



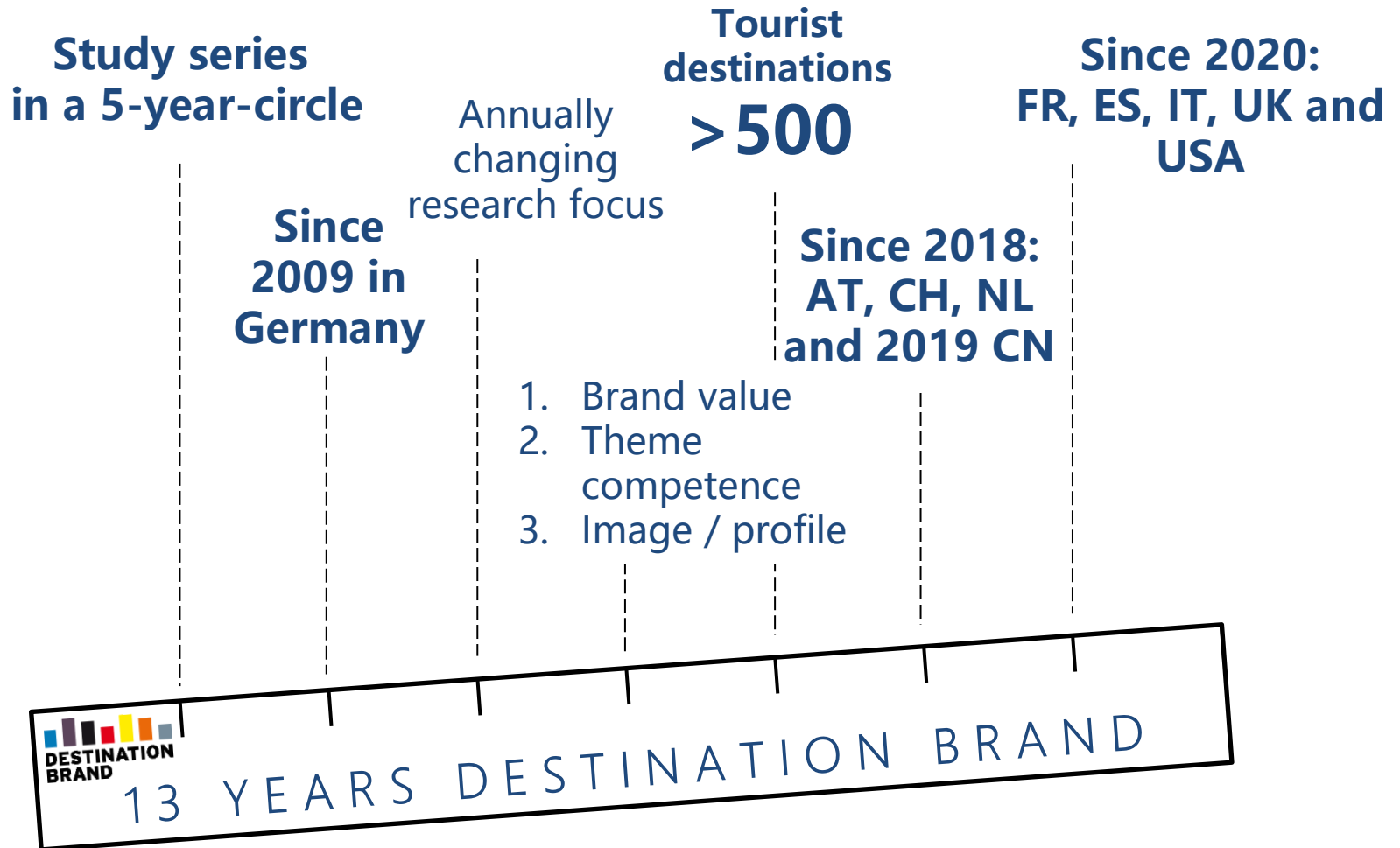
DESTINATION BRAND 21

Theme competence of tourist destinations

Presentation of selected key results | 3 March 2022 | Ellen Böhling

All parts of this document are protected by copyright. This document is part of a presentation and is incomplete without oral explanations.

DESTINATION BRAND: the study series at a glance



What can you expect from this webinar?

Brief introduction:

DESTINATION BRAND 21 at a glance

Presentation of first core results

Q&A session

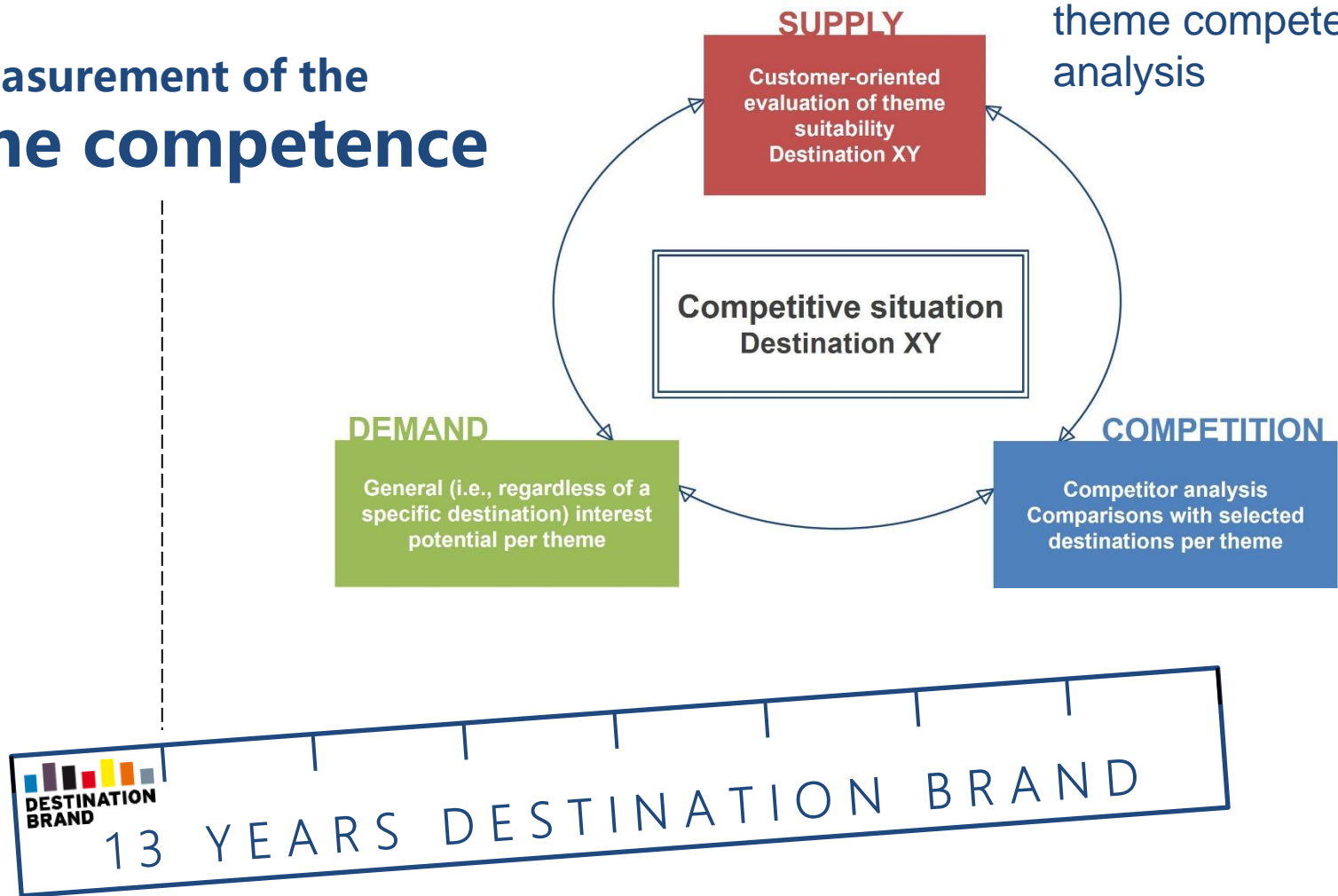
DESTINATION BRAND 21

at a glance

DESTINATION BRAND 21 at a glance

Measurement of the Theme competence

Three-dimensional theme competence analysis



DESTINATION BRAND 21 at a glance

Measurement of the Theme competence

Source markets
10
Add-on module +
Information package

Representative of the
local population aged
between
14 to 74 years*

Destinations
> 170

Online survey
Field work: Oct. to Dec. 21

Source market
Germany:
Target group analysis
based on BeST-
traveler typology and
SINUS-Milieus



Exception China:
* Representative of the Ipsos panel members in China covering the following characteristics: Chinese-speaking urban population (including the top city categories "Tier 1-3" without Hongkong and Macau) aged 14-59 years with Internet access, which according to additional preceding filter questions shows an affinity to travel abroad.

Presentation of selected key results

Demand-side conditions

Source market Germany: General interest potential

Question:

How interested are you in pursuing
the following touristic holiday activities
as part of your holiday trip with at least one overnight stay?

General interest potential – Source market Germany



Ranking of the considered holiday activities with regard to the general interest potential

Rank		% of cases	Rank		% of cases	Rank		% of cases
1	Relaxation	76%	21	Countryside	40%	41	Bauhaus	29%
2	Nature	70%	22	Tradition and craft	40%	42	Barrier-free holiday trip	29%
3	Culinary	63%	23	Shopping	39%	43	Classical seaside resort architecture	28%
4	Regional products / specialities	62%	24	Museums	38%	44	Camping	27%
5	Swimming / beach	62%	25	UNESCO world heritage sites	38%	45	Industrial heritage	27%
6	City break	56%	26	Dark sky places	37%	46	Water sports	27%
7	Gardens / parks	53%	27	Lively places	37%	47	Luxury offers	26%
8	Castles	52%	28	Families	36%	48	Winter sports	24%
9	Water-based holiday activities	52%	29	Events	35%	49	Way of St. James	23%
10	Castles / gardens	50%	30	Culture- / music festivals	34%	50	Footsteps of Martin Luther	23%
11	(Small) city flair	50%	31	Contemp. history of the 20th century	34%	51	Holiday trip by bus	23%
12	Castles / mansions	47%	32	Sports	34%	52	Luxurious shopping	22%
13	Christmas markets	47%	33	Cycling	33%	53	Mountain biking	22%
14	Wellness	46%	34	Japanese culture / gastronomy	32%	54	Study / educational offers	21%
15	Hiking	46%	35	Wine tour	32%	55	Riding	19%
16	Beach lounges / beach bars	45%	36	Fairy tales / legends	32%	56	Sailing	18%
17	Cosy winter holiday trip	44%	37	Film locations	30%	57	Inline skating / skating	17%
18	City break with active recreation	43%	38	Health	30%	58	Volunteer / voluntary work	17%
19	Sustainable trip	41%	39	Contemporary / Modern Culture	29%	59	Golf	15%
20	Culture	41%	40	Traditional folk events	29%			

Base: all respondents in the source market Germany (n = 17,000)

Source: inspektour (international) GmbH, 2021

Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – Source market Germany – DB18/DB21

Ranking of the considered holiday activities with regard to the general interest potential

Difference of DB21 to DB18 (in terms of top-two-box in %-pts.)

Rank		Difference to DB18	Rank		Difference to DB18	Rank		Difference to DB18
1	Relaxation	+1%	21	Countryside	+9%	41	Bauhaus	--
2	Nature	+2%	22	Tradition and craft	--	42	Barrier-free holiday trip	--
3	Culinary	+3%	23	Shopping	+/-0%	43	Classical seaside resort architecture	--
4	Regional products / specialities	--	24	Museums	--	44	Camping	--
5	Swimming / beach	+/-0%	25	UNESCO world heritage sites	-1%	45	Industrial heritage	+6%
6	City break	-3%	26	Dark sky places	--	46	Water sports	+7%
7	Gardens / parks	+4%	27	Lively places	+2%	47	Luxury offers	+4%
8	Castles	+/-0%	28	Families	+9%	48	Winter sports	+7%
9	Water-based holiday activities	--	29	Events	+4%	49	Way of St. James	--
10	Castles / gardens	--	30	Culture- / music festivals	--	50	Footsteps of Martin Luther	--
11	(Small) city flair	--	31	Contemp. history of the 20th century	--	51	Holiday trip by bus	--
12	Castles / mansions	--	32	Sports	+7%	52	Luxurious shopping	--
13	Christmas markets	--	33	Cycling	+5%	53	Mountain biking	+8%
14	Wellness	+3%	34	Japanese culture / gastronomy	--	54	Study / educational offers	+3%
15	Hiking	+4%	35	Wine tour	--	55	Riding	--
16	Beach lounges / beach bars	--	36	Fairy tales / legends	--	56	Sailing	--
17	Cosy winter holiday trip	--	37	Film locations	--	57	Inline skating / skating	--
18	City break with active recreation	--	38	Health	+7%	58	Volunteer / voluntary work	--
19	Sustainable trip	+8%	39	Contemporary / Modern Culture	--	59	Golf	--
20	Culture	-4%	40	Traditional folk events	--			

Base: all respondents in the source market Germany (n = min. 4,000)

Source: inspektour (international) GmbH / FH Westküste, 2018 / 2021

Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – Source market Germany – DB20/DB21

Ranking of the considered holiday activities with regard to the general interest potential

Difference of DB21 to DB20 (in terms of top-two-box in %-pts.)

Rank		Difference to DB20	Rank		Difference to DB20	Rank		Difference to DB20
1	Relaxation	-2%	21	Countryside	-1%	41	Bauhaus	--
2	Nature	-5%	22	Tradition and craft	--	42	Barrier-free holiday trip	+4%
3	Culinary	-8%	23	Shopping	-1%	43	Classical seaside resort architecture	--
4	Regional products / specialities	--	24	Museums	-5%	44	Camping	--
5	Swimming / beach	-4%	25	UNESCO world heritage sites	-7%	45	Industrial heritage	-2%
6	City break	-7%	26	Dark sky places	--	46	Water sports	+2%
7	Gardens / parks	-6%	27	Lively places	-4%	47	Luxury offers	+3%
8	Castles	-8%	28	Families	+5%	48	Winter sports	+2%
9	Water-based holiday activities	--	29	Events	+/-0%	49	Way of St. James	--
10	Castles / gardens	-8%	30	Culture- / music festivals	-1%	50	Footsteps of Martin Luther	--
11	(Small) city flair	--	31	Contemp. history of the 20th century	--	51	Holiday trip by bus	--
12	Castles / mansions	--	32	Sports	+1%	52	Luxurious shopping	+3%
13	Christmas markets	--	33	Cycling	-2%	53	Mountain biking	+3%
14	Wellness	+1%	34	Japanese culture / gastronomy	--	54	Study / educational offers	+1%
15	Hiking	-3%	35	Wine tour	+/-0%	55	Riding	--
16	Beach lounges / beach bars	--	36	Fairy tales / legends	--	56	Sailing	+3%
17	Cosy winter holiday trip	--	37	Film locations	--	57	Inline skating / skating	--
18	City break with active recreation	--	38	Health	+4%	58	Volunteer / voluntary work	+3%
19	Sustainable trip	+3%	39	Contemporary / Modern Culture	--	59	Golf	--
20	Culture	-7%	40	Traditional folk events	-2%			


Base: all respondents in the source market Germany (n = min. 17,000)

Source: inspektour (international) GmbH / FH Westküste, 2020 / 2021

Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – Major European source markets + USA and China

DESTINATION BRAND 21 Ranking of the considered holiday activities with regard to the general interest potential
Base of comparison: Ranking of the holiday activities in DB21



Rank	Germany	Austria	Switzerland	Hungary	France	Italy	Spain	UK	USA	China	Activity
1											Relaxation
2	2	4	3	11	10	4	3		3	3	Nature
3	3	2	6	2	7	3	6		6	1	Culinary
4											Regional products / specialities*
5											Swimming / beach
6	5	3	2	3	1	1	2		18	16	City break
7											Gardens / parks
8											Castles
9											Water-based holiday activities
10											Castles / gardens
11											(Small) city flair
12											Castles / mansions
13											Christmas markets
14											Wellness
15											Hiking
16											Beach lounges / beach bars**
17											Cosy winter holiday trip**
18											City break with active recreation
19											Sustainable trip
20	16	11	14	9	13	10	12		11	18	Culture
32	17	28	30	30	36	35	37		41	39	Sports

Number of considered holiday activities per source market:
Germany: 59
All other source markets: 46-47

* Holiday activity was surveyed exclusively in the source markets Germany and Spain.

** Holiday activity was surveyed exclusively in the source market Germany.

Source: inspektour (international) GmbH, 2021

Base: all respondents in the respective source markets (n = min. 1,000)

Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – Major European source markets + USA and China

DESTINATION BRAND 21 Ranking of the considered holiday activities with regard to the general interest potential
Base of comparison: Ranking of the holiday activities in DB21

1	1	1	1	1				1	1		Relaxation
2	2	4	3	11	10	4	3		3	3	Nature
3	3	2	6	2	7	3	6		6	1	Culinary
4											Regional products / specialities*
5											Swimming / beach
6	5	3	2	3	1	1	2		18	16	City break
7											Gardens / parks
8											Castles
9											Water-based holiday activities
10											Castles / gardens
11											(Small) city flair
12											Castles / mansions
13											Christmas markets
14											Wellness
15											Hiking
16											Beach lounges / beach bars**
17											Cosy winter holiday trip**
18											City break with active recreation
19											Sustainable trip
20	16	11	14	9	13	10	12		11	18	Culture
32	17	28	30	30	36	35	37		41	39	Sports

* Holiday activity was surveyed exclusively in the source markets Germany and Spain.

** Holiday activity was surveyed exclusively in the source market Germany.


Source: inspektour (international) GmbH, 2021

Base: all respondents in the respective source markets (n = min. 1,000)

Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – Major European source markets + USA and China

DESTINATION BRAND 21 Ranking of the considered holiday activities with regard to the general interest potential
Base of comparison: Ranking of the holiday activities in DB21



Rank	Germany	Austria	Switzerland	Netherlands	France	Italy	Spain	UK	USA	China	Activity
1							2			2	Relaxation
2	2	4	3	11	10	4	3		3	3	Nature
3	3	2	6	2	7	3	6		6	1	Culinary
4											Regional products / specialities*
5											Swimming / beach
6	5	3	2	3	1	1	2		18	16	City break
7											Gardens / parks
8					2						Castles
9											Water-based holiday activities
10									2		Castles / gardens
11											(Small) city flair
12											Castles / mansions
13											Christmas markets
14											Wellness
15											Hiking
16											Beach lounges / beach bars**
17											Cosy winter holiday trip**
18											City break with active recreation
19											Sustainable trip
20	16	11	14	9	13	10	12		11	18	Culture
32	17	28	30	30	36	35	37		41	39	Sports

* Holiday activity was surveyed exclusively in the source markets Germany and Spain.

** Holiday activity was surveyed exclusively in the source market Germany.


Source: inspektour (international) GmbH, 2021

Base: all respondents in the respective source markets (n = min. 1,000)

Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – Major European source markets + USA and China

DESTINATION BRAND 21 Ranking of the considered holiday activities with regard to the general interest potential
Base of comparison: Ranking of the holiday activities in DB21



Rank	Germany	Austria	Switzerland	Netherlands	France	Italy	Spain	UK	USA	China	Activity
1											Relaxation
2	2	4	3	11	10	4	3		3	3	Nature
3	3	2	6	2	7	3	6		6	1	Culinary
4											Regional products / specialities*
5											Swimming / beach
6	5	3	2	3	1	1	2		18	16	City break
7											Gardens / parks
8											Castles
9											Water-based holiday activities
10					3						Castles / gardens
11											(Small) city flair
12											Castles / mansions
13											Christmas markets
14											Wellness
15											Hiking
16											Beach lounges / beach bars**
17											Cosy winter holiday trip**
18											City break with active recreation
19											Sustainable trip
20	16	11	14	9	13	10	12		11	18	Culture
32	17	28	30	30	36	35	37		41	39	Sports

* Holiday activity was surveyed exclusively in the source markets Germany and Spain.

** Holiday activity was surveyed exclusively in the source market Germany.

Source: inspektour (international) GmbH, 2021

Base: all respondents in the respective source markets (n = min. 1,000)

Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – Major European source markets + USA and China

DESTINATION BRAND 21

Ranking of the considered holiday activities with regard to the general interest potential
Base of comparison: Top-two-box in % in DB21

Germany	Austria	Switzerland	Netherlands	France	Italy	Spain	UK	USA	China	Activity
										Relaxation
70%	73%	62%	59%	54%	66%	73%	58%	60%	80%	Nature
63%	68%	67%	48%	67%	68%	74%	55%	55%	82%	Culinary
										Regional products / specialities*
										Swimming / beach
56%	62%	67%	61%	67%	78%	77%	65%	45%	68%	City break
										Gardens / parks
										Castles
										Water-based holiday activities
										Castles / gardens
										(Small) city flair
										Castles / mansions
										Christmas markets
										Wellness
										Hiking
										Beach lounges / beach bars**
										Cosy winter holiday trip**
										City break with active recreation
										Sustainable trip
41%	44%	50%	39%	57%	58%	66%	48%	48%	66%	Culture
34%	43%	33%	28%	32%	35%	37%	22%	23%	52%	Sports

* Holiday activity was surveyed exclusively in the source markets Germany and Spain.


** Holiday activity was surveyed exclusively in the source market Germany.

Source: inspektour (international) GmbH, 2021

Base: all respondents in the respective source markets (n = min. 1,000)

Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – Major European source markets + USA and China

 Ranking of the considered holiday activities with regard to the general interest potential Difference of DB21 to DB20 (in terms of top-two-box in %-pts.)										
Germany	Austria	Switzerland	Netherlands	France	Italy	Spain	UK	USA	China	
										Relaxation
-5%	-1%	-10%	+/-0%	+/-0%	+2%	+4%	-8%	-4%	-2%	Nature
-8%	-3%	-10%	+/-0%	-4%	-4%	+3%	-2%	-3%	+/-0%	Culinary
										Regional products / specialities*
										Swimming / beach
-7%	-6%	-8%	-1%	-3%	-3%	+1%	+/-0%	-5%	+2%	City break
										Gardens / parks
										Castles
										Water-based holiday activities
										Castles / gardens
										(Small) city flair
										Castles / mansions
										Christmas markets
										Wellness
										Hiking
										Beach lounges / beach bars**
										Cosy winter holiday trip**
										City break with active recreation
										Sustainable trip
-7%	-10%	-10%	-5%	-7%	-4%	-1%	-8%	-7%	+/-0%	Culture
+1%	+4%	-10%	+/-0%	+4%	+12%	+11%	+1%	+/-0%	+3%	Sports

* Holiday activity was surveyed exclusively in the source markets Germany and Spain.

** Holiday activity was surveyed exclusively in the source market Germany.

Source: inspektour (international) GmbH, 2021

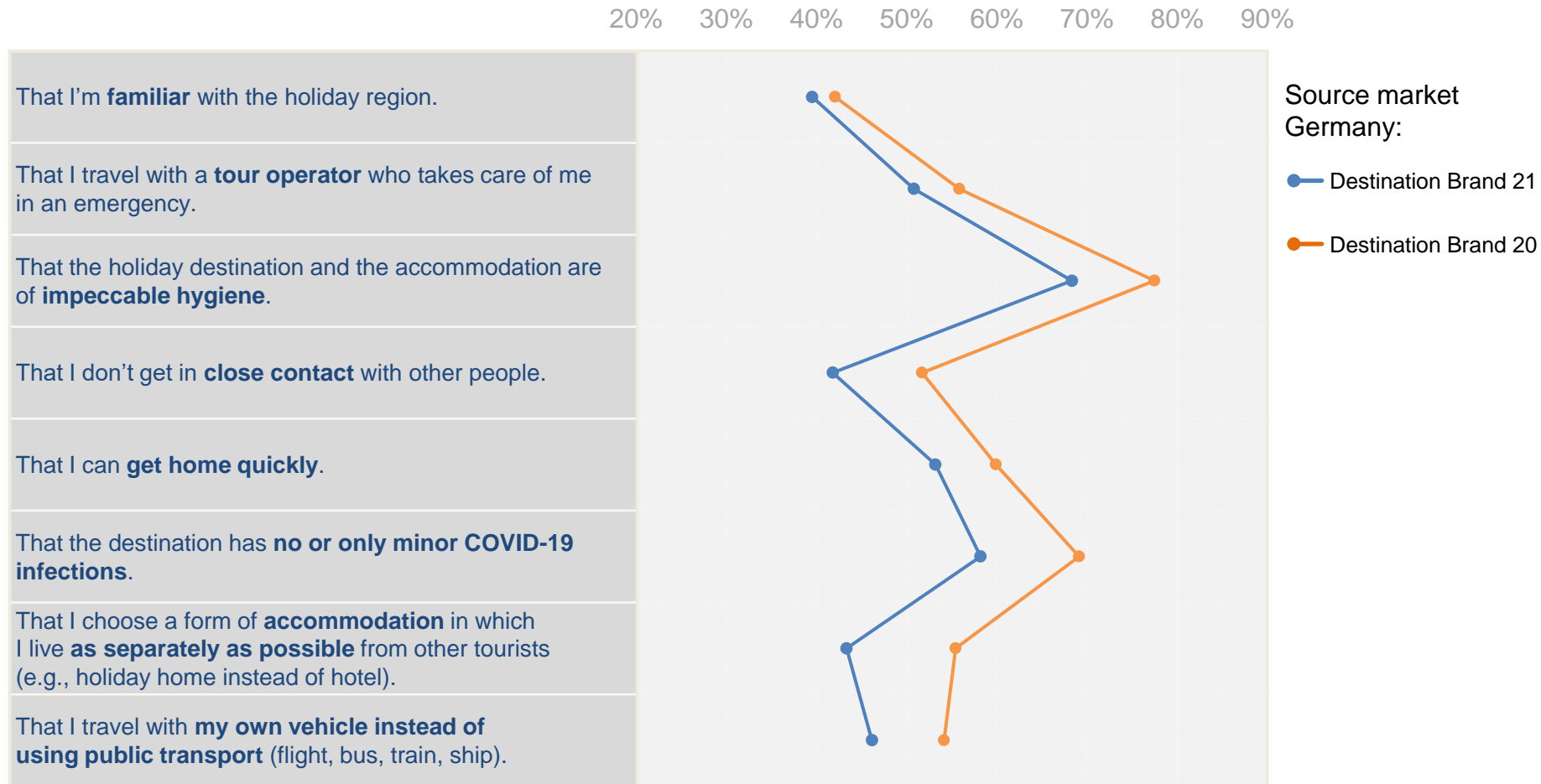
Base: all respondents in the respective source markets (n = min. 1,000)

Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

**COVID-19: “Strategies”
for future holidays**

COVID-19: “Strategies” for future holidays

Question: “What are you going to focus on in the future concerning holiday trips?”



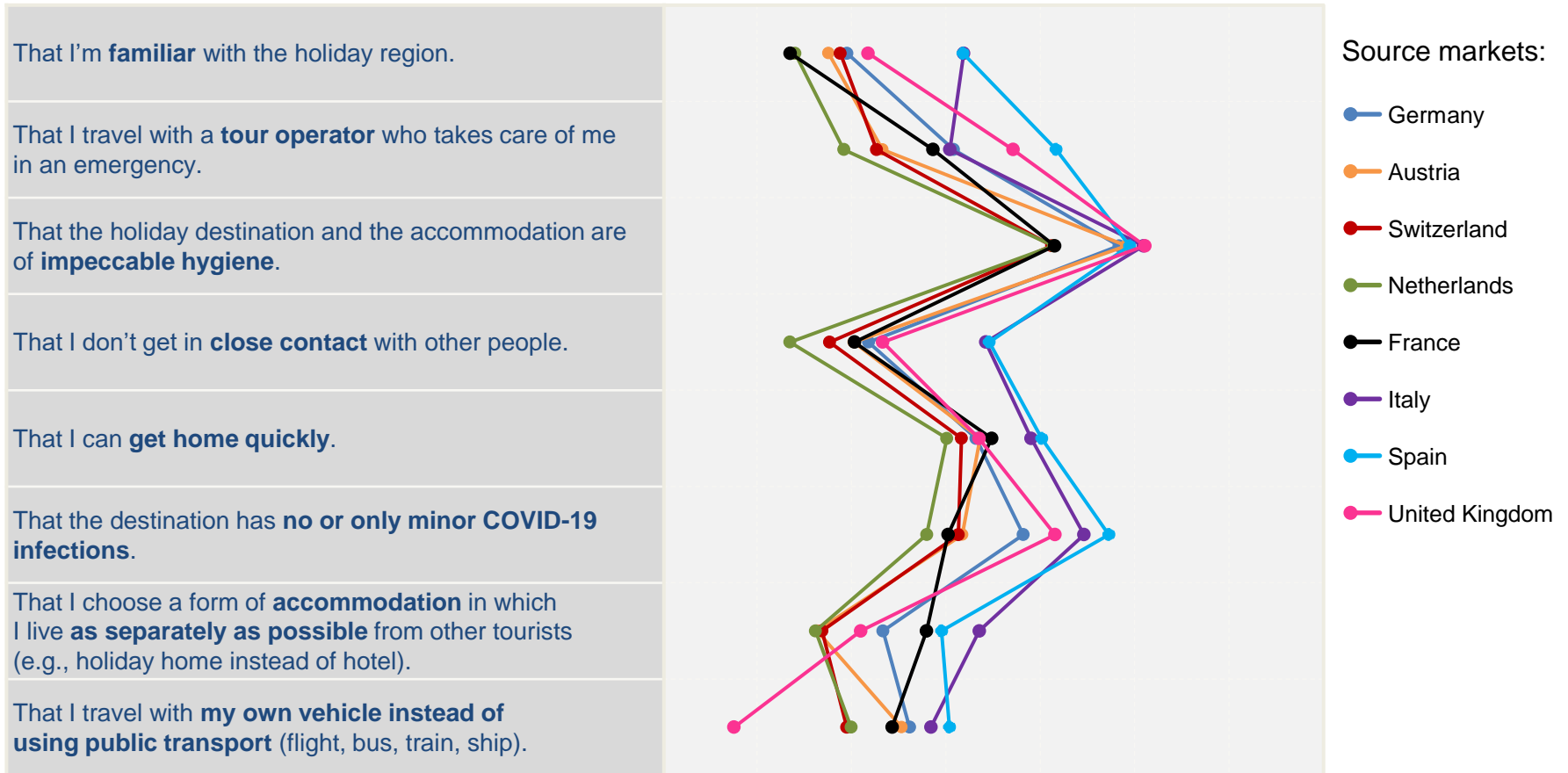
Source: FH Westküste / inspektour (international) GmbH, 2020 / 2021

Base: all respondents in the source market Germany (n = min. 17,000)
 Top-two-box on a scale from “5 = I fully agree” to “1 = I fully disagree”; in % of respondents

COVID-19: “Strategies” for future holidays

Question: “What are you going to focus on in the future concerning holiday trips?”

20% 30% 40% 50% 60% 70% 80% 90%

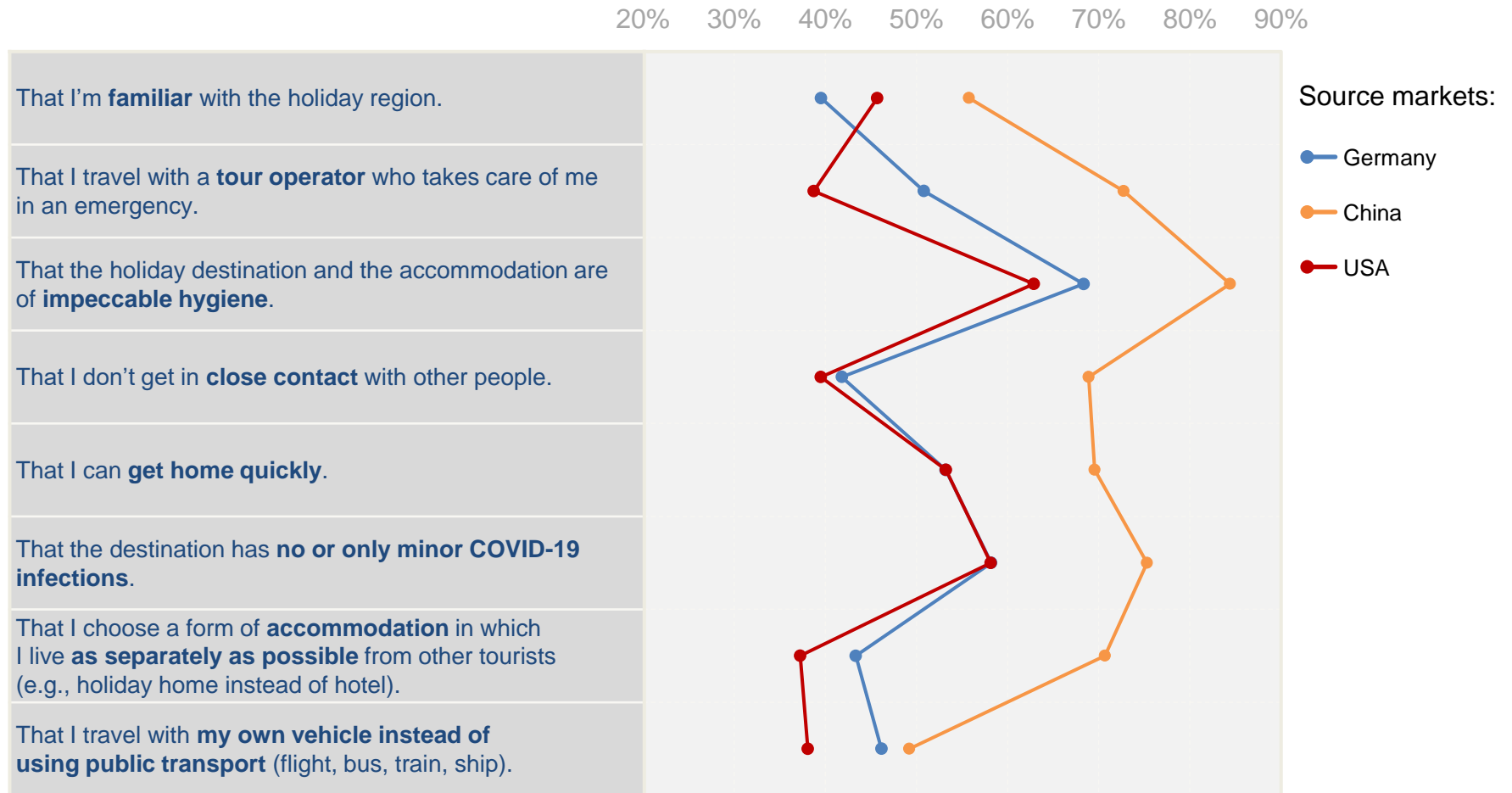


Source: inspektour (international) GmbH, 2021

Base: all respondents in the respective source markets (n = min. 1,000)
Top-two-box on a scale from “5 = I fully agree” to “1 = I fully disagree”; in % of respondents

COVID-19: “Strategies” for future holidays

Question: “What are you going to focus on in the future concerning holiday trips?”



Source: inspektour (international) GmbH, 2021

Base: all respondents in the respective source markets (n = min. 1,000)
Top-two-box on a scale from “5 = I fully agree” to “1 = I fully disagree”; in % of respondents

General intention to travel abroad in major European markets + USA and China

Intention for:

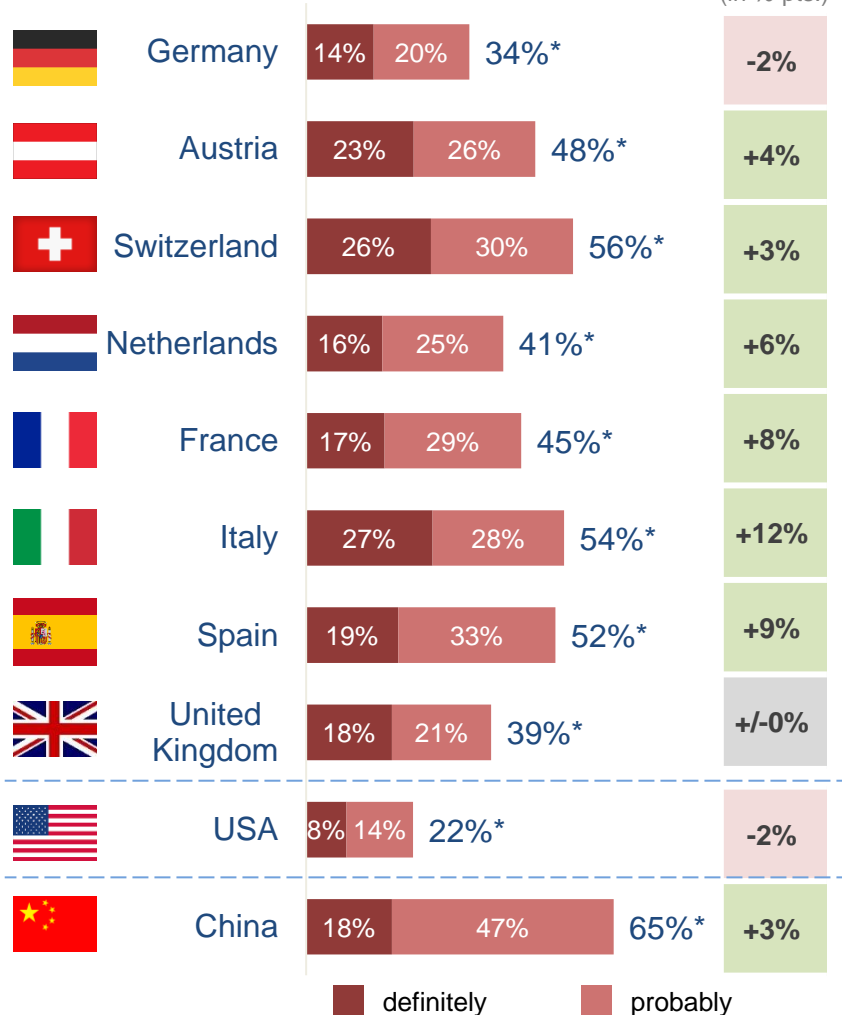
Short trips (with 1-3 overnight stays)

Longer holiday trips (with 4 or more overnight stays)

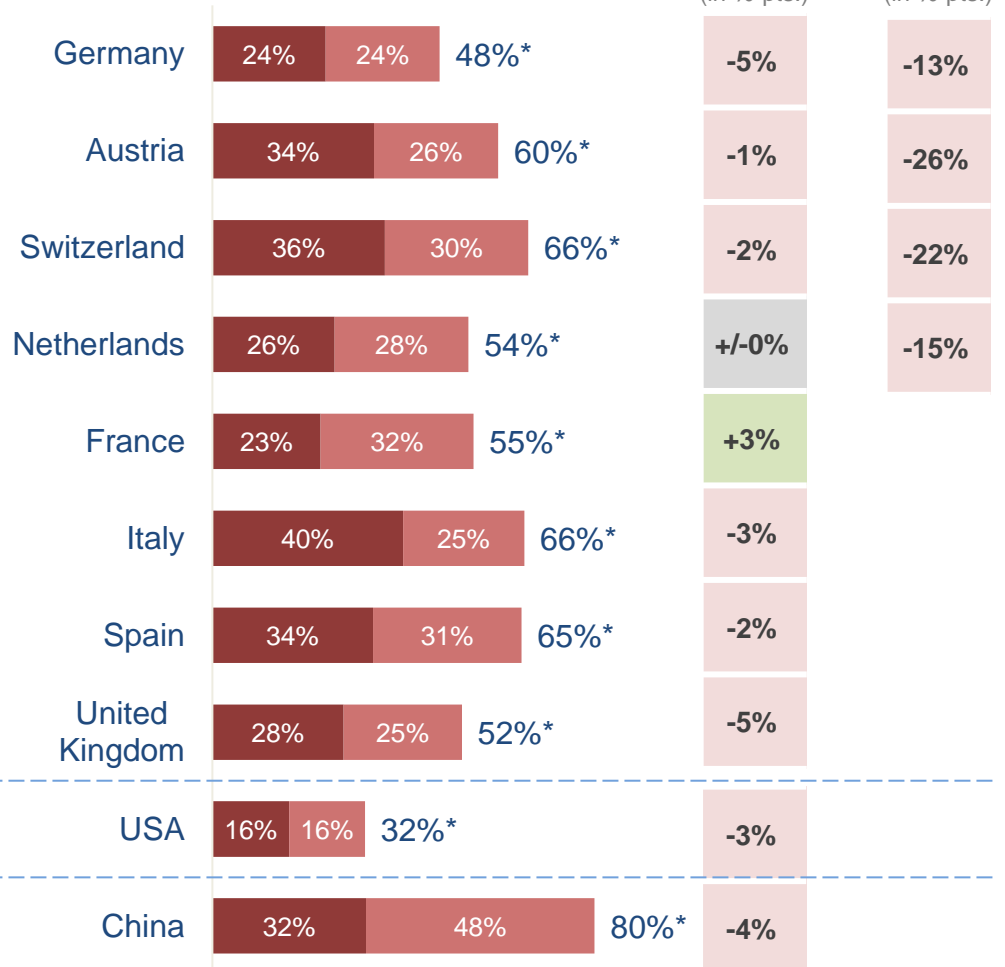
General intention to travel abroad for short trips

(Comparison within the next 12 months / 3 years)

12 months



3 years



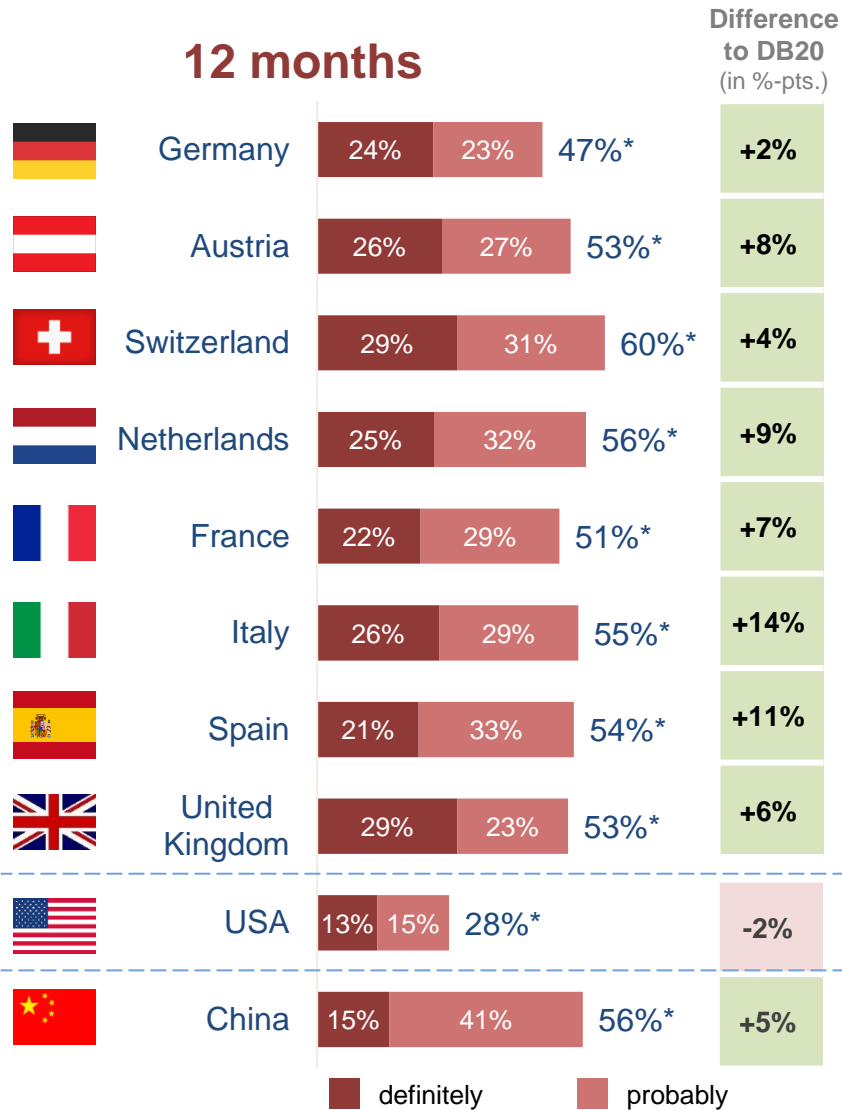
Source: inspektour (international) GmbH / FH Westküste, 2018 / 2020 / 2021

Base: all respondents in the respective source markets (n = min. 1,000)
 Top-two-box on a scale from "4 = definitely" to "1 = definitely not"; in % of respondents
 * Possible deviations of 1% from the sum of the individual values are due to rounding.

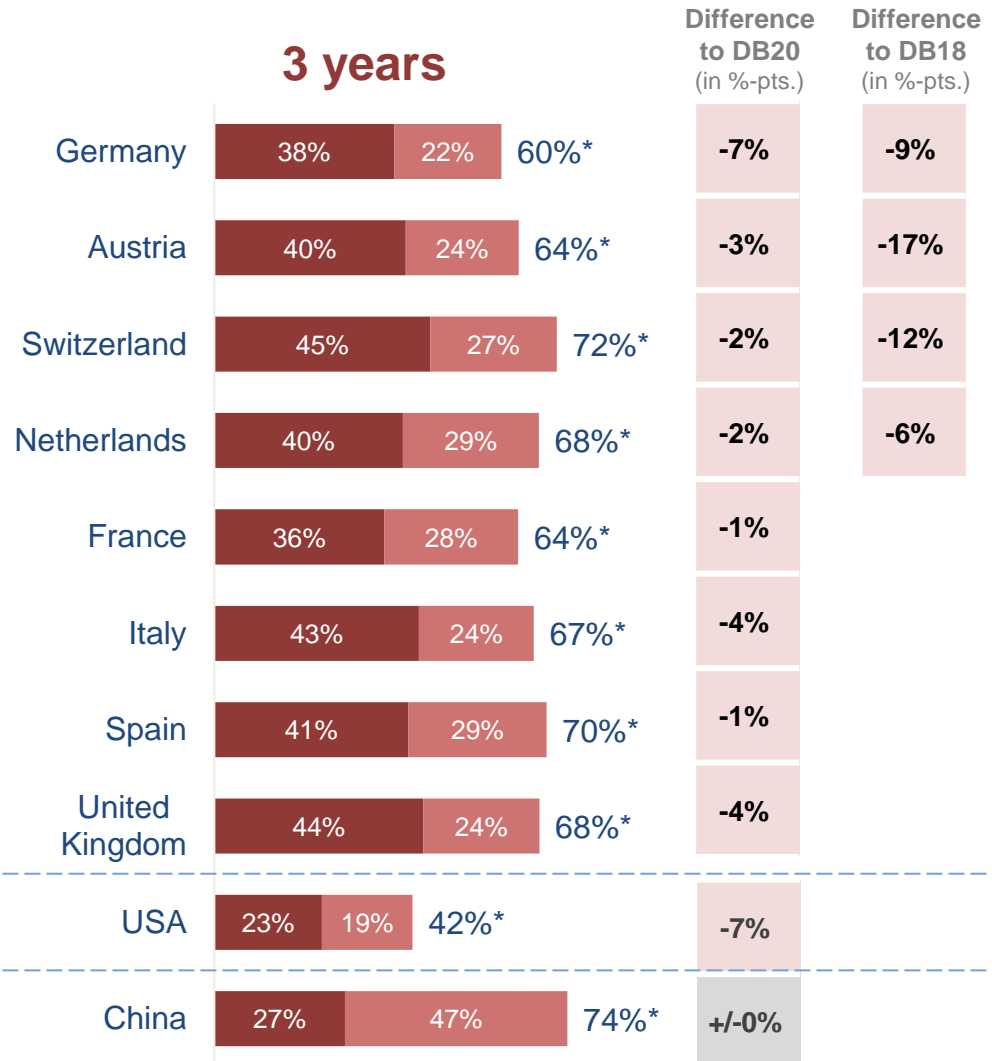
General intention to travel abroad for longer holiday trips *inspektour*

(Comparison within the next 12 months / 3 years)

12 months



3 years



Source: inspektour (international) GmbH / FH Westküste, 2018 / 2020 / 2021

Base: all respondents in the respective source markets (n = min. 1,000)
Top-two-box on a scale from "4 = definitely" to "1 = definitely not"; in % of respondents
* Possible deviations of 1% from the sum of the individual values are due to rounding.

Source market comparison:

Unsupported theme competence (top of mind)

Question:

Please imagine that you intend to go on a “culinary trip”.

Which international tourist destinations
(countries, cities, regions etc.) do you consider
particularly suitable for this purpose?

TOP 5 Top of mind international tourist destinations: Particularly suitable for a “culinary trip”

	DE	AT	CH	NL	FR	IT	ES	UK	US	CN
Italy	1	1	1	1	1		1	1	1	5
France	2	2	2	2		2	2	2	2	3
Spain	3	3	3	3	2	1		3	4	
Greece	4	4	4	5	4	4		5		
Austria	5									
Croatia		4								
Germany			4	4						
Japan					3	5	5			1
Morocco					5					
Paris						3	3	4	3	
Portugal							3			
Mexico									5	
Thailand										2
Korea										4

Source: inspektour (international) GmbH, 2021

Base: all respondents in the respective source markets with valid responses (n = min. 379)
Indication of the rankings on the basis of the responses submitted

TOP 5 Top of mind international tourist destinations: Particularly suitable for an “active sports holiday”

	DE	AT	CH	NL	FR	IT	ES	UK	US	CN
Austria	1		2	1		5				
Italy	2	1	1		3		1	5	3	
Spain	3	5	5	5	1	1		3	1	
Switzerland	4	4		4		3	4	2		
France	5		3	2		2	2	1		
Croatia		2								
Germany		3	4	3		4	3		5	
USA					2	5	5	4		3
Australia					4				5	
Canada					4				2	
Mexico									4	
Japan										1
Thailand										2
Singapore										4
Korea										5

Source: inspektour (international) GmbH, 2021

Base: all respondents in the respective source markets with valid responses (n = min. 221)
Indication of the rankings on the basis of the responses submitted

Source market Germany:

Unsupported theme competence
(top of mind)

Question:

Please imagine that you intend to go on a “XY trip”.

Which international tourist destinations
(countries, cities, regions etc.) do you consider
particularly suitable for this purpose?

Particularly suitable international destinations: TOP 10-Ranking source market Germany DB21/DB18



DB21 ... to go on an active sports holiday

% of respondents*

	% of respondents*
1 Austria	36.3%
2 Italy	19.3%
3 Spain	17.4%
4 Switzerland	17.0%
5 France	9.5%
6 Turkey	7.9%
7 Sweden	5.3%
8 Netherlands	4.9%
9 Greece	4.7%
10 Norway	4.5%

DB18 ... to go on an active sports holiday

% of respondents*

	% of respondents*
1 Austria	47.1%
2 Switzerland	19.1%
3 Italy	11.7%
4 Spain	10.5%
5 Tirol	8.4%
6 France	6.7%
7 South Tirol	5.0%
8 Alps	4.8%
9 Norway	4.5%
10 Netherlands	3.8%

Particularly suitable international destinations: TOP 10-Ranking source market Germany DB21/DB18



DB21 ... to go on a culinary trip

	% of respondents*
1 Italy	44.8%
2 France	28.9%
3 Spain	23.3%
4 Greece	13.9%
5 Austria	12.9%
6 Turkey	7.9%
7 Thailand	7.1%
8 Japan	4.8%
9 Netherlands	4.1%
10 Switzerland	3.9%
10 USA	3.9%

DB18 ... to go on a culinary trip

	% of respondents*
1 Italy	42.3%
2 France	31.5%
3 Spain	22.6%
4 Austria	16.6%
5 Greece	10.5%
6 Thailand	6.0%
7 India	5.2%
8 South Tirol	4.2%
9 Japan	4.0%
10 Turkey	3.8%

Source: inspektour (international) GmbH / FH Westküste, 2018 / 2021

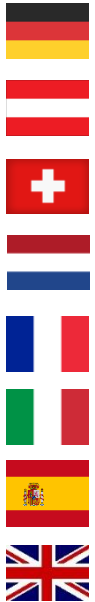
Base: all respondents in the source market Germany with valid responses (n = min. 553)

* Multiple answers possible; in % of respondents

Conclusion and outlook

General developments in European source markets

- **General potential interest:**
 - General consistency in the ranking of holiday activities compared to previous studies
 - Partial (slight) decline in the share values among the top 10 holiday activities
- The **general intention to travel abroad** within the next **12 months** has increased (slightly to significantly) in most source markets compared to DB20 - for both short and long holidays
- while in the case of the period **within the next 3 years** it is consistently declining compared to DB20 (e.g. in relation to longer holiday travel)
- The relevance of **corona travel strategies** persists - but is declining (often significantly) across source markets compared to DB20



Thank you for your attention!

Now we have time for your questions!

SAVE THE DATE – our next DB21 webinars:

22 March 2022 | 10 a.m. CET

DB21-Webinar City tourism in the second year of the coronavirus pandemic

Language of presentation: English

29 March 2022 | 10 a.m. CET

DB21-Webinar The theme competence of **Austrian destinations in the DACH region**

Language of presentation: German

21 April 2022 | 10 a.m. CET

DB21-Webinar The theme competence of **low mountain ranges and Alpine regions**

Language of presentation: German

28 April 2022 | 10 a.m. CET

DB21-Webinar The theme competence of **coastal destinations**

Language of presentation: German

Contact persons for the study series Destination Brand



Contact person for Destination Brand study

Ellen Böhling, M.A.

CEO inspektour international GmbH

Tel.: +49 (0) 40. 414 3887 412

E-Mail: ellen.boehling@inspektour.de

Destination Brand team



CEO inspektour (international) GmbH

Ralf Trimborn

Dipl. Culture Management, Dipl. Economics (FH)

Tel.: +49 (0) 40. 414 3887 42

E-Mail: ralf.trimborn@inspektour.de



Project manager market research

Alexander Koch

M.A. International Tourism Management

Tel.: +49 (0) 40. 414 3887 46

E-Mail: alexander.koch@inspektour.de



Scientific advisory board

Prof. Dr. Bernd Eisenstein

Director of the German Institute for Tourism Research

Tel.: +49 (0) 481. 85 55 545

E-Mail: eisenstein@ditf-fhw.de



Data analysis / data preparation

Dörte Waldmann

M.A. Geography and Tourism

Tel.: +49 (0) 40. 414 3887 417

E-Mail: doerte.waldmann@inspektour.de



Scientific advisory board

Anne Köchling, MTM

Project manager research

Tel.: +49 (0) 481. 85 55 556

E-Mail: koechling@ditf-fhw.de



Data analysis / data preparation

Sistine Sadlowski

M.A. International Tourism Management

Tel.: +49 (0) 40. 414 3887 413

E-Mail: sistine.sadlowski@inspektour.de

Imprint

► Publishers

inspektour (international) GmbH
Tourism and market research
Ellen Böhling, M.A.
Dipl. Culture Management, Dipl. Economics (FH) Ralf Trimborn
Managing partners
Osterstraße 124
20255 Hamburg

► Project leadership

inspektour (international) GmbH, Hamburg

► Scientific advisory board

German Institute for Tourism Research
at the West Coast University of Applied Sciences, Heide

► Data collection

Ipsos GmbH, Hamburg

Supplementary note on the used images

For illustration purposes, images from “pixabay” (www.pixabay.com) were used in the context of the webinar.