

DESTINATION BRAND (DB) 24 Additional survey PL, CZ + DK
Measurement of spontaneous associations + the image of destinations as tourism and living space

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 the **source markets** in which you would like to commission the evaluation of the **tourism offers + infrastructure (Module 1)** in your destination, the **quality of life + welcome culture (Module 2)** perceived from the outside (demand side) and / or the measurement of **spontaneous associations (Module 3)** with your destination.¹

Source market		Survey in			Note
		Poland	Czech Republic	Denmark	
Survey of	Module 1: Offers + infrastructure <i>(Individual report including socio-demographic differentiation and standard target group analysis)</i>	<input type="checkbox"/> 4,500 €	<input type="checkbox"/> 4,500 €	<input type="checkbox"/> 4,500 €	Additional survey on Destination Brand 23
	Module 2: Quality of life + welcome culture <i>(Individual report including socio-demographic differentiation and standard target group analysis)</i>	<input type="checkbox"/> 3,900 €	<input type="checkbox"/> 3,900 €	<input type="checkbox"/> 3,900 €	Additional survey on Destination Brand 23
	Module 3: Spontaneous associations <i>(Individual report incl. standard target group analysis)</i>	<input type="checkbox"/> 3,500 €	<input type="checkbox"/> 3,500 €	<input type="checkbox"/> 3,500 €	Additional survey on Destination Brand 22

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 Module 1 „Offers + infrastructure“, Module 2 „Quality of life + welcome culture“ and / or Module 3 „Spontaneous associations“; minimum of 3 sub-studies: **10% price reduction**³

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 2025** onwards:

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), quality of life + welcome culture (module 2) and spontaneous associations (module 3), 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 all three 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 the destination-specific core content, the individual reports on offers + infrastructure (module 1), quality of life + welcome culture (module 2) and spontaneous associations (module3) 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.). In addition, modules 1 and 2 contain socio-demographic differentiations. Please also note that within the scope of the individual report on spontaneous associations (module 3), it is not possible to make comparisons between competitors or time series.

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 Other additional services that can be booked (e.g. results presentations or potential workshops) are not included in the discount options.

Data transfer / interpretation (one single event independently of the scope of selection)	DB24-Presentation of results <i>(for module 1, 2 or 3 or bookable in combination)</i>	<input type="checkbox"/>	1,500 €	online	<i>Presentation of destination-specific key results of DB24 incl. discussion and first data interpretation, duration: 45-60 minutes</i>
		<input type="checkbox"/>	2,000 € <i>plus travel expenses</i>	on site	
	DB24-Workshop <i>(for module 1, 2 or 3 or bookable in combination)</i>	<input type="checkbox"/>	3,000 €	online	<i>See DB24 results presentation + presentation of previously unutilised potential with regard to the queried property or offer/infrastructure portfolio as well as the association profile + joint development of derivations for marketing and sales strategies, duration: half-day</i>
		<input type="checkbox"/>	3,500 € <i>plus travel expenses</i>	on site	
	Potential workshop Poland <i>(for DMOs that, in addition to DB24, have already participated in the measurement of brand strength and / or thematic competence of their destination in the source market Poland in 2020)</i>	<input type="checkbox"/>	4,500 €	online	<i>Compilation and presentation of the results from all sub-studies to illustrate the holistic demand-side perception of your destination in the Polish source market and previously untapped potential + joint development of initial recommendations for future brand (further) development or marketing and sales strategies, duration: half-day</i>
		<input type="checkbox"/>	5,000 € <i>plus travel expenses</i>	on site	
	Potential workshop Czech Republic <i>(for DMOs that, in addition to DB24, have already participated in the measurement of brand strength and / or thematic competence of their destination in the Czech source market in 2020)</i>	<input type="checkbox"/>	4,500 €	online	<i>Consolidation and presentation of the results from all sub-studies to illustrate the holistic demand-side perception of your destination in the Czech source market and previously untapped potential + joint development of initial recommendations for future brand (further) development or marketing and sales strategies, duration: half day</i>
		<input type="checkbox"/>	5,000 € <i>plus travel expenses</i>	on site	

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Definition of the name of your tourist destination⁴ *(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)** and / or the **spontaneous associations (Module 3)** to your destination should be conducted in each of the source markets you selected:

		Name of the tourist destination
Survey in	Poland (PL)	
	Czech Republic (CZ)	
	Denmark (DK)	

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 special offers / infrastructure elements (Module 1)

(Please complete - even if you only book module 2 on quality of life + welcome culture and / or module 3 on spontaneous associations!)

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 DB24) in the selected source market:

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)

In addition, a total of **7 further special offers / infrastructure elements per source market** can be flexibly selected for the supported assessment for each destination. Among these, it is also possible to name **one offer /**

⁴ The survey is conducted in the respective national language of the source market.

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		
		PL	CZ	DK
1.	Art and cultural offerings (e.g., museums, exhibitions)	<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"/>
3.	Beach / bathing facilities (e.g., by the sea, lake, river)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Campsites / caravan and motorhome sites	<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"/>
6.	Cycling facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	(Spa) Gardens / parks / green spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	Harbours / marinas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	Health and spa services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.	Hiking facilities	<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"/>
13.	Local recreation facilities / possibilities for day trips and other excursion options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.	Regionality / authenticity of tourist offerings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.	Scenery / nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.	Shopping facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17.	Sustainability of tourist offerings	<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"/>
19.	Tourism office / tourism services / tourist information	<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"/>
21.	Water sports facilities (e.g., for paddling, canoeing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22.	Wellness and beauty offerings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23.	Wildlife parks / zoos	<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"/>
25.	Self-selected offers / infrastructure elements ⁵ :	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 DB24) 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

⁵ 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.

Data delivery: For Module 1 (offers + infrastructure), Modul 2 (quality of life + welcome culture) and Module 3 (Spontaneous associations), the delivery of the complete report is scheduled for the end of March 2025 at the earliest (no advance extract intended).

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

Registration deadline is the **30th September 2024**. **A subsequent commission is only possible** if the tourist destination was considered for the DB24-survey.⁶ Die Rechnungsstellung erfolgt nach Ablauf der Anmeldefrist. 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 2024.
- Payment option 2:** The total price will be charged at 50% in 2024, 50% in the second quarter of 2025.
- Payment option 3:** The total price will be charged at 100% in the second quarter of 2025.

The customer commissions inspektour (international) GmbH in accordance with the selection made on pages 1 to 4 for the provision of the respective services within the scope of the study „Destination Brand 24 Additional survey PL, CZ + DK“.

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

Signature / company stamp

Your contact person at inspektour:

Ellen Böhling

Phone: +49 (0)40 414 3887 412

Please send us your completed order form via:

Email: ellen.boehling@inspektour.de

Postal mail: inspektour (international) GmbH
Osterstraße 124
20255 Hamburg

⁶ 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.