It is a space of analysis, technical, intersectorial and interdisciplinary under which a group of people and/or entities are grouped and organized for the purpose of monitoring, measuring and verifying the evolution of the tourism sector in the state.
STRENGTHEN THE COMPETITIVE ADVANTAGES OF THE TOURIST OFFER

Sectoral Objective 1
Strengthen the competitive tourist advantages of the state

Sectoral Objective 2
Strengthen the competitive advantages of the tourist offer

SECTORIAL PROGRAM OF TOURISM

UNWTO

INTERNATIONAL
NATIONAL
STATE

ALINMENT

Programa Estatal de Turismo
Guanajuato 2013-2018

Tourist Observatory
START UP
- Integration of indicators
- Confirmation of committees and network of researchers
- Activation of the internet portal www.observatorioturisticogto.org

ENIOT
Sustainable Public Politics
Workshops
Conferences
Forums
Certifications
Destination Management

CREATION
Working tables to define impact indicators

OPERATION
Work groups
15 organisms
Integration of attractive indicators
Presence of social networks
Electronic bulletin
Tourism Research Congress

INTERNACIONALIZATION
Member affiliated to the UNWTO
Request for incorporation to the UNWTO Observatory Network
Integration of sustainability indicators
**OTEG**
- Participation in the public consultation of the Observatory Network of Sustainable Tourism of the UNWTO
- Application to the UNWTO Ulysses Prize
- Dissemination of the OTEG
- National: IPN, Guerrero, Nayarit, Morelos, Querétaro and Chiapas
- International: Cali colombia, Quito Ecuador and Asunción Paraguay.

**CONSOLIDATION**
- Dissemination of the OTEG
- International Referent
- Continuous improvement of the portal
- Generation of initiatives

**STRENGTHENING**
- Observatory Network OMT - INSTO
- Launch of a new website
- Participation in the generation of world tourism reports

**SUSTAINABILITY**
- UNWTO Ulysses Award for Innovation in Public Policy and Governance
- Signing of the Memorandum of Understanding with the Republic of Paraguay, Honduras, Guatemala and the State of Veracruz
- Restructuring of the control board with a sustainable approach.
  - Fifth Meeting of Observatories

**2015**

**2016**

**2017**

**2030**
How is the Observatory set up?
The main key of an observatory must be a true and reliable information system, through different means of information that allow measuring the result of the tourist activity, analyzing them and making them understandable for the consultation of any citizen.
Active Members

Asociación Regional de Hoteles Laja - Bajío
Regular Working Sessions 2017
Activities 2017

Commissions of work

- 5 ordinary work sessions
- 15 hours of work
- 45 analyzed indicators
- 26 approved indicators
- 15 Participating organizations
- 28 participants

Main theme: restructures of the current indicators published in the OTEG portal to the sustainability criteria.
Elements for restructuring:

**WEB**
- 7 DIMENSIONS
- 38 INDICATORS

**RESTRUCTURING**
- 4 DIMENSIONS
- 26 INDICATORS

- **GESTIÓN DE DESTINOS**
- **ECONOMÍA INCLUSIVA**
- **SOCIEDAD Y CULTURA**
- **AMBIENTE Y BIODIVERSIDAD**
OTEGGD01. Routes and tourist circuits registered in the Secretariat of Tourism of Guanajuato and operating in the state.

OTEGGD02. Number of information queries of the sector.

OTEGGD03. Visitors with intention to return to the destination.

OTEGGD04. Visitor satisfaction index.

OTEGGD05. The offer of rooms in hotels of 1-5 stars.

OTEGGD06. Tourism service providers with quality certification: Distinctive M, H, Club Treasures of Quality, Great Host and Clean Point.

OTEGGD07. Number of passengers at the airport of the State of Guanajuato.
OTEGEI01. Amount of private investment made in the tourism sector.
OTEGEI02. Number of international visitors arriving in the State of Guanajuato.
OTEGEI03. Average daily visitor expense.
OTEGEI04. Monthly arrival of tourists.
OTEGEI05 Occuancy of hotels from 1 to 5 stars.
OTEGEI06. Average stay.
OTEGEI07. Public investment for tourism infrastructure.
OTEGEI08. Contribution of the GDP of the item "Temporary accommodation services and preparation of food and beverages to GDP of the Tertiary Sector of the State of Guanajuato ".
OTEGEI09. Men and women employed in the tourism sector with respect to the total General of the State of Guanajuato.
OTEGSC01. National and foreign visitors in each archaeological zone of the State of Guanajuato.
OTEGSC02. National and foreign visitors in the museums of the state of Guanajuato.
OTEGSC03. Arrival of tourists to the destinations of the historical-cultural route of the state of Guanajuato to identify the months of lower tourist influx.
OTEGSC04. Tourism providers in the state of Guanajuato sensitized with training actions.
OTEGSC05. Opening of new tourism companies.
OTEGSC06. Visitors from the state of Guanajuato by tourism segment.
OTEGSC07. Foreign inhabitants in the state of Guanajuato.
OTEGSC08. Main emitting markets of the state of Guanajuato.
OTEGMA01. Carbon footprint generated by the number of visitors to events in the Guanajuato state.

OTEGMA02. Certified companies in sustainability in the State of Guanajuato.
Environment and Biodiversity.

- Emissions of greenhouse gases
- Energy Efficiency, Management and Conservation
- Management of water resources
- Management and conservation of ecosystems
- Territory Management and Planning
- Air Quality Management and Noise Control
- Wastewater Management
- Solid waste management
- Storage of Substances Harmful to the Environment
- Management of Social and Cultural Affairs
Proposal:
Develop indicators that can be measured and compared over time with the various National and International Tourist Institutions and Observatories.

Methodology.
Guanajuato the only one in Mexico
Sessions 132,383

Users 83,425

63% New Visitors

✓ + 415,364 visits in 7 years
15% international consultations
Tourism and digital transformation
Use of data in decision making.
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¡FELICES FIESTAS!