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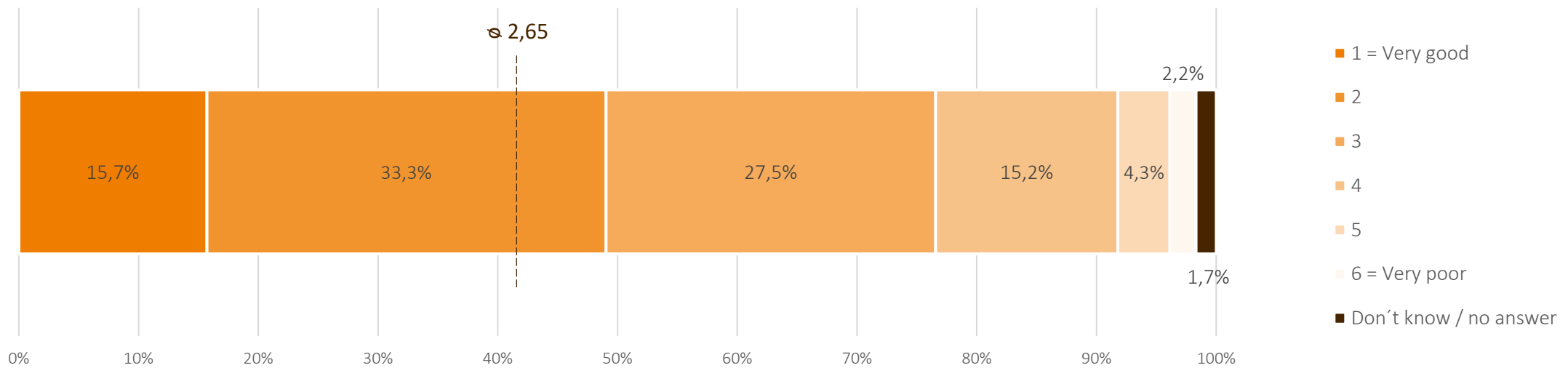


## **ITB TRAVEL & TOURISM RADAR – Results July 2024**

# Business Situation

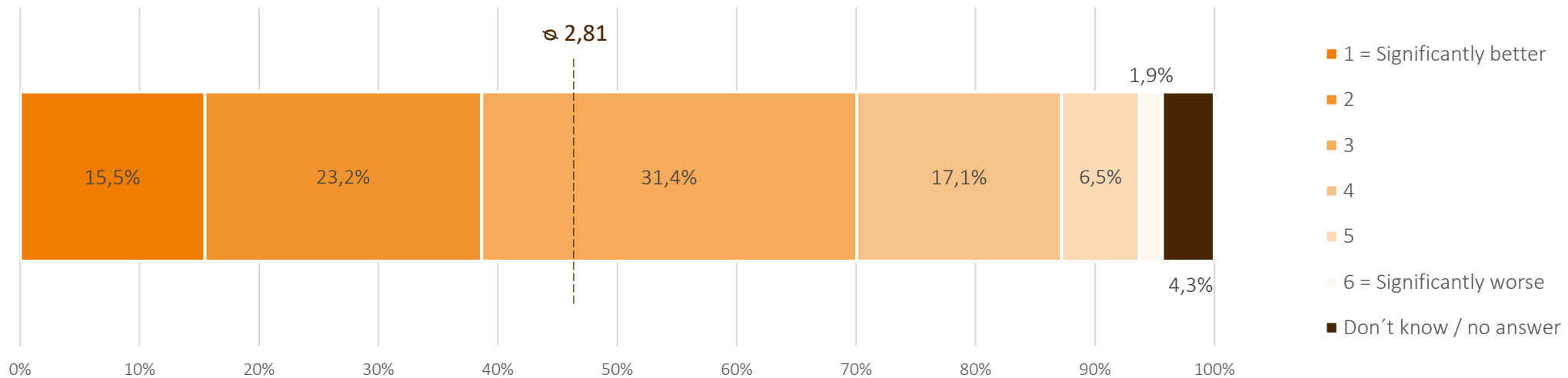
# Business Situation - Current

How would you rate your current business situation?



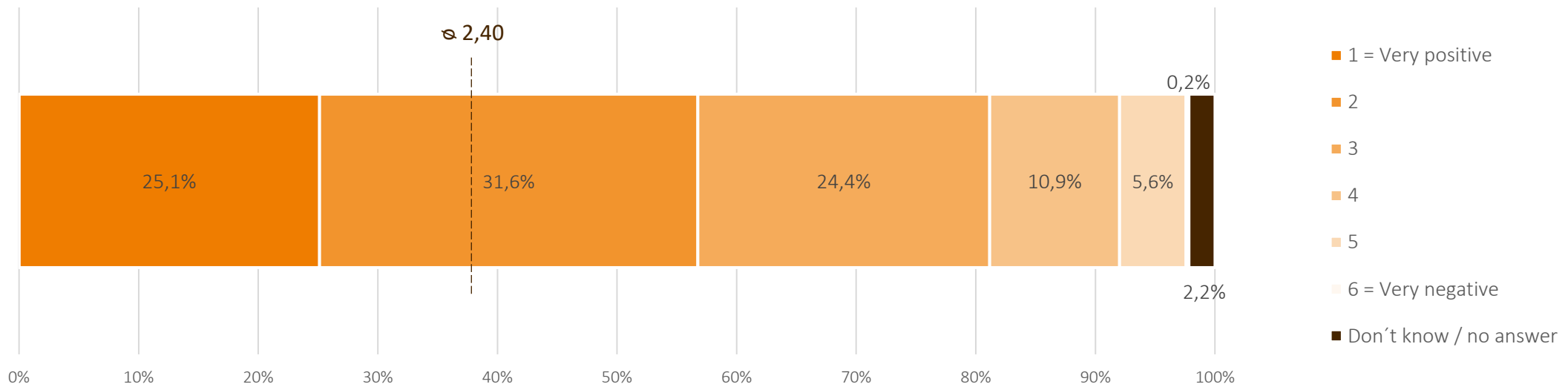
# Business Situation - Before

How has your current business situation changed compared to the previous quarter (last three months)?



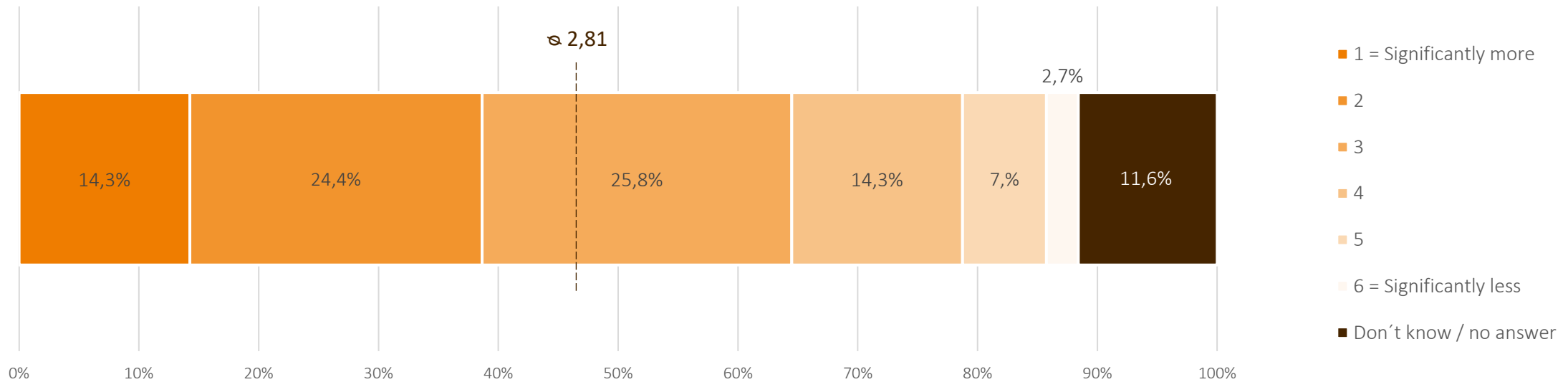
# Business Situation - Future

How do you expect your business to develop in the coming quarter?



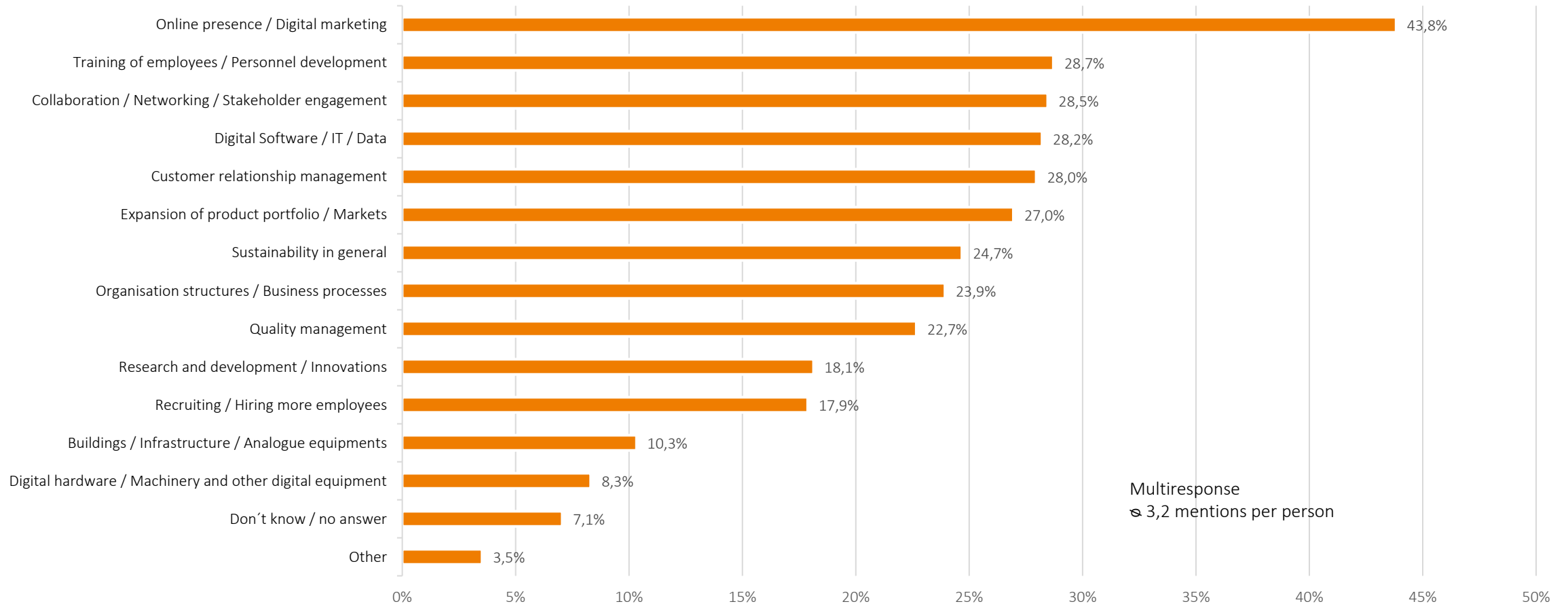
# Business Situation - Investment Plans

What are your investment plans for the next quarter?



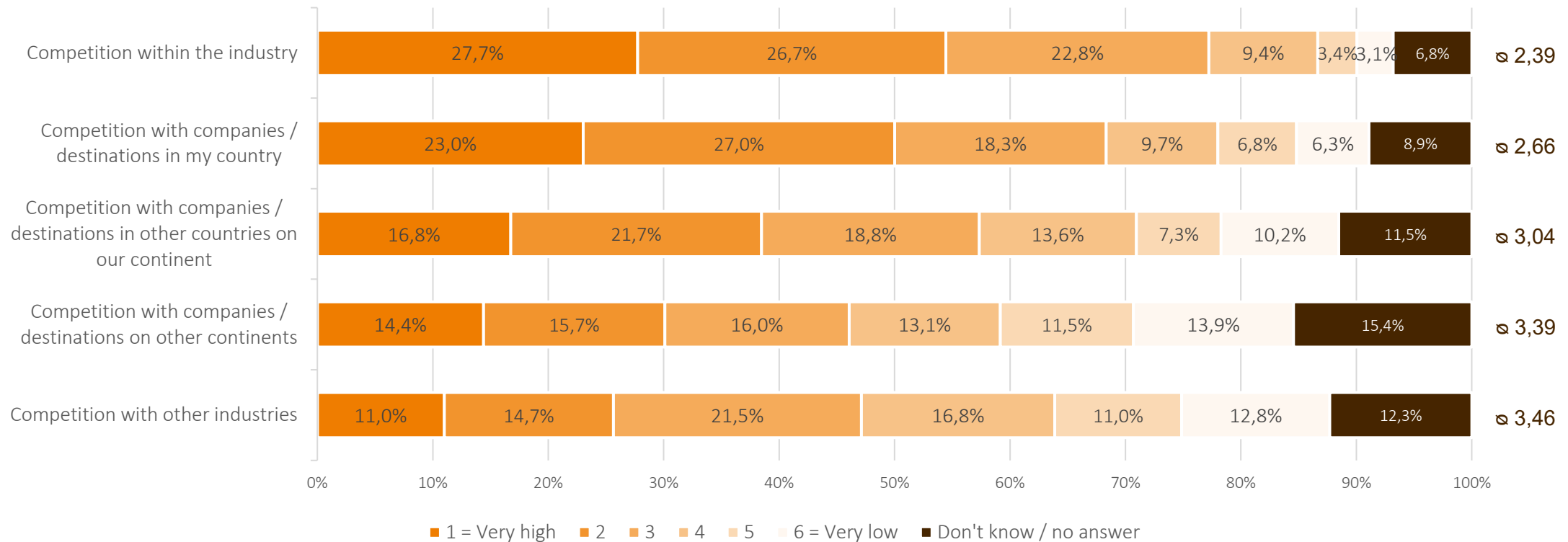
# Business Situation - Investment Areas

In which areas do you invest more in the next quarter?



# Business Situation - Competition

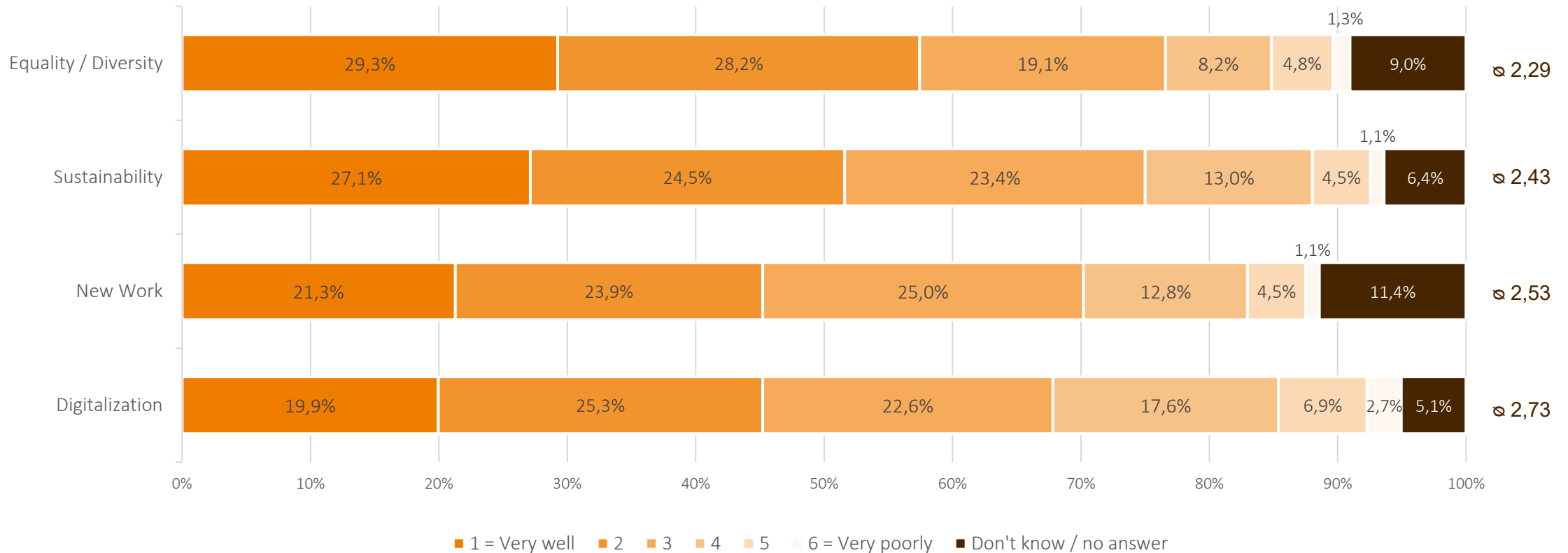
How do you assess the competition between your company / destination and other companies / travel destinations?





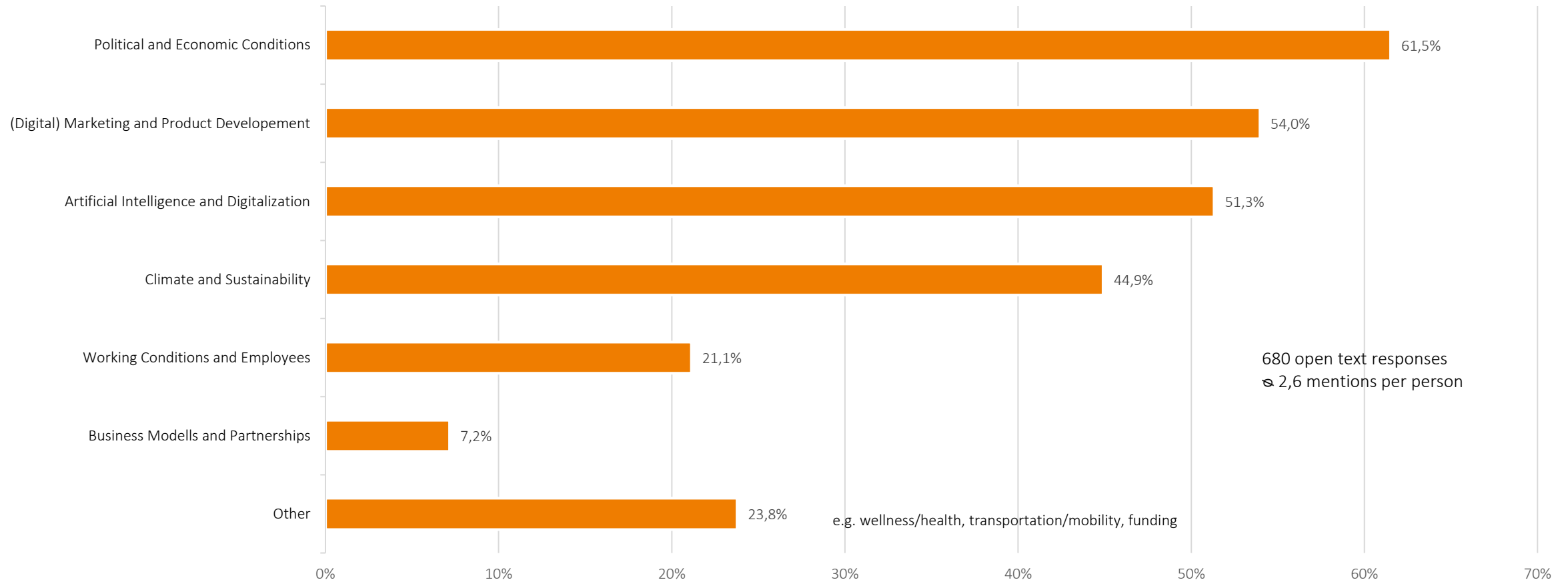
# Business Situation - Competition Areas

In your opinion, how well is your company positioned in the following areas compared to the competition?



# Future Trends (open text responses)

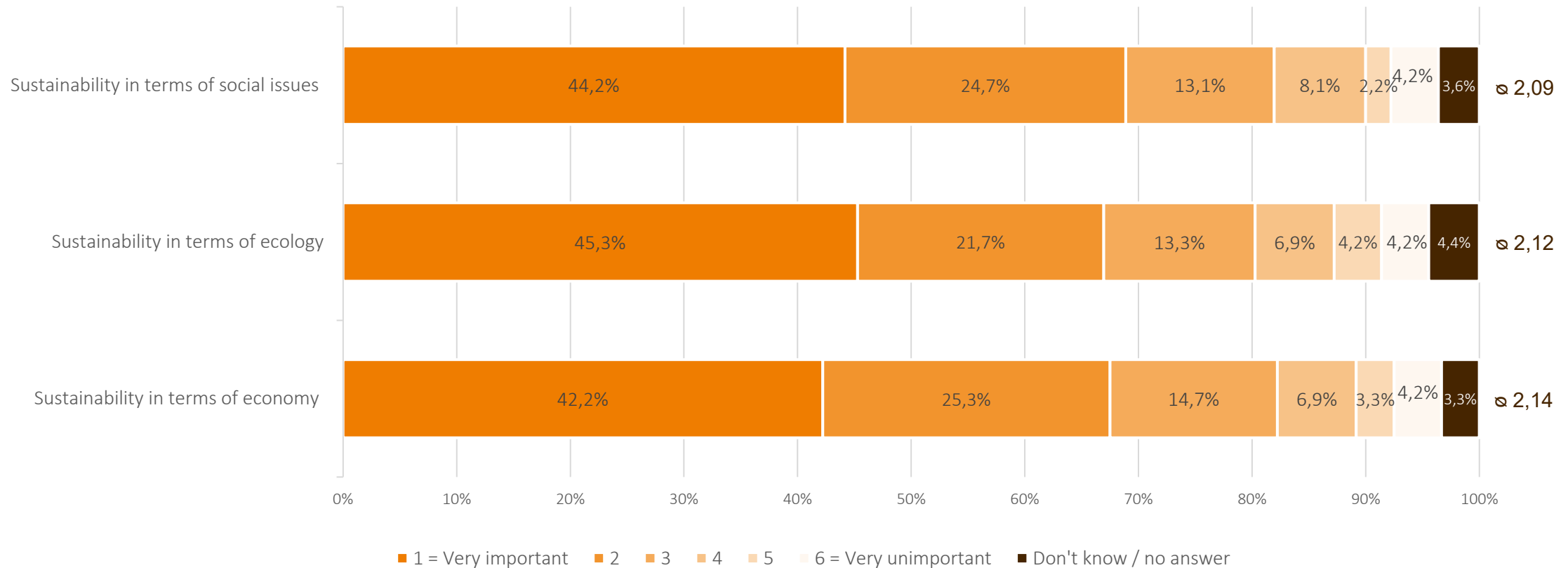
In your opinion, which trends and developments could have the greatest impact on your company in the next two years?



# Sustainability

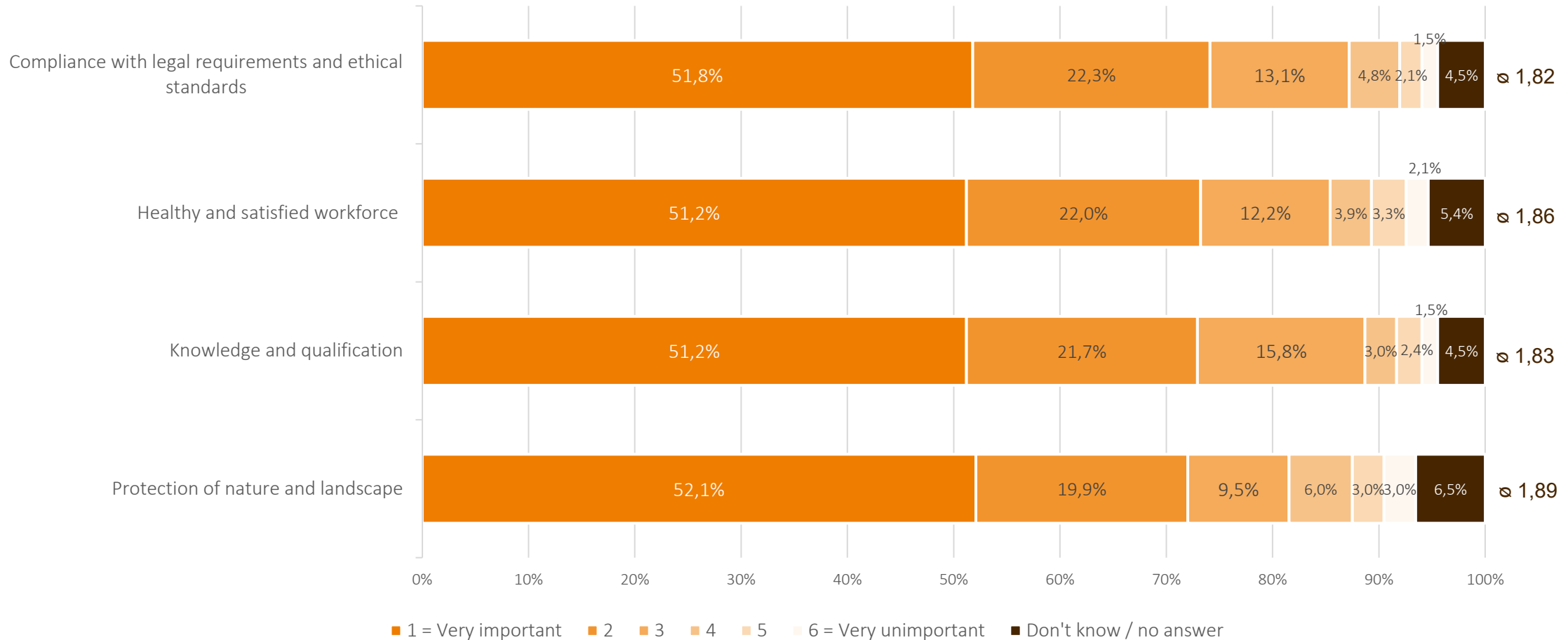
# Sustainability - Importance

How important is the topic of sustainability (in terms of ecology, economy, social issues) in your company?



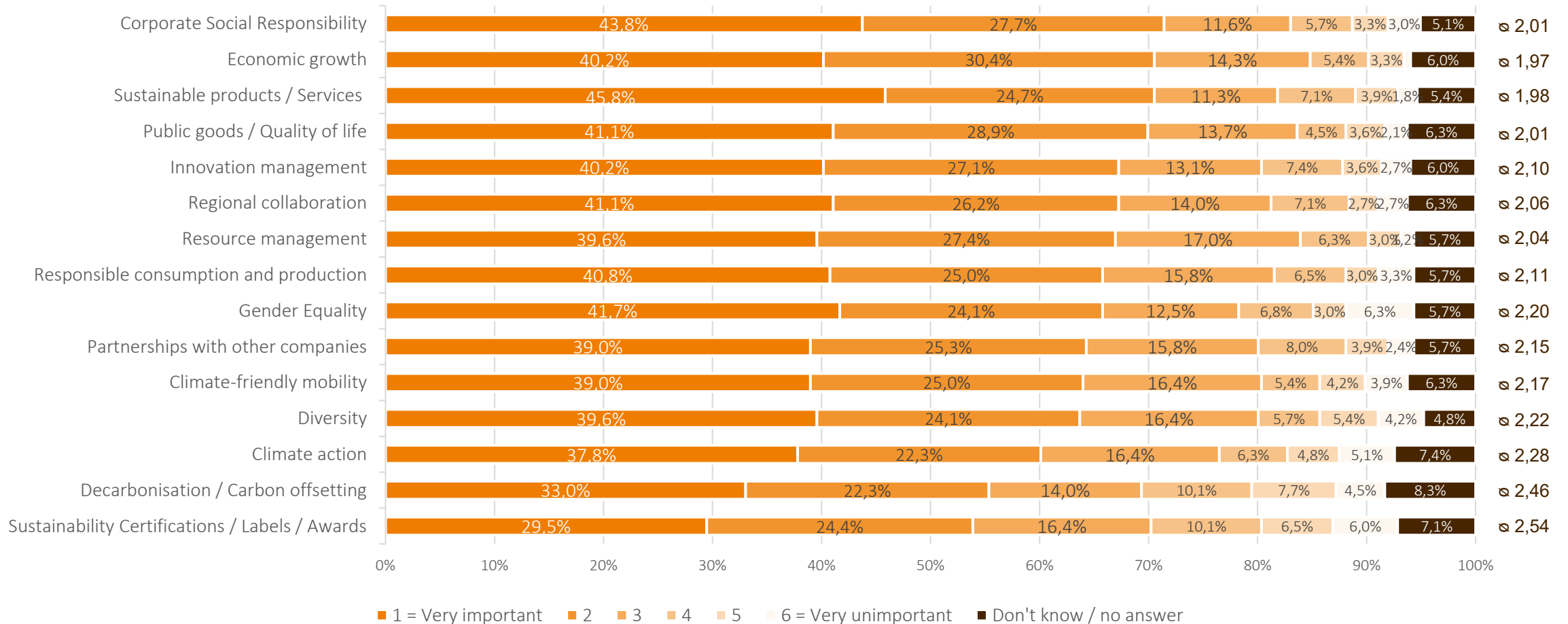
# Sustainability – Issues I (Median = 1,0)

How important are the following sustainability issues to your company?



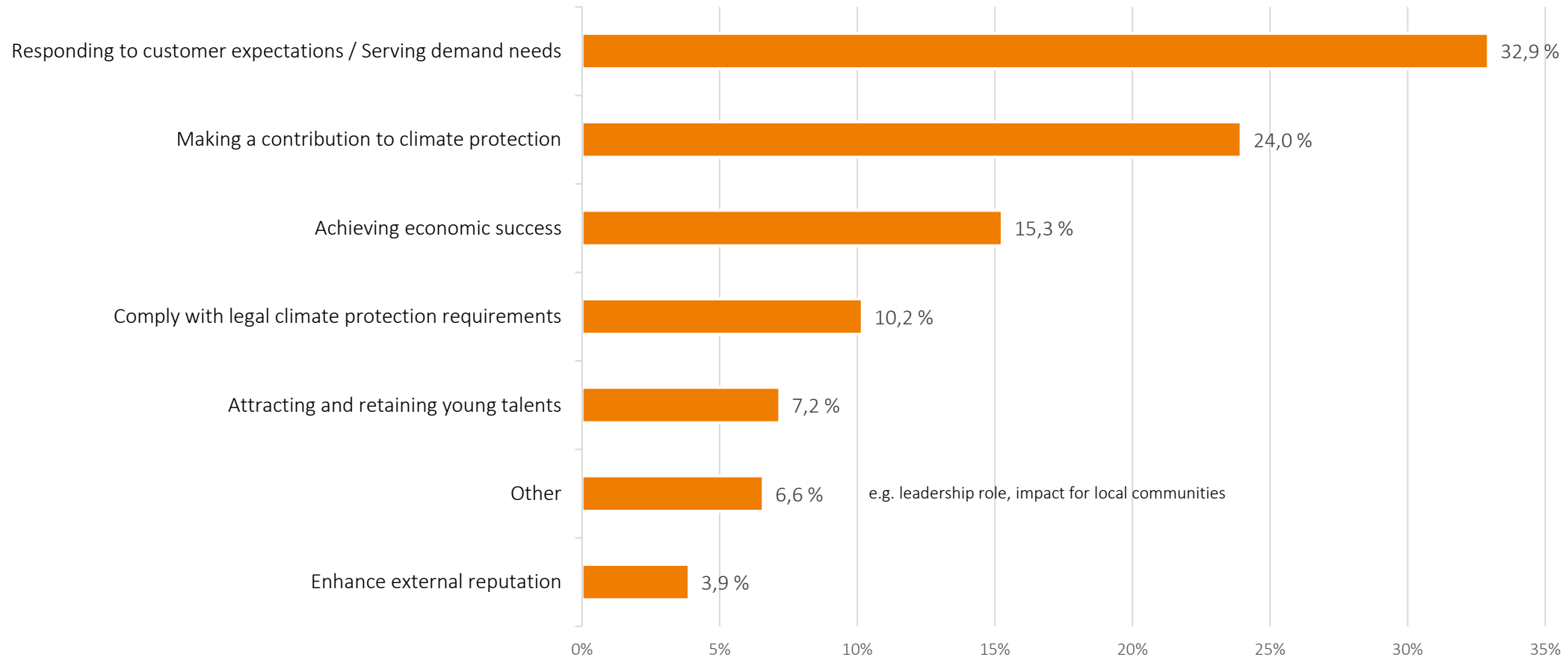
# Sustainability – Issues II (Median = 2,0)

How important are the following sustainability issues to your company?



# Sustainability - Objective

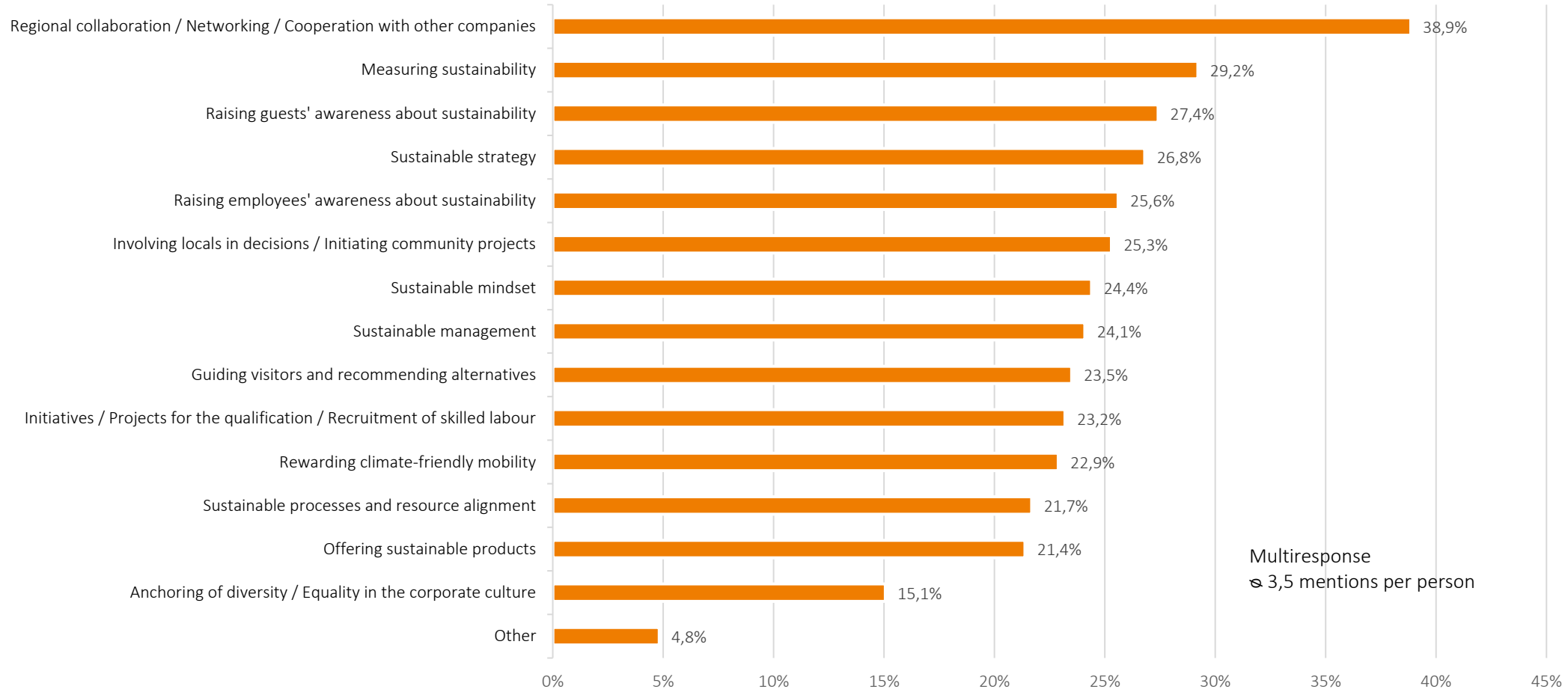
What is the primary objective of sustainability efforts for your company?



e.g. leadership role, impact for local communities

# Sustainability - Potential

In which areas does your company need to catch up?





## Method

- Online Survey
- Period: 05.06. – 19.06.2024
- 18 Questions
- Topic: Business Climate & Sustainability
- Convenience Sampling:  
ITB Community (Newsletter and Social Media)
- Sample Size: 414
- Fully Completed Surveys: 332
- Tools: LamaPoll via Messe Berlin, SPSS Statistics



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