

The background of the slide is a photograph. On the right side, there is a tall, white stone church steeple with a green copper roof and a golden weather vane on top. On the left side, there is a blurred image of a statue, possibly of a religious figure, with a golden halo or crown. The sky is a clear, light blue.

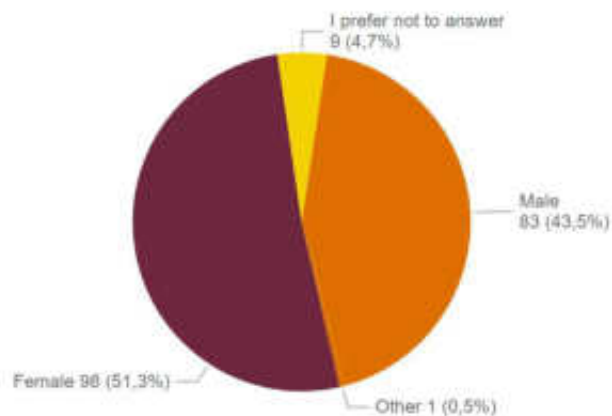
**BRIXEN**

—

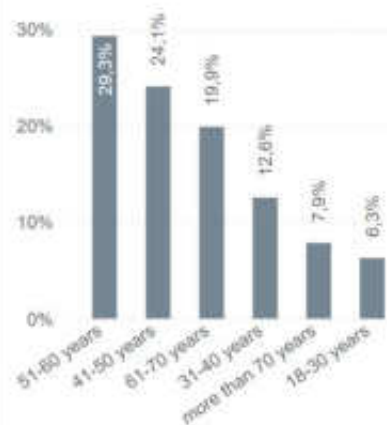
# Auswertung Gästeumfrage Brixen

September 2025 – Februar 2026

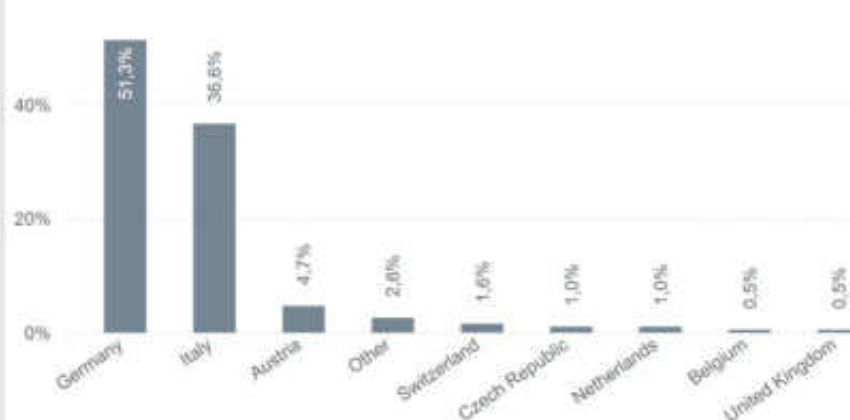
Gender:



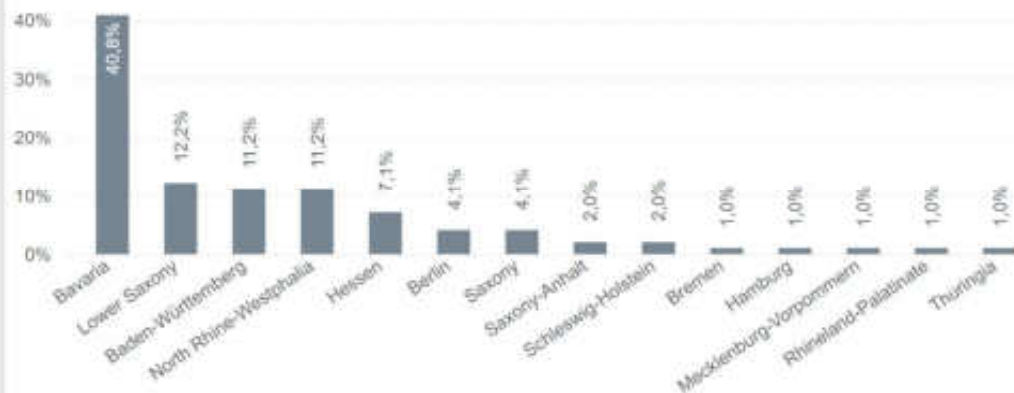
Age:



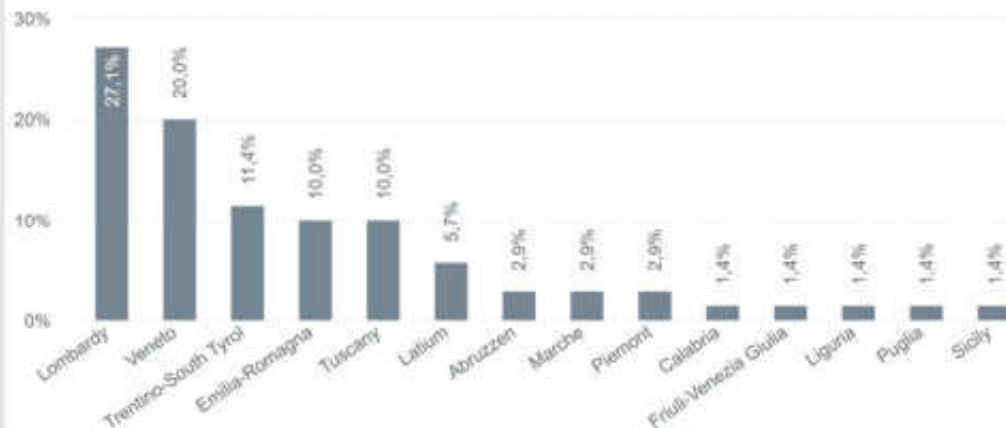
Residency (Country):



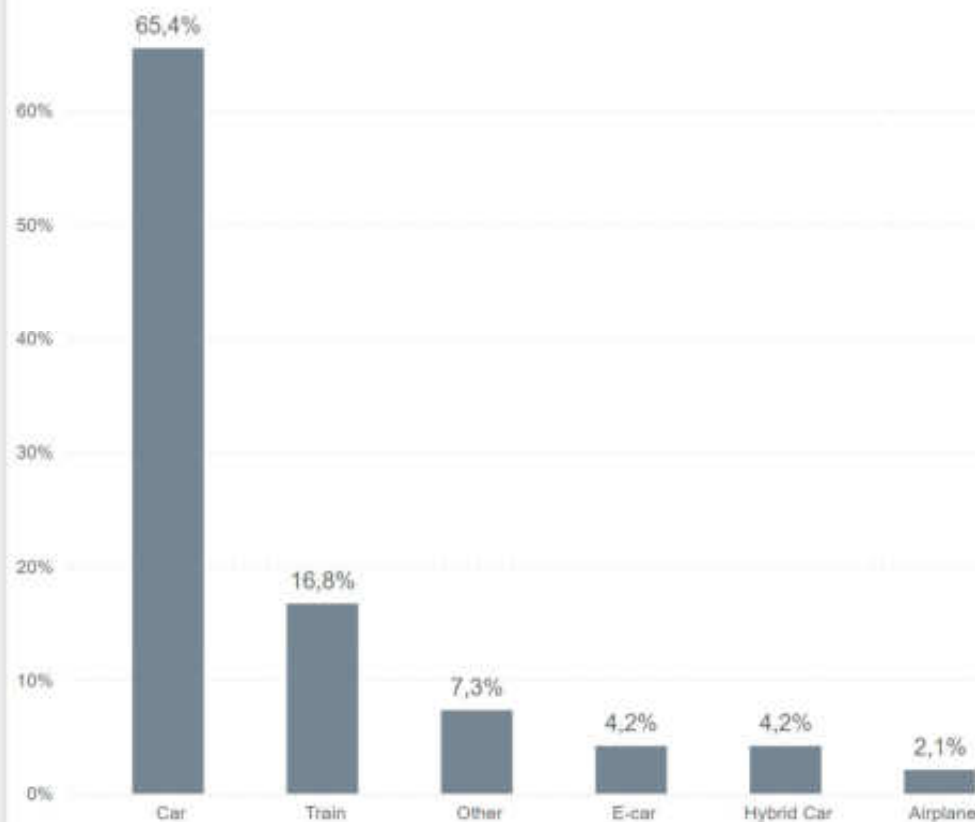
Deutschland:



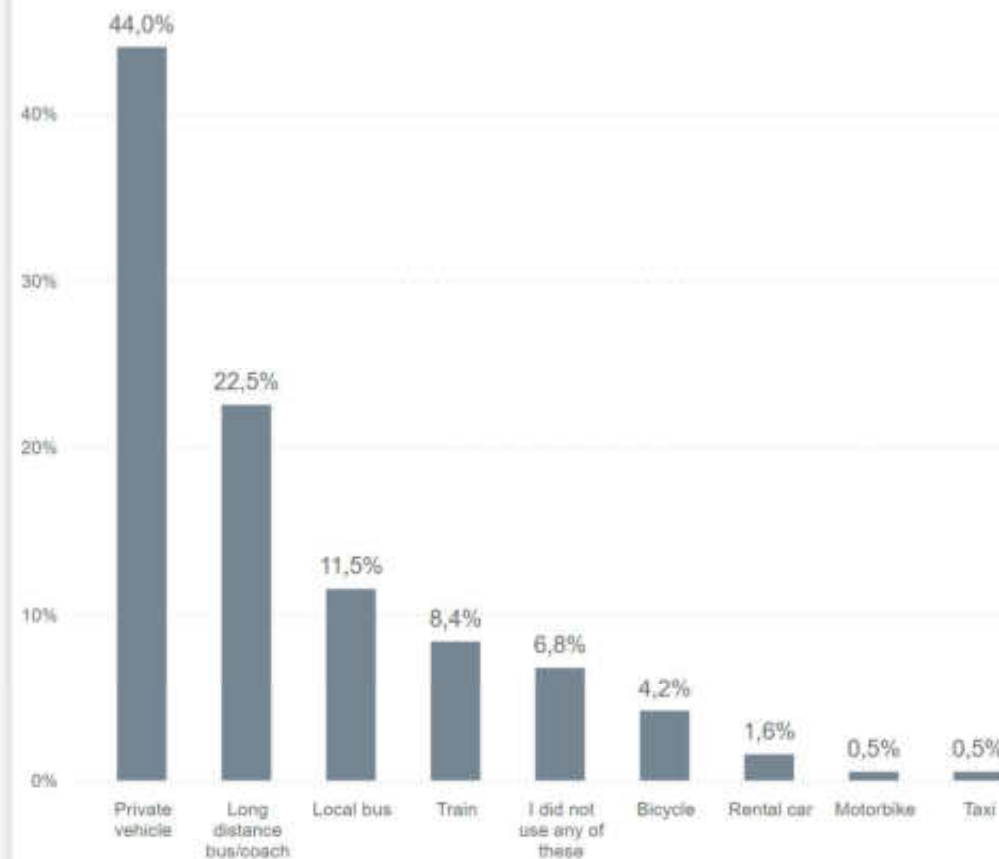
Italia:



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



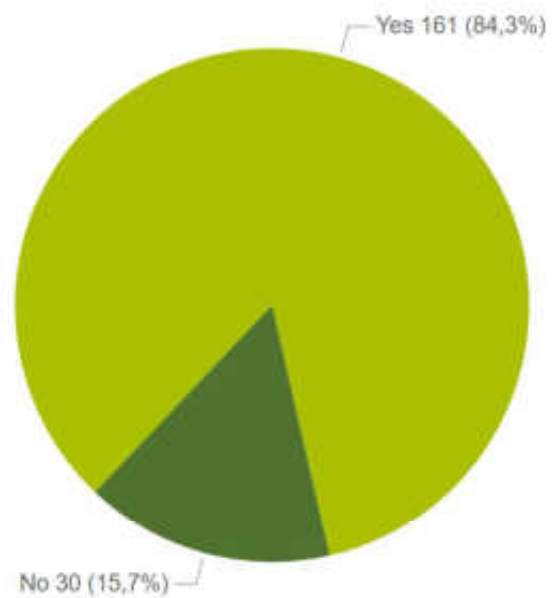
What was your preferred mode of transportation during your stay? \*



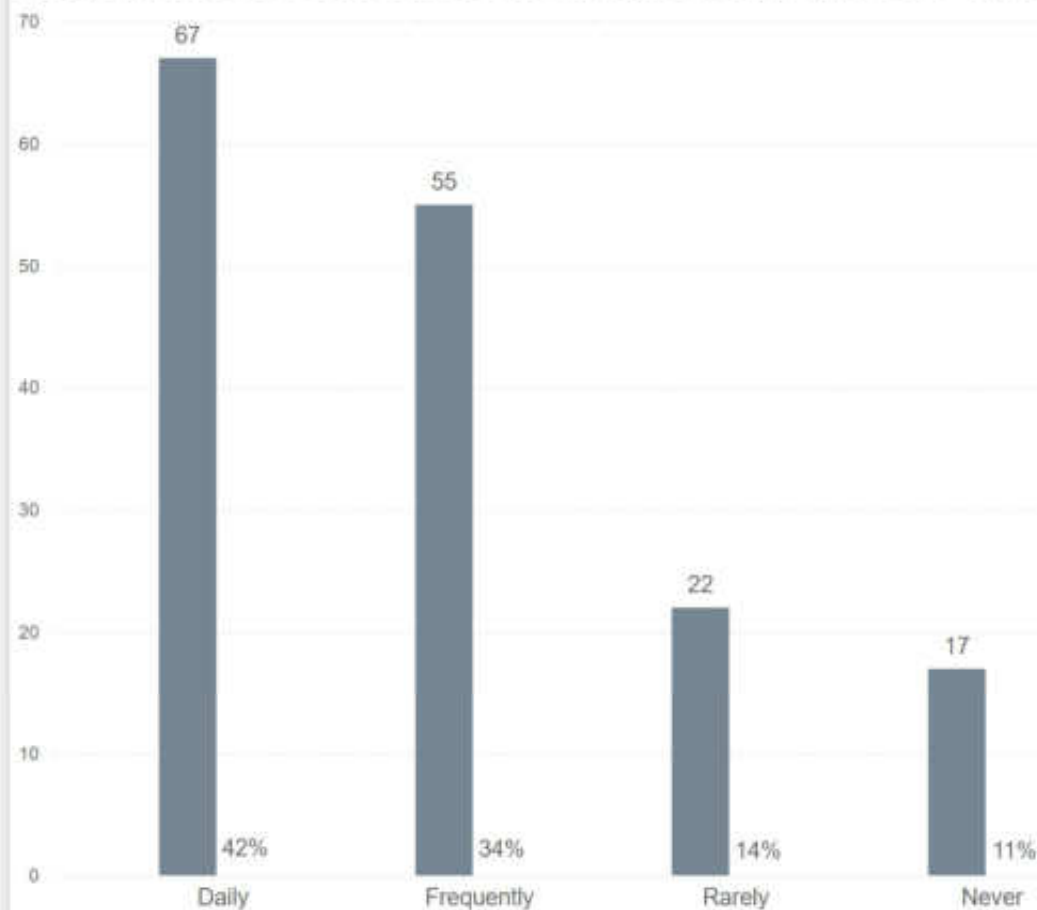
\*Main means of transport (based on km travelled)



Are you familiar with the Guest Pass (Mobil Card South Tyrol)?

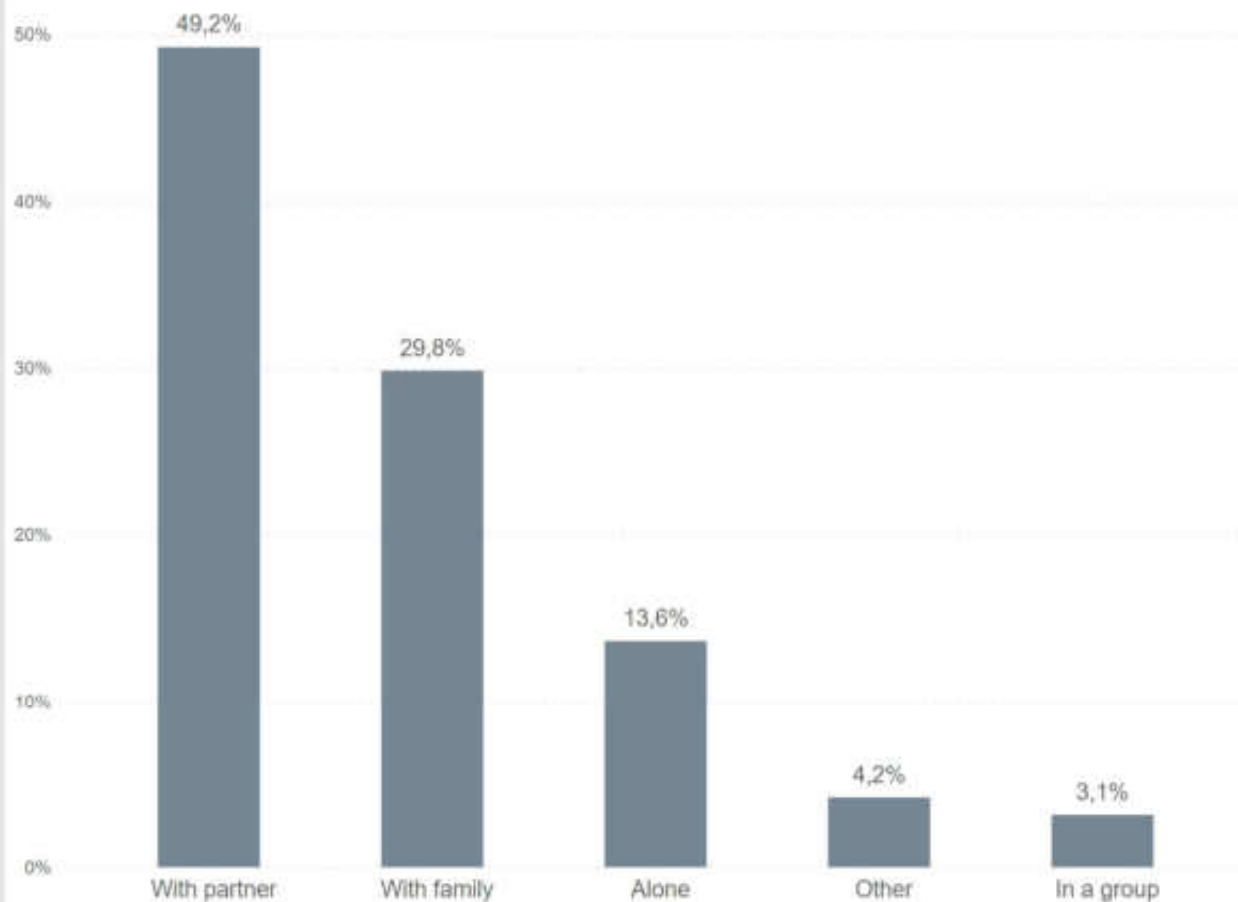


Did you make use of the Guest Pass during your holiday in South Tyrol? \*

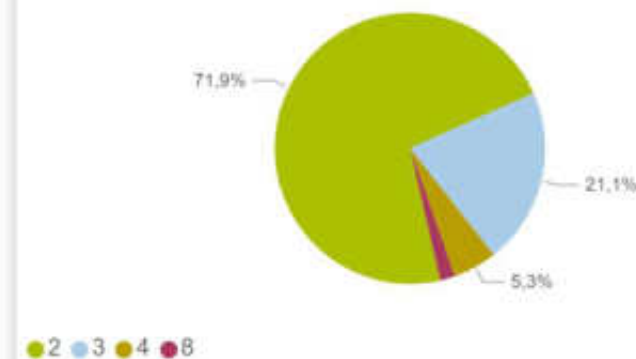


\*Only for the Yes Responses

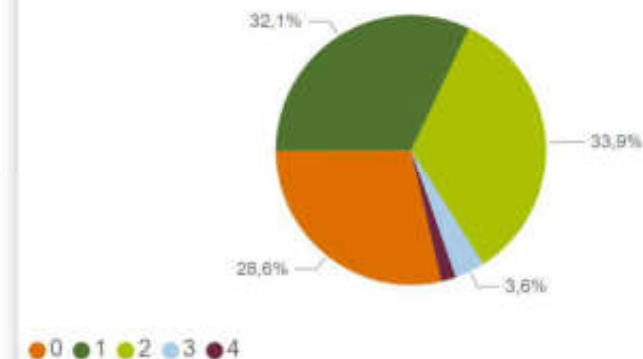
With whom do you travel?



How many adults? \*

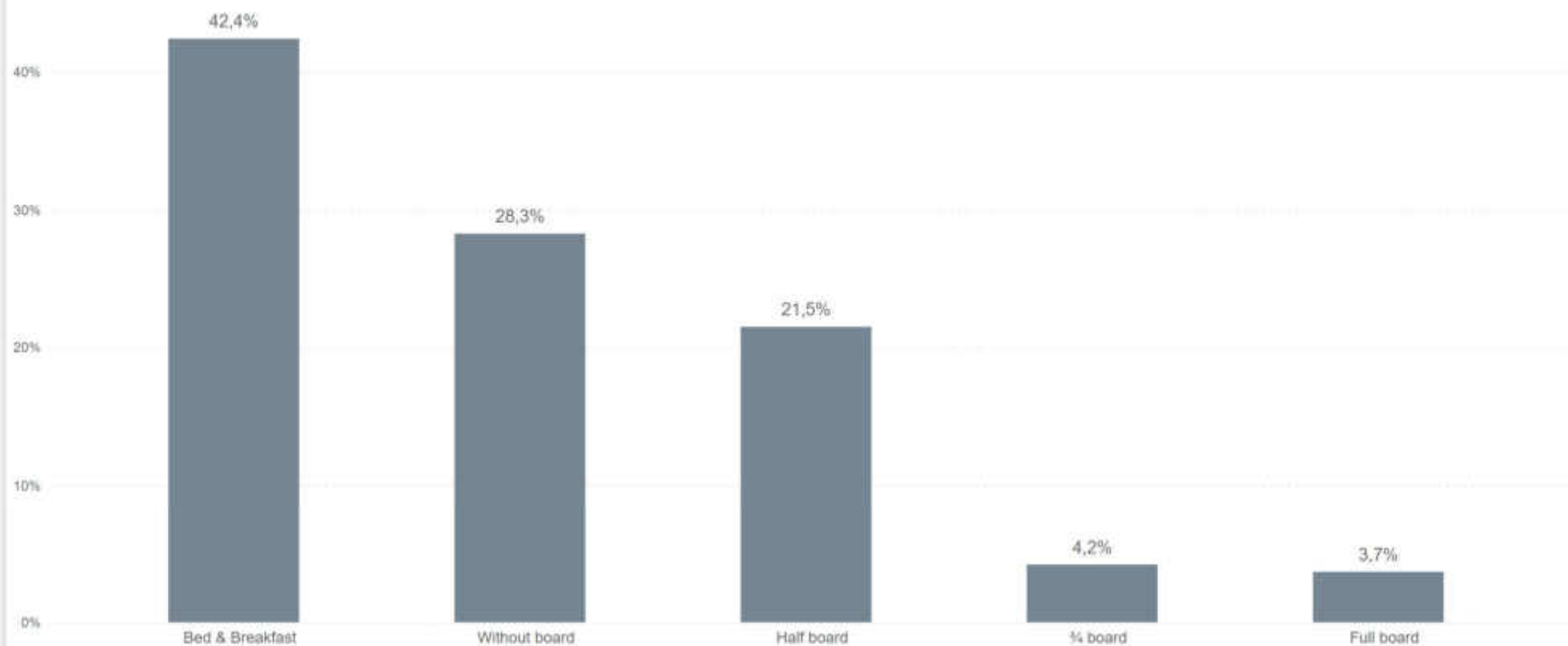


How many children? \*



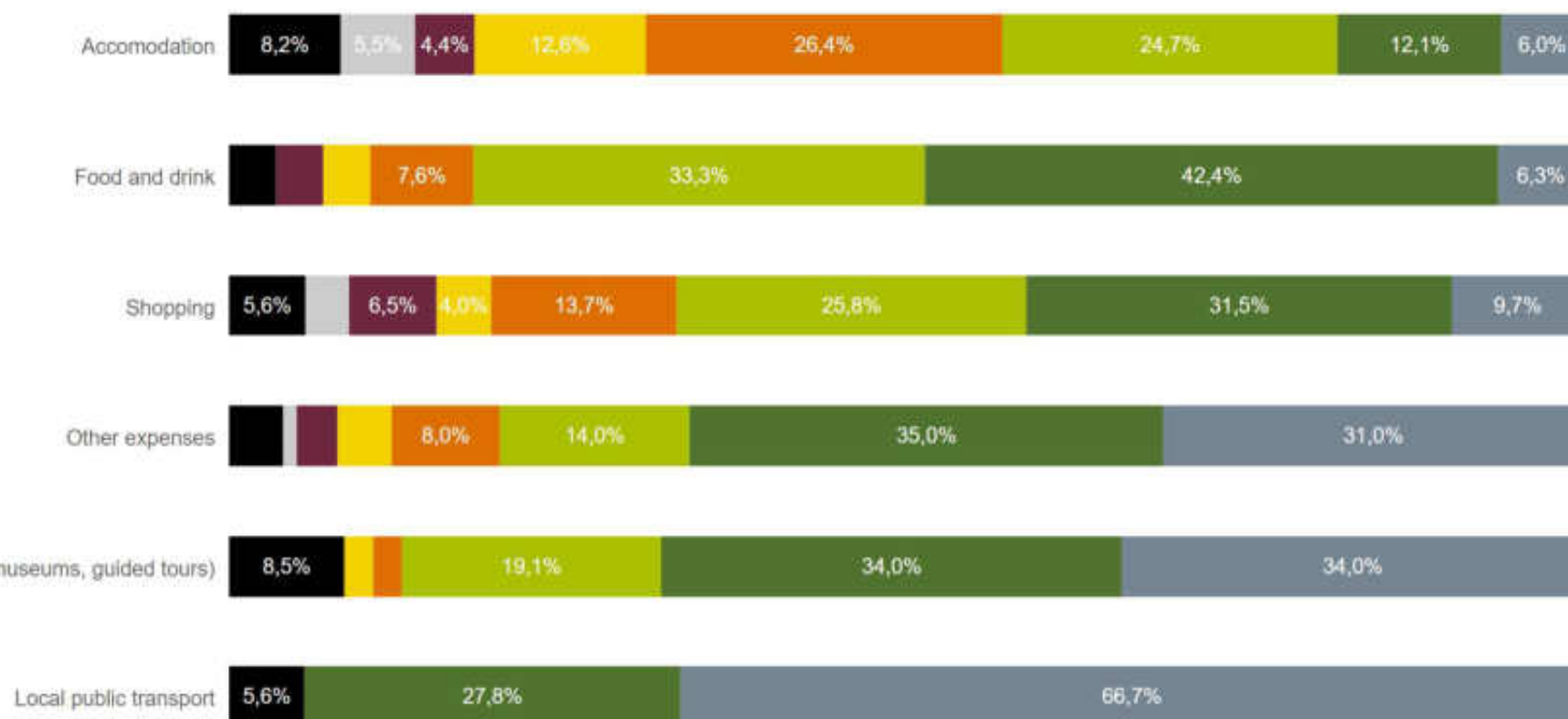
\*Only for the Response: "With family/children"

What type of accommodation did you choose?



How much did you spend on average per adult per day?

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



How much did you spend on average per child per day?\*

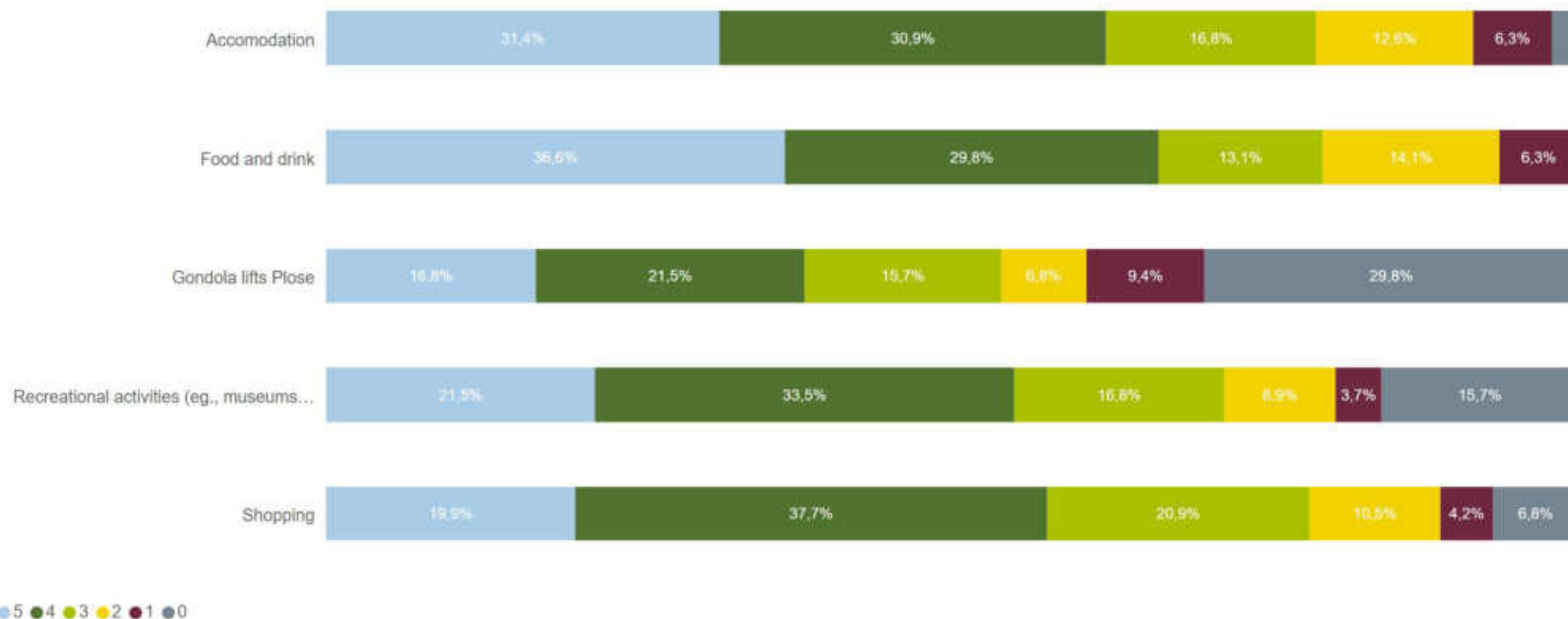
more than 200€, 170-200€, 140-170€, 110-140€, 80-110€, 50-80€, 30-50€, 1-30€, 0€, I don't know



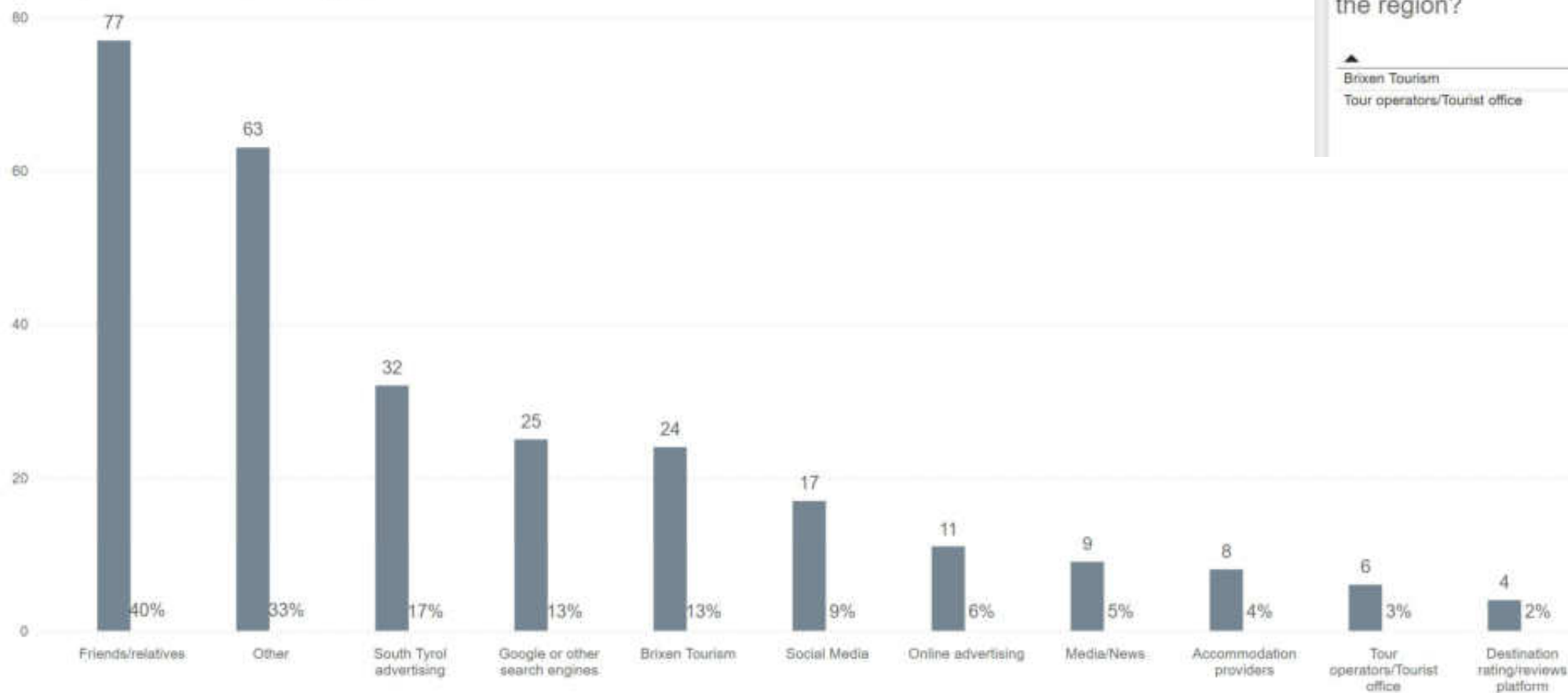
\*Only for the Response: "With children/family"



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



How did you hear about the region?



How did you hear about the region?

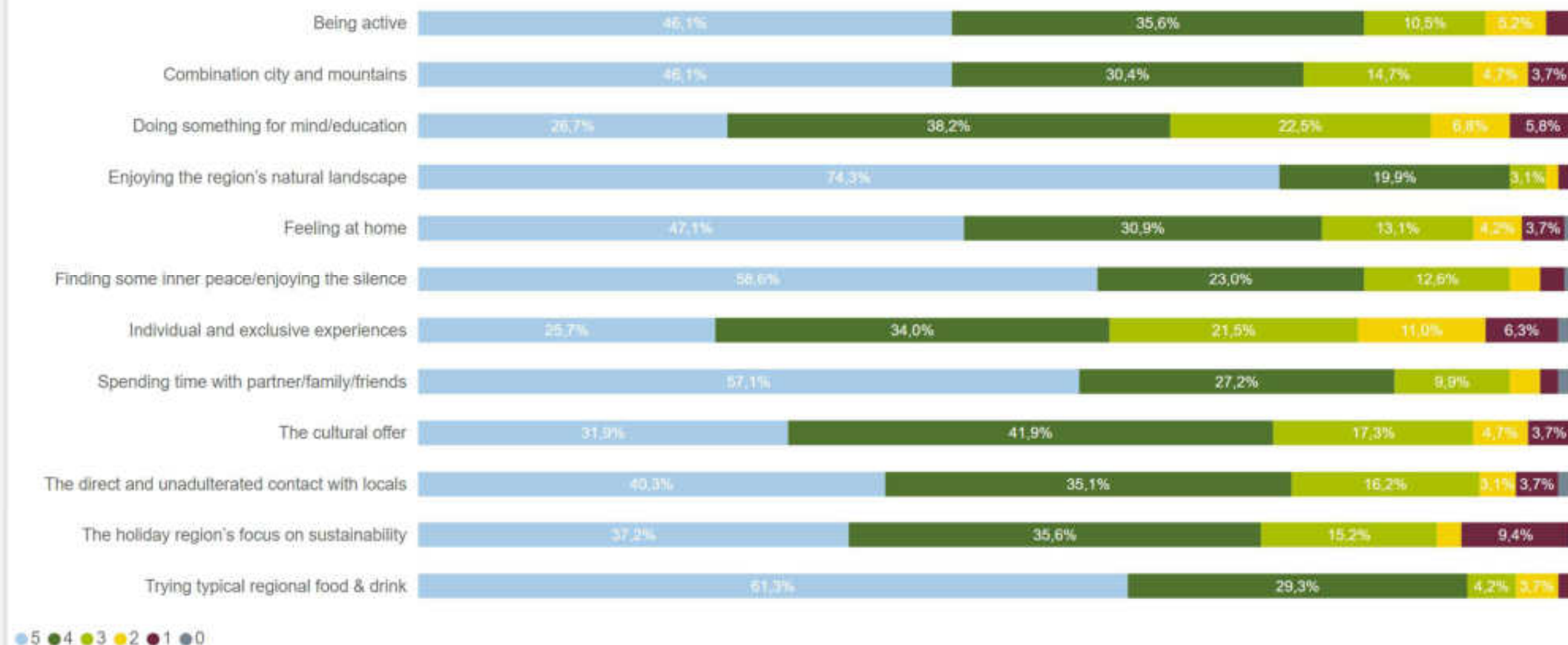
▲  
Brixen Tourism  
Tour operators/Tourist office



## Reason for holiday and activities

191

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

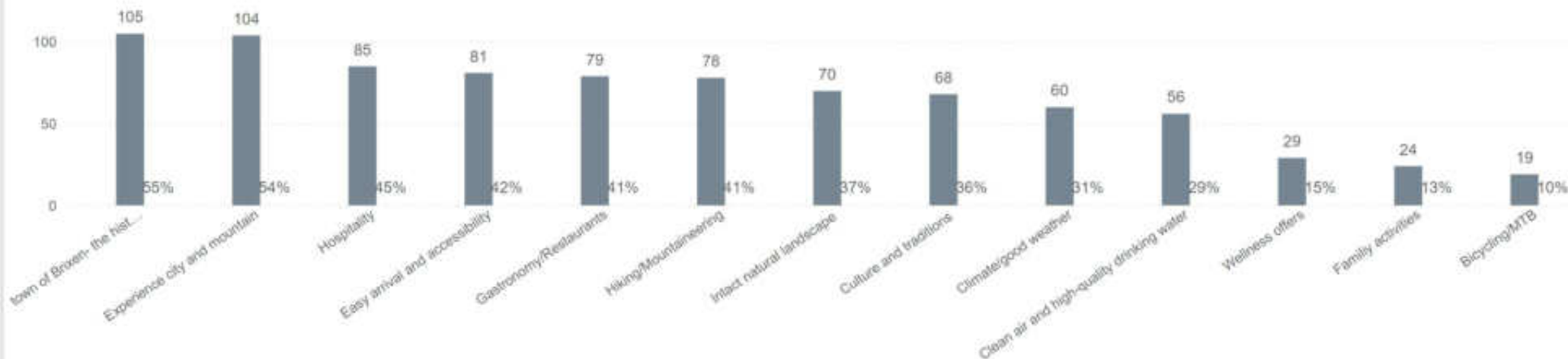


# Gästeumfrage

## Reason for holiday and activities

191

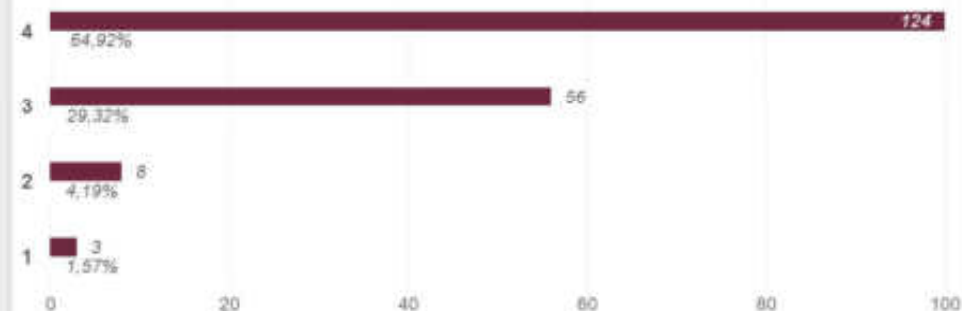
Why did you choose this region as your holiday destination?



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



3.6



## Gästeumfrage

Reason for holiday and activities

Why?

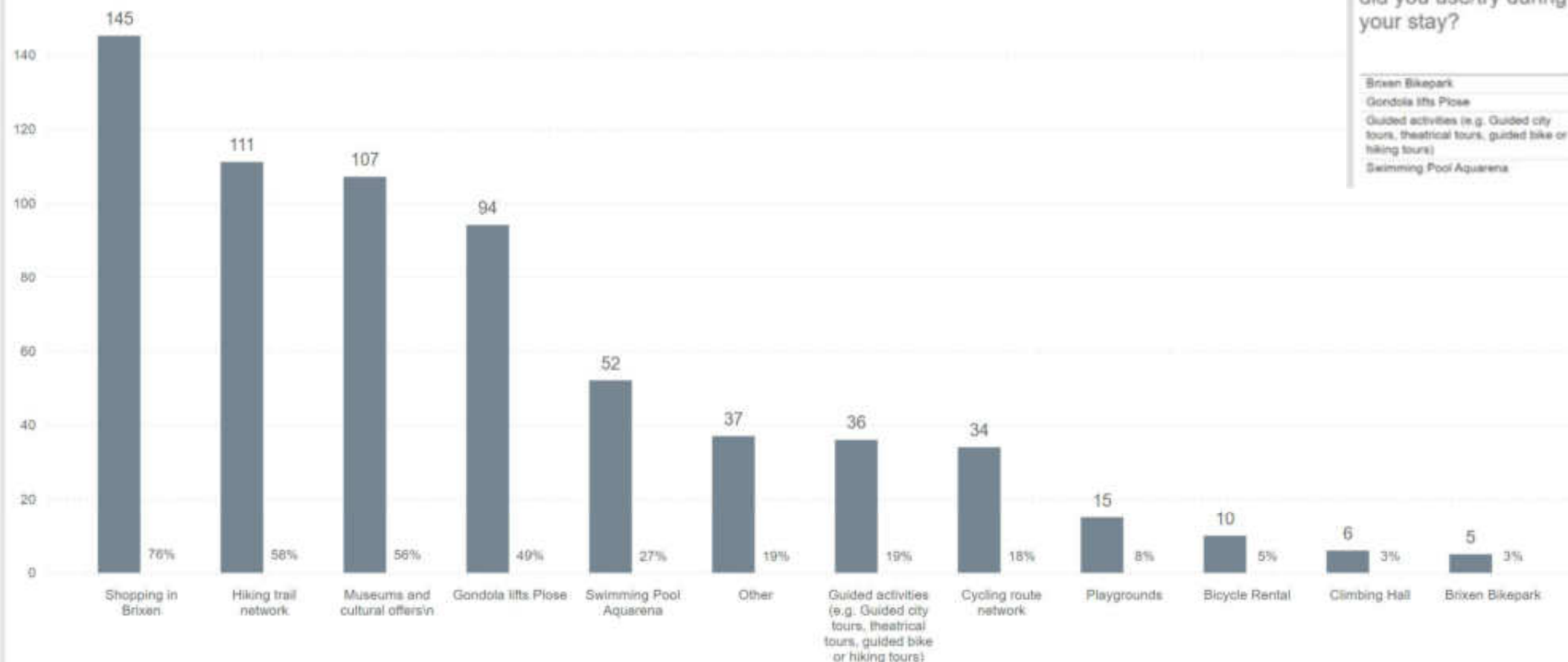
Weil alles so teuer ist, ihr spastet



## Reason for holiday and activities

191

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

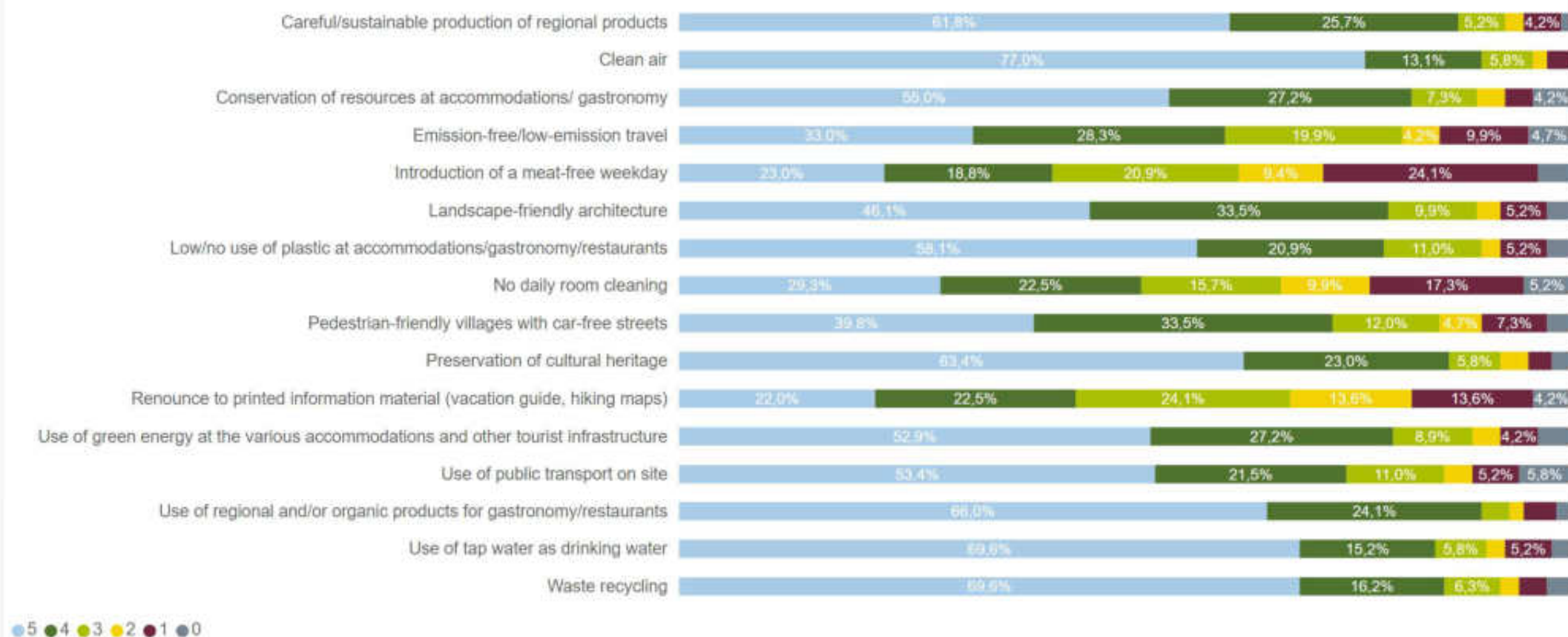


Which of the following did you use/try during your stay?

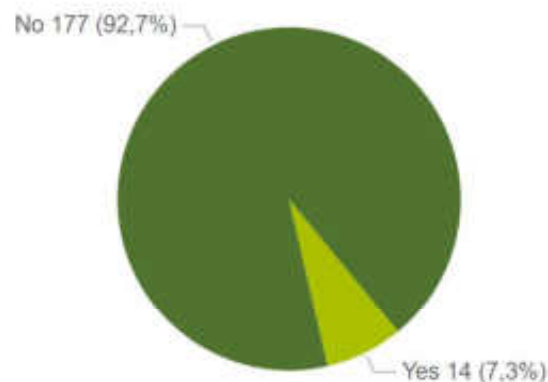
- Brixen Bikepark
- Gondola lifts Plose
- Guided activities (e.g. Guided city tours, theatrical tours, guided bike or hiking tours)
- Swimming Pool Aquarena



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



Are you familiar with tourism sustainability certifications?



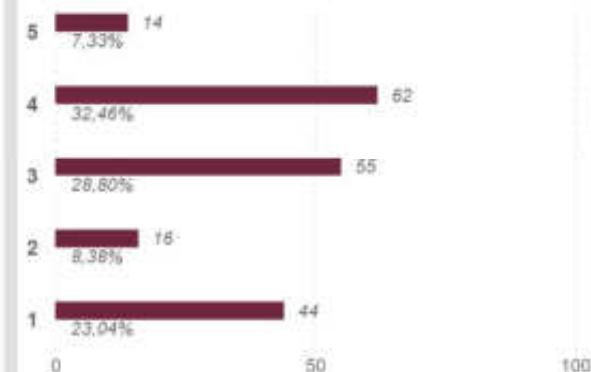
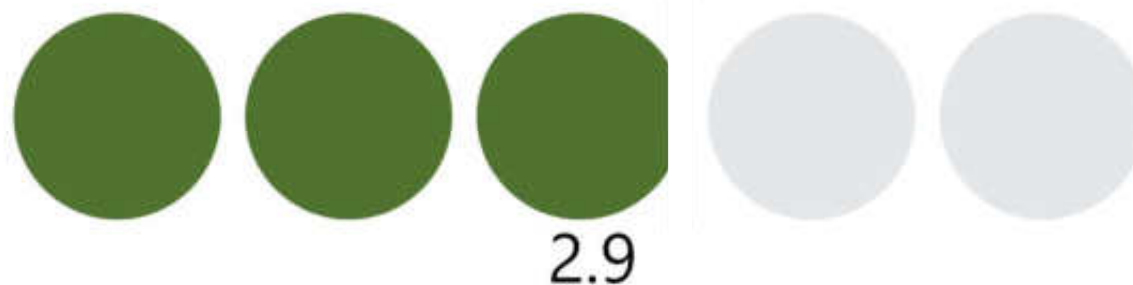
Which sustainability certifications do you know?

Tour cert, Green Globe, EU Bio  
Saubere Luft , Energiesparen , Müllvermeidung  
Quella che mira al miglioramento degli impatti delle attività ricettive  
Nachhaltigkeitslabel Südtirol, GSTC, Österreichisches Umweltzeichen, Green Slovenia, Earth Check, ISO, Good Travel Seal, Tourcert Silver, EMAS, Gste  
Green Tourism  
Green Sign  
Emas iso14000  
Ecolabel  
EarthCheck, Green Destinations  
Auf der Plose - Take me home, refill your Bottle

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



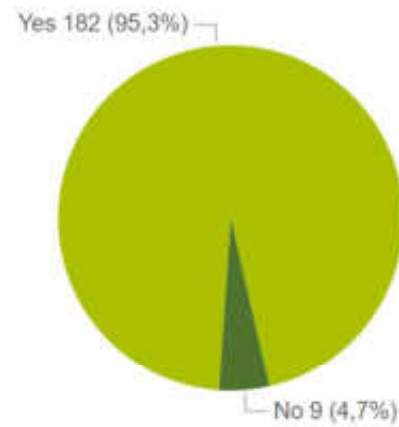
How important is certification when selecting your ideal holiday region? (1 = Unimportant, 5 = Very important)



\*Only who is familiar with certifications



Would you return to this destination for holiday?



Why?



-Zu viel Tourismus dort, Öffis hat viele probleme, Zu teuer, Zu unsicher

Südtirol ist so vielfältig, und nach einer guten Woche Aufenthalt hat man das Städtchen und seine Umgebung gesehen.

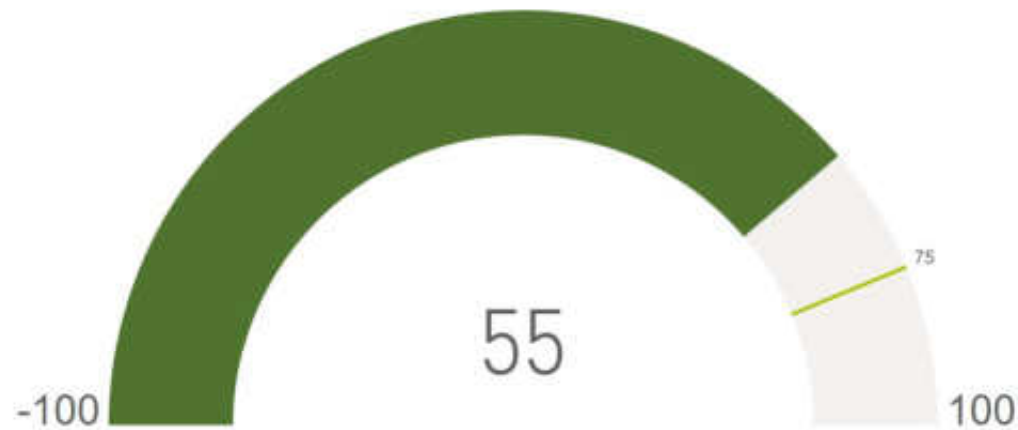
Not enough accomodation

kacke

Hat mich nicht überzeugt, viel zu teuer, kein Angebot für Jugendliche



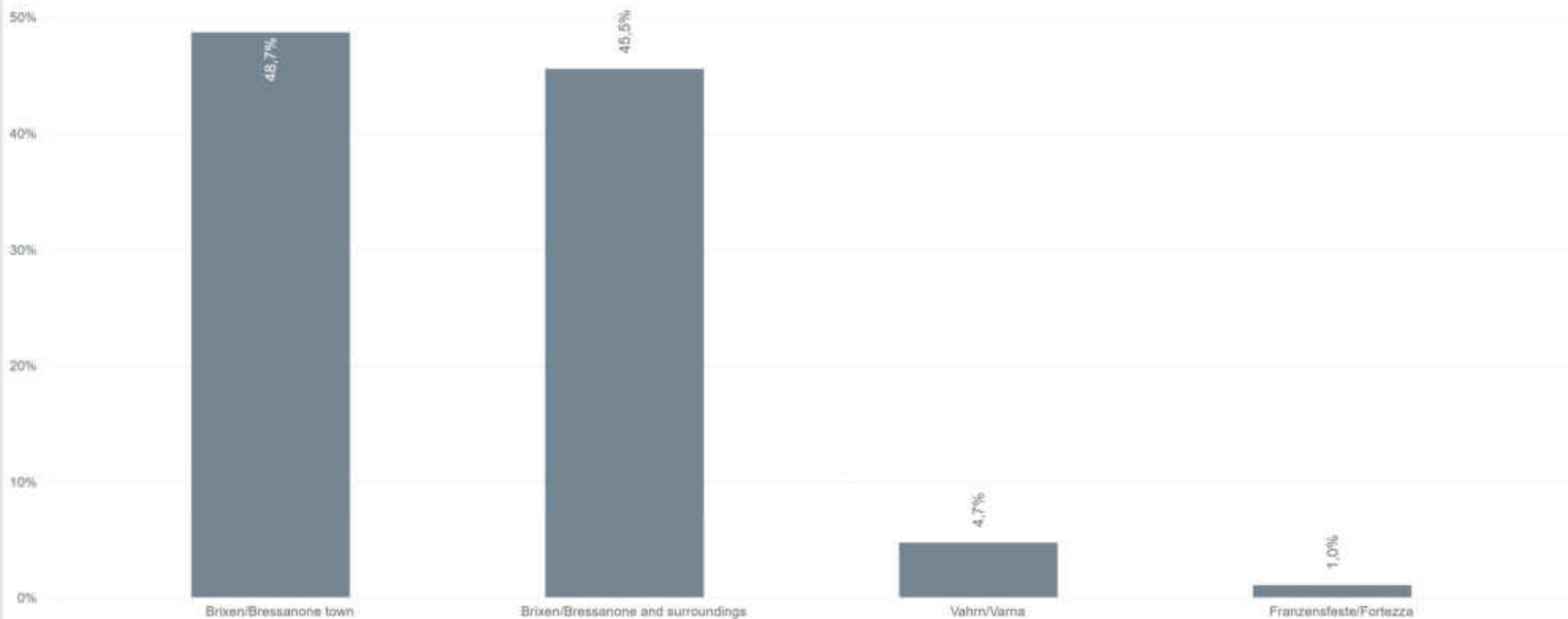
Net Promoter Score



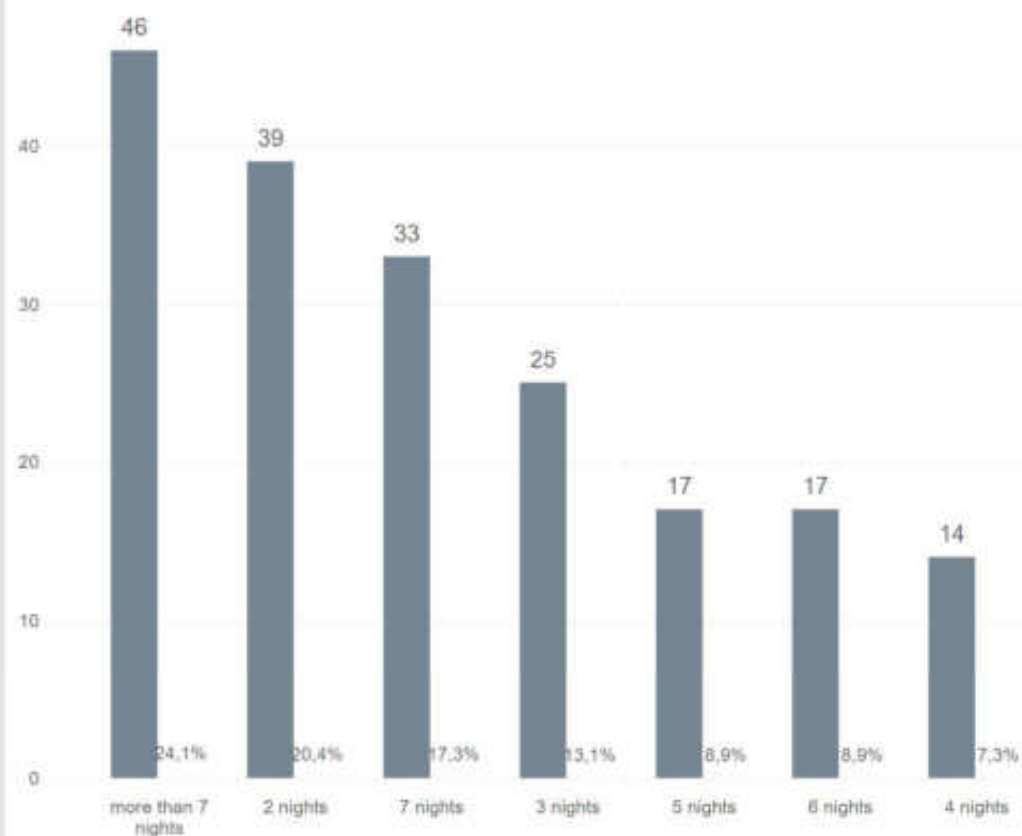
Category	Responses	Percentage
⊞ Detractor(0-6)	17	8,90%
⊞ Passive(7-8)	52	27,23%
⊞ Promoter(9-10)	122	63,87%
<b>Gesamt</b>	<b>191</b>	<b>100,00%</b>



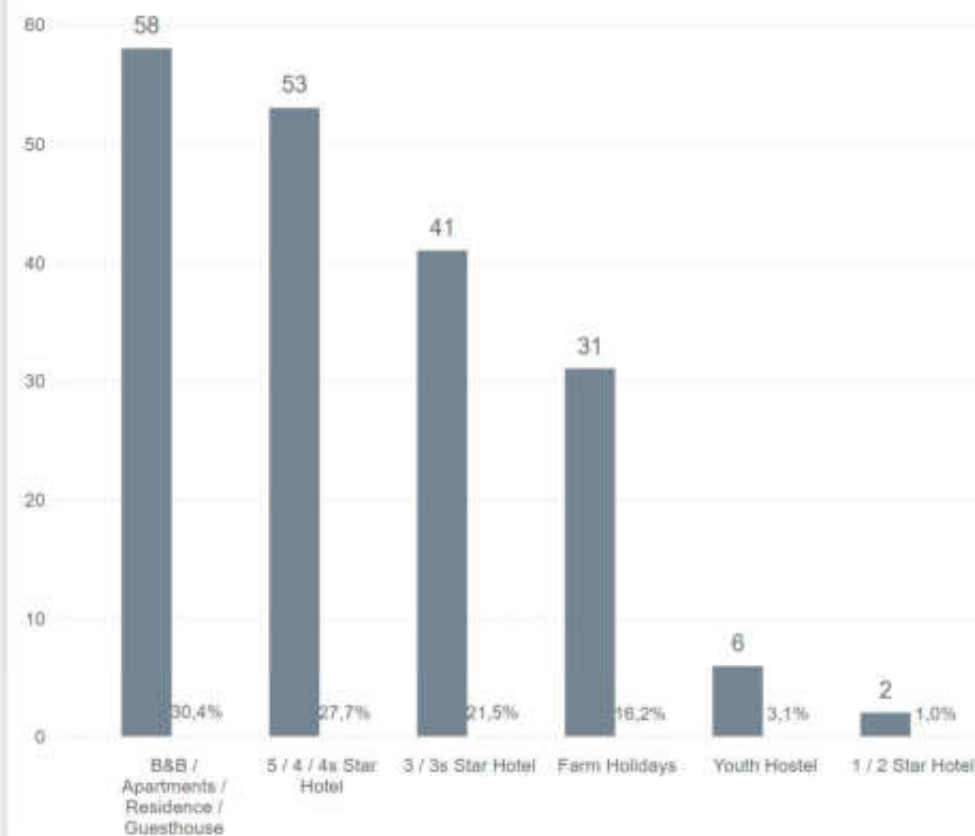
In which holiday village do you stay?



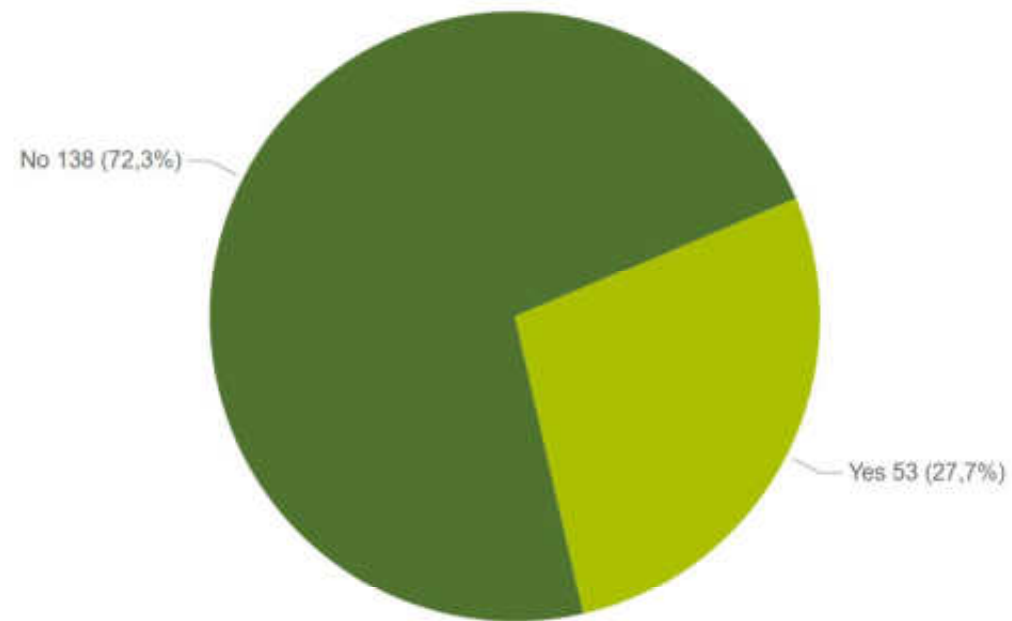
How long do you stay in the region?



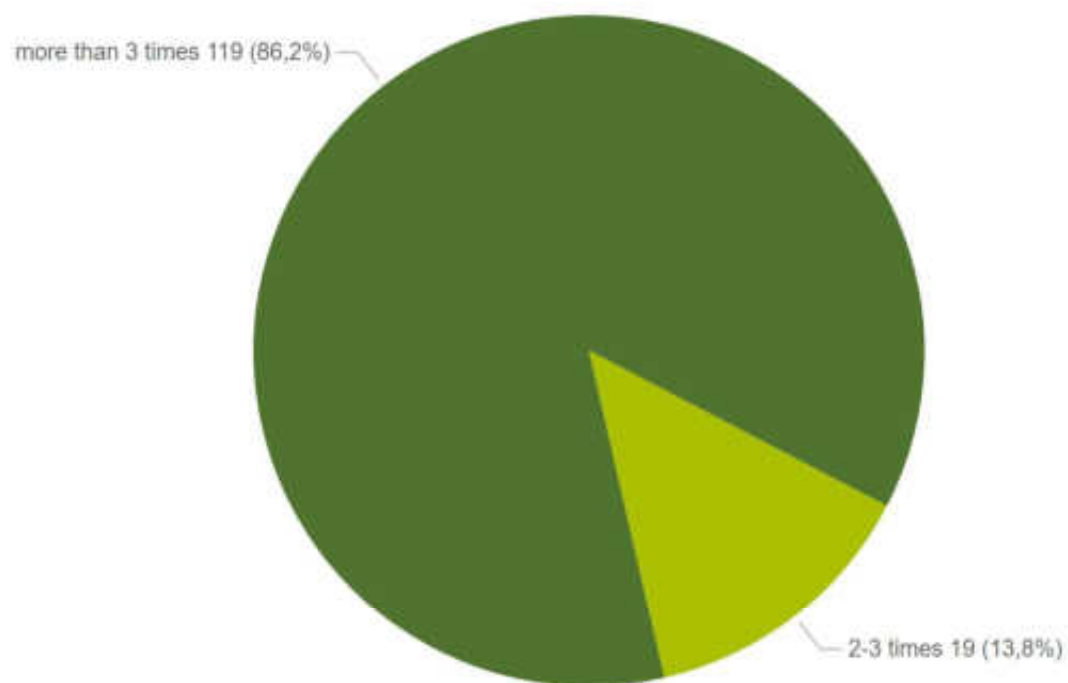
What type of accommodation did you choose?



Is this your first stay in this region?



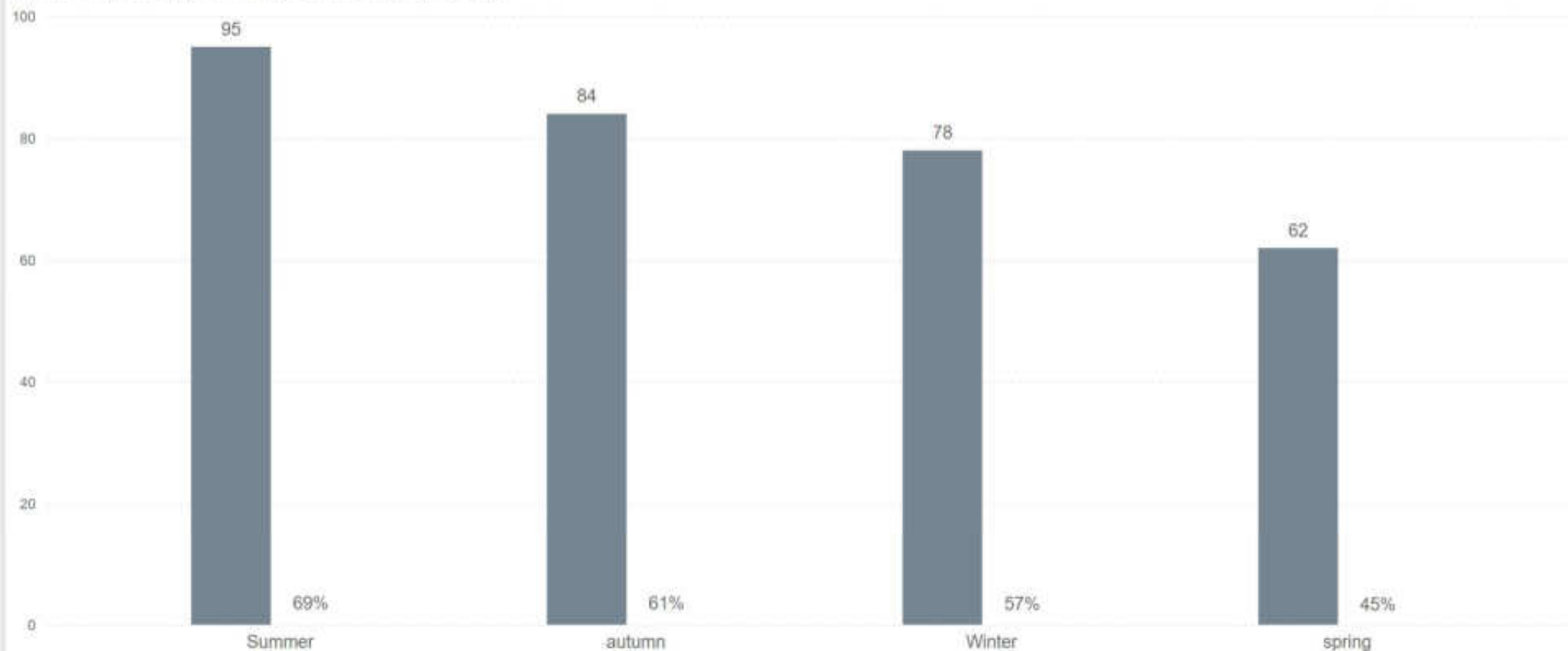
How often have you visited this region in total? \*



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

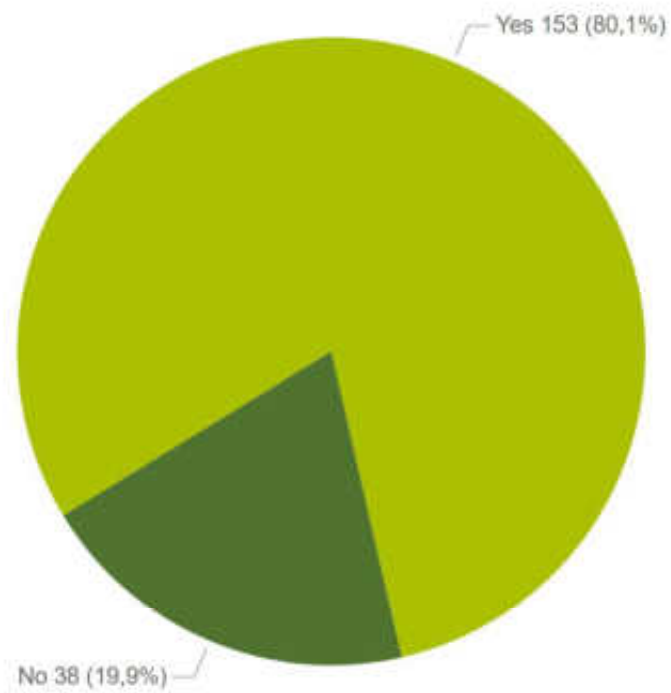


At what time of year did you visit this region? \*



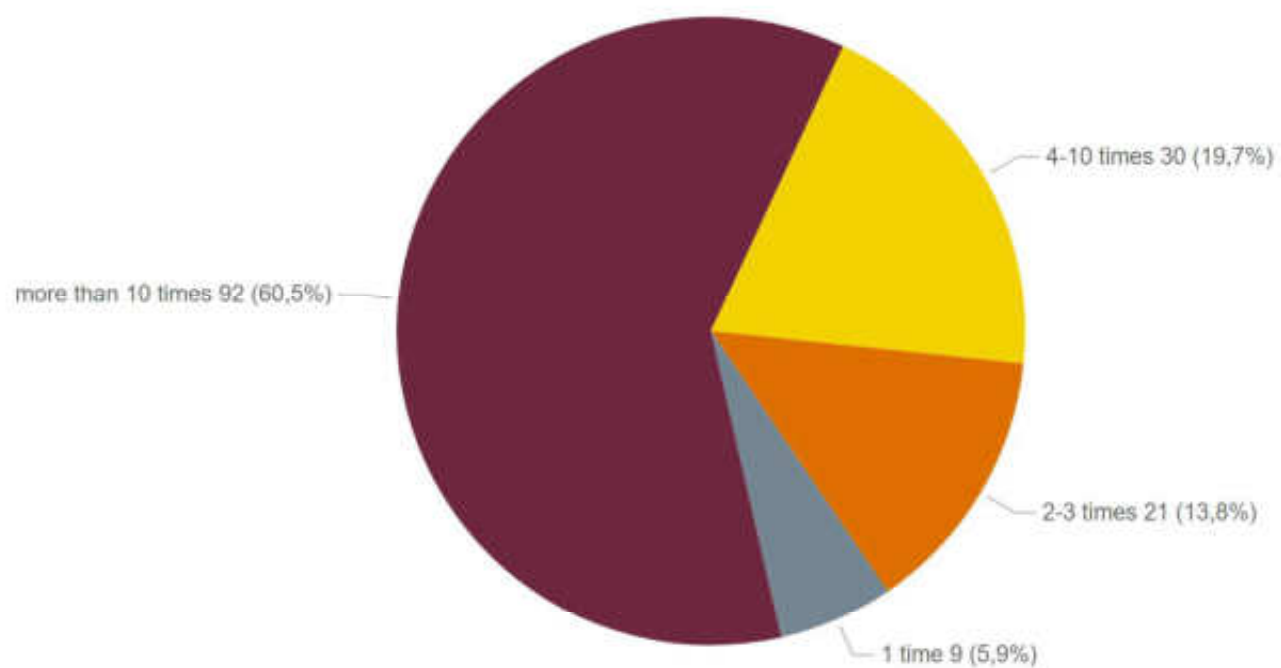
\*Only if the Response of question "Is this your first stay in region?" is No.

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





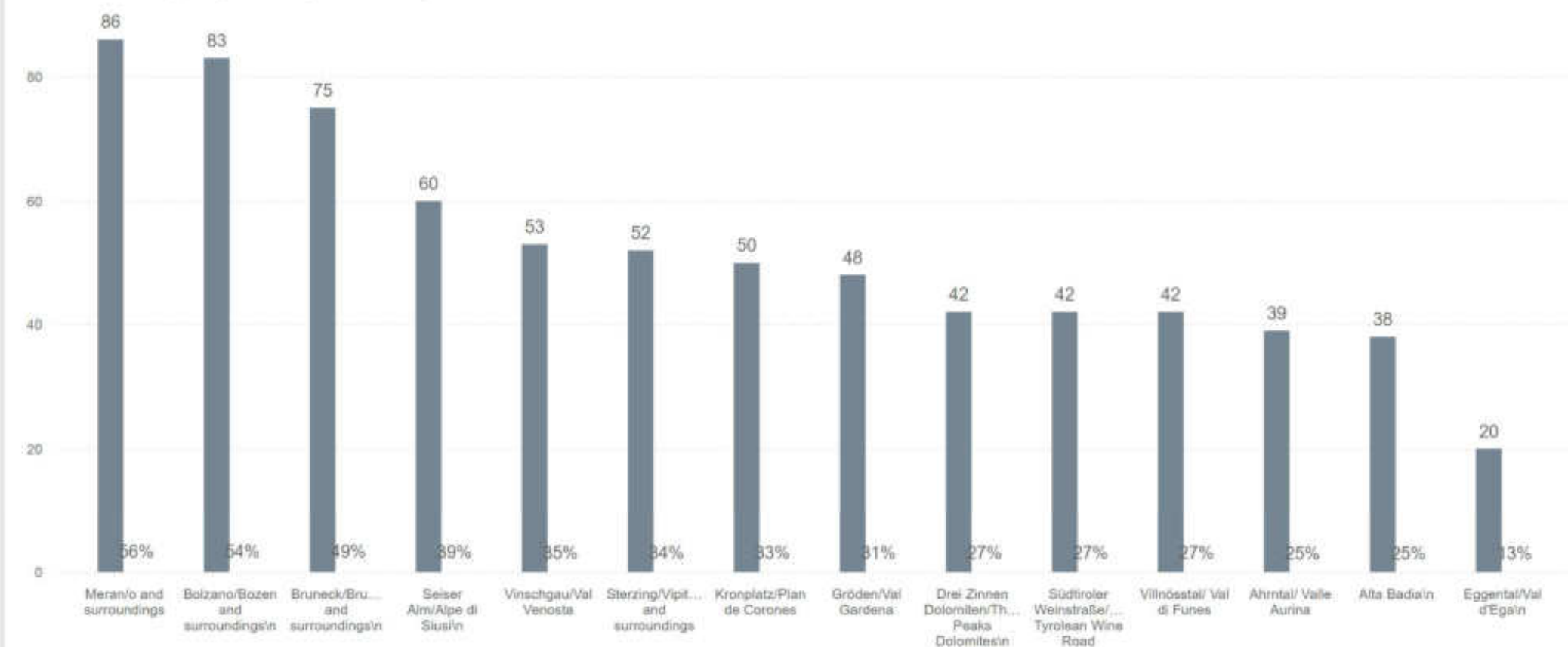
How often have you been on holiday in "Südtirol/Alto Adige"? \*



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

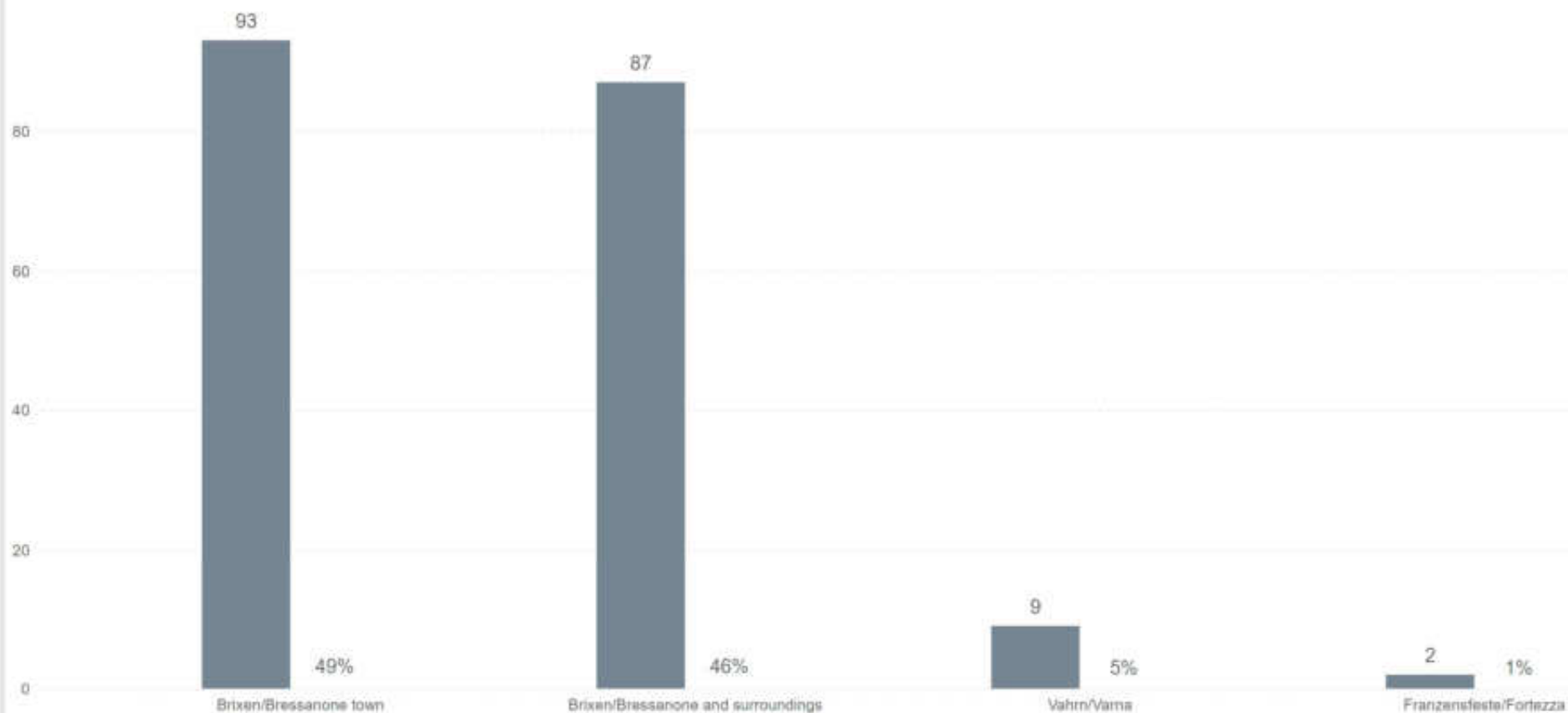


In which holiday region did you overnight? \*



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

In which other holiday region do you stay during your current vacation?



\*Only if the Response of question "Are you staying also in other holiday regions during your current vacation?" is Yes

Are you staying also in other holiday regions during your current vacation?

