



# GUBA

## DESTINATION PROFILE

### 2019 Report

## SNAP SHOT

### Visitors

- Relatively young, under 35 years of age
- Well-educated, most adults have a university degree
- From Baku or other (smaller) regional cities (domestic market) or Middle East (international market)
- Stay about two nights
- Travel with family or relatives

### Satisfaction

- Within each of the key tourism destination factor groups, visitors are:

Most satisfied with...	Least satisfied with...
<input checked="" type="checkbox"/> Tourist information centre	<input checked="" type="checkbox"/> Organisation of public transport
<input checked="" type="checkbox"/> Personal safety and security	<input checked="" type="checkbox"/> ATM accessibility
<input checked="" type="checkbox"/> Opportunities for rest and relaxation	<input checked="" type="checkbox"/> Shopping possibilities
<input checked="" type="checkbox"/> Wellness offer / spa	<input checked="" type="checkbox"/> Nightlife and entertainment offer

- The areas with the most room for improvement include roadside signs, telecommunications coverage, the cleanliness of the destination, and nightlife and wellness offer / spa
- Visitors give Guba an overall score of 4.00 / 5.00 in relation to the general quality of the tourist destination offer

### Attractions and activities

- The Top 5 attractions and activities in Guba are:

Top 5 attractions	Top 5 activities
1. Gacrash Forest	1. Socialising in a cafe / restaurant
2. Tanga Alti Village and Afurca Waterfall	2. Picnicking or dining in a natural area / recreation resort
3. Chenlibel Lake	3. Enjoying local cuisine
4. Khinalig Village	4. Hiking / walking in a natural area
5. Nizami Park	5. Relaxing and recreation in city parks

- The least visited attractions for both domestic and international visitors are visiting Juma Mosque, Red village, Shahdag, Nazi Bulaq, Jannat baghi, Khinalig Historical Ethnographic Museum and Minare (tea house)
- Activities visitors are least likely to engage in are taking a tour of a museum / tomb/ unique place, camping and playing golf

### **Accommodation**

- Bed with breakfast is the most popular board type followed by lodging only
- Full and half board are least popular
- Visitors are most satisfied the hygiene of Guba's accommodation operators
- Least satisfying is the affordability of accommodation prices

### **Net promoter score**

- Guba has an overall "net promoter score" of 18 as there significantly more visitors who *would* promote Guba to their friends and colleagues as a tourist destination (41 percent) compared to visitors who *would not* promote the destination (23 percent)

# 1. VISITOR PROFILE

## Education

By far, the majority of the surveyed visitors to Guba have obtained a university degree (68.5 percent). The second largest group of visitors have reached a middle (secondary) education level (28.5 percent). Only 1.9 percent of visitors have only reached a primary education level.

In comparison with the average for key regional cities outside Baku<sup>1</sup>, visitors to Guba have a slightly lower level of education with around 1.8 percent having achieved a university degree than the regional average (regional average: 70.3 percent), while Guba receives a higher number of visitors who have only reached a middle (secondary) level education (regional average 26.9 percent).

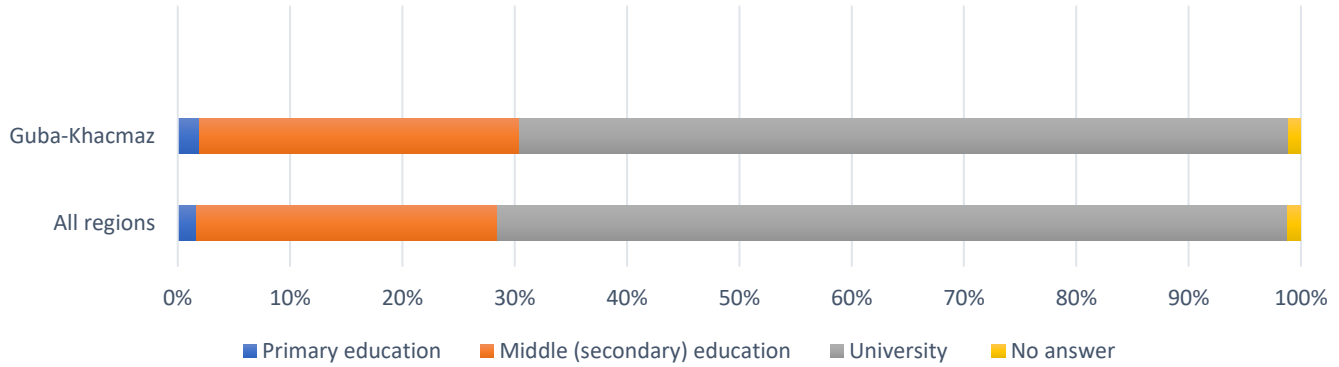


Figure 1. Level of education of visitors

## Age

Most visitors to Guba are between 26-35 years of age (35.7 percent), with the second largest group being between 18-25 years of age (25.3 percent). Visitors over 66 years of age are the smallest segment, representing only 0.3 percent of visitors.

There is little difference between the age groups of domestic visitors to Guba compared to international visitors, with both groups having the majority of visitors being 18-35 years old followed by 36-55 years old.

The relatively young age of visitors to Guba is generally consistent with the average for key regional cities outside Baku, with the main difference being that Guba receives more visitors who are 26-35 years of age (regional average: 31.8 percent), and fewer visitors who are 18-25 years of age (regional average: 32.1 percent).

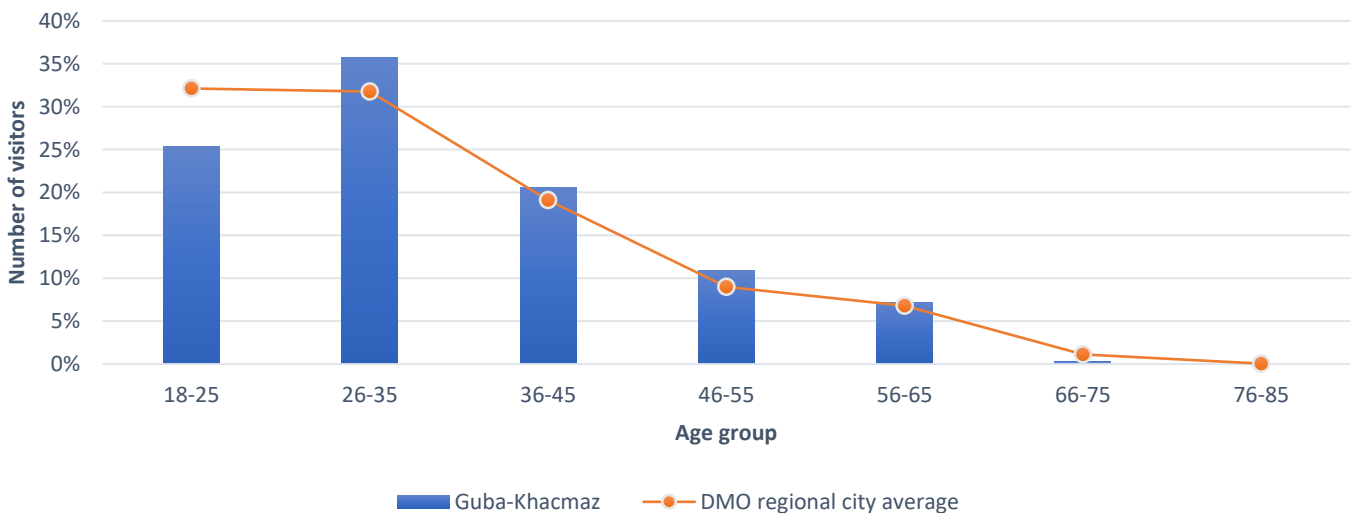


Figure 2. Age profile of visitors

<sup>1</sup> Key regional cities outside Baku is based on the DMO regions operating in 2019 and includes Sheki, Guba, Lankaran and Ganja

### Nationality / place of residence

In terms of the domestic market, the majority of visitors are by far from Baku (91 percent). The second largest segment comes Lankaran-Astara (2 percent). Visitors from large regional cities outside Baku combine to supply 7 percent of domestic visitors.

In terms of the international market, the majority of visitors to Guba are from Saudi Arabia (54.4percent). A long way second are visitors from UAE (9.2 percent), with Kuwait (8.1 percent) being the third largest international market. Other international markets of some importance include Oman, Pakistan, Poland, Russia, India and Egypt.

Compared with key regional cities outside Baku, Guba is more popular with visitors from the Middle East and receives fewer visitors from Western Europe or USA.

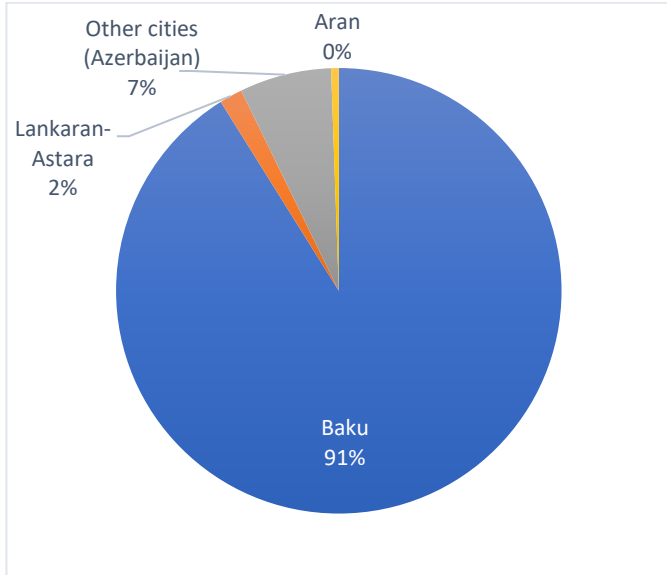


Figure 3. Profile of domestic visitors

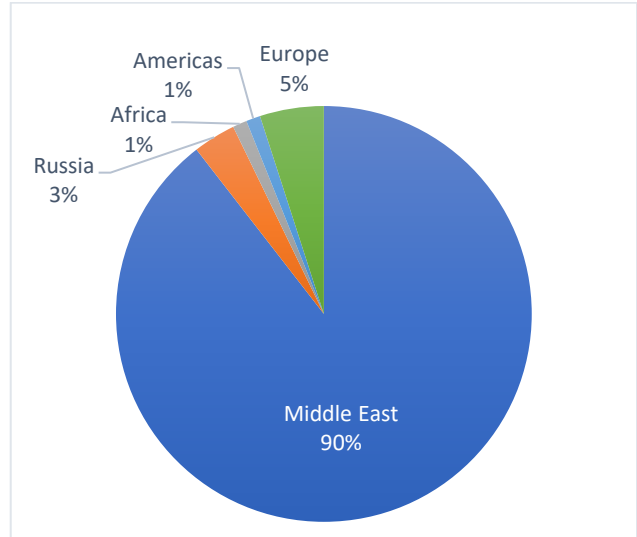


Figure 4. Profile of international visitors

### Length of stay

The average length of stay of all visitors to Guba is 1.91 days. More than half of the number of visitors stay between 2-3 days (51 percent), with one day or less being the second most common visit duration (35 percent). On average, domestic visitors stay slightly longer than international visitors (domestic average: 1.96 days, international average: 1.86 days). Both domestic and international visitors spend less time in Guba compared to the average for key regional areas outside Baku (regional average domestic: 1.99 days, regional average international: 2.02 days).

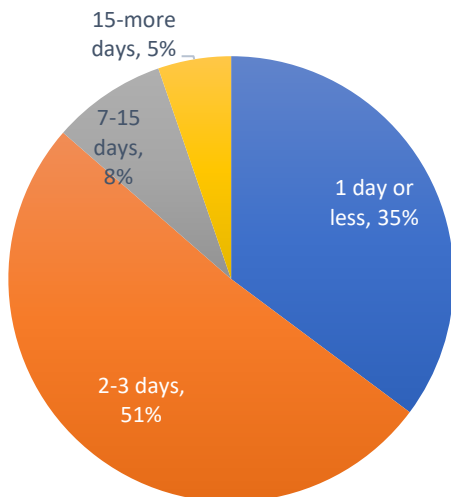


Figure 5. Length of stay of visitors

### Travel composition

Domestic visitors to Guba more likely to be travelling with family or relatives (79.4 percent) and next as a group of friends (7.8 percent). Other travel compositions types for the domestic market to Guba are not highly prevalent.

International visitors to Guba are also more likely to be travelling with their family / relatives (66.2 percent) followed by as a group of friends (19.0 percent). Travelling as couples (7.2 percent) or individuals (4.1 percent) is also relatively common for international visitors.

Tour groups and business travellers only constitute a small number of travellers for both domestic visitors (tour groups: 2.8 percent, business travellers: 3.3 percent) and international visitors (tour groups: 2.1 percent, business travellers: 1.5 percent).

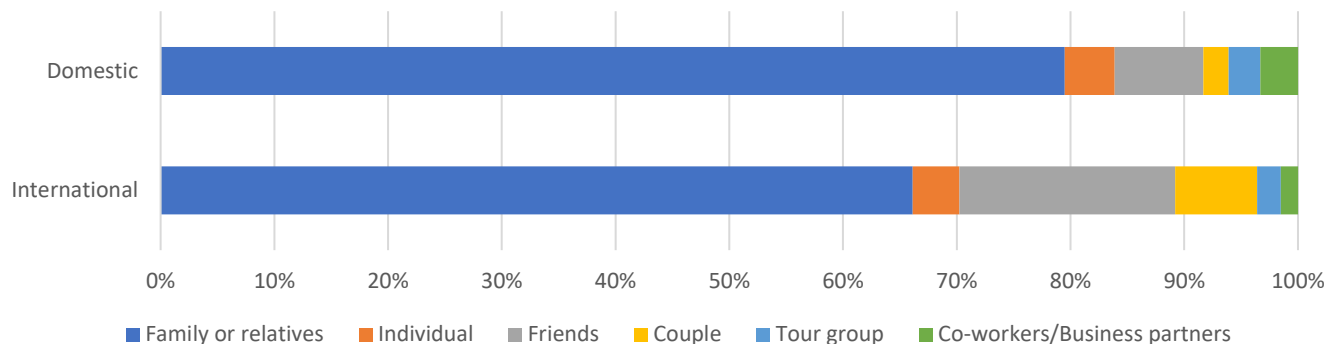


Figure 6. Travel composition of visitors

## 2. SATISFACTION<sup>2</sup>

### Tourist assistance

Visitors to Guba consider roadside signs the most important factor in relation to tourist assistance, scoring it 4.48 out of 5.00. Organised public transport was considered next most important (4.31/5.00), followed by Tourist Information Centres (4.20/5.00).

In terms of satisfaction, visitors to Guba are most satisfied with its Tourist Information Centre, rating it at 4.07 out of 5.00.<sup>3</sup> The second factor most satisfying to visitors in relation to tourist assistance are its roadside signs (4.04/5.00). Least satisfying for visitors are Guba’s organised public transport (3.96/5.00). The area with most room for improvement is roadside signs, which is considered the highest priority for visitors but is rated as second last in terms of satisfaction.

Using the average of key regional cities outside Baku as a benchmark, Guba is performing above average in relation to satisfaction with its Tourist Information Centre (regional average: 3.94),<sup>4</sup> in terms of organised public transport (regional average: 3.78), and roadside signs (regional average: 3.92).

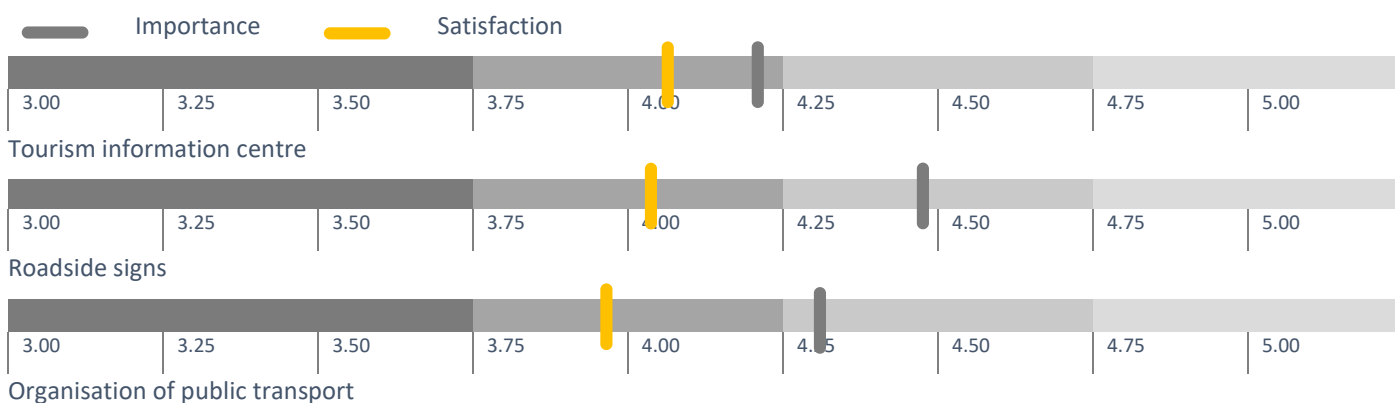


Figure 7. Importance and satisfaction of tourism assistance factors

<sup>2</sup> The results of the survey indicate an overall strong level of visitor satisfaction with various factors relating to the provision of tourism goods and services. These results however, are not translating into visitors strongly recommending / promoting the destination to their friends and colleagues (see Section 5). The results in this section should therefore be treated carefully. Repeating the survey in future years together with further elaboration of the satisfaction questions will help to clarify this issue.

<sup>3</sup> As Guba only has a Destination Management Organisation with information services only on demand, and no Tourist Information Centre, this result appears unreliable.

<sup>4</sup> See previous

## Tourism infrastructure

Visitors to Guba consider personal safety and security the most important factor in relation to tourist infrastructure factors, scoring it 4.72 out of 5.00. Wide telecommunication coverage was considered next most important (4.54/5.00), followed by ATMs (4.39/5.00).

In terms of satisfaction, visitors to Guba are most satisfied with the level of personal safety and security, rating it a high 4.52 out of 5.00, with wide telecommunication coverage being the second most satisfying factor (3.89/5.00). The provision of ATMs is the least satisfying factor for visitors to Guba (3.84/5.00).

While still rated strongly, the area with most room for improvement is telecommunication coverage which visitors consider the second highest priority but which they also rate as least satisfying.

Using the average of key regional cities outside Baku as a benchmark, Guba is performing above average in two key tourism infrastructure factors, with satisfaction in personal safety and security being the most above average (regional average: 4.47), followed by wide telecommunication coverage (regional average 3.86), whereas Guba is performing below average in relation to the provision of ATMs (regional average: 3.95).

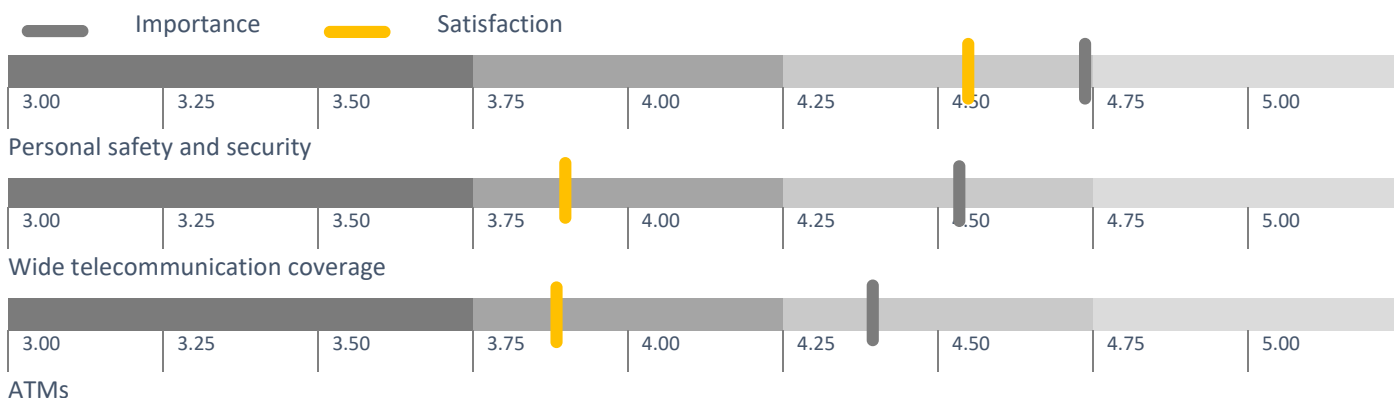


Figure 8. Importance and satisfaction of tourism infrastructure

## Attractions / destination qualities

Visitors to Guba consider the overall cleanliness of the destination as the most important factor in relation to tourist attraction / destination factors, scoring it 4.67 out of 5.00. The quality / hygiene of eateries and opportunities for rest and relaxation were considered of next importance equally (4.64/5.00), followed by the availability of accommodation (4.54/5.00). The least important factor for visitors to Guba is having a village life experience (4.13/5.00).

In terms of satisfaction, visitors to Guba are also most satisfied with the opportunities for rest and relaxation, rating it 4.25 out of 5.00, with local cuisine and availability of accommodation being the second most satisfying factors (4.20/5.00). Possibilities for shopping is considered by far the least satisfying factor for visitors (3.40/5.00).

Using the average of key regional cities outside Baku as a benchmark, Guba is performing on average in some key attraction / destination factors and below average in others. On average are village life experiences (regional average: 4.15), opportunities for rest and relaxation (regional average: 4.22) and the availability of accommodation (regional average: 4.18). For all other factors Guba is performing slightly below the regional average.



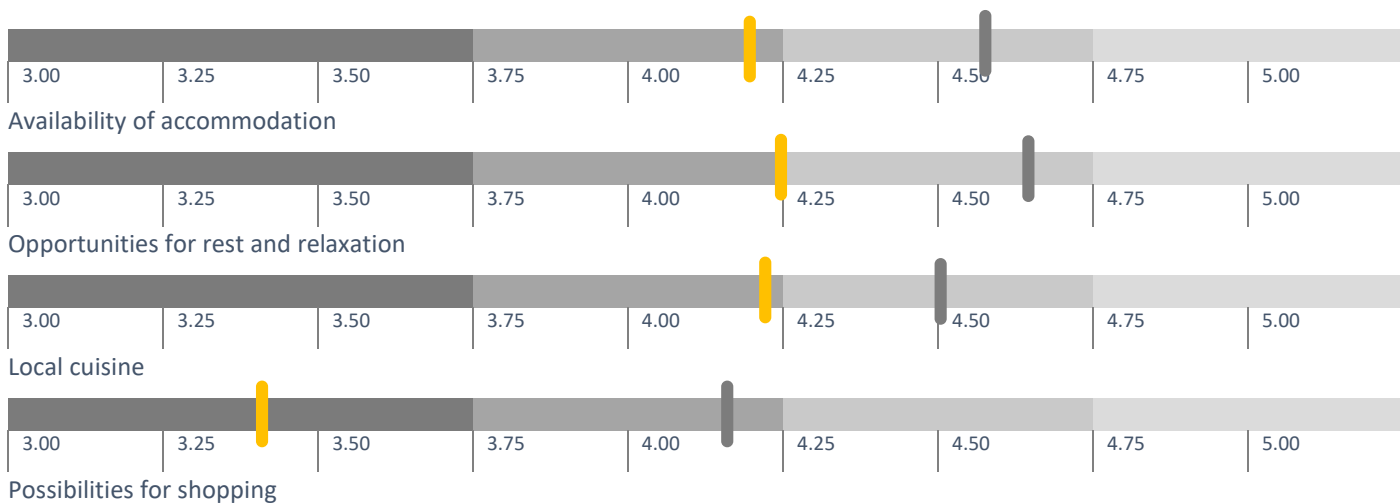


Figure 9. Importance and satisfaction of tourism attractions / destination qualities

### Leisure and recreation

Visitors to Guba consider the wellness offer / spa as the most important in relation to leisure and recreation factors, scoring it 4.15 out of 5.00. The other key factor, night life and entertainment, is considered of lesser importance (3.73/5.00).

In terms of satisfaction, visitors to Guba are also most satisfied with the wellness offer / spa, rating it at 3.90 out of 5.00, with night life and entertainment being least satisfying (3.64/5.00).

Using the average of key regional cities outside Baku as a benchmark, Guba is performing above average in almost all key leisure and recreation factors, with satisfaction of night life and entertainment the most above average (regional average 3.03), followed by the wellness offer / spa (regional average 3.67).



Figure 10. Importance and satisfaction of leisure and recreation factors

### General quality of destination

As a whole, visitors score Guba 3.99 out of 5.00 in relation to the general quality of the tourist destination offer with almost two out of every three visitors (68.0 percent) scoring it high or very high.

Only 4.8 percent of visitors to Guba rate the general quality of the destination negatively (low or very low).

Both domestic and international visitors share a similar level of satisfaction of the general quality of the destination.

While the results for visitor satisfaction appear strong, it should be noted that a considerable number of domestic visitors (22.8 percent) and international visitors (30.8 percent) hold neither a positive or negative opinion.

In comparison to key regional cities outside Baku, Guba scores slightly above average (regional average: 3.95/5.00).

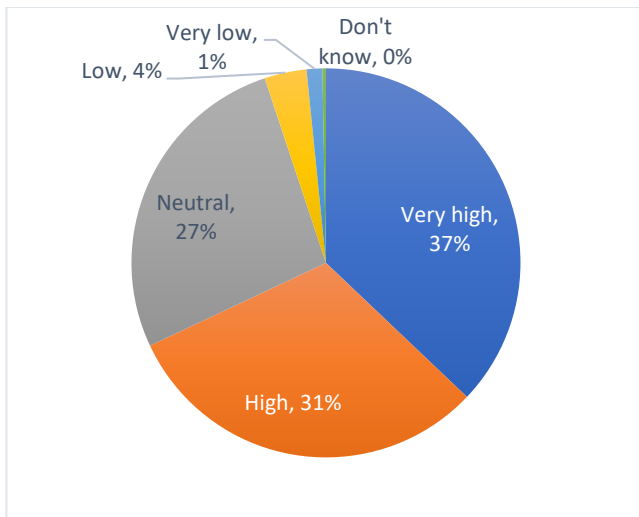


Figure 11. Rating of general quality of the destination

### 3. ACTIVITIES AND ATTRACTIONS

#### Attractions

The Top 5 Attractions most visited in Guba are Gacrash Forest (46.4 percent), Tanga Alti Village and Afurca Waterfall (25.1 percent), Chenlibel Lake (20.3 percent), Khinalig village (17.3 percent) and Nizami Park (16.8 percent).

Domestic and international visitors display difference preferences, with Quba Palace, Nizami Park and Qriz village and waterfall the three most popular attractions amongst foreign tourists but of less popularity with domestic visitors.

The least visited attractions for domestic and international visitors in Guba also shows variability between the two markets. Interestingly, Shahdag is the least visited place according to local visitors, with only 1.1 percent of surveyors confirming a visit, whilst Jannat Baghi and Nazli Bulaq attracts the lowest portion of international visitors but about ten times more domestic visitors.

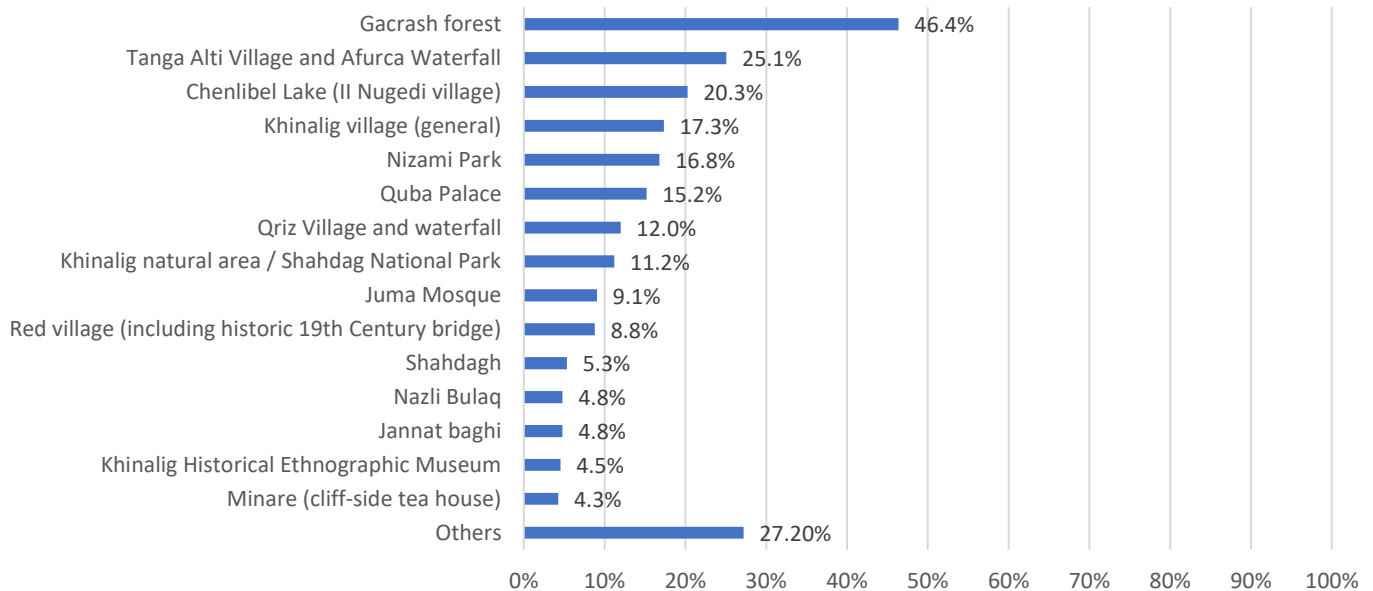


Figure 12. Most popular attractions

#### Activities

Almost half of all visitors to Guba enjoy socialising in a café / restaurant (48.5 percent), making it the number one activity. Next, visitors enjoy spending time picnicking or dining in a natural area / recreation resort (38.9 percent), hiking / walking in a natural area (31.7 percent), and relaxing and recreation in city parks (25.3 percent).



The least popular activities in Guba include taking a cultural tour of a museum / tomb/ unique place, camping and playing golf, which are all undertaken by less than five percent of visitors.

Within Guba’s Top 5 activities, both domestic and international visitors tend to enjoy the same activities with the exception of picnicking or dining in a natural area / recreation resort which is widely popular with the domestic market but is of only limited popularity with the international market.

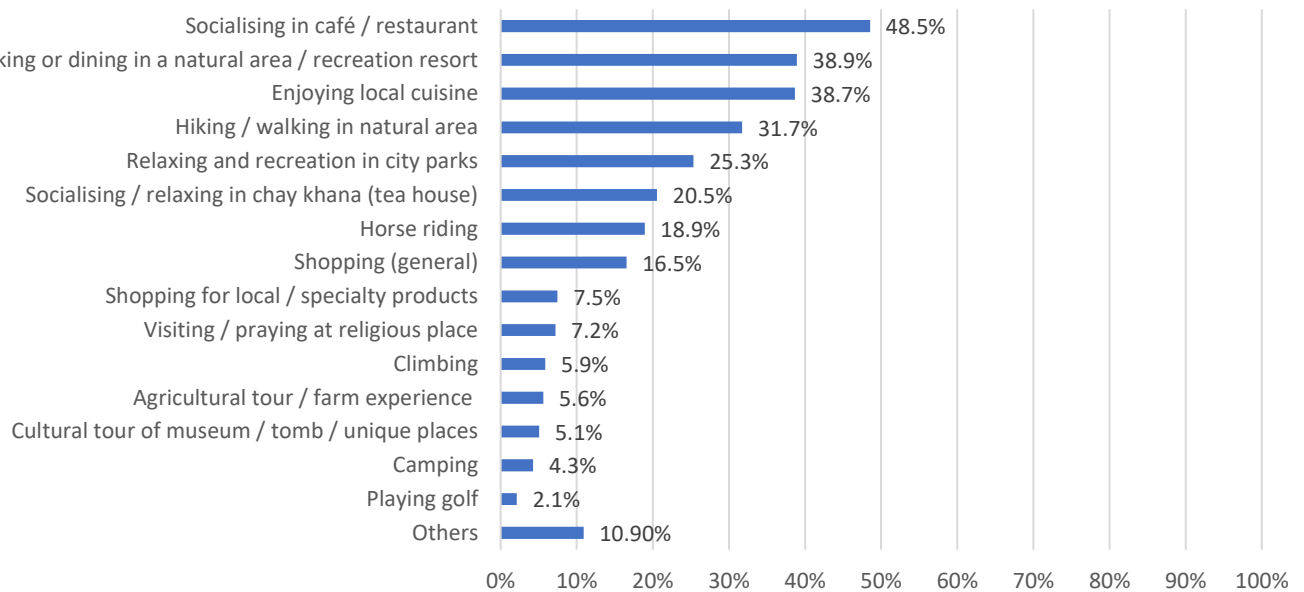


Figure 13. Most popular activities

## 4. ACCOMMODATION<sup>5</sup>

### Board type

Of all visitors who stay in Guba overnight, almost half choose bed with breakfast (46.7 percent) with the second most popular choice being lodging only (27.5 percent).

International visitors are much more likely to select lodging only (40.3 percent) compared to domestic visitors (14.7 percent).

Full board and half board are not common options for visitors staying overnight in Guba.

Using the average of key regional cities outside Baku as a benchmark, the type of board selected by visitors to Guba is consistent, with bed and breakfast being the most popular option (regional average: 40.0 percent) followed by lodging only (regional average: 31.7 percent).

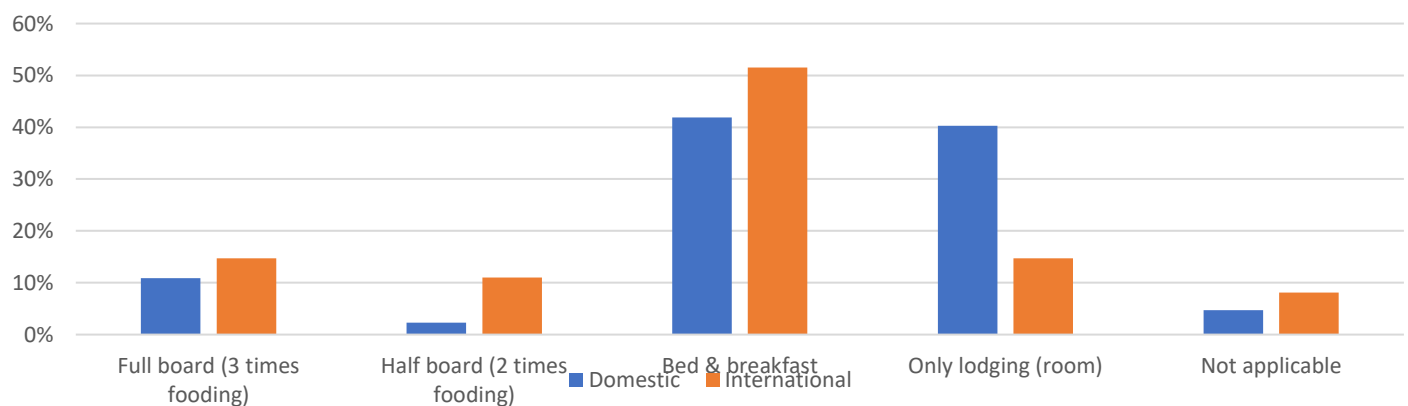


Figure 14. Board type of visitors

<sup>5</sup> Type of accommodation has not been presented as the survey methodology creates a natural bias in the results

## Preferences and satisfaction

Visitors to Guba consider customer service the most important factor in relation to the provision of accommodation, scoring it 4.64 out of 5.00. The second most important factor is hygiene (4.63/5.00), followed by affordable prices (4.54/5.00). Although still strong, meals are the least most important accommodation factor for visitors to Guba (4.40/5.00).

In terms of satisfaction, visitors to Guba are most satisfied with accommodation hygiene in Guba, rating it at 4.16 out of 5.00, followed by meals (4.14/5.00) and customer service (4.09/5.00). While still strong, affordable prices is considered the least satisfying accommodation factor for visitors to Guba (3.89/5.00).

The factors with the greatest room for improvement in the accommodation sector (i.e. high visitor importance but low visitor satisfaction) are in the areas of pricing and customer service.

Using the average of key regional cities outside Baku as a benchmark, Guba is performing below average in two key accommodation factors, with affordable prices being the weakest factor (regional average: 3.97 vs Guba 3.89) followed by meals (regional average: 4.35 vs Guba 4.14) and on average in two factors, customer service (regional average: 4.09) and hygiene (regional average: 4.11). The only area in which Guba is performing slightly above the regional average in relation to visitor satisfaction is daily activities (regional average: 3.99 vs Guba 4.05).

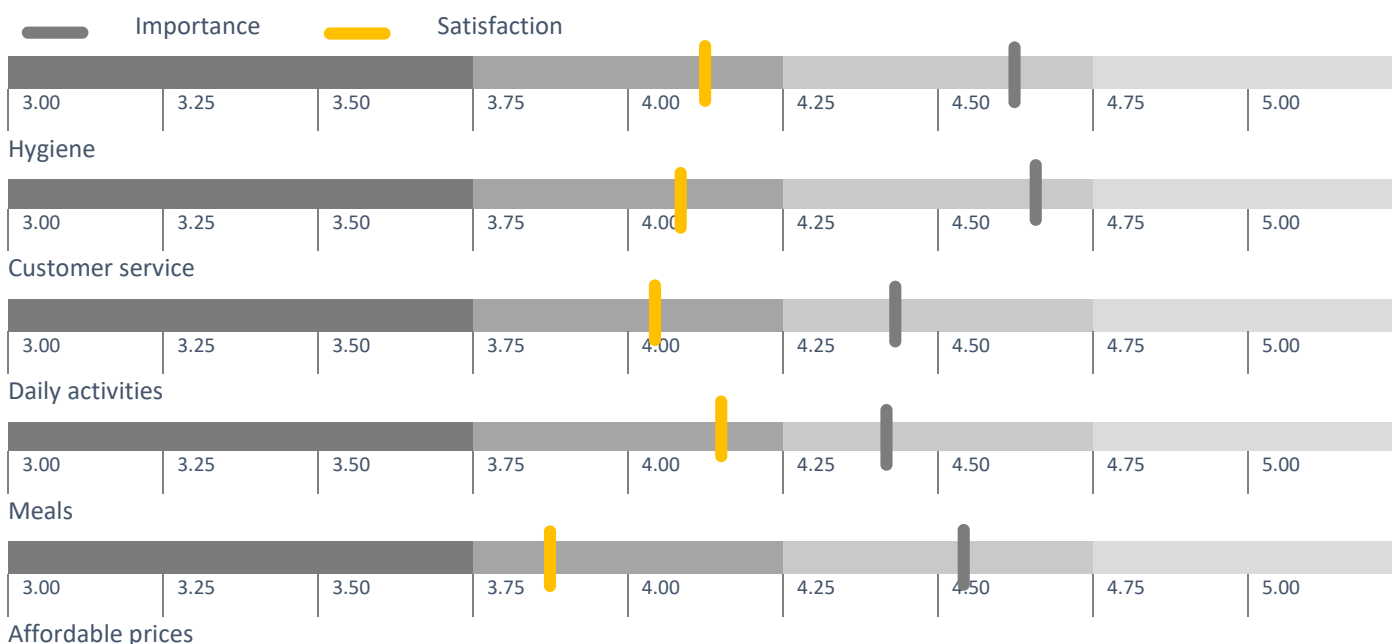


Figure 15. Importance and satisfaction of accommodation factors

## 5. NET PROMOTER SCORE

The question of whether a visitor would recommend Guba to their friends and colleagues as a tourist destination may be used as a benchmark for overall destination success, with the results grouped into positive, neutral and negative responses to create a “Net promoter score”.

The net promoter score is calculated by subtracting negative responses (the percentage of visitors who would not promote the destination to their friends and colleagues) from positive responses (the percentage of visitors who would promote the destination to their friends and colleagues). Neutral responses are not considered (the percentage of visitors who would neither promote or not promote the destination).

Overall, Guba achieves a net promoter score of 18/100. The score indicates that there are significantly more visitors who would promote the destination to their friends and colleagues (41 percent) as there are visitors who would not promote the destination (23 percent).

There also exists a large group of visitors who are neutral (37 percent). These are visitors who could be considered to have had neither a positive or negative experience, that is to say, their experience was just “average”.

Compared to key regional cities outside Baku, Guba’s net promoter score is about 5 points above average.

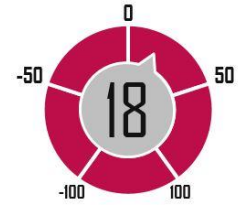
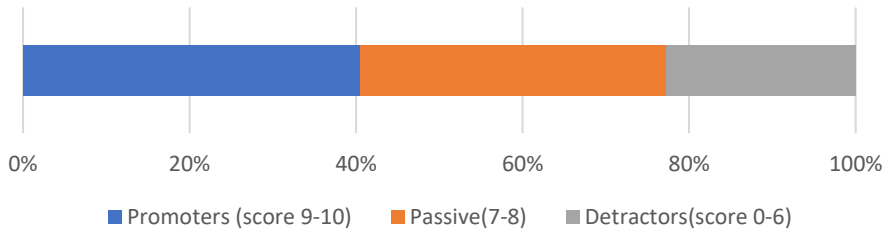


Figure 16. Net promoter score

Guba Destination Profile 2019 is based upon consumer surveying conducted for the Azerbaijan State Tourism Agency and Guba Destination Management Organisation by Business Insight. The survey involved a sample of 429 domestic and international travellers. Covering both overnight travellers as well as day trippers, the survey was conducted at accommodation places, attractions and other key sites around Guba within 20 days in August 2019. The results of the research, as with all sample surveys, is subject to sampling errors. The authors acknowledge that caution is required when interpreting some estimates, especially estimates affected by small sample sizes which may be subject to a high level of sampling error. The data presented should accordingly be used with a high level of caution and treated as being for indicative purposes only.