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Benefits segmentation of a summer travel market: the case of Rocha, Uruguay

Martin Sprechmann[1] and Carlos Scarone[2]

Abstract

This research entails a data-driven segmentation of the tourist market of Rocha Department in Uruguay. It segments visitors that travel to Rocha from the city of Montevideo in the summer months according to benefits sought. Four distinctive segments were derived according to this criterion based on an online survey. Results were obtained using factor and cluster analysis on the gathered data. Segments were profiled according to sociodemographics, travel behavior, and expenditure in Rocha. We conclude with marketing implications and suggestions for future research. The outputs of this research can be used by Rocha´s destination marketers to design better integrated marketing communications to reach these four segments more effectively.

Keywords

Uruguay, benefits segmentation, destination marketing.

Tourism plays a key role in Latin American economies (Sarigöllü and Huang, 2005, and Punzo, Feijo and Puchet Ayul 2012). "Exports" of tourism represent 6% of GDP in South America (Punzo, Feijo and Puchet Ayul 2012). According to the Uruguayan Tourism Ministry –MINTUR-, tourism exports represent 6% of GDP, and the sector employs 8% of the labour force. This is approximately the same share as in South America.

Located on the east of Uruguay, Rocha Department stands out among its travel destinations with its distinctive atmosphere and natural environment. It hosts a variety of attractions such as beaches, small coastal towns –most notably Cabo Polonio-, sand dunes, natural reserves, wetlands and historical sites (Punzo and Narbondo 2009). It has become an increasingly preferred destination among Uruguayans and residents of neighboring countries such as Brazil and Argentina (Punzo and Narbondo 2009). According to the Uruguayan Tourism

Ministry, 122,561 nonresidents visited Rocha and stayed for an average of 9.2 nights during 2014.

Nevertheless, Rocha faces specific challenges and constraints. It suffers from great seasonality. Arrivals concentrate heavily during January and a couple of weeks in February, which are summer months (Punzo and Narbondo 2009). These drought-deluge cycles prevent businesses and individuals from saving and investing in capital, which is self-reinforcing (Scarone, 2007; Punzo and Narbondo, 2009; Weaver 2006). Lastly, historically most of tourism development consisted of investments in second homes (Brida et al. 2010; Punzo and Narbondo 2009).

A key element required to overcome these limitations is a characterization of visitors to develop a more sustainable year-long tourism market. In particular, an important element in this direction is finding what benefits different clusters of visitors seek in Rocha Department. A deeper understanding of Rocha's visitors would allow government and other stakeholders, most notably Rocha´s DMO "Corporación Rochense de Turismo" and the Uruguayan Tourism Ministry, to adapt its positioning, its marketing mix, and its integrated marketing communications to meet the needs of segments of interest (Pike 2008; Dolnicar 2004).

This research segments tourists that travel to Rocha from Montevideo metro area in the summer months according to benefits sought. Domestic tourism and Montevideo´s metro area in particular account for the largest share of arrivals to Rocha. The specific objectives of the study are: (1) identifying factors that summarize dimensions of benefits sought by these tourists in Rocha; (2) group tourists in segments according to benefits sought; (3) profile segments according to sociodemographics, travel behavior, and expenditure in Rocha, and (4) make actionable recommendations regarding the above mentioned challenges and constraints of Rocha´s tourism sector.

Little or no data-driven segmentation studies about Uruguay have been carried out. Brida et al (2014) segmented cruise passengers coming to Uruguay using a factor-cluster procedure. The research by Brida et al (2014) offers important tourism policy guidelines. Punzo and Narbondo (2009) performed a typology of tourists that visit Rocha.

Sarigöllü and Huang (2005) recommend that research with microfocus is needed in Latin America to complement the external macroresearch for assessing a complete framework of travel demand. Although the research considers one destination and one market, the latter guidance may be fulfilled to some extent. While this paper concentrates in the particular case of segmenting Rocha's travel market, the method is general and can be applied to any other setting. This study might be particularly interesting for other destinations in Latin America following the same drought-deluge cycles as Rocha Department. Seasonality is quite common in many places below the 20 parallel excluding the Asia-Pacific Region.

This paper is organized in the following way. (1) We begin with a review of the literature regarding segmentation in tourism. (2) We continue with the methodology of the research including questionnaire development, data collection, and analysis. Section (3) covers the findings. We present, discuss, and interpret the results of principal component analysis (PCA) and cluster analysis. Afterwards, we continue with the discussion and implications in Section (4). Particular emphasis is put in actionable recommendations. Finally, we end with Conclusions and Recommendations for further research.

Literature review

Market segmentation is the process of dividing a market into distinct subsets based on needs, characteristics, or behavior (Sarigöllü and Huang 2005). Any of the before mentioned subsets may be conceivably selected as a target market to be reached with a distinct marketing mix. Market segmentation has strategic implications for targeting and positioning (Sarigöllü and Huang 2005). The usefulness of data-driven market segmentations in tourism has been thoroughly acknowledged in tourism academics. (Tkaczynski et al. 2010; Loker and Perdue 1992; Sarigöllü & Huang 2005; Pesonen et al. 2011).

A first approach to segmentation is called "a priori", and Dolnicar (2002) categorizes it as typological. Criteria based on geographic and sociodemographic descriptors -especially when used a priori- are considered to be poor predictors of buying behavior (Johns & Gimóthy 2002; Tan and Lo 2008; Dolnicar 2002). More recently several authors have started using a "data-driven" approach to segmentation. This means (1) gathering data or using an existing database, (2) grouping heterogeneous visitors using multivariate techniques such as factor analysis and cluster analysis into homogeneous groups, and (3) profiling the latter according

to certain descriptive variables of interest. In contrast with the "a priori" studies, data-driven segmentations only incudes prior knowledge in the formulation of the questionnaire and they are reported to be more robust. These types of studies are called "a posteriori" (Tkaczynski et al. 2010).

Benefit segmentation relies on the fact that the benefits individuals seek from specific products and services are the basic reason for the existence of true market segments (Haley 1968). The method has proven to be effective in segmenting markets in the tourism industry (Sarigöllü and Huang 2005). Sarigöllü and Huang (2005) classified benefits that tourists seek from a variety of destination specific studies. There are a wide variety of those, and they include nature, culture and traditions, an unpolluted environment, family and friends, and entertainment, to name only a few.

Methodology

This research performs a market segmentation of tourists that visit Rocha from the city of Montevideo, Uruguay in the summer months. An online survey was carried out resulting in 290 usable cases.

Questionnaire development

The questionnaire consisted of five parts. The goal of the first part was to explain the purpose of the survey. Also, it was intended that respondents understood that the data would be handled with confidentiality and anonymity (Sue and Ritter 2012). The second part, determined if the respondent lived in Montevideo Metro Area and assured that the he had taken vacations in Rocha. Those who spend at least one day in Rocha Departament continued to the next part. Respondents were also asked about sociodemographics, travel behavior variables and expenditure in Rocha in the third part. The former included sociodemographics, sources of information, trip planning anticipation, accommodation, length of stay, type of accommodation, transportation to the region and travel party composition (TPC). The latter asked about accommodation expenditure, food and beverages expenditure, and shopping items expenditure. Some of the questions were adapted from Tkaczinski et al (2010).

A total of 25 benefits statements were included in the online questionnaire in part four. Benefits statements were measured on a 5-point Likert scale were 1 was "not important at all" and 5 was "very important". This question was compulsory, since it was considered the most important question of the research.

Finally, income was estimated using an index widely used in marketing research in Uruguay, called "*Índice de Nivel Socioeconómico*" – Socioeconomic Index- (Llambí and Piñeiro, 2012). This index is designed and updated regularly by Uruguay´s Marketing Research Association (CEISMU). It intends to avoid high non response rates to income related question in the country. A pretest was performed prior to field work to fine tune the questionnaire. A senior market researcher also reviewed the questionnaire.

Data Collection

The online survey was carried out using the platform of "Encuesta Fácil". Online surveys are a low cost, fast, and efficient way to gather data (Sue and Ritter 2012). Snowball sampling was considered the most effective sampling technique. The data collection process consisted of two parts. On the one hand, initial participants were selected from four private email accounts. They were sent an invitation to participate in the survey and were asked to forward the mail to as much connections as possible. All initial participants were sent reminders. On the other hand, the link to the survey was posted in three different Facebook accounts. Connections were asked to share the link.

Regarding fieldwork, a total of 612 responses to the questionnaire were automatically stored by the web-based survey provider. Table 1 depicts the distribution of the overall sample. Of the total of respondents who entered to the link, only 50 were abandoned. The web-based survey provider leaves a record of time and date of disconnection.

290 respondents fulfilled the threefold requirement of being residents of Montevideo Metro Area, being 18 or older, and have spent at least one day of vacation in Rocha Department in the summer of 2013.

Data Analysis

A multistage factor-cluster analysis was performed on the 290 usable observations. Factor Analysis is a common multivariate technique in social sciences. Its main purposes are data summarization and data reduction (Hair et al 2010; Joliffe, 2002). A common hypothesis is that human behavior can be modelled using a small number of factors that influence individual decisions. Therefore, the goal of factor analysis is to summarize interrelations (i.e. correlations) of a large amount of variables by defining a new set of a few variables called factors. (Hair et al, 2010). The fact that a few factors explain the preferences of individuals implies that responses have a certain degree of correlation. The output is a set of factors that summarize and reduce the data (Hair et al 2010). These factors explain travel behavior in a way that benefits statements cannot. The reduction in the dimensionality of the data –from 25 benefit statements to 7 factors- acts as a data-regularization that ignores uninformative variability. Thus, it highlights the common underlying structure of the data.

Conversely, cluster analysis groups objects to obtain a taxonomy of the data (Hair et al 2010). In a multistage factor-cluster procedure, the cluster variates are the factors obtained in the first step. In order for a cluster analysis to be effective, the researcher must try to obtain the underlying structure of the data (Hair et al, 2010). Small groups should not be underrepresented, and the sample must be representative enough of the structure of the population (Hair et al 2010). Hierarchical cluster analysis allows examining an adequate number of clusters. Afterwards, K-means cluster analysis derives the final solution (Hair et al 2010).

Data analysis was carried out using both IBM SPSS Statistics version 19 and Matlab 8.2.0.701. Responses were filtered using specific syntaxes in order to select the 290 usable observations that constitute the sampling frame. The survey provider generates two types of files that are readily available for download from the webpage, namely a *Comma separated values* (.csv) file and a Microsoft Excel file (.xlsx). Data are coded automatically.

Findings

Dimensions Underlying Benefits Sought

Principal component analysis uncovered 7 factors that summarize benefits sought by tourists from Montevideo metro area in Rocha Department. These factors were (in order of variance explained): (1) Entertainment, (2) Characteristics of Rocha, (3) Relaxation, (4) Nature, (5) Sports, (6) Activities and tours, and (7) Camping. The seven factors explained 61.5% of total variance. Table 2 shows the results of principal component analysis. Both the Bartlett test of sphericity and the measure of sampling adequacy were used, as suggested by Hair et al (2010). Only factors with eigenvalues greater than 1.0 were extracted, which is a standard criteria (Hair et al, 2010; Joliffe, 2002). An orthogonal varimax rotation was undertaken.

Benefits segmentation

Hierarchical cluster analysis suggested 3 or 4 clusters. The clustering algorithm used was Ward´s method. Distance was measured using the squared Euclidean distance. The final 4 cluster solution was obtained using K-means cluster analysis. Table 3 presents the results of the latter analysis.
Meanwhile Figure 1 depicts the mean scores of factor for the four segments obtained.

Profiling variables

Table 4 shows the main results regarding the profiling variables: sociodemographics, main place of stay in Rocha, sources of information, trip planning anticipation, accommodation, length of stay, type of accommodation, transportation, travel party composition (TPC), daily accommodation expenditure, daily food and beverages´ expenditure, and daily shopping items expenditure. Tourists that travel to Rocha from Montevideo search the Internet in order plan their trip. 24.1% of respondents uses the web to gather information. Differences between clusters are minimal. The values for each segment are the following: *Rocha followers*, 25.9%, *Relax and activities seekers* 23.5%, *Entertainment seekers* 22.8%, and *Active Tourists* 22.4%.

Discussion and Implications

Tourists that travel to Rocha Department from Montevideo Metro Area are heterogeneous in terms of benefits sought and therefore can be effectively segmented into 4 segments using K-means cluster analysis. Additionally, principal component analysis unveiled 7 factors that summarize benefits sought by visitors.

Segment 1, the *Entertainment Seekers*, are more interested than the mean respondent in Entertainment: (1) Dance/bar, (2) Culture/events, (3) Dinning/Restaurant, (4) Active atmosphere, and (5) Friends´ oriented. Also, they are somewhat interested in Factor 7, Camping.
On the contrary, Entertainment seekers are the only group of visitors that dislikes Relaxation much more than the average respondent. Besides, they are not particularly interested in the either the Characteristics of Rocha, nor Nature, Activities and tours, and Sports. Entertainment seekers represent 12.1% of the sample. They tend to be male, younger than the median respondent, plan the trip with less anticipation, stay for shorter periods of time in Rocha, and travel among friends. Their preferred town of choice is Punta del Diablo.

Segment 2, *Rocha followers*, values more Rocha Departament characteristics´ than the average respondent: (1) Safety, (2) Friendly locals, (3) its family orientation, and (4) Rocha´s atmosphere. They really enjoy relaxation, but to a lesser extend: (1) spend time with families, (2) escape from everyday life, (3) Sun/beach, (4) Quietness, and (5) Walking on the beach. Factors 6 and 5, Activities and tours and Sports, don´t appeal to this segment. This segment comprises 37.2% of the overall sample and is thus the biggest segment. 60% of the members of this segment are women. 43.5% are aged 30-39. Their top destinations in Rocha are La Paloma (28.7%), La Pedrera (15.7%), and Cabo Polonio (13.0%). Most *Rocha followers* travel with their families (50.9%).

Segment 3, *Relax and activities seekers*, like relaxation and Activities and Tours: The latter comprises: (1) Shopping, and (2) Historical sites/Lighthouses. Moreover, they are much less interested than the average respondent in the Characteristics of Rocha. *Relax and activities seekers* represent 33.8% of the sample. This segment is evenly split between men and women.

32.7% of their members are aged 20-29, while 27.5% are between 30 and 39 years old. 28.6% are 50 or older. Their most frequent travel party composition is families.

Finally, segment 4, the *Active tourists*, engage in a variety of outdoor activities. They are much more interested in Sports than the median respondent: (1) Surf, (2) Fishing, and (3) general sports. Active tourists also value Nature: (1) visiting protected areas, and (2) sightseeing. Additionally, this segment likes to go camping (Factor 7). They are somewhat not attracted to Entertainment and Rocha (Factors 1 and 2).

Active tourists comprise 16.9% of the sample. They are predominantly female (55.1%). 33.8% are aged 20-29. They tend to spend their vacations in camping sites (34.7% of members). Also, active tourists travel to Rocha with bus much more than the rest of the segments.

Actionable recommendations

Segment profiles can be useful for destination marketers in order to understand tourists in terms of sociodemographics, travel behavior, and expenditure. Furthermore, the findings of this research can help Rocha´s destination marketers –Corporación Rochense de Turismo and MINTUR- design specific communications plans to target the four distinctive segments more effectively and efficiently. In order to do so, communications should appeal to the same benefits that each of the segments seeks in their vacations in Rocha. Hence, actionable recommendations were elaborated for the four segments obtained. A theme is proposed for each segment. Recommendations will be organized for the four segments of visitors.

Beforehand, one most acknowledge that Entertainment seekers impose negative externalities on the two biggest segments: *Rocha followers* and *Relax and Activities Seekers*. A thorough review of the social cost of visitors can be found in Kotler et al (2002), and Varian (1984). In this case, externalities are justified by prior knowledge of the destination. Integrated marketing communications should be oriented to groups of friends and the web/social media is an appropriate channel to reach this segment. The theme for Segment 1, the Entertainment seekers, is "*Fun awaits for you and your friends in Rocha!*".

In order to target the *Rocha followers*, destination marketers should also appeal to the same benefits that this segment seeks. These benefits divide in two: (1) those that pull visitors to Rocha Department specifically, and (2) those that push them to leave Montevideo Metro Area. The former include safety, friendly locals, its family orientation, and the atmosphere of the region, whilst the latter include spending time with families, escaping from everyday life, enjoying the different beaches, taking delight of Rocha´s quietness, and strolling through the beaches. *Rocha followers* have a deep connection with the destination. While reinforcing these benefits sought is always good practice, an interesting alternative would be to engage them to visit Rocha Department during the "drought" stage and present it as a year-round destination. Because it is a segment comprised mostly of families, communicating with them seems appropriate. Data suggest communicating with them on the Internet and social media platforms. The payoff for this segment is "*Rocha is your special place to unplug*".

Similarly, benefits sought by *Relax and activities* seekers should focus in three main areas of interest: (1) shopping, particularly in the city of Chuy, (2) visiting historical sites (e.g. Santa Teresa Fortress, San Miguel Fort) and lighthouses (e.g. lighthouses in Cabo Polonio, La Paloma, and Barra del Chuy), and relaxation. Communications should stimulate shopping in duty free shops and stores in Chuy, as well as in local craft fairs. Since they feel attracted to Rocha much less than other segments it could be a volatile segment that flocks to other destinations. Again, the platform to communicate with this segment is the Internet. "*Come and relax in Rocha, and make the most of creating wonderful memories*" is the theme for *Relax and Activities seekers*.

At last, destination marketers should elaborate messages focused on a wide arrange of outdoor activities in order to attract Segment 4, the *Active Tourists*. This segment is very stimulated to camp. Hence, Rocha´s camping sites should strive to attract its members. Integrated marketing communications must also stress the available opportunities in Rocha regarding surfing, fishing, and a vast arrange of sports activities such as sailing, running, and beach soccer. Visiting protected areas is also important for this segment. Consequently, focusing communication on the many natural sites in the region is supported by the data. "*Enjoy the adventure and beauty of Rocha*!" is the theme for *Active Tourists*.

As mentioned in the introduction, seasonality is still an important constraint for Rocha. Attracting current and potential *Active Tourists* through these and other outdoor activities they seek could help diminish seasonality. These activities, although available in Rocha, could be promoted during spring and autumn. Other tourism-oriented services and resources such as education, golf, natural reserves, and adventure could also be promoted during the "drought" stage to make Rocha a year-round destination. Additionally, proper services for the outdoor activities demand new product development, more entrepreneurship among Rocha´s small and microbusinesses, and further investment in infrastructure –especially in natural areas-. More broadly, seasonality remains one of the biggest issues not only in Uruguay but also in in many places below the 20 parallel excluding the Asia-Pacific Region.

All four segments consist of a majority of people with high household income who spend relatively few in accommodation, food and beverage, and shopping items (see Table 4). This finding is coherent with Rocha´s second home tourism model. It represents one of the biggest challenges for Rocha´s stakeholders in order to pursuit lasting economic and social development.

Conclusions and Recommendations for Further Research

This research constitutes one of the first data-driven segmentations in Uruguay in the tourism sector. It signifies a benefit segmentation of tourists who travel to Rocha from Montevideo Metro Area in the summer months. It also provides with valuable input for Rocha´s DMO (Corporación Rochense de Turismo) and the Uruguayan Tourism Ministry –MINTUR-. 7 factors of benefits sought were unveiled: (1) Entertainment, (2) Characteristics of Rocha, (3) Relaxation, (4) Nature, (5) Sports, (6) Activities and tours, and (7) Camping. K-means cluster analysis rendered 4 segments of visitors to Rocha Department –*Entertainment seekers, Rocha followers, Relax and activities seekers,* and *Active tourists*-.

A sample of 290 respondents is satisfactory for an online survey. One should also emphasize the importance of also carrying a study based on the same methodology for Uruguay as a whole. The reason is twofold: Travel represents an important share of GDP in Uruguay, and the country is a net "exporter" of tourism. Uruguay also has additional regions with different territorial features, resources, attractions and travel products.

Despite these contributions, a series of limitations must be taken into account. Carrying out an online survey was the only available option compatible with the available budget. This generated some biases, most notably the sampling of high income and relatively young respondents. Efforts were made to try to get to older respondents, and this premise was satisfied. Although the segments were rigorously obtained the profiles of the four segments should be taken with caution.

Uruguay, as well as other countries in South America, has big cities with high level of concentration. Tourist travel to certain destinations creating "drought-deluge" cycles. Thus, this study could be implemented in other settings in the region. Furthermore, this methodology could be repeated in other parts of Latin America with similar characteristics in order to microfocusing this relatively unexplored field of tourism market research.

Declaration of Conflicting Interests

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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TABLE 1

DISTRIBUTION OF THE OVERALL SAMPLE

	N	Total (%)
Overall respondents	612	100
Abandoned entries	50	8.2
Nonresident respondents	18	2.9
Resident respondents outside of Montevideo Metro Area	47	7.7
Respondents who lived in Montevideo Metro Area, but travelled abroad, went to other Uruguayan destinations, or couldn´t afford a vacation	207	33.8
Respondents who resided in Montevideo and spend their vacation in Rocha Department in the summer of 2013	**290**	**47.4%**

TABLE 2

FACTORS EXTRACTED AFTER PRINCIPAL COMPONENT ANALYSIS (PCA)

Factor extracted	1	2	3	4	5	6	7
Factor 1: Entertainment							
Dance/bar	.862						
Culture/events	.820						
Dining/restaurant	.646						
Active atmosphere	.643						
Friends´ oriented	.527						
Factor 2: Characteristics of Rocha							
Safety		.785					
Friendly locals		.751					
Family oriented		.688					
Rocha´s Atmosphere		.590					
Factor 3: Relaxation							
Spend time with family			.788				
Escape from everyday life			.764				
Sun/beach			.690				
Quietness			.556				
Walking on the beach			.516				
Factor 4: Nature							
Protected areas				.707			
Sightseeing				.688			
Factor 5: Sports							
Surf					.775		
Fishing					.707		
General sports					.584		
Factor 6: Activities and tours							
Shopping						.792	
Historical sites/Lighthouses						.588	
Factor 7: Camping							
Camping							.766
Eigenvalue	5.06	3.15	2.13	1.50	1.43	1.11	1.00
% of Variance	20.23	12.58	8.53	6.01	5.73	4.46	4.00
Total variance explained (%)	61.54						

TABLE 3

FINAL CLUSTER CENTERS

	Entertainment seekers	Rocha followers	Relax & activities seekers	Active tourists
	N = 35	N=108	N=98	N=49
	12,1%	37,2%	33,8%	16,9%
Entertainment	**.42993**	-.02853	-.00835	-.22750
Characteristics of Rocha	-**.31344**	**.83005**	-**.76359**	-.13244
Relaxation	**-1.98945**	**.26321**	**.32827**	**.18435**
Nature	-.27006	-.04524	-.11091	**.51445**
Sports	-.13952	-.16581	-.22182	**.90875**
Activities and tours	-.18083	-**.35749**	**.55030**	-.18351
Camping	**.12475**	-.00325	-**.36486**	**1.40534**

FIGURE 1

MEAN SCORES OF FACTORS FOR EACH CLUSTER

Cluster 1=Entertainment seekers. Cluster 2: Rocha followers, Cluster 3: Relax and activities seekers,
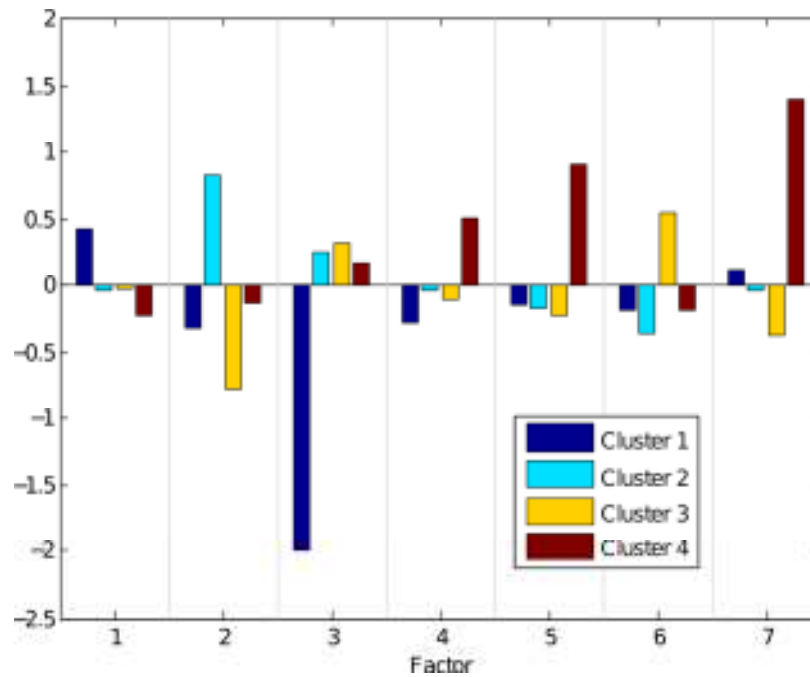
Cluster 4: Active tourists.

TABLE 4

Sociodemographic, travel behavior and daily individual expenditure in Rocha for the sample and the four segments obtained

Variables	Sample N=290 100%	Entertainment seekers N=35 12,1%	Rocha followers N=108 37,2%	Relax and activities seekers N=98 33,8%	Active Tourists N=49 16,9%
Sociodemographics					
Gender	Female (52,8%)	Male (57,1%)	Female (59,3%)	Male (52,0%)	Female (55,1%)
Age	30-39 (33,4%)	20-29 (45,7%)	30-39 (43,5%)	20-29 (32,7%)	20-29 (36,7%)
INSE (Socioeconomic index)	High (71,4%)	High (74,3%)	High (69,4%)	High (74,5%)	High (67,3%)
Travel behaviour variables					
Main place of stay	La Paloma (21,0%)	Punta del Diablo (34,3%)	La Paloma (28,7%)	La Paloma (17,3%)	Santa Teresa (20,4%)
Sources of information	Own knowledge (84,8%)	Own knowledge (74,3%)	Own knowledge (85,2%)	Own knowledge (85,7%)	Own knowledge (89,8%)
Trip planning anticipation	Less than a month (37,9%)	No planning (48,6%)	Less than a month (36,4%)	Less than a month (40,8%)	Less than a month (42,9%)
Length of stay	3-7 nights (40,7%)	1-2 nights (22,9%) For the day (22,9%)	3-7 nights (38,9%)	3-7 nights (40,8%)	3-7 nights (36,7%)
TPC	Families (45,5%)	Friends (48,6%)	Families (50,9%)	Families (43,9%)	Families (42,9%)
Transportation	Own car (59,7%)	Own car (65,7%)	Own car (63,9%)	Own car (59,2%)	Own car (46,9%)
Accommodation	Rented house w/ family (25,5%)	Rented house w/ friends (25,7%)	Rented house w/ family (30,8%)	Rented house w/ family (22,4%)	Camping (34,7%)
Daily individual expenditure in Rocha Department					
Accommodation	Second home / no spending 35,5%	Second home / no spending 45,7%	Second home / no spending 29,6%	Second home / no spending 42,9%	Second home / no spending 26,5% 10 to 30 USD (26,5%)
Food and beverage	10 to 30 USD (61,7%)	10 to 30 USD (54,3%)	10 to 30 USD (64,8%)	10 to 30 USD (58,2%)	10 to 30 USD (67,3%)
Shopping items	Less than USD 15 (71,0%)	Less than USD 15 74,3%	Less than USD 15 (70,4%)	Less than USD 15 71,4%	Less than USD 15 69,4%