

Guest Survey Report



Alta Badia 2024/2025

Introduction

This report summarises the results of the survey conducted among guests of Alta Badia during the 2024/2025 tourist season. A total of 296 people participated in the survey. The aim of the research was to better understand the visitors' profile, their preferences, travel habits and satisfaction levels, with a particular focus on environmental sustainability and cultural appreciation. The findings provide valuable insights to guide the strategic development of sustainable tourism in the region.

Origin and Type of Travel

Most guests come from Italy, Germany, Austria, and Switzerland. The majority travel as couples or families, confirming Alta Badia's reputation as a relaxed and family-friendly destination. There is also a significant international presence, including visitors from Belgium, the Netherlands, the United Kingdom and France.

Visit Frequency and Length of Stay

More than half of the respondents are repeat visitors who have been to Alta Badia more than five times. The average stay ranges from 4 to 7 nights, with many extending their holiday beyond a week. Hotels and apartments are the most popular types of accommodation, followed by B&Bs and second homes, reflecting a variety of preferences in comfort and independence.

Reasons for Visiting

The main attractions are the majestic Dolomites (average score 4.83/5) and the desire to relax in nature (4.74/5). Other important factors include escaping the stress of everyday life (4.52/5) and improving mental and physical well-being (4.36/5). Interest in events and cultural activities is more modest but still appreciated.

Preferred Activities

Relaxation, hiking, gastronomy, and alpine skiing are the most appreciated activities. Climbing, cross-country skiing, and shopping are less popular. Natural attractions achieve the highest satisfaction (average 4.86/5), confirming the importance of the unspoilt environment as a key strength of the destination.

Sustainability and Environment

Sustainability is important to the majority of respondents. The most requested policies include improved public transport (4.32/5) and plastic reduction (4.28/5). However, many complain about excessive traffic on mountain passes and in towns (average concern 3.5/5). Only a minority considers environmental policies to be fully effective.

Ladin Culture and Identity

Interest in Ladin culture is growing: most respondents believe it is appropriately valued (4.06/5) and appreciate how it is communicated. Many guests expressed a desire to learn more in the future. About a quarter of participants were unaware of the Ladin culture before their visit.

Sustainable Habits of Guests

Many tourists recycle (4.46/5) and buy local products (4.26/5). Less common are the use of public transport (3.08/5) and fairtrade products (3.16/5). This suggests potential to further encourage sustainable everyday practices.

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Mobility and Transport

The car remains the dominant mode of transport for reaching and moving around Alta Badia. Reported issues include infrequent and limited public transport coverage. Common suggestions include more connections to neighbouring areas, expansion of electric transport, improved timetables during peak seasons, and better support for families and non-motorised travellers.

Final Considerations

Overall satisfaction levels are high. Alta Badia continues to attract loyal visitors thanks to its natural beauty and hospitality. Nevertheless, sustainability and mobility remain critical areas for improvement to meet the expectations of modern and responsible tourism.