RESEARCH PILOT PROJECT ON TERME ABANO, MONTEGROTTO AND COLLI EUGANEI DESTINATION
#DESTINATION PERSONALITY

2019

Interreg Italy - Croatia
BLUTOURSYSTEM
European Regional Development Fund

EUROPEAN UNION

Veneto
The Land of Venice

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One of the main Blutoursystem objectvie has been understanding how to supporto a change in the learning and decisional approach, considering a Human center method that aims to make systems usable and useful by focusing on the users, their needs and requirements and than design future scenarios taking them into account, respecting and taking into consideration Quadruple Helix inputs (not only by government, business and academia but also by civil society).

This report aims to explain a pilot initiative tested in a pilot area "Euganean Spa and Hills" in Veneto Region. The pilot action is based on a "Human Centered" approach, considering the personality of tourists and destinations to analyse the perceived identity and support decision making. Methodology, development and conclusions can become a useful tool for replicating or drawing inspiration from the action.

#DESTINATIONPERSONALITY
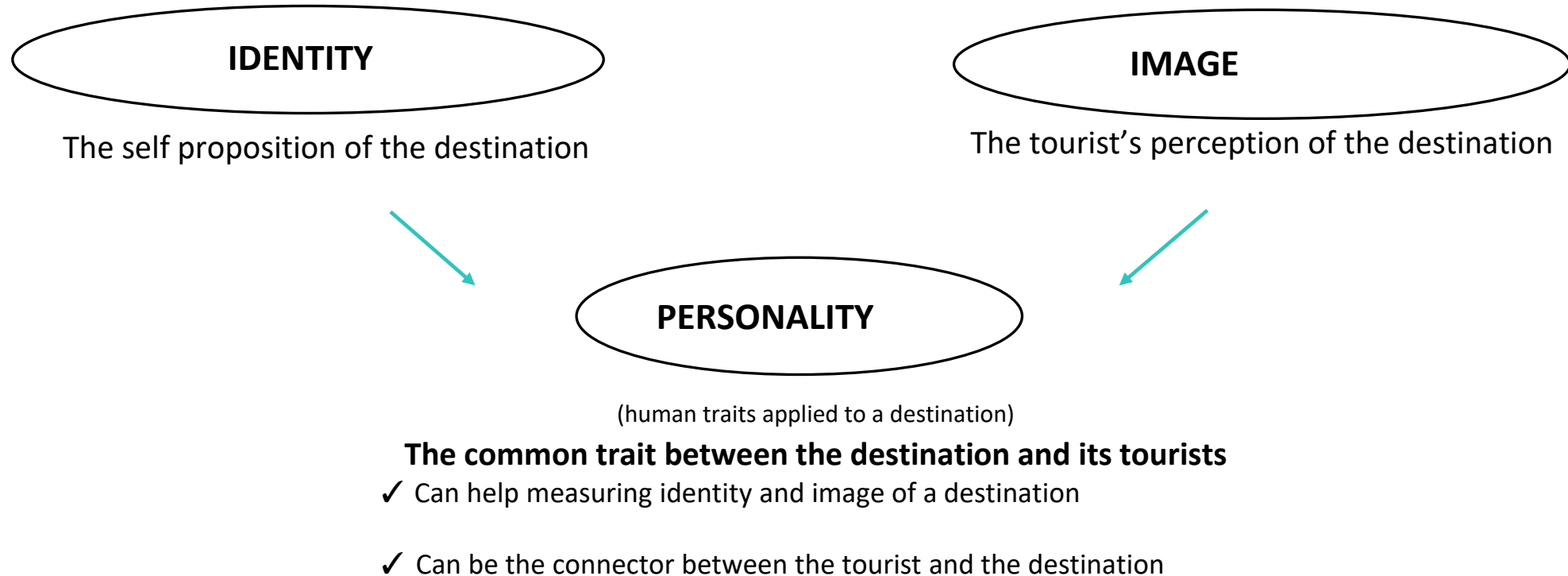
GUIDE FOR THE DOCUMENT

INTRODUCTION OF THE DESTINATION PERSONALITY RESEARCH METHODOLOGY

INTRODUCTION OF THE RESEARCH PROJECT OGD - TERME ABANO, MONTEGROTTO AND COLLI EUGANEI

SUMMARY OF THE MAIN ELEMENTS EMERGED FROM INTERVIEWS TO TOURISTS (WITH AND WITHOUT EXPERIENCE IN THE DESTINATION) AND RESIDENTS (PRIVATE AND OPERATORS)

What is #DestinationPersonality

Personality can help optimizing the connection between identity and image:

IDENTITY

The self proposition of the destination

IMAGE

The tourist's perception of the destination

PERSONALITY

(human traits applied to a destination)

The common trait between the destination and its tourists

✓ Can help measuring identity and image of a destination

✓ Can be the connector between the tourist and the destination

Our research measures the **personality of a destination** and **tourists' personalities**. Matching this two parts, it is possible to discover how strong is the **emotional connection** between the visitors and the destination, and elaborate actions to improve this connection.

Numerous studies confirm that…

Good visitor experience
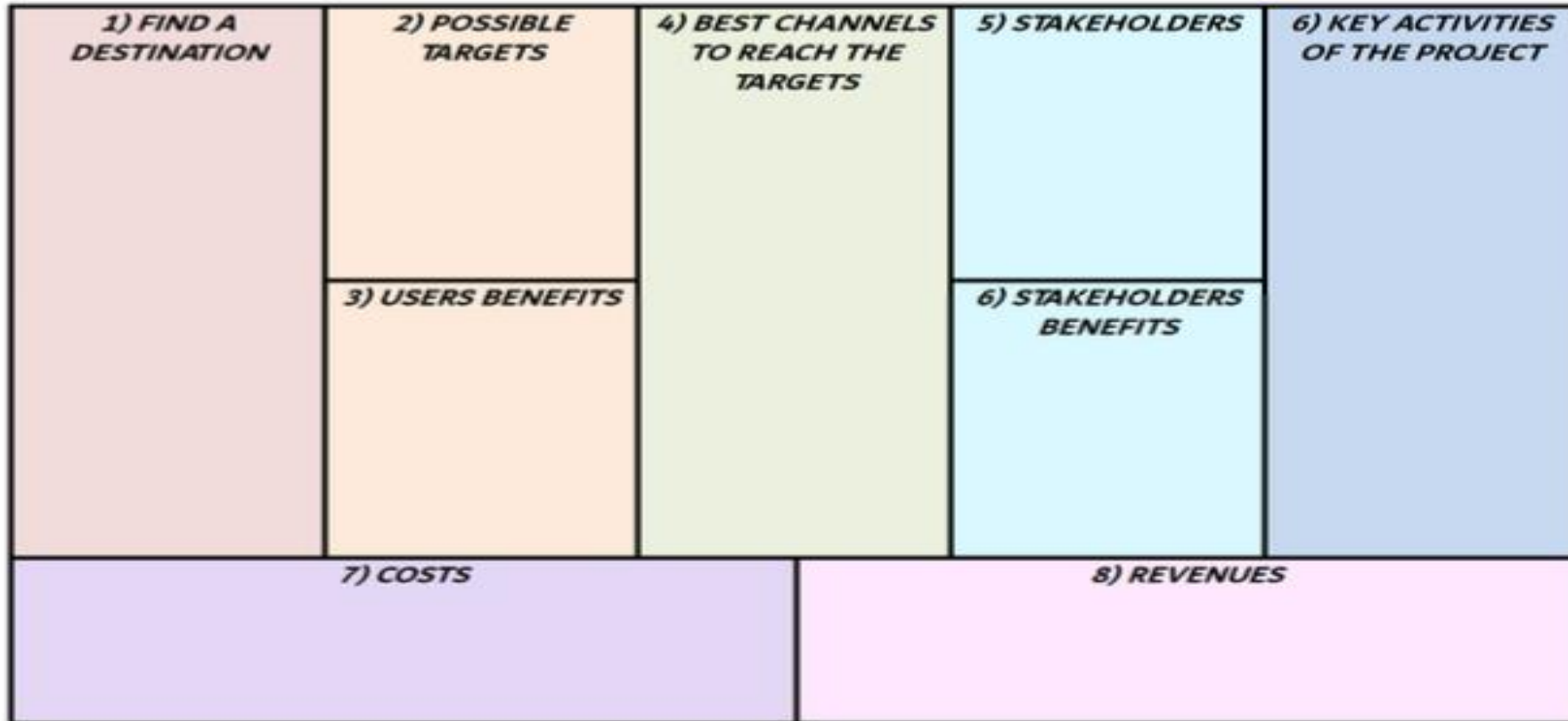
means

Satisfaction

means

Revisiting intention + promoting behaviour

How to start a #DestinationPersonality project

Inspired to Business model Canvas, DP canvas provide a framework for sketching a research project with our approach:

#DestinationPersonality Canvas   **MySmark**

1) FIND A DESTINATION	2) POSSIBLE TARGETS	4) BEST CHANNELS TO REACH THE TARGETS	5) STAKEHOLDERS	6) KEY ACTIVITIES OF THE PROJECT
	3) USERS BENEFITS		6) STAKEHOLDERS BENEFITS	
7) COSTS			8) REVENUES	

1. **FIND A DESTINATION:** Your hometown, a place you like, an event

2. **POSSIBLE TARGETS:** A general public, a specific category, tourists in a place, residents in a place, participants to an event…

3. **USERS BENEFITS:** Direct benefits (incentives or coupons) or medium term benfits related to the research

4. **BEST CHANNELS TO REACH THE TARGET:** onsite, online…

5. **STAKEHOLDERS:** Third parties interested/taking advantage/sponsoring the research

6. **STAKEHOLDERS BENEFITS:** University thesis/academic studies, data and trends useful for companies or institutions

7. **KEY ACTIVITIES OF THE PROJECT:** Define the project, involve the stakeholders, value proposition, develop the survey/touchpoints, collect data, analyse data, develop insights report, propose actions

8. **COSTS**: potential or actual costs incurred for managing the project

9. **REVENUES:** Potential or actual revenues or returns for third parties

SET UP THE DIGITAL SURVEY:

1) PROJECT QUESTIONS

you will define these questions according to your specific case study;

2) BEHAVIOURAL MODEL QUESTIONS

these questions are about satisfaction, promotion, identification and revisiting intention related to the destination;

3)HUMAN PERSONALITY QUESTIONS

questions that identify the specific personality of a person;

4)DESTINATION PERSONALITY QUESTIONS

questions that identify the personality of the destination;

5)SOCIO DEMO QUESTIONS

personal information (e.g.: nationality, age, gender, and so on.)

- We use different touchpoints to spread out your survey:

Online, social, personal networks, mailing lists

On site (touch-point, kiosks, tablets…)

- We collect data based on your research audience/objectives.

- We analyse your data and produce a dashboard, technical report and extract the highligths of the research.

#DESTINATIONPERSONALITY PROJECT ITALY 2019

- **TERME,ABANO MONTEGROTTO E COLLI EUGANEI**
- **PROJECT PERIOD: JUNE-SEPTEMBER 2019**

DESTINATION: OGD
TERME ABANO MONTEGROTTO E COLLI EUGANEI

- **PURPOSE OF THE PROJECT**: measurement of the image and personality of the destination Terme Abano Montegrotto and Colli Euganei and of its brand, as perceived by residents and tourists, together with the detection of some aspects about travel attitudes, satisfaction and intention to revisit for tourists, satisfaction and perception of the impact of tourism for residents.
- **METHODOLOGY AND APPROACH:**
- ONSITE, subjects intercepted both locally and online via staff / lists / contacts of the OGD itself and other local actors involved in the project;
- ONLINE via PANEL, subjects recruited online via panel aggregators / focus groups from German, Italian and French language basins and residency in France, Austria, Germany, Switzerland.
- ADMINISTRATED SURVEYS * to residents and operators:
- questionnaires for tourists (in Italian, German and French) with experience or without experience of the destination;
- questionnaires for residents, both private citizens and operators in the tourism sector of the destination.
- * For ease of reading the surveys are attached to this document in pdf format.

INDEX

Descriptive analysis of the interviewed sample

1124

*Accepted questionnaires*

1362

Total questionnaires

- ❑ 51 residents operating in tourism
- ❑ 155 residents not operating in tourism
- ❑ 305 tourists with experience in the destination
- ❑ 613 tourists with no experience in the destination
- ❑ 311 collected onsite or online but via OGD lists / contacts and local actors.
- ❑ 813 collected online via panel / focus-group

LEGEND USED FOR
SAMPLE DESCRIPTION GRAPHS

❑ **tnoexp: tourists with no destination experience**

❑ **texp: tourists with experience of the destination**

❑ **res: residents of the destination**

❑ **panel: online survey respondents**

❑ **onsite: survey respondents interviewed at the destination**

❑ **bizres: business residents (operators in the tourism sector of the destination)**

❑ **femmina: female**

❑ **maschio: male**

❑ **altro: other**

Distribution of surveys by type of questionnaire (residents, resident operators, experienced tourists, inexperienced tourists), **and data bases with respect to the collection channel (onsite, online panel).**
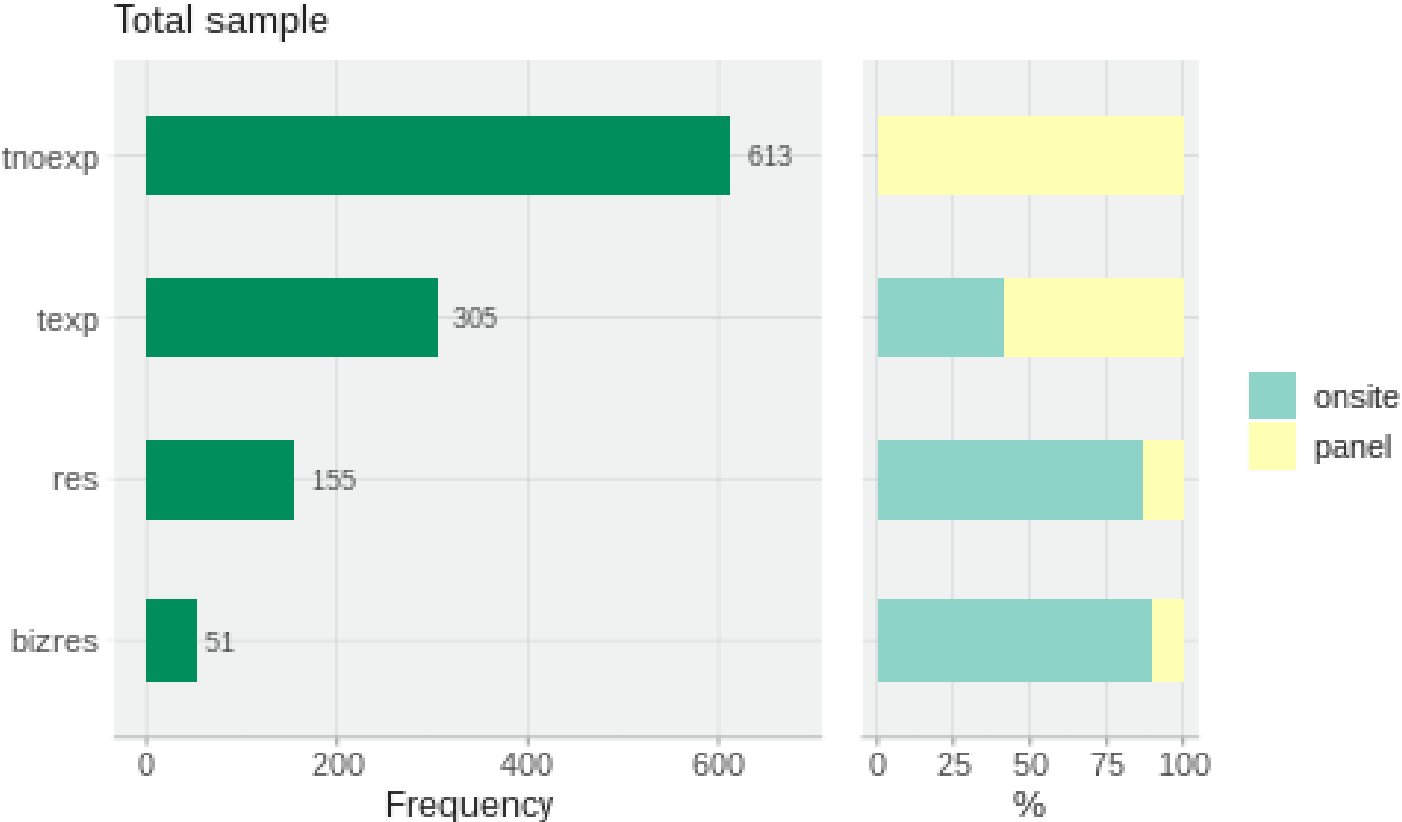
Distribution of surveys by type of questionnaire (residents, resident operators, experienced tourists, inexperienced tourists), **and data bases with respect to language (Italian, French and German).**
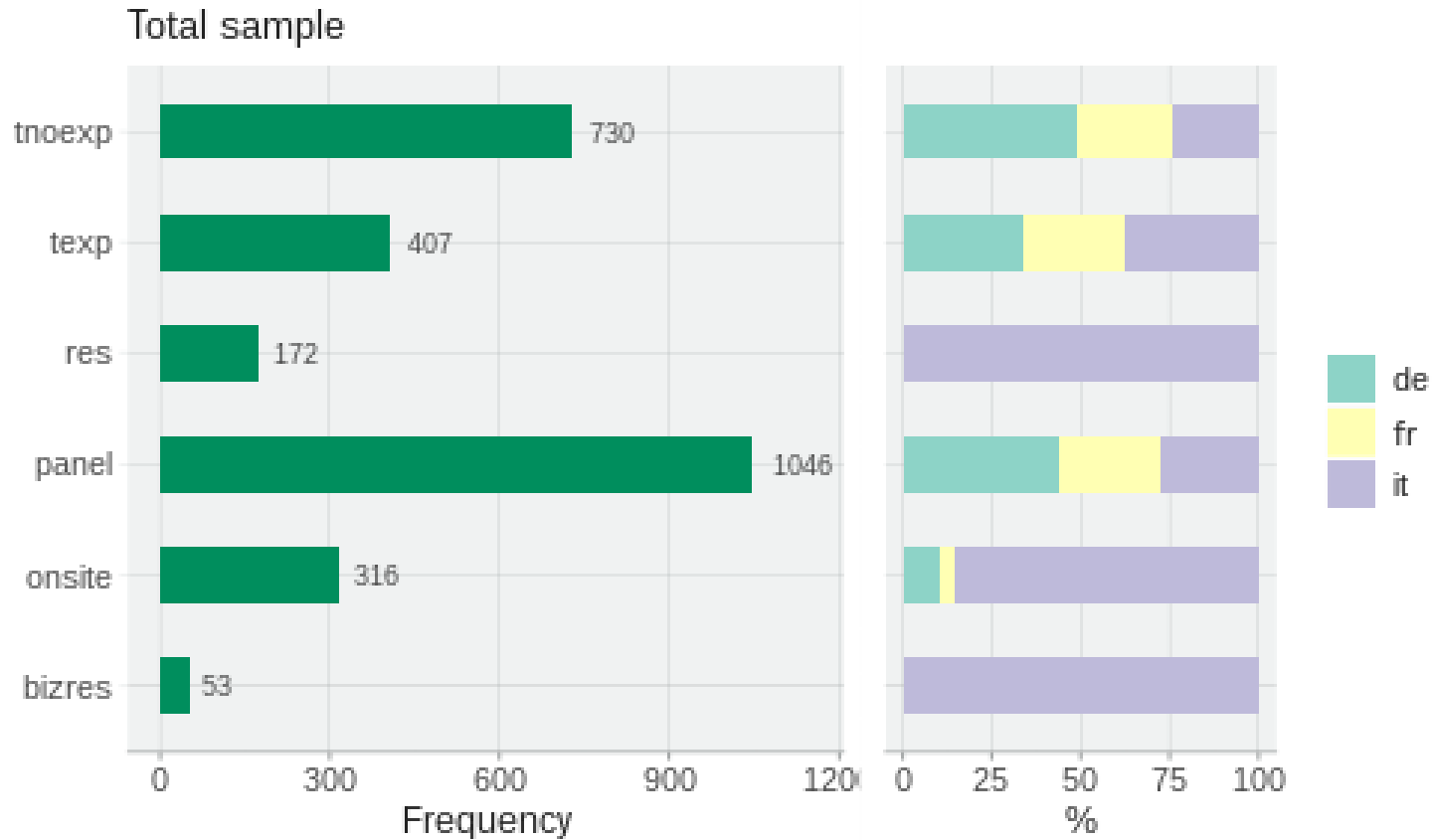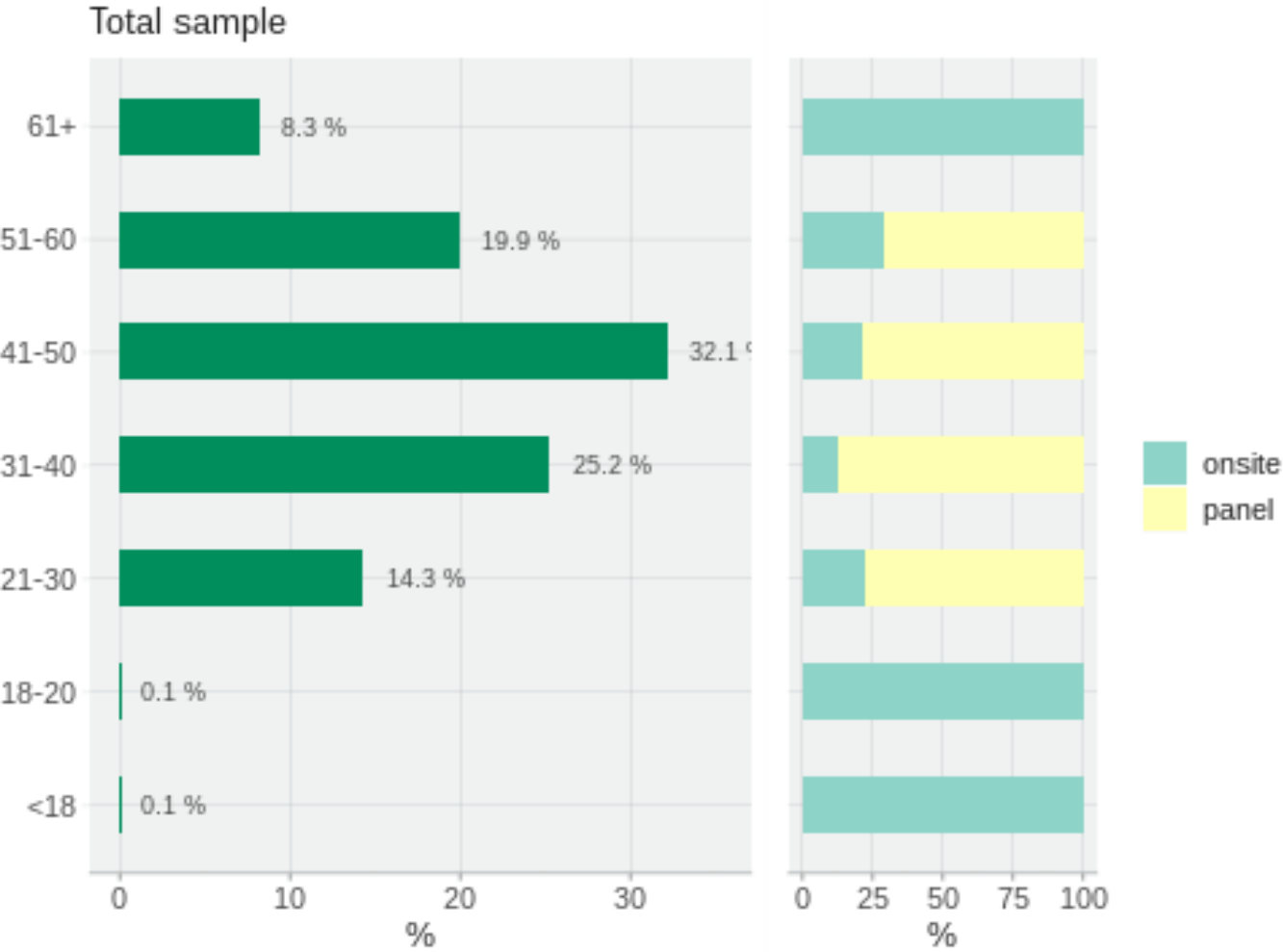
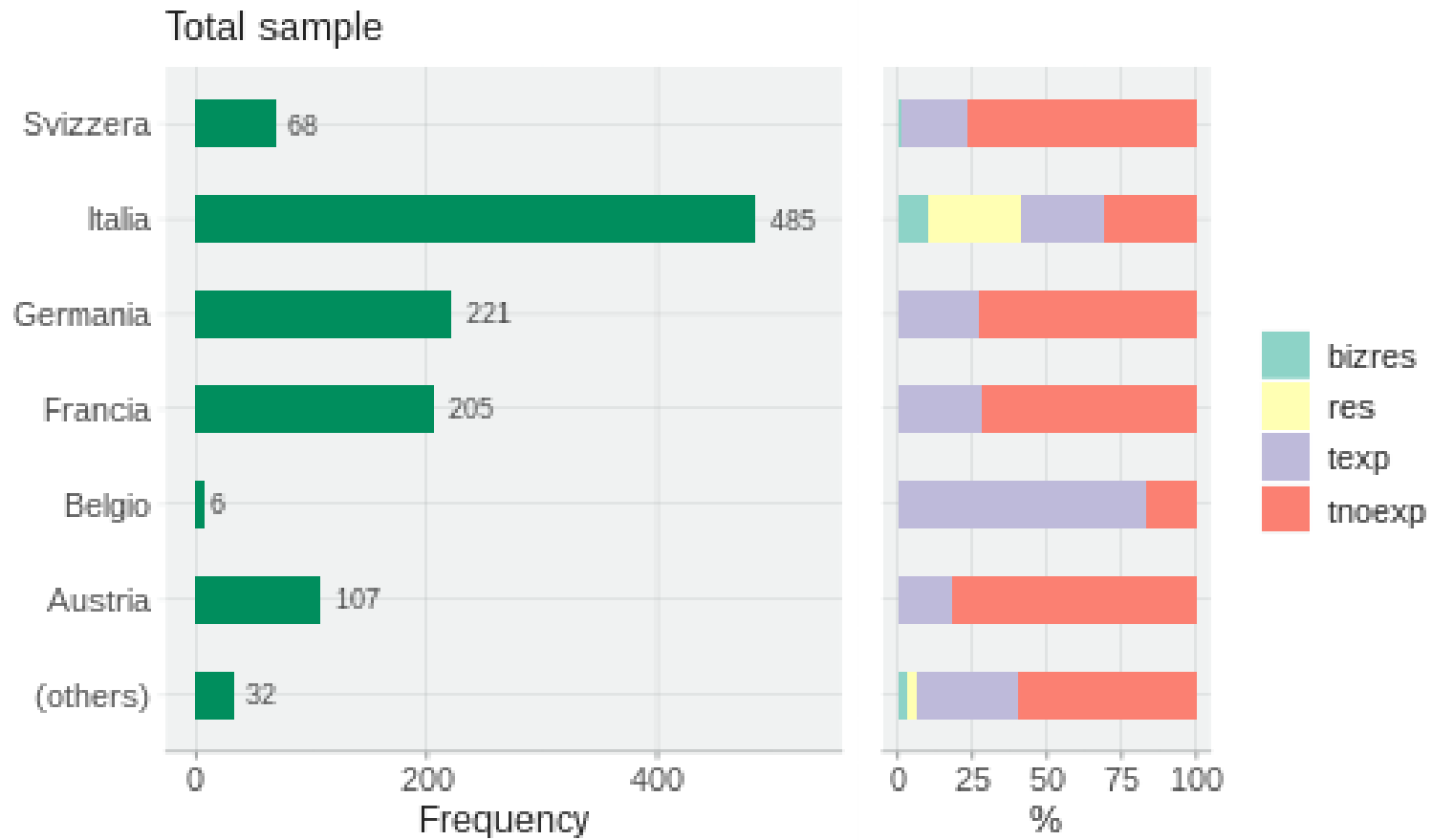# Distribution of surveys by age and gender
(female male)

Total sample
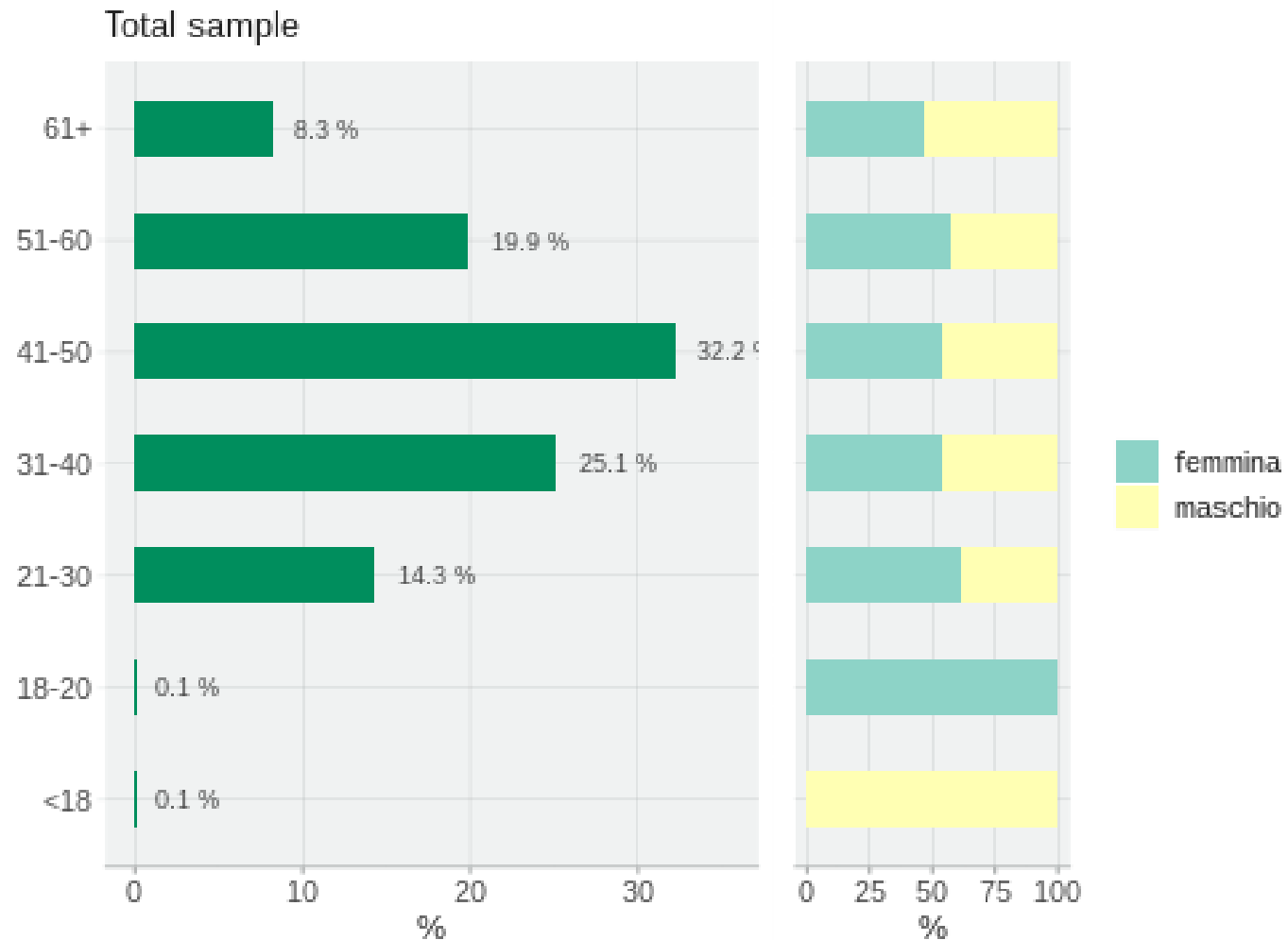
Distribution of surveys by age and type of respondent
(tourist with / without experience, private resident / business).
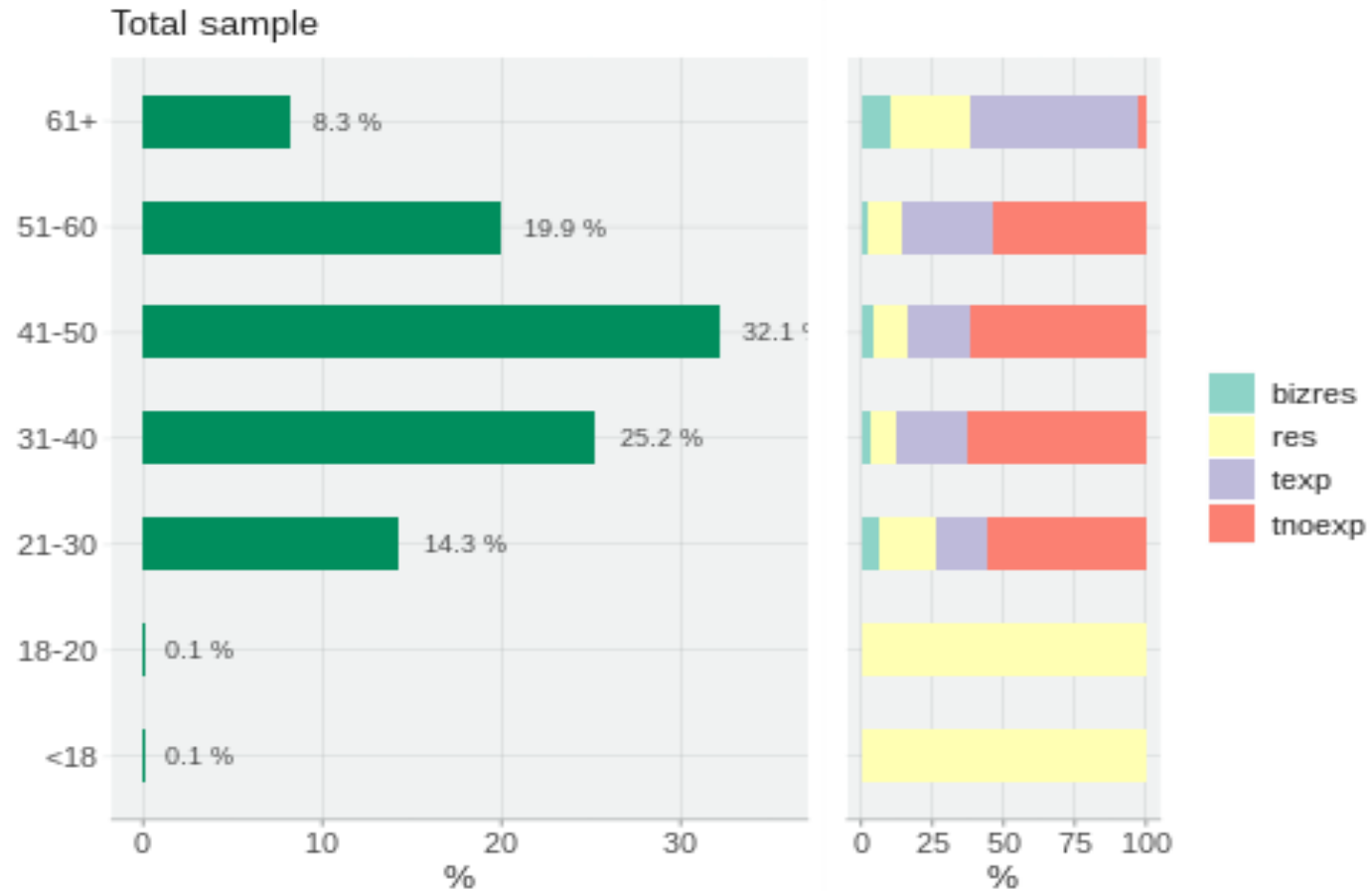
Distribution of surveys by age and type of collection channel
(onsite and online panel).

**Distribution of surveys by nationality and type of respondent.**

OTHER INFORMATION ON THE SAMPLE

- **EDUCATION:**
- 40% high school diploma, 25% three-year university degree and specialist degree.

- **OCCUPATION:**
- 66% employees, 16.5% entrepreneurs

- **MARITAL STATUS:**
- 67% married, 23% single

PERSONALITY OF THE SAMPLE

- Subjects underwent two types of personality tests:
- **1) TYPE TEST** of the Big5 5-dimensional model:
- Openness = big5_O = Mental opening
- Conscientiousness = big5_C = Conscientiousness
- Extraversion = big5_E = Extraversion
- Agreeableness = big5_A = Amicality
- Neuroticism = big5_N = Emotional instability or Neuroticism

- **2) test of projective personality shapes and colors**, with 10 proprietary icons (AAPPT: AA-Picture-Personality-Test).
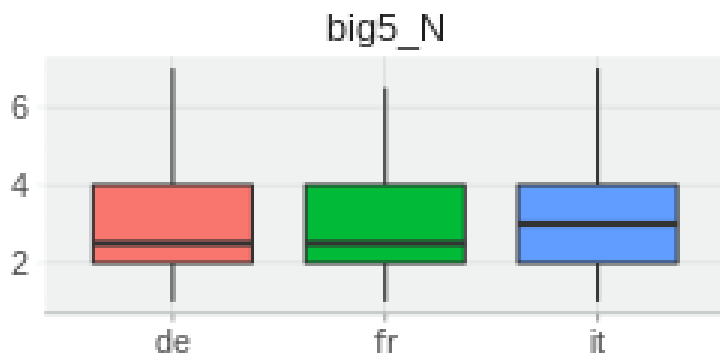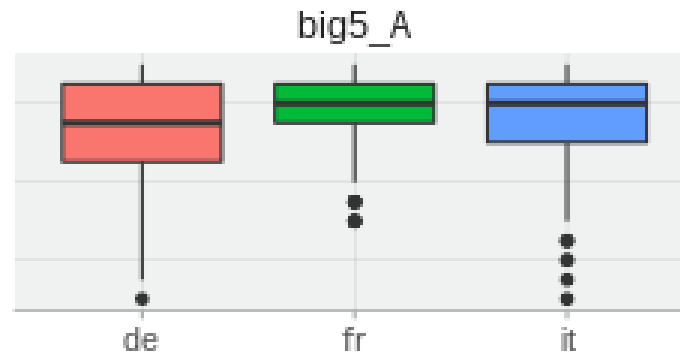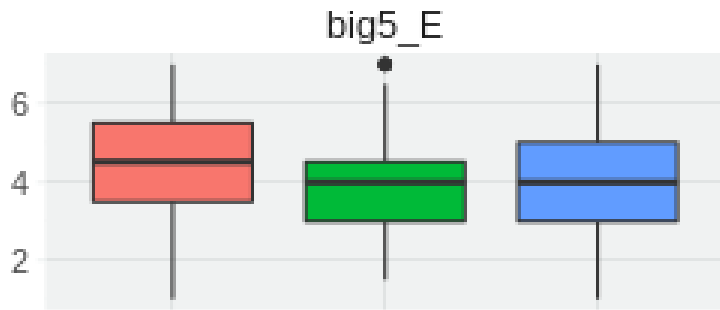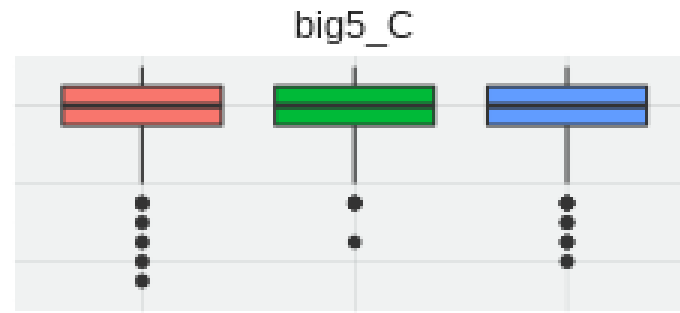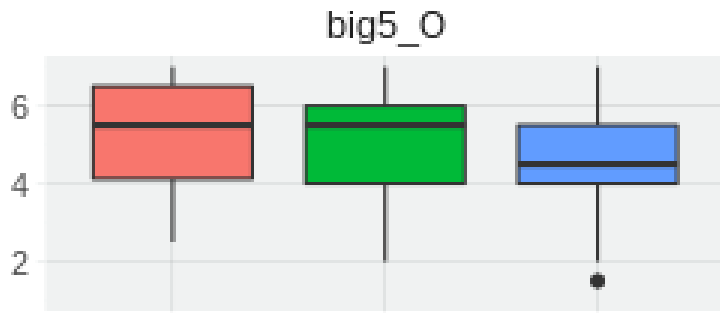
The sample is significantly less extrovert (E), neurotic (N), open (O) and more friendly (A), conscientious (C) of the general averages.

Furthermore, the gender differences appear relevant, with the deviation on neurotic (N) entirely due to the females while the males weigh a little more on the deviation on the open (O).

Boxplot, Big5 distributions by language (it, fr, de)
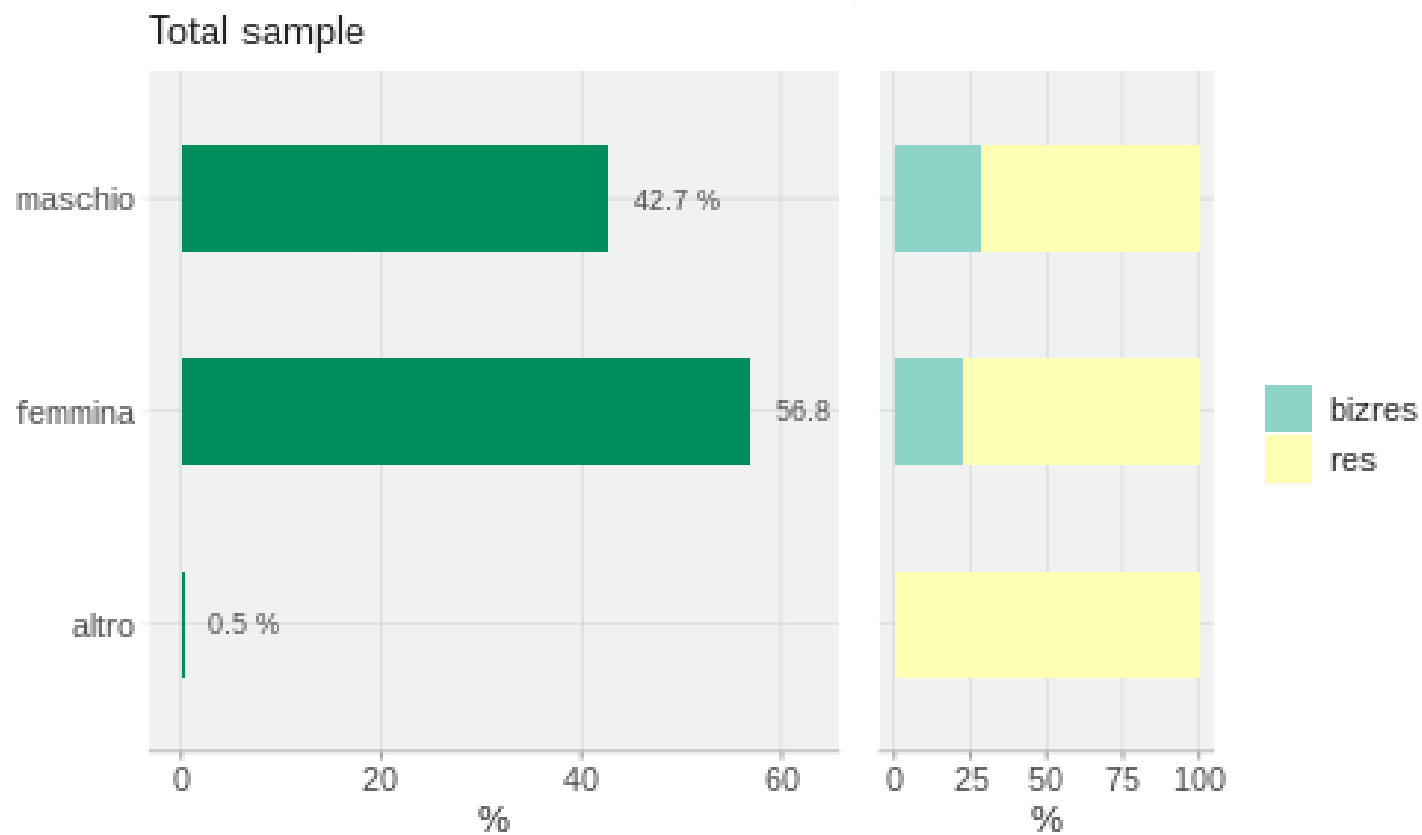
INDEX

- resident sample (private individuals and operators)

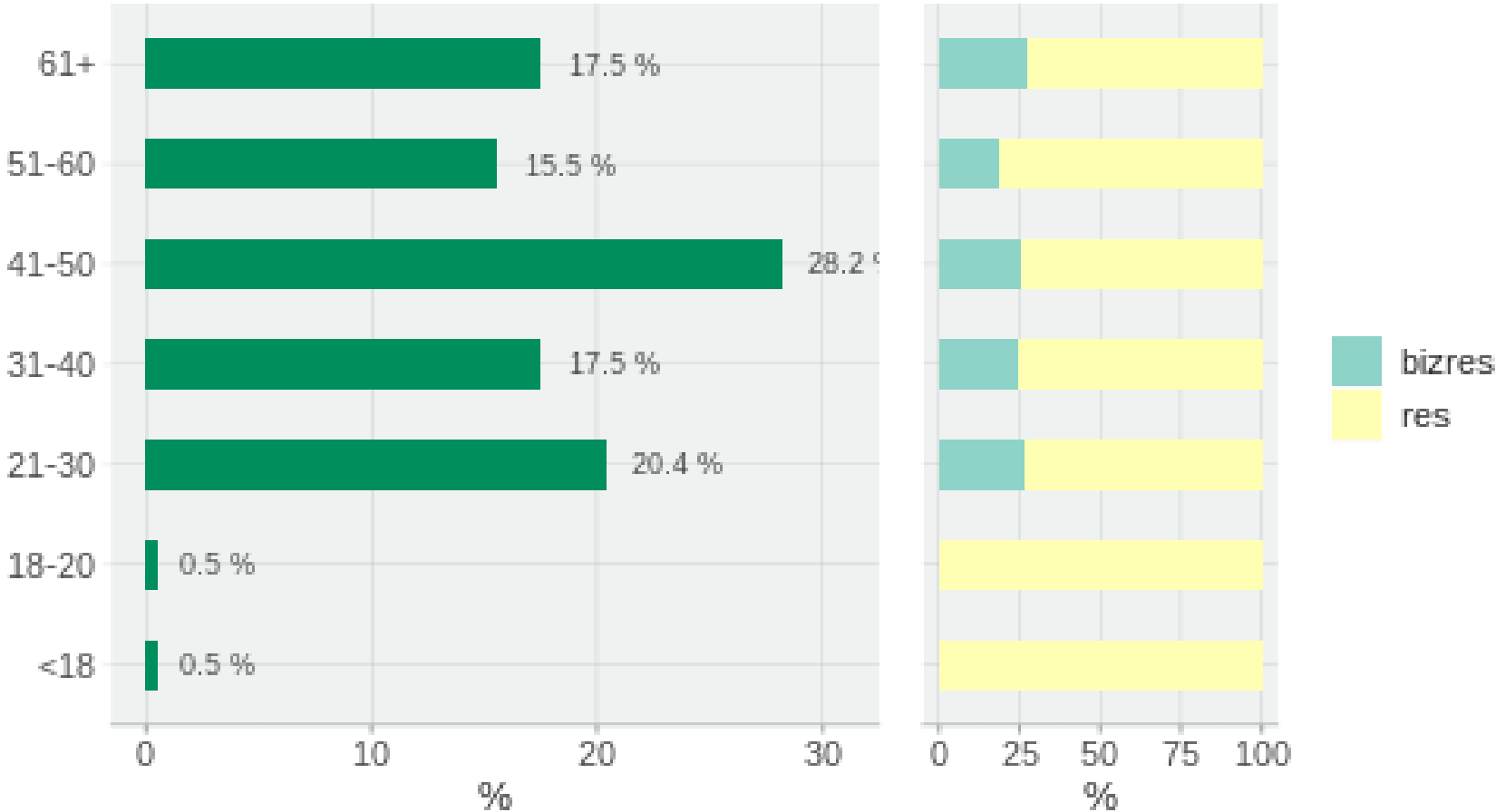**Distribution of surveys by gender and type of respondent:**
RES: private residents (75% of the sample)
BIZRES: resident operators in tourism (25% of the sample)
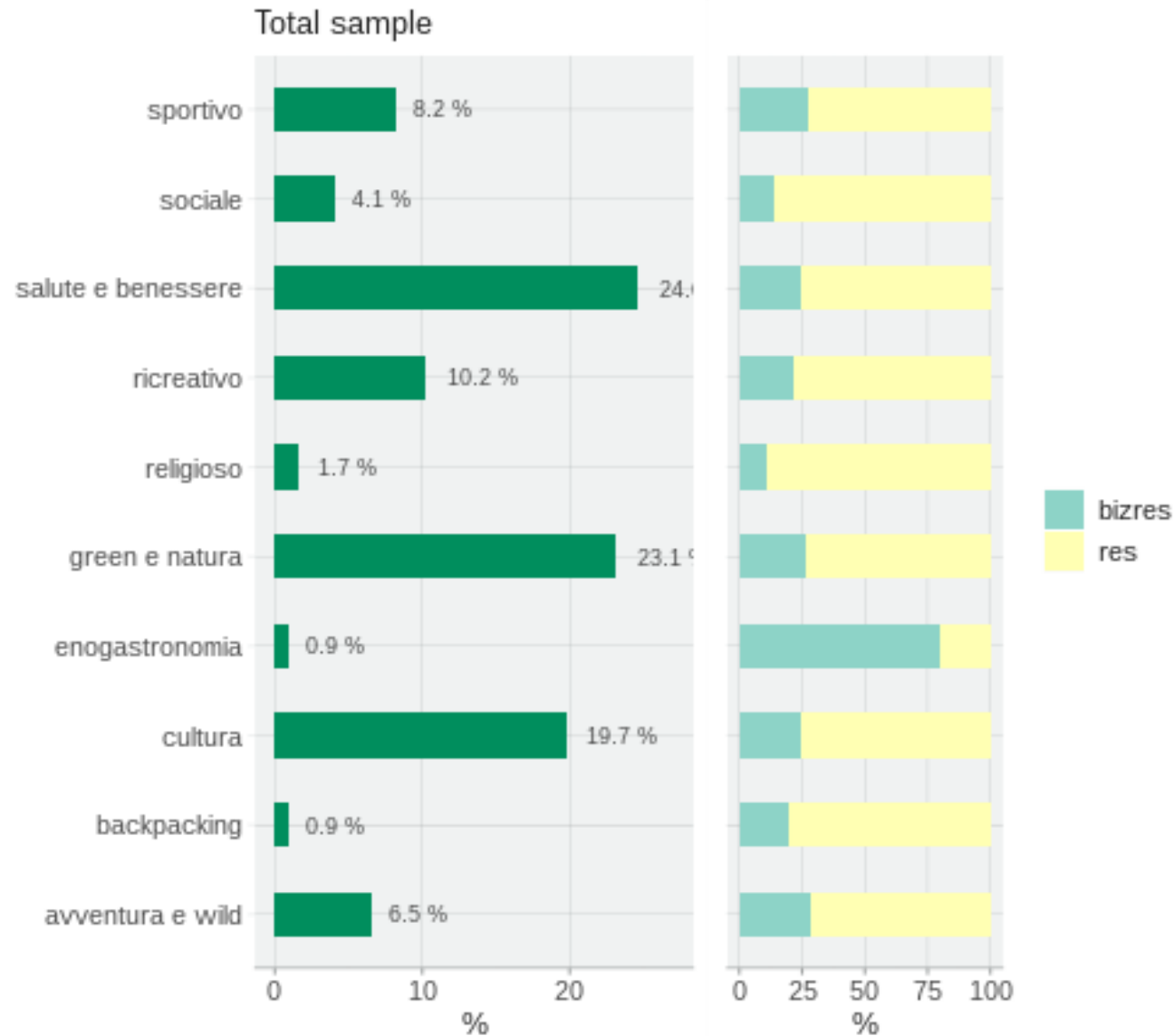
Survey distribution by age and type of respondent:

ALTRE INFORMAZIONI SUL CAMPIONE RESIDENTI

- **INSTRUCTION:**
- 52% high school diploma, 22% three-year university degree.

- **OCCUPATION:**
- 44% employees, 29% entrepreneurs / freelance professionals

- **MARITAL STATUS:**
- 68% married, 22% single

- **RESIDENCE:**
- 34% Torreglia, 14% Cinto, 9% Abano, 9% Montegrotto

WHICH OF THE FOLLOWING TOURISM EXPERIENCES DO YOU PREFER?

Total sample

sportivo	8.2 %
sociale	4.1 %
salute e benessere	24.
ricreativo	10.2 %
religioso	1.7 %
green e natura	23.1
enogastronomia	0.9 %
cultura	19.7 %
backpacking	0.9 %
avventura e wild	6.5 %

bizres
res

1. **health and wellness**
2. **green and nature**
3. **culture**

DO YOU KNOW THE SPA, THERMAL AND TOURISTIC OFFER OF THE DESTINATION TERME ABANO MONTEGROTTO COLLI EUGANEI?
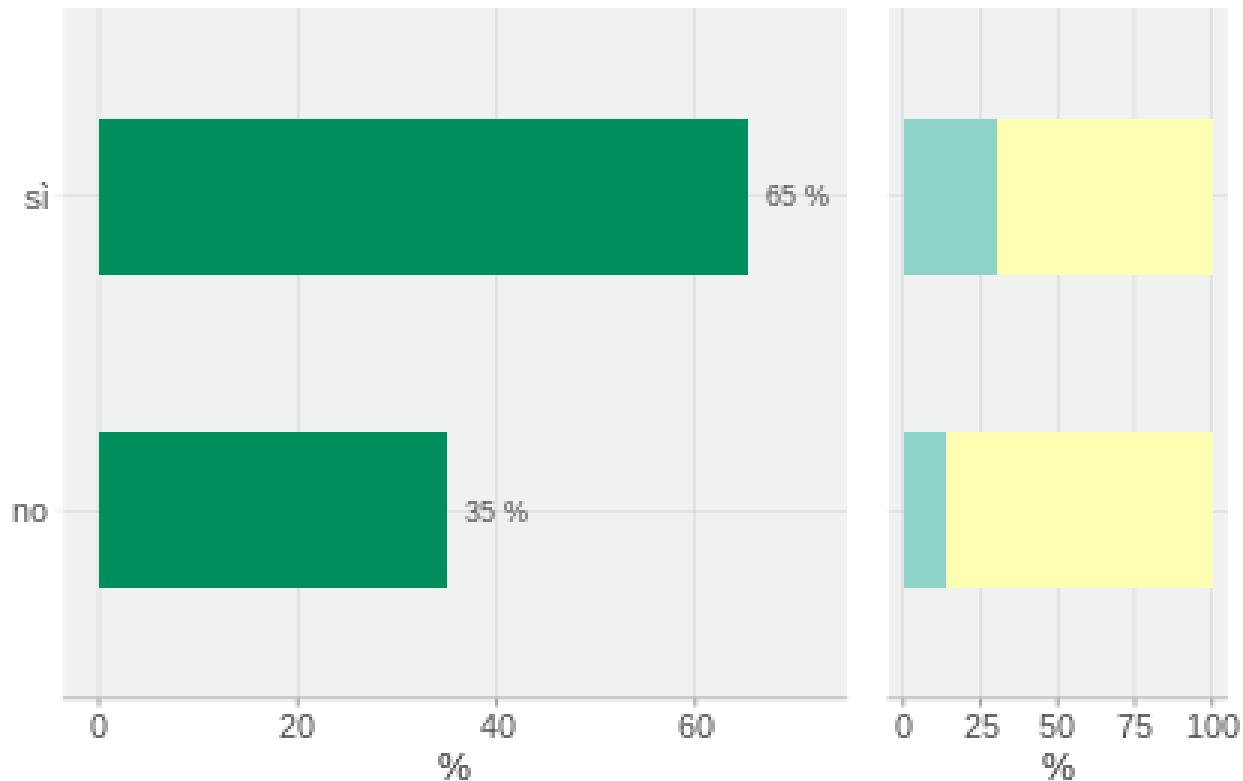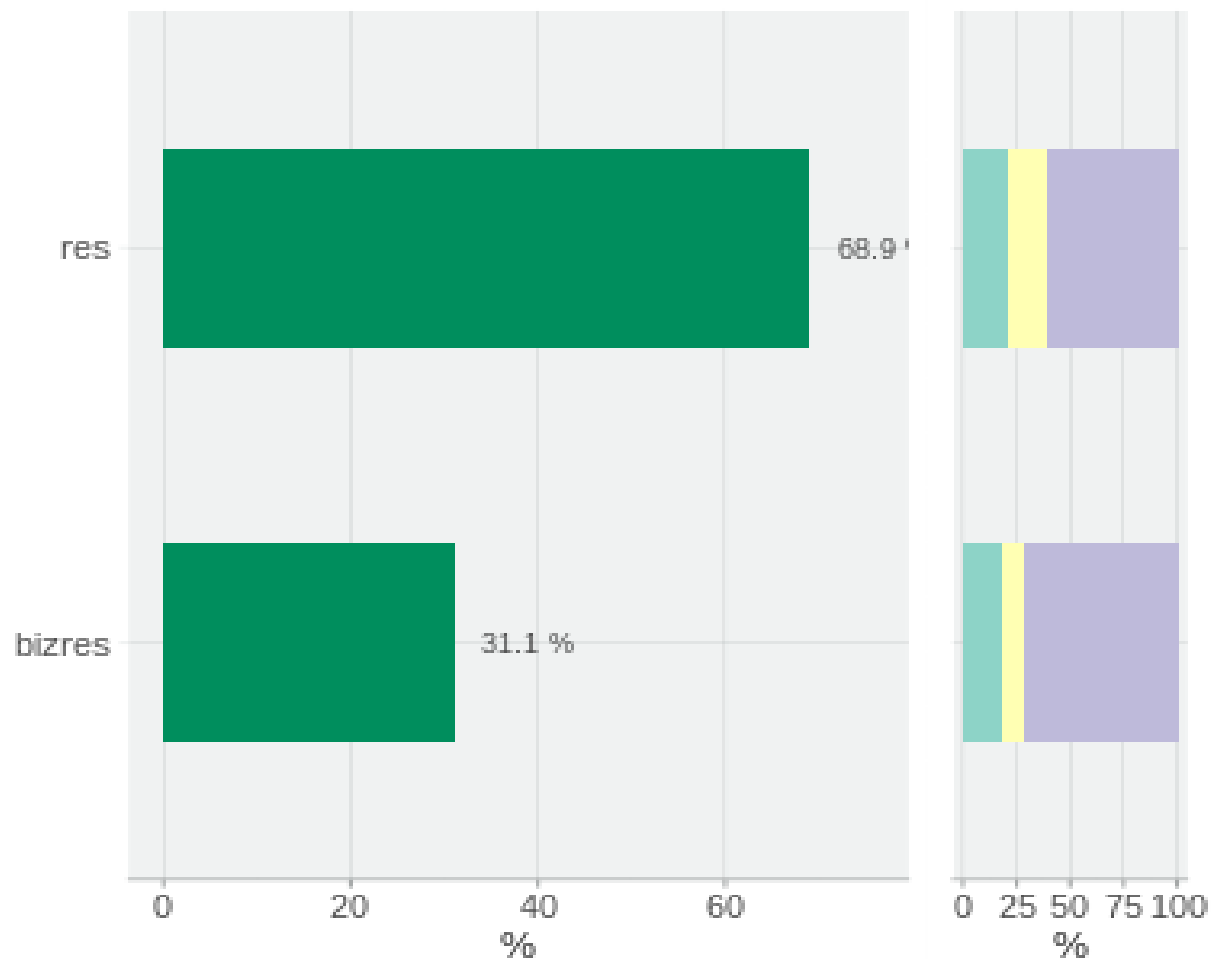

Barplot, Distribution of awareness of the offer in resident groups

si = yes
no = no

DO YOU USE THE DESTINATION OFFER OF
TERME ABANO MONTEGROTTO AND COLLI EUGANEI ?

Total sample

Barplot, Distribution of offer's use by type of user, resident groups

res — 68.9 %

bizres — 31.1 %

no
regolarmente
saltuariamente

DO YOU USE THE DESTINATION OFFER OF
TERME ABANO MONTEGROTTO AND COLLI EUGANEI ?

Total sample
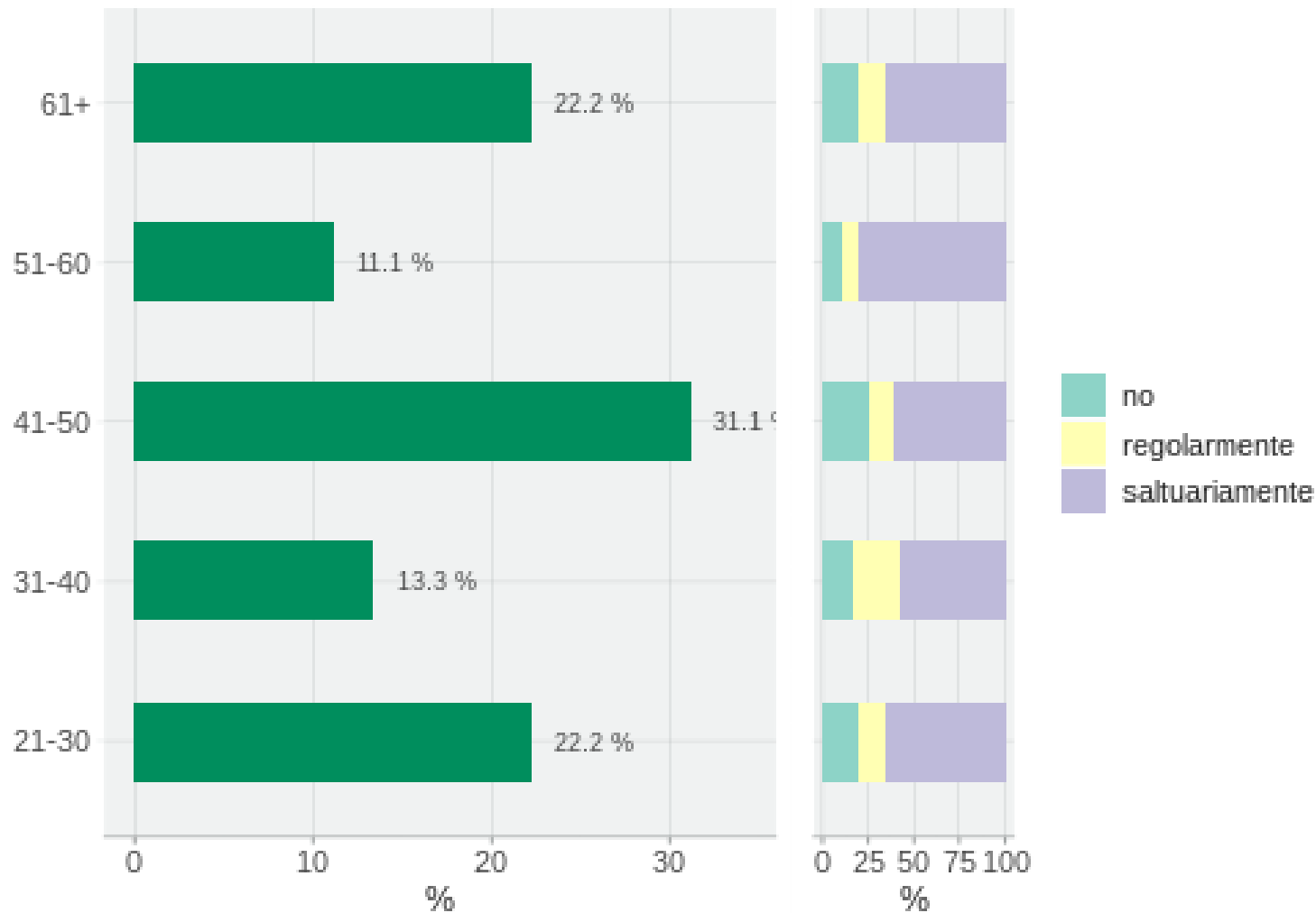
Barplot, Distribution of offer's use by age, resident groups

61+ — 22.2 %

51-60 — 11.1 %

41-50 — 31.1 %

31-40 — 13.3 %

21-30 — 22.2 %

Legend:
- no
- regolarmente
- saltuariamente

THERE IS NO STATISTICAL SIGNIFICANT DIFFERENCES IN THE ANSWERS ON THE USE OF THE DESTINATION OFFER

- 80% of the sample said to be a user of the destination's health and thermal offer.
- The "no" are found in 5 municipalities of residence, but the strong imbalance of the sample by group and residence must be taken into account.
- It is shown a higher share in the 31-40 age group for regular users of the offer, with overall prevalence of the female gender.
- **commercial opportunities emerge for operators from all respondents "no" and "occasionally" among residents. Targeted actions to promote the offer could generate new membership among residents.**
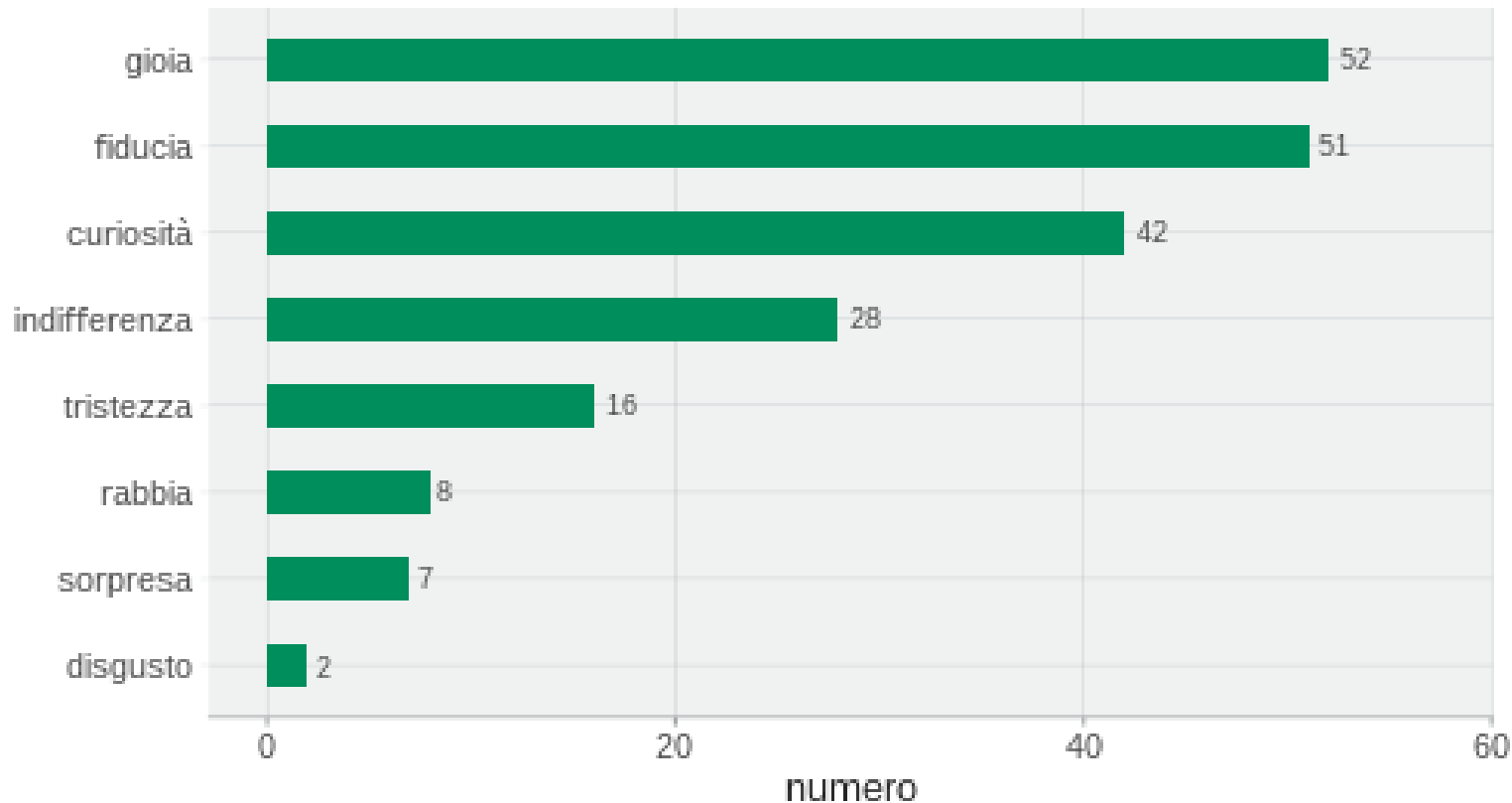
1. Colli Euganei Natural Park (17%)
2. Wine street (15%)
3. Thermal pools (14%)
4. Spa / wellness centers (12%)
5. Walking and Nordic walking trails (10%)

SATISFACTION, PROMOTION, IDENTIFICATION
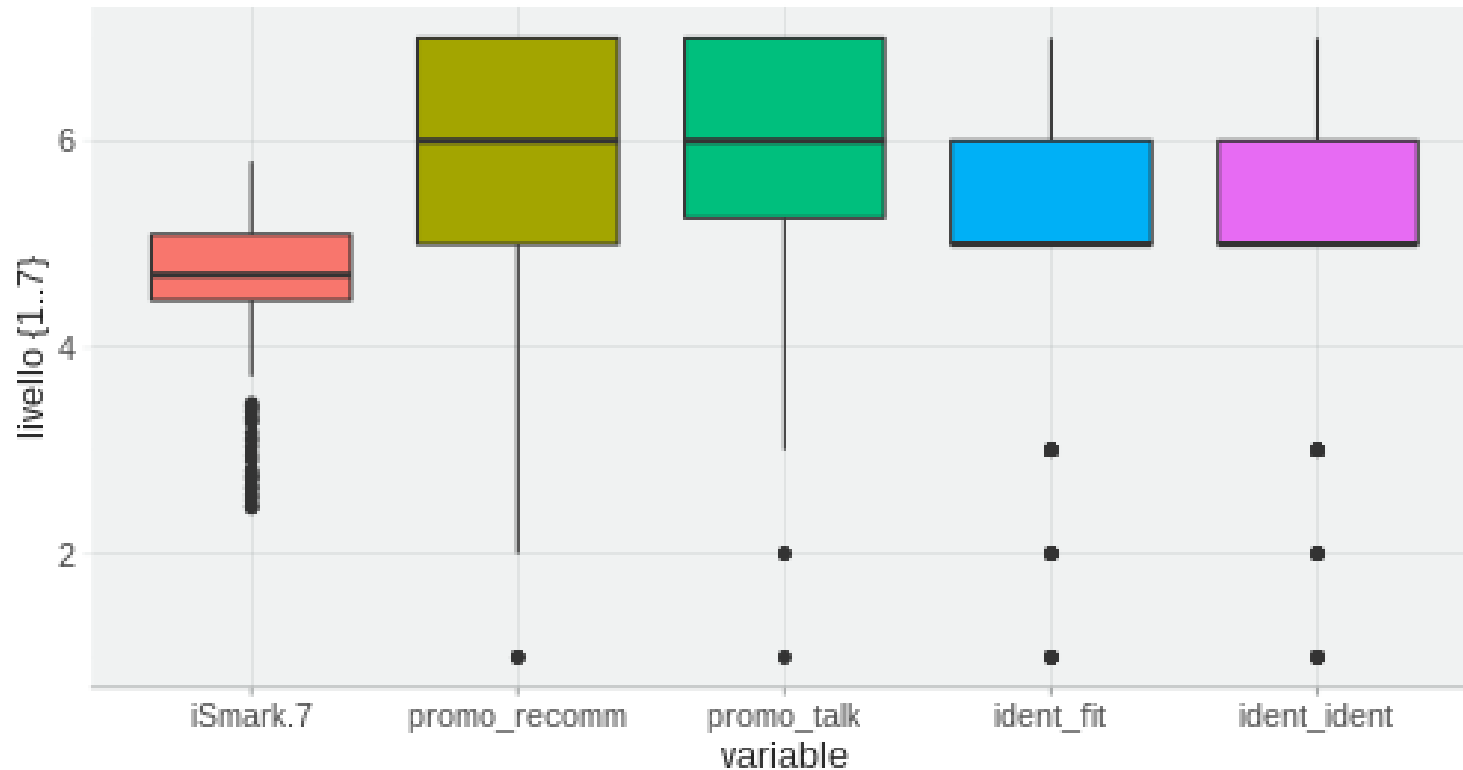
There is a high level of recommendation and promotion to third parties by residents interviewed. Residents are good ambassadors of the destination.

EMOTIONAL IMPRESSION OF RESIDENTS

There is a positive emotional feedback from residents (trust, joy, curiosity). A portion of residents is also dissatisfied with some destination choices.

IMPACT OF TOURISM FOR RESIDENTS
(for age groups)

Overall residents are satisfied with tourism on their destination.

Marks 5-6-7 are positive.(approx. 66%).

Total sample

(7)totalmente d'accordo	8.7 %
(6)d'accordo	36.
(5)un po' d'accordo	26.2 %
(3)un po' contrario	11.4 %
(2)contrario	4.1 %
(1)per niente d'accordo	12.7 %

Legend:
- <18
- 18-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61+

Impact of tourism: "Overall, I am satisfied with tourism in my destination in {spring .. winter}, referred to themselves, repeated for the 4 seasons."

Strong correlation with age for seasonal satisfaction (annual average), with greater relative share of discontents between 21-50 bands.
Also significant are the differences by group for summer, and at least the difference for winter, with the group {BIZRES} generally much more varied – as expected - and more critical for winter.

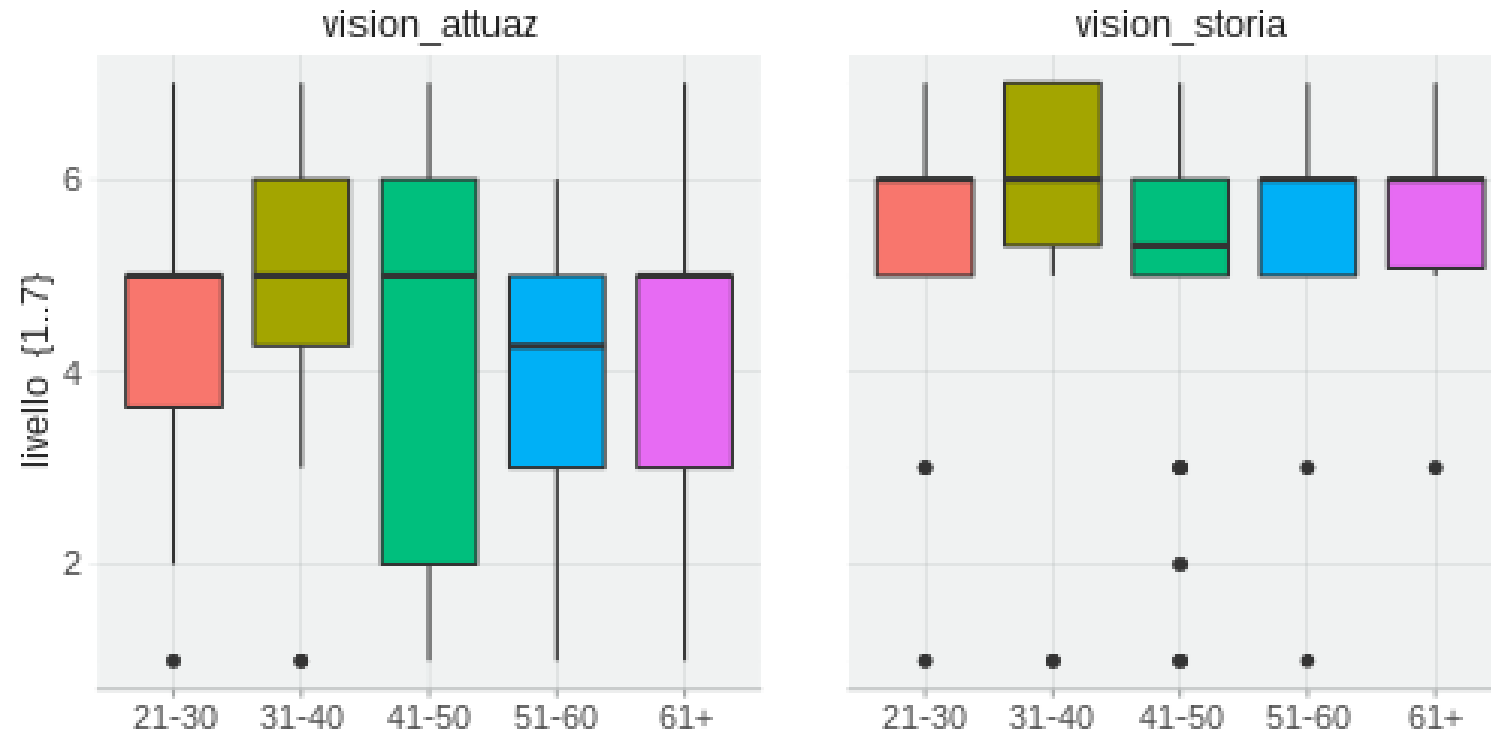## IMPACT OF TOURISM, RESIDENT ATTITUDES AND PREFERENCES - VISION OF THE DESTINATION

Based on the constitutive act of the **OGD** Terme and Colli Euganei **(OGD.TCE 2018)** there is the declaration of objective:
"Becoming the first area of preventive health in Europe is the recent vision of Terme Abano Montegrotto Colli Euganei."

To measure the opinion of the residents we have asked the audience:
Do you think that Investments, work and actions implemented so far are consistent with this objective?
Is the vision coherent with the vocations, history and potential of this destination?

There is a favor of the residents (especially the age group 31-40) for the vision of the destination, both for actions started to implement the OGD project, and even more for the historical-cultural vocation of the destination to propose itself as a consortium.

INDEX

Tourists with experience in the destination

Distribution of surveys by age and type of channel

Total sample

	Frequency
61+	54
51-60	72
41-50	80
31-40	69
21-30	30

onsite
panel
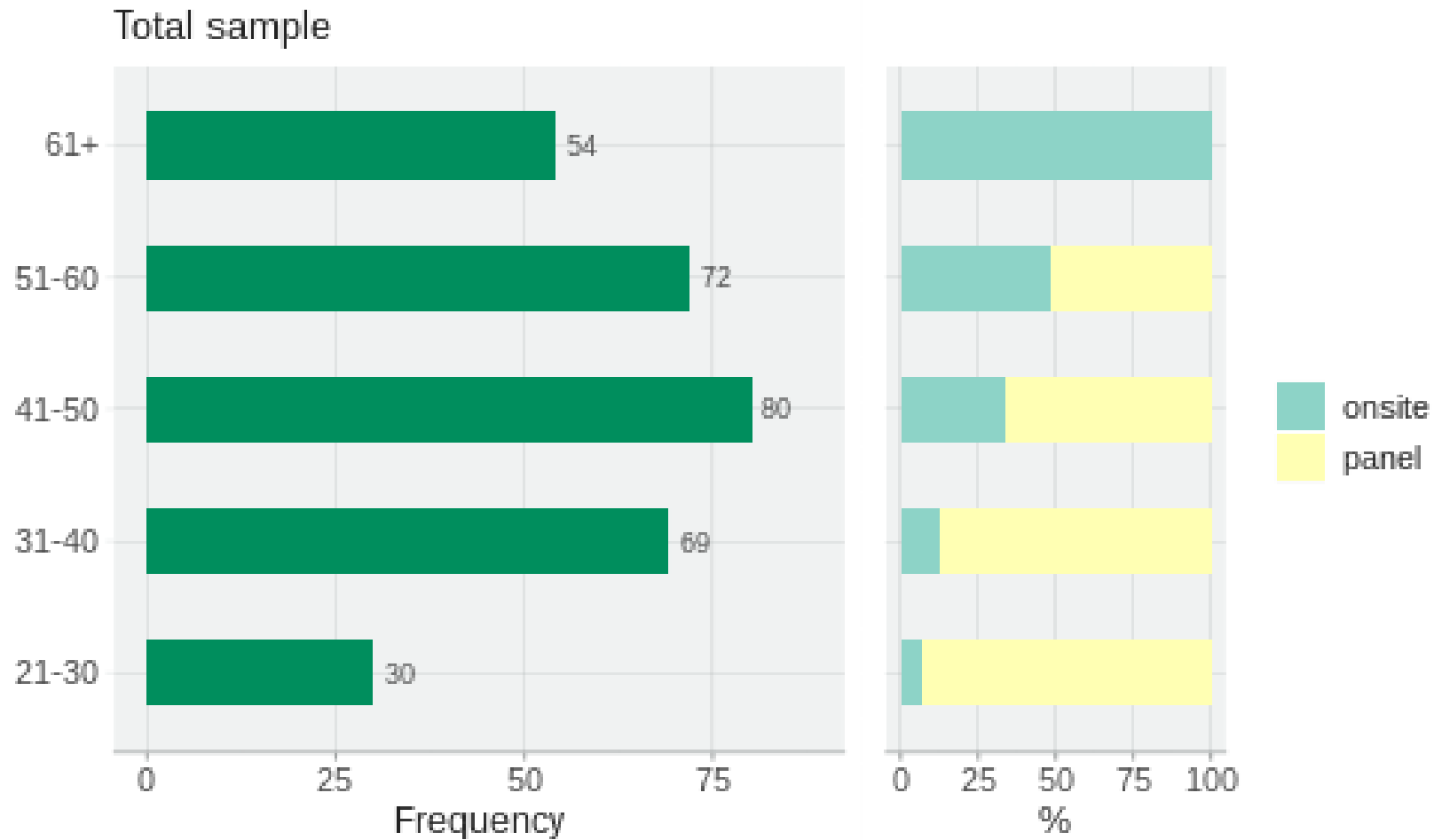
Distribution of surveys by nationality and type of channel

TRAVEL PREFERENCES -
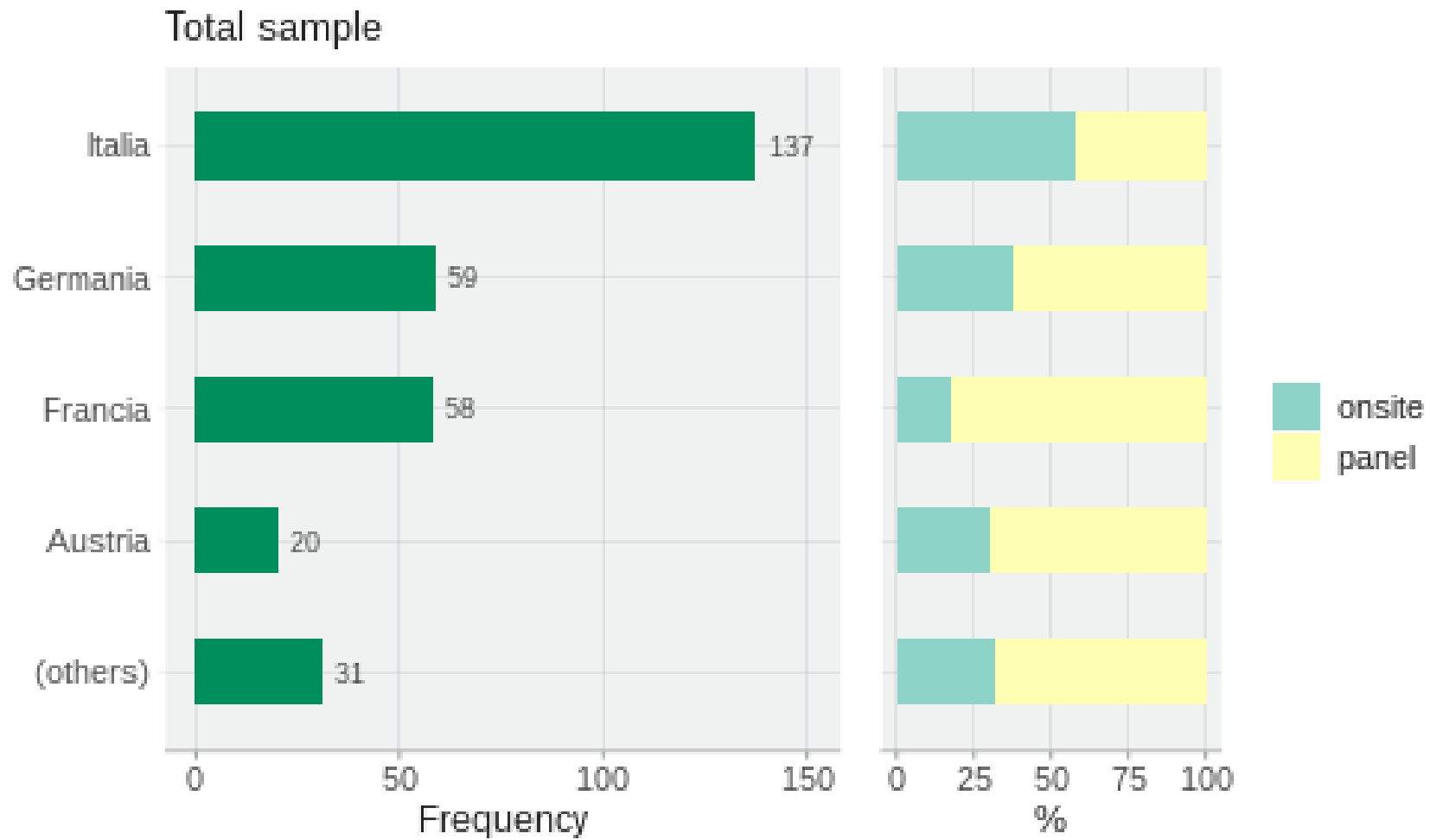**WHICH OF THE FOLLOWING TOURISM EXPERIENCES DO YOU PREFER?**

Total sample

	%
sportivo	7.9 %
sociale	3.6 %
salute e benessere	26.?
ricreativo	15.9 %
religioso	2.8 %
green e natura	19.9 %
enogastronomia	0.2 %
cultura	17.5 %
backpacking	1.2 %
avventura e wild	4.3 %
altro	0.1 %

onsite
panel
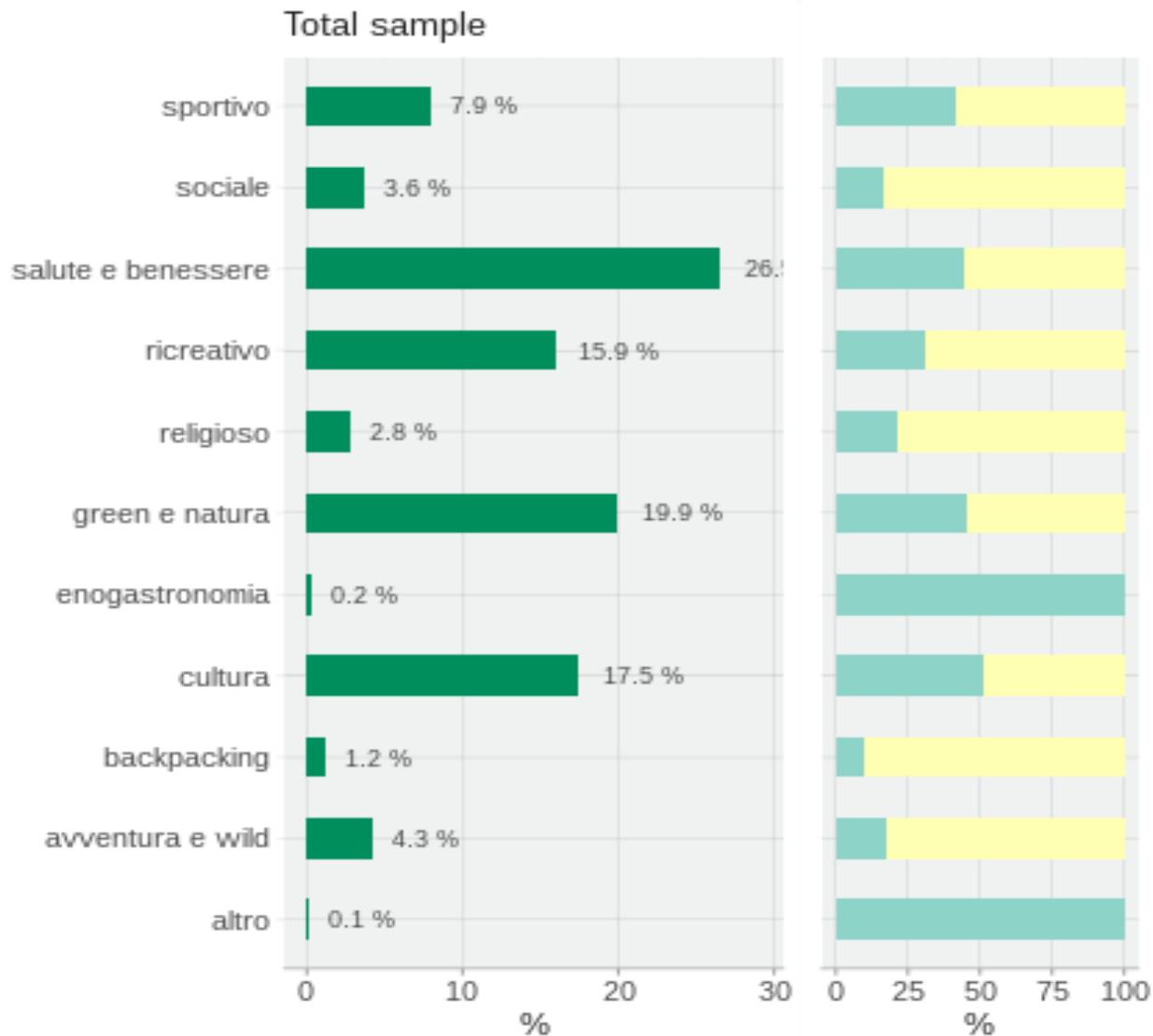
1. **health and wellness (26%)**
2. **green and nature (20%)**
3. **culture (17.5%)**

TRAVEL PREFERENCES -
WHICH OF THE FOLLOWING TOURISM EXPERIENCES DO YOU PREFER?

{health and wellness, green and nature, cultural, recreational}, in order, they leave the rest in travel / tourism preferences. Well shared by age groups, especially if we consider only the intended target [23-55].

Germany weighs more in religious tourism, a significant share of cultural tourism, especially in Italy, Austria and Switzerland.

Health and well-being prevail, except for Austria, Switzerland, where recreational prevails.

In Austria the most sporting.
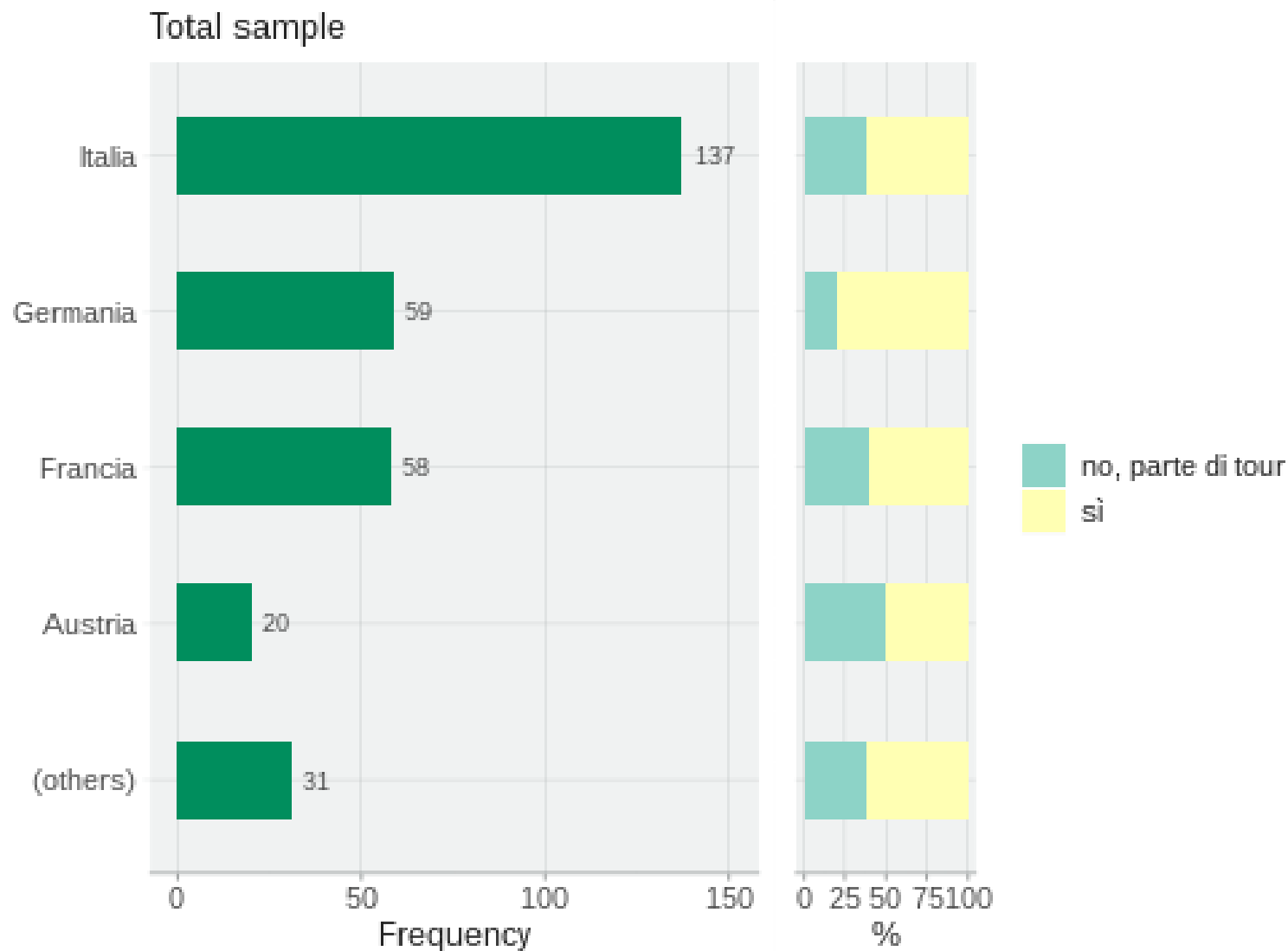
Relax, food and wine are the prominent terms among the (few) 'other' out of the predefined options.

1. Thermal pools (24%)
2. Spa / wellness centers (20%)
3. Veneto villas (10%)
4. Mud therapy (9%)
5. Walled towns and villages (8%)

WAS THE DESTINATION THE UNIQUE SPOT OF YOUR TRIP?

Total sample

Barplot, Distribution of the offer's choice by nationality and data collection channel.

No, parte di un tour = part of a tour
Si = yes

HOW MANY TIMES DID YOU VISIT THE DESTINATION IN THE LAST 3 YEARS?

Total sample

61+ — 54
51-60 — 72
41-50 — 80
31-40 — 69
21-30 — 30

Frequency

Legend:
- 1 volta
- 2 volte
- 3 o più volte
- è la pr... corso

%
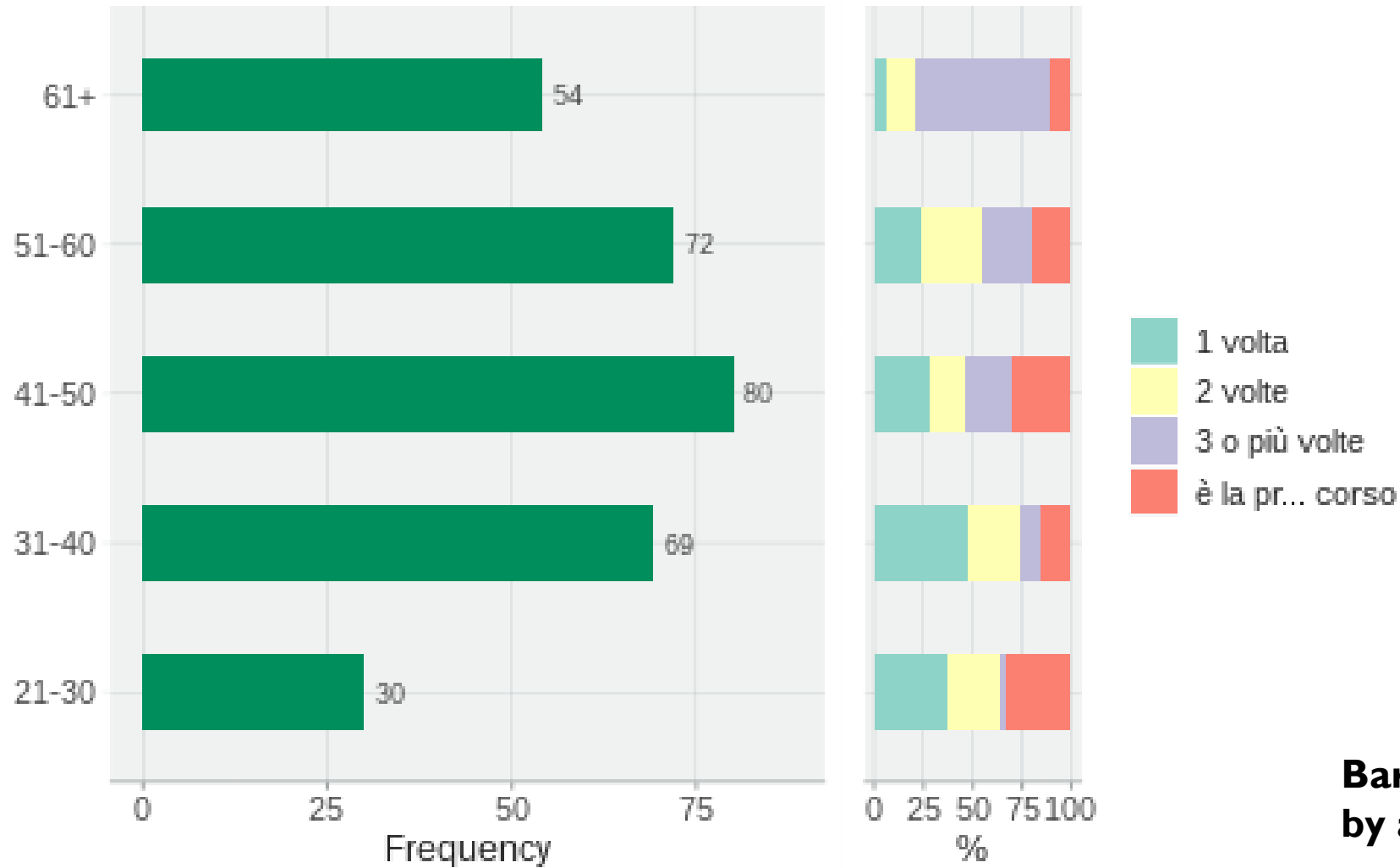
Barplot, Distribution of offer's choice by age and frequency of visits.

OTHER INFORMATION ON THE SAMPLE "TOURIST WITH EXPERIENCE"

- 66% of those interviewed have organized the trip alone (compared to tour operators)
- 61% stayed in 4-star or higher category hotels
- 63% claim to be an employee
- 50% of the sample has visited Abano and / or Montegrotto
- The average journey time is 3-7 days
- The most frequent travel companion is the partner or children

SATISFACTION, PROMOTION, REVISIT INTENTION

The overall satisfaction is generally very high, with differences compared to the duration of the visit, so it is maximum for medium-long duration and minimum and more varied for daily visits.

The intention of revisiting is also very high, although with wide variations, which are also typical given the variety of reasons that influence this aspect, and in fact it is linked to various aspects such as experience, duration and type of visit.

The appreciation of the experience in the destination is high - joy and trust in over 85% cases, but some reflection is not lacking. Higher for those who stay in B & Bs and farmhouses, lower for those staying in hostels, intermediate and very varied for those who stay in hotel.

SATISFACTION, PROMOTION, REVISIT INTENTION

Very high propensity to promote the destination, together with strong identification and, although much more varied, adequacy (higher levels for medium-long durations, those who rely on third parties for the organization, for Germans and French, while they have more reservations the Austrians.)

The vision for the destination, is maximum but more varied if it was the only destination of the journey, for medium-long duration, for Germans and French. Minimum for the Swiss, moderately in agreement on all fronts. The Austrians are rather critical.

Significantly more positive, and varied, the feeling of free comments for the interest in alternative offers, and seems in agreement with the greater appreciation, identification and promotional disposition for this group.

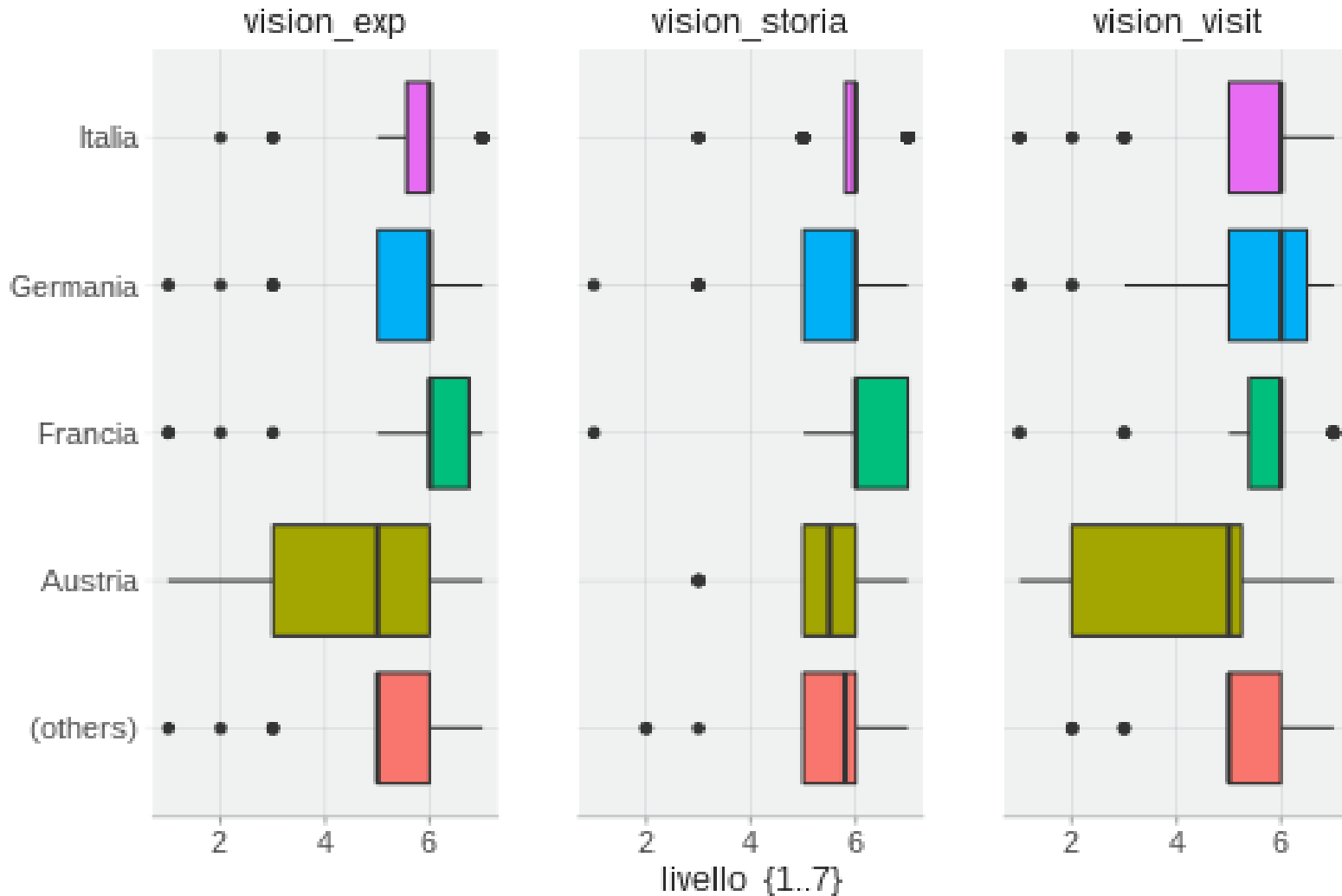**EMOTIONAL IMPRESSION OF TOURISTS WITH EXPERIENCE**
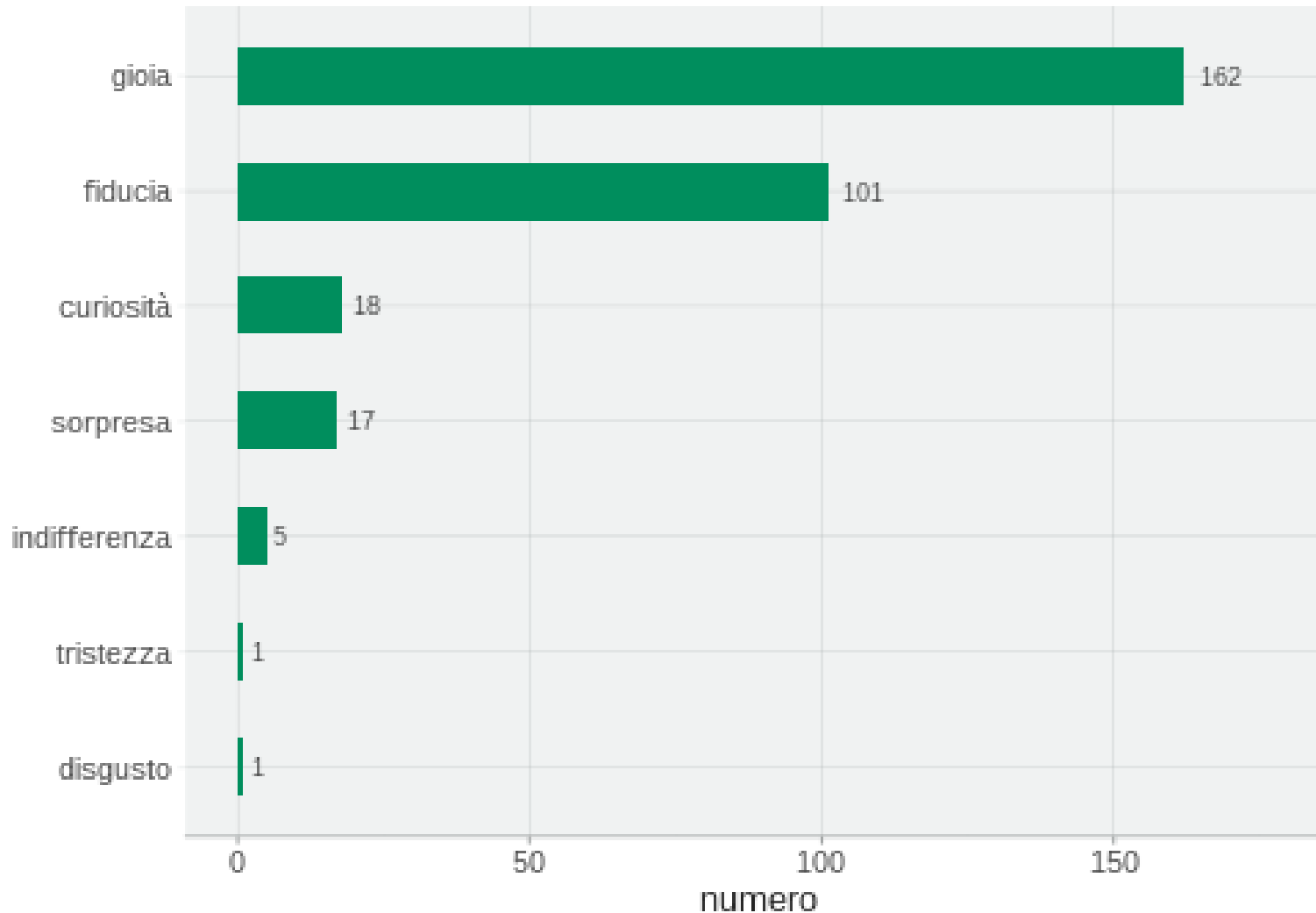
There is a very positive emotional feedback from tourists (trust, joy, curiosity, surprise).

TOTAL SATISFACTION AND REVISIT INTENTION
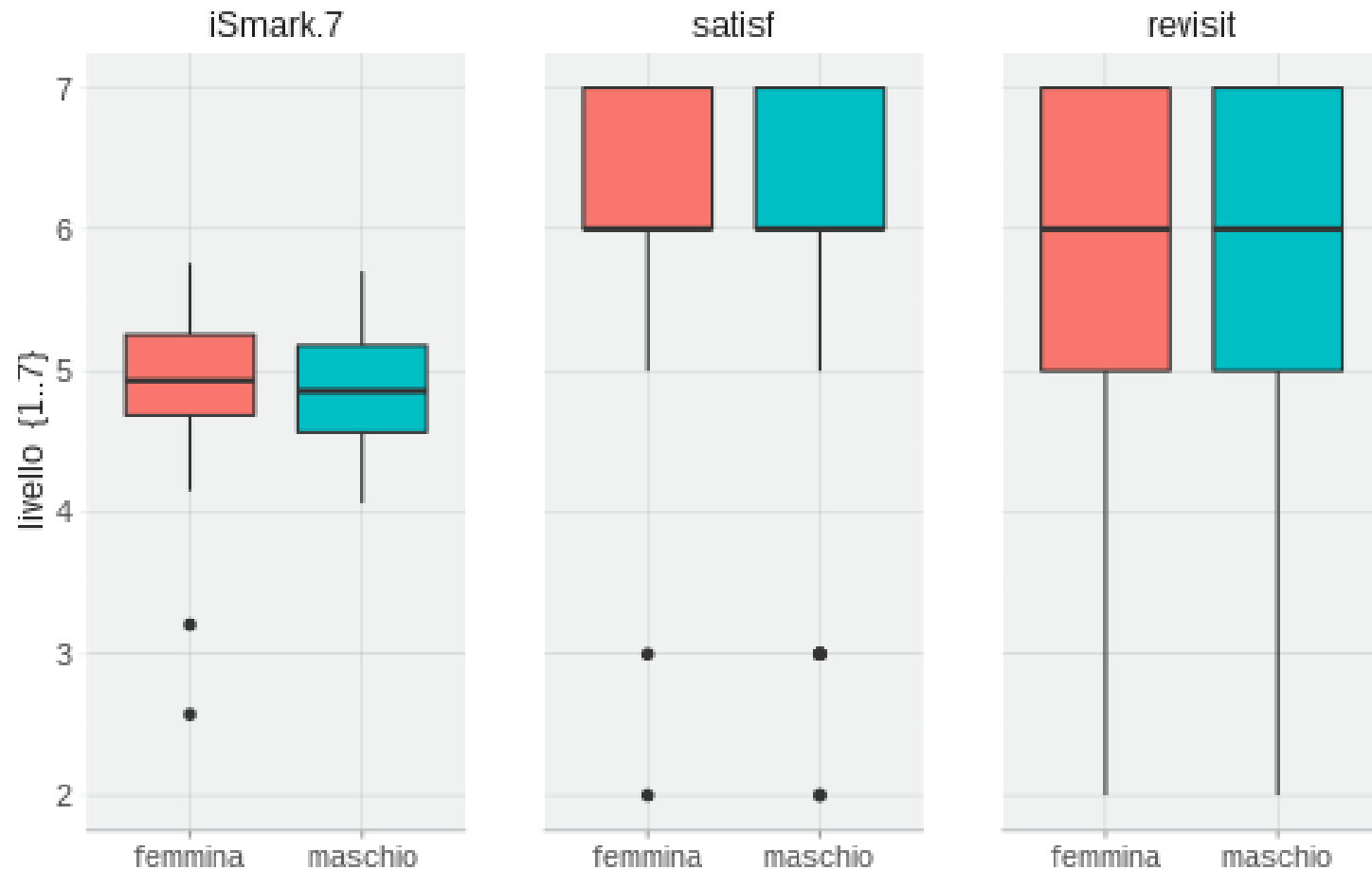
There is a high level of satisfaction between tourists, as well as the intention of revisiting the destination in the next 3 years.

VISION OF THE DESTINATION (OGD)

With With regards to the new vision of the OGD a good average value is expressed by all the nationalities of tourists,

- **(vision_exp): It is a vision that I experienced during my visit / stay in this destination**
- **(vision_storia): It is a vision coherent with the vocations, history and potential of this destination**
- **(vision_visit): It is a decisive reason for any future visit / stay at this destination**

INDEX

- Tourists with no experience in the destination

Distribution of surveys by nationality and similar destination experience

Total sample

	destina...terme)	Thermal destination
	spa (sa...lness)	spa (health and well-being/ wellness)

Legend:
- destina...terme)
- né terme né spa
- spa (sa...lness)
- terme con spa

Svizzera — 52
Italia — 147
Germania — 161
Francia — 146
Austria — 87
(others) — 20

Frequency / %
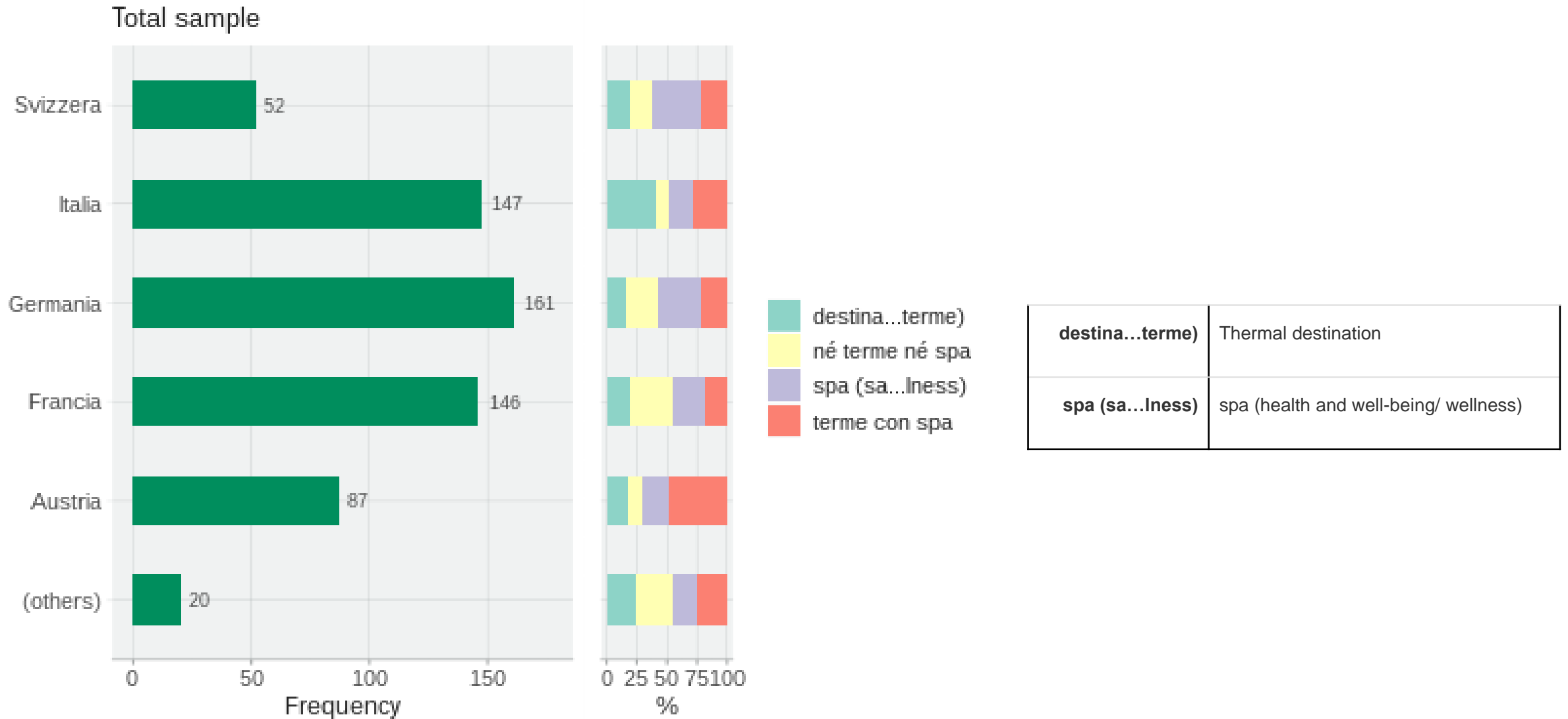
PERSONALITY

Compared to the available normative data of the Big5 via TIPI / BFI (Gosling 2014) the sample of tourists without experience would result, on average, significantly less extrovert (E), neurotic (N), open (O) and more friendly (A), conscientious (C) than general averages.

TRAVEL / TOURISM PREFERENCES

WHICH OF THE FOLLOWING TOURISM EXPERIENCES DO YOU PREFER?
For Germans, Austrians and Swiss it emerges recreational tourism, health and wellbeing for Italians and a little less French, green and nature for Germans and Swiss. Significant share of cultural tourism for Italians. In AT and CH the more sporty. Sea and food and wine are the prominent terms between the (few) 'other' out of the predefined options.

DO YOU KNOW THE THERMAL AND TOURIST OFFER OF THE DESTINATION?

Only **64 respondents** know the destination. Higher education level, higher knowledge. Italy apart, among the major countries it is best known in Austria.

TRAVEL / TOURISM PREFERENCES

HOW DO YOU KNOW THE DESTINATION?

Compared to the duration of the journey,Internet is shared by the various groups as a channel for getting to know the destination, but with a certain higher quota for medium-long stays. For short / day durations instead the source was almost exclusively media / sites or tour guides / operators.

Word-of-mouth and sites or guides are cited mainly by higher age, school and tourist operators by lower age.

By media, word of mouth and internet, the prevalence is the self-organized travel, the opposite for the rest.

Sites or guides are important for those with health and well-being among the preferences of tourism, word of mouth is well shared among the main categories but it is the most shared for greens and nature.

ACCOMODATION TRENDS

- 3+ times is the most typical attendance of retired, the share of professionals / entrepreneurs decreases in favor of unemployed and employees for visits of 1 time.

- The average duration increases on average with age, and the share of those who have turned to operators grows. Larger quotas for Germans and French in long visits, Italians and Austrians for short and Swiss visits with the typical duration 3-5 days.

- Predominantly 4 * hotel, where spa, hotel rooms are predominant ..., followed by 3 * hotels.

- The Swiss prefer hotels, the largest relative shares for Austria and Italy are in "agriturismo", Italy prevails for accommodation in B & Bs, France in camping, room ... and 3 * hotels, Austria and Germany in 4 * hotels.
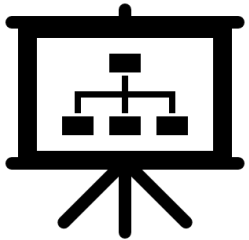
ORGANIZATION OF THE JOURNEY

- **The self-organization of the journey prevails for 85%.**

- **Those who know the destination have turned to operators, who are very important subjects for the knowledge itself.**

SATISFACTION, PROMOTION, IDENTIFICATION, REVISIT INTENTION

Overall satisfaction is generally very high, with differences compared to the duration of the visit and attendance, so it is maximum for medium-long duration and greater experience, but in any case for 75% above the satisfied level.

The intention to revisit is also very high, although with wide variations, which are typical given the variety of reasons that influence this aspect, including duration and experience. Higher for those who self-organize the journey, high but very varied for the divorced, the more uncertain the separated.

The satisfaction in over 90% of the cases is high, with confidence more cited by males. Higher for young people, it decreases with age. Lower for those who know the destination from school studies. More varied for word of mouth knowledge.

SATISFACTION, PROMOTION, IDENTIFICATION, REVISIT INTENTION

The propensity for promotion is very high, together with a strong identification with the destination and, although much more varied, the adequacy (or congruence). The higher the levels for medium-long duration and experience, but high is the congruity perceived by those who are on the 1st visit / in progress.

Between the 10.4% that know the destination's offer, the tendency to promote (of the [DESTINATION]) is much lower for those who "have been informed" by tour operators than those who know of the destination by word of mouth, internet, guides or tourist sites .

Those who know the destination have a higher and more varied identification with the [DESTINATION]. Greater sense of congruity for those who prefer spa and park, less for those who indicate Venetian Villas and cycle tourism (but very few cases).

VISION OF THE DESTINATION (OGD)

There are 64 persons, 10.4% of the total, that know the destination's offer, with greater incidence in spa and thermal destination.

The historical / vocational aspect finds the (sub) champion substantially in agreement, and there is high agreement for possible future trips in the destination. The Austrians are (more) critical,with little possibility for future visits, much (more) favorable French and German.

Definitely more decisive in terms of relevance of the vision, of possible future visits, and of probability of visit (within 3 years), married / cohabiting.

The pattern for destination type about the probability of future visits seems to comfort the traditional image of the destination.

INDEX

- destination's imagine and personality

Model B / DPS of Hultman & Skarmeas et alt (BDPS-H): The subjects assessed the following human characteristics from 1 to 7 as applicable to the OGD trademark and "other destination"
(Active): Active (energetic, dynamic, animated)
(Rugged): Aspra (hard, rustic, bold)
(Sophisticated): Sophisticated (high-ranking, charming, elegant, refined, trendy)
(Hospitable): Hospitable: (warm, cheerful)
(Dependable): Trustworthy / Reliable (stable, sincere, honest)
(Exciting): Excited (original, imaginative, exciting, unique)

Model D / BPS of Geuens et alt (DBPS-G):
Subjects evaluated the following human personality traits from 1 to 7 as they apply to OGD and "other":
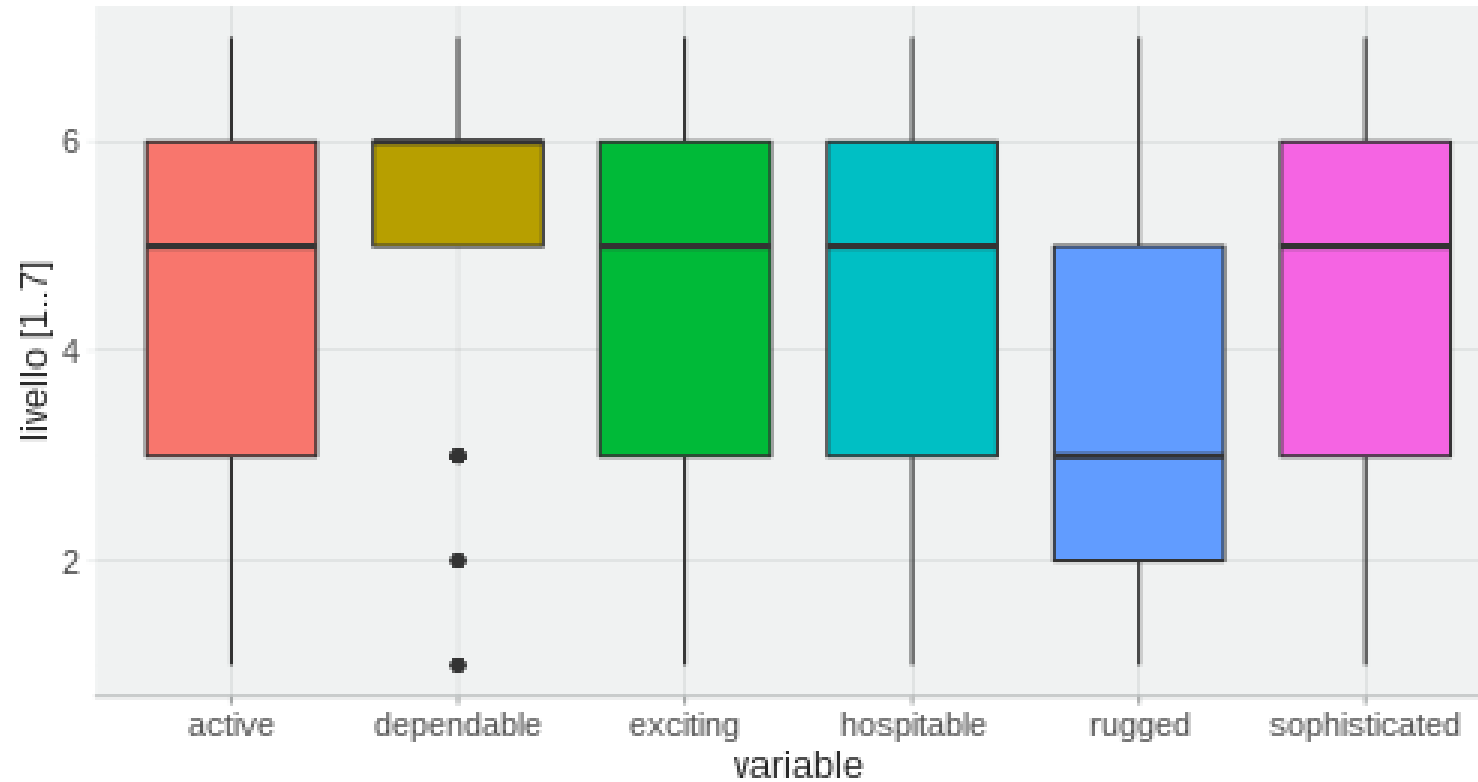(Aggressive): Aggressive (bold)
(Simple): Simple (ordinary)
(Responsible): Trustworthy / Responsible (down to earth)
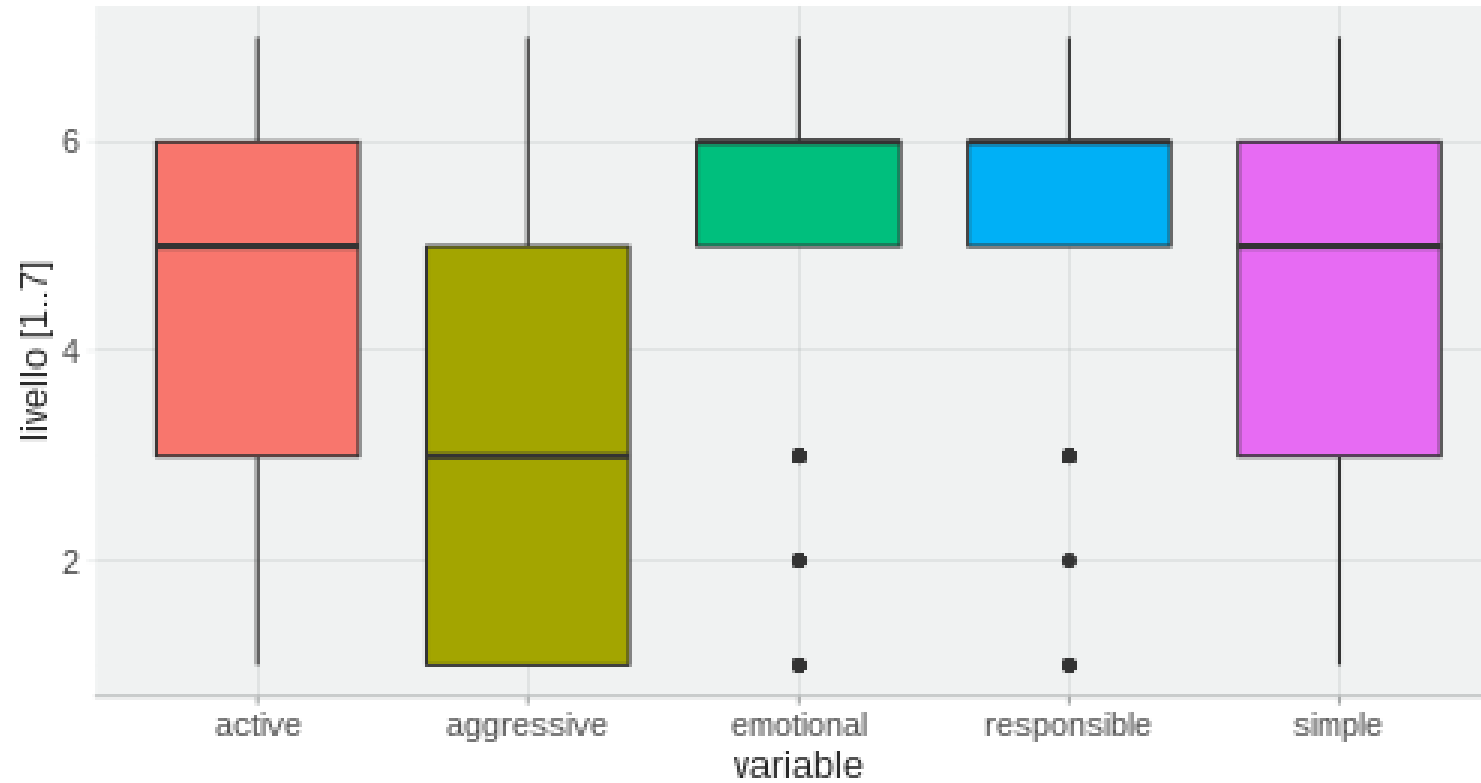(Active): Active (innovative)
(Emotional): Emotional (sentimental)
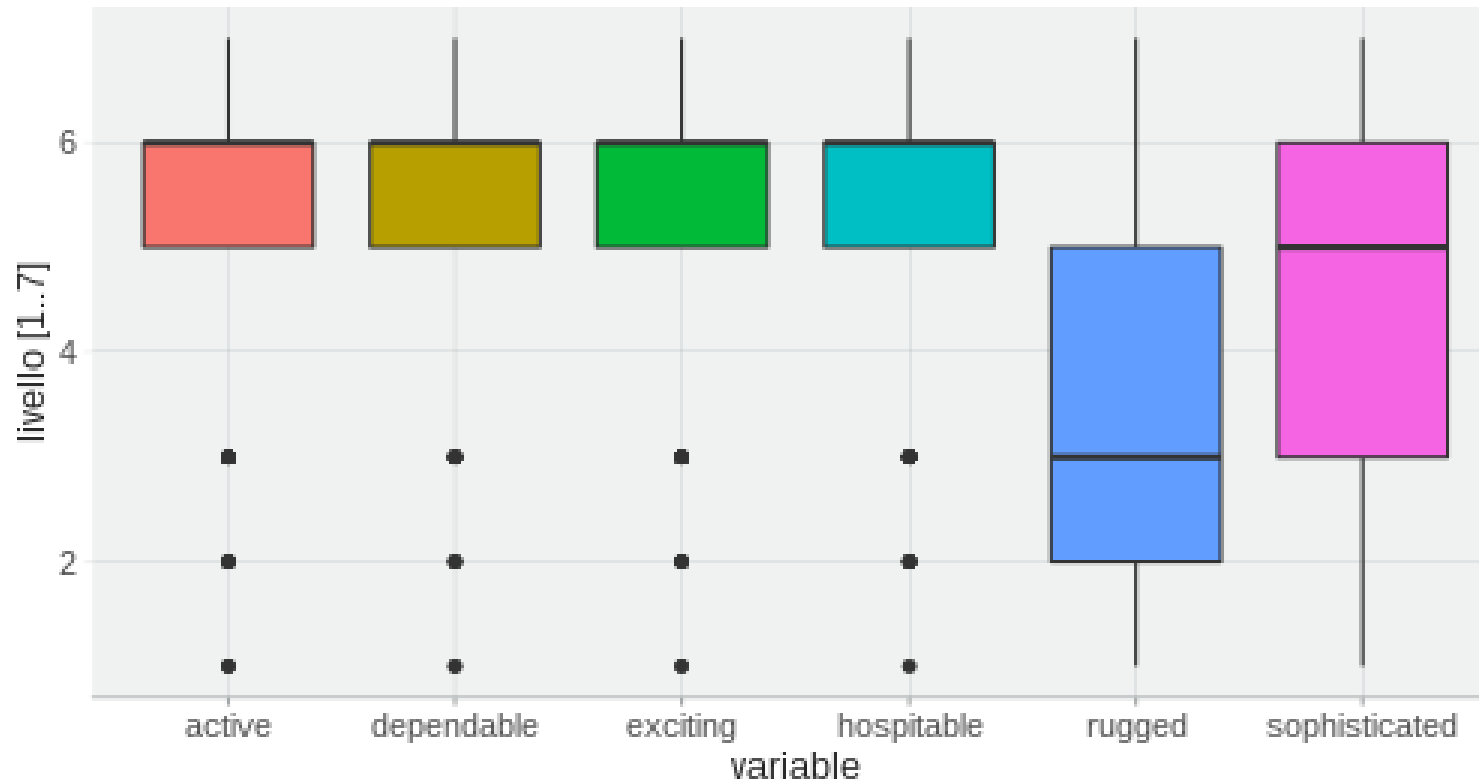
DESTINATION'S PERSONALITY TRAITS - G|SCALE

Barplot, personality (of the brand) of the destination / OGD, model DBPS-G

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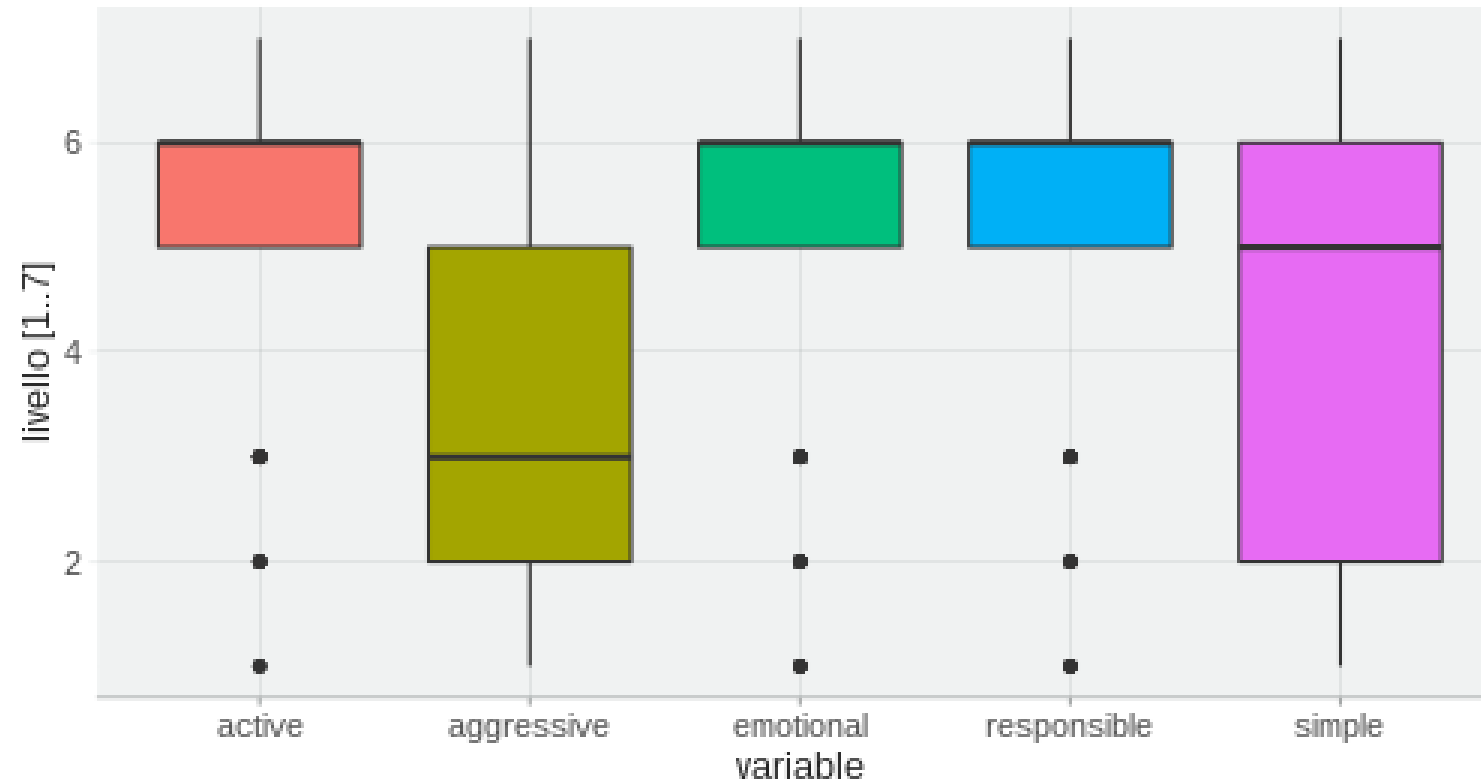
DESTINATION'S PERSONALITY TRAITS - H|SCALE

Barplot, personality (of the brand) of the destination / OGD, model DBPS-H

«OTHER» DESTINATION'S PERSONALITY
(tourists without experience) - TOTAL

Barplot, (brand) personality of the [DESTINATION], {TNOEXP}, model BDPS-H

«OTHER» DESTINATION'S PERSONALITY (tourists without experience) - TOTAL

Barplot, personality (of the brand) of the [DESTINATION], {TNOEXP}, model DBPS-G

- On both personality scales, there are significant differences between the dimensions and a large statistical variance.

- The destination / OGD appears similar to the spa destination.

- The best defined aspects of the destination, from these experimental scales, seem to be:

- **responsible**

- **reliable**

- **emotional**

- **exciting**

- These aspects can be considered the resultant image that residents and tourists have of the destination / OGD.

- The sample would be, on average, **significantly less extrovert (E), neurotic (N), open (O) and more friendly (A), conscientious (C) than the general averages** (we refer to the personality of the sample with respect to the average, both tourists and residents).

- The perceived level of identification and congruity is high, which correlates well with the satisfaction of the tourist / resident, the promotion of the destination, the intention of future visit / revisit.

- There is a consistent agreement from both residents and tourists on the proposed vision of OGD.

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Italy - Croatia
BLUTOURSYSTEM
European Regional Development Fund

EUROPEAN UNION

TURISMO@REGIONE.VENETO.IT