

Case Study: Camino de Santiago Tour

For this case study, I will be analyzing data from the famous pilgrimage in Spain, the Camino de Santiago, often described as the “Camino”. This pilgrimage has many routes across Europe that lead to the purported burial grounds of one of Jesus’s apostles, Saint James. It has also been used as Roman, Celtic, Muslim, and various people’s roads over thousands of years. Millions of people have walked hundreds of miles across Spain to reach Santiago. The word “pilgrim” will also be used for anyone who travels on the Camino, regardless of motivation. The data will be from collections made from the Official Pilgrim’s Office in Santiago de Compostela, Spain. This is not complete data as outlined below, however, there is enough data to answer the fictional business questions.

In the following, I will go over the “Ask”, “Prepare”, “Process”, “Analyze”, “Share”, and “Act” processes. I will also include any additional questions and barriers or limitations of data that was discovered during the process and the steps I took to resolve any inconsistencies.

Ask:

1. What type of company does your client represent, and what are they asking you to accomplish?

For this fictional company, I have decided it is a tour group looking for data on the Camino and who they should advertise and market to and if the outlook for the company and its potential is large enough to continue to pursue.

2. What are the key factors involved in the business task you are investigating?

Key factors are looking at data over a 14-year period to see if there is a growing demand and who completes and walks the Camino. Looking at age, gender, motives, transportation, country of origin, and other relevant data for people who have completed the Camino ending in Santiago between 2004-2022.

3. What type of data will be appropriate for your analysis?

I would need to analyze the available data in CSV form which is numerically based.

4. Where will you obtain that data?

This data will be obtained from Kaggle - an open-source website which has data derived directly from the Official Pilgrim’s office in Santiago’s website. They publish their data on their website every day.

5. Who is your audience, and what materials will help you present to them effectively?

My audience is the marketing and C-level stakeholders for a fictional tour guide group looking to take groups of 2-20 on the Camino.

Prepare:

First, I researched where the data lives. I found a singular dataset in Kaggle and found where the data is sourced. The data is from a website of the official pilgrimage office in Santiago de Compostela in Spain, the final destination for those seeking a Compostela (certificate) and the purported remains of Saint James, an apostle of Jesus.

To ensure the accuracy of this data, I opened several of the 12 Kaggle csv files and filtered the data directly from the Pilgrim's Office "Statistics" section of the website. I compared numbers and totals from various years from both sources to ensure the accuracy of the former.

Pilgrim's Office official website:

<https://oficinadelperegrino.com/en/statistics-2/>

Source of Kaggle accumulated data:

https://www.kaggle.com/datasets/guillermoibarra/Caminodesantiagopilgrimstatisticscsv?select=Camino_routes.csv Author: Guillermo Ibarra, Latest pilgrim stats from the Cathedral's server in Compostela, Galicia, Spain

Data types:

External, structured, quantitative, secondary, ordinal, and discrete. This is public data, and it has been downloaded in CSV format and saved on a PC in a specific folder. I will be using Excel for all of the following data cleaning unless noted otherwise.

The data was downloaded as a zip folder which includes 12 csv files of information as follows:

Camino Ages

Camino Autonomous Communities

Camino Continents

Camino Countries

Camino Gender

Camino Groups

Camino Motives

Camino Origin

Camino Routes

Camino Totals

Camino Totals True

Camino Transportation

Data limitations:

Not everyone who participates in the Camino ends in Santiago or registers at the pilgrim's office where this data is collected. Many people walk in stages, there are dozens of options to start and end in a stage. A stage is usually one day's travel but can also refer to a week or more of travel. This data is only collecting people who walk the final 100km or bike the final 200km to Santiago de Compostela. The data is also only those who choose to register at the Pilgrim's office and provide information. This could affect many results as it's possible people of a specific age range, nationality, motive, gender, profession, or any other variable might walk a specific section or stage and not finish in Santiago nor register if they do end there.

There are two obviously seen variables where Camino attendance peaked (2010) and dropped (2020). 2010 can be assumed to match up with one of the Holy Years – when the Feast of Saint James (July 25th) falls on a Sunday – this is a very popular time for the Camino and occurs in a cycle of years – every 6, 5, 6, and 11 years. 2020 drop was due to the COVID pandemic with restricted travel and closed hotels. Even with these changes, there is a steady and continuous attendance.

Knowing these limitations, the marketing goal for the fictional tour group can still be guided by the data that is available.

I ensured the data is unbiased and usable by checking that the dataset is: reliable, original, comprehensive, current, and cited. I verified reliability by cross-referencing the column descriptions, numbers, and totals directly from the Official Pilgrim's website. I verified multiple years and multiple categories. I know the data is original as it is directly from the primary and firsthand source at the Pilgrim's office. I opened all csv files to ensure there are no missing categories or years. The CSV files are current until October 2022. Because this is a partial year where all other years are full, I will be manually adding the remaining two months of 2022 to the files before I began processing the data. The relevant citations are also included in this report.

Process:

This data will help answer the questions by providing statistical data to be analyzed and visualized. I will be utilizing the bolded files in the section above.

An initial adjustment needed with the data is that it is in Spanish, so I will translate all the column names and any relevant text included to English.

Step by step data cleaning per sheet:

1. Combine all sheets to one file by adding tabs logically and saving as xls workbook.
2. Convert all Spanish column names to English.
3. Removed irrelevant columns – columns with little to no data, no relevance to analysis.

- a. In 2018 for 'Camino_ages' the data appeared to be in the incorrect columns (unestablished and rest columns). So, research was done to ensure where the data belonged to.
 - b. Upon this research, it was discovered that the datasheet has ages ranging from: 'under 30', '30-60', and 'over 60'; while the data directly from the Pilgrim's Office has ranges of: 'under 18', '18-45', '46-65', and 'over 65'.
 - c. Because there is a discrepancy in ranges, I decided to pull the data from the Pilgrim's website by year in the above categories.
 - d. I will later compare the data for both sheets and ranges.
4. Added missing data for November and December 2022 for all sheets and columns.
 - a. Froze first row for easier filling.
5. Renamed sheets for better understanding:
 - a. 'Camino_origin' → 'Camino_start_location',
 - b. 'Camino_groups' → 'Camino_professions',
 - c. 'Camino_continents' → 'Camino_home_continent'
6. Due to deletion of columns, a SUM function was added to all 'Total' columns.
7. Noted data that is unavailable or indeterminable as note in cells as to not affect analysis in SQL and potentially in R.
8. Searched and removed any NULL values with conditional formatting.
9. Utilized the TRIM function to remove any potential leading or trailing spaces.
10. Created pivot tables for all sheets that contain months to summarize by year as a monthly breakdown is not necessary for analysis. Utilized the "replace all" feature to remove the unnecessary "Sum of" titles added to columns in pivot tables.
11. Created multiple small visualizations in Excel to compare to graphs in future analysis. I created line, bar, and pie graphs from the first and last years of data as well as a line chart of all the collected years. Ensured sizing and labels are inputted and accurate.
12. Used the excel percentage function to calculate Camino_ages per year over four ranges. Example: " $=B2/(\$F\$2)*100$ ". Formatted cells to include 2 decimal points. Alternatively, instead of adding the '*100' portion of the formula, formatting to percentages with two decimal points would also suffice.
13. Confirmed the business question and goals can be resolved and suggested with current data. Questions that can be answered with each csv sheet:
 - a. Camino_ages: What is the average age throughout the years and is the trend leaning in any range?
 - b. Camino_home_continent: What continent are people on the Camino from? Is any continent continuing to raise in popularity?
 - c. Camino_gender: Are there more men or women who are on the Camino? Is that changing? Could a tour specific to gender be warranted?
 - d. Camino_motives: Are the majority on the Camino there for religious or secular purposes? Is that trend changing with the popularity of movies, videos, etc?
 - e. Camino_routes: What are the more popular routes and have any gained or lost popularity over the years?
 - f. Camino_start_location: Where do most pilgrims start and how long is that start until Santiago (the established 'end').

- g. Camino_professions: What is the dominate profession? Are retired people going more often? Does that align with the age progression? Is there any profession that can be marketed to more than others?
- h. What is the main transportation? Are there other ways to progress on the Camino than what is listed? What would best serve a tour group by transportation?

Additional cleaning and verification in SQL:

1. Created a dataset in BigQuery under my project file.
2. Converted cleaned xls workbook individual sheets to csv files.
3. Created tables by adding each CSV cleaned file.
4. Reviewed Schema and Preview for accuracy.
5. I didn't find a need for further SQL analysis as all files had under 300 rows, which is easy to manage in Excel or Google Sheets.
6. I will utilize SQL in a future case study with more rows of data.

Some additional questions that could be researched after reviewing aggregated data are:

1. How has media influenced the growth of attendance on the Camino? What audience are the media portrayals geared towards?
2. What future media might be released and how will this affect?
3. How has Spain's tourism industry adapted and influenced or promoted the Camino?
4. Is education in advertising enough to spark interest in personal research?
5. What are the biggest factors holding people back from the Camino? Financial, time off work/school (does under 18, college age, and teacher profession attendance grow in summer?), language barrier (for those outside of Spanish speaking countries)?
6. How would the company's website be designed? For ease of use? Or more intricate blogs and descriptions?
7. Is the company able to manage an influx of inquiries and attendees? What is their growth and expanding capacity? Is the infrastructure set up for multiple forms of contact (email, phone, text, webchat, mailing brochures, etc)? Is social media engagement managed and increasing?

Analyze:

Additional steps while analyzing data:

After creating visualizations, I found I need more data figures to properly view increases and decreases over time. The following steps showed the percentage change clearer than the graph visualization.

- a. Calculated totals in each pivot table using the "=SUM" formula.

- b. Calculated the percentage of each year (2004-2022) for all pivot tables per column (ex: $=(B2/\$D2)*100$).
- c. Calculated the percentage change from 2004 to 2022. (ex: $=(K3-\$K2)/K2*100$).
- d. Utilized the absolute reference function (\$) to lock specific columns.
- e. Utilized the drag/copy function for columns in rows.

It was discovered during analyzation that for the Camino_professions sheet, there seems to be a significant drop of data after 2019 (accounting for COVID). It seems in 2021 and 2022, many professions have been listed under the “remainder” category. It would be assumed that the data was either incorrectly correlated, not requested anymore, or miscategorized. I will account for this potential incorrect data assumption by removing the years 2020-2022 from the data to be analyzed. I will create new pivot tables and visualizations. I also removed columns that were under 10,000 (for this sheet only) over 2004-2022 as well as columns that weren’t collected until recent years.

Upon further analysis of this sheet, I’ve determined that there are a multitude of columns (categories) that are unnecessary to the business objective and inquiries. I have decided to narrow down the categories of professions to only those that are marketable.

Now that all the data has been defined, collected, prepared, stored, cleaned, processed, visualized, and analyzed for trends and patterns – it is time to determine the answers to the business question and tell the story of the data through easily presented information and recommendations. I will answer the questions and condense the relevant information for presentation. I will then create a summary for further data viewing, ensuring my work is accessible and clearly understandable.

Share:

Suggestions for initial questions based on analyzation of each data type file:

- a. Camino_ages: What is the average age throughout the years and is the trend leaning in any range?
 - i. Most travelers are between 18-45, however, in recent years the age of 46+ and specifically 65+ have grown substantially.
- b. Camino_home_continent: What continent are people on the Camino from? Is any continent continuing to raise in popularity?
 - ii. Most travelers are from Europe, specifically Spain. There has been a large increase in people from North America, Asia, and Africa. There isn’t a breakdown of country, so this data may be difficult to know who to market to (outside of USA and Canada).
- c. Camino_gender: Are there more men or women who are on the Camino? Is that changing? Could a tour specific to gender be needed?
 - iii. More women are on the Camino than men in recent years, but it is still very close. There could potentially be an increase in solo women

travelers or groups of women as safety measures have been increasing in Spain.

- d. Camino_motives: Are the majority on the Camino there for religious purposes? Is that trend changing with the popularity of movies, videos, etc?
 - iv. Non-religious motives have been gaining popularity as have 'religious and other' which could mean spiritual journeys as opposed to any organized religion. The dominant amount is still religiously motivated in some factor. Movies, media, and Spain's tourism that make the Camino seem more adventurous and tourist secular reasoning can be driving more non-religious motivations as well.
- e. Camino_routes: What are the more popular routes and have any gained or lost popularity over the years?
 - v. The Frances route is still dominating the route options but has lost popularity compared to other routes over the years. The Portuguese route has grown significantly from 2004-2022.
- f. Camino_start_location: Where do most pilgrims start and how long is that start until Santiago (the established 'end').
 - vi. Almost half of the travelers start in Sarria, 100km away from Santiago on the Frances route. This section takes 5-7 days to complete and those who walk that route can receive their Compostela (certificate) in Santiago.
 - vii. The Tui (Portugal's final 100km) starting point has also gained popularity, aligned with the Portuguese route growing itself.
 - viii. The longer journey being started mostly in SJPdP (Saint-Jean-Pied_de_port in France on the Camino Frances) and Porto (Camino Portuguese).
- g. Camino_professions: What is the dominate profession? Are retired people going more often? Does that align with the age progression? Is there any profession that can be marketed to more than others?
 - ix. From the selected categories, 'students' are the dominate profession, which makes sense due to their more flexible schedules.
 - x. Retirees have gained in popularity, which aligns with the growth of people aged 65+ (the average retire age).
 - xi. Teachers and the unemployed have also gained in popularity.
 - xii. Marketing to schools both for students and teachers is an easy conclusion to make.
- h. What is the main transportation? Are there other ways to progress on the Camino than what is listed? What would best serve a tour group by transportation?
 - xiii. People are increasingly walking to routes instead of bicycling.
 - xiv. There are a few alternatives, but not significant to market to outside of walking, unless they are specified for people with physical disabilities or are interested in the historical way of travel on horseback.
 - xv. An option not listed – to combine transportation modes, might be appealing to some. Logistics for this may be daunting to set up, but it is

doable and a unique way of marketing. For example, bike 100km, horseback 50km, and walk 200km.

Additional questions that arose during aggregation of data:

1. How has media influenced the growth of attendance on the Camino? What audience are the media portrayals geared towards?
 - a. There have been several feature films in various countries released that may have drawn attention and people towards the Camino:
 - i. Tres en el Camino (2004) story of three people from various backgrounds and how walking the Camino affects them.
 - ii. Americano: Do What Scares You (2005)
 - iii. El Camino A Santiago (2004)
 - iv. The Way (2011) USA, very popular and geared towards non-religious but spiritual people.
 - v. Walking the Camino: Six Ways to Santiago (2013)
 - vi. I'll Push You: A Journey of 500 Miles (2016) USA, story of friends with one pushing the other, who is in a wheelchair, along the Camino.
 - vii. La Voie Lactee (The Milky Way) France, 1969
 - b. There have also been several short films, documentaries, tv series, along with a multitude of Youtube and social media videos. Blogs and websites have also been common in the last 10 years or so.
2. What future media might be released and how will this affect?
 - a. With the growth of social media and vlogs and blogs becoming a source of fulltime income, many people are creating videos and blogs on every subject. There are new videos released daily about the Camino, and it will likely draw enough interest for more larger box office media to develop. Re-releases of movies and new screenings can also garner interest.
 - b. This may affect the popularity of the Camino and the need for tour businesses for those who want to participate without the fear of booking and language barriers, or who could afford a simpler way to complete the Camino.
3. How has Spain's tourism industry adapted and influenced or promoted the Camino?
 - a. Spain has purportedly created one of the main greetings for pilgrim's: "Buen Camino", which has gained popularity.
 - b. Spain has invested a lot of time, thought, and money on keeping the roads safe and secure – the La Guardia Civil (Spanish police) have created an App called "Alert Cops" which can easily be accessed to report any issues along with your GPS location and numbers to call to speak to someone in your native language.
 - c. It has been reported that the Camino is very safe as long as you take the normal precautions. Of course, there has been crime, but it is rare and unlikely.
 - d. They have also put effort in continuing a safe and accessible infrastructure with helpful tips and suggestions. (<https://www.spain.info/en/discover-spain/camino-santiago-what-to-see/>)

- e. There are also sites that relate to women solo travelers on the Camino and assistance and advice offered: (<https://www.caminodesantiagolibre.com/>)
- 4. Is education in advertising enough to spark interest in personal research?
 - a. Some people seem drawn to the Camino after hearing about it. Having resources for these people would be a great draw. I often see message boards of people asking for all the information immediately, which is not possible, but a good blog or educational pamphlets online with the availability for them to be mailed in any language they choose could be beneficial.
- 5. What are the biggest factors holding people back from the Camino? Financial, time off work/school (does under 18 and teacher profession attendance grow in summer?), language barrier (for those outside of Spain/Central and South America)?
 - a. This is difficult to quantify, from my research and personal experience, I believe time and money would be the largest constraints. Most people who have two weeks off do not want to spend their leisure time doing something that can potentially be very physically, emotionally, and mentally taxing.
- 6. How would the company's website be designed? For ease of use for older generations? More intricate blogs and descriptions for younger generations?
 - a. One of the biggest suggestions for a website I would make is that it is easily translated into as many languages as possible.
 - b. SEO keywords and links to other well-travelled sites are important.
 - c. Websites should have a good balance of information and clarity. They should not be designed to overwhelm or underwhelm the visitor. Additional links of information can be available for those who want more, easy contact forms with their choice of email, text, mailing, or phone call should be available.
- 7. Is the company able to manage an influx of inquiries and attendees? What is their growth and expanding potential? Is the infrastructure set up for multiple forms of contact? (email, phone, text, webchat, mailing brochures, etc)
 - a. The company should be prepared to translate all inquiries and responses. Be able to contact with more information within 24 hours.
 - b. Have trained sales staff available as well as growing the tour guide presence with multilingual guides. Ensure the ability to receive individual tour guide reviews after a tour for consistency and improvements.

Final business question high level recommendations:

The business task for C-Tours was to utilize historical data to understand the potential for future clients and the best options for C-Tours marketing team. C-Tours business is guiding groups of 2-20 along the Camino de Santiago pathways – between 100-800km over 7-35 days. Many forms of data were analyzed over a 14-year period to better understand the potential for clients and the change over time on varying statistics. I will go over those changes and base my recommendations on theories and deductions from the data. I will also explain any inconsistencies or potential further data collection needed.

The current problem C-Tours faces is the unknown of where to market to and what audience reception may be. Through my analyzation, I will directly explain the best options of marketing based on facts from the data.

Based on the data, people over the age of 65 are increasingly interested in the Camino, while the bulk of people are 18-45. **Marketing to retirees could increase the number of potential clients.**

Most who travel the Camino are from or living in Spain, but a **growing number of participants are coming from North America (USA and Canada), Asia (China, South Korea, and Japan), and Africa (unknown countries).**

In the time period researched, there has been an **increase in women**, who currently complete the Camino over men. Solo women hikers are also increasing based on personal observation and the increase in women solo traveler safety from Spain.

Many more people are traveling the Camino **without a religious specific (secular) reason** than in the past. Movies and media have increased the amount of people steadily since 2010, when the popular American movie, The Way, was released and social media growth widely began. Infrastructure and pathways have been improved with the increase of travelers. There has been a **143.23% increase from 2004 to 2022 in travelers.** There is also a consistent increase in blogs, vlogs, educational videos, books, and other media that grows and supports interest of the Camino.

The main route people take is the Camino Frances, the **Portuguese route has also grown in popularity.** It would be helpful to know how many people have already completed the Camino once and if they decided to take other routes in subsequential Caminos.

Nearly half of all who complete the Camino and register for their **Compostela's start in Sarria**, along the Camino Frances. **Growing popular is starting in Tui**, along the Portuguese route. The other main starting point is in Saint-Jean-Pied-de-Port the "official" starting point of the Camino Frances (800km), which takes around 35 days to complete, while the other two former points take around 5-7 days over 100km.

The most popular professions reported are students, retirees, teachers, and unemployed. This data suggests there should be marketing to schools, universities, retired people, and the unemployed.

Walking is the main form of transport, but there are also options of biking, horseback, sailing, or by wheelchair. There is also a potential for combining transport – walking, biking, trains, bussing, etc. Potentially for people on stricter time constraints or who can only physically walk short periods but want to complete the Camino from the 'start'. The only requirement for the Compostela (certificate) is that they must walk the last 100KM or bicycle the last 200KM and say they are on the Camino for religious or spiritual reasons. They can also receive a 'Certificate of distance' if they are not walking for any religious or spiritual reason.

Why is a tour company better than self-booking?

The tour company has connections built and experience to find the best and safest routes, hotels, local food and drinks, hospitals, and other services like bag transfers, language barriers, tours of historically significant locations, phone SIM setup, and booking the best flights and busses or trains to get to the starting locations. They know exactly what someone should bring and what is needed to physically and mentally prepare for the journey. As well as having specific tours based on what the client is seeking – solitude and contemplation, historical sites, religious sites, nature and adventure, physical challenges, and/or a desire to immerse and learn Spanish or Spain's customs and communities.

Spain and locals embrace the travelers on the Camino as is evidence in their policing capabilities and safety along the routes along with the growing infrastructure.

Due to the increase in retirees interested in the Camino, and the awareness that sometimes people in that age range are hesitant to research on the internet as much as younger generations, a need for physical pamphlets and advertisements via mailings could be beneficial.

There are over 270 towns and villages in the 800km Camino Frances route, so there is plenty of opportunity to market and advertise for many reasons to join a Camino tour while demonstrating the ease of travel based on resources available.

Having a company website that can easily be translated into multiple languages, strong SEO keywords, links to and from popular sites, and easily accessible contact information to representatives is very important. As well as building a presence on social media platforms, such as Instagram, Youtube, Facebook, Twitter, Pinterest, TikTok, and Reddit in addition to globally known social media specific to countries outside North America. It's also important to have affiliate links from bloggers and vloggers along with google ads and targeted ads on hiking or adventure sites, as well as interacting with interested potential clients.

Act:

The company should be prepared for an influx of requests in multiple languages and have a strong sales representative team that can offer more information in varied ways (email, pamphlets, educational websites, calling, texting, etc). The company should ensure all guides are trained and thoroughly tested, preferably multi-lingual and properly certified in first aid, cpr, wilderness training, and someone who has walked part or all of the Camino already (this can also be accomplished in a training camp session for guides). All information provided by the company should be up to date and regularly verified.

Analysis:

1. Higher number of Retirees (65+); highest range of 18-45
 - a. 84% of seniors use emails.¹ Purchasing a list can be an option, however, there are risks involved.² If a list is purchased, there are companies that can track sent and opened emails with additional statistics to help adjust marketing campaigns. There are also campaign email builders. (ex: mailchimp.com)
 - b. 90% of Americans between 18-49 get their news via mobile.³
 - i. This avenue could be used to advertise through Apple News, Facebook, Google, Instagram, etc.
 - c. Advertising through AARP (which is geared towards seniors) can be expensive, however, there are many forms of advertisement which can be adjusted based on marketing investments.⁴
2. Advertising to the growing number of women travelers could include information about safety, comradery, health benefits, and happiness.
3. The movie 'The Way' has influenced many Americans and Canadians to travel to the Camino. There could be a potential co-branding opportunity with local movie theaters, movies in the park, drive-ins, etc. to show the movie and have discounts and/or pamphlets available on how easy it would be to start planning their Camino today. Obtaining a license to screen a movie can be anywhere between \$100-\$2,000.⁵
4. The growing number of views on blogs, vlogs, and educational websites about the Camino would suggest marketing directly from affiliate links on blogs, having short video ads on YouTube related vlogs, contacting and hiring popular Camino 'influencers' as independent contractors, creating an educational blog with links and discounts to the tour company would also be beneficial.
5. The statistics show that nearly half of all who complete the Camino start at the 100KM distance, taking 5-7 days. Creating and marketing for shorter Caminos such

- as those starting in Sarria or Tui would be of interest as the physical aspect is less, the time away from home/work is shorter, the achievement of the certificate is still obtained, the infrastructure on those last sections is very strong, there is the highest opportunity for social interaction and strong bonds formed.
6. Students, retirees, teachers, and the unemployed are the highest professions claimed.
 - a. Advertising in Universities (both to students and teachers) for summer break and offering discounts specifically to them would garner interest.
 - b. Advertising in health-related places like gyms, parks, walking/hiking trails, etc. can build interest for those looking for a physical challenge.
 7. Biking enthusiasts might not be aware of the opportunity to be able to bike the route with a tour group that can take care of reservations that allow bikes to be stored overnight and transferred throughout the routes. Potential for guides to have a background in fixing and repairing bicycles on the road.
 8. Opportunity to create multiple reasons for the Camino:
 - a. If someone needs a mental break – there is an option to focus on solitude and contemplation, even with a tour group.
 - i. People grieving the loss of a loved one.
 - ii. Those who are recovering from an addiction or health issue.
 - iii. People who have high stress professions and need to reset.
 - b. History buffs can visit ancient Roman roads, walls, towns; along with Celtic, Muslim, Catholic, and historical battle sites that are over 2,000 years old. There is an archeology site near the Camino Frances that had found human bone fragments that are presumably over 1.4 million years old.⁶
 - i. Marketing towards students and teachers of Archeology and History.
 - ii. People interested in history on YouTube, blogs, educational websites.
 - iii. There are dozens of museums on the routes that range from food, art, history, and religious.
 - c. Religious (Catholic and Christian mainly) aspects are plentiful on the Camino. There are hundreds of religious sites to see along the Camino. From ancient relics, centuries old churches and temples, to the fact that millions of pilgrims have walked the same route for over a thousand years in religious pursuit. There is mass specific for the Camino and plenty of religious connections to observe.
 - i. Marketing to Churches, places of worship, church groups.
 - ii. Religious magazines, websites, gatherings, etc.
 - iii. Spiritual aspects are also available, without specific organized religion present.
 - d. Nature and adventure lovers will enjoy being outside and experiencing the flora and fauna over a large region that is distinctly separated and unique. Birdwatchers and sun-lovers will enjoy the bounty of opportunities to experience an immersion in nature.
 - i. Birding and foraging groups.
 - ii. Nature and adventure seeker.

- e. People who love a physical challenge would be amazed at how walking each day for 14+ miles can challenge their bodies and minds to push further and build strength, inward and outward.
 - i. Marketing towards people engaging in physical challenge competitions – marathoners, mud runs, apps like couchto5k, Fitbit, Apple health, etc.
- f. The Camino experience is in Spain. People who are learning Spanish or who want to immerse in Spanish culture.
 - i. Spanish teachers and students, groups of classes.
 - ii. People interested in Spanish customs, history, art, museums, dance, food, and wine.
 - iii. There are many festivals that demonstrate the history and culture of Spain.

Sources:

1. According to sfgate.com (<https://marketing.sfgate.com/blog/effective-email-marketing-tips-to-target-seniors>)
2. Risks can include: legality (they must opt-in [approve] to receive emails), receiving notice from an unfamiliar brand, and creating a negative brand.
(<https://mailchimp.com/resources/never-purchase-email-lists/>)
3. <https://www.aarp.org/home-family/personal-technology/info-2017/how-older-americans-get-their-news-mobile-fd.html>
4. (<https://advertise.aarp.org/>) Advertisements via magazine, bulletin, website, newsletters, sponsorships, etc.
5. <https://videolibrarian.com/articles/essays/how-much-is-a-license-to-show-movies-in-public>
6. https://en.wikipedia.org/wiki/Archaeological_site_of_Atapuerca

In conclusion, the Camino has been growing and with it the support is needed for all who desire to understand or participate in its long history. There is opportunity to educate and assist in this journey. A tour company could thrive by being able to understand its market and having all avenues available to stand out and expand its services.