

Gästabefragung in der Dolomitenregion Seiser Alm

Ihre Meinung ist uns wichtig!

Zusammen mit IDM Südtirol arbeiten wir seit einiger Zeit am „**Nachhaltigkeitsprogramm Tourismus Südtirol**“.

In diesem Sinne erfassen wir **die Situation vor Ort und haben einen Prozess zur nachhaltigen Verbesserung gestartet.**

In diesem Zusammenhang haben wir auch eine Gästabefragung durchgeführt um die Bedürfnisse und Ansichten der Besucher besser zu verstehen und gemeinsam eine nachhaltige Zukunft für Ihren Urlaub und unsere Gemeinschaft zu planen.

Wir bedanken uns bei allen für die Teilnahme!

„Was wir heute tun, entscheidet darüber wie die Welt morgen aussieht!“

Marie von Ebner-Eschenbach

Gegenüberstellung Gästeumfrage

Sommer/Herbst 2022

Winter 2022/23

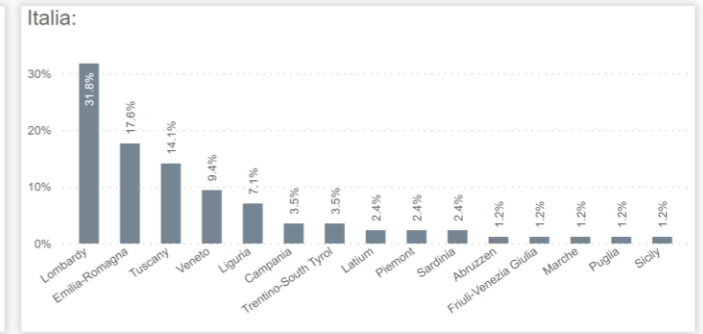
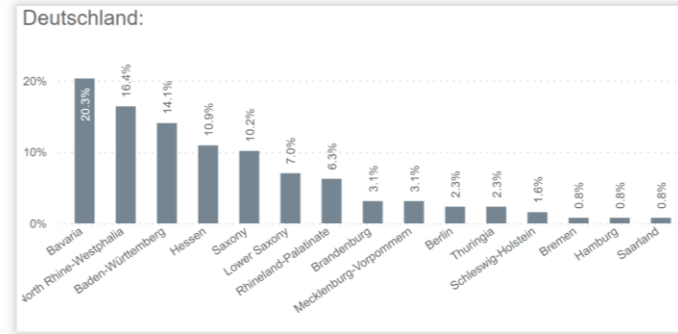
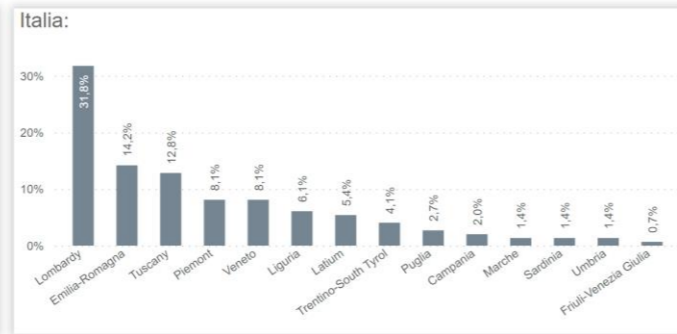
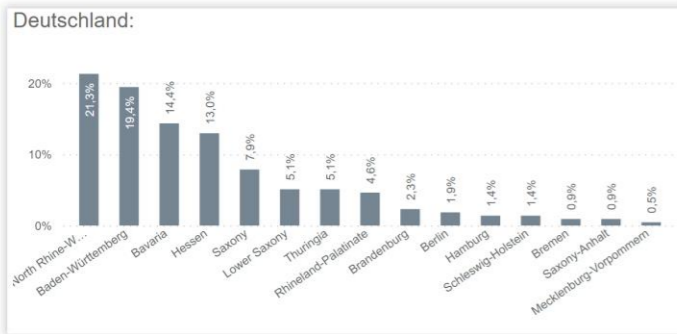
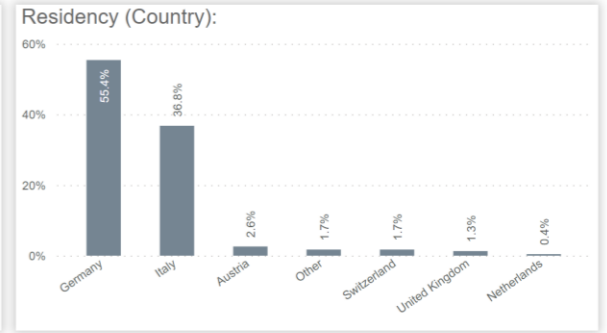
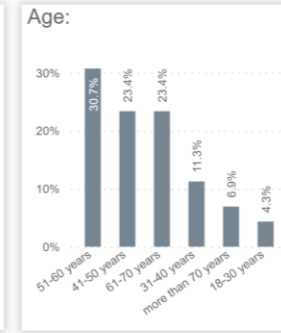
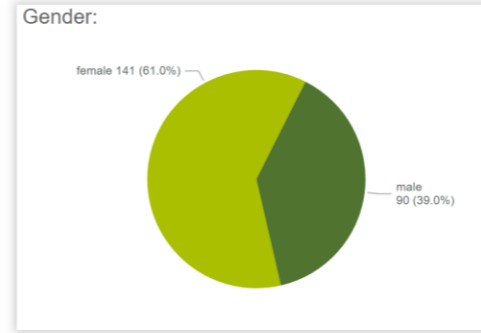
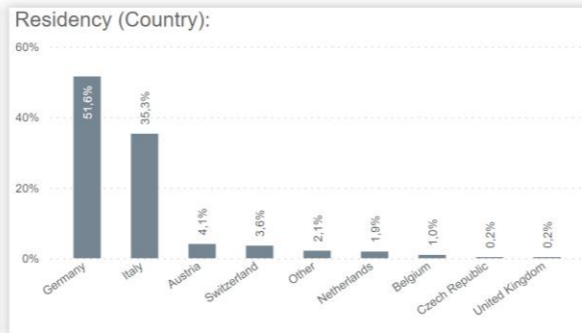
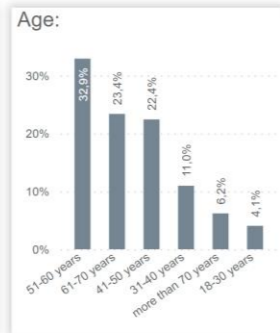
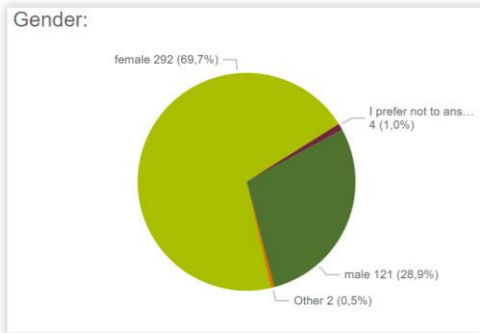
Gästeumfrage

419



Gästeumfrage

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Gästeumfrage

Mobility



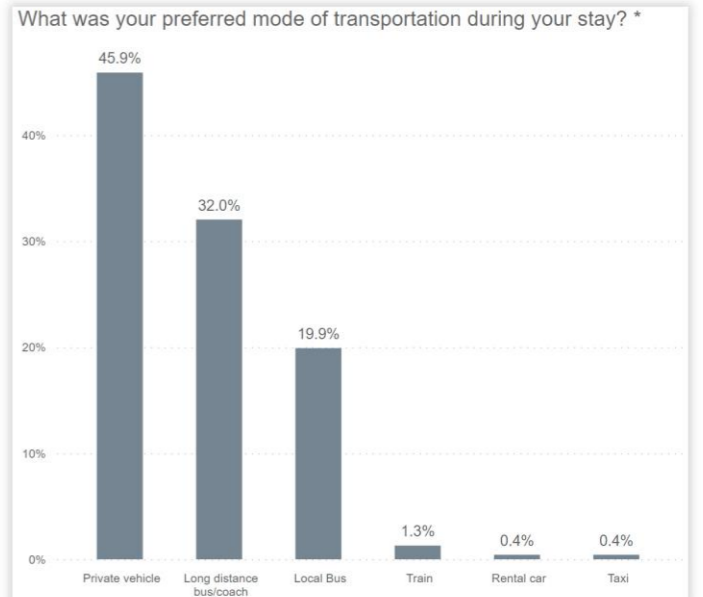
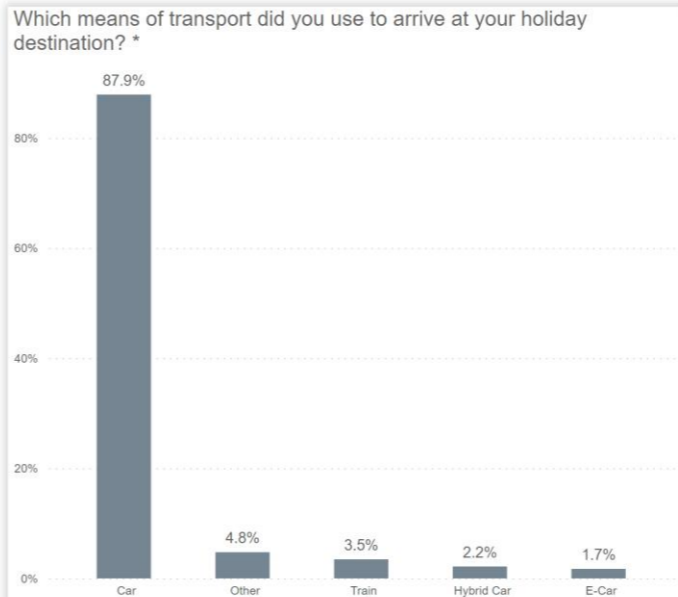
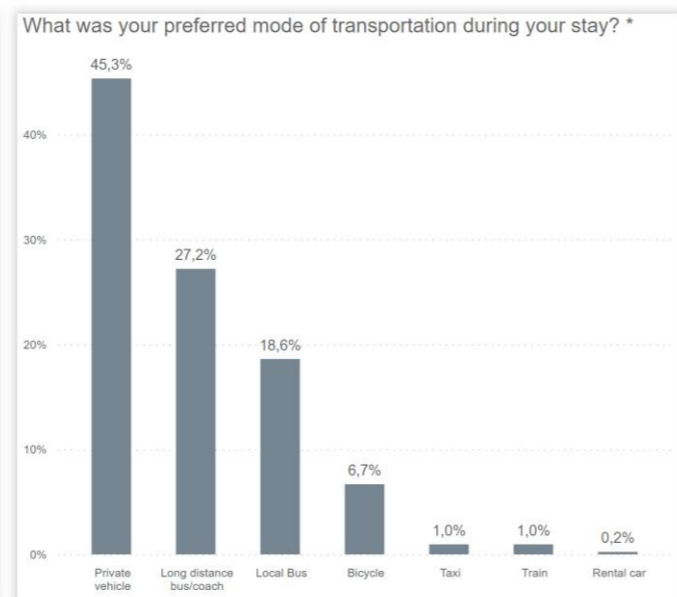
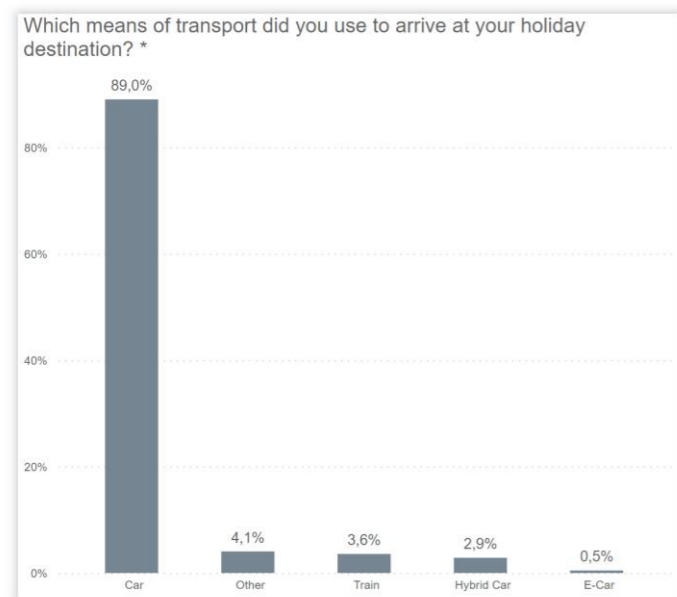
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Gästeumfrage

Mobility



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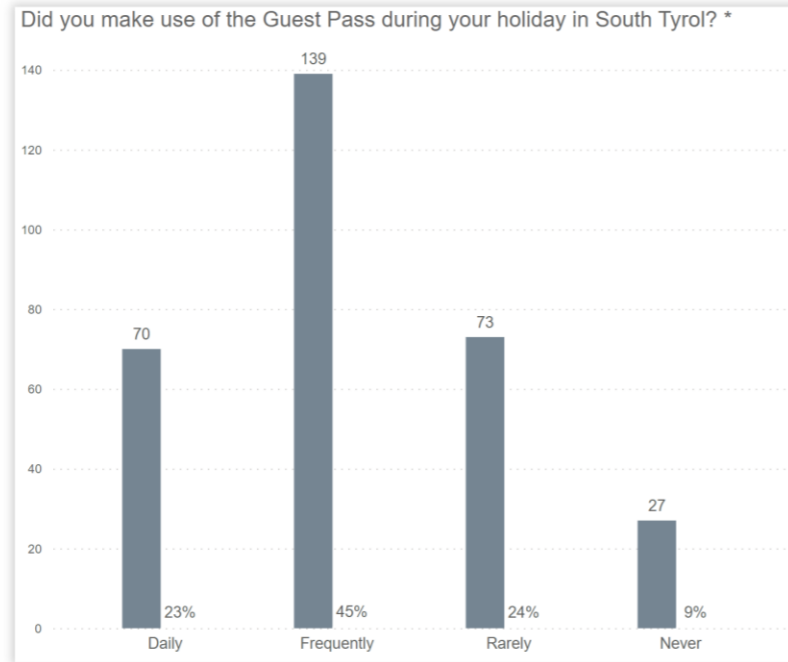
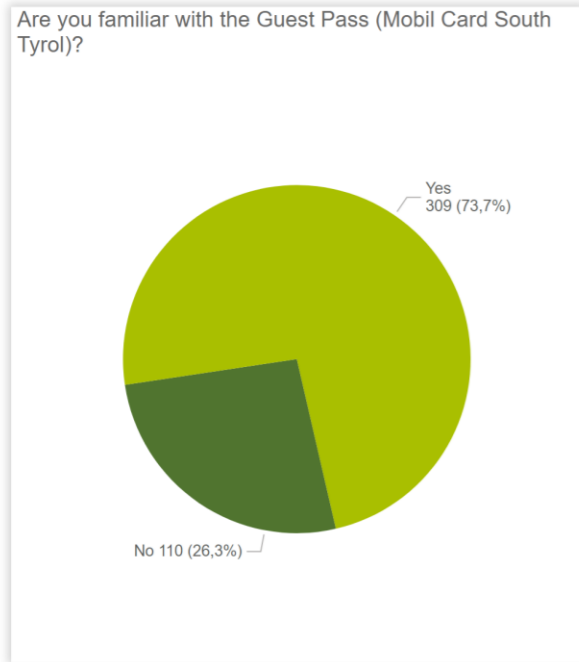


Gästeamfrage

Mobility

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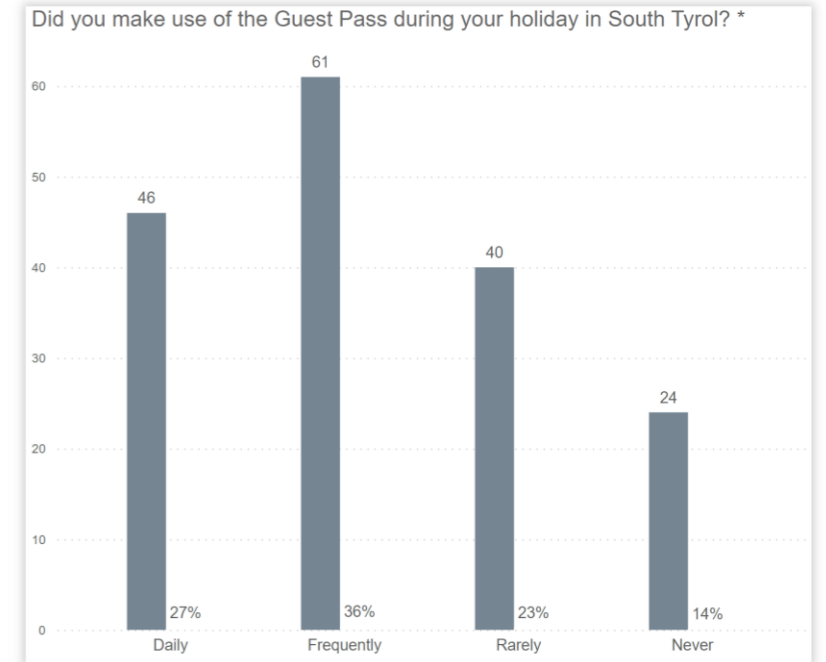
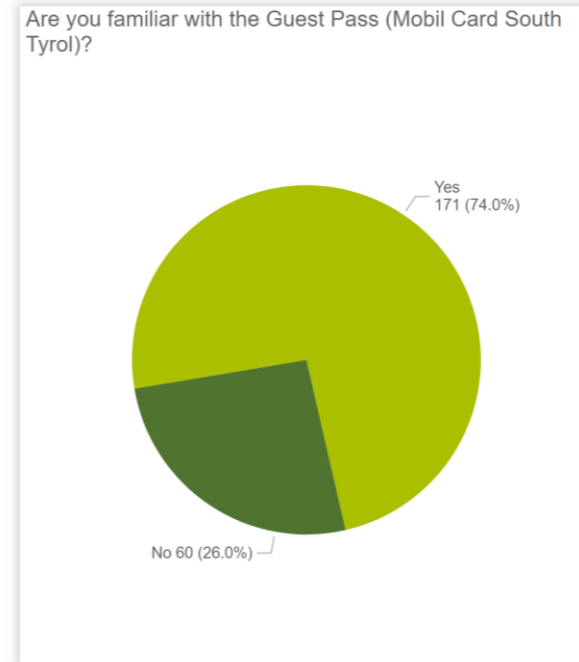
*Only for the Yes Responses

Gästeamfrage

Mobility

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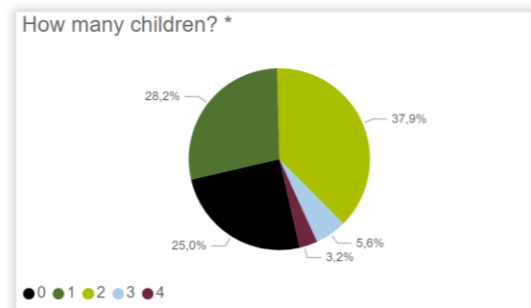
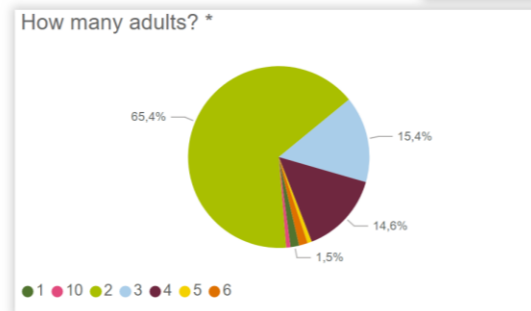
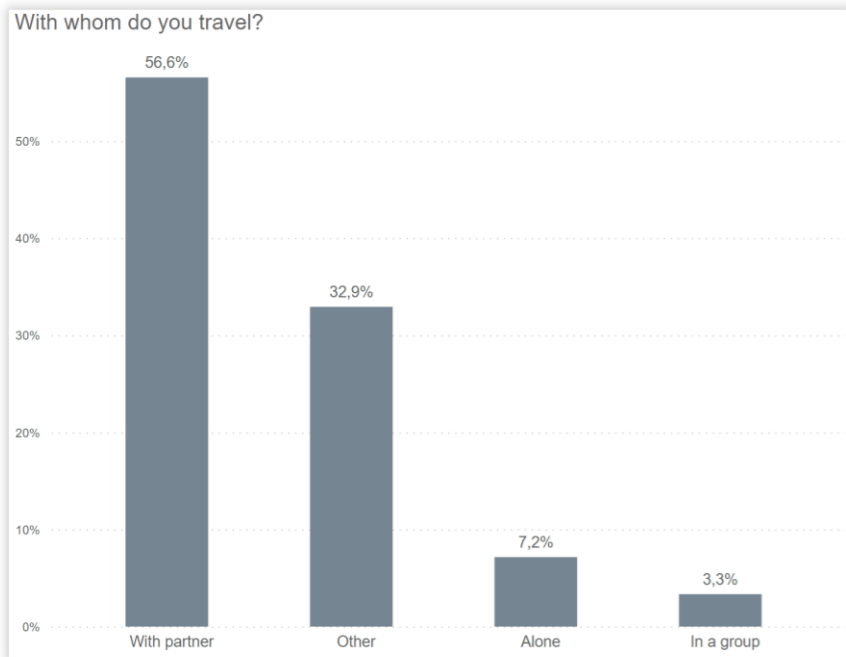
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Gästeamfrage

Expenses/cost

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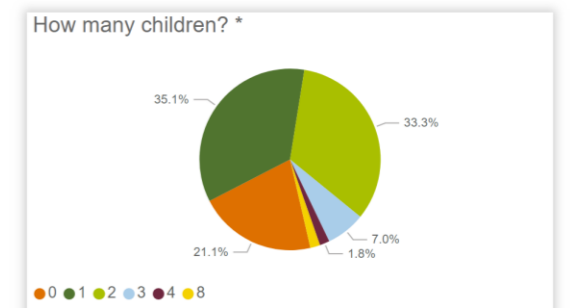
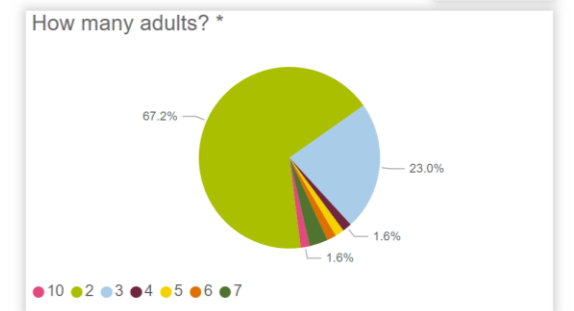
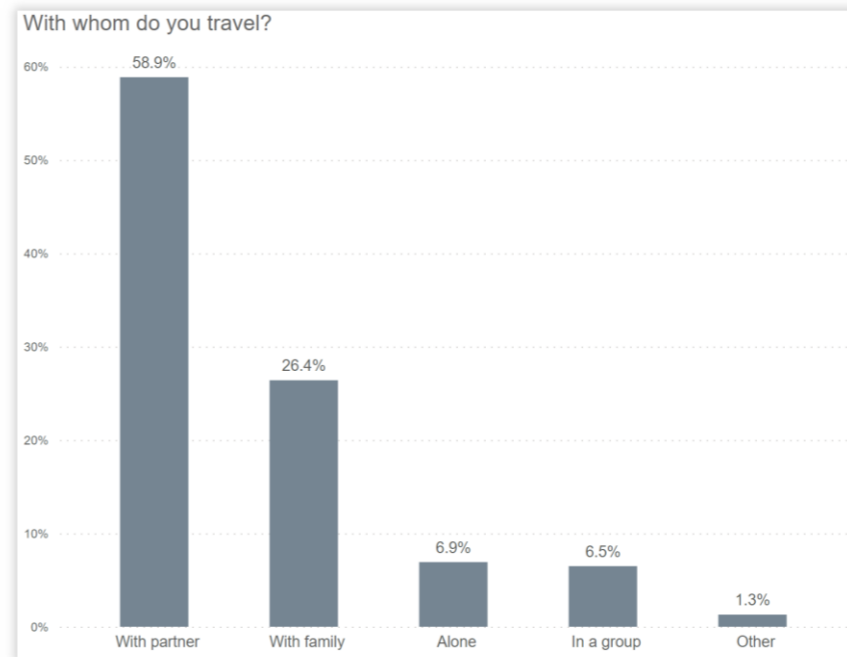
*Only for the Response: "With children"

Gästeamfrage

Expenses/cost

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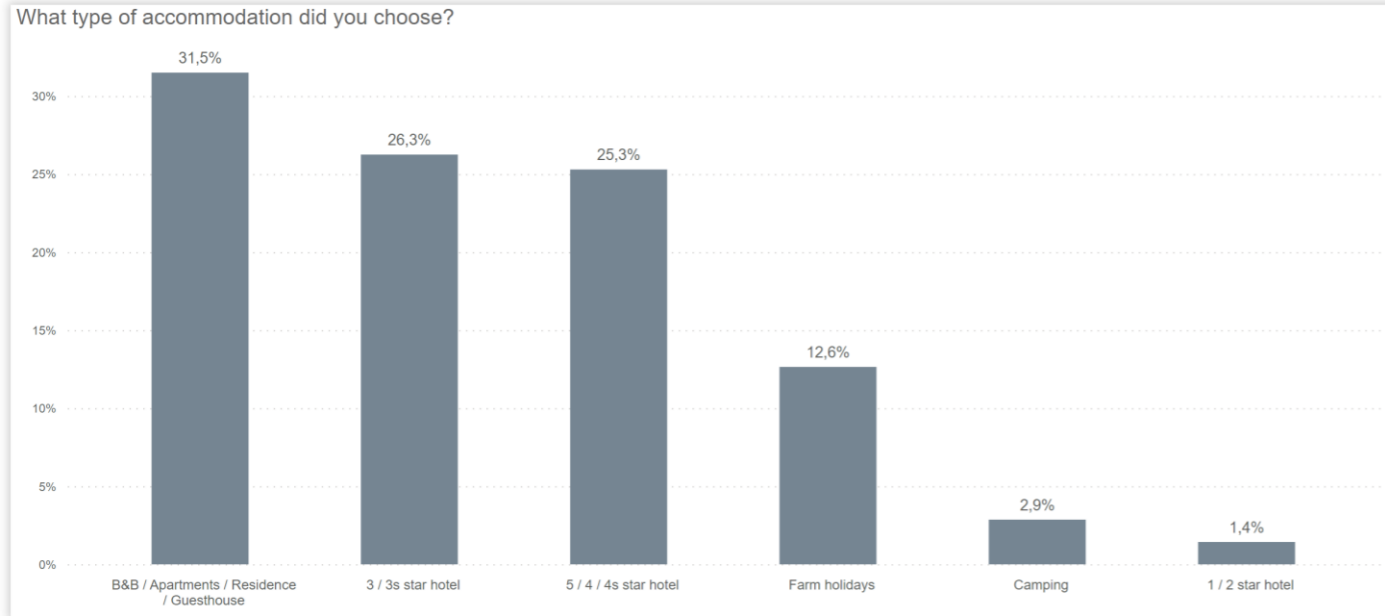
*Only for the Response: "With family/children"

Gästeumfrage

Expenses/cost

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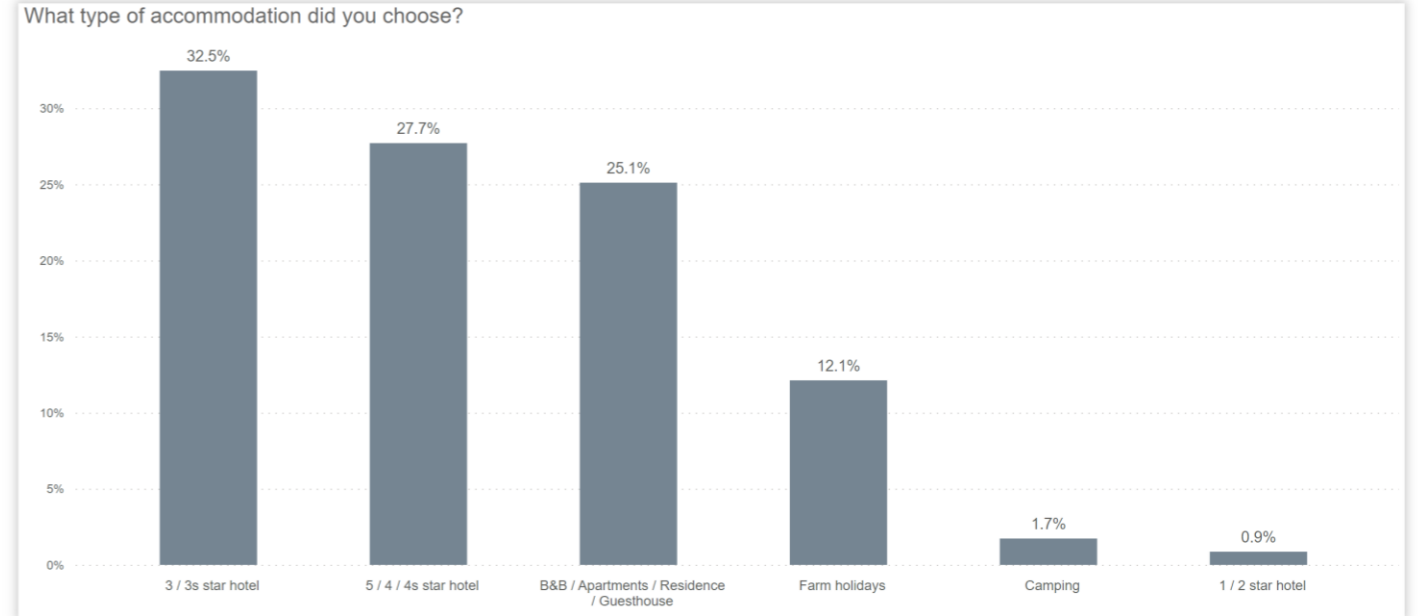


Gästeumfrage

Expenses/cost

IDM INNOVATORS. DEVELOPERS. MARKETERS.

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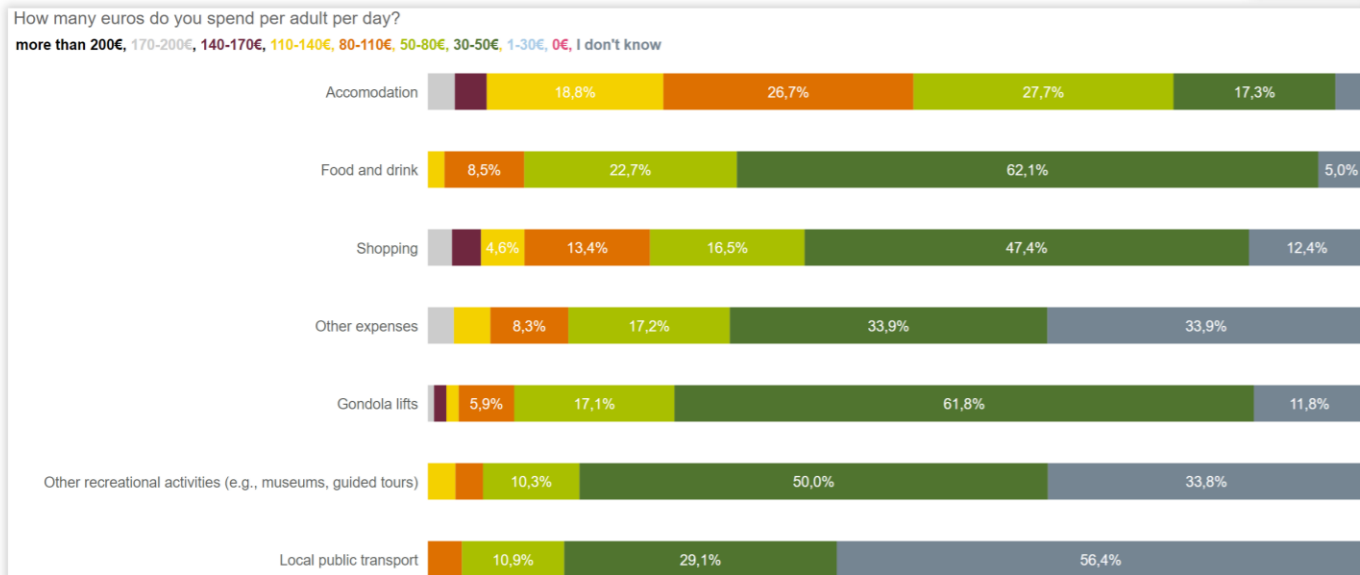


Gästeumfrage

Expenses/cost

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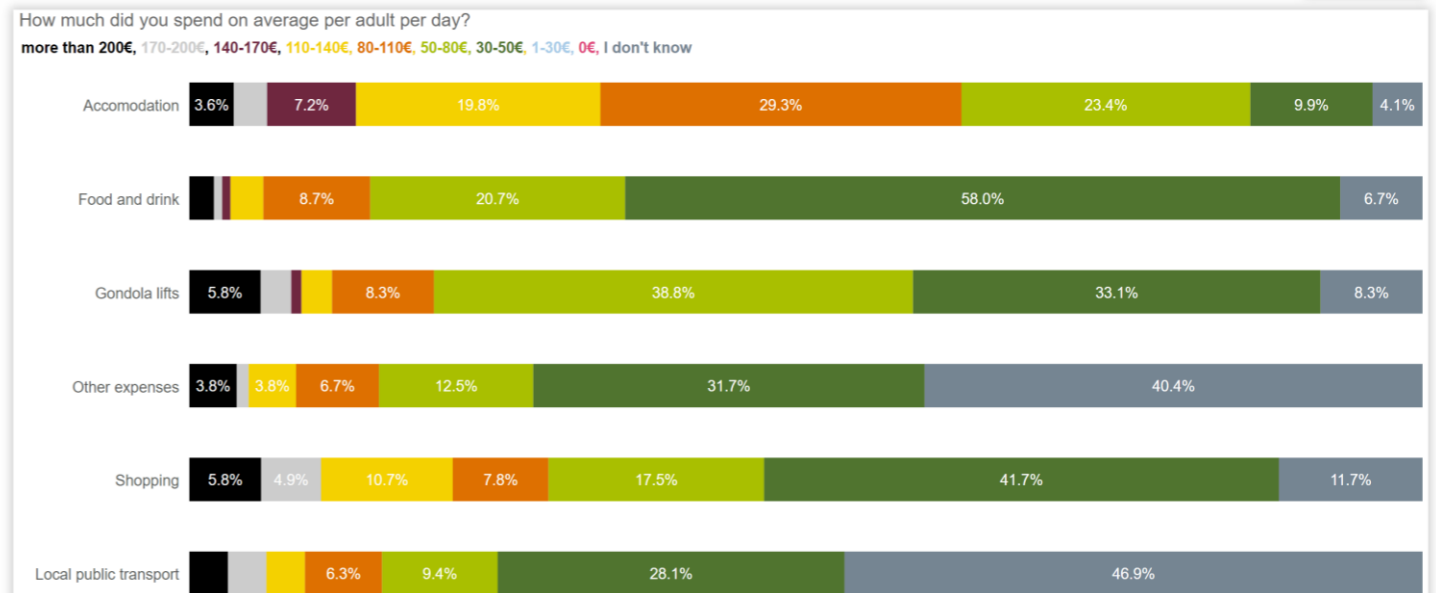


Gästeumfrage

Expenses/cost

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Gästemfrage

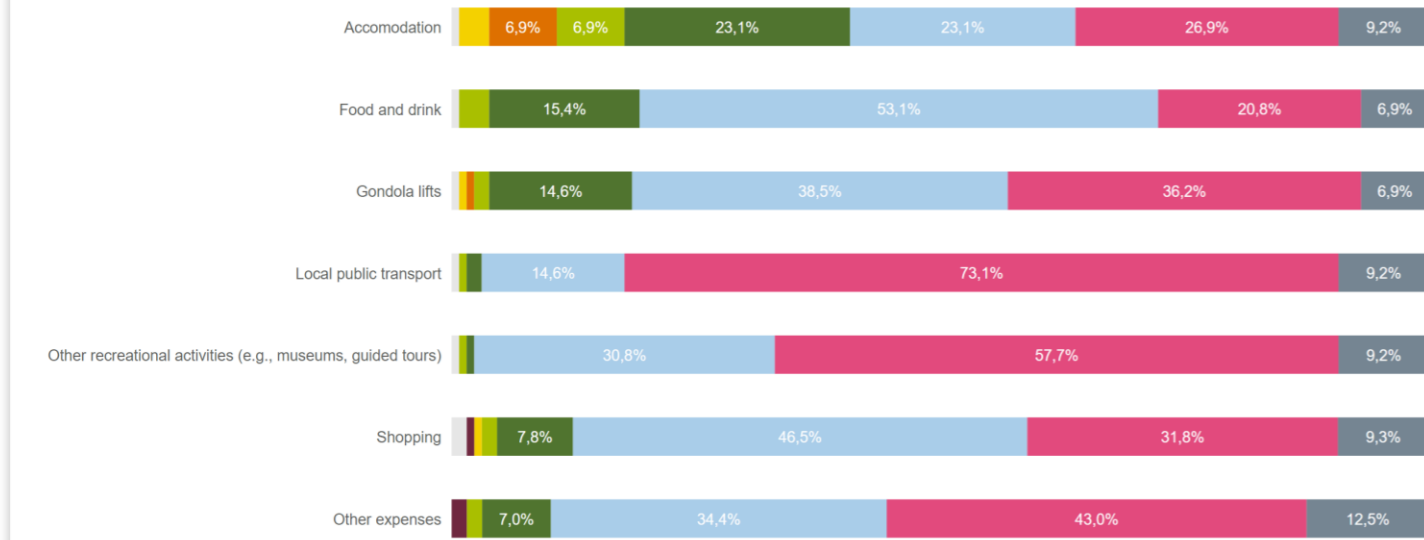
Expenses/cost



130

How many euros do you spend 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"

Gästemfrage

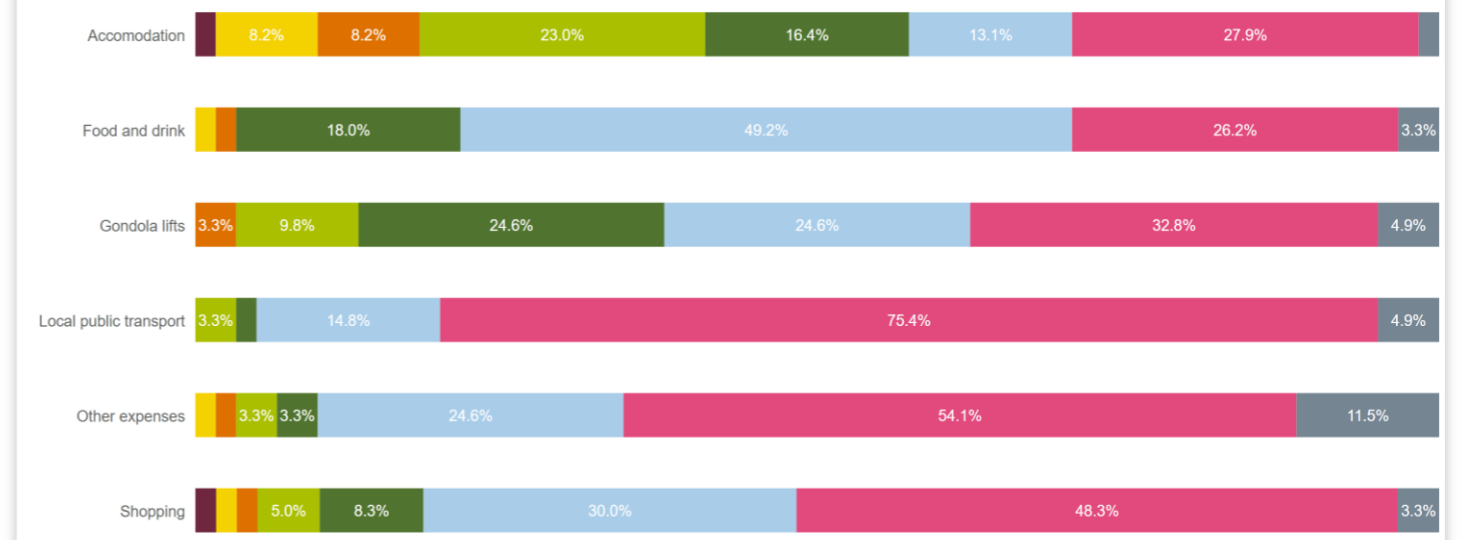
Expenses/cost



61

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"

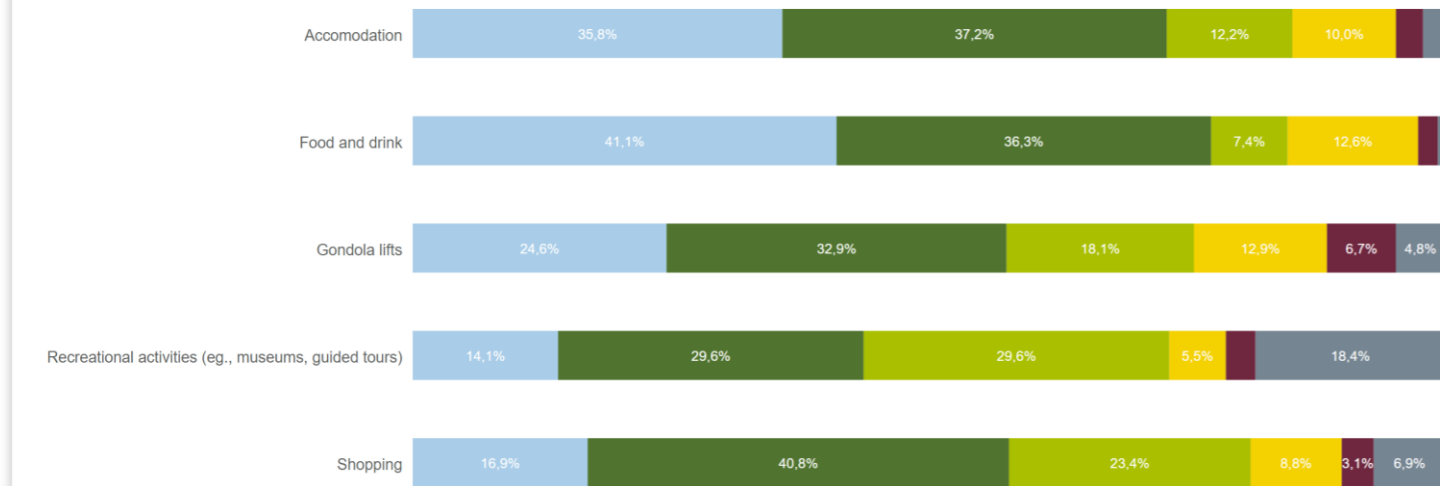
Gästemfrage

Expenses/cost



419

How satisfied are you with the current value for money in the Eggental region? (5 = very satisfied, 1 = unsatisfied, 0 = no answer)



5 4 3 2 1 0

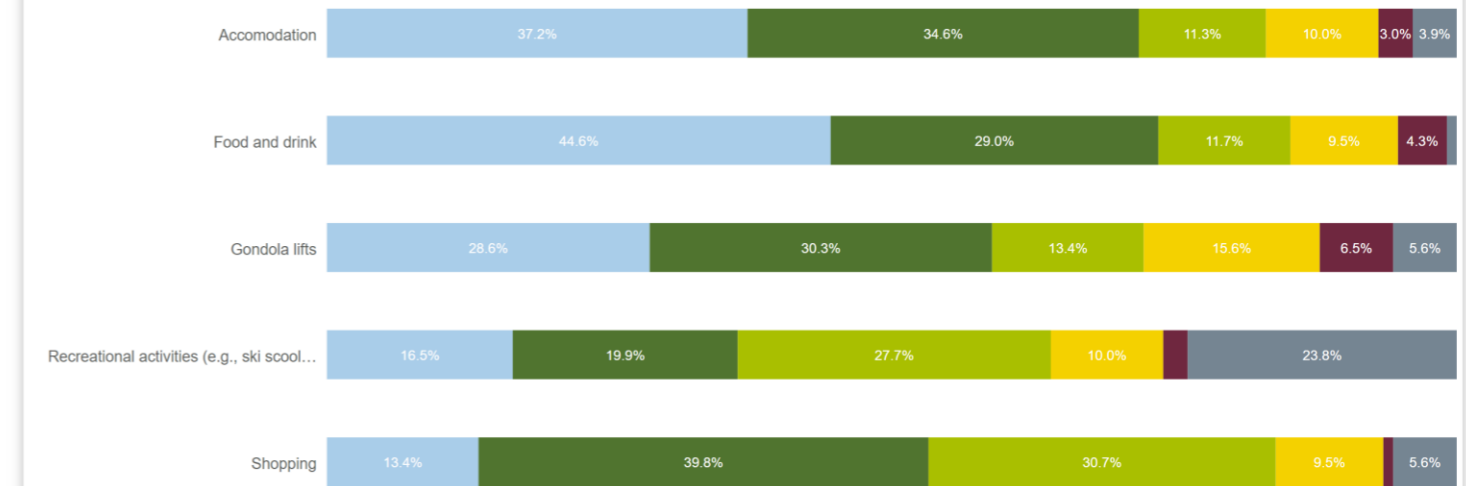
Gästemfrage

Expenses/cost



231

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



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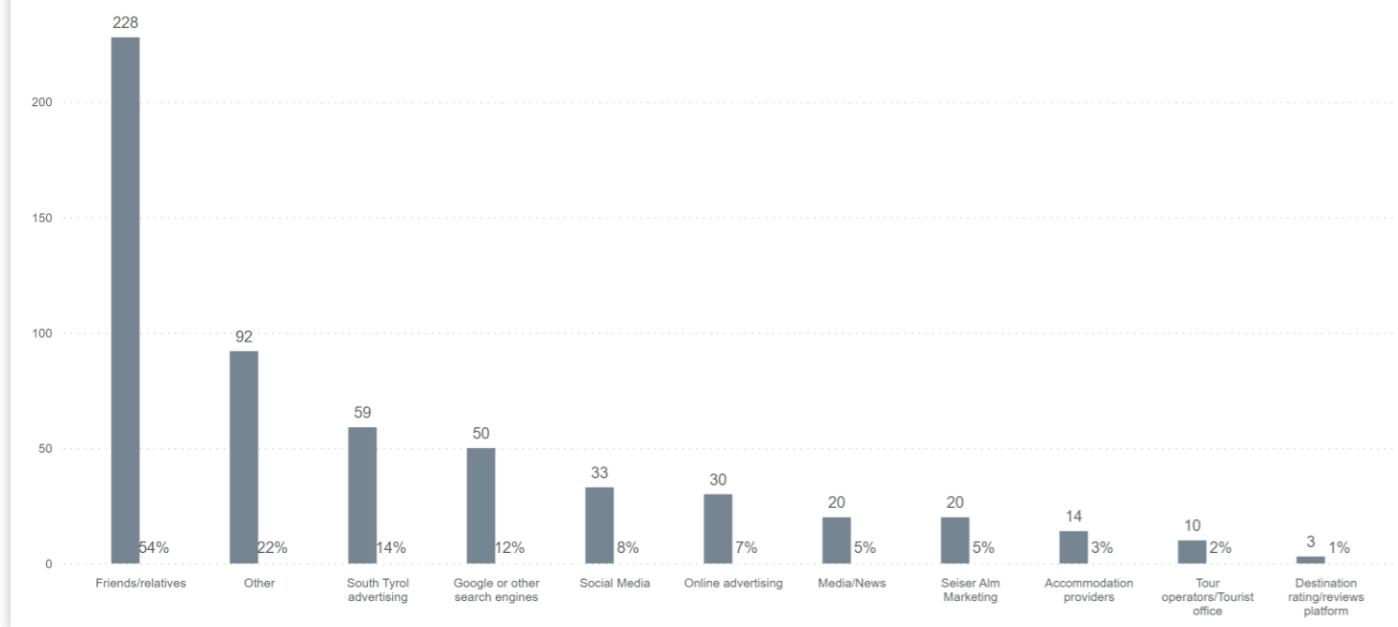
Gästeamfrage



Reason for holiday and activities

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How did you first hear about the region?



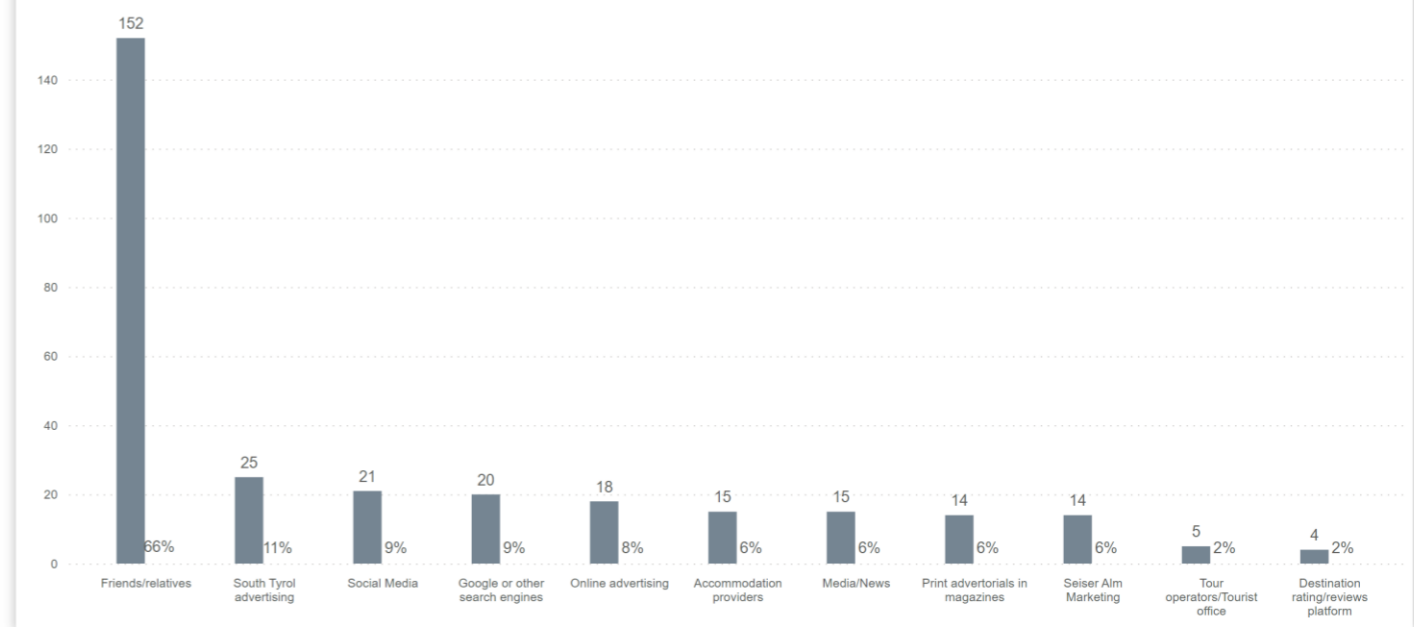
Gästeamfrage



Reason for holiday and activities

231

How did you hear about the region?



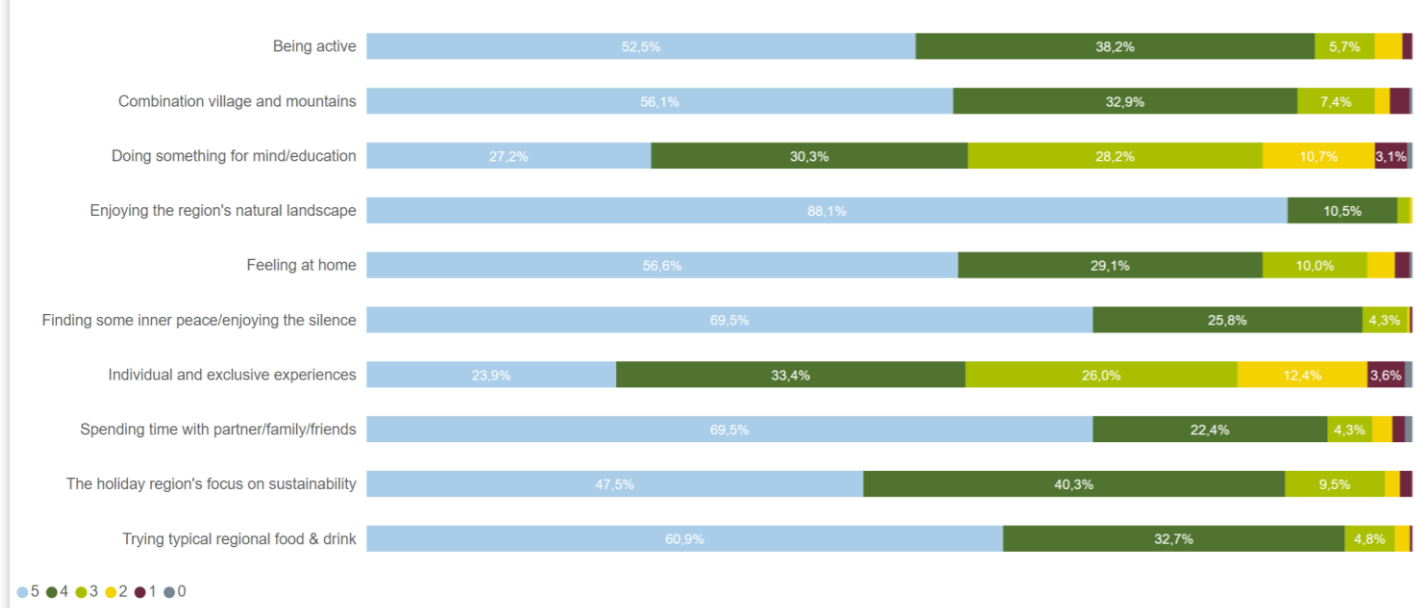
Gästeamfrage



Reason for holiday and activities

419

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



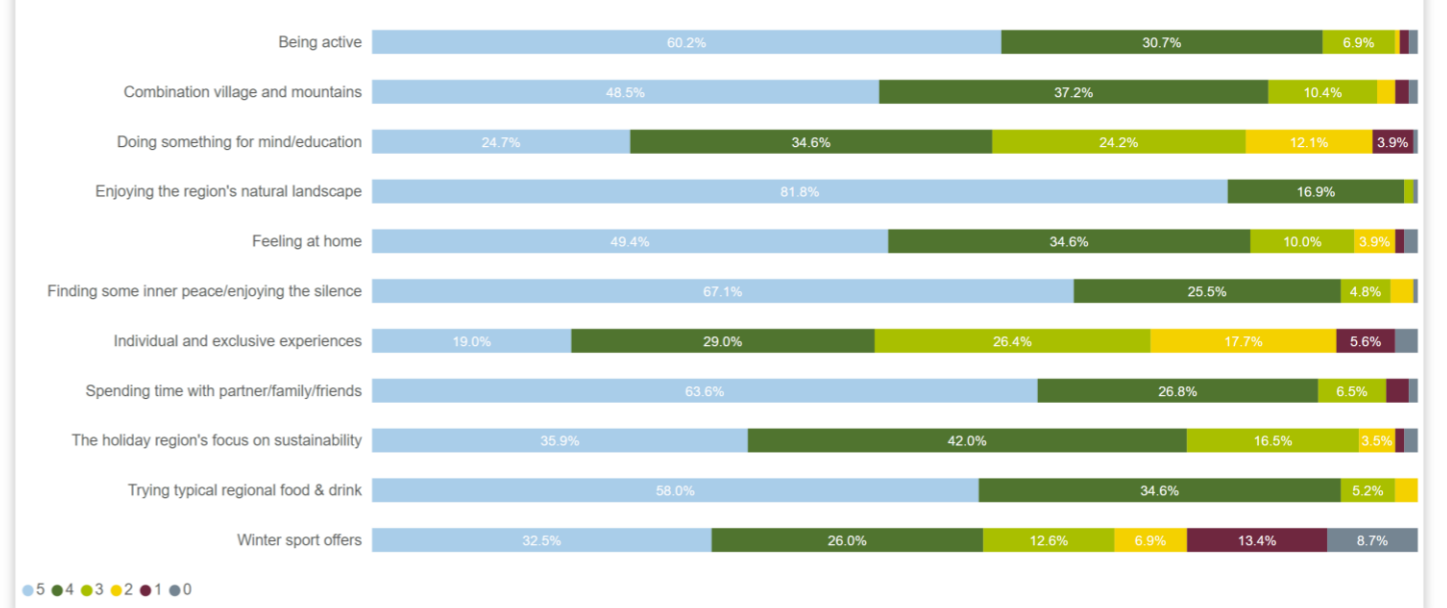
Gästeamfrage



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)



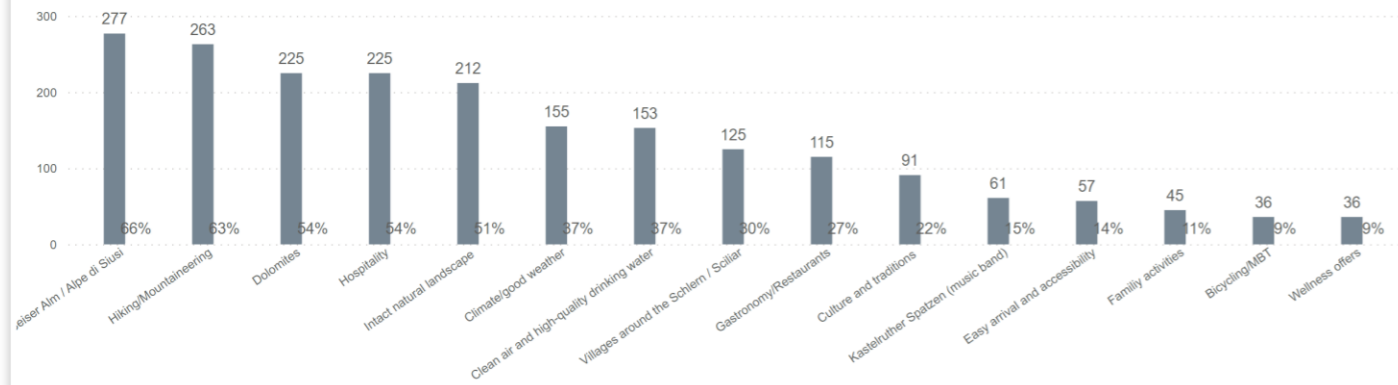
Gästeumfrage

Reason for holiday and activities

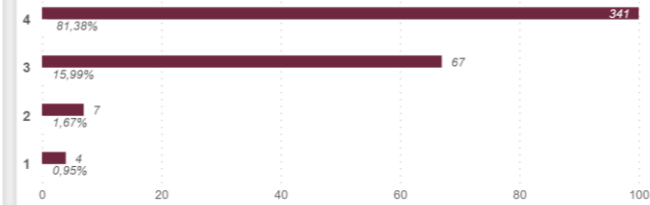
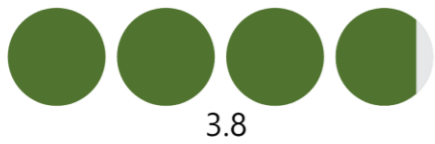
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Why did you choose this region as your holiday destination?



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



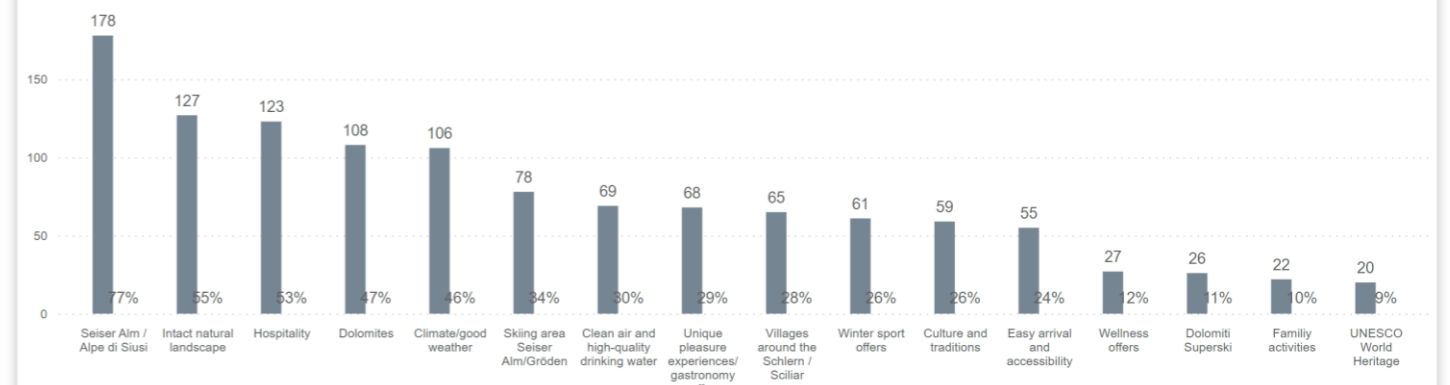
Gästeumfrage

Reason for holiday and activities

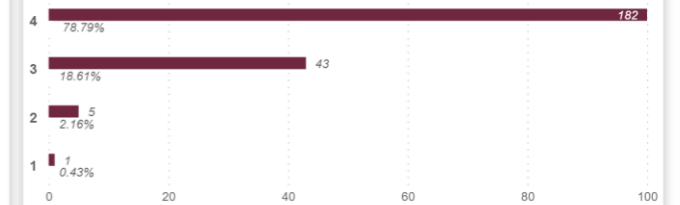
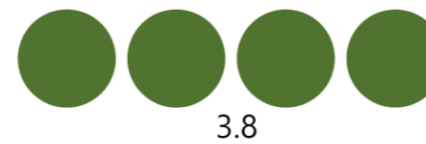
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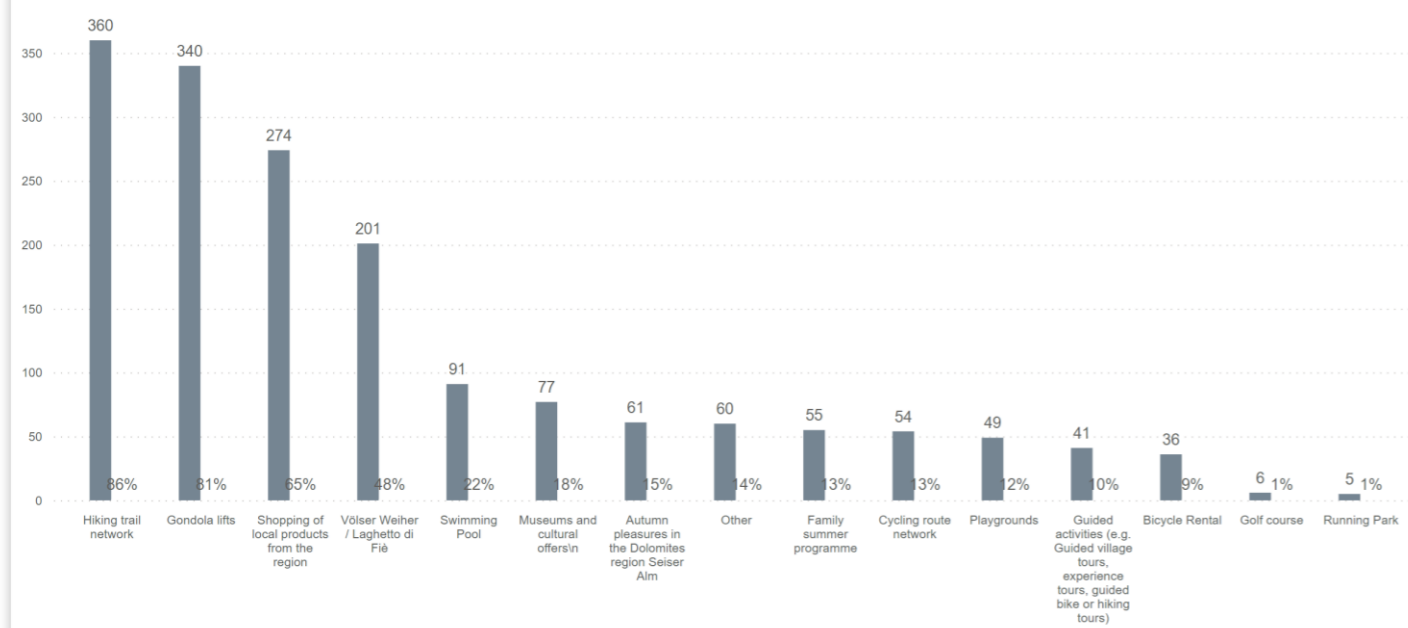
Gästeumfrage

Reason for holiday and activities

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Which of the following do you take advantage of during your stay?



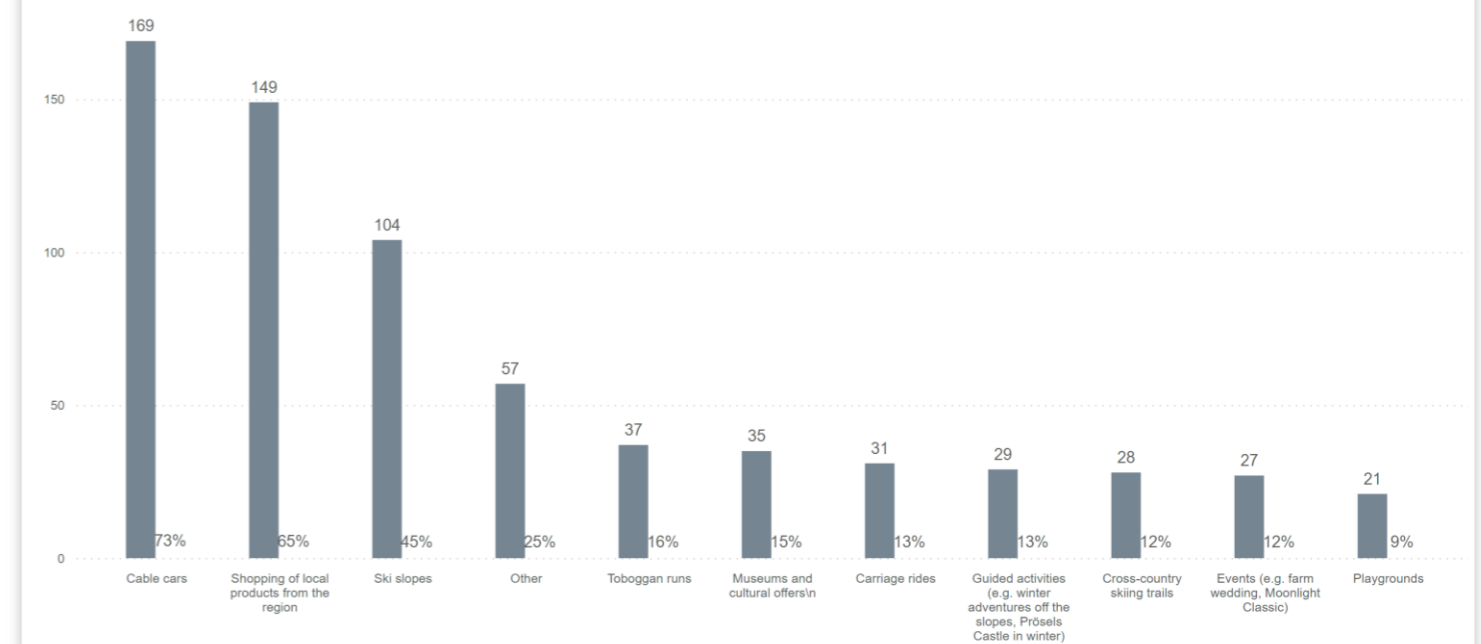
Gästeumfrage

Reason for holiday and activities

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



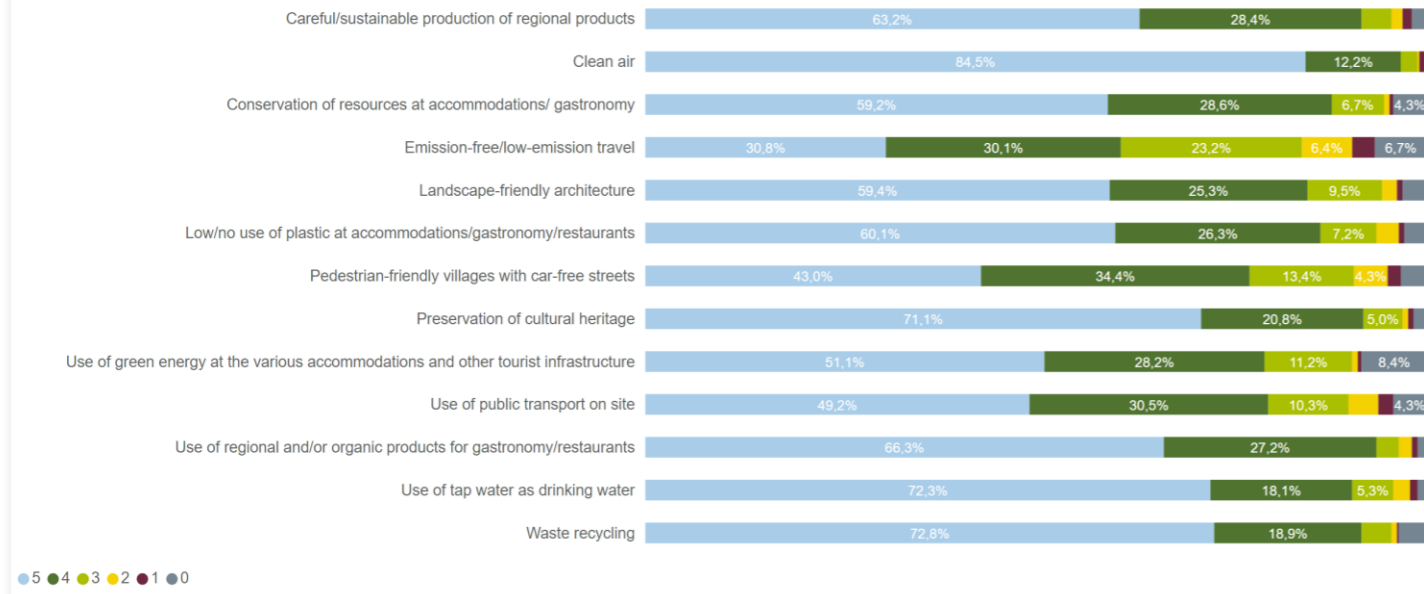
Gästeumfrage

Sustainability



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



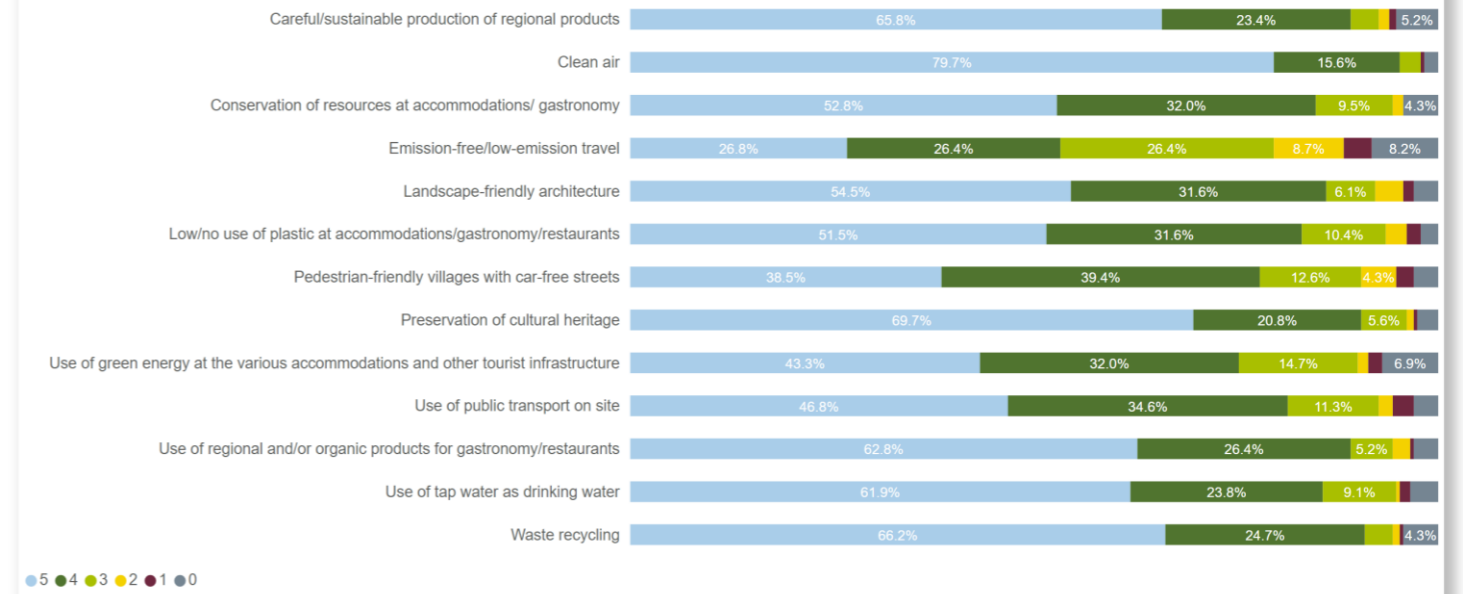
Gästeumfrage

Sustainability



231

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



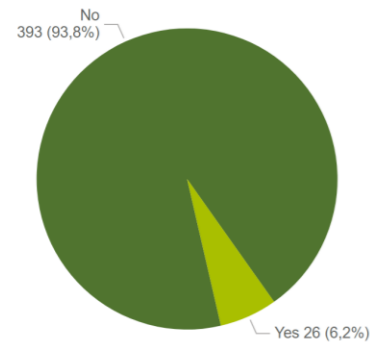
Gästeumfrage

Sustainability



419

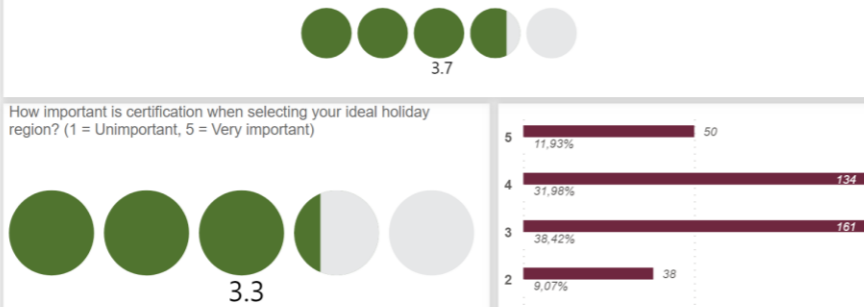
Are you familiar with tourism sustainability certifications?



Which sustainability certifications do you know?

- WWF
- Seiseralm
- ISO 14001
- EU ECOLABEL
- Elektrobusse
- Ecovadis
- Ecotravia
- Eco-label, EMAS
- Bio und öv
- Bandiera blu

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



*Only who is familiar with certifications

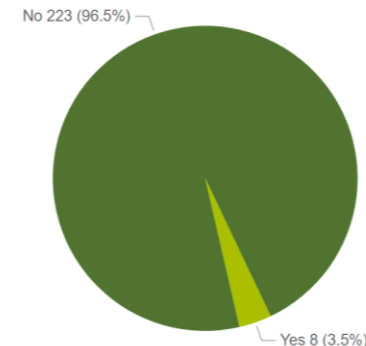
Gästeumfrage

Sustainability



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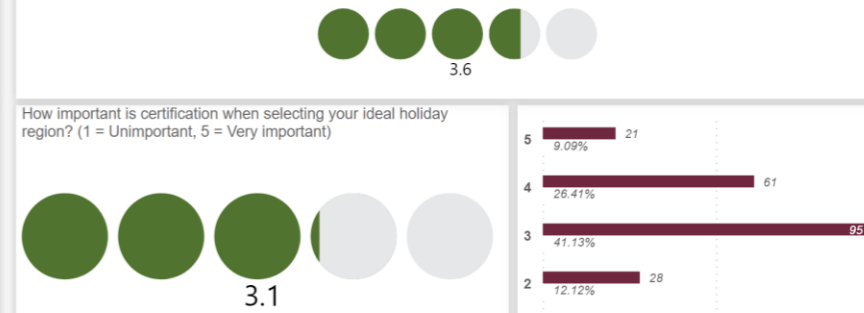
Are you familiar with tourism sustainability certifications?



Which sustainability certifications do you know?

- none in particular, but aware that they exist
- Green Globe
- Ecolabel, blue flag
- Eco Label, gsc
- DGNB
- Bergsteigerdörfer
- Bandiera verde e bandiera blu

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



*Only who is familiar with certifications

Gästeumfrage

Sustainability



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Would you return to this destination for holiday?



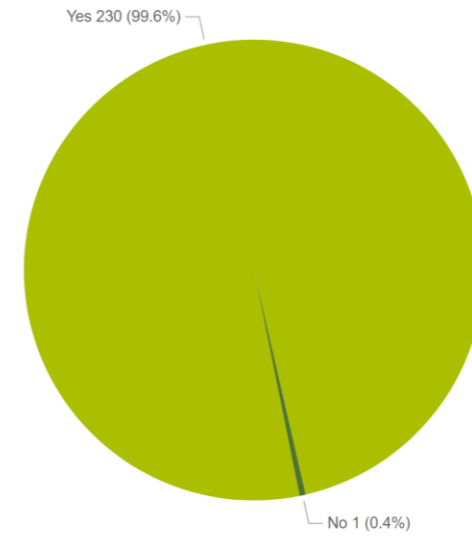
Gästeumfrage

Sustainability



231

Would you return to this destination for holiday?



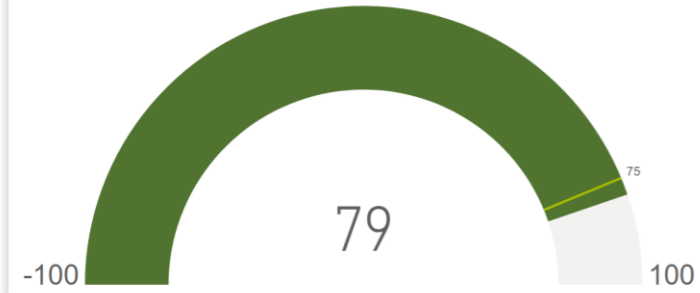
Gästeumfrage

Sustainability



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Net Promoter Score



9,34
Average Rating

Category	Responses	Percentage
⊖ Detractor(0-6)	15	3,58%
⊕ Passive(7-8)	58	13,84%
⊕ Promoter(9-10)	346	82,58%
Gesamt	419	100,00%

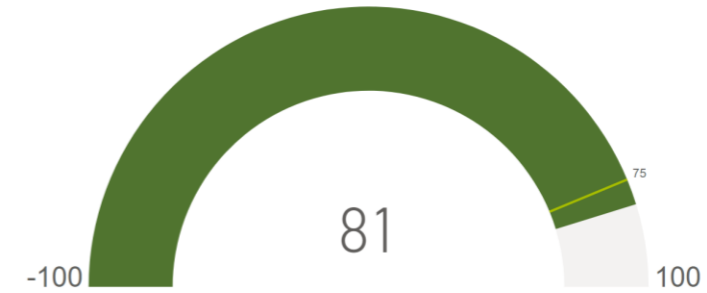
Gästeumfrage

Sustainability



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Net Promoter Score



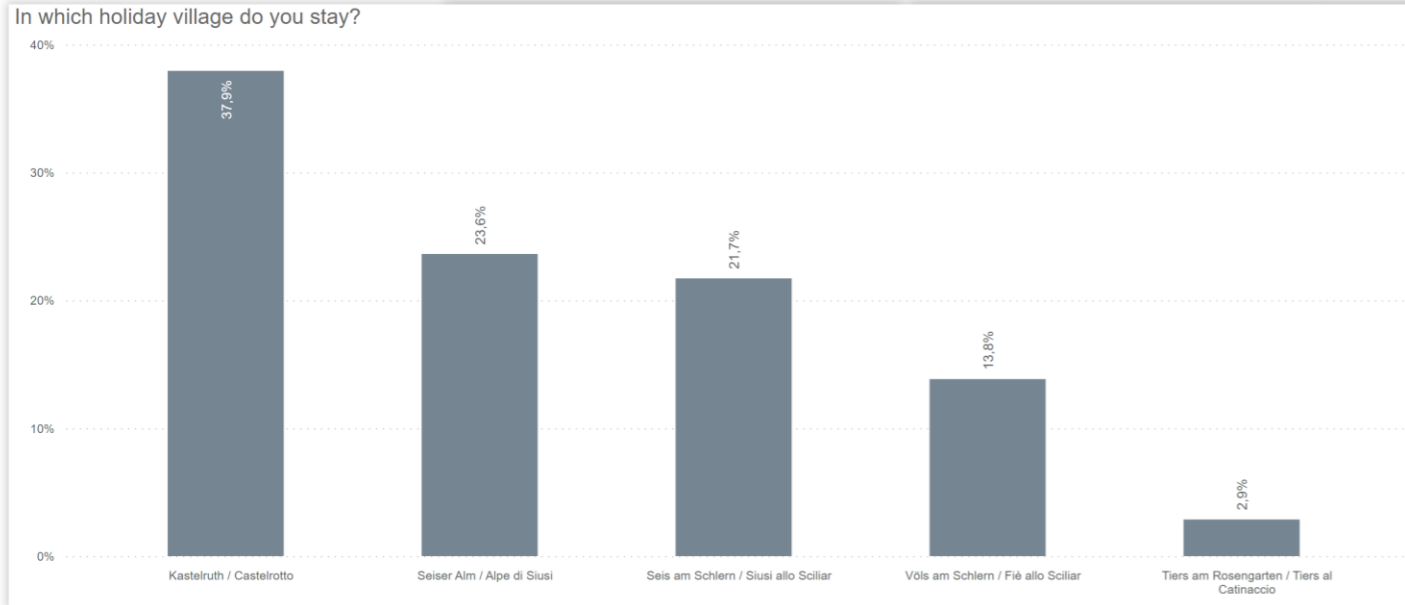
Category	Responses	Percentage
⊖ Detractor(0-6)	9	3,90%
⊕ Passive(7-8)	26	11,26%
⊕ Promoter(9-10)	196	84,85%
Total	231	100,00%

Gästeumfrage

General questions



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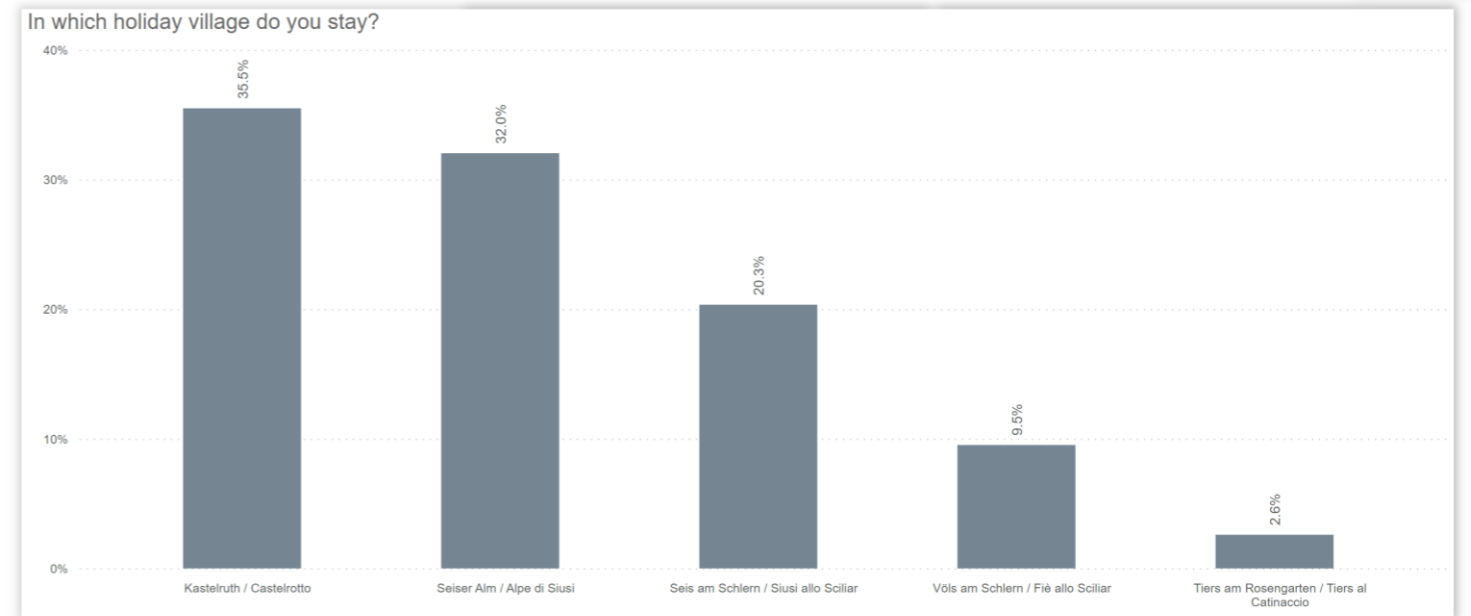


Gästeumfrage

General questions



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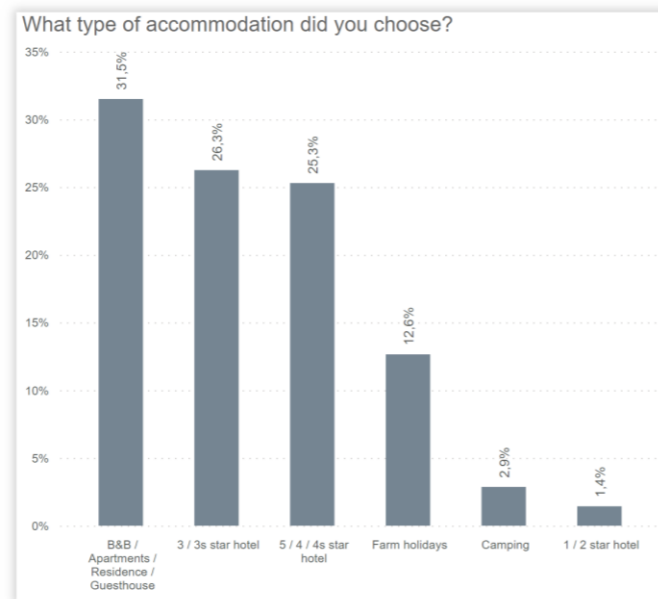
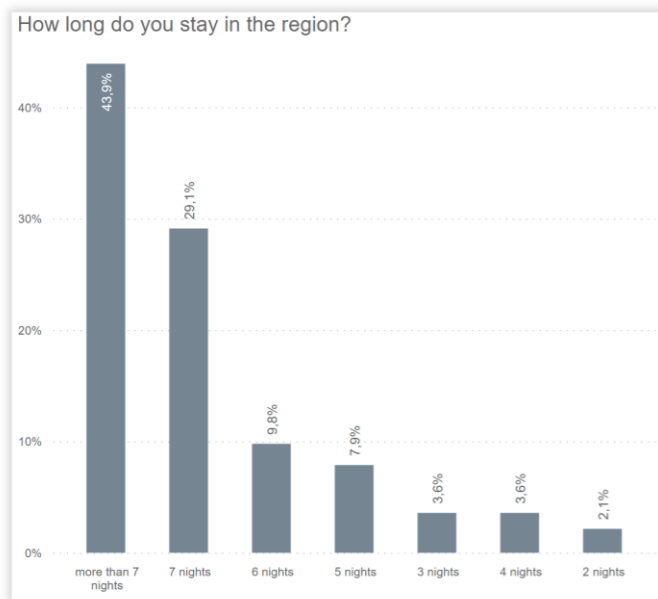


Gästeumfrage

General questions



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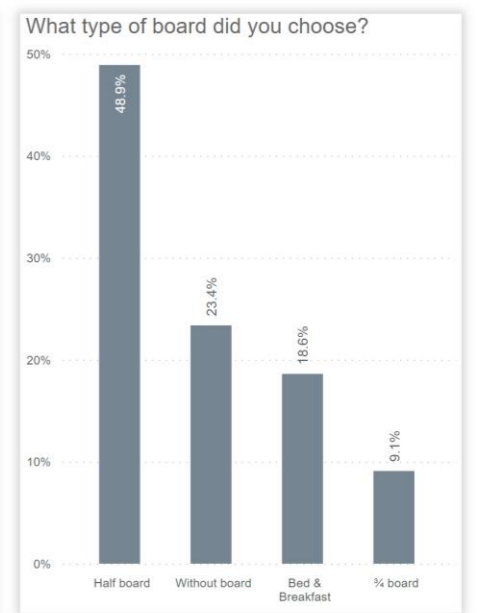
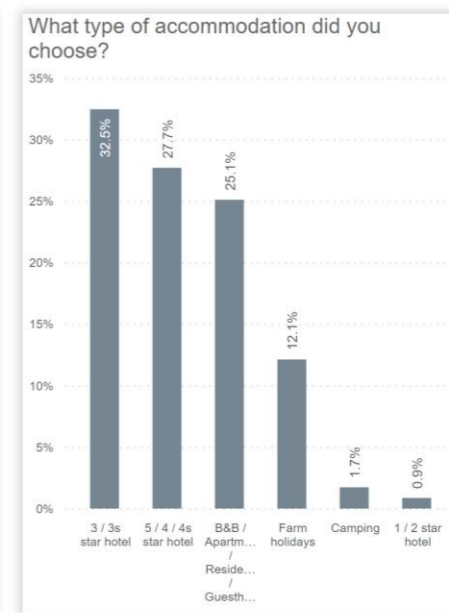
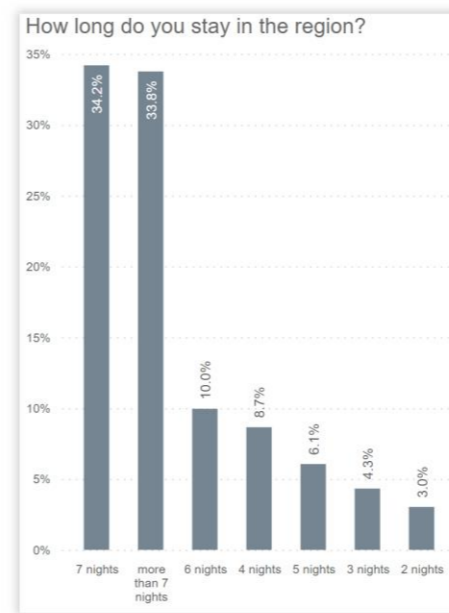


Gästeumfrage

General questions



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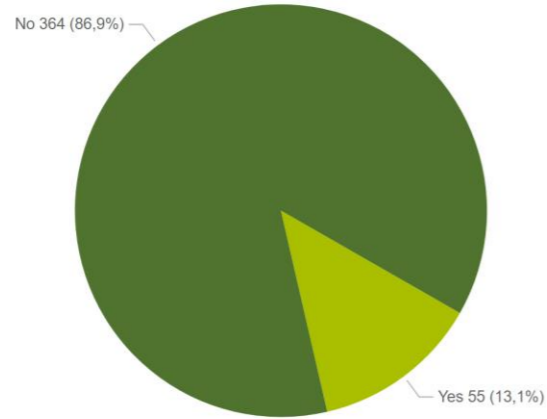
Gästeumfrage

General questions



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Is this your first stay in this region?



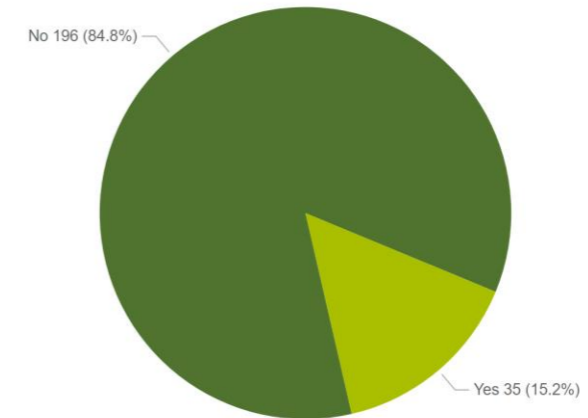
Gästeumfrage

General questions



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Is this your first stay in this region?



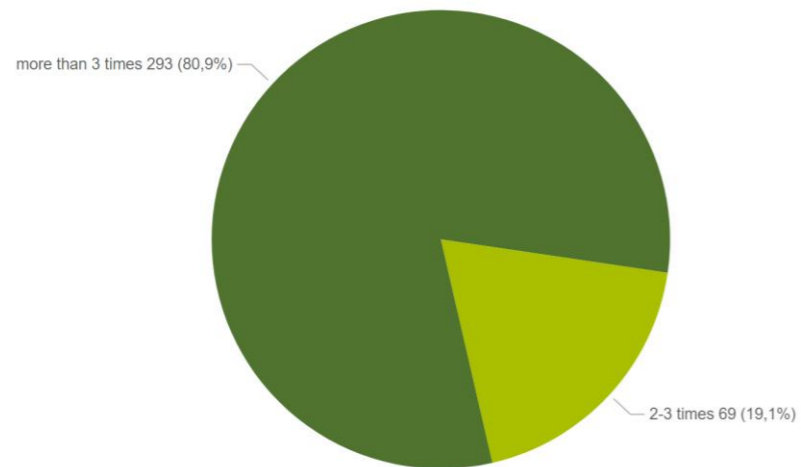
Gästeumfrage

General questions



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How often have you visited this region in total? *



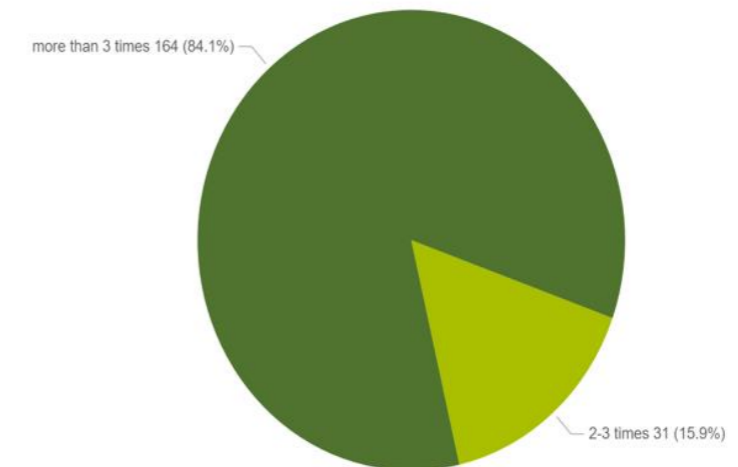
Gästeumfrage

General questions



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How often have you visited this region in total? *



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

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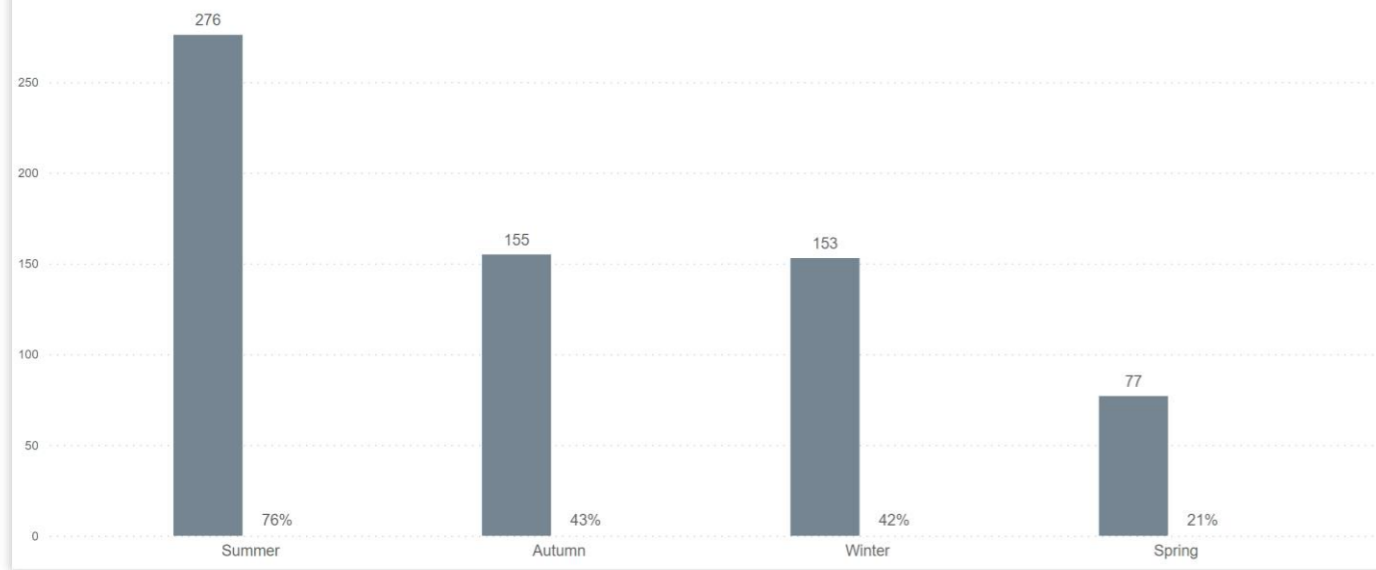
Gästeumfrage

General questions



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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.

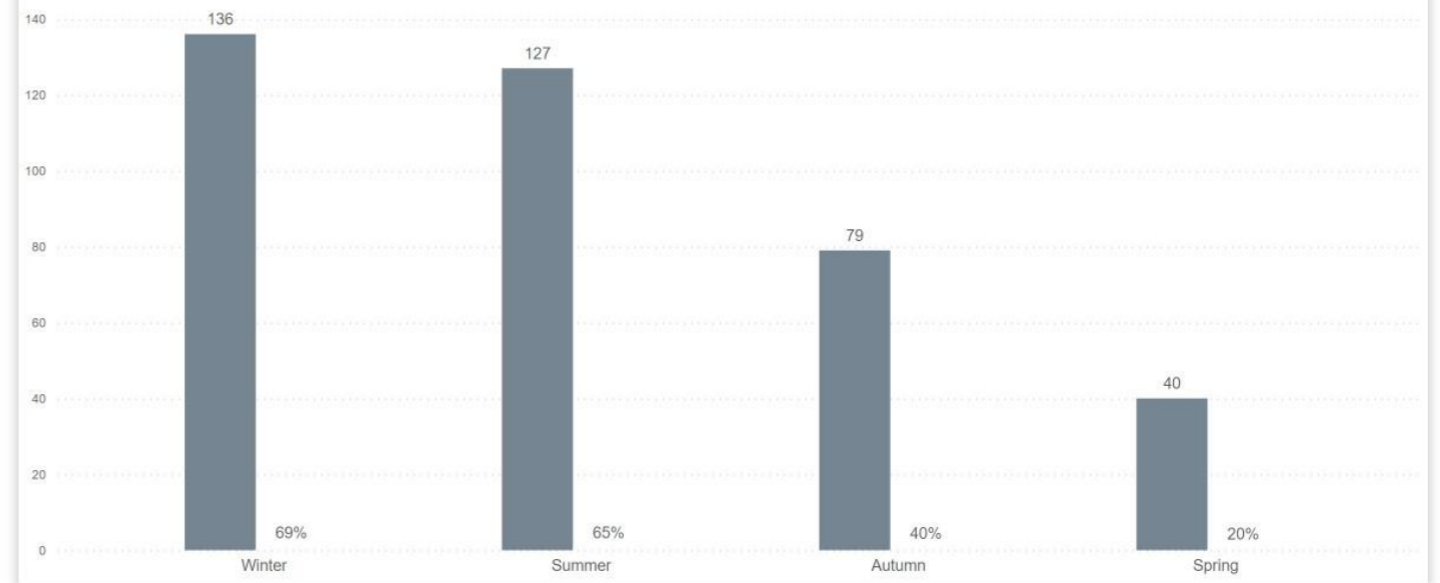
Gästeumfrage

General questions



196

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.

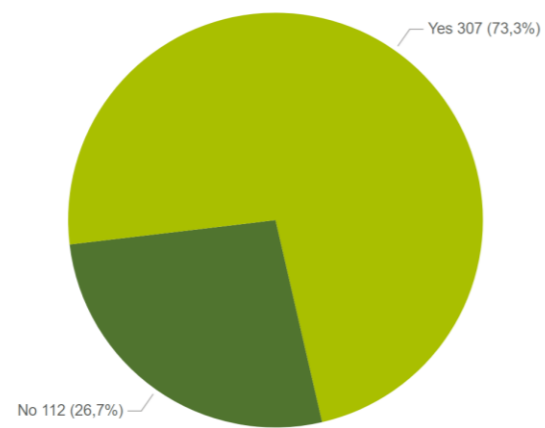
Gästeumfrage

General questions



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Have you holidayed in other South Tyrolean holiday regions?



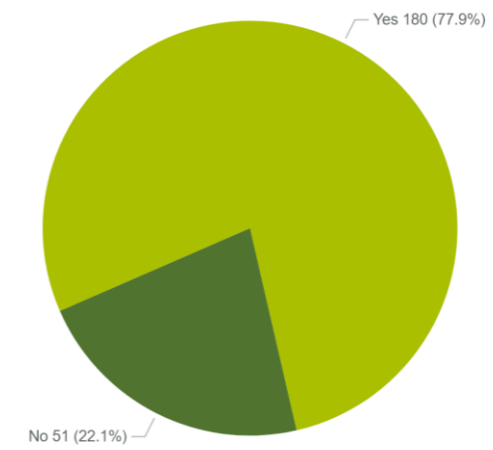
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General questions



231

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



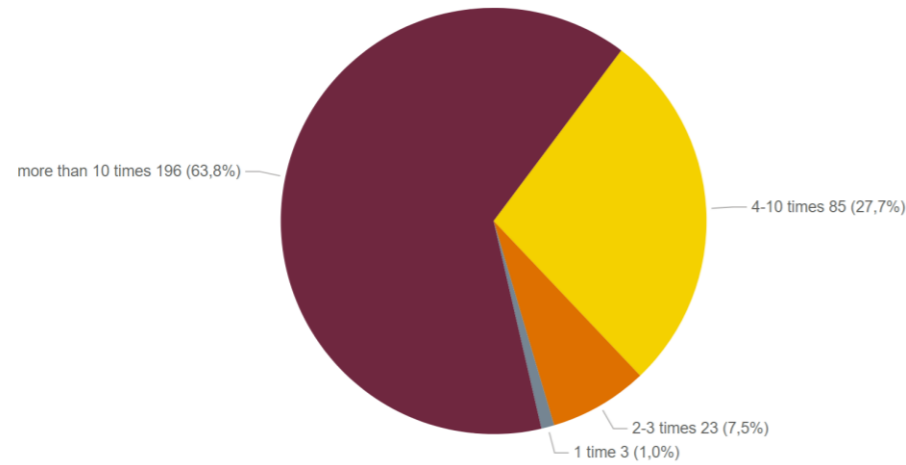
Gästeumfrage

General questions



307

How often have you been on holiday in South Tyrol? *



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

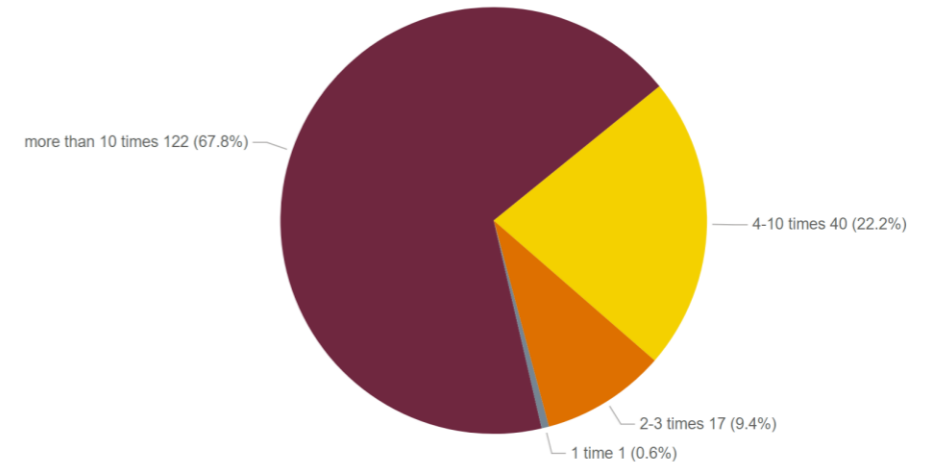
Gästeumfrage

General questions



180

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.

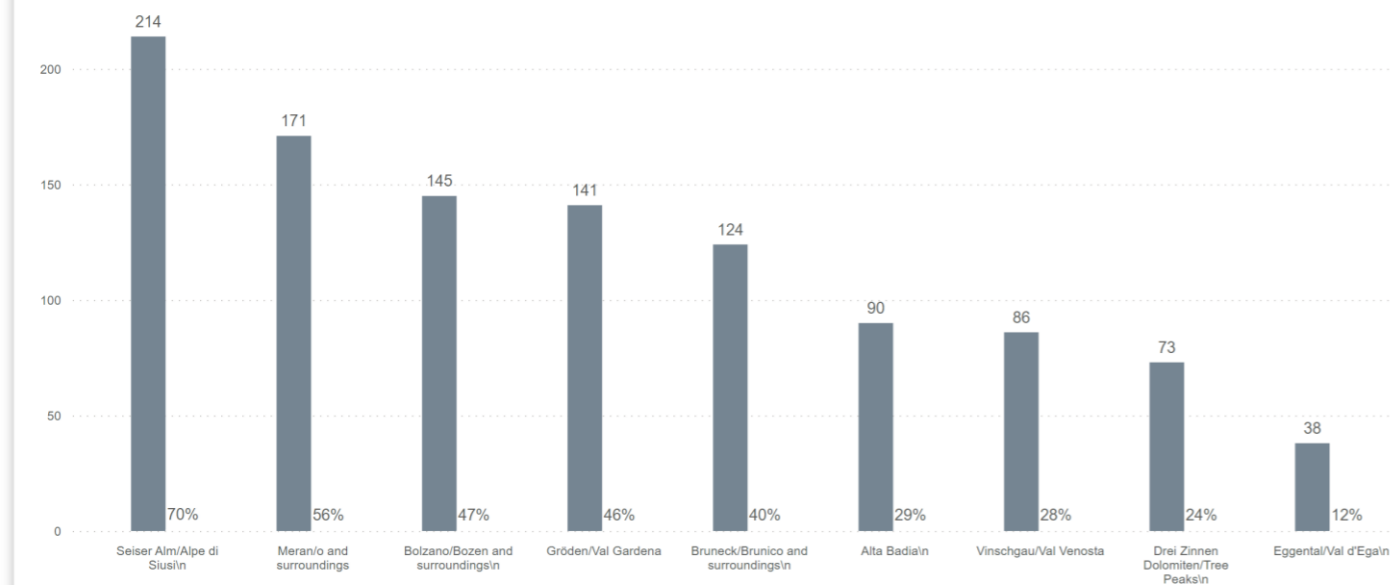
Gästeumfrage

General questions



307

In which holiday village did you overnight? *



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

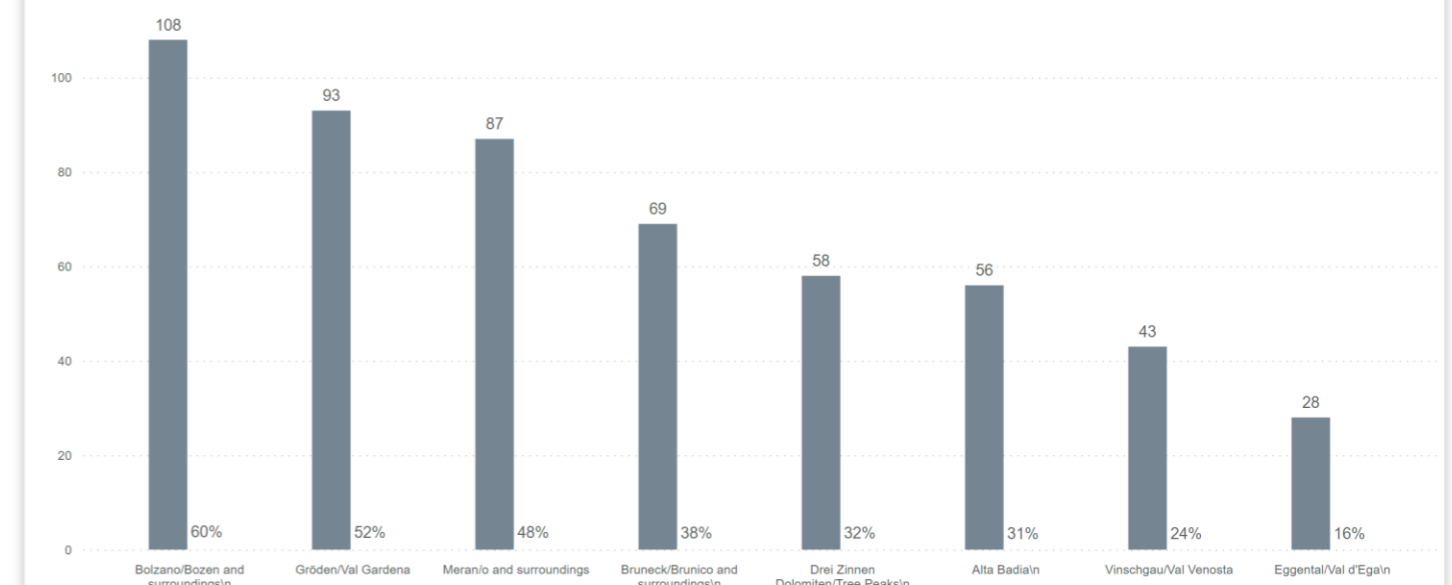
Gästeumfrage

General questions



180

In which holiday village did you overnight? *



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