

DESTINATION BRAND (DB) 23

Measuring the image of destinations as a tourism and living space + Demo access to the DB Dashboard

Customer

Institution:
Street / No.:
PC / Location:
VAT ID No.:

Contact person

Name:
Surname:
Phone:
Email:



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

Please select in **which source markets** you would like to commission an individual report on tourism **offers + infrastructure (Module 1)** and / or the **quality of life + welcome culture (Module 2)** for your destination.¹

		Survey in					
		France	Italy	Spain	United Kingdom	USA	
Survey of	Sub-study ²	Source market					
	Module 1: Offers + infrastructure <i>(Individual report + demo access to DB Dashboard)</i>	<input type="checkbox"/> 4,500 €	<input type="checkbox"/> 4,500 €	<input type="checkbox"/> 4,500 €	<input type="checkbox"/> 4,500 €	<input type="checkbox"/> 4,500 €	
	Module 2: Quality of life + welcome culture <i>(Individual report + demo access to DB Dashboard)</i>	<input type="checkbox"/> 3,900 €	<input type="checkbox"/> 3,900 €	<input type="checkbox"/> 3,900 €	<input type="checkbox"/> 3,900 €	<input type="checkbox"/> 3,900 €	
	Sub-study ²	Source market					
	Module 1: Offers + infrastructure <i>(Individual report + demo access to DB Dashboard)</i>	<input type="checkbox"/> 4,500 €	<input type="checkbox"/> 4,500 €	<input type="checkbox"/> 4,500 €	<input type="checkbox"/> 4,500 €	<input type="checkbox"/> 4,500 €	
	Module 2: Quality of life + welcome culture <i>(Individual report + demo access to DB Dashboard)</i>	<input type="checkbox"/> 3,900 €	<input type="checkbox"/> 3,900 €	<input type="checkbox"/> 3,900 €	<input type="checkbox"/> 3,900 €	<input type="checkbox"/> 3,900 €	
Additional target group analyses ³	Sinus-Milieus® Germany <i>(only for source market Germany)</i>	<input type="checkbox"/> 1,900 €	<input type="checkbox"/> 1,700 €	Precondition: At least one information package of the SINUS Institute has been booked by your institution in the period of 2020 to 2023 or you additionally order such an information package in the course of this DB23 order. In both cases, you can request an additional order form for this purpose from us.			
			for module 1				
			for module 2				
	Sinus-Meta-Milieus® <i>(only for source market Germany)</i>	<input type="checkbox"/> 1,900 €	<input type="checkbox"/> 1,900 €				for module 1
			for module 2				
	„BeST types of holiday makers“ <i>(only for source market Germany)</i>	<input type="checkbox"/> 1,900 €	<input type="checkbox"/> 1,900 €				for module 1
		for module 2					

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

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 offers + infrastructure (module 1) and quality of life + welcome culture (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 the contents queried in each case) of modules 1 and 2 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 publishing selected destination-independent results in the form of (online) presentations and publications. **Data preparation:** The results of both modules are prepared in one report per source market per module. If the "digital offers" in Module 1 are selected, a separate report will be prepared for this part of the investigation. For German-speaking clients, the individual report is delivered in German - for non-German-speaking clients in English. **Evaluation contents:** For the destination-specific core content, the individual reports on offers + infrastructure (module 1) and quality of life + welcome culture (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-demographic criteria, 2.) the general (i.e., destination-independent) interest in holiday activities, 3.) the general (i.e. destination-independent) relevance of the contents queried in each case or the combination of options 1.) to 3.). Furthermore, both modules contain socio-demographic differentiations.

² 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 as well as the socio-demographic differentiations.

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).

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 Module 1 "offers + infrastructure" and on Module 2 "quality of life + welcome culture"; minimum of 4 sub-studies: **10% price reduction**⁴

NEW and included for you to get to know:

For the month of May 2024, as a DESTINATION BRAND 23 customer, you will receive free demo access to our DESTINATION BRAND dashboard.⁵

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 **April 2024** onwards:

Data transfer / interpretation (one single event independently of the scope of selection)	DB23- Presentation of results <i>(bookable for module 1 or module 2 or both modules in combination)</i>	<input type="checkbox"/>	1.500 €	online	<i>Presentation of destination-specific key results of DB23 incl. discussion and first data interpretation, duration: 45-60 minutes</i>
		<input type="checkbox"/>	2.000 € <i>plus travel expenses</i>	on site	
	DB23-Workshop incl. identification of previously unused potentials <i>(bookable for module 1 or module 2 or both modules in combination)</i>	<input type="checkbox"/>	3.000 €	online	<i>See DB23-Presentation of results + identification of previously unused potentials regarding the selected portfolio of module 1 and / or 2 + joint development of conclusions for marketing- and sales strategies, duration: half day</i>
		<input type="checkbox"/>	3.500 € <i>plus travel expenses</i>	on site	
	DB20 to 23-Workshop incl. identification of previously unused potentials <i>(bookable for the sub-studies DB 20 to DB 22)</i>	<input type="checkbox"/>	5.000 €	online	<i>Consolidation and presentation of the results from the sub-studies DB20 to DB23 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</i>
		<input type="checkbox"/>	5.500 € <i>plus travel expenses</i>	on site	

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Definition of the name of your tourist destination⁶ (please fill out!)

In the spaces below, please indicate **by what name** the examination of the **offers + infrastructure (Module 1)** and / or **quality of life + welcome culture (Module 2)** 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.

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.

⁵ Technical requirement: Installation option of one Microsoft Power BI Pro licence per customer. The licence costs for the month of May 2024 will be borne by the inspektour (international) GmbH.

⁶ 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).

Selection of special offers / infrastructure elements (Module 1)

(please fill out - even if you are only booking module 2 "quality of life + welcome culture"!)

By ordering the individual report on offers + infrastructure (Module 1), the image of your destination is examined as standard for the following **8 general offers and infrastructure elements** (apply to all participating destinations in DB23) in the selected source market:

- 1. Accommodation offers
- 2. Arrival options / accessibility
- 1. Culinary offerings
- 2. Digital information and services about the tourist destination
- 3. Local mobility services (e.g., public transport, rental of bicycles / e-bikes, car sharing)
- 4. Service and customer orientation
- 5. Value for money
- 6. The tourist destination as a whole (overall impression)

In addition, a total of 7 further special offers / infrastructure elements per source market, including "digital offers" (fixed set of 5 - see page 4 incl. note), can be flexibly selected for the supported evaluation for each destination. Among them, it is possible to name **one offer / infrastructure element** which is not listed in the following overview of special offers / infrastructure elements (please add it in row 25):

Special offers / infrastructure elements		Please tick where appropriate									
		DE	FR	IT	ES	UK	US	AT	CH	NL	CN
1.	Art and cultural offerings (e.g., museums, exhibitions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Barrier-free accessibility of the tourist offerings (for visitors with limited mobility / limited ability to engage in activities or with impairments (e.g., visual, hearing, comprehension))	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Beach / bathing facilities (e.g., by the sea, lake, river)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Campsites / caravan and motorhome sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Climate friendliness / CO2 neutrality of the tourist offerings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	Cycling facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	(Spa) Gardens / parks / green spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	Harbours / marinas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	Health and spa services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.	Hiking facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12.	Internet access (Wi-Fi, mobile networks, hotspots)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.	Local recreation facilities / possibilities for day trips and other excursion options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.	Regionality / authenticity of tourist offerings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.	Scenery / nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.	Shopping facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17.	Sustainability of tourist offerings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18.	Swimming pools / adventure pools / thermal baths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19.	Tourism office / tourism services / tourist information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20.	town and city scape(s) / town centre / architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21.	Water sports facilities (e.g., for paddling, canoeing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22.	Wellness and beauty offerings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23.	Wildlife parks / zoos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24.	Winter sports facilities (e.g., for skiing, cross-country skiing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25.	Self-selected offers / infrastructure elements ⁷ :	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

⁷ Regardless of the number of source markets booked, the possibility of naming a special offer / infrastructure element that is not listed in the above overview is limited to a total of one special offer / infrastructure element. We will be happy to advise you on the formulation of your individual item.

Note on the set of 5 "Digital offers": When selecting the following set of 5 "digital offers", the following are assigned 5 of the 7 freely selectable special offers / infrastructure elements (see previous page) are occupied:

Set of 5 "Digital offers"		Please tick where appropriate									
		DE	FR	IT	ES	UK	US	AT	CH	NL	CN
1.	Enhancing the on site holiday experience by digital offers such as images, information / texts, animations (accessible in real time via smartphones, tablets or similar devices)										
2.	Virtual offerings in general										
3.	Virtual cultural activities related to the tourist destination (e.g., museum, gallery and exhibition visits)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Virtual information and exploration of the tourist destination (e.g., guided tours of the town / location, hotel room walk-throughs)										
5.	Virtual outdoor activities related to the tourist destination (e.g., cycling / mountain biking tours, canoeing tours, downhill skiing, hiking)										

Defined characteristics for the assessment of quality of life + welcoming culture (Module 2)

By booking the individual report on quality of life + welcome culture (Module 2), the image of your destination will be examined as standard for the following **10 general defined characteristics** (apply to all participating destinations in DB23) in the selected source market:

Part 1: Quality of life	Part 2: Welcome culture
Evaluation of quality of life in general ; Supplemented by the following quality of life characteristics:	Evaluation of the impact of tourism in general ; Supplemented by the following characteristics on welcome culture:
1. great place to live	6. hospitable
2. ecologically intact	7. sociable and easy to approach
3. politically stable	8. open to all / non-discriminatory
4. socially just	9. cosmopolitan
5. economically strong	10. welcoming / inviting

Data delivery: For Module 1 (offers + infrastructure) and Module 2 (quality of life + welcoming culture), the delivery of the complete report is scheduled for the end of March 2024 at the earliest (no advance extract intended).

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

Registration deadline is the **30th September 2023**. A subsequent commission is only possible for the survey in the source market Germany, if the tourist destination was considered for the DB23-survey.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 2023.
- Payment option 2:** The total price will be charged at 50% in 2023, 50% in the second quarter of 2024.
- Payment option 3:** The total price will be charged at 100% in the second quarter of 2024.

The customer commissions inspektour (international) GmbH in accordance with the selection made on pages 1 to 5 for the provision of the respective services within the scope of the study „Measuring the image of destinations as a tourism and living space“.

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.

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.

Location, date

Your contact person at inspektour:

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