



OTEAG

Observatorio Turístico
del Estado de Guanajuato

ANNUAL ACTIVITIES REPORT

2022 - 2024



Guanajuato
Vive Grandes Historias



ONU Turismo

INSTO

International Network
of Sustainable Tourism
Observatories

GUANAJUATO TOURISM OBSERVATORY

Better known as **OTEG**.

It is a **technical, intersectorial and interdisciplinary analysis space** under which a group of people are organized to **monitoring, measuring and verifying** the tourism evolution in Guanajuato.

The main objective of the OTEG is to generate adequate information, which allows defining the actions of the sector, promoting mechanisms and instruments aimed at knowing the demands of citizens and generating useful knowledge through measurements about the tourism sector.



OBJECTIVES:

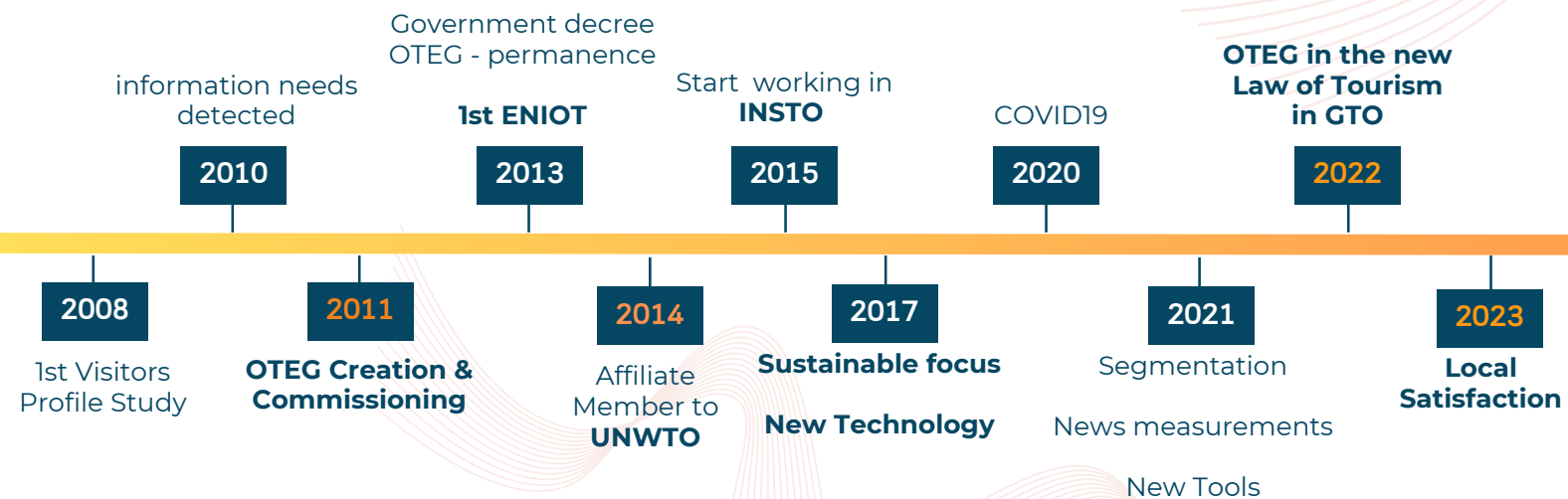
- Measure and evaluate the performance of tourism sector from the global perspective of society and government and its contribution to the general development of Guanajuato State.
- Generate information about tourism within the reach of society, academia, government and interest groups.
- Identify social phenomena that affect the development of the tourism sector.
- Propose the linking of the performance of the tourism sector with other strategic processes of development, such as competitiveness, sustainability and social inclusion.
- Promote studies and research in tourism matters.
- Generate information to facilitate and guide decision making as well as carrying out actions by the public, educational, private and social sectors.

OUR HISTORY

OTEG took their first steps in **2010**, with collaboratives roundtables to understand the information needs of private, public and academic tourism organizations in the entity.

In **2011**, the OTEG structure was defined, including participation of 21 organizations, who were the Technical Group. Also, were defined working committees, first indicators, research networking and the website.

During **2013**, the Governor in turn made the decision of issue a government decree to give permanence to OTEG, regardless changes in government administrations. Therefore, the first Meeting of National and International Touristic Observatories Meeting, named **ENIOT**, was made.



With the objective to strengthening methodologies, generation of indicators to make decisions and a focus on sustainability, OTEG carried out in **2014** the affiliation to UN Tourism (before named UNWTO).

Later, in **2015** OTEG was the seventh Observatory to be included into International Network of Sustainable Tourism Observatories of UN Tourism.

OUR HISTORY

After our start at INSTO, OTEG has been working on:

- make new and better measurements focused on sustainability from tourism,
- to strength the collaboration of our members,
- understand the behavior of tourism in Guanajuato and the region,
- make better strategies with governments and tourism organizations in Guanajuato
- improve tools to generate information for tourism

In **2017**, our principal dashboard began to have a sustainability focus, with four main groups of indicators:

1. **Destination Management**
2. **Local Economy**
3. **Society and Culture**
4. **Environment**

During **pandemic**, we have the opportunity to renew tools, measurements according to the importance of the sector and address the situation of our sector with the best approach.

In **2022**, the new law of Tourism for Guanajuato State included the OTEG as a part of the state tourist Information system, working to analyze, monitoring, measuring and verifying the tourism evolution in Guanajuato.

Collaborative work is OTEG's main tool to have permanence, confidence and strength for the tourism sector. Only with the participation of each member, the growth of OTEG has been a true experience of success.

ISSUE AREAS

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- 1. Tourism Seasonality**
 - 2. Employment**
 - 3. Destination Economic Benefits**

- 
- 4. Governance**

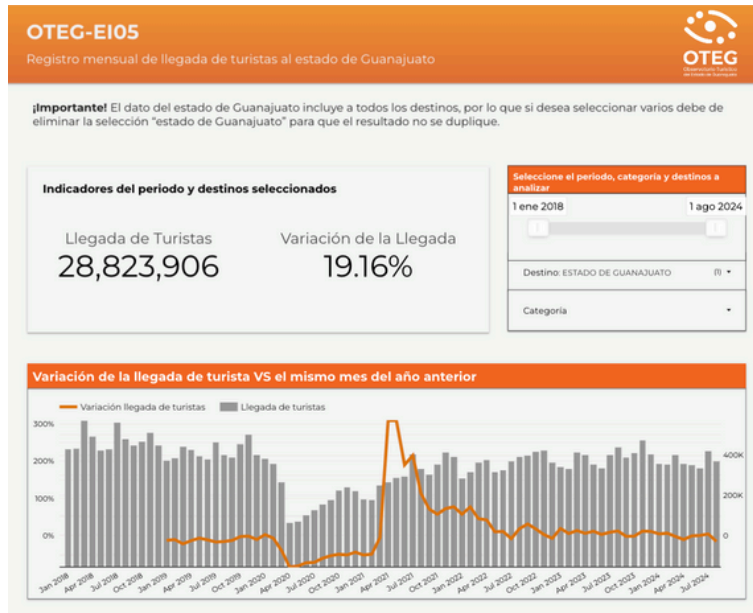
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- 5. Local Satisfaction**
 - 6. Accessibility**

- 
- 7. Energy Management**
 - 8. Water Management**
 - 9. Waste Water Management**
 - 10. Solid Waste Management**
 - 11. Climate Action**

Tourism Seasonality

Seasonality is a measurable feature with significant economic and social impacts. Seasonality is regular and consistent and can be predictable and anticipated. This makes it more possible to mitigate.

OTEG-EI05 INDICATOR TOURIST ARRIVALS AT HOTEL



More information:
<https://www.observatorioturistico.org/admin-oteg/reports/9/>

It measures the percentage variation in the number of monthly tourist arrivals to the territory. A positive change represents an increase in the number of tourists arriving to the state on a monthly basis.

Territory: Guanajuato state

Source: Datatur system with information on hotels participating in monitoring tourist activity in hotels.

Relationship with DSG:



OTEG-EI07 INDICATOR HOTEL OCCUPANCY



More information:
<https://www.observatorioturistico.org/admin-oteg/reports/7/>

It measures the percentage change in occupied rooms in 1 to 5 star hotels during a given period.

Territory: Guanajuato state and 8 main municipalities: Celaya, Dolores Hidalgo CNI, Guanajuato, Irapuato, Leon, Salamanca, San Miguel de Allende and Silao.

Source: Datatur system with information on hotels participating in monitoring tourist activity in hotels.

Relationship with DSG:



Tourism Seasonality

OTEG-GD02 INDICATOR INTERNATIONAL VISITORS



More information:
<https://www.observatorioturistico.org/admin-oteg/reports/15/>

It measures the percentage variation in the number of international visitors arriving in the State of Guanajuato in a given year.

Territorial Coverage: Guanajuato state

Source: Visitors Profile Study

Relationship with DSG:



OTEG-EI08 INDICATOR AVERAGE STAY



More information:
<https://www.observatorioturistico.org/admin-oteg/reports/2/>

It measures the percentage variation in the average stay (overnight stays in hotel establishments) of tourists, identifying a factor with a potential economic impact for the tourism sector.

Territory: Guanajuato state and 8 main municipalities: Celaya, Dolores Hidalgo, Guanajuato, Irapuato, Leon, Salamanca, San Miguel de Allende and Silao.

Source: Datatur system with information on hotels participating in monitoring tourist activity in hotels.

Relationship with DSG:



Employment

OTEG-EI04 INDICATOR

WOMEN & MEN WORKING IN RESTAURANTS AND ACCOMMODATION SERVICES IN GUANAJUATO



It measures the quarterly percentage variation in the number of women and men employed in the tourism sector.

Territory: Guanajuato state

Source: Statistics and Information Coordination (INEGI), National Employment and Occupation Survey (ENOE).

Relationship with



More information:

<https://www.observatorioturistico.org/admin-oteg/reports/10/>

JOB SATISFACTION STUDY

DESCRIPTIVE QUANTITATIVE MARKET STUDY TO UNDERSTAND THE PERCEPTION OF WELL-BEING AND LEVEL OF SATISFACTION OF EMPLOYEES IN THE TOURISM SECTOR.

One of the objectives is to achieve employee loyalty, reduce turnover levels and raise the level of competitiveness of tourism sector.

In 2023 and 2024, the Guanajuato Ministry of Tourism made the first Job Satisfaction Study, with this principal objectives:

- Identify the current situation of employment, wages and salaries of the tourism industry of Guanajuato.
- To know the perception of well-being and job satisfaction of workers in the tourism industry of Guanajuato.
- Identify new key tourism indicators related to the workforce of tourism companies in Guanajuato.

Territory: five municipalities from Guanajuato: León, Guanajuato, San Miguel de Allende, Dolores Hidalgo & Celaya.

Source: Guanajuato Ministry of Tourism. Focus Group and surveys to more than 1,000 workers in tourism in restaurants and accommodation services in Guanajuato.

Relationship with DSG:



Destination Economic Benefits

OTEG-EI01 INDICATOR NEW TOURISM COMPANIES



It measures the percentage variation of the index of opening of new tourist companies in the State of Guanajuato

Territorial Coverage: Guanajuato state

Source: Guanajuato Tourism Secretary

Relationship with DSG:



More information:
<https://www.observatorioturistico.org/admin-oteg/reports/13/>

OTEG-EI02 INDICATOR AVERAGE DAILY SPENDING



It measures the percentage variation in the average daily expenditure of a visitor during his stay in the territory. The graph represents the distribution of tourist weight in 6 categories, the "other" category groups the expenditure items on parking, medicines, airline, among others.

Territorial Coverage: Guanajuato state

Source: Visitors profile study. Bank of Mexico.

Relationship with DSG:



More information:
<https://www.observatorioturistico.org/admin-oteg/reports/12/>

Governance

MISSION

To be a multidisciplinary organization, focused on the identification, analysis, interpretation and evaluation of the results of tourism activity, through indicators that allow improving the competitiveness of the sector, with a focus on sustainability and social inclusion that helps decision-making.

VISION

To establish ourselves as the national and international reference body that serves as a guide to the actors in the Tourism Sector, managing the knowledge of this activity and generating the key indicators that influence the recovery, competitiveness and sustainable tourism development of the State of Guanajuato.

GOALS

- Prioritize the demands and needs of citizens.
- Guide the activities of public servants.
- Facilitate decision making.
- Generate the design of the tourism sector's own development policy.

STRUCTURE

TECHNICAL GROUP

PRESIDENT

Guanajuato Minister of Tourism

TOURISM ADVISORY COUNCIL OF GUANAJUATO

3 Representatives

ACADEMIC SECTOR

6 Representatives

PRIVATE SECTOR

6 Representatives

PUBLIC SECTOR

6 Representatives

22 MEMBERS

Multisectoral, multidisciplinary, committed participation, generating objective and validated information based on a methodology according to the needs of our sector.

WORK COMMITTEES

• PUBLICATIONS AND GLOSSARIES

Ensures that the information published is serious, correct, useful and permanent.

• CONTROL PANEL AND INDICATORS SYSTEM

Analyzes the indicators that measure the tourist activity of the State of Guanajuato.

• INTERNET PORTAL

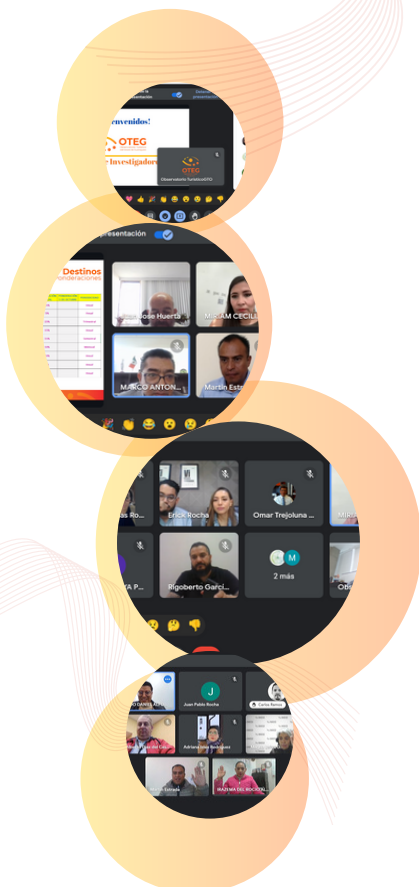
Monitors the correct functioning of the Observatory's Internet Portal.

• PUBLIC ACTIVITIES, LIAISON AND INSTITUTIONAL RELATIONS

Proposes and manages synergies with other observatories, and proposes the participation of the Observatory in sector events.

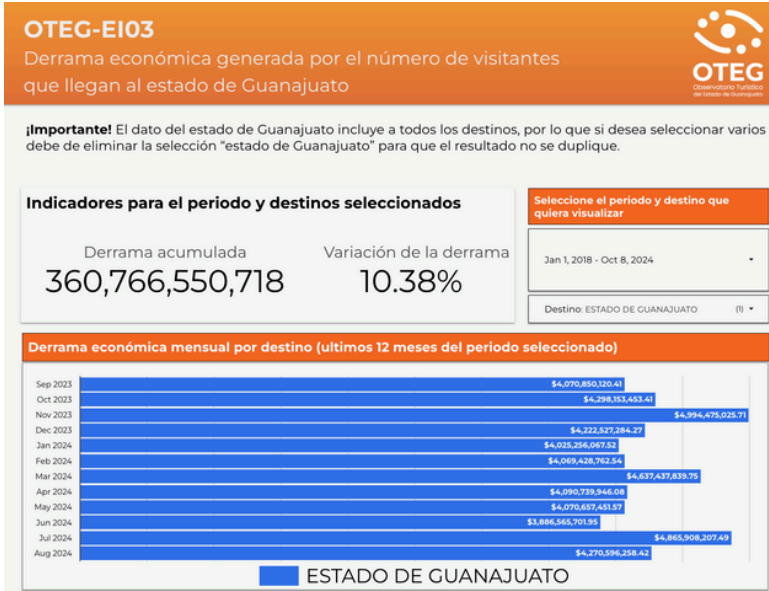
• NETWORK OF RESEARCHERS:

Assists in the generation of indicators that are not available or anticipated due to lack of information or research.



Destination Economic Benefits

OTEG-EI03 INDICATOR ECONOMIC IMPACT



It measures the percentage variation of the millions of pesos of economic impact generated by visitors who come to the State of Guanajuato.

Territorial Coverage: Guanajuato state

Source: Guanajuato Tourism Secretary

Relationship with DSG:



More information:
<https://www.observatorioturistico.org/admin-oteg/reports/11/>

OTEG-EI06 INDICATOR GDP CONTRIBUTION



It measures the importance of the variation in the gross added value of temporary accommodation services and food and beverage preparation in the value of the gross production of the State's tertiary activities.

Territorial Coverage: Guanajuato state

Source: INEGI, National Accounting System (SCNM)

Relationship with DSG:

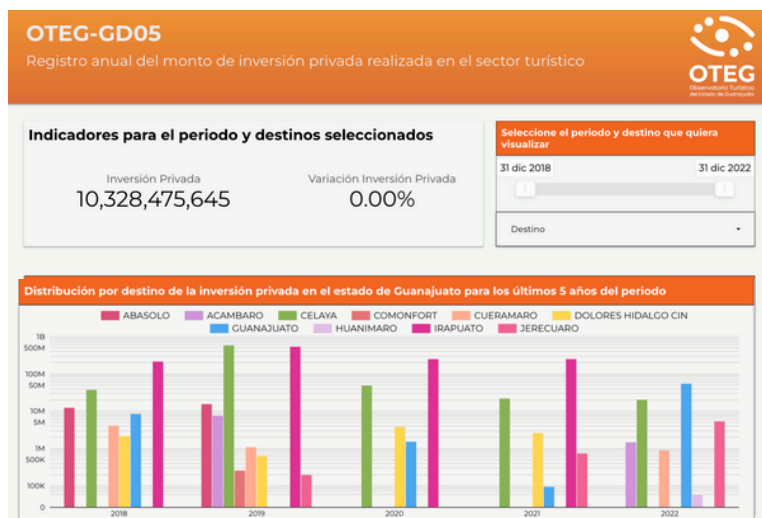


More information:
<https://www.observatorioturistico.org/admin-oteg/reports/8/>

Destination Economic Benefits

OTEG-GD05 INDICATOR

PRIVATE INVESTMENT



More information:
<https://www.observatorioturistico.org/admin-oteg/reports/18/>

It measures the variation in the amount of accumulated private investment destined for the Tourism Sector of the State of Guanajuato. The graph shows the municipalities that reached an amount of accumulated private investment of more than one million pesos. See the downloadable file with complete information on the amounts of private investment in infrastructure in the municipalities.

Territorial Coverage: Guanajuato state

Source: Guanajuato Tourism Secretary

Relationship with DSG:



OTEG-GD06 INDICATOR

PUBLIC INVESTMENT



It measures the percentage variation in the annual investment of the Ministry of Tourism of the State of Guanajuato in infrastructure works compared to the previous year. The infrastructure works include the areas of rehabilitation and remodeling of urban image, signage, Visitor Service Centers and other projects

Territorial Coverage: Guanajuato state

Source: Guanajuato Tourism Secretary

Relationship with DSG:



More information:
<https://www.observatorioturistico.org/admin-oteg/reports/19/>

Local Satisfaction

In 2023 and 2024, the OTEG Network Research defined the methodology for the first Local Satisfaction Study from Guanajuato.

OBJECTIVE

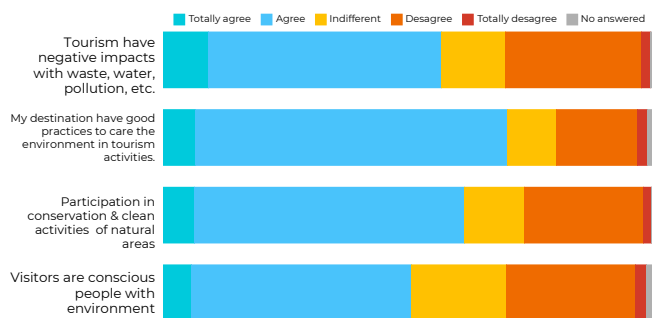
To know the **perception** and **level of satisfaction** with the tourism of the people who lives in Guanajuato State , since a **social, cultural, economic** and **environmental** focus.

METODOLOGY:

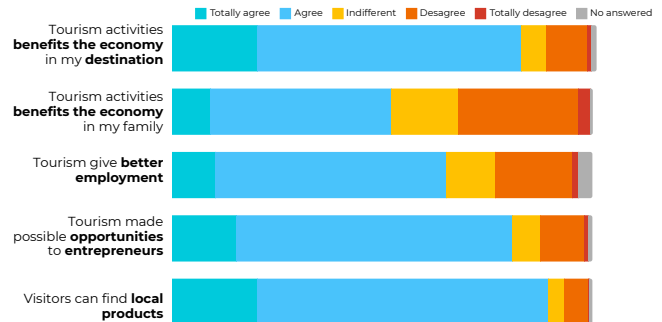
- **SAMPLE:** 2500 surveys
- **DATE:** October 16th to December 15th, 2023
- **POPULATION:** Women & Men, older than 20 years old, living in the selected municipalities.
- **TYPE:** face to face, house by house
- **CONFIDENCE:** 95%
- **MISTAKE LEVEL:** +/- 2%
- **ANSWER RATE:** 92%

NEEDS & DIMENSIONS

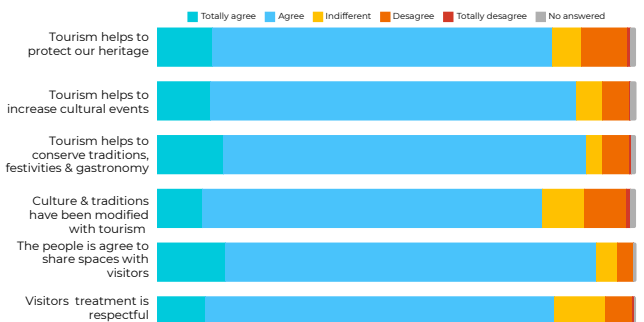
ENVIRONMENTAL LINE



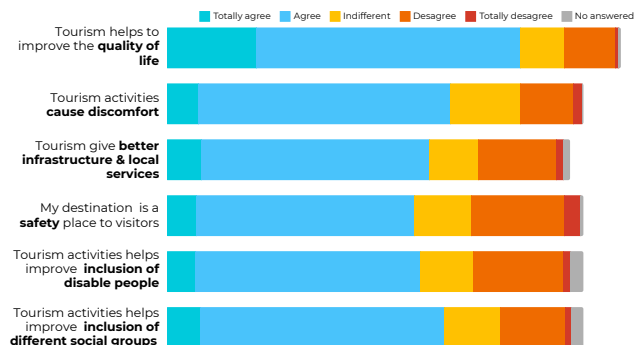
ECONOMIC LINE



CULTURAL LINE



SOCIAL LINE



Territory: Guanajuato state

Source: Statistics and Information Coordination (INEGI), National Employment and Occupation Survey (ENOE).

Relationship with DSG:



Accessibility

OTEG-SC03 INDICATOR EMPLOYED PEOPLE WITH DISABILITIES



It measures the percentage variation in the participation of people with disabilities employed in the Tourism Sector

Territory: Guanajuato state

Source: State Tourism Registry (RET)

Relationship with



More information:
<https://www.observatorioturistico.org/admin-oteg/reports/10/>

Energy Management

PROGRAM OF SOLAR WATER HEATERS

With the aim of contributing to the mitigation of emissions of greenhouse gases and compounds, by reducing the consumption of fuels used to heat water, through the provision and implementation of solar heaters in the homes of the population in vulnerable conditions and living preferably in areas of social promotion in the State of Guanajuato.

RESULTS



Territory: Guanajuato state

Source: Environmental Secretary of Guanajuato

Relationship with DSG:



Waste Management

OTEG-MA02 INDICATOR

SOLID WASTE IN TOURISTIC DESTINATIONS



It measures the monthly percentage variation in kilograms of garbage generated by visitors to the State of Guanajuato.

Territorial Coverage: Guanajuato state

Sources: Guanajuato Tourism Secretary, National Institute of Statistics and Geography (INEGI)

Relationship with DSG:

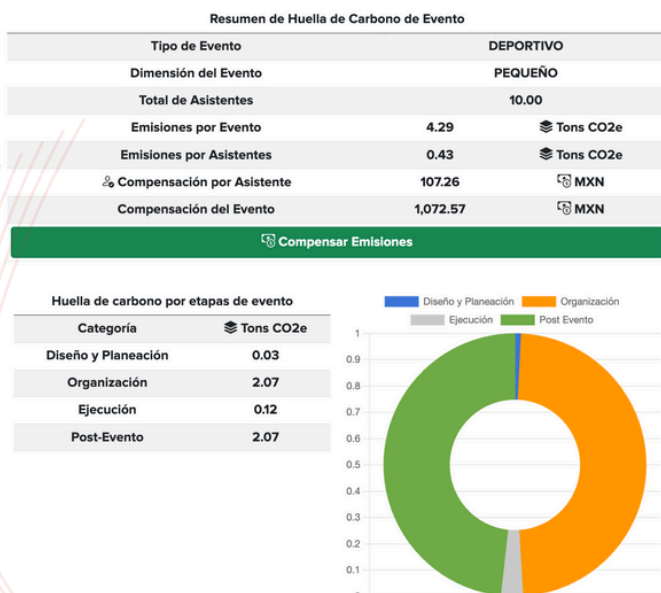


More information:
<https://www.observatorioturistico.org/admin-oteg/reports/25/>

Climate Action

OTEG-MA01 INDICATOR

CARBON FOOTPRINT FOR EVENTS



It measures the footprint impact for touristic events in Guanajuato territory.

Territorial Coverage: Guanajuato state

Sources: Guanajuato Tourism Secretary, Carbon Footprint Calculador for Events.

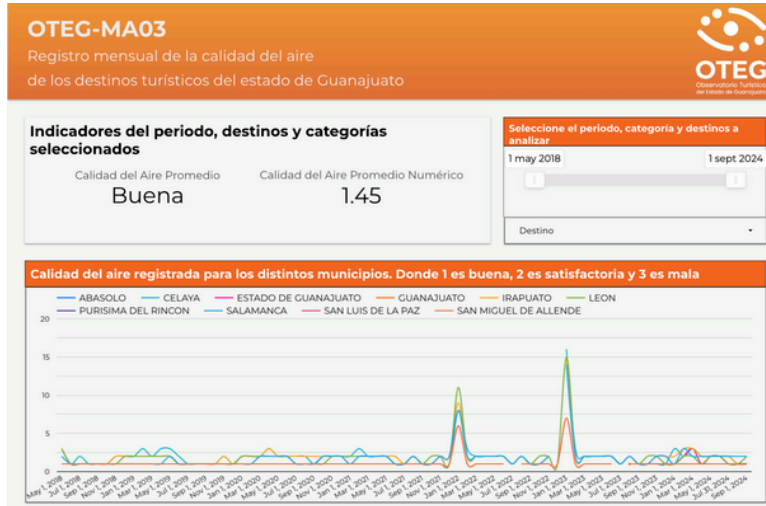
Relationship with DSG:



More information:
<https://calco2.guanajuato.gob.mx/>

Climate Action

OTEG-MA03 INDICATOR AIR QUALITY



Air quality is recorded daily in the following tourist destinations: León, Silao, Salamanca, Celaya, Irapuato, San Miguel de Allende and Guanajuato, and is presented monthly in the graph.

Territorial Coverage: Guanajuato state

Sources: Environmental Secretary of Guanajuato.

Relationship with DSG:



More information:
<https://www.observatorioturistico.org/admin-oteg/reports/26/>

Report prepared by Miriam Cecilia Adame Alcaraz
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September 2024



OTEG

Observatorio Turístico
del Estado de Guanajuato

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