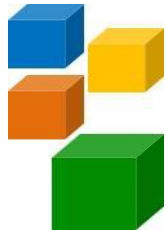


Perfil del Visitante Verano 2017

Región Altiplano



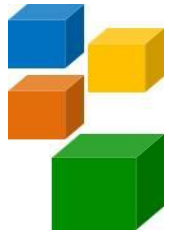


Metodología Perfil del Visitante

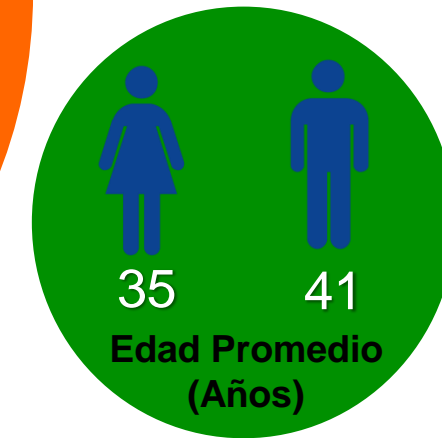
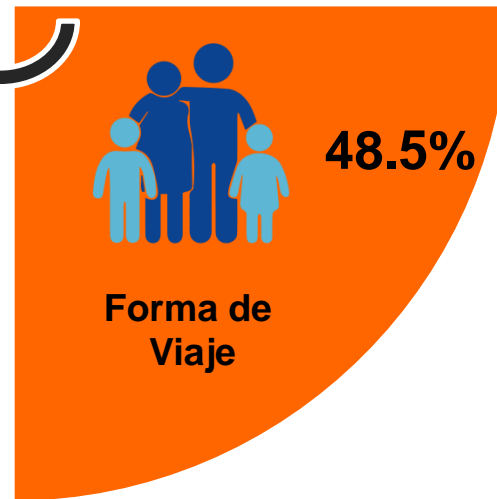
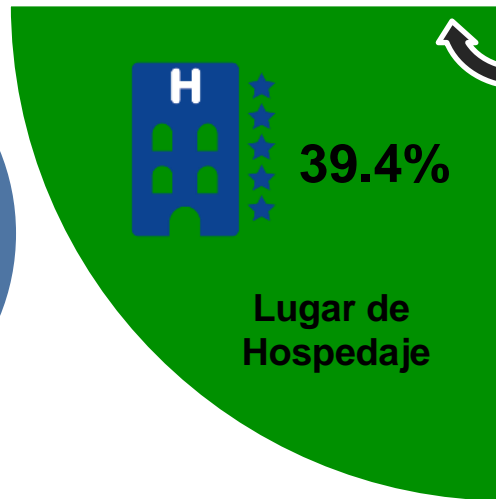
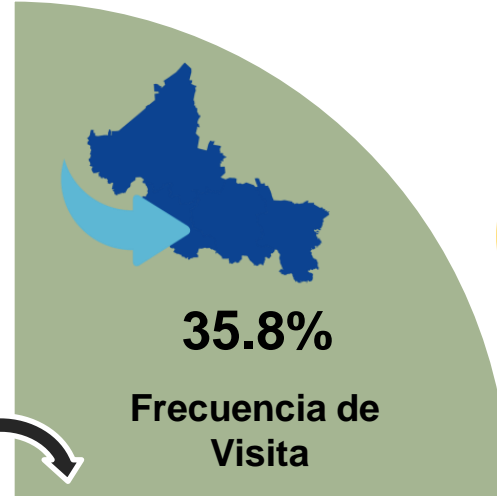
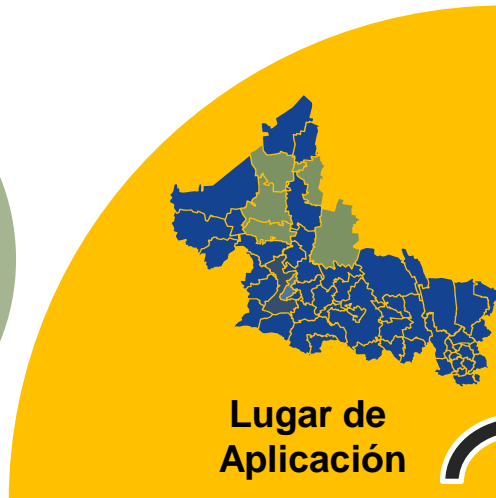
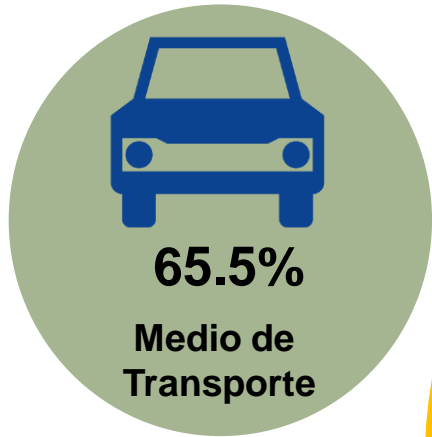
Con el objeto de determinar el Perfil del Visitante y conocer la experiencia durante su estancia en la Región, se llevó a cabo un levantamiento de 495 encuestas.

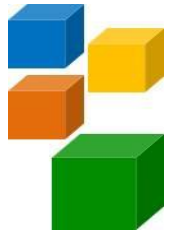
Las entrevistas se levantaron durante el mes de Julio y Agosto en los principales sitios turísticos de la región y fueron contestadas directamente por los visitantes.

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

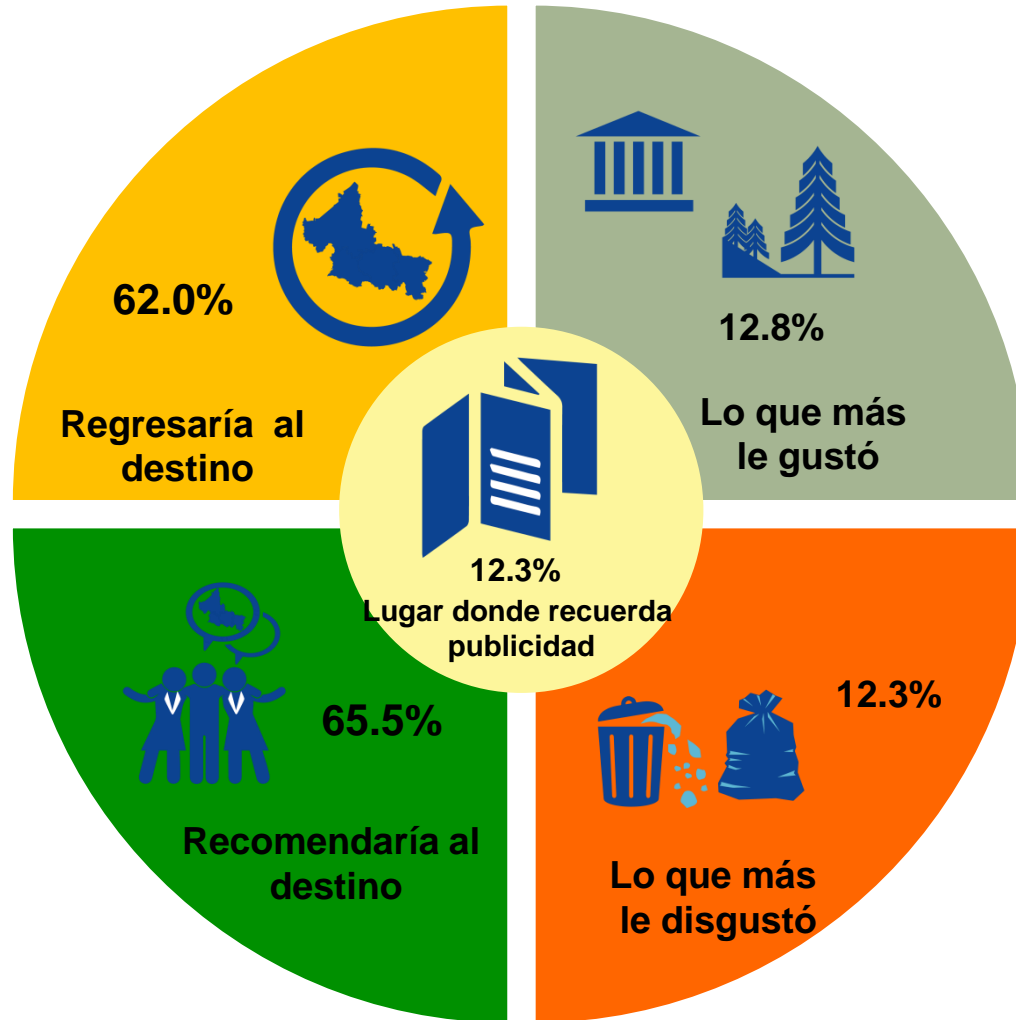


Resumen

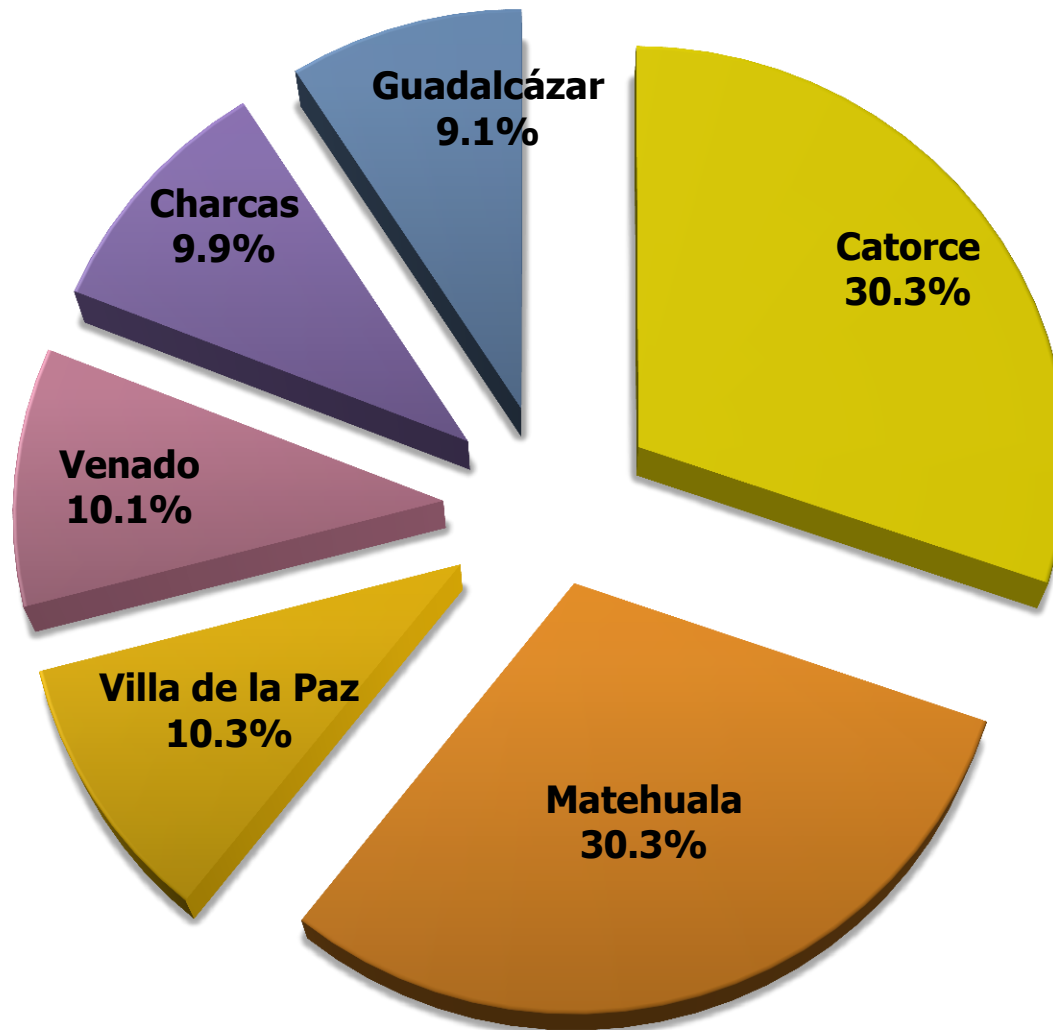


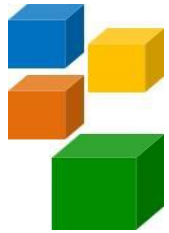


Resumen



Lugar de Levantamiento de Encuestas

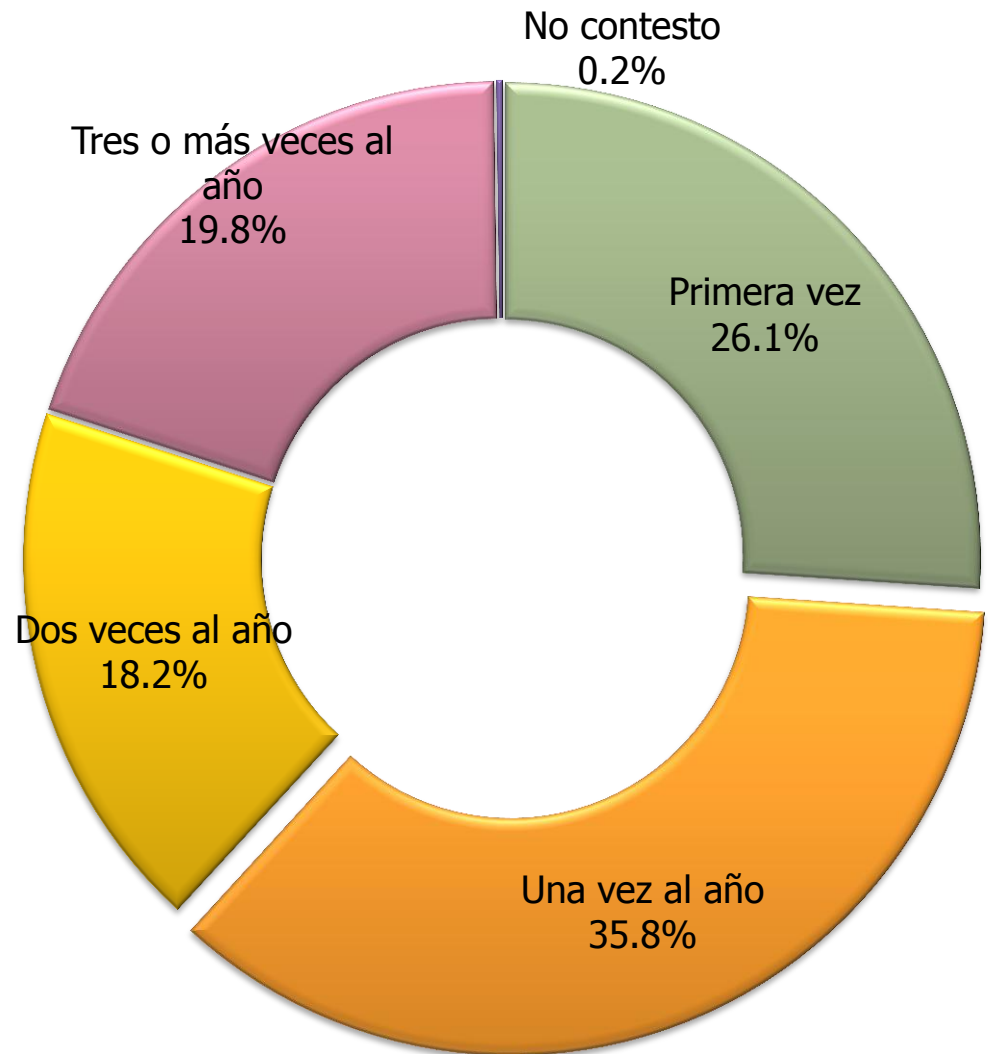




Frecuencia de Visita a la Región

Un alto porcentaje es turismo repetitivo y representa el 73.7%

Visitan por primera vez la región el 26.1%

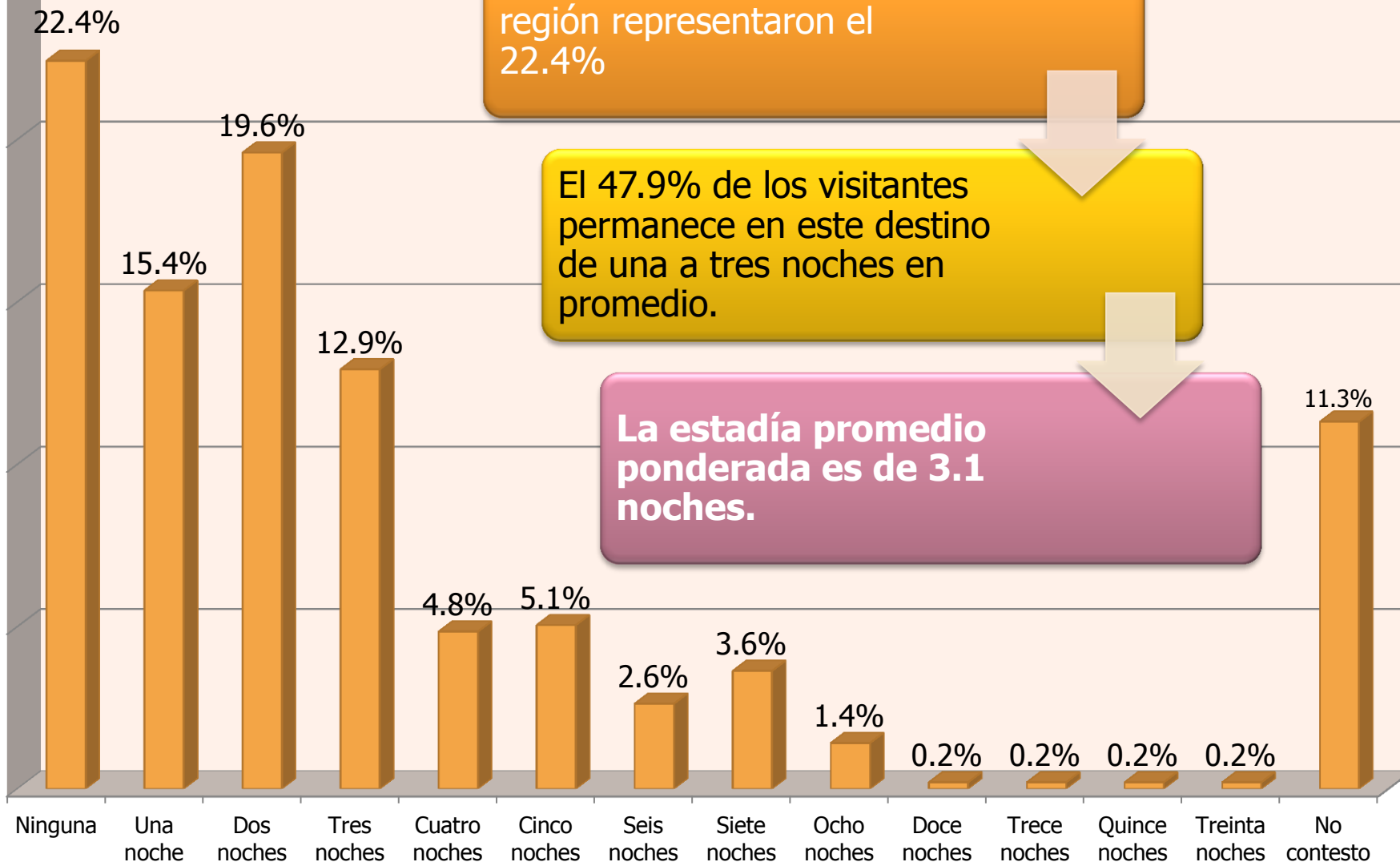


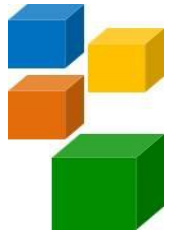
Noches de Estadía

Los excursionistas a esta región representaron el 22.4%

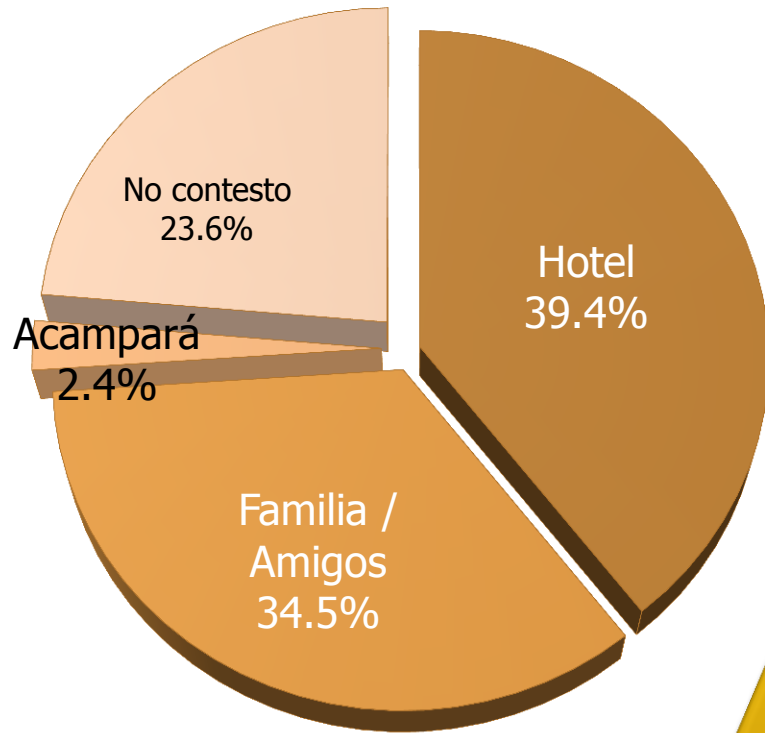
El 47.9% de los visitantes permanece en este destino de una a tres noches en promedio.

La estadía promedio ponderada es de 3.1 noches.





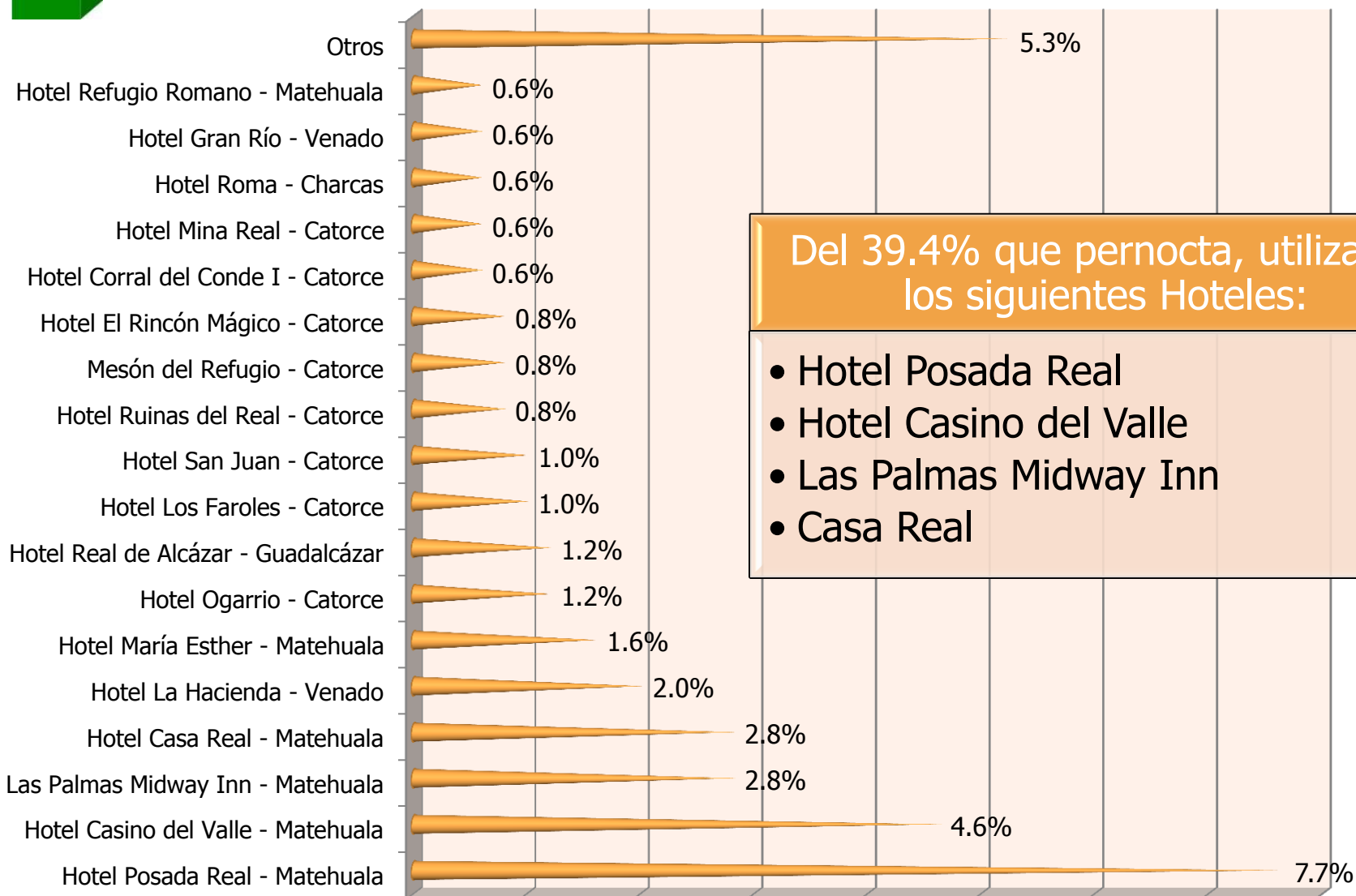
Lugar de Hospedaje del Visitante



Una gran cantidad de los visitantes pernoctan en algún hotel de esta región (39.4%)

El 34.5% prefiere casas de Familiares y amigos

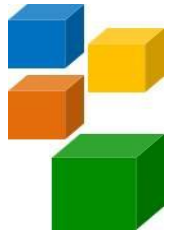
Principales Hoteles de Pernocta del visitante



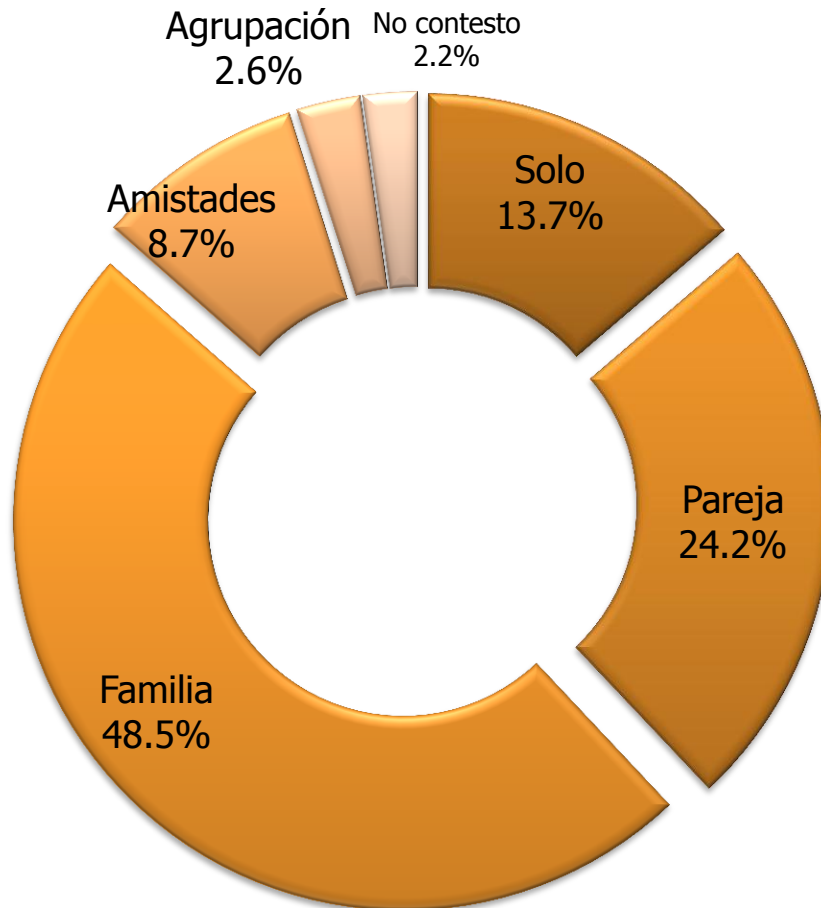
Del 39.4% que pernocta, utilizaron los siguientes Hoteles:

- Hotel Posada Real
- Hotel Casino del Valle
- Las Palmas Midway Inn
- Casa Real

Nota: La diferencia para el 46.5% que se hospedaron en hotel corresponde al No Contesto.



Forma de Viajar del Visitante

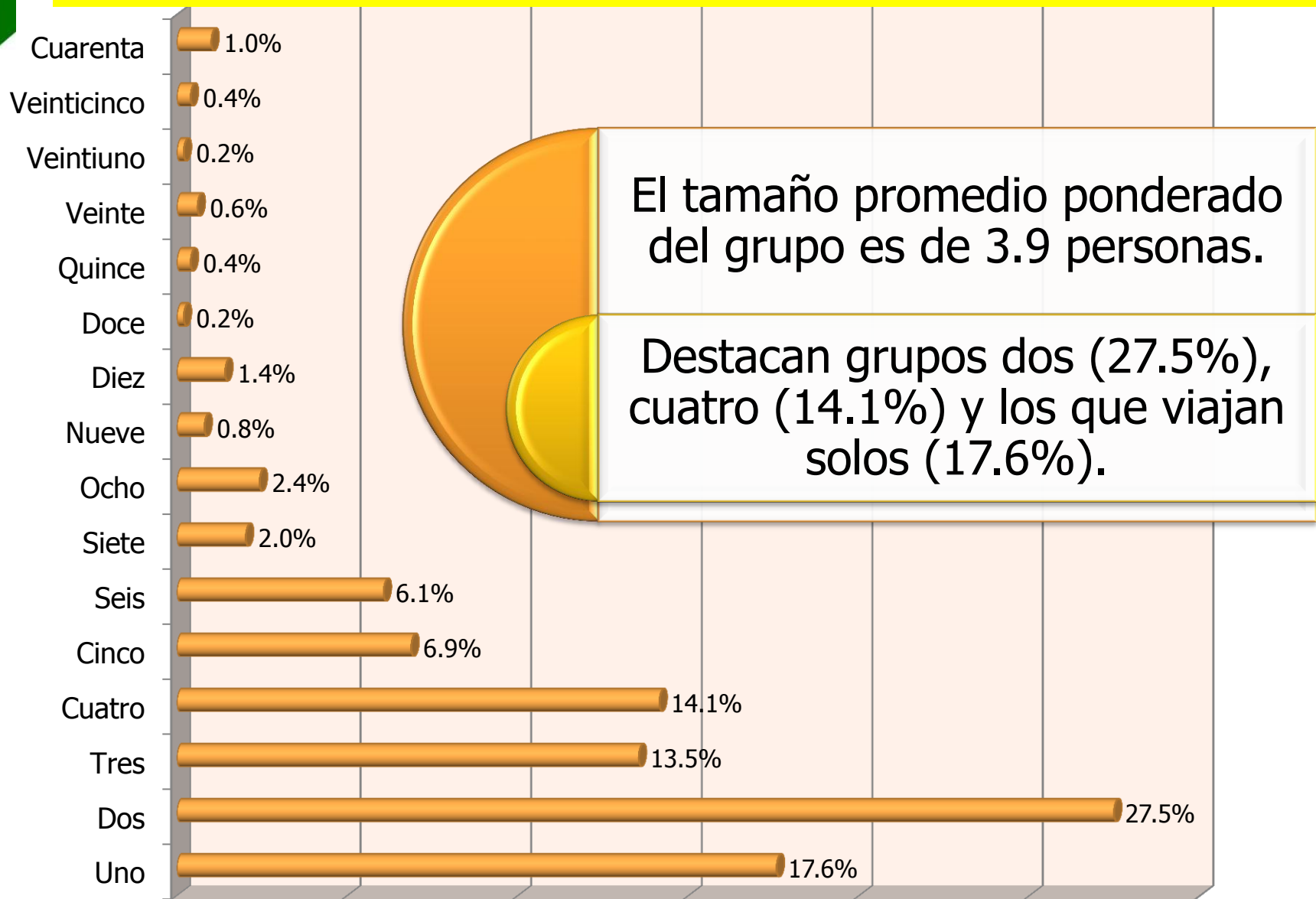


El 48.5% realiza este viaje con su familia.

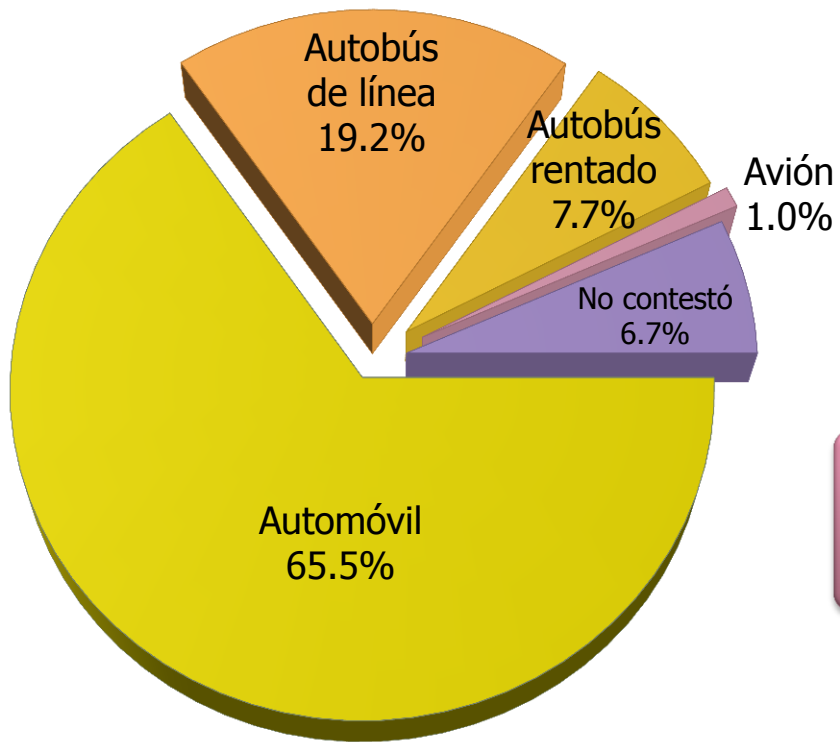
El 24.2% viaja con su pareja

8.7% se acompañó con Amistades

Número de Acompañantes en su Visita



Medio de Transporte Utilizado por el Visitante



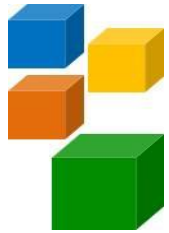
El 65.5% se desplaza a este destino en Automóvil



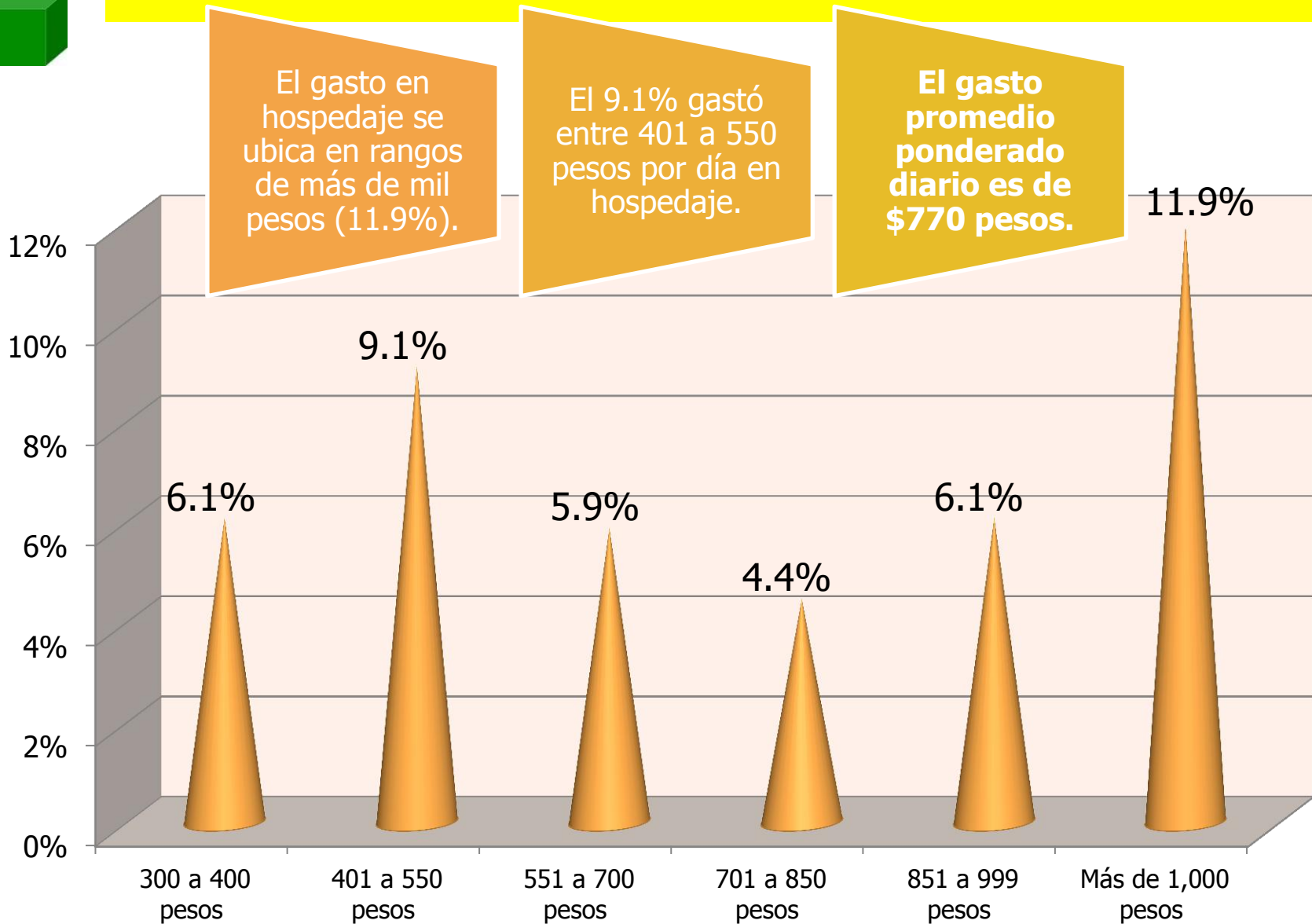
7.7% viajó en autobús rentado



El 19.2% en autobús de línea



Gasto Promedio - Hospedaje



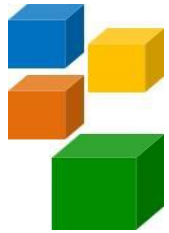
El gasto en hospedaje se ubica en rangos de más de mil pesos (11.9%).

El 9.1% gastó entre 401 a 550 pesos por día en hospedaje.

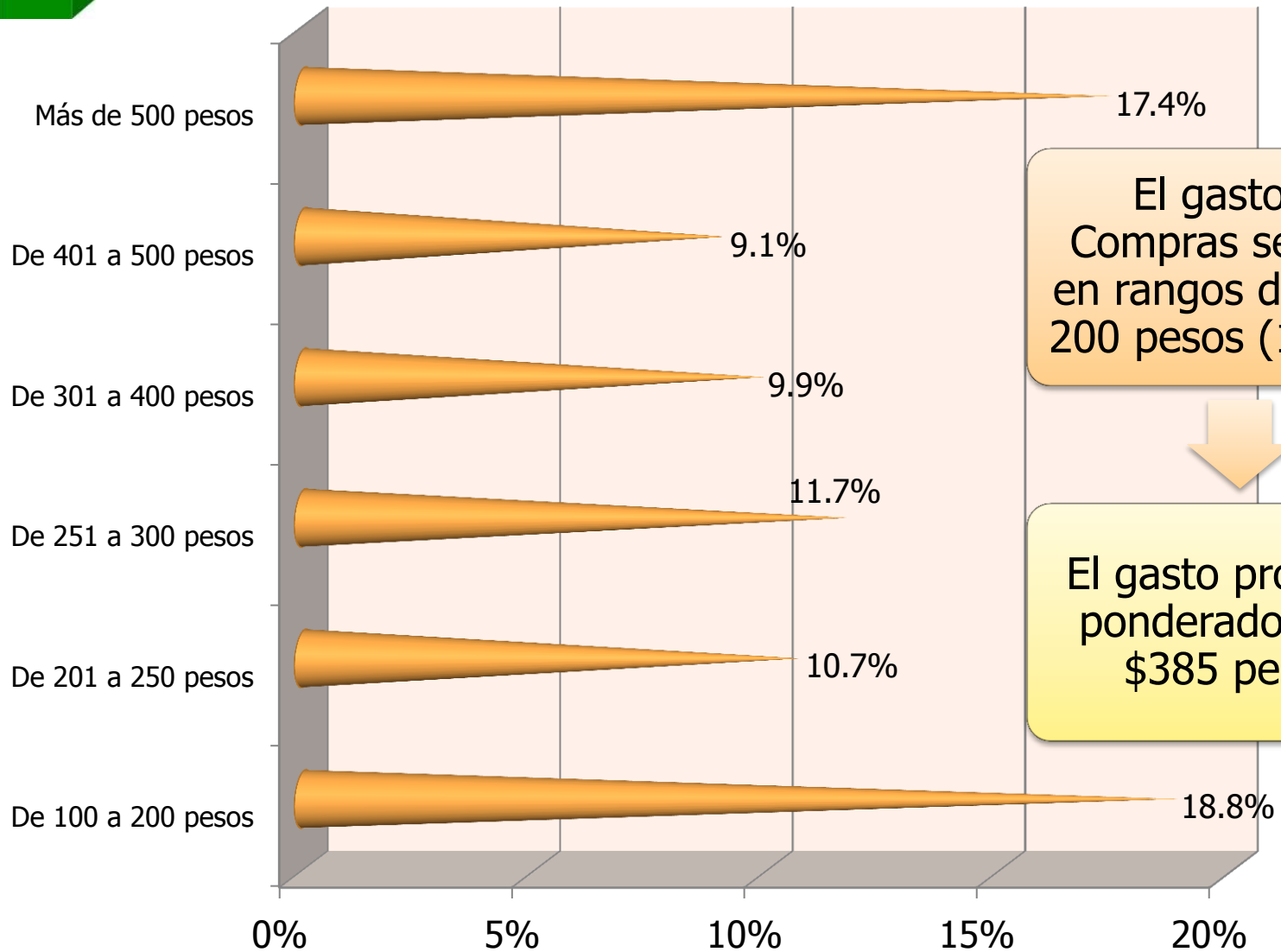
El gasto promedio ponderado diario es de \$770 pesos.

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

Perfil del Visitante Verano 2017 – Altiplano Potosino



Gasto Promedio - Compras



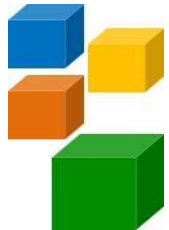
El gasto en Compras se ubica en rangos de 100 a 200 pesos (18.8%).



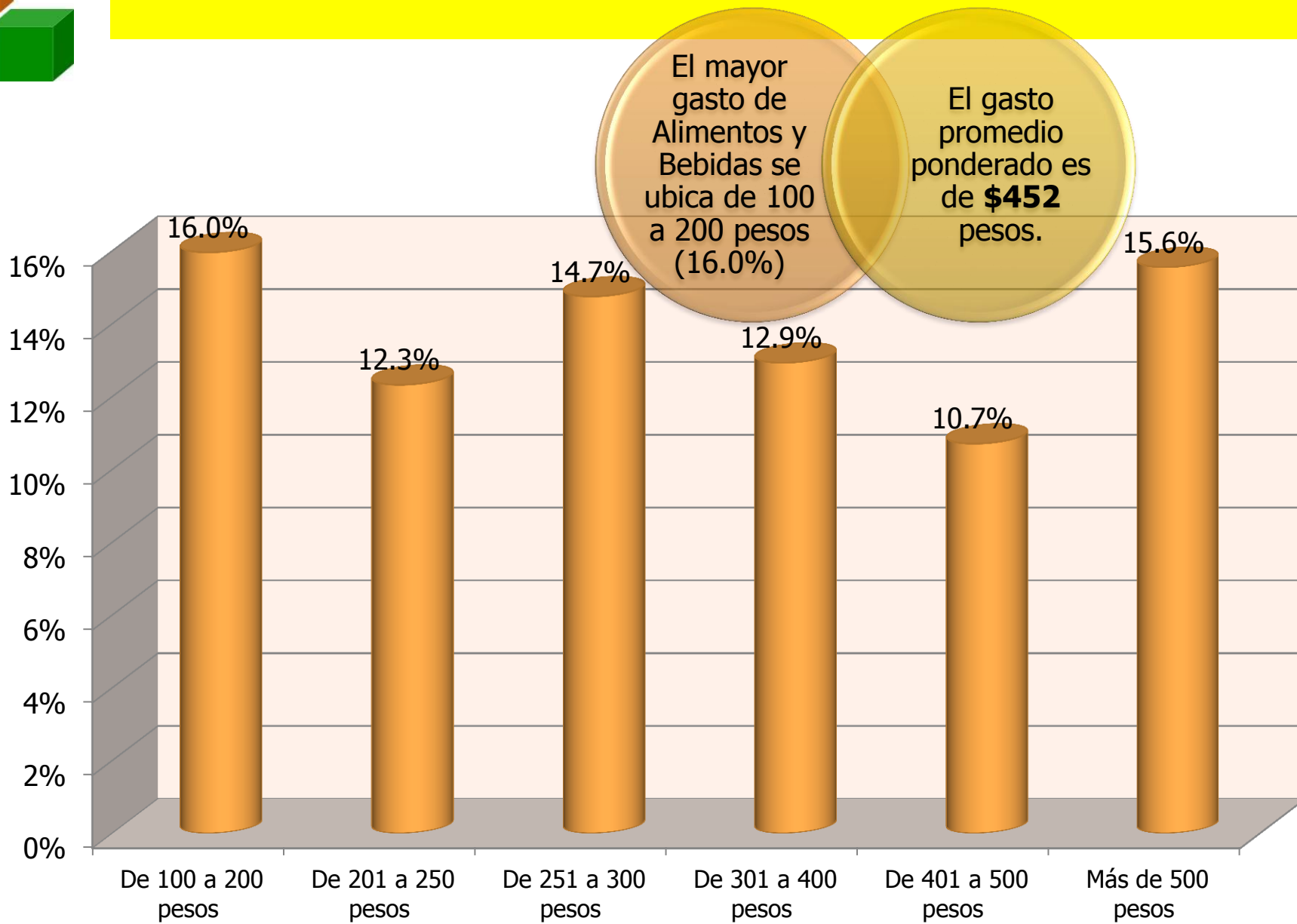
El gasto promedio ponderado es de \$385 pesos.

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

Perfil del Visitante Verano 2017 – Altiplano Potosino



Gasto Promedio – Alimentos y Bebidas



El mayor gasto de Alimentos y Bebidas se ubica de 100 a 200 pesos (16.0%)

El gasto promedio ponderado es de **\$452** pesos.

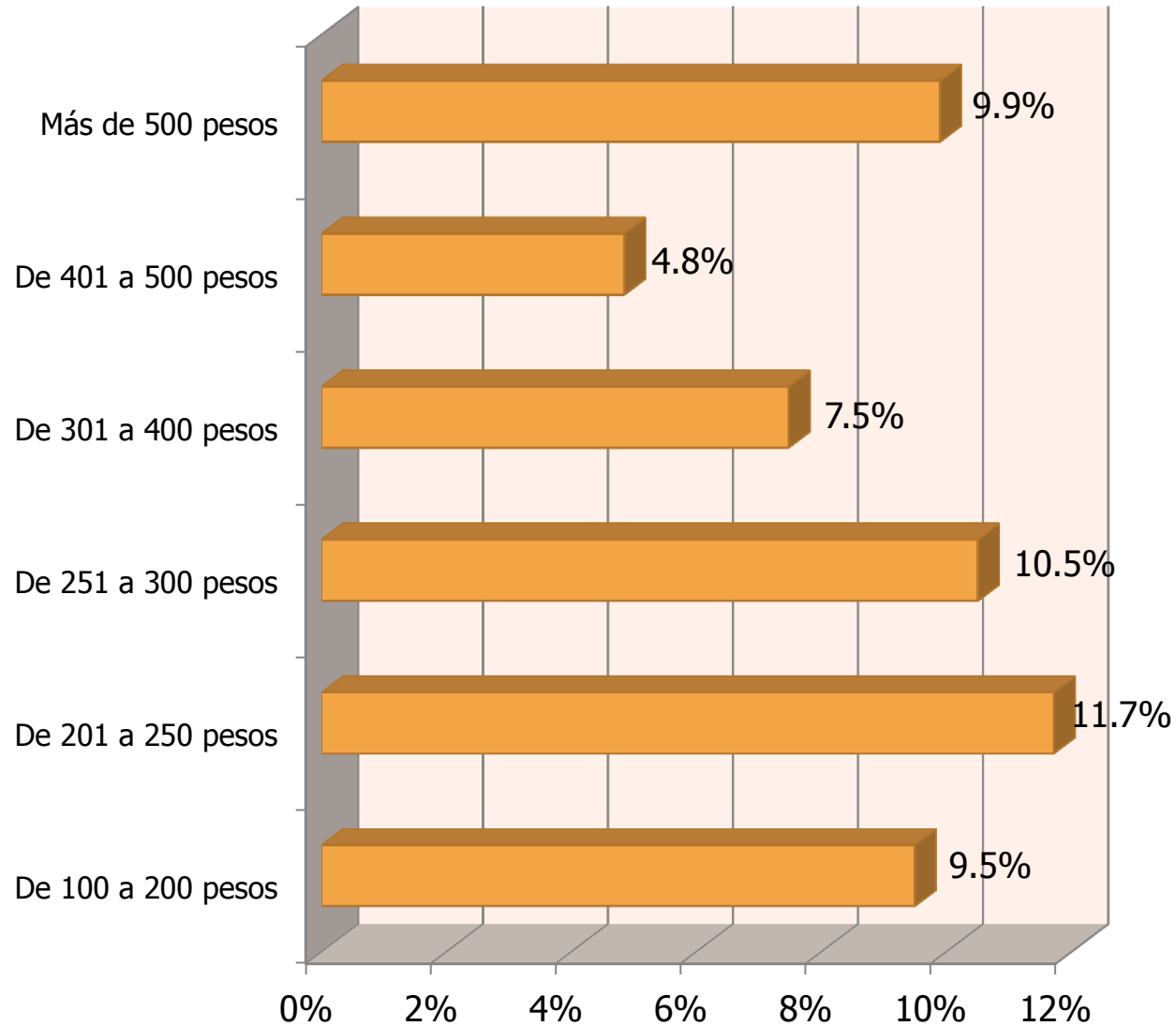
Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Verano 2017 – Altiplano Potosino

Gasto Promedio - Souvenirs

En lo que se refiere a Souvenirs el 11.7% gasto de 200 a 250 pesos.

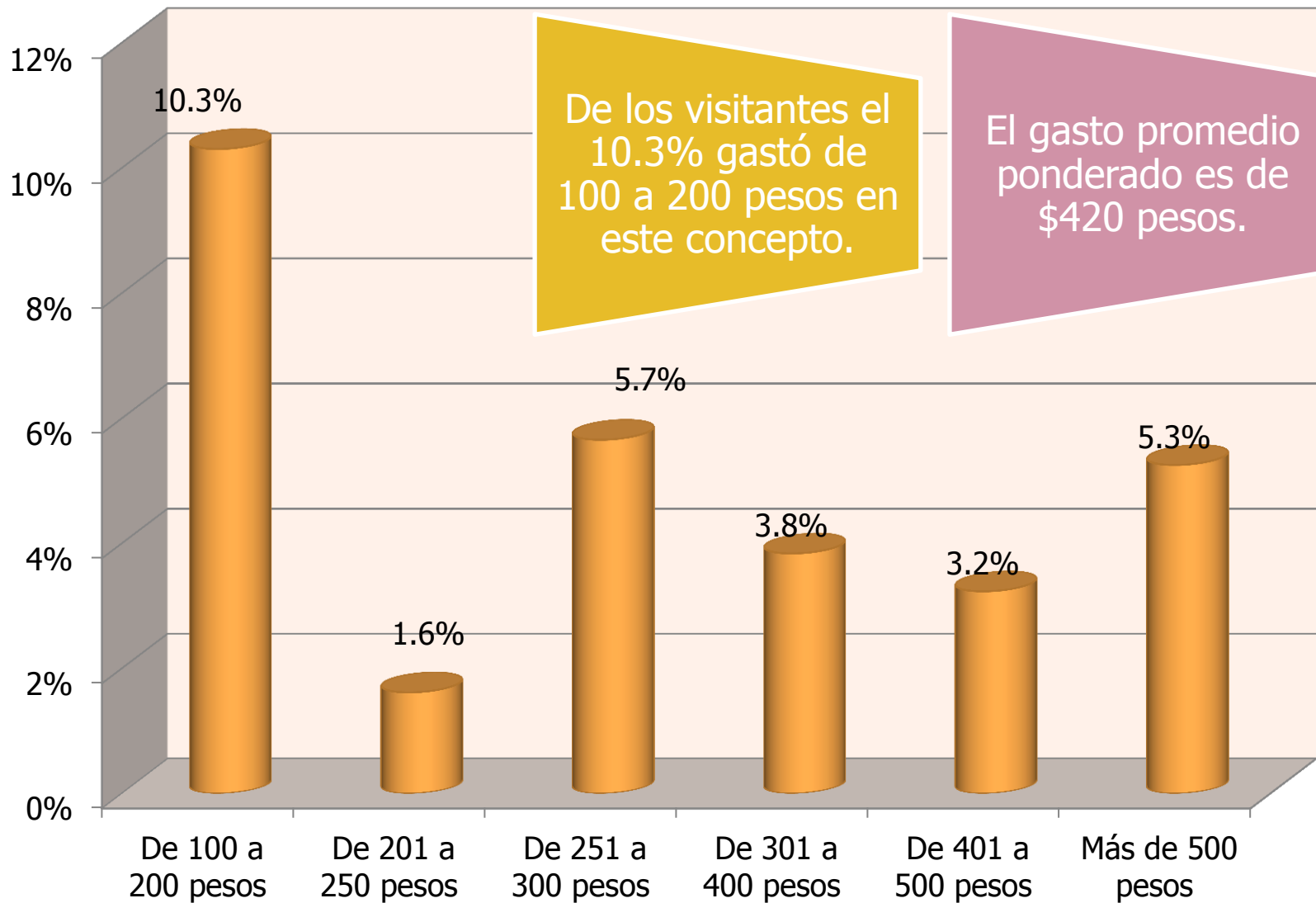
El gasto promedio ponderado es de \$319 pesos.



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

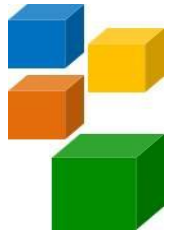
Perfil del Visitante Verano 2017 – Altiplano Potosino

Gasto Promedio – Transportación Local

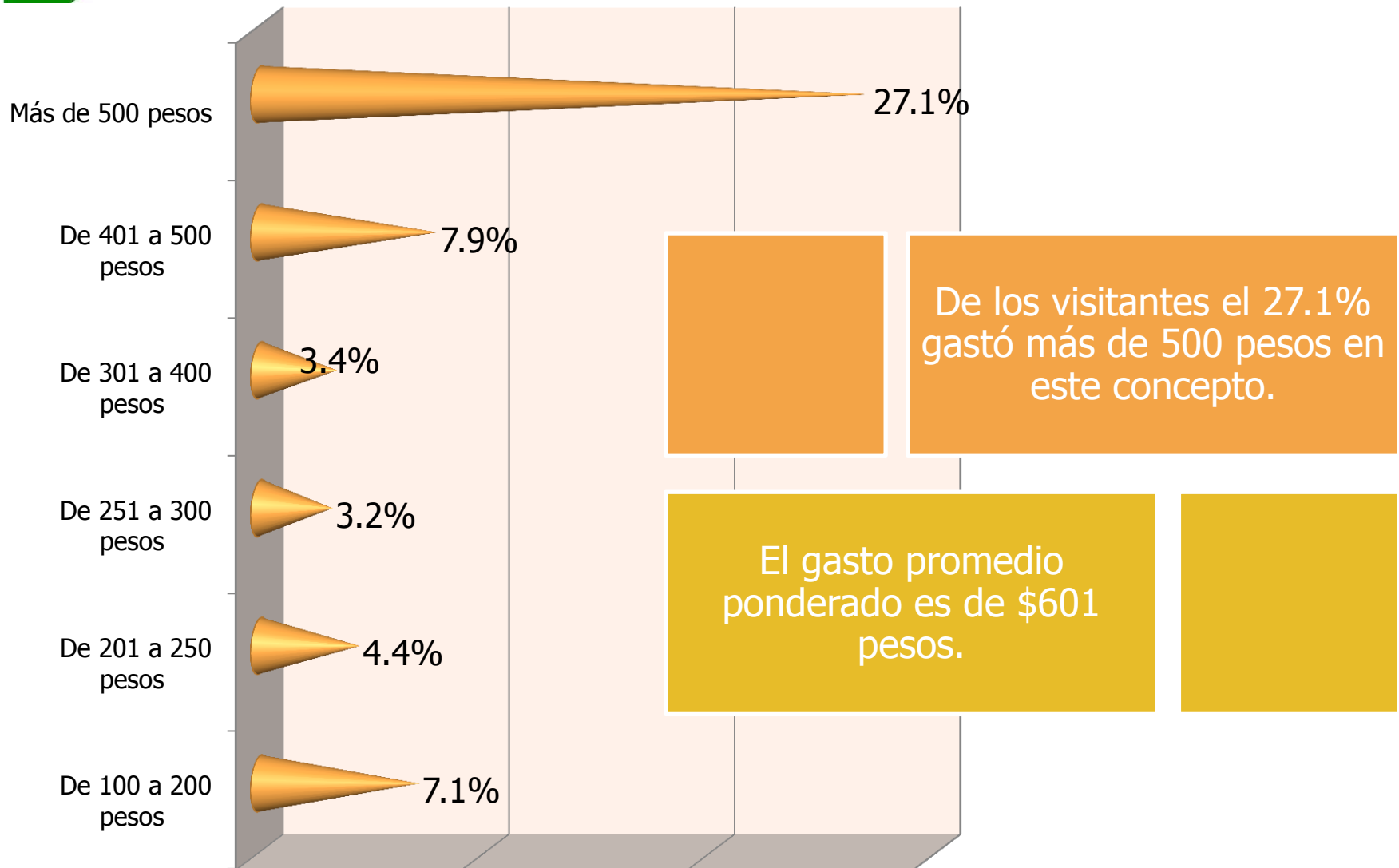


Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Verano 2017 – Altiplano Potosino



Gasto Promedio – Gasolina

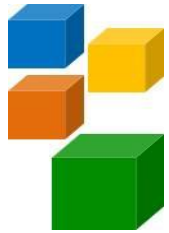


Nota: La diferencia para el 100% corresponde al No Contesto.

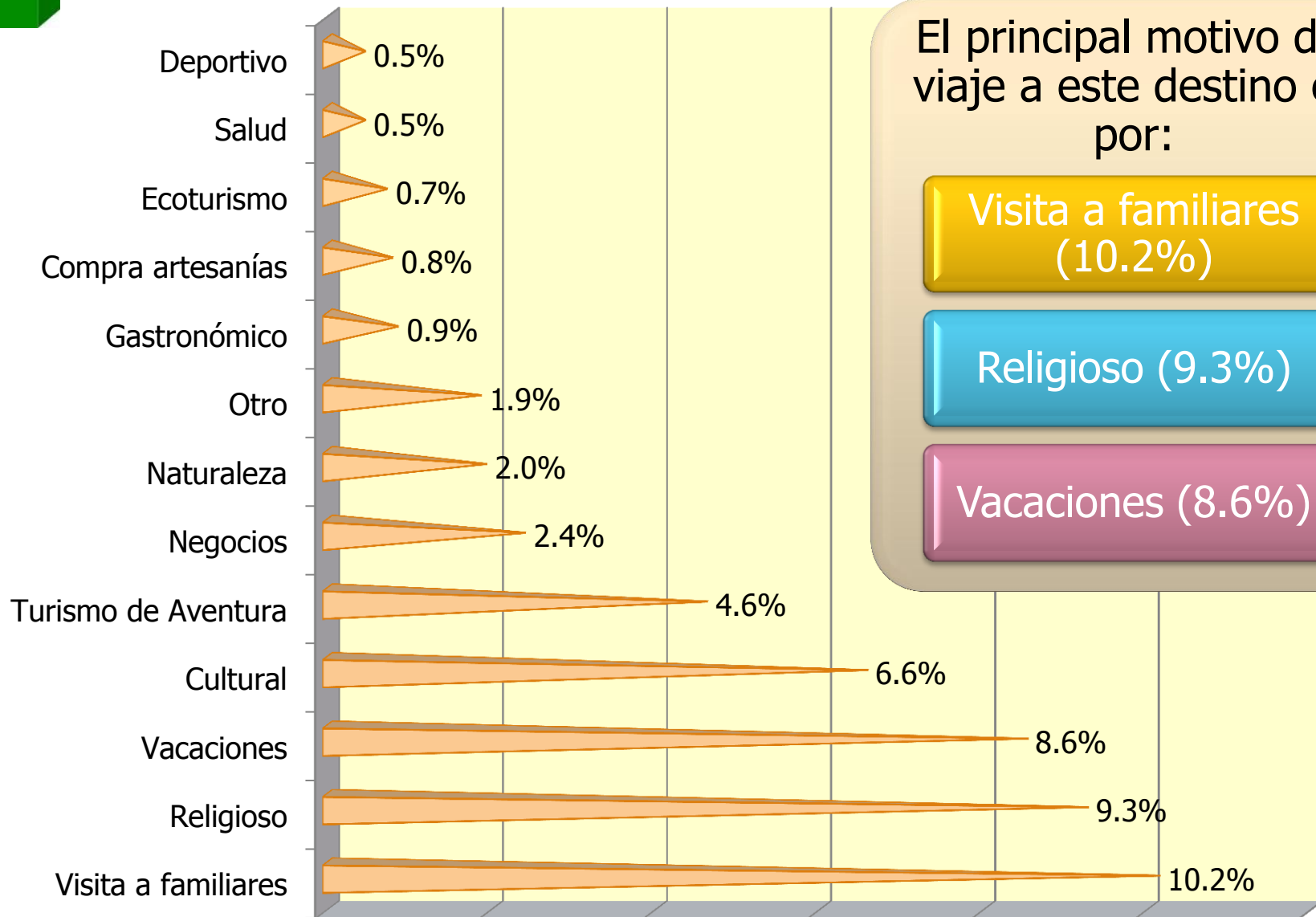
Perfil del Visitante Verano 2017 – Altiplano Potosino

Gasto Total Promedio Ponderado





Razón Principal de Viaje



El principal motivo del viaje a este destino es por:

Visita a familiares
(10.2%)

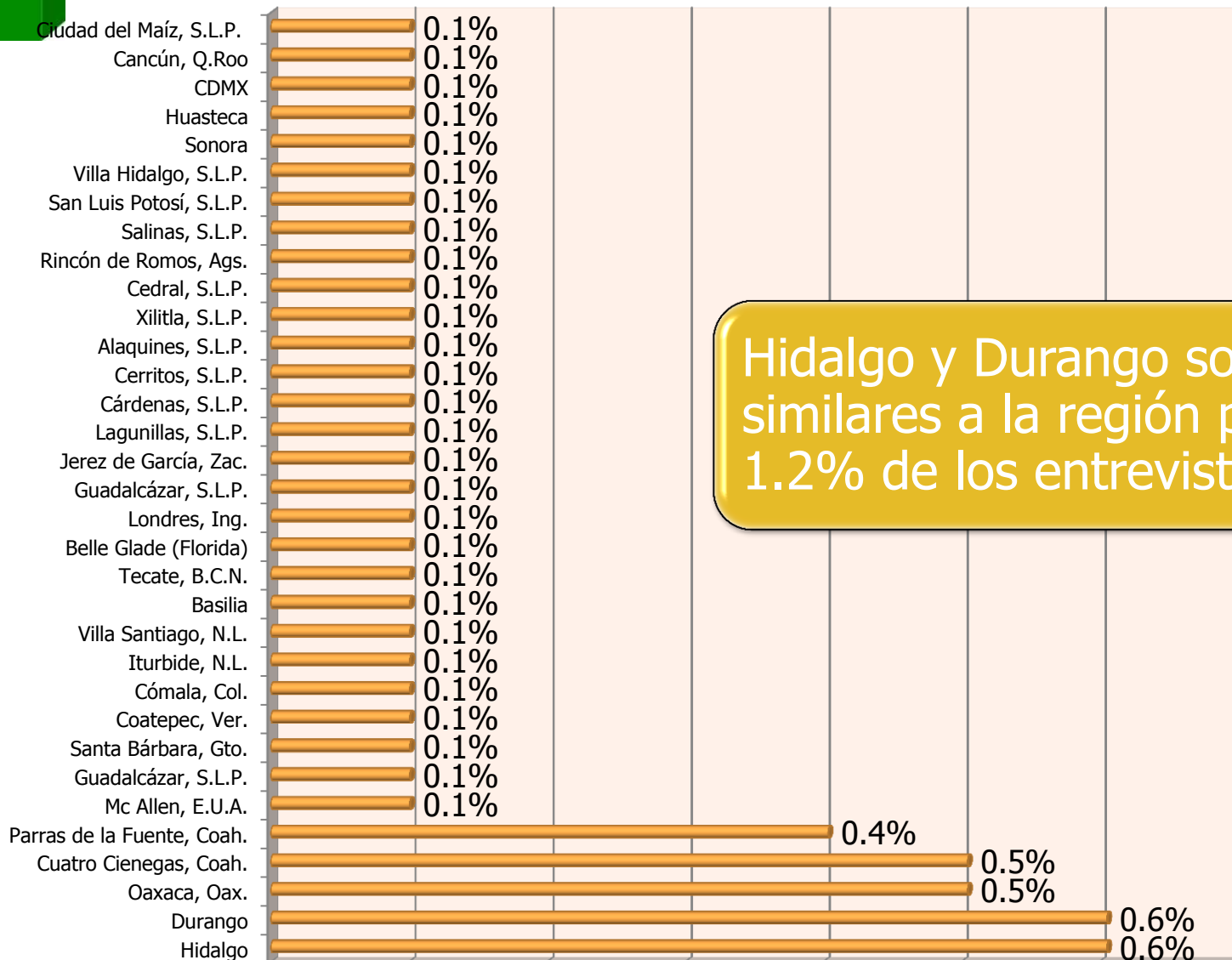
Religioso (9.3%)

Vacaciones (8.6%)

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

Perfil del Visitante Verano 2017 – Altiplano Potosino

Sitios con los que Comparan a la Región

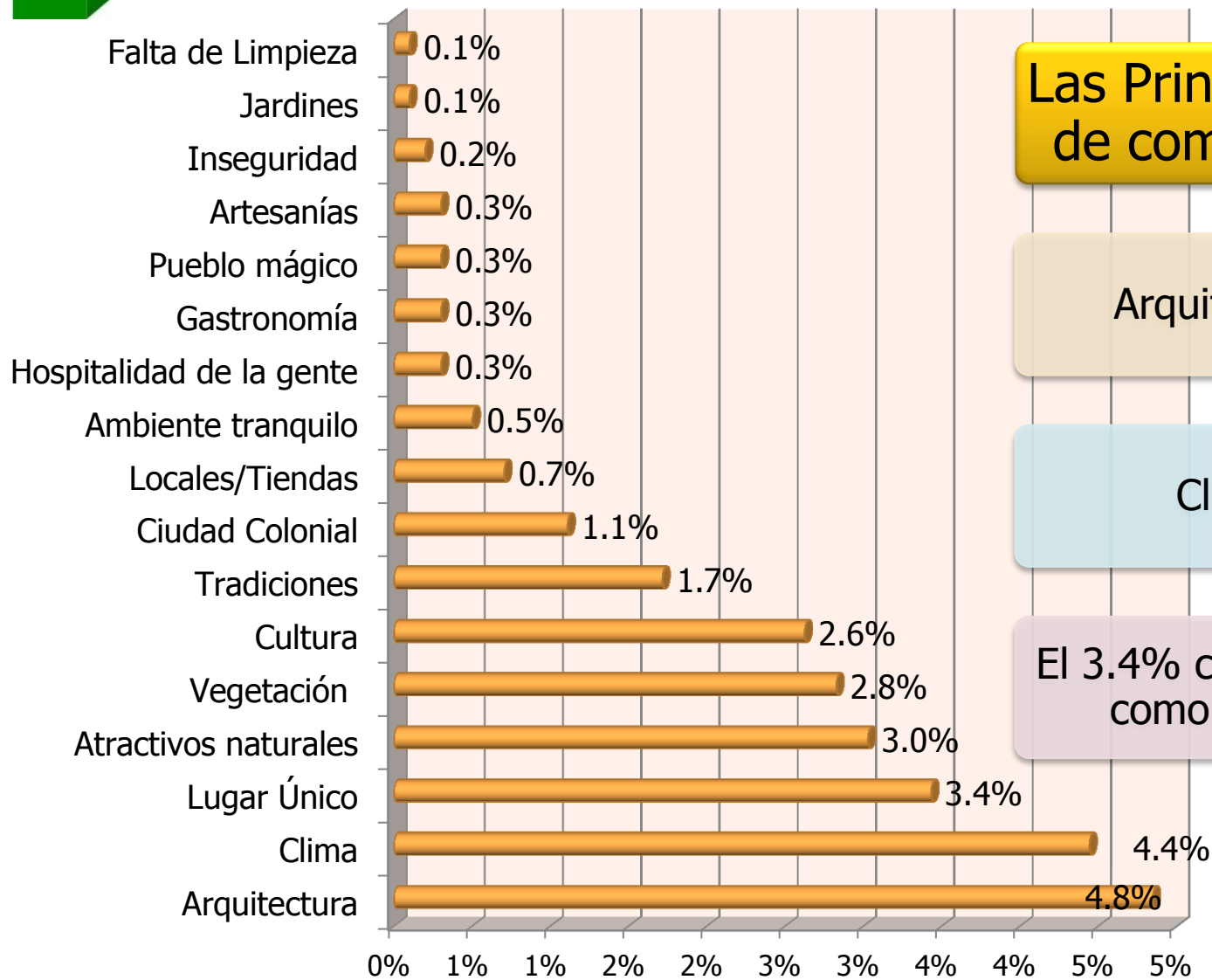


Hidalgo y Durango son destinos similares a la región para el 1.2% de los entrevistados.

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

Perfil del Visitante Verano 2017 – Altiplano Potosino

Razones de Comparación con Otro Destino



Las Principales razones de comparación son:

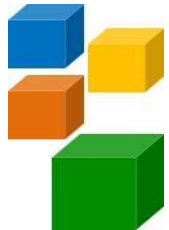
Arquitectura (5.9%)

Clima (4.4%)

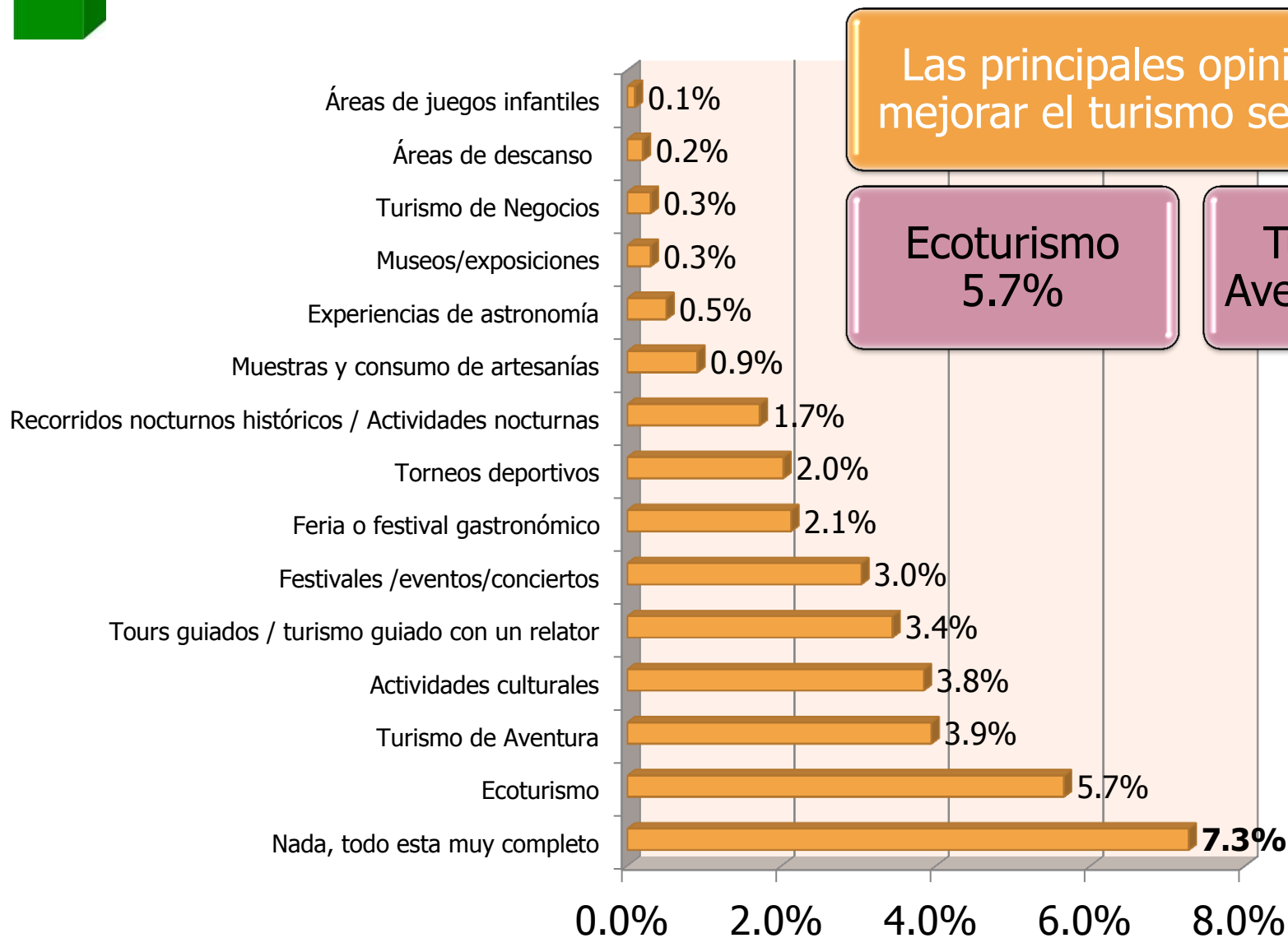
El 3.4% considera el destino como un lugar único

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

Perfil del Visitante Verano 2017 – Altiplano Potosino



Propuesta de Actividades que podrían desarrollarse



Las principales opiniones para mejorar el turismo se refieren a:

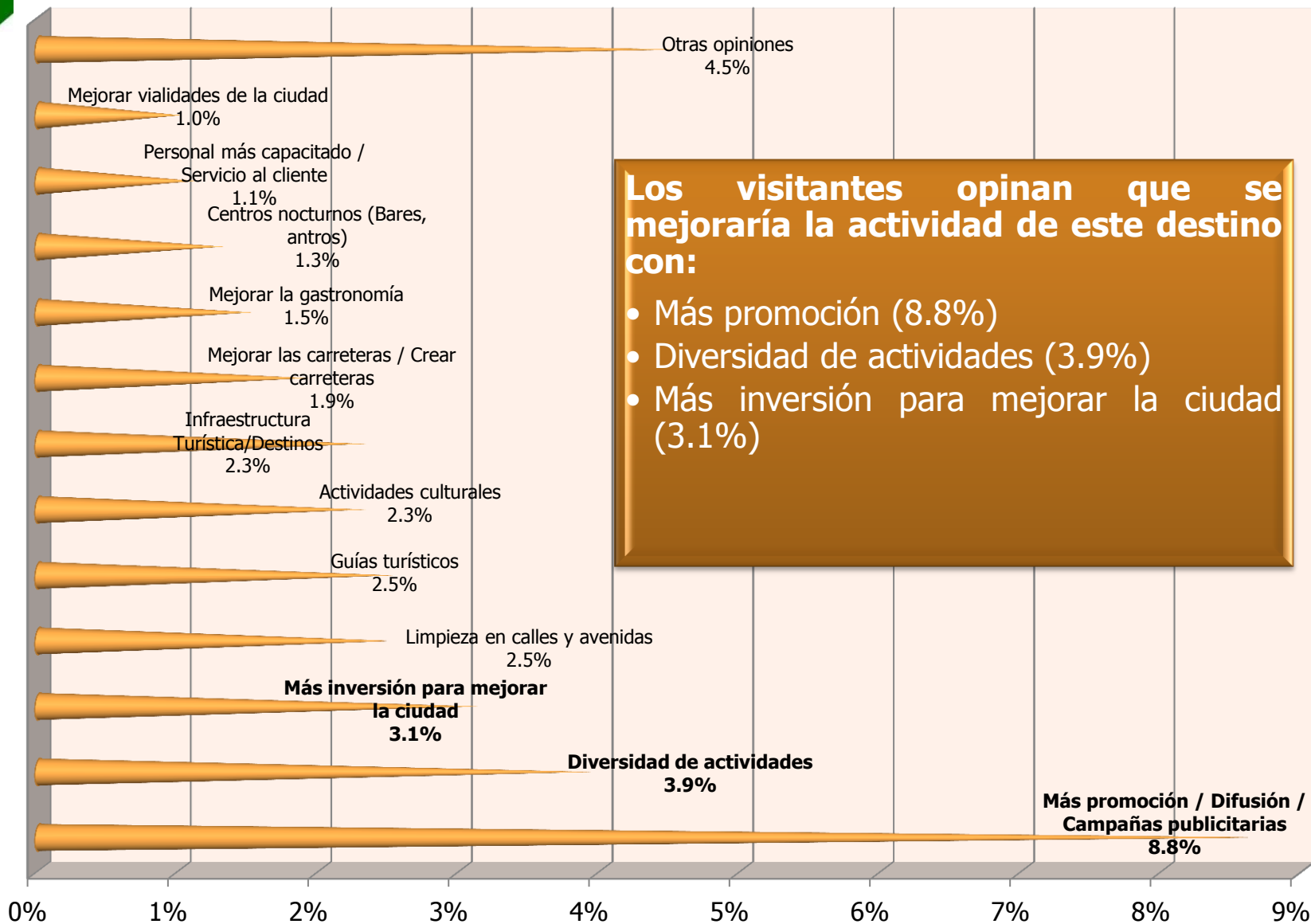
Ecoturismo
5.7%

Turismo de
Aventura 3.9%

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

Perfil del Visitante Verano 2017 – Altiplano Potosino

Opinión para Mejorar Turísticamente la Región



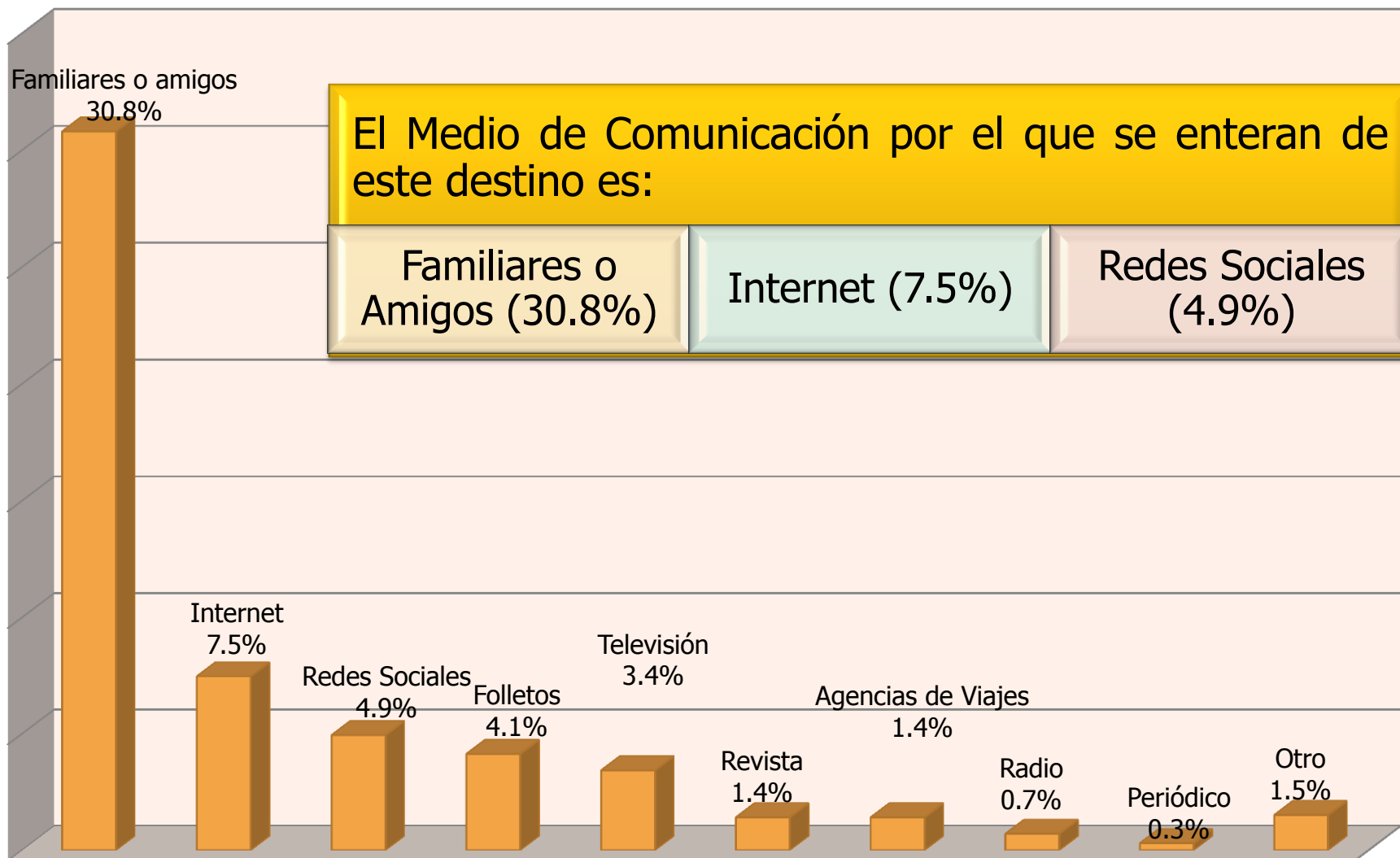
Los visitantes opinan que se mejoraría la actividad de este destino con:

- Más promoción (8.8%)
- Diversidad de actividades (3.9%)
- Más inversión para mejorar la ciudad (3.1%)

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

Perfil del Visitante Verano 2017 – Altiplano Potosino

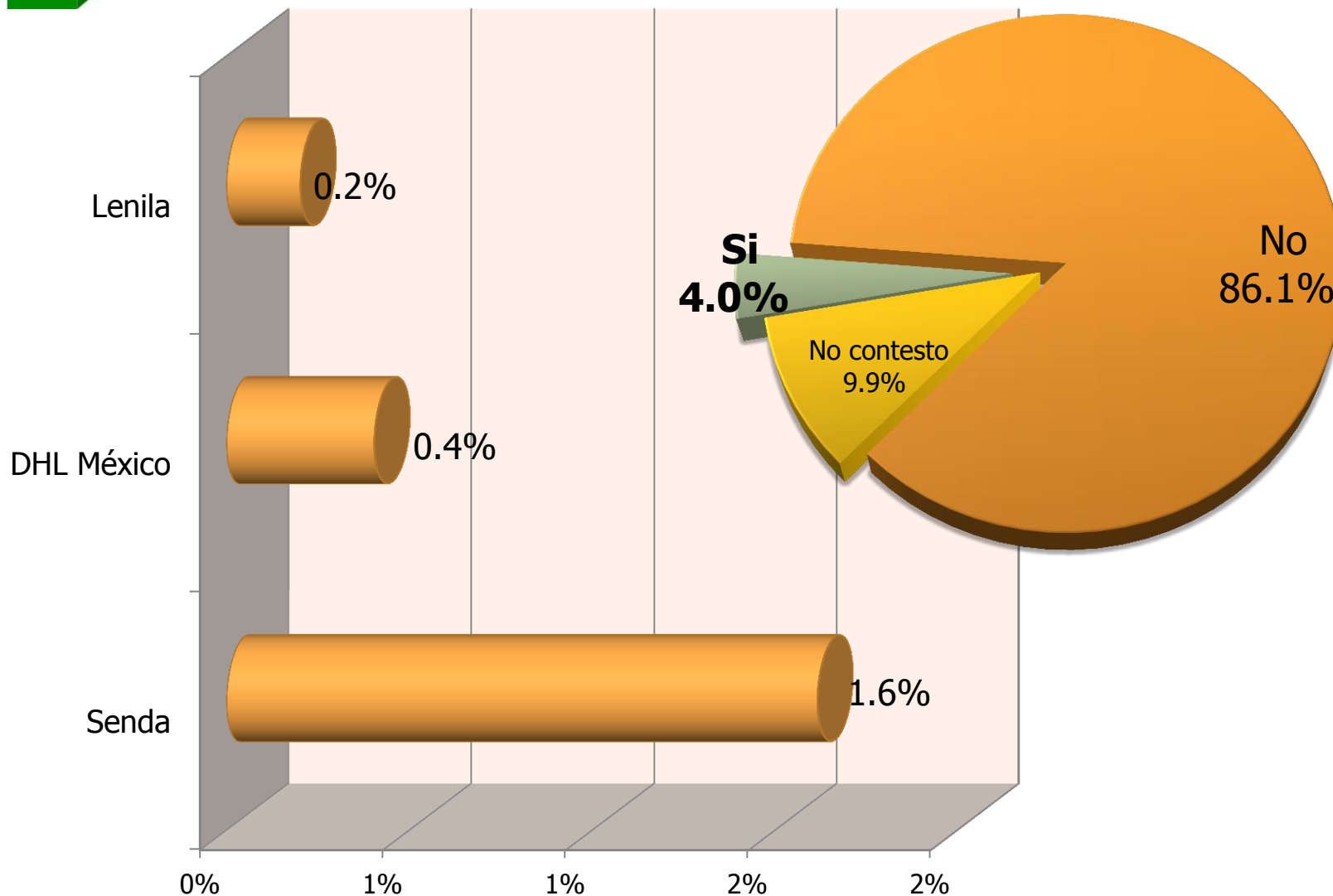
Medio por el que se entero o Conoce de la Región

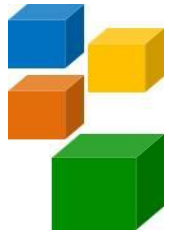


Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Verano 2017 – Altiplano Potosino

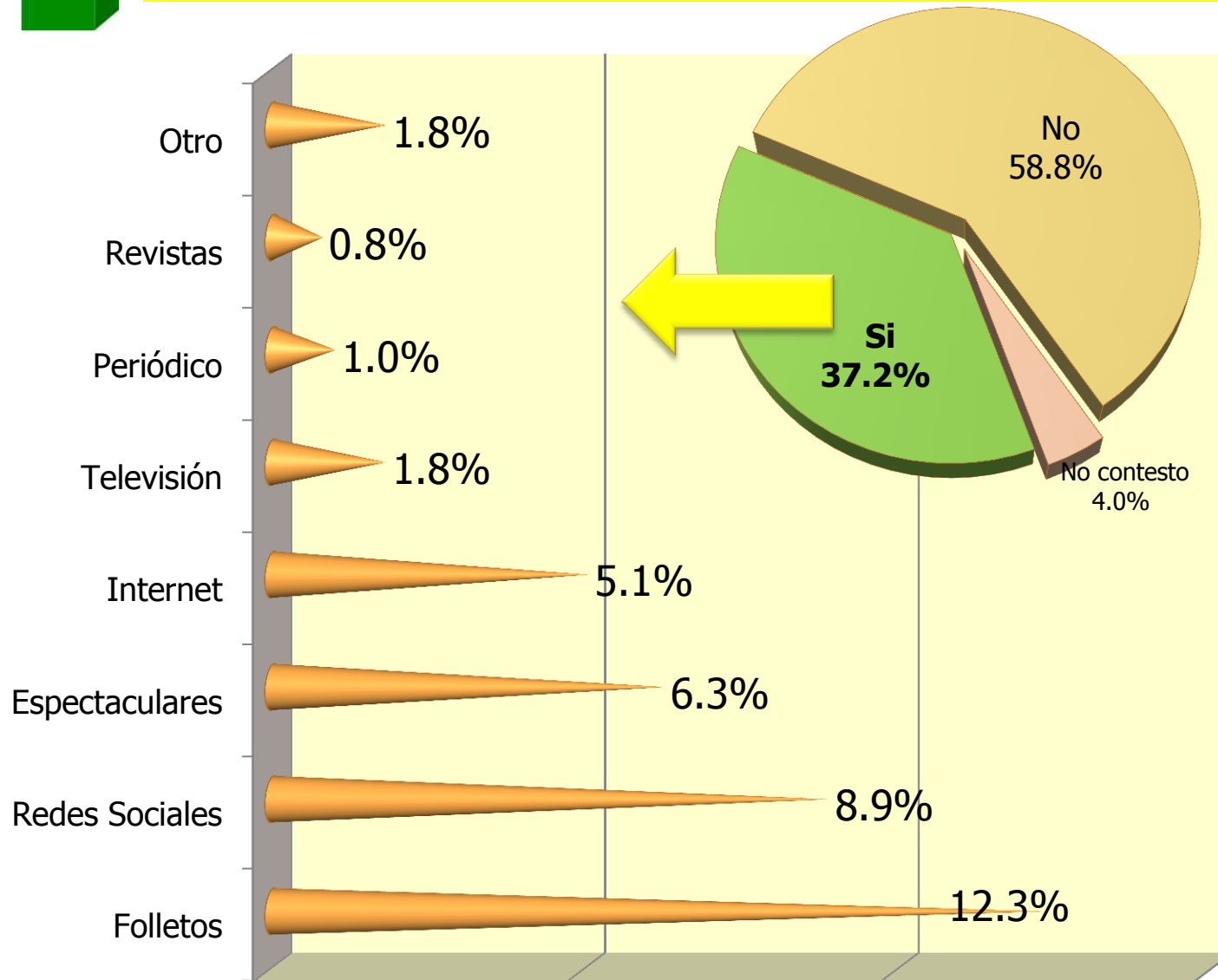
Contratación de algún Operador durante su Visita





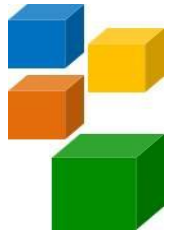
Recordación de la Publicidad

"San Luis Potosí Tu Destino por Naturaleza"

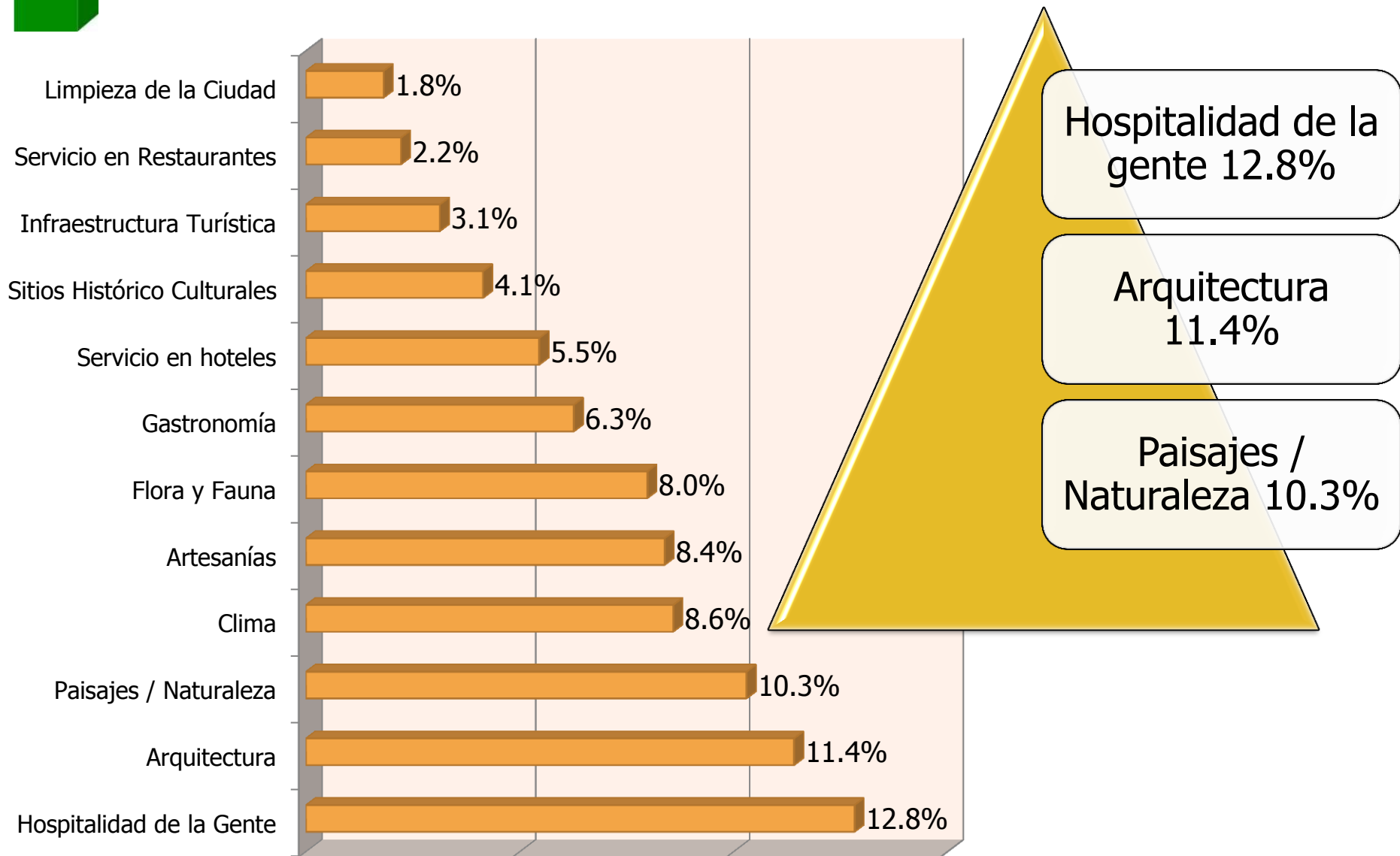


Nota: La diferencia para el 100% corresponde al No Contesto.

Perfil del Visitante Verano 2017 – Atilplano Potosino



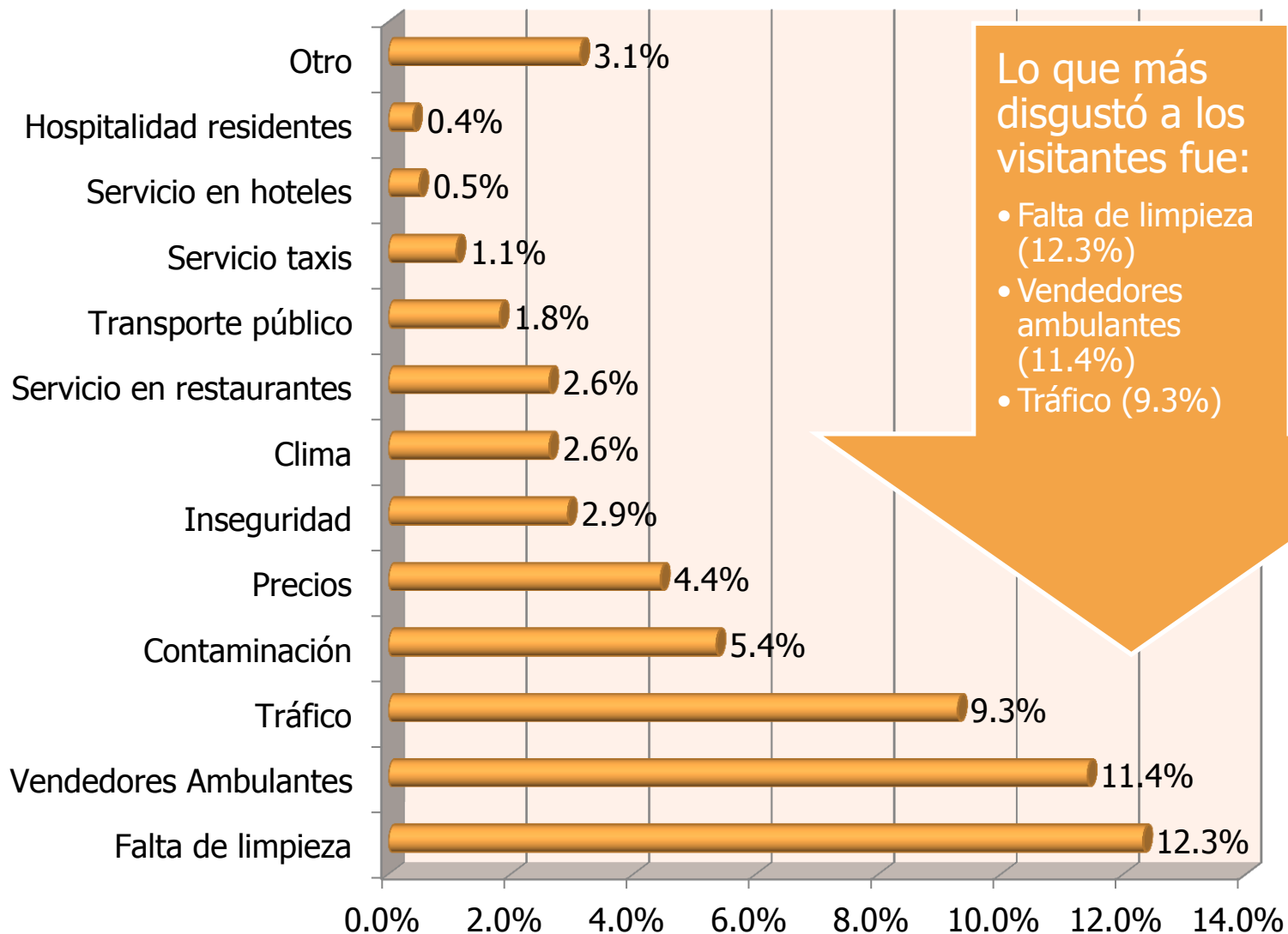
Lo que más Gustó a los Visitantes durante su visita a la Región



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

Perfil del Visitante Verano 2017 – Altiplano Potosino

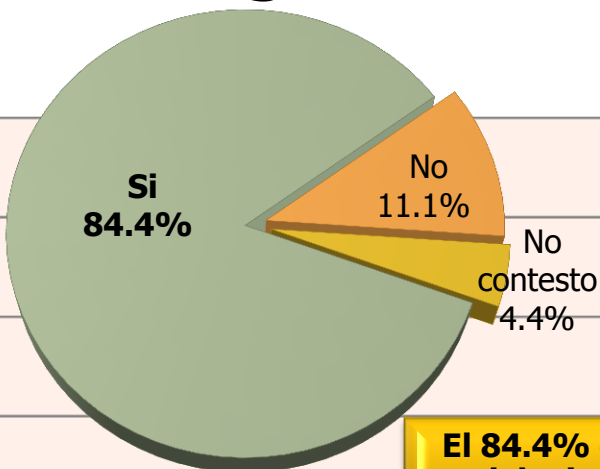
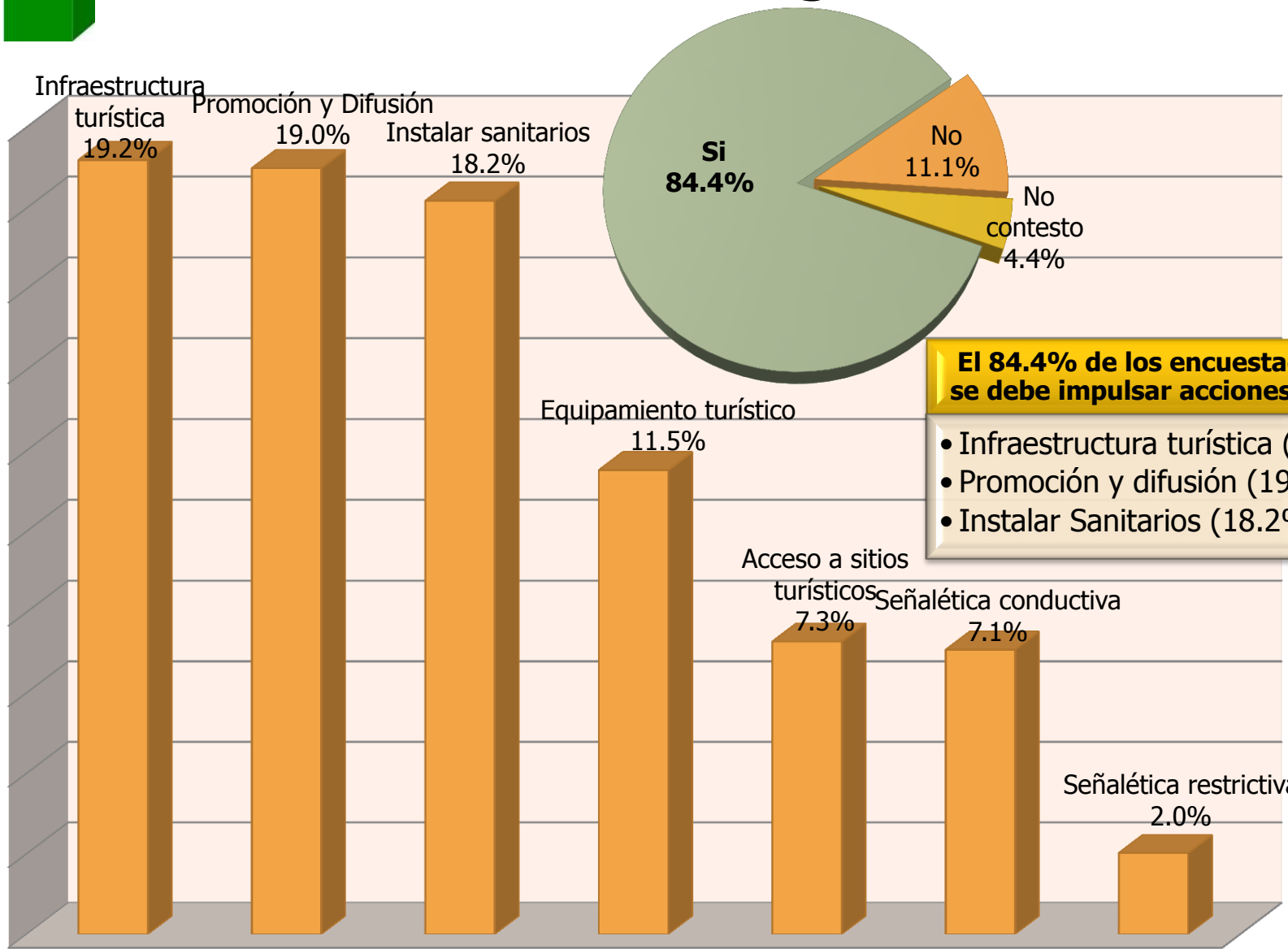
Lo que más Disgustó a los Visitantes durante su visita a la Región



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

Perfil del Visitante Verano 2017 – Altiplano Potosino

Opinión para Impulsar Acciones de Mejora en la Región

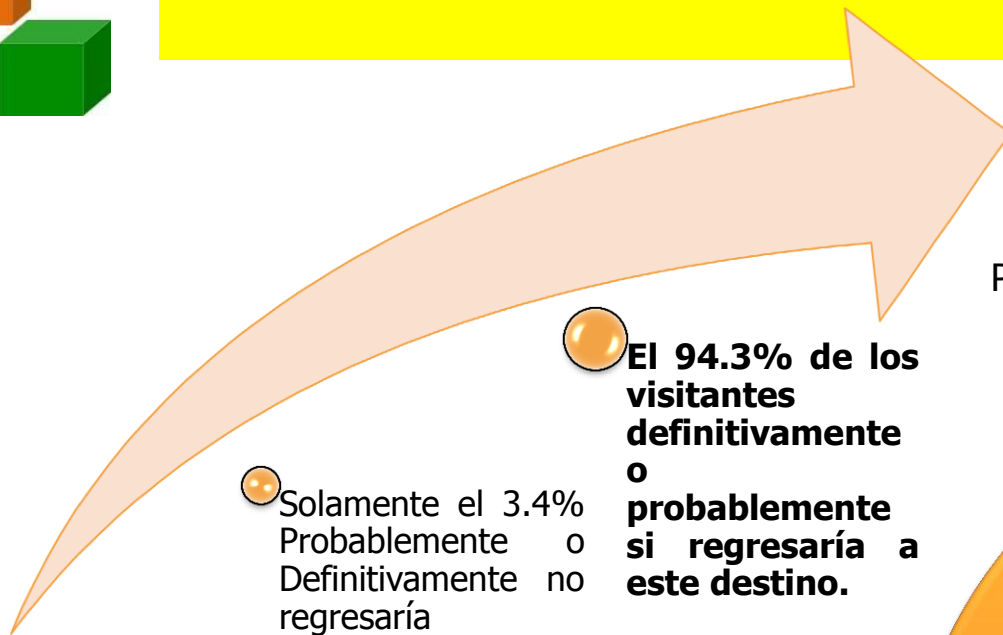
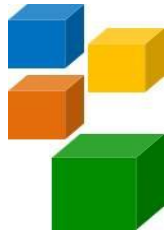


El 84.4% de los encuestados opina que se debe impulsar acciones en el destino:

- Infraestructura turística (11.1%).
- Promoción y difusión (19.0%)
- Instalar Sanitarios (18.2%).

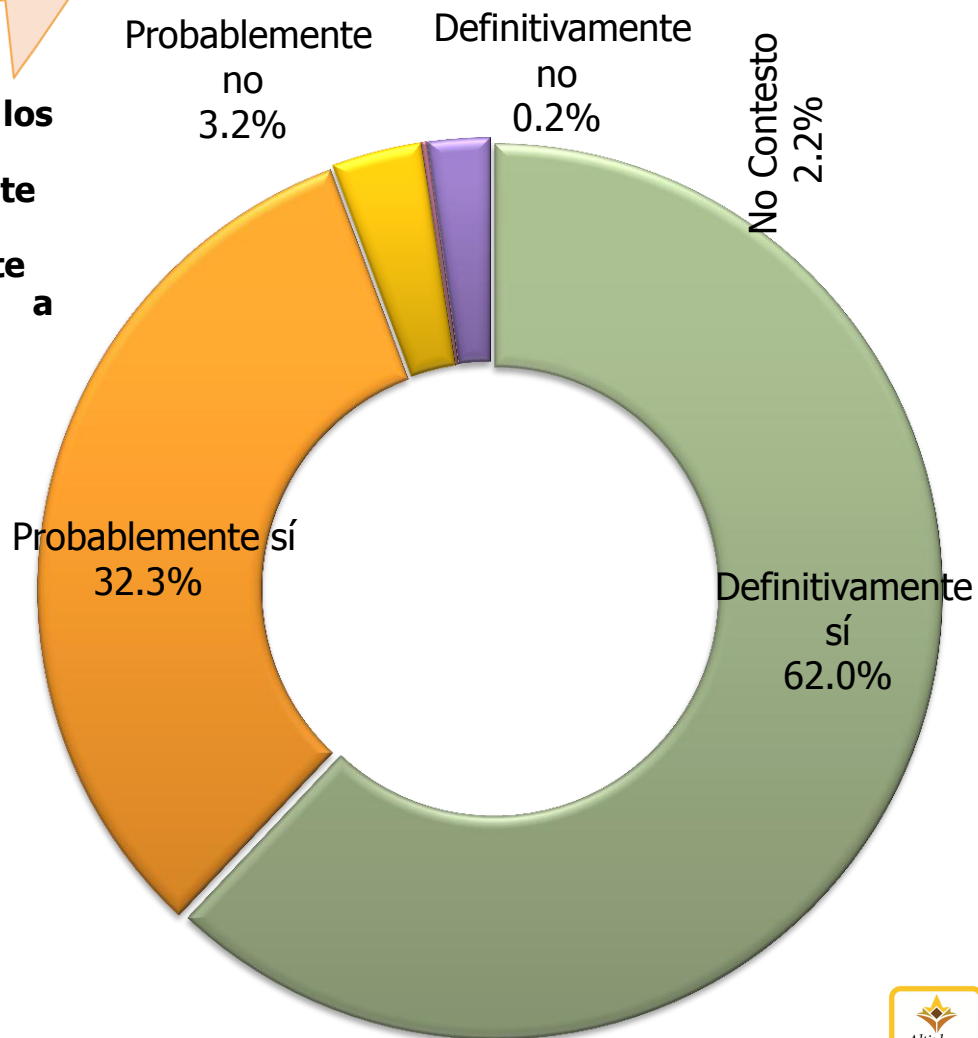
Nota: La diferencia para el 100% corresponde al No Contesto.

Opinión de Regresar a San Luis Potosí

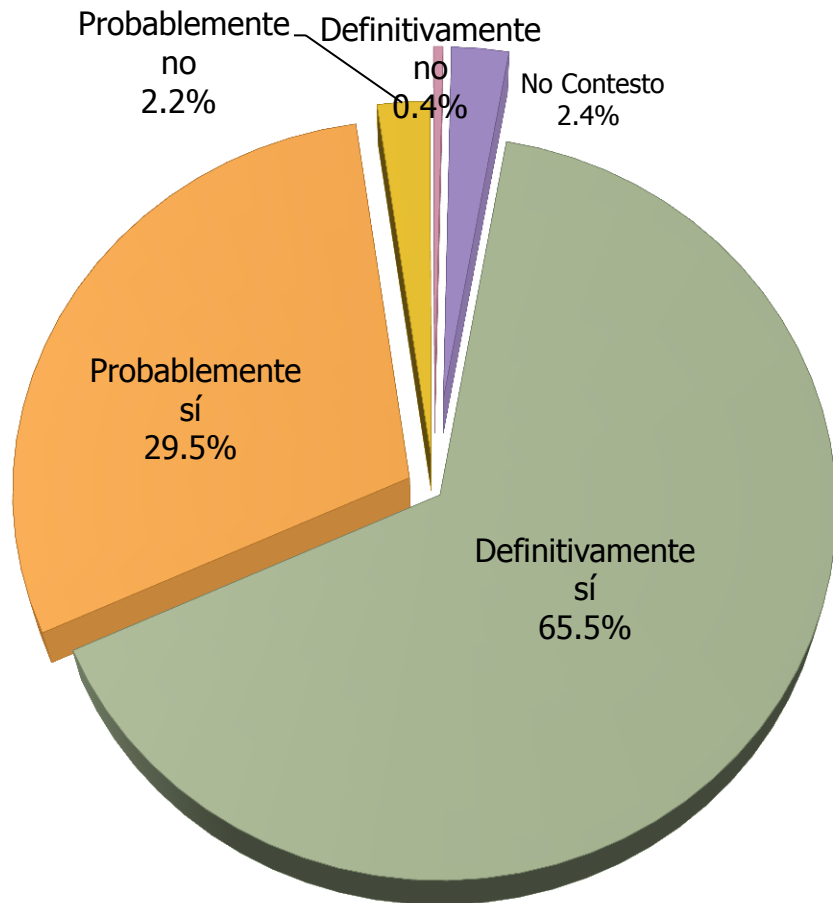


● Solamente el 3.4% Probablemente o Definitivamente no regresaría

● El 94.3% de los visitantes definitivamente o probablemente sí regresaría a este destino.



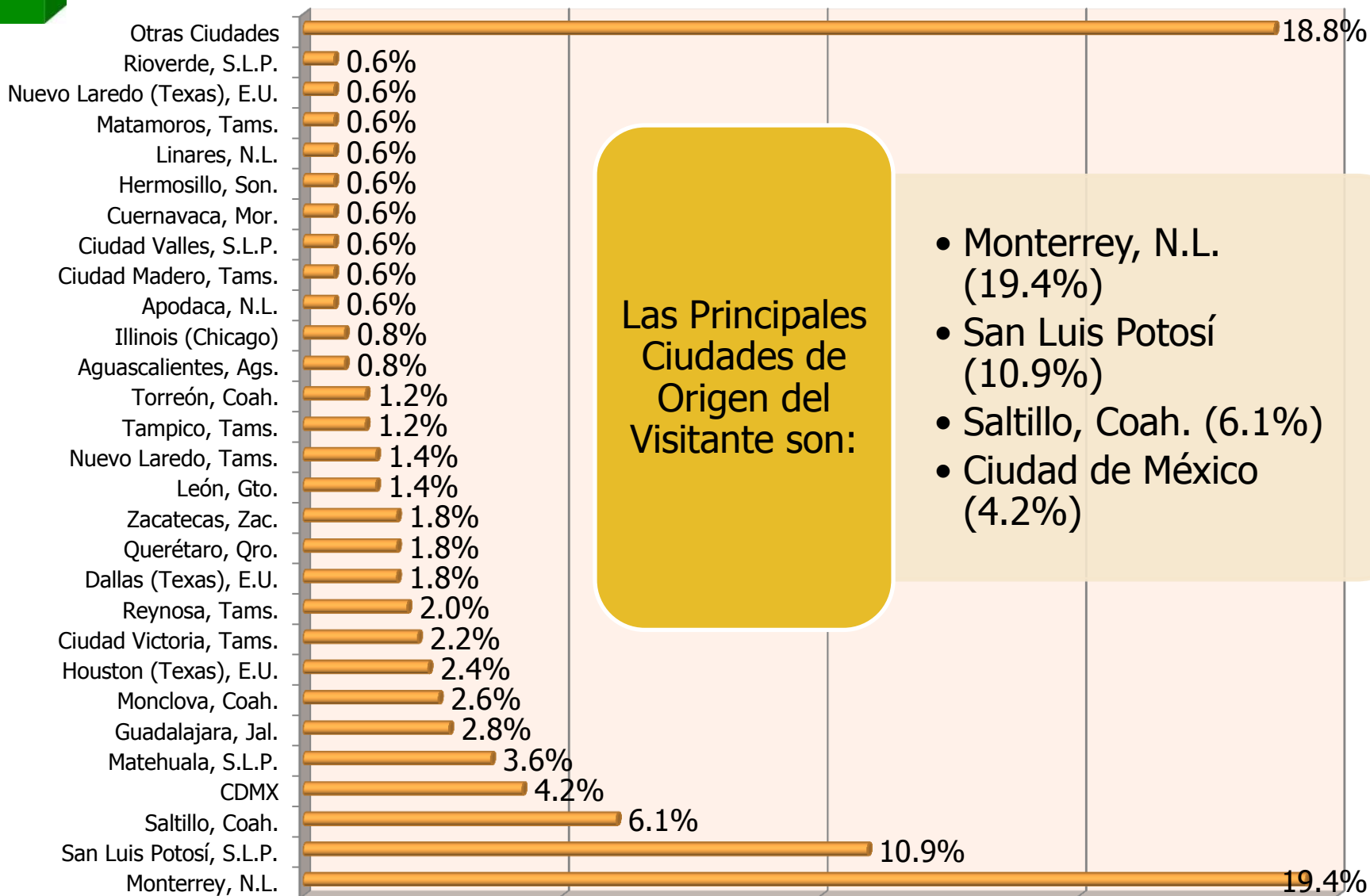
Opinión de Recomendar a San Luis Potosí



El 94.9% de los visitantes definitivamente o probablemente sí Recomendaría el destino.

El 2.6% Probablemente o definitivamente no recomendaría el destino.

Principales Ciudades de Origen del Visitante



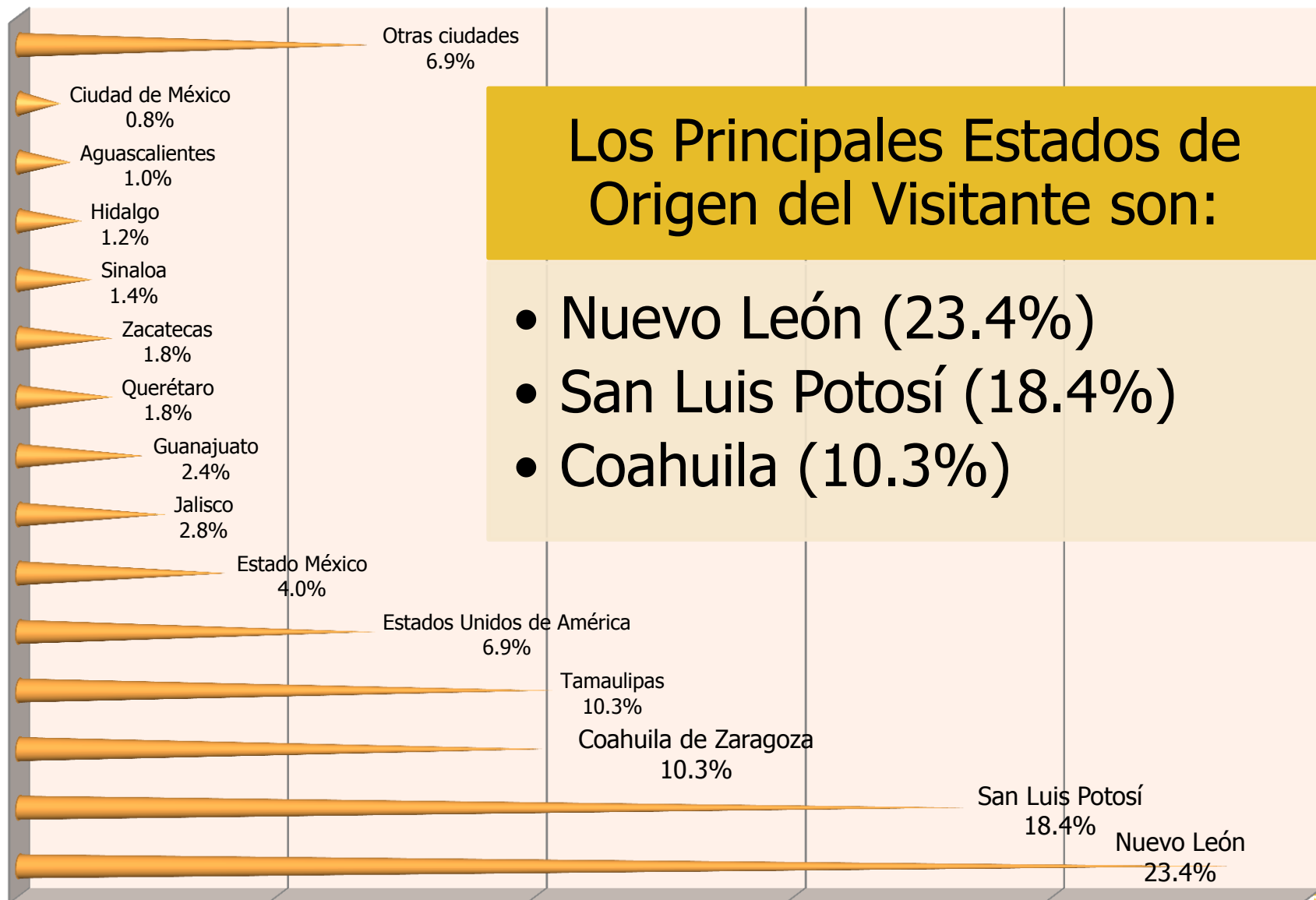
Las Principales Ciudades de Origen del Visitante son:

- Monterrey, N.L. (19.4%)
- San Luis Potosí (10.9%)
- Saltillo, Coah. (6.1%)
- Ciudad de México (4.2%)

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

Perfil del Visitante Verano 2017 – Altiplano Potosino

Principales Estados de Origen del Visitante



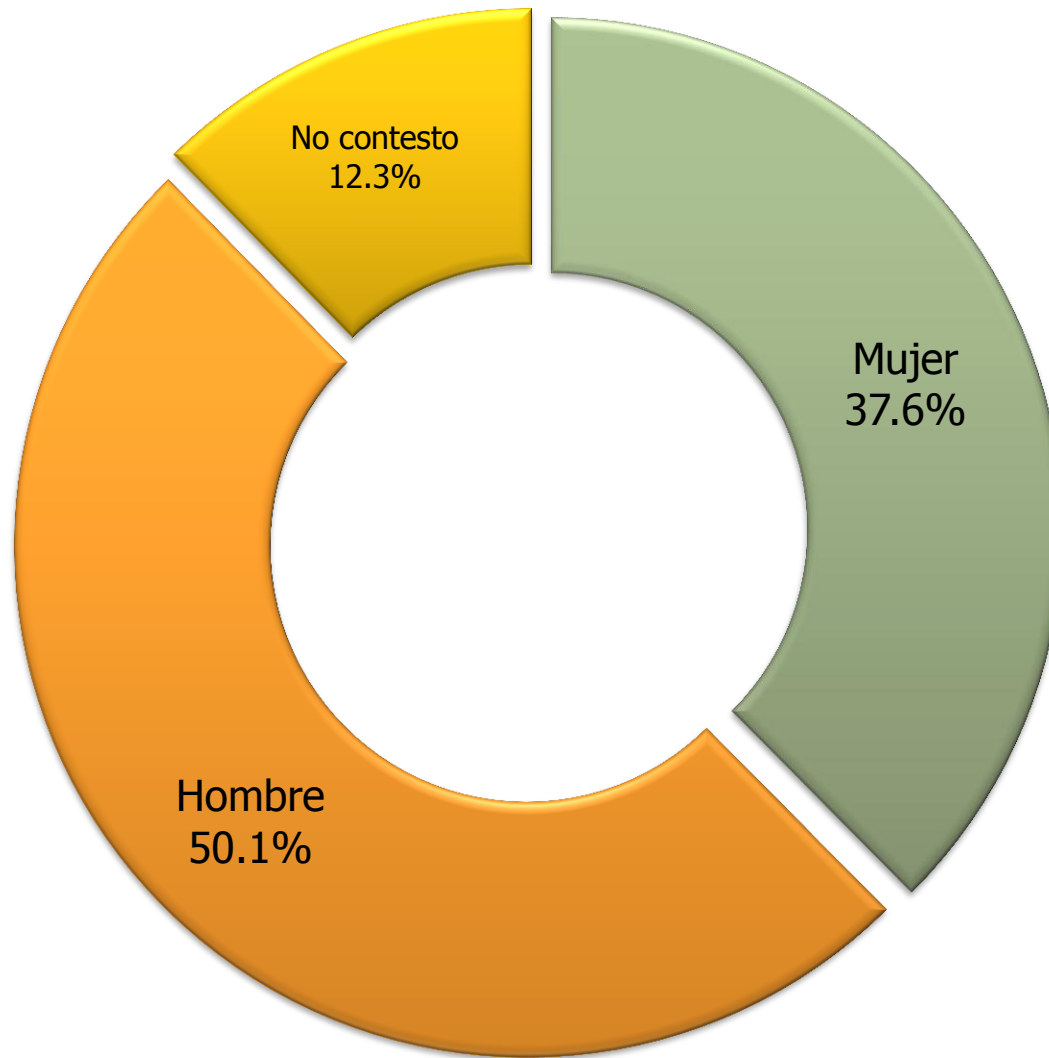
Los Principales Estados de Origen del Visitante son:

- Nuevo León (23.4%)
- San Luis Potosí (18.4%)
- Coahuila (10.3%)

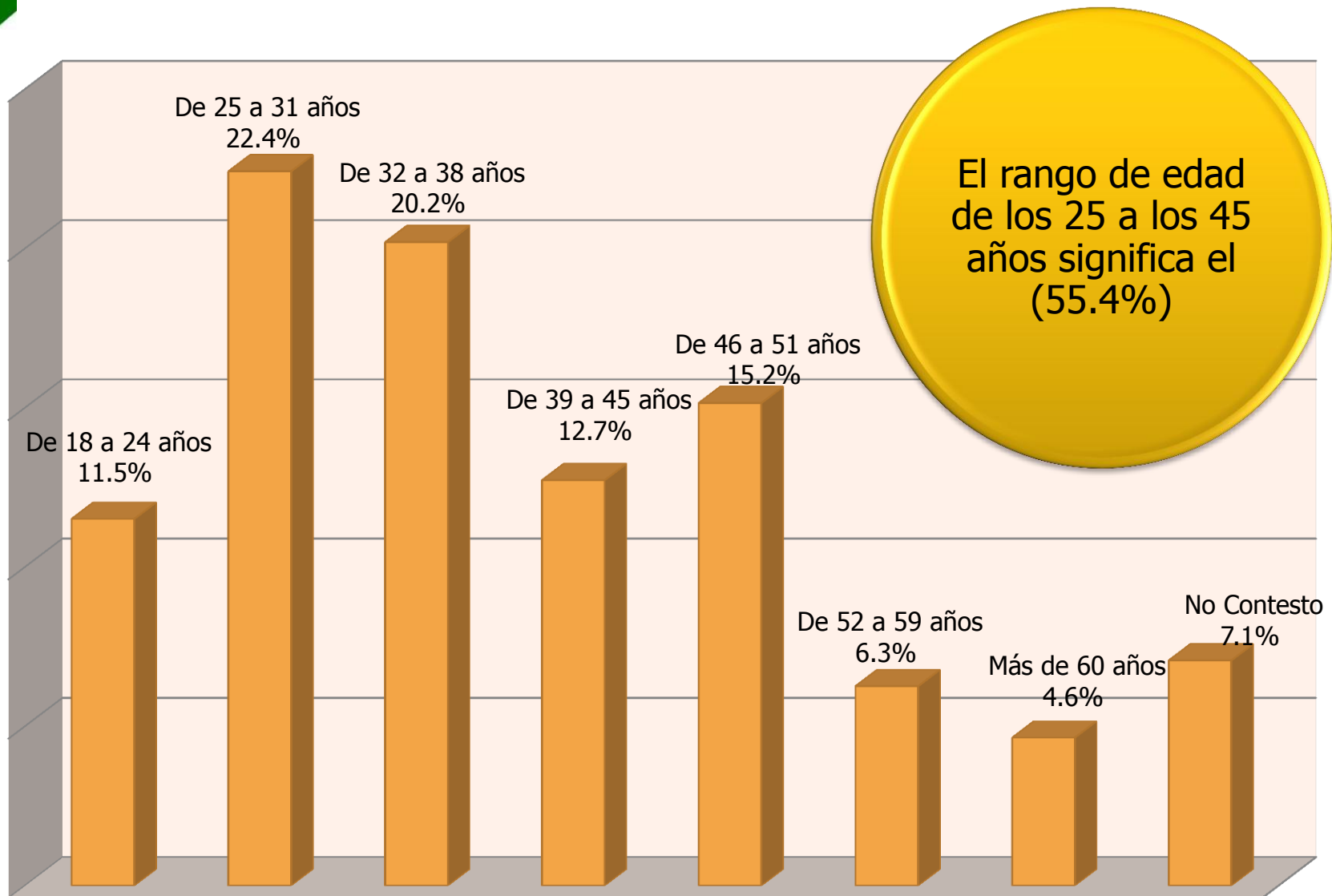
Nota: La diferencia para el 100% corresponde al No Contesto.

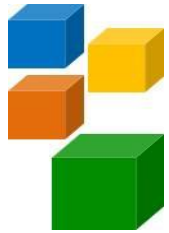
Perfil del Visitante Verano 2017 – Altiplano Potosino

Sexo del Visitante a la Región



Rango de Edad de los Visitantes



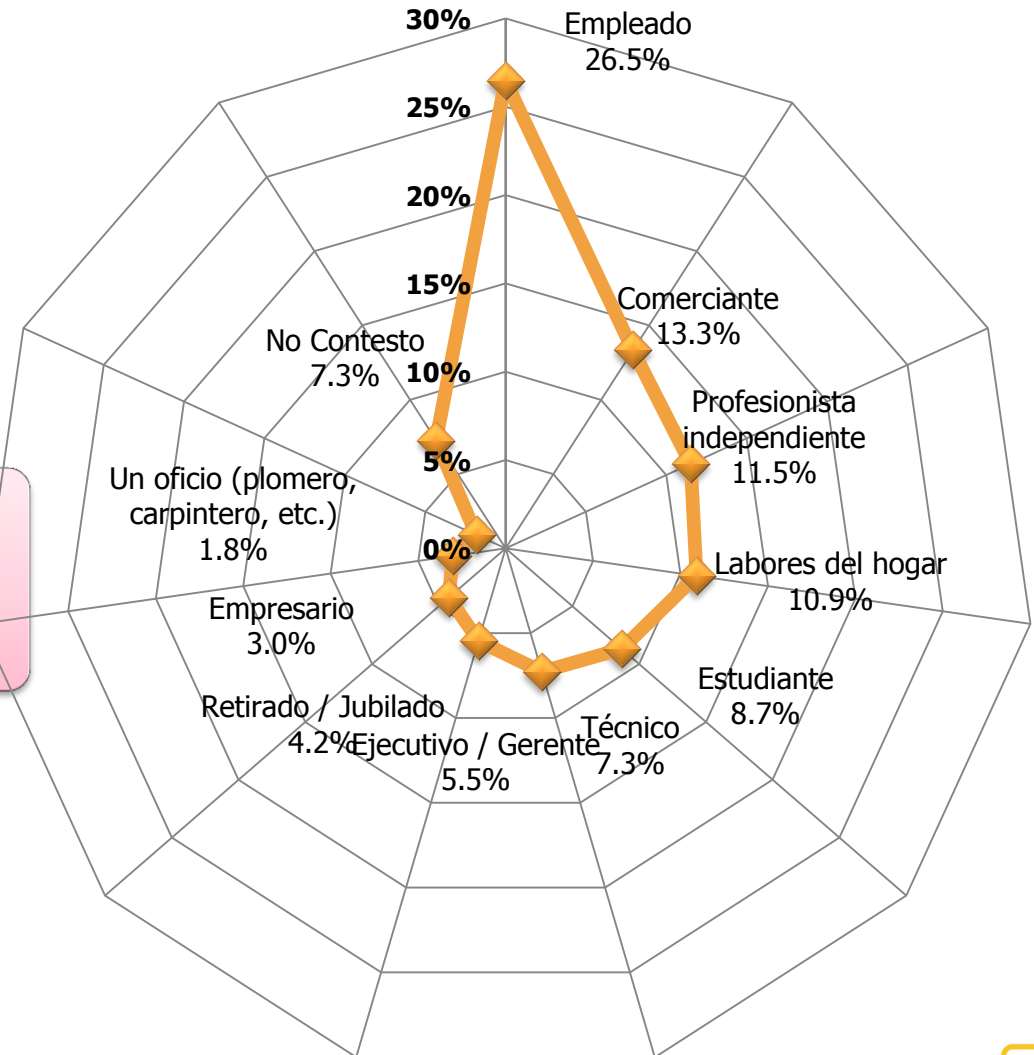


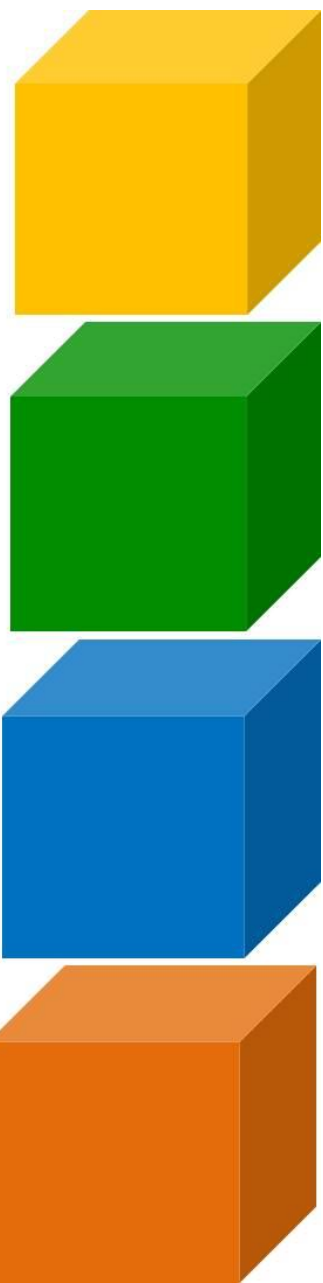
Ocupación del Visitante a San Luis Potosí

Una importante parte de los visitantes son empleados (26.5%)

Otro segmento importante (13.3%) son comerciantes

El 11.5% Profesionista Independiente





Perfil del Visitante Verano 2017

Región Altiplano

Resultados con Perspectiva de Género



Resultados con Perspectiva de Género

Lugar de Aplicación de Encuesta

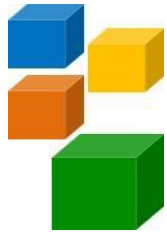
| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------|--------------|--------------|--------------|---------------|
| Catorce | 9.9% | 18.4% | 2.0% | 30.3% |
| Matehuala | 10.9% | 15.4% | 4.0% | 30.3% |
| Villa de la Paz | 4.8% | 3.8% | 1.6% | 10.3% |
| Venado | 4.4% | 4.8% | 0.8% | 10.1% |
| Charcas | 2.4% | 4.6% | 2.8% | 9.9% |
| Guadalcazar | 5.1% | 3.0% | 1.0% | 9.1% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Frecuencia con que vista el Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|-------------------------|--------------|--------------|--------------|---------------|
| Primera vez | 10.5% | 12.7% | 2.8% | 26.1% |
| Una vez al año | 12.5% | 18.8% | 4.4% | 35.8% |
| Dos veces al año | 7.5% | 8.9% | 1.8% | 18.2% |
| Tres o más veces al año | 7.1% | 9.5% | 3.2% | 19.8% |
| No contesto | 0.0% | 0.2% | 0.0% | 0.2% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Noches que permanecerá en la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|----------------|--------------|--------------|--------------|---------------|
| Ninguna | 7.3% | 13.9% | 1.2% | 22.4% |
| Una noche | 6.3% | 7.7% | 1.4% | 15.4% |
| Dos noches | 6.7% | 10.3% | 2.6% | 19.6% |
| Tres noches | 4.0% | 6.5% | 2.4% | 12.9% |
| Cuatro noches | 2.4% | 1.8% | 0.6% | 4.8% |
| Cinco noches | 2.6% | 1.8% | 0.6% | 5.1% |
| Seis noches | 1.0% | 1.2% | 0.4% | 2.6% |
| Siete noches | 2.4% | 1.0% | 0.2% | 3.6% |
| Ocho noches | 0.4% | 0.6% | 0.4% | 1.4% |
| Doce noches | 0.2% | 0.0% | 0.0% | 0.2% |
| Trece noches | 0.2% | 0.0% | 0.0% | 0.2% |
| Quince noches | 0.0% | 0.2% | 0.0% | 0.2% |
| Treinta noches | 0.0% | 0.0% | 0.2% | 0.2% |
| No contesto | 4.0% | 5.1% | 2.2% | 11.3% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |



Resultados con Perspectiva de Género

Lugar donde se esta hospedando

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| Hotel | 13.9% | 19.6% | 5.9% | 39.4% |
| Familia / Amigos | 16.0% | 13.5% | 5.1% | 34.5% |
| Acampará | 0.4% | 1.6% | 0.4% | 2.4% |
| No contesto | 7.3% | 15.4% | 1.0% | 23.6% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Nombre Hotel donde Hospeda

| Concepto | Mujer | Hombre | No Contesto | Total |
|--|--------------|--------------|--------------|---------------|
| Hotel Posada Real - Matehuala | 2.2% | 3.6% | 1.8% | 7.7% |
| Hotel Casino del Valle - Matehuala | 1.4% | 2.6% | 0.6% | 4.6% |
| Las Palmas Midway Inn - Matehuala | 1.0% | 1.4% | 0.4% | 2.8% |
| Hotel Casa Real - Matehuala | 1.0% | 1.2% | 0.6% | 2.8% |
| Hotel La Hacienda - Venado | 0.6% | 1.0% | 0.4% | 2.0% |
| Hotel María Esther - Matehuala | 0.8% | 0.6% | 0.2% | 1.6% |
| Hotel Ogarrío - Catorce | 0.6% | 0.4% | 0.2% | 1.2% |
| Hotel Real de Alcázar - Guadalcázar | 0.8% | 0.2% | 0.2% | 1.2% |
| Hotel Los Faroles - Catorce | 0.0% | 1.0% | 0.0% | 1.0% |
| Hotel San Juan - Catorce | 0.2% | 0.8% | 0.0% | 1.0% |
| Hotel Ruinas del Real - Catorce | 0.2% | 0.6% | 0.0% | 0.8% |
| Mesón del Refugio - Catorce | 0.4% | 0.4% | 0.0% | 0.8% |
| Hotel El Rincón Mágico - Catorce | 0.4% | 0.2% | 0.2% | 0.8% |
| Hotel Corral del Conde I - Catorce | 0.2% | 0.2% | 0.2% | 0.6% |
| Hotel Mina Real - Catorce | 0.4% | 0.2% | 0.0% | 0.6% |
| Hotel Roma - Charcas | 0.0% | 0.4% | 0.2% | 0.6% |
| Hotel Gran Río - Venado | 0.0% | 0.6% | 0.0% | 0.6% |
| Hotel Refugio Romano - Matehuala | 0.2% | 0.4% | 0.0% | 0.6% |
| Hotel Corral del Conde II - Catorce | 0.4% | 0.0% | 0.0% | 0.4% |
| Hotel Mesón de la Abundancia - Catorce | 0.0% | 0.4% | 0.0% | 0.4% |
| Hotel Del Parque - Matehuala | 0.2% | 0.2% | 0.0% | 0.4% |
| Hotel El Malacate - Charcas | 0.0% | 0.2% | 0.2% | 0.4% |
| Hotel El Rincón del Pintor - Catorce | 0.4% | 0.0% | 0.0% | 0.4% |
| Hotel El Desierto - Cedral | 0.0% | 0.4% | 0.0% | 0.4% |
| Hotel Álamo - Matehuala | 0.4% | 0.0% | 0.0% | 0.4% |
| Hotel Amor y Paz - Catorce | 0.2% | 0.0% | 0.2% | 0.4% |
| El Ángel y El Corazón - Catorce | 0.0% | 0.2% | 0.0% | 0.2% |
| Hotel Quinta Puesta del Sol - Catorce | 0.2% | 0.0% | 0.0% | 0.2% |
| Hotel Casa Blanca - Matehuala | 0.0% | 0.2% | 0.0% | 0.2% |
| Casa Curtos - Catorce | 0.0% | 0.2% | 0.0% | 0.2% |
| Hotel Real de Álamos - Catorce | 0.2% | 0.0% | 0.0% | 0.2% |
| Hotel Tony John - Charcas | 0.0% | 0.0% | 0.2% | 0.2% |
| Hotel Palacio Real - Matehuala | 0.0% | 0.2% | 0.0% | 0.2% |
| Hotel San Salvador - Venado | 0.0% | 0.2% | 0.0% | 0.2% |
| Hotel M.Arredondo - Matehuala | 0.2% | 0.0% | 0.0% | 0.2% |
| Hotel Agua Dulce - Venado | 0.0% | 0.2% | 0.0% | 0.2% |
| No contesto | 24.8% | 31.7% | 6.7% | 63.2% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Resultados con Perspectiva de Género

Forma de Viaje

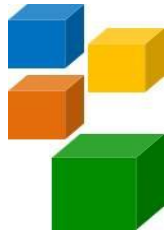
| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Solo | 5.3% | 6.9% | 1.6% | 13.7% |
| Pareja | 8.9% | 12.3% | 3.0% | 24.2% |
| Familia | 19.0% | 24.0% | 5.5% | 48.5% |
| Amistades | 2.6% | 4.6% | 1.4% | 8.7% |
| Agrupación | 1.2% | 0.8% | 0.6% | 2.6% |
| No contesto | 0.6% | 1.4% | 0.2% | 2.2% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Número de Acompañantes

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Uno | 6.7% | 9.1% | 1.8% | 17.6% |
| Dos | 11.3% | 12.7% | 3.4% | 27.5% |
| Tres | 4.2% | 7.1% | 2.2% | 13.5% |
| Cuatro | 6.3% | 7.3% | 0.6% | 14.1% |
| Cinco | 1.8% | 4.4% | 0.6% | 6.9% |
| Seis | 2.2% | 3.0% | 0.8% | 6.1% |
| Siete | 0.8% | 1.0% | 0.2% | 2.0% |
| Ocho | 0.8% | 1.0% | 0.6% | 2.4% |
| Nueve | 0.2% | 0.6% | 0.0% | 0.8% |
| Diez | 0.6% | 0.6% | 0.2% | 1.4% |
| Doce | 0.2% | 0.0% | 0.0% | 0.2% |
| Quince | 0.0% | 0.0% | 0.4% | 0.4% |
| Veinte | 0.2% | 0.2% | 0.2% | 0.6% |
| Veintiuno | 0.2% | 0.0% | 0.0% | 0.2% |
| Veinticinco | 0.0% | 0.2% | 0.2% | 0.4% |
| Cuarenta | 0.4% | 0.4% | 0.2% | 1.0% |
| No contesto | 1.6% | 2.4% | 0.8% | 4.8% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Medio de Transporte Utilizado

| Concepto | Mujer | Hombre | No Contesto | Total |
|------------------|--------------|--------------|--------------|---------------|
| Automóvil | 21.8% | 35.2% | 8.5% | 65.5% |
| Autobús de línea | 9.3% | 8.1% | 1.8% | 19.2% |
| Autobús rentado | 4.2% | 2.6% | 0.8% | 7.7% |
| Avión | 0.0% | 0.8% | 0.2% | 1.0% |
| No contestó | 2.2% | 3.4% | 1.0% | 6.7% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |



Resultados con Perspectiva de Género

Gasto Promedio en Hospedaje

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| 300 a 400 pesos | 2.2% | 3.2% | 0.6% | 6.1% |
| 401 a 550 pesos | 2.0% | 4.8% | 2.2% | 9.1% |
| 551 a 700 pesos | 2.6% | 2.2% | 1.0% | 5.9% |
| 701 a 850 pesos | 1.6% | 2.4% | 0.4% | 4.4% |
| 851 a 999 pesos | 2.6% | 3.0% | 0.4% | 6.1% |
| Más de 1,000 pesos | 4.8% | 5.5% | 1.6% | 11.9% |
| No contesto | 21.6% | 28.9% | 6.1% | 56.6% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Gasto Promedio en Compras

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 7.5% | 9.1% | 2.2% | 18.8% |
| De 201 a 250 pesos | 4.6% | 4.2% | 1.8% | 10.7% |
| De 251 a 300 pesos | 2.8% | 8.5% | 0.4% | 11.7% |
| De 301 a 400 pesos | 3.0% | 6.7% | 0.2% | 9.9% |
| De 401 a 500 pesos | 2.8% | 4.2% | 2.0% | 9.1% |
| Más de 500 pesos | 6.7% | 7.5% | 3.2% | 17.4% |
| No contesto | 10.1% | 9.9% | 2.4% | 22.4% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Gasto Promedio en Alimentos y Bebidas

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 7.3% | 6.5% | 2.2% | 16.0% |
| De 201 a 250 pesos | 4.6% | 5.5% | 2.2% | 12.3% |
| De 251 a 300 pesos | 5.3% | 8.3% | 1.2% | 14.7% |
| De 301 a 400 pesos | 4.4% | 7.7% | 0.8% | 12.9% |
| De 401 a 500 pesos | 2.6% | 7.1% | 1.0% | 10.7% |
| Más de 500 pesos | 6.5% | 6.1% | 3.0% | 15.6% |
| No contesto | 6.9% | 9.1% | 1.8% | 17.8% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Gasto Promedio en Souvenirs

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 3.6% | 4.8% | 1.0% | 9.5% |
| De 201 a 250 pesos | 3.2% | 6.9% | 1.6% | 11.7% |
| De 251 a 300 pesos | 4.2% | 5.5% | 0.8% | 10.5% |
| De 301 a 400 pesos | 3.8% | 3.2% | 0.4% | 7.5% |
| De 401 a 500 pesos | 2.0% | 2.2% | 0.6% | 4.8% |
| Más de 500 pesos | 3.6% | 4.8% | 1.4% | 9.9% |
| No contesto | 17.0% | 22.6% | 6.5% | 46.1% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Gasto Promedio en Transportación Local

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 4.4% | 4.8% | 1.0% | 10.3% |
| De 201 a 250 pesos | 0.6% | 0.6% | 0.4% | 1.6% |
| De 251 a 300 pesos | 3.2% | 2.2% | 0.2% | 5.7% |
| De 301 a 400 pesos | 1.0% | 2.6% | 0.2% | 3.8% |
| De 401 a 500 pesos | 1.0% | 1.4% | 0.8% | 3.2% |
| Más de 500 pesos | 1.8% | 2.6% | 0.8% | 5.3% |
| No contesto | 25.5% | 35.8% | 8.9% | 70.1% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Gasto Promedio en Gasolina

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| De 100 a 200 pesos | 2.8% | 3.2% | 1.0% | 7.1% |
| De 201 a 250 pesos | 2.4% | 1.6% | 0.4% | 4.4% |
| De 251 a 300 pesos | 1.4% | 1.2% | 0.6% | 3.2% |
| De 301 a 400 pesos | 1.4% | 1.8% | 0.2% | 3.4% |
| De 401 a 500 pesos | 1.4% | 5.3% | 1.2% | 7.9% |
| Más de 500 pesos | 9.3% | 14.1% | 3.6% | 27.1% |
| No contesto | 18.8% | 22.8% | 5.3% | 46.9% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Resultados con Perspectiva de Género

Razón Principal de Viaje a la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------|--------------|--------------|--------------|---------------|
| Visita a familiares | 4.5% | 4.0% | 1.6% | 10.2% |
| Religioso | 2.8% | 5.4% | 1.1% | 9.3% |
| Vacaciones | 3.2% | 4.6% | 0.8% | 8.6% |
| Cultural | 3.4% | 2.2% | 1.1% | 6.6% |
| Turismo de Aventura | 2.0% | 2.6% | 0.1% | 4.6% |
| Negocios | 0.5% | 1.6% | 0.3% | 2.4% |
| Naturaleza | 1.2% | 0.7% | 0.1% | 2.0% |
| Otro | 0.3% | 1.5% | 0.1% | 1.9% |
| Gastronómico | 0.3% | 0.4% | 0.1% | 0.9% |
| Compra artesanías | 0.2% | 0.5% | 0.1% | 0.8% |
| Ecoturismo | 0.4% | 0.3% | 0.0% | 0.7% |
| Salud | 0.3% | 0.1% | 0.0% | 0.5% |
| Deportivo | 0.3% | 0.1% | 0.1% | 0.5% |
| No Contesto | 18.1% | 26.2% | 6.8% | 51.1% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Resultados con Perspectiva de Género

Con que sitios compararía la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------------------|-------|--------|-------------|-------------|
| Ninguno | 2.6% | 3.1% | 1.2% | 7.0% |
| Zacatecas, Zac. | 1.7% | 2.2% | 0.1% | 4.0% |
| Guanajuato, Gto. | 1.4% | 1.6% | 0.2% | 3.2% |
| San Miguel de Allende, Gto. | 1.0% | 1.1% | 0.2% | 2.3% |
| Monterrey, N.L. | 0.7% | 0.9% | 0.5% | 2.1% |
| San Juan de los Lagos, Jal. | 0.7% | 0.7% | 0.0% | 1.4% |
| Saltillo, Coah. | 0.1% | 0.8% | 0.1% | 1.0% |
| Taxco, Gro. | 0.3% | 0.4% | 0.2% | 0.9% |
| Charcas, S.L.P. | 0.2% | 0.5% | 0.2% | 0.9% |
| Santa María del Río, S.L.P. | 0.4% | 0.3% | 0.1% | 0.8% |
| Dolores Hidalgo, Gto. | 0.4% | 0.3% | 0.0% | 0.7% |
| Moctezuma, S.L.P. | 0.2% | 0.5% | 0.0% | 0.7% |
| Querétaro, Qro. | 0.3% | 0.3% | 0.1% | 0.7% |
| Peña de Bernal, Qro. | 0.3% | 0.3% | 0.0% | 0.6% |
| Ciudad Juárez, Chih. | 0.4% | 0.0% | 0.0% | 0.4% |
| Chihuahua, Chih. | 0.3% | 0.1% | 0.0% | 0.4% |
| Torreón, Coah. | 0.2% | 0.2% | 0.0% | 0.4% |
| Coahuila | 0.2% | 0.2% | 0.0% | 0.4% |
| Cerro de San Pedro, S.L.P. | 0.0% | 0.3% | 0.1% | 0.4% |
| Mineral de Pozos, Gto. | 0.2% | 0.1% | 0.0% | 0.3% |
| Vanegas, S.L.P. | 0.0% | 0.3% | 0.0% | 0.3% |
| Pinos, Zac. | 0.0% | 0.2% | 0.1% | 0.3% |
| Tamaulipas | 0.2% | 0.1% | 0.0% | 0.3% |
| Ciudad Jiménez, Chih. | 0.1% | 0.0% | 0.2% | 0.3% |
| Texas, E.U.A. | 0.1% | 0.1% | 0.0% | 0.2% |
| Camargo, Chih. | 0.0% | 0.2% | 0.0% | 0.2% |
| Real de Catorce, S.L.P. | 0.0% | 0.1% | 0.1% | 0.2% |
| Venado, S.L.P. | 0.2% | 0.0% | 0.0% | 0.2% |
| Rioverde, S.L.P. | 0.1% | 0.1% | 0.0% | 0.2% |
| Matehuala, S.L.P. | 0.2% | 0.0% | 0.0% | 0.2% |
| Fresnillo, Zac. | 0.0% | 0.1% | 0.1% | 0.2% |
| Tlaxcala, Tlax. | 0.0% | 0.1% | 0.1% | 0.2% |
| Real del Monte, Hgo. | 0.1% | 0.0% | 0.0% | 0.1% |
| Linares, N.L. | 0.0% | 0.1% | 0.0% | 0.1% |
| Tepito, CDMX | 0.0% | 0.0% | 0.1% | 0.1% |
| Doctor Arroyo, N.L. | 0.1% | 0.0% | 0.0% | 0.1% |

Con que sitios compararía la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|----------------------------|--------------|--------------|--------------|---------------|
| Oaxaca, Oax. | 0.0% | 0.1% | 0.0% | 0.1% |
| Mc Allen, E.U.A. | 0.0% | 0.1% | 0.0% | 0.1% |
| Guadalajara, S.L.P. | 0.1% | 0.0% | 0.0% | 0.1% |
| Santa Bárbara, Gto. | 0.0% | 0.1% | 0.0% | 0.1% |
| Coatepec, Ver. | 0.0% | 0.0% | 0.1% | 0.1% |
| Cómalá, Col. | 0.0% | 0.0% | 0.1% | 0.1% |
| Iturbide, N.L. | 0.0% | 0.1% | 0.0% | 0.1% |
| Villa Santiago, N.L. | 0.0% | 0.1% | 0.0% | 0.1% |
| Basilia | 0.0% | 0.1% | 0.0% | 0.1% |
| Tecate, B.C.N. | 0.1% | 0.0% | 0.0% | 0.1% |
| Belle Glade (Florida) | 0.0% | 0.0% | 0.1% | 0.1% |
| Londres, Ing. | 0.0% | 0.1% | 0.0% | 0.1% |
| Guadalajara, S.L.P. | 0.0% | 0.1% | 0.0% | 0.1% |
| Parras de la Fuente, Coah. | 0.0% | 0.0% | 0.1% | 0.1% |
| Cuatro Ciénegas, Coah. | 0.0% | 0.1% | 0.0% | 0.1% |
| Jerez de García, Zac. | 0.0% | 0.1% | 0.0% | 0.1% |
| Lagunillas, S.L.P. | 0.0% | 0.1% | 0.0% | 0.1% |
| Cárdenas, S.L.P. | 0.0% | 0.1% | 0.0% | 0.1% |
| Cerritos, S.L.P. | 0.1% | 0.0% | 0.0% | 0.1% |
| Alaquines, S.L.P. | 0.0% | 0.1% | 0.0% | 0.1% |
| Xilitla, S.L.P. | 0.1% | 0.0% | 0.0% | 0.1% |
| Cedral, S.L.P. | 0.1% | 0.0% | 0.0% | 0.1% |
| Rincón de Romos, Ags. | 0.1% | 0.0% | 0.0% | 0.1% |
| Salinas, S.L.P. | 0.0% | 0.0% | 0.1% | 0.1% |
| San Luis Potosí, S.L.P. | 0.0% | 0.1% | 0.0% | 0.1% |
| Villa Hidalgo, S.L.P. | 0.1% | 0.0% | 0.0% | 0.1% |
| Hidalgo | 0.0% | 0.1% | 0.0% | 0.1% |
| Sonora | 0.0% | 0.1% | 0.0% | 0.1% |
| Durango | 0.1% | 0.0% | 0.0% | 0.1% |
| Huasteca | 0.1% | 0.0% | 0.0% | 0.1% |
| CDMX | 0.1% | 0.0% | 0.0% | 0.1% |
| Cancún, Q.Roo | 0.0% | 0.1% | 0.0% | 0.1% |
| Ciudad del Maíz, S.L.P. | 0.0% | 0.0% | 0.1% | 0.1% |
| No Contesto | 23.7% | 32.9% | 8.0% | 64.6% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Resultados con Perspectiva de Género

Razones de Comparación con la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------------|--------------|--------------|--------------|---------------|
| Arquitectura | 1.6% | 2.6% | 0.6% | 4.8% |
| Clima | 1.9% | 2.4% | 0.1% | 4.4% |
| Lugar Único | 1.3% | 1.8% | 0.3% | 3.4% |
| Atractivos naturales | 1.1% | 1.6% | 0.3% | 3.0% |
| Vegetación | 1.3% | 1.3% | 0.2% | 2.8% |
| Cultura | 0.9% | 1.4% | 0.3% | 2.6% |
| Tradiciones | 0.6% | 0.9% | 0.2% | 1.7% |
| Ciudad Colonial | 0.6% | 0.4% | 0.1% | 1.1% |
| Locales/Tiendas | 0.3% | 0.3% | 0.1% | 0.7% |
| Ambiente tranquilo | 0.5% | 0.0% | 0.0% | 0.5% |
| Hospitalidad de la gente | 0.1% | 0.1% | 0.1% | 0.3% |
| Gastronomía | 0.2% | 0.0% | 0.1% | 0.3% |
| Pueblo mágico | 0.2% | 0.1% | 0.0% | 0.3% |
| Artesanías | 0.0% | 0.2% | 0.1% | 0.3% |
| Inseguridad | 0.2% | 0.0% | 0.0% | 0.2% |
| Jardines | 0.1% | 0.0% | 0.0% | 0.1% |
| Falta de Limpieza | 0.0% | 0.1% | 0.0% | 0.1% |
| No contesto | 26.6% | 36.8% | 9.8% | 73.1% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Resultados con Perspectiva de Género

Actividades que podrían desarrollarse

| Concepto | Mujer | Hombre | No Contesto | Total |
|---|--------------|--------------|--------------|---------------|
| Nada, todo esta muy completo | 2.8% | 3.8% | 0.6% | 7.3% |
| Ecoturismo | 2.4% | 2.6% | 0.6% | 5.7% |
| Turismo de Aventura | 2.0% | 1.8% | 0.1% | 3.9% |
| Actividades culturales | 1.2% | 2.2% | 0.4% | 3.8% |
| Tours guiados / turismo guiado con un relator | 1.3% | 1.9% | 0.2% | 3.4% |
| Festivales /eventos/conciertos | 1.3% | 1.2% | 0.5% | 3.0% |
| Feria o festival gastronómico | 1.1% | 0.9% | 0.1% | 2.1% |
| Torneos deportivos | 1.1% | 0.6% | 0.3% | 2.0% |
| Recorridos nocturnos históricos / Actividades nocturnas | 0.4% | 1.2% | 0.1% | 1.7% |
| Muestras y consumo de artesanías | 0.4% | 0.4% | 0.1% | 0.9% |
| Experiencias de astronomía | 0.1% | 0.2% | 0.2% | 0.5% |
| Museos/exposiciones | 0.1% | 0.2% | 0.0% | 0.3% |
| Turismo de Negocios | 0.0% | 0.2% | 0.1% | 0.3% |
| Áreas de descanso | 0.2% | 0.0% | 0.0% | 0.2% |
| Áreas de juegos infantiles | 0.0% | 0.1% | 0.0% | 0.1% |
| No contesto | 23.0% | 32.6% | 9.0% | 64.6% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Resultados con Perspectiva de Género

Opinión para Mejorar la Actividad Turística

| Concepto | Mujer | Hombre | No Contesto | Total |
|---|--------------|--------------|--------------|---------------|
| Nada, todo esta bien | 0.6% | 0.4% | 0.1% | 1.1% |
| Más promoción / Difusión / Campañas publicitarias | 3.1% | 4.5% | 1.1% | 8.8% |
| Diversidad de actividades | 1.7% | 1.7% | 0.5% | 3.9% |
| Más inversión para mejorar la ciudad | 1.3% | 1.6% | 0.2% | 3.1% |
| Limpieza en calles y avenidas | 0.9% | 1.4% | 0.2% | 2.5% |
| Guías turísticos | 1.0% | 1.3% | 0.2% | 2.5% |
| Actividades culturales | 0.8% | 1.0% | 0.5% | 2.3% |
| Infraestructura Turística/Destinos | 1.1% | 1.2% | 0.0% | 2.3% |
| Mejorar las carreteras / Crear carreteras | 0.8% | 0.9% | 0.2% | 1.9% |
| Mejorar la gastronomía | 1.0% | 0.5% | 0.0% | 1.5% |
| Centros nocturnos (Bares, antros) | 0.2% | 1.0% | 0.1% | 1.3% |
| Personal más capacitado / Servicio al cliente | 0.4% | 0.4% | 0.3% | 1.1% |
| Mejorar vialidades de la ciudad | 0.4% | 0.5% | 0.1% | 1.0% |
| Mejorar Señalética turística | 0.2% | 0.2% | 0.3% | 0.7% |
| Hoteles/Mejorar calidad de los hoteles | 0.4% | 0.3% | 0.0% | 0.7% |
| Mayor seguridad | 0.3% | 0.2% | 0.2% | 0.7% |
| Corredor turístico | 0.5% | 0.1% | 0.0% | 0.6% |
| Taxis/Transporte público | 0.6% | 0.0% | 0.0% | 0.6% |
| Lugares Turísticos Abiertos | 0.1% | 0.3% | 0.0% | 0.4% |
| Proporcionar mapas turísticos | 0.1% | 0.1% | 0.0% | 0.2% |
| Ruta turística | 0.2% | 0.0% | 0.0% | 0.2% |
| Servicios médicos | 0.0% | 0.0% | 0.2% | 0.2% |
| Protección al ambiente | 0.0% | 0.2% | 0.0% | 0.2% |
| No contestó | 21.7% | 32.1% | 8.1% | 61.9% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Resultados con Perspectiva de Género

Medio por el que se enteró o conoce región

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------|--------------|--------------|--------------|---------------|
| Familiares o amigos | 11.9% | 15.9% | 3.0% | 30.8% |
| Internet | 2.9% | 3.4% | 1.1% | 7.5% |
| Redes Sociales | 2.3% | 2.0% | 0.6% | 4.9% |
| Folleto | 1.8% | 1.7% | 0.6% | 4.1% |
| Televisión | 1.5% | 1.7% | 0.2% | 3.4% |
| Revista | 0.2% | 1.2% | 0.0% | 1.4% |
| Agencias de Viajes | 0.5% | 0.8% | 0.1% | 1.4% |
| Radio | 0.3% | 0.3% | 0.1% | 0.7% |
| Periódico | 0.0% | 0.2% | 0.1% | 0.3% |
| Otro | 0.4% | 0.7% | 0.4% | 1.5% |
| No contesto | 15.7% | 22.1% | 6.1% | 43.8% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Viajo a través de algún Operador

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Si | 1.6% | 2.2% | 0.2% | 4.0% |
| No | 32.1% | 43.0% | 10.9% | 86.1% |
| No contesto | 3.8% | 4.8% | 1.2% | 9.9% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Nombre del Agencia u Operador

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| DHL México | 0.2% | 0.2% | 0.0% | 0.4% |
| Senda | 0.4% | 1.2% | 0.0% | 1.6% |
| Lenila | 0.0% | 0.2% | 0.0% | 0.2% |
| No contesto | 37.0% | 48.5% | 12.3% | 97.8% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Resultados con Perspectiva de Género

Recordación de Publicidad con Imagen

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Si | 13.7% | 19.2% | 4.2% | 37.2% |
| No | 22.0% | 29.7% | 7.1% | 58.8% |
| No contesto | 1.8% | 1.2% | 1.0% | 4.0% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Lugar de Recordación de la Publicidad

| Concepto | Mujer | Hombre | No Contesto | Total |
|----------------|--------------|--------------|--------------|---------------|
| Folletos | 5.1% | 6.7% | 0.6% | 12.3% |
| Redes Sociales | 3.2% | 4.4% | 1.2% | 8.9% |
| Espectaculares | 2.2% | 3.4% | 0.6% | 6.3% |
| Internet | 1.8% | 2.6% | 0.6% | 5.1% |
| Televisión | 0.6% | 0.8% | 0.4% | 1.8% |
| Periódico | 0.6% | 0.2% | 0.2% | 1.0% |
| Revistas | 0.0% | 0.4% | 0.4% | 0.8% |
| Otro | 0.6% | 1.0% | 0.2% | 1.8% |
| No contesto | 23.4% | 30.5% | 8.1% | 62.0% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Resultados con Perspectiva de Género

Lo que más le gustó de la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------------------|--------------|--------------|--------------|---------------|
| Hospitalidad de la Gente | 4.7% | 6.3% | 1.8% | 12.8% |
| Arquitectura | 4.3% | 5.5% | 1.6% | 11.4% |
| Paisajes / Naturaleza | 4.1% | 5.5% | 0.7% | 10.3% |
| Clima | 3.4% | 3.9% | 1.2% | 8.6% |
| Artesanías | 3.4% | 4.1% | 0.8% | 8.4% |
| Flora y Fauna | 3.5% | 3.4% | 1.0% | 8.0% |
| Gastronomía | 2.4% | 3.2% | 0.6% | 6.3% |
| Servicio en hoteles | 1.5% | 3.4% | 0.5% | 5.5% |
| Sitios Histórico Culturales | 1.9% | 1.9% | 0.3% | 4.1% |
| Infraestructura Turística | 1.3% | 1.6% | 0.2% | 3.1% |
| Servicio en Restaurantes | 0.7% | 1.2% | 0.3% | 2.2% |
| Limpieza de la Ciudad | 0.7% | 1.1% | 0.0% | 1.8% |
| No contesto | 5.4% | 8.9% | 3.2% | 17.5% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Lo que más le disgustó de la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------------|--------------|--------------|--------------|---------------|
| Falta de limpieza | 4.8% | 6.0% | 1.5% | 12.3% |
| Vendedores Ambulantes | 4.5% | 6.4% | 0.5% | 11.4% |
| Tráfico | 2.0% | 6.1% | 1.2% | 9.3% |
| Contaminación | 2.2% | 2.4% | 0.7% | 5.4% |
| Precios | 1.8% | 1.7% | 0.9% | 4.4% |
| Inseguridad | 1.0% | 1.5% | 0.4% | 2.9% |
| Clima | 1.0% | 1.2% | 0.4% | 2.6% |
| Servicio en restaurantes | 1.7% | 0.7% | 0.2% | 2.6% |
| Transporte público | 1.1% | 0.5% | 0.2% | 1.8% |
| Servicio taxis | 0.6% | 0.3% | 0.2% | 1.1% |
| Servicio en hoteles | 0.2% | 0.2% | 0.1% | 0.5% |
| Hospitalidad residentes | 0.0% | 0.4% | 0.0% | 0.4% |
| Otro | 1.1% | 1.0% | 1.0% | 3.1% |
| No contesto | 15.4% | 21.7% | 4.9% | 42.0% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Resultados con Perspectiva de Género

Impulsar Acciones para renovar Imagen

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------|--------------|--------------|--------------|---------------|
| Si | 30.9% | 43.0% | 10.5% | 84.4% |
| No | 5.7% | 4.8% | 0.6% | 11.1% |
| No contesto | 1.0% | 2.2% | 1.2% | 4.4% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Acciones para Impulsar la Región

| Concepto | Mujer | Hombre | No Contesto | Total |
|----------------------------|--------------|--------------|--------------|---------------|
| Infraestructura turística | 5.7% | 4.8% | 0.6% | 11.1% |
| Promoción y Difusión | 0.0% | 0.0% | 0.0% | 0.0% |
| Instalar sanitarios | 30.9% | 43.0% | 10.5% | 84.4% |
| Equipamiento turístico | 0.0% | 0.0% | 0.0% | 0.0% |
| Acceso a sitios turísticos | 0.0% | 0.0% | 0.0% | 0.0% |
| Señalética conductiva | 0.0% | 0.0% | 0.0% | 0.0% |
| Señalética restrictiva | 0.0% | 0.0% | 0.0% | 0.0% |
| No contesto | 1.0% | 2.2% | 1.2% | 4.4% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Regresaría al Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| Definitivamente sí | 24.4% | 29.3% | 8.3% | 62.0% |
| Probablemente sí | 11.3% | 18.6% | 2.4% | 32.3% |
| Probablemente no | 1.2% | 1.4% | 0.6% | 3.2% |
| Definitivamente no | 0.0% | 0.0% | 0.2% | 0.2% |
| No Contesto | 0.6% | 0.8% | 0.8% | 2.2% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Recomendaría el Destino

| Concepto | Mujer | Hombre | No Contesto | Total |
|--------------------|--------------|--------------|--------------|---------------|
| Definitivamente sí | 25.5% | 32.1% | 7.9% | 65.5% |
| Probablemente sí | 10.5% | 16.6% | 2.4% | 29.5% |
| Probablemente no | 0.8% | 0.6% | 0.8% | 2.2% |
| Definitivamente no | 0.0% | 0.2% | 0.2% | 0.4% |
| No Contesto | 0.8% | 0.6% | 1.0% | 2.4% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Resultados con Perspectiva de Género

Ciudad de Origen

| Concepto | Mujer | Hombre | No Contesto | Total |
|----------------------------|-------|--------|-------------|-------|
| Monterrey, N.L. | 6.3% | 10.9% | 2.2% | 19.4% |
| San Luis Potosí, S.L.P. | 4.0% | 5.5% | 1.4% | 10.9% |
| Saltillo, Coah. | 1.8% | 4.0% | 0.2% | 6.1% |
| CDMX | 1.8% | 2.2% | 0.2% | 4.2% |
| Matehuala, S.L.P. | 1.4% | 2.0% | 0.2% | 3.6% |
| Guadalajara, Jal. | 1.0% | 1.2% | 0.6% | 2.8% |
| Monclova, Coah. | 0.6% | 1.2% | 0.8% | 2.6% |
| Houston (Texas), E.U. | 1.4% | 1.0% | 0.0% | 2.4% |
| Ciudad Victoria, Tams. | 0.8% | 1.4% | 0.0% | 2.2% |
| Reynosa, Tams. | 0.4% | 1.2% | 0.4% | 2.0% |
| Dallas (Texas), E.U. | 0.8% | 0.8% | 0.2% | 1.8% |
| Querétaro, Qro. | 0.8% | 1.0% | 0.0% | 1.8% |
| Zacatecas, Zac. | 0.8% | 0.8% | 0.2% | 1.8% |
| León, Gto. | 1.2% | 0.2% | 0.0% | 1.4% |
| Nuevo Laredo, Tams. | 1.2% | 0.2% | 0.0% | 1.4% |
| Tampico, Tams. | 0.8% | 0.4% | 0.0% | 1.2% |
| Torreón, Coah. | 0.6% | 0.4% | 0.2% | 1.2% |
| Aguascalientes, Ags. | 0.4% | 0.2% | 0.2% | 0.8% |
| Illinois (Chicago) | 0.2% | 0.6% | 0.0% | 0.8% |
| Apodaca, N.L. | 0.2% | 0.4% | 0.0% | 0.6% |
| Ciudad Madero, Tams. | 0.2% | 0.4% | 0.0% | 0.6% |
| Ciudad Valles, S.L.P. | 0.4% | 0.2% | 0.0% | 0.6% |
| Cuernavaca, Mor. | 0.0% | 0.2% | 0.4% | 0.6% |
| Hermosillo, Son. | 0.0% | 0.6% | 0.0% | 0.6% |
| Linares, N.L. | 0.6% | 0.0% | 0.0% | 0.6% |
| Matamoros, Tams. | 0.4% | 0.2% | 0.0% | 0.6% |
| Nuevo Laredo (Texas), E.U. | 0.0% | 0.6% | 0.0% | 0.6% |
| Rioverde, S.L.P. | 0.0% | 0.4% | 0.2% | 0.6% |
| Acapulco, Gro. | 0.2% | 0.2% | 0.0% | 0.4% |
| Carolina del Norte, E.U. | 0.4% | 0.0% | 0.0% | 0.4% |
| Cedral, S.L.P. | 0.2% | 0.2% | 0.0% | 0.4% |
| Colima | 0.2% | 0.0% | 0.2% | 0.4% |
| Culiacán, Sin. | 0.4% | 0.0% | 0.0% | 0.4% |
| Dr. Arrollo, N.L. | 0.0% | 0.4% | 0.0% | 0.4% |
| Escobedo, N.L. | 0.0% | 0.4% | 0.0% | 0.4% |
| Galeana, N.L. | 0.2% | 0.2% | 0.0% | 0.4% |
| La Paz, B.C.S. | 0.2% | 0.2% | 0.0% | 0.4% |
| Londres, Inglaterra | 0.4% | 0.0% | 0.0% | 0.4% |
| Monte Morelos, N.L. | 0.0% | 0.4% | 0.0% | 0.4% |
| Morelia, Mich. | 0.0% | 0.4% | 0.0% | 0.4% |
| Padilla, Tams. | 0.0% | 0.4% | 0.0% | 0.4% |
| Puebla, Pue. | 0.2% | 0.2% | 0.0% | 0.4% |
| Río Bravo, Tams. | 0.0% | 0.4% | 0.0% | 0.4% |
| San Nicolás, N.L. | 0.4% | 0.0% | 0.0% | 0.4% |
| Sonora | 0.0% | 0.2% | 0.2% | 0.4% |
| Tepatitlán, Jal. | 0.2% | 0.2% | 0.0% | 0.4% |
| Tlaxcala, Tlax. | 0.2% | 0.0% | 0.2% | 0.4% |
| Tijuana, B.C. | 0.0% | 0.4% | 0.0% | 0.4% |
| Valle Hermoso, Tams. | 0.0% | 0.4% | 0.0% | 0.4% |

Ciudad de Origen

| Concepto | Mujer | Hombre | No Contesto | Total |
|----------------------------------|--------------|--------------|--------------|---------------|
| Guadalcazar, S.L.P. | 0.0% | 0.2% | 0.2% | 0.4% |
| Guadalupe, N.L. | 0.0% | 0.2% | 0.2% | 0.4% |
| Santa María del Río, S.L.P. | 0.2% | 0.0% | 0.2% | 0.4% |
| Tamuín, S.L.P. | 0.0% | 0.2% | 0.2% | 0.4% |
| Arramberri, N.L. | 0.0% | 0.2% | 0.0% | 0.2% |
| Cadereyta, N.L. | 0.0% | 0.2% | 0.0% | 0.2% |
| Cárdenas, S.L.P. | 0.0% | 0.2% | 0.0% | 0.2% |
| Ciudad Mier, Tams. | 0.2% | 0.0% | 0.0% | 0.2% |
| Celaya, Gto. | 0.2% | 0.0% | 0.0% | 0.2% |
| Cerritos, S.L.P. | 0.0% | 0.2% | 0.0% | 0.2% |
| Chiapas | 0.2% | 0.0% | 0.0% | 0.2% |
| Cienega de Flores, N.L. | 0.2% | 0.0% | 0.0% | 0.2% |
| Cloete, Sabinas, Coah. | 0.0% | 0.0% | 0.2% | 0.2% |
| Durango, Dgo. | 0.2% | 0.0% | 0.0% | 0.2% |
| Fresnillo, Zac. | 0.0% | 0.0% | 0.2% | 0.2% |
| Greenville (California), E.U. | 0.2% | 0.0% | 0.0% | 0.2% |
| Guanajuato, Gto. | 0.2% | 0.0% | 0.0% | 0.2% |
| Jerez, Zac. | 0.0% | 0.2% | 0.0% | 0.2% |
| Kobe, Japón | 0.0% | 0.2% | 0.0% | 0.2% |
| McAllen, Tx. | 0.0% | 0.2% | 0.0% | 0.2% |
| Mazatlán, Sin. | 0.2% | 0.0% | 0.0% | 0.2% |
| Mérida, Yuc. | 0.2% | 0.0% | 0.0% | 0.2% |
| Los Mochis, Sin. | 0.2% | 0.0% | 0.0% | 0.2% |
| Montemorelos, N.L. | 0.0% | 0.0% | 0.2% | 0.2% |
| Netzahualcóyotl, Edo. Méx. | 0.2% | 0.0% | 0.0% | 0.2% |
| Nueva Rosita, Coah. | 0.0% | 0.2% | 0.0% | 0.2% |
| Nuevo Morelos, Tams. | 0.0% | 0.2% | 0.0% | 0.2% |
| Pachuca, Hgo. | 0.2% | 0.0% | 0.0% | 0.2% |
| Pesquería, N.L. | 0.0% | 0.2% | 0.0% | 0.2% |
| Piedras Negras, Coah. | 0.0% | 0.2% | 0.0% | 0.2% |
| Rincón de Romos, Ags. | 0.2% | 0.0% | 0.0% | 0.2% |
| Salamanca, Gto. | 0.0% | 0.0% | 0.2% | 0.2% |
| Salinas, S.L.P. | 0.0% | 0.2% | 0.0% | 0.2% |
| San Antonio (Texas), E.U. | 0.0% | 0.2% | 0.0% | 0.2% |
| San Francisco (California), E.U. | 0.0% | 0.2% | 0.0% | 0.2% |
| Tamasopo, S.L.P. | 0.0% | 0.2% | 0.0% | 0.2% |
| Tantoyuca, Ver. | 0.2% | 0.0% | 0.0% | 0.2% |
| Tecate, B.C. | 0.2% | 0.0% | 0.0% | 0.2% |
| Tepic, Nay. | 0.0% | 0.2% | 0.0% | 0.2% |
| Tizayuca, Hgo. | 0.0% | 0.0% | 0.2% | 0.2% |
| Toluca, Edo. Méx. | 0.0% | 0.0% | 0.2% | 0.2% |
| Tula, Hgo. | 0.0% | 0.2% | 0.0% | 0.2% |
| Uruapan, Mich. | 0.2% | 0.0% | 0.0% | 0.2% |
| Vanegas, S.L.P. | 0.0% | 0.2% | 0.0% | 0.2% |
| Veracruz, Ver. | 0.0% | 0.2% | 0.0% | 0.2% |
| Villa de la Paz, S.L.P. | 0.2% | 0.0% | 0.0% | 0.2% |
| Xicoténcatl, Tams. | 0.2% | 0.0% | 0.0% | 0.2% |
| No Contesto | 2.2% | 2.6% | 2.2% | 7.1% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Resultados con Perspectiva de Género

Estado de Origen del Entrevistado

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------------|--------------|--------------|--------------|---------------|
| Nuevo León | 7.3% | 13.7% | 2.4% | 23.4% |
| San Luis Potosí | 6.5% | 9.5% | 2.4% | 18.4% |
| Coahuila de Zaragoza | 2.8% | 5.9% | 1.6% | 10.3% |
| Tamaulipas | 4.2% | 5.5% | 0.6% | 10.3% |
| Estados Unidos de América | 3.0% | 3.4% | 0.4% | 6.9% |
| Estado México | 2.0% | 1.8% | 0.2% | 4.0% |
| Jalisco | 0.8% | 1.4% | 0.6% | 2.8% |
| Guanajuato | 2.0% | 0.2% | 0.2% | 2.4% |
| Querétaro | 0.8% | 1.0% | 0.0% | 1.8% |
| Zacatecas | 0.4% | 1.0% | 0.4% | 1.8% |
| Sinaloa | 1.2% | 0.2% | 0.0% | 1.4% |
| Hidalgo | 0.8% | 0.2% | 0.2% | 1.2% |
| Aguascalientes | 0.6% | 0.2% | 0.2% | 1.0% |
| Ciudad de México | 0.2% | 0.4% | 0.2% | 0.8% |
| Baja California Sur | 0.2% | 0.4% | 0.0% | 0.6% |
| Michoacán | 0.2% | 0.4% | 0.0% | 0.6% |
| Morelos | 0.0% | 0.2% | 0.4% | 0.6% |
| Sonora | 0.0% | 0.6% | 0.0% | 0.6% |
| Veracruz | 0.4% | 0.2% | 0.0% | 0.6% |
| Baja California | 0.2% | 0.2% | 0.0% | 0.4% |
| Colima | 0.2% | 0.0% | 0.2% | 0.4% |
| Guerrero | 0.2% | 0.2% | 0.0% | 0.4% |
| Nayarit | 0.0% | 0.4% | 0.0% | 0.4% |
| Puebla | 0.2% | 0.2% | 0.0% | 0.4% |
| Tlaxcala | 0.2% | 0.0% | 0.2% | 0.4% |
| Inglaterra | 0.4% | 0.0% | 0.0% | 0.4% |
| Chiapas | 0.2% | 0.0% | 0.0% | 0.2% |
| Durango | 0.2% | 0.0% | 0.0% | 0.2% |
| Yucatán | 0.2% | 0.0% | 0.0% | 0.2% |
| Japón | 0.0% | 0.2% | 0.0% | 0.2% |
| Chihuahua | 0.0% | 0.2% | 0.0% | 0.2% |
| No contesto | 2.0% | 2.4% | 2.0% | 6.5% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Perfil del Visitante Verano 2017 – Altiplano Potosino

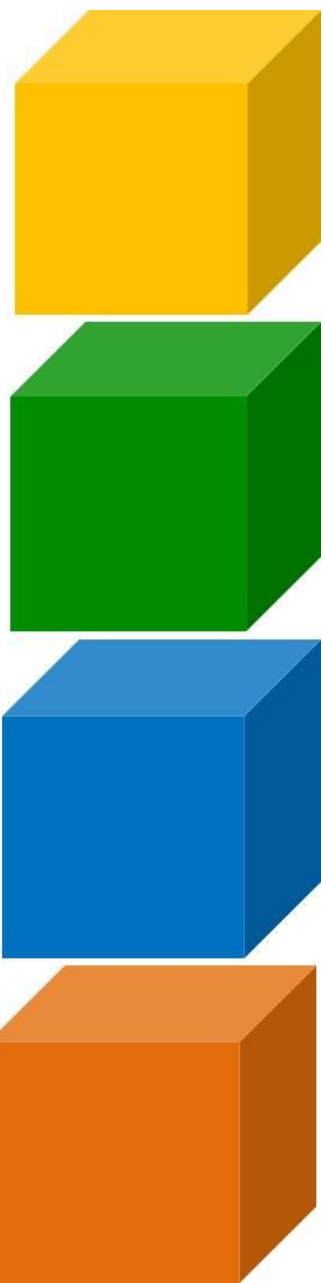
Resultados con Perspectiva de Género

Edad Promedio de los Entrevistados

| Concepto | Mujer | Hombre | No Contesto | Total |
|-----------------|--------------|--------------|--------------|---------------|
| De 18 a 24 años | 6.7% | 4.0% | 0.8% | 11.5% |
| De 25 a 31 años | 9.7% | 10.5% | 2.2% | 22.4% |
| De 32 a 38 años | 5.9% | 13.1% | 1.2% | 20.2% |
| De 39 a 45 años | 4.6% | 7.3% | 0.8% | 12.7% |
| De 46 a 51 años | 5.9% | 7.7% | 1.6% | 15.2% |
| De 52 a 59 años | 2.2% | 3.4% | 0.6% | 6.3% |
| Más de 60 años | 0.4% | 2.2% | 2.0% | 4.6% |
| No Contesto | 2.2% | 1.8% | 3.0% | 7.1% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |

Ocupación de los Entrevistados

| Concepto | Mujer | Hombre | No Contesto | Total |
|---------------------------------|--------------|--------------|--------------|---------------|
| Empleado | 9.1% | 14.7% | 2.6% | 26.5% |
| Comerciante | 3.4% | 8.9% | 1.0% | 13.3% |
| Profesionista independiente | 3.6% | 5.9% | 2.0% | 11.5% |
| Labores del hogar | 9.7% | 0.4% | 0.8% | 10.9% |
| Estudiante | 4.6% | 3.0% | 1.0% | 8.7% |
| Técnico | 0.8% | 5.7% | 0.8% | 7.3% |
| Ejecutivo / Gerente | 2.4% | 2.8% | 0.2% | 5.5% |
| Retirado / Jubilado | 0.6% | 3.0% | 0.6% | 4.2% |
| Empresario | 1.0% | 2.0% | 0.0% | 3.0% |
| Un oficio (plomero, carpintero, | 0.4% | 1.4% | 0.0% | 1.8% |
| No Contesto | 1.8% | 2.2% | 3.2% | 7.3% |
| Total | 37.6% | 50.1% | 12.3% | 100.0% |



Perfil del Visitante

Verano 2017

Región Altiplano

