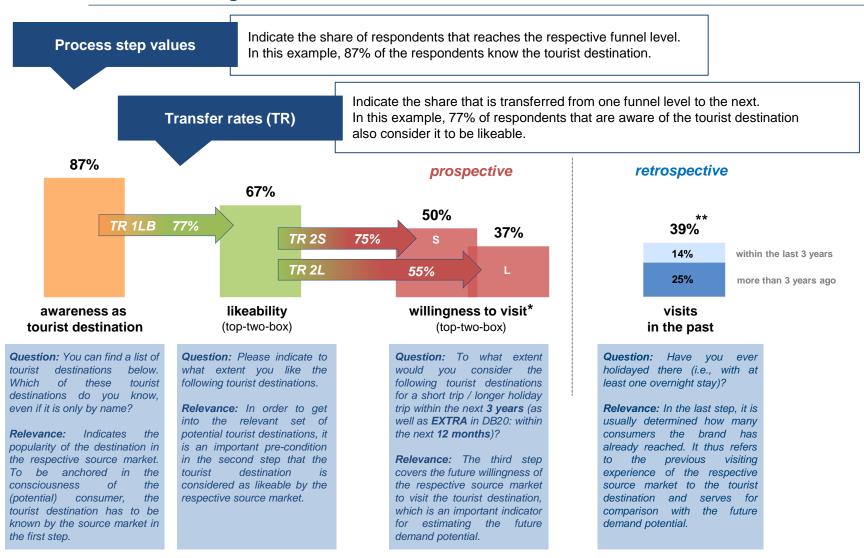


The four-dimensional brand funnel analysis – the model at a glance





Remark 1: * S = willingness to visit for short trips with 1-3 overnight stays; L = willingness to visit for longer holiday trips with 4 or more overnight stays

Remark 2: ** Deviation from the sum of the individual values are possible due to multiple response options related to the time of the previous holiday.

▶ Note: Visualisation example with fictional values.



Source: inspektour (international) GmbH / DITF of the FH Westküste, 2020