

Post-COVID-19 willingness to visit + brand value



Which effects does COVID-19 have on your destination brand? How high is the willingness to visit your tourist destination for short trips and longer holidays by relevant source markets and to which extent is it reduced or increased by COVID-19? In addition, as usual: Measurement of the brand value of your destination domestically and abroad and identification of the target groups with the greatest potentials.

In the framework of DESTINATION BRAND 20, you can receive scientifically substantiated findings on the **brand value of tourist destinations + COVID-19 effect** in **Germany | Austria | Switzerland | Netherlands | China France | Italy | Spain | United Kingdom | USA**

based on parallel population-representative online surveys in autumn 2020. The study is scientifically accompanied by the Institute for Management and Tourism (IMT) of the FH Westküste.

What do you get? An individual report with:

- **Insights in the customer-oriented brand value of your tourist destination** among the respective represented population based on the four-dimensional brand funnel model with the following 4 process steps:
 1. Awareness (supported and unsupported)
 2. Likeability
 3. Willingness to visit (short trips / longer holidays) **within the next 3 years and EXTRA: within the next 12 months**
 4. Visits in the past
- **Target group specific insights** for up to 6 individually definable target groups
- **Additional target group analyses** for the “Sinus-Milieus Germany®”, “Sinus-Meta-Milieus®” and the “BeST types of holiday makers”
- **Time comparison** of key results for all tourist destinations, which have been surveyed in the previous studies (e.g. DB18 or DB15)

- **Source market Germany:** Benchmarking for more than **170 German and international** tourist destinations planned, divided into different categories (e.g. cities, mountain ranges)
- **Sample report available at:** www.destination-brand.com/en/about-us/service

Methodology and schedule:

- **Methodology:** Online-survey in national language (quota sample) in Oct. / Nov. 2020
- **High number of cases:** At least 1,000 respondents per destination per source market
- **Representative** of the local (in China: urban and with affinity to travel abroad) population living in private households between 14-74 years (different, country-specific age ranges possible) in the respective source market
- **Data preparation:** 1 report per source market (PDF-file)
- **Data delivery:** from the end of March 2021 on

EXTRA in DB20: COVID-19 effect on your destination brand

“To what extent is the willingness to visit your tourist destination* reduced or increased by COVID-19?”

* within the next 12 months as well as within the next 3 years

Comparison of the effects with competitors

i.e. with all considered destinations per source market; illustration: competitor analysis rankings

Target group specific effects

for all of your selected target group segmentations; illustration: layered bar charts

Further analysis options regarding the COVID-19 effect:

Content: Description of those respondents whose willingness to visit your tourist destination is a.) reduced, b.) unaffected and c.) increased by COVID-19

Underlying criteria: e.g. socio-demography, interest in holiday activities, attitudes

Added value: Identification of further market potential

DESTINATION BRAND 20 | 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:

	Germany, Austria, France, Italy, Netherlands, Spain	China, Switzerland, USA, United Kingdom
Brand value + COVID-19 effect	3,500 €	3,900 €
	Ordering minimum 2 source markets:	Ordering minimum 4 source markets:
Your advantage	5% price reduction	10% price reduction

All prices are exclusive of VAT.

(The taxation is valid for companies domiciled in the Federal Republic of Germany)

Important to know:

- The survey will only be carried out with a min. number of participants of 10 destinations per source market.
- In the frame of the competitor analysis, a comparison is only possible with participating destinations, which have registered for the survey in the same source market until the 30th of September 2020.
- **Exception in source market Germany:** It is planned to carry out the survey for more than 170 German and international tourist destinations. Benefit for you: Extended benchmark possibilities. Furthermore: A subsequent commission for the source market Germany is possible, if the tourist destination was considered for the DB20-survey. You can find out about the current participation status by contacting us.
- A time comparison will be additionally prepared for all tourist destinations, which have been surveyed in the previous brand value studies DB18, -15, -12 and / or -09 as well.
- The number of cases per destination is min. n = 1,000 per tourist destination per source market. With a prompted brand awareness below n = 120 (12%) a (standard) target group analysis and sociodemographic differentiations cannot be realised. In this case the price per study will be reduced by 500 € (net). This is not a discount, but a price reduction due to reduced data delivery.

Participation by order:

For participation please fill out the **order form** and send it to us:

- by e-mail: ellen.boehling@inspektour.de
- by fax: +49 (0)40 414 3887 44
- by post: inspektour (international) GmbH
Osterstraße 124, 20255 Hamburg

Download: www.destination-brand.com/en/about-us/service

Deadline:
30.09.2020



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