

## Overview of the considered destinations

	DE	AT	CH	NL	CN
1. Allgäu	■				
2. Austria					■
3. Bavaria	■				
4. Bavarian Forest	■				
5. Bergisches Land	■				
6. Berlin	■				■
7. Black Forest	■		■		■
8. City of Cottbus	■				
9. Dresden	■	■	■	■	
10. Duisburg	■				
11. Düsseldorf	■		■	■	■
12. East Frisian Islands	■				
13. Erzgebirge	■				
14. France		■			■
15. Franconia - wine.beautiful.country	■				
16. Garmisch-Partenkirchen		■	■		
17. German Fairy Tale Route	■				
18. Germany		■	■	■	■
19. Great Britain	■				
20. Havelland	■				
21. Ireland		■	■		
22. Island of Usedom	■				
23. Italy	■				
24. Karlsruhe	■		■	■	
25. Kassel	■				
26. Langeoog	■				
27. Latvia	■	■	■		
28. Leipzig	■				

	DE	AT	CH	NL	CN
29. London					■
30. Lüneburg Heath	■				
31. Luxembourg	■	■	■	■	
32. Munich	■				
33. Münsterland	■				
34. Netherlands	■				
35. Norderney	■				
36. North Rhine-Westphalia	■				
37. Paris					■
38. Rheingau	■				
39. Rhön	■			■	
40. Rothenburg ob der Tauber	■				
41. Saarland	■				
42. Salzburger Land	■				
43. Saxonian Elbland	■				
44. Saxony	■	■	■	■	
45. Saxony-Anhalt	■				
46. Schleswig-Holstein Wadden Sea National Park	■				
47. Spain					■
48. Stuttgart	■				
49. Switzerland					■
50. Upper Palatinate Forest	■				
51. Vorarlberg	■		■		
52. Weserbergland	■				
53. Western Pomerania	■				
54. Wilder Kaiser - Ellmau, Going, Scheffau, Söll			■		
55. Winterberg	■			■	

**Note 1:** The source markets are marked in green, if the respective destination was surveyed there in the course of the study Destination Brand 19.

**Note 2:** Last survey taken into consideration November / December 2019

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019