Visitor's Profile
Holiday, Morelos – February 5, 2024

February 2024

MORELOS
ANFITRIÓN DEL MUNDO

SECRETARÍA DE
TURISMO Y CULTURA

Objectives

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

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

3
- Evaluate the satisfaction levels 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 level.

Methodology

Respondent

- Visitors in the State of Morelos (tourists and hikers)
- Over 18 years of age who do not reside or work in the destination.
- Excursionists with a minumum stay of 3 hours in the destination.

Procedure

- Survey of 70 fase-to-fase surveys.
- Methodological sources: SECTUR, OMT, AMAI, INEGI, DENUE.

Location

- Tepoztlán and Tlayacapan.

Date

- February 2024.

Areas of focus

Sociodemographic Profile

Trip Planning

Satisfaction Level

Advertising Media

Main Findings

Sociodemographic Profile

Gender

45.7% 54.3%

Average age

43.5 years old

Type of traveler

Tourist
37.1%

Excursionist
62.9%

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 of information: Organización Mundial del Turismo.

Origin

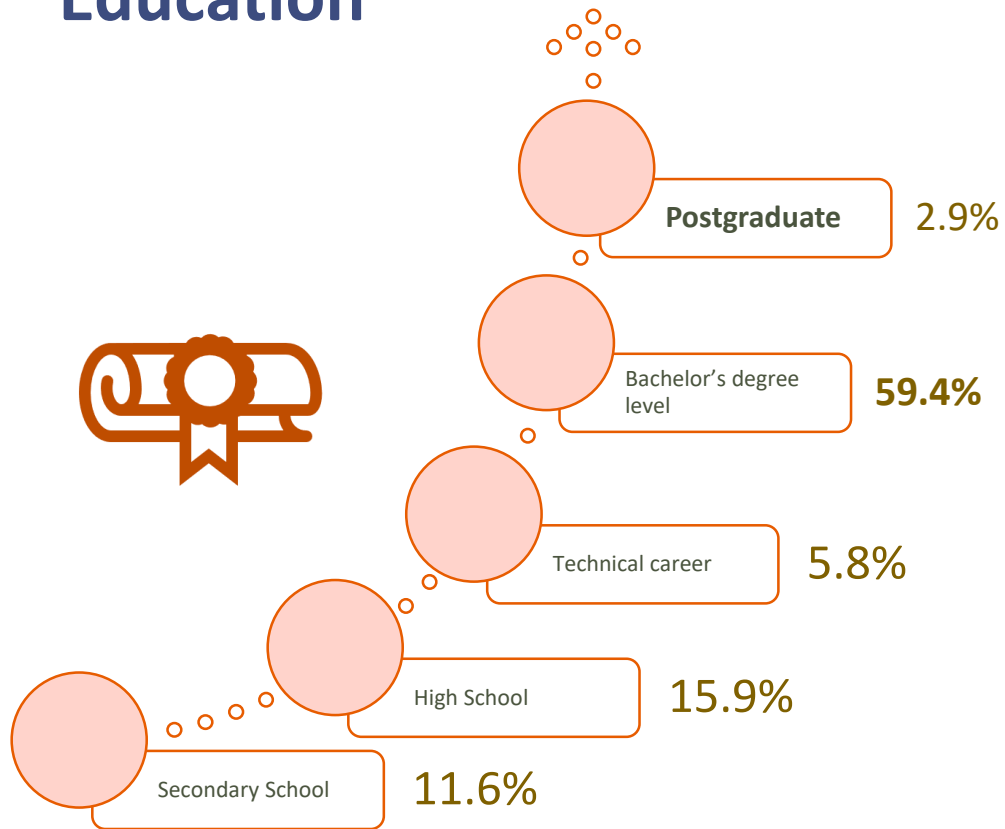| CDMX	47.1%
Mexican Republic	27.1%
Morelos	22.9%
Foreigners	2.9%

Morelos: Cuautla, Cuernavaca, Emiliano Zapata, Jiutepec, Tepoztlán, Tlaltizapan, Yautepec.
Other States: Estado de México, Guerrero, Jalisco, Michoacán, Puebla, Querétaro, Yucatán.

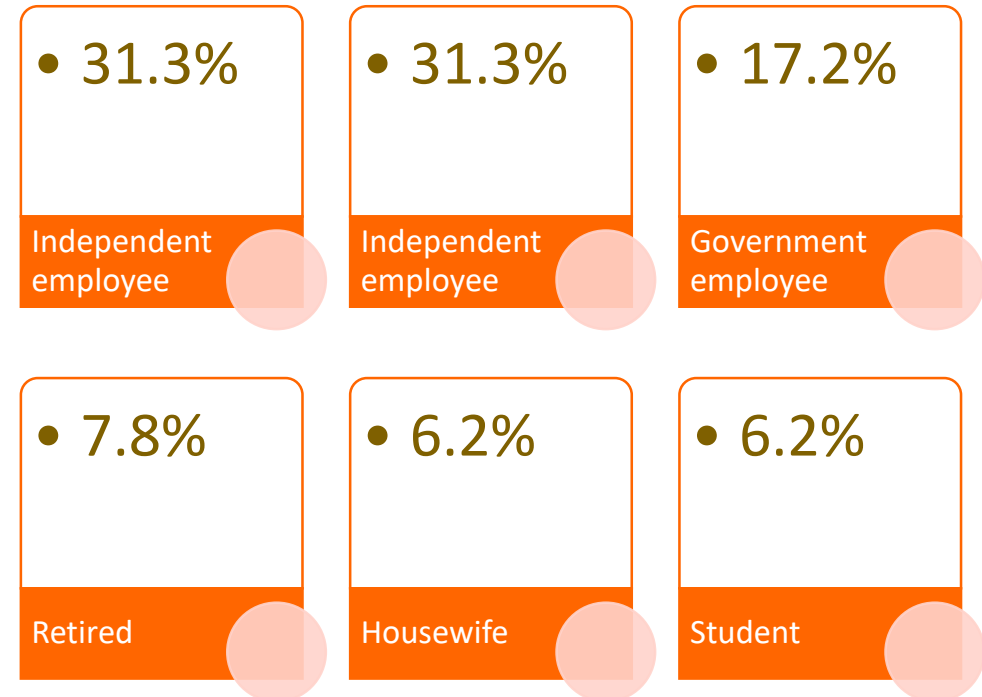**Foreigners**: Australia, Inglaterra.
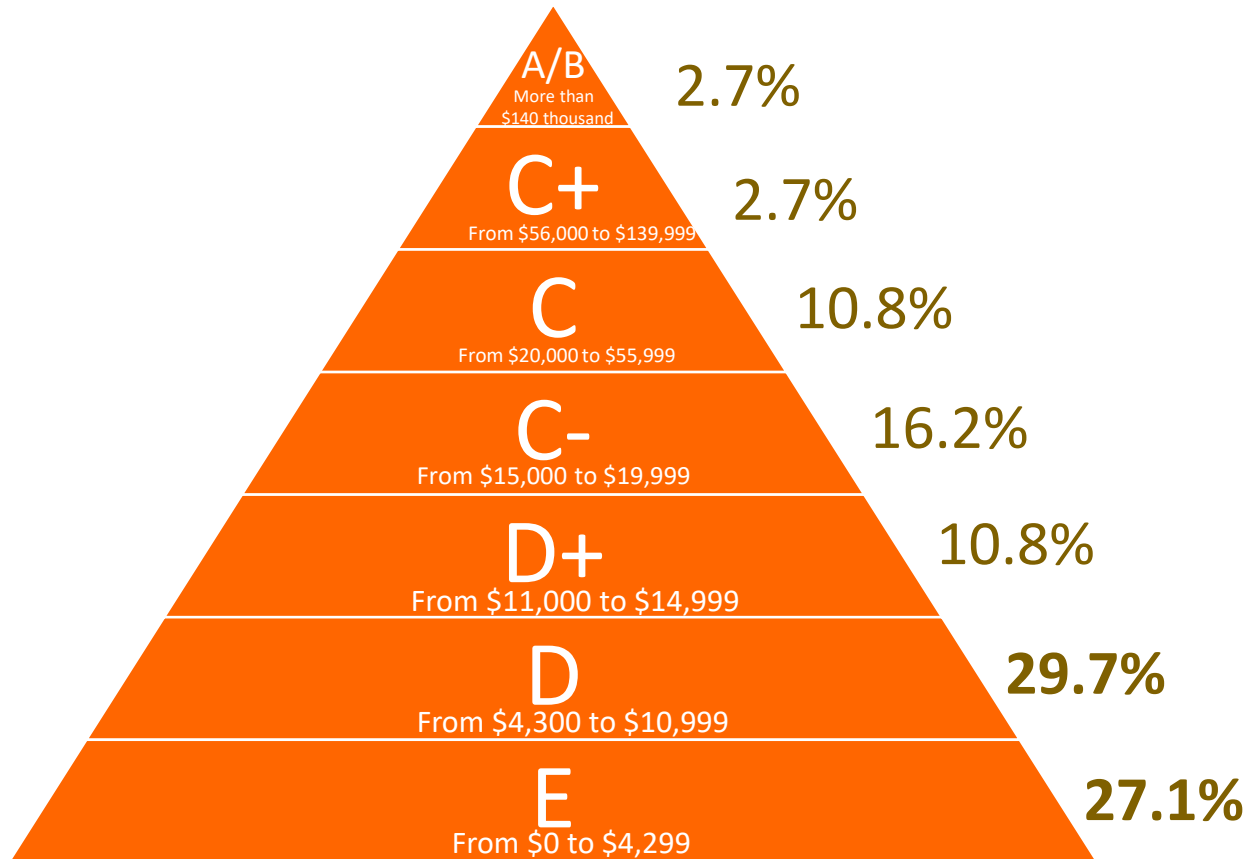
Sociodemographic Profile

Education

Postgraduate — 2.9%

Bachelor's degree level — **59.4%**

Technical career — 5.8%

High School — 15.9%

Secondary School — 11.6%

Elementary school: 4.4%

Occupation

31.3% Independent employee	31.3% Independent employee	17.2% Government employee
7.8% Retired	6.2% Housewife	6.2% Student

Sociodemographic profile

Socioeconomic level

A/B
More than $140 thousand — 2.7%

C+
From $56,000 to $139,999 — 2.7%

C
From $20,000 to $55,999 — 10.8%

C-
From $15,000 to $19,999 — 16.2%

D+
From $11,000 to $14,999 — 10.8%

D
From $4,300 to $10,999 — **29.7%**

E
From $0 to $4,299 — **27.1%**

56.8%

Income of $0 to $10,999

NSE E y D.

Source: Socioeconomic levels Guanajuato Observatory. Data calculated with 52.9% of the sample

Trip planning

With whom you travel

Family
54.4%

Friends
23.5%

Couple
22.1%

Average travel group

4.7 people

Groups

Elderly
31.4%

LGBTTTIQ
2.9%

Visual disability
1.4%

Reason for the trip

Rest/vacation
51.4%

Recreation
35.8%

Visit Family/friends
11.4%

Social Event
1.4%

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Trip planning

Type of tourist accommodation

Hotel
47.6%

House of family or friends
23.8%

Rented house
19%

Vacation camps
4.8%

Average stay

2.6 days

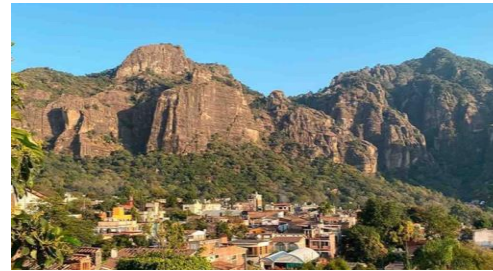## Transport used

Own car
76.8%

Rented car
1.4%

Bus line
14.6%

Another:
Sightseeing bus: 2.9%
Motorcycle: 4.3%

Most visited places

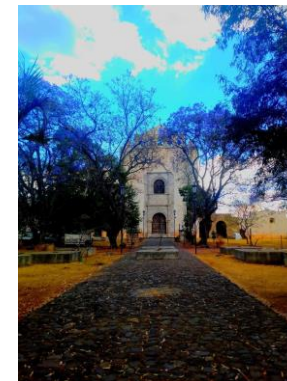Former Convent Natividad Tepoztlán
26.2%

Tepoztlán Archaeological Zone
21.5%

Zócalo of Tepoztlán
21.5%

Tlayacapan
7.7%

Former Convent of Tlayacapan
3.1%

Satisfaction Index
Infrastructure of the destination

Criterio	Average rating	Criterio	Average rating
Signs	8.0	Cleanliness of the city	8.2
Sidewalks	8.0	Public lighting	7.6
State of roads	8.0	Bus terminal	**8.8**
Accessibility for people with disabilities	7.4	Local public transport	**8.8**

Average infrastructure: 8.1

Satisfaction Index
Tourist Quality / Return and Recommendation

Tourist Quality

Attention of service providers
8.7

Food quality
8.8

Sanitary measures
8.2

Cleanliness of the spaces
8.2

Accessibility
7.0

Price – Quality Ratio
8.6

Average tourist quality: 8.3

Return and Recommendation

100%
I would return to Morelos

100%
I recommend visiting Morelos

MORELOS
ANFITRIÓN DEL MUNDO
Gobierno del Estado
2018-2024

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Satisfaction Index
Tourism Services

Tourist information booth
8.2

Tourist attractions
8.8

ATMs
7.6

Parking lots
7.8

Gas stations
7.9

Public safety
8.0

Hospitality of the local people
9.1

Protection of the environment
8.7

Average tourism services: 8.3

Media.

Morelos Publicity.

Recomendation
58.1%

Social media.
30.4%

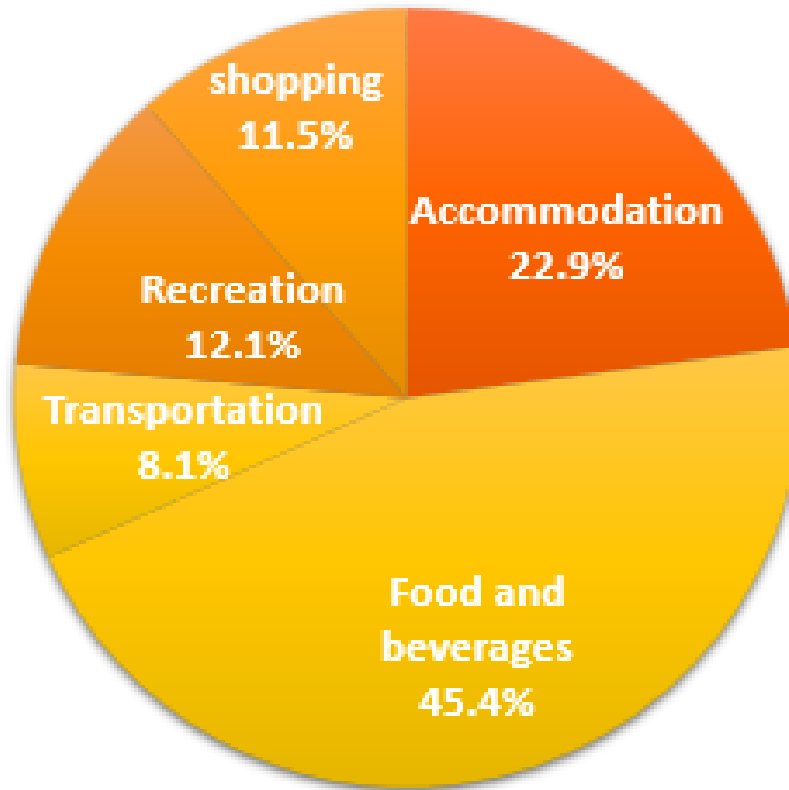Did not saw it.
7.2%

Others: TV: 4.3%

Morelos web page.

18.2%
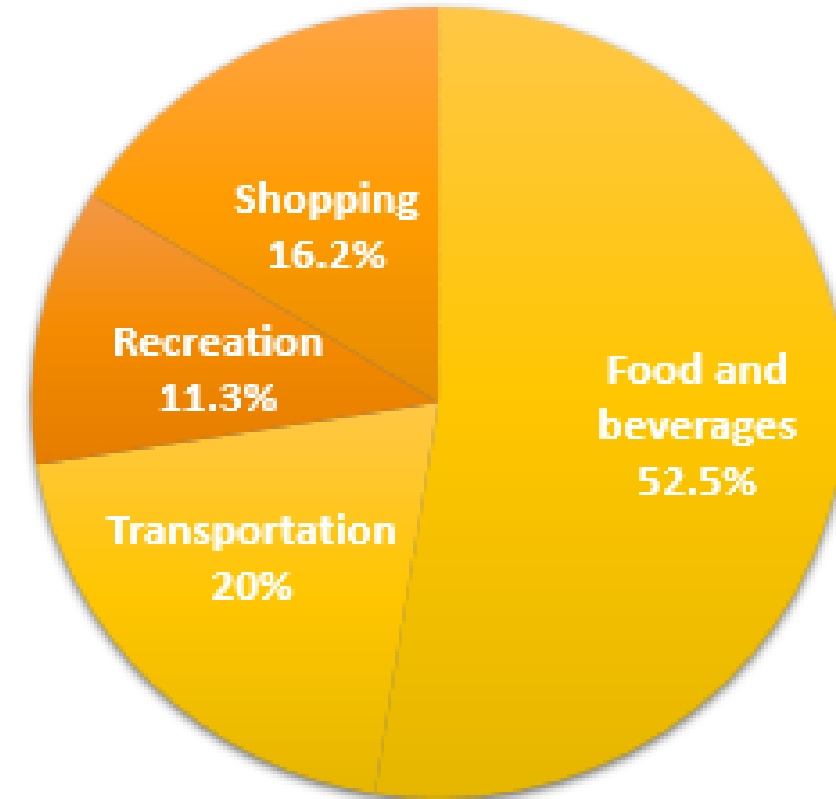Get to know the official website or social networks

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Morelos in one word.

Expense / Stay

Average expense

Tourist
$4,353.84

Tourist pie chart:
- Accommodation 22.9%
- shopping 11.5%
- Recreation 12.1%
- Transportation 8.1%
- Food and beverages 45.4%

Excursionist
$2,415.90

Excursionist pie chart:
- Shopping 16.2%
- Recreation 11.3%
- Transportation 20%
- Food and beverages 52.5%

Main Findings

62.9%
Excursionist

Visitor Profile
- 54.3% are women.
- 31.3% have private jobs.
- 43.5 years is the age
- 47.1% are from Mexico City

Trip planning
- 54.4% come with the family.
- 47.6% stayed in a hotel.
- 4.7people is the average group size.
- $3,135.71 is the average visitor spending.

Social media
- 18.2% are aware of the official website or social networks of tourism in Morelos.
- 58.1% found out about Morelos by recommendation.

Satisfaction Index
8.1 city infrastructure

8.3 quality of tourism

8.3 tourist services

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Touristic and Cultural Observatory
Secretaría de Turismo y Cultura