

# MIQUIXTLI CULTURAL 2023

Satisfaction Evaluation



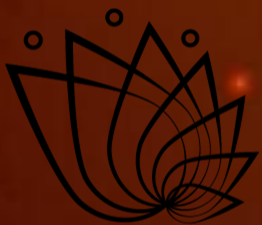
ANIVERSARIO

FESTIVAL

# MIQUIXTLI

SOMOS HISTORIA VIVA

SECRETARÍA DE  
**TURISMO Y CULTURA**



# Leading indicators

## Concurrence

- **Approximately 27,989 visitors**

## Average spending per group

- **\$637.53**
- **3.1 people per group**

## Economic Spill

- **5 million 755 thousand 937 pesos**



**MORELOS**  
ANFITRIÓN DEL MUNDO

Gobierno del Estado  
2018-2024

# Methodology

## Whom

- Attendees to the Festival Miquixtli 2023
- Adults



## How

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



## Where

- Festival Miquixtli 2023: Museums, Cultural Sites, and Plazas



## When

- From November 1 to 5, 2023.



# Sociodemographic Profile

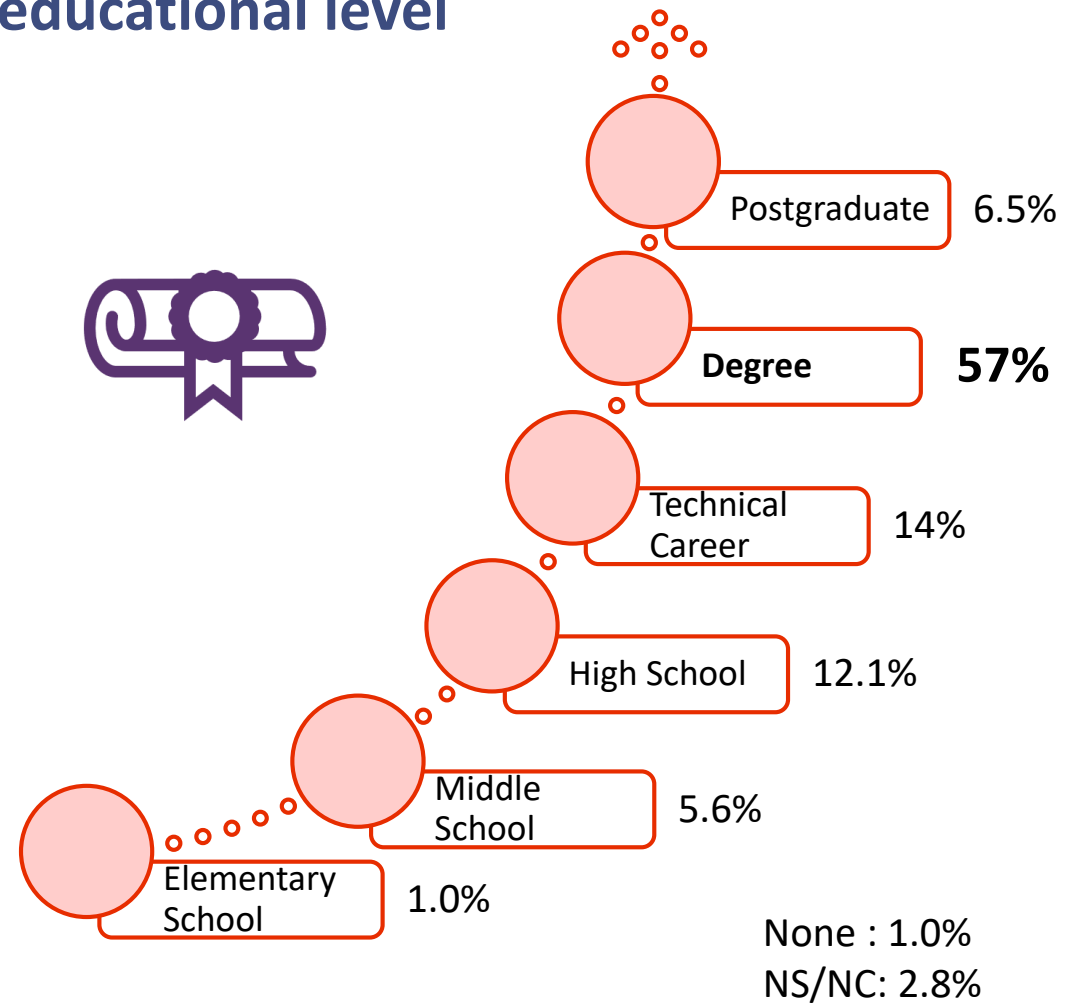
## Gender



## Average age

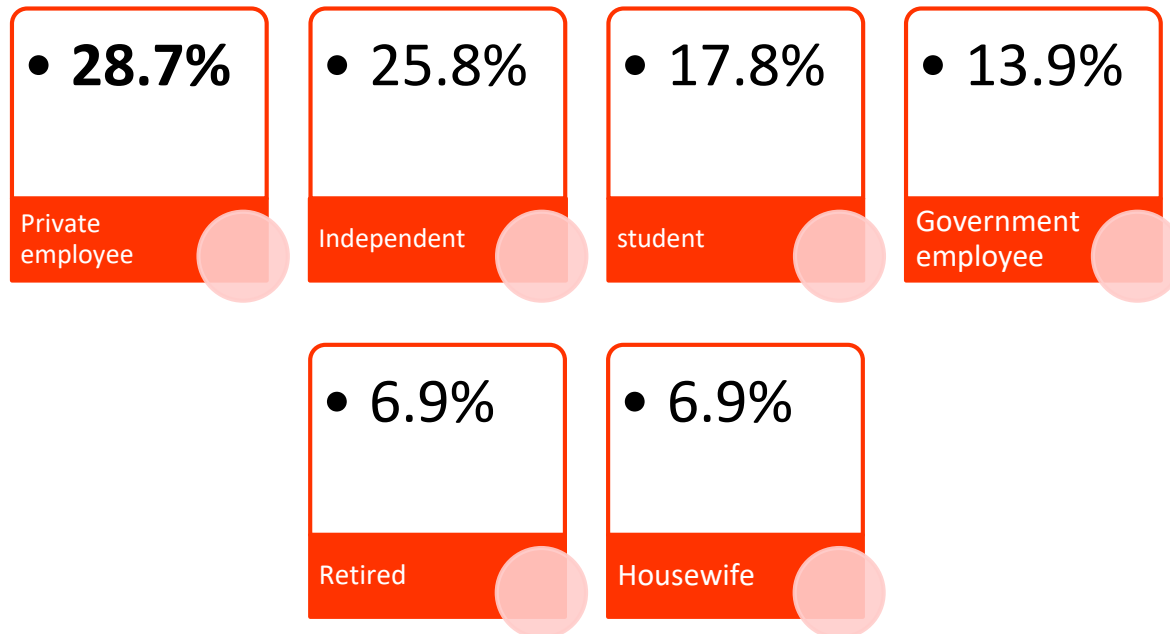
**37.6 years**

## educational level



# Sociodemographic Profile

## Job



## Origin

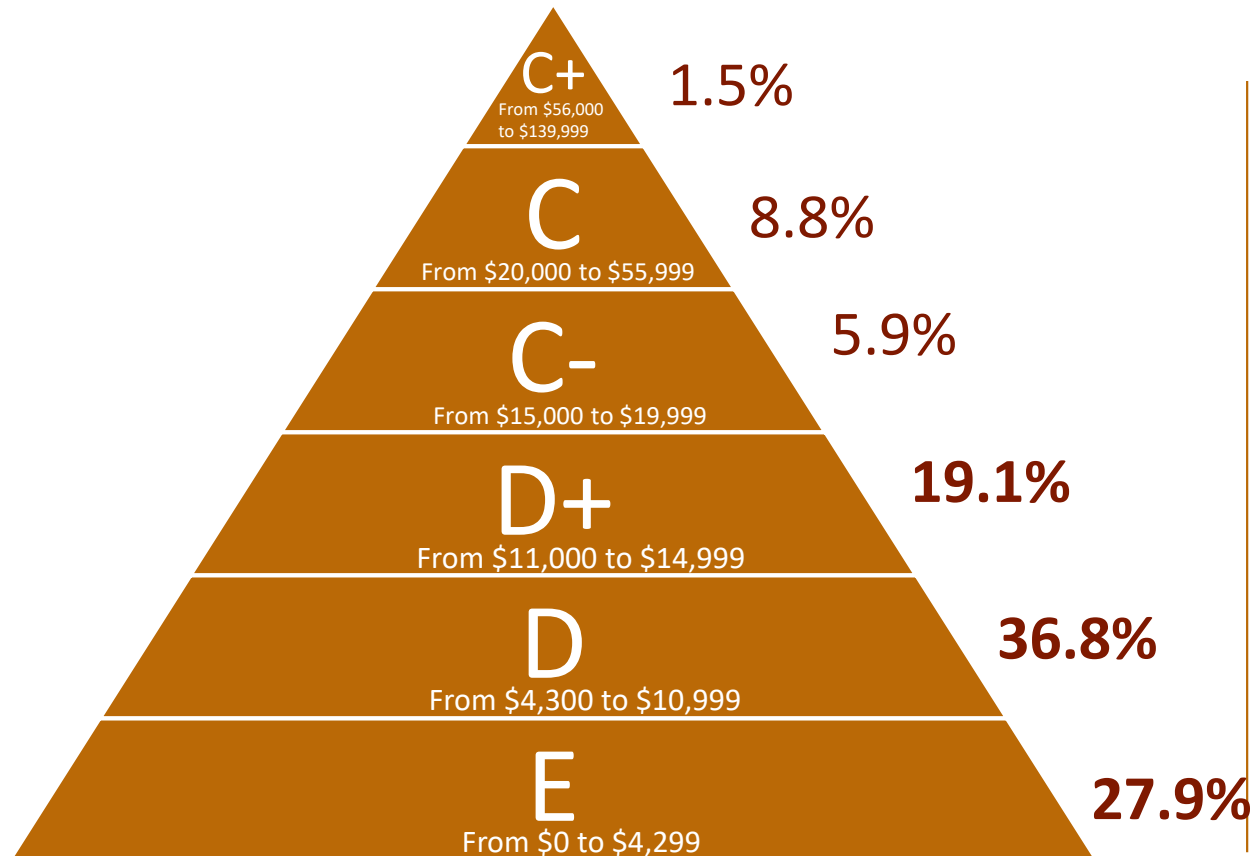
|                    |       |
|--------------------|-------|
| Cuernavaca         | 55.1% |
| Morelos            | 27.1% |
| CDMX               | 11.2% |
| República Mexicana | 6.6%  |

**Morelos:** Cautla, Emiliano Zapata, Jiutepec, Jojutla, Temixco, Tepoztlán, Xochitepec, Yautepec, Yecapixtla.

**Other States:** Guanajuato, Guerrero, Puebla, Sinaloa, Veracruz.

# Sociodemographic Profile

## Socioeconomic level



**83.8%**

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

# Visit planning

## Who do you visit us with?



Family  
**56.1%**



Loving couple  
21.5%



Friends  
14%



Alone  
7.5%



Coworkers  
0.9%

## Average Visit Group



3.1  
people

## Groups

|                    |       |
|--------------------|-------|
| Elderlies          | 25.9% |
| LGBTTTIQ community | 8.3%  |
| Visual disability  | 2.8%  |



# Advertising Media

## The reason of the visit



Entertainment/Fun  
**43.4%**



General culture  
33%



I was passing by  
10.4%



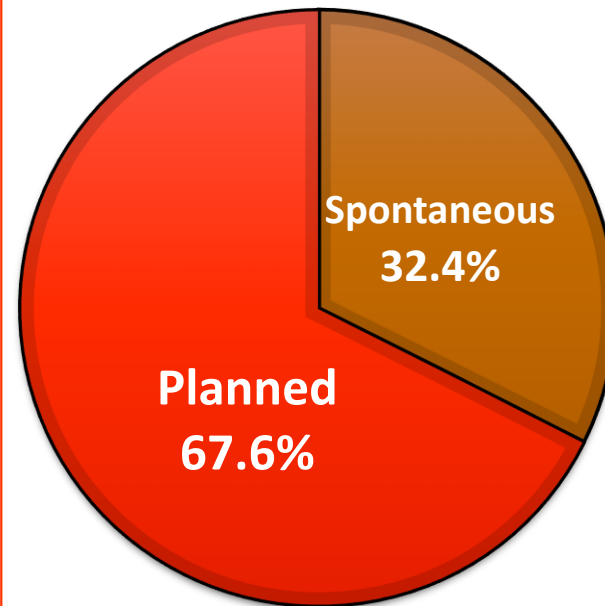
I come accompanying  
someone  
7.5%



Learning  
4.7%

Other: 1%

## The visit was



## How you discovered us



Social  
networks  
**36.5%**



Recommendation  
by another  
27.9%



Web page  
4.8%



Radio  
1.9%



Television  
1%



Municipality  
1%

I didn't see any advertising: 26.9%

# Satisfaction Index

## Ratings



Quality  
9.2



Campus  
9.0



Organization  
8.9



Kindness  
9.1



Schedules  
8.8

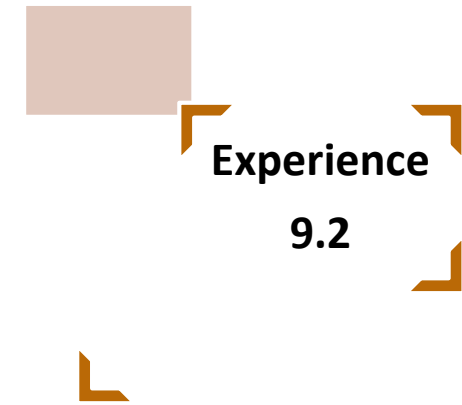


Information  
8.5



Hygienic protocols  
8.1

## Experience ratings



## Actions

**100%** I recommend STyC events

**97.2%** I would return to STyC events

# Interested in events of:



Musical events  
**25%**



Festivals or carnivals  
**21.3%**



Exhibitions  
**18.5%**



Theatrical events  
**18.5%**



Dance events  
**16.7%**

# Comments and/or suggestions from Visitors

- More flexible Schedule.
- Existence of public bathrooms.
- More activities.
- More diffusion.
- More security.
- Improve sound systems.
- All services were excellent
- Maintain the traditions of the place
- The MMAC is very beautiful.
- Very colorful and shows our tradition.
- The information sometimes does not match that on the STyC page.



**Tourist and Cultural Observatory**  
Secretary of Tourism and Culture