GOVERNANCE
The role of INSTO Observatories

Guanajuato Tourism Observatory

2020 Global Virtual INSTO Meeting
October 21th, 2020
Pandemic
We needed to know the future without preliminar information or a similar situation

Surveys to tourism entrepreneurs in Guanajuato to know the laboral situation in the pandemic:

- Operation status
- Support programs for companies

Period: March 15th – April 24th
Estimación de “pronóstico inicial” hecha a partir del mes de abril 2020, con base en resultados de encuestas hechas a hoteleros y a publicaciones de recuperación de la actividad a nivel mundial.

FUENTE: Datatur, SECTUR GTO.
1. Social Listening
Principal consumers who talk about Guanajuato
   - Millennials
   - Entrepreneurs
   - Families

2. Focus Group
To confirm the results of social listening on each consumers group.

3. Surveys
To confirm the information of the consumers groups

What did we want to know?

- Upcoming trips
- Reasons for trips
- Desired destinations after pandemic
- Travel group
- Ideal trip
- Accommodation
- Available digital resources
- Average spending
- COVID measures
- When will people want to travel again?
3. MEASUREMENTS RESULTS

55% travel in AGO-DIC 2020
45% will travel until 2021
Financing Programs
SPECIAL FINANCING PROGRAMS

Go ahead with your business
Keep your job
Adapt your business

My business continue
My payroll continue

Impulse to Tourism

More than 500 businesses with financing support in Tourism

FUENTE: Datatur, SECTUR GTO.
Agreement
Travel to the Center of Mexico

Pacto Centro - Occidente
VIAJA EN CORTO
TRAVEL TO THE CENTER OF MEXICO

www.viajacentromexico.com
6 States with strategies to **reactivate and strengthen tourism** in this región of Mexico
VIAJA EN CORTO
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The challenges of the measurements

• Similar indicators
• Similar methodologies
• The same information
• Real information of tourism in this region
• Information to do new strategies
• Real information to take decisions
Miriam Adame
Technical Secretary of Guanajuato Tourism Observatory &
Director of Information and Analysis
In Guanajuato Secretary of Tourism

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8th International Meeting of Tourism Observatories in Guanajuato 2021

May 5-7th
SAVE THE DATE