DESTINATION BRAND (DB) 21

Measuring the theme competence of your tourist destination + Impact of COVID-19 + Use of media & language

|  |  |
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| Customer | Contact person |

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

Selection of the source markets and sub-studies *(please fill out!)*

Please select below in **which source markets** you would like to commission the report on the **measurement of the theme competence** of your tourist destination, the additional module (AM) about the **impact of COVID-19** on your destination and / or the destination-independent info package about the **use of media and language** in the selected source market.[[1]](#footnote-1)

|  |  |  |
| --- | --- | --- |
|  |  | Survey in |
|  | **Source market****Sub-study[[2]](#footnote-2)** | France | Italy | Spain | United Kingdom | USA |
| Survey about | **Theme competence***(individual report incl. standard target group analysis)* |[ ]  **3,500 €** |[ ]  **3,500 €** |[ ]  **3,500 €** |[ ]  **3,900 €** |[ ]  **3,900 €** |
|  | **Impact of COVID-19 (AM)***(incl. standard target group analysis)* |[ ]  **2,500 €** |[ ]  **2,500 €** |[ ]  **2,500 €** |[ ]  **2,750 €** |[ ]  **2,750 €** |
|  | **Use of media & language (info package)** international travel |[ ]  **1,500 €** |[ ]  **1,500 €** |[ ]  **1,500 €** |[ ]  **1,750 €** |[ ]  **1,750 €** |
|  | **Source market****Sub-study2** | Germany | Austria | Switzerland | Netherlands | China |
|  | **Theme competence***(individual report incl. standard target group analysis)* |[ ]  **3,500 €** |[ ]  **3,500 €** |[ ]  **3,900 €** |[ ]  **3,500 €** |[ ]  **3,900 €** |
|  | **Impact of COVID-19 (AM)***(incl. standard target group analysis)* |[ ]  **2,500 €** |[ ]  **2,500 €** |[ ]  **2,750 €** |[ ]  **2,500 €** |[ ]  **2,750 €** |
|  | **Use of media & language (info package)** international travel  |[ ]  **1,500 €** |[ ]  **1,500 €** |[ ]  **1,750 €** |[ ]  **1,500 €** |[ ]  **1,750 €** |
|  | **Use of media (info package)**domestic travel  |[ ]  **1,000 €** | *The info package for domestic travel is only available for the source market Germany and does not contain any information about the use of language.* |
| Additional target group analyses[[3]](#footnote-3)  | **Sinus-Milieus® Germany***(only for source market Germany)* |[ ]  **1,500 €** | **for theme competence** | *Precondition: At least one information package of the SINUS Institute has been booked by your institution in the period of 2018 to 2021 or you additionally order such an information package in the course of this DB21-order. In both cases, you can request an additional order form for this purpose from us.* |
|  |  |[ ]  **1,000 €** | **for additional module** |  |
|  | **Sinus-Meta-Milieus®***(only for source market Germany)* |[ ]  **1,500 €** | **for theme competence** |  |
|  |  |[ ]  **1,000 €** | **for additional module** |  |
|  | **“BeST types of holiday makers”***(only for source market Germany)* |[ ]  **1,200 €** | **for theme competence** |  |
|  |  |[ ]   **800 €** | **for additional module** |  |

*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 the individual reports on theme competence and the additional module;
minimum of 4 source markets: **10% price reduction**

Optional supplementary services for data transfer or data interpretation

We will be happy to support you in the transfer and interpretation of your data. For this purpose, you can order the following supplementary services at a flexible time, which can be carried out from April 2022 onwards:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Data transfer / interpretation(*one single event independently* *of the scope of selection)* | **DB-Presentation of results** | [ ]  | **1,000 €** | **online** | *Presentation of destination-specific key resultsincl. 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 €** | **online** | *See DB-Presentation of results +**identification of previously unused potentials regarding the selected theme portfolio +**joint development of conclusions for marketing- and sales strategies, duration: half day* |
| [ ]  | **2,500 €** *plus travel expenses* | **on site** |
| **Analysis on theme + target group combinations (additional workshop bookable)[[4]](#footnote-4)***(only for German destinations in the source market Germany)* | [ ]  | **3,000 €** | **Data analysis + individual report** | *Extensive further data analysis, recommendations for the strategic positioning of your destination marketing: theme prioritisation, identification of the combinations of themes + target groups and themes + source markets with the highest potential, duration of additional workshop: half day* |
| [ ]  | **2,500 €** | **Workshop online** |
| [ ]  | **2,500 €***plus travel expenses* | **Workshop on site** |

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

Definition of the name of your tourist destination[[5]](#footnote-5) *(please fill out!)*

In the spaces below, please indicate **by what name** the examination of the theme competence of your destination (as well as, in case of ordering the additional module, the impact of COVID-19 on your destination) should be conducted in each of the source markets you selected:

|  |  |
| --- | --- |
|  | Name of the tourist destination |
| Survey in | France (FR) |       |
| Italy (IT) |       |
| Spain (ES) |       |
| United Kingdom (UK) |       |
| USA (US) |       |
| Germany (DE) |       |
| Austria (AT) |       |
| Switzerland (CH) |       |
| Netherlands (NL) |       |
| China (CN) |       |

*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.*

Selection of specific themes for the analysis of the theme competence *(please fill out!)*

By ordering the report on the measurement of the theme competence, the theme suitability of the following **5 general holiday activities** is examined by default for **all tourist destinations** in the selected source market[[6]](#footnote-6):

1. Enjoying culinary / gastronomic specialities
2. Visiting cultural institutions / using cultural services
3. Enjoying nature
4. Being active and involved in sports
5. Taking a city break

Furthermore, you can flexibly select **5 additional specific themes per source market** to determine the supported theme suitability of your destination. Among them, it is possible to choose **one self-selected theme** (formulated as
a holiday activity) which is not listed in the following overview of specific themes (please add it in row 35):

|  |  |
| --- | --- |
| Specific theme as**holiday activity** | Please tick where appropriate |
|  | DE | FR | IT | ES | UK | US | AT | CH | NL | CN |
| 1. | Attending culture- / music festivals |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 2. | Attending events |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 3. | Attending traditional folk events (e.g., marksmen’s festivals, carnivals, fairs) |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 4. | Cycling (not mountain biking) |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 5. | Enjoying water-based holiday activities |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 6. | Experiencing Bauhaus and architecture of Classical Modernism |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 7. | Experiencing lively places (e.g., trendy shopping districts, festivals, alternative cultural circles, night life) |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 8. | Hiking |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 9. | Horseback riding |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 10. | Luxurious shopping |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 11. | Mountain biking |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 12. | Playing golf (not minigolf) |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 13. | Practising water sports (not sailing) |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 14. | Practising winter sports (e.g., cross-country skiing, downhill) |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 15. | Relaxing and resting |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 16. | Sailing |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 17. | Shopping |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 18. | Spending holidays in the countryside (e.g., on the farm or vineyard) |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 19. | Swimming and being at the beach |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 20. | Taking a wine tour (e.g., wine tasting, visiting wine festivals, vineyard walks, participating in the grape harvest) |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 21. | Tracing the footsteps of Martin Luther |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 22. | Undertaking a barrier-free holiday trip |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 23. | Undertaking a sustainable holiday trip (nature preserving / environmentally friendly, economically and socially fair) |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 24. | Using family offers |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 25. | Using health services (self-paying, not a prescribed visit to a health spa) |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 26. | Using luxury offers |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 27. | Using study / educational offers |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 28. | Using wellness services |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 29. | Visit of castles, mansions, parks and gardens |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 30. | Visit of castles, palaces and cathedrals |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 31. | Visit of gardens / parks |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 32. | Visit of industrial heritage sites (e.g., factories, (coal) mines, museums of industrial heritage) |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 33. | Visit of museums / exhibitions / art museums  |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 34. | Visit of UNESCO world heritage sites |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 35. | Self-selected holiday activity[[7]](#footnote-7):        |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

Data delivery: The delivery is scheduled for the end of March 2022 at the earliest.

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

Registration deadline is the **30th September 2021**. **A subsequent commission is only possible for the survey in the source market Germany**, if the tourist destination was considered for the DB21-survey.[[8]](#footnote-8) 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 2021.

[ ]  **Payment option 2:** The total price will be charged at 50% in 2021, 50% in the second quarter of 2022.

[ ]  **Payment option 3**: The total price will be charged at 100% in the second quarter of 2022.

The customer commissions inspektour (international) GmbH in accordance with the selection made on pages 1 to 3 for the provision of the respective services within the scope of the study “Measuring the theme competence of your tourist destination + Impact of COVID-19 + Use of media & language”.

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.

Confidentiality agreement regarding the information package on the use of media & language: With my signature I hereby bindingly confirm that, in the event of booking one or more of the destination-independent information packages on the use of media and language, I will not publish, reproduce or pass on any of these (even in parts) to third parties, including partner regions, service providers, cooperation companies or similar.

      Your contact person at inspektour:

Location, date Ellen Böhling

 Phone: +49 (0)40 414 3887 412

 Please send us your completed order form 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

1. **Evaluation and copy rights:** are held by inspektour (international) GmbH. **Rights of use of the recipients:** Unrestricted use of the evaluation results is not

 permitted. In the case of the individual report on theme competence and the additional module on the impact of COVID-19, 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”.

 However, **none of the information packages on the use of media and language (not even in parts) may neither be published, reproduced nor passed on**

 **to third parties** – not even topartner regions, service providers, cooperation companies or similar. The results of the **destination-independent** evaluations

 (e.g., general interest in holidayactivities, general intention to travel, general use of media and language, etc.) of the sub-studies offered here are **not the**

 **exclusive property of the customer**.Thus, these results can still be sold by inspektour (international) GmbH to third parties. The inspektour (international)

 GmbH is generally interested in publishingselected destination-independent results – which are not part of the information package on media and language use –

 in the form of (online) presentations andpublications. **Precondition for booking:** The prerequisite for ordering the additional module is that an individual report

 on theme competence in therespective source market has been booked. The information package can be ordered independently of the booking of an individual

 report on theme competenceand the additional module. **Data preparation:** The results of all sub-studies are prepared in one report per source market per sub-

 study. **Bivariate analyses**: For thedestination-specific core content, the individual report on theme competence and the additional module on the impact of

 COVID-19 contain a **standard target group analysis** (includes a differentiated evaluation according to up to 6 individually definable target groups based on

 1.) socio-demographiccriteria, 2.) the general (i.e., destination-independent) interest in holiday activities or 3.) the combination of option 1.) and 2.).

 The individual report on theme competence also contains socio-demographic differentiations. [↑](#footnote-ref-1)
2. The number of cases is at least n = 1,000 per destination per source market. In the case of a prompted brand awareness below 12%, no (standard) target group

 analyses are carried out due to the number of cases (and additionally, in the case of the individual report on theme competence, no socio-demographic

 differentiations). Should the case of a prompted brand awareness below 12% arise, we will contact you to coordinate the further procedure. [↑](#footnote-ref-2)
3. Includes an **additional** differentiated evaluation of the respective destination-specific core contents according to all “Sinus-Milieus® Germany”, “Sinus-Meta-

 Milieus®” and / or “BeST types of holiday makers” (if possible due to number of cases). The respective data preparation includes +/-20 pages of results in

 graphical presentation form on the theme competence of your destination respectively +/-12 pages of results on the impact of COVID-19 on your destination.

 In the 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-3)
4. The analysis on theme + target group combinations is carried out for one of the target group segmentation options. This can be the selected standard

 target groups of the individual report on the theme competence or one of the three additionally selectable options consisting of the “Sinus-Milieus® Germany”,

 the “Sinus-Meta-Milieus®” as well as the “BeST types of holidaymakers”, provided that at least one additional target group analysis has been booked in addition to

 the individual report on the theme competence. [↑](#footnote-ref-4)
5. 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-5)
6. Compared to the predecessor studies DB10-13-16, there may be limitations in the comparability of designations over time for individual themes. This is due to the

 standardisation of all theme designations as holiday activities (previously also partly designated as holiday types) in the context of the study DB18. In the course

 of this optimisation, the designations were also harmonised in the survey contents of the general interest potential and the supported theme competence of the

 destinations. The addition or omission of individual holiday themes arises from the expansion of the study to include international source markets and the

 relevance of the themes within these source markets. [↑](#footnote-ref-6)
7. Regardless of the number of source markets booked, the possibility of choosing a theme that is not listed in the overview above is limited to a total of one specific

 theme. We will be happy to advise you on the formulation of your individual theme as a holiday activity. [↑](#footnote-ref-7)
8. For the source market Germany, a survey of more than 150 German and international destinations is planned. In the case of the other source markets, the

 feasibility of the survey as well as the number of comparative destinations within the framework of the competitor analysis depends on the source market specific

 order situation. Please contact us for the current participation status. [↑](#footnote-ref-8)