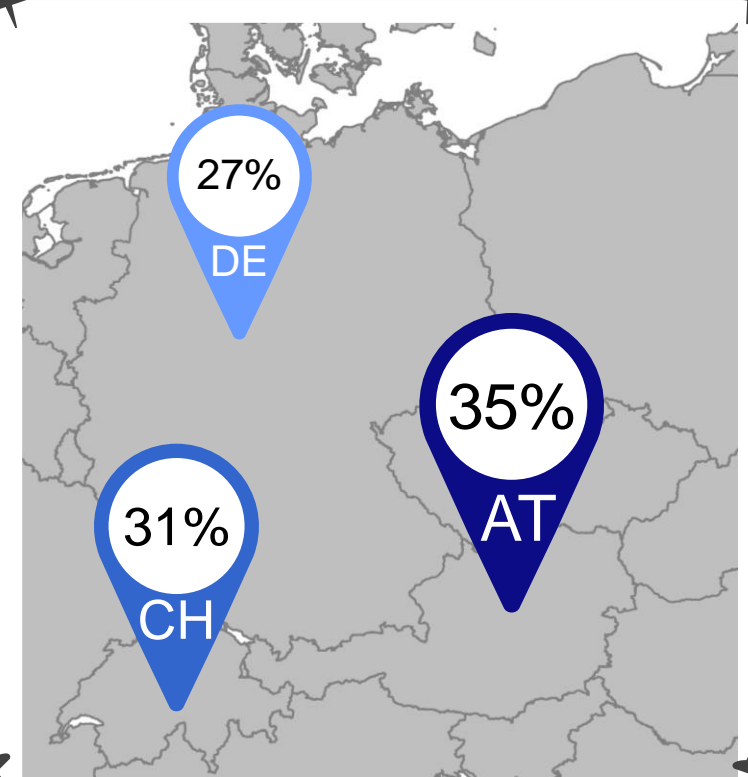




# Active in sports during holidays?

In the frame of DESTINATION BRAND the following question was asked in AT, CH and DE:

How high is the general interest in being active in sports on holiday?\*



2

1

3

Which

foreign tourist destinations (Top 5) do

the Austrians, the Swiss and the Germans consider particularly suitable for an active sports holiday?\*\*\*

| Rank | Country     | Percentage | Rank | Country | Percentage | Rank | Country     | Percentage |
|------|-------------|------------|------|---------|------------|------|-------------|------------|
| 1    | Italy       | 29%        | 1    | Austria | 24%        | 1    | Austria     | 47%        |
| 2    | Croatia     | 23%        | 2    | Italy   | 16%        | 2    | Switzerland | 19%        |
| 3    | Spain       | 18%        | 3    | France  | 15%        | 3    | Italy       | 12%        |
| 4    | Switzerland | 17%        | 4    | Spain   | 15%        | 4    | Spain       | 11%        |
| 5    | Germany     | 14%        | 5    | Germany | 14%        | 5    | Tirol       | 8%         |

Source: inspektour (international) GmbH / IMT of the FH Westküste, 2018

DESTINATION BRAND: Study series in a 5-year-cycle, since 2009 annually online survey in different source markets (in the respective national language) to evaluate the customer-oriented perception of destination brands, representative of the respective national population living in private households between 14-74 years.

Survey period of the results presented: Nov./Dec. 2018 | Sample-size: 1,000 respondents per destination per source market

\* Base: All respondents, AT: N = 2,000 | CH: N = 3,000 | DE: N = 4,000  
Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"

\*\* Base: All respondents with valid responses, AT: N = 498 | CH: N = 786 | DE: N = 418  
Open question (i.e. without provided answer options), in % of respondents



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