Guanajuato Tourism Observatory

2021 Global Virtual INSTO Meeting
November 11th, 2021
GUANAJUATO

- Located at **north central region** of Mexico
- 46 municipalities. The cities of Leon, San Miguel de Allende y Guanajuato, stand out.
- 8 domestic and 9 international destinations flights with 2.7 million passengers
  - 2 World Heritages Cities
    - 6 Magic Towns
  - 32,613 rooms
  - 1,363 establishments of food and beverages
  - 12 golf courses, over 50 spas and 41 water Parks
  and more
**DEMAND PROFILE**

- **Perfil del Visitante 2019. Secretaría de Turismo del Estado de Guanajuato.**

**36 years old**
- 61% man
- 39% woman
- 54% university degree
- 43% employee

**TRAVEL GROUPS**
- 43% Families
- 32% Couples
- 16% Friends

**SEGMENTS**
- 36% Cultural
- 30% Leisure
- 17% Business

**8.0 Satisfaction index**
- 56% possibility of return
- 56% rate of recommendation.

Visitors experience are rated a “very Good”

The average expenditure of the hotel’s tourist is **$100 USD** with a stay of 1.31 days.

Stay with relatives is **$35 USD** and their average stay is 4.9 days.

**Demand Profile**

- **Domestic Tourism**: 66%
- **Local Tourism**: 26%
- **International Tourism**: 8%
VISITORS INFLUX from Central Region of Mexico

- Men: 57%, 38 years old
- Women: 43%, 39 years old
- University: 39%
- High School: 17%
- College: 11%
- Tourists: 56%
- Excursionist: 44%
- Conveyance:
  - Own car: 89%
  - Bus: 7%
  - Rented car: 4%

Together provide 45% of the influx of visitors to Guanajuato.
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
NEW TOOLS… new participants

QR Code in different tourist establishments:

- General satisfaction index
- Recommendation
- Influx visitors
- Residence
- Age
- Travel group

Monthly we provide:
> Personal report

Twice per year:
> Training of Marketing and Visitors loyalty.
The challenges of the measurements

- Quickly information
- Automatic information (development of own systems)
- Information buyed (data)
  - Markets
  - Flights
  - Accommodation
  - Displacement
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9th International Meeting of Tourism Observatories in Guanajuato 2022

SAVE THE DATE
May 2022