

AUSTRIA SWITZERLAND  
NETHERLANDS CHINA  
GERMANY  
INTERNATIONAL



## DESTINATION BRAND goes international

The study series DESTINATION BRAND, developed in Germany in 2009, is coming to Austria, China, the Netherlands and Switzerland. DESTINATION BRAND aims at evaluating the customer-oriented perception of tourist destinations at all levels (regions, cities, places, etc.). It is a study series in a 3-year-cycle with an annually changing research focus (brand value, theme competence and image / profiles). The three studies build on each other and form a unit. Considered together, their results reflect the holistic customer-oriented external image of a destination.

Tourist destinations can thus gain representative data about the customer-oriented perception of their destination brand. In

### Austria | China | Germany | Netherlands | Switzerland

interested tourist destinations can evaluate their

### brand value and | or theme competence

in 2018. Further source markets to follow in 2019.

With DESTINATION BRAND 18 you get answers among others on the following questions:



Brand value

- How well known is your tourist destination in your country and abroad?
- How likeable is your tourist destination rated compared to others?
- How high is the willingness to visit your tourist destination for short and longer vacations and which population groups have the highest potential?
- What is the share of population that has already visited your destination (within the last 3 years or before)?



Theme competence

- How high is the market potential for certain holiday activities (themes) in the mentioned source markets, independent of tourist destinations?
- How suitable is your tourist destination for certain holiday activities?
- Which holiday activities do your target groups connect with your tourist destination?
- What is your market position compared to other tourist destinations?

## DESTINATION BRAND 18 | Content of the studies

### Brand value

- Four-dimensional brand funnel -

The customer-oriented brand value of tourist destinations will be evaluated in four levels, based on the **four-dimensional brand funnel**:

1. Awareness (aided / unaided)
2. Likeability
3. Willingness to visit  
(for short getaways / longer holidays)
4. Use / personnel linkage  
(previous visit of the destination)

By reporting the **transfer rates** between the four levels, important insights for active marketing are also gained.

**Target group analyses** based on 8 sociodemographic characteristics and up to 6 individually definable target groups of your destination are included as well.



### What do you get?

- **Same method as in Germany:** Online-survey in the local language (quota-sample) in October / November 2018 in the mentioned source markets.
- **High number of cases:** min. 1,000 persons per destination per source market.
- **Representative** of the local (in China: urban) population living in private households between 14-74 years (different, country-specific age gradations possible) in the corresponding source market.
- **Data preparation:** Per study and per source market 1 report (PDF).

### Theme competence

- Three-dimensional competitor analysis -

Based on a three-dimensional competitor analysis tourist destinations gain in-depth information on their market potential.

- **Demand:**  
Evaluation of the general interest in more than 40 holiday activities, independent of the destination.
- **Offer:**  
Evaluation of the perceived theme suitability of your destination; aided test for a total of 10 holiday activities (5 general and 5 specific at your choice) as well as unaided test of associated destinations for the 5 general holiday activities (Top of Mind).
- **Competition:**  
Theme suitability in comparison (ranking) of other destinations (based on the total of 10 holiday activities).

**Target group analyses** based on subgroups (e.g. visitors in the past), 8 sociodemographic characteristics and up to 6 individually definable target groups of your destination are included as well.

Comparative data preparation from different studies (also cross-source markets) is possible at extra charge.

- **Data delivery:**  
March 2019: First delivery of results (PDF)  
2. Quartal 2019: Descriptive report including management summary (PDF)
- **Support:** To understand and for the correct interpretation of the data in the report we offer a 1-hour-conversation per phone or skype.

## DESTINATION BRAND 18 | Conditions and prices

For your participation you can choose from two studies in five source markets. Our prices:

					
Brand value	3,500 €	3,500 €	3,900 €	3,500 €	3,500 €
Theme competence	3,500 €	3,500 €	3,900 €	3,500 €	3,500 €

All prices are net prices

Early Bird-discount	Volume-discount	
until 31.07.2018	from 01.08.2018	
from the 1 study (independent of source market):	from 2 studies (independent of source market):	from 4 studies (independent of source market):
<b>15% reduction</b> per study	<b>5% reduction</b> per study	<b>10% reduction</b> per study

### Important to know:

- The participation in DESTINATION BRAND 18 is only possible by prior order. A subsequent commission / survey after the 15<sup>th</sup> of September 2018 is not possible.
- In the frame of the competitor analysis, a comparison is only possible with participating destinations. A time comparison is not yet given due to the initial introduction of DESTINATION BRAND in Austria, China, the Netherlands and Switzerland.
- With a **prompted brand awareness below 12%** an analysis by target group, by sociodemographic differentiations as well as an analysis of themes by target-groups cannot be realised. In this case the price per study will be reduced by 700 € (net). The price reduction of 700 € is also granted on an already discounted price.



### Participation by order:

For participation please fill out the **order form** „DESTINATION BRAND for tourist destinations from outside Germany“ and send it to us

- by Email: 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/order](http://www.destination-brand.com/order)

**Deadline:  
15.09.2018**



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