# Travel Survey Questionnaire

Please complete the following questionnaire as accurately as possible and then return to [XYZ Travel Agency]

1. Contact information

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Name |  | | | | Title |  | | |
| Phone |  | | Fax |  | | | Email |  |
| Address | |  | | | | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. When do you plan to ravel next? | | 1. How far in advance do you normally book your trips? | |
|  | 1 – 3 months |  | 1 – 3 months |
|  | 3 – 6 months |  | 3 – 6 months |
|  | 6 – 12 months |  | 6 – 12 months |
|  | More than a year |  | More than a year |

|  |  |
| --- | --- |
| 1. What time of the year do you normally prefer to travel? | |
|  | Spring |
|  | Summer |
|  | Fall |
|  | Winter |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. What region of the world is your most favorite place to travel | | | | |
|  | North America |  | South America | |
|  | Central America |  | Africa | |
|  | Europe |  | Middle East | |
|  | Asia |  | Pacific | |
|  | Orient |  | Other |  |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. What hotel accommodations do you usually look for when travelling? | | 1. What activity level is most desired when traveling | |
|  | Budget |  | Active – includes cycling, hiking, and mountain climbing |
|  | 2 Star |  | Moderate activity – includes walking, exploration |
|  | 3 Star |  | Low activity – includes light walking, lectures |
|  | 4 Star |  |  |
|  | 5 Star |  |  |

|  |  |  |
| --- | --- | --- |
| 1. What do you most look for as far as activities when traveling? | | |
|  | History | |
|  | Art | |
|  | Wildlife | |
|  | Nature | |
|  | Local culture | |
|  | Food | |
|  | Science | |
|  | Other |  |

1. Do you use travel related sites when booking travel? These include sites for airline tickets, cruises, car rentals (examples: Expedia or Travelocity).

|  |  |
| --- | --- |
| Yes | No |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Do you travel mostly for business or pleasure? | | 1. What are your usual reasons to travel? | |
|  | Business |  | Company business |
|  | Pleasure |  | Military |
|  | Bother |  | Resort vacation |
|  |  |  | Visit friends or relatives |
|  |  |  | Personal trip |
|  |  |  | Cruise |
|  |  |  | Relocating |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. When it comes to airports, which do you dread dealing with the most? | | 1. What mode of transportation do you use for traveling purposes? | |
|  | Ticket counter |  | Airline |
|  | Curbside baggage check in |  | Train |
|  | Security checkpoint |  | Car |
|  | Boarding gate |  | Boat |
|  | Airline boarding |  | Motorcycle |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Who usually accompanies you on vacation? | | | 1. Do you mostly travel to domestic or international areas? | |
|  | I travel alone | |  | Domestic |
|  | Spouse | |  | International |
|  | Children | |  | Both |
|  | Spouse and children | |  |  |
|  | Friends | |  |  |
|  | Family members | |  |  |
|  | Other |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Do you use a guidebook for traveling purposes? Which one do you use most often? | | | 1. What is the longest trip you have been on? | |
|  | Do not use a travel guide book | |  | Less than 2 weeks |
|  | Lonely Planet | |  | 2 – 4 weeks |
|  | Bradt | |  | 1 – 4 months |
|  | Rough Guide | |  | 4 – 6 months |
|  | Frommers | |  | 6 – 9 months |
|  | Time Out | |  | 9 months to one year |
|  | Frodors | |  | More than one year |
|  | Eyewitness | |  |  |
|  | Let’s Go | |  |  |
|  | Other |  |  |  |

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