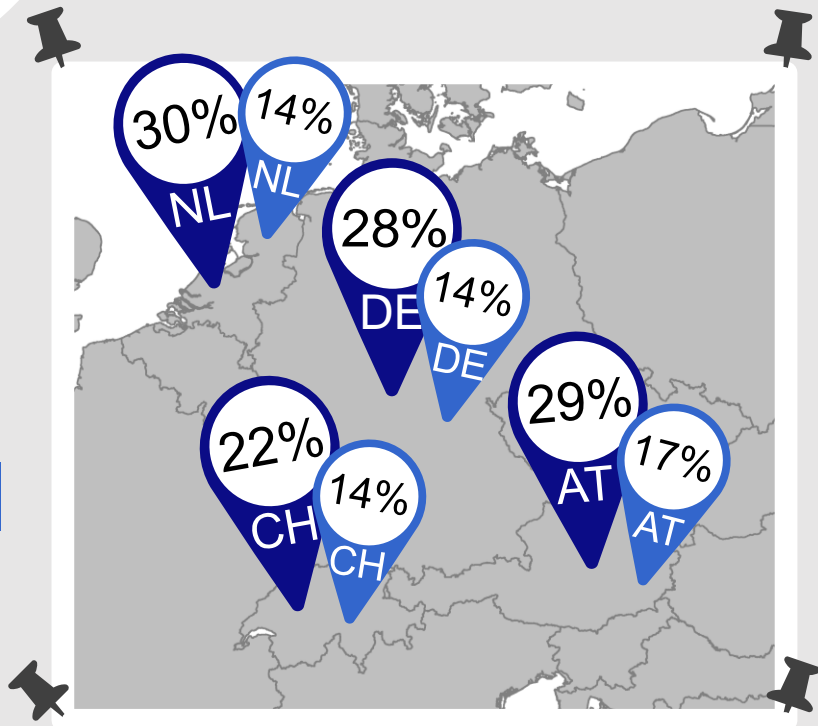




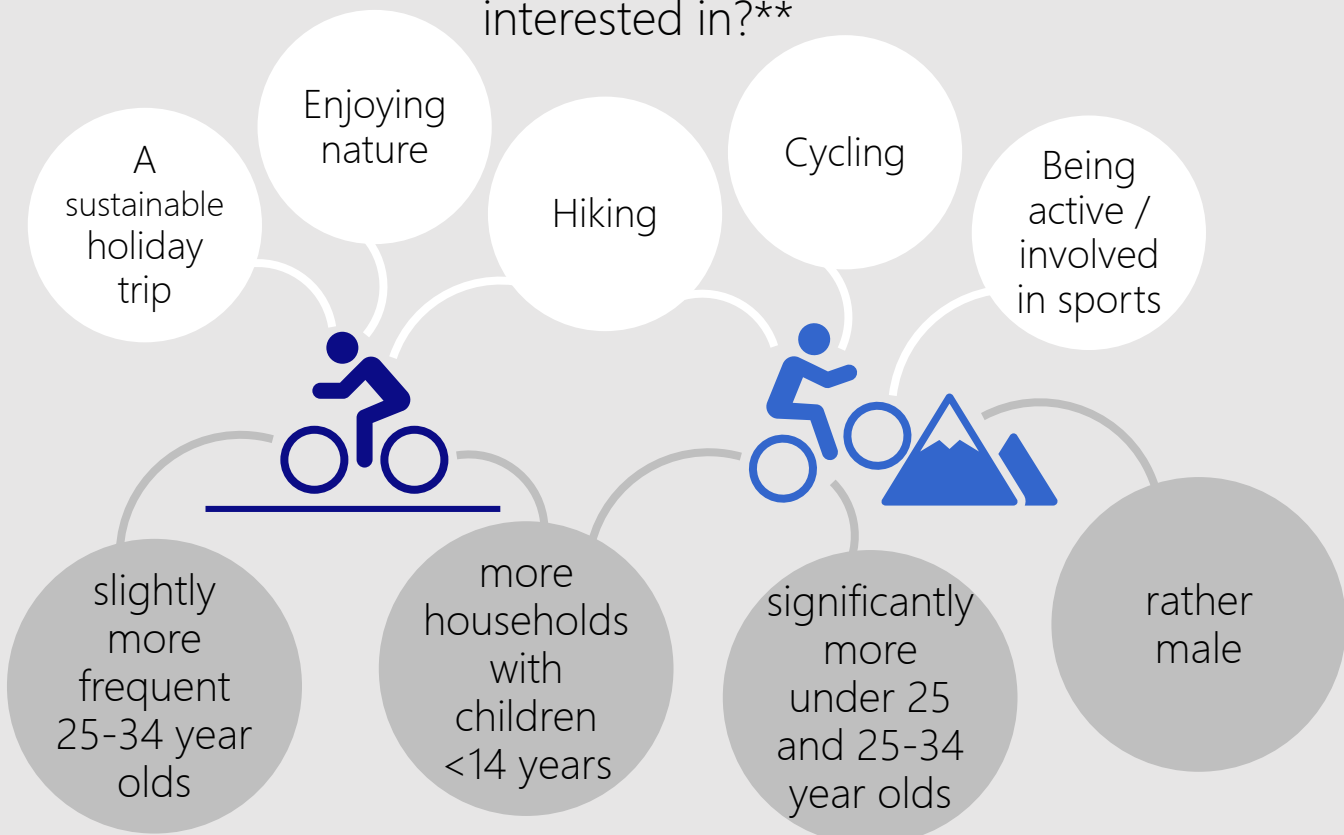
Getting into gear, also on holiday?

In the frame of DESTINATION BRAND 18 the following question was asked in AT, CH, DE and NL:

How high is the general interest in **cycling** and **mountain biking** on holiday?*



What other activities are **cyclists** / **mountain bikers** from DE interested in?***



Profile: **Cyclists** / **Mountain bikers** from DE***

Quelle: inspektour (international) GmbH / IMT der FH Westküste, 2018

DESTINATION BRAND: Study series in a 5-year-cycle, since 2009 annually online survey in different source markets (in the respective national language) to evaluate the customer-oriented perception of destination brands, representative of the respective national population living in private households between 14-74 years.

Survey period of the results presented: Nov./Dec. 2018 | Sample-size: 1,000 respondents per destination per source market

* Base: All respondents, AT: N = 2,000 | CH: N = 3,000 | DE: N = 4,000 | NL: N = 3,000
Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"

** These are holiday activities with a strong connection to the interest in cycling respectively mountain biking (based on correlation analysis). | *** Sociodemographic characteristics compared to the total represented German population of the study



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