

Guest survey in the Dolomite Region Alpe di Siusi

Your opinion is important to us!

Together with IDM Südtirol we have been working on the "Sustainability Programme Tourism South Tyrol" for some time. With this in mind, we are surveying the situation on site and **have started a process for sustainable improvement.**

In this context, we have also conducted a guest survey to better understand the needs and opinions of visitors and to jointly develop a sustainable tourism strategy to plan together a sustainable future for your holiday and our community.

We would like to thank everyone for taking part!

"What we do today decides what the world will be like tomorrow!"

Marie von Ebner-Eschenbach

Comparison of guest survey

summer/autumn 2022

winter 2022/23

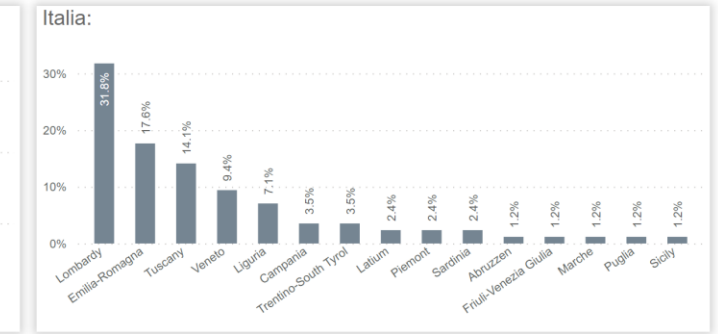
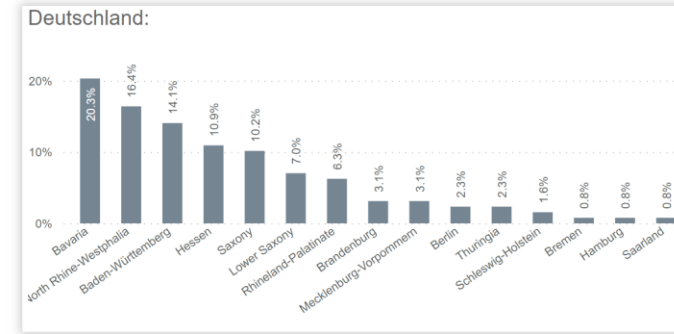
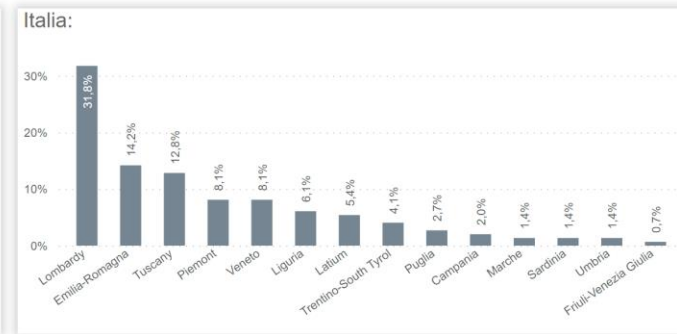
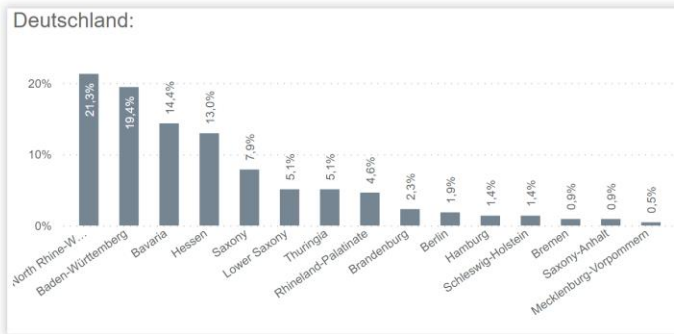
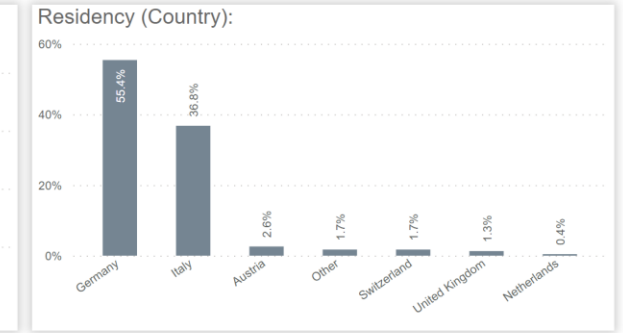
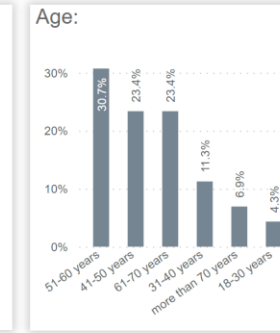
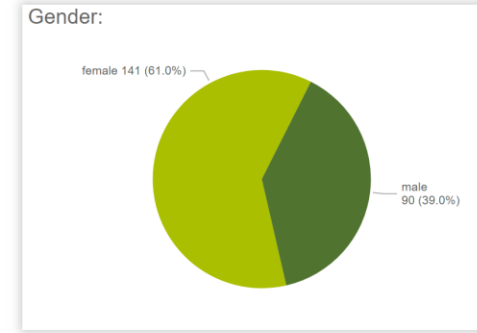
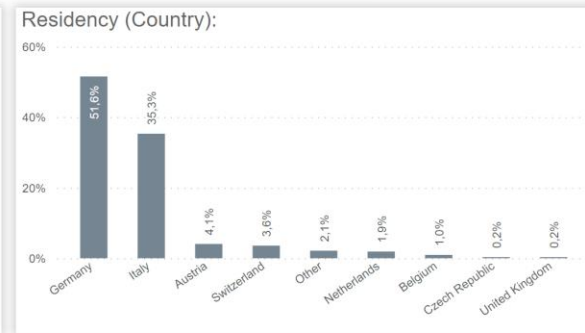
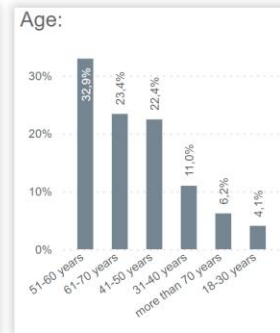
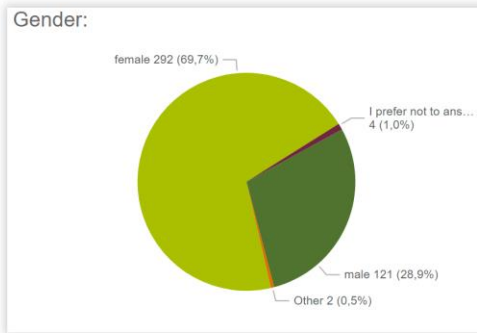
Gästeumfrage

419



Gästeumfrage

231



Gästeumfrage

Mobility



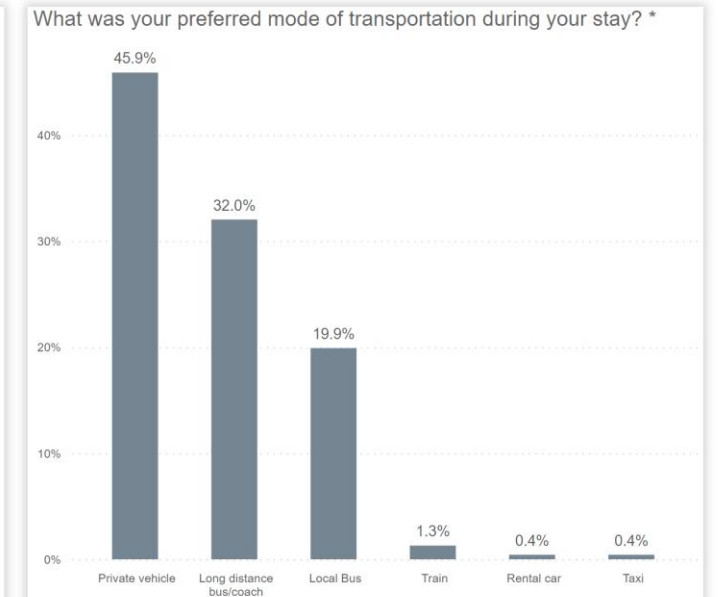
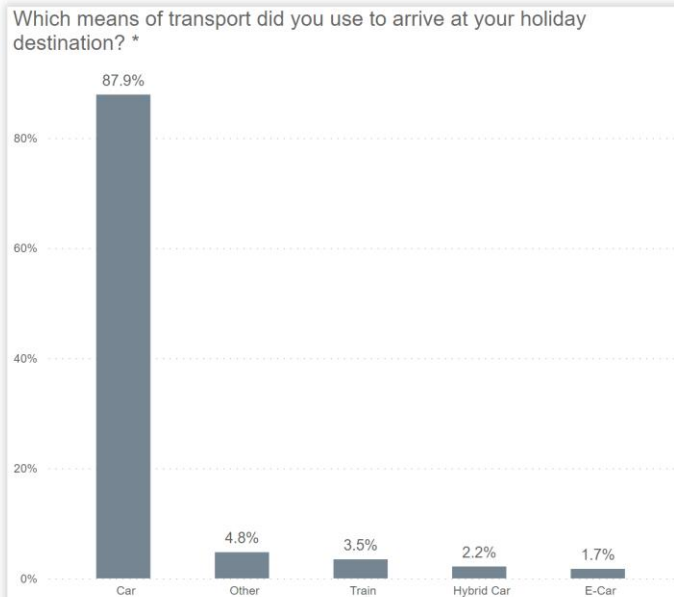
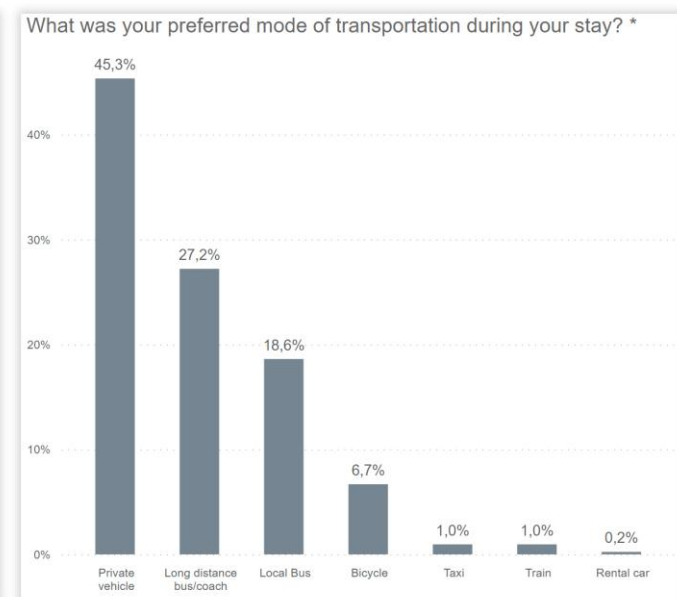
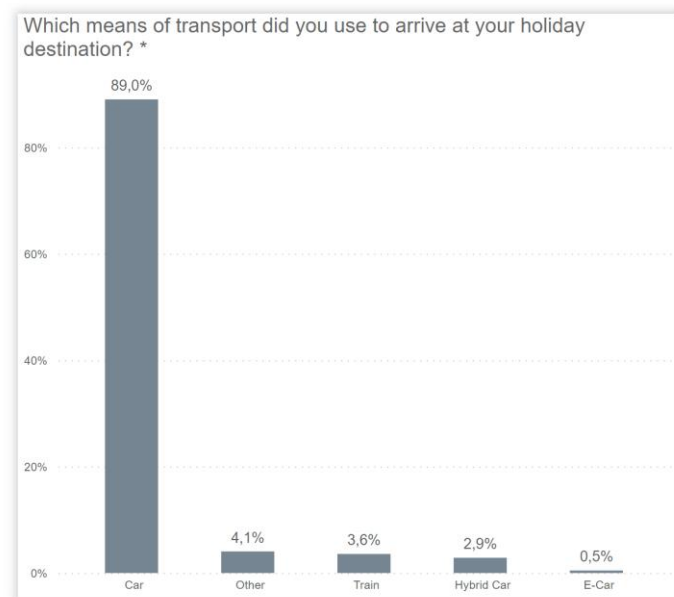
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Gästeumfrage

Mobility



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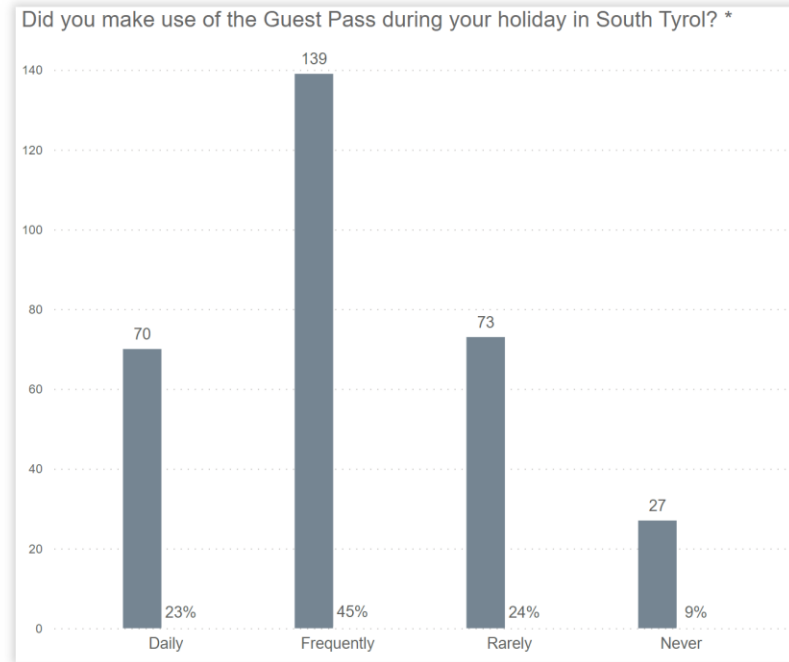
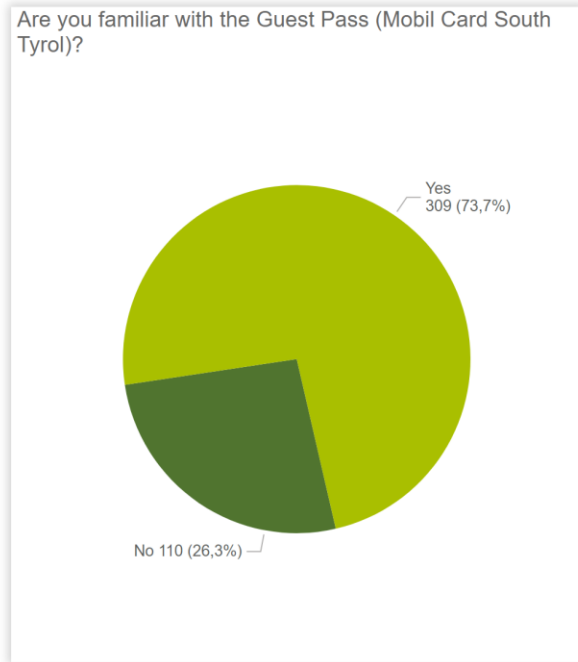


Gästeumfrage

Mobility

IDM INNOVATORS. DEVELOPERS. MARKETERS.

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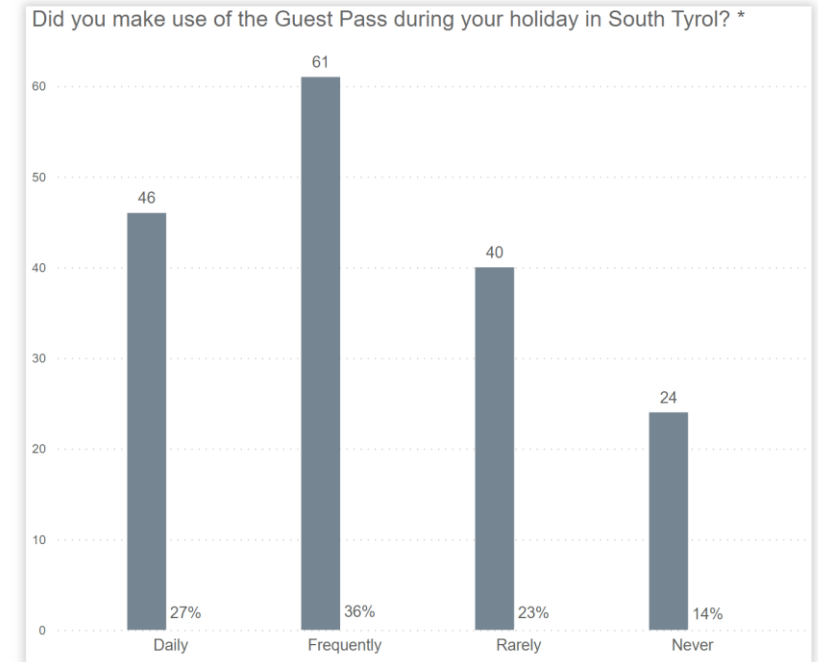
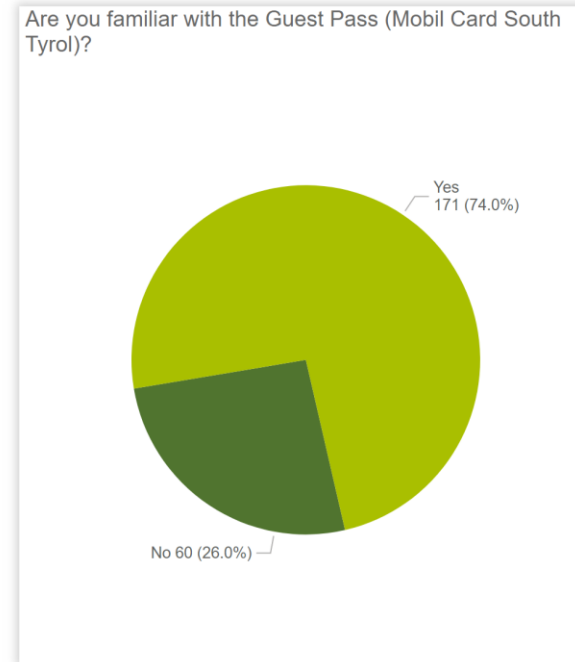
*Only for the Yes Responses

Gästeumfrage

Mobility

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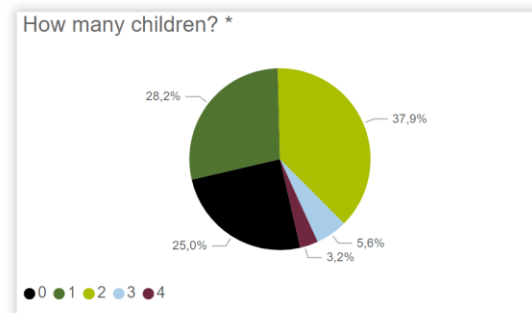
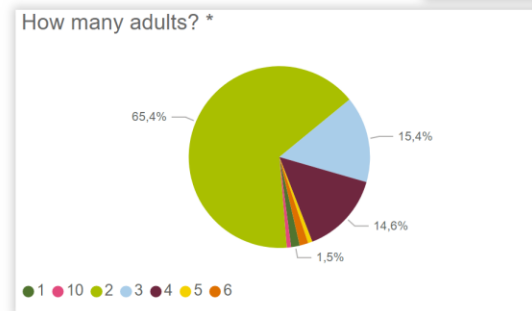
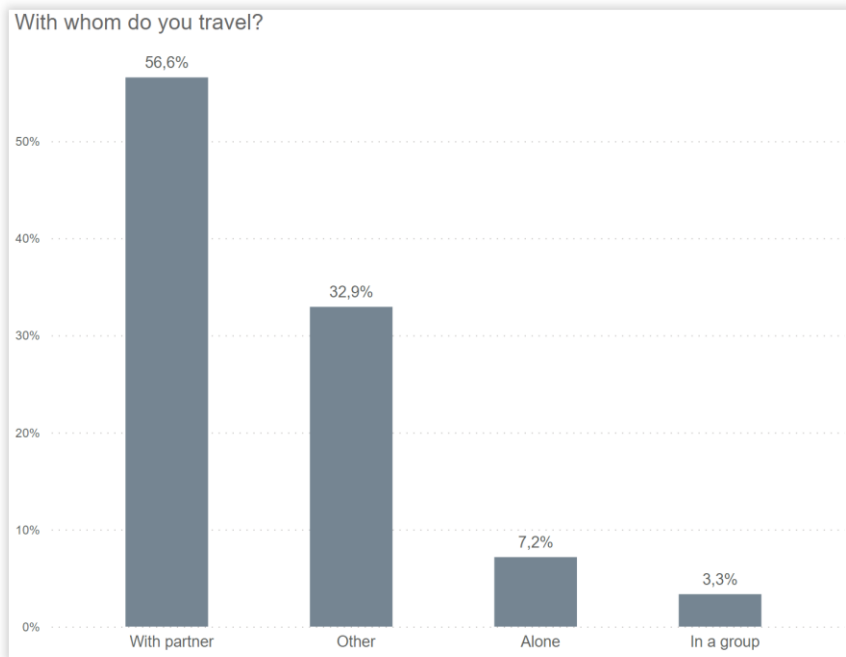
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Gästeumfrage

Expenses/cost

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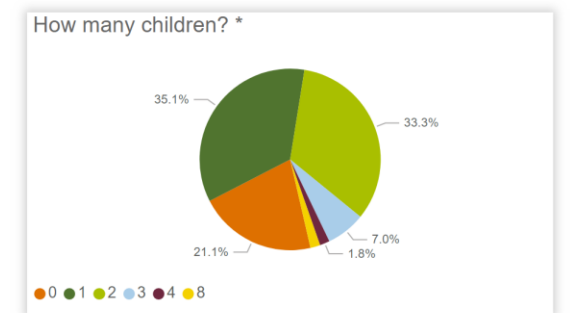
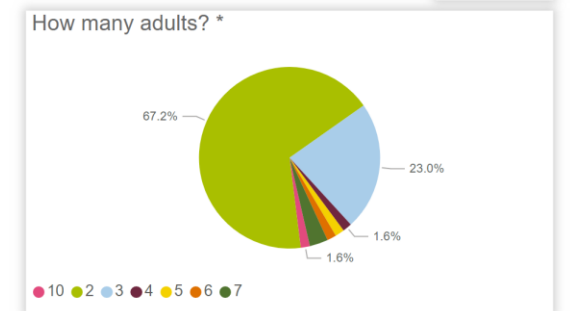
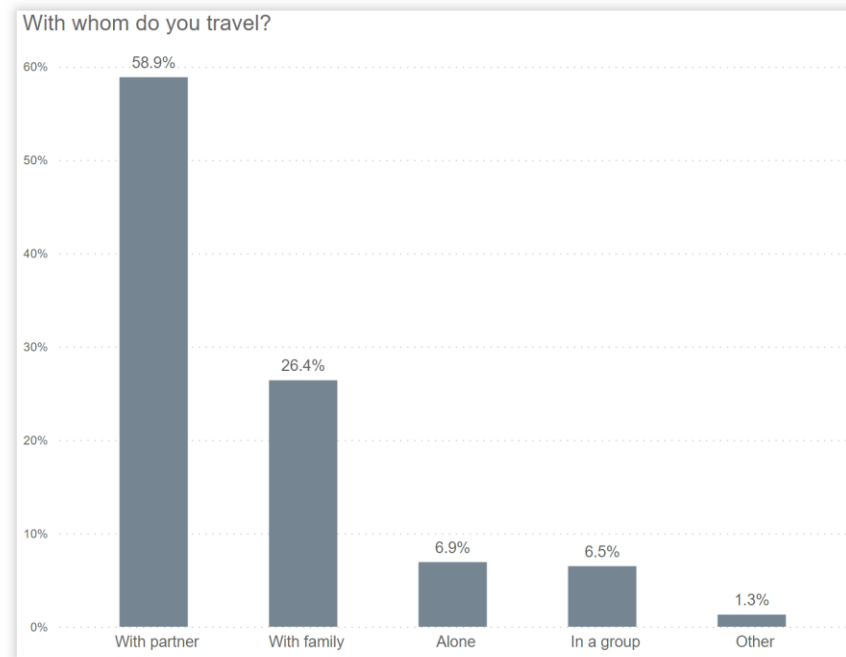
*Only for the Response: "With children"

Gästeumfrage

Expenses/cost

IDM INNOVATORS. DEVELOPERS. MARKETERS.

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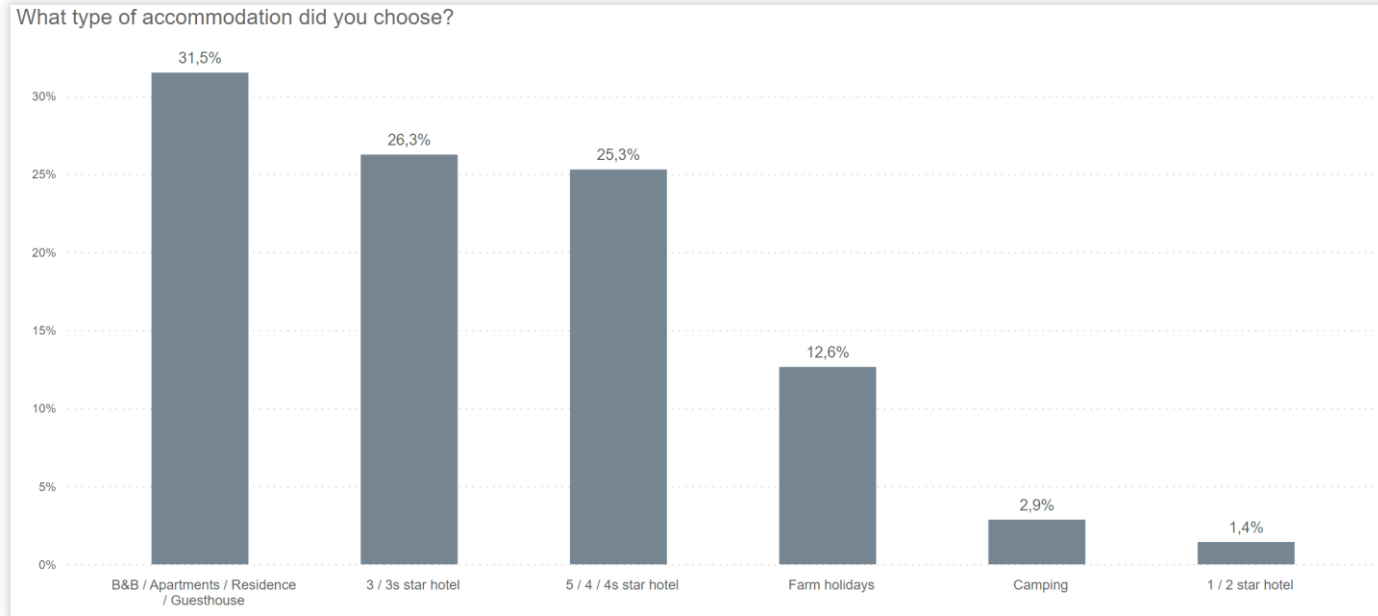
*Only for the Response: "With family/children"

Gästeumfrage

Expenses/cost



419

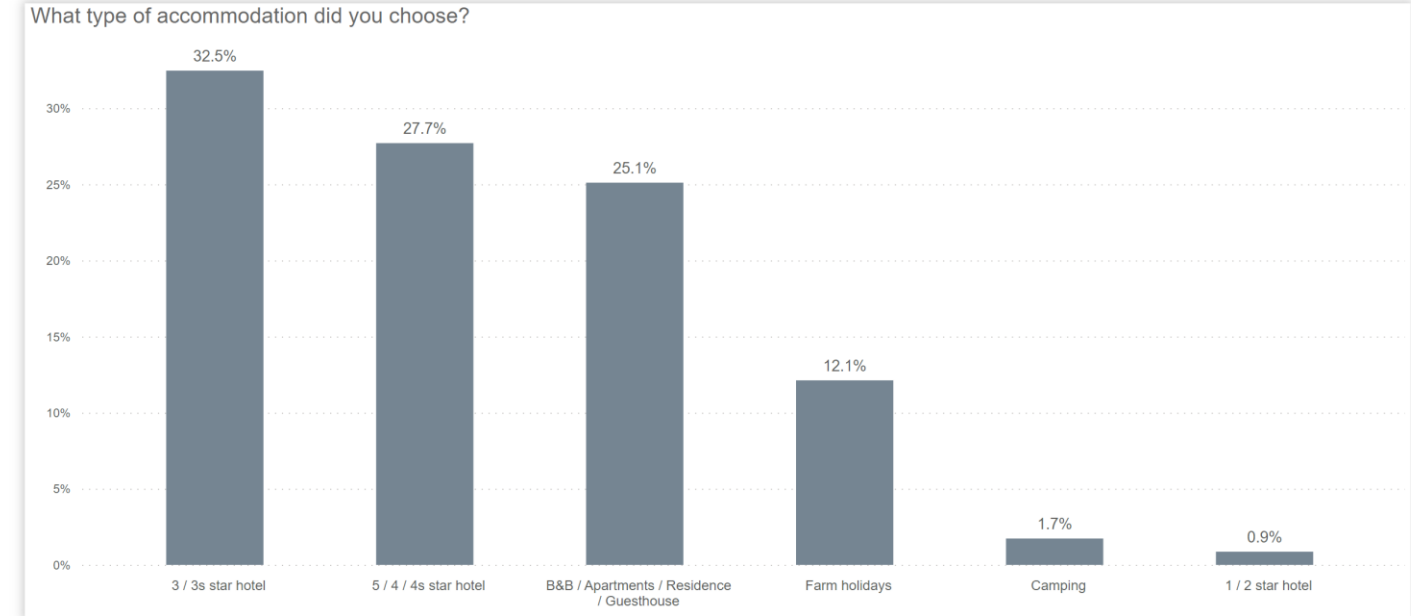


Gästeumfrage

Expenses/cost



231

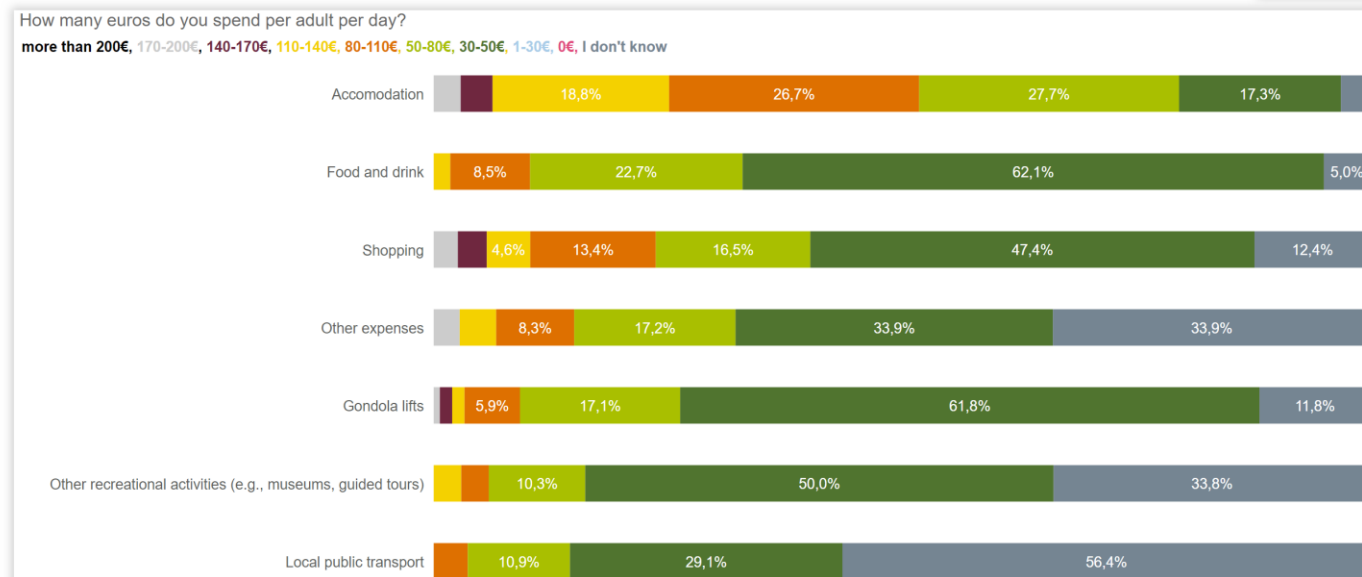


Gästeumfrage

Expenses/cost



419

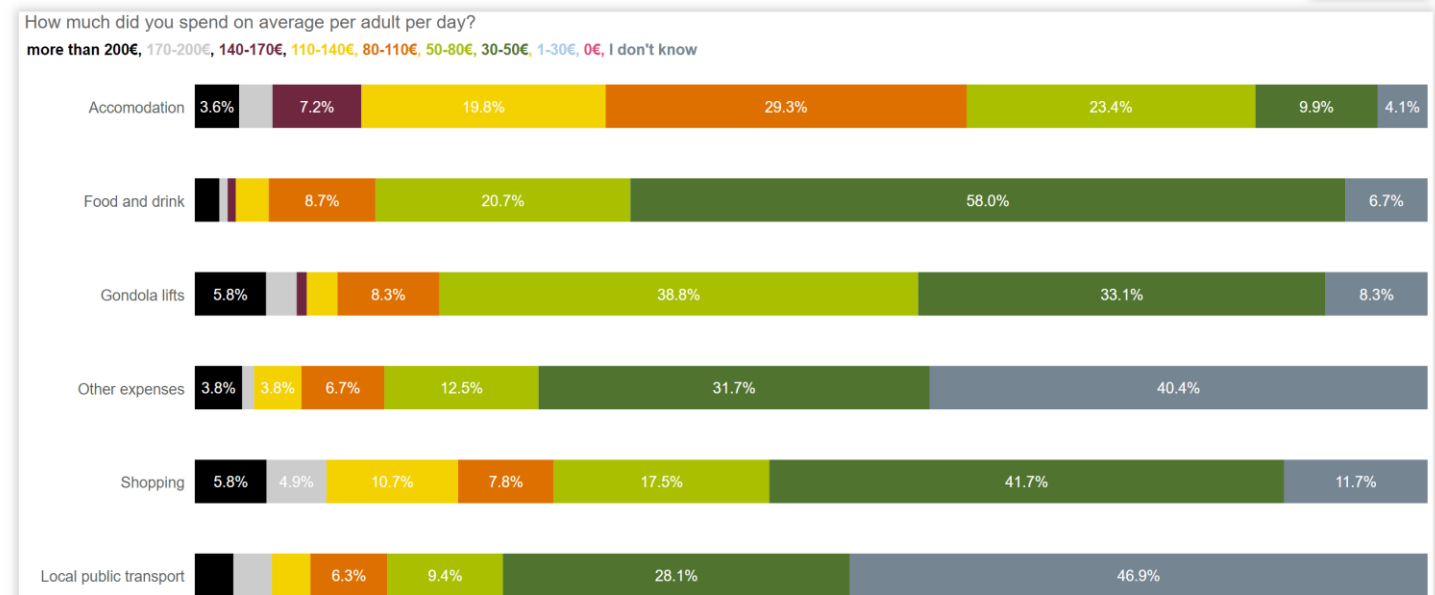


Gästeumfrage

Expenses/cost



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Gästemfrage

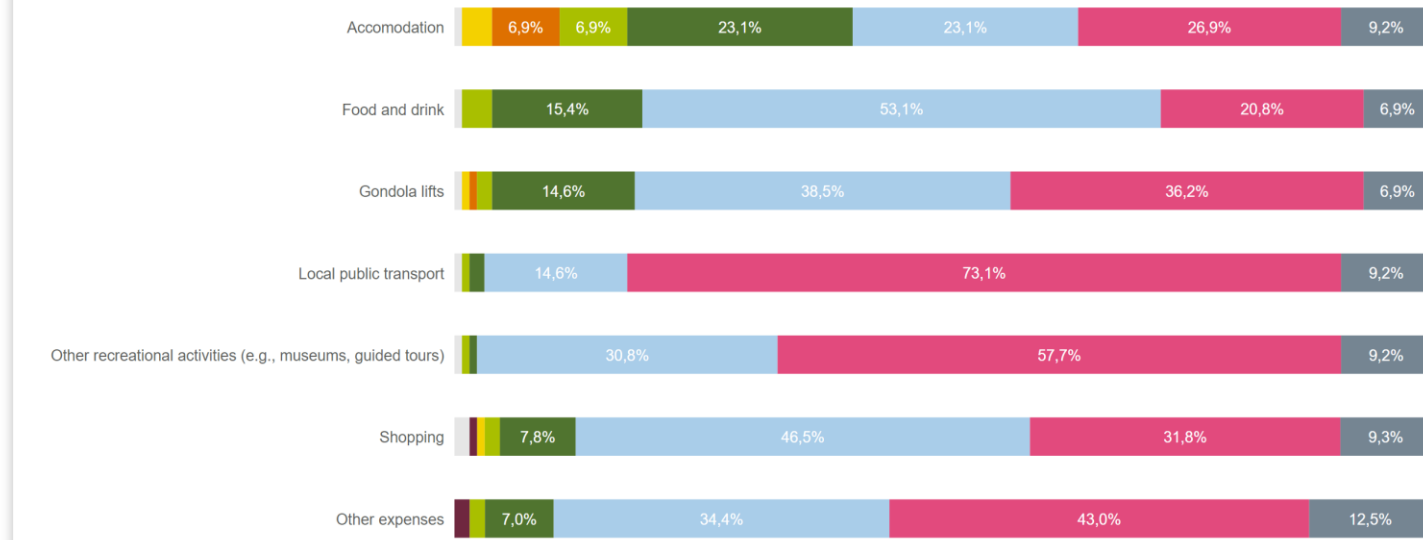
Expenses/cost

IDM INNOVATORS. DEVELOPERS. MARKETERS.

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

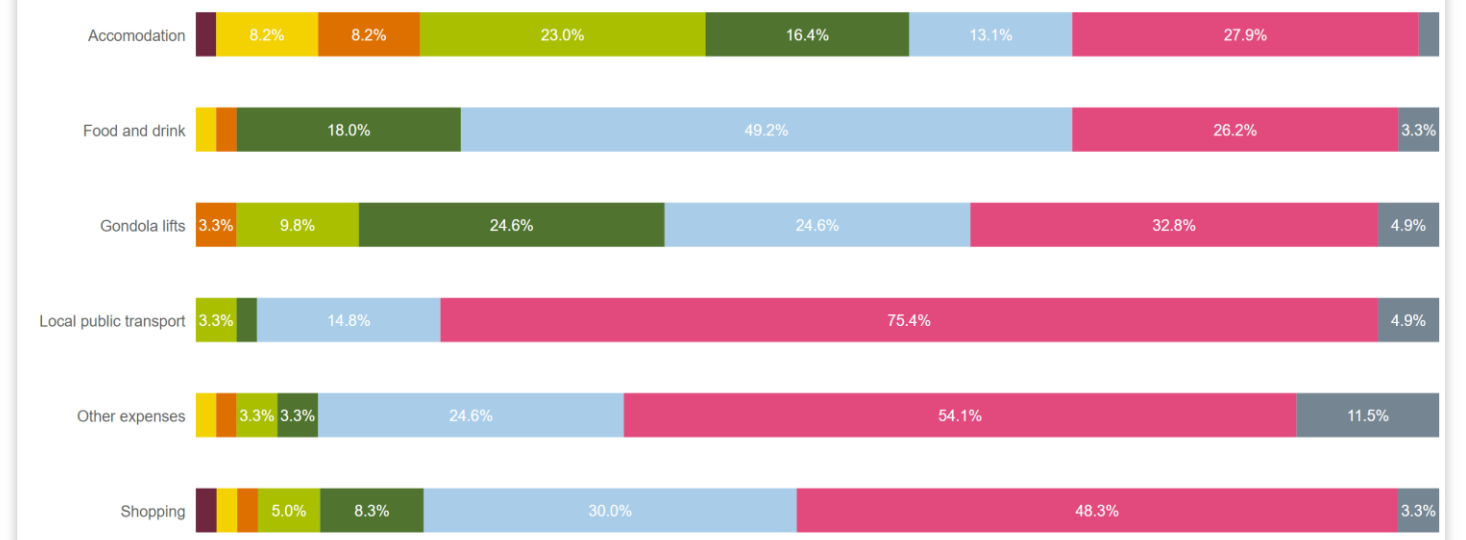
Expenses/cost

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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"

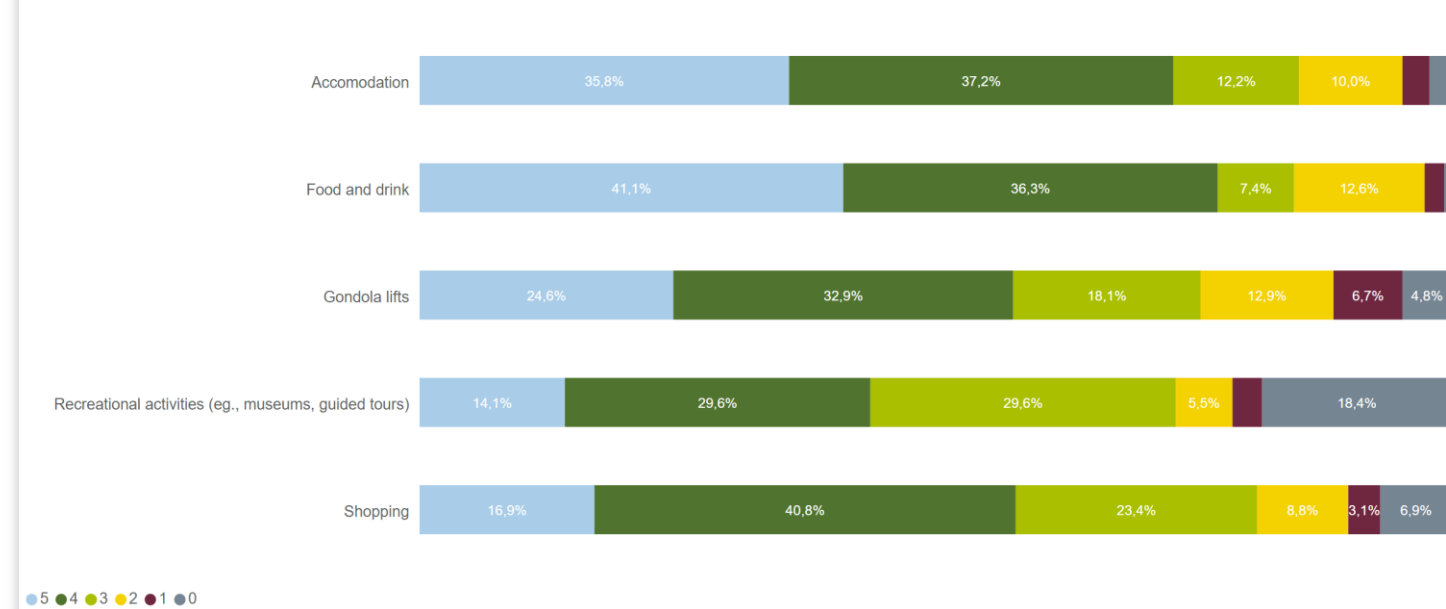
Gästemfrage

Expenses/cost

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419

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



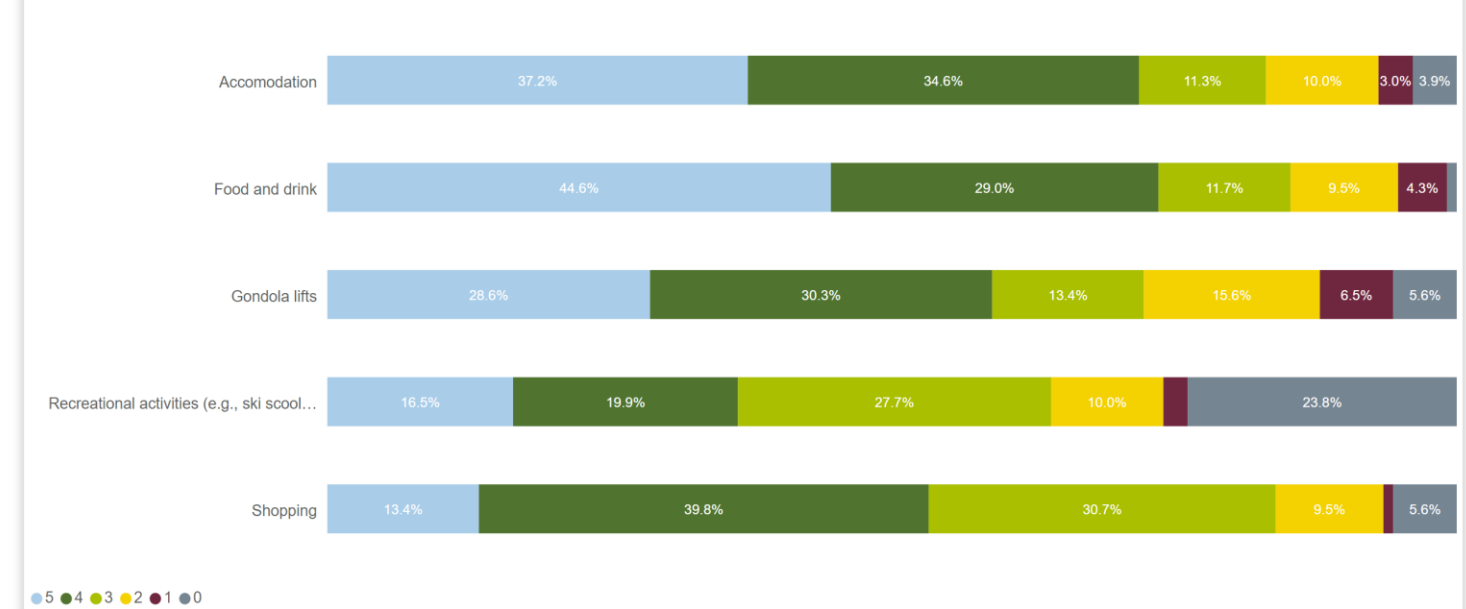
Gästemfrage

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)



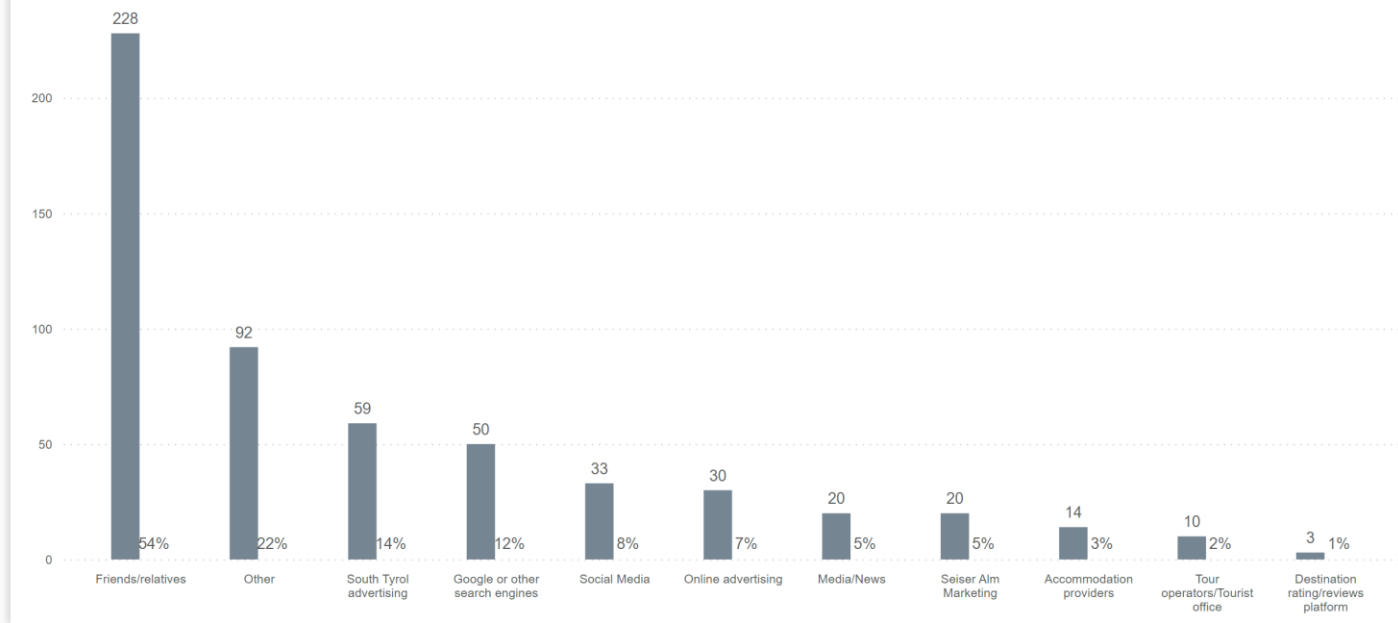
Gästeamfrage

Reason for holiday and activities



419

How did you first hear about the region?



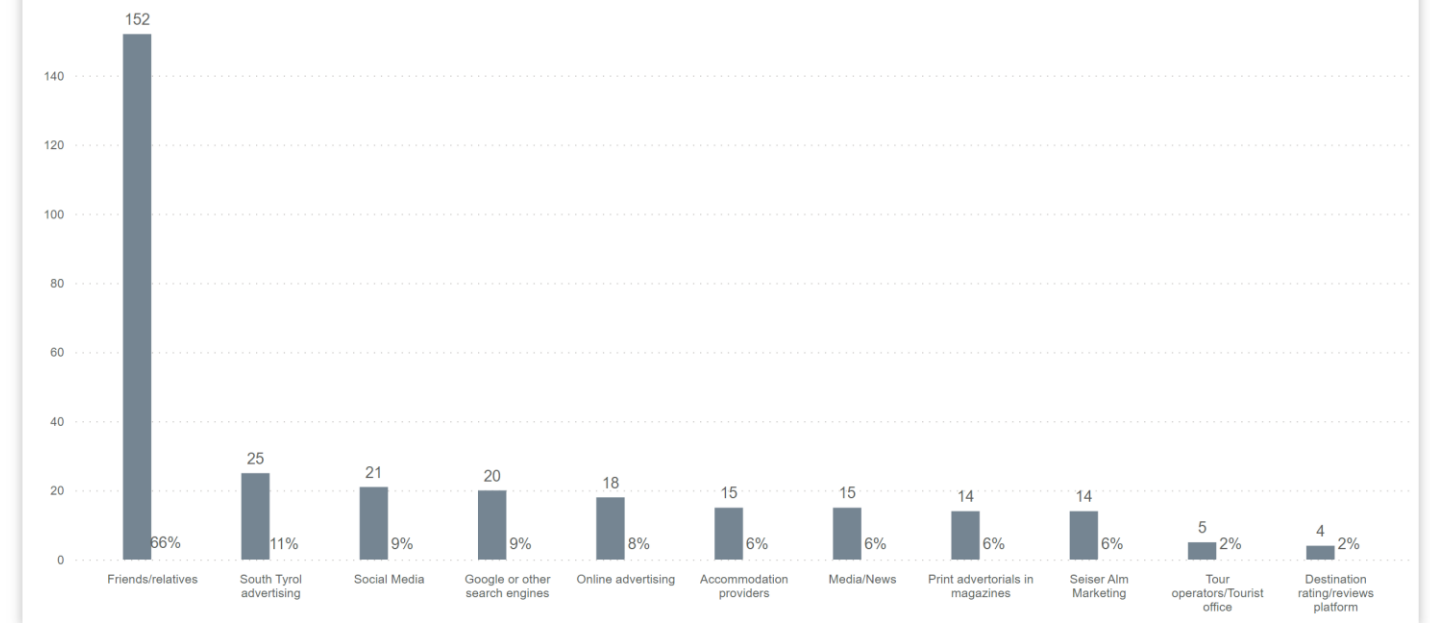
Gästeamfrage

Reason for holiday and activities



231

How did you hear about the region?



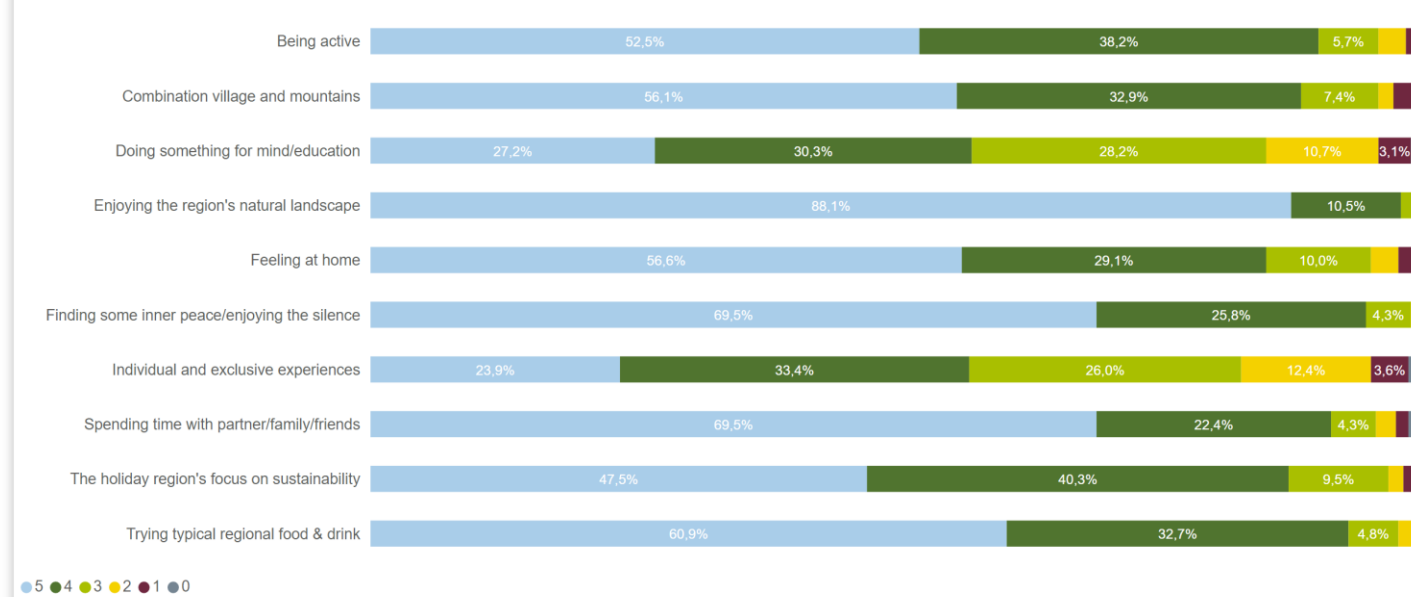
Gästeamfrage

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)



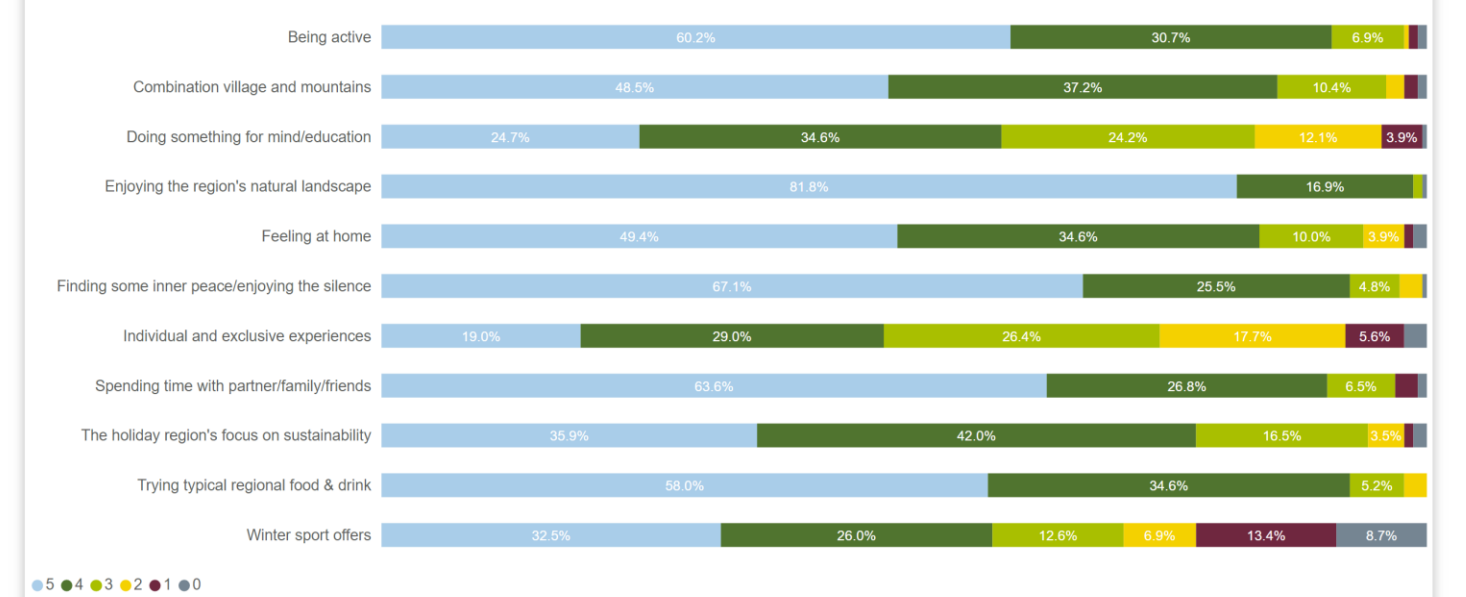
Gästeamfrage

Reason for holiday and activities



231

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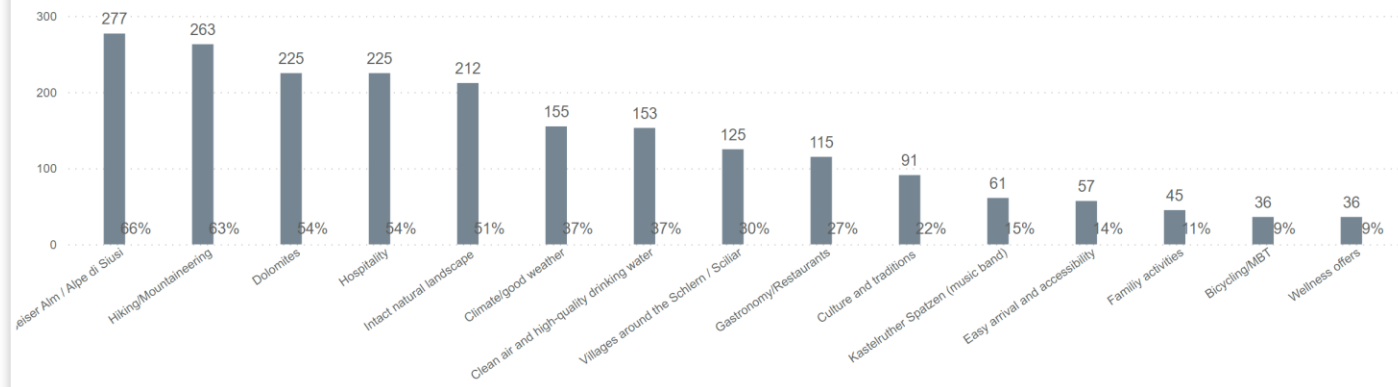
Gästeumfrage

Reason for holiday and activities

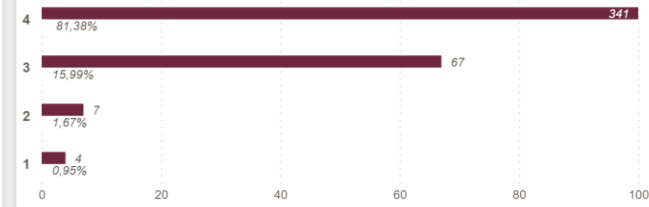
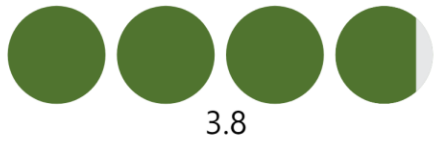
IDM INNOVATORS. DEVELOPERS. MARKETERS.

419

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)



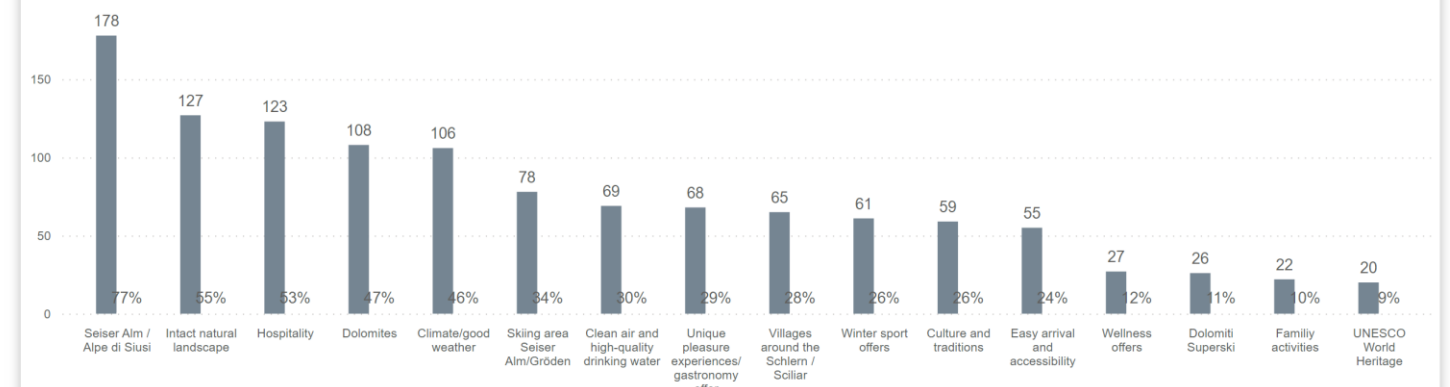
Gästeumfrage

Reason for holiday and activities

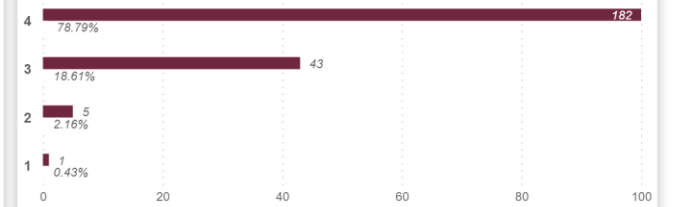
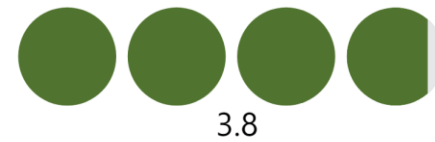
IDM INNOVATORS. DEVELOPERS. MARKETERS.

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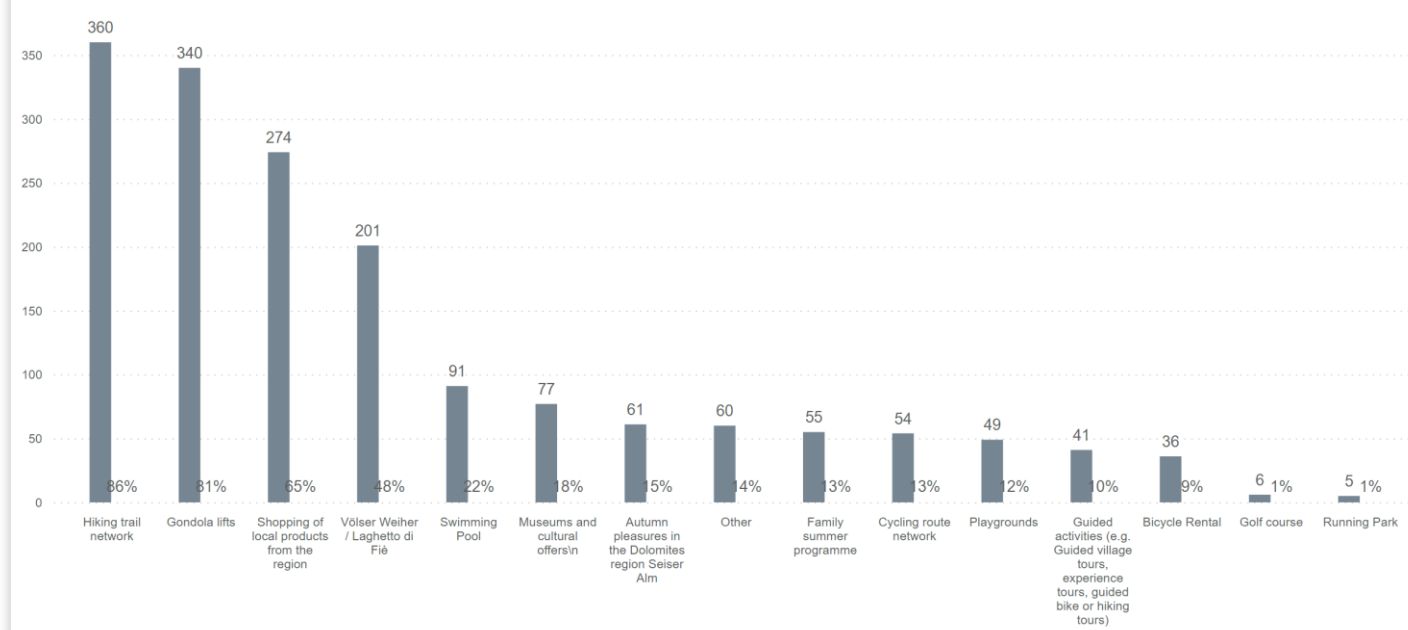
Gästeumfrage

Reason for holiday and activities

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



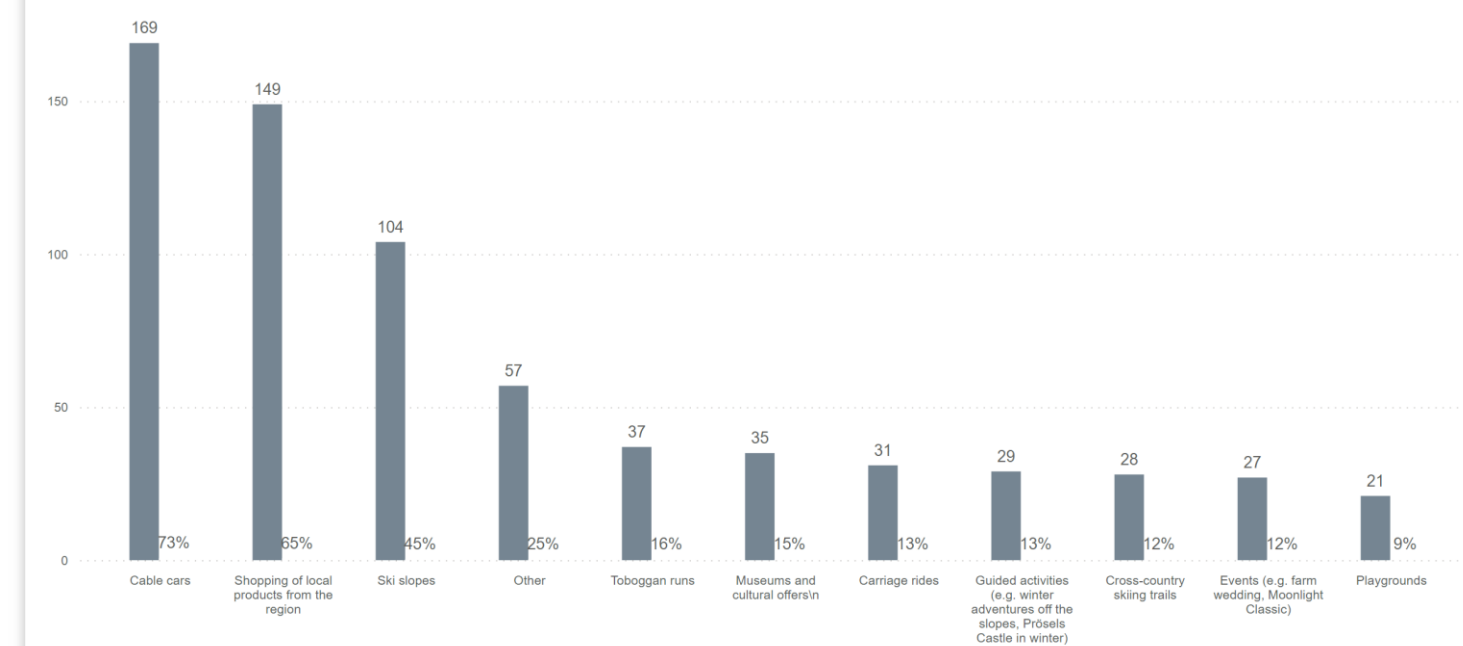
Gästeumfrage

Reason for holiday and activities

IDM INNOVATORS. DEVELOPERS. MARKETERS.

231

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



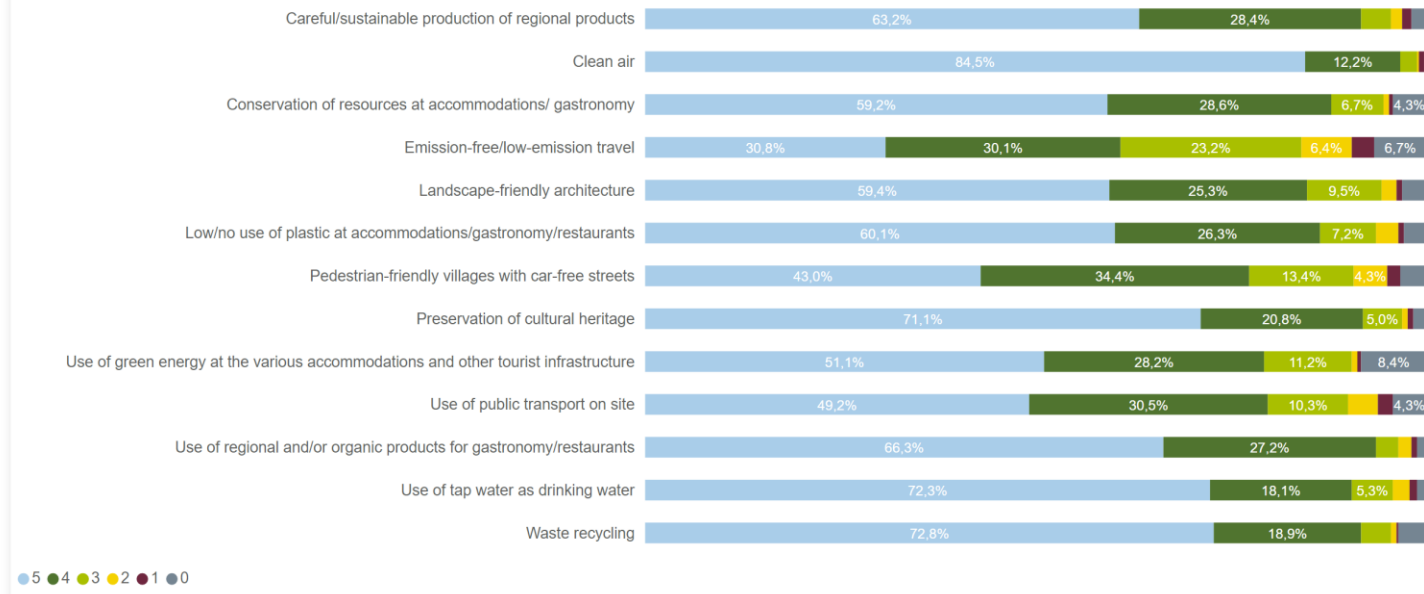
Gästeumfrage

Sustainability

IDM INNOVATORS. DEVELOPERS. MARKETERS.

419

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



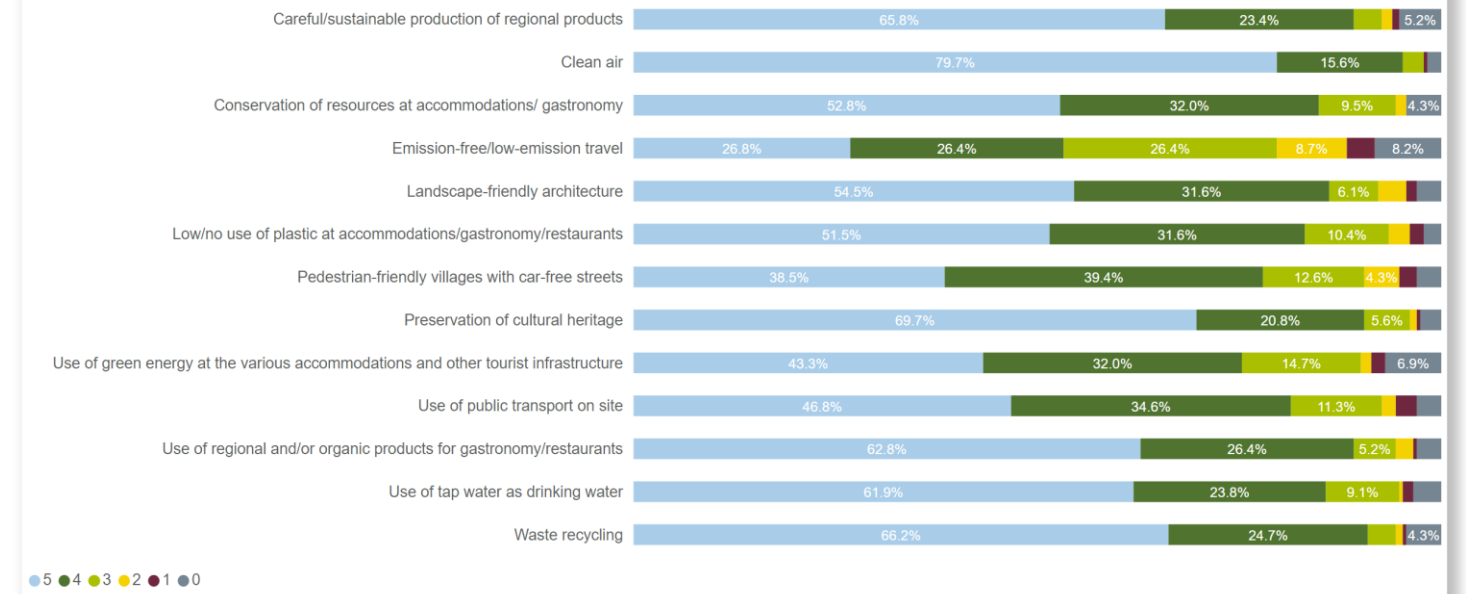
Gästeumfrage

Sustainability

IDM INNOVATORS. DEVELOPERS. MARKETERS.

231

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



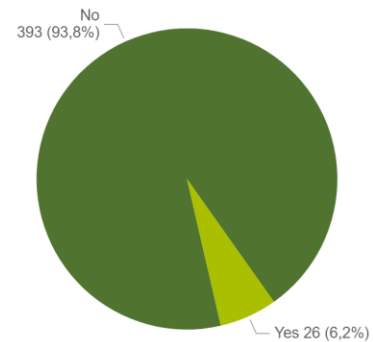
Gästeumfrage

Sustainability

IDM INNOVATORS. DEVELOPERS. MARKETERS.

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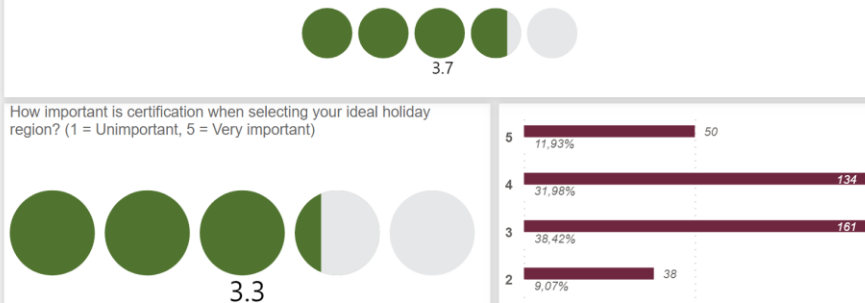
Are you familiar with tourism sustainability certifications?



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

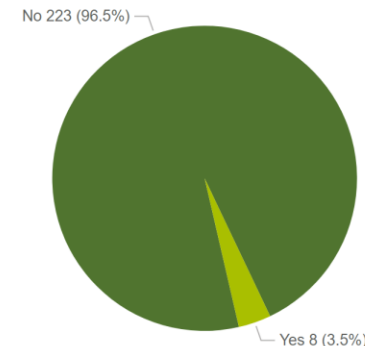
Gästeumfrage

Sustainability

IDM INNOVATORS. DEVELOPERS. MARKETERS.

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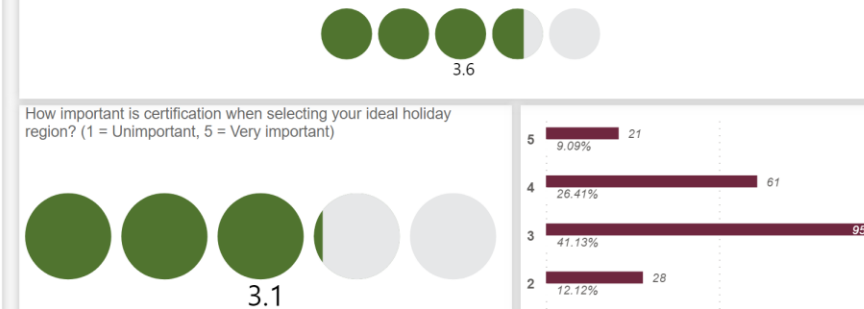
Are you familiar with tourism sustainability certifications?



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



419

Would you return to this destination for holiday?



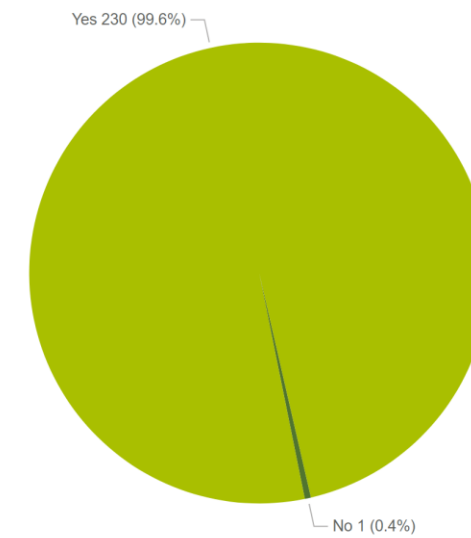
Gästeumfrage

Sustainability



231

Would you return to this destination for holiday?



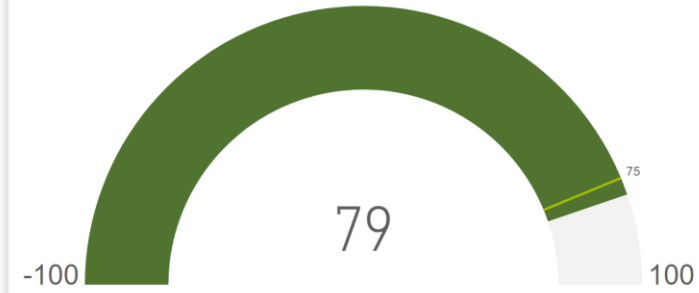
Gästeumfrage

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%

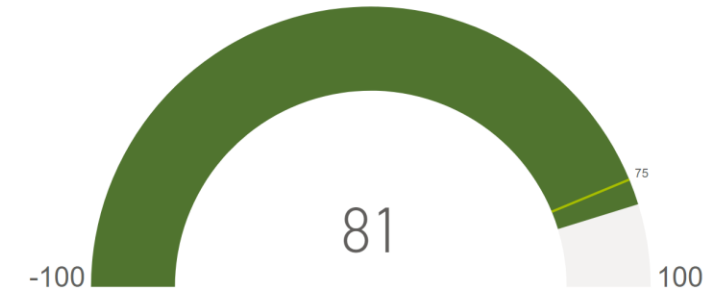
Gästeumfrage

Sustainability



231

Net Promoter Score



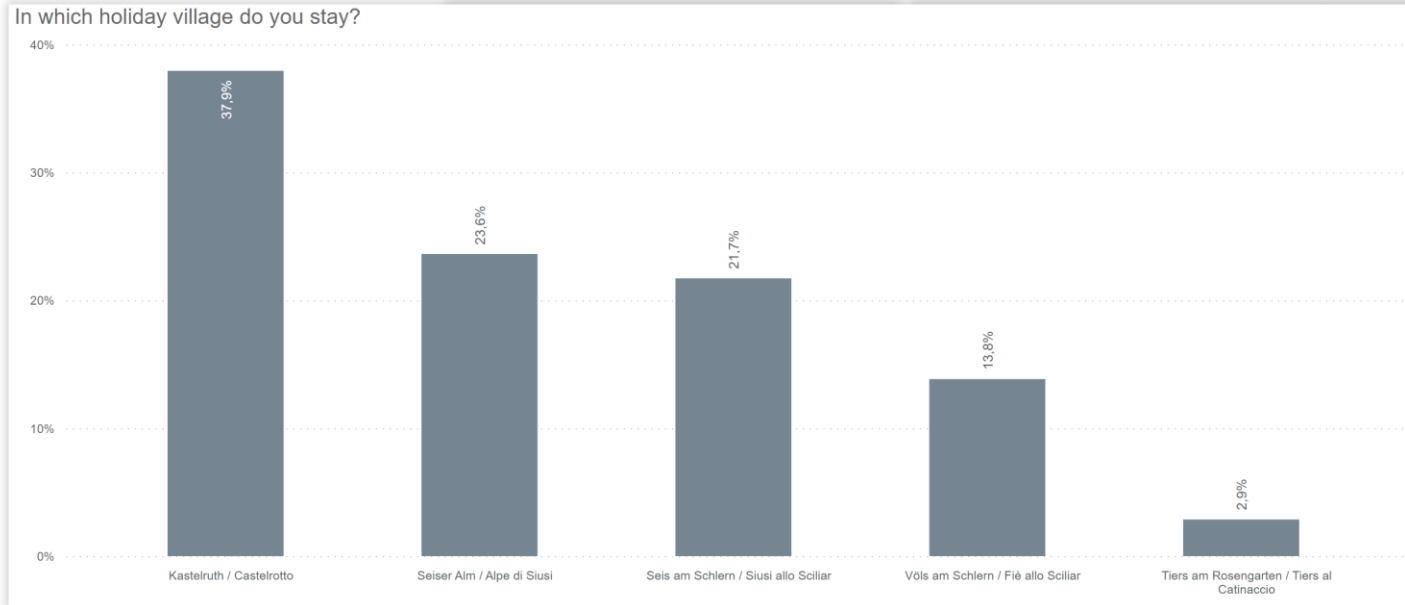
Category	Responses	Percentage
Detractor(0-6)	9	3,90%
Passive(7-8)	26	11,26%
Promoter(9-10)	196	84,85%
Total	231	100,00%

Gästeumfrage

General questions



419

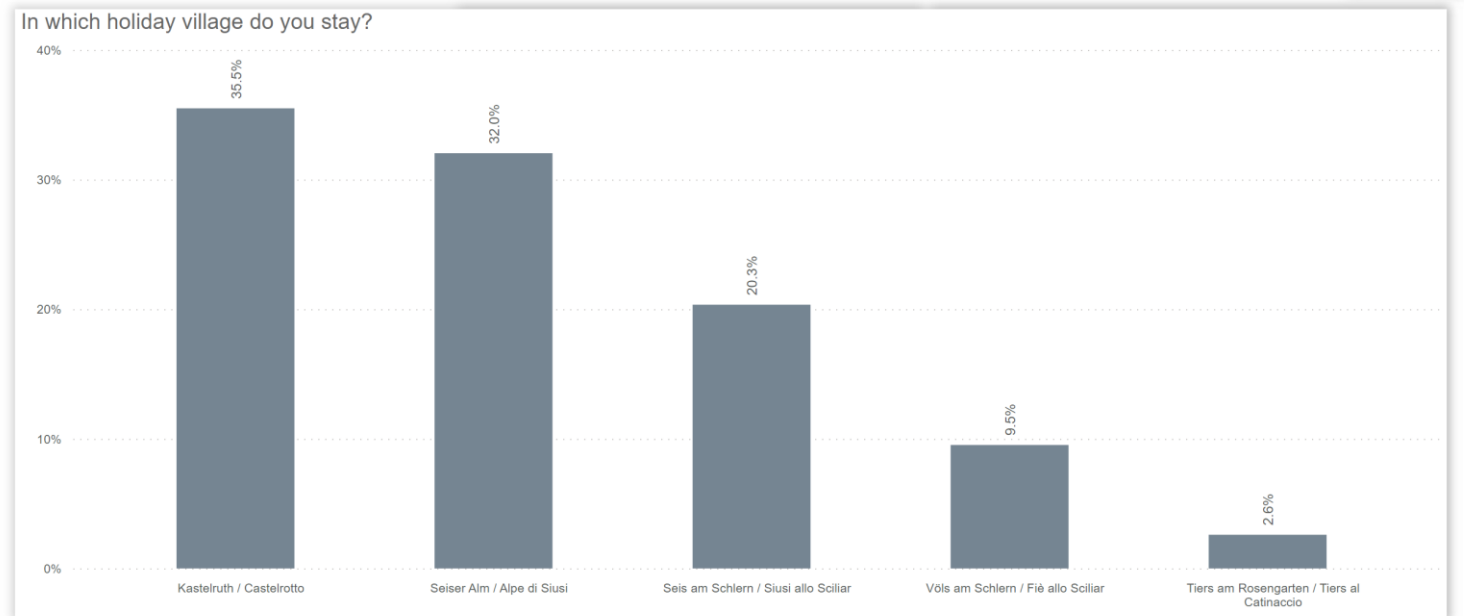


Gästeumfrage

General questions



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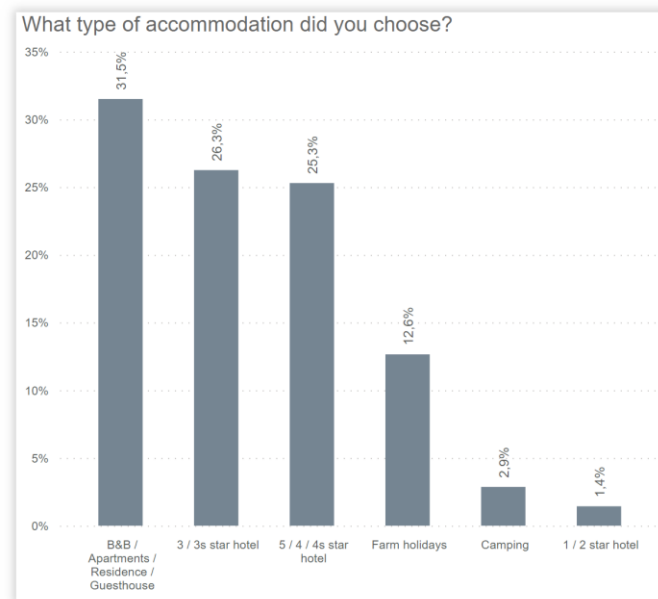
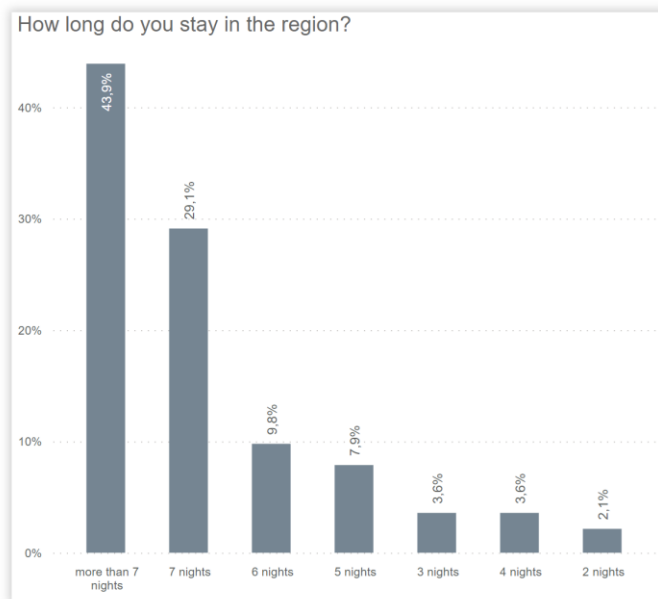


Gästeumfrage

General questions



419

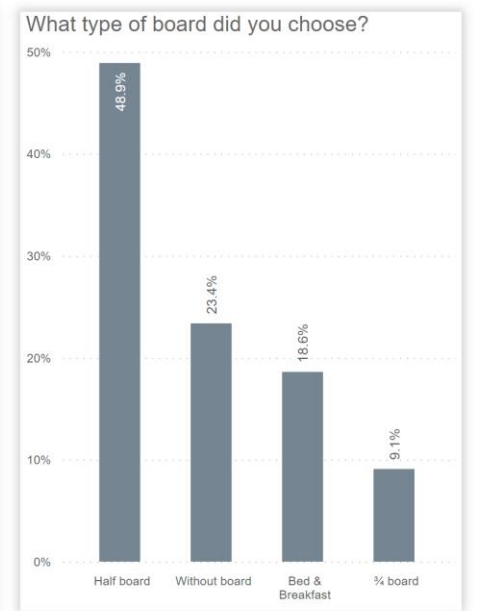
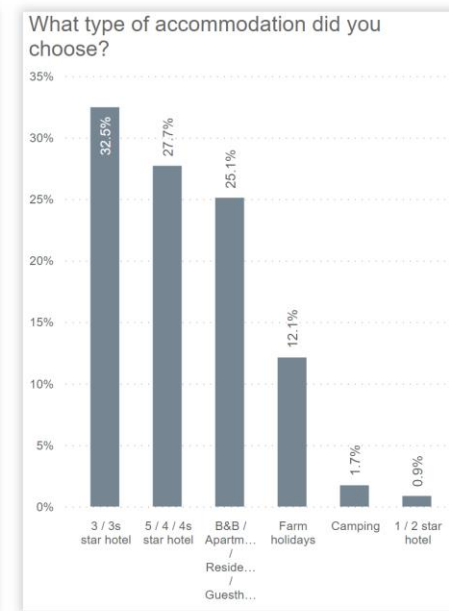
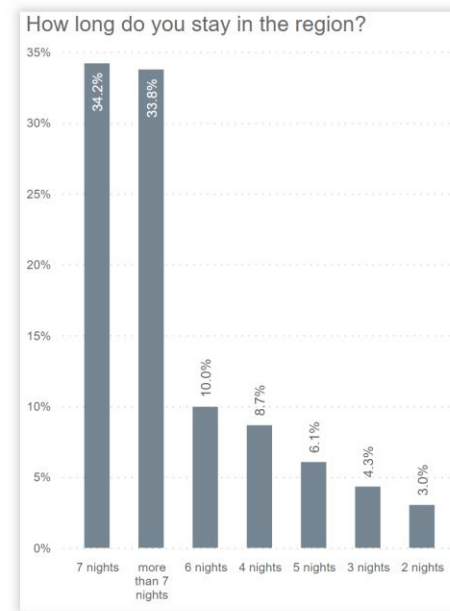


Gästeumfrage

General questions



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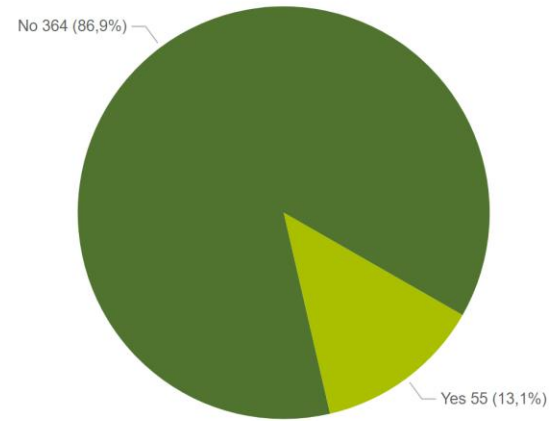
Gästeumfrage

General questions



419

Is this your first stay in this region?



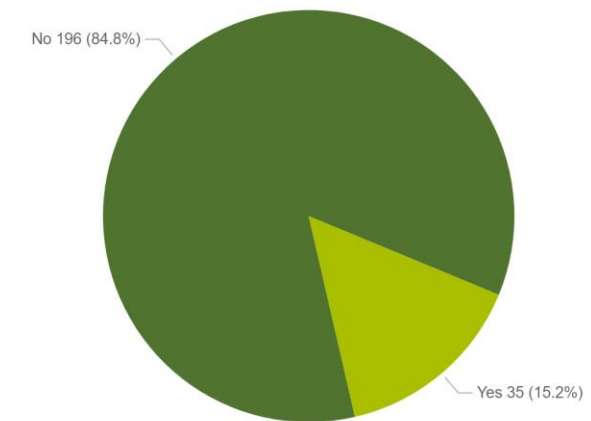
Gästeumfrage

General questions



231

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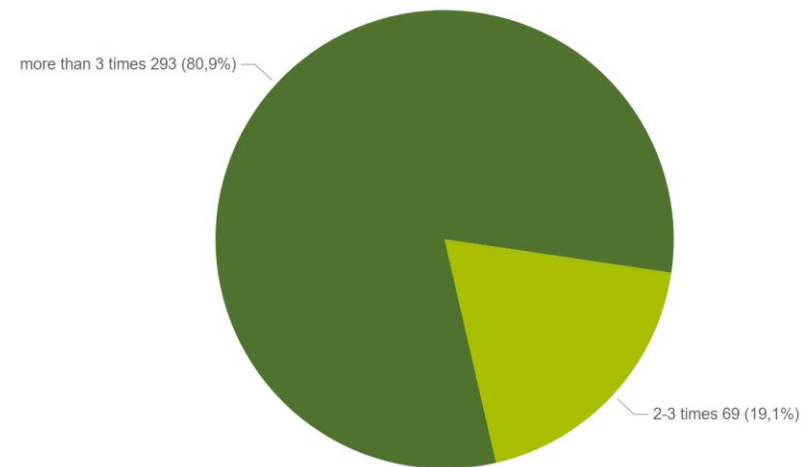
Gästeumfrage

General questions



364

How often have you visited this region in total? *



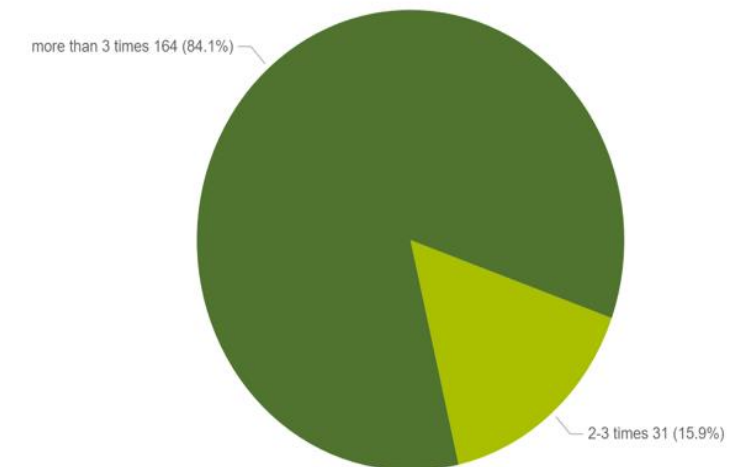
Gästeumfrage

General questions



196

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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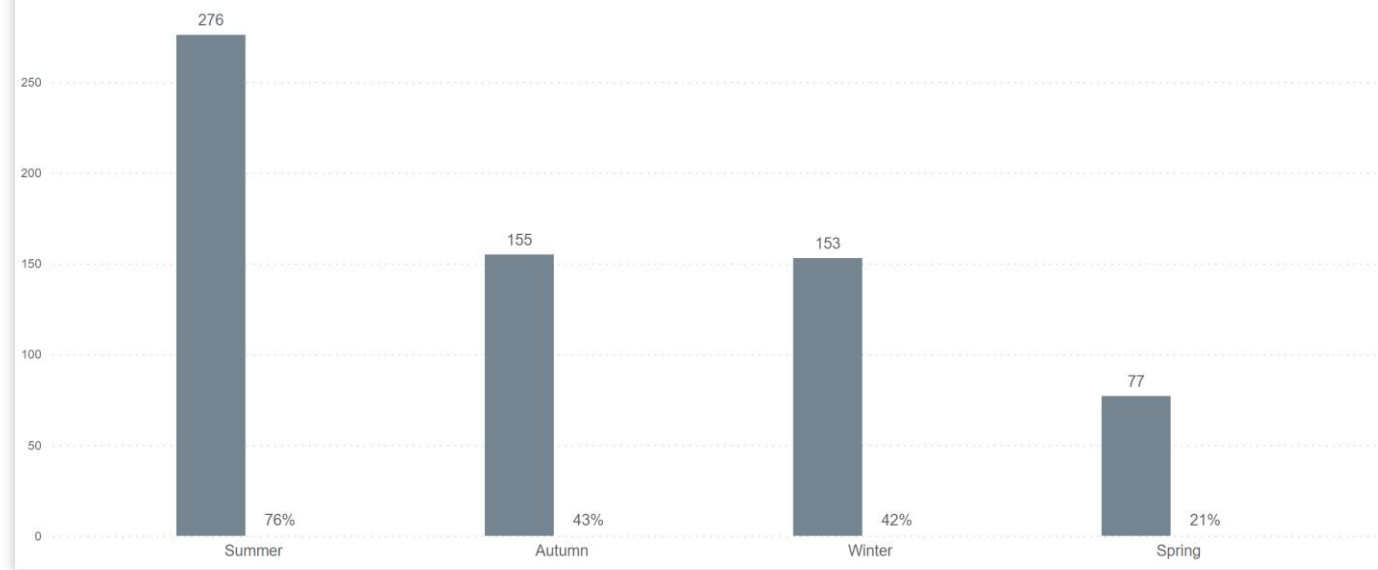
Gästeumfrage

General questions



364

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.

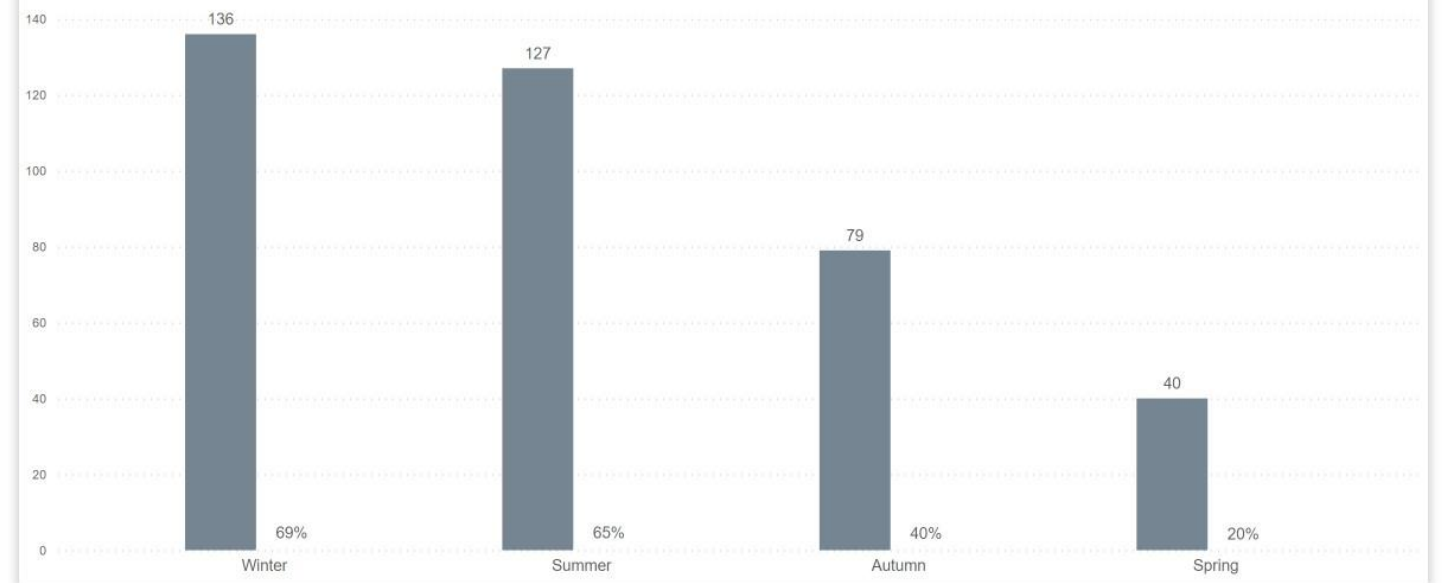
Gästeumfrage

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.

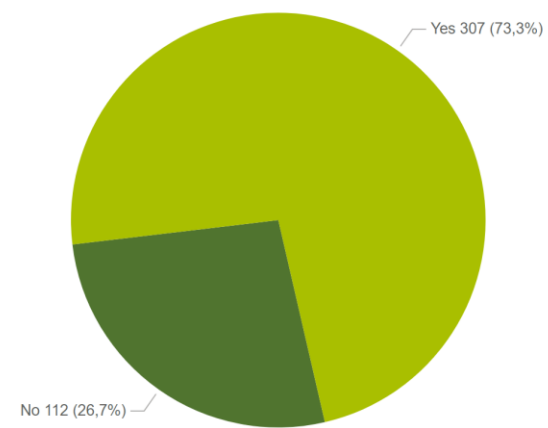
Gästeumfrage

General questions



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Have you holidayed in other South Tyrolean holiday regions?



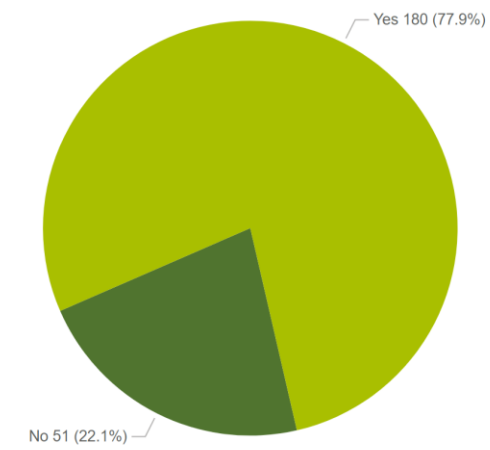
Gästeumfrage

General questions



231

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



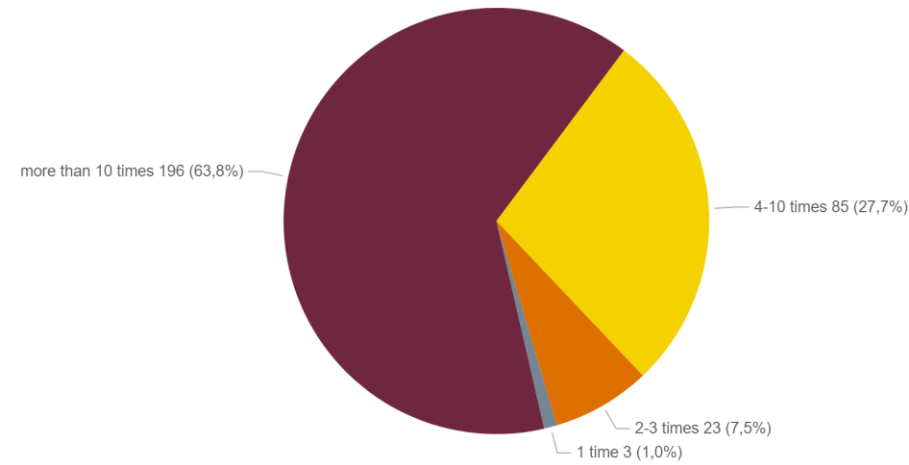
Gästeumfrage

General questions



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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.

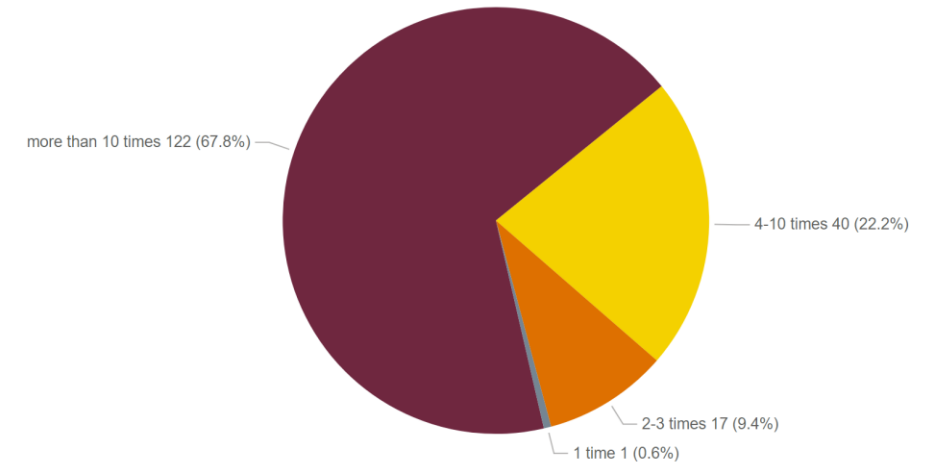
Gästeumfrage

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.

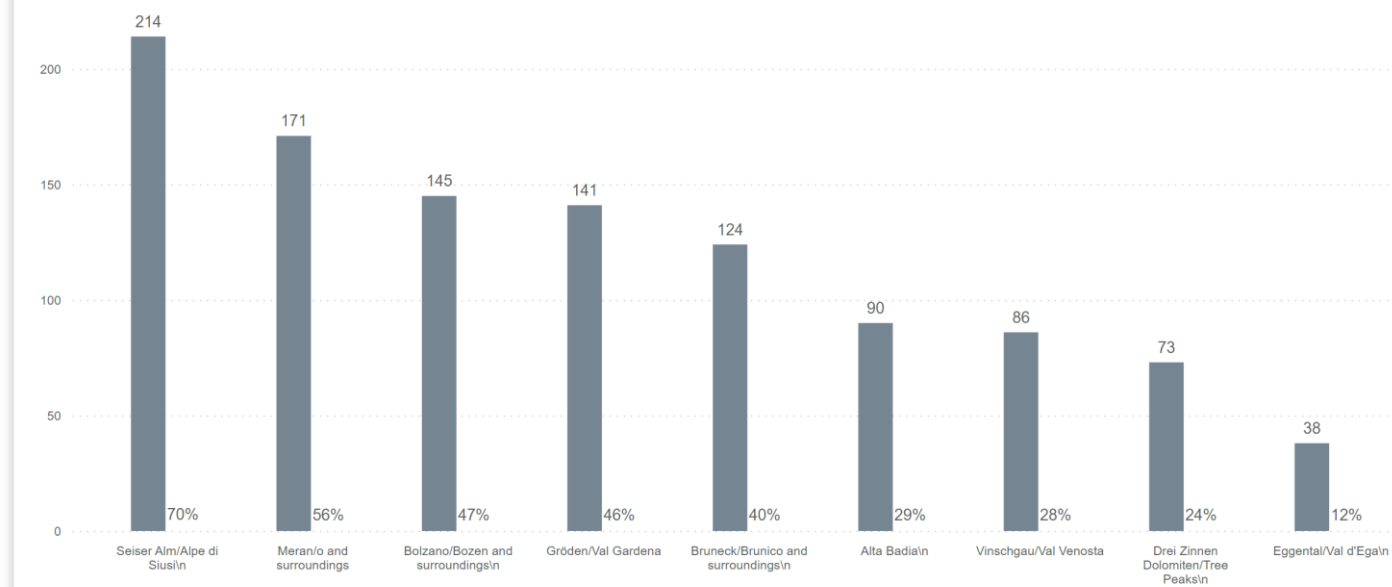
Gästeumfrage

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

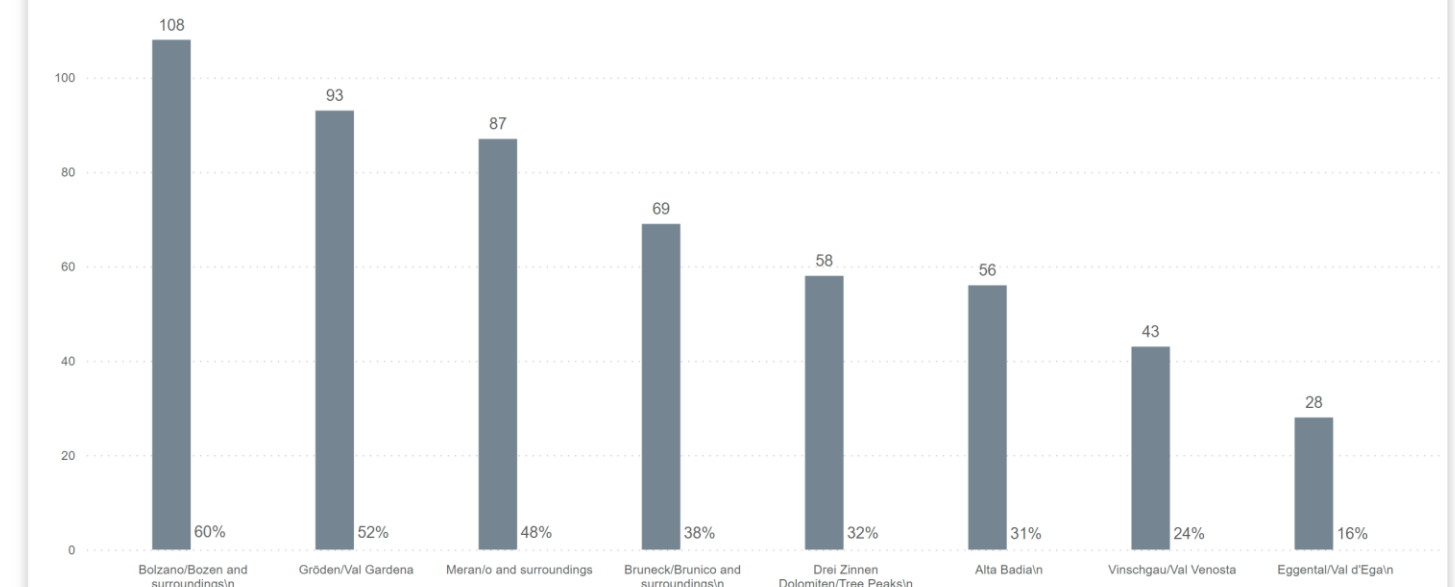
Gästeumfrage

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