



**TLAXCALA**  
UNA NUEVA HISTORIA  
2021 - 2027



**SECTURE**  
SECRETARÍA DE TURISMO  
DE TLAXCALA

Sustainable  
Tourism  
Observatory  
**OF THE STATE OF  
TLAXCALA**

**ANNUAL PROGRESS REPORT  
JULY, 2024**

Cathedral and Franciscan Convent of *Nuestra Señora de la Asunción*

<https://observatorioturisticodetlaxcala.com.mx/>

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## ACRONYMS

### **SECTURE**

Secretary of Tourism of the State of Tlaxcala

## BACKGROUND

On April 14, 2023, UN Tourism announced that the Sustainable Tourism Observatory of Tlaxcala will join its International Network of Sustainable Tourism Observatories (INSTO).

Tlaxcala is the 3rd entity in Mexico to achieve the registration.



The Tlaxcala Sustainable Tourism Observatory complements the tourism development strategy that the State Government has been carrying out with the participation of the private sector and other economic agents. It is proposed to make tourism an effective engine of economic growth and an active promoter of greater opportunities and benefits for the inhabitants of the state.

Tlaxcala has the potential to develop a strong and dynamic tourism sector that takes advantage of its multiple cultural and natural attractions, its gastronomy and traditions, its Magical Towns and archaeological sites.

The Observatory has been set up and operated with the active participation of the private sector, academia and government agencies directly or indirectly involved in tourism.

Two training workshops were held on the topics of performance indicators and characteristics of a Sustainable Tourism Observatory, with very good attendance by sector agents who have expressed their support for this project.

The local working group was set up, headed by an Executive Committee with members from the highest levels of the public, private and educational sectors. The local working group is part of the Tourism Advisory Council, which is chaired by the Governor of the State of Tlaxcala. This Council meets regularly every three months.

A meeting of the Executive Committee of the Sustainable Tourism Observatory was held.

The indicators, which have been monitored in a timely manner during this first year, are considered relevant, pertinent and adequate to follow up on the main economic, environmental and social issues that affect the performance of Tlaxcala's tourist destinations and contribute to timely addressing the challenges that are foreseen for the future.

In conclusion, the actions that have been carried out to date are aligned to fulfill the Observatory's mission:

*To be an effective instrument for the sustainable tourism development of Tlaxcala through the participation of all the agents linked to the tourism activity and the authorities related to it, through having reliable, timely and relevant information that supports decision-making and follow-up on the results of public policies to promote tourism.*

Objectives of the Sustainable Tourism Observatory:

- Support Tlaxcala's tourism development strategy by systematically providing timely, truthful and relevant information on the impact of tourism activity on the economy, the environment and the general welfare of the population.
- Facilitate the decision-making process by the authorities and agents involved in the tourism sector, through a system of indicators that monitor the main areas of impact and results of tourism activity.
- To promote the participation of the authorities and economic agents linked to tourism for an effective coordination of policies and actions that promote the full use of Tlaxcala's tourism potential with sustainability criteria.
- To disseminate and communicate the progress and results of the strategy for sustainable tourism development, promoting that society knows the benefits generated by tourism.



# TLAXCALA SUSTAINABLE TOURISM OBSERVATORY INDICATORS

Based on an analysis of the observatories that are part of the Sustainable Tourism Observatories Network (INSTO) of the World Tourism Organization (UN Tourism), a final list of indicators was drawn up, which, by way of example but not limitation, are analyzed to measure the 11 topics requested by the network.

## 1. TOURISM SEASONALITY

- 🌐 Arrival of tourists per month and by market of origin.
- 🌐 Arrival of tourists by month and by destination.
- 🌐 Arrival of tourists per month to main tourist attractions.
- 🌐 Hotel occupancy.

## 2. EMPLOYMENT

- 🌐 Employment generated in the tourism sector.
- 🌐 Women employed in the tourism sector.
- 🌐 Employment growth in the tourism sector compared to total employment growth in the destination.

## 3. DESTINATION ECONOMIC BENEFITS

- 🌐 Tourism GDP of the destination.
- 🌐 GDP generated by related activities.
- 🌐 Economic spill generated by visitors to the destination.
- 🌐 Private investment in the tourist destination.
- 🌐 Revenue from lodging tax.

## 4. ENERGY MANAGEMENT

- 🌐 Percentage of energy consumption from renewable sources in tourist establishments.
- 🌐 Hotels that generate their energy (or part of it) from clean sources.
- 🌐 Tourist establishments that implement measures to save electricity.

## 5. WATER MANAGEMENT

- 🌐 Number of tourist establishments that implement best practices to save water.
- 🌐 Number of hotels that implement water saving policies.

## 6. WASTE WATER (SEWAGE) MANAGEMENT

- 🌐 Number of hotels that have wastewater treatment and recycling.
- 🌐 Number of hotels that have wastewater treatment or are connected to water treatment systems.
- 🌐 Percentage of residual water that is given treatment.

## 7. SOLID WASTE MANAGEMENT

- 🌐 Volume of solid waste generation in tourist establishments.
- 🌐 Number of hotels that carry out separation and recycling practices.
- 🌐 Number of restaurants that carry out separation and recycling practices.
- 🌐 Percentage of recycled garbage in relation to the total garbage generated.
- 🌐 Hotels and restaurants that have eliminated the use of single-use plastics or have established policies to reduce it.

## 8. CLIMATE ACTION

- 🌐 Carbon footprint generated by the main tourist events in the destination.
- 🌐 Percentage of energy from polluting fuels (fossil) in tourist establishments.
- 🌐 Percentage of non-polluting public transport (electric transport) in the destination.
- 🌐 Air quality in tourist destinations in the state.
- 🌐 Number of tourist establishments that have sustainable certifications or labels.
- 🌐 Number of tourist establishments located in vulnerable areas.

## 9. ACCESSIBILITY

- 🌐 Tourist establishments that have access facilities for people with different capacities.
- 🌐 Tourist attractions that have easy access and use of facilities for people with disabilities.
- 🌐 Number of tour operators that offer adapted tours for people with different physical abilities.
- 🌐 Hotels and restaurants that have rooms and/or bathrooms for people in wheelchairs.

## 10. LOCAL SATISFACTION

- 🌐 Degree of satisfaction of the local community with the arrival of tourists.



## 11. GOVERNANCE

- ① Number of participants from the private and academic sectors in the tourism observatory.
- ① Participation of the private and academic sector in the working groups of the tourist observatory.
- ① Percentage of hotels that provide information to the tourist observatory.
- ① Satisfaction of tourism agents with the state's tourism policy.
- ① Percentage of citizen proposals on tourism attended.

## STRATEGIES TO IMPROVE INDICATOR MEASUREMENT

At the beginning of the analysis of the indicators already established, it was necessary to define strategies for their correct measurement, the most relevant strategies being the following:

- 🌐 We formed the *Circuito Tlaxcala* Tourist Center in the DataTur Platform, to measure hotel occupancy in lodging establishments that do not belong to the already established Tourist Centers but are of great importance for the calculation of tourism seasonality indicators. The methodological synthesis of the Occupancy Monitoring in tourist lodging services DataTur is a sustained measurement program that contains the statistical information variables that allow to know, analyze and evaluate the characteristics and behavior that presents the use of the supply of tourist lodging services in Mexico.
- 🌐 With the support of Tourism Ambassadors, we applied more than 2,000 surveys to learn about the profile of tourists visiting the state. The objective of the "Tourism Ambassadors" Training Program is to train high school and middle school students in the State of Tlaxcala so that they have all the information about the Cultural and Natural Heritage of the entity, with the purpose of replicating the truthful information with quality and warmth at a local, national and even international level as Tourism Ambassadors, in addition to having the opportunity to participate in events already scheduled in the State.
- 🌐 Digital tools were created, such as customized surveys through easily accessible web platforms, to facilitate the sharing of information by service providers for the calculation of environmental and social indicators.
- 🌐 Five multidisciplinary working groups comprising academia, the public sector and the private sector have been formed to analyze the results of the indicators and implement public policies aimed at the sector, in addition to improving measurement strategies.

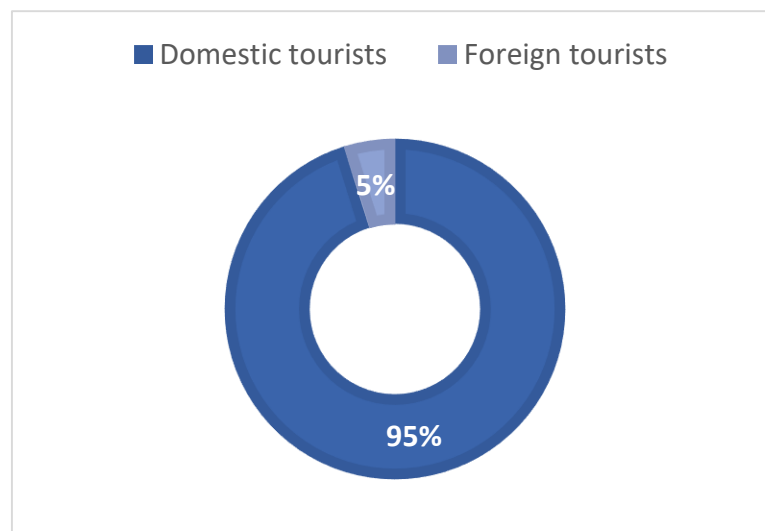
# RESULTS OF THE TLAXCALA TOURISM INDICATORS SYSTEM

## TOURIST ARRIVALS BY MARKET JANUARY TO DECEMBER YEAR 2023

**Objective:** To measure tourist arrivals to the State of Tlaxcala by national and international market and to identify the seasonality of each market.

**Description:** Shows the number of arrivals per month registered in lodging establishments, disaggregated by national and international market.

Monthly periodicity.



**Domestic tourists**  
**338,576**

**Foreign tourists**  
**17,090**

**Total**  
**355,666**

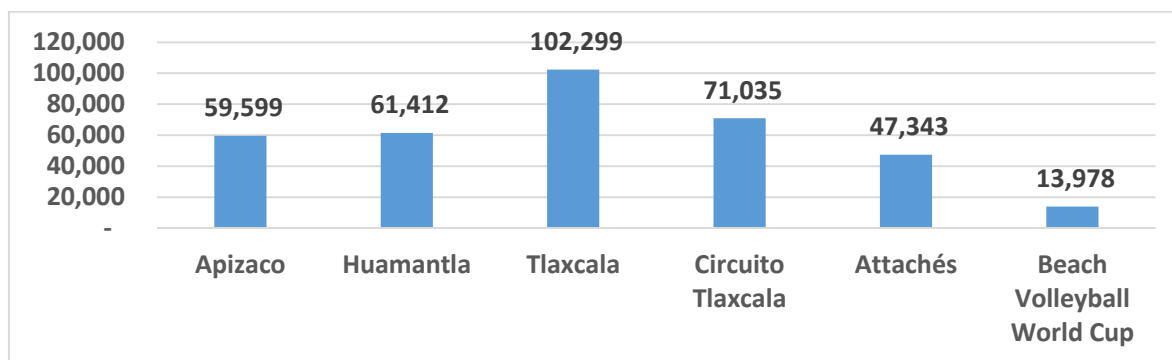
Source: DataTur Hotel Monitoring Program and Tourism Operation Directorate of SECTURE Tlaxcala.

## TOURIST ARRIVALS BY DESTINATION JANUARY TO DECEMBER YEAR 2023

**Objective:** To identify the seasonality of tourist arrivals to destinations in the State of Tlaxcala.

**Description:** Shows the monthly number of tourist arrivals in the monthly period to each destination in lodging establishments, disaggregated by national and international market.

Monthly periodicity.



Source: DataTur Hotel Monitoring Program and Tourism Operation Directorate of SECTURE Tlaxcala.

## HOTEL OCCUPANCY JANUARY TO DECEMBER YEAR 2023

**Objective:** To measure the percentage of hotel rooms occupied by tourists at destinations in the state of Tlaxcala.

**Description:** Percentage of hotel rooms of tourist category occupied with respect to the total number of rooms available in a given period.

Monthly periodicity.

**Domestic tourists**  
**32.26%**

**Foreign tourists**  
**2.70%**

**TOTAL**  
**34.96%**

Source: DataTur Hotel Monitoring Program and Tourism Operation Directorate of SECTURE Tlaxcala.

## ECONOMIC REVENUE GENERATED BY TOURISTS JANUARY TO DECEMBER YEAR 2023

**Objective:** To quantify the volume of economic spillover generated by tourist spending at destinations in the State of Tlaxcala.

**Description:** Shows the amount of money in Mexican pesos that tourists are estimated to have spent during their stay in the State of Tlaxcala.

Monthly periodicity.

**628.43 million pesos**  
(33.10 millions USD)  
Domestic tourists

**34.65 million pesos**  
(1.82 millions USD)  
Foreign tourists

**893.47 million pesos**  
(49.5 millions USD)  
Beach Volleyball World Cup Tlaxcala 2023

**1,556.55 million pesos**  
(81.75 millions USD)  
TOTAL

Source: Prepared by the Directorate of Tourism Operations.

## EMPLOYMENT GENERATED IN THE TOURISM SECTOR<sup>1</sup>

**Objective:** To identify the proportion of jobs in the state that are generated by tourism activity.

**Description:** Shows the percentage of jobs in tourism-related activities with respect to the total number of jobs in the state of Tlaxcala.

Quarterly periodicity.

**36,970 THOUSAND JOBS**

**REPRESENTS 6.04 % OF THE TOTAL EMPLOYED  
POPULATION IN THE STATE.**

Source: National Institute of Statistics and Geography (INEGI). National Occupation and Employment Survey

<sup>1</sup>Results of the 1st Quarter 2024

## WOMEN EMPLOYED IN THE TOURISM SECTOR<sup>1</sup>

**Objective:** To identify the proportion of women in the number of jobs generated by the tourism sector.

**Description:** Shows the percentage of women with respect to the total number of people employed in tourism-related activities in the state of Tlaxcala.

Quarterly periodicity.

**21,992 thousand employed women**

**Represents 59.49 % of the population employed in the tourism sector in the State.**

Source: National Institute of Statistics and Geography (INEGI). National Occupation and Employment Survey

<sup>1</sup>Results of the 1st Quarter 2024

## TOURISM EMPLOYMENT GROWTH COMPARED TO TOTAL EMPLOYMENT GROWTH IN THE STATE

**Objective:** Compare the evolution of tourism employment with total employment in the state.

**Description:** Shows the difference in the annual growth of tourism employment and the annual growth of total employment in the State of Tlaxcala.

Quarterly periodicity.

**8.77% increase**

**According to the tourism employment generated during the same period of 2023**

Source: National Institute of Statistics and Geography (INEGI). National Occupation and Employment Survey

<sup>1</sup>Results of the 1st Quarter 2024



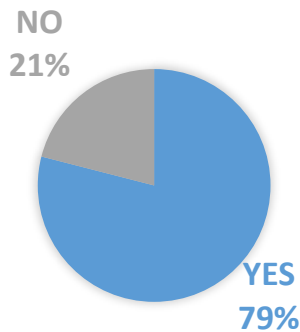
## HOTELS AND RESTAURANTS THAT HAVE ADOPTED MEASURES TO SAVE WATER

**Objective:** To determine the progress in the number of establishments that are taking measures to save water, which is a vital resource for the sustainability of the tourist destination.

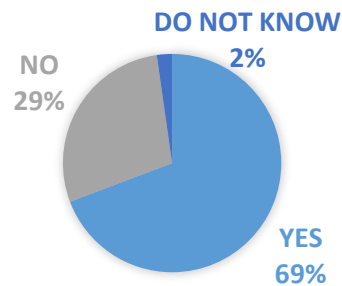
**Description:** Percentage of establishments that have implemented measures to care for and save the water they consume.

Quarterly periodicity.

Water-saving hotels



Water-saving restaurants



Source: Own elaboration, based on information provided by the State's Tourism Service Providers.

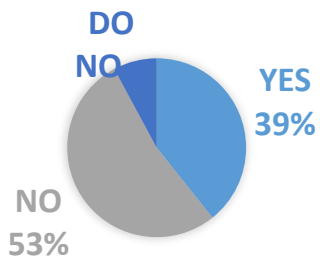
## HOTELS AND RESTAURANTS THAT HAVE ADOPTED MEASURES FOR WATER TREATMENT

**Objective:** To determine the progress in the number of establishments that are taking measures to treat wastewater in order to prevent contamination of the destination's water resources.

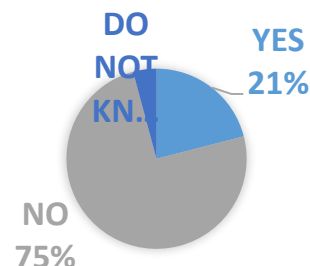
**Description:** Percentage of establishments that have implemented measures to treat the wastewater they generate.

Quarterly periodicity.

Water treatment measures adopted in hotels



Restaurants that have adopted water treatment measures



Source: Own elaboration, based on information provided by the State's Tourism Service Providers.

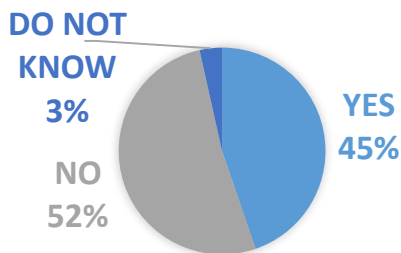
## HOTELS AND RESTAURANTS THAT RECYCLE THE WASTEWATER THEY PRODUCE

**Objective:** To know the progress in the number of establishments that are taking measures to recycle wastewater, contributing to better water management.

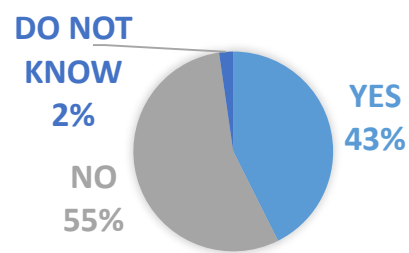
**Description:** Percentage of establishments that have implemented measures to recycle the wastewater they generate.

Quarterly periodicity

### Hotels that recycle wastewater



### Restaurants that recycle wastewater



Source: Own elaboration, based on information provided by the State's Tourism Service Providers.

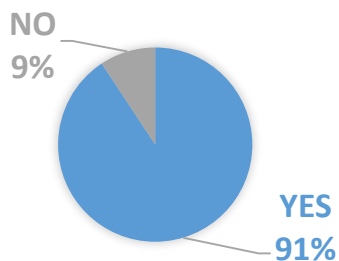
## HOTELS AND RESTAURANTS THAT CARRY OUT SOLID WASTE SEPARATION

**Objective:** To determine the progress in the number of establishments that carry out solid waste separation practices for better management of solid waste.

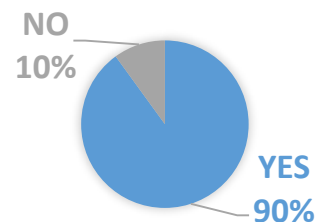
**Description:** Percentage of establishments that carry out solid waste separation.

Quarterly periodicity

### Hotels that separate garbage



### Restaurants that separate garbage



Source: Own elaboration, based on information provided by the State's Tourism Service Providers.

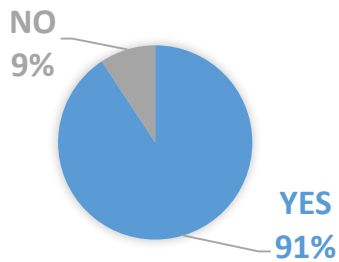
### HOTELS AND RESTAURANTS THAT RECYCLE SOLID WASTE

**Objective:** To determine the progress in the number of establishments that carry out solid waste recycling practices, in order to better manage and make use of solid waste.

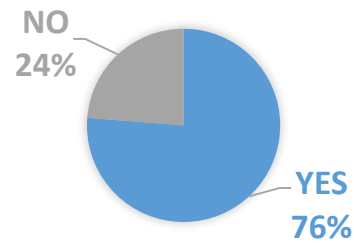
**Description:** Percentage of establishments that recycle solid waste.

Quarterly periodicity

Hotels that recycle solid wastes



Restaurants that recycle solid wastes



Source: Own elaboration, based on information provided by the State's Tourism Service Providers.

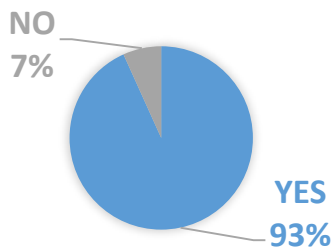
### HOTELS AND RESTAURANTS THAT HAVE ADOPTED MEASURES TO SAVE ELECTRICITY

**Objective:** To know the progress in the number of establishments that are taking measures to care for and save electricity, for better energy management and to reduce carbon dioxide emissions.

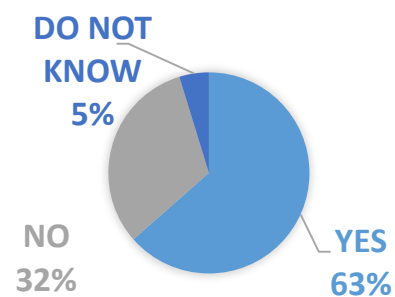
**Description:** Percentage of establishments that have implemented measures to care for and save the energy they consume.

Quarterly periodicity

Hotels that save electricity



Restaurants that save electricity



Source: Own elaboration, based on information provided by the State's Tourism Service Providers.

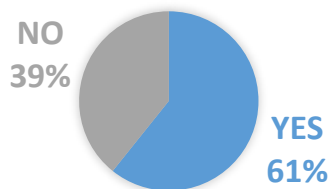
## HOTELS AND RESTAURANTS THAT GENERATE RENEWABLE ENERGY

**Objective:** To determine the progress in the number of establishments that generate part or all of their electricity demand through clean energy sources, avoiding the emission of CO2 from fossil fuels.

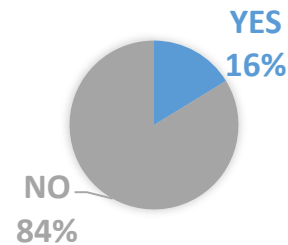
**Description:** Percentage of facilities that generate electricity from clean sources (solar cells, wind generators).

Quarterly periodicity

Hotels that generate renewable energy



Restaurants that generate renewable energy



Source: Own elaboration, based on information provided by the State's Tourism Service Providers.

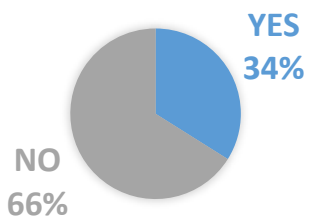
## HOTELS AND RESTAURANTS THAT HAVE ANY OF THE FOLLOWING ENVIRONMENTAL PROTECTION CERTIFICATION OR EQUIVALENT

**Objective:** To determine the progress in the number of establishments that have been certified in environmental conservation or protection, contributing to the protection of the environment and the dissemination of a culture of sustainability.

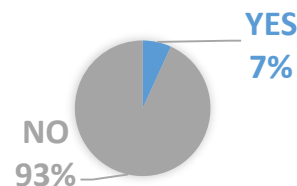
**Description:** Percentage of establishments that have been certified in environmental protection and conservation practices or measures.

Quarterly periodicity

Hotels that have an environmental protection certification or equivalent.



Restaurants that have an environmental protection certification or equivalent.



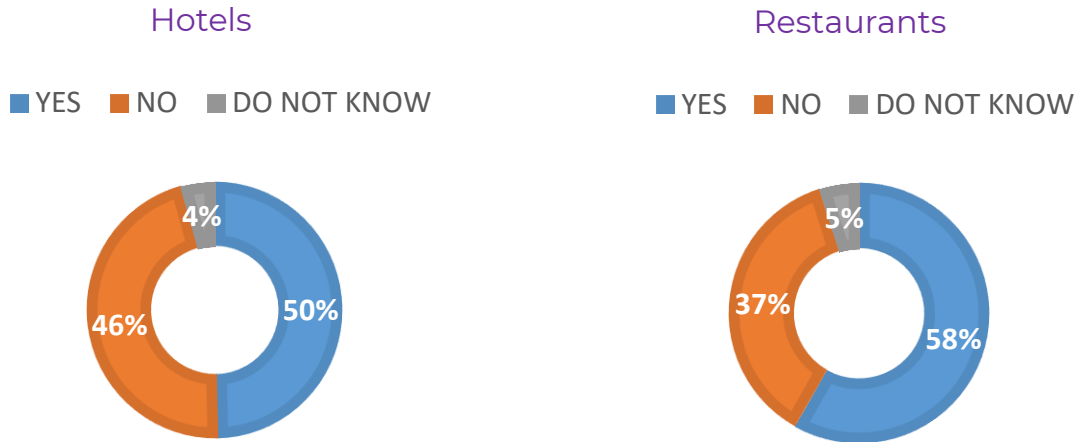
Source: Own elaboration, based on information provided by the State's Tourism Service Providers.

## HOTELS AND RESTAURANTS WITH FACILITIES THAT FACILITATE TOURISM FOR PEOPLE WITH DISABILITIES

**Objective:** To determine the progress in the number of establishments that have facilities adapted to the needs of people with disabilities.

**Description:** Percentage of establishments with appropriate facilities for people with physical disabilities.

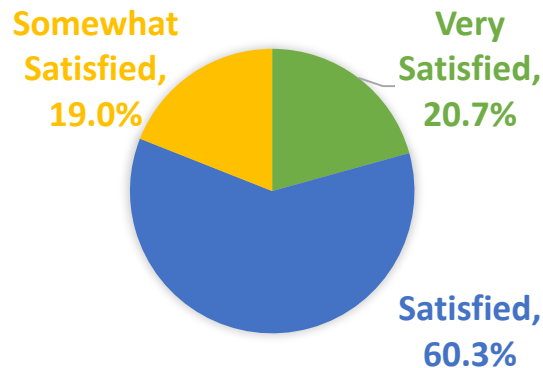
Quarterly periodicity



Source: Own elaboration, based on information provided by the State's Tourism Service Providers.

## SATISFACTION OF THE INHABITANTS WITH THE TOURIST DESTINATION

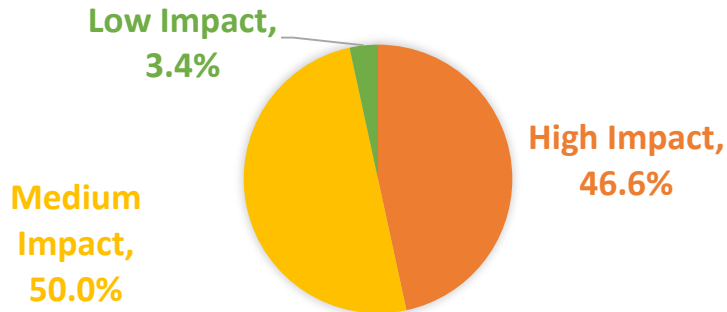
How satisfied are you with the tourism promotion carried out by the State Government?



Source: Own elaboration, based on information provided by residents of the State of Tlaxcala.

### SATISFACTION OF THE INHABITANTS WITH THE TOURIST DESTINATION

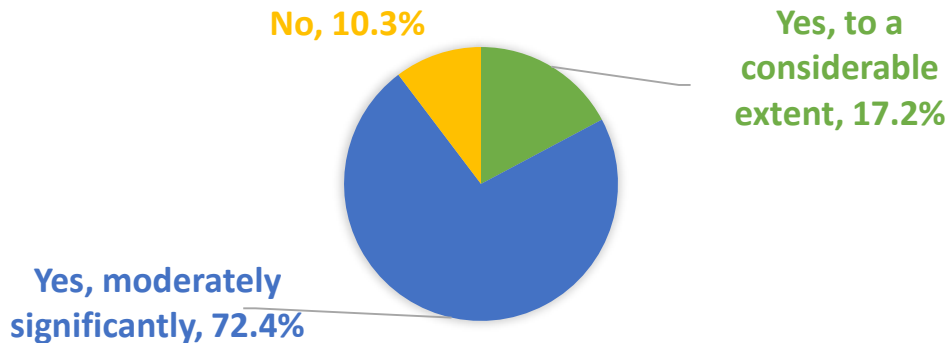
What degree of environmental impact do you consider the natural attractions in the State receive, such as the Sanctuary of the Fireflies, *El Peñón de Tlaxco* and *La Malinche National Park*?



Source: Own elaboration, based on information provided by residents of the State of Tlaxcala.

### SATISFACTION OF THE INHABITANTS WITH THE TOURIST DESTINATION

Do you consider that Tlaxcala has the hotel, restaurant and attraction infrastructure to receive tourists?



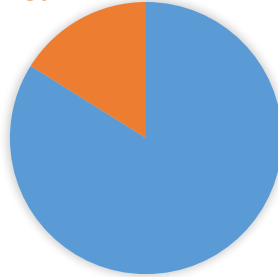
Source: Own elaboration, based on information provided by residents of the State of Tlaxcala.



**SATISFACTION OF THE INHABITANTS WITH THE TOURIST DESTINATION**

Do you consider that the tourist, cultural and sporting events held in Tlaxcala are aimed at the general public?

No, 16.10%

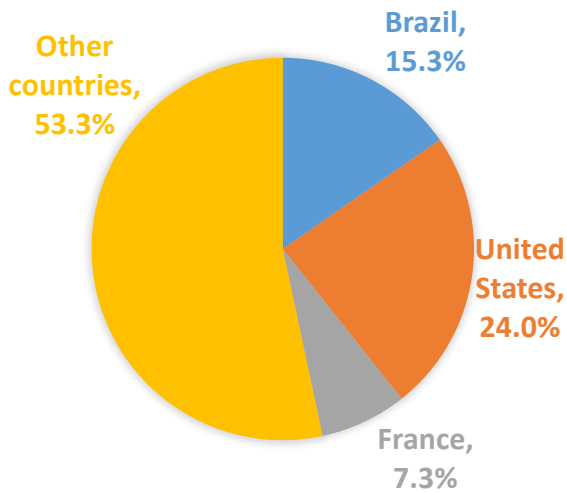


Yes, 83.90%

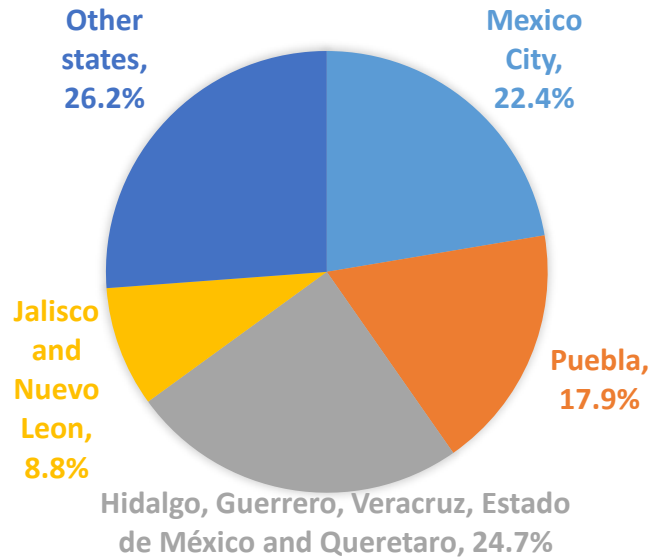
Source: Own elaboration, based on information provided by residents of the State of Tlaxcala.

**NATIONALITY OR ORIGIN OF THE TOURIST**

Foreign tourist



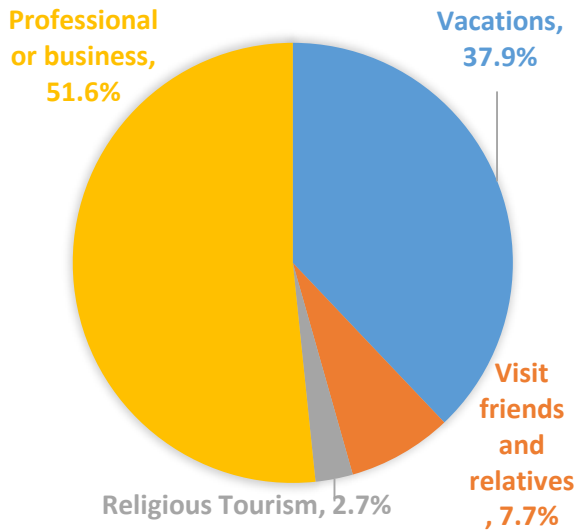
Domestic tourist



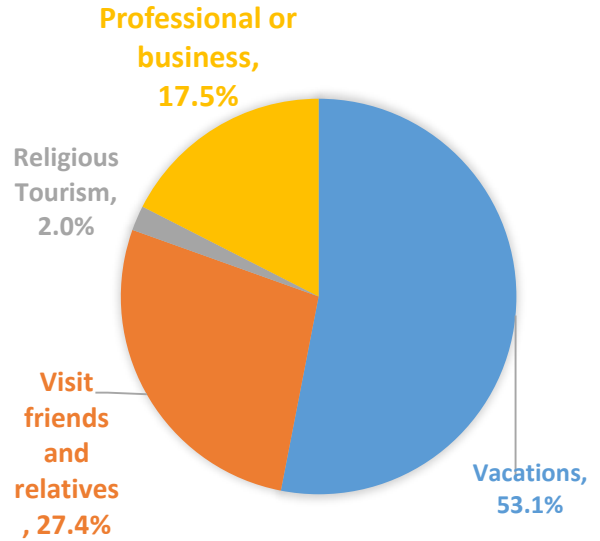
Source: Own elaboration, based on information provided by tourists visiting the State.

**REASON FOR TOURIST'S TRIP**

Foreign tourist



Domestic tourist



Source: Own elaboration, based on information provided by tourists visiting the State.

**SOCIOECONOMIC PROFILE OF TOURISTS**

Foreign tourist

**Gender:**  
**62.6% Males**  
**37.4% Female**

**Average age:**  
**37 years**

Domestic tourist

**Gender:**  
**57.5% Males**  
**42.5% Female**

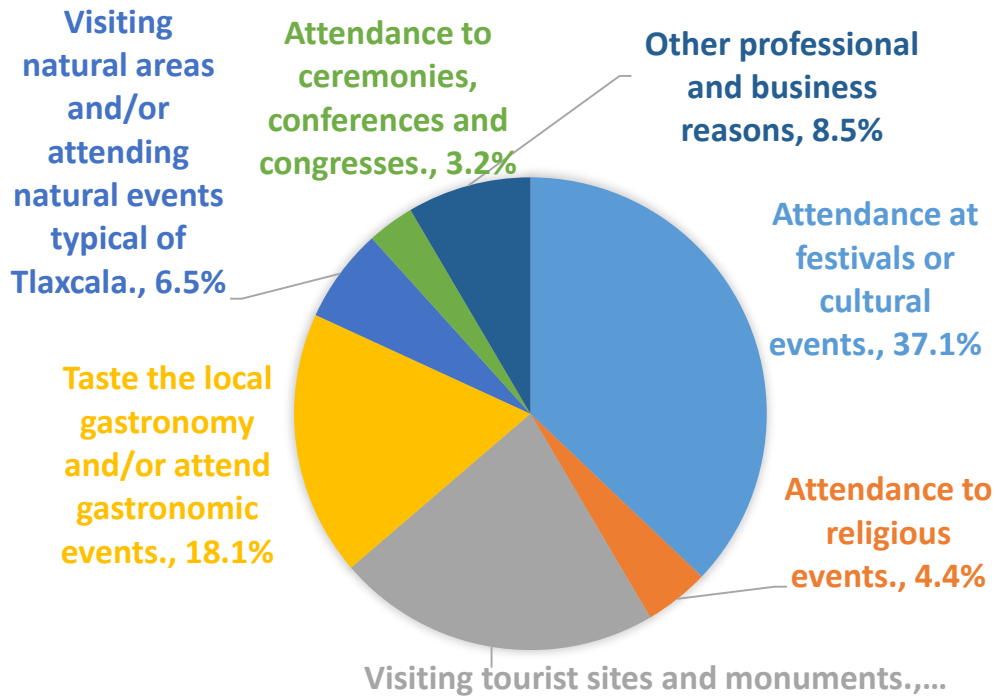
**Average age:**  
**40 years**

Source: Own elaboration, based on information provided by tourists visiting the State.

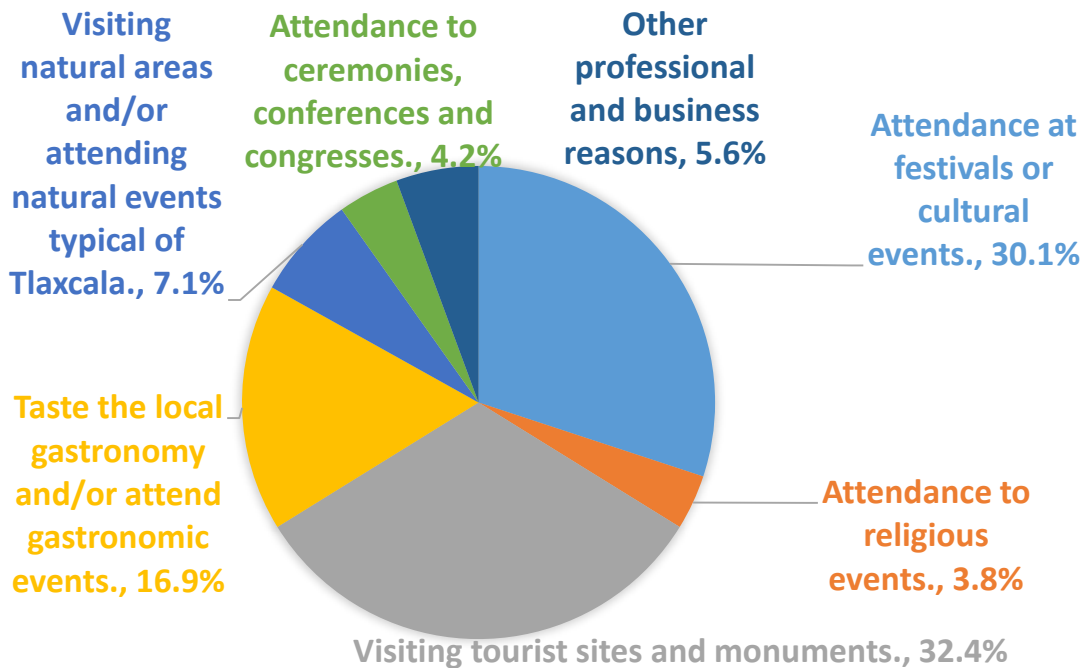


**MAIN ACTIVITIES AT THE DESTINATION**

Foreign tourist



Domestic tourist



Source: Own elaboration, based on information provided by tourists visiting the State.

### AVERAGE LENGTH OF STAY

**Domestic  
Tourists**

**1.45 days**

**Foreign  
Tourists**

**1.57 days**

**Average**

**1.46 days**

*Source: Own elaboration, based on information provided by tourists visiting the State.*

### AVERAGE EXPENSE

**Domestic  
Tourists**

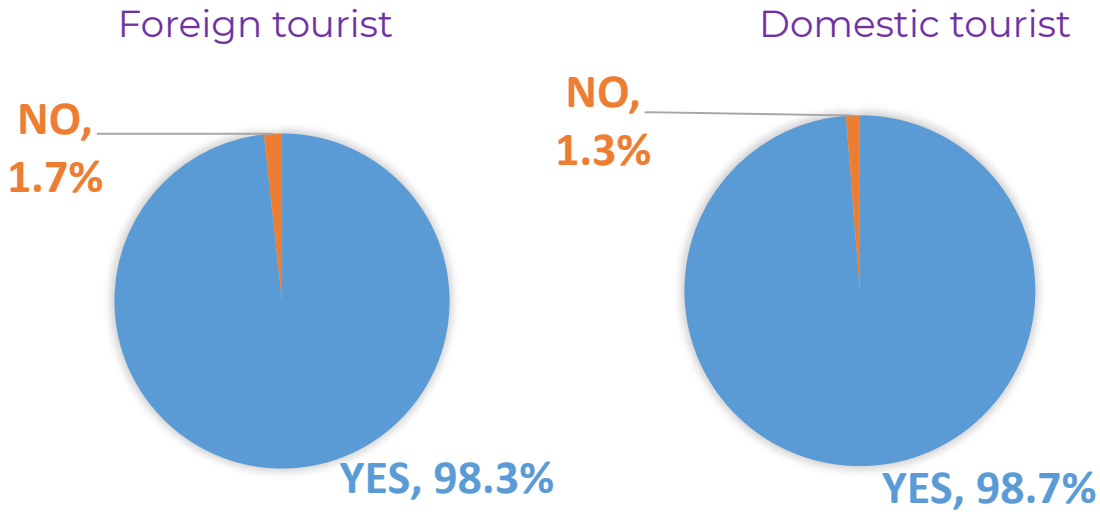
**\$ 991.40 Mexican  
pesos**

**Foreign  
Tourists**

**\$1,267.21  
Mexican pesos**

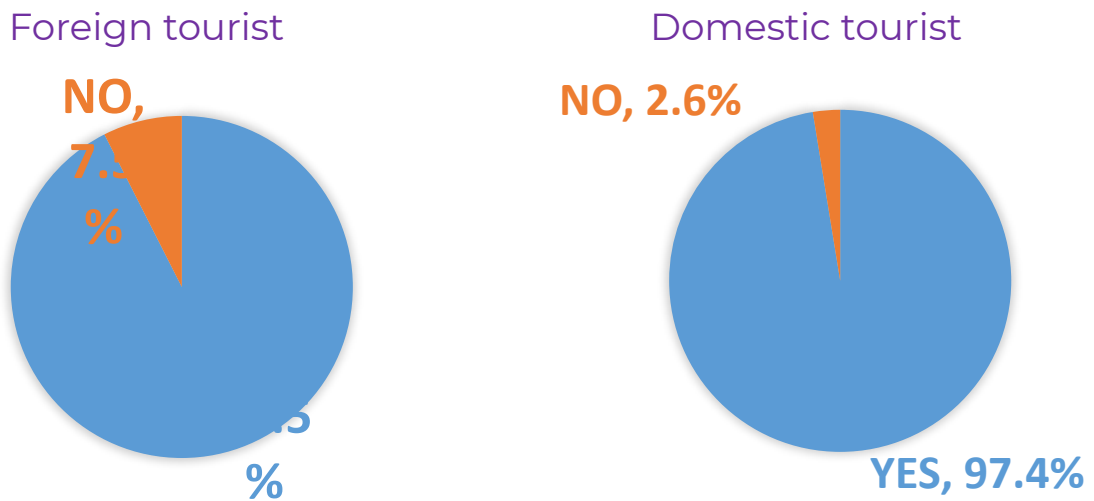
*Source: Own elaboration, based on information provided by tourists visiting the State.*

**TOURIST SATISFACTION - WOULD YOU RECOMMEND VISITING TLAXCALA?**



Source: Own elaboration, based on information provided by tourists visiting the State.

**TOURIST SATISFACTION - WOULD YOU RETURN TO TLAXCALA?**



Source: Own elaboration, based on information provided by tourists visiting the State.

## **ANALYSIS OF RESULTS**

The Tourism Observatory has facilitated decision-making to combat seasonal tourism by developing synergies between local service providers and national and international tour operators through tourism promotion strategies outside the state and the country.

We have designed strategies to raise awareness of accessible tourism among stakeholders in the sector, starting with audio menus for food and tourist signage in Braille.

Actions have been established to optimize natural resources, facilitating access to renewable energy equipment and acting in response to climate change.

We develop Tourism Training Programs to provide tools and encourage continuous improvement in the collaborators of tourism companies, in order to preserve and increase employment in the sector.