



# Perfil del Visitante

## Pueblo Mágico de Xilitla, S.L.P.

Verano 2014



Con el objeto de determinar el Perfil del Visitante y conocer la experiencia durante su estancia en la Región Huasteca, se llevó a cabo un levantamiento de 468 encuestas; de las cuales el 11.3% se realizaron en sitios turísticos del Pueblo Mágico de Xilitla.

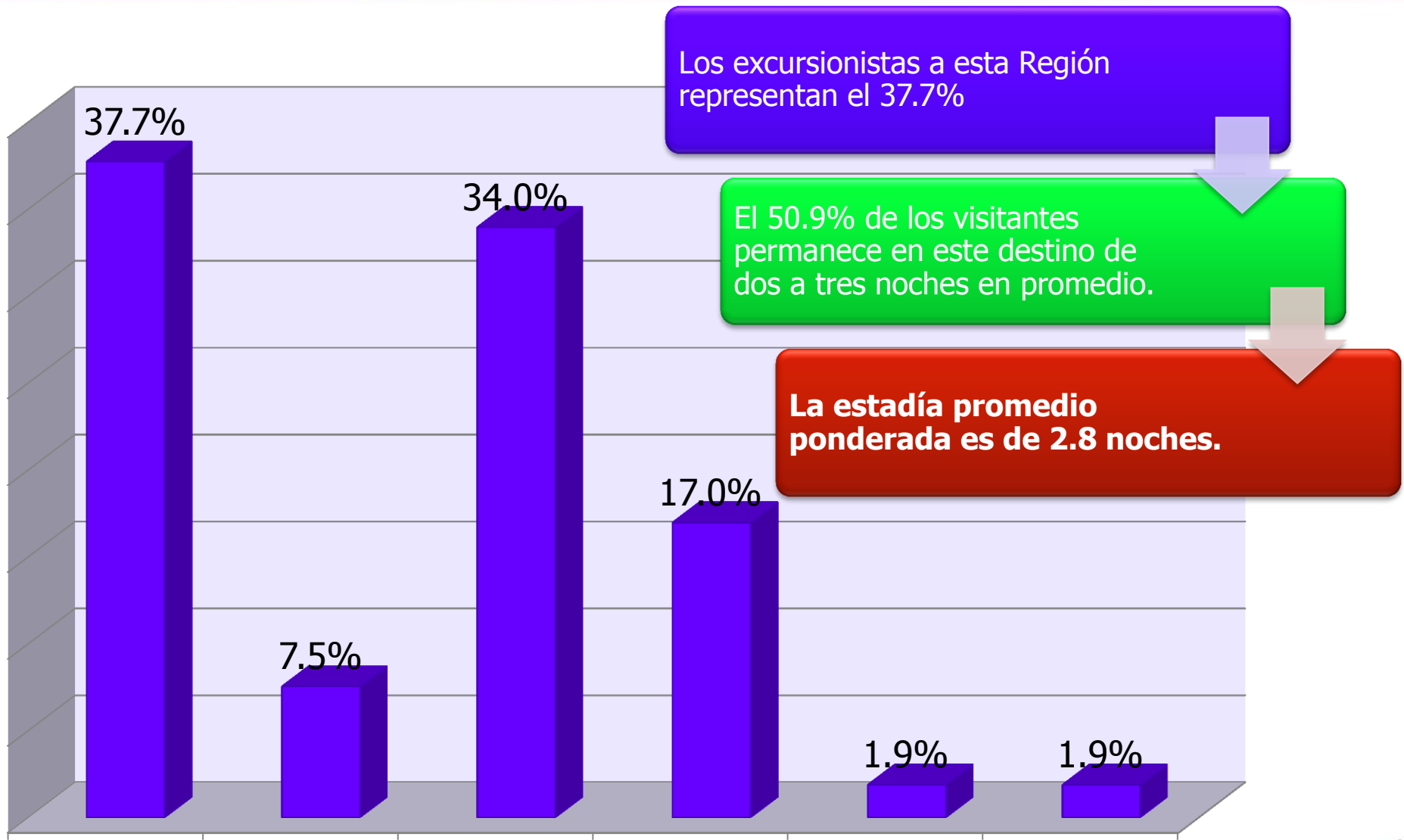
Las entrevistas se levantaron durante el mes de Julio y Agosto en los principales sitios turísticos de la región y fueron contestadas directamente por los visitantes.

Los resultados obtenidos para el Pueblo Mágico de Xilitla de cada uno de los conceptos se presentan a continuación

Un alto porcentaje visita por primera vez la Región (66.0%)

El turismo repetitivo representa el 34.0%



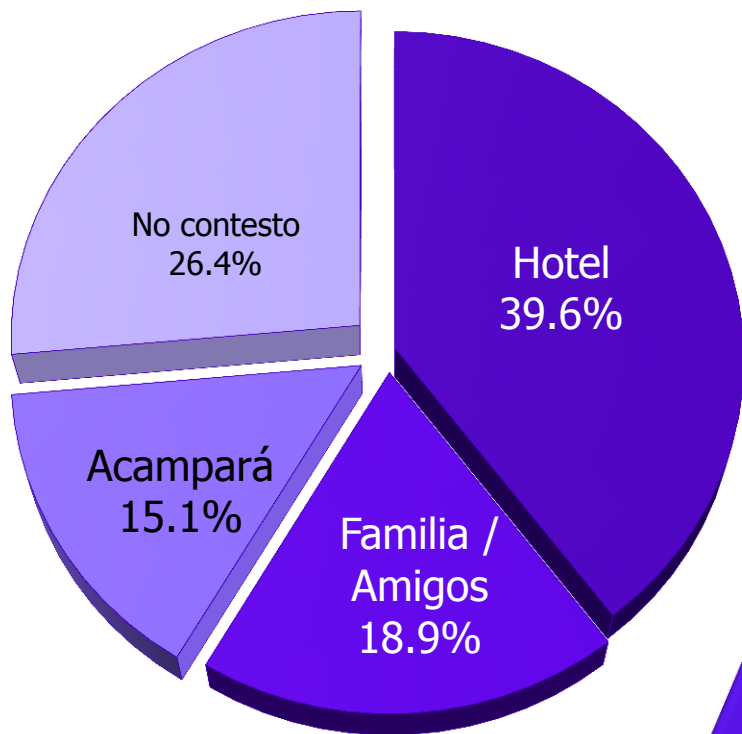


Los excursionistas a esta Región representan el 37.7%

El 50.9% de los visitantes permanece en este destino de dos a tres noches en promedio.

La estadía promedio ponderada es de 2.8 noches.

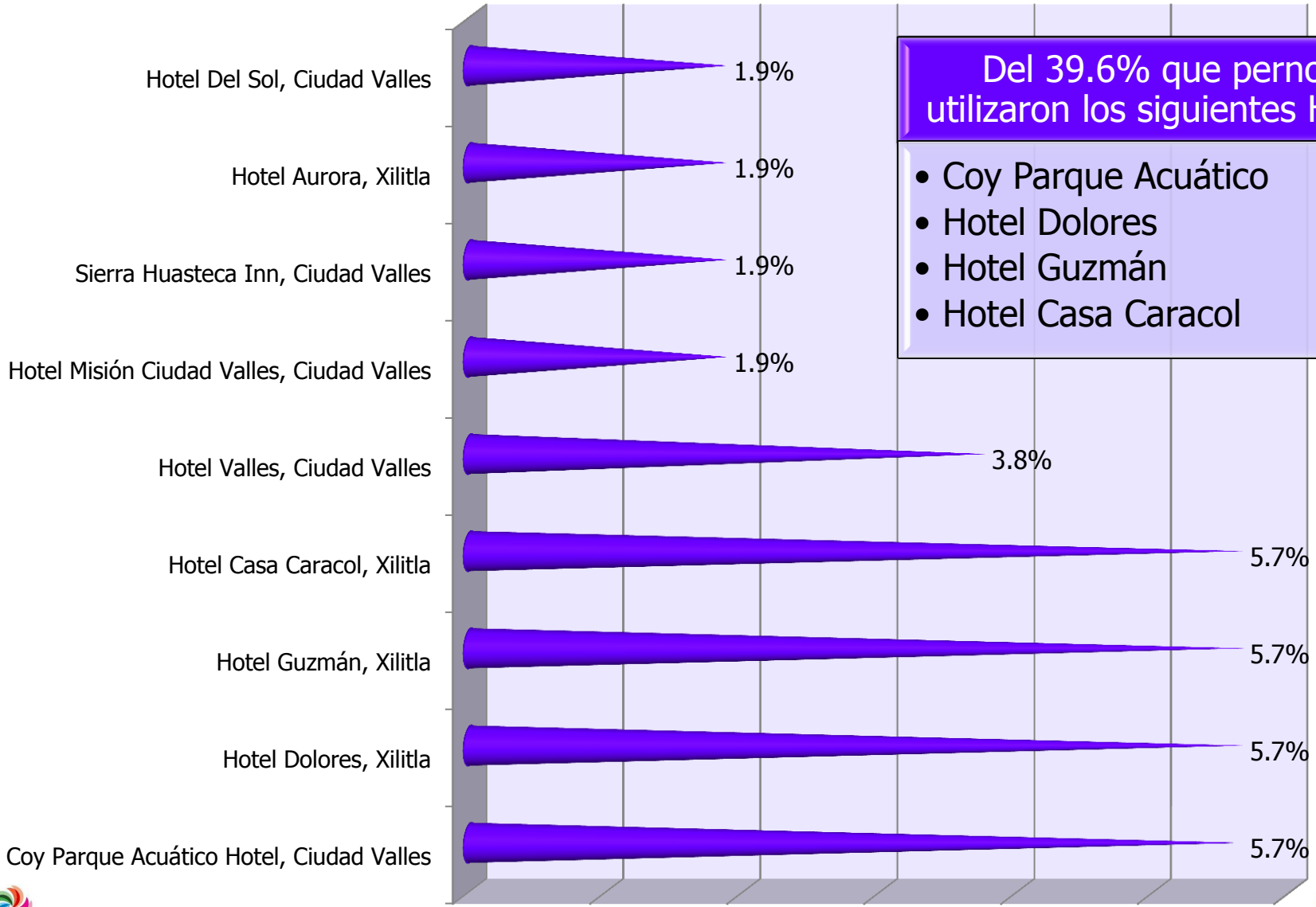
# Lugar de Hospedaje del Visitante



Una gran cantidad de los visitantes pernoctan en algún hotel de esta región (39.6%)

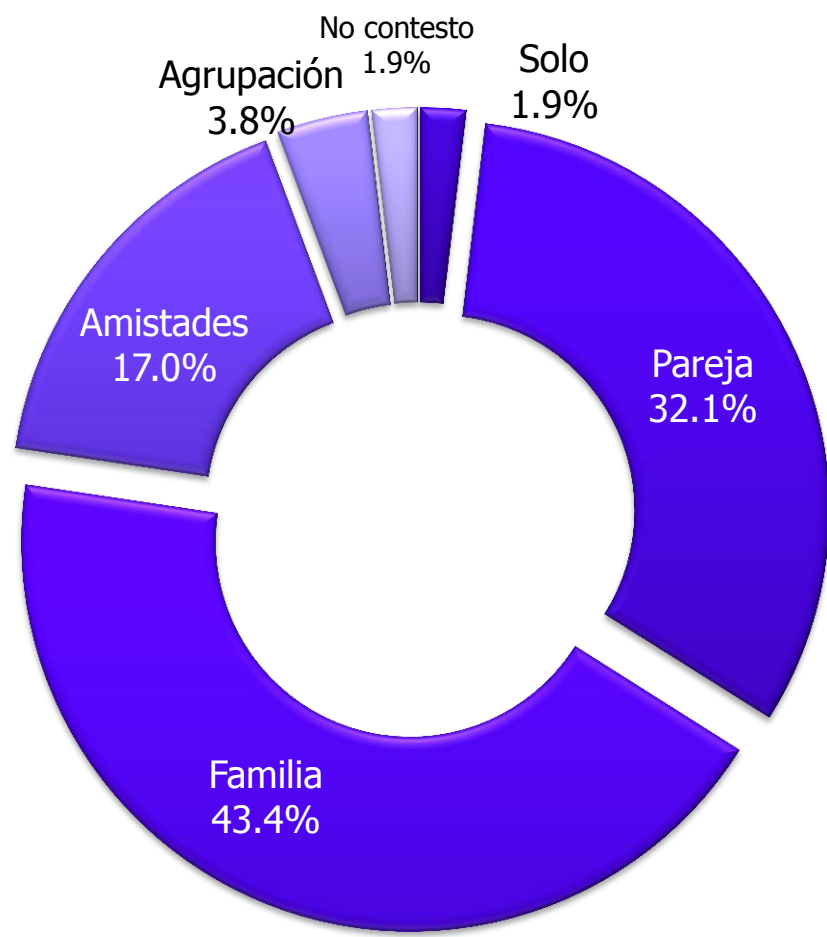
El 18.9% prefiere casas de Familiares y amigos

# Principales Hoteles de Pernocta del visitante



Del 39.6% que pernocta, utilizaron los siguientes Hoteles:

- Coy Parque Acuático
- Hotel Dolores
- Hotel Guzmán
- Hotel Casa Caracol

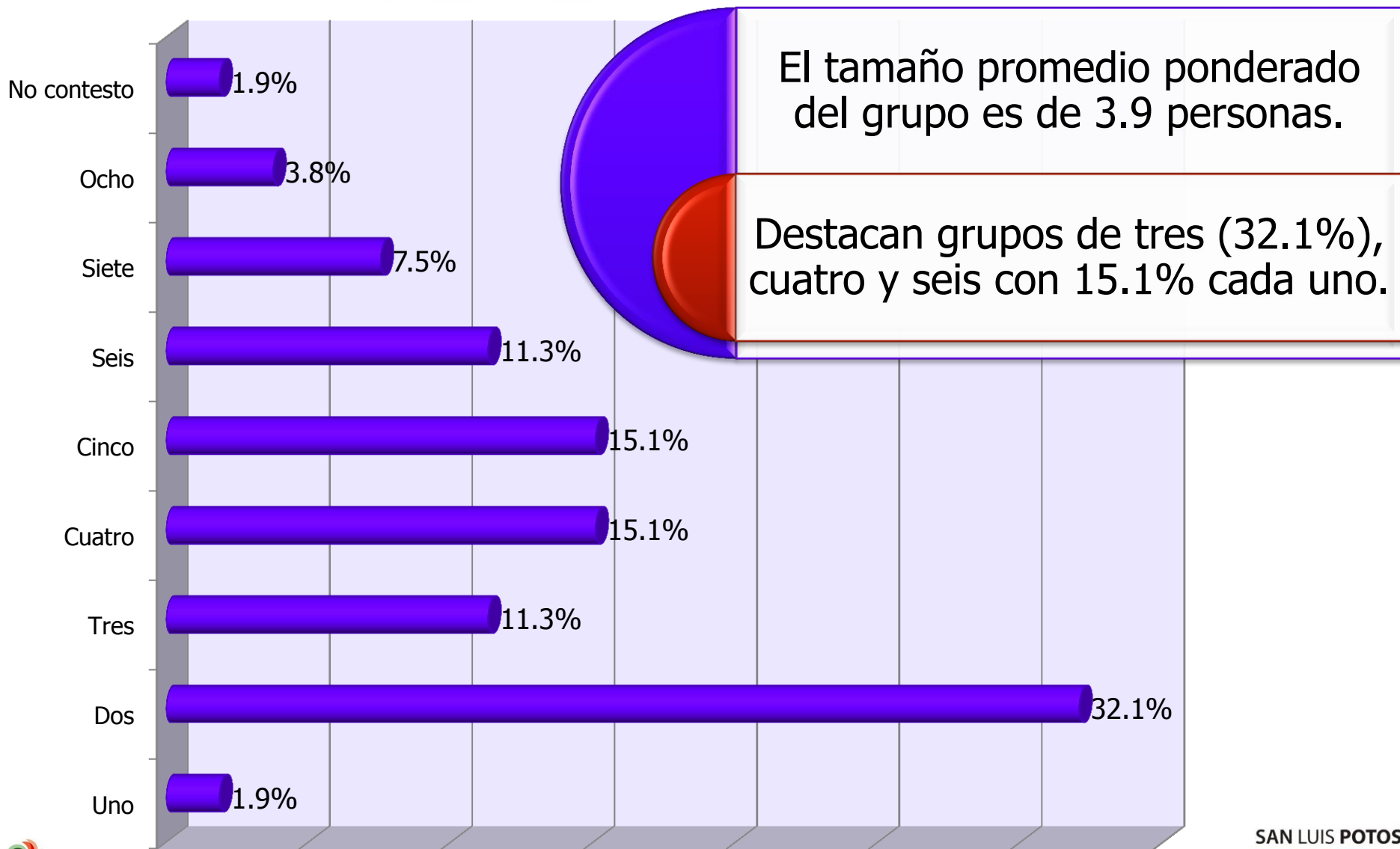


El 43.4% realiza este viaje con su familia.

El 32.1% viaja con su pareja

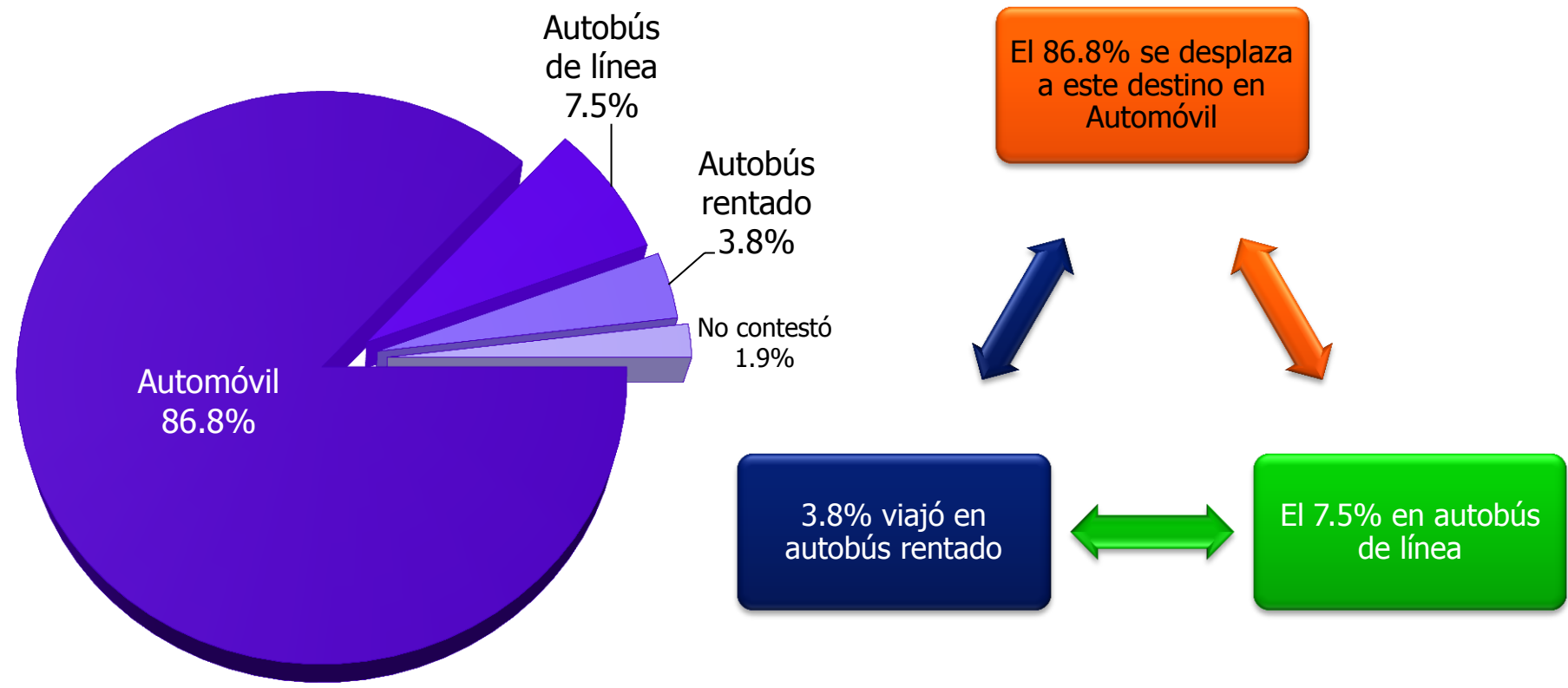
17.0% se acompañó con Amistades

# Número de Acompañantes en su Visita





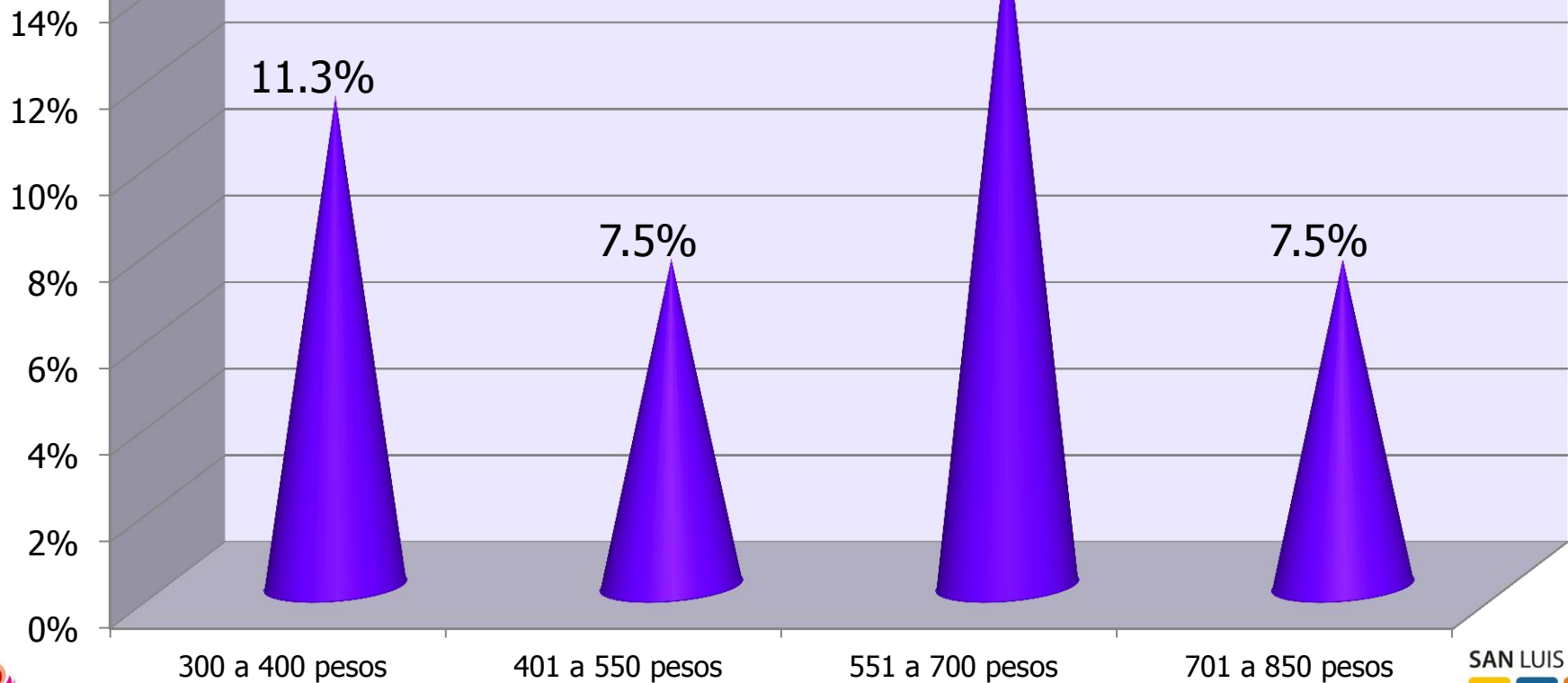
# Medio de Transporte Utilizado por el Visitante

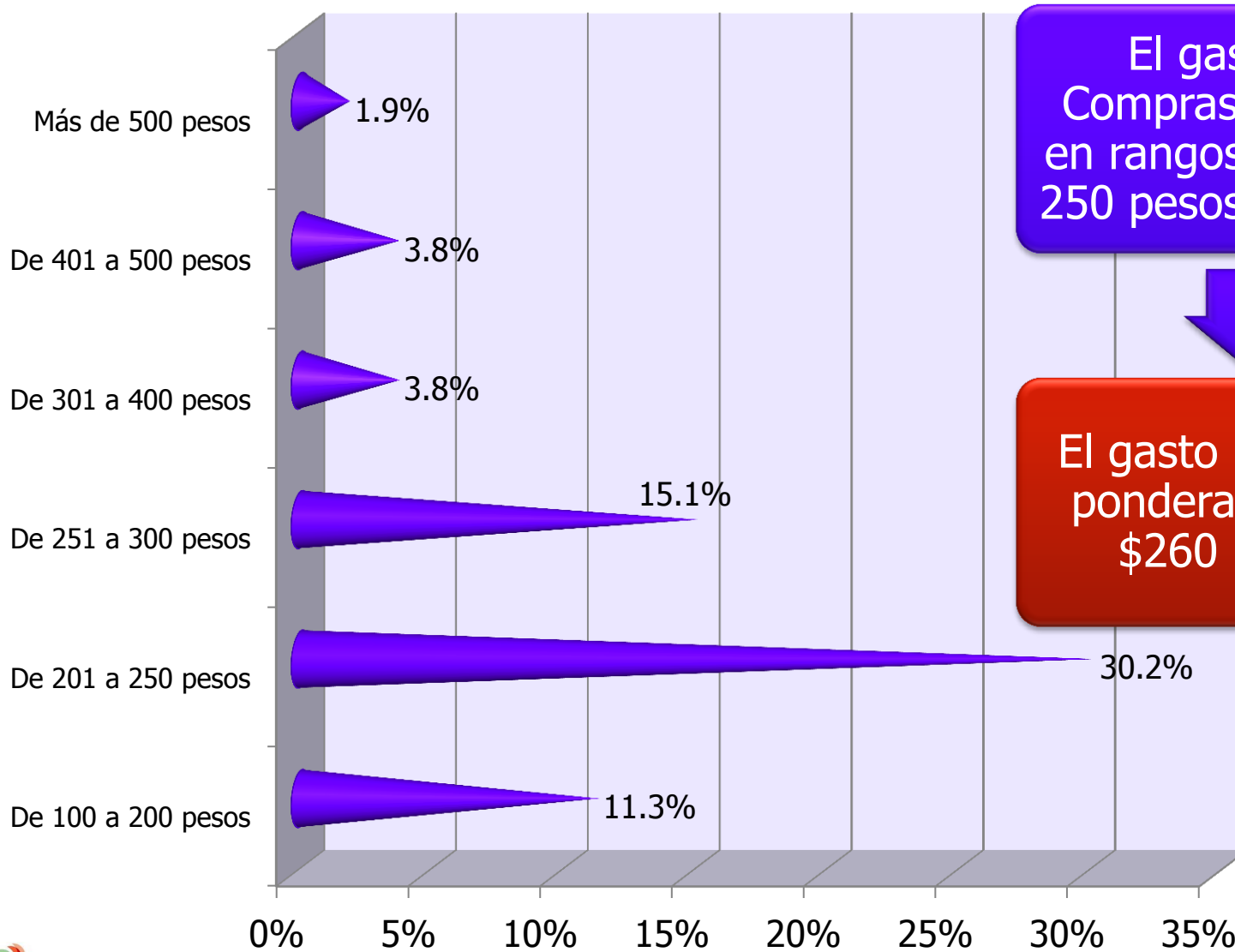


El gasto en hospedaje se ubica en rangos de 550 a 700 pesos (15.1%).

El 11.3% gastó entre 300 a 400 pesos por día en hospedaje.

El gasto promedio ponderado diario es de \$550 pesos.



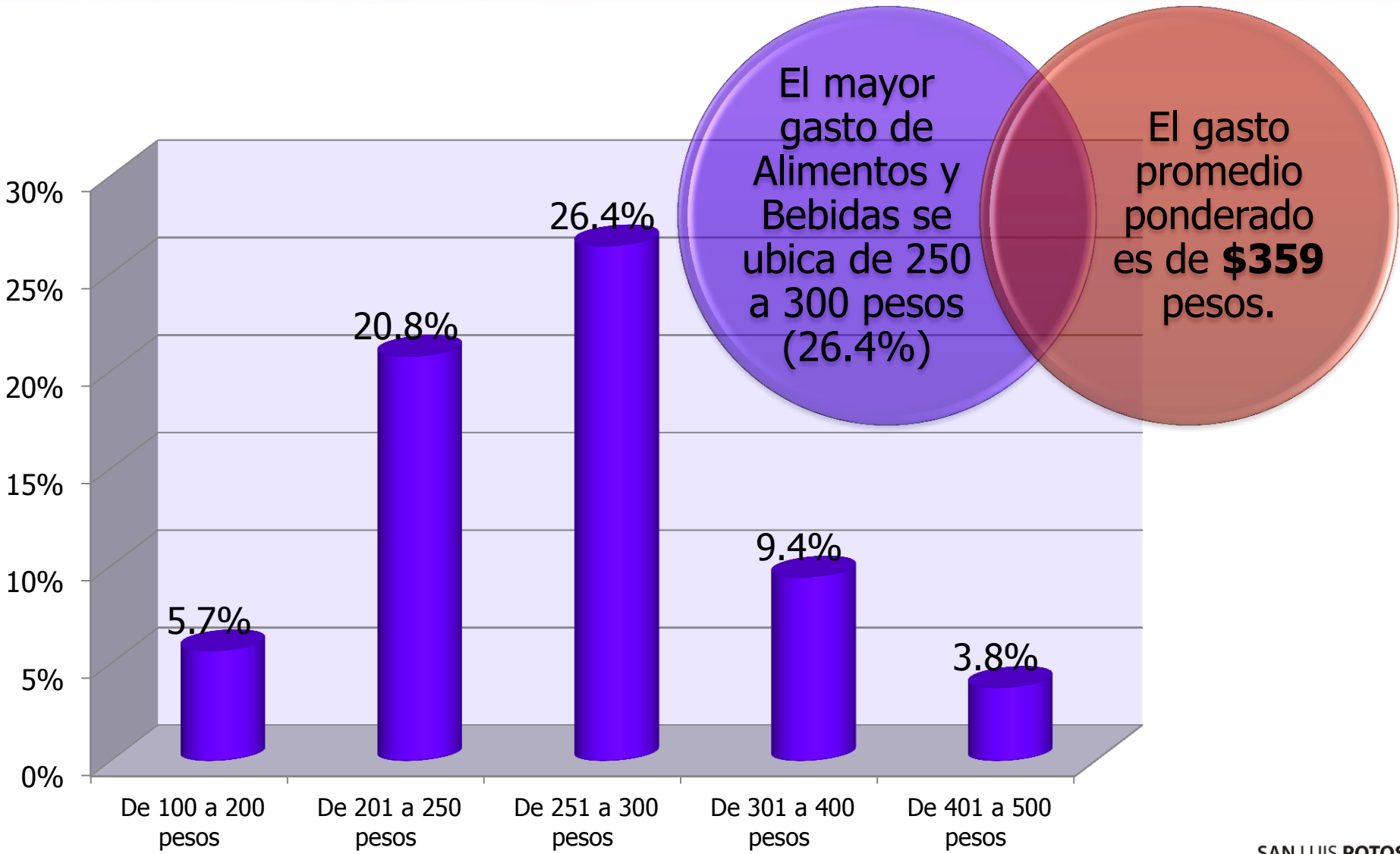


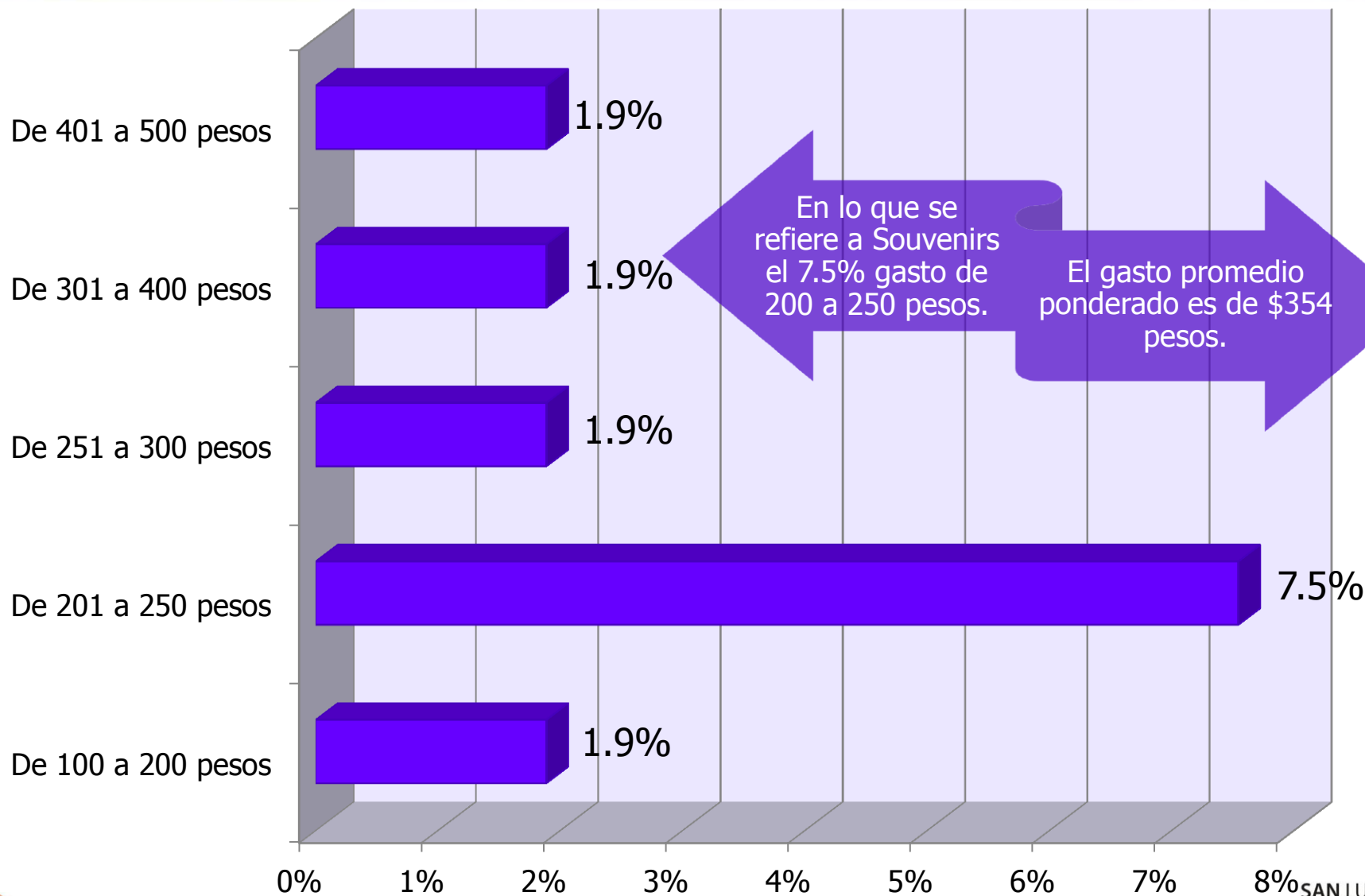
El gasto en Compras se ubica en rangos de 200 a 250 pesos (30.2%).



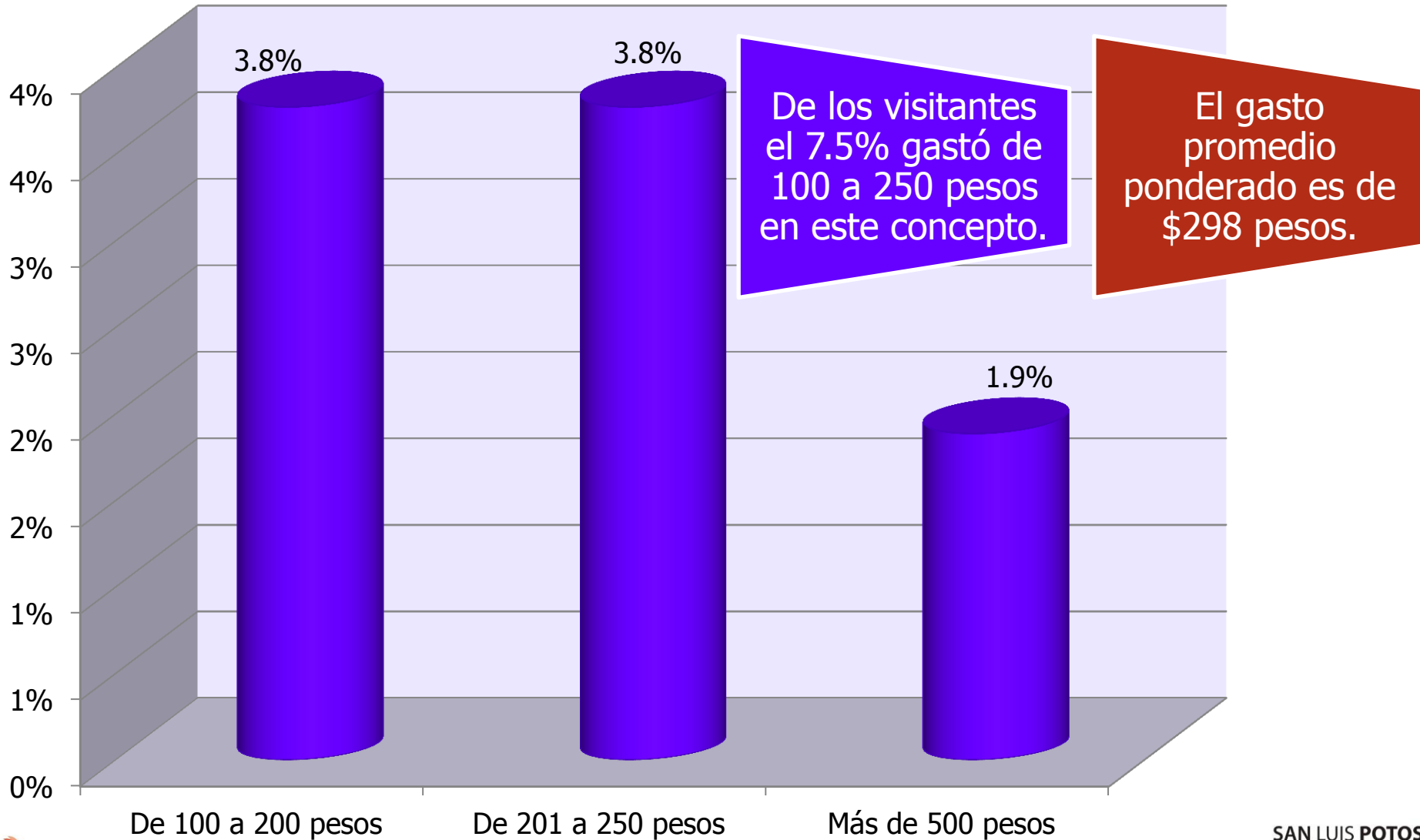
El gasto promedio ponderado es de \$260 pesos.

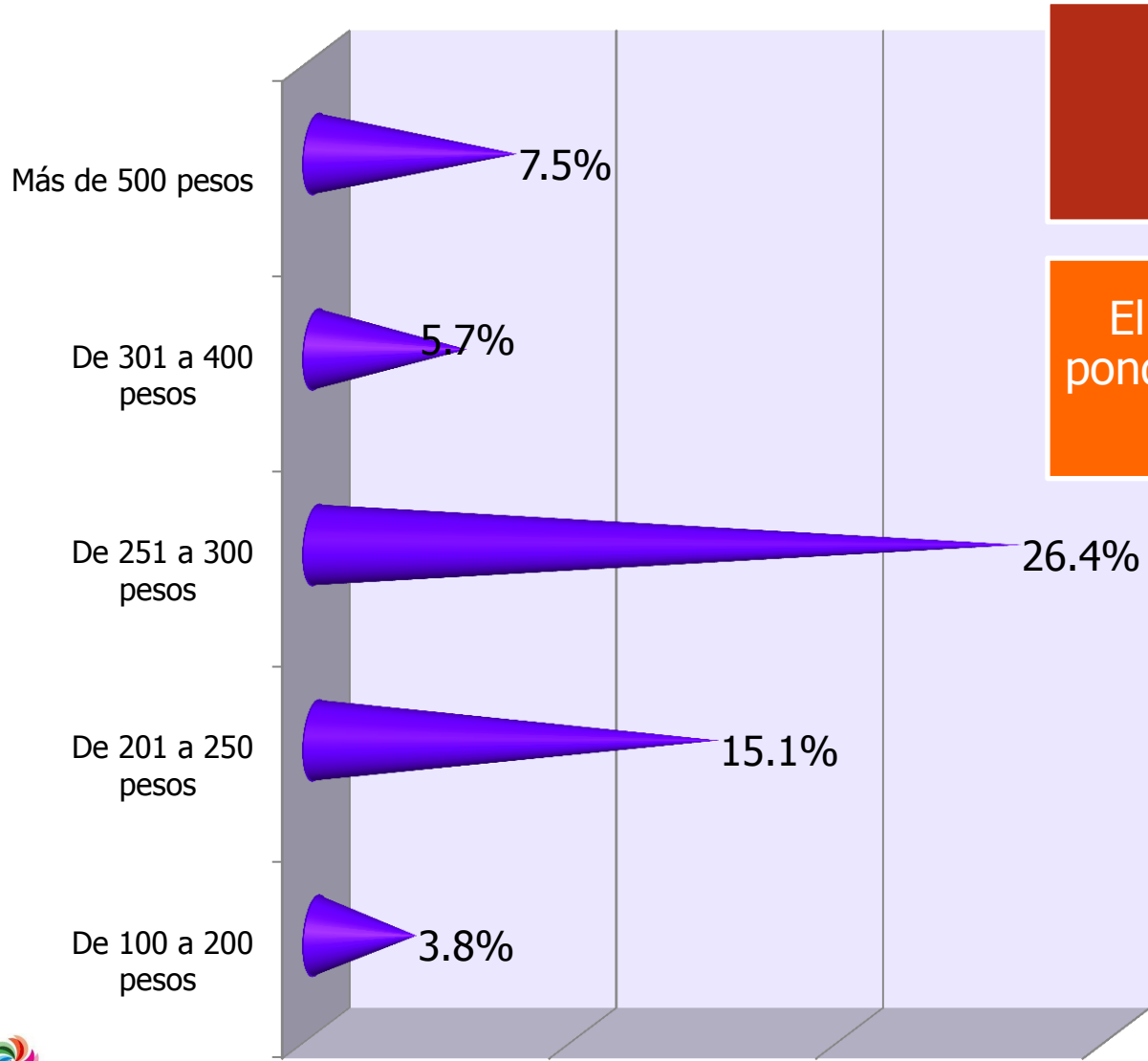
# Gasto Promedio – Alimentos y Bebidas





# Gasto Promedio – Transportación Local





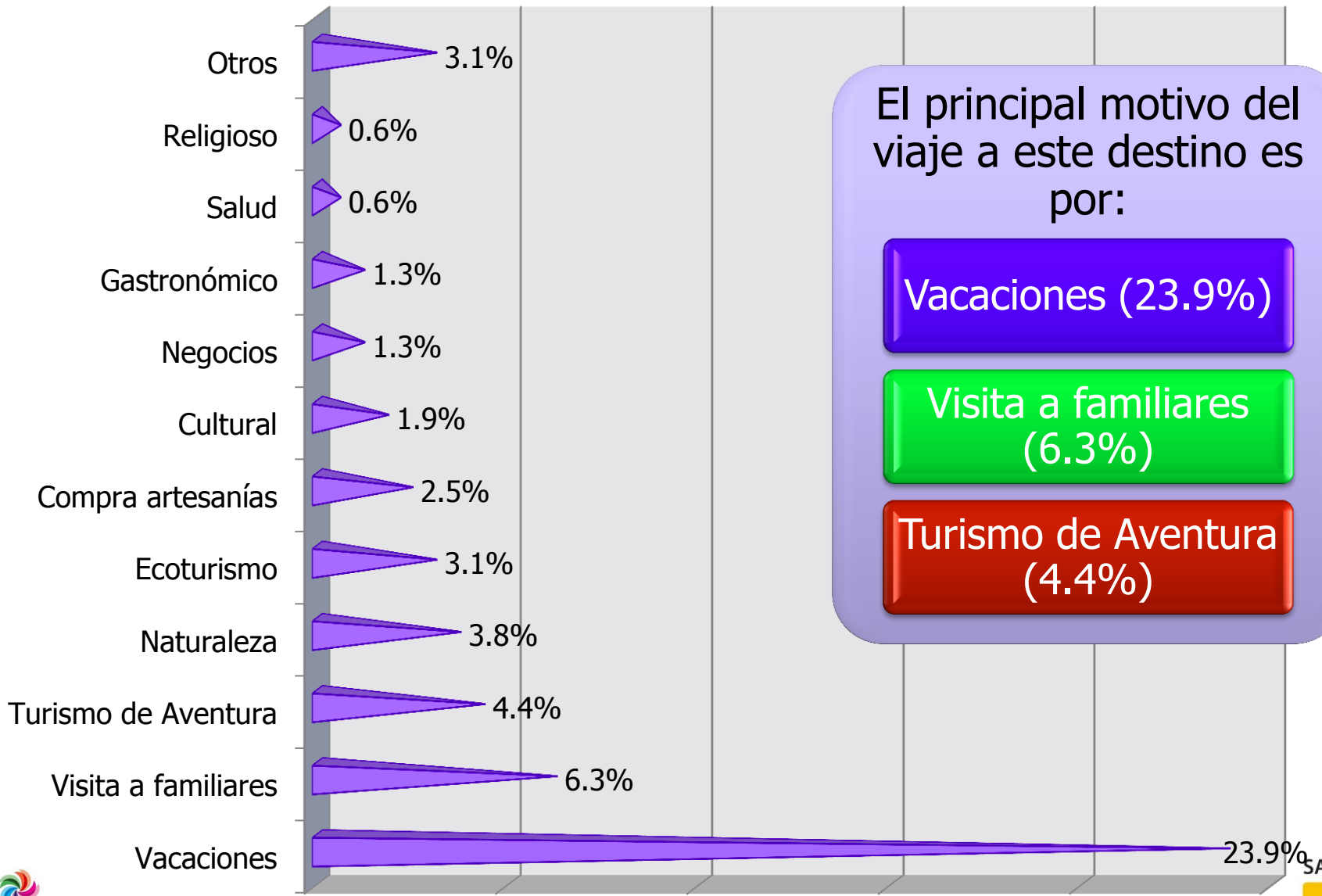
De los visitantes el 26.4% gastó de 250 a 300 pesos en este concepto.

El gasto promedio ponderado es de \$366 pesos.

# Gasto Total Promedio Ponderado



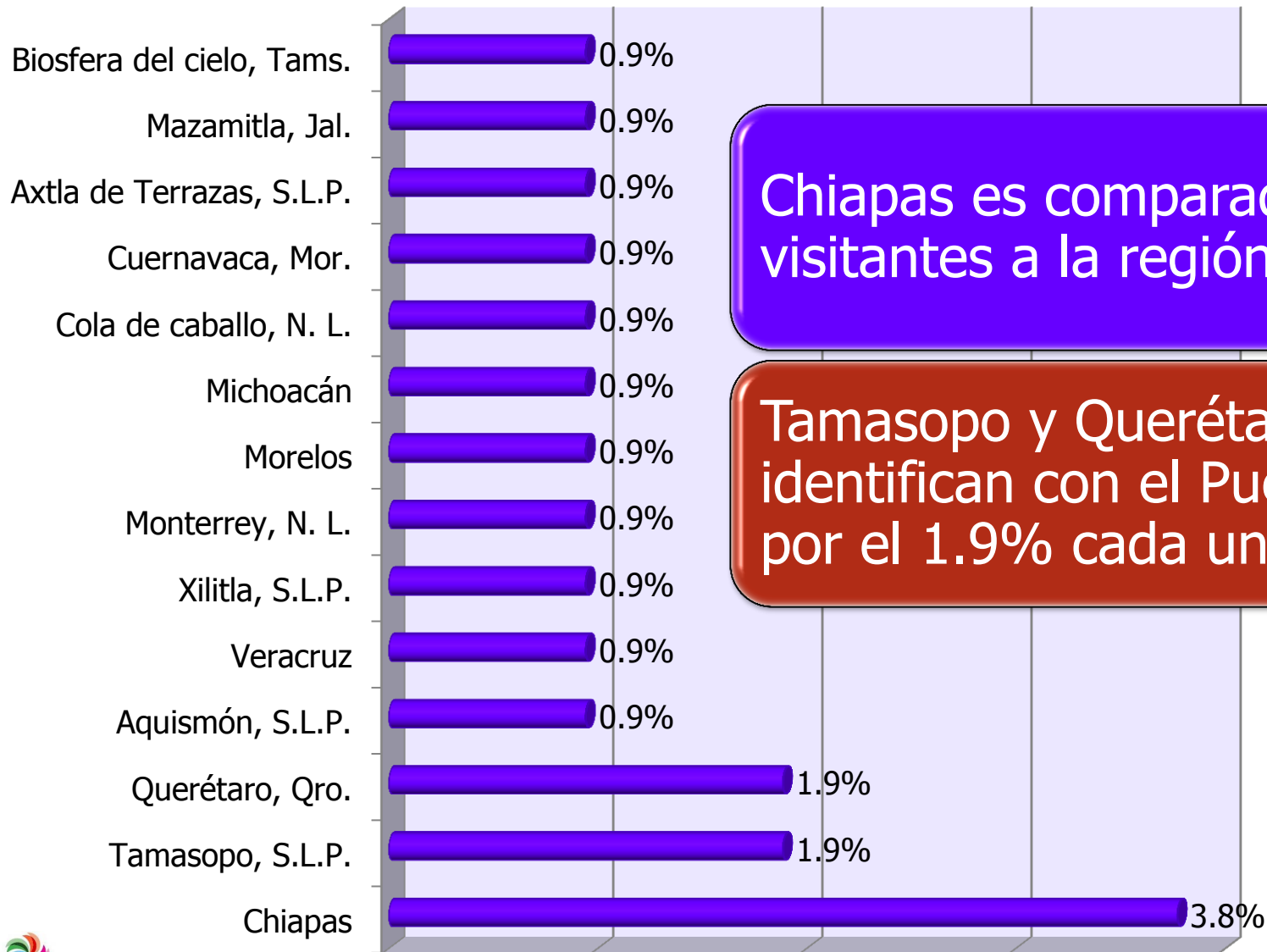




El principal motivo del viaje a este destino es por:

- Vacaciones (23.9%)
- Visita a familiares (6.3%)
- Turismo de Aventura (4.4%)

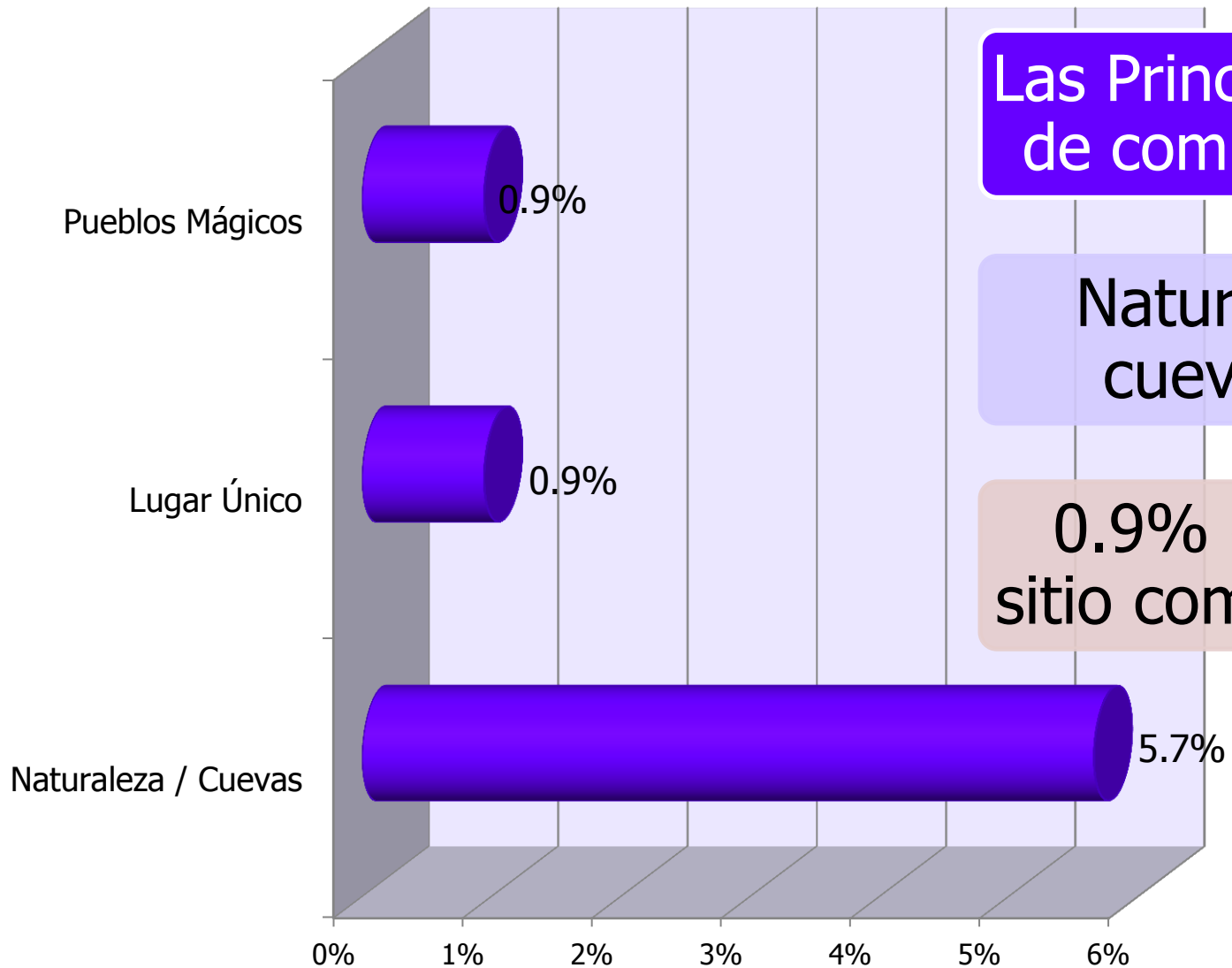
# Sitios con los que Comparan a la Región



Chiapas es comparado por los visitantes a la región (3.8%).

Tamasopo y Querétaro lo identifican con el Pueblo Mágico por el 1.9% cada uno.

# Razones de Comparación con Otro Destino



Las Principales razones de comparación son:

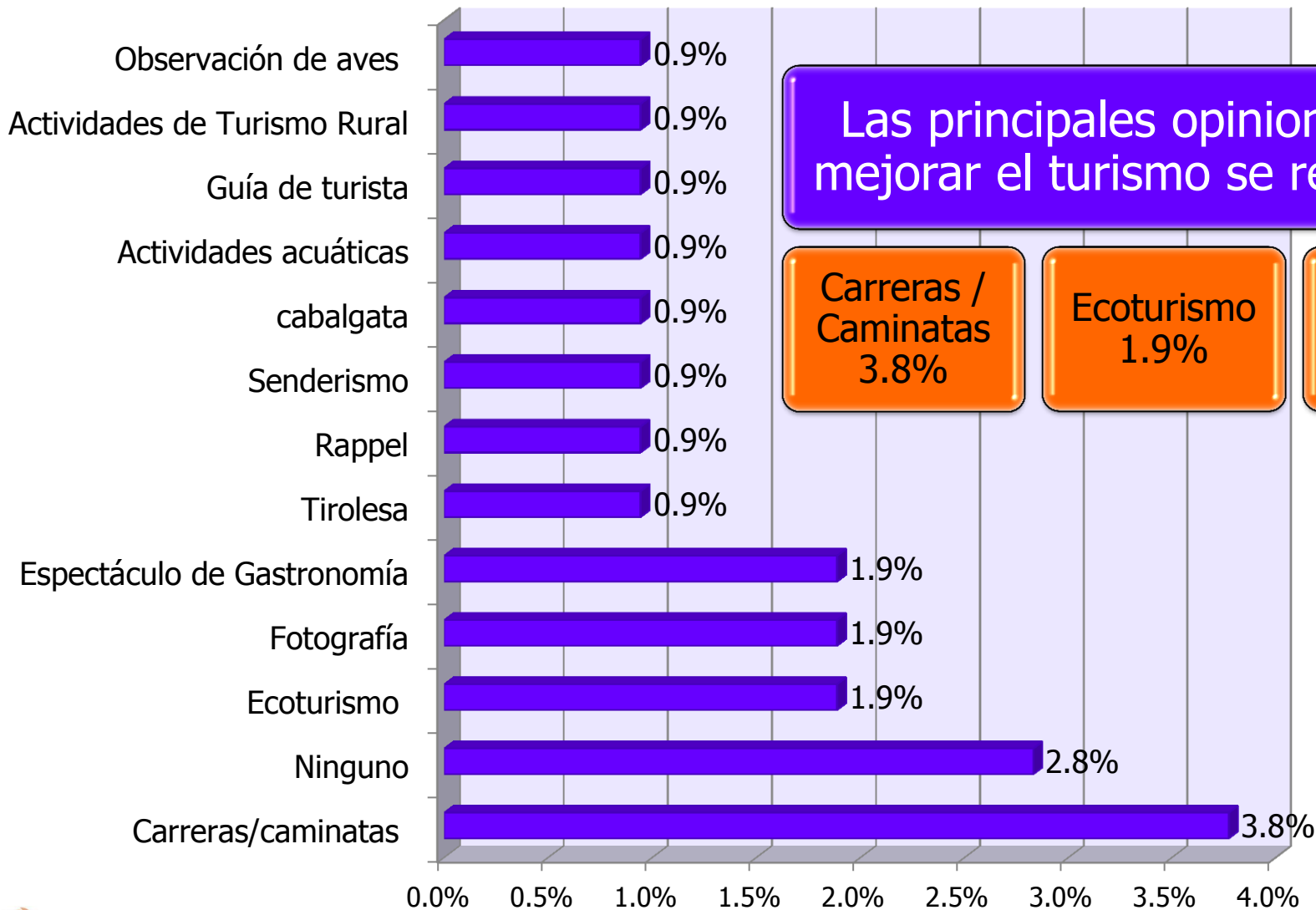


Naturaleza y sus cuevas (5.7%)



0.9% considera el sitio como lugar único

# Propuesta de Actividades que podrían desarrollarse



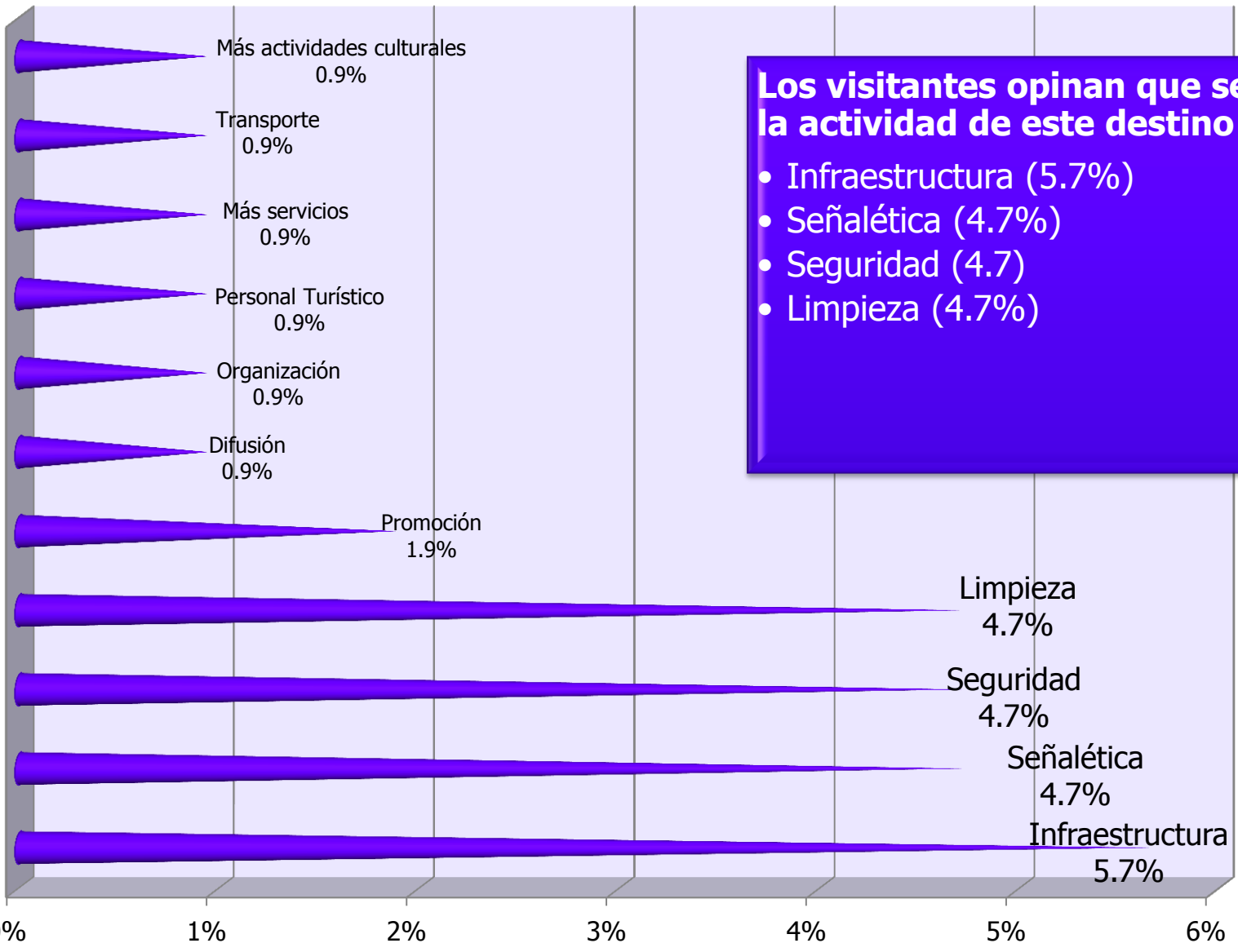
Las principales opiniones para mejorar el turismo se refieren a:

Carreras /  
Caminatas  
3.8%

Ecoturismo  
1.9%

Fotografía  
1.9%

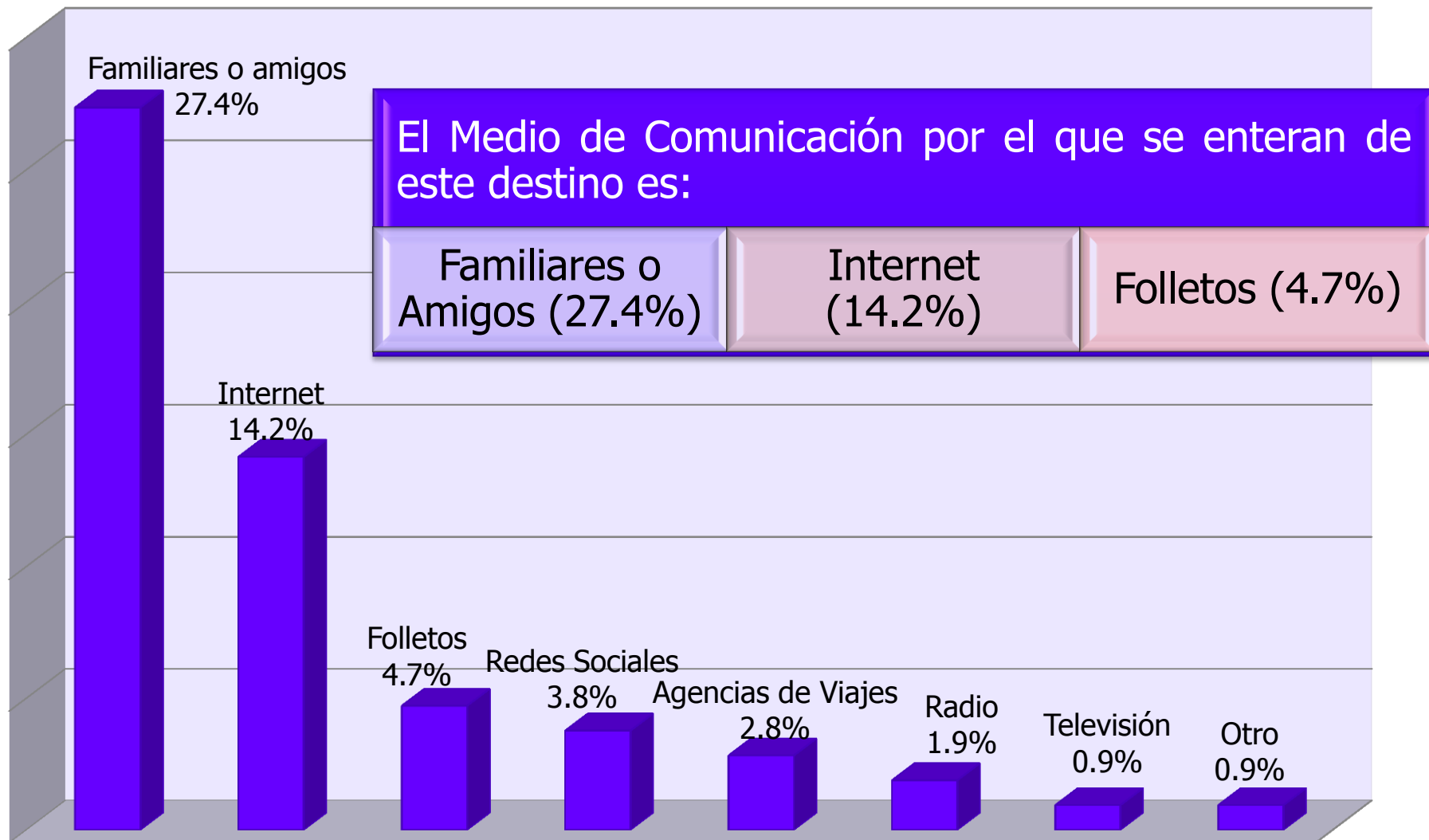
# Opinión para Mejorar Turísticamente la Región

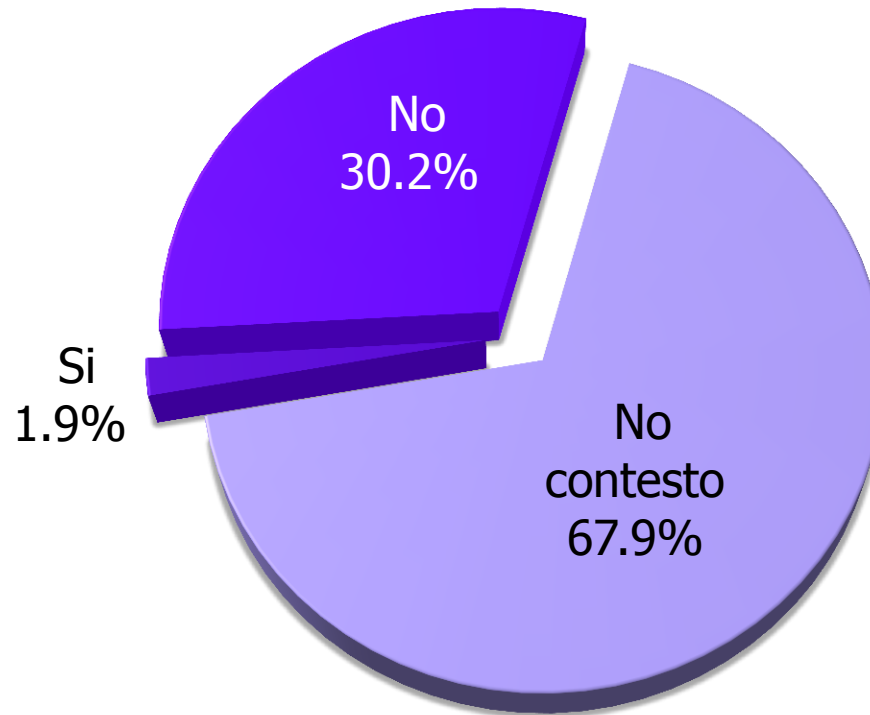


**Los visitantes opinan que se mejoraría la actividad de este destino con:**

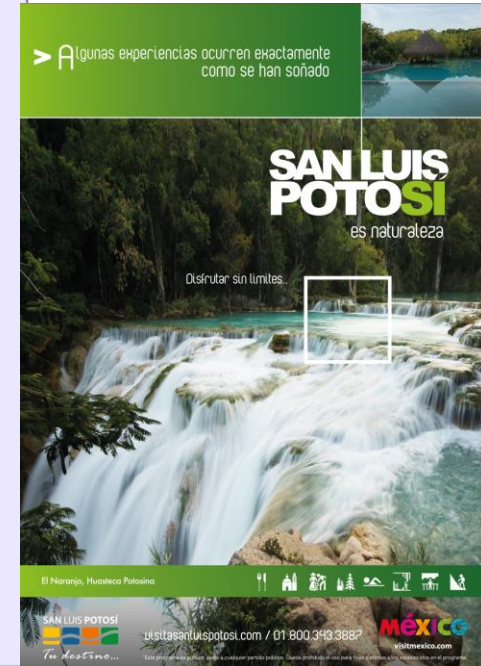
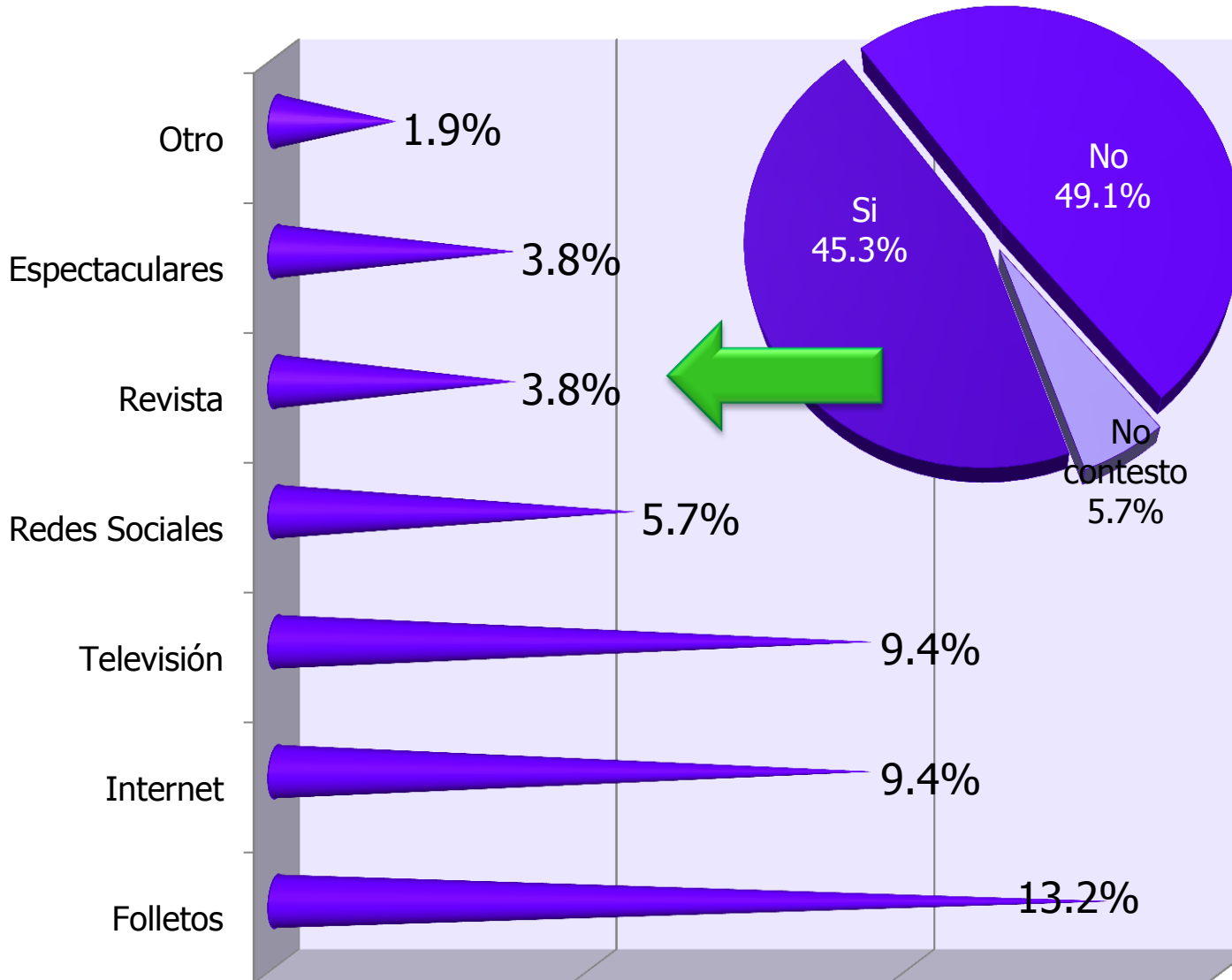
- Infraestructura (5.7%)
- Señalética (4.7%)
- Seguridad (4.7%)
- Limpieza (4.7%)

# Medio por el que se entero o Conoce de la Región





No mencionaron ninguna operadora en particular.

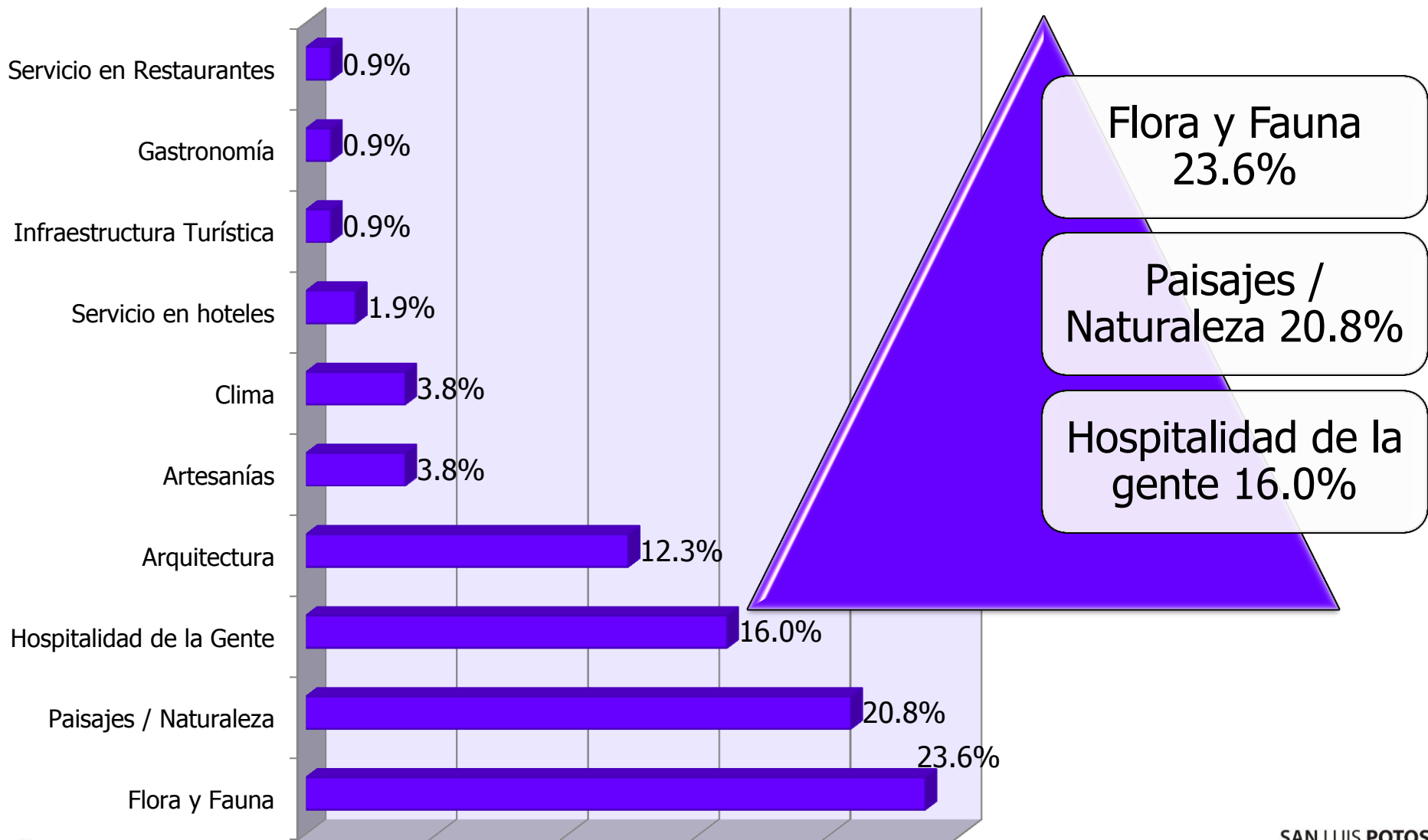




# Medio por el que se entero o Conoce de la Región por Lugar de Origen

| Medio de Comunicación | San Luis Potosí | Tamaulipas  | Querétaro   | Hidalgo     | Puebla      | Guanajuato  | Veracruz    | Coahuila    | Michoacán   | Sinaloa     | Estados Unidos | Baja California Sur | Nayarit     | Otro         | Total         |
|-----------------------|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|---------------------|-------------|--------------|---------------|
| Familiares o amigos   | 2.8%            | 3.8%        | 1.9%        | 0.9%        | 0.9%        | 0.9%        | 0.0%        | 0.9%        | 0.0%        | 0.9%        | 0.9%           | 0.0%                | 0.9%        | 12.3%        | ↑ 27.4%       |
| Internet              | 0.0%            | 0.9%        | 0.9%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%           | 0.0%                | 0.0%        | 12.3%        | → 14.2%       |
| 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%        | 4.7%         | ↓ 4.7%        |
| Redes Sociales        | 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%        | 3.8%         | ↓ 3.8%        |
| Agencias de Viajes    | 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%        | 2.8%         | ↓ 2.8%        |
| 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%        | 1.9%         | ↓ 1.9%        |
| Televisión            | 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%        |
| Otro                  | 0.0%            | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%           | 0.0%                | 0.0%        | 0.9%         | ↓ 0.9%        |
| No contesto           | 2.8%            | 2.8%        | 2.8%        | 0.9%        | 0.9%        | 0.9%        | 0.0%        | 0.9%        | 0.0%        | 0.9%        | 0.9%           | 0.0%                | 0.9%        | 28.3%        | 43.4%         |
| <b>Total</b>          | <b>5.7%</b>     | <b>7.5%</b> | <b>5.7%</b> | <b>1.9%</b> | <b>1.9%</b> | <b>1.9%</b> | <b>0.0%</b> | <b>1.9%</b> | <b>0.0%</b> | <b>1.9%</b> | <b>1.9%</b>    | <b>0.0%</b>         | <b>1.9%</b> | <b>67.9%</b> | <b>100.0%</b> |

# Lo que más Gustó a los Visitantes durante su visita a la Región



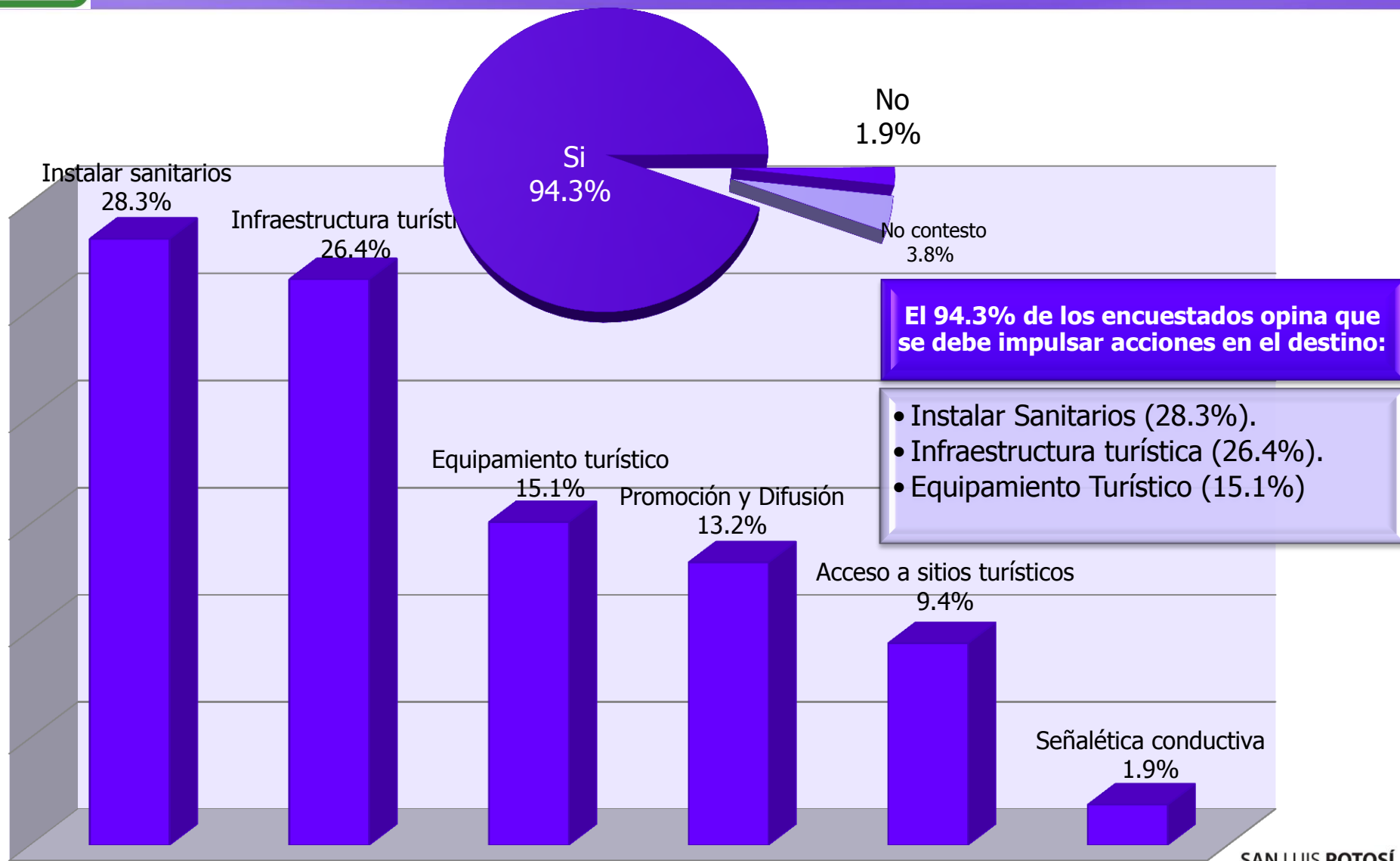
# Lo que más Disgustó a los Visitantes durante su visita a la Región



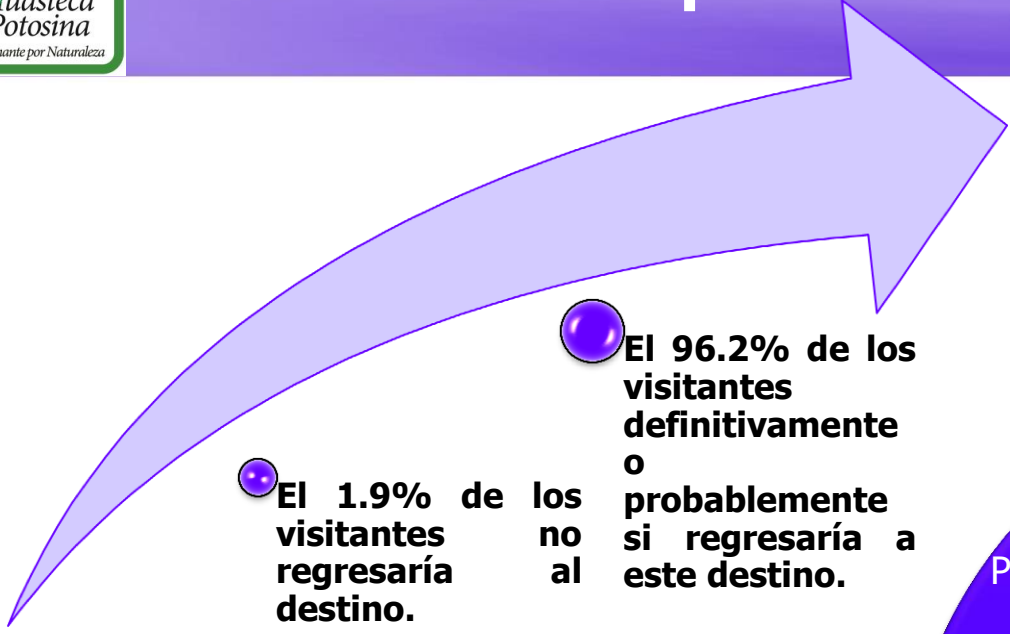
Lo que más disgustó a los visitantes fue:

- Vendedores Ambulantes (15.1%)
- Precios (6.6%)
- Tráfico (6.6%)

# Opinión para Impulsar Acciones de Mejora en la Región

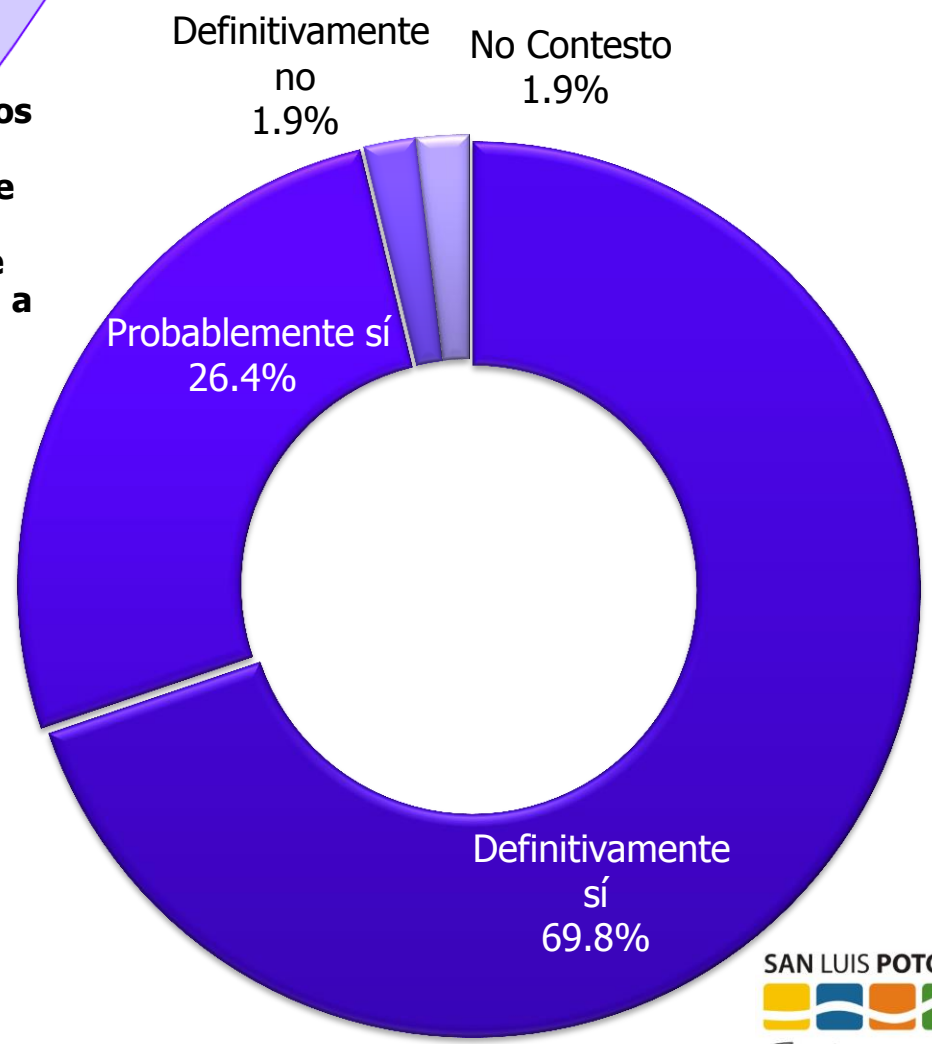


# Opinión de Regresar a San Luis Potosí

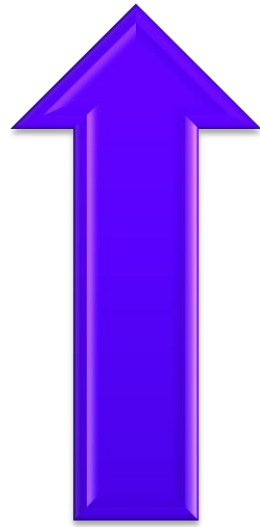
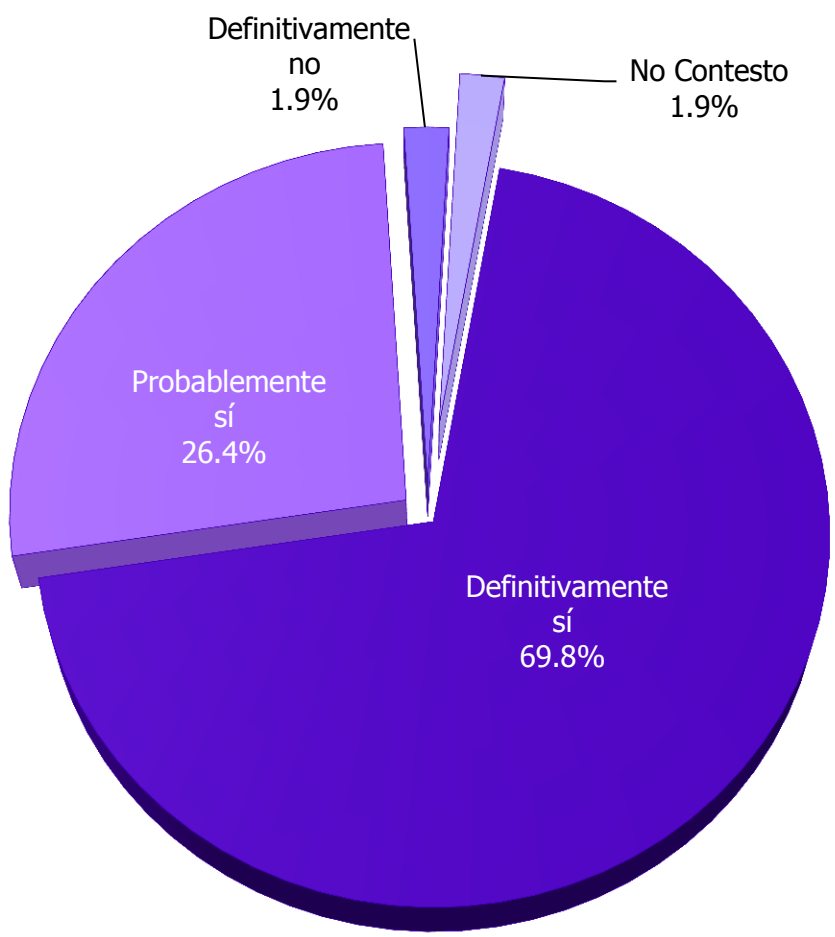


El 1.9% de los visitantes regresaría al destino.

El 96.2% de los visitantes definitivamente o probablemente si regresaría a este destino.



# Opinión de Recomendar a San Luis Potosí

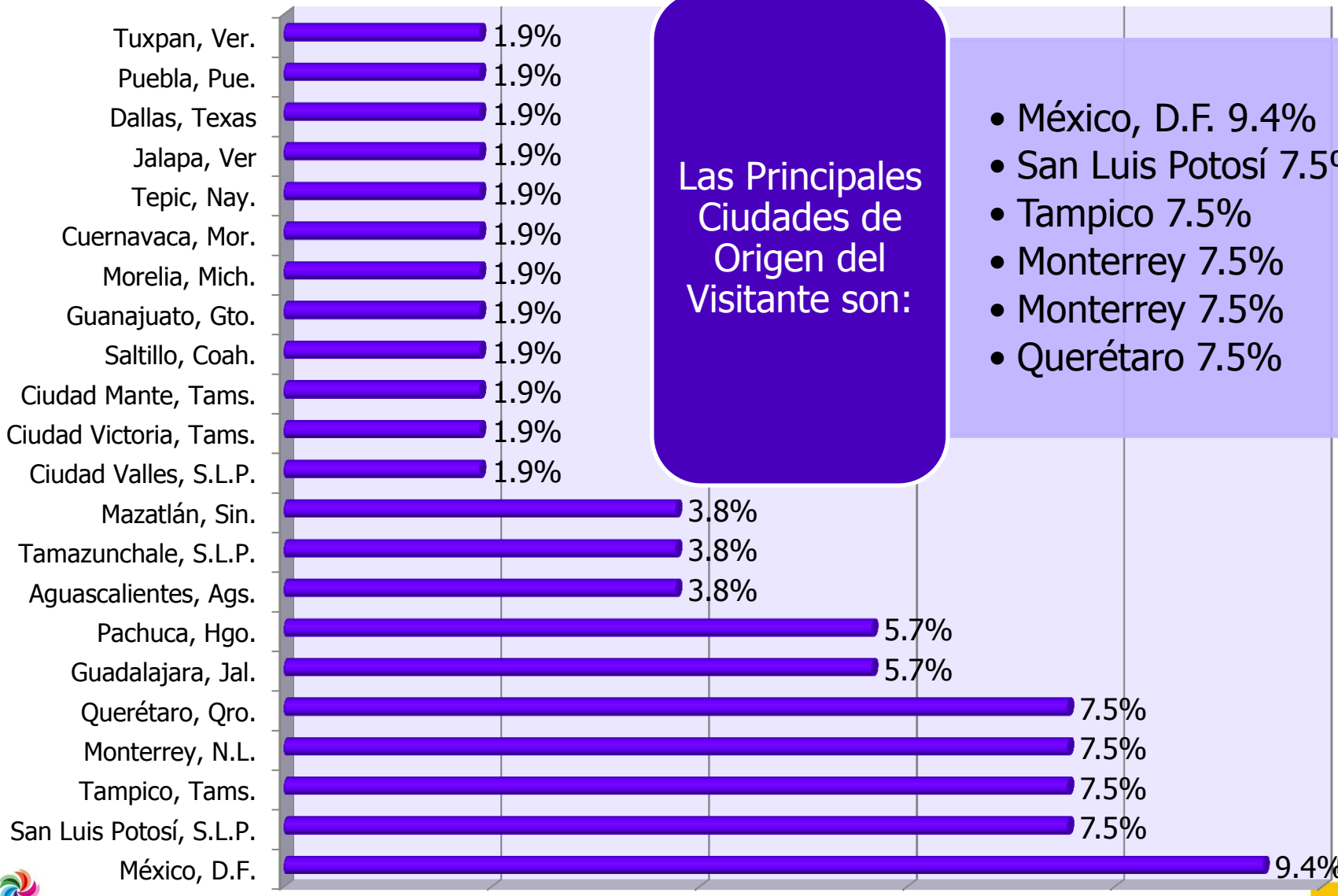


**El 98.1% de los visitantes definitivamente o probablemente sí Recomendaría el destino.**



El 1.9% No contesto.

# Principales Ciudades de Origen del Visitante

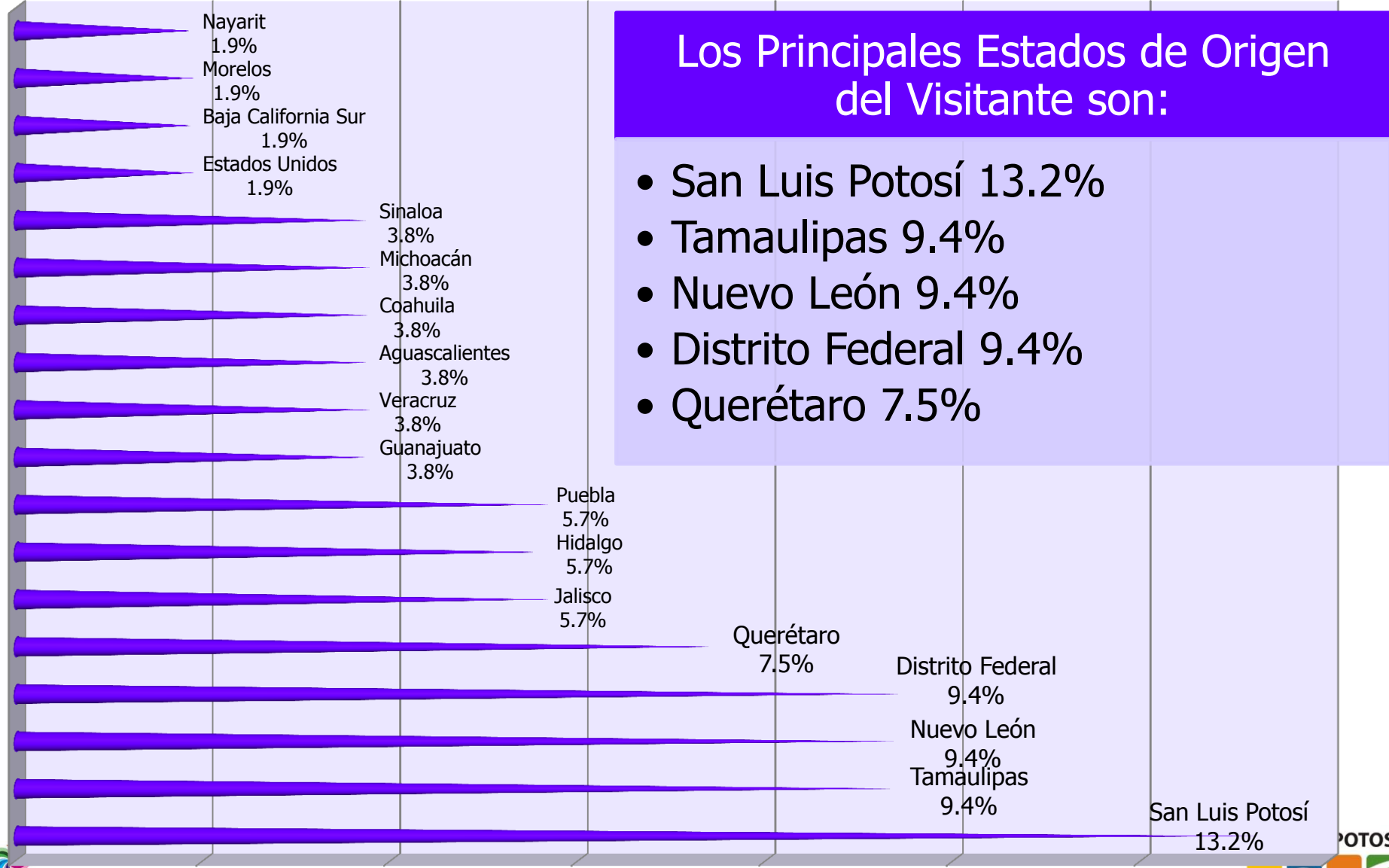


Las Principales Ciudades de Origen del Visitante son:

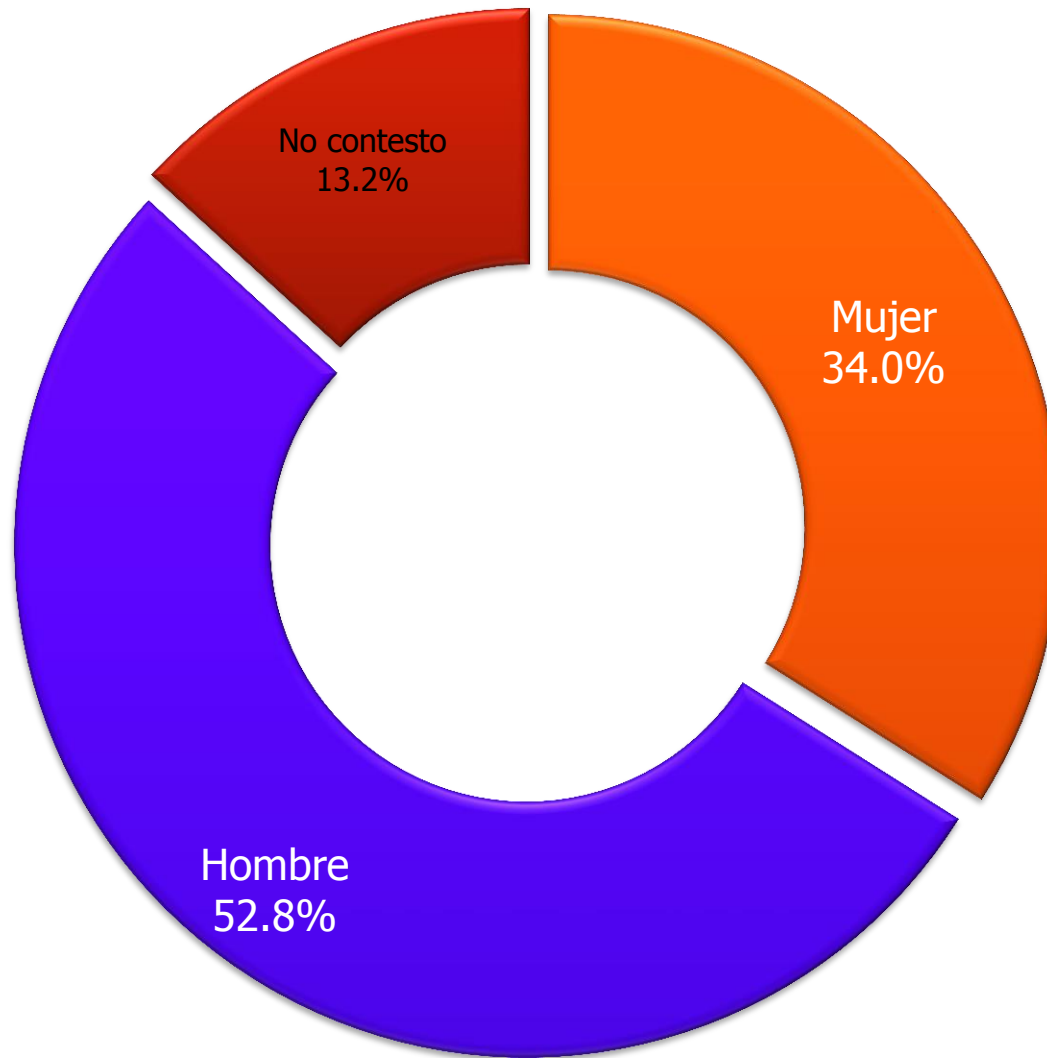
- México, D.F. 9.4%
- San Luis Potosí 7.5%
- Tampico 7.5%
- Monterrey 7.5%
- Monterrey 7.5%
- Querétaro 7.5%



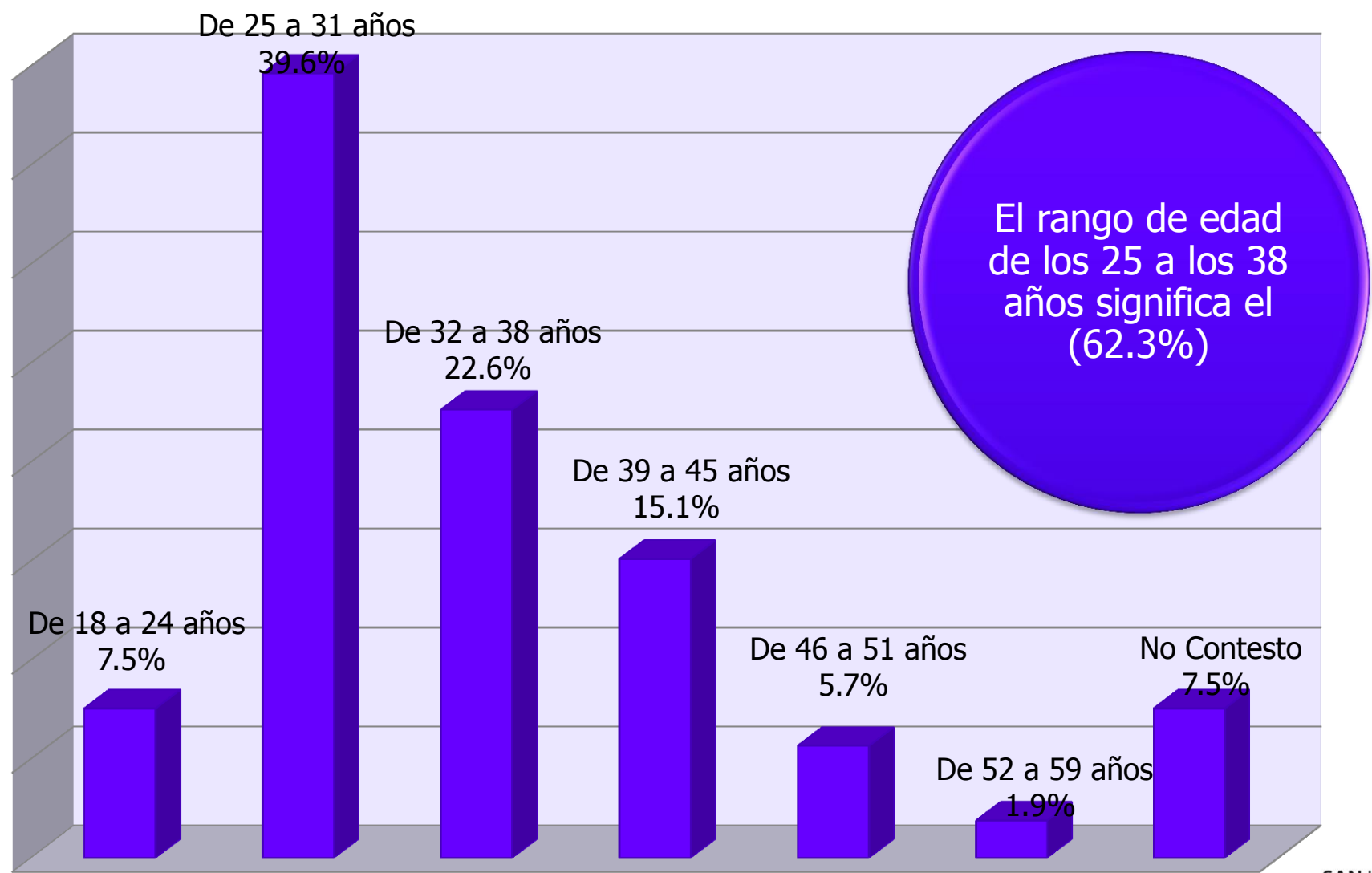
# Principales Estados de Origen del Visitante







# Rango de Edad de los Visitantes

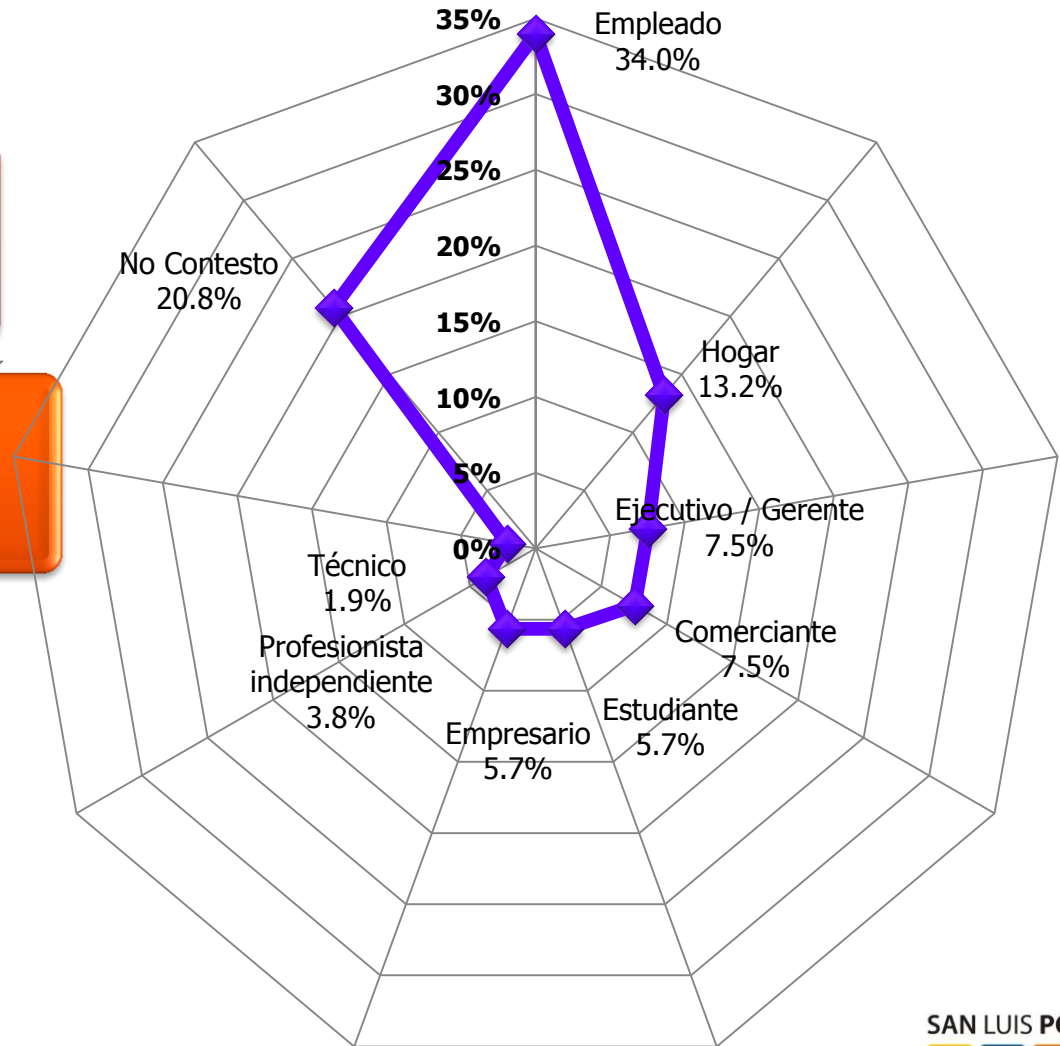


# Ocupación del Visitante a San Luis Potosí

Una importante parte de los visitantes son empleados (34.0%)

Otro segmento importante (13.2%) se dedican al hogar

El 7.5% son Ejecutivos / Gerentes





# Perfil del Visitante

## Pueblo Mágico de Xilitla, S.L.P.

Verano 2014



Resultados con Perspectiva  
de Género



## Frecuencia con que visita el Destino

| Concepto                | Mujer        | Hombre       | No Contesto  | Total         |
|-------------------------|--------------|--------------|--------------|---------------|
| Primera vez             | 18.9%        | 35.8%        | 11.3%        | <b>66.0%</b>  |
| Una vez al año          | 7.5%         | 9.4%         | 1.9%         | <b>18.9%</b>  |
| Dos veces al año        | 3.8%         | 5.7%         | 0.0%         | <b>9.4%</b>   |
| Tres o más veces al año | 3.8%         | 1.9%         | 0.0%         | <b>5.7%</b>   |
| <b>Total</b>            | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Noches que permanecerá en la Región

| Concepto        | Mujer        | Hombre       | No Contesto  | Total         |
|-----------------|--------------|--------------|--------------|---------------|
| Ninguna         | 11.3%        | 24.5%        | 1.9%         | <b>37.7%</b>  |
| Una noche       | 1.9%         | 1.9%         | 3.8%         | <b>7.5%</b>   |
| Dos noches      | 13.2%        | 15.1%        | 5.7%         | <b>34.0%</b>  |
| Tres noches     | 7.5%         | 7.5%         | 1.9%         | <b>17.0%</b>  |
| Cuatro noches   | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Veintiún noches | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| <b>Total</b>    | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Lugar donde se esta hospedando

| Concepto         | Mujer        | Hombre       | No Contesto  | Total         |
|------------------|--------------|--------------|--------------|---------------|
| Hotel            | 13.2%        | 22.6%        | 3.8%         | <b>39.6%</b>  |
| Familia / Amigos | 7.5%         | 7.5%         | 3.8%         | <b>18.9%</b>  |
| Acampará         | 1.9%         | 11.3%        | 1.9%         | <b>15.1%</b>  |
| No contesto      | 11.3%        | 11.3%        | 3.8%         | <b>26.4%</b>  |
| <b>Total</b>     | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Nombre Hotel donde Hospeda

| Concepto                                  | Mujer        | Hombre       | No Contesto  | Total         |
|---|--------------|--------------|--------------|---------------|
| Coy Parque Acuático Hotel, Ciudad Valles  | 1.9%         | 3.8%         | 0.0%         | <b>5.7%</b>   |
| Hotel Dolores, Xilitla                    | 1.9%         | 3.8%         | 0.0%         | <b>5.7%</b>   |
| Hotel Guzmán, Xilitla                     | 1.9%         | 3.8%         | 0.0%         | <b>5.7%</b>   |
| Hotel Casa Caracol, Xilitla               | 0.0%         | 3.8%         | 1.9%         | <b>5.7%</b>   |
| Hotel Valles, Ciudad Valles               | 1.9%         | 0.0%         | 1.9%         | <b>3.8%</b>   |
| Hotel Misión Ciudad Valles, Ciudad Valles | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Sierra Huasteca Inn, Ciudad Valles        | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| Hotel Aurora, Xilitla                     | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Hotel Del Sol, Ciudad Valles              | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| No contesto                               | 24.5%        | 32.1%        | 9.4%         | <b>66.0%</b>  |
| <b>Total</b>                              | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Forma de Viaje

| Concepto     | Mujer        | Hombre       | No Contesto  | Total         |
|--------------|--------------|--------------|--------------|---------------|
| Solo         | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| Pareja       | 5.7%         | 17.0%        | 9.4%         | <b>32.1%</b>  |
| Familia      | 22.6%        | 18.9%        | 1.9%         | <b>43.4%</b>  |
| Amistades    | 1.9%         | 15.1%        | 0.0%         | <b>17.0%</b>  |
| Agrupación   | 0.0%         | 1.9%         | 1.9%         | <b>3.8%</b>   |
| No contesto  | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| <b>Total</b> | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Número de Acompañantes

| Concepto     | Mujer        | Hombre       | No Contesto  | Total         |
|--------------|--------------|--------------|--------------|---------------|
| Uno          | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| Dos          | 5.7%         | 17.0%        | 9.4%         | <b>32.1%</b>  |
| Tres         | 1.9%         | 9.4%         | 0.0%         | <b>11.3%</b>  |
| Cuatro       | 11.3%        | 3.8%         | 0.0%         | <b>15.1%</b>  |
| Cinco        | 5.7%         | 7.5%         | 1.9%         | <b>15.1%</b>  |
| Seis         | 3.8%         | 7.5%         | 0.0%         | <b>11.3%</b>  |
| Siete        | 1.9%         | 5.7%         | 0.0%         | <b>7.5%</b>   |
| Ocho         | 1.9%         | 1.9%         | 0.0%         | <b>3.8%</b>   |
| No contesto  | 0.0%         | 0.0%         | 1.9%         | <b>1.9%</b>   |
| <b>Total</b> | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Medio de Transporte Utilizado

| Concepto         | Mujer        | Hombre       | No Contesto  | Total         |
|------------------|--------------|--------------|--------------|---------------|
| Automóvil        | 32.1%        | 47.2%        | 7.5%         | <b>86.8%</b>  |
| Autobús de línea | 0.0%         | 5.7%         | 1.9%         | <b>7.5%</b>   |
| Autobús rentado  | 0.0%         | 0.0%         | 3.8%         | <b>3.8%</b>   |
| No contestó      | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| <b>Total</b>     | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Gasto Promedio en Hospedaje

| Concepto        | Mujer        | Hombre       | No Contesto  | Total         |
|-----------------|--------------|--------------|--------------|---------------|
| 300 a 400 pesos | 1.9%         | 5.7%         | 3.8%         | <b>11.3%</b>  |
| 401 a 550 pesos | 5.7%         | 1.9%         | 0.0%         | <b>7.5%</b>   |
| 551 a 700 pesos | 1.9%         | 9.4%         | 3.8%         | <b>15.1%</b>  |
| 701 a 850 pesos | 1.9%         | 5.7%         | 0.0%         | <b>7.5%</b>   |
| No contesto     | 22.6%        | 30.2%        | 5.7%         | <b>58.5%</b>  |
| <b>Total</b>    | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Gasto Promedio en Compras

| Concepto           | Mujer        | Hombre       | No Contesto  | Total         |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 5.7%         | 5.7%         | 0.0%         | <b>11.3%</b>  |
| De 201 a 250 pesos | 13.2%        | 17.0%        | 0.0%         | <b>30.2%</b>  |
| De 251 a 300 pesos | 3.8%         | 11.3%        | 0.0%         | <b>15.1%</b>  |
| De 301 a 400 pesos | 0.0%         | 1.9%         | 1.9%         | <b>3.8%</b>   |
| De 401 a 500 pesos | 0.0%         | 1.9%         | 1.9%         | <b>3.8%</b>   |
| Más de 500 pesos   | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| No contesto        | 11.3%        | 13.2%        | 9.4%         | <b>34.0%</b>  |
| <b>Total</b>       | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Gasto Promedio en Alimentos y Bebidas

| Concepto           | Mujer        | Hombre       | No Contesto  | Total         |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 1.9%         | 0.0%         | 3.8%         | <b>5.7%</b>   |
| De 201 a 250 pesos | 7.5%         | 13.2%        | 0.0%         | <b>20.8%</b>  |
| De 251 a 300 pesos | 11.3%        | 15.1%        | 0.0%         | <b>26.4%</b>  |
| De 301 a 400 pesos | 0.0%         | 7.5%         | 1.9%         | <b>9.4%</b>   |
| De 401 a 500 pesos | 0.0%         | 1.9%         | 1.9%         | <b>3.8%</b>   |
| No contesto        | 13.2%        | 15.1%        | 5.7%         | <b>34.0%</b>  |
| <b>Total</b>       | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Gasto Promedio en Souvenirs

| Concepto           | Mujer        | Hombre       | No Contesto  | Total         |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| De 201 a 250 pesos | 3.8%         | 3.8%         | 0.0%         | <b>7.5%</b>   |
| De 251 a 300 pesos | 0.0%         | 0.0%         | 1.9%         | <b>1.9%</b>   |
| De 301 a 400 pesos | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| De 401 a 500 pesos | 0.0%         | 0.0%         | 1.9%         | <b>1.9%</b>   |
| No contesto        | 28.3%        | 47.2%        | 9.4%         | <b>84.9%</b>  |
| <b>Total</b>       | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Gasto Promedio en Transportación Local

| Concepto           | Mujer        | Hombre       | No Contesto  | Total         |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 0.0%         | 1.9%         | 1.9%         | <b>3.8%</b>   |
| De 201 a 250 pesos | 1.9%         | 0.0%         | 1.9%         | <b>3.8%</b>   |
| Más de 500 pesos   | 0.0%         | 0.0%         | 1.9%         | <b>1.9%</b>   |
| No contesto        | 32.1%        | 50.9%        | 7.5%         | <b>90.6%</b>  |
| <b>Total</b>       | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Gasto Promedio en Gasolina

| Concepto           | Mujer        | Hombre       | No Contesto  | Total         |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 0.0%         | 1.9%         | 1.9%         | <b>3.8%</b>   |
| De 201 a 250 pesos | 5.7%         | 9.4%         | 0.0%         | <b>15.1%</b>  |
| De 251 a 300 pesos | 9.4%         | 17.0%        | 0.0%         | <b>26.4%</b>  |
| De 301 a 400 pesos | 1.9%         | 3.8%         | 0.0%         | <b>5.7%</b>   |
| Más de 500 pesos   | 0.0%         | 5.7%         | 1.9%         | <b>7.5%</b>   |
| No contesto        | 17.0%        | 15.1%        | 9.4%         | <b>41.5%</b>  |
| <b>Total</b>       | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Razón Principal de Viaje a la Región

| Concepto            | Mujer        | Hombre       | No Contesto  | Total         |
|---------------------|--------------|--------------|--------------|---------------|
| Vacaciones          | 8.2%         | 11.9%        | 3.8%         | <b>23.9%</b>  |
| Visita a familiares | 4.4%         | 1.9%         | 0.0%         | <b>6.3%</b>   |
| Turismo de Aventura | 0.6%         | 3.8%         | 0.0%         | <b>4.4%</b>   |
| Naturaleza          | 0.6%         | 2.5%         | 0.6%         | <b>3.8%</b>   |
| Ecoturismo          | 0.6%         | 2.5%         | 0.0%         | <b>3.1%</b>   |
| Compra artesanías   | 1.3%         | 0.6%         | 0.6%         | <b>2.5%</b>   |
| Cultural            | 1.3%         | 0.6%         | 0.0%         | <b>1.9%</b>   |
| Negocios            | 0.0%         | 1.3%         | 0.0%         | <b>1.3%</b>   |
| Gastronómico        | 0.0%         | 1.3%         | 0.0%         | <b>1.3%</b>   |
| Salud               | 0.0%         | 0.6%         | 0.0%         | <b>0.6%</b>   |
| Religioso           | 0.0%         | 0.0%         | 0.6%         | <b>0.6%</b>   |
| Otros               | 0.6%         | 2.5%         | 0.0%         | <b>3.1%</b>   |
| No Contesto         | 16.4%        | 23.3%        | 7.5%         | <b>47.2%</b>  |
| <b>Total</b>        | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Con que sitios compararía la Región

| Concepto                  | Mujer        | Hombre       | No Contesto  | Total         |
|---------------------------|--------------|--------------|--------------|---------------|
| Chiapas                   | 0.0%         | 1.9%         | 1.9%         | <b>3.8%</b>   |
| Tamasopo, S.L.P.          | 0.9%         | 0.9%         | 0.0%         | <b>1.9%</b>   |
| Querétaro, Oro.           | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Aquismón, S.L.P.          | 0.0%         | 0.9%         | 0.0%         | <b>0.9%</b>   |
| Veracruz                  | 0.0%         | 0.0%         | 0.9%         | <b>0.9%</b>   |
| Xilitla, S.L.P.           | 0.0%         | 0.9%         | 0.0%         | <b>0.9%</b>   |
| Monterrey, N. L.          | 0.9%         | 0.0%         | 0.0%         | <b>0.9%</b>   |
| Morelos                   | 0.0%         | 0.9%         | 0.0%         | <b>0.9%</b>   |
| Michoacán                 | 0.0%         | 0.9%         | 0.0%         | <b>0.9%</b>   |
| Cola de caballo, N. L.    | 0.9%         | 0.0%         | 0.0%         | <b>0.9%</b>   |
| Cuernavaca, Mor.          | 0.0%         | 0.9%         | 0.0%         | <b>0.9%</b>   |
| Axtla de Terrazas, S.L.P. | 0.0%         | 0.9%         | 0.0%         | <b>0.9%</b>   |
| Mazamitla, Jal.           | 0.0%         | 0.0%         | 0.9%         | <b>0.9%</b>   |
| Biosfera del cielo, Tams. | 0.0%         | 0.9%         | 0.0%         | <b>0.9%</b>   |
| No Contesto               | 31.1%        | 41.5%        | 9.4%         | <b>82.1%</b>  |
| <b>Total</b>              | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Razones de Comparación con la Región

| Concepto            | Mujer        | Hombre       | No Contesto  | Total         |
|---------------------|--------------|--------------|--------------|---------------|
| Naturaleza / Cuevas | 1.9%         | 1.9%         | 1.9%         | <b>5.7%</b>   |
| Lugar Único         | 0.9%         | 0.0%         | 0.0%         | <b>0.9%</b>   |
| Pueblos Mágicos     | 0.9%         | 0.0%         | 0.0%         | <b>0.9%</b>   |
| No contesto         | 30.2%        | 50.9%        | 11.3%        | <b>92.5%</b>  |
| <b>Total</b>        | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |



## Actividades que podrían desarrollarse

| Concepto                     | Mujer        | Hombre       | No Contesto  | Total         |
|------------------------------|--------------|--------------|--------------|---------------|
| Carreras/caminatas           | 1.9%         | 3.8%         | 1.9%         | <b>7.5%</b>   |
| Ninguno                      | 3.8%         | 1.9%         | 0.0%         | <b>5.7%</b>   |
| Ecoturismo                   | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Fotografía                   | 0.0%         | 3.8%         | 0.0%         | <b>3.8%</b>   |
| Espectáculo de Gastronomía   | 1.9%         | 1.9%         | 0.0%         | <b>3.8%</b>   |
| Tirolesa                     | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Rappel                       | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| Senderismo                   | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| cabalgata                    | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Actividades acuáticas        | 0.0%         | 0.0%         | 1.9%         | <b>1.9%</b>   |
| Guía de turista              | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| Actividades de Turismo Rural | 0.0%         | 0.0%         | 0.0%         | <b>0.0%</b>   |
| Observación de aves          | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| No contesto                  | 22.6%        | 32.1%        | 9.4%         | <b>64.2%</b>  |
| <b>Total</b>                 | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Opinión para Mejorar la Actividad Turística

| Concepto                   | Mujer        | Hombre       | No Contesto  | Total         |
|----------------------------|--------------|--------------|--------------|---------------|
| Infraestructura            | 0.0%         | 5.7%         | 0.0%         | <b>5.7%</b>   |
| Señalética                 | 0.9%         | 2.8%         | 0.9%         | <b>4.7%</b>   |
| Seguridad                  | 2.8%         | 1.9%         | 0.0%         | <b>4.7%</b>   |
| Limpieza                   | 0.9%         | 1.9%         | 1.9%         | <b>4.7%</b>   |
| Promoción                  | 0.9%         | 0.9%         | 0.0%         | <b>1.9%</b>   |
| Difusión                   | 0.0%         | 0.0%         | 0.9%         | <b>0.9%</b>   |
| Organización               | 0.9%         | 0.0%         | 0.0%         | <b>0.9%</b>   |
| Personal Turístico         | 0.0%         | 0.9%         | 0.0%         | <b>0.9%</b>   |
| Más servicios              | 0.0%         | 0.9%         | 0.0%         | <b>0.9%</b>   |
| Transporte                 | 0.9%         | 0.0%         | 0.0%         | <b>0.9%</b>   |
| Más actividades culturales | 0.0%         | 0.9%         | 0.0%         | <b>0.9%</b>   |
| No contestó                | 26.4%        | 36.8%        | 9.4%         | <b>72.6%</b>  |
| <b>Total</b>               | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Medio por el que se enteró o conoce región

| Concepto            | Mujer        | Hombre       | No Contesto  | Total         |
|---------------------|--------------|--------------|--------------|---------------|
| Familiares o amigos | 10.4%        | 16.0%        | 0.9%         | <b>27.4%</b>  |
| Internet            | 3.8%         | 6.6%         | 3.8%         | <b>14.2%</b>  |
| Folletos            | 1.9%         | 1.9%         | 0.9%         | <b>4.7%</b>   |
| Redes Sociales      | 0.9%         | 2.8%         | 0.0%         | <b>3.8%</b>   |
| Agencias de Viajes  | 0.9%         | 0.9%         | 0.9%         | <b>2.8%</b>   |
| Radio               | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Televisión          | 0.0%         | 0.9%         | 0.0%         | <b>0.9%</b>   |
| Otro                | 0.9%         | 0.0%         | 0.0%         | <b>0.9%</b>   |
| No contesto         | 15.1%        | 21.7%        | 6.6%         | <b>43.4%</b>  |
| <b>Total</b>        | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Viajo a través de algún Operador

| Concepto     | Mujer        | Hombre       | No Contesto  | Total         |
|--------------|--------------|--------------|--------------|---------------|
| Si           | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| No           | 9.4%         | 13.2%        | 7.5%         | <b>30.2%</b>  |
| No contesto  | 24.5%        | 37.7%        | 5.7%         | <b>67.9%</b>  |
| <b>Total</b> | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Nombre del Agencia u Operador

| Concepto              | Mujer        | Hombre       | No Contesto  | Total         |
|-----------------------|--------------|--------------|--------------|---------------|
| Expediciones Huasteca | 0.0%         | 0.0%         | 0.0%         | <b>0.0%</b>   |
| Sharet                | 0.0%         | 0.0%         | 0.0%         | <b>0.0%</b>   |
| Aventura Huasteca     | 0.0%         | 0.0%         | 0.0%         | <b>0.0%</b>   |
| México total          | 0.0%         | 0.0%         | 0.0%         | <b>0.0%</b>   |
| No contesto           | 34.0%        | 52.8%        | 13.2%        | <b>100.0%</b> |
| <b>Total</b>          | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Recordación de Publicidad con Imagen

| Concepto     | Mujer        | Hombre       | No Contesto  | Total         |
|--------------|--------------|--------------|--------------|---------------|
| Si           | 18.9%        | 18.9%        | 7.5%         | <b>45.3%</b>  |
| No           | 13.2%        | 30.2%        | 5.7%         | <b>49.1%</b>  |
| No contesto  | 1.9%         | 3.8%         | 0.0%         | <b>5.7%</b>   |
| <b>Total</b> | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Lugar de Recordación de la Publicidad

| Concepto       | Mujer        | Hombre       | No Contesto  | Total         |
|----------------|--------------|--------------|--------------|---------------|
| Folleto        | 9.4%         | 1.9%         | 1.9%         | <b>13.2%</b>  |
| Internet       | 0.0%         | 5.7%         | 3.8%         | <b>9.4%</b>   |
| Televisión     | 3.8%         | 3.8%         | 1.9%         | <b>9.4%</b>   |
| Redes Sociales | 1.9%         | 3.8%         | 0.0%         | <b>5.7%</b>   |
| Revista        | 0.0%         | 3.8%         | 0.0%         | <b>3.8%</b>   |
| Espectaculares | 3.8%         | 0.0%         | 0.0%         | <b>3.8%</b>   |
| Otro           | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| No contesto    | 15.1%        | 32.1%        | 5.7%         | <b>52.8%</b>  |
| <b>Total</b>   | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Lo que más le gustó de la Región

| Concepto                  | Mujer        | Hombre       | No Contesto  | Total         |
|---------------------------|--------------|--------------|--------------|---------------|
| Flora y Fauna             | 7.5%         | 13.2%        | 2.8%         | <b>23.6%</b>  |
| Paisajes / Naturaleza     | 7.5%         | 9.4%         | 3.8%         | <b>20.8%</b>  |
| Hospitalidad de la Gente  | 4.7%         | 11.3%        | 0.0%         | <b>16.0%</b>  |
| Arquitectura              | 3.8%         | 5.7%         | 2.8%         | <b>12.3%</b>  |
| Artesanías                | 1.9%         | 1.9%         | 0.0%         | <b>3.8%</b>   |
| Clima                     | 1.9%         | 1.9%         | 0.0%         | <b>3.8%</b>   |
| Servicio en hoteles       | 0.9%         | 0.9%         | 0.0%         | <b>1.9%</b>   |
| Infraestructura Turística | 0.0%         | 0.0%         | 0.9%         | <b>0.9%</b>   |
| Gastronomía               | 0.9%         | 0.0%         | 0.0%         | <b>0.9%</b>   |
| Servicio en Restaurantes  | 0.0%         | 0.9%         | 0.0%         | <b>0.9%</b>   |
| No contesto               | 4.7%         | 7.5%         | 2.8%         | <b>15.1%</b>  |
| <b>Total</b>              | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Lo que más le disgustó de la Región

| Concepto                 | Mujer        | Hombre       | No Contesto  | Total         |
|--------------------------|--------------|--------------|--------------|---------------|
| Vendedores Ambulantes    | 3.8%         | 7.5%         | 3.8%         | <b>15.1%</b>  |
| Falta de limpieza        | 3.8%         | 1.9%         | 3.8%         | <b>9.4%</b>   |
| Precios                  | 0.9%         | 2.8%         | 2.8%         | <b>6.6%</b>   |
| Tráfico                  | 1.9%         | 4.7%         | 0.0%         | <b>6.6%</b>   |
| Clima                    | 0.9%         | 3.8%         | 0.0%         | <b>4.7%</b>   |
| Servicio taxis           | 1.9%         | 0.9%         | 0.0%         | <b>2.8%</b>   |
| Contaminación            | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Servicio en hoteles      | 0.9%         | 0.9%         | 0.0%         | <b>1.9%</b>   |
| Servicio en restaurantes | 0.9%         | 0.9%         | 0.0%         | <b>1.9%</b>   |
| Otro                     | 2.8%         | 4.7%         | 0.0%         | <b>7.5%</b>   |
| No contesto              | 16.0%        | 22.6%        | 2.8%         | <b>41.5%</b>  |
| <b>Total</b>             | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Impulsar Acciones para renovar Imagen

| Concepto     | Mujer        | Hombre       | No Contesto  | Total         |
|--------------|--------------|--------------|--------------|---------------|
| Si           | 34.0%        | 49.1%        | 11.3%        | <b>94.3%</b>  |
| No           | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| No contesto  | 0.0%         | 1.9%         | 1.9%         | <b>3.8%</b>   |
| <b>Total</b> | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Acciones para Impulsar la Región

| Concepto                   | Mujer        | Hombre       | No Contesto  | Total         |
|----------------------------|--------------|--------------|--------------|---------------|
| Instalar sanitarios        | 13.2%        | 13.2%        | 1.9%         | <b>28.3%</b>  |
| Infraestructura turística  | 9.4%         | 11.3%        | 5.7%         | <b>26.4%</b>  |
| Equipamiento turístico     | 7.5%         | 7.5%         | 0.0%         | <b>15.1%</b>  |
| Promoción y Difusión       | 1.9%         | 9.4%         | 1.9%         | <b>13.2%</b>  |
| Acceso a sitios turísticos | 1.9%         | 7.5%         | 0.0%         | <b>9.4%</b>   |
| Señalética conductiva      | 0.0%         | 0.0%         | 1.9%         | <b>1.9%</b>   |
| No contesto                | 0.0%         | 3.8%         | 1.9%         | <b>5.7%</b>   |
| <b>Total</b>               | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Regresaría al Destino

| Concepto           | Mujer        | Hombre       | No Contesto  | Total         |
|--------------------|--------------|--------------|--------------|---------------|
| Definitivamente sí | 22.6%        | 39.6%        | 7.5%         | <b>69.8%</b>  |
| Probablemente sí   | 9.4%         | 13.2%        | 3.8%         | <b>26.4%</b>  |
| Definitivamente no | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| No Contesto        | 0.0%         | 0.0%         | 1.9%         | <b>1.9%</b>   |
| <b>Total</b>       | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Recomendaría el Destino

| Concepto           | Mujer        | Hombre       | No Contesto  | Total         |
|--------------------|--------------|--------------|--------------|---------------|
| Definitivamente sí | 26.4%        | 43.4%        | 7.5%         | <b>77.4%</b>  |
| Probablemente sí   | 7.5%         | 9.4%         | 3.8%         | <b>20.8%</b>  |
| No Contesto        | 0.0%         | 0.0%         | 1.9%         | <b>1.9%</b>   |
| <b>Total</b>       | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Ciudad de Origen

| Concepto                | Mujer        | Hombre       | No Contesto  | Total         |
|-------------------------|--------------|--------------|--------------|---------------|
| México, D.F.            | 3.8%         | 5.7%         | 0.0%         | <b>9.4%</b>   |
| San Luis Potosí, S.L.P. | 3.8%         | 3.8%         | 0.0%         | <b>7.5%</b>   |
| Tampico, Tams.          | 3.8%         | 3.8%         | 0.0%         | <b>7.5%</b>   |
| Monterrey, N.L.         | 3.8%         | 1.9%         | 1.9%         | <b>7.5%</b>   |
| Querétaro, Oro.         | 0.0%         | 7.5%         | 0.0%         | <b>7.5%</b>   |
| Guadalajara, Jal.       | 3.8%         | 1.9%         | 0.0%         | <b>5.7%</b>   |
| Pachuca, Hgo.           | 0.0%         | 1.9%         | 3.8%         | <b>5.7%</b>   |
| Aguascalientes, Ags.    | 1.9%         | 1.9%         | 0.0%         | <b>3.8%</b>   |
| Tamazunchale, S.L.P.    | 0.0%         | 3.8%         | 0.0%         | <b>3.8%</b>   |
| Mazatlán, Sin.          | 0.0%         | 1.9%         | 1.9%         | <b>3.8%</b>   |
| Ciudad Valles, S.L.P.   | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| Ciudad Victoria, Tams.  | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Ciudad Mante, Tams.     | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Saltillo, Coah.         | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Guanajuato, Gto.        | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Morelia, Mich.          | 0.0%         | 0.0%         | 1.9%         | <b>1.9%</b>   |
| Cuernavaca, Mor.        | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Tepec, Nay.             | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Jalapa, Ver.            | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| Dallas, Texas           | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| Puebla, Pue.            | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| Tuxpan, Ver.            | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| No Contesto             | 3.8%         | 7.5%         | 3.8%         | <b>15.1%</b>  |
| <b>Total</b>            | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Estado de Origen del Entrevistado

| Concepto            | Mujer        | Hombre       | No Contesto  | Total         |
|---------------------|--------------|--------------|--------------|---------------|
| San Luis Potosí     | 5.7%         | 7.5%         | 0.0%         | <b>13.2%</b>  |
| Tamaulipas          | 1.9%         | 7.5%         | 0.0%         | <b>9.4%</b>   |
| Nuevo León          | 3.8%         | 3.8%         | 1.9%         | <b>9.4%</b>   |
| Distrito Federal    | 3.8%         | 5.7%         | 0.0%         | <b>9.4%</b>   |
| Querétaro           | 0.0%         | 7.5%         | 0.0%         | <b>7.5%</b>   |
| Jalisco             | 3.8%         | 1.9%         | 0.0%         | <b>5.7%</b>   |
| Hidalgo             | 0.0%         | 1.9%         | 3.8%         | <b>5.7%</b>   |
| Puebla              | 3.8%         | 0.0%         | 1.9%         | <b>5.7%</b>   |
| Guanajuato          | 0.0%         | 3.8%         | 0.0%         | <b>3.8%</b>   |
| Veracruz            | 3.8%         | 0.0%         | 0.0%         | <b>3.8%</b>   |
| Aguascalientes      | 1.9%         | 1.9%         | 0.0%         | <b>3.8%</b>   |
| Coahuila            | 1.9%         | 1.9%         | 0.0%         | <b>3.8%</b>   |
| Michoacán           | 0.0%         | 0.0%         | 3.8%         | <b>3.8%</b>   |
| Sinaloa             | 0.0%         | 1.9%         | 1.9%         | <b>3.8%</b>   |
| Estados Unidos      | 1.9%         | 0.0%         | 0.0%         | <b>1.9%</b>   |
| Baja California Sur | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Morelos             | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| Nayarit             | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| No contesto         | 1.9%         | 1.9%         | 0.0%         | <b>3.8%</b>   |
| <b>Total</b>        | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Edad Promedio de los Entrevistados

| Concepto        | Mujer        | Hombre       | No Contesto  | Total         |
|-----------------|--------------|--------------|--------------|---------------|
| De 18 a 24 años | 5.7%         | 1.9%         | 0.0%         | <b>7.5%</b>   |
| De 25 a 31 años | 11.3%        | 24.5%        | 3.8%         | <b>39.6%</b>  |
| De 32 a 38 años | 7.5%         | 13.2%        | 1.9%         | <b>22.6%</b>  |
| De 39 a 45 años | 5.7%         | 9.4%         | 0.0%         | <b>15.1%</b>  |
| De 46 a 51 años | 0.0%         | 1.9%         | 3.8%         | <b>5.7%</b>   |
| De 52 a 59 años | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| No Contesto     | 3.8%         | 0.0%         | 3.8%         | <b>7.5%</b>   |
| <b>Total</b>    | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |

## Ocupación de los Entrevistados

| Concepto                    | Mujer        | Hombre       | No Contesto  | Total         |
|-----------------------------|--------------|--------------|--------------|---------------|
| Empleado                    | 5.7%         | 24.5%        | 3.8%         | <b>34.0%</b>  |
| Hogar                       | 13.2%        | 0.0%         | 0.0%         | <b>13.2%</b>  |
| Ejecutivo / Gerente         | 1.9%         | 3.8%         | 1.9%         | <b>7.5%</b>   |
| Comerciante                 | 3.8%         | 3.8%         | 0.0%         | <b>7.5%</b>   |
| Estudiante                  | 3.8%         | 1.9%         | 0.0%         | <b>5.7%</b>   |
| Empresario                  | 0.0%         | 5.7%         | 0.0%         | <b>5.7%</b>   |
| Profesionista independiente | 1.9%         | 1.9%         | 0.0%         | <b>3.8%</b>   |
| Técnico                     | 0.0%         | 1.9%         | 0.0%         | <b>1.9%</b>   |
| No Contesto                 | 3.8%         | 9.4%         | 7.5%         | <b>20.8%</b>  |
| <b>Total</b>                | <b>34.0%</b> | <b>52.8%</b> | <b>13.2%</b> | <b>100.0%</b> |



# Perfil del Visitante

## Pueblo Mágico de Xilitla, S.L.P.

Verano 2014

