

idyllic beautiful nature hospitable
ideal for climbing biker paradise
great mountain landscape sustainable
relax the soul genuine untouched nature



Would you like to know whether your destination is considered attractive for winter sports or a place for recreation? Is your destination perceived as a mountaineering region, for example? Do you stand for certain leisure and holiday activities in the minds of potential guests? What is typical for your destination? Which values and characteristics are associated with your destination brand?

As part of DESTINATION BRAND 19, in autumn 2019 the spontaneous associations to tourist destinations will be evaluated (based on a population representative online survey) in five source markets for the first time. Scientifically accompanied by the Institute for Management and Tourism (IMT) of the FH Westküste, the

Spontaneous Associations

will be collected in

Germany | Austria | Switzerland | Netherlands | China.

Further source markets will follow in 2020.

What do you get?

- **Insights into the spontaneous associations** of the represented population of the respective source market to the question “What springs spontaneously to your mind when thinking about the tourist destination XY?”, prepared in an individual report – see also sample report at www.destination-brand.com/en/about-us/service
- **Clustering** of the large number of different individual **responses** in **superior categories** and the corresponding **sub categories**
- **Word cloud** to the top 20 sub categories based on all respondents
- Additional **differentiation** of the **top 20 sub categories** according to the following groups:
 - brand connoisseurs,
 - visitors in the past as well as
 - “9+1 types of holidaymakers”, the interest-based target groups (applies only to the German source market) and
 - up to 6 individually definable target groups of the tourist destination, based on
 1. sociodemographic criteria
 2. the general interest (i.e., regardless of a specific destination) in holiday activities or
 3. the combination of option 1 and 2
- **Addable:** Sinus-Milieus® Germany or Sinus-Meta-Milieus® (applies only to the German source market)
- **Same method:** online survey in the national language (quota sample) in Oct. / Nov. 2019 in the mentioned source markets
- **High number of respondents:** min. 1,000 people per destination per source market
- **Representative** of the local (in China: urban and with intention 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 study and per source market (PDF).
- **Data delivery:** from March 2020 on
- **Support:** To ensure the understanding and correct interpretation of the data, we offer a 1-hour-phone or skype call after data delivery.

DESTINATION BRAND 19 | Conditions

For your participation in this year's study, you can choose from up to five source markets. Below you will find an overview of the prices (net) per source market.

	Germany	Austria	Switzerland	Netherlands	China
Spontaneous associations including standard target group analysis and "9+1 types of holidaymakers"	 2,500 €	 2,500 €	 2,900 €	 2,500 €	 2,900 €
Addable: Target group analysis according to Sinus-Milieus® Germany or Sinus-Meta-Milieus®	Additional: 1,500 €	<i>To add the additional target group analysis according to Sinus-Milieus® Germany or Sinus-Meta-Milieus® your institution must have booked at least one information package from the SINUS Institute between 2016 and 2019 or you must order such an information package as part of this DB19 order. Further information: Please see pages 3 and 4 of the DB19-order form.</i>			

All prices are exclusive of VAT.

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

Your advantage:	Ordering minimum 2 source markets:	Ordering minimum 4 source markets:
	5% price reduction	10% price reduction

Important to know:

- The participation in DESTINATION BRAND 19 is only possible by prior order. A subsequent commission / survey **after the 30th of September 2019 is not possible.**
- The survey will only be carried out with a minimum number of participants of 10 destinations per source market.
- The number of cases per destination is min. n=1,000 per tourist destination. With a prompted brand awareness **below n=120 (12%)** a differentiation of the **top 20 sub categories by sub groups or target groups 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.
- **Please note** that within the framework of the study on "spontaneous associations", **no competition and time comparisons are possible.**

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, D-20255 Hamburg

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

**Deadline:
30.09.2019**



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