

TLAYACAPAN CARNAVAL 2024

Satisfaction Evaluation

February 2024



SECRETARÍA DE
TURISMO Y CULTURA

Leading indicators

Influx

- **Approximately 50 thousand visitors**

Average spending per group

- **1,825.71**
- **5.0 people per group**

Economic Impact

- **18 million 257 thousand pesos**

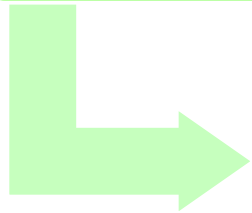
Visitors



Methodology

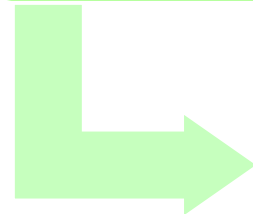
To whom

- Attendees of the Tlayacapan Carnival 2024.
- Legal adults.



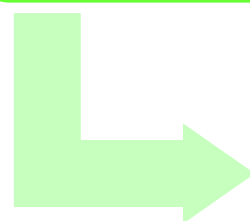
How

- 70 face-to-face surveys.
- Methodological sources:
SECTUR, OMT, AMAI, INEGI,
DENUE.



Where

- Tlayacapan Carnival 2024, Tlayacapan.



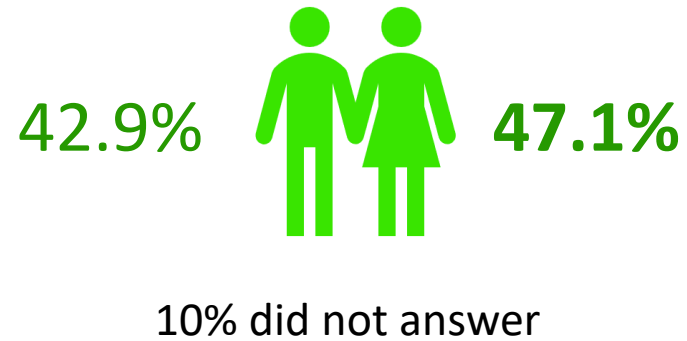
When

- From February 11 to 14, 2024.



Sociodemographic Profile

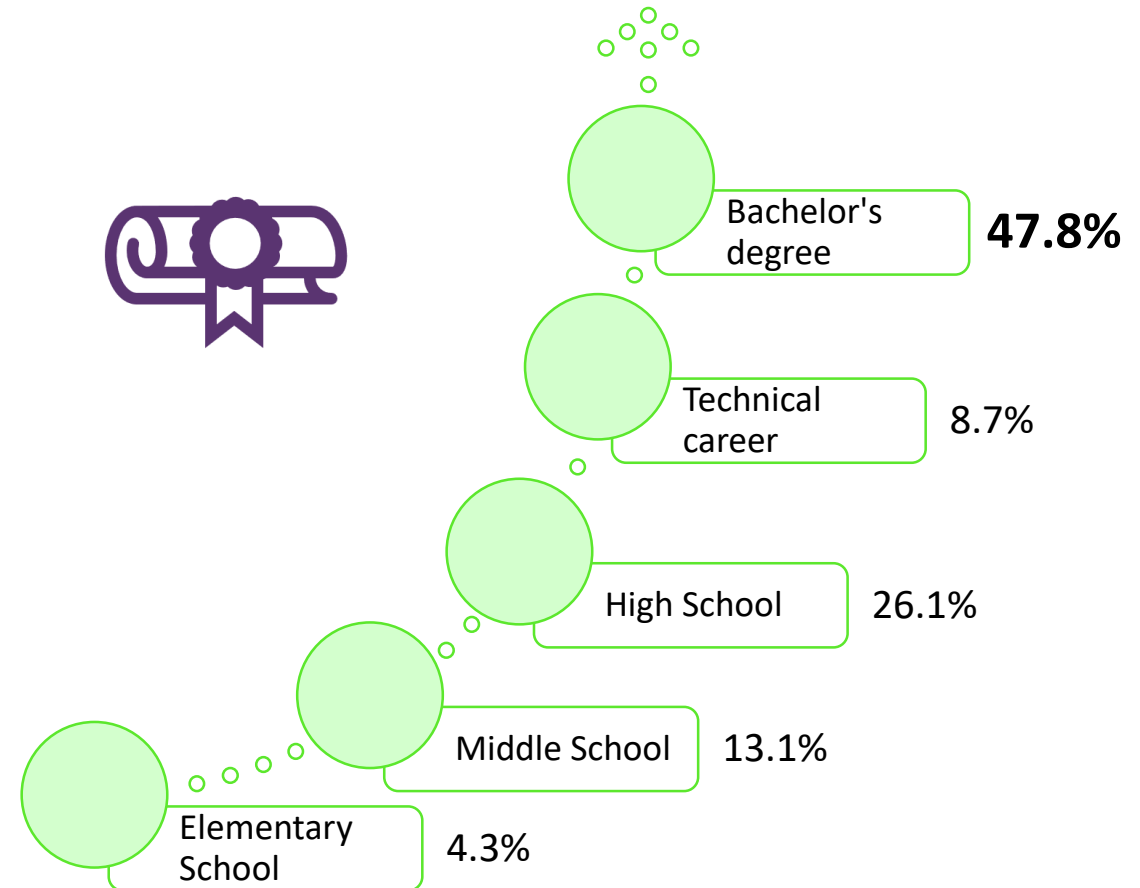
Gender



Average age

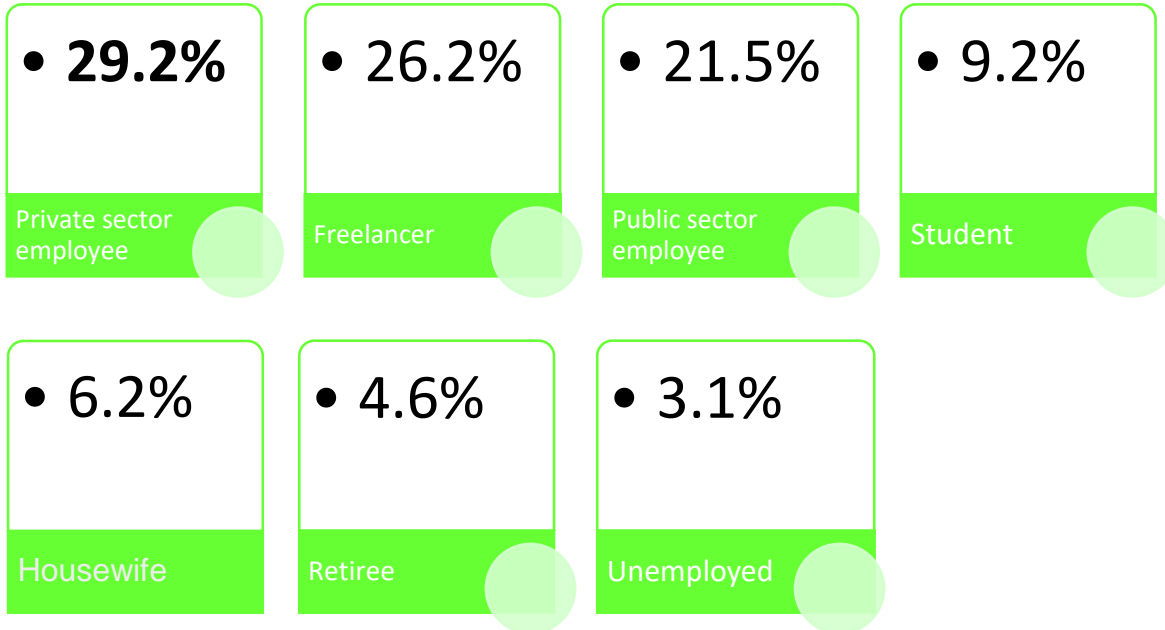
39.8 years

Level of education



Sociodemographic Profile

Work



Origin

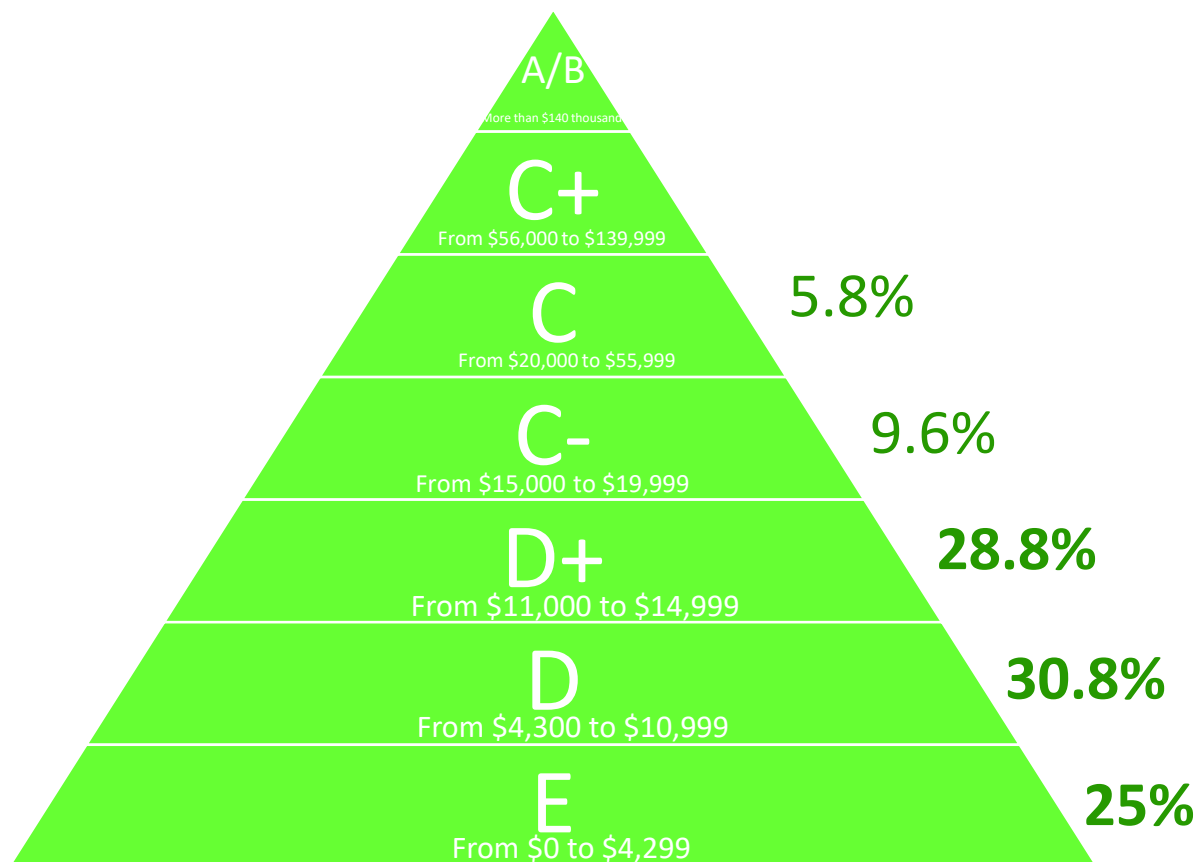
Morelos	37.8%
CDMX	27.5%
Other States	18.8%
Cuernavaca	15.9%

Morelos: Ayala, Cautla, Jantelco, Jiutepec, Temixco, Tepalcingo, Tepoztlán, Tlayacapan, Yautepec.

Other States: Estado de México, Guerrero, Hidalgo.

Sociodemographic Profile

Socioeconomic level



84.6%

Income from \$0 to \$14,999
NSE E, D and D+

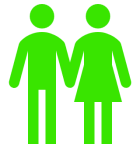


Visit planning

Who you are visiting with



Family
47.2%



Couple
25.7%



Friends
25.7%



Alone
1.4%

Average group of visitors



5.0
people

Groups

Senior citizen	21.4%
LGBTTTIQ community	5.7%

Advertising Media

The reason of the visit



Entertainment/Fun
83.8%

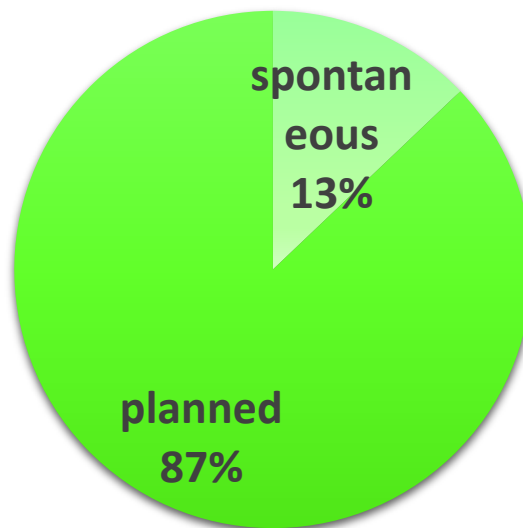


General culture
13.3%



To accompany someone
2.9%

The visit was



How did you find out



Social media
50%



Recommendation
from someone
31.4%



I did not see
10%



Web page
2.9%

Others: 5.7%

Satisfaction Evaluation

Evaluation



Event quality
8.5



Establishment
8.5



Organization
8.3



Kindness
8.6



Timetables
8.2

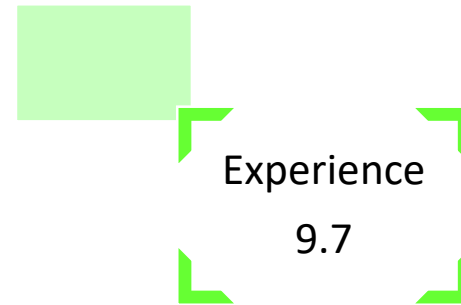


Information
7.9



Hygienic protocols
7.6

General Experience



Activities

98.6% recommend STyC events

98.6% would return to STyC events

\$1,825.71 average expense per group

Interest in events



Festivals or carnivals
39.1%



Musical events
21.7%



Exhibitions
18.8%



Dance events
13.2%



Theatrical events
4.3%



Observatorio Turístico y Cultural
Secretaría de Turismo y Cultura