

### Key figures:

**2009:** launch of DESTINATION BRAND Germany

Renowned study series with a 3-year-cycle and annually changing research focus

**So far:** More than 150 German tourism destinations (regions) are evaluated each year

**2018:** DESTINATION BRAND in AT, CH, CN, DE and NL

### DESTINATION BRAND countries 2018:



### Closing data gaps with DESTINATION BRAND:

#### Your questions: You want to know,

- whether your target groups in and outside your country are **AWARE** of your tourism destination?
- which **TYPES OF HOLIDAY** are most strongly connected with your tourism destination?
- how **LIKEABLE** your tourism destination compared to other destinations?
- who is **WILLING TO VISIT** your tourism destination in the future?
- which **TARGET GROUPS** match with the **TYPES OF HOLIDAY** you focus on?
- your own **MARKET POSITION** compared to competitors on a national and international scale?

#### Our data: In 2018 we are going to collect the following data in AT, CH, CN, DE and NL:

- data on the **BRAND VALUE** of your tourism destination (based on the brand-funnel approach: awareness (aided / unaided), likeability, willingness to visit in the future, visit in the past)
- data on the general **INTEREST** in different **TYPES OF HOLIDAY**
- data on the attributed (aided / unaided) **TYPES OF HOLIDAY** for your tourism destination
- data on **TARGET GROUPS** and their match with **TYPES OF HOLIDAY**
- **BENCHMARKING** (rankings) with competitors on a national and international scale

#### Your benefits: Our data support destination managers in...

- internal **BRANDING PROCESSES**,
- evaluating the own **BRAND VALUE** and **BRAND POSITION** on a national and international scale,
- analysing **TARGET GROUPS** and **COMPETITORS** in a national and international context,
- linking **HOLIDAY TYPES** with **TARGET GROUPS** as well as
- achieving a **STRATEGIC BRAND MANAGEMENT**.