Reading example concerning the quadrant analysis

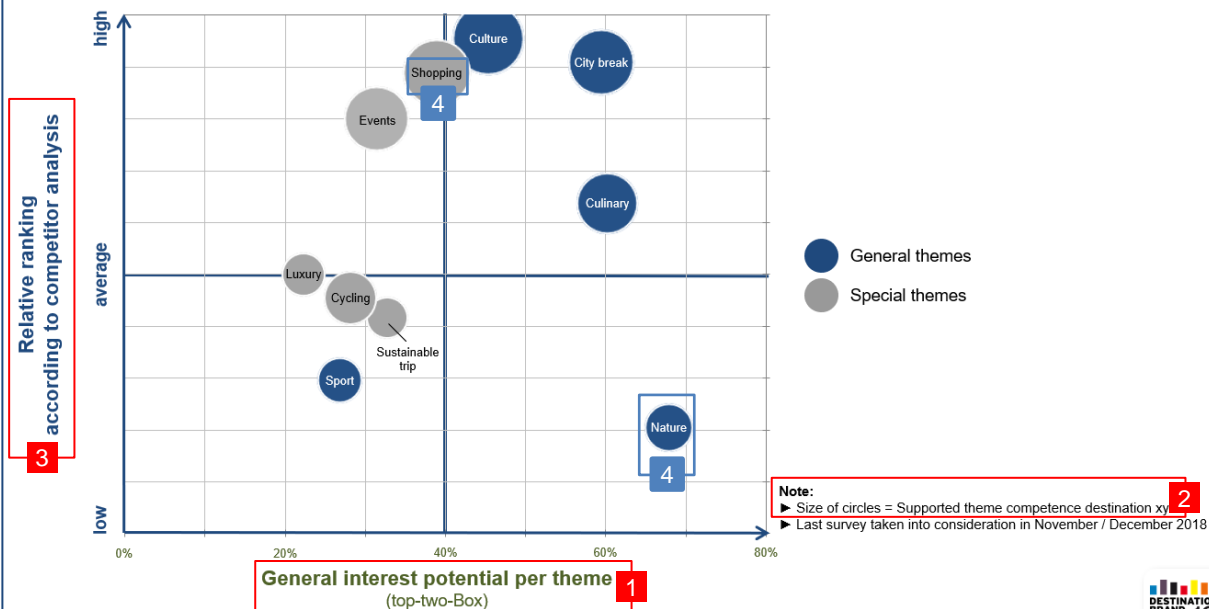## 4.4 Quadrant analysis

Quadrant analysis Destination xy

> Category for relative ranking according to competitor analysis:
  All considered destinations (up to 45 tourist destinations per theme)

■ *Destination xy*

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

Note:
► Size of circles = Supported theme competence destination xy
► Last survey taken into consideration in November / December 2018

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2018

1

"Demand": The **general interest potential** per theme is expressed by the theme's position on the X-axis (horizontal). The greater the interest in the respective holiday activity, the further to the right the theme is placed on the axis.

2

"Supply": The attributed **theme suitability** of destination xy is represented by the respective size of the "theme circle". The larger the "theme circle", the higher the approval of suitability by the respondents for the theme.

3

"Competition": The **relative competitive ranking** of destination xy in the category "all considered destinations per theme" is depicted by the position of the respective theme on the Y-axis (vertical). The better destination xy performs in the competitive comparison per theme, the higher up the theme is placed on the axis.

Central question: How can the **central results of the three-dimensional competitive analysis** be visually summarised?
– Reading example: **"Nature" & "Shopping"**

► The theme "Nature" has a very high general interest potential (see position far right on the X-axis). However, destination xy is attributed a relatively low theme suitability (see smaller "theme circle"), which means that destination xy positions itself below average in the competitor analysis (see position in the lower part of the Y-axis).

► On the other hand, the general interest potential of the German population for the theme "Shopping" is much lower (see position in the middle of the X-axis). Though, destination xy is considered as very suitable for the theme (see bigger "theme circle") and consequently achieves a high relative competitive ranking (see position in the upper part of the Y-axis).