

## TOURISM DEMAND

### 1. NAME OF THE DESTINATION<sup>1</sup> OR ELEMENT/S CONCERNED

Name of the destination  
or element/s to be  
analysed

Institution promoting  
the demand study

Plan or project  
associated to the  
demand study

<sup>1</sup> **Destination:** Geographical area currently or potentially, attractive to visitors/tourists which has tourism infrastructures and facilities, as well as a steady tourism offer.

### 2. INSPECTION DATA

Compiler name

Date and place of  
data gathering

Compiler's e-mail  
address

Compiler's telephone  
number

### 3. EFFECTIVE OR ACTUAL DEMAND

#### 3.1. Previous analyses

Existing demand studies

**1** - No previous studies; **2** - Some information about effective or actual demand is included within some management documents; **3** - A methodology has been drawn up to conduct studies of the effective or actual demand but it has not been implemented; **4** - A study of the effective or actual demand has been conducted; **5** - Studies of effective or actual demand are conducted on a regular basis

Comments

3.2. Information about the effective or actual demand

**Description** (period of data collection, method, scope, etc.)

**Number of tourists**  
(latest data, indicating whether it is an estimation or an exact figure and specify the periods established for each season)

Annual:

High season<sup>2</sup>:

Low season<sup>2</sup>:

Mid season<sup>2</sup>:

Maximum number of same-day visitors:

**Demand evolution over the years** (recent trends)

<b>Tourists' socio-demographic profile</b> (express results in percentages and/or absolute figures)	% Tourists:		% Same-day Visitors:	
	% Local:	% Regional:	% National:	% International:
	Geographic Origin:			
	% Women:		% Men:	
	% <14 years of age:	% 14-18 years of age:	% 19-34 years of age:	% 35-64 years of age:
	% > 65 years of age:			
	% Primary education:	% Secondary education:	% Vocational training:	% University education:
	% Others (specify in comments field):			
% Students:	% Labour force:	% Unemployed:	% Retired:	
<b>Motivations</b>	<input type="text"/>	<b>a</b> - Recreational (emphasis is placed on restoring well-being, profiting from leisure and entertainment such as holidays, having fun, gastronomy, time to relax, etc.); <b>b</b> - Business, congresses and conventions; <b>c</b> - Personal development and existential motives (to find one's roots, inspiration, self-knowledge, accomplishing personal goals, etc.); <b>d</b> - Escape (the tourist seeks to get away from everyday life, to make new friends, etc.); <b>e</b> - Experiential (the behaviour of the tourist is largely aimed towards experiencing the guest culture); <b>f</b> - Experimental knowledge (visiting new places, learning new things, etc.); <b>g</b> - Adventure (to experience nature, adventure seeking, doing extreme sports, etc.); <b>h</b> - To pursue one's own interests (study trip, visiting relatives and/or friends, religious visits, health, sports, etc.); <b>i</b> - Favourable prices; <b>j</b> - Political stability and security; <b>k</b> - Others (specify in comments field)		
<b>Comments</b>				
<b>Travel-related characteristics</b>	<input type="text"/>	<b>Group composition:</b> <b>a</b> - Alone; <b>b</b> - With partner; <b>c</b> - With family; <b>d</b> - With children; <b>e</b> - Group of friends; <b>f</b> - School group; <b>g</b> - Elderly group; <b>h</b> - Others (specify in comments field)		
	<input type="text"/>	<b>Planning of the trip:</b> <b>a</b> - Independent; <b>b</b> - Organised		
	<input type="text"/>	<b>Means of transport used:</b> <b>a</b> - Car; <b>b</b> - Train; <b>c</b> - Plane; <b>d</b> - Ship; <b>e</b> - Bus; <b>f</b> - Others (specify in comments field)		
	<input type="text"/>	<b>Type of accommodation used:</b> <b>a</b> - Hotel; <b>b</b> - Hostel; <b>c</b> - Guesthouse; <b>d</b> - Campsite; <b>e</b> - Tourist apartment; <b>f</b> - Rural house; <b>g</b> - Roadside motel; <b>h</b> - Apartment; <b>i</b> - Resort; <b>j</b> - Bed & Breakfast; <b>k</b> - Collaborative accommodation; <b>l</b> - Singular accommodation, <b>m</b> - Shared house, <b>n</b> - Others (specify in comments field)		
	<input type="text"/>	<b>Length of stay:</b> <b>a</b> - No overnight stay; <b>b</b> - 1 night; <b>c</b> - 1-3 nights; <b>d</b> - 3-7 nights; <b>e</b> - 7-15 nights; <b>f</b> - >15 nights		
	<input type="text"/>	<b>Season:</b> <b>a</b> - High; <b>b</b> - Mid; <b>c</b> - Low; <b>d</b> - All year round		
<b>Comments</b>				
<b>Influencers and Information channels</b>	<input type="text"/>	<b>Influencers:</b> <b>a</b> - Friends and relatives (word-of-mouth); <b>b</b> - Influencers (opinion leaders, travel opinion websites such as TripAdvisor, HolidayCheck, etc.); <b>c</b> - Travel agencies, tour operators; <b>d</b> - Others (specify in comments field)		
	<input type="text"/>	<b>Information Channels:</b> <b>a</b> - Media (TV, radio, press, specialised magazine, etc.); <b>b</b> - Internet (official destination websites, tour operators and service providers websites, Online Travel Agency websites, etc.); <b>c</b> - Social networks (blogs, forums, Facebook, Google+, Twitter, Pinterest, Instagram, etc.); <b>d</b> - Leaflets and travel guides; <b>e</b> - Others (specify in comments field)		
<b>Assessing tourist experience</b>	<input type="text"/>	<b>Tourist Expectations<sup>2</sup>:</b> <b>1</b> - Performance was consistently below expectations; <b>2</b> - Performance did not consistently meet expectations; <b>3</b> - Performance consistently met expectations; <b>4</b> - Performance consistently exceed expectations; <b>5</b> - Performance far exceeded expectations		
	<input type="text"/>	<b>Loyalty<sup>3</sup>:</b> <b>1</b> - Once; <b>2</b> - twice; <b>3</b> - 3 times; <b>4</b> - 4 times; <b>5</b> - ≥ 5 times		
<b>Comments</b>				

<sup>3</sup> Specify the percentage of tourists whose expectations regarding the destination were met (based on existing surveys)

<sup>3</sup> Specify the percentage of tourists who have visited the destination on more than one occasion (based on existing surveys)

4. POTENTIAL DEMAND		
Identify tourism market segments and niches	<div></div>	<p><b>a</b> - Adventure; <b>b</b> - Accessible tourism; <b>c</b> - Agri-tourism; <b>d</b> - Ancestry; <b>e</b> - Archaeological; <b>f</b> - Architectural; <b>g</b> - Arts; <b>h</b> - Astronomical; <b>i</b> - Birdwatching; <b>j</b> - Backpacking; <b>k</b> - Cultural events; <b>l</b> - Gastronomy; <b>m</b> - Heritage; <b>n</b> - Pilgrim and religious; <b>o</b> - Rural tourism; <b>p</b> - Urban tourism; <b>q</b> - Wildlife; <b>r</b> - School tourism; <b>s</b> - Senior tourism; <b>t</b> - Meetings, Incentives, Conventions and Exhibitions tourism (MICE); <b>u</b> - Others (specify in comments field)</p>
Tourism destination benchmarking <sup>4</sup>		

Marketing competitors  
analysis<sup>5</sup>

Trend Analyses<sup>6</sup>

## Comments

<sup>4</sup> Comparative analysis of destinations offering similar tourist attractions, but in a more advanced tourism life cycle and with successful results.

<sup>5</sup> Identify the competing destinations (tourism products, promotional strategies, prices, etc.) and their radius of action, and detect the differentiating elements and opportunities, pinpoint market niches that are not covered by competing destinations, etc.

<sup>6</sup> The aim is to determine forecasts about tourists' behaviour in the short, medium and long term as regards certain tourism segments, their dynamics, etc.

## 5. ADDITIONAL COMMENTS

## 6. BIBLIOGRAPHICAL AND DOCUMENTARY REFERENCES

## 7. GRAPHICAL DOCUMENTS (photographs, graphs, etc.)

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