**ANNEX 1 - DESTINATION MANAGEMENT SURVEY**

*This survey contains a list of questions you can use to gather the information necessary for the indicators relevant to* ***destination management data****.*

*You can use all the questions, or just choose some of them.*

*Please note: the relevant indicators for each question have been left in the survey to show you how the survey questions relate to the various indicators.*

Please take a few minutes to complete this survey to help get a better picture of your destination.

## **DESTINATION PROFILE**

Does the destination have an organisation (e.g. DMO) dedicated to its overall management?

* Yes □ No

At what level does the organization operate e.g. Municipal, Consortium of Municipalities, Sub Regional, Regional

## **DESTINATION PROFILE**

Does your destination have a sustainable tourism strategy/ action plan with an agreed monitoring and evaluation process?

* Yes □ No

If Yes, which:

## **DESTINATION PROFILE**

Percentage of destination (area in km2) that is designated for protection

What is the total geographic area (km2) designated as protected within the destination?

## **OPTIONAL RELEVANT QUESTION**

**Average price per room in the destination:**

What is the average room rate for accommodation in your destination?

## **INDICATOR**

**C.1.1 Number of tourists per 100 residents**

Please indicate the total resident population size of your destination:

How many tourists do you receive a year?

## **INDICATOR**

**C.1.4 Number of second homes per 100 homes**

How many permanent residences are there in your destination?

How many second homes-residences are there in your destination?

## **INDICATOR**

**B.1.3 Relative contribution of tourism to the destination's economy (% GDP)**

What percentage does tourism contribute to your destination’s economy (%GDP)?

## **INDICATOR**

**B.3.1 Direct tourism employment as percentage of total employment in the destination**

How many residents are directly employed in tourism jobs?

## **INDICATOR**

* + 1. **Number of tourist nights per month**

How many tourist nights did your destination register during last year in total and broken down per month?

Total

January

February

March

April

May

June

July

August

September

October

November

December

## **INDICATOR**

* + 1. **Number of same day visitors per month**

How many same day visitors did your destination register during last year in total and broken down per month?

Total

January

February

March

April

May

June

July

August

September

October

November

December

## **INDICATOR**

**C.1.3 Number of beds available in commercial accommodation establishments per 100 residents**

What is the total number of available commercial beds at your destination?

## **INDICATOR**

**B.2.2 Occupancy rate in commercial accommodation per month and average for the year**

Please indicate last year’s occupancy rate at your destination, per month (in %):

January

February

March

April

May

June

July

August

September

October

November

December

Average yearly occupancy rate\_ %

## **INDICATOR**

**B.2.1 Average length of stay of tourists (nights)**

What is the average length of stay of tourists (how many nights do tourists typically stay at your destination)?

## OPTIONAL RELEVANT QUESTION

**Average length of stay of same day visitors (hours)**

Please indicate how many hours same-day visitors spend at your destination:

## **INDICATOR**

**C.5.2 Percentage of the destination’s events that are focused on traditional/local culture and heritage**

Please list (up to ten) of the biggest events held in your destination and include the approximate number of participants

Please indicate in the boxes provided those events that are based on traditional/local culture:

1. □

2. □

3. □

4. □

5. □

6. □

7. □

8. □

9. □

10. □

## **OPTIONAL RELEVANT QUESTION**

**Percentage of destination served by public transport that is accessible to people with disabilities and people with specific access requirements**

What is the total geographic area (km2) served by public transport that is accessible for disabled

passengers in your destination?

THANK YOU!