

MIQUIXTLI 2023

Satisfaction Evaluation



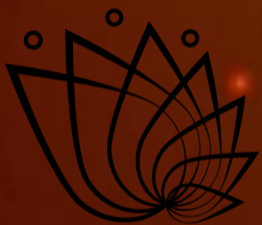
ANIVERSARIO

FESTIVAL

MIQUIXTLI

SOMOS HISTORIA VIVA

SECRETARÍA DE
TURISMO Y CULTURA



Leading indicators

Concurrence

- **Approximately 307,098 visitors**

Average spending per group

- **\$998.78**
- **3.3 people per group**

Economic Spill

- **92 million 946 thousand 280 pesos**



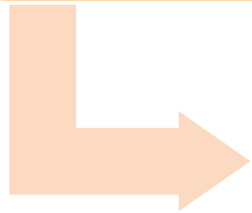
MORELOS
ANFITRIÓN DEL MUNDO

Gobierno del Estado
2018-2024

Methodology

Whom

- Attendees to the Festival Miquixtli 2023
- Adults



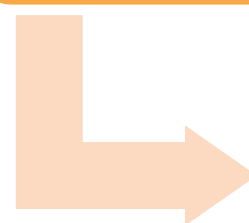
How

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



Where

- Festival Miquixtli 2023, Cuernavaca



When

- From November 1 to 5, 2023.



Sociodemographic Profile

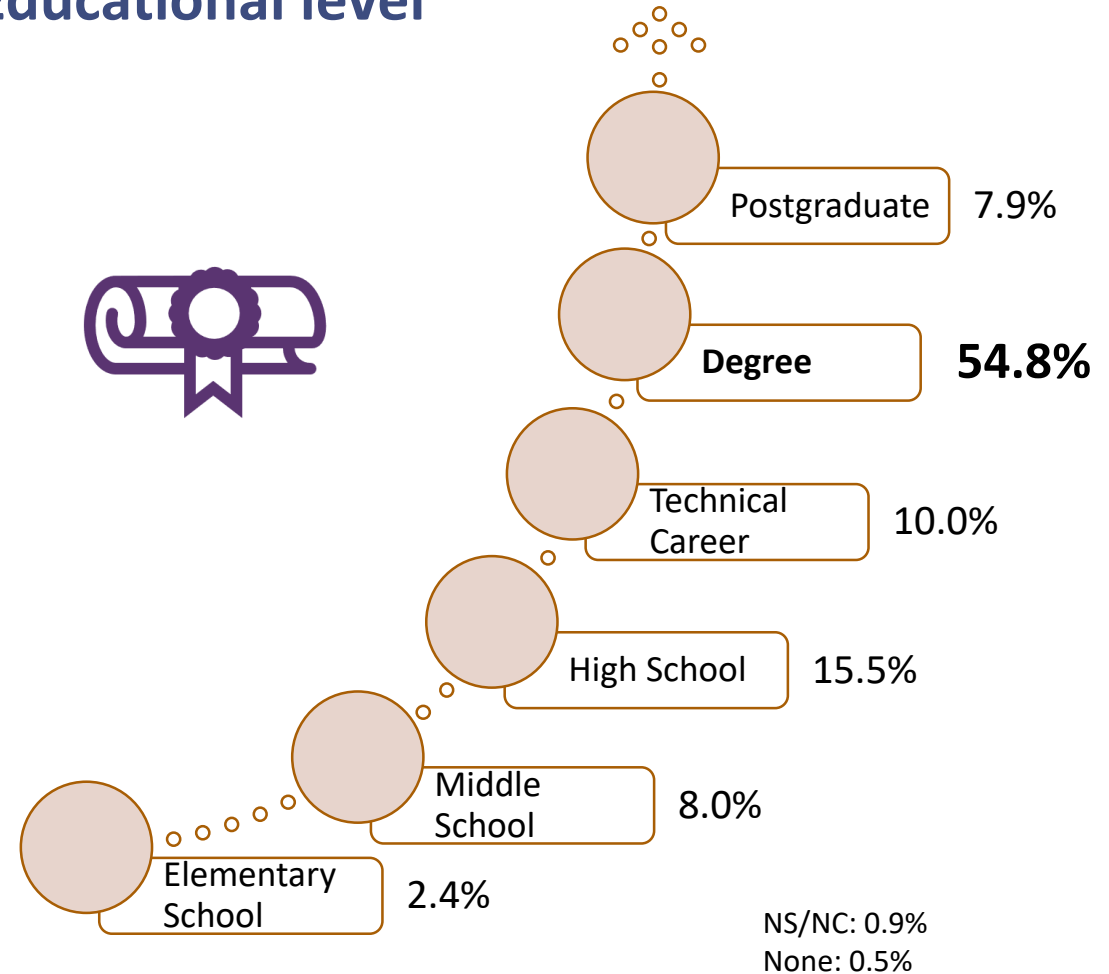
Gender



Average age

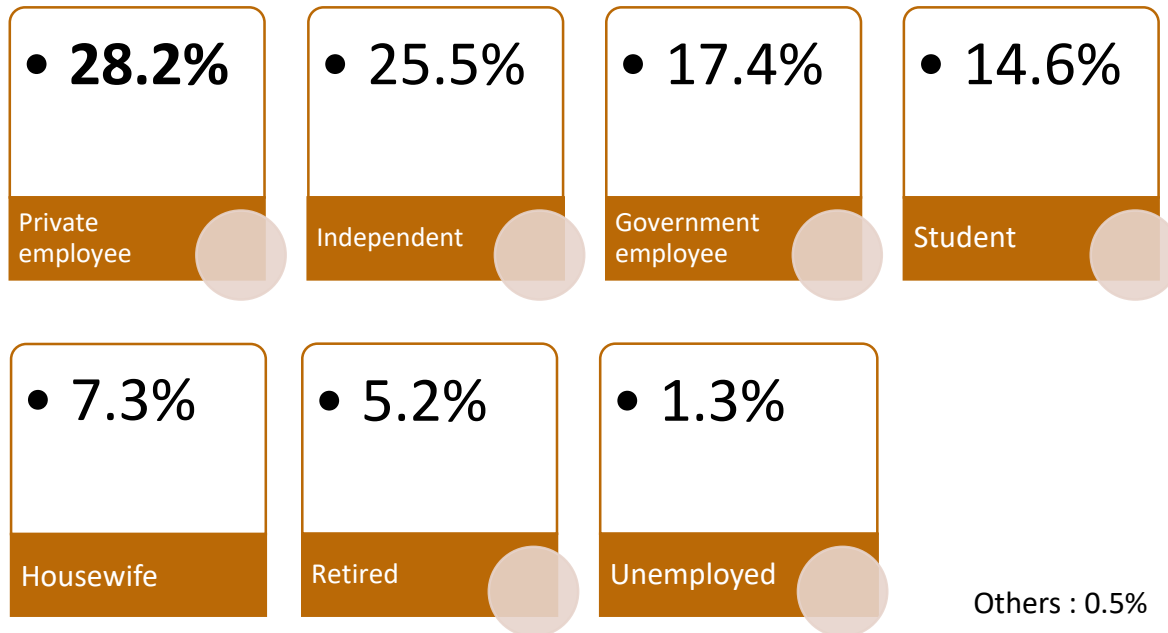
38.4 years

Educational level



Sociodemographic Profile

Job



Origin

Cuernavaca	51.4%
Morelos	30.3%
Ciudad de México	6.7%
Estado de México	2.3%
Otros Estados	7.4%
Foreign:	1.9%

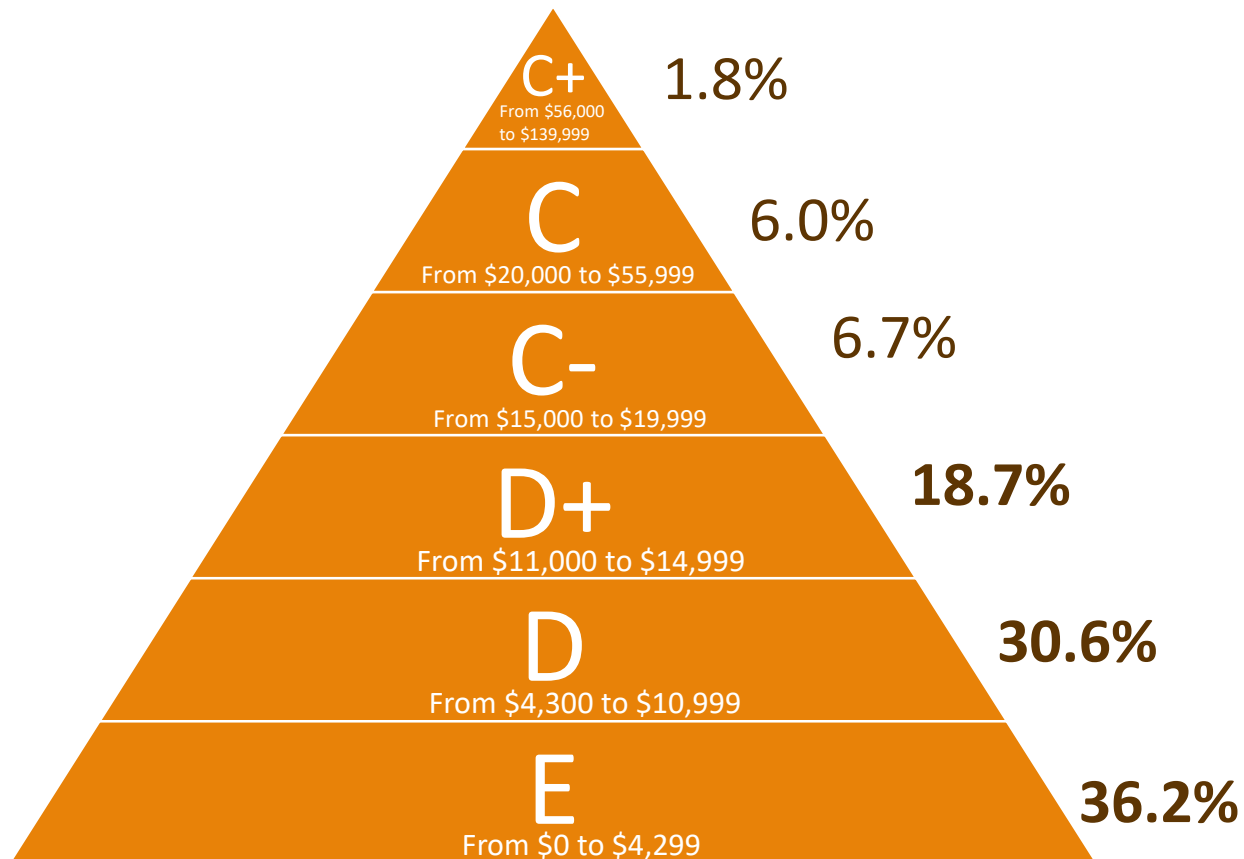
Morelos: Ayala, Cuautla, Emiliano Zapata, Huitzilac, Jiutepec, Jojutla, Jonacatepec, Puente de Ixtla, Temixco, Tepoztlán, Tetecala, Tetela del Volcán, Tlayacapan, Xochitepec, Yautepec, Yecapixtla, Zacatepec, Zacualpan de Amilpas.

Other States: Baja California, Campeche, Chiapas, Chihuahua, Guanajuato, Hidalgo, Guerrero, Michoacán, Nayarit, Oaxaca, Puebla, Querétaro, Quintana Roo, San Luis Potosí, Sinaloa, Tabasco, Veracruz, Yucatán.

Foreign: Germany, Argentina, Cuba, Ecuador, Spain, United States, Sweden.

Sociodemographic Profile

Socioeconomic level



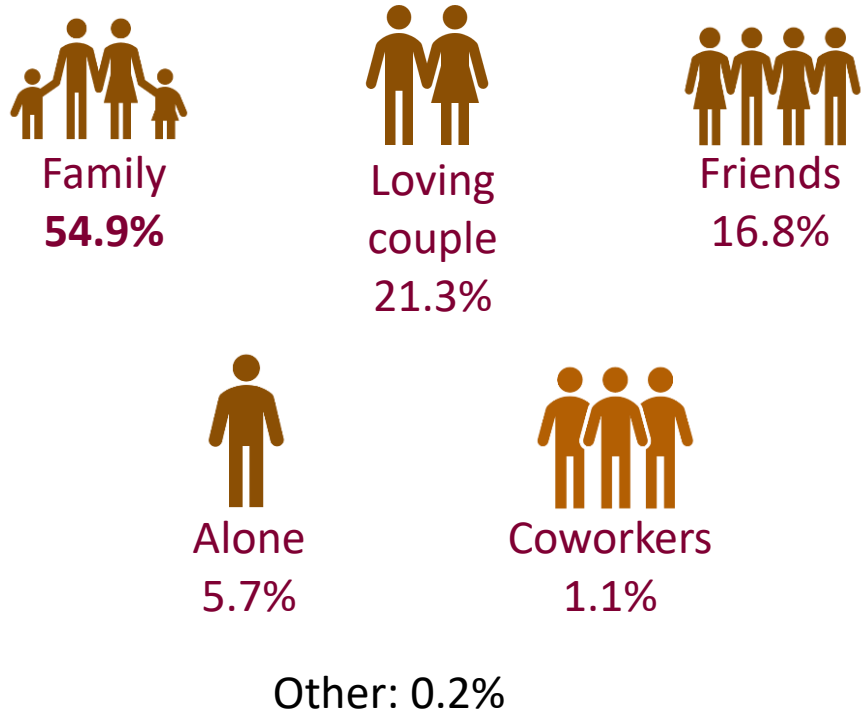
85.5%

Income from \$0 to \$10,999 and
SES E, D and D+.



Visit planning

Who do you visit us with



Average Visit Group

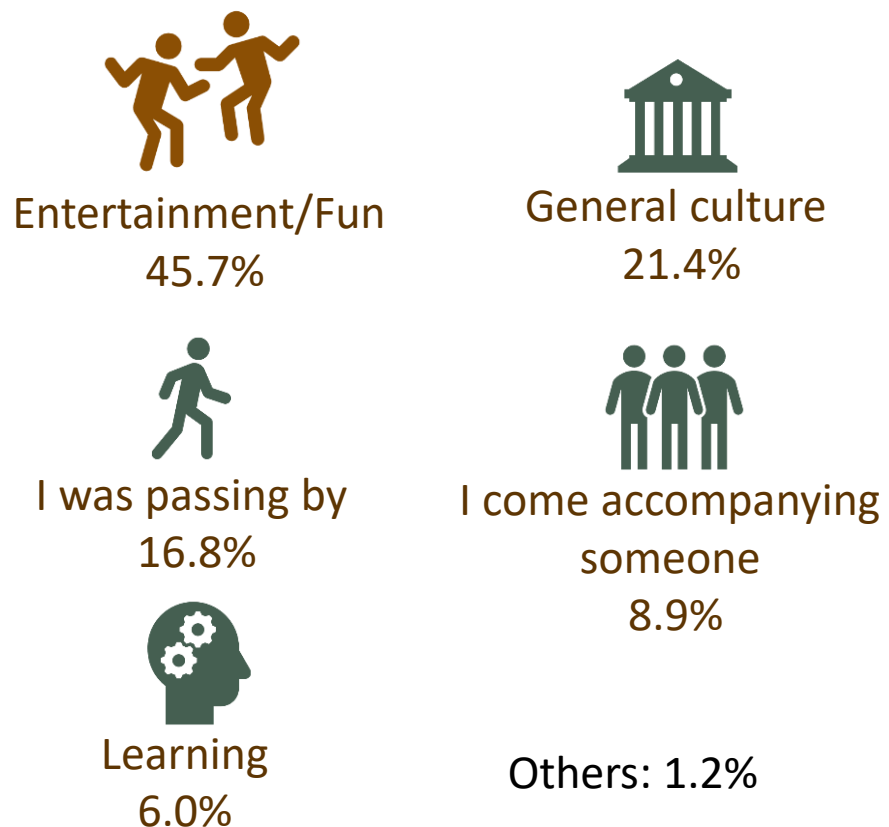


Groups

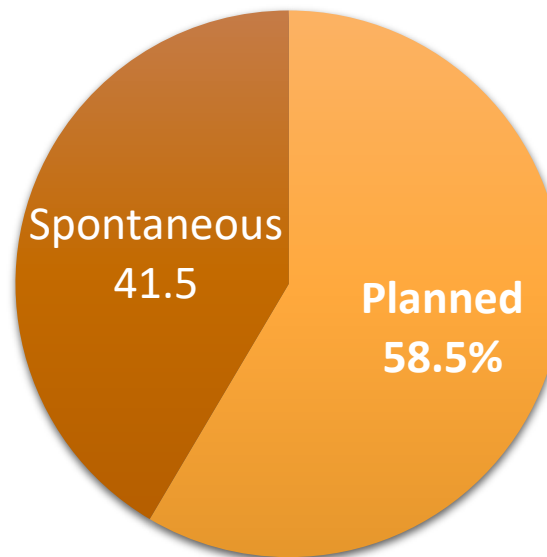
Elderlies	24.2%
LGBTTTIQ community	7.2%
Visual disability	3.2%
Motor disability	0.6%

Advertising Media

The reason of the visit



The visit was



How you discovered us



Satisfaction Index

ratings



Quality
9.0



Campus
9.0



Organization
8.7



Kindness
8.9



Schedules
8.6

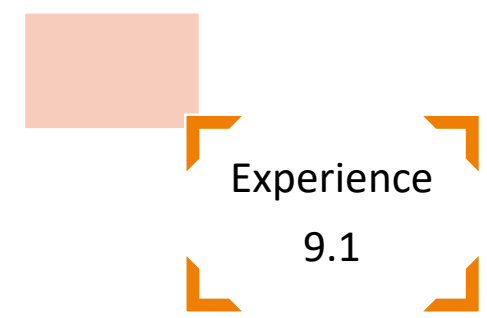


Information
7.5



Hygienic protocols
7.4

Experience ratings



Actions

98.4% I recommend STyC events

99% I would return to STyC events

\$302.66 Average expense per person

Interested in events of



Musical events
29.1%



Dance events
12.8%



Festivals or carnivals
28%



Theatrical events
16.4%



Exhibitions
13.2%

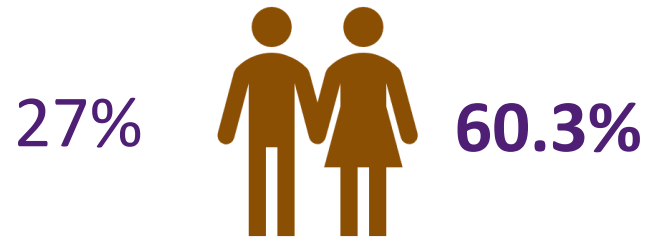
Others: 0.5%

Expositors



Sociodemographic Profile

Gender



I do not answer: 12.7%

Average age

46.5 years

Origin

Cuernavaca	45.9%
Morelos	32%
Mexican republic	3.3%
Jiutepec	9.0%
Temixco	9.0%
Foreign	0.8%

Morelos: Ayala, Coatetelco, Hueyapan, Huitzilac, Jantetelco, Jojutla, Mazatepec, Temoac, Tepoztlán, Tlayacapan, Xochitepec, Xoxocotla, Yautepec, Yecapixtla.

Mexican republic : CDMX, Guerrero, Sonora.

Foreign : Guatemala.

Products

Crafts 3.2	49.6%
Food and drinks	16.8%
Jeweler's	12.8%
Textile	8.0%
Typical sweets	5.6%
Processed and packaged	4.0%
Others	3.2%

Satisfaction Index

Ratings


Organization
8.4


Stand
8.4


Advertising
8.9


Location
9.0


Schedules
8.9


Security
8.8


Hygienic protocols
8.5

Actions

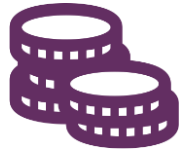
37.1% It is the first time that he has participated in this type of event.

98.4 % I recommend participating in STyC events

Sales / Advertising

Sales

\$6,536.6
Sales Average



Sales satisfaction

8.6
average



How did he find out about us

STyC invitation	56%
Social networks	28%
Friends	9.6%
"Orgu-yo Morelos"	3.2%
Others	3.2%



Tourist and Cultural Observatory
Secretary of Tourism and Culture