

Tourist Destination Questionnaire

Dear Sir or Madam!

Good morning/afternoon and welcome to our tourist destination. We are pleased that you decided to stay here. If you have spent at least one night at our destination we kindly ask you to participate in a survey which will help us make your future stay here even more pleasant. The interview will take about 10-15 minutes and is conducted anonymously.

1. How did you arrive to Slovenia? *(mark the appropriate answer)*

1. By car.
2. By bus.
3. With low-cost airline.
4. With major airline.
5. By train.
6. Other, what: _____

2. Where did you hear about this tourist destination? *(mark the appropriate answer, more answers possible)*

1. I already knew of it.
2. The Internet.
3. Friends and relatives.
4. Media.
5. Books and guides.
6. Travel agency.
7. Fairs and/or exhibitions.
8. It was part of the travel package.
9. Other, what: _____

3. Is this your first visit to this tourist destination? *(mark the appropriate answer)*

1. No. → How many times have you visited this tourist destination in the past? _____
2. Yes.

4. How many nights are you planning to stay at this tourist destination: _____

5. What are the main reasons for your visit to this tourist destination? *(mark the appropriate answer)*

1. Rest and relaxation.
2. Visiting relatives and friends.
3. Business reasons.
4. Attending a conference, congress, seminar, and other forms of educations.
5. Culture.
6. Fun.
7. Sports and recreation.
8. Health.
9. Religious reasons.
10. Other, what : _____

6. Below are listed some statements which refer to the general image of this tourist destination. For each statement please indicate to what extent you agree with it. »1« means you completely disagree with it, and »5« means you agree with it completely.

	I completely disagree			I completely agree		I don't know
	1	2	3	4	5	
1. I think most people have a positive opinion about this tourist destination.	1	2	3	4	5	
2. The staff at this tourist destination is friendly towards the guests.	1	2	3	4	5	
3. This tourist destination has a unique image.	1	2	3	4	5	
4. I think this tourist destination is popular.	1	2	3	4	5	
5. The staff at this tourist destination always put guest first.	1	2	3	4	5	
6. This tourist destination respects the natural environment.	1	2	3	4	5	

7-8. Below are listed some elements that you might consider when you chose a tourist destination. We ask you to evaluate them twice. First, please indicate HOW IMPORTANT is each of these elements to you when you chose any tourist destination (in general) (rate them on a scale »1« - completely unimportant to »5« - very important). Then we ask you to indicate on a scale 1 - 5 to what extent do you agree with the statement that these elements are EXCEPTIONAL or are at the EXCEPTIONALLY HIGH LEVEL at this tourist destination (where »1« means - I completely disagree, »5« - I completely agree).

ELEMENTS OF TOURIST DESTINATION	»HOW IMPORTANT IS THIS ELEMENT?«					I don't know	»AT THIS DESTINATION, THIS ELEMENT IS EXCEPTIONAL/ AT EXCEPTIONALLY HIGH LEVEL «					I don't know
	Completely unimportant			Very important			I completely disagree			I completely agree		
	1	2	3	4	5		1	2	3	4	5	
1. Personal safety and security.	1	2	3	4	5		1	2	3	4	5	
2. The destination can be easily reached.	1	2	3	4	5		1	2	3	4	5	
3. Overall cleanliness of the destination.	1	2	3	4	5		1	2	3	4	5	
4. Unspoiled nature.	1	2	3	4	5		1	2	3	4	5	
5. Climate conditions.	1	2	3	4	5		1	2	3	4	5	
6. Diversity of cultural/historical attractions (architecture, tradition and customs...)	1	2	3	4	5		1	2	3	4	5	
7. The quality of the accommodation (hotel, motel, apartment...)	1	2	3	4	5		1	2	3	4	5	
8. Friendliness of the local people.	1	2	3	4	5		1	2	3	4	5	
9. Organization of the local transportation services.	1	2	3	4	5		1	2	3	4	5	
10. The offer of local cuisine.	1	2	3	4	5		1	2	3	4	5	
11. Possibilities for shopping.	1	2	3	4	5		1	2	3	4	5	
12. Night life and entertainment.	1	2	3	4	5		1	2	3	4	5	
13. Opportunity for rest.	1	2	3	4	5		1	2	3	4	5	
14. Availability of sport facilities and recreational activities.	1	2	3	4	5		1	2	3	4	5	
15. Offer of cultural and other events.	1	2	3	4	5		1	2	3	4	5	
16. Thermal spa offer.	1	2	3	4	5		1	2	3	4	5	
17. Wellness offer.	1	2	3	4	5		1	2	3	4	5	
18. Casino and gambling offer.	1	2	3	4	5		1	2	3	4	5	
19. Conference offer.												

9. Next, we would like to ask you to rate the general quality of this tourist destination offer on a scale 1 -5, where »1« means the quality of the offer is very poor and »5« - the quality is excellent.

	Very low			Very high		I don't know
	1	2	3	4	5	
General quality of this tourist destination offer is ...	1	2	3	4	5	

10. Was your trip to this tourist destination organized by a travel agency / another organizer? (mark the appropriate answer)

1. Yes. → Please continue with question 12.
2. No.

11. The next set of questions refers to expenses connected with your stay at this tourist destination. For each of the following statements please indicate to what extent do you agree with them, »1« means you completely disagree and »5« that you completely agree with the statement.

	I completely disagree			I completely agree		I don't know
	1	2	3	4	5	
1. Making a booking at this tourist destination was easy.	1	2	3	4	5	
2. The price of B&B/half board/full board in this tourist destination is reasonable.	1	2	3	4	5	
3. The prices of additional offer at this tourist destination (i.e. prices of food and drink, prices of souvenirs, prices of handcrafted products, prices of excursions, prices of beauty and relaxing programs) are favorable.	1	2	3	4	5	

12. This part of the questionnaire refers to your feelings and comprehension of the value of your stay at this tourist destination. For each of the following statements, please tell us to what extent you agree with it. »1« means you completely disagree and »5« that you completely agree with the statement.

	I completely disagree			I completely agree		I don't know
	1	2	3	4	5	
1. Overall, staying in this tourist destination has been very valuable to me.	1	2	3	4	5	
2. I have gained a lot of new knowledge and experiences in this tourist destination.	1	2	3	4	5	
3. Staying at this tourist destination is worth every Euro paid.	1	2	3	4	5	

13. In this part of the questionnaire we ask you to rate your overall satisfaction with your visit to this tourist destination on a scale 1 - 5. Here »1« means you are completely dissatisfied and »5« that you are completely satisfied.

	Completely dissatisfied			Completely satisfied		I don't know
	1	2	3	4	5	
What is your overall satisfaction with your visit to this tourist destination?	1	2	3	4	5	

14. Now we would like to ask you to tell us to what extent do you agree with the following statements (»1« means you completely disagree and »5« that you completely agree with it):

	I completely disagree			I completely agree		I don't know
	1	2	3	4	5	
1. I am pleased that I decided to visit this tourist destination.	1	2	3	4	5	
2. The visit to this tourist destination exceeded my expectations.	1	2	3	4	5	
3. I will speak highly of this tourist destination to my friends and colleagues.	1	2	3	4	5	

15. Have you had any reason to complain since you have been staying in this tourist destination? (mark the appropriate answer)

1. Yes. → Have you filed a complaint? (mark the appropriate answer)
 1. Yes.
 2. No.
2. No.

16. On the other hand, have you had any reason to praise this tourist destination since the beginning of your stay? (mark the appropriate answer)

1. Yes. → Have you expressed your compliments? (mark the appropriate answer)
 1. Yes.
 2. No.
2. No.

17. We would like to ask you again to indicate whether you agree or disagree with the following statements and to what extent on a scale »1« (I completely disagree) to »5« (I completely agree).

	I completely disagree			I completely agree		I don't know
	1	2	3	4	5	
1. If I had to decide again I would choose this tourist destination again.	1	2	3	4	5	
2. I will recommend this tourist destination to my friends and relatives.	1	2	3	4	5	
3. I will return to this tourist destination.	1	2	3	4	5	
4. I feel at home in this tourist destination.	1	2	3	4	5	

Now a few questions about your holiday or travel:

18. Who is accompanying you on your current visit to this tourist destination? (mark the appropriate answer)

1. No one.
2. Partner.
3. Family and /or relatives. → How many children under the age of 15 are accompanying you? _____
4. Friends.
5. Co-workers.
6. Business partners.
7. Other, what: _____

19. When did you decide to stay at this tourist destination? *(mark the appropriate answer)*

1. Less than a month ago.
2. 1 to 3 months ago.
3. More than 3 months ago. → → *Please continue with question 20.*

19a. Was it a last minute offer? *(mark the appropriate answer)*

1. Yes.
2. No.

20. How often do you go on holidays lasting at least 5 days? *(mark the appropriate answer)*

1. Every few years.
2. Once a year.
3. Several times (2-4 times) a year.
4. More than 4 times a year.

21. How much do you plan to spend per person during your visit to this tourist destination on the following items?

- | | |
|--|-------------------|
| 1. Transportation (plane ticket, bus ticket, taxi, etc.). | Approx. _____ EUR |
| 2. Accommodation. | Approx. _____ EUR |
| 3. Restaurants, cafes. | Approx. _____ EUR |
| 4. Souvenirs. | Approx. _____ EUR |
| 5. Food (not in restaurants). | Approx. _____ EUR |
| 6. Other shopping. | Approx. _____ EUR |
| 7. Entertainment, entrance fees (theatre, cinema, exhibitions, museum...). | Approx. _____ EUR |
| 8. Other expenses. | Approx. _____ EUR |
| 9. TOTAL expenditure (only if undividable). | Approx. _____ EUR |

22. Do you expect your expenses whilst staying at this tourist destination to be: *(mark the appropriate answer)*

1. Within what was planned.
2. Higher than planned.
3. Lower than planned.

For the very end, a few questions about you.

23. Please, name your country of residence: _____

24. What is your employment status? *(mark the appropriate answer)*

1. Employed.
2. Self-employed.
3. Unemployed.
4. Retired / renter.
5. Student / pupil.
6. Other, what: _____

25. Year of birth: _____

26. Gender *(mark the appropriate answer)*:

1. Male.
2. Female.

Thank you very much for your time and answers!