



Visitor Information Centre Survey



1. Please note gender: Male Female
2. What is the postcode / country where you normally live?
 Postcode/ZIP: _____
 Country: _____
3. What age group are you in?
 Under 25 45 – 54
 25 - 34 55 - 64
 35 – 44 65 +
4. How would you best describe your travel group?
 Travelling alone
 Adult couple (in a relationship sense)
 Family Group – parents and children
 Friends/relatives travelling together with children
 Friends/relatives travelling together without children
 Business associates travelling together with family
 Business associates travelling without family
 School/uni/college/sporting group or club
 Other
- 4a. How many people in your group? _____
5. How many times have you visited this region?
 This is my first visit (proceed to question 7)
 1 – 4 times
 5 times or more
- 5a. When was your most recent visit?
 This year
 Last year
 2 years ago
 More than 2 years ago
- 5b. Did you come to this centre on that visit? Yes No (If No proceed to question 7)
6. To what extent did THAT visit to the centre encourage you?
- | | Not at all | To some extent | To a great extent |
|------------------------------------|-----------------------|-----------------------|-----------------------|
| To make this trip | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To stay longer on this trip | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To do more activities on this trip | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
7. Is this region:
 The only destination for this trip
 One of a number of destinations
 Not a destination – I’m just passing through
8. Is this visit to the Centre:
 At the beginning of this trip
 In the middle of this trip
 At the end of this trip
9. How long do you plan to spend in this region?
 Day trip
 Overnight
 2 – 4 nights
 5 – 14 nights
 14 nights or more
10. What aspects of your stay in this region did you plan before you left home?
- | | Not planned | Some plans | Complete plans |
|---------------|-----------------------|-----------------------|-----------------------|
| Accommodation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Attractions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tours | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Restaurants | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



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11. How would you rate each of these characteristics of the Visitor Centre?

	Poor	Fair	Average	Good	Very Good
Staff knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Touch screens/computers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Do you think the information that you gained from the centre might influence the following aspects of your current trip?

a. The amount of time you spend in this region?

<input type="radio"/> More than planned <input type="radio"/> Same as planned <input type="radio"/> Less than planned	<p>How much more than you planned?</p> <input type="radio"/> Couple of hours <input type="radio"/> 2 – 4 nights <input type="radio"/> Day trip <input type="radio"/> 5 – 14 nights <input type="radio"/> Overnight <input type="radio"/> 14 nights or more
	<p>How much less than you planned?</p> <input type="radio"/> Couple of hours <input type="radio"/> 2 – 4 nights <input type="radio"/> Day trip <input type="radio"/> 5 – 14 nights <input type="radio"/> Overnight <input type="radio"/> 14 nights or more

b. The activities you will do in this region?

<input type="radio"/> Will be the same as I had planned <input type="radio"/> Will do more activities <input type="radio"/> Will do less activities <input type="radio"/> Will do different activities	<p>What new activities would you do?</p> <hr/> <p>What activities would you do more of?</p> <hr/>
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13. Do you think the information that you gained from the Centre might influence the likelihood you would return to this region in the future? Yes No

If no, go to question 14

13a. How long would you like to stay in this region your next trip? Day trip 5 – 14 nights
 Overnight 14 nights or more
 2 – 4 nights

14. Did any information you accessed at this Centre encourage you to visit some other region outside this region? Yes No

If yes, go to question 15

15. Which Regions?

First Region: _____

Second Region: _____

Third Region: _____

Thank you for your time in answering this survey.

Please enjoy your stay in this region.