

# DINAMIX®

## MINICARDS Berlin Survey 2014

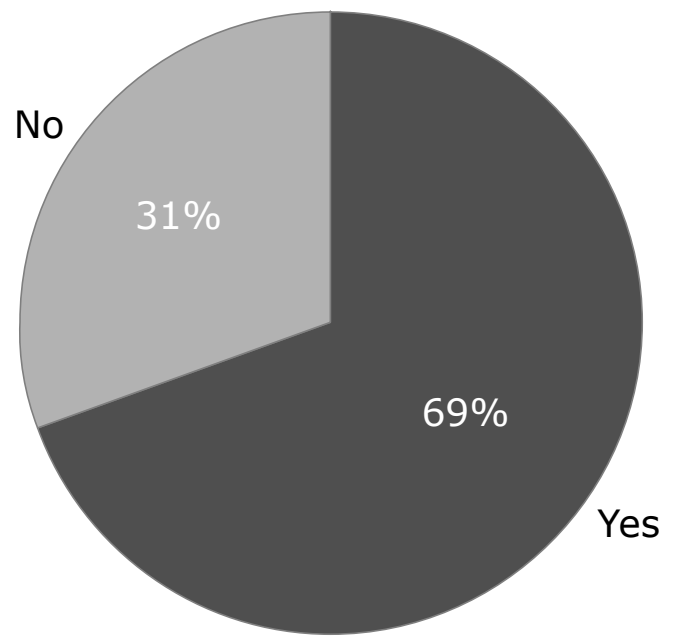
Christian Düren  
Lutz Vetter

Berlin, November 17th 2014





# Do you know MINICARDS?



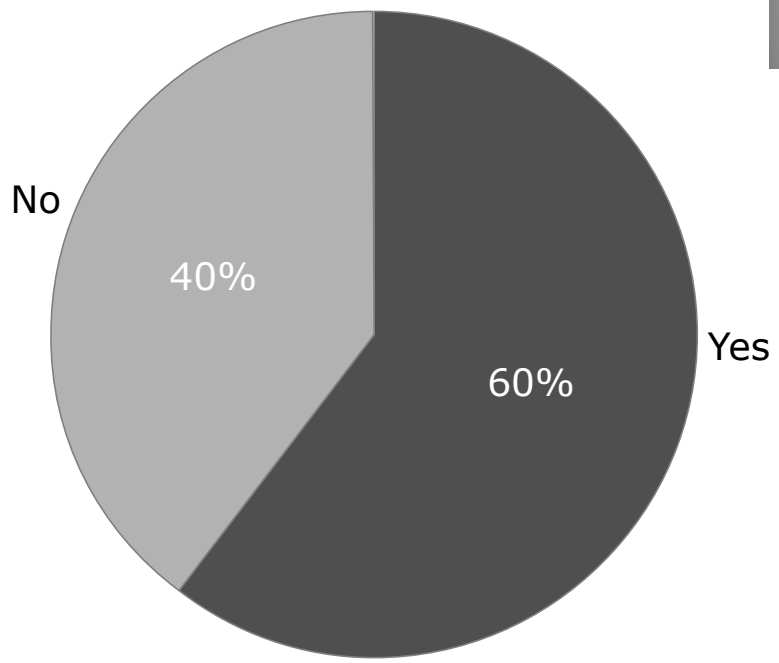
# Do you know MINICARDS from other cities or countries?



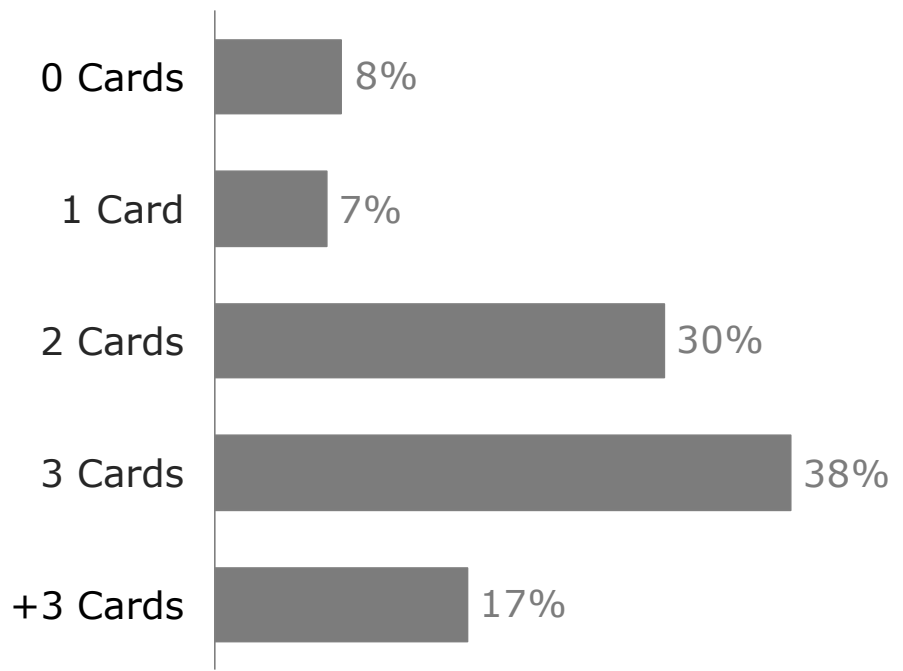
Yes	No
23%	77%



# Did you see a MINICARDS Display in your Hotel?

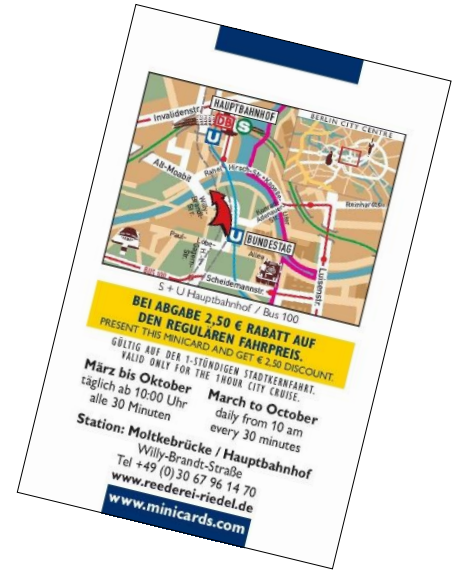
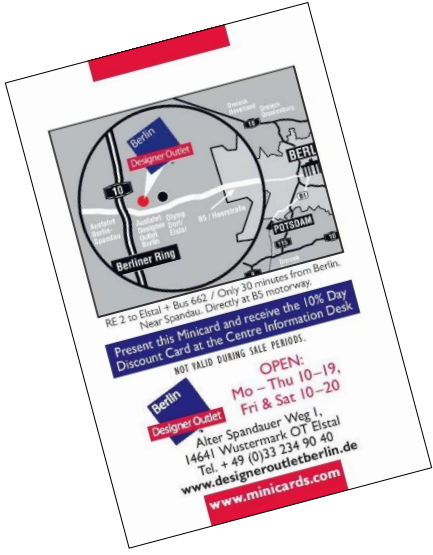


## Out of the 60%: How many Cards did you pick?





# Reasons for picking a MINICARD?



1. Format & Size

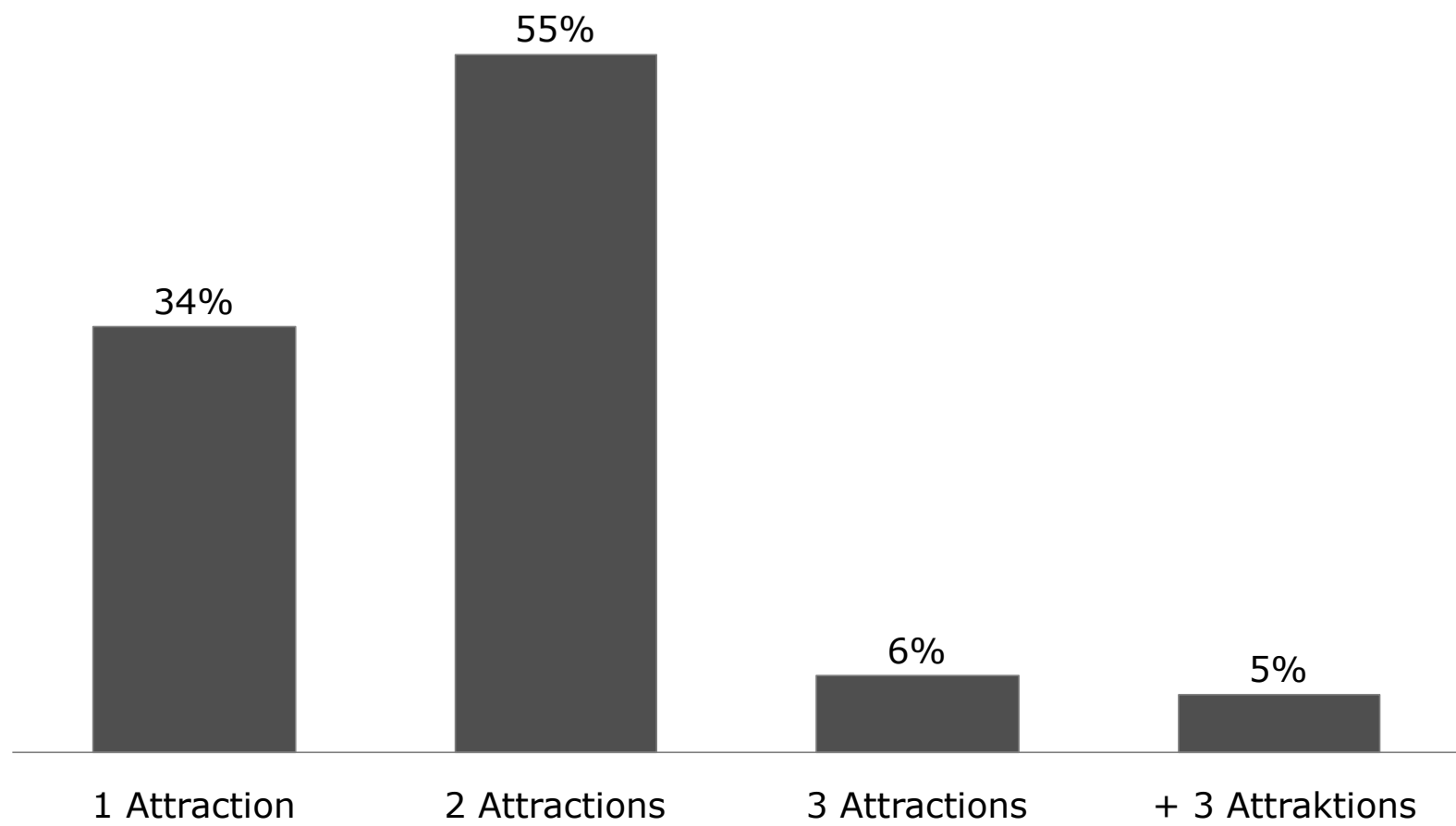
2. Offers and Discounts

3. Clear Design

4. Map-Element



# Out of the 60%: How many Attractions did you visit because of picking a MINICARD?



◆ An Average of 1,7 Attractions was visited

# Out of the 60%: Who took at least 1 MINICARD Did you use the discount?



Yes	No
78%	22%

# Were you satisfied with the discounts?



Yes	No
42%	58%

# Do you know the MINICARDS App for Smartphone and iPhone?



Yes	No
6%	94%

