



Analysis of Guest Surveys 2023

Tourist Cooperative Alta Badia

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1. Characteristics of the Guest Survey

The guest survey is intended to help us understand the type of guests who come to Alta Badia, their thoughts on sustainability, and how they perceive our sustainability approach and activities in general (use of services, events, excursions, etc.).

The first part deals with categorization by country of origin, age, occupation, and education. It also asks about the frequency of the guest's visits to Alta Badia, whether it is their first time, which criteria play a role in choosing a destination, and how they travel for their vacation. The questionnaire is available for 3-4 months, after which the results are analyzed to obtain suggestions for improvement and/or changes to ongoing projects. It is made available again after approximately 2-3 months, with some questions/topics potentially adjusted. The goal is to conduct it 1-2 times a year, also considering the difference between winter and summer guests. The topics covered include:

- Sustainability and tourism
- Environmental policies
- Sustainable behavior
- Ladin culture
- Travel expenses

These topics are also rated on a Likert scale from 1 to 5, with 1 representing negative aspects or rejection and 5 representing positive aspects and full agreement. Alta Badia records about 450,000 arrivals per year, and the desired minimum sample size per year is 1000 completed questionnaires. It should also be considered that one questionnaire response can correspond to 3-4 people, as there are many families in Alta Badia.

2. Analysis of the Guest Survey

The guests who answered the questionnaire are distributed proportionally between men (46%) and women (54%). Nearly 50% fall into the age group of 45 to 65 years. More than half have a university degree, and over 3/4 are employed. 83% of the guests are Italian citizens, while the rest come from various European countries, with Germany ranking first. About 1/3 travel as a couple, and exactly 1/3 are families with children.

A significant fact is that approximately 82% of the questionnaires were completed by guests who have visited Alta Badia more than 5 times. These data demonstrate the loyalty of guests to our area and their willingness to provide feedback.

Another significant chart relates to the mode of transportation to Alta Badia: Over 90% travel by car. The following criteria play an important role in choosing the destination:

- The majesty of the Dolomites
- Nature and relaxation
- Quality of offerings
- The mountains and their "spaces"
- Escaping everyday stress

For almost the entire sample, sustainability issues and environmental awareness in the tourism area are highly important. The main activities during the vacation are:

- Rest/relaxation
- Hiking/walking
- Gastronomy
- Skiing

On the other hand, the following activities have less interaction:

- Cross-country skiing
- Climbing
- Via ferratas
- Skiing

These data need to be evaluated with caution as they include responses from both summer and winter periods. It is surprising that skiing is among the less interesting activities. There could also be an interpretation error in the questioning.

Regarding traffic, there is no significant majority perceiving excessive traffic on the passes and in the towns of the area. However, the majority agrees that there is an excessive number of tourists at certain times. A large number of pedestrians and cyclists are also observed on the hiking trails.

Nearly half of the guests perceive that the area implements environmental protection measures. Additionally, approximately 1/3 perceive these measures to be sufficient.

In terms of communication, a significant portion of the sample acknowledges and recognizes the sustainability activities undertaken by the area. However, there is room for improvement in terms of the promises we make for the future regarding sustainability.

Regarding sustainable guest behavior, it is evident that recycling and the purchase of local products are highly important. In particular, the latter aspect is increasingly communicated. Regarding traffic and the management of pedestrians and cyclists, half of the respondents perceive an issue in sharing the paths between these two groups. The majority would support restrictions on cars on the passes.

In general, guests are highly satisfied with aspects such as natural attractions, territorial protection, the quality of accommodations, the availability of local products (shopping opportunities), the promotion of local culture, the quality of gastronomy, the friendliness of staff, and the hospitality of the population. However, there is room for improvement in areas that are still positively evaluated, such as events and attractions, public transportation, and historical-cultural attractions.

Regarding sustainability, most guests engage in recycling and purchasing local products. As for the purchase of environmentally friendly products, the use of renewable resources, and the use of environmentally friendly transportation, there is a neutral distribution.

Over 90% of the guests were already aware of Ladin culture before visiting Alta Badia. The majority believes that the culture is appropriately valued and a significant tourist advantage for the area. Many would like to learn more about Ladin culture and gather information about it.

The results of the questionnaire are very encouraging, but we need to improve the sample and have more questionnaires filled out by foreign guests to obtain a national comparison as well.

3. Actions to be taken regarding the guest questionnaire

There are several points that can be worked on or improved:

- Continue investing in the landscape as it is important for many tourists when choosing a destination. At the same time, it is important to continue promoting highly valued quality services.
- Communicate the sustainable projects and strategies even more strongly in the coming years.
- Develop activities to make cross-country skiing, winter sports, or shopping more attractive.
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- In the area of transportation, we want to develop projects and initiatives to reduce traffic. "Stop, yet with pleasure" bus excursions, collaboration with the taxi consortium for various trips, etc.
- It is also important to have a clear position and stance on traffic on the passes at the political level.
- Raise awareness among accommodation facilities regarding the adoption of future sustainable processes and support and promote the GSTC certification for facilities in the best possible way.
- Continuously analyze the event and excursion program and make continuous adjustments based on guest needs.
- Provide guests with various opportunities to interact with our Ladin culture. The "Nos Ladins" project should continue and serve as the basis for future events and activities.