



ABOUT THE CLUSTER MATRIX TOOL

The Cluster Matrix tool provides a visualisation of the geographical concentration of Mediterranean regions based on the driving forces, pressures, state and response (DPRS) model. The ShapeTourism project team conducted a DPRS analysis of MED regions at the NUTS 2 level. The detailed indicators used and the methods applied in the analysis are available in the deliverable entitled 'Analysis of Regularities and Deviations in Pressures, State and Responses'.

HOW MANY CLUSTERS WERE IDENTIFIED ?

The DPRS analysis's results were used to define clusters of Mediterranean regions

A cluster analysis was conducted for all DPRS components, in which:

3 clusters of regions were identified for the **driving forces, pressures** and **state components**.

4 clusters of regions were identified for the **response component**.



WHAT CAN YOU DO?

The visualisation of these clusters provides **valuable insights** into the Mediterranean regions' heterogeneity within the DPRS framework. Together with the ShapeTourism Observatory, Survey and Scenarios Maps tools, the Cluster Matrix is a **key tool** for analysing regional drivers of the tourism industry.

