

Would you like to know how the welcome culture, quality of life and the impact of tourism in your destination are evaluated from the demand-side? How selected classic and digital tourism offers and infrastructure (e.g. accessibility, accommodation, mobility on site) in your destination are assessed by potential guests and visitors in the past? How relevant are these tourism aspects, offers and infrastructures for tourists when they choose a destination? How are your competitors rated in comparison to you?

Within the framework of DESTINATION BRAND 23 in autumn 2023 the

## Image of destinations as tourism and living space 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: Offers + infrastructure

#### What do you get?:

- **Statements on the evaluation of the classic + digital offers + infrastructure** of your destination among the represented population based on a three-dimensional competitive analysis:
  - **Demand:** Survey of the general (i.e. destination-independent) relevance of more than 30 tourism offers and infrastructure elements when choosing a tourist destination
  - **Supply:** Demand-oriented assessment of your destination on a total of 15 tourism aspects, offers + infrastructure elements (8 general and 7 freely selectable) + open Top of Mind query
  - **Competition:** Your offer / infrastructure evaluation in a ranking with other (inter)national destinations

### Module 2: Quality of life + welcoming culture

#### What do you get?:

- **Statements on brand personality** through the (supported) assessment of characteristics of your destination on **quality of life + welcome culture** among the represented population based on a three-dimensional competitive analysis:
  - **Demand:** Survey of the general (i.e. destination-independent) relevance of 10 characteristics when choosing a tourist destination
  - **Supply:** Demand-oriented assessment of your destination on the quality of life and the impact of tourism in general as well as on a total of 10 defined characteristics regarding the quality of life / welcome culture (fix for all participating destinations) + open Top of Mind query
  - **Competition:** Your evaluation of the queried contents in a ranking with other (inter)national destinations

**Included and to get to know: DEMO access to our DB Dashboard**

### Further standard data preparations:

#### Module 1 and 2:

- **Standard target group analysis** for up to 6 individually definable target groups
- **Sociodemographic differentiations** of key results according to 8 criteria (e.g., age, origin)
- **Competitive comparison** to all destinations studied per source market; on the source market Germany a benchmark is planned for more than 150 German and international destinations
- **Additional target group analyses (chargeable)** possible on the source market Germany according to the "Sinus-Milieus® Germany / -Meta-Milieus®" and "BeST types of holidaymakers"

## Methodology and schedule

- Method: Online-survey in national language (quota sample) in Oct. / Nov. 2023
- 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. If the “digital offers” in Module 1 are selected, a separate report will be prepared for this part.
- Data delivery module 1 and 2: Complete report delivery is scheduled for the end of March 2024 at the earliest.

## DESTINATION BRAND 23 | 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:</b> Offer + Infrastructure  incl. demo access to the DB dashboard	<b>4,500 €</b>	
<b>Module 2:</b> Quality of Life + Welcome Culture  incl. demo access to the DB dashboard	<b>3,900 €</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 of modules 1 and 2 as well as the number of comparison destinations within the frame of the competitor analysis depends on the specific order situation in the respective source market. Please contact us for the current participation status.
- Only those destinations that have registered for the survey in the same source market until the 30<sup>th</sup> of September 2023 will be considered for the competitor analysis.
- 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 for both modules.
- A time comparison is not possible due to the first-time implementation of both modules.
- The number of cases is at least n = 1,000 per destination per source market. With a prompted brand awareness of less than 12%, a higher statistical uncertainty must be taken into account when interpreting the results of the (standard) target group analyses and the socio-demographic differentiations.

## Registration for participation in DB23:

For participation, please send us the completed **DB23 order form**

- via E-mail: ellen.boehling@inspektour.de
- via Fax: +49 (0)40 414 3887 44
- via Mail: inspektour (international) GmbH  
Osterstraße 124, 20255 Hamburg

Download at: <https://destination-brand.com/en/participation-destination-brand-23/>

**Deadline:**  
**30.09.2023**



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