

IN

MEXICO

We are striving to achieve

Complete

TOURIST SATISFACTION

**Level of satisfaction and profile of
international tourists**

Survey conducted in airports

presentation

- ❑ One of the main aims of the Mexican 2001-2006 National Tourist Program is to **achieve complete tourist satisfaction**.
- ❑ This is a monitoring system that determines how satisfied tourists are.
- ❑ An index is used to determine the variables that affect tourist satisfaction.
- ❑ For the first time, the Mexican tourist industry has carried out an analysis with the characteristics, scope and representation of this survey.

Questionnaires

✓ Self-applied

✓ The segments currently being studied are:

- International tourism 55
- Cruises 49
- Local tourism
 - Airports 52
 - Roads 51
 - Buses 52

✓ Aspects covered:

- Tourist profile
- Appraisal of services on arrival
- Appraisal of tourist stay at main destination:
 - Tourist services
 - Destination
- Appraisal of services upon departure
- Appraisal of temporary visit by tourists (for cruises)

methodology

size of sample

- Example: International tourists departing the country.
- Level of confidence of 95 percent and an error rate of 1.7 percent.
- The number of questionnaires for the third quarter of 2002 was as follows:

International tourism

City	Mexico City	Guadalajara	Monterrey	Cancun	Acapulco	Los Cabos	Mazatlan	Vallarta	Merida	Ixtapa	Cozumel	Manzanillo	Total
JULY	2,510	1,110	1,110	1,760	610	1,510	710	1,510	610	610	610	400	13,060
AUGUST	2,510	1,110	1,110	1,760	610	1,510	710	1,510	610	610	610	400	13,060
SEPT	2,510	1,110	1,110	1,760	610	1,510	710	1,510	610	610	610	400	13,060
TOTAL	7,530	3,330	3,330	5,280	1,830	4,530	2,130	4,530	1,830	1,830	1,830	1,200	39,180

- The sample was selected systematically in proportion to the number of departures at each place.

methodology

constructing the index

- ❑ The satisfaction index has been established based on the answers to 18 questions.
- ❑ Answers may be: excellent, good, poor and very poor.
- ❑ The method compares the extreme ratings (excellent/very poor) and the average ratings (good/poor), with the extreme ratings having more weight than the average ones.
- ❑ Using this formula, a rating of everything being Very poor causes an index value of 0 (zero); a rating of everything being Excellent causes an index value of 100.

methodology

- ◉ A stratification method is used to create similar groups of tourists based on the rating given.
- ◉ The rating index is:
 - Between 0 – 69: *Not satisfied at all* tourists
 - Between 70 – 79: *not very satisfied* tourists
 - Between 80 – 89: *Satisfied* tourists
 - Between 90 – 100: *Completely satisfied* tourists

methodology

size of sample

- Example: International tourists departing the country.
- Level of confidence of 95 percent and an error rate of 1.7 percent.
- The number of questionnaires for the third quarter of 2002 was as follows:

International Tourism

Destination	Mexico City	Guadalajara	Monterrey	Cancun	Acapulco	Los Cabos	Mazatlan	Vallarta	Merida	Ixtapa	Cozumel	Manzanillo	Total
JULY	2,510	1,110	1,110	1,760	610	1,510	710	1,510	610	610	610	400	13,060
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- The sample was selected systematically in proportion to the number of departures at each place.

Example of
satisfaction index results
July-September

MEXICO



Overall index



Scale

Not satisfied at all
(less than 7)

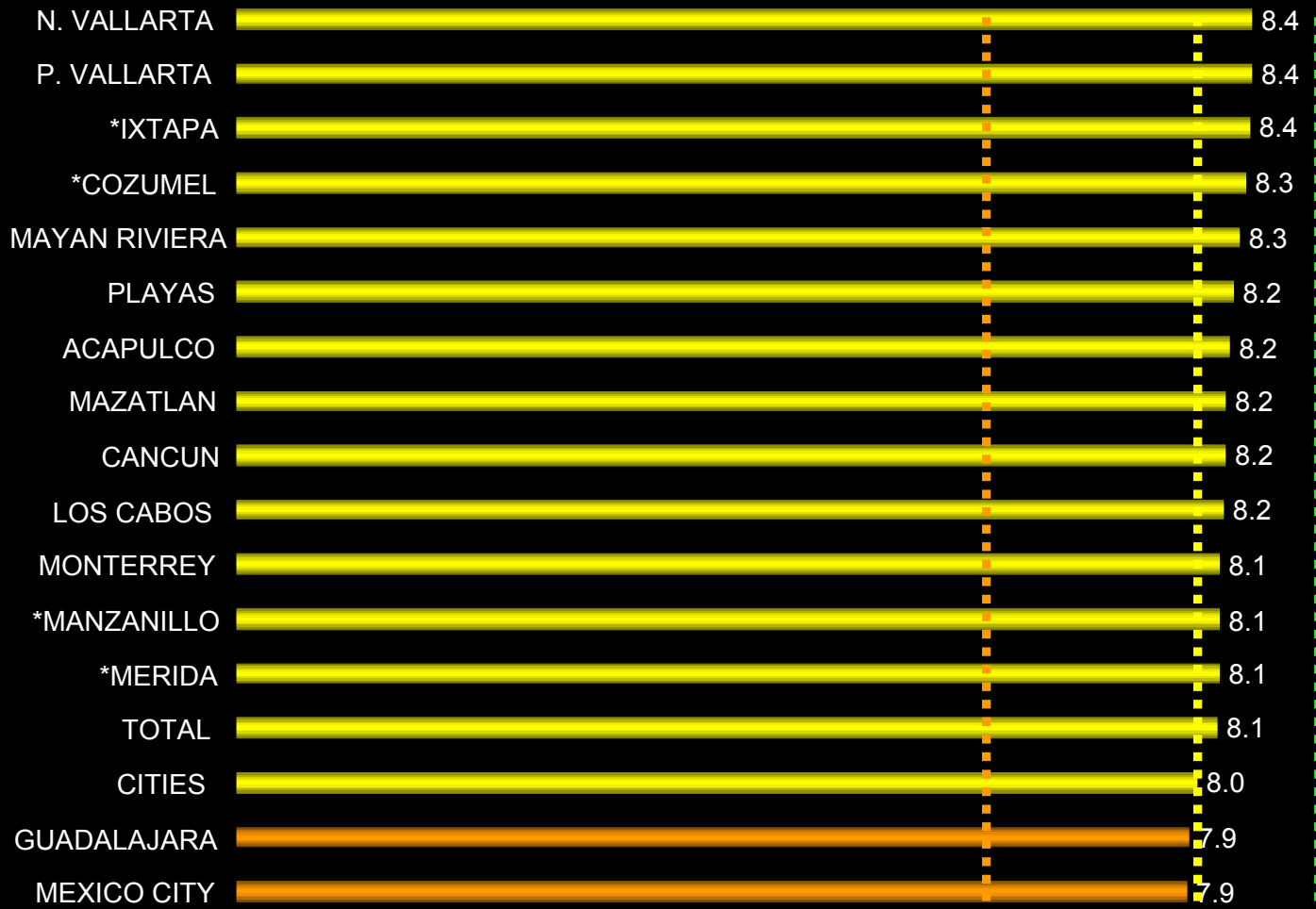
Not very satisfied
(between 7 and 7.9)

Satisfied
(between 8 and 8.9)

Completely
satisfied
(between 9 and 10)



Overall index per destination



Scale

Not satisfied at all
(less than 7)

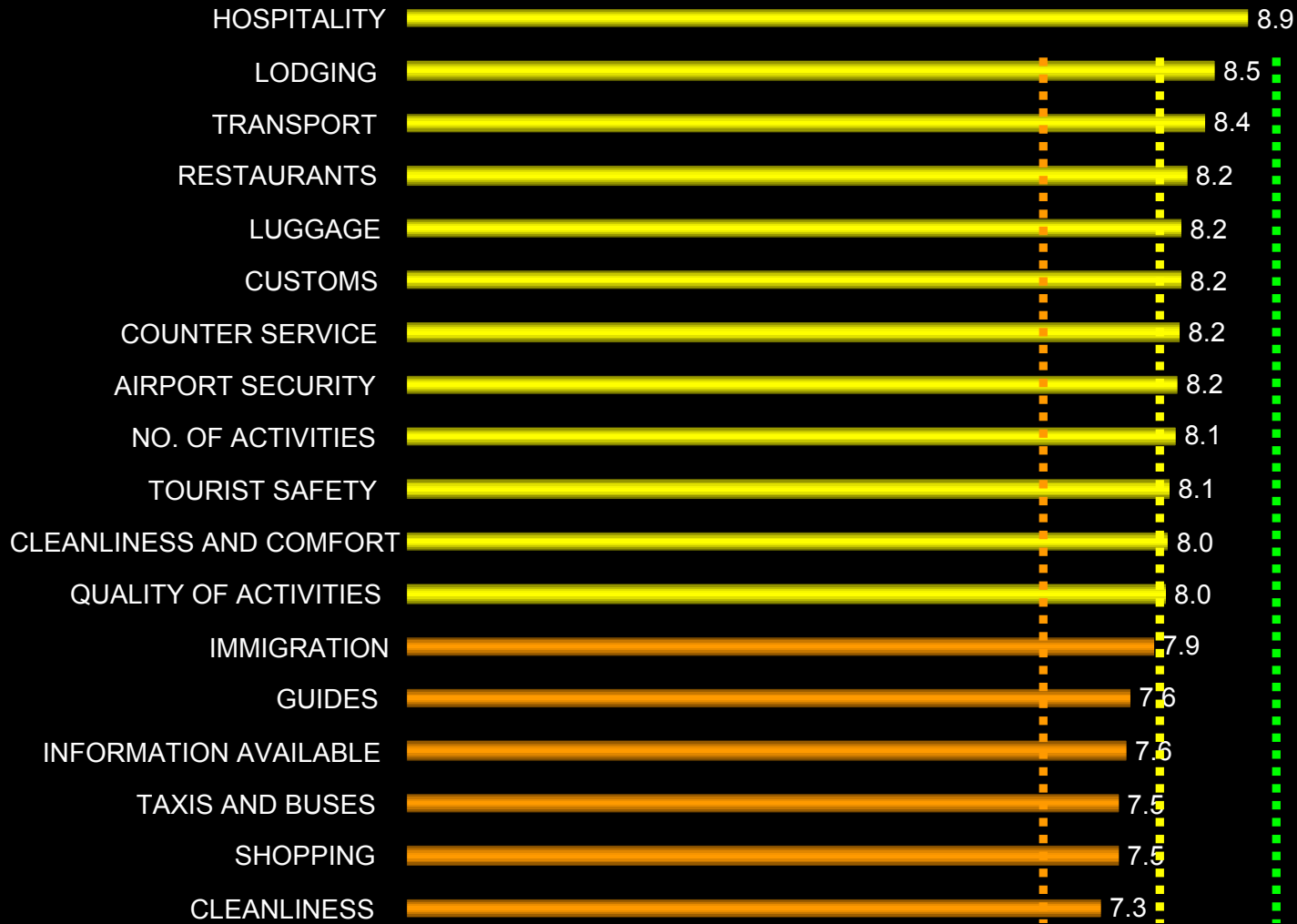
Not very satisfied
(between 7 and 7.9)

Satisfied
(between 8 and 8.9)

Completely
satisfied
(between 9 and 10)



Overall index per category



Scale

Not satisfied at all
(less than 7)

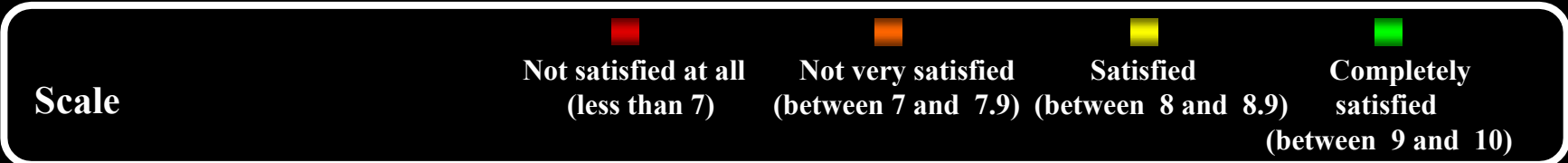
Not very satisfied
(between 7 and 7.9)

Satisfied
(between 8 and 8.9)

Completely
satisfied
(between 9 and 10)

MEXICO





satisfaction index per destination

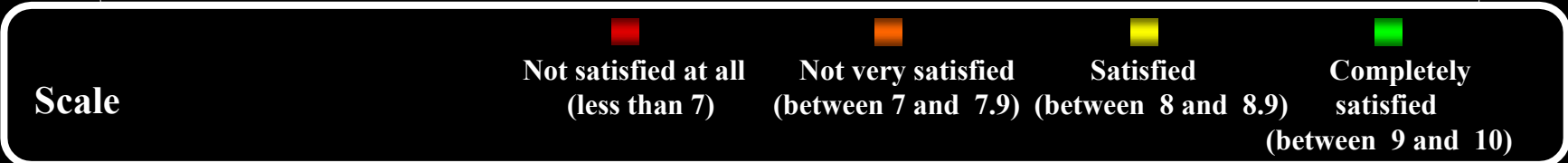


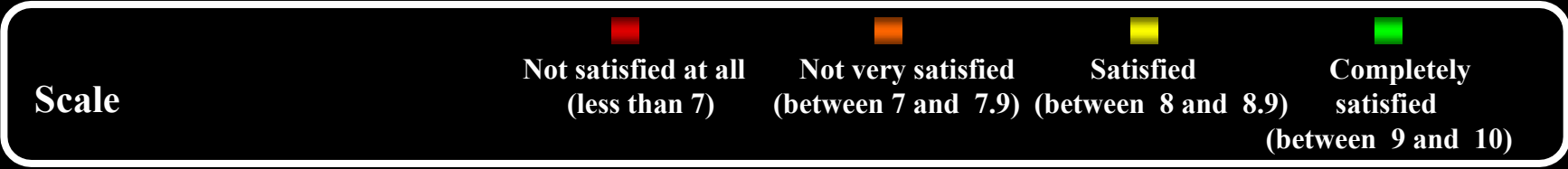
Puerto Vallarta



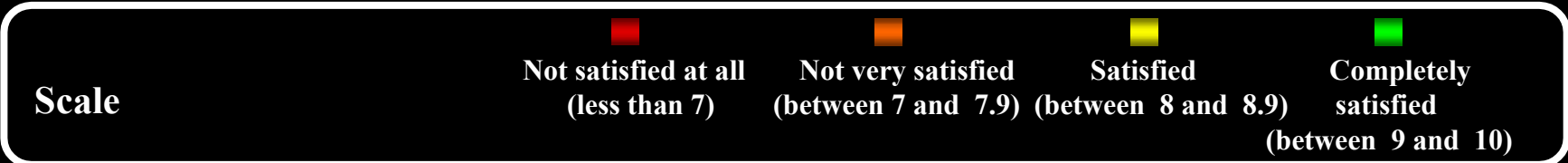
Scale

			
Not satisfied at all (less than 7)	Not very satisfied (between 7 and 7.9)	Satisfied (between 8 and 8.9)	Completely satisfied (between 9 and 10)





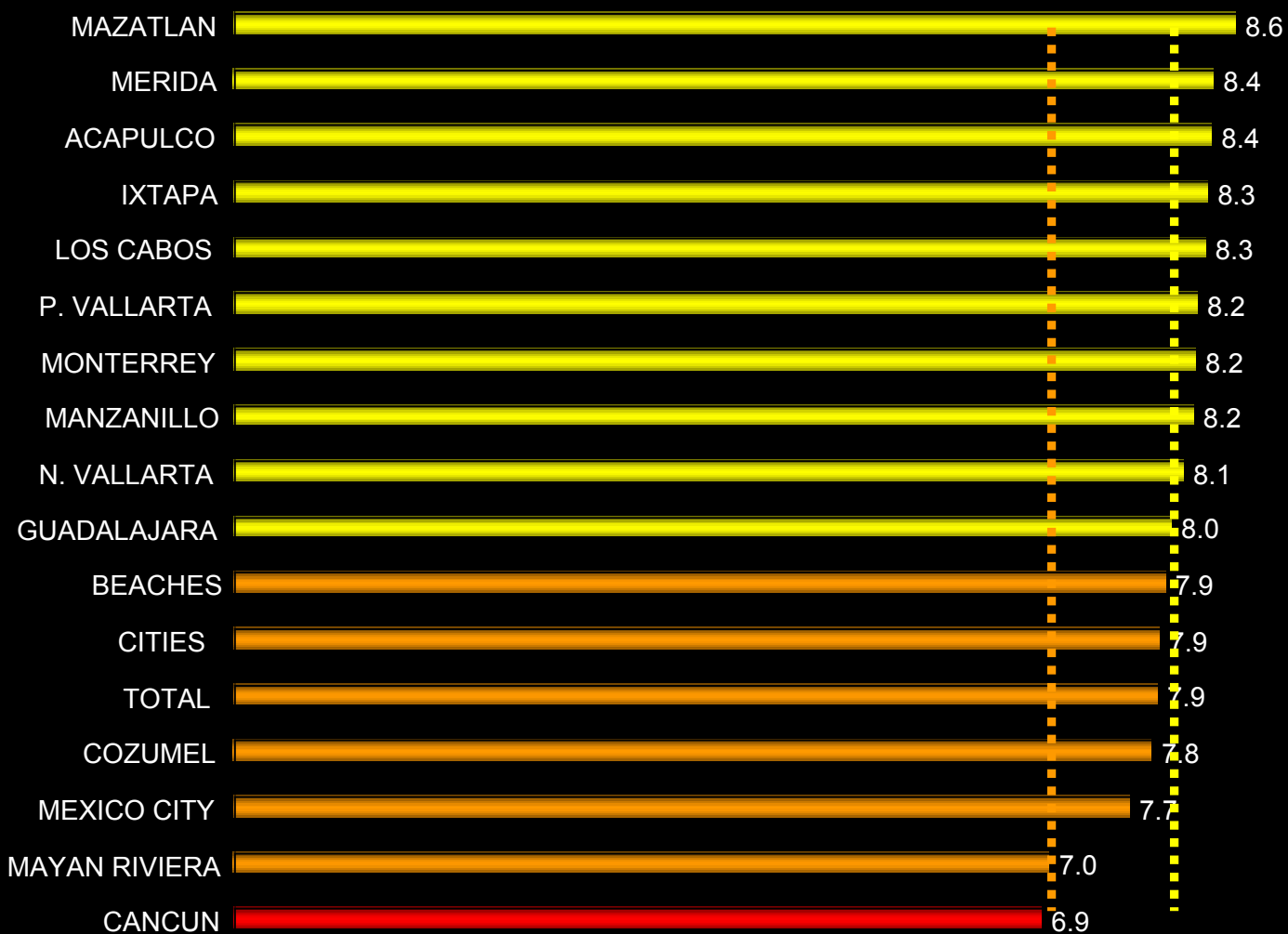
Mayan Riviera



tourist satisfaction index upon arrival



Waiting time at immigration



Scale

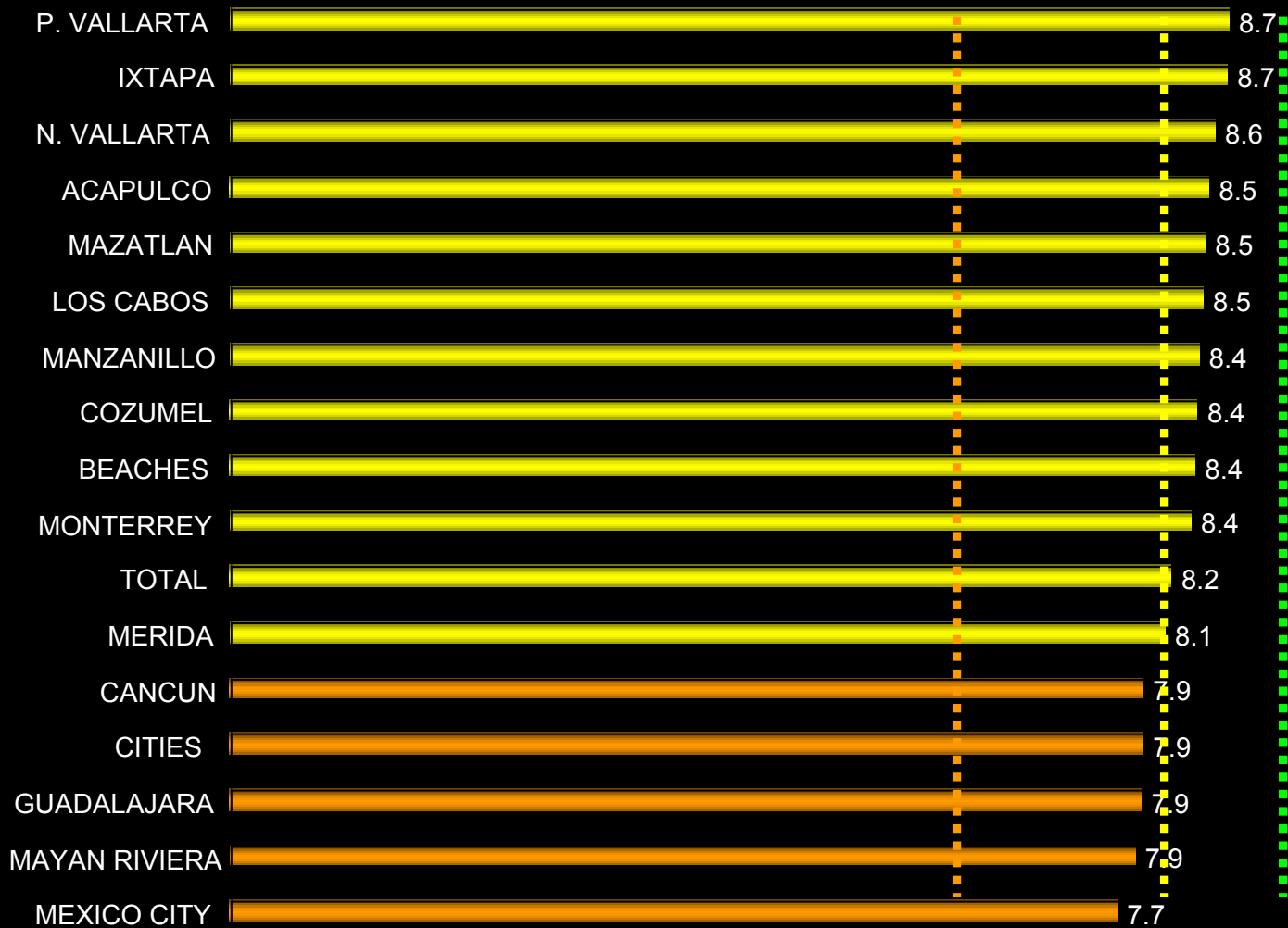
Not satisfied at all
(less than 7)

Not very satisfied
(between 7 and 7.9)

Satisfied
(between 8 and 8.9)

Completely
satisfied
(between 9 and 10)

Customs personnel



Scale

Not satisfied at all
(less than 7)

Not very satisfied
(between 7 and 7.9)

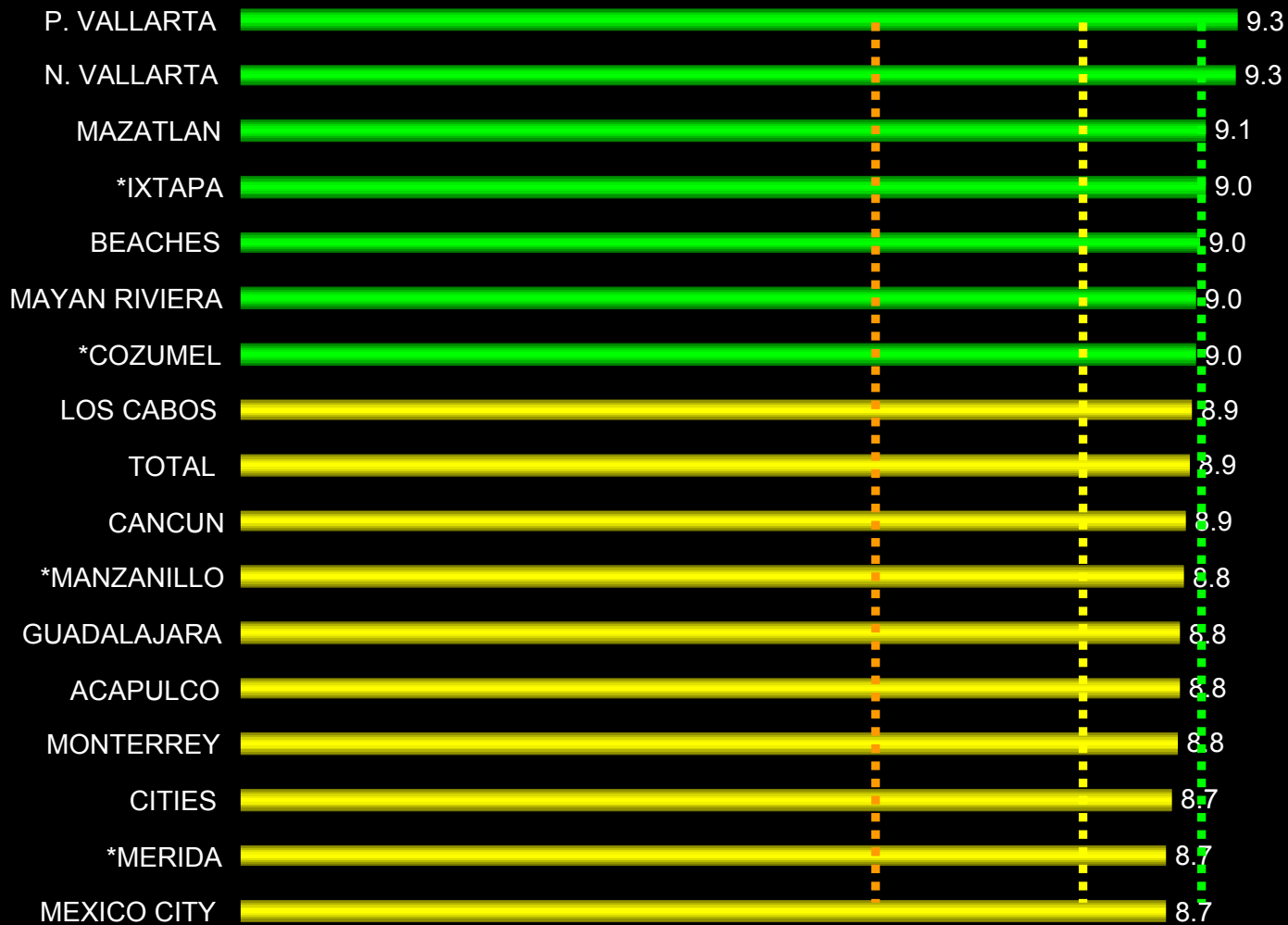
Satisfied
(between 8 and 8.9)

Completely
satisfied
(between 9 and 10)

destination satisfaction index



Hospitality of Mexicans



Scale

Not satisfied at all
(less than 7)

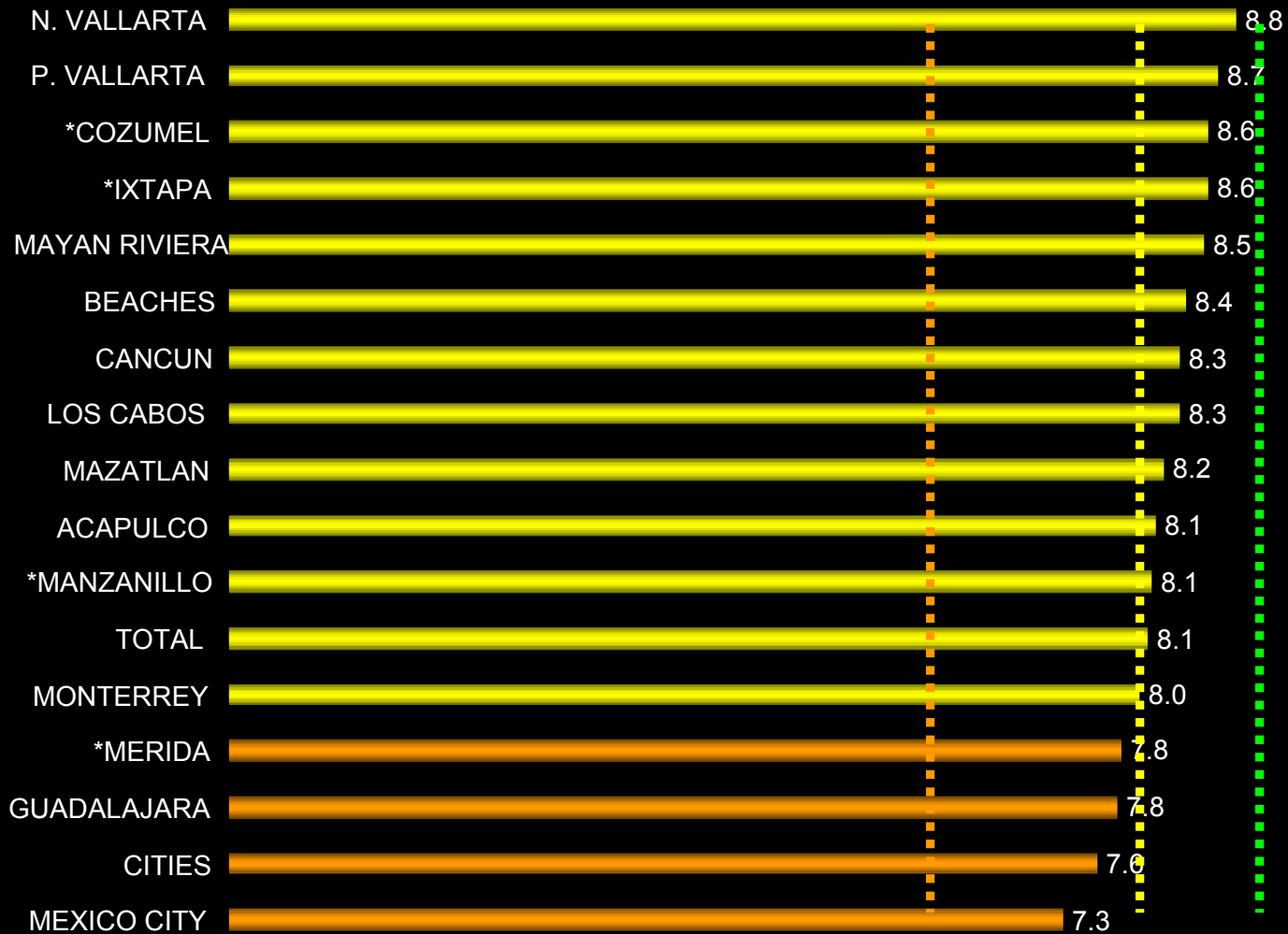
Not very satisfied
(between 7 and 7.9)

Satisfied
(between 8 and 8.9)

Completely
satisfied
(between 9 and 10)



Tourist safety



Scale

Not satisfied at all
(less than 7)

Not very satisfied
(between 7 and 7.9)

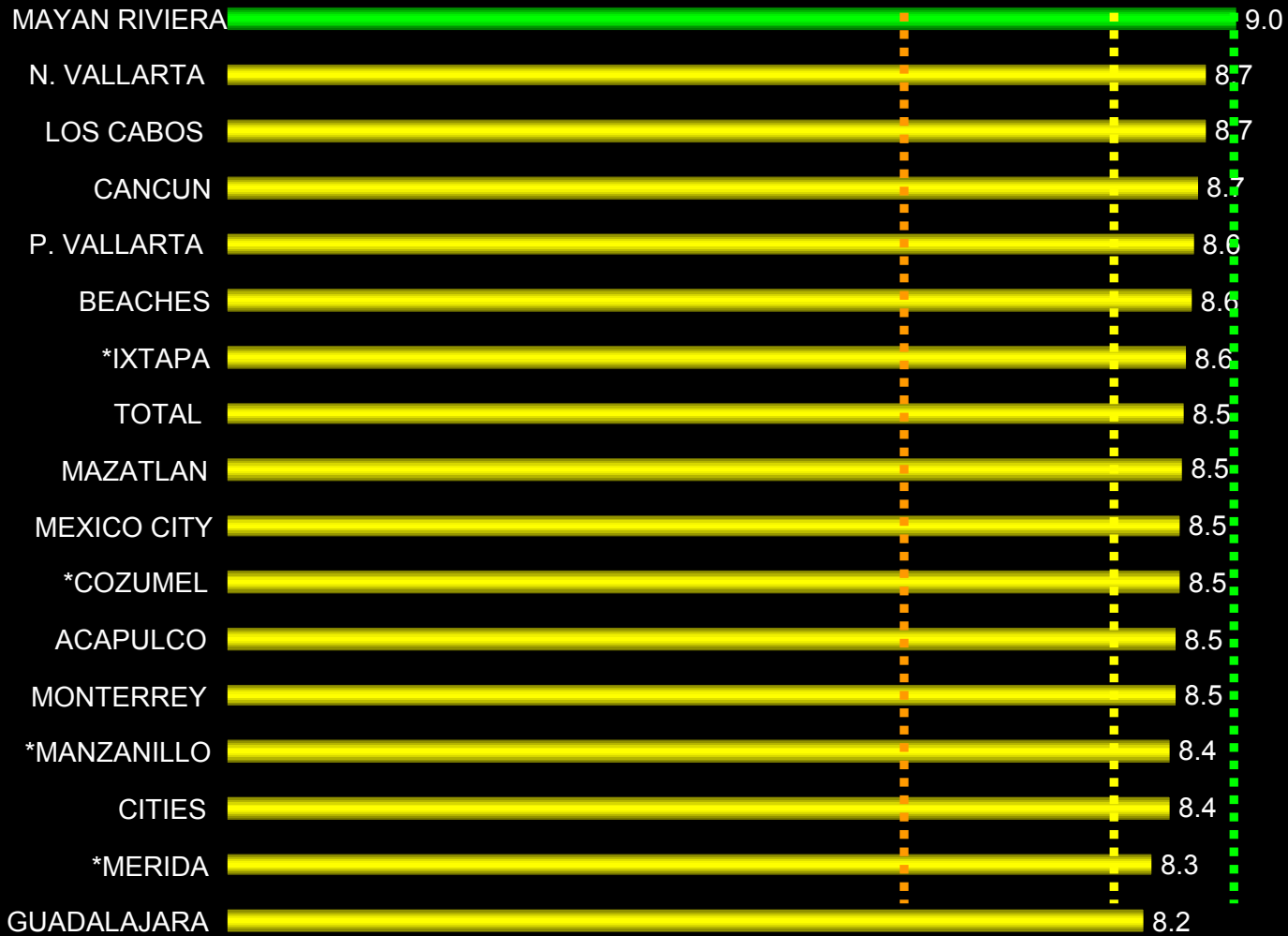
Satisfied
(between 8 and 8.9)

Completely
satisfied
(between 9 and 10)

satisfaction index of tourist
services at destination



Place of lodging



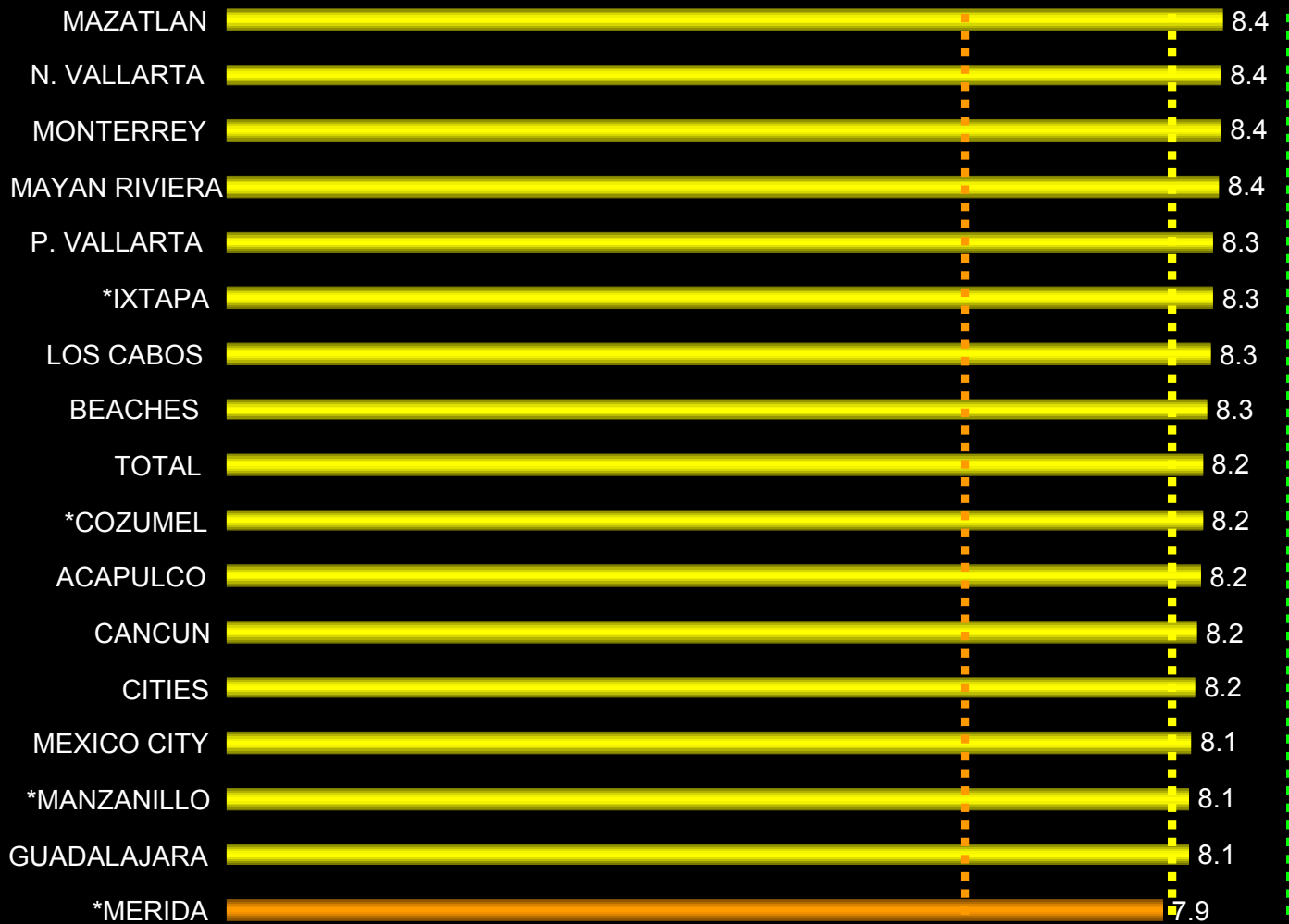
Scale

Not satisfied at all
(less than 7)

Not very satisfied
(between 7 and 7.9)

Satisfied
(between 8 and 8.9)

Completely
satisfied
(between 9 and 10)



Scale

Not satisfied at all
(less than 7)

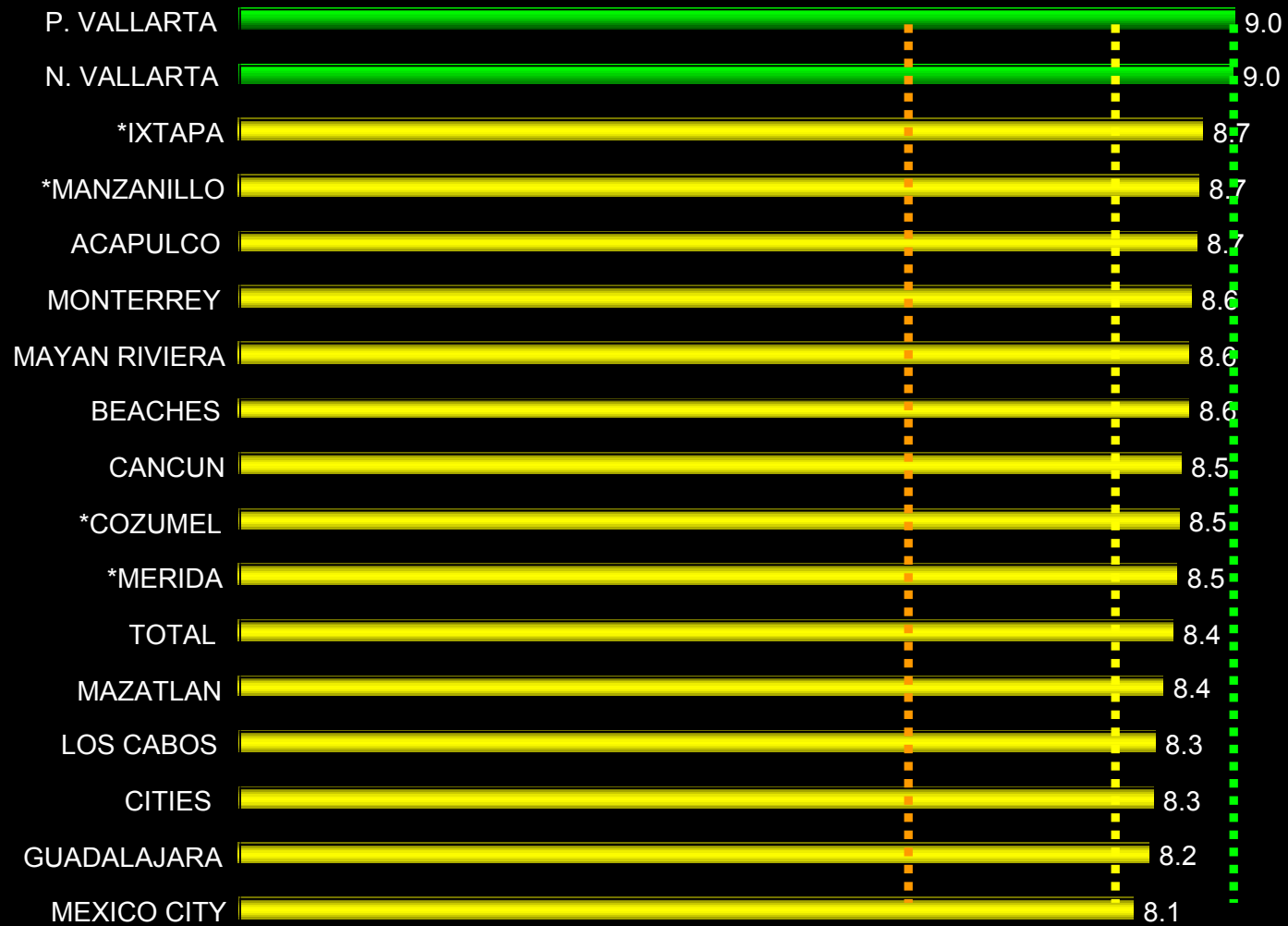
Not very satisfied
(between 7 and 7.9)

Satisfied
(between 8 and 8.9)

Completely
satisfied
(between 9 and 10)

satisfaction index of tourist upon
departure

Airport transport



Scale

Not satisfied at all
(less than 7)

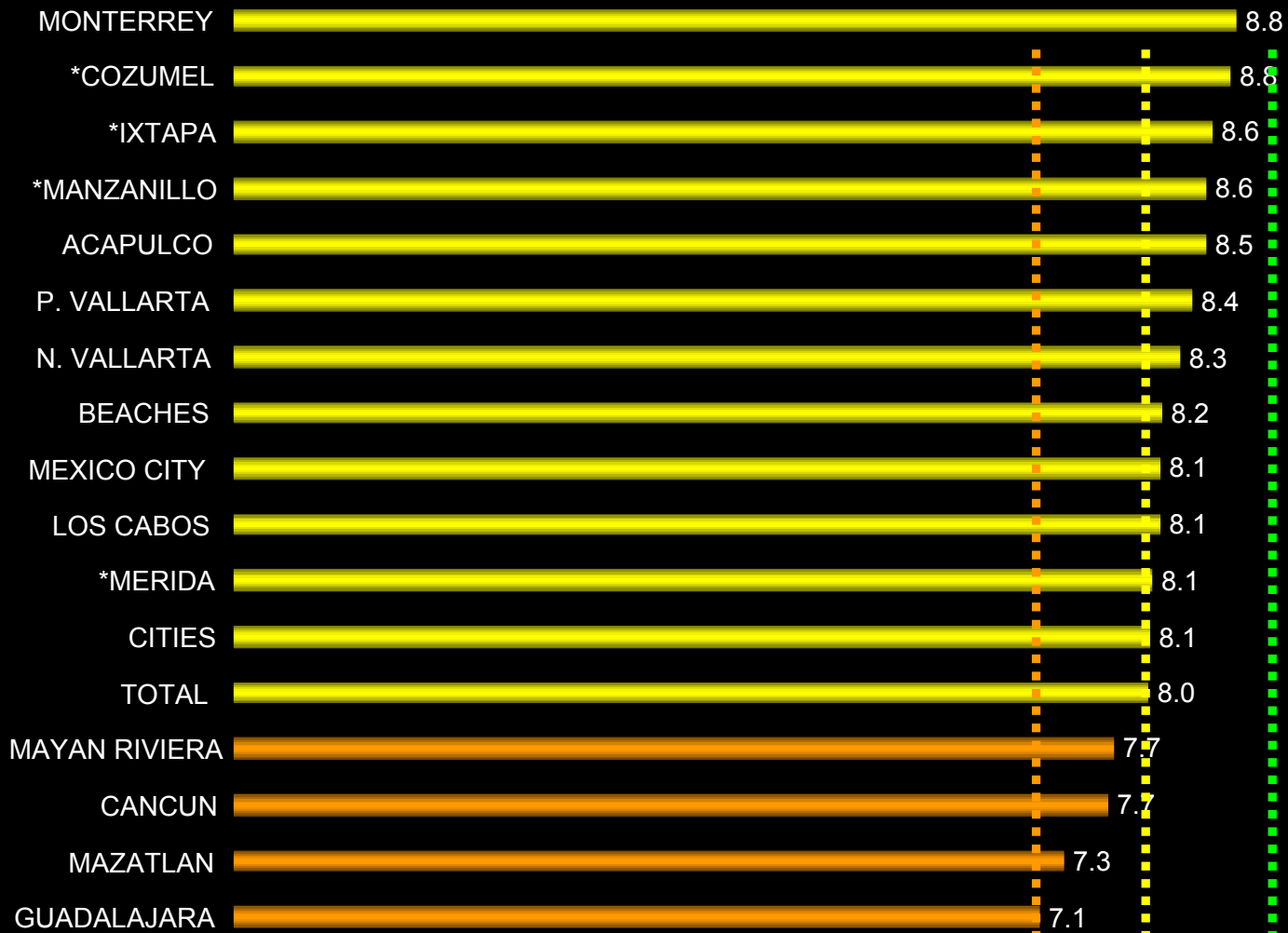
Not very satisfied
(between 7 and 7.9)

Satisfied
(between 8 and 8.9)

Completely
satisfied
(between 9 and 10)



Airport cleanliness and comfort



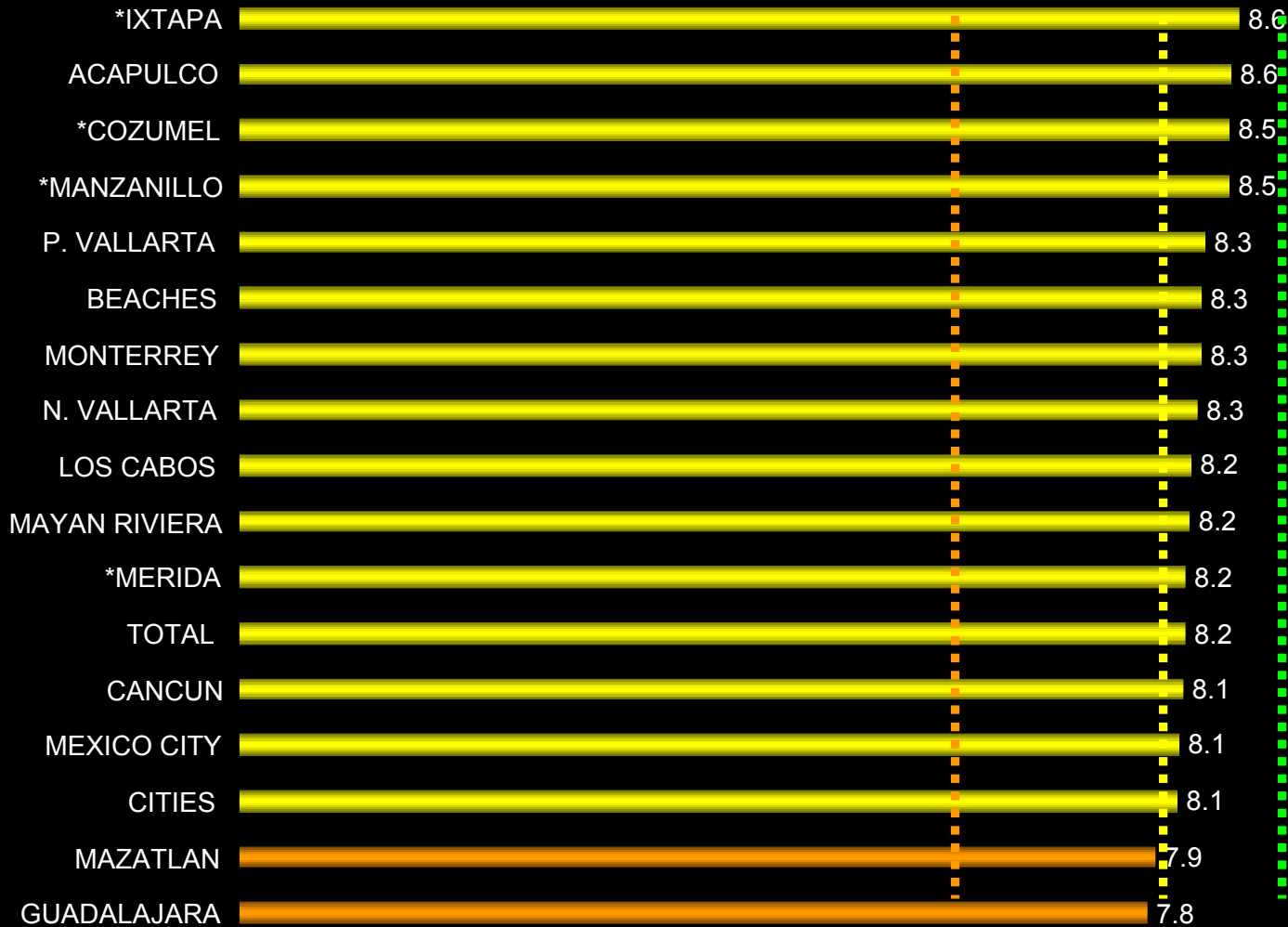
Scale

Not satisfied at all
(less than 7)

Not very satisfied
(between 7 and 7.9)

Satisfied
(between 8 and 8.9)

Completely
satisfied
(between 9 and 10)



Scale

Not satisfied at all
(less than 7)

Not very satisfied
(between 7 and 7.9)

Satisfied
(between 8 and 8.9)

Completely
satisfied
(between 9 and 10)

Profile of international tourists

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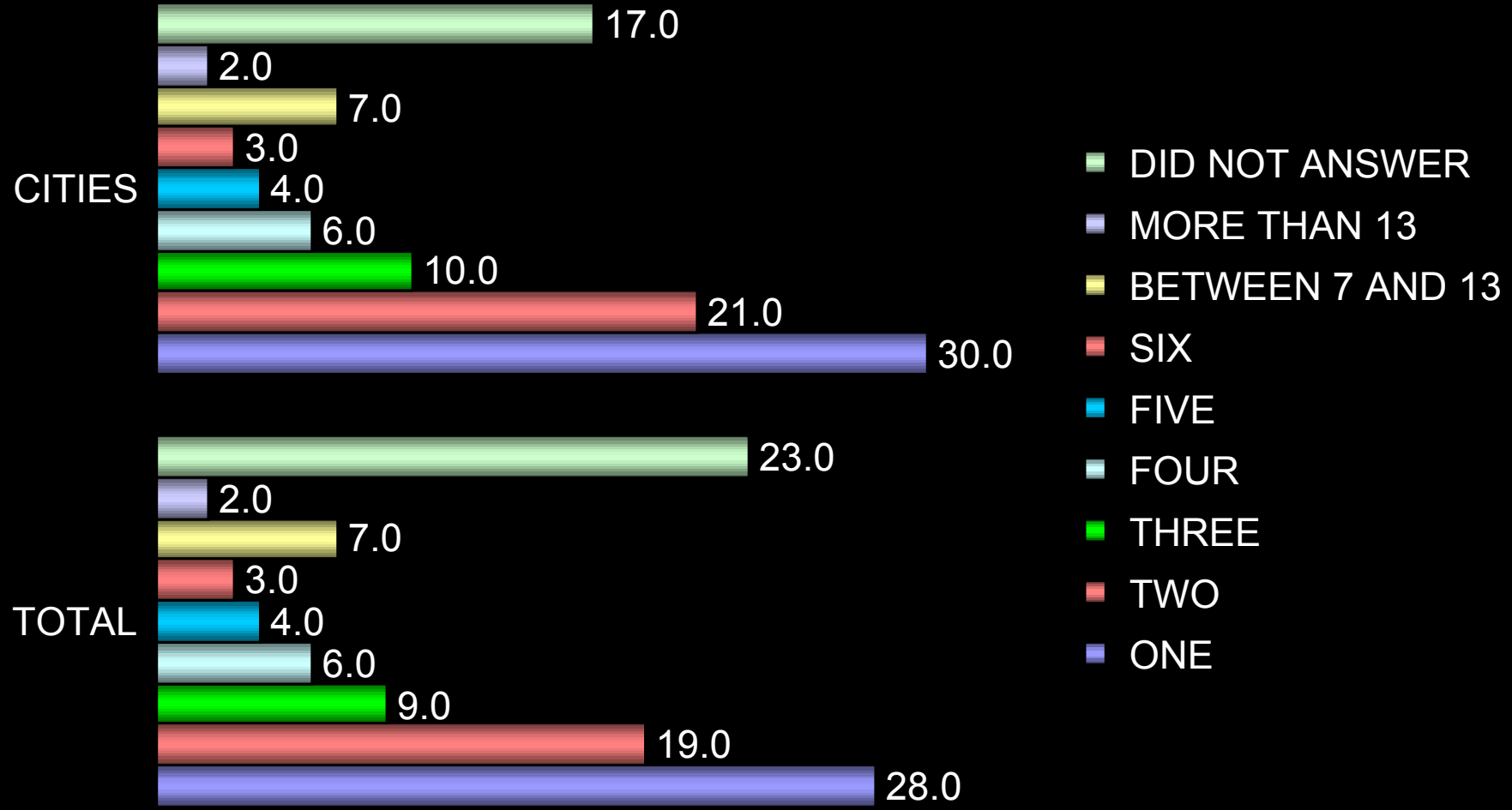
The word "MEXICO" is rendered in a bold, red, sans-serif font. The bottom edge of the letters is decorated with a colorful, pixelated border that mimics the colors of the Mexican flag: green, white, and red. The letters are set against a solid black background.

Size of group

	TOTAL	CITIES	BEACHES
ONE PERSON	29.0	27.0	29.0
TWO PEOPLE	20.0	15.0	24.0
THREE PEOPLE	9.0	8.0	10.0
FOUR PEOPLE	8.0	5.0	10.0
FIVE PEOPLE	3.0	3.0	4.0
SIX PEOPLE	2.0	2.0	3.0
SEVEN PEOPLE OR MORE	6.0	6.0	7.0
NONE	4.0	6.0	1.0
DID NOT ANSWER	20.0	27.0	12.0



Nights away from home





Place of lodging

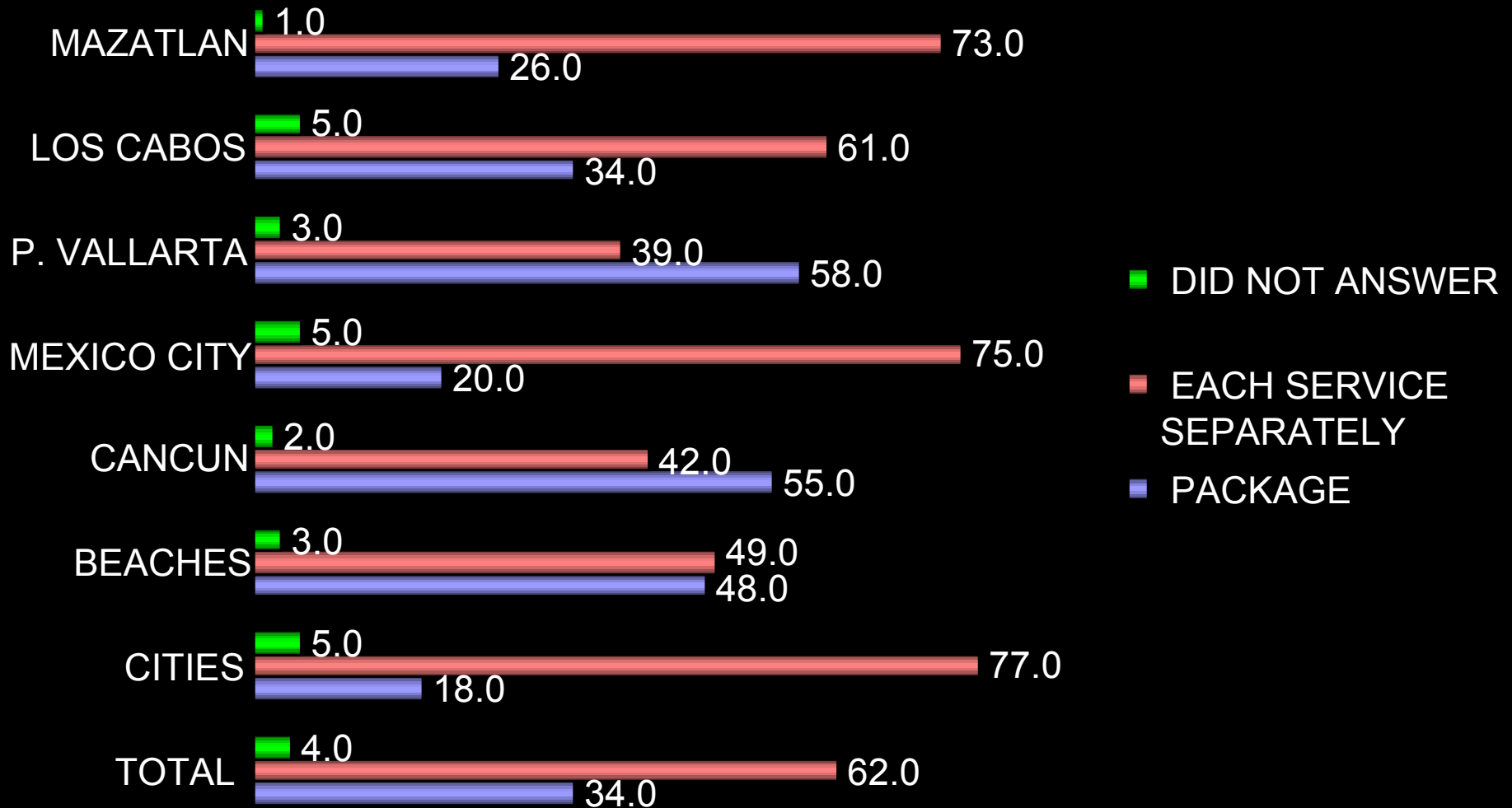
	TOTAL	CITIES	BEACHES
HOTEL	37.0	39.0	37.0
HOTEL ALL INCLUDED WITH FAMILY OR FRIENDS	18.0	8.0	28.0
TIME SHARE	15.0	27.0	5.0
OWN HOUSE OR APARTMENT	14.0	3.0	17.0
CAMPING SITE / COUNTRY HOTEL	5.0	8.0	3.0
	2.0	2.0	1.0
CRUISES	0	0	1
OTHERS	3.0	4.0	3.0
DID NOT ANSWER	6.0	9.0	6.0



Main reason for visiting Mexico

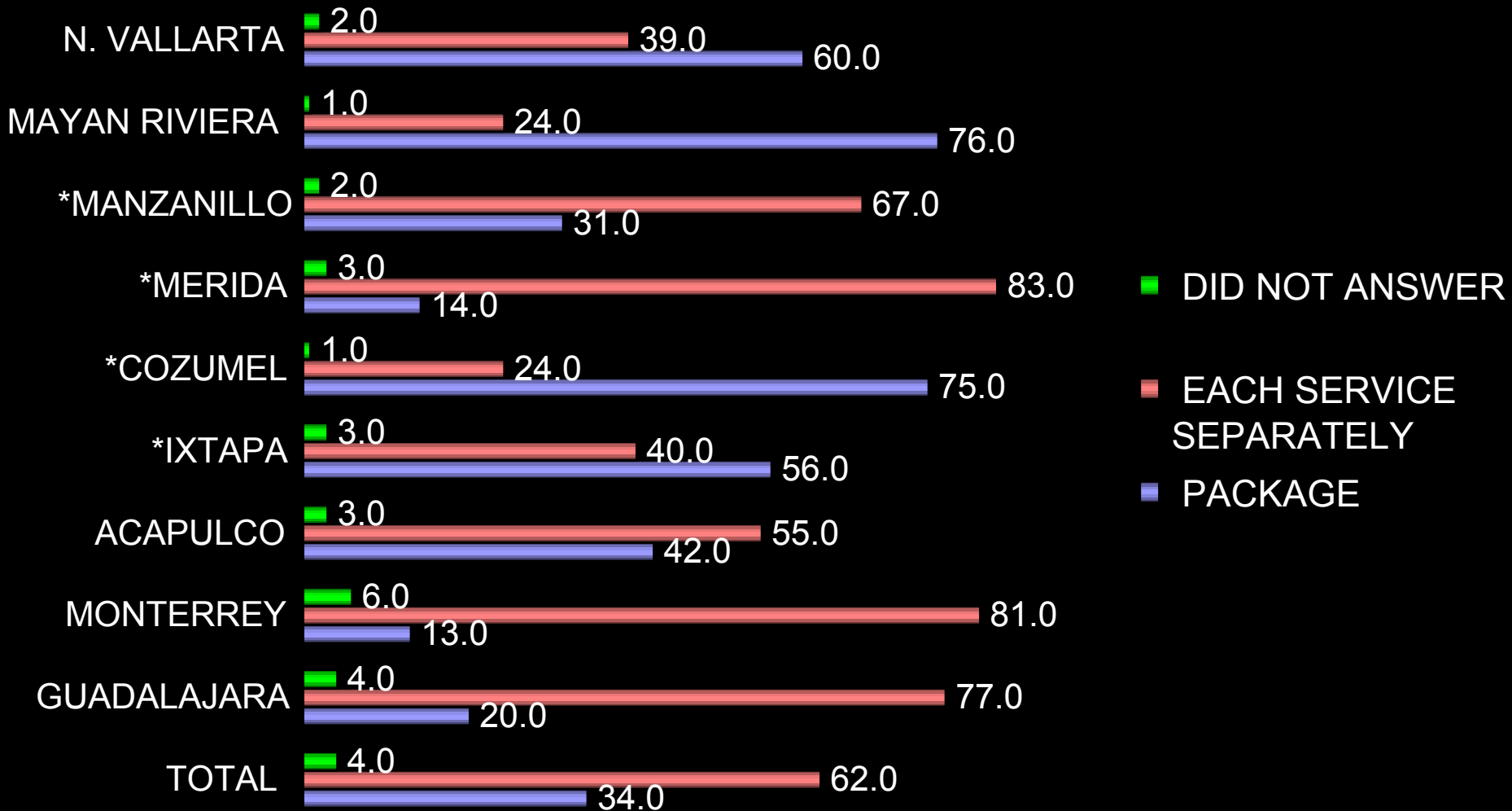
	TOTAL	CITIES	BEACHES
BEACH RESORTS	36.0	9.0	57.0
VISITING FAMILY AND FRIENDS	20.0	36.0	7.0
PERSONAL BUSINESS	10.0	18.0	5.0
CORPORATE BUSINESS	7.0	13.0	3.0
OTHERS	6.0	8.0	6.0
HONEYMOON	6.0	2.0	9.0
ECOTOURISM	5.0	7.0	4.0
CULTURE	3.0	3.0	3.0
GOLF	1.0	1.0	1.0
SHOPPING	1.0	1.0	1.0
DID NOT ANSWER	2.0	2.0	2.0

Type of reservation

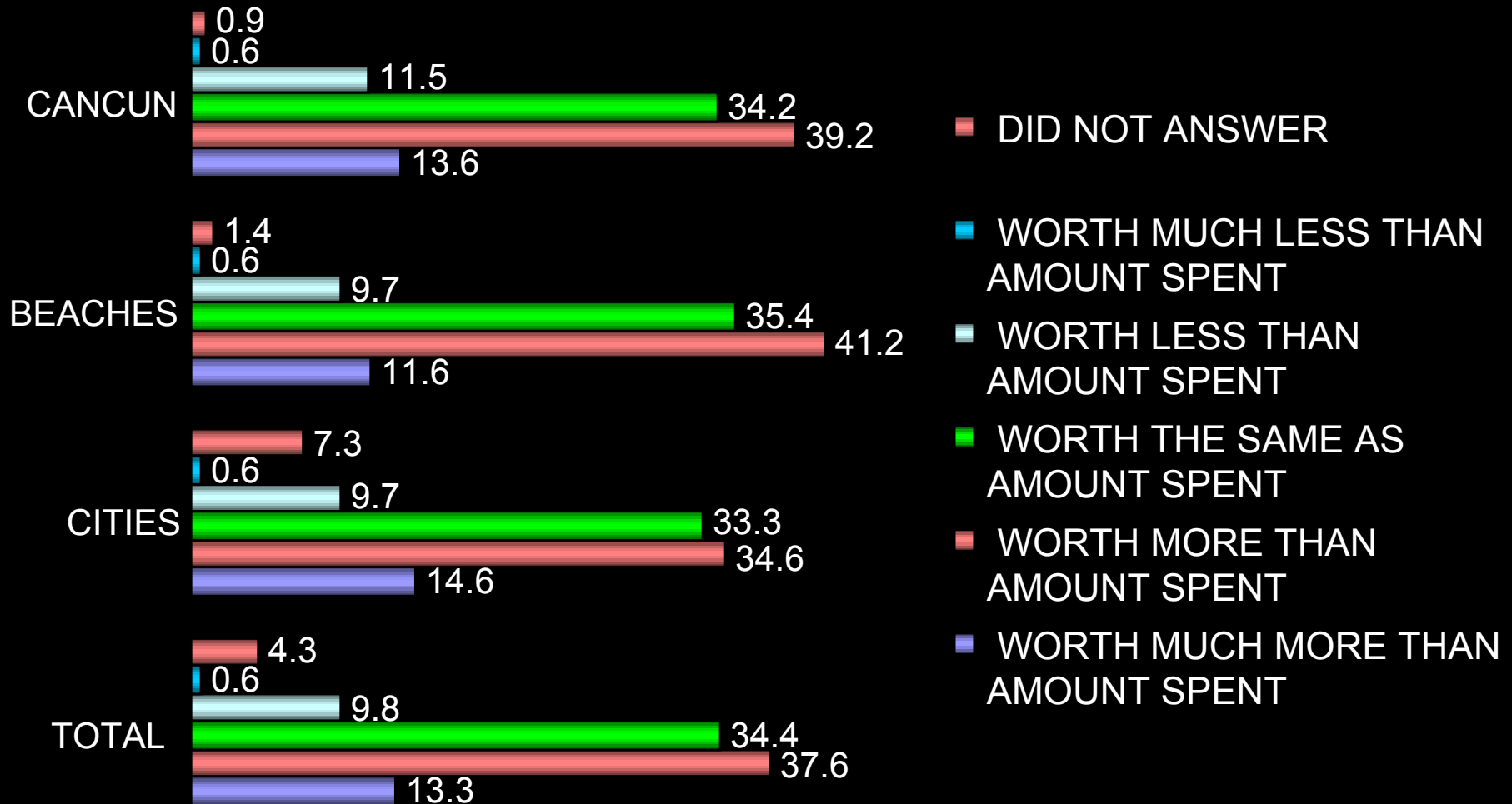




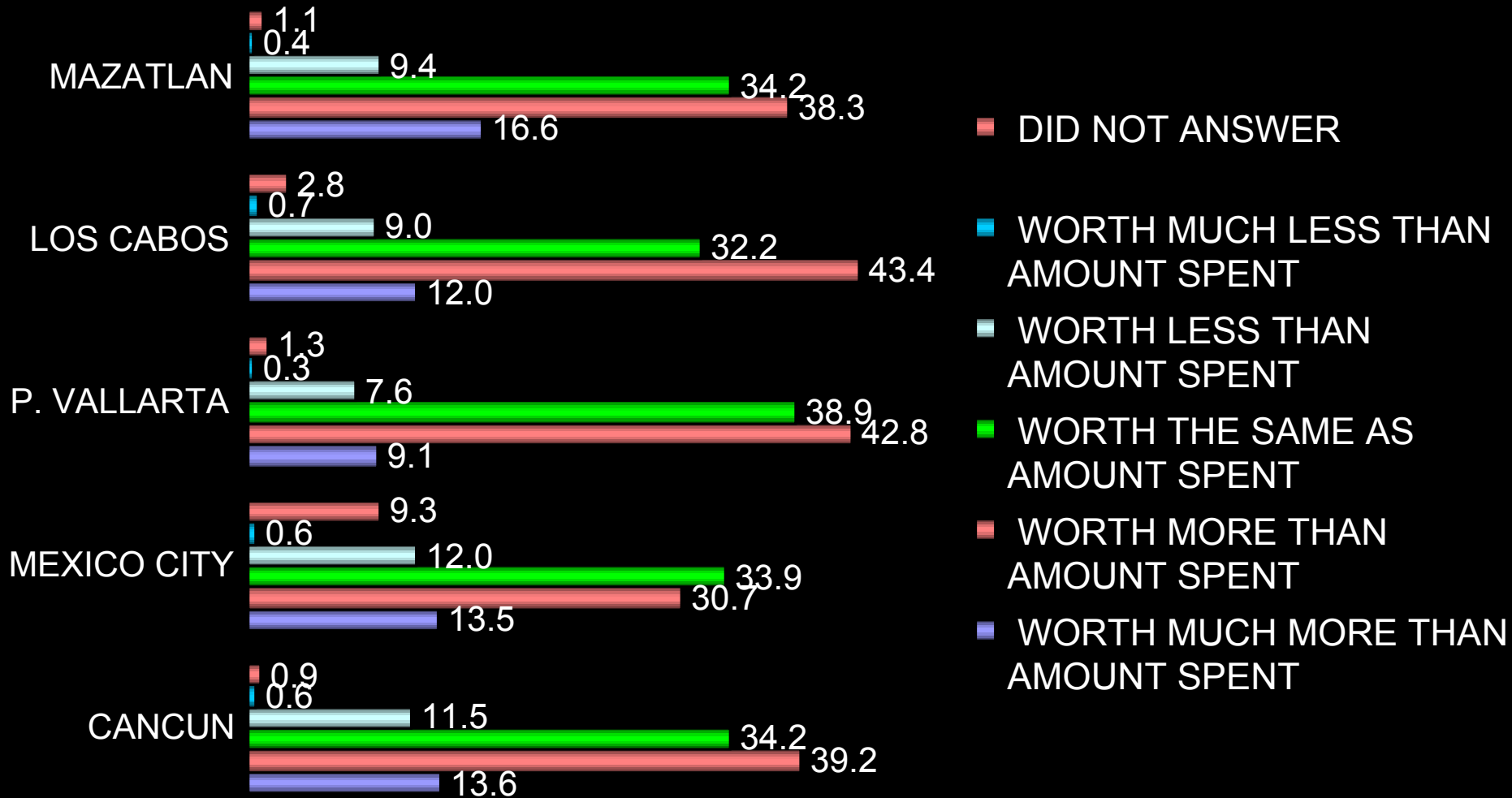
Type of reservation



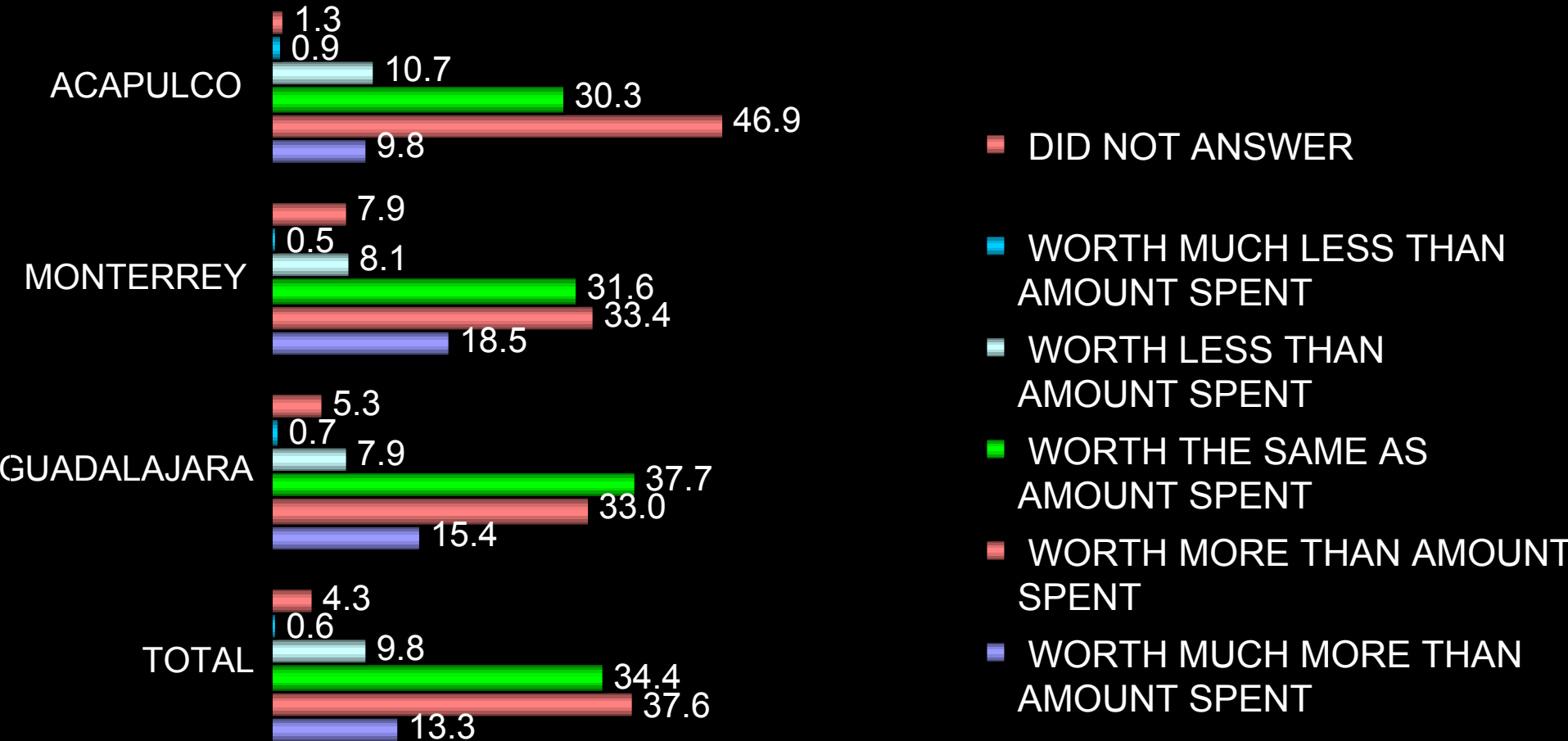
Experience of visits



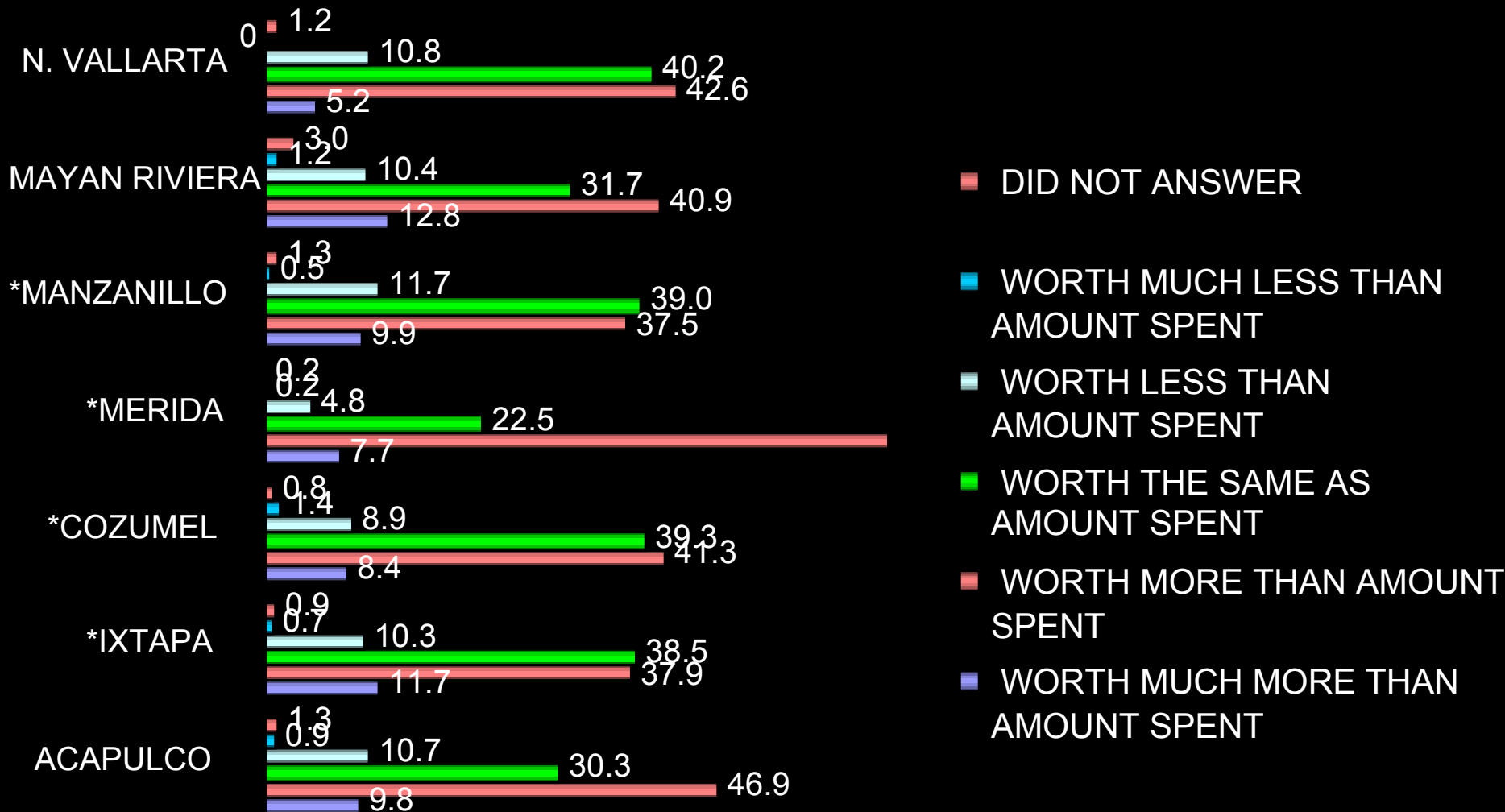
Experience of visits



Experience of visits



Experience of visits



Impact of study

- Setting up the “Clean and dear Mexico” program
- Improvements in the National Immigration Institute regarding service and waiting time at airports
- Airport groups
- Improvements made in state and municipal tourist offices
- CONCANACO - Servitur (shopping)
- Proposal to establish the satisfaction index as a sustainability indicator in member countries of the Association of Caribbean States (AEC)

Impact of study

- Presentation in APEC
- Indicator to appraise the Tourist Sector within the Presidential Objectives System set up by the Federal Government of Mexico
- 2002 Innova Prize, Innovation and Quality (Interdepartmental Transparency and Anticorruption Commission)