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Developing An Innovative Digital Solution For Deeper Understanding Of Visitor Behaviour

Delia Moisa

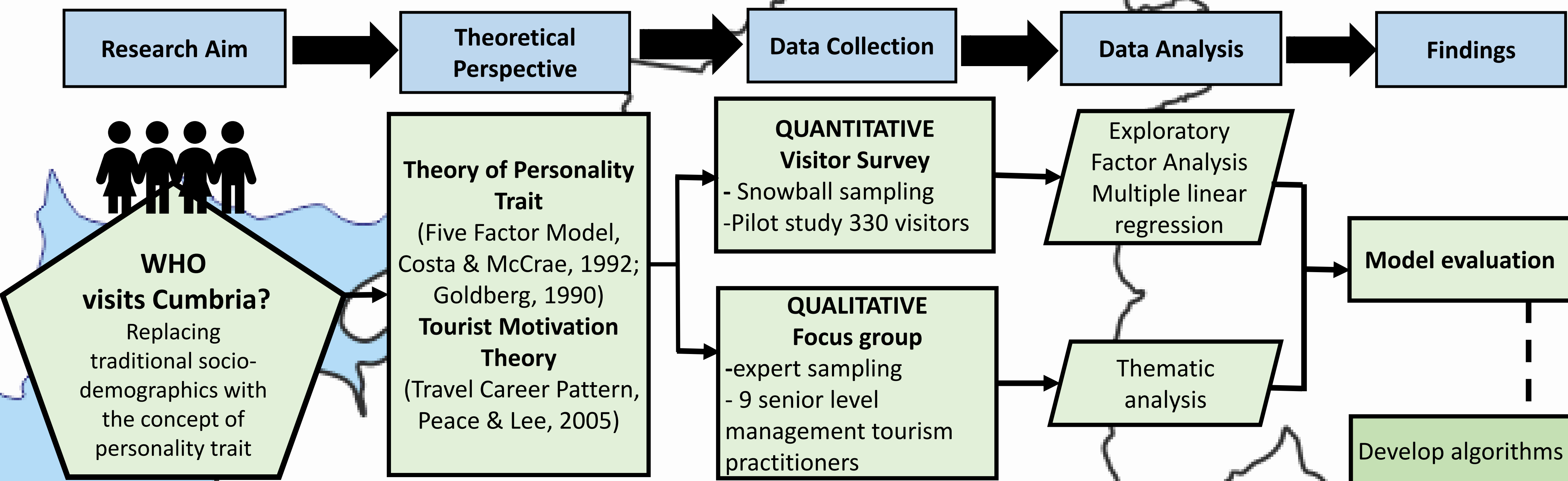


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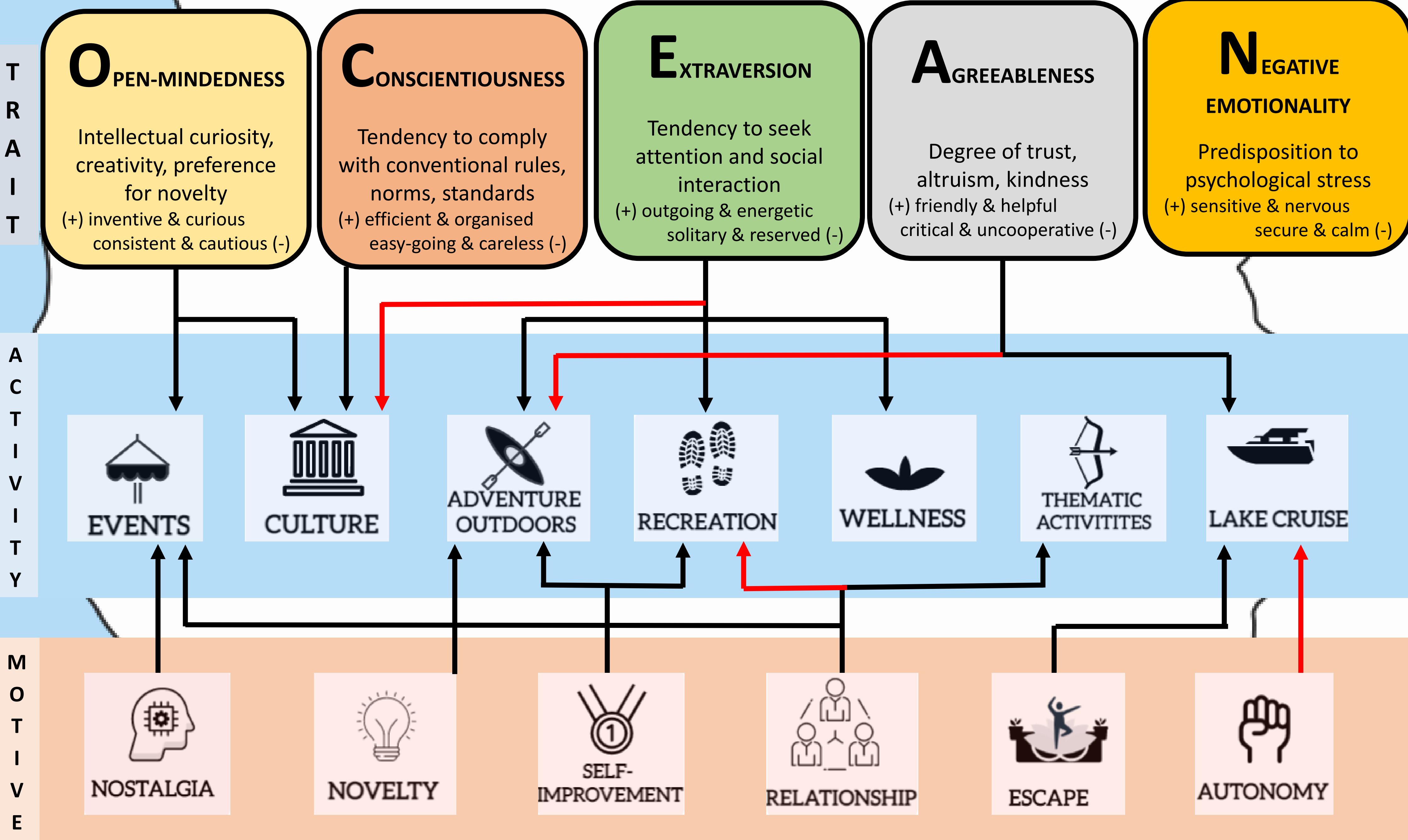
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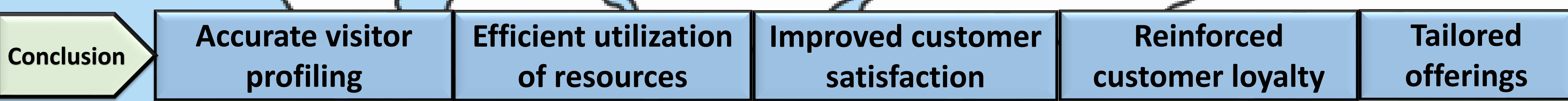
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WHO visits Cumbria?
Replacing traditional socio-demographics with the concept of personality trait



Black arrows towards activities indicate positive predictors for engagement
 Red arrows towards activities indicate negative predictors for engagement



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