Ergebnisse Gästeumfrage Villnöss-Lüsen

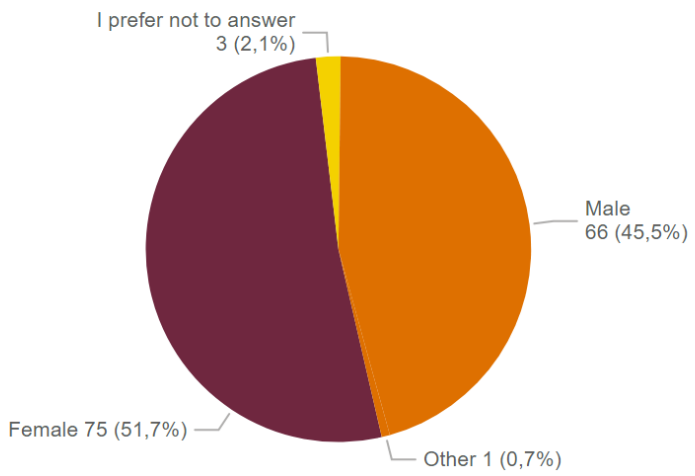
09.08.2024 bis 30.03.2025

Hannes Waldmüller
04.04.2025

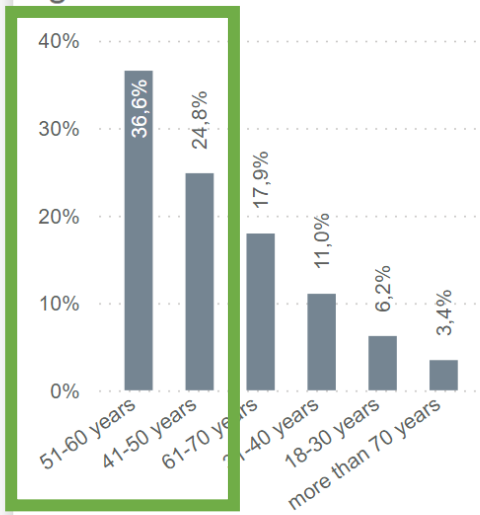
IDM INNOVATORS. DEVELOPERS. MARKETERS.

Gästeumfrage

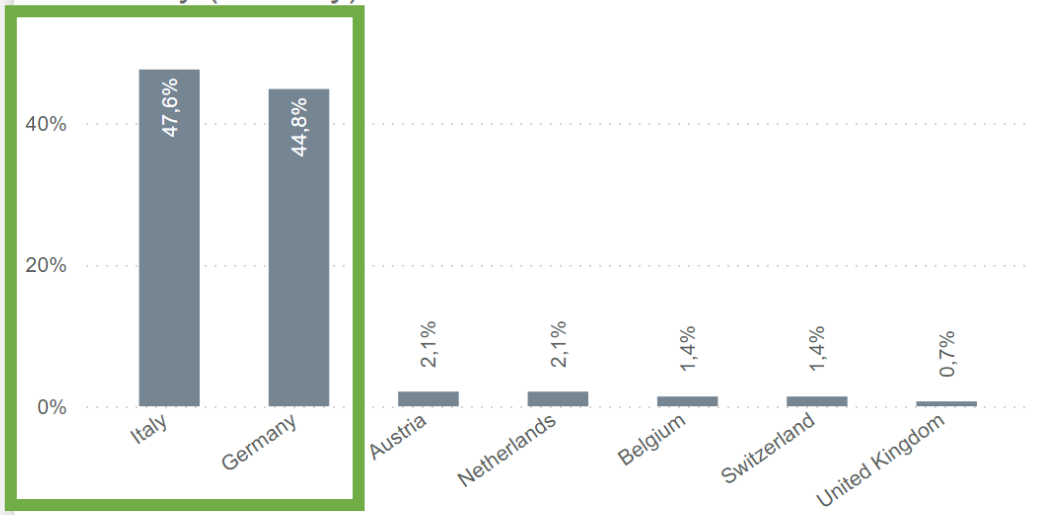
Gender:



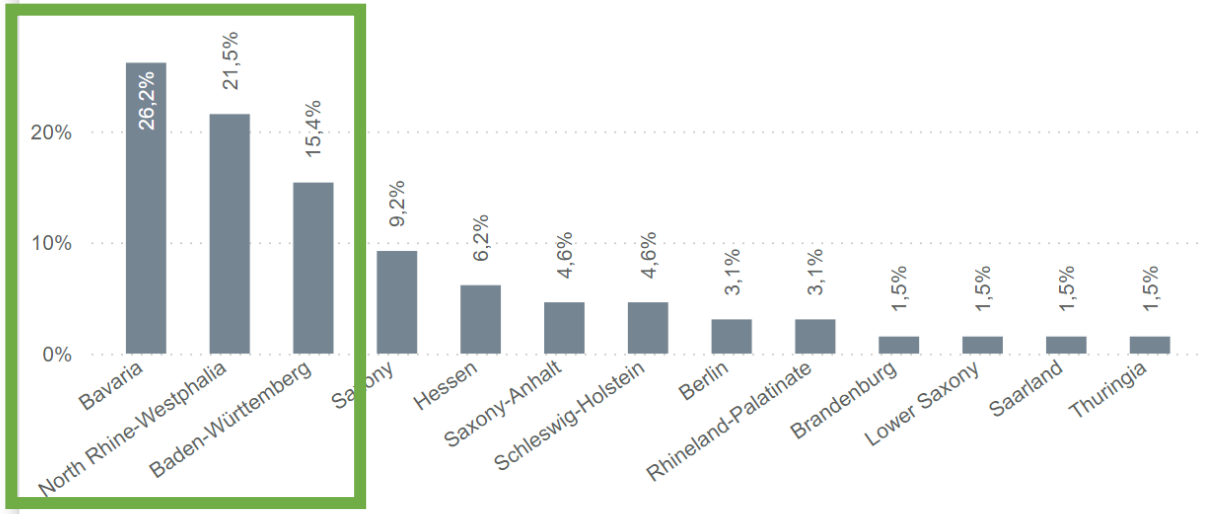
Age:



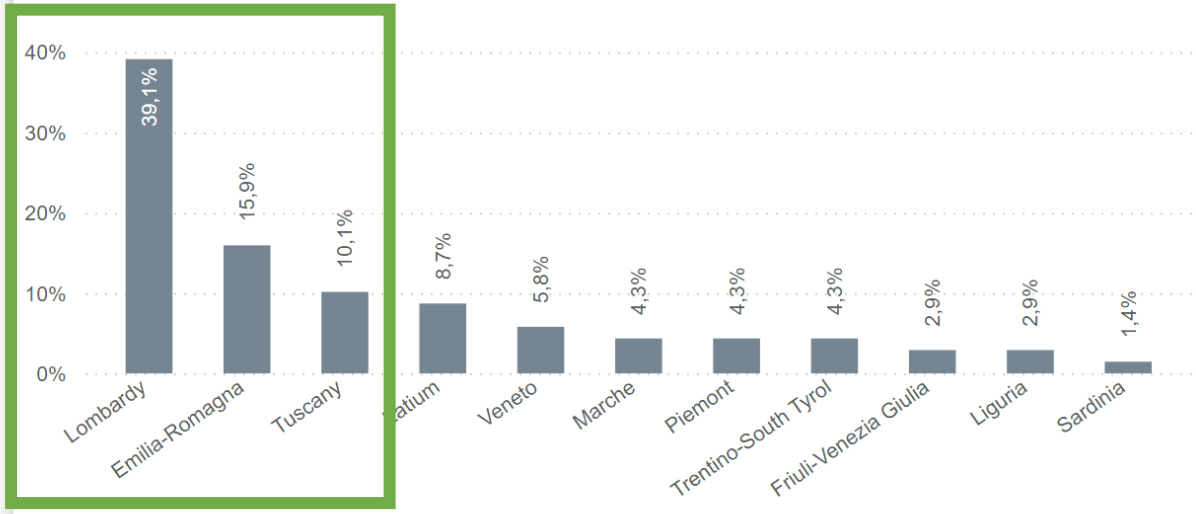
Residency (Country):



Deutschland:



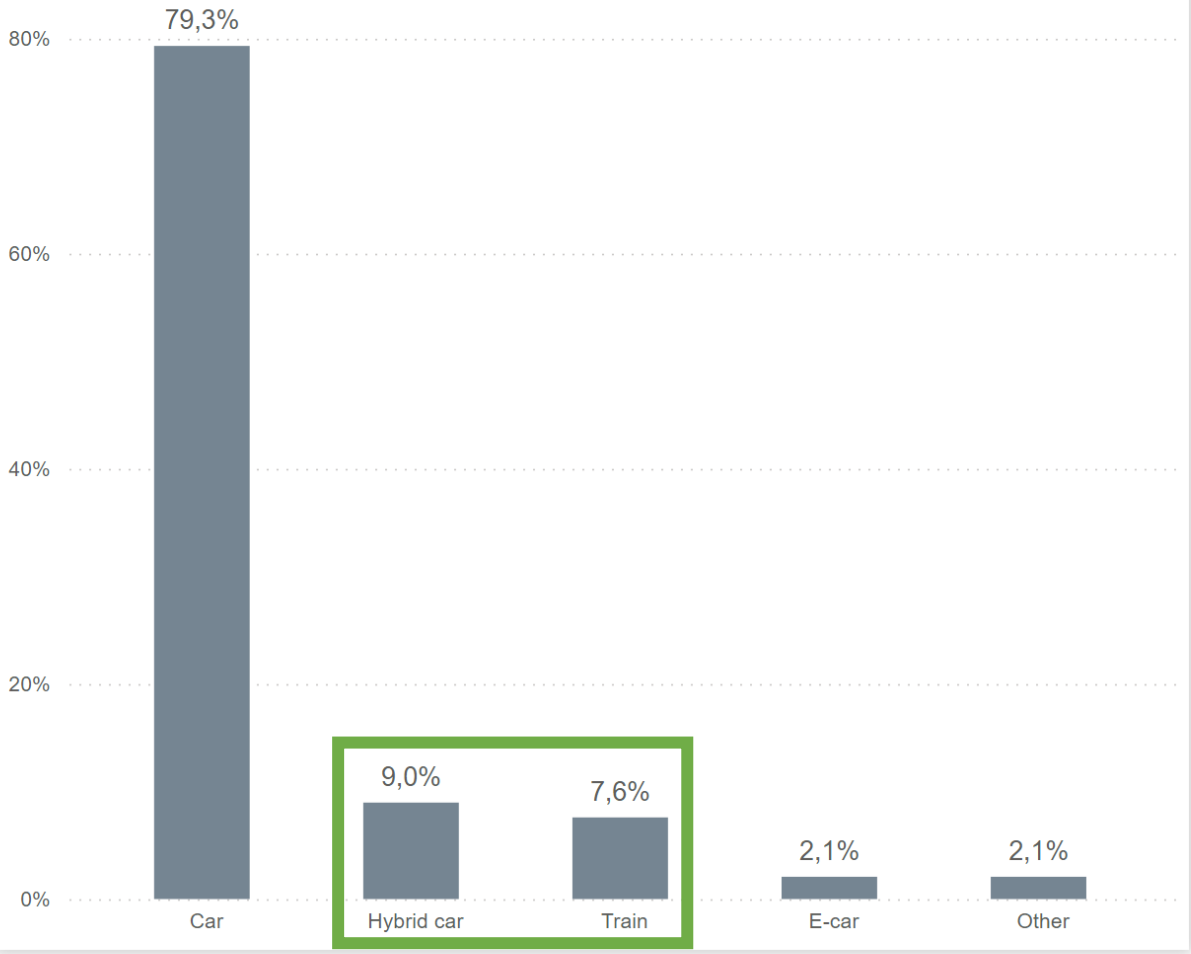
Italia:



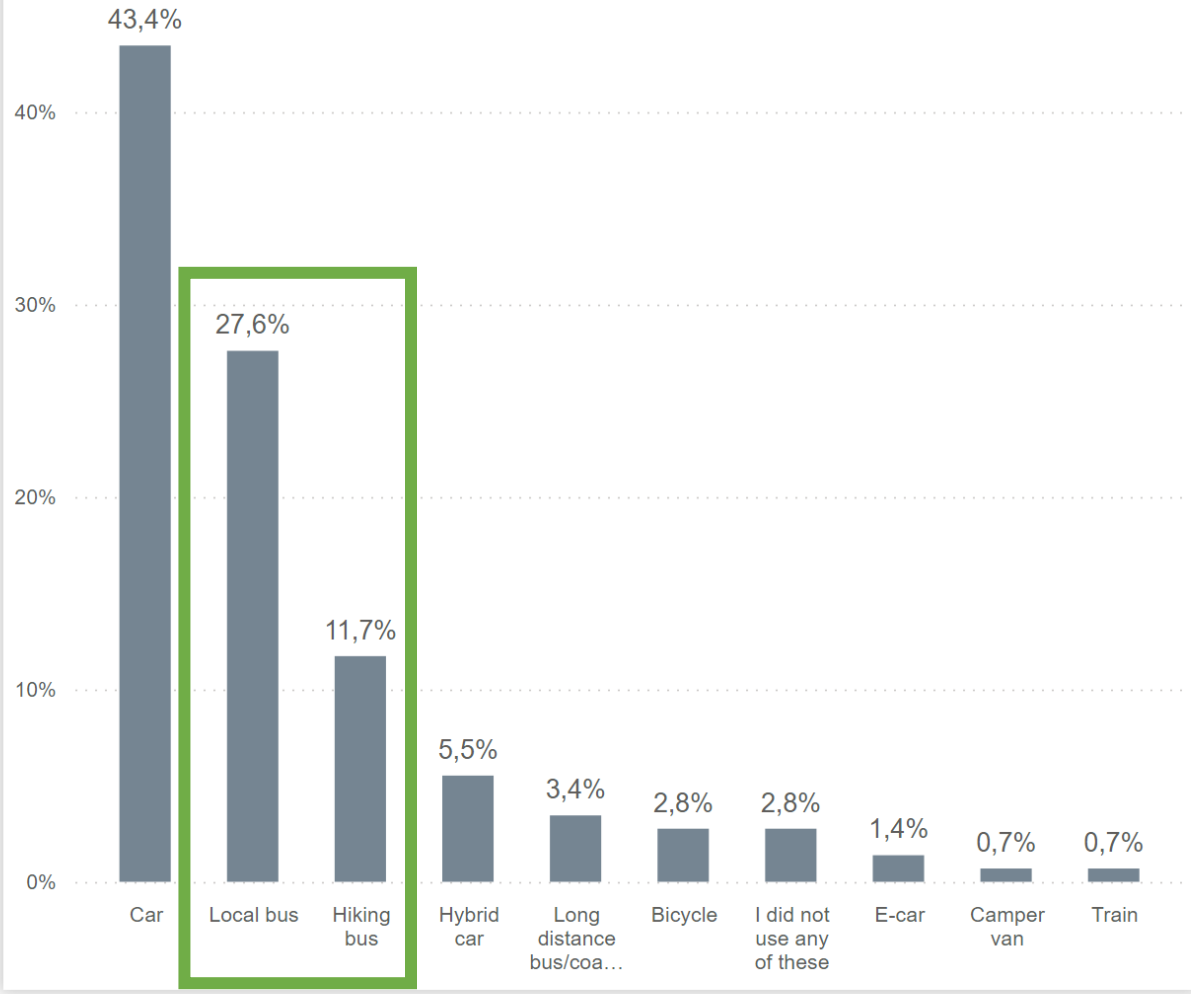
Gästeumfrage

Mobility

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



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



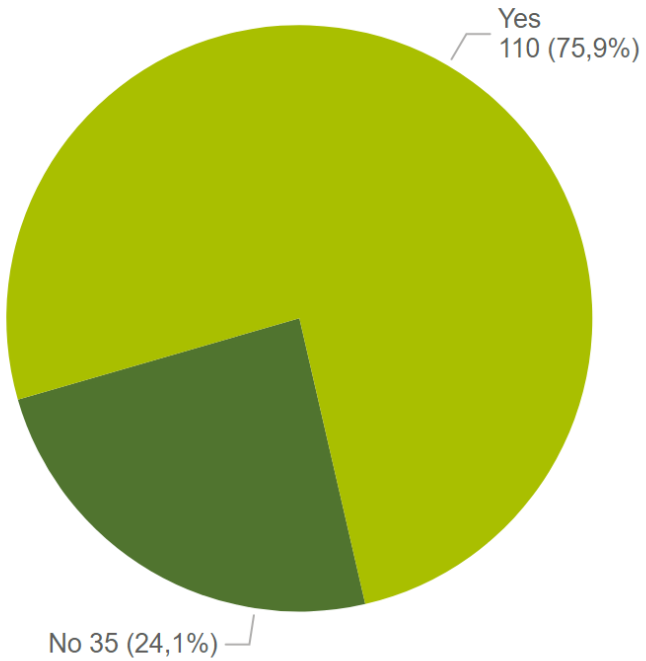
*Main means of transport (based on km travelled)

Gästeumfrage

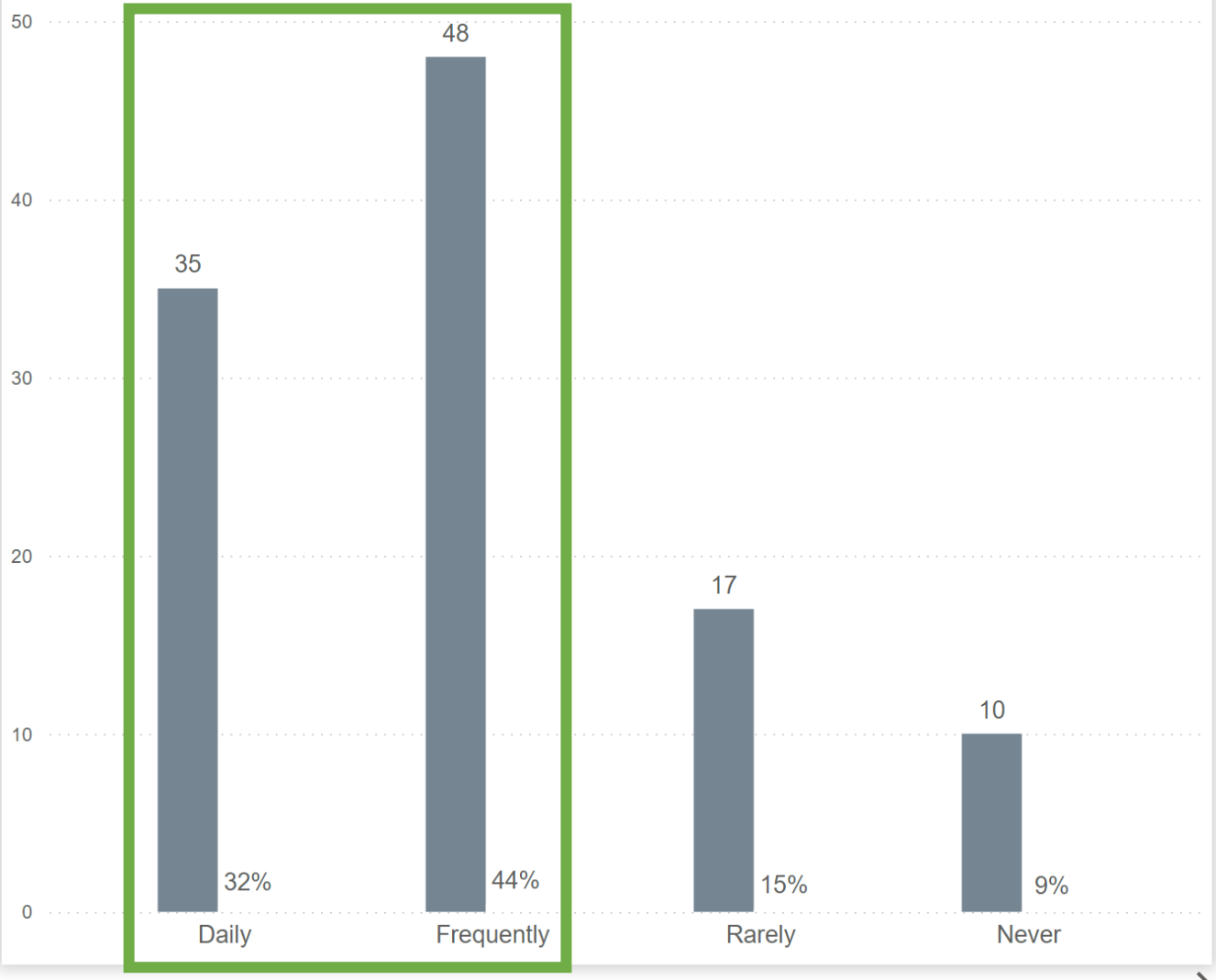
Mobility

145

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? *

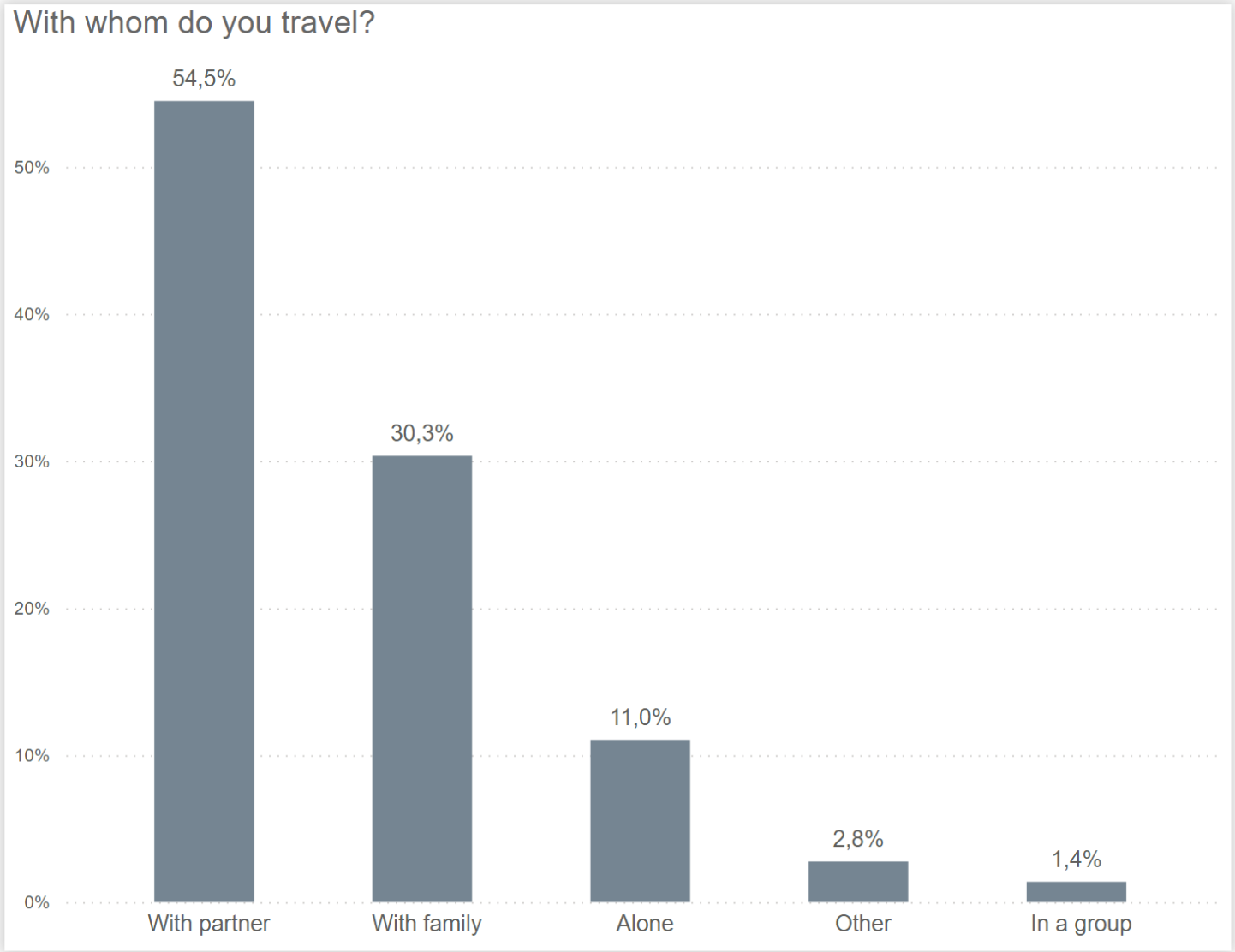


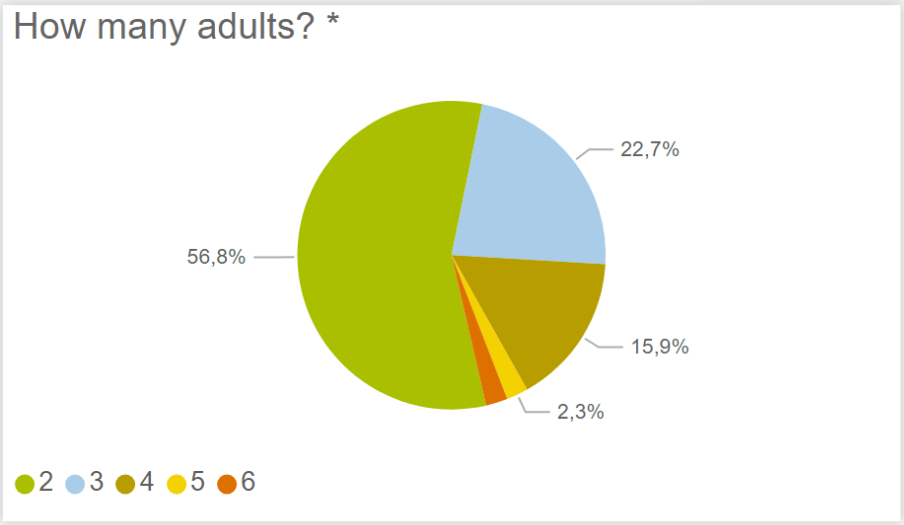
*Only for the Yes Responses

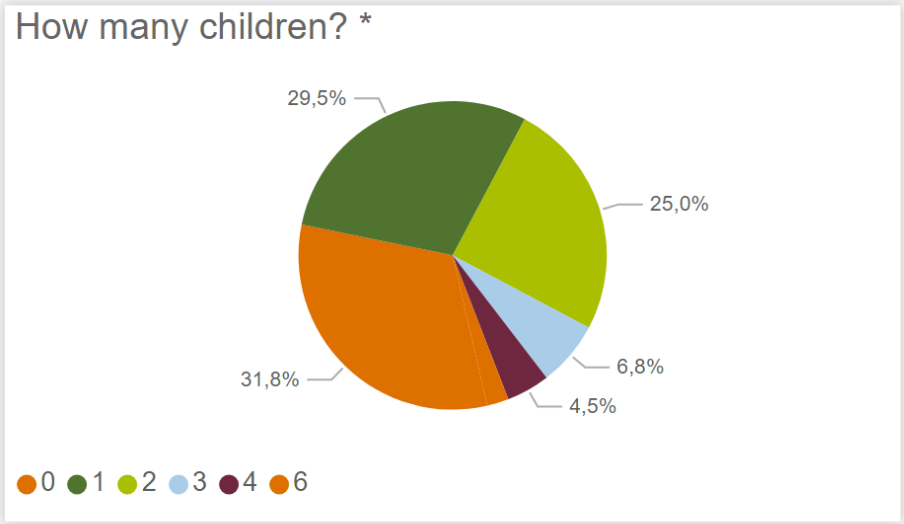
Gästeumfrage

Expenses/cost

145





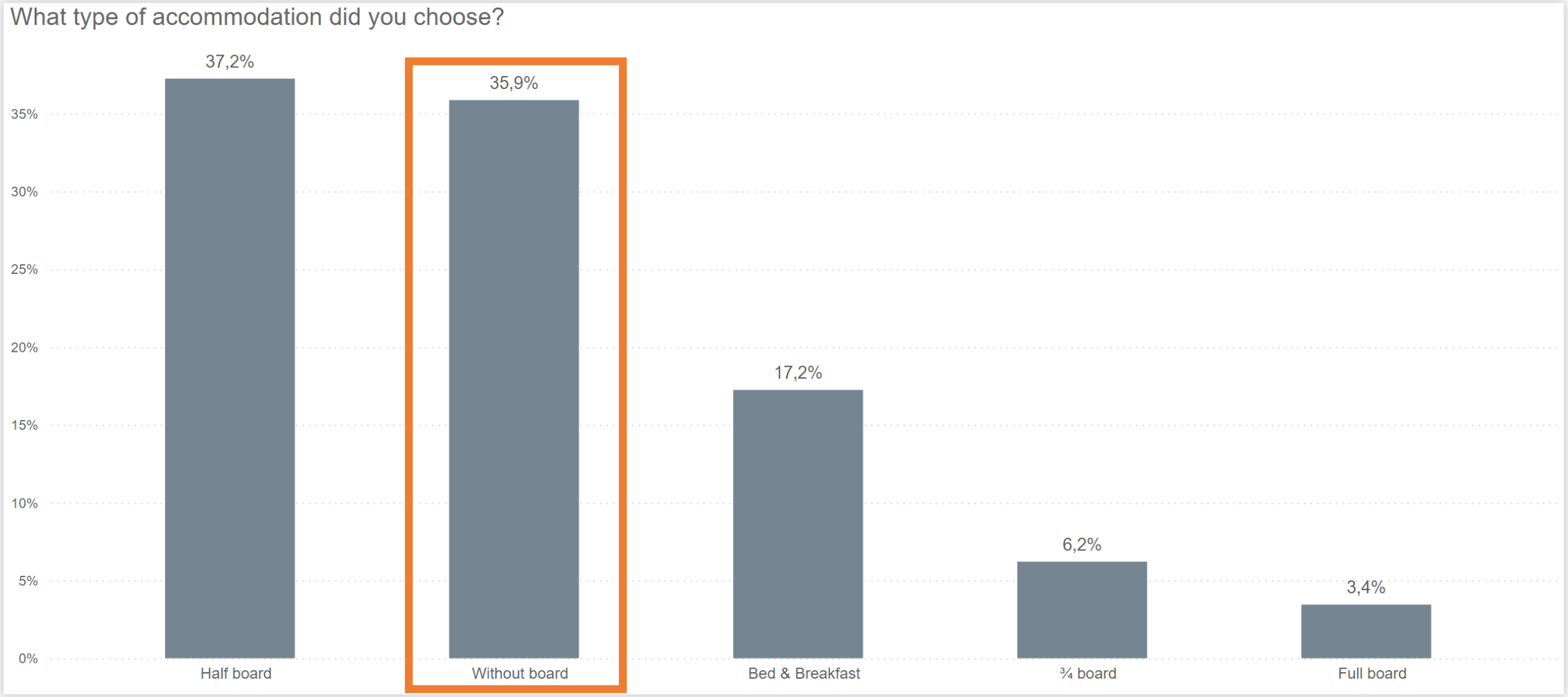


*Only for the Response: "With family/children"

Gästeumfrage

Expenses/cost

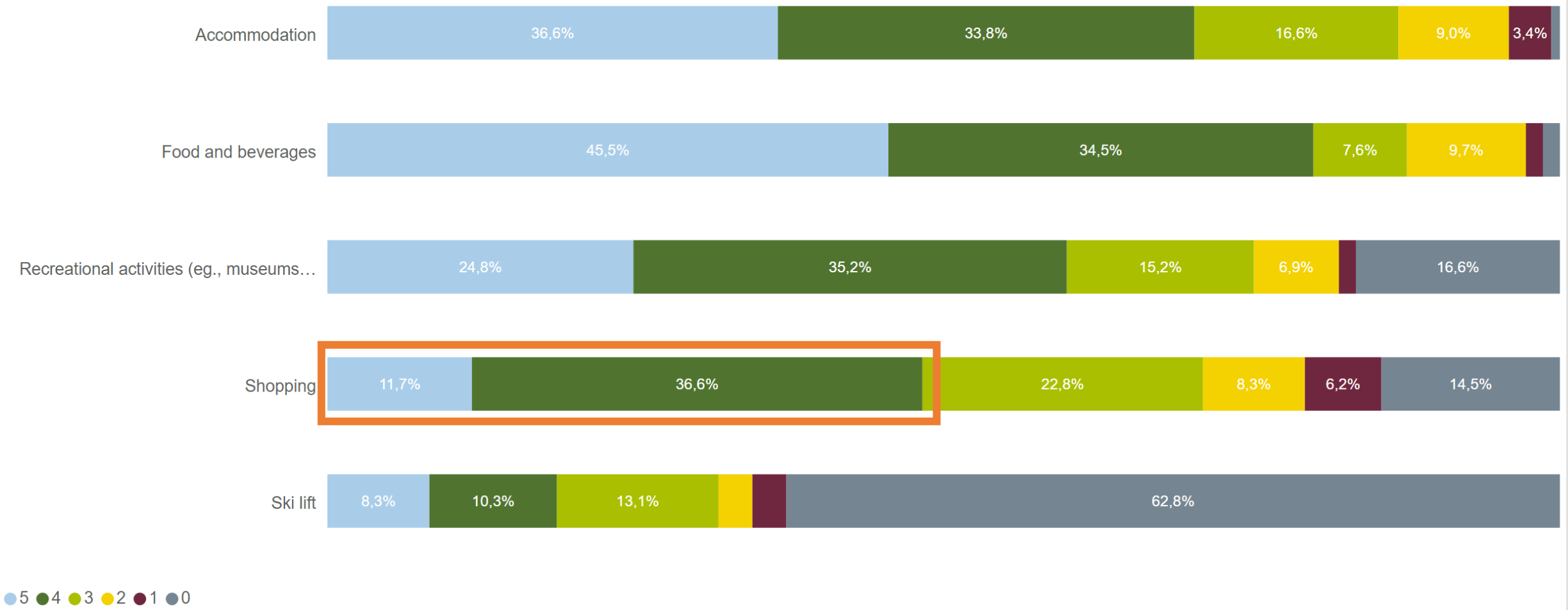
145



Gästeumfrage

Expenses/cost

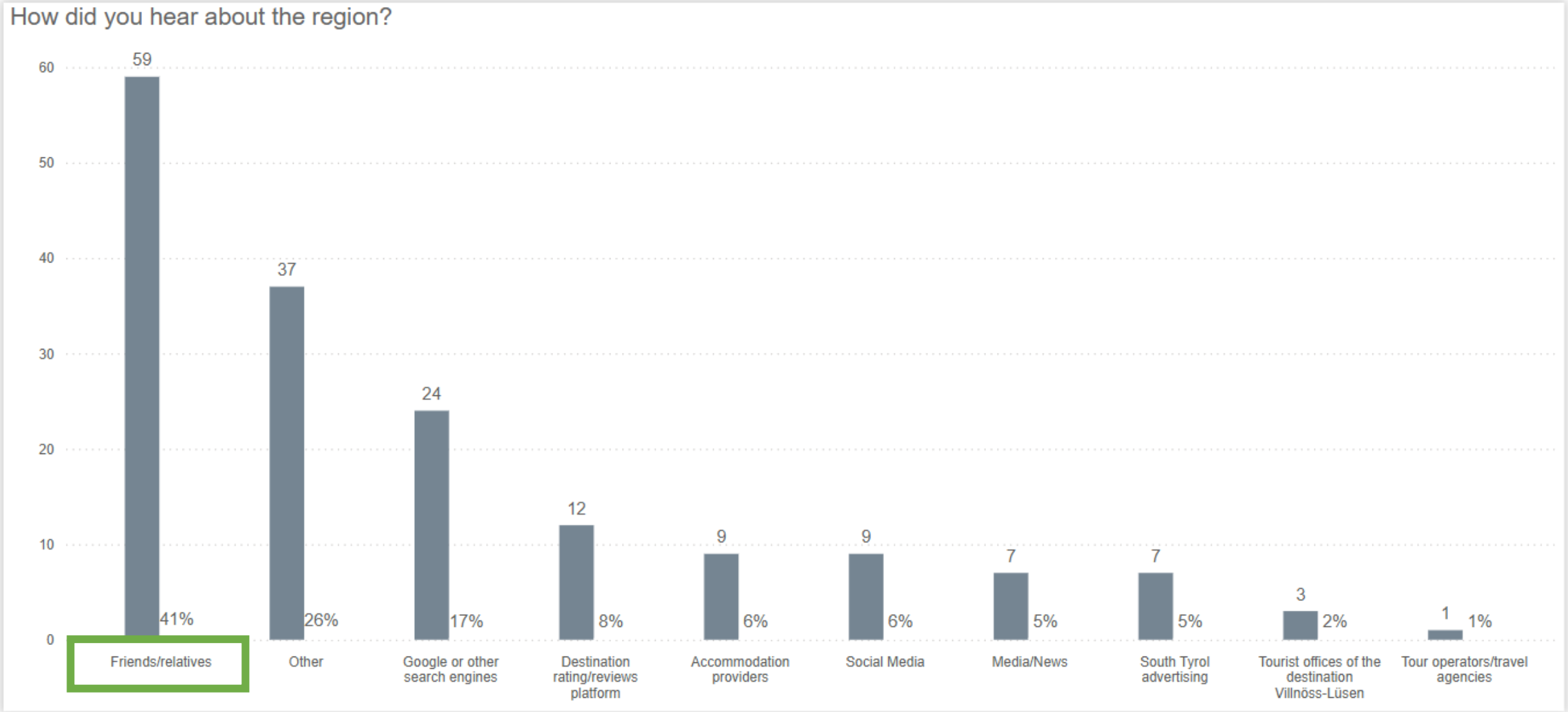
How satisfied are you with the current relation of quality and price in destination? (5 = very satisfied, 1 = unsatisfied, 0 = no answer)



Gästeumfrage

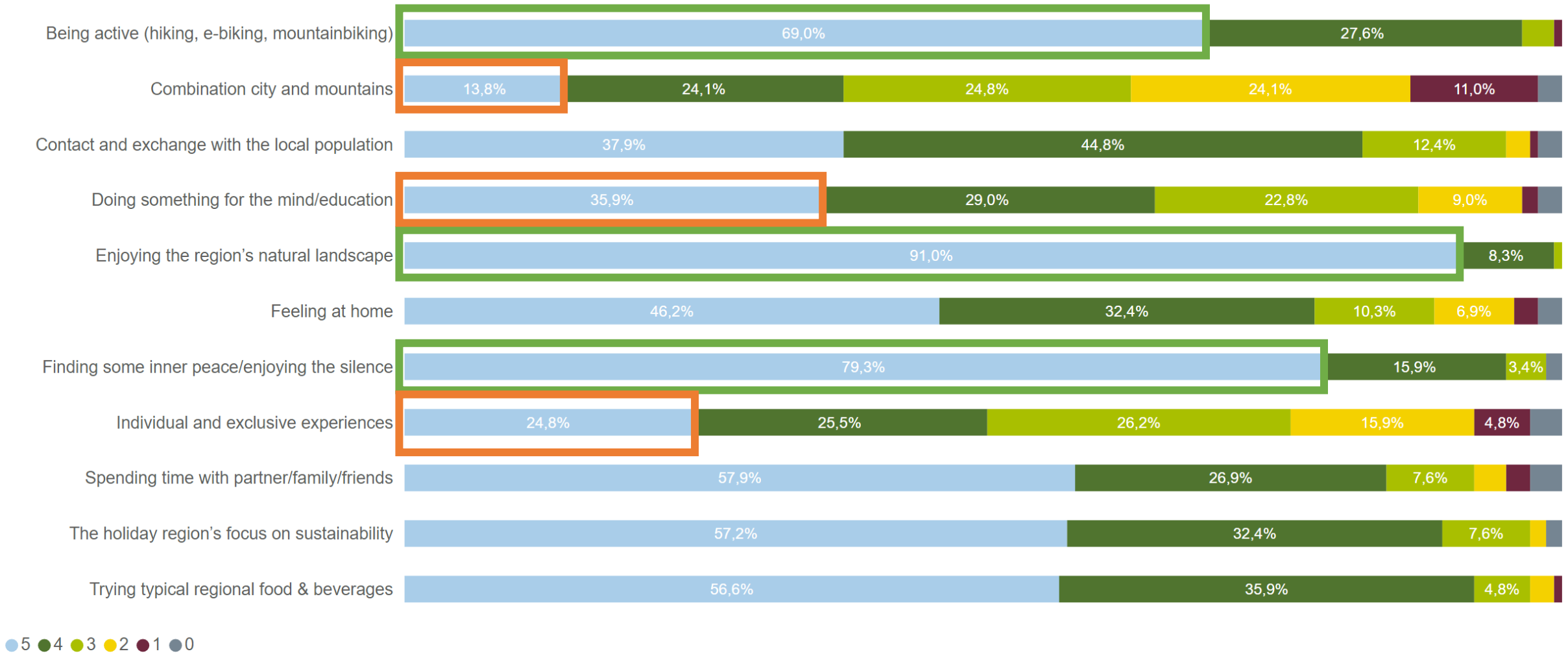
Reason for holiday and activities

145



Reason for holiday and activities

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

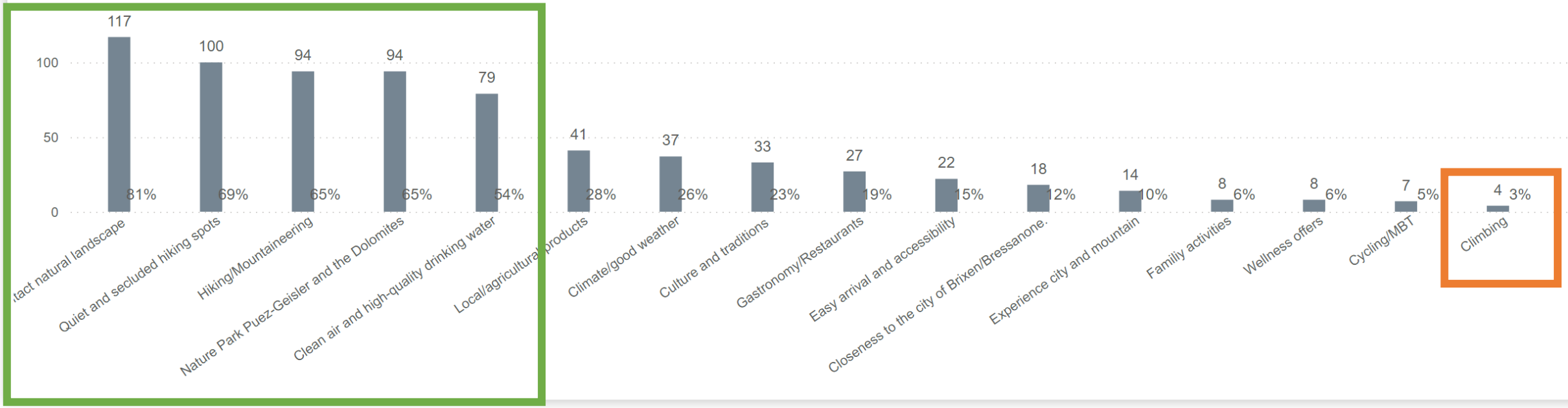


Gästeumfrage

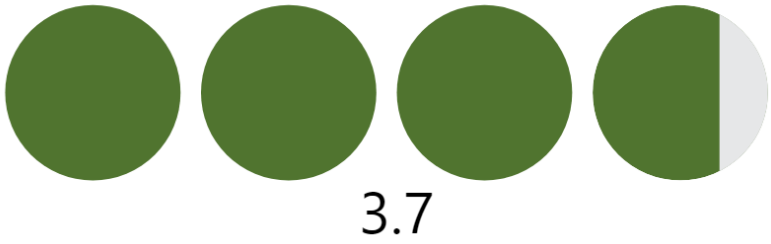
Reason for holiday and activities

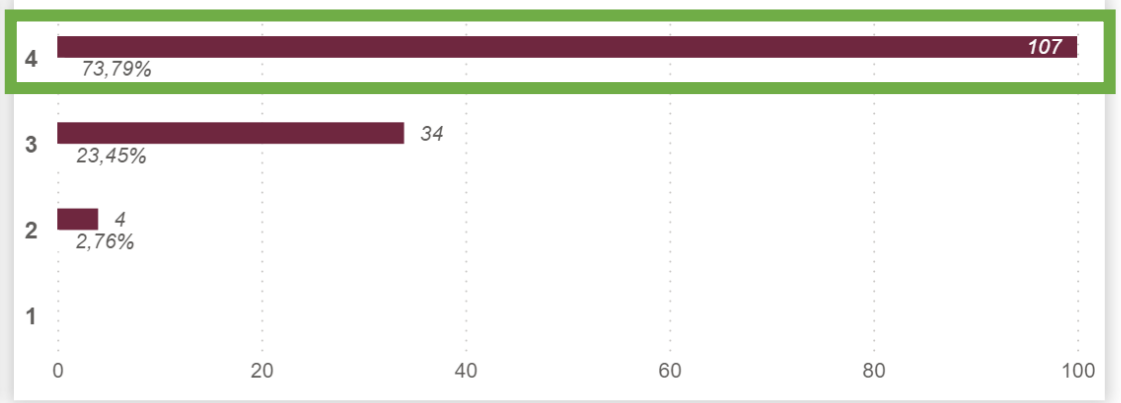
145

Why did you choose this region as your holiday destination?



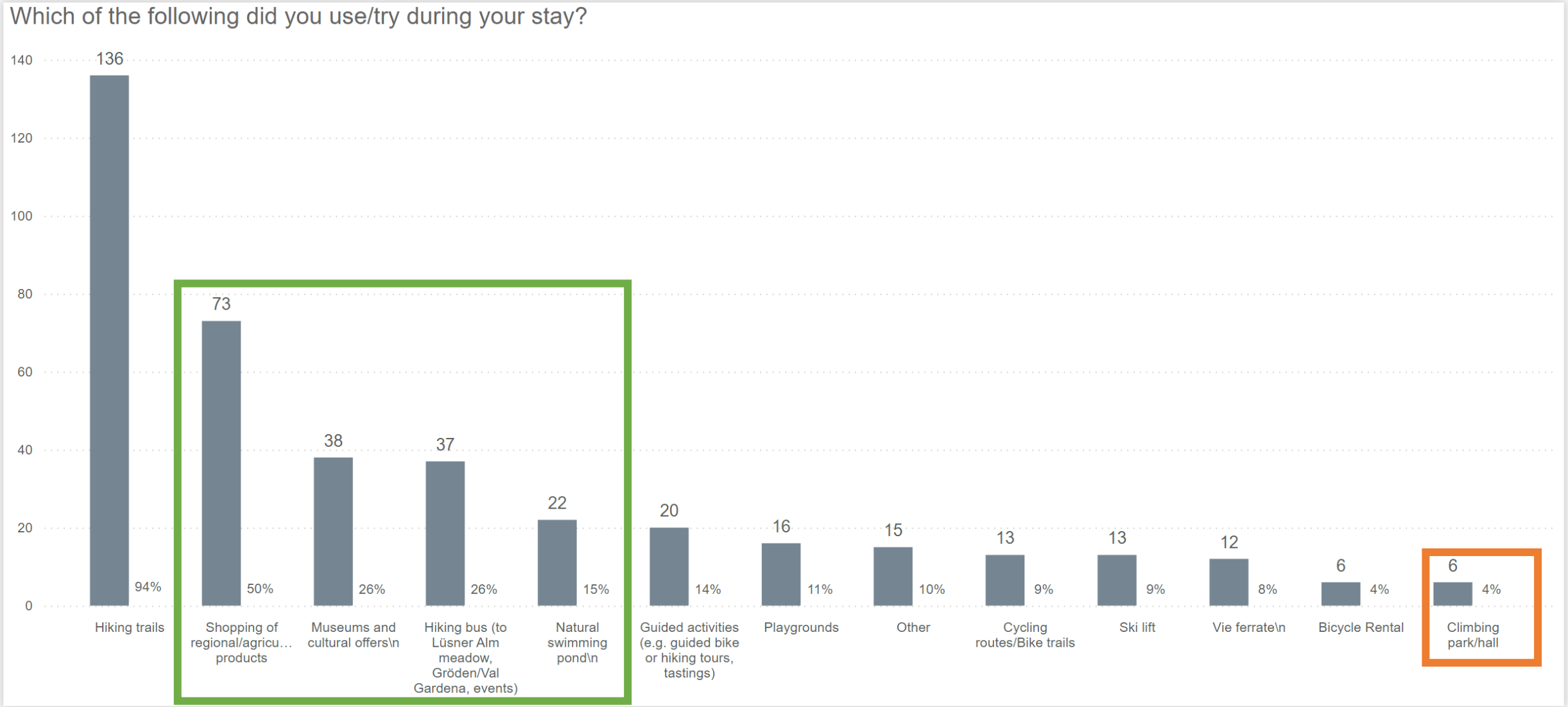
Have the expectations you had prior to the trip been fulfilled? (1 = Not at all fulfilled, 4 = Completely fulfilled)





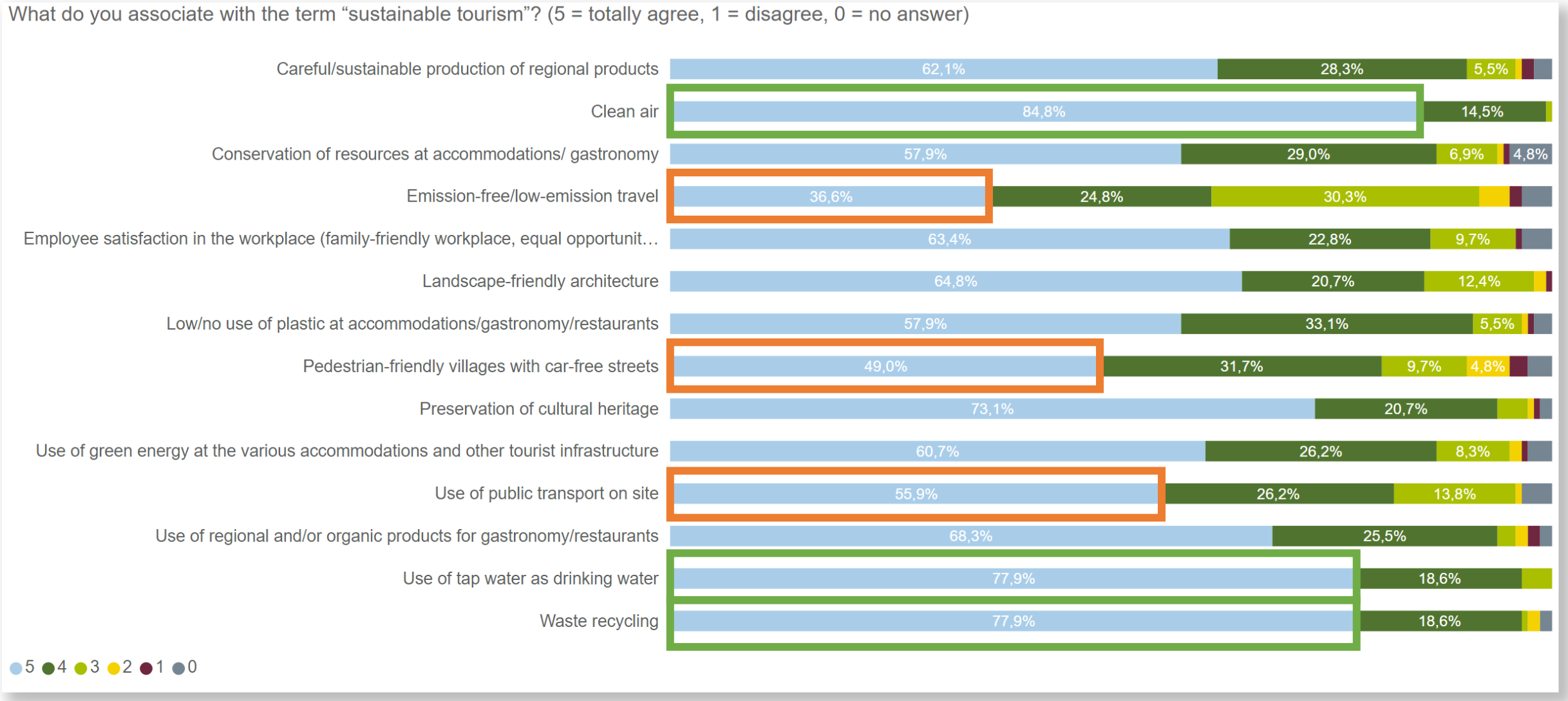
Gästeumfrage

Reason for holiday and activities



Gästeumfrage

Sustainability

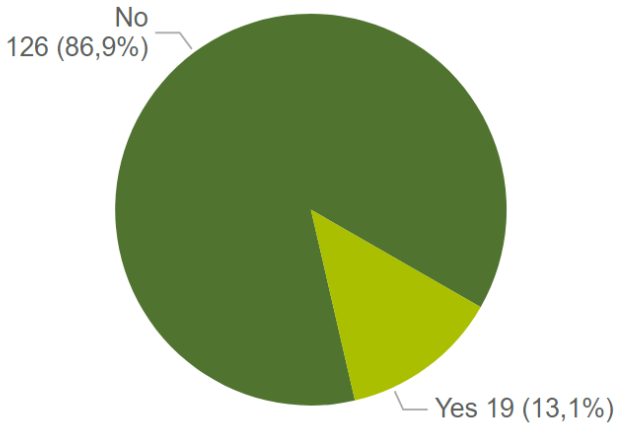


Gästeumfrage

Sustainability

145

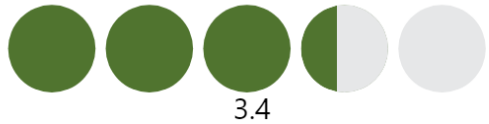
Are you familiar with tourism sustainability certifications?



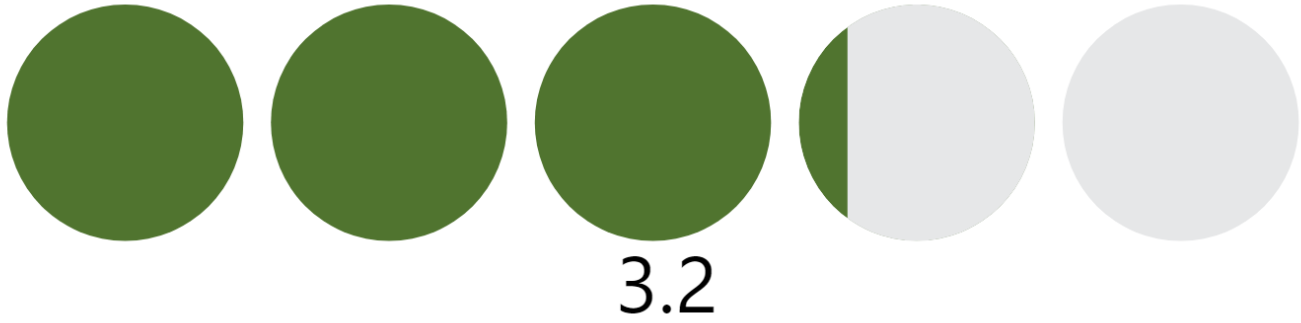
Which sustainability certifications do you know?

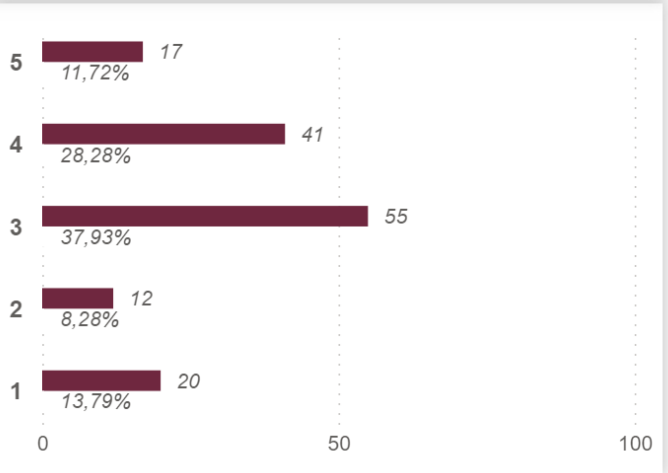
Umweltzeichen Österreich
Travelife, Biosphere
Tourcert
Slow Food Travel , Alpine Pearls
S Nachhaltigkeit
Nachhaltigkeitslabel Südtirol
Nachhaltig - Level 3 Zertifikat, TourCert
Esg
Ecolabel
casa clima

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)





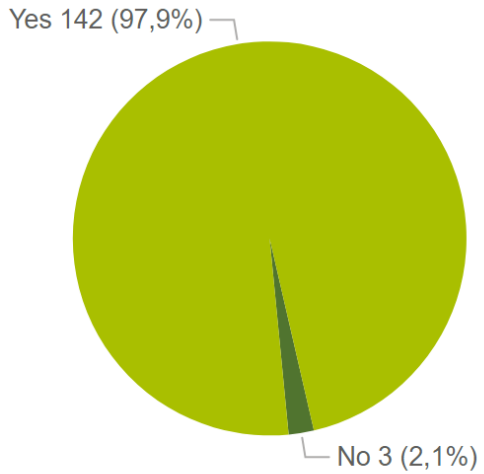
*Only who is familiar with certifications

Gästeumfrage

Sustainability

145

Would you return to this destination for holiday?



Why?

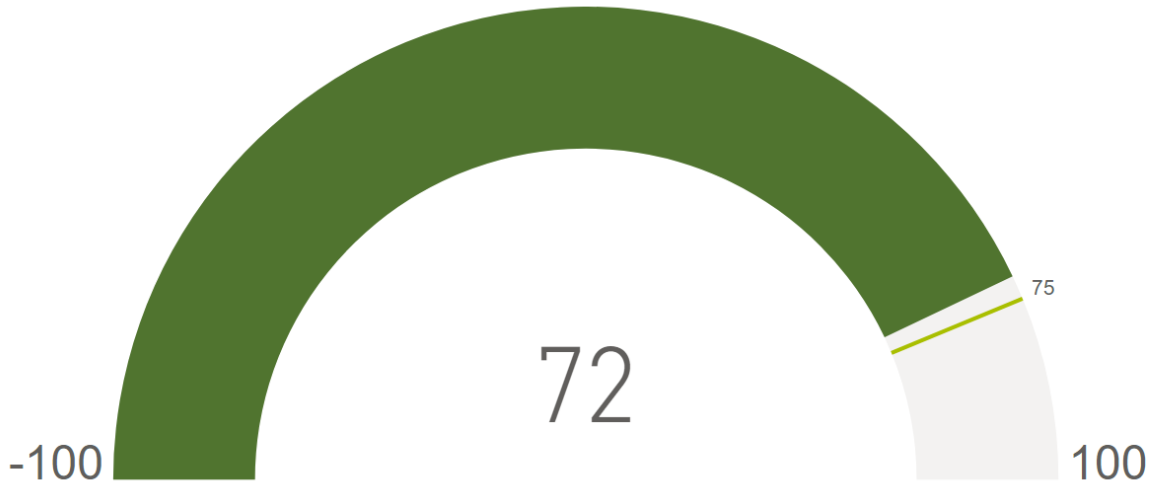
Gibt zu viele andere schöne Regionen und Hotels in Südtirol
Wir wollten in Gröden Skifahren und nicht an diesem kleinen Skilift!!

Gästeumfrage

Sustainability

145

Net Promoter Score



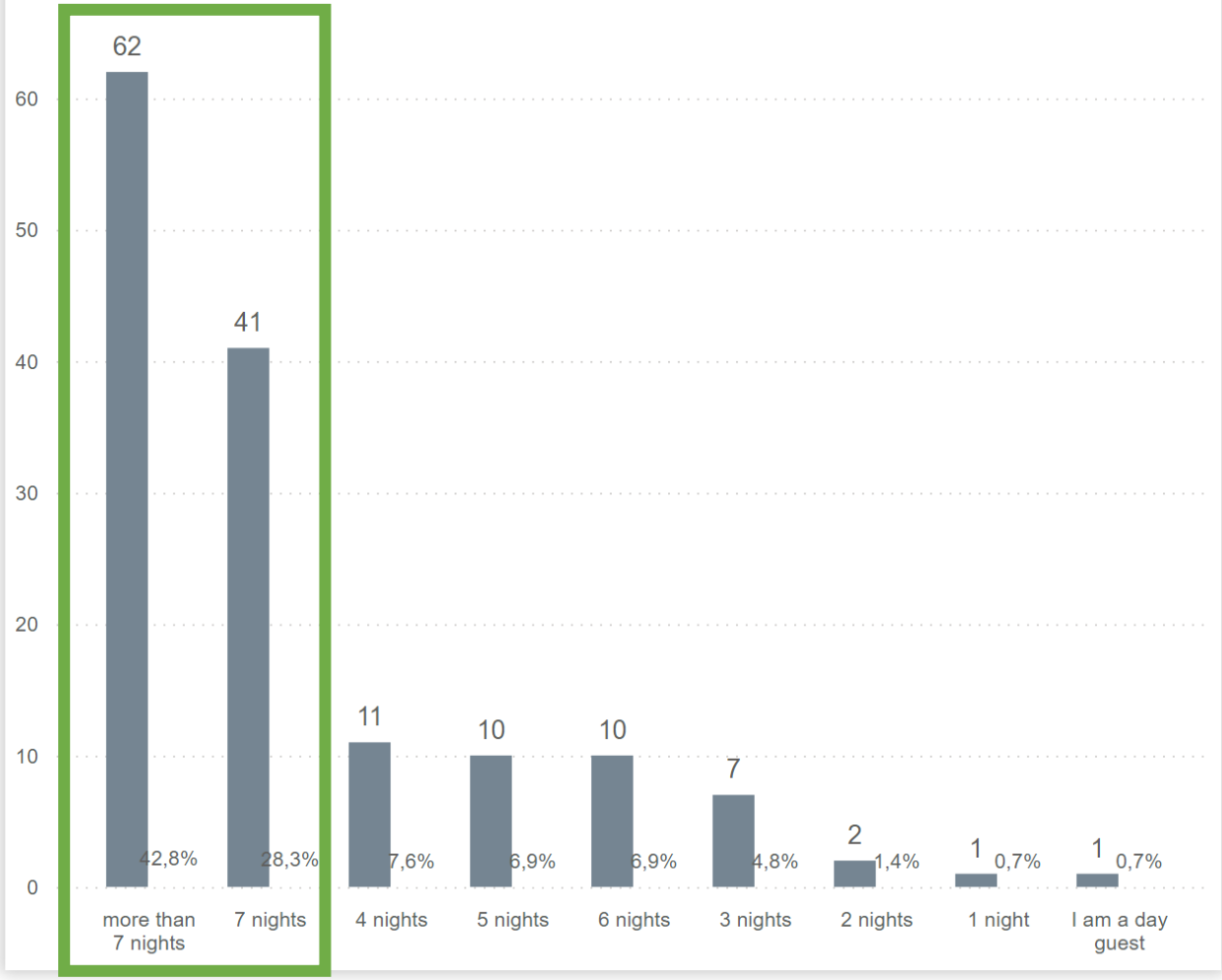
Category	Responses	Percentage
Detractor(0-6)	6	4,14%
Passive(7-8)	29	20,00%
Promoter(9-10)	110	75,86%
Gesamt	**145**	**100,00%**

Gästeumfrage

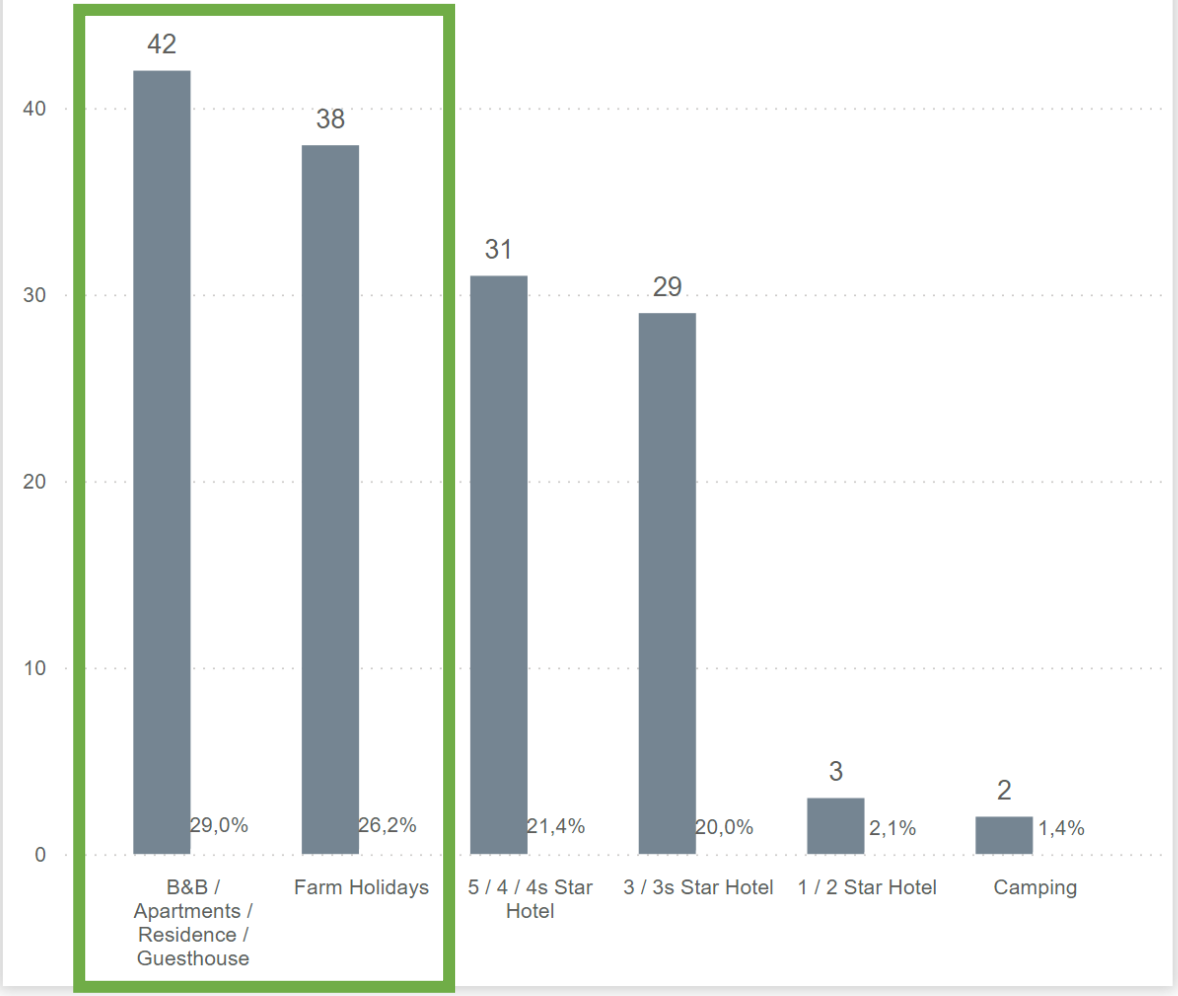
General questions

145

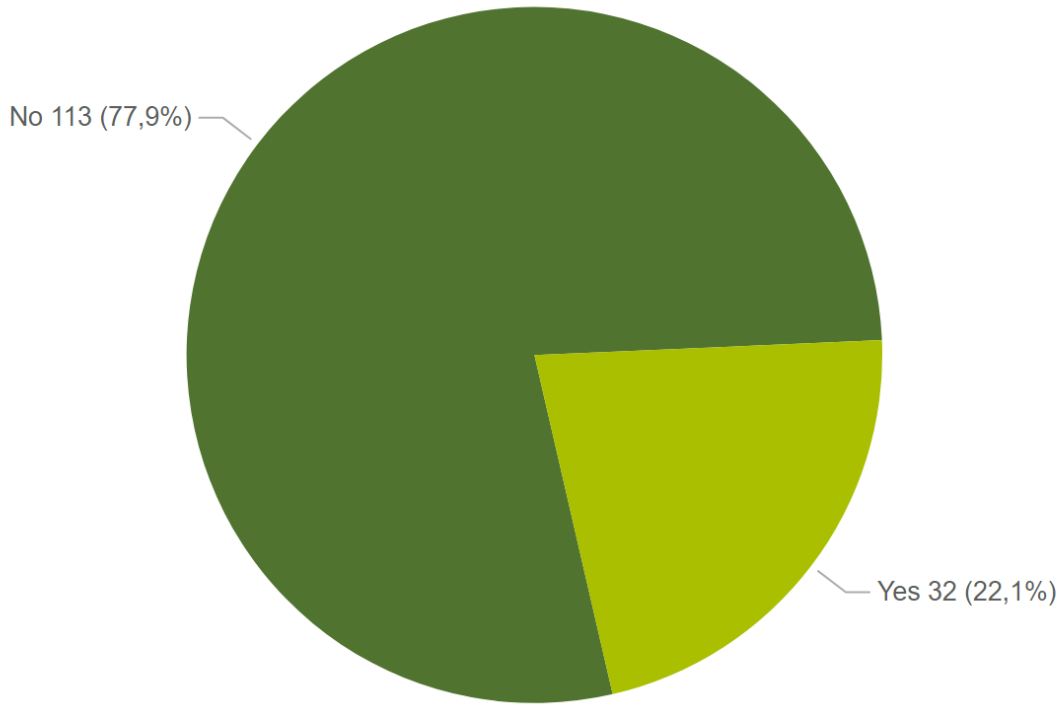
How long do you stay in the region?



What type of accommodation did you choose?

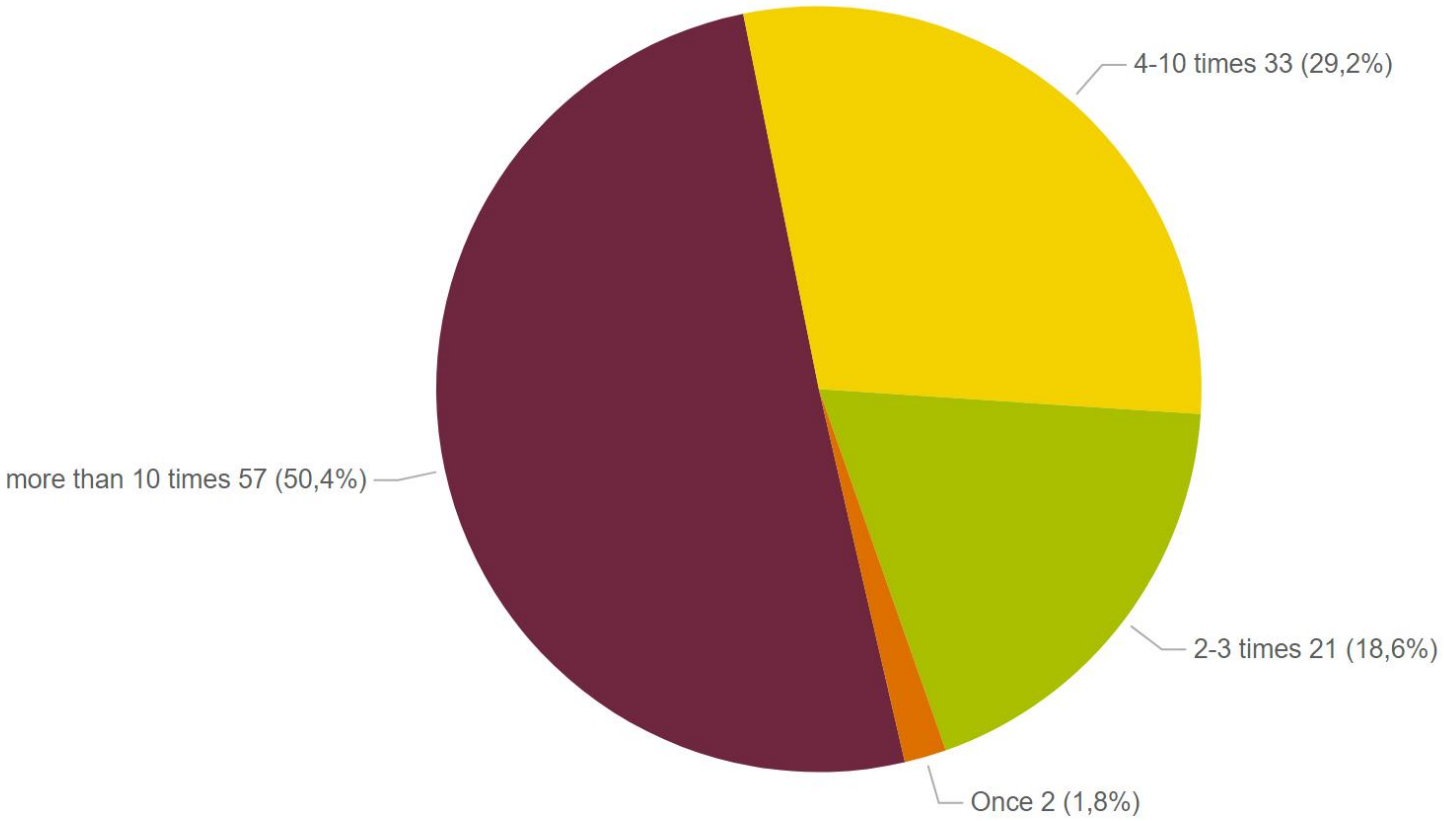


Is this your first stay in this region?



General questions

How often have you visited this region in total? *

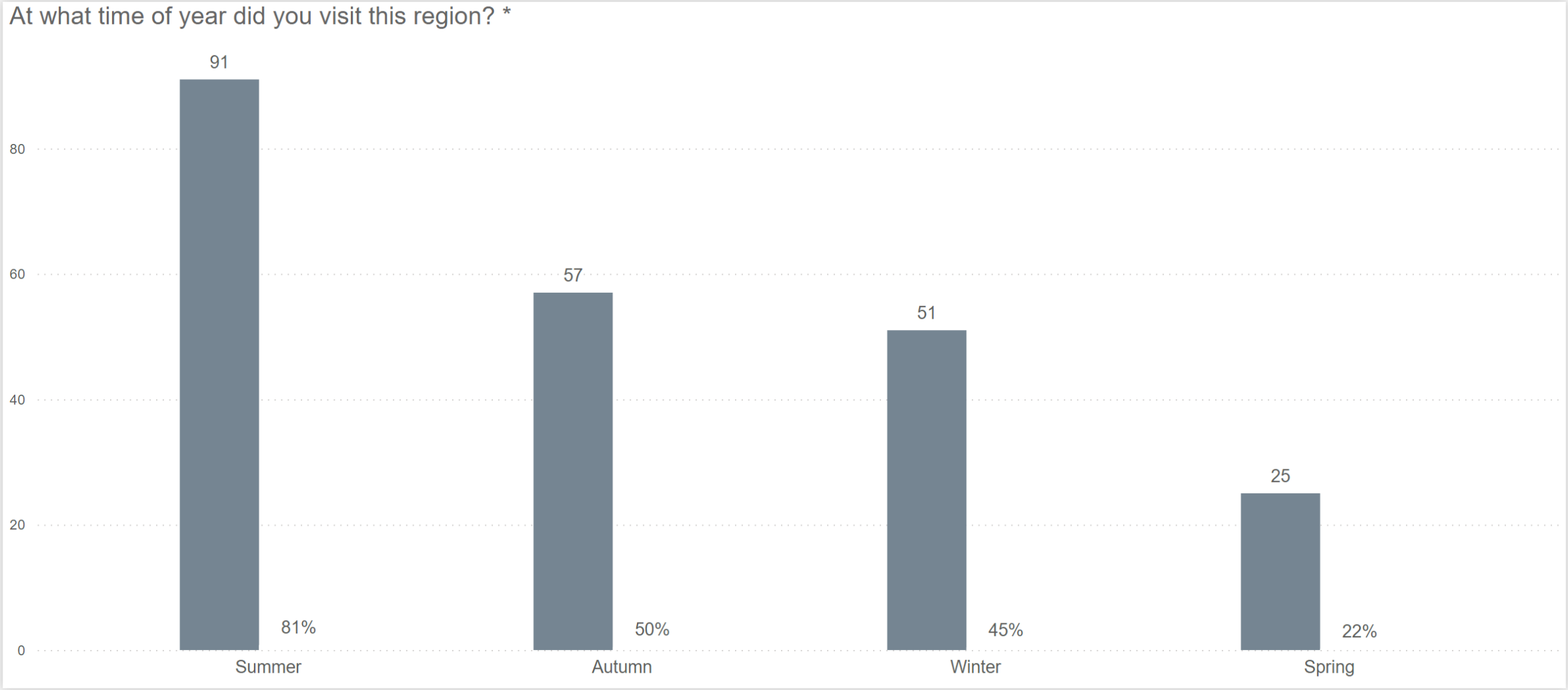


*Only if the Response of question "Is this your first stay in region?" is No.

Gästeumfrage

General questions

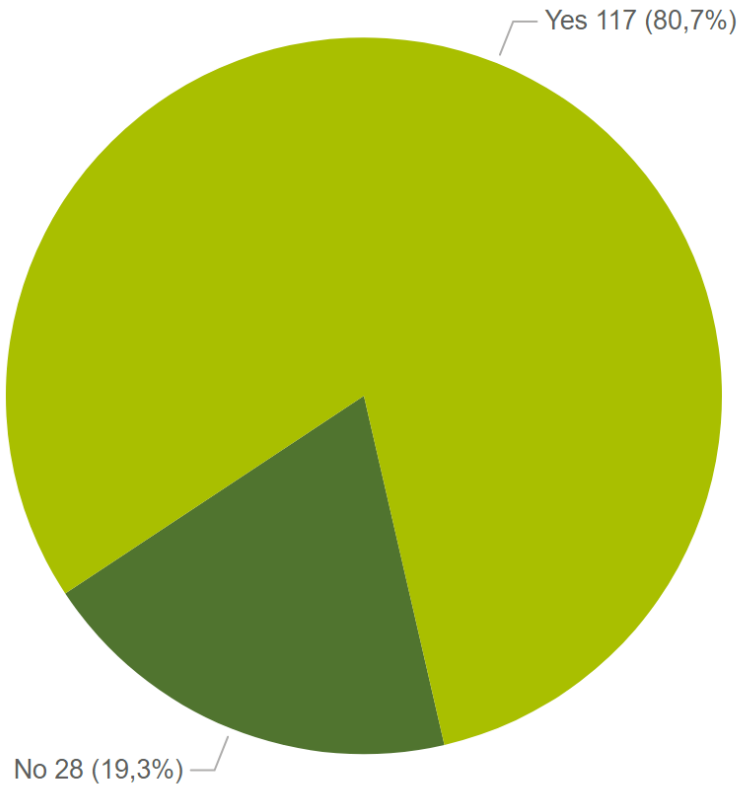
113



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

General questions

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

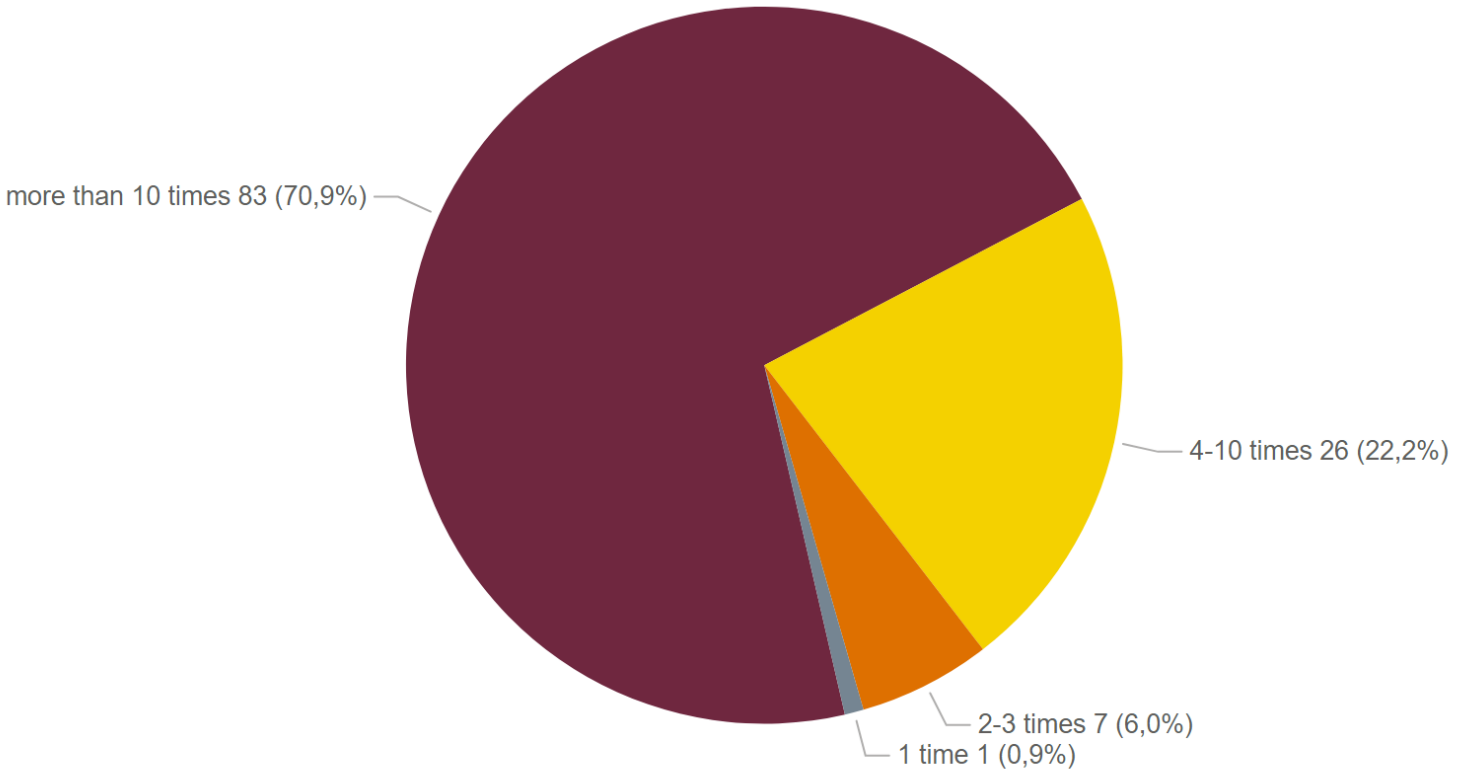


Gästeumfrage

General questions

117

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

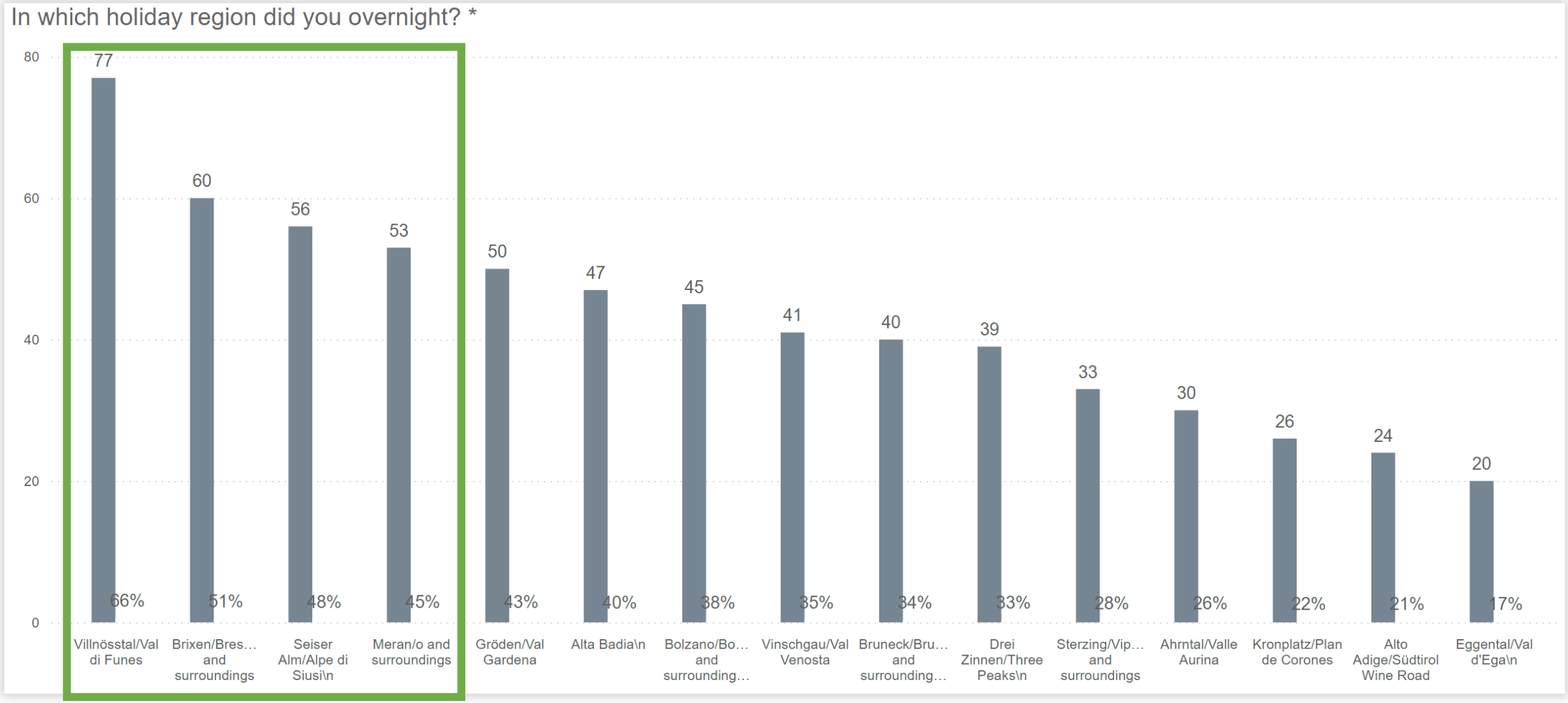


*Only if the Response of question "Have you holidayed in other South Tyrolean holiday regions?" is Yes.

Gästeumfrage

General questions

117



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

Fazit

- Die Herkunftsregionen in den Hauptmärkten Deutschland und Italien decken sich mit jenen von Südtirol insgesamt
- Die Werte für die Anreise mit Hybridauto und Zug sind relativ hoch
- Rund 76% geben an den Südtiro Guest Pass zu nutzen; insgesamt 76% davon täglich bzw. häufig
- Die Gäste sind mit dem Preis-Leistungs-Verhältnis in den Bereichen Unterkunft sowie Essen&Trinken mehrheitlich zufrieden bis sehr zufrieden
- Empfehlung von Verwandten und Bekannten ist die beste Werbung (41%)

Fazit

- Die Hauptreisemotive stimmen mit dem Angebot und der Profilierung überein (intakte Landschaft, Aktivurlaub, Wandern, innere Ruhe finden & Entspannung)
- Mit Nachhaltigkeit werden am stärksten die saubere Luft, die Nutzung von Leitungswasser als Trinkwasser und das Abfallrecycling assoziiert
- Rund 87% kennen keine touristische Nachhaltigkeitszertifizierung
- Für die Minderheit der „Experten“ ist eine Nachhaltigkeitszertifizierung mehrheitlich sehr wichtig
- Villnöss-Lüsen hat viele Stammkunden, die schon öfter in der Region waren
- Rund 74% waren mit ihrem Urlaub sehr zufrieden; das ist ein sehr hoher Wert
- Im Winter und Frühling scheint es noch Potential zu geben