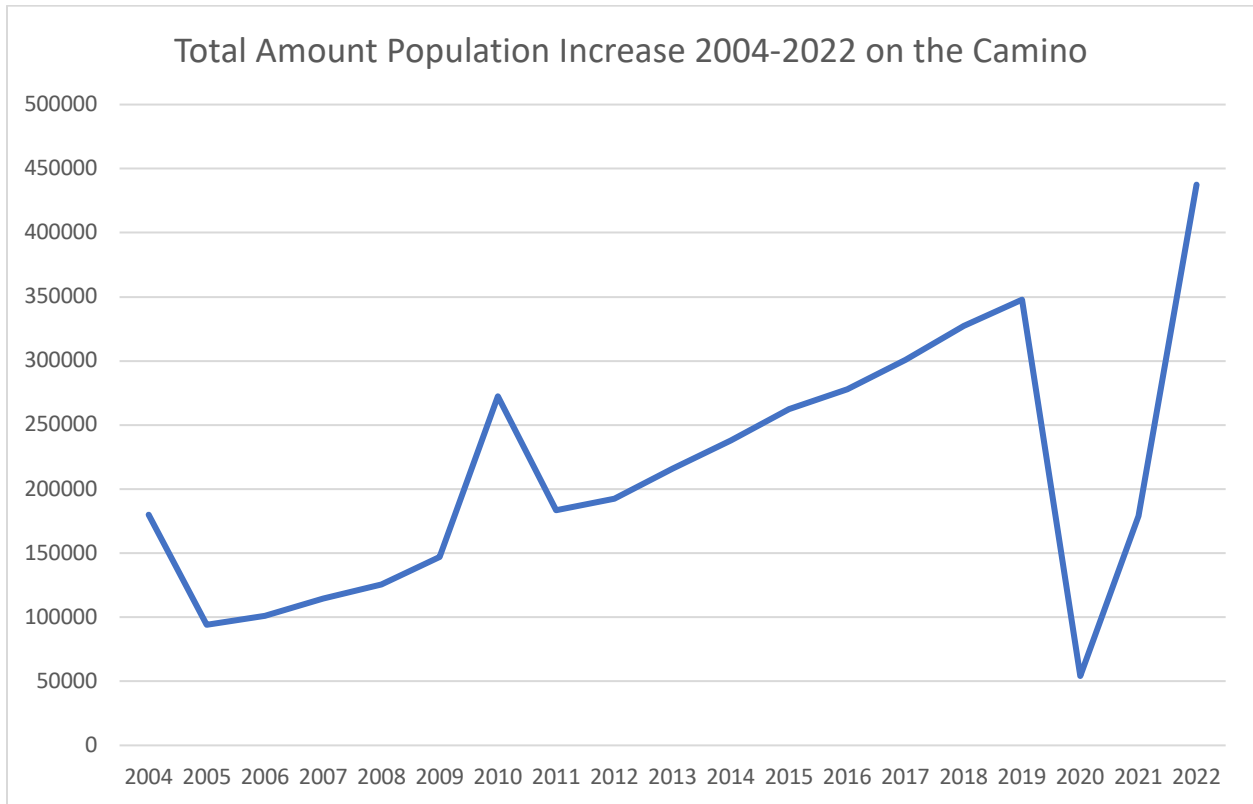
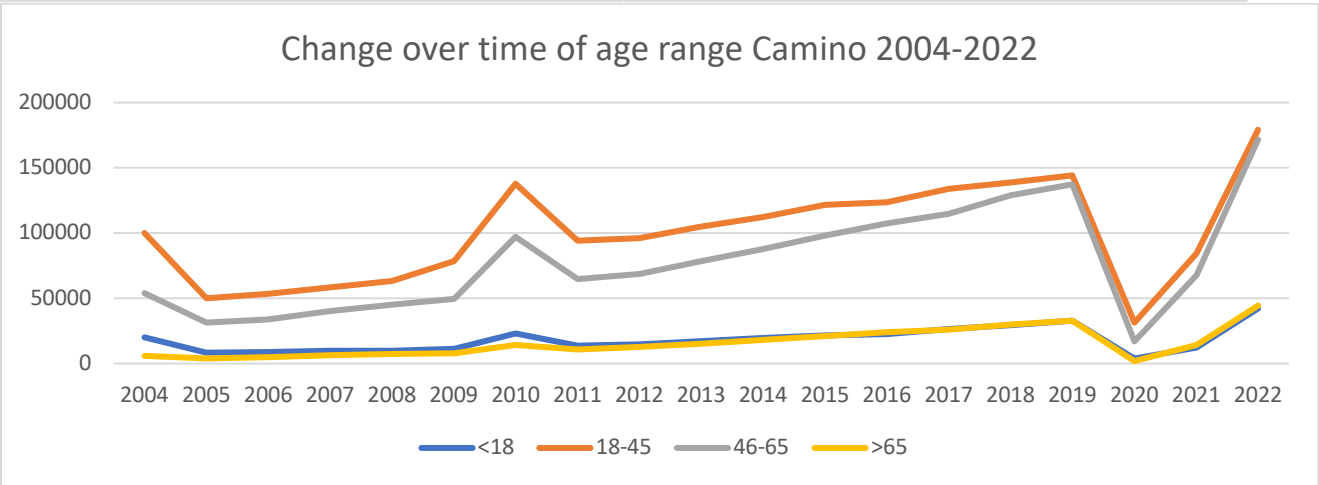
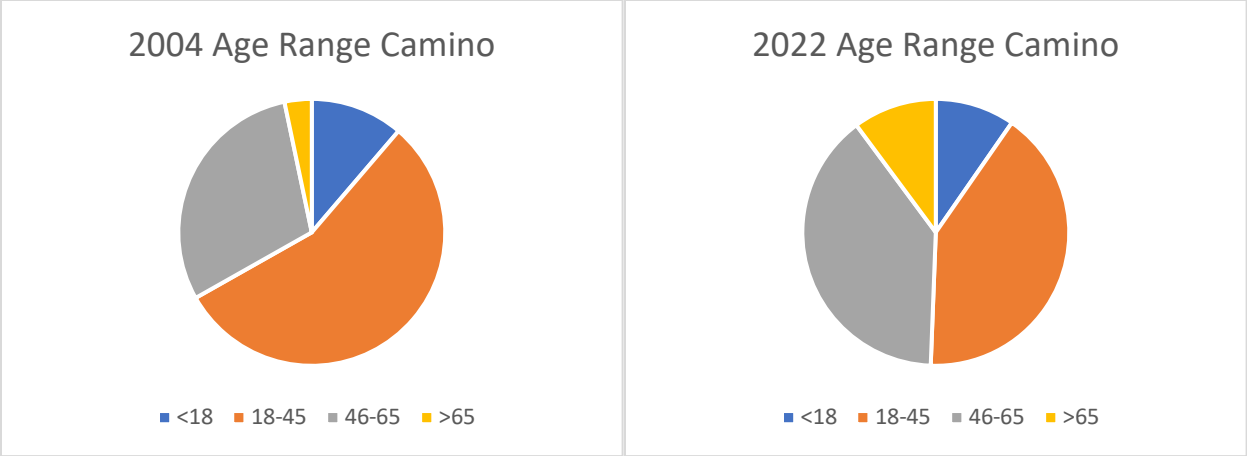


Camino de Santiago Data Visualizations 2004-2022



Something to note is that during 'Holy Years' there is an increase in travelers on the Camino. Holy Years occur when the 'Feast of St. James' (Santiago) falls on a Sunday. This happens every cycle of years – 6, 5, 6, and 11. (2004, 2010, 2021, 2027, 2032, 2038, 2049...)

The decrease in 2020 was due to travel and lodging restrictions from the global Covid pandemic, which also affected 2021. After restrictions were lifted, there has been an overall increase in travel world-wide as reflected in 2022 numbers.



Defined question and goal: What is the average age throughout the years and is the trend leaning in any range?

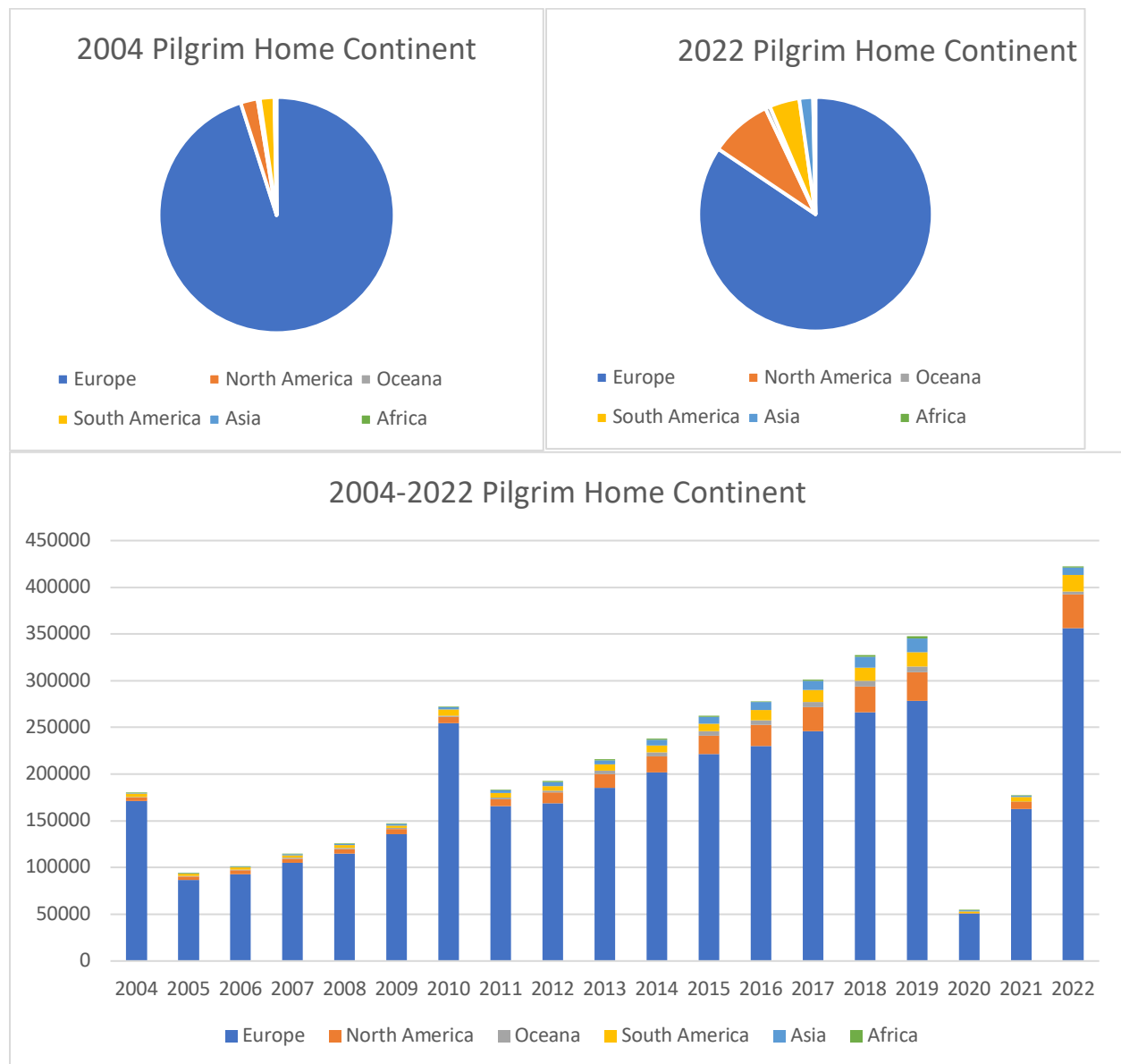
Limitations: Age groups vary in range totals. If this was separated in equal range amounts, it would make more sense to compare. Ex: >18(17 years), 18-45(27), 46-65(19), <65(?~25). Also, for the data collection process, there is an assumption that all ages under 18 are counted, however, it is unsure if babies/toddlers are counted as they cannot walk the Camino themselves.

While analyzing the data, although range 18-45 was clearly the dominant percentage, it also has the largest range.

Under 18 groups had a percentage decrease of -14.33% between 2004 and 2022. 18-45 had a decrease of -26.28%. 46-65 has an increase of 31.30%. 65 and older had a large increase of 208.19%.

This analysis shows that while the largest percentage of Camino attendees are between 18-45, there is a sharp increase in 46+ ages, specifically over 65.

There is no way to know but a potential reason for the increase in the older age range could be people who have previously attended the Camino at a younger age prior to 2022. From observation, there seems to be a continued repeat Camino for many people. The largest market share would be towards 18-45, but more data would be needed to understand if marketing to 65+ is necessary if they are already knowledgeable as they may have completed the Camino previously.



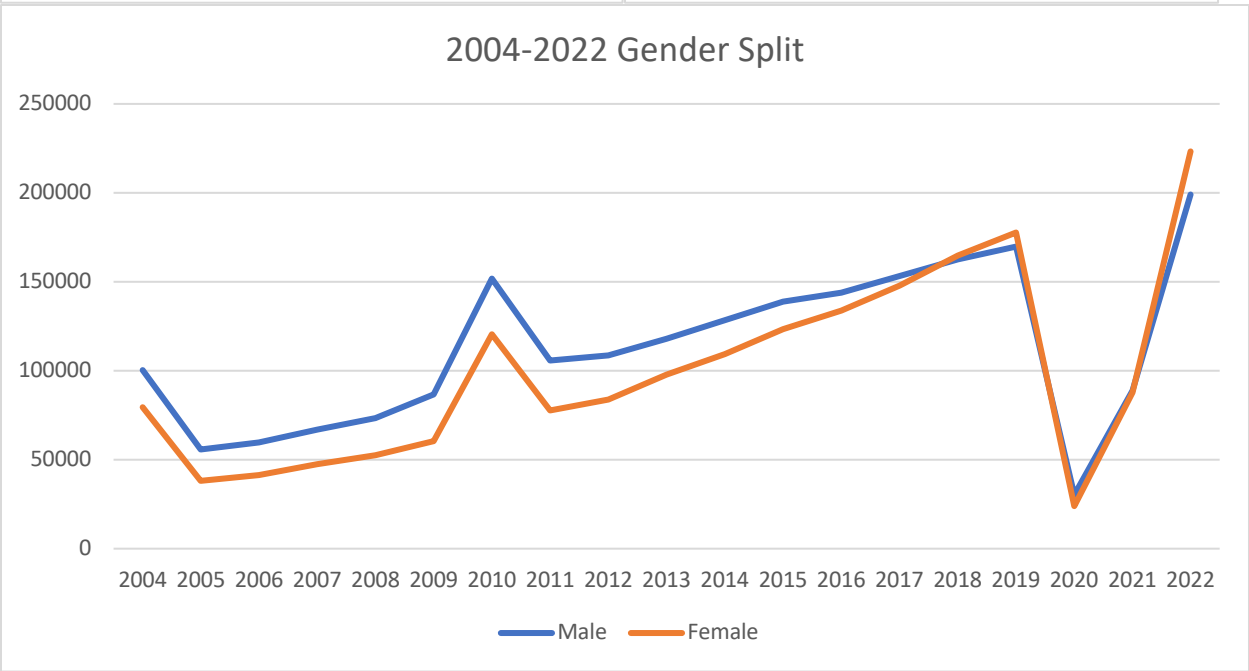
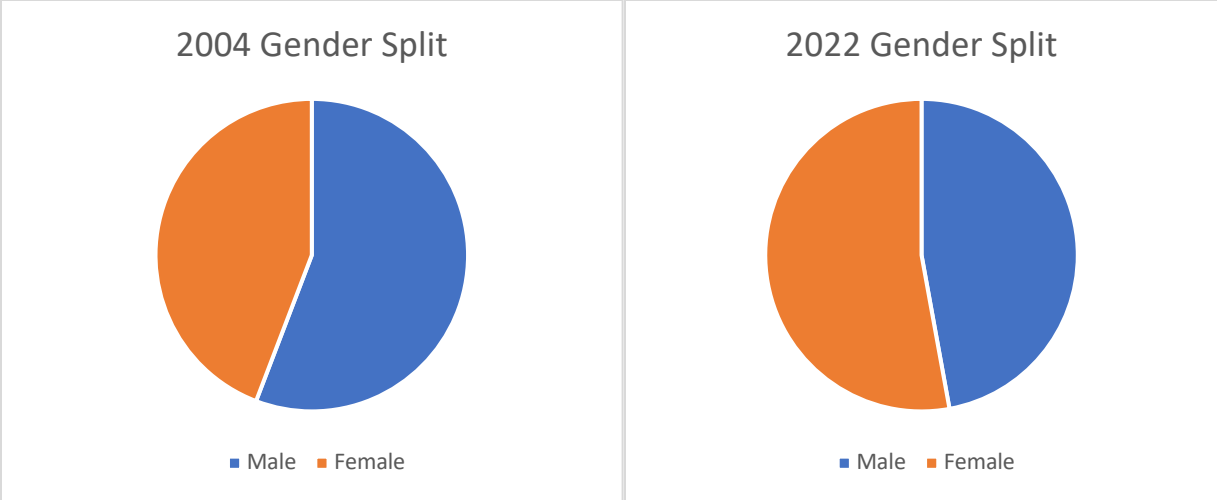
Limits of data: While this shows an overview of continents, there are over 200 countries in varying sizes and population, so this data isn't clearly defined or in equal ranges of population. From previous observation and knowledge, most people who attend the Camino are currently living in Spain. This makes sense as the Camino is through multiple parts of Spain and ends there. The assumption would be that most Spaniards are educated on what the Camino is, are potentially more religious (high percentage of Catholics in Spain) and have easy access to the Camino as long-distance travel is unnecessary. Originally the Camino started where you live, and you walked back home. This would make sense for people already living in Spain.

Even though most people who attend the Camino are from Europe, it wouldn't make sense to advertise to a place that is already familiar and has less barriers (language, flights/travel, knowledge of culture/foods/accommodations).

What we can analyze from this data is the increase of percentages from 2004-2022 between the continents to see the trends of increase of interest.

- Europe: -11.21%
- North America: +267.60%
- Oceania: +106.11%
- South America: +108.37%
- Asia: +804.02%
- Africa: +289.65%

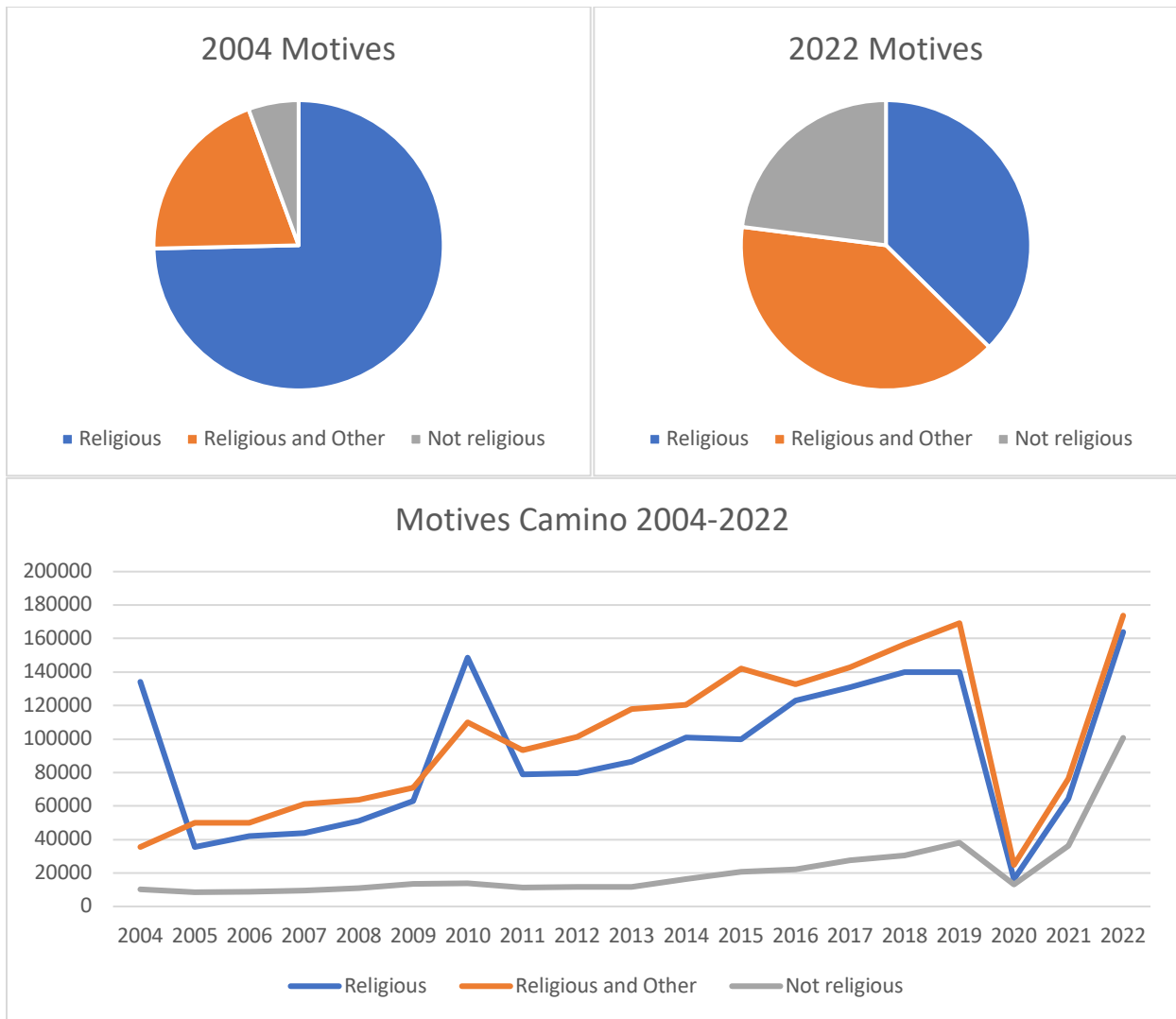
This shows great increase in Asia, Africa, and North America. Media such as tv and movies could have influenced this as well as growing access to social media and the internet.



The visualizations show an increase of Female over Male Camino attendees throughout the years. From a 55.81% Male population in 2004 (vs. 44.19% F) to a 47.13% M v 52.87% F in 2022. This shows a decrease of -15.55% M and increase of +19.63% F between 2004 and 2022. From observation there seems to be a lot of female solo Camino attendees (based on forums, groups and other tours specifically female-only). This could be because of safety for female attendees walking alone and/or because of a general interest in women joining the Camino.

With this data, it would seem marketing to women, specifically women walking alone, would be beneficial for the company. I've seen in personal research, that there are female only Albergues (hostels) and gender divisions in some sleeping arrangements/dormitories.

Note: This data does not collect non-binary individuals currently.

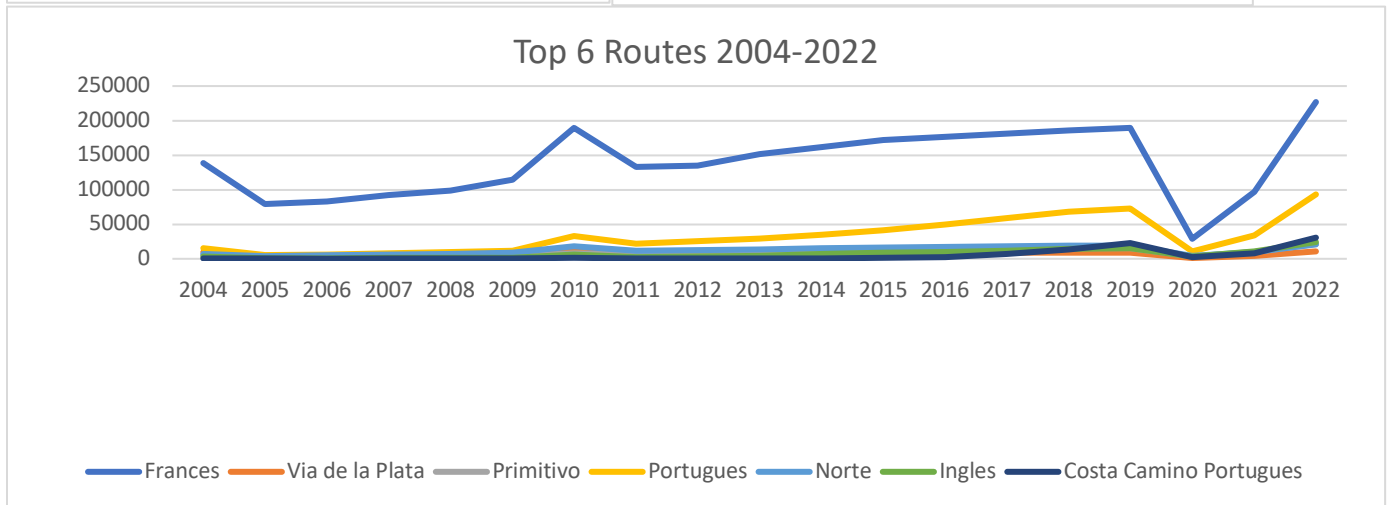
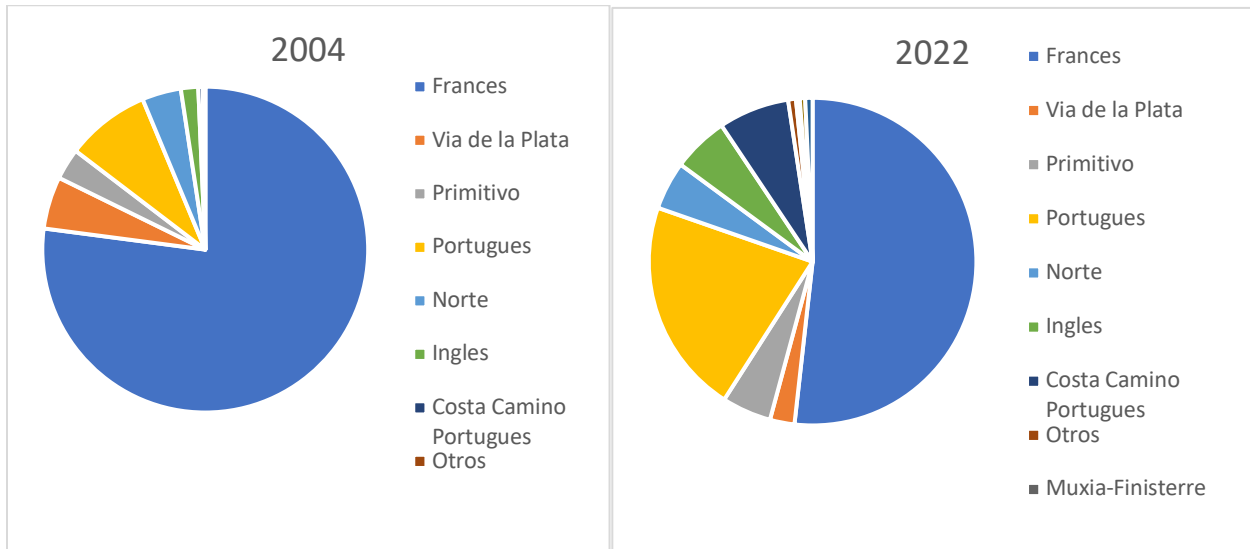


Data limitations: The Camino started as a religious pilgrimage hundreds of years ago, so it is understandable that religion is still a main reason for people to join the Camino. However, these data figures come directly from the pilgrimage office that issues Compostela's (certificates of completion), which is a religious document. That would mean the numbers may skew towards religion for this data aggregation. Another thing to note is that in order to receive the Compostela, which is also a prized possession for some attending the Camino, you must tell the office you are walking for religious or spiritual reasons (religious, religious and other). So, it is possible that those who want the certificate without being religiously motivated might still say they are to receive the document. Although there is another document (certificate of distance) one can receive without any religious motivations.

Analyzing the data shows a decrease in those claiming a religious only motive:

Religious: -49.90%

Religious and Other: +100.67%
 Not Religious: +309.69%



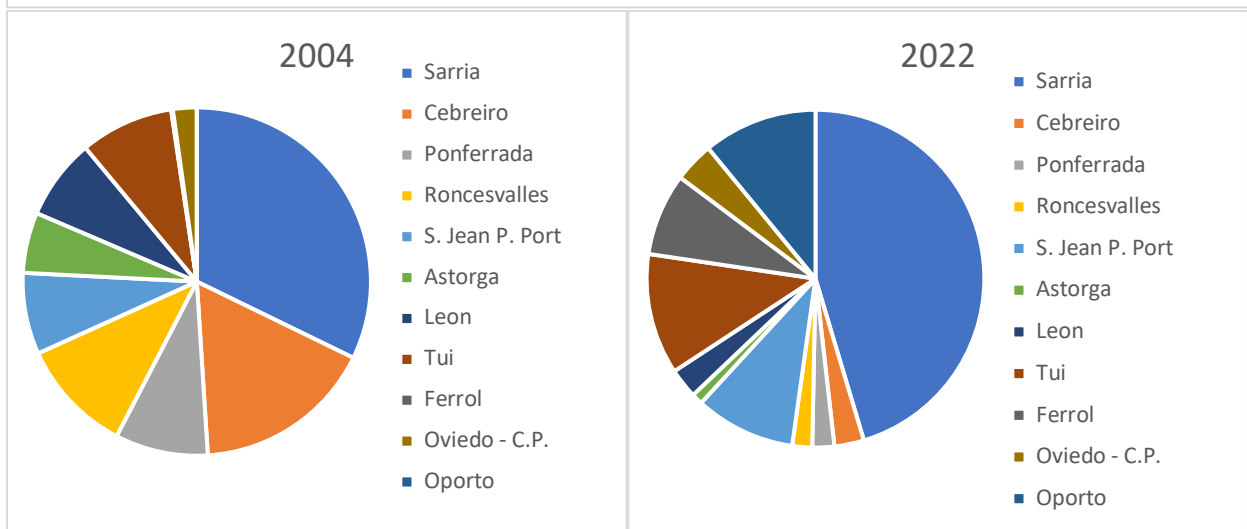
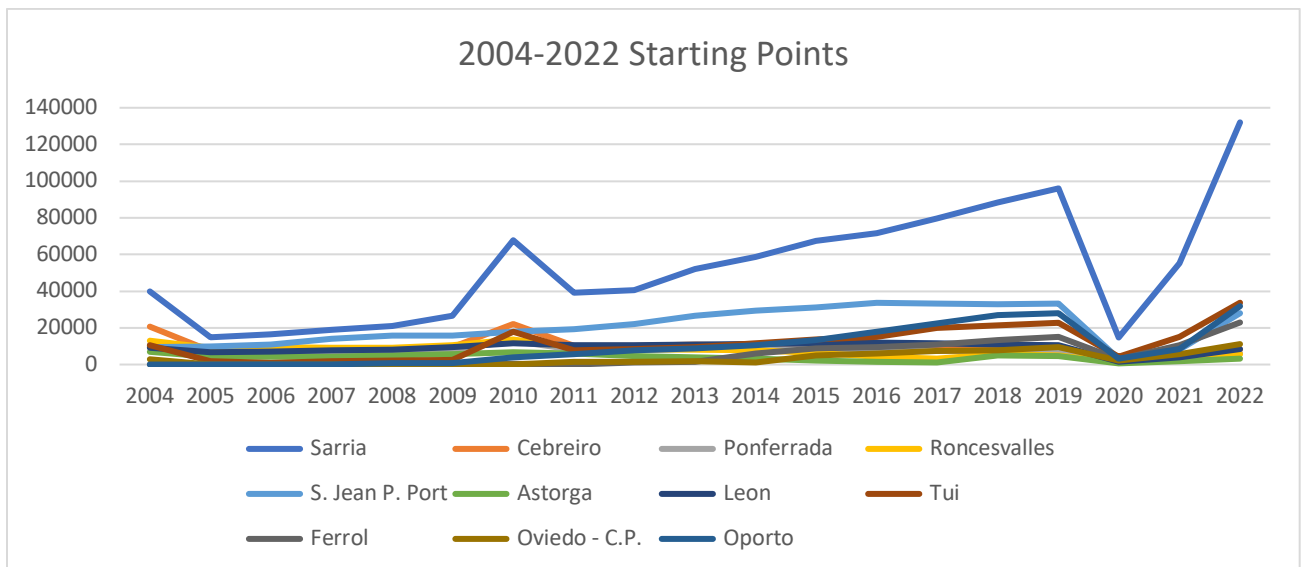
There are multiple Camino routes that all lead to Santiago, the most popular being the Camino Frances or “French Way” as that has been the longest traveled road over time, it’s been walked in some form for thousands of years and still contains portions of ancient Roman roads. It also has the most infrastructure built up, so it’s no surprise that the Frances route still is the most common road. Even still, with this data we see the rise of other roads over the period range.

The Portuguese route has grown the most from 2004-2022, however, it is unknown as to why. There could be reasons such as:

1. People are walking alternative routes after walking main routes.
2. More infrastructure has been completed on these alternative routes.

3. Marketing and tourism have been promoting these routes. It would be advantages for Portugal to promote those specific routes as more tourism money goes back into the country.
4. More routes are being known through internet and education.

It would make sense to promote these alternative routes as ‘more solitary’, ‘new sites’, or to promote as a second, third, or 10th Camino journey along a new or different route. More research would be needed to see why people like certain routes and if people are open to longer stretches of routes without the conveniences of infrastructure. Potentially the tour company could provide the infrastructure along the way – travelling shops, pop up food trucks or dinners, camping or glamping options, local host families, or a mobile travel outfitter.



As with the multiple route options, there are endless starting location options. There are routes that start and go through nearly every country in Europe. We will focus on the main routes in Spain, Portugal, and South France. Historically, the Camino starts at your doorstep, so that could be anywhere (unrealistic for those outside Europe), but there are several modern starting cities. The most popular starting routes currently are Sarria, Saint-Jean-Pied-de-Port (SJPdP), and Tui (Portugal). Sarria and Tui are both popular as they are approximately 100km away from Santiago (France route and Portuguese route, respectively), which allows the Camino walker to obtain the Compostela (certificate) when arriving at Santiago (200km for bicyclists). These routes also take about a week, leaving more options for people to join the Camino for shorter work or school breaks. They also have much stronger infrastructure – more hotels, bars, stores, etc. to accommodate the large number of travelers. The other popular starting points are SJPdP and Oporto (Porto in Portugal), the two main starting long-distance points on the Frances and Portuguese routes. There are alternative long distance routes that don't have as many physical barriers as well – SJPdP starts in the Pyrenees mountains and is the most physically demanding section of the Frances route.

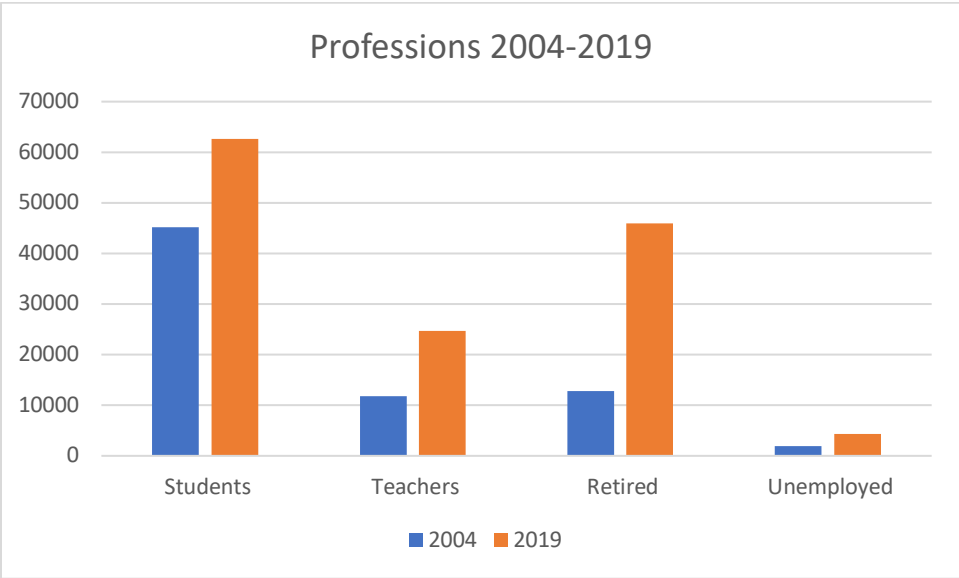
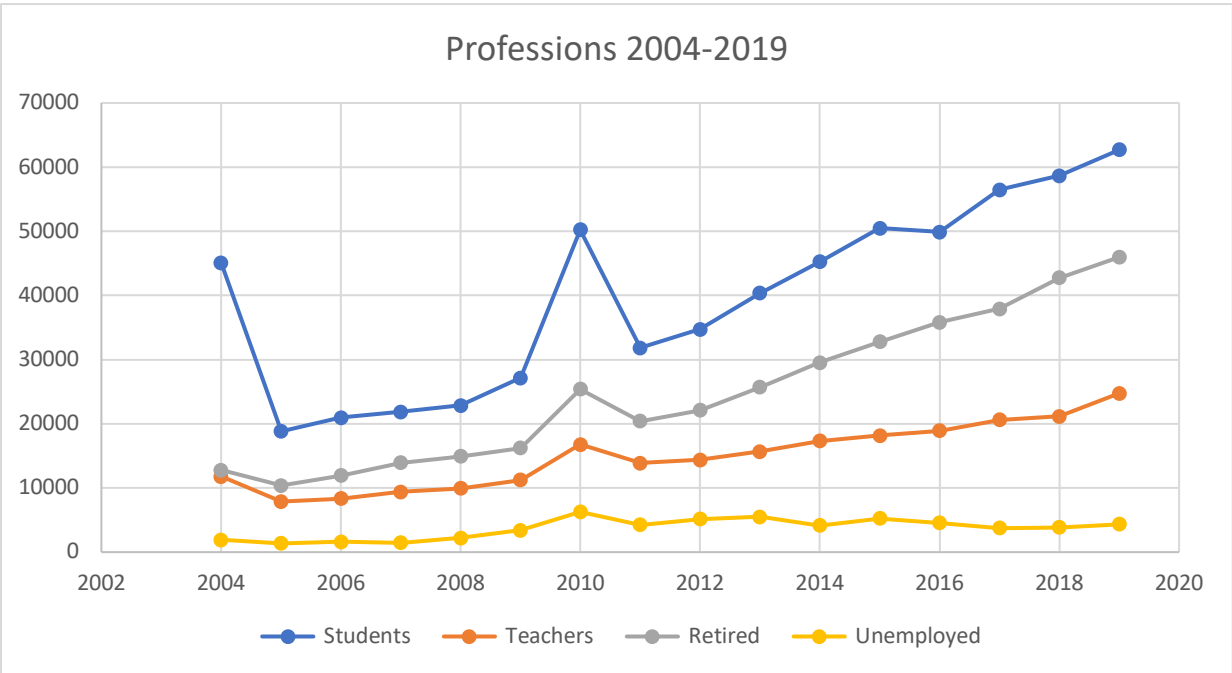
From this data, it would deduce that promoting the short-term routes or Sarria and Porto would be marketable to people who want to experience the Camino without:

1. The 30-day+ commitment (time restraints) – good for youth, students on break, working class with limited vacations.
2. Physical demands – good for people with physical disabilities, older or physically unfit people, people who need to pack and carry a lot with them (there are also luggage transfer options).
3. Infrastructure – without worrying about lodging, language barrier, loneliness. Good for solo travelers, inexperienced travelers, foreign non-Spanish speaking people, and large groups.

More research would be needed to understand why other routes have fallen out of favor. Have hotels or conveniences been closed due to the pandemic? Are the routes dangerous or difficult? Is there less education available on these route options?

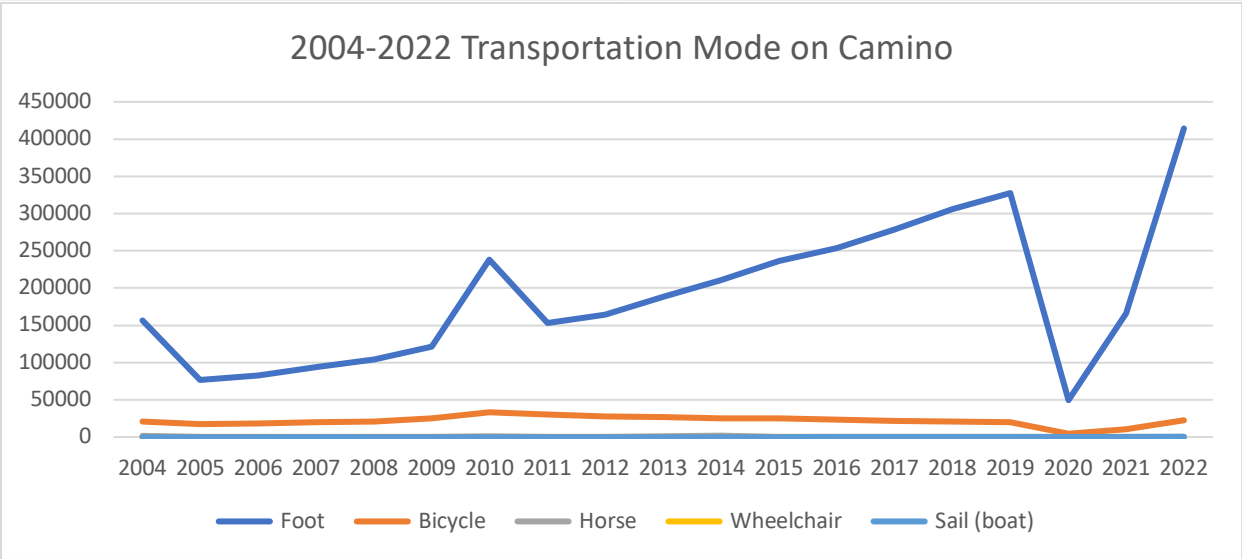
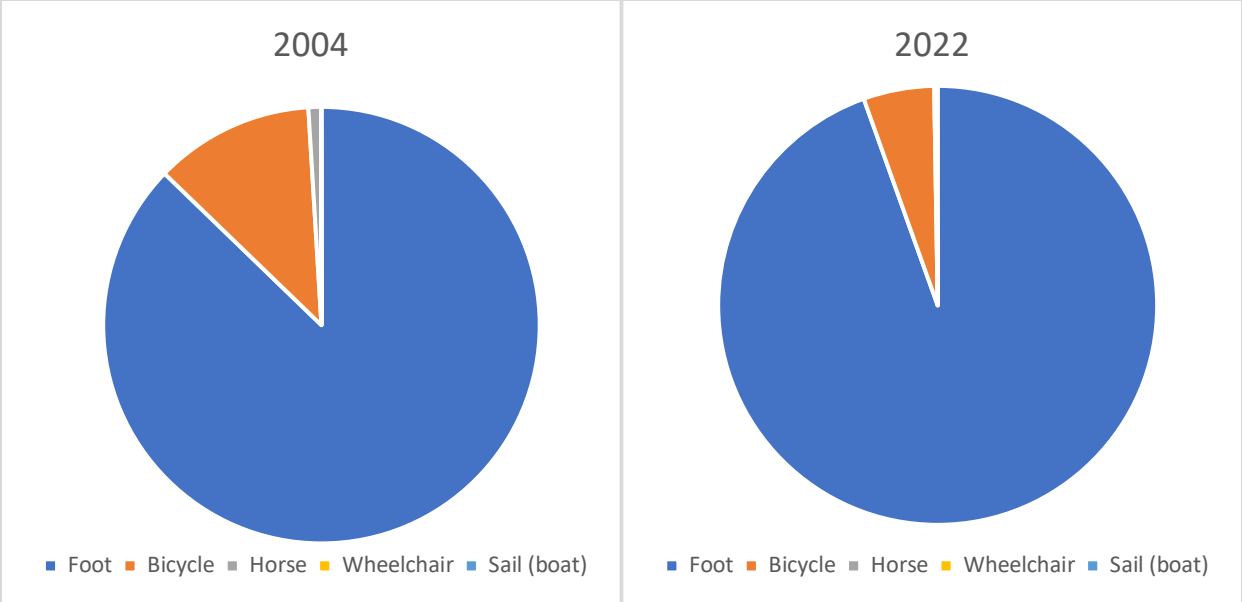
There's an obvious correlation between the growing population of the Portuguese routes and to those starting in Portugal.

Those alternative starting routes could be marketed as a unique way to walk the Camino without distraction of larger towns and masses of people. Potentially for summertime, when the peak of Camino travelers exists.



This one was a little more tricky than the other data sheets, as many profession options were listed and some didn't make logical sense ('liberales', 'workers'/'employees', 'housewives'). I decided to take the four main categories that are marketable for the company stakeholder's benefit. While understanding that there are a higher number of each category in 2022 due to the growing population of Camino attendees, there is still data to be extracted.

The highest increase in professions is retired (+259.14%) followed by Unemployed (126.56%), Teachers (109.76%), and lastly, Students (38.94%).



The final dataset to be analyzed is the mode of transportation on the Camino. While one would assume that a variant like bicycling would grow over time as new routes are made, it's the opposite. Going by foot has been growing as has by wheelchair, with bicycling and horse dropping in popularity. Sailing has only been documented since 2016, so there's little data to analyze for that.

This data would tell us that a tour company by foot would make the most sense as that is the main way people are choosing to travel currently.