

You would like to know which characteristics, attributes and values are associated with your destination? What is perceived as typical for your destination? Is your destination brand perceived as trendy, hospitable, inspiring or eventful? How relevant are these characteristics and values for tourists when they choose a destination? How are your competitors rated in comparison to you?

Within the framework of DESTINATION BRAND 22 in autumn 2022 the

## Profile characteristics + Spontaneous associations in Germany | Austria | Switzerland | Netherlands | China France | Italy | Spain | United Kingdom | USA

is measured in an online survey representative of the respective population.

### Module 1: Profile characteristics

#### What do you get?

- **Brand image statements** through the (supported) assessment of attributes and characteristics of your destination among the represented population based on a three-dimensional competitive analysis:
  - **Demand:** Survey of the general (i.e., regardless of a specific destination) relevance of more than 40 characteristics and attributes when choosing tourist destinations
  - **Supply:** Demand-oriented assessment of the characteristics of your destination for a total of 10 attributes (5 general and 5 freely selectable attributes)
  - **Competition:** Your profile characteristics in a ranking with other (inter)national destinations

### Module 2: Spontaneous associations

#### What do you get?

- **Statements on the spontaneous associations** of the represented population of the respective source market to the question “What comes to your mind spontaneously when you think about the destination “*Name of your destination*”?”
  - **Clustering** of the large number of different **individual responses** into top categories and the respective subcategories
  - **Wordcloud for the top 20 subcategories** based on all respondents
  - **Additional differentiated evaluation** of the top 20 subcategories according to the following sub-groups: visitors in the past + travellers with distinct intention to travel abroad (for international source markets only)

### Other standard data preparations:

#### Module 1 and 2:

- Standard target group analysis for up to 6 individually definable target groups

#### Only module 1:

- **Sociodemographic differentiations** of key results according to 8 criteria (e.g., age, origin)
- **Time comparison** of key results for all tourist destinations in the source market Germany, which have been surveyed in the previous studies (e.g., DB17 or DB14)
- **Competitor analysis** with all destinations per source market; for source market Germany benchmarking is planned for more than 150 German and international destinations, divided into different categories (e.g., cities, mountain ranges etc.)

**Additional target group analyses (chargeable):** „Sinus-Milieus® Germany / -Meta-Milieus®“ and „BeST types of holidaymakers“

## Methodology and schedule

- Method: Online-survey in national language (quota sample) in Oct. / Nov. 2022
- High number of cases: At least 1,000 respondents per destination per source market
- Representative of the local population living in private households (in China: urban population with affinity to travel abroad) between 14-74 years (in China: aged 14-59 years)
- Data preparation: 1 individual report per module per source market (PDF-file) for your tourist destination
- Data delivery:
  - Module 1: Advance extract scheduled for beginning of March 2023, full individual report for end of April 2023
  - Module 2: Full individual report scheduled for end of March 2023 at the earliest (no advance extract intended)

## DESTINATION BRAND 22 | Conditions

For your participation in this year's study, you can choose from up to 10 source markets. Below you will find an overview of the prices (net) per source market:

	Price (net) per destination per source market in EUR	
<b>Module 1: Profile characteristics</b>	<b>3.900 €</b>	
<b>Module 2: Spontaneous associations</b>	<b>3.500 €</b>	
	<b>When ordering a minimum of 2 sub-studies (module 1 and / or 2):</b>	<b>When ordering a minimum of 4 sub-studies (module 1 and / or 2):</b>
<b>Your advantage</b> (independent of source markets)	<b>5% price reduction</b>	<b>10% price reduction</b>

(Taxation applies to companies domiciled in the Federal Republic of Germany)

## Important to know:

- The feasibility of the survey for module 1 and 2 as well as the number of comparative destinations within the framework of the competitor analysis in module 1 depends on the specific order situation in the respective source markets. Please contact us for the current participation status.
- Within the framework of the competitor analysis in module 1, a comparison is only possible with participating destinations, which have registered for the survey in the same source market until the 30<sup>th</sup> of September 2022.
- Exception in source market Germany: It is planned to carry out the survey for more than 150 German and international tourist destinations. Benefit for you: Extended benchmark possibilities in module 1
- A time comparison of the key results of module 1 will be prepared additionally for all tourist destinations in the source market Germany, which have been surveyed in the previous studies on profile characteristics DB17, -14 and / or -11. For the other source markets, no survey has been conducted so far in the previous studies.
- The number of cases is min. n = 1,000 per tourist destination per source market. With a prompted brand awareness below 12% a (standard) target group analysis and sociodemographic differentiations cannot be realised.
- DB22 is scientifically supported by the German Institute for Tourism Research of the West Coast University.

## Registration for participation in DB22:

For participation, please send us the completed **DB22 Order form**

**Deadline:**  
**30.09.2022**

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Download at: [www.destination-brand.com/teilnahme-destination-brand-22/](http://www.destination-brand.com/teilnahme-destination-brand-22/)



If you have any questions regarding the study or the order form, please don't hesitate to contact us!