



Info
package

Use of
media for
inspiration &
information

Use of
language for
information &
relevance of
the mother
tongue in the
destination

DESTINATION BRAND 21

INFO PACKAGE

USE OF MEDIA & LANGUAGE OF THE SOURCE MARKETS

Short introduction of the info package

► **Note:** The following presentation serves as a short introduction of the information package on the use of media and language in the framework of the study DESTINATION BRAND 21. Adaptations or updates regarding the scope, the contents and the visualisation of the information package are possible.

The info package

What is the main added value for you?

The info package offers you scientifically-founded insights into which media and languages you can use to reach the respective source markets for information and inspiration purposes as part of your marketing activities.

This makes the info package an ideal supplement to the destination-specific analyses within the framework of the DESTINATION BRAND study series (e.g. on the brand value and theme competence of your destination).

Part A: Use of media

offers you concrete answers to the following key questions

Investigation focus 1

Use of media
as source of inspiration

- Which (and how often) are different types of media used by the respective source market as **sources of inspiration** when searching for potential international destinations¹ in advance of holiday trips (with at least one overnight stay) **to gain inspiring suggestions and impulses?**

Investigation focus 2

Relevance of content
and design for inspiration

- How **relevant** are different possible **contents and designs** of information on tourist offers for the respective source market in order to get **inspired in an optimal way** when searching for potential international destinations¹ in advance of holiday trips (with at least one overnight stay)?

Investigation focus 3

Use of media
as source of information

- Which (and how often) are different types of media used by the respective source market as **sources of information** when specifically looking for **concrete information** (e.g. about accommodation, arrival to a destination, activities) about potential international destinations¹ in advance of holiday trips (with at least one overnight stay)?

► **Note:** ¹ The content listed for Part A on the use of media is offered for all source markets regarding the search for potential international destinations.
Only in the case of the source market Germany the content listed is alternatively offered to German customers regarding the search for domestic destinations.

Part B: Use of language

offers you concrete answers to the following key questions

Investigation focus 1

Self-assessment
of own language skills

- How do the respondents in the respective source market generally assess their **current personal language skills** in various relevant languages?

Investigation focus 2

Frequency of language use for
information on potential
international destinations

- How often are the various relevant languages used by the respective source market to **obtain information** about **potential international destinations¹** in advance of holiday trips (with at least one overnight stay)?

Investigation focus 3

Importance of being able
to communicate in the
mother tongue

- How important is it for the respective source market to be able to **communicate in the mother tongue** with tourism service providers (e.g. at the tourist information office, in the restaurant, in the accommodation, with the travel guide) during a holiday trip (with at least one overnight stay) **abroad¹**?

► **Note:** ¹ The content on Part B on language use is offered for all source markets in relation to international destinations (respectively destination stays).

The info package

Further important general facts

Key Facts:

- **Methodology and schedule:**
 - **10 source markets:** DE | AT | CH | NL | CN | FR | IT | ES | UK | US
 - **Online-survey** in national language (quota sample) in Oct. / Nov. 2021
 - **High number of cases:** At least 1,000 respondents 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:** For the info package one report per source market will be prepared (PDF-file)
 - **Data delivery:** Complete report from the end of March 2022 onwards
- **Info packages offered:** The information package on the use of media and language for **international travel** is offered for all source markets. In addition, an information package on **domestic travel** is offered **exclusively for the source market Germany** – this package does not contain any information on language use.
- **Possibility to order:** The info package can be ordered independently of the booking of an individual report on theme competence and the additional module.
- **Confidentiality agreement:** None of the obtained info packages on the use of media and language (not even in parts) may be published, reproduced or passed on to third parties – not even to partner regions, service providers, cooperation companies or similar.
- **Depth of analysis:** The info package includes solely univariate analyses on the base of “all respondents” and on the base of respondents with a “distinct intention to travel abroad”. Further differentiations according to individual target groups or socio-demographic criteria can be booked additionally within the framework of supplementary individual evaluations. Please do not hesitate to contact us.

Exemplary outline for the info package

1 OVERVIEW OF THE STUDY SERIES DESTINATION BRAND

2 DESIGN OF THE INFO PACKAGE ABOUT THE USE OF MEDIA AND LANGUAGE

- 2.1 Methods of the info package about the use of media and language
- 2.2 Overview of the considered media

3 PART A: USE OF MEDIA

- 3.1 Use of media as source of inspiration
 - 3.1.1 Use in general
 - 3.1.2 Frequency of use
- 3.2 Relevance of options of content and design for inspiration
- 3.3 Use of media as source of information
 - 3.3.1 Use in general
 - 3.3.2 Frequency of use

4 PART B: USE OF LANGUAGE

- 4.1 Self-assessment of own language skills
- 4.2 Frequency of use to inform about international tourist destinations
- 4.3 Importance of the possibility to communicate in the mother tongue

5 CONTACT AND PROJECT PARTNERS

6 APPENDIX

- 6.1 Reading examples
- 6.2 Glossary
- 6.3 Margin of error
- 6.4 List of literature regarding the overview of the study series Destination Brand

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Overview of the possible media for chapter 3.1 and 3.3



Information sources in general

1. Acquaintances / relatives / friends
2. Fairs / exhibitions
3. Travel guide / travel literature
4. TV (e.g. documentations, reports)
5. Magazines / newspapers / print media
6. Own catalogue / brochure of the country / the region / the city
7. Travel agency / tour operator
8. Online travel agency / booking portals
(web-sites such as Booking.com, Expedia, etc.)
9. Search engines
10. Own website of the country / the region / the city
11. Social media networks in general

Individual social media channels

12. Facebook
13. Instagram
14. Youtube
15. Pinterest
16. TikTok
17. Twitter
18. Travel blogs

► **Note:** (Source market specific) adjustments regarding the included pool of media are possible.

Image source: www.pixabay.com

Part A: Use of media

Key Facts:

- **Use of media as source of inspiration / information (see chap. 3.1 and 3.3):**
 - Within the framework of the investigation focuses 1 and 3 on the use of media as sources of inspiration / information a total of **+/-10 general media** and in addition **+/-5 individual social media channels** are taken into account (see overview on page 7).
- **Relevance of options of content and design for inspiration:**
 - In the course of the question of relevance, a total of **approx. 25-30 different contents** (e.g. traditions and customs, possible activities and experiences, special sights) and **forms of design** (e.g. high information content, brevity and conciseness, various visual and auditory elements such as pictures / videos etc.) of information on tourist offers are taken into account.
 - The relevance for inspiration in the search for potential international destinations in advance of holiday trips (with at least one overnight stay) is measured using the **top-two-box** (= sum of the two highest rating levels) on a scale from “5 = very relevant” to “1 = not at all relevant”.
- **Note on the domestic / international perspective:**
 - The content listed for Part A on the use of media is offered for all source markets regarding the search for potential **international** destinations. Only in the case of the **source market Germany**, the content listed is alternatively offered to **German customers** regarding the search for **domestic** destinations.

► **Note on the following visualisation examples:** The following visualisation examples are designed as examples on the use of media for information purposes (see chapter 3.3) – a largely similarly data preparation is planned for the other investigation focuses on the use of media.

3.3.1 Use of media as sources of information – Use in general

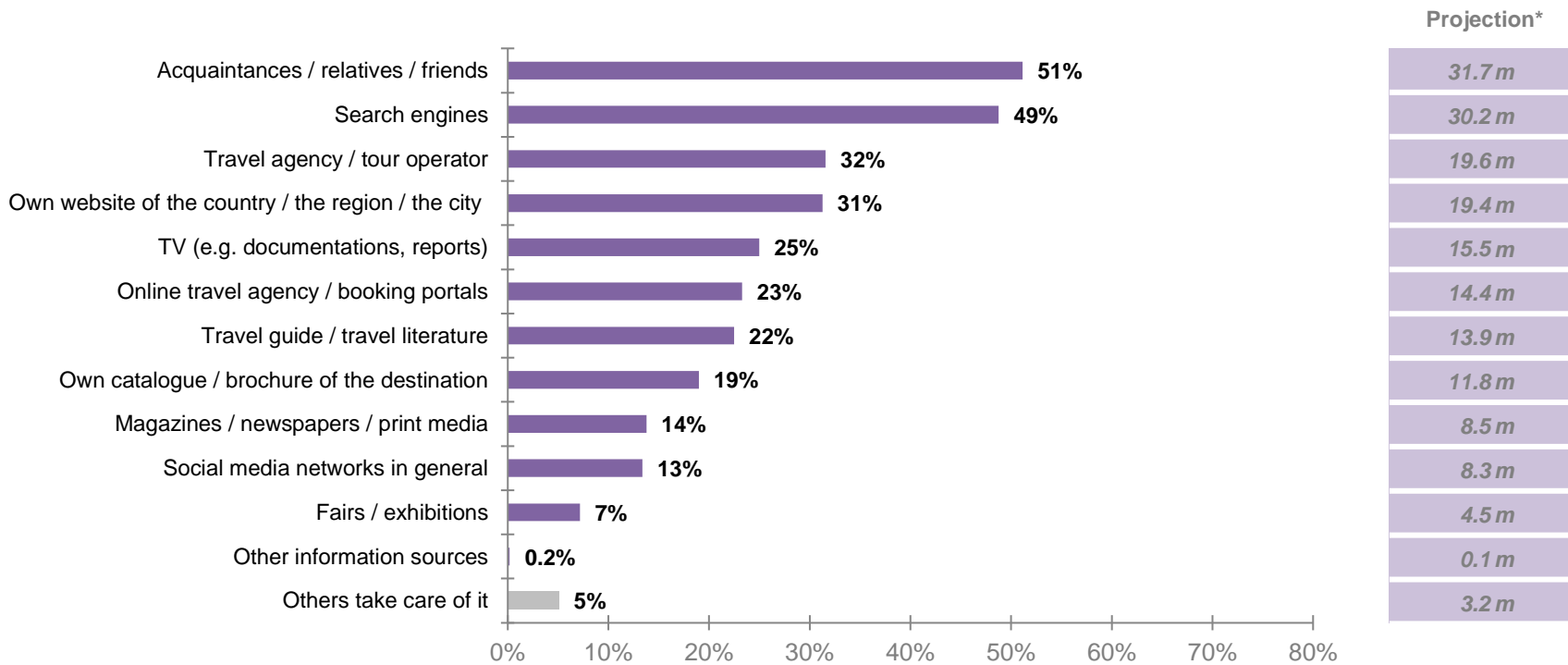
Use of media as sources of information

> Which of the following **sources of information** do you use to **get specifically informed about concrete aspects** (e.g. about accommodation, arrival to a destination, activities) of potential international tourist destinations in advance of your holiday (with at least one overnight stay)?

> Values (in % of respondents)

■ Use in general

Source market: Source market XY
Base: All respondents
Number of respondents: 1,000



* Projection of the absolute volume of use of media as sources of information (number of people).

Source: inspektour (international) GmbH, 2021 (visualisation example with fictional values)

3.3.1 Use of media as sources of information – Use in general (Social media)

Use of media as sources of information (Social media)

> Which of the following **sources of information** do you use to **get specifically informed about concrete aspects** (e.g. about accommodation, arrival to a destination, activities) of potential international tourist destinations in advance of your holiday (with at least one overnight stay)?

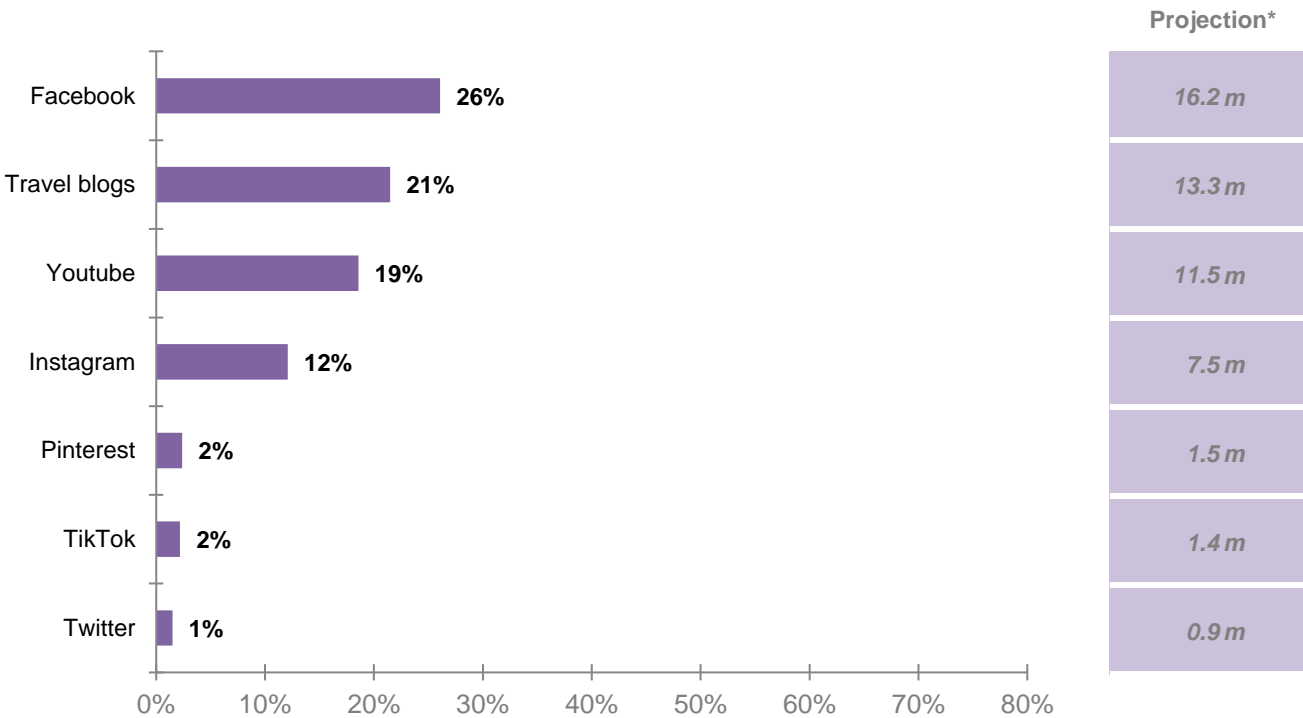
> Values (in % of respondents)

■ Use in general

Source market: Source market XY

Base: All respondents

Number of respondents: 1,000



* Projection of the absolute volume of use of media as sources of information (number of people).

Source: inspektour (international) GmbH, 2021 (visualisation example with fictional values)

3.3.2 Use of media as sources of information – Frequency of use

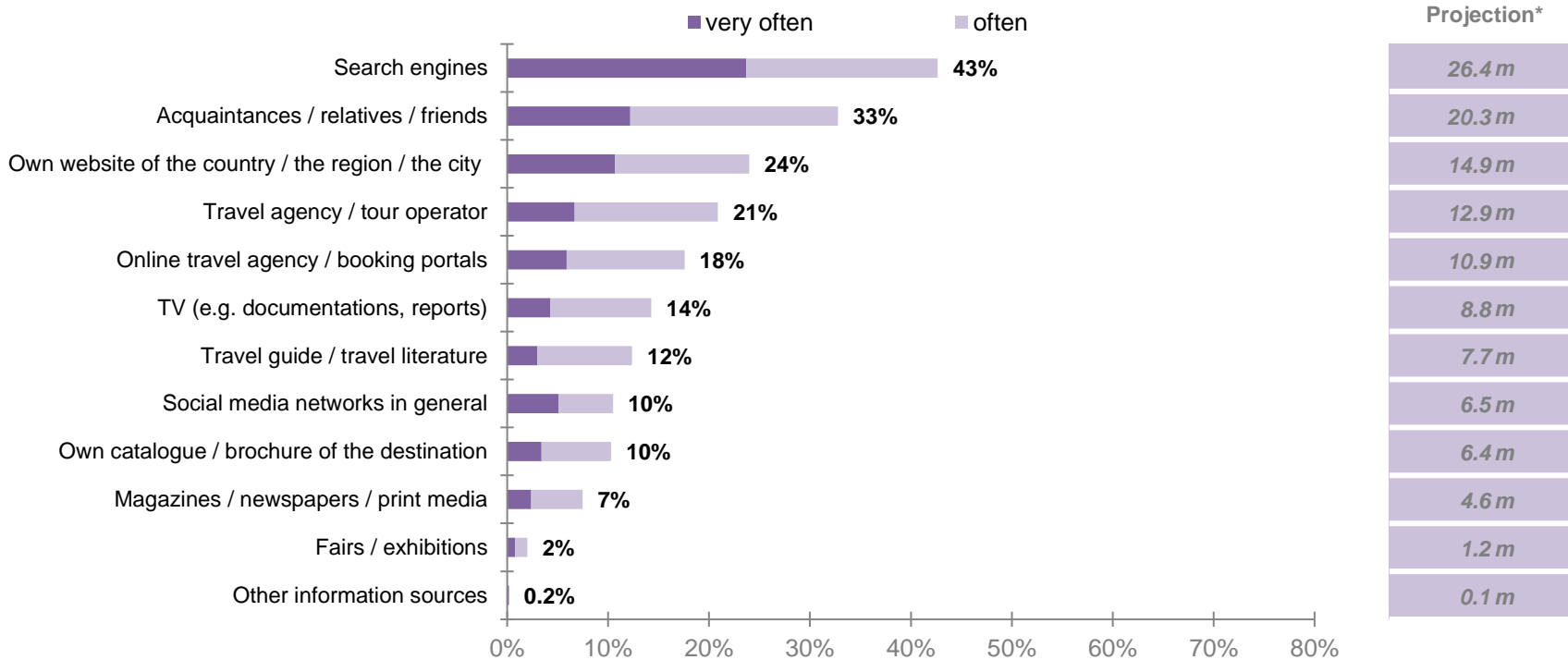
Use of media as sources of information

> How often do you use the following **sources of information** to **get specifically informed about concrete aspects** (e.g. about accommodation, arrival to a destination, activities) of potential international tourist destinations in advance of your holiday (with at least one overnight stay)?

> Top-two-box on a scale from “5 = very often” to “1 = very rarely” (in % of respondents)

■ Frequency of use

Source market: Source market XY
Base: All respondents
Number of respondents: 1,000



* Projection of the absolute volume of frequent use of media as sources of information (number of people).

Source: inspektour (international) GmbH, 2021 (visualisation example with fictional values)

3.3.2 Use of media as sources of information – *Frequency of use (Social media)*

Use of media as sources of information (Social media)

> How often do you use the following **sources of information** to **get specifically informed about concrete aspects** (e.g. about accommodation, arrival to a destination, activities) of potential international tourist destinations in advance of your holiday (with at least one overnight stay)?

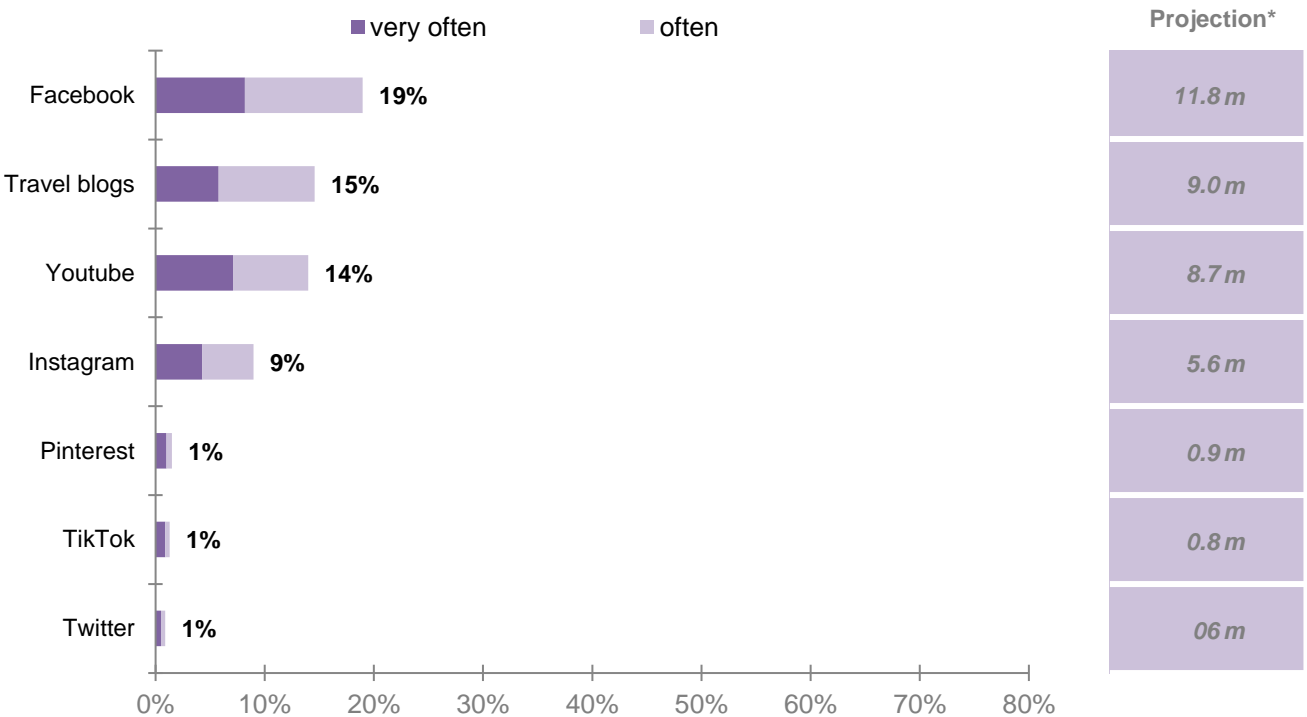
> Top-two-box on a scale from “5 = very often” to “1 = very rarely” (in % of respondents)

■ *Frequency of use*

Source market: Source market XY

Base: All respondents

Number of respondents: 1,000



* Projection of the absolute volume of frequent use of media as sources of information (number of people).

Source: inspektour (international) GmbH, 2021 (visualisation example with fictional values)

Part B: Use of language

Key Facts:

- **Consideration of different languages:**
 - Within the framework of the questions on the self-assessment of one's own language skills and on the frequency of language use for information about potential international travel destinations, the **official language of the respective source market, English, German and optionally 1-2 additional languages** (if relevant for the respective source market) are taken into account.
- **Note on the international perspective:**
 - The content on Part B on language use is offered for all source markets in relation to **international** destinations (respectively destination stays).

4.1 Use of language – Self-assessment of own language skills

Self-assessment of own language skills

> Please tick below how you basically assess your current personal language skills in the following languages.

> Values (in % of respondents)

■ Own language skills

Source market: Source market XY
Base: All respondents
Number of respondents: 1,000

Self-assessment of own language skills	No skills	Basic knowledge	Good knowledge “spoken and written”	Very good knowledge / Fluently “spoken and written”	Business fluent	Mother tongue
National language of the respective source market	0%	1%	2%	2%	6%	89%
English	16%	48%	18%	12%	6%	0,2%
German	51%	38%	7%	3%	1%	0,2%
Optionally 1-2 additional languages (if relevant for the respective source market)	Xx%	Xx%	Xx%	Xx%	Xx%	Xx%

Source: inspektour (international) GmbH, 2021 (visualisation example with fictional values)

4.2 Use of language – Frequency of use to inform about international tourist destinations

Frequency of use to inform about international tourist destinations

> How often do you use the following languages to inform yourself about potential international tourist destinations in advance of your holiday trips (with at least one overnight stay)?

> Values (in % of respondents)

■ International tourist destinations

Source market: Source market XY
Base: All respondents
Number of respondents: 1,000

Frequency of use to inform about international tourist destinations	Generally no holiday trips abroad and / or no language skills	To inform myself about <u>international</u> tourist destinations, I use this language ...						
		not at all	very rarely	rarely	so – so	often	very often	always
National language of the respective source market	14%	2%	4%	5%	7%	8%	15%	45%
English	26%	5%	7%	8%	20%	16%	12%	6%
German	53%	13%	10%	9%	7%	5%	2%	1%
Optionally 1-2 additional languages (if relevant for the respective source market)	Xx%	Xx%	Xx%	Xx%	Xx%	Xx%	Xx%	Xx%

Source: inspektour (international) GmbH, 2021 (visualisation example with fictional values)

4.3 Use of language – Importance of the possibility to communicate in the mother tongue

Importance of the possibility to communicate in the mother tongue

> In addition, we would now like to know how important it is for you to be able to communicate in your mother tongue with tourist service providers (e.g. at the tourist information office, in the restaurant, in the accommodation, with the guide, etc.) during a holiday trip (with at least one overnight stay) abroad.

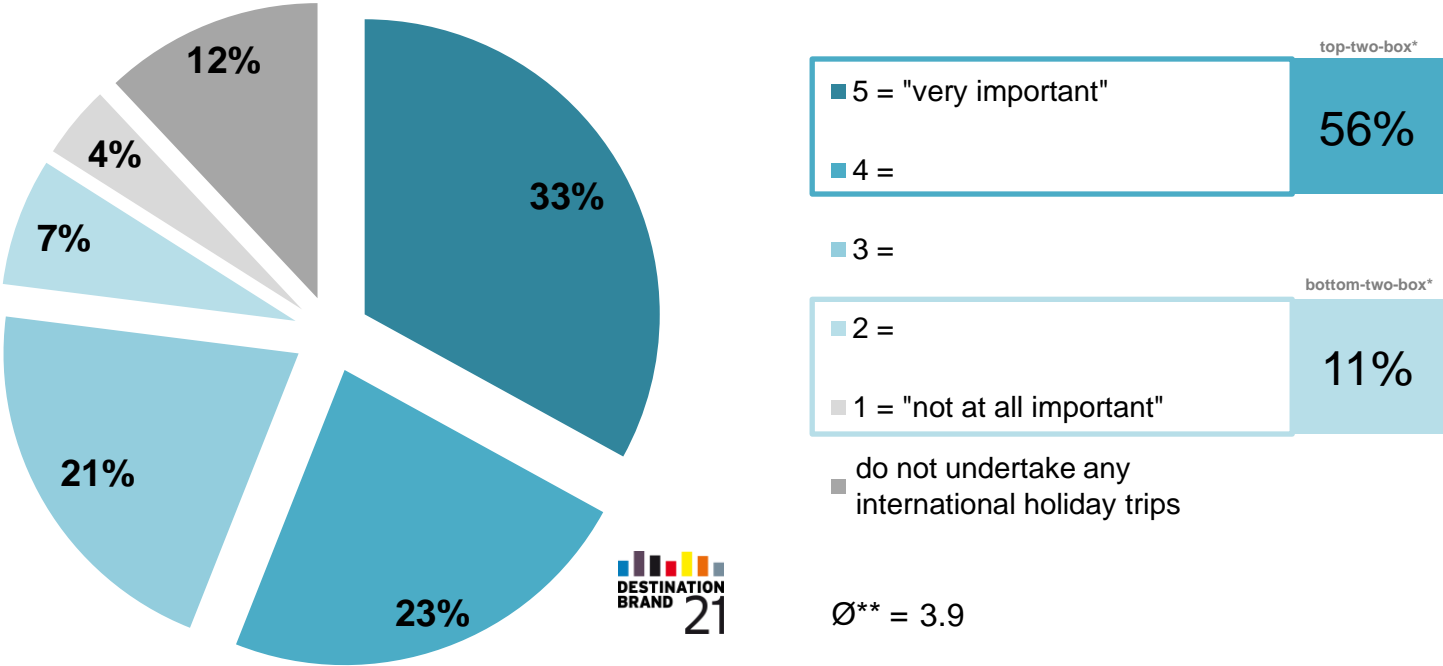
> Values (in % of respondents)

■ Communication in mother tongue

Source market: Source market XY

Base: All respondents

Number of respondents: 1,000



Source: inspektour (international) GmbH, 2021 (visualisation example with fictional values)

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from "5 = very important" to "1 = not at all important"

Contact persons for the study series Destination Brand



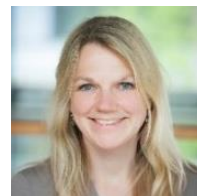
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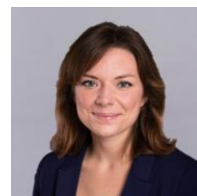
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