

# CHRISTMAS VILLAGE 2023

Satisfaction Evaluation

December 2023



Festival  
**Luces de Esperanza**

SECRETARÍA DE  
**TURISMO Y CULTURA**



SECRETARÍA DE  
TURISMO Y CULTURA

SECRETARÍA DE  
DESARROLLO ECONÓMICO  
Y DEL TRABAJO

FIDECOMP  
FIDEICOMISO EJECUTIVO  
DEL FONDO DE COMPETITIVIDAD  
Y PROMOCIÓN DEL EMPLEO



# Main indicators

## Affluence

- **266,598 visitors approximately**

## Average spending per group

- **\$420.1**
- **3.9 people per group**

## Economic Profit

- **28 million 712 thousand 604 pesos**



# Methodology

## To whom

- Attendees of the Lights of Hope 2023 Festival.
- Adults aged 18 and older.



## How

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



## Where

- Lights of Hope Festival 2023,  
Cuernavaca



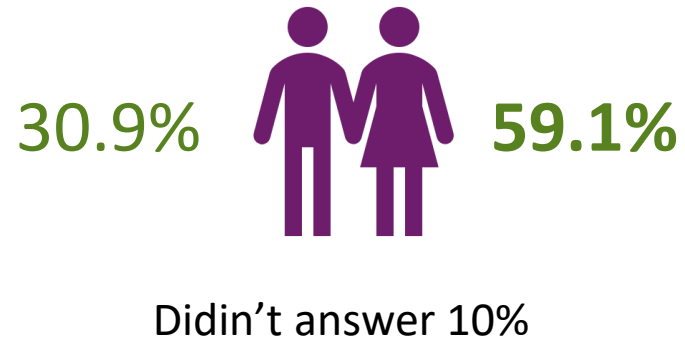
## When

- From December 01, 2023  
to January 06, 2024.



# Sociodemographic Profile

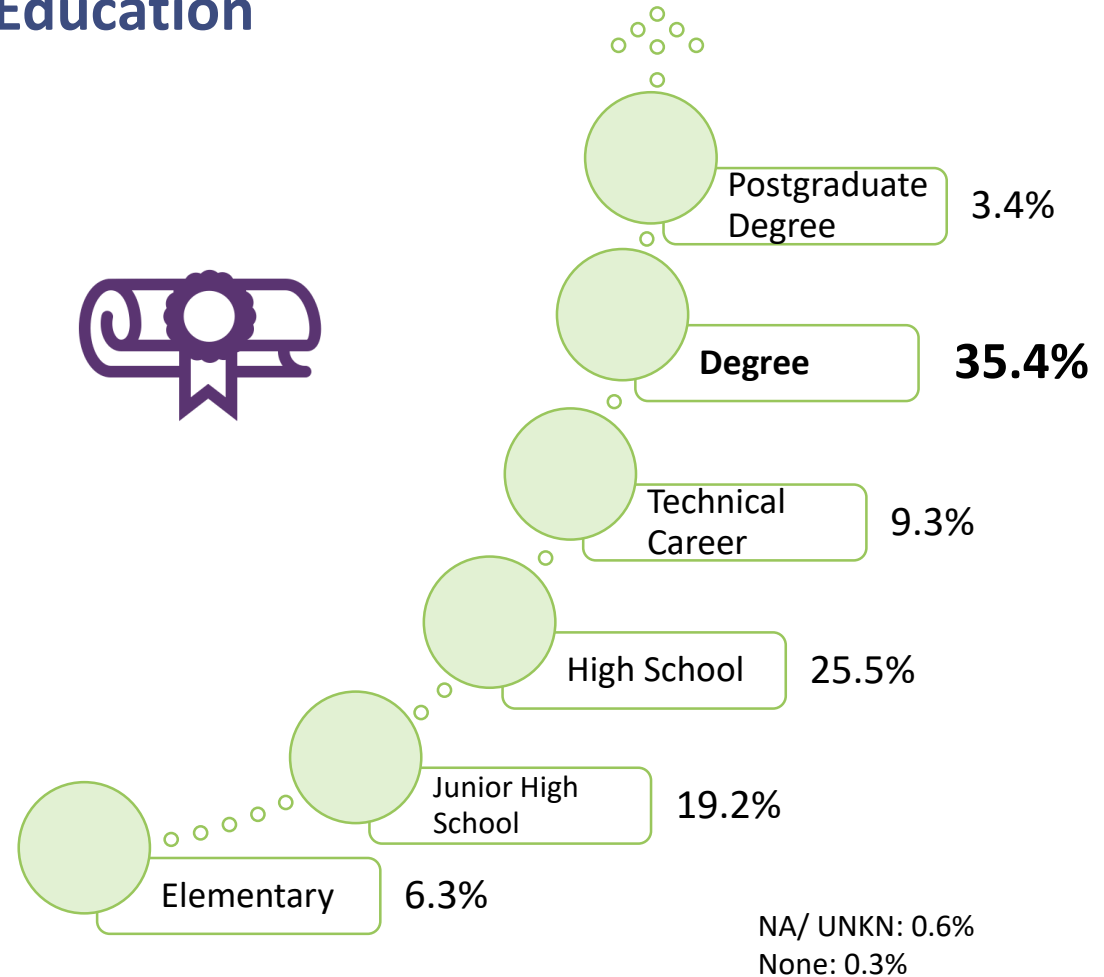
## Gender



## Average age

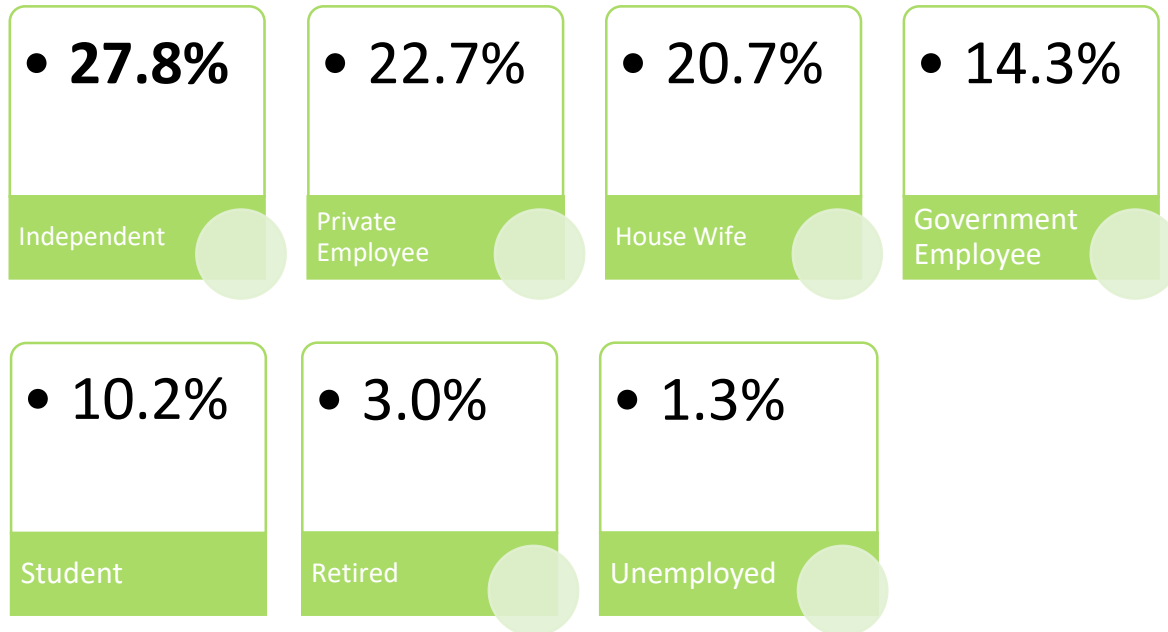
**37.1 years old**

## Education



# Sociodemographic Profile

## Occupation



## Origin

<b>Cuernavaca</b>	<b>58.8%</b>
Morelos	31.6%
Other States	5.4%
Mexico City	3.6%
Foreigners:	0.6%

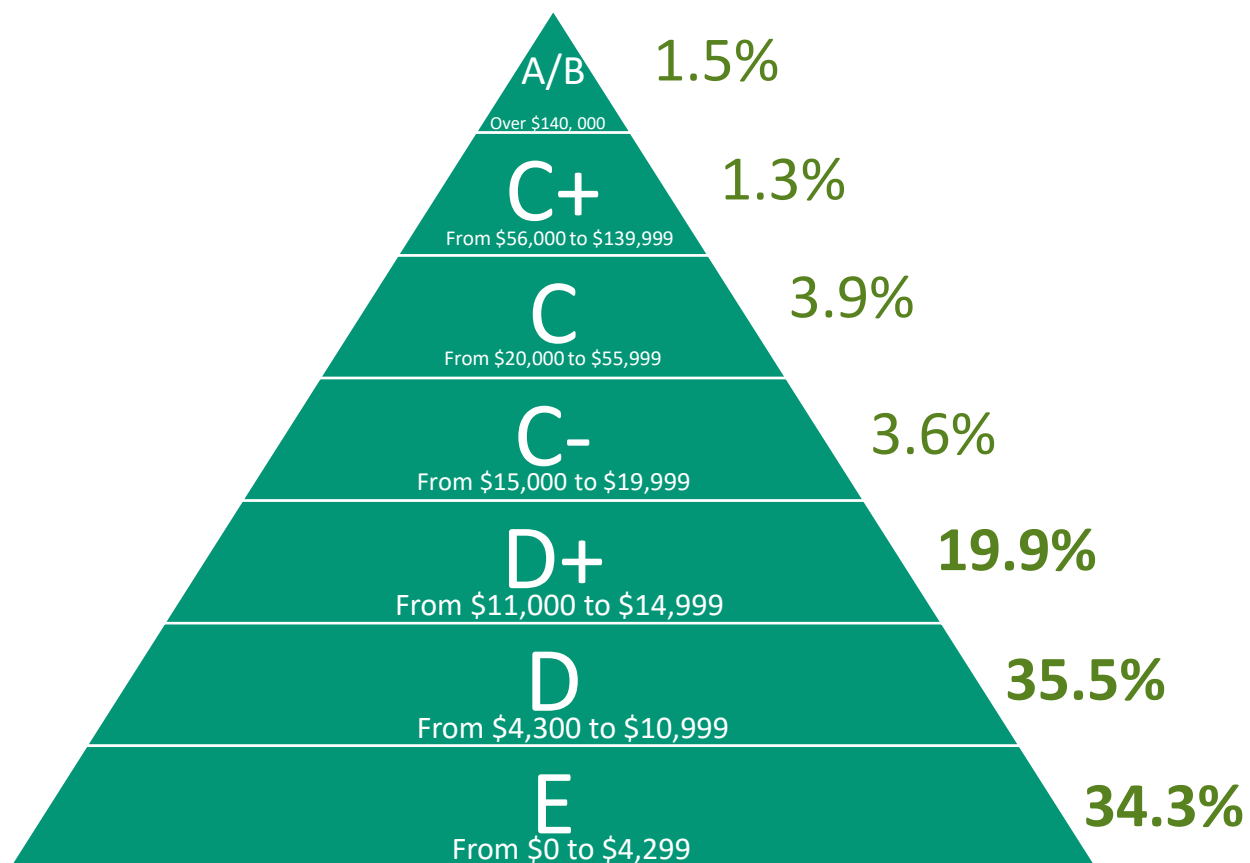
**Morelos:** Amacuzac, Axochiapan, Ayala, Coatlán del Río, Cuautla, Emiliano Zapata, Huitzilac, Jiutepec, Jojutla, Mazatepec, Miacatlán, Puente de Ixtla, Temixco, Tepoztlán, Tlaltizapán, Xochitepec, Xoxocotla, Yau-tepec, Zacatepec.

**Other States:** Baja California, Campeche, Chiapas, Estado de México, Guerrero, Hidalgo, Jalisco, Michoacán, Oaxaca, Puebla, Quintana Roo, San Luis Potosí, Sonora, Veracruz.

**Foreigners:** United States.

# Sociodemographic Profile

## Socioeconomic Status



89.7%

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



# Visit Planning

## With whom you visit



Family  
**75.2%**



Couple  
12.3%



Friends  
10.7%



Alone  
1.7%



Coworkers  
0.1%

## Average group visit



3.9  
people

## Groups

Elderly	20.2%
Visual disability	7.4%
LGBTTTIQ community	3.8%
Mobility disability	0.7%
Auditory disability	0.5%
Behavioral disability	0.4%
Language disability	0.1%
Intellectual disability	0.1%



# Advertising Media

## Purpose of visit



Entertainment / Fun  
77.9%



Passed by  
14%



Accompany someone  
5.5%



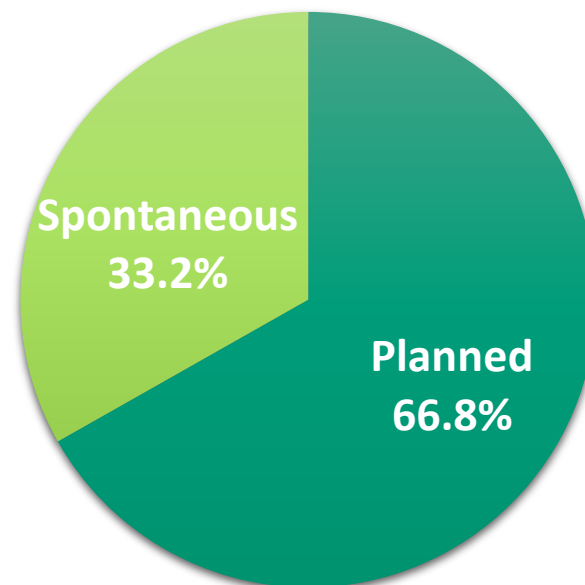
General Culture  
1.5%



Learn  
1.0%

Others: 0.1%

## The visit was



■ Planeada ■ Espontanea

## How did you find out



Social Networks  
45.6%



Recomendación  
24%



Didin't see  
18.1%



Radio  
6%



Web page  
2.8%



TV  
1.9%



Township  
1.2%

Others: 0.4%

# Satisfaction Index

## Evaluation



Quality  
9.1



Site  
9.0



Organization  
8.8



Kindness  
9.0



Schedule  
8.7

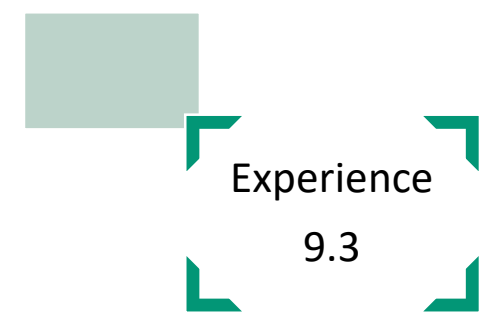


Information  
8.5



Sanitary protocols  
8.0

## Overall



## Actions

**99.3%** recommends STyC events

**99.3%** would return to STyC events

**\$107.7** average spending per person

# Interest per event



Musicals  
32.1%



Festivals or carnivals  
27.8%



Theatrical  
20.6%



Dance  
12.1%



Expositions/ exhibitions  
7.0%

Others: 0.4%

# Exhibitors



# Sociodemographic Profile

## Gender



Didn't answer 25%

## Average age

**41.9 years old**

## Origin

<b>Cuernavaca</b>	<b>75%</b>
Temixco	12.5%
Jiutepec	12.5%

## Commercial activity

<b>Food and drinks</b>	<b>62.5%</b>
Handicrafts	12.5%
Traditional candies	12.5%
Textile	12.5%

# Satisfaction Index

## Evaluation



Organization  
9.8



Stand  
9.8



Diffusion  
9.0



Location  
9.8



Schedule  
9.3



Security  
9.5



Sanitary measures  
8.3

## Actions

**12.5%**

This is the first time they have participated in this type of event.

**100 %**

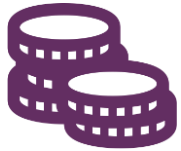
Recommends participation in STyC events

# Sales/ Advertising

## Sales

**\$52,433.33**

Average sales



## Sales satisfaction

**9.3**

average



## How did they find out

Invitation from STyC

100%

# Ministry of Tourism and Culture



**Tourism and Cultural Observatory**  
Ministry of Tourism and Culture