DESTINATION BRAND (DB) 22

Measuring profile characteristics + spontaneous associations for your tourist destination

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| --- | --- |
| Customer | Contact person |

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| --- | --- | --- | --- |
| Institution: |       | Name: |       |
| Street / No.: |       | Surname: |       |
| PC / Location: |       | Phone: |        |
| VAT ID No.: |       | Email: |        |

Selection of the source markets and sub-studies *(please fill out!)*

Please select below in which **source markets** you would like to commission an individual report on **profile characteristics** **(module 1)** and / or **spontaneous associations (module 2)** for your destination.[[1]](#footnote-1)

|  |  |  |
| --- | --- | --- |
|  |  | Survey in |
|  | **Source market****Sub-study[[2]](#footnote-2)** | France | Italy | Spain | United Kingdom | USA |
| Survey of | **Module 1: Profile characteristics***(individual report incl. sociodemographic differentiations and standard target group analysis)* |[ ]  **3.900 €** |[ ]  **3.900 €** |[ ]  **3.900 €** |[ ]  **3.900 €** |[ ]  **3.900 €** |
|  | **Module 2: Spontaneous associations***(individual report incl. standard target group analysis)* |[ ]  **3.500 €** |[ ]  **3.500 €** |[ ]  **3.500 €** |[ ]  **3.500 €** |[ ]  **3.500 €** |
|  | **Source market****Sub-study2** | Germany | Austria | Schweiz | Netherlands | China |
|  | **Module 1: Profile characteristics***(individual report incl. sociodemographic differentiations and standard target group analysis)* |[ ]  **3.900 €** |[ ]  **3.900 €** |[ ]  **3.900 €** |[ ]  **3.900 €** |[ ]  **3.900 €** |
|  | **Module 2: Spontaneous associations***(individual report incl. standard target group analysis)* |[ ]  **3.500 €** |[ ]  **3.500 €** |[ ]  **3.500 €** |[ ]  **3.500 €** |[ ]  **3.500 €** |
| Additional target group analyses[[3]](#footnote-3)  | **Sinus-Milieus® Germany***(only for source market Germany)* |[ ]  **1.700 €** | **for module 1** | *Precondition: At least one information package of the SINUS Institute has been booked by your institution in the period of 2019 to 2022 or you additionally order such an information package in the course of this DB22 order. In both cases, you can request an additional order form for this purpose from us.* |
|  |  |[ ]  **1.700 €** | **for module 2** |  |
|  | **Sinus-Meta-Milieus®***(only for source market Germany)* |[ ]  **1.700 €** | **for module 1** |  |
|  |  |[ ]  **1.700 €** | **for module 2** |  |
|  | **“BeST types of** **holiday makers”** *(only for source market Germany)* |[ ]  **1.700 €** | **for module 1** |  |
|  |  |[ ]  **1.700 €** | **for module 2** |  |

 *Net price + VAT. Taxation applies to companies domiciled in the Federal Republic of Germany.*

Your advantage: For ordering a minimum of 2 sub-studies per destination (independent of the source markets): **5% price reduction** on the individual reports on the profile characteristics (module 1) and the spontaneous associations (module 2);
minimum of 4 sub-studies: **10% price reduction[[4]](#footnote-4)**

Optional supplementary services for data transfer or data interpretation

We will be happy to support you in the transfer and interpretation of your data. For this purpose, you can order the following supplementary services at a flexible time, which can be carried out from **May 2023** onwards:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Data transfer / interpretation(*one single event independently* *of the scope of selection)* | **DB22-Presentation of results** *(bookable for module 1 or module 2 or both modules in combination)* | [ ]  | **1.000 €** | **online** | *Presentation of destination-specific key results of DB22incl. discussion and first data interpretation,**duration: 45-60 minutes* |
| [ ]  | **1.500 €** *plus travel expenses* | **on site** |
| **DB22-Workshop incl. identification of previously unused potentials** *(bookable for module 1 or module 2 or both modules in combination)* | [ ]  | **2.500 €** | **online** | *See DB22-Presentation of results +**identification of previously unused potentials regarding the selected portfolio of profile characteristics or associations + joint development of conclusions for marketing- and sales strategies, duration: half day*  |
| [ ]  | **3.000 €** *plus travel expenses* | **on site** |
| **DB20 to 22-Workshop incl. identification of previously unused potentials***(bookable for the sub-studies DB 20 to DB 22)* | [ ]  | **4.000 €** | **online** | *Consolidation and presentation of the results from the sub-studies DB20 to DB22 to show the holistic demand-side perception of your destination and of previously unused potentials + joint development of conclusions for*  *the future (further) development of the brand or marketing- and sales strategies , duration: half day* |
| [ ]  | **4.500 €** *plus travel expenses* | **on site** |

*Net price + VAT. Taxation applies to companies domiciled in the Federal Republic of Germany.*

Definition of the name of your tourist destination[[5]](#footnote-5) *(please fill out!)*

In the spaces below, please indicate **by what name** the examination of the profile characteristics and / or spontaneous associations of your destination should be conducted in each of the source markets you selected:

|  |  |
| --- | --- |
|  | Name of the tourist destination |
| Survey in | France (FR) |       |
| Italy (IT) |       |
| Spain (ES) |       |
| United Kingdom (UK) |       |
| USA (US) |       |
| Germany (DE) |       |
| Austria (AT) |       |
| Switzerland (CH) |       |
| Netherlands (NL) |       |
| China (CN) |       |

*Please indicate the name of your tourist destination possibly also in the corresponding national language or the name you use (or want to use) to advertise your tourist destination in the corresponding source market. Please note that the tourist destination will be surveyed as it is written in this table (i.e., in the language / languages specified by you, incl. capitals and lowercase as well as any punctuation if applicable). If you need support in translating the name of your tourist destination in the respective national language, please contact us.*

Selection of specific characteristics for the analysis of the profile characteristics
*(please fill out – even if you are only booking the spontaneous associations (module 2) for your tourist destination!)*

By ordering the individual report on the measurement of profile characteristics (module 1), the following **5 general characteristics** is examined by default for all tourist destinationsin the selected source market[[6]](#footnote-6):

1. offering a lot of variety
2. attractive
3. authentic / genuine
4. sustainable
5. hospitable

Furthermore, you can flexibly select **5 additional specific characteristics per source market** for the supported evaluation of the profile characteristics of your destination. Among them, it is possible to choose **one self-selected characteristic** which is not listed in the following overview of specific themes (please add it in row 36):

|  |  |
| --- | --- |
| **Specific characteristics** | Please tick where appropriate |
|  | DE | FR | IT | ES | UK | US | AT | CH | NL | CN |
| 1. | active |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 2. | accessible |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 3. | charming / endearing |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 4. | opportunity to experience digitally |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 5. | honest / credible |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 6. | unique |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 7. | decelerating / liberating |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 8. | refreshing |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 9. | restorative / relaxing |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 10. | opportunity to experience wine culture |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 11. | eventful |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 12. | family-friendly |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 13. | peaceful / calm |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 14. | pleasant |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 15. | historically interesting |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 16. | high-quality / good for holidaying |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 17. | informative / educational |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 18. | inspiring |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 19. | intensive / exhilarating |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 20. | international |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 21. | rich in contrast |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 22. | culturally interesting |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 23. | rural / scenic |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 24. | casual / chill |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 25. | lively / hip |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 26. | LGBTQI+ friendly (i.e., friendly towards people who are not heterosexual or whose gender identity does not align with the binary model of male and female) |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 27. | natural |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 28. | not crowded / insider tip |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 29. | service-oriented |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 30. | safe |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 31. | sporty |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 32. | opportunity to experience city flair and do activities in the surrounding area |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 33. | traditional |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 34. | surprising |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 35. | vitalising |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
| 36. | Self-selected characteristic[[7]](#footnote-7):        |[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

Data delivery: For module 1 (profile characteristics) an advance extract is scheduled for the beginning of March 2023. The delivery of the full individual report is scheduled for the end of April 2023 at the earliest. For module 2 (spontaneous associations) the delivery of the individual report is scheduled for the end of March 2023 at the earliest (no advance extract intended).

Registration deadline and terms of payment *(please fill out!)*

Registration deadline is the **30th September 2022**. **A subsequent commission is only possible for the survey in the source market Germany**, if the tourist destination was considered for the DB22-survey.[[8]](#footnote-8) The fee will be charged after the registration deadline has passed. There are three options for the payment due dates – please tick:

[ ]  **Payment option 1:** The total price will be charged at 100% in 2022.

[ ]  **Payment option 2:** The total price will be charged at 50% in 2022, 50% in the second quarter of 2023.

[ ]  **Payment option 3**: The total price will be charged at 100% in the second quarter of 2023.

The customer commissions inspektour (international) GmbH in accordance with the selection made on pages 1 to 3 for the provision of the respective services within the scope of the study „Measuring the profile characteristics and / or the spontaneous associations for your tourist destination“.

Data protection declaration of consent:With my signature I agree that inspektour (international) GmbH
may provide me with information and offers, especially regarding DESTINATION BRAND, by post or email for the purpose of advertising.

Right of objection: You can make use of your right of objection basically at any time without stating reasons and amend or completely revoke the granted data protection declaration of consent with effect for the future.

      Your contact person at inspektour:

Location, date Ellen Böhling

 Phone: +49 (0)40 414 3887 412

 Please send us your completed order form via:

 Fax: +49 (0)40 414 3887 44

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email: ellen.boehling@inspektour.de

Signature / company stamp Postal mail: inspektour (international) GmbH

Osterstraße 124

20255 Hamburg

1. **Evaluation and copy rights:** Are held by inspektour (international) GmbH. **Rights of use of the recipients:** Unrestricted use of the evaluation results is not permitted. In the case of the individual report on profile characteristics (module 1) and spontaneous associations (module 2), the recipients are allowed to pass on or publish individual results in the context of their own works, naming the reference source of the survey / evaluation as follows: “inspektour (international) GmbH”. The results of the **destination-independent** evaluations (e.g., general relevance of profile characteristics) of module 1 are **not the exclusive property of the customer**.Thus, these results can still be sold by inspektour (international) GmbH to third parties. The inspektour (international) GmbH is generally interested in publishingselected destination-independent results in the form of (online) presentations andpublications. **Data preparation:** The results of both modules are prepared in one report per source market per module. For German-speaking clients, the individual report is delivered in German - for non-German-speaking clients in English. **Evaluation contents:** For thedestination-specific core content, the individual reports on profile characteristics (module 1) and spontaneous associations (module 2) contain a **standard target group analysis** (includes a differentiated evaluation according to up to 6 individually definable target groups based on 1.) socio-demographiccriteria, 2.) the general (i.e., destination-independent) interest in holiday activities, 3.) the general (i.e., destination-independent) relevance of profile characteristics or the combination of options 1.) to 3.). Only the individual report on profile characteristics (module 1) also contains socio-demographic differentiations. Please note that within the framework of the individual report on spontaneous associations (module 2), it is generally **not possible to make competitor and time comparisons**. [↑](#footnote-ref-1)
2. The number of cases is at least n = 1,000 per destination per source market. In the case of a prompted brand awareness below 12%, no (standard) target group analyses are carried out due to the number of cases (and additionally, in the case of the individual report on profile characteristics, no socio-demographic differentiations). Should the case of a prompted brand awareness below 12% arise, we will contact you to coordinate the further procedure. [↑](#footnote-ref-2)
3. Includes an additional differentiated evaluation of the respective destination-specific core contents according to all “Sinus-Milieus® Germany”, “Sinus-Meta-

 Milieus®” and / or “BeST types of holiday makers” (if possible due to number of cases). The respective data preparation includes +/- 10 pages of results on the profile characteristics (1 page of results per profile characteristics) of your destination (module 1) or +/-4 supplementary pages of results on the top 20 subcategories of the spontaneous associations to your destination (module 2). In the case of a presumed level of awareness of less than 25%, prior to the survey we will evaluate with you the possibilities to carry out a target group analysis according to your selected option of target group segmentation due to the available number of respondents. [↑](#footnote-ref-3)
4. Other additional services that can be booked (e.g. additional target group analyses according to the "Sinus-Milieus® Germany", "Sinus-Meta-Milieus®" and / or "BeST- holidaymaker types" as well as presentations of results and DB workshops) are not included in the discount options. [↑](#footnote-ref-4)
5. The survey is conducted in the respective national language of the source market (in the case of the source market Switzerland both in German and French). [↑](#footnote-ref-5)
6. Compared to the predecessor studies DB11-14-17, there may be limitations in the comparability of designations over time for individual profile characteristics. These are due to an adjustment of some designations of profile characteristics within the scope of the DB22 study. The addition or omission of individual profile characteristics is due to the expansion and actualisation of the profile study and the associated review of the relevance of the characteristics. [↑](#footnote-ref-6)
7. Regardless of the number of source markets booked, the possibility of choosing a profile characteristic that is not listed in the overview above is limited to a total of one specific characteristic. We will be happy to advise you on the formulation of your individual profile characteristic. [↑](#footnote-ref-7)
8. For the source market Germany, a survey of more than 150 German and international destinations is planned. In the case of the other source markets, the feasibility of the survey as well as the number of comparative destinations within the framework of the competitor analysis depends on the source market specific order situation. Please contact us for the current participation status. [↑](#footnote-ref-8)