



Proposal for a questionnaire design for tourism visitor surveys in European cities

developed by

**European Cities Tourism
Research and Statistics Working Group**

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**Proposal for a questionnaire design for tourism visitor surveys
in European cities**

Proposal for a questionnaire design in visitor surveys in European city tourism studies developed by the Research and Statistics Working Group of European Cities Tourism.

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1 Introduction

At the European Cities' Tourism meeting in Amsterdam in September 1996 members discussed the possibility of putting together a common set of questions which European Cities' Tourism members would use as the basis for any visitor survey they may undertake in their respective cities. These core questions would produce useful information at an individual city level and would allow data to be also analysed centrally so that comparisons would become possible across European Cities' Tourism member cities.

There are two principle advantages of using consistent core questions across European Cities' Tourism cities. Firstly the participating cities which share their data have access to valuable comparative information for a fraction of the cost of commissioning research in competitor cities. Each city only has to commission a field research company or institute in their own city and share their data. Secondly, European Cities' Tourism members were convinced that the European Union would be interested in having access to this city tourism database and might be prepared to part-fund the project on a regular basis.

The project was carried out by the Research and Statistics Working Group, chaired by Mrs. Andrea Weecks¹ and advised by Mrs. Lynn Jones² (fieldwork guidelines) and Dr. Karl Wöber³ (data entry and coding), represented by members from Barcelona, Budapest, Dublin, Edinburgh, Graz, Lisbon, Prague, St. Etienne, and Tarragona.

The core questions were based upon those used in the Edinburgh Visitor Survey, but adapted to meet the overall requirements which were put forward by all interested cities. General agreement was reached on such matters as type of visitors to be included in the survey, how accommodation classification, and the importance of using the same survey methodology so as to avoid some cities adopting the self completion survey method whilst others use face-to-face interviews. All these points and many more were discussed and agreement sought – not to be dictatorial but in order to achieve the level of consistency necessary for comparative analysis.

The present manual is the first trial in order to make international city tourism surveys more comparable and is subject to future discussions and improvements.

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2 Background and Objectives

One of the objectives of European Cities Tourism is to improve the compatibility and integration of statistics between cities. A great benefit of participation in the regular European Cities' Tourism meetings is that there is the opportunity for good ideas to be discussed and developed. The development and progress of these ideas of course depends on the willingness or expertise of individual members to move them forward.

The proposal put forward by European Cities Tourism is a model for a structured visitor survey questionnaire which could be used by city tourist offices (CTOs) when they undertake or consider undertaking market research amongst their visitors. The questionnaire includes a set of core questions relevant to all European Cities' Tourism cities. This data gives a detailed understanding of the leisure tourism market, and visitors' perceptions of the city, its facilities and services. The data will be used to provide a comparative analysis of visitor opinion across all the participating cities. Of course additional city-specific questions can be added by each city, if they wish.

Objectives of the Handbook

- To provide guidelines for cities which have little or no experience of undertaking city visitor surveys. To help them to manage the research process - specifically matters relating to the execution of the fieldwork (interviewing.)
- To enable more experienced cities to ensure that the methods they use are compatible with all other European Cities Tourism cities, so that meaningful comparisons are achieved.

3 Important Pre-Survey Considerations

Resources

It is worth taking the time to consider right at the start whether you have the physical and financial resources in place to undertake any kind of visitor survey. If you have no budget but wish to undertake the work and need to go to a potential funding partner with a request for money, you will first have to find out the cost. The brief which you send out will provide this information. (see below)

Expectations

Whatever budget you have, you must be realistic in your expectations. The objectives of this Eurocity Survey have been agreed by European Cities Tourism and are quite clear. Any city wishing to take advantage of comparing themselves with other cities across all the variables, using the European Cities Tourism Eurocity Questionnaire, must adhere to these objectives. You cannot expect to receive comparative data if you decide to do only, for example, 300 interviews conducted at the weekend in one location for only 2 months of the year. Equally there is not much point in completing the fieldwork if you do not have the means to enter the data and transfer it for comparative analysis.

The brief

The brief is a statement from you which outlines the background, main objectives, methodology, timing, analysis and reporting requirements of the survey. If you intend to commission a market research agency, this will give them all the information they need upon which to base their costs in the proposal that they will send to you. For example they will need to know:

- how many interviews are needed
- that they are face to face interviews
- that they will take place near places of interest and in the main squares
- that they will take place all year round
- that the interviews will be 15 minutes long.

The agency will then calculate the numbers of interviewer shifts needed and how much this will cost.

This process is equally necessary even if you do not employ a professional market research company to undertake the work. If for example you wish to use students you will need to present a brief to a university and you should expect to receive a proposal from them even if they are going to do the fieldwork at a greatly reduced cost.

It is also important for you to have a record of what has been agreed by both parties – for example who is responsible for what at each stage of the research, when it should be completed by, and at what cost.

Questions

In addition to the core questions which have been agreed each city may have a small number of other questions. The number must be kept to a minimum in order to avoid making the questionnaire too lengthy.

Management

You now need to consider whether you have the time to supervise the project yourself. This will mean checking everything at the set-up period and again at the data analysis stage. This applies whether or not you are dealing with an agency, and even more time will be required if you are responsible for organising the fieldwork yourself - you will have to ensure that the interviewers are trained and briefed and that the shifts are completed properly. If you feel that you either cannot give sufficient time to the project or are not familiar enough with handling such work, then you must ensure that you are able to call on the services of someone who has the time and the right background.

4 Survey Methodology

Face-to-face interviews are essential for this type of survey. They enable close control over the composition of the sample and allow for a wide range of questioning techniques. In addition there is the guarantee that the questions have been answered in the order in which they are set out.

Self-completion questionnaires are recommended for collecting information about spend. Asking this type of information in the face-to-face interview is possible but the replies will be influenced by the timing of the interview relative to the overall length of stay in the city. For example, interviewing a respondent on the second day of their 5-day visit is likely to produce a different set of answers in comparison to an interview on the last day of their visit. It would also make the questionnaire unacceptably long if the spend questions were asked face-to-face.

For the Eurocity Survey, self-completion questionnaires should be distributed at the end of the face-to-face interview and the interviewer should explain briefly what the respondent should do. A reply-paid envelope should be attached to the questionnaire. Experience in Edinburgh has shown that having a prize draw is an incentive to respondents to complete and return the questionnaire. The prize could be, for example, a two night stay in a hotel in the city (exclusive of access costs), which would be used either by the respondent or a friend or family member. Each city should be responsible for organising its own prize.

4.1 Interviews

Number of interviews

It is recommended that each city carry out 1,500-2,000 interviews. This may seem a lot especially for a smaller city. However this volume is necessary because:

- ◆ There must be enough interviews to provide a representative sample of the city's visitors.
- ◆ These numbers will allow the possibility of sub-analysis of most subsets of visitors for the city's own use and for comparative purposes.
- ◆ It is not possible to establish year-on-year trend data from a smaller sample; for example, a small sample might produce 21 Americans one year and 52 the next, but this would be too small a numerical difference to be a reliable indicator of a trend.
- ◆ Small cohort sizes lead to increased error when weighting is applied.

All cities are likely to have large numbers of visitors and 1,500-2,000 will cover all the cities' needs on this type of survey.

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Quotas

It is advisable to set quota targets for the sample, wherever possible based on the regional or national statistics, particularly for origin of visitors.

If information is available the quotas should be set in the following categories:

- place of residence of both overseas and domestic visitors
- those staying overnight and those on a day visit

and, if data is available

- age
- sex

If information is not available it is still advisable to set certain targets, most importantly for place of residence. The proportion of overseas to domestic and overnight to day visitors should reflect annual trends in each city. This will avoid for example a situation where by chance only a very small number of overseas visitors are interviewed when it is known that the city is a popular international tourism destination. It is also important to ensure that a sufficient number of visitors staying overnight are interviewed.

Day visitors are also important. They do not tend to spend as much per day as those staying overnight and in many cities the numbers of day visitors tend to be very high. However it will be for the individual city to determine the proportion of day visitors they need to interview. Some cities are close to national borders and may have many day visitors not only from their own country but from neighbouring countries; others are geographically situated in the centre of a country and may have mostly domestic day visitors. These factors will influence the level of analysis possible and therefore the number of day visitors you need to interview.

It is also important to agree whether or not, at the analysis stage, the survey data is weighted to reflect quota targets. It is recommended that the data is weighted to ensure that the sample is as representative as possible of the known visitor population.

Restrictions

Business visitors should be included only if they are staying at least one night away from home in the city. In fact experience in Edinburgh has shown that very few business visitors are picked up because they tend to be unavailable for interview during the daytime, as they are likely to be in meetings or attending conferences.

Members of coach parties should as a rule only be asked if they appear to be walking around with plenty of time – most coach parties have limited time at each attraction and their members will not be prepared to stop and be interviewed. However if the coach market is an important part of your market then you may need to consider an alternative way of gathering data about this market.

Finally, it is important to have a procedure to make sure that when approaching a group of people it is not always one type of person, for example the oldest in the group, who is interviewed. The accepted method for choosing who to interview in a couple or a group is by interviewing the person whose birthday falls first in the year- this ensures that the process of choosing is completely random.

Interviewing Schedule

It is important that the interviewing schedule is designed to cover the complete period i.e. the full twelve months. There should be no bias in the choice of days for interviewing – all days of the week and all weeks of the month should be covered within the period of the survey. However the interviewing schedule should reflect what is known about when visitors are most likely to come to the city; for example, summer is the busiest period for most cities, and others have important festivals at different times of the year; or at certain times of the year it may be necessary to concentrate much more of the interviewing on the weekends.

Different types of visitors may be "out-and-about" at different times of the day, therefore interviewing shifts should be arranged so that the whole day is covered. This is important – for example, if shifts always took place from 9.00 – 12.00, interviewers would miss all those visitors who were out of the city on a coach tour in the morning but spending the afternoon in the city. Interviews usually take place between 10.00 – 20.00 during the summer months, with the main concentration between 12.00 – 18.00. In the winter, interviewing should be restricted to the hours of

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daylight unless there is a specific, important event taking place in the evening, but this is an exception. As a general guideline, interviewers should not be asked to work after dark.

4.2 Survey Planning & Supervision

Shifts

At the beginning of the project cities should determine, or the agency will advise, the number of shifts required to achieve the interview target. Shifts should be planned over the year in accordance with peak holiday periods, special events etc. For general guidance, a productive shift size, including breaks for the interviewer, is about 6 hours, e.g. 10.00 to 16.00, and with a questionnaire of 20 minutes length 10 interviews per shift would be achieved. Therefore for 2,000 interviews, in the region of 200 shifts would be required over the year.

Monitoring against targets

A monthly record should be maintained of interview numbers achieved against targets; a suggested format is contained within Appendix 2. Cities should be ready to adjust interviewing schedules to take account of shortfalls in meeting targets – for example if weather has been very poor, and to help to ensure that you have interviewed the correct number of visitors in each category in your quota.

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The interviewers

The two main options are to use interviewers from market research agencies or students.

Agency interviewers

It is preferable to use market research agency interviewers, who should be trained to a professional standard. Cities should ask for evidence of training and professional industry quality standards held by the fieldwork agency or market research company. The benefits of using market research agency interviewers are considerable:

- ◆ They are trained and they will have experience. It is not as easy as it seems to go out in the streets and interview people competently!
- ◆ They will often be able to tell the agency field supervisor if there is a problem for example with the location, with a specific question or with the routing instructions on the questionnaire.
- ◆ The interviewers are also trained to adhere rigidly to the exact words written down in the questionnaire and to probe on appropriate questions.
- ◆ If some of the interviews do not come up to standard, the agency will be obliged to do them again at no additional cost.
- ◆ After each interview session the questionnaires are returned and checked to ensure that they have been filled in correctly. Check-backs are undertaken as a quality control measure. The agency telephones a proportion of those visitors interviewed, to confirm that the interviews actually took place – so there is very little chance of an interviewer handing in bogus questionnaires!

Students

Students are usually considerably cheaper. However there are a number of disadvantages to using students. They are available for only certain periods of the year, they are usually untrained, and they are not governed by any market research "code of conduct". We suggest that if students have to be used for reasons of economy then they should ideally be tourism students so that they will have at least some understanding of the industry and issues concerned. Before students are used for interviewing they must certainly be fully trained with the following aspects being especially important:

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- ◆ For all closed questions, if the respondent does not reply or seems puzzled, interviewers should simply repeat the question word-for-word, and say no more. They must not offer any explanations.
- ◆ For open-ended questions, interviewers should not lead the respondents; they may probe but not prompt. For example:

"What do you like best about "Eurocity"?":

PROBE	✓
-------	---

<u>Respondent Answers</u>		<u>Probe by Interviewer</u>
1. There's plenty of things to do.	→	1. <i>What do you mean by this?</i>
2. Well, there are plenty of museums.	→	2. <i>Anything else?</i>
3. There's a good choice of restaurants.	→	3. <i>Fine. Anything else?</i>
4. No.		

PROMPT	X
--------	---

<u>Respondent Answers</u>		<u>Prompt by Interviewer</u>
1. There's plenty of things to do.	→	1. <i>Like lots of visitor attractions for instance?</i>
2. Yes, I suppose so.	→	2. <i>And lots of good restaurants?</i>
3. Yes.		

- ◆ All instructions on the questionnaire must be followed, and questions should be asked in strict order; there should be no deviation from this.
- ◆ Non-agency interviewers must also have clear instructions regarding the times they are due to interview, and it would be advisable to use time sheets.
- ◆ Interviewers, whether agency or students, must be fully briefed on the survey and the questionnaire itself before they start the project. You cannot expect good work to be done if you do not give proper instructions in the first place.

Location of interviews

Interviews should take place in locations where visitors are likely to be concentrated, such as outside major visitors attractions, in major city squares or plazas, city shopping centres and historic areas of the city. If a city has a large number of major attractions, interview locations should be rotated so that all the main catchment areas for visitors are covered over the year on a regular basis. **Sampling and Fieldwork Schedule**
 The methodology for this type of visitor survey is based on the hypothesis that, at some time during their visit to a city, a visitor will go to one of the main attractions or a specific location within the city. Consequently, careful selection of the interview locations is critical to the success of the survey in generating a representative sample of visitors.

If the appropriate information is available from other surveys, it is advisable to set quota targets for the sample. Origin of visitors would be of particular importance, with demographic quotas such as age-group of secondary importance. Related to this, it will be important to agree whether, at the analysis stage, the survey data is weighted to reflect these quota targets or left unweighted. Our recommendation would be for the data to be weighted to ensure that the sample is as representative as possible of the population to be covered.

Within a group of people, it is important that some selection procedure is adopted to ensure that one member of the group, such as the oldest person, does not always volunteer himself or herself to be the respondent.

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Fieldwork Schedule

It is important that the fieldwork schedule for the survey is designed to encompass the complete period of the survey. Only interviewing on one day of the week or on the third Wednesday of every month is not the way to devise the schedule of fieldwork. There should be no inherent bias in the choice of days for interviewing – all days of the week and all weeks of the month should be covered within the period of the survey.

At certain times of year, especially outside the peak summer period, it may be necessary to concentrate much of the interviewing on the weekends to reflect the pattern of visits to the city.

The normal timing of interviews is between 10.00 – 20.00 hours during the summer months, with the main concentration being in the period 12.00 – 18.00 hours. In the winter months, this time period for interviewing should be restricted to the hours of daylight. The only reason for extending the interview period would be to include visitors to a specific event which takes place in the evening.

4.3 The Questionnaire

Length

As a general rule for a face-to-face street interview, questionnaires should run for no longer than 15 minutes. This questionnaire runs for *at least 16 minutes*. (*NB* it has been tested in English). If the city wishes to add its own additional questions to the core questions the time should still not exceed 20 minutes at the most. Experience indicates that for a street interview, even on a topic which respondents usually find interesting 15-20 minutes is a maximum length. Any longer and the respondent will lose interest or they may not agree to be interviewed in the first place. After all they are here to enjoy your city, not spend too much time answering your questionnaire!

Pilot Interviews

Before starting the survey cities must try out the questionnaire with a group of visitors (not those included in the actual survey sample) to identify any problems the interviewer or respondent may have, for example with understanding of specific questions or routing.

Respondents' personal details and 10% check-back

All the respondents' personal details – name & address, telephone number, age, socio-demographic category etc. should be entered on the front cover, as you will see. However these details are not asked until the end of the interview when a rapport has been established with the interviewer. (They are recorded at the front to aid the check-back process).

These details are important and must be sought from all respondents although occasionally a respondent may refuse to divulge their age or perhaps the occupation of the main householder. The name and address are necessary to enable a 10% check-back to ensure that respondents were actually interviewed. This should be carried out whether an agency is used or not.

Show cards

It is very important to note that where the questionnaire indicates that a show card is to be used, this must be done. Showcards ensure that respondents focus only on the responses that have been set for that particular question. If they are instead shown the questionnaire itself they may be distracted; or more importantly they may be influenced in their response by the questions that follow.

Multiple choice core questions

Some cities may feel that not all the choices in certain core questions apply in their city, for example they may not have a city tram or metro system. However all possibilities (in this case of transport) must be included in every questionnaire to cover all transport in all cities.

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It is also important to code the questions as they appear in the questionnaire. For example if we take the question on accommodation used by visitors whilst staying in your city. The interviewers must separately code for the type of accommodation which the visitor is staying in. Even if your city is not interested in the differences between those who stay in a hotel and those who stay in bed & breakfast accommodation the responses must be coded. You can of course add the responses for hotels, B&B and even youth hostels together for your own purposes, but if you make the decision to code all accommodation together at the interview stage you have lost the ability to disaggregate. In other words you are losing the opportunity to see if there are any differences in the pattern of behaviour in visiting cities between, for instance, people who stay in expensive serviced accommodation and those who stay in youth hostels.

5 Data Entry and Coding

Following instructions are necessary to ensure that data entry and coding is undertaken so that comparative analysis is possible in a cost-effective way. Participating cities who using this standardisation proposal will receive European Cities Tourism's assistance in data processing and reporting.

5.1 Prerequisites for comparative analysis

In principal data entry has to be organised in table format, i.e. variable names are placed on the top or in the first row of the data entry sheet and each individual questionnaire is entered in a new line. Table 1 shows the first 15 variables of the Eurocity questionnaire. In this example 14 questionnaires have been entered so far.

eurocity	year	questnr	nation	pcode	locat1	locat2	day	month	time	windy	cold	sunny	rain	cloudy
5	1999	1	3	1090	2		3	4	3	1	1	0	1	0
5	1999	2	2	11543	3		4	4	2	0	0	1	0	1
5	1999	3	4	10101	5	Bus	2	4	3	1	1	0	1	1
5	1999	4	3	1180	1		5	4	1	0	1	0	1	1
5	1999	5	3	1929	-1		6	4	1	0	1	0	0	1
5	1999	6	11	22001	3		2	4	1	0	1	0	0	0
5	1999	7	3	3412	3		2	4	3	1	0	1	0	1
5	1999	8	3	2882	5	Stadium	2	4	3	0	0	1	0	0
5	1999	9	2	28293	1		2	4	2	0	0	1	0	0
5	1999	10	4	29392	-1		4	4	3	1	1	0	1	1
5	1999	11	3	3875	3		4	4	1	0	0	1	0	0
5	1999	12	7	57676	3		5	4	4	0	1	0	1	1
5	1999	13	3	9403	3		6	4	4	1	0	1	0	0
5	1999	14	8	10001	2		4	4	4	0	0	1	0	0

Table 1 Data entry table

Following programs can be used for data entry: SPSS
 MS Excel
 Lotus 1-2-3
 dBase
 MS Access

In SPSS, dBase or MS Access variable names are defined by field names at the top; In MS Excel or Lotus 1-2-3 the first row contains the names of the variables.

The names of the variable and value labels have to follow the standardisation proposal and should also follow the proposed order. In general, missing values are coded as -1, except for literal fields (open questions) where they should be left empty. Answers to open questions are entered in English language, and summarised by maximum two keywords separated by a single blank space (e.g. *visit park*).

5.2 Coding Plan

Question:	not included (= Name of Eurocity)	
Column Number:	1	
Variable Name:	eurocity	
Value Names:	1 Aachen	47 Luxembourg City
	2 Aix-en-Provence	48 Lyon
	3 Amsterdam	49 Madrid
	4 Athens	50 La Valetta (Malta)
	5 Augsburg	51 Manchester
	6 Baden-Baden	52 Mannheim
	7 Barcelona	53 Milan
	8 Basel	54 Moscow
	9 Berlin	55 Munich
	10 Bern	56 Münster
	11 Bonn	57 Nice
	12 Bratislava	58 Olomouc
	13 Bregenz	59 Oslo
	14 Bremen	60 Padua
	15 Brussels	61 Paris
	16 Budapest	62 Potsdam
	17 Cagliari	63 Prague
	18 Cologne	64 Regensburg
	19 Copenhagen	65 Rome
	20 Dijon	66 Rostock
	21 Dublin	67 Salzburg
	22 Dubrovnik	68 San Sebastian
	23 Düsseldorf	69 Sintra
	24 Edinburgh	70 St. Gallen
	25 Eisenstadt	71 St. Pölten
	26 Frankfurt	72 Stockholm
	27 Freiburg	73 Stuttgart
	28 Geneva	74 Tarragona
	29 Genoa	75 Toulon
	30 Gent	76 Trier
	31 Glasgow	77 Venice
	32 Graz	78 Vicenza
	33 Hamburg	79 Vienna
	34 Heidelberg	80 Warsaw
	35 Helsinki	81 Würzburg
	36 Innsbruck	82 Zagreb
	37 Karlsruhe	83 Zurich
	38 Klagenfurt	84 Tallinn
	39 Lausanne	85 Riga
	40 Leipzig	86 Vilnius
	41 Linz	87 St. Petersburg
	42 Lisbon	88 Uppsala
	43 Ljubljana	89 Kaunas
	44 London	90 Ronoby
	45 Lübeck	
	46 Lucerne	
Comments:	Missing values are not possible If your city is not listed please contact European Cities Tourism's R&S Working Group	
Question:	not included (= year when interview took place)	
Column Number:	2	
Variable Name:	year	
Value Names:	# (metric)	
Comments:	Missing values are not possible Enter full year (no abbreviation like 99)	
Question:	not included (= number which clearly identifies a questionnaire)	
Column Number:	3	
Variable Name:	questnr	
Value Names:	# (metric)	
Comments:	Missing values are not possible	

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Question: Place of residence
Column Number: 4
Variable Name: **nation**
Value Names:

1	Australia	17	Netherlands
2	Austria	18	Norway
3	Belgium	19	Poland
4	Canada	20	Portugal
5	Croatia	21	Russia
6	Czech Republic	22	Slovakia
7	Denmark	23	Slovenia
8	Finland	24	Spain
9	France	25	Sweden
10	Germany	26	Switzerland
11	Greece	27	United Kingdom
12	Hungary	28	United States
13	Ireland	30	Estonia
14	Italy	31	Latvia
15	Japan	32	Lithuania
16	Luxembourg	29	Other
-1	(if it cannot be identified from the address)		

Question: Postcode
Column Number: 5
Variable Name: **pcode**
Value Names:

#	(metric)
-1	(if missing)

Question: Interview location
Column Number: 6
Variable Name: **locat1**
Value Names:

1	Airport
2	Place of accommodation
3	Inside an attraction
4	Street interview
5	Other
-1	(no answer)

Question: Interview location
Column Number: 7
Variable Name: **locat2**
Value Names: % (literal)
Comments: Cell must not be empty when variable locat1 is 5.
 Leave cell empty if there is no answer

Question: Day of week
Column Number: 8
Variable Name: **day**
Value Names:

1	Monday
2	Tuesday
3	Wednesday
4	Thursday
5	Friday
6	Saturday
7	Sunday
-1	(no answer)

Question: Month
Column Number: 9
Variable Name: **month**
Value Names:

1	January
2	February
3	March
4	April
5	May
6	June
7	July
8	August
9	September
10	October
11	November
12	December
-1	(no answer)

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Question:	Time of day
Column Number:	10
Variable Name:	time
Value Names:	1 Up to 12 noon 2 12 noon – 2 p.m. 3 2 p.m. – 5 p.m. 4 After 5 p.m. -1 (no answer)
Question:	Weather (Windy)
Column Number:	11
Variable Name:	weather1
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Weather (Cold)
Column Number:	12
Variable Name:	weather2
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Weather (Sunny)
Column Number:	13
Variable Name:	weather3
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Weather (Rain)
Column Number:	14
Variable Name:	weather4
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Weather (Cloudy/dry)
Column Number:	15
Variable Name:	weather5
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Sex
Column Number:	16
Variable Name:	sex
Value Names:	1 Male 2 Female -1 (if no answer)
Question:	Age
Column Number:	17
Variable Name:	age
Value Names:	1 15-24 2 25-34 3 35-44 4 45-54 5 55-64 6 65+ -1 (if no answer)

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Question:	Working status
Column Number:	18
Variable Name:	wstatus1
Value Names:	1 self-employed, freelancer, farmer 2 senior executive or senior civil servant 3 white-collar worker, civil servant (also trainee) 4 skilled worker (also trainee) 5 other worker 6 pensioner 7 housewife/house husband (full time) 8 student, pupil 9 currently without work 10 other -1 (if no answer)
Question:	Working status
Column Number:	19
Variable Name:	wstatus2
Value Names:	% (literal)
Comments:	Cell must not be empty when variable wstatus1 is 10. Leave cell empty if there is no answer
Question:	Household composition (Alone)
Column Number:	20
Variable Name:	house1
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Household composition (With partner)
Column Number:	21
Variable Name:	house2
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Household composition (With other adults)
Column Number:	22
Variable Name:	house3
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Household composition (With children)
Column Number:	23
Variable Name:	house4
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 1a) ..., do you live in Eurocity?
Column Number:	24
Variable Name:	resident
Value Names:	1 Yes 0 No -1 (if no answer)
Question:	Q 1b) Do you work in Eurocity?
Column Number:	25
Variable Name:	work
Value Names:	1 Yes 0 No -1 (if no answer)

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Question:	Q 2) Are you spending at least one night away from your normal place of residence?
Column Number:	26
Variable Name:	night
Value Names:	1 Yes 0 No -1 (if no answer)
Question:	Q 3) Which of the statements on this card best describes how your visit to Eurocity fits into your trip away from home?
Column Number:	27
Variable Name:	type1
Value Names:	1 Eurocity is my only destination on this trip away from home 2 Eurocity is my main destination on this trip, but I shall visit other places en route to and from Eurocity 3 Eurocity is one of a number of destinations that I am visiting on this trip 4 I am visiting Eurocity en route to and from my main destination 5 Other -1 (if no answer)
Question:	Q 3) Which of the statements on this card best describes how your visit to Eurocity fits into your trip away from home?
Column Number:	28
Variable Name:	type2
Value Names:	% (literal)
Comments:	Cell must not be empty when variable type1 is 5. Leave cell empty if there is no answer
Question:	Q 4a) Which one of these best describes the main purpose of your visit to Eurocity?
Column Number:	29
Variable Name:	purpose1
Value Names:	1 On holiday away from home 2 On a day out/day-trip from home 3 VFR on holiday 4 VFR other reason 5 Shopping only 6 On a business trip 7 Attending a conference/exhibition 8 Other -1 (if no answer)
Question:	Q 4a) Which one of these best describes the main purpose of your visit to Eurocity?
Column Number:	30
Variable Name:	purpose2
Value Names:	% (literal)
Comments:	Cell must not be empty when variable purpose1 is 8. Leave cell empty if there is no answer
Question:	Q 4b) Would you describe this holiday as ... ?
Column Number:	31
Variable Name:	holiday1
Value Names:	1 Main holiday 2 A secondary/additional holiday 3 A short break 4 Other -1 (if no answer)
Question:	Q 4b) Would you describe this holiday as ... ?
Column Number:	32
Variable Name:	holiday2
Value Names:	% (literal)
Comments:	Cell must not be empty when variable holiday1 is 4. Leave cell empty if there is no answer
Question:	Q 5a) How many nights will you be spending away from home on this trip?
Column Number:	33
Variable Name:	nrdays1
Value Names:	# (metric) -1 (if missing)

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Question:	Q 5b-i) How many of these nights will you be spending in Eurocity?
Column Number:	34
Variable Name:	nrdays2
Value Names:	# (metric) -1 (if missing)
Question:	Q 5b-ii) How many of these nights will you be spending in Eurocountry?
Column Number:	35
Variable Name:	nrdays3
Value Names:	# (metric) -1 (if missing)
Question:	Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (first row, country)
Column Number:	36
Variable Name:	coun1x
Value Names:	see variable nation -1 (if no answer)
Question:	Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (first row, city)
Column Number:	37
Variable Name:	city1x
Value Names:	see variable eurocity -1 (if no answer)
Question:	Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (first row, No. of nights)
Column Number:	38
Variable Name:	alt1
Value Names:	# (metric) -1 (if missing)
Question:	Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (second row, country)
Column Number:	39
Variable Name:	coun2x
Value Names:	see variable nation -1 (if no answer)
Question:	Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (second row, city)
Column Number:	40
Variable Name:	city2x
Value Names:	see variable eurocity -1 (if no answer)
Question:	Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (second row, No. of nights)
Column Number:	41
Variable Name:	alt2
Value Names:	# (metric) -1 (if missing)
Question:	Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (third row, country)
Column Number:	42
Variable Name:	coun3x
Value Names:	see variable nation -1 (if no answer)
Question:	Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (third row, city)
Column Number:	43
Variable Name:	city3x
Value Names:	see variable eurocity -1 (if no answer)

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Question:	Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (third row, No. of nights)
Column Number:	44
Variable Name:	alt3
Value Names:	# (metric) -1 (if missing)
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Luxury, superior class hotel)
Column Number:	45
Variable Name:	accomm1
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Moderate quality hotel)
Column Number:	46
Variable Name:	accomm2
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Standard or budget hotel)
Column Number:	47
Variable Name:	accomm3
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Guest house)
Column Number:	48
Variable Name:	accomm4
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Bed and Breakfast in a private house)
Column Number:	49
Variable Name:	accomm5
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Rented flat/house)
Column Number:	50
Variable Name:	accomm6
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (University/college accommodation)
Column Number:	51
Variable Name:	accomm7
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible

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Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Youth Hostel)
Column Number:	52
Variable Name:	accomm8
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Tourist caravan/tent)
Column Number:	53
Variable Name:	accomm9
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Static caravan/tent)
Column Number:	54
Variable Name:	accomm10
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Staying with friends/relatives)
Column Number:	55
Variable Name:	accomm11
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (second home)
Column Number:	56
Variable Name:	accomm12
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Other)
Column Number:	57
Variable Name:	accomm13
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Other)
Column Number:	58
Variable Name:	accomm14
Value Names:	% (literal)
Comments:	Cell must not be empty when variable accomm13 is 1. Leave cell empty if there is no answer

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Question:	Q 7) How did you book your accommodation for this visit in Eurocity?
Column Number:	59
Variable Name:	bookacc1
Value Names:	1 Travel agent 2 Tour operator 3 Part of an organised group 4 Directly with accommodation 5 Directly with local tourist office 6 Staying with friends/relatives 7 Directly with airline/ferry/train operator 8 Through the Internet 9 Other 0 Did not book -1 (if no answer)
Question:	Q 7) How did you book your accommodation for this visit in Eurocity?
Column Number:	60
Variable Name:	bookacc2
Value Names:	% (literal)
Comments:	Cell must not be empty when variable bookacc1 is 9. Leave cell empty if there is no answer
Question:	Q 7) How did you book your travel for this visit in Eurocity?
Column Number:	61
Variable Name:	booktrv1
Value Names:	1 Travel agent 2 Tour operator 3 Part of an organised group 4 Directly with accommodation 5 Directly with local tourist office 6 Staying with friends/relatives 7 Directly with airline/ferry/train operator 8 Through the Internet 9 Other 0 Did not book -1 (if no answer)
Question:	Q 7) How did you book your travel for this visit in Eurocity?
Column Number:	62
Variable Name:	booktrv2
Value Names:	% (literal)
Comments:	Cell must not be empty when variable booktrv1 is 9. Leave cell empty if there is no answer
Question:	Q 8a) Did you book your accommodation before arriving in Eurocity, or after you arrived?
Column Number:	63
Variable Name:	booked
Value Names:	1 Before arrival 2 On arrival 3 Staying with friends/relatives/second home 0 Haven't booked yet -1 (if no answer)
Question:	Q 8b) When did you book your accommodation in Eurocity?
Column Number:	64
Variable Name:	booktime
Value Names:	1 Less than a week before arriving 2 1-4 weeks before arriving 3 5-8 weeks before arriving 4 9-12 weeks before arriving 5 more than 12 weeks before arriving -1 (if no answer)
Question:	Q 9a) ... A previous visit
Column Number:	65
Variable Name:	influa
Value Names:	1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:	Q 9b) ... Advice from friends/relatives

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Column Number:	66	
Variable Name:		influb
Value Names:		1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:		Q 9c) ... Articles in a magazine or newspaper
Column Number:	67	
Variable Name:		influc
Value Names:		1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:		Q 9d) ... Advertisement(s) in a magazine/newspaper
Column Number:	68	
Variable Name:		influd
Value Names:		1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:		Q 9e) ... Tourist brochure
Column Number:	69	
Variable Name:		influe
Value Names:		1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:		Q 9f) ... Guide book
Column Number:	70	
Variable Name:		influf
Value Names:		1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:		Q 9g) ... Radio programmes
Column Number:	71	
Variable Name:		influg
Value Names:		1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:		Q 9h) ... Television programmes/coverage
Column Number:	72	
Variable Name:		influh
Value Names:		1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)

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Question:	Q 9i) ... Advertising on television
Column Number:	73
Variable Name:	influi
Value Names:	1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:	Q 9j) ... Site on the Internet
Column Number:	74
Variable Name:	influj
Value Names:	1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:	Q 9k) ... Advice from a travel agent
Column Number:	75
Variable Name:	influk
Value Names:	1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:	Q 9l) ... Tourist Information Centre
Column Number:	76
Variable Name:	influl
Value Names:	1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:	Q 9m) ... National Tourist Board Office
Column Number:	77
Variable Name:	influm
Value Names:	1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:	Q 9n) ... Other
Column Number:	78
Variable Name:	influn1
Value Names:	1 A major influence 2 Some influence 3 Not much of an influence 4 No influence at all 5 Don't know -1 (if no answer)
Question:	Q 9n) ... Other
Column Number:	79
Variable Name:	influn2
Value Names:	% (literal)
Comments:	Cell must not be empty when variable influn1 shows a value between 1 and 4. Leave cell empty if there is no answer

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Question:	Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Telephoned for a brochure from Eurocity Tourist Information Centre)
Column Number:	80
Variable Name:	info1
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Wrote for a brochure from Eurocountry Tourist Board)
Column Number:	81
Variable Name:	info2
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Telephoned for a brochure from Eurocountry Tourist Board)
Column Number:	82
Variable Name:	info3
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Wrote for a brochure from Eurocountry Tourist Board)
Column Number:	83
Variable Name:	info4
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Accessed Eurocity Internet site)
Column Number:	84
Variable Name:	info5
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Picked up leaflets/brochures at Eurocity Tourist Information Centre)
Column Number:	85
Variable Name:	info6
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Obtained information from friends/relatives)
Column Number:	86
Variable Name:	info7
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Other)
Column Number:	87
Variable Name:	info8
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible

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Question:	Q 10) ... Other
Column Number:	88
Variable Name:	info9
Value Names:	% (literal)
Comments:	Cell must not be empty when variable info8 is 1. Leave cell empty if there is no answer
Question:	Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Private car/van)
Column Number:	89
Variable Name:	tranto1
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Hired car/van)
Column Number:	90
Variable Name:	tranto2
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Train)
Column Number:	91
Variable Name:	tranto3
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Plane)
Column Number:	92
Variable Name:	tranto4
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Boat/ferry)
Column Number:	93
Variable Name:	tranto5
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Bicycle)
Column Number:	94
Variable Name:	tranto6
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Motorbike)
Column Number:	95
Variable Name:	tranto7
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible

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Question:	Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Public bus/coach)
Column Number:	96
Variable Name:	tranto8
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Private bus/coach)
Column Number:	97
Variable Name:	tranto9
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Walked/hitch-hiked)
Column Number:	98
Variable Name:	tranto10
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Other)
Column Number:	99
Variable Name:	tranto11
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Other)
Column Number:	100
Variable Name:	tranto12
Value Names:	% (literal)
Comments:	Cell must not be empty when variable tranto11 is 1. Leave cell empty if there is no answer
Question:	Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Car)
Column Number:	101
Variable Name:	tranin1
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Train)
Column Number:	102
Variable Name:	tranin2
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible
Question:	Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Taxi)
Column Number:	103
Variable Name:	tranin3
Value Names:	1 yes 0 no
Comments:	-1 (if question is obviously not answered, e.g. no item is ticked at all) Multiple response possible

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Question:	Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Public bus)
Column Number:	104
Variable Name:	tranin4
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Bus – sightseeing tour)
Column Number:	105
Variable Name:	tranin5
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Private coach)
Column Number:	106
Variable Name:	tranin6
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Motorbike)
Column Number:	107
Variable Name:	tranin7
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Bicycle)
Column Number:	108
Variable Name:	tranin8
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Walked)
Column Number:	109
Variable Name:	tranin9
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 11b-ii) During your stay in Eurocity, which of these forms of transportation have you used most often?
Column Number:	110
Variable Name:	transfor
Value Names:	1 Car 2 Train 3 Taxi 4 Public bus 5 Bus – sightseeing tour 6 Private coach 7 Motorbike 8 Bicycle 9 Walked -1 (if no answer)

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Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Shopping)
Column Number:	111
Variable Name:	activ1
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Visiting sights/attractions)
Column Number:	112
Variable Name:	activ2
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Visiting museums)
Column Number:	113
Variable Name:	activ3
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Visiting exhibitions)
Column Number:	114
Variable Name:	activ4
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Going to the theatre)
Column Number:	115
Variable Name:	activ5
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Going to concerts)
Column Number:	116
Variable Name:	activ6
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Walking around the city)
Column Number:	117
Variable Name:	activ7
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Going on an organised tour)
Column Number:	118
Variable Name:	activ8
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible

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Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Taking an excursion out of the city)
Column Number:	119
Variable Name:	activ9
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Go out in the evening to a pub/bar or restaurant)
Column Number:	120
Variable Name:	activ10
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Watching a sporting event)
Column Number:	121
Variable Name:	activ11
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Playing sport)
Column Number:	122
Variable Name:	activ12
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Visiting a spa)
Column Number:	123
Variable Name:	activ13
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Other)
Column Number:	124
Variable Name:	activ14
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Other)
Column Number:	125
Variable Name:	activ15
Value Names:	% (literal)
Comments:	Cell must not be empty when variable tranto11 is 1. Leave cell empty if there is no answer
Question:	Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (None of these)
Column Number:	126
Variable Name:	activ16
Value Names:	1 yes 0 no -1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments:	Multiple response possible

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Question:	Q 13a) ... It's a safe place to visit
Column Number:	127
Variable Name:	attita
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)
Question:	Q 13b) ... People are friendly and hospitable
Column Number:	128
Variable Name:	attitb
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)
Question:	Q 13c) ... It's a dirty city
Column Number:	129
Variable Name:	attitc
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)
Question:	Q 13d) ... It has good nightlife
Column Number:	130
Variable Name:	attitd
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)
Question:	Q 13e) ... It's too crowded for sightseeing
Column Number:	131
Variable Name:	attite
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)
Question:	Q 13f) ... Prices are too expensive
Column Number:	132
Variable Name:	attitf
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)

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Question:	Q 13g) ... Pleasant weather for sightseeing
Column Number:	133
Variable Name:	attitg
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)
Question:	Q 13h) ... Easy to get around the city
Column Number:	134
Variable Name:	attith
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)
Question:	Q 13i) ... Plenty of good restaurants available
Column Number:	135
Variable Name:	attiti
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)
Question:	Q 13j) ... Good value for money
Column Number:	136
Variable Name:	attitj
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)
Question:	Q 13k) ... A good variety of visitor attractions
Column Number:	137
Variable Name:	attitk
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)
Question:	Q 13l) ... It has a rich cultural life
Column Number:	138
Variable Name:	attitl
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)

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Question:	Q 13m) ... There are a lot of museums to visit
Column Number:	139
Variable Name:	attitm
Value Names:	1 Agree strongly 2 Agree 3 Neither 4 Disagree 5 Disagree strongly 6 Don't know -1 (if no answer)
Question:	Q 14) How many times have you visited Eurocity in the last 10 years, before this visit?
Column Number:	140
Variable Name:	repeat
Value Names:	# (metric) -1 (if no answer)
Question:	Q 15) How likely are you to visit Eurocity again in the future?
Column Number:	141
Variable Name:	revisit
Value Names:	1 Very likely 2 Quite likely 3 Not very likely 4 Not at all likely 5 Don't know -1 (if no answer)
Question:	Q 16) ... under 5 years (male)
Column Number:	142
Variable Name:	m5
Value Names:	# (metric) -1 (if the complete table is empty)
Question:	Q 16) ... 5 – 9 years (male)
Column Number:	143
Variable Name:	m9
Value Names:	# (metric) -1 (if the complete table is empty)
Question:	Q 16) ... 10 – 14 years (male)
Column Number:	144
Variable Name:	m14
Value Names:	# (metric) -1 (if the complete table is empty)
Question:	Q 16) ... 15 – 18 years (male)
Column Number:	145
Variable Name:	m18
Value Names:	# (metric) -1 (if the complete table is empty)
Question:	Q 16) ... 19 – 24 years (male)
Column Number:	146
Variable Name:	m24
Value Names:	# (metric) -1 (if the complete table is empty)
Question:	Q 16) ... 25 – 34 years (male)
Column Number:	147
Variable Name:	m34
Value Names:	# (metric) -1 (if the complete table is empty)
Question:	Q 16) ... 35 – 44 years (male)
Column Number:	148
Variable Name:	m44
Value Names:	# (metric) -1 (if the complete table is empty)

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Question: Q 16) ... 45 – 54 years (male)
Column Number: 149
Variable Name: **m54**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 55 – 64 years (male)
Column Number: 150
Variable Name: **m64**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 65 + years (male)
Column Number: 151
Variable Name: **m65**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... under 5 years (female)
Column Number: 152
Variable Name: **f5**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 5 – 9 years (female)
Column Number: 153
Variable Name: **f9**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 10 – 14 years (female)
Column Number: 154
Variable Name: **f14**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 15 – 18 years (female)
Column Number: 155
Variable Name: **f18**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 19 – 24 years (female)
Column Number: 156
Variable Name: **f24**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 25 – 34 years (female)
Column Number: 157
Variable Name: **f34**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 35 – 44 years (female)
Column Number: 158
Variable Name: **f44**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 45 – 54 years (female)
Column Number: 159
Variable Name: **f54**
Value Names: # (metric)
-1 (if the complete table is empty)

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Question:		Q 16) ... 55 – 64 years (female)
Column Number:	160	
Variable Name:		f64
Value Names:		# (metric) -1 (if the complete table is empty)
Question:		Q 16) ... 65 + years (female)
Column Number:	161	
Variable Name:		f65
Value Names:		# (metric) -1 (if the complete table is empty)
Question:		Q 17) On a rating scale from 1 – 10, with 10 being the highest and 1 the lowest, how would you rate your overall visit to Eurocity?
Column Number:	162	
Variable Name:		evaluat
Value Names:		# (metric from 1 to 10; intermediate values (e.g. 4.5) are allowed) -1 (if nothing is ticked)
Question:		Expenditure on "Accommodation" (Currency)
Column Number:	163	
Variable Name:		exacc1
Value Names:		1 € Euro 2 DM (Germany) 3 \$ (USA) 4 £ (UK) 5 ¥ (Japan) 6 FF (France) 7 sf (Switzerland) 8 Lire (Italy) 9 pta (Spain) 10 hfl (Netherlands) 11 bfr (Belgium) 12 öS (Austria) 13 skr (Sweden) 14 dkr (Denmark) 15 Irish Pound (Rep. Irland) 16 Finnish Mark (Finland) 17 Estonian Crown (Estonia) -1 (if no answer)
Comments:		If your currency is not listed please contact European Cities' Tourism's R&S Working Group
Question:		Expenditure on "Accommodation" (Value)
Column Number:	164	
Variable Name:		exacc2
Value Names:		# (metric) -1 (if no answer or don't know)
Question:		Expenditure on "Meals, snacks, drinks etc." (Currency)
Column Number:	165	
Variable Name:		exmeal1
Value Names:		(see variable exacc1)
Question:		Expenditure on "Meals, snacks, drinks etc." (Value)
Column Number:	166	
Variable Name:		exmeal2
Value Names:		# (metric) -1 (if no answer or don't know)
Question:		Expenditure on "Tourist shopping" (Currency)
Column Number:	167	
Variable Name:		exshop1
Value Names:		(see variable exacc1)
Question:		Expenditure on "Tourist shopping" (Value)
Column Number:	168	
Variable Name:		exshop2
Value Names:		# (metric) -1 (if no answer or don't know)

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Question:		Expenditure on "Entertainment" (Currency)
Column Number:	169	
Variable Name:		exenter1
Value Names:		(see variable exacc1)
Question:		Expenditure on "Entertainment" (Value)
Column Number:	170	
Variable Name:		exenter2
Value Names:		# (metric) -1 (if no answer or don't know)
Question:		Expenditure on "Other miscellaneous items" (Currency)
Column Number:	171	
Variable Name:		exother1
Value Names:		(see variable exacc1)
Question:		Expenditure on "Other miscellaneous items" (Value)
Column Number:	172	
Variable Name:		exother2
Value Names:		# (metric) -1 (if no answer or don't know)
Question:		Expenditure on "Other miscellaneous items" (Examples)
Column Number:	173	
Variable Name:		exother3
Value Names:		% (literal)
Comments:		Leave cell empty if there is no answer
Question:		How many adults does the above expenditure cover?
Column Number:	174	
Variable Name:		exadults
Value Names:		# (metric) -1 (if no answer)
Comments:		For a valid answer this must be at least one
Question:		How many children (14 and under) does the above expenditure cover?
Column Number:	175	
Variable Name:		exchild
Value Names:		# (metric) -1 (if no answer)
Question:		Cost of package (Currency)
Column Number:	176	
Variable Name:		package1
Value Names:		(see variable exacc1)
Question:		Cost of package (Value)
Column Number:	177	
Variable Name:		package2
Value Names:		# (metric) -1 (if no answer or don't know)
Question:		Number of days included in package
Column Number:	178	
Variable Name:		package3
Value Names:		# (metric) -1 (if no answer or don't know)
Comments:		For a valid answer this must be at least one

6 Sample Questionnaires

6.1 English

EUROCITY VISITOR SURVEY

Name:

Address:

Sex: Male 1
Female 2

Place of residence (from address):

Postcode:

Questionnaire #:

Interview location:

	Airport	1
	Place of accommodation	2
	Inside an attraction	3
	Street interview	4
Other (SPECIFY):		5

Day of week:

Monday	1
Tuesday	2
Wednesday	3
Thursday	4
Friday	5
Saturday	6
Sunday	7

Month:

January	1
February	2
March	3
April	4
May	5
June	6
July	7
August	8
September	9
October	10
November	11
December	12

Working status:

self-employed, freelance, farmer	1
senior executive or senior civil servant	2
white-collar worker, civil servant (also trainee)	3
skilled worker (also trainee)	4
other worker	5
pensioner	6
housewife/house husband (full time)	7
student, pupil	8
currently without work	9
Other (SPECIFY):	10

Time of day:

Up to 12 noon	1
12 noon – 2 p.m.	2
2 p.m. – 5 p.m.	3
After 5 p.m.	4

Weather:

	Yes	No
Windy	1	0
Cold	1	0
Sunny	1	0
Rain	1	0
Cloudy	1	0

Household composition:

	Yes	No
Alone	1	0
With partner	1	0
With other adults	1	0
With children	1	0

DECLARATION: Interview conducted by me with respondent named above in accordance with instructions and MRS Code of Conduct

Interviewer:

Date:

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Good I am an interviewer with We are carrying out a survey of visitors to EUROCIITY. Could you spare me some time to answer questions about your visit?

Q.1a)	First of all, do you live in EUROCIITY?	Yes	1
		No	0

Q.1b)	IF Q.1a) is NO , do you work in EUROCIITY?	Yes	1
		No	0

Q.2)	Are you spending at least one night away from your normal place of residence?	Yes	1
		No	0

IF Q.2 is NO GOTO Q.4a)

Q.3) SHOW CARD	Which of the statements on this card best describes how your visit to EUROCIITY fits into your trip away from home? (ONE ANSWER ONLY)		
	EUROCIITY is my only destination on this trip away from home		1
	EUROCIITY is my main destination on this trip, but I shall visit other places en route to and from EUROCIITY		2
	EUROCIITY is one of a number of destinations that I am visiting on this trip		3
	I am visiting EUROCIITY en route to and from my main destination		4
	Other (SPECIFY):		5

Q.4a) ASK ALL SHOW CARD	Which one of these best describes the main purpose of your visit to EUROCIITY? (ONE ANSWER ONLY)		
	On holiday away from home		1
	On a day out/day-trip from home		2
	Visiting friends or relatives – on holiday		3
	Visiting friends or relatives – other reason		4
	Shopping only		5
	On a business trip		6
	Attending a conference/exhibition		7
	Other (SPECIFY):		8

Q.4b) ASK IF ONLY HOLIDAY OR VISITING FRIENDS OR RELATIVES – ON HOLIDAY (CODE 1 or 3) AT Q. 4a)	Would you describe this holiday as ... READ OUT (ONE ANSWER ONLY)		
	... your main holiday this year		1
	... a secondary/additional holiday		2
	... a short break		3
	Some other type of holiday (SPECIFY):		4

Q.5a)	How many nights will you be spending away from home on this trip?	
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Q.5b)	How many of these nights will you be spending in ...	
	i) EUROCIITY?	
	ii) EUROCOUNTRY?	

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Q.5c) And how many nights, if any, will you spend in other countries/cities on this trip away from home?	
Country/City	No. of nights
i)	
ii)	
iii)	

INTERVIEWER: CHECK THAT TOTAL NUMBER OF NIGHTS AT Q.5b) AND Q.5c) EQUALS Q.5a)!

Q.6) During your stay in EUROCITY, what type(s) of accommodation have you or will you use? (MORE THAN ONE ANSWER ALLOWED)		
	Yes	No
	Luxury, superior class hotel	1 0
	Moderate quality hotel	1 0
	Standard or budget hotel	1 0
	Guest House	1 0
	Bed and Breakfast in a private house	1 0
	Rented flat/house	1 0
	University/college accommodation	1 0
	Youth Hostel	1 0
	Tourist caravan/tent	1 0
	Static caravan/tent	1 0
	Staying with friends/relatives	1 0
	Second home	1 0
Other (SPECIFY):		1 0

Q.7) How did you book your accommodation in and travel to EUROCITY? (ONE ANSWER ONLY)		
	Accommodation	Travel
	Travel agent	1 1
	Tour operator	2 2
	Part of an organised group	3 3
	Directly with accommodation	4 4
	Directly with local tourist office	5 5
	With help from friends or relatives	6 6
	Directly with airline/ferry/train operator	7 7
	Through the Internet	8 8
Other (SPECIFY):		9 9
	Did not book	0 0

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Q.8a) Did you book your accommodation before arriving in EURO CITY, or after you arrived? (ONLY ONE ANSWER)	
	Before arrival 1
	On arrival 2
	Staying with friends/relatives/second home 3
	Haven't booked yet 0

Q.8b) When did you book your accommodation in EURO CITY? (ONLY ONE ANSWER)	
	Less than a week before arriving 1
	1 – 4 weeks before arriving 2
	5 – 8 weeks before arriving 3
	9 – 12 weeks before arriving 4
	more than 12 weeks before arriving 5
	booking was not necessary 0

Q.9) SHOW CARD						
Using one of the phrases on this card, please tell me how much or how little an influence each of the following were on your decision to visit EURO CITY? (READ OUT, ROTATE ORDER)						
		<u>A major influence</u>	<u>Some influence</u>	<u>Not much influence</u>	<u>No influence</u>	<u>Don't know</u>
a	A previous visit	1	2	3	4	5
b	Advice from friends/relatives	1	2	3	4	5
c	Articles in a magazine or newspaper	1	2	3	4	5
d	Advertisement(s) in a magazine/newspaper	1	2	3	4	5
e	Tourist brochure	1	2	3	4	5
f	Guide book	1	2	3	4	5
g	Radio programmes	1	2	3	4	5
h	Television programmes/coverage	1	2	3	4	5
i	Advertising on television	1	2	3	4	5
j	Site on the Internet	1	2	3	4	5
k	Advice from a travel agent	1	2	3	4	5
l	Tourist Information Centre	1	2	3	4	5
m	National Tourist Board Office	1	2	3	4	5
n	Other (SPECIFY):	1	2	3	4	5

Q.10) SHOW CARD		
Which of the types of information listed on this card did you, or have you used on this trip to EURO CITY? (MORE THAN ONE ANSWER ALLOWED)		
		<u>Yes</u> <u>No</u>
	Telephoned for a brochure from EURO CITY Tourist Information Centre	1 0
	Wrote for a brochure from EURO CITY Tourist Information Centre	1 0
	Telephoned for a brochure from EURO COUNTRY Tourist Board	1 0
	Wrote for a brochure from EURO COUNTRY Tourist Board	1 0
	Accessed EURO CITY Internet site	1 0
	Picked up leaflets/brochures at EURO CITY Tourist Information Centre	1 0
	Obtained information from friends/relatives	1 0
	Other (SPECIFY):	1 0

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Q.11a) ASK ALL
On your journey **TO** EUROCITY, what was your main form(s) of transport?
(**MORE THAN ONE ANSWER ALLOWED**)

	Yes	No
Private car/van	1	0
Hired car/van	1	0
Train	1	0
Plane	1	0
Boat/ferry	1	0
Bicycle	1	0
Motorbike	1	0
Public bus/coach	1	0
Private bus/coach	1	0
Walked/hitch-hiked	1	0
Other (SPECIFY):	1	0

Q.11b) SHOW CARD
During your stay **IN** EUROCITY, which of these forms of transport ...

i) ... have you already used to get about the city? (**CODE ALL MENTIONED BELOW**)
ii) ... have you used most often? (**ONE ANSWER ONLY**)

	i) Used		ii) Used most often
	Yes	No	
Car	1	0	1
Train	1	0	2
Taxi	1	0	3
Public bus	1	0	4
Bus – sightseeing tour	1	0	5
Private coach	1	0	6
Motorbike	1	0	7
Bicycle	1	0	8
Walked	1	0	9

Q.12) Which of the following activities, if any, have you done or will you do on this visit to EUROCITY? (MORE THAN ONE ANSWER ALLOWED**)**

	Yes	No
Shopping	1	0
Visiting sights/attractions	1	0
Visiting museums	1	0
Visiting exhibitions	1	0
Going to the theatre	1	0
Going to concerts	1	0
Walking around the city	1	0
Go on an organised tour	1	0
Take an excursion out of the city	1	0
Go out in the evening to a pub/bar or restaurant	1	0
Watching a sporting event	1	0
Playing sport	1	0
Visiting a spa	1	0
Other (SPECIFY):	1	0
None of these	1	0

Q.13) I would like to read out a number of statements which other visitors have made about EUROCITY. Using one of the phrases on this card, please tell me how much you agree or disagree with each statement? (SHOW CARD, ROTATE ORDER**)**

	Agree strongly	Agree	Neither	Disagree	Disagree strongly	Don't know
a It's a safe place to visit	1	2	3	4	5	6
b People are friendly and hospitable	1	2	3	4	5	6
c It's a dirty city	1	2	3	4	5	6

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d	It has good nightlife	1	2	3	4	5	6
e	It's too crowded for sightseeing	1	2	3	4	5	6
f	Prices are too expensive	1	2	3	4	5	6
g	Pleasant weather for sightseeing	1	2	3	4	5	6
h	Easy to get around the city	1	2	3	4	5	6
i	Plenty of good restaurants available	1	2	3	4	5	6
j	Good value for money	1	2	3	4	5	6
k	A good variety of visitor attractions	1	2	3	4	5	6
l	It has a rich cultural life	1	2	3	4	5	6
m	There are a lot of museums to visit	1	2	3	4	5	6

Q.14) How many times have you visited EUROCITY in the last 10 years, before this visit?

Q.15) SHOW CARD
How likely are you to visit EUROCITY again in the future? (**ONLY ONE ANSWER**)

Very likely	1
Quite likely	2
Not very likely	3
Not at all likely	4
Don't know	5

Q.16) Including yourself, how many people are with you on this visit to EUROCITY?
And, what are their ages? (**WRITE IN NUMBER IN EACH CATEGORY BELOW**)

	Male	Female
Under 5 years	<input type="text"/>	<input type="text"/>
5 – 9 years	<input type="text"/>	<input type="text"/>
10 – 14 years	<input type="text"/>	<input type="text"/>
15 – 18 years	<input type="text"/>	<input type="text"/>
19 – 24 years	<input type="text"/>	<input type="text"/>
25 – 34 years	<input type="text"/>	<input type="text"/>
35 – 44 years	<input type="text"/>	<input type="text"/>
45 – 54 years	<input type="text"/>	<input type="text"/>
55 – 64 years	<input type="text"/>	<input type="text"/>
65+ years	<input type="text"/>	<input type="text"/>

Q.17) On a rating scale from 1 – 10, with 10 being the highest and 1 the lowest, how would you rate your overall visit to EUROCITY?

1 2 3 4 5 6 7 8 9 10

Thank you for taking the time to speak to one of our interviewers and give us some information about your visit to EUROCITY. However, to help us measure the economic impact of tourism in EUROCITY, we would also like to find out approximately how much you will spent in EUROCITY during your visit to the city.

OPTIONAL:
Please keep this questionnaire until the end of your visit to EUROCITY and then complete it and return it to us using the reply-paid envelope attached.

Those who complete and return this questionnaire will be eligible for entry to a prize draw for a weekend for two in EUROCITY (excluding travel) subject to availability. If you live overseas and are unable to return to EUROCITY, this prize may be transferred to someone else of your choice.

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Listed below are a number of categories. Please write in approximately how much you spent, in each of these categories, in EUROCITY during your visit to the city. Only include spending **within the city** and not outside it. Please include any spending on other members of your party (e.g. your wife/husband, children etc.) for whom you have paid.

If you spent **nothing** in a particular category please write in "0". If you **don't know** how much you spent in a particular category please write in "Don't know" or "D/K".

	Currency	Value
Accommodation (including food and drink at this accommodation)		
Meals, snacks, drinks etc. (excluding those at your accommodation)		
Tourist shopping (e.g. gifts, souvenirs etc.)		
Entertainment (including admission fees to visitor attractions, theatres, cinemas, etc.)		
Other miscellaneous items (please write in examples of this/these)		
TOTAL SPEND		

How many people (adults and children) does the above expenditure cover?		
	Number of adults	
	Number of children	

If your visit to EUROCITY was part of an **inclusive package** (for example, a package which included your travel, accommodation etc.) you may not know how much you have spent on some of the categories above. If this is the case please give details of the package below – how much it cost per person and how many days/nights this price included.

	Currency	Value
Cost of package		
Number of days/nights included		

Thank you very much!

6.2 German

EUROCITY GÄSTEBEFragung

Name:

Adresse:

Männlich	1
Weiblich	2

Wohnort (von Adresse):

Postleitzahl:

Fragebogen #:

Ort der Befragung

Flughafen	1
in der Unterkunft	2
innerhalb einer Sehenswürdigkeit/Attraktion	3
Interview auf der Straße	4
Anderer Ort (Nennen):	5

Wochen- tag:

Montag	1
Dienstag	2
Mittwoch	3
Donnerstag	4
Freitag	5
Samstag	6
Sonntag	7

Monat:

Jänner	1
Feber	2
März	3
April	4
Mai	5
Juni	6
Juli	7
August	8
September	9
Oktober	10
November	11
Dezember	12

Tätigkeit:

Selbständig, Freischaffend, Landwirt	1
Manager, leitender Angestellter oder Beamter	2
Beamter oder Angestellter (auch Praktikant)	3
Facharbeiter (auch Lehrling)	4
Sonstiger Arbeiter	5
Rentner	6
Hausfrau/-mann (Vollzeit)	7
Student, Schüler	8
derzeit arbeitslos	9
Anderer (Nennen):	10

Tageszeit:

bis 12 Uhr Mittag	1
12.00 – 14.00	2
14.00 – 17.00	3
nach 17.00 Uhr	4

Wetter:

	Ja	Nein
MEHRFACH-ANTWORT MÖGLICH		
Wind	1	0
Kälte	1	0
Sonne	1	0
Regen	1	0
Bewölkt	1	0

Lebt im Haushalt:

	Ja	Nein
MEHRFACH-ANTWORT MÖGLICH		
Allein	1	0
Mit Partner	1	0
Mit anderen Erwachsenen	1	0
Mit Kindern	1	0

ERKLÄRUNG: Ich befragte die oben genannte Person nach den Anweisungen und unter Beachtung des MRS Codesystems

Meinungs-
forscher:

Datum:

Guten..... Ich bin ein Mitarbeiter der Wir führen eine Gästebefragung in EUROCITY durch. Wären Sie so nett und würden Sie uns ein paar Fragen über Ihren Aufenthalt in EUROCITY beantworten?

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Q.1a)	Zunächst, leben Sie in EUROCITY?	Ja 1 Nein 0
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Q.1b)	WENN Q.1a) NEIN , arbeiten Sie in EUROCITY?	Ja 1 Nein 0
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Q.2)	Während Ihrer Reise, verbringen Sie da zumindest eine Nacht außerhalb Ihres Wohnortes?	Ja 1 Nein 0
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WENN Q.2 NEIN, DANN WEITER MIT FRAGE Q.4a)

Q.3) ZEIGE KARTE		
Welche der folgenden Aussagen beschreibt am besten Ihre Reise? (NUR EINE ANTWORT MÖGLICH)		
	EUROCITY ist meine einziges Reiseziel während dieser Reise	1
	EUROCITY ist zwar mein Hauptreiseziel, aber ich besuche auch noch andere Orte während dieser Reise	2
	EUROCITY ist nur einer von mehreren Orten die ich während dieser Reise besuche	3
	Ich besuche zwar EUROCITY, aber mein Hauptreiseziel ist ein anderer Ort	4
	Anderer Grund (Nennen):	5

Q.4a) ALLES FRAGEN ZEIGE KARTE		
Welche der folgenden Aussagen beschreibt am besten den Zweck Ihrer Reise nach EUROCITY? (NUR EINE ANTWORT MÖGLICH)		
	Urlaub, Ferien	1
	Ein Tagesausflug von zu Hause	2
	Besuch von Freunden oder Verwandten – im Urlaub	3
	Besuch von Freunden oder Verwandten – aus einem anderen Anlaß	4
	Nur Einkaufen	5
	Geschäftsreise	6
	Besuch einer Konferenz oder Ausstellung/Messe	7
	Anderer Grund (Nennen):	8

Q.4b)		
NUR FRAGEN WENN URLAUB, FERIEN ODER BESUCH VON FREUNDEN ODER VERWANDTEN – IM URLAUB (CODE 1 oder 3) FRAGE Q. 4a)		
Ist diese Reise ... VORLESEN (NUR EINE ANTWORT MÖGLICH)		
	... Ihre Haupturlaubsreise in diesem Jahr	1
	... eine zweite/weitere Reise	2
	... eine Kurzreise	3
	eine andere Reise (Nennen):	4

Q.5a)	Wie viele Nächte verbringen Sie während dieser Reise außerhalb von zu Hause?	
--------------	--	--

Q.5b)	Wie viele Nächte verbringen Sie davon in ...	
i)	EUROCITY?	
ii)	EUROCOUNTRY?	

Q.5c) Falls Sie während dieser Reise auch andere Städte/Länder aufsuchen, wie viele Nächte verbringen Sie dort?	
Land/Stadt	# der Nächte
i)	
ii)	
iii)	

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INTERVIEWER: PRÜFEN OB DIE SUMME DER NÄCHTE AUS FRAGEN Q.5b) UND Q.5c) DEN WERT IN FRAGE Q.5a) ERGIBT!

Q.6) Während Ihres Aufenthaltes in EUROACITY, welche Form der Unterbringung werden Sie oder haben Sie gewählt? (**MEHRERE ANTWORTEN MÖGLICH**)

	Ja	Nein
Hotel der Luxusategorie	1	0
Hotel der Mittelklasse	1	0
Hotel mit einfachem Standard	1	0
Pension	1	0
Privatzimmer mit Frühstück	1	0
Ferienwohnung/-haus	1	0
Studentenheim	1	0
Jugendherberge	1	0
Wohnwagen/Zelt	1	0
Stationierter Wohnwagen/Zelt	1	0
Wohnung von Freunden oder Bekannten	1	0
Eigene Zweitwohnung	1	0
Andere (Nennen):	1	0

Q.7) Wie haben Sie Ihre Unterkunft und Ihre Anreise nach EUROACITY gebucht? (**NUR EINE ANTWORT MÖGLICH**)

	Unterkunft	Anreise
Reisebüro	1	1
direkt bei einem Reiseveranstalter	2	2
als Mitglied einer Reisegruppe	3	3
direkt bei der Unterkunft	4	4
über die lokale Tourismusorganisation	5	5
über Freunden oder Bekannten	6	6
direkt bei einer Flug-/Schiff-/Eisenbahngesellschaft	7	7
über das Internet	8	8
Sonstiges (Nennen):	9	9
Habe nicht gebucht	0	0

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Q.8a) Haben Sie Ihre Unterkunft vor oder nach Ihrer Ankunft in EUROCITY gebucht? (NUR EINE ANTWORT MÖGLICH)	
	Vor der Ankunft 1
	Nach der Ankunft 2
	Wohnung bei Freunden/Verwandten oder Zweitwohnung 3
	Noch nicht gebucht 0

Q.8b) Wann haben Sie Ihre Unterkunft in EUROCITY gebucht? (NUR EINE ANTWORT MÖGLICH)	
	Weniger als eine Woche vor der Anreise 1
	1 – 4 Wochen vor der Anreise 2
	5 – 8 Wochen vor der Anreise 3
	9 – 12 Wochen vor der Anreise 4
	mehr als 12 Wochen vor der Anreise 5
	Habe nicht gebucht 0

Q.9) ZEIGE KARTE						
Hören Sie bitte folgende Aussagen und sagen Sie uns in welchem Maße diese Ihre Entscheidung für eine Reise nach EUROCITY beeinflusst haben? (JEWEILS IN ANDERER REIHENFOLGE VORLESEN)						
		<u>Großer</u> <u>Einfluß</u>	<u>Einfluß</u>	<u>Wenig</u> <u>Einfluß</u>	<u>Kein</u> <u>Einfluß</u>	<u>Weiß</u> <u>nicht</u>
a	Früherer Besuch	1	2	3	4	5
b	Meinung von Freunden/Bekanntem	1	2	3	4	5
c	Zeitungs- oder Zeitschriftenartikel	1	2	3	4	5
d	Anzeige/Werbung in einer Zeitung oder Zeitschrift	1	2	3	4	5
e	Reiseprospekt	1	2	3	4	5
f	Reiseführer	1	2	3	4	5
g	Rundfunksendung (Radio)	1	2	3	4	5
h	Fernsehsendung – Berichterstattung	1	2	3	4	5
i	Werbefernsehen	1	2	3	4	5
j	Internet	1	2	3	4	5
k	Empfehlung im Reisebüro	1	2	3	4	5
l	Info des lokalen Tourismusbüros	1	2	3	4	5
m	Info des nationalen Tourismusbüros	1	2	3	4	5
n	Sonstiges (Nennen):	1	2	3	4	5

Q.10) ZEIGE KARTE		
Welche der folgenden Informationsquellen auf dieser Karte haben Sie vor oder während Ihrer Reise nach EUROCITY genutzt? (MEHRERE ANTWORTEN MÖGLICH)		
		Ja Nein
	Ich bat das EUROCITY Tourismusbüro telefonisch um Info-Material	1 0
	Ich bat das EUROCITY Tourismusbüro brieflich um Info-Material	1 0
	Ich bat das EUROCOUNTRY Tourismusbüro telefonisch um Info-Material	1 0
	Ich bat das EUROCOUNTRY Tourismusbüro brieflich um Info-Material	1 0
	Ich suchte im Internet nach EUROCITY Informationen	1 0
	Ich sammelte Prospekte und Handzettel im EUROCITY Tourismusbüro	1 0
	Ich informierte mich bei Freunden oder Bekannten	1 0
	Sonstiges (Nennen):	1 0

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Q.11a) ALLES FRAGEN		
Welches Verkehrsmittel benutzten Sie zu Ihrer Anreise NACH EUROACITY? (MEHRERE ANTWORTEN MÖGLICH)		
	Ja	Nein
Eigener Pkw	1	0
Gemieteter Pkw	1	0
Bahn	1	0
Flugzeug	1	0
Schiff/Fähre	1	0
Fahrrad	1	0
Motorrad	1	0
Linien-/Reisebus	1	0
Eigener Bus	1	0
zu Fuß/per Anhalter	1	0
Sonstiges (Nennen):	1	0

Q.11b) ZEIGE KARTE			
Welches Verkehrsmittel haben Sie WÄHREND Ihres Aufenthaltes in EUROACITY ...			
i) ... bereits benutzt? (MEHRERE ANTWORTEN MÖGLICH)			
ii) ... am häufigsten benutzt? (NUR EINE ANTWORT MÖGLICH)			
	i) benutzt		ii) am häufigsten benutzt
	Ja	Nein	
Eigenes oder Mietauto	1	0	1
Bahn	1	0	2
Taxi	1	0	3
Öffentlicher Nahverkehr	1	0	4
Bus – Stadtrundfahrt	1	0	5
Privatbus	1	0	6
Motorrad	1	0	7
Fahrrad	1	0	8
zu Fuß	1	0	9

Q.12) Welche der folgenden Aktivitäten haben Sie oder werden Sie in EUROACITY unternehmen? (MEHRERE ANTWORTEN MÖGLICH)		
	Ja	Nein
Einkaufen	1	0
Besuch von Sehenswürdigkeiten/Attraktionen	1	0
Besuch von Museen	1	0
Ausstellungen besuchen	1	0
Ins Theater gehen	1	0
Ins Konzert gehen	1	0
In der Stadt spazieren gehen	1	0
An einer Stadtführung teilnehmen	1	0
Ausflüge in der Umgebung unternehmen	1	0
Abends ein(e) Pub/Bar/Restaurant aufsuchen	1	0
Zu einer Sportveranstaltung gehen	1	0
Selbst Sport betreiben	1	0
In ein Thermalbad gehen	1	0
Sonstiges (Nennen):	1	0
Nichts von allem	1	0

Q.13) Die folgenden Aussagen wurden von Besuchern über EUROACITY gesagt. In welchem Ausmaß stimmen Sie diesen Aussagen zu? (JEWELNS IN ANDERER REIHENFOLGE VORLESEN)							
		Stimmt genau	Stimmt	Stimmt in etwa	Stimmt nicht ganz	Stimmt gar nicht	Weiß nicht
a	Sicherer Ort	1	2	3	4	5	6
b	Gastfreundliche Einwohner	1	2	3	4	5	6

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c	Schmutzige Stadt	1	2	3	4	5	6
d	Gutes Nachtleben	1	2	3	4	5	6
e	Zu starker Verkehr für Besichtigung	1	2	3	4	5	6
f	Zu hohe Preise	1	2	3	4	5	6
g	Angenehmes Wetter für Besichtigungen	1	2	3	4	5	6
h	Gute Verkehrsverbindungen	1	2	3	4	5	6
i	Viele gute Restaurants	1	2	3	4	5	6
j	Preiswerte Stadt	1	2	3	4	5	6
k	Vielfalt reizvoller Angebote	1	2	3	4	5	6
l	Reichhaltiges Kulturleben	1	2	3	4	5	6
m	Viele Museen	1	2	3	4	5	6

Q.14) Wie oft waren Sie – abgesehen von jetzt – in den letzten 10 Jahren in EUROACITY? _____

Q.15) ZEIGE KARTE
Wie wahrscheinlich ist ein neuerlicher EUROACITY Besuch?
(NUR EINE ANTWORT MÖGLICH)

Sehr wahrscheinlich	1
Recht wahrscheinlich	2
Kaum wahrscheinlich	3
Unwahrscheinlich	4
Weiß nicht	5

Q.16) Inklusive Ihrer eigenen Person, wieviel Personen haben mit Ihnen diese Reise nach EUROACITY unternommen? Und welcher Altersgruppe gehören diese Person an? **(SCHREIBEN SIE DIE ZAHLEN IN DIE NACHSTEHENDE TABELLE)**

	<u>Männlich</u>	<u>Weiblich</u>
Unter 5 Jahre		
5 – 9 Jahre		
10 – 14 Jahre		
15 – 18 Jahre		
19 – 24 Jahre		
25 – 34 Jahre		
35 – 44 Jahre		
45 – 54 Jahre		
55 – 64 Jahre		
65 Jahre und älter		

Q.17) Wie würden Sie auf einer Skala von 1 bis 10 (10 ist die beste und 1 die schlechteste Bewertung) Ihren Aufenthalt in EUROACITY insgesamt beurteilen?

1 2 3 4 5 6 7 8 9 10

Vielen Dank für Ihre Zeit und die Informationen die Sie uns über Ihren Aufenthalt in EUROACITY gegeben haben. Damit wir auch die wirtschaftliche Bedeutung des Tourismus in EUROACITY messen können, hätten wir noch zwei Fragen bezüglich Ihrer ungefähren Reiseausgaben in EUROACITY.

OPTIONAL:
*Bitte behalten Sie diesen Fragebogen bis zum Ende Ihrer Reise in EUROACITY und schicken Sie ihn mittels beiliegenden Antwortkuvert an uns zurück.
Unter sämtlichen Teilnehmern an der diesjährigen Gästebefragung wird ein Wochenendaufenthalt in EUROACITY verlost. Sollten Sie Ihren ordentlichen Wohnsitz in Übersee haben oder kein Interesse an einem Wiedersehen von EUROACITY haben, dann kann dieser Gewinn auch an eine andere Person Ihrer Wahl übertragen werden.*

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Nachstehend finden Sie einige Kategorien. Tragen Sie bitte ein, wieviel Sie dafür annähernd während Ihres Aufenthaltes in EUROCITY ausgegeben haben. Ziehen Sie dabei bitte nur Ausgaben **innerhalb der Stadt** in Betracht. Berücksichtigen Sie bitte dabei auch Beträge, die Sie für andere Personen (Ehepartner, Kinder usw.) gezahlt haben. Wenn sich in einer Kategorie **keine Kosten** für Sie ergaben, tragen Sie bitte "0" ein. Wenn Sie **nicht wissen**, wieviel Sie in einer Kategorie ausgegeben haben, schreiben Sie bitte "Weiß nicht" oder "W/N".

	Währung	Wert
Unterkunft (inkl. Speisen und Getränke die in der Unterkunft konsumiert wurden)		
Speisen, Imbiß, Getränke etc. (alle nicht in der Unterkunft konsumierten)		
Typische Reiseeinkäufe (z.B. Geschenke, Souvenirs, usw.)		
Unterhaltung (inkl. Eintrittskarten für Sehenswürdigkeiten, Theater, Kino usw.)		
Verschiedene andere Ausgaben (bitte nennen Sie mindestens ein Beispiel)		
GESAMTAUSGABEN		

Für wie viele Personen haben Sie die obigen Werte geschätzt?	
Erwachsene	
Kinder	

Wenn Sie EUROCITY im Rahmen einer **Pauschalreise** besucht haben (d.h. eine Reise inkl. Transfer und Unterkunft), dann wissen Sie vielleicht nicht, welche Beträge auf die einzelnen Posten entfallen. In diesem Fall sagen Sie uns bitte nur wieviel die Reise pro Person gekostet hat und wie lange diese Reise dauert.

	Währung	Wert
Preis der Pauschalreise pro Person		
Anzahl der Tage/Nächtigungen im Angebot		

Vielen Dank für Ihre Mitarbeit!

6.3 French

ENQUETE SUR LE VISITEUR D'EUROCITE

Nom :		Sexe :		Masculin	1	
Adresse:				Féminin	2	
Lieu de résidence :						
Code postal :		Questionnaire :				
Lieu de l'enquête :		Aéroport	1	Jours de la semaine :		
		Lieu d'hébergement	2	Lundi	1	
		Sur un stand	3	Mardi	2	
		Dans la rue	4	Mercredi	3	
		Autre (à préciser)	5	Jeudi	4	
				Vendredi	5	
				Samedi	6	
				Dimanche	7	
Mois :	Janvier	1	Statut social :	Travailleur à son compte, travailleur indépendant, fermier		
	Février	2		1	1	
	Mars	3		2	Cadre supérieur, haut fonctionnaire (également en stage)	
	Avril	4		3	2	
	Mai	5		4	Cols blancs, fonctionnaire (également en stage)	
	Juin	6		5	3	
	Juillet	7		6	Employé qualifié (également en stage)	
	Août	8		7	4	
	Septembre	9		8	Autre employé	
	Octobre	10		9	Retraité	
	Novembre	11		10	Femme ou homme au foyer (à temps plein)	
	Décembre	12			7	
				8		
				Etudiant, élève		
				9		
				Sans travail		
				10		
				Autre (à déterminer)		
				10		
Périodes de la journée :		Jusqu'à midi	1	Le temps :		
		De 12H à 14H	2	(Plusieurs réponses possibles)	oui non	
		De 14H à 17H	3		Vent 1 0	
		Après 17H	4		Froid 1 0	
					Ensoleillé 1 0	
					Pluie 1 0	
					Nuageux 1 0	
Composition du foyer :						
(PLUSIEURS REPONSES POSSIBLES)						
				oui	non	
Seul				1	0	
Avec un/une partenaire				1	0	
Avec d'autres adultes				1	0	
Avec des enfants				1	0	

Déclaration : enquête que j'ai menée avec le nom de la personne sondée au-dessus en conformité avec les instructions et MRS code de conduite.

Enquêteur :

Date :

Bonjour..... J' enquête avec/pour.....Nous menons une enquête sur les visiteurs vers EUROCITE. Pourriez-vous m'accorder quelques minutes pour répondre à des questions à propos de votre visite ?

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Q.1a Tout d'abord, vivez-vous dans EUROCITE ?	oui	1
	non	0

Q. 1b Si la réponse à la question Q.1a- est NON , travaillez-vous dans EUROCITE ?	oui	1
	non	0

Q. 2 Passez-vous au moins une nuit en dehors de votre lieu de résidence principal ?	oui	1
	non	0

Si la réponse à Q. 2 est **NON**, passez directement à **Q. 4a**

Q. 3 BADGE Laquelle de ces affirmations correspond le mieux pour décrire la façon dont votre visite à EUROCITE est en accord avec votre voyage loin de chez vous? (UNE REPONSE SEULEMENT).	
EUROCITE est ma seule destination durant ce voyage hors de chez moi	1
EUROCITE est ma destination principale durant ce voyage, mais il se peut que je visite d'autres endroits en allant et en revenant de l'EUROCITE	2
EUROCITE est l'une des nombreuses destinations que je visite durant ce voyage.	3
Je visite EUROCITE en allant et en revenant de ma destination principale.	4
Autres (à préciser)	5

Q. 4a DEMANDER TOUS LES BADGES. Laquelle de ces réponses décrit le mieux la principale motivation de votre visite à EUROCITE ? (UNE SEULE REPONSE)	
Etre en vacances en dehors de chez soi	1
Voyager une journée en dehors de chez soi	2
Rendre visite à des amis/proches – en vacances	3
Rendre visite à des amis/proches – pour d'autres raisons	4
Faire les magasins uniquement	5
En voyages d'affaires	6
Participer à une conférence/exposition	7
Autres (à préciser)	8
Q. 4b DEMANDER SI L'OBJET DE LA VISITE EST SEULEMENT DES VACANCES OU LE FAIT DE RENDRE VISITE A DES AMIS/PROCHES – EN VACANCES (REPONSE 1 OU 3 DE Q. 4a). Décrivez-vous ces vacances comme... (NE DONNER QU'UNE SEULE REPONSE)	
... vos principaux congés cette année	1
... des congés supplémentaires	2
... de courtes vacances	3
d'autres types de vacances (A PRECISER)	4

Q. 5a Combien de nuits passerez-vous hors de chez vous durant ce voyage ?	
--	--

Q. 5b Combien de nuits passerez-vous à...
* EUROCITE ?
* EUROPAYS ?

Q. 5c Et combien de nuits, s'il y en a, passerez-vous dans d'autres pays/villes durant ce voyage ?	
Pays/Ville	Nombre de nuits
*	
*	
*	

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ENQUETEUR : VERIFIER QUE LE TOTAL DU NOMBRE DE NUITS EN Q. 5b ET Q. 5c CORRESPONDE AU NOMBRE DE NUITS EN Q. 5a

Q. 6 Durant votre séjour dans les EUROCIDTES, quel(s) type(s) d'hébergement(s) utilisez/utiliserez-vous ? (PLUS D'UNE REPONSE POSSIBLE)

	oui	non
Hôtel de luxe, de classe supérieure	1	0
Hôtel de qualité moyenne	1	0
Hôtel économique	1	0
Pension de famille	1	0
Chambre d'hôte dans une propriété privée	1	0
Appartement/maison à louer	1	0
Logement sur un campus universitaire ou dans un internat	1	0
Auberge de jeunesse	1	0
Tente ou caravane mobile	1	0
Tente ou caravane à louer sur place	1	0
Hébergement chez des amis/proches	1	0
Résidence secondaire	1	0
Autres (à préciser)	1	0

Q. 7 Comment avez-vous réservé votre hébergement dans EUROCIDTE et en allant à EUROCIDTE ? (UNE SEULE REPONSE)

	HEBERGEMENT	TRANSPORT
Agent de voyage	1	1
Voyagiste	2	2
Vous faites partie d'un groupe organisé	3	3
Directement avec l'hébergement	4	4
Directement avec l'office de tourisme local	5	5
Logement chez des amis/proches	6	6
Directement avec la compagnie aérienne, la compagnie de train, de ferry	7	7
Sur internet	8	8
Autres (A PRECISER)	9	9
Vous n'avez pas réservé	0	0

Q. 8a Avez-vous réservé votre hébergement avant votre arrivée à l'EUROCIDTE, ou après votre arrivée? (UNE SEULE REPONSE)

Avant votre arrivée	1
A l'arrivée	2
Logement chez des amis/proches/dans une résidence secondaire	3
Vous n'avez pas encore réservé	0

Q. 8b Quand avez-vous réservé votre hébergement à EUROCIDTE ? (UNE SEULE REPONSE)

Moins d'une semaine avant votre arrivée	1
De 1 à 4 semaines avant votre arrivée	2
De 5 à 8 semaines avant votre arrivée	3
De 9 à 12 semaines avant votre arrivée	4
Plus de 12 semaines avant votre arrivée	5

Q. 9 BADGE En utilisant l'une des expressions de ce tableau, pouvez-vous me dire quelle influence a chacune des phrases suivantes sur votre décision à visiter EUROCIDTE ?

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		Une grande influence	Une certaine influence	Pas beaucoup d'influence	Pas d'influence	Ne sais pas
a	Une visite déjà effectuée auparavant	1	2	3	4	5
b	Un conseil d'amis/proches	1	2	3	4	5
c	Dans les articles de journaux	1	2	3	4	5
d	Dans les publicités de magazines/journaux	1	2	3	4	5
e	Dans une brochure touristique	1	2	3	4	5
f	Dans un guide touristique	1	2	3	4	5
g	Sur une émission à la radio	1	2	3	4	5
h	Sur une émission à la télévision	1	2	3	4	5
i	Publicités à la télévision	1	2	3	4	5
j	Sur internet	1	2	3	4	5
k	Sur les conseils d'un agent de voyages	1	2	3	4	5
l	Dans un office de tourisme	1	2	3	4	5
m	Dans un office national du tourisme	1	2	3	4	5
n	Autre (A PRECISER)	1	2	3	4	5

Q. 10 BADGE

Quels types d'informations inscrites dans ce tableau avez-vous utilisé durant ce voyage à EUROCITE ?
(PLUSIEURS REPONSES POSSIBLES)

	oui	non
Vous avez téléphoné pour obtenir une brochure de l'office de tourisme de l'EUROCITE	1	0
Vous avez écrit pour obtenir une brochure de l'office de tourisme de l'EUROCITE	1	0
Vous avez téléphoné pour obtenir une brochure de l'office de tourisme de l'EUROPAYS	1	0
Vous avez écrit pour obtenir une brochure de l'office de tourisme de l'EUROPAYS	1	0
Vous avez accédé au site Internet de l'EUROCITE	1	0
Vous avez pris des dépliants/brochures à l'office de tourisme d'une EUROCITE	1	0
Vous avez obtenu des informations d'amis/proches.	1	0
Autres (A PRECISER)	1	0

Q. 11a

Durant votre voyage vers l'EUROCITE, quel(s) étai(en)t votre/vos principaux moyen(s) de transport ?
(PLUSIEURS REPONSES POSSIBLES)

	oui	non
Une voiture / fourgonnette privée	1	0
Une voiture / fourgonnette de location	1	0
Le train	1	0
L'avion	1	0
Le bateau / ferry	1	0
Le vélo	1	0
La moto	1	0
Le réseau de cars publics	1	0
l'autocar	1	0
A pied / en auto stop	1	0
Autres (A PRECISER)	1	0

Q. 11b BADGE

Durant votre séjour à EUROCITE, quels moyens de transport ...

... avez-vous déjà utilisé pour circuler dans la ville ? (INDIQUER TOUT CE QUI EST MENTIONNE EN – DESSOUS)

... avez-vous utilisé le plus souvent (UNE SEULE REPONSE)

	i - utilisé		ii – Utilisé le plus souvent
	oui	non	
La voiture	1	0	1

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Le train	1	0	2
Le taxi	1	0	3
Le réseau des transports en commun	1	0	4
Un circuit en bus touristique	1	0	5
Un autocar privé	1	0	6
Une moto	1	0	7
Un vélo	1	0	8
A pied	1	0	9

Q. 12 Laquelle des activités suivantes, s'il y en a, avez-vous fait ou ferez-vous durant cette visite à l'EUROCITE ?

(PLUS D'UNE REPONSE POSSIBLE)

	oui	non
Faire les magasins	1	0
Visite des points touristiques importants	1	0
Visite des musées	1	0
Visite des expositions	1	0
Aller au théâtre	1	0
Aller à des concerts	1	0
Faire un tour de la ville à pied	1	0
Faire un circuit organisé	1	0
Faire une excursion en dehors de la ville	1	0
Sortir en soirée dans un pub/bar/restaurant	1	0
Regarder un événement sportif	1	0
Faire du sport	1	0
Visite d'une station thermale	1	0
Aucune de ces réponses	1	0

Q. 13 je souhaiterais donner un nombre d'affirmations que d'autres visiteurs ont formulé à propos d'EUROCITE. En utilisant une des expressions de ce tableau, pourriez-vous me dire quel degré d'accord ou de désaccord vous avez avec chaque affirmation ?

(MONTRER LE TABLEAU PIVOTER LA FEUILLE)

	Tout à fait d'accord	D'accord	Ni plus ni moins d'accord	Pas d'accord	Absolument pas d'accord	Ne sais pas
C'est un endroit sûr à visiter	1	2	3	4	5	6
Les personnes sont aimables et accueillantes	1	2	3	4	5	6
C'est une ville sale	1	2	3	4	5	6
La vie nocturne est de bonne qualité	1	2	3	4	5	6
La ville est trop bondée pour la visiter	1	2	3	4	5	6
Les prix sont trop élevés	1	2	3	4	5	6
Une météo agréable pour la visite	1	2	3	4	5	6
Il est facile de faire un tour de ville	1	2	3	4	5	6
De nombreux bons restaurants sont disponibles	1	2	3	4	5	6
Un bon rapport qualité-prix	1	2	3	4	5	6
Une bonne variété d'attractions touristiques	1	2	3	4	5	6
Une vie culturelle riche	1	2	3	4	5	6
De nombreux musées à visiter	1	2	3	4	5	6

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Q. 14 Combien de fois avez-vous visité EUROCITE durant ces dix dernières années, avant cette visite ?

Q. 15 BADGE

Quelle probabilité y a-t-il pour que vous visitiez une nouvelle fois l'EUROCITE dans le futur ? (UNE SEULE REPONSE)

Très probablement	1
Assez probablement	2
Pas très probablement	3
Aucune probabilité	4
Ne sais pas	5

Q. 16 En vous incluant, combien de personnes sont avec vous durant ce séjour à EUROCITE ? (INDIQUER LE NOMBRE DE PERSONNES DANS CHAQUE CATEGORIE CI-DESSOUS)

	MASCULIN	FEMININ
Moins de 5 ans		
De 5 à 9 ans		
De 10 à 14 ans		
De 15 à 18 ans		
De 19 à 24 ans		
De 25 à 34 ans		
De 35 à 44 ans		
De 45 à 54 ans		
De 55 à 64 ans		
Plus de 65 ans		

Q. 17 Sur une échelle de valeur de 1 à 10 avec 10 comme la valeur la plus importante et 1 la valeur la plus basse, quelle évaluation faites-vous à toute votre visite à EURICITE ?

1 2 3 4 5 6 7 8 9 10

Merci d'avoir pris le temps de répondre aux questions de nos enquêteurs et de nous avoir donné des informations sur votre visite à EUROCITE. Cependant, afin de nous aider à mesurer l'impact économique du tourisme à EUROCITE, nous souhaiterions également nous rendre compte approximativement combien vous dépenserez à EUROCITE pendant votre visite dans la ville.

FACULTATIF :

Pourriez-vous conserver ce questionnaire jusqu'à la fin de votre visite à EUROCITE puis le retourner en utilisant l'enveloppe-réponse pré-payée ci-jointe.

Les personnes qui complètent et retournent ce questionnaire auront le droit à une inscription au prix d'un week-end pour deux à EUROCITE (transport exclu) en fonction des disponibilités. Si vous habitez outre-manche et ne pouvez pas retourner à EUROCITE, ce prix peut être cédé à une autre personne de votre choix.

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Vous trouverez ci-dessous un nombre de catégories. Pouvez-vous écrire approximativement combien vous avez dépensé, dans chacune de ces catégories, pendant votre séjour à EUROCITE. Cela comprend uniquement les dépenses effectuées à l'intérieur de la ville et non celles effectuées à l'extérieur. Pouvez-vous y inclure toute dépense effectuée par les autres membres présents avec vous (comme votre femme/mari, vos enfants,...) et pour lesquels vous avez payé.

Si aucune catégorie particulière ne correspond à vos dépenses, marquez « 0 ». Si vous ne savez pas combien vous avez dépensé dans une catégorie particulière, indiquez « ne sais pas » ou « D/K ».

	Monnaie	Prix
Hébergement(incluant repas, boissons pris dans cet hébergement)		
Repas , snacks, boissons, etc... (à l'exclusion de ceux pris sur votre lieu d'hébergement)		
Shopping touristique (par exemple des cadeaux, souvenirs...)		
Divertissements (inclus les droits d'entrée aux attractions des visiteurs, théâtres, cinémas,...)		
Autres articles divers (pouvez-vous en donner des exemples)		
TOTAL DES DEPENSES		

Combien de personnes (adultes et enfants) l'ensemble de vos dépenses citées ci-dessus ?	
Nombre d'adultes	Nombre d'enfants

Si votre visite à EUROCITE faisait partie d'un forfait voyages (par exemple un forfait qui inclue votre transport, logement,...), il se peut que vous ne sachiez pas combien vous avez dépensé dans certaines des catégories ci-dessus. Si c'est le cas, pouvez-vous nous donner les détails de votre forfait voyage ci-dessous. Combien cela coûte par personne et combien de jours / nuits le prix inclut.

Merci!

6.4 Spanish

EUROCITY VISITOR SURVEY

Nombre:	<input type="text"/>	Sexo:	H 1
			M 2
Dirección:	<input type="text"/>		
	<input type="text"/>		

Lugar de residencia

Código postal:

Número de cuestionario #:

Lugar de la entrevista	Aeropuerto	1	Día de la semana:	Lunes	1
	Lugar de la pernoctación	2		Martes	2
	En el lugar de visita	3		Miércoles	3
	En la calle	4		Jueves	4
	Otros lugares (especificar):	5		Viernes	5
			Sábado	6	
			Domingo	7	

Mes:	Enero	1	Situación laboral	autónomo, cuenta propia, agricultor	1
	Febrero	2		alto ejecutivo/ alto funcionario	2
	Marzo	3		administrativo, funcionario (también haciendo prácticas)	
	Abril	4		trabajador especializado (haciendo prácticas también)	3
	Mayo	5		trabajador en otro campo	4
	Junio	6		Jubilado	
	Julio	7		ama de casa/hombre que se ocupa de las tareas domésticas(a tiempo completo)	5
	Agosto	8		estudiante, alumno	6
	Septiembre	9		no trabaja en este momento	7
	Octubre	10		Otro (ESPECIFIQUE)	8
	Noviembre	11			9
	Diciembre	12			10

Hora del Día:	Antes de las 12 del mediodía	1	Wetter: MEHRFACH-ANTWORT MÖGLICH	Si	No	
	12.00 – 14.00	2		Viento	1	0
	14.00 – 17.00	3		Frío	1	0
	Después 17.00 Uhr	4		Sol	1	0
				Lluvia	1	0
			Nublado/sin lluvia	1	0	

Perfil de la familia Posibilidad de respuesta múltiple

	Ja	Nein
Persona que vive sola	1	0
Con pareja	1	0
Con otros adultos	1	0
Con hijos	1	0

DECLARACIÓN: Entrevista realizada por mí con el/la encuestado/a mencionado/a arriba, de acuerdo con las instrucciones y el Código Deontológico del Servicio de Estudios de Mercado (MRS)

Encuestador/ ora **Fecha:**

Buenos/as..... Soy encuestador/ora con Estamos realizando una encuesta a los visitantes de Eurocity. ¿Tendría la amabilidad de contestar a unas preguntas sobre su visita?

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Q.1a)	En primer lugar, vive Vd. en Eurocity?	Si	1
		No	0

Q.1b)	SI LA RESPUESTA ES NEGATIVA, ¿Trabaja en Eurocity?	Si	1
		No	0

Q.2)	¿Está pasando al menos una noche fuera de su domicilio habitual?	Si	1
		No	0

SI LA RESPUESTA ES NEGATIVA PASE A P.4a)

Q.3) MUESTRE TARJETA			
¿Cuál de las afirmaciones que figuran en esta tarjeta define mejor cómo encaja su visita a Eurocity con su viaje fuera de casa? (UNA SOLA RESPUESTA)			
	Eurocity es mi único destino durante este viaje		1
	Eurocity es mi destino principal durante este viaje pero voy a visitar otros sitios camino de Eurocity o después de haberla visitado		2
	Eurocity es uno de mis destinos durante este viaje		3
	Visito Eurocity camino de mi destino principal o desde mi destino principal.		4
Otro (ESPECIFIQUE):			5

Q.4a) PREGUNTE TODO MUESTRE TARJETA			
¿Cuál de las siguientes frases define mejor el principal motivo de su visita a Eurocity? UNA SOLA RESPUESTA.			
	Vacaciones fuera de casa		1
	Excursión/salida de un día de casa		2
	De visita a amigos y familiare de vacaciones		3
	De visita a amigos y familiare otro motivo		4
	De compras solamente		5
	Viaje de negocios		6
	Congreso/exposición		7
Otro (ESPECIFIQUE):			8

Q.4b) PREGUNTE SI ESTÁ DE VACACIONES O VISITANDO AMIGOS O PARIENTES (CÓDIGO 1 A 3) MIENTRAS ESTÁ DE VACACIONES COMO SE INDICA EN P.4a)			
¿Cómo definiría estas vacaciones.....? LEA EN VOZ ALTA UNA SOLA RESPUESTA)			
	... Principales vacaciones		1
	... Vacaciones secundarias		2
	... De corta duración		3
Otro tipo de vacaciones (ESPECIFIQUE):			4

Q.5a)	¿Cuántas noches va a pasar fuera de casa durante este viaje	
--------------	---	--

Q.5b)	¿Cuántas de estas noches va a pasar en.....	
i)	EUROCITY?	
ii)	EUROCOUNTRY?	

Q.5c) ¿Y cuántas noches, en su caso, pasará en otros países/ciudades durante este viaje?	
País/Ciudad	Núm pernoctaciones
i)	
ii)	
iii)	

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COMPRUEBE QUE EL TOTAL NÚMERO DE PERNOCTACIONES EN P.5B Y P.5C SEA IGUAL A P.5A!

**Q.6) ¿Qué clase(s) de alojamiento ha utilizado o va a utilizar durante su estancia en Eurocity?
SE PERMITE MÁS DE UNA RESPUESTA**

	Ja	Nein
De gran lujo, de 5/4 estrellas	1	0
De 3 estrellas	1	0
Hotel de 2/1 estrellas o pensión	1	0
Casa de huéspedes	1	0
Alojamiento en casa Bed & Breakfast	1	0
Piso/casa de alquiler	1	0
Residencia universitaria/colegio mayor	1	0
Albergue juvenil	1	0
Roulotte/tienda de campaña móviles	1	0
Roulotte/tienda de campaña fijas	1	0
Se aloja en casa de unos amigos/de familiares	1	0
Segundo domicilio	1	0
Otro (ESPECIFIQUE)	1	0

**Q.7) ¿Cómo hizo la reserva de su alojamiento para esta visita a Eurocity?
SOLO UNA RESPUESTA**

	Alojamiento	Viaje
Agencia de viajes	1	1
Tour operador	2	2
Parte de un grupo organizado	3	3
Se puso en contacto con el sitio donde se aloja	4	4
Se puso en contacto con la oficina de turismo local	5	5
Se aloja en casa de amigos/ familiares	6	6
A través de línea aérea/compañía de ferry/ ferrocarriles	7	7
A través de Internet	8	8
Otro (ESPECIFIQUE)	9	9
No hizo reserva	0	0

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Q.8a) ¿Hizo la reserva de alojamiento antes o después de llegar a Eurocity?	
SOLO UNA RESPUESTA	
	Antes 1
	Al llegar 2
Estando en casa de amigos/ familiares/segundo domicilio	3
Todavía no ha hecho reserva	0

Q.8b) ¿Cuándo hizo la reserva de su alojamiento en Eurocity?	
(SOLO UNA RESPUESTA)	
	Menos de una semana antes de llegar 1
	Entre 1 y 4 semanas antes de llegar 2
	Entre 5 y 8 semanas antes de llegar 3
	Entre 9 y 12 semanas antes de llegar 4
	Más de 12 semanas antes de llegar 5

Q.9) MUESTRE TARJETA						
Escoja una de las frases que aparecen en esta tarjeta, y dígame hasta qué punto cada uno de los siguientes influyeron en su decisión de visitar Eurocity.						
LEER EN VOZ ALTA. VAYA ALTERNANDO EL ORDEN. CÓDIGO ABAJO.						
		<u>Influyó mucho</u>	<u>Influyó bastante</u>	<u>Influyó algo</u>	<u>No Influyó en absoluto</u>	<u>No sabe</u>
a	Una visita anterior	1	2	3	4	5
b	Consejo de amigos/familiares	1	2	3	4	5
c	Artículos de revista o periódico	1	2	3	4	5
d	Anuncio(s) de revista o periódico	1	2	3	4	5
e	Folleto turístico	1	2	3	4	5
f	Guía turística	1	2	3	4	5
g	Programas de radio)	1	2	3	4	5
h	Programas/reportajes de televisión	1	2	3	4	5
i	Publicidad en la televisión	1	2	3	4	5
j	Página Web de Internet	1	2	3	4	5
k	Agencia de viajes	1	2	3	4	5
l	Oficina de Información Turística	1	2	3	4	5
m	Oficina Nacional de Turismo	1	2	3	4	5
n	Otro (ESPECIFIQUE)	1	2	3	4	5

Q.10) MUESTRE TARJETA		
¿Entre los tipos de información que figuran en esta tarjeta, cuáles utilizó, o ha utilizado, durante este viaje a Eurocity?		
POSIBILIDAD DE MÁS DE UNA RESPUESTA		
		Si No
	Solicitó folleto por teléfono del Centro de Información Turística de Eurocity	1 0
	Solicitó folleto por escrito del Centro de Información Turística de Eurocity	1 0
	Solicitó folleto por teléfono del Patronato de Turismo Eurocountry	1 0
	Solicitó folleto por escrito del Patronato de Turismo Eurocountry	1 0
	Accedió a la página Web Eurocity de Internet	1 0
	Cogió folletos en un Centro de Información Turística Eurocity	1 0
	Obtuvo información a través de amigos/familiares	1 0
Otro	(ESPECIFIQUE)	1 0

Q.11a) PREGUNTE TODO		
¿Durante su viaje A Eurocity, cuál fue su principal medio de transporte)		
	Si	No
Coche/furgoneta particular	1	0
Coche alquilado/furgoneta alquilada	1	0
Tren	1	0
Avión	1	0
Barco/ferry	1	0
Bicicleta	1	0
Motocicleta	1	0
Autobús público/autocar público	1	0
Autobús privado/autocar privado	1	0
Vino a pie/hizo autostop	1	0
Otro (ESPECIFIQUE)	1	0

Q.11b) MUESTRE TARJETA			
¿Durante su estancia EN Eurocity, cuál de estos medios de tran...			
i)	ya ha utilizado para desplazarse por la ciudad?		
ii)	ha utilizado con más frecuencia?.		
MARQUE CÓDIGO CORRESPONDIENTE			
UNA SOLA RESPUESTA			
	i) utilizado		ii) utilizado con más frecuencia
	Si	No	
Coche	1	0	1
Tren	1	0	2
Taxi	1	0	3
Autobús público	1	0	4
Autobús - Visita turística	1	0	5
Autocar privado	1	0	6
Motocicleta	1	0	7
Bicicleta	1	0	8
A pie	1	0	9

Q.12) ¿Cuáles de estas actividades, en su caso, ha realizado o va a realizar durante esta visita a Eurocity?		
	Si	No
Ir de compras	1	0
Visitar puntos de interés turístico	1	0
Visitar museos	1	0
Visitar exposiciones	1	0
Ir al teatro	1	0
Ir a conciertos	1	0
Pasear por la ciudad	1	0
Viaje organizado	1	0
Excursión fuera de la ciudad	1	0
Salir por la noche a un bar/pub o restaurante	1	0
Ir a ver una competición deportiva	1	0
Practicar deporte	1	0
Utilizar un balneario	1	0
Otro (ESPECIFIQUE):	1	0
Ninguno de estos	1	0

Q.13) Ahora le voy a leer una serie de afirmaciones hechas por otros visitantes acerca deEurocity. Escoja una de las afirmaciones que aparecen en esta tarjeta y dígame hasta qué puntoestá, o no está de acuerdo con cadauna de ellas.						
LEER EN VOZ ALTA. VAYA ALTERNANDO EL ORDEN. MARQUE INICIO						
	Está completamente de	Está de acuerdo	Indiferente	No está de acuerdo	Está convencido/a	N/S

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	acuerdo			que no		
a Es un lugar seguro para visitar	1	2	3	4	5	6
b La gente es amable y hospitalaria.	1	2	3	4	5	6
c Es una ciudad sucia.	1	2	3	4	5	6
d Tiene un buen ambiente nocturno	1	2	3	4	5	6
e Hay demasiada gente para hacer visitas turísticas	1	2	3	4	5	6
f Los precios son demasiado elevados.	1	2	3	4	5	6
g Tiene un clima agradable para hacer visitas turísticas.	1	2	3	4	5	6
h Es fácil desplazarse por la ciudad.	1	2	3	4	5	6
i Dispone de un gran número de buenos restaurantes.	1	2	3	4	5	6
j Buena relación calidad / precio	1	2	3	4	5	6
k Una amplia oferta de puntos de interés para el visitante.	1	2	3	4	5	6
l Tiene una vida cultural muy rica.	1	2	3	4	5	6
m Tiene muchos museos para visitar.	1	2	3	4	5	6

Q.14) ¿Sin contar esta visita, cuántas veces ha visitado Eurocity durante los últimos 10 años?

Q.15) MUESTRE TARJETA
 ¿Cuáles son las probabilidades de que vuelva a Eurocity en el futuro?
SOLO UNA RESPUESTA

Muy probable	1
Bastante probable	2
Poco probable	3
Nada probable	4
No sabe	5

Q.16) ¿Cuántas personas le acompañan en esta visita a Eurocity *Vd. incluido/a?*
 ¿Y cuántos años tienen?**ESCRIBA EDAD EN LA CATEGORÍA CORRESPONDIENTE**

	Hombre	Mujer
Menos de 5 años		
5-9 años		
10-14 años		
15-18 años		
19-24 años		
25-34 años		
35-44 años		
45-54 años		
55-64 años		
+ de 65 años		

Q.17) ¿En una escala de 1 a 10 - poniendo el 10 como la puntuación máxima y el 1 la mínima- cómo evalúa **el conjunto** de su visita a Eurocity?

1 2 3 4 5 6 7 8 9 10

Muy agradecido/a a Vd. por haber tenido la amabilidad de hablar con uno/a de nuestros/as encuestadores/oras y facilitarnos la información solicitada sobre su visita a Eurocity. Asimismo, nos gustaría saber precisamente cuánto ha gastado en Eurocity durante su visita, a fin de ayudarnos a medir el impacto económico del turismo en Eurocity

OPCIONAL:
Le rogamos conservar este cuestionario hasta el final de su visita a Eurocity, luego rellénelo y devuélvanoslo sirviéndose del sobre de respuesta pagada adjunto.

Las personas que completen y nos devuelvan este cuestionario podrán participar en un sorteo de un fin de semana para dos en Eurocity (viaje no incluido), según lo que se disponga en el momento. Si vive en el extranjero y no podrá volver a Eurocity, se puede transferir este premio a la persona que Vd. elija..

A continuación se da una serie de categorías. Indíquenos, por favor, cuánto ha gastado por categoría en Eurocity durante su visita. Ponga solamente lo que se ha gastado **dentro de la ciudad** y no fuera de ella. Especifique cantidades gastadas en las personas que le han acompañado (p.ej. su mujer/marido, hijos, etc.) y por los cuales ha pagado la estancia. Si no ha gastado **nada** en una de las categorías, indíquelo, por favor, con un "0". Si **no sabe** cuánto ha gastado en una de las categorías, escriba "No sé" o "N/S"

	moneda	importe
Alojamiento (con comida y bebida incluida en el sitio donde se aloja)		
Comidas, refrigerios, bebidas, etc. (sin contar los que se hayan tomado donde se aloja)		
Compras turísticas (p.ej. regalos, recuerdos, etc.)		
Ocio (incluya precios de las entradas a puntos de interés turístico, teatros, cine, etc.)		
Otros (dar ejemplos)		
TOTAL GASTADO		

¿A cuántas personas (adultos y niños) cubren los citados gastos?	
Adultos	
Niños	

Si su visita a Eurocity formaba parte de un **paquete completo** (p.ej. un paquete que incluía viaje, alojamiento, etc.) es posible que no sepa cuánto ha gastado en algunas de las categorías citadas arriba. Si es así, indíquenos a continuación los detalles del paquete -- cuánto ha costado por persona y qué se incluía con este precio.

	moneda	importe
Coste del paquete		

Número días/noches	
--------------------	--

MUCHAS GRACIAS

6.5 Danish

EUROCITY VISITOR SURVEY

Navn:

Adresse:

Køn: Mand 1
Kvinde 2

Hvilket land?:

Postnummer:

Spørgeskema #:

Interview lokalitet:

Lufthavn	1
Overnatningsstedet	2
Indenfor attraktion	3
Interview på gaden	4
Andet (ANGIV HVOR):	5

Dag på ugen:

Mandag	1
Tirsdag	2
Onsdag	3
Torsdag	4
Fredag	5
Lørdag	6
Søndag	7

Måned:

Januar	1
Februar	2
Marts	3
April	4
Maj	5
Juni	6
Juli	7
August	8
September	9
Oktober	10
November	11
December	12

Arbejdsstilling:

selvstændig, freelance, landmand	1
leder eller højere embedsmand	2
kontorassistent, embedsmand (også elev)	3
faglært arbejder (også lærling)	4
ufaglært arbejder	5
pensionist	6
hjemmegående (fuld tid)	7
student, elev	8
pt. uden arbejde	9
Andet (ANGIV HVAD):	10

Tid på dagen:

Indtil kl. 12:00	1
12:00 – 14:00	2
14:00 – 17:00	3
Efter kl. 17:00	4

Vejret:

GERNE	Ja	Nej
FLERE	Blæsende	1 0
SVAR	Koldt	1 0
	Solskinsvejr	1 0
	Regn	1 0
	Skyet	1 0

Ægteskabelig status:

GERNE	Alene	Ja	Nej
FLERE	Med partner	1	0
SVAR	Med andre voksne	1	0
	Med børn	1	0

ERKLÆRING: Interview er udført af mig med respondentens navn øverst i overensstemmelse med instruktioner

Interviewer:

Dato:

Goddag Jeg er interviewer for Vi gennemfører en undersøgelse blandt besøgende i EUROCITY. Har du tid til at besvare nogle spørgsmål om dit besøg?

Q.1a)

For det første, bor du i EUROCITY?

Ja	1
Nej	0

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Q.1b)	Hvis Q.1a) er NEJ, arbejder du i EUROACITY?	Ja	1
		Nej	0

Q.2)	Er du væk fra din normale bopæl i mindst en nat?	Ja	1
		Nej	0

Hvis Q.2 er NEJ GÅ TIL Q.4a)

Q.3) VIS SKILT	Hvilket af følgende udsagn på dette skilt beskriver bedst grunden til dit besøg i EUROACITY? (KUN ET SVAR)		
	EUROACITY er den eneste destination jeg besøger på denne rejse		1
	EUROACITY er den primære destination jeg besøger på denne rejse, men jeg skal også besøge andre steder på vejen til/fra EUROACITY		2
	EUROACITY er en ud af flere destinationer som jeg skal besøge på denne rejse		3
	Jeg besøger EUROACITY på vejen til og fra min primære destination		4
	Andet (ANGIV HVAD):		5

Q.4a) SPØRG ALLE VIS SKILT	Hvilket af følgende beskriver bedst dit hovedformål at besøge EUROACITY? (KUN ET SVAR)		
	På ferie væk fra hjemmet		1
	På endagstur væk fra hjemmet		2
	Besøger familie eller venner - på ferie		3
	Besøger familie eller venner - andre årsager		4
	Kun for at handle		5
	På forretningsrejse		6
	Deltager i konference/udstilling		7
	Andet (ANGIV HVAD):		8

Q.4b) SPØRG KUN HVIS SVAR ER FERIE ELLER BESØG HOS VENNER ELLER FAMILIE - PÅ FERIE (KODE 1 ELLER 3 I Q. 4a)	Vil du beskrive denne ferie som ... LÆS HØJT (KUN ET SVAR)		
	... din hovedferie i år		1
	... en sekundær/ekstra ferie		2
	... et kort ophold		3
	Andre typer ferie (ANGIV HVAD):		4

Q.5a)	Hvor mange nætter vil du være væk hjemmefra på denne ferie?	
--------------	---	--

Q.5b)	Hvor mange nætter vil du opholde dig i ...	
i)	EUROACITY?	
ii)	EUROCOUNTRY?	

Q.5c)	Og hvor mange nætter vil du i givet fald tilbringe i andre lande/byer på denne rejse væk hjemmefra?	
	Land/by	Antal nætter
	i)	
	ii)	
	iii)	

INTERVIEWER: CHECK AT ANTALLET AF NÆTTER

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I Q.5b) OG Q.5c) ER DET SAMME SOM I Q.5a)!

Q.6) Hvilke former for indkvartering har du/vil du benytte dig af under dit ophold i EUROACITY? **(MERE END ET SVAR ER TILLADT)**

	Ja	Nej
Luxus, hotel af høj standard	1	0
Moderat kvalitetshotel	1	0
Standard eller lavprishotel	1	0
Gæstehus	1	0
'Bed and Breakfast' i privat hjem	1	0
Lejet lejlighed/hus	1	0
Universitet/kollegie overnatning	1	0
Vandrerhjem	1	0
Turist campingvogn/telt	1	0
Permanent campingvogn/telt	1	0
Bor hos venner/familie	1	0
Andet hjem	1	0
Andet (ANGIV HVAD):	1	0

Q.7) Hvordan bookede du indkvartering og rejse til EUROACITY? **(KUN ET SVAR)**

	Overnatning	Rejse
Rejsebureau/agent	1	1
Tur operatør	2	2
Grupperejse	3	3
Direkte hos overnatningsstedet	4	4
Direkte hos lokalt turistkontor	5	5
Bor hos venner/familie	6	6
Direkte hos fly/færge/tog operatør	7	7
Via internettet	8	8
Andet (ANGIV HVAD):	9	9
Bestilte ikke	0	0

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Q.8a) Bookede du indkvartering før du ankom til EUROCITY, eller efter du ankom? (KUN ET SVAR)	
Før ankomst	1
Ved ankomst	2
Bor hos venner/familie/andet hjem	3
Har endnu ikke booket	0

Q.8b) Hvornår bookede du indkvartering i EUROCITY? (KUN ET SVAR)	
Mindre end en uge før ankomst	1
1 – 4 uger før ankomst	2
5 – 8 uger før ankomst	3
9 – 12 uger før ankomst	4
mere end 12 uger før ankomst	5

Q.9) VIS SKILT		Meget stor indflydelse	En del indflydelse	Ikke meget indflydelse	Ingen indflydelse	Ved ikke
Udfra sætningerne på dette skilt bedes du venligst fortælle mig, hvor meget eller hvor lidt indflydelse hver af de følgende udsagn havde for din beslutning om at besøge EUROCITY? (LÆS HØJT, SKIFT RÆKKEFØLGE)		e	e	e	e	
a	Et tidligere besøg	1	2	3	4	5
b	Anbefaling fra venner/familie	1	2	3	4	5
c	Artikel i blad/avis	1	2	3	4	5
d	Reklame i blad/avis	1	2	3	4	5
e	Turistbrochure	1	2	3	4	5
f	Guidebog	1	2	3	4	5
g	Radioprogrammer	1	2	3	4	5
h	Fjernsynsprogrammer/TVdækning	1	2	3	4	5
i	Reklame i fjernsynet	1	2	3	4	5
j	Hjemmeside på internettet	1	2	3	4	5
k	Råd fra rejsebureau	1	2	3	4	5
l	Turistinformation	1	2	3	4	5
m	Nationalt Turistråd	1	2	3	4	5
n	Andet (ANGIV HVAD):	1	2	3	4	5

Q.10) SHOW CARD		Ja	Nej
Angiv ud fra dette skilt hvilken type information, du har anvendt i forbindelse med denne rejse til EUROCITY? (MERE END ET SVAR ER TILLADT)			
	Har ringet efter brochure fra turistinformationen i EUROCITY	1	0
	Har skrevet efter brochure fra turistinformationen i EUROCITY	1	0
	Har ringet efter brochure fra turistrådet i EUROCOUNTRY	1	0
	Har skrevet efter brochure fra turistrådet i EUROCOUNTRY	1	0
	Har været inde at se på EUROCITY's hjemmeside på internettet	1	0
	Har opsamlet flyveblad/brochurer på turistinformationen i EUROCITY	1	0
	Har fået information fra venner/familie	1	0
	Andet (ANGIV HVAD):	1	0

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Q.11a) SPØRG ALLE		
På din rejse TIL EUROCCITY, hvad var din(e) primære transportform(er)? (MERE END ET SVAR ER TILLADT)		
	Ja	Nej
Privat bil/beboelsesvogn	1	0
Lejet bil/beboelsesvogn	1	0
Tog	1	0
Fly	1	0
Båd/færge	1	0
Cykel	1	0
Motorcykel	1	0
Offentlig bus	1	0
Privat bus/turistbus	1	0
Gående/blaffede	1	0
Andet (ANGIV HVAD):	1	0

Q.11b) SHOW CARD			
I løbet af dit ophold i EUROCCITY, hvilke af disse former for transport ...			
... har du allerede benyttet til at komme rundt i byen? (ALLE KODER ER NÆVNT NEDENFOR)			
i) ... har du benyttet mest? (KUN ET SVAR)			
ii)			
	i) Benyttet		ii) Benyttet mest
	Ja	Nej	
Bil	1	0	1
Tog	1	0	2
Taxi	1	0	3
Offentlig bus	1	0	4
Bus – sightseeing tur	1	0	5
Privat turistbus	1	0	6
Motorcykel	1	0	7
Cykel	1	0	8
Gående	1	0	9

Q.12) Hvilke af følgende aktiviteter, hvis nogen, har du foretaget eller vil foretage dig under dit besøg i EUROCCITY? (MERE END ET SVAR ER TILLADT)		
	Ja	Nej
Indkøb	1	0
Besøge seværdigheder/attraktioner	1	0
Besøge museer	1	0
Besøge udstillinger	1	0
Gå i teater	1	0
Gå til koncerter	1	0
Gå rundt i byen	1	0
Gå på organiseret rundtur	1	0
Tage på ekskursion ud af byen	1	0
Gå ud om aftenen på værtshus/bar eller restaurant	1	0
Overvære sportsbegivenhed	1	0
Dyrke sport	1	0
Besøge kursted	1	0
Andet (ANGIV HVAD):	1	0
Ingen af disse	1	0

Q.13) Jeg vil gerne have lov at læse en række udsagn højt, som andre besøgende har sagt om EUROCCITY. Udfra sætningerne på dette skilt bedes du venligst fortælle mig om du er enig eller uenig med hver enkelt udsagn? (VIS SKILT, SKIFT RÆKKEFØLGE)			
	Meget	Hverke	Meget Ved

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		<u>enig</u>	<u>Enig</u>	<u>eller</u>	<u>Uenig</u>	<u>uenig</u>	<u>ikke</u>
a	Det er et sikkert sted at besøge	1	2	3	4	5	6
b	Folk er venlige og imødekommende	1	2	3	4	5	6
c	Det er en snavset by	1	2	3	4	5	6
d	Der er et godt nattelev	1	2	3	4	5	6
e	Der er for mange mennesker til at gå på sightseeing	1	2	3	4	5	6
f	Priserne er for høje	1	2	3	4	5	6
g	Vejret er behageligt til sightseeing	1	2	3	4	5	6
h	Det er let at komme omkring i byen	1	2	3	4	5	6
i	Der er mange gode restauranter	1	2	3	4	5	6
j	Man får meget for pengene	1	2	3	4	5	6
k	Der er en god variation af attraktioner	1	2	3	4	5	6
l	Der er et rigt kulturliv	1	2	3	4	5	6
m	Der er mange museer	1	2	3	4	5	6

Q.14) Hvor mange gange har du besøgt EUROCITY i de sidste 10 år, før dette besøg?

Q.15) VIS SKILT

Hvor stor sandsynlighed er der for at du besøger EUROCITY igen i fremtiden? (**KUN ET SVAR**)

- | | |
|----------------------|---|
| Stor sandsynlighed | 1 |
| En vis sandsynlighed | 2 |
| Ringe sandsynlighed | 3 |
| Ingen sandsynlighed | 4 |
| Ved ikke | 5 |

Q.16) Inklusiv dig selv, hvor mange mennesker har været med dig på denne rejse til EUROCITY?

- Hvad er deres alder? (**SKRIV ALDER I TAL INDENFOR NEDENSTÅENDE KATEGORIER**)

	<u>Mand</u>	<u>Kvinde</u>
Under 5 år		
5 – 9 år		
10 – 14 år		
15 – 18 år		
19 – 24 år		
25 – 34 år		
35 – 44 år		
45 – 54 år		
55 – 64 år		
65 år +		

Q.17) På en skala fra 1 – 10, hvor 10 er den bedste og 1 den dårligste karakter, hvordan vil du vurdere hele dit besøg i EUROCITY?

1 2 3 4 5 6 7 8 9 10

Tak fordi du tog dig tid til at tale med en af vores interviewere og give os informationer om dit besøg i EUROCITY. For at hjælpe os med at måle de økonomiske konsekvenser ved turismen i EUROCITY vil vi også gerne have et overslag over, hvor mange penge du regner med at bruge i EUROCITY i løbet af dit besøg i byen.

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Frivilligt:

Gem venligst dette spørgeskema indtil slutningen af dit besøg i EUROACITY og udfyld derefter resten af spørgsmålene og returnér det til os i vedlagte frankerede svarkuvert.

Hvis du udfylder spørgeskemaet og returnerer det vil du indgå i en lodtrækning om et weekendophold for to i EUROACITY (eksklusiv rejse). Hvis du bor i udlandet og ikke har mulighed for at komme tilbage til EUROACITY, kan præmien overdrages til en anden person efter dit valg.

Nedenfor er der en liste med en række kategorier. Skriv venligst et anslået beløb på, hvor mange penge du har brugt indenfor hver kategori i løbet af dit besøg i EUROACITY. Inkluder kun hvad du har brugt **i byen** og ikke udenfor den. Inkluder venligst alle omkostninger for de personer, der har rejst sammen med dig (fx din ægtefælle, børn etc.), som du har betalt for.

Hvis du **ikke har** brugt nogle penge indenfor en bestemt kategori så skriv venligst et "0". Hvis du ikke ved hvor meget du har brugt indenfor en bestemt kategori så skriv venligst "Ved ikke" eller "VI".

	Valutaenhed	Beløb
Indkvartering (inklusive mad og drikke på indkvarteringsstedet)		
Måltider, snacks, drinks etc. (eksklusiv dem på indkvarteringsstedet)		
Turistrelaterede indkøb (fx gaver, souvenirs etc.)		
Underholdning (inklusive adgangsbilletter til attraktioner, teatre, biografer, etc.)		
Andre udgifter (skriv venligst eksempler på hvilke udgifter det inkluderer)		
TOTAL FORBRUG		

Hvor mange personer (voksne og børn) dækker ovenstående udgifter for?	
Antal voksne	
Antal børn	

Hvis dit besøg i EUROACITY var del af en pakke (fx en pakke som inkluderer din rejse, indkvartering etc.) ved du måske ikke hvor mange penge du har brugt på nogle af kategorierne ovenfor. Hvis det er tilfældet skriv da venligst hvad pakken indeholder nedenfor, og hvor meget pakken har kostet pr person, samt hvor mange dage/nætter på pakken inkluderer.

	Valutaenhed	Beløb
Pakkens pris		

Antal dage/nætter der er inkluderet	
-------------------------------------	--

Tusind tak for din hjælp!

6.6 Japanese

6.7 Dutch

BEZOEKERSENQUÊTE EUROCITY

Naam:

Adres:

Geslacht:

Man	1
Vrouw	2

Woon-/verblijfplaats (van adres):

Postcode:

Enquête #

Interview Locatie:

Luchthaven	1	Dag van de week:	Maandag	1
In verblijfsaccommodatie	2		Dinsdag	2
In attractiepunt	3		Woensdag	3
Op straat	4		Donderdag	4
Anders, namelijk:	5		Vrijdag	5
			Zaterdag	6
			Zondag	7

Maand:

Januari	1
Februari	2
Maart	3
April	4
Mei	5
Juni	6
Juli	7
Augustus	8
September	9
Oktober	10
November	11
December	12

Werk status:

zelfstandige, freelancer, agrariër	1
senior leidinggevende of senior ambtenaar	2
kantoormedewerker, ambtenaar (ook trainee)	3
geschoolde arbeider (ook trainee)	4
arbeider (overig)	5
gepensioneerde	6
huisvrouw/huisman (full time)	7
student, leerling	8
momenteel zonder werk	9
Anders, namelijk:	10

Tijd van de dag:

Tot 12 uur	1
12.00 – 14.00 uur	2
14.00 – 17.00 uur	3
Na 17.00 uur	4

Weer:

MEERDERE ANTWOORDEN MOGELIJK	Ja	Nee
	Wind	1 0
	Koud	1 0
	Zonnig	1 0
	Regen	1 0
	Bewolkt	1 0

Samenstelling huishouden:

MEERDERE ANTWOORDEN MOGELIJK	Ja	Nee
	Alleenstaand	1 0
	Met partner	1 0
	Met andere volwassenen	1 0
	Met kinderen	1 0

VERKLARING: Het interview met de bovenvermelde respondent is door mij afgenomen volgens de instructies en de MRS Gedragscode

Interviewer: **Datum:**

Goede Ik ben enquêteur van Wij voeren een onderzoek uit onder bezoekers aan EUROCITY. Wilt u zo vriendelijk zijn om enige vragen over uw bezoek te beantwoorden?

V.1a) Allereerst, woont u in EUROCITY? Ja 1 Nee 0

V.1b) ALS V.1a) is NEE, werkt u in EUROCITY? Ja 1

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	Nee	0
--	-----	---

V.2)	Verblijft u tenminste één nacht niet in uw normale woon/-verblijfplaats?	
	Ja	1
	Nee	0

ALS V.2 is NEE GA NAAR V.4a)

V.3) LAAT KAART ZIEN	
Welke van de uitspraken op deze kaart beschrijft het beste uw bezoek aan EUROCITY dat past in uw reis buitenshuis? (SLECHTS ÉÉN ANTWOORD)	
EUROCITY is mijn enige bestemming op deze reis/uitstap (buiten woon-/verblijfplaats)	1
EUROCITY is mijn belangrijkste bestemming op deze reis, maar ik zal andere plaatsen bezoeken onderweg naar en vanaf EUROCITY	2
EUROCITY is één van een aantal bestemmingen die ik bezoek op deze reis	3
Ik bezoek EUROCITY onderweg naar en vanaf mijn belangrijkste bestemming	4
Anders, namelijk:	5

V.4a) VRAAG IEDEREEN LAAT KAART ZIEN		
Welke van deze beschrijft het beste de belangrijkste reden van uw bezoek aan EUROCITY? (SLECHTS ÉÉN ANTWOORD)		
	Op vakantie	1
	Een dagje uit/dagtocht	2
	Bezoek aan vrienden of familie – op vakantie	3
	Bezoek aan vrienden of familie – andere redenen	4
	Uitsluitend winkelen	5
	Op zakenreis	6
	Bezoek aan conferentie/tentoonstelling	7
Anders, namelijk:		8

V.4b) VRAAG ALLEEN INDIEN ANTWOORD OP VRAAG 4a IS: VAKANTIE OF BEZOEK AAN VRIENDEN OF FAMILIE – OP VAKANTIE (CODE 1 of 3)		
Zou u deze vakantie beschrijven als ... LEES VOOR (SLECHTS ÉÉN ANTWOORD)		
	... uw hoofdvakantie dit jaar	1
	... een tweede/extra vakantie	2
	... een korte tussendoor vakantie	3
Een ander type vakantie, namelijk:		4

V.5a) Hoeveel nachten brengt u door op deze reis (buiten uw woon/verblijfplaats)?	
--	--

V.5b) Hoeveel van deze nachten brengt u door in ...	
i) EUROCITY?	
ii) EUROCOUNTRY?	

V.5c) En hoeveel nachten brengt u door in andere landen op deze reis (buiten uw woon/verblijfplaats)?	
Land/Stad	Aantal nachten
i)	
ii)	
iii)	

INTERVIEWER: CONTROLEER DAT HET TOTAAL AANTAL NACHTEN BIJ VRAGEN V.5b) EN V.5c) GELIJK IS AAN V.5a)!

V.6) Welke type(s) verblijfsaccommodatie heeft u gebruikt of gaat u gebruiken tijdens uw verblijf in EUROCITY? (MEER DAN ÉÉN ANTWOORD TOEGESTAAN)

	Ja	Nee
Luxe hotel	1	0
Middenklasse hotel	1	0
Standaard of budget hotel	1	0
Pension	1	0
Logies/ontbijt bij particuliere thuis	1	0
Gehuurd appartement/woning	1	0
Universiteit/school accommodatie	1	0
Jeugdherberg	1	0
Tourcaravan/tent	1	0
Stacaravan/gehuurde tent	1	0
Verblijf bij vrienden/familie	1	0
Tweede huis	1	0
Anders, namelijk:	1	0

V.7) Hoe heeft u uw verblijfsaccommodatie in en reis naar EUROCITY geboekt? (SLECHTS ÉÉN ANTWOORD)

	Verblijfs- accommodatie	Reis
Reisbureau	1	1
Touroperator	2	2
Deel van georganiseerde groep	3	3
Direct bij de verblijfsaccommodatie	4	4
Direct bij de lokale VV	5	5
Verblijf bij vrienden of familie	6	6
Direct bij luchtvaart-/veerdienst-/trein maatschappij	7	7
Via Internet	8	8
Anders, namelijk:	9	9
Niet geboekt	0	0

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V.8a) Heeft u uw verblijfsaccommodatie geboekt vóór of nadat u in EUROCITY aankwam? (SLECHTS ÉÉN ANTWOORD)	
	Vóór aankomst 1
	Bij aankomst 2
	Verblijf bij vrienden/familie/tweede huis 3
	Heb nog niet geboekt 0

V.8b) Wanneer heeft u uw verblijfsaccommodatie in EUROCITY geboekt? (SLECHTS ÉÉN ANTWOORD)	
	Minder dan een week voor aankomst 1
	1 – 4 weken voor aankomst 2
	5 – 8 weken voor aankomst 3
	9 – 12 weken voor aankomst 4
	Meer dan 12 weken voor aankomst 5

V.9) LAAT KAART ZIEN						
Als u kijkt naar de items op deze kaart, kunt u me dan vertellen hoe veel of hoe weinig invloed deze hebben gehad bij de beslissing om EUROCITY te bezoeken?						
(LEES VOOR, WISSEL VOLGORDE)						
		<u>Een grote</u>	<u>Enige</u>	<u>Niet veel</u>	<u>Geen</u>	<u>Weet</u>
		<u>invloed</u>	<u>invloed</u>	<u>invloed</u>	<u>invloed</u>	<u>niet</u>
a	Een vorig bezoek	1	2	3	4	5
b	Advies van vrienden/familie	1	2	3	4	5
c	Artikelen in een tijdschrift of krant	1	2	3	4	5
d	Advertentie(s) in een tijdschrift/krant	1	2	3	4	5
e	Toeristische brochure	1	2	3	4	5
f	Reisgids	1	2	3	4	5
g	Radioprogramma(s)	1	2	3	4	5
h	Televisie programma(s)/reportage	1	2	3	4	5
i	Reclame op televisie	1	2	3	4	5
j	Site op het Internet	1	2	3	4	5
k	Advies van een reisbureau	1	2	3	4	5
l	VVV informatie	1	2	3	4	5
m	Nationale Toeristische Organisatie	1	2	3	4	5
n	Anders, namelijk:	1	2	3	4	5

V.10) LAAT KAART ZIEN			
Welke soorten informatie op deze kaart heeft u gebruikt voor deze reis naar EUROCITY? (MEER DAN ÉÉN ANTWOORD TOEGESTAAN)			
		Ja	Nee
	Gebeld voor een brochure van VVV EUROCITY	1	0
	Geschreven voor een brochure van VVV EUROCITY	1	0
	Gebeld voor een brochure van de Nationale Toeristische Organisatie	1	0
	Geschreven voor een brochure van de Nationale Toeristische Organisatie	1	0
	EUROCITY Internet site geraadpleegd	1	0
	Folder/brochures afgehaald bij VVV EUROCITY	1	0
	Informatie verkregen van vrienden/familie	1	0
	Anders, namelijk:	1	0

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V.11a) VRAAG IEDEREEN		
Wat waren de belangrijkste vervoermiddelen op uw reis NAAR EUROACITY? (MEER DAN ÉÉN ANTWOORD TOEGESTAAN)		
	Ja	Nee
	Eigen auto/busje	1 0
	Gehuurde auto/busje	1 0
	Trein	1 0
	Vliegtuig	1 0
	Boot/cruiseschip/veerboot	1 0
	Fiets	1 0
	Motorfiets	1 0
	Openbaar vervoer: interlokale bus/tram	1 0
	(eigen) Touringcar	1 0
	Te voet/gelofd	1 0
Anders, namelijk:		1 0

V.11b) LAAT KAART ZIEN			
Welke van deze vervoersmiddelen tijdens uw verblijf IN EUROACITY ...			
i)	... heeft u gebruikt in de stad? (CODEER ALLE GENOEMDE ANTWOORDEN)		
ii)	... heeft u het meest gebruikt? (SLECHTS ÉÉN ANTWOORD)		
	i) Gebruikt		ii) Meest gebruikt
	Ja	Nee	
	Auto	1 0	1
	Trein	1 0	2
	Taxi	1 0	3
	Openbaar vervoer: bus/tram/metro	1 0	4
	Sightseeing tour: bus/koets/tram etc.	1 0	5
	(eigen) Touringcar	1 0	6
	Motorfiets	1 0	7
	Fiets	1 0	8
	Te voet	1 0	9

V.12) Welke van de volgende activiteiten heeft u ondernomen of gaat u ondernemen tijdens uw verblijf in EUROACITY? (MEER DAN ÉÉN ANTWOORD TOEGESTAAN)		
	Ja	Nee
	Winkelen	1 0
	Bezoek aan bezienswaardigheden/attracties	1 0
	Bezoek aan musea	1 0
	Bezoek aan tentoonstellingen	1 0
	Naar het theater	1 0
	Naar concerten	1 0
	Rondwandelen in de stad	1 0
	Op een georganiseerde tour gaan	1 0
	Een excursie ondernemen buiten de stad	1 0
	Uitgaan in de avond naar een café/bar of restaurant	1 0
	Een sport evenement bekijken	1 0
	Sport beoefenen	1 0
	Bezoek aan een waterbron/kuuroord	1 0
Anders, namelijk:		1 0
	Geen van deze	1 0

V.13) Ik wil u graag een aantal uitspraken voorleggen die andere bezoekers hebben gedaan over EUROACITY. Kunt u voor iedere uitspraak op deze kaart aangeven in hoeverre u het hiermee eens of oneens bent? (LAAT KAART ZIEN, WISSEL VOLGORDE)						
	<u>Zeer</u>	<u>Mee</u>	<u>Niet</u>	<u>Mee</u>	<u>Zeer</u>	<u>Weet</u>
	<u>mee</u>	<u>eens</u>	<u>mee</u>	<u>oneens</u>	<u>mee</u>	<u>niet</u>
			<u>eens of</u>		<u>oneens</u>	

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<u>oneens</u>							
a	Het is een veilige plaats om te bezoeken	1	2	3	4	5	6
b	De mensen zijn vriendelijk en gastvrij	1	2	3	4	5	6
c	Het is een vuile stad	1	2	3	4	5	6
d	Het heeft een goed uitgaansleven	1	2	3	4	5	6
e	Het is te druk om bezienswaardigheden te bekijken	1	2	3	4	5	6
f	De prijzen zijn te hoog	1	2	3	4	5	6
g	Prettig weer om bezienswaardigheden te bekijken	1	2	3	4	5	6
h	De stad is goed toegankelijk	1	2	3	4	5	6
i	Veel goede restaurants aanwezig	1	2	3	4	5	6
j	Goede prijs/kwaliteit verhouding	1	2	3	4	5	6
k	Een goede variëteit aan publieks attracties	1	2	3	4	5	6
l	Het heeft een rijk cultureel leven	1	2	3	4	5	6
m	Er zijn veel musea om te bezoeken	1	2	3	4	5	6

V.14) Hoeveel keer heeft u, vóór het huidige bezoek, EUROCITY bezocht in de afgelopen 10 jaar?

V.15) LAAT KAART ZIEN

Gaat u EUROCITY nog een keer bezoeken in de toekomst? (**SLECHTS ÉÉN ANTWOORD MOGELIJK**)

- | | |
|--------------------------|---|
| Zeer waarschijnlijk wel | 1 |
| Waarschijnlijk wel | 2 |
| Waarschijnlijk niet | 3 |
| Zeer waarschijnlijk niet | 4 |
| Weet niet | 5 |

V.16) Met hoeveel personen bezoekt u nu EUROCITY, inclusief uzelf?

En wat zijn hun leeftijden? (**NOTEER HET AANTAL IN IEDERE ONDERSTAANDE CATEGORIE**)

	<u>Man</u>	<u>Vrouw</u>
Beneden 5 jaar		
5 – 9 jaar		
10 – 14 jaar		
15 – 18 jaar		
19 – 24 jaar		
25 – 34 jaar		
35 – 44 jaar		
45 – 54 jaar		
55 – 64 jaar		
65 jaar of ouder		

V.17) Op een schaal van 1 tot 10, waarbij 10 de hoogste en 1 de laagste waardering aangeeft, hoe zou u uw totale bezoek aan EUROCITY waarderen?

1 2 3 4 5 6 7 8 9 10

Hartelijk dank voor uw tijd om met een van onze interviewers te spreken en om ons enige informatie te geven over uw bezoek aan EUROCITY. Echter, om ons te helpen om het economische effect van het toerisme in EUROCITY te meten, zouden we ook graag weten hoeveel u ongeveer zal besteden in EUROCITY tijdens uw verblijf in de stad.

EVENTUEEL:

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Houdt u a.u.b. deze enquête bij u tot het einde van uw bezoek in EUROACITY en completeer het en stuur het terug met de bijgaande (portvrije) antwoord envelop.

Diegenen die deze vragenlijst completeren en terugsturen komen in aanmerking voor deelname aan een loterij voor een weekend voor twee personen in EUROACITY (exclusief de reis). Als u in een overzees land woont en niet in staat bent om terug te keren naar EUROACITY, kan deze prijs worden overgedragen aan iemand van uw keuze.

Onderstaand zijn een aantal categorieën aangegeven. Geef a.u.b. voor iedere categorie aan hoeveel u hieraan ongeveer uitgeeft tijdens uw huidige bezoek in EUROACITY. Geef alleen bestedingen **in de stad** aan, en niet die daarbuiten. Geef a.u.b. alle bestedingen aan, inclusief die van alle reisgenoten (bijvoorbeeld echtgeno(o)t(e), kinderen enz.) waar u voor heeft betaald.

Als u **niets** heeft besteed in een bepaalde categorie, vult u dan '0' in. Als u **niet weet** hoeveel u heeft besteed in een bepaalde categorie, vult u dan a.u.b. 'Weet niet' in.

	Valuta	Bedrag
Verblijfsaccommodatie (inclusief eten en drinken in deze accommodatie)		
Maaltijden, snacks, drankjes enz. (exclusief die in uw verblijfsaccommodatie)		
Toeristisch winkelen (e.g. cadeau's, souvenirs enz.)		
Amusement (inclusief entreegelden voor publieksattracties, theaters, bioscopen, enz.)		
Overige categorieën (schrijf voorbeelden op)		
TOTALE UITGAVEN		

Op hoeveel mensen (volwassenen/kinderen) hebben bovengenoemde uitgaven betrekking?	
Aantal volwassenen	
Aantal kinderen	

Als uw reis aan EUROACITY een onderdeel is van een **pakketreis** (bijvoorbeeld een reis inclusief uw reis en accommodatie enz.) dan weet u waarschijnlijk niet hoeveel u heeft besteed aan sommige van bovengenoemde categorieën. Als dit het geval is, geeft u dan a.u.b. onderstaand de details aan van de pakketreis – hoeveel het kost per persoon en hoeveel dagen/nachten deze prijs omvat.

	Valuta	Bedrag
Prijs van de pakketreis		

Aantal dagen/dagen	
--------------------	--

Heel hartelijk bedankt!

6.8 Hungarian

EUROCITY LÁTOGATÓ FELMÉRÉS

Név:	<input type="text"/>	Férfi 1
		Nő 2
Cím:	<input type="text"/>	
	<input type="text"/>	

Lakóhely - város, község, régió, stb.:
(címből):

Irányítószám: **Kérdőív száma**

Interjú helyszíne	Repülőtér	1	Nap:	Hétfő	1
	Szállás	2		Kedd	2
	Látnivaló	3		Szerda	3
	Utca	4		Csütörtök	4
	Egyéb helyszín (pontosan)	5		Péntek	5
			Szombat	6	
			Vasárnap	7	

Hónap:	Január	1	Foglalkozása	szellemi szabadfoglalkozású mezőgazdaságban dolgozik	1
	Február	2		cégigazgató vagy vezető beosztású állami alkalmazott	2
	Március	3		hivatalnok, közalkalmazott (gyakornok is)	2
	Április	4		szakképzett munkás (gyakornok is)	3
	Május	5		egyéb munkás	3
	Június	6		nyugdíjas	4
	Július	7		háziasszony (teljes idő)	5
	Augusztus	8		diák	6
	Szeptember	9		jelenleg munkanélküli	7
	Október	10		egyéb (KONKRÉTAN)	8
	November	11			9
	December	12			10

Napszak:	Dél előtt	1	Ido:	Igen	Nem	
	déli 12 - du. 2	2		Szeles	1	0
	du. 2 -5	3		Hideg	1	0
	du. 5 után	4		Napos	1	0
			Esős	1	0	
			Felhős	1	0	

Egy háztartásban élők		Igen	Nem
	Egyedül	1	0
	Partnerrel	1	0
	Más felnőttekkel Gyerekek nélkül	1	0
	Gyerekekkel	1	0

NYILATKOZAT: Az interjút a fent megnevezett személlyel folytattam le az utasítások és az MRS kódrendszer betartásával

Kérdező: **Dátum:**

Jó....! A.....kérdőbiztos vagyok. Kérem, áldozzon rám egy kis időt, hogy Eurocity-beli látogatásáról kérdéseket tehessek fel Önnek.

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1a)	Eurocity-ben él?	Igen 1 Nem 0
------------	------------------	-----------------

1b)	Ha 1a)-ra nem a válasz, Eurocity-ben dolgozik?	Igen 1 Nem 0
------------	--	-----------------

2)	Eltölt e legalább egy éjszakát a normál lakhelyén kívül?	Igen 1 Nem 0
-----------	--	-----------------

HA A 2-ES KÉRDÉSRE NEM A VÁLASZ, MENJEN A 4-ES KÉRDÉSHEZ

3) SHOW CARD Az alábbi állítások melyike jellemzi legjobban jelenlegi látogatását Eurocitybe? EGY VÁLASZ LEHETSÉGES)		
	Eurocity az egyetlen desztináció jelenlegi utam során	1
	Utazásom legfőbb desztinációja Eurocity, de útközben más helyeket meglátogatását is tervezem	2
	Eurocity egyike azon desztinációknak, amelyek meglátogatását tervezem	3
	Budapestet útba ejtem ahogyan a fő desztinációhoz utazom, illetve onnan hazautazom.	4
	Egyéb (KONKRÉTAN)	5

4a) MINDEN LEHETŐSÉGET MEGKÉRDEZNI SHOW CARD Az alábbiak közül mi látogatásának legfőbb célja? EGY VÁLASZ ADHATÓ		
	Szabadság eltöltése- egynapos kirándulás otthonról	1 2
	Barátok és rokonok meglátogatása - szabadság eltöltése	3
	Barátok és rokonok meglátogatása - egyéb ok	4
	- Csupán vásárlás	5
	Üzleti út	6
	Konferencia / kiállítás meglátogatása	7
	Egyéb (KONKRÉTAN)	8

4b)	CSAK AKKOR KÉRDEZZE EZT A KÉRDÉST, HA SZABADSÁGÁT TÖLTI EL, VAGY BARÁTOKAT ÉS ROKONOKAT LÁTOGAT MEG SZABADSÁG ELTÖLTÉSE CÉLJÁBÓL. 4a. KÉRDÉS ALAPJÁN AZ 1-ES ÉS 3-AS KÓDOK	
	Jelen utazása ... OLVASSA FEL (EGY VÁLASZ ADHATÓ)	
	az 1998 -as év fő utazása	1
	egy második / további utazás	2
	egy rövid kikapcsolódás	3
	egyéb utazási kategória (KONKRÉTAN)	4

5a) Hány éjszakát tölt távol otthonától jelenlegi utazása során?	
---	--

5b) Ebből mennyit tölt ...	
i) Eurocityben?	
ii) Euroországban?	

5c) Amennyiben más városokat/országokat is érint jelenlegi utazása alkalmával, hány éjszakát tölt el ezeken a helyeken??	
Ország/város	Éjszakák száma

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i)	
ii)	
iii)	

ELLENŐRIZZE, HOGY AZ 5b. ÉS 5c. ÖSSZEGE EGYENLŐ 5a.-VAL

6) Milyen típusú szálláshelye(ke)t használt, vagy fog használni Eurocity-ben?
TÖBB VÁLASZ ADHATÓ)

	Igen	Nem
Luxus, elsőosztályú szálloda	1	0
mértéktartó minőségi szálloda	1	0
olcsó standard szálloda	1	0
Panzió	1	0
Fizető vendéglátás reggelivel	1	0
Kiadó lakás/ház	1	0
Egyetemi / főiskolai szállás	1	0
Diákszállás	1	0
Lakókocsi / sátor	1	0
Rögzített lakókocsi / sátor	1	0
Barátoknál, rokonoknál lakás	1	0
Saját ház vagy lakás	1	0
Egyéb (KONKRÉTAN)	1	0

7) Hogyan foglalta le budapesti szállását és utazását

	Szállás	Utazás
Utazási iroda	1	1
Tour operator	2	2
Szervezett csoport tagjaként	3	3
Közvetlenül a szálláshely szolgáltatójánál	4	4
A helyi turisztikai hivatalon keresztül	5	5
Barátoknál / rokonoknál lakik	6	6
Közvetlenül egy légitársaságnál / hajós- / vonatos cégnél	7	7
Interneten keresztül	8	8
Egyéb (KONKRÉTAN)	9	9
Nem foglalt	0	0

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8a) EUROCITY-be érkezése előtt, vagy után foglalta szállását? (EGYETLEN VÁLASZ LEHETSÉGES)	
Érkezés előtt	1
Érkezéskor	2
Barátoknál / rokonoknál / saját lakásban illetve házában lakik	3
Még nem foglalt	0

8b) Eurocity-be érkezése előtt vagy után foglalta szállását?	
Kevesebb mint egy héttel az érkezés előtt	1
1-4 héttel az érkezés előtt	2
5-8 héttel az érkezés előtt	3
9-12 héttel az érkezés előtt	4
Több mint 12 héttel az érkezés előtt	5

9) SHOW CARD Az alábbi tételek milyen hatással voltak azon döntésére, hogy Eurocity-be látogat? (OLVASD FEL)					
	Nagy hatás	Kis hatás	Nem sok hatás	Semmi hatás	Nem tudom
a Korábbi látogatás	1	2	3	4	5
b Barátok / rokonok véleménye	1	2	3	4	5
c Megjelent cikkek magazinban vagy újságban	1	2	3	4	5
d Hirdetés(ek) magazinban vagy újságban	1	2	3	4	5
e Turisztikai brosúra	1	2	3	4	5
f Utikönyv	1	2	3	4	5
g Rádió programok	1	2	3	4	5
h Televízió programok / hírközlések	1	2	3	4	5
i Hirdetések televízióban	1	2	3	4	5
j Internet	1	2	3	4	5
k Utazási iroda véleménye	1	2	3	4	5
l Turisztikai Információs Központ	1	2	3	4	5
m Nemzeti turisztikai képviselő	1	2	3	4	5
n Egyéb (KONKRÉTAN)	1	2	3	4	5

10) SHOW CARD Az alábbi információszerezési lehetőségek közül melyeket használta Budapestre utazása előtt vagy közben? (TÖBB MINT EGY VÁLASZ LEHETSÉGES)		
	Igen	Nem
Telefonált egy brosúráért az Eurocity Turisztikai Hivatalhoz	1	0
Írt egy brosúráért az Eurocity Turisztikai Hivatalhoz	1	0
Telefonált egy brosúráért az Euroország Turizmus Rt.-hez	1	0
Írt egy brosúráért az Euroország Turizmus Rt.-hez	1	0
Az Eurocity Internet oldalakat vizsgálta meg	1	0
Szóróanyagokat és brosúrákat gyűjtött Eurocity információs irodákban	1	0
Barátoknál / rokonoknál informálódott	1	0
Egyéb (KONKRÉTAN):	1	0

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11a) Eurocity-be utazásához milyen főbb közlekedési eszköz(öke)t vett igénybe?		
	Igen	Nem
Saját autó / furgon	1	0
Bérelt autó / furgon	1	0
Vonat	1	0
Repülő	1	0
Hajó / komp	1	0
Kerékpár	1	0
Motorkerékpár	1	0
Menetrendszerinti/egyéb busz	1	0
Saját busz	1	0
Gyalog / autóstop	1	0
Egyéb (KONKRÉTAN)	1	0

11b) SHOW CARD			
Eurocity-beli tartózkodása alatt mely közlekedési eszközöket... használt már? TÖBB VÁLASZ ADHATÓ			
használt leggyakrabban? EGY VÁLASZ ADHATÓ			
i))			
ii)			
	i) Használta		ii) Leggyakrabban használta
	Igen	Nem	
Autó	1	0	1
Vonat	1	0	2
Taxi	1	0	3
Tömegközlekedés	1	0	4
Busz - városnéző túrához	1	0	5
Saját busz	1	0	6
Motorkerékpár	1	0	7
Kerékpár	1	0	8
Gyalog	1	0	9

12) Az alábbi tevékenységek közül melyeket gyakorolta már vagy óhajtja gyakorolni Eurocity-beli tartózkodása alatt?		
	Igen	Nem
Vásárlás	1	0
Látnivalók / vonzerők megtekintése	1	0
Múzeumlátogatás	1	0
Kiállítás látogatás	1	0
Színházi előadás megtekintése	1	0
Koncert	1	0
Városi séták	1	0
Szervezett városnézés	1	0
Városkörüli kirándulások	1	0
Este folyamán pub / étterem / bár felkeresése	1	0
Sportesemény megtekintése	1	0
Sportolás	1	0
Gyógyfürdő meglátogatása	1	0
Egyéb (KONKRÉTAN)	1	0
Egyik sem	1	0

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13) Az alábbi kijelentéseket néhány Eurocity-be látogató turista állapította meg a városról. Kérem jelölje meg, mennyire ért egyet az egyes állításokkal. **SHOW CARD**

		Nagyon egyetértek	Egyetértek	Semleges vagyok	Nem értek egyet	Nagyon nem értek egyet	Nem tudom
a	Biztonságos hely	1	2	3	4	5	6
b	Vendégszerető helybéliek	1	2	3	4	5	6
c	Koszorú város	1	2	3	4	5	6
d	Jó éjszakai élet	1	2	3	4	5	6
e	Túl nagy a tömeg a városnézéshez	1	2	3	4	5	6
f	Az árak túlzottan drágák	1	2	3	4	5	6
g	Kellemes az idő a városnézéshez	1	2	3	4	5	6
h	Könnyű közlekedni a városban	1	2	3	4	5	6
i	Sok jó étterem van	1	2	3	4	5	6
j	Megéri idejönni	1	2	3	4	5	6
k	Sokféle vonzereje van	1	2	3	4	5	6
l	Gazdag kulturális élet	1	2	3	4	5	6
m	Sok múzeuma van	1	2	3	4	5	6

14) Jelen utazása előtt az utóbbi 10 évben hányszor látogatta me Eurocity-t?

15) SHOW CARD

Mennyire valószínű, hogy visszatér Eurocity-be a jövőben?

(CSAK EGY VÁLASZ LEHETSÉGES)

Nagyon valószínű	1
Egész valószínű	2
Nem nagyon valószínű	3
Egyáltalán nem valószínű	4
Nem tudom	5

16) Önt is beleértve, hány emberrel jött Eurocity-be?

És mennyi idősek?

ÍRJA BE A RÉSZTVEVŐK SZÁMÁT AZ ALÁBBI TÁBLÁZATBA

	FÉRFI	NŐ
5 év alatti		
5-9 éves		
10-14 éves		
15-18 éves		
19-24 éves		
25-34 éves		
35-44 éves		
45-54 éves		
55-64 éves		
65+ éves		

17) Egy 1-10-ig terjedő skálán, hogyan értékeli Eurocity-beli tartózkodását, ha 10 jelenti a legjobb és 1 a legrosszabb élményt?

1 2 3 4 5 6 7 8 9 10

Köszönjük, hogy rászánta idejét a kérdések megválaszolására és ezzel sok mindent megismertetett velünk Eurocity-beli látogatásáról. Annak érdekében, hogy az Eurocity-be irányuló turizmus gazdasági hatását is valamilyen módon mérni tudjuk,

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szeretnénk megtudni, hogy Eurocity-beli látogatása idején megközelítőleg mennyi kiadása volt.

OPCIONÁLIS:

Kérjük tartsa meg ezt a kérdőívet Eurocity-beli látogatása végéig majd töltsse ki és küldje el hozzánk a mellékelt felbélyegzett borítékban. Akik kitöltik és visszaküldik ezt a kérdőívet, egy sorsoláson vesznek részt, melyen egy két személyre szóló hétvégét sorsolunk ki Eurocity-be (utazás kivételével) az elérhetőség figyelembevételével. Amennyiben Ön képtelen visszatérni Eurocity-be, úgy a nyeremény az Ön által megnevezett személyre átruházható.

Alul több kategória található. Kérem írja be megközelítőleg mennyit költött Eurocity-beli tartózkodása alatt az alábbi kategóriák szerint. Csak a **városon belüli** költést tüntesse fel. Kérjük azon személyek költését is számítsa be, (pl. felesége/férje, gyerekek stb.) akiknek Ön fizetett.

Ha egy adott kategóriában semmit sem fizetett, kérjük "0"-t írjon be.

Ha nem tudja mennyit fizetett egy kategóriában, kérem írja be, hogy "Nem tudom" vagy "N/T".

	VALUTA NEME	ÖSSZEG
Szállás (beleértve az ezen szálláshelyen elfogyasztott ételt és italt is)		
Étkezések, harapnivalók, italok stb. (kivéve azokat, melyeket a szálláshelyen fogyasztott el)		
Turisztikai jellegű vásárlás (pl. ajándékok, szuvenírok stb.)		
Szórakozás (beleértve a turisztikai látnivalók, színházak, mozik, stb. belépőjegyeit)		
Egyéb különböző tételek (Kérjük írjon ezekre példákat)		
ÖSSZKÖLTÉS		

Hány emberre (felnőttek és gyermekek) értendő a fent megnevezett költés?	
felnőtt	
gyerek	

Amennyiben az Ön Eurocity-be történő látogatása egy mindent magában foglaló **utazási package** (magában foglalja az utazást, szállást, programokat stb.) keretei között zajlik, talán nem tudja mennyit költött az egyes tételek mindegyikére. Ebben az esetben az alábbiakban kérjük adja meg, mennyibe kerül személyenként a package, és ez miket tartalmaz.

	VALUTA NEME	ÖSSZEG
Package költsége		

Napok száma	
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Nagyon köszönöm együttműködését!

6.9 Swedish

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Q.1a)	Innanzitutto, Lei vive in EURO CITY?	Si	1
		No	0

Q.1b)	NEL CASO DI RISPOSTA NEGATIVA: lavora in EURO CITY?	Si	1
		No	0

Q.2)	Passa almeno una notte fuori del suo luogo di residenza abituale?	Si	1
		No	0

NEL CASO DI RISPOSTA NEGATIVA, PASSARE A Q.4a)

Q.3) MOSTRARE LA SCHEDA	Quale frase su questa scheda si presta meglio a descrivere il proposito della sua visita ad EURO CITY? (UNA SOLA RISPOSTA)		
	EURO CITY è l'unica destinazione del mio viaggio		1
	EURO CITY è la destinazione principale, ma ho l'intenzione di visitare anche altri luoghi durante il mio viaggio verso o da EURO CITY		2
	EURO CITY è una delle tante destinazioni che ho in programma di visitare durante questo viaggio		3
	Visito EURO CITY viaggiando verso o dalla mia destinazione principale		4
	Altro (SPECIFICARE):		5

Q.4a) DOMANDARE TUTTO MOSTRARE LA SCHEDA	Quale delle seguenti risposte descrive meglio il motivo della sua visita ad EURO CITY? (UNA SOLA RISPOSTA)		
	Vacanze		1
	Viaggio/Gita di un giorno		2
	Visita ad amici o parenti – in vacanza		3
	Visita ad amici o parenti – per altri motivi		4
	Solo per fare compere		5
	Viaggio d'affari		6
	Partecipazione ad una conferenza/esposizione		7
	Altro (SPECIFICARE):		8

Q.4b) CHIEDERE SE IL MOTIVO DELLA VISITA È SOLO LA VACANZA O LA VISITA AD AMICI O PARENTI – IN VACANZA (RISPOSTA 1 o 3 AL PUNTO Q. 4a)	Potrebbe descrivere questa vacanza come ... LEGERE AD ALTA VOCE (UNA SOLA RISPOSTA)		
	... la sua vacanza principale di questo anno		1
	... una vacanza secondaria/supplementare		2
	... una vacanza breve		3
	Altro genere di vacanza (SPECIFICARE):		4

Q.5a)	Quante notti passerà fuori casa durante questo viaggio?	
--------------	---	--

Q.5b)	Quante di queste notti passerà in ...	
i)	EURO CITY?	
ii)	EURO COUNTRY?	

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Q.5c) E quante notti intende, casomai, passare in altri paesi/città durante il suo viaggio?	
Paese/Città	No. di pernottamenti
i)	
ii)	
iii)	

INTERVISTATORE: CONTROLLARE CHE IL NUMERO DEI PERNOTTAMENTI AI PUNTI Q.5b) E Q.5c) SIA IN TOTALE UGUALE A QUELLI DEL PUNTO Q.5a)!

Q.6) Che tipo di sistemazione ha scelto o sceglierà durante il suo soggiorno in EUROCITY? (SONO POSSIBILI PIÙ RISPOSTE)		
	Sì	No
Albergo di lusso, di classe superiore	1	0
Albergo di media qualità	1	0
Albergo standard o economico	1	0
Pensione	1	0
Camera privata con prima colazione	1	0
Appartamento/casa in affitto	1	0
Casa dello studente	1	0
Ostello della gioventù	1	0
Roulotte/tenda	1	0
Roulotte/tenda stazionaria	1	0
Presso amici/parenti	1	0
Seconda casa	1	0
Altro (SPECIFICARE):	1	0

Q.7) Come ha prenotato la sistemazione e il viaggio ad EUROCITY? (UNA SOLA RISPOSTA)		
	Sistemazione	Viaggio
Tramite un'agenzia di viaggi	1	1
Tramite un operatore turistico	2	2
Tramite un gruppo organizzato	3	3
Direttamente con l'albergatore	4	4
Direttamente con l'ufficio turistico locale	5	5
Con l'aiuto di amici o parenti	6	6
Direttamente con la compagnia aerea/l'agenzia ferroviaria/dei traghetti	7	7
Sull'Internet	8	8
Altro (SPECIFICARE):	9	9
Senza prenotazione	0	0

Q.8a) Ha prenotato l'alloggio prima o dopo l'arrivo a EUROCITY? (UNA SOLA RISPOSTA)	
Prima dell'arrivo	1
All'arrivo	2
Alloggio presso amici/parenti/seconda casa	3
Non ho ancora prenotato	0

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Q.8b) Quanto tempo prima della partenza ha prenotato l'alloggio in EUROCIITY? (UNA SOLA RISPOSTA)	
Meno di una settimana	1
Da 1 – 4 settimane	2
Da 5 – 8 settimane	3
Da 9 – 12 settimane	4
Più di 12 settimane	5
Prenotazione non necessaria	0

Q.9) MOSTRARE LA SCHEDA						
Scelga, per favore, una frase su questa scheda e mi dica frase per frase in che misura ha influito sulla sua decisione di visitare EUROCIITY?						
(LEGGERE AD ALTA VOCE, ALTERNANDO L'ORDINE)						
		Molto	Alquanto	Poco	Niente	Non so
a	Una visita precedente	1	2	3	4	5
b	Consiglio di amici/parenti	1	2	3	4	5
c	Articoli su una rivista o un giornale	1	2	3	4	5
d	Annuncio/i in una rivista/giornale	1	2	3	4	5
e	Prospetto turistico	1	2	3	4	5
f	Guida turistica	1	2	3	4	5
g	Programmi radiofonici	1	2	3	4	5
h	Programmi televisivi/servizi speciali	1	2	3	4	5
i	Pubblicità televisiva	1	2	3	4	5
j	Pagine Internet	1	2	3	4	5
k	Consiglio di un'agenzia di viaggi	1	2	3	4	5
l	Centro Informazioni Turistiche	1	2	3	4	5
m	Ufficio Nazionale del Turismo	1	2	3	4	5
n	Altro (SPECIFICARE):	1	2	3	4	5

Q.10) MOSTRARE LA SCHEDA			
Quale genere di informazione elencata su questa scheda ha utilizzato durante questo viaggio a EUROCIITY?			
(SONO POSSIBILI PIÙ RISPOSTE)			
		Sì	No
Ha telefonato al Centro Informazioni Turistiche di EUROCIITY per chiedere un prospetto		1	0
Ha scritto al Centro Informazioni Turistiche di EUROCIITY per chiedere un prospetto		1	0
Ha telefonato all'Ufficio Turistico d'EUROCOUNTRY per chiedere un prospetto		1	0
Ha scritto all'Ufficio Turistico di EUROCOUNTRY per chiedere un prospetto		1	0
Ha esaminato il sito Internet di EUROCIITY		1	0
Ha preso dei dépliant/prospetti al Centro Informazioni Turistiche di EUROCIITY		1	0
Ha avuto informazioni da amici/parenti		1	0
Altro (SPECIFICARE):		1	0

Q.11a) DOMANDARE TUTTO			
Con quale principale mezzo o mezzi di trasporto ha fatto il viaggio VERSO EUROCIITY?			
(SONO POSSIBILI PIÙ RISPOSTE)			
		Sì	No
Automobile/pulmino privata/o		1	0
Automobile/pulmino a noleggio		1	0
Treno		1	0
Aereo		1	0
Nave/traghetto		1	0
Bicicletta		1	0
Motocicletta		1	0
Autobus/pullman pubblico		1	0
Autobus/pullman privato		1	0
A piedi/autostop		1	0
Altro (SPECIFICARE):		1	0

Q.11b) MOSTRARE LA SCHEDA	
Durante il suo soggiorno IN EUROCIITY, quale mezzo di trasporto...	

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... ha già usato per girare per la città? (INDICARE TUTTO QUANTO INDICATO SOTTO)			
i) ... ha usato più spesso? (UNA SOLA RISPOSTA)			
ii)			
	i) Usato		ii) Usato più spesso
	Sì	No	
Automobile	1	0	1
Treno	1	0	2
Taxi	1	0	3
Autobus pubblico	1	0	4
Autobus – giro turistico	1	0	5
Pullman privato	1	0	6
Motorino	1	0	7
Bicicletta	1	0	8
A piedi	1	0	9

Q.12) Quale delle seguenti attività ha, eventualmente, svolto o svolgerà durante la sua visita ad EUROCITY? (SONO POSSIBILI PIÙ RISPOSTE)			
		Sì	No
	Compere	1	0
	Visita di punti d'interesse turistico	1	0
	Visita di musei	1	0
	Visita di esposizioni	1	0
	Andare a teatro	1	0
	Andare a dei concerti	1	0
	Giro a piedi per la città	1	0
	Giro turistico guidato	1	0
	Gita nei dintorni della città	1	0
	Uscire la sera in un pub/bar o ristorante	1	0
	Seguire un evento sportivo	1	0
	Fare dello sport	1	0
	Visita di una stazione termale	1	0
Altro (SPECIFICARE):		1	0
	Niente di tutto ciò	1	0

Q.13) Vorrei leggerle ad alta voce alcuni commenti espressi su EUROCITY da altri visitatori. Scelga, per favore, una delle frasi riportate in questa scheda ed esprima il suo accordo o disaccordo in merito a ciascuna di loro. (MOSTRARE LA SCHEDA, ALTERNARE L'ORDINE)							
		Pienamente d'accordo	D'accordo	Né più né meno	Non sono d'accordo	Non sono assolutamente d'accordo	Non lo so
a	È un luogo sicuro da visitare	1	2	3	4	5	6
b	Le persone sono cordiali e ospitali	1	2	3	4	5	6
c	È una città sporca	1	2	3	4	5	6
d	Offre una buona vita notturna	1	2	3	4	5	6
e	È troppo affollata per visite turistiche	1	2	3	4	5	6
f	I prezzi sono troppo elevati	1	2	3	4	5	6
g	Clima gradevole per visitarla	1	2	3	4	5	6
h	È facile fare il giro della città	1	2	3	4	5	6
i	Dispone di molti buoni ristoranti	1	2	3	4	5	6
j	Buon rapporto qualità-prezzo	1	2	3	4	5	6
k	Molti punti d'interesse turistico	1	2	3	4	5	6
l	Ricca vita culturale	1	2	3	4	5	6
m	Molti musei da visitare	1	2	3	4	5	6

Q.14) Prima di questa visita, quante volte negli ultimi 10 anni ha visitato EUROCITY?

Q.15) MOSTRARE LA SCHEDA	
È probabile che ritorni a visitare EUROCITY nel futuro? (SOLO UNA RISPOSTA)	
	Molto probabile 1
	Abbastanza probabile 2
	Poco probabile 3

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Nessuna probabilità 4
Non lo so 5

Q.16) Quante persone, lei incluso/a, sono venute con lei in visita ad EUROACITY?
E quanti anni hanno? (**SCRIVERE IL NUMERO DELLE PERSONE PER CIASCUNA CATEGORIA SOTTOSTANTE**)

	<u>Maschio</u>	<u>Femmina</u>
Meno di 5 anni		
5 – 9 anni		
10 – 14 anni		
15 – 18 anni		
19 – 24 anni		
25 – 34 anni		
35 – 44 anni		
45 – 54 anni		
55 – 64 anni		
Più di 65 anni		

Q.17) Facendo una graduatoria da 1 – 10, dove 10 indica il massimo e 1 il minimo grado, come valterebbe complessivamente la sua visita a EUROACITY?

1 2 3 4 5 6 7 8 9 10

Grazie per essere stato/a disposto/a a collaborare a questa intervista e a darci qualche informazione in merito alla sua visita ad EUROACITY. Tuttavia, per valutare l'effetto economico del turismo nell'EUROACITY, avremmo bisogno di conoscere quanto vorrà spendere, all'incirca, durante la sua visita alla città.

FACOLTATIVO:

La preghiamo di conservare questo questionario fino alla fine della sua visita ad EUROACITY e di inviarlo, poi, a noi compilato usando l'allegata busta con la risposta pagata.

Coloro che completeranno e restituiranno questo questionario potranno partecipare all'estrazione di un week-end per due persone in EUROACITY (viaggio escluso), secondo la disponibilità. Coloro che vivono all'estero e non avranno la possibilità di ritornare ad EUROACITY, potranno cedere il premio a qualcun altro di loro gradimento.

Qui sotto sono elencate alcune categorie. Indichi, per favore, quanto ha, approssimativamente, speso in ciascuna categoria durante la sua visita ad EUROACITY. Consideri soltanto le spese fatte **nell'ambito della città** e non fuori di essa. Includa, per favore, anche quanto ha speso per le altre persone che l'accompagnano (p.e.: moglie/ marito, bambini ecc.).

Se in una particolare categoria non ha speso **niente**, lo indichi, per favore, con uno "0". Se **non sa** quanto ha speso in una particolare categoria, scriva "Non so" o "N/S".

	<u>Moneta</u>	<u>Importo</u>
Sistemazione (incluso vitto e bevande ivi consumati)		
Pasti, spuntini, bevande ecc. (esclusi quelli nel luogo di sistemazione)		
Shopping turistico (p.e. regali, souvenir ecc.)		
Divertimenti (inclusi i prezzi per i biglietti d'ingresso ai punti di interesse turistico, ai teatri, ai cinema, ecc.)		
Spese varie (indicare qualche esempio)		
TOTALE SPESE		

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Quante persone (adulti e bambini) sono incluse in queste spese?	
Adulti	
Bambini	

Se la sua visita ad EUROCITY fa parte di un **pacchetto di viaggio** (per esempio, di un pacchetto che include viaggio, sistemazione, ecc.), può darsi che lei non sappia quanto abbia speso per le singole categorie sopraindicate. In tal caso, riporti qui di seguito i dettagli del pacchetto – il costo per persona e quanti giorni/notte sono inclusi in questo prezzo.

	Moneta	Importo
Prezzo del pacchetto		

Numero di giorni/notte inclusi	
--------------------------------	--

Molte grazie!

7 Definitions

A common set of tourism definitions should be used by all participating cities to enable robust comparisons to be made. The following definitions are suggested:

A Tourist Trip is a stay of one or more nights away from home for holidays, visits to friends or relatives, business/conference trips or any other purpose, *except* such activities as boarding education or semi-permanent employment.

Tourist Nights are those spent away from home using any type of accommodation, or in transit, on a tourist trip.

Tourist Expenditure is spending incurred away from home on a tourist trip and in advance payments for such items as fares and accommodation.

A Leisure Tourist Trip is a trip away from home of between one and sixty nights for a holiday or to visit friends or relatives.

A Day Trip, for the purpose of the survey questionnaire, is defined as a period away from home on a leisure trip not involving an overnight stay, but excluding general shopping, business and being in transit.

Spend – The definitions of spend are described on the self completion questionnaire

8 Appendix 1 – Glossary Of Terms

Used in Guidelines & Questionnaire

Brief	A statement from the sponsor setting out the background, main objectives, methodology, timing, analysis and reporting requirements of a survey, with a request for the costs associated with undertaking the work.
Briefing	Briefing of interviewers prior to a survey is intended to ensure that they understand fully the task to be undertaken.
Closed question	A question which has a limited number of logical answers (e.g. "yes" or "no" or a list of alternatives.)
Cohort	A group of people with a statistic in common.
Desk research	Collection, sifting and interpreting of published data.
Editing	Procedures for tidying up survey data. These begin with the inspection of returned questionnaires to ensure that they conform with the sampling requirements and that key questions have been answered.
Face-to-face interview	One which is conducted in person by the interviewer with the respondent, not on the telephone.
Filter	An instruction printed on a questionnaire as to which questions should be asked next, depending on previous answers.
Head of household	The member of a household who either owns the accommodation occupied by the household or is responsible for the rent. Or, if the accommodation is occupied free of rent, the person having it free of rent. If however this person is a married woman whose husband is also a member of the household, then the husband counts as the head of the household.
Household	A private household consists of one or more people living together whose food and other household expenses are usually managed as one unit.
Interviewer	The person asking the questions.
Interviewer instructions	Directions printed on the questionnaire, including filters and skips. They are usually distinguished from the questions by the use of capitals, bold face or italic type.
Open-ended question	As opposed to a closed question, one where the answer is recorded verbatim (or as fully as is practicable) The answers are coded at a later stage.
Pre-coded question	A question for which the respondent is constrained to choose one or more from a set of allowable answers, or where the interviewer is similarly constrained in recording the answer given. E.g. for the question "How did you travel to Eurocity?" the choice may be air/car/coach/bus/taxi/train, but there will be a line for "other" to allow for the few who may say they used some other form of transport or walked.
Primary data	Data collected at source as opposed to secondary data. The Eurocity Survey is the collection of primary data.
Probe	Non-directive technique to obtain an answer. (see p.7)

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Project Manager	The person who oversees the project to ensure that the survey is undertaken in accordance with the guidelines as laid down.
Prompt	As distinct from a probe, this term covers any method used to suggest possible answers to a question. NB the interviewer should not prompt unless there is an instruction to do so. The result would be to introduce bias into the data. (see p.7)
Quality control	In a market research project, formal checks to ensure that the work has been carried out properly.
Quota	A statement of the number and types of people that an interviewer is required to interview.
Respondent(s)	The visitor(s) taking part in the survey.
Routing	Filters and skips included in the interviewer instructions.
Self-completion questionnaire	One that is completed by the respondent rather than by the interviewer.
Show card	A card which lists the possible answers to a question.
Skip	Direction to exclude certain questions and an instruction to go to an indicated question.
Structured questionnaire	One which sets out precisely the wording of the questions and the order in which they are to be asked. The Eurocity questionnaire is structured.
Supervisor/Field Supervisor	An agency supervisor is responsible for ensuring that the interviews are undertaken professionally in accordance with the instructions for the schedule. They ensure that the targets are achieved as specified each month and are responsible for ensuring that the interviewers are trained and booked for the work. If students are used all these procedures should be undertaken by the supervisor or project manager appointed by the city or university.
Weighting	A factor by which some quantity is multiplied to make it comparable with others.

9 Appendix 2 – Monitory record form

Eurocity Survey 1999/1000

Interviews Achieved Against Target

	Apr		May		June		July		Aug		Sep		Oct		Nov		Dec		Jan		Feb		Mar		Total		Total at Venue		
	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	
Attraction 1 w'day					13	12	13	13	13	12			13	14					13							65	51	156	92
Attraction 1 w'end	13	13	13	13	13	14	13	13			13	14			13									13			91	67	
Attraction 2 w'day																													
Attraction 2 w'end																													
Attraction 3 w'day																													
Attraction 3 w'end																													
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City Square w'day																													
City Square w'end																													
City Park w'day																													
City Park w'end																													
''																													
''																													
''																													
''																													
Total																													

Tar = Target
Ach = Achieved