



DESTINATION BRAND 23

The image of destinations as tourism and living spaces

INFORMATION EVENT ON THIS YEAR'S CONTENTS AND PARTICIPATION OPPORTUNITIES

What can you expect today?

Brief introduction:

The study series DESTINATION BRAND

DESTINATION BRAND 23 at a glance:

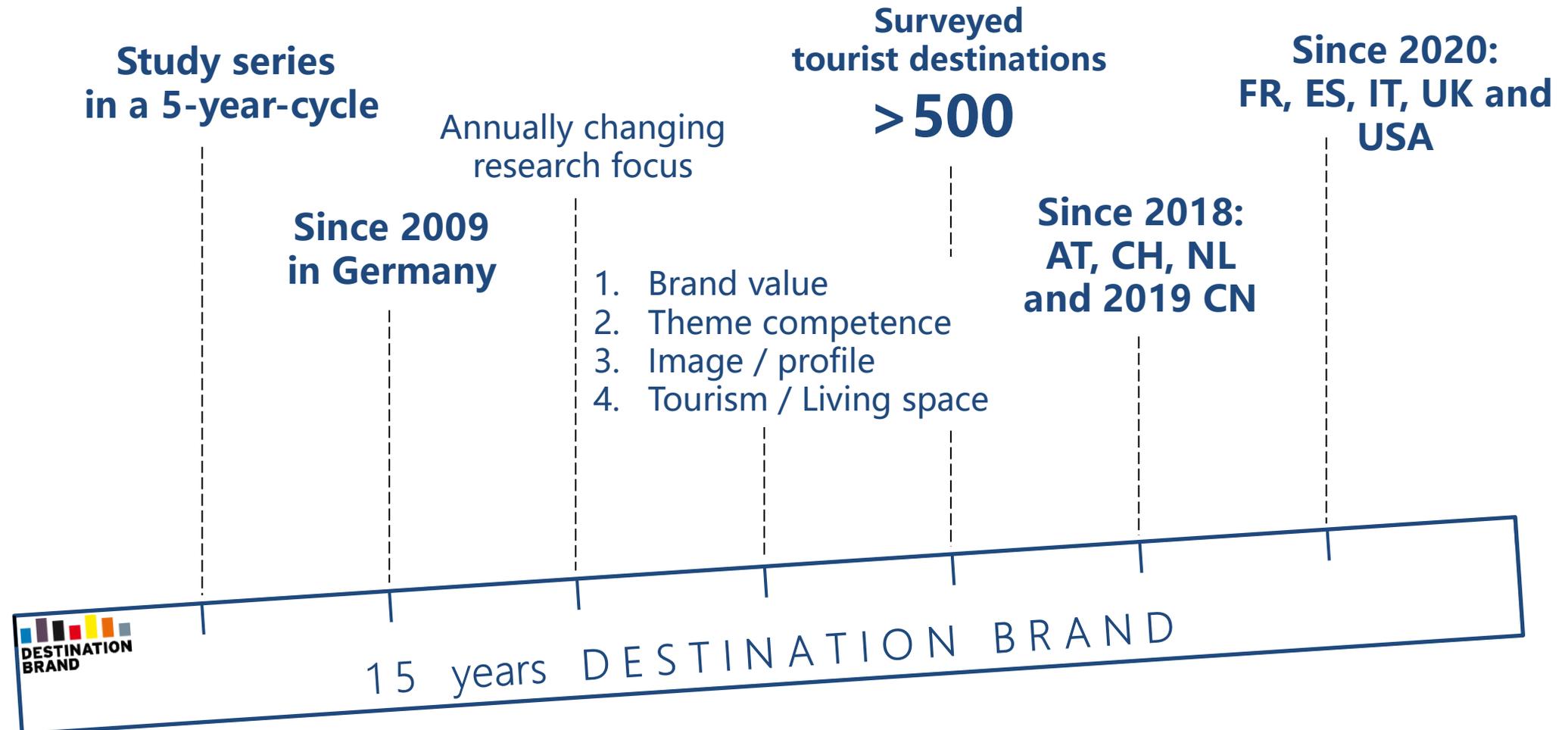
Contents, modules, benefits and participation options

Q&A

The study series

DESTINATION BRAND

The study series DESTINATION BRAND



DESTINATION BRAND 23

at a glance:

The image of destinations as tourism and living spaces

DESTINATION BRAND 23 at a glance

Module 1: offers + infrastructure

- How are selected tourism offers and infrastructure (e.g. accessibility, accommodation, local mobility) in your destination rated by potential guests and visitors in the past?
- Which tourism offers, aspects and infrastructure elements are associated with your destination by the representative population in the individual source markets?
- With which offers can you score with your target groups?
- How do your competitors compare to you?



DESTINATION BRAND 23 at a glance

**Module 1:
offers +
infrastructure**

**Module 2:
quality of life +
welcome culture**

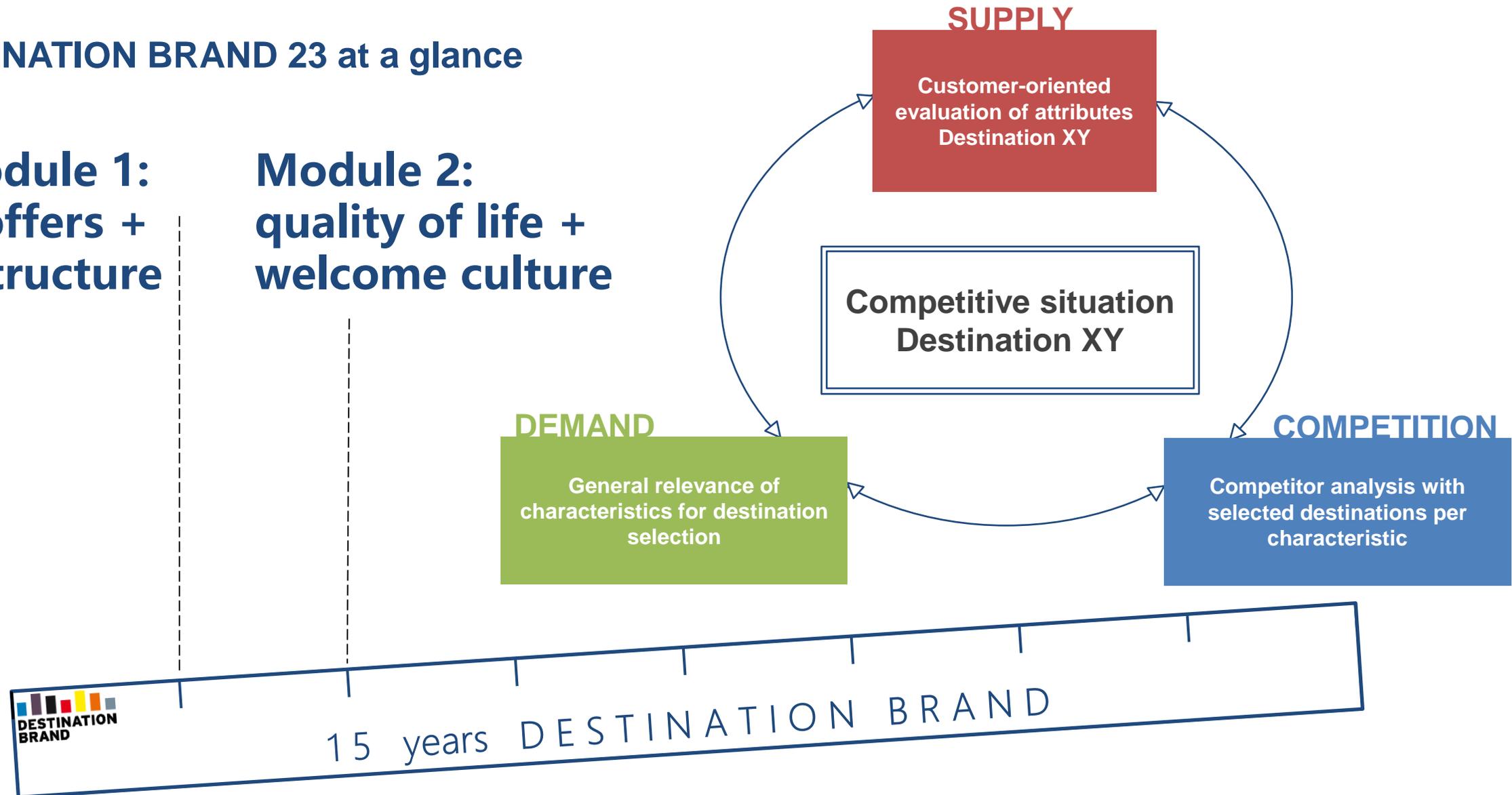
- What characteristics, attributes and values are associated with your destination?
- For example, is your destination brand perceived as hospitable, livable, open to all, politically stable or ecologically intact?
- What characteristics and personality traits do your target groups appeal to?
- What "traits" can you use to score points with your target groups?
- How do your competitors compare to you?



DESTINATION BRAND 23 at a glance

**Module 1:
offers +
infrastructure**

**Module 2:
quality of life +
welcome culture**

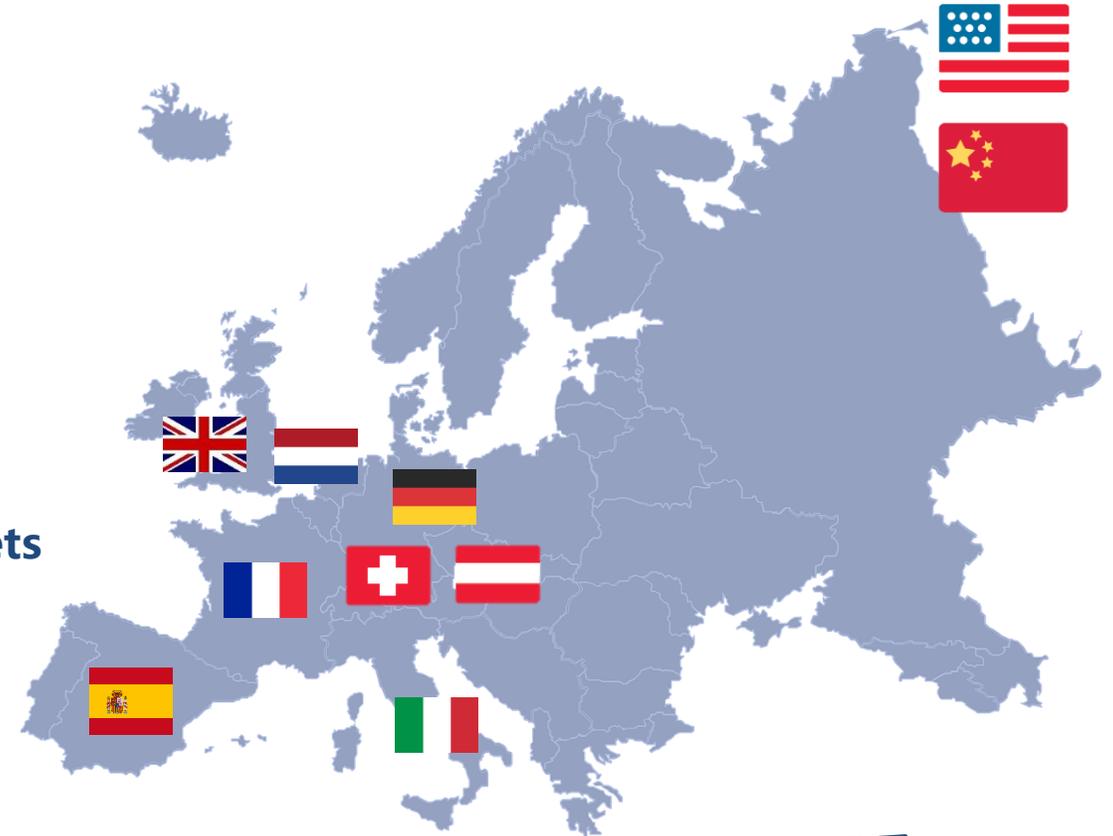


DESTINATION BRAND 23 at a glance

**Module 1:
offers +
infrastructure**

**Module 2:
quality of life +
welcome culture**

10 source markets



DESTINATION BRAND 23 at a glance

**Module 1:
offers +
infrastructure**

**Module 2:
quality of life +
welcome culture**

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

**Source market Germany:
Target group analysis
based on
BeST types of
holidaymakers
and SINUS-Milieus**

10 source markets

> 150
tourist destinations

Online survey
Field work: Oct. till Dec. 23



MODULE 1

OFFERS + INFRASTRUCTURE

MODULE 1

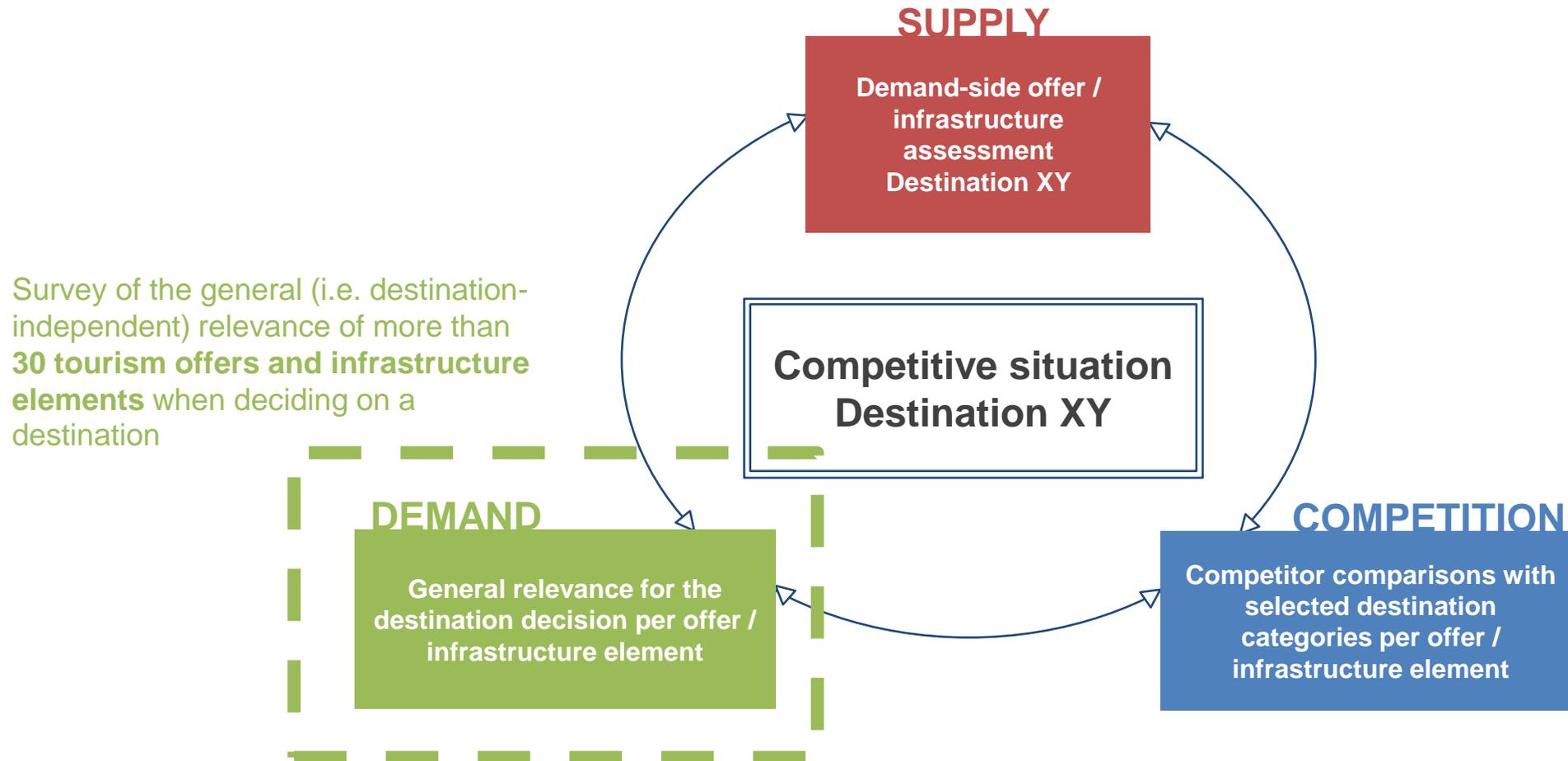
OFFERS + INFRASTRUCTURE

What is the central added value for you?

Evaluation of your tourism offer (classic + digital) and infrastructure by
potential guests + visitors in the past

Enrichment to the already examined theme competence (Destination Brand 21)

Module 1 Offers + Infrastructure – Methodology – Three-dimensional Competitive Analysis



Module 1 Offers + Infrastructure – Demand: Relevance for destination decision

General offer / infrastructure elements

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

Special offer / infrastructure elements

1. Art and cultural offerings (e.g., museums, exhibitions)
2. Barrier-free accessibility of the tourist offerings
3. Beach / bathing facilities (e.g., by the sea, lake, river)
4. Campsites / caravan and motorhome sites
5. Climate friendliness / CO2 neutrality of the tourist offerings
6. Cycling facilities
7. Events
8. (Spa) Gardens / parks / green spaces
9. Harbours / marinas
10. Health and spa services
11. Hiking facilities
12. Internet access (Wi-Fi, mobile networks, hotspots)
13. Local recreation facilities / possibilities for day trips and other excursion options
14. Regionality / authenticity of tourist offerings
15. Scenery / nature
16. Shopping facilities
17. Sustainability of tourist offerings
18. Swimming pools / adventure pools / thermal baths
19. Tourism office / tourism services / tourist information
20. Town and city scape(s) / town centre / architecture
21. Water sports facilities (e.g., for paddling, canoeing)
22. Wellness and beauty offerings
23. Wildlife parks / zoos
24. Winter sports facilities (e.g., for skiing, cross-country skiing)

Question:
How relevant are the following touristic aspects, offers and infrastructures when you choose a tourist destination for a holiday trip with at least one overnight stay in general (i.e., regardless of a specific tourist destination)?

Module 1 Offers + Infrastructure – Demand: Relevance for destination decision

General offer / infrastructure elements

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

Special offer / infrastructure elements

1. Art and cultural offerings (e.g., museums, exhibitions)
2. Barrier-free accessibility of the tourist offerings
3. Beach / bathing facilities (e.g., by the sea, lake, river)
4. Campsites / caravan and motorhome sites
5. Climate friendliness / CO2 neutrality of the tourist offerings
6. Cycling facilities
7. Events
8. (Spa) Gardens / parks / green spaces
9. Harbours / marinas
10. Health and spa services
11. Hiking facilities
12. Internet access (Wi-Fi, mobile networks, hotspots)
13. Local recreation facilities / possibilities for day trips and other excursion options
14. Regionality / authenticity of tourist offerings
15. Scenery / nature
16. Shopping facilities
17. Sustainability of tourist offerings
18. Swimming pools / adventure pools / thermal baths
19. Tourism office / tourism services / tourist information
20. Town and city scape(s) / town centre / architecture
21. Water sports facilities (e.g., for paddling, canoeing)
22. Wellness and beauty offerings
23. Wildlife parks / zoos
24. Winter sports facilities (e.g., for skiing, cross-country skiing)

Special offer / infrastructure elements (digital)

1. Enrichment of on-site holiday experiences by adding digital elements such as images, information / texts, animations



Designed by Freepik

Question:

Imagine you are on holiday:

How interested are you in general (i.e., regardless of a specific tourist destination) in enhancing your on-site holiday experiences by additional digital elements, such as images, information / texts, animations (accessible in real time via smartphones, tablets or similar devices)?

Module 1 Offers + Infrastructure – Demand: Relevance for destination decision

General offer / infrastructure elements

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

Special offer / infrastructure elements

1. Art and cultural offerings (e.g., museums, exhibitions)
2. Barrier-free accessibility of the tourist offerings
3. Beach / bathing facilities (e.g., by the sea, lake, river)
4. Campsites / caravan and motorhome sites
5. Climate friendliness / CO2 neutrality of the tourist offerings
6. Cycling facilities
7. Events
8. (Spa) Gardens / parks / green spaces
9. Harbours / marinas
10. Health and spa services
11. Hiking facilities
12. Internet access (Wi-Fi, mobile networks, hotspots)
13. Local recreation facilities / possibilities for day trips and other excursion options
14. Regionality / authenticity of tourist offerings
15. Scenery / nature
16. Shopping facilities
17. Sustainability of tourist offerings
18. Swimming pools / adventure pools / thermal baths
19. Tourism office / tourism services / tourist information
20. Town and city scape(s) / town centre / architecture
21. Water sports facilities (e.g., for paddling, canoeing)
22. Wellness and beauty offerings
23. Wildlife parks / zoos
24. Winter sports facilities (e.g., for skiing, cross-country skiing)

Special offer / infrastructure elements (digital)

1. Enrichment of on-site holiday experiences by adding digital elements such as images, information / texts, animations
2. Virtual offerings in general
3. Virtual culture-related activities related to the destination (e.g. visits to museums, galleries and exhibitions)
4. Virtual outdoor activities related to the destination (e.g. cycling / mountain bike tours, canoe tours, downhill skiing, hiking)
5. Virtual information and exploration of the destination (e.g. city / local tours, inspection of hotel rooms)



Designed by Freepik

Question:
Now imagine that you are sitting for example on the sofa at home:
How interested are you in general (i.e., regardless of a specific tourist destination) in the following completely virtual activities?



Demand: General relevance for the destination decision

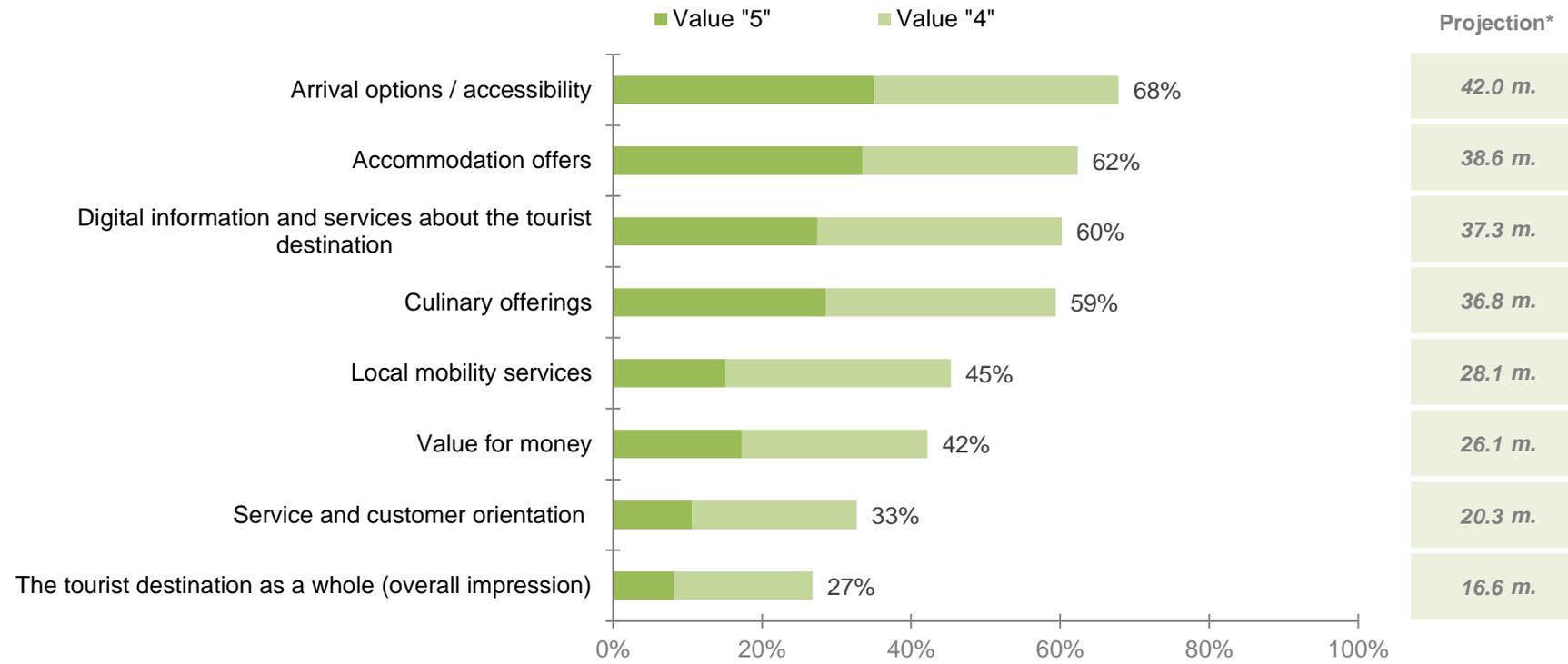
Ranking of the offer / infrastructure elements for general relevance in the destination decision (Ø = xx%)							
Source market: Germany							
Basis: All respondents Number of respondents: 15,000							
Top two box on a scale from "5 = very high relevance" to "1 = no relevance at all"							
		% of cases	Projection*			% of cases	Projection*
1	Offer / infrastructure elements 1	xx%	xx,x m.	17	Offer / infrastructure elements 17	xx%	xx,x m.
2	Offer / infrastructure elements 2	xx%	xx,x m.	18	Offer / infrastructure elements 18	xx%	xx,x m.
3	Offer / infrastructure elements 3	xx%	xx,x m.	19	Offer / infrastructure elements 19	xx%	xx,x m.
4	Offer / infrastructure elements 4	xx%	xx,x m.	20	Offer / infrastructure elements 20	xx%	xx,x m.
5	Offer / infrastructure elements 5	xx%	xx,x m.	21	Offer / infrastructure elements 21	xx%	xx,x m.
6	Offer / infrastructure elements 6	xx%	xx,x m.	22	Offer / infrastructure elements 22	xx%	xx,x m.
7	Offer / infrastructure elements 7	xx%	xx,x m.	23	Offer / infrastructure elements 23	xx%	xx,x m.
8	Offer / infrastructure elements 8	xx%	xx,x m.	24	Offer / infrastructure elements 24	xx%	xx,x m.
9	Offer / infrastructure elements 9	xx%	xx,x m.	25	Offer / infrastructure elements 25	xx%	xx,x m.
10	Offer / infrastructure elements 10	xx%	xx,x m.	26	Offer / infrastructure elements 26	xx%	xx,x m.
11	Offer / infrastructure elements 11	xx%	xx,x m.	27	Offer / infrastructure elements 27	xx%	xx,x m.
12	Offer / infrastructure elements 12	xx%	xx,x m.	28	Offer / infrastructure elements 28	xx%	xx,x m.
13	Offer / infrastructure elements 13	xx%	xx,x m.	29	Offer / infrastructure elements 29	xx%	xx,x m.
14	Offer / infrastructure elements 14	xx%	xx,x m.	30	Offer / infrastructure elements 30	xx%	xx,x m.
15	Offer / infrastructure elements 15	xx%	xx,x m.	31	Offer / infrastructure elements 31	xx%	xx,x m.
16	Offer / infrastructure elements 16	xx%	xx,x m.	32	Offer / infrastructure elements 32	xx%	xx,x m.

Source: inspektour (international) GmbH, 2023 (visualisation example with fictitious values)

* Extrapolation of the absolute volume of general relevance (number of persons).

Demand: General relevance for the destination decision

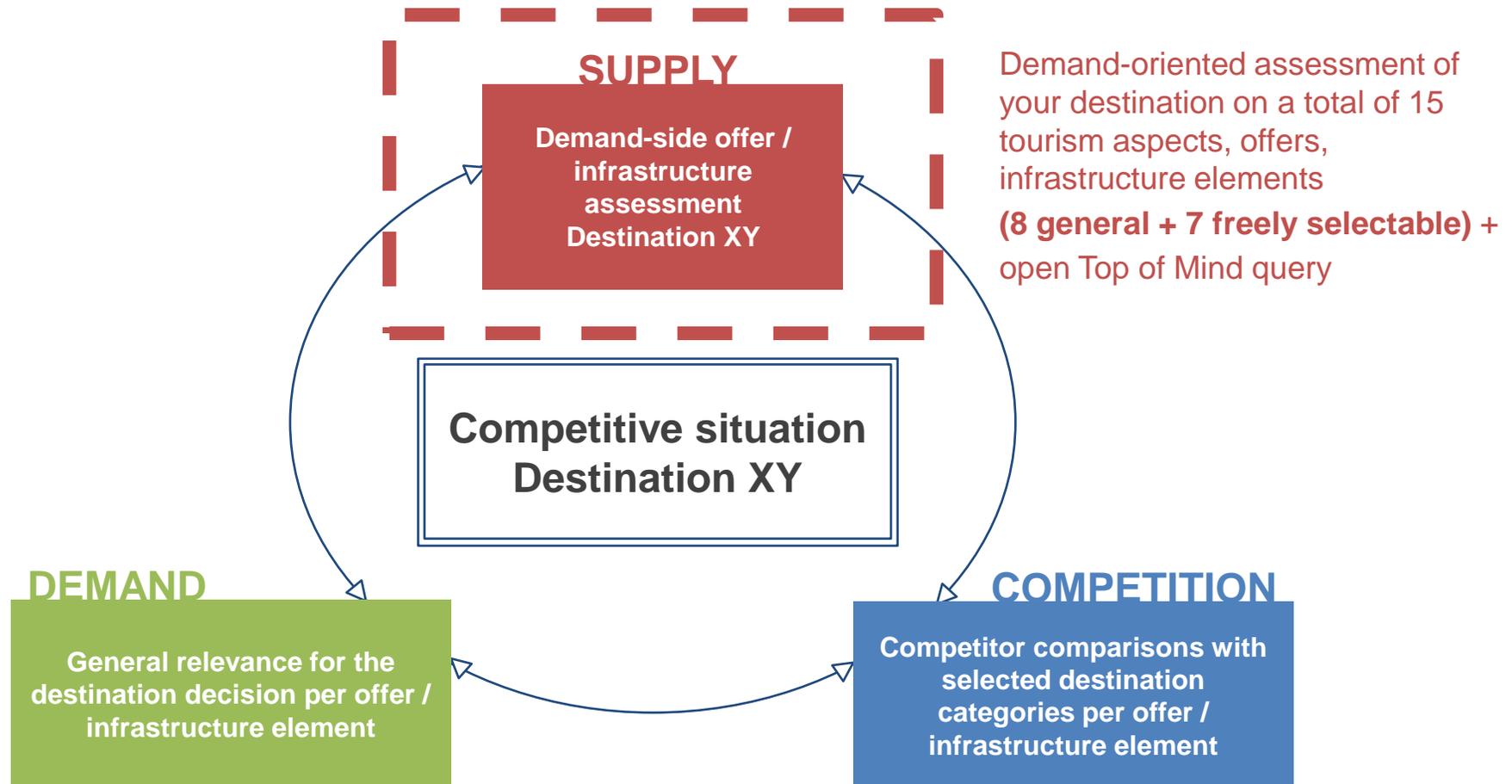
Visualisation example with fictitious values



* Extrapolation of the absolute volume of general relevance (number of persons).

analogue for the 7 individually selected special offer / infrastructure elements

Module 1 Offers + Infrastructure – Methodology – Three-dimensional Competitive Analysis



Module 1 Offers + Infrastructure – Offer: Top of Mind: Individual Result + Top 10 Ranking

Top of Mind Travel Destinations in Germany...	DESTINATION BRAND 23			
	% of respondents*	% of mentions	Number of mentions	Rank
... for a good value for money	x,x%	x,x%	xx	xx.
... for high attractiveness of the destination as a whole	x,x%	x,x%	xx	xx.

* Multiple answers possible

Top of Mind destinations "good value for money": Top 10 destinations		% of respondents*	% of mentions	Number of mentions
1	Destination 1	x,x%	x,x%	xx
2	Destination 2	x,x%	x,x%	xx
3	Destination 3	x,x%	x,x%	xx
4	Destination 4	x,x%	x,x%	xx
5	Destination 5	x,x%	x,x%	xx
6	Destination 6	x,x%	x,x%	xx
7	Destination 7	x,x%	x,x%	xx
8	Destination 8	x,x%	x,x%	xx
9	Destination 9	x,x%	x,x%	xx
10	Destination 10	x,x%	x,x%	xx

* Multiple answers possible

The DB23 reports include the top 10 rankings, each for "good value for money" + "high attractiveness of the destination as a whole"

Source: inspektour (international) GmbH, 2023 (visualisation example with fictitious values)

Module 1 Offers + Infrastructure – Offer: Supported offer / infrastructure assessment

General offer / infrastructure elements (for all destinations)

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

Question:
How do you assess the following touristic aspects, offers or infrastructures of the tourist destination _____?

Special offer / infrastructure elements (individual choice of 7 offer elements per destination)

1. Art and cultural offerings (e.g., museums, exhibitions)
2. Barrier-free accessibility of the tourist offerings
3. Beach / bathing facilities (e.g., by the sea, lake, river)
4. Campsites / caravan and motorhome sites
5. Climate friendliness / CO2 neutrality of the tourist offerings
6. Cycling facilities
7. Events
8. (Spa) Gardens / parks / green spaces
9. Harbours / marinas
10. Health and spa services
11. Hiking facilities
12. Internet access (Wi-Fi, mobile networks, hotspots)
13. Local recreation facilities / possibilities for day trips and other excursion options
14. Regionality / authenticity of tourist offerings
15. Scenery / nature
16. Shopping facilities
17. Sustainability of tourist offerings
18. Swimming pools / adventure pools / thermal baths
19. Tourism office / tourism services / tourist information
20. Town and city scape(s) / town centre / architecture
21. Water sports facilities (e.g., for paddling, canoeing)
22. Wellness and beauty offerings
23. Wildlife parks / zoos
24. Winter sports facilities (e.g., for skiing, cross-country skiing)

Special offer / infrastructure elements (digital) (fixed set of 5)

1. Enrichment of on-site holiday experiences by adding digital elements such as images, information / texts, animations



Question:
Please continue to imagine that you are on holiday:
How interested are you in enhancing your on-site holiday experiences in the following tourist destinations by additional digital elements, such as images, information / texts, animations (accessible in real time via smartphones, tablets or similar devices)?

Module 1 Offers + Infrastructure – Offer: Supported offer / infrastructure assessment

General offer / infrastructure elements (for all destinations)

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

Special offer / infrastructure elements (individual choice of 7 offer elements per destination)

1. Art and cultural offerings (e.g., museums, exhibitions)
2. Barrier-free accessibility of the tourist offerings
3. Beach / bathing facilities (e.g., by the sea, lake, river)
4. Campsites / caravan and motorhome sites
5. Climate friendliness / CO2 neutrality of the tourist offerings
6. Cycling facilities
7. Events
8. (Spa) Gardens / parks / green spaces
9. Harbours / marinas
10. Health and spa services
11. Hiking facilities
12. Internet access (Wi-Fi, mobile networks, hotspots)
13. Local recreation facilities / possibilities for day trips and other excursion options
14. Regionality / authenticity of tourist offerings
15. Scenery / nature
16. Shopping facilities
17. Sustainability of tourist offerings
18. Swimming pools / adventure pools / thermal baths
19. Tourism office / tourism services / tourist information
20. Town and city scape(s) / town centre / architecture
21. Water sports facilities (e.g., for paddling, canoeing)
22. Wellness and beauty offerings
23. Wildlife parks / zoos
24. Winter sports facilities (e.g., for skiing, cross-country skiing)

Special offer / infrastructure elements (digital) (fixed set of 5)

1. Enrichment of on-site holiday experiences by adding digital elements such as images, information / texts, animations
2. Virtual offerings in general
3. Virtual cultural activities related to the tourist destination (e.g., museum, gallery and exhibition visits)
4. Virtual outdoor activities related to the tourist destination (e.g., cycling / mountain biking tours, canoeing tours, downhill skiing, hiking)
5. Virtual information and exploration of the tourist destination (e.g., guided tours of the town / location, hotel room walk-throughs)

Question:
Please continue to imagine that you are sitting for example on the sofa at home:
How interested are you in the following completely virtual activities related to the tourist destination _____ ?



Module 1 Offers + Infrastructure – Offer: Supported offer / infrastructure assessment

General offer / infrastructure elements (for all destinations)

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

Special offer / infrastructure elements (individual choice of 7 offer elements per destination)

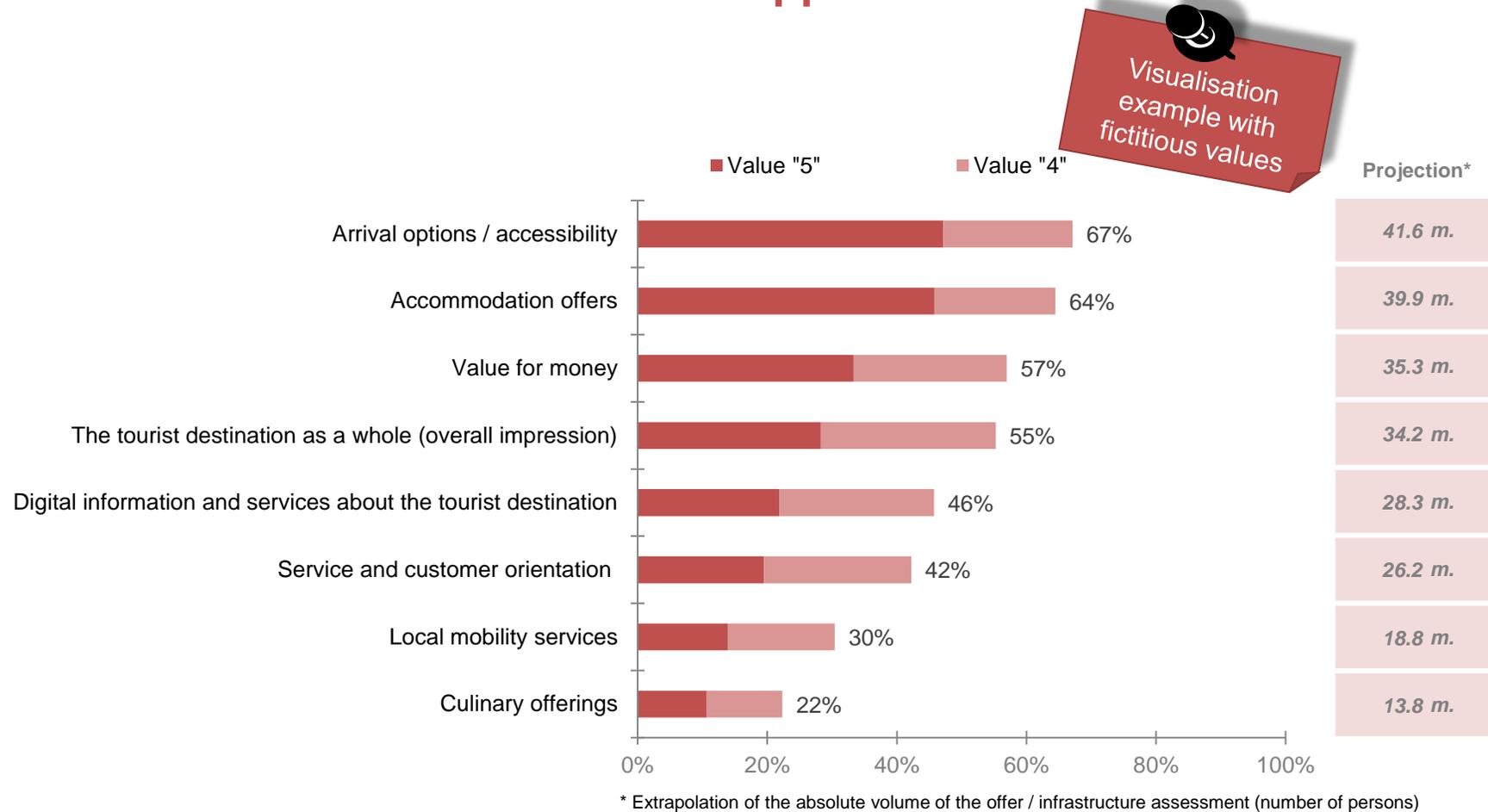
1. Art and cultural offerings (e.g., museums, exhibitions)
2. Barrier-free accessibility of the tourist offerings
3. Beach / bathing facilities (e.g., by the sea, lake, river)
4. Campsites / caravan and motorhome sites
5. Climate friendliness / CO2 neutrality of the tourist offerings
6. Cycling facilities
7. Events
8. (Spa) Gardens / parks / green spaces
9. Harbours / marinas
10. Health and spa services
11. Hiking facilities
12. Internet access (Wi-Fi, mobile networks, hotspots)
13. Local recreation facilities / possibilities for day trips and other excursion options
14. Regionality / authenticity of tourist offerings
15. Scenery / nature
16. Shopping facilities
17. Sustainability of tourist offerings
18. Swimming pools / adventure pools / thermal baths
19. Tourism office / tourism services / tourist information
20. Town and city scape(s) / town centre / architecture
21. Water sports facilities (e.g., for paddling, canoeing)
22. Wellness and beauty offerings
23. Wildlife parks / zoos
24. Winter sports facilities (e.g., for skiing, cross-country skiing)

Special offer / infrastructure elements (digital) (fixed set of 5)

1. Enrichment of on-site holiday experiences by adding digital elements such as images, information / texts, animations
2. Virtual offerings in general
3. Virtual cultural activities related to the tourist destination (e.g., museum, gallery and exhibition visits)
4. Virtual outdoor activities related to the tourist destination (e.g., cycling / mountain biking tours, canoeing tours, downhill skiing, hiking)
5. Virtual information and exploration of the tourist destination (e.g., guided tours of the town / location, hotel room walk-throughs)



Module 1 Offers + Infrastructure – Offer: Supported offer / infrastructure assessment

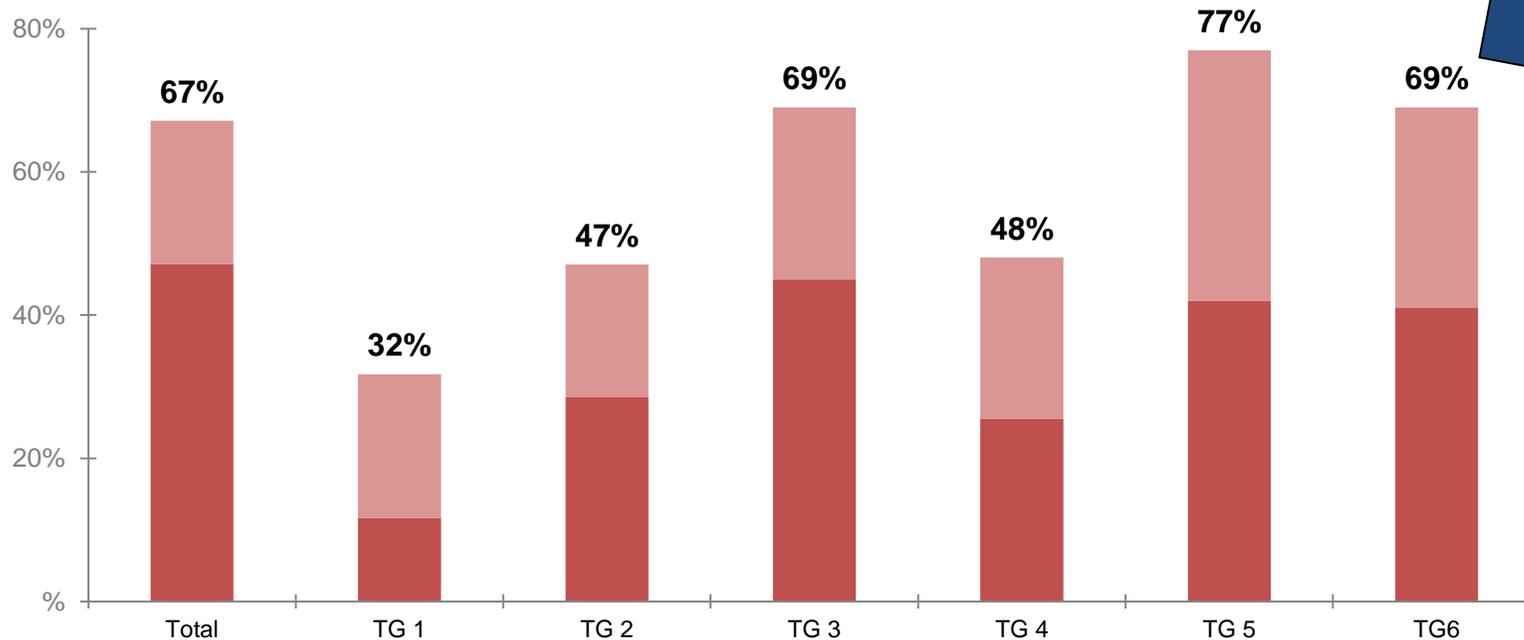


Evaluation analogous for the selected special offers / infrastructure elements

Subgroups:
Among others, visitors in the past

ATTENTION: Time comparison with previous studies not yet possible

Module 1 Offers + Infrastructure – Offer: Supported offer / infrastructure asses



Visualisation example with fictitious values

Evaluation analogous for all other 14 offers / infrastructure

Standard target group analysis
"Arrival options / accessibility"

Target group analysis SINUS Milieus + BeST

Sociodemographics:
Gender, age, education, HH size, children in HH, HH net income, place size, origin.

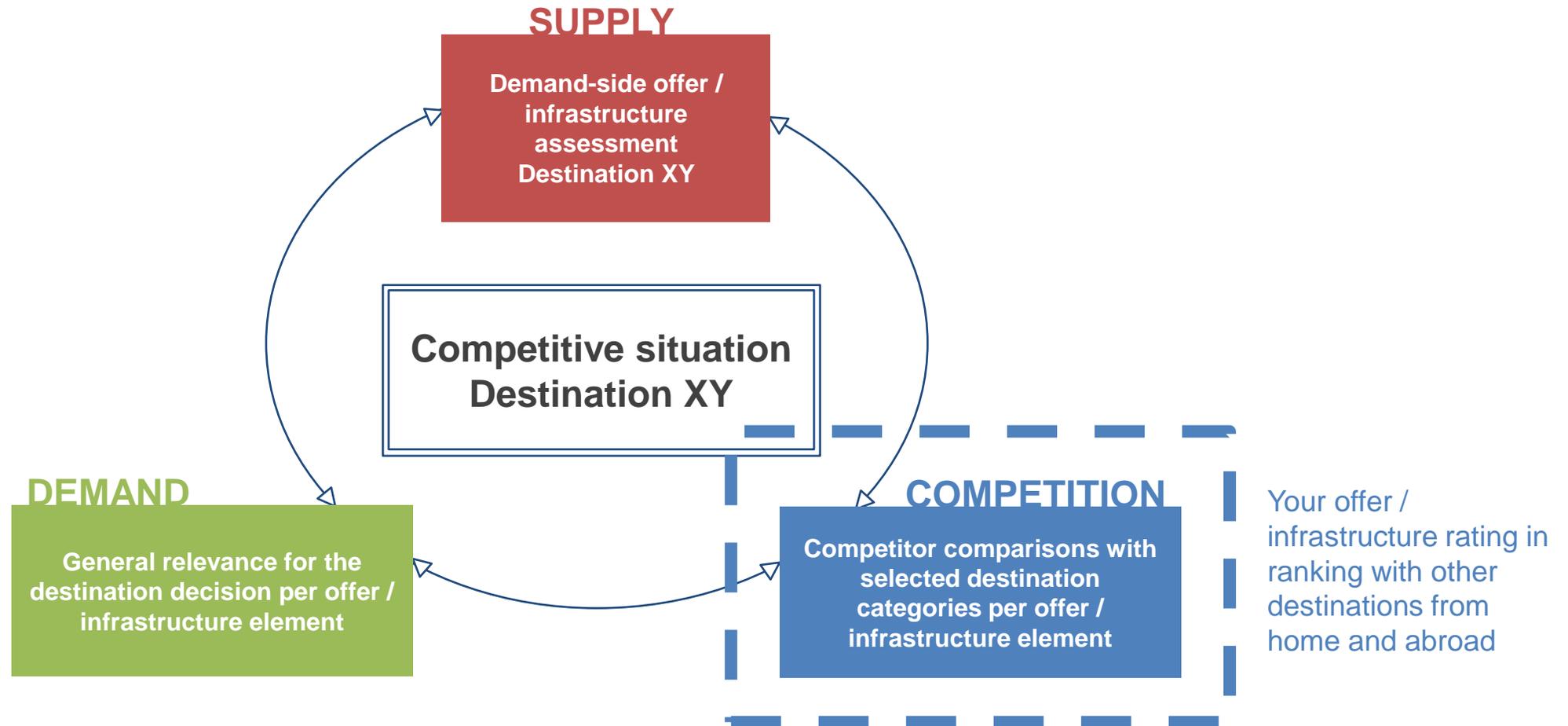
People interested in visiting

Digital user types

Source: inspektour (international) GmbH, 2023 (visualisation example with fictitious values)

* Number of cases below 100 - consequently higher statistical uncertainty to be considered

Module 1 Offers + Infrastructure – Methodology – Three-dimensional Competitive Analysis



Module 1 Offers + Infrastructure – Competitor comparison for supported offer / infrastructure assessment

DESTINATION BRAND 23		Source market: Germany		Basis: All respondents			
Destination XY (N = 1.000)	Number destinations in category	All considered destinations				Major cities	
		Eigener Wert		Ø of the category	Rank	Ø of the category	Rank
		in percent	projection*				
Arrival options / accessibility	expected 150	67%	41.6 m.	xx%	xx.	xx%	xx.
Accommodation offers		64%	39.9 m.	xx%	xx.	xx%	xx.
Digital information and services about the tourist destination		46%	28.3 m.	xx%	xx.	xx%	xx.
Culinary offerings		22%	13.8 m.	xx%	xx.	xx%	xx.
Local mobility services		30%	18.8 m.	xx%	xx.	xx%	xx.
Value for money		57%	35.3 m.	xx%	xx.	xx%	xx.
Service and customer orientation		42%	26.2 m.	xx%	xx.	xx%	xx.
The tourist destination as a whole (overall impression)		55%	34.2 m.	xx%	xx.	xx%	xx.

Visualisation example with fictitious values

analogue for the 7 individually selected special offer / infrastructure elements

With the help of this overview, the achieved competitive rankings of the destination for the general as well as for the special offer / infrastructure elements are summarised in tabular form.

Source: inspektour (international) GmbH, 2023 (visualisation example with fictitious values)

* Extrapolation of the absolute volume of the supply / infrastructure assessment (number of persons)

Module 1 Offers + Infrastructure – Competitor comparison for supported offer / infrastructure assessment

Brief explanation:

In addition to the brief destination-specific overview of the competitor analysis, the individual reports of the Destination Brand 23 study contain **detailed rankings of all the destinations surveyed**.

The individual reports of the Destination Brand 23 study include the rankings for all 15 offer / infrastructure elements for which the supported offer / infrastructure assessment of your destination is collected.

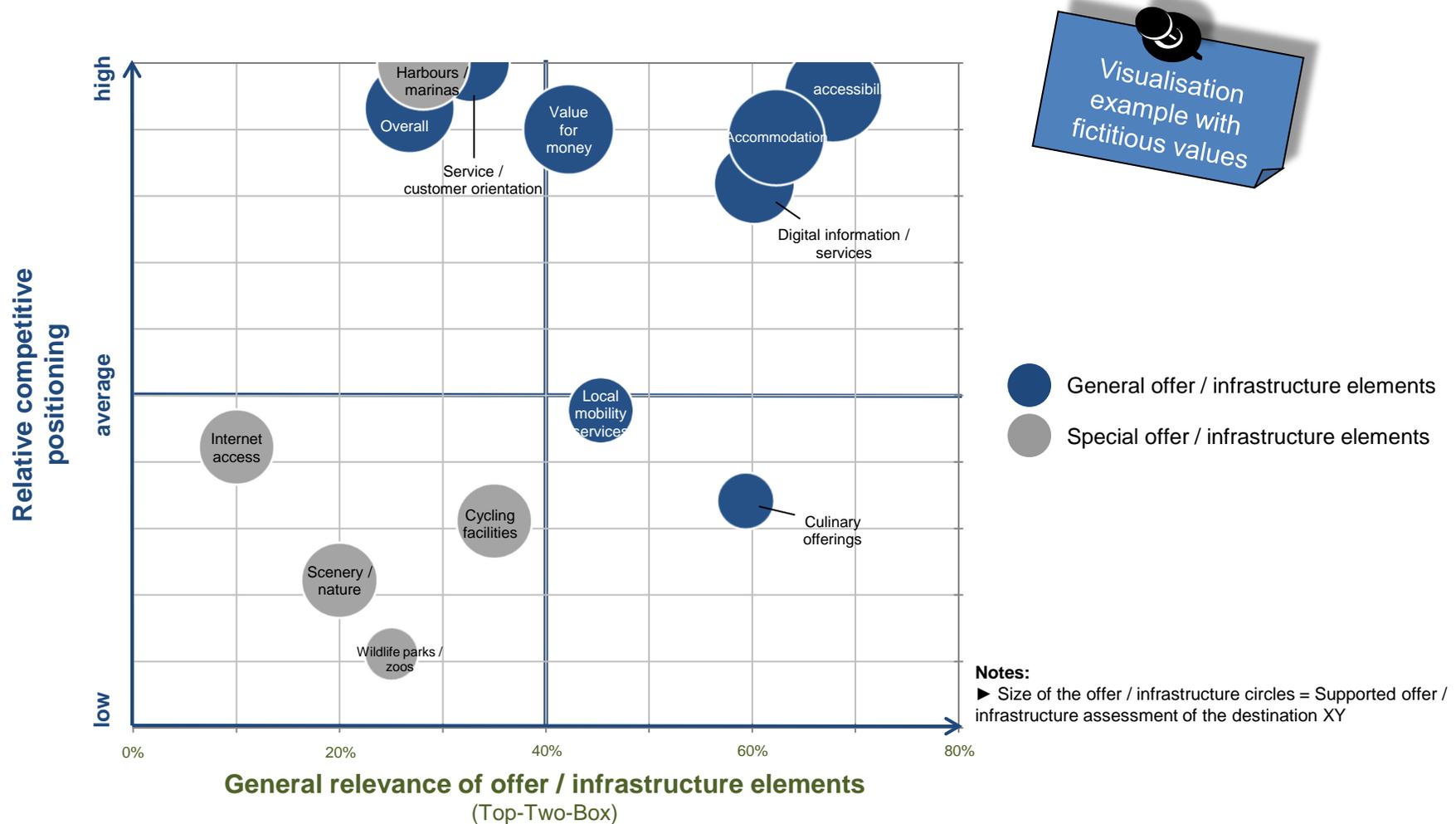
These rankings include the **destination names and rankings of all destinations surveyed**. The underlying percentage values are shown exclusively for the commissioning destination of the respective individual report.

„Arrival options / accessibility“				
Source market: Germany				
Top two box on scale from "5 = very good" to "1 = very poor" (indicated in % of cases)				
Basis: All respondents				
Category ranking: All destinations surveyed (Ø = 40%)				
1	Destination 1		24	Destination 24
2	Destination 2		25	Destination 25
3	Destination 3		26	Destination 26
4	Destination 4		27	Destination 27
5	Destination 5		28	Destination 28
6	Destination 6		29	Destination 29
7	Destination 7		30	Destination 30
8	Destination 8		31	Destination 31
9	Destination 9		32	Destination 32
10	Destination 10		33	Destination 33
11	Destination 11		34	Destination 34
12	Destination XY	67%	35	Destination 35
13	Destination 13		36	Destination 36
14	Destination 14		37	Destination 37
15	Destination 15		38	Destination 38
16	Destination 16		39	Destination 39
17	Destination 17		40	Destination 40
18	Destination 18		41	Destination 41
19	Destination 19		42	Destination 42
20	Destination 20		43	Destination 43
21	Destination 21		44	Destination 44
22	Destination 22		45	Destination 45
23	Destination 23		...	

Visualisation example with fictitious values

Competitor analysis: All considered destinations

Module 1 Offers + Infrastructure – Competitive comparison across the analysis quadrant



Source: inspektour (international) GmbH, 2023 (visualisation example with fictitious values)

MODULE 2

Quality of life + welcome culture

MODULE 2

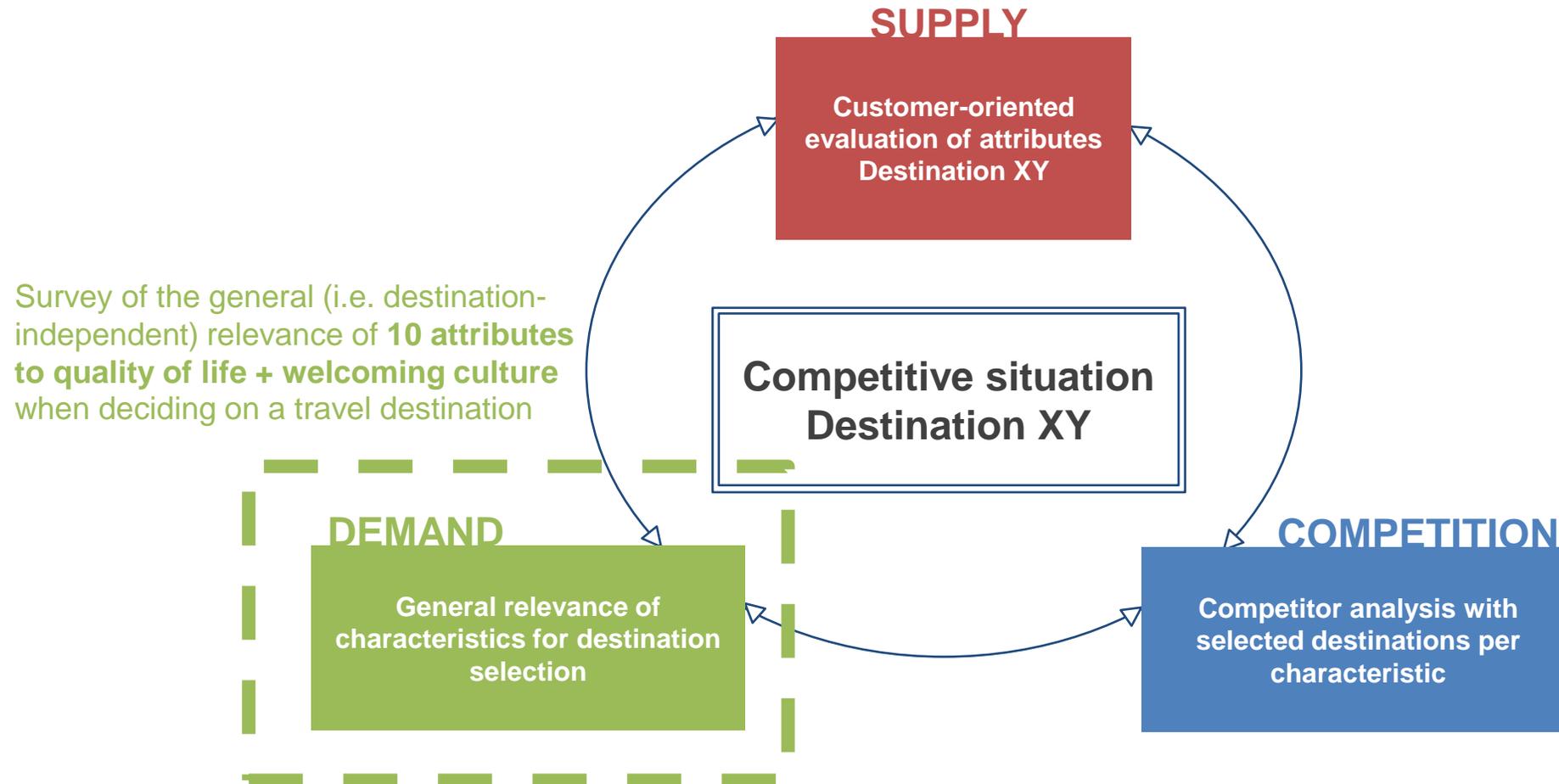
QUALITY OF LIFE + WELCOME CULTURE

What is the central added value for you?

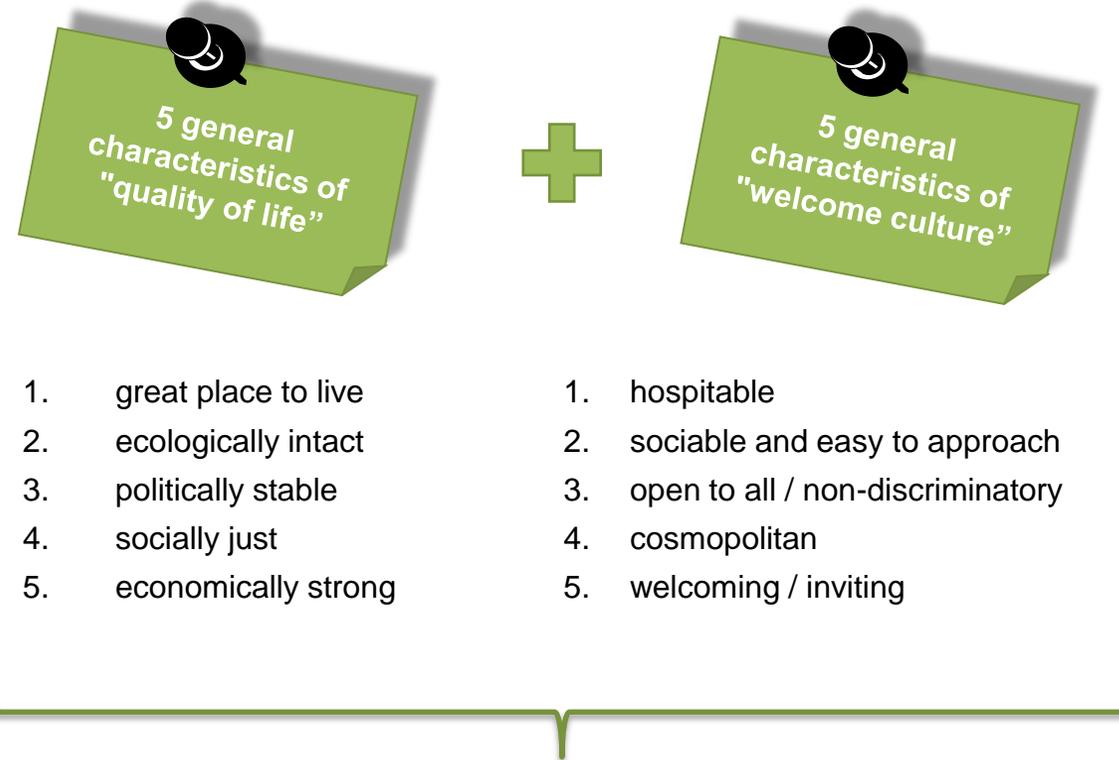
Evaluation of the quality of life + welcome culture in your destination by
potential guests + visitors in the past

Enrichment to the already evaluated profile characteristics + spontaneous associations (Destination Brand 22)

Module 2 Quality of life + welcome culture – Methodology – Three-dim. Competitive Analysis

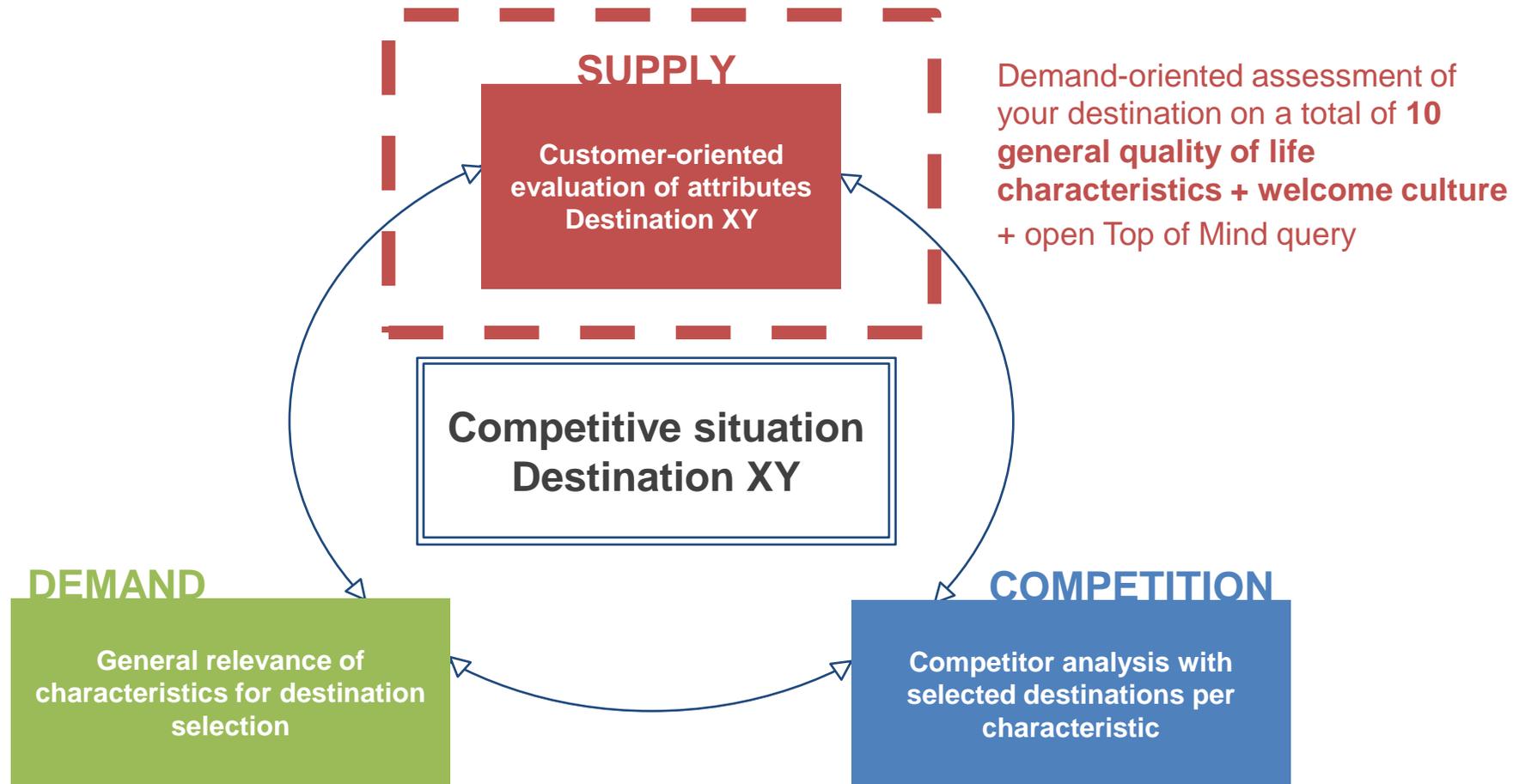


Module 2 Quality of life + welcome culture – Demand: Relevance for destination decision

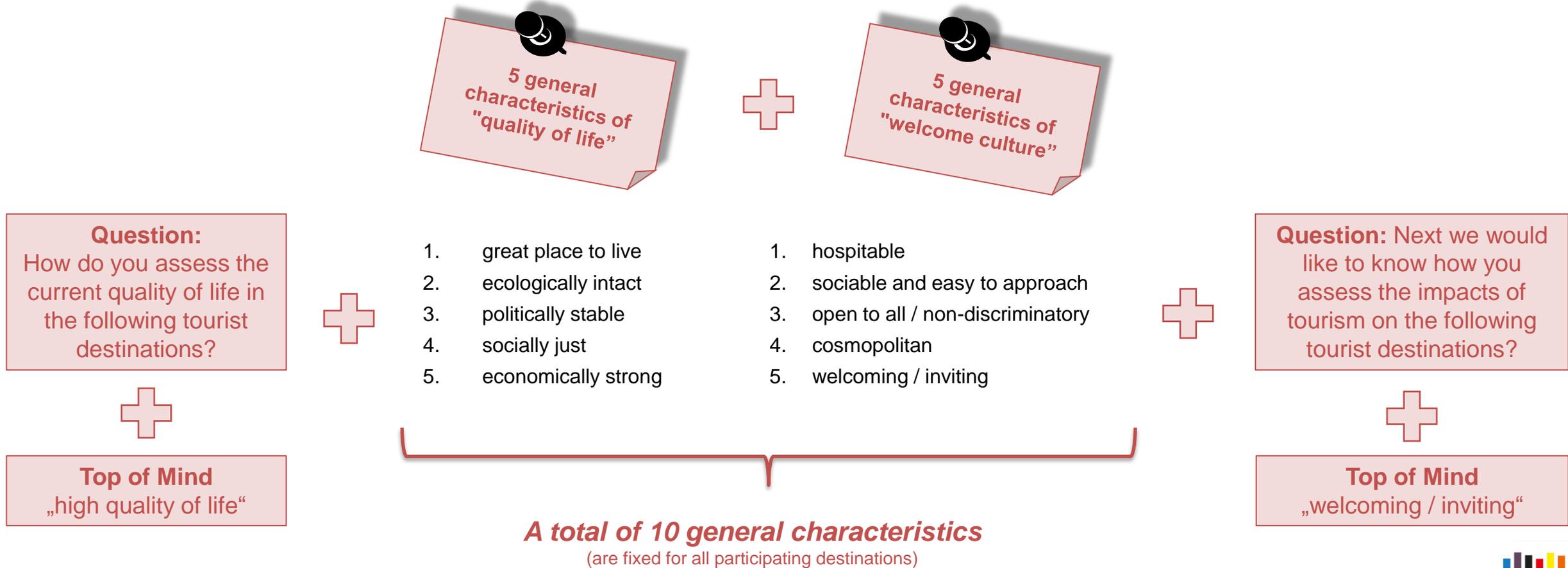


A total of 10 general characteristics

Module 2 Quality of life + welcome culture – Methodology – Three-dim. Competitive Analysis



Module 2 Quality of life + welcome culture – Offer: Supported property assessment



Extensively evaluation of each destination – Final “Action-triggering question”

To what extent would you consider the following international tourist destinations for a holiday (with at least one overnight stay) within the next three years?

**YOU WOULD LIKE TO PARTICIPATE IN
DESTINATION BRAND 23?**

DESTINATION BRAND 23 – Price list

Module 1: Offer + infrastructure

4,500 €*

Modul 2: Quality of life + welcome culture

3,900 €*

*Price (net) per destination per source market

Your advantage when booking ...

... min. 2 partial studies (module 1 and / or 2)

5% discount

... min. 4 partial studies (module 1 and / or 2)

10% discount

DESTINATION BRAND 23 – Schedule

Registration deadline: **30.09.2023**

Field work: October till December 2023

Data delivery: 1 individual report per module destination per source market (PDF via e-mail)

Module 1 +2:

Complete reports as of end of **March 2024**

DB23 Dashboard Access: Inclusive for all DB23 participants for **May 2024**

Thank you for your attention!

Now we have time for your questions!

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 leader market research

Alexander Koch

M.A. International Tourism Management

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

E-Mail: alexander.koch@inspektour.de



Data analysis / data preparation

Dörte Waldmann

M.A. Geography und Tourism

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

E-Mail: doerte.waldmann@inspektour.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