

FACT SHEET DESTINATION BRAND 24

Additional survey in Poland, the Czech Republic and Denmark

As part of DESTINATION BRAND 24 additional survey PL, CZ + DK, the content from DESTINATION BRAND 23 and 22, specifically

the **image of destinations as a tourism and living space** +
the **spontaneous associations** with travel destinations
in the source markets

Poland | Czech Republic | Denmark

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

ADDITIONAL SURVEY ON DESTINATION BRAND 23

**Module 1:
Offers + infrastructure**

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

Would you like to know how the welcome culture, quality of life and the impact of tourism in your destination are perceived from the outside? How selected tourism offers and infrastructure (e.g. accessibility, accommodation, local mobility) in your destination have been rated by potential guests and visitors in the past? How relevant are tourism aspects, offers and infrastructures for the demand-side destination decision and how is your destination brand assessed in comparison to competitors?

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

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

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ADDITIONAL SURVEY ON DESTINATION BRAND 22

Modul 3: Spontan-Assoziationen

Would you like to know which characteristics, attributes and values are spontaneously associated with your destination? What is typical of your destination? For example, whether your destination brand is perceived as trendy, hospitable, inspiring or eventful?

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 analysis** of the top 20 subcategories according to up to 6 individually definable target groups and subgroups: Potential guests + visitors

Further standard data preparations:

Module 1, 2 and 3:

- Standard target group analysis according to up to 6 individually definable target groups
- Differentiation of the core results according to subgroups: Potential guests + visitors in the past

Additionally for module 1 and 2:

- Socio-demographic differentiation of the core results according to 8 criteria (e.g. age, origin)
- Comparison with all analysed destinations per source market

Methodology and schedule:

- Methodology: Online survey in national language (quota sample) in Oct / Nov 2024
- High number of cases: at least 1,000 respondents per destination per source market
- Representative of the population aged 14-74 living in private households of the respective country
- Data preparation: 1 individual report per module per source market (PDF-file)
- Data delivery module 1, 2 and 3: Complete report delivery is scheduled for the end of March 2025 at the earliest

DESTINATION BRAND 24 | Conditions

You can choose from up to 3 source markets for your participation this year. Below you will find an overview of the prices (net) per source market:

	Price (net) per destination per source market	
Module 1: Offer + Infrastructure Additional survey on Destination Brand 23	4,500 €	
Module 2: Quality of Life + Welcome Culture Additional survey on Destination Brand 23	3,900 €	
Module 3: Spontaneous associations Additional survey on Destination Brand 22	3,500 €	
	When ordering a minimum of 2 sub-studies (module 1, 2 and / or 3):	When ordering a minimum of 4 sub-studies (module 1, 2 and / or 3):
Your advantage (independent of source markets)	5% price reduction	10% price reduction

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

Important to know:

- The feasibility of the survey of modules 1, 2 and 3 as well as the number of comparison destinations within the scope of the competitor analysis (applies to modules 1 and 2) depends on the respective source market-specific order situation. Please contact us for the current participation status.
- Only those destinations that have registered for the survey in the corresponding source market by 30 September 2024 will be considered for the competitor analysis.
- A time comparison is not possible due to the first-time implementation of the three modules offered in the source markets Poland, Czech Republic and Denmark.
- The number of cases is at least $n = 1,000$ per destination per source market. With a supported level of 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 DB24 additional survey PL, CZ + DK:

Deadline:
30.09.2024

Please send us the completed DB24 additional survey PL, CZ + DK evaluation order

- via E-mail: ellen.boehling@inspektour.de
- via Mail: inspektour (international) GmbH
Osterstraße 124, 20255 Hamburg

Download at: <https://destination-brand.com/en/participation-destination-brand-24/>



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