



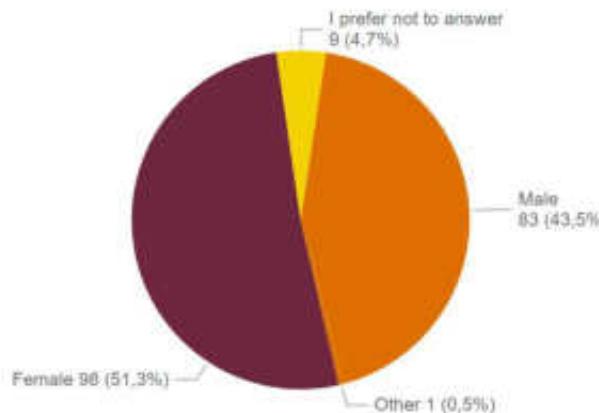
BRIXEN

—

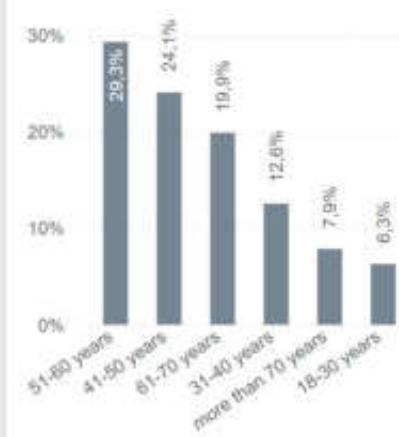
Auswertung Gästeumfrage Brixen

September 2025 – Februar 2026

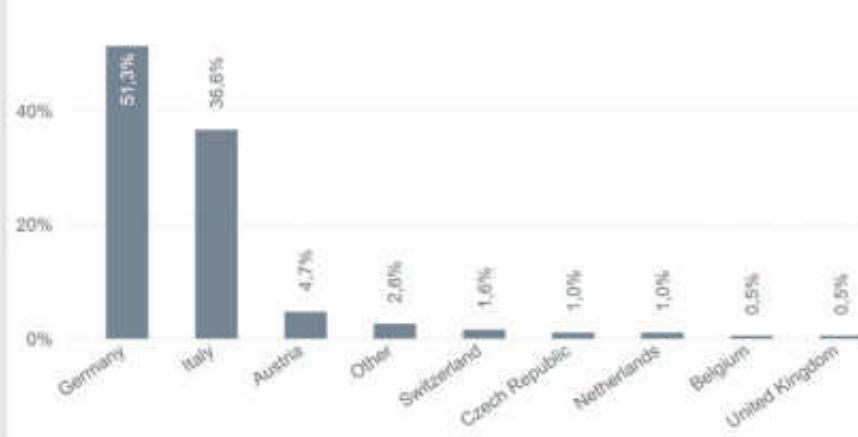
Gender:



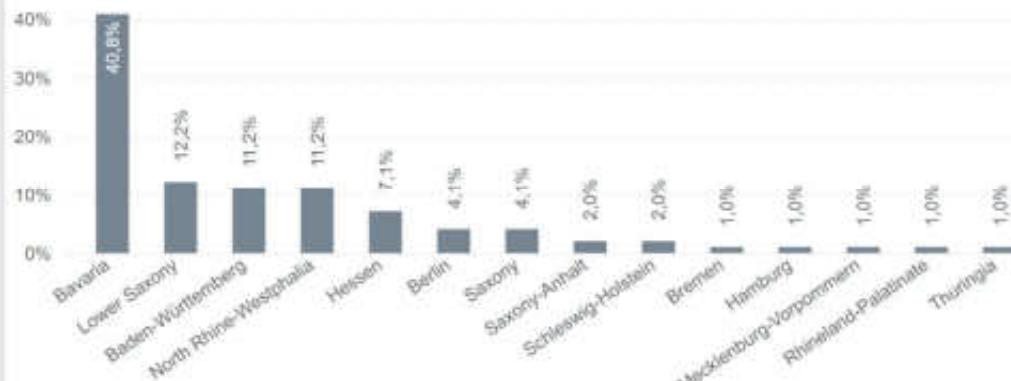
Age:



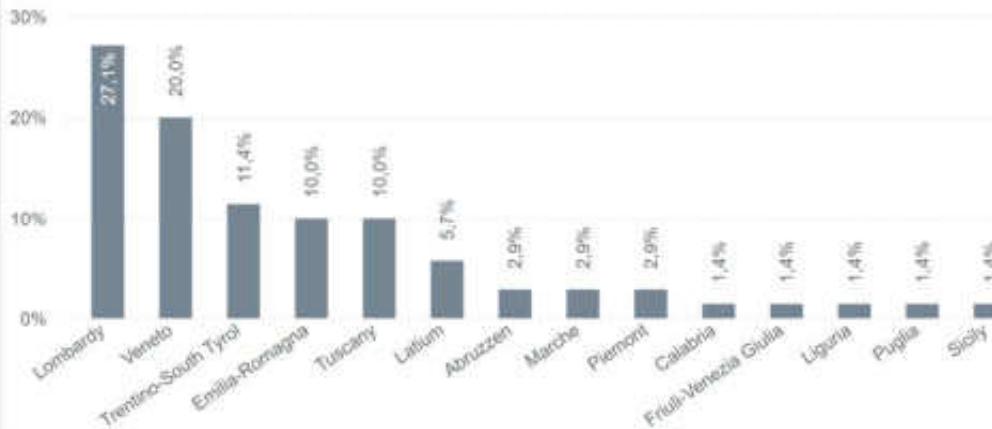
Residency (Country):



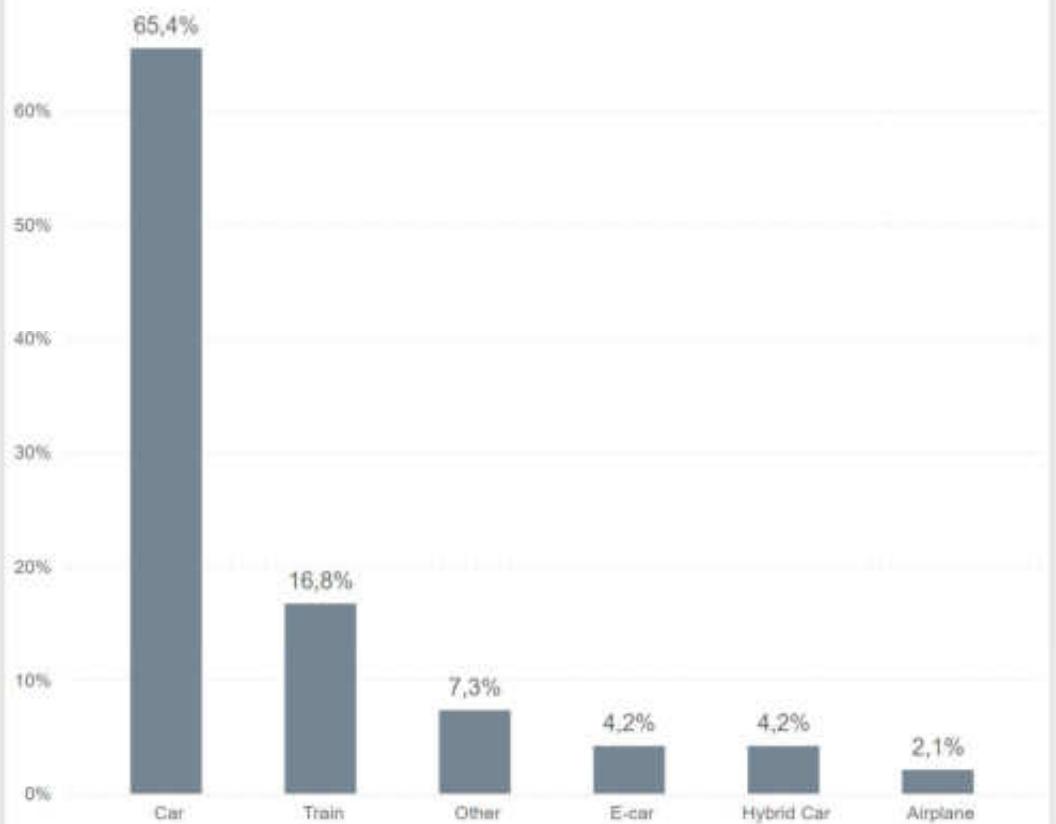
Deutschland:



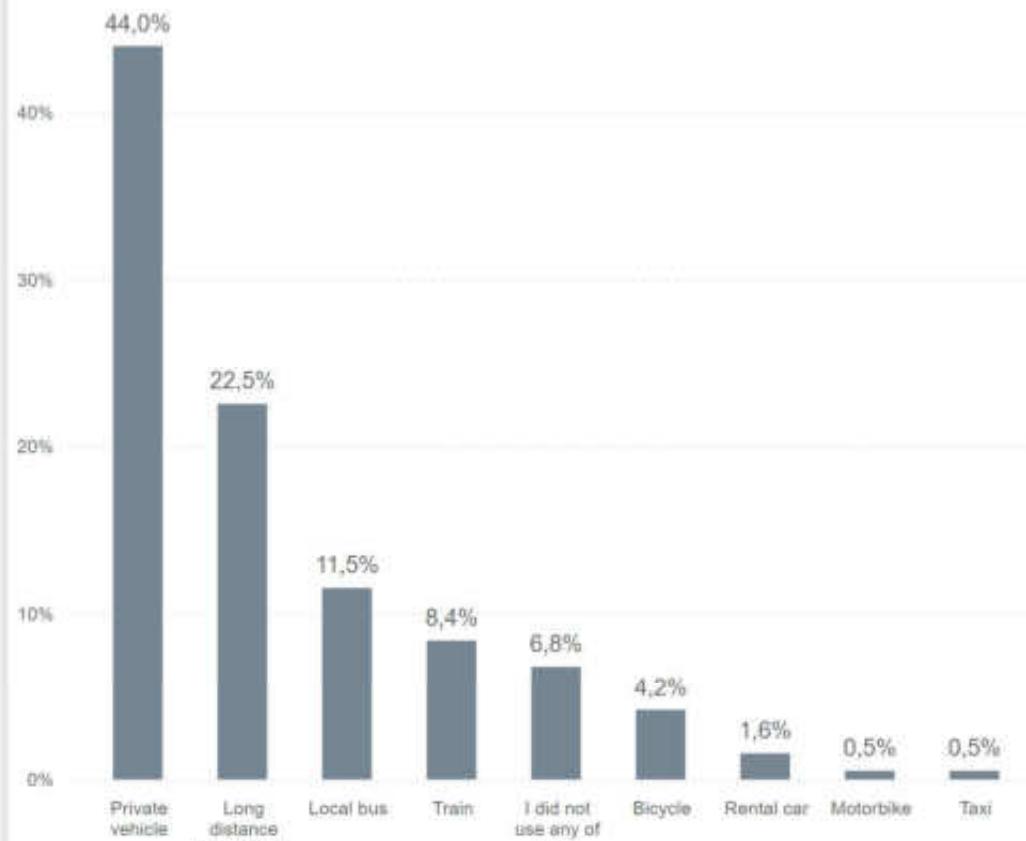
Italia:



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)

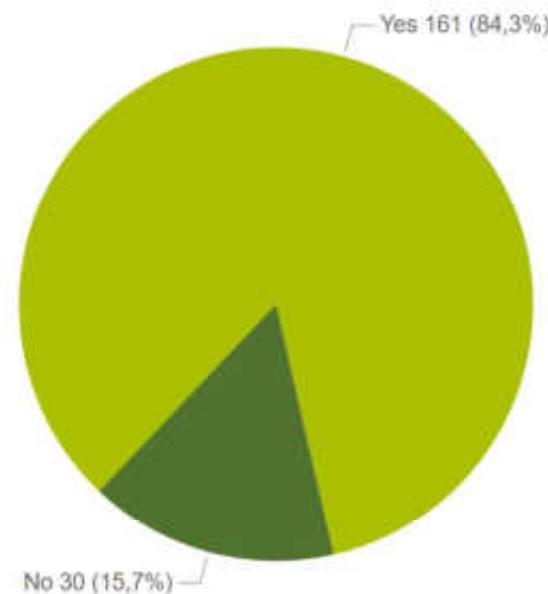


Gästeumfrage

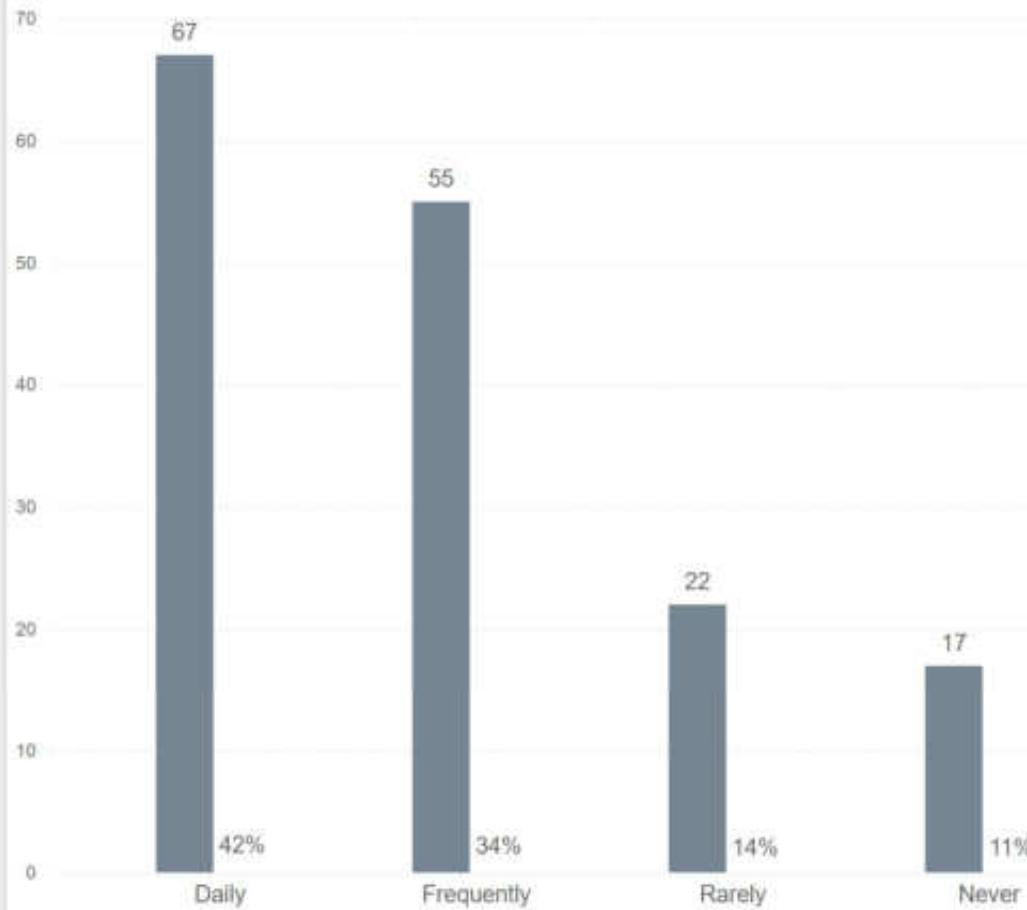
Mobility

191

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? *

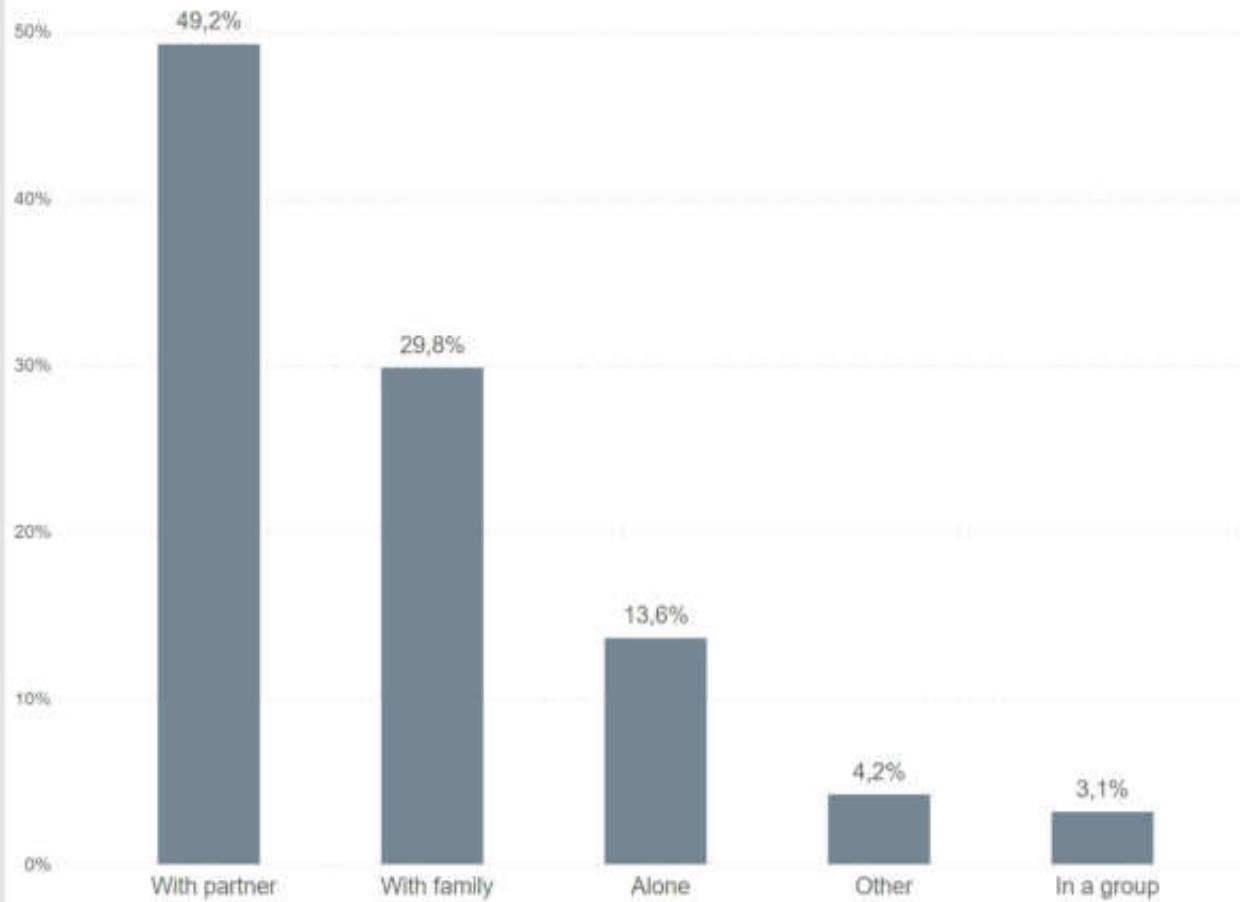


← *Only for the Yes Responses →

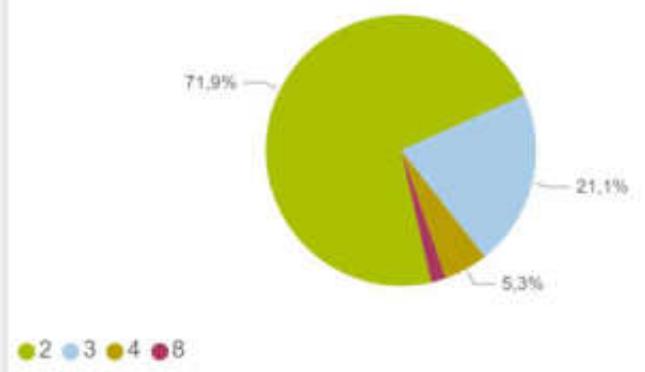
Gästeumfrage

Expenses/cost

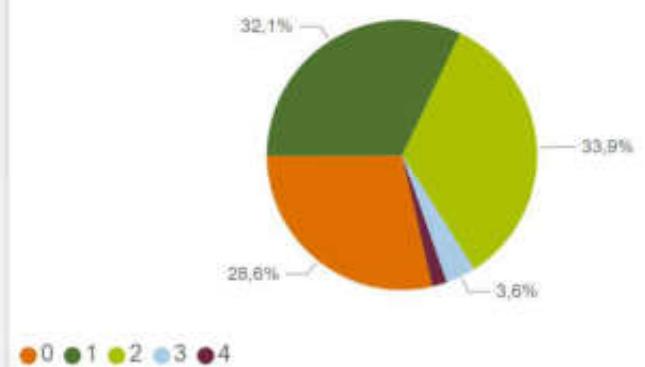
With whom do you travel?



How many adults? *



How many children? *



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

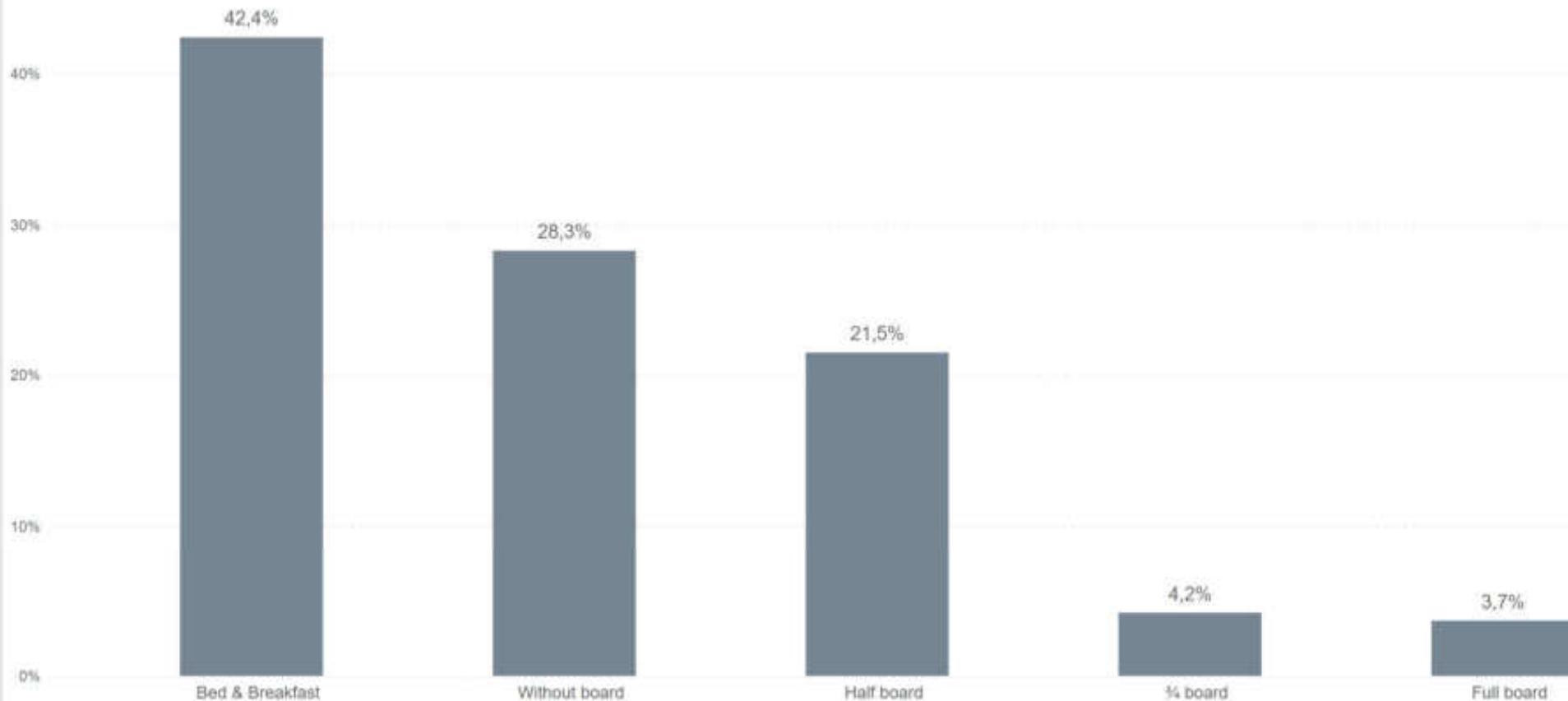


Gästeumfrage

Expenses/cost

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What type of accommodation did you choose?



Expenses/cost

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



Gästeumfrage

Expenses/cost

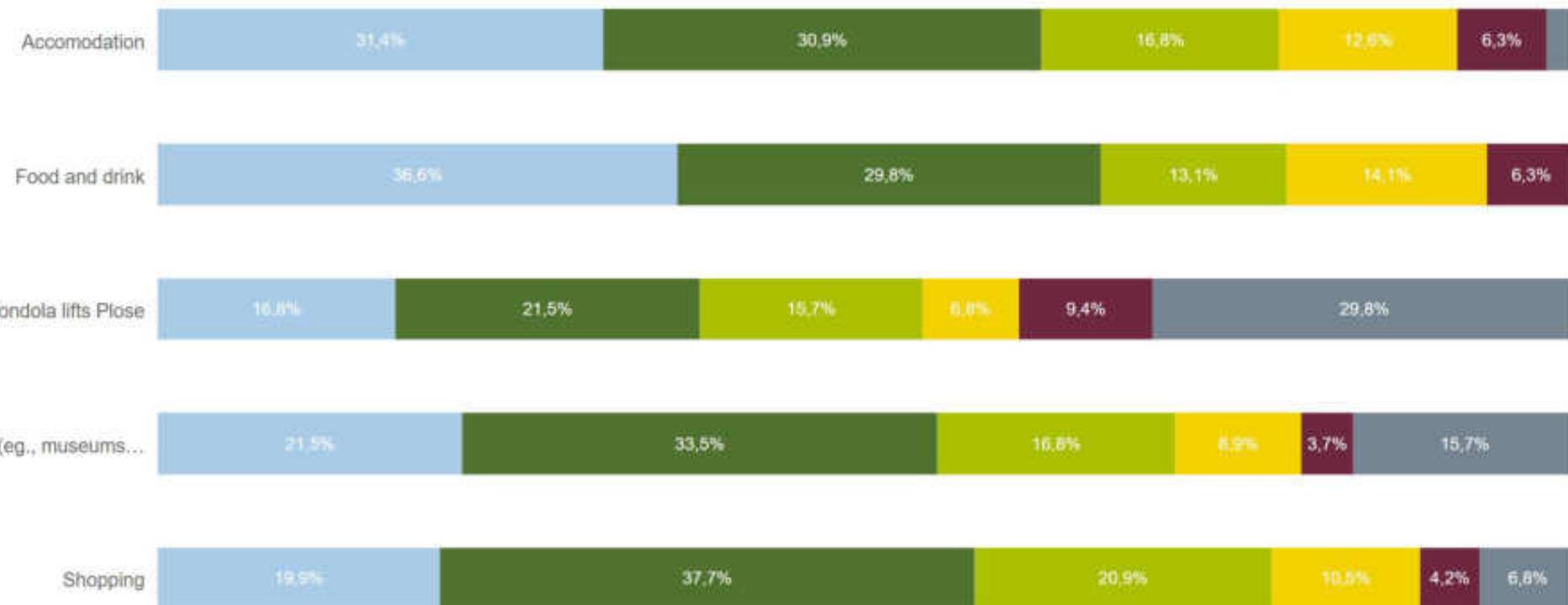
How much did you spend on average per child per day?*

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)

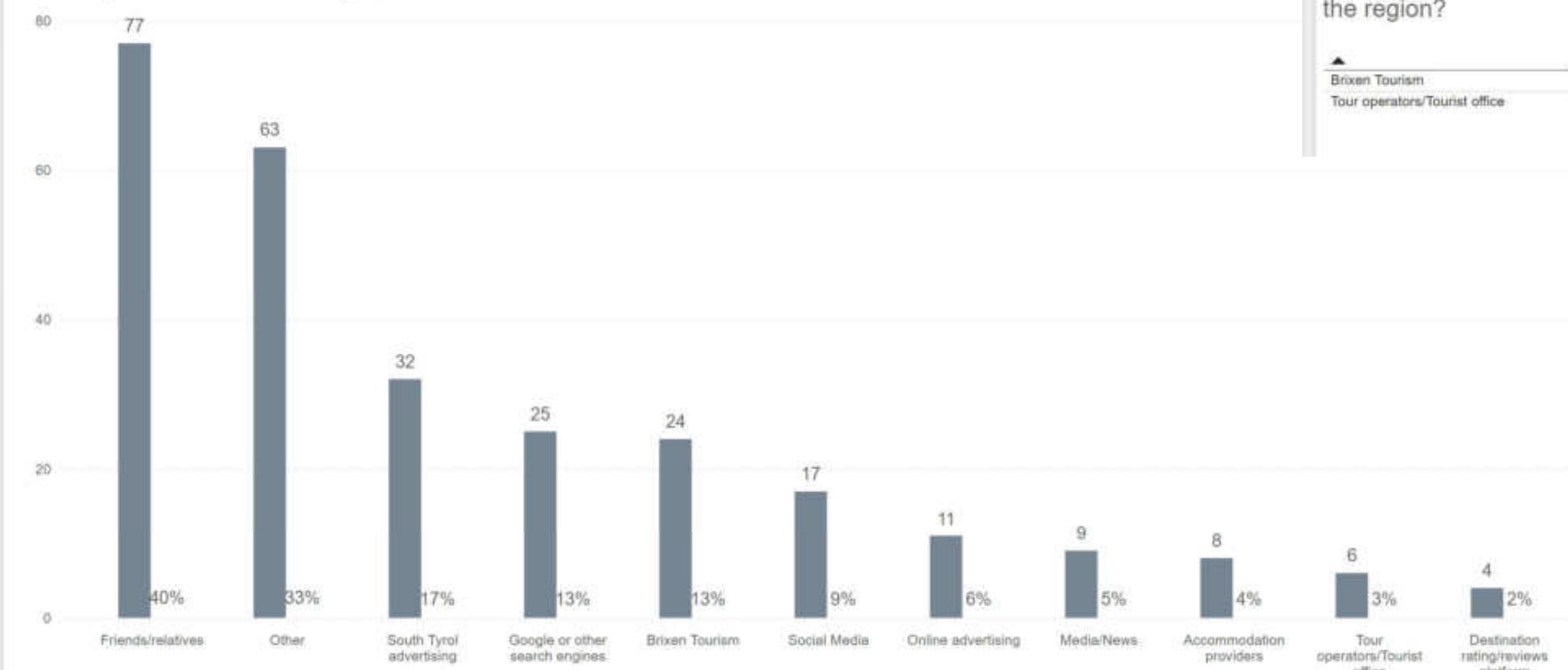


● 5 ● 4 ● 3 ● 2 ● 1 ● 0



Reason for holiday and activities

How did you hear about the region?



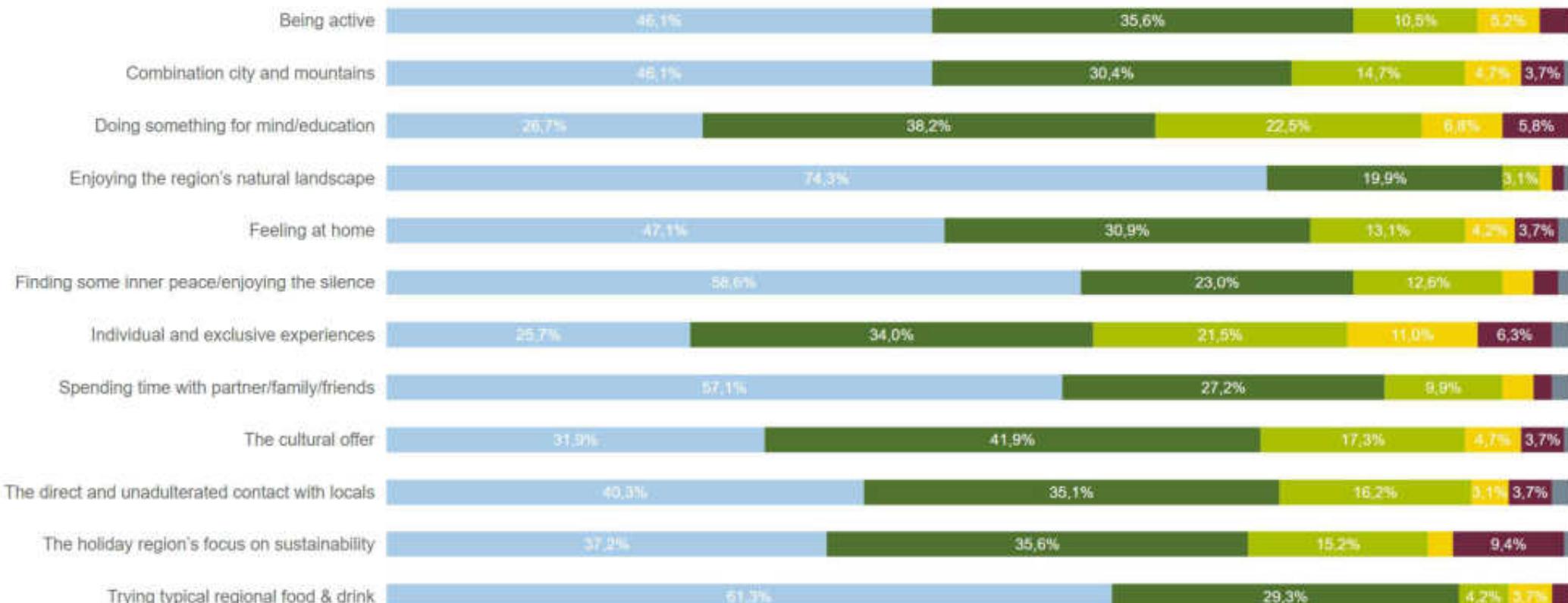
How did you hear about the region?

Brixen Tourism
Tour operators/Tourist office



Reason for holiday and activities

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

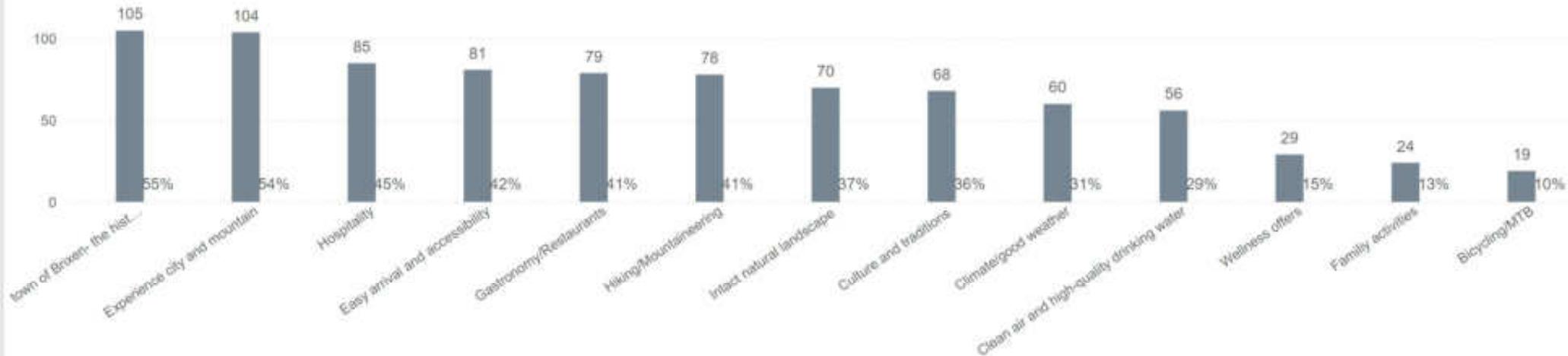


Gästeumfrage

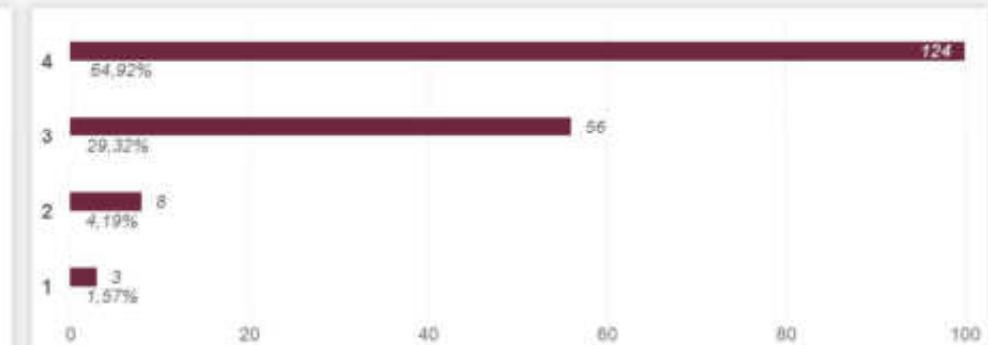
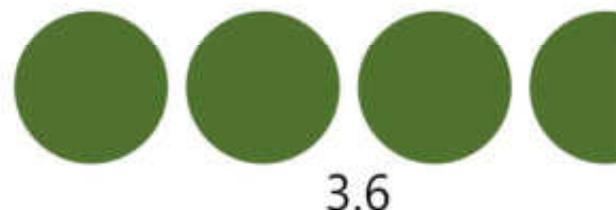
Reason for holiday and activities

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)



Gästeumfrage

Reason for holiday and activities

Why?

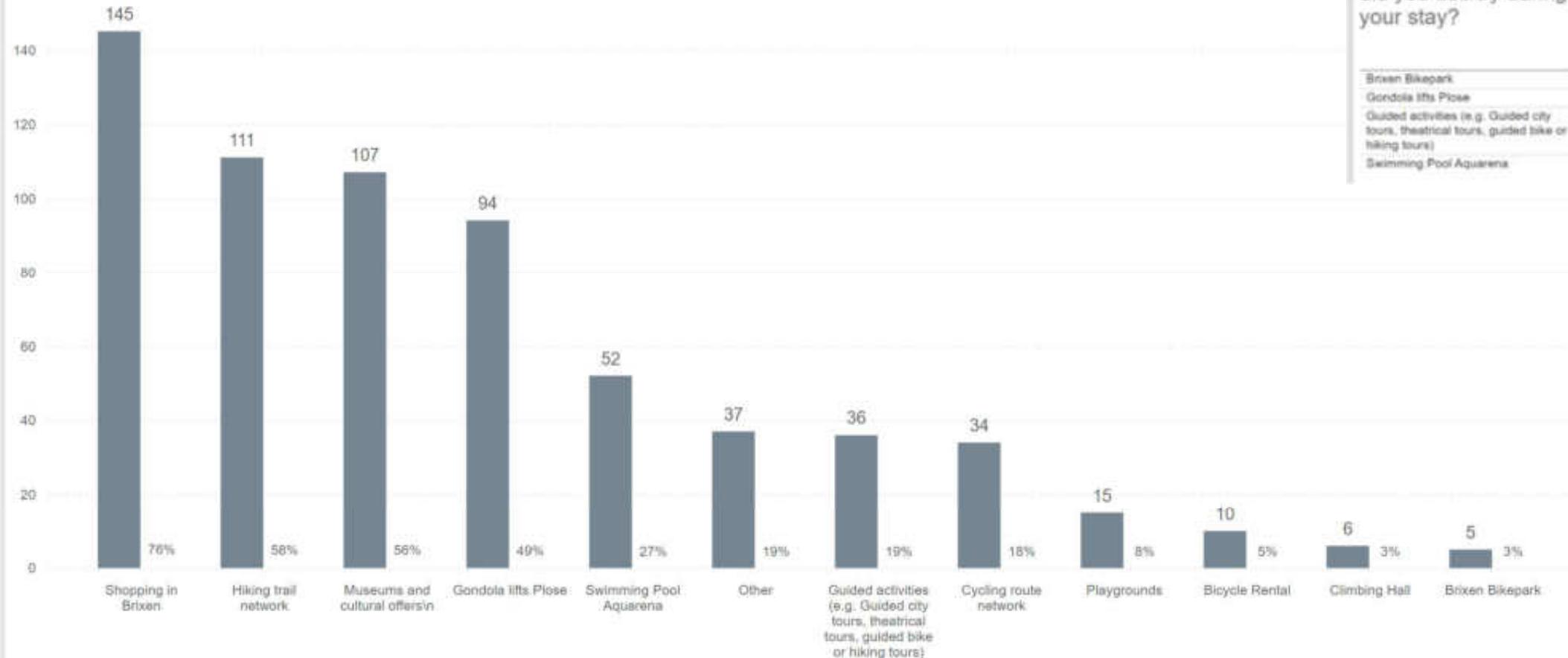
Weil alles so teuer ist, ihr spassten



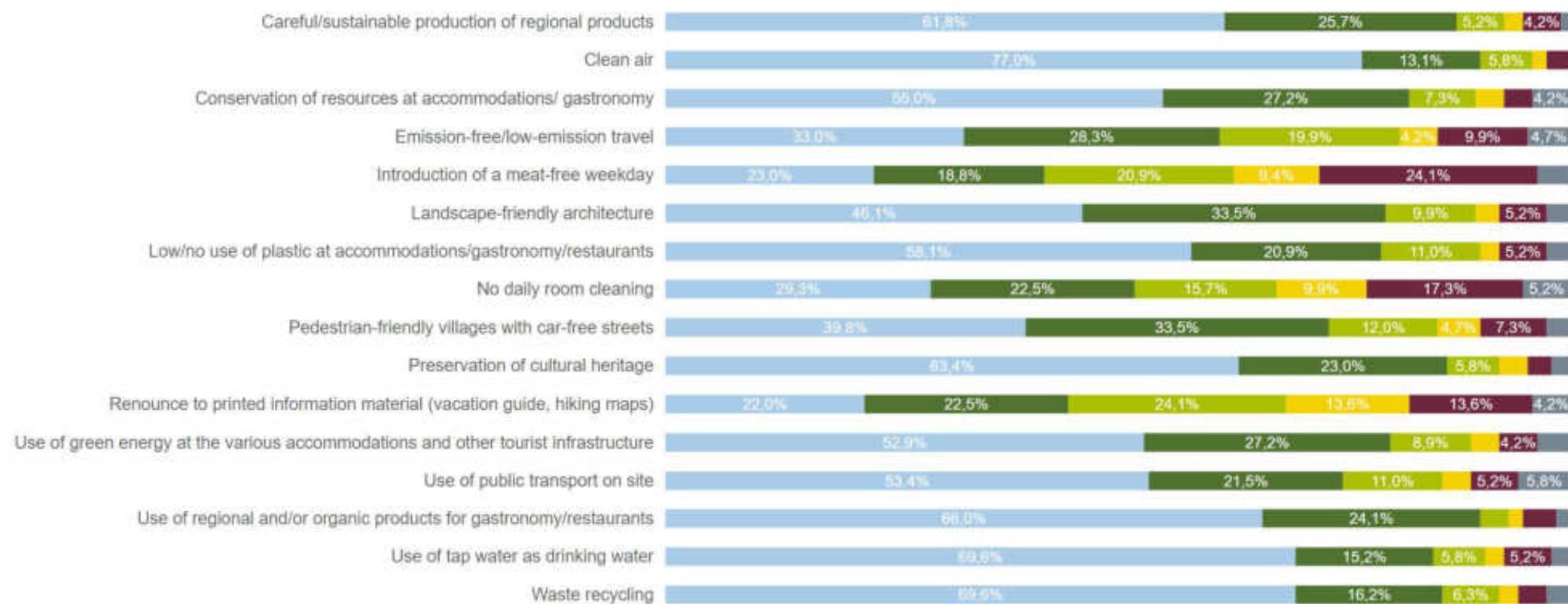
Gästeumfrage

Reason for holiday and activities

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)

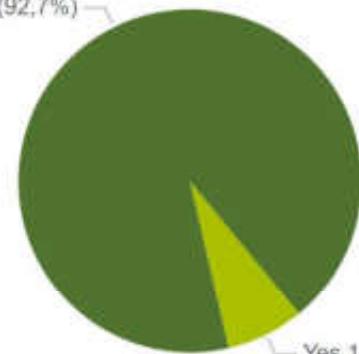


● 5 ● 4 ● 3 ● 2 ● 1 ● 0

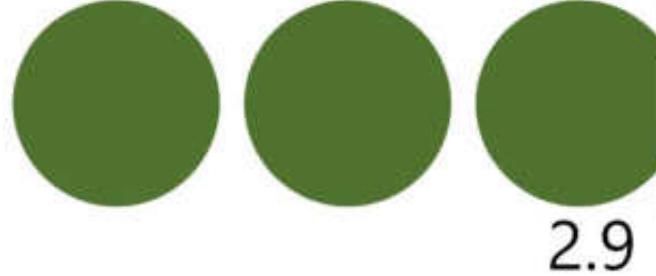


Are you familiar with tourism sustainability certifications?

No 177 (92,7%)



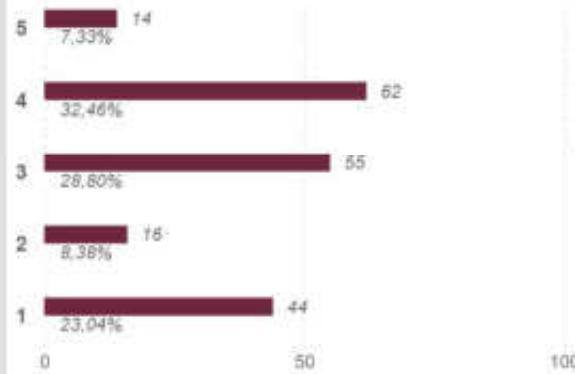
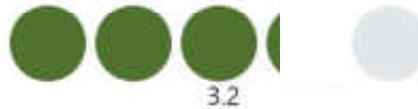
How important is certification when selecting your ideal holiday region? (1 = Unimportant, 5 = Very important)



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, Gsto
 Green Tourism
 Green Sign
 Enmas 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) *



*Only who is familiar with certifications

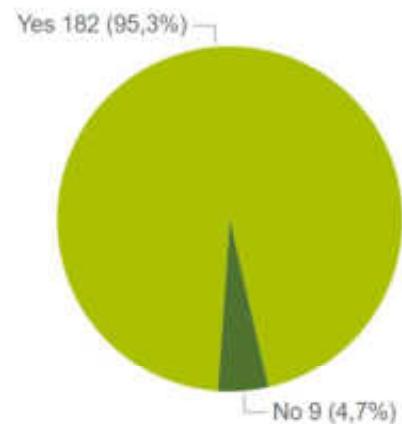


Gästeumfrage

Sustainability

191

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

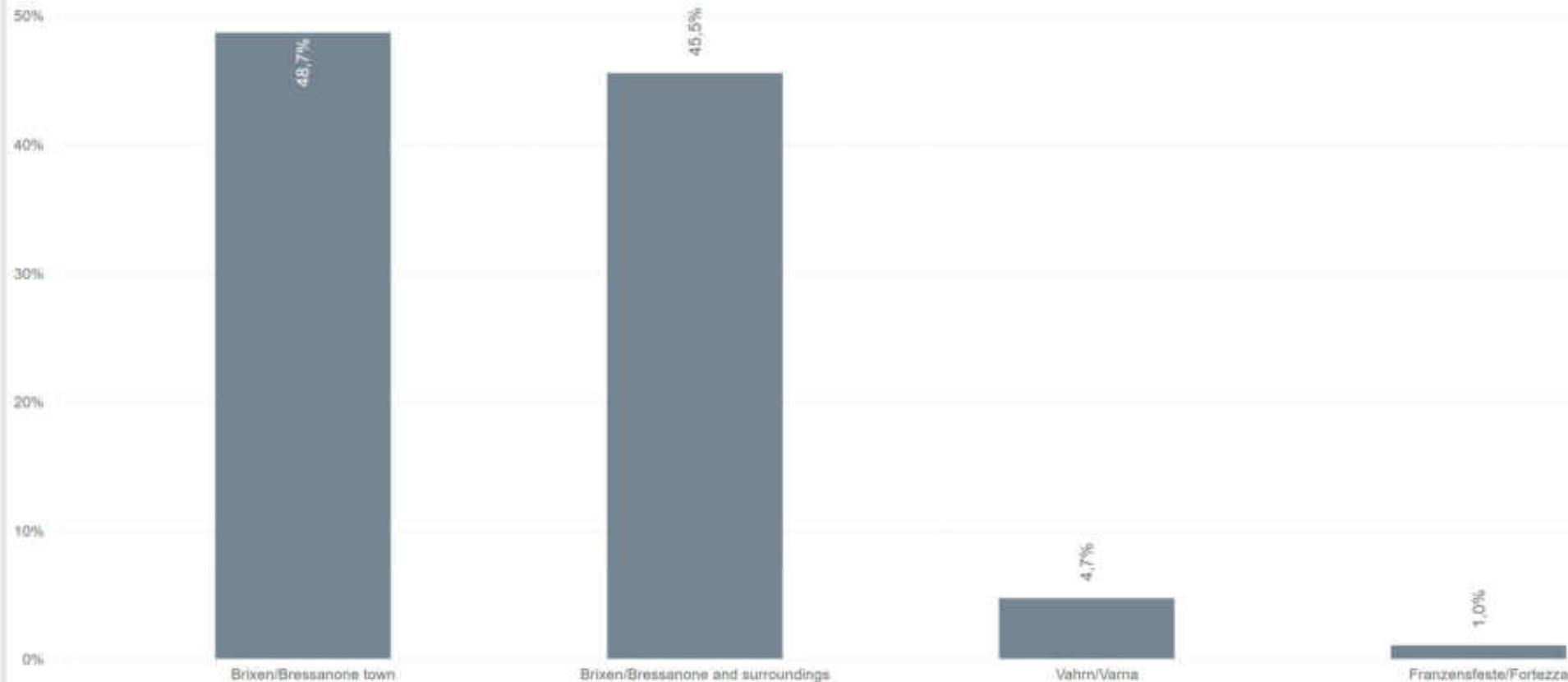


Net Promoter Score



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

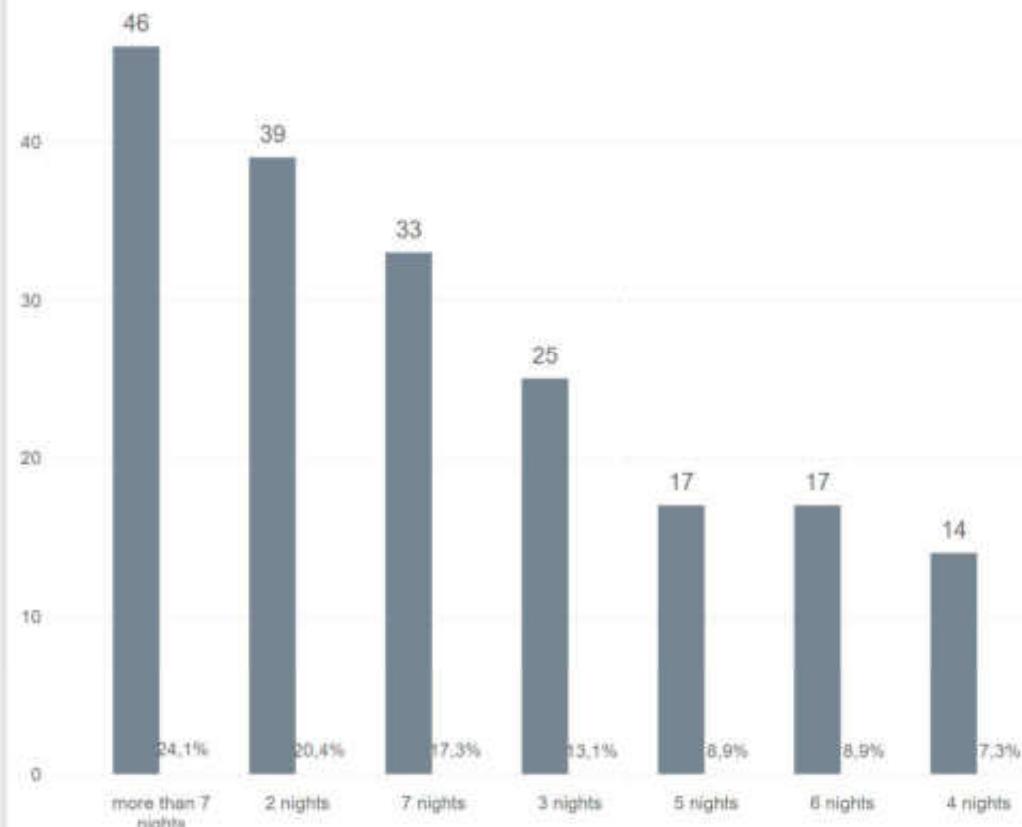
In which holiday village do you stay?



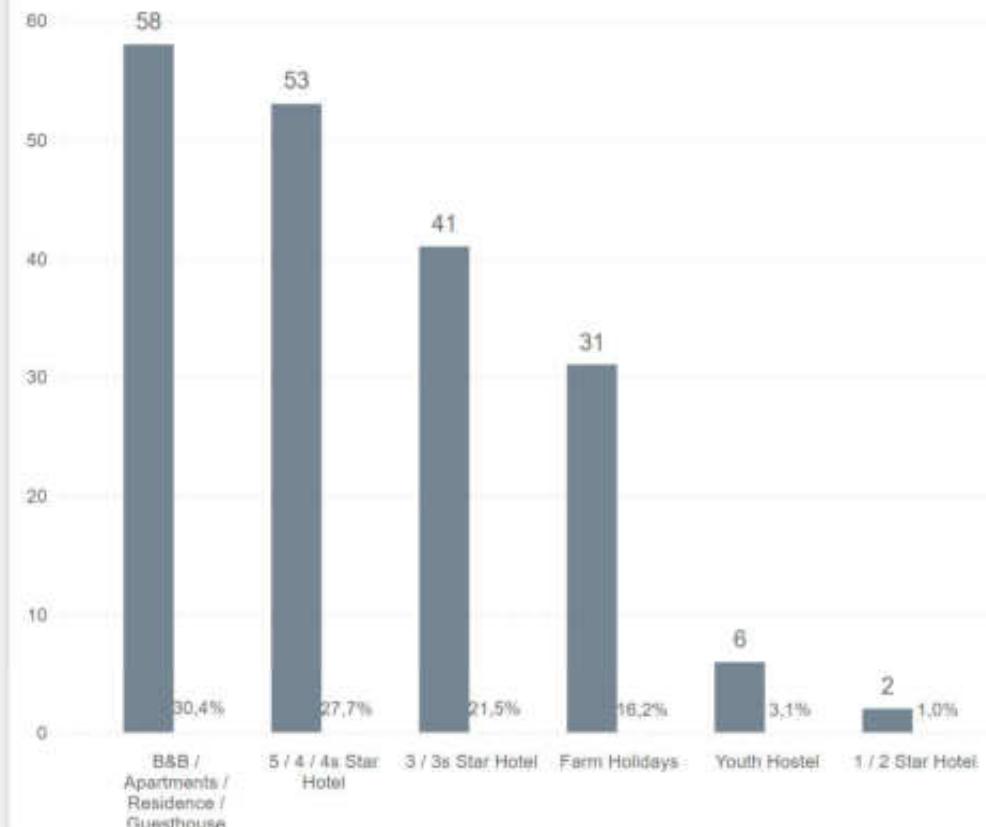
Gästeumfrage

General questions

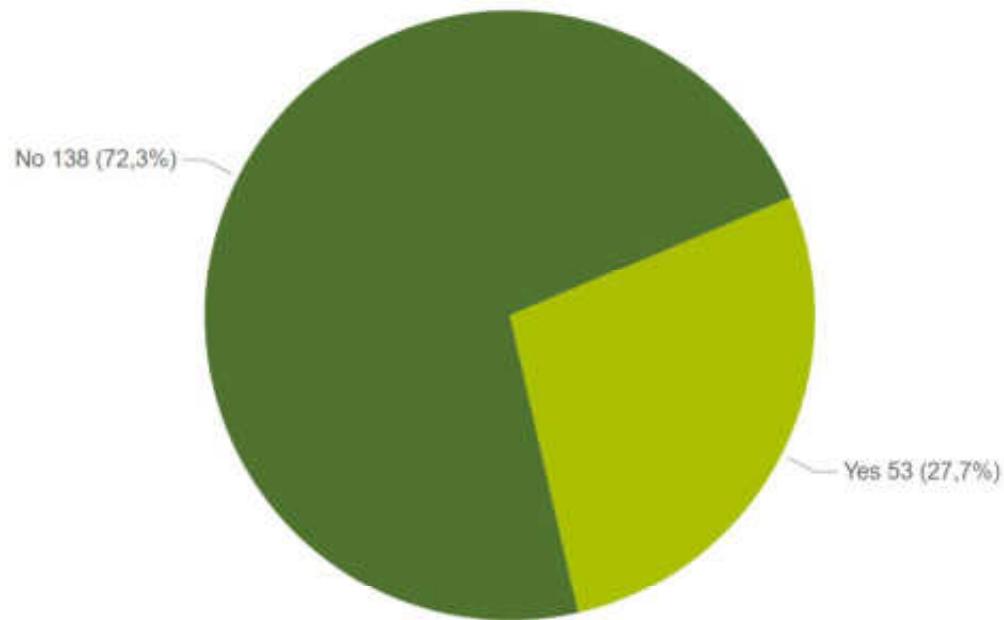
How long do you stay in the region?



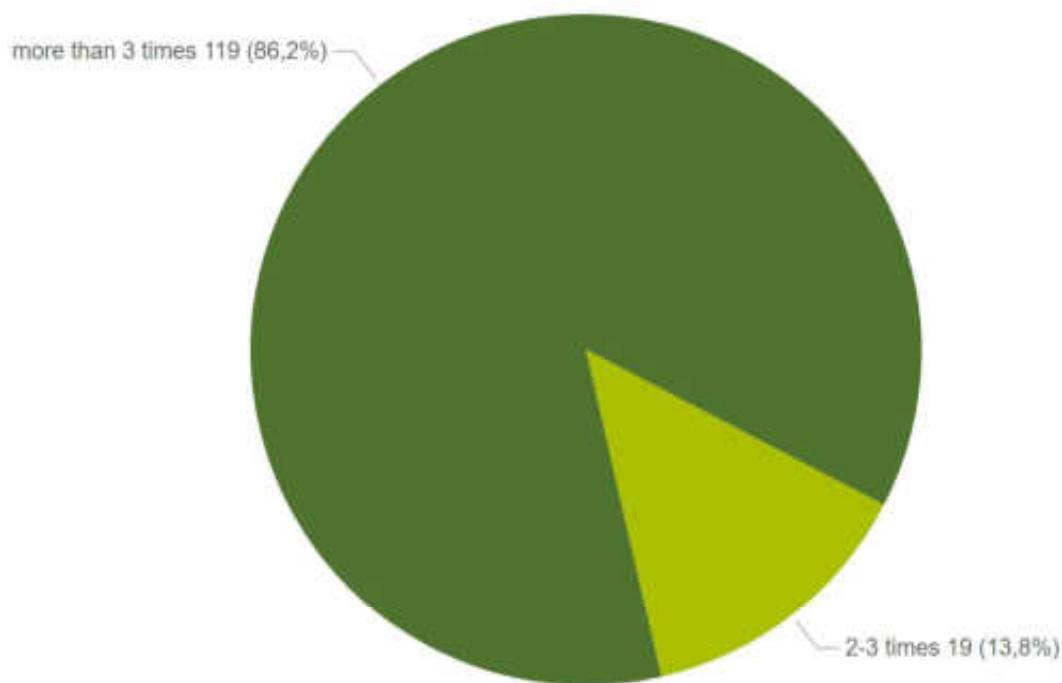
What type of accommodation did you choose?



Is this your first stay in this region?



How often have you visited this region in total? *



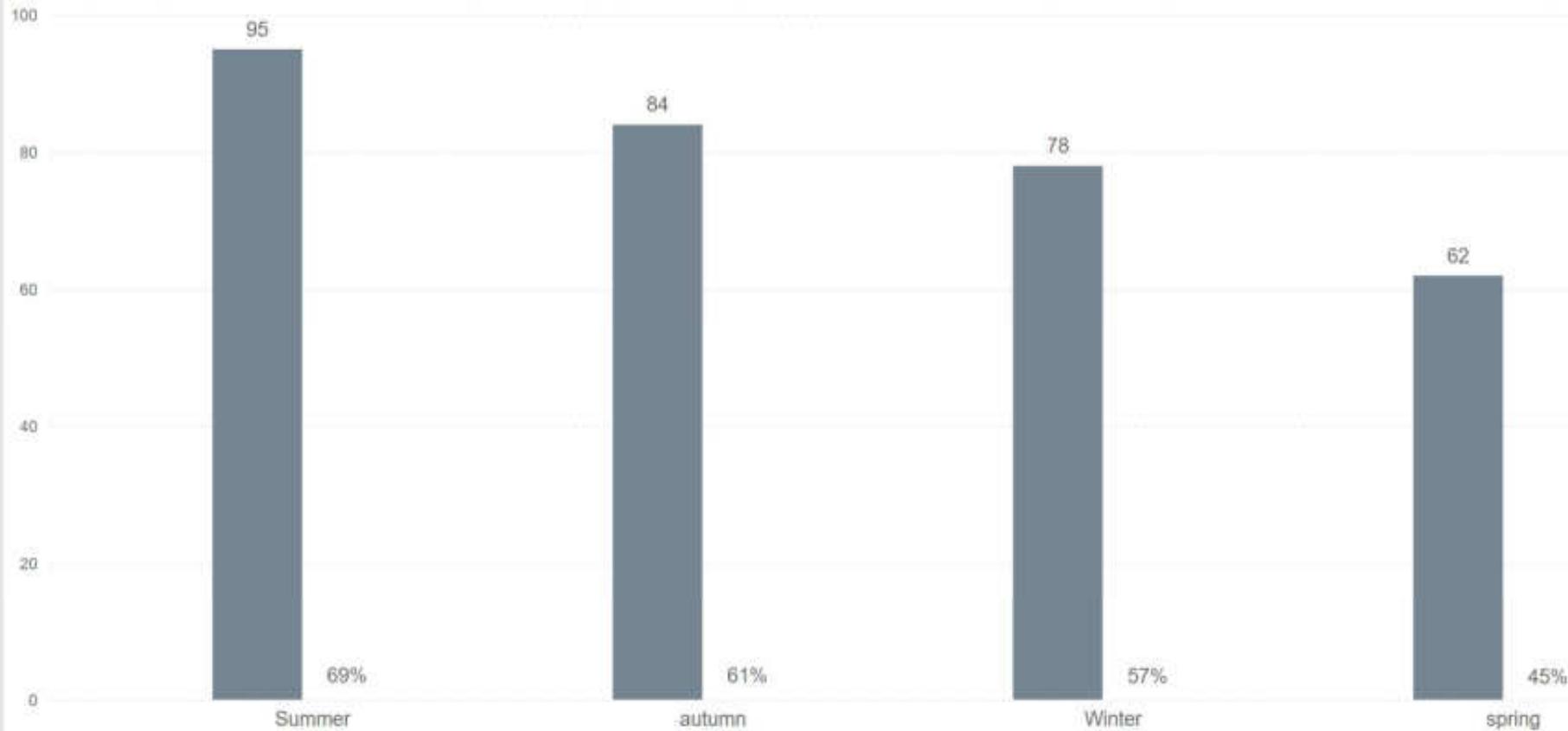
← *Only if the Response of question "Is this your first stay in region?" is No.

→

Gästeumfrage

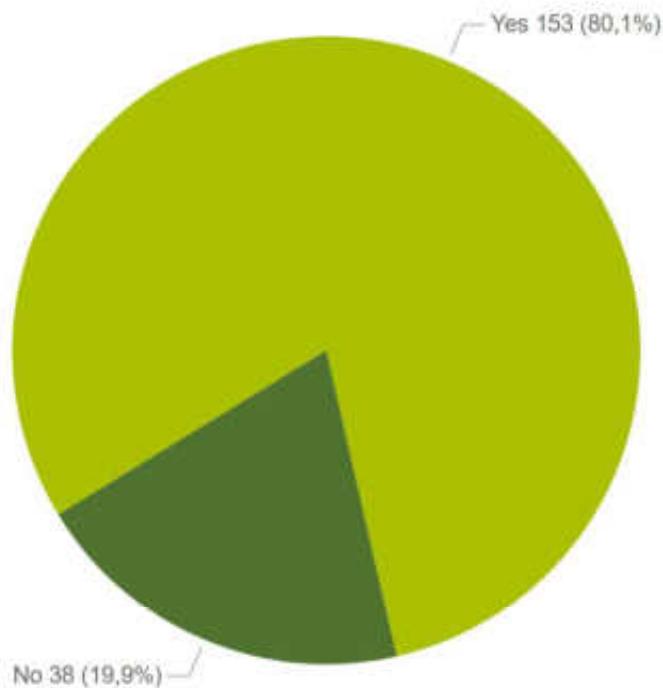
General questions

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

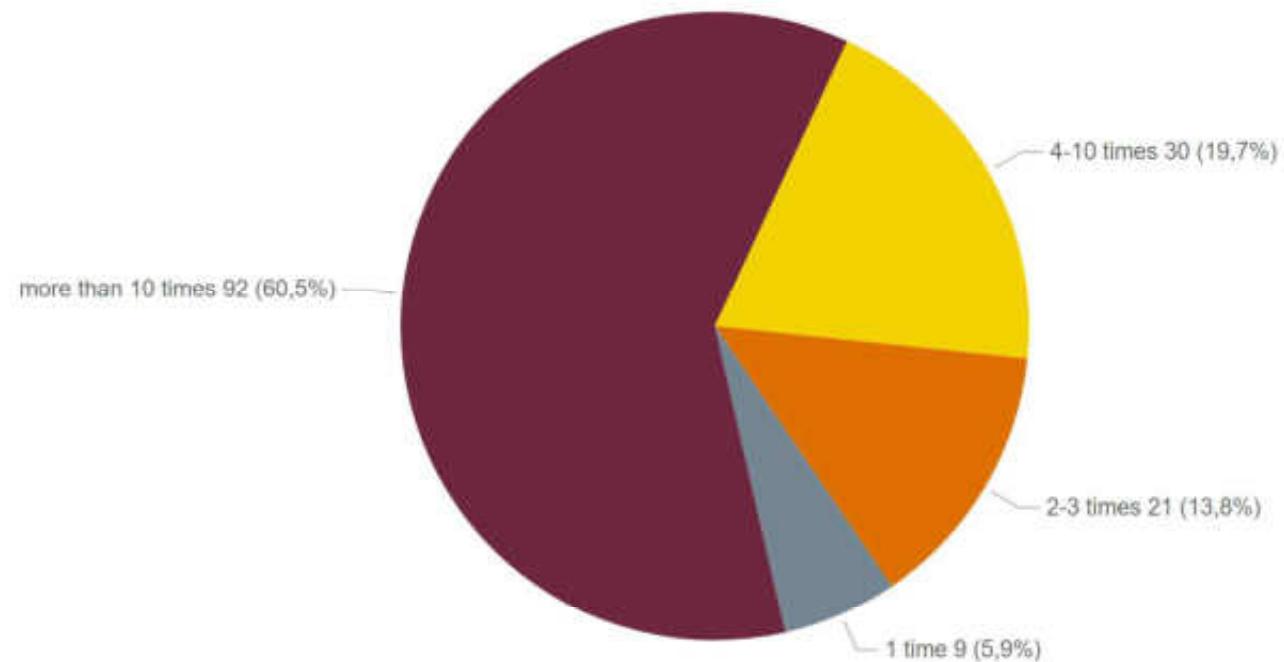


← *Only if the Response of question "Is this your first stay in region?" is No. →

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.

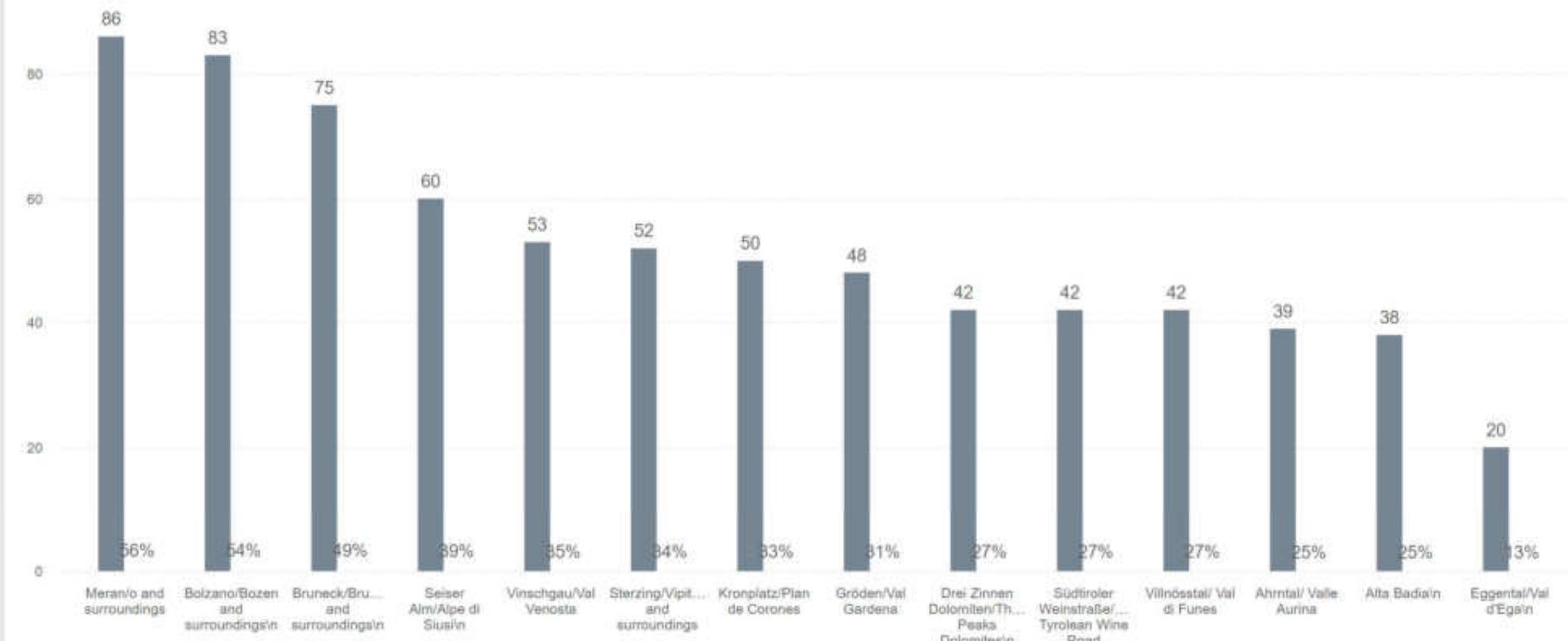


Gästeumfrage

General questions

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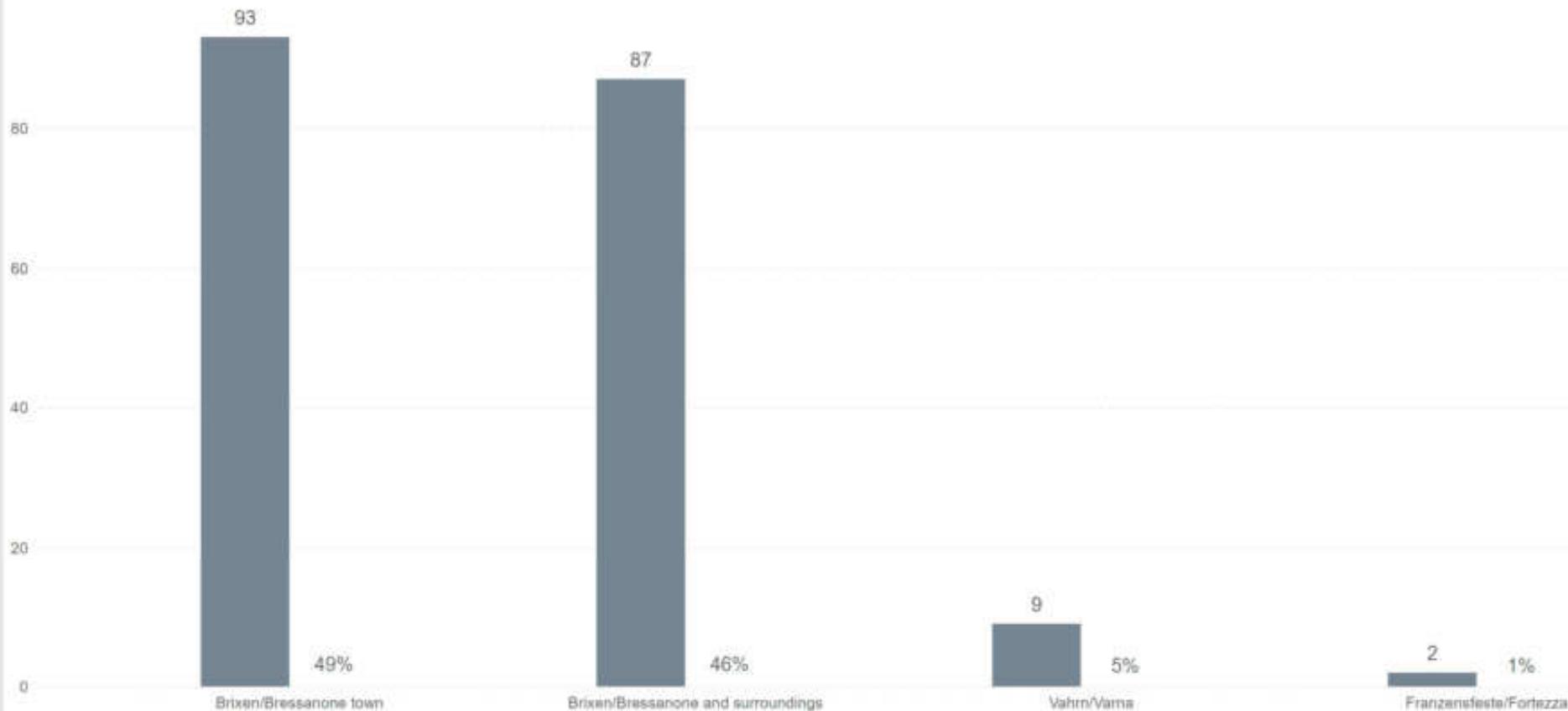
In which holiday region did you overnight? *



*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?

