

# **Perceived importance of destination card offerings in the eyes of young travelers**

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**Bachelor Thesis for Obtaining the Degree  
Bachelor of Business Administration  
Tourism and Hospitality Management**

Submitted to Daniel Leung

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Vienna, 15<sup>th</sup> June, 2017

## Affidavit

I hereby affirm that this paper represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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## Abstract

Integrating the services by public and private parties (e.g., use of public transport and entry to main attractions), the multi-purpose nature of destination cards provides travellers with prominent convenience and value for money. The main purposes of this study are twofold: (1) to profile the offerings provided by those government-managed destination cards; and (2) to examine the perceived importance of those identified offerings from the viewpoint of young travellers.

The offerings provided by destination cards were firstly identified through content analysis and descriptive analysis. To find out the offerings in which young travellers are interested in, an online survey was conducted with travellers aged from 18 to 26 and there was a total of 129 valid respondents participated. Descriptive and comparative analyses were carried out to identify the analyses were carried out to identify the most appealing offerings of tourist cards to young travellers. It is deduced that for young adults, transportation is the most important category among all categories of card offerings, followed by touristic activities. Regarding the level of importance, it is concluded that free public transportation, free admission to attractions and museums and free airport transfer are the most important attributes among all the offerings in destination cards. In addition, the results showed that destination cards are not commonly purchased by young travellers since many of them have never heard of what a destination card is. Destination management organizations are suggested to include all necessary attributes in their cards and create two types of destination cards, which are the basic and premium package, for tourists to choose according to their needs so as to gain more tourism revenue.

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## 1 Introduction

Destination cards, also known as “tourist card”, “city pass” and “tourist pass” are commonly issued by Destination Marketing Organizations (DMOs) in collaboration with tourism stakeholders, which provides tourists a package of services with a lower total price than the cost of paying for each service individually. By offering great value and convenience, destination cards have become a popular marketing tool for cities to attract tourists, leading to the introduction of destination cards in many places. According to European Cities Marketing Benchmark Report 2016-2017, all top ten European cities (in terms of total number of bed nights), including London, Vienna and Budapest have established their own destination cards. In Kärnten, the southernmost state in Austria, more than 700,000 cards were sold in five years, showing that destination cards are widely used in European cities (Schmalz, 2002).

The first destination card was introduced in Stockholm in the late 1970s, which aims to increase the usage of tourist service at a destination by enhancing tourist visits in both production and consumption of their experience (Zoltan & Masiero, 2012). The offerings of destination cards vary in different destinations, depending on how DMOs and tourism stakeholders would like to engage their tourists in the destination. In most cases, destination cards provide visitors with advantages and excellence value of money, ranging from the use of public transport, entry to major attractions to exclusive discounts in restaurants and shops.

Although destination cards have been introduced for over 40 years, existing knowledge about destination cards and particularly whether the offerings provided are what travellers want are limited. Previous studies of destination cards mainly focused on the relationship between push motivation and consumers’ activity consumption (Zoltan & Masiero, 2012), moving patterns and price sensitivity of tourists through the consumption of destination cards (Masiero & Nicolau, 2012; Zoltan & McKercher, 2015) instead of finding out whether the offerings of these

destination cards are perceived as appealing from the tourists' point of view. To redress this research void, the purposes of this study are twofold: (1) to profile the offerings provided by those government-managed destination cards; and (2) to examine the perceived importance of those identified offerings from the viewpoint of young travellers.

After introducing the background and objective of this study, the subsequent sections of this paper are organized as follows. In Section 2, existing knowledge on destination cards is synthesized and presented. Afterwards, description about data collection and data analysis methods used in this study are then outlined in Section 3. In Section 4, the results and implications are proposed whereas the conclusion of this research is presented in Section 5.



## 2 Literature Review

Over the past ten years, eight articles pertinent to destination cards were published in academic journals and they are summarized in Table 1.

Under the digital revolution, the tourism sector has become more fragmented and volatile these days with increasing interdependent stakeholders (d'Angella & Go, 2009). Therefore, destinations are finding the right balance between sharing and hoarding resources, which has led to the collaboration of DMOs and tourism firms (d'Angella & Go, 2009). Collaboration is defined as formal institutionalized relationships between existing institutions networks, interests and individual stakeholders (d'Angella & Go, 2009). In tourism context, such collaboration between DMOs and both private and public stakeholders has played an important role in DMO decision making. According to d'Angella and Go's (2009) comparative case study between Barcelona and Vienna, it is deduced that tourism destinations collectivism is required to achieve individual success. Both firms and the DMO are able to obtain mutual benefits. For destination firms, despite the existence of the financial and knowledge-sharing risks, the collaboration can mitigate the negative impacts of seasonality, promote their activities with the help of people with specific skills and be coherent among tourism firms in terms of activities and goals. For DMOs, the collaboration enables them to receive financial support, to gain power to decide about destination's promotions, tourism product development and to coordinate destination firms' activities (d'Angella & Go, 2009). Referring to the current topic, the introduction of destination cards is an example of DMO-stakeholder relationships, demonstrating how DMOs and tourism firms coordinate to achieve common objectives.

Author	Year	Study location	Research Objectives
Francesca d'Angella, Frank M.Go	2009	Barcelona and Vienna	To assess collaborative tourism marketing, particularly the relationship between the Destination Management Organization and tourism firms from a stakeholder's theory approach
Judit Zoltan, Lorenzo Masiero	2012	Ticino, Switzerland	To profile tourists who can be interested in purchasing a regional destination card by investigating the purpose of visit and the activities undertaken at the destination
Lorenzo Masiero, Juan L. Nicolau	2012	Ticino, Switzerland	To find tourist segments from individual activity price sensitivities
Morten Welde	2012	Trondheim, Norway	To present the electronic smart card system experiences in Trondheim
Judit Zoltan, Lorenzo Masiero	2013	Ticino, Switzerland	To propose the linkage between movement patterns and transportation mode choices and to identify the estimation of a bivariate probit model as an appropriate technique to investigate the two correlated choices
Alessandra Basili, Walter Liguori, Federica Palumbo	2014	Rome, Italy	To propose a new service NFC Smart Tourist Card and describe its application
Judit Zoltan, Bob McKercher	2015	Ticino, Switzerland	To investigate tourist behavior by analyzing use patterns of destination card
Silvia Angeloni	2016	Matera, Basilicata, Italy	To investigate the advantages and potentiality of the tourist kit in order to understand whether the project deserves to be imitated, with opportune adjustments

Table 1. Summary of literature about destination cards

Being the product of collaboration between DMOs and tourism stakeholders (Zoltan & Masiero, 2012), destination cards are defined as territorial offers that bind multiple services with guarantee on special prices and contribution to better regional and local tourism products (Steinach, 2003, cited in Angeloni, 2016). The cards are usually dedicated to one destination and are only available for specific dates or certain time span after being activated. In most cases, they are valid within 24, 48 and 72 hours (European Cities Marketing, 2017). Examples of trans-regional or even trans-national cards also exist. For instance, French Riviera Pass does not only offer benefits in Nice but also the surrounding area of The Côte d'Azur. The same case applies in Berlin as the Berlin WelcomeCard also provides discounts on attractions at Potsdam, a city near the border of Berlin. The price of destination cards can be different regarding to user's ages, package chosen and period of validity. The price for longer stay at the destination is usually higher. In Vienna, any child up to the age of 15 has to travel with an adult free while in Nuremburg, this offer only applies to children up to 5 years old (European Cities Marketing, 2017). Different terms apply within these cards worldwide. For each city card, an official website is usually established, outlining the details for their cards (e.g., how the card works, benefits provided, and list of attractions included) and an online purchase option for tourists to book the card in advance (Angeloni, 2016).

Destination cards are the product of combining and integrating the core assets of an area (Pechlaner, Abfalter & Raich, 2002, cited in Zoltan & Masiero, 2012). The objectives of launching destination cards are multidimensional. Previous research has identified the objectives of developing destination cards, which are (1) adding value to visitors experience, (2) boosting tourism products and service usage in the region, (3) valorizing less popular attractions, (4) redistributing tourist flows, (5) improving the organization of tourism experience, (6) ameliorating the perception of destination brand, (7) raising awareness of the region's attractions and activities, (8) monitoring the experience of tourists, (9) lengthening tourists stay in the region, (10) increasing tourists expenditure, (11) target marketing by reaching new visitor segments, (12) promoting the use of public transport to minimize pollution (Pechlaner & Zehrer, 2005, cited in Zoltan & Masiero, 2012). To achieve the above objectives, DMOs are responsible to integrate the services provided by public and

private parties to assure the best use of the cards in the destination (Zoltan & Masiero, 2012).

According to Masiero and Nicolau (2012), it is helpful for destination managers to design an appropriate destination card by identifying tourist patterns with different degrees of price sensitivity. In their research, 586 tourists in Ticino, Switzerland were given a set of hypothetical choice situations generated according to a fractional factorial orthogonal experiment design with five attributes. Four of them are related to touristic activities taken while the fifth one is referred to the price of the hypothetical tourist card. From their investigation, it is deduced that the price of tourism activities is a determinant affecting tourist choice while having a clear definition on segments enables destinations to know which segments they should try to promote (Masiero & Nicolau, 2012). By having a better understanding on individual's predisposition to pay for a set of activities, destination managers are able to (1) know the price preferences of their customers, (2) develop suitable products with the right combination of activities, (3) set "fair prices" (without incurring opportunity costs) and lastly, (4) design promotional campaigns emphasizing on the appropriate traits.

Apart from the price of destination cards, in order to better cater for tourist needs, service providers should develop more personalized products for them (Zoltan & McKercher, 2015). This is supported by the research of Zoltan and Masiero (2012), concerning the relation between push motivation and activity consumption at a destination. In their study, a survey has been conducted to investigate tourists' purpose of visit and behavior. With 586 valid respondents in Ticino, Switzerland answering questions regarding demographic profile (e.g., gender, age and nationality) trip characteristics (e.g., prior visit, length of stay, accommodation, travel company and holiday budget), motivation, activity consumption and destination card requirements, the result in Zoltan and Masiero's (2012) study showed that the tourists (1) with lower to middle holiday budget, who (2) have not been to the destination before, (3) are fond of nature and relaxation (4) are interested in novelties and (5) consume natural and cultural activities are the ideal target for destination cards. Also, the satisfaction level of tourists is higher when the

activities provided fulfill their desires. As suggested by Zoltan and Masiero (2012), a destination card is appealing to tourists with the following features: (1) solely focus on activities that the tourist is interested, (2) offer substantial discounts for tourists, (3) time-saving, (4) provide tourists new ideas on what to visit. They also conclude that brochures or freely downloadable mobile applications with information and descriptions about attractions should be accompanied with the destination card. According to a similar research done by Zoltan and McKercher (2015), the key to create a package that is appreciated by tourists is to recognize the importance of activity consumption and moving patterns of tourists, which can be achieved by collecting different tourist data in destination smart cards. There is a unique identity code in every smartcards and tourists are required to swipe the card before entering each attraction, data like places and service used, daily sequence of visits and visit sequence of entire stay are hence collected (Zoltan & Masiero, 2012; Zoltan & McKercher, 2015). The study concerns on spatial structure and tourist activity consumption by retrieving data from 986 valid visitation records from Ticino destination cards. Zoltan and Mckercher (2015) found that point of sales is crucial to tourists' extension of areas visited and their activity consumptions. Tourists mainly consume where they purchase if the access point is the main tourist regions. In addition, destination cards are likely to be widely used by tourists who do not have their own mode of transport and adults while it is less popular among families. Destination cards are appealing to tourists who would like to visit to various attractions, avoid queuing lines and navigating the destination without relying on a car (Zoltan & Mckercher, 2015).

The findings conducted by Zoltan and McKercher (2015) are supported by another research by Zoltan and Masiero (2013) concerning about intra-destination visits and transport mode choices of tourists. It is indicated that movement patterns and transport mode choices of tourists are linked. The analysis was based on a field survey conducted among tourists travelling to Ticino, Switzerland. Two bivariate probit models are tested. The first model explains the correlation between visiting one or more regions within the destination and using private or public transport (by demographic and trip characteristics variables), while the second model introduce motivation and activity participation as explanatory factors. Regarding the use of

public transport, domestic tourists are found to use public transport at the destination irrespective of the number of regions visited due to existence of subscriptions and offers for public transport in Switzerland. Therefore, as suggested by Zoltan and Masiero (2013), DMO should boost the use of public transport by facilitating the connection between touristic attractions located in different regions of the destination. The other method is to design attractive promotions of public transportation, in which destination cards can be one of the examples. According to Zoltan and Masiero (2013), the main motivation of tourists in visiting more than one region is related to cultural novelty seeking like trying new food and visiting historical places. In addition, the length of stay and tourists' expenditure could be extended with the increasing number of cultural activities available at the destination (Zoltan & Masiero, 2013).

The literature review continues with studies on combining smart technologies with destination cards, as this is crucial for the development of tourist experience. Tourist experience can be more personalized and interactive in many cases with the widespread of smart devices like mobile phones and tablets (Palumbo, Dominici & Basile, 2013, cited in Basili, Liguori and Palumblo, 2014). A new service NFC Smart tourist Card (NFC SMTC) is hence proposed by Basili, Liguori and Palumblo (2014), suggesting a new form of destination cards which integrates the features of a traditional city card with peculiarities of mobile devices. Near Field Communication (NFC) technology allows the exchange of information between two devices within a short distance, which can be used in different applications in tourism industry. For example, mobile payment, mobile ticketing and location based service. Basili, Liguori and Palumblo (2014) suggested that NFC SMTC is beneficial to both supply and demand side of tourism sector, supported by two case studies of airports and museums. Although NFC SMTC is able to reduce costs of production, transmission and preservation of traditional plastic destination cards as well as to enable tourists to plan their trip using the value-added services offered by mobile app, there are challenges for this new form of destination cards to cope with. These challenges include, but not limited to, privacy concerns and insecurity of mobile payment.

The paper written by Welde (2012) about smart card ticketing systems has provided a theoretical background for traditional destination cards to go “smart”. Welde (2012) demonstrated how smart card ticketing systems work and discussed whether the system is profitable. Trondheim, the third largest city in Norway, has implemented a fully-interoperable electronic smart card system in public transport. Customers using the card are offered discounts ranging from 5 to 25 percent, depending on whether a pre-paid amount is deposited on the card or if it is linked to a bank account (Welde, 2012). Drawing on a social cost-benefit analysis, Welde’s deduced that the smart card ticketing system in Trondheim can deliver a positive net present value, increase timetable reliability and reduce need for cash. If the concept of smart system can be applied on destination cards, it can generate the similar benefits like saving tourists’ time in public transport. Another new form of destination cards, named the tourist kit is issued by a large postal operator in Italy, which have some similarities to the smart card in Trondheim. The ‘tourist kit’ is a prepaid card based on the destination card scheme but developed with a technological integration of services (Angeloni, 2016). The ‘tourist kit’ is similar to Angeloni (2016)’s study of the Italian ‘tourist kit’. In order to minimize the rigidity of traditional destination cards, the ‘tourist kit’ has included two different attributes. Firstly, Poste Italiane’s card contains a microchip while some destination cards like Vienna Card do not. The microchip can be used to collect card user’s information accurately and hence use the tourist data for planning and marketing purposes. Although some destination cards have embedded microchips, such as the London Pass, the Paris Pass and the Berlin Pass, they are not launched as ‘open loop reloadable prepaid’ form. Therefore, the second characteristic of Post Italiane’s card is the adoption of open payment system. Since the ‘tourist kit’ is reloadable, it can be used openly as a payment method, which enables users to choose and buy many products and services at discounted prices, as well as tracking and processing of card-based transactions (Angeloni, 2016). The two new features of the tourist kit generate additional benefits, which provided a higher degree of flexibility and multitasking functionality by not being restricted to time and spatial validity. Similar to Basili, Liguori and Palumblo (2014)’s study, the ‘tourist kit’ can benefit from the use of NFC technology on mobile devices for optimizing access to digital information and services (Boes, Borde & Egger, 2015, cited in Angeloni, 2016).

## 3 Methodology

### 3.1 Data Collection I

In order to gain a thorough view of offerings provided by those government-managed destination cards (i.e., objective 1), details of the destination cards' offerings are firstly reviewed. In this study, all destination cards listed in the "We Love City Cards" website (which is produced by the ECM - URL: <http://welovecitycards.com/>) are included for review. ECM is a non-profit organization improving the competitiveness and performance of the leading cities of Europe. ECM provides a platform for convention, leisure and city marketing professionals to exchange knowledge, best practice and widen their network to build new business (European Cities Marketing, 2017). These cities are popular touristic destinations, which is significant to this study. Destination cards are considered as the best practices, especially in urban destinations (Van der Borg, 2002; cited in Zoltan & Masiero, 2012; Zoltan & McKercher, 2015). Information of destination cards in these cities is organized by the ECM and the DMOs, which enables users to find details and specifications for each destination clearly and easily. There is a total of 36 European cities from 21 countries, and Table 2 exhibits the profiles of the analyzed cards included in this study.



Name of the card	Country	City	URL of the official website
Aarhus Card	Denmark	Aarhus	<a href="http://www.visitaarhus.com/In-int/aarhus/buy-your-aarhuscard-here">http://www.visitaarhus.com/In-int/aarhus/buy-your-aarhuscard-here</a>
I amsterdam Card	Netherlands	Amsterdam	<a href="http://www.iamsterdam.com/en/i-am/i-amsterdam-city-card">http://www.iamsterdam.com/en/i-am/i-amsterdam-city-card</a>
Antwerp City Card	Belgium	Antwerp	<a href="http://www.visitantwerpen.be/en/antwerp-city-card-en">http://www.visitantwerpen.be/en/antwerp-city-card-en</a>
Barcelona Card	Spain	Barcelona	<a href="http://bcnshop.barcelonaturisme.com/shopv3/en/product/1/barcelona-card.html?prom=0">http://bcnshop.barcelonaturisme.com/shopv3/en/product/1/barcelona-card.html?prom=0</a>
Belfast Visitor Pass	United Kingdom	Belfast	<a href="http://visitbelfast.com/home/page/belfast-visitor-pass">http://visitbelfast.com/home/page/belfast-visitor-pass</a>
Bergan Card	Norway	Bergen	<a href="https://en.visitbergen.com/bergen-card">https://en.visitbergen.com/bergen-card</a>
Berlin WelcomeCard	Germany	Berlin	<a href="https://shop.visitberlin.de/?et_cid=19&amp;et_lid=28">https://shop.visitberlin.de/?et_cid=19&amp;et_lid=28</a>
Bordeaux Metropole CityPass	France	Bordeaux	<a href="http://www.bordeaux-tourism.co.uk/Plan-your-trip/Our-products/Bordeaux-Metropole-City-Pass">http://www.bordeaux-tourism.co.uk/Plan-your-trip/Our-products/Bordeaux-Metropole-City-Pass</a>
Bratislava City Card	Slovakia	Bratislava	<a href="https://www.visitbratislava.com/bratislava-city-card/">https://www.visitbratislava.com/bratislava-city-card/</a>
Brussels Card	Belgium	Brussels	<a href="https://visit.brussels/en/lists/brussels-card">https://visit.brussels/en/lists/brussels-card</a>
Budapest Card	Hungary	Budapest	<a href="https://www.budapestinfo.hu/budapest-card">https://www.budapestinfo.hu/budapest-card</a>
Copenhagen Card	Denmark	Copenhagen	<a href="http://www.copenhagencard.com/">http://www.copenhagencard.com/</a>
Dijon- Côte de Nuits Pass	France	Dijon	<a href="http://www.destinationdijon.com/en/dijon-visite-city_card.htm">http://www.destinationdijon.com/en/dijon-visite-city_card.htm</a>
CityCard Ghent	Belgium	Ghent	<a href="https://visit.gent.be/en/order-citycard-gent?context=tourist">https://visit.gent.be/en/order-citycard-gent?context=tourist</a>
Göteborg City Card	Sweden	Göteborg	<a href="http://www.goteborg.com/en/citycard/">http://www.goteborg.com/en/citycard/</a>
Hamburg Card	Germany	Hamburg	<a href="http://www.hamburg-travel.com/search-book/hamburg-card/">http://www.hamburg-travel.com/search-book/hamburg-card/</a>
Helsinki Card	Finland	Helsinki	<a href="http://www.helsinki.fi/en/visiting-helsinki/city-card">http://www.helsinki.fi/en/visiting-helsinki/city-card</a>
Innsbruck Card	Austria	Innsbruck	<a href="https://www.innsbruck.info/en/experience/innsbruck-card.html">https://www.innsbruck.info/en/experience/innsbruck-card.html</a>
Lisbon Card	Portugal	Lisbon	<a href="http://www.askmelisboa.com/web-store/pesquisa-lisboa-card.html">http://www.askmelisboa.com/web-store/pesquisa-lisboa-card.html</a>
Ljubljana Card	Slovenia	Ljubljana	<a href="https://www.visitljubljana.com/en/visitors/ljubljana-card/">https://www.visitljubljana.com/en/visitors/ljubljana-card/</a>
The London Pass	United Kingdom	London	<a href="https://www.londonpass.com/?aid=134">https://www.londonpass.com/?aid=134</a>
Lyon City Card	France	Lyon	<a href="https://www.lyoncitycard.com/">https://www.lyoncitycard.com/</a>
French Riviera Pass	France	Nice	<a href="http://en.nicetourisme.com/the-french-riviera-pass">http://en.nicetourisme.com/the-french-riviera-pass</a>
Nuremberg Card	Germany	Nuremberg	<a href="http://tourismus.nuernberg.de/shop/nurnberg-card.html">http://tourismus.nuernberg.de/shop/nurnberg-card.html</a>

Oslo Pass	Norway	Oslo	<a href="http://www.visitoslo.com/en/bookonline/oslopass/">http://www.visitoslo.com/en/bookonline/oslopass/</a>
Paris City Pass	France	Paris	<a href="http://booking.parisinfo.com/il4-offer_i147-paris-city-pass-paris-pass.aspx">http://booking.parisinfo.com/il4-offer_i147-paris-city-pass-paris-pass.aspx</a>
Prague Card	Czech Republic	Prague	<a href="https://www.praguecard.com/index.php?lang=en">https://www.praguecard.com/index.php?lang=en</a>
Reykjavik City Card	Iceland	Reykjavik	<a href="http://www.visitreykjavik.is/travel/reykjavik-city-card">http://www.visitreykjavik.is/travel/reykjavik-city-card</a>
St. Petersburg Card	Russia	St Petersburg	<a href="https://petersburgcard.com/en/">https://petersburgcard.com/en/</a>
StuttCard	Germany	Stuttgart	<a href="https://www.stuttgart-tourist.de/en/o-stuttcard-pay-once-experience-stuttgart">https://www.stuttgart-tourist.de/en/o-stuttcard-pay-once-experience-stuttgart</a>
Tallinn Card	Estonia	Tallinn	<a href="http://www.tourism.tallinn.ee/eng/fpage/tallinncard">http://www.tourism.tallinn.ee/eng/fpage/tallinncard</a>
Museum Walk Card	Finland	Turku	<a href="http://www.visitturku.fi/en/museumwalk">http://www.visitturku.fi/en/museumwalk</a>
Valencia Tourist Card	Spain	Valencia	<a href="http://www.valenciatouristcard.com/en/home">http://www.valenciatouristcard.com/en/home</a>
Vienna Card	Austria	Vienna	<a href="https://www.wienkarte.at/index.php?page=buy">https://www.wienkarte.at/index.php?page=buy</a>
Zagreb Card	Croatia	Zagreb	<a href="https://www.zuerich.com/en/visit/your-city-travel-pass">https://www.zuerich.com/en/visit/your-city-travel-pass</a>
Zurich Card	Switzerland	Zurich	<a href="https://www.zuerich.com/en/visit/your-city-travel-pass">https://www.zuerich.com/en/visit/your-city-travel-pass</a>

Table 2. Profiles of destination cards included in this study

### **3.2 Data Analysis**

A content analysis is conducted after reviewing all the above websites. All the offerings of the 36 destination cards are generalized into four categories, which are transportation, touristic activities, food and beverage and non-touristic activities. A detailed table based on these four categories has shown all the advantages provided in destination cards, including the number and ranges of discounts covered. This table is attached as appendix. Hence, on that table, an analysis is conducted to identify the common attributes among all these 36 destination cards. The analysis is presented in a contingency table, with a tick indicating that the attribute is included in the destination card. For transportation, touristic activities and food and beverage categories, only attributes that has five instances or above are listed. For non-touristic activities, attributes with three instances or above are shown. Tables 3 to 6 exhibit the findings of destination cards attributes in four categories.

Transportation	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Public transports (free)	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓	✓
Airport transfer (free)				✓								✓						
Airport transfer (discount)															✓		✓	
Tourist bus (free)			✓												✓		✓	✓
Other transports (e.g., cable car) (free)						✓											✓	✓
Other transports (e.g., cable car) (discount)		✓		✓		✓						✓					✓	
Bike rental (discount)		✓	✓	✓		✓			✓			✓				✓		
Car rental (discount)						✓			✓		✓					✓		
Transportation	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Public transports (free)	✓	✓		✓		✓	✓	✓	✓	✓				✓	✓	✓	✓	✓
Airport transfer (free)									✓						✓			✓
Airport transfer (discount)	✓								✓							✓		
Tourist bus (free)			✓													✓		
Other transports (e.g. funicular) (free)		✓					✓		✓	✓		✓				✓	✓	
Other transport (e.g. funicular) (discount)																		
Bike rental (discount)				✓								✓			✓		✓	
Car rental (discount)												✓			✓	✓	✓	

Table 3. Summary of destination card offerings in transportation

**Note.** 1 is Aarhus Card; 2 is I Amsterdam Card; 3 is Antwerp City Card; 4 is Barcelona Card; 5 is Belfast Visitor Pass; 6 is Bergen Card; 7 is Berlin WelcomeCard; 8 is Bordeaux Metropole CityPass; 9 is Bratislava City Card; 10 is Brussels Card; 11 is Budapest Card; 12 is Copenhagen Card; 13 is Dijon- Côte de Nuits Pass; 14 is CityCard Ghent; 15 is Gothenburg City Card; 16 is Hamburg Card; 17 is Helsinki Card; 18 is Innsbruck Card; 19 is Lisbon Card; 20 is Ljubljana Card; 21 is The London Pass; 22 is Lyon City Card; 23 is French Riviera Pass; 24 is Nuremberg Card; 25 is Oslo Pass; 26 is Paris City Pass; 27 is Prague Card; 28 is Reykjavik City Card; 29 is St. Petersburg Card; 30 is StuttCard; 31 is Tallinn Card; 32 is Museum Walk Card; 33 is Valencia Tourist Card; 34 is Vienna Card; 35 is Zagreb Card; 36 is Zurich Card.

<b>Touristic activities</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
Admission to museums and attractions (free)	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓
Admission to museums and attractions (discount)	✓	✓	✓	✓	✓		✓	✓	✓		✓	✓				✓	✓	✓
Fast track entry				✓		✓												
Tours, visits and sightseeing (free)	✓	✓		✓				✓	✓				✓	✓	✓		✓	✓
Tours, visits and sightseeing (discount)			✓	✓	✓	✓	✓		✓	✓	✓	✓				✓	✓	✓
Cruise (free)		✓		✓														
Shows and concerts (discount)		✓					✓		✓		✓					✓		
Shopping (discount)	✓				✓	✓	✓		✓	✓		✓					✓	✓
<b>Touristic activities</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	<b>32</b>	<b>33</b>	<b>34</b>	<b>35</b>	<b>36</b>
Admission to museums and attractions (free)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
Admission to museums and attractions (discount)	✓								✓		✓				✓	✓	✓	✓
Fast track entry			✓	✓				✓										
Tours, visits and sightseeing (free)		✓		✓	✓		✓		✓		✓		✓			✓		✓
Tours, visits and sightseeing (discount)			✓		✓		✓		✓	✓	✓	✓	✓	✓	✓		✓	✓
Cruise (free)		✓		✓				✓			✓							
Shows and concerts (discount)				✓					✓			✓				✓		
Shopping (discount)			✓	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓

Table 4. Summary of destination card offerings in touristic activities

**Note.** 1 is Aarhus Card; 2 is I Amsterdam Card; 3 is Antwerp City Card; 4 is Barcelona Card; 5 is Belfast Visitor Pass; 6 is Bergan Card; 7 is Berlin WelcomeCard; 8 is Bordeaux Metropole CityPass; 9 is Bratislava City Card; 10 is Brussels Card; 11 is Budapest Card; 12 is Copenhagen Card; 13 is Dijon- Côte de Nuits Pass; 14 is CityCard Ghent; 15 is Gothenburg City Card; 16 is Hamburg Card; 17 is Helsinki Card; 18 is Innsbruck Card; 19 is Lisbon Card; 20 is Ljubljana Card; 21 is The London Pass; 22 is Lyon City Card; 23 is French Riviera Pass; 24 is Nuremberg Card; 25 is Oslo Pass; 26 is Paris City Pass; 27 is Prague Card; 28 is Reykjavik City Card; 29 is St. Petersburg Card; 30 is StuttCard; 31 is Tallinn Card; 32 is Museum Walk Card; 33 is Valencia Tourist Card; 34 is Vienna Card; 35 is Zagreb Card; 36 is Zurich Card.

<b>Food and Beverage</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
Discounts at restaurants, cafes and bars	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓				✓	✓	✓
Free drinks and food		✓		✓	✓				✓		✓							✓
<b>Food and Beverage</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	<b>32</b>	<b>33</b>	<b>34</b>	<b>35</b>	<b>36</b>
Discounts at restaurants, cafes and bars			✓	✓			✓		✓	✓	✓		✓		✓	✓	✓	✓
Free drinks and food			✓		✓				✓			✓	✓		✓	✓		

Table 5. Summary of destination card offerings in food and beverage

**Note.** 1 is Aarhus Card; 2 is I Amsterdam Card; 3 is Antwerp City Card; 4 is Barcelona Card; 5 is Belfast Visitor Pass; 6 is Bergen Card; 7 is Berlin WelcomeCard; 8 is Bordeaux Metropole CityPass; 9 is Bratislava City Card; 10 is Brussels Card; 11 is Budapest Card; 12 is Copenhagen Card; 13 is Dijon- Côte de Nuits Pass; 14 is CityCard Ghent; 15 is Gothenburg City Card; 16 is Hamburg Card; 17 is Helsinki Card; 18 is Innsbruck Card; 19 is Lisbon Card; 20 is Ljubljana Card; 21 is The London Pass; 22 is Lyon City Card; 23 is French Riviera Pass; 24 is Nuremberg Card; 25 is Oslo Pass; 26 is Paris City Pass; 27 is Prague Card; 28 is Reykjavik City Card; 29 is St. Petersburg Card; 30 is StuttCard; 31 is Tallinn Card; 32 is Museum Walk Card; 33 is Valencia Tourist Card; 34 is Vienna Card; 35 is Zagreb Card; 36 is Zurich Card.

Non-touristic activities	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Admission to swimming pools (free)	✓								✓									
Admission to swimming pools (discount)									✓			✓						
Wellness (e.g., spa) (discount)							✓											
Sports activities (discount)	✓								✓									✓
Accommodation in hotels or hostels (discount)									✓									
Other services (e.g., pocket wifi rental) (discount)		✓						✓										
Non-touristic activities	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Admission to swimming pools (free)							✓											
Admission to swimming pools (discount)																		✓
Wellness (e.g., spa) (discount)															✓			✓
Sports activities (discount)																		
Accommodation in hotels or hostels (discount)											✓							✓
Other services (e.g., pocket wifi rental) (discount)			✓	✓	✓													

Table 6. Summary of destination card offerings in non-touristic activities

**Note.** 1 is Aarhus Card; 2 is I Amsterdam Card; 3 is Antwerp City Card; 4 is Barcelona Card; 5 is Belfast Visitor Pass; 6 is Bergen Card; 7 is Berlin WelcomeCard; 8 is Bordeaux Metropole CityPass; 9 is Bratislava City Card; 10 is Brussels Card; 11 is Budapest Card; 12 is Copenhagen Card; 13 is Dijon- Côte de Nuits Pass; 14 is CityCard Ghent; 15 is Gothenburg City Card; 16 is Hamburg Card; 17 is Helsinki Card; 18 is Innsbruck Card; 19 is Lisbon Card; 20 is Ljubljana Card; 21 is The London Pass; 22 is Lyon City Card; 23 is French Riviera Pass; 24 is Nuremberg Card; 25 is Oslo Pass; 26 is Paris City Pass; 27 is Prague Card; 28 is Reykjavik City Card; 29 is St. Petersburg Card; 30 is StuttCard; 31 is Tallinn Card; 32 is Museum Walk Card; 33 is Valencia Tourist Card; 34 is Vienna Card; 35 is Zagreb Card; 36 is Zurich Card.

From the above tables, it is visible that the most common offerings among all destination cards are the free admission to museums and attractions, free use of public transport and discounts at restaurants, bars and cafes. Most destination cards are valid within 24, 48 and 72 hours while some cities like Paris and Prague even have 4- and 5-days packages. Travelers are able to use the cards within the time period once activated. For transportation, the most common attribute among all destination cards is the free use of public transport. Card users of 29 destinations are able to travel with public transport, including buses, trams and metro without any further charge. Some cities like Aarhus and Reykjavik only provide free transport on buses around the city. Brussels, London, Nice and Stuttgart require additional purchase to upgrade their destination cards in order to enjoy the benefit of unlimited travel on public transport. However, in Paris and Vienna, the free use of public transportation depends on the package of destination cards that the tourist chose. For example, only the Paris Visite Travelcard offers tourists free, unlimited travel on the metro, Réseau Express Régional (RER) and buses. Other destination cards in Paris such as Paris Museum Pass and Paris Attractions Pass only allow tourists to visit museums, monuments and top attractions in Paris. Only Dijon and Turku do not offer any advantages on transportation. The second most common attribute for transportation is the discount on bike rental, with 11 cards offering this benefit. Other common benefits of transportation include discounts on airport transfer and car rental, free use of tourist bus (e.g., “Hop on Hop off” bus) and so on.

With regards to touristic activities, the most common attribute is free entry to museums and attractions. Thirty three cities have provided free admission to museums and attractions for card users while 15 cities offer discounts on the admission. However, most destination cards only include one-time entry to each attraction. Card users are required to pay for the admission if they re-visit the attractions again. Three cities (i.e., Bratislava, Hamburg and Vienna) do not offer free admission to museums and attractions while only discounts are provided, for example, the Vienna Card only provides up to 20 percent discount on museums and attractions. Some cities like Budapest and Amsterdam would include their unique scenic spots in their destination cards. For instance, free entry to thermal baths and river cruises. In particular, free rides on cruises are offered by six destination cards.



The second most common attribute is the discounts on city tours, visits and sightseeing, with 24 cities providing special offers. 19 destination cards provide at least one free guided tour, showing that it is common to include benefits on city tours in destination card offerings among European cities. Apart from advantages at museums and attractions, special offers on tours and shopping discounts are also often included in the destination card offerings.

For offerings in food and beverages, 25 cities provide discounts on certain restaurants while 13 cities offer free drinks or food for card users. Free drinks are usually coffee or tea in some coffee shops or welcome drinks in bars while free food can be local snacks like Tapas in Valencia. An interesting point is that some cities like Aarhus, Bratislava, Oslo and Zurich allow free admission to swimming pools, which is not a typical scenic spot for tourists. Sport activities such as golf and ice-skating also have discounts for card users, with three destinations (i.e., Aarhus, Bratislava and Innsbruck) having this attribute. Due to the rising popularity of smart devices, wireless internet connection has become a concern of tourists. Therefore, four destinations (i.e., Bordeaux, Lyon, Nice and Vienna) has added pocket WiFi renting service with a discounted price in their destination cards. With destination cards, discounts on partner hostels and hotels are exclusively provided for card users in three cities, which are Bratislava, St. Petersburg and Zagreb.

### **3.3 Data Collection II**

In order to gain a deeper insight on young tourists' perception towards destination cards attributes, an online questionnaire is designed. The primary data collected are able to find out the destination card offerings in which young travellers are interested in. The target group of this survey is young adults who aged between 18 to 26 years old around the world. The online survey is created by Qualtrics and the link was spread out through social media platforms like Facebook and Instagram. The survey was opened for seven days, from 1<sup>st</sup> to 7<sup>th</sup> May, 2017 and a total of 130 respondents participated. However, one of them does not qualify of being in the target age range and therefore, 129 valid responses are collected.

### 3.4 Data Analysis II

Data collected are analyzed using SPSS. The first question of the survey is a qualifying question, ensuring that the respondents are within the age range of 18 to 26 years old. Hence, questions related to trip characteristics are included in the survey. In particular, questions about whether respondents have travelled to Europe and which cities have they been to are asked in order to know what are the popular Europe destinations among young adults.

The second part of the questionnaire refers to the consumption of destination cards. Respondents are asked whether they have bought destination cards before and four reasons are provided for respondents to choose for each answer. In the third part of survey, people are asked to rank the level of importance of the four categories of destination card offerings (i.e., transportation, touristic activities, food and beverage and non-touristic activities) in order to know which category is the most important in a destination card. The above data are analyzed using descriptive analysis. The fourth part is related to the level of importance of attributes of destination within each category. The attributes shown in the survey are based on the result of content analysis. For transportation, touristic activities and food and beverage offerings, only those with five or more instances are included while for non-touristic activities, only attributes with three or more instances are shown in the questionnaire. The 7-point Likert scale (1 is extremely unimportant at all; 2 unimportant; 3 is slightly unimportant; 4 is neutral; 5 is slightly important; 6 is important and 7 is extremely important) is applied to measure their different levels of importance. The mean score of each attribute is calculated to find out which attributes within the category is considered to more important than the others. Apart from comparing the mean score, an exploratory factor analysis is conducted with KOM and Bartlett's Test so as to understand the underlying dimension of the included attributes. The results will indicate if the included attributes can be categorized based on their common characteristics. The final part of the questionnaire contains questions checking respondents' demographic profile, including age, nationality, age, education level and the number of trips over the past 12 months.

## 4 Results

### 4.1 Descriptive Statistics

In this part, it shows the demographic characteristics, including gender, age, nationality and of the respondents of the online survey. In addition, statistics of trip characteristics are presented.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	63	48.5	48.8	48.8
	Female	66	50.8	51.2	100.0
	Total	129	99.2	100.0	

Table 7. Frequency table showing the gender of respondents

From the valid sample of 129 people, the number of male and female taking part in the survey is approximately the same. There are 48.8% of males while the percentage for females is slightly higher, which is 51.2%.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 20	59	45.4	45.7	45.7
	21 - 23	64	49.2	49.6	95.3
	24 - 26	6	4.6	4.7	100.0
	Total	129	99.2	100.0	

Table 8. Frequency table showing the age of respondents

From Table 8, it shows that majority respondents are in the age group 21 to 23 (64, 49.6%) while 59 people are between 18 to 20 years old (45.7%). Only six people are in the older age group 24 to 26 years old, which is 4.7%.

Nationality		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hong Kong	74	56.9	57.4	57.4
	China	38	29.2	29.5	86.8
	The United Kingdom	5	3.8	3.9	90.7
	Austria	4	3.1	3.1	93.8
	Others (incl. Germany, US, Canada, Taiwan, Malaysia, Thailand)	8	6.2	6.2	100.0
	Total	129	99.2	100.0	

Table 9. Frequency table showing the nationality of respondents

The above table shows an uneven distribution of the respondent nationalities. The majority of the respondents are come from Hong Kong, with more than half (57.4%) of the sample. The second group is Chinese, with 38 people (29.5%). There is a small sample of respondents coming from other countries, with only five people coming from the United Kingdom (3.9%) and four Austrians (3.1%). There are eight respondents with other nationalities (6.2%), including Germany, United States, Canada, Taiwan, Malaysia and Thailand.

Your highest educational level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vocational / College	5	3.8	3.9	3.9
	High school diploma	32	24.6	24.8	28.7
	Bachelor degree	91	70.0	70.5	99.2
	Master degree	1	.8	.8	100.0
	Total	129	99.2	100.0	
Missing	System	1	.8		
Total		130	100.0		

Table 10. The highest education level of respondents

As seen in Table 10, most of the respondents have gained a bachelor degree with 70%. The second largest group is those who have received a high school diploma, which has 24.6% of the sample size. Five respondents (3.8%) have completed vocational or college, while only one person has obtained a master degree, which is only 0.8%.

Number of trips taken over the past 12 months					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 2 trips	26	20.0	20.2	20.2
	2 - 4 trips	53	40.8	41.1	61.2
	5 - 7 trips	33	25.4	25.6	86.8
	8 - 10 trips	10	7.7	7.8	94.6
	11 - 13 trips	2	1.5	1.6	96.1
	More than 13 trips	5	3.8	3.9	100.0
	Total	129	99.2	100.0	

Table 11. The number of trips taken in the past year of respondents

Table 11 shows the number of trips that the 129 respondents travelled in the past 12 months. The majority has taken two to four trips, which is 41.1% while 25.6% of respondents have been to five to seven trips. 20.2% has taken less than two trips in the previous year. For frequent travellers, there are 7.8% travelled eight to ten times while only 1.6% travelled 11 to 13 times. There are nearly 4% has travelled more than 13 trips in the past 12 months. It can deduce that the respondents travel quite often.

Apart from the number of trips taken, respondents are also asked to name the European cities they have been to. Among all the valid response, Vienna is considered as the most popular destinations, with a total of 45 people went there before. The second most popular European city is London, followed by Paris. 43 respondents claimed that they have travelled to London while 38 respondents have been to Paris. The number of respondents having been to Berlin, Munich and Prague is the same, in which 32 people have been to these three places respectively. All the

most popular European destinations are offering destination cards and their attributes are also included in this paper.

#### 4.2 Consumption of Destination Cards

Related questions of card consumption are included in the online survey so as to know whether destination cards are commonly used among the respondents. In addition, respondents are required to answer the reason why they decided (not) to purchase destination cards with the reasons provided in the question. It is clearly seen from Table 12 that more than half of the respondents (62.8%) have not bought destination cards before while only 36.9% have bought the card before.

Have you bought destination card(s) before?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	48	36.9	37.2	37.2
	No	81	62.3	62.8	100.0
	Total	129	99.2	100.0	

Table 12. The consumption of destination card of respondents

For destination card users, they are asked for the number of cards they have bought before. This allows us to know whether they are frequent buyers of destination cards. Most people (39.1%) have bought only one destination card previously while there are 15.2% and 21.7% of people who have bought two to three destination cards respectively. This shows that it is not common to find a frequent buyer among the card users.

How many destination card(s) have you bought before?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	13.8	39.1	39.1
	2	7	5.4	15.2	54.3
	3	10	7.7	21.7	76.1
	4	1	.8	2.2	78.3
	5	4	3.1	8.7	87.0
	6	1	.8	2.2	89.1
	8	1	.8	2.2	91.3
	10	1	.8	2.2	93.5
	20	1	.8	2.2	95.7
	30	1	.8	2.2	97.8
	50	1	.8	2.2	100.0
	Total	46	35.4	100.0	

Table 13. The number of destination cards bought by respondents

In order to know the reasons of buy or not buying the cards, four options were offered for respondents to choose. To those who purchased destination cards before, (1) money-saving, (2) convenient, (3) the card offers what the user needs and (4) friend's recommendation are included in the questionnaire. Tables 14 to 17 exhibit the results.

Among 48 people who have bought destination cards before, almost all respondents (97.9%) think that destination cards enable them to travel around the city with a lower total cost. Only one respondent (2.1%) does not regard this as the reason of buying the card. 28 people (58.3%) consider the convenience offered by destination cards as a reason for buying destination cards while 20 of them (41.7%) do not. Table 16 shows that only 37.5% of respondents decided to buy destination cards since it has provided what they need while the number of people that do not consider this as a reason is greater, with 62.5%. For friend's recommendation, the percentage of respondents not choosing this option is higher, which is 68.8% among the destination card users. Only 31.3% of them trust their friend's recommendations and buy the card.

<b>Destination card(s) allow me to travel around the city at a lower cost</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	.8	2.1	2.1
	Yes	47	36.2	97.9	100.0
	Total	48	36.9	100.0	

Table 14.A lower total cost as the reason of buying destination cards

<b>Destination card(s) offer much convenience to me</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	20	15.4	41.7	41.7
	Yes	28	21.5	58.3	100.0
	Total	48	36.9	100.0	

Table 15.Convenience as the reason of buying destination cards

<b>Destination card(s) offer what I need</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	30	23.1	62.5	62.5
	Yes	18	13.8	37.5	100.0
	Total	48	36.9	100.0	

Table 16.The attributes provided as the reason of buying destination cards

<b>My friend(s) recommend me to buy a destination card(s)</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	33	25.4	68.8	68.8
	Yes	15	11.5	31.3	100.0
	Total	48	36.9	100.0	

Table 17.Friend's recommendation as the reason of buying destination cards

An option of 'Others' is provided for respondents to choose in case their reasons of purchasing the cards are not included in the options. However, there is only one respondents chose this option with stating the reason of 'Saving', which is the same as the first suggested reason (i.e., Destination card(s) allow me to travel around the city at a lower cost). It can be concluded that most of the card users bought



destination cards because of its cost-saving feature, followed by the convenience they bring along.

People who have not bought destination cards before are also asked for the causes of not purchasing. There are four choices for respondents, which are (1) high cost, (2) never heard of what a destination card is, (3) the card does not offer what the user needs and (4) not recommended by friends. Tables 18 to 21 exhibit the frequencies of various reasons mentioned.

The majority (81.5%) do not think that the price of destination cards is too high which causes them not to purchase it. Only 18.5% respondents consider the high price of the card as a reason of not buying it. More than half (72.8%) of the respondents have never heard of what a destination card is, showing that this is one of the possible reasons people not buying destination cards. Only 27.2% know what a destination card is. The mismatch of destination card offerings and respondents' expectations is not a strong reason for not buying the card with regards to the above table. Most of the respondents (86.4%) do not consider this as a reason while only 13.6% agrees that the destination cards do not offer what they want is the reason why they do not purchase it. Regarding friends' recommendation, most people (92.6%) do not consider this as a reason of not buying the card while there are 7.4% of them listen to their friend's advice and chose not to purchase it. For other reasons of not purchasing the card, one respondent claimed that the destination card can be a restraint for a tourist while one respondent said the time validity of the card does not match his or her schedule.

<b>The price of destination card(s) is too high</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	66	50.8	81.5	81.5
	Yes	15	11.5	18.5	100.0
	Total	81	62.3	100.0	

Table 18.High price as the reason for not buying destination cards

<b>I have never heard of what a destination card(s) is</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	22	16.9	27.2	27.2
	Yes	59	45.4	72.8	100.0
	Total	81	62.3	100.0	

Table 19.Unfamiliarity as the reason for not buying destination cards

<b>The destination card(s) do not offer what I want</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	70	53.8	86.4	86.4
	Yes	11	8.5	13.6	100.0
	Total	81	62.3	100.0	

Table 20.The attributes provided as the reason for not buying destination cards

<b>My friend(s) does not recommend me to buy a destination card(s)</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	75	57.7	92.6	92.6
	Yes	6	4.6	7.4	100.0
	Total	81	62.3	100.0	

Table 21.Friend's opinions as a reason for not buying destination card

### 4.3 Destination Card Offerings

In the online survey, respondents are required to rank the importance of the four categories of destination card offerings. As shown in Table 22, 89 respondents (69%) consider transportation as the most important category while 31 of them (24%) rank it as the second most important. Only two of them (1.6%) reckon it as least important. Table 23 shows that more than half of the respondents (55%) regard touristic activities as the second most important category of destination card offerings while 32 people (24.8%) consider it as most important. 24 of them (18.6%) ranked touristic activities as the third most important and only 2 respondents (1.6%) reckon it as the least important category.

For food and beverage related offerings, as shown in Table 24, 76 people (58.9%) ranked it as the third most important category. The number of people ranking it as the second and fourth most important is similar, which is 25 (19.4%) and 21 (16.3%) respectively. Only seven respondents (5.4%) consider this category as most important. Regarding non-touristic activities related offerings, most respondents (81.4%) consider it as the fourth most important category. 21 respondents (16.3%) regard this as the third most important category while only one (0.8%) and two (1.6%) people ranked it in the first or second place.

<b>Transportation related offerings</b>		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The MOST important	89	68.5	69.0	69.0
	The SECOND most important	31	23.8	24.0	93.0
	The THIRD most important	7	5.4	5.4	98.4
	The FOURTH most important	2	1.5	1.6	100.0
	Total	129	99.2	100.0	

Table 22. The ranking of importance of transportation category

<b>Touristic activities related offerings</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The MOST important	32	24.6	24.8	24.8
	The SECOND most important	71	54.6	55.0	79.8
	The THIRD most important	24	18.5	18.6	98.4
	The FOURTH most important	2	1.5	1.6	100.0
	Total	129	99.2	100.0	

Table 23. The ranking of importance of touristic activities category

<b>Food &amp; Beverage related offerings</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The MOST important	7	5.4	5.4	5.4
	The SECOND most important	25	19.2	19.4	24.8
	The THIRD most important	76	58.5	58.9	83.7
	The FOURTH most important	21	16.2	16.3	100.0
	Total	129	99.2	100.0	

Table 24. The ranking of importance of food and beverage category

Non-touristic activities related offerings					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The MOST important	2	1.5	1.6	1.6
	The SECOND most important	1	.8	.8	2.3
	The THIRD most important	21	16.2	16.3	18.6
	The FOURTH most important	105	80.8	81.4	100.0
	Total	129	99.2	100.0	

Table 25. The ranking of importance of non-touristic activities category

It is concluded that people found transportation related offerings most important among all the categories of card offerings, followed by touristic activities. This suggests that these two categories can be the necessary offerings of destination cards. For food and beverage related offerings, which are the third most important, and non-touristic activities, the least important, it suggests that potential destination card users do not perceive these two categories as necessary items in the cards. This indicates that the food and beverage and non-touristic activities related offerings can be seldom or even not used by the card users.

In order to get in-depth information about tourists' perceived importance of each destination card offering, respondents were asked to show the level of importance of each attribute using 7-point Likert scale (1 is extremely unimportant at all; 2 unimportant; 3 is slightly unimportant; 4 is neutral; 5 is slightly important; 6 is important and 7 is extremely important). The mean scores of all attributes under those four categories (i.e., transportation, touristic activities, food and beverage and non-touristic activities) are presented as follow.

<b>Mean score of transportation related attributes</b>							
		Free public transportation	Free airport transfer	Free tourist bus	Other transports - at a discounted price	Bike rental - at a discounted price	Car rental – at a discounted price
N	Valid	129	129	129	129	129	129
	Missing	1	1	1	1	1	1
Mean		6.17	5.70	4.98	4.95	4.09	3.68

Table 26. The mean score for transport related attributes

The mean score for the free public transportation is the highest among the five attributes, which is 6.17. Free airport transfer rank the second with a mean score of 5.7 and the attribute that rank third is free tourist bus, with 4.98 mean score. The less important attributes are the discounts in other transports, bike and car rental, which are 4.95, 4.09 and 3.68 respectively.

<b>Mean score of touristic activities related attributes</b>					
		Free admission to museums	Free admission to attractions	Fast track entry	Free guided tours
N	Valid	129	129	129	129
	Missing	1	1	1	1
Mean		5.60	6.12	5.18	5.05

  

<b>Mean score of touristic activities related attributes</b>				
		Free cruise	Shows and Concert ticket – at a discounted price	Shopping – at a discounted price
N	Valid	129	129	129
	Missing	1	1	1
Mean		4.65	4.76	4.64

Table 27. The mean score for touristic activities related attributes

To the category “tourist activities”, free admission to attractions scores the highest with 6.12 mean score among the five attributes. The second most important attribute is free admission to museums with the mean score 5.6 while fast track

entry is the third most important to respondents. Free guided tours are regarded as slightly important with a mean score 5.5. Respondents are rather neutral to free cruise and discounts for shows, concert tickets and shopping, with the mean 4.65, 4.76 and 4.64 respectively.

<b>Mean score of food and beverage related attributes</b>			
		Discounted at restaurants	Free food & drinks
N	Valid	129	129
	Missing	1	1
Mean		4.96	4.91

Table 28.The mean score for food and beverage related attributes

The mean scores for discounts at restaurants and free food and drinks are similar, which are 4.96 and 4.91 respectively, showing that respondents are neutral or consider these attributes slightly important.

<b>Mean score of non-touristic activities related attributes</b>				
		Free admission to public swimming pools	Spa service - at a discounted price	Sports activities - at a discounted price
N	Valid	129	129	129
	Missing	1	1	1
Mean		2.93	3.69	3.75
<b>Mean score of non-touristic activities related attributes</b>				
		Accommodation – at a discounted price	Locker – at a discounted price	Pocket Wifi rental – at a discounted price
N	Valid	129	129	129
	Missing	1	1	1
Mean		5.34	4.33	5.52

Table 29.The mean score for non-touristic activities related attributes

For non-touristic activities related attributes, the level of importance is relatively low where compared to other categories. In particular, free admission to public swimming pools, discounted price for spa service and sports facilities are perceived as slightly unimportant, with only 2.93, 3.69 and 3.75 mean score respectively. The more important attributes within the category are discounted price for accommodation (5.34), locker (4.33) and pocket Wifi rental (5.52).

An exploratory factor analysis is conducted for identifying the underlying dimensions of included destination cards attributes and the attributes are classified into seven columns. The first three attributes in column 1, which are free admission to public swimming pools and discounted price for sports activities and spa service. The second group in column 2 consists of free admission to attractions and museums and in column 3, free cruise and discounted price for shows and concert tickets are grouped. The attributes in food and beverage category are grouped together in column 4 while for in column 5, discounts on pocket Wifi rental and accommodation are considered as in the same factor. There are two attributes in column 6, which are discounted price for bike and car rental while in column 7 there are discounts on other transportation and free use of public transport.

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.661
Bartlett's Test of Sphericity	Approx. Chi-Square	813.733
	Df	210
	Sig.	.000

Table 30. Table showing the result of KOM and Barlett's Test



Rotated Component Matrix <sup>a</sup>							
	Component						
	1	2	3	4	5	6	7
Free admission to public swimming pools	.768						
Sports activities - at a discounted price	.765						
Spa service - at a discounted price	.746						
Free admission to attractions		.830					
Free admission to museums		.799					
Free fast track entry							
Free cruise			.797				
Shows and concert ticket - at a discounted price			.657				
Shopping - at a discounted price							
Free guided tours							
Free food & drinks				.860			
Discounted at restaurants				.834			
Pocket WiFi rental - at a discounted price					.742		
Accommodation - at a discounted price					.687		
Locker - at a discounted price							
Car rental - at a discounted price						.684	
Bike rental - at a discounted price						.611	
Free airport transfer							
Free tourist bus							
Other transports - at a discounted price							.763
Free public transportation							.715

Table 31. Table showing result of factor analysis

The seven columns above can be classified into necessary and value-adding offerings when regarding the attributes to the four categories (i.e., transportation, touristic activities, food and beverage and non-touristic activities). Combining with the previous results on the mean score, it can be suggested that the attributes in column 1, 3 and 6 are considered as value-adding items while attributes in column 2, 4 and 7 are considered as necessary. Table 32 is the summary of the results.

In the last part of the survey, respondents are asked if there is any other attributes they would like to add on top of the existing offerings. A common answer is that to provide free SIM card with data and access to the destination's Wifi, showing that internet access is important to tourists. Another popular suggestion is to provide multi-destination cards which allow card users to enjoy advantage across boundaries. Some respondents also suggested to provide group saving for the cards. For example, if there are four tourists buying the card together, they are able to buy it at a discounted price.

To summarize, offerings related to transportation is the most important category to tourists, followed by touristic activities related attributes and food and beverage category. The level of importance of non-touristic activities is the lowest, according to the results. Among all the attributes, free use of public transport and free admission to museums has the highest score, which means they are the most important attributes to tourists and it is necessary to be included in a destination card. Attributes in non-touristic activities score the lowest, which indicates that the level of importance is rather low from tourists' perspective.

<b>Dimension1: Transportation (Necessary)</b>	<b>Dimension2: Transportation (Value-adding)</b>	<b>Dimension3: Touristic activities (Necessary)</b>	<b>Dimension3: Touristic activities (Value-adding)</b>	<b>Dimension4: Food and Beverage (Necessary)</b>	<b>Dimension5: Non-touristic activities (Necessary)</b>	<b>Dimension6: Non-touristic activities (Value-adding)</b>
Free use of public transport	Bike rental – at a discounted price	Free admission to museums	Free cruise	Discounts at restaurants	Pocket Wifi Rental – at a discounted price	Free admission to public swimming pools
Other transport – at a discounted price	Car rental – at a discounted price	Free admission to attractions	Shows and concerts – at a discounted price	Free food and drinks	Accommodation – at a discounted price	Sports activities – at a discounted price
						Spa service – at a discounted price

Table 32. Summary of factor analysis results

## 5 Conclusions

### 5.1 Summary

The aim of this paper is to profile the offerings provided by government-managed destination cards and to examine the perceived importance of destination card offerings from the viewpoint of young travellers. In this paper, a content analysis and an online survey are conducted in order to achieve the research objective.

The results from content analysis have shown that, among all the attributes offered by the 36 destination cards selected, the most common ones in transportation are (1) free public transports, (2) free airport transfer, (3) airport transfer at discounted price, (4) free tourist bus, (5) other transports in free, (6) other transports at discounted price, (7) bike rental at discounted price and (8) car rental at discounted price. For touristic activities, (1) free admission to museums and attractions, (2) discounts on admission to museums and attractions, (3) fast track entry, (4) free tours, visits and sightseeing, (5) discounts on tours, visits and sightseeing, (6) free cruise, (7) discounts on shows and concerts and (8) discounts on shopping are the common attributes which have more than five instances or above. In the category of food and beverage, the attributes that are often included in the cards are (1) discounts at restaurants, cafés and bars and (2) free drinks and food. For non-touristic activities, (1) free admission to swimming pools, (2) admission to swimming pools at discounted price, (3) wellness service at discounted price, (4) discounts on sports activities, (5) discounts on accommodation in hotels and hostels and (6) discounts on other services has appeared more than three instances or above.

From the results obtained in empirical research, most young tourists bought destination cards because of their cost-saving nature and convenience provided, which match with the aim of issuing destination cards. However, the number of respondents who have not bought destination cards before is much higher than that of card users. This indicates that it is not a common practice for young adult tourists to purchase the cards when they travel to European cities. The main reason for such phenomenon is due to unfamiliarity of destination cards among respondents. Young adults do not know the existence of destination cards. Therefore, in order to boost

the usage of destination cards among young travellers, DMOs are recommended to conduct more marketing campaigns to promote the card since many of them have never heard of what a destination card is.

In addition, it is found that transportation attributes are considered as the most important, followed by touristic activities in the second place. Food and beverage attributes are the third most important among the four categories. The least important category is non-touristic activities from young adults' point of view. Regarding the level of importance of attributes, free public transportation, free admission to attractions, free admission to museums and free airport transfer have the highest mean score, which indicates that these four attributes are considered as the most important in the viewpoint of young adults. Combining the results obtained in exploratory factor analysis, DMOs should ensure that their destination cards have covered all the "necessary attributes" since potential card users generally agree that they are important. To those "value-adding features", DMOs should consider adopting the top-up approach, which lists those attributes as additional features and allows customers to pay extra for enjoying the benefits. It is suggested that the package of destination cards to include free use of public transport, free airport transfer and discounts on other transports in transportation category while for touristic activities, free admission to museums and attractions should be included. In addition, discounts at restaurants, free food and drinks and discounts on pocket Wifi rental are also recommended to be one of the benefits in the cards. Apart from pocket Wifi rental, DMOs could include other forms of connection to internet like access code and password of Hotspot service for card users as young adults have shown their concerns on this point. DMOs could also consider designing two types of destination cards, in which one is the basic version with only necessary attributes provided and one is the premium version that includes all value-adding features. The different types of destination cards allow tourists to choose the package that cater their needs most.

## 5.2 Limitations

There is a total of 130 respondents of the online survey while most of them are from Hong Kong. The imbalance in the nationality of the sample can lead to biased result. The sample collected is not representative of the whole population. Apart from the nationality of respondents, the reader should be mindful about the sample size. Since there are only 129 valid responses, the conclusions cannot be generalized to the perception of entire young adult group.

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## 7 Appendices

### 7.1 Summary of all attributes in the 36 destination cards

	Transportation	Touristic activities	Food and Beverage	Others
<b>Aarhus</b>	<ul style="list-style-type: none"> <li>• Free transport by bus (24/48/72 hours)</li> <li>• Free parking</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to attractions (23)</li> <li>• Discount on museums (3) [30%]</li> <li>• Free city tour</li> <li>• Discounts on shopping</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to indoor swimming pool and skating rinks</li> </ul>
<b>Amsterdam</b>	<ul style="list-style-type: none"> <li>• Free unlimited use of public transport (24/48/72/96 hours)</li> <li>• Discount on bike rental [25%]</li> <li>• Discount on harbor cruise [25%]</li> <li>• Discount on boat rental [25%]</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to museums and attractions (45)</li> <li>• Free canal cruise</li> <li>• Free gift giveaways (2)</li> <li>• Discounts at attractions (12)</li> <li>• Discounts on music and stage (6)</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants (16) [25%]</li> <li>• Free food and drinks giveaways (2)</li> </ul>	<ul style="list-style-type: none"> <li>• Free, detailed city map</li> <li>• Additional offers every month</li> </ul>
<b>Antwerp</b>	<ul style="list-style-type: none"> <li>• Free use of public transport (24/48/72 hours)</li> <li>• Free use of the HopNStop shuttle bus</li> <li>• Discount on renting bike</li> </ul>	<ul style="list-style-type: none"> <li>• Free entry to all museums and monumental churches</li> <li>• No surcharge for temporary exhibitions</li> <li>• Discounts at attractions and sightseeing (&gt;25%)</li> </ul>	<ul style="list-style-type: none"> <li>• Set of vouchers</li> </ul>	<ul style="list-style-type: none"> <li>• Free guide with practical information</li> <li>• Useful city map</li> </ul>
<b>Barcelona</b>	<ul style="list-style-type: none"> <li>• Free unlimited use of public transport (2/3/4/5 days)</li> <li>• Free train from /to the airport</li> <li>• Discount on bike rental (-2€)</li> <li>• Discounts on other rentals (eg. moto rent)</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to city's top museums (11)</li> <li>• Skip ticket lines (10)</li> <li>• Free waterfront cruise</li> <li>• Free guided tour</li> <li>• Free Barcelona Walking Tours</li> <li>• Discounts at museums and attractions (32) [5-50%]</li> <li>• Discounts on visits and tours (15) [15-50%]</li> <li>• Discounts on leisure activities (eg. jamon tasting) (10) [20-60%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants (14) [10-20%]</li> <li>• Discounts on night-time venues (2) [20/30%]</li> <li>• Free admission and welcome drink in Casino de Barcelona</li> </ul>	<ul style="list-style-type: none"> <li>• Free informative guide in six languages</li> <li>• General map with location of the special offers and map of the metro network</li> <li>• Discount on locker [10%]</li> <li>• Preferential assistance on International Medical Services</li> </ul>

<b>Belfast</b>	<ul style="list-style-type: none"> <li>• Free unlimited travel on public transport (1/2/3 days)</li> </ul>	<ul style="list-style-type: none"> <li>• Free entry to attractions (5)</li> <li>• Discounts on attractions admission (12) [10-15%]</li> <li>• Discounts on tours (7) [10-20%]</li> <li>• Discounts on shopping (3) [10-15%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants (10) [10-20%]</li> <li>• Free tea or coffee at UlsterScots Centre</li> </ul>	---
<b>Bergen</b>	<ul style="list-style-type: none"> <li>• Free scheduled buses in the city and the region (24/48/72 hours)</li> <li>• Free use of Bergen Light Rail</li> <li>• Discount on parking (30%)</li> <li>• Discounts on car rental (10-20%)</li> <li>• Discount on funicular (50%)</li> <li>• Discount on bike rental (15%)</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to museums and attractions (30)</li> <li>• Free activities (2)</li> <li>• Avoid ticket lines</li> <li>• Discounts on sightseeing (5) [10-32%]</li> <li>• Discounts on entertainment activities (17) [15-50%]</li> <li>• Discount on shopping (1) [10%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discount at restaurants (6) [10-15%]</li> </ul>	---
<b>Berlin</b>	<ul style="list-style-type: none"> <li>• Free travel on all public transport services (48/72 hours /4/5/ 6 days)</li> </ul>	<ul style="list-style-type: none"> <li>• Free entry to the Museum Island museums valid for 3 consecutive days</li> <li>• Discounts at museums and exhibitions (42) [25-50%]</li> <li>• Discounts at attractions (26) [25-50%]</li> <li>• Discounts on sightseeing (15) [25-40%]</li> <li>• Discounts on tours (20) [25-50%]</li> <li>• Discounts on stages (eg. concerts, shows) (34) [25%]</li> <li>• Discounts on shopping (6) [25%]</li> <li>• Discounts on attractions at Potsdam (27) [25-50%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants, bars and cafés (26) [25-50%]</li> </ul>	<ul style="list-style-type: none"> <li>• City map</li> <li>• Discounts on wellness (eg. spa) (3) [25%]</li> </ul>

<b>Bordeaux</b>	<ul style="list-style-type: none"> <li>• Free public transport on the TBC network (24/48/72 hours)</li> </ul>	<ul style="list-style-type: none"> <li>• Free entry to museums and UNESCO listed monuments (25)</li> <li>• Free admission to exhibitions (2)</li> <li>• Free guided walking tours</li> <li>• Discounts at attractions (16) [&gt;10%]</li> </ul>	---	<ul style="list-style-type: none"> <li>• Free Assistant Bordeaux mobile App</li> <li>• Discount on renting pocket Wifi [50%]</li> </ul>
<b>Bratislava</b>	<ul style="list-style-type: none"> <li>• Free unlimited travel on public transport (1/2/3 days)</li> <li>• Discounts on bicycle and car rentals (15-20%)</li> </ul>	<ul style="list-style-type: none"> <li>• Free guided walking tour</li> <li>• Discounts at museums and galleries (11) [ 20-50%]</li> <li>• Discounts on concerts (3) [10-33%]</li> <li>• Discounts on tours (12) [10-20%]</li> <li>• Discounts on river cruises and speedboat rides (5)[10-20%]</li> <li>• Discounts on shopping (8) [5-20%]</li> <li>• Discounts at attractions outside the city (12) [5-50%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants (11) [10-20%]</li> <li>• Discounts at cafés, patisseries and bistros (4) [10-15%]</li> <li>• Discounts at wines, bars and breweries (7)[10%]</li> <li>• Free welcome drink in clubs and bars</li> </ul>	<ul style="list-style-type: none"> <li>• Free trilingual guide for the card holders</li> <li>• Discounts on indoor swimming pool and outdoor swimming bath [10%]</li> <li>• Discounts on Adrenaline games, sports and climbing courses [10-33%]</li> <li>• Discounts on accommodation in hotels and a hostel (3) [10%]</li> </ul>
<b>Brussels</b>	<ul style="list-style-type: none"> <li>• Free travel on public transport* (24/48/72 hours)</li> <li>• Free access to Hop on Hop off buses* (24/48/72 hours)</li> </ul>	<ul style="list-style-type: none"> <li>• Free entry to museums (39)</li> <li>• Discounts on culture and tours (10) [&gt;20%]</li> <li>• Discounts on designer boutiques (9) [5%]</li> <li>• Discounts on shopping (6) [10-25%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants and bars (10) [&gt;25%]</li> </ul>	<ul style="list-style-type: none"> <li>• Illustrated guide book</li> </ul>
<b>Budapest</b>	<ul style="list-style-type: none"> <li>• Free use of public transportation (24/48/72 hours)</li> <li>• Discount on car rental (20%)</li> </ul>	<ul style="list-style-type: none"> <li>• Free entry to museums (14)</li> <li>• Free entry to permanent exhibitions in museums (12)</li> <li>• Free walking tours (3)</li> <li>• Free entry into Lukács Bath</li> <li>• Discounts at museums (13) [10-50%]</li> <li>• Discounts on tours (20) [10-50%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants (21) [10-40%]</li> <li>• Free gifts (2)</li> </ul>	<ul style="list-style-type: none"> <li>• Free brochure with all information</li> <li>• 5 % discount for online purchase</li> <li>• Free trezory (security box) rental</li> </ul>

		<ul style="list-style-type: none"> <li>• Discounts at thermal baths and swimming pool (7) [20-30%]</li> <li>• Discounts on theatres (5) [5-20%]</li> <li>• Discounts on entertainment and cultural programs (eg. shows, cooking school) (26) [10-50%]</li> </ul>		
<b>Copenhagen</b>	<ul style="list-style-type: none"> <li>• Free public transportation by bus, train and metro (24/48/72/120 hours)</li> <li>• Free transport from/to airport</li> <li>• Discount on bike rental [20%]</li> <li>• Discount on "Hop on Hop off" Bus [20%]</li> <li>• Discount on ferry [10-25%]</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to museums and attractions (79)</li> <li>• Discounts at museums and attractions (4) [25%]</li> <li>• Discounts on tours (7) [10-25%]</li> <li>• Discount at Danish Art &amp; Christmas Shop [10%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants and cafés (14) [10-20%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts on Swim Centre [20%]</li> <li>• Bring along two children (0-9) for free with an adult Copenhagen Card</li> <li>• A handy guide with city map and information on museums and attractions</li> </ul>
<b>Dijon</b>	---	<ul style="list-style-type: none"> <li>• Free entrance to attractions (8)</li> <li>• Free visit and tasting in wine cellars (3)</li> </ul>	---	<ul style="list-style-type: none"> <li>• Available 1 year</li> </ul>
<b>Ghent</b>	<ul style="list-style-type: none"> <li>• Free travel on bus and tram (48/72 hours)</li> <li>• Free use of hop on hop off water tramway (1day)</li> <li>• Free bike rental (1 day)</li> </ul>	<ul style="list-style-type: none"> <li>• Free access to all top attractions, monuments and museums</li> <li>• A guided boat tour</li> </ul>	---	---
<b>Gothenburg</b>	<ul style="list-style-type: none"> <li>• Free travel on public transport (24/48/72 hours)</li> <li>• Free parking in a selection of parking spaces</li> <li>• Discount on Airport Coaches</li> <li>• Free travel on "Hop on Hop off" bus</li> </ul>	<ul style="list-style-type: none"> <li>• Free entrance to museums and attractions (17)</li> <li>• Free tours (4)</li> <li>• Free admission to activities (5)</li> <li>• Free boat trip during Christmas(1)</li> </ul>	---	<ul style="list-style-type: none"> <li>• Shopping booklet with discount coupons</li> </ul>
<b>Hamburg</b>	<ul style="list-style-type: none"> <li>• Free travel on the</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at museums</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at</li> </ul>	---

	<p>underground, buses and harbor ferries (1/2/3/4/5 days)</p> <ul style="list-style-type: none"> <li>• Discount on bike rental [18%]</li> <li>• Discount on Europcar rental [15%]</li> <li>• Discount on parking [17%]</li> </ul>	<p>and exhibitions (32) [17-50%]</p> <ul style="list-style-type: none"> <li>• Discounts at attractions (18) [8-28%]</li> <li>• Discounts on musicals, theatres and operas (22) [10-25%]</li> <li>• Discounts on tours (8) [11-23%]</li> <li>• Discounts on cruises (15) [14-28%]</li> <li>• Discounts on souvenirs (4) [10%]</li> </ul>	<p>restaurants (21) [20-25%]</p> <ul style="list-style-type: none"> <li>• Discounts at cafés and coffee shops (10) [10-20%]</li> </ul>	
<b>Helsinki</b>	<ul style="list-style-type: none"> <li>• Free travel on public transport (24/48/72 hours)</li> <li>• Free ferry ride to Suomenlinna</li> <li>• Discounted price of Finnair City Bus [adults: -1.3€]</li> <li>• Discounted price of Tallink [adults: -3€]</li> <li>• Discount on "Hop on Hop off" Bus</li> </ul>	<ul style="list-style-type: none"> <li>• Free entry to museums and sights (22)</li> <li>• Free sightseeing tour either by bus or by boat (1)</li> <li>• Discounts at museums and sights (12) [&lt;50%]</li> <li>• Discounts on tours (5) [17- 63%]</li> <li>• Discount on Medieval Tallinn day tours [7.5%]</li> <li>• Free small gifts (2)</li> <li>• Discounts on shopping (3) [10%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants (9) [15-20%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discount on Tallinn Card [10%-22%]</li> <li>• Guidebook with instructions, maps and detailed information of all the benefits and discounts in five languages</li> </ul>
<b>Innsbruck</b>	<ul style="list-style-type: none"> <li>• Free use of the public transport (24/48/72 hours)</li> <li>• Free use of the Sightseer "Hop on Hop off" Bus</li> <li>• Free use of the Swarovski Crystal World's shuttle bus</li> <li>• Free round trip with any of the 7 cable cars and lifts</li> <li>• Free bike rental (3 hours)</li> </ul>	<ul style="list-style-type: none"> <li>• Free entrance to all museums and sights in the region</li> <li>• Free guided city tour (1; available daily)</li> <li>• Discounts on entertainment activities, tours and attractions (15) [10-50%]</li> <li>• Discounts on shopping (5) [5-10%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discount on the welcome pack and 1 welcome drink at Casino Innsbruck</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts on golf (4) [20%]</li> </ul>
<b>Lisbon</b>	<ul style="list-style-type: none"> <li>• Free use of public transport throughout the city</li> </ul>	<ul style="list-style-type: none"> <li>• Free entrance to leading museums and monuments (28)</li> </ul>	---	---

	<ul style="list-style-type: none"> <li>• Discount on Fertagus (Train line Lisboa) [25%]</li> <li>• Discount on Aerobus [43%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discount on local services and cultural and tourist interest (&gt;60) [10-50%]</li> <li>• Discount in participating stores for wide range of genuinely Portuguese article [5-10%]</li> </ul>		
<b>Ljubljana</b>	<ul style="list-style-type: none"> <li>• Free rides on city buses (24/48/72 hours)</li> <li>• Free travel on the tourist boat, the tourist road train, and the funicular to Ljubljana Castle</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to major museums and attractions (17)</li> <li>• A free guided city tour</li> <li>• A free tourist boat cruise</li> </ul>	---	<ul style="list-style-type: none"> <li>• 24-hour free access to Wifi</li> <li>• Discount on the card price when purchase online [10%]</li> </ul>
<b>London</b>	<ul style="list-style-type: none"> <li>• A pre-loaded credit in Oyster Card* (1/2/3/6/10 days)</li> <li>• Free 1-Day "Hop on Hop off Bus"</li> </ul>	<ul style="list-style-type: none"> <li>• Free entry to attractions, tours and museums (&gt;60)</li> <li>• Fast track entry to some attractions (6)</li> <li>• Discounts on tours and leisure activities (10) [20%]</li> <li>• Discounts on shopping (14) [15%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants (5) [15-20%]</li> <li>• Free chocolate bar at William Curley</li> </ul>	<ul style="list-style-type: none"> <li>• A free, full-colour guidebook with helpful information about each attraction in 7 languages</li> <li>• Free Money Back Guarantee for all online orders</li> <li>• Free cell phone rental</li> </ul>
<b>Lyon</b>	<ul style="list-style-type: none"> <li>• Free access to public transport (1/2/3 days)</li> <li>• Offers on bike rental [60 minutes free; 3 days for just €3]</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to museums, including temporary exhibition (22)</li> <li>• Avoid ticket lines</li> <li>• Free booking of a guided tour</li> <li>• Free seat on the Saône River cruise boat</li> <li>• Free entry to puppet show</li> <li>• Discounts on activities and shows (&gt;13)</li> <li>• Discounts and advantages in</li> </ul>	<ul style="list-style-type: none"> <li>• Discount at Hard Rock Café</li> </ul>	<ul style="list-style-type: none"> <li>• Audioguides in 5 languages are included</li> <li>• Discount on pocket Wifi rental [50%]</li> </ul>



		department stores		
<b>Nice (French Riviera Pass)</b>	<ul style="list-style-type: none"> <li>• Special price on transport package (4€)</li> <li>• Free travel on public transport, including transfer between airport* (24/48/72 hours)</li> </ul>	<ul style="list-style-type: none"> <li>• Free access to museums (26)</li> <li>• Free access to attractions (34)</li> <li>• Free tours and workshops (12)</li> <li>• Discounts on visits (8) [10-20%]</li> <li>• Discounts on shopping (4) [5-10%]</li> </ul>	<ul style="list-style-type: none"> <li>• Free food and drinks (4)</li> <li>• Free wine tasting (1)</li> </ul>	<ul style="list-style-type: none"> <li>• Discount on renting Wifi [10%]</li> </ul>
<b>Nuremberg</b>	<ul style="list-style-type: none"> <li>• Free travel on all public transport (2 days)</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to all museums and attractions (&gt;29)</li> </ul>	---	---
<b>Oslo</b>	<ul style="list-style-type: none"> <li>• Free public transport (24/48/72 hours)</li> <li>• Free ferry to museums at Bygdøy</li> </ul>	<ul style="list-style-type: none"> <li>• Free entry to museums (32)</li> <li>• Free walking tours (3)</li> <li>• Discounts on sightseeing (5) [15-40%]</li> <li>• Discounts on shopping (3) [10%]</li> <li>• Discounts on activities (7) [15-20%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants (6) [20%]</li> </ul>	<ul style="list-style-type: none"> <li>• Free entry to swimming pools</li> </ul>
<b>Paris</b>	<ul style="list-style-type: none"> <li>• Free and unlimited access to transport (2/3/4/5 days)#</li> </ul>	<ul style="list-style-type: none"> <li>• Free entry to monuments and museums (&gt;60)#</li> <li>• Fast track entry to attractions</li> <li>• A cruise on the River Seine</li> <li>• 1 Visit to the Eiffel Tower*</li> <li>• An excursion on Open Top Double Decker Buses</li> <li>• Discounts of a selection of partners [&gt;20%]</li> </ul>	---	<ul style="list-style-type: none"> <li>• A booklet Paris City Pass Advantages &amp; Discounts</li> <li>• A free map of Paris</li> </ul>
<b>Prague</b>	<ul style="list-style-type: none"> <li>• Free unlimited transport by metro, bus and trams (2/3/4 days)</li> <li>• Free Airport Express</li> </ul>	<ul style="list-style-type: none"> <li>• Free entrance to top city attractions (50)</li> <li>• Free bus tour</li> <li>• Discounted entries attractions (&gt;30) [15-50%]</li> <li>• Discounts on river</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants (3) [15-20%]</li> <li>• Free dessert at Hard Rock Café</li> </ul>	<ul style="list-style-type: none"> <li>• Free Guidebook packed with information about the attractions in 7 languages</li> <li>• Special exchange</li> </ul>

	<ul style="list-style-type: none"> <li>• Free travel on ferry boats</li> <li>• Discount on airport transfers [10%]</li> </ul>	<ul style="list-style-type: none"> <li>cruise (2) [25%]</li> <li>• Discounts on tours (9) [25-40%]</li> <li>• Discounts on tours outside Prague (11) [25%]</li> <li>• Discounts on folklore and theatre shows (9) [20-50%]</li> <li>• Discounts at shopping (2) [10-20%]</li> </ul>	<ul style="list-style-type: none"> <li>• 2 free drinks at Ice Pub</li> </ul>	rate
<b>Reykjavik</b>	<ul style="list-style-type: none"> <li>• Free unlimited travel on buses and the ferry to Viðey Island (24/48/72 hours)</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to thermal pools (7)</li> <li>• Free admission to all museums (10)</li> <li>• Free admission to all galleries, Reykjavik Zoo and Family Park</li> <li>• Discounts on tours (6) [10-25%]</li> <li>• Discounts on entertainment activities (12) [10-30%]</li> <li>• Discounts at thermal pools (3) [50%]</li> <li>• Discounts on shopping (2) [10%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants and cafés (12) [10-15%]</li> </ul>	---
<b>St. Petersburg</b>	<ul style="list-style-type: none"> <li>• Rechargeable travel pass for transport with discounts</li> <li>• Discount on bike rental [10%]</li> <li>• Discount on car rental [20%]</li> <li>• Discount on taxi [15%]</li> </ul>	<ul style="list-style-type: none"> <li>• Free entrance to museums (64)</li> <li>• Free sightseeing tours and river cruises (8)</li> <li>• Discounts at museums (6) [10-40%]</li> <li>• Discounts on tours (10) [20-50%]</li> <li>• Discounts on souvenirs (3) [10-20%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants and cafés (15) [10-15%]</li> </ul>	<ul style="list-style-type: none"> <li>• 200-page guidebook with useful visitor information</li> <li>• Discounts at hotels (7) [10-30%]</li> </ul>
<b>Stuttgart</b>	<ul style="list-style-type: none"> <li>• Free ride in the local public transport network* (24/48/72 hours)</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to all museums (19)</li> <li>• Free admission to leisure facilities (7)</li> <li>• Discounts on tours (3) [20%]</li> <li>• Discounts at partner retail stores (3) [10%]</li> <li>• Discounts at theatres</li> </ul>	<ul style="list-style-type: none"> <li>• Welcome drinks or desserts in selected restaurants (8)</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to city golf</li> <li>• 1 hour free in Indoor Trampoline Park</li> </ul>

		(2) [20%]		
<b>Tallinn</b>	<ul style="list-style-type: none"> <li>• Free public transport (24/48/72 hours)</li> <li>• Free bike rental (3 hours)</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to top city attractions (45)</li> <li>• A free sightseeing tour of your choice</li> <li>• Discounted sightseeing tours and day trips (6) [10-50%]</li> <li>• Discounted leisure activities (6) [15-50%]</li> <li>• Discounts at handicraft and design shops (2) [small gift; 20%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants and cafés (7) [10-15%]</li> <li>• Free chocolate truffle at Kehr wieder Chocolaterie</li> <li>• Free coffee/tea at Café Maiasmokk</li> <li>• Free admission of Club Hollywood</li> </ul>	<ul style="list-style-type: none"> <li>• Handy Tallinn Card map folder</li> <li>• Discounts for Helsinki Card and Petersburg Card</li> </ul>
<b>Turku (Museum Walk Card)</b>	---	<ul style="list-style-type: none"> <li>• Free admission to museums (3 days) (12)</li> <li>• Free admission for children under 18 years with an accompanying cardholder at some museums</li> <li>• Discounts on certain museum shop purchases (4) [10-50%]</li> <li>• Discount on Sightseeing tour during summertime [-10€]</li> </ul>	---	---
<b>Valencia</b>	<ul style="list-style-type: none"> <li>• Free public transport, including journey between airport and Albufera Natural Park (24/48/72 hours)</li> <li>• Discounts on Tourist Bus [12%]</li> <li>• Discount on bike rental [10-20%]</li> <li>• Discount on car rental [10%]</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission to museums (20)</li> <li>• Discounts on city's main attractions (19) [10-50%]</li> <li>• Discounts on guided tours (35) [10-20%]</li> <li>• Discounts on shopping (14) [5-20%]</li> <li>• Discounts on leisure activities (3) [10%]</li> </ul>	<ul style="list-style-type: none"> <li>• 2 Tapas &amp; 2 Beverages</li> <li>• Discounts at restaurants (27) [10-15%]</li> </ul>	<ul style="list-style-type: none"> <li>• Free Guidebook and Map</li> <li>• Discount on Spanish course for foreigners [10%]</li> <li>• Discount on health and wellness (eg. spa) (5) [10-15%]</li> </ul>
<b>Vienna</b>	<ul style="list-style-type: none"> <li>• Free unlimited travel on public transport (24/48/72 hours)#</li> <li>• Free use of "Hop on Hop Off Bus" (24 hours)#</li> <li>• Discount on taxi</li> </ul>	<ul style="list-style-type: none"> <li>• A guide city tour#</li> <li>• Discounts on museums and attractions (86) [-0.7€ - 20%]</li> <li>• Free gift at attractions (2)</li> <li>• Discounts on tours and</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at bars and restaurants (30) [5-20%]</li> <li>• Free drinks at restaurants (9)</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at airline Lounges (2) [-5€ -10%]</li> <li>• One child up to the age of 16 travels free with each Vienna City Card holder</li> </ul>

	<ul style="list-style-type: none"> <li>[10%]</li> <li>• Discount on car rental [15%]</li> <li>• Discount on Vienna Airport Lines [-1€]</li> <li>• Discount on garage [20%]</li> </ul>	<ul style="list-style-type: none"> <li>guides (12) [-1€ - 17%]</li> <li>• Discounts on leisure and sports activities (8) [-1€ - 25%]</li> <li>• Discounts on music an stage (20) [10-25%]</li> <li>• Discounts on shopping (40) [5-20%]</li> </ul>		<ul style="list-style-type: none"> <li>• Coupon booklet</li> </ul>
<b>Zagreb</b>	<ul style="list-style-type: none"> <li>• Free unlimited free travel on public transport (including the funicular to the old city) (24/72 hours)</li> <li>• Discounts on bike rental [10%/ 60 minutes free]</li> <li>• Discount on car rental [10-25%]</li> </ul>	<ul style="list-style-type: none"> <li>• Free entry to museums (4)</li> <li>• Free entry to the Zagreb Zoo</li> <li>• Discounts on museums and galleries (11) [5-50%]</li> <li>• Discounts on shopping (12) [5-10%]</li> <li>• Discounts on tours (2) [20%]</li> <li>• Discounts on Zagreb surroundings (4) [10-50%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts at restaurants (19) [5-10%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts on accommodation (14) [10-30%]</li> </ul>
<b>Zurich</b>	<ul style="list-style-type: none"> <li>• Free second-class travel on public transport in the city of Zürich and surroundings (24/72 hours)</li> <li>• Free transfer between Zurich Airport and Zurich city</li> </ul>	<ul style="list-style-type: none"> <li>• Free admission on museums (13)</li> <li>• Discounts at museums (4) [20-40%]</li> <li>• Discounts on tours (2) [15-50%]</li> <li>• Short boat trips and Limmat river cruise for CHF 5</li> <li>• Discounts on shopping (8) [10-20%]</li> <li>• An excursion up the Uetliberg</li> </ul>	<ul style="list-style-type: none"> <li>• Culinary surprise at restaurants (16)</li> <li>• Discount on food and delivery (4) [10%]</li> </ul>	<ul style="list-style-type: none"> <li>• Discounts on swimming pools (2) [15/50%]</li> <li>• Discounts on wellness (4) [10-20%]</li> </ul>

Table 33. Table showing all attributes of selected destination cards

**Note.**

(): number of restaurants, shops or services offering discounts or free admission

[: amount or percentage of discounts

\*: requires additional purchase

#: depending on the package you chose