## 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 3 questions and submit. Write here the place of the interview. ] \*

2. [Gender] \*

Mark only one oval.

Female

Male
maic

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

Mark only one oval.

$\bigcirc$	15-24
$\bigcirc$	25-34
$\bigcirc$	35-44
$\bigcirc$	45-64

65 or more

#### 4. [Is the interviewee going to respond?] \*

Mark only one oval.



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Part 2

- 5. Where are you from? (Origin Country) \*
- 6. Which origin (sub)Region/County are you from? \*

7.	W	hat	is you	r main	occupation?	1

Mark only one oval.

$\bigcirc$	Self-employed
$\bigcirc$	Employee
$\bigcirc$	Unemployed
$\bigcirc$	Retired
$\bigcirc$	Student
$\bigcirc$	Housewife
$\bigcirc$	Not Answered

Other:

#### 8. Which is your employment sector? \*

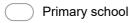
Mark only one oval.



- Tourism
- Industry
- Other
- Not Answered

#### 9. Which is your education level? \*

Mark only one oval.



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

#### 10. What is your yearly gross income class (euros)? \*

Mark only one oval.



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

11. <b>In which accomm</b> Mark only one ova	nodation structure are you lodging? * //
Hotel	
B&B	
Agritourism	1
Camping/C	amp site
Home Rent	tal
At Friends/	Relatives' place
Own Aparti	ment
Not Answe	red

- 12. How long is your trip? (Number of Days) \*
- 13. Which is the motivation of your trip? \*

Check all that apply.

Other:

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

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Part 3

14. 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	Not Answered
To be in this destination makes me feel excited (1= it makes me feel very bored, 7= it makes me feel very excited)	°								
To be in this destination makes me feel relaxed (1= it makes me feel very distressed, 7= it makes me feel very relaxed)	;				$\square$				
The residents' attitude towards tourists makes me feel very welcomed in this destination	$\square$				$\square$		$\square$	$\supset$	$\bigcirc$
The marketing and communicatior initiatives regarding this destination are very effective									$\bigcirc$
The image of this destination is very attractive	$\square$	$\square$		)(	$\square$	$\square$		$\supset$	$\bigcirc$

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

Mark only one oval per row.

6 7	Not Answered
$\supset \bigcirc$	$\bigcirc$
$\supset \bigcirc$	$\bigcirc$
$\supset \bigcirc$	
$\supset \bigcirc$	$\bigcirc$
$\supset \bigcirc$	$\bigcirc$

#### 16. 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 this destination	$\bigcirc$							
Rate the climate in this destination	۱ 🔵	$\bigcirc$	$\bigcirc$	$\bigcirc$		$\bigcirc$	$\bigcirc$	
Rate the cultural heritage of this destination	$\bigcirc$							
Rate the accommodations of this destination	$\bigcirc$							
Rate the restauration services of this destination	$\bigcirc$							

#### 17. 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 entertainments and shopping offered by this destination	$\bigcirc$							
Rate the safety and security level of this destination	$\bigcirc$							
Rate the prices in this destination (1=very high prices, 7=very low prices)	$\bigcirc$							
Rate your overall satisfaction with this destination	$\bigcirc$							

