

ALTA BADIA THROUGH THE LOOKING GLASS



A questionnaire to determine how we are perceived

We have a clear goal in mind: Preserving and ensuring the natural resources and beauty of our territory for future generations. However, we won't be able to achieve this goal on our own – in order to better understand both the positive and critical aspects that directly affect us, we also **depend on the viewpoints of those visiting our** area.

Characteristics of the questionnaire

Our questionnaire allows us to better understand those travelling to Alta Badia. Especially in terms of their **ideas about sustainability**, how they perceive our destination in this regard and how they evaluate the tourist offer in terms of activities, services, events, etc. By analysing these feedbacks, we can draw important conclusions that will allow us to better focus and improve our activities.

The survey was carried out online in autumn 2021 and spring 2022 in order to be able to distinguish between the guests of the summer and winter season. Almost 700 people took part in the survey, whereby we also consider the many families who spend their holidays in Alta Badia in this respect which means that a single questionnaire can apply to 3-4 people. With 450,000 annual arrivals, we aim for at least 1,000 completed questionnaires per year.

As an introduction, basic information about the interviewee is collected, such as the country of origin, age, education and profession. Then the respondent is asked about his or her visiting behaviour in Alta Badia (first or recurring stay), the criteria according to which the holiday destination is chosen and how it is reached.

Other topics include the relationship between sustainability and tourism, environmental policy, sense of responsibility, appreciation of Ladin culture as well as how much the interviewee is willing to spend for the holidays. The answers are ranked on a Likert scale from 1 to 5, whereby 1 expresses a negative evaluation or negation and 5 represents a positive evaluation or full approval.

Analysis of results

The survey is evenly split between men and women, with 50% being in the category of 45-65 years of age, more than a half holding a university degree and more than three quarters of the respondents being employed. 75% of respondents are of Italian nationality, while the remaining 25% are from other European countries (with Germany in first place). More than 1/3 of the respondents travel as a couple and 1/3 of the respondents travel as a family with children.

A significant fact is that about 90% of the respondents have already visited Alta Badia more than 5 times. This proves a high level of loyalty to our region and at the same time a willingness to contribute to its preservation.

Another important aspect is how the guests reach the holiday destination: more than 90% travel by car.

The most important criteria for choosing Alta Badia as a destination are:

- the majesty of the Dolomites
- nature and recreation
- the quality of the tourist offer
- the mountain and its environments
- escaping from the stresses and strains of everyday life

Almost all respondents attach importance to sustainability and environmental awareness in the holiday region.

The most important holiday activities include:

- Relaxation and recreation
- Hiking and walking
- Gastronomy
- Alpine skiing

On the other hand, the following activities meet with less interest:

- Cross-country skiing
- Climbing
- Via ferratas
- Cycling

When it comes to road traffic, a clear majority perceives an excessive amount of traffic on the mountain passes and in the villages of the territory. Most support the introduction of motorised traffic restrictions on the passes.

Regarding the handling of pedestrians and cyclists on the trails, half of the respondents underlined the issue of a shared use of the trails by both categories.

In general, interviewees agree on the excessive presence of tourists during certain seasons. Almost half of the respondents perceive the measures introduced by the territory to promote environmental sustainability, 1/3 consider them to be sufficient.

In terms of communication, a large part of the respondents is also familiar with and supportive of the territory's activities regarding sustainability.

Two other topics which are considered to be particularly important are the elimination of plastic consumption in accommodation facilities as well as the improvement of public transport.

Guests are most satisfied when it comes to the following points:

- the natural sights
- the safeguarding of the territory
- the quality of the accommodation
- the sale of regional products
- the promotion of the local culture
- the quality of the culinary offer
- the hospitality of the accommodation staff
- the hospitality of the locals

Potential for improvement is seen with regard to

- the offer of events
- public transport
- historical and cultural sights

In terms of environmental awareness, the majority of respondents report to recycle materials and to regularly purchase local products, while the acquisition of environmentally friendly products, the usage of renewable resources and sustainable transport are neutral across the survey.

More than 90 % of the respondents knew the Ladin culture before coming to Alta Badia. A fact that is appreciated and represents an advantage for our territory in terms of tourism. Many of the respondents would also like to learn more about the Ladin culture.

Required actions

The results of the survey are completed with the data from the questionnaires filled out during the 2022 summer season.

Several points arise that need to be addressed or improved. In particular we must

- continue to invest in the safeguarding of the territory, which is an important criteria for the choice of Alta Badia as a holiday destination. At the same time, high-quality and appreciated services must continue to be guaranteed and enhanced.
- raise awareness among guests and intensify the communication of sustainable projects and the sustainability strategy over the coming years.
- develop projects aimed at increasing the attractiveness of activities such as cross-country skiing, alternative snow sports and shopping.
- develop projects and initiatives to reduce traffic: The start will be made with the initiative "Stop, yet with pleasure" and guided bus tours to the neighbouring areas of Braies and the Three Peaks (to be introduced in summer 2022).
- take a clear and consistent position at political level regarding the traffic load on the Dolomite passes.
- raise awareness about the importance of using sustainable processes among the members of the tourism association (especially owners of accommodation facilities) as well as about aspiring towards the GSTC certification.

- review and optimise the excursion and event programme, based also on the feedback of our guests.
- provide our guests with various ways of interacting with the Ladin culture. The project "Nos Ladins" should be continued on an ongoing level, as it forms the basis for future events and activities.