

Destination Uppsala

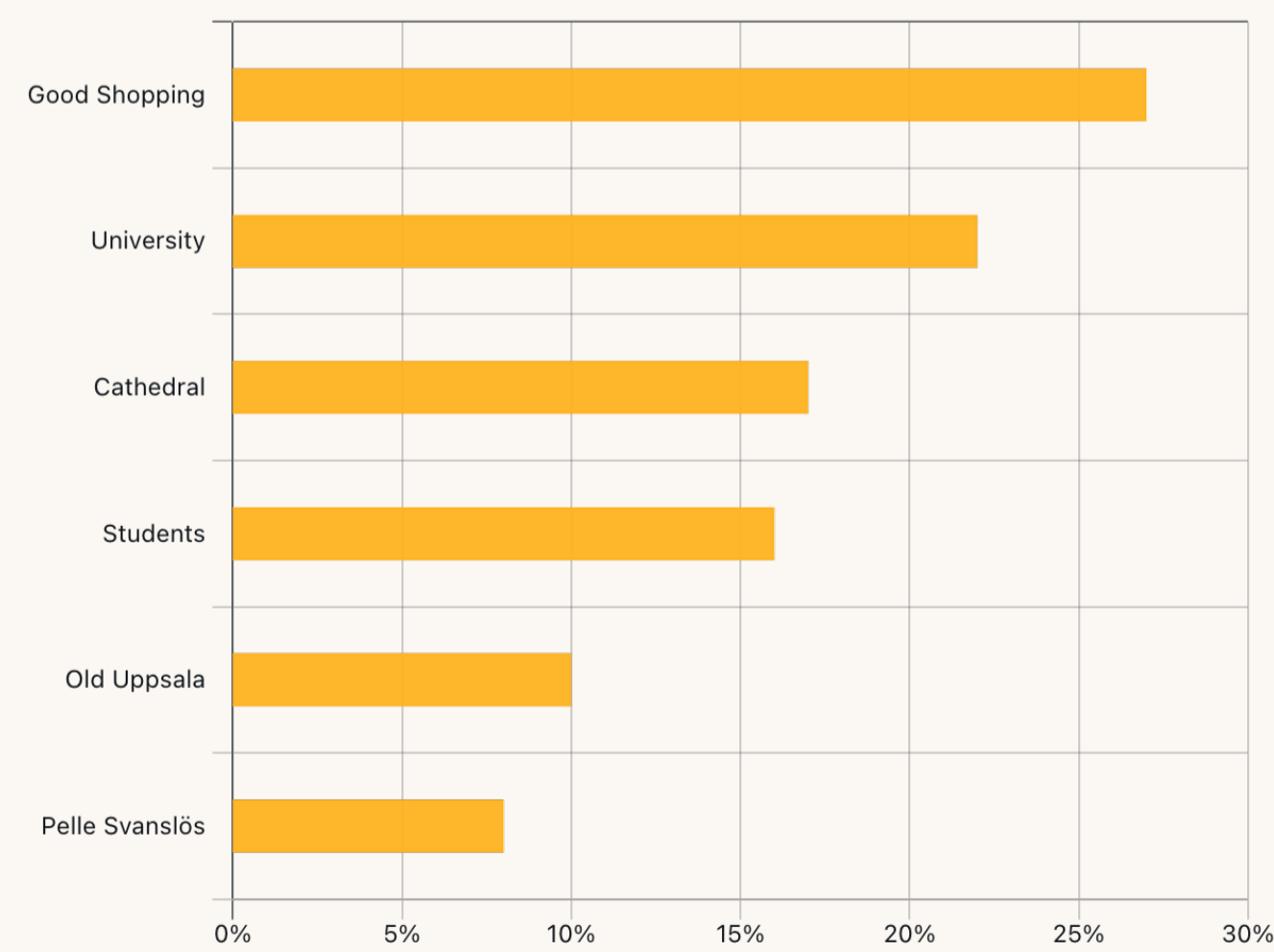
A tourist agency wanted to understand how the behavior, priorities and demands of prospective tourists had changed during the corona pandemic so that they could target these more effectively as the world re-opens for travel.

Parlometric asked completely open-ended questions to 1200 Swedish tourist from the client's key markets. For example, respondents described their plans and travel behavior, as well as what they thought about Uppsala as a potential tourist destination. We also scraped all relevant social forums that discussed travelling to Uppsala, to get deeper and unprompted insights about from people that have recently visited, or is planning to visit, the city.

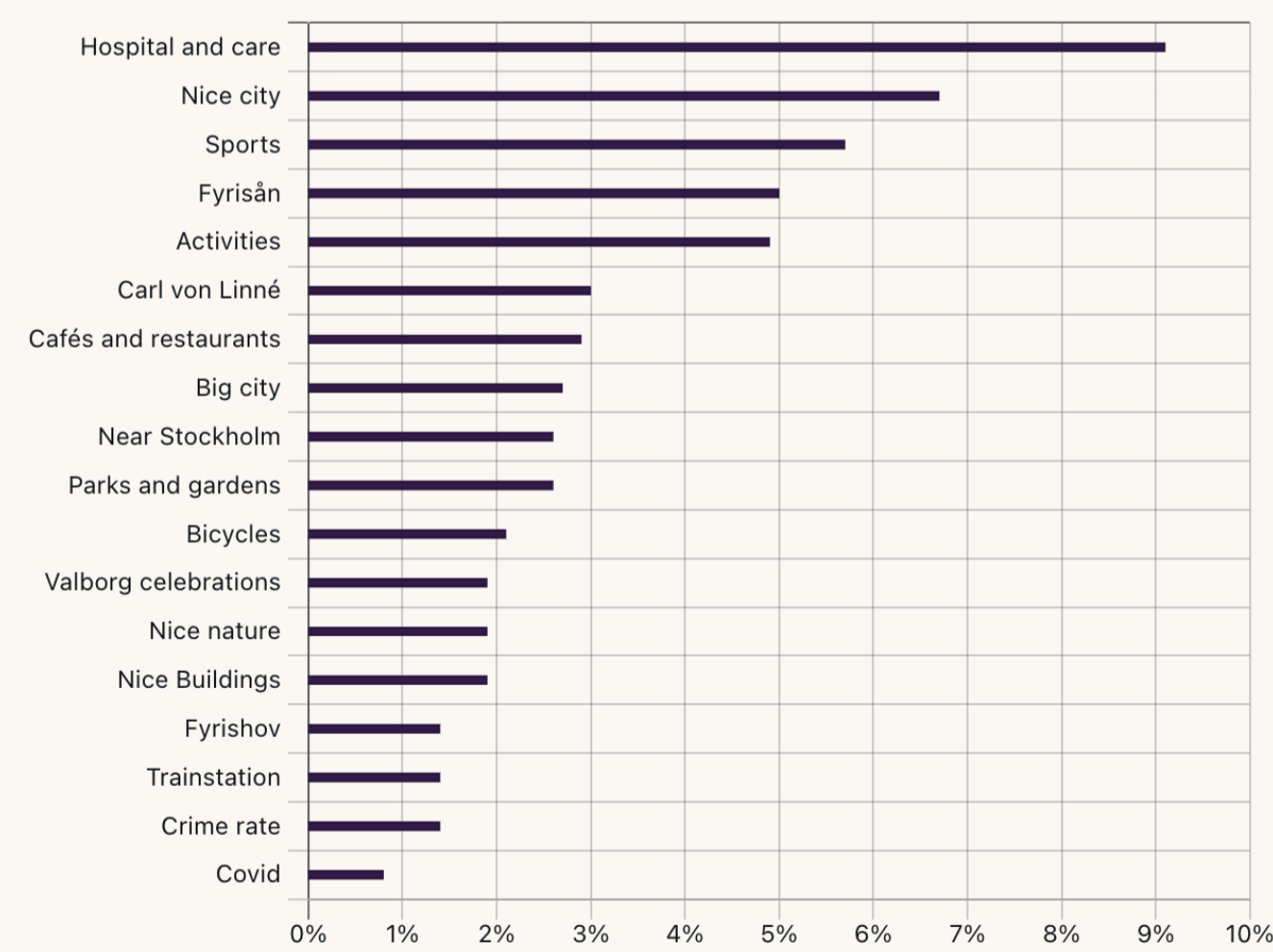
Impact

- ✓ How different tourists experience Uppsala as a destination
- ✓ The best target groups to direct the communication to
- ✓ Benchmarks about Uppsala's main attractions

WHAT DO YOU ASSOCIATE WITH UPPSALA?



OTHER THINGS PEOPLE ASSOCIATE WITH UPPSALA



WHAT PLACES IN UPPSALA HAVE YOU VISITED? (OCCURANCE)

