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Answer to question to public tender "Market Trends – Nature as a Driver for Sustainable Tourism and Local Development":

Question 3

Can you elaborate on the 'information about competitors': "The screening of literature will provide information about competitors in the mentioned fields as well as information, which can be used for product development and marketing of new products from the partner regions to specific markets."

What kind of or level of information or competitor analysis do you expect?

Answer

The report is intended to be useful for the partners and local SME's and provide answers to what competition is in relation to the mentioned special interest tourism, who are the competitors, what do they offer ect. The report should focus on trend analysis and thus assist the partners in defining trends and competition in the mentioned fields. We do not expect analysis on local competition amongst local actors unless it has a general interest.