

DMC SURVEY EXCOVER PROJECT

Excover is an European funded project which has the aim to enhance small local destinations not very well known by the wider public. Delta 2000 has chosen Ostellato, Alfonsine and the Po delta Area as destinations to be promoted and has been working with local communities to discover the hidden heritage, both tangible and intangible, of the destinations. If you are interest in including EXCOVER products and packages in your catalogue and in promoting them, please fill out the questionnaire. You will be part of a wider planning of marketing activities soon to be defined.

***Campo obbligatorio**

1. Email *

EXCOVER - EXPERIENCE, DISCOVER & VALORISE HIDDEN TREASURE TOWNS AND SITES OF THE ADRIATIC AREA.



2. Name of your Company *

3. Where is your company located? *

4. In which year was your company established? *

5. How many people are employed in your company?

Contrassegna solo un ovale.

1-5

6-10

11-20

+21

6. In which of the following industries do you classify your company? *

Seleziona tutte le voci applicabili.

Travel Agency

Tour Operator

Destination Management company

Altro: _____

7. Which is the primary activity of your company? *

Contrassegna solo un ovale.

Inbound - Taking visitors to the destination *Passa alla domanda 8.*

Outbound - taking residents outside the destination *Passa alla domanda 18.*

Inbound and Outbound *Passa alla domanda 8.*

Passa alla domanda 8.

INBOUND

If you are an inbound travel agency or tour operator, interested in promoting Excover packages, please answer to the following questions.

8. Which of the following statements best describe your organisation?

Contrassegna solo un ovale.

- Our organisation promotes the destination as a 'stand alone' destination
- Our organisation promotes the destination as part of a wider package/itinerary
- Our organisation tends not to promote the destination as a destination/place to visit
- Altro: _____

9. Approximately how many visitors/customers did your organisation serve in the last 12 months ? *

Contrassegna solo un ovale.

- 0-500
- 501-1000
- 1001-2000
- +2001

10. Where do your visitors mainly come from? *

Seleziona tutte le voci applicabili.

- Italy
- Europe
- Worldwide

11. Which type of tourist segment do you serve? *

Seleziona tutte le voci applicabili.

- Sun and sand Tourism
- Cultural Tourism
- Wildlife Tourism
- Active Tourism
- Ecotourism
- School Trip Tourism
- No specific target

Altro: _____

12. Does your company offer tourism experiences? *

Contrassegna solo un ovale.

- Yes
- No
- Altro: _____

13. Do you involve local community and residents to create your packages? *

Contrassegna solo un ovale.

- Yes
- No
- Altro: _____

14. Are you part of local tourism network that involves different tourism suppliers? *

Contrassegna solo un ovale.

- Yes
- No
- Altro: _____

15. Which marketing and sales tactics do you put in place to attract new customers and grow your business?

Seleziona tutte le voci applicabili.

- Tour operator partnerships
- Google Adwords advertising
- Travel trade shows
- Email marketing
- Social Media Advertising
- Content marketing
- Printed catalogues
- Other traditional communication and promotional tools

Altro: _____

16. Is your company engaged in implementing sustainable initiatives?

Seleziona tutte le voci applicabili.

- We are involved in increasing awareness on sustainable tourism in our customers
- We consult local stakeholders and local associations
- We think residents can influence the success of tourism in a destination
- We involve residents who can give tourists an unforgettable experience of welcome

Altro: _____

17. Are you interested in promoting EXCOVER packages, while being part a greater communication program?

Contrassegna solo un ovale.

- Yes
- No
- Maybe

Thank
you for
your time

We would like to thank you for your time and cooperation. We will get in contact with you shortly to exchange ideas about the promotion of EXCOVER packages.

**OUTBOUND**

If you are an outbound travel agency or outbound tour operator and you are interested in promoting and selling the destination where you are located, please answer to the following questions.

18. Do you have a deep knowledge of the area where you live and work, its attractions and the main tourist services and resources?

Contrassegna solo un ovale.

Yes

No

19. Which marketing and sales tactics do you put in place to attract new customers and grow your business?

Seleziona tutte le voci applicabili.

- Tour operator partnerships
- Google Adwords advertising
- Travel trade shows
- Email marketing
- Social Media Advertising
- Content marketing
- Printed catalogues
- Other traditional communication and promotional tools

Altro: _____

20. Will you be interested to take part to a training program to promote EXCOVER packages to tourists and visitors?

Contrassegna solo un ovale.

- Yes
- No
- Maybe

Thank
you for
your
time

We would like to thank you for your time and cooperation. We will get in contact with you shortly to plan a short training program and to exchange ideas about the promotion of EXCOVER packages.



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EXPERIENCE, DISCOVER & VALORISE HIDDEN TREASURE TOWNS AND SITES OF THE ADRIATIC AREA

WP5.2

Act. 5.2 ESTABLISHMENT OF DESTINATION MANAGEMENT COMPANIES

D.5.2.2: 10 DMCs established (at least 1 for each territory/area involved)

DMCs SURVEY EVALUATION



DMC SURVEY EVALUATION

SURVEY EVALUATION TO SELECT DMCs THAT WILL PROMOTE EXCOVER PACKAGES

For the selection of one or more local DMCs that will have the task of promoting the EXCOVER packages, a quantitative research methodology in the form of an online survey has been created to address the research objectives. The Google Survey will be submitted with a mixed method approach - online survey and telephone/email follow up – and has to be delivered to:

1. the local DMCs, inbound travel agencies and inbound tour operators identified in the TOURISM SUPPLY CHAIN quantitative mapping under item “EXCURSIONS AND TOURS” - **Category:** Local travel agencies and tour operators - Local DMC* - Local DMO**
2. DMCs, inbound travel agencies and inbound tour operators located near the destination that promote the territory at a regional level.
3. Local outbound travel agencies and tour interested in promoting and selling the destination where they are located.

Once you have collected the responses to the survey, in order to SELECT the most suitable local organization/s that will promote EXCOVER products, please fill in the evaluation scheme. Please copy the scheme for the number of DMCs to evaluate.

WHAT IF I DON'T IDENTIFY A DMC IN MY DESTINATION?

If your territory or destination does not have DMCs, inbound travel agencies and inbound tour operators, you will have to **promote the creation of one**. According to the Italian legislation, to sell travel services you must possess a license and fulfil certain requirements. We suggest to start with local outbound travel agencies located in your area as travel agents have full knowledge of tourist products – destinations, modes of travel, accommodation, and other areas of the service sector.

A destination training for travel agents will be requested in order to help travel trade obtain a better understanding of the Territory and sell the destination with confidence. The training could include:

1. **Destination training** to provide essential knowledge to understand the territory as well as help the travel agent to create the kinds of experiences related to Excover products. It can be a webinar, a seminar or downloadable PDF and videos.
2. FAM Trips for outbound travel to experience what the destination has to offer first-hand and to increase their product knowledge about a destination so they can better sell it to tourists.

Work Package	WP5.2 ESTABLISHMENT OF DESTINATION MANAGEMENT COMPANIES		
Deliverables	D.5.2.2: 10 DMCs established		
Deliverable name	Framework scheme/model of DMCS evaluation and selection		
Document History	Version	Issue Date	Distribution
	V1	14.02.2022	partners
Partner (name and number)			
Main editor/s			
E-Mail contact for further information			

Name of the DMC TOUR OPERATOR TRAVEL AGENCY	
1) Which of the following statements best describe your organization?	
<i>Score given for each answer:</i>	
a – 1	
b – 1	
c – 0	
d – to be evaluated based on response (1)	
a) Our organization promotes the destination as a 'stand-alone' destination	
b) Our organization promotes the destination as part of a wider package/itinerary	
c) Our organization tends not to promote the destination as a destination/place to visit	
d) Other	
Total	
2) Does your company offer tourism experiences?	
<i>Score given for each answer:</i>	
a – 1	
b – 0	
c – to be evaluated based on response (1)	
a) Yes	
b) No	
c) Other	
Total	
3) Do you involve local community and residents to create your packages?	

<i>Score given for each answer:</i>	
a – 2	
b – 0	
c – to be evaluated based on response (1)	
a) Yes	
b) No	
c) Other	
Total	
4) Are you part of local tourism network that involves different tourism suppliers?	
<i>Score given for each answer:</i>	
a – 1	
b – 0	
c – to be evaluated based on response (1)	
a) Yes	
b) No	
c) Other	
Total	
5) Which marketing and sales tactics do you put in place to attract new customers and grow your business?	
<i>Score given for each answer:</i>	
1 point for each response	
Tour operator partnerships	
Google AdWords advertising	
Travel trade shows	
Email marketing	
Social Media Advertising	
Content marketing	
Printed catalogues	
Other traditional communication and promotional tools	
Other	
Total	
6) Is your company engaged in implementing sustainable initiatives?	
<i>Score given for each answer:</i>	
1 point for each response	
We are involved in increasing awareness on sustainable tourism in our customers	
We consult local stakeholders and local associations	

We think residents can influence the success of tourism in a destination	
We involve residents who can give tourists an unforgettable experience of welcome	
Other	
Total	
TOTAL SCORE	