Visitor's Profile
Morelos Bridge March 21, 2024

March 2024

MORELOS

SECRETARÍA DE
TURISMO Y CULTURA

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Objectives

1
- To have an updated and permanent monitoring of strategic information related to the Visitor Profile of the State of Morelos.

2
- To know and characterize visitors based on their sociodemographic variables, travel habits and preferences.

3
- Evaluate the satisfaction indexes of the different tourist services and infrastructure of the destination.

4
- To provide a tool for effective decision making, for anticipating and reacting to changes in the environment, for identifying growth opportunities, developing innovation capacity and designing strategies to increase the state's tourism competitiveness index.

Methodology

To whom
- Visitors to the state of Morelos (tourists and excursionists).
- Over 18 years of age who do not live or work in the destination.
- Excursionists with a minimum stay of 3 hours in the destination.

How
- Survey of 80 face-to-face surveys.
- Methodological sources: SECTUR, OMT, AMAI, INEGI, DENUE.

Where
- Cuernavaca, Tepoztlán and Tlayacapan.

When
- March 16, 17 and 18, 2024.

Axes of Study

Sociodemographic Profile

Travel Planning

Satisfaction Index

Advertising Media

Main Findings

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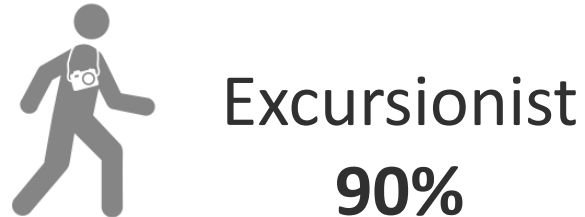MORELOS

Sociodemographic Profile March 2024 Bridge

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Gender

36.3% **63.7%**
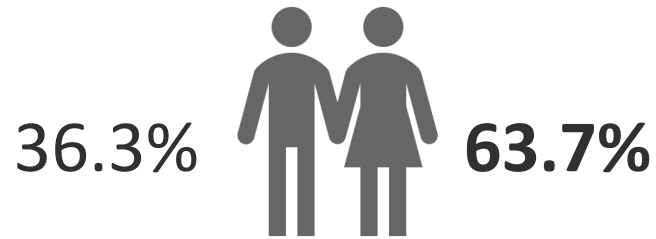
Average age

42 years old

Traveler type

Tourist
10%

Excursionist
90%

Origin

Origin	
Mexico City	**45%**
Morelos	28.7%
State of Mexico	12.5%
Mexican Republic	11.3%
Foreigners	2.5%

Morelos: Cuautla, Cuernavaca, Jiutepec, Jojutla, Temixco, Tepalcingo, Tepoztlán, Yautepec, Yecapixtla, Zapata.
Other states: Colima, Guerrero ,Hidalgo, Puebla, Tamaulipas, Tlaxcala, Veracruz.
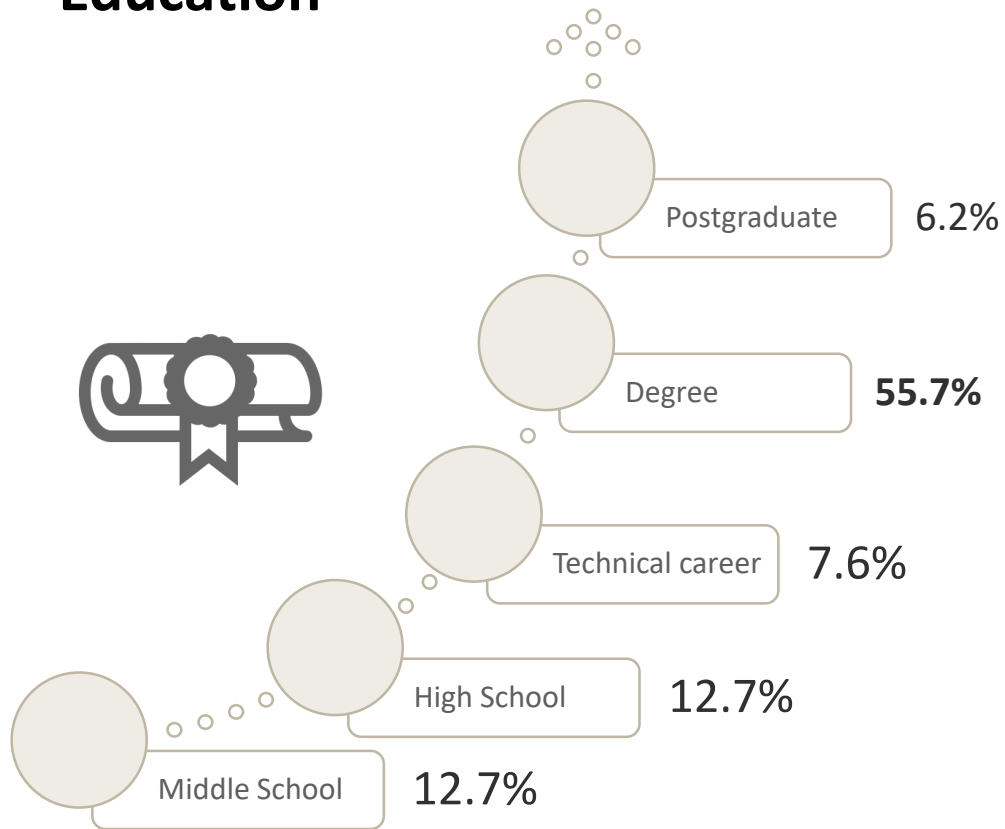
Foreigners: United States

Excursionist: Visitor who does not spend the night at the destination (stays less than 24 hours at the place of visit).
Tourist: Overnight visitor.
Source: World Tourism Organization.

Sociodemographic Profile

Education

Postgraduate — 6.2%

Degree — **55.7%**

Technical career — 7.6%

High School — 12.7%

Middle School — 12.7%

Elementary: 5.1%

Occupation

28%	26.7%	16%
Private employee	Independent	Government employee

14.7%	12%	2.6%
Student	Housekeeper	Retired

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Sociodemographic Profile

Socioeconomic Level

A/B
Over $140 thousand

C+
From $56,000 to $139,999

C
From $20,000 to $55,999

C-
From $15,000 to $19,999

D+
From $11,000 to $14,999

D
From $4,300 to $10,999

E
From $0 to $4,299

2.6%

13.1%

36.9%

36.9%

10.5%
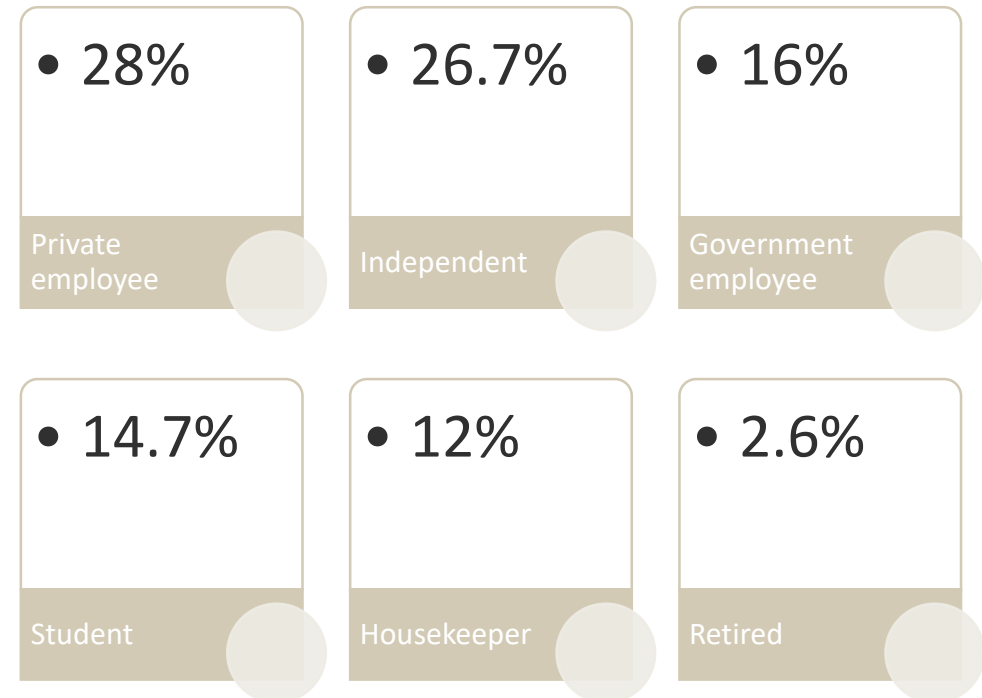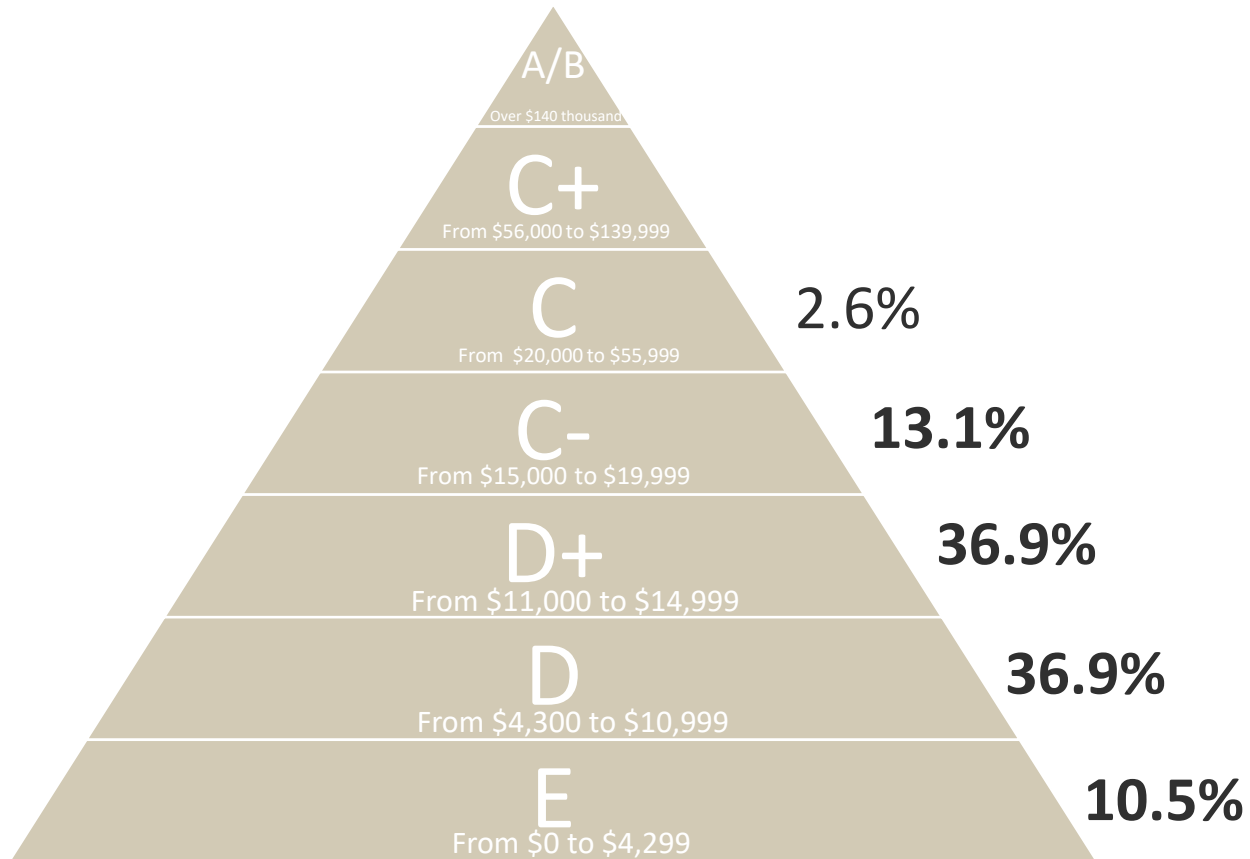
97.4%

Income from $0 to $19,999
NSE E,D,D+ y C-.

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Travel Planning

Who you travel with

Family
51.3%

Friends
17.9%

Couple
28.2%

Alone: 2.6%

Average travel group

4.6 people

Groups

Seniors
30%

LGBTTTIQ
1.3%

Visual disability
3.8%

Motor disability :
1.3%

Purpose of trip

Rest/vacation
44.3%

Fun
43%

Visit family/friends
8.9%

Social event
1.3%

Health
1.3%

Others: To know 1.3%

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Type of tourist lodging

Hotel
50%

Family or friend's house
25%

Rented house
12.5%

Vacation Camp
12.5%

Average stay

2.5 days

Transportation used

Own car
78.5%

Bus line
10.1%

Tourist bus
2.7%

Rented car
2.5%

Other:
Bicycle: 1.3%
Cab: 1.3%

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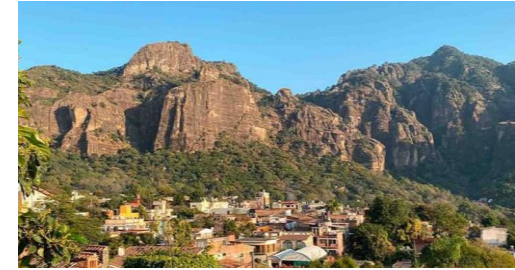MORELOS

Most visited places

Zocalo of Tepoztlán
18.2%

Ex Convent of the Nativity in Tepoztlan
16.8%

Archaeological Zone of Tepozteco
10.2%**%**

Zocalo of Tlayacapan
8.8%

Ex Convent of San Juan
Bautista in Tlayacapan
5.8%

Zocalo of Cuernavaca
5.1%

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Satisfaction Index
Destination Infrastructure

Criteria	Average rating	Criteria	Average rating
Signs	8.1	Cleaning of the city	8.0
Sidewalks	8.0	Street lighting	7.8
Road conditions	7.8	Bus station	**8.5**
Accessibility for people with disabilities	6.7	Local public transportation	8.3

Average infrastructure: 7.9

Satisfaction Index
Tourism Quality / Return and recommendation

Tourism Quality

Return and recommendation

Attention from providers
8.3

Food quality
8.6

Sanitary measures
8.1

97.5%
Would return to
Morelos

Cleaning of the installations
8.0

Price-quality value
8.3

Accessibility
6.7

97.5%
Would recommend visiting
Morelos

Average tourist quality: 8.0

Satisfaction Index
Tourist Services

Tourist information
module
7.9

Tourist attractions
8.9

ATMs
8.3

Parking lots
8.2

Gas stations
8.1

Public safety
7.5

Hospitality of the locals
9.0

Environmental
protection
8.1

Average tourist services: 8.3

Advertising Media

Morelos Advertising

Recommendation
66.3%

Social Media
26.2%

Didi't see
7.5%

Morelos Page

8.0%
Get to know the official
website or social
networks

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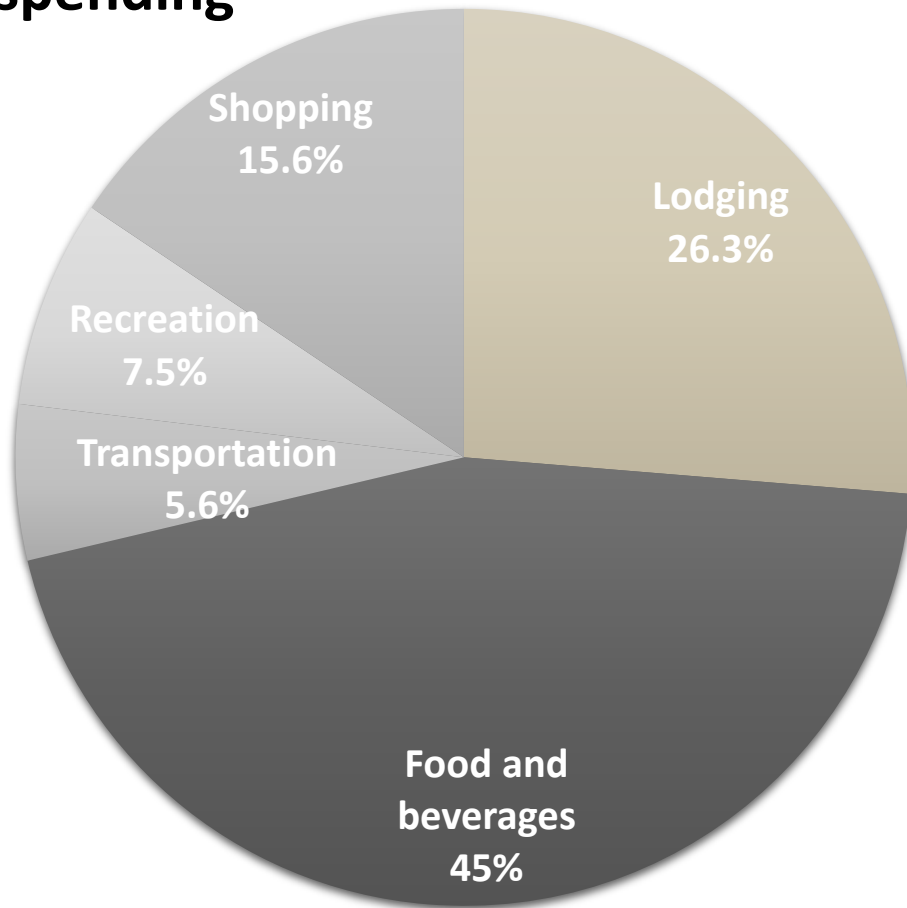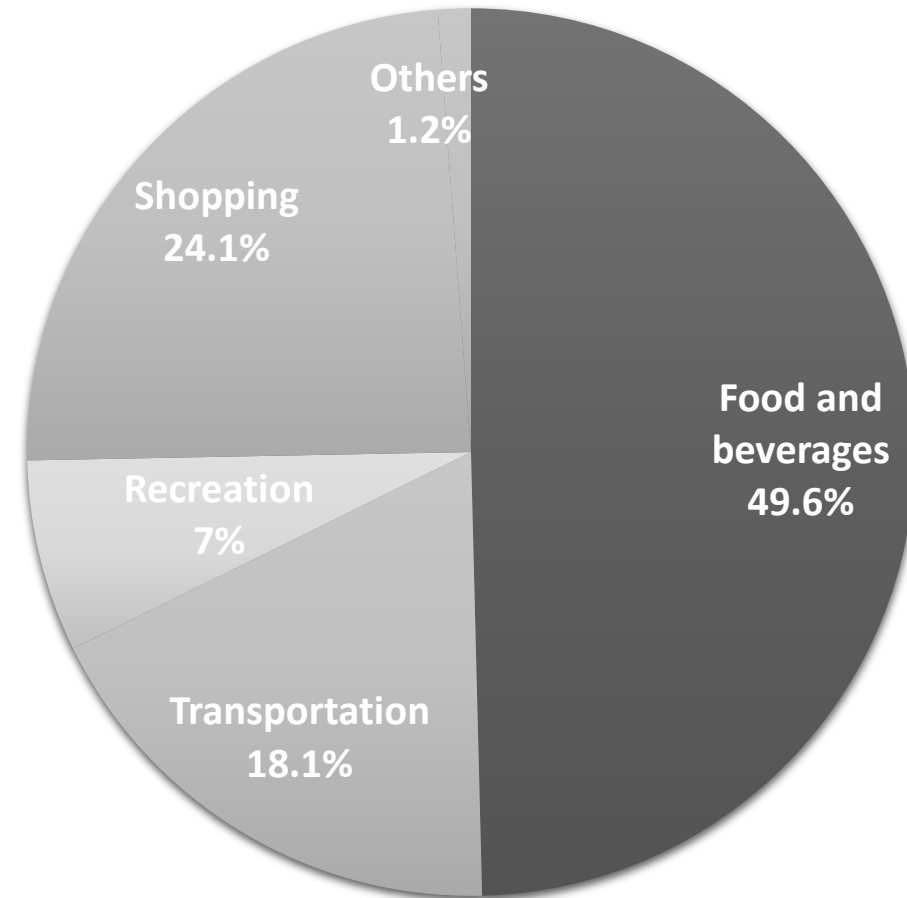SECRETARÍA DE
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Expense / Stay

Average spending

Tourist
$6,750.00

Shopping 15.6%

Lodging 26.3%

Recreation 7.5%

Transportation 5.6%

Food and beverages 45%

Excursionist
$2,669.01

Others 1.2%

Shopping 24.1%

Recreation 7%

Transportation 18.1%

Food and beverages 49.6%

SECRETARÍA DE **TURISMO Y CULTURA**

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Main Findings

90%

Excursionist

Visitor Profile

- 63.7% are women.
- 28% are privately employed.
- 42 years old is the average age.
- 45% come from Mexico City.

Travel Planning

- 51.3% came as a family.
- 50% stayed in a hotel.
- 4.6 people is the average group size.
- 3,082.27 is the average visitor expenditure.

Media

- 8.0% know the official website or social networks of Morelos Tourism.
- 66.3% found out about Morelos through recommendation.

Dissatisfaction index

7.9 city infrastructure

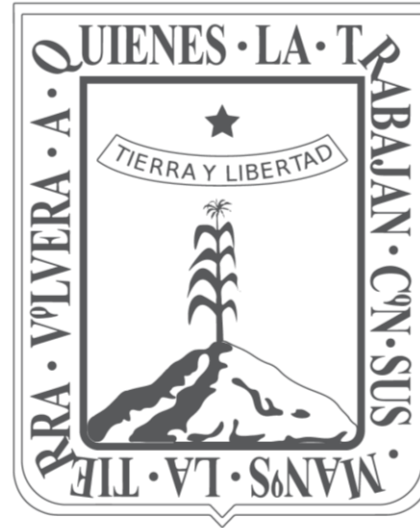8.0 quality of tourism

8.3 tourism services

Tourism and Cultural Observatory

Ministry of Tourism and Culture