

Tourist guest card impact assessment



Ever more tourist regions are launching guest cards that are designed to make it easier for tourists to learn of and gain access to local services and visitor attractions. In a case study, we are carrying out an impact assessment of the BaselCard to determine how individual enterprises and the region as a whole can benefit from the card, what the level of guest satisfaction is with the BaselCard, and what long-term benefits the card might offer to local businesses.

Our services

- Tailormade impact assessments of service offers
- Targeted guest surveys to enable impact assessments
- Analyses of tourism and usage data
- Detailed assessments of tourist attractions
- Assessment of the development of tourist potential per guest group
- Program impact assessments
- Consulting for targeted program development to increase a destination's visibility and brand recognition

Client

Basel Tourism

Facts

Period 2019 - 2020

Project Country Switzerland

Contact persons

Dr. Oliver Hoff
oliver.hoff@ebp.ch

Beat Burri
beat.burri@ebp.ch