

Reminder of the ECST 2011-2015 strategic guideline for Mercantour National park and Alpi Marittime Natural Park

Guideline 4: Promote the Alpi Marittime – Mercantour tourist destination and the players involved

→ *Assess potential markets for the territory*

Associated guideline: Guideline 5: Monitoring the impacts of tourism

→ *Know the visitor flow (observation of flows, knowledge of visitors, visitor satisfaction)*

Action sheet No. 10
Knowledge of the clientele

Correspondence with the measures of the Mercantour National Park charter

Objectives for the heartland:

Objective I: Protect the heart of the park as an area for discovery, tranquillity, renewal and inspiration

Objective II: Protect the park's image and promote the ecoresponsibility of activities taking place within the heartland

Direction for the partnership zone Direction 4 "Promote sustainable tourism for a territory and its people"

Measure 20 – Confirm an "ecotourism territory" positioning

Direction 12: Accompany the outdoor activities in order to preserve the environment

Correspondence with the ECST principles

Principle 4 – Provide all visitors with a high quality tourist offer for all aspects of their visit

CONTEXT (framework elements)

Knowledge of the tourist customers in the park's territory is carried out via the departmental and regional tourism watchdogs and various monitoring tools set up by the valley tourist centres. For its part, the park corporation conducts a survey on summer visitation to the heart of the park, including a quantitative and qualitative approach, at 5-year intervals. In the end, there are a lot of results, but they do not allow us to easily obtain a list of the clientele visiting the park's territory throughout the year.

To date, the main results are:

- The 8 mountain resorts welcome 2.6 million visitors per year. The clientele is essentially a regional one, visiting on a daily basis. Only the high altitude resorts (Isola 2000, Auron and Pra-Loup) attract a national and international clientele, who generally make long stays.
- There are 9 Nordic areas, equipped for cross-country skiing or snowshoeing. They are of a small size and are well integrated into their environment.
- Every year, hiking attracts over 400,000 visitors to the heart of the park. Over the years 2001-2007 (2011 figures not known as of this date), visitation has dropped by 15%, due to the aging of the clientele, a drop in the attractiveness of mountains in summer for young people, and competition from other destinations

Social, economic and climatic changes are major variables to be taken into account in order to learn the expectations of current and potential customers. Knowledge of the profile of our visitors, their expectations and also their satisfaction is data to be shared between the ECST players in order to adapt the tourist offer provided by the Alpi Marittime-Mercantour destination, and to manage the protected area's resources and the natural and cultural heritage in a sustainable fashion (link with guideline 5: Monitoring the impacts of tourism).

OBJECTIVES

- know the profiles and expectation of current and potential visitors to the national park
- adapt the tourist offers and attractiveness of the destination
- complete the data available for managing the territory

Content of the action (sub-action)

Description of actions	Launch date and duration	Contractor	Associated partners	Financial/human resources	Indicators Undefined 2012 Discussion
• <u>Knowledge of current visitors to the territory</u>					
74. Satisfaction survey of refuge customers in Mercantour National Park	2011	PNM	CAF	PNM budget (stage) EUR 1,600	
75. Customer surveys -Survey of monthly visits to hotels and guest houses - Summer mountain customer survey - Winter sports customer survey	2011-2015	Riviera CRT ADT 04	PACA CRT PNM CG 04 CG 06 Valley centres	Riviera CRT budget ADT budget	
76. Survey of summer visitation to the heart of the park (cross-border action)	2011	PNM	Riviera CRT ADT	Alcotra programme EUR 51,000	
77. Analysis of soft mobility in the Alpi Marittime-Mercantour territory (cross-border action)	2011-2012	Alpi del Mare mountain community	PNAM PNM Gesso & Stura river park	Alcotra programme EUR 90,000	
• <u>Knowledge of potential markets for the territory</u>					
78. Regional and departmental tourism watchdog	2011-2015	Riviera CRT ADT 04	PNM CG 04	Riviera CRT budget ADT 04 budget	

—Survey of visits to hotels and guest houses - Summer mountain customer survey - Winter mountain customer survey (mountain resorts)		PACA CRT	CG 06 Valley centres	PACA CRT budget	
79. Monitoring and analysis of data by the ECST cross-border coordination unit (cross-border action)	2012-2015	PNM - PNAM	All players in the ECST cross-border strategy	Each structure's budget	