

On behalf of touristik aktuell, teleRESEARCH started a reader survey in July/August 2017. In total, 318 readers participated in the online survey. TeleRESEARCH has evaluated the results without the influence of touristik aktuell. (Deviations of 100% may be due to rounding up.)

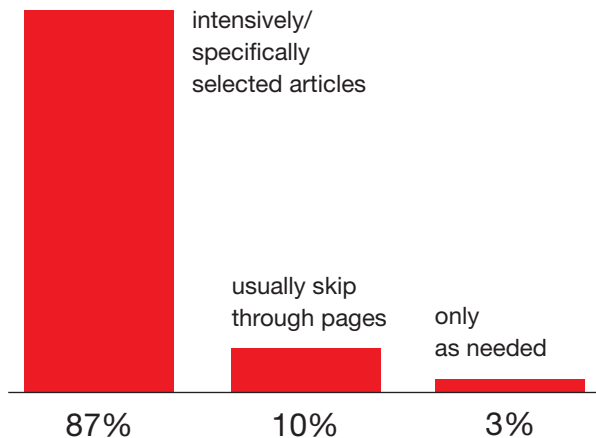


Ø 23 minutes per reader/issue



Ø 2,7 readers per issue (approximately)

How intensively do you read touristik aktuell?



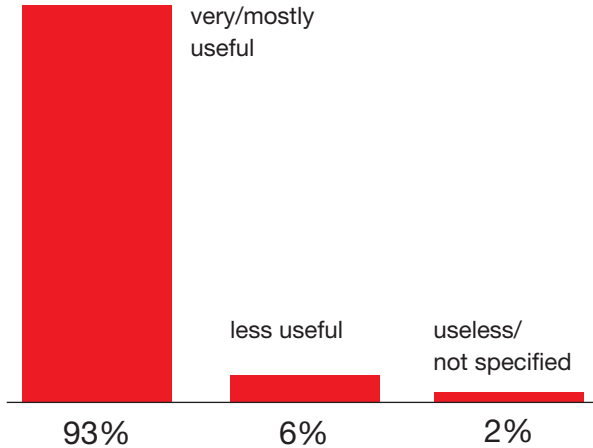
How do you rate touristik aktuell in relation to ...

- ★★★★★ topicality
- ★★★★★ reading ease
- ★★★★★ professional competence
- ★★★★★ credibility
- ★★★★★ industry information
- ★★★★★ background information
- ★★★★★ helpfulness in practice

Evaluation grades

very good	★★★★★★
good	★★★★★
satisfactory	★★★★☆
adequate	★★★☆☆
poor	★★☆☆*
inadequate	★☆☆**

How do you rate touristik aktuell's specials/key topics?



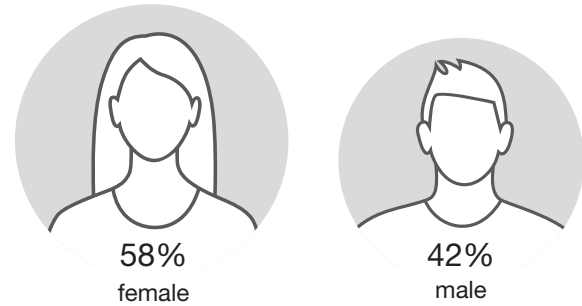
Result: The survey shows that touristik aktuell's readers are made up mostly of intensive readers, and those who read only a selected range of topics. The number of readers sporadically skipping through pages is rather low, which is also confirmed by an average reading duration of **23 minutes per reader/issue**.

touristik aktuell is often read in circulation – every copy lists an average of about **2,7 readers**.

In terms of topicality, reading ease, usefulness of industry and background information, professional competence, and credibility, touristik aktuell was rated **“very good”**.

The professional value of key topics and specials was rated (very) high by readers.

touristik aktuell's readers



Age distribution of touristik aktuell readers

