

Visitor survey

Thank you for visiting. Please answer about this trip only. It takes about four minutes and we do not need your name.

Where surveyed

Date

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

1 What is the main purpose of this trip?

- ☐ Holiday, leisure or recreation ☐ Visiting friends or relatives ☐ Business or a work event
☐ Education or training ☐ Health or wellness ☐ Religion or pilgrimage ☐ Something else

2 How many nights are you spending here on this trip?

- ☐ None, it is a day trip ☐ 1 to 3 nights ☐ 4 to 7 nights ☐ 8 to 14 nights ☐ More than 14 nights

3 Including you, how many people share the costs of this trip?

- ☐ Just me ☐ 2 people ☐ 3 or 4 people ☐ 5 or 6 people ☐ 7 or more

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
4 Overall, I am satisfied with my visit.	1	2	3	4	5					
5 It was easy to get around once I arrived.	1	2	3	4	5					
6 I felt safe during my visit.	1	2	3	4	5					
7 The things I did here were worth what I paid.	1	2	3	4	5					
8 Local people made me feel welcome.	1	2	3	4	5					
9 The visit lived up to what I expected before I came.	1	2	3	4	5					

10 How likely are you to recommend this destination to a friend?

Not at all likely ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 Extremely likely

11 Do you plan to visit again?

- ☐ Yes, within a year ☐ Yes, in the next few years ☐ Maybe ☐ Probably not ☐ No

12 What one thing would have made your visit better?

Thank you. Your answers are anonymous.

poll-maker.com/tourism

Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Your trip and how you planned it

13 How did you first hear about this destination? (tick all that apply)

- ☐ Friends or family ☐ Social media ☐ Search engine or travel website ☐ Travel agent or tour operator
☐ Guidebook, magazine or TV ☐ I have been here before

14 What made you choose this destination? (tick all that apply)

- ☐ Scenery and nature ☐ History and culture ☐ Food and drink ☐ An event or festival ☐ Good prices
☐ Close to home ☐ Friends or family live here

15 How far ahead did you decide to take this trip?

- ☐ Less than a week ☐ 1 to 4 weeks ☐ 1 to 3 months ☐ More than 3 months

16 How did you travel here?

- ☐ Car ☐ Plane ☐ Train ☐ Bus or coach ☐ Boat or ferry ☐ Bicycle or on foot

17 Where are you staying on this trip?

- ☐ Hotel or resort ☐ Vacation rental ☐ B&B or guesthouse ☐ Hostel ☐ Campsite or RV park
☐ With friends or relatives ☐ Not staying overnight

18 How did you book your accommodation?

- ☐ Directly with the hotel or host ☐ Through a booking website or app
☐ Through a travel agent or tour operator ☐ I did not need to book

What your group spent

19 About how much has your group spent here in total, not counting travel to get here?

- ☐ Under \$100 ☐ \$100 to \$249 ☐ \$250 to \$499 ☐ \$500 to \$999 ☐ \$1,000 or more

Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

What your group spent (continued)

20 Which of these did your group spend money on here? (tick all that apply)

- ☐ Accommodation ☐ Food and drink ☐ Local transport ☐ Attractions, tours and activities
☐ Shopping ☐ A package booked in advance

21 Compared with what you planned, did you spend:

- ☐ Much less ☐ A little less ☐ About what I planned ☐ A little more ☐ Much more

22 Was any part of this trip a package, with travel and accommodation sold together?

- ☐ Yes, a package ☐ No, booked separately ☐ Not sure

Attractions and activities

23 What did you do during your visit? (tick all that apply)

- ☐ Sightseeing ☐ Museums or heritage sites ☐ Beaches, parks or nature ☐ Eating out ☐ Shopping
☐ An event or festival ☐ Outdoor sport or adventure

24 Which place or activity was the highlight of your visit?

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
25 Opening hours of the places I wanted to see suited my plans.	1	2	3	4	5					
26 Signs and visitor information were easy to find and follow.	1	2	3	4	5					
27 The places I visited were easy to access for everyone in my group.	1	2	3	4	5					
28 I could enjoy the places I visited without heavy crowds.	1	2	3	4	5					

Travelling responsibly

29 How did you mostly get around during your stay?

- ☐ Walking or cycling ☐ Public transport ☐ My own car ☐ A rental car ☐ Taxi or ride share
☐ Tour bus or shuttle

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Travelling responsibly (continued)

30 How often did you choose locally owned shops and restaurants?

- ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
31 I would visit outside the busiest months if there were good reasons to.	☐	☐	☐	☐	☐

About you (optional)

32 Where do you live?

- ☐ In this region ☐ Elsewhere in this country ☐ In another country

33 How old are you?

- ☐ 18 to 24 ☐ 25 to 34 ☐ 35 to 54 ☐ 55 to 64 ☐ 65 or older ☐ Prefer not to say

34 Not counting this one, how many overnight trips have you taken in the past 12 months?

- ☐ None ☐ 1 or 2 ☐ 3 to 5 ☐ 6 or more