

ipdt
institute of tourism

The background of the image is a complex, abstract pattern of swirling, overlapping lines in shades of orange, red, and yellow. The lines are thin and create a sense of movement and depth, resembling a dense, tangled web or a series of concentric, slightly offset circles. The overall effect is vibrant and energetic, with a warm color palette.

To inspire
knowledge
and leading
results in
organisations
and society.

REFLECTION | INTERVENTION | RECOMMENDATION



STRATEGIC
CONSULTING

MARKETING AND
COMMUNICATION

STUDIES

EVENTS

PUBLICATIONS

TRAINING

STUDIES

Studies are important tools to identify trends, behaviours, needs and countless metrics, such as image, benchmarking, brand positioning, and customer profiles amongst others.

IPDT develops and implements tailor-made studies that are always interpreted and followed by recommendations.

In order to respond to customers' needs, IPDT uses a combination of qualitative and quantitative methods that generate better outputs for each situation. A wide range of data sources and research techniques are used to produce the most relevant solutions.



METHOD

01

PROBLEM ANALYSIS
Gathering specific customer data

02

DEFINITION OF THE STUDY METHOD AND TOOLS
Client validation

03

DATA COLLECTION AND ANALYSIS
Primary and/or secondary data

04

REPORT PRESENTATION
Problem explanation
Identification of trends
Presentation of recommendations

DEVELOPMENT



CLIENTS

Angolan Ministry of Hospitality and Tourism
 Azores Regional Secretary of Tourism and Transports
 Azores Regional Tourism Directorate
 Cape Verde Ministry of Tourism, Industry and Energy
 Choupana Hills Resort & Spa
 Guimarães 2012 - European Capital of Culture
 Oporto and North of Portugal Regional Tourism Entity
 Ovar Town Council
 University of Minho

MARKET RESEARCH



ANALYSIS OF THE ATTRIBUTES OF DESTINATION PORTUGAL

Period of the research: 2 months

Objective: To identify the key differentiating elements of Portugal as a tourist destination.

Method: Analysis of websites and brochures of tour operators in Portugal's top five source markets.

Sample: 100 tour operators

Results: Identification of different approaches by tour operators in selling the destination in terms of sales performance and the positioning given to Portugal.

COMPETITIVENESS AND AWARENESS OF THE AZORES AS A DESTINATION IN INTERNATIONAL MARKETS

Period of the research: 4 months

Objective: To identify the degree of competitiveness of the Azores compared with its direct competitors and the level of awareness in the main source markets.

Method: Analysis of the competition in terms of its offer and respective advertising and promotion campaigns; Personal interview survey in the

street to passers-by in the capital cities of the 5 main source markets.

Sample: 5 competitors and 5,000 passers-by (1,000 in each market)

Results: Identification of the degree of penetration of the Azores in the main source markets and respective position compared to competitors.

SALES BEHAVIOUR OF TOUR OPERATORS IN THE INTERNATIONAL SOURCE MARKETS OF CHOUPANA HILLS RESORT & SPA

Period of the research: 2 months

Objective: To understand variations in the hotel occupancy rates by analysing: the product and its suitability to the target market segments, taking into account the price, service, location, climate, sales and means of the sales, the opinion of operators, agencies and customers about the product; the market needs; the positioning and the image of the resort and its brand, from the point of view of supply and demand; assess the communication and its impact on the positioning and image of the hotel; distribution channels; and define a marketing strategy and the respective components.

Method: Use of secondary information sources: statistical data, pertinent bibliographical references, advertising materials, operators' advertising brochures and websites; Market analysis, through customer surveys; Direct contact with operators and agents, by personal interviews; Search for best management/marketing practices from a benchmarking point of view.

Sample: 20 operators in 6 source markets and 2,000 customers

Results: A series of recommendations that could immediately improve performance, based on identified dependent variables.

PROFILE OF THE INTERNATIONAL TOURIST OF OPORTO AND THE NORTH OF PORTUGAL WHO FLIES ON LOW-COST AND FLAG-CARRIERS

Period of the research: 2 years (2011-2013)

Objective: To compare the profiles of tourists who fly on flag-carriers and low-cost airlines.

Method: Personal interview survey in the departure lounge at Oporto airport.

Sample: 4,200 tourists

Results: Information about the social, demographic and professional profile of the tourists, motivations, characteristics of the visit, total consumption, satisfaction levels and intention to recommend the destination.

OTHER MARKET STUDIES

-  Azores tourism market opportunities
-  Impact of Euro 2004 on Portuguese Tourism
-  Market behaviour of the Azores source markets
-  Market research (series of studies) to support the update of the Azores tourism marketing plan
-  Profile of tourists who visited Oporto and the North of Portugal
-  Profile of Spanish tourists who visited Oporto and the North of Portugal
-  Profile of visitors to the Port wine cellars
-  Profile of Portuguese tourists who visited Rio de Janeiro
-  Tourist spending of international visitors to Oporto and the North of Portugal



ASSESSMENT AND MONITORING STUDIES

ASSESSMENT OF SUMMER AND CHRISTMAS HOLIDAY INTENTIONS OF RESIDENTS IN PORTUGAL

Period of the research: 5 years (twice a year in 2-month periods)

Objective: To assess the intentions of the Portuguese in taking holidays away from their area of residence

Method: Telephone interviews to residents in Portugal

Sample: 500 people per consultation period (5,000 people over 5 years)

Results: Information about the intentions of residents in Portugal to take holidays away from their area of residence (in Portugal or abroad).

TOURISM ACADEMY BAROMETER

Period of the research: 8 days (consultation period) per trimester

Objective: To know the opinion of professionals and decision-makers in organisations operating in the tourism sector in Portugal.

Method: Email survey

Sample: 170 people (fixed panel)

Results: Consultation of the opinions of national tourism decision-makers about sector trends and challenges.

CAPE VERDE TOURISM VALUE CHAIN

Period of the research: 4 months

Objective: To analyse Cape Verde's tourism value chain to provide a wide view of the activities and agents that make up the sector.

Method: Interviews with national and foreign stakeholders and desk research.

Sample: 100 stakeholders

Results: Identification of the paths and approaches to improve the competitiveness of the companies in the country, while stimulating the creation of jobs and generation of income for local communities.

AZORES TOURISM VALUE CHAIN

Period of the research: 2 months

Objective: To analyse The Azores' tourism value chain to provide a wide view of the activities and agents that make up the sector.

Method: Interviews with national and foreign stakeholders and desk research.

Sample: 50 stakeholders

Results: Identification of the paths and approaches to improve the competitiveness of the companies in the country, while stimulating the creation of jobs and generation of income for local communities.

DYNAMICS OF PORTUGUESE OPERATORS AND TRAVEL AGENTS IN ADVERTISING AND SELLING THE AZORES

Period of the research: 2 months

Objective: To know the availability of the product; the level of knowledge about the Azores offer; the level of commitment to selling the Azores; and the destinations frequently suggested as an alternative to the Azores.

Method: Role play of a tourist request for information from a travel agency.

Sample: 56 travel agencies operating in Portugal

Results: Assessment of the level of knowledge of the Azores by travel agencies operating in Portugal and their commitment to recommend and stimulate visits to the destination.

MONITORING OF THE TOURIST DYNAMICS OF THE EUROPEAN CAPITAL OF CULTURE - GUIMARÃES 2012

Period of the research: 6 months



Sample: 10,000 people

Objective: To assess the impact of European Capital of Culture tourist dynamics on the city of Guimarães.

Results: Information about the social, demographic and professional profile of the tourists, the motivations, characteristics of the visit, total consumption, satisfaction levels and intention to recommend the destination.

Method: Survey of accommodation units in Guimarães; Telephone interviews of residents in Portugal; Survey of foreign tourists arrived at Oporto airport; Personal interview survey of passers-by in Guimarães.

OTHER ASSESSMENT AND MONITORING STUDIES

-  Assessment of Azores tourism seasonality
-  Assessment of the Azores tourist offer and its suitability for current and potential tourist profiles
-  Competitiveness of Oporto airport
-  Monitoring of the behaviour of tour operators in advertising and selling the destination Azores
-  Portuguese tourists' satisfaction with the destination where they spent the longest holidays period
-  Profile of tourists who visited Ovar carnival
-  Profile of visitors to the Cod Festival
-  Tourist dynamics and the training of tourism pivots in the Oporto metropolitan area



THE
DESTINATION
LAB



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