

NON-Visitor survey - RA - Excover

Part 1

* Required

1. [Introduce yourself, briefly explain the motivations of the interview, see instructions. Questions in square brackets are not to be read. In case the interviewee is not willing to respond, answer yourself the first 4 questions and submit. Write here the place of the interview.] *
-

2. ['Reference Location' (EXCOVER Project Partner)] *
-

3. [Gender] *

Mark only one oval.

- Female
 Male

4. Age [tick the apparent age in case of drop out] *

Mark only one oval.

- 15-24
 25-34
 35-44
 45-64
 65 or more

5. [Is the interviewee going to respond?] *

Mark only one oval.

- Yes
 No Stop filling out this form.

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Part 2

6. Where are you from? (Origin Country) *
-

7. Which (sub)Region/County are you from? *
-

8. What is your main occupation? **Mark only one oval.*

- Self-employed
- Employee
- Unemployed
- Retired
- Student
- Housewife
- Not Answered
- Other: _____

9. Which is your employment sector? **Mark only one oval.*

- Agriculture
- Tourism
- Industry
- Other
- Not Answered

10. What is your education level? **Mark only one oval.*

- Primary school
- Middle school
- High school
- University degree
- Not Answered

11. What is your yearly gross income class (euros)? **Mark only one oval.*

- < 5.000
- 5.000-9.999
- 10.000-19.999
- 20.000-39.999
- ≥ 40.000
- Not Answered

12. In which accommodation structure are you lodging? *

Mark only one oval.

- Hotel
- B&B
- Agritourism
- Camping/Camp site
- Home Rental
- At Friends/Relatives' place
- Own Apartment
- Not Answered
- Other: _____

13. How long is your trip? (Number of Days) *

14. Which is the motivation of your trip? *

Check all that apply.

- Business
- Visit Friends/Relatives
- Sport/Nature
- Culture
- Food & Wine
- Beach
- Not Answered
- Other: _____

15. Do you know the Reference Location? (Have you ever heard about it?) *

Mark only one oval.

- Yes *Skip to question 18.*
- No *Skip to question 16.*
- Not Answered *Skip to question 16.*

NON-Visitor survey - RA - Excover**Part 3****16. Tell me one characteristic of your ideal tourism destination. (What must your ideal destination have?) ***

17. Tell me one characteristic that must NOT be in your ideal destination. *

Stop filling out this form.

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Part 4

18. Did you visit the Reference Location in last 2 years? *

Mark only one oval.

- Yes *Skip to question 23.*
 No
 Not Answered

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Part 5

19. Can you imagine a motivation to visit the Reference Location? *

20. Can you imagine a motivation to NOT visit the Reference Location? *

21. Express your level of agreement with the following statements (1=strongly disagree, 7=strongly agree) *

Mark only one oval per row.

	1	2	3	4	5	6	7	No Opinion
The marketing and communication initiatives, concerning the Reference Location, are very effective	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word of mouth about the Reference Location is very good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect the Reference Location to be exciting (1= I expect it to be very boring, 7= I expect it to be very exciting)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect the Reference Location to be relaxing (1= I expect it to be very distressing, 7= I expect it to be very relaxing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am going to visit the Reference Location in the next 3 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Express your level of agreement with the following statements (1=strongly disagree, 7=strongly agree) *

Mark only one oval per row.

	1	2	3	4	5	6	7	No Opinion
I image that visitors and people with different cultures are welcome in the Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I image that the natural landscape/natural environment in the Reference Location is amazing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I image that the cultural heritage is huge in the Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I image that the quality tourism infrastructures in the Reference Location is outstanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I image that safety and security in the Reference Location is outstanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I image that prices in the Reference Location are cheap (1=I image them to be very high, 7= I expect them to be very cheap)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Stop filling out this form.

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PART X

23. Express your level of agreement with the following statements regarding the Reference Location (1=strongly disagree, 7= strongly agree) *

Mark only one oval per row.

	1	2	3	4	5	6	7	Not Answered
To be in the Reference Location made me feel excited (1= it made me feel very bored, 7= it made me feel very excited)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be in the Reference Location made me feel relaxed (1= it made me feel very distressed, 7= it made me feel very relaxed)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The residents' attitude towards visitors made me feel very welcomed in the Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The marketing and communication initiatives regarding the Reference Location are very effective	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The image of the Reference Location is very attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people employed in tourism-related businesses are very professional in the Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is very easy/comfortable to reach the Reference Location and move around	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the Reference Location I saw measures in place to protect the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I perceived a very well developed social welfare in Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend to visit the Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Express your evaluation ratings regarding the Reference Location (1=awful, 7= excellent) *

Mark only one oval per row.

	1	2	3	4	5	6	7	Not Answered
Rate the natural environment of the Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the cultural heritage of the Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the accommodations of the Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the restauration services of the Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the entertainments and shopping offered by the Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the safety and security level of the Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the prices in the Reference Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate your overall satisfaction with the Reference Location (as destination of your previous trip)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

