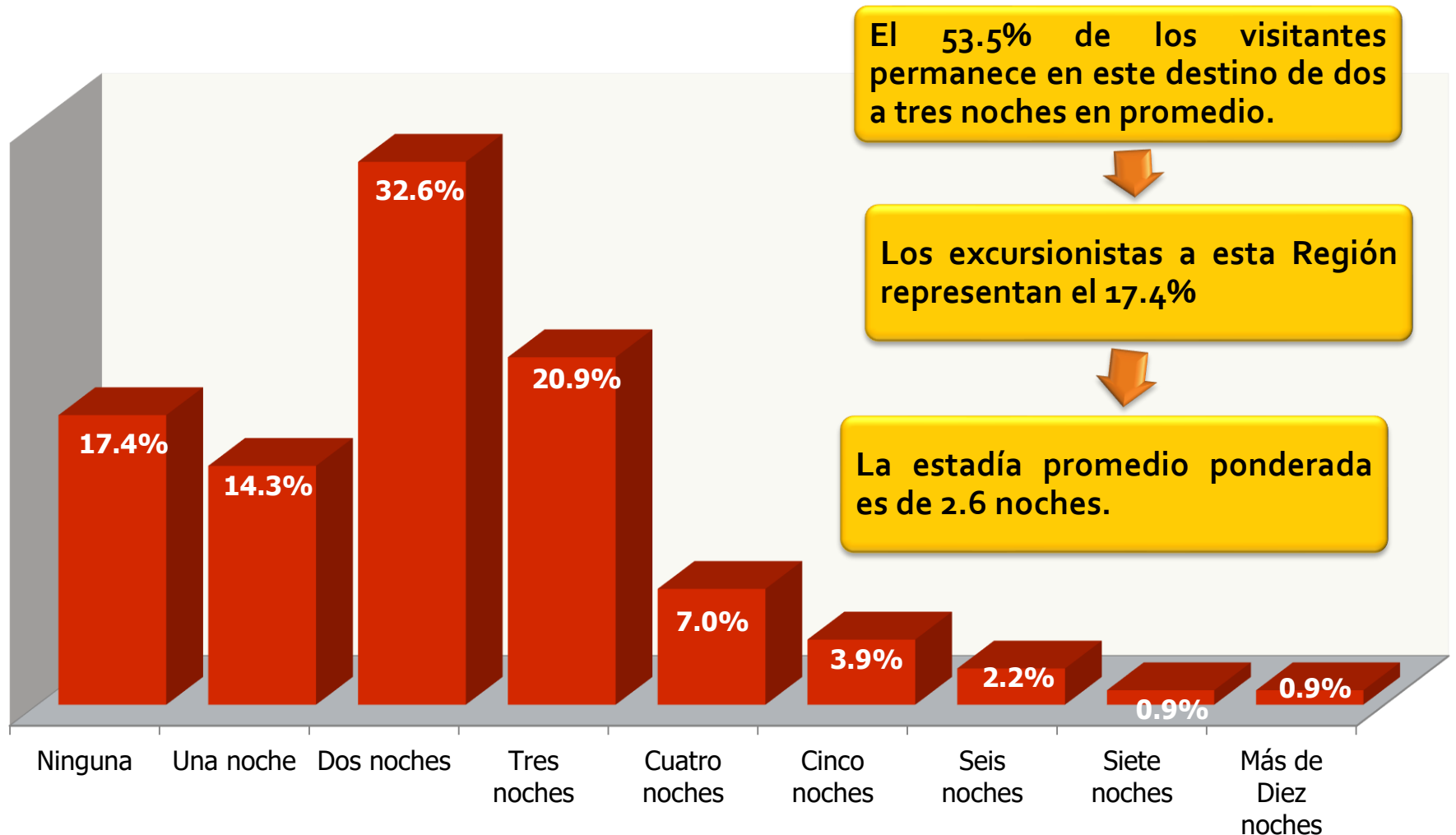
El 73.5% visita el municipio por primera vez

El turismo repetitivo representa el 24.8%

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

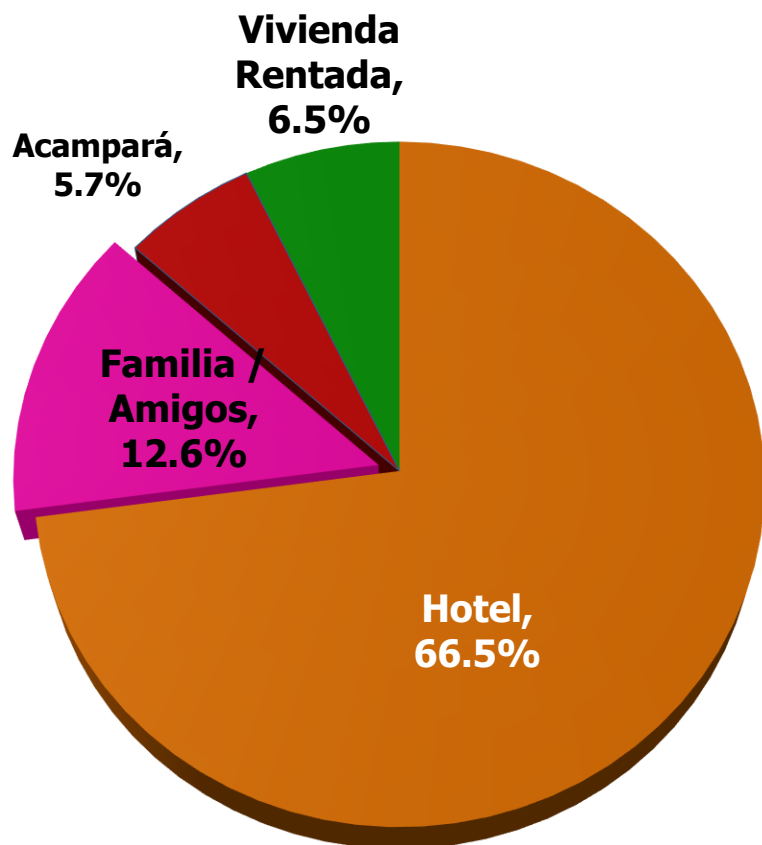


Noches de Estadía



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

Lugar de Hospedaje del Visitante

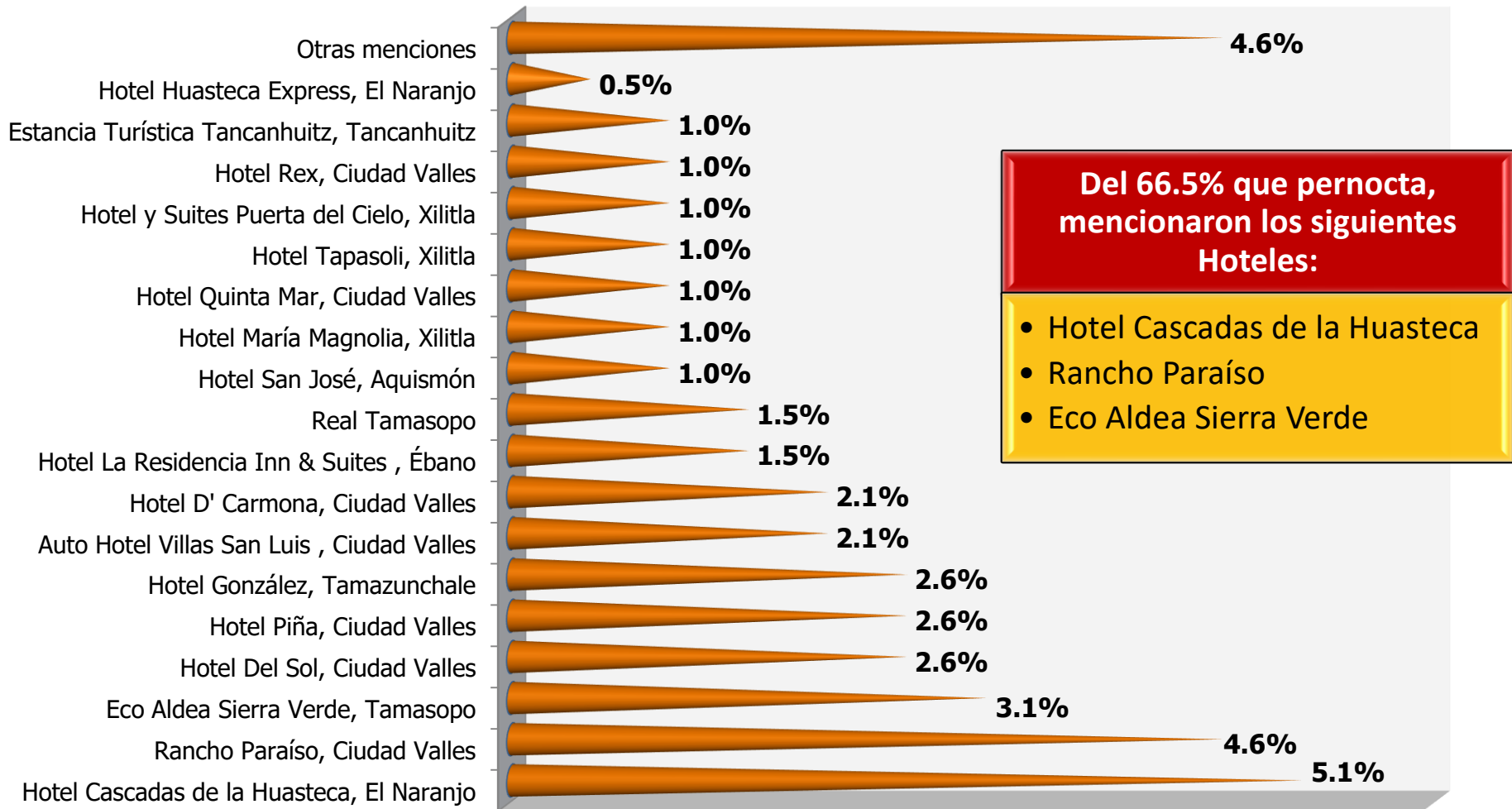


Un poco más de la mitad de los visitantes pernoctan en algún hotel de esta región (66.5%)

El 12.6% prefiere casas de Familiares y amigos.

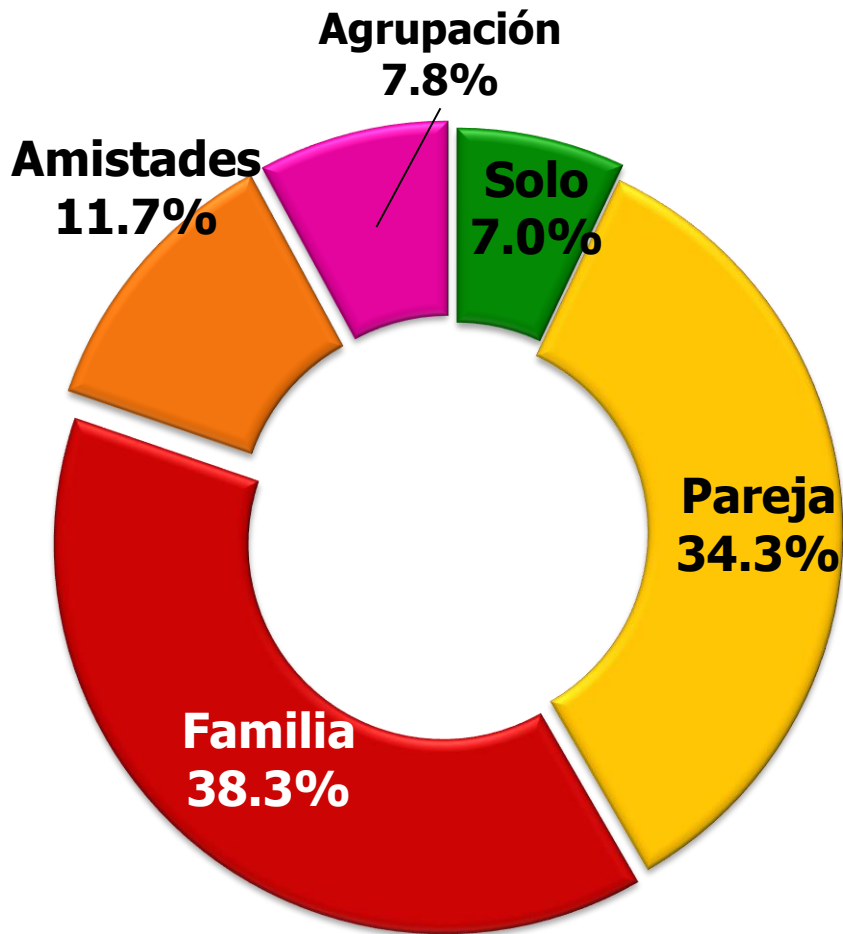
Nota: La diferencia para el 100% corresponde al No Contesto.

Principales Hoteles de Pernocta del visitante



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

Forma de Viajar del Visitante



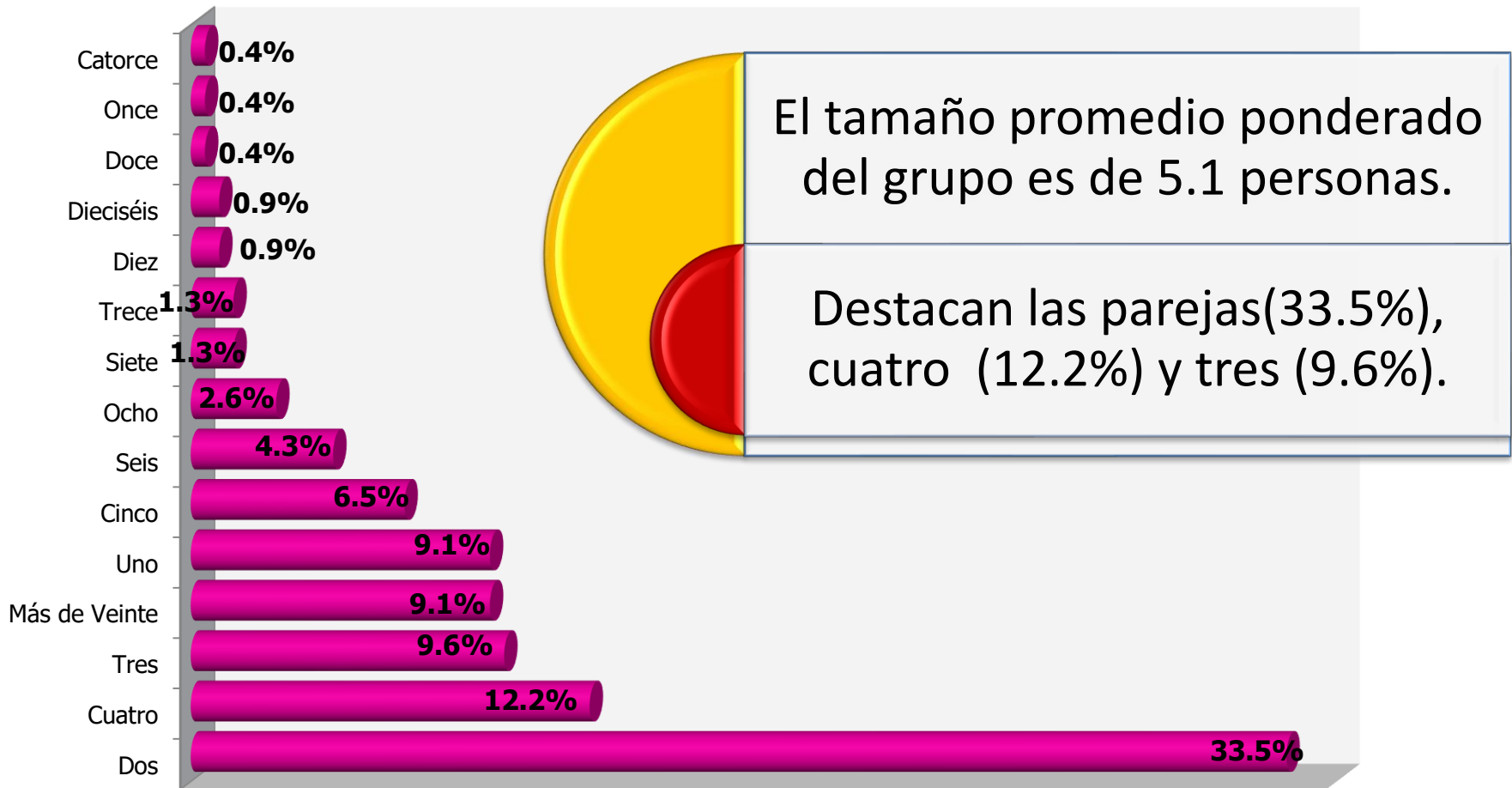
El 38.3% realiza este viaje con la familia.

El 34.3% viaja con su pareja.

11.7% viaja con amistades y el 7.8% realiza este viaje en agrupación.

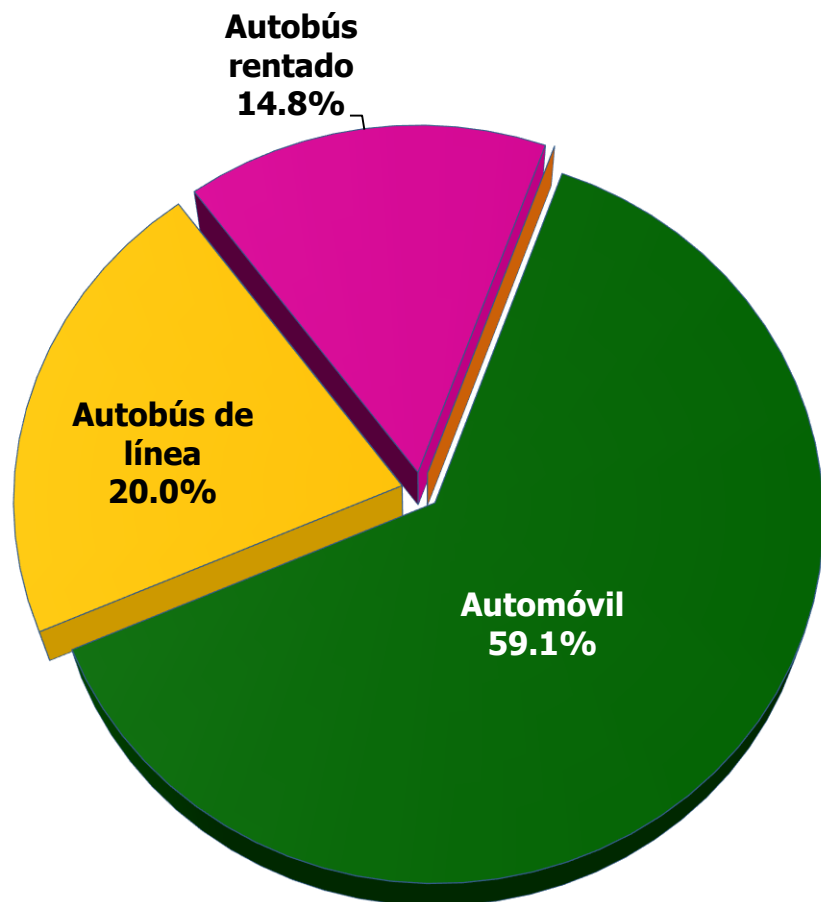
Nota: La diferencia para el 100% corresponde al No Contesto.

Número de Acompañantes en su Visita



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

Medio de Transporte Utilizado por el Visitante



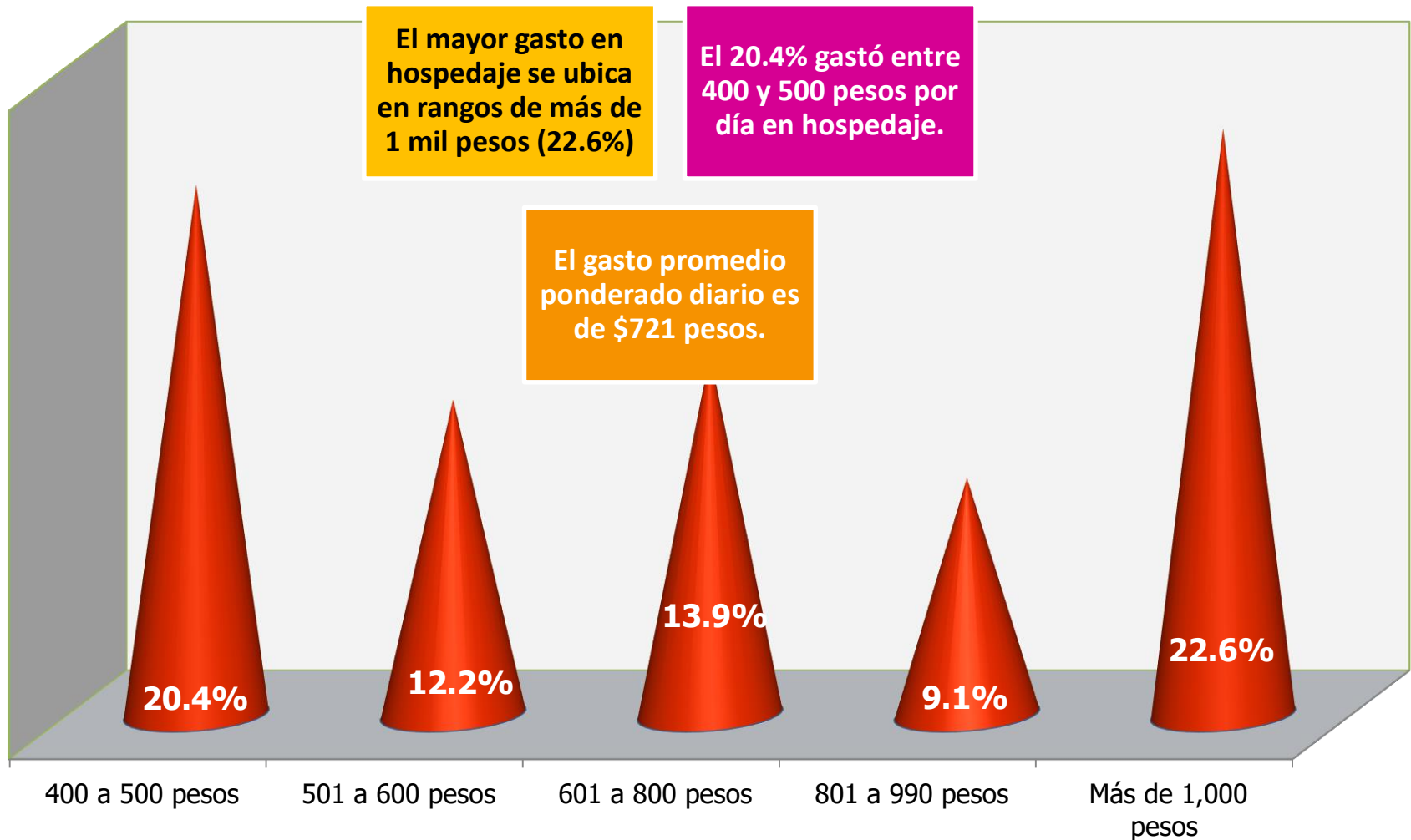
El 59.1% se desplaza a este destino en Automóvil

El 14.8% viajo en autobús rentado

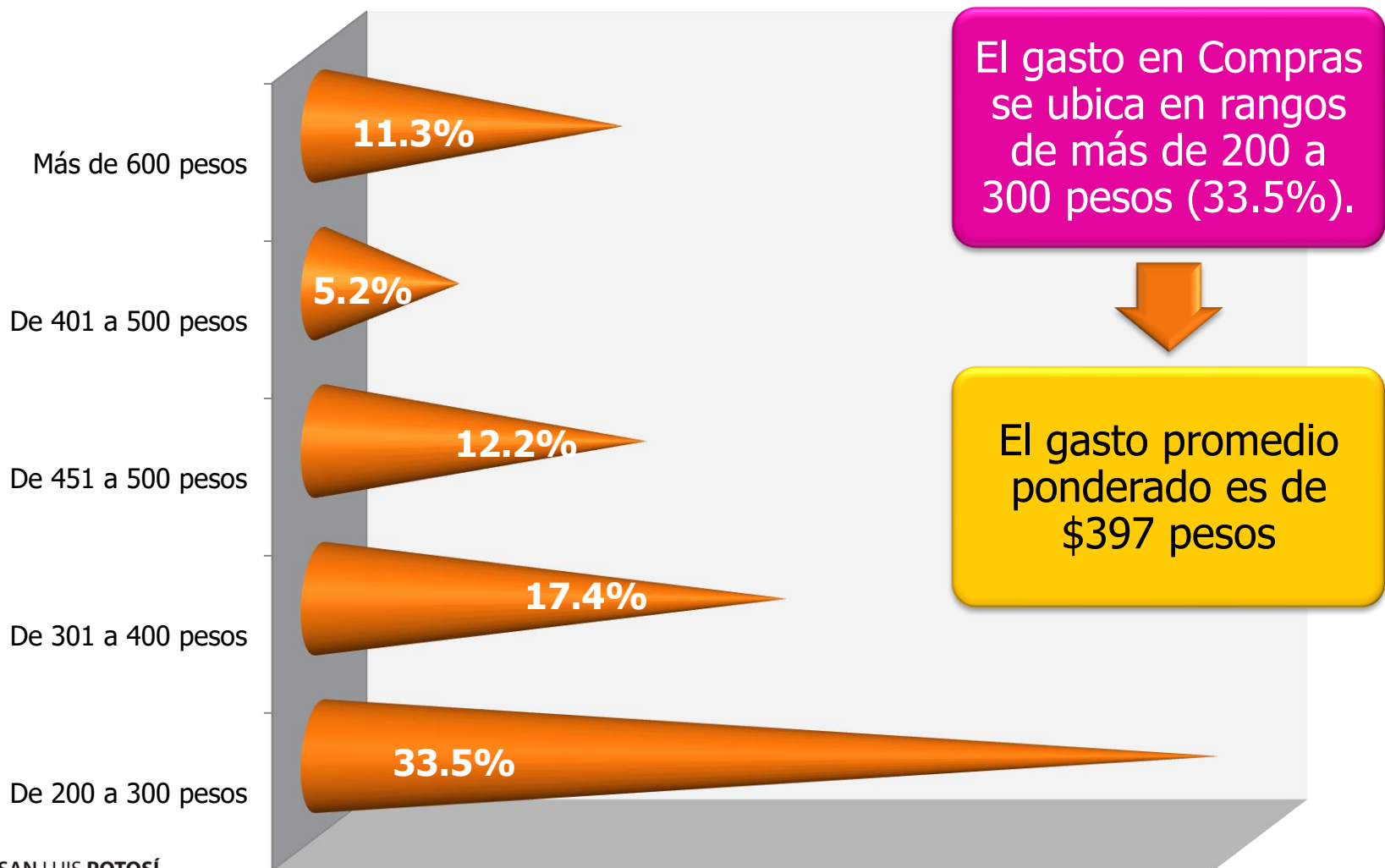
El 20.0% en autobús de línea

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

Gasto Promedio - Hospedaje



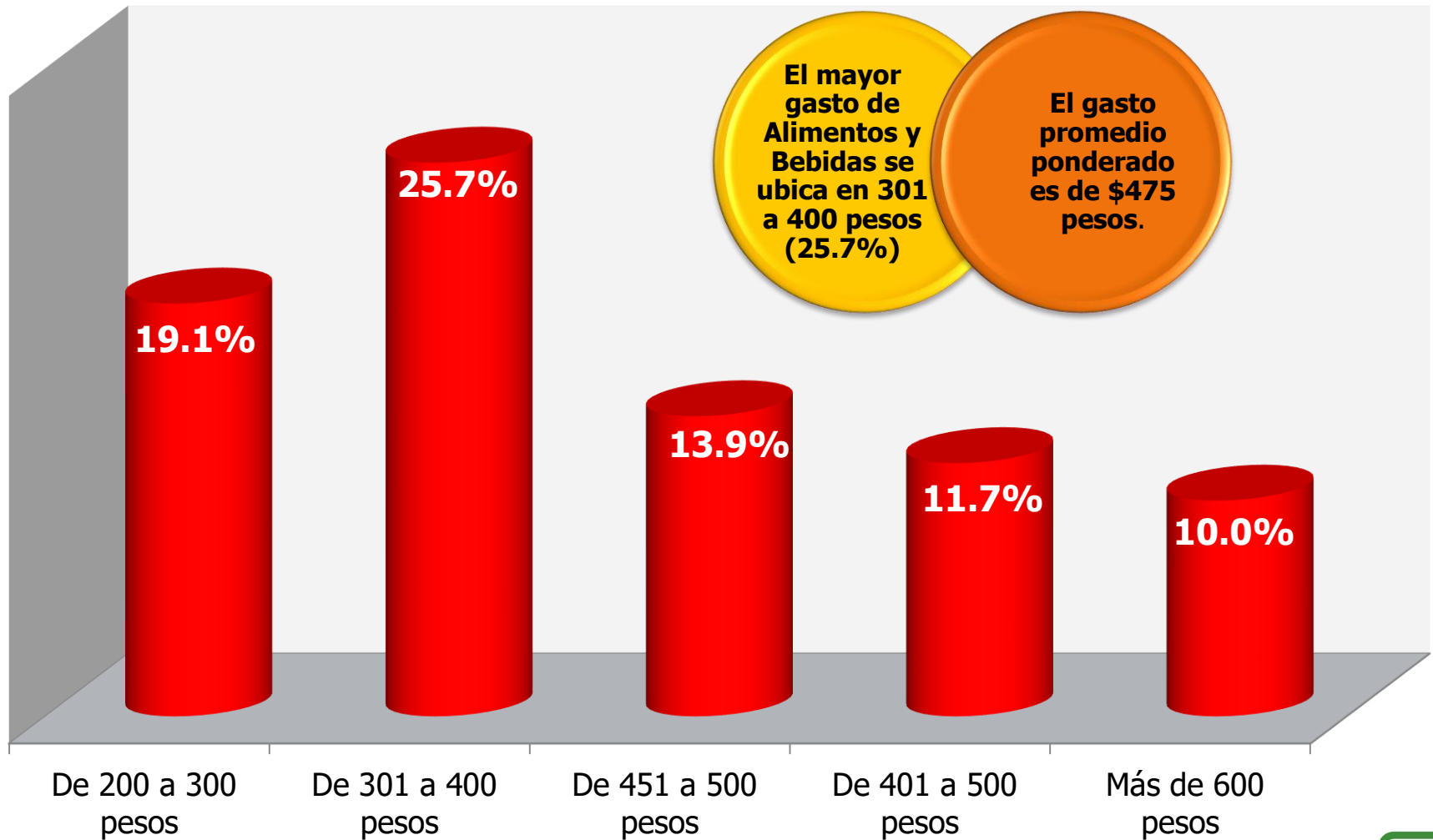
Gasto Promedio - Compras



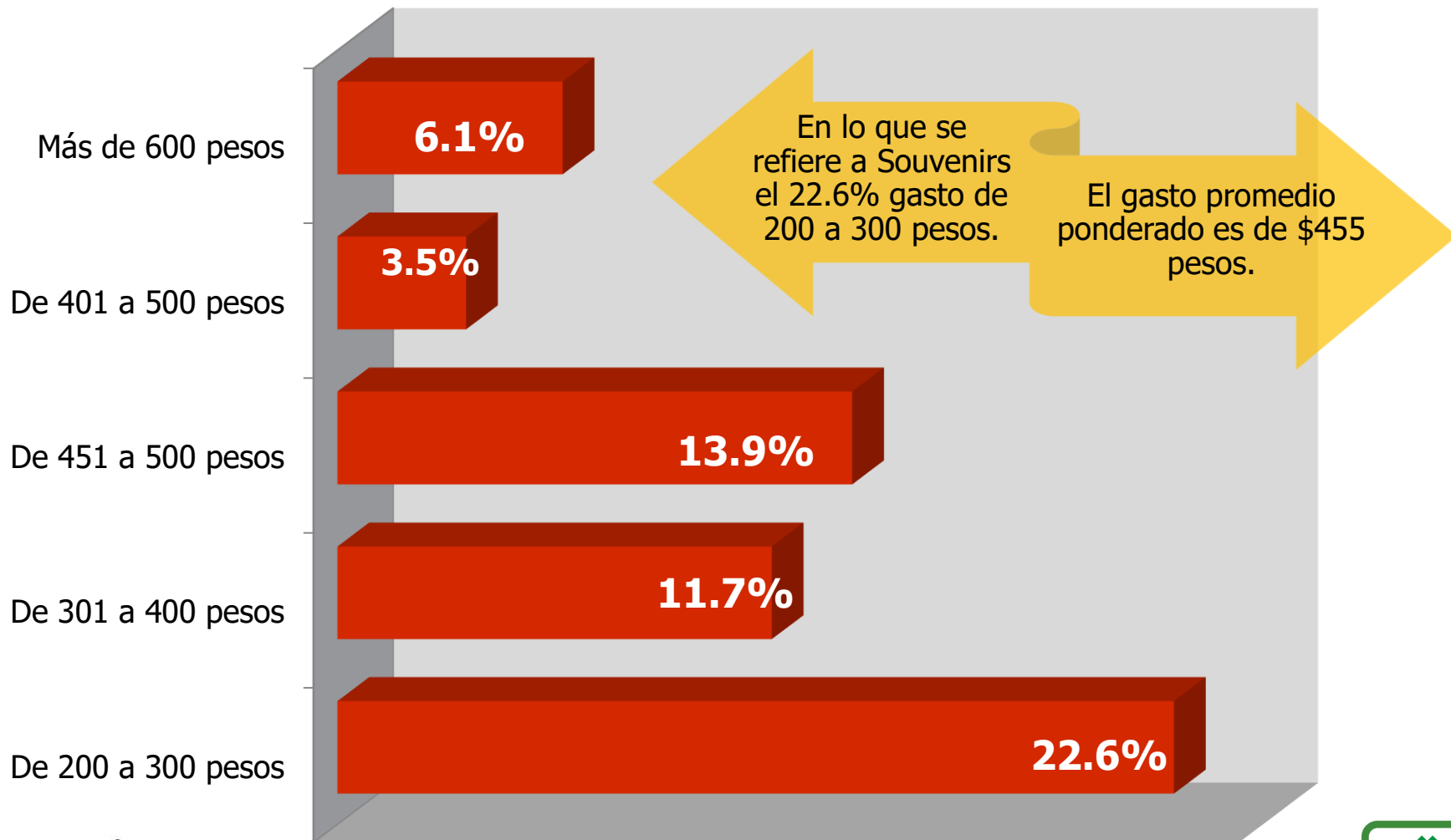
Nota: La diferencia para el 100% corresponde al No Contesto.

Semana Santa 2019-Región Huasteca

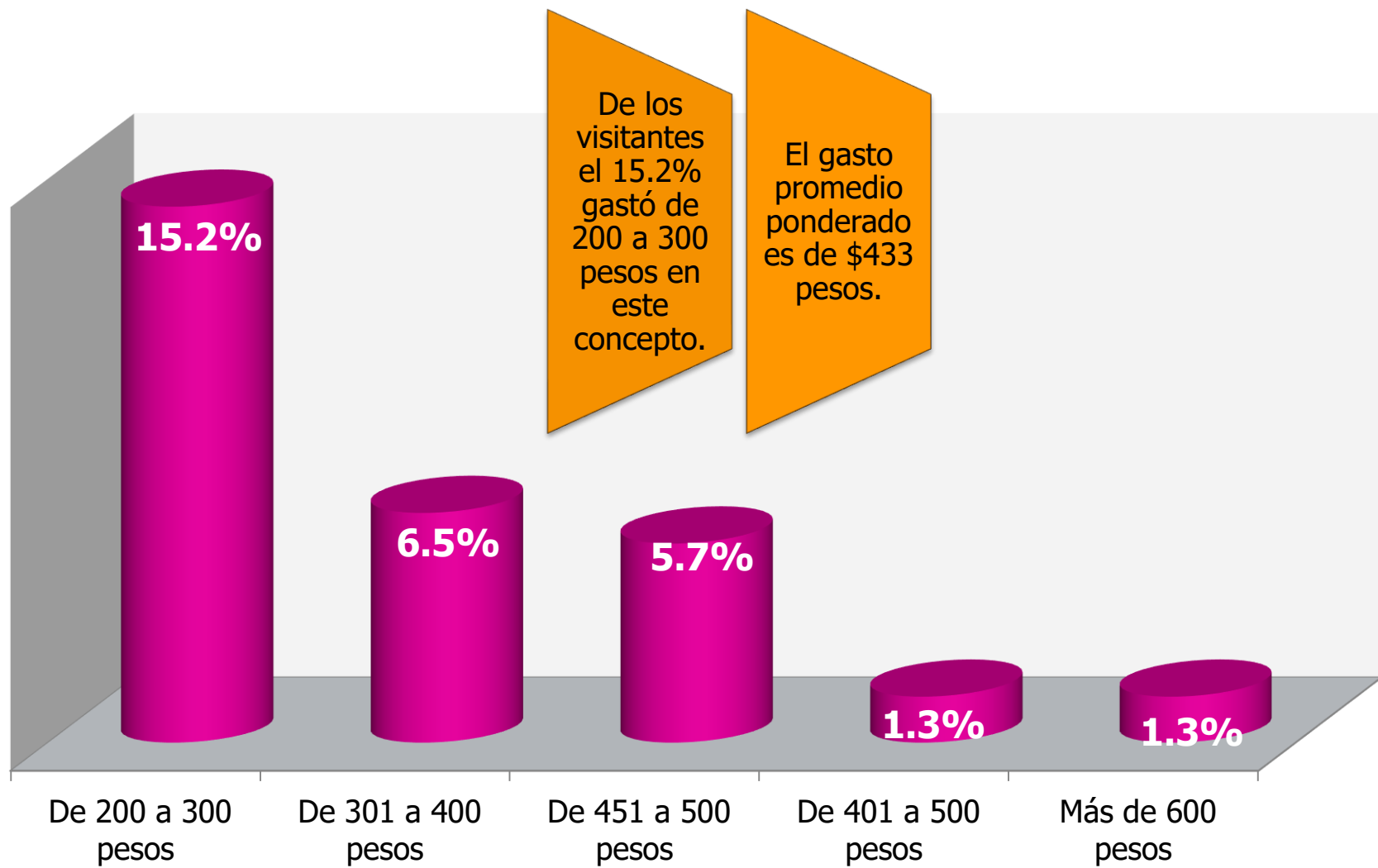
Gasto Promedio – Alimentos y Bebidas



Gasto Promedio - Souvenirs

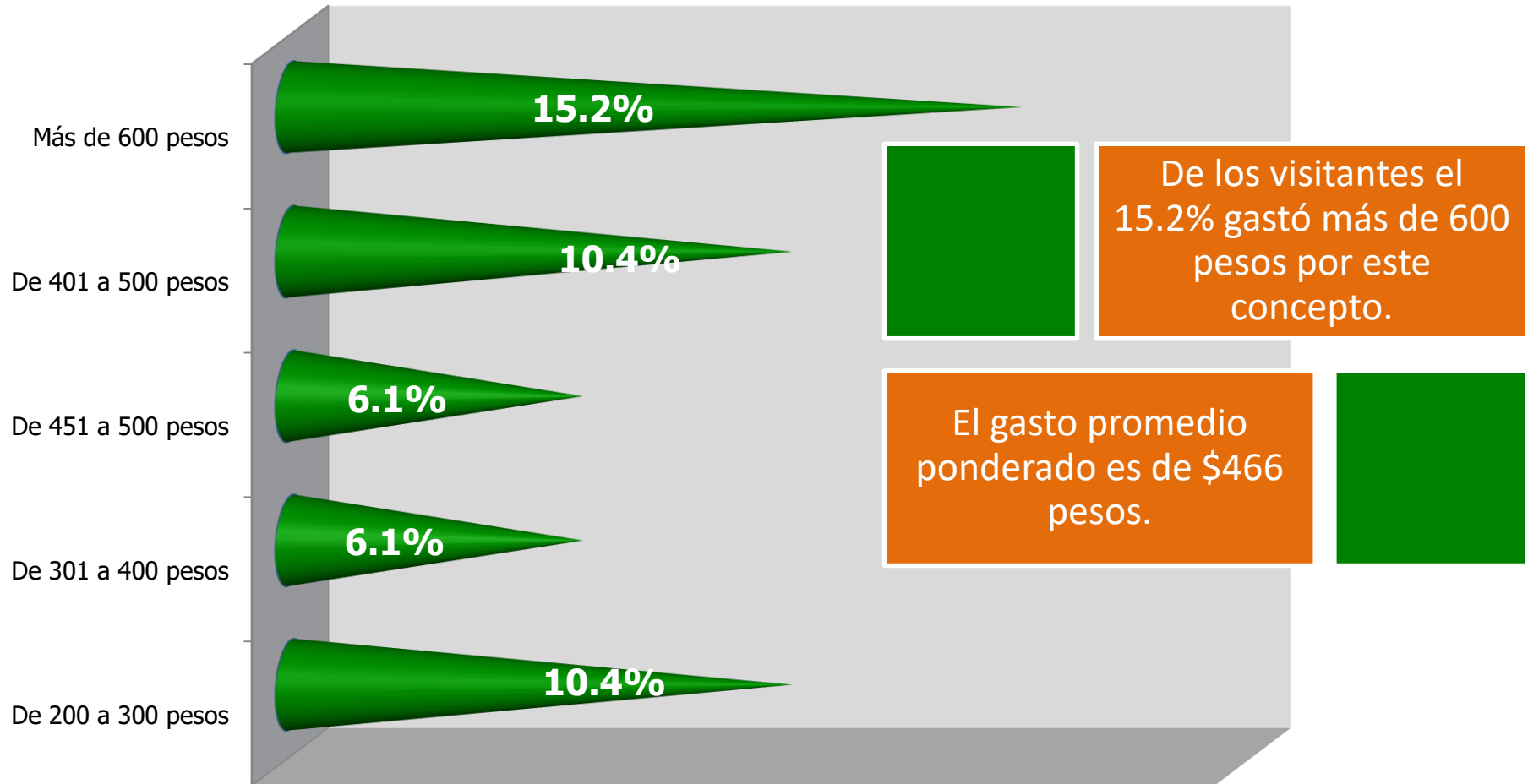


Gasto Promedio – Transportación Local



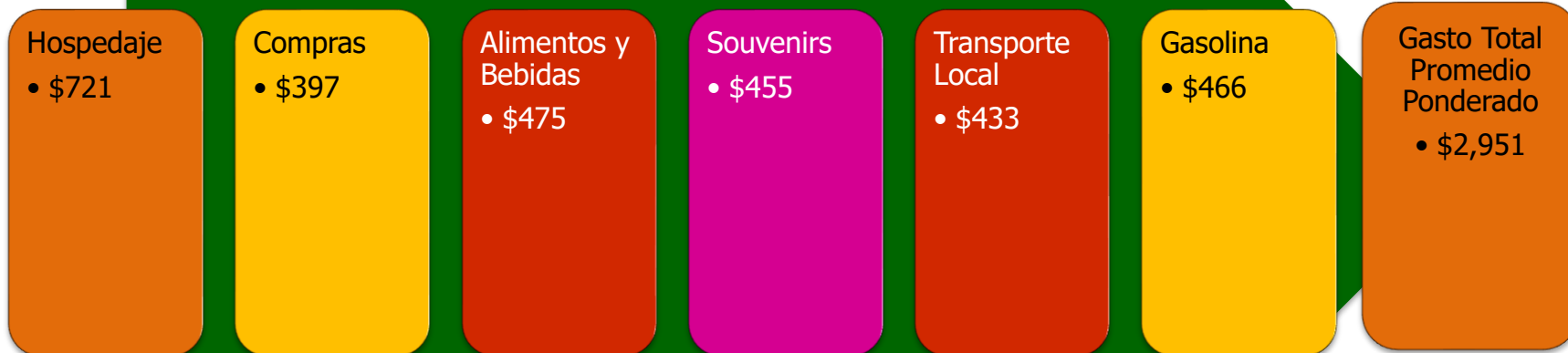
Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Promedio – Gasolina

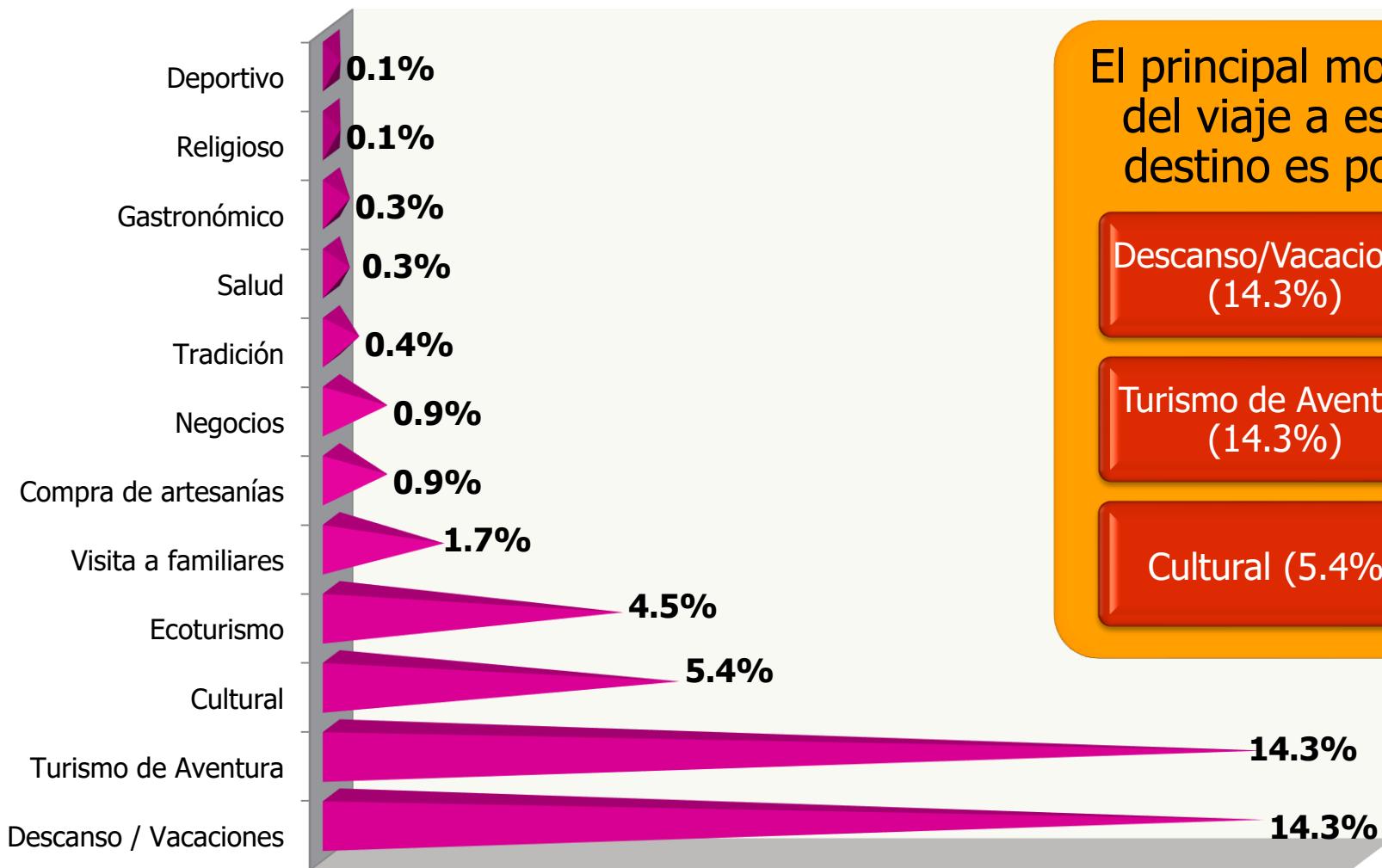


Nota: La diferencia para el 100% corresponde al No Contesto.

Gasto Total Promedio Ponderado



Razón Principal de Viaje a este destino



El principal motivo del viaje a este destino es por:

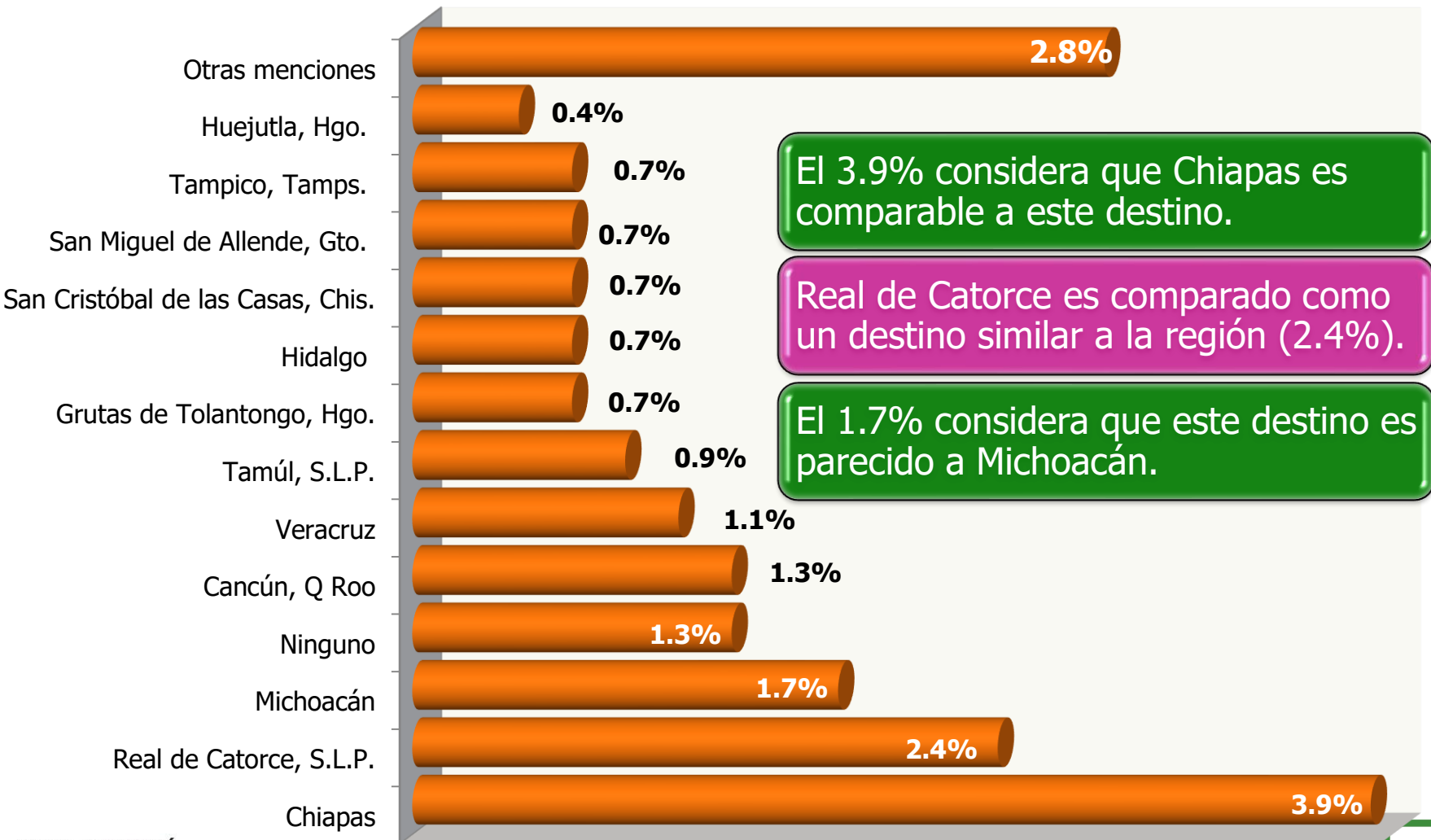
Descanso/Vacaciones
(14.3%)

Turismo de Aventura
(14.3%)

Cultural (5.4%)

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

Sitios con los que Comparan a la Región

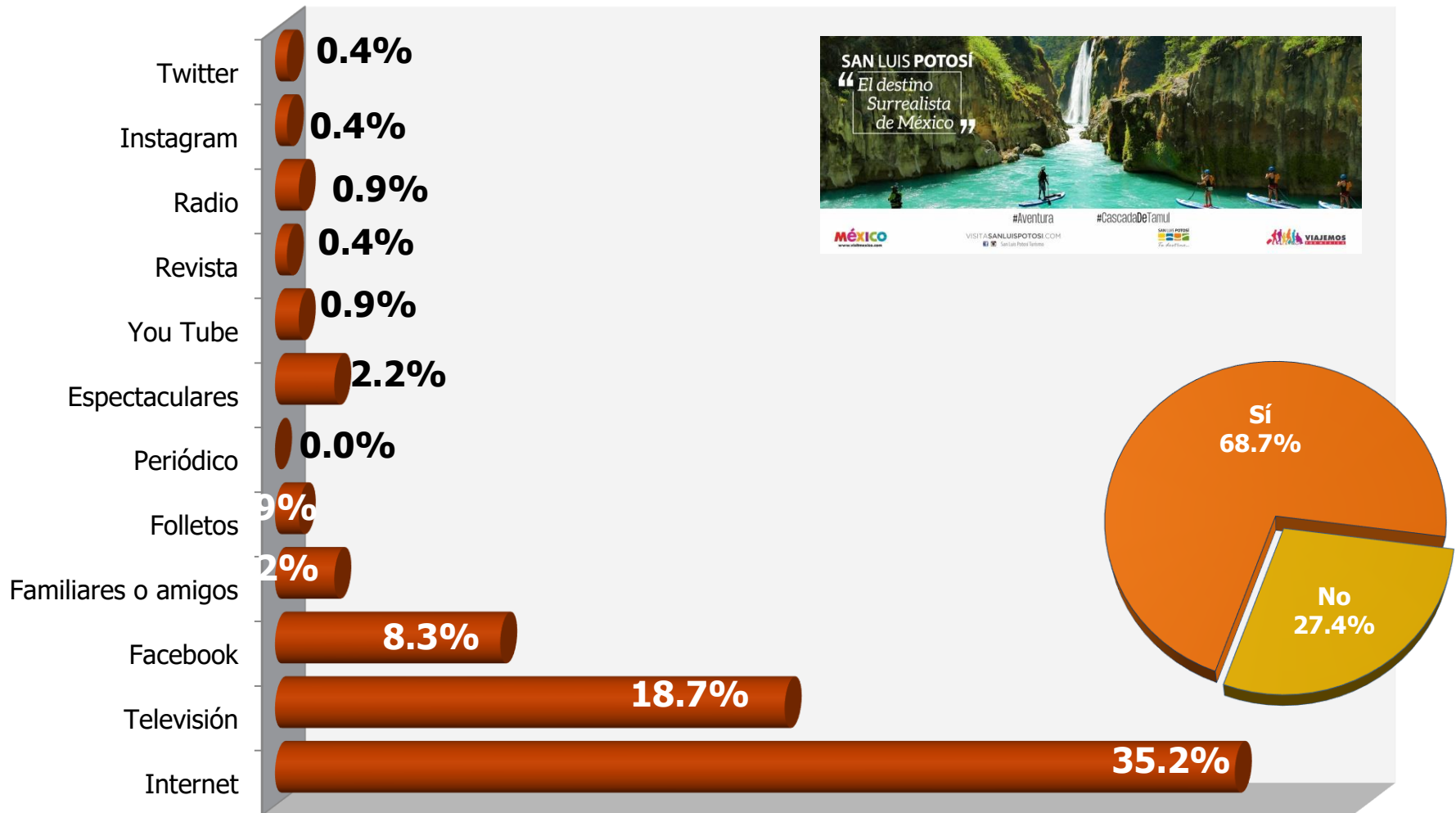


Nota: La diferencia para el 100% corresponde al No Contesto.

Semana Santa 2019-Región Huasteca

Recordación de la Publicidad

“El destino Surrealista de México”



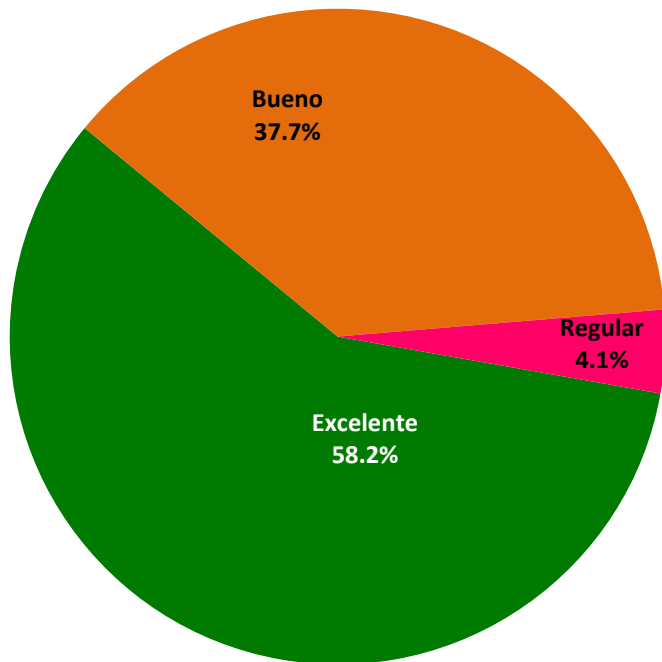
Nota: La diferencia para el 100% corresponde al No Contesto.

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

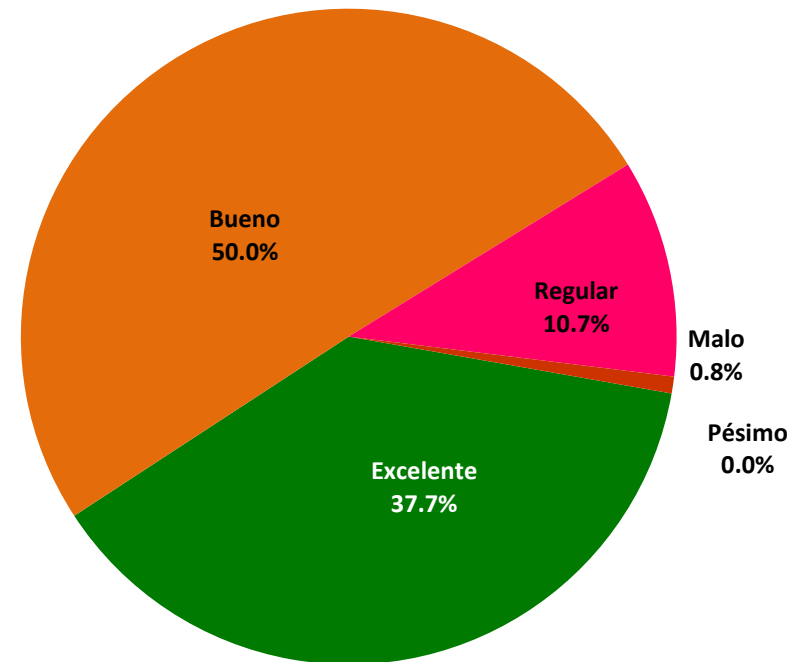
| Medio de Comunicación | San Luis Potosí | Ciudad de México | Tamaulipas | Nuevo León | Estado de México | Guanajuato | Jalisco | Querétaro | Hidalgo | Veracruz | Coahuila | Zacatecas | Chihuahua | Puebla | Michoacán | Baja California | Otras Menciones | Total | |
|-----------------------|-----------------|------------------|-------------|-------------|------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------|-----------------|-------|---------------|
| Internet | 3.9% | 0.9% | 1.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 1.3% | 0.4% | 0.0% | 0.0% | 0.9% | 26.1% | ↑ | 35.2% |
| Televisión | 5.2% | 0.4% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 11.7% | → | 18.7% |
| Facebook | 0.0% | 0.0% | 0.4% | 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% | 7.8% | ↓ | 8.3% |
| Familiares o amigos | 0.9% | 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% | 1.3% | ↓ | 2.2% |
| Folletos | 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% | 0.9% | ↓ | 0.9% |
| Periódico | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | ↓ | 0.0% |
| Espectaculares | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | ↓ | 2.2% |
| You Tube | 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% | 0.9% | ↓ | 0.9% |
| Revista | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | ↓ | 0.4% |
| Radio | 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% | 0.9% | ↓ | 0.9% |
| Instagram | 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% | 0.4% | ↓ | 0.4% |
| Twitter | 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% | 0.4% | ↓ | 0.4% |
| Total | 13.5% | 1.7% | 2.6% | 0.0% | 0.0% | 0.4% | 0.0% | 0.9% | 0.0% | 0.0% | 0.0% | 1.3% | 0.9% | 0.0% | 0.4% | 1.7% | 76.5% | | 100.0% |

Satisfacción del destino

Sitios y Atractivos Turísticos



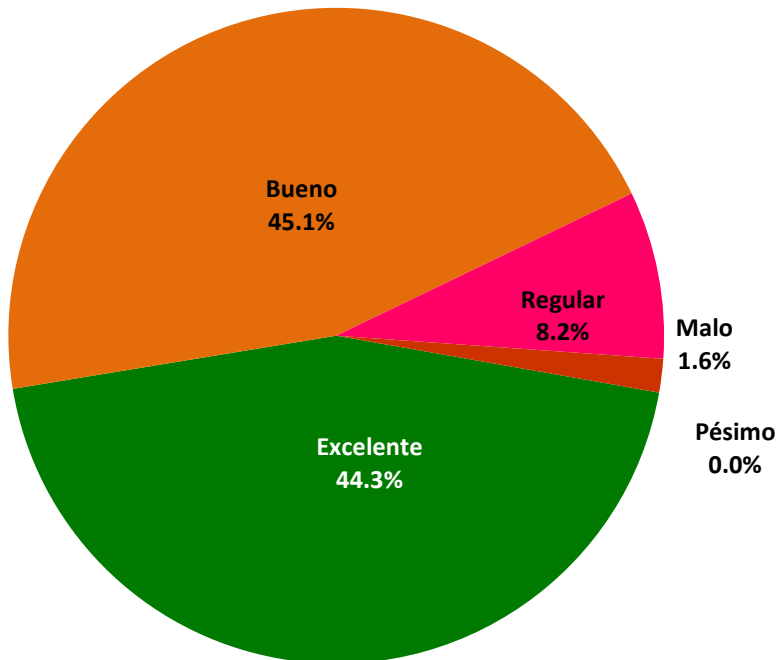
Calidad de la Infraestructura Turística



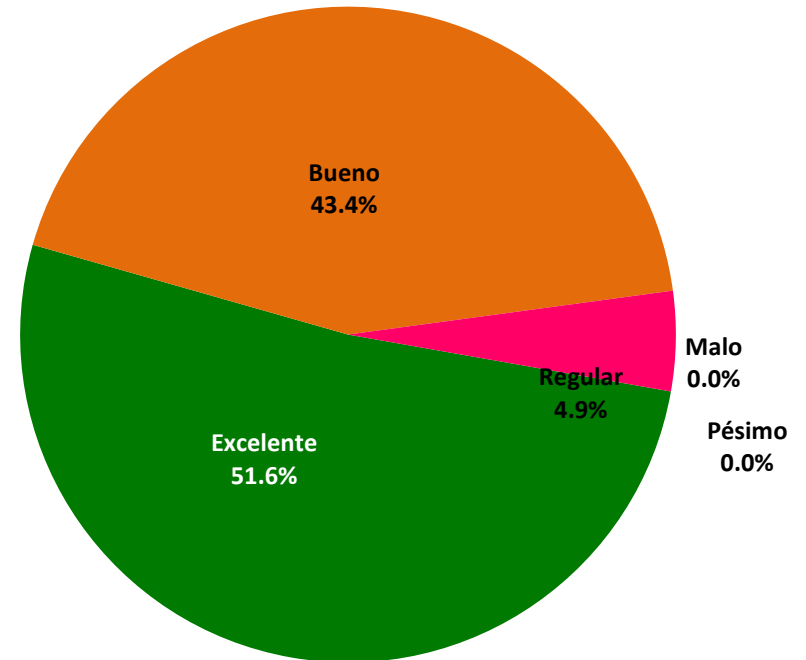
Nota: La diferencia para el 100% corresponde al No Contesto.

Satisfacción del destino

Imagen Turística del Destino



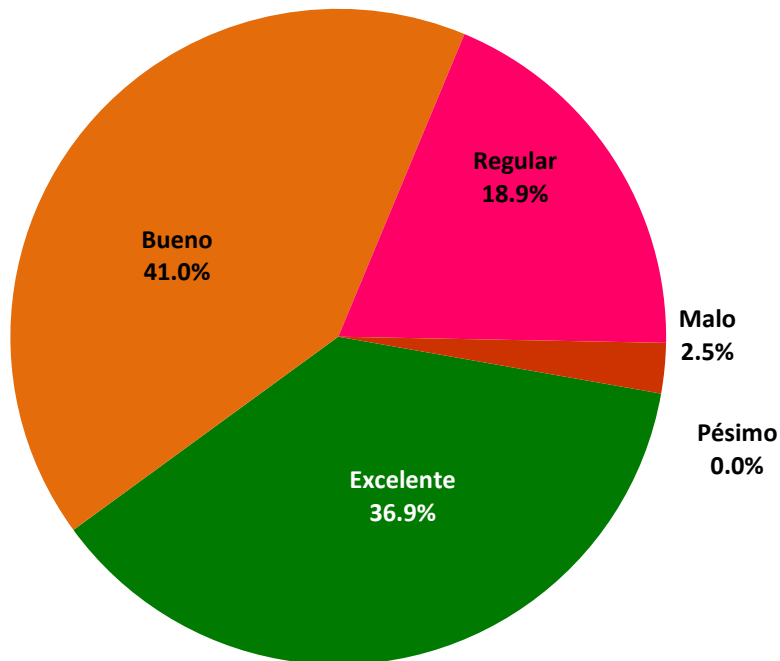
Experiencia de Viaje del destino



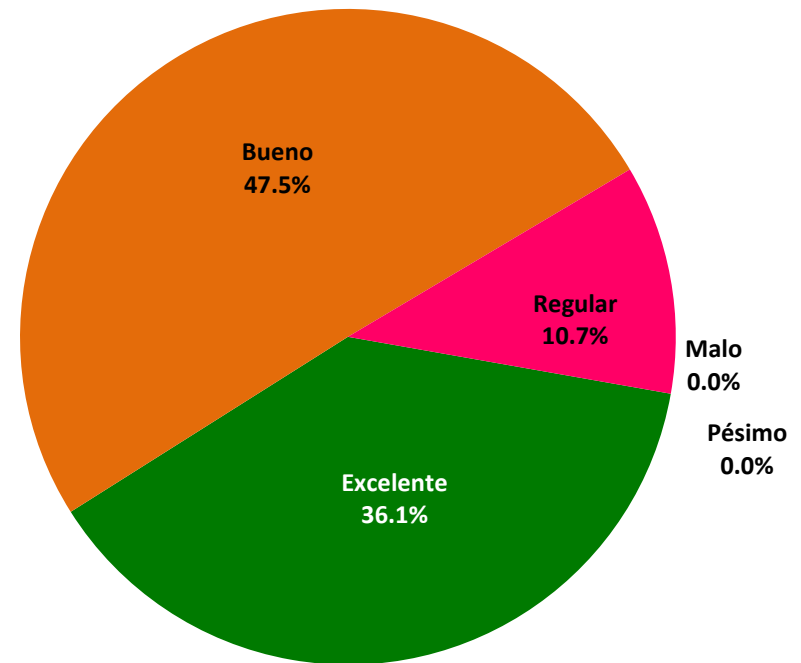
Nota: La diferencia para el 100% corresponde al No Contesto.

Satisfacción del destino

Limpieza en las calles y áreas públicas



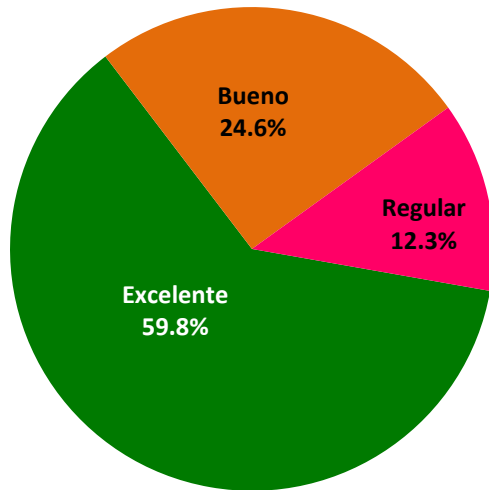
Señalética Turística del destino



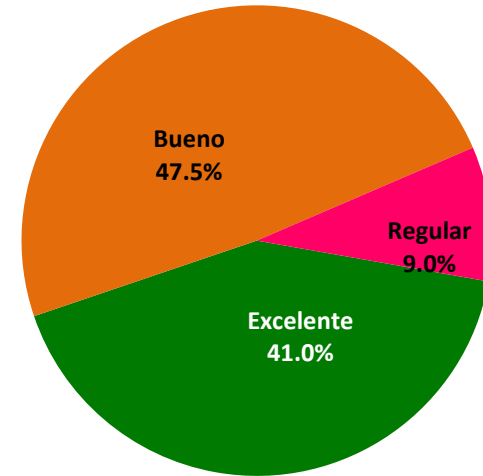
Nota: La diferencia para el 100% corresponde al No Contesto.

Satisfacción del destino

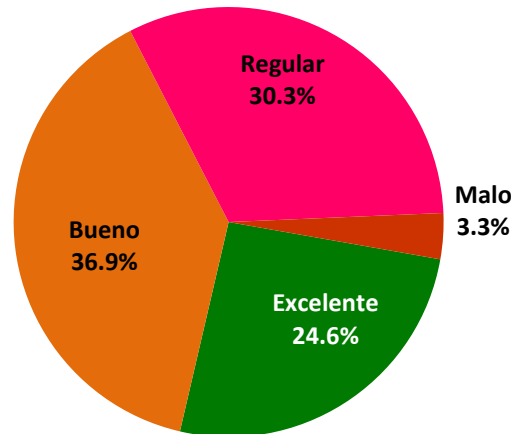
Módulos de Información turística



Gastronomía típica del destino

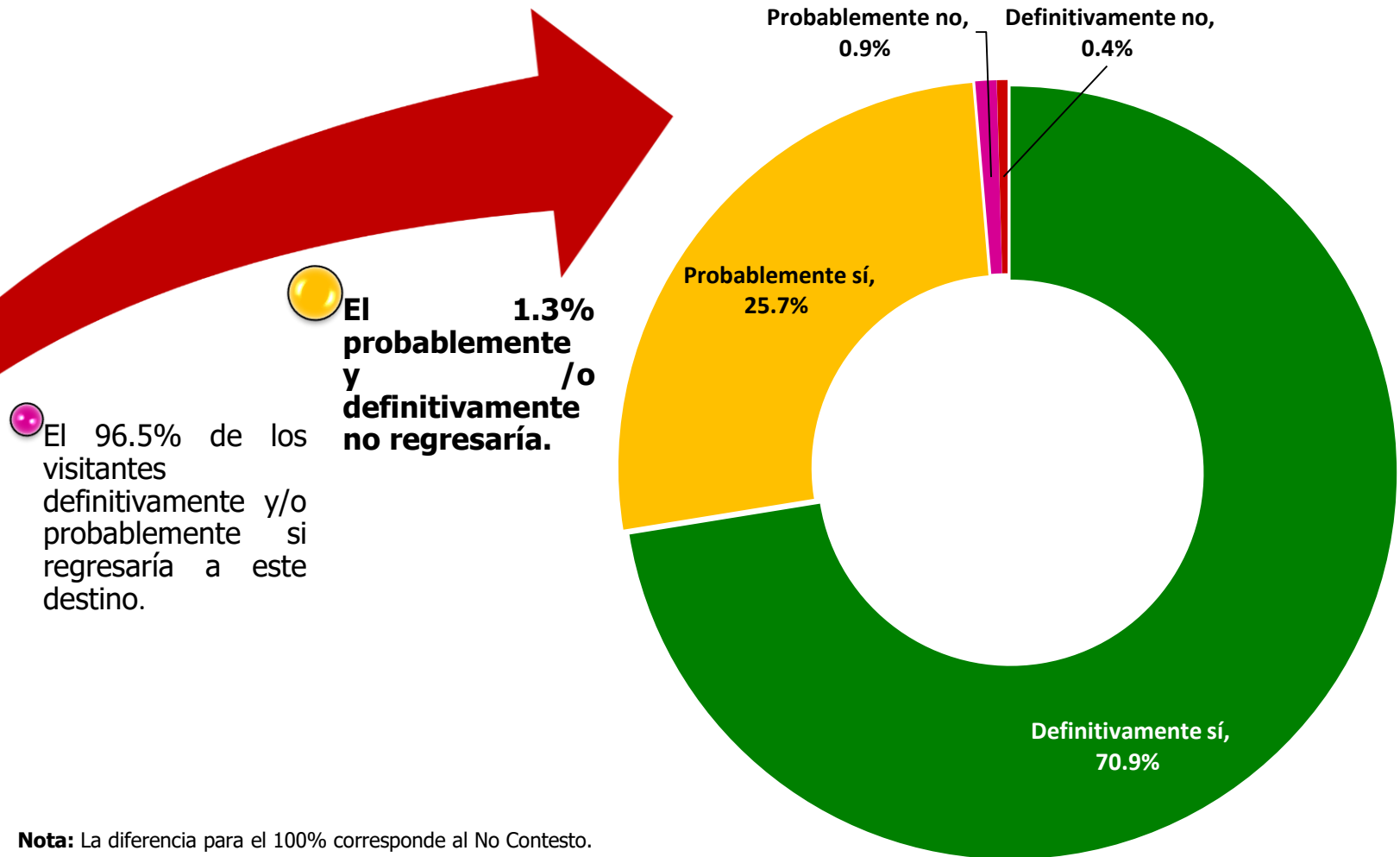


Relación calidad/cantidad de sanitarios

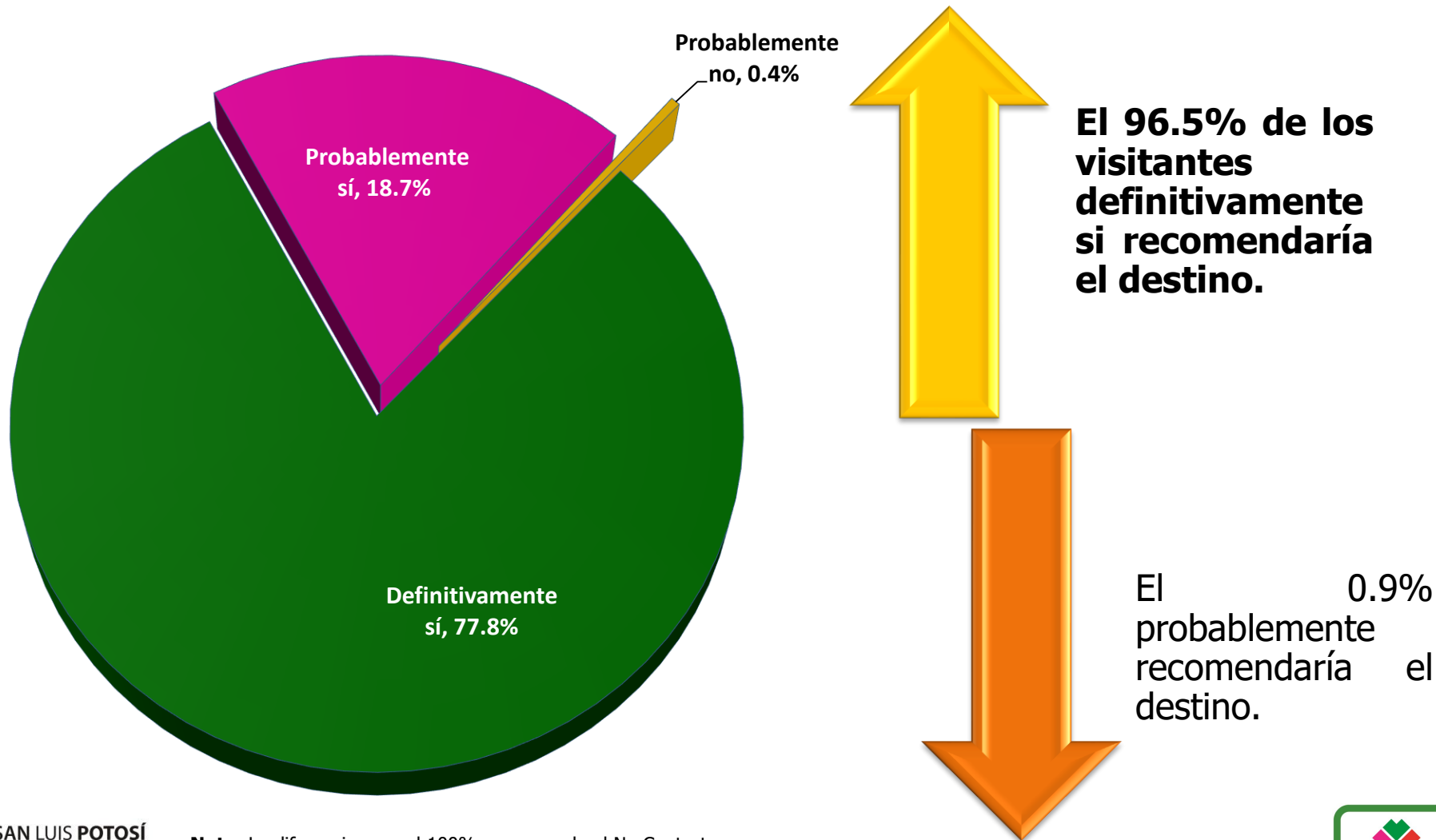


Nota: La diferencia para el 100% corresponde al No Contesto.

Opinión de Regresar a este destino

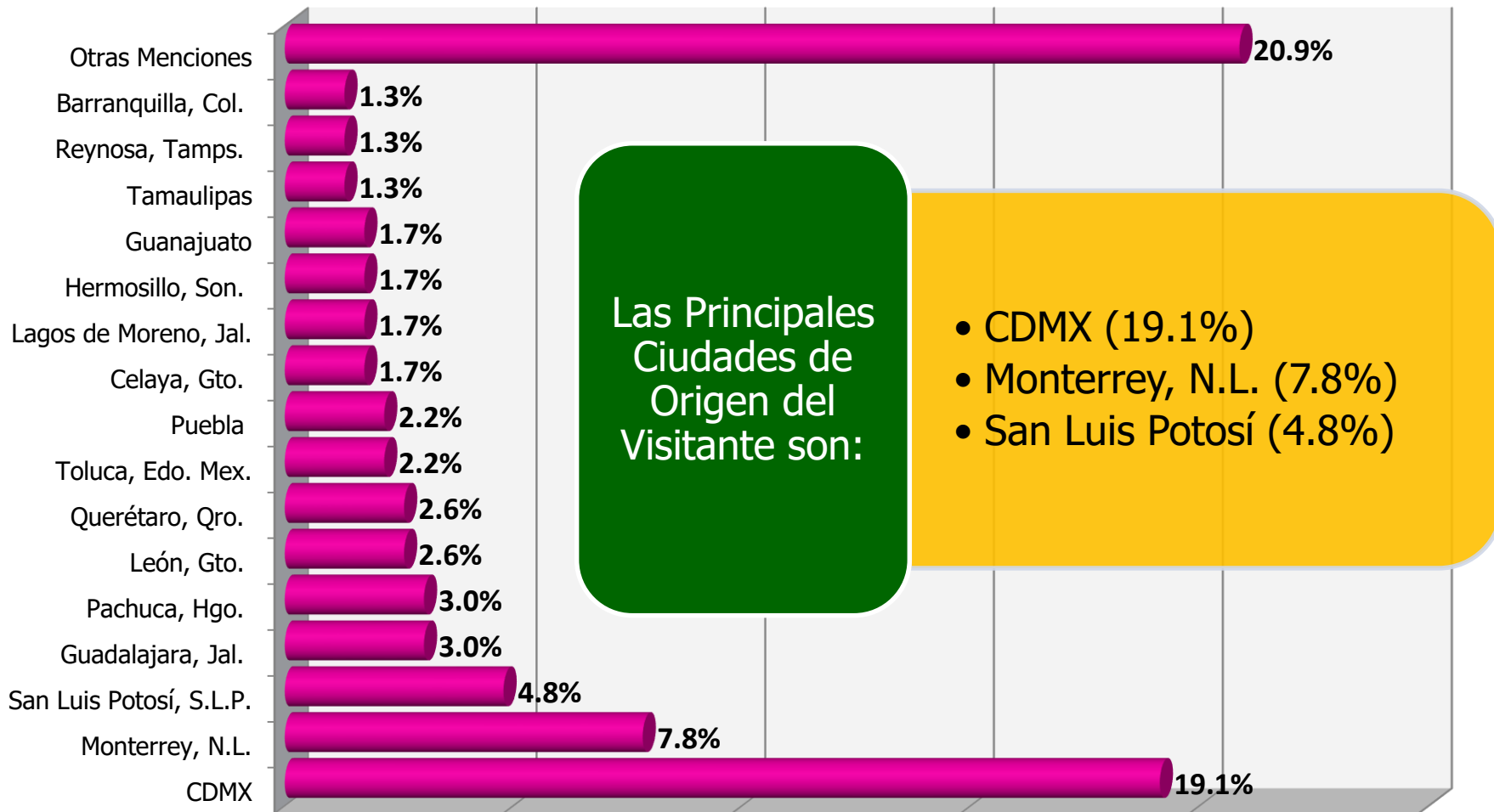


Opinión de Recomendar a este destino



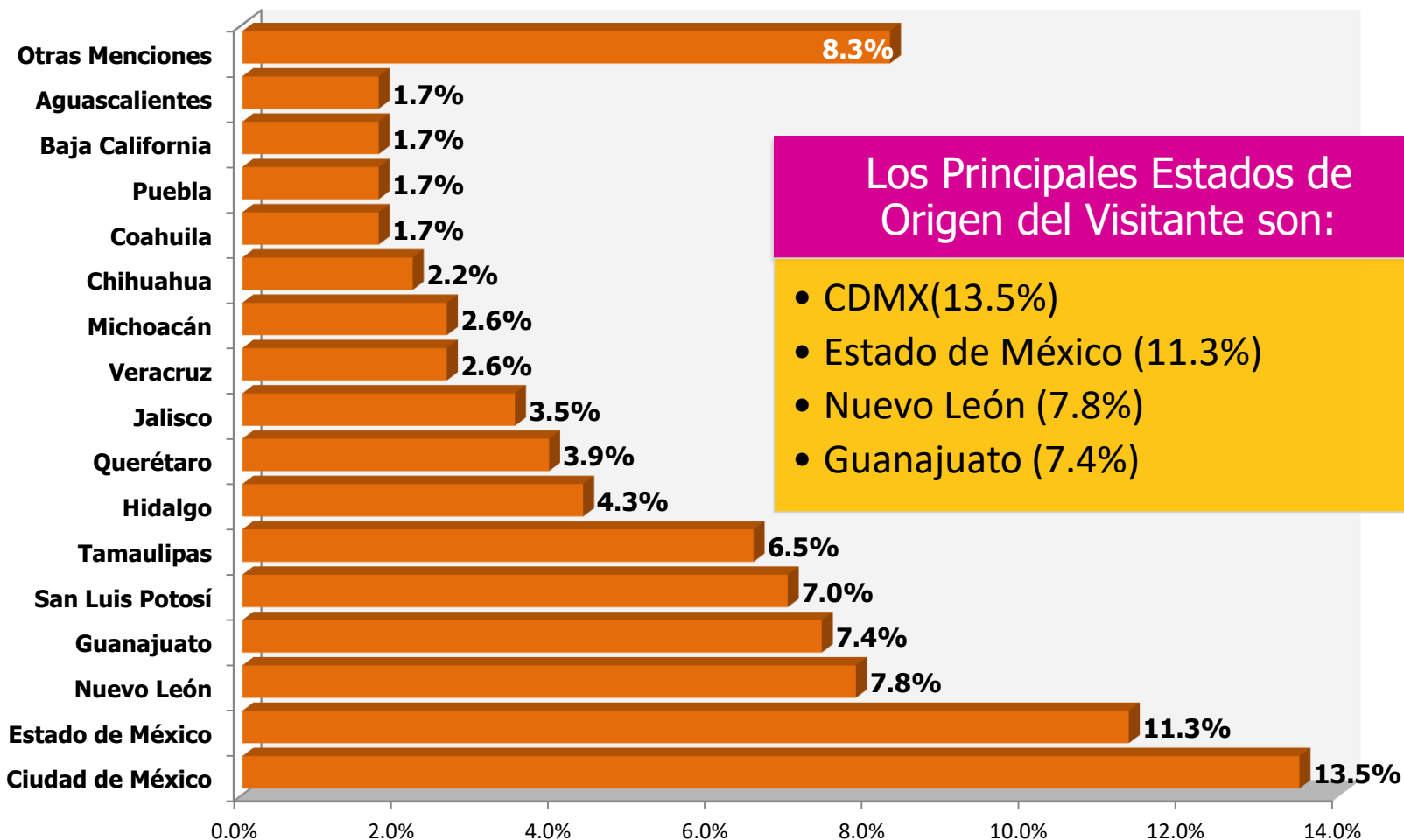
Nota: La diferencia para el 100% corresponde al No Contesto.

Principales Ciudades de Origen del Visitante



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

Principales Estados de Origen del Visitante

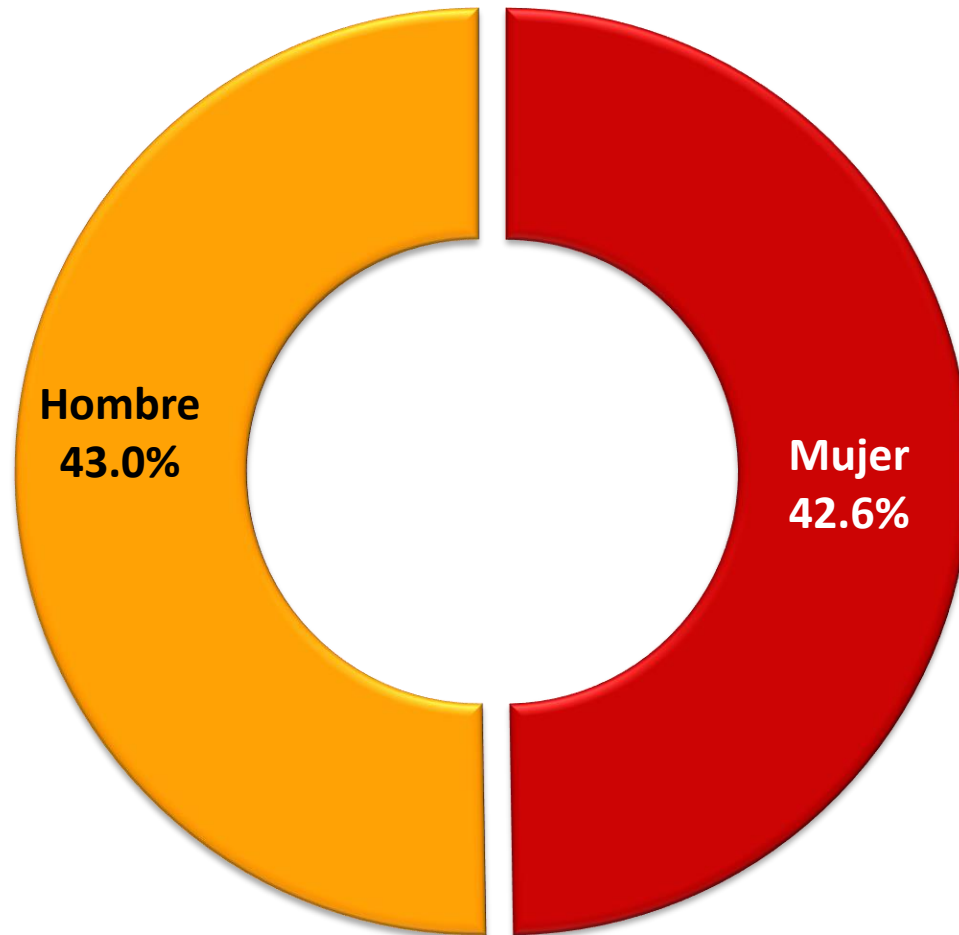


Los Principales Estados de Origen del Visitante son:

- CDMX(13.5%)
- Estado de México (11.3%)
- Nuevo León (7.8%)
- Guanajuato (7.4%)

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

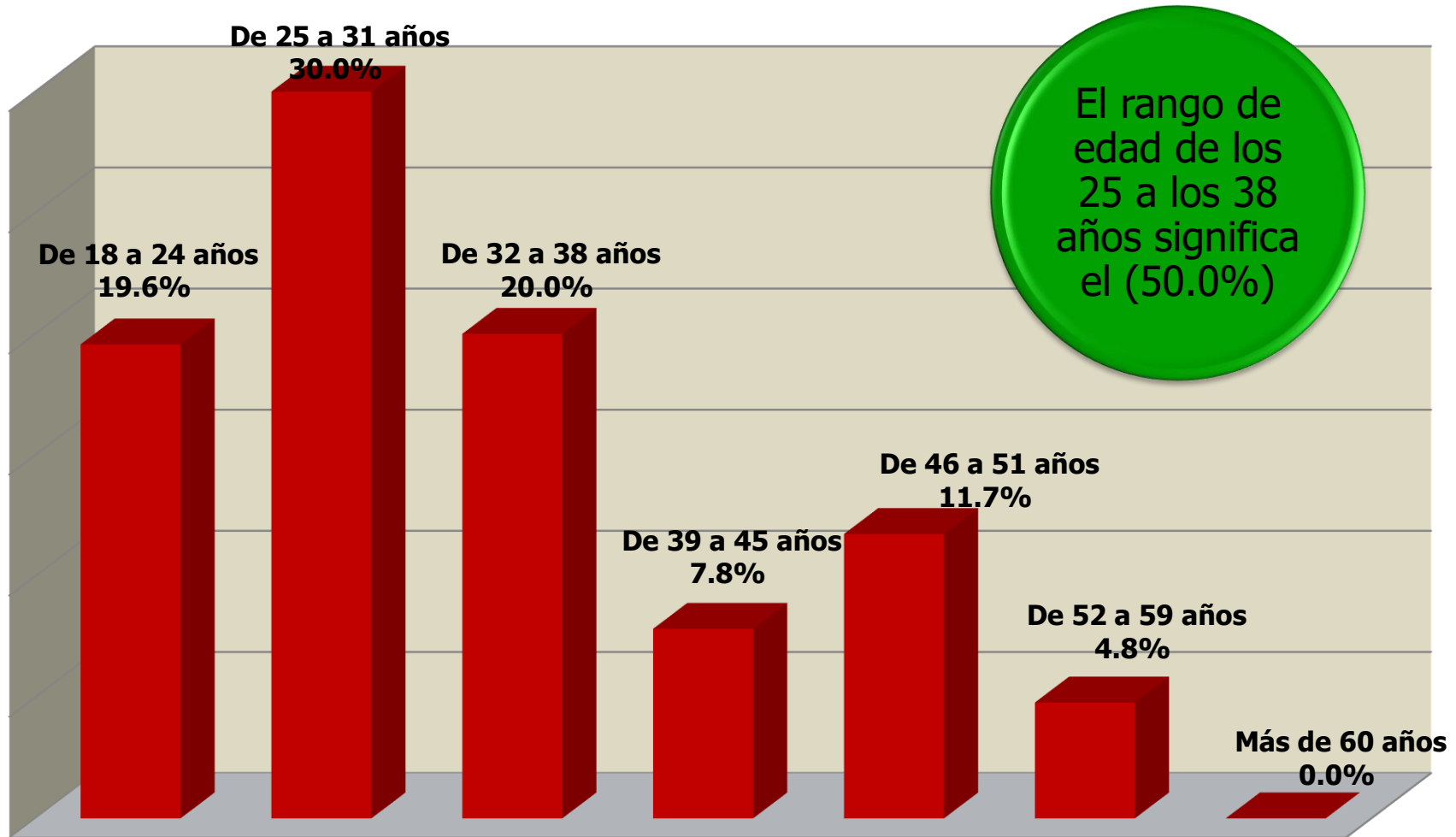
Sexo del Visitante a la Región



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

Semana Santa 2019-Región Huasteca

Rango de Edad de los Visitantes

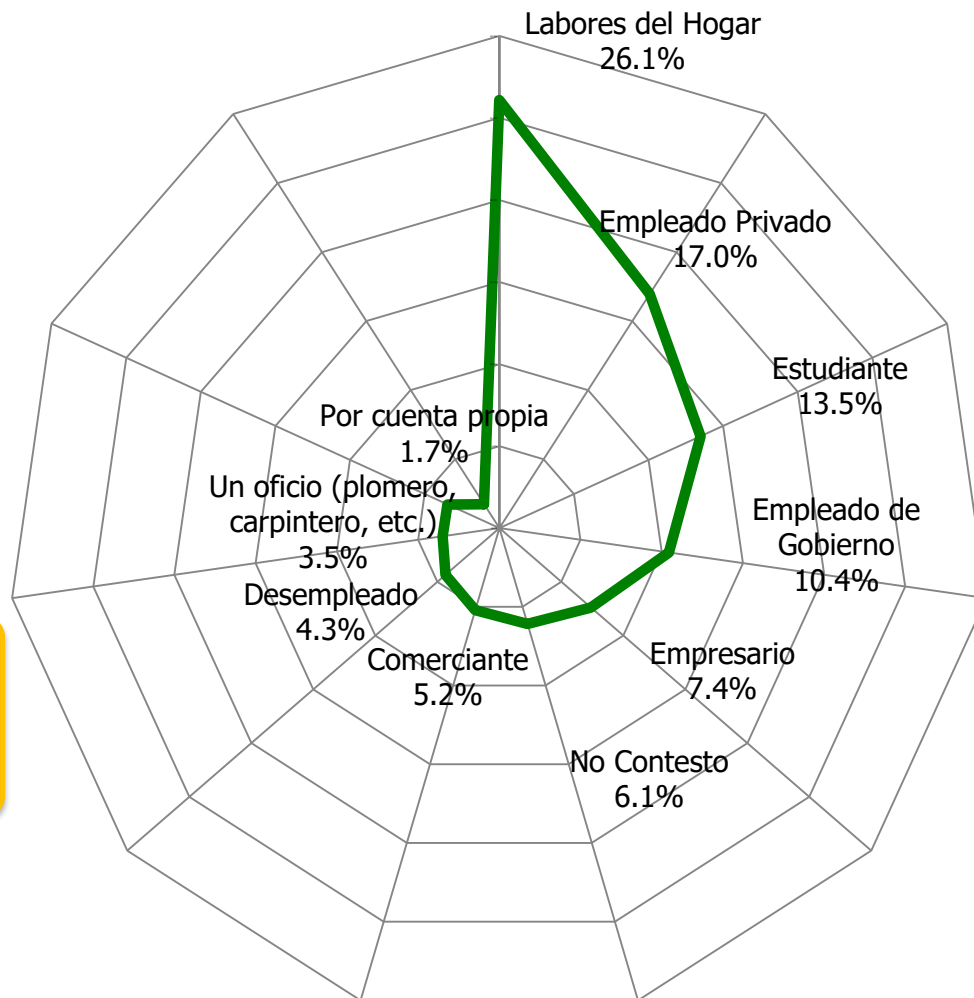


Ocupación del Visitante a San Luis Potosí

Una importante parte de los visitantes se dedican a labores del hogar(26.1%)

Otro segmento importante (17.0%) son empleados privados y el 13.5% son estudiantes .

El 10.4% son empleados de gobierno.





Resultados con perspectiva de género

Perfil del Visitante Xilitla

Resultados con Perspectiva de Género

Frecuencia con que visita el Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|-------------------------|--------------|--------------|--------------|---------------|
| Primera vez | 31.3% | 33.0% | 9.1% | 73.5% |
| Una vez al año | 7.4% | 5.7% | 3.0% | 16.1% |
| Dos veces al año | 2.2% | 3.5% | 1.3% | 7.0% |
| Tres o más veces al año | 0.9% | 0.0% | 0.9% | 1.7% |
| No contesto | 0.9% | 0.9% | 0.0% | 1.7% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Noches que permanecerá en la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| Ninguna | 7.8% | 5.2% | 4.3% | 17.4% |
| Una noche | 6.1% | 6.5% | 1.7% | 14.3% |
| Dos noches | 12.6% | 16.1% | 3.9% | 32.6% |
| Tres noches | 8.3% | 10.4% | 2.2% | 20.9% |
| Cuatro noches | 2.6% | 2.6% | 1.7% | 7.0% |
| Cinco noches | 3.0% | 0.9% | 0.0% | 3.9% |
| Seis noches | 1.3% | 0.4% | 0.4% | 2.2% |
| Siete noches | 0.4% | 0.4% | 0.0% | 0.9% |
| Más de Diez noches | 0.4% | 0.4% | 0.0% | 0.9% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Lugar donde se esta hospedando

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| Hotel | 27.8% | 28.3% | 10.4% | 66.5% |
| Familia / Amigos | 5.2% | 6.5% | 0.9% | 12.6% |
| Acampará | 3.0% | 2.6% | 0.0% | 5.7% |
| Vivienda Rentada | 2.2% | 2.2% | 2.2% | 6.5% |
| No contesto | 4.3% | 3.5% | 0.9% | 8.7% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Resultados con Perspectiva de Género

Nombre Hotel donde Hospeda

| Concepto | Mujer | Hombre | No Contesto | Total |
|---|--------------|--------------|--------------|---------------|
| Hotel Cascadas de la Huasteca, El Naranjo | 1.5% | 2.6% | 1.0% | 5.1% |
| Rancho Paraíso, Ciudad Valles | 1.0% | 2.6% | 1.0% | 4.6% |
| Eco Aldea Sierra Verde, Tamasopo | 1.0% | 1.5% | 0.5% | 3.1% |
| Hotel Del Sol, Ciudad Valles | 1.0% | 1.5% | 0.0% | 2.6% |
| Hotel Piña, Ciudad Valles | 1.0% | 1.0% | 0.5% | 2.6% |
| Hotel González, Tamazunchale | 1.5% | 1.0% | 0.0% | 2.6% |
| Auto Hotel Villas San Luis , Ciudad Valles | 1.5% | 0.5% | 0.0% | 2.1% |
| Hotel D' Carmona, Ciudad Valles | 0.0% | 2.1% | 0.0% | 2.1% |
| Hotel La Residencia Inn & Suites , Ebano | 1.5% | 0.0% | 0.0% | 1.5% |
| Real Tamasopo | 1.0% | 0.0% | 0.5% | 1.5% |
| Hotel San José, Aquismón | 1.0% | 0.0% | 0.0% | 1.0% |
| Hotel María Magnolia, Xilitla | 0.5% | 0.0% | 0.5% | 1.0% |
| Hotel Quinta Mar, Ciudad Valles | 0.5% | 0.5% | 0.0% | 1.0% |
| Hotel Tapasoli, Xilitla | 0.5% | 0.5% | 0.0% | 1.0% |
| Hotel y Suites Puerta del Cielo, Xilitla | 0.5% | 0.5% | 0.0% | 1.0% |
| Hotel Rex, Ciudad Valles | 0.5% | 0.5% | 0.0% | 1.0% |
| Estancia Turística Tancanhuitz, Tancanhuitz | 0.0% | 1.0% | 0.0% | 1.0% |
| Hotel Huasteca Express, El Naranjo | 0.0% | 0.5% | 0.0% | 0.5% |
| Posada El Castillo, Xilitla | 0.5% | 0.0% | 0.0% | 0.5% |
| Coy Parque Acuático Hotel, Ciudad Valles | 0.5% | 0.0% | 0.0% | 0.5% |
| Hotel Estancia Rheal, Ciudad Valles | 0.0% | 0.0% | 0.5% | 0.5% |
| Hotel Los Arcos , Ciudad Valles | 0.0% | 0.5% | 0.0% | 0.5% |
| Hotel Misión Ciudad Valles, Ciudad Valles | 0.5% | 0.0% | 0.0% | 0.5% |
| Hotel Melania Pizaño, Ciudad Valles | 0.5% | 0.0% | 0.0% | 0.5% |
| Campo Real Plus, Tamasopo | 0.0% | 0.0% | 0.5% | 0.5% |
| Hotel Rincón Huasteco | 0.5% | 0.0% | 0.0% | 0.5% |
| No contesto | 24.1% | 25.1% | 10.3% | 59.5% |
| Total | 41.5% | 42.6% | 15.9% | 100.0% |

Resultados con Perspectiva de Género

Forma de Viaje

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Solo | 3.5% | 3.5% | 0.0% | 7.0% |
| Pareja | 13.0% | 15.7% | 5.7% | 34.3% |
| Familia | 16.5% | 14.3% | 7.4% | 38.3% |
| Amistades | 5.7% | 5.7% | 0.4% | 11.7% |
| Agrupación | 3.9% | 3.5% | 0.4% | 7.8% |
| No contesto | 0.0% | 0.4% | 0.4% | 0.9% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Número de Acompañantes

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------|--------------|--------------|--------------|---------------|
| Dos | 12.6% | 15.7% | 5.2% | 33.5% |
| Cuatro | 3.0% | 6.5% | 2.6% | 12.2% |
| Tres | 3.9% | 3.5% | 2.2% | 9.6% |
| Más de Veinte | 5.2% | 3.5% | 0.4% | 9.1% |
| Uno | 5.2% | 3.9% | 0.0% | 9.1% |
| Cinco | 3.0% | 3.0% | 0.4% | 6.5% |
| Seis | 1.3% | 2.2% | 0.9% | 4.3% |
| Ocho | 0.9% | 0.9% | 0.9% | 2.6% |
| Siete | 0.9% | 0.0% | 0.4% | 1.3% |
| Trece | 1.3% | 0.0% | 0.0% | 1.3% |
| Diez | 0.4% | 0.4% | 0.0% | 0.9% |
| Dieciséis | 0.9% | 0.0% | 0.0% | 0.9% |
| Doce | 0.0% | 0.4% | 0.0% | 0.4% |
| Once | 0.4% | 0.0% | 0.0% | 0.4% |
| Catorce | 0.4% | 0.0% | 0.0% | 0.4% |
| No contesto | 3.0% | 3.0% | 1.3% | 7.4% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Medio de Transporte Utilizado

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| Automóvil | 21.7% | 28.3% | 9.1% | 59.1% |
| Autobús de línea | 8.7% | 9.6% | 1.7% | 20.0% |
| Autobús rentado | 8.3% | 4.8% | 1.7% | 14.8% |
| No contestó | 3.9% | 0.4% | 1.7% | 6.1% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Resultados con Perspectiva de Género

Gasto Promedio en Hospedaje

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| 400 a 500 pesos | 10.0% | 8.3% | 2.2% | 20.4% |
| 501 a 600 pesos | 4.8% | 7.0% | 0.4% | 12.2% |
| 601 a 800 pesos | 3.9% | 7.4% | 2.6% | 13.9% |
| 801 a 990 pesos | 3.5% | 3.5% | 2.2% | 9.1% |
| Más de 1,000 pesos | 8.7% | 10.0% | 3.9% | 22.6% |
| No contesto | 11.7% | 7.0% | 3.0% | 21.7% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Gasto Promedio en Compras

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 200 a 300 pesos | 16.1% | 13.9% | 3.5% | 33.5% |
| De 301 a 400 pesos | 6.5% | 8.7% | 2.2% | 17.4% |
| De 451 a 500 pesos | 6.5% | 3.9% | 1.7% | 12.2% |
| De 401 a 500 pesos | 0.9% | 1.7% | 2.6% | 5.2% |
| Más de 600 pesos | 4.8% | 5.2% | 1.3% | 11.3% |
| No contesto | 7.8% | 9.6% | 3.0% | 20.4% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Gasto Promedio en Alimentos y Bebidas

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 200 a 300 pesos | 8.7% | 8.7% | 1.7% | 19.1% |
| De 301 a 400 pesos | 13.9% | 9.6% | 2.2% | 25.7% |
| De 451 a 500 pesos | 5.2% | 5.7% | 3.0% | 13.9% |
| De 401 a 500 pesos | 2.6% | 5.7% | 3.5% | 11.7% |
| Más de 600 pesos | 4.3% | 4.8% | 0.9% | 10.0% |
| No contesto | 7.8% | 8.7% | 3.0% | 19.6% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Gasto Promedio en Souvenirs

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 200 a 300 pesos | 10.0% | 10.4% | 2.2% | 22.6% |
| De 301 a 400 pesos | 4.8% | 5.7% | 1.3% | 11.7% |
| De 451 a 500 pesos | 7.0% | 5.2% | 1.7% | 13.9% |
| De 401 a 500 pesos | 0.9% | 1.3% | 1.3% | 3.5% |
| Más de 600 pesos | 1.7% | 3.0% | 1.3% | 6.1% |
| No contesto | 18.3% | 17.4% | 6.5% | 42.2% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Gasto Promedio en Transportación Local

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 200 a 300 pesos | 10.0% | 5.2% | 0.0% | 15.2% |
| De 301 a 400 pesos | 2.2% | 3.0% | 1.3% | 6.5% |
| De 451 a 500 pesos | 2.6% | 3.0% | 0.0% | 5.7% |
| De 401 a 500 pesos | 0.4% | 0.9% | 0.0% | 1.3% |
| Más de 600 pesos | 0.9% | 0.4% | 0.0% | 1.3% |
| No contesto | 26.5% | 30.4% | 13.0% | 70.0% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Gasto Promedio en Gasolina

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 200 a 300 pesos | 5.7% | 3.5% | 1.3% | 10.4% |
| De 301 a 400 pesos | 3.5% | 2.2% | 0.4% | 6.1% |
| De 451 a 500 pesos | 3.0% | 2.6% | 0.4% | 6.1% |
| De 401 a 500 pesos | 5.7% | 2.6% | 2.2% | 10.4% |
| Más de 600 pesos | 6.1% | 7.8% | 1.3% | 15.2% |
| No contesto | 18.7% | 24.3% | 8.7% | 51.7% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Resultados con Perspectiva de Género

Razón Principal de Viaje a la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------------|--------------|--------------|--------------|---------------|
| Descanso / Vacaciones | 6.4% | 5.8% | 2.2% | 14.3% |
| Turismo de Aventura | 6.8% | 5.9% | 1.6% | 14.3% |
| Cultural | 1.7% | 2.9% | 0.7% | 5.4% |
| Ecoturismo | 1.9% | 2.0% | 0.6% | 4.5% |
| Visita a familiares | 0.7% | 0.6% | 0.4% | 1.7% |
| Compra de artesanías | 0.3% | 0.3% | 0.3% | 0.9% |
| Negocios | 0.3% | 0.4% | 0.1% | 0.9% |
| Tradicición | 0.3% | 0.1% | 0.0% | 0.4% |
| Salud | 0.0% | 0.3% | 0.0% | 0.3% |
| Gastronómico | 0.1% | 0.1% | 0.0% | 0.3% |
| Religioso | 0.0% | 0.1% | 0.0% | 0.1% |
| Deportivo | 0.0% | 0.0% | 0.1% | 0.1% |
| No Contestó | 24.1% | 24.3% | 8.3% | 56.7% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Con que sitios compararía la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------------------------|--------------|--------------|--------------|---------------|
| Chiapas | 2.0% | 1.5% | 0.4% | 3.9% |
| Real de Catorce, S.L.P. | 0.7% | 1.5% | 0.2% | 2.4% |
| Michoacán | 0.7% | 0.7% | 0.4% | 1.7% |
| Ninguno | 1.1% | 0.2% | 0.0% | 1.3% |
| Cancún, Q Roo | 0.7% | 0.7% | 0.0% | 1.3% |
| Veracruz | 0.7% | 0.4% | 0.0% | 1.1% |
| Tamúl, S.L.P. | 0.4% | 0.4% | 0.0% | 0.9% |
| Grutas de Tolantongo, Hgo. | 0.2% | 0.4% | 0.0% | 0.7% |
| Hidalgo | 0.4% | 0.2% | 0.0% | 0.7% |
| San Cristóbal de las Casas, Chis. | 0.4% | 0.2% | 0.0% | 0.7% |
| San Miguel de Allende, Gto. | 0.2% | 0.4% | 0.0% | 0.7% |
| Tampico, Tamps. | 0.0% | 0.7% | 0.0% | 0.7% |
| Huejutla, Hgo. | 0.2% | 0.2% | 0.0% | 0.4% |
| Xilitla, S.L.P. | 0.0% | 0.2% | 0.0% | 0.2% |
| Tamasopo, S.L.P. | 0.2% | 0.0% | 0.0% | 0.2% |
| Chihuahua | 0.0% | 0.2% | 0.0% | 0.2% |
| Monterrey, N.L. | 0.2% | 0.0% | 0.0% | 0.2% |
| Mérida, Yuc. | 0.0% | 0.2% | 0.0% | 0.2% |
| Cascada El Salto, S.L.P. | 0.0% | 0.0% | 0.2% | 0.2% |
| No contestó | 33.9% | 33.9% | 13.0% | 80.9% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Resultados con Perspectiva de Género

Recuerda Publicidad del Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Sí | 33.0% | 27.8% | 7.8% | 68.7% |
| No | 8.3% | 12.6% | 6.5% | 27.4% |
| No contesto | 1.3% | 2.6% | 0.0% | 3.9% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Medio en que recuerda la publicidad

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------|--------------|--------------|--------------|---------------|
| Internet | 17.8% | 13.9% | 3.5% | 35.2% |
| Televisión | 7.8% | 9.1% | 1.7% | 18.7% |
| Facebook | 3.9% | 3.5% | 0.9% | 8.3% |
| Familiares o amigos | 1.3% | 0.4% | 0.4% | 2.2% |
| Folletos | 0.4% | 0.0% | 0.4% | 0.9% |
| Periódico | 0.0% | 0.0% | 0.0% | 0.0% |
| Espectaculares | 0.9% | 1.3% | 0.0% | 2.2% |
| You Tube | 0.4% | 0.0% | 0.4% | 0.9% |
| Revista | 0.0% | 0.0% | 0.4% | 0.4% |
| Radio | 0.4% | 0.4% | 0.0% | 0.9% |
| Instagram | 0.0% | 0.4% | 0.0% | 0.4% |
| Twitter | 0.0% | 0.4% | 0.0% | 0.4% |
| No contesto | 9.6% | 13.5% | 6.5% | 29.6% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Regresaría al Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| Definitivamente sí | 32.6% | 30.4% | 7.8% | 70.9% |
| Probablemente sí | 9.1% | 11.7% | 4.8% | 25.7% |
| Probablemente no | 0.4% | 0.4% | 0.0% | 0.9% |
| Definitivamente no | 0.4% | 0.0% | 0.0% | 0.4% |
| No Contesto | 0.0% | 0.4% | 1.7% | 2.2% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Recomendaría el Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| Definitivamente sí | 34.3% | 34.8% | 8.7% | 77.8% |
| Probablemente sí | 7.8% | 7.0% | 3.9% | 18.7% |
| Probablemente no | 0.0% | 0.4% | 0.0% | 0.4% |
| Definitivamente no | 0.4% | 0.0% | 0.0% | 0.4% |
| No Contesto | 0.0% | 0.9% | 1.7% | 2.6% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Resultados con Perspectiva de Género

Ciudad de Origen

| Concepto | Mujer | Hombre | No Contesto | Total |
|-------------------------|--------------|--------------|--------------|---------------|
| CDMX | 8.7% | 8.7% | 1.7% | 19.1% |
| Monterrey, N.L. | 3.0% | 3.0% | 1.7% | 7.8% |
| San Luis Potosí, S.L.P. | 2.6% | 1.3% | 0.9% | 4.8% |
| Guadalajara, Jal. | 0.0% | 1.3% | 1.7% | 3.0% |
| Pachuca, Hgo. | 1.7% | 0.9% | 0.4% | 3.0% |
| León, Gto. | 1.7% | 0.9% | 0.0% | 2.6% |
| Querétaro, Qro. | 0.9% | 1.3% | 0.4% | 2.6% |
| Toluca, Edo. Mex. | 0.9% | 1.3% | 0.0% | 2.2% |
| Puebla | 1.3% | 0.9% | 0.0% | 2.2% |
| Celaya, Gto. | 1.7% | 0.0% | 0.0% | 1.7% |
| Lagos de Moreno, Jal. | 1.3% | 0.4% | 0.0% | 1.7% |
| Hermosillo, Son. | 0.9% | 0.9% | 0.0% | 1.7% |
| Guanajuato | 0.9% | 0.9% | 0.0% | 1.7% |
| Tamaulipas | 0.0% | 0.9% | 0.4% | 1.3% |
| Reynosa, Tamps. | 0.9% | 0.4% | 0.0% | 1.3% |
| Barranquilla, Col. | 0.4% | 0.9% | 0.0% | 1.3% |
| San Juan del Río, Qro. | 0.4% | 0.9% | 0.0% | 1.3% |
| Ciudad Victoria, Tamps. | 0.9% | 0.4% | 0.0% | 1.3% |
| India | 0.9% | 0.0% | 0.4% | 1.3% |
| Huejutla, Hgo. | 0.4% | 0.4% | 0.0% | 0.9% |
| Chihuahua | 0.4% | 0.4% | 0.0% | 0.9% |
| Matamoros, Tamps. | 0.4% | 0.0% | 0.4% | 0.9% |
| Jalpan, Qro. | 0.4% | 0.4% | 0.0% | 0.9% |
| Rio verde | 0.0% | 0.4% | 0.4% | 0.9% |
| Altamira, Tamps. | 0.0% | 0.4% | 0.4% | 0.9% |
| Saltillo, Coah. | 0.0% | 0.9% | 0.0% | 0.9% |
| Tepic, Nay. | 0.4% | 0.4% | 0.0% | 0.9% |
| Cuernavaca, Mor. | 0.4% | 0.4% | 0.0% | 0.9% |
| Mérida, Yuc. | 0.4% | 0.4% | 0.0% | 0.9% |
| Huichapan, Hgo. | 0.4% | 0.0% | 0.4% | 0.9% |
| Uruapan, Mich. | 0.0% | 0.4% | 0.4% | 0.9% |
| Veracruz | 0.0% | 0.0% | 0.4% | 0.4% |
| Mathuala, S.L.P. | 0.4% | 0.0% | 0.0% | 0.4% |
| Torreón, Coah. | 0.0% | 0.0% | 0.4% | 0.4% |
| Tijuana, BC | 0.4% | 0.0% | 0.0% | 0.4% |
| Xilitla, S.L.P. | 0.0% | 0.4% | 0.0% | 0.4% |
| Monclova, coah. | 0.4% | 0.0% | 0.0% | 0.4% |
| Culiacán, sin. | 0.4% | 0.0% | 0.0% | 0.4% |
| Chetumal, Q Roo | 0.0% | 0.4% | 0.0% | 0.4% |
| Ciudad Madero, Tamps. | 0.0% | 0.4% | 0.0% | 0.4% |
| Calí, Col. | 0.0% | 0.4% | 0.0% | 0.4% |
| Lima, Perú | 0.0% | 0.4% | 0.0% | 0.4% |
| Tuxpan, Ver. | 0.4% | 0.0% | 0.0% | 0.4% |
| Pinal de Amoles, Ver. | 0.0% | 0.4% | 0.0% | 0.4% |
| Cuernavaca, Mor. | 0.0% | 0.4% | 0.0% | 0.4% |
| Zamora, Mich. | 0.4% | 0.0% | 0.0% | 0.4% |
| Aguascalientes | 0.4% | 0.0% | 0.0% | 0.4% |
| Fortín, Ver. | 0.4% | 0.0% | 0.0% | 0.4% |
| Manuel Doblado, Gto. | 0.0% | 0.4% | 0.0% | 0.4% |
| Cd. Madero, Tamps. | 0.0% | 0.4% | 0.0% | 0.4% |
| Apodaca, N.L. | 0.4% | 0.0% | 0.0% | 0.4% |
| Cuahtémoc, CDMX | 0.0% | 0.4% | 0.0% | 0.4% |
| Tlaxcala | 0.0% | 0.4% | 0.0% | 0.4% |
| Atzacmulco, Edo. Mex. | 0.4% | 0.0% | 0.0% | 0.4% |
| Zumpango, Edo. Mex. | 0.0% | 0.4% | 0.0% | 0.4% |
| Real de Catorce, S.L.P. | 0.0% | 0.4% | 0.0% | 0.4% |
| Venado, S.L.P. | 0.0% | 0.4% | 0.0% | 0.4% |
| No Contesto | 5.7% | 7.0% | 3.5% | 16.1% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Resultados con Perspectiva de Género

Estado de Origen del Entrevistado

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| Ciudad de México | 5.7% | 6.5% | 1.3% | 13.5% |
| Estado de México | 6.1% | 4.8% | 0.4% | 11.3% |
| Nuevo León | 3.0% | 3.0% | 1.7% | 7.8% |
| Guanajuato | 5.2% | 2.2% | 0.0% | 7.4% |
| San Luis Potosí | 3.5% | 2.2% | 1.3% | 7.0% |
| Tamaulipas | 2.6% | 2.2% | 1.7% | 6.5% |
| Hidalgo | 1.7% | 2.2% | 0.4% | 4.3% |
| Querétaro | 1.7% | 1.7% | 0.4% | 3.9% |
| Jalisco | 0.4% | 1.3% | 1.7% | 3.5% |
| Veracruz | 0.9% | 1.3% | 0.4% | 2.6% |
| Michoacán | 0.9% | 0.9% | 0.9% | 2.6% |
| Chihuahua | 0.4% | 1.3% | 0.4% | 2.2% |
| Coahuila | 0.4% | 0.9% | 0.4% | 1.7% |
| Puebla | 0.4% | 1.3% | 0.0% | 1.7% |
| Baja California | 1.3% | 0.4% | 0.0% | 1.7% |
| Aguascalientes | 0.4% | 0.9% | 0.4% | 1.7% |
| Durango | 1.3% | 0.0% | 0.0% | 1.3% |
| Guerrero | 0.9% | 0.4% | 0.0% | 1.3% |
| Sinaloa | 0.4% | 0.4% | 0.0% | 0.9% |
| Morelos | 0.0% | 0.9% | 0.0% | 0.9% |
| Nayarit | 0.4% | 0.4% | 0.0% | 0.9% |
| Sonora | 0.4% | 0.0% | 0.0% | 0.4% |
| Yucatán | 0.0% | 0.4% | 0.0% | 0.4% |
| Colima | 0.0% | 0.4% | 0.0% | 0.4% |
| Quintana Roo | 0.0% | 0.4% | 0.0% | 0.4% |
| España | 0.0% | 0.4% | 0.0% | 0.4% |
| Tlaxcala | 0.0% | 0.4% | 0.0% | 0.4% |
| Finlandia | 0.0% | 0.4% | 0.0% | 0.4% |
| No contesto | 4.3% | 5.2% | 2.6% | 12.2% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Resultados con Perspectiva de Género

Edad Promedio de los Entrevistados

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------|--------------|--------------|--------------|---------------|
| De 18 a 24 años | 11.3% | 5.7% | 2.6% | 19.6% |
| De 25 a 31 años | 11.3% | 14.8% | 3.9% | 30.0% |
| De 32 a 38 años | 8.7% | 8.3% | 3.0% | 20.0% |
| De 39 a 45 años | 3.0% | 4.8% | 0.0% | 7.8% |
| De 46 a 51 años | 6.1% | 4.8% | 0.9% | 11.7% |
| De 52 a 59 años | 0.4% | 4.3% | 0.0% | 4.8% |
| No Contesto | 1.7% | 0.4% | 3.9% | 6.1% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |

Ocupación de los Entrevistados

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------------------------|--------------|--------------|--------------|---------------|
| Labores del Hogar | 10.0% | 12.6% | 3.5% | 26.1% |
| Empleado Privado | 4.8% | 9.1% | 3.0% | 17.0% |
| Estudiante | 8.3% | 4.8% | 0.4% | 13.5% |
| Empleado de Gobierno | 6.5% | 3.0% | 0.9% | 10.4% |
| Empresario | 2.6% | 3.5% | 1.3% | 7.4% |
| No Contesto | 3.0% | 0.4% | 2.6% | 6.1% |
| Comerciante | 1.7% | 1.7% | 1.7% | 5.2% |
| Desempleado | 3.5% | 0.0% | 0.9% | 4.3% |
| Retirado / Jubilado | 0.4% | 3.0% | 0.0% | 3.5% |
| Un oficio (plomero, carpintero, etc.) | 0.0% | 3.5% | 0.0% | 3.5% |
| Por cuenta propia | 0.9% | 0.9% | 0.0% | 1.7% |
| Otro | 0.9% | 0.4% | 0.0% | 1.3% |
| Total | 42.6% | 43.0% | 14.3% | 100.0% |



SAN LUIS POTOSÍ



Tu destino...



Perfil del Visitante

Xilitla

Semana Santa 2019