

# DESTINATION BRAND 18 | Overview of the considered destinations

	DE	AT	CH	NL
1. Argentina	■			
2. Austria	■			■
3. Baden-Württemberg		■	■	■
4. Bavaria		■	■	■
5. Berlin			■	■
6. Black Forest			■	■
7. Bratislava		■		
8. Budapest		■		
9. Burgenland	■			
10. Carinthia	■			
11. Chiemsee - Chiemgau	■			
12. Chile	■		■	
13. City of Otto	■			
14. Colombia	■		■	
15. Croatia		■		
16. Dachstein	■			
17. Darmstadt	■			
18. Dubrovnik		■		
19. Düsseldorf				■
20. Eifel				■
21. Flanders	■	■	■	■
22. France			■	■
23. Germany		■	■	■
24. Greece	■		■	
25. Hamburg		■		
26. Hesse			■	■

	DE	AT	CH	NL
27. Holstein Switzerland	■			
28. Italy		■	■	
29. Kassel	■	■	■	■
30. Kingdom of Fife	■			
31. Ljubljana		■		
32. London			■	■
33. Lower Austria	■			
34. Lower Saxony			■	■
35. Lusatian Lake District	■			
36. Luxembourg	■	■	■	■
37. Magdeburg	■			
38. Mecklenburg Lake District	■			
39. Mexico	■			
40. Munich		■		
41. New Zealand	■			
42. Norderney	■			■
43. North Rhine-Westphalia	■			■
44. Paris			■	■
45. Peru	■		■	
46. Prague		■		
47. Rhineland-Palatinate	■	■	■	■
48. Rügen Island	■	■	■	
49. Ruhr Valley	■	■	■	■
50. Salzburger Land	■			
51. Sauerland				■
52. Saxony		■	■	■

	DE	AT	CH	NL
53. Schladming	■			
54. Schladming-Dachstein	■			
55. Schleswig-Holstein			■	■
56. South Africa	■			
57. South America	■		■	
58. South Tirol	■		■	■
59. Spain		■	■	■
60. SPO	■			
61. St. Peter-Ording	■			
62. Stuttgart				■
63. Styria	■			
64. Swabian Alb			■	■
65. Taunus	■			
66. Thuringia	■	■	■	■
67. Tirol	■		■	
68. Trentino	■		■	■
69. Uckermark				■
70. Upper Austria	■			
71. Upper Lusatia	■			
72. Usedom Island		■	■	
73. Vienna	■		■	
74. Vorarlberg	■		■	■
75. Wadden Island Ameland	■			■
76. Wadden Island Texel				■

**Note 1:** The source markets are marked in green, if the respective destination was surveyed there in the course of the study Destination Brand 18.

**Note 2:** Last survey taken into consideration November / December 2018

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2018