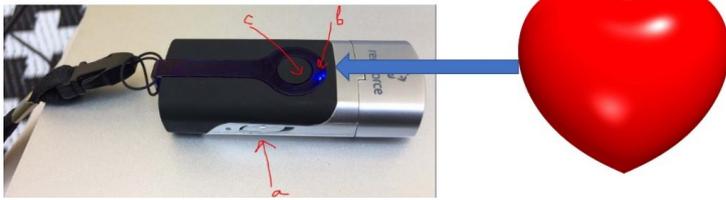


INCULTUM - Methods for collecting and analyzing tourists and visitors



On February 13th, the [INCULTUM pilot](#) coordinated by [Uppsala University](#) held a training session on methods for collecting and analyzing tourists and visitors. The session was held in Uppsala with 15 participants ranging from employees within three different municipalities, place developers, outdoor recreation strategists, and interest organization.

During four hours the participants learned about the method that was co-developed by the INCULTUM pilot and Öregrund to understand visitor engagement and behavior. The session was an interactive learning session where the participants also had the opportunity to test the GPS loggers and what the results can look like and how they can be analyzed.

The training session was intended to develop the participants' competencies to facilitate their capabilities to interact and to know what kind of information and data they need that can be delivered. Both place and destination developers (DMOs) and those who are working with GIS data participated in the interactive activities.

The presentation delivered in the session is available in Swedish ([PDF](#)).



I besökarens fotspår

John Östh, Marina Toger, Mikael Gidhagen,
Sabine Gebert Persson, Anna-Carin Nordvall

INCULTUM Sverige team, Uppsala universitet