



Hey, it's
Cristina Cerutti

Tourism Monitor Officer
Turismo Torino e Provincia

12° TourMIS Users' Workshop & International Seminar on Consumer Trends & Tourism
Sep. 9, 2016

CUSTOMER CARE SURVEYS IN A
TOURISM DESTINATION:

TORINO TOURIST BOARD
CASE STUDY



turismo
Torino
e provincia

WHO WE ARE

PIEDMONT

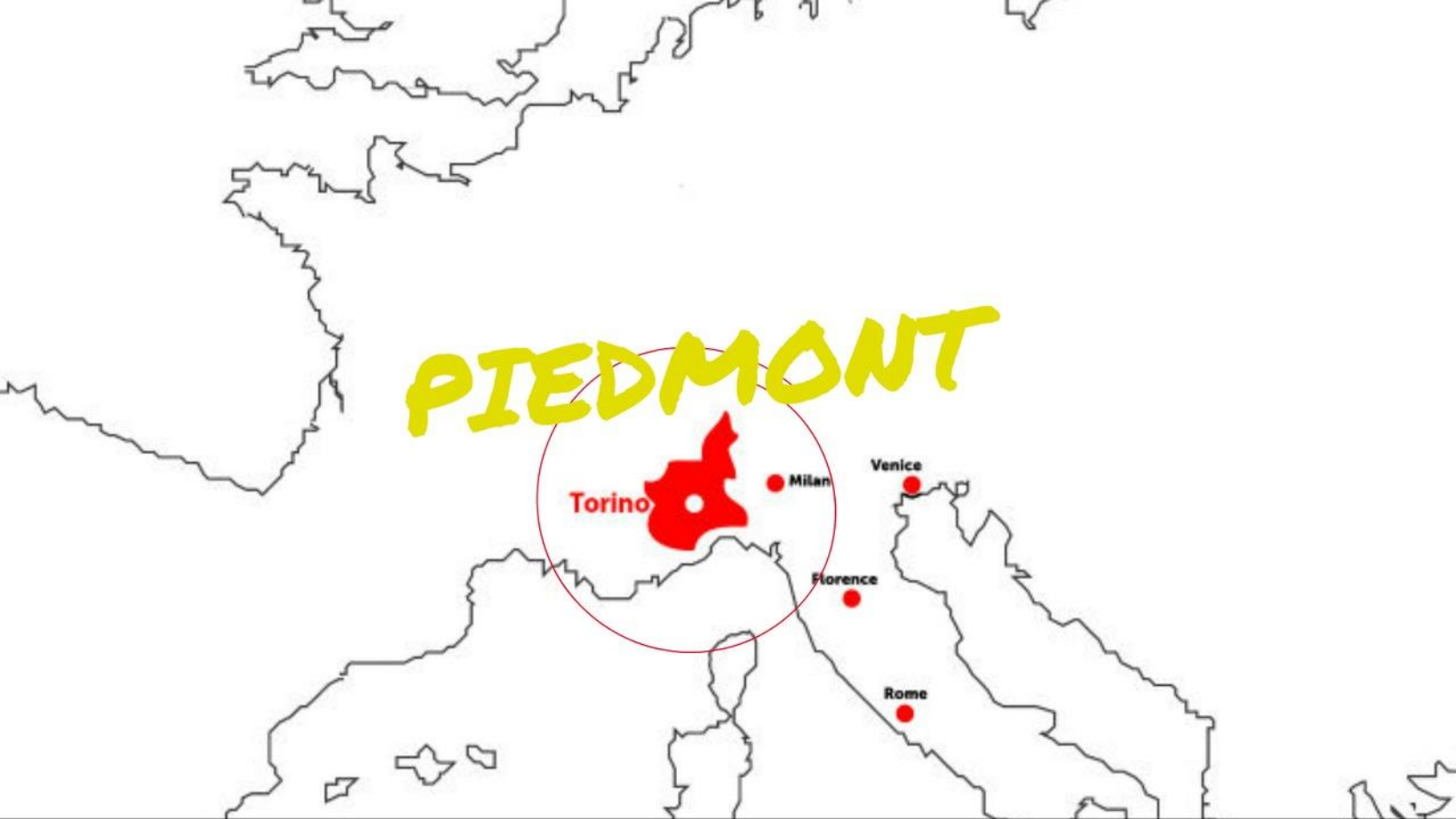
Torino

Milan

Venice

Florence

Rome



Born in 2007, is the organization for promoting the province of Torino as a

**TOURIST
DESTINATION**



OUR TOURIST OBSERVATORY



Since 2008, we are doing Customer Care Surveys, to monitor events, high season periods, congresses, exhibitions

OUR TOURIST OBSERVATORY

In 2015 we monitored 13
different events collecting
more than 30,000
interviews (ExpoTo events)



OUR METHODOLOGY



1

Vis-à-vis interviews or
post holiday survey
according to the event



OUR METHODOLOGY



2

Volunteers
support

OUR METHODOLOGY



Sponsorship project

3

more than 60 local companies
participating, over 7,000 gadgets
and benefits in 2015





TABLET

our TOOLS



VIRTUAL EYES



INTERNET

LET'S COMPARE THREE DIFFERENT SURVEYS!

EXHIBITION OF THE HOLY
SHROUD
April 19 – June 24, 2015



OVER 28,000
INTERVIEWS

VISITORS SURVEY 2015
January – December,
2015



OVER 1,300
INTERVIEWS

ESTRO 35 (congress)
European Society for
Radiotherapy & Oncology
April 29 – May 3, 2016



OVER 600
INTERVIEWS

ESTRO 35



Visitors Survey 2015



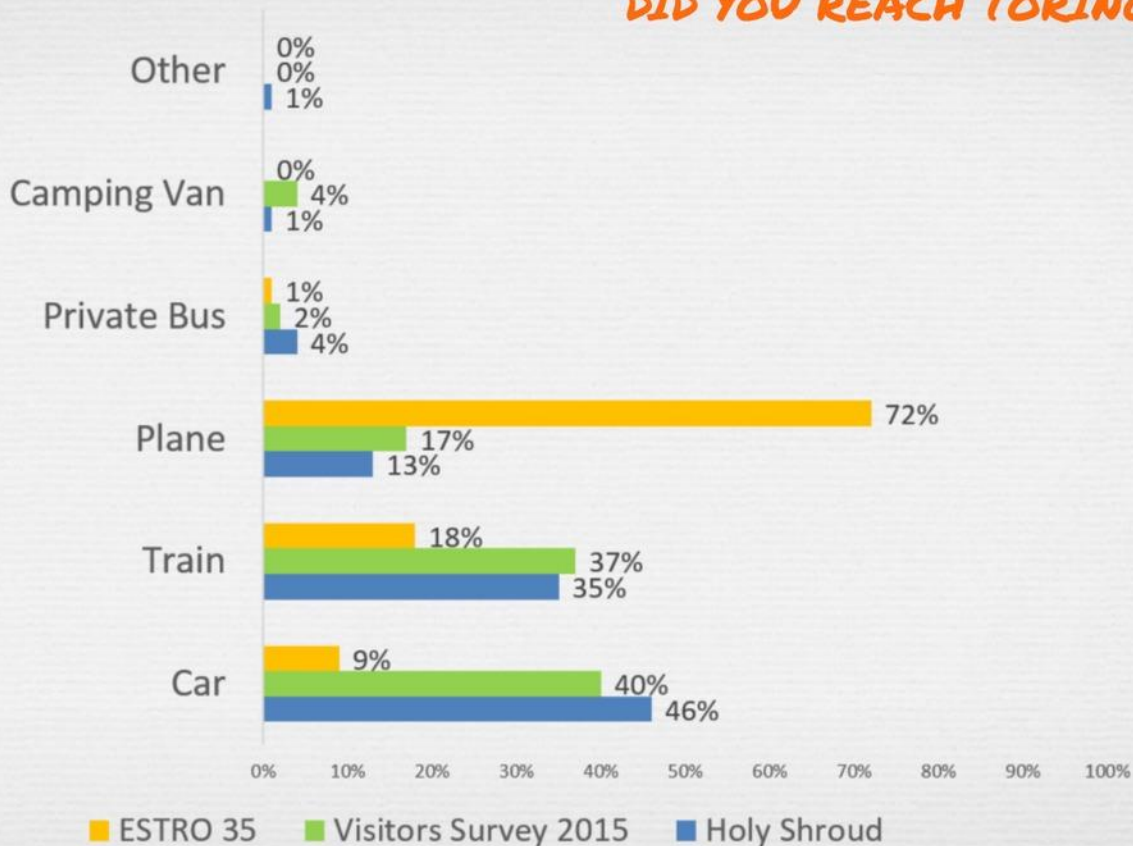
Holy Shroud



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

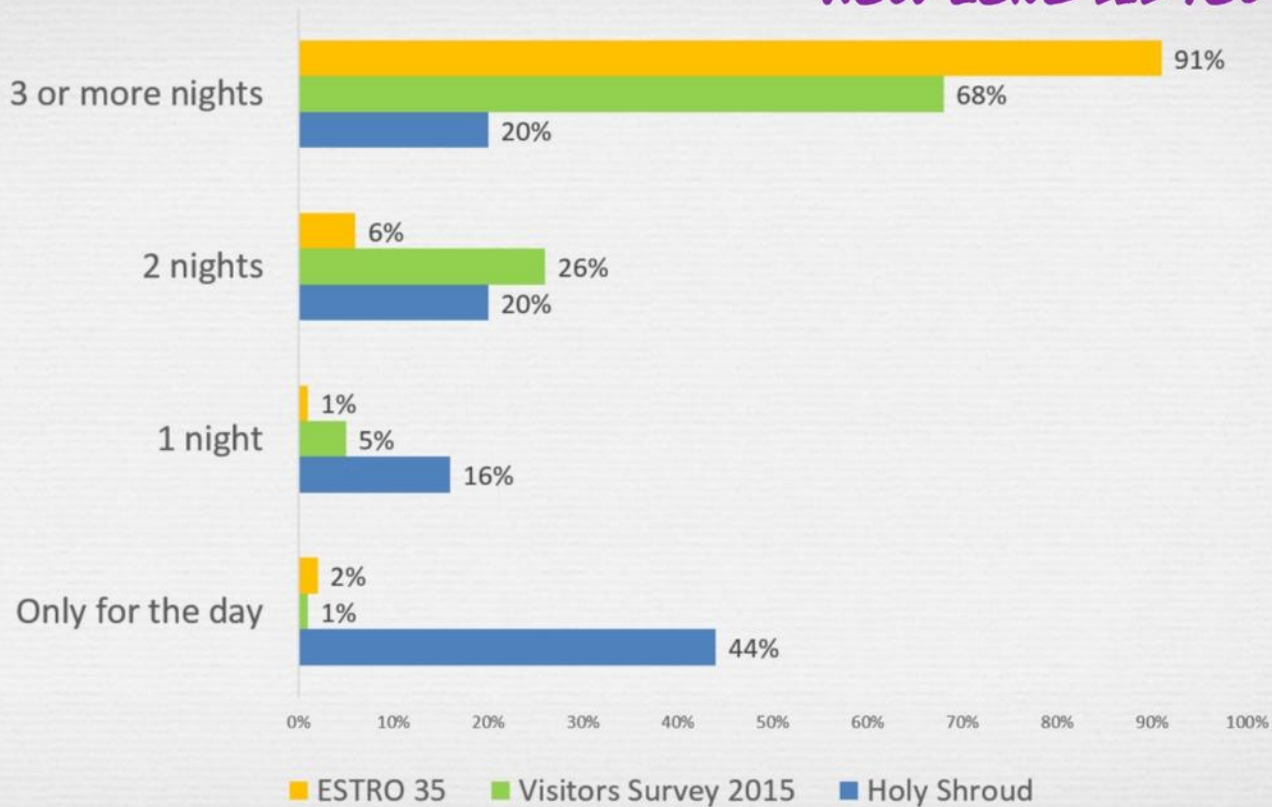
■ Domestic ■ International

DID YOU REACH TORINO BY....

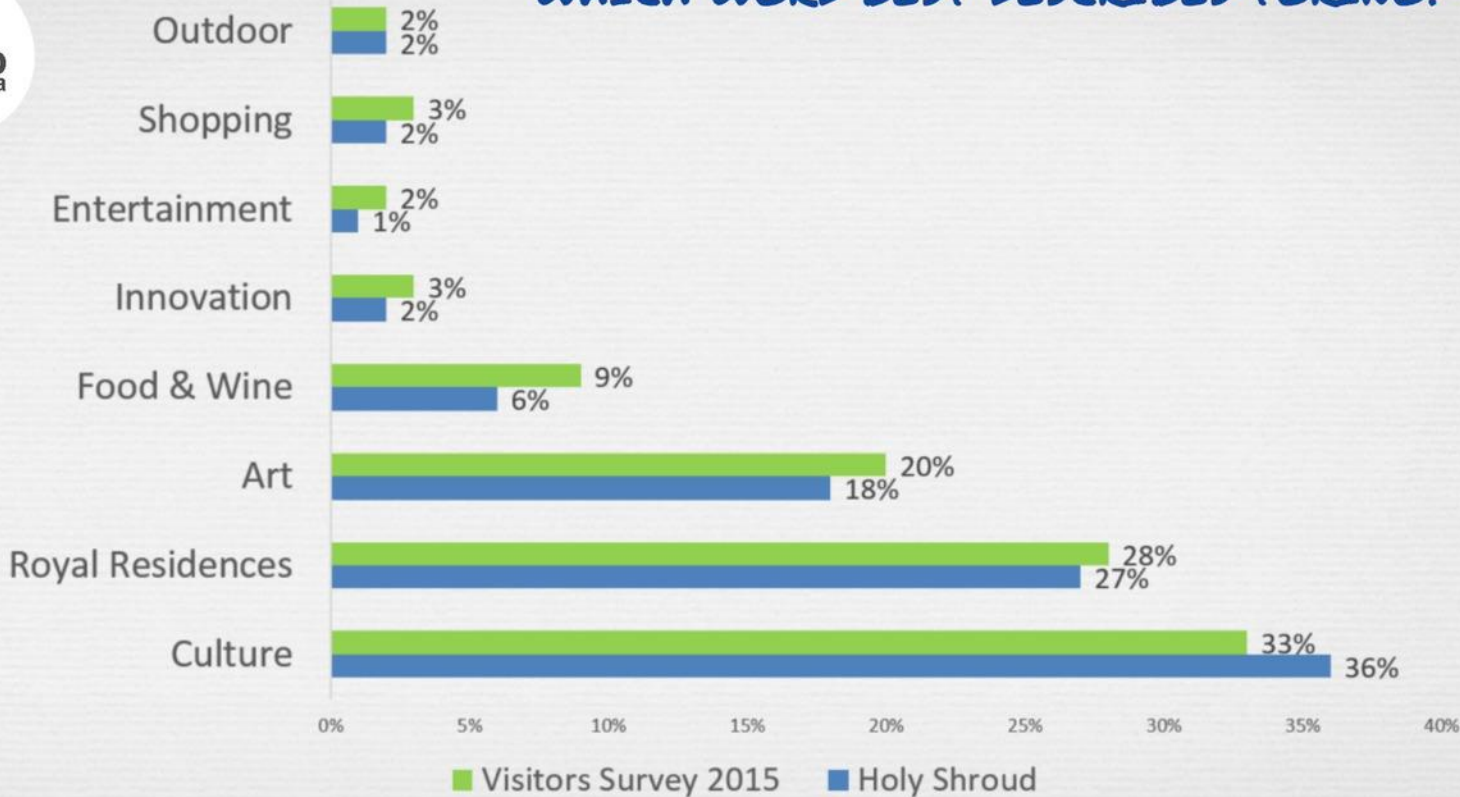




HOW LONG DID YOU STAY?



WHICH WORD BEST DESCRIBES TORINO?



2

GOLDEN RULES ✨

Surveys are useful
if the analysis is

**IMMEDIATELY
AVAILABLE**



2

Academic contents,
but not too much!

**SUITABLE
FOR ALL**





WHICH EFFECTS?



IMMEDIATE EFFECTS

Press release

City Marketing

LONG TERMS EFFECTS

Essential tool for decision makers

Marketing strategies

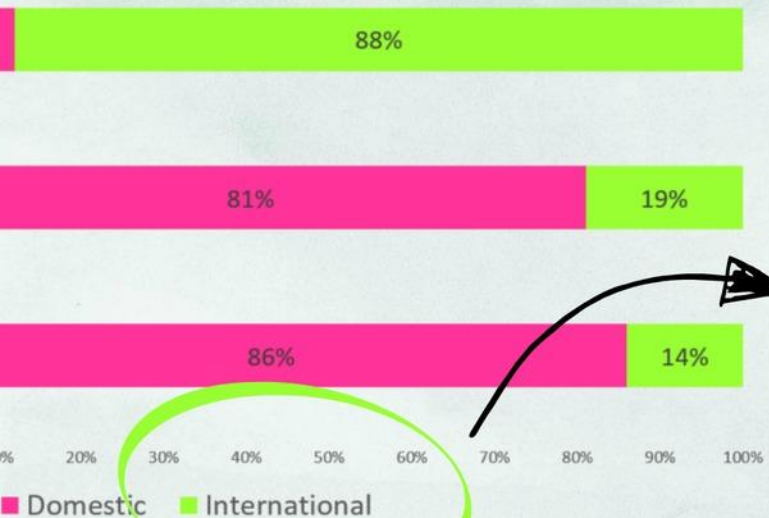
Tourist products





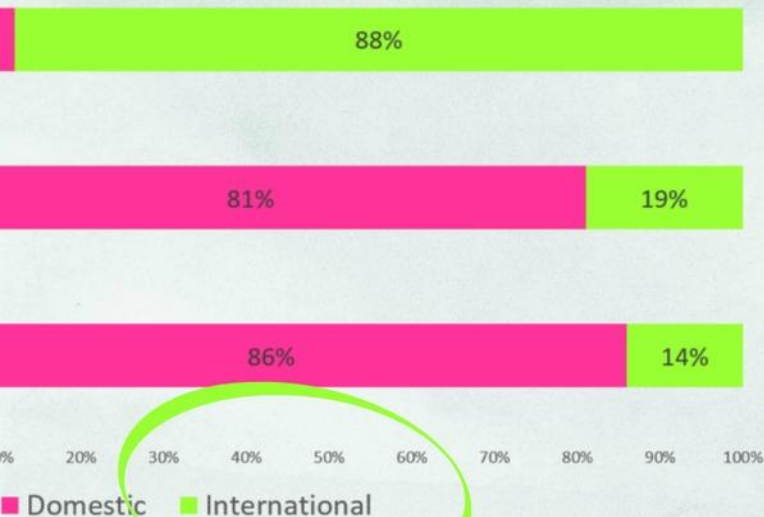
SOME EXAMPLES

ORIGIN



MARKETING
STRATEGIES, TOURIST
PRODUCTS &
HOSPITALITY

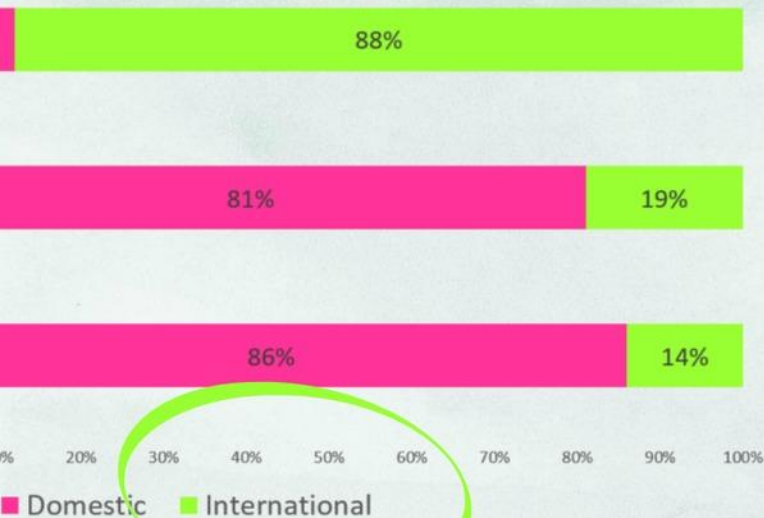
ORIGIN



CO-MARKETING



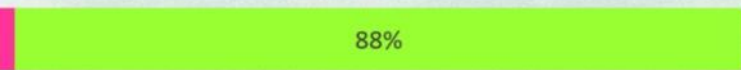
ORIGIN



SPECIFIC ACTIVITIES ON EMERGING MARKETS



ORIGIN



0% 20% 30% 40% 50% 60% 70% 80% 90%

Domestic International

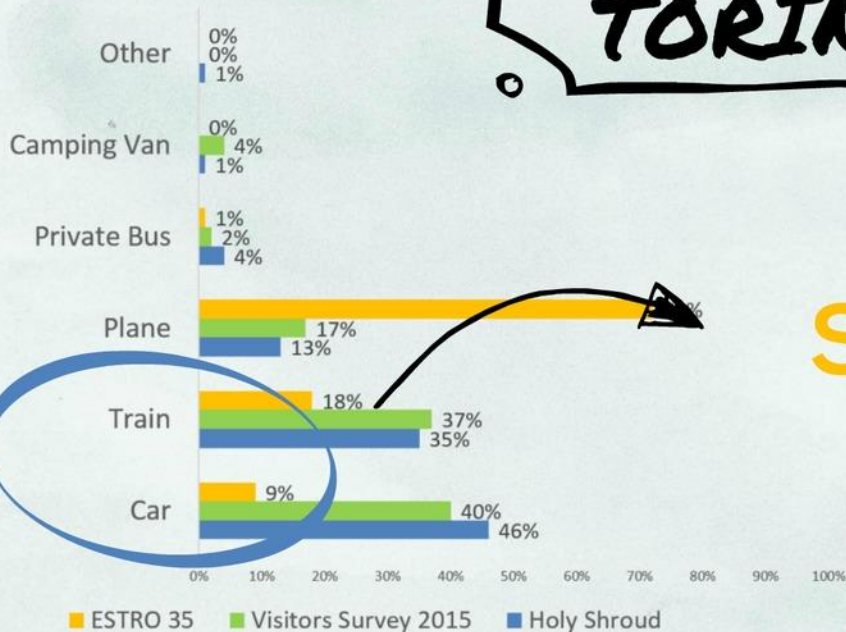
CITY SIGHTSEEING TORINO



Foreign languages
commentary
implementation



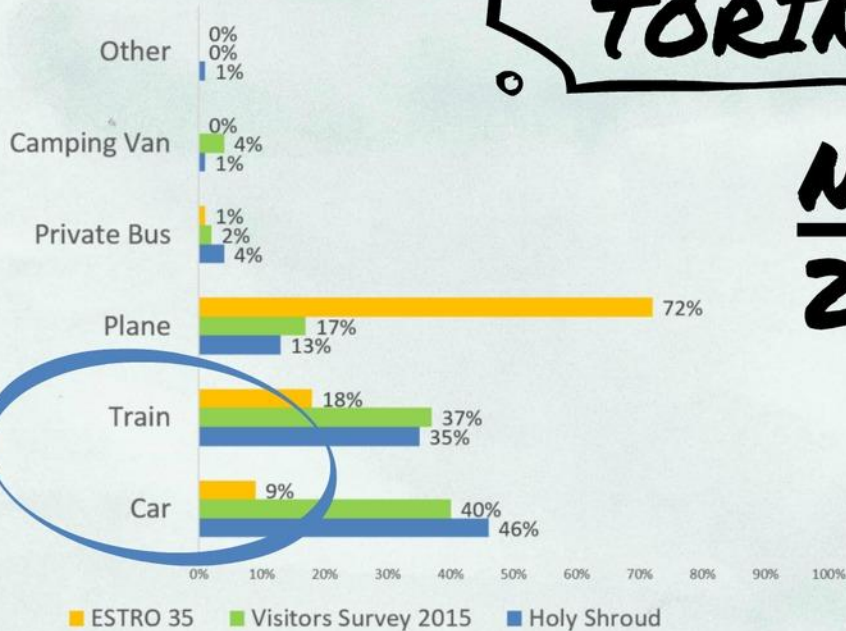
DID YOU REACH
TORINO BY....



SUSTAINABLE
TOURISM



DID YOU REACH TORINO BY....



NEW PROJECT IN 2016

in partnership with

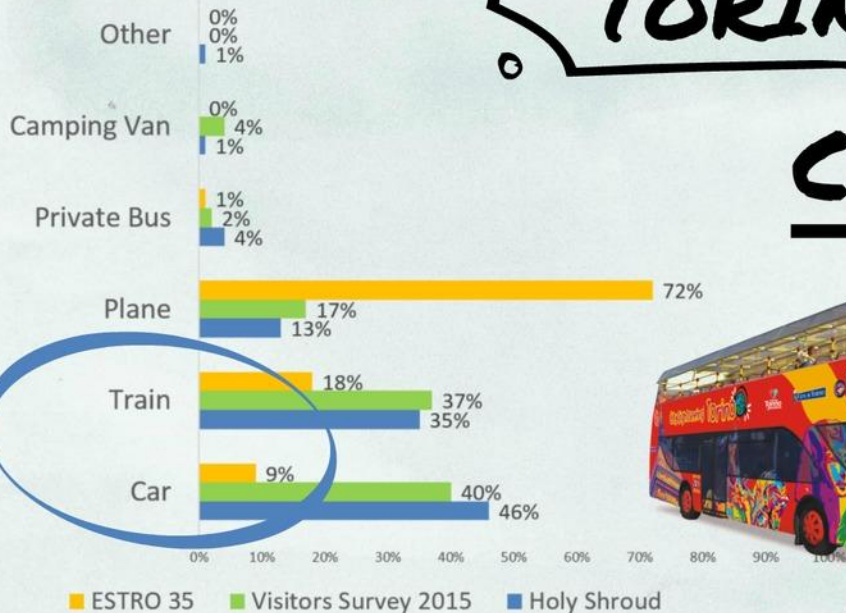


CITTA' DI TORINO



TORINO
SMART
CITY

DID YOU REACH TORINO BY....

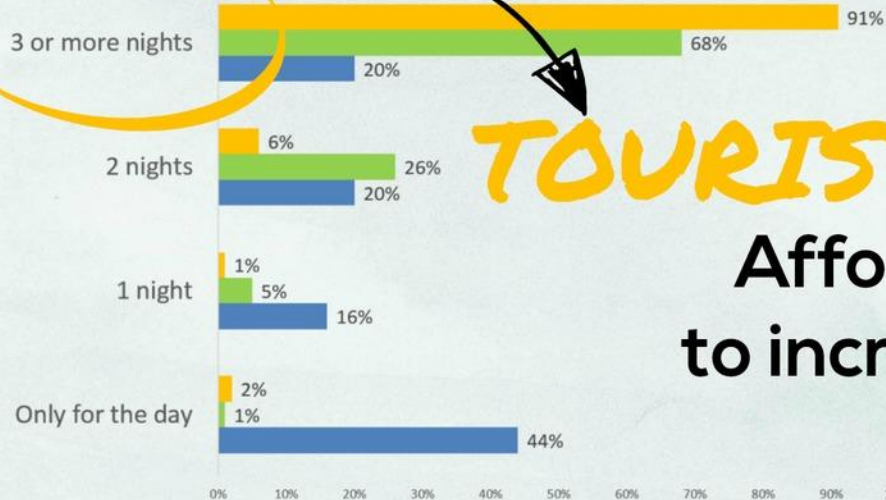


CITY SIGHTSEEING TORINO



in partnership with

HOW LONG DID YOU STAY?

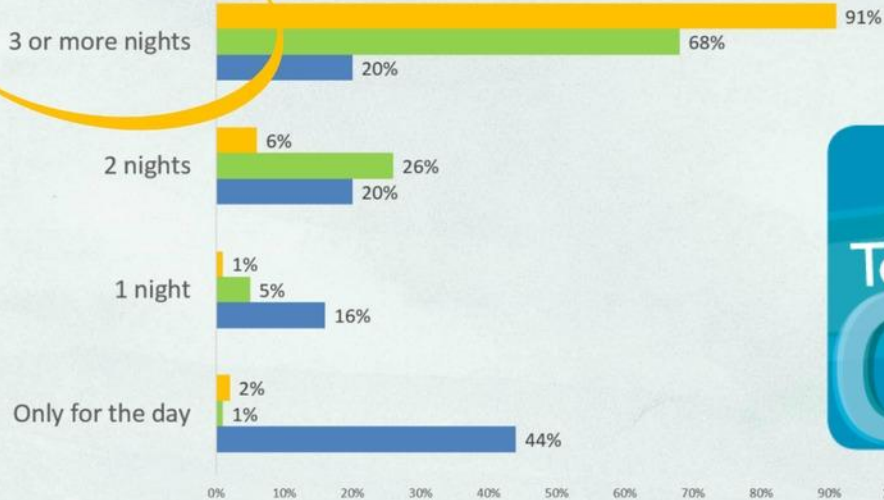


TOURIST PRODUCTS

**Affordable price
to increase the stay**



HOW LONG DID YOU STAY?



3/5
days
versions

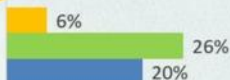


HOW LONG DID YOU STAY?

3 or more nights



2 nights



1 night



Only for the day



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

CITY SIGHTSEEING

TORINO

2-day
tickets





WHICH WORD...

Royal Residence

project



Royal Card



Specific bus line



Slow Food®

partnership with Slow Food



WHICH WORD...

ART AND
CULTURE





Food & Wine

WHICH WORD...



Merenda Reale



**NEXT
STEPS**

Food & Wine

partnership with



Slow Food



Management Department
Università degli Studi di Torino



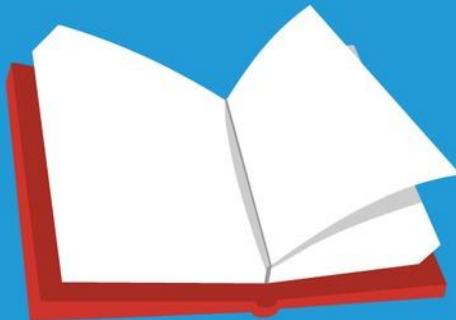
**University of
Gastronomic Sciences**





**NEXT
STEPS**

Food & Wine



«Typical Piedmontese Cuisine»
Guide

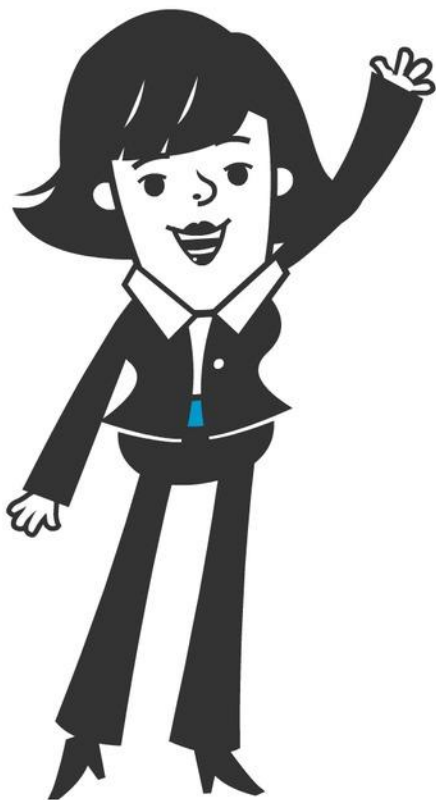


**NEXT
STEPS**



DIRECT MARKETING ACTIONS





**THANK YOU FOR
YOUR ATTENTION!**



Cristina Cerutti
Tourism Monitor Officer
Turismo Torino e Provincia
c.cerutti@turismotorino.org