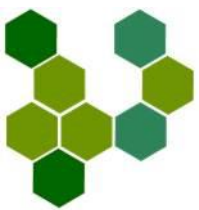


# Perfil del Visitante

## Ciudad Valles

### Verano 2019

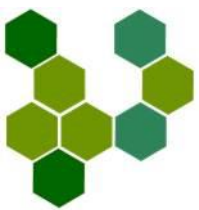


# Metodología

**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 110 encuestas.**

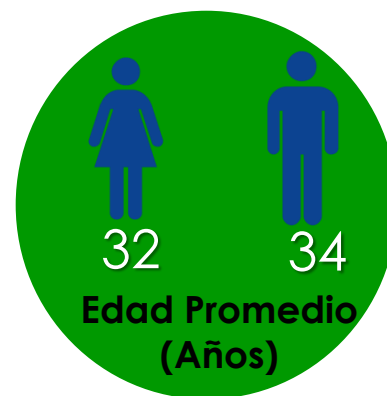
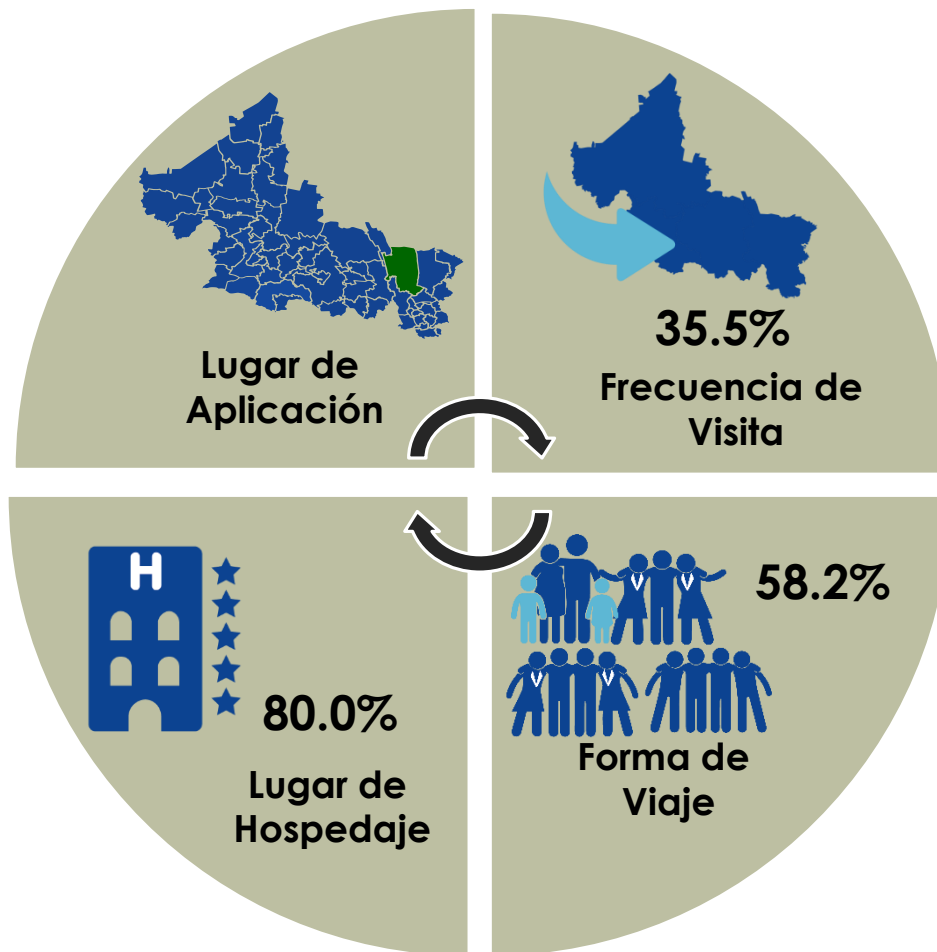
**Las entrevistas se levantaron durante la temporada de Verano en los principales sitios turísticos del municipio y fueron contestadas directamente por los visitantes.**

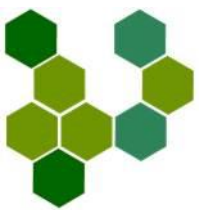
**Los resultados obtenidos para cada uno de los conceptos se presentan a continuación:**



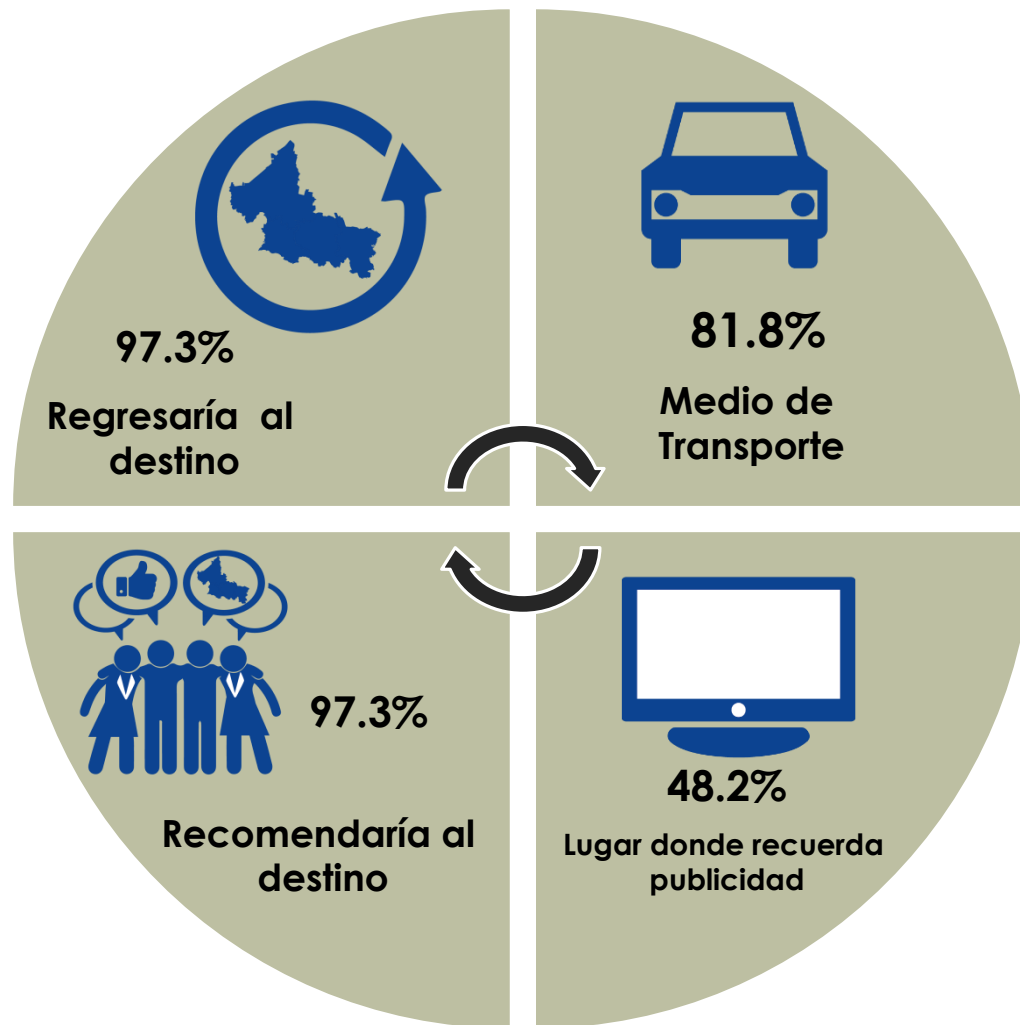
5.3

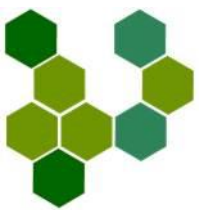
Tamaño de Grupo promedio





# Resumen

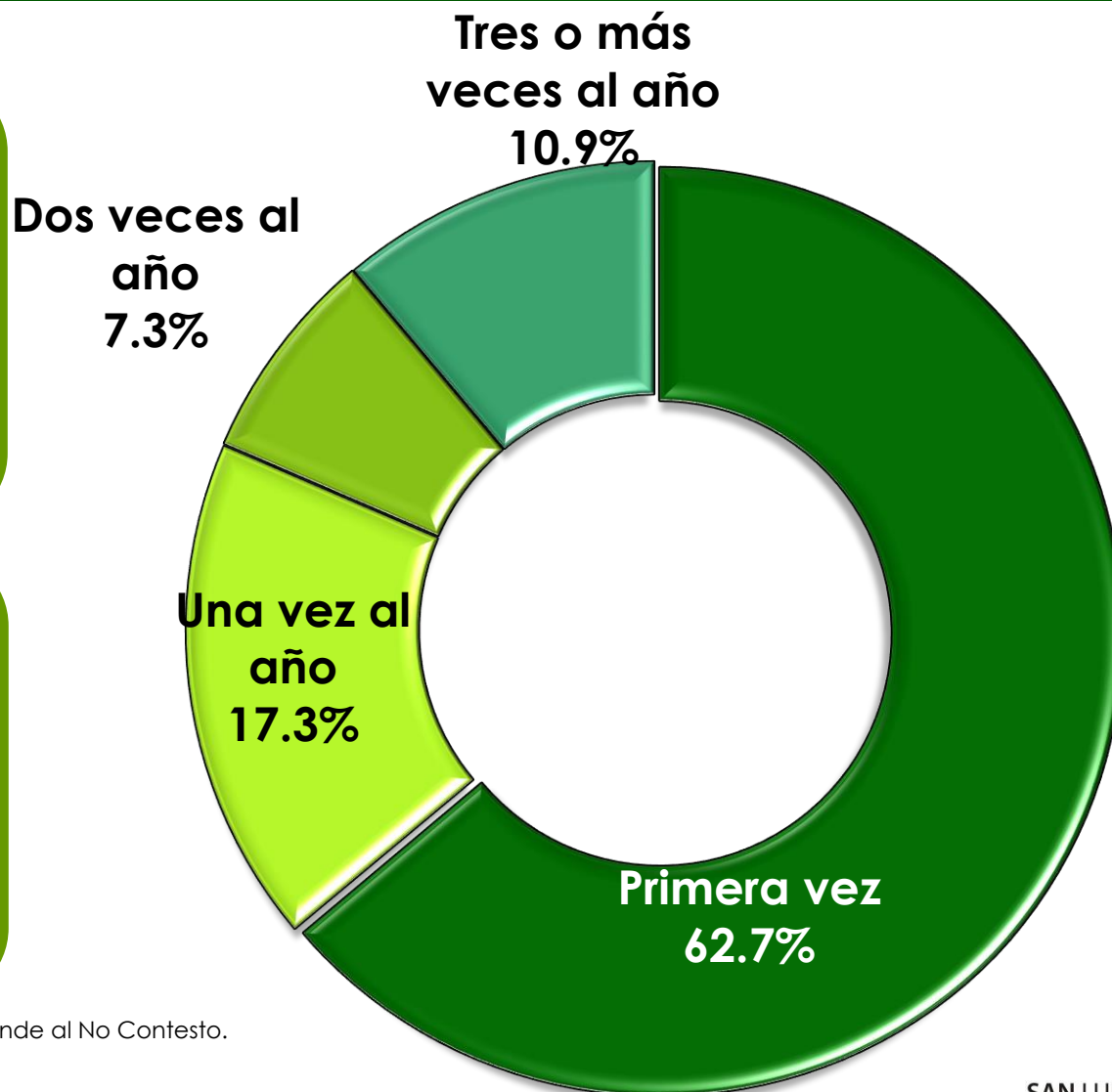




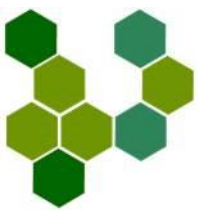
# Frecuencia de Visita a la Región

El 62.7% visita el destino por primera vez

El turismo repetitivo representa el 35.5%



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



# Noches de Estadía

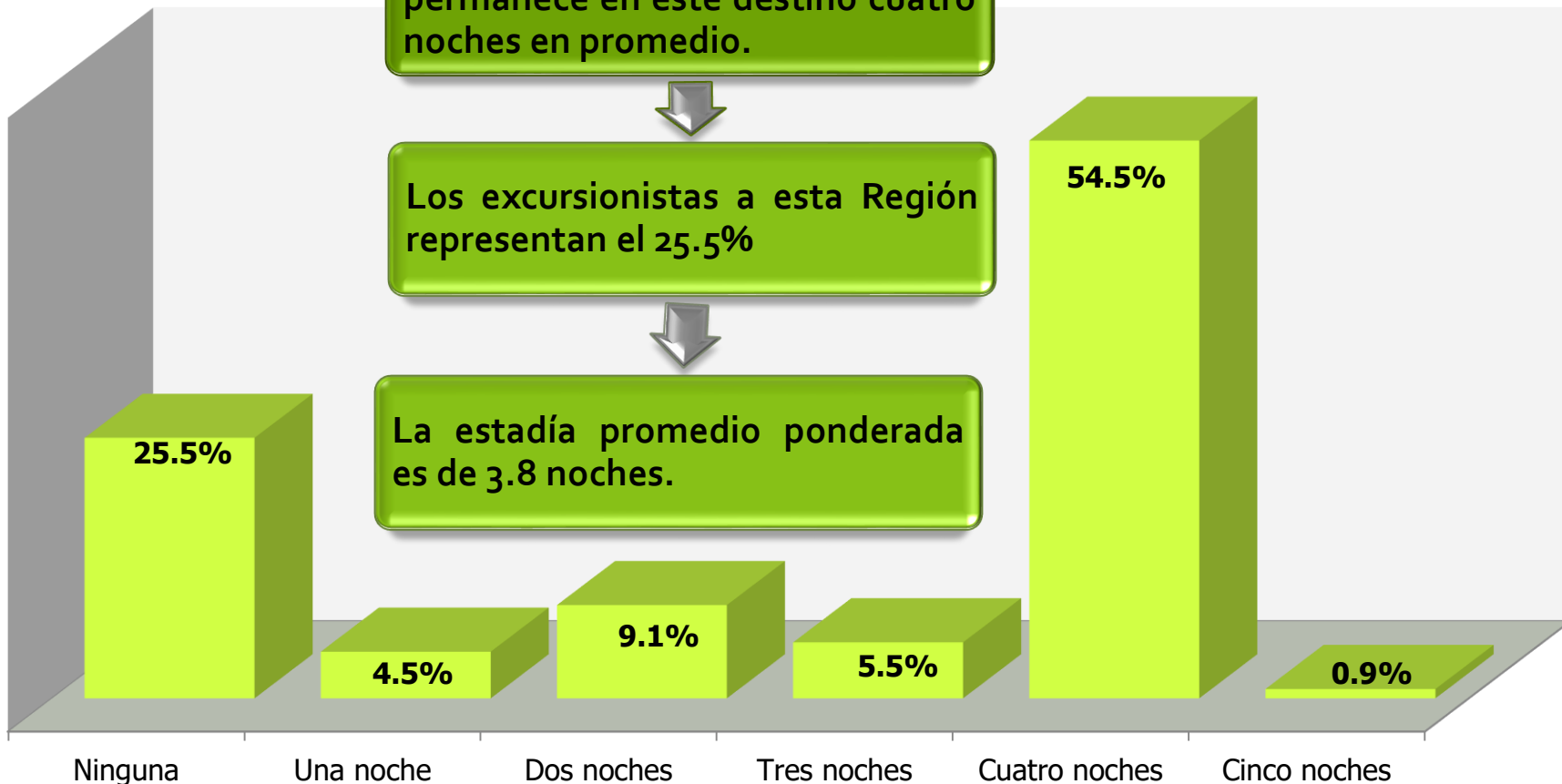
El 54.5% de los visitantes permanece en este destino cuatro noches en promedio.



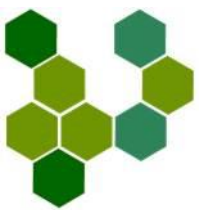
Los excursionistas a esta Región representan el 25.5%



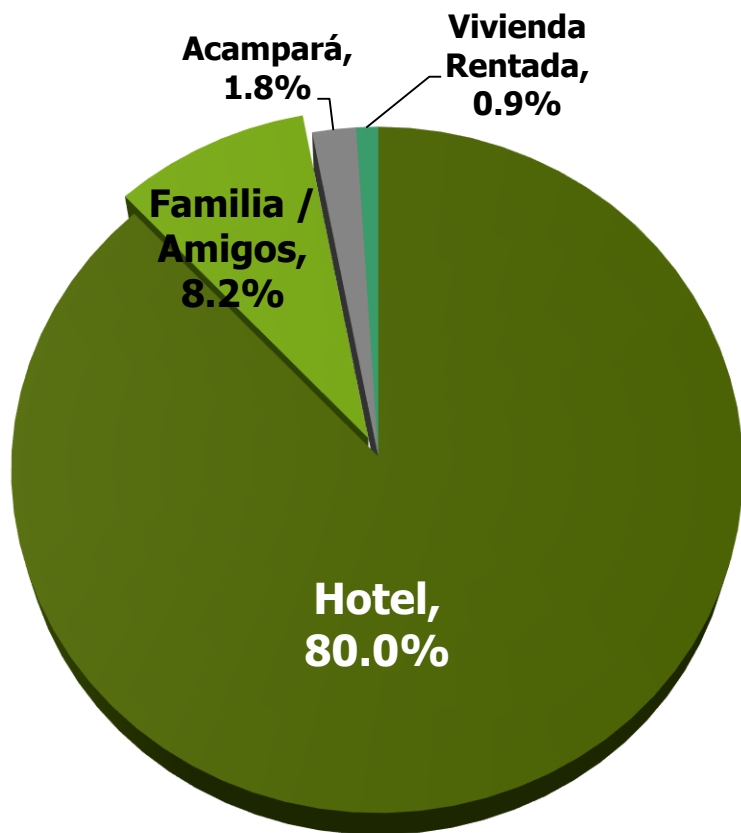
La estadía promedio ponderada es de 3.8 noches.



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



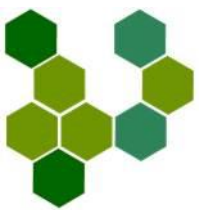
# Lugar de Hospedaje del Visitante



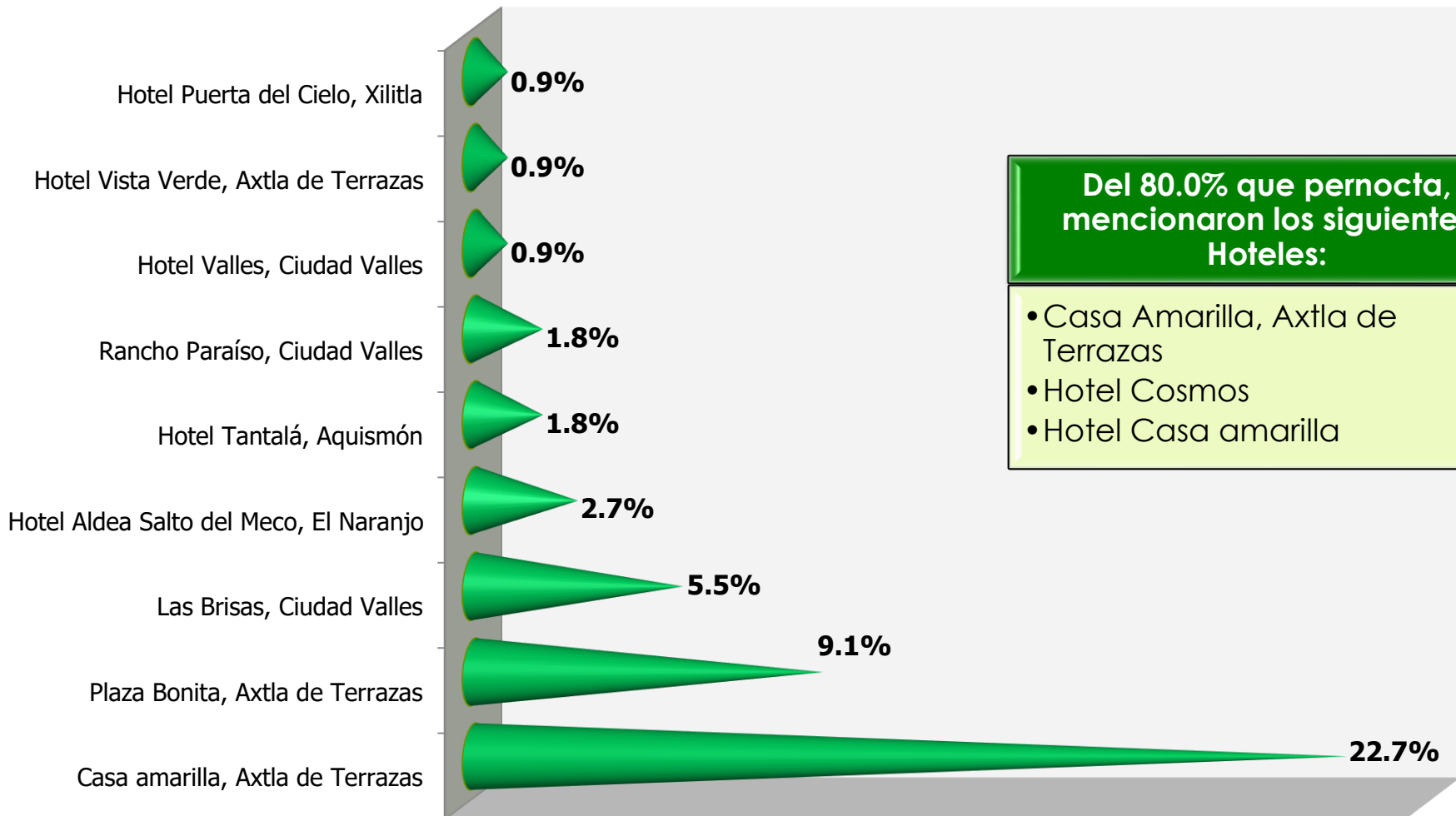
Un poco más de la mitad de los visitantes pernoctan en algún hotel de esta región (80.0%)

El 8.2% prefiere casas de Familiares y amigos.

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

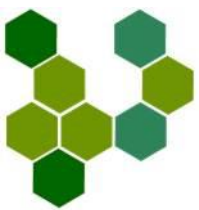


# Principales Hoteles de Pernocta del visitante



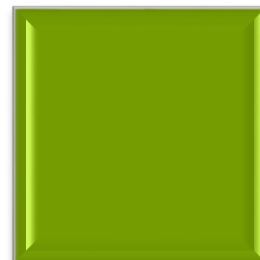
Nota: La diferencia para el 100% corresponde al No Contesto.





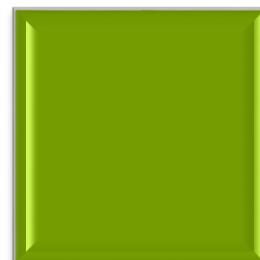
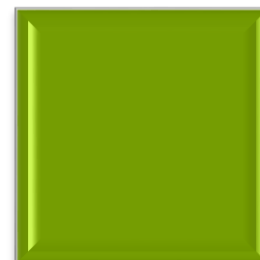
# Forma de Viajar del Visitante

0.08%  
0.0%  
0.0%  
0.0%



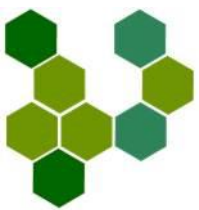
El 52.7% realiza este viaje con la familia.

El 21.8% viaja con su pareja.

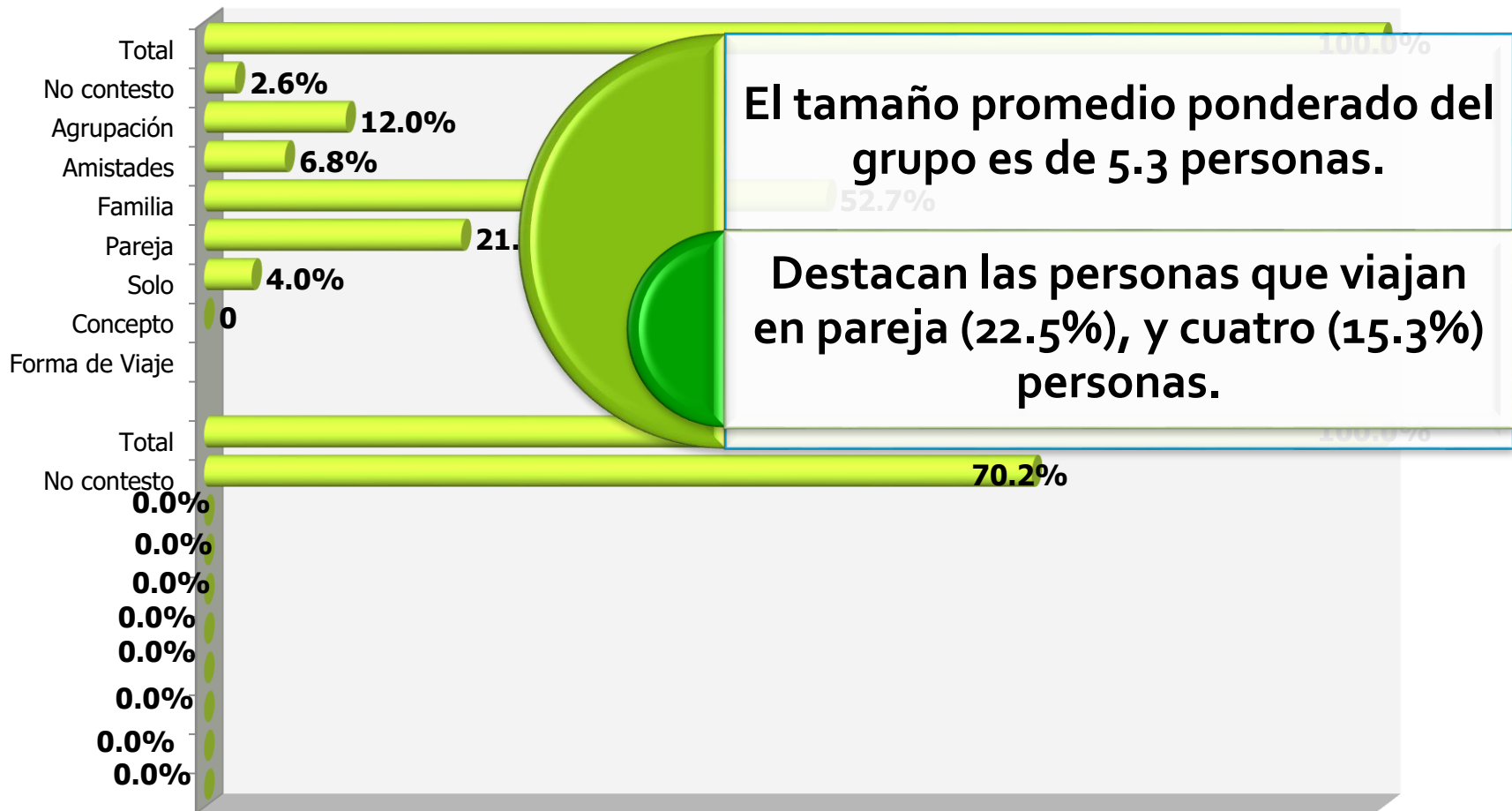


12.0% viaja solo y el 6.8% realiza este viaje con amistades.

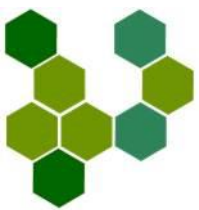
**Nota:** La diferencia para el 100% corresponde al No Contesto.



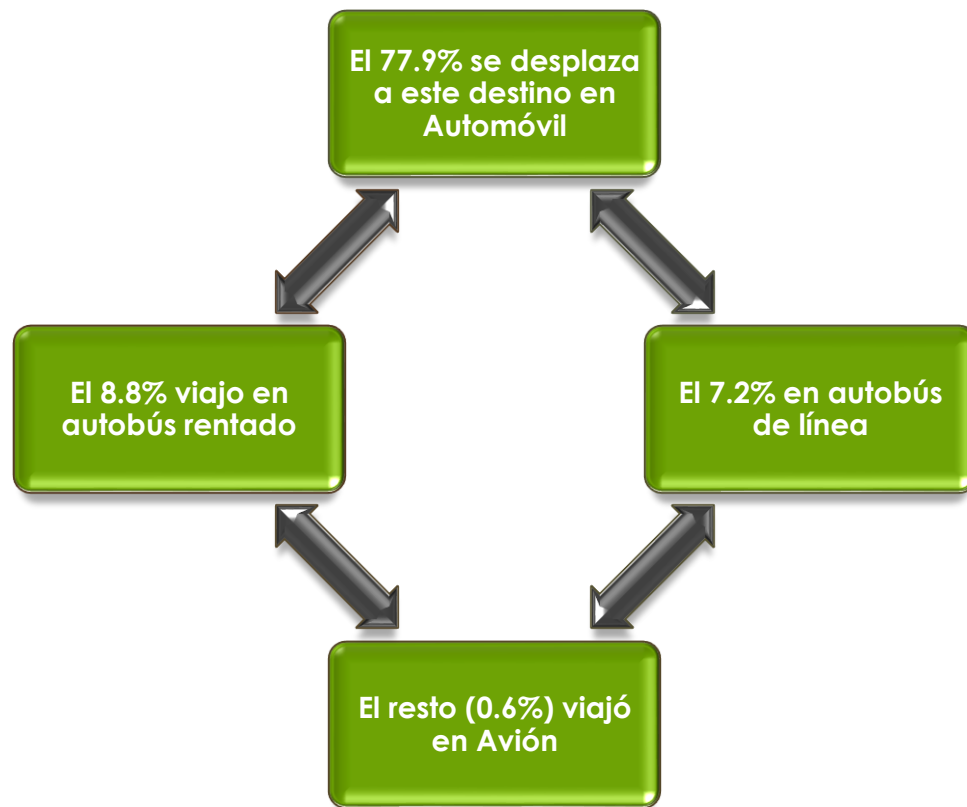
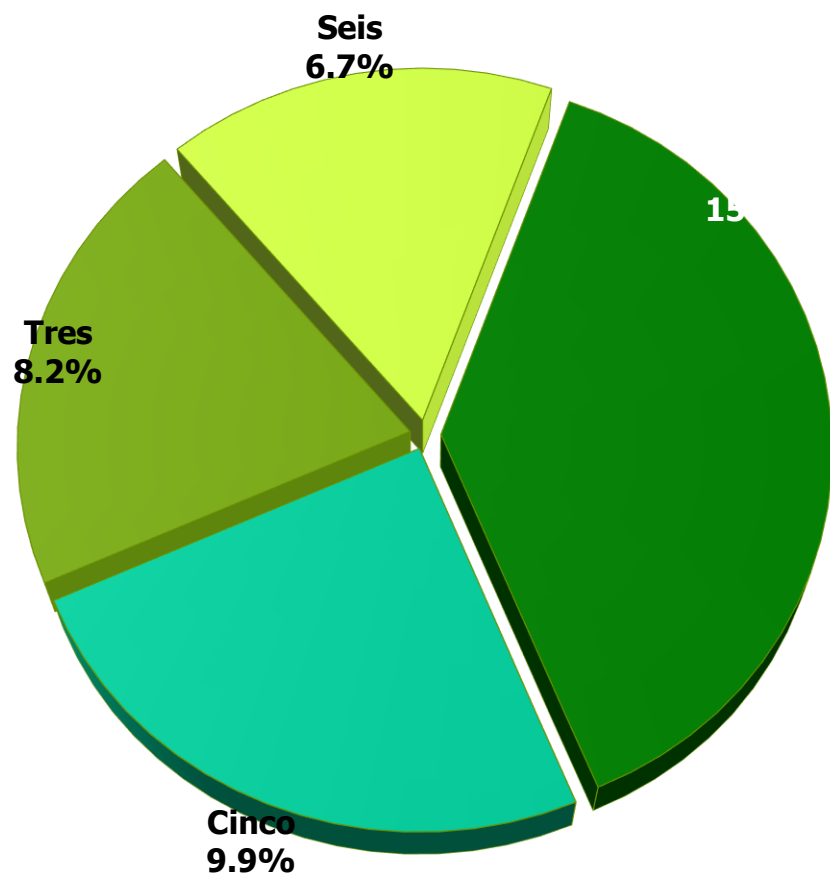
# Número de Acompañantes en su Visita



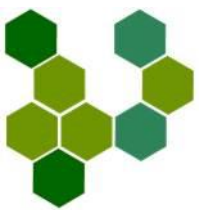
**Nota:** La diferencia para el 100% corresponde al No Contesto.



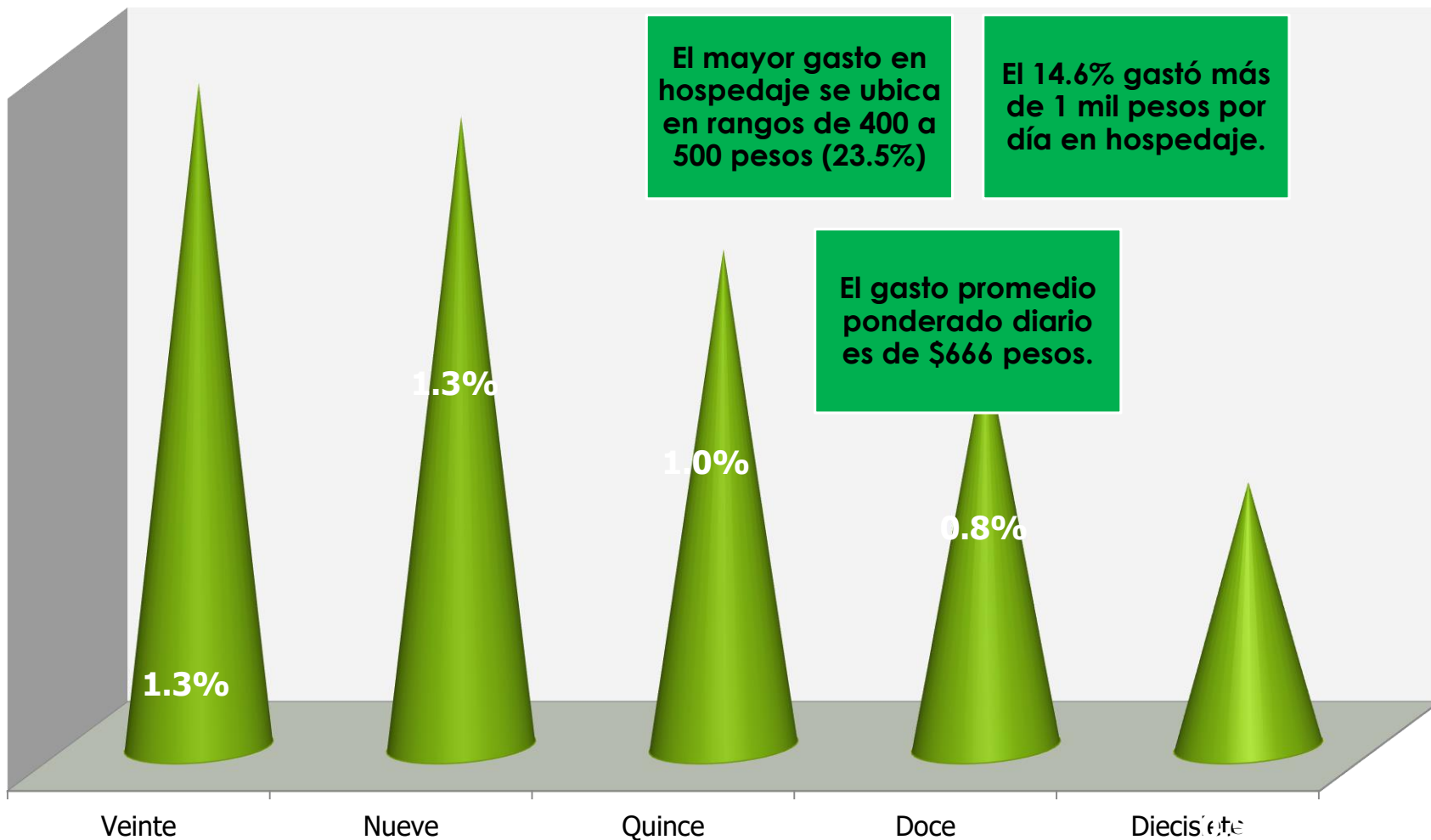
# Medio de Transporte Utilizado por el Visitante



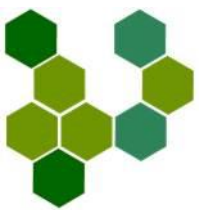
Nota: La diferencia para el 100% corresponde al No Contesto.



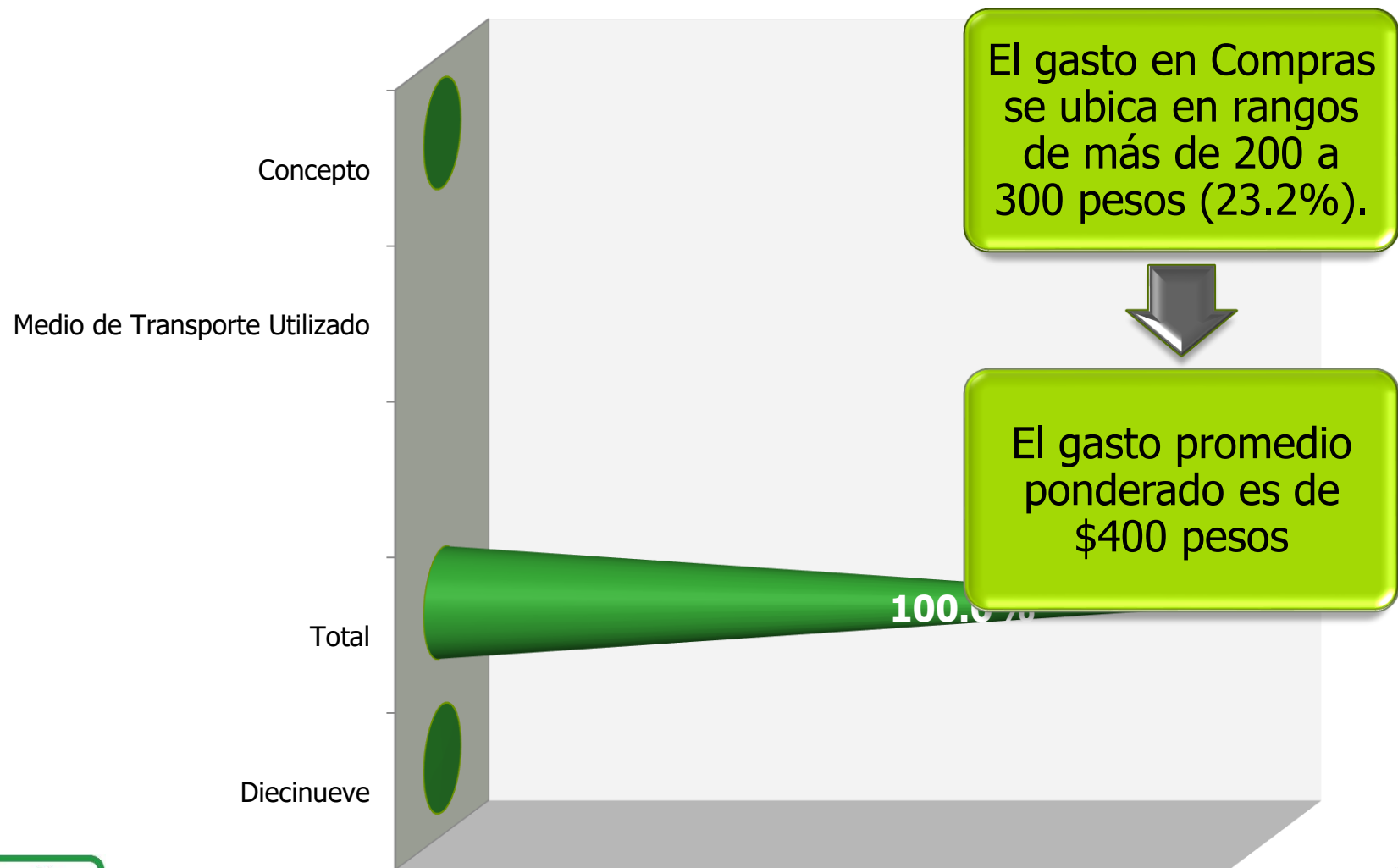
# Gasto Promedio - Hospedaje



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

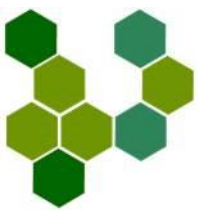


# Gasto Promedio - Compras

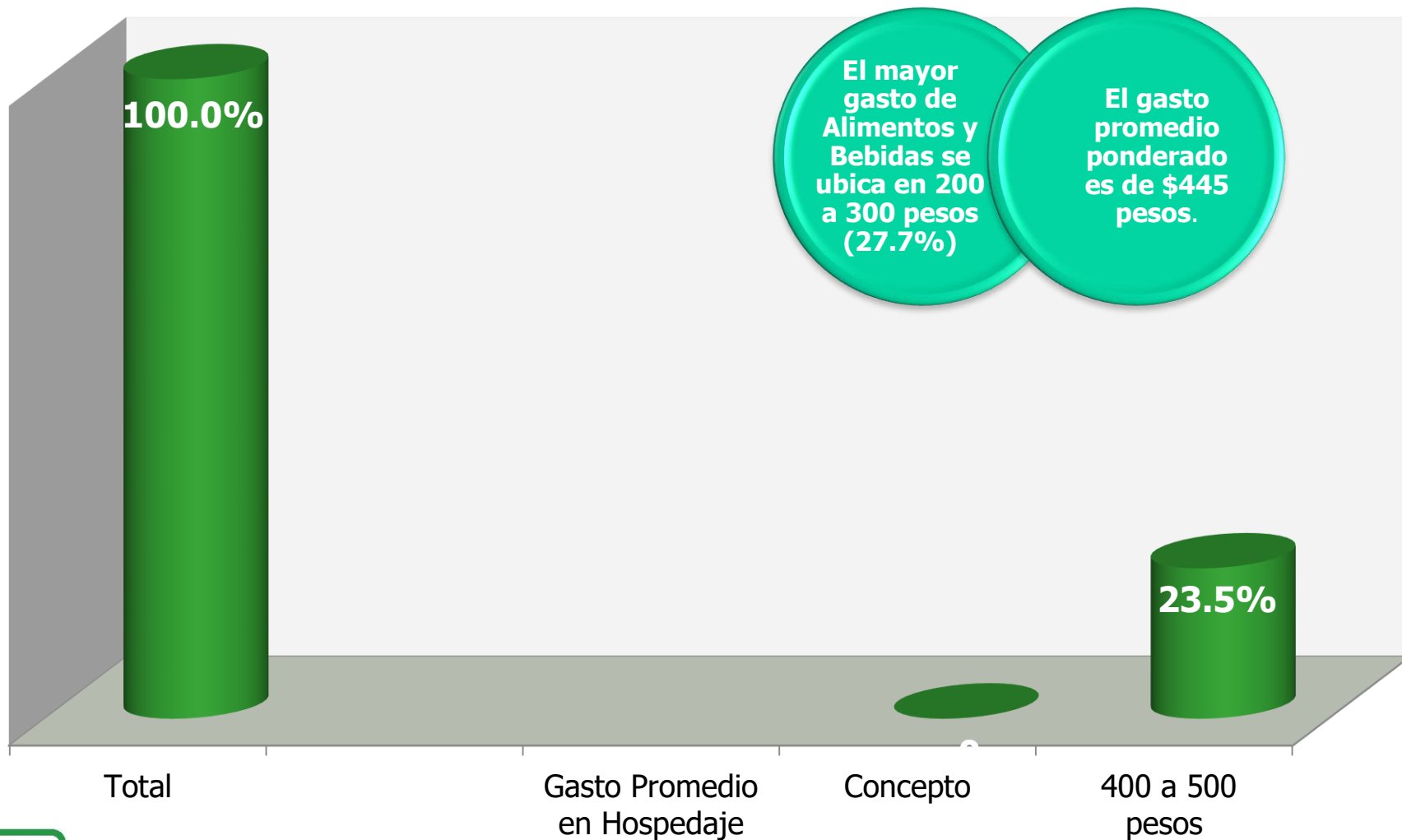


**Nota:** La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Ciudad Valles, S.L.P.

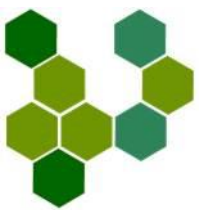


# Gasto Promedio – Alimentos y Bebidas

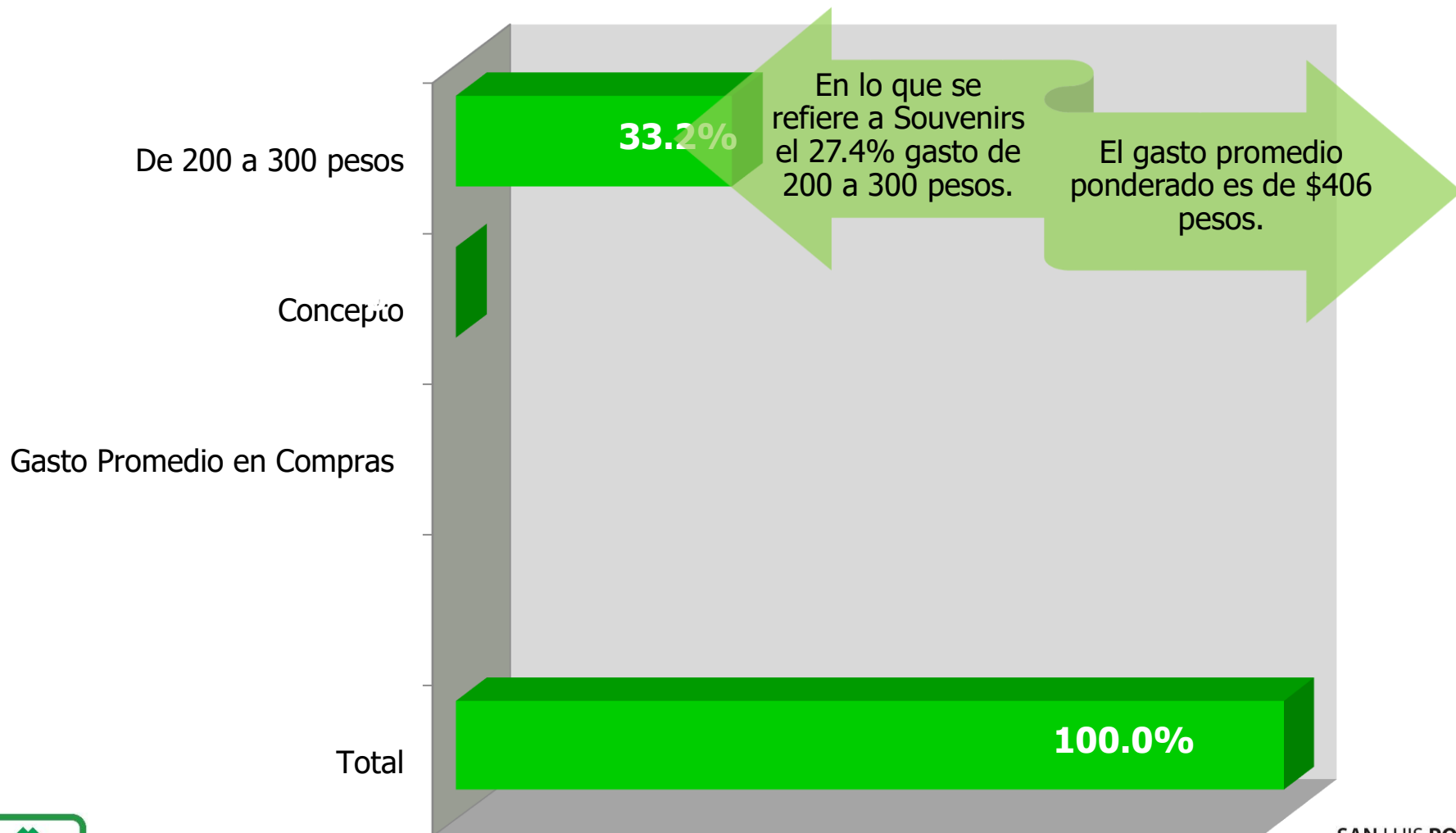


**Nota:** La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Ciudad Valles, S.L.P.

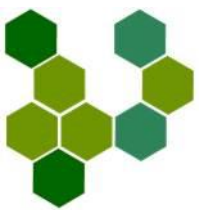


# Gasto Promedio - Souvenirs



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

**Verano 2019- Ciudad Valles, S.L.P.**

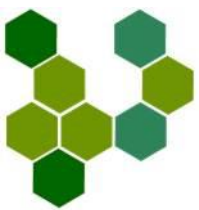


# Gasto Promedio – Transportación Local

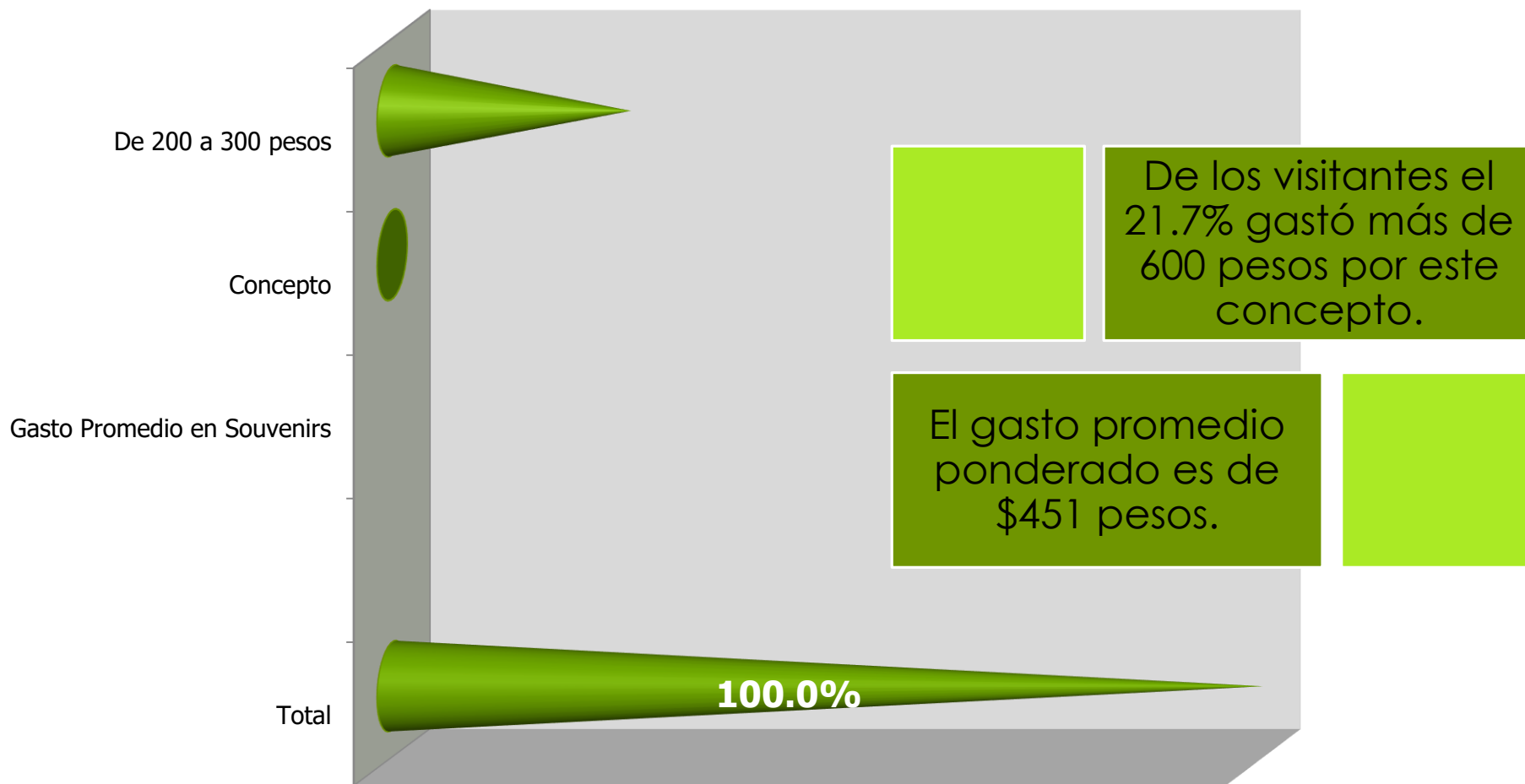


**Nota:** La diferencia para el 100% corresponde al No Contesto.

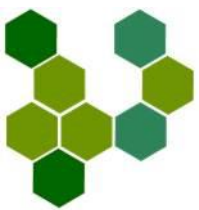




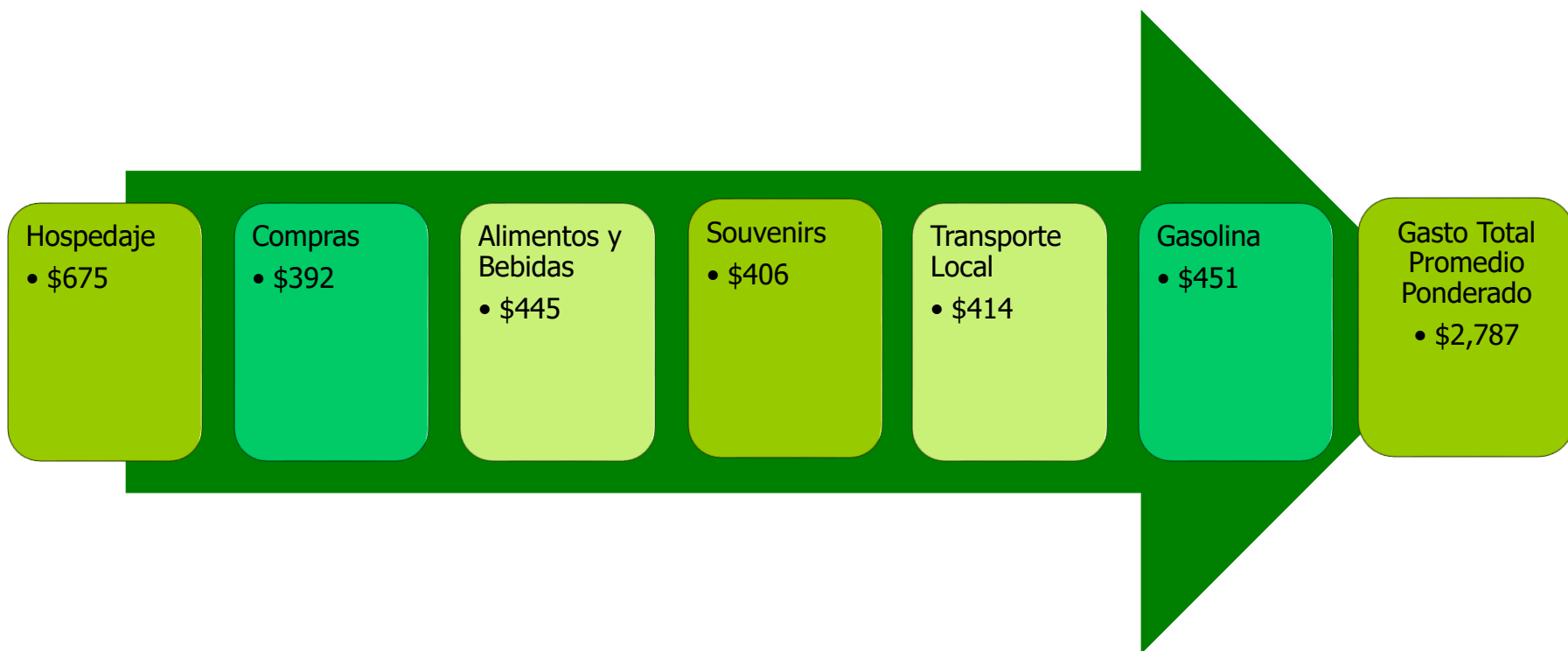
# Gasto Promedio – Gasolina

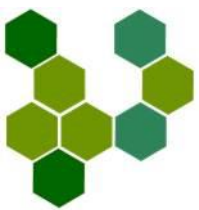


**Nota:** La diferencia para el 100% corresponde al No Contesto.

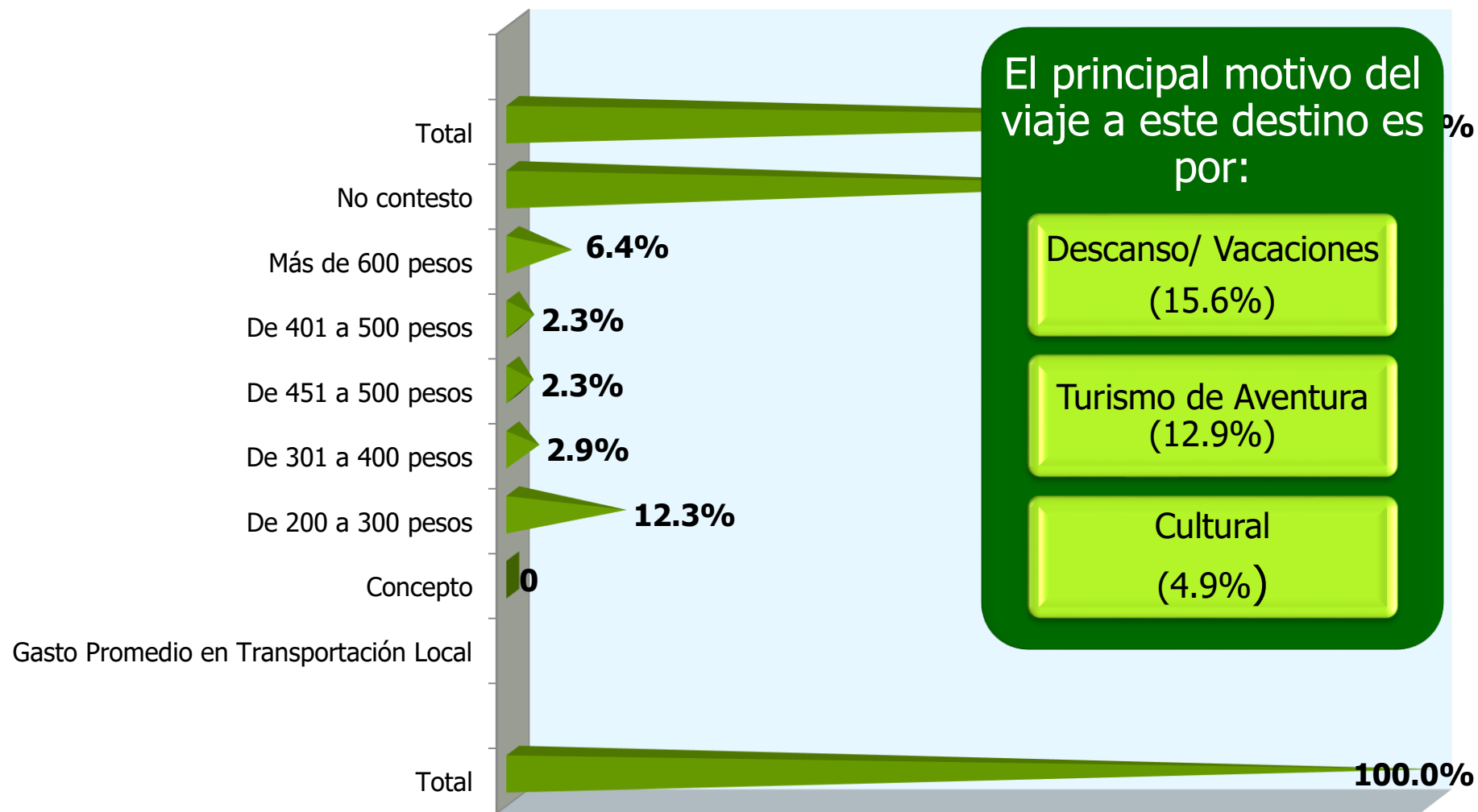


# Gasto Total Promedio Ponderado



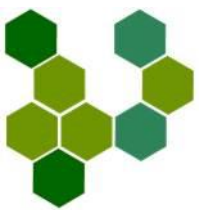


# Razón Principal de Viaje a este destino

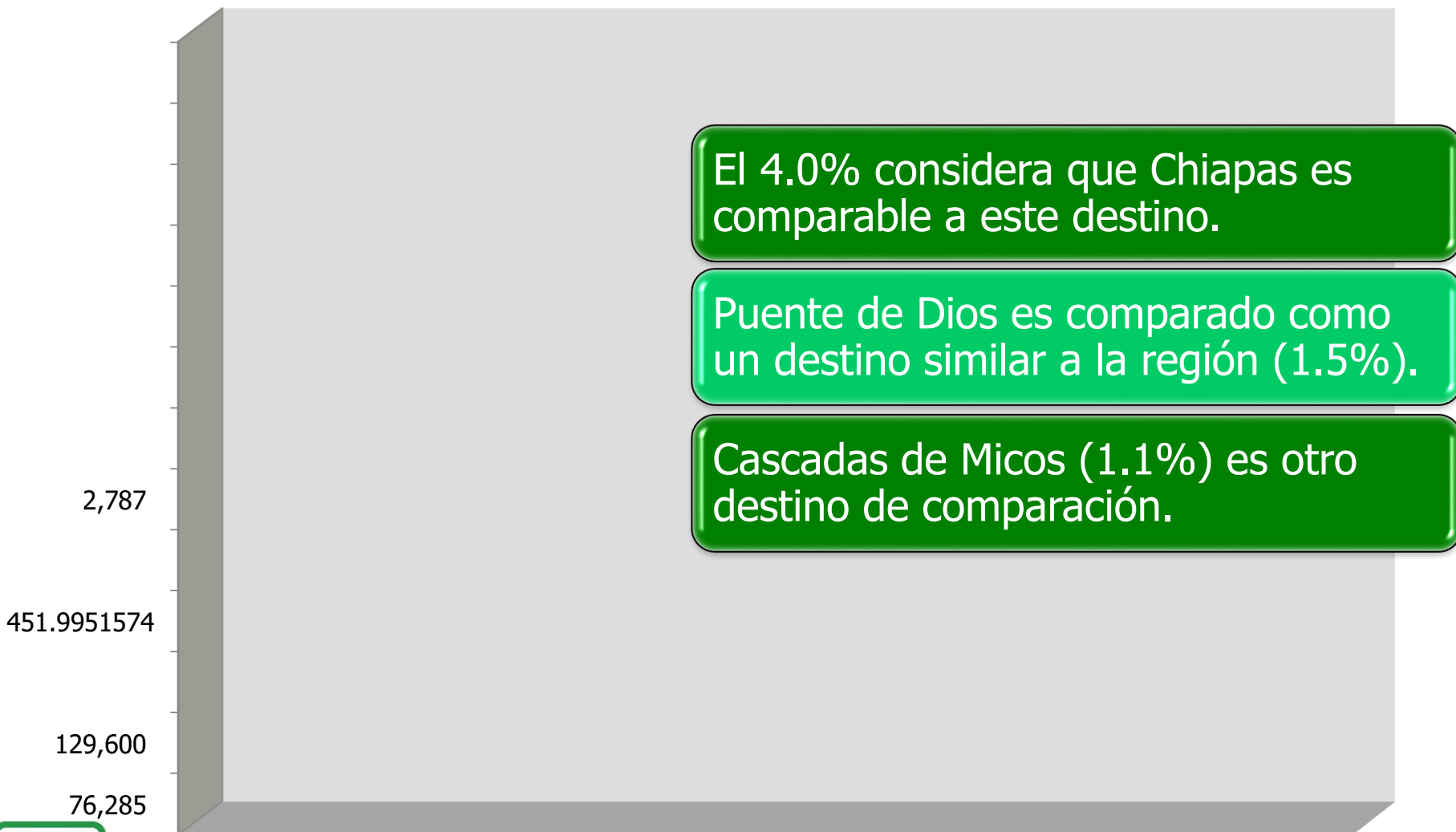


**Nota:** La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Ciudad Valles, S.L.P.

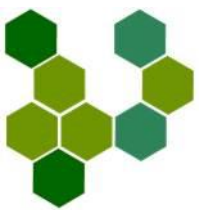


# Sitios con los que Comparan a la Región



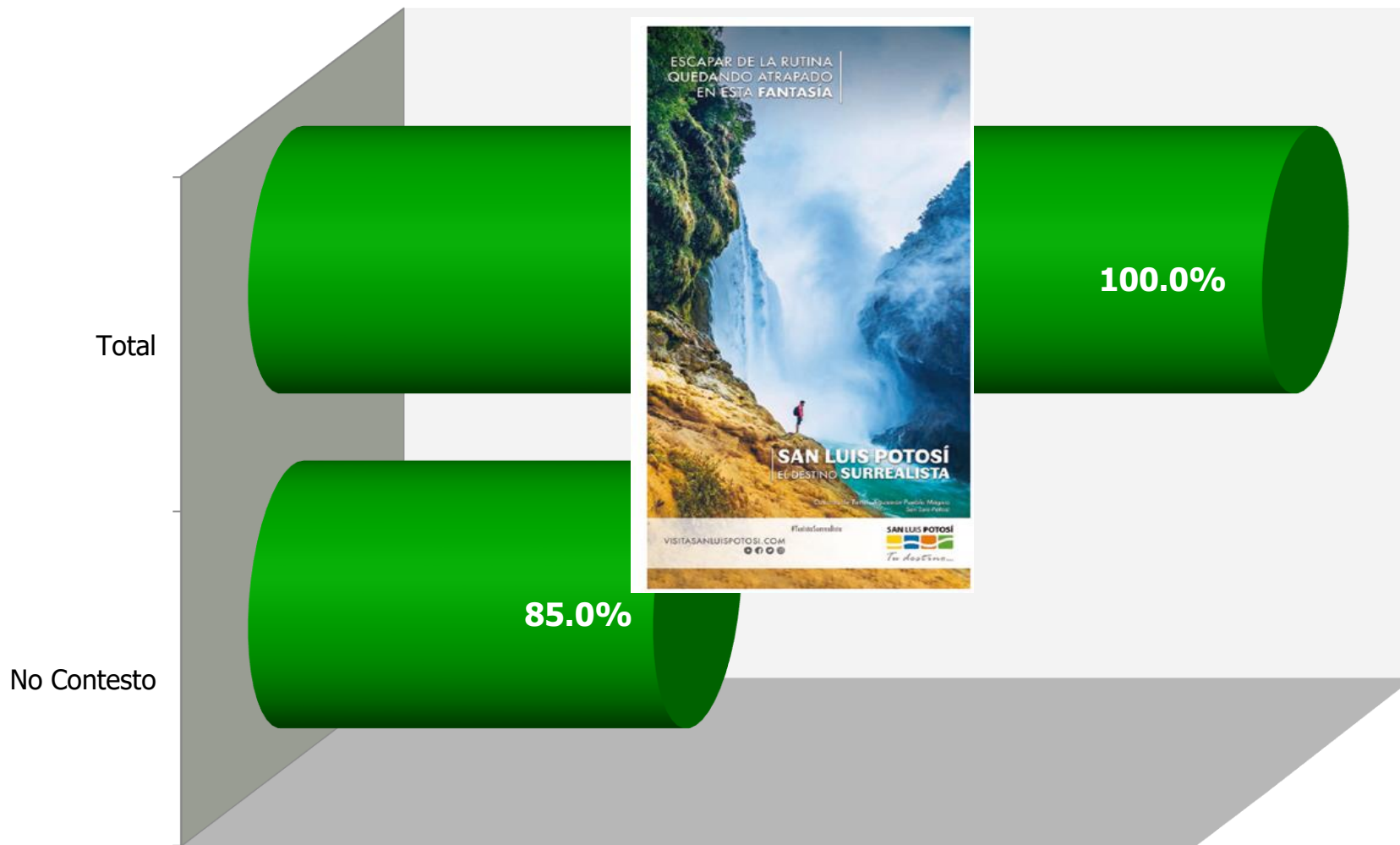
**Nota:** La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Ciudad Valles, S.L.P.



# Recordación de la Publicidad

“El destino Surrealista de México”

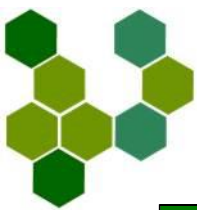


**Nota:** La diferencia para el 100% corresponde al No Contesto.



Verano 2019- Ciudad Valles, S.L.P.



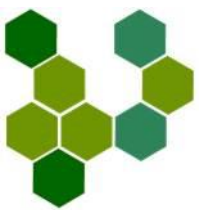


# Medio por el que se enteró o Conoce de la Región según Lugar de Origen

Medio de Comunicación	CDMX	Monterrey, N.L.	San Luis Potosí, S.L.P.	Tampico, Tamps.	Ciudad Victoria, Tamps.	Guadalajara, Jal.	Ciudad Valles, S.L.P.	Pánuco, Ver.	Saltillo, Coah.	Cd. Madero, Tamps.	Matamoros, Tamps.	El Mante, Tamps.	Reynosa, Tamps.	Chihuahua	León, Gto.	Otras Menciones	Total
Internet	0.1%	0.3%	0.9%	0.1%	6.7%	1.6%	0.0%	0.8%	2.1%	3.3%	0.1%	0.0%	0.0%	0.4%	0.5%	17.8%	↑ 34.8%
No contesto	0.0%	0.1%	0.5%	0.1%	3.9%	1.0%	0.0%	0.5%	2.2%	2.5%	0.1%	0.0%	0.0%	0.3%	0.3%	12.5%	↗ 24.0%
Televisión	0.0%	0.0%	0.2%	0.1%	2.6%	0.1%	0.0%	0.2%	0.7%	0.7%	0.0%	0.0%	0.0%	0.1%	0.1%	7.5%	↘ 12.3%
Familiares o amigos	0.0%	0.1%	0.1%	0.0%	1.9%	0.1%	0.0%	0.1%	0.3%	1.3%	0.0%	0.0%	0.0%	0.1%	0.0%	5.4%	↘ 9.5%
Facebook	0.0%	0.0%	0.2%	0.1%	1.3%	0.1%	0.0%	0.3%	0.3%	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%	4.6%	↓ 7.6%
Radio	0.0%	0.0%	0.1%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	↓ 3.0%
Espectaculares	0.0%	0.1%	0.1%	0.0%	0.7%	0.1%	0.0%	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	↓ 2.9%
Folletos	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	↓ 2.7%
Periódico	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	↓ 1.4%
Revista	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	↓ 0.7%
You Tube	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	↓ 0.5%
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%	0.3%	↓ 0.3%
Instagram	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	↓ 0.2%
<b>Total</b>	<b>0.1%</b>	<b>0.6%</b>	<b>2.2%</b>	<b>0.3%</b>	<b>18.8%</b>	<b>3.0%</b>	<b>0.0%</b>	<b>1.9%</b>	<b>7.0%</b>	<b>9.5%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.0%</b>	<b>0.9%</b>	<b>54.4%</b>	<b>100.0%</b>

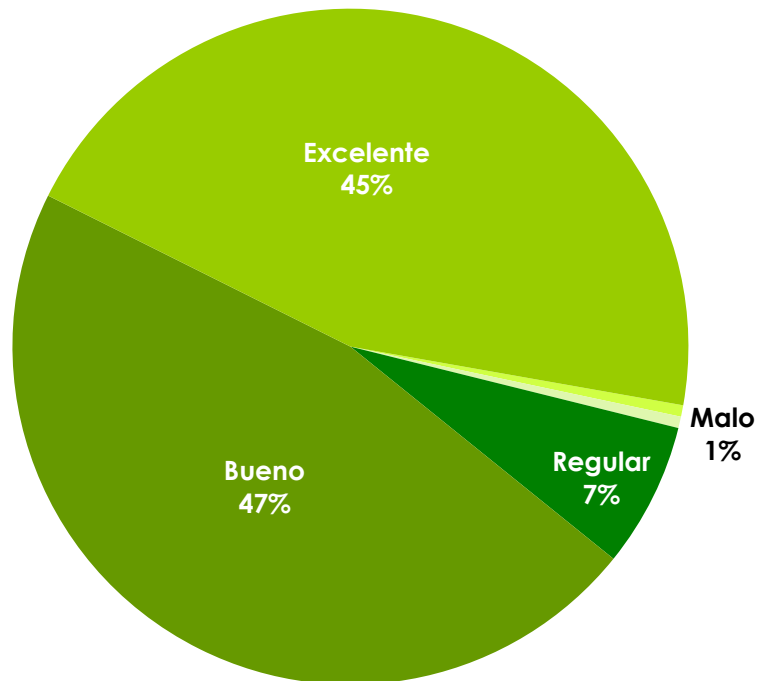
**Nota:** La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Ciudad Valles, S.L.P.

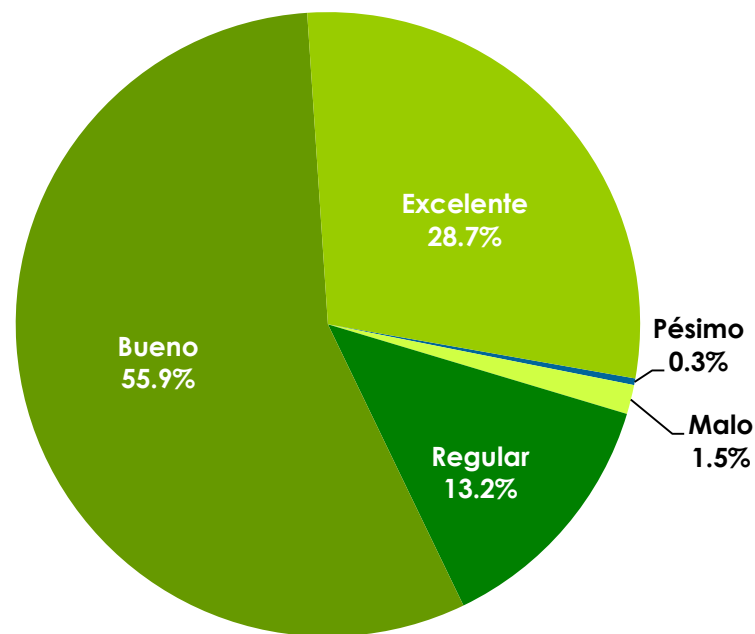


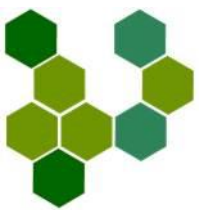
# Satisfacción del destino

## Sitios y Atractivos Turísticos



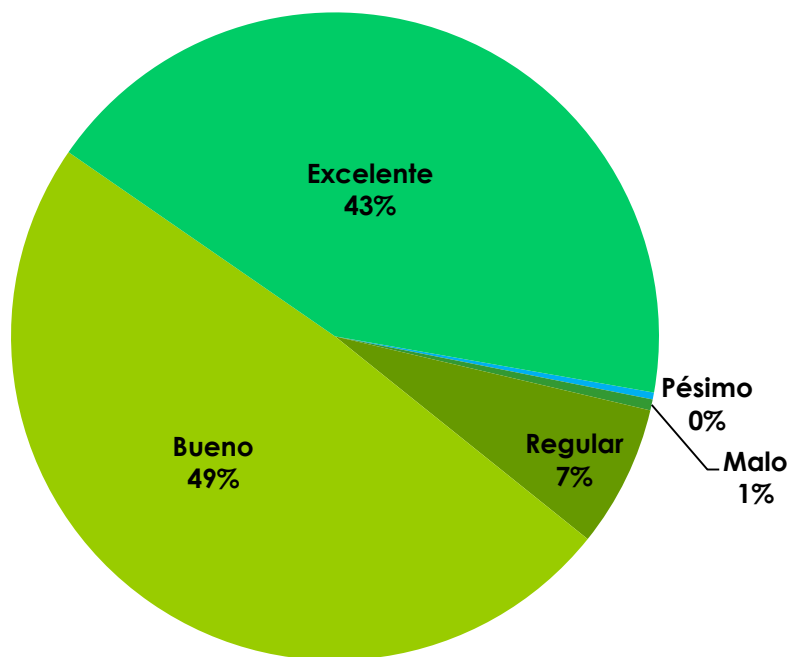
## Calidad de la Infraestructura Turística



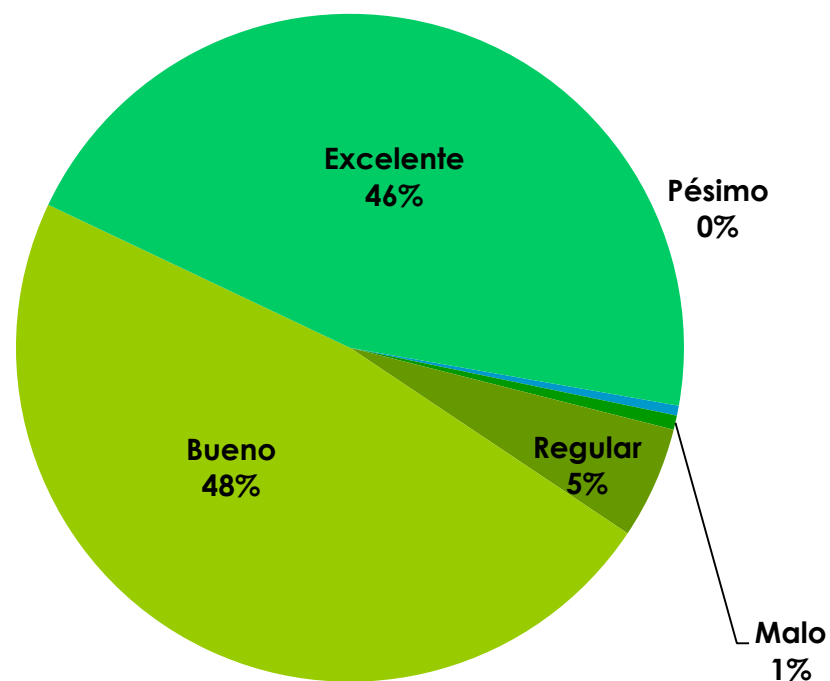


# Satisfacción del destino

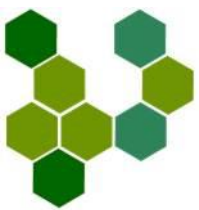
## Imagen Turística del Destino



## Experiencia de Viaje del destino

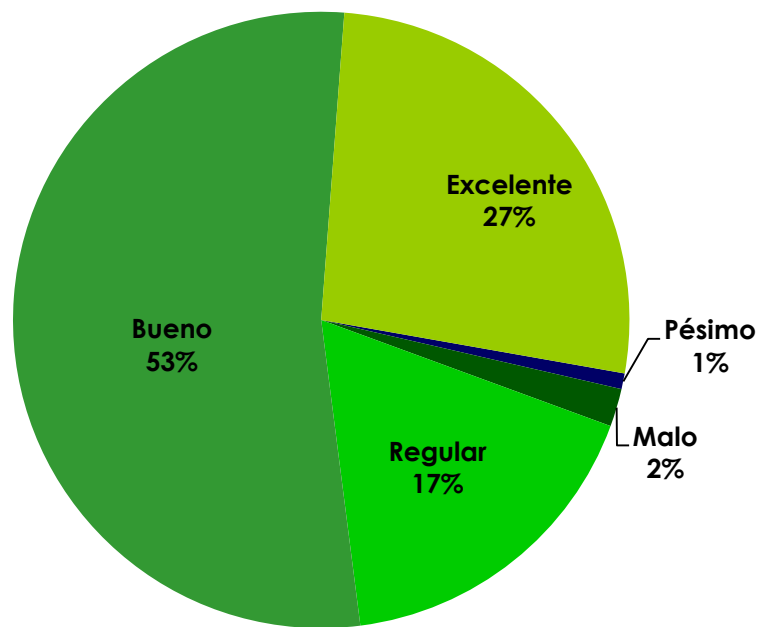




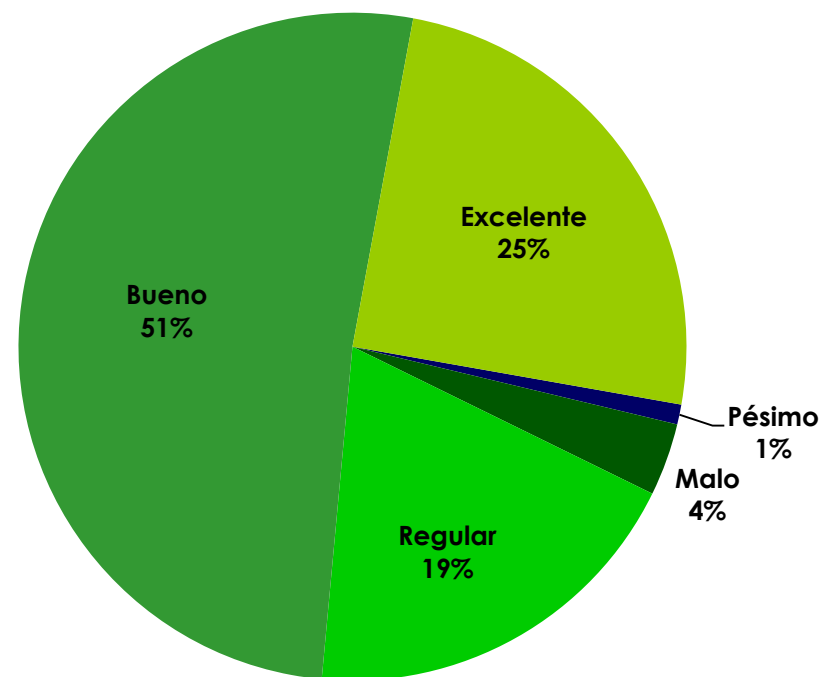


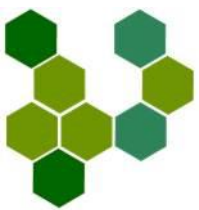
# Satisfacción del destino

## Limpieza en las calles y áreas públicas



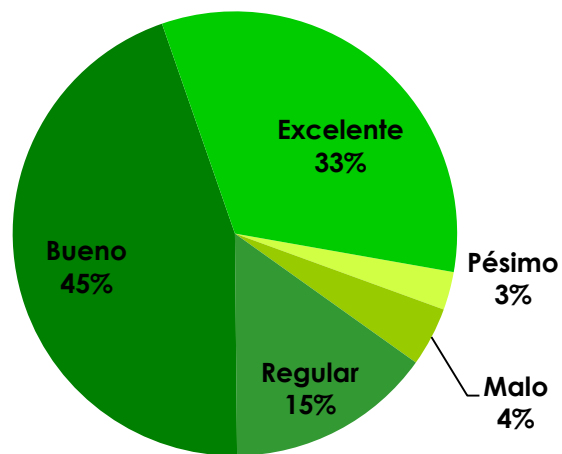
## Señalética Turística del destino



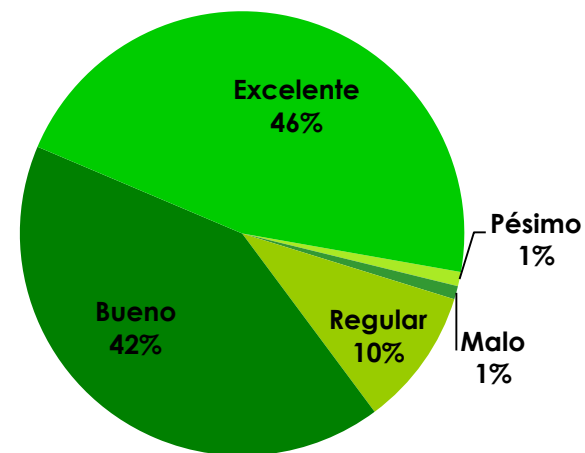


# Satisfacción del destino

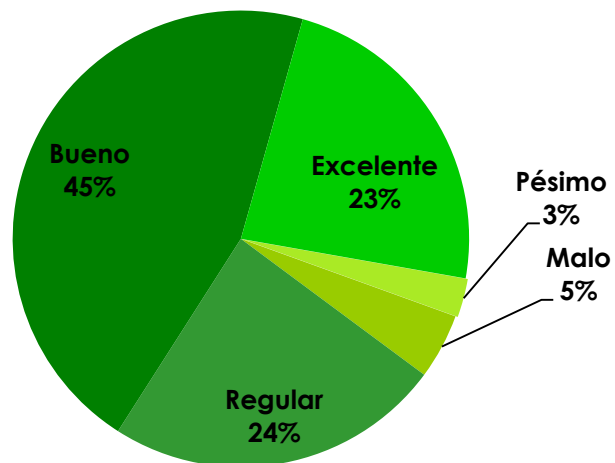
## Módulos de Información turística



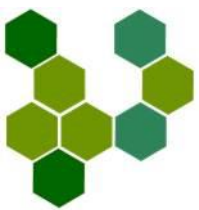
## Gastronomía típica del destino



## Relación calidad/cantidad de sanitarios



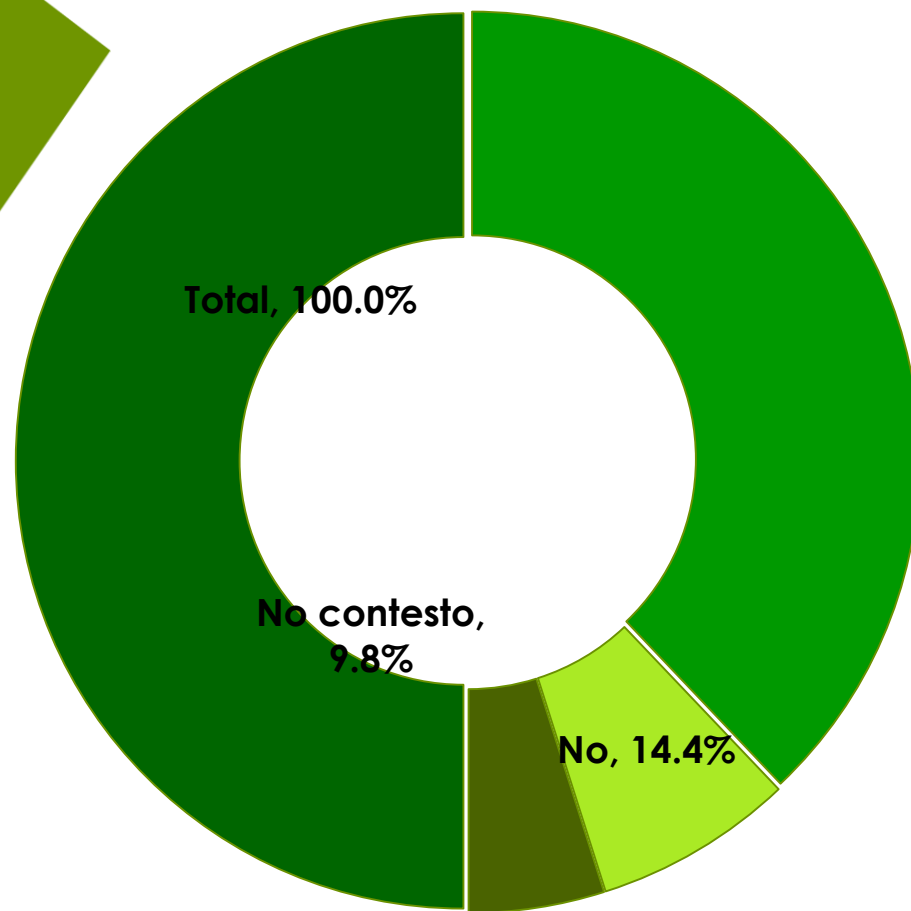
Verano 2019- Ciudad Valles, S.L.P.

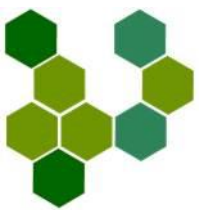


# Opinión de Regresar a este destino

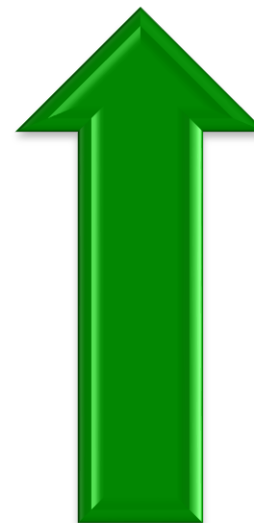
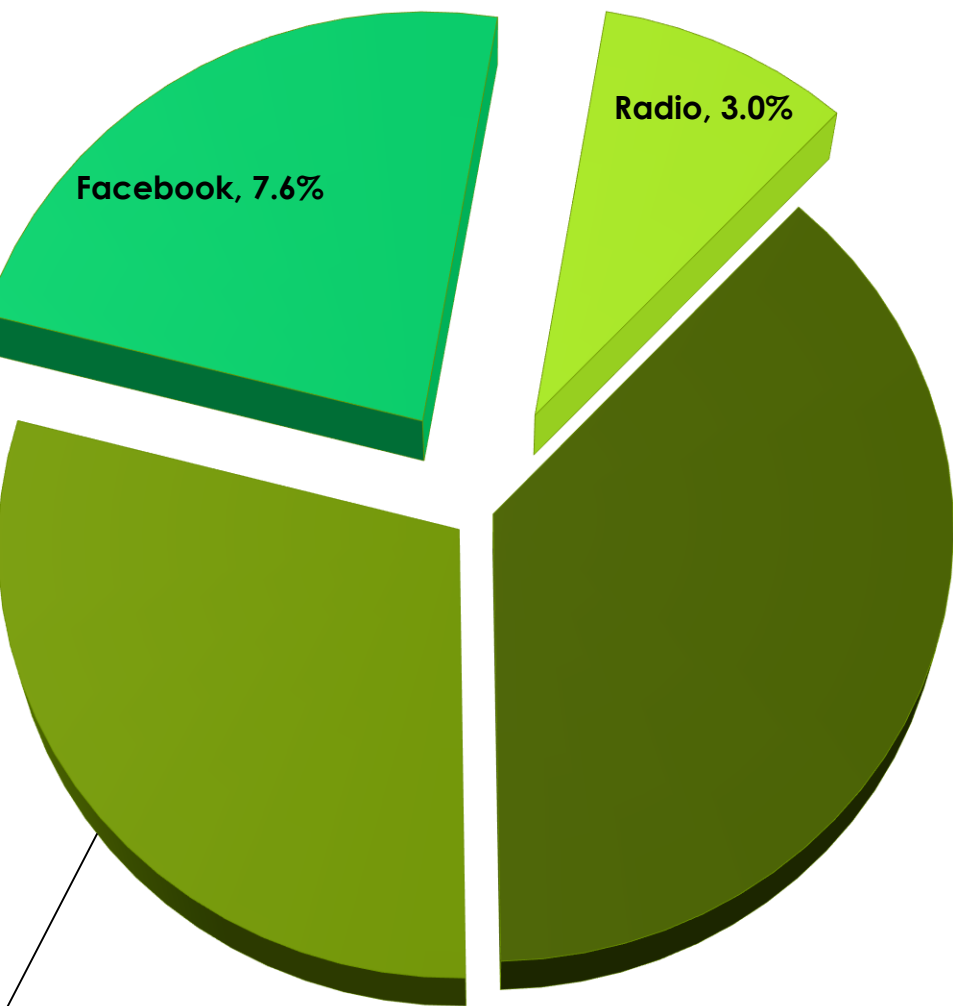


El 96.6% de los visitantes definitivamente y/o probablemente si regresaría a este destino.

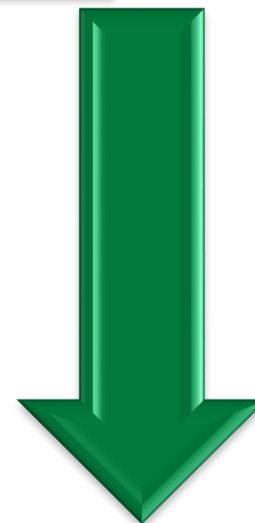




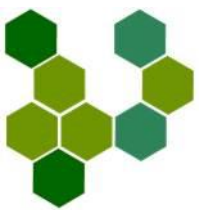
# Opinión de Recomendar a este destino



**El 96.8% de los visitantes definitivamente sí y/o probablemente recomendaría el destino.**



El 0.6% probablemente y/o definitivamente no recomendaría el destino.



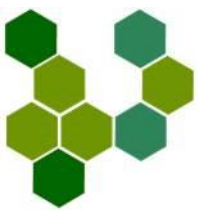
# Principales Ciudades de Origen del Visitante

Las Principales Ciudades de Origen del Visitante son:

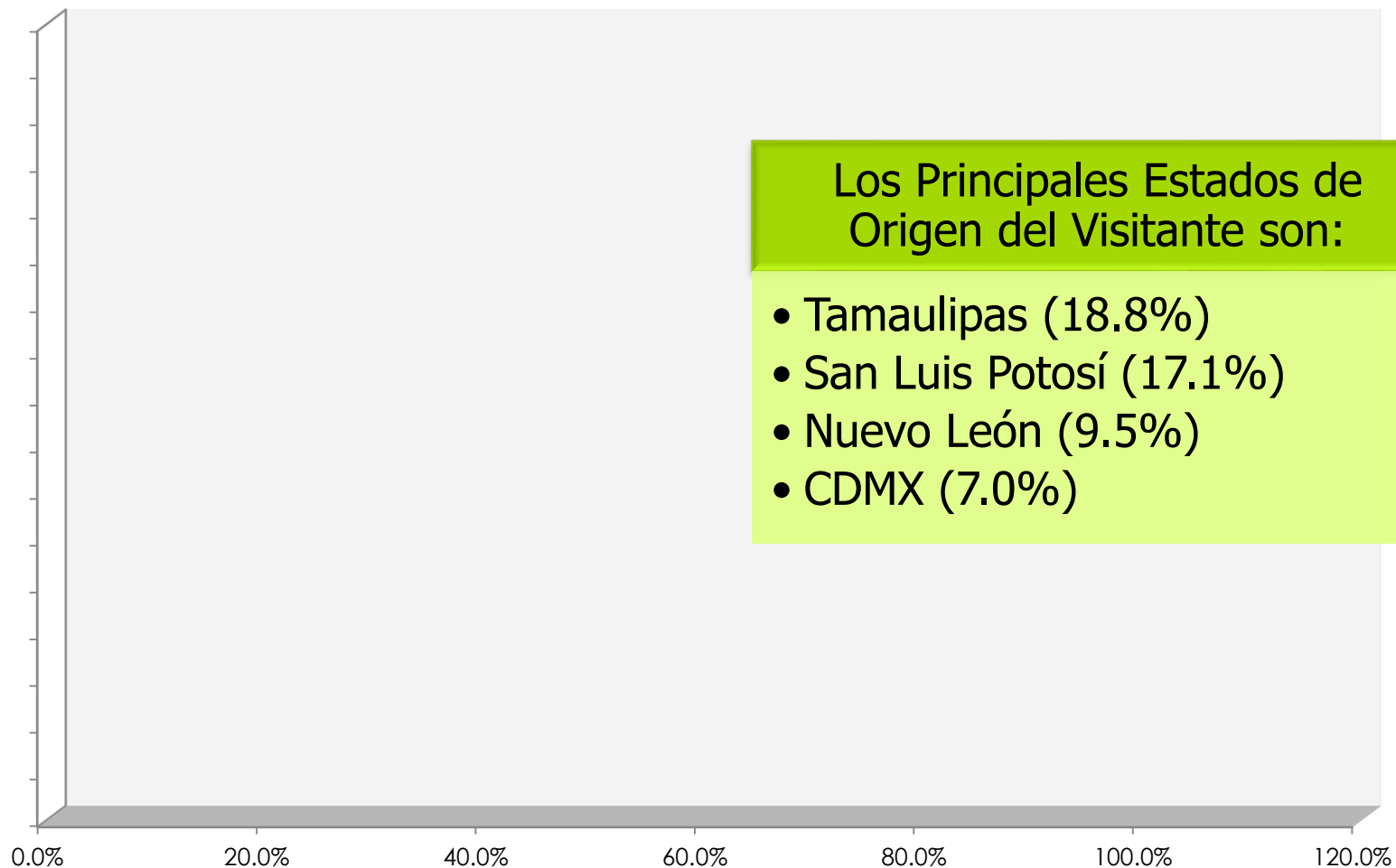
- CDMX (9.7%)
- Monterrey, N.L. (8.0%)
- San Luis Potosí (6.8%)

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

**Verano 2019- Ciudad Valles, S.L.P.**

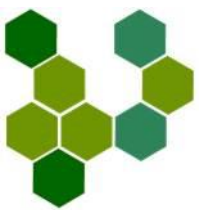


# Principales Estados de Origen del Visitante

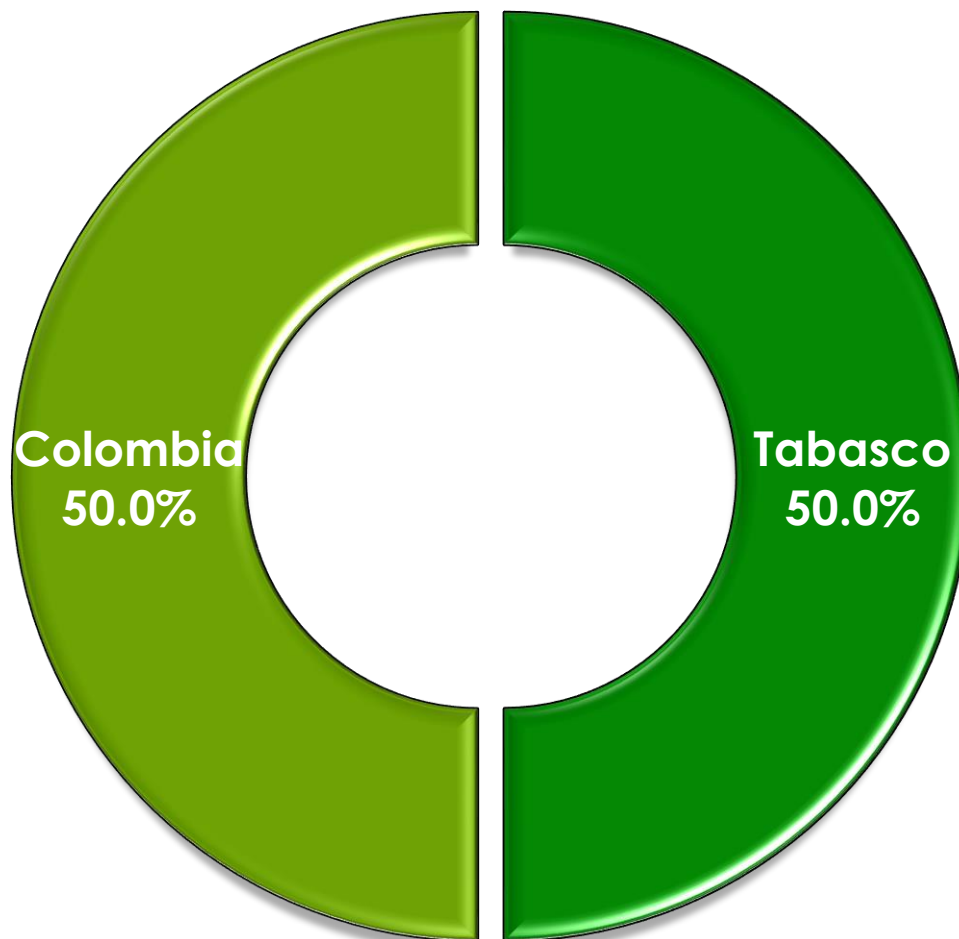


**Nota:** La diferencia para el 100% corresponde al No Contesto.

**Verano 2019- Ciudad Valles, S.L.P.**

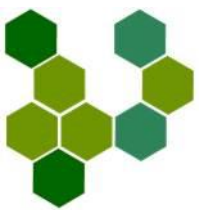


# Sexo del Visitante a la Región

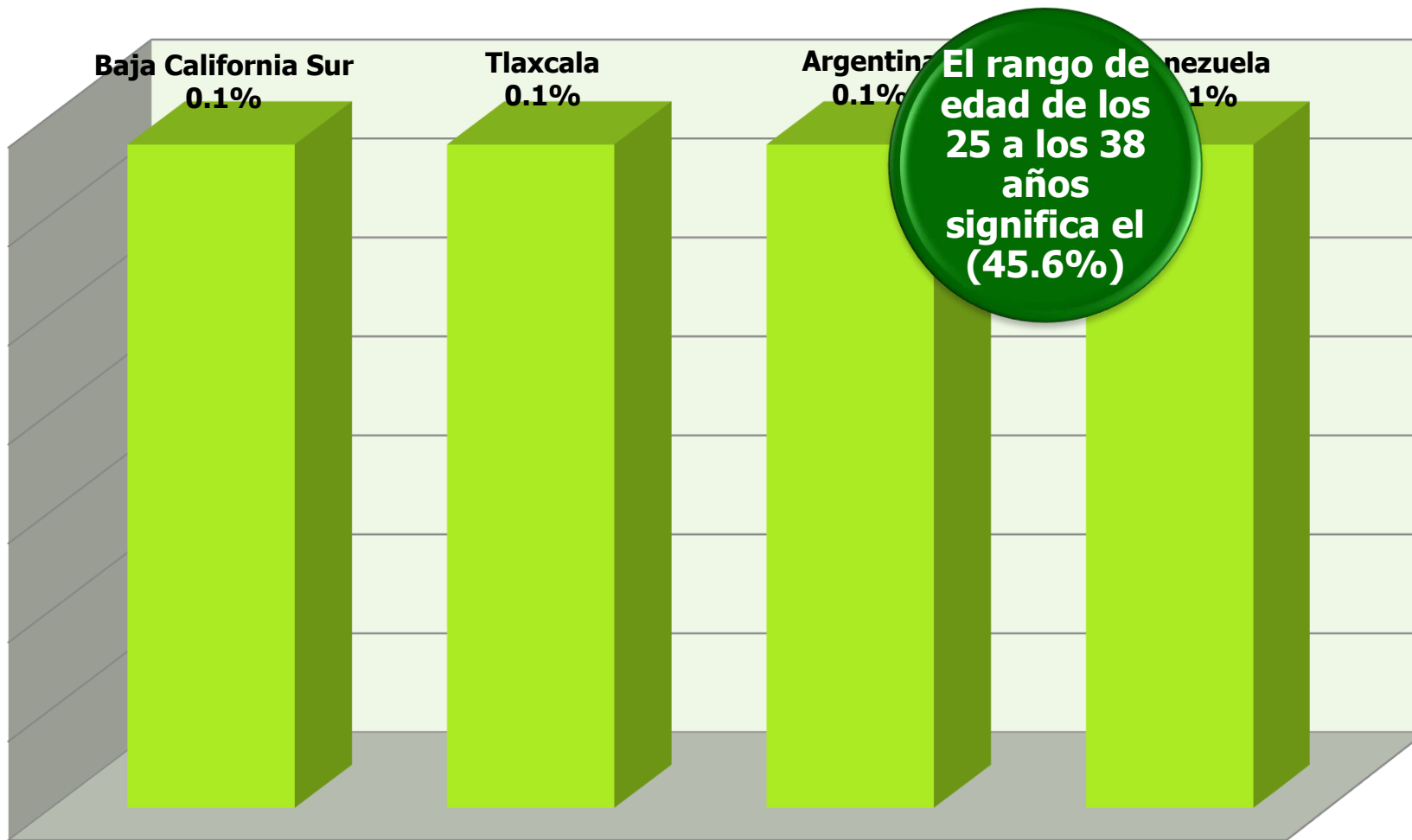


**Nota:** La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Ciudad Valles, S.L.P.

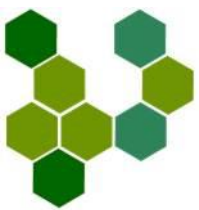


# Rango de Edad de los Visitantes



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



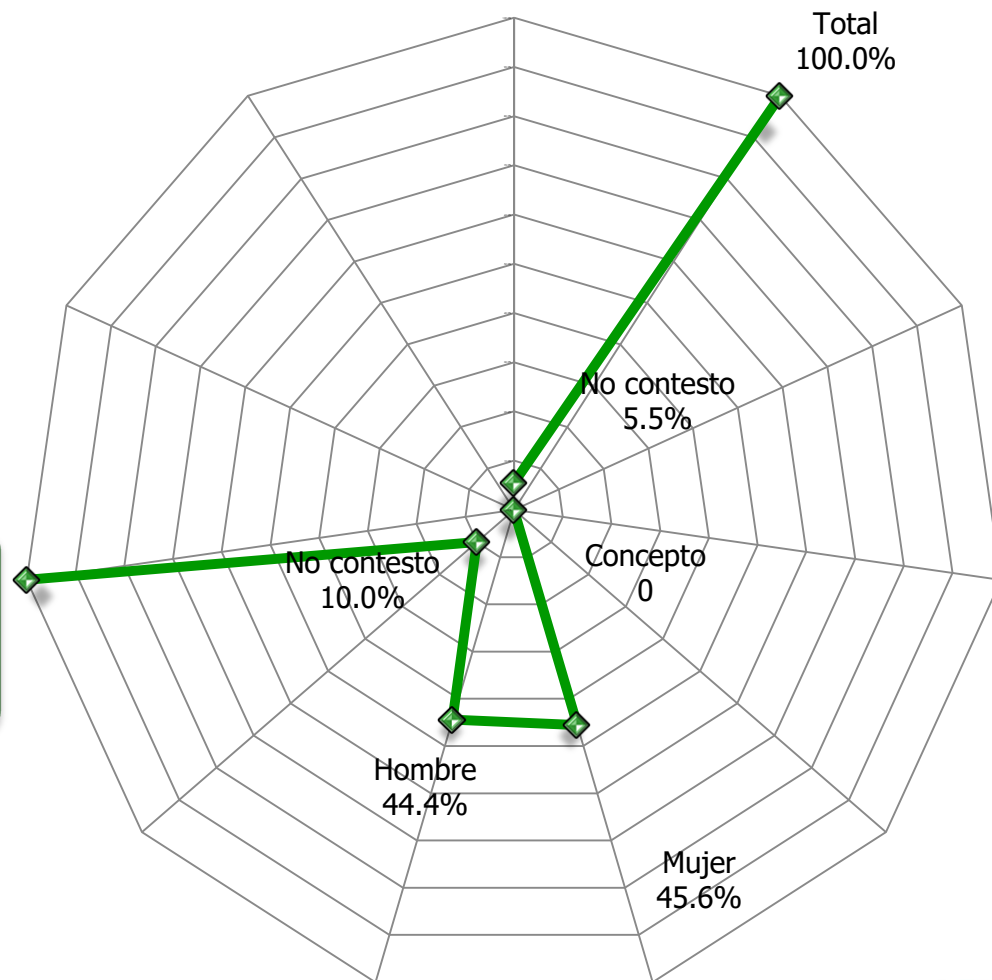


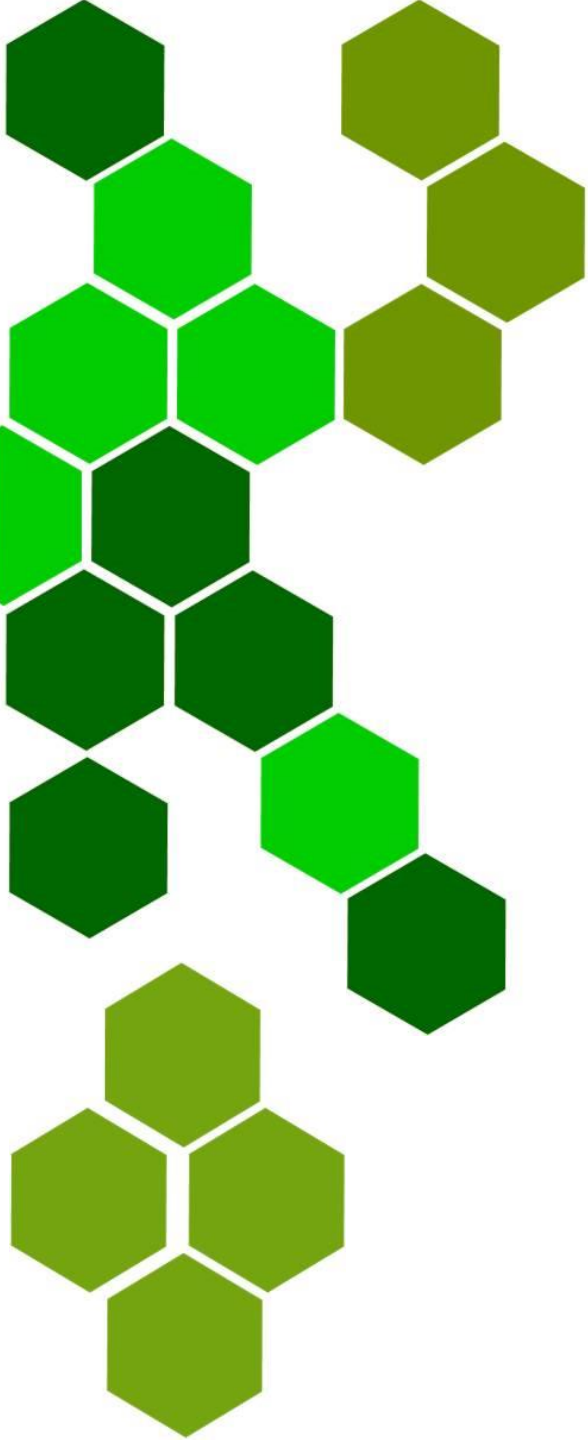
# Ocupación del Visitante a San Luis Potosí

Una importante parte de los visitantes se dedican a labores del hogar (17.6%)

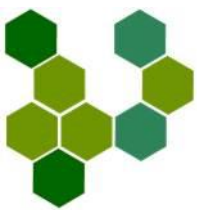
Otro segmento importante (17.4%) son estudiantes y el 15.1% son empleados privados.

El 10.3% se encuentran desempleados.





# Resultados con perspectiva de género



# Resultados con Perspectiva de Género

## Lugar de Encuesta

Concepto	Mujer	Hombre	No Contesto	Total
Tamasopo	3.6%	5.1%	0.7%	<b>9.4%</b>
El Meco, El Naranjo	2.0%	2.8%	0.9%	<b>5.7%</b>
Cascada de Micos, Ciudad Valles	8.0%	5.0%	0.5%	<b>13.5%</b>
Ciudad Valles	2.1%	3.2%	0.7%	<b>6.0%</b>
Sundial, El Naranjo	1.1%	0.4%	0.0%	<b>1.5%</b>
Minas Viejas, El Naranjo	1.5%	1.0%	0.3%	<b>2.8%</b>
Cascadas de Tamasopo, Tamasopo	0.7%	0.9%	0.1%	<b>1.7%</b>
Parque recreativo, El Naranjo	0.9%	0.6%	0.3%	<b>1.7%</b>
Axtla de Terrazas	3.4%	3.2%	0.7%	<b>7.4%</b>
Tamuín	3.3%	1.3%	0.1%	<b>4.7%</b>
Tamaletóm, Tancahuiz	0.9%	0.6%	0.3%	<b>1.7%</b>
Xilitla	4.6%	4.6%	0.9%	<b>10.1%</b>
El Nacimiento Huehuetlán	1.4%	0.9%	0.1%	<b>2.5%</b>
Tanchanaco, Aquismón	0.5%	1.4%	0.3%	<b>2.1%</b>
Cuevas de Mantetzulel, Aquismón	1.6%	2.0%	0.4%	<b>4.0%</b>
El Limoncito, Aquismón	0.5%	1.4%	0.7%	<b>2.6%</b>
El Sauz, Aquismón	0.5%	0.1%	0.0%	<b>0.7%</b>
San Pedro, Aquismón	0.8%	0.9%	0.5%	<b>2.3%</b>
Tambaque, Aquismón	2.3%	3.6%	1.0%	<b>6.9%</b>
Aquismón	4.6%	3.0%	1.1%	<b>8.7%</b>
Puente de Dios, Tamasopo	1.2%	2.4%	0.3%	<b>3.9%</b>
No contestó	0.0%	0.0%	0.0%	<b>0.0%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

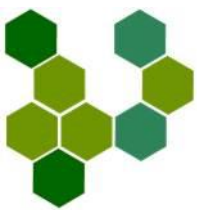
## Frecuencia con que visita el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Primera vez	30.0%	30.0%	6.6%	<b>66.6%</b>
Una vez al año	8.8%	7.6%	1.5%	<b>17.9%</b>
Dos veces al año	3.6%	2.7%	0.8%	<b>7.0%</b>
Tres o más veces al año	2.8%	3.7%	0.9%	<b>7.4%</b>
No contestó	0.4%	0.5%	0.1%	<b>1.0%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Noches que permanecerá en la Región

Concepto	Mujer	Hombre	No Contesto	Total
Ninguna	16.7%	18.6%	4.0%	<b>39.2%</b>
Una noche	5.1%	5.9%	0.9%	<b>11.9%</b>
Dos noches	11.0%	8.6%	2.1%	<b>21.8%</b>
Tres noches	4.2%	5.4%	0.9%	<b>10.5%</b>
Cuatro noches	4.8%	3.4%	1.1%	<b>9.4%</b>
Cinco noches	1.6%	1.3%	0.5%	<b>3.4%</b>
Seis noches	0.6%	0.3%	0.1%	<b>1.1%</b>
Siete noches	0.5%	0.2%	0.1%	<b>0.8%</b>
Ocho noches	0.3%	0.0%	0.1%	<b>0.3%</b>
Nueve noches	0.1%	0.1%	0.1%	<b>0.2%</b>
Diez noches	0.3%	0.1%	0.0%	<b>0.4%</b>
Más de Diez noches	0.5%	0.5%	0.1%	<b>1.0%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

Verano 2019- Región Huasteca



# Resultados con Perspectiva de Género

## Lugar donde se esta hospedando

Concepto	Mujer	Hombre	No Contesto	Total
Hotel	23.4%	22.7%	5.2%	<b>51.2%</b>
Familia / Amigos	7.7%	6.6%	1.5%	<b>15.8%</b>
Acampará	3.9%	3.5%	0.7%	<b>8.1%</b>
Vivienda Rentada	2.4%	3.5%	0.7%	<b>6.6%</b>
No contesto	8.2%	8.2%	1.9%	<b>18.3%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

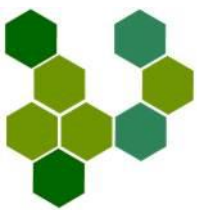
## Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Hotel Valles, Ciudad Valles	1.4%	1.4%	0.3%	<b>3.2%</b>
Hotel Cosmos, Tamasopo	0.7%	1.3%	0.3%	<b>2.2%</b>
Casa amarilla, Axtla de Terrazas	1.1%	0.9%	0.1%	<b>2.1%</b>
Hotel Piña, Ciudad Valles	0.5%	0.9%	0.3%	<b>1.7%</b>
Hotel San Cosme, Aguismón	0.5%	0.9%	0.1%	<b>1.5%</b>
Hotel Tamuín, Tamuín	0.9%	0.4%	0.0%	<b>1.3%</b>
Hotel Vergel Huasteco, Tancanhuitz	0.5%	0.4%	0.1%	<b>0.9%</b>
Hotel San Joaquín, Aguismón	0.7%	0.1%	0.1%	<b>0.9%</b>
Hotel Tantala, Aguismón	0.2%	0.5%	0.1%	<b>0.8%</b>
Hotel Plaza Elite, Ciudad Valles	0.3%	0.5%	0.0%	<b>0.8%</b>
Hotel Riviera, Ciudad Valles	0.5%	0.2%	0.1%	<b>0.8%</b>
Hotel Paraiso Aventura Cabañas Campestres, Tamasopo	0.3%	0.2%	0.2%	<b>0.7%</b>
Hotel Villa Guerrero, Tamuín	0.5%	0.1%	0.1%	<b>0.7%</b>
Plaza Bonita	0.1%	0.5%	0.1%	<b>0.7%</b>
Hotel Aldea Salto del Meco, El Naranjo	0.5%	0.1%	0.0%	<b>0.6%</b>
Hotel Real Tamasopo, Tamasopo	0.3%	0.3%	0.0%	<b>0.6%</b>
Hotel Misión Ciudad Valles, Ciudad Valles	0.3%	0.1%	0.1%	<b>0.5%</b>
Rancho Paraiso, Ciudad Valles	0.3%	0.1%	0.0%	<b>0.4%</b>
Hotel San José, Aguismón	0.3%	0.1%	0.0%	<b>0.4%</b>
Hotel Aurora, Xilitla	0.2%	0.2%	0.0%	<b>0.4%</b>
Hotel Del Valle, El Naranjo	0.1%	0.2%	0.1%	<b>0.4%</b>
Hotel Guzmán, Xilitla	0.1%	0.1%	0.1%	<b>0.4%</b>
Hotel Huapango	0.1%	0.3%	0.0%	<b>0.4%</b>
Las Brisas	0.2%	0.1%	0.1%	<b>0.4%</b>
Hotel Huasteca Express, El Naranjo	0.2%	0.1%	0.0%	<b>0.3%</b>
Coy Parque Acuático Hotel, Ciudad Valles	0.1%	0.3%	0.0%	<b>0.3%</b>
Hotel Quinta Mar, Ciudad Valles	0.1%	0.2%	0.0%	<b>0.3%</b>
Hotel San Fernando, Ciudad Valles	0.2%	0.1%	0.0%	<b>0.3%</b>
Hotel Dolores, Xilitla	0.1%	0.3%	0.0%	<b>0.3%</b>
Hotel Tamaya Inn, Tamasopo	0.2%	0.1%	0.0%	<b>0.3%</b>
Sierra Huasteca Inn, Ciudad Valles	0.1%	0.1%	0.0%	<b>0.3%</b>
Hotel Spa Taninul, Ciudad Valles	0.2%	0.1%	0.0%	<b>0.3%</b>
Hotel Santa Lucia	0.1%	0.1%	0.0%	<b>0.3%</b>
Hotel Rex, Ciudad Valles	0.1%	0.1%	0.1%	<b>0.2%</b>
Posada Rios	0.1%	0.1%	0.0%	<b>0.2%</b>
Hotel Thanos	0.1%	0.1%	0.0%	<b>0.2%</b>
Posada James Xilitla, Xilitla	0.1%	0.1%	0.0%	<b>0.1%</b>
Grann Hotel, Ciudad Valles	0.1%	0.1%	0.0%	<b>0.1%</b>
Hotel Posada Vanessa, Tamasopo	0.1%	0.1%	0.0%	<b>0.1%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Nombre Hotel donde Hospeda

Concepto	Mujer	Hombre	No Contesto	Total
Campo Real Plus, Tamasopo	0.1%	0.1%	0.0%	<b>0.1%</b>
Hotel Puerta de Jade	0.1%	0.0%	0.0%	<b>0.1%</b>
Hotel Saja, Ciudad Valles	0.0%	0.1%	0.1%	<b>0.1%</b>
La Privada	0.1%	0.1%	0.0%	<b>0.1%</b>
Posada Zamudio	0.1%	0.1%	0.0%	<b>0.1%</b>
Hotel Mansion	0.1%	0.0%	0.0%	<b>0.1%</b>
Hostal Aquisomom	0.0%	0.1%	0.0%	<b>0.1%</b>
Posada El Castillo, Xilitla	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel Cascada Huasteca, Aguismón	0.0%	0.0%	0.1%	<b>0.1%</b>
Hotel Vista Verde, Axtla de Terrazas	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel Tantok, Tamuín	0.1%	0.0%	0.0%	<b>0.1%</b>
Hostal de Café, Xilitla	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel Maria Magnolia, Xilitla	0.1%	0.0%	0.0%	<b>0.1%</b>
Hotel Tapasoli, Xilitla	0.0%	0.0%	0.1%	<b>0.1%</b>
Hotel Melania Pizaño, Ciudad Valles	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel Moreno, Ciudad Valles	0.1%	0.0%	0.0%	<b>0.1%</b>
Los Arcos Express, Ciudad Valles	0.0%	0.0%	0.1%	<b>0.1%</b>
Cabañas Macondo, Tamasopo	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel Raga Inn, Tamasopo	0.1%	0.0%	0.0%	<b>0.1%</b>
Hotel puerta del cielo	0.0%	0.1%	0.0%	<b>0.1%</b>
El Nacimiento	0.1%	0.0%	0.0%	<b>0.1%</b>
Hotel Casa Lluvias	0.1%	0.0%	0.0%	<b>0.1%</b>
Falcon	0.1%	0.0%	0.0%	<b>0.1%</b>
Vista Inn	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel popeye	0.1%	0.0%	0.0%	<b>0.1%</b>
Hotel Rio Paraiso	0.1%	0.0%	0.0%	<b>0.1%</b>
Hotel los Naranjos	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel Buena Vista	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel Paraiso	0.0%	0.1%	0.0%	<b>0.1%</b>
Rincón Huasteco	0.1%	0.0%	0.0%	<b>0.1%</b>
Hotel Casa Calma	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel Casa Caracol	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel La Condesa	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel San Juan	0.1%	0.0%	0.0%	<b>0.1%</b>
Hotel Rio Inn	0.1%	0.0%	0.0%	<b>0.1%</b>
Cabañas Manan	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel el nacimiento	0.0%	0.1%	0.0%	<b>0.1%</b>
Hotel los Lirios	0.0%	0.1%	0.0%	<b>0.1%</b>
Las Cabañas	0.1%	0.0%	0.0%	<b>0.1%</b>
No contesto	31.8%	31.1%	7.2%	<b>70.2%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>





# Resultados con Perspectiva de Género

## Forma de Viaje

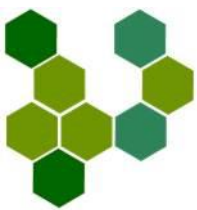
Concepto	Mujer	Hombre	No Contesto	Total
Solo	1.6%	2.1%	0.3%	<b>4.0%</b>
Pareja	9.6%	9.8%	2.4%	<b>21.8%</b>
Familia	24.9%	22.9%	4.9%	<b>52.7%</b>
Amistades	2.3%	3.7%	0.8%	<b>6.8%</b>
Agrupación	6.0%	4.9%	1.1%	<b>12.0%</b>
No contesto	1.1%	1.0%	0.5%	<b>2.6%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Número de Acompañantes

Concepto	Mujer	Hombre	No Contesto	Total
No contesto	3.7%	4.0%	1.1%	<b>8.8%</b>
Dos	9.9%	10.0%	2.6%	<b>22.5%</b>
Cuatro	7.2%	6.4%	1.7%	<b>15.3%</b>
Cinco	4.8%	4.2%	0.9%	<b>9.9%</b>
Tres	3.6%	4.1%	0.5%	<b>8.2%</b>
Seis	2.9%	3.0%	0.7%	<b>6.7%</b>
Más de Veinte	3.3%	2.3%	0.2%	<b>5.8%</b>
Ocho	2.2%	2.5%	0.5%	<b>5.2%</b>
Uno	1.7%	2.5%	0.3%	<b>4.6%</b>
Siete	1.7%	1.1%	0.4%	<b>3.3%</b>
Diez	1.5%	1.5%	0.1%	<b>3.2%</b>
Veinte	0.4%	0.7%	0.2%	<b>1.3%</b>
Nueve	0.7%	0.5%	0.1%	<b>1.3%</b>
Quince	0.4%	0.4%	0.2%	<b>1.0%</b>
Doce	0.3%	0.3%	0.1%	<b>0.8%</b>
Diecisiete	0.3%	0.2%	0.1%	<b>0.5%</b>
Once	0.2%	0.3%	0.0%	<b>0.5%</b>
Trece	0.3%	0.1%	0.0%	<b>0.3%</b>
Dieciocho	0.1%	0.1%	0.1%	<b>0.3%</b>
Dieciséis	0.1%	0.1%	0.1%	<b>0.3%</b>
Catorce	0.1%	0.1%	0.0%	<b>0.1%</b>
Diecinueve	0.1%	0.0%	0.0%	<b>0.1%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Medio de Transporte Utilizado

Concepto	Mujer	Hombre	No Contesto	Total
Automóvil	34.8%	35.1%	8.1%	<b>77.9%</b>
Autobús de línea	3.8%	3.1%	0.3%	<b>7.2%</b>
Autobús rentado	4.2%	3.8%	0.8%	<b>8.8%</b>
Avión	0.5%	0.1%	0.0%	<b>0.6%</b>
No contestó	2.2%	2.5%	0.7%	<b>5.4%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>



# Resultados con Perspectiva de Género

## Gasto Promedio en Hospedaje

Concepto	Mujer	Hombre	No Contesto	Total
400 a 500 pesos	10.4%	11.1%	1.9%	<b>23.5%</b>
501 a 600 pesos	4.4%	4.9%	1.0%	<b>10.3%</b>
601 a 800 pesos	2.9%	4.6%	0.9%	<b>8.3%</b>
801 a 990 pesos	3.6%	3.2%	0.7%	<b>7.5%</b>
Más de 1,000 pesos	6.0%	6.8%	1.8%	<b>14.6%</b>
No contesto	18.2%	13.9%	3.7%	<b>35.8%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Gasto Promedio en Compras

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	16.2%	14.5%	2.5%	<b>33.2%</b>
De 301 a 400 pesos	6.0%	5.6%	1.3%	<b>12.9%</b>
De 451 a 500 pesos	4.0%	3.7%	0.9%	<b>8.5%</b>
De 401 a 500 pesos	3.0%	3.0%	0.7%	<b>6.8%</b>
Más de 600 pesos	3.9%	4.7%	1.7%	<b>10.3%</b>
No contesto	12.6%	12.9%	2.7%	<b>28.3%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Gasto Promedio en Alimentos y Bebidas

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	13.1%	12.0%	2.6%	<b>27.7%</b>
De 301 a 400 pesos	7.6%	6.6%	1.7%	<b>15.9%</b>
De 451 a 500 pesos	5.8%	4.6%	0.8%	<b>11.2%</b>
De 401 a 500 pesos	3.3%	3.3%	0.7%	<b>7.2%</b>
Más de 600 pesos	4.2%	5.2%	1.6%	<b>11.0%</b>
No contesto	11.5%	12.9%	2.5%	<b>26.9%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Gasto Promedio en Souvenirs

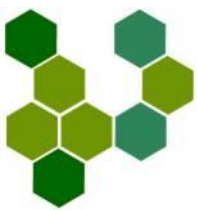
Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	13.7%	11.2%	2.5%	<b>27.4%</b>
De 301 a 400 pesos	3.2%	3.8%	1.0%	<b>8.0%</b>
De 451 a 500 pesos	1.9%	1.9%	0.3%	<b>4.2%</b>
De 401 a 500 pesos	1.7%	1.2%	0.3%	<b>3.2%</b>
Más de 600 pesos	2.3%	3.9%	0.9%	<b>7.1%</b>
No contesto	22.8%	22.5%	4.9%	<b>50.1%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Gasto Promedio en Transportación Local

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	5.6%	5.4%	1.3%	<b>12.3%</b>
De 301 a 400 pesos	1.5%	1.3%	0.1%	<b>2.9%</b>
De 451 a 500 pesos	0.7%	1.5%	0.1%	<b>2.3%</b>
De 401 a 500 pesos	1.1%	0.9%	0.3%	<b>2.3%</b>
Más de 600 pesos	2.1%	3.2%	1.1%	<b>6.4%</b>
No contesto	34.5%	32.1%	7.1%	<b>73.7%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Gasto Promedio en Gasolina

Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	5.4%	6.1%	0.6%	<b>12.1%</b>
De 301 a 400 pesos	3.2%	2.6%	0.7%	<b>6.5%</b>
De 451 a 500 pesos	3.1%	3.1%	0.4%	<b>6.6%</b>
De 401 a 500 pesos	4.0%	3.6%	0.9%	<b>8.5%</b>
Más de 600 pesos	9.9%	9.1%	2.7%	<b>21.7%</b>
No contesto	20.0%	19.9%	4.7%	<b>44.6%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>



# Resultados con Perspectiva de Género

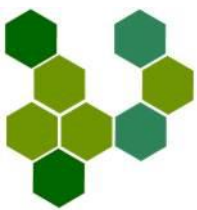
## Razón Principal de Viaje a la Región

Concepto	Mujer	Hombre	No Contesto	Total
Descanso / Vacaciones	7.3%	6.9%	1.3%	<b>15.6%</b>
Turismo de Aventura	5.5%	6.1%	1.3%	<b>12.9%</b>
Cultural	2.4%	1.9%	0.7%	<b>4.9%</b>
Ecoturismo	1.5%	1.7%	0.3%	<b>3.5%</b>
Visita a familiares	1.6%	1.2%	0.4%	<b>3.2%</b>
Compra de artesanías	0.7%	0.6%	0.1%	<b>1.4%</b>
Religioso	0.4%	0.3%	0.0%	<b>0.8%</b>
Negocios	0.2%	0.3%	0.1%	<b>0.6%</b>
Tradición	0.2%	0.1%	0.1%	<b>0.4%</b>
Gastronómico	0.2%	0.2%	0.0%	<b>0.4%</b>
Salud	0.1%	0.0%	0.0%	<b>0.2%</b>
Deportivo	0.0%	0.1%	0.0%	<b>0.1%</b>
No Contestó	25.5%	24.9%	5.6%	<b>56.1%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Con que sitios compararía la Región

Concepto	Mujer	Hombre	No Contesto	Total
Ninguno	0.6%	0.7%	0.2%	<b>1.5%</b>
Chiapas	1.5%	2.1%	0.4%	<b>4.0%</b>
Puente de Dios	0.8%	0.7%	0.1%	<b>1.6%</b>
Cascadas de Micos	0.4%	0.6%	0.1%	<b>1.1%</b>
Tamasopo	0.4%	0.6%	0.1%	<b>1.1%</b>
Veracruz	0.4%	0.6%	0.1%	<b>1.0%</b>
Tamul	0.2%	0.4%	0.1%	<b>0.6%</b>
El Naranjo	0.3%	0.2%	0.0%	<b>0.5%</b>
Media Luna	0.2%	0.2%	0.1%	<b>0.5%</b>
Minas Viejas	0.3%	0.2%	0.1%	<b>0.5%</b>
Hidalgo	0.2%	0.2%	0.1%	<b>0.4%</b>
Xilitla	0.1%	0.2%	0.0%	<b>0.3%</b>
Chihuahua	0.2%	0.1%	0.0%	<b>0.3%</b>
Agua Azul	0.1%	0.1%	0.1%	<b>0.2%</b>
El Salto	0.1%	0.0%	0.0%	<b>0.1%</b>
Cola d Caballo	0.1%	0.0%	0.0%	<b>0.1%</b>
Hidalgo	0.1%	0.0%	0.0%	<b>0.1%</b>
Trampolín	0.0%	0.1%	0.0%	<b>0.1%</b>
El Meco	0.0%	0.1%	0.0%	<b>0.1%</b>
No Contesto	39.7%	37.4%	8.6%	<b>85.7%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.5%</b>	<b>9.9%</b>	<b>100.0%</b>

Verano 2019- Región Huasteca



# Resultados con Perspectiva de Género

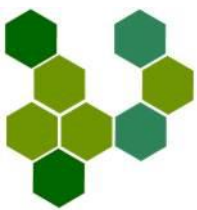
## Recuerda Publicidad del Destino

Concepto	Mujer	Hombre	No Contesto	Total
Sí	34.7%	33.4%	7.7%	<b>75.8%</b>
No	6.8%	6.4%	1.2%	<b>14.4%</b>
No contesto	4.0%	4.7%	1.1%	<b>9.8%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Medio en que recuerda la publicidad

Concepto	Mujer	Hombre	No Contesto	Total
Internet	13.9%	16.7%	4.2%	<b>34.8%</b>
No contesto	10.8%	10.9%	2.3%	<b>24.0%</b>
Televisión	6.0%	5.3%	0.9%	<b>12.3%</b>
Familiares o amigos	5.4%	3.2%	0.9%	<b>9.5%</b>
Facebook	3.4%	3.4%	0.9%	<b>7.6%</b>
Radio	1.8%	1.0%	0.2%	<b>3.0%</b>
Espectaculares	1.3%	1.4%	0.2%	<b>2.9%</b>
Folletos	1.4%	1.2%	0.1%	<b>2.7%</b>
Periódico	0.6%	0.7%	0.1%	<b>1.4%</b>
Revista	0.4%	0.2%	0.1%	<b>0.7%</b>
You Tube	0.3%	0.2%	0.1%	<b>0.5%</b>
Twitter	0.1%	0.1%	0.0%	<b>0.3%</b>
Instagram	0.1%	0.1%	0.0%	<b>0.2%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>





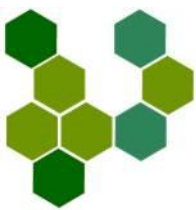
# Resultados con Perspectiva de Género

## Regresaría al Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	37.1%	36.2%	7.5%	<b>80.8%</b>
Probablemente sí	7.3%	7.2%	1.2%	<b>15.8%</b>
Probablemente no	0.5%	0.3%	0.1%	<b>0.9%</b>
Definitivamente no	0.1%	0.1%	0.1%	<b>0.3%</b>
No Contesto	0.5%	0.5%	1.1%	<b>2.2%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Recomendaría el Destino

Concepto	Mujer	Hombre	No Contesto	Total
Definitivamente sí	39.4%	38.1%	7.8%	<b>85.4%</b>
Probablemente sí	5.2%	5.3%	0.9%	<b>11.5%</b>
Probablemente no	0.3%	0.1%	0.0%	<b>0.4%</b>
Definitivamente no	0.1%	0.0%	0.1%	<b>0.2%</b>
No Contesto	0.5%	0.9%	1.1%	<b>2.5%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>



# Resultados con Perspectiva de Género

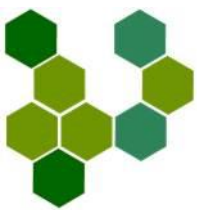
Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
CDMX	3.6%	5.2%	0.8%	9.7%
Monterrey, N.L.	4.0%	2.9%	1.1%	8.0%
San Luis Potosí, S.L.P.	2.7%	3.6%	0.4%	6.8%
Tampico, Tamps.	3.5%	2.6%	0.5%	6.6%
Ciudad Victoria, Tamps.	2.5%	1.7%	0.2%	4.5%
Guadalajara, Jal.	1.3%	1.0%	0.4%	2.7%
Ciudad Valles, S.L.P.	1.3%	0.9%	0.2%	2.3%
Pánuco, Ver.	1.6%	0.5%	0.1%	2.1%
Saltillo, Coah.	0.9%	0.9%	0.1%	1.9%
Cd. Madero, Tamps.	0.7%	0.9%	0.1%	1.7%
Matamoros, Tamps.	0.5%	1.0%	0.1%	1.6%
El Mante, Tamps.	1.3%	0.1%	0.1%	1.6%
Reynosa, Tamps.	0.9%	0.5%	0.1%	1.5%
Chihuahua	0.7%	0.5%	0.1%	1.3%
León, Gto.	0.5%	0.4%	0.0%	0.9%
Puebla	0.3%	0.5%	0.1%	0.9%
Mérida, Yuc.	0.5%	0.4%	0.0%	0.9%
Veracruz	0.4%	0.3%	0.1%	0.8%
Zacatecas	0.3%	0.4%	0.1%	0.7%
Guanajuato	0.3%	0.3%	0.1%	0.7%
Culiacán, Sin.	0.3%	0.3%	0.1%	0.7%
Houston, Tx.	0.4%	0.1%	0.1%	0.6%
Ciudad Valles, S.L.P.	0.2%	0.2%	0.2%	0.6%
Rioverde, S.L.P.	0.3%	0.2%	0.1%	0.6%
Cd. Juárez, Chih.	0.1%	0.5%	0.0%	0.5%
Hermosillo, Son.	0.3%	0.3%	0.0%	0.5%
Aguascalientes	0.3%	0.2%	0.0%	0.5%
Tijuana, BC	0.1%	0.2%	0.1%	0.5%
Pachuca, Hgo.	0.3%	0.2%	0.0%	0.5%
Tantoyuca, Ver.	0.2%	0.1%	0.2%	0.5%
Axtla de Terrazas, S.L.P.	0.1%	0.2%	0.1%	0.5%
Villa de Arista, S.L.P.	0.1%	0.2%	0.1%	0.4%
Torreón, Coah.	0.1%	0.2%	0.1%	0.4%
Ciudad Mante, Tamps.	0.1%	0.2%	0.1%	0.4%
Nuevo Laredo, Tamps.	0.1%	0.2%	0.1%	0.4%
Tamuín, S.L.P.	0.2%	0.2%	0.0%	0.4%
Durango	0.3%	0.1%	0.0%	0.4%
Valladolid, Yuc.	0.2%	0.2%	0.0%	0.4%
Peña Miller, Qro.	0.0%	0.4%	0.0%	0.4%
Morelia, Mich.	0.3%	0.1%	0.0%	0.3%
Mazatlán, Sin.	0.1%	0.2%	0.0%	0.3%
Tamazunchale, S.L.P.	0.1%	0.3%	0.0%	0.3%
Rioverde, S.L.P.	0.2%	0.1%	0.0%	0.3%
Tamasopo, S.L.P.	0.1%	0.3%	0.0%	0.3%
Culiacán, Sin.	0.1%	0.2%	0.0%	0.3%
Salamanca, Gto	0.1%	0.2%	0.0%	0.3%
Matehuala, S.L.P.	0.1%	0.1%	0.0%	0.3%
San Nicolás de los Garza, N.L.	0.1%	0.1%	0.1%	0.3%
Celaya, Gto.	0.1%	0.1%	0.1%	0.3%
Toluca, Edo Mex	0.2%	0.0%	0.1%	0.3%
Ebano, S.L.P.	0.0%	0.3%	0.0%	0.3%
Mexicali, BC	0.1%	0.1%	0.0%	0.3%
Piedras Negras, Coah.	0.0%	0.2%	0.0%	0.2%
Xilitla, S.L.P.	0.0%	0.2%	0.0%	0.2%
Cárdenas, S.L.P.	0.1%	0.1%	0.0%	0.2%
Acapulco, Gro.	0.1%	0.1%	0.0%	0.2%
Villa Hermosa, Tab.	0.2%	0.0%	0.0%	0.2%
Cd Madero, Tamps.	0.1%	0.1%	0.0%	0.2%
Cuernavaca, Mor.	0.1%	0.1%	0.0%	0.2%
Querétaro	0.1%	0.1%	0.0%	0.2%
Jerez, Zac.	0.0%	0.1%	0.0%	0.1%
Campeche	0.1%	0.0%	0.0%	0.1%
Valle Hermoso, Tamps.	0.1%	0.1%	0.0%	0.1%
El Naranjo, S.L.P.	0.1%	0.1%	0.0%	0.1%
Altamira, Tamps.	0.1%	0.1%	0.0%	0.1%
Dolores Hidalgo, Gto.	0.1%	0.1%	0.0%	0.1%
Monclova, Coah.	0.0%	0.1%	0.0%	0.1%
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

Ciudad de Origen

Concepto	Mujer	Hombre	No Contesto	Total
Rio Bravo, Tamps.	0.1%	0.1%	0.0%	0.1%
Santiago, Chi	0.1%	0.1%	0.0%	0.1%
Hidalgo	0.1%	0.1%	0.0%	0.1%
Naranjos, Ver.	0.0%	0.1%	0.1%	0.1%
Pátzcuaro, Mich.	0.1%	0.1%	0.0%	0.1%
Ensenada, BC	0.1%	0.0%	0.0%	0.1%
Tequila, Jal.	0.1%	0.1%	0.0%	0.1%
Tecate, BC	0.1%	0.1%	0.0%	0.1%
Zapopan, Jal.	0.0%	0.1%	0.0%	0.1%
Puerto Vallarta, Jal.	0.0%	0.1%	0.0%	0.1%
Jalpan, Ver.	0.1%	0.1%	0.0%	0.1%
Chetumal, Q Roo	0.0%	0.1%	0.0%	0.1%
Austin, Tx.	0.1%	0.0%	0.0%	0.1%
Írapuato, Gto.	0.0%	0.1%	0.1%	0.1%
Cd. Victoria, Tamps.	0.1%	0.0%	0.1%	0.1%
Ameca, Edo. Mex.	0.1%	0.0%	0.0%	0.1%
Villa de Reyes, S.L.P.	0.0%	0.1%	0.0%	0.1%
Tepeztlán, Mor.	0.1%	0.0%	0.0%	0.1%
Tlanjás, S.L.P.	0.0%	0.1%	0.0%	0.1%
Ocampo, Gto.	0.0%	0.1%	0.0%	0.1%
Tancanhuitz, S.L.P.	0.0%	0.1%	0.0%	0.1%
Coatzacoalcos, Ver.	0.1%	0.0%	0.0%	0.1%
Tlaxcala	0.0%	0.1%	0.0%	0.1%
Chicago, Ill.	0.1%	0.0%	0.0%	0.1%
Naucalpan, Edo Mex	0.0%	0.1%	0.0%	0.1%
Villahermosa, Tab.	0.1%	0.0%	0.0%	0.1%
Papantla, Ver.	0.1%	0.0%	0.0%	0.1%
Guadalupe, N.L.	0.1%	0.0%	0.0%	0.1%
Teotihuacán, Edo Mex	0.1%	0.0%	0.0%	0.1%
Allende, N.L.	0.0%	0.0%	0.1%	0.1%
Tulúm, Q Roo	0.0%	0.1%	0.0%	0.1%
Apodaca, N.L.	0.0%	0.1%	0.0%	0.1%
Dallas, Tx.	0.0%	0.1%	0.0%	0.1%
Cerro Azul, Ver.	0.1%	0.0%	0.0%	0.1%
Nogales, Son.	0.0%	0.0%	0.1%	0.1%
Guatemala	0.0%	0.1%	0.0%	0.1%
Tierra Blanca, S.L.P.	0.1%	0.0%	0.0%	0.1%
Huejutla, Hgo.	0.0%	0.1%	0.0%	0.1%
San Ciro de Acosta, S.L.P.	0.1%	0.0%	0.0%	0.1%
Chilpancingo, Gro.	0.1%	0.0%	0.0%	0.1%
Navojua, Son.	0.1%	0.0%	0.0%	0.1%
San Diego, Cal.	0.0%	0.1%	0.0%	0.1%
Oaxaca	0.0%	0.1%	0.0%	0.1%
Rio Colorado, Son.	0.1%	0.0%	0.0%	0.1%
Guamuchi, Sin.	0.0%	0.1%	0.0%	0.1%
El Dorado, Sin.	0.0%	0.1%	0.0%	0.1%
Lerdo, Chih.	0.1%	0.0%	0.0%	0.1%
Texcoco, Edo Mex	0.1%	0.0%	0.0%	0.1%
Salamanca, Gto.	0.1%	0.0%	0.0%	0.1%
San Juan de Río	0.0%	0.1%	0.0%	0.1%
Rayón, S.L.P.	0.1%	0.0%	0.0%	0.1%
Nuevo Progreso, Jal.	0.0%	0.1%	0.0%	0.1%
Chiltepec, Tab.	0.0%	0.1%	0.0%	0.1%
Aquismon	0.1%	0.0%	0.0%	0.1%
Chalco, Edo Mex.	0.0%	0.0%	0.1%	0.1%
Lázaro Cárdenas, Mich.	0.0%	0.1%	0.0%	0.1%
Córdoba, Ver.	0.1%	0.0%	0.0%	0.1%
Xochimilco, Edo Mex	0.1%	0.0%	0.0%	0.1%
Santa Catarina, S.L.P.	0.1%	0.0%	0.0%	0.1%
Caracas, Ven	0.0%	0.0%	0.1%	0.1%
Tuttitlán, Edo Mex	0.0%	0.0%	0.1%	0.1%
Tlanchinol, Hgo.	0.1%	0.0%	0.0%	0.1%
Los Cabos, BCS	0.0%	0.1%	0.0%	0.1%
Poza Rica, Ver.	0.1%	0.0%	0.0%	0.1%
Tempoal, Ver.	0.1%	0.0%	0.0%	0.1%
Gómez Palacio, Dgo.	0.0%	0.1%	0.0%	0.1%
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

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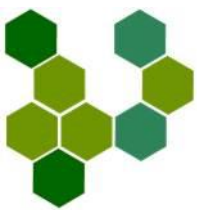
# Resultados con Perspectiva de Género

## Estado de Origen del Entrevistado

Concepto	Mujer	Hombre	No Contesto	Total
Tamaulipas	9.9%	7.5%	1.4%	<b>18.8%</b>
San Luis Potosí	7.0%	8.2%	1.8%	<b>17.1%</b>
Nuevo León	4.8%	3.6%	1.2%	<b>9.5%</b>
Ciudad de México	2.4%	3.9%	0.7%	<b>7.0%</b>
Veracruz	3.2%	1.8%	0.4%	<b>5.4%</b>
Estado de México	1.7%	1.6%	0.5%	<b>3.8%</b>
Querétaro	1.5%	2.0%	0.2%	<b>3.7%</b>
Guanajuato	1.7%	1.7%	0.2%	<b>3.6%</b>
Jalisco	1.8%	1.3%	0.4%	<b>3.6%</b>
Coahuila	1.1%	1.6%	0.3%	<b>3.0%</b>
Sinaloa	0.9%	1.1%	0.1%	<b>2.2%</b>
Estados Unidos	0.9%	0.9%	0.1%	<b>1.9%</b>
Hidalgo	0.9%	0.7%	0.2%	<b>1.7%</b>
Puebla	0.6%	0.9%	0.3%	<b>1.7%</b>
Chihuahua	0.9%	0.8%	0.0%	<b>1.7%</b>
Aguascalientes	0.7%	0.7%	0.1%	<b>1.5%</b>
Zacatecas	0.6%	0.8%	0.0%	<b>1.4%</b>
Baja California	0.4%	0.5%	0.1%	<b>1.0%</b>
Michoacán	0.4%	0.4%	0.1%	<b>0.9%</b>
Sonora	0.5%	0.3%	0.1%	<b>0.9%</b>
Durango	0.4%	0.2%	0.1%	<b>0.7%</b>
Guerrero	0.3%	0.2%	0.1%	<b>0.6%</b>
Yucatán	0.3%	0.3%	0.0%	<b>0.6%</b>
Morelos	0.1%	0.1%	0.0%	<b>0.3%</b>
Oaxaca	0.1%	0.1%	0.1%	<b>0.3%</b>
Quintana Roo	0.1%	0.2%	0.0%	<b>0.3%</b>
Tabasco	0.2%	0.0%	0.0%	<b>0.2%</b>
Colombia	0.1%	0.1%	0.0%	<b>0.2%</b>
Campeche	0.1%	0.0%	0.0%	<b>0.1%</b>
Colima	0.0%	0.1%	0.1%	<b>0.1%</b>
Chiapas	0.1%	0.1%	0.0%	<b>0.1%</b>
Nayarit	0.0%	0.1%	0.0%	<b>0.1%</b>
Canadá	0.1%	0.1%	0.0%	<b>0.1%</b>
Baja California Sur	0.0%	0.1%	0.0%	<b>0.1%</b>
Tlaxcala	0.0%	0.1%	0.0%	<b>0.1%</b>
Argentina	0.1%	0.0%	0.0%	<b>0.1%</b>
Venezuela	0.0%	0.0%	0.1%	<b>0.1%</b>
No contesto	1.7%	2.4%	1.3%	<b>5.5%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

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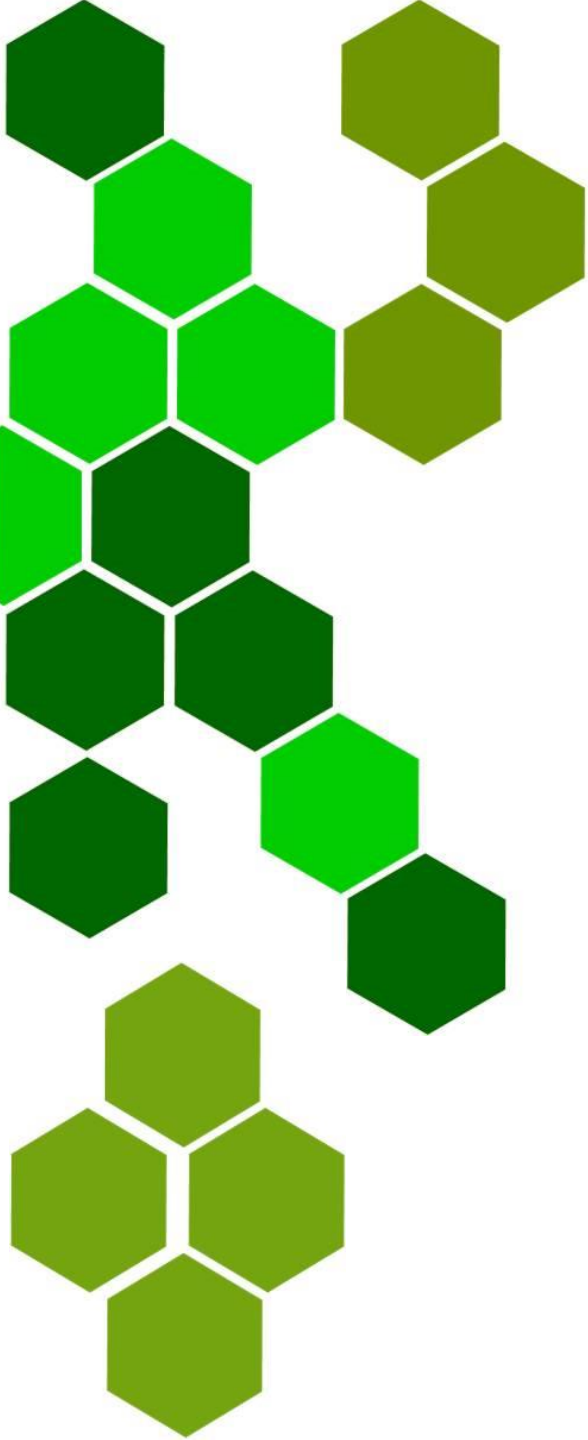
# Resultados con Perspectiva de Género

## Edad Promedio de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
De 18 a 24 años	10.7%	5.2%	1.1%	<b>17.0%</b>
De 25 a 31 años	12.5%	13.2%	1.7%	<b>27.4%</b>
De 32 a 38 años	6.9%	9.6%	1.7%	<b>18.2%</b>
De 39 a 45 años	4.6%	6.0%	1.3%	<b>11.8%</b>
De 46 a 51 años	7.2%	6.5%	1.3%	<b>15.0%</b>
De 52 a 59 años	1.5%	2.5%	0.4%	<b>4.4%</b>
Más de 60 años	0.0%	0.0%	0.0%	<b>0.0%</b>
No Contesto	2.1%	1.5%	2.5%	<b>6.2%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>

## Ocupación de los Entrevistados

Concepto	Mujer	Hombre	No Contesto	Total
No Contesto	1.7%	1.9%	2.6%	<b>6.3%</b>
Labores del Hogar	5.9%	10.3%	1.4%	<b>17.6%</b>
Estudiante	8.5%	7.0%	1.9%	<b>17.4%</b>
Empleado Privado	5.9%	7.8%	1.3%	<b>15.1%</b>
Desempleado	9.3%	0.5%	0.5%	<b>10.3%</b>
Un oficio (plomero, carpintero, etc.)	0.7%	1.5%	0.1%	<b>2.3%</b>
Retirado / Jubilado	1.7%	2.4%	0.1%	<b>4.3%</b>
Empleado de Gobierno	6.2%	4.4%	0.7%	<b>11.3%</b>
Por cuenta propia	0.5%	0.3%	0.1%	<b>0.8%</b>
Comerciante	1.4%	2.1%	0.3%	<b>3.9%</b>
Empresario	2.8%	5.6%	0.7%	<b>9.2%</b>
Otro	0.8%	0.5%	0.2%	<b>1.5%</b>
<b>Total</b>	<b>45.6%</b>	<b>44.4%</b>	<b>10.0%</b>	<b>100.0%</b>



# Perfil del Visitante

## Región Huasteca

### Verano 2019