Guanajuato Tourism Observatory

Affiliate Members Corner
“Tourism Recovery”
FITUR 2021, 21 May
VIAJA EN CORTO
TRAVEL TO CENTER OF MEXICO

1. Aguascalientes
2. Guanajuato
3. Jalisco
4. Querétaro
5. San Luis Potosí
6. Zacatecas

6 states with strategies to reactivate and strengthen tourism in this region of Mexico
Due to the impact of the COVID19 pandemic, with the aim to promote the recovery of tourism enterprises, a new alliance was born between the following Mexican states: Aguascalientes, Guanajuato, Jalisco, Querétaro, San Luis Potosí y Zacatecas.

OBJECTIVES:
• Strategic work to join forces in order to promote local and regional tourism reactivation in a coordinated way.

• Joint promotion strategies.

• Enhance and promote competitive advantages of the region through road trips.
VIAJA EN CORTO
INFLUX OF VISITORS

57% Men
38 years old

43% Women
39 year old

39% University
17% High School
11% College

56% Tourists
44% Excursionist

45% Together provide of the influx of visitors to Guanajuato.

89% Own car
7% Bus
4% Rented car

Conveyance
To get to Guanajuato

University
High School
College

Zacatecas
San Luis
Potosí

Jalisco
Aguascalientes
Querétaro

University
High School
College
Agreement

Travel to center of Mexico
GUANAJUATO

• Only Mexican state that has 2 World Heritage cities: Guanajuato and San Miguel de Allende.

• 6 Magic Towns: Comonfort, Dolores Hidalgo, Yuriria, Jalpa de Cánovas, Salvatierra and Mineral de Pozos.

• Gastronomical Variety.

• 5 wine tourism routes, Tequila, Mezcal and Strawberry routes.
AGUASCALIENTES

- A museum displaying the essence of 122 magic towns.
- Majestic Broken Christ Sanctuary of 28 meter high.
- The biggest and most important fair in Latinamerica
- 3 magic towns (Calvillo, Real de Asientos and San José de García)
- 6 Tourist routes.
JALISCO

• Puerto Vallarta and Costalegre (1st Inclusive beach Cuestecomates).

• 8 Magic Towns: Lagos de Moreno, Mascota, Mazamitla, San Sebastián del Oeste, Talpa de Allende, Tapalpa, Tequila y Tlaquepaque.

• 3 Tourist Routes.
VIAJA EN CORTO
TRAVEL TO CENTER OF MEXICO

QUERÉTARO

• 1 Island inside the State
• 3rd biggest world’s monolith
• Wine tourism, Romance and Nature.
• 6 Magic Towns; Bernal, Cadereyta, Jalpan, Tequisquiapan, San Joaquín and Amealco.
• 4 Tourist Routes.
SAN LUIS POTOSÍ

- Downtown of San Luis Potosí
- Nature tourism
- Adventure Tourism
- 3 Magic Towns: Aquismón, Real de Catorce and Xilitla.
- 5 Tourist Routes
ZACATECAS

- Nature and Adventure Tourism.
- Religious and Spiritual Tourism.
- Gastronomical Tourism.
- Cultural Tourism.
- 6 Magic Towns: Jerez, Guadalupe, Nochistlán, Pinos, Sombrerete, Teúl de González Ortega.
- Featured Destinations: Pinos, Guadalupe, Jerez, Zacatecas and Nochistlán.
Marketing

Travel to center of Mexico
TRAVEL TO CENTER OF MEXICO

+ 14,500 users
+ 493 activities
Measurement

Travel to center of Mexico
Creation of 7 brand new indicators which are publicly available on OTEG website.

1. Tourist arrivals
2. Occupancy of hotels from 1 to 5 stars.
3. Occupied rooms in hotels
4. Average stay
5. Visitor arrivals
6. Passengers at the airport
7. Economic income
The challenges of the measurements

- Similar indicators
- Similar methodologies
- The same information
- Information to create new strategies
- Real information for decision-making

Join to the effort to generate valuable and useful information for decision-making through indicators that measure, analyze and divulge tourist activity and “Viaja en Corte” results.
8th International Meeting of Tourism Observatories in Guanajuato 2021

August 26-27th

SAVE THE DATE

Mr. Juan José Álvarez Brunel
President of Guanajuato Tourism Observatory & Minister of Tourism in Guanajuato

www.observatorioturistico.org
@Observatur_GTO