

# Visitor Profile

## Easter in Morelos

April 2023



**SECRETARÍA DE  
TURISMO Y CULTURA**

# Objectives

1

- To have an updated and permanente monitoring of strategic information related to 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 decisión making, for anticipating and reacting to changes in the environment, for identifying growth opportunities, developing innovation capacity and designing strategies ton increase the state's tourism competitiveness index.

# Methodology

## To whom

- Visitors to the states of Morelos (tourists and hikers).
- 18 years of age or older who don't reside or work at the destination.
- Hikers with a minimum stay of 3 hours at the destination.



## How

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



## Where

- Atlatlahuacan, Tepoztlán, Tlaltizapán, Tlayacapan, Xochitepec, Zacualpan.



## When

- From April 1 to April 16, 2023.





# Axes of Study

Sociodemographic Profile

Travel Planning

Satisfaction Index

Advertising Media

The Main Discoveries

# Sociodemographic Profile

## Sex



## Average age

40.9 years

## Type of traveler



**Hiker:** Visitor not staying overnight at the destination (less than 24 hours at the place of visit).

**Tourist:** Overnight visitor.

Source: Organización Mundial del Turismo.

## Origin

CDMX	30.8%
Other states	26.6%
State of Mexico	15.4%
Morelos	13%
Cuernavaca	9.6%
Foreign	4.6%

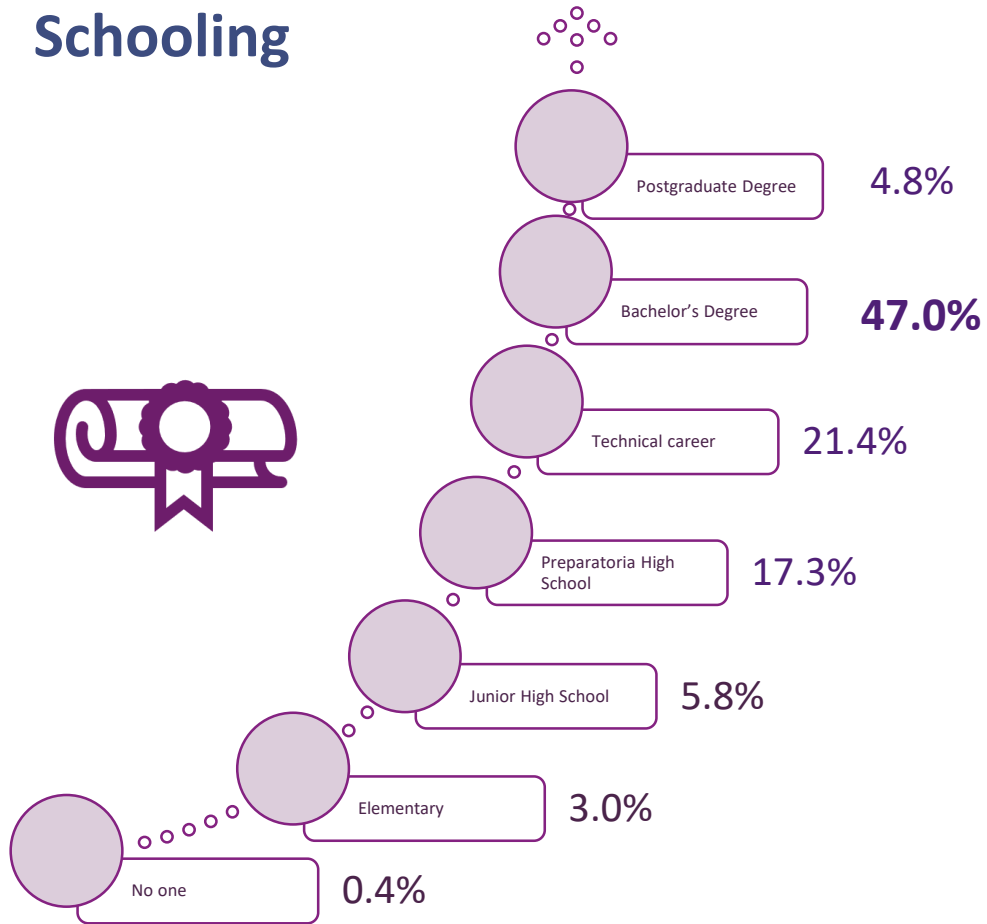
**Morelos:** Atlatlahucan, Axochiapan, Ayala, Coatlán del Río, Cautla, Emiliano Zapata, Jantetelco, Jiutepec, Jojutla, Jonacatepec, Mazatepec, Miacatlán, Ocuituco, Temixco, Temoac, Tepoztlán, Tetela del Volcán, Tlalnepantla, Tlalquiltenango, Totolapan, Xochitepec, Yautepec, Yecapixtla, Zacatepec, Zacualpan.

**Other States:** Baja California, Chiapas, Chihuahua, Colima, Guanajuato, Guerrero, Hidalgo, Jalisco, Michoacán, Nuevo León, Oaxaca, Puebla, Querétaro, Quintana Roo, Sinaloa, Sonora, Tlaxcala, Veracruz.

**Foreign:** Argentina, Alemania, Canadá, Colombia, Estados Unidos, Venezuela.

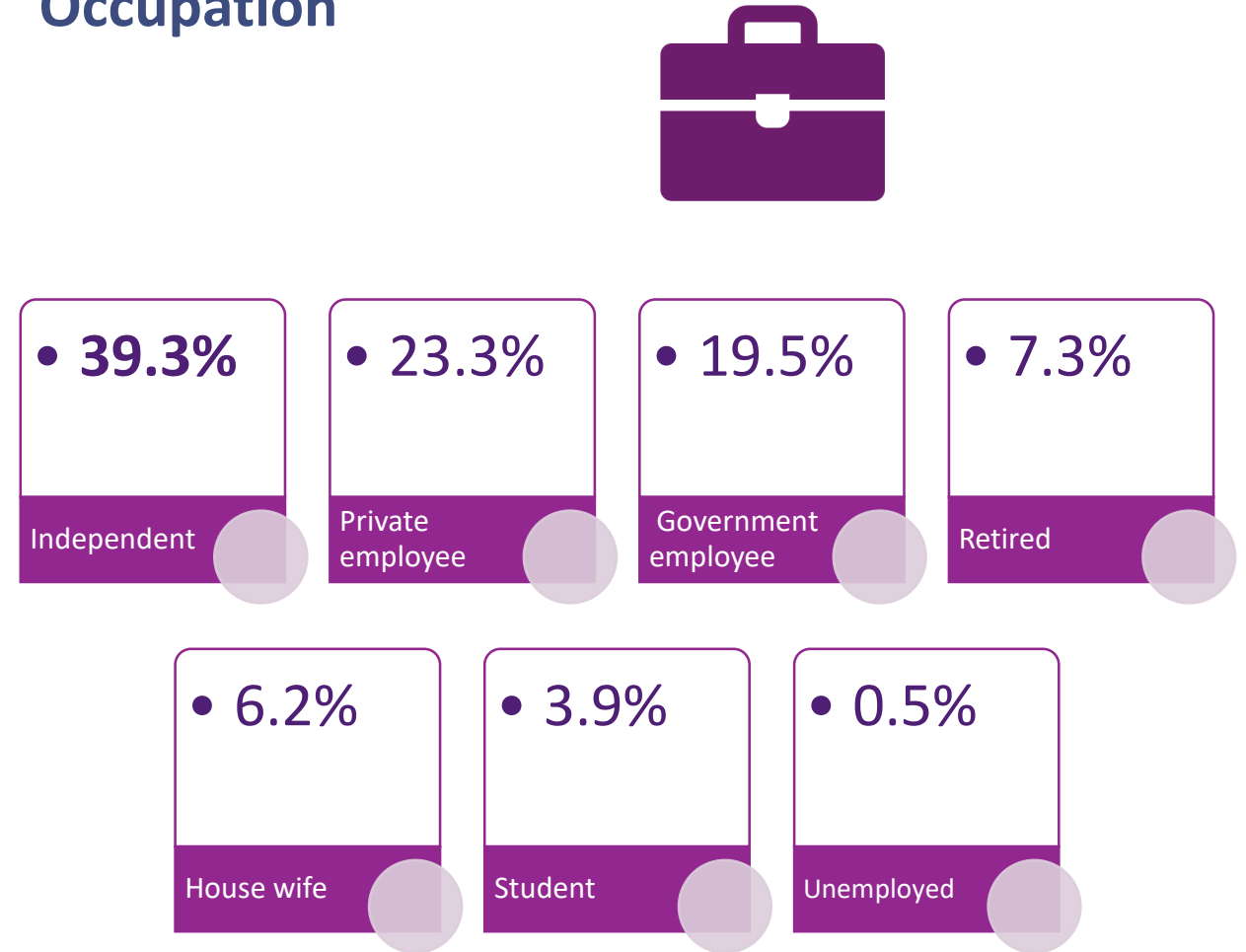
# Sociodemographic Profile

## Schooling



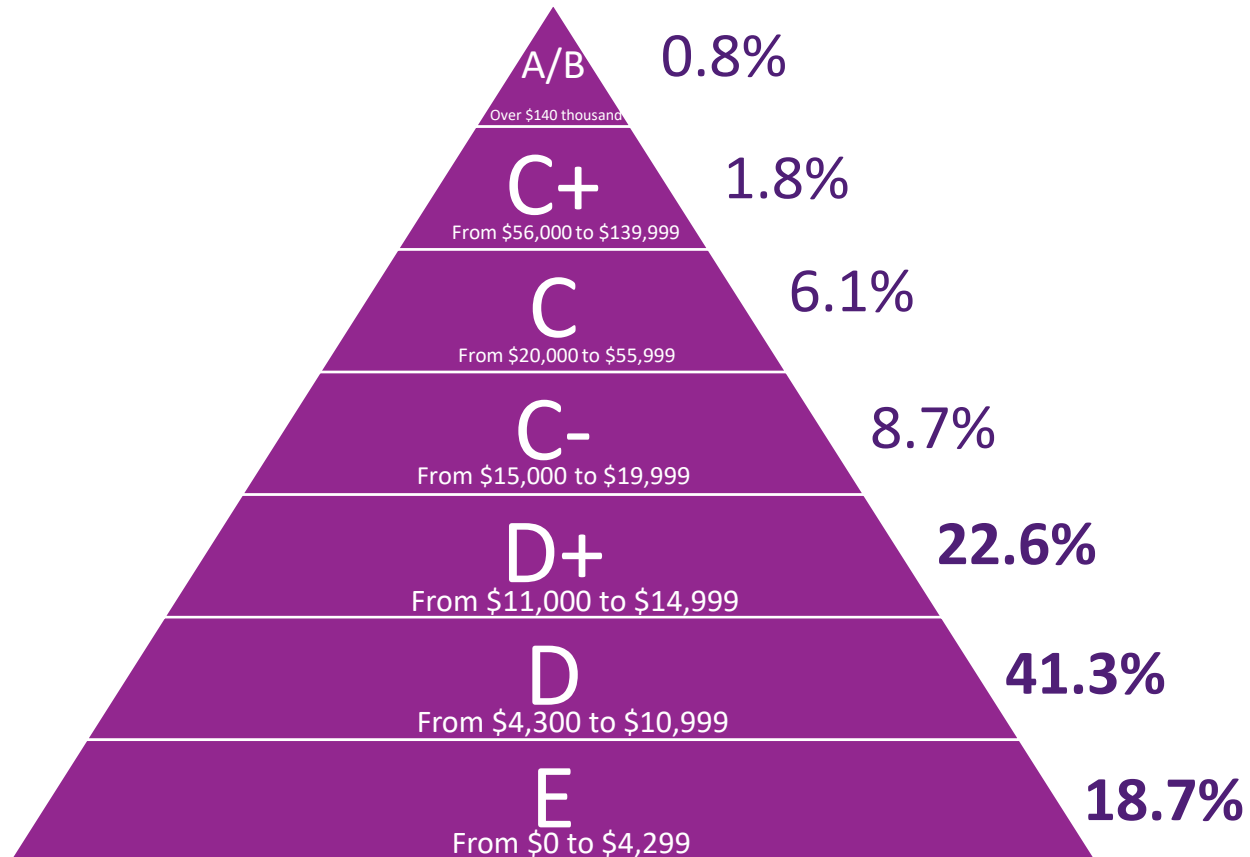
NS/NC: 0.2%

## Occupation



# Sociodemographic Profile

## Socioeconomic Level

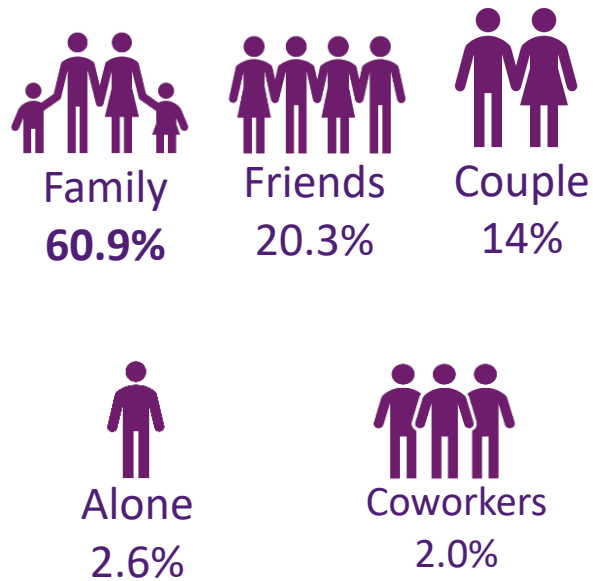


**82.6%**

Income \$4,300 to \$19,999  
NSE E, D y D+.

# Trip planing

## Who you travel with



Other: Schoolmates 0.2%

## Average travel group



Other: Language disability 0.6%; Intellectual disability 0.6%; Auditory disability 0.4%;

## Purpose of the trip



Other: 2.4% (Knowledge, Study, Pilgrimage, Student Event.)



# Trip Planning

## Type of tourist lodging



Family or friend's house  
**60.5%**



Hotel  
**20.7%**



Rented house  
**9.1%**



Vacational home  
**7.2%**



Camp  
**2.5%**

## Average stay



**3.2 days**

## used means of transport



Own car  
**73.7%**



Bus line  
**12.7%**



Tourist bus  
**7.6%**



Rented car  
**3.1%**

Other: Public Transportation 2.1%; Airplane 0.8%.

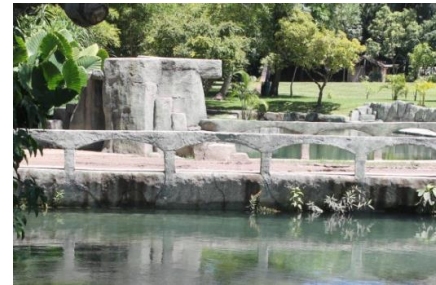
# Visited sites



Inmaculate Convent  
Concepción, Zacualpan  
**6.4%**



The Estacas  
**6.1%**



Santa Isabel  
**5.1%**



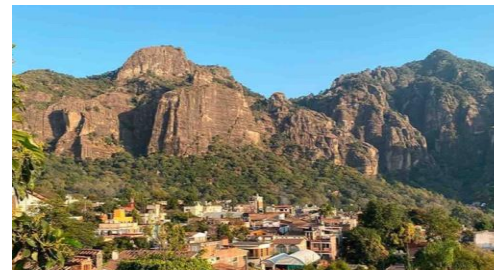
Atlatlahucan center  
**5.1%**



Cuernavaca  
**4.1%**



Tepoztlán  
**3.7%**



Tepozteco  
**3.7%**



Oaxtepec  
**2.9%**

# Satisfaction index

## Destination infrastructure



Standards	Average Score	Standards	Average Score
Signs	7.3	Cleaning of public areas	<b>8.0</b>
Sidewalks	7.1	Street lighting	7.9
Street conditions	7.2	Bus station	7.2
Accesibility for people with disabilities	6.9	Local public transportation	7.5

Average infrastructure: 7.4



# Satisfaction index

## Tourism quality / Return and recommendation

### Tourism quality



attention of professionals  
8.5



Food quality  
8.3



Hygienic measures  
7.8



Cleaning of establishments  
8.0



Price - quality relationship  
8.1



Accesibility  
7.2

Average tourism quality: 8.0

### Return and recommendation



98.6%  
of people would  
return to Morelos



99.4%  
of people recommend visit  
Morelos

# Satisfaction Index

## Travel services



Tourist information  
module  
8.1



Tourist attractions  
8.4



ATMs  
7.4



Parking Lots  
7.5



gas stations  
7.3



Public security  
7.5



Hospitality of the  
residents  
8.6



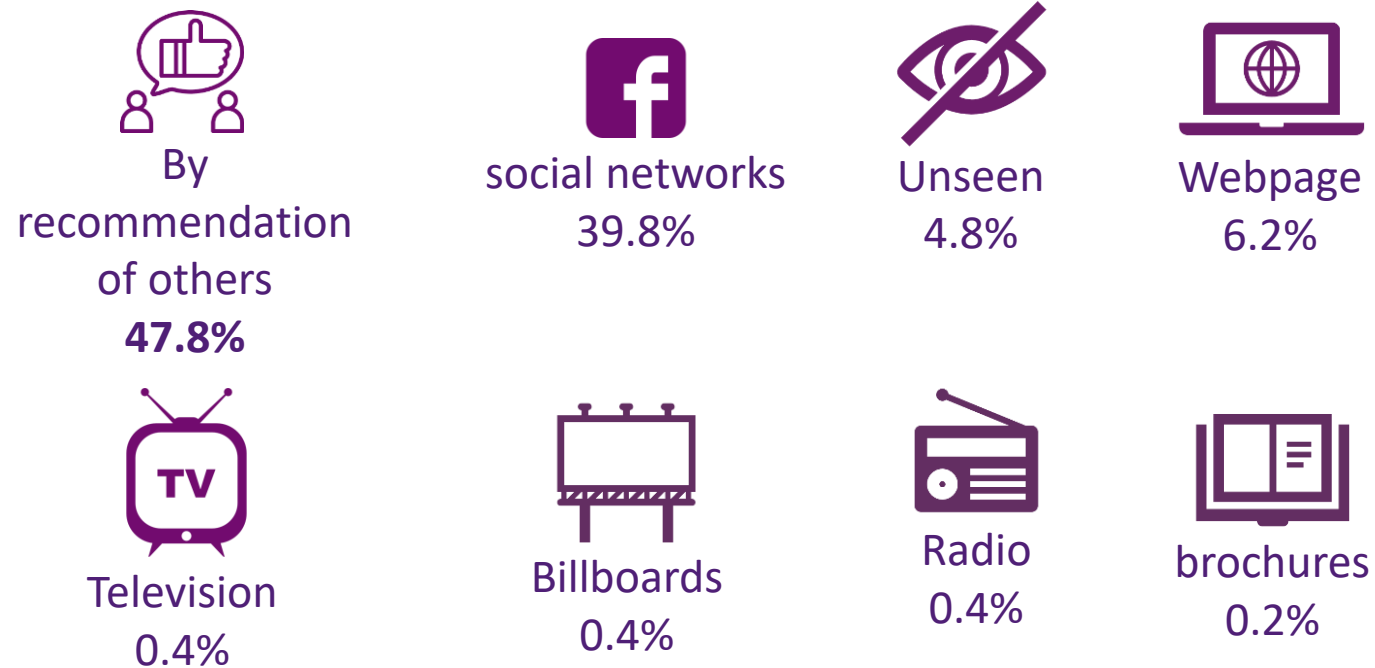
Environmental  
Protection  
7.7

Promedio servicios turísticos: 7.8



# Advertising Media

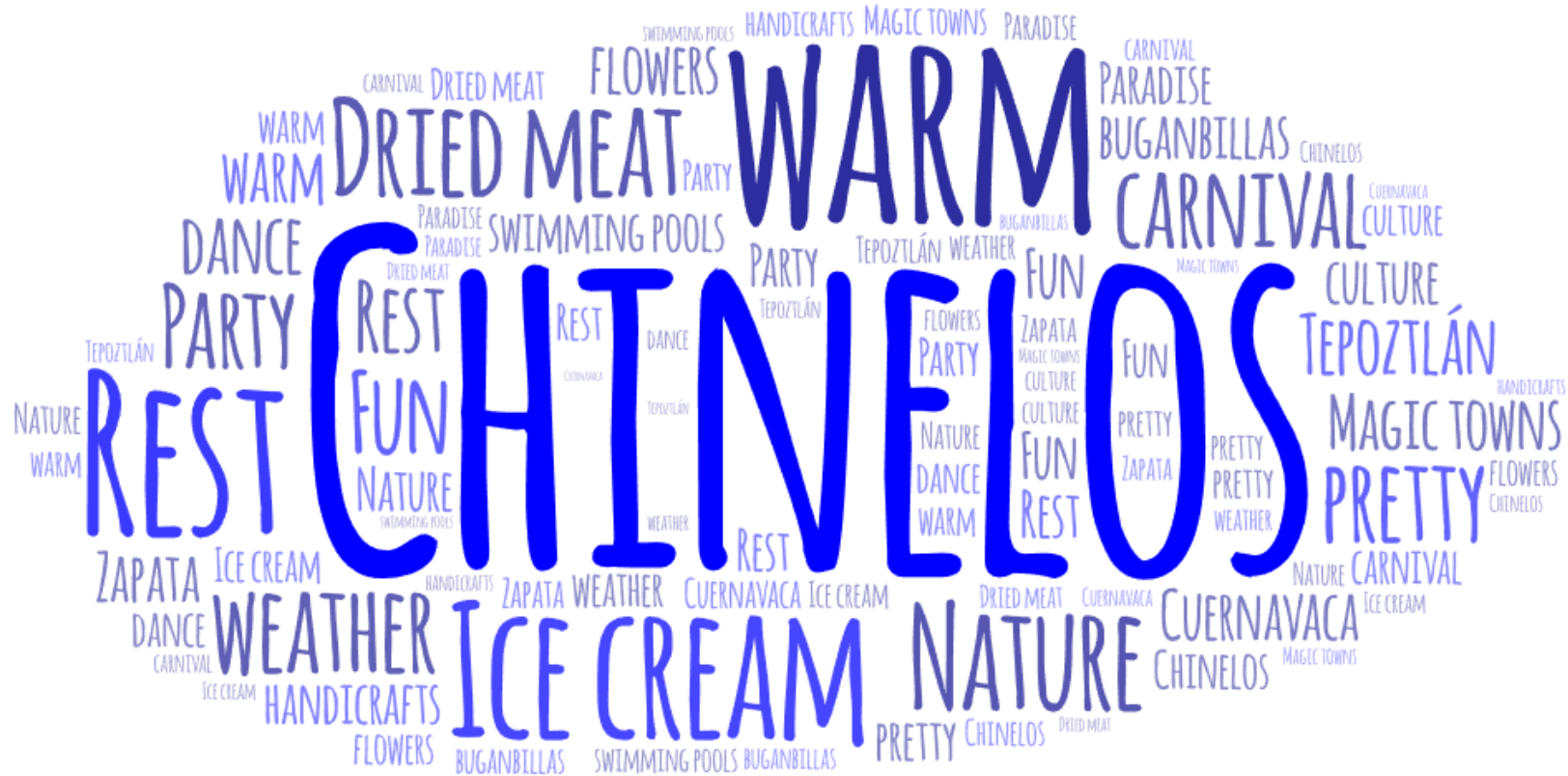
## Morelos' Advertising



## Morelos' website



# Morelos in one word

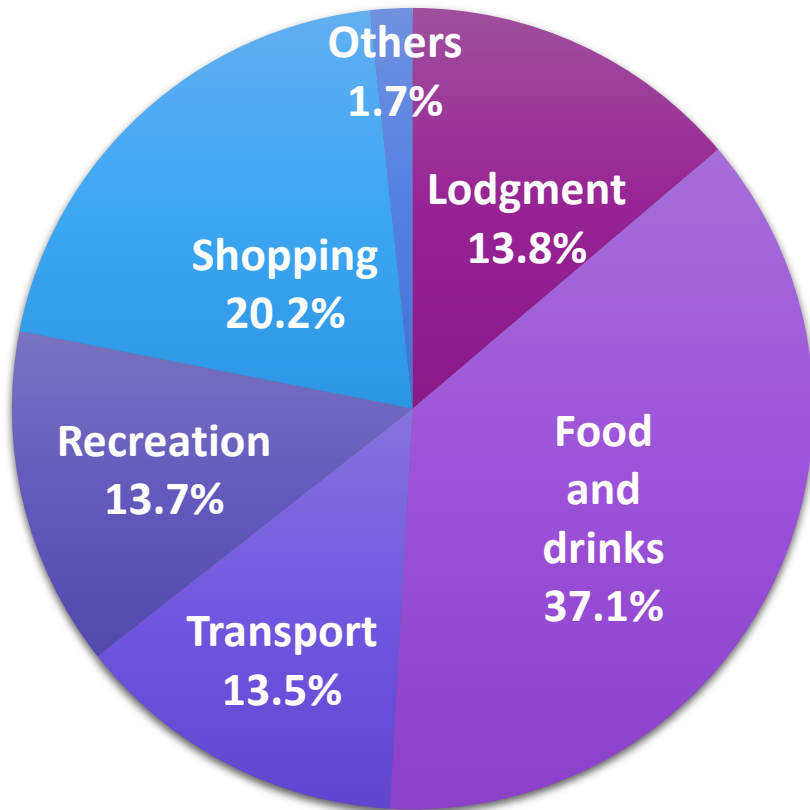


Translator's note: The "Chinelo" is a costume that represents the ancient Spanish conquistadors, those landowners who had any number of workers at their disposal.

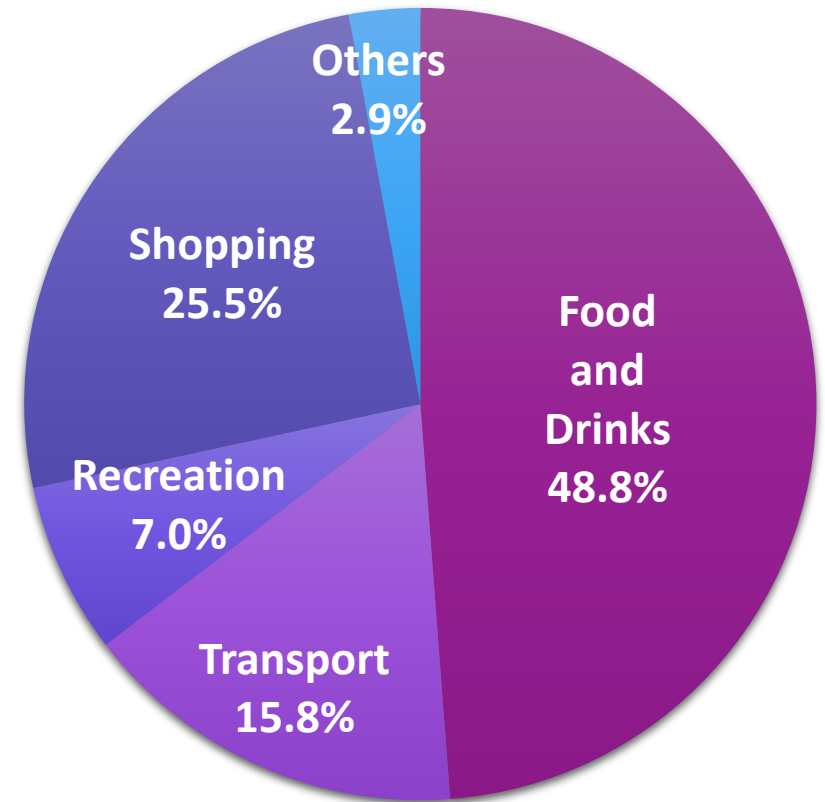
## Average spending



**Tourist**  
\$10,311.9



**Hikers**  
\$4,765.2



# The Main Discoveries



**57.6%**

Are Tourists



## Tourist profile

- 51.3% are men.
- 39.3% self-employed
- 40.9 years is the average age
- 30.8% come from CDMX.



## Trip planning

- 60.9% come with family.
- 60.5% stayed at the home of family or friends.
- 4.2 people is the average group size.
- \$7,693.6 is the average visitor spending.



## Media

- 39.1% know the official page or social networks of the Ministry of Tourism in Morelos.
- 47.8% found out about Morelos through the recommendation of someone else.



## Satisfaction index

7.4 city infrastructure  
8.0 tourist quality  
7.8 tourist services



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