DESTINATION BRAND 20

Measuring the brand value of your tourist destination + the effects of COVID-19 on your destination brand



|  |  |
| --- | --- |
| Customer | Contact person |

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| --- | --- | --- | --- |
| Institution: |  | Name: |  |
| Street / No.: |  | Surname: |  |
| PC / Location: |  | Phone: |  |
| VAT ID No.: |  | Email: |  |

Selection of the source markets *(please fill out!)*

Please select below in **which source markets** you would like to commission the measurement of the **brand value** of your tourist destination and the **effects of COVID-19** on your destination brand.[[1]](#footnote-1) The survey results of the study DESTINATION BRAND (DB) for your destination will be prepared in one report per source market.[[2]](#footnote-2)

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|  |  | Survey in | | | | | | | | | | |
|  | **Source market**  **Study** | France | | | Italy | | Spain | | United Kingdom | | USA | |
| Survey about | **Brand value[[3]](#footnote-3) +  COVID-19 effect**  *(individual report with standard target group analysis*[[4]](#footnote-4)*)* |  | **3,500 €** | |  | **3,500 €** |  | **3,500 €** |  | **3,900 €** |  | **3,900 €** |
| Germany | | | Austria | | Switzerland | | Netherlands | | China | |
|  | **3,500 €** | |  | **3,500 €** |  | **3,900 €** |  | **3,500 €** |  | **3,900 €** |
| Additional target group analyses[[5]](#footnote-5) | **Sinus-Milieus® Germany**  *(only for source market Germany)* |  | **1,500 €** | | *Precondition: At least one information package of the SINUS Institute  has been booked by your institution in the period of 2017 to 2020 or  you additionally order such an information package in the course of this  DB20-order. In both cases, please complete the two additional pages 3+4  of this order.* | | | | | | | |
| **Sinus-Meta-Milieus®**  *(only for source market Germany)* |  | **1,500 €** | |
| **“BeST types of  holiday makers”**  *(only for source market Germany)* |  | **1,200 €** | |  | | | | | | | |
| Additional modules  (*one single event independently of the number of reports)* | **DB-Presentation of results** |  | | **1,000 €** | **online** | | *Presentation of destination-specific key results incl. discussion and first data interpretation,*  *duration: 45-60 minutes* | | | | | |
|  | | **1,500 €** *plus travel expenses* | **on site** | |
| **DB-Workshop incl. identification of previously unused potentials** |  | | **2,500 €** *plus travel expenses* | **on site** | | *See DB-Presentation of results +*  *identification of previously unused potentials along different levels of the four-dimensional brand funnel +*  *joint development of conclusions for marketing-  and sales strategies, duration: half day* | | | | | |

*Net price + VAT. Taxation applies to companies domiciled in the Federal Republic of Germany.*

Your advantage: For ordering a minimum of 2 source markets per destination: **5% price reduction** on each study,

minimum of 4 source markets: **10% price reduction** on each study

Definition of the name of your tourist destination[[6]](#footnote-6) *(please fill out on the following page!)*

In the spaces below, please indicate **by what name** the examination of the brand value of your destination and the effects of COVID-19 on your destination brand should be conducted in each of the source markets you selected:

DESTINATION BRAND 20

Measuring the brand value of your tourist destination + the effects of COVID-19 on your destination brand

|  |  |  |  |
| --- | --- | --- | --- |
|  | | Name of the tourist destination | |
| Survey in | France |  |
| Italy |  |
| Spain |  |
| United Kingdom |  |
| USA |  |
| Germany |  |
| Austria |  |
| Switzerland |  |
| Netherlands |  |
| China |  |

*Please indicate the name of your tourist destination possibly also in the corresponding national language or the name you use   
(or want to use) to advertise your tourist destination in the corresponding source market. Please note that the tourist destination will be surveyed as it is written in this table (i.e. in the language / languages specified by you, incl. capitals and lowercase as well as any punctuation if applicable). If you need support in translating the name of your tourist destination in the respective national language, please contact us.*

Data delivery: The delivery is scheduled for the end of March 2021 at the earliest.

Registration deadline and terms of payment *(please fill out!)*

Registration deadline is the **30th September 2020**. **A subsequent commission is only possible for the survey in the source market Germany**, if the tourist destination was considered for the DB20-survey. The fee will be charged after the registration deadline has passed. There are three options for the payment due dates – please tick:

**Payment option 1:** The total price will be charged at 100% in 2020.

**Payment option 2:** The total price will be charged at 50% in 2020, 50% in the second quarter of 2021.

**Payment option 3**: The total price will be charged at 100% in the second quarter of 2021.

The customer commissions inspektour (international) GmbH to compile an individual evaluation of the study “DESTINATION BRAND 20 – Measuring the brand value of your tourist destination + the effects of COVID-19 on your destination brand”[[7]](#footnote-7) according to the selection made on page 1.

Data protection declaration of consent:With my signature I agree that inspektour (international) GmbH   
may provide me with information and offers, especially regarding DESTINATION BRAND, by post or email for the purpose of advertising.

Right of objection: You can make use of your right of objection basically at any time without stating reasons and amend or completely revoke the granted data protection declaration of consent with effect for the future.

      Your contact person at inspektour:

Location, date Ellen Böhling

Phone: +49 (0)40 414 3887 412

Please send us your completed order form

– if applicable, including the additional order form for the

information packages of the SINUS Institute (!) – via:

Fax: +49 (0)40 414 3887 44

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email: ellen.boehling@inspektour.de

Signature / company stamp Postal mail: inspektour (international) GmbH

Osterstraße 124

20255 Hamburg

Important introductory notes

DESTINATION BRAND 20

Additional order form for information packages for the Sinus-Milieus® Germany and Sinus-Meta-Milieus®

1. The additional order form for the information packages for the Sinus-Milieus® Germany and Sinus-Meta-Milieus® must be completed by you only in the case if you commission an individual report of the study Destination Brand 20 on the source market Germany with an additional target group analysis according to the Sinus-Milieus® Germany and / or Sinus-Meta-Milieus®.
2. In this case it is necessary that at least one information package of the SINUS Institute has been booked by your institution in the period of 2017 to 2020 or that you additionally order such an information package in the course of this DB20-order.
3. The respective information package of the SINUS Institute must refer to the milieu category (see Sinus Milieus® Germany or Sinus-Meta-Milieus®) for which the target group analysis is also to be carried out in the source market Germany within the framework of the commissioned individual DB20-report.

Your ordered information packages of the SINUS Institute in the past

Please enter below which information package(s) of the SINUS Institute has (have) already been booked by your institution between 2017 and 2020:

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Year of order | Milieu category of info package | Name of info package |
| 1 |  | Sinus-Milieus® Germany  Sinus-Meta-Milieus® |  |
| 2 |  | Sinus-Milieus® Germany  Sinus-Meta-Milieus® |  |
| 3 |  | Sinus-Milieus® Germany  Sinus-Meta-Milieus® |  |
| 4 |  | Sinus-Milieus® Germany  Sinus-Meta-Milieus® |  |
| 5 |  | Sinus-Milieus® Germany  Sinus-Meta-Milieus® |  |

Your new order of one or more information packages from the SINUS Institute

If your institution has not booked a SINUS information package between 2017 and 2020, please tick the box(es) below which information package(s) you would like to order:

|  |  |  |  |
| --- | --- | --- | --- |
| Basic, Media and Consumption & Lifestyle information packages to the Sinus-Milieus® Germany[[8]](#footnote-8) | | | |
|  | **Part 1: Basic Information Package Germany** to the Sinus-Milieus® Germany | | 1,550 € |
|  | **Part 2: Media Package** to the Sinus-Milieus® Germany | | 1,550 € |
|  | **Part 3: Consumption & Lifestyle Package** to the Sinus-Milieus® Germany | | 1,550 € |
|  | **Pair** Order of 2 packages – please select: | Basic Information Package  Media Package  Consumption & Lifestyle Package | 2,750 € |
|  | **Trio** Basic Information Package + Media Package + Consumption & Lifestyle Package | | 3,950 € |

*Source: Best4Planning 2019 / 2020*

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| Information package to the Sinus-Meta-Milieus®[[9]](#footnote-9) | | |
|  | **Basic Report** (~40 pages) to the Sinus-Meta-Milieus® | 850 € |

*Prices of all information packages of the SINUS Institute are net price + VAT. Taxation applies to companies domiciled in the Federal Republic   
of Germany.*

Delivery of the newly ordered information packages and invoicing by the SINUS Institute[[10]](#footnote-10)

You will receive all newly ordered information packages of the SINUS Institute as PDF documents. Delivery takes place a few working days after receipt of your order at inspektour (international) GmbH. You will find the contact details for submitting the order form to inspektour (international) GmbH on page 2.

The invoice for the newly ordered information packages will be sent to you electronically by the SINUS Institute.

Binding order and confidentiality agreement regarding the newly ordered information packages of the SINUS Institute

DESTINATION BRAND 20   
Additional order form for information packages for the Sinus-Milieus® Germany and Sinus-Meta-Milieus®

We hereby confirm that we will not publish, reproduce or pass on any of the information packages obtained from the SINUS Institute (even in part) to third parties, including cooperation partners, suppliers, subsidiaries, group companies or similar.

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Place, date Name of the contracting authority Signature / company stamp

1. The evaluation rights are held by the inspektour (international) GmbH and the IMT of the FH Westküste. Unrestricted use of the evaluation results is not permitted. However, the recipients are allowed to pass on or publish individual results in the context of their own works, naming the reference source of the survey / evaluation as follows: “inspektour (international) GmbH / IMT of the FH Westküste”. [↑](#footnote-ref-1)
2. For German-speaking customers the individual reports are prepared in German, for all others in English. [↑](#footnote-ref-2)
3. The number of cases per destination is min. n = 1,000 per tourist destination per source market. With a prompted brand awareness below n = 120 (12%)   
   **a (standard) target group analysis and sociodemographic differentiations cannot be realised**. In this case the price per study will be **reduced by 500 € (net)**. This is not a discount, but a price reduction due to reduced data delivery. [↑](#footnote-ref-3)
4. Includes a differentiated evaluation of the process steps of the four-dimensional brand funnel and the COVID-19 effect according to up to 6 individually definable target groups. For the definition of the target groups there are three options available, based on 1.) socio-demographic criteria, 2.) the general (i.e., regardless of a specific destination) interest in holiday activities or 3.) the combination of option 1 and 2. [↑](#footnote-ref-4)
5. Includes an **additional** differentiated evaluation of the process steps of the four-dimensional brand funnel and the COVID-19 effect according to all “Sinus-Milieus® Germany”, “Sinus-Meta-Milieus®” and / or “BeST types of holiday makers” (if possible due to number of cases). In each case, the data preparation includes approx. +/-10 pages of results in graphical presentation form. In case of a presumed level of awareness of less than 25%, prior to the survey we will evaluate with you the possibilities to carry out a target group analysis according to your selected option of target group segmentation due to the available number of respondents. [↑](#footnote-ref-5)
6. The survey is conducted in the respective national language of the source market (in the case of the source market Switzerland both in German and French). [↑](#footnote-ref-6)
7. Please note that the survey will only be carried out with a minimum number of participants of 10 destinations per source market. An exception to this is the source market Germany, for which it is planned to survey more than 170 German and international destinations. You can find out about the current participation status by contacting us. [↑](#footnote-ref-7)
8. Selectable in case of ordering an individual DB20-report on the source market Germany with an additional target group analysis according to the   
   Sinus-Milieus® Germany. [↑](#footnote-ref-8)
9. Selectable in case of ordering an individual DB20-report on the source market Germany with an additional target group analysis according to the

   Sinus-Meta-Milieus®. [↑](#footnote-ref-9)
10. If you have purchased one or more information packages of the SINUS Institute via this order form, the SINUS Institute is entitled to send you information about

    own similar goods and services via your email address sent in the course of this purchase (§ 7 III UWG). You can object to this use of your email address at any

    time, entirety or for individual measures, e.g. by email (susanne.ernst@sinus-institut.de), by fax (+49 (0)6221 8089-25) or by post mail, without incurring any costs other than the transmission costs according to the basic tariffs. [↑](#footnote-ref-10)