

The basis  
for your  
**foreign  
marketing**

# DESTINATION-SPECIFIC SOURCE MARKET ANALYSIS

*Brief overview of the aim and analysis procedure*

Identification of the foreign source markets with the highest potential for your tourist destination

Assessment of about 50 source markets with up to 60 indicators from 6 categories

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# Aim and procedure of the destination-specific source market analysis

## **Aim and procedure of the source market analysis**

### **Source market analysis as the basis for your foreign marketing**

Would you like to know: Which foreign source markets have the highest potential for your destination? Which foreign market(s) should you concentrate on?

A source market analysis lays the foundation for your strategic foreign marketing.

### **Aim: Identification of the foreign source markets with the highest potential for your tourist destination in order**

- To use the severely limited resources in a targeted and promising manner and
- To compensate cultural and linguistic differences as well as other entry barriers

The analysis considers both demand-side (push) and supply-side (pull) factors of tourism demand:

- Consideration of tourism-related key performance indicators (e.g. number of overnight stays, amount of expenditure)
- Consideration of broader sociodemographic, economic and political factors as well as general trends in consumer demand

## Aim and procedure of the source market analysis

### Brief overview of the analysis procedure:

As part of our source market analysis, selected foreign markets are assessed using a scoring model on the basis of available data (secondary data analysis). This avoids cost-intensive primary surveys. Our clients receive an overall ranking with a concrete source market recommendation as a destination-specific result.

After selecting the indicators (step 1) for the assessment of the individual source markets to be considered, the second step is to determine the evaluation and weighting system. This is followed by the data collection for measuring the defined indicators for all selected foreign source markets and the identification and prioritisation of the recommended source markets (step 3). In this context, the following categories are distinguished:

- **Established markets** = Markets which may already be addressed and which should continue to be considered for future market development under framework conditions to be determined
- **Dynamic markets** = Markets in which market development could be further intensified and market shares gained
- **Potential markets** = markets whose development should be observed

All foreign source markets (up to 50) included in the official statistics can be integrated into the analysis.

## Aim and procedure of the source market analysis

### Individual definition of the scope of the source market analysis

Based on your needs and wishes, your current status in foreign marketing and other individual requirements, you can determine the scope of the source market analysis yourself. For this purpose, the following 3 options are available:

- **Entire source market analysis:** potential analysis for (+/-) 30 selected source markets
- **Standard source market analysis:** potential analysis for (+/-) 20 selected source
- **Simplified source market analysis:** potential analysis for (+/-) 10 selected source

### Your benefit:

With a source market analysis, you form the basis for your strategic foreign marketing. It facilitates the selection and / or (further) development of your individual destination-related foreign source markets and the definition of your individual market strategy. An efficient use of your monetary and human resources can thus be achieved.

In addition, a source market analysis can be used to determine further market research activities. Based on the overall result, you can decide for which markets further data is required for an effective management.

# Source market analysis in advance of DESTINATION BRAND 20



## Source market analysis in advance of DESTINATION BRAND 20

In advance of DESTINATION BRAND 20, our source market analysis provides you with information about which source markets have the highest potential for your tourist destination. For these identified source markets, a participation in the study DESTINATION BRAND could be recommendable in order to gain further insights into several key questions, e.g.:

- Which holiday themes and target groups should be applied to address the respective source market (by combining holiday themes and target groups)?
- What is the current competitive position of your tourist destination in the respective source market in terms of the brand value (among others including the brand awareness and willingness to visit)?

The source market analysis offers you a comprehensive basis for deciding which markets are suitable for your participation in DESTINATION BRAND 20 and for which source markets it is advisable to collect supplementary, destination-specific data.

The project duration for conducting a destination-specific source market analysis is 6 to 8 weeks.

If you are interested in a destination-specific source market analysis and for further information, please contact Ellen Böhling:

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# Overview of the pool of source markets



## Overview of the pool of source markets

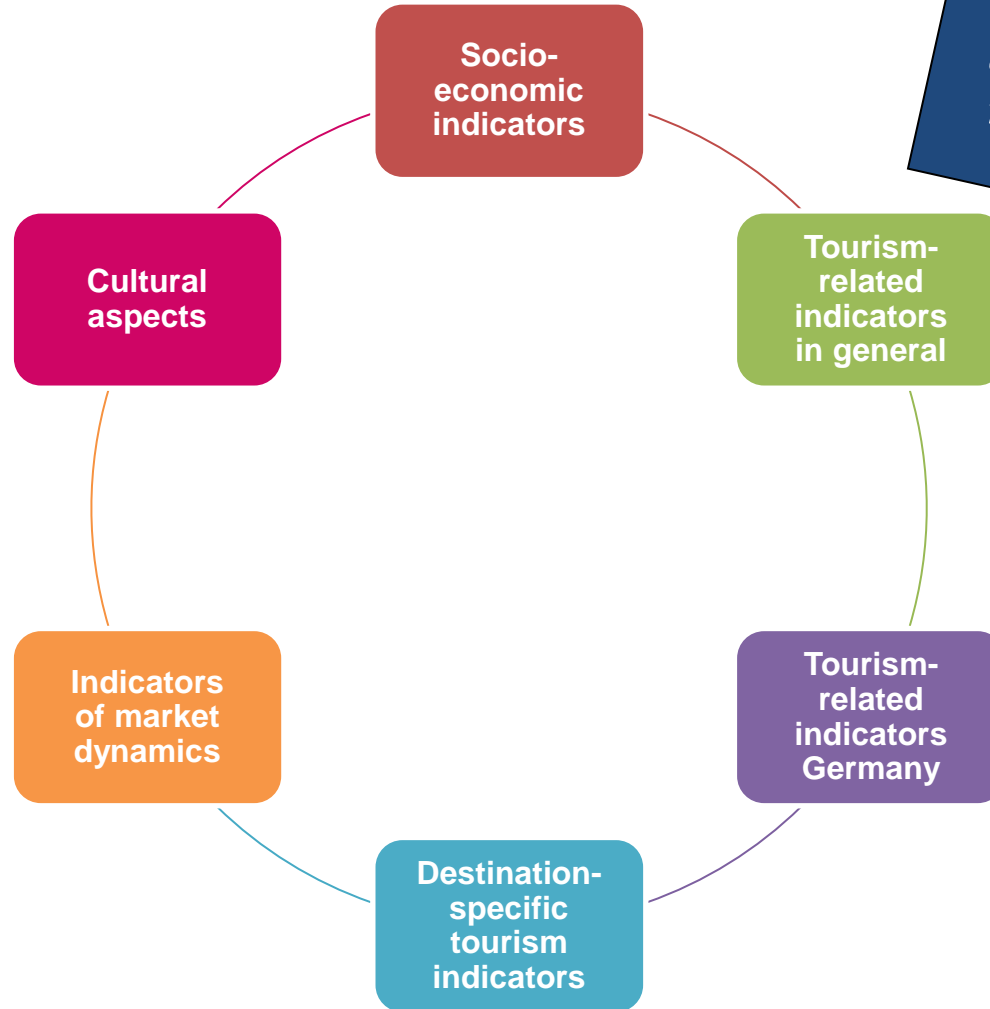
You can select the source markets to be assessed from this pool:

- |                    |                   |                 |                  |
|--------------------|-------------------|-----------------|------------------|
| 1. Argentina       | 13. Finland       | 25. Lithuania   | 37. South Africa |
| 2. Australia       | 14. France        | 26. Luxembourg  | 38. Spain        |
| 3. Austria         | 15. Great Britain | 27. Mexico      | 39. Sweden       |
| 4. Belgium         | 16. Hungary       | 28. Netherlands | 40. Switzerland  |
| 5. Brasil          | 17. Iceland       | 29. Norway      | 41. Taiwan       |
| 6. Bulgaria        | 18. India         | 30. Poland      | 42. Thailand     |
| 7. Canada          | 19. Ireland       | 31. Portugal    | 43. Turkey       |
| 8. China           | 20. Israel        | 32. Romania     | 44. UAE          |
| 9. Croatia         | 21. Italy         | 33. Russia      | 45. Ukraine      |
| 10. Czech Republic | 22. Japan         | 34. Serbia      | 46. USA          |
| 11. Denmark        | 23. Korea         | 35. Slovakia    |                  |
| 12. Estonia        | 24. Latvia        | 36. Slovenia    |                  |



# Overview of the categories for the assessment of the selected source markets

## Overview of the categories for the assessment of the selected source markets



Assessment of each source market with up to 60 indicators from 6 categories

# Presentation of results

## Comparison of the results in the form of rankings

## Example: Results of the indicator-based assessment – overall ranking of foreign source markets for destination XY

| Rank | Source market   | Rank quota | Rank | Source market | Rank quota | Rank | Source market | Rank quota |
|------|-----------------|------------|------|---------------|------------|------|---------------|------------|
| 1    | Source market A | 19.73%     | 21   | ...           |            | 41   | ...           |            |
| 2    | Source market B | 22.81%     | 22   | ...           |            | 42   | ...           |            |
| 3    | Source market C | 26.23%     | 23   | ...           |            | 43   | ...           |            |
| 4    | ...             |            |      |               |            |      |               |            |
| 5    | ...             |            |      |               |            |      |               |            |
| 6    | ...             |            |      |               |            |      |               |            |
| 7    | ...             |            |      |               |            |      |               |            |
| 8    | ...             |            |      |               |            |      |               |            |
| 9    | ...             |            |      |               |            |      |               |            |
| 10   | ...             |            |      |               |            |      |               |            |
| 11   | ...             |            |      |               |            |      |               |            |
| 12   | ...             |            |      |               |            |      |               |            |
| 13   | ...             |            |      |               |            |      |               |            |
| 14   | ...             |            |      |               |            |      |               |            |
| 15   | ...             |            |      |               |            |      |               |            |
| 16   | ...             |            |      |               |            |      |               |            |
| 17   | ...             |            |      |               |            |      |               |            |
| 18   | ...             |            |      |               |            |      |               |            |
| 19   | ...             |            |      |               |            |      |               |            |
| 20   | ...             |            |      |               |            |      |               |            |

**Presentation of results based on the rank quota:**  
 The rank quota indicates the percentage of maximum ranking points that the respective source market has achieved.  
 The lower the rank quota, the better, i.e. the higher the ranking of the source market.

**Additional data preparation:**

1. Overall ranking divided into European markets and long-distance markets
2. Presentation of the individual results (per indicator category) for selected source markets

**In addition:**

1. Classifying the most potential source markets into established, dynamic and potential markets
2. Developing a proposal for addressing the identified source markets in a successful manner

# Are you interested in a source market analysis for your tourist destination?

You are welcome to contact:

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