

**BRIXEN**

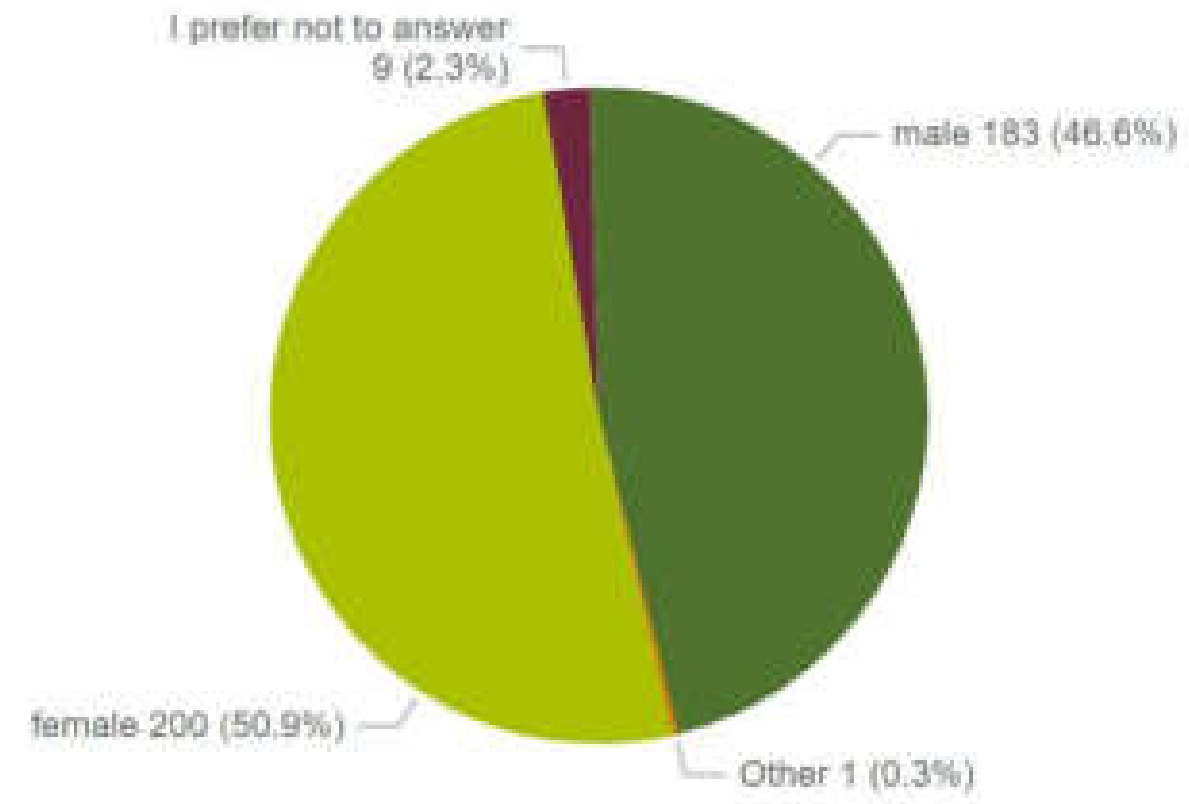
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# Guest survey

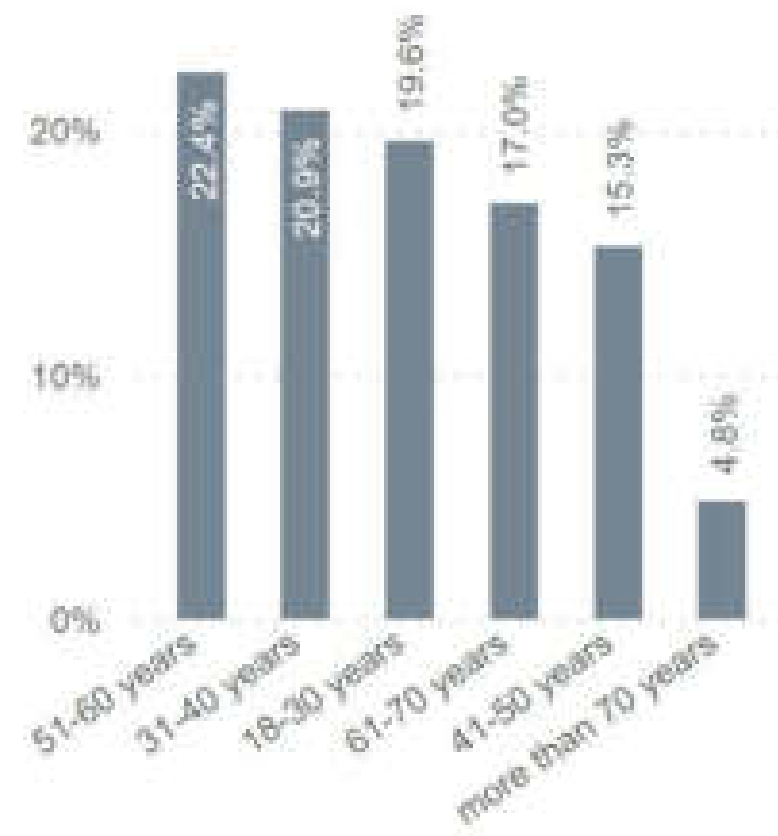
2023, Brixen



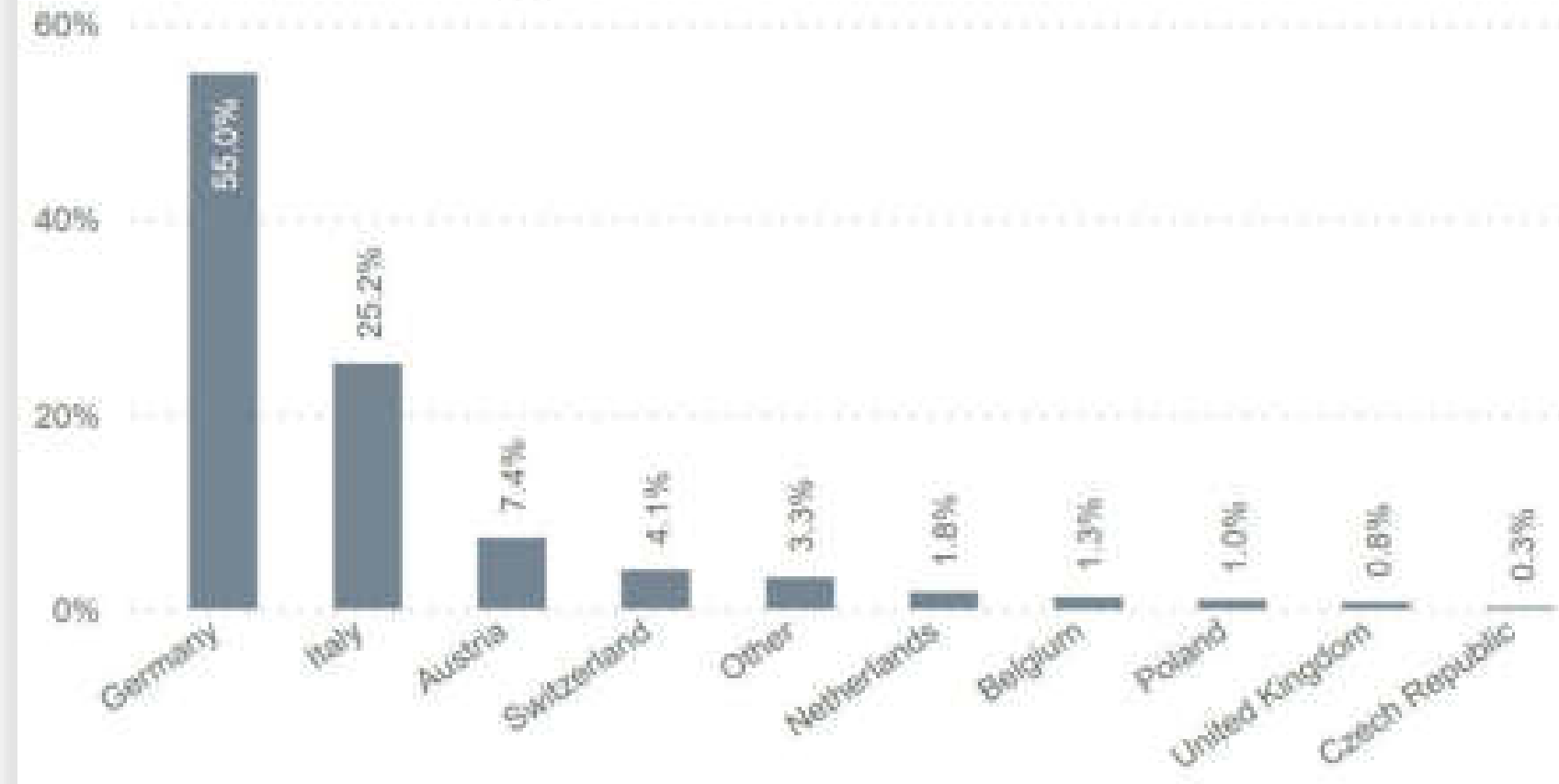
Gender:



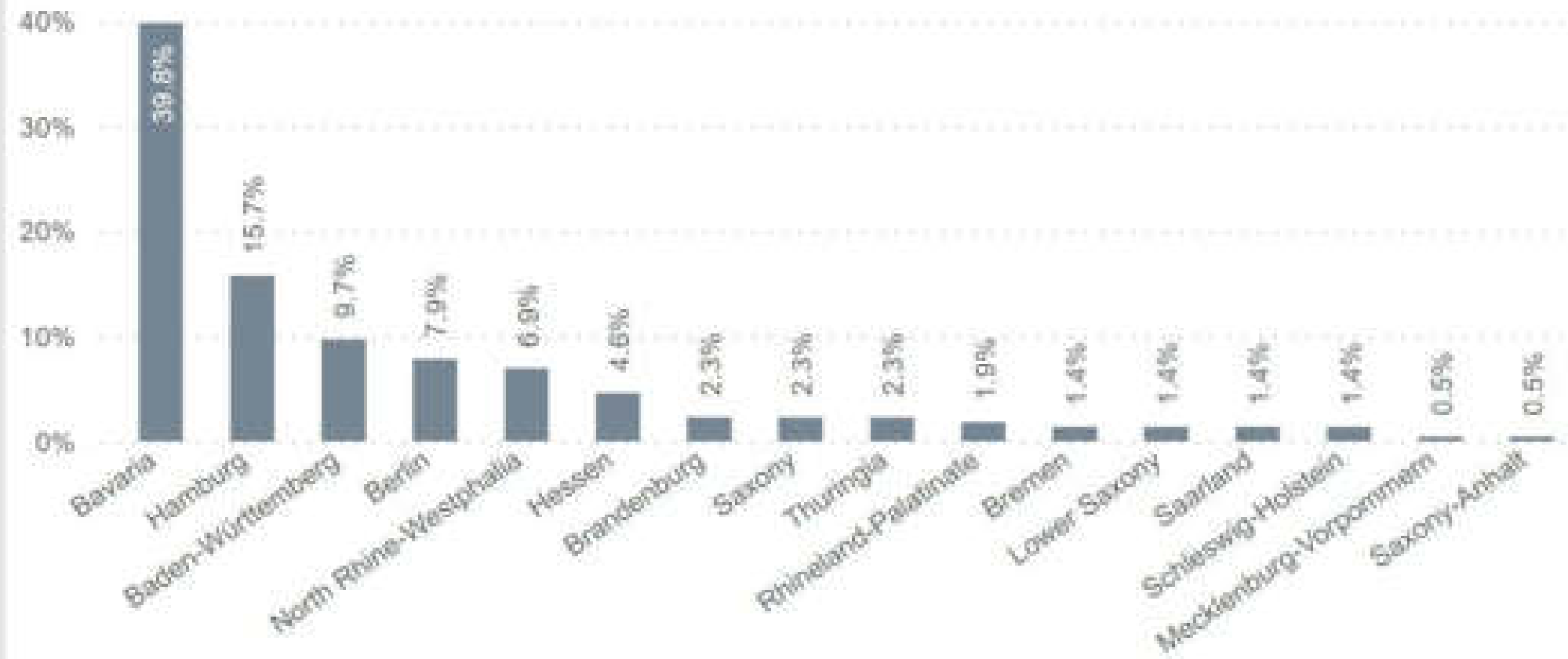
Age:



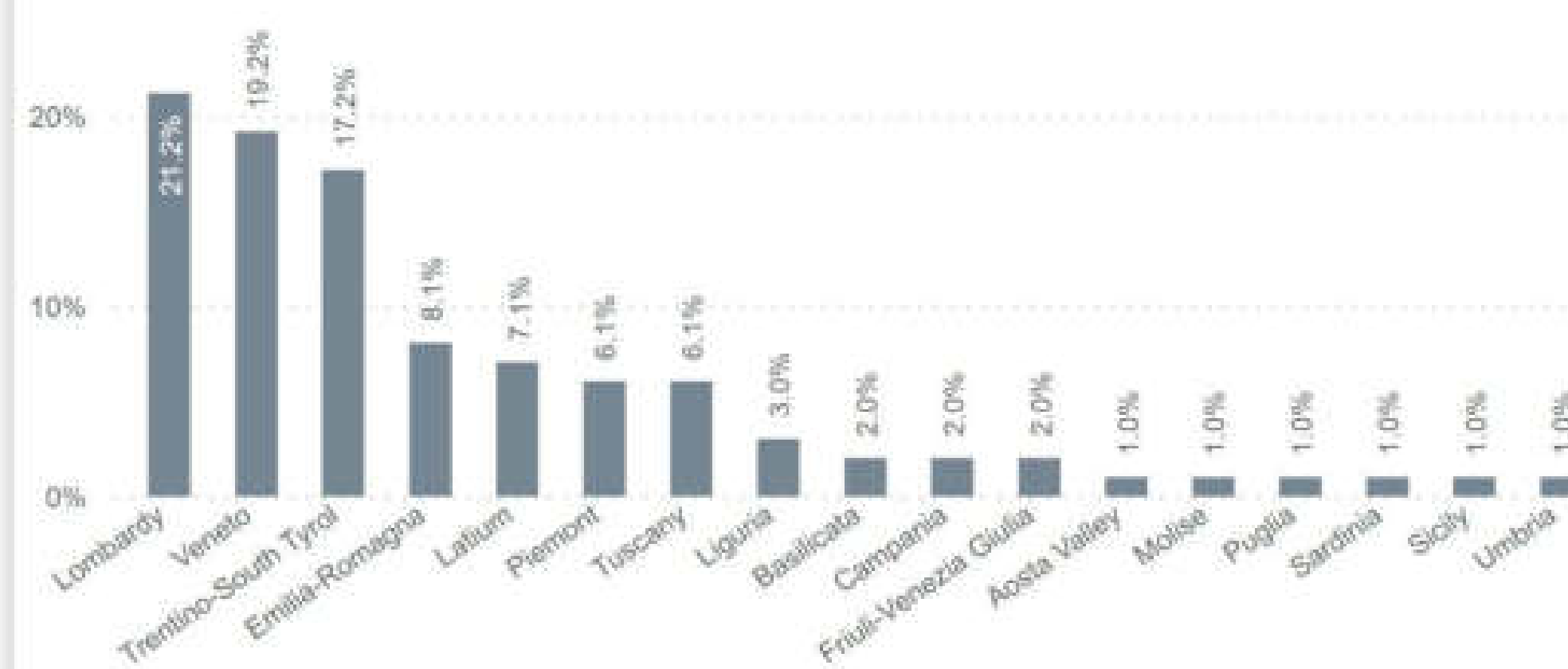
Residency (Country):



Deutschland:



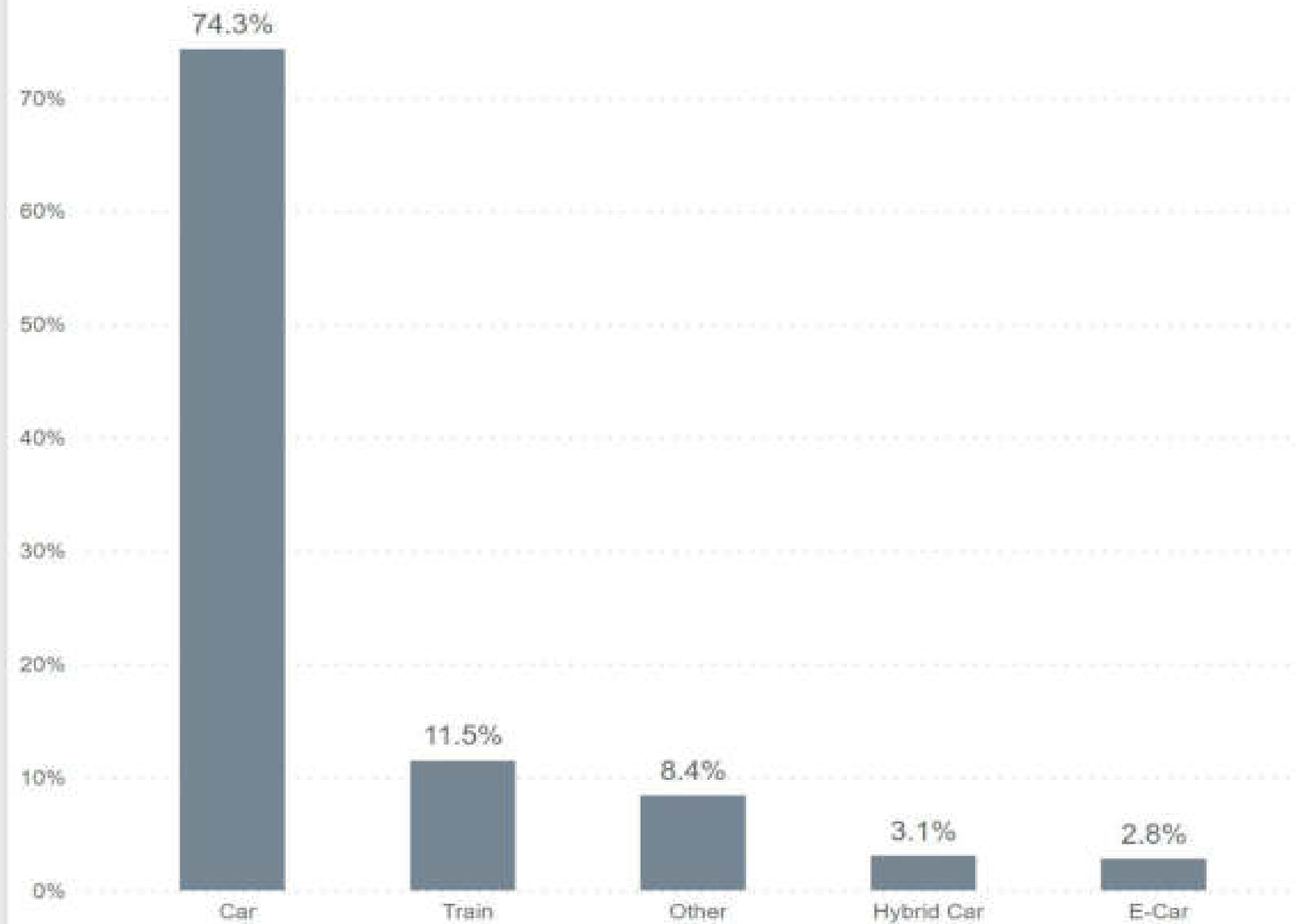
Italia:



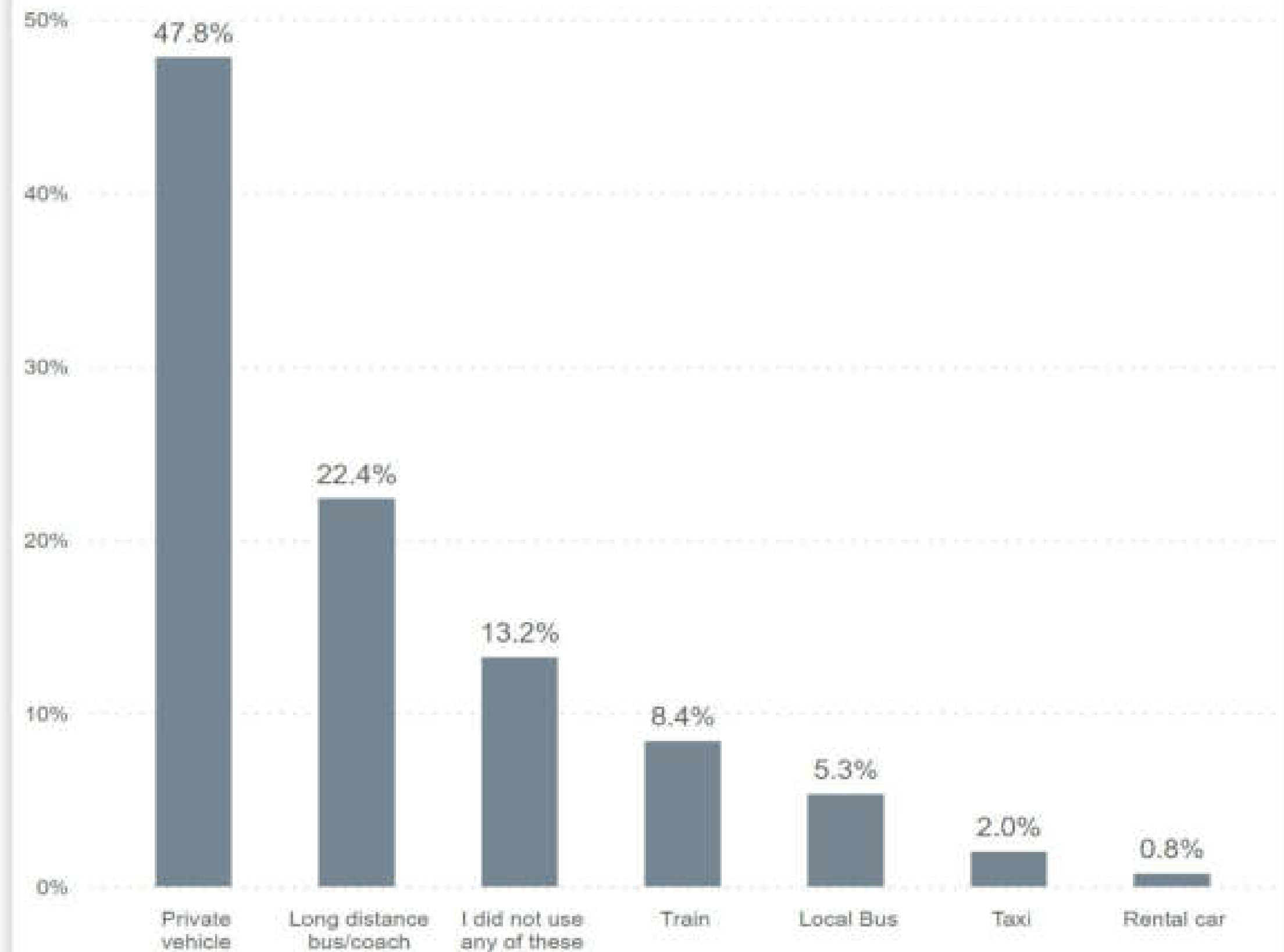
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Which means of transport did you use to arrive at your holiday destination? \*

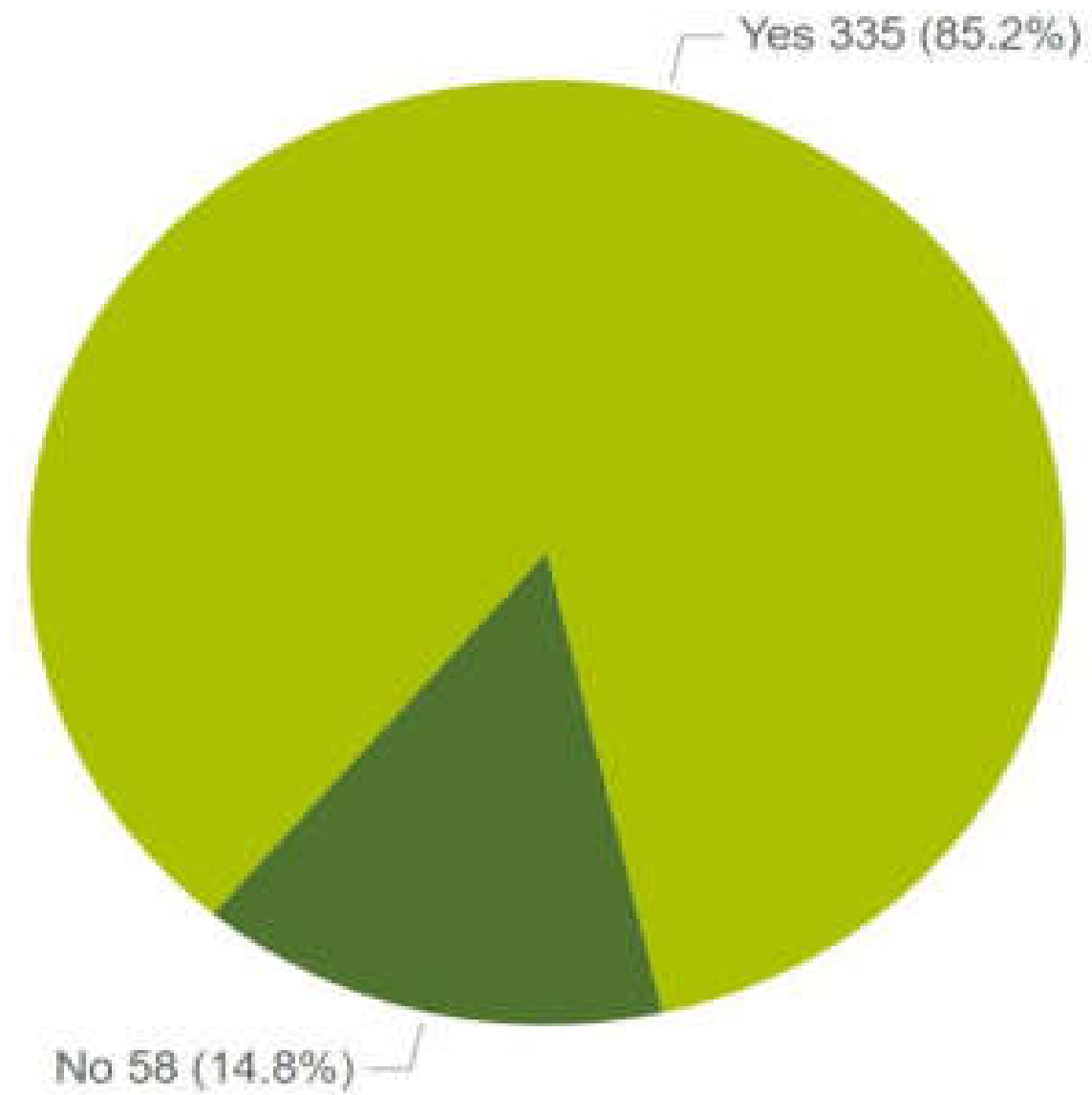


What was your preferred mode of transportation during your stay? \*

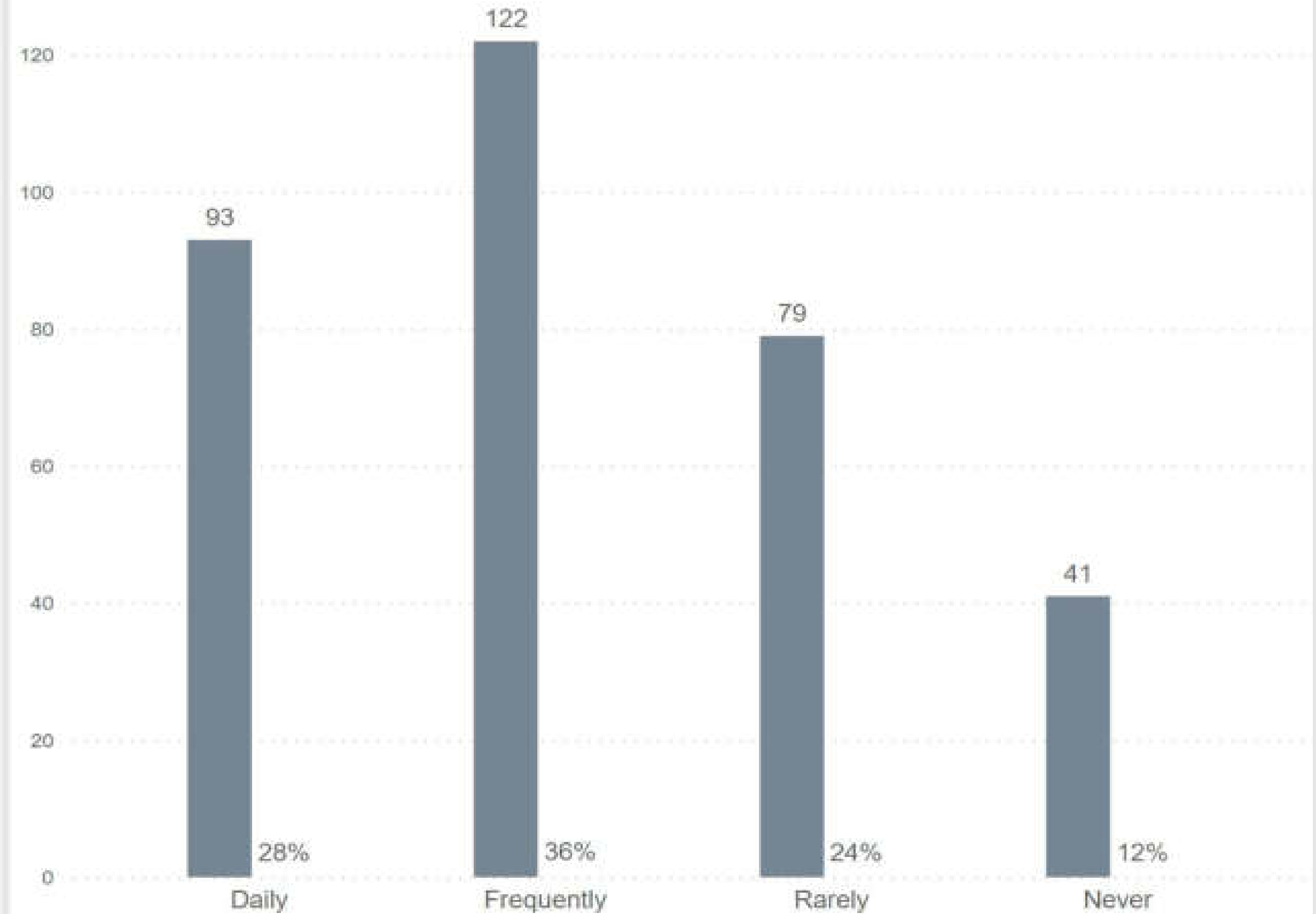


\*Main means of transport (based on km travelled)

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? \*

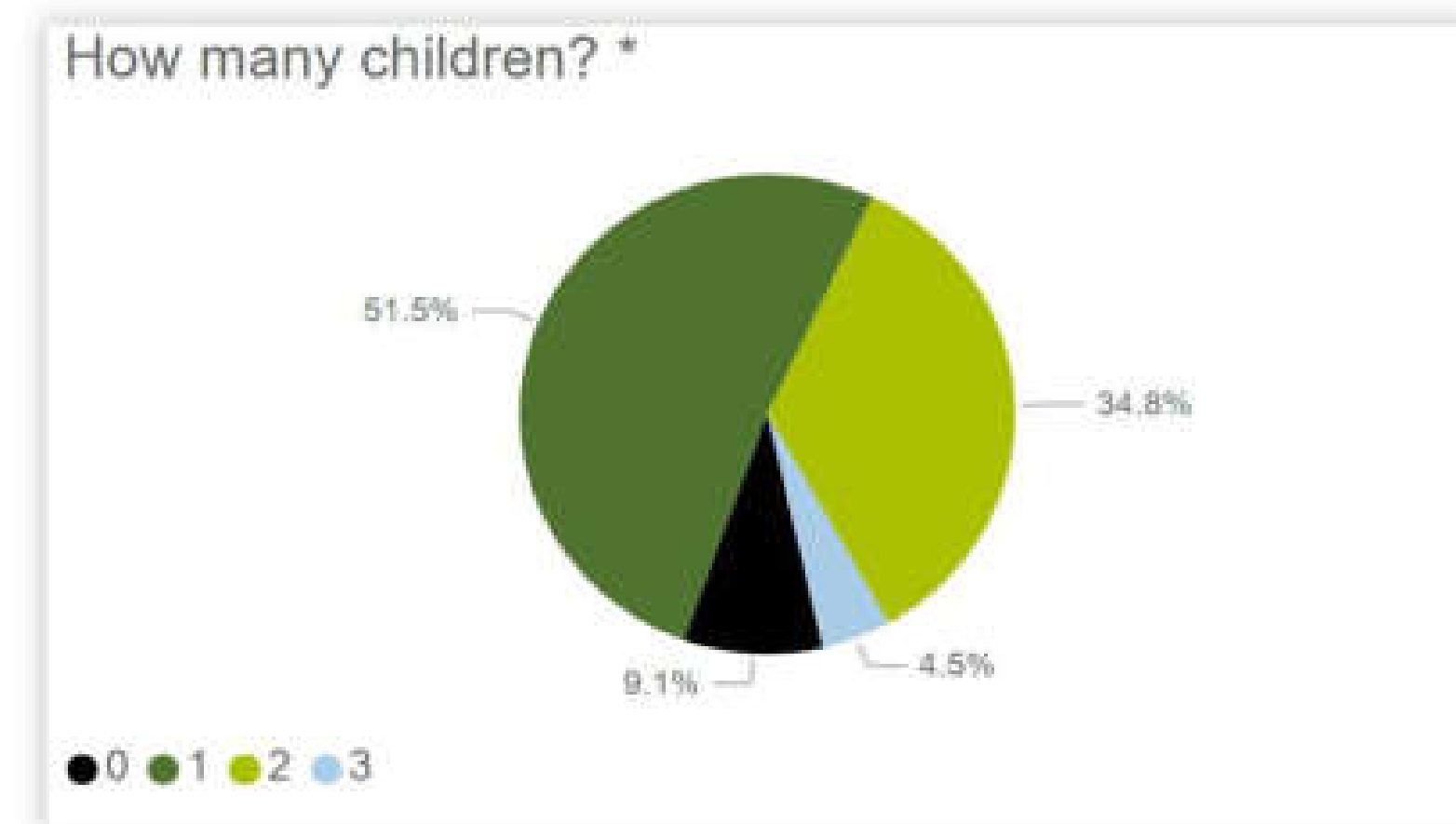
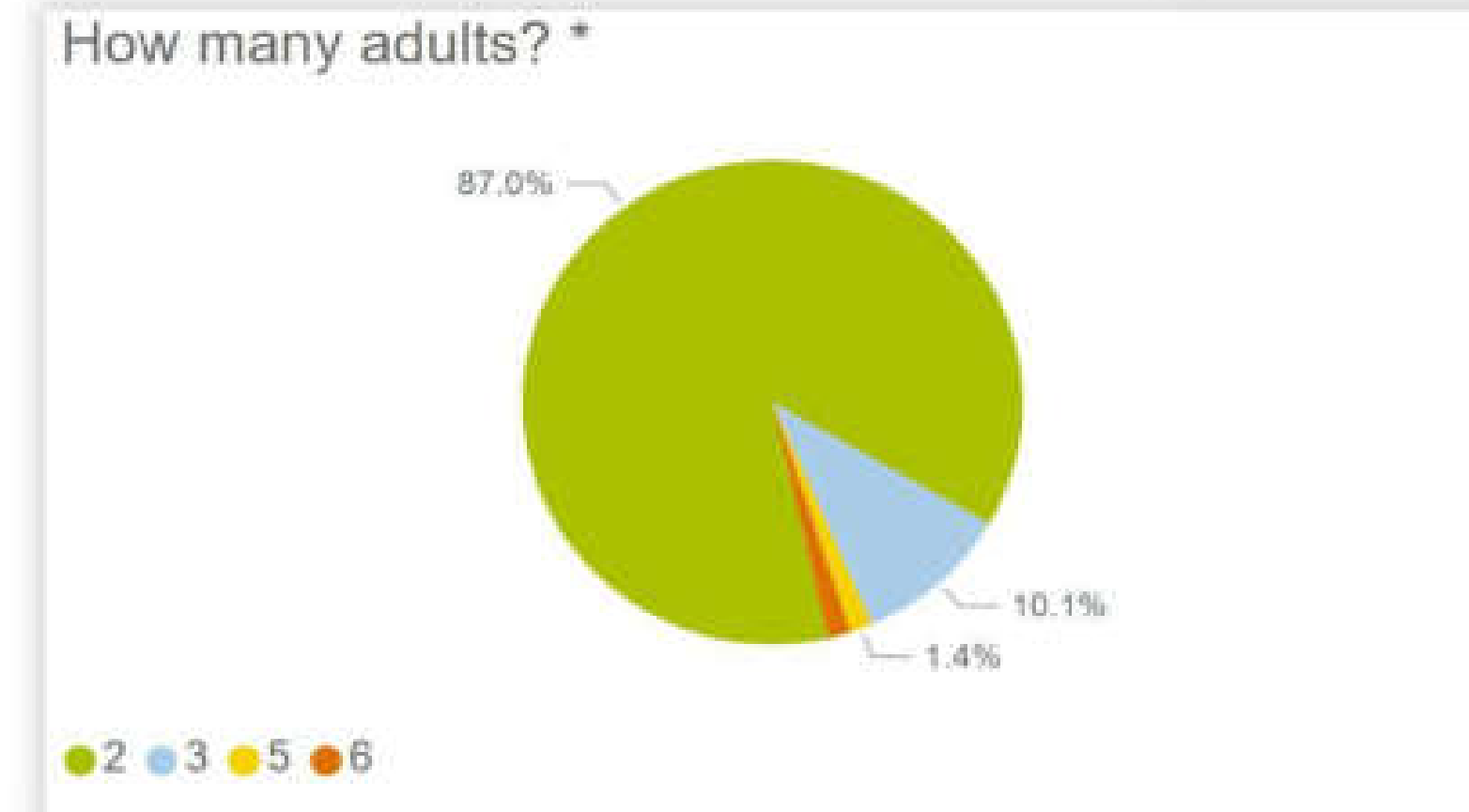
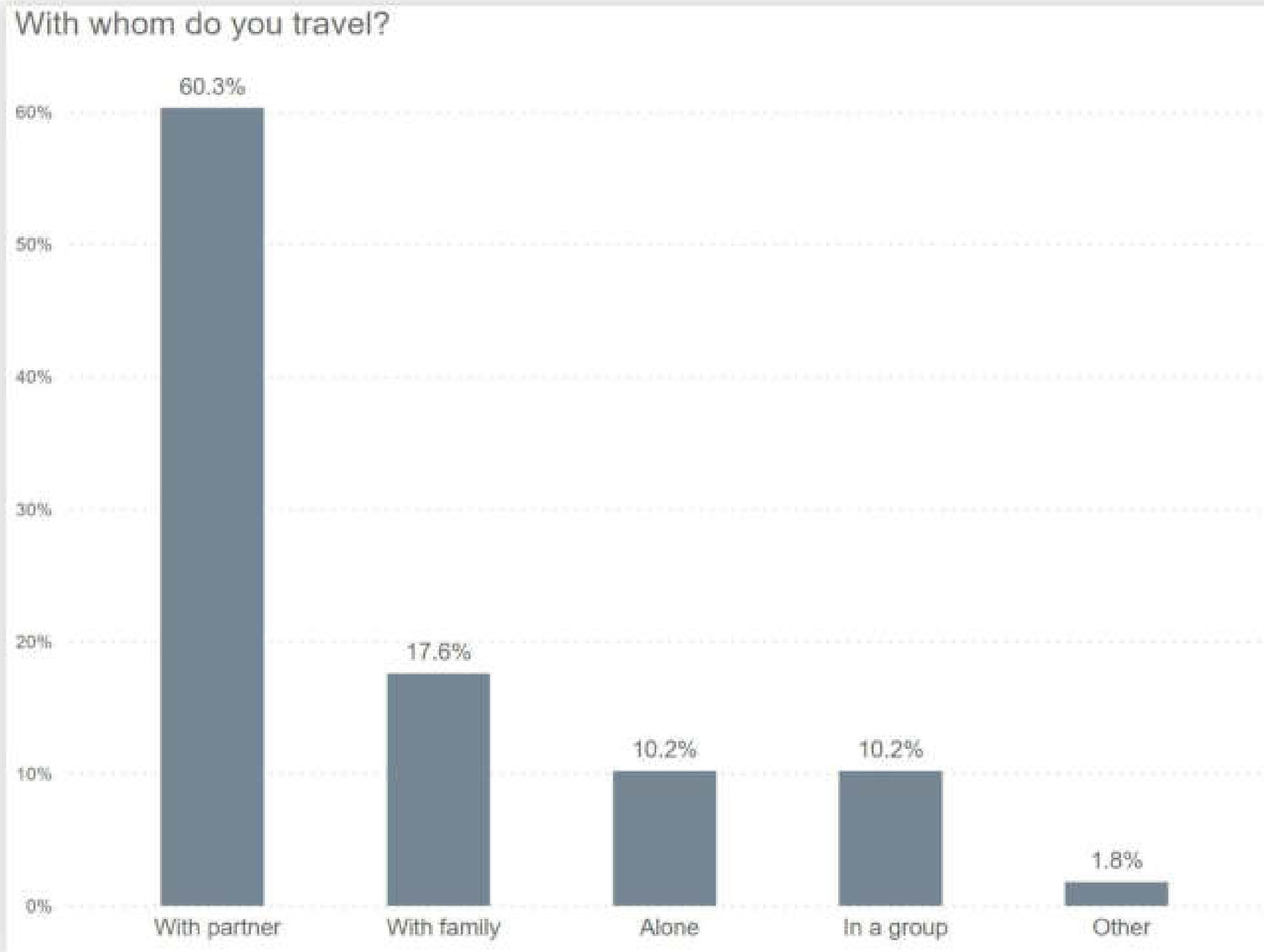


\*Only for the Yes Responses

# Gästeumfrage

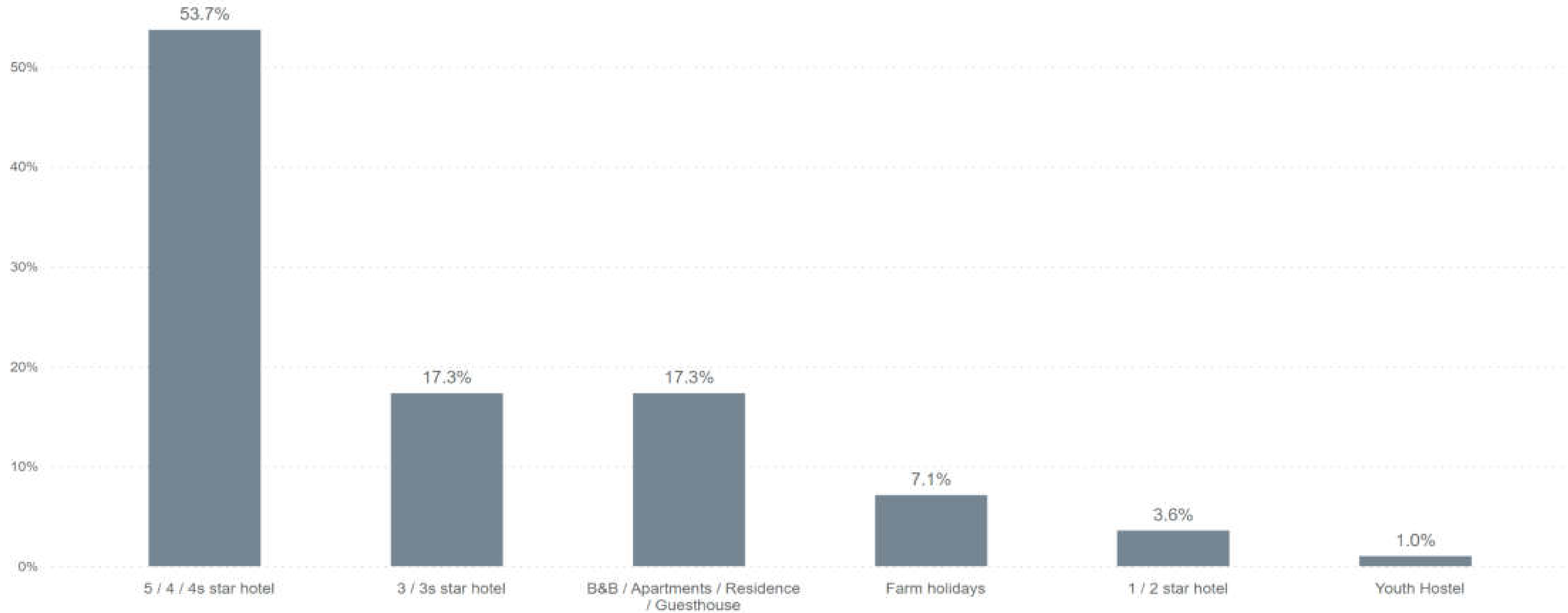
## Expenses/cost

393



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

What type of accommodation did you choose?

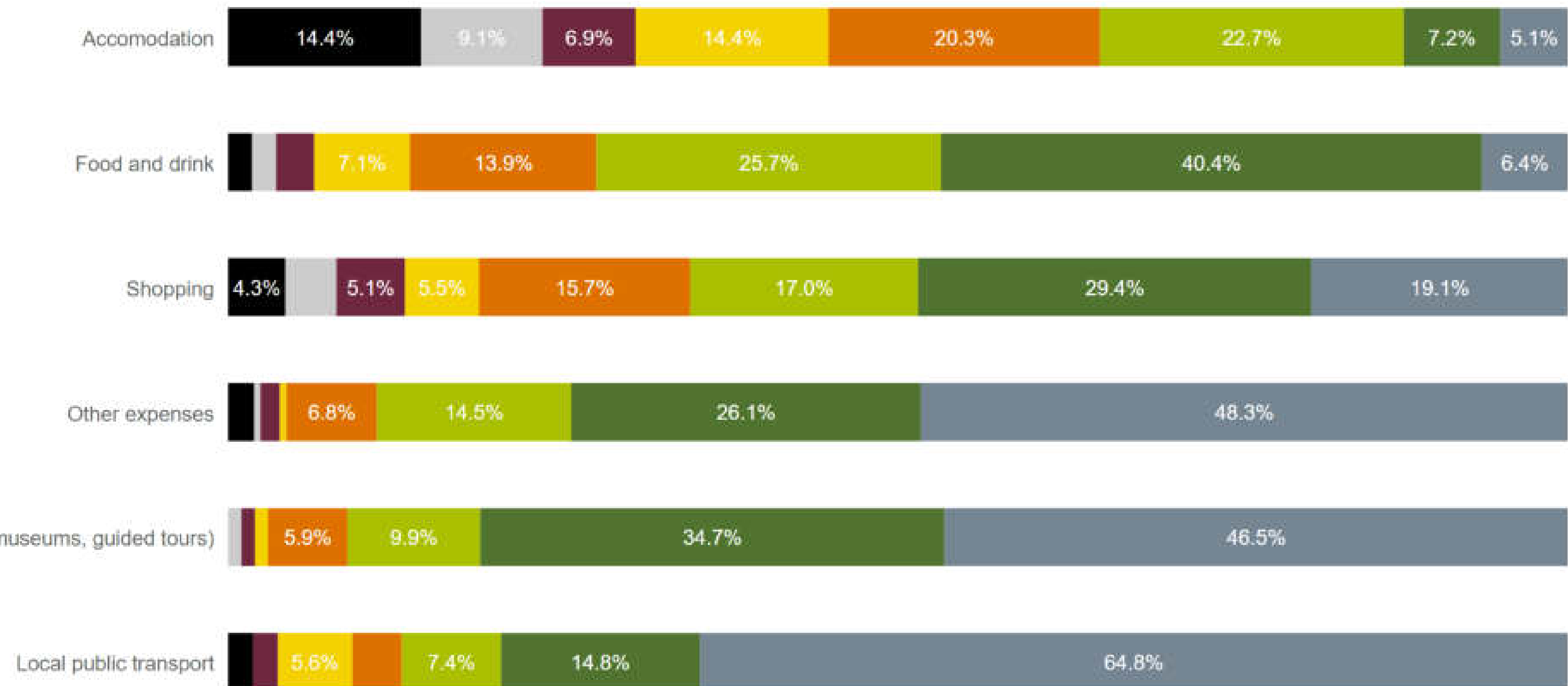


# Gästeumfrage

## Expenses/cost

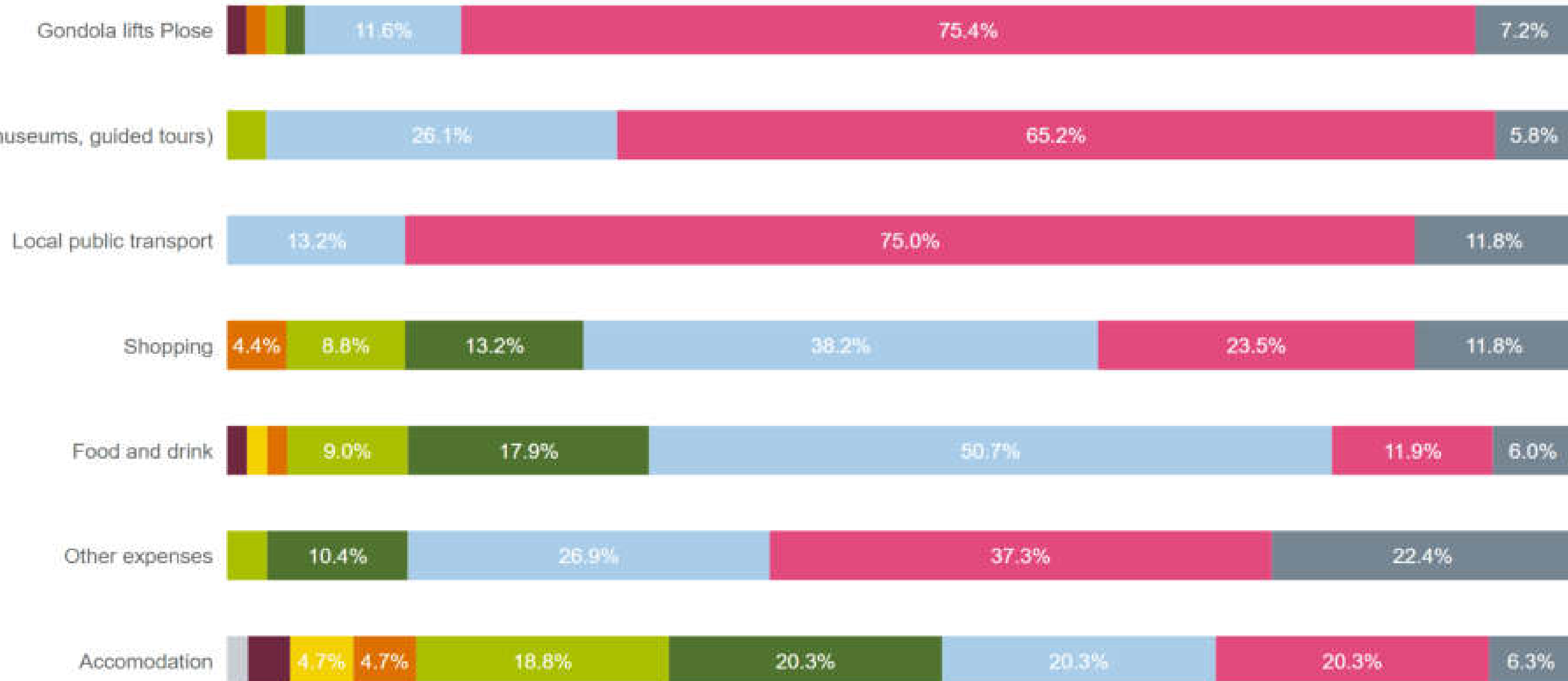
How much did you spend on average per adult per day?

more than 200€, 170-200€, 140-170€, 110-140€, 80-110€, 50-80€, 30-50€, 1-30€, 0€, I don't know



How much did you spend on average per child per day?\*

more than 200€, 170-200€, 140-170€, 110-140€, 80-110€, 50-80€, 30-50€, 1-30€, 0€, I don't know



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

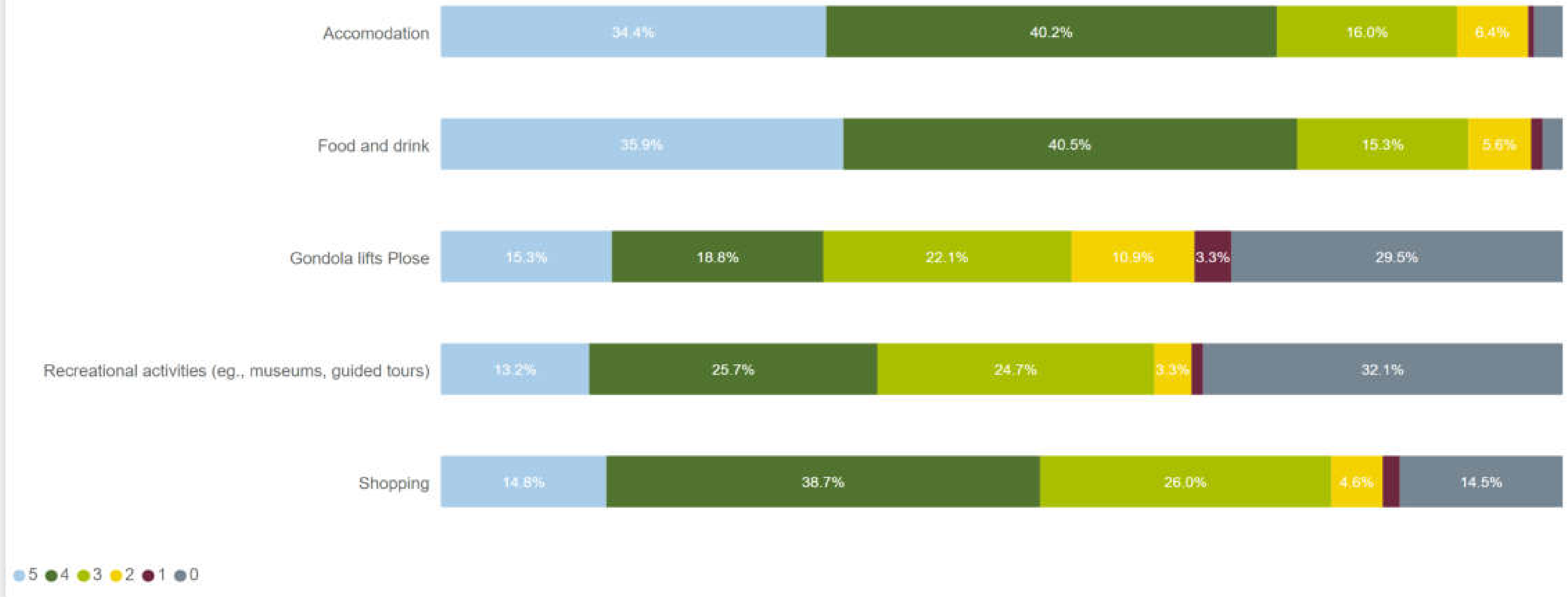


# Gästeumfrage

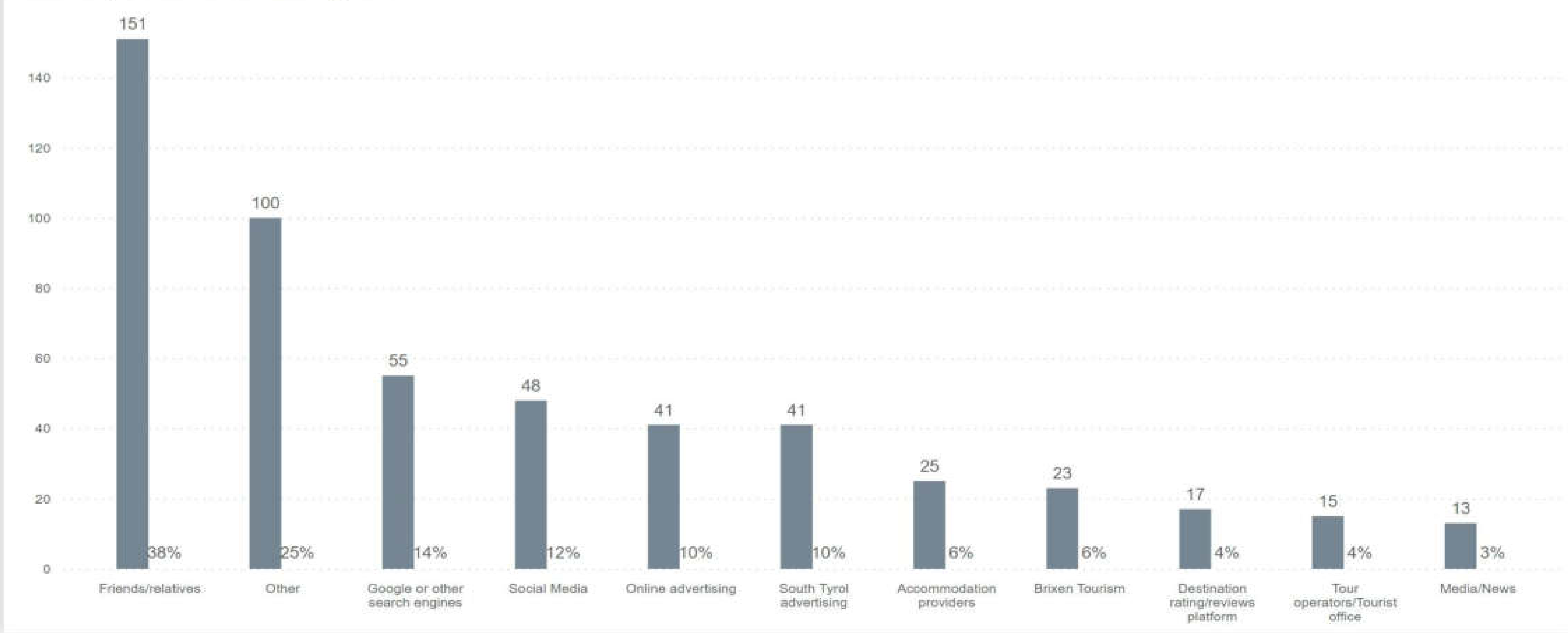
## Expenses/cost

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



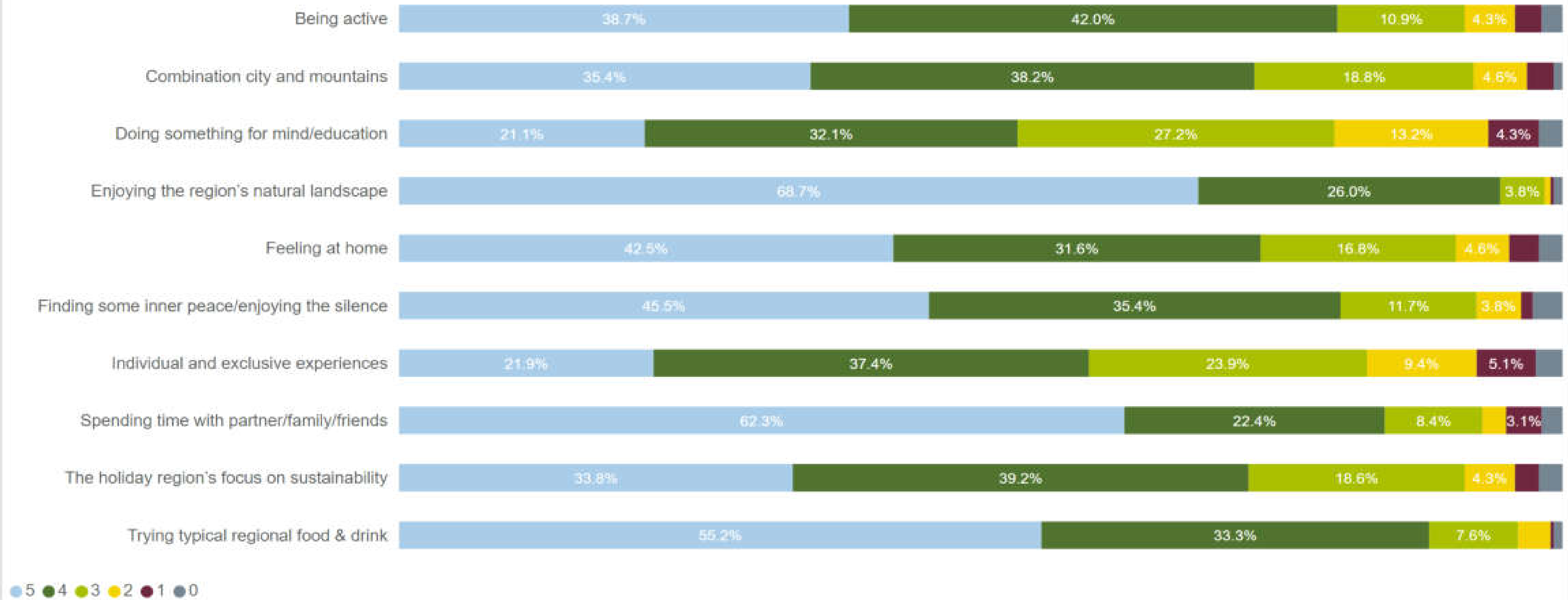
How did you hear about the region?



## Reason for holiday and activities

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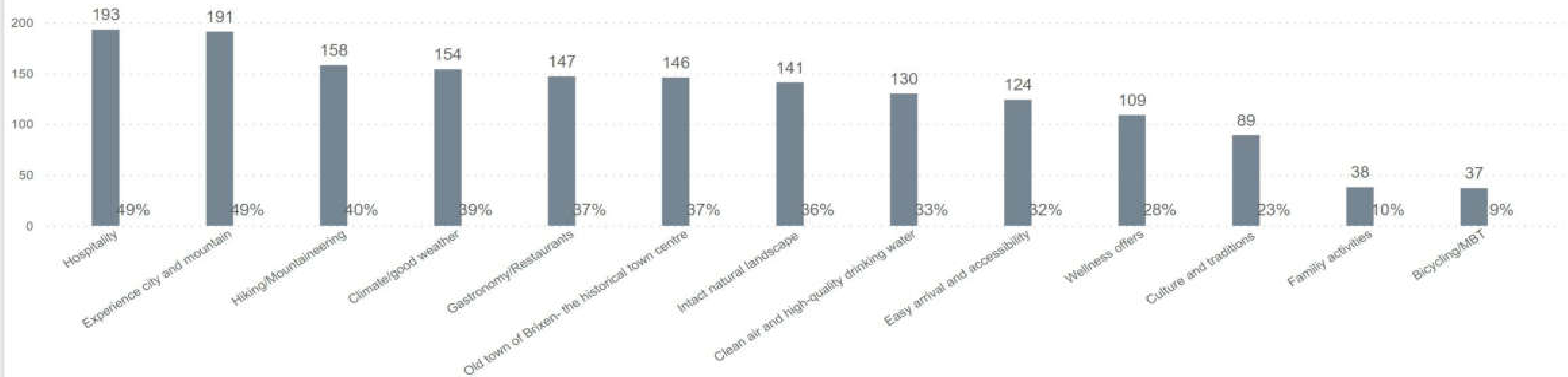
How important are the following factors in choosing your holiday destination? (5 = very important, 1 = unimportant, 0 = no answer)



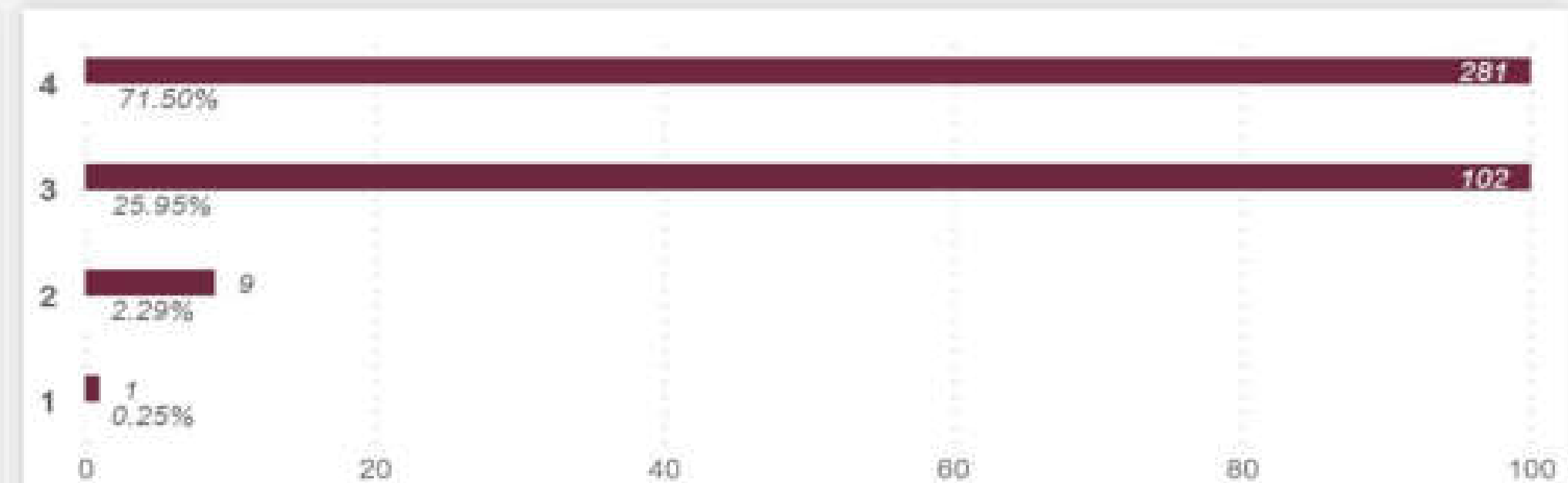
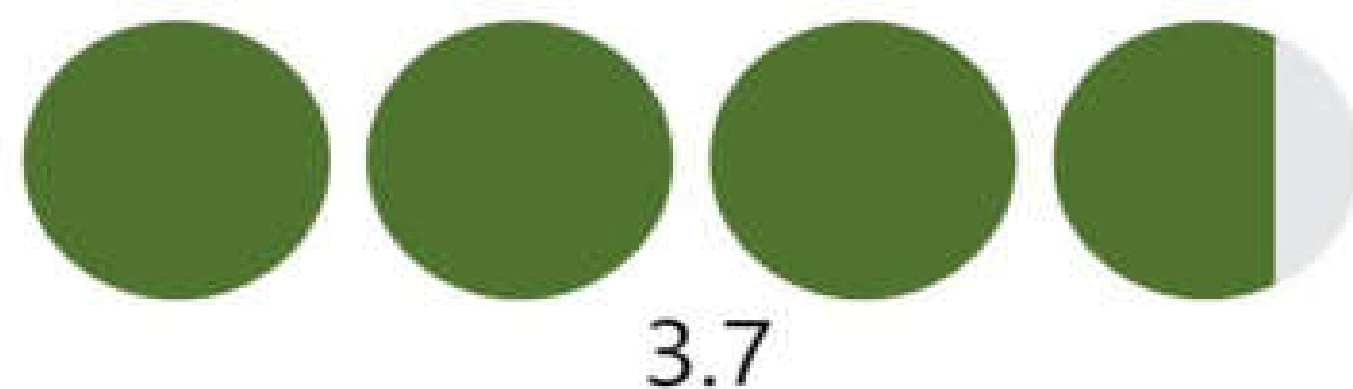
## Reason for holiday and activities

393

Why did you choose this region as your holiday destination?



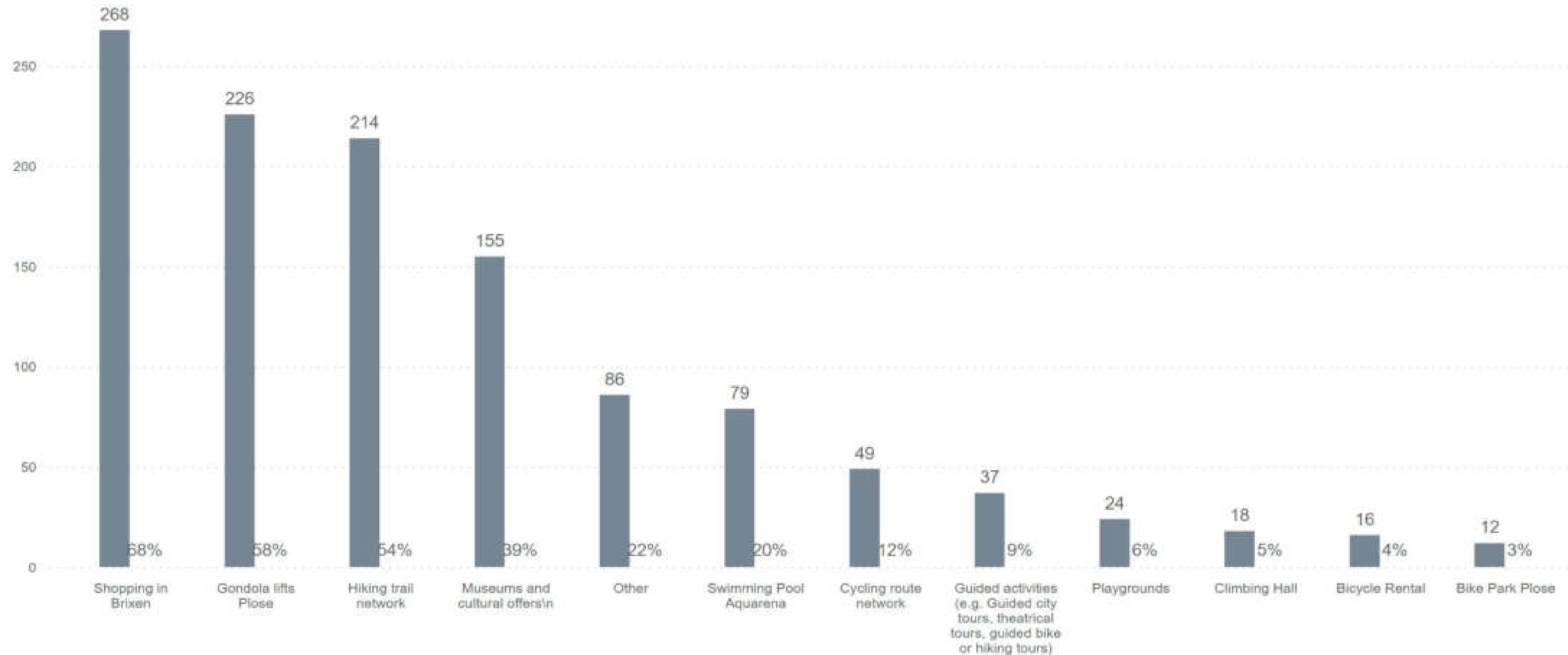
Have the expectations you had prior to the trip been fulfilled? (1 = Not at all fulfilled, 4 = Completely fulfilled)



## Reason for holiday and activities

393

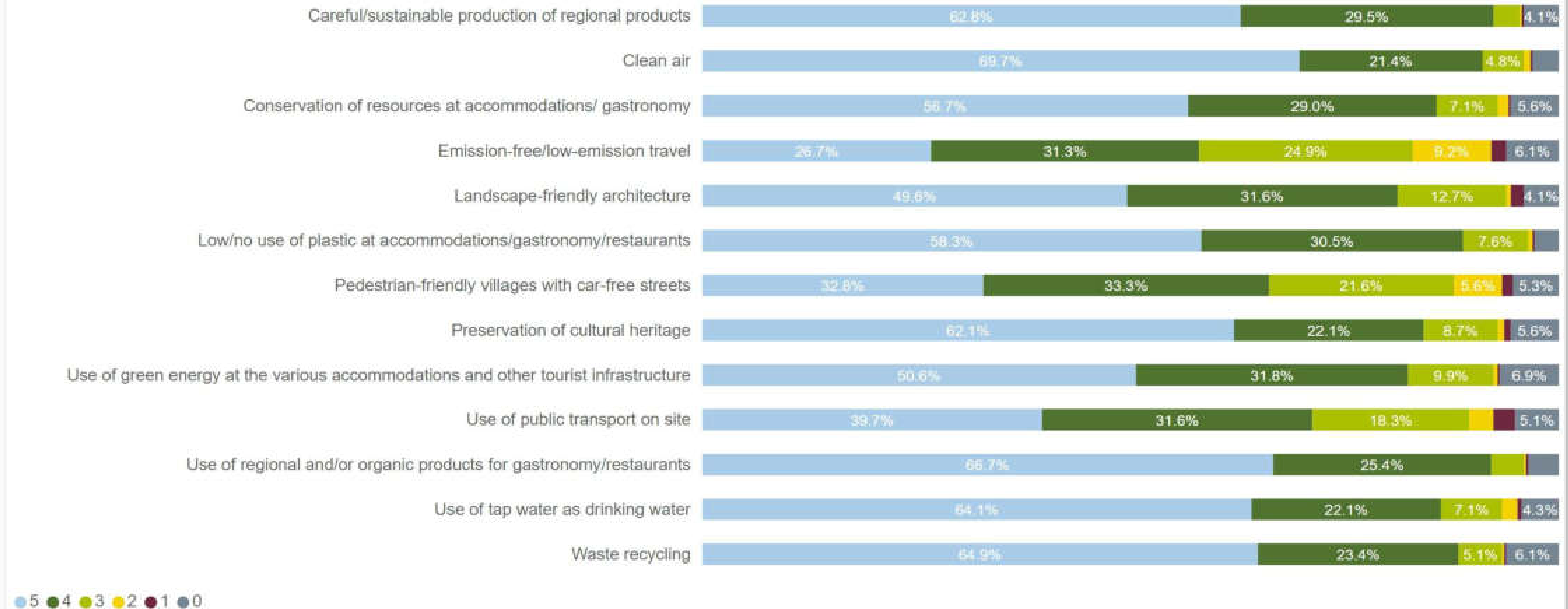
Which of the following did you use/try during your stay?



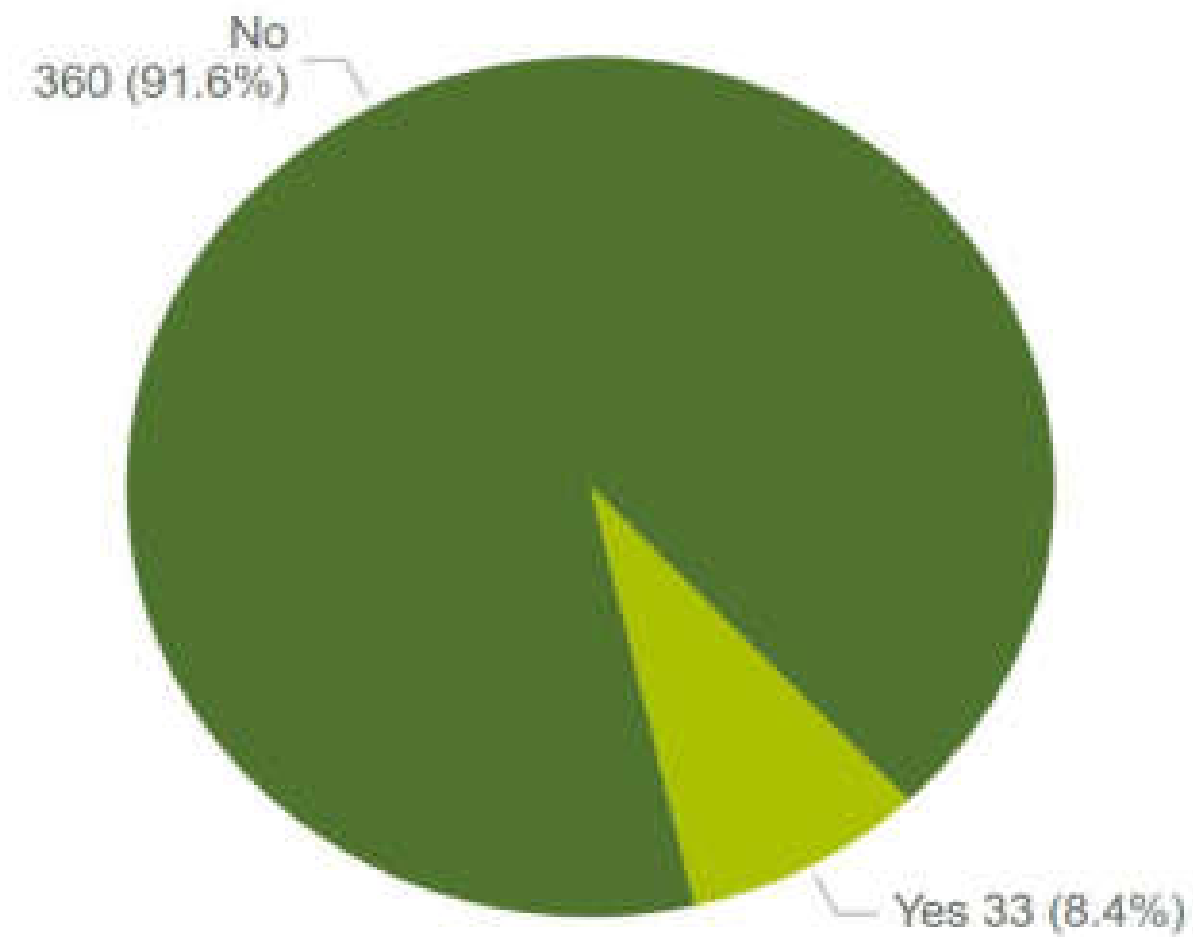
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What do you associate with the term "sustainable tourism"? (5 = totally agree, 1 = disagree, 0 = no answer)



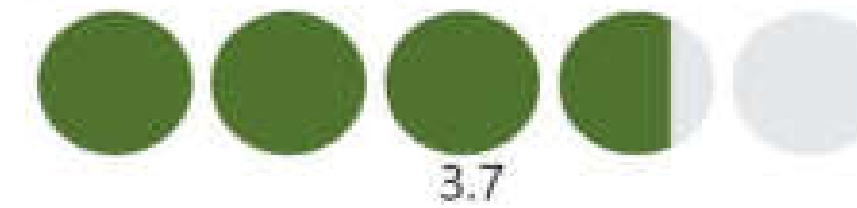
Are you familiar with tourism sustainability certifications?



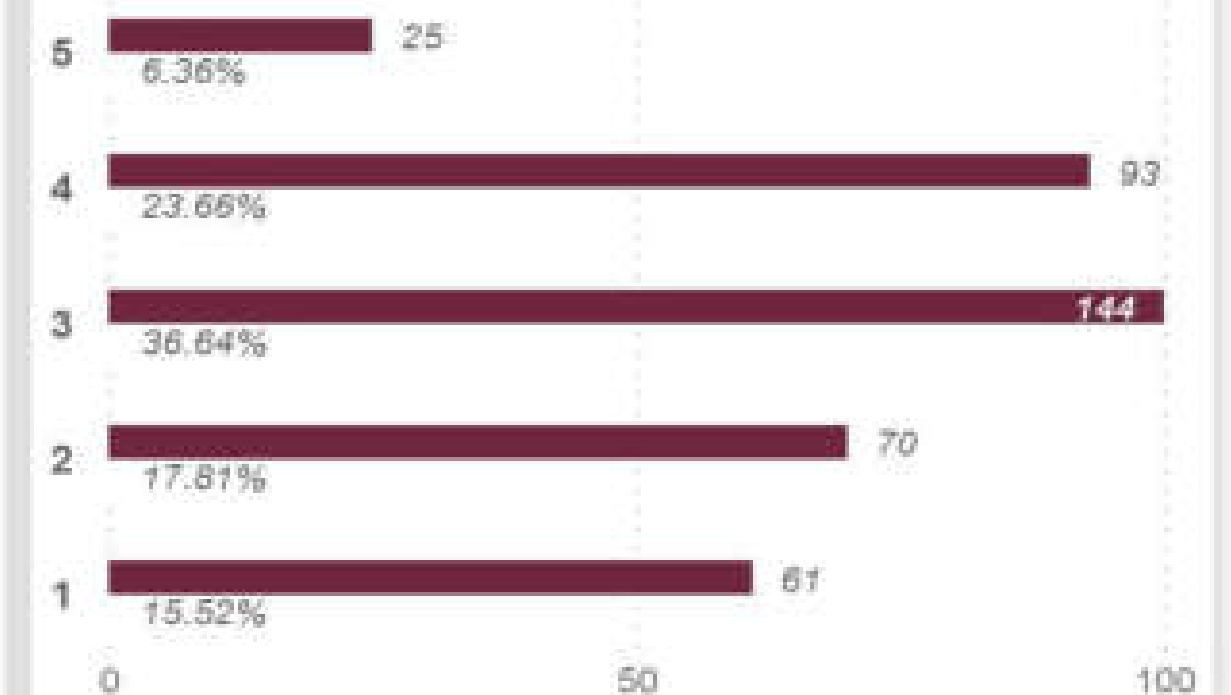
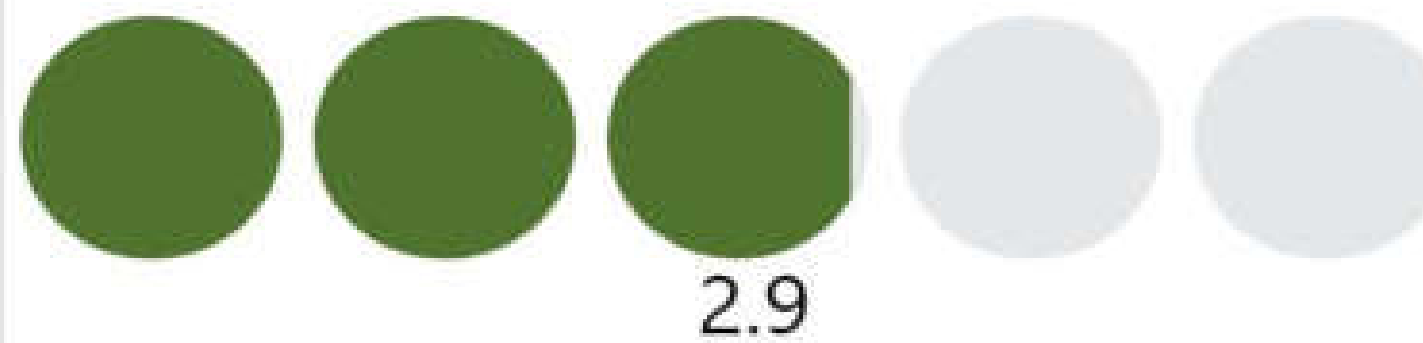
Which sustainability certifications do you know?

- Use lampade a led
- Tourismus Watch, CSR, Respect
- Social.
- Klimahaus
- ISO 14021
- GSTC
- Gsdc
- GSCT
- Green Michelin Star
- Green globe, ecolabel

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

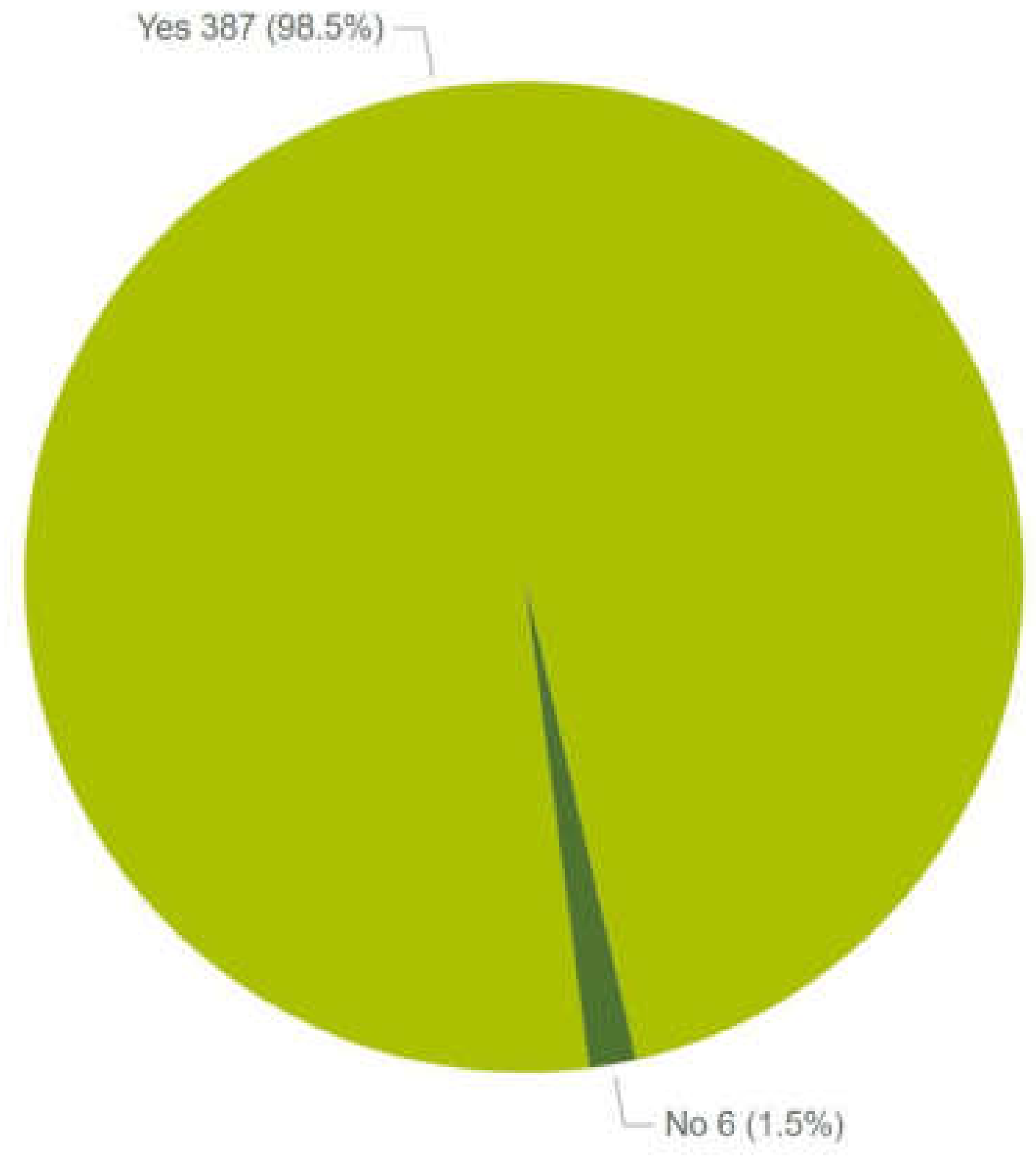


How important is certification when selecting your ideal holiday region? (1 = Unimportant, 5 = Very important)



\*Only who is familiar with certifications

Would you return to this destination for holiday?

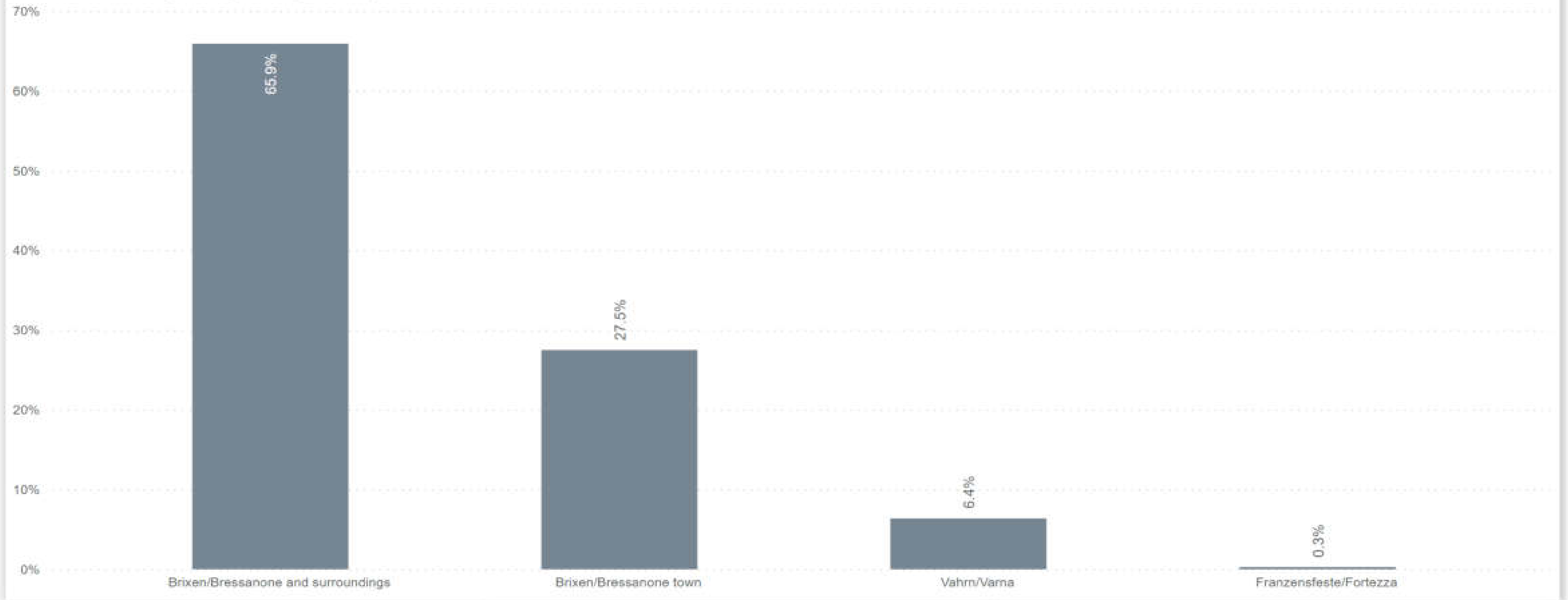






Category	Responses	Percentage
<input type="checkbox"/> Detractor(0-6)	25	6.36%
<input type="checkbox"/> Passive(7-8)	96	24.43%
<input type="checkbox"/> Promoter(9-10)	272	69.21%
<b>Total</b>	<b>393</b>	<b>100.00%</b>

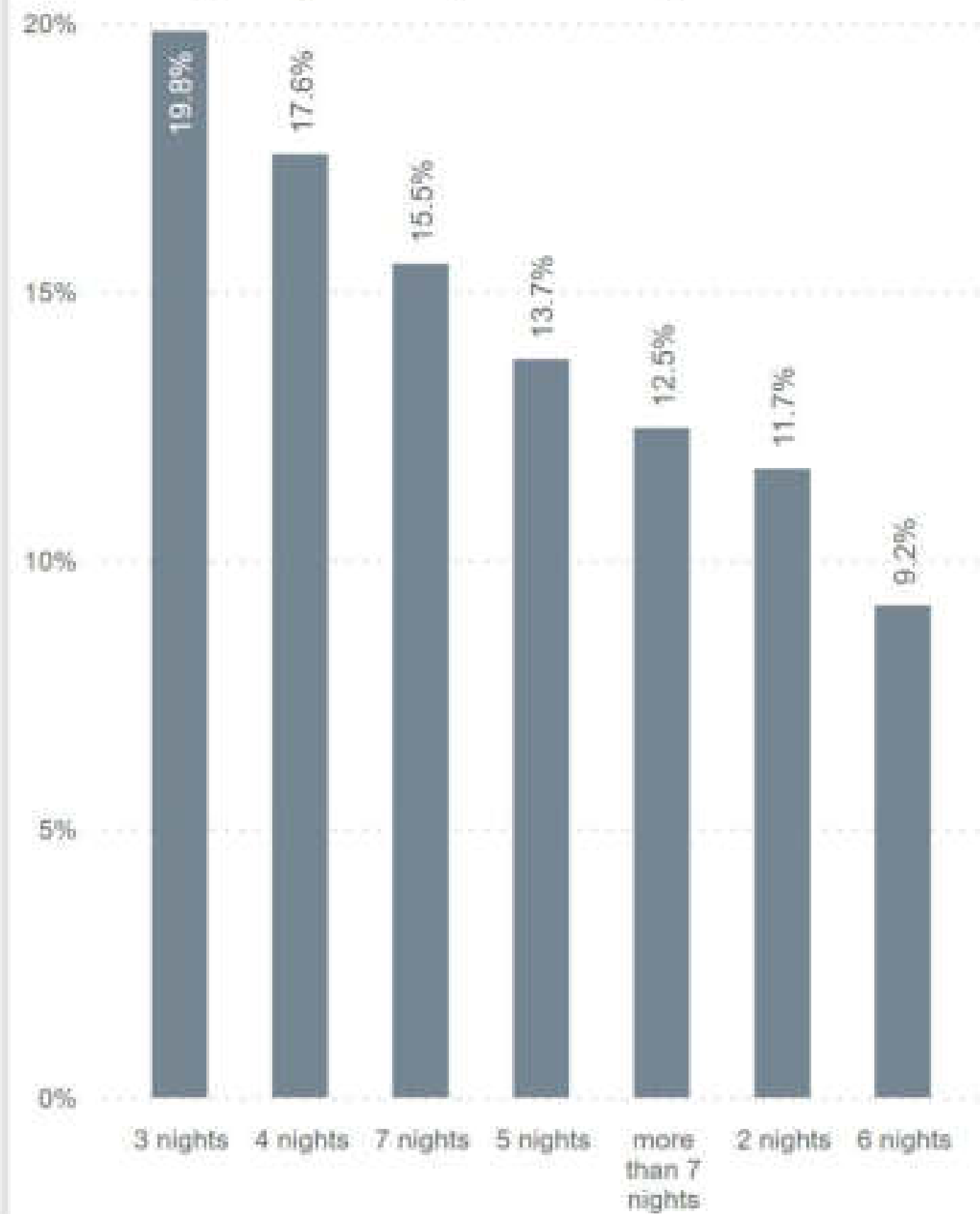
In which holiday village do you stay?



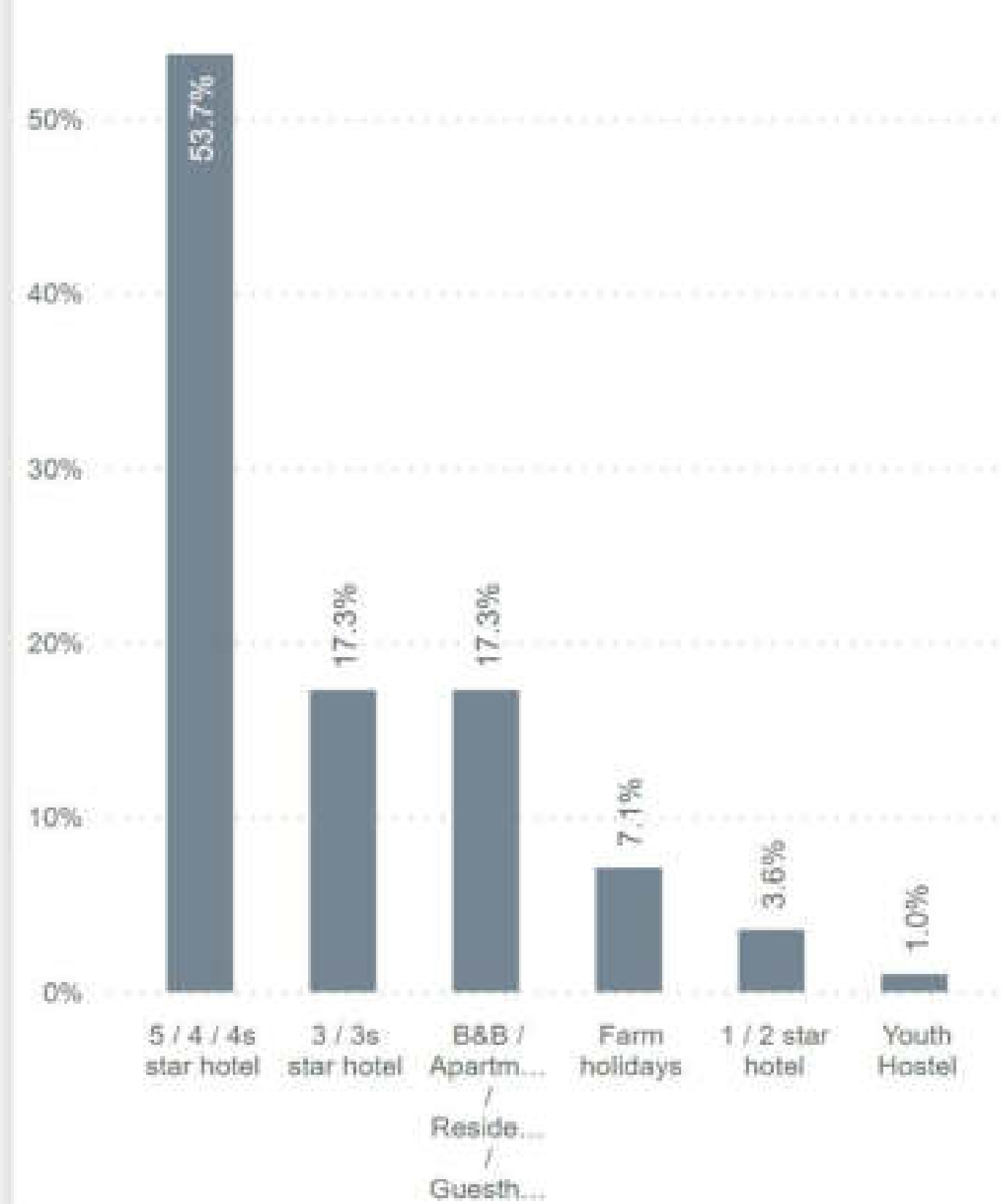
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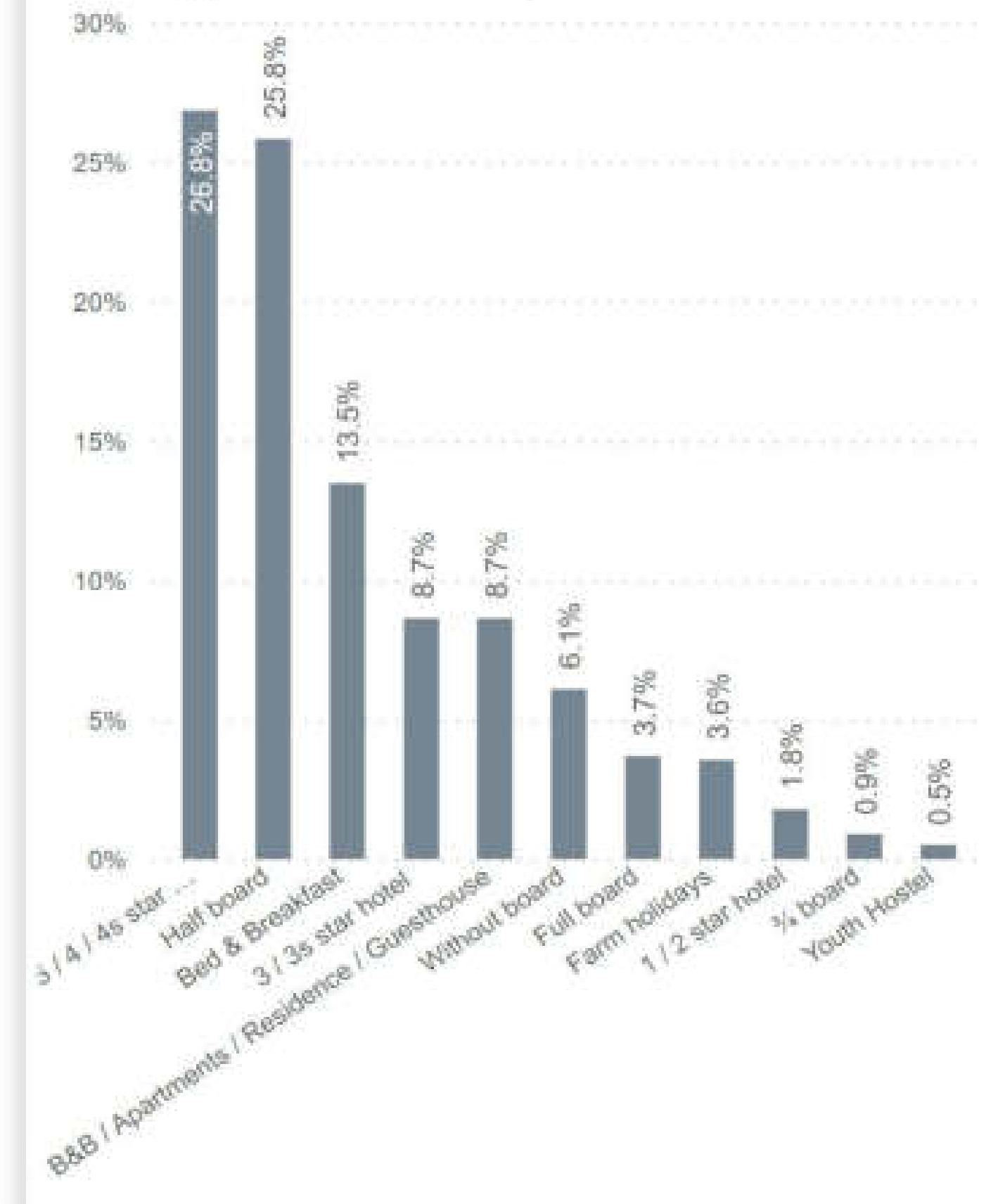
### How long do you stay in the region?



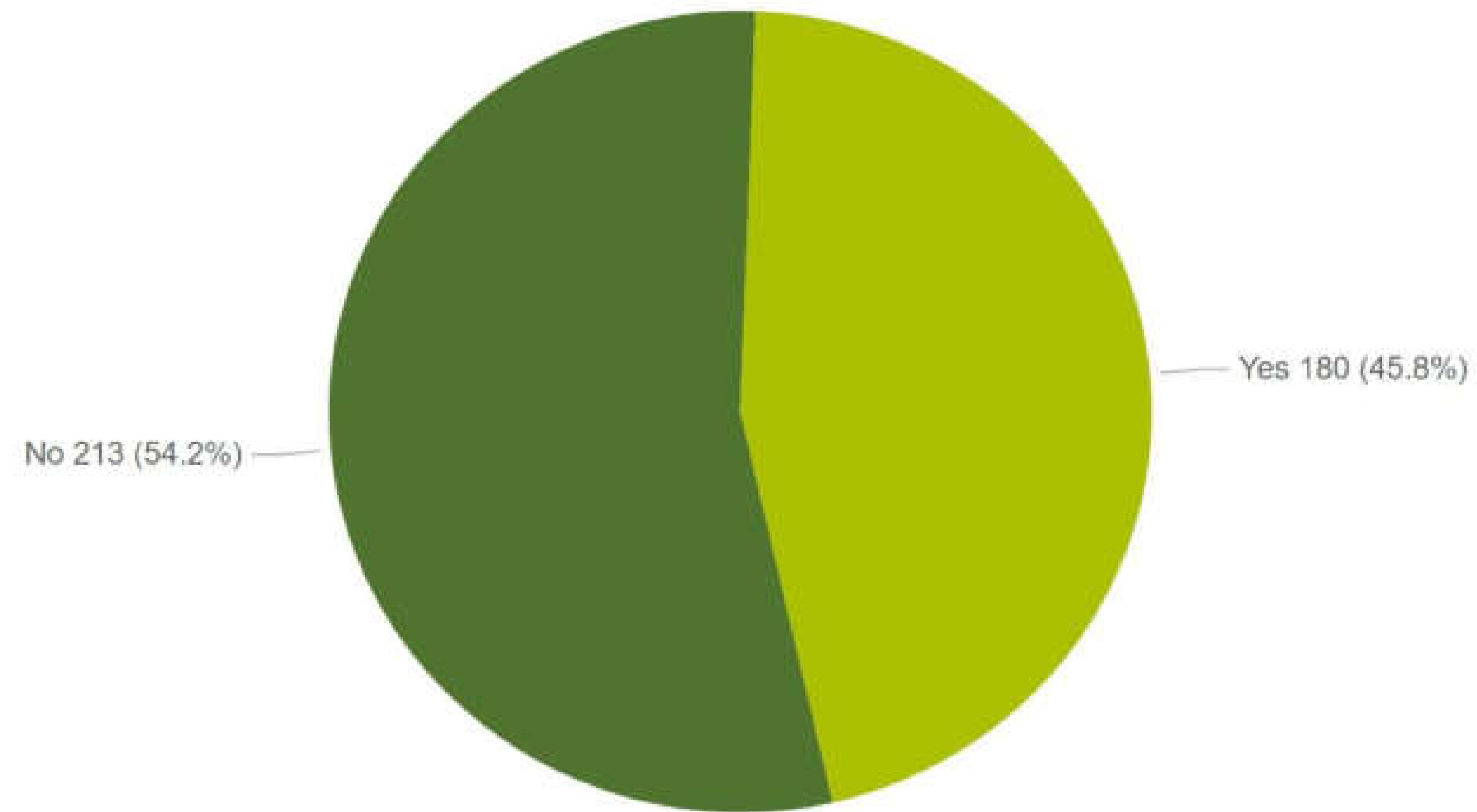
### What type of accommodation did you choose?

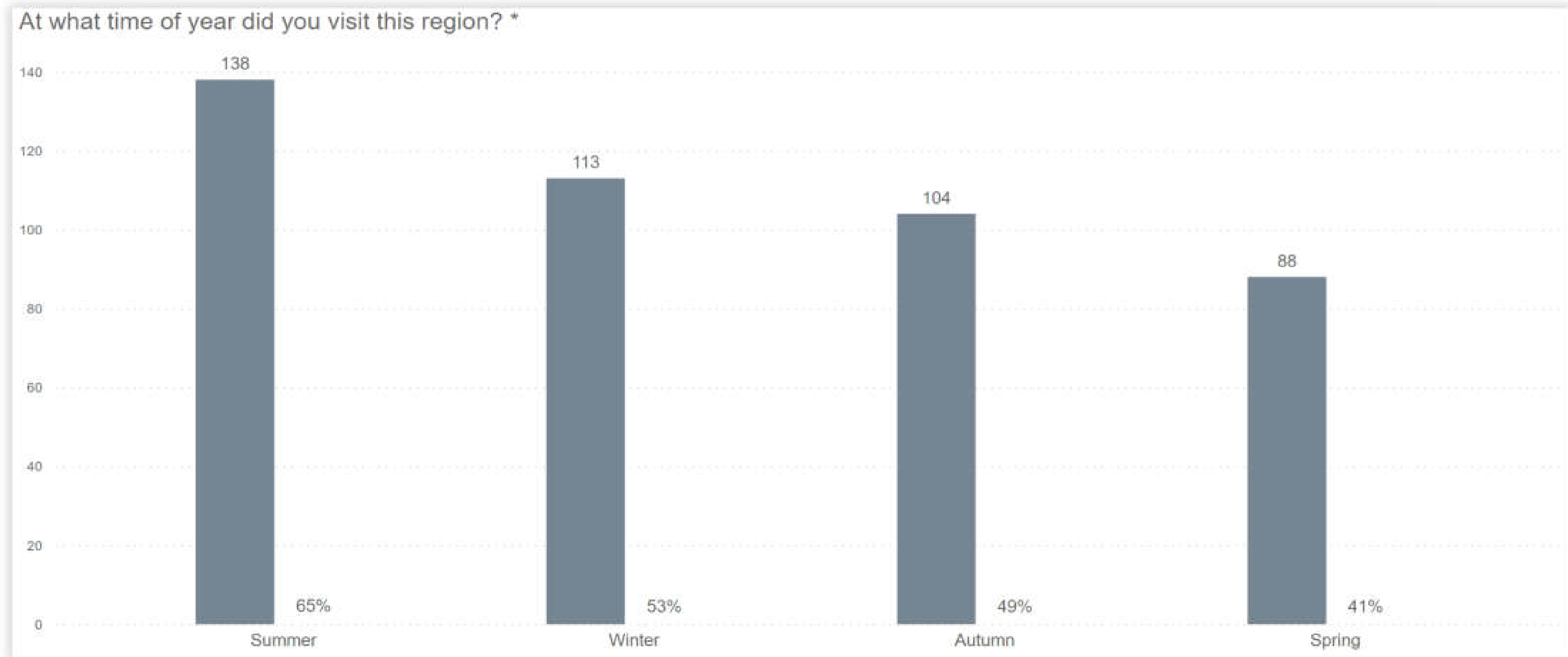


### What type of board did you choose?



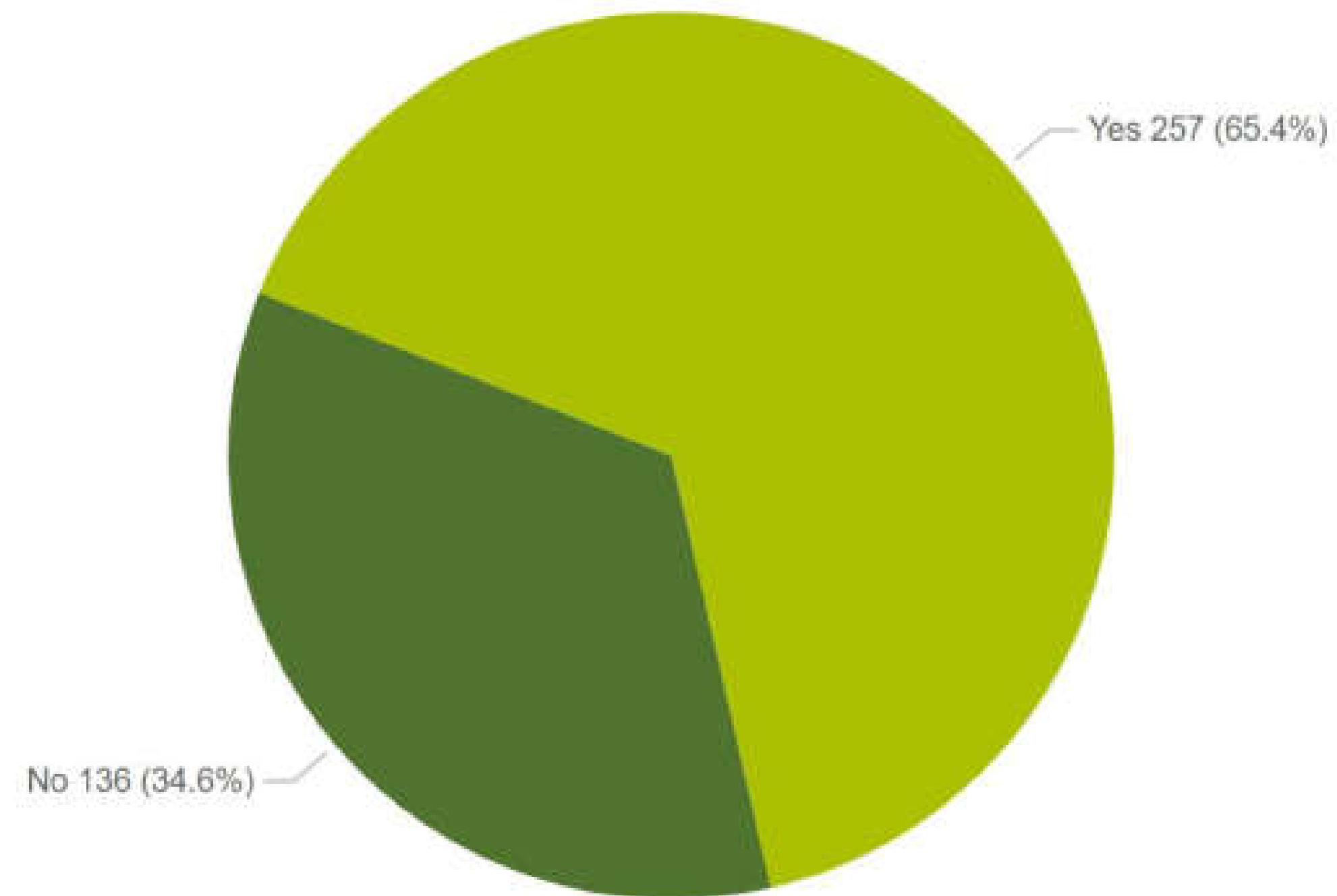
Is this your first stay in this region?

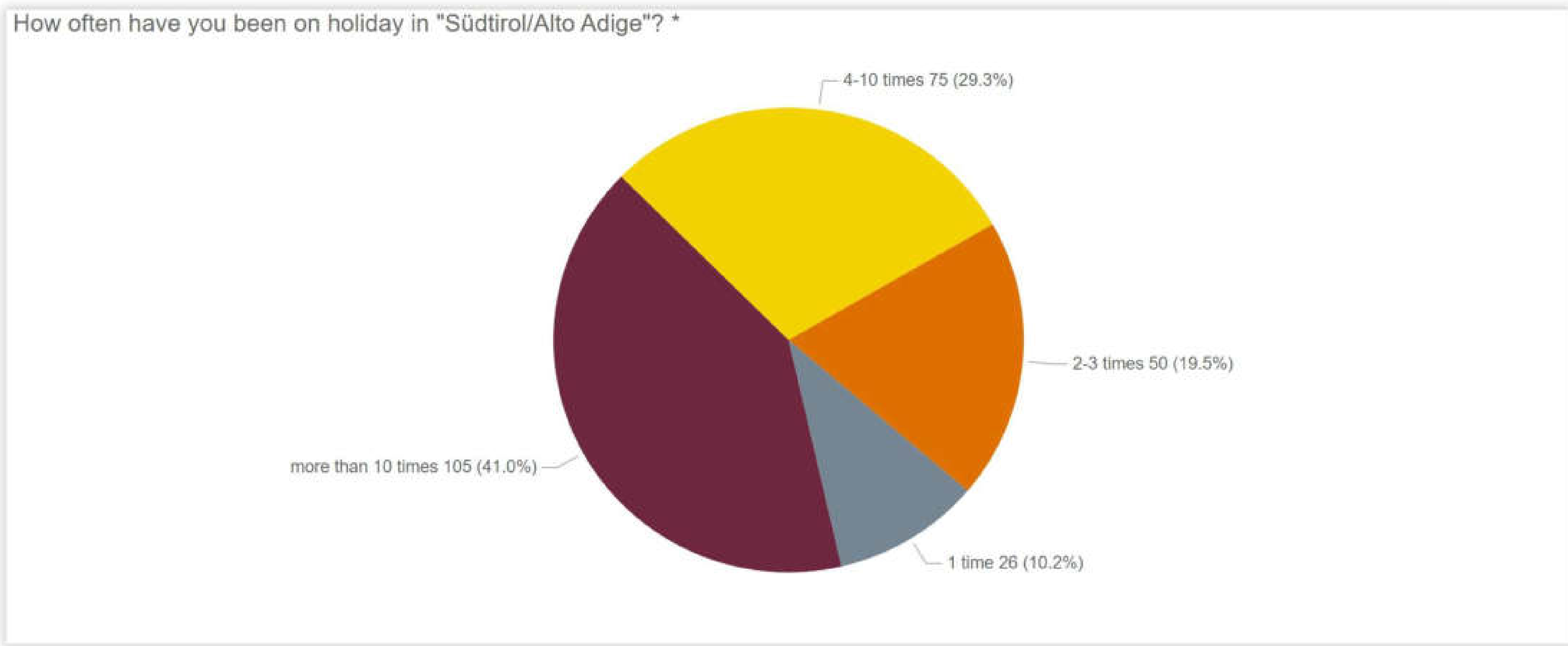




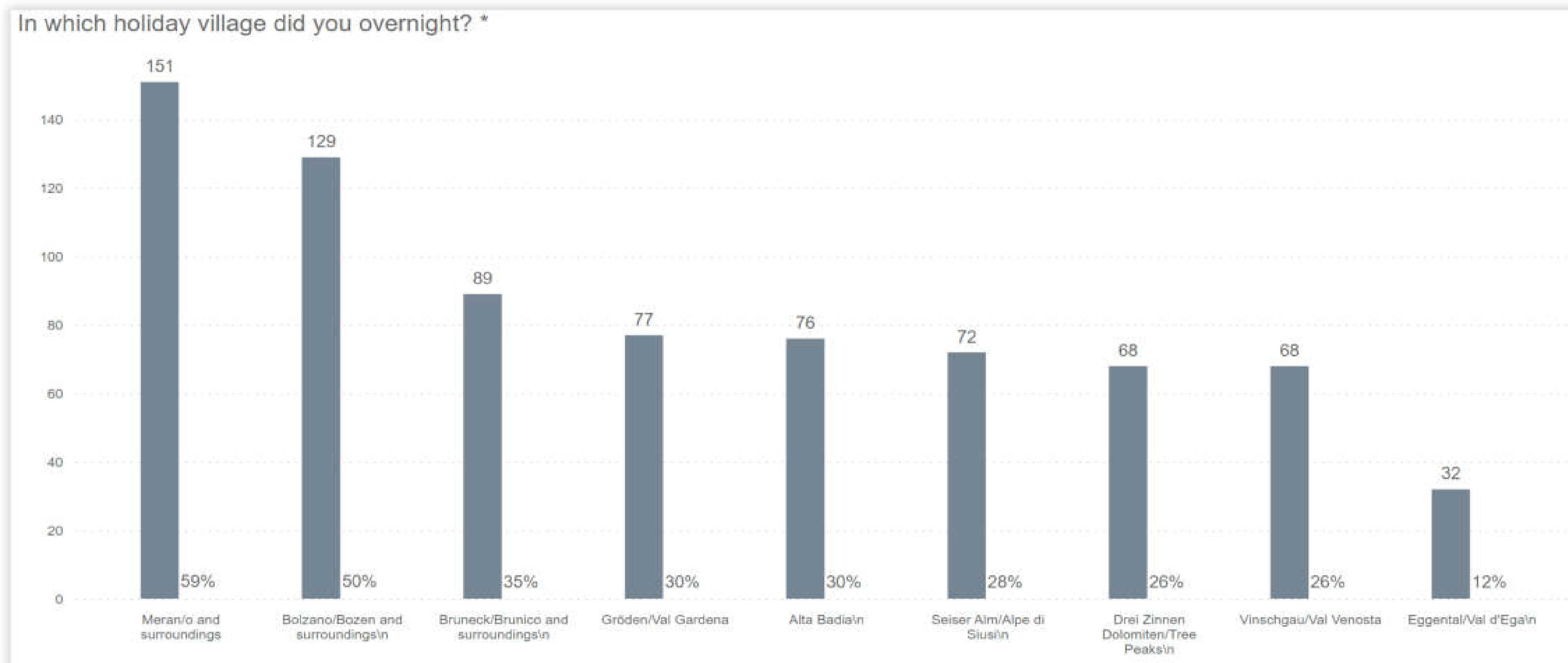
\*Only if the Response of question "Is this your first stay in region?" is No.

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





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



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



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Thank you!

