

Sondaggio tra gli ospiti nella regione Dolomiti Alpe di Siusi

La vostra opinione è importante per noi!

Insieme a IDM Alto Adige stiamo lavorando da tempo al "**Programma di Sostenibilità Turismo Alto Adige**".
In quest'ottica, stiamo rilevando la situazione in loco e **abbiamo avviato un processo di miglioramento sostenibile**.

In questo contesto, abbiamo anche condotto un sondaggio tra gli ospiti per comprendere meglio le esigenze e le opinioni dei visitatori e per sviluppare insieme una strategia di turismo sostenibile per le vostre vacanze e per la nostra comunità.

Ringraziamo tutti per la partecipazione!

"Quello che facciamo oggi decide come sarà il mondo domani!".

Marie von Ebner-Eschenbach

Comparison of guest survey

summer/autumn 2022

winter 2022/23

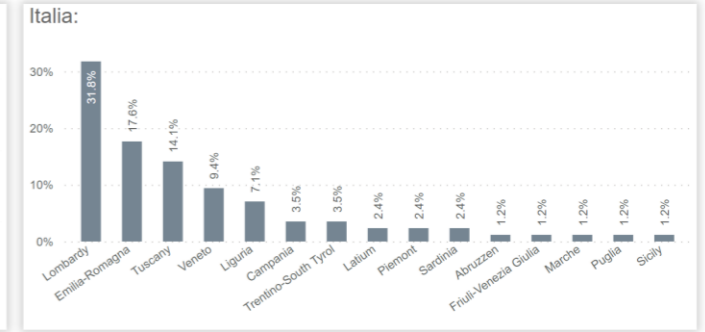
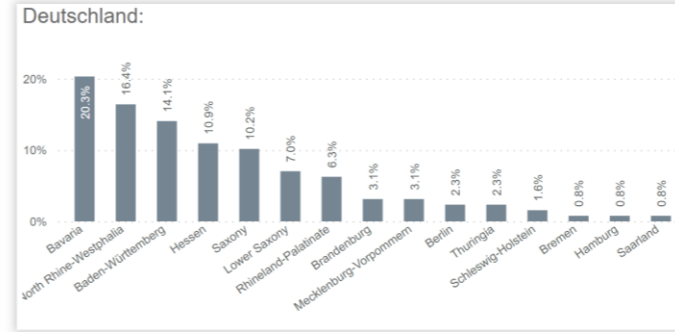
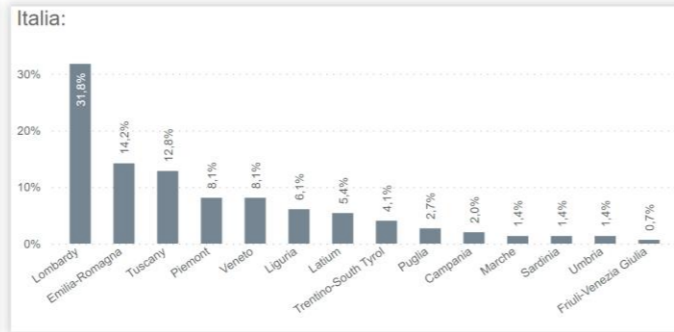
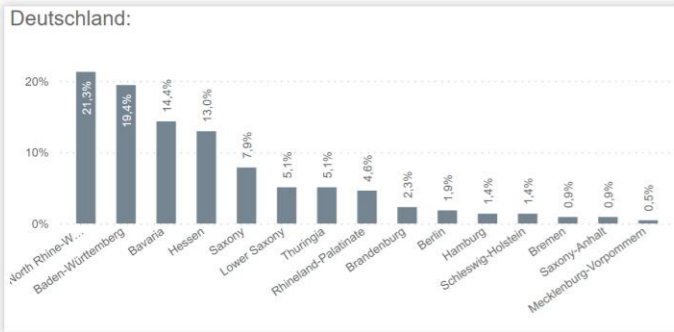
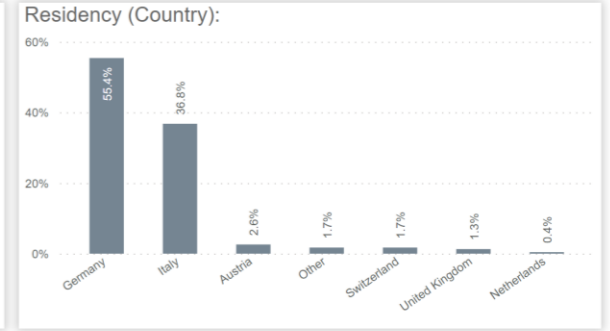
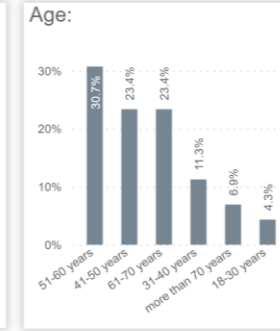
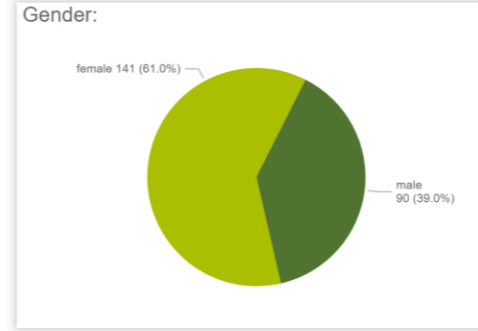
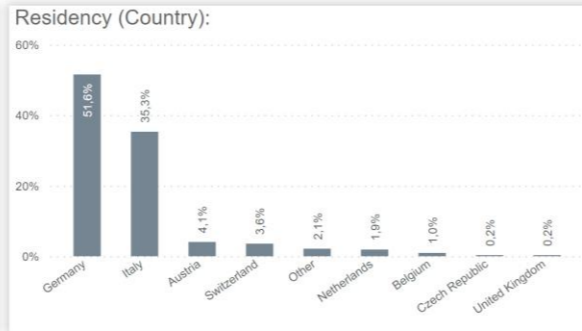
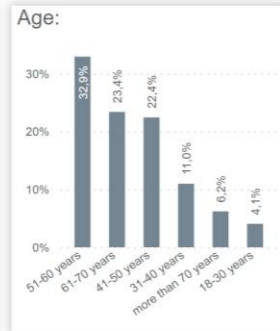
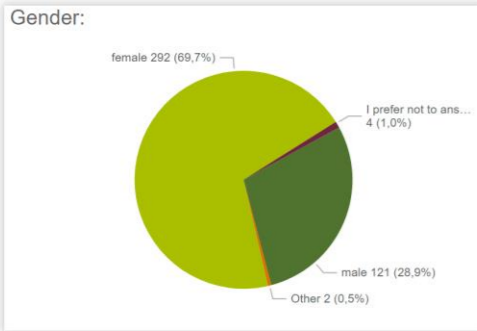
Gästeumfrage

419



Gästeumfrage

231



Gästeumfrage

Mobility

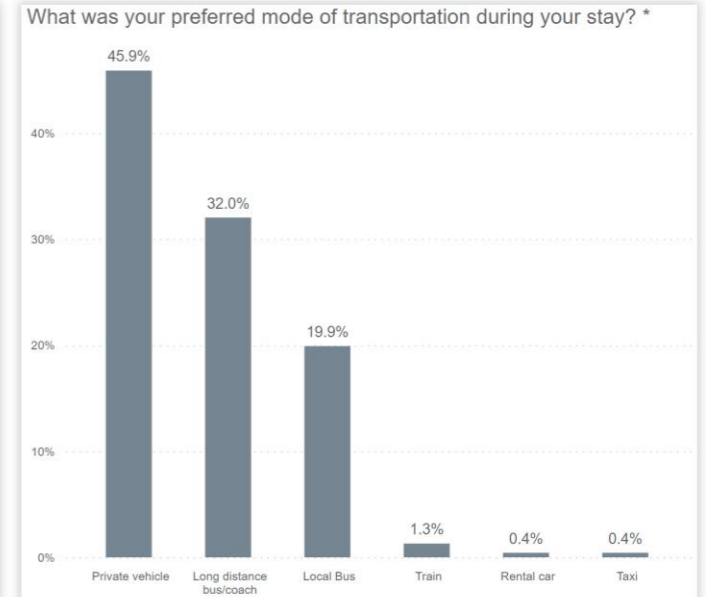
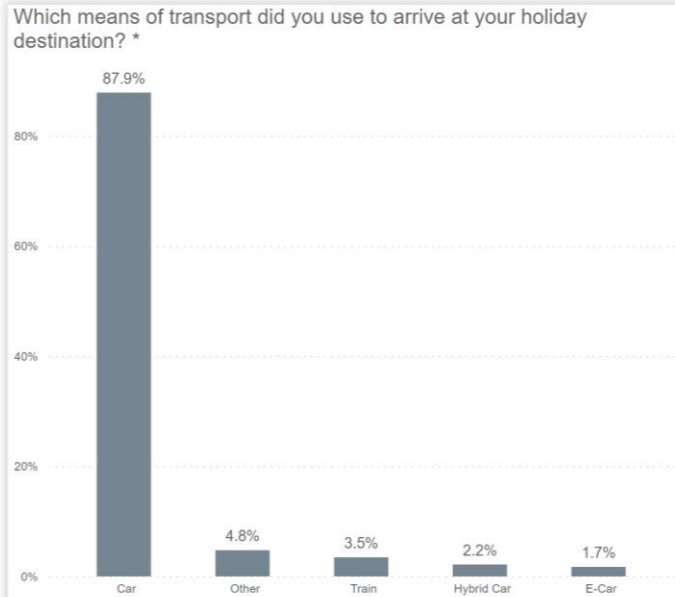
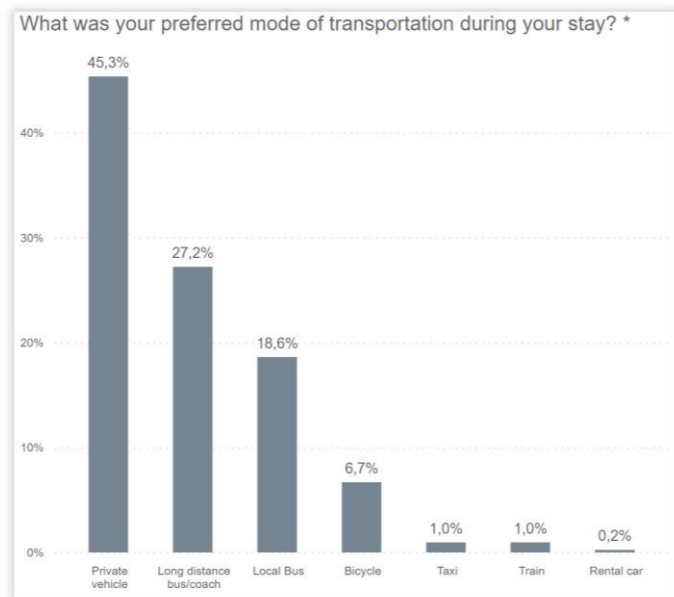
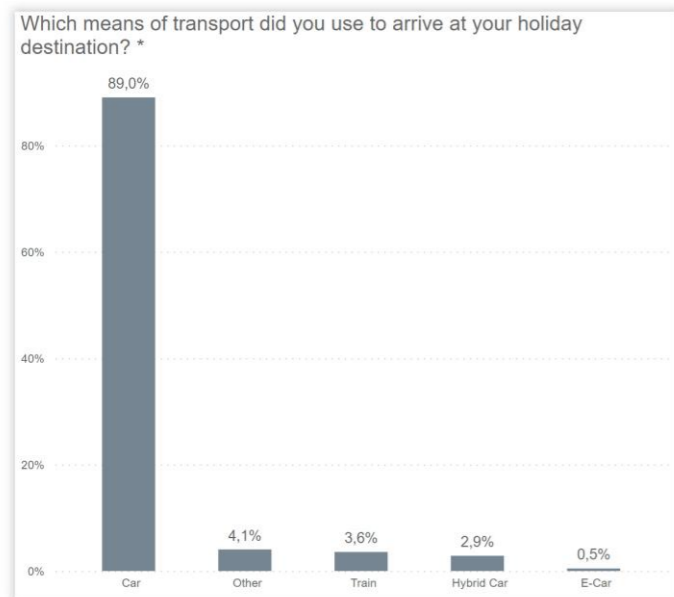
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Gästeumfrage

Mobility

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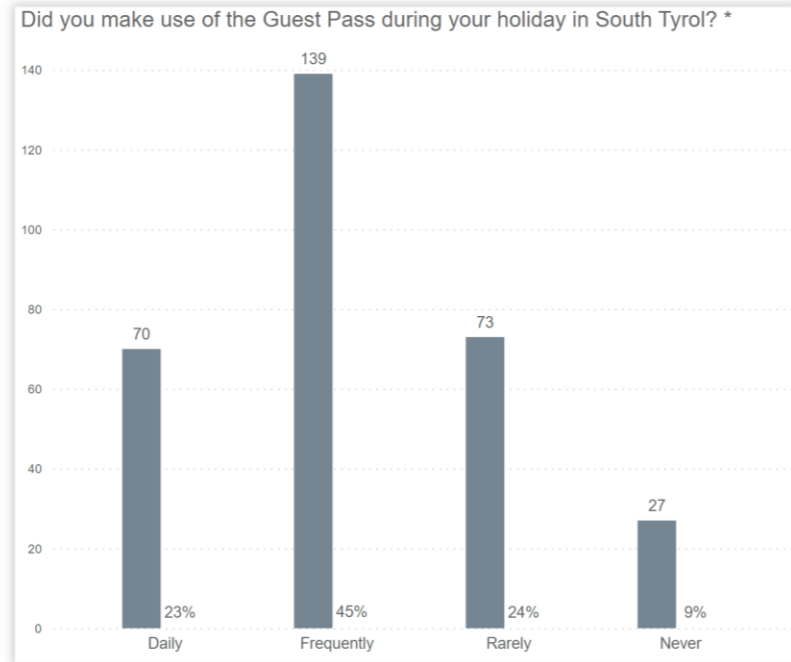
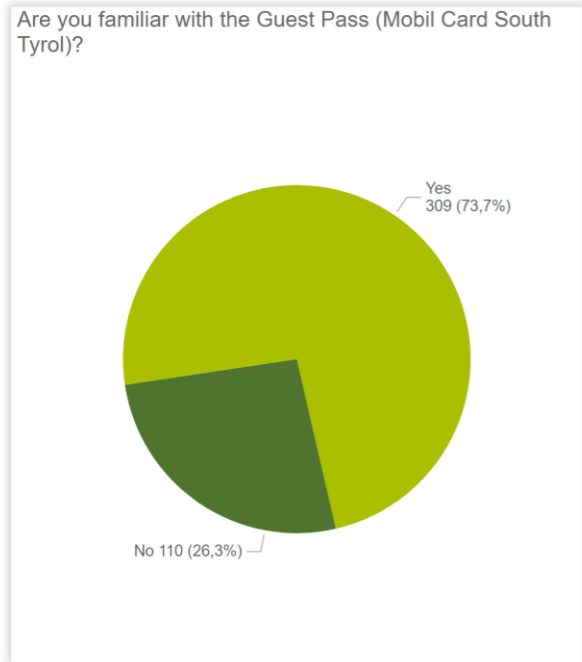


Gästeumfrage

Mobility

IDM INNOVATORS. DEVELOPERS. MARKETERS.

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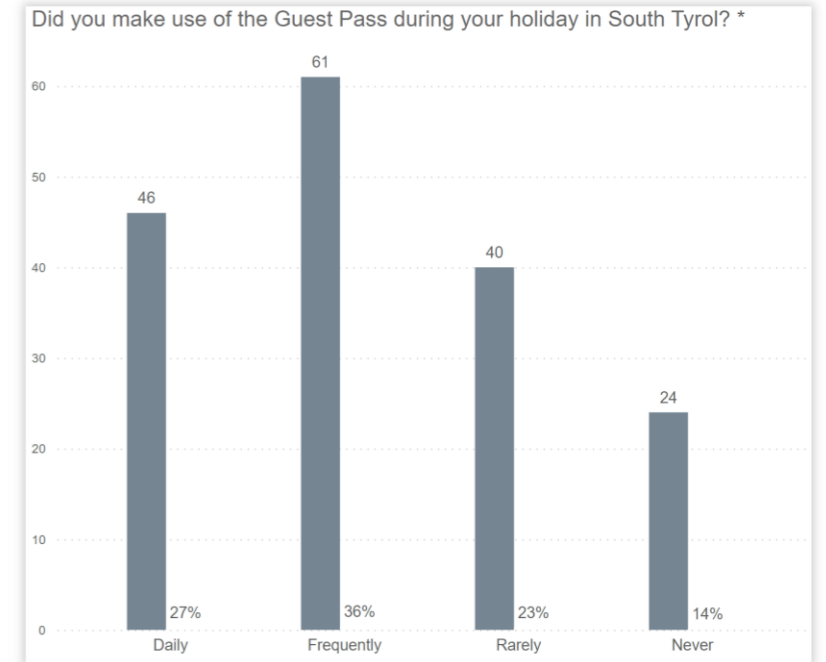
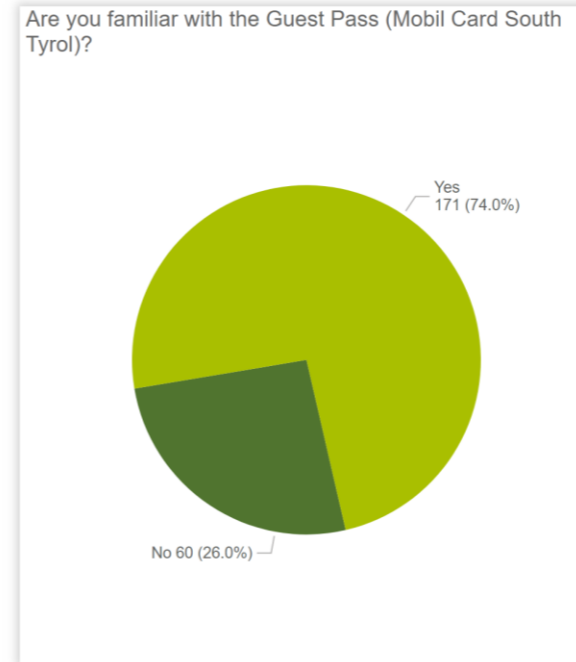
*Only for the Yes Responses

Gästeumfrage

Mobility

IDM INNOVATORS. DEVELOPERS. MARKETERS.

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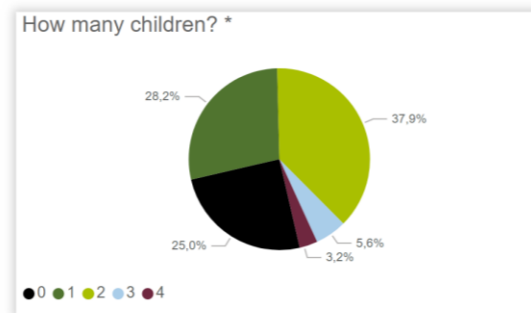
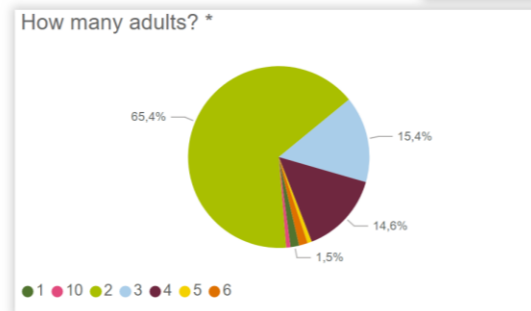
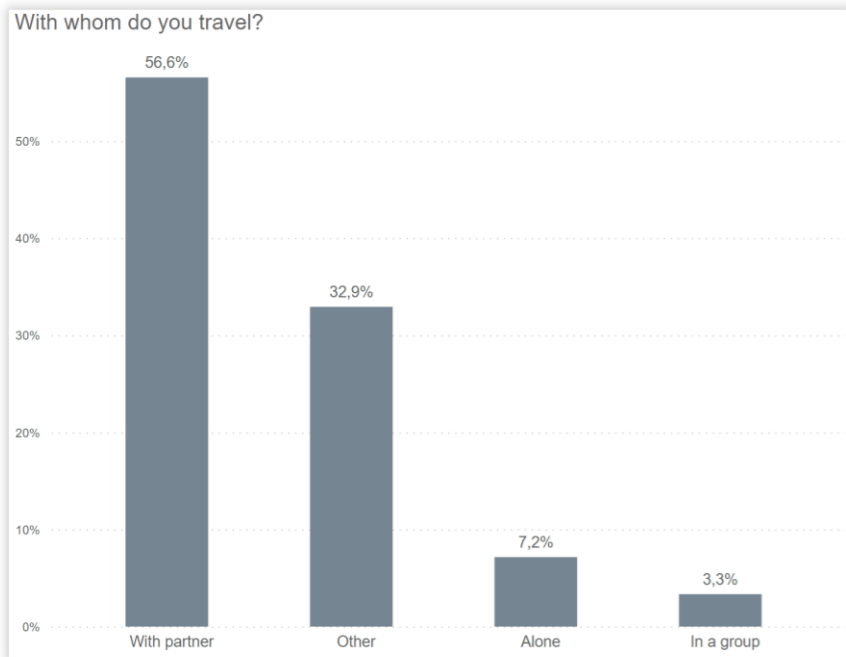
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Gästeumfrage

Expenses/cost

IDM INNOVATORS. DEVELOPERS. MARKETERS.

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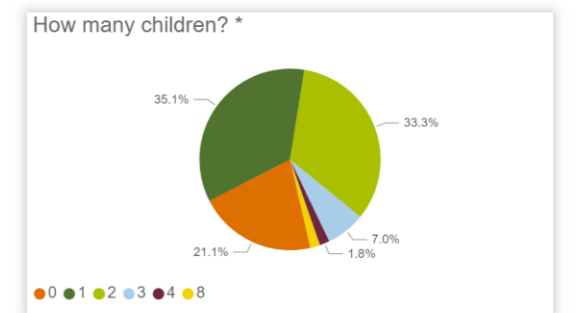
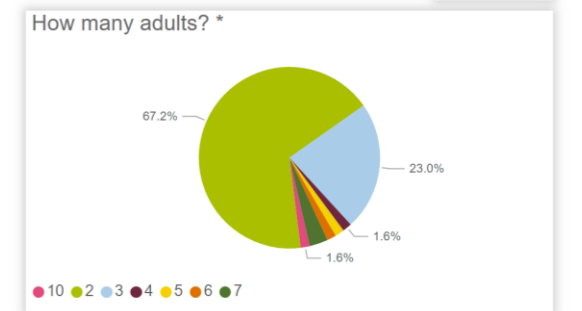
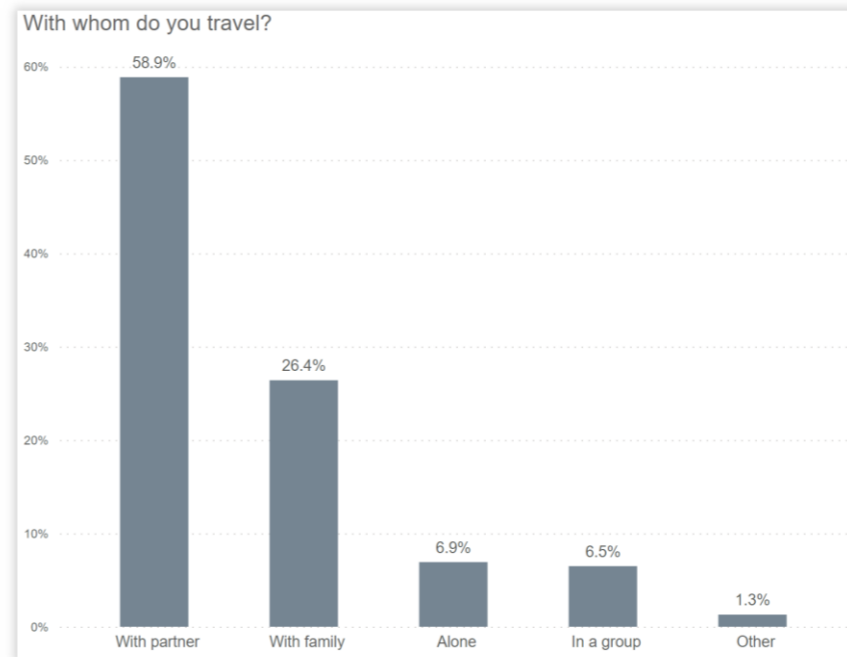
*Only for the Response: "With children"

Gästeumfrage

Expenses/cost

IDM INNOVATORS. DEVELOPERS. MARKETERS.

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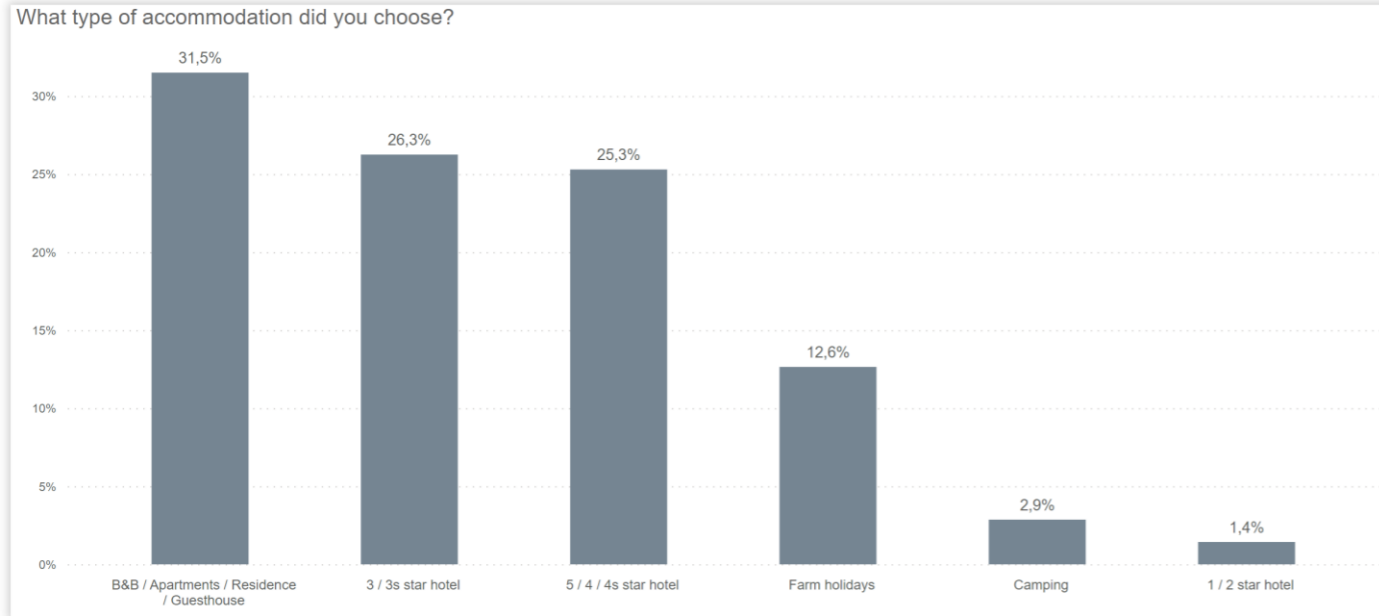
*Only for the Response: "With family/children"

Gästeumfrage

Expenses/cost



419

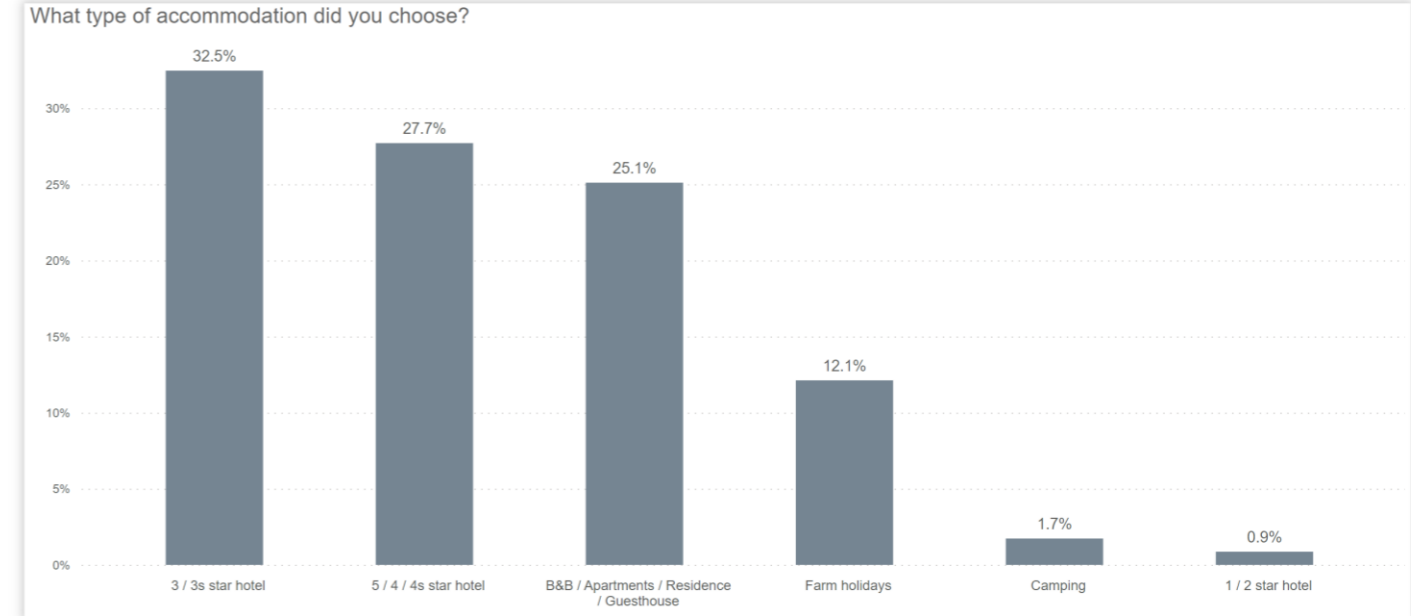


Gästeumfrage

Expenses/cost



231

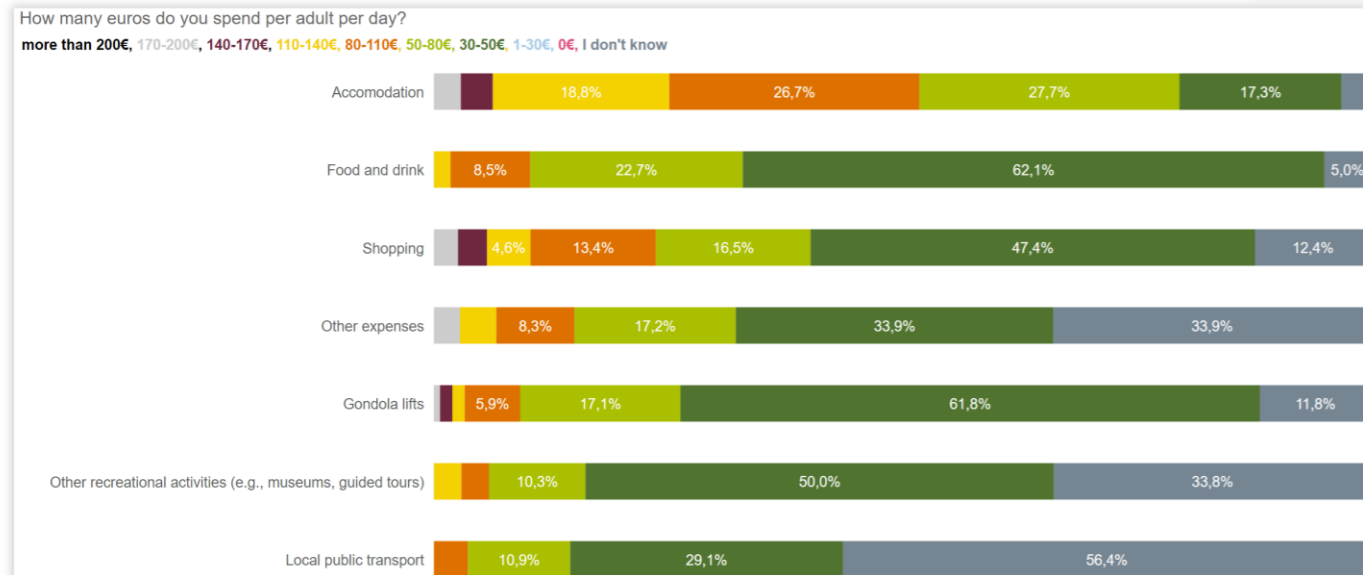


Gästeumfrage

Expenses/cost



419

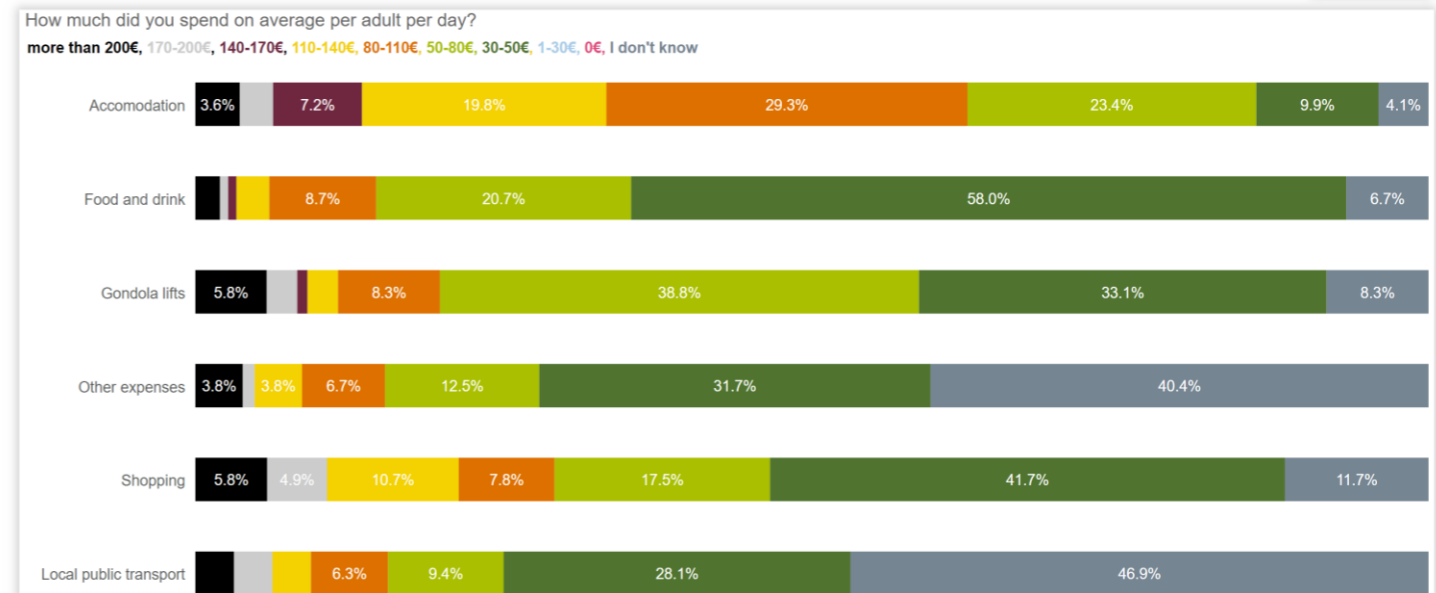


Gästeumfrage

Expenses/cost



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Gästemfrage

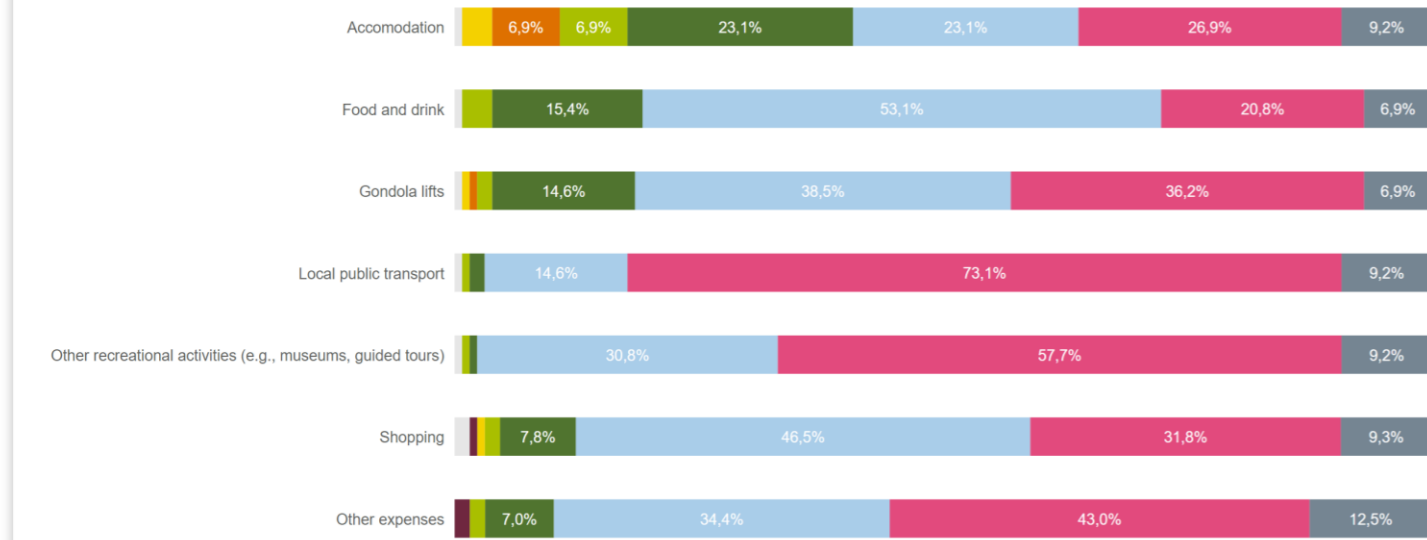
Expenses/cost



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

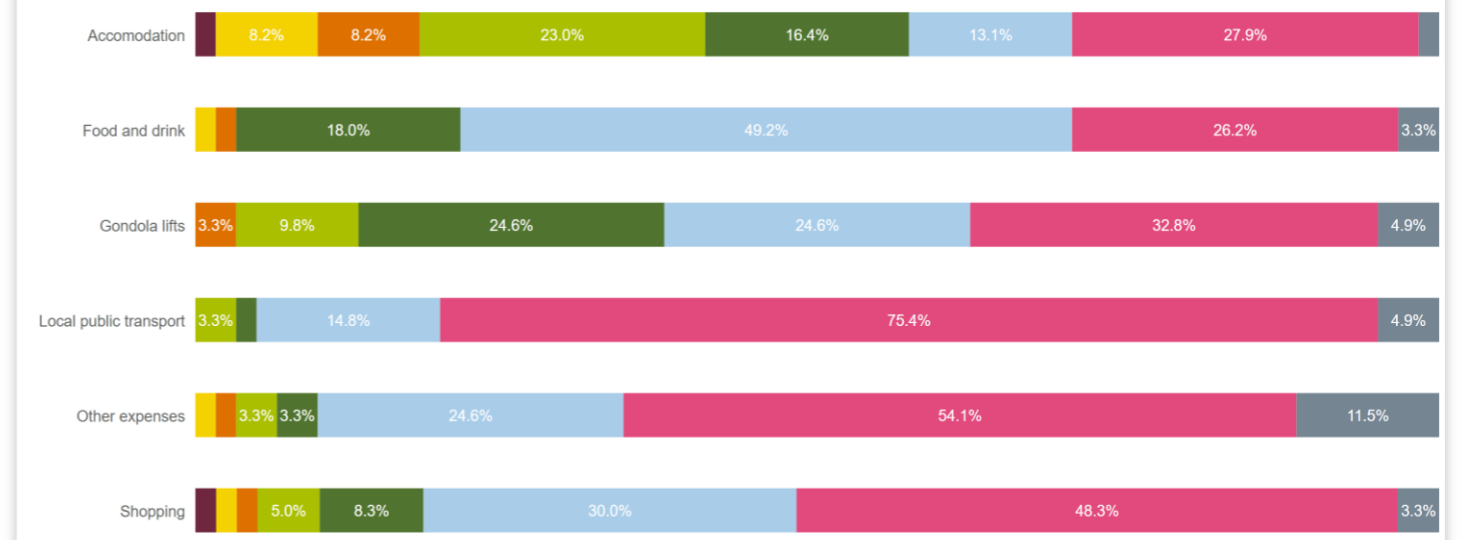
Expenses/cost



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"

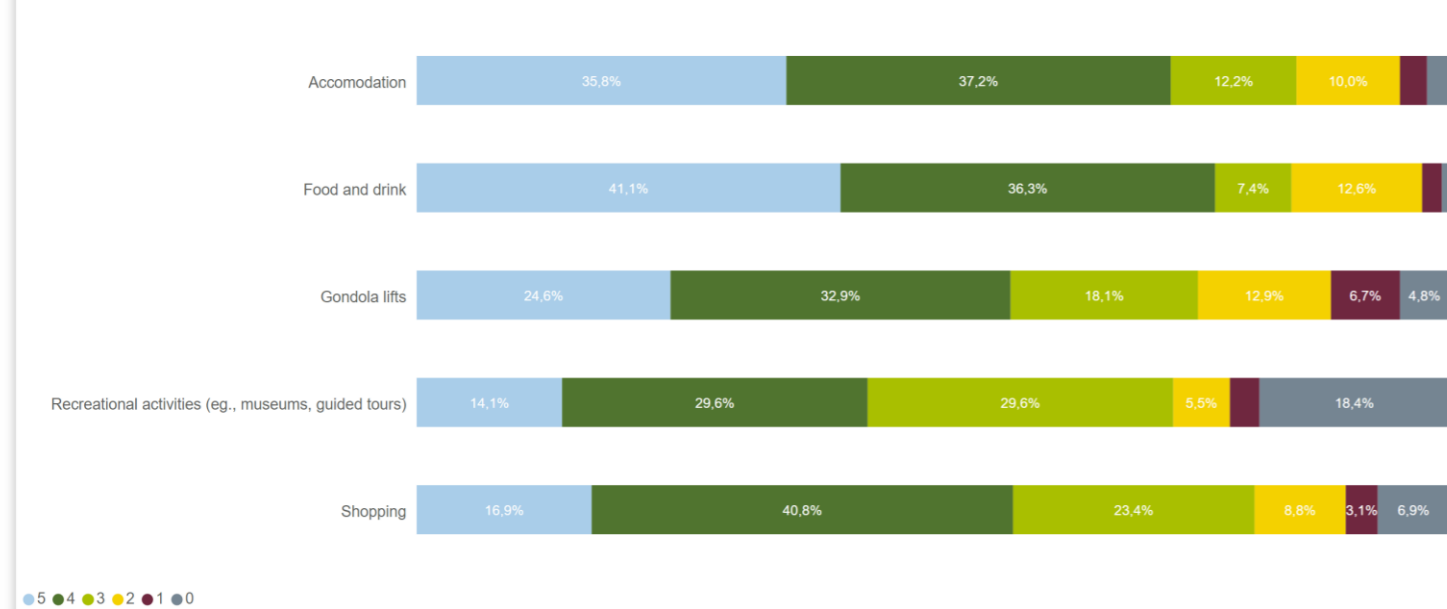
Gästemfrage

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)



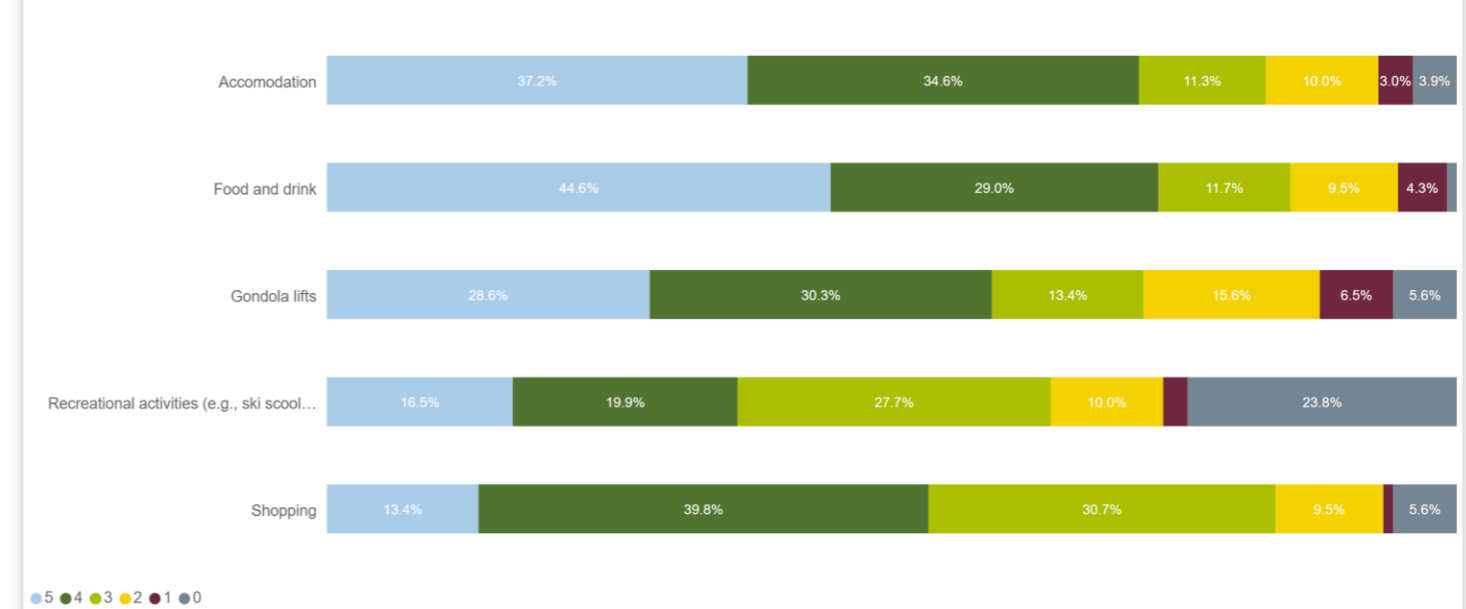
Gästemfrage

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)



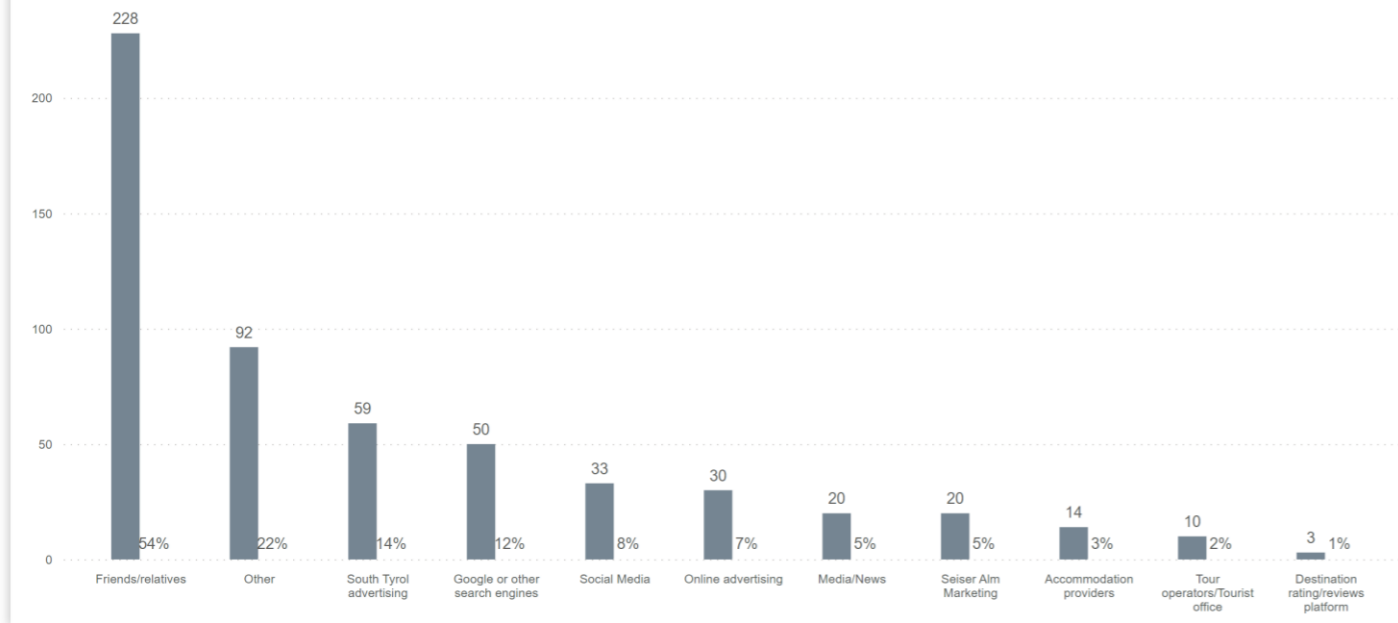
Gästeumfrage

Reason for holiday and activities



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How did you first hear about the region?



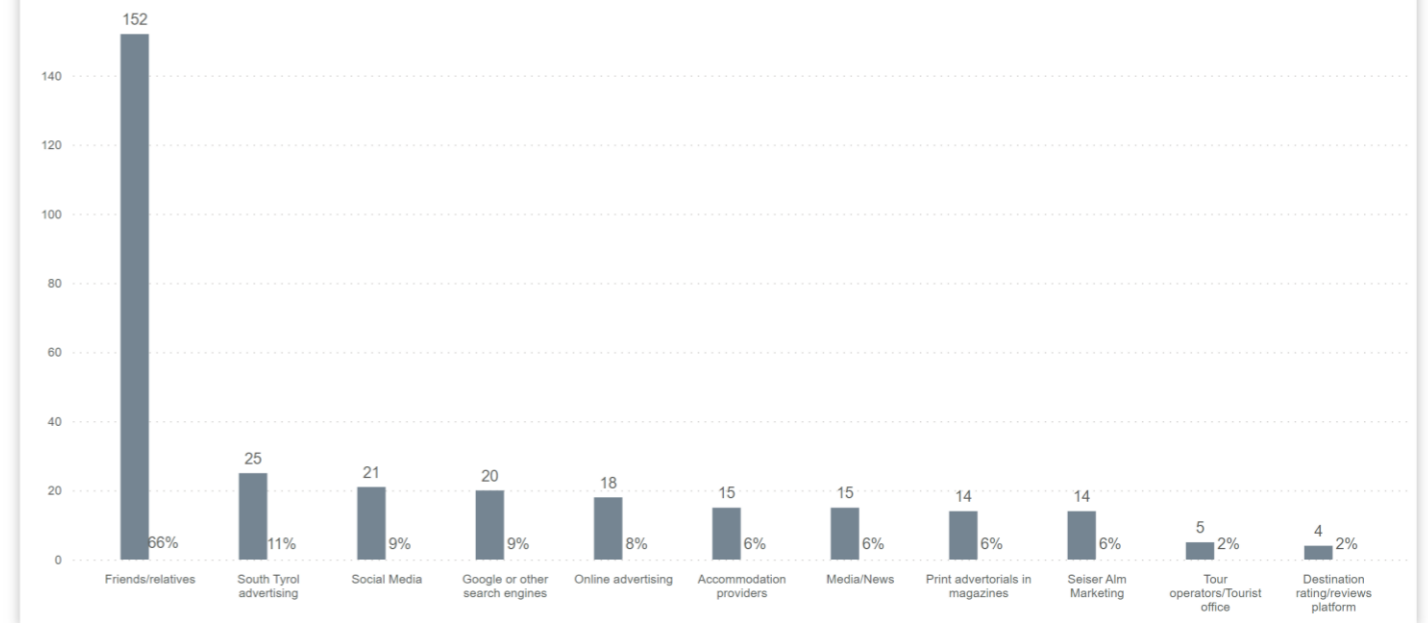
Gästeumfrage

Reason for holiday and activities



231

How did you hear about the region?



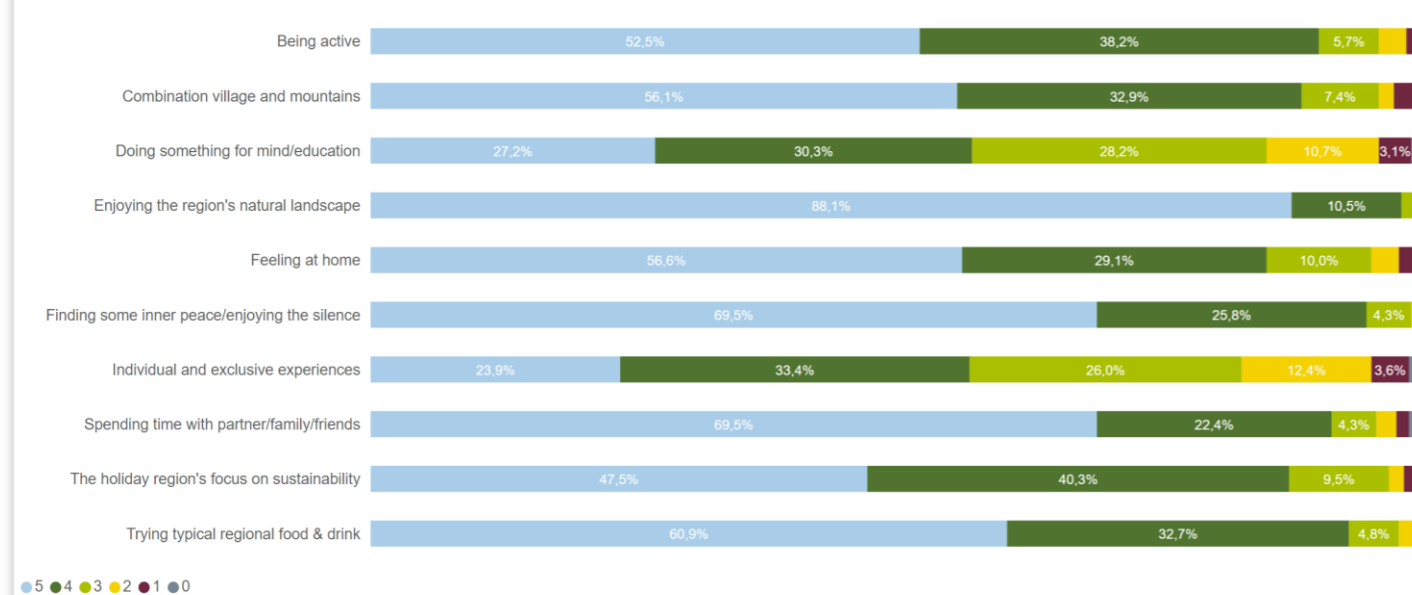
Gästeumfrage

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)



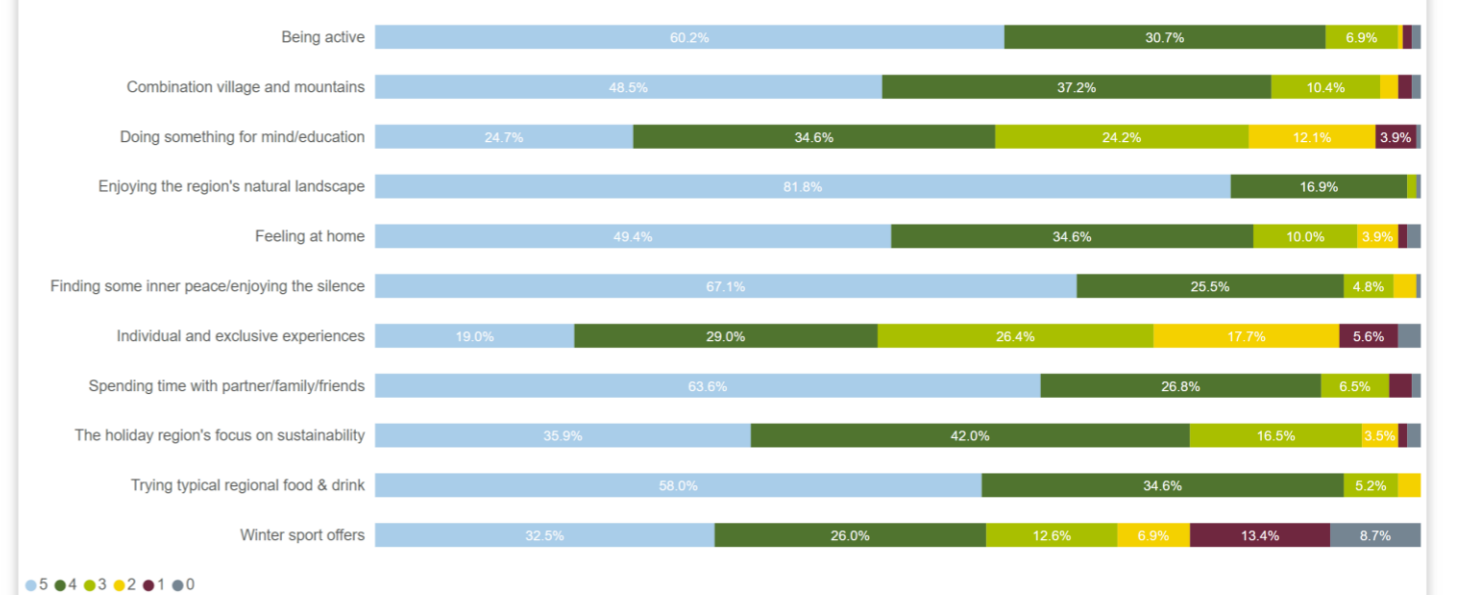
Gästeumfrage

Reason for holiday and activities



231

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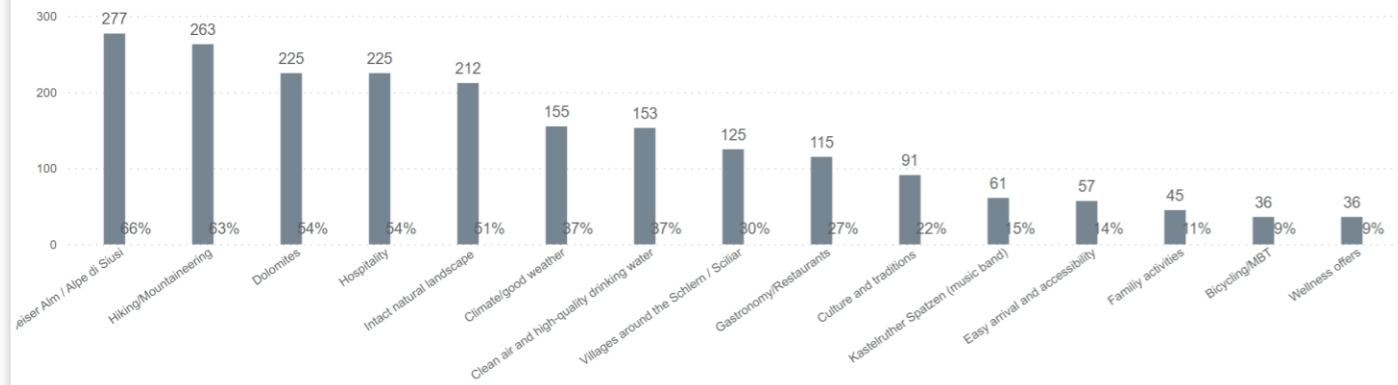


Gästeamfrage

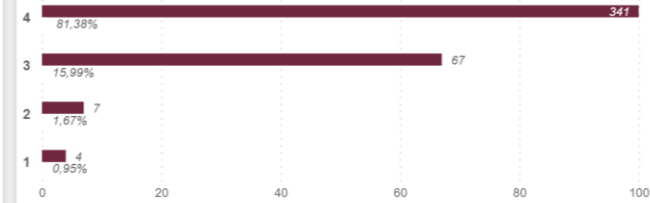
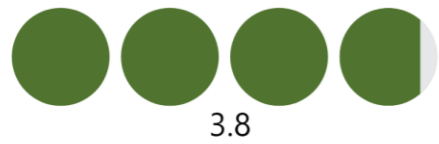
Reason for holiday and activities

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)

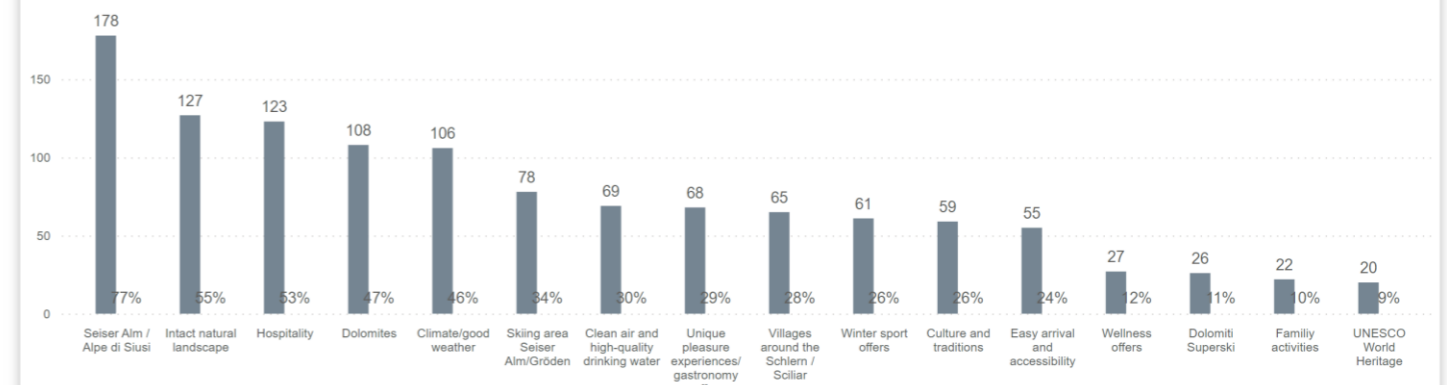


Gästeamfrage

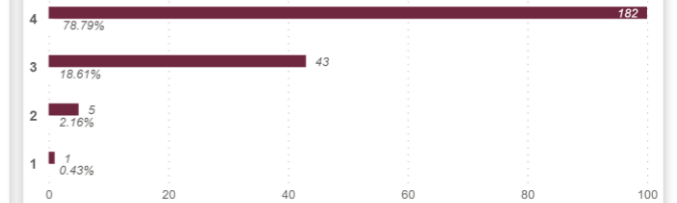
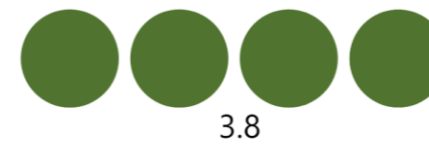
Reason for holiday and activities

231

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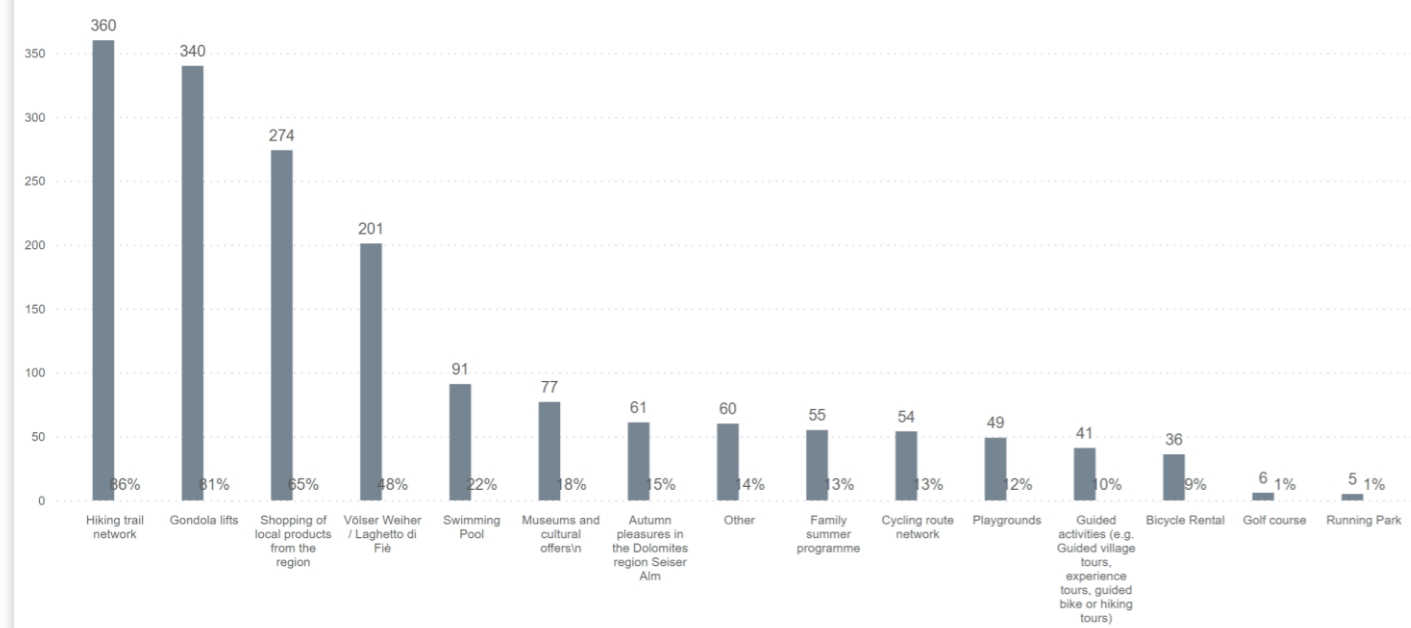


Gästeamfrage

Reason for holiday and activities

419

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

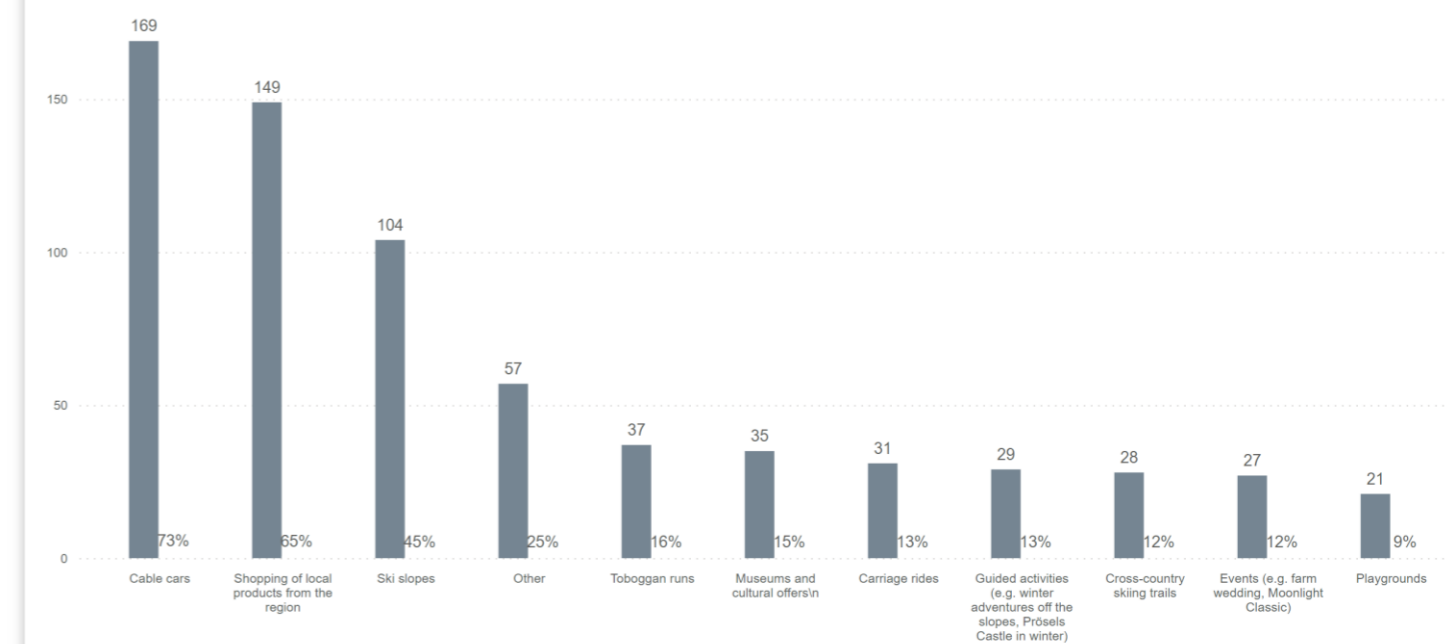


Gästeamfrage

Reason for holiday and activities

231

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



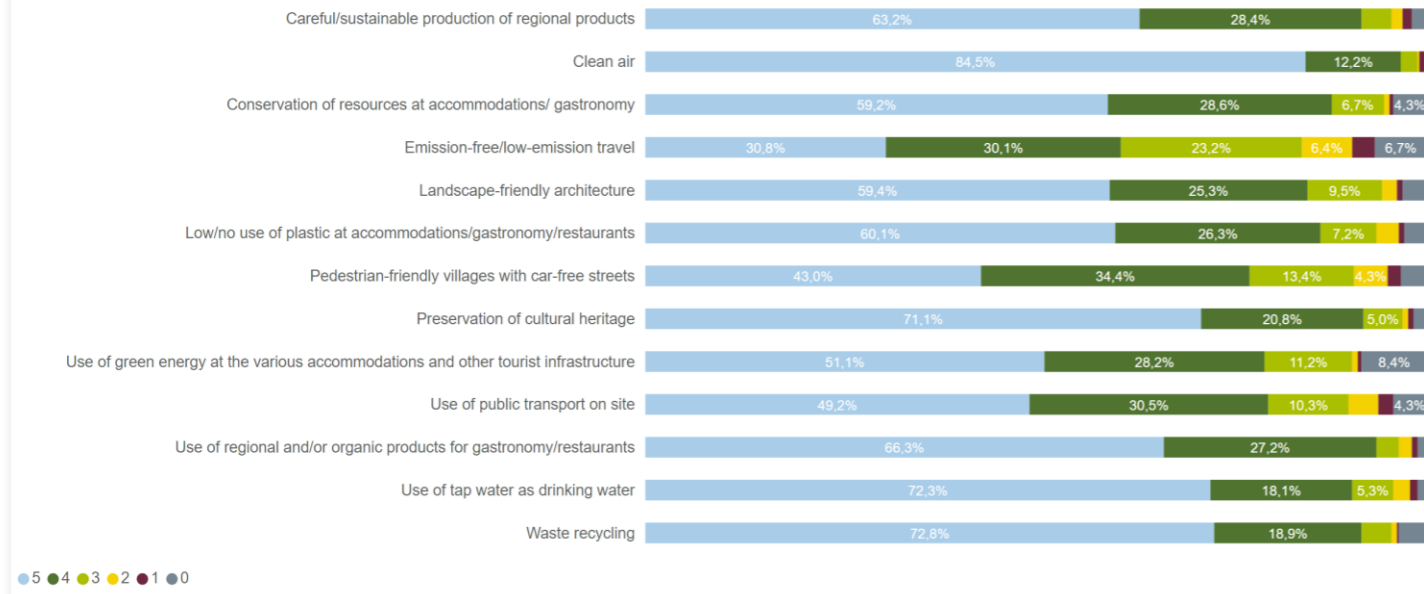
Gästeumfrage

Sustainability



419

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



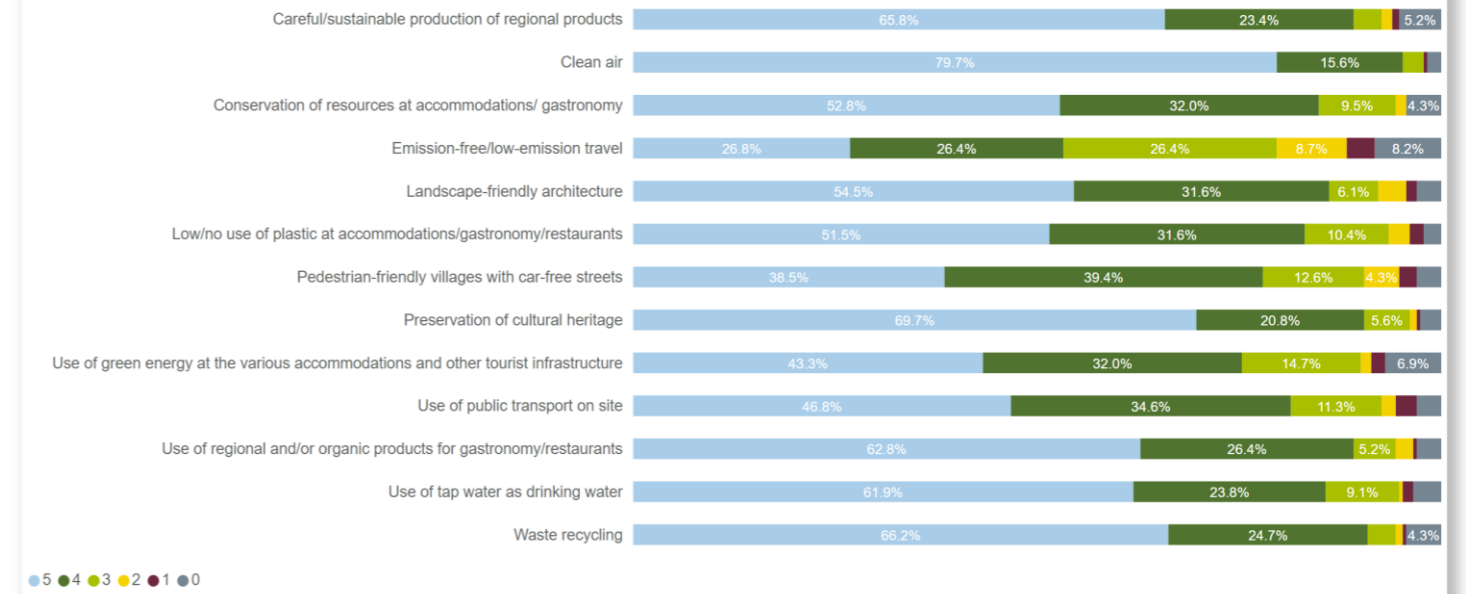
Gästeumfrage

Sustainability



231

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



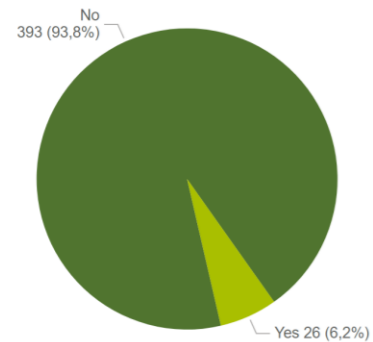
Gästeumfrage

Sustainability



419

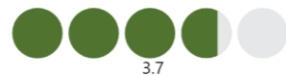
Are you familiar with tourism sustainability certifications?



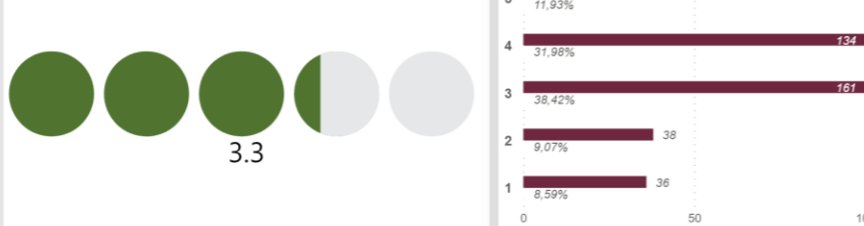
Which sustainability certifications do you know?

- 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) *



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



*Only who is familiar with certifications

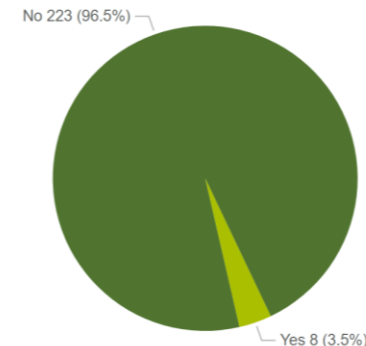
Gästeumfrage

Sustainability



231

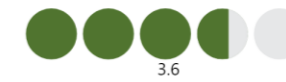
Are you familiar with tourism sustainability certifications?



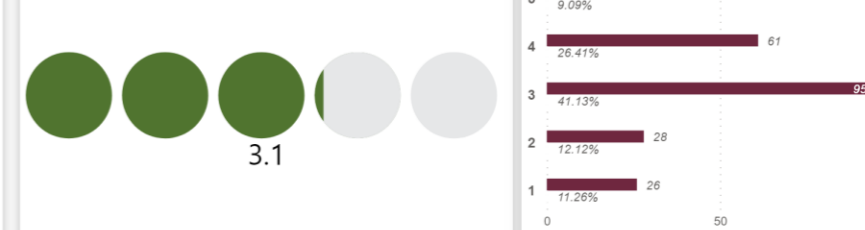
Which sustainability certifications do you know?

- 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) *



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



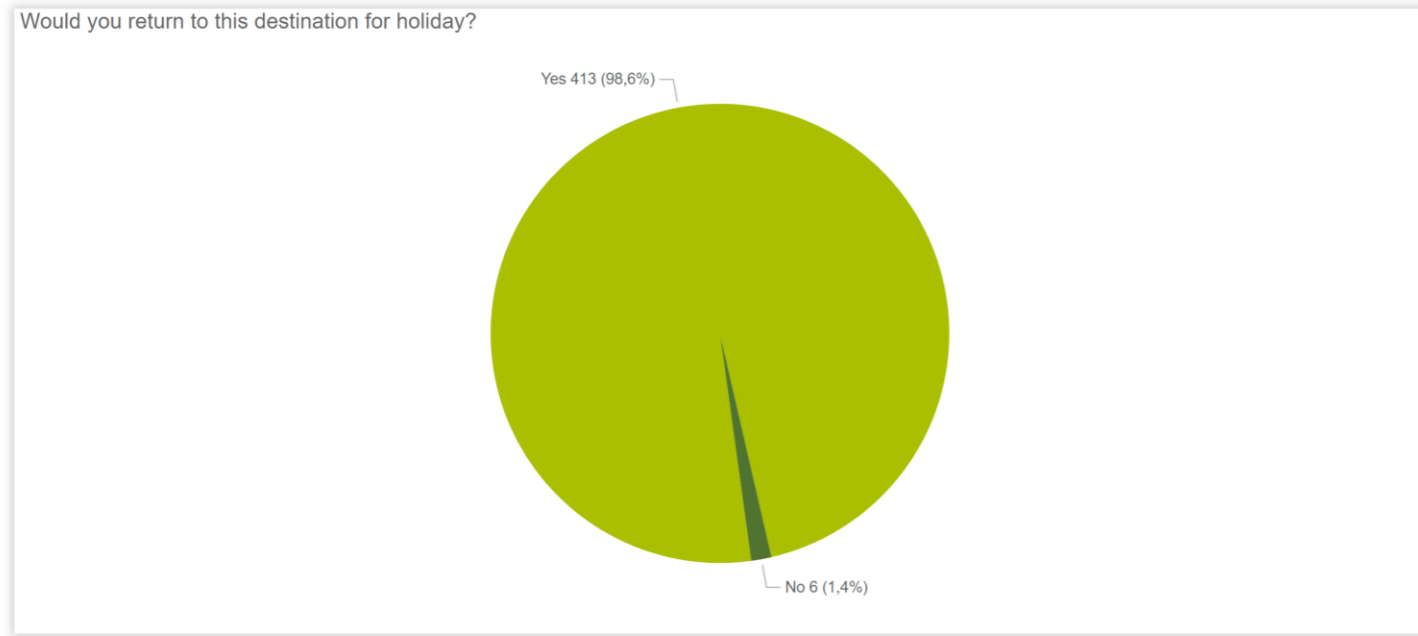
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Gästeumfrage

Sustainability



419

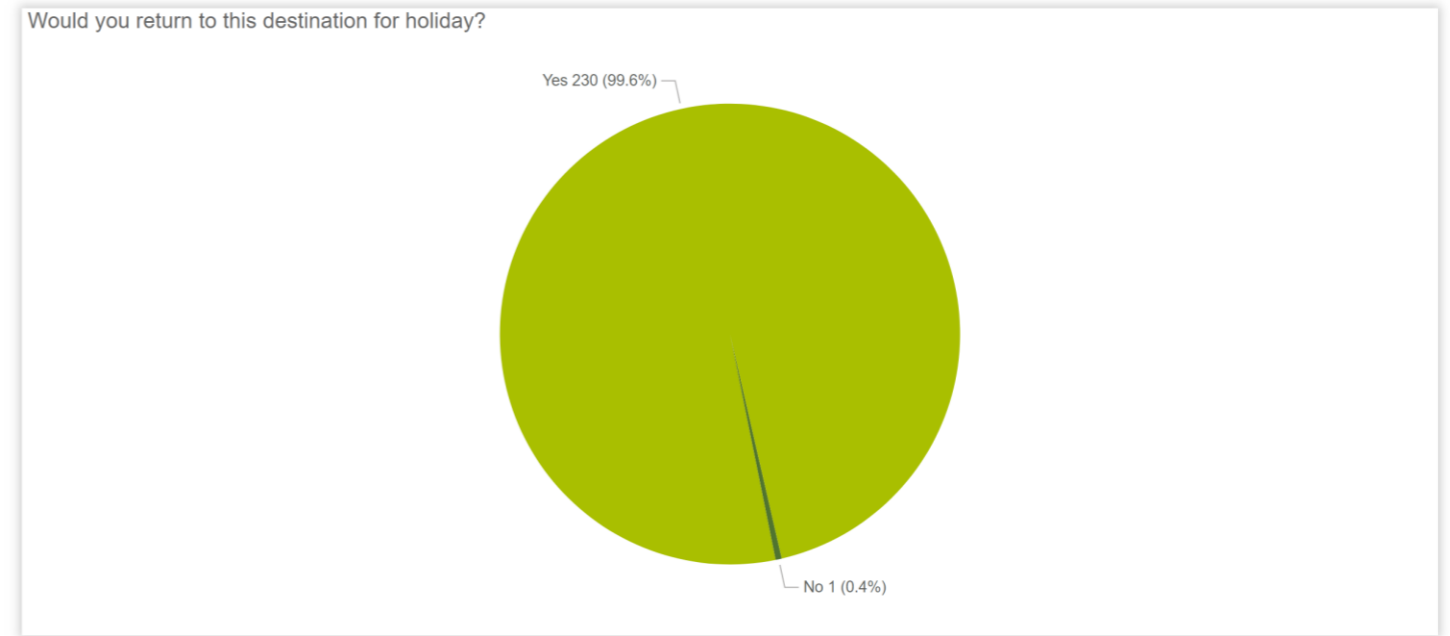


Gästeumfrage

Sustainability



231

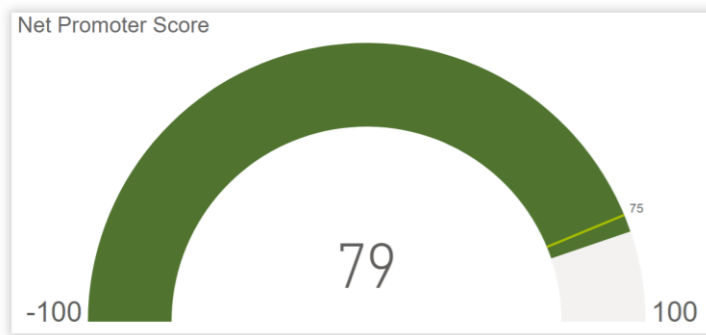


Gästeumfrage

Sustainability



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9,34
Average Rating

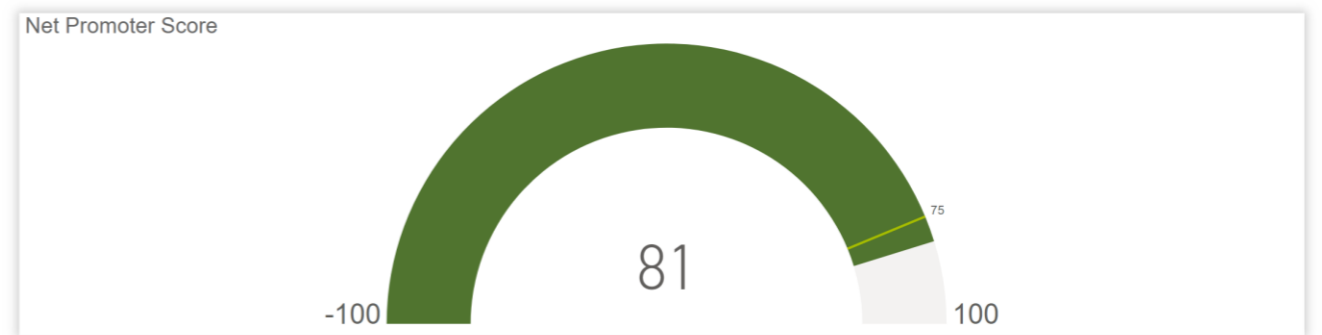
Category	Responses	Percentage
Detractor(0-6)	15	3,58%
Passive(7-8)	58	13,84%
Promoter(9-10)	346	82,58%
Gesamt	419	100,00%

Gästeumfrage

Sustainability



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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%

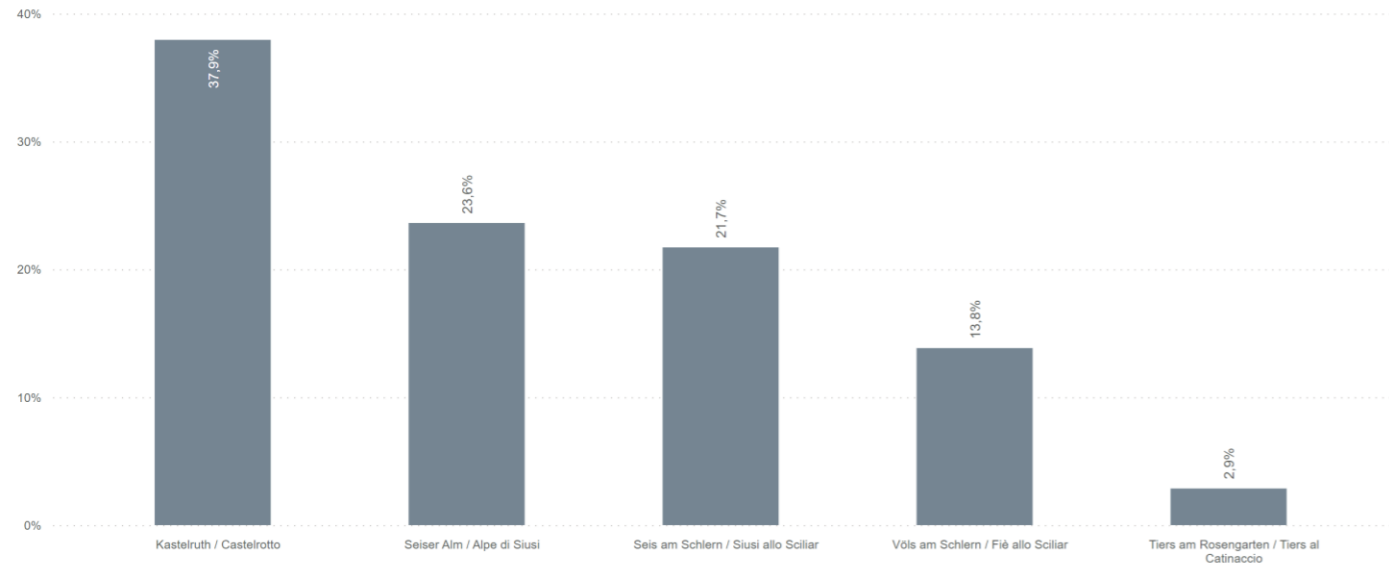
Gästeumfrage

General questions



419

In which holiday village do you stay?



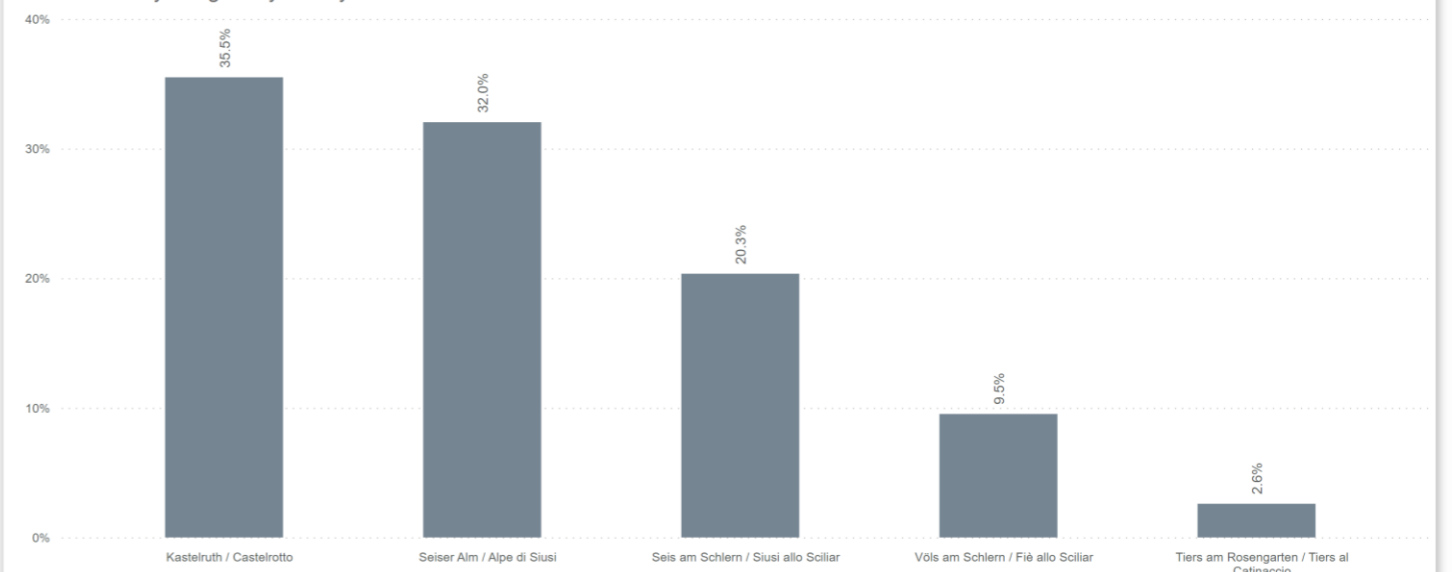
Gästeumfrage

General questions



231

In which holiday village do you stay?



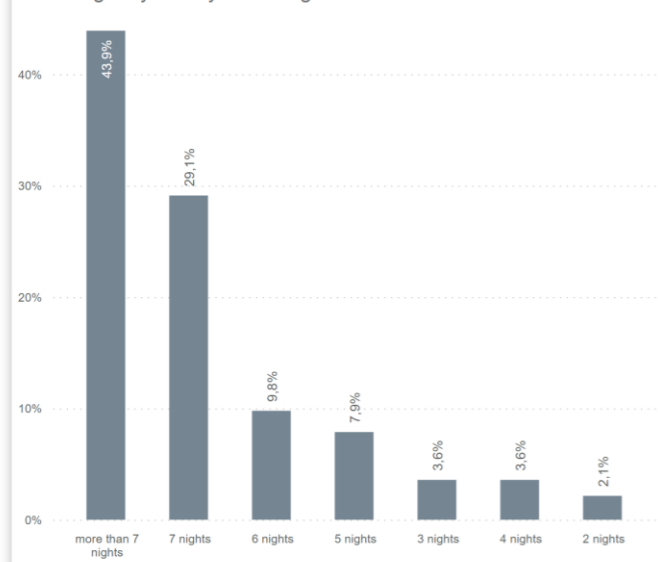
Gästeumfrage

General questions

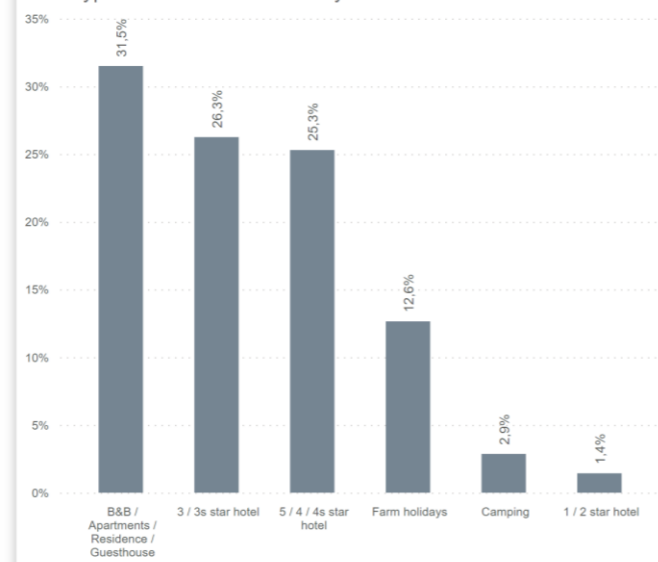


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How long do you stay in the region?



What type of accommodation did you choose?



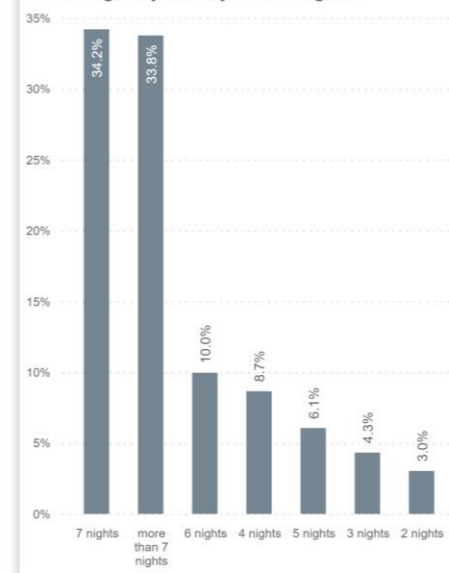
Gästeumfrage

General questions



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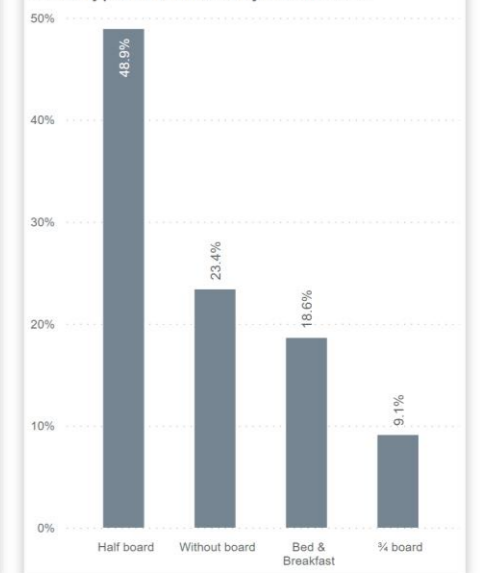
How long do you stay in the region?



What type of accommodation did you choose?



What type of board did you choose?



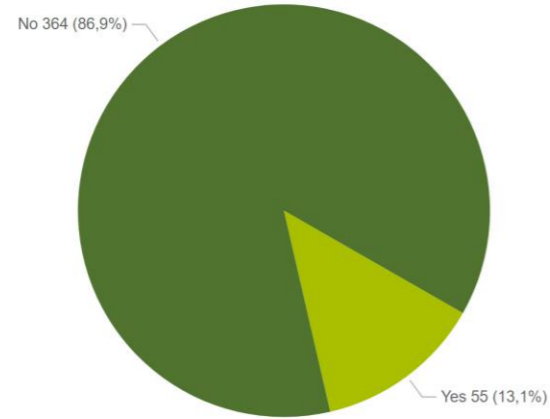
Gästeumfrage

General questions



419

Is this your first stay in this region?



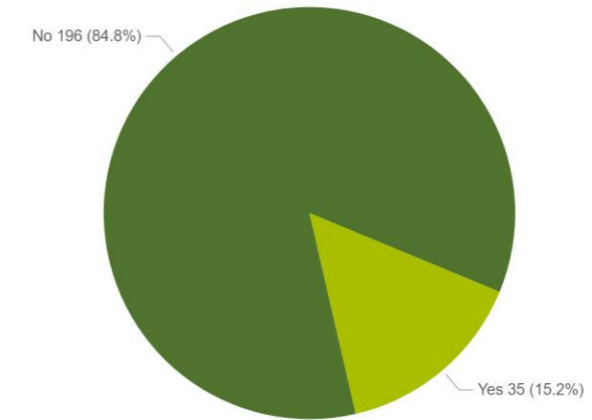
Gästeumfrage

General questions



231

Is this your first stay in this region?



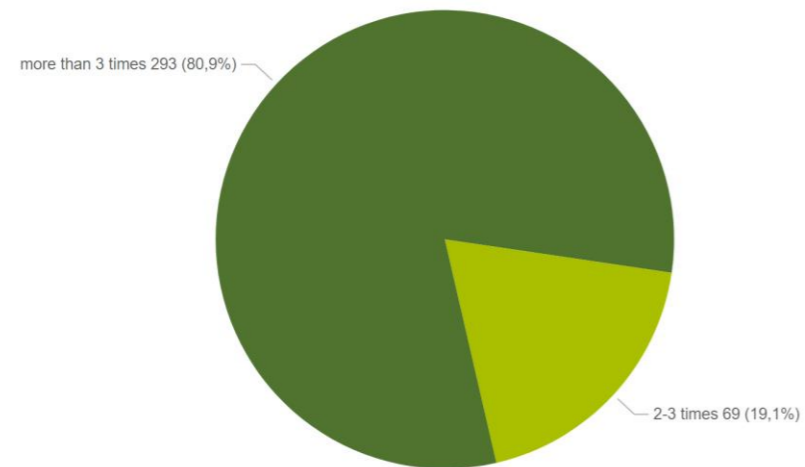
Gästeumfrage

General questions



364

How often have you visited this region in total? *



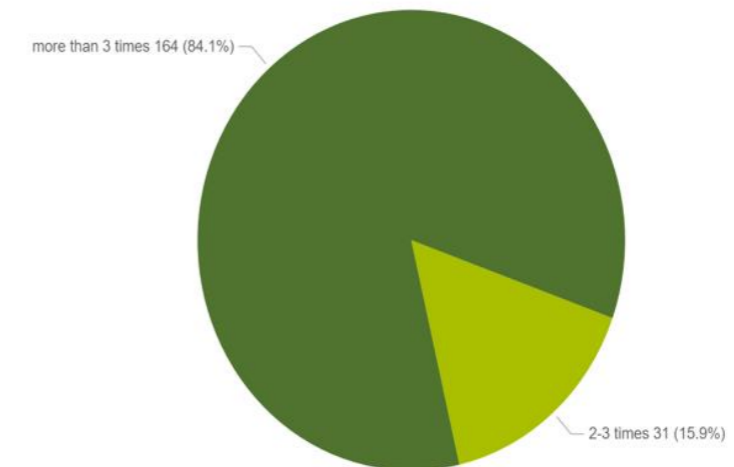
Gästeumfrage

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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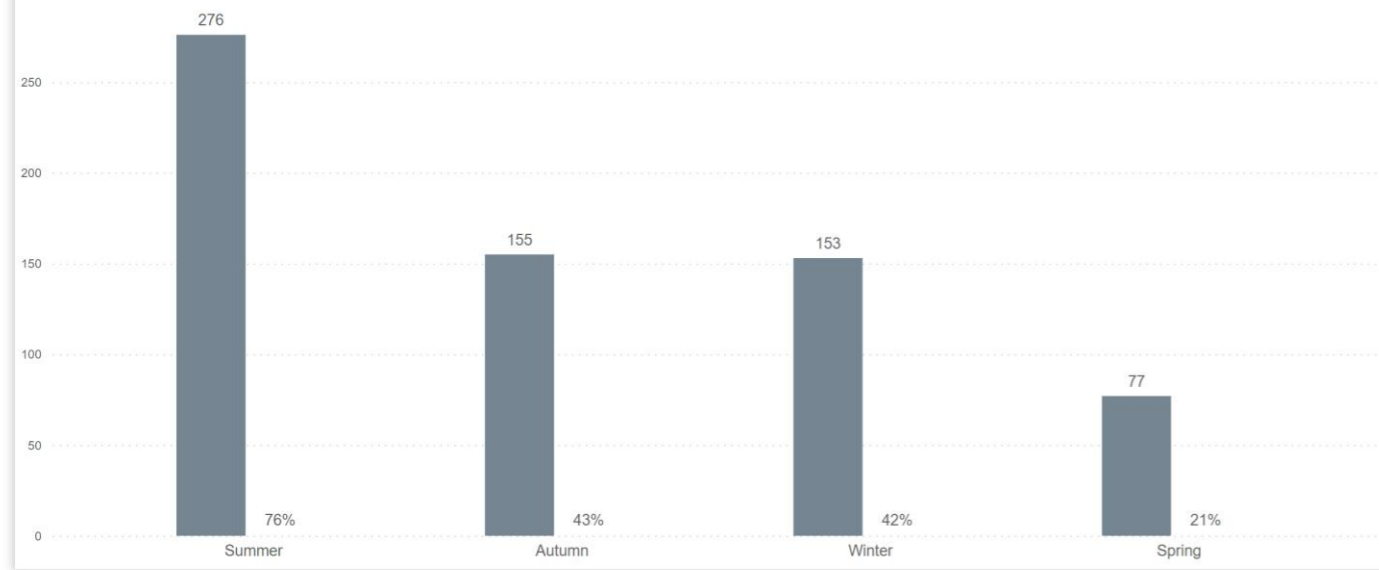
Gästeumfrage

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.

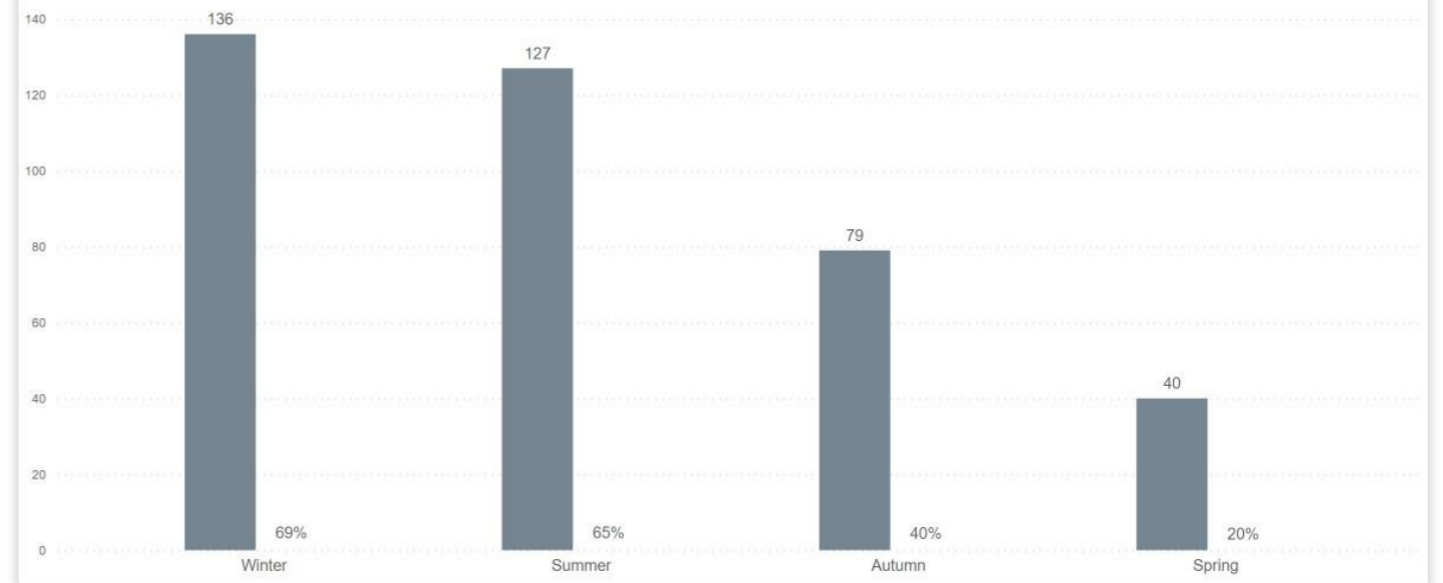
Gästeumfrage

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.

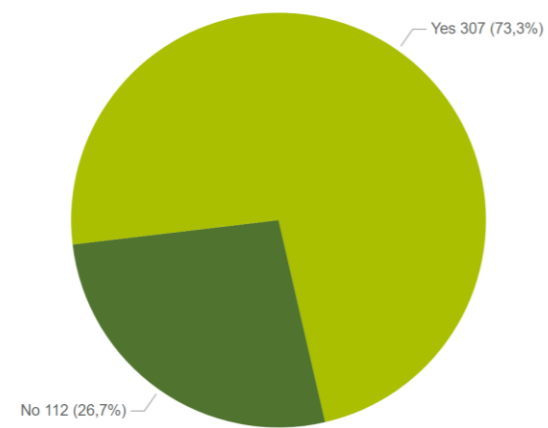
Gästeumfrage

General questions



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Have you holidayed in other South Tyrolean holiday regions?



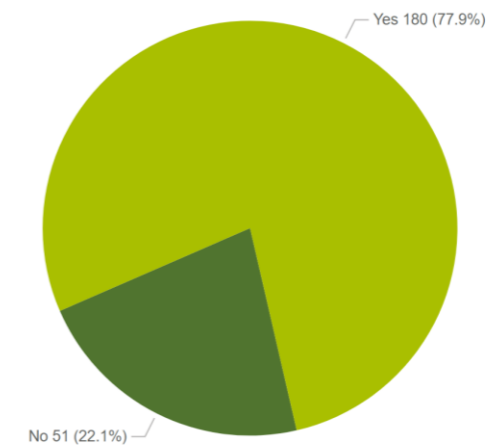
Gästeumfrage

General questions



231

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



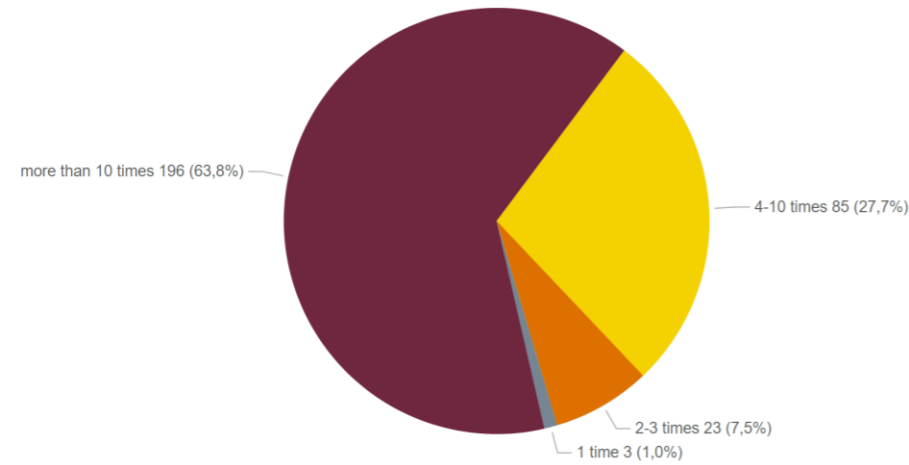
Gästeumfrage

General questions



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.

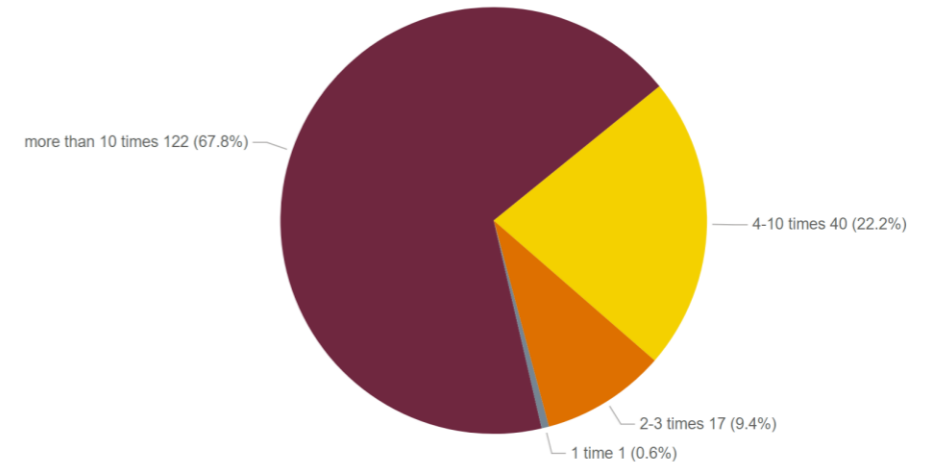
Gästeumfrage

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.

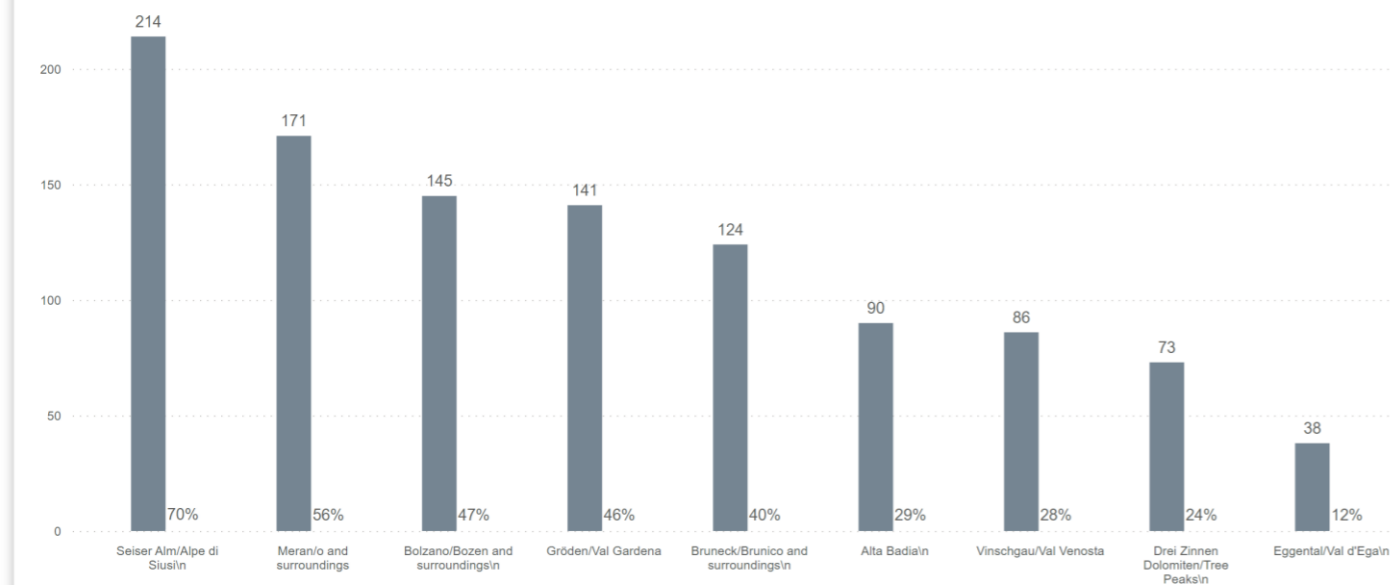
Gästeumfrage

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

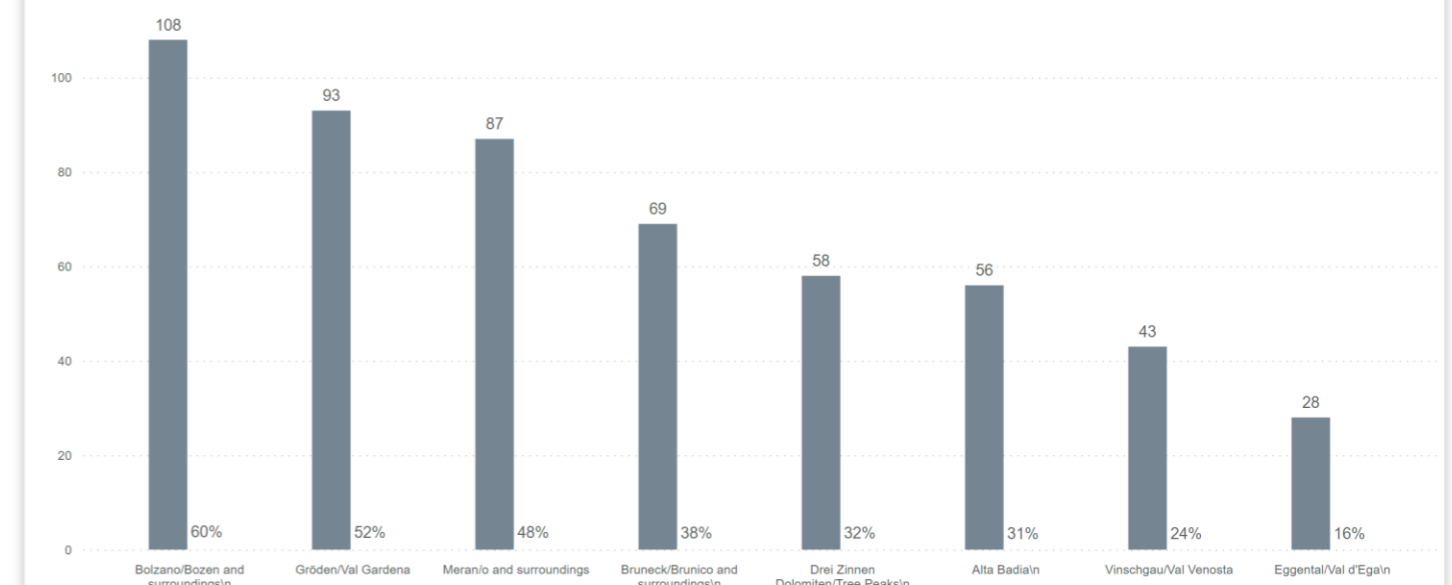
Gästeumfrage

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