

# QUINTANA ROO

CONSEJO DE PROMOCIÓN TURÍSTICA



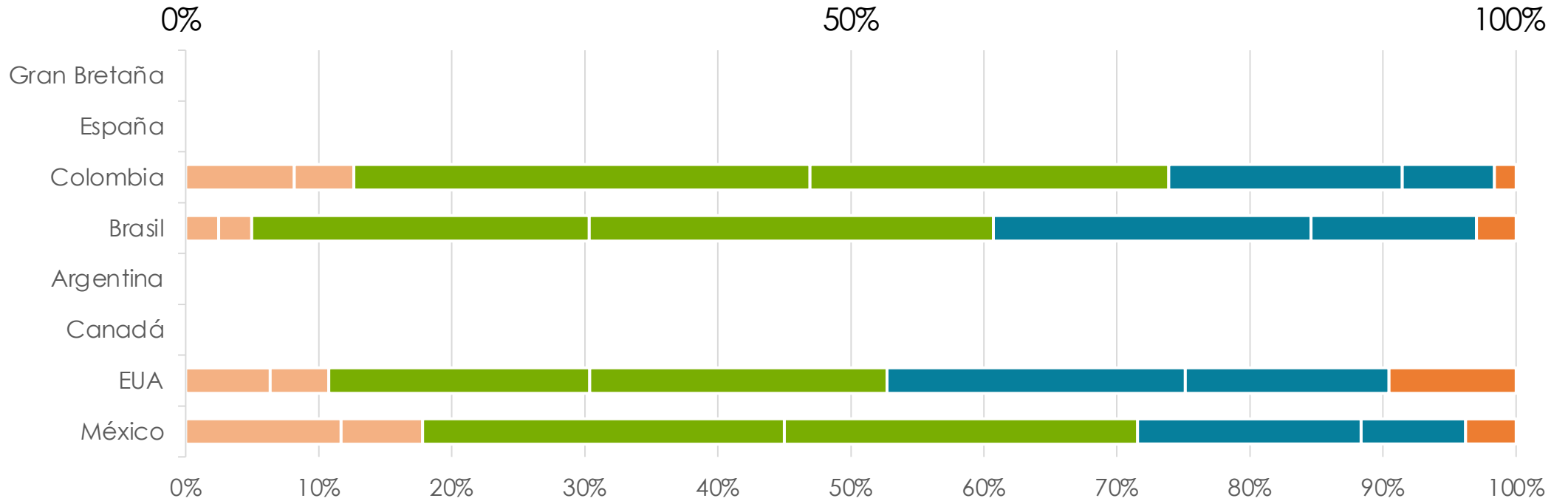
# PRINCIPALES MERCADOS SEGÚN ORIGEN

Q1 2021

# Motivo de viaje

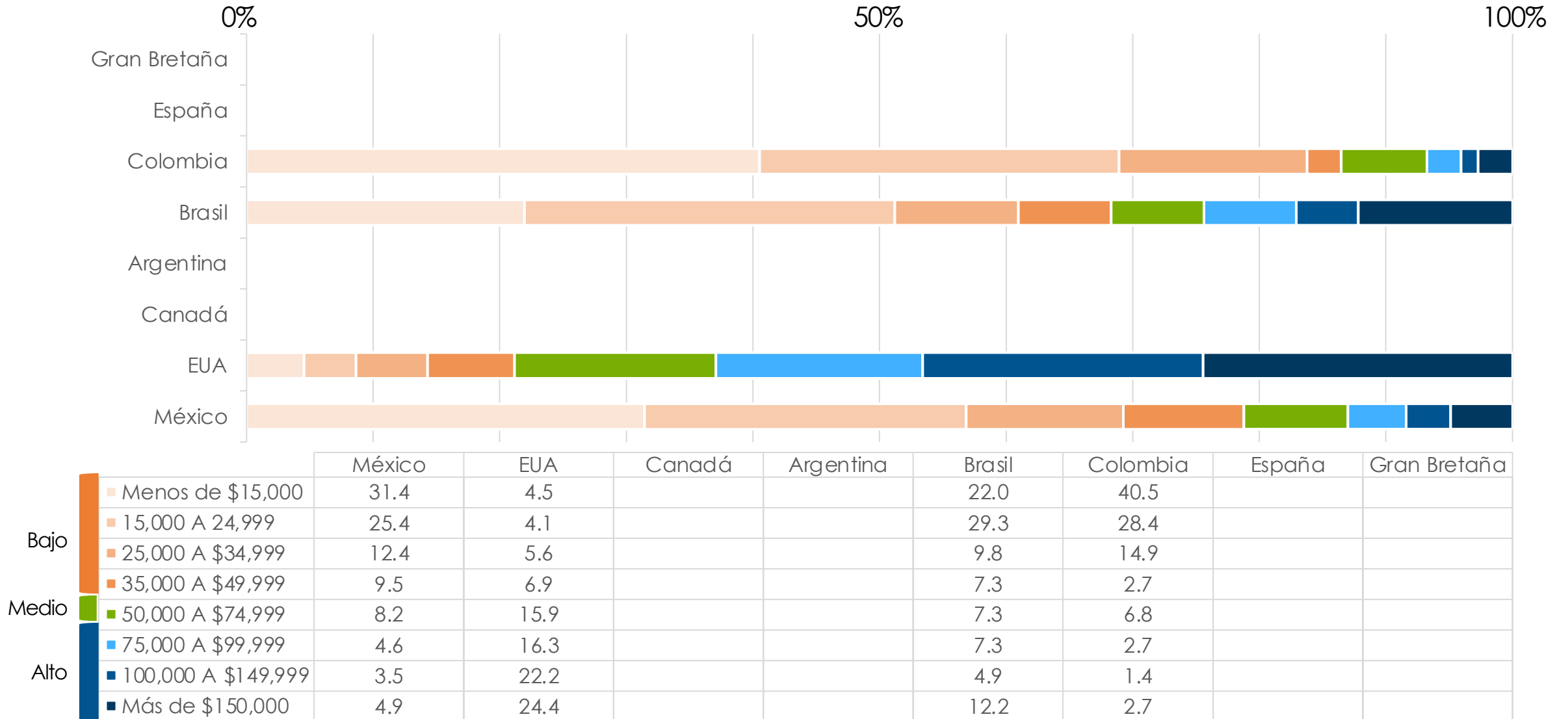
| Motivo del viaje                                | México | EUA  | Canadá | Argentina | Brasil | Colombia | España | Gran Bretaña |
|---|--------|------|--------|-----------|--------|----------|--------|--------------|
| Descansar                                       | 74.1   | 85.7 |        |           | 62.3   | 82.2     |        |              |
| Actividades de aventura (Snorkel, Buceo, Etc)   | 6.0    | 5.1  |        |           | 2.6    | 4.7      |        |              |
| Luna de miel                                    | 5.7    | 3.3  |        |           | 23.4   | 10.3     |        |              |
| Asistir a Boda                                  | 1.6    | 2.0  |        |           | 5.2    | 0.0      |        |              |
| Visita Amigos/Familia                           | 5.7    | 1.4  |        |           | 1.3    | 0.9      |        |              |
| Negocios  | 3.0    | 0.5  |        |           | 1.3    | 0.0      |        |              |
| Salud y Bienestar                               | 1.1    | 0.4  |        |           | 1.3    | 0.0      |        |              |
| Vida nocturna                                   | 0.5    | 0.4  |        |           | 0.0    | 0.9      |        |              |
| Motivos culturales                              | 0.9    | 0.3  |        |           | 2.6    | 0.9      |        |              |
| Viaje de Incentivos                             | 0.3    | 0.2  |        |           | 0.0    | 0.0      |        |              |
| Congreso  | 0.1    | 0.2  |        |           | 0.0    | 0.0      |        |              |
| Contraer matrimonio                             | 0.6    | 0.1  |        |           | 0.0    | 0.0      |        |              |
| Presenciar un evento cultural deportivo, social | 0.3    | 0.1  |        |           | 0.0    | 0.0      |        |              |
| Gastronomía                                     | 0.0    | 0.1  |        |           | 0.0    | 0.0      |        |              |

# Edad del Turista

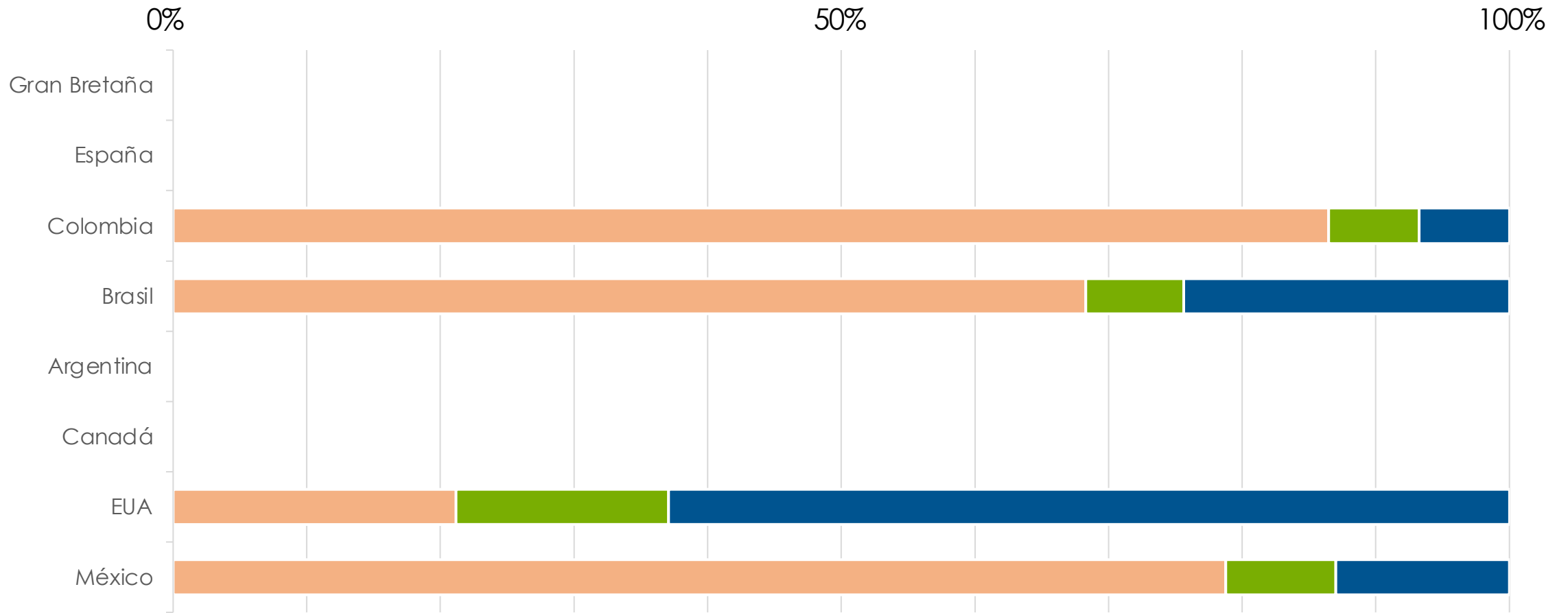


|           |                  | México | EUA  | Canadá | Argentina | Brasil | Colombia | España | Gran Bretaña |
|-----------|------------------|--------|------|--------|-----------|--------|----------|--------|--------------|
| Gen Z     | Hasta 12 años    | 11.7   | 6.4  |        |           | 2.5    | 8.2      |        |              |
|           | De 13 a 19 años  | 6.1    | 4.4  |        |           | 2.5    | 4.5      |        |              |
| Milenials | De 20 a 29 años  | 27.2   | 19.6 |        |           | 25.4   | 34.3     |        |              |
|           | De 30 a 39 años  | 26.6   | 22.3 |        |           | 30.3   | 26.9     |        |              |
| Gen X     | De 40 a 49 años  | 16.8   | 22.4 |        |           | 23.9   | 17.6     |        |              |
|           | De 50 a 59 años  | 7.8    | 15.3 |        |           | 12.4   | 6.9      |        |              |
| Gen BB    | De 60 años o más | 3.8    | 9.6  |        |           | 3.0    | 1.6      |        |              |

# Nivel de Ingreso Anual (USD)



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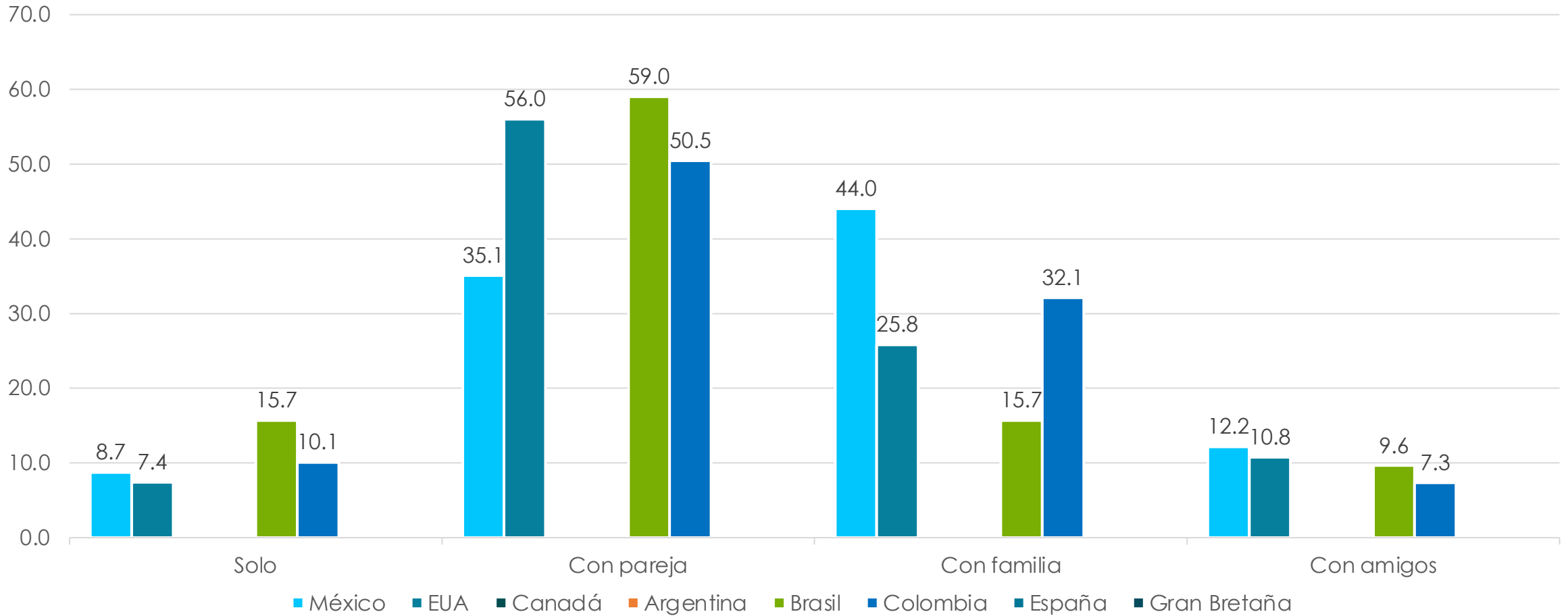


|                     | México | EUA  | Canadá | Argentina | Brasil | Colombia | España | Gran Bretaña |
|---------------------|--------|------|--------|-----------|--------|----------|--------|--------------|
| Menor a 50 K USD    | 78.8   | 21.2 |        |           | 68.3   | 86.5     |        |              |
| Entre 50 a 75 K USD | 8.2    | 15.9 |        |           | 7.3    | 6.8      |        |              |
| Mayor 75 K USD      | 13.0   | 62.9 |        |           | 24.4   | 6.8      |        |              |

# Medio que influyó en la elección del destino

| Medio                                  | México | EUA  | Canadá | Argentina | Brasil | Colombia | España | Gran Bretaña |
|--|--------|------|--------|-----------|--------|----------|--------|--------------|
| Publicidad en internet                 | 35.7   | 31.4 |        |           | 27.1   | 28.9     |        |              |
| Redes sociales                         | 41.1   | 25.9 |        |           | 41.4   | 36.7     |        |              |
| Agencia de viajes                      | 13.1   | 25.3 |        |           | 17.1   | 20.0     |        |              |
| Sitios especializados de viajes / blog | 11.6   | 13.9 |        |           | 10.0   | 10.0     |        |              |
| Youtube                                | 14.1   | 8.0  |        |           | 12.9   | 12.2     |        |              |
| Influencers en línea                   | 6.4    | 6.3  |        |           | 10.0   | 5.6      |        |              |
| Televisión y radio                     | 4.2    | 1.9  |        |           | 5.7    | 3.3      |        |              |
| Revistas e impresos                    | 2.0    | 1.8  |        |           | 2.9    | 3.3      |        |              |

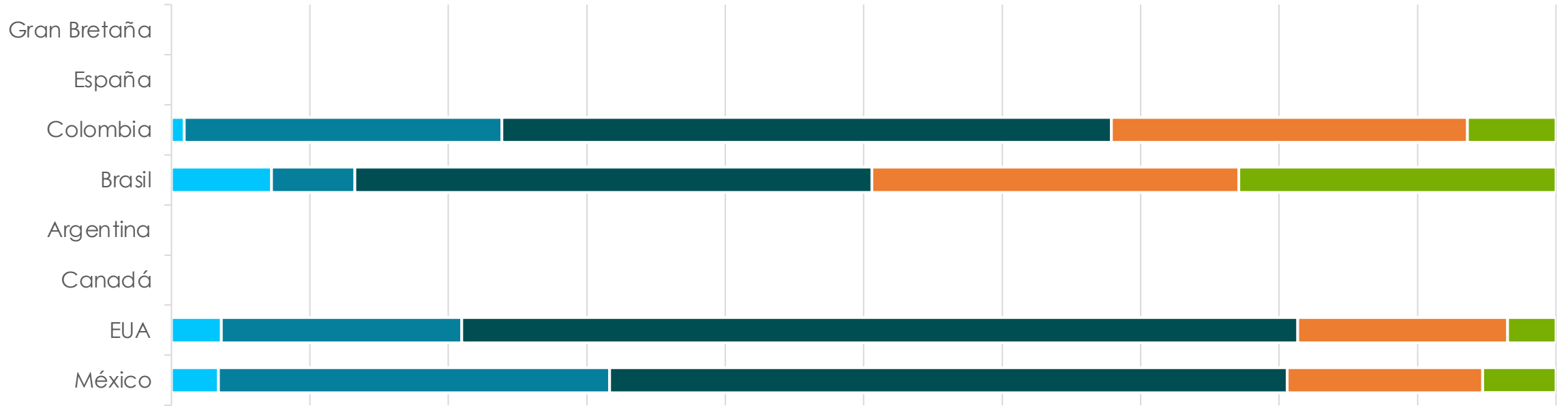
# Personas con quienes viaja



| Tamaño de Grupo | México | EUA | Canadá | Argentina | Brasil | Colombia | España | Gran Bretaña |
|-----------------|--------|-----|--------|-----------|--------|----------|--------|--------------|
| 2.9             | 3.2    | 2.6 |        |           | 2.3    | 2.4      |        |              |



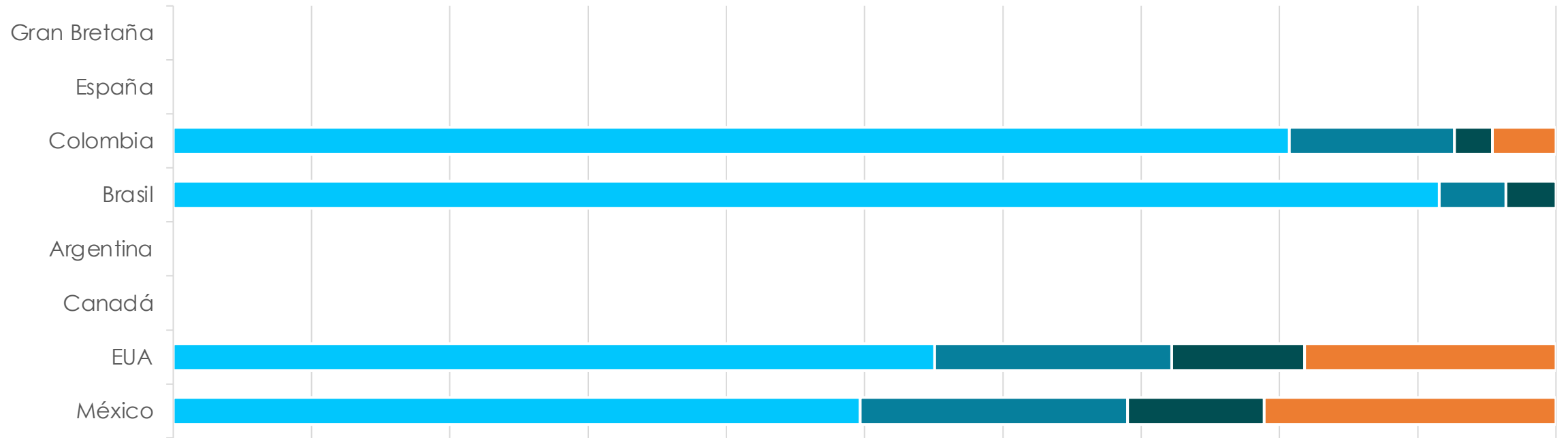
# Estancia



|                  | México | EUA  | Canadá | Argentina | Brasil | Colombia | España | Gran Bretaña |
|------------------|--------|------|--------|-----------|--------|----------|--------|--------------|
| ■ 1 a 2 días     | 3.4    | 3.6  |        |           | 7.2    | 0.9      |        |              |
| ■ 3 a 4 días     | 28.2   | 17.4 |        |           | 6.0    | 22.9     |        |              |
| ■ De 5 a 7 días  | 48.9   | 60.4 |        |           | 37.3   | 44.0     |        |              |
| ■ De 8 a 14 días | 14.1   | 15.2 |        |           | 26.5   | 25.7     |        |              |
| ■ Más de 14 días | 5.3    | 3.5  |        |           | 22.9   | 6.4      |        |              |

| Estancia promedio | México | EUA | Canadá | Argentina | Brasil | Colombia | España | Gran Bretaña |
|-------------------|--------|-----|--------|-----------|--------|----------|--------|--------------|
| <b>7.0</b>        | 6.5    | 6.7 |        |           | 10.3   | 7.0      |        |              |

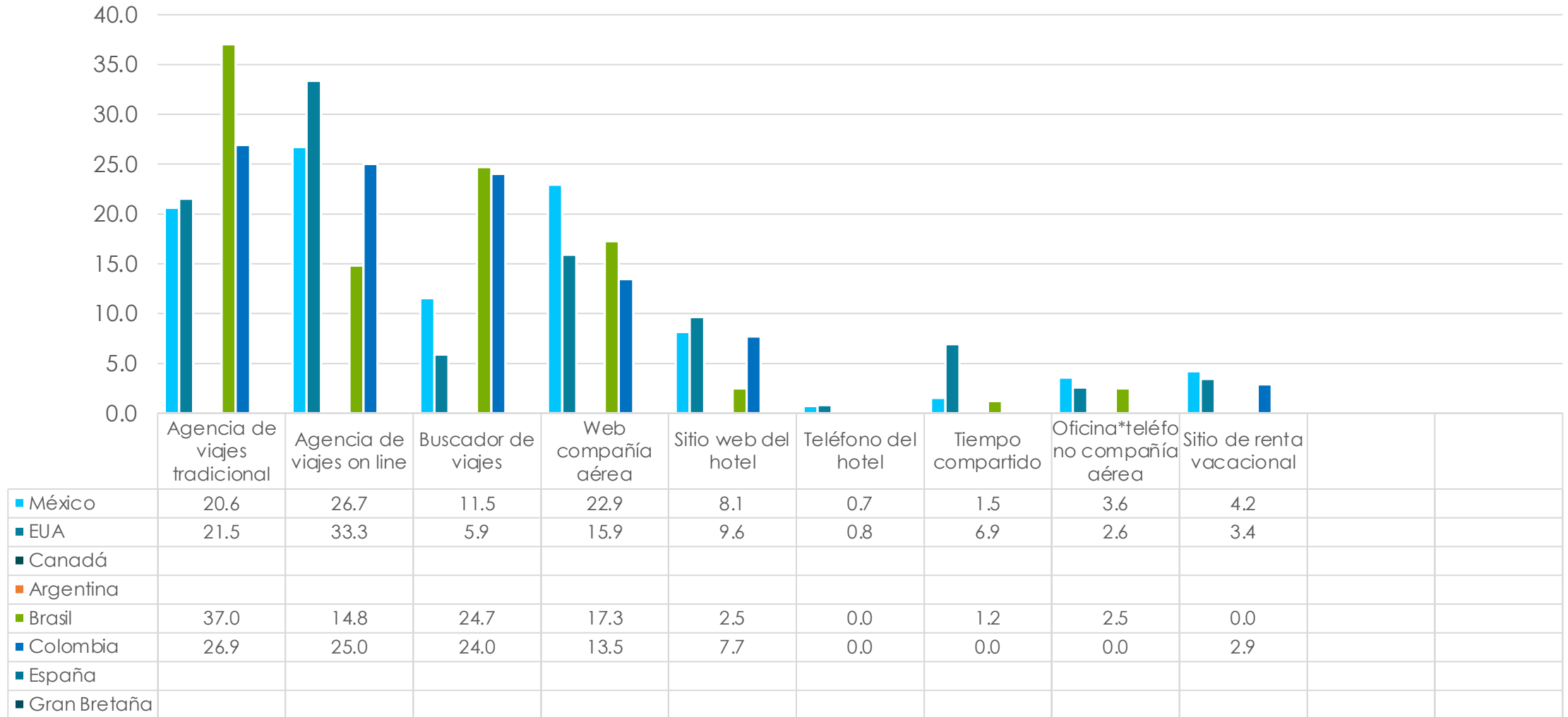
# Veces en Destino



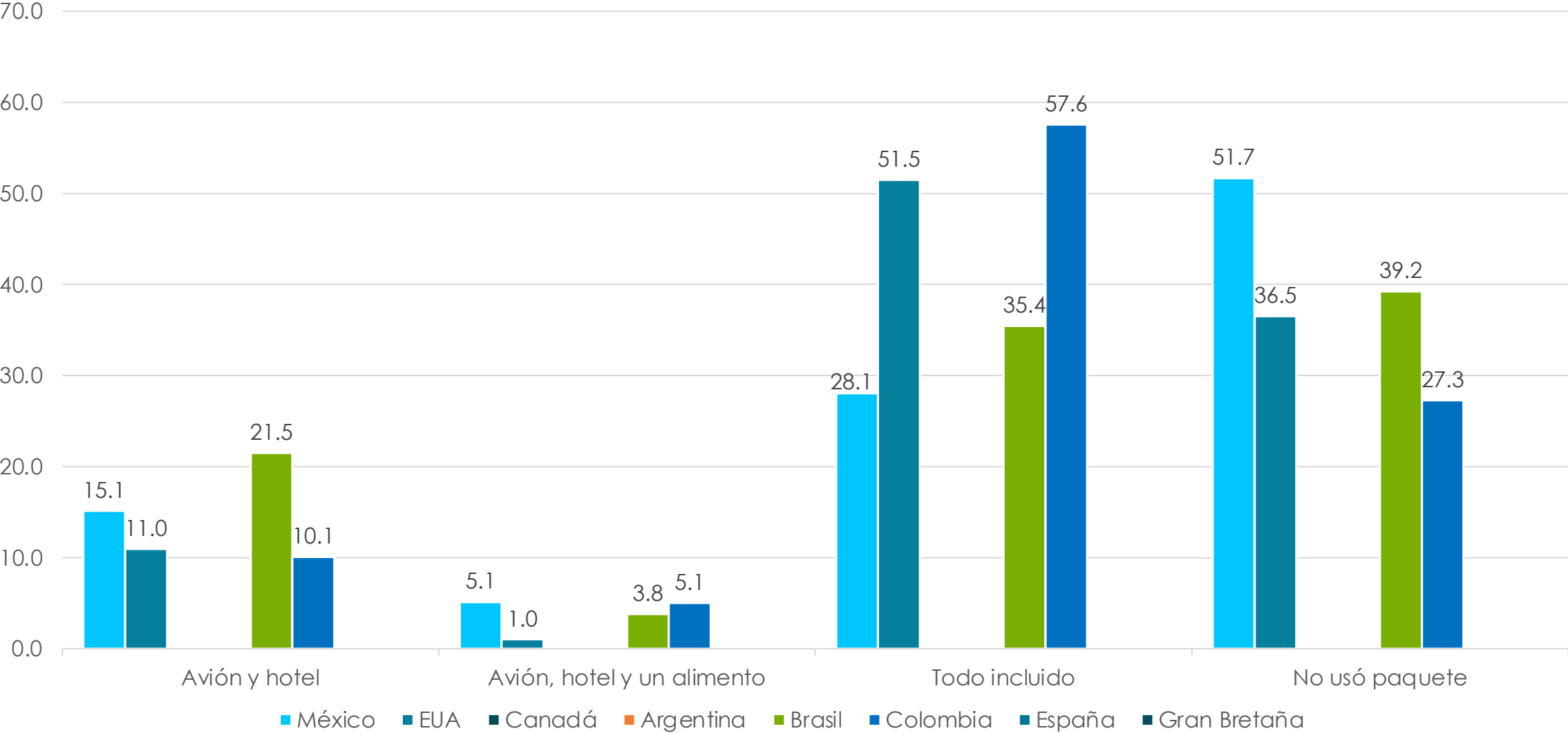
|                 | México | EUA  | Canadá | Argentina | Brasil | Colombia | España | Gran Bretaña |
|-----------------|--------|------|--------|-----------|--------|----------|--------|--------------|
| ■ Primera vez   | 49.7   | 55.1 |        |           | 91.6   | 80.7     |        |              |
| ■ 2 veces       | 19.3   | 17.1 |        |           | 4.8    | 11.9     |        |              |
| ■ 3 veces       | 9.9    | 9.6  |        |           | 3.6    | 2.8      |        |              |
| ■ 4 o más veces | 21.1   | 18.2 |        |           | 0.0    | 4.6      |        |              |

| Tasa de retorno | México | EUA   | Canadá | Argentina | Brasil | Colombia | España | Gran Bretaña |
|-----------------|--------|-------|--------|-----------|--------|----------|--------|--------------|
| <b>30.7%</b>    | 50.3%  | 44.9% |        |           | 8.4%   | 19.3%    |        |              |

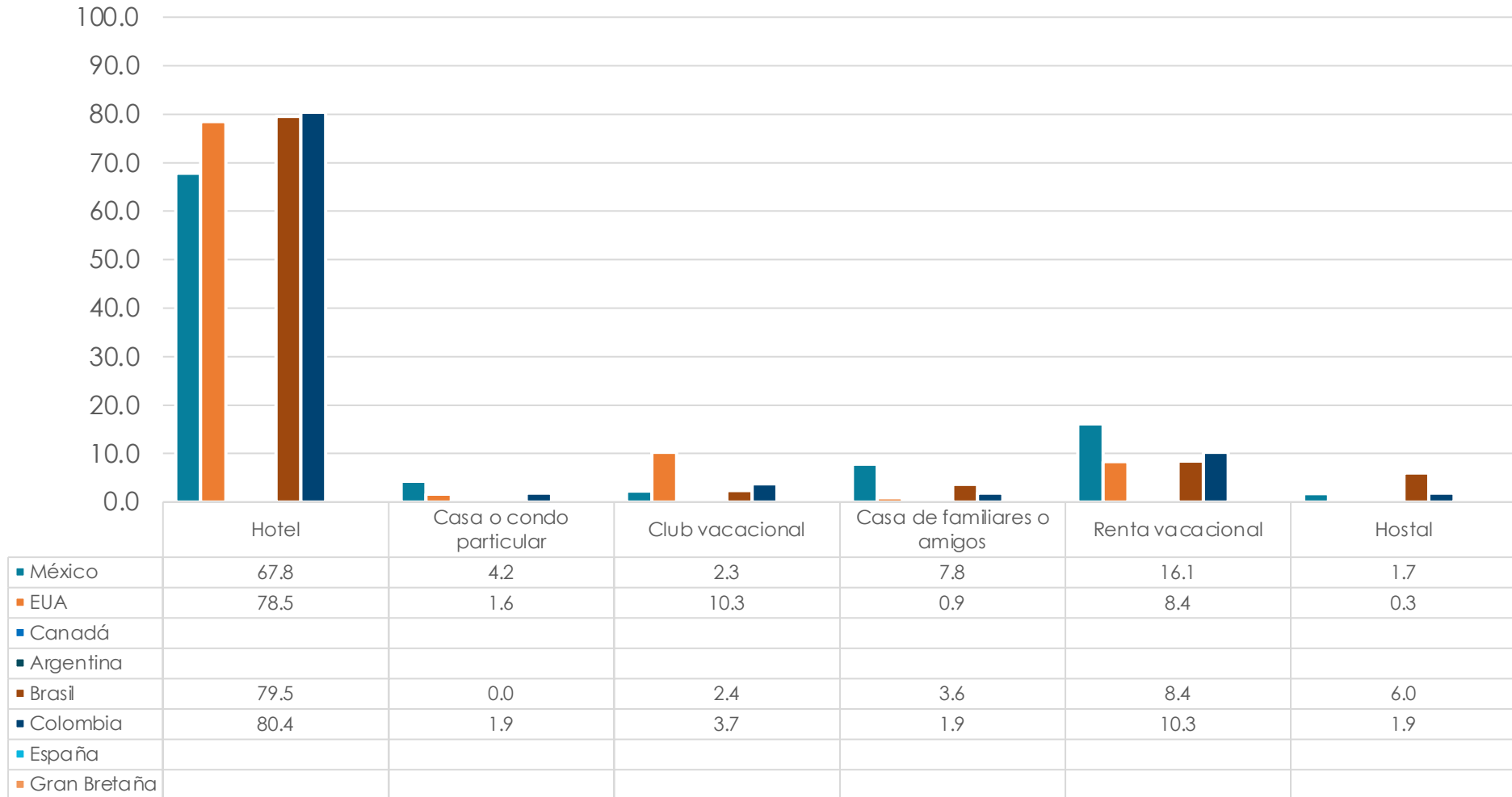
# Canal de Compra



# Uso y tipo de paquete



# Tipo de Hospedaje



# Distribución del gasto (USD por persona)

| Concepto                     | México       | EUA            | Canadá | Argentina | Brasil         | Colombia       | España | Gran Bretaña |
|------------------------------|--------------|----------------|--------|-----------|----------------|----------------|--------|--------------|
| <b>Tamaño de grupo (pax)</b> | <b>3.2</b>   | <b>2.6</b>     |        |           | <b>2.3</b>     | <b>2.4</b>     |        |              |
| <b>Gasto total</b>           | <b>\$518</b> | <b>\$1,086</b> |        |           | <b>\$1,687</b> | <b>\$1,222</b> |        |              |
| <b>Tarifa aérea</b>          | \$113        | \$252          |        |           | \$471          | \$374          |        |              |
| <b>Hospedaje</b>             | \$196        | \$583          |        |           | \$517          | \$444          |        |              |
| <b>Gasto en el destino</b>   | \$209        | \$250          |        |           | \$699          | \$404          |        |              |

# Tours y entretenimiento

| Tours                             | México      | EUA         | Canadá | Argentina | Brasil      | Colombia    | España | Gran Bretaña |
|-----------------------------------|-------------|-------------|--------|-----------|-------------|-------------|--------|--------------|
| Naturaleza                        | 2.6         | 11.0        |        |           | 9.6         | 0.9         |        |              |
| Entretenimiento                   | 3.5         | 3.4         |        |           | 7.2         | 3.7         |        |              |
| Cenotes y cavernas                | 16.4        | 14.4        |        |           | 49.4        | 27.5        |        |              |
| Zonas arqueológicas               | 32.4        | 17.5        |        |           | 63.9        | 79.8        |        |              |
| Ciudades cercanas                 | 30.3        | 15.9        |        |           | 71.1        | 25.7        |        |              |
| Parques recreativos               | 32.5        | 19.6        |        |           | 30.1        | 72.5        |        |              |
| Actividades acuáticas             | 30.0        | 17.0        |        |           | 24.1        | 7.3         |        |              |
| Deportes                          | 0.4         | 1.5         |        |           | 0.0         | 0.0         |        |              |
| <b>% Turistas que hacen tours</b> | <b>65.7</b> | <b>48.7</b> |        |           | <b>88.0</b> | <b>79.8</b> |        |              |

\* Porcentajes en cada tour sobre el 100% de los turistas de cada mercado

# Segundo Destino

| Destinos  | México      | EUA        | Canadá | Argentina | Brasil      | Colombia   | España | Gran Bretaña |
|---|-------------|------------|--------|-----------|-------------|------------|--------|--------------|
| <b>Noches en un segundo destino</b>             | <b>2.4</b>  | <b>3.0</b> |        |           | <b>3.9</b>  | <b>3.4</b> |        |              |
| <b>% turistas que pernoctan en otro destino</b> | <b>13.3</b> | <b>3.1</b> |        |           | <b>14.5</b> | <b>8.3</b> |        |              |
| Tulum   | 25.9        | 23.4       |        |           | 41.7        | 11.1       |        |              |
| Playa del Carmen                                | 17.6        | 22.1       |        |           | 58.3        | 44.4       |        |              |
| Mérida  | 6.1         | 16.9       |        |           | 0.0         | 22.2       |        |              |
| Cancún  | 7.5         | 13.0       |        |           | 8.3         | 22.2       |        |              |
| Isla Mujeres                                    | 8.8         | 13.0       |        |           | 16.7        | 0.0        |        |              |
| Holbox  | 9.1         | 7.8        |        |           | 8.3         | 33.3       |        |              |
| Bacalar   | 28.9        | 7.8        |        |           | 8.3         | 0.0        |        |              |
| Puerto Morelos                                  | 1.1         | 5.2        |        |           | 0.0         | 11.1       |        |              |
| Cozumel   | 6.7         | 3.9        |        |           | 0.0         | 0.0        |        |              |
| Valladolid                                      | 4.5         | 3.9        |        |           | 0.0         | 11.1       |        |              |
| Mahahual  | 13.6        | 1.3        |        |           | 0.0         | 0.0        |        |              |
| Campeche  | 2.1         | 1.3        |        |           | 0.0         | 0.0        |        |              |
| Yucatán   | 0.8         | 1.3        |        |           | 0.0         | 0.0        |        |              |
| Chetumal  | 9.9         | 0.0        |        |           | 0.0         | 0.0        |        |              |



# Actividades

| Tribu               | Actividades  | México | EUA | Canadá | Argentina | Brasil | Colombia | España | Gran Bretaña |
|---------------------|--|--------|-----|--------|-----------|--------|----------|--------|--------------|
| <b>Consentido</b>   | ESTAR EN LA PISCINA Y PLAYA. DISFRUTAR DEL BUFFET Y LA ANIMACIÓN. ALGUNOS PARQUES. | 51.6   |     |        | 51.5      | 56.6   | 51.5     |        |              |
| <b>Explorador</b>   | ACTIVIDADES DE NATURALEZA, SNORKEL, TIROLESAS, CENOTES, ECOTURISMO.                | 29.8   |     |        | 29.9      | 31.6   | 29.9     |        |              |
| <b>Romántico</b>    | CENA ROMÁNTICA, PLAYA, COMPRAS, ACTIVIDADES EN PAREJA.                             | 3.2    |     |        | 1.0       | 3.9    | 1.0      |        |              |
| <b>Foodie</b>       | RESTAURANTES RECONOCIDOS, GASTRONOMIA LOCAL Y REGIONAL                             | 2.4    |     |        | 0.0       | 0.0    | 0.0      |        |              |
| <b>Sabio</b>        | VISITAR ZONAS ARQUEOLÓGICAS, MUSEOS, COMUNIDADES MAYA.                             | 7.1    |     |        | 17.5      | 7.9    | 17.5     |        |              |
| <b>Party lover</b>  | CLUBS DE PLAYA, BARES, DISCOTECAS, FIESTAS NOCTURNAS.                              | 2.5    |     |        | 0.0       | 0.0    | 0.0      |        |              |
| <b>Trendy</b>       | PASEO EN YATE, RESTAURANTES GOURMET, GOLF, SHOPPING DE MARCAS Y ARTICULOS DE LUJO. | 1.2    |     |        | 0.0       | 0.0    | 0.0      |        |              |
| <b>Motivado</b>     | ASISTIR A CONFERENCIAS, EXPOS, TEAM BUILDING, INTEGRACION, INCENTIVOS.             | 0.3    |     |        | 0.0       | 0.0    | 0.0      |        |              |
|                     | CONTRAER MATRIMONIO, LUNA DE MIEL.   | 0.3    |     |        | 0.0       | 0.0    | 0.0      |        |              |
| <b>Participante</b> | ASISTIR A EVENTOS COMO FESTIVALES CULTURALES, MUSICALES, GASTRONÓMICOS, DEPORTIVOS | 0.9    |     |        | 0.0       | 0.0    | 0.0      |        |              |
| <b>Armonioso</b>    | YOGA, FITNESS, MEDITACIÓN, TEMAZCAL, PADDLE.                                       | 0.3    |     |        | 0.0       | 0.0    | 0.0      |        |              |
| <b>Activo</b>       | ACTIVIDADES DEPORTIVAS, GOLF, BUCEO, PESCA DEPORTIVA, CORRER.                      | 0.4    |     |        | 0.0       | 0.0    | 0.0      |        |              |

# Destinos de competencia

| Destino              | México | EUA  | Canadá | Argentina | Brasil | Colombia | España | Gran Bretaña |
|----------------------|--------|------|--------|-----------|--------|----------|--------|--------------|
| Los Cabos            | 21.6   | 17.3 |        |           | 0.0    | 8.3      |        |              |
| República Dominicana | 1.0    | 10.6 |        |           | 0.0    | 0.0      |        |              |
| Jamaica              | 0.1    | 10.1 |        |           | 0.0    | 12.5     |        |              |
| Tulum                | 7.3    | 7.7  |        |           | 0.0    | 4.2      |        |              |
| Florida              | 0.1    | 7.2  |        |           | 0.0    | 0.0      |        |              |
| Puerto Vallarta      | 14.1   | 5.8  |        |           | 0.0    | 0.0      |        |              |
| Hawaii               | 0.3    | 5.8  |        |           | 0.0    | 0.0      |        |              |
| Punta Cana           | 2.4    | 5.8  |        |           | 0.0    | 20.8     |        |              |
| Cancún               | 7.6    | 5.3  |        |           | 0.0    | 4.2      |        |              |
| Bahamas              | 0.4    | 3.8  |        |           | 0.0    | 0.0      |        |              |
| Belice               | 0.7    | 3.8  |        |           | 0.0    | 0.0      |        |              |
| Playa del Carmen     | 4.4    | 3.4  |        |           | 10.0   | 0.0      |        |              |
| Puerto Rico          | 0.0    | 3.4  |        |           | 0.0    | 8.3      |        |              |
| Cozumel              | 5.3    | 3.4  |        |           | 0.0    | 4.2      |        |              |
| Costa Rica           | 1.7    | 2.9  |        |           | 0.0    | 0.0      |        |              |
| Aruba                | 0.6    | 2.9  |        |           | 0.0    | 0.0      |        |              |
| Holbox               | 5.3    | 2.4  |        |           | 0.0    | 0.0      |        |              |
| Oaxaca               | 6.9    | 2.4  |        |           | 0.0    | 0.0      |        |              |
| Mérida               | 4.0    | 2.4  |        |           | 0.0    | 8.3      |        |              |
| Colombia             | 1.4    | 1.9  |        |           | 20.0   | 0.0      |        |              |
| Huatuco              | 4.6    | 1.4  |        |           | 0.0    | 0.0      |        |              |

# QUINTANA ROO

CONSEJO DE PROMOCIÓN TURÍSTICA