

TOURISM COMMUNICATION

1. NAME OF THE DESTINATION¹

Name of the destination	
Other names	
Entity responsible for managing the destination	

¹ **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

Name of the compiler		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. ENTITY DEALING WITH COMMUNICATION ISSUES

Destination Management Organization (DMO) ² or Tourist board dealing with communication issues (name, contact details and type of entity: public, private or public-private)	
DMO/Tourist board communication competences	
Other entities involved in communication issues	

Competences of each entity	
Communication Staff (number of involved people, professional qualification, language skills, etc.)	
Person interviewed and contact details	
Position of the person interviewed	
Comments	

² **Destination Management Organization (DMO):** public or public-private entity whose aim is to foster, plan and coordinate the tourism development of a destination as a whole, including communication issues. DMOs include national tourism boards, national and regional tourism offices, and convention visitor bureaus.

4. COMMUNICATION INSTRUMENTS AND PLANS

Existent management instruments	<input type="text"/>	a - Promotion and/or Communication Plan; b - Tourism Master Plan; c - Corporate Identity Manual; d - Social Networks Style Guide; e - Marketing Plan; f - Others (specify in comments field)
Drafting date, period of validity and level of implementation achieved		

Annual report		a - Yes; b - No
<p>Current Communication Plan (objectives, strategies, means, audiences, key messages, timeline, budget, etc.)</p>		
<p>Comments</p>		

5. FACILITIES AND CURRENT OFFLINE COMMUNICATION MEANS

5.1. Communication facilities

5.1.1. Tourist Information offices

Tourist Offices (TO) (name and description)	Coordinates ³	Working season ⁴	Opening hours	Institution to which it belongs ⁵
T01	GEOGRAPHICAL <div> <div> <div></div> <div></div> <div></div> <div></div> </div> <div> <div></div> <div></div> <div></div> <div></div> </div> </div> UTM (10x10) <div> <div> <div></div> <div></div> </div> <div></div> </div>			
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Others				

Functions

a - Visitor service; **b** - Information on the site attractions, lodgings, maps, and other items relevant to tourism; **c** - Demand observatory (surveys); **d** - Promotion of the tourism offer; **e** - Merchandising items; **f** - Others (specify in comments field)

Comments

³ State the geographical or UTM coordinates of the main access point.

⁴ **Working season:** **1** - Sporadically (only midweek days); **2** - Weekends and/or special days; **3** - National holidays; **4** - High season; **5** - All year round

⁵ **Responsible Institution:** **a** - Public Administration; **b** - Concession-holder; **c** - Private enterprise; **d** - Others (specify in comments field)

5.1.2. Interactive kiosk

Comments (approximate number, preferred location, working period, etc.)

5.1.3. Temporary facilities (information stands, cornershops, etc.) and outdoor advertising structures (hoardings, signage, displays, etc.)

Comments (approximate number, preferred location, working period, etc.)

5.2. Offline communication means

5.2.1. Written advertising media

Written media

a - Daily newspapers; **b** - Articles; **c** - Comments in specialised magazines; **d** - Newsletters; **e** - Own magazine; **f** - Press releases; **g** - Others (specify in comments field)

Comments (number of insertions per week, regularity, name, quality and scope of the publication, languages used, etc.)

5.2.2. Audio-visual advertising media

Audio-visual media

a - Radio (radio slots, infomercials, direct advertising, sponsorship, bartering, etc.); **b** - Television (documentaries, game shows, reality shows, advertising slots, movies and series, etc.); **c** - Promotional videos; **d** - Video mapping; **e** - Others (specify in comments field)

Comments (number of insertions per week, regularity, name, quality and scope of the channel, languages used, etc.)

5.2.3. Printed supports

Printed supports

a - Leaflets; **b** - Brochures; **c** - Collections; **d** - Maps; **e** - Calendars of events; **f** - Posters; **g** - Catalogues; **h** - Banners; **i** - Others (specify in comments field)

Comments (regularity, quality and scope, languages used, etc.)

6. CURRENT ONLINE COMMUNICATION MEANS

6.1. Official Website

URL and date of latest update

Web contents	<input type="text"/>	a - Description of the attractions (What to visit?); b - Schedule of tourism activities and products (What to do?); c - Links to service providers (Where to eat and/or sleep?); d - Facilities; e - Accessibility to the destination (How to get here?); f - Useful information for visitors; g - Institutional information; h - Contact information; i - Online printed formats; j - Others (specify in comments field)
Web positioning (SEO) ⁶ (ranking in search engines)	<input type="text"/>	1 - After 10 th place; 2 - From 10 th to 7 th place; 3 - From 6 th to 4 th place; 4 - 3 rd or 2 nd place; 5 - First place
Comments		
⁶ SEO: Search Engine Optimisation. It is a set of strategies and techniques used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (Google, Bing, Yahoo, etc.)		
6.2. Social Networks and blogs		
Twitter	User name:	
	No. Followers:	
	No. Following:	
	Frequency:	
	Main-related topics covered:	
Facebook	User name (<i>fan page</i>):	
	No. Followers:	
	No. Following:	
	Frequency:	
	Main related topics covered:	
YouTube	YouTube Channel:	
	No. of videos:	
	No. Followers:	
	Frequency:	
	Main related-topics covered:	

Instagram	User name:	
	No. Followers:	
	No. Following:	
	Frequency:	
	Main related-topics covered:	
Others	<input type="text"/>	a - Photos (Flickr, etc.); b - Videos (Vimeo, Vime, etc.); c - Documents (Slidshare, Issuu, Scribd, etc.); d - Social Bookmarkers (Delicious, etc.); e - Contact networks (Telegram, WhatsApp, Google+, Snapchat, etc.); f - Professional (Linkedin, Xing, etc.); g - Microblogging (Tumblr, etc.); h - Others (specify in comments field)
Comments (contents, regularity, quality, scope, languages used, etc.)		
Blog	Name:	
	No. Followers:	
	Frequency:	
	Main related-topics covered:	
Comments (contents, regularity, quality, scope, languages used, etc.)		

7. OTHER PROMOTIONAL ACTIONS

Catching, positioning and/or loyalty actions	<input type="text"/>	<p>a - Trade Fairs; b - Shows and/or exhibitions (artistic, show cooking, fashion week, etc.); c - Artistic, cultural, sports events, etc. (film festival, shows, theatre festival, concerts, etc.); d - Familiarisation trips or <i>Famtrips</i> (press-trips, tour operators-trips, Blog-trips); e - Promotional visits and workshops; f - Samples and/or gastronomic tastings; g - Seminars, conferences and congresses (scientific, commercial, etc.); h - Competitions and/or prizes; i - Discounts (offers, gifts, coupons, etc.); j - Street marketing; k - Others (specify in comments field)</p>
Comments		

8. BRAND IMAGE

Naming (specify whether there is more than one brand name)		
Tangible attributes (name, logo, corporate colours, contents, design, etc.) and intangible attributes (values)		
Supports	<input type="text"/>	<p>a - Signage; b - Uniforms; c - Facilities; d - Promotional supports; e - Corporate documents; f - Printed materials; g - Others (specify in comments field)</p>
Brand logo	<p style="text-align: center;">Insert image</p>	

9. ADDITIONAL COMMENTS

10. BIBLIOGRAPHICAL AND DOCUMENTARY REFERENCES

11. GRAPHICAL DOCUMENTS (photographs, maps, leaflets, brand, logos, etc.)

Insert image

Insert image

Insert image

Insert image

Insert image

Insert image