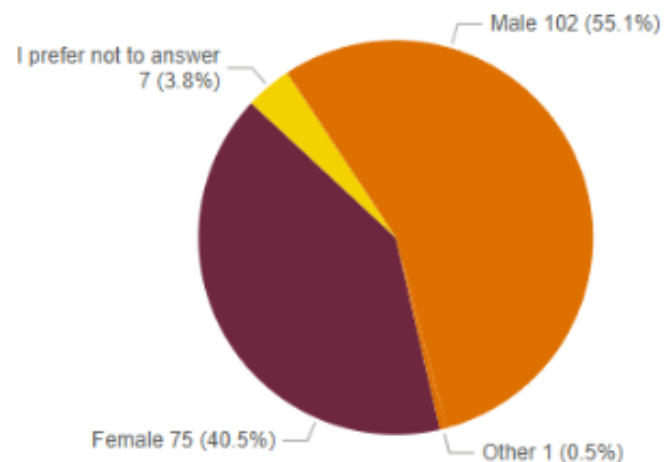
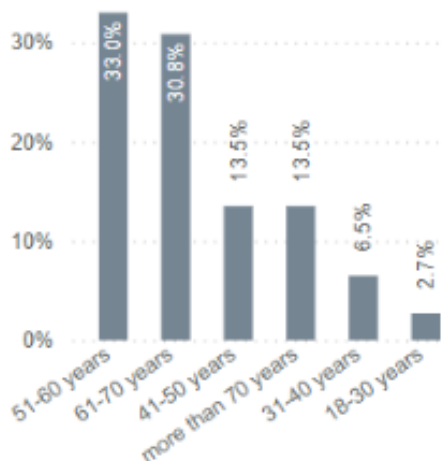


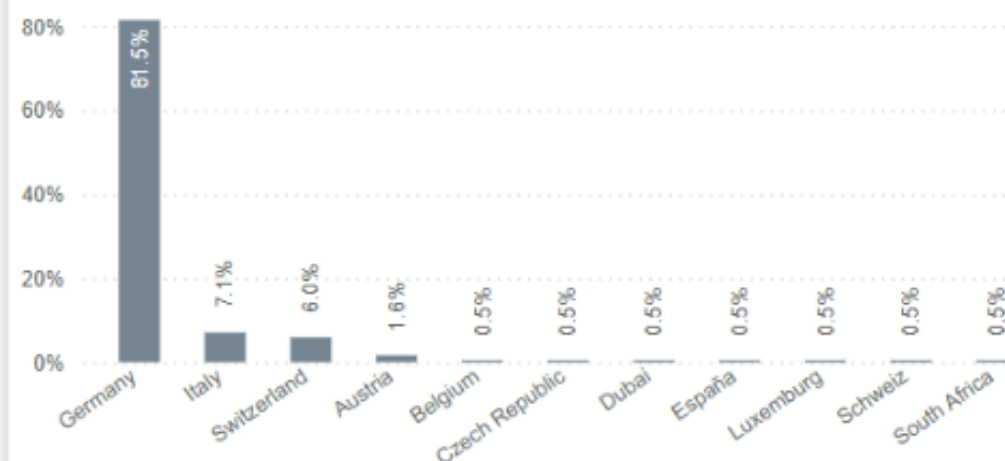
Gender:



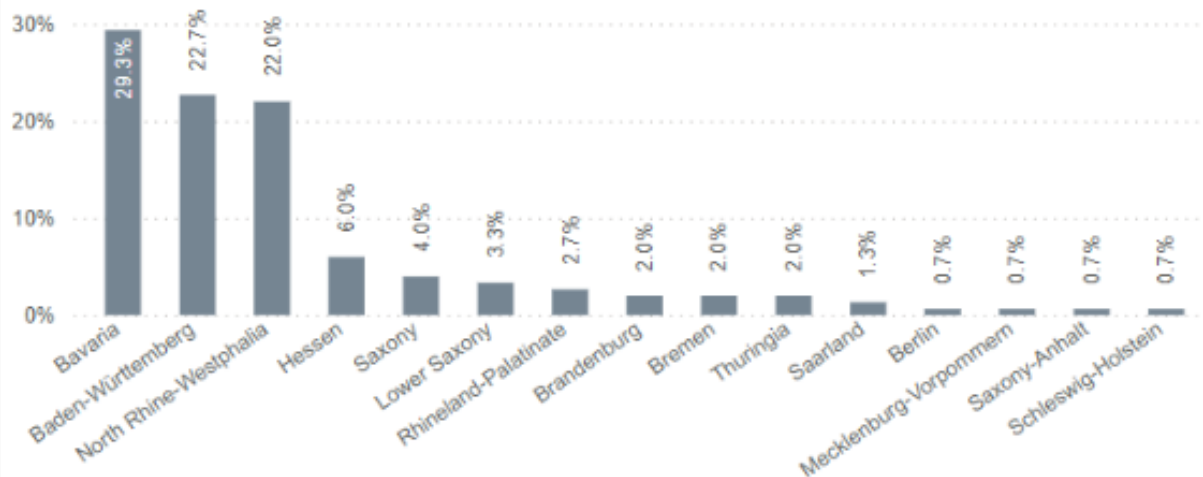
Age:



Residency (Country):



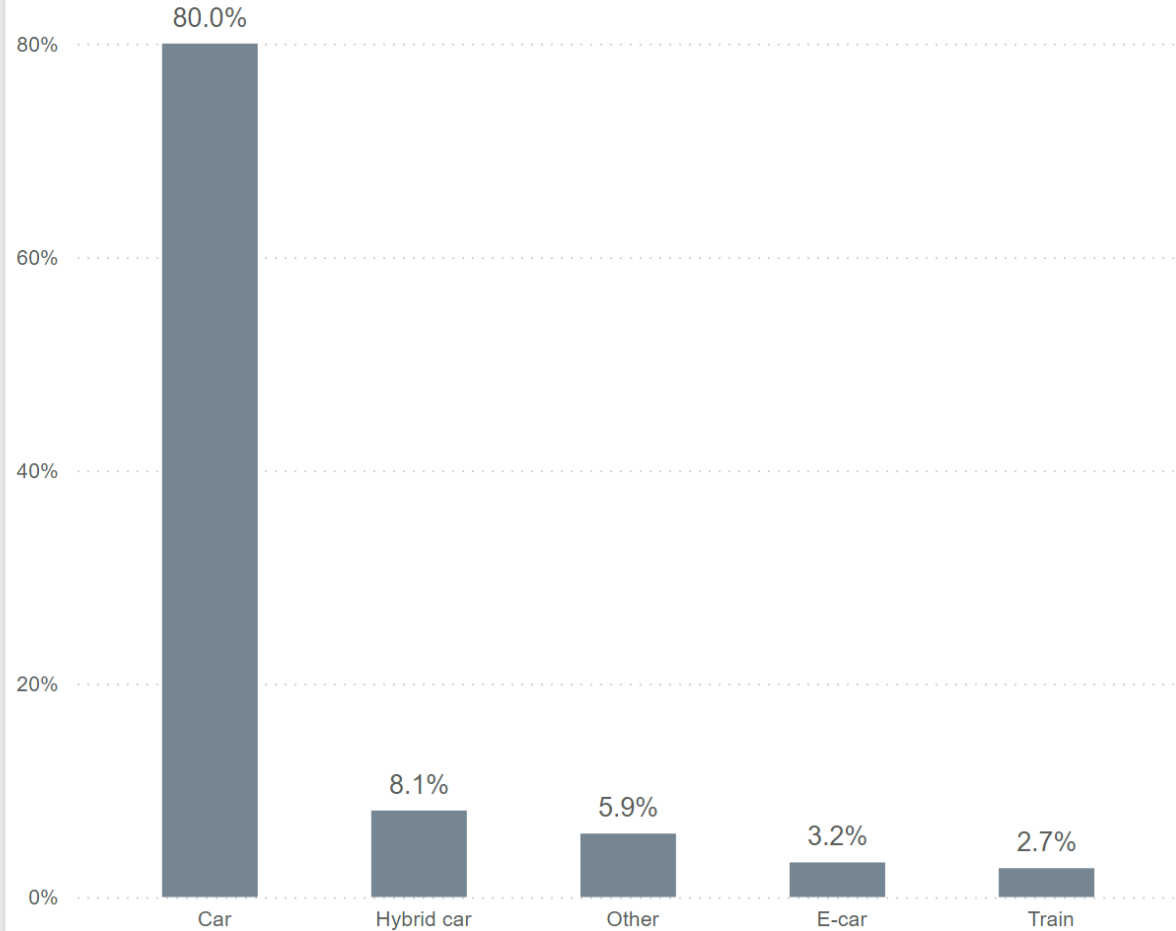
Deutschland:



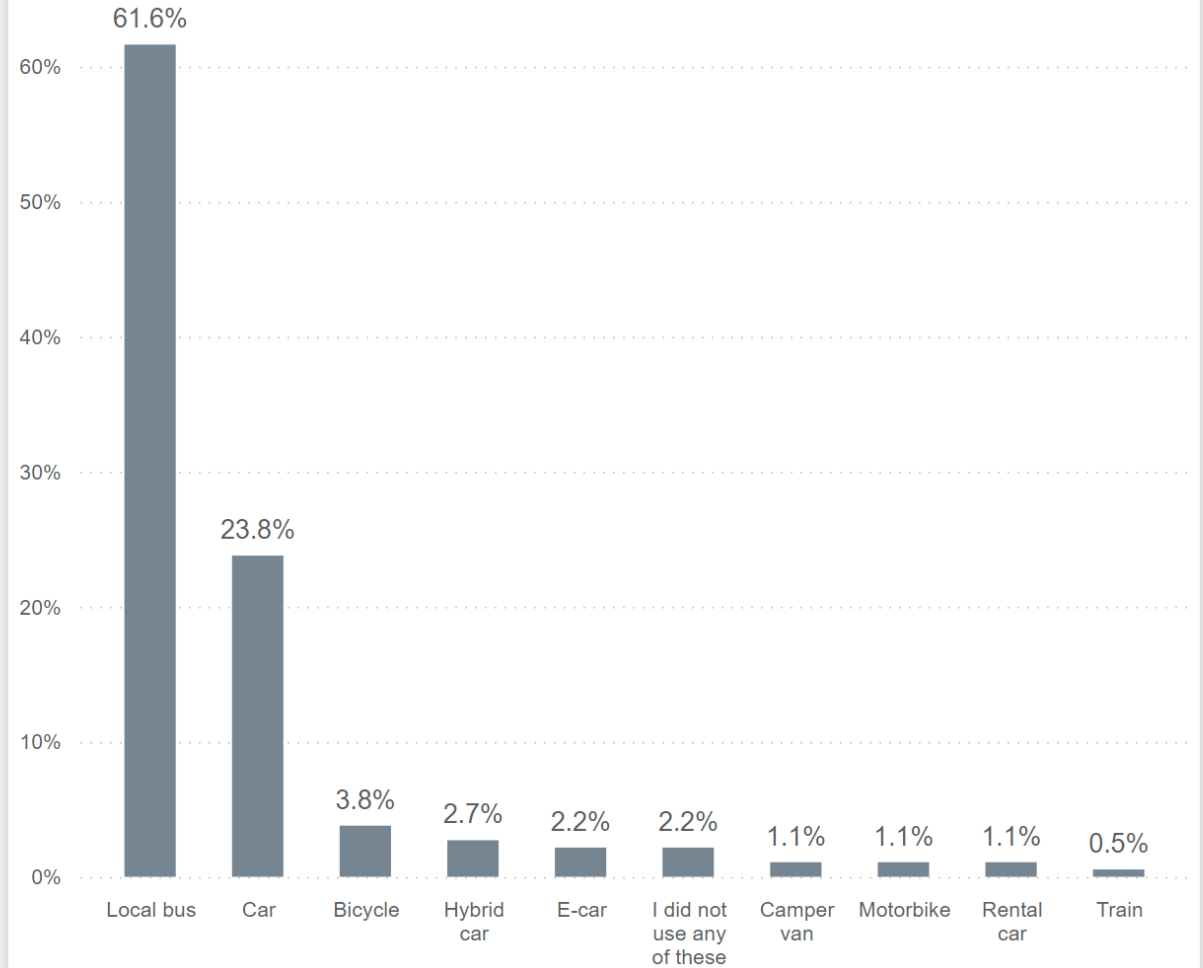
Italia:



Which means of transport did you use to arrive at your holiday destination? *



What was your preferred mode of transportation during your stay? *



*Main means of transport (based on km travelled)

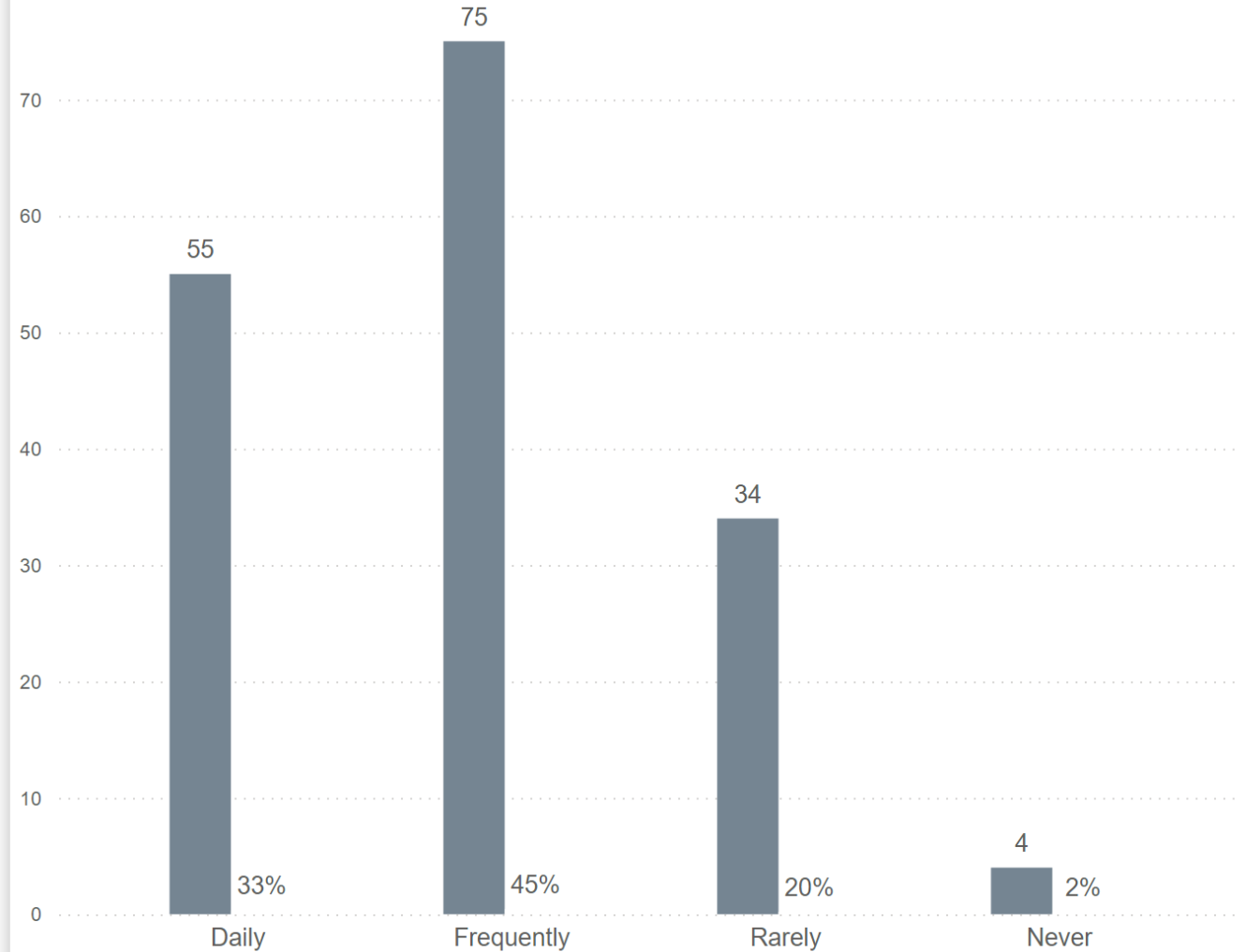
Mobility

185

Are you familiar with the Guest Pass (Mobil Card South Tyrol)?



Did you make use of the Guest Pass during your holiday in South Tyrol? *

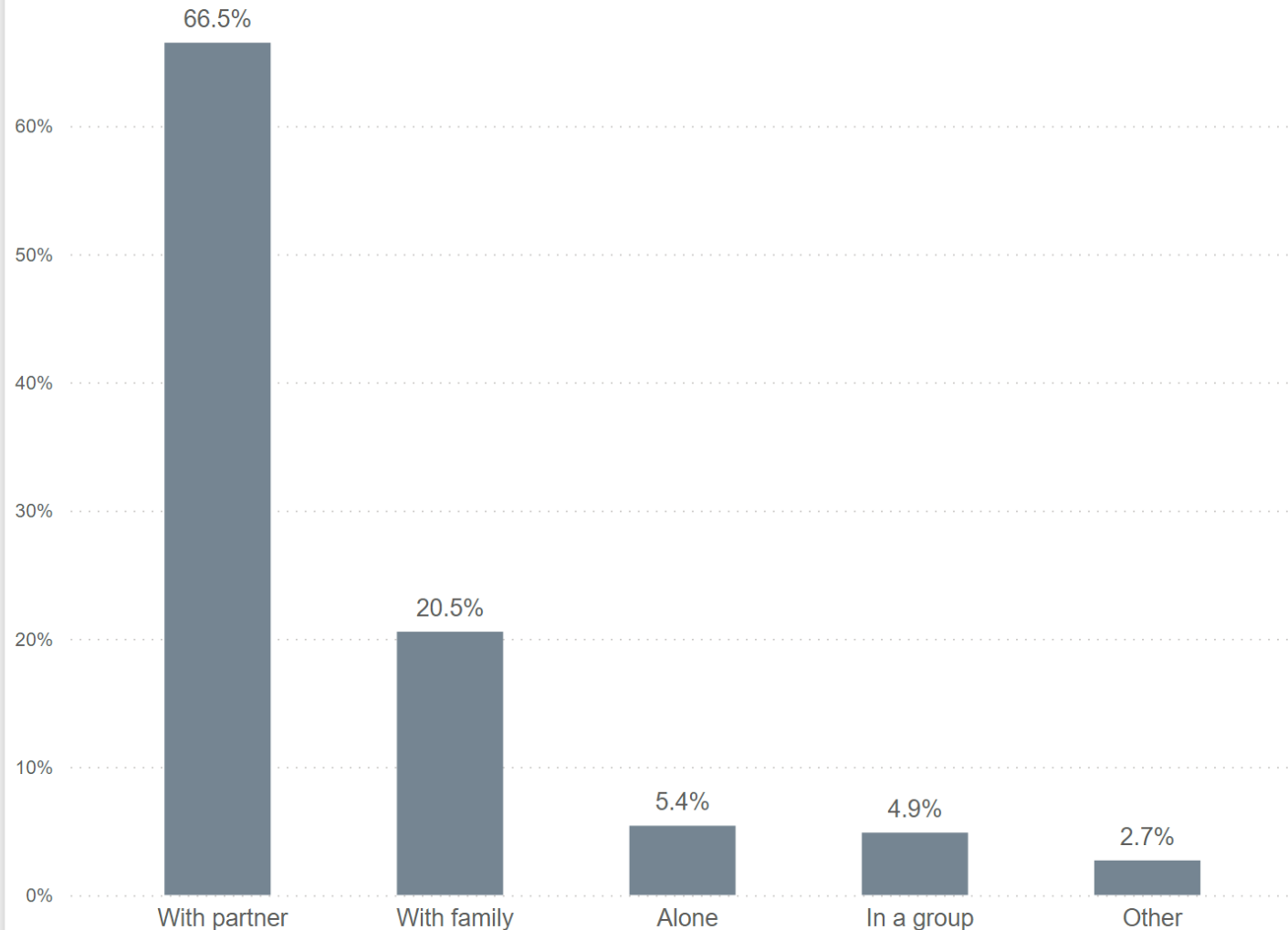


*Only for the Yes Responses

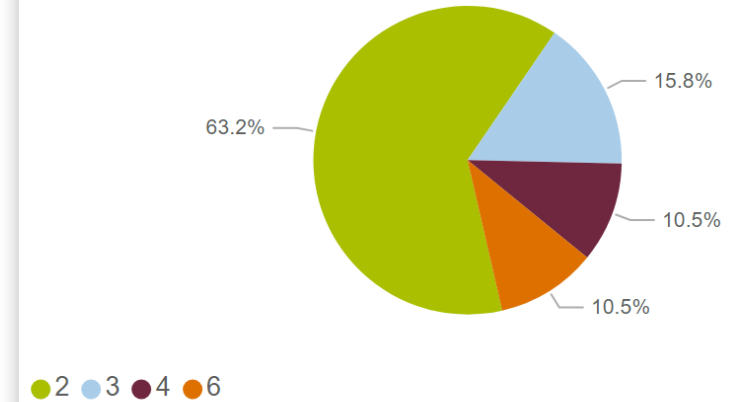
Expenses/cost

185

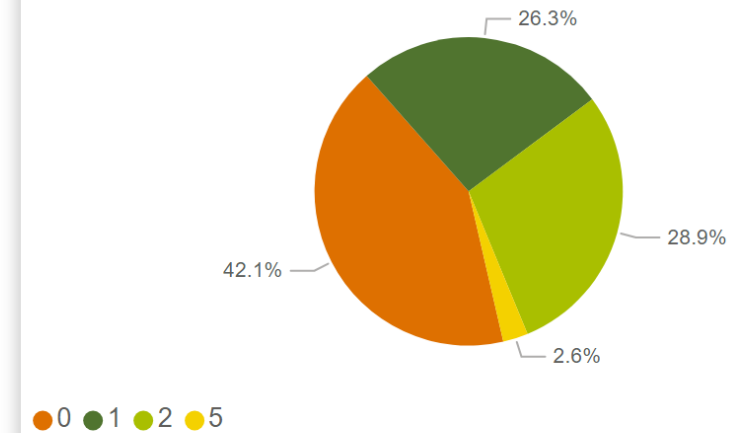
With whom do you travel?



How many adults? *

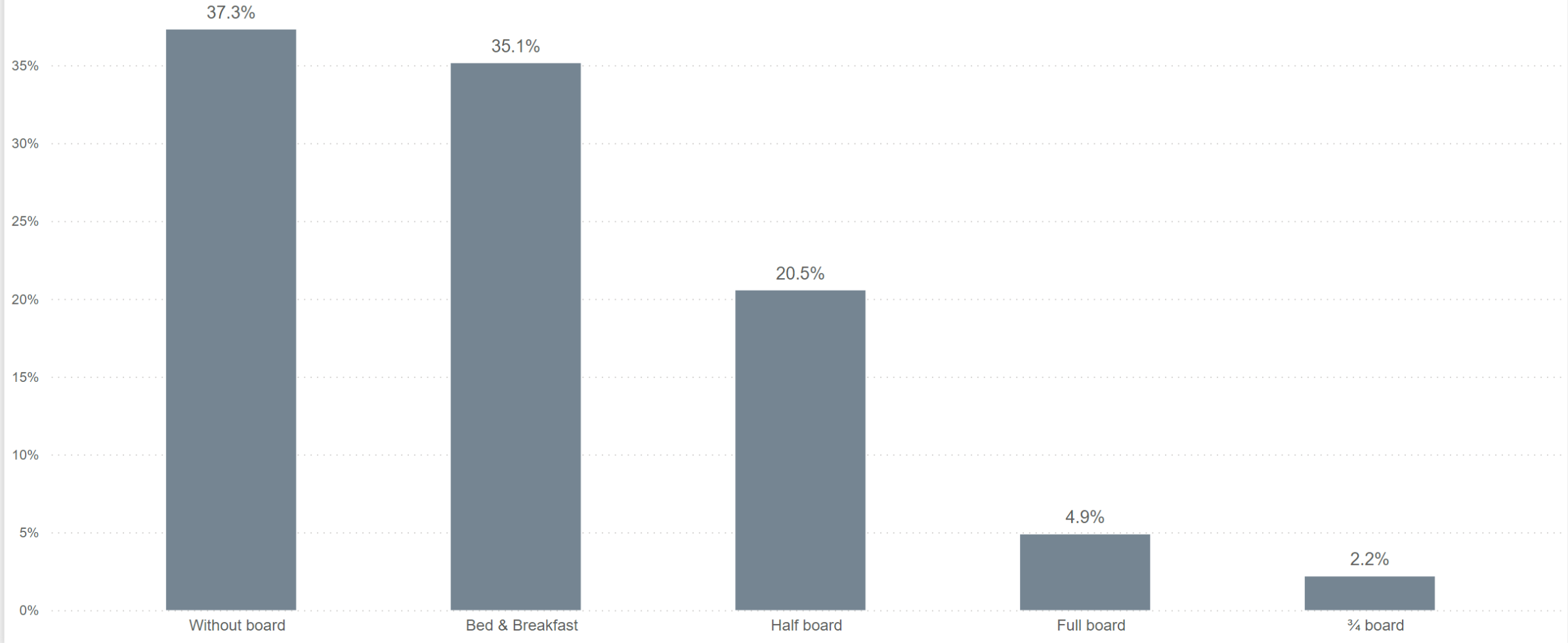


How many children? *



*Only for the Response: "With family/children"

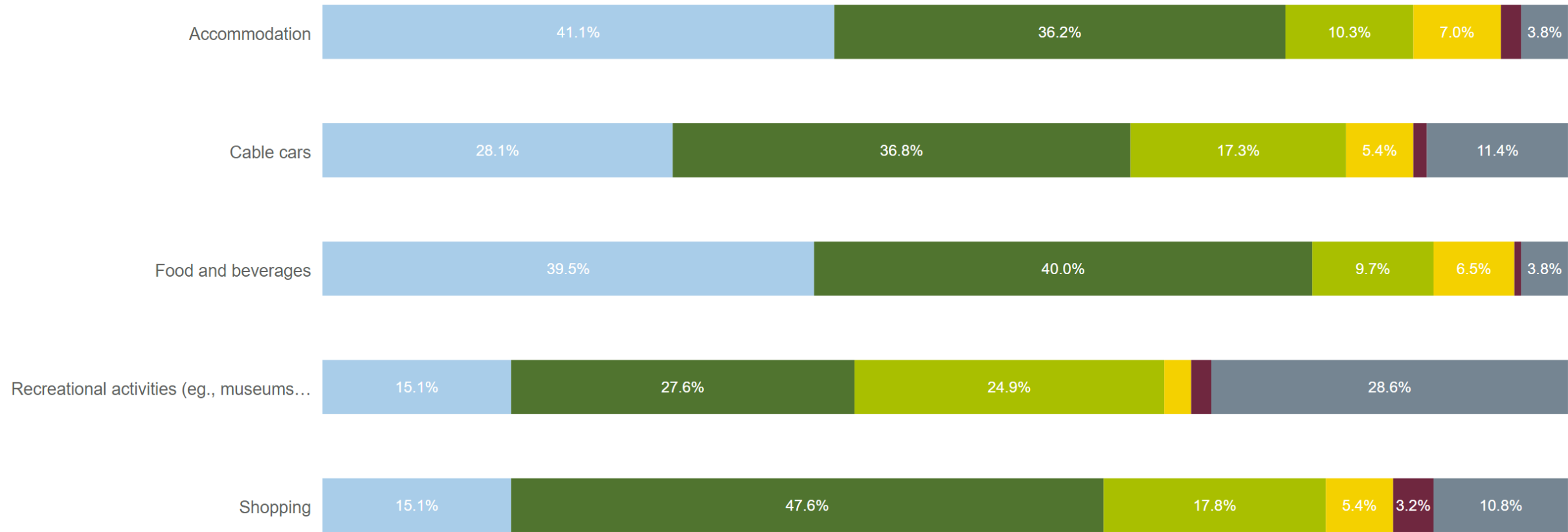
What type of accommodation did you choose?



Expenses/cost

185

How satisfied are you with the current relation of quality and price in destination? (5 = very satisfied, 1 = unsatisfied, 0 = no answer)

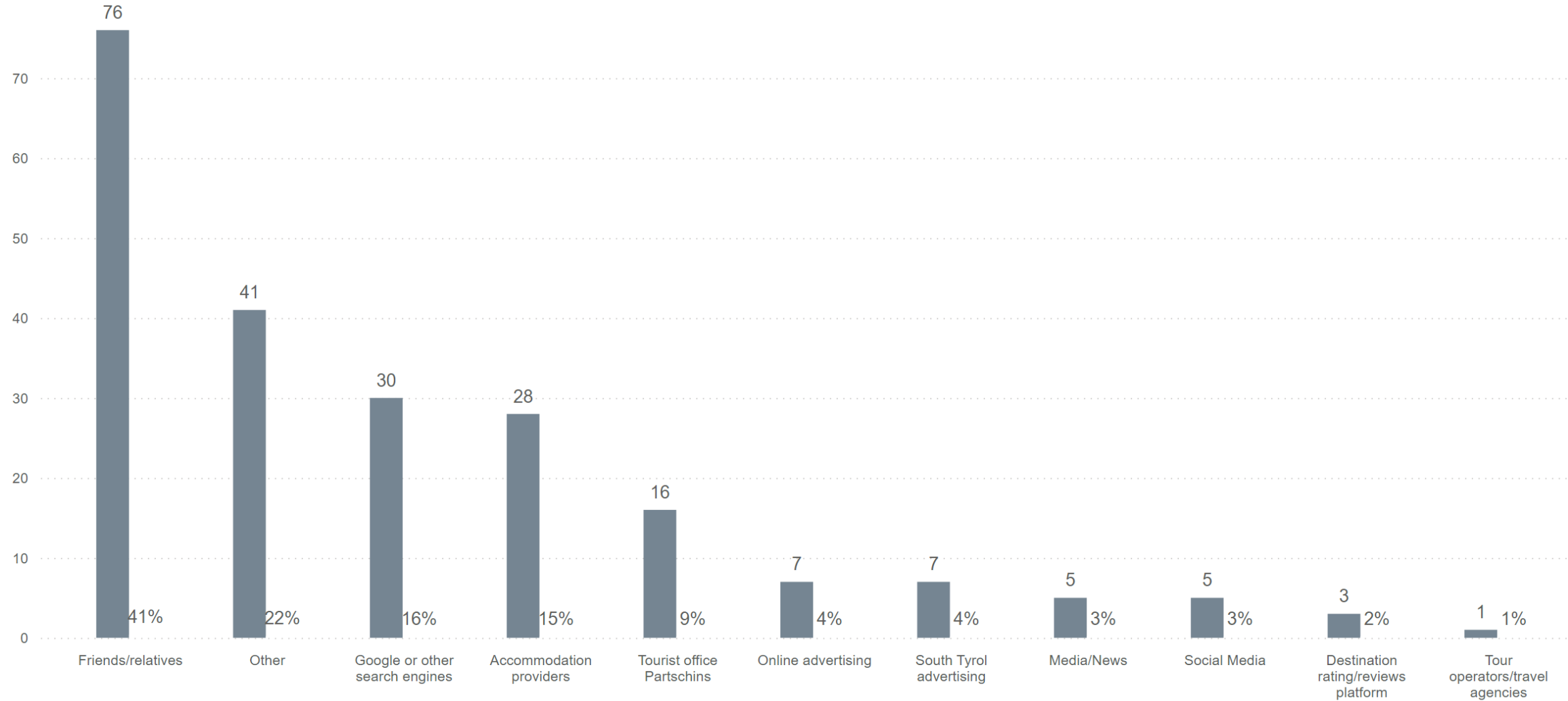


5 4 3 2 1 0

Reason for holiday and activities

185

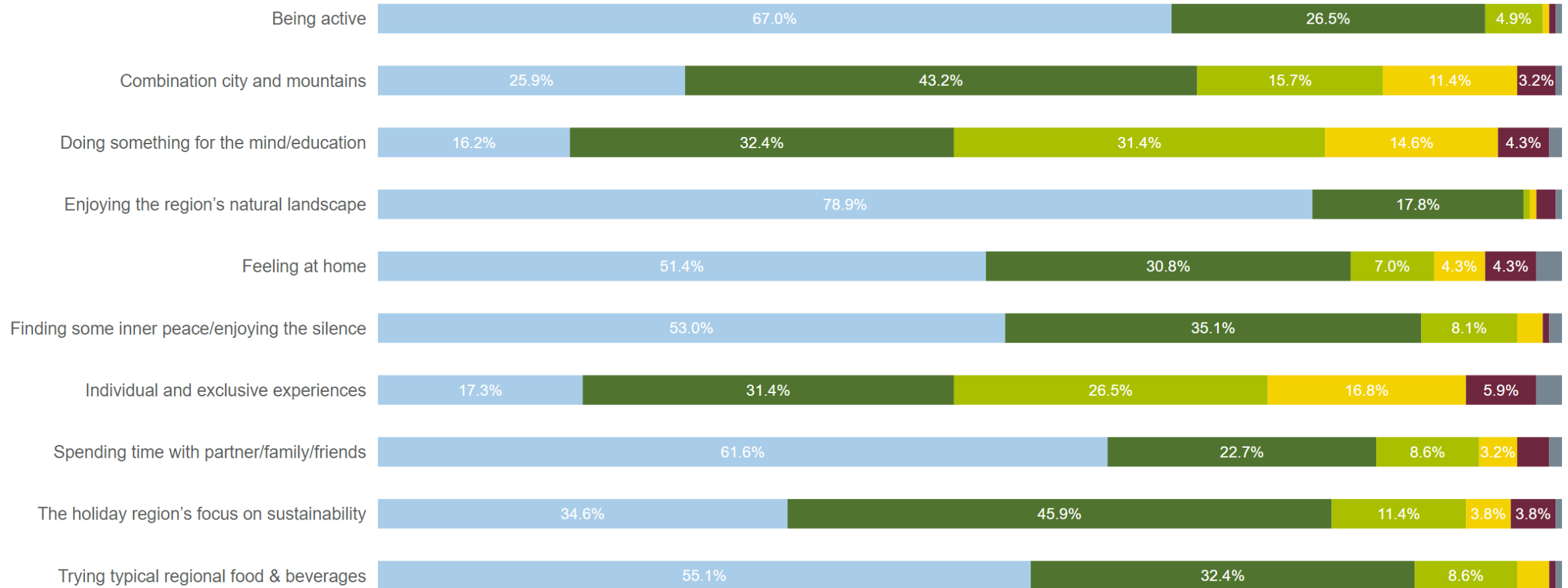
How did you hear about the region?



Reason for holiday and activities

185

How important are the following factors in choosing your holiday destination? (5 = very important, 1 = unimportant, 0 = no answer)

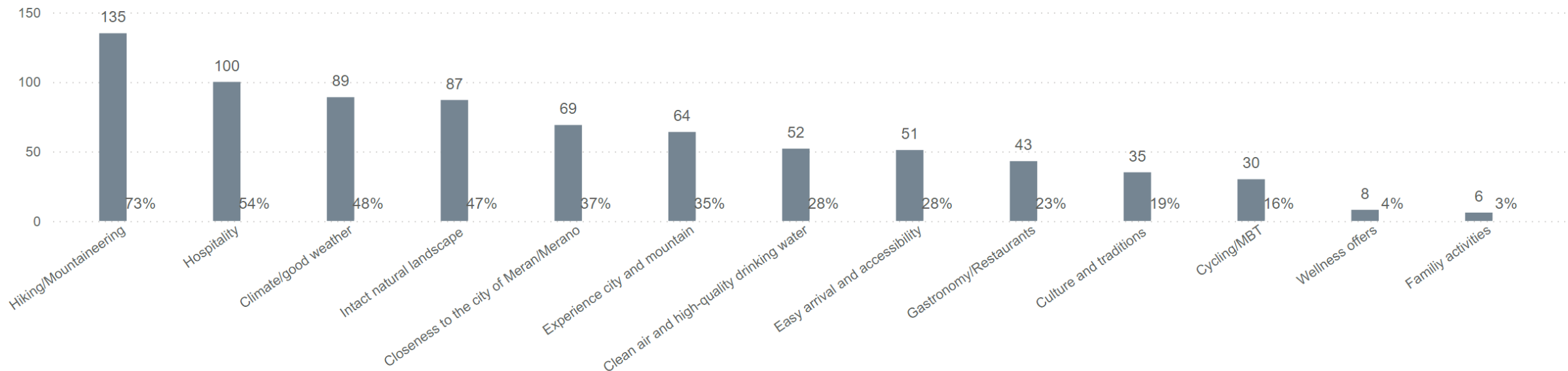


● 5 ● 4 ● 3 ● 2 ● 1 ● 0

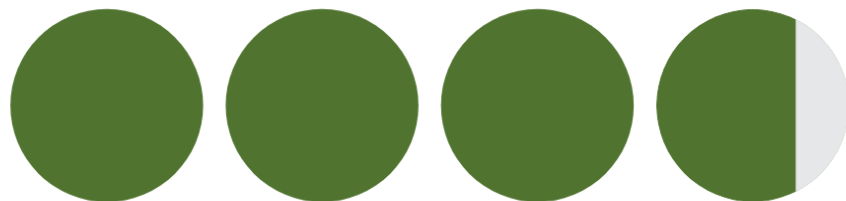
Reason for holiday and activities

185

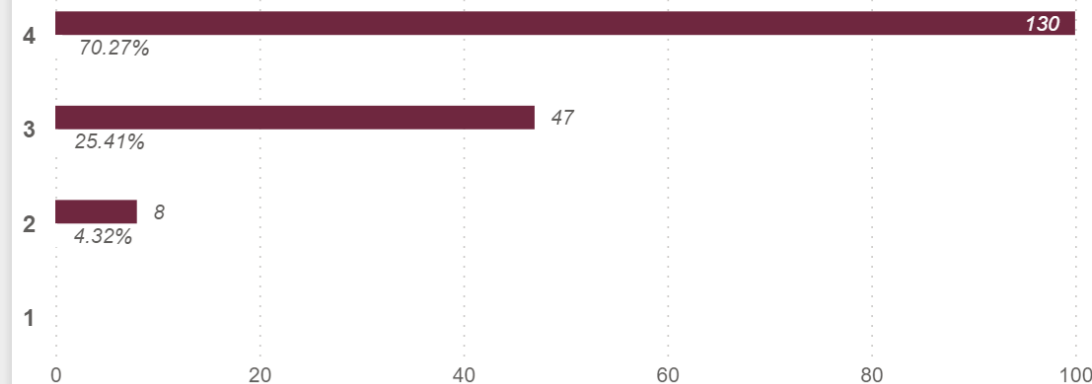
Why did you choose this region as your holiday destination?



Have the expectations you had prior to the trip been fulfilled? (1 = Not at all fulfilled, 4 = Completely fulfilled)



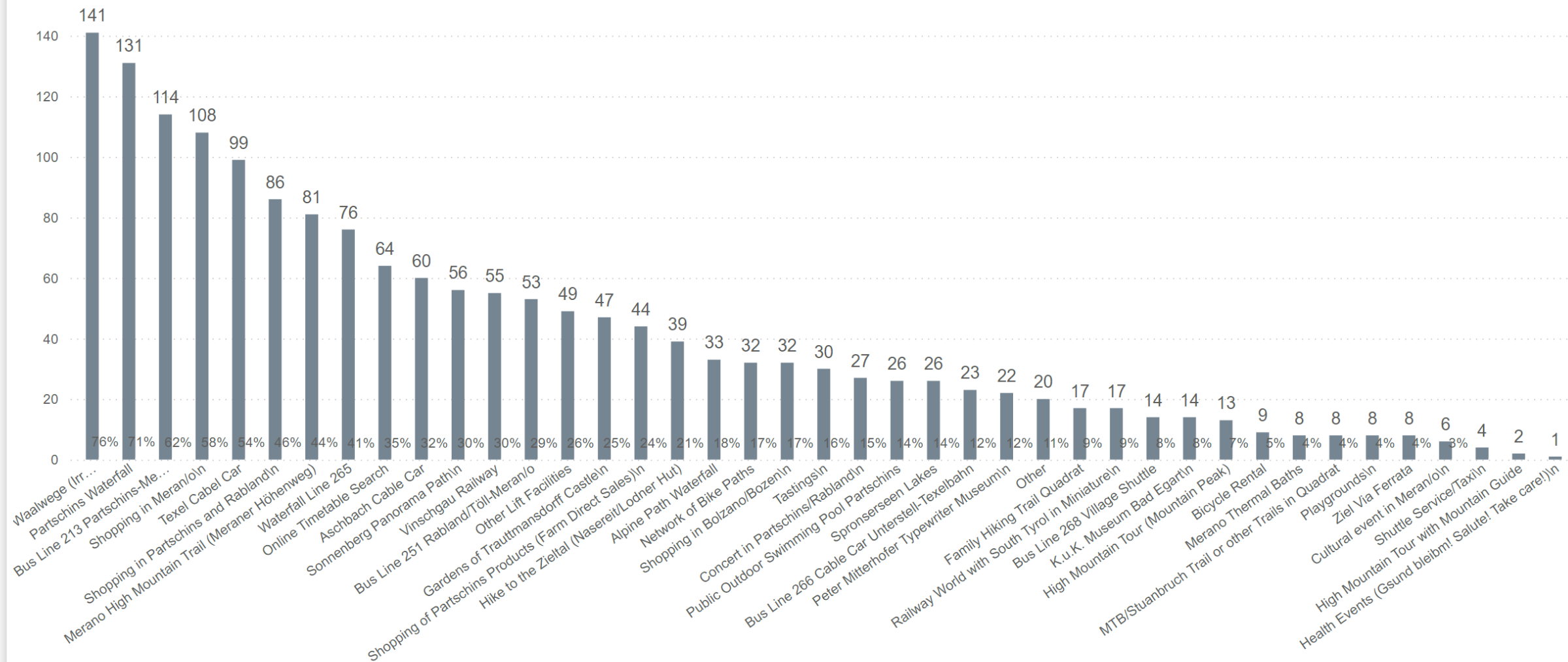
3.7



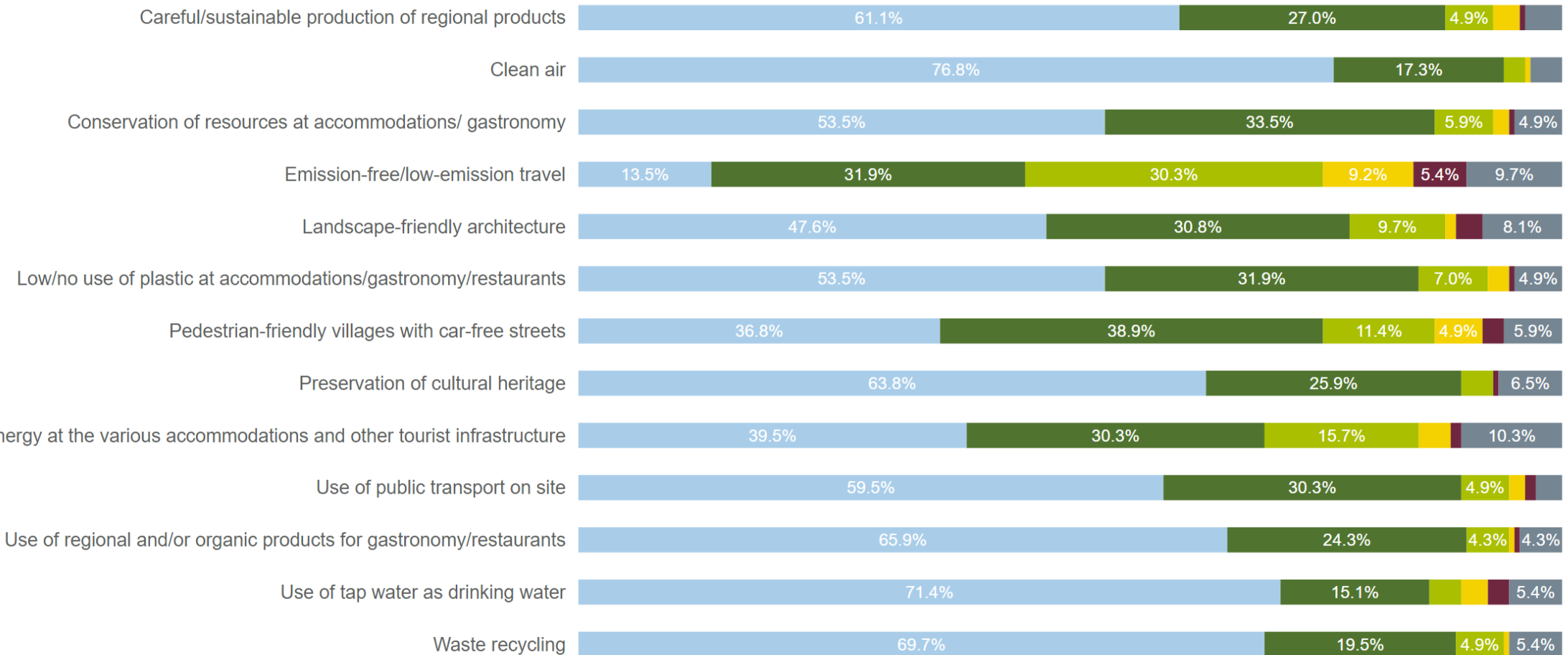
Reason for holiday and activities

185

Which of the following did you use/try during your stay?

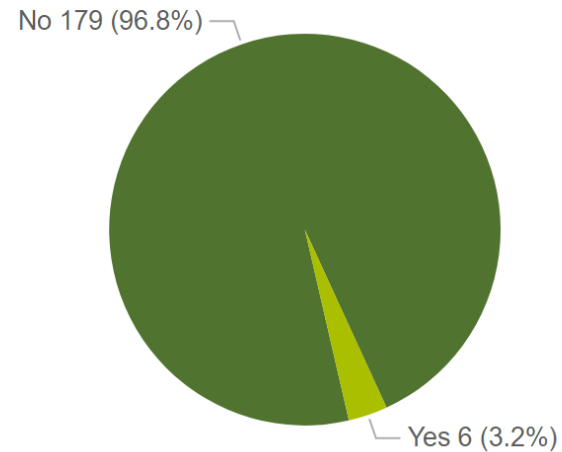


What do you associate with the term “sustainable tourism”? (5 = totally agree, 1 = disagree, 0 = no answer)



5 4 3 2 1 0

Are you familiar with tourism sustainability certifications?



Which sustainability certifications do you know?

Roter Hahn

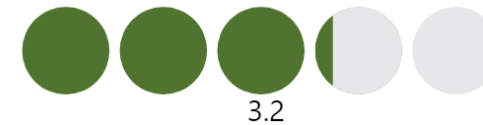
Österreichische und europäisches Umweltzeichen, blauer engel

nein

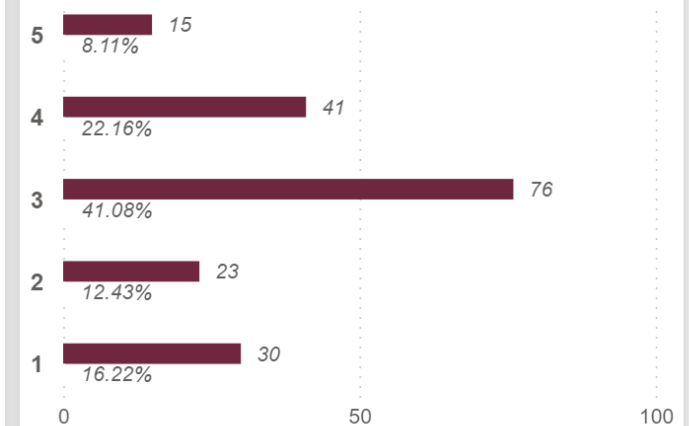
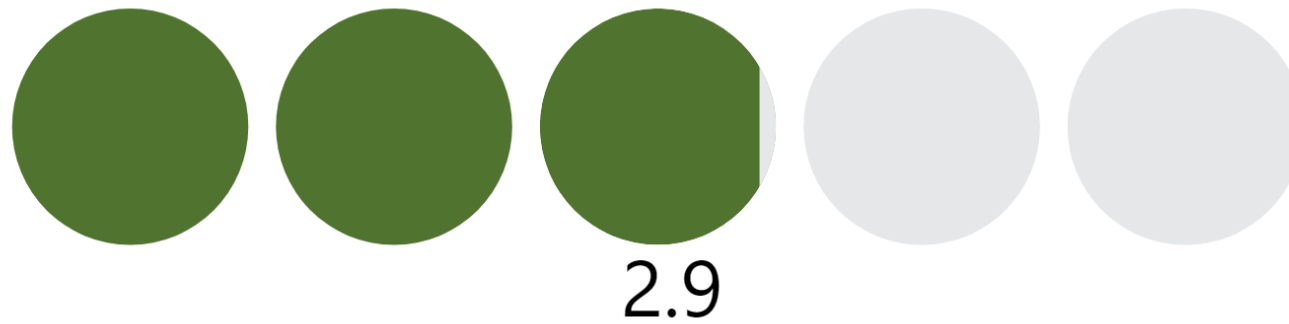
Label Südtirol

Keine Einmalprodukte, Schinen von Ressourcen, Energieeffizienz durch Solar/Photovoltaik, regionale Produkte

How important is certification when selecting your ideal holiday region? (1 = Unimportant, 5 = Very important) *

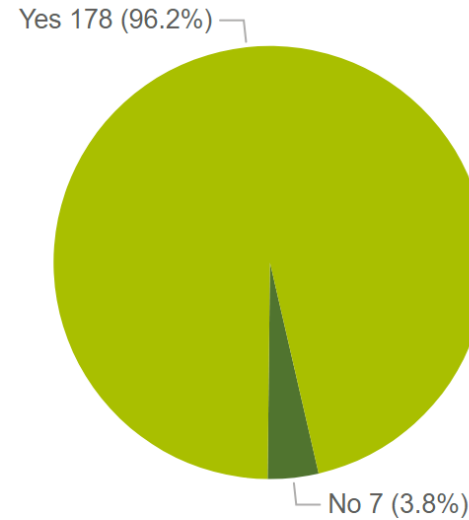


How important is certification when selecting your ideal holiday region? (1 = Unimportant, 5 = Very important)



*Only who is familiar with certifications

Would you return to this destination for holiday?



Why?

Angebot an Luxusprodukten zu minderwertig

Das Thema Klima interessiert doch ca. 60 % der Touristen nicht weil diese lieber den eigenen PKW benutzen und alles in der Stadt damit zuparken

Hat meine persönlichen Erwartungen nicht erfüllt bzw. andere Regionen anschauen

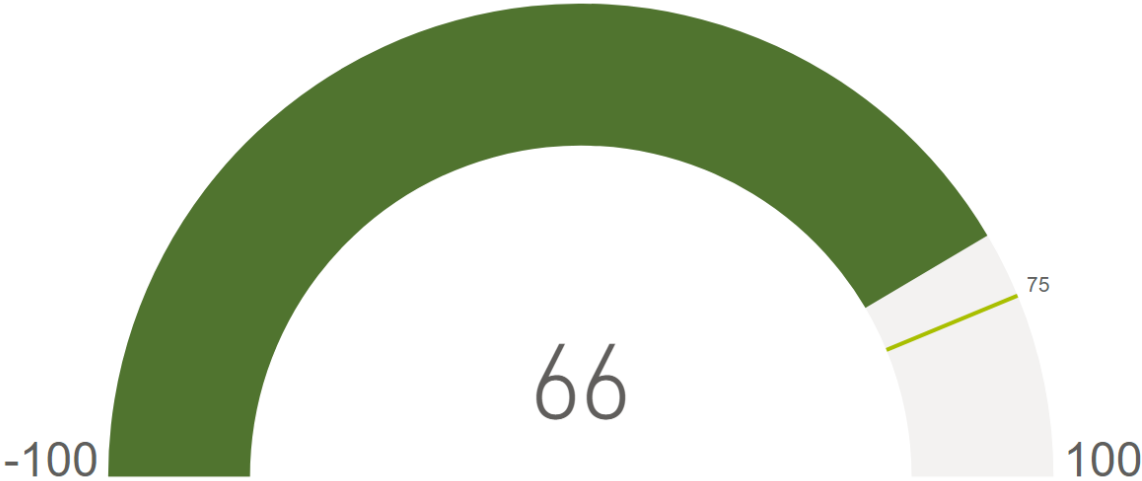
keine/kaum Gastronomie vorhanden. Gasthof Stiegenwirt bewirbt nur nach Lust und Laune, Garberstube immer überfüllt, andere Gastronomie nur mit PKW erreichbar. Von Klimaneutralität und Umweltbewusstsein ist bei vielen Gästen nichts bemerkbar, da eigener PKW bevorzugt wird.

Unzufrieden mit Tourismusbüro, Chefin keine Ahnung von der Wirklichkeit

Wechselnde Reiseziele

Weil wir uns wohl fühlen

Net Promoter Score

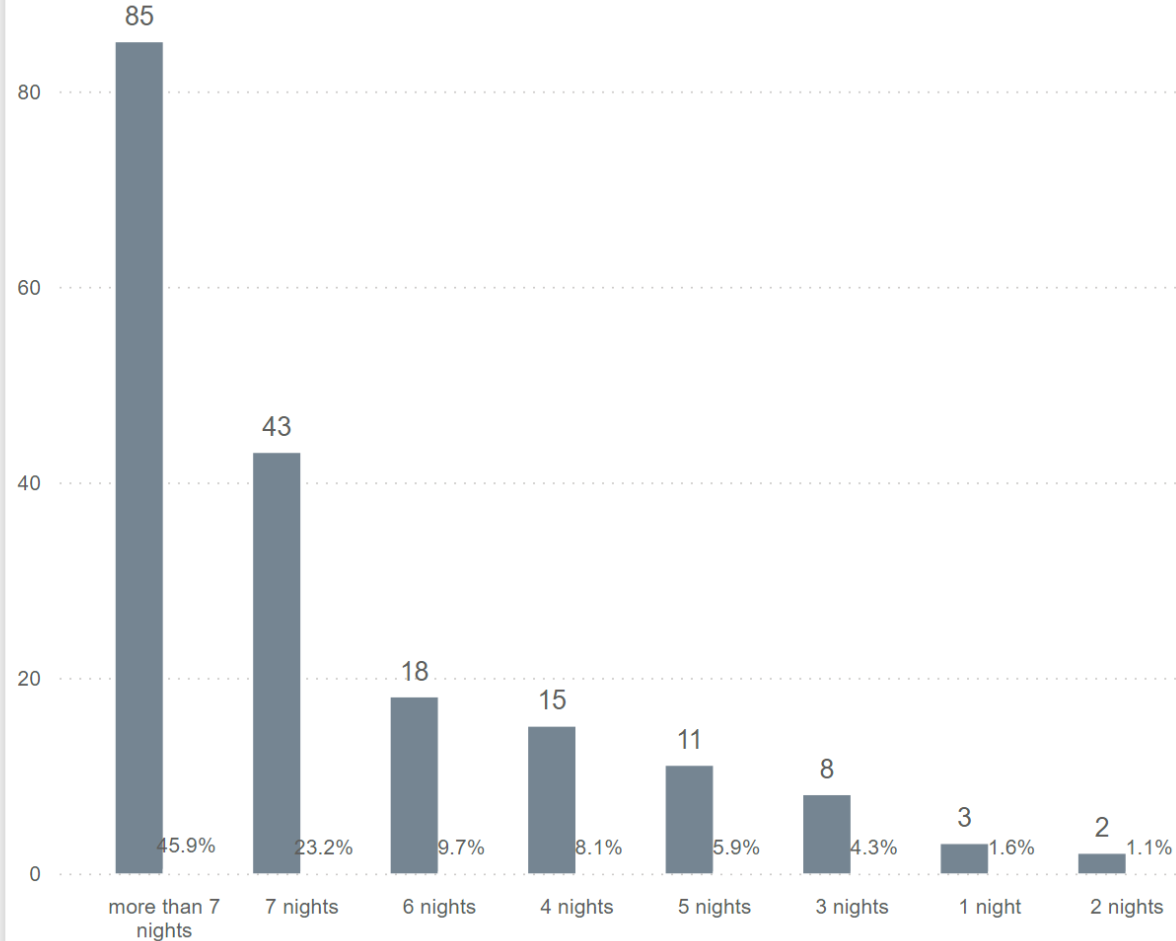


Category	Responses	Percentage
☐ Detractor(0-6)	11	5.95%
☐ Passive(7-8)	41	22.16%
☐ Promoter(9-10)	133	71.89%
Total	185	100.00%

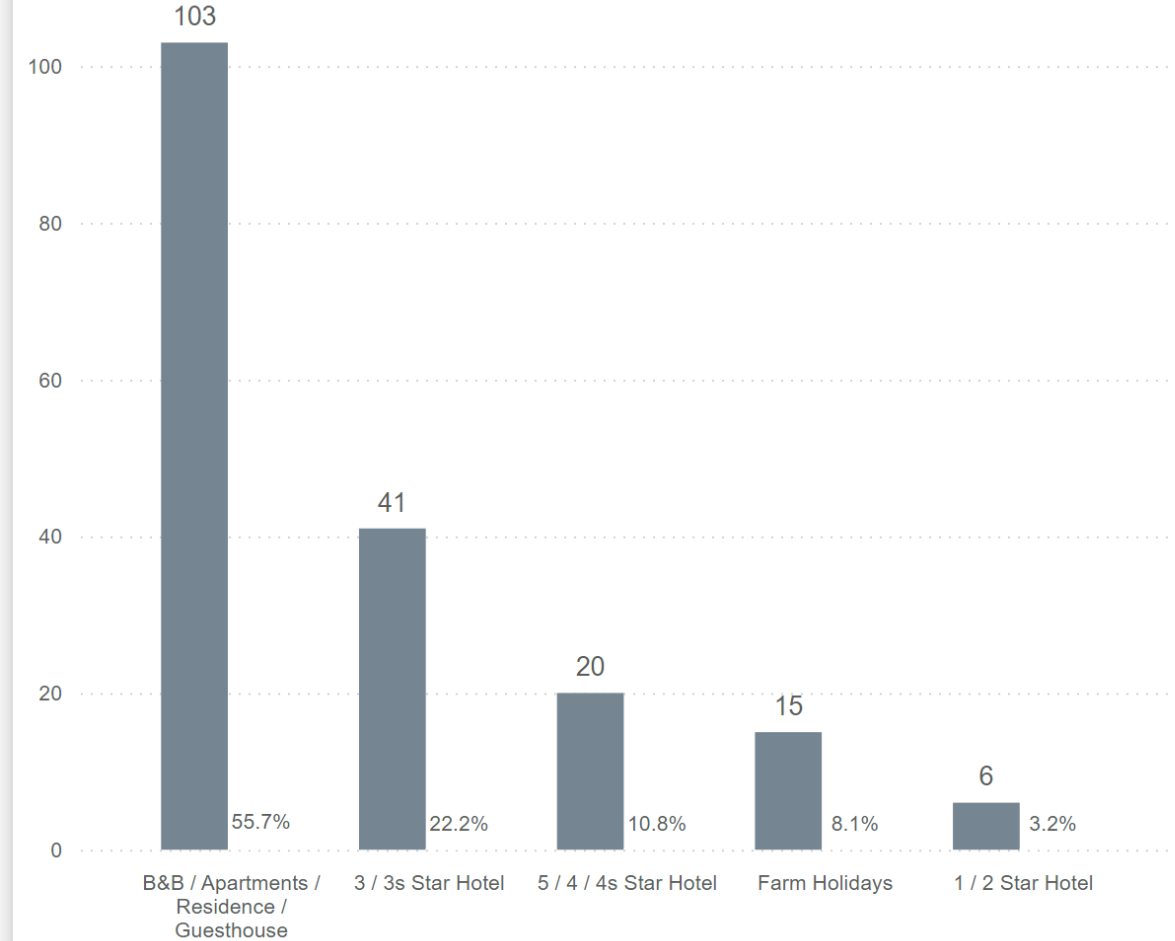
General questions

185

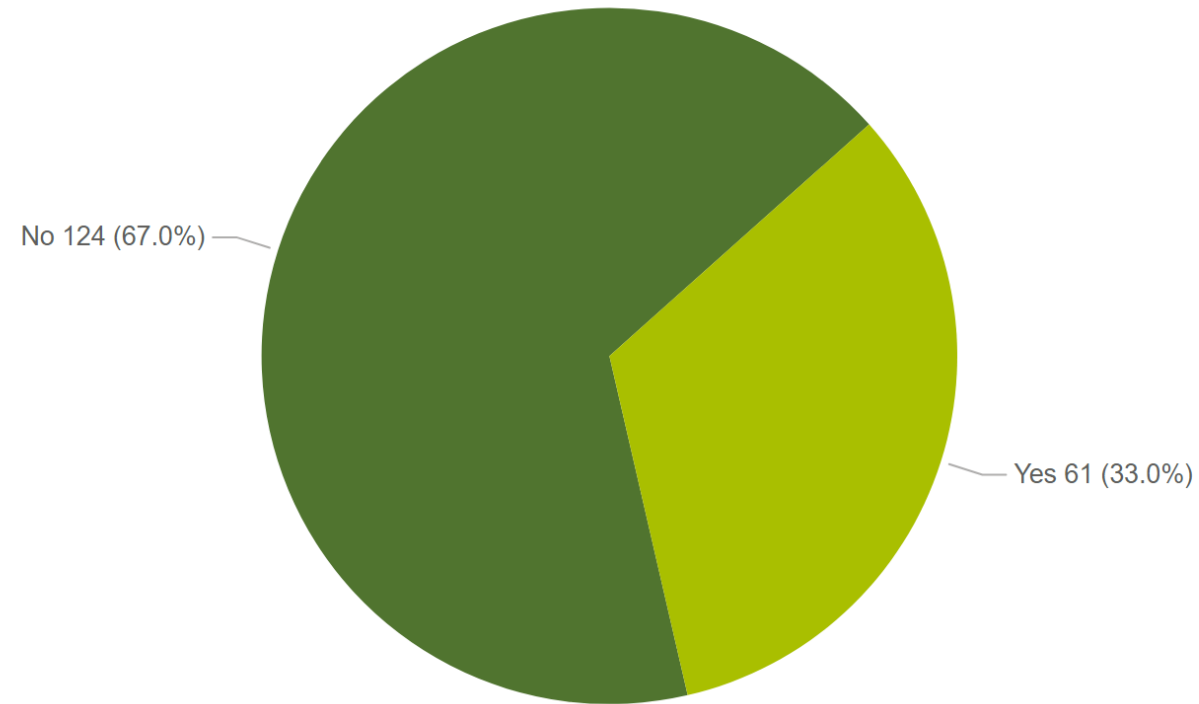
How long do you stay in the region?



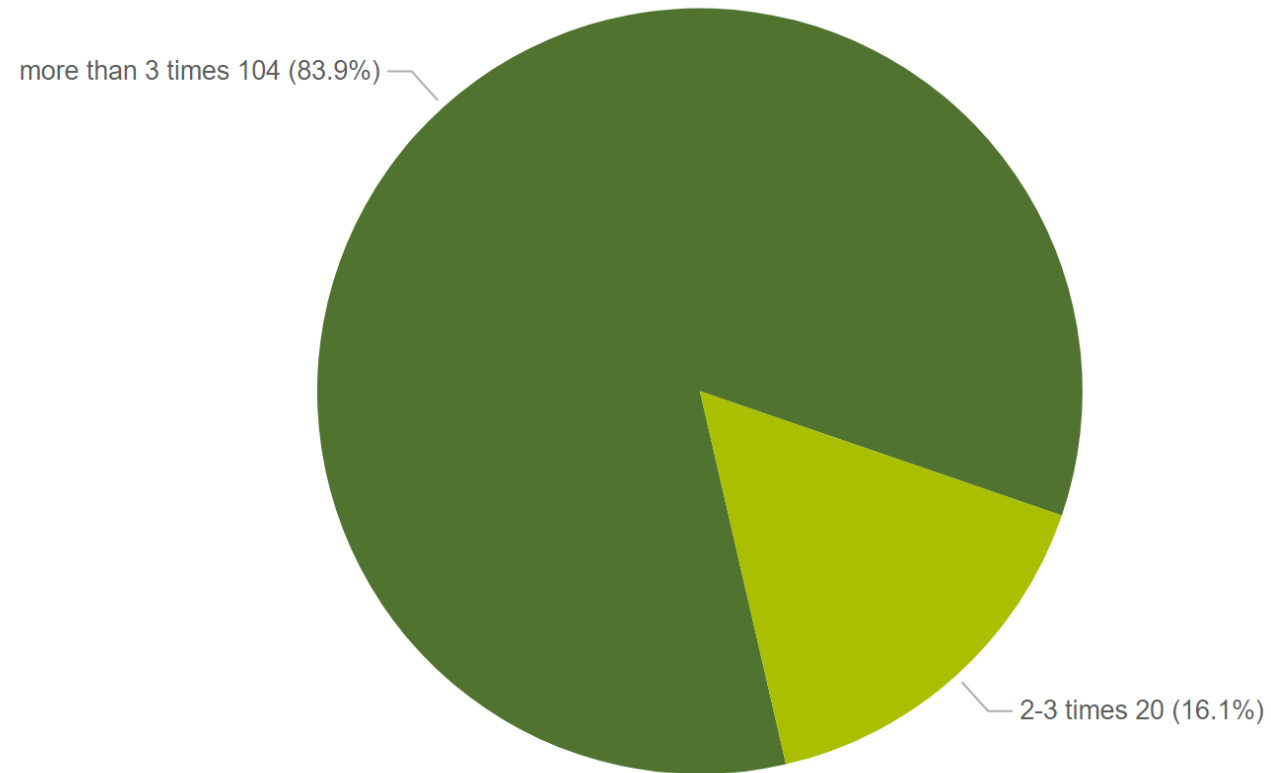
What type of accommodation did you choose?



Is this your first stay in this region?

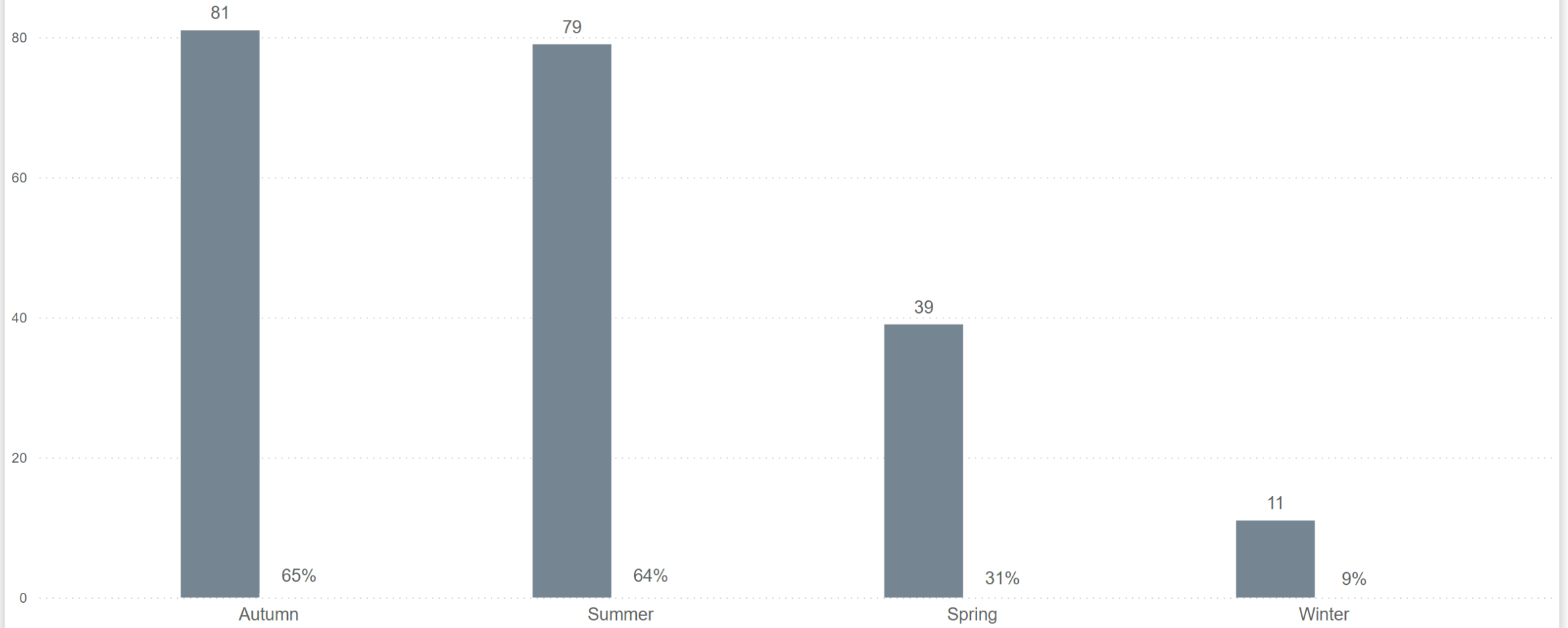


How often have you visited this region in total? *



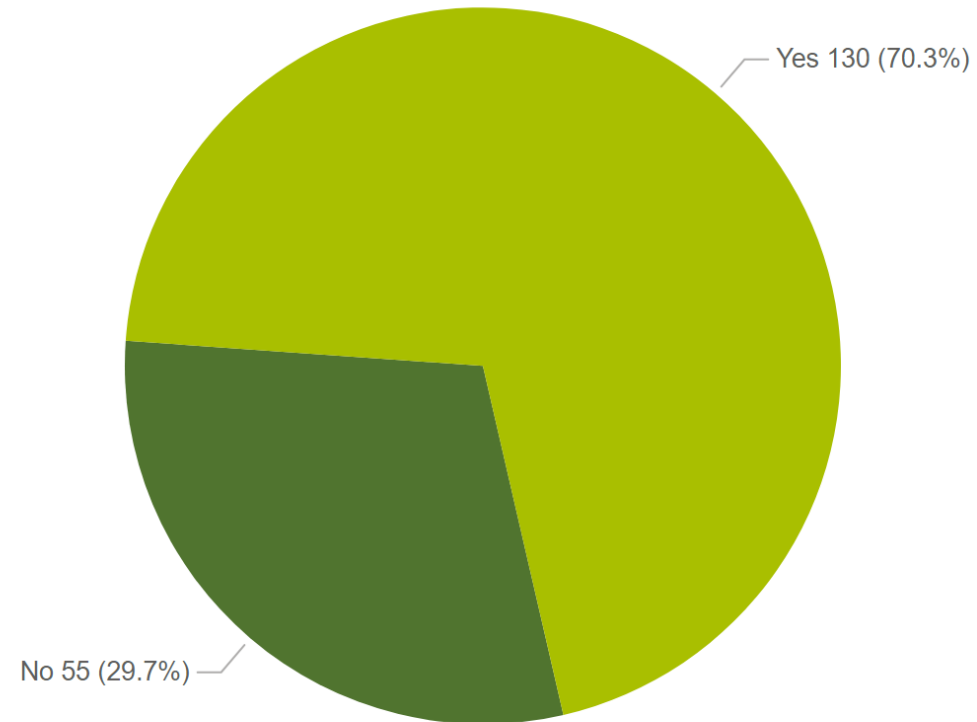
*Only if the Response of question "Is this your first stay in region?" is No.

At what time of year did you visit this region? *

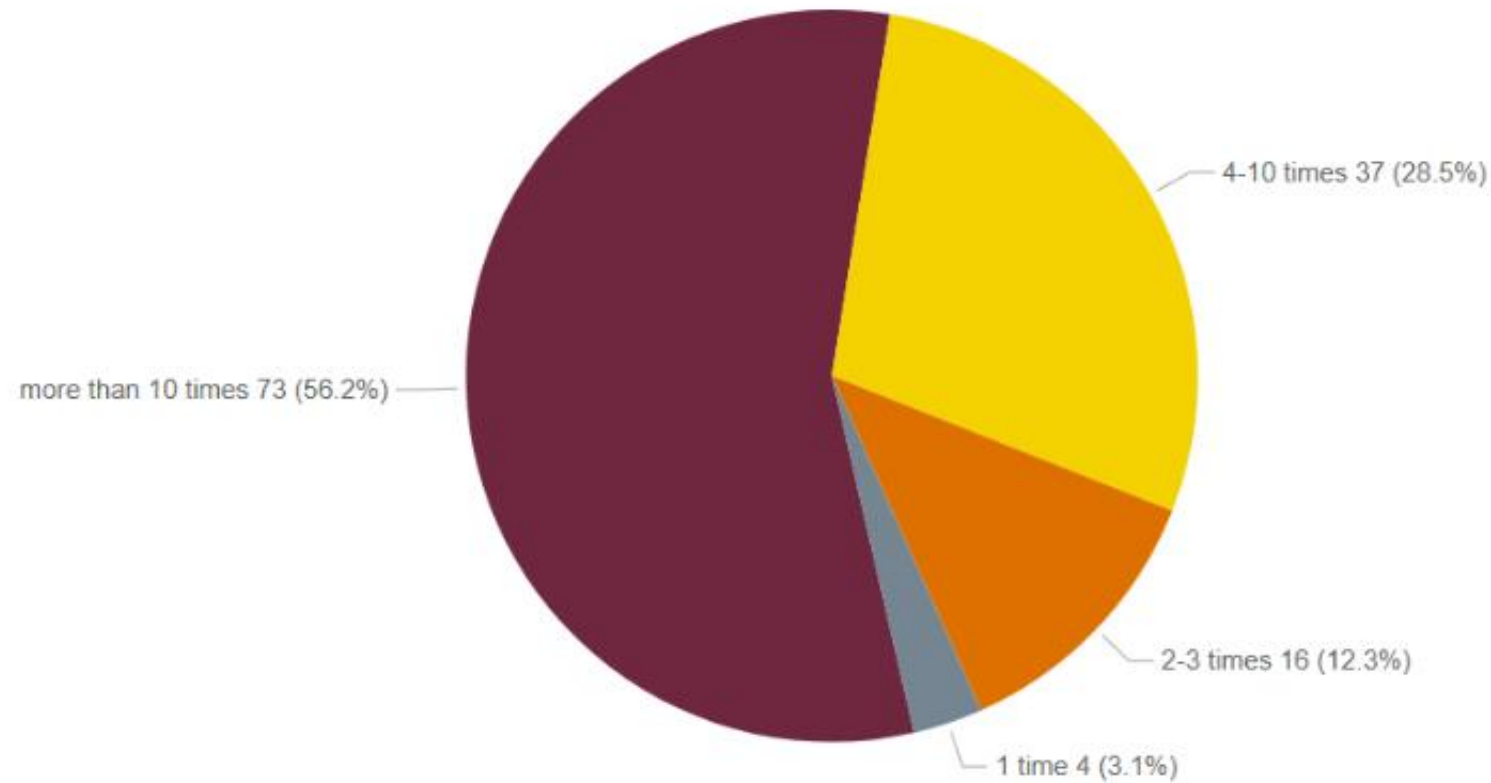


*Only if the Response of question "Is this your first stay in region?" is No.

Have you holidayed in other regions of "Südtirol/Alto Adige"?

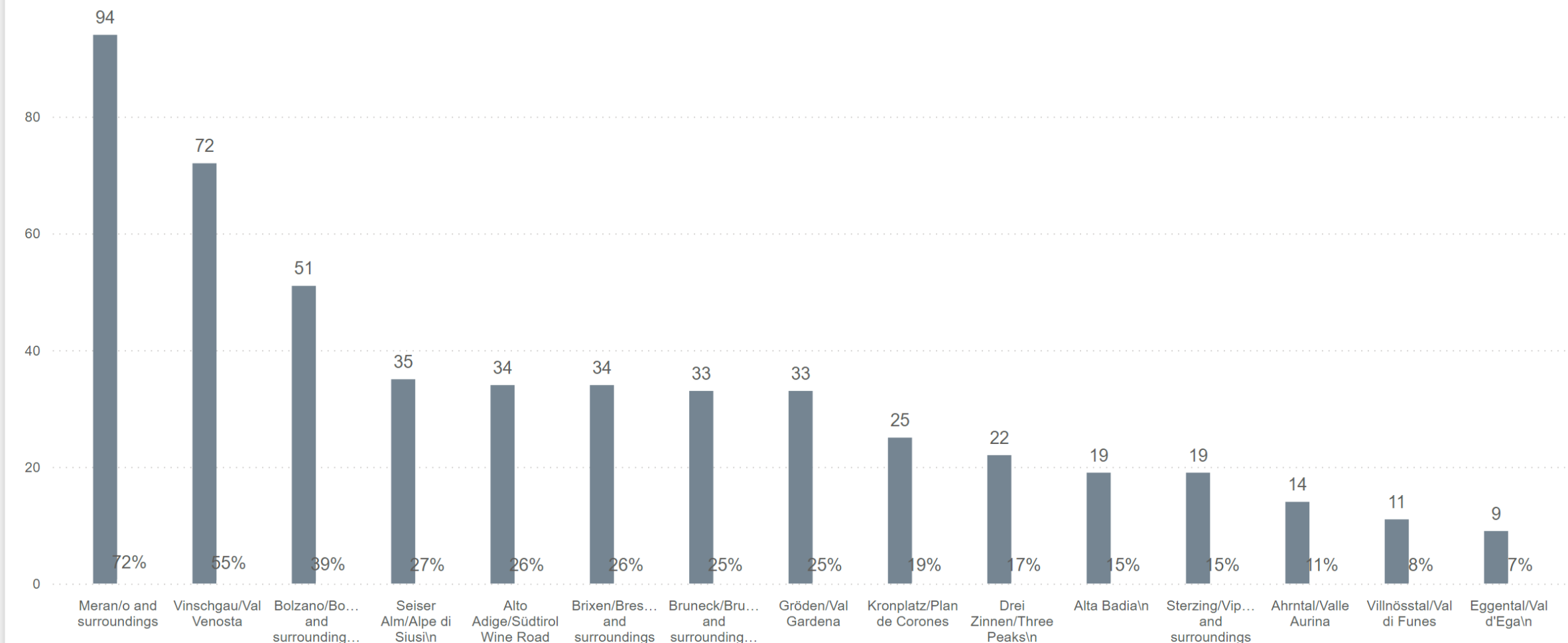


How often have you been on holiday in "Südtirol/Alto Adige"? *



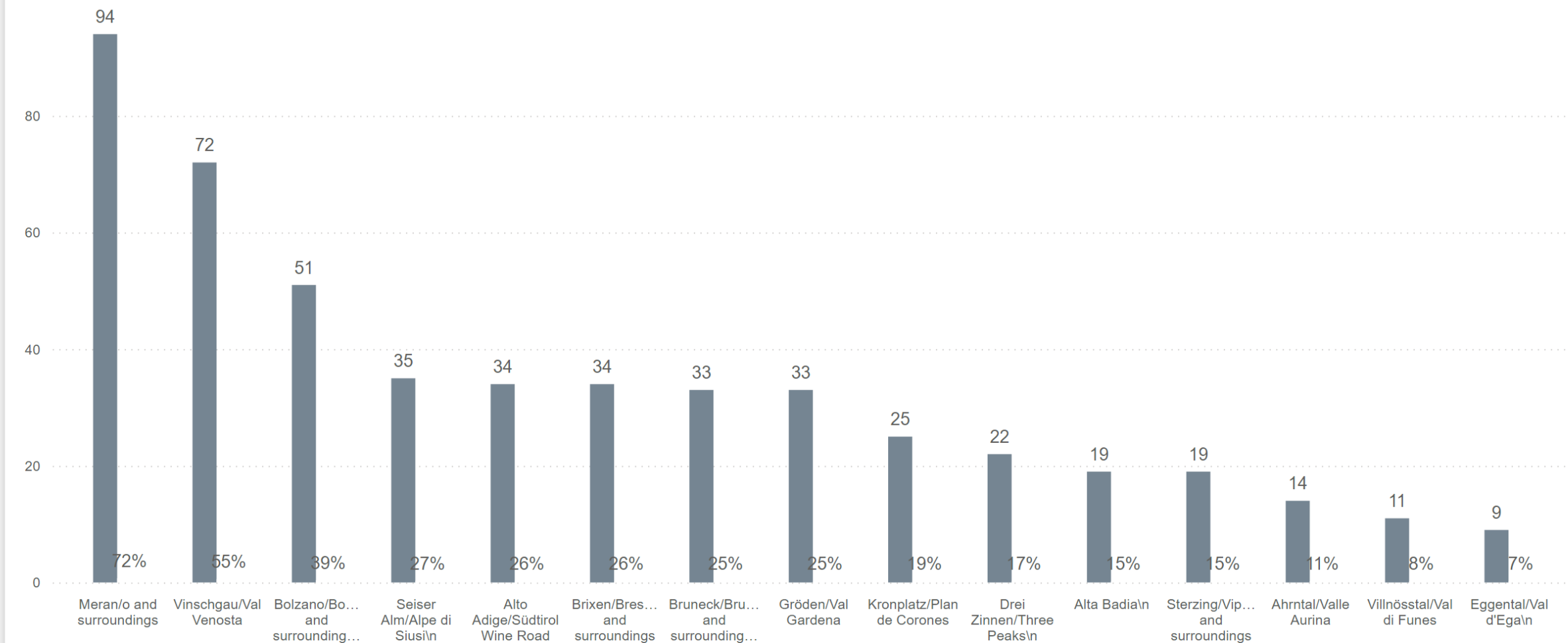
*Only if the Response of question "Have you holidayed in other South Tyrolean holiday regions?" is Yes.

In which holiday region did you overnight? *



*Only if the Response of question "Have you holidayed in other South Tyrolean holiday regions?" is Yes

In which other holiday region do you stay during your current vacation?



*Only if the Response of question "Are you staying also in other holiday regions during your current vacation?" is Yes