

The background of the slide features a low-angle shot of a church spire with a green copper roof and a white stone base, topped with a golden weather vane. To the left, a blurred stone statue is visible. The sky is a clear, light blue.

BRIXEN

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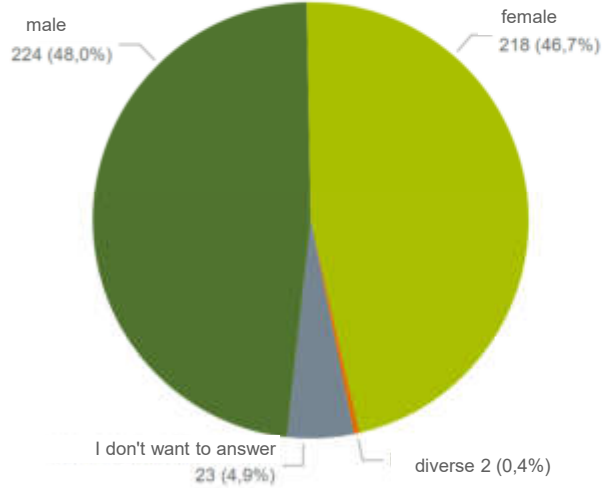
Evaluation of the resident
survey of Brixen/Bressanone

February – June 2023

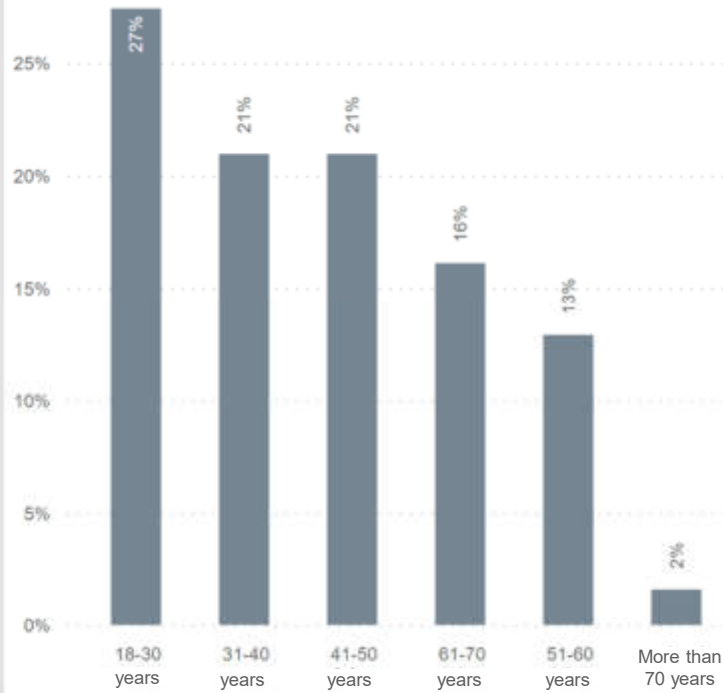
December 2023 – February 2024

Resident survey regarding tourism

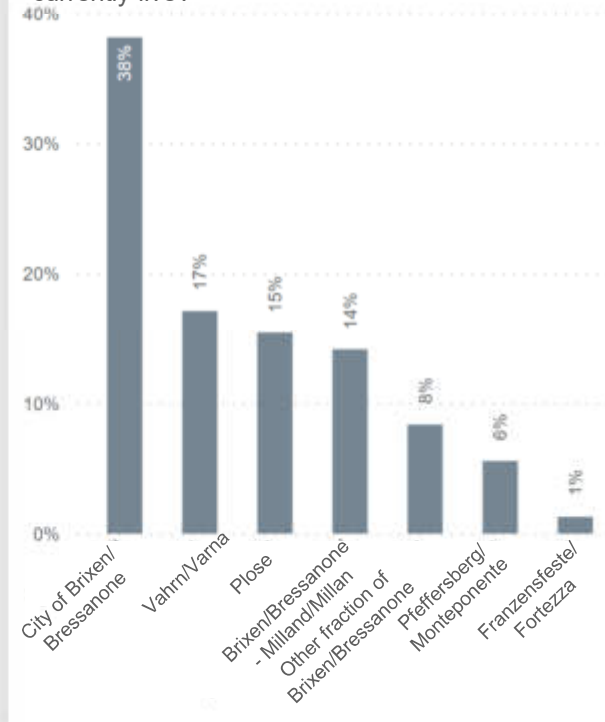
Gender:



Age:



In which political fraction/municipality do you currently live?



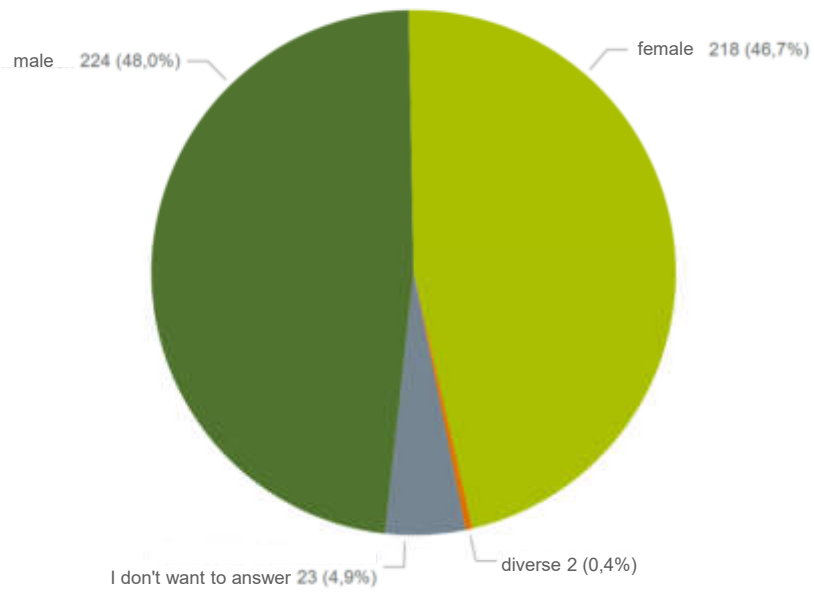
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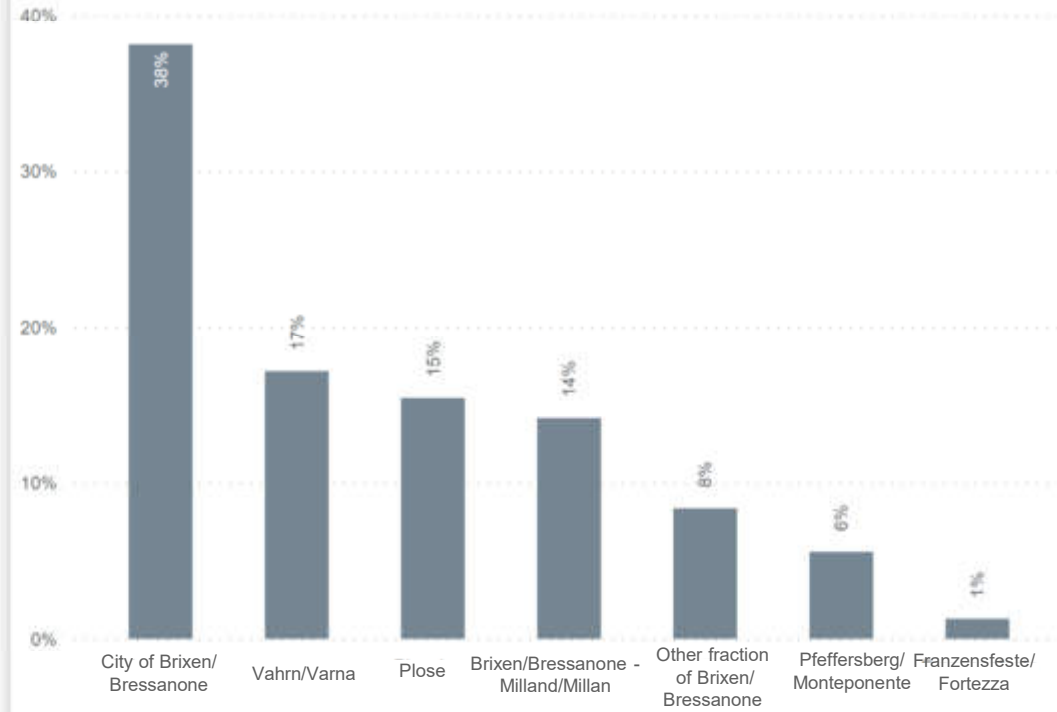
Resident survey regarding tourism

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Gender:



In which political fraction/municipality do you currently live?



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Resident survey regarding tourism

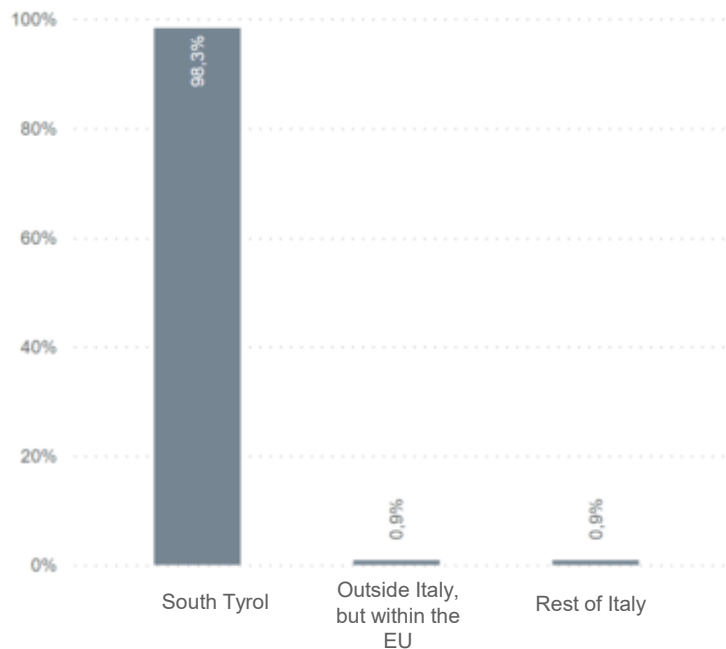
Age:	Year	%
	1982	4,28%
	1975	3,00%
	2000	3,00%
	1962	2,78%
	1970	2,78%
	1972	2,78%
	1973	2,78%
	1994	2,78%
	1966	2,57%
	1968	2,36%
	1974	2,36%
	1981	2,36%
	1983	2,36%
	1967	2,14%
	1979	2,14%
	1980	2,14%
	1988	2,14%
	1995	2,14%
	2001	2,14%
	2004	2,14%
	1960	1,93%
	1963	1,93%
	1991	1,93%
	1992	1,93%
	1969	1,71%
	1977	1,71%
Total:--		100,00%

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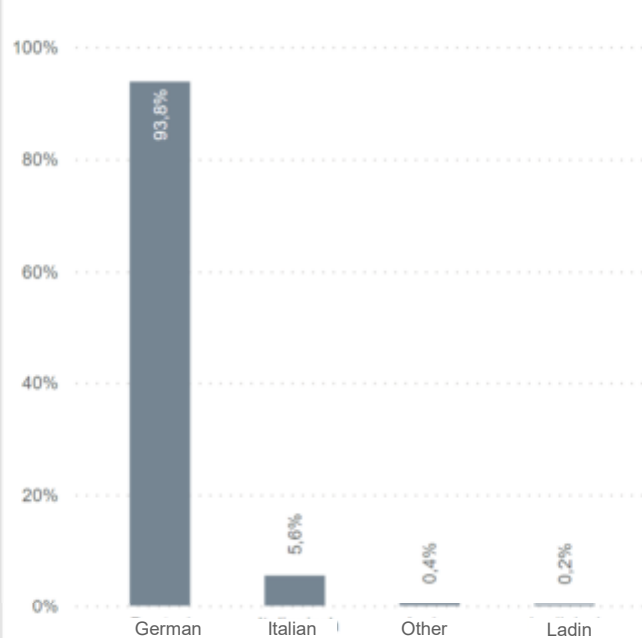


Resident survey regarding tourism

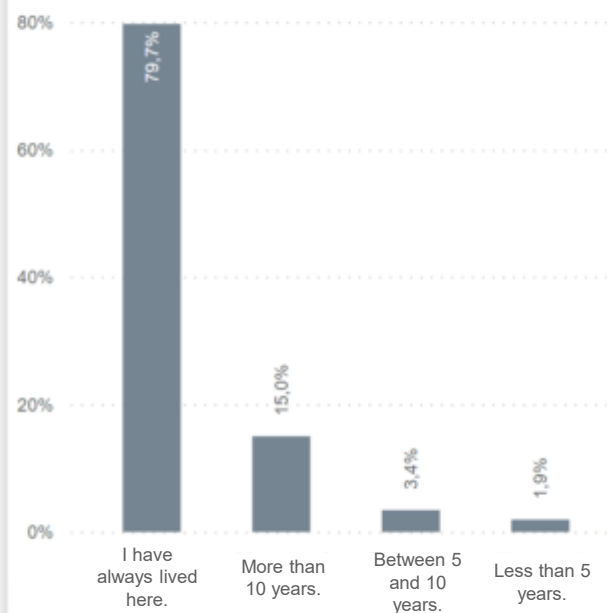
Where were you born?



Which language do you mainly speak at home?



How many years have you lived in Brixen and the surrounding area?

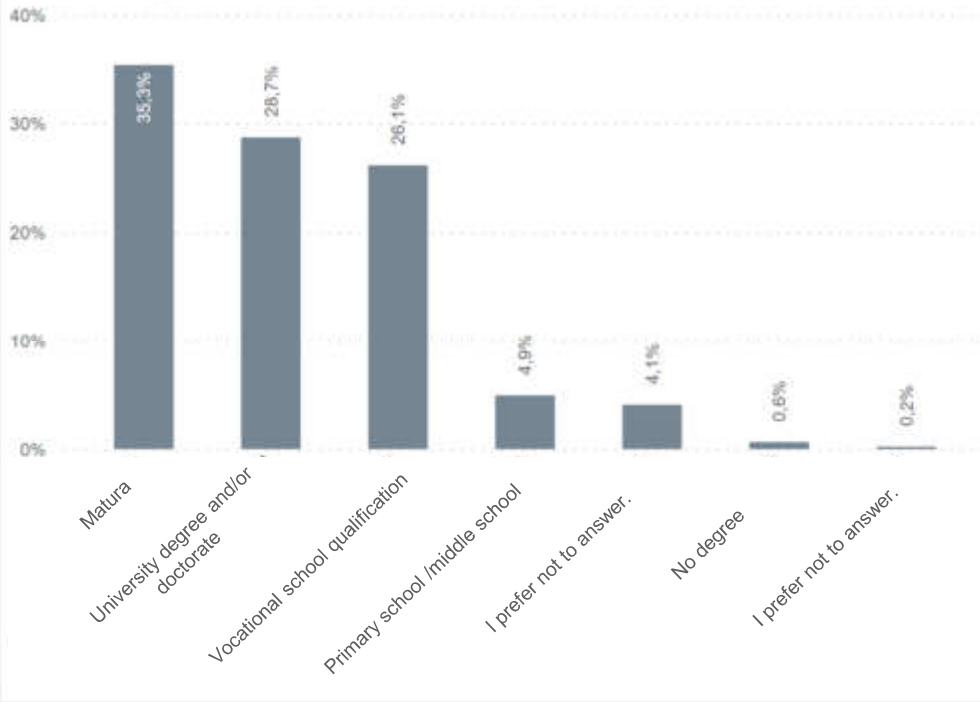


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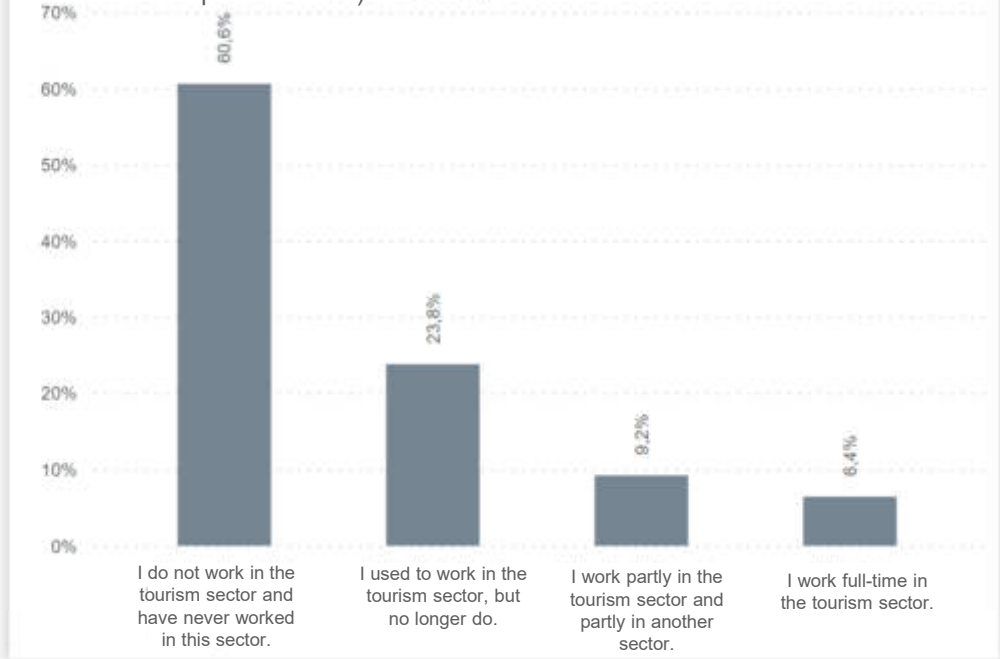


Resident survey regarding tourism

Education:

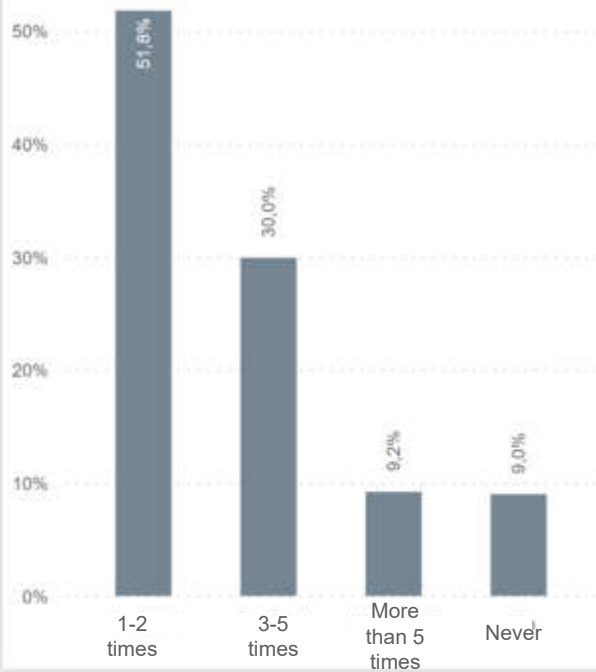


Do you currently work or have you worked in the tourism sector (accommodation, catering, ski lifts, passenger transport, tourism service providers including museums and sports facilities)?

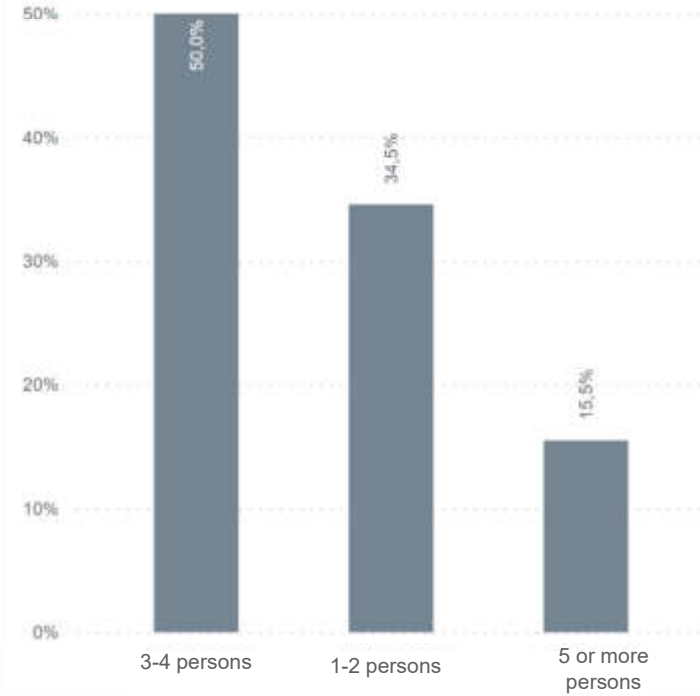


Resident survey regarding tourism

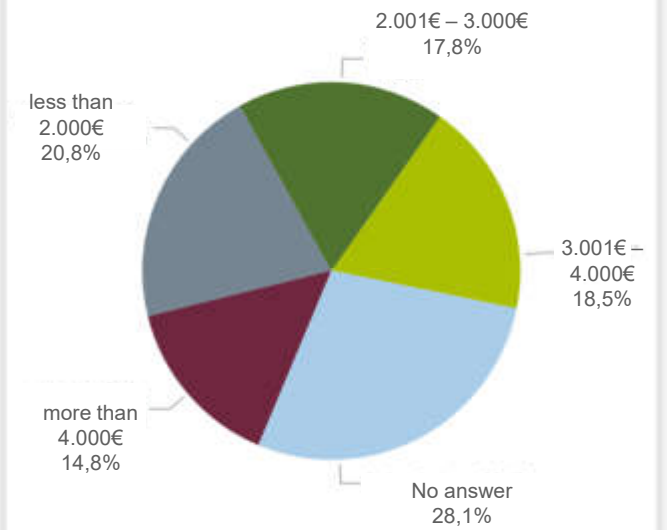
How often do you usually go on holidays in the course of a year?



How many people (including you) make up your household?

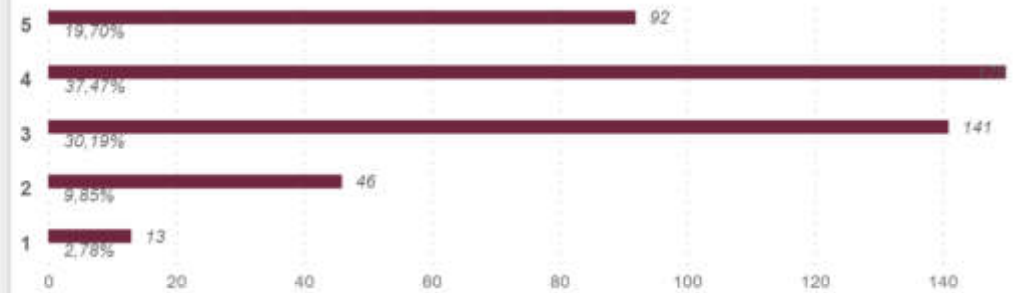


What is your net household income per month?

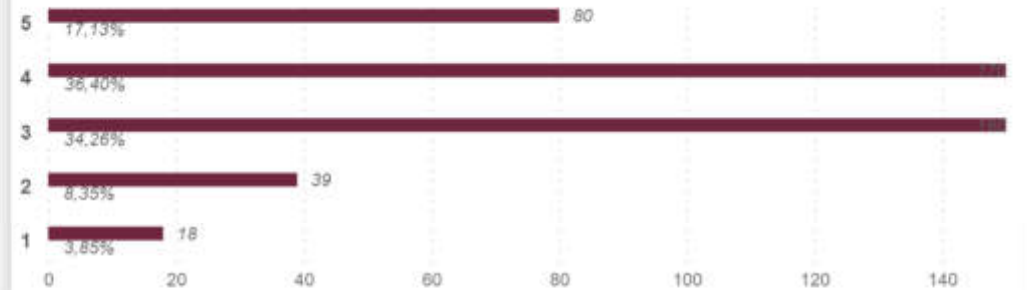
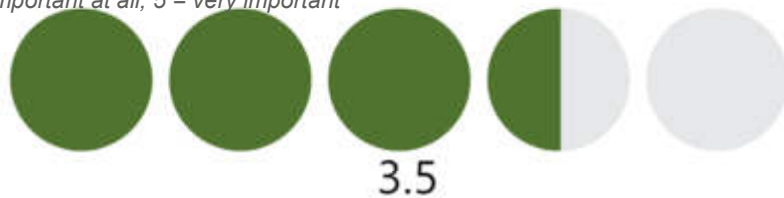


Resident survey regarding tourism

How strongly do you identify with the local community where you live?
1 = not at all, 5 = very strong



How do you assess the role of tourism for the future development of Brixen and the surrounding area?
1 = not important at all, 5 = very important



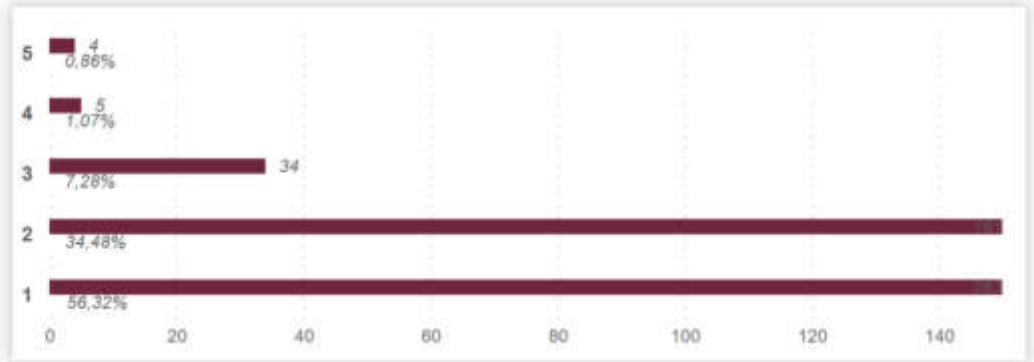
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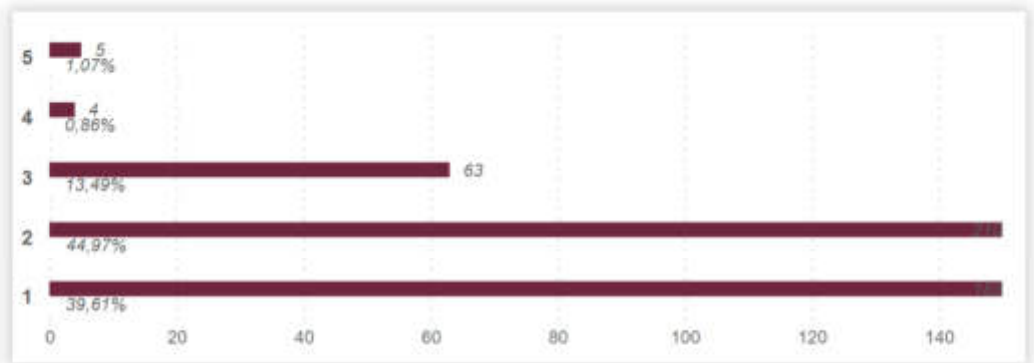
Resident survey regarding tourism

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How do you rate the overall affordability of house and flat prices (purchase) in your municipality of residence?
1 = not affordable at all, 5 = very affordable



How do you rate the overall affordability of rents for flats and houses in your municipality of residence?
1 = not affordable at all, 5 = very affordable



Resident survey regarding tourism

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If you think about the different neighbourhoods in your municipality of residence...
1 = not at all coherent/authentic, 3 = partly coherent/authentic, 5 = very coherent/authentic

... how authentic do you find the entire townscape?



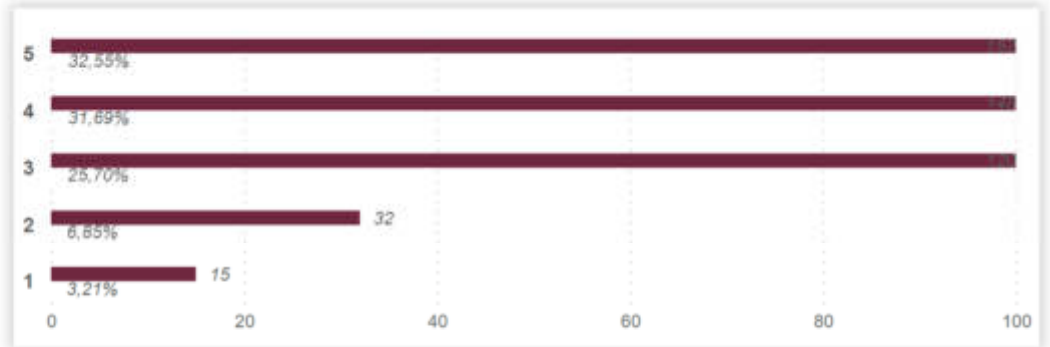
... how harmonious do you find the overall townscape?



1 2 3 4 5 I don't know

Resident survey regarding tourism

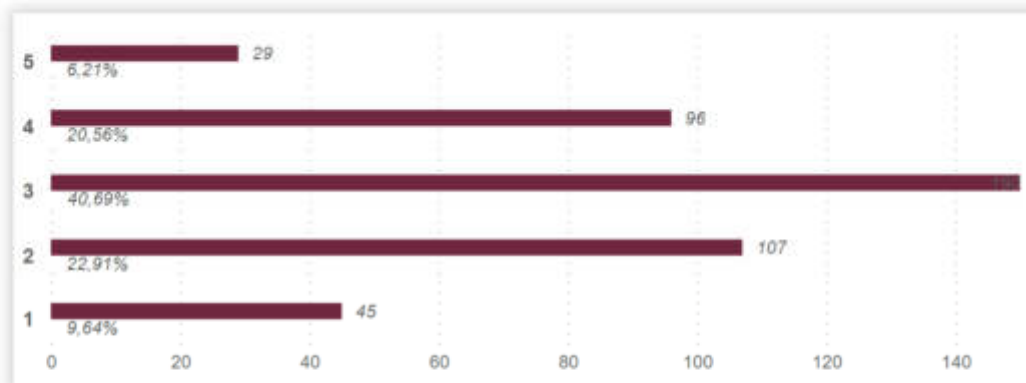
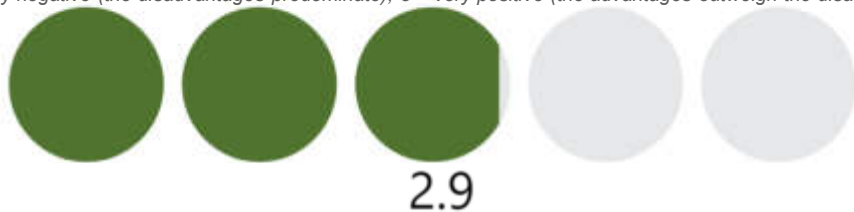
How would you rate the traffic congestion in your municipality of residence?
1 = very low, 5 = very high



Resident survey regarding tourism

In your opinion, what influence does tourism have on the quality of life in your community of residence?

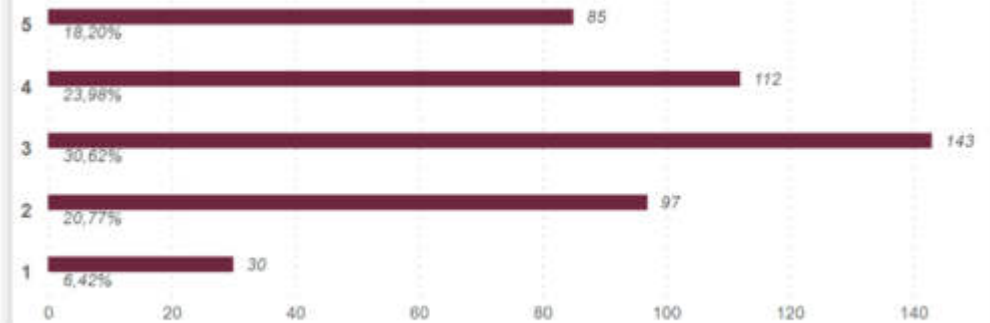
1 = very negative (the disadvantages predominate), 5 = very positive (the advantages outweigh the disadvantages)



Resident survey regarding tourism

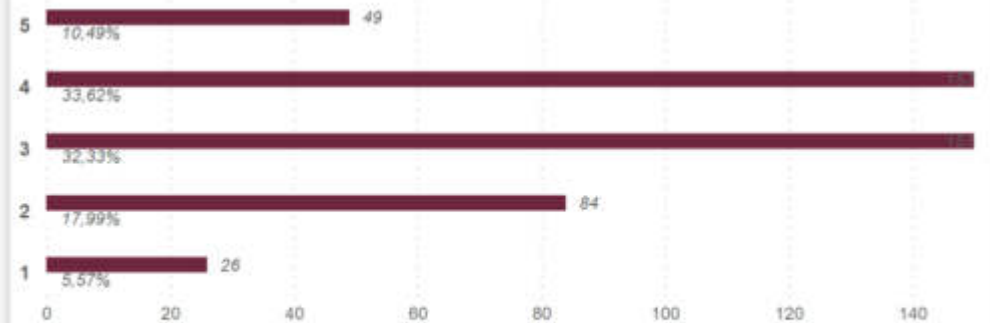
Do you feel that nature and the landscape in your municipality of residence are disturbed (e.g. by buildings, infrastructure, etc.)?

1 = not affected at all, 5 = very much affected



When you think about the activities on offer and the people present in your neighbourhood, how lively would you rate your living space?

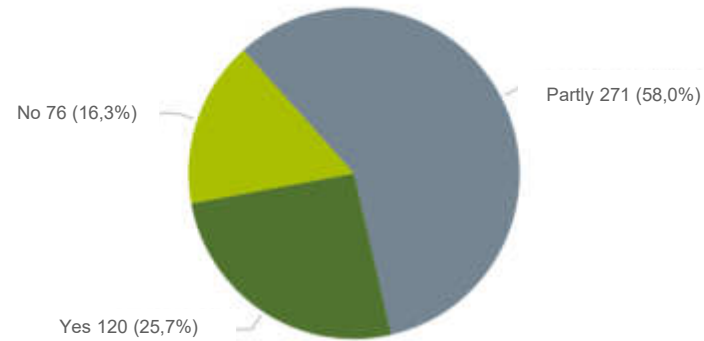
1 = not vivid at all, 5 = very much vivid



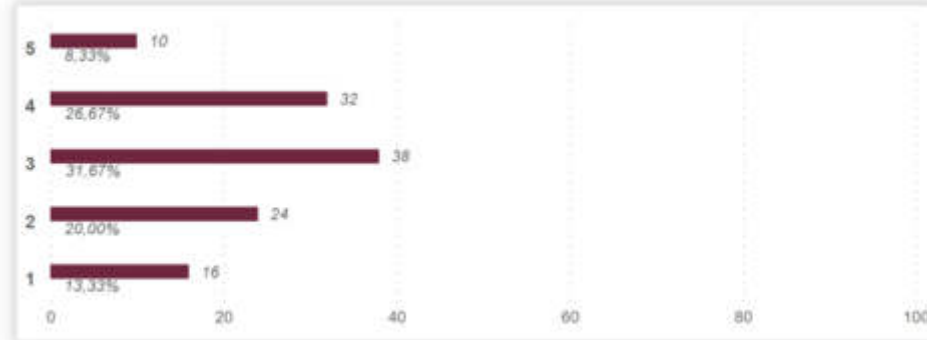
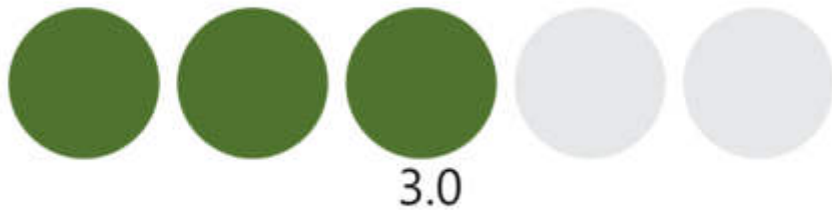
Resident survey regarding tourism

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Do you know the activities of the Brixen Tourismus Genossenschaft?



How much do you personally trust the Brixen Tourismus Genossenschaft?
1 = no trust at all, 5 = strong trust



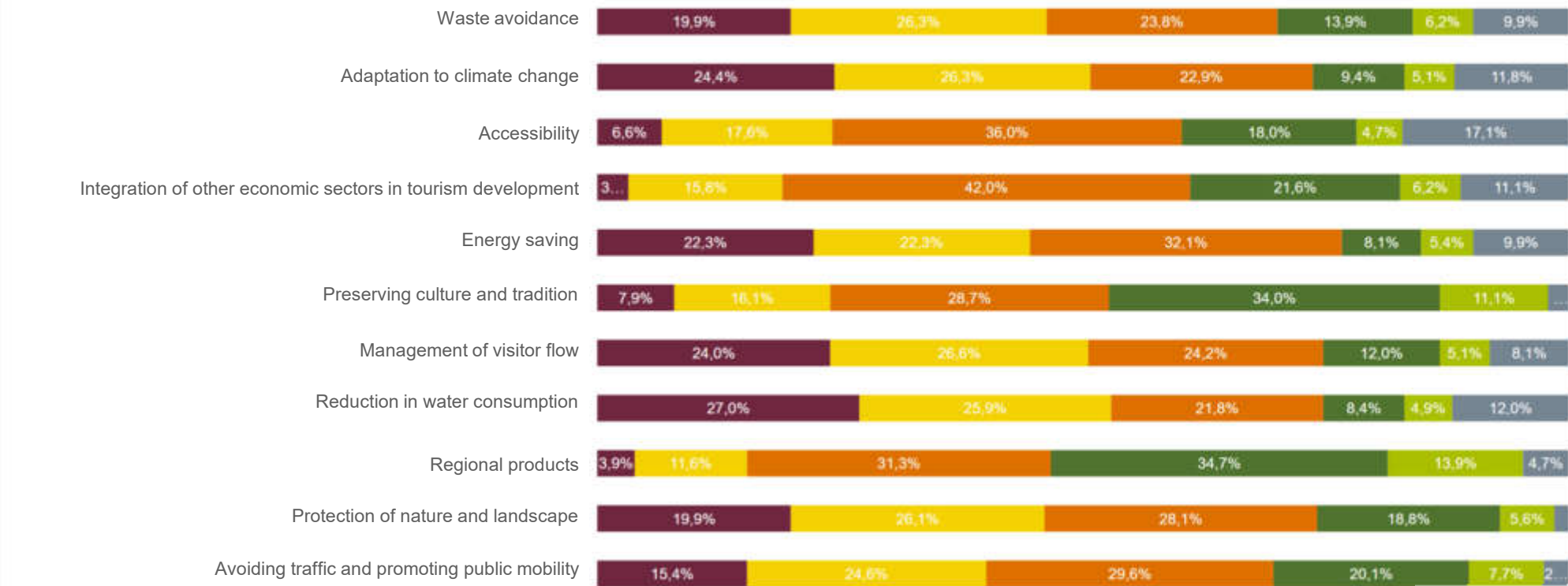
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Resident survey regarding tourism

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In your opinion, to what extent are the following aspects taken into account in the destination's tourism activities?
 1 = not considered at all, 3 = partly considered, 5 = very strongly considered

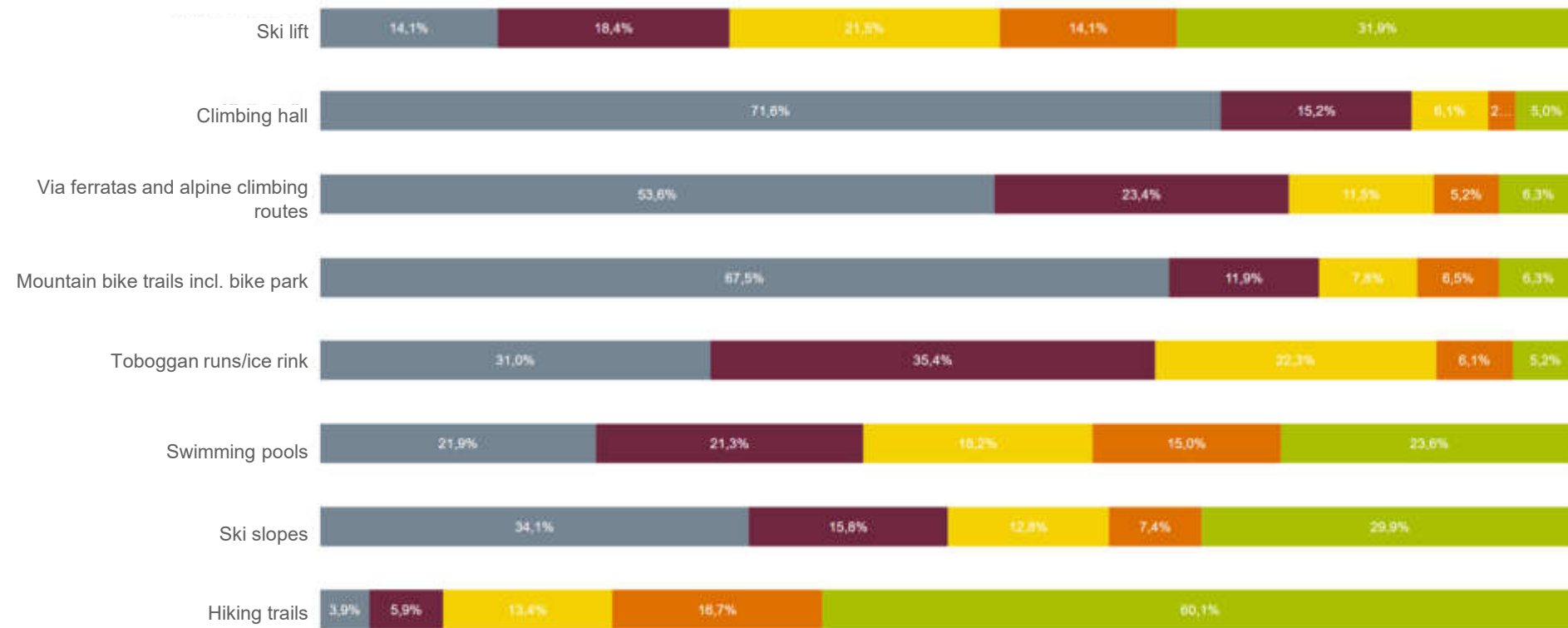


1 2 3 4 5 I don't know

Resident survey regarding tourism

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How often do you normally use the following infrastructures and/or services in the destination during the year?



www.brixen.it/en/infrastructure

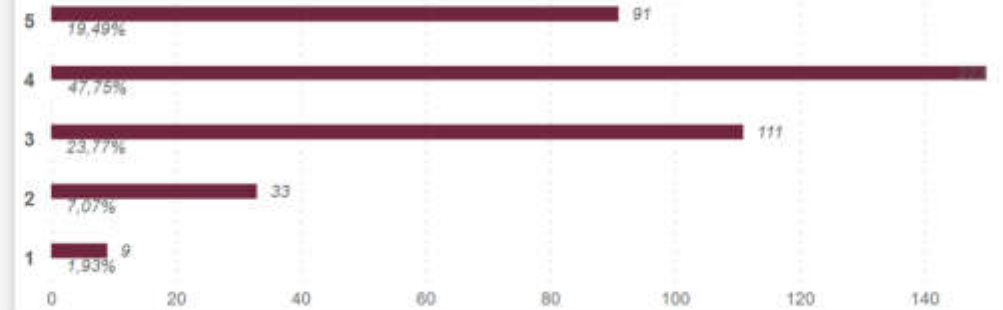
Never, 1-2 times, 3-5 times, 6-10 times, more than 10 times



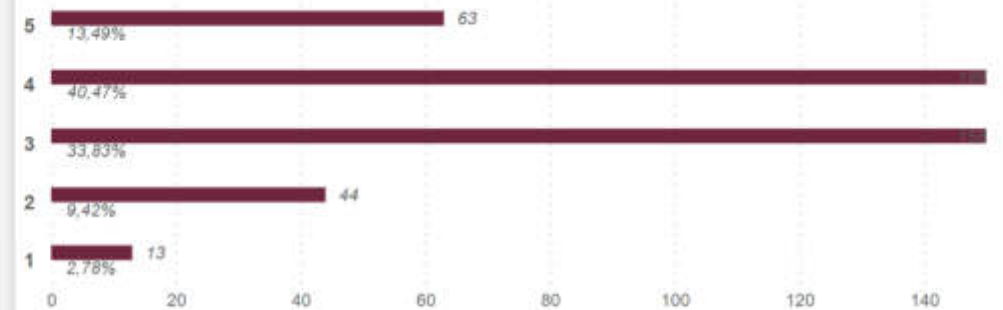
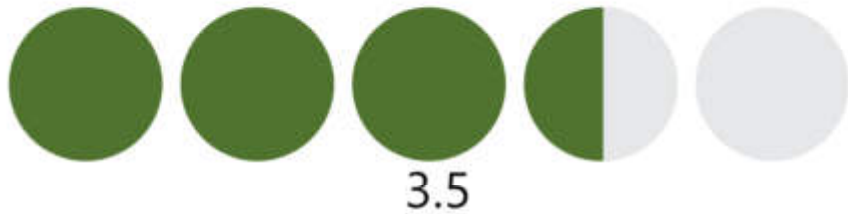
Resident survey regarding tourism

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How would you rate the quality of the local public transport network?
1 = very bad, 5 = very good



How do you rate the connection of the periphery to the urban area?
1 = very bad, 5 = very good



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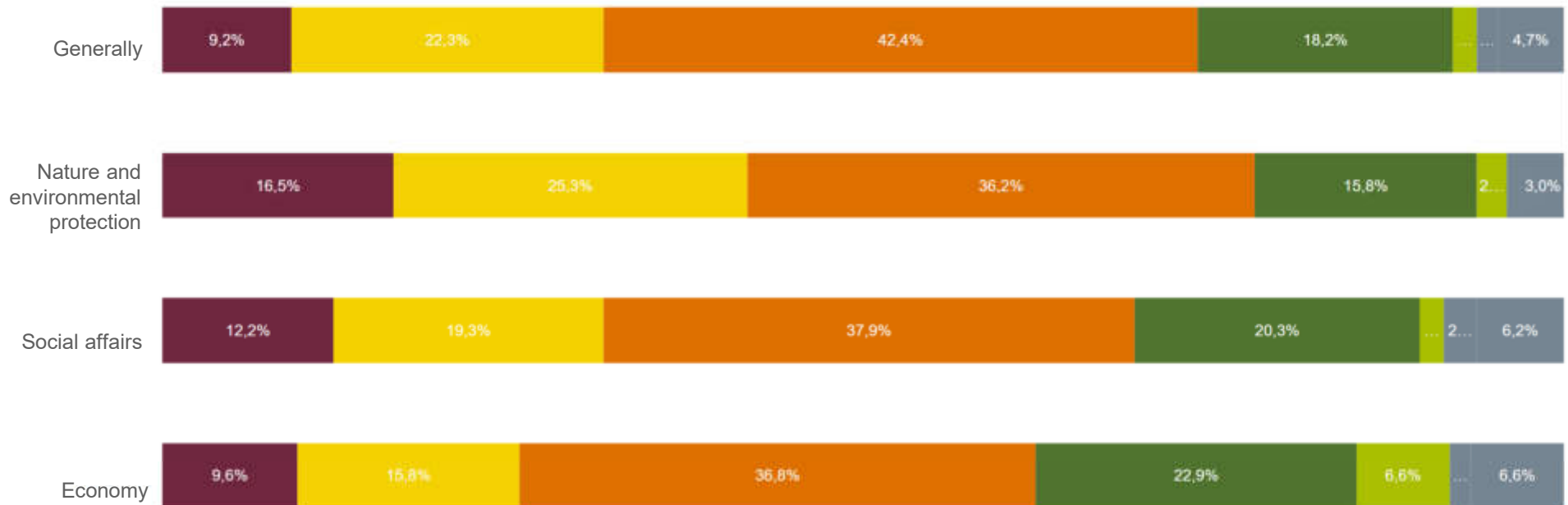


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Sustainable development takes into account the three areas of nature and environmental protection, social issues and the economy. In your opinion, how sustainable is tourism in the destination in the individual areas and in general?

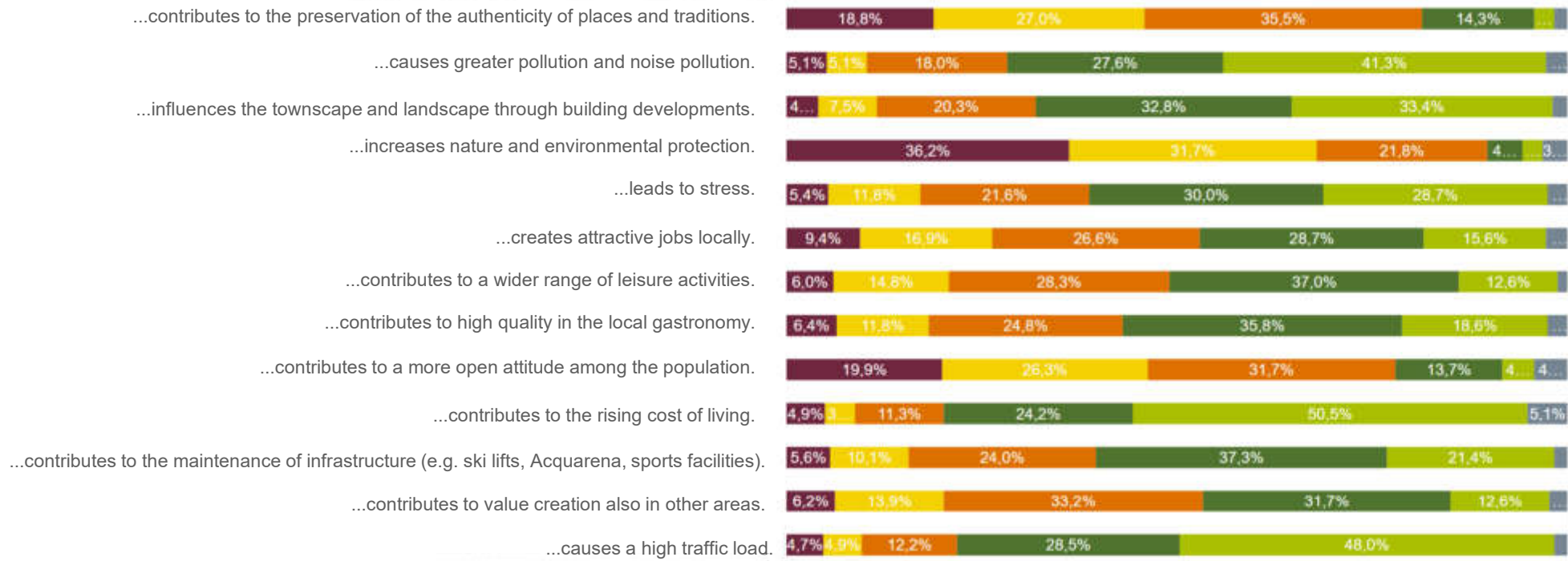
1 = not sustainable at all, 3 = partly sustainable, 5 = very sustainable



1 2 3 4 5 I don't know

Resident survey regarding tourism

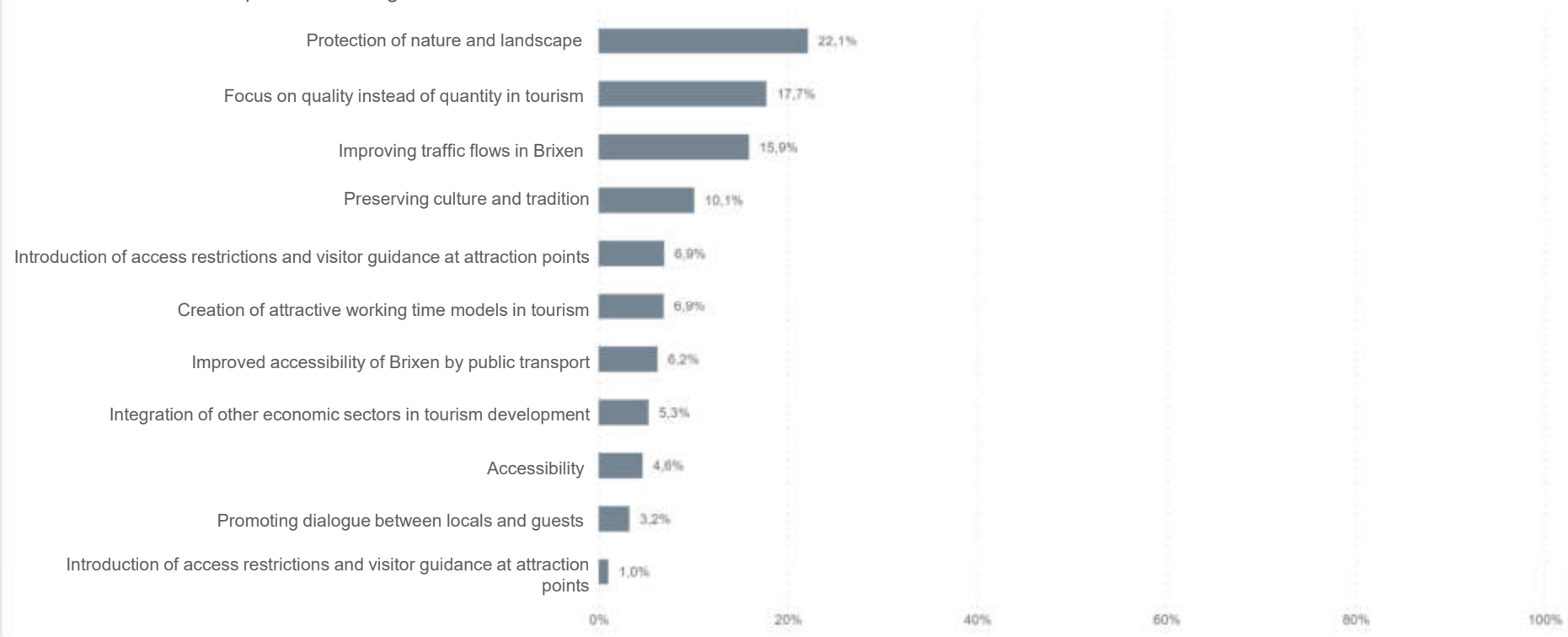
When you think about the impact of tourism, which of the following do you think is true? Tourism in the destination....
1 = does not apply, 3 = applies partly, 5 = fully applies



● 1 ● 2 ● 3 ● 4 ● 5 ● I don't know

Resident survey regarding tourism

When you think about the future challenges of tourism in Brixen and surroundings, which of the following aspects should be considered in the future?
Select the three most important challenges:



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