



**IAE**

UNIVERSITÉ SAVOIE  
MONT BLANC





# Savoie Mont Blanc as a destination

## Feed back on pre-tasks 3

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# Context and goals

- Prior to attending the Accept project week, students from 10 partner universities deepened their knowledge about the destination
- Pre-task 3
  - How is Savoie Mont Blanc perceived as a destination by young people in Europe ?
  - Survey
  - Recommendations
- Restitution of some key elements

# Content

- Methodology
- General results
- Some specific results by countries
- Conclusions & recommendations

# Methodology

- Mostly **quantitative studies** + interviews and case studies + desk research
- Each country chose their questions and survey tools, online and offline
- **1300 European young adults surveyed**
- 10 convenience samples, sampling errors could not be calculated (Spain).
- **Indicative results** only, in spite of the size of the sample
- Limits of the study

<b>Countries</b>	<b>Quanti. / sample size</b>	<b>Quali / desk research</b>
Belgium	71	X
Denmark	88	X
France		29
Germany	100	X
Italy	100	X
Scotland	106	X
Spain	100	X
Switzerland	512	X
The Netherlands	48	X
Turkey	142	X
<b>TOTAL</b>	<b>1267</b>	<b>29 +</b>

# General results

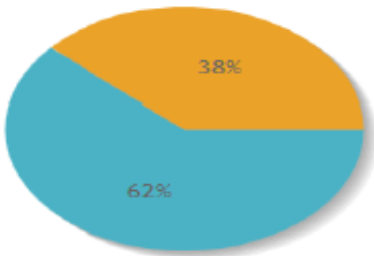
- Knowledge of the region / name Savoie Mont Blanc
- Image once / when they know
- Activities
- Intention to visit
- Website and social medias
- Language issues

# Knowledge of Savoie Mont Blanc

- Most respondents have no knowledge or have not heard of the Savoie Mont Blanc region
  - 63 % of the German respondents (sport oriented students) had never heard of the region
  - 70 % of Scottish respondents, 84 % of Dutch respondents, 76 % for Denmark, 55 % for Belgium, 60 % for Turkey
- Results vary across countries
  - Spain (93% know the destination ; but only 7% visited), Switzerland (the closer they live from the border, the more they know the region), Italy do better

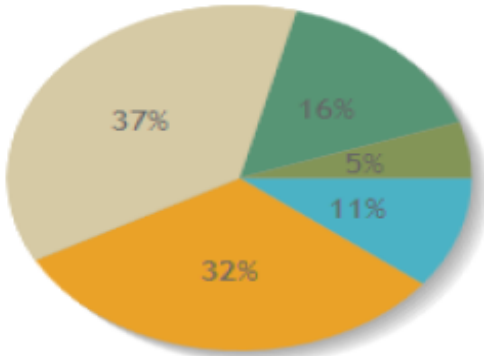
Question 2: Do you like to know something more about the region Savoie Mont-Blanc?

(NL)



Yes no

Question 3: Which area comes first in mind when you are thinking about France?



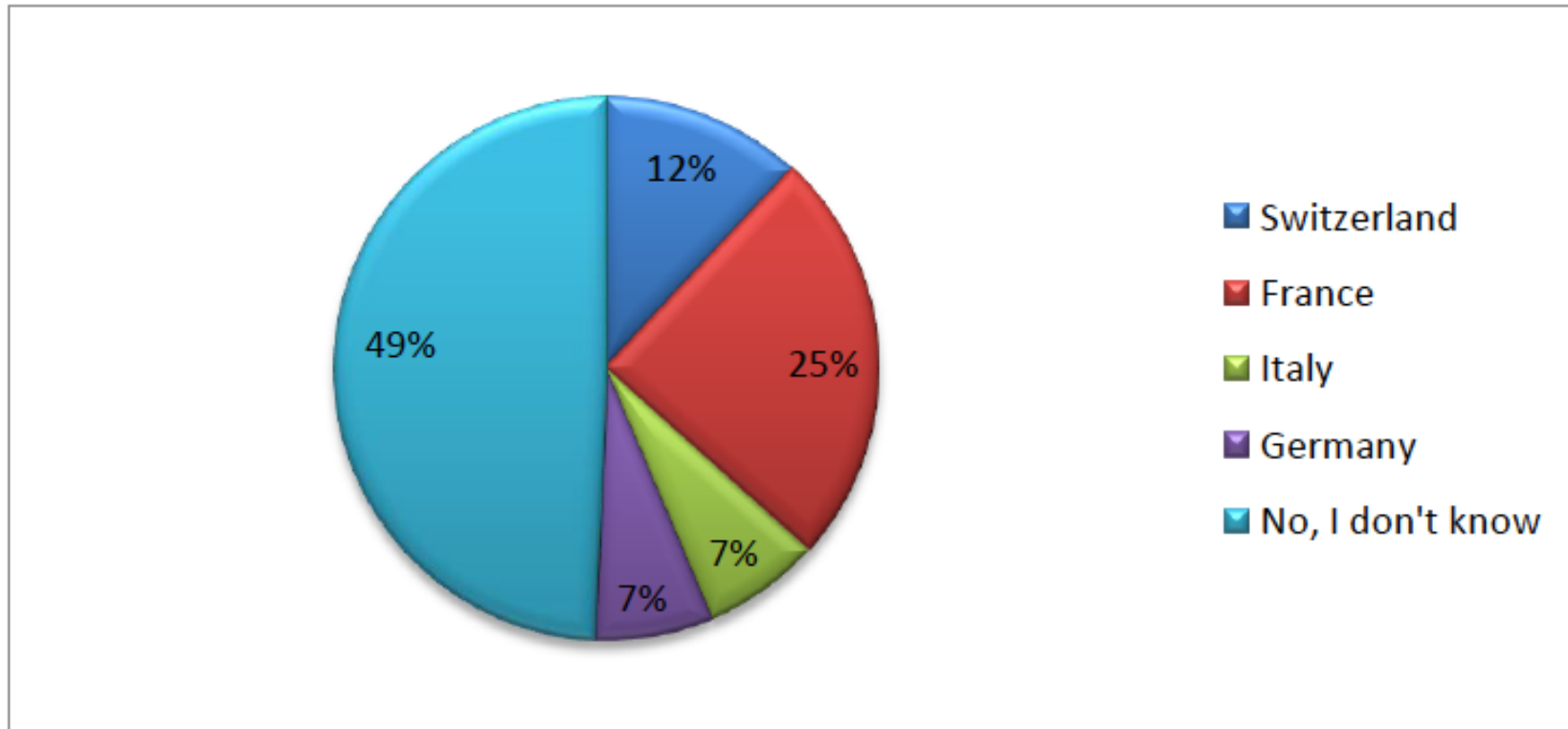
Bourgogne Pyreneën Provence-Alpes-Côte d'Azur Normandie Geen kennis van Frankrijk

No knowledge of France



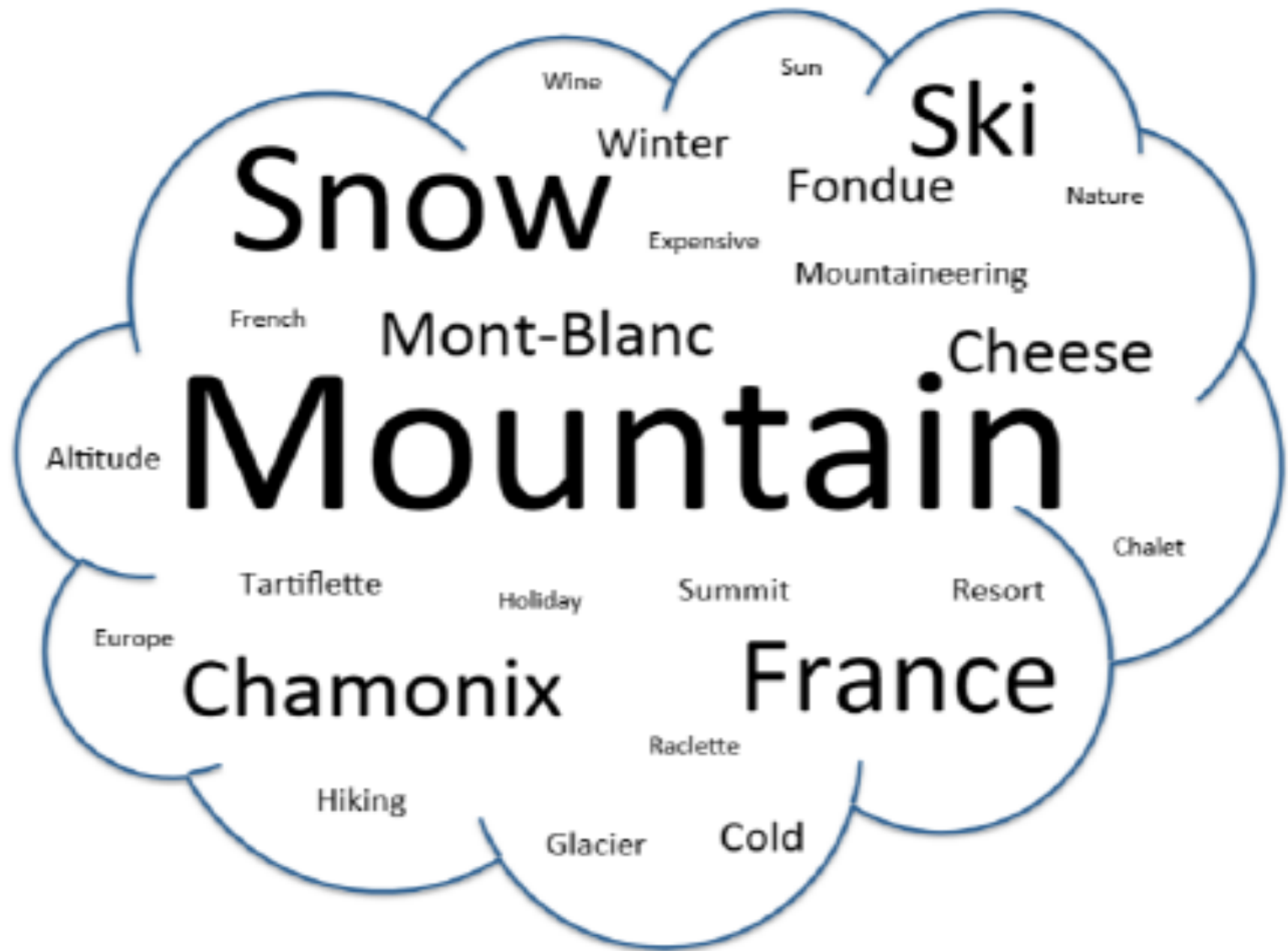


## Turkey



**Figure 6. Do you know about the location of the Mont Blanc? If you know Mont Blanc, you should select one country.**

Swiss



# Once they know (e.g. When looking at the website)

Denmark



# A positive impression / image

- Germany : The region has **assets** for the **target of sport oriented young adults**.
- Sport is important in their life and in their vacations and they love to practice new or other sports during their vacation.
- Great potential as a destination for **sport vacations** at least within France :
  - very pleasant **climate**
  - variety of **physical activities** all year around,
  - perfectly qualified for **mountain sports**, but also very suitable for **watersports** due to its numerous lakes,
  - beautiful **landscape** for **cycling** or more **extreme sport** like paragliding.
- Scotland : Savoie Mont Blanc is **appealing to university and college snow sports clubs** for potential trips and holidays
- Resorts suit all ability of **snow sport enthusiasts** + **amenities** when not on the slopes
- Other sport opportunities aside from snow sports
- Denmark : positive reactions after seeing the website.

# After learning where the region is...

Germany

## Association with sports within the region

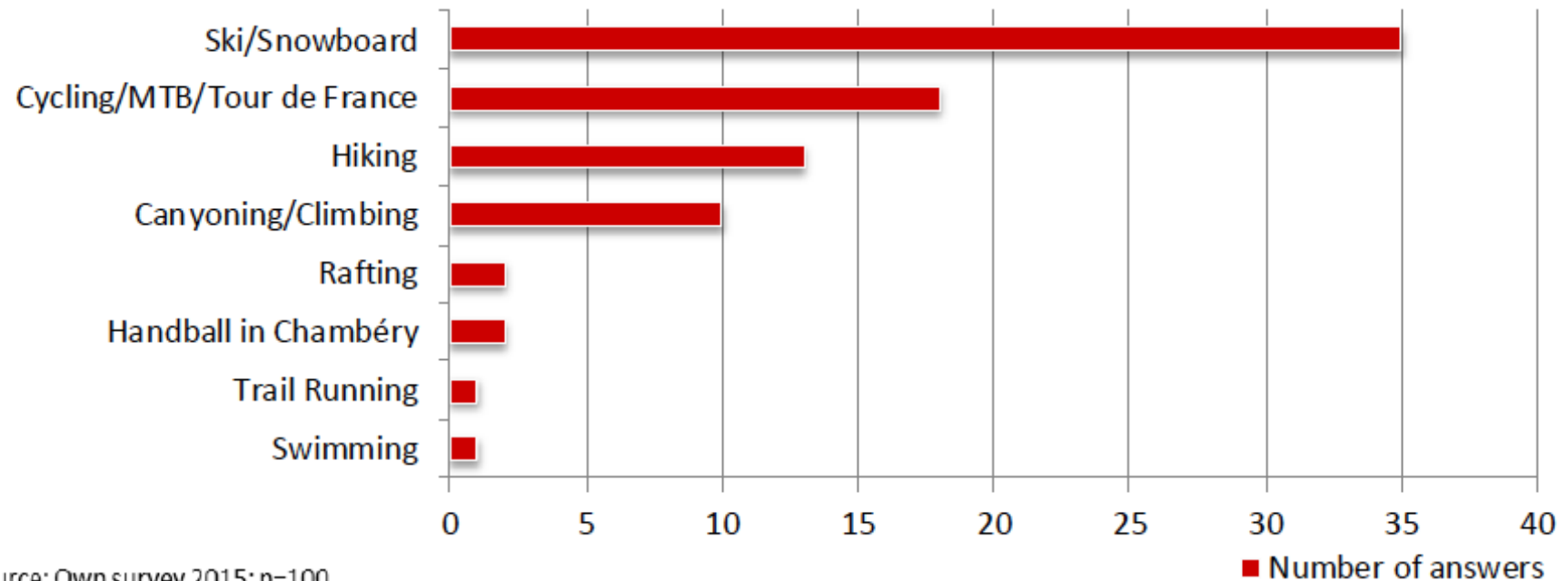
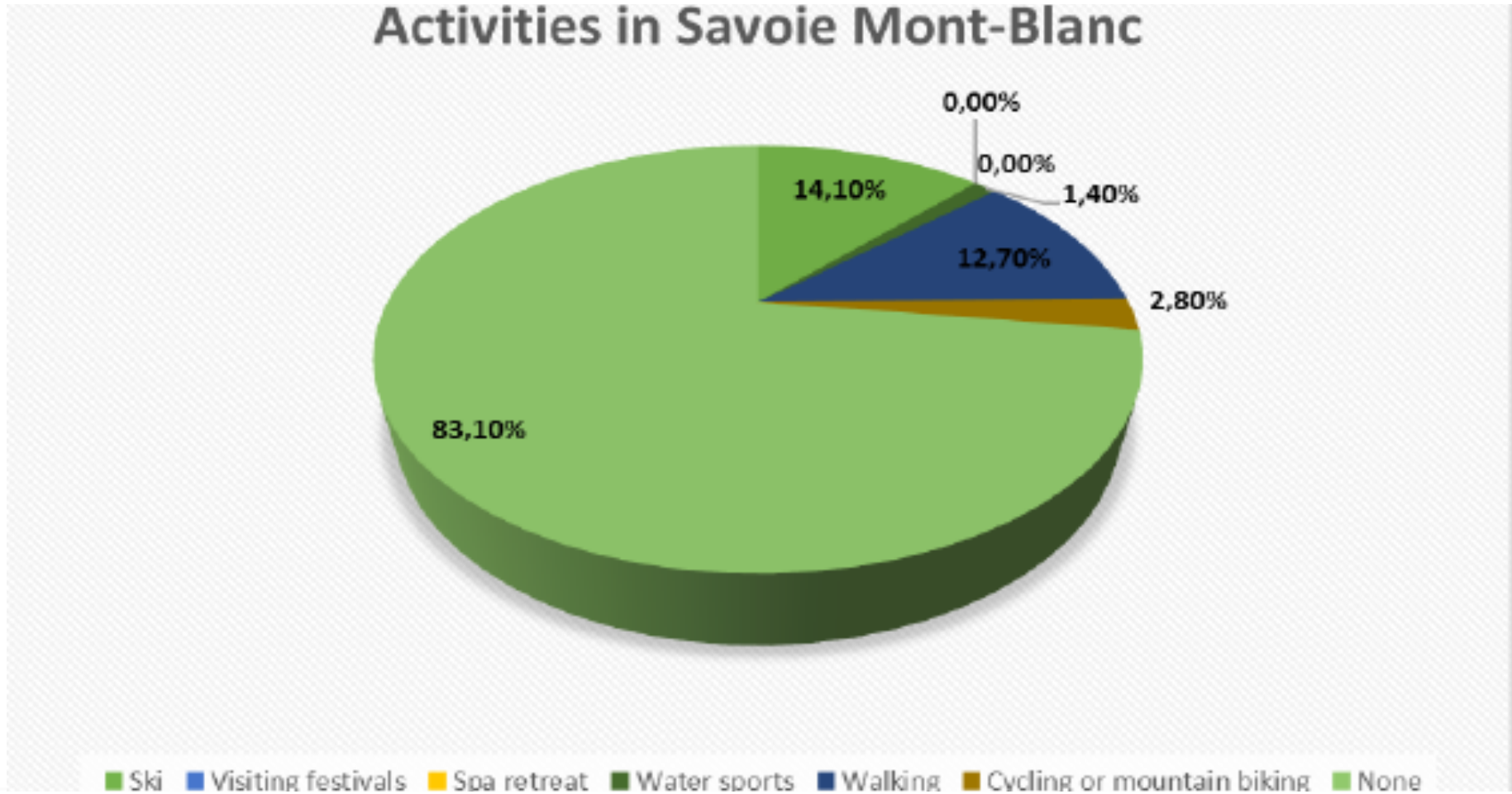


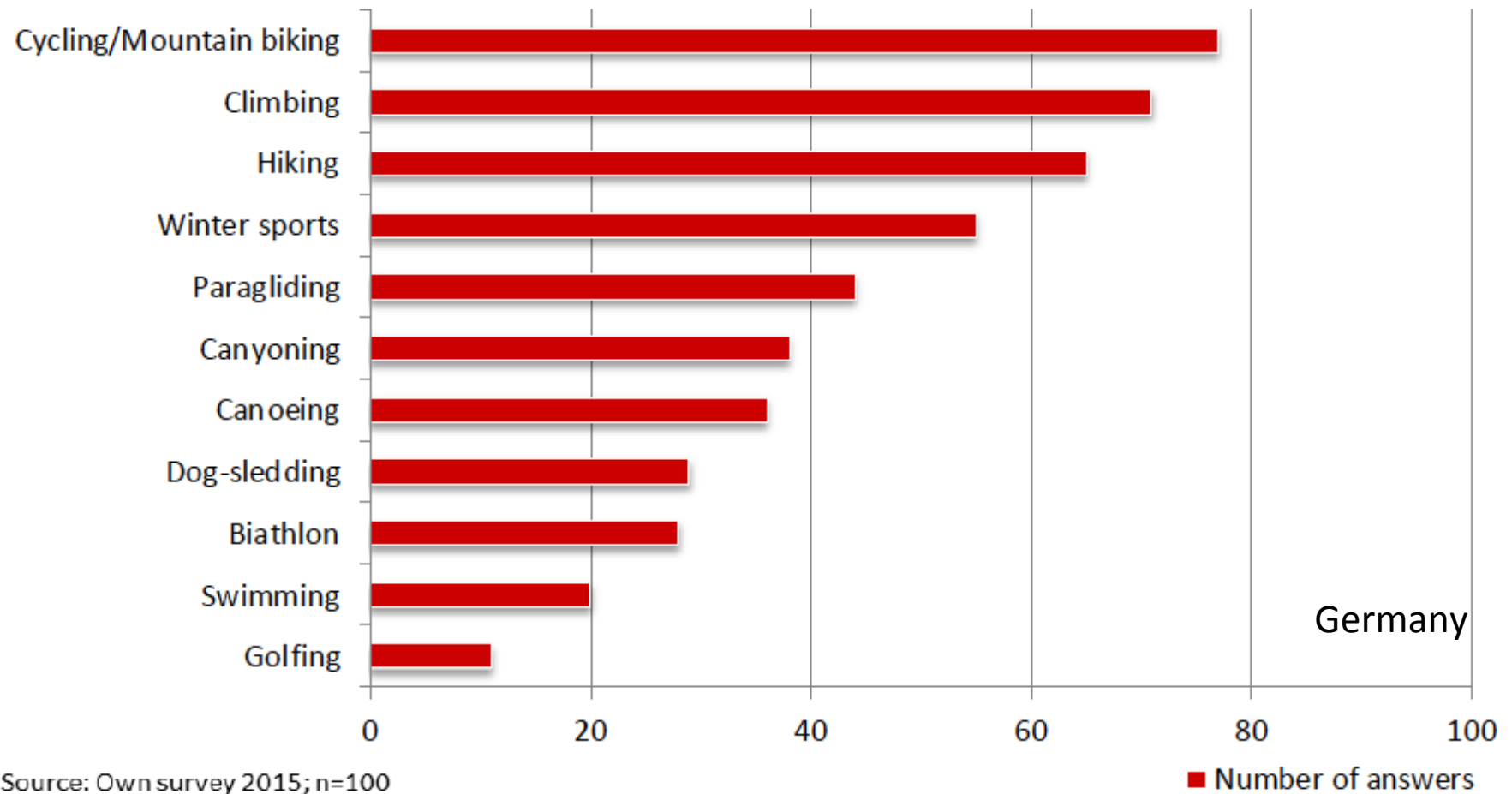
Diagram 2: Association with sports within the region

# Activities you'd like to do

Belgium

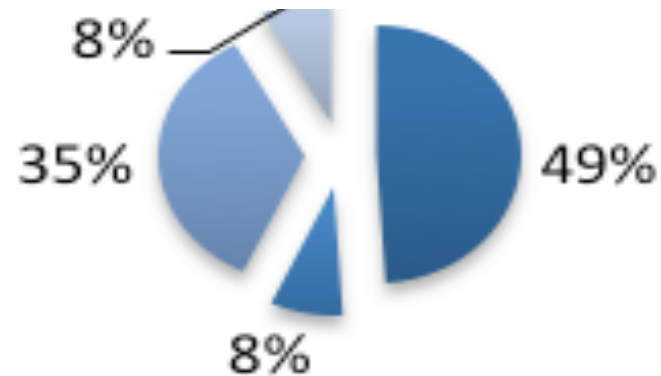


## Favorite possible sport activities in the region



# Activities

Figure 8 : Tourism Expectation from Savoie Mont-Blanc



- Winter sports (Skiing, Snowboarding)
- Culture (Historical sites, Museums, Churches)
- Nature (Cycling, Mountain biking, Walking)
- SPA and wellness

Italy



# Activities

- What they expect to find (Spain)
  - Rural and mountain tourism,
  - Daydream landscapes
  - A place where they can practice all kinds of sports and adventure sports.
- Cycling (Belgium)
  - A recent TV show underlined the potential as a cycling destination (famous “cols”)
  - But only 14,5 % of the student respondents chose bike riding as a reason to visit the region.

# Activities ?

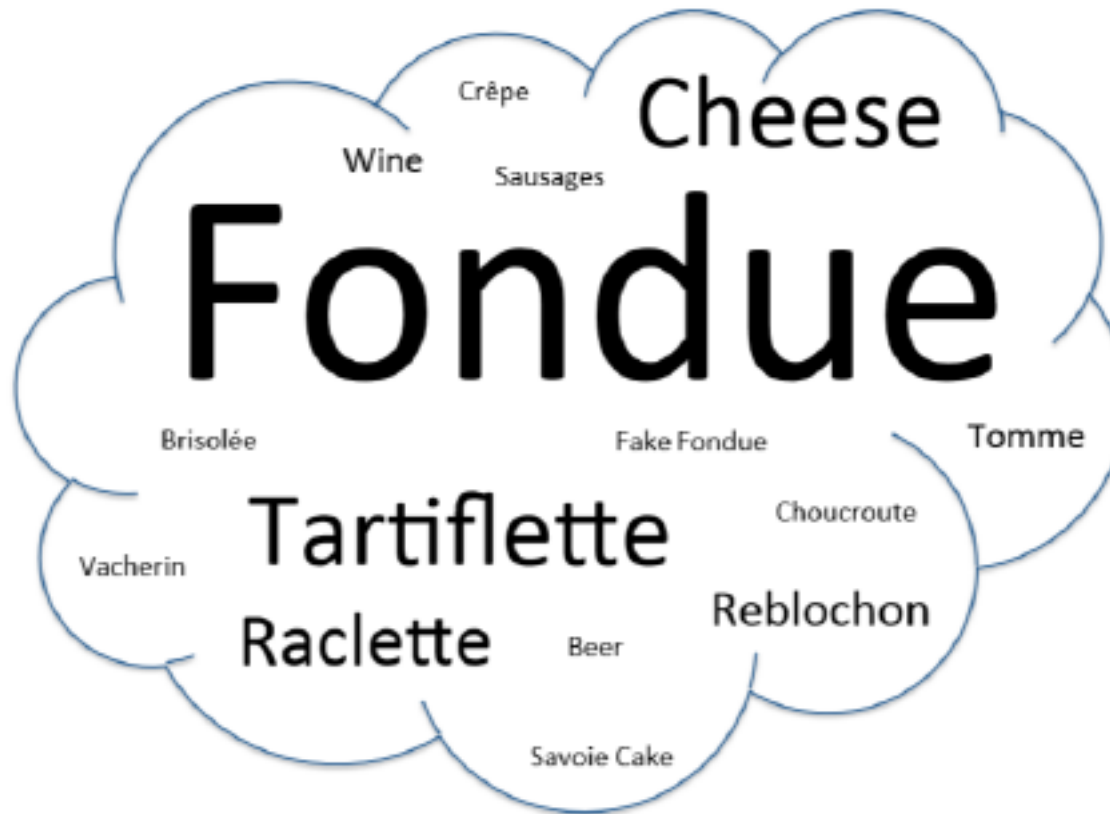
Denmark

Cycling and mountain biking	12	13.6 %
Skiing and snowboarding	22	25 %
Water sports( water skiing, scuba diving, windsurfing)	19	21.6 %
Exploring natural heritage (e.g. caves, lakes, rivers, mountains, parks)	71	80.7 %
Paragliding and air-gliding	8	9.1 %
Visits to cultural sites ( e.g. museums, castles, forts)	54	61.4 %
Crafts and culinary	26	29.5 %
Andet	15	17 %



# Culinary specialties

Switzerland



Some differences  
bw German and  
French speaking  
swiss respondents

# Intention to visit

|

- NL : respondents would be attracted by **outdoor / survival holidays** in Savoie Mont Blanc, but they **would prefer Austria for ski** because it is well known for **night life** and **après-ski**.
- Switzerland : 75 % would **be thrilled to visit it** (most of them already have), but Swiss respondents living close to winter resorts prefer to stay in their area. Price as a USP ?
- Spanish respondents **know the destination** and **most would like to visit** it in the future
- Italy : **54 % go to Trentino / South Tyrol for skiing**, 5 % to the Alps.
- Denmark : positive reactions after seeing the website. Most would **consider** it for their next vacation
- As there are **many ski facilities in Turkey**, respondents mostly know the turkish ones. France is mostly known for **wine and fashion**

# Savoie Mont Blanc or other regions ?

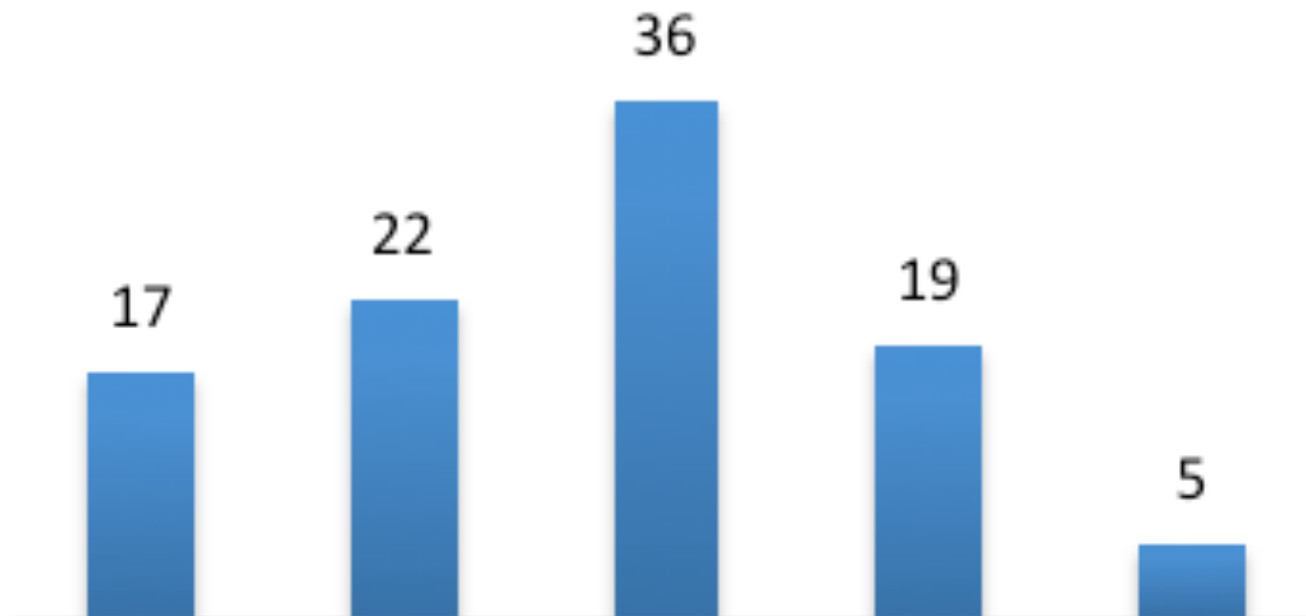
Italy

Alsace	2	Lorraine	3
Brittany	14	Île-de-France	16
Provence-Côte d'Azur	44	Savoie Mont Blanc	5
Corsica	17	Pays de la Loire	2

# Interested in visiting Savoie Mont Blanc ?

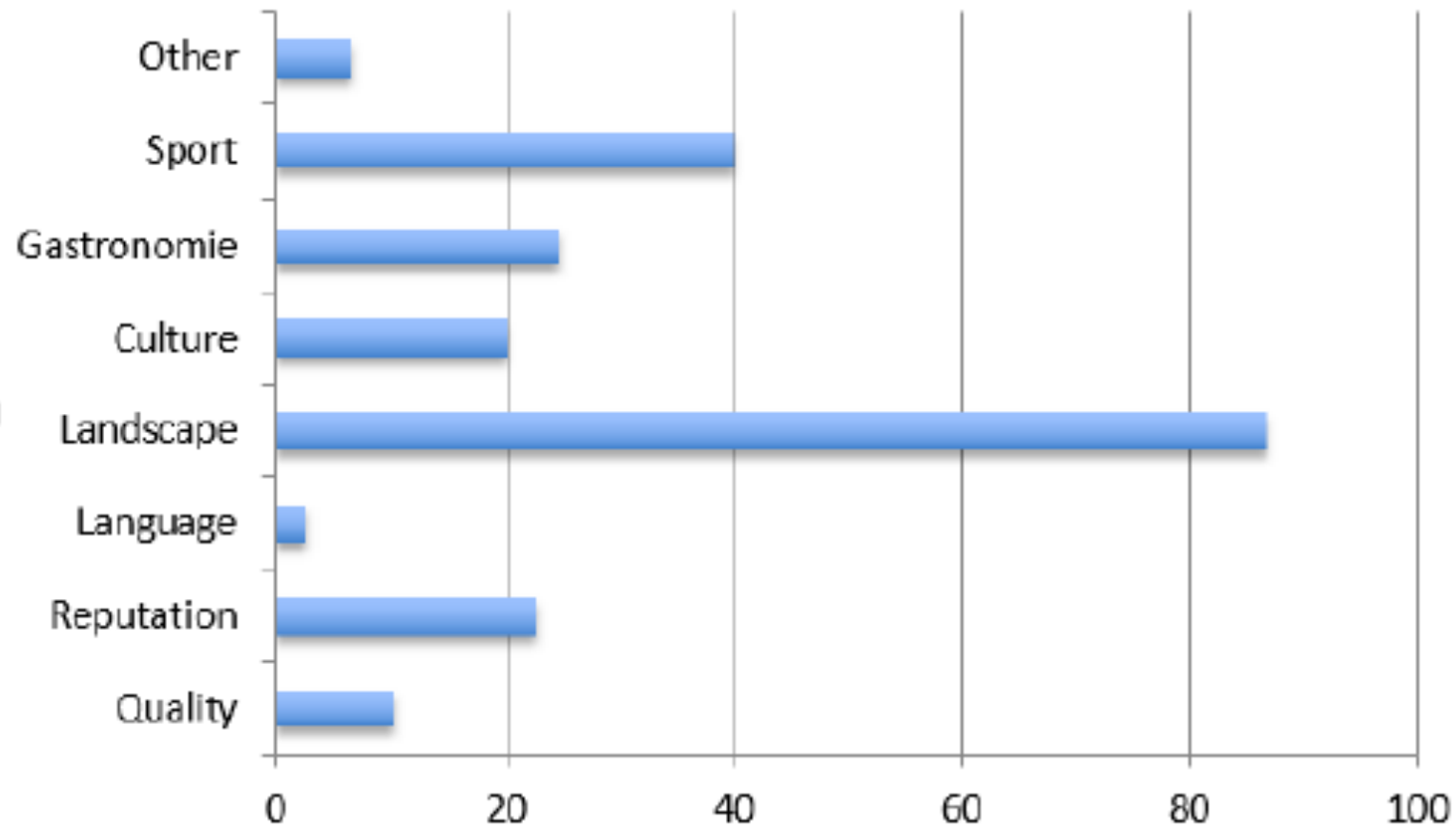
Savoie Mont-Blanc? ( level from 1 to 5)

Italy



# Why visit Savoie Mont Blanc ?

Switzerland



# General information on Foreign tourists in Savoie Mont Blanc

- British people are big spenders on winter sport in the region (Scot.)
- 13 of Savoie Visitors are belgian, 3<sup>rd</sup> rank (1<sup>st</sup> British, 2<sup>nd</sup> Dutch)
- France Rank 9<sup>th</sup> as German favorite holiday destination abroad (Tourism Analysis 2015)



# Website and social media

- Germany
  - **Structured and convincing website**, very nice and appealing **design**, stunning **photos and videos**
  - **Winter sports + other sport activities** represented and nicely illustrated.
  - But **too many automatic pop up** previews slowing down navigation
- Scotland :
  - Savoie Mont Blanc have understood their target market
  - **Heavy presence on all Social media platforms**, including Facebook, Twitter and Instagram.
  - **Differences between specific destinations** in Savoie Mont Blanc :
    - Lake Annecy : strong media presence on all major social media platforms, posting frequently, using hashtags and using English more widely.
    - Chambéry : very little social media presence, no twitter account, Instagram account, weak Facebook account, does not post frequently

# Language issue

- Scotland : Most of the Instagram posts and tweets, if not all, are in French (not in Annecy),
- 67% of participants stated that language barriers were not an issue for them when travelling abroad.
- But SMB can not reach them on social media
- Germany : difficult to book or get practical information in English, or without speaking French
- No possibility to display the site in German

# Exchange students in Savoie Mont Blanc

What do they want to visit in Savoie Mont Blanc (and else) as exchange students ? What activities do they plan to do ?

- In 3 months, half of the students visited a destination more than 200 km away.
- No ski yet : great weather, no snow until this week
- The further away students come from, the further away they want to visit :
  - Exchange students from Europe want to visit France and neighboring countries (Switzerland, Italy)
  - Exchange students from outside Europe plan to visit Europe as a global destination
- Many activities are planned... including studying !
- Their advice : visit Annecy and Lyon !

# Conclusions & recommendations

- Positive image, once respondents know what it is or visit the site
- Landscapes, snow, sport, adventure
- Naming, destination Branding ?
  - Under what name is Savoie Mont Blanc best known ?
- Language issue, in real life and on social medias
- Using the fame of specific spots, of the “Tour de France”

**Thank you all,  
you did a great job !**





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