

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

Process step values

Indicate the share of respondents that reaches the respective funnel level.
In this example, 87% of the respondents know the tourist destination.

Transfer rates (TR)

Indicate the share that is transferred from one funnel level to the next.
In this example, 77% of respondents that are aware of the tourist destination also consider it to be likeable.

87%

TR 1LB 77%

67%

TR 2S 75%

TR 2L 55%

prospective

50%

S

37%

L

retrospective

39%**

14%

within the last 3 years

25%

more than 3 years ago

**awareness as
tourist destination**

**likeability
(top-two-box)**

**willingness to visit*
(top-two-box)**

**visits
in the past**

Question: You can find a list of tourist destinations below. Which of these tourist destinations do you know, even if it is only by name?

Relevance: Indicates the popularity of the destination in the respective source market. To be anchored in the consciousness of the (potential) consumer, the tourist destination has to be known by the source market in the first step.

Question: Please indicate to what extent you like the following tourist destinations.

Relevance: In order to get into the relevant set of potential tourist destinations, it is an important pre-condition in the second step that the tourist destination is considered as likeable by the respective source market.

Question: To what extent would you consider the following tourist destinations for a short trip / longer holiday trip within the next **3 years** (as well as **EXTRA** in DB20: within the next **12 months**)?

Relevance: The third step covers the future willingness of the respective source market to visit the tourist destination, which is an important indicator for estimating the future demand potential.

Question: Have you ever holidayed there (i.e., with at least one overnight stay)?

Relevance: In the last step, it is usually determined how many consumers the brand has already reached. It thus refers to the previous visiting experience of the respective source market to the tourist destination and serves for comparison with the future demand potential.

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.