



DESTINATION BRAND 23

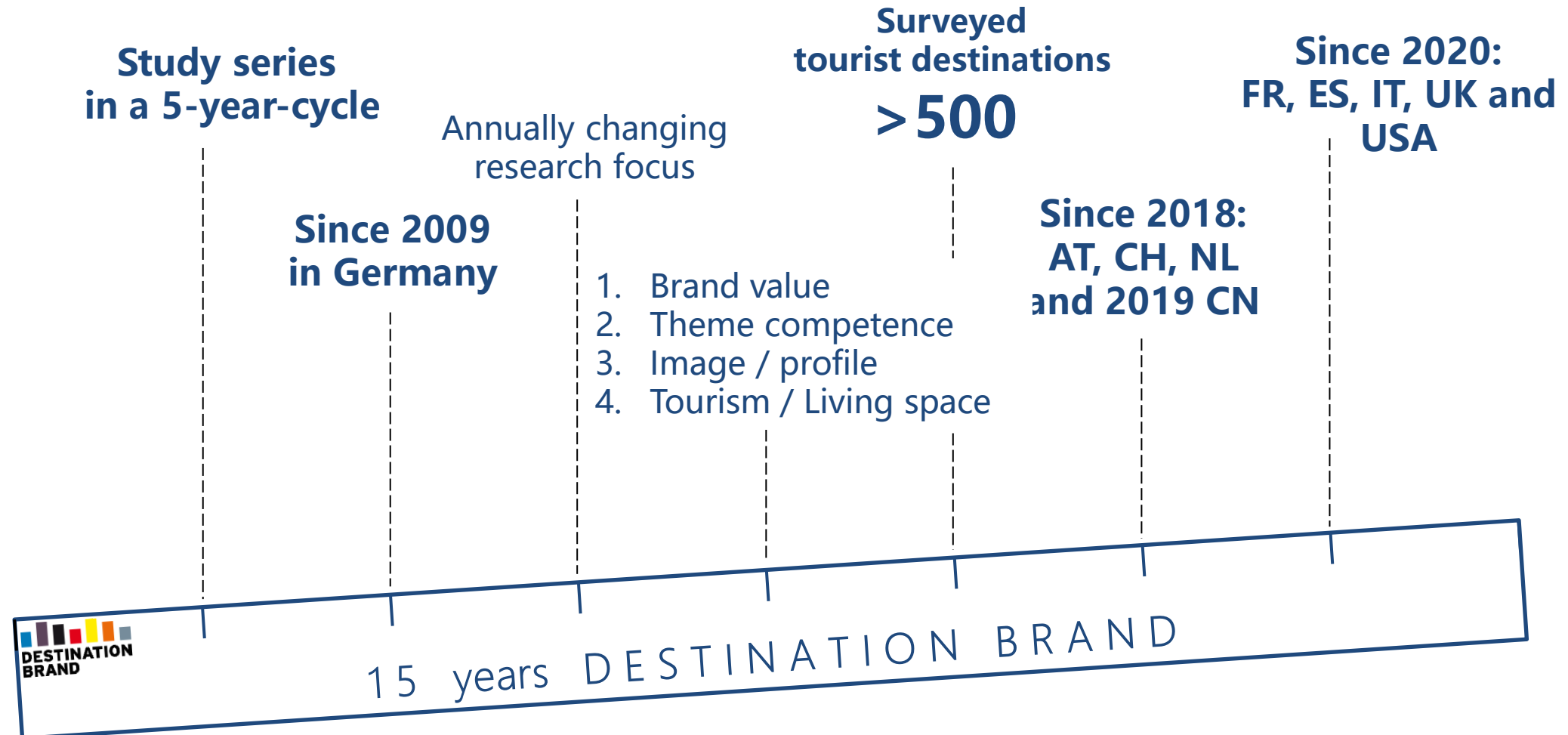
The image of destinations as
tourism and living spaces

PRESENTATION OF SELECTED KEY RESULTS

Destination Brand – inspektour



The study series DESTINATION BRAND



What can you expect today?

DESTINATION BRAND 23 at a glance

Presentation of selected key results from all 10 Destination Brand source markets

Q&A

DESTINATION BRAND 23

at a glance:

The image of destinations as
tourism and living spaces

DESTINATION BRAND 23 at a glance

**Module 1:
offers +
infrastructure**

**Module 2:
quality of life +
culture of welcoming**

Representative of the
local population aged
between
14 to 74 years

Source market Germany:
Target group analysis
based on
BeST types of
holidaymakers
and SINUS-Milieus

10 source markets

> 150
tourist destinations

Online survey
Field work: Oct. till Dec. 23



Overview of the considered tourist destinations

	DE	AT	CH	NL	CN	FR	IT	ES	UK	US
1. Allgäu	■									
2. Alsace	■									
3. Amsterdam	■									
4. Antwerp	■									
5. Augsburg	■									
6. Austria	■				■		■			■
7. Baden-Baden	■									
8. Baden-Württemberg	■	■	■	■						
9. Baltic Resort Binz	■									
10. Baltic Resort Kühlungsborn	■									
11. Baltic Sea	■									
12. Baltic Sea Schleswig-Holstein	■									
13. Baltic Seaside Resort Graal-Müritz	■									
14. Basel	■									
15. Bavaria	■									
16. Bavarian Forest	■									
17. Berlin	■									
18. Black Forest	■									
19. Bonn	■									
20. Borkum	■									
21. Brandenburg	■									
22. Bremen	■									
23. Bremerhaven	■									
24. Burgenland	■									
25. Carinthia	■									
26. Chiemgau - Chiemsee	■									
27. City of Luxembourg	■									
28. Cologne	■									
29. Copenhagen	■									
30. Cottbus - Spreewald	■									
31. Croatia	■						■			
32. Denmark	■				■		■		■	■
33. Dresden	■									
34. Dresden Elbland	■									
35. Duisburg	■									
36. Düsseldorf	■									
37. East Frisian Islands	■									
38. Eifel	■			■						
39. Erfurt	■									
40. Fichtel Mountains	■									

	DE	AT	CH	NL	CN	FR	IT	ES	UK	US
41. Finland	■				■				■	■
42. Flanders	■	■	■	■		■	■	■	■	
43. Föhr	■									
44. France	■						■	■		
45. Franconia	■									
46. Franconian Lake District	■									
47. Frankfurt on the Main	■									
48. FrankfurtRhineMain	■									
49. Freiburg in the Breisgau	■	■	■							
50. Garmisch-Partenkirchen	■									
51. Germany	■	■	■	■	■	■	■	■	■	■
52. Great Britain	■							■		
53. Greece	■						■			
54. GrimmHome NorthHesse	■									
55. Halle (Saale)	■									
56. Hamburg	■									
57. Hanover	■									
58. Harz	■									
59. Havelland	■									
60. Heidelberg	■									
61. Hesse	■	■								
62. Holiday region Bernkastel-Kues - Moselle	■									
63. Iceland	■				■				■	■
64. Imperial Seaside Resorts	■									
65. Ireland	■									
66. Italy	■							■		
67. Karlsruhe	■					■			■	
68. Kassel	■									
69. Kiel	■									
70. Koblenz	■									
71. Lake Constance	■	■	■							
72. Lake Starnberg	■									
73. Leipzig	■									
74. Leipzig New Lake District	■									
75. Lower Austria	■									
76. Lower Saxony	■									
77. Lübeck.Travemünde	■									
78. Lüneburg Heath	■									
79. Lusatian Lake District	■	■	■	■		■	■	■	■	■
80. Luxembourg	■									

Note: The source markets in which the respective destination was surveyed as part of the Destination Brand 23 study are marked in green.

Overview of the considered tourist destinations

	DE	AT	CH	NL	CN	FR	IT	ES	UK	US
81. Magdeburg	■									
82. Mainz	■									
83. Mecklenburg Lake District	■									
84. Mecklenburg-Western Pomerania	■									
85. Metz	■									
86. Monaco	■		■		■	■	■	■	■	■
87. Moselle	■									
88. Munich	■									
89. Münsterland	■									
90. Netherlands	■					■		■		■
91. Norderney	■									
92. North Rhine-Westphalia	■									
93. North Sea	■									
94. North Sea Island Amrum	■									
95. North Sea Land Dithmarschen	■									
96. Norway	■				■				■	■
97. Nuremberg	■									
98. Oberstauften	■									
99. Oder-Spree Lake District	■									
100. Ore Mountains	■									
101. Oslo	■									
102. Osnabrücker Land	■			■						
103. Palatinate	■									
104. Portugal	■							■		
105. Potsdam	■									
106. Region Stuttgart	■	■	■	■		■				
107. Rhineland-Palatinate	■									
108. Rhön	■									
109. Rostock-Warnemünde	■									
110. Rothenburg ob der Tauber	■									
111. Rügen Island	■									
112. Ruhr Valley	■			■						
113. Ruppın Lake District	■									
114. Saale-Unstrut	■									
115. Saarbrücken	■					■				
116. Saarland	■									
117. Salzburger Land	■									
118. Sauerland	■									
119. Saxonian Switzerland-Elbe Sandstone Mountains	■									
120. Saxony	■	■								

	DE	AT	CH	NL	CN	FR	IT	ES	UK	US
121. Saxony-Anhalt	■									
122. Schleswig-Holstein	■									
123. Schwerin	■									
124. South Tirol	■		■	■						
125. Spain	■				■		■			
126. Spessart	■									
127. Spreewald	■									
128. St. Peter-Ording	■									
129. Stockholm	■									
130. Stuttgart	■									
131. Styria	■									
132. Swabian Alb	■									
133. Sweden	■				■				■	■
134. Switzerland	■				■		■		■	■
135. Sylt	■									
136. Taunus	■									
137. Teutoburg Forest	■									
138. the Prignitz	■									
139. Thuringia	■	■								
140. Thuringian Forest	■									
141. Tirol	■									
142. Trier	■									
143. Uckermark	■									
144. Upper Austria	■									
145. Upper Bavaria	■									
146. Upper Lusatia	■									
147. Upper Palatinate Forest	■									
148. Usedom Island	■									
149. Vienna	■									
150. Vogtland	■									
151. Vorarlberg	■		■	■						
152. Wallonia	■					■		■		
153. Weimar	■									
154. Weserbergland	■									
155. Wiesbaden	■									
156. Winterberg	■									
157. Zugspitze region	■									
158. Zurich	■				■					■

Note: The source markets in which the respective destination was surveyed as part of the Destination Brand 23 study are marked in green.

Presentation of selected key results from all 10 Destination Brand source markets

Demand-side conditions

General intention to travel abroad

Question (short form):

**Do you intend to take a holiday abroad
in the next 12 months / three years?**

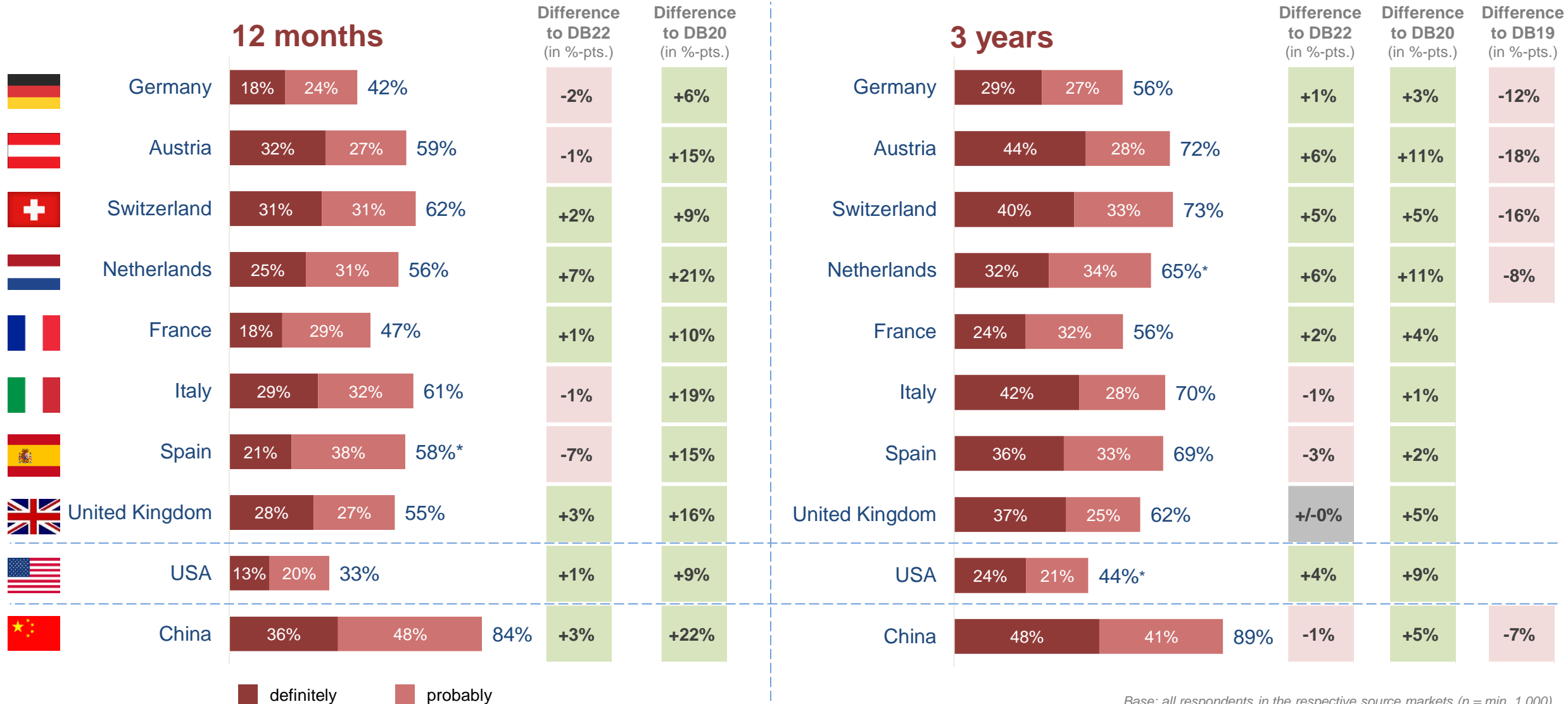
Intention for:

Short trips (with 1-3 overnight stays)

Longer holiday trips (with 4 or more overnight stays)

General intention to travel abroad for short trips

(Comparison within the next 12 months / 3 years)

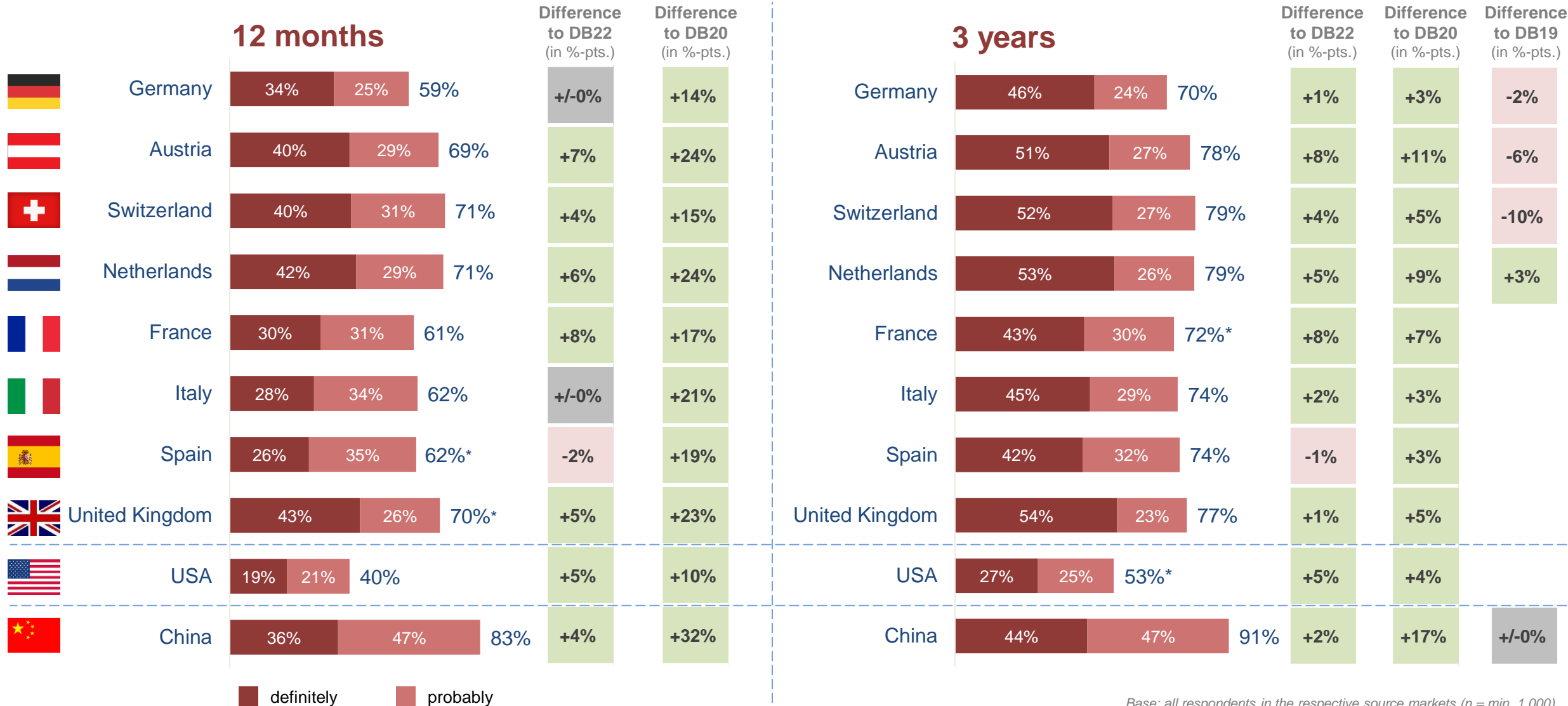


Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019, inspektour (international) GmbH / FH Westküste 2020; inspektour (international) GmbH, 2022 / 2023

Base: all respondents in the respective source markets (n = min. 1,000)
Top-two-box on a scale from "4 = definitely" to "1 = definitely not"; in % of respondents
* Possible deviations of 1% from the sum of the individual values are due to rounding.

General intention to travel abroad for longer holiday trips

(Comparison within the next 12 months / 3 years)



Source: inspektour (international) GmbH / IMT of the FH Westküste, 2019, inspektour (international) GmbH / FH Westküste 2020; inspektour (international) GmbH, 2022 / 2023

Base: all respondents in the respective source markets (n = min. 1,000)
 Top-two-box on a scale from "4 = definitely" to "1 = definitely not"; in % of respondents
 * Possible deviations of 1% from the sum of the individual values are due to rounding.

General interest potential

Question (short form):

**How interested are you in pursuing
the following touristic holiday activities
as part of your holiday trip with at least one overnight stay?**

Short form of holiday activities

General interest potential – Source market Germany



Ranking of the considered holiday activities with regard to the general interest potential (Ø = 44%)

Rank		% of cases	Rank		% of cases	Rank		% of cases
1	Relaxing and resting	75%	16	Taking a city break with active recreation	48%	31	Using health services	33%
2	Enjoying nature	69%	17	Using wellness services	45%	32	Taking a wine tour	33%
3	Discovering regional products / enjoying regional specialities	65%	18	Visiting cultural institutions / using cultural services	44%	33	Undertaking a barrier-free holiday trip	33%
4	Enjoying culinary / gastronomic specialities	65%	19	Spending holidays in the countryside	42%	34	Using luxury offers	33%
5	Enjoying being by the water	63%	20	Visiting museums / exhibitions / art museums	42%	35	Visiting industrial heritage sites	31%
6	Swimming and being at the beach	62%	21	Experiencing lively places	41%	36	Taking a camping holiday / caravanning holiday / motorhome holiday	29%
7	Taking a city break	59%	22	Visiting UNESCO world heritage sites	41%	37	Practising water sports (not sailing)	29%
8	Enjoying the (small) city flair / atmosphere	57%	23	Undertaking a sustainable holiday trip	40%	38	Mountain biking	27%
9	Visiting gardens / parks	55%	24	Attending events	39%	39	Practising winter sports	26%
10	Visiting castles, palaces and cathedrals	52%	25	Attending culture / music festivals	38%	40	Motorbike riding	24%
11	Enjoying water-based holiday activities	51%	26	Cycling (not mountain biking)	38%	41	Having a workcation	23%
12	Visiting castles, mansions, parks and gardens	51%	27	Using family offers	38%			
13	Visiting Christmas markets	50%	28	Being active and involved in sports	36%			
14	Hiking	48%	29	Experiencing Contemporary / Modern Culture	35%			
15	Shopping	48%	30	Visiting film locations	33%			

Base: all respondents in the source market Germany (n = 15,000)

Source: inspektour (international) GmbH, 2023

Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

Abbreviated designations of holiday activities

General interest potential – Source market Germany



Ranking of the considered holiday activities with regard to the general interest potential

Rank		Difference DB19/DB23 in %-pts.	Difference DB22/DB23 in %-pts.	Rank		Difference DB19/DB23 in %-pts.	Difference DB22/DB23 in %-pts.	Rank		Difference DB19/DB23 in %-pts.	Difference DB22/DB23 in %-pts.
1	Relaxation	-4%	-3%	16	City break with active recreation	---	+/-0%	31	Health	+7%	+4%
2	Nature	-2%	-3%	17	Wellness	+1%	-2%	32	Wine tour	+3%	+2%
3	Regional products / specialities	---	-3%	18	Culture	+/-0%	+2%	33	Barrier-free holiday trip	+8%	+7%
4	Culinary	+/-0%	-2%	19	Countryside	+3%	+3%	34	Luxury offers	+5%	+5%
5	Being by the water	---	---	20	Museums	+3%	+4%	35	Industrial heritage	+3%	+4%
6	Swimming / beach	-2%	-1%	21	Lively places	+1%	+3%	36	Camping	+4%	+1%
7	City break	-3%	-1%	22	UNESCO world heritage sites	-1%	+/-0%	37	Water sports	+7%	+4%
8	(Small) city flair	---	+1%	23	Sustainable trip	-1%	+/-0%	38	Mountain biking	+9%	+7%
9	Gardens / parks	+1%	+1%	24	Events	+2%	+3%	39	Winter sports	+5%	+3%
10	Castles	-4%	-3%	25	Culture / music festivals	+3%	+4%	40	Motorbike riding	---	---
11	Water-based holiday activities	+2%	-1%	26	Cycling	+5%	+3%	41	Workcation	---	---
12	Castles / gardens	---	+/-0%	27	Families	+5%	+5%				
13	Christmas markets	---	+3%	28	Sports	+5%	+2%				
14	Hiking	+4%	+1%	29	Contemporary / Modern Culture	---	+4%				
15	Shopping	+6%	+7%	30	Film locations	---	+5%				

Base: all respondents in the source market Germany (n = min. 4,000)

Source: inspektour (international) GmbH / IMT der FH Westküste, 2019; inspektour (international) GmbH, 2022 / 2023

Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – all 10 DB source markets

Ranking of the considered holiday activities with regard to the general interest potential											
Base of comparison: Ranking of the holiday activities											
1											Relaxation
2	2	5	3	11	2	5	2		2	1	Nature
3											Regional products / specialities
4	3	2	4	2	5	2	9		9	3	Culinary
5											Being by the water
6	5	8	11	20	13	15	15		12	16	Swimming / beach
7											City break
8											(Small) city flair
9											Gardens / parks
10											Castles
11											Water-based holiday activities
12											Castles / gardens
13											Christmas markets
14											Hiking
15											Shopping
18	18	17	14	8	15	10	12		11	26	Culture
23	21	22	30	23	19	23	27		28	14	Sustainable trip
33	35	29	19	32	23	17	22		20	25	Barrier-free holiday trip
41	41	41	41	41	41	41	41		40	39	Workcation

Source: inspektour (international) GmbH, 2023

Base: all respondents in the respective source markets (n = min. 1,000)
Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – all 10 DB source markets

Ranking of the considered holiday activities with regard to the general interest potential											
Base of comparison: Ranking of the holiday activities											
DE	AT	CH	HU	FR	IT	ES	UK	US	CN		
1	1	1	1	1			1		1		Relaxation
2	2	5	3	11	2	5	2		2	1	Nature
3											Regional products / specialities
4	3	2	4	2	5	2	9		9	3	Culinary
5											Being by the water
6	5	8	11	20	12	15	15		12	16	Swimming / beach
7					1	1					City break
8											(Small) city flair
9											Gardens / parks
10											Castles
11											Water-based holiday activities
12											Castles / gardens
13											Christmas markets
14											Hiking
15											Shopping
18	18	17	14	8	15	10	12		11	26	Culture
23	21	22	30	23	19	23	27		29	14	Sustainable trip
33	35	29	19	32	23	17	22		20	25	Barrier-free holiday trip
41	41	41	41	41	41	41	41		40	39	Workcation

Base: all respondents in the respective source markets (n = min. 1,000)

Source: inspektour (international) GmbH, 2023

Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – all 10 DB source markets

Ranking of the considered holiday activities with regard to the general interest potential
Base of comparison: Ranking of the holiday activities

1											Relaxation
2		2	5	3	11	2	5	2	2	1	Nature
3										2	Regional products / specialities
4		3	2	4	2	5	2	9	9	3	Culinary
5											Being by the water
6		5	8	11	20	12	15	15	12	16	Swimming / beach
7				2							City break
8											(Small) city flair
9											Gardens / parks
10											Castles
11											Water-based holiday activities
12											Castles / gardens
13											Christmas markets
14											Hiking
15											Shopping
18		18	17	14	8	15	10	12	11	26	Culture
23		21	22	30	23	19	23	27	29	14	Sustainable trip
33		35	29	19	32	23	17	22	20	25	Barrier-free holiday trip
41		41	41	41	41	41	41	41	40	39	Workcation

General interest potential – all 10 DB source markets

Ranking of the considered holiday activities with regard to the general interest potential
Base of comparison: Ranking of the holiday activities

1											Relaxation
2		2	5	3	11	2	5	2	2	1	Nature
3			3		3	3	3				Regional products / specialities
4		3	2	4	2	5	2	9	9	3	Culinary
5											Being by the water
6		5	8	11	20	12	15	15	12	16	Swimming / beach
7								3			City break
8											(Small) city flair
9											Gardens / parks
10											Castles
11											Water-based holiday activities
12									3		Castles / gardens
13											Christmas markets
14											Hiking
15											Shopping
18		18	17	14	8	15	10	12	11	26	Culture
23		21	22	30	23	19	23	27	29	14	Sustainable trip
33		35	29	19	32	23	17	22	20	25	Barrier-free holiday trip
41		41	41	41	41	41	41	41	40	39	Workcation

Source: inspektour (international) GmbH, 2023

Base: all respondents in the respective source markets (n = min. 1,000)
Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – all 10 DB source markets

Ranking of the considered holiday activities with regard to the general interest potential											
Base of comparison: Ranking of the holiday activities											
1											Relaxation
2	2	5	3	11	2	5	2		2	1	Nature
3	4										Regional products / specialities
4	3	2	4	2	5	2	9		9	3	Culinary
5							4				Being by the water
6	5	8	11	20	12	15	15		12	16	Swimming / beach
7		4									City break
8				4						4	(Small) city flair
9											Gardens / parks
10					4	4			4		Castles
11											Water-based holiday activities
12											Castles / gardens
13											Christmas markets
14											Hiking
15											Shopping
18	18	17	14	8	15	10	12		11	26	Culture
23	21	22	30	23	19	23	27		29	14	Sustainable trip
33	35	29	19	32	23	17	22		20	25	Barrier-free holiday trip
41	41	41	41	41	41	41	41		40	39	Workcation

Source: inspektour (international) GmbH, 2023

Base: all respondents in the respective source markets (n = min. 1,000)
Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents












General interest potential – all 10 DB source markets

Ranking of the considered holiday activities with regard to the general interest potential											
Base of comparison: Ranking of the holiday activities											
1										5	Relaxation
2	2	5	3	11	2	5	2		2	1	Nature
3			5					5		5	Regional products / specialities
4	3	2	4	2	5	2	9		9	3	Culinary
5											Being by the water
6	5	8	11	20	12	15	15		12	16	Swimming / beach
7				5							City break
8											(Small) city flair
9											Gardens / parks
10											Castles
11											Water-based holiday activities
12											Castles / gardens
13											Christmas markets
14											Hiking
15											Shopping
18	18	17	14	8	15	10	12		11	26	Culture
23	21	22	30	23	19	23	27		29	14	Sustainable trip
33	35	29	19	32	23	17	22		20	25	Barrier-free holiday trip
41	41	41	41	41	41	41	41		40	39	Workcation

Source: inspektour (international) GmbH, 2023

Base: all respondents in the respective source markets (n = min. 1,000)
Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General interest potential – all 10 DB source markets

 Ranking of the considered holiday activities with regard to the general interest potential Base of comparison: Difference of DB23 to DB22 (in terms of top-two-box values in %-pts.)											
											
										Relaxation	
-3%	+1%	+/-0%	+2%	+3%	+1%	-5%	+5%		-1%	-5%	Nature
											Regional products / specialities
-2%	-1%	+2%	+3%	+1%	-1%	-4%	+6%		+1%	-5%	Culinary
											Being by the water
-1%	-3%	-6%	+/-0%	-1%	+3%	-7%	+1%		-1%	-8%	Swimming / beach
											City break
											(Small) city flair
											Gardens / parks
											Castles
											Water-based holiday activities
											Castles / gardens
											Christmas markets
											Hiking
											Shopping
+2%	-5%	-4%	-4%	-1%	+/-0%	-5%	+5%		+1%	-9%	Culture
+/-0%	-3%	-2%	-2%	+3%	+1%	-6%	+10%		+2%	-7%	Sustainable trip
+7%	-4%	-2%	-5%	+6%	-1%	-12%	+3%		+/-0%	-13%	Barrier-free holiday trip
---	---	---	---	---	---	---	---		---	---	Workcation

Source: inspektour (international) GmbH, 2022 / 2023

Base: all respondents in the respective source markets (n = min. 1,000)
 Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"; in % of respondents

General relevance for destination selection

Question (short form):

Just as people have certain character traits, tourist destinations can also be described using certain characteristics.

How relevant are the following characteristics when you choose a tourist destination for a holiday trip with at least one overnight stay in general (i.e., regardless of a specific tourist destination)?

General relevance – all 10 DB source markets

DESTINATION BRAND 23

Ranking of the considered characteristics with regard to the general relevance for destination selection
Base of comparison: Ranking of characteris

76%											hospitable
71%											great place to live
71%											welcoming / inviting
63%											open to all / non-discriminatory
59%											sociable and easy to approach
58%											cosmopolitan
57%											ecologically intact
54%											politically stable
52%											socially just
39%											economically strong

General relevance – all 10 DB source markets

DESTINATION BRAND 23

Ranking of the considered characteristics with regard to the general relevance for destination selection
Base of comparison: Ranking of characteris

1	1	1	1	1	1	1	2	2	2	2	hospitable
2	3	3	4	2	3	7	7	7	5	5	great place to live
3	2	2	2	3	2	1	1	1	1	1	welcoming / inviting
4	5	4	3	5	5	4	4	5	4	4	open to all / non-discriminatory
5	6	5	5	4	4	3	3	3	7	7	sociable and easy to approach
6	8	9	10	9	9	9	10	10	10	10	cosmopolitan
7	7	7	8	8	6	8	8	9	6	6	ecologically intact
8	4	6	7	6	8	5	5	4	3	3	politically stable
9	9	8	6	7	7	6	6	6	8	8	socially just
10	10	10	9	10	10	10	10	9	8	9	economically strong

General relevance – all 10 DB source markets

DESTINATION BRAND 23

Ranking of the considered characteristics with regard to the general relevance for destination selection
Base of comparison: Ranking of characteris

1	1	1	1	1	1	1	2	2	2	2	hospitable
2	3	3	4	2	3	7	7	7	5	5	great place to live
3	2	2	2	3	2	1	1	1	1	1	welcoming / inviting
4	5	4	3	5	5	4	4	5	4	4	open to all / non-discriminatory
5	6	5	5	4	4	3	3	3	7	7	sociable and easy to approach
6	8	9	10	9	9	9	10	10	10	10	cosmopolitan
7	7	7	8	8	6	8	8	9	6	6	ecologically intact
8	4	6	7	6	8	5	5	4	3	3	politically stable
9	9	8	6	7	7	6	6	6	8	8	socially just
10	10	10	9	10	10	10	9	8	9	9	economically strong

General relevance – all 10 DB source markets

DESTINATION BRAND 23

Ranking of the considered characteristics with regard to the general relevance for destination selection
Base of comparison: Ranking of characteris

1	1	1	1	1	1	1	2	2	2	2	hospitable
2	3	3	4	2	3	7	7	7	7	5	great place to live
3	2	2	2	3	2	1	1	1	1	1	welcoming / inviting
4	5	4	3	5	5	4	4	5	4	4	open to all / non-discriminatory
5	6	5	5	4	4	3	3	3	3	7	sociable and easy to approach
6	8	9	10	9	9	9	9	10	10	10	cosmopolitan
7	7	7	8	8	6	8	8	9	9	6	ecologically intact
8	4	6	7	6	8	5	5	4	4	3	politically stable
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10	10	10	9	10	10	10	10	9	8	9	economically strong

Source market comparison (all 10 source markets)

Top 5-Ranking (Top of mind)

Question (short form):

Just as people have certain character traits, tourist destinations can also be described using certain characteristics.

If you think of the characteristic “_____” to which international tourist destinations (countries, cities, regions, etc.) is this characteristic particularly applicable in your opinion?

TOP 5 ranking of “high quality of life” international destinations – all DB source markets

	DE	AT	CH	NL	FR	IT	ES	UK	US	CN
Denmark	1									
Sweden	2		4					1	3	3
Italy	3	1	2	3	1		3	4	4	
Spain	4	5	5	2	2	4				
Austria	5		5			5				
Germany		2	1	1	4	2	2	2	1	2
Switzerland		3		5	3	3	4		1	1
Croatia		4								
France			3	4		1	1	5	5	
Monaco					5					
Norway							5	3		5
Finland										4

TOP 5 ranking of “high culture of welcoming” international destinations – all DB source markets

	DE	AT	CH	NL	FR	IT	ES	UK	US	CN
Italy	1	1	1	2	2		1	2	1	
Spain	2	4	2	1	1	1		1		5
Turkey	3									
Austria	4		3							
Greece	5	3		4		2	5	4		
Croatia		2								
Germany		5	4	3	4	4	4	3	2	1
France			5	5		3	3	5		3
Portugal					3		2			
Marocco					5					
Switzerland						5			3	2
Sweden									4	
Ireland									5	
Norway										4

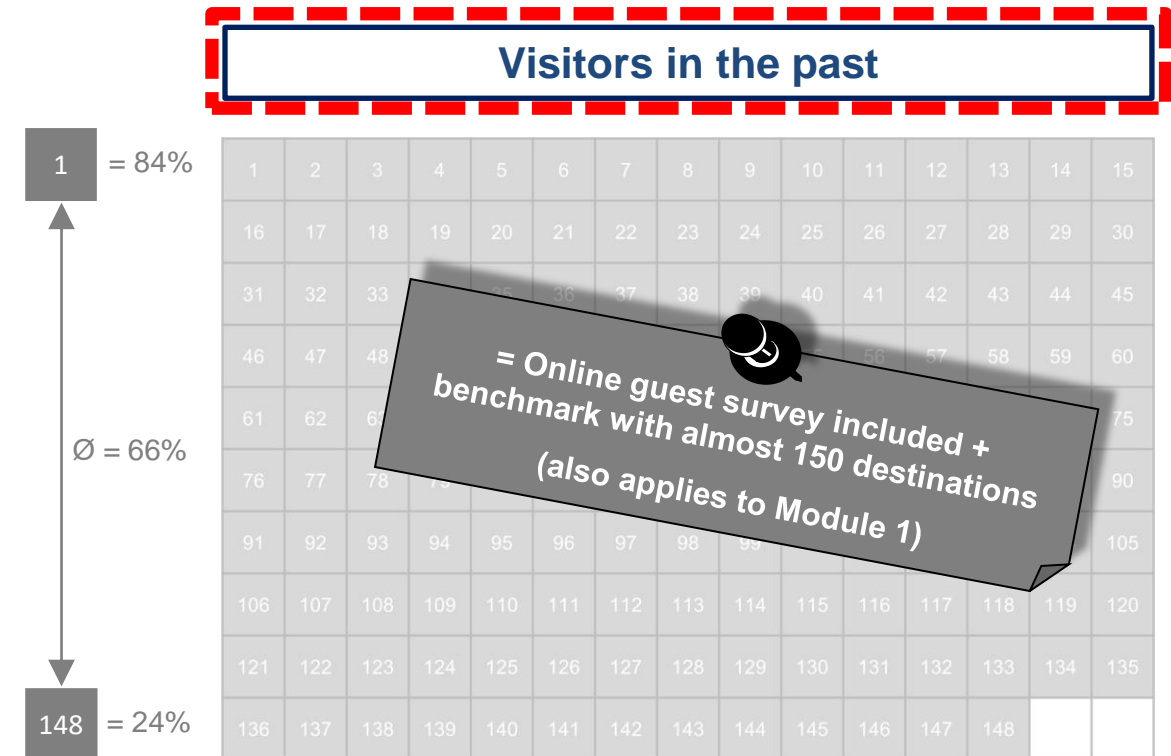
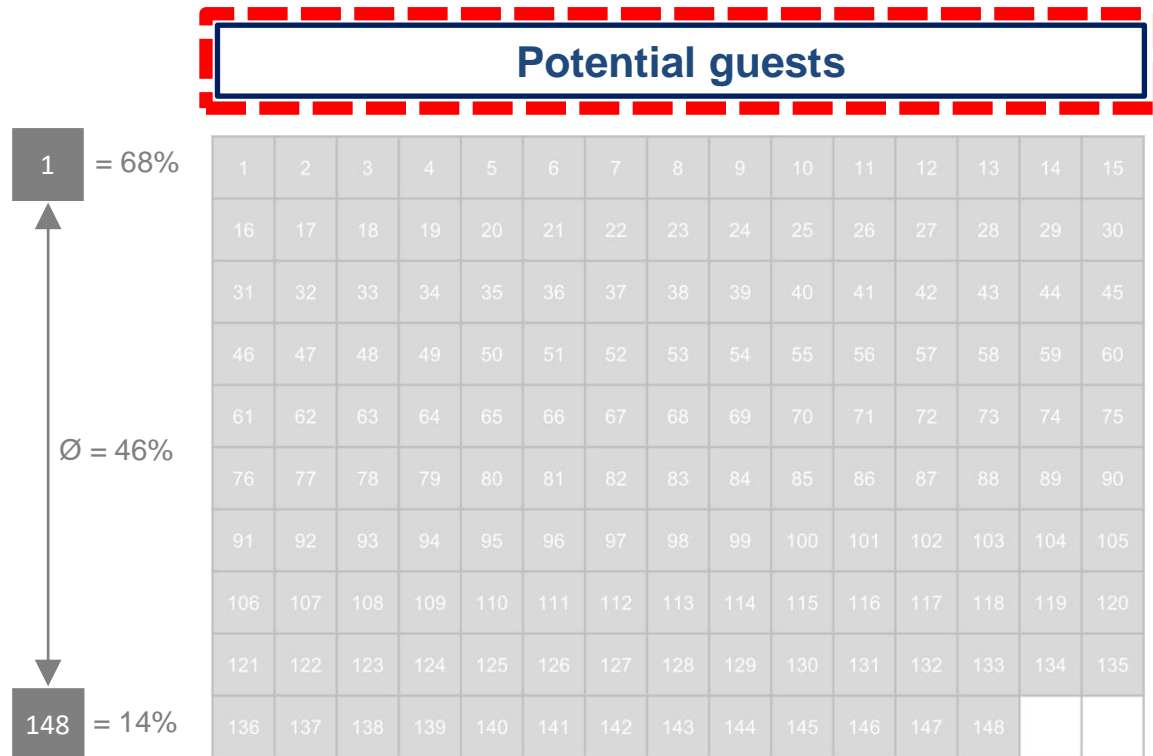
Source market Germany:
Assessment of the
“impacts of tourism in general“
on tourist destinations

Question (short form):

Next we would like to know how you assess the impacts of tourism on the following international tourist destinations?

Comparison of the assessment of destination categories on the “impact of tourism in general”

Comparison of subgroups “Potential guests” vs. “Visitors in the past”



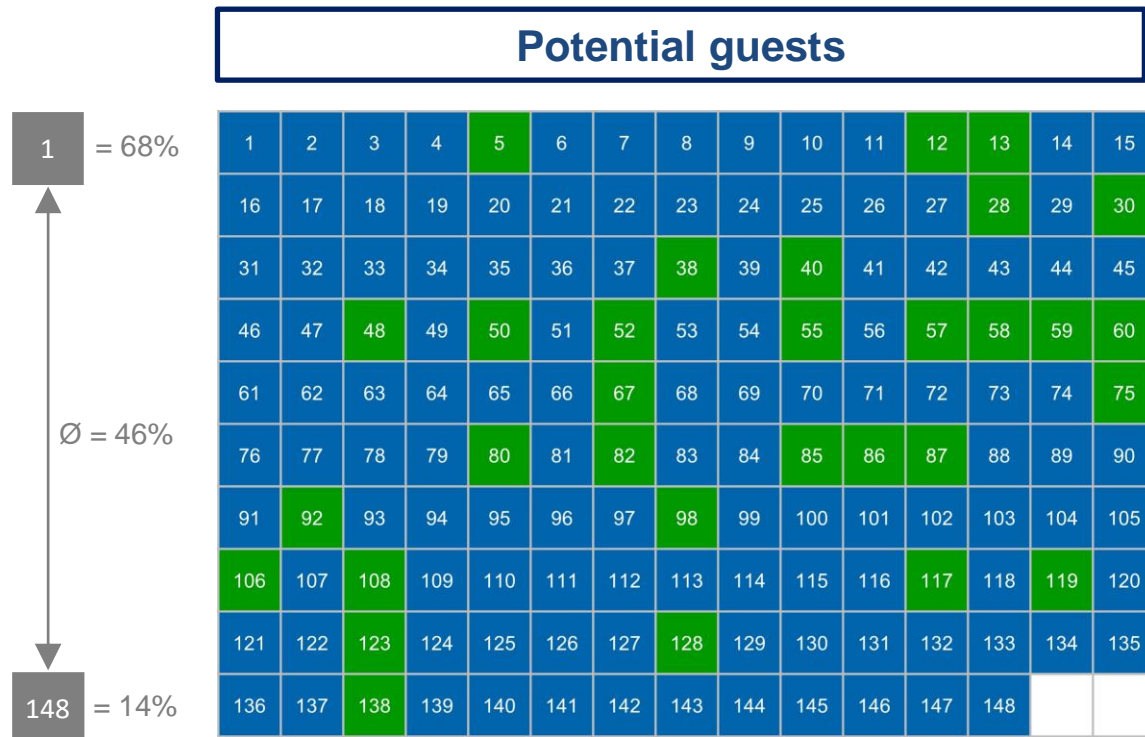
- German destinations (117)
- International destinations (31)

Source: inspektour (international) GmbH, 2023

Basis: Potential guests (n on average = 297) and Visitors in the past (n on average = 197) in SM Germany
Ranking based on the balance value (= top-two-box – bottom-two-box on a scale of “5 = mostly positive” to “1 = mostly negative”)

Comparison of the assessment of destination categories on the “impact of tourism in general“

Comparison of subgroups “Potential guests” vs. “Visitors in the past”



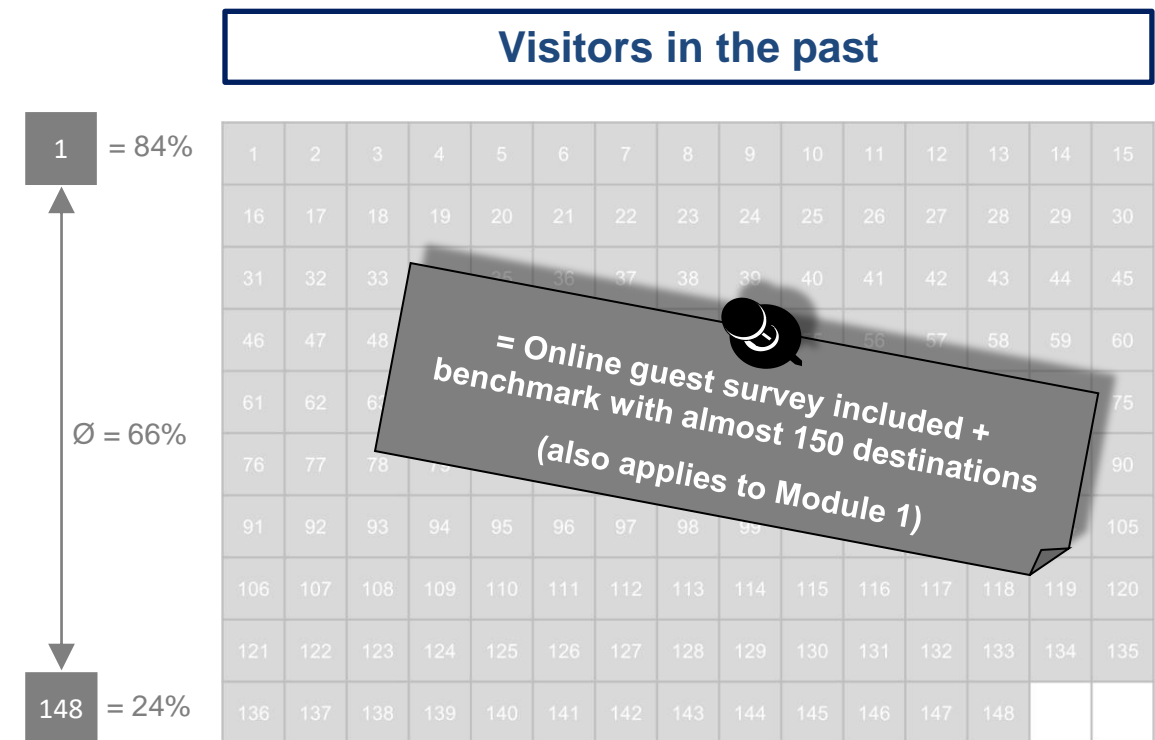
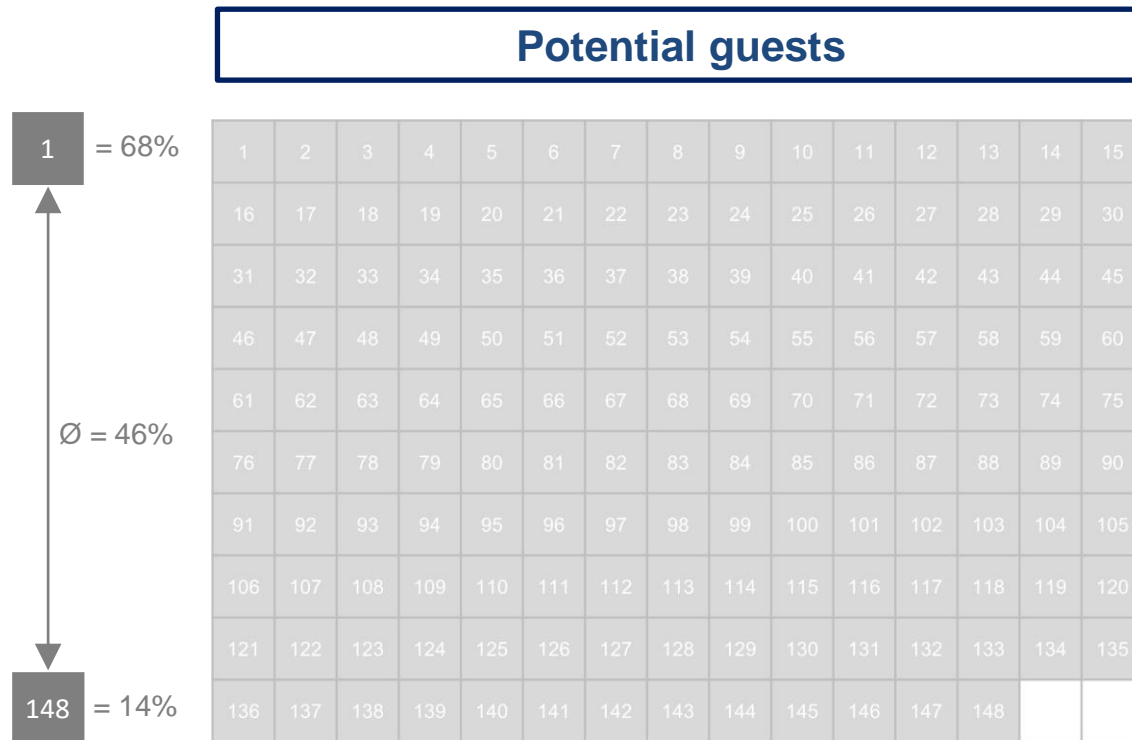
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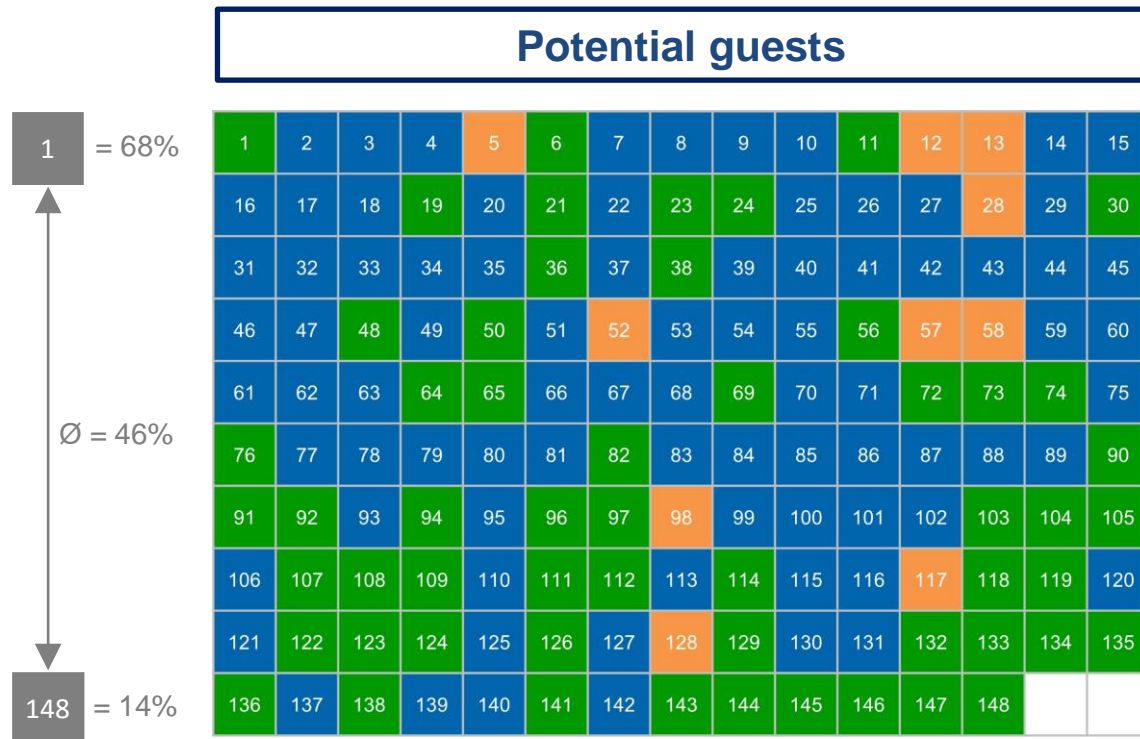
- Regions (82)
- Municipalities and cities (56)
- Countries (10)

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More Destination Brand 23 webinars

SAVE THE DATE – up-coming Destination Brand 23-webinars:

27.02.2023 | 10 am (CET) | DB23-Webinar

The image of **cities and metropolitan regions** as tourism and living spaces - First selected results from all 10 source markets

Language: English

[Registration](#)

12.03.2023 | 10 am (CET) | DB23-Webinar

Offers + infrastructure of travel destinations - DACH region

Language: German

[Registration](#)

19.03.2023 | 10 am (CET) | DB23-BUSINESS Webinar

Offers + infrastructure of **business travel destinations**

Language: German

[Registration](#)



Thank you very much for your attention!

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Imprint

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