

For which holiday activities is your destination considered suitable by your target groups? Which theme-target group combinations have the highest potential for you? How do you compete with other destinations? How high is the general interest in more than 40 holiday activities in the source markets? And: What impact does COVID-19 have on the interest / willingness of the source markets to visit your destination? How can the use of media and language during the process of choosing a tourist destination in the source markets be described?

Within the framework of DESTINATION BRAND 21, in autumn 2021 the

## Theme competence of tourist destinations + Impact of COVID-19 + Use of media & language in Germany | Austria | Switzerland | Netherlands | China France | Italy | Spain | United Kingdom | USA

is measured in an online survey representative of the respective population.

### Measurement of the theme competence of tourist destinations

#### What do you get? An individual report with:

- **Insights into the customer-oriented theme competence of your destination** among the representative population based on a three-dimensional competitive analysis:
  - **Demand:** Survey of the general (i.e., regardless of a specific destination) interest in more than 40 holiday activities
  - **Supply:** Assessment of the supported theme suitability of your destination for a total of 10 holiday activities (5 general and 5 individual activities) + open-ended “Top of Mind”-query
  - **Competition:** Your theme suitability in a ranking with other (inter-) national destinations
- **Standard target group analysis** for up to 6 individually definable target groups
- **Additional target group analyses** according to the “Sinus-Milieus® Germany / -Meta-Milieus®” as well as the “BeST types of holidaymakers”
- **Time comparison** of key results for all tourist destinations, which have been surveyed in the previous studies (e.g., DB18 or DB16)
- **Source market Germany:** Benchmarking planned for more than **150 German and international** destinations, divided into different categories (e.g., cities, mountain ranges etc.)
- **Sample report available at:**  
[www.destination-brand.com/en/sample-reports-fact-sheets/](http://www.destination-brand.com/en/sample-reports-fact-sheets/)

#### Methodology and schedule:

- **Method:** Online-survey in national language (quota sample) in Oct. / Nov. 2021
- **High number of cases:** At least 1,000 respondents per destination per source market
- **Representative** of the local population living in private households (in China: urban and with affinity to travel abroad) between 14-74 years (different, country-specific age ranges possible)
- **Data preparation:** 1 report per source market (PDF-file)
- **Data delivery:** first extract February 2022, complete report from end of March 2022 onwards

#### Additional module

##### Impact of COVID-19 on your destination:

What impacts does COVID-19 have on the willingness to visit your tourist destination for short trips and longer holidays within the next 12 months and 3 years? Due to the coronavirus pandemic, has the interest of potential guests to visit your destination decreased, increased or remained the same?

#### Info package

##### Use of media and language:

What are the most important / most frequently used sources of inspiration and information in the respective source markets? How can the language skills of potential guests be classified? In which language is information sought and how important is it to be able to communicate in the mother tongue during a destination stay abroad?

**The additional module can only be ordered as a supplement to the report for the theme competence.**

**Data preparation:** Per source market 1 additional report (PDF file) including a **standard target group analysis** according to the 6 defined target groups. **Bookable for source market Germany:** Target group analysis according to the “Sinus-Milieus® Germany / -Meta-Milieus®” and / or “BeST types of holidaymakers”. **Further information** [here](#).

**The info package is bookable independently.**

**Data preparation:** Per source market 1 additional report volume (PDF file). **Further information** [here](#).

### DESTINATION BRAND 21 | Conditions

For your participation in this year’s study, you can choose from up to 10 source markets. Below you will find an overview of the prices (net) per source market:

	Germany, France, Italy, Netherlands, Austria, Spain	China, Switzerland, USA, United Kingdom
Theme competence	3,500 €	3,900 €
Additional module: Impact of COVID-19	2,500 €	2,750 €
Info package: Use of media and language	1,500 €	1,750 €
	when ordering a minimum of 2 source markets per destination:	when ordering a minimum of 4 source markets per destination:
<b>Your advantage</b> (Applies to the measurement of the theme competence and the additional module)	5% price reduction	10% price reduction

(Taxation applies to companies domiciled in the Federal Republic of Germany.)

### Important to know:

- The feasibility of the survey as well as the number of comparative destinations within the framework of the competitor analysis depends on the specific order situation in the respective source markets. Please contact us for the current participation status.
- Within the framework of the competitor analysis, a comparison is only possible with participating destinations, which have registered for the survey in the same source market until the 30<sup>th</sup> of September 2021.
- Exception in source market Germany: It is planned to carry out the survey for more than 150 German and international tourist destinations. Benefit for you: Extended benchmark possibilities.
- A time comparison of the key results will be prepared additionally for all tourist destinations, which have been surveyed in the previous theme competence studies DB18, -16, -13 and / or -10.
- The number of cases is min. n = 1,000 per tourist destination per source market. With a prompted brand awareness below 12% a (standard) target group analysis and sociodemographic differentiations cannot be realised.
- The info packages on the use of media and language may neither be published, reproduced nor passed on to third parties (not even in parts).
- DB21 is scientifically supported by the German Institute for Tourism Research (DITF) of the West Coast University.

### Participation by order:

For participation, please send us the completed **DB21 Order Form**

**Deadline:**  
**30.09.2021**

- via Email: [ellen.boehling@inspektour.de](mailto:ellen.boehling@inspektour.de)
- via Fax: +49 (0)40 414 3887 44
- via Mail: inspektour (international) GmbH  
Osterstraße 124, 20255 Hamburg

Download at: [www.destination-brand.com/en/participation-destination-brand-21/](http://www.destination-brand.com/en/participation-destination-brand-21/)



If you have any questions regarding the study or the order form, please don't hesitate to contact us!