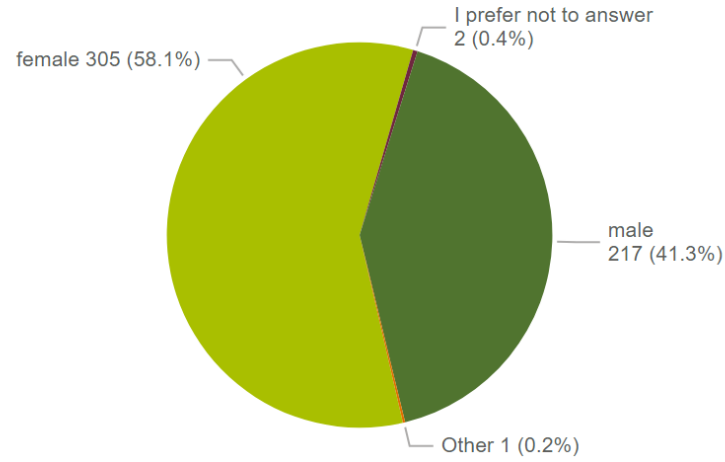
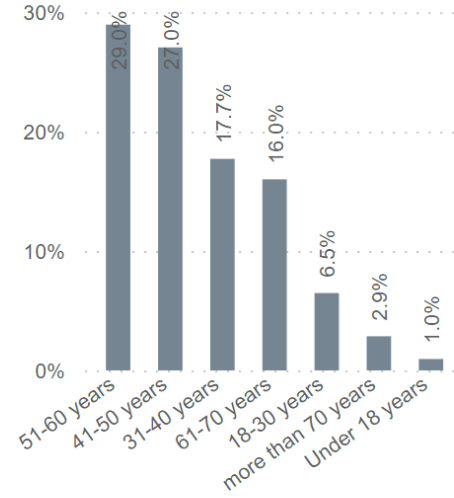


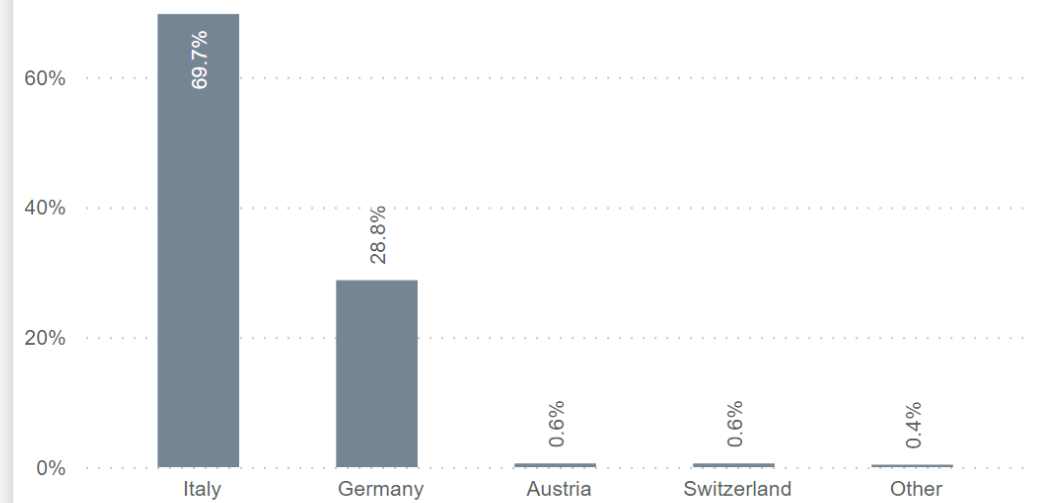
Gender:



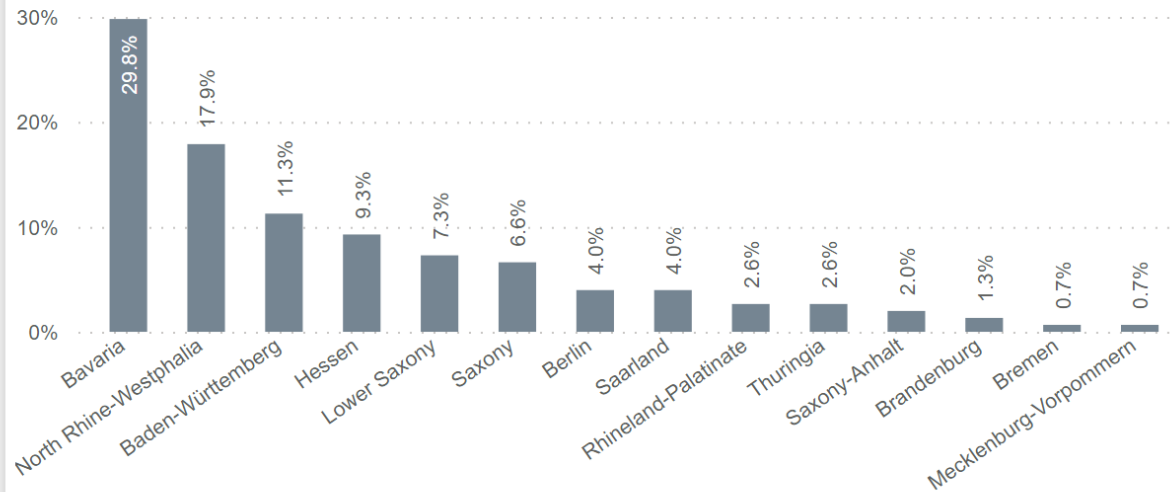
Age:



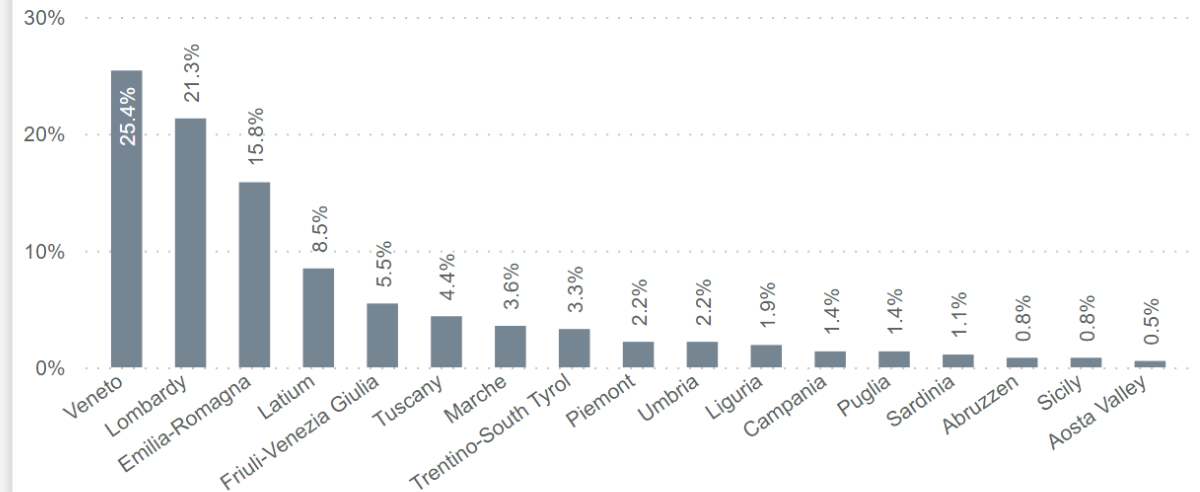
Residency (Country):



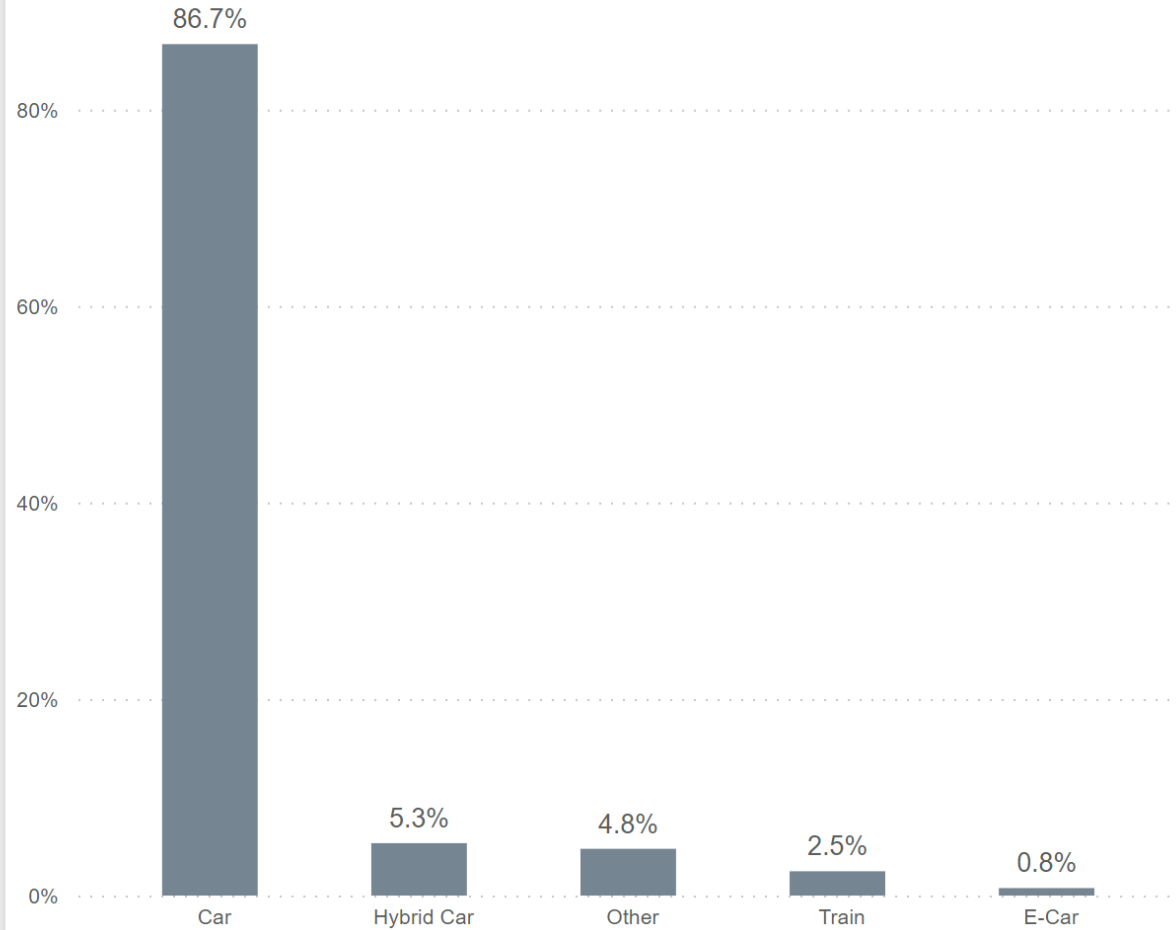
Deutschland:



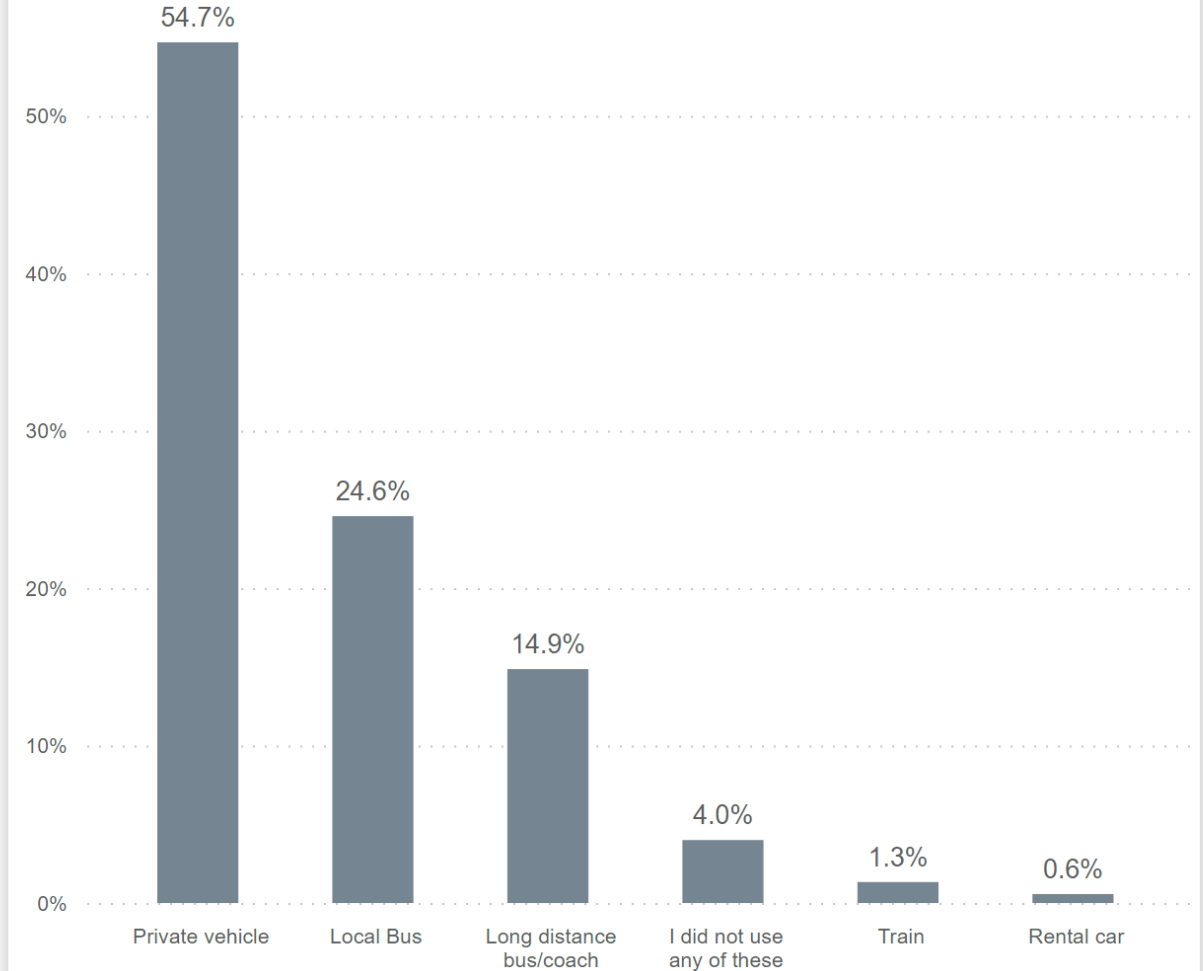
Italia:



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



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

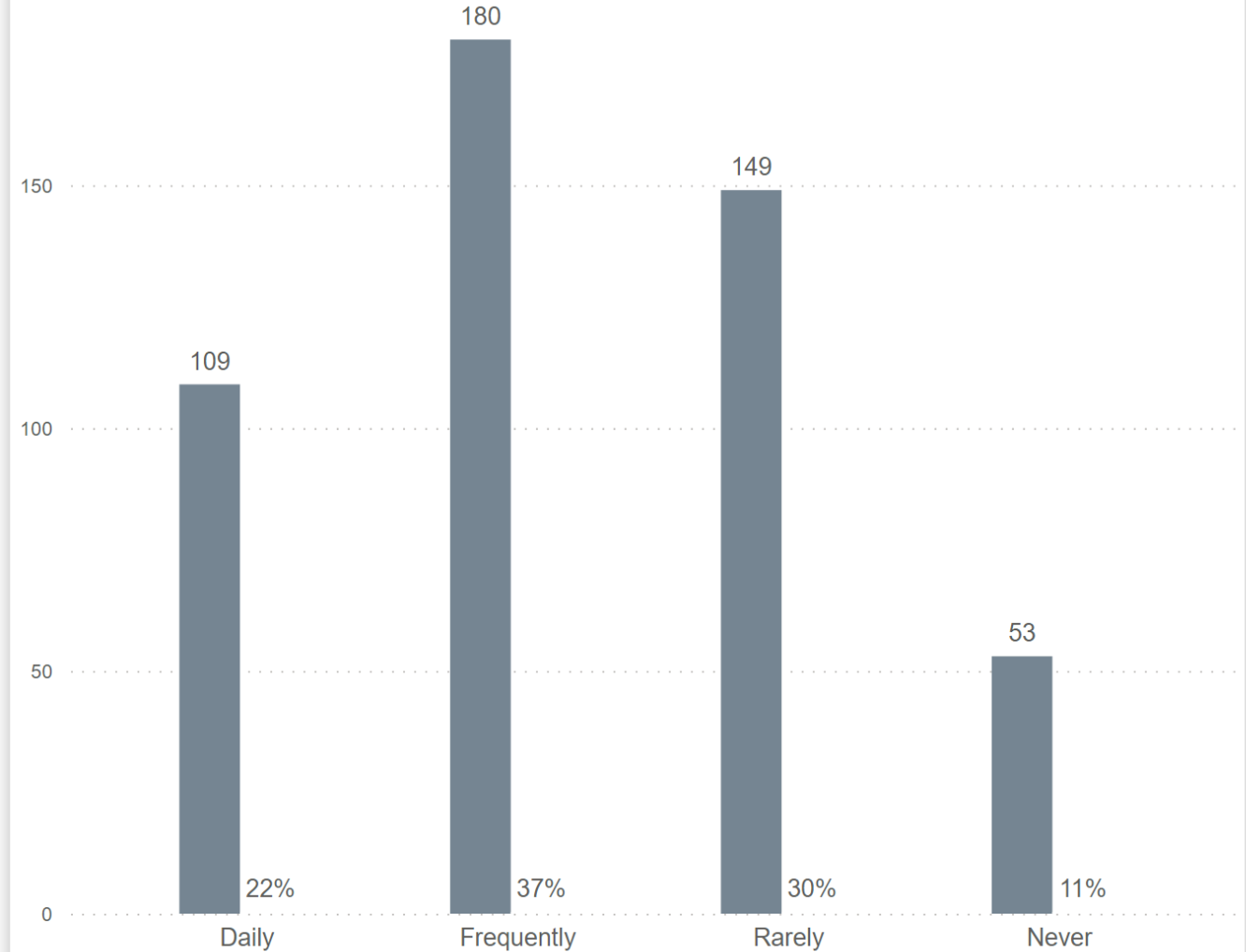


*Main means of transport (based on km travelled)

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? *

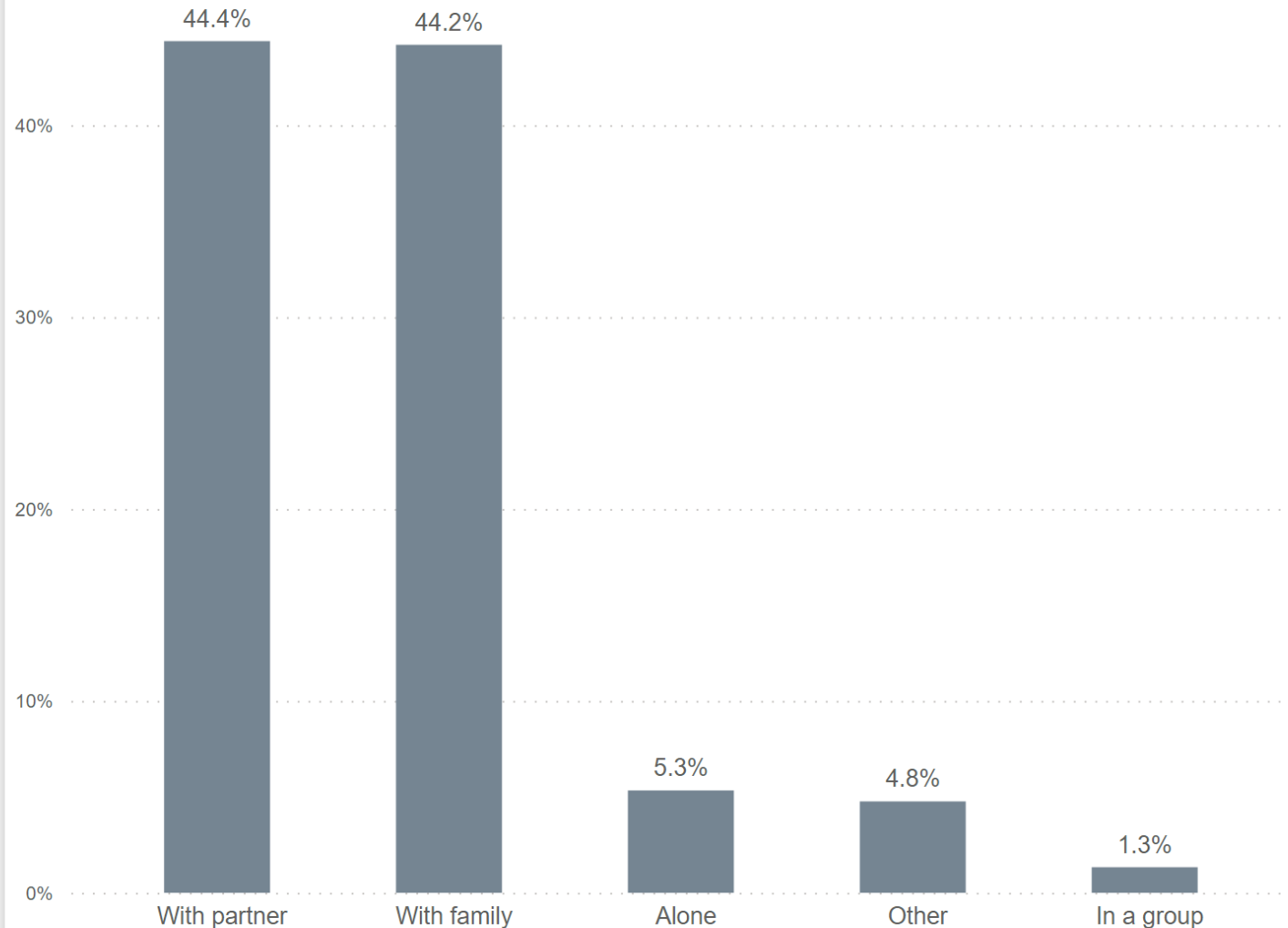


*Only for the Yes Responses

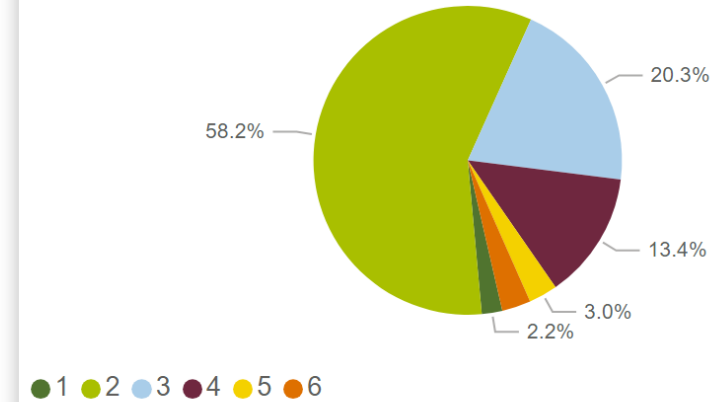
Expenses/cost

525

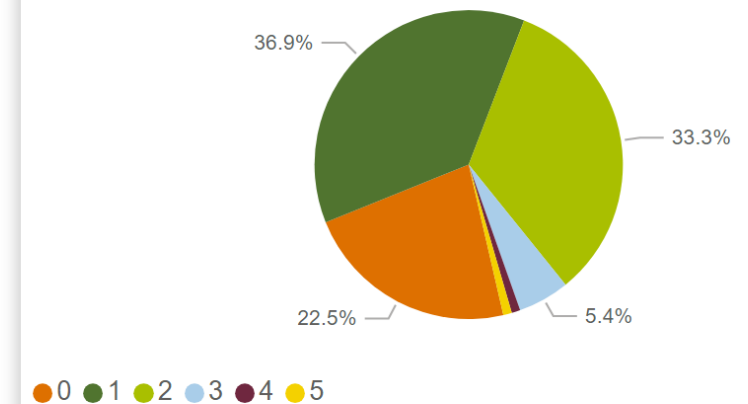
With whom do you travel?



How many adults? *

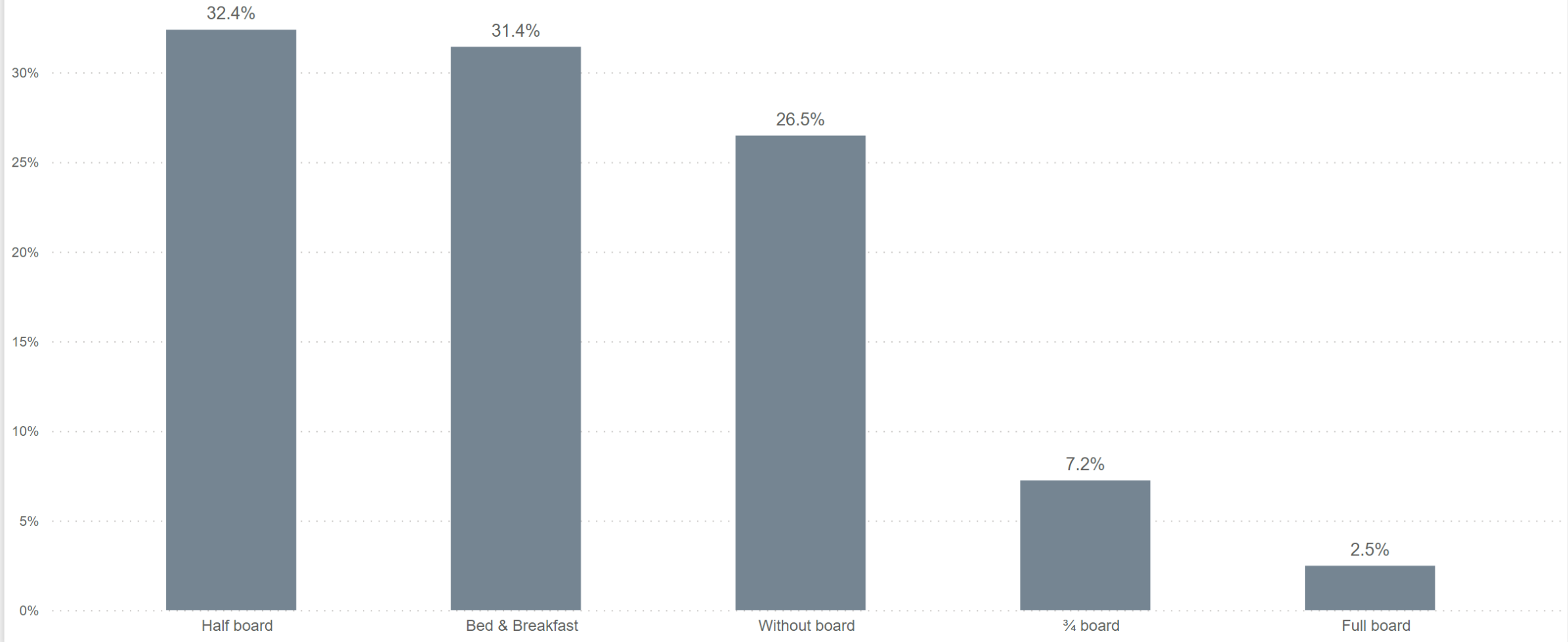


How many children? *

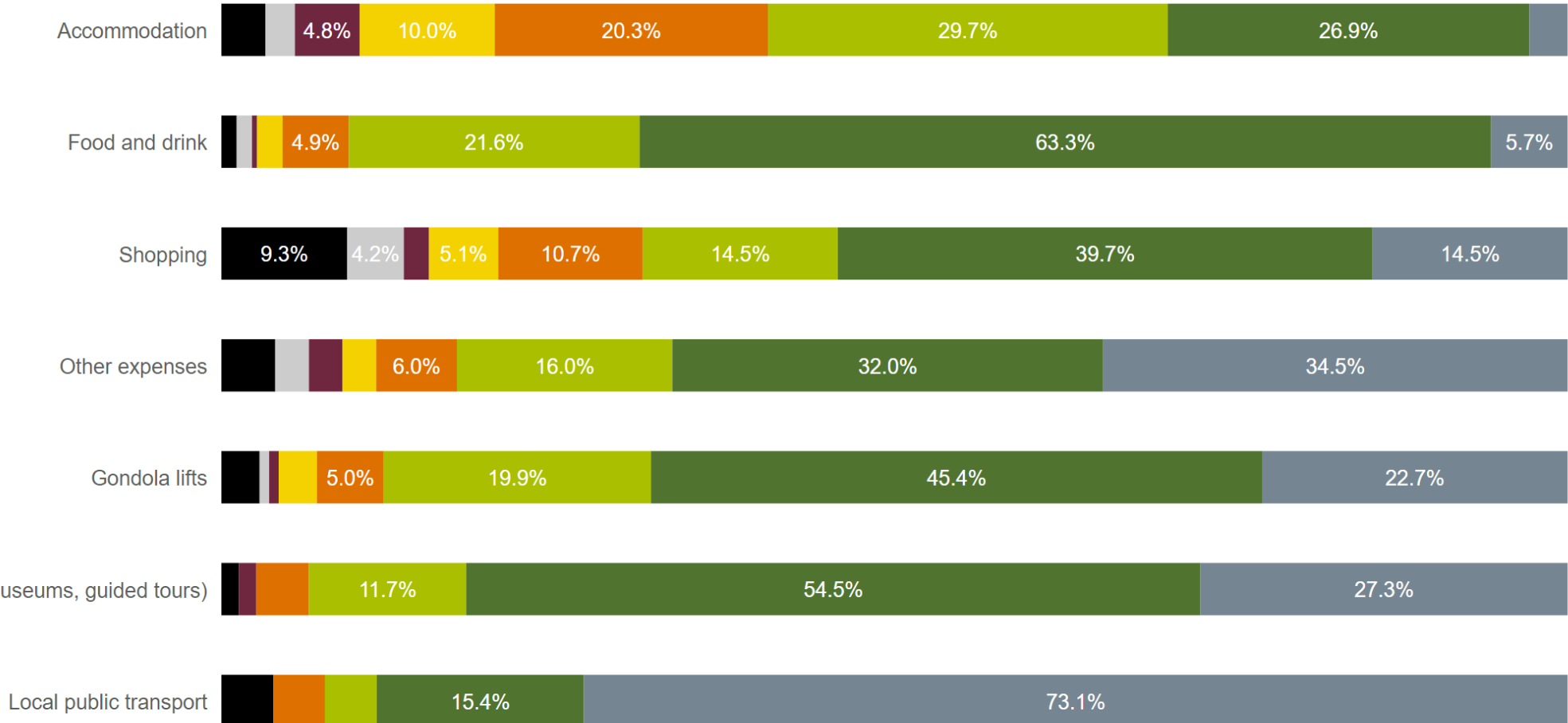


*Only for the Response: "With family/children"

What type of accommodation did you choose?



more than 200€, 170-200€, 140-170€, 110-140€, 80-110€, 50-80€, 30-50€, 1-30€, 0€, I don't know

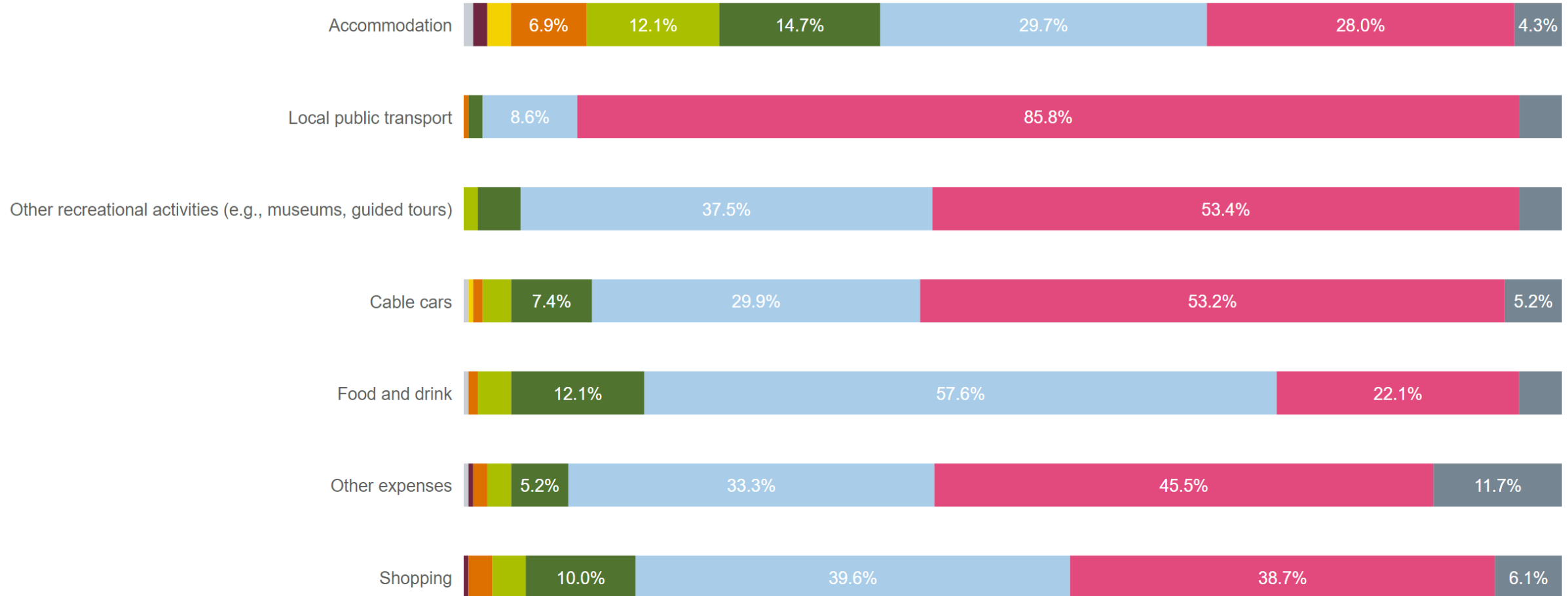


Expenses/cost

232

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

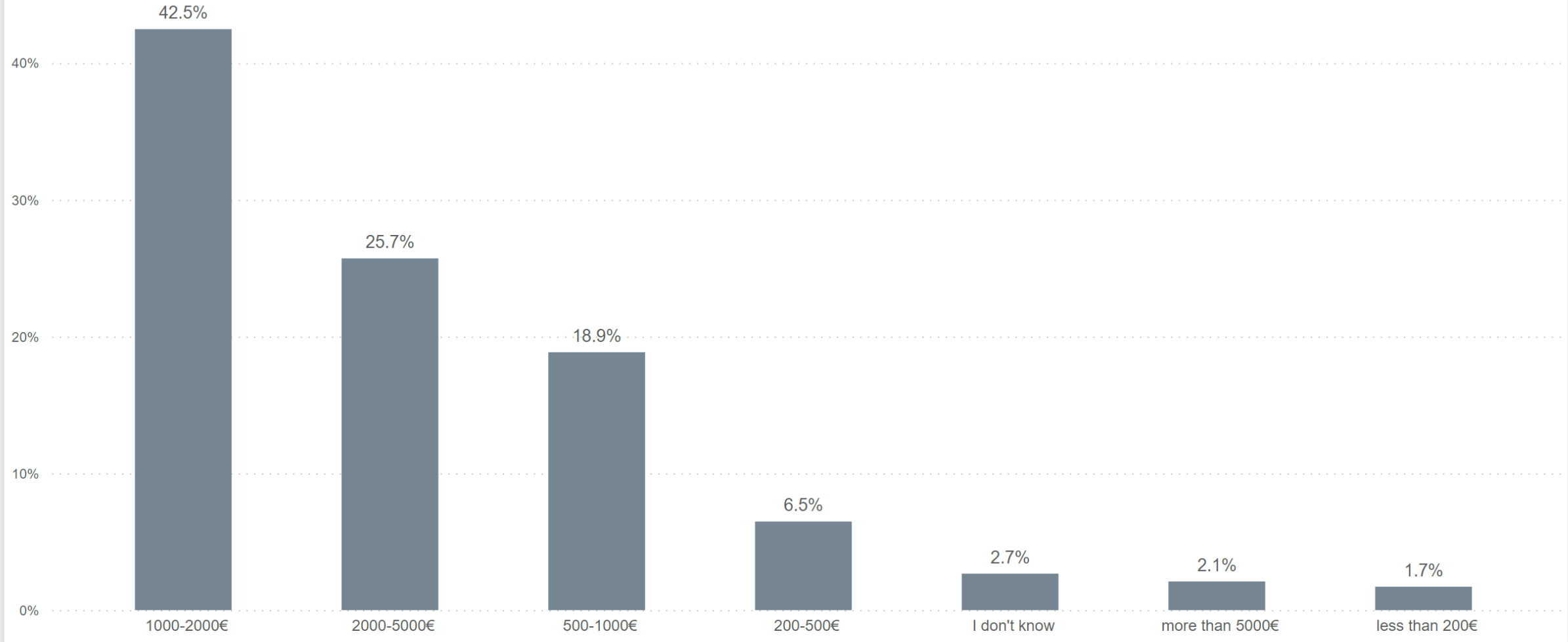


*Only for the Response: "With children/family"

Expenses/cost

525

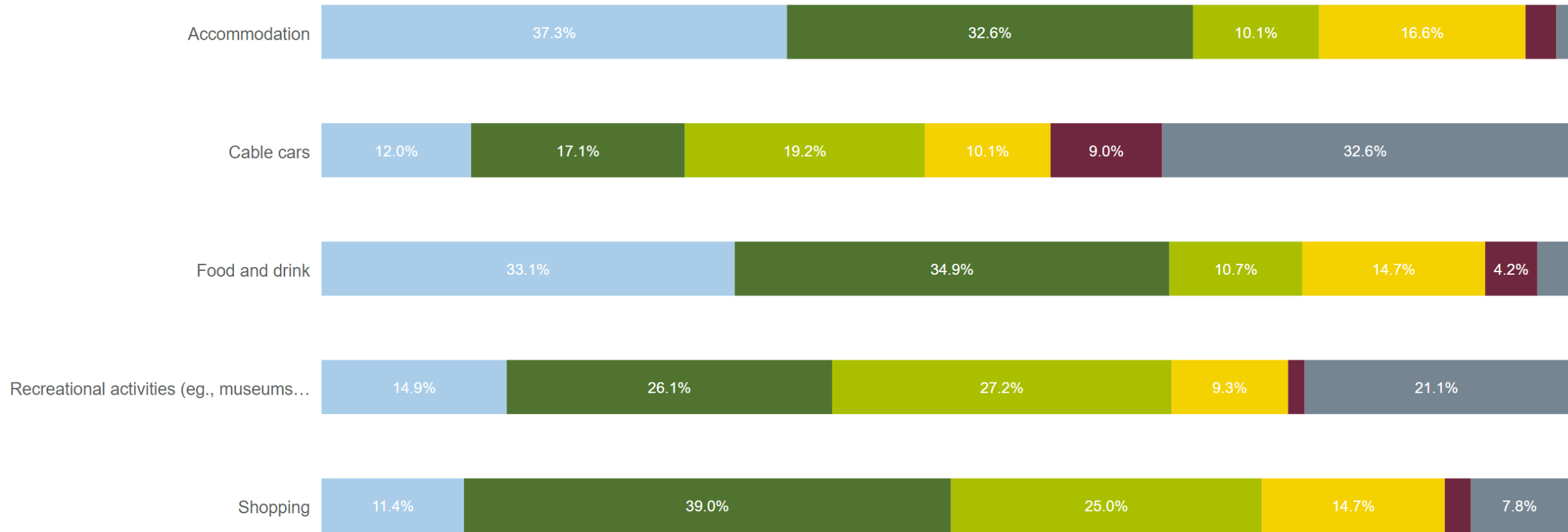
How much did you spend for your holiday in the Ahrntal Valley in total?



Expenses/cost

525

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

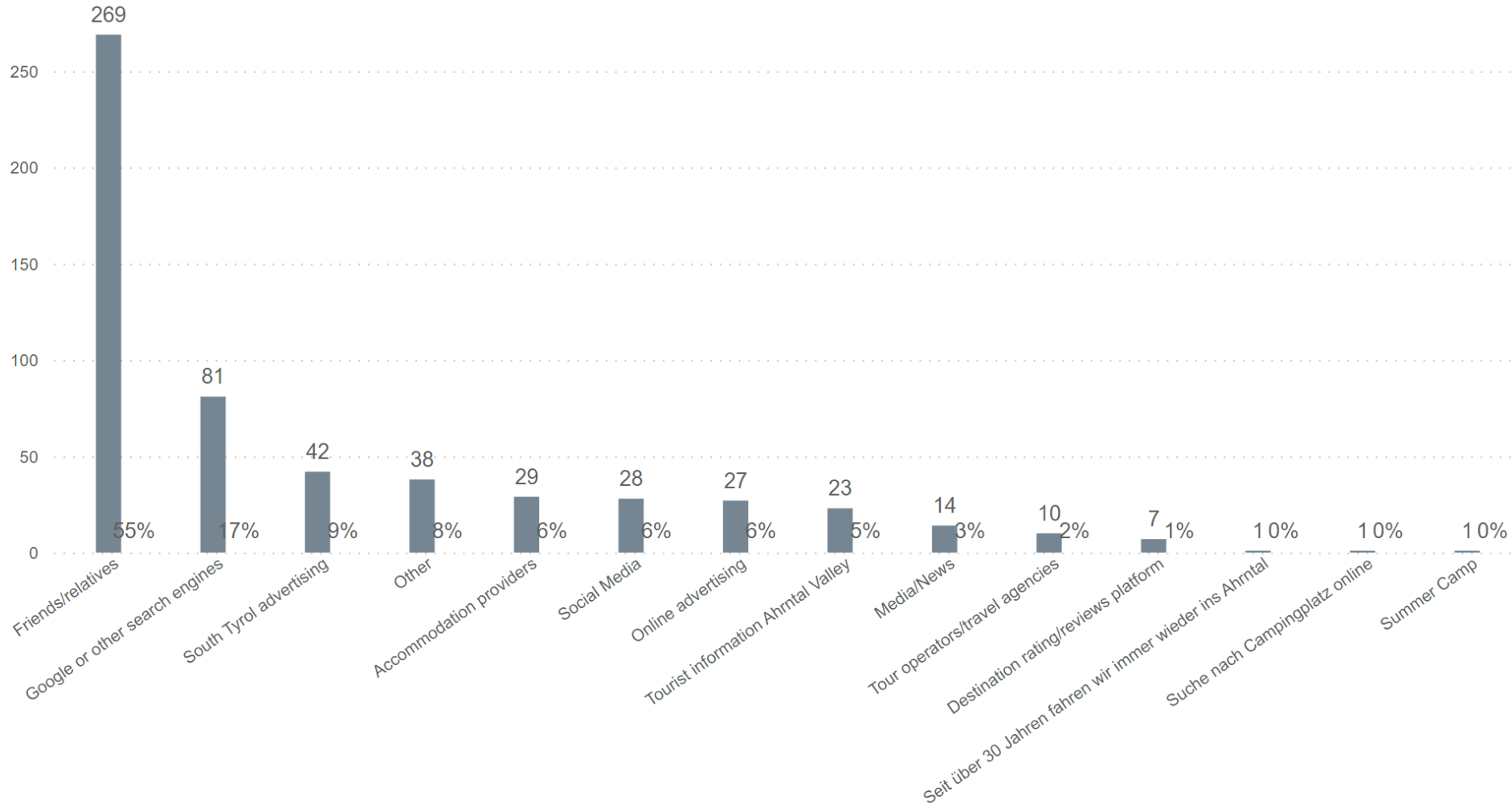


● 5 ● 4 ● 3 ● 2 ● 1 ● 0

Reason for holiday and activities

525

How did you hear about the region?

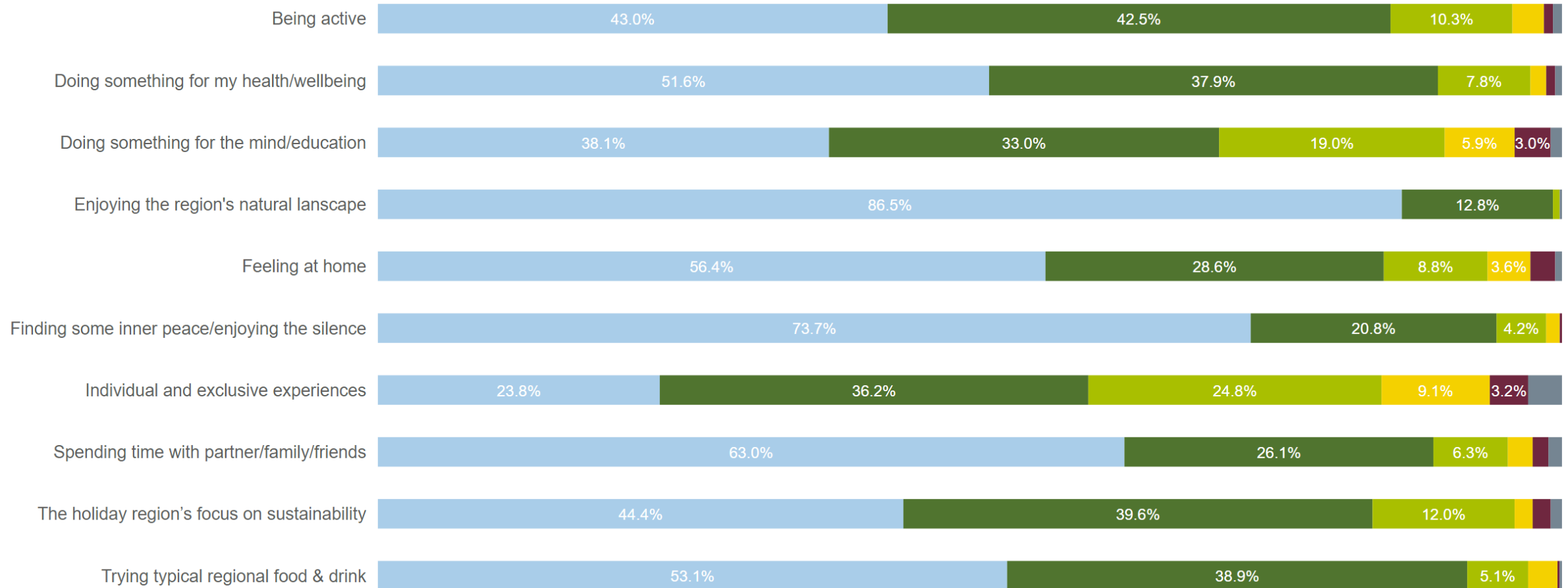


How did you hear about the region?

- 25 anni fa, meeting sportivo della figlia
- App Park for night
- Artikel in Trekkingzeitschrift
- Capitati per caso
- Ci vengo da oltre 20 anni
- Ci vengo da più 30anni
- Conoscenza dell Alto Adige
- Durch eine Busreise
- Durch Zufall
- ero in vacanza in val Pusteria e ho visto la valle aurina e me ne sono innamorata
- Evento
- Fachzeitschrift für Architektur
- Frequentando Plan de Corones in inverno
- Gruppenreise
- ich kenne das Ahrntal seit 1972 von meinen Eltern
- Ich komme seit 2013
- Ich komme seit 2013 mehrmals im Jahr
- Ich komme seit mehr als 40 Jahren ins Ahrntal, damals hat mein Vater Ferien für Jugendgruppen organisiert und durchgeführt.
- kommen seit über 5 Jahren immer wieder
- Konfirmandenferienseminar
- Last minute reservation
- lavoro
- I libri di escursioni

Reason for holiday and activities

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

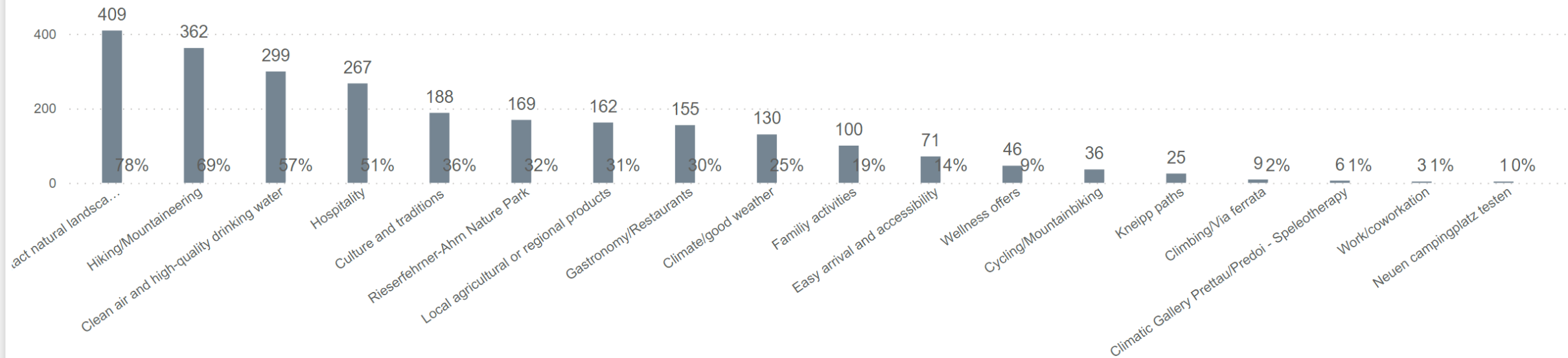


● 5 ● 4 ● 3 ● 2 ● 1 ● 0

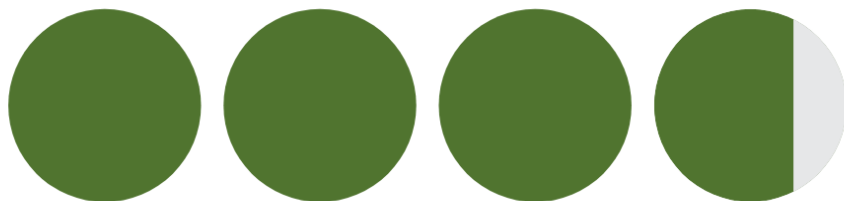
Reason for holiday and activities

525

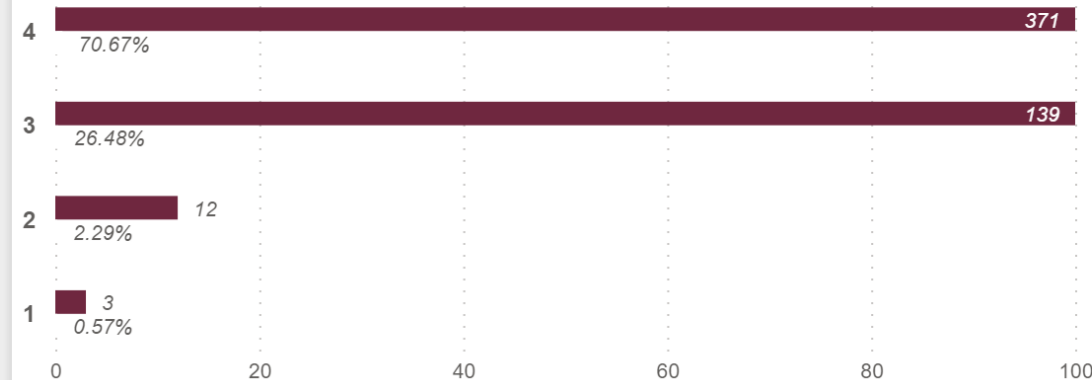
Why did you choose this region as your holiday destination?



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

525

Why?

È la valle più bella ed ancora intatta

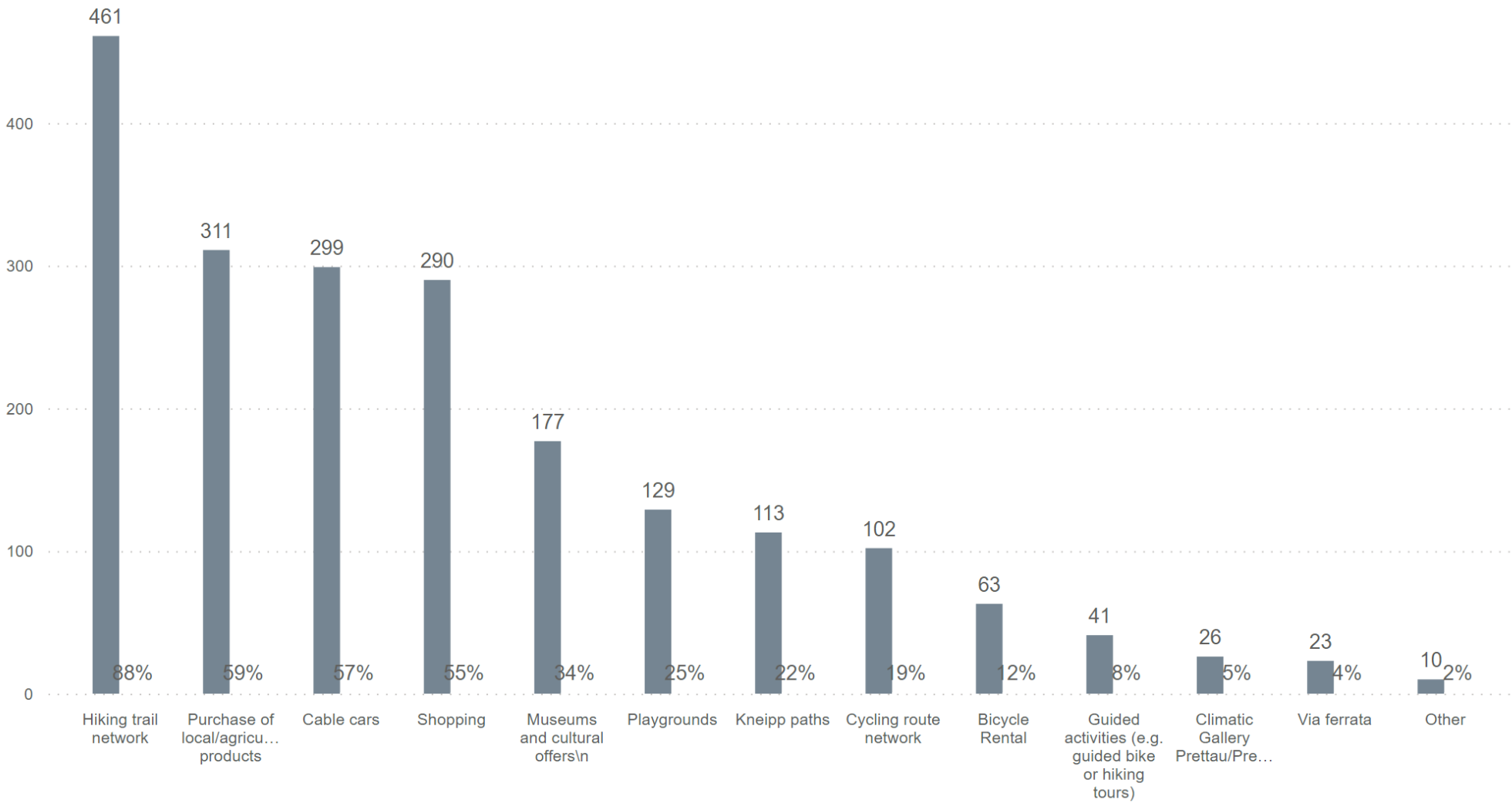
Perché il Cascade è chiuso

Siamo in ITALIA, ma siamo stati trattati come i peggiori stranieri. Superficialità, distacco e menefreghismo l'hanno fatta da padrone. VERGOGNOSO!

Reason for holiday and activities

525

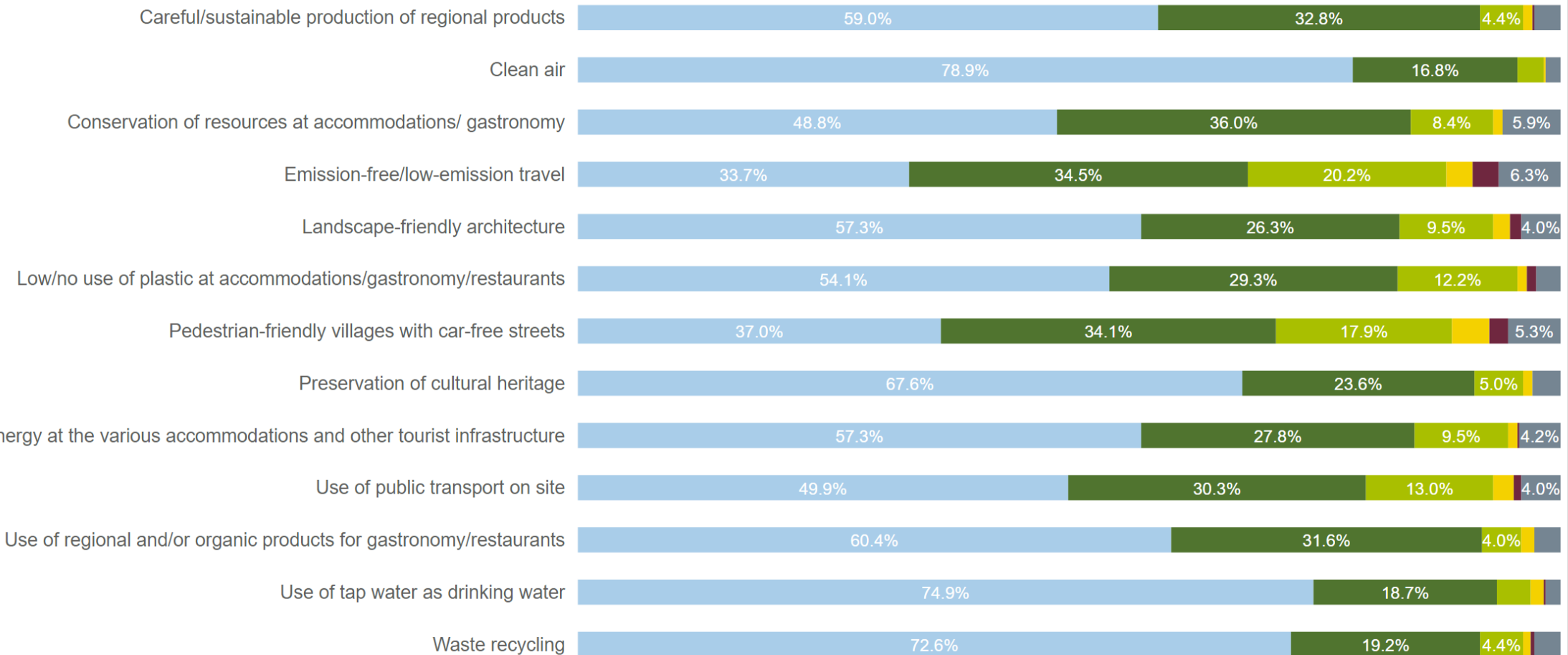
Which of the following did you use/try during your stay?



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

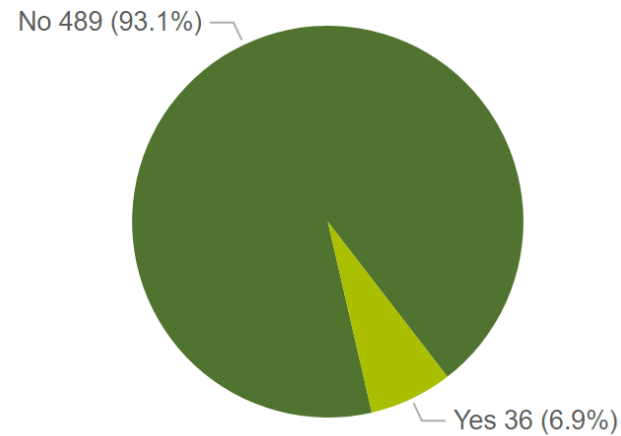
- Coworking Space
- Naturbadeteich Geis
- non lo so
- Piscina e SPA
- Rafting
- Trasporti pubblici

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

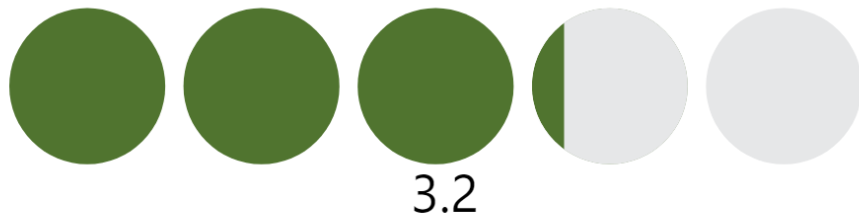


5 4 3 2 1 0

Are you familiar with tourism sustainability certifications?



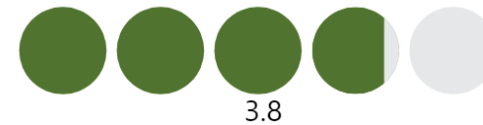
How important is certification when selecting your ideal holiday accommodation? (1 = Unimportant, 5 = Very important)



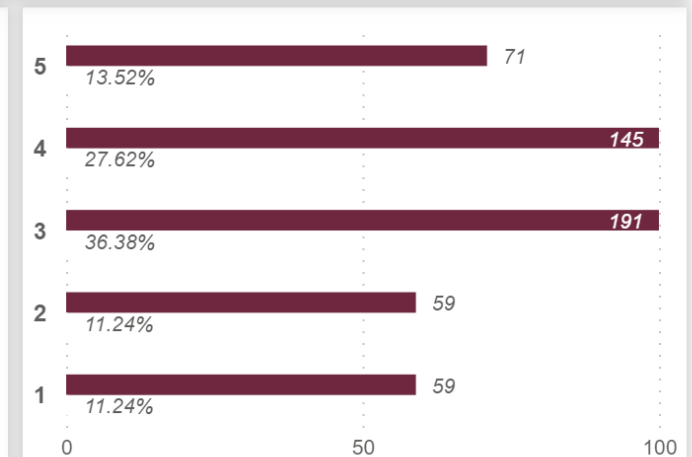
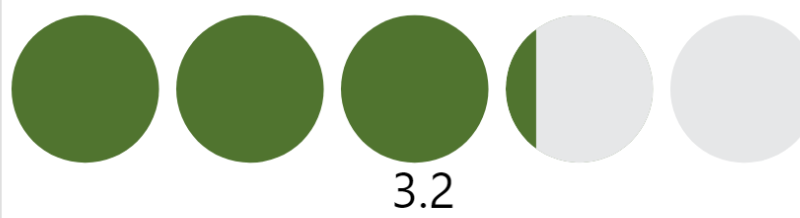
Which sustainability certifications do you know?

☐ Vitaalpina
☐ Tourcert, Biosphere, GSTC, Greensign, ecolabel, österr. Umweltzeichen, Earth Check, emas, Turn to zero
☐ Simbolo gallo rosso con attribuzione nr. Fiori
☐ Respiration-Health-Hotel
☐ Name ist mir nicht bekannt
☐ Nachhaltigkeitslabel Südtirol
☐ Klimahaus
☐ Klassifizierung bei booking
☐ ISO 14001
☐ GSTC

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

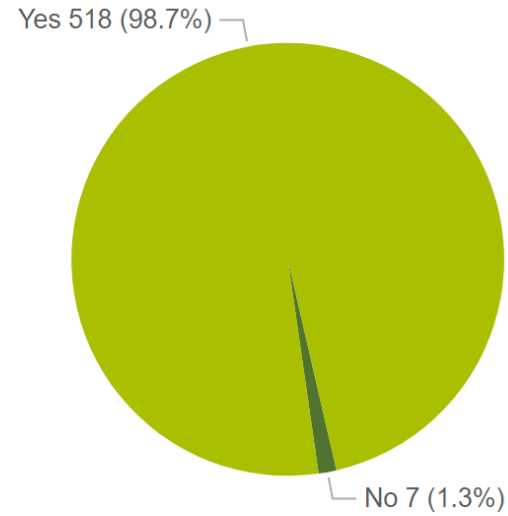


How important is certification when selecting your ideal holiday region? (1 = Unimportant, 5 = Very important)



*Only who is familiar with certifications

Would you return to this destination for holiday?



Why?

È stato espresso prima

Fehlendes Bad in Sand in Taufers (Hauptattraktion im letzten Jahr!)

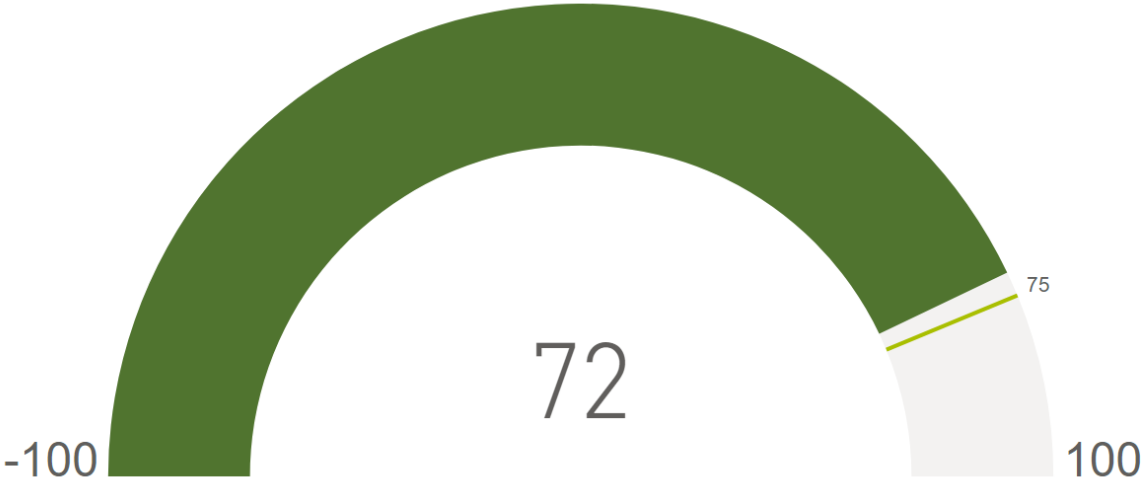
Paesaggio deturpato nel corso degli anni da costruzioni selvagge di hotel e disboscamenti. Ha perso la sua "natura " che la contraddistingueva. Troppo turismo, troppo cara.

Troppe domande irrilevanti

Volle Busse und teilweise unfreundliche Fahrer, schlecht ausgeschilderte Wanderwege, wenige Veranstaltungen

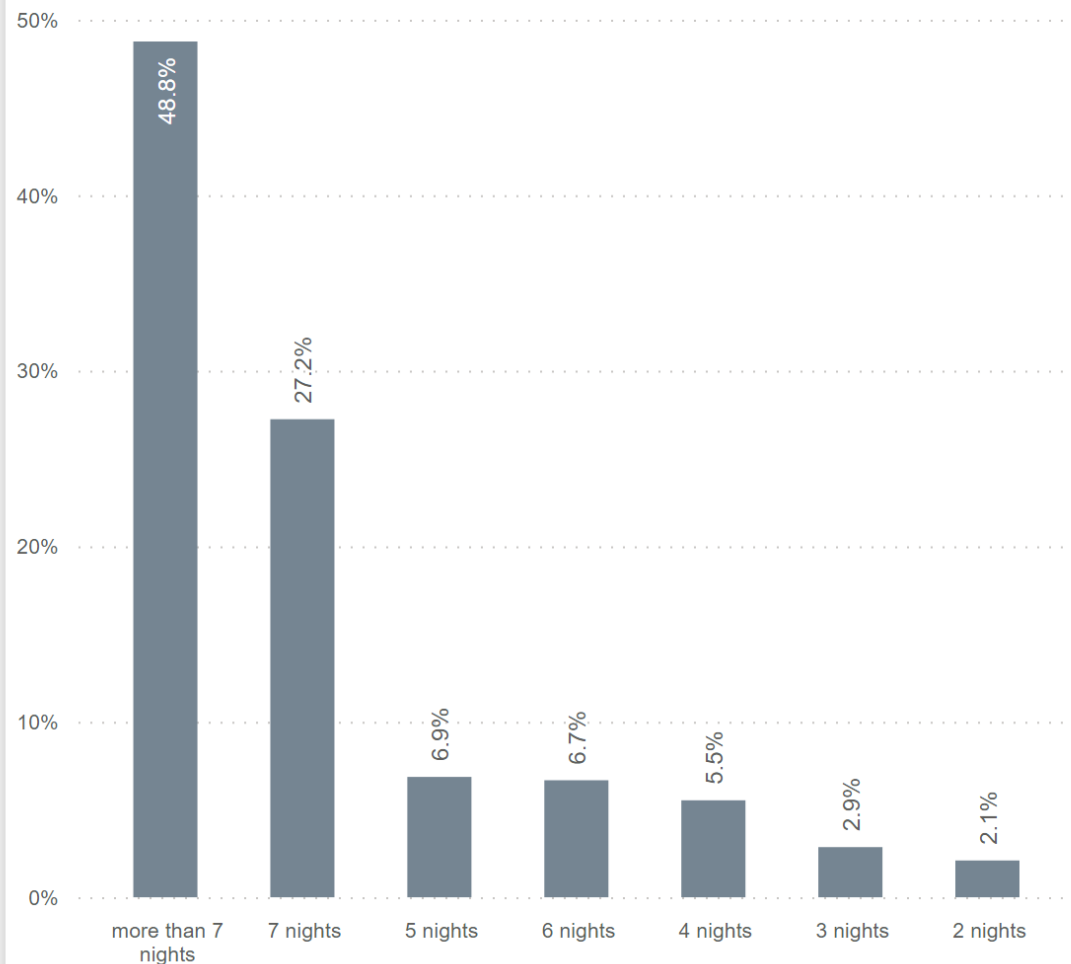
Wetter zu wechselhaft

Net Promoter Score

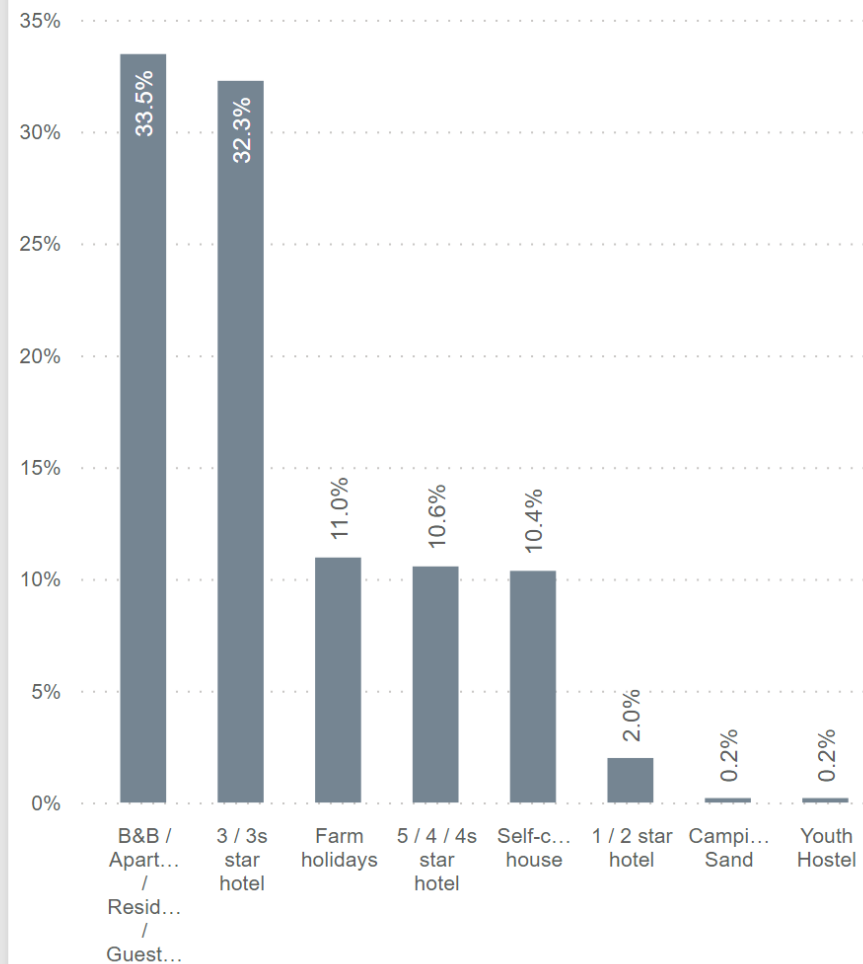


Category	Responses	Percentage
☐ Detractor(0-6)	24	4.57%
☐ Passive(7-8)	101	19.24%
☐ Promoter(9-10)	400	76.19%
Total	525	100.00%

How long do you stay in the region?



What type of accommodation did you choose?

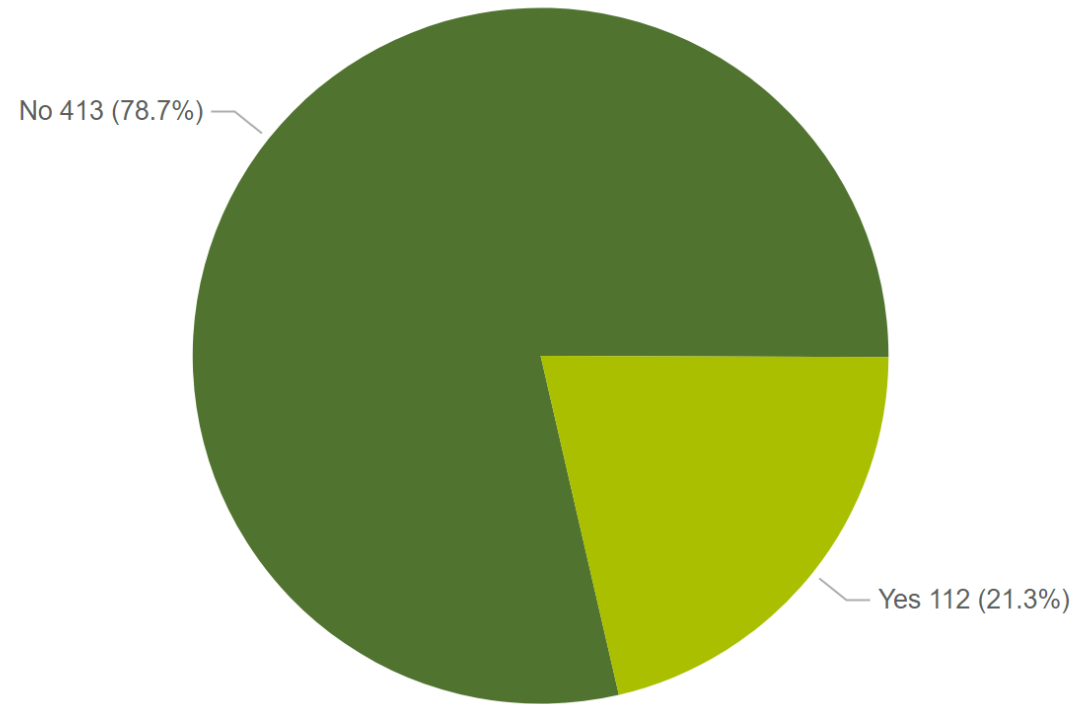


What type of accommodation did you choose?

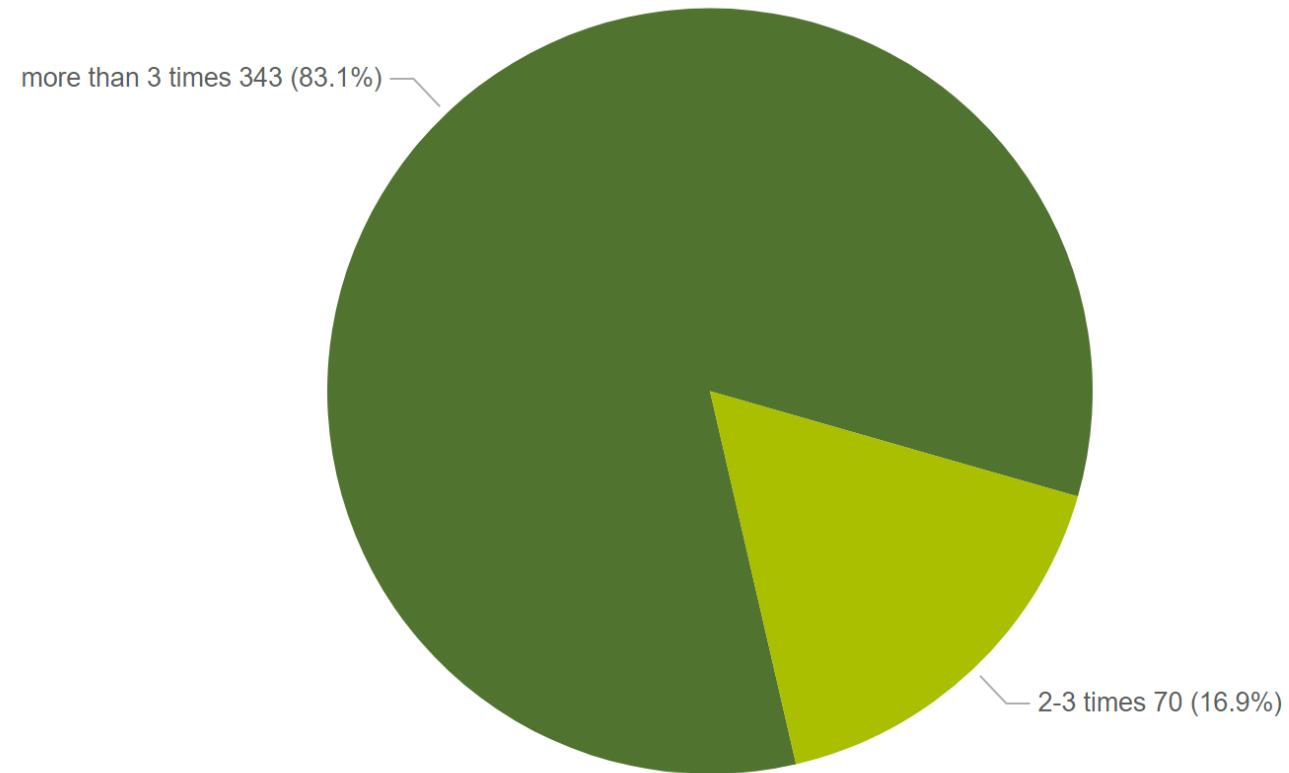
Other

- Aparthotel
- Appartamento in hotel
- Berghütte
- Biohotel
- Campeggio Sandgold
- Camper
- Camping
- Camping Sandgold
- Campingplatz
- Campingplatz in St. Lorenzen im Pustertal, aber 3Ganztagestouren im Ahrntal
- casa di proprietà
- Casa privata
- Chalet
- Maso
- parcheggio per camper
- Sosta camper

Is this your first stay in this region?

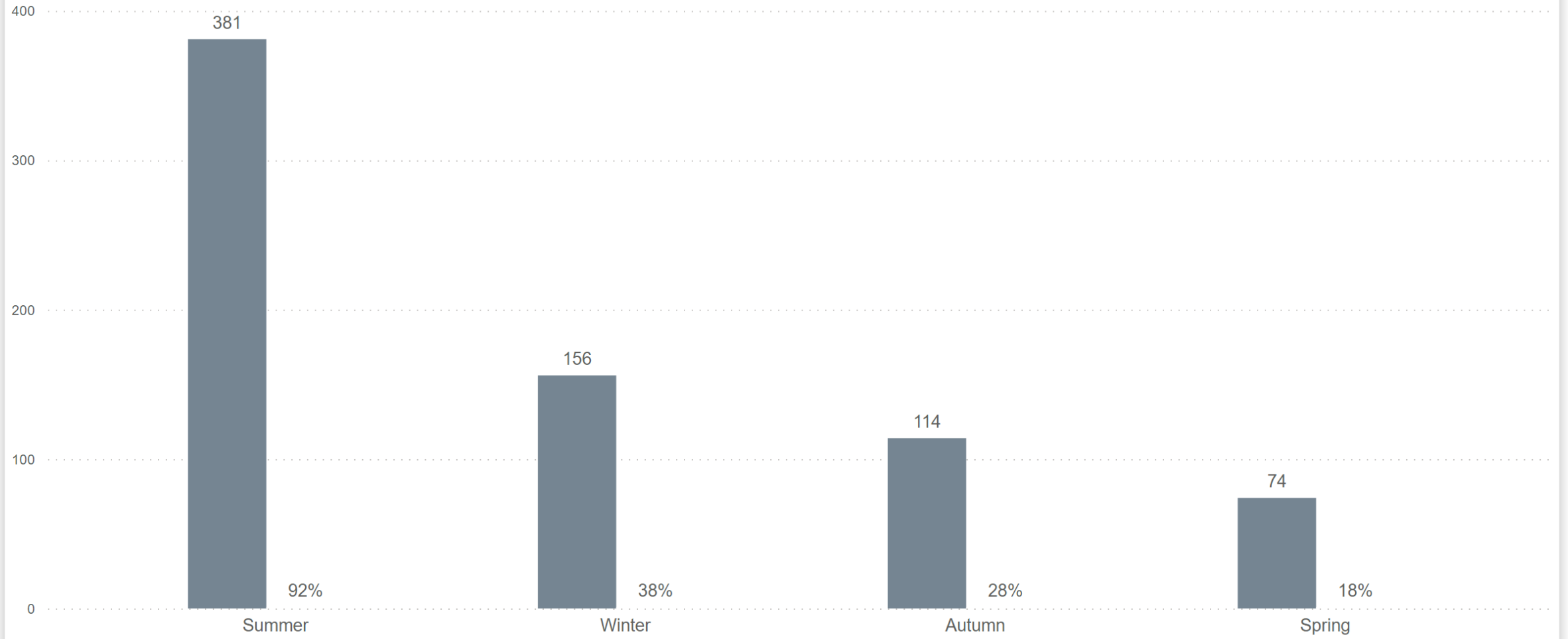


How often have you visited this region in total? *



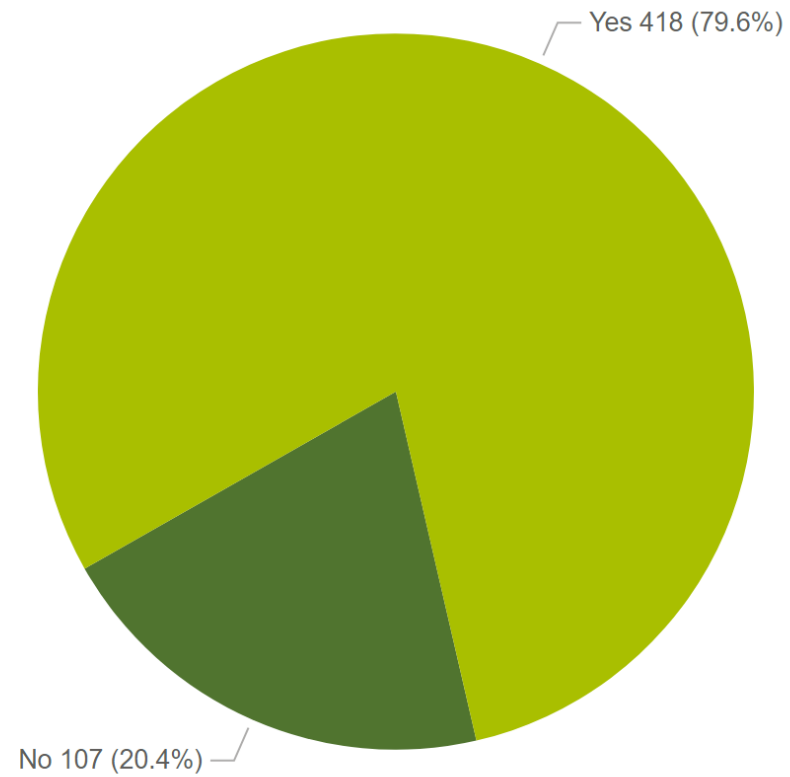
*Only if the Response of question "Is this your first stay in region?" is No.

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

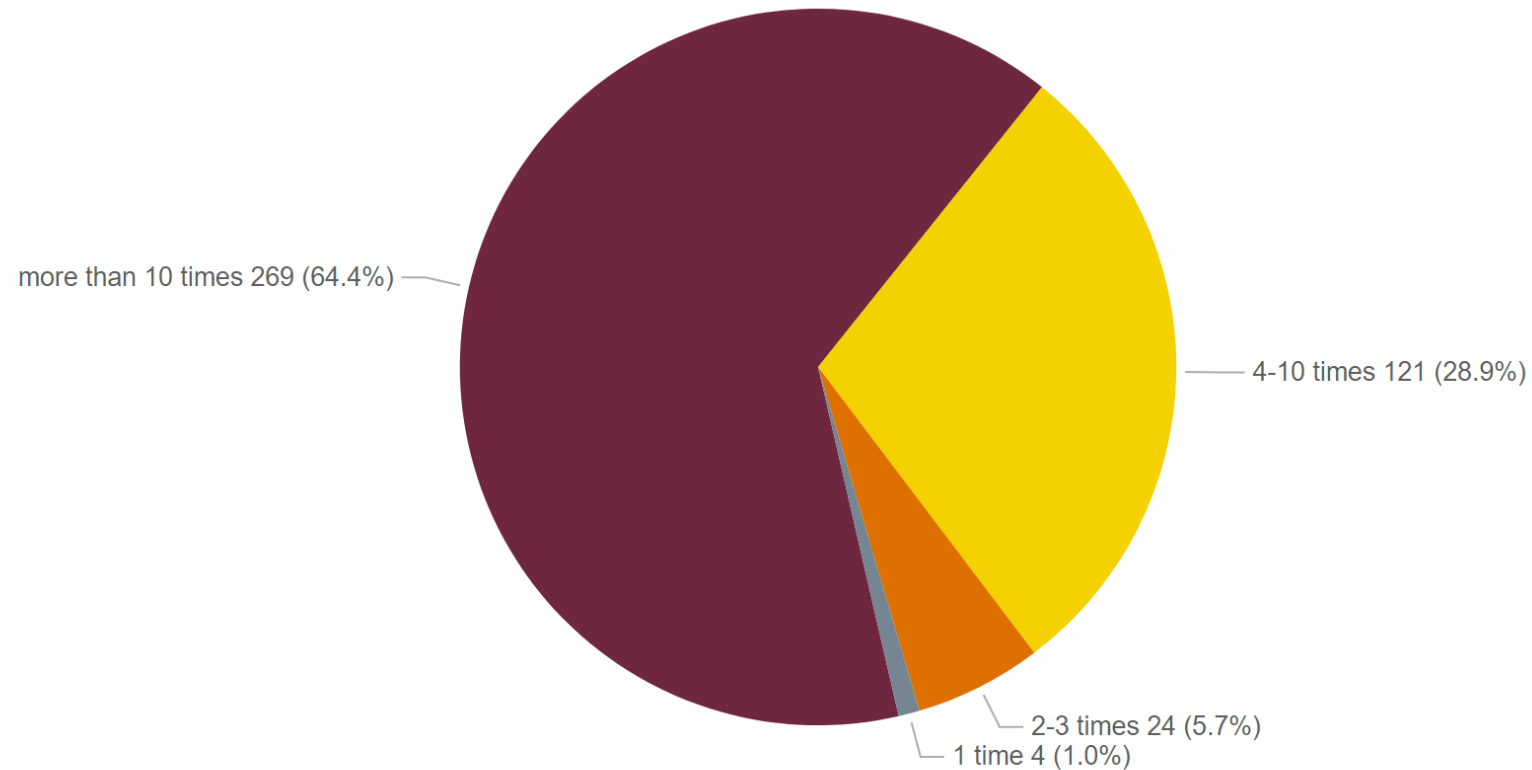


*Only if the Response of question "Is this your first stay in region?" is No.

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

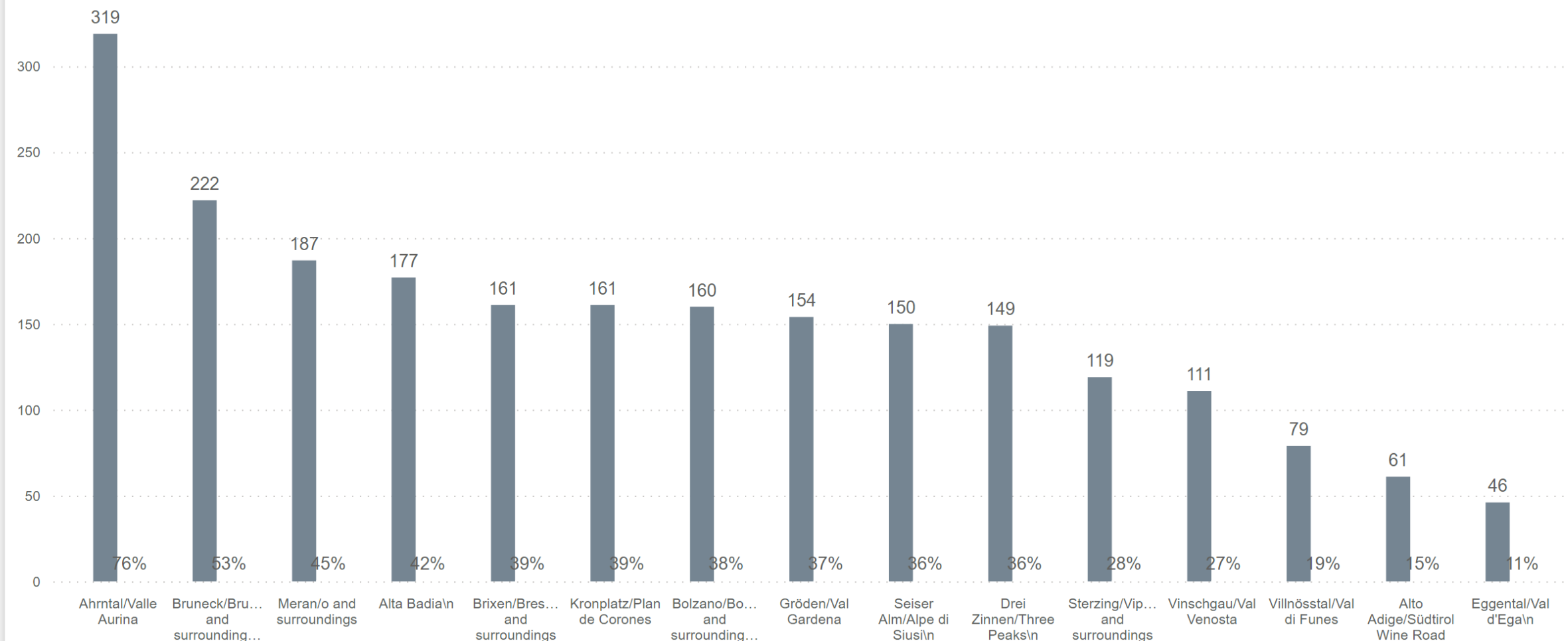


How often have you been on holiday in "Südtirol/Alto Adige"? *



*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