








Sviluppo Regionale Regional development Regionaleentwicklung

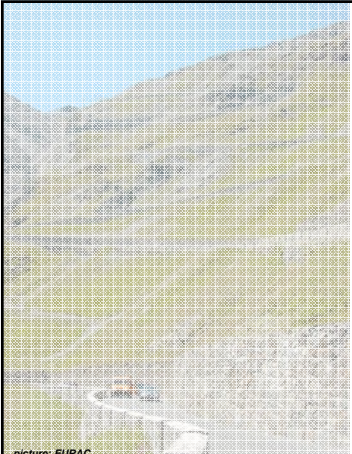
Empiric Study

realisation

- face-to-face interviews
- five weekdays and three weekends in July / August 2005
- 480 drivers

EURAC research



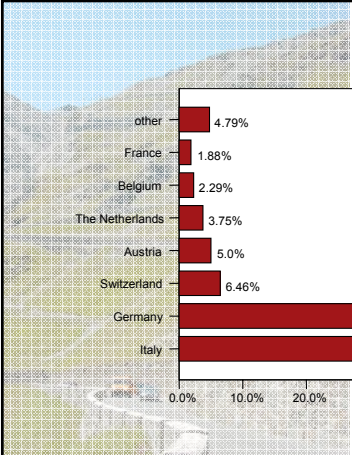


picture: EURAC

Results

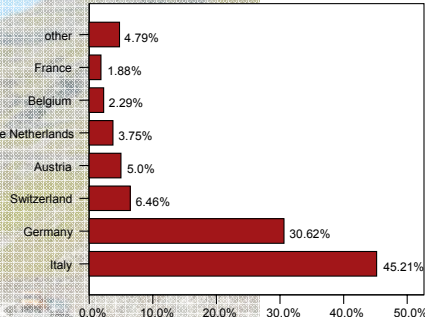
structure of visitors

- 50/50 passenger cars / motorcycles
- high percentage of Italians and German tourists (male)
- average age: 42

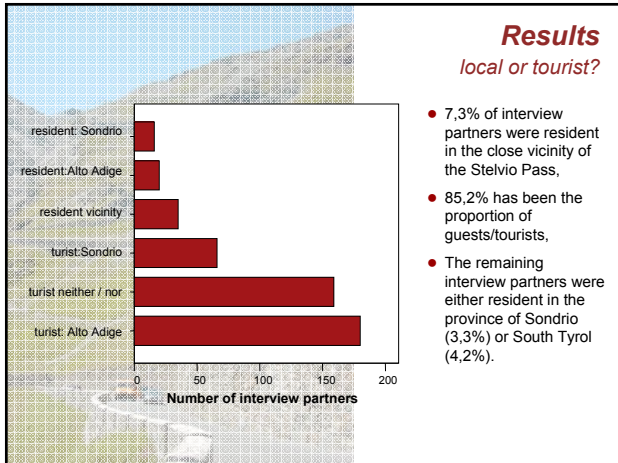


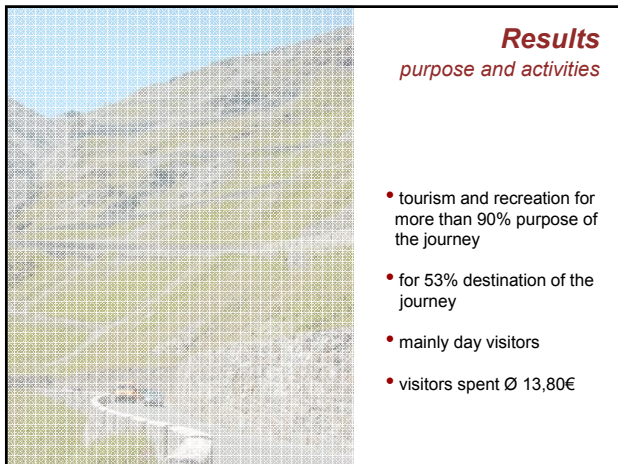
Results

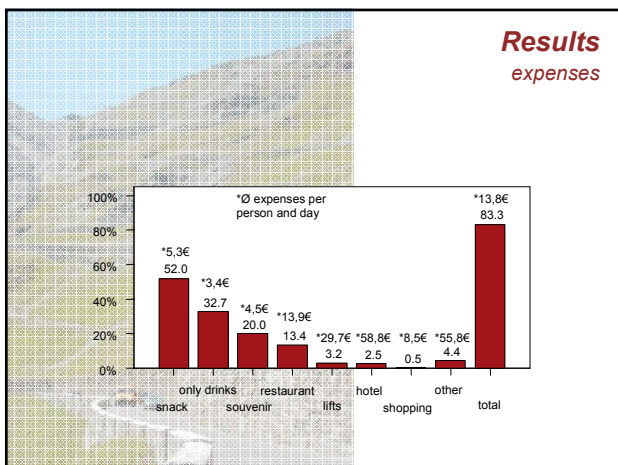
country of origin

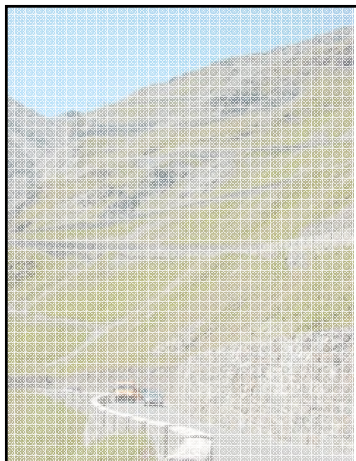


Country of Origin	Percentage
Italy	45.21%
Germany	30.62%
Switzerland	6.46%
Austria	5.0%
The Netherlands	3.75%
Belgium	2.29%
France	1.88%
other	4.79%



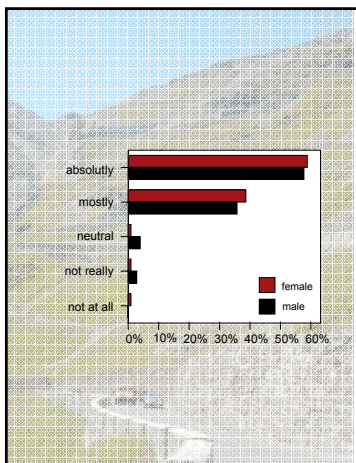




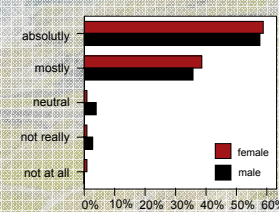


Results
Overall impression

- 99% would recommend the Stelvio Pass as a destination for a trip
- only 4,4% perceive the overall price limit as too high



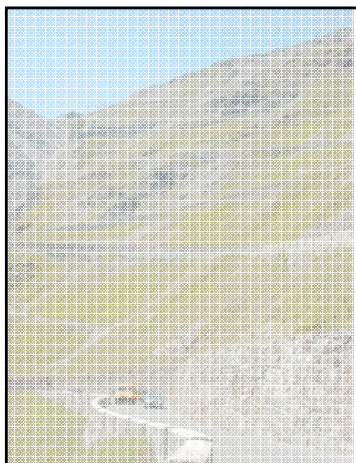
Results
scenic road



Response	Female (%)	Male (%)
absolutely	~55	~55
mostly	~35	~35
neutral	~5	~5
not really	~2	~2
not at all	~1	~1

Only one of 480 interview partners stated that the Stelvio mountain pass road doesn't meet the requirements of a scenic road.

More than 90% (453 interview partners) are of the opinion the the road mostly or absolutely meets those requirements.



Results
condition and maintenance of the road

- 50,6 % indicate that the condition of the road, as well as its maintenance has improved during the past 5 years (thereof 2,3% „improved very much “)
- A deterioration state 3,1%
- for 46,3% of interview partners the condition hasn't changed

