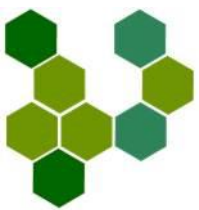


Perfil del Visitante

Región Huasteca

Verano 2019

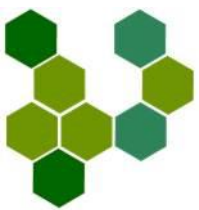


Metodología

Con el objeto de determinar el Perfil del Visitante y conocer la experiencia durante se estancia en la Región Huasteca, se llevó a cabo un levantamiento de 1 mil 492 encuestas.

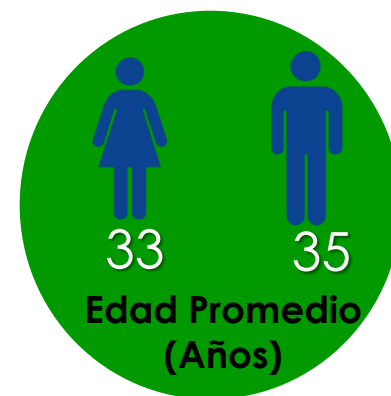
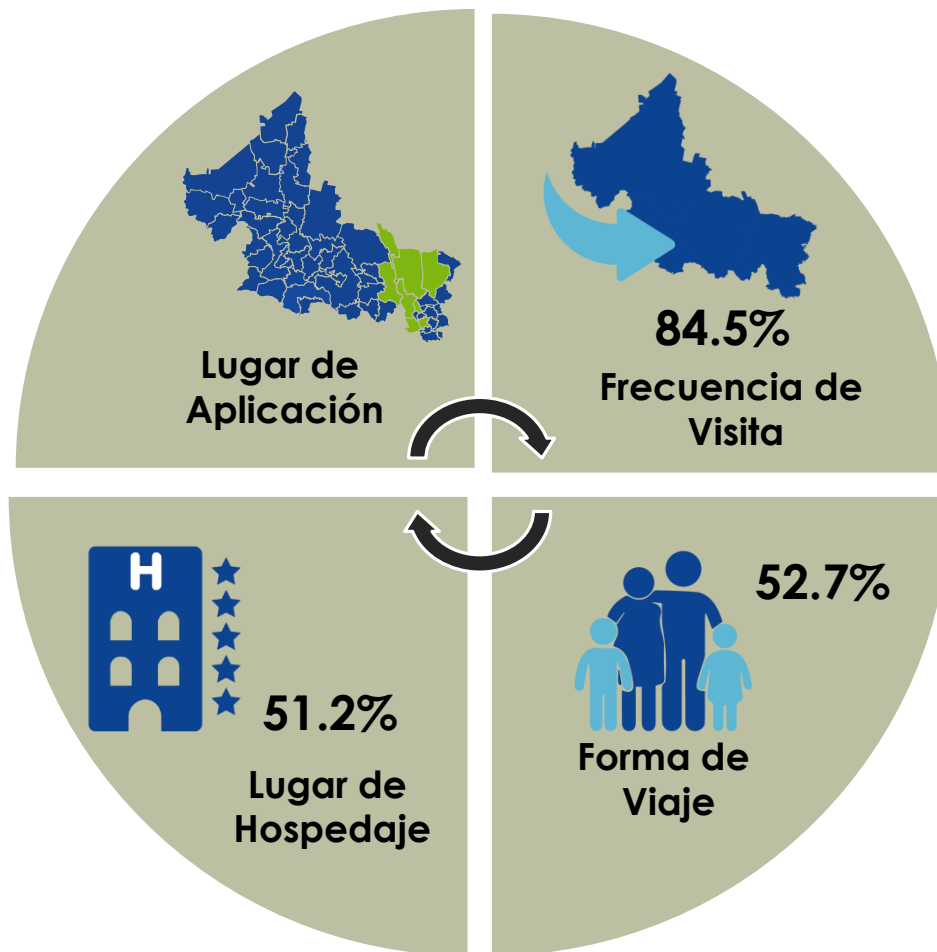
Las entrevistas se levantaron durante la temporada de Verano en los principales sitios turísticos de la región y fueron contestadas directamente por los visitantes.

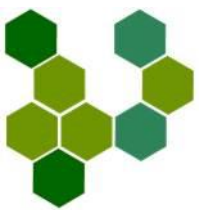
Los resultados obtenidos para cada uno de los conceptos se presentan a continuación:



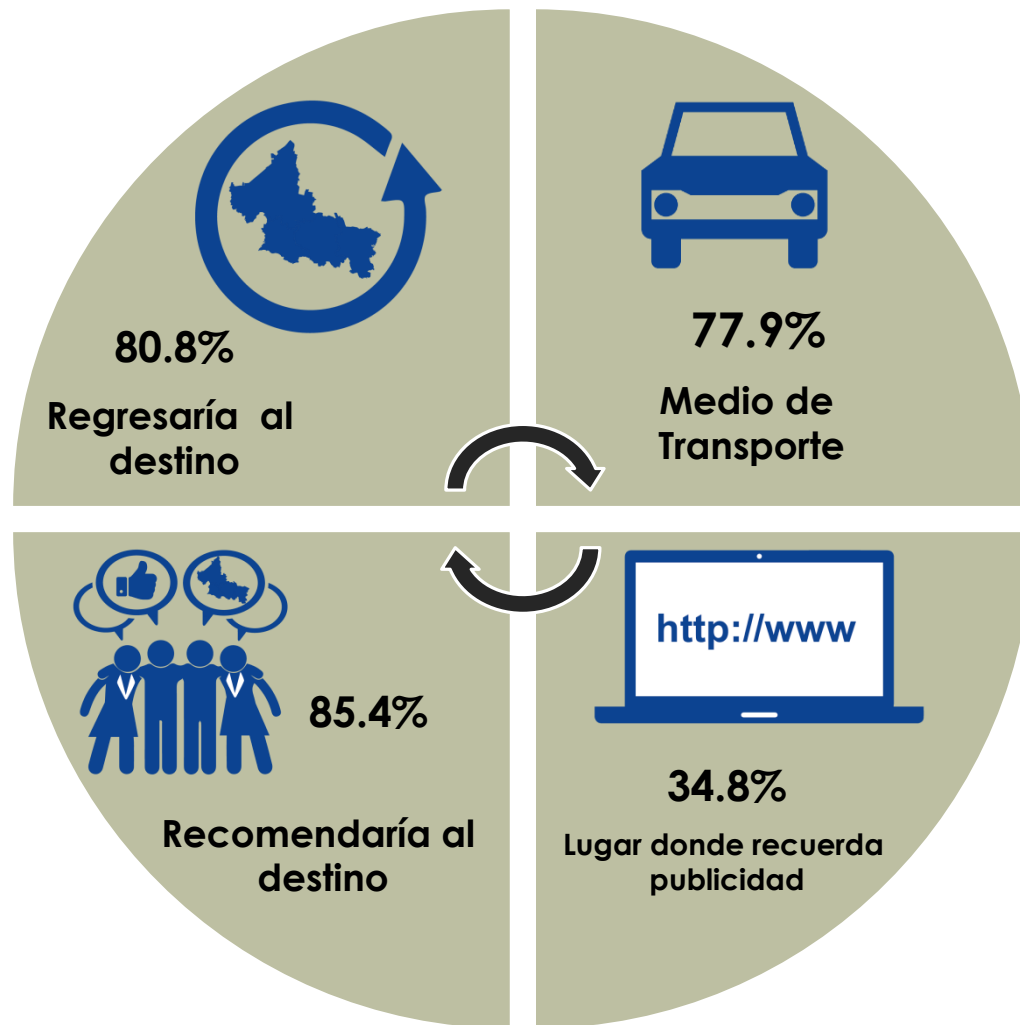
5.3

Tamaño de Grupo promedio

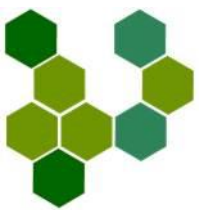




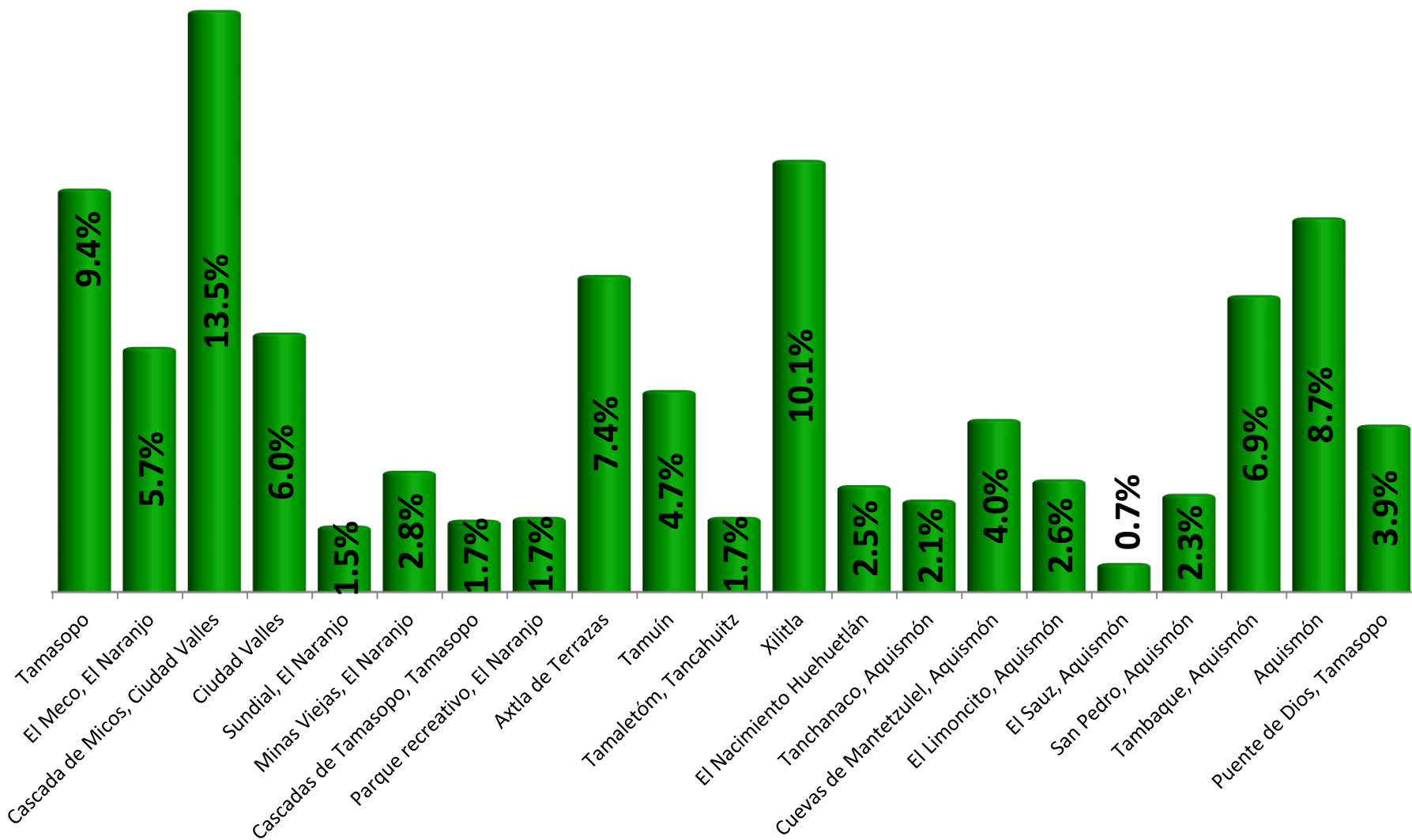
Resumen

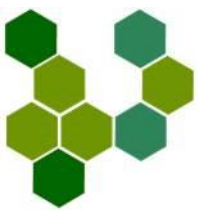


Verano 2019- Región Huasteca



Lugar de levantamiento

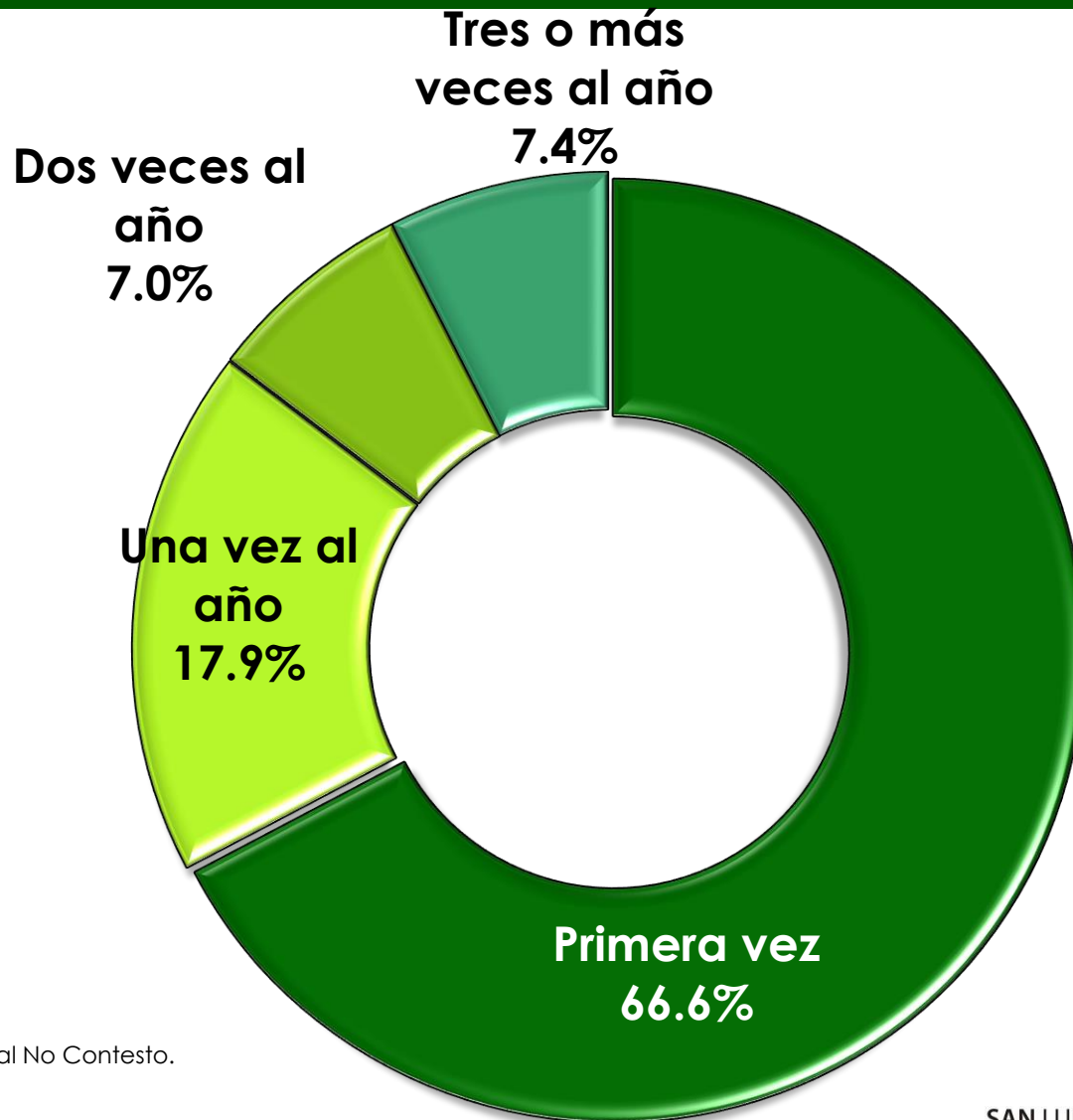




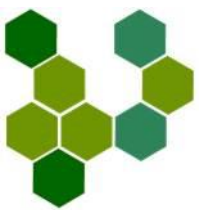
Frecuencia de Visita a la Región

El 66.6%
visita el
destino por
primera vez

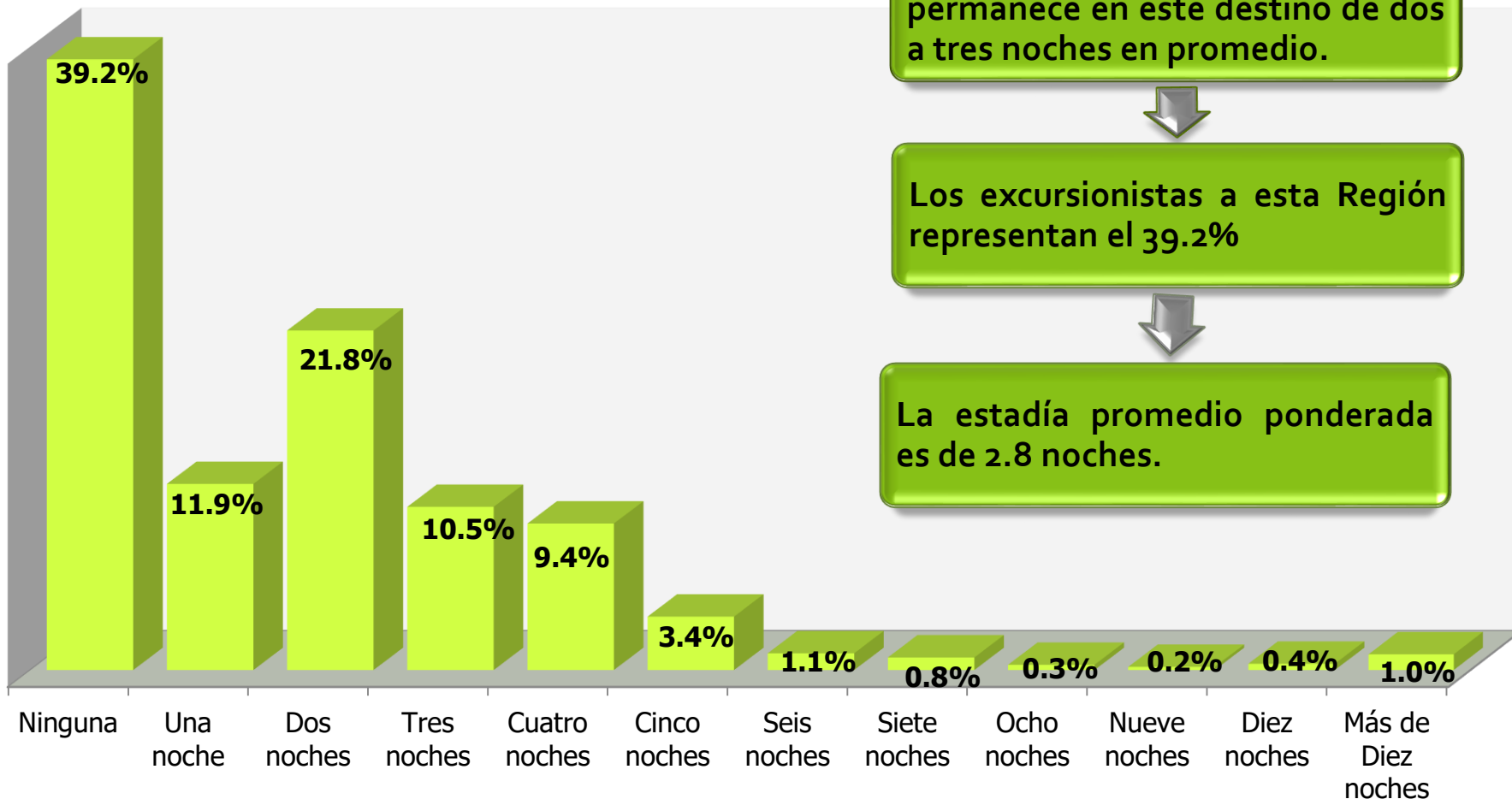
El turismo
repetitivo
representa el
32.4%



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



Noches de Estadía



El 33.7% de los visitantes permanece en este destino de dos a tres noches en promedio.

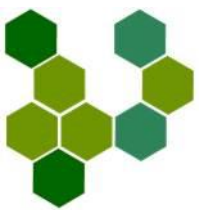


Los excursionistas a esta Región representan el 39.2%



La estadía promedio ponderada es de 2.8 noches.

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



Lugar de Hospedaje del Visitante

**Vivienda
Rentada,
6.6%**

**Acampará,
8.1%**

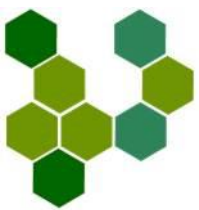
**Familia
/
Amigos,
15.8%**

**Hotel,
51.2%**

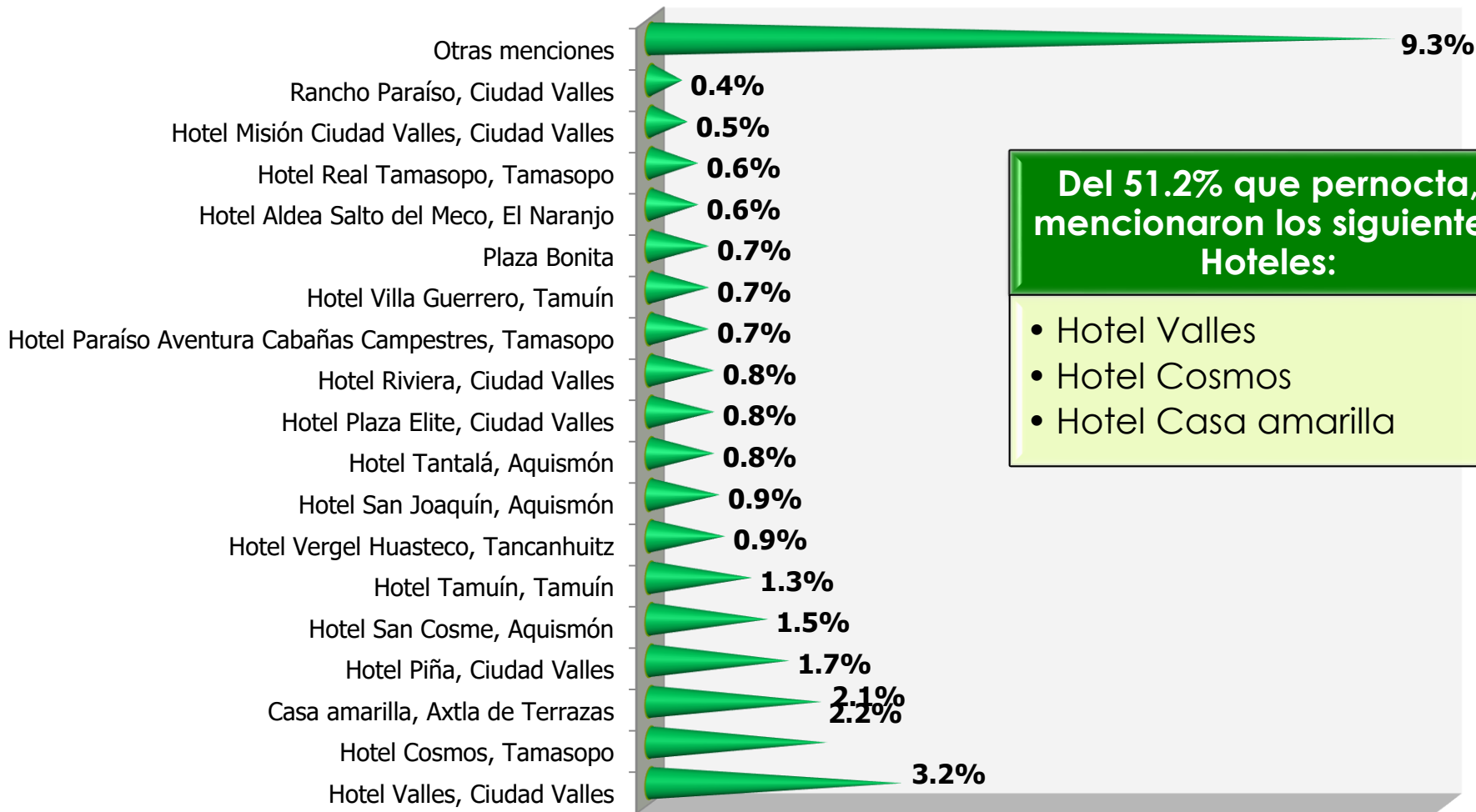
Un poco más de la mitad de los visitantes pernoctan en algún hotel de esta región (51.2%)

El 15.8% prefiere casas de Familiares y amigos.

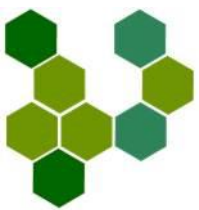
Nota: La diferencia para el 100% corresponde al No Contesto.



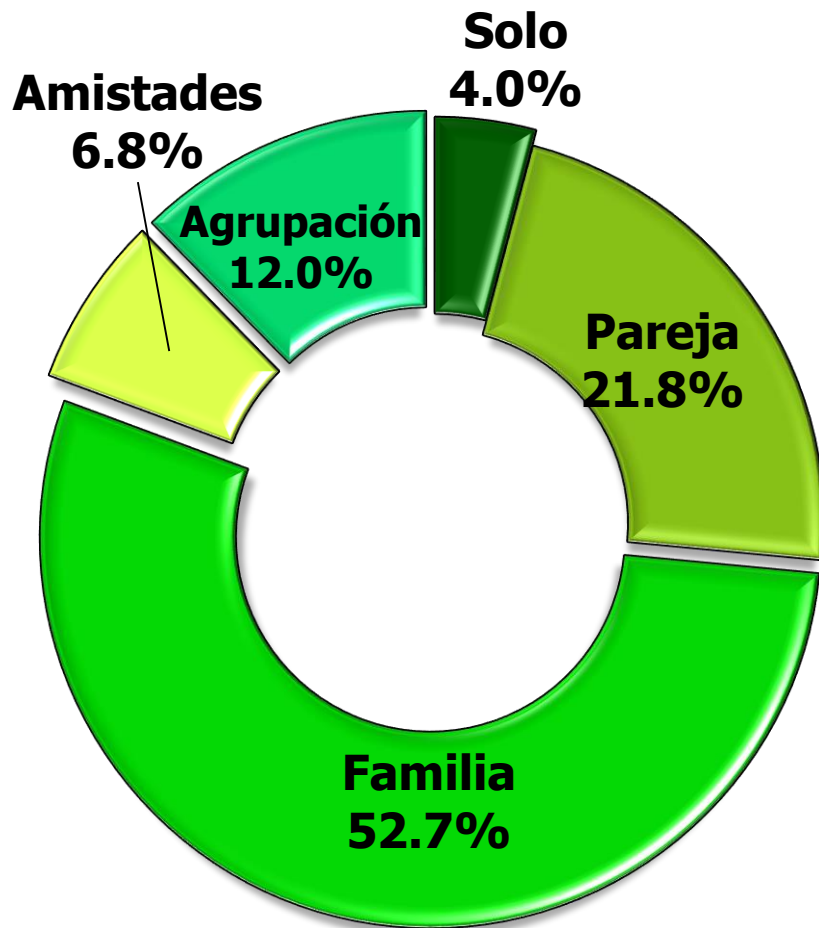
Principales Hoteles de Pernocta del visitante



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



Forma de Viajar del Visitante

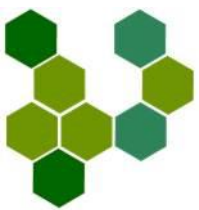


El 52.7% realiza este viaje con la familia.

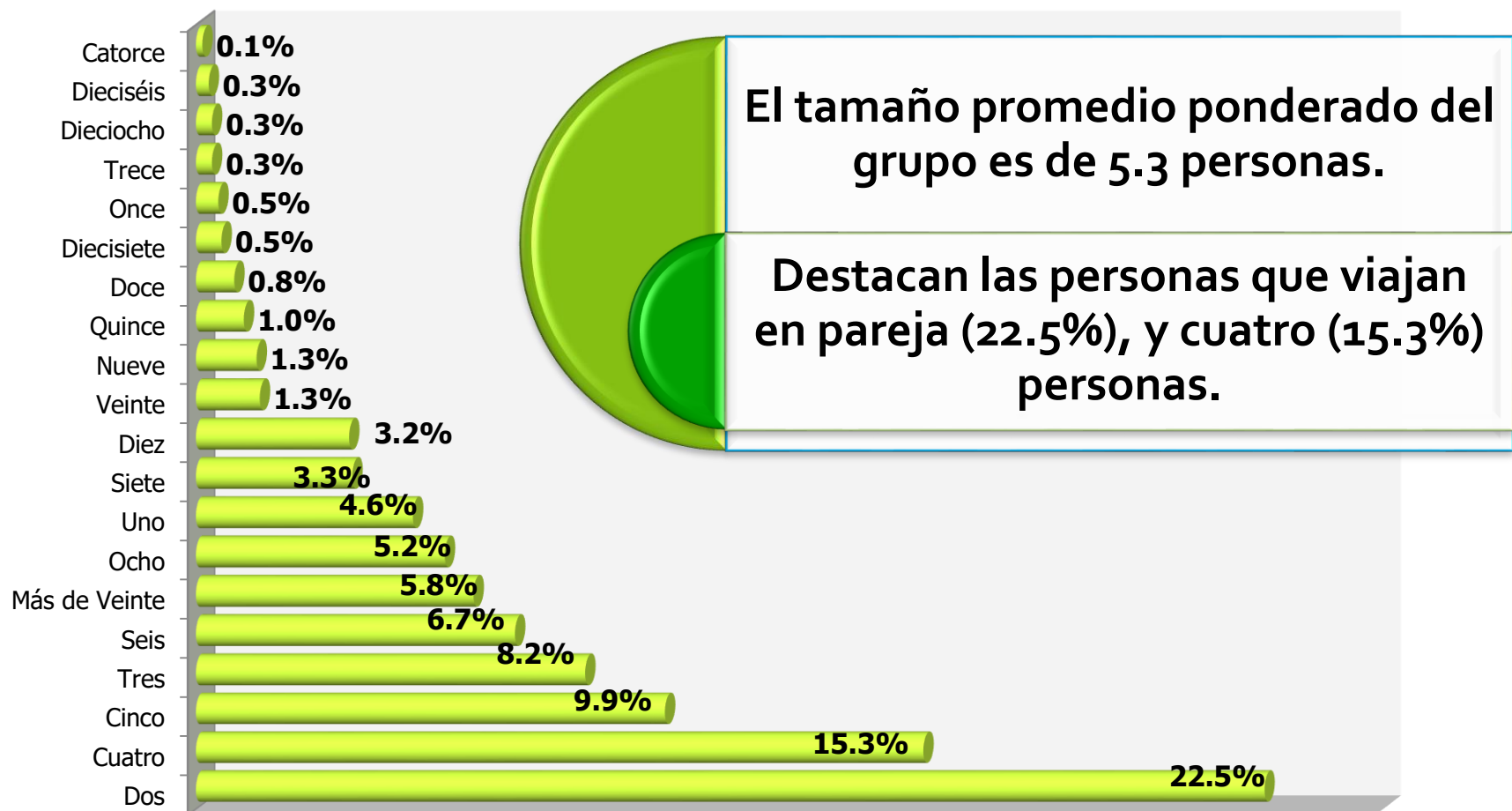
El 21.8% viaja con su pareja.

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

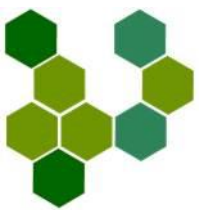
Nota: La diferencia para el 100% corresponde al No Contesto.



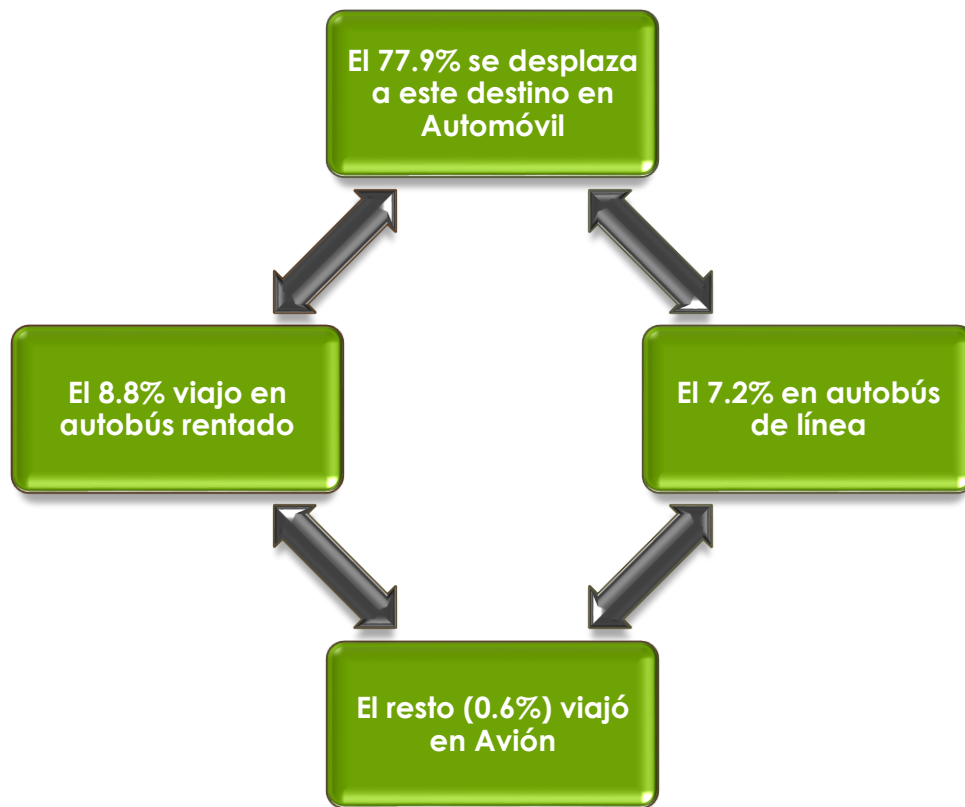
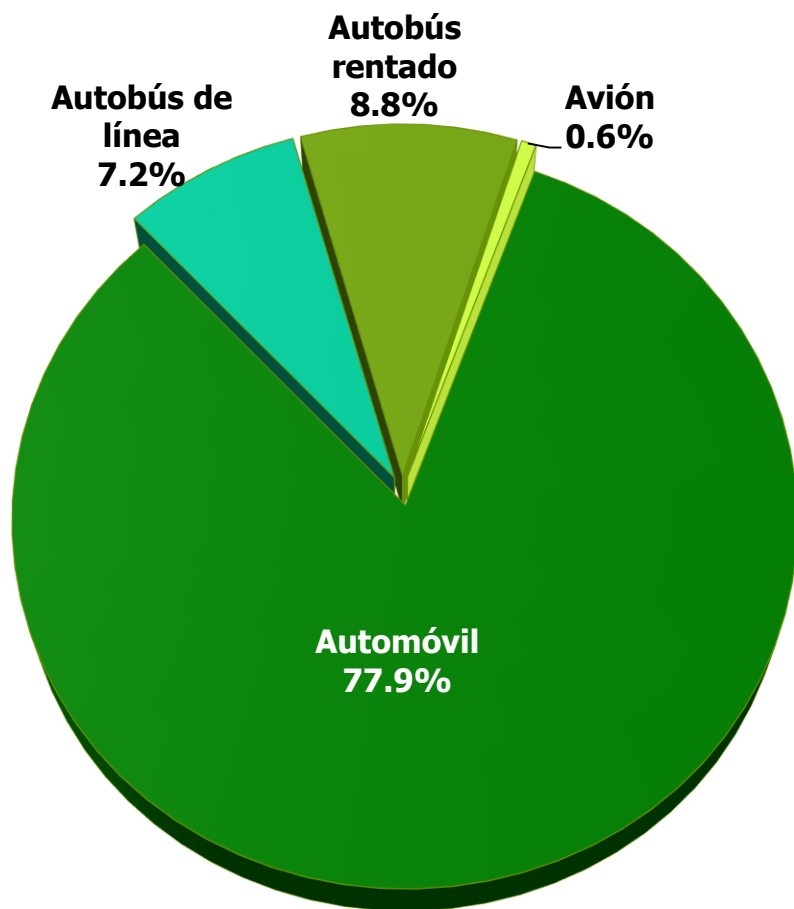
Número de Acompañantes en su Visita



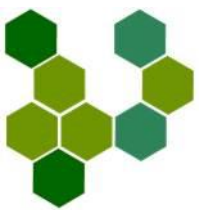
Nota: La diferencia para el 100% corresponde al No Contesto.



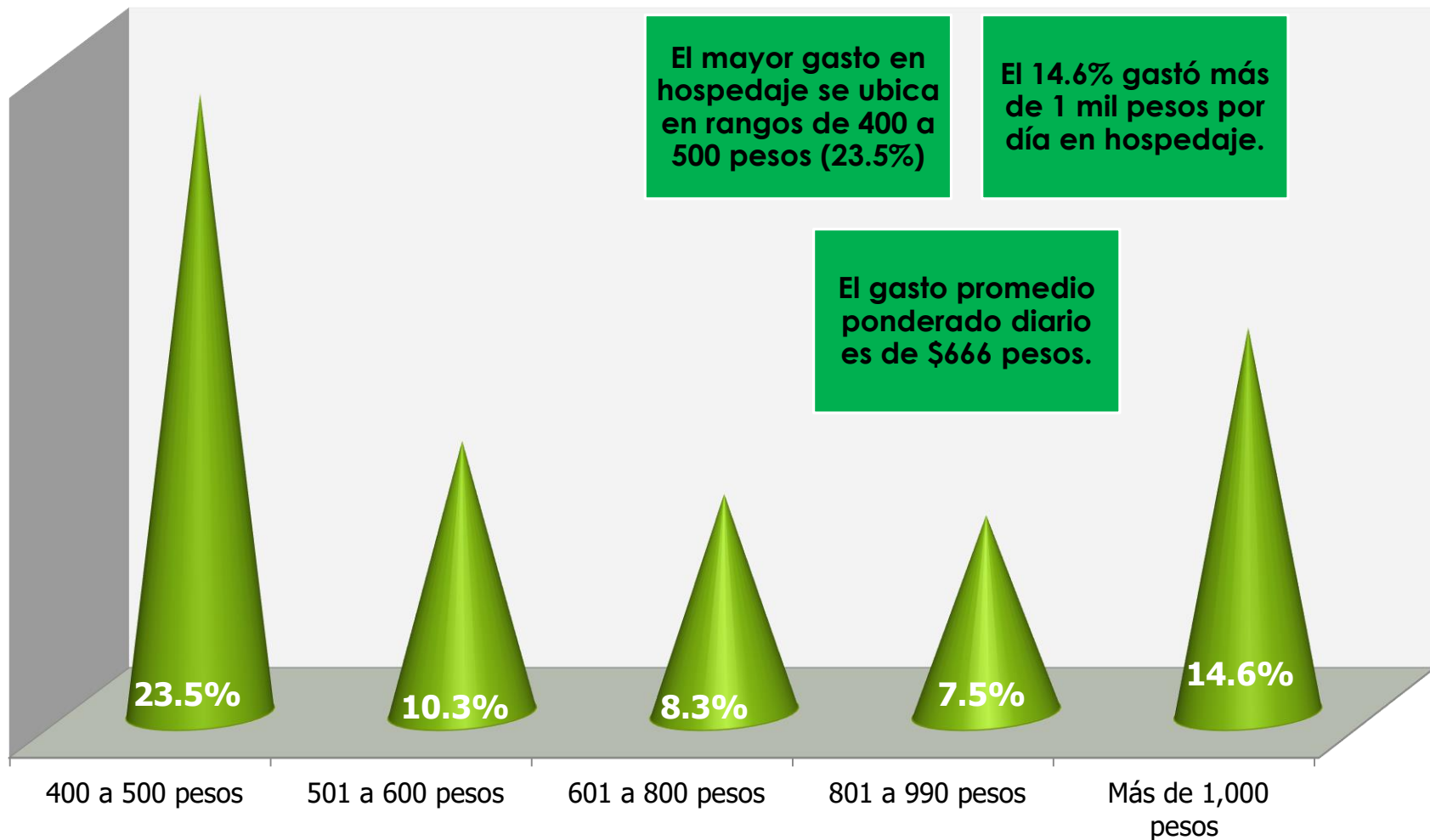
Medio de Transporte Utilizado por el Visitante



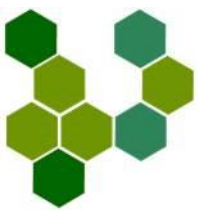
Nota: La diferencia para el 100% corresponde al No Contesto.



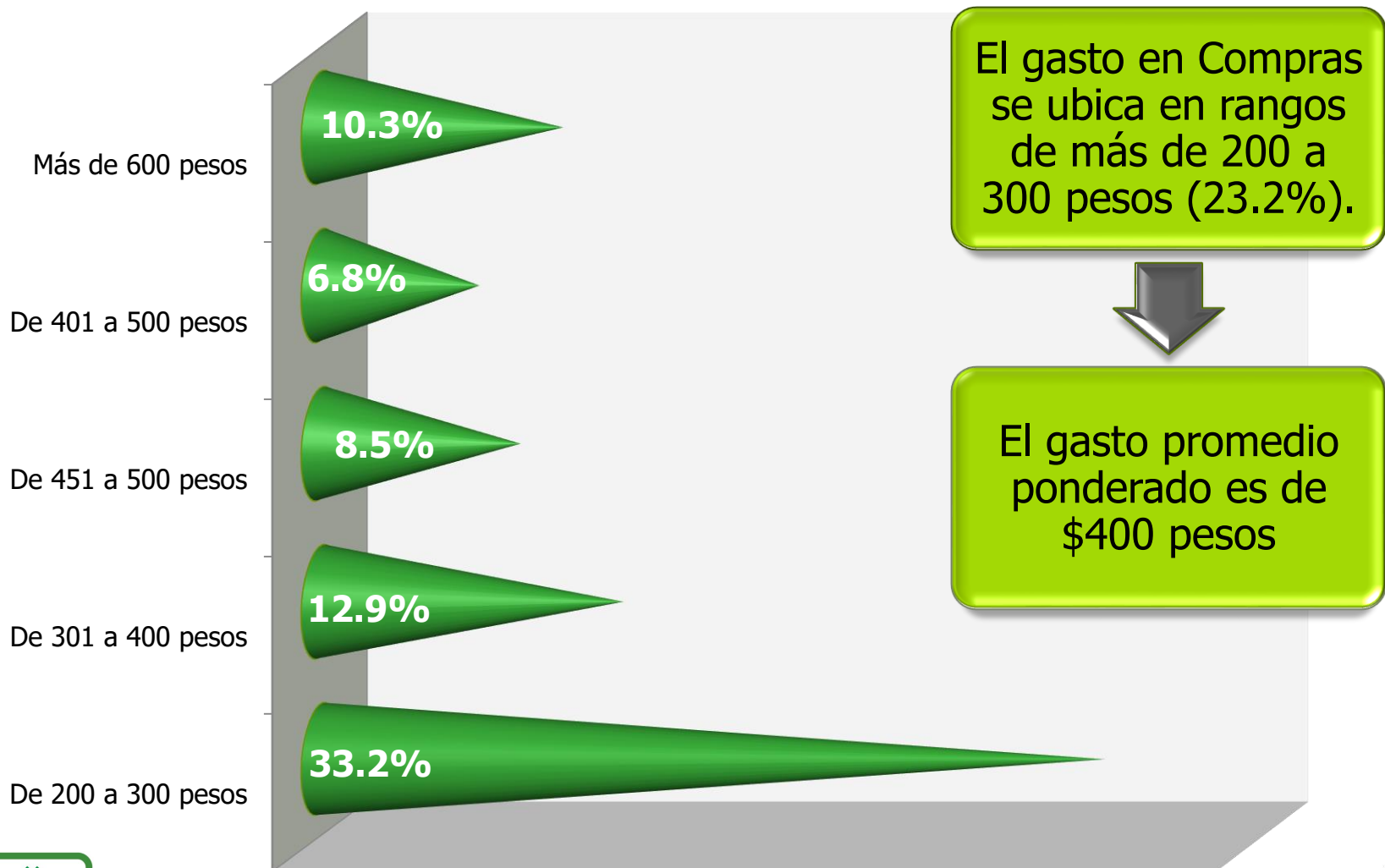
Gasto Promedio - Hospedaje



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

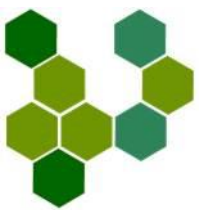


Gasto Promedio - Compras

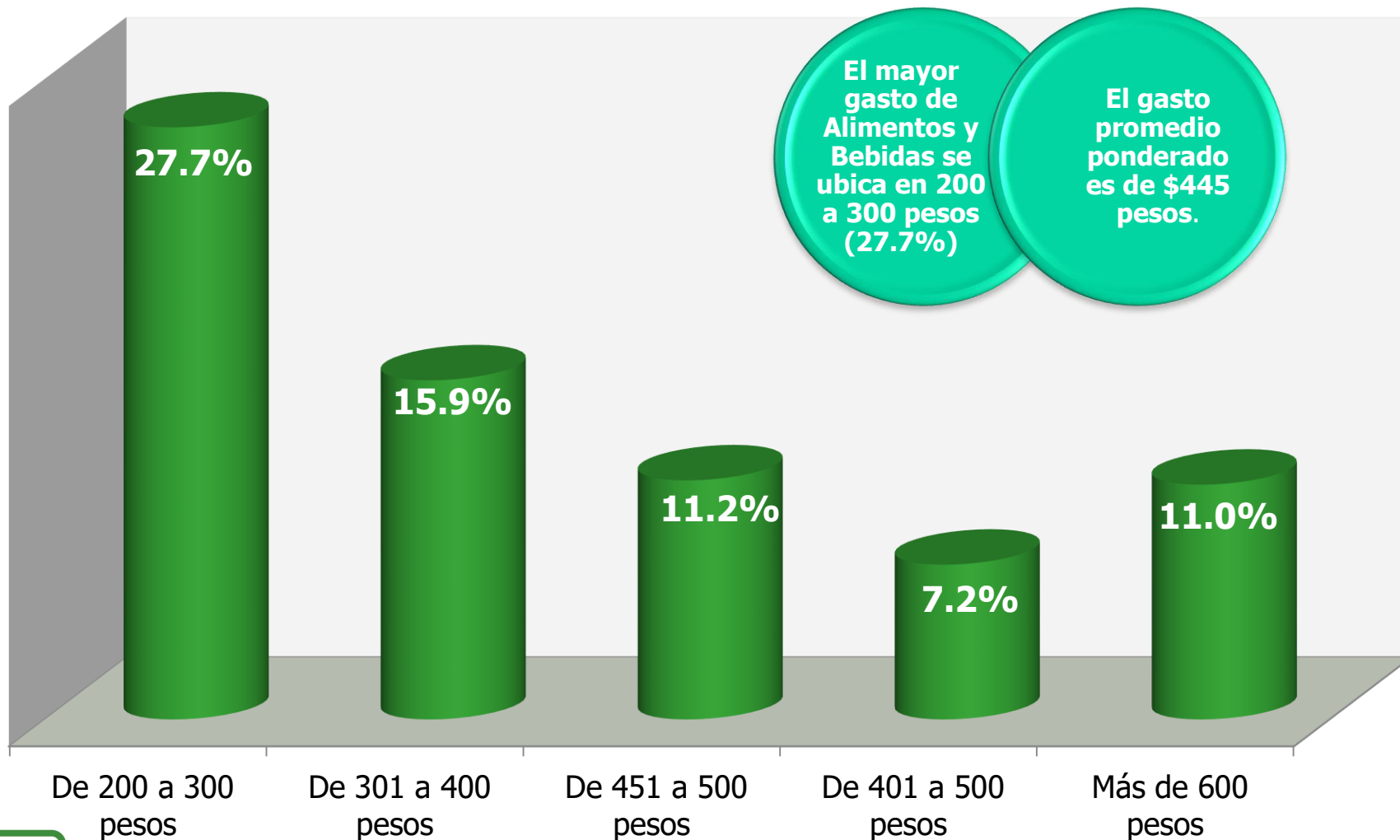


Nota: La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Región Huasteca

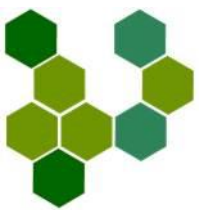


Gasto Promedio – Alimentos y Bebidas

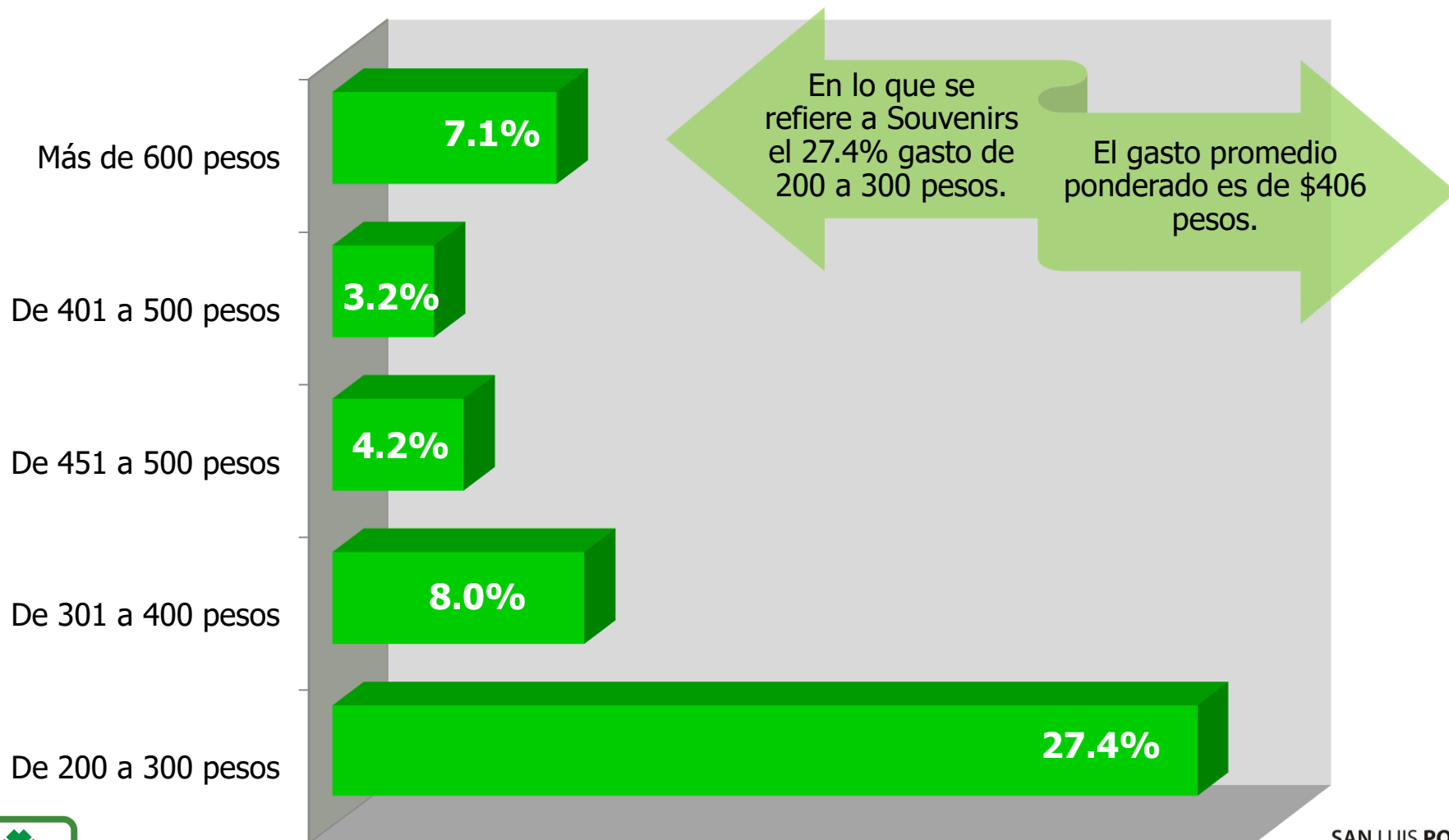


Nota: La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Región Huasteca

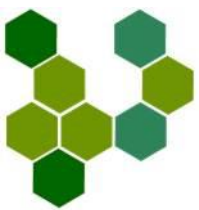


Gasto Promedio - Souvenirs

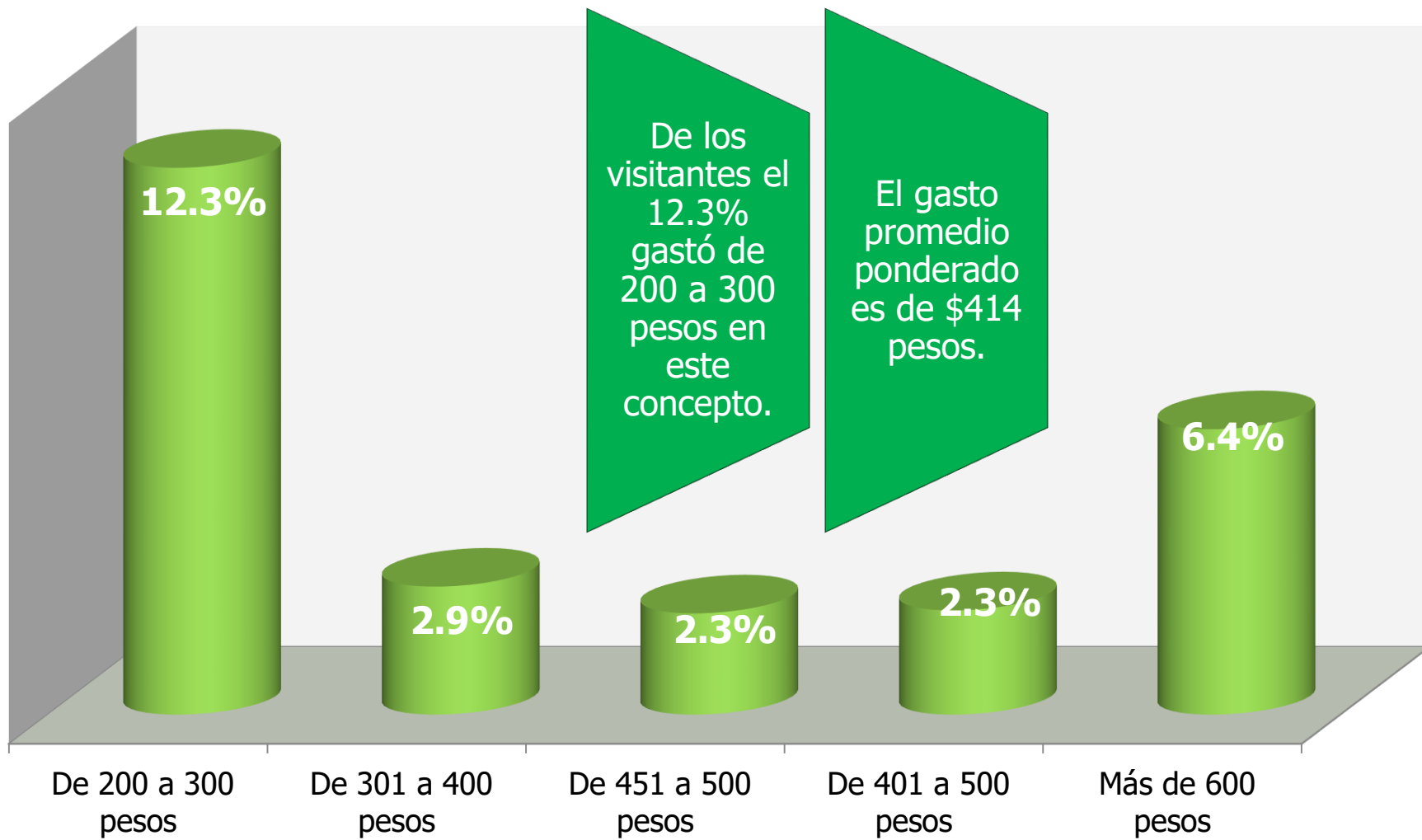


Nota: La diferencia para el 100% corresponde al No Contesto.

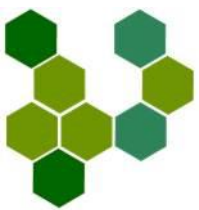
Verano 2019- Región Huasteca



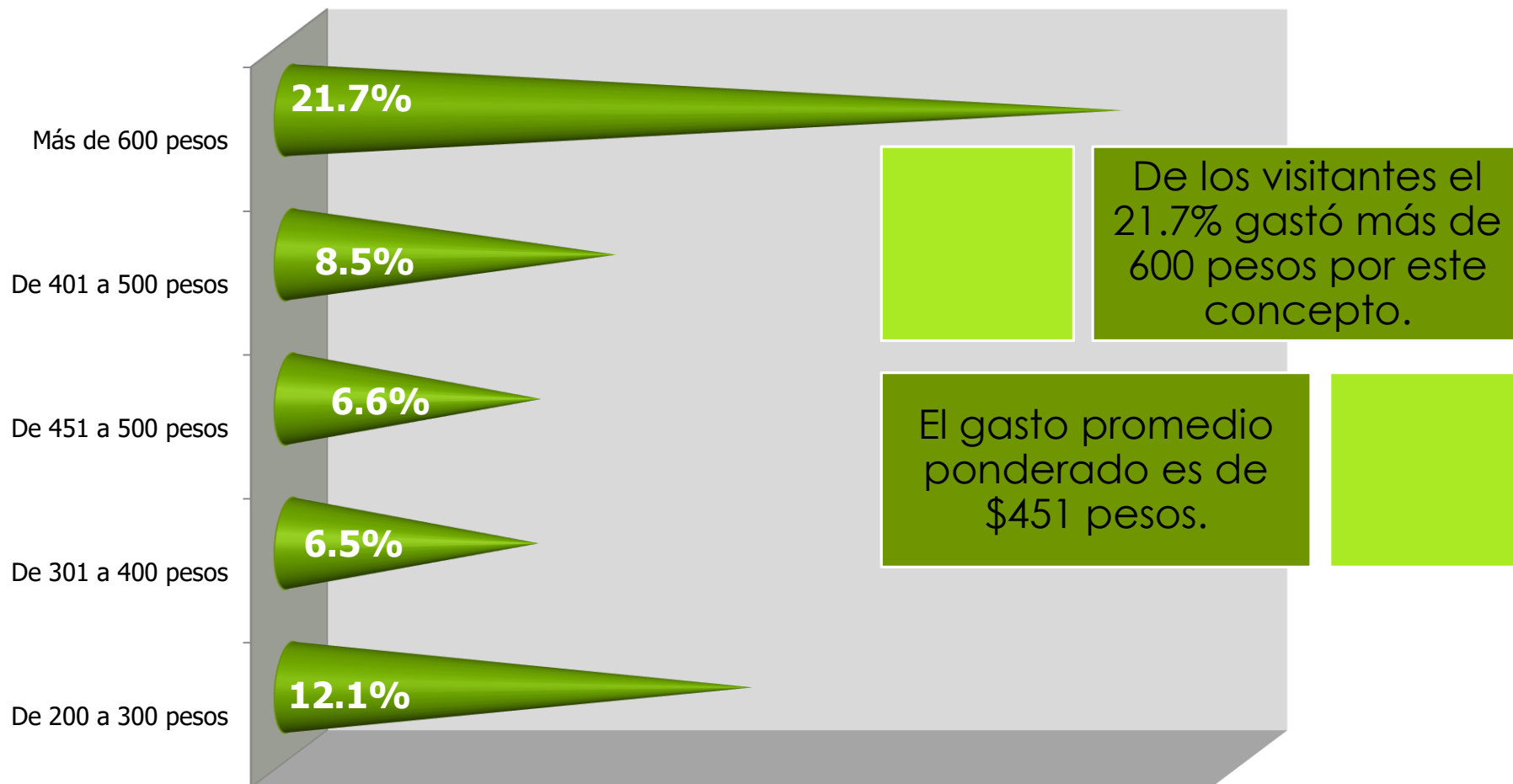
Gasto Promedio – Transportación Local



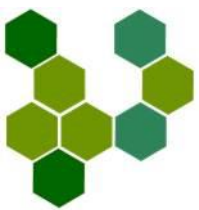
Nota: La diferencia para el 100% corresponde al No Contesto.



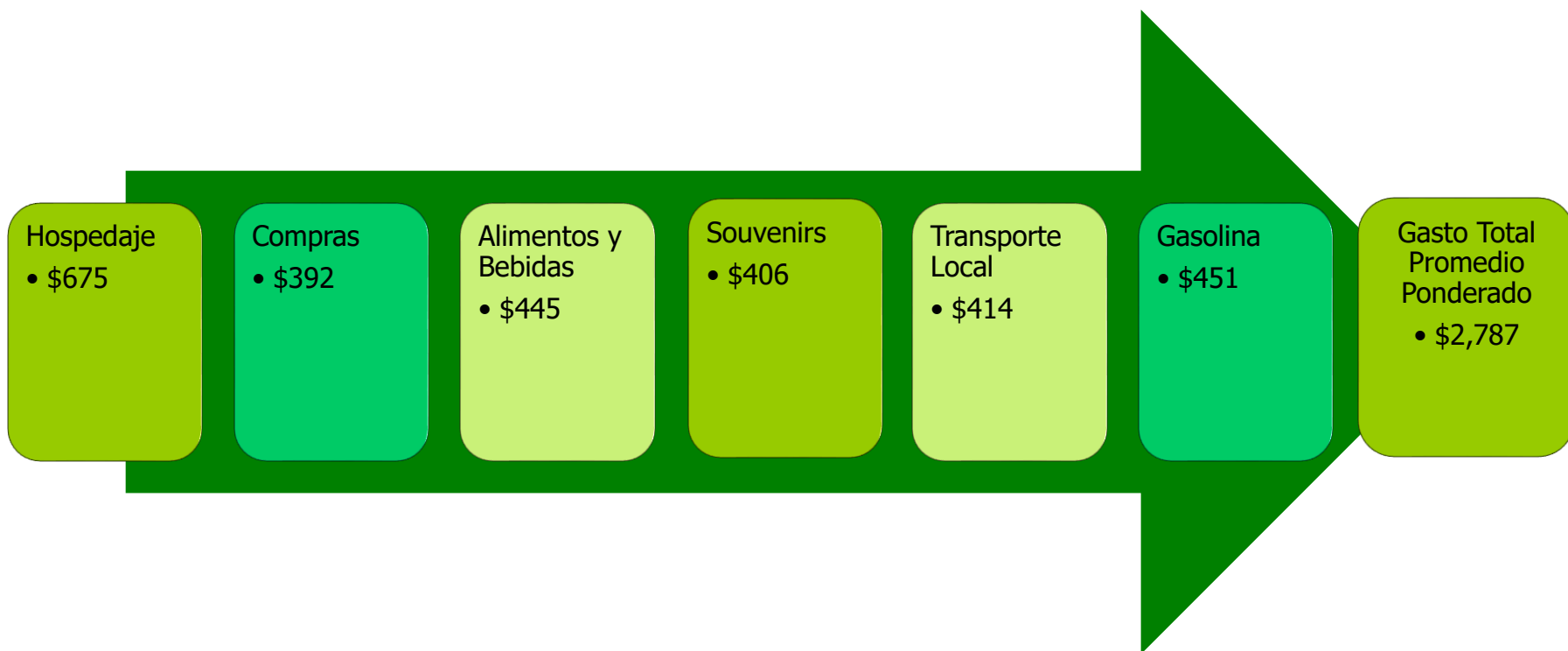
Gasto Promedio – Gasolina

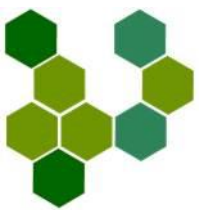


Nota: La diferencia para el 100% corresponde al No Contesto.

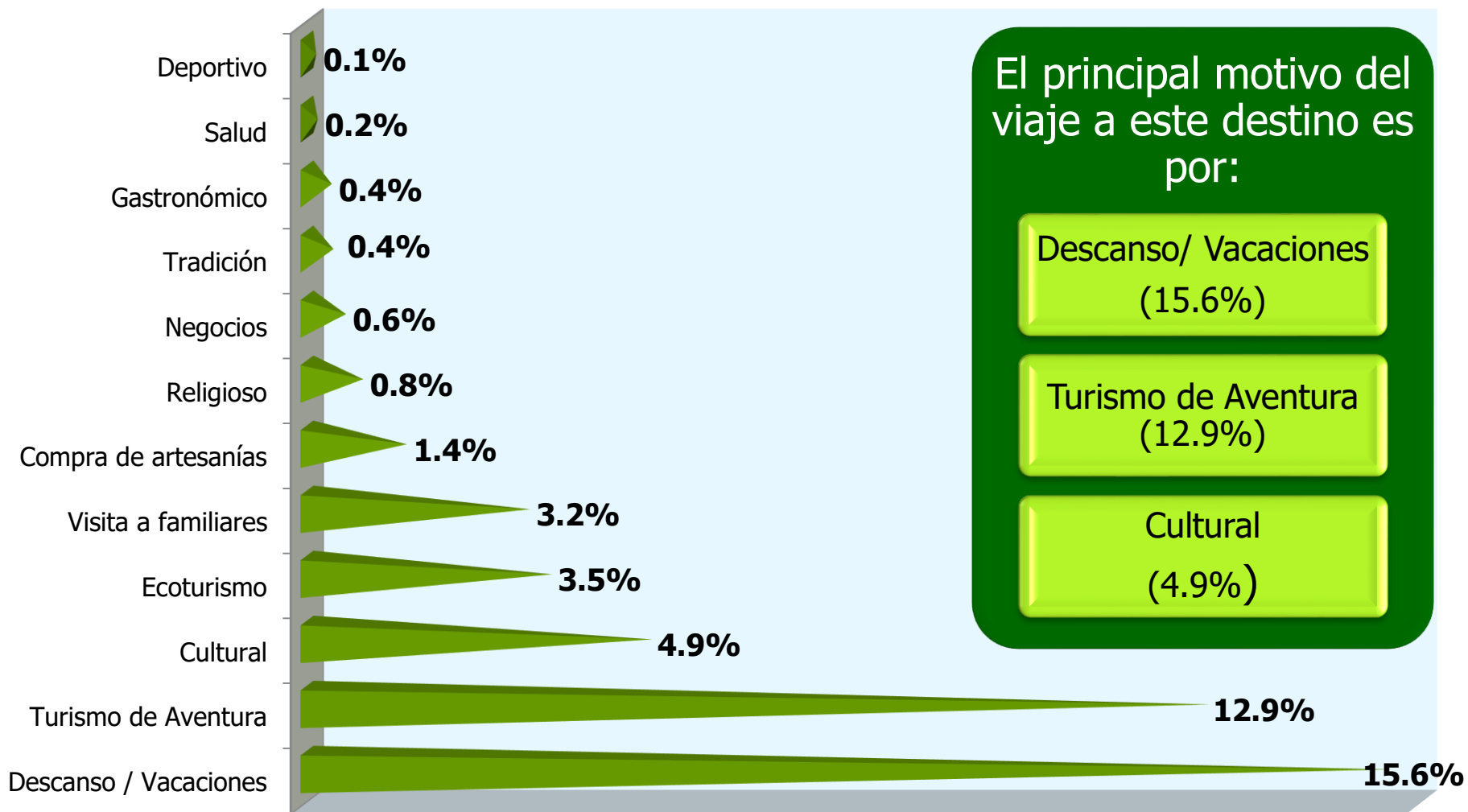


Gasto Total Promedio Ponderado



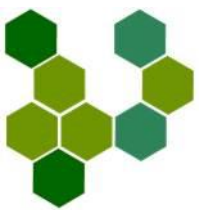


Razón Principal de Viaje a este destino

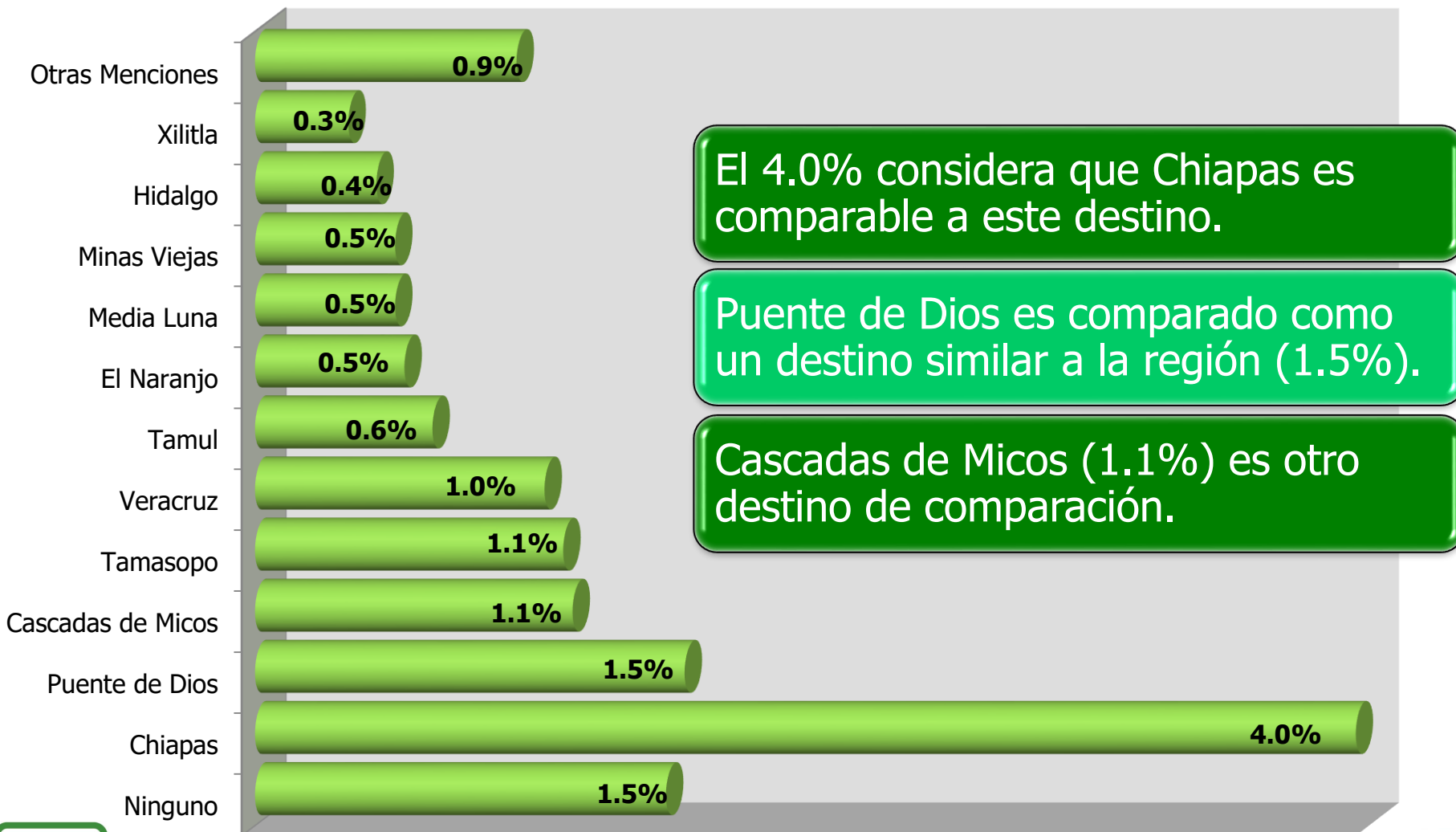


Nota: La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Región Huasteca

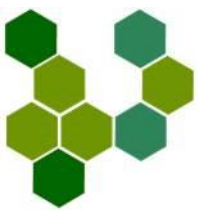


Sitios con los que Comparan a la Región



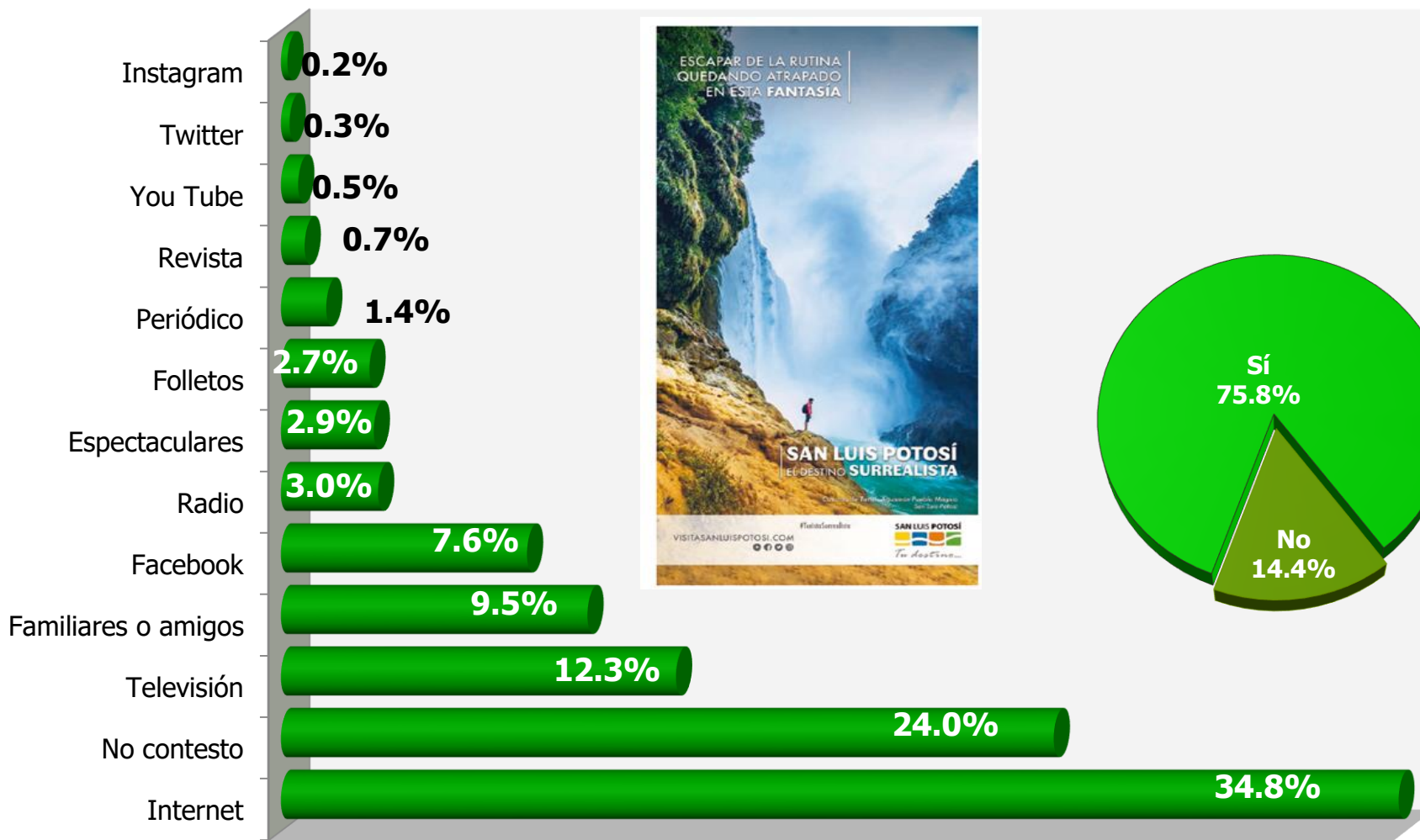
Nota: La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Región Huasteca



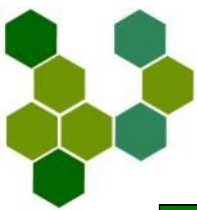
Recordación de la Publicidad

“El destino Surrealista de México”



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

Verano 2019- Región Huasteca

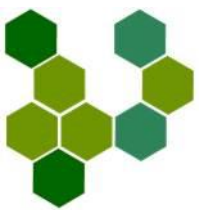


Medio por el que se enteró o Conoce de la Región según Lugar de Origen

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%
Total	0.1%	0.6%	2.2%	0.3%	18.8%	3.0%	0.0%	1.9%	7.0%	9.5%	0.2%	0.0%	0.0%	1.0%	0.9%	54.4%	100.0%

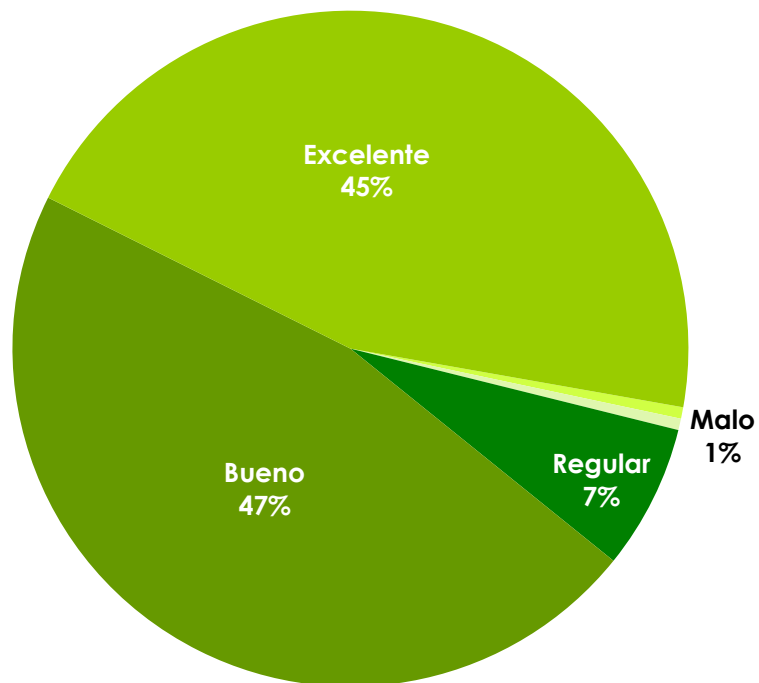
Nota: La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Región Huasteca

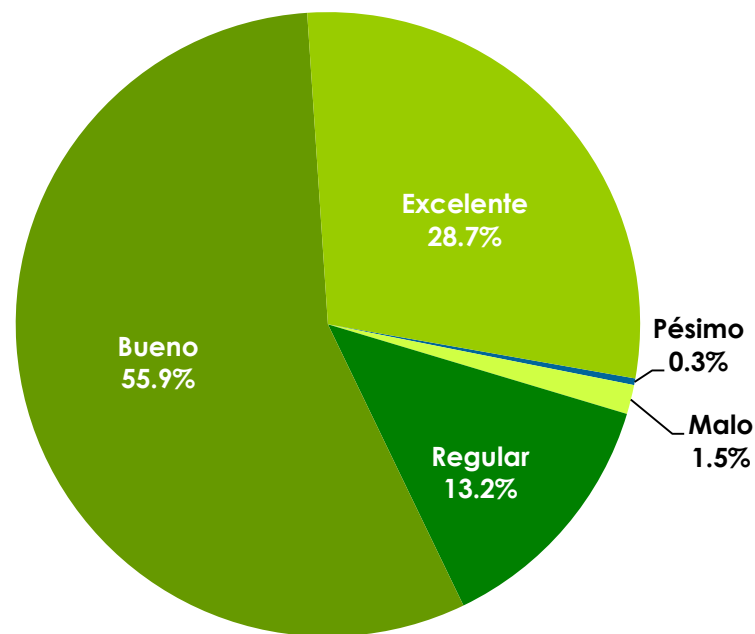


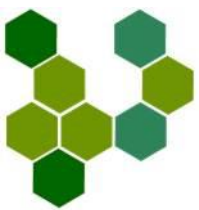
Satisfacción del destino

Sitios y Atractivos Turísticos



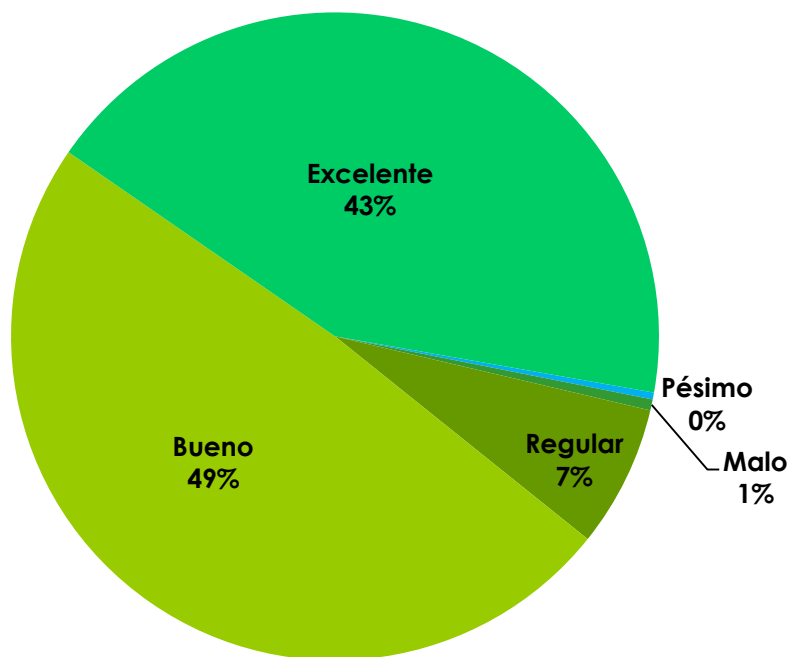
Calidad de la Infraestructura Turística



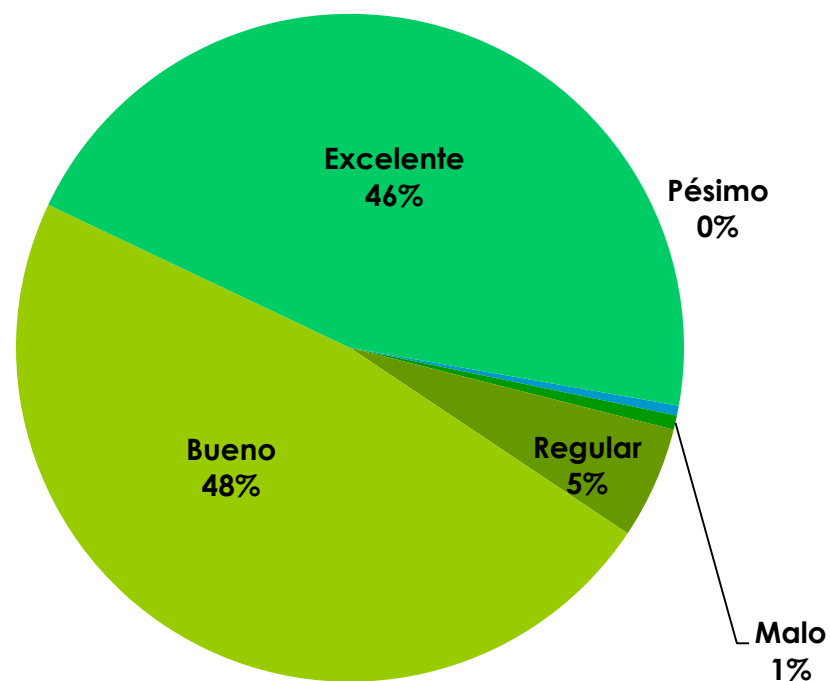


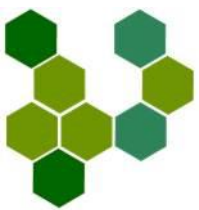
Satisfacción del destino

Imagen Turística del Destino



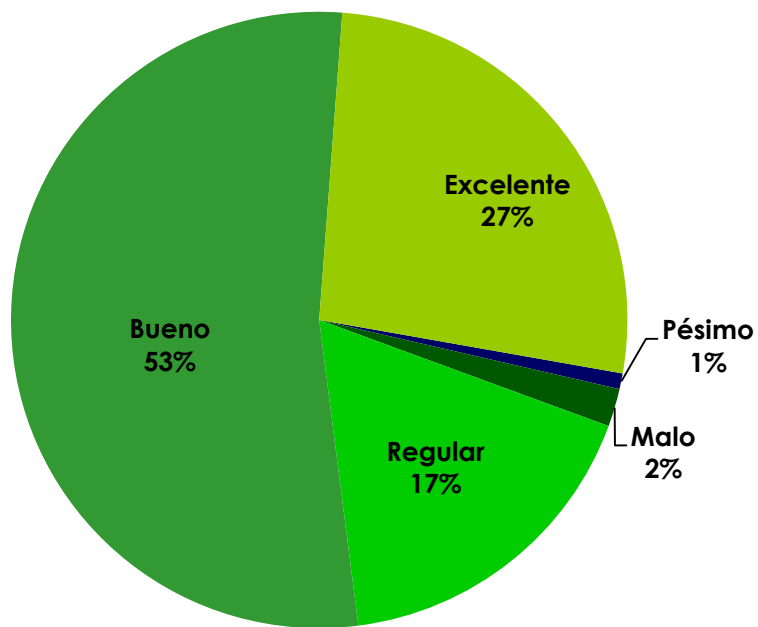
Experiencia de Viaje del destino



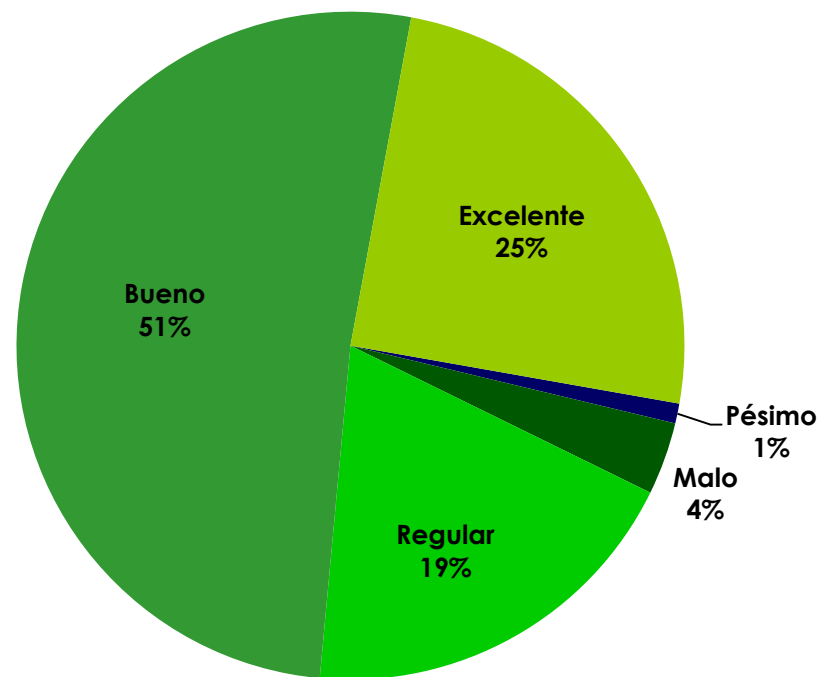


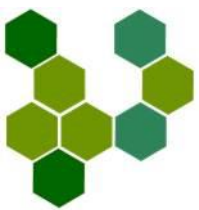
Satisfacción del destino

Limpieza en las calles y áreas públicas



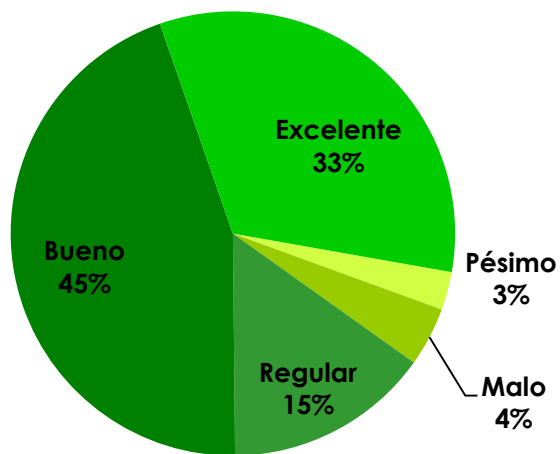
Señalética Turística del destino



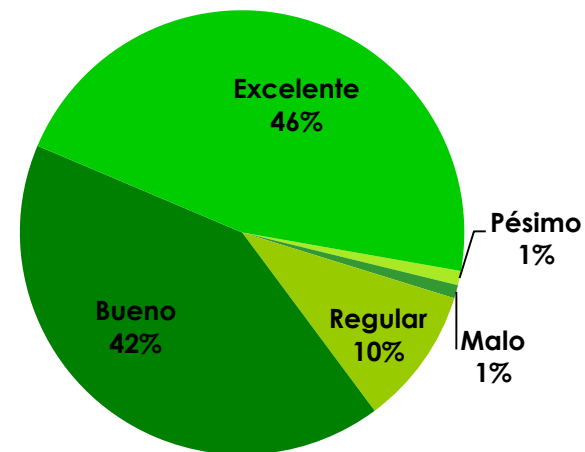


Satisfacción del destino

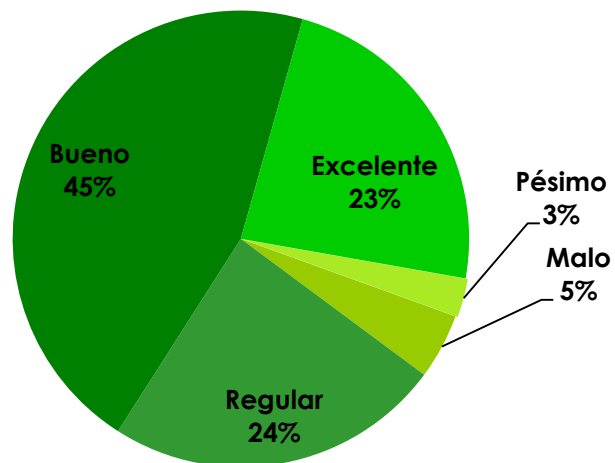
Módulos de Información turística



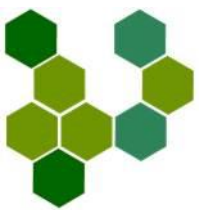
Gastronomía típica del destino



Relación calidad/cantidad de sanitarios



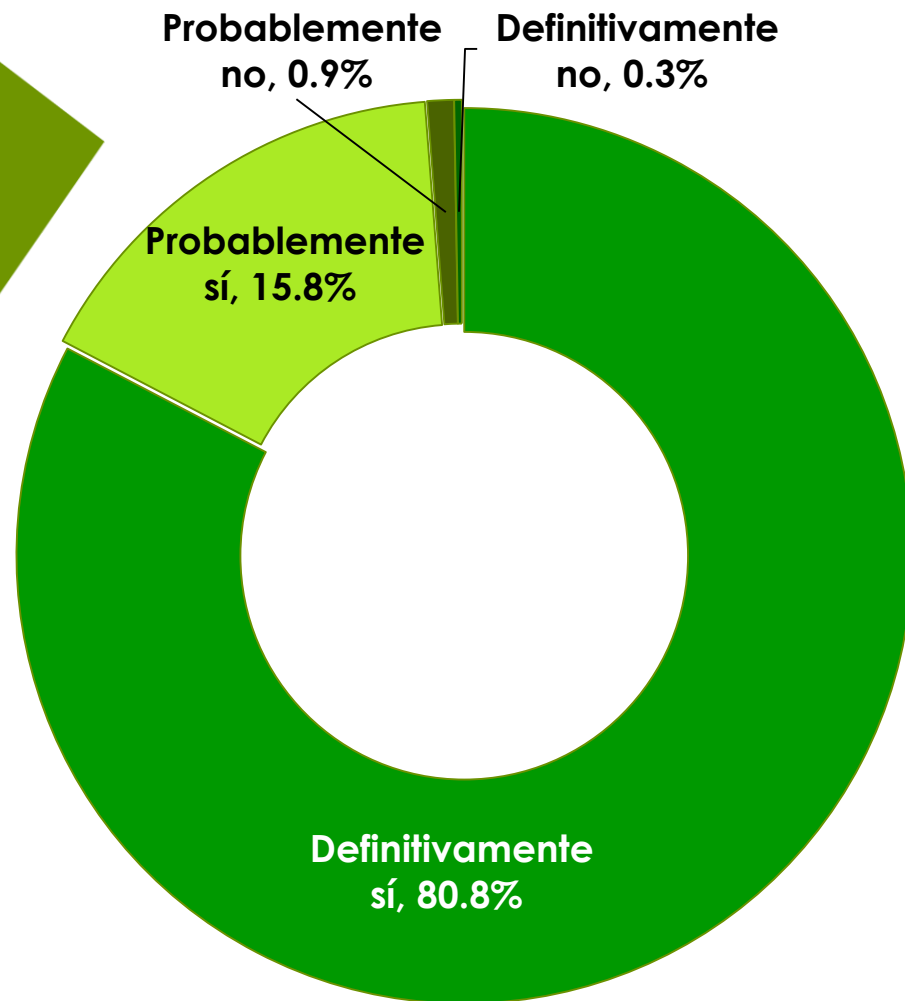
Verano 2019- Región Huasteca

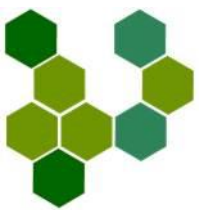


Opinión de Regresar a este destino

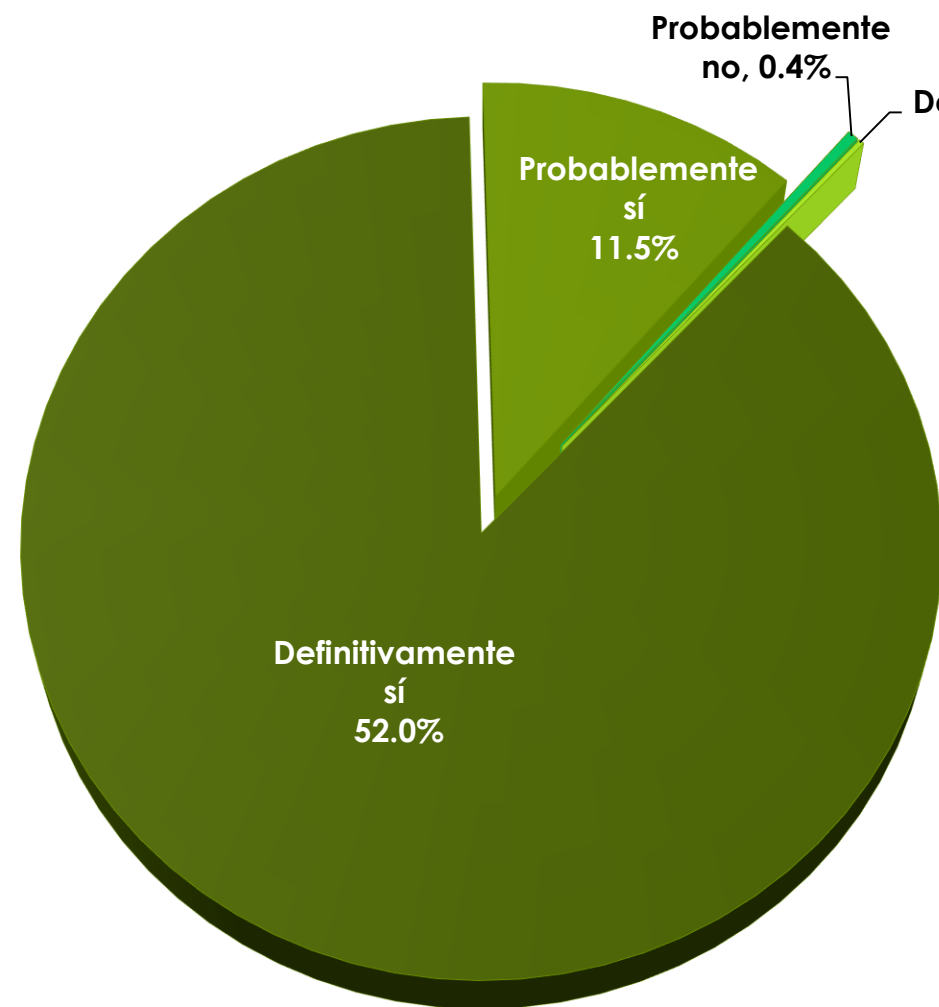


El 96.6% de los visitantes definitivamente y/o probablemente si regresaría a este destino.





Opinión de Recomendar a este destino

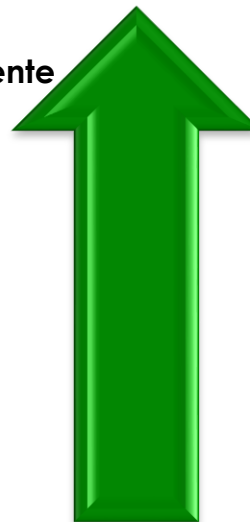


Definitivamente no, 0.2%

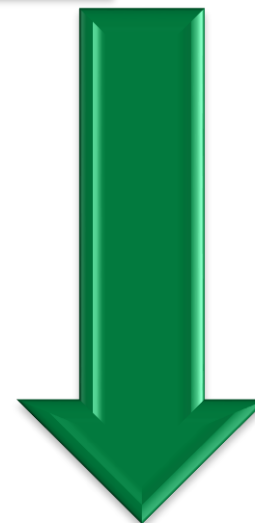
Probablemente no, 0.4%

Probablemente sí
11.5%

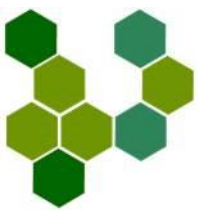
Definitivamente sí
52.0%



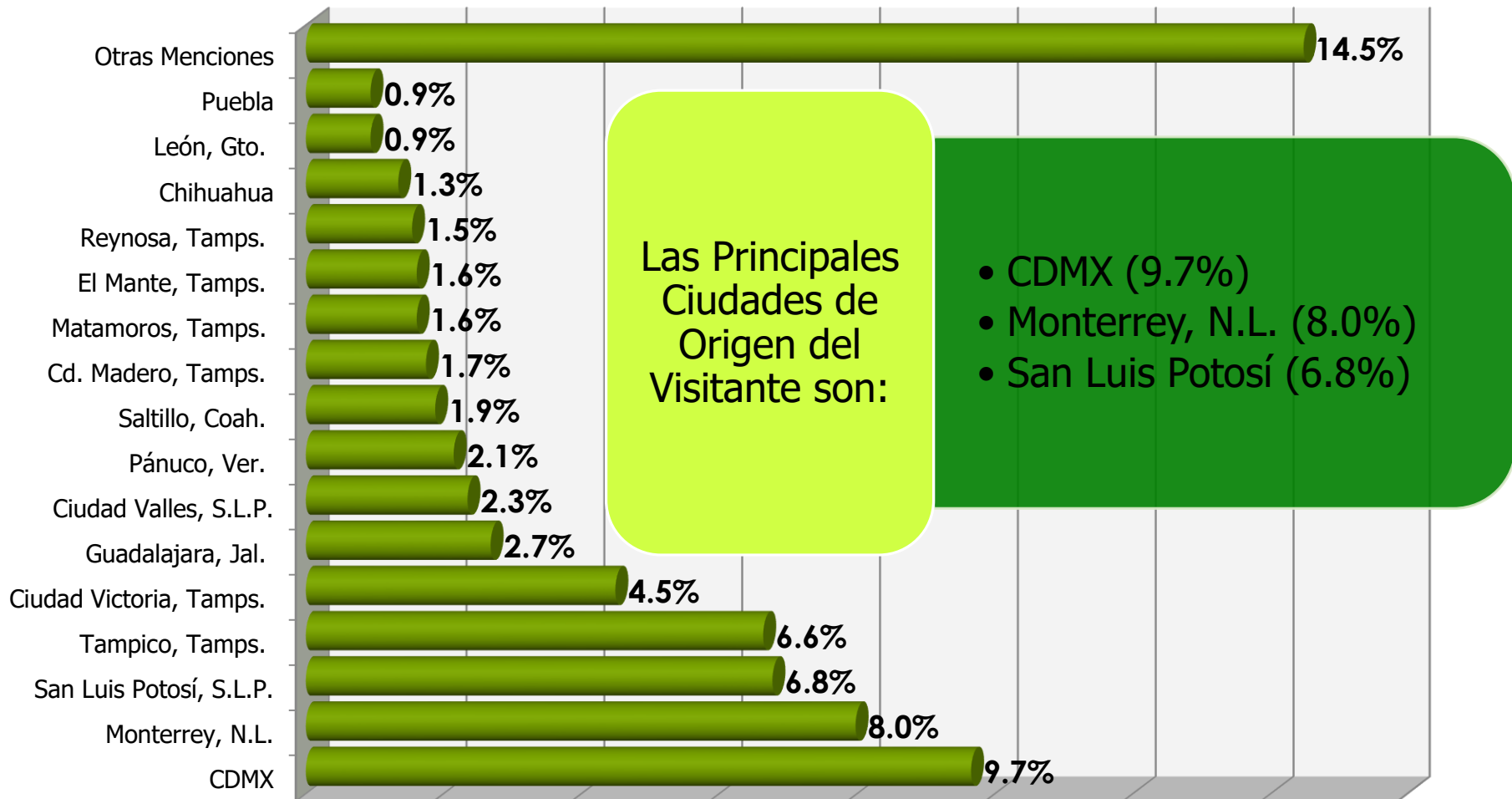
El 96.8% de los visitantes definitivamente sí y/o probablemente recomendaría el destino.



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

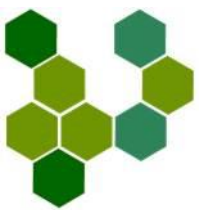


Principales Ciudades de Origen del Visitante

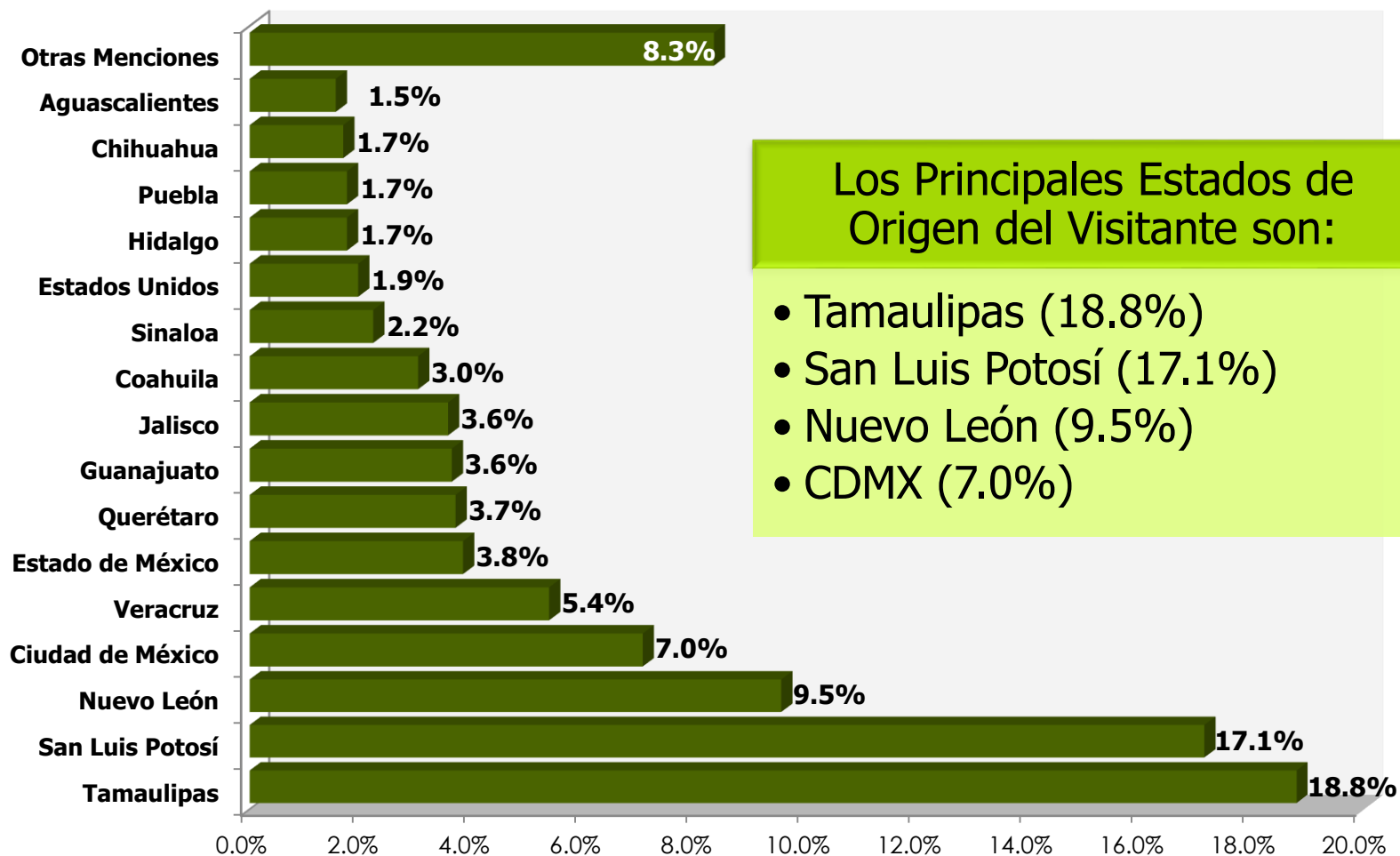


Nota: La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Región Huasteca

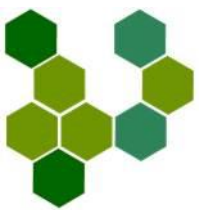


Principales Estados de Origen del Visitante

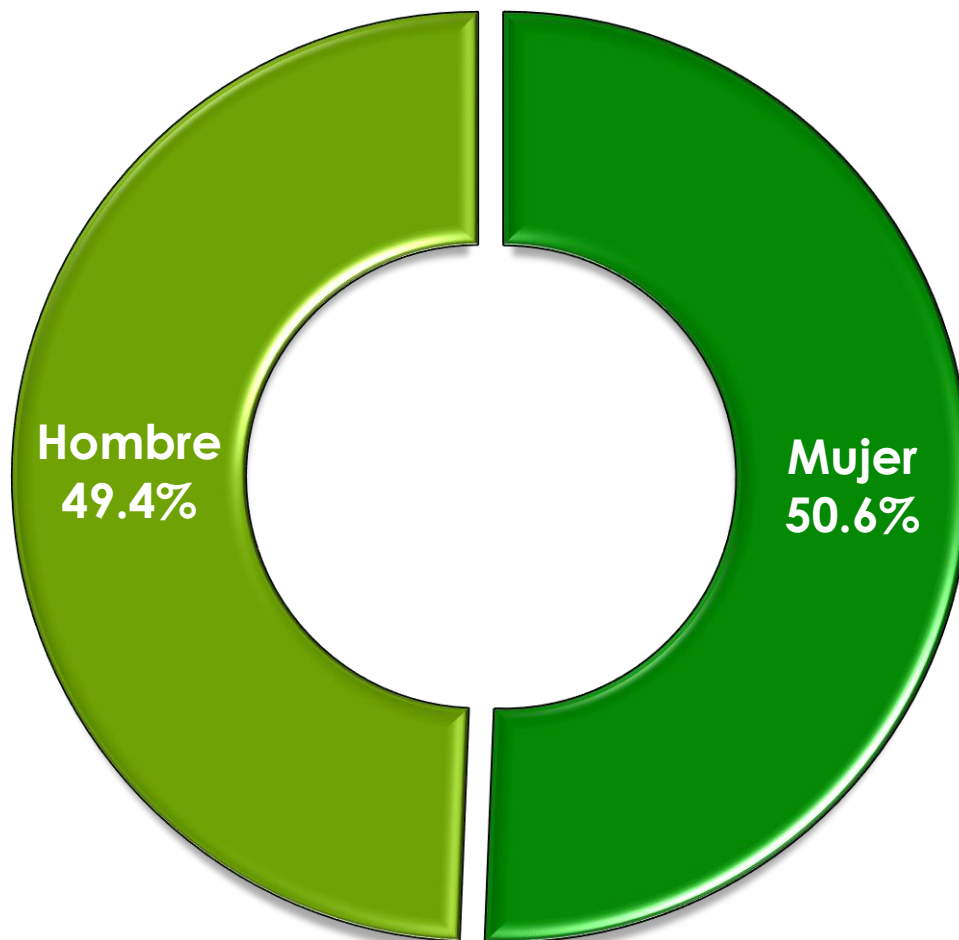


Nota: La diferencia para el 100% corresponde al No Contesto.

Verano 2019- Región Huasteca

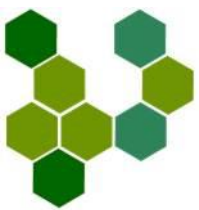


Sexo del Visitante a la Región

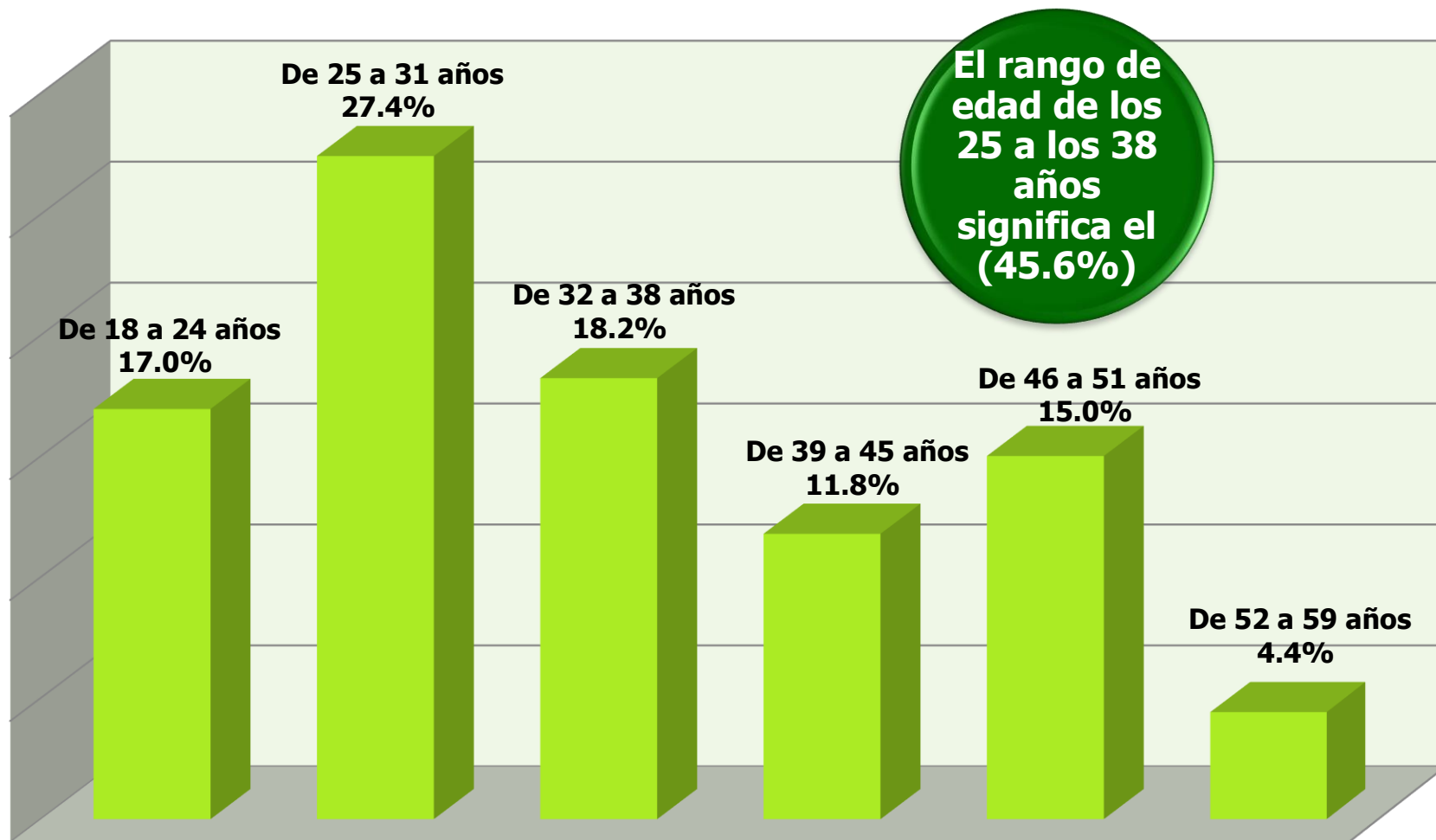


Nota: La diferencia para el 100% corresponde al No Contesto.

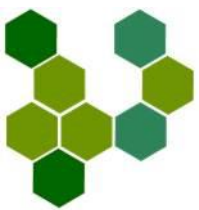
Verano 2019- Región Huasteca



Rango de Edad de los Visitantes



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

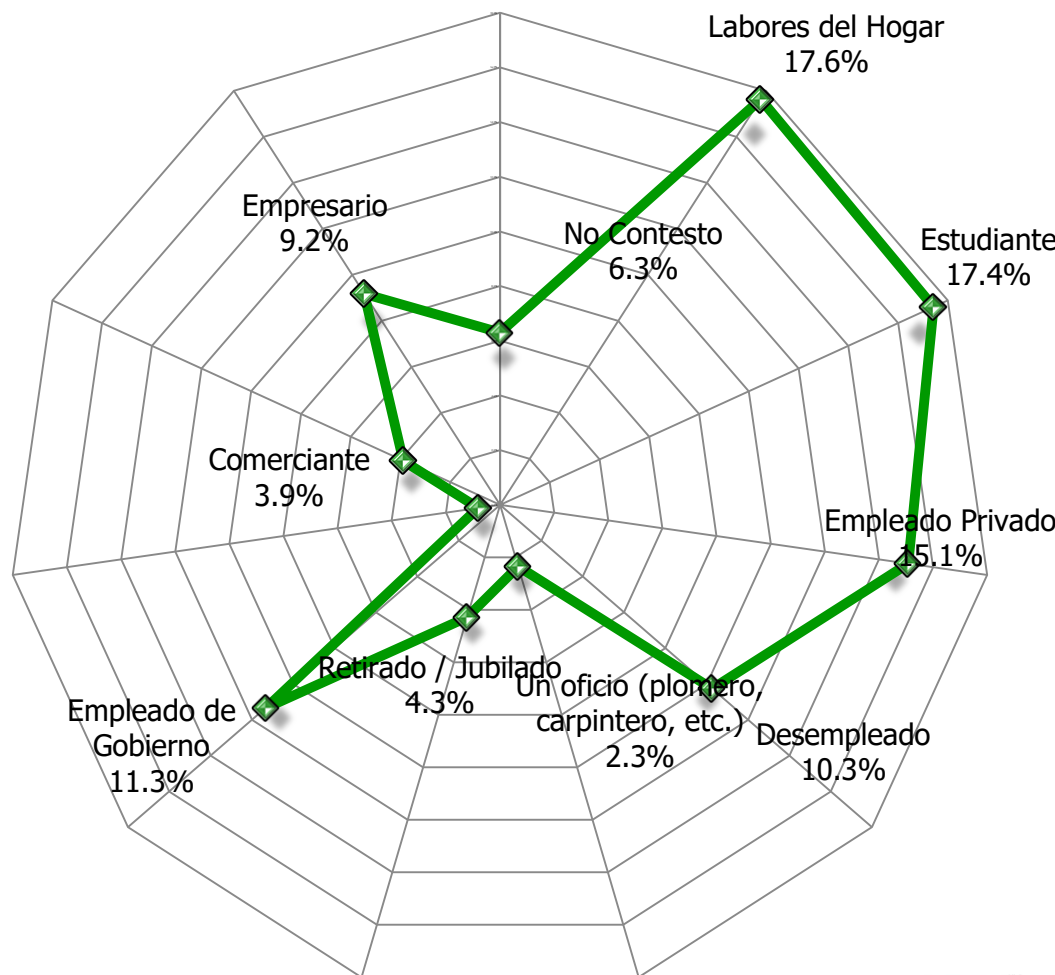


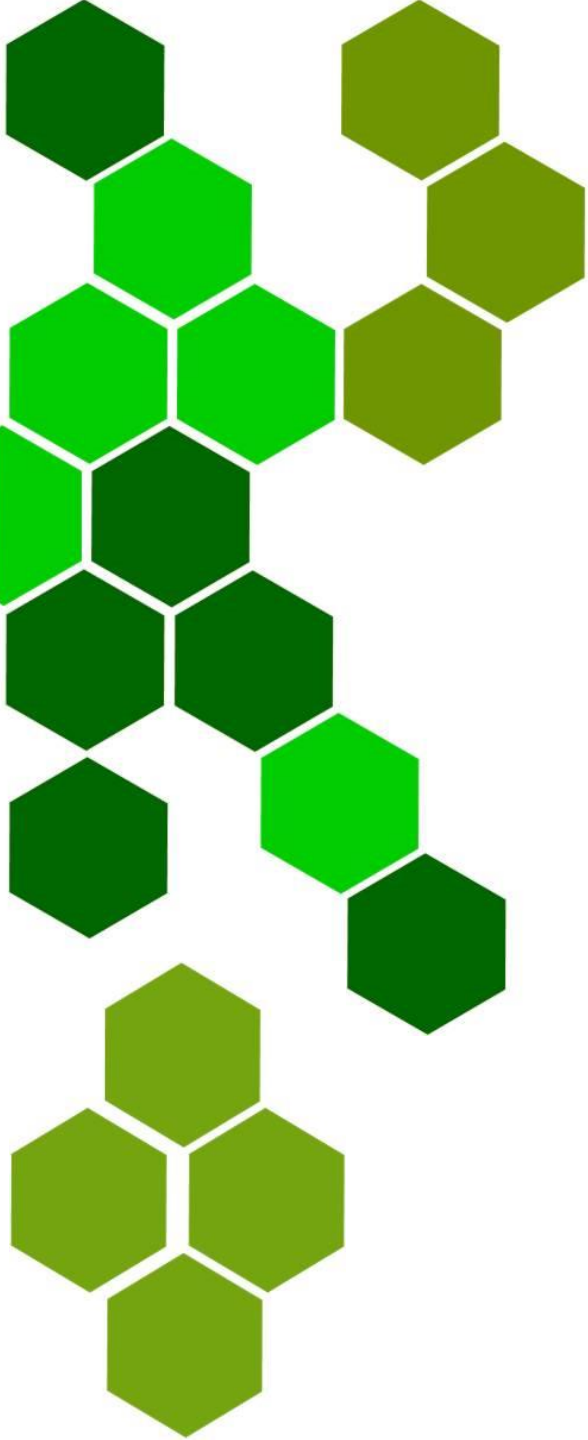
Ocupación del Visitante a San Luis Potosí

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

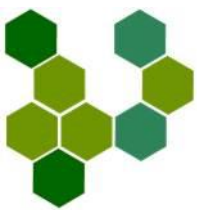
Otro segmento importante (17.4%) son estudiantes y el 15.1% son empleados privados.

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

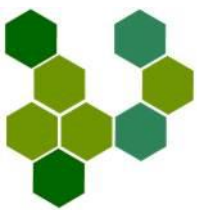
Frecuencia con que visita el Destino

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

Noches que permanecerá en la Región

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

Verano 2019- Región Huasteca



Resultados con Perspectiva de Género

Lugar donde se esta hospedando

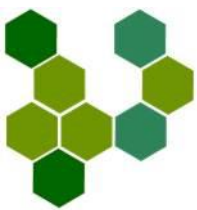
Concepto	Mujer	Hombre	No Contesto	Total
Hotel	23.4%	22.7%	5.2%	51.2%
Familia / Amigos	7.7%	6.6%	1.5%	15.8%
Acampará	3.9%	3.5%	0.7%	8.1%
Vivienda Rentada	2.4%	3.5%	0.7%	6.6%
No contesto	8.2%	8.2%	1.9%	18.3%
Total	45.6%	44.4%	10.0%	100.0%

Nombre Hotel donde Hospeda

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

Nombre Hotel donde Hospeda

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



Resultados con Perspectiva de Género

Forma de Viaje

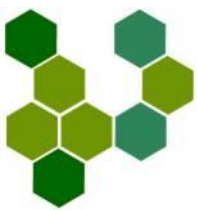
Concepto	Mujer	Hombre	No Contesto	Total
Solo	1.6%	2.1%	0.3%	4.0%
Pareja	9.6%	9.8%	2.4%	21.8%
Familia	24.9%	22.9%	4.9%	52.7%
Amistades	2.3%	3.7%	0.8%	6.8%
Agrupación	6.0%	4.9%	1.1%	12.0%
No contesto	1.1%	1.0%	0.5%	2.6%
Total	45.6%	44.4%	10.0%	100.0%

Número de Acompañantes

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

Medio de Transporte Utilizado

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



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%	23.5%
501 a 600 pesos	4.4%	4.9%	1.0%	10.3%
601 a 800 pesos	2.9%	4.6%	0.9%	8.3%
801 a 990 pesos	3.6%	3.2%	0.7%	7.5%
Más de 1,000 pesos	6.0%	6.8%	1.8%	14.6%
No contesto	18.2%	13.9%	3.7%	35.8%
Total	45.6%	44.4%	10.0%	100.0%

Gasto Promedio en Compras

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

Gasto Promedio en Alimentos y Bebidas

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

Gasto Promedio en Souvenirs

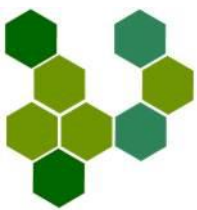
Concepto	Mujer	Hombre	No Contesto	Total
De 200 a 300 pesos	13.7%	11.2%	2.5%	27.4%
De 301 a 400 pesos	3.2%	3.8%	1.0%	8.0%
De 451 a 500 pesos	1.9%	1.9%	0.3%	4.2%
De 401 a 500 pesos	1.7%	1.2%	0.3%	3.2%
Más de 600 pesos	2.3%	3.9%	0.9%	7.1%
No contesto	22.8%	22.5%	4.9%	50.1%
Total	45.6%	44.4%	10.0%	100.0%

Gasto Promedio en Transportación Local

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

Gasto Promedio en Gasolina

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



Resultados con Perspectiva de Género

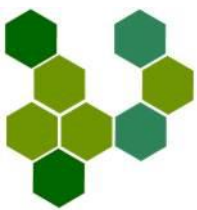
Razón Principal de Viaje a la Región

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

Con que sitios compararía la Región

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

Verano 2019- Región Huasteca



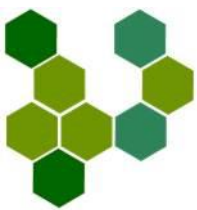
Resultados con Perspectiva de Género

Recuerda Publicidad del Destino

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

Medio en que recuerda la publicidad

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



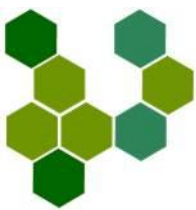
Resultados con Perspectiva de Género

Regresaría al Destino

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

Recomendaría el Destino

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



Resultados con Perspectiva de Género

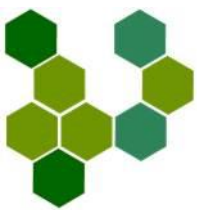
Ciudad de Origen

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.	3.2%	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%
Total	45.6%	44.4%	10.0%	100.0%

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 Rio	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%
Total	45.6%	44.4%	10.0%	100.0%

Verano 2019- Región Huasteca

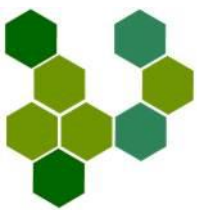


Resultados con Perspectiva de Género

Estado de Origen del Entrevistado

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

Verano 2019- Región Huasteca



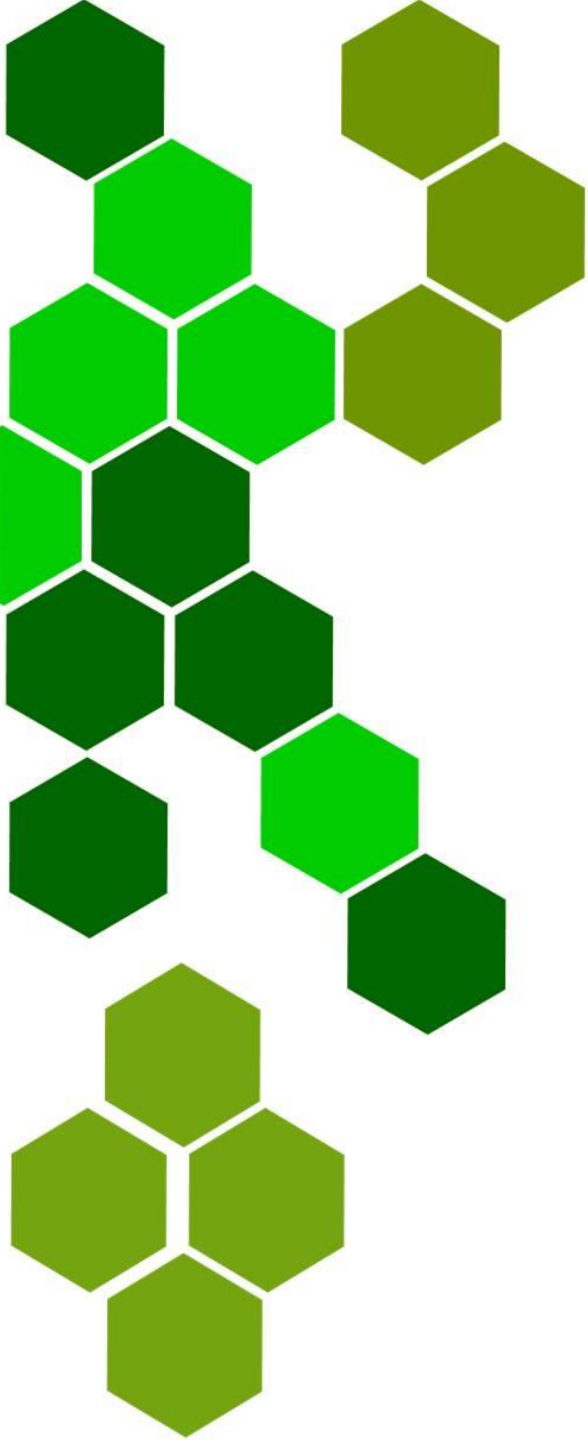
Resultados con Perspectiva de Género

Edad Promedio de los Entrevistados

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

Ocupación de los Entrevistados

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



Perfil del Visitante

Región Huasteca

Verano 2019