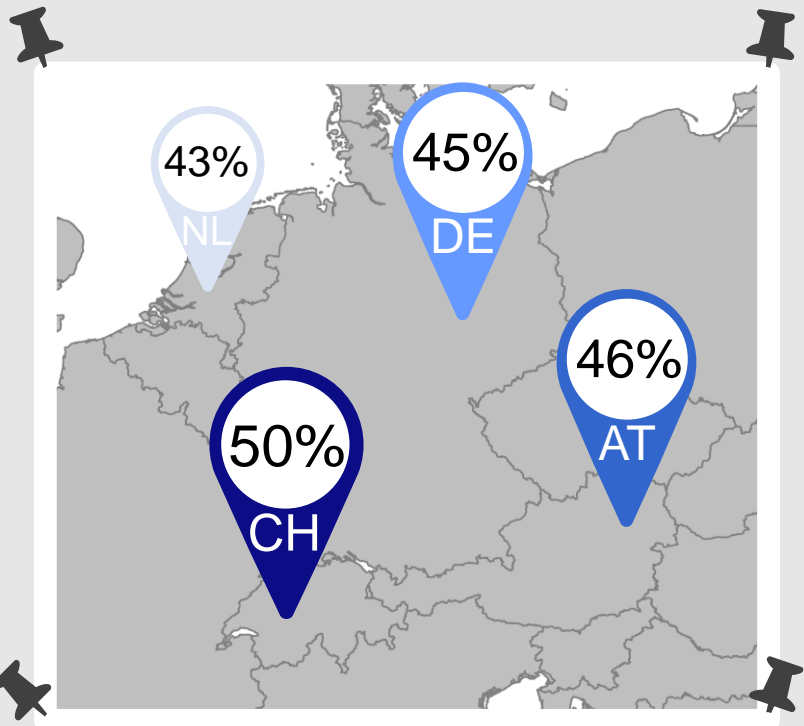




Interest in cultural offers, even on holiday?

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

How high is the general interest in visiting cultural institutions or using cultural services on holiday?\*



Which foreign tourist destinations (Top 5) do Germans consider particularly suitable for a cultural holiday? \*\*



Source: inspektour (international) GmbH / IMT of the 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"

\*\* Base: All respondents with valid responses, DE: N = 540  
Open question (i.e. without provided answer options), in % of respondents



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