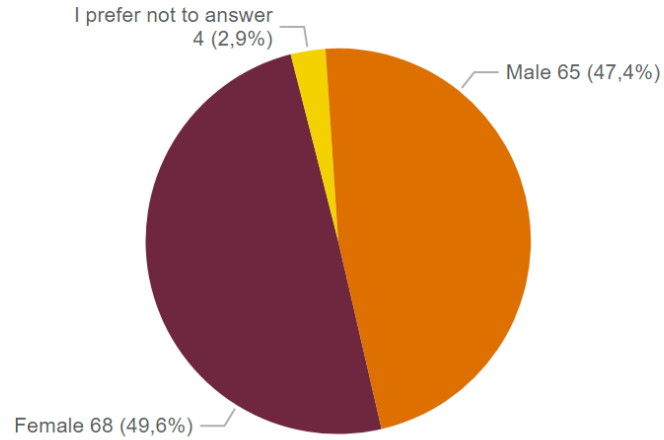
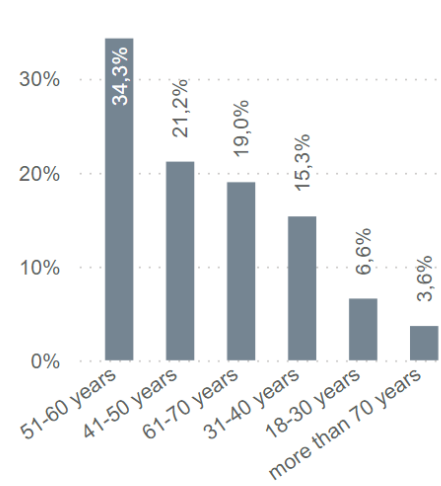


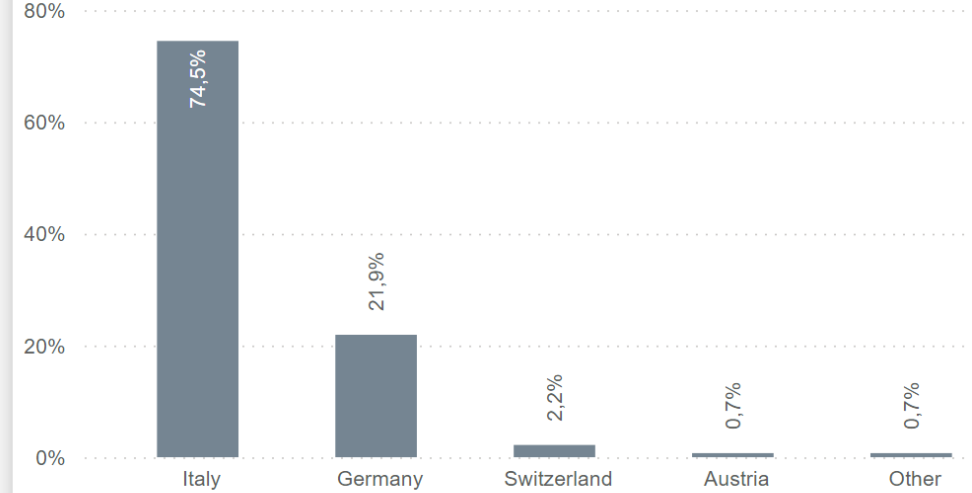
Gender:



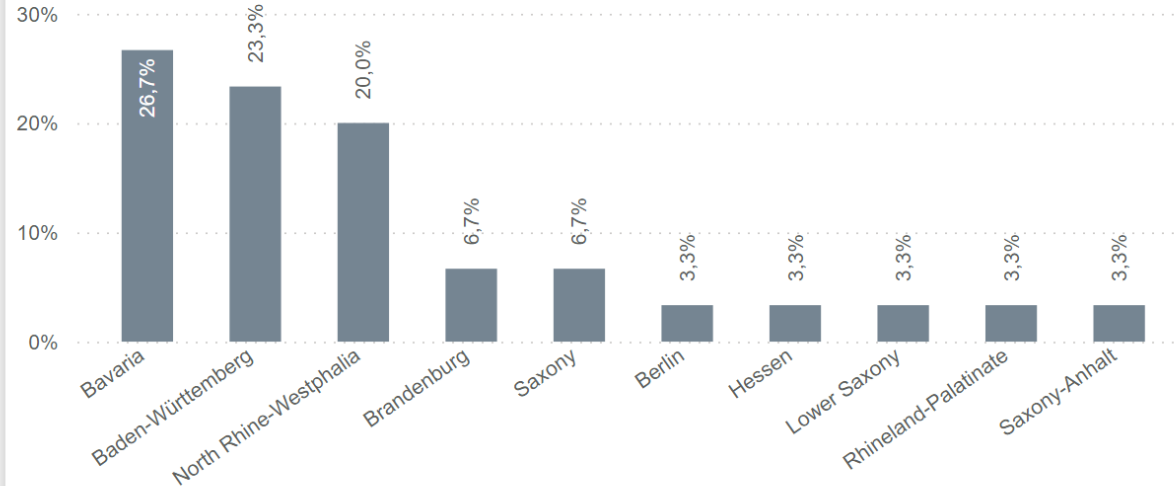
Age:



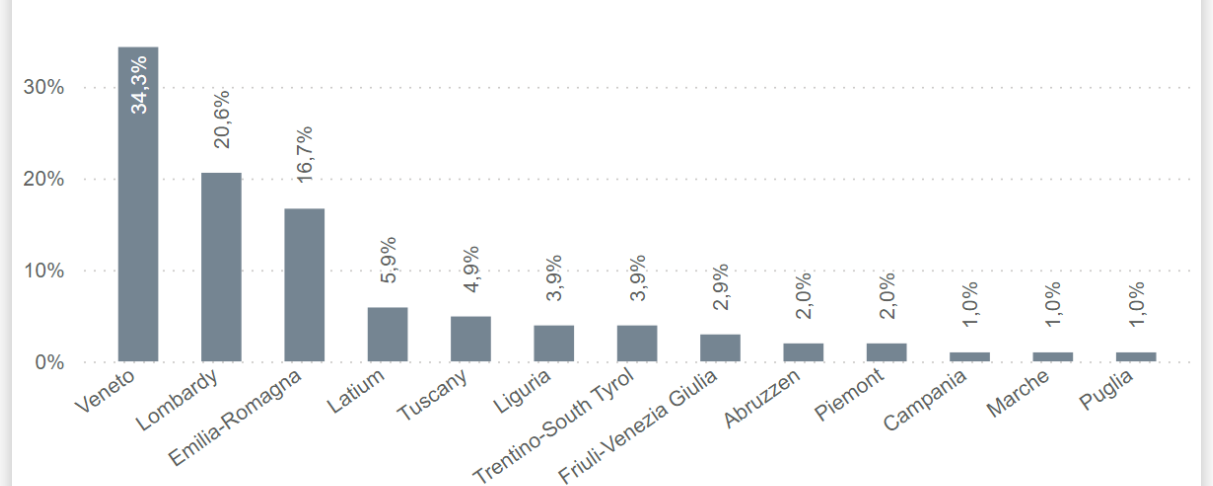
Residency (Country):



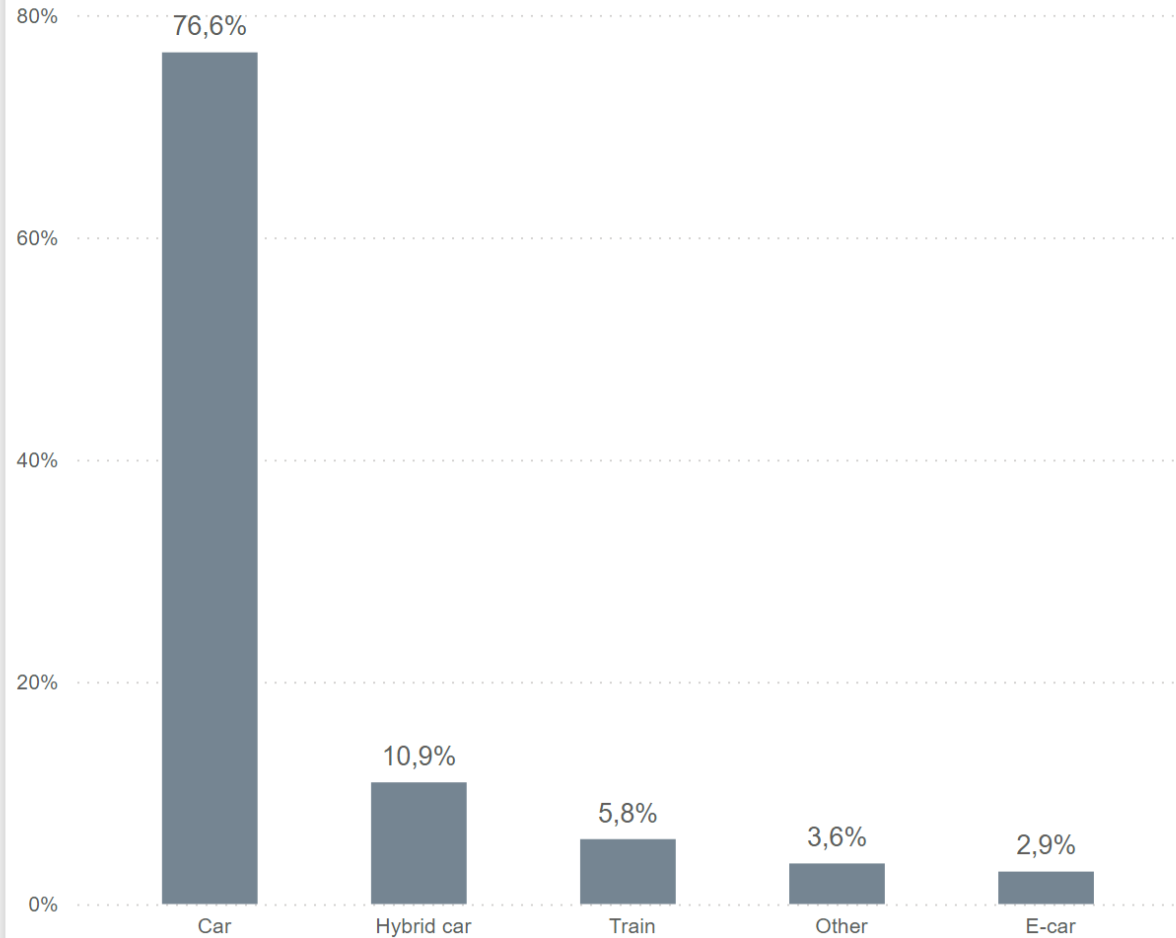
Deutschland:



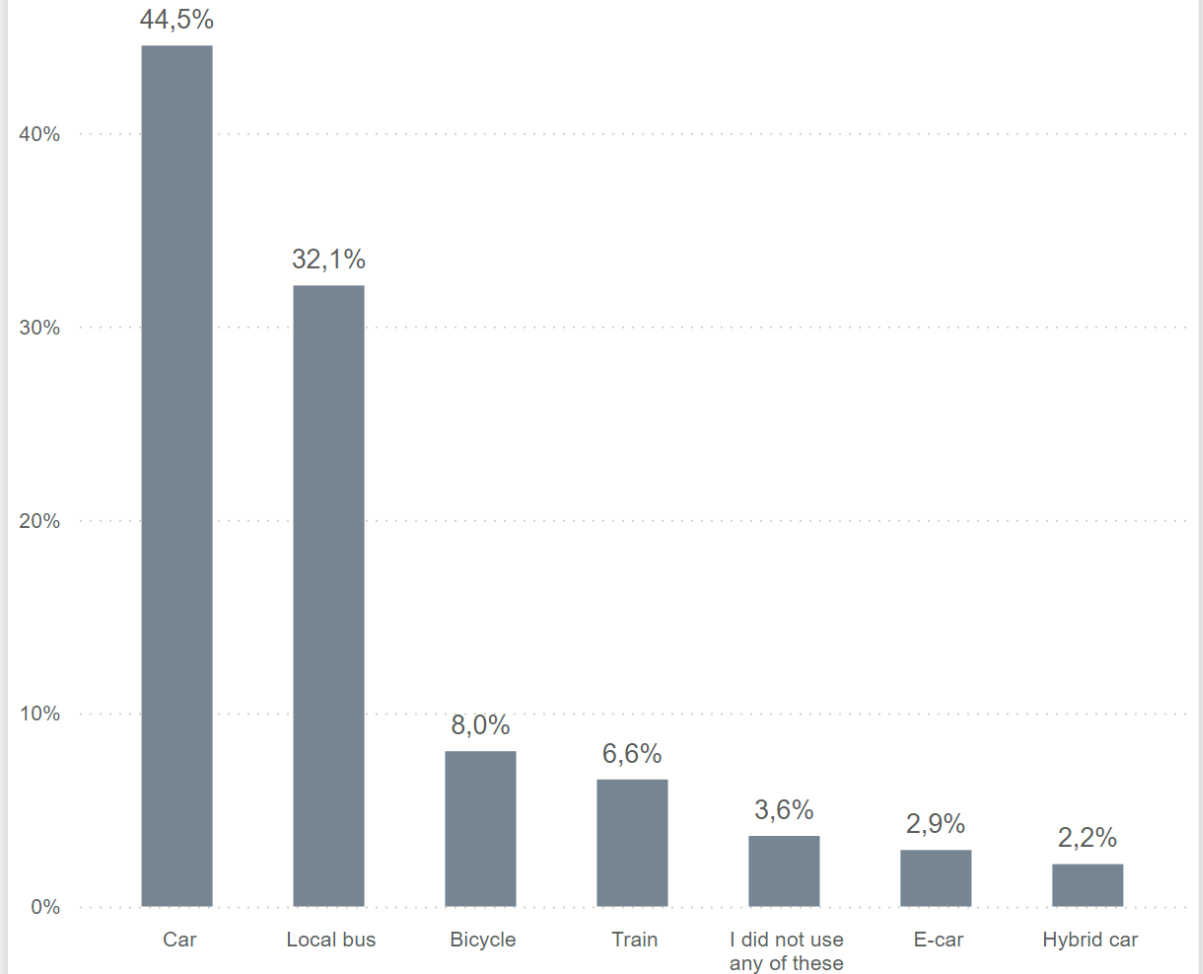
Italia:



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



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

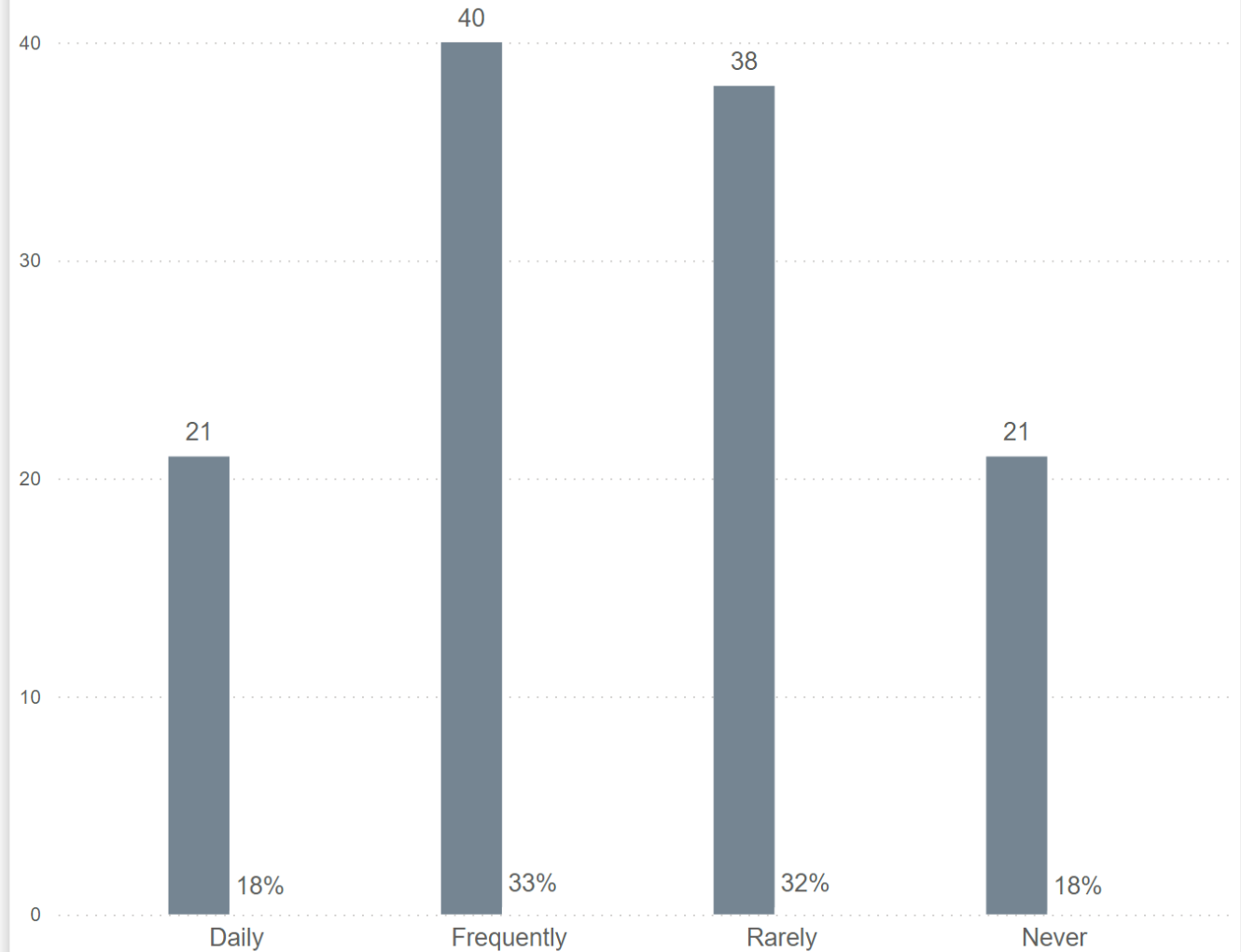


*Main means of transport (based on km travelled)

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? *

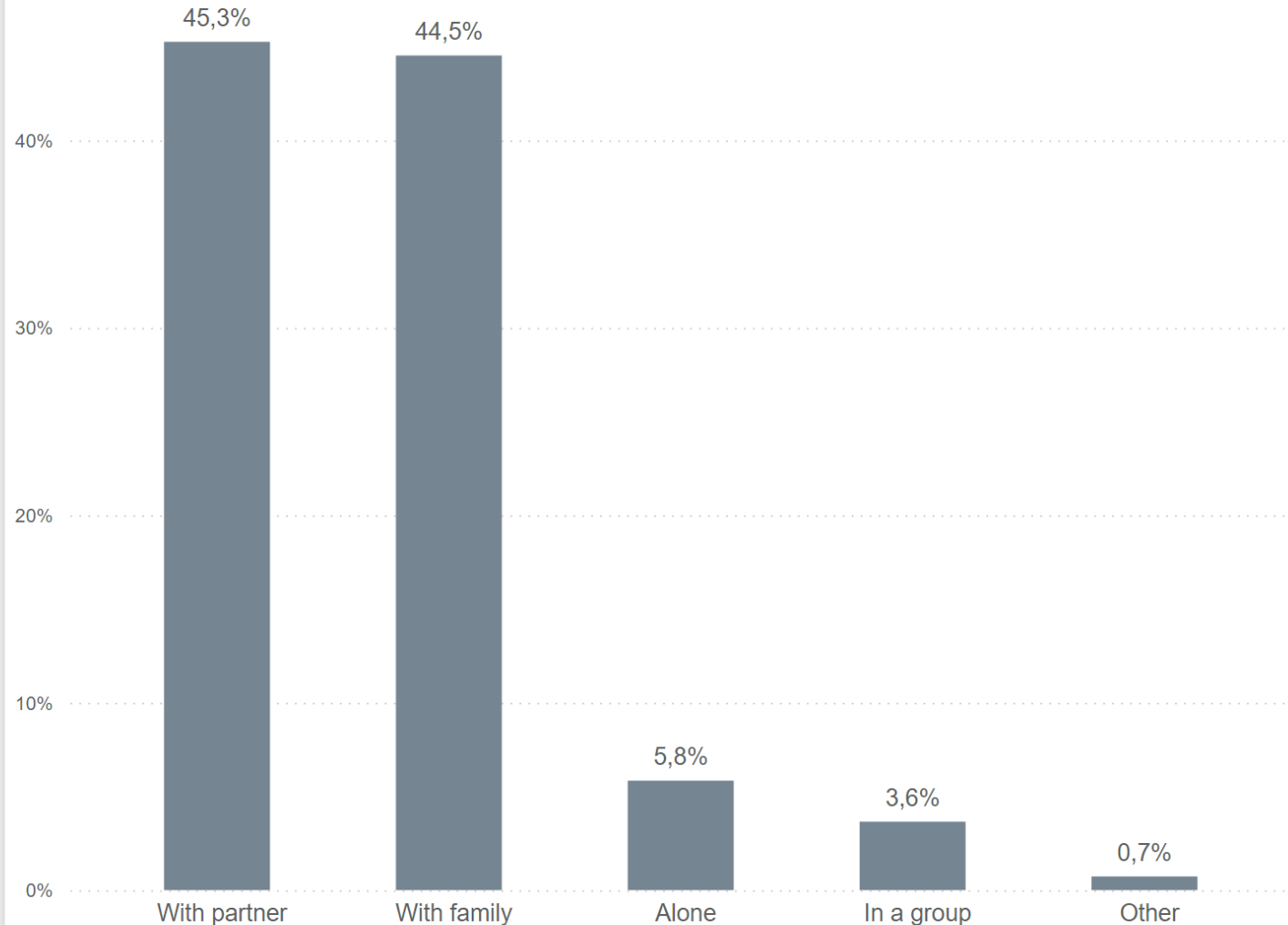


*Only for the Yes Responses

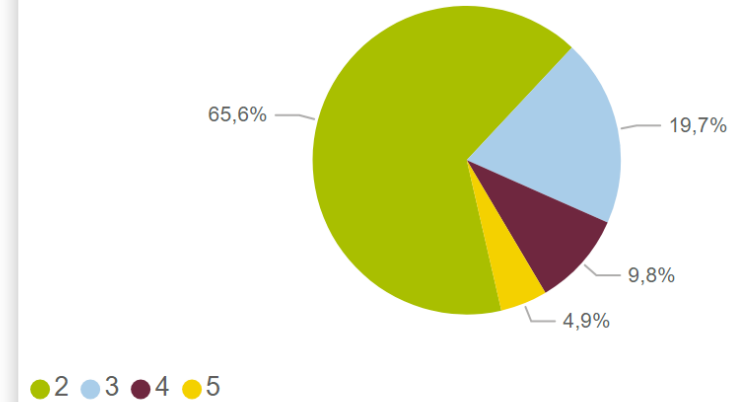
Expenses/cost

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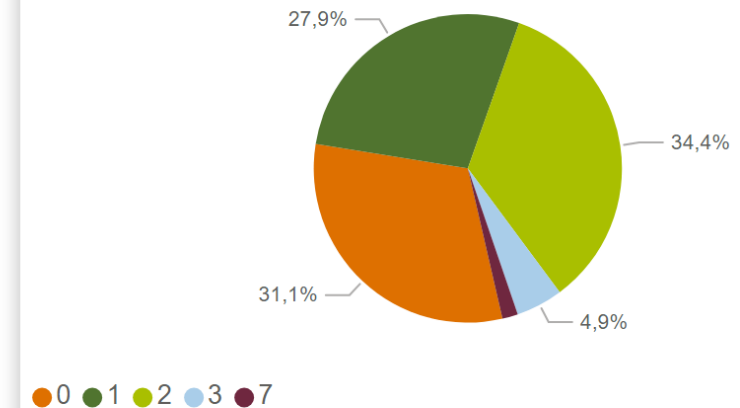
With whom do you travel?



How many adults? *

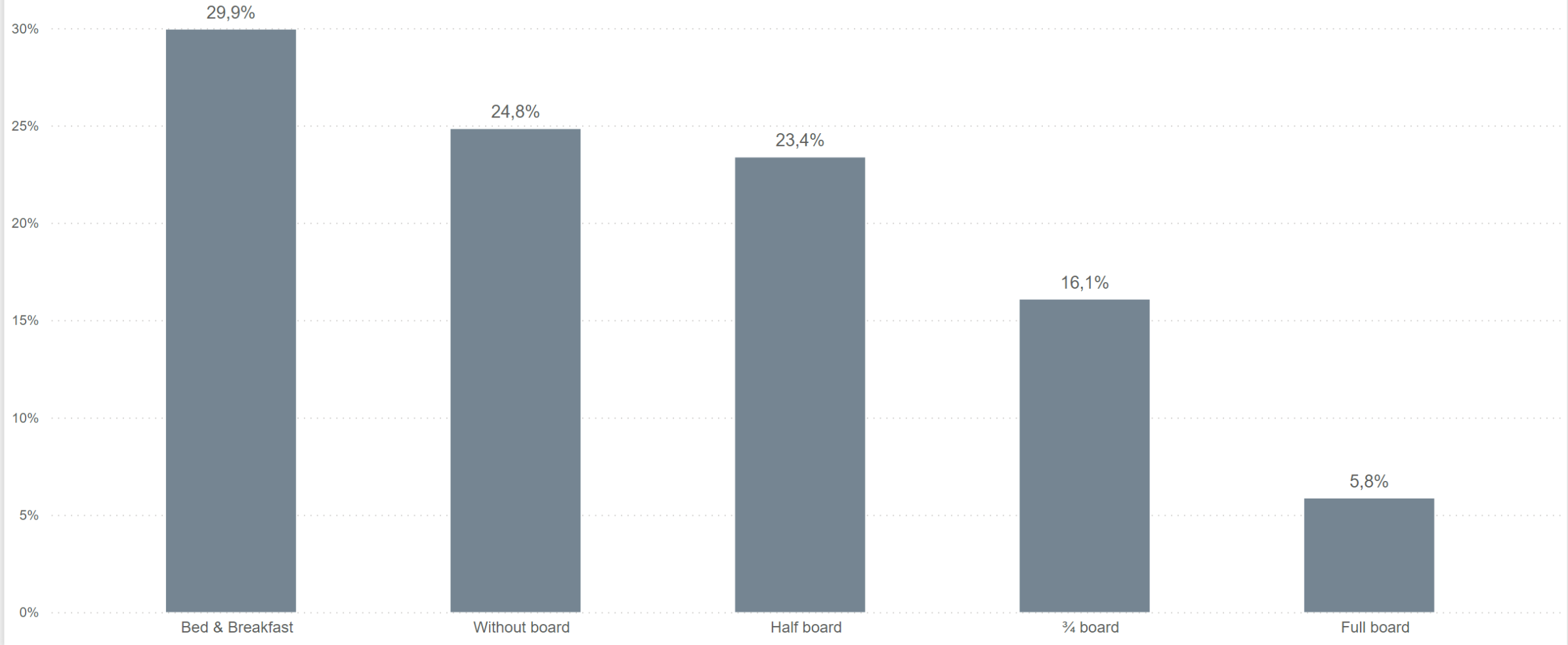


How many children? *



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

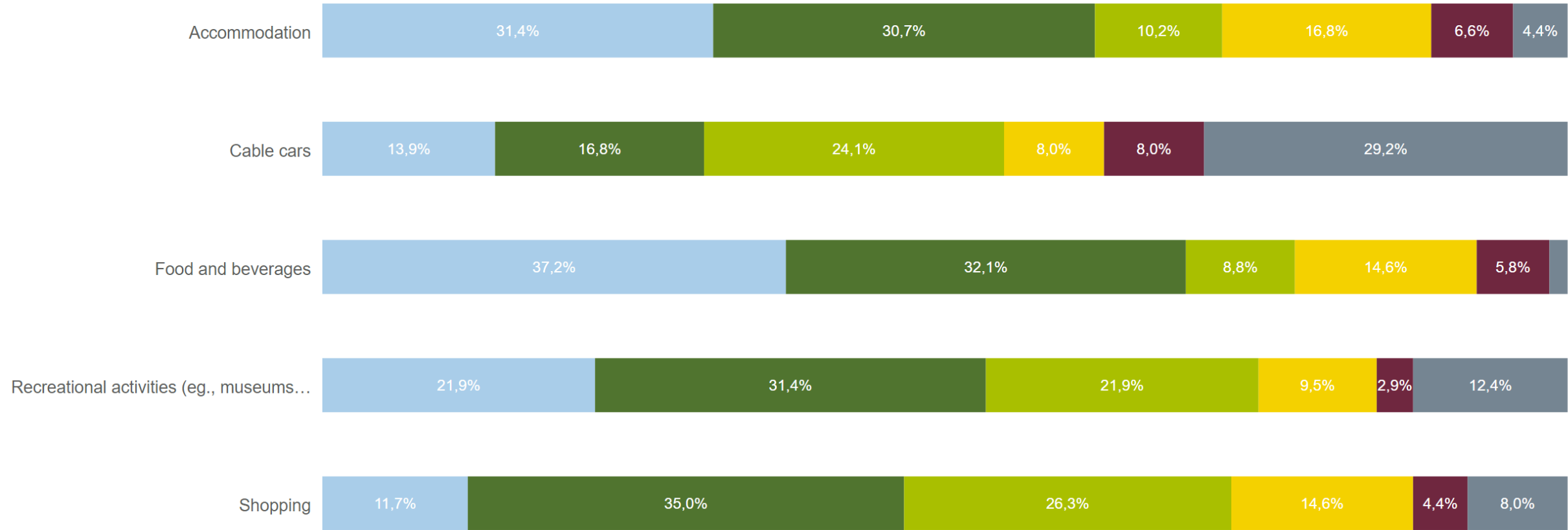
What type of accommodation did you choose?



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)

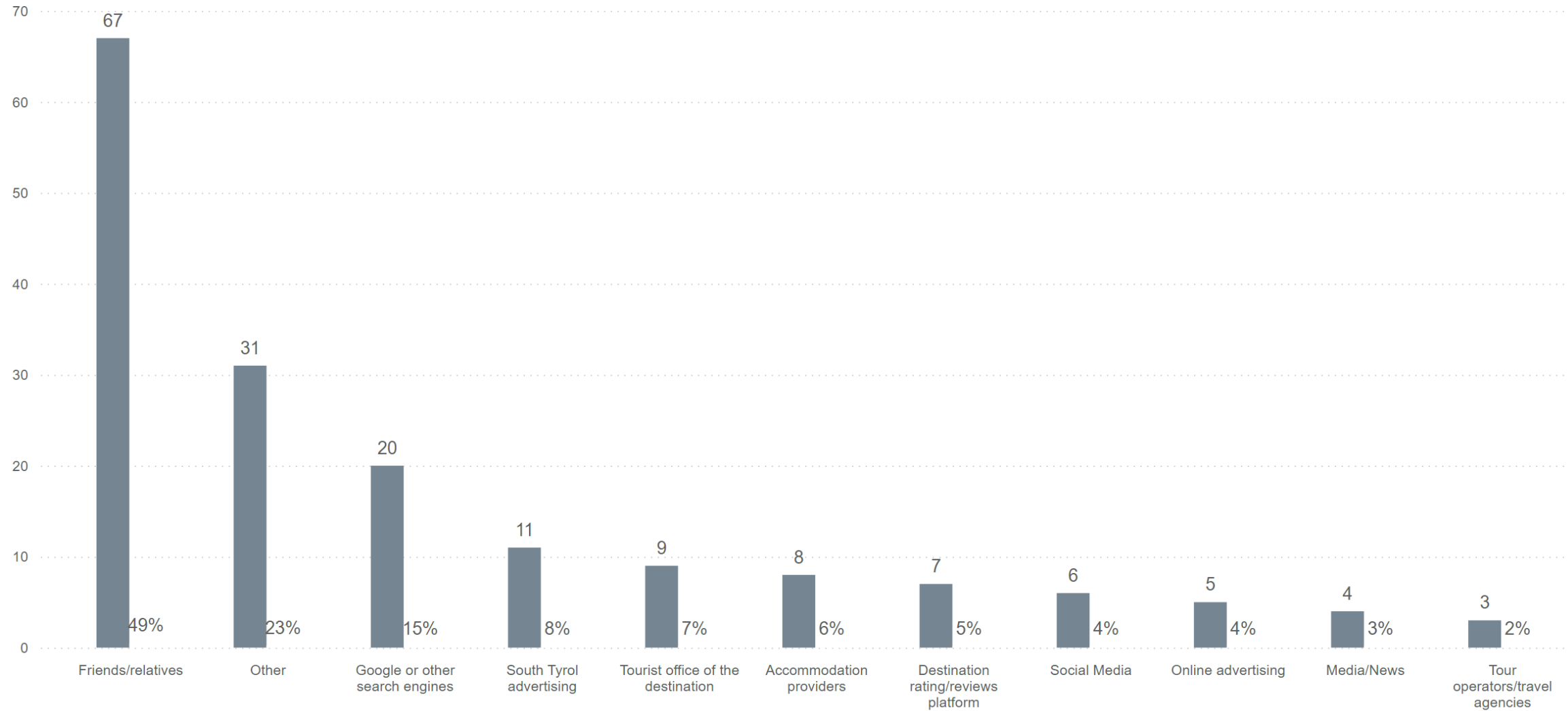


5 4 3 2 1 0

Reason for holiday and activities

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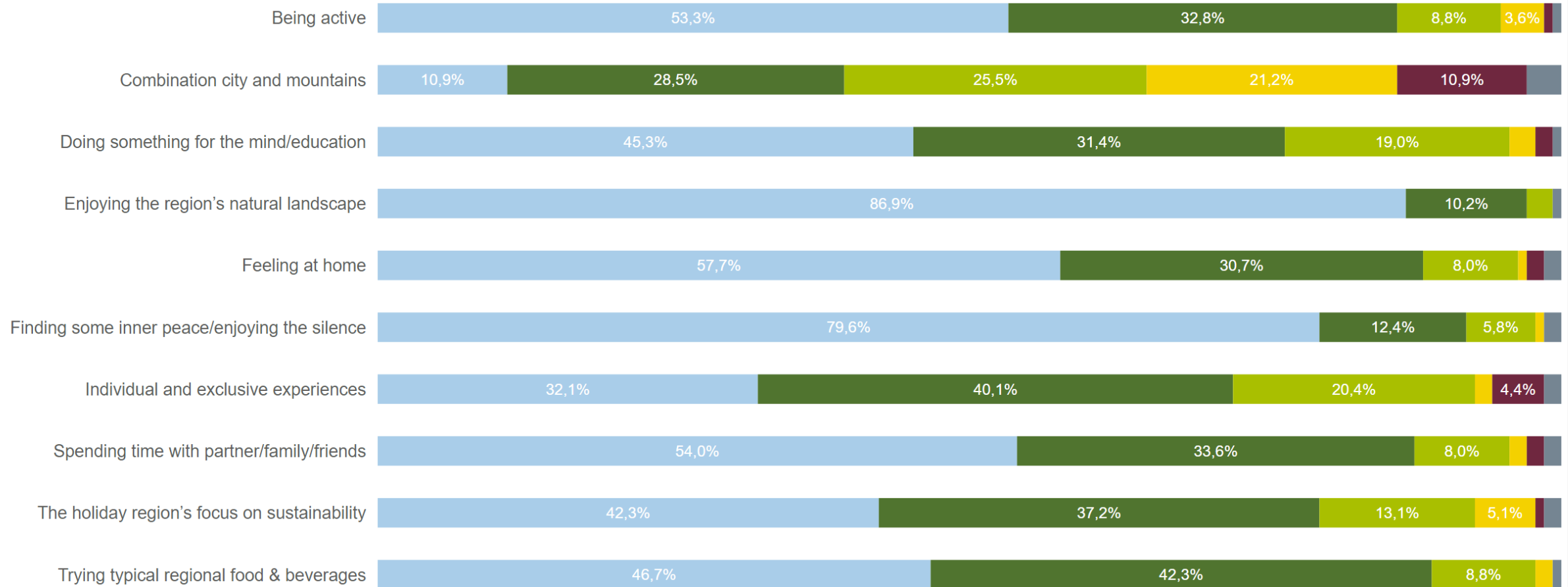
How did you hear about the region?



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)

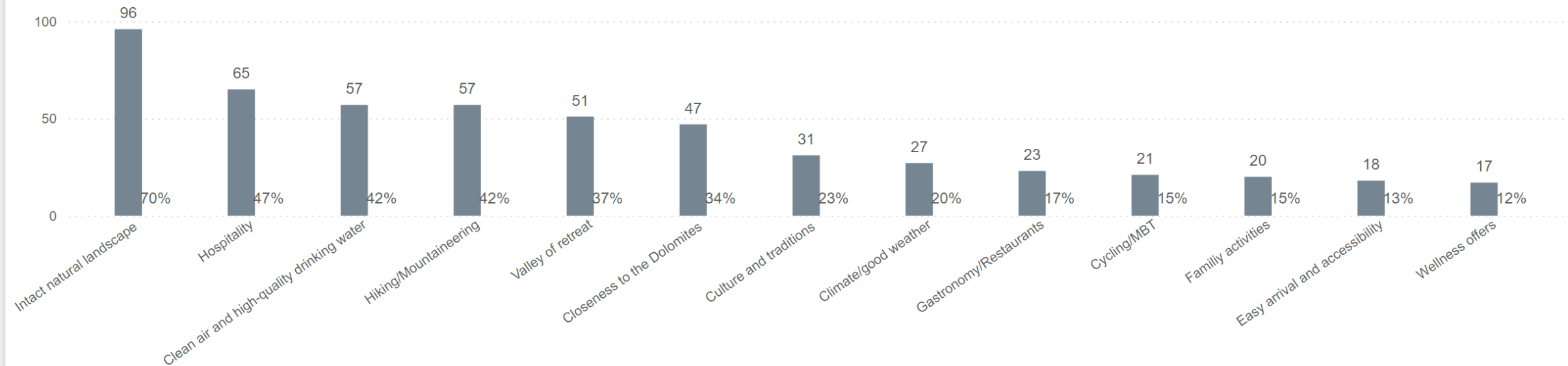


● 5 ● 4 ● 3 ● 2 ● 1 ● 0

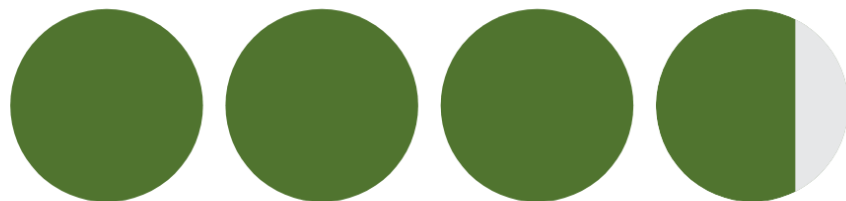
Reason for holiday and activities

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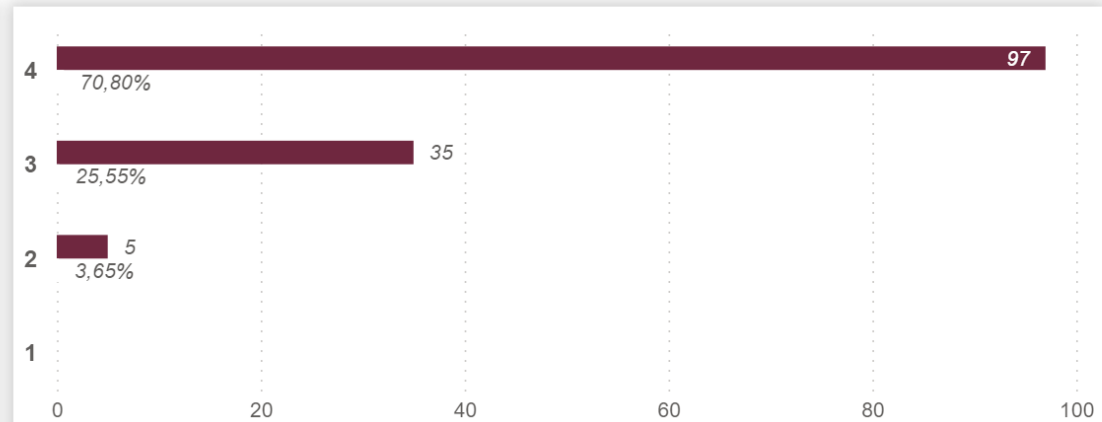
Why did you choose this region as your holiday destination?



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



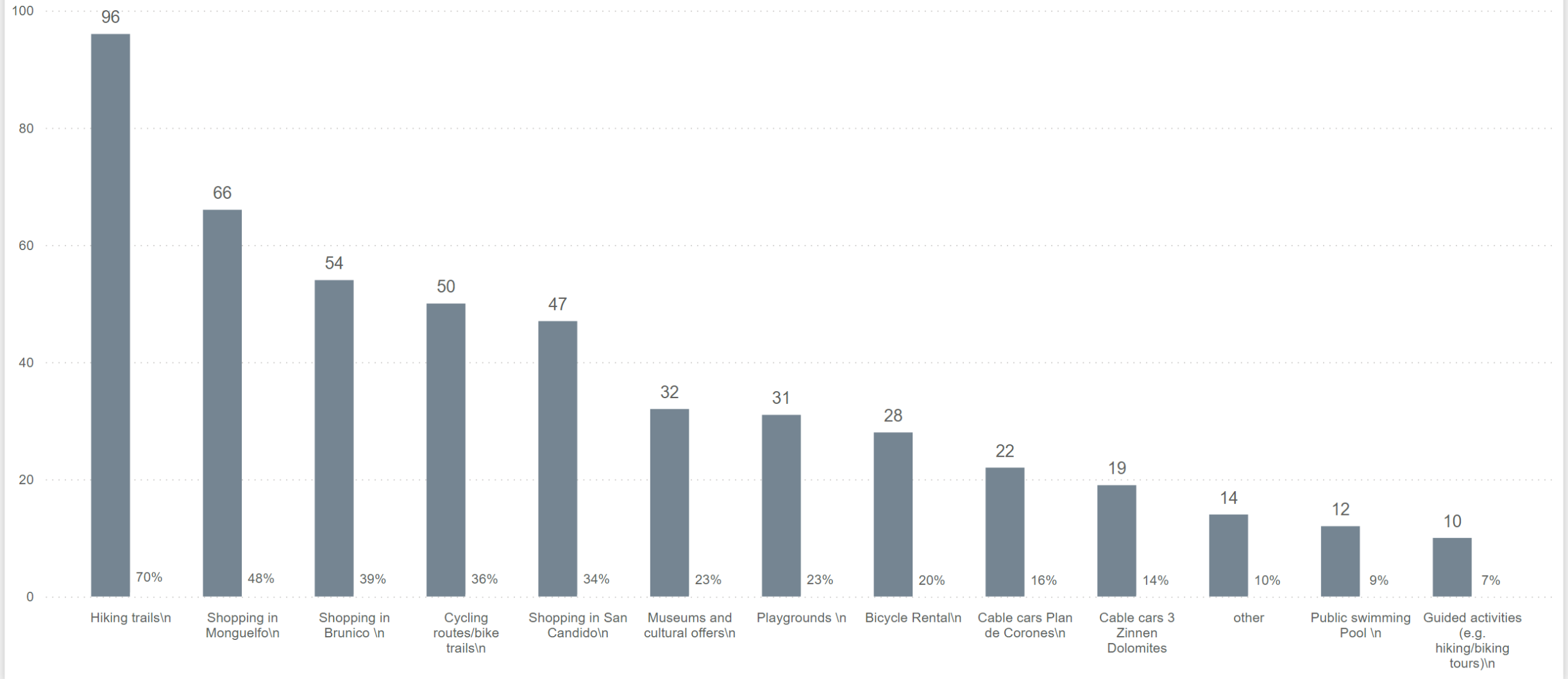
3.7



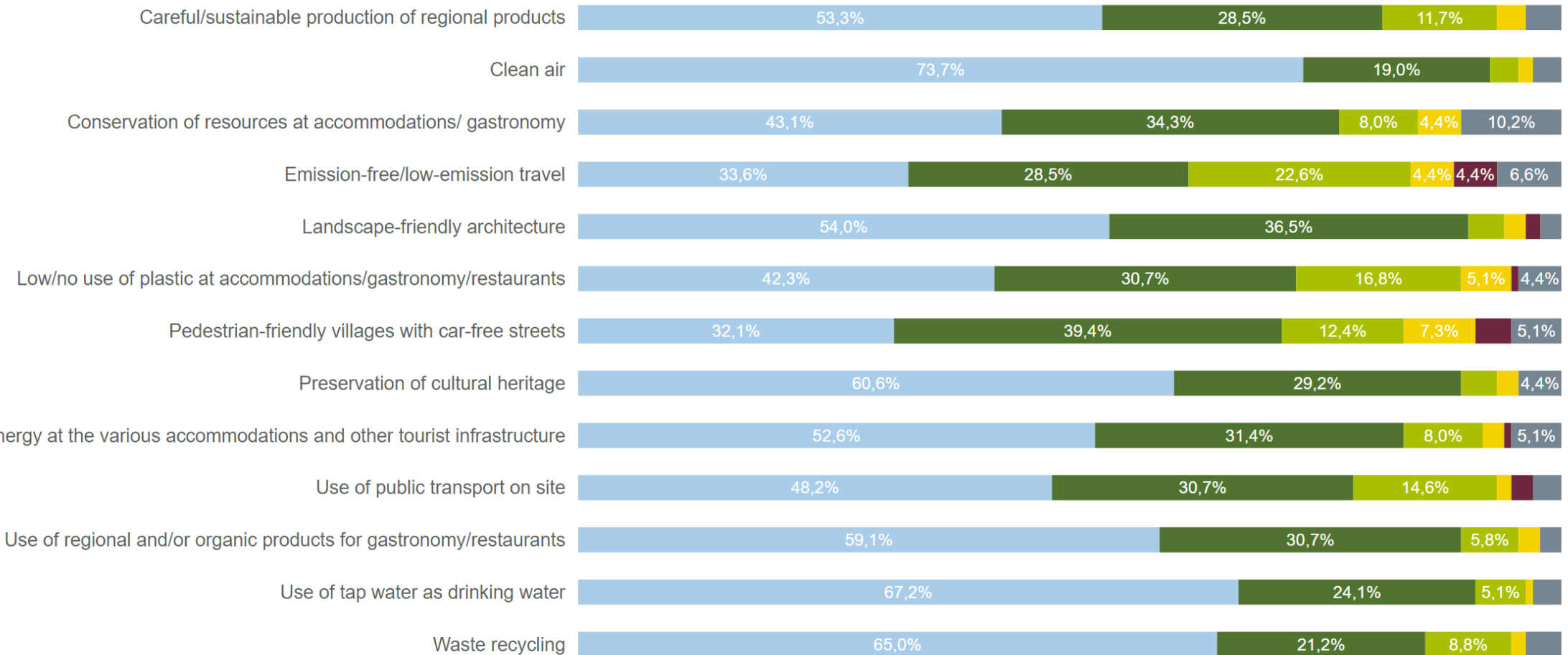
Reason for holiday and activities

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

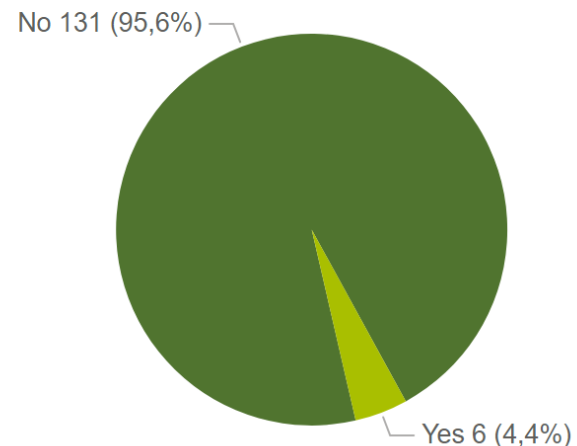


What do you associate with the term “sustainable tourism”? (5 = totally agree, 1 = disagree, 0 = no answer)



● 5 ● 4 ● 3 ● 2 ● 1 ● 0

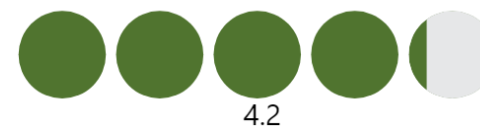
Are you familiar with tourism sustainability certifications?



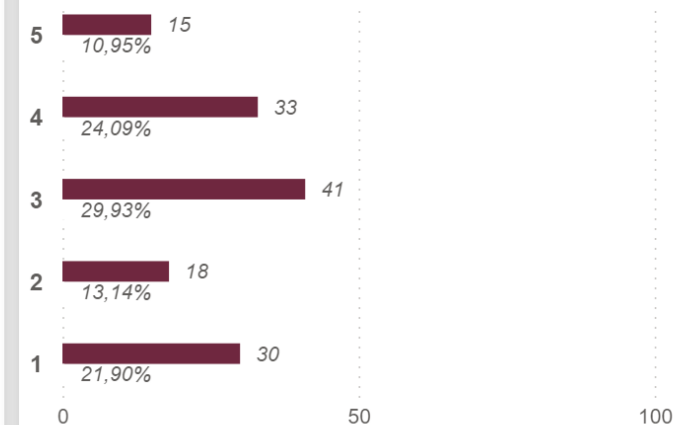
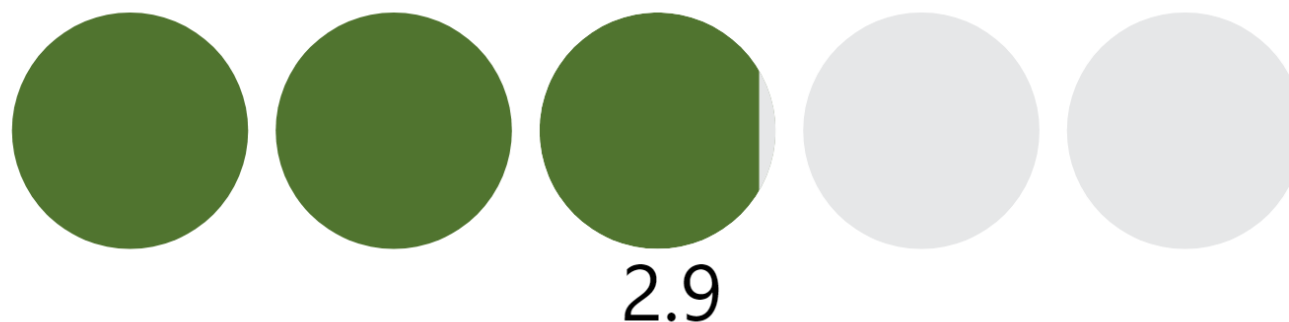
Which sustainability certifications do you know?

▼
Gstc
EU Ecolabel
Biohotel
Acqua potabile dal rubinetto

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

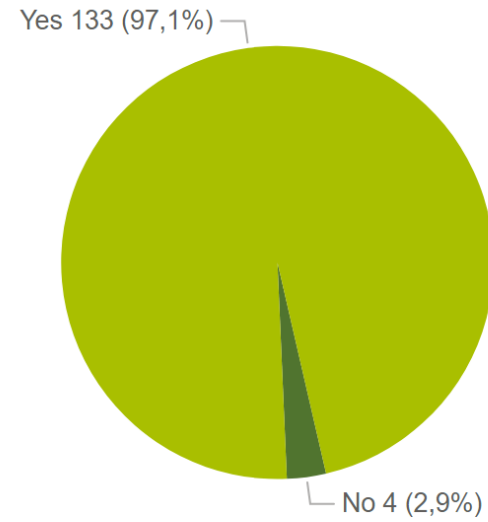


How important is certification when selecting your ideal holiday region? (1 = Unimportant, 5 = Very important)



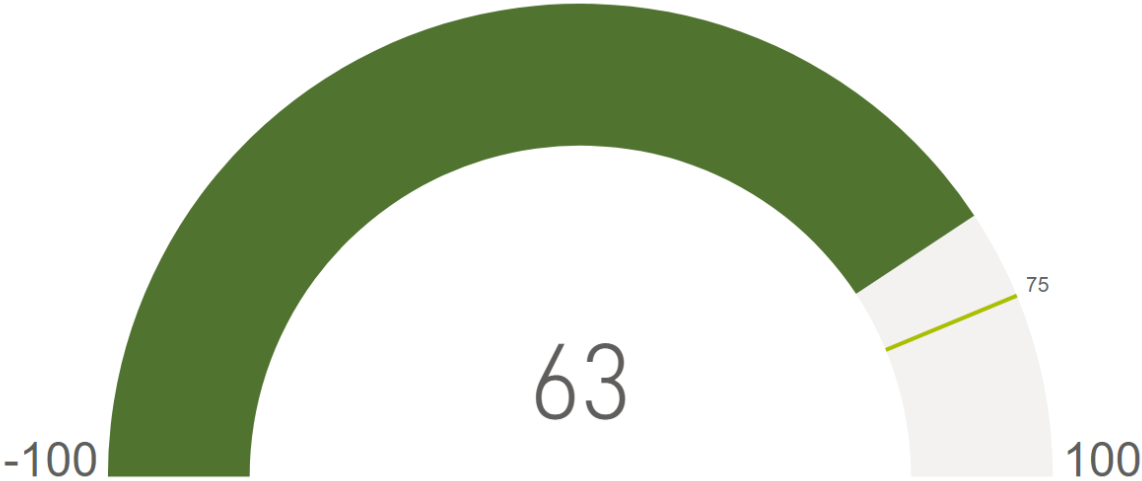
*Only who is familiar with certifications

Would you return to this destination for holiday?



Why?

Net Promoter Score

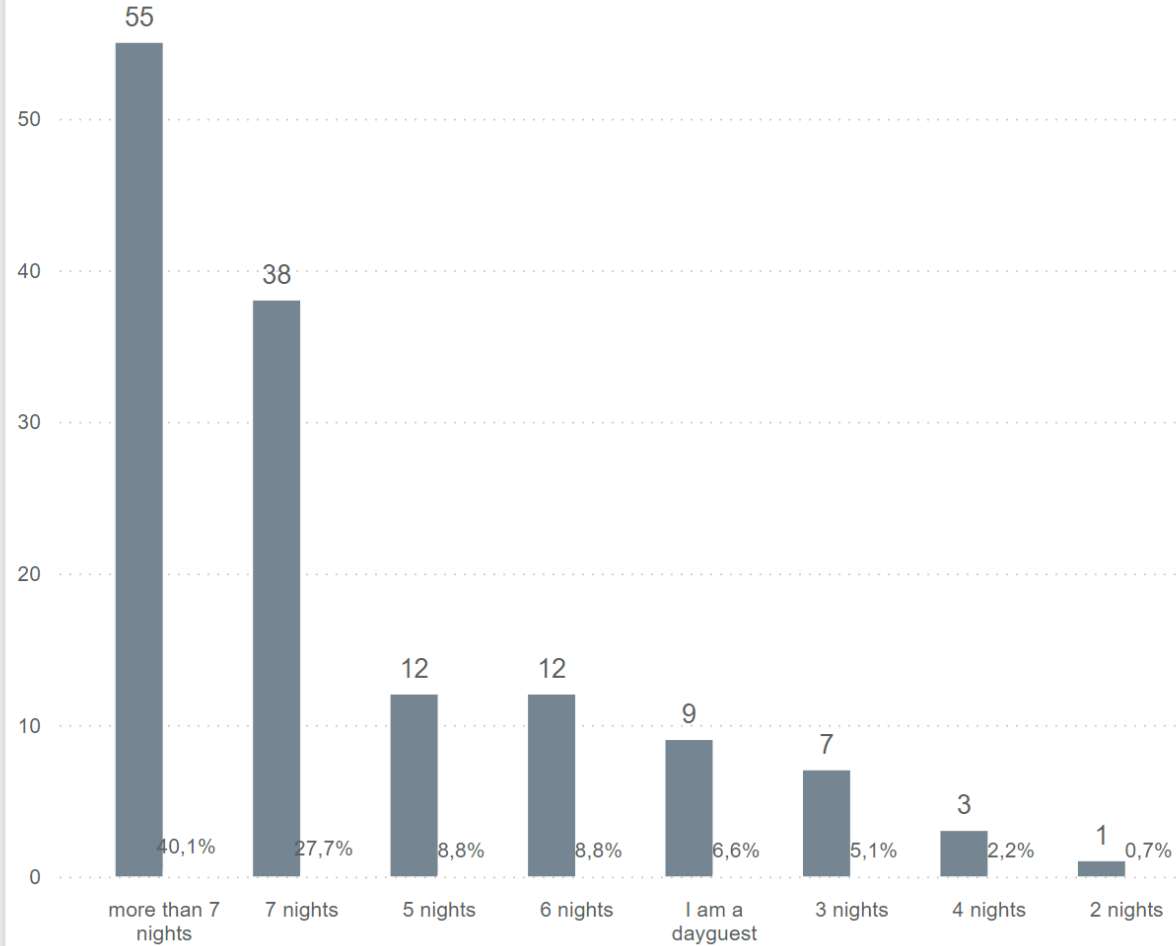


Category	Responses	Percentage
☐ Detractor(0-6)	14	10,22%
☐ Passive(7-8)	23	16,79%
☐ Promoter(9-10)	100	72,99%
Gesamt	137	100,00%

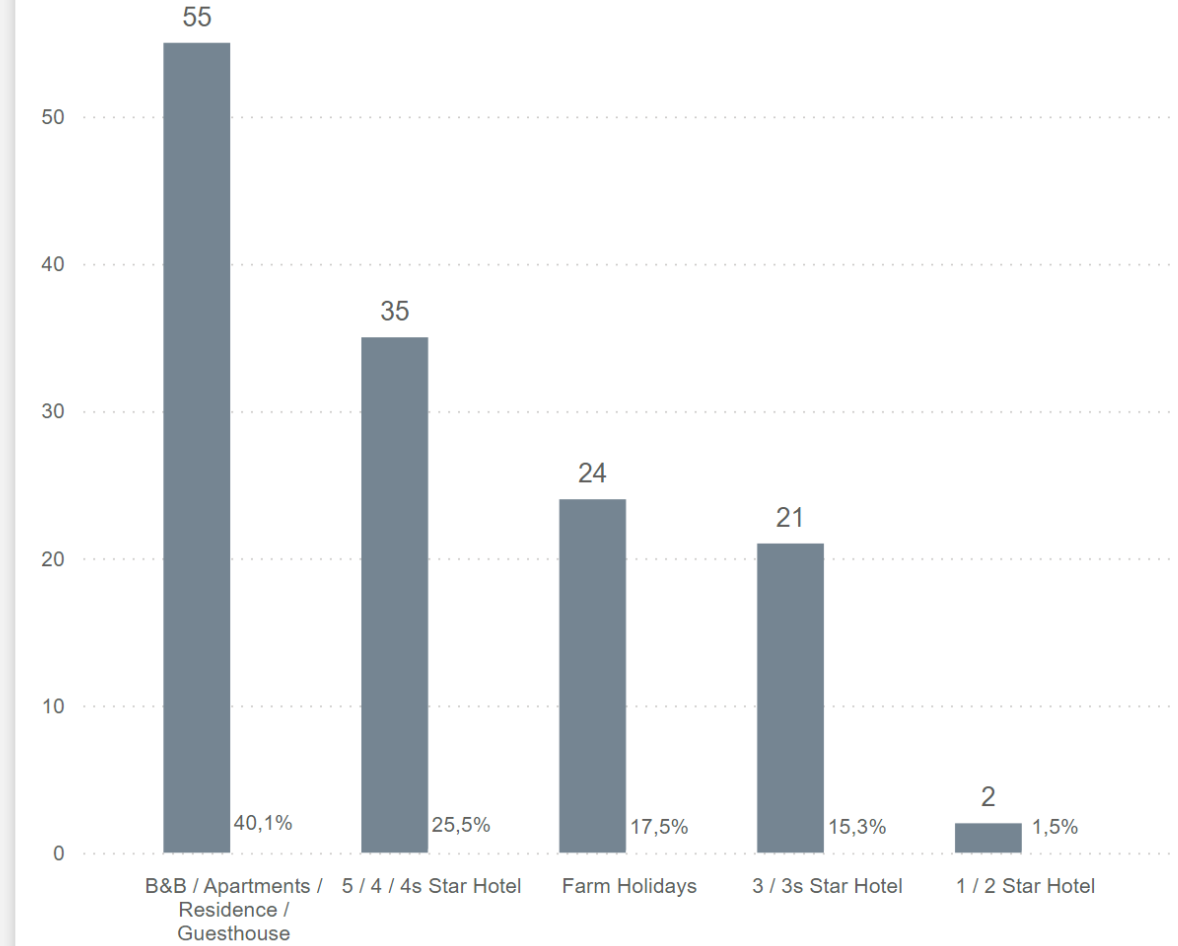
General questions

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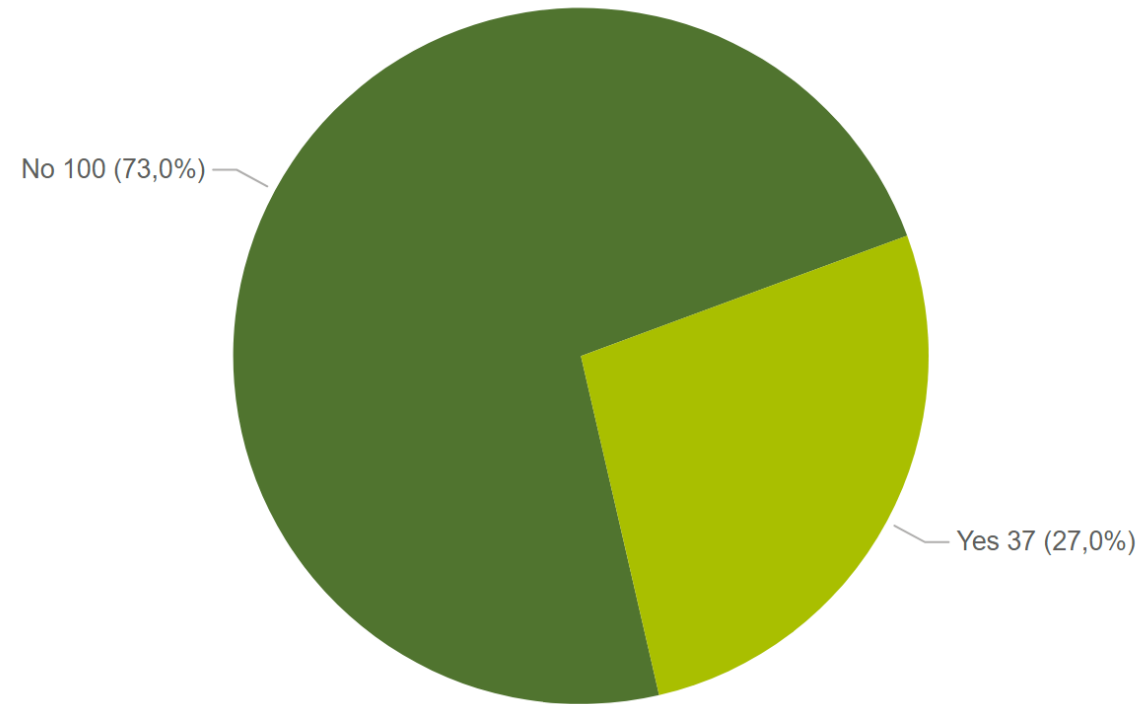
How long do you stay in the region?



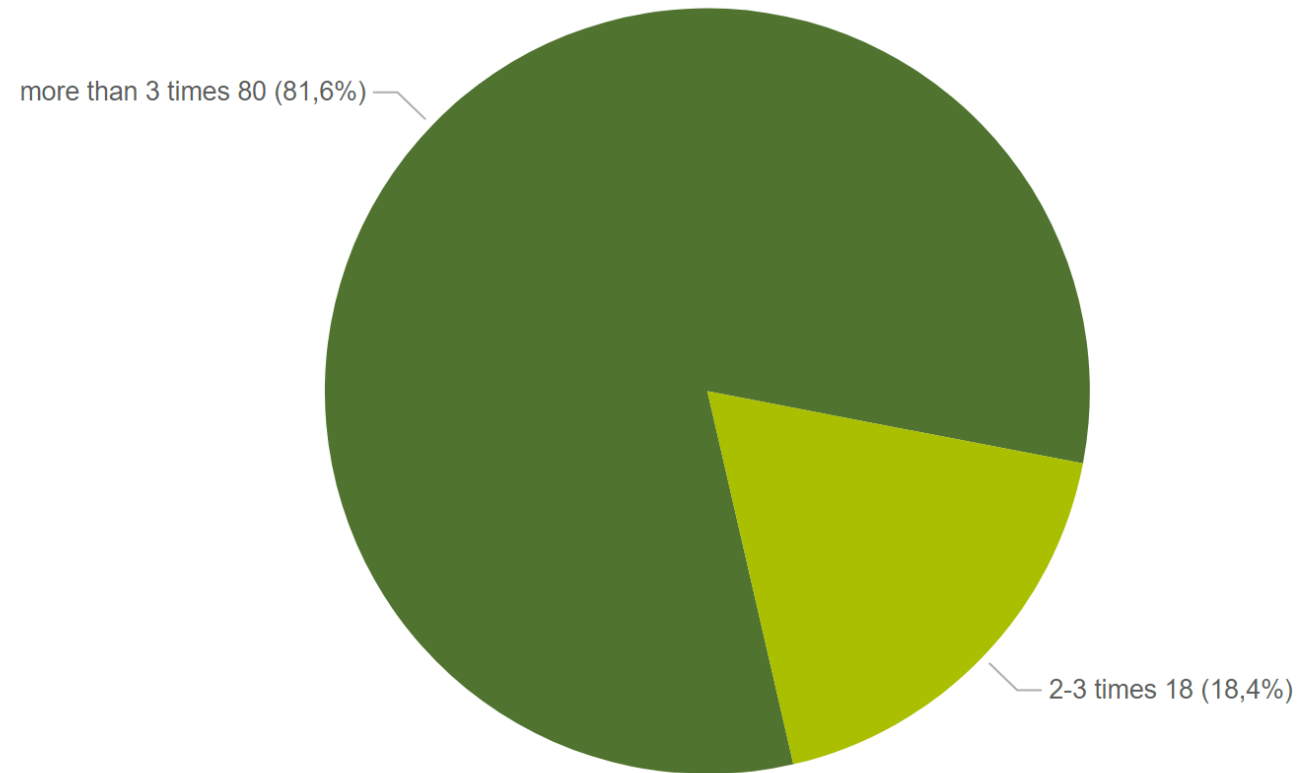
What type of accommodation did you choose?



Is this your first stay in this region?

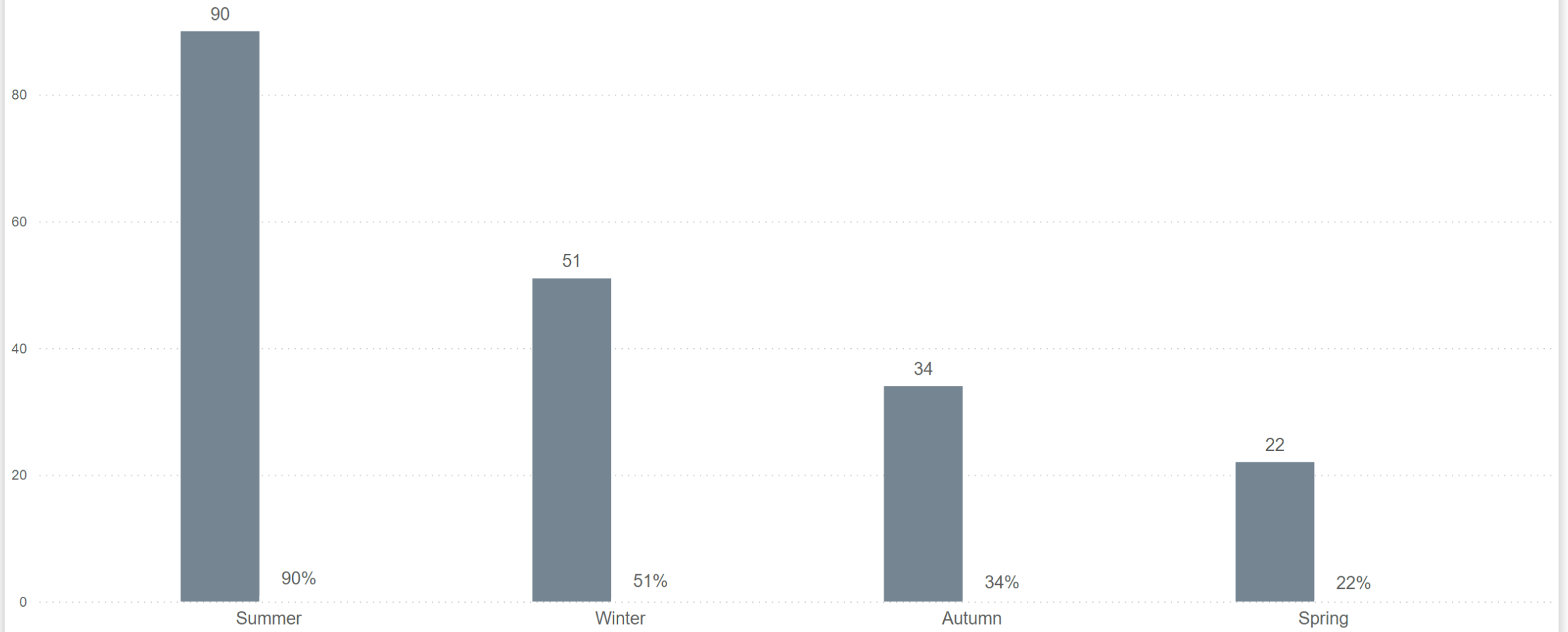


How often have you visited this region in total? *



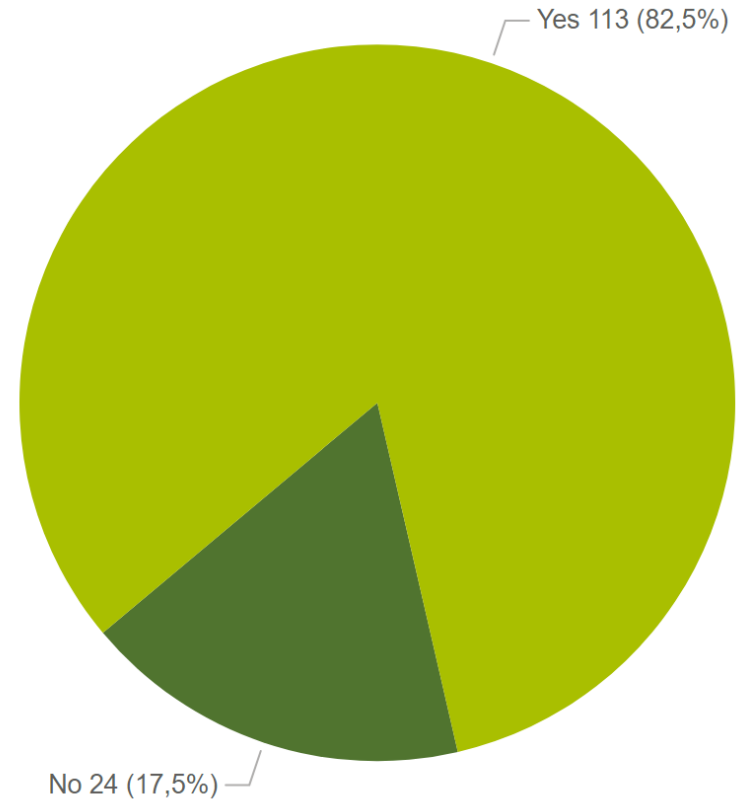
*Only if the Response of question "Is this your first stay in region?" is No.

At what time of year did you visit this region? *

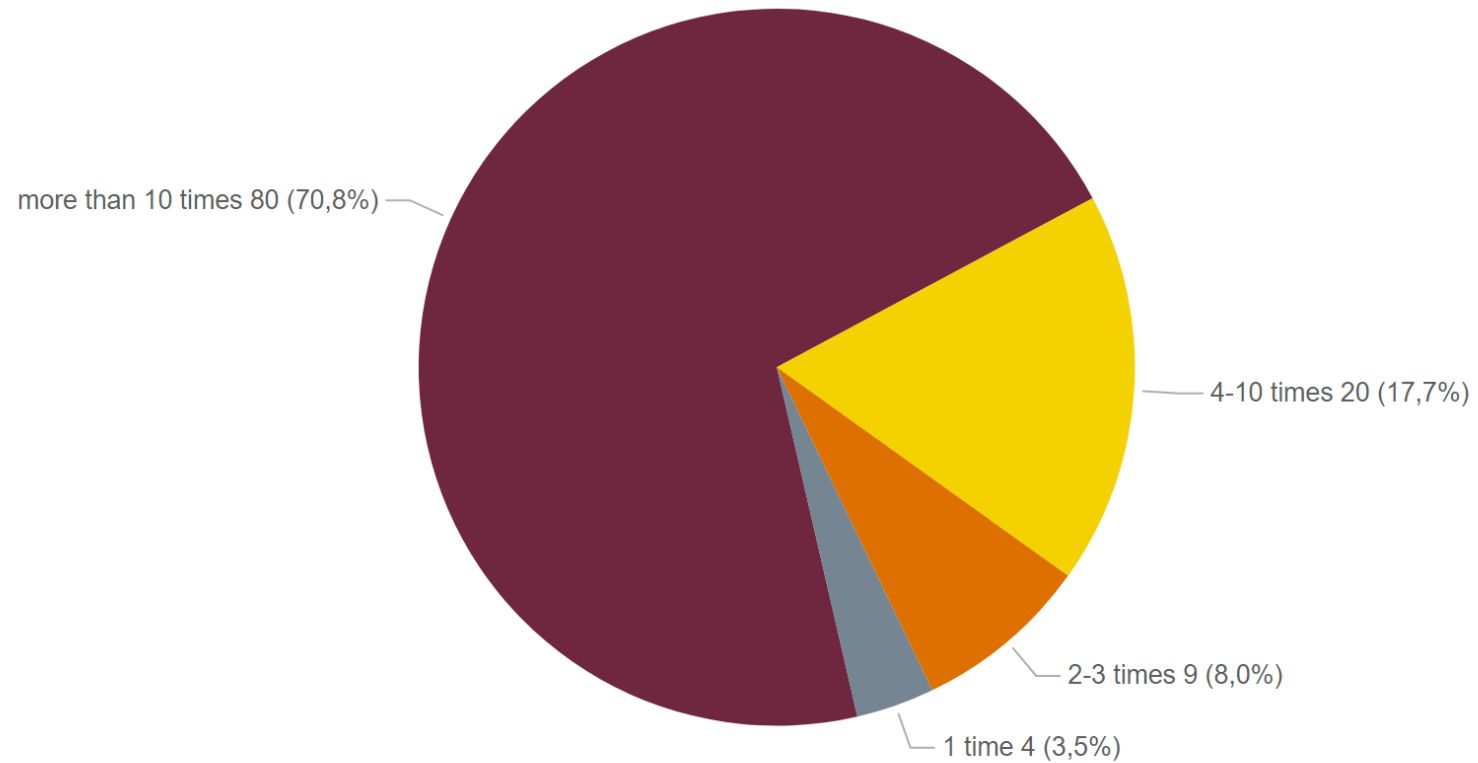


*Only if the Response of question "Is this your first stay in region?" is No.

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

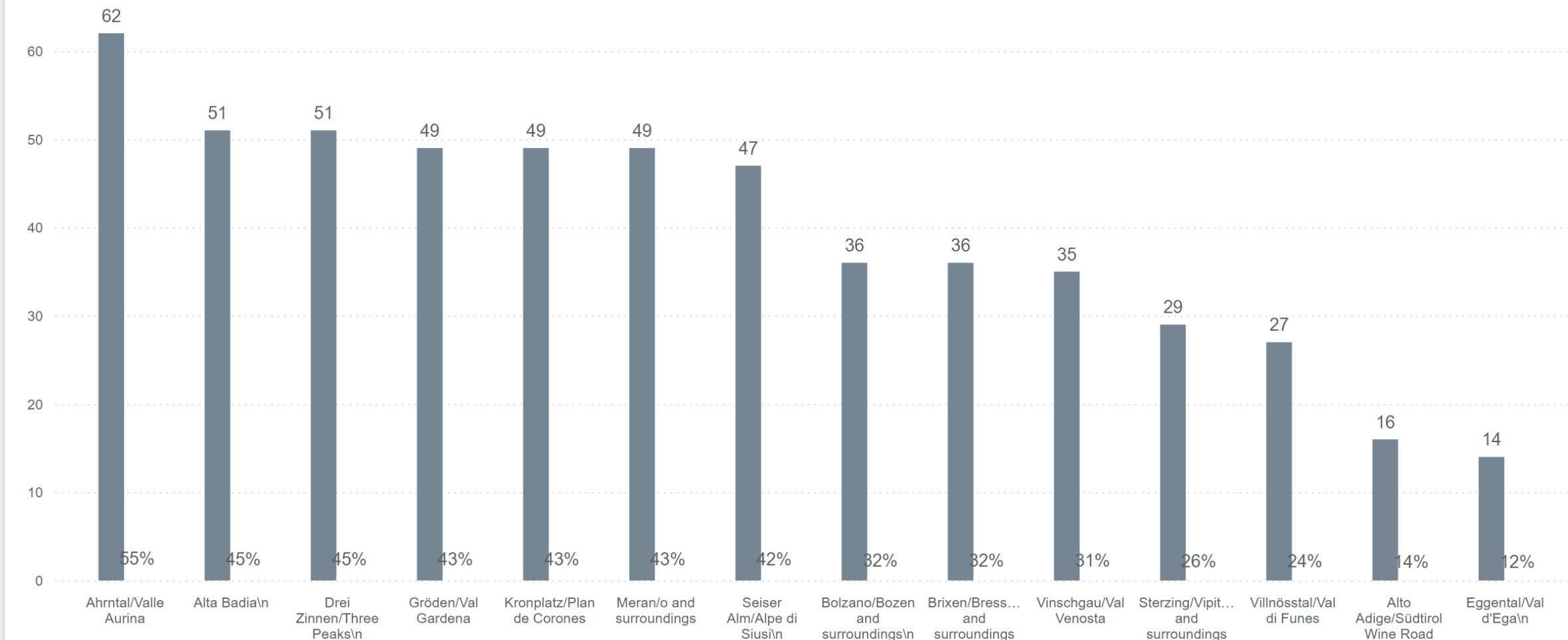


How often have you been on holiday in "Südtirol/Alto Adige"? *



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

In which holiday region did you overnight? *



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