**Askia Leisure Travel Survey**

Thank you for agreeing to participate in our survey. This short survey is about international travel, and any leisure trips you have made to other countries in the past 12 months. It should only take between five and ten minutes to complete. Please answer each question as fully and as accurately as possible.This survey is for genuine market research purposes only, and is carried out in accordance with the Market Research Society Code of Conduct. All information you provide will be treated in confidence. To say 'thank you' we will enter your name into a prize draw for three chances to win a 25 euro Amazon voucher. Please click on the right arrow to move to the next screen. You can go back to any previous question by clicking on the left arrow.

Q1. On which of the following continents do you normally live?

 Africa

 Asia

 Australia/Oceania

 Europe

 North America

 South America

Q2. And in which of the following countries do you normally live?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  Algeria   Angola   Benin   Botswana   Burkina Faso   Burundi   Cameroon   Cape Verde   Central African Republic   Chad   Comoros   Republic of the Congo   Democratic Republic of the Congo   Côte d'Ivoire   Djibouti   Egypt   Equatorial Guinea   Eritrea   Ethiopia   Gabon   The Gambia   Ghana   Guinea   Guinea-Bissau   Kenya   Lesotho   Liberia   Libya   Madagascar   Malawi   Mali   Mauritania   Mauritius   Morocco   Mozambique   Namibia   Niger   Nigeria   Rwanda   São Tomé and Príncipe   Senegal   Seychelles   Sierra Leone   Somalia   South Africa   South Sudan   Sudan   Swaziland   Tanzania   Togo   Tunisia   Uganda   Western Sahara   Zambia   Zaire   Zimbabwe |  Afghanistan   Armenia   Azerbaijan   Bahrain   Bangladesh   Bhutan   Brunei   Cambodia   China, People's Republic of   China, Republic of (a.k.a. Taiwan)   East Timor (Timor Leste)   India   Indonesia   Iran   Iraq   Israel   Palestine   Japan   Jordan   Kazakhstan   Kuwait   Kyrgyzstan   Laos   Lebanon   Malaysia   Maldives   Mongolia   Myanmar   Nepal   North Korea   Oman   Pakistan   Philippines   Qatar   Saudi Arabia   Singapore   South Korea   Sri Lanka   Syria   Tajikistan   Thailand   Tibet   Turkmenistan   United Arab Emirates   Uzbekistan   Vietnam   Yemen |  Albania   Andorra   Austria   Belarus   Belgium   Bosnia and Herzegovina   Bulgaria   Croatia   Cyprus   Czech Republic   Denmark   England   Estonia   Finland   France   Georgia   Germany   Greece   Hungary   Iceland   Republic of Ireland   Italy   Latvia   Liechtenstein   Lithuania   Luxembourg   Republic of Macedonia   Malta   Moldova   Monaco   Montenegro   Netherlands   Norway   Poland   Portugal   Romania   Russia   San Marino   Serbia   Slovakia   Slovenia   Spain   Sweden   Switzerland   Turkey   Ukraine   United Kingdom   Vatican City |  Antigua and Barbuda - St. Johns   Bahamas   Barbados   Belize   Canada   Cayman Islands   Costa Rica   Cuba   Dominica   Dominican Republic   El Salvador   Greenland   Grenada   Guatemala   Haiti   Honduras   Jamaica   Mexico   Nicaragua   Panama   Saint Kitts and Nevis   Saint Lucia   Saint Vincent and the Grenadines   Trinidad and Tobago   United States   Turks and Caicos   Argentina   Bolivia   Brazil   Chile   Colombia   Ecuador   French Guiana   Guyana   Paraguay   Peru   Suriname   Uruguay   Venezuela |  Australia   New Zealand   Fiji   New Caledonia   Papua New Guinea   Solomon Islands   Vanuatu   Guam   Kiribati   Marshall Islands   Federated States of Micronesia   Nauru   Northern Mariana Islands   Palau   American Samoa   Cook Islands   French Polynesia   Niue   Pitcairn Islands   Samoa   Tokelau   Tonga   Tuvalu   Wallis and Futuna Islands |

Q3. How many times have you travelled overseas in the last 12 months (since the beginning of [compute mm yyyy 12 months ago]?

Enter number

Q3\_Confirm. Please confirm that you meant to specify [answer to Q3] trips?

 Yes

 No

Q4. When was the last time that you visited another country?

 1 - 2 years ago

 3 - 5 years ago

 More than 5 years ago.

 Have never travelled outside ??Q2??

Q5. Over the last two years, what proportion of the trips you made were for business, rather than leisure?

 Only travel on business

 50-99% on business

 25-49% on business

 1-24%

 Never travel on business

Skip Leisure Travel Section if only travel on business and go to Demographics.

Leisure Travel Section

Q6. We will now focus on your leisure travel. Tell us how much you agree or disagree with each of these statements:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | I strongly agree | I tend to agree | I neither agree nor disagree | I tend to disagree | I strongly disgree |
| I’d rather make my own travel arrangements on the Internet than go to a travel agent or use a tour operator |  |  |  |  |  |
| I have made conscious efforts to cut down on the amount of travel I do as a result of concerns over climate change |  |  |  |  |  |
| When planning my travel, I like to choose destinations that are glamorous or exotic |  |  |  |  |  |
| If I had a realistic choice between flying or taking the train, I’d prefer to take the train |  |  |  |  |  |
| The increased security arrangements at airport make me think twice about flying now |  |  |  |  |  |
| I would like to do much more travel in the future |  |  |  |  |  |

Q7 Attributes. When planning a leisure trip abroad, which of these is the single most important consideration to you?

 Ease of travel to the destination

 Things to see and do there

 Proximity to a beach

 A warm, sunny climate

 Proximity to nature or natural scenery

 Nightlife – clubs, bars, theatres…

 Shopping

 Outdoor pursuits

 Opportunities for an adventure

 Peace and solitude

 None of these

If 'None of these first time - set and hide for second question

Q7 Attributes2. Which other considerations are also important to you, when planning a leisure trip abroad?

(10 maximum responses)

 Ease of travel to the destination

 Things to see and do there

 Proximity to a beach

 A warm, sunny climate

 Proximity to nature or natural scenery

 Nightlife – clubs, bars, theatres…

 Shopping

 Outdoor pursuits

 Opportunities for an adventure

 Peace and solitude

 None of these

Q8. We are now going to ask you about some of your recent leisure trips.

!!on (Q3 has 1,"Did your trip this year include at least 2 days of leisure travel?",

on (Q3 has not 1,"Of the Q3 trips you’ve made in the past year, how many included at least two days of leisure travel?"))!!

 !!on (??Q3?? has 1,"Yes","1")!!

 2

 3

 4

 5 or more

 !!on (??Q3?? has 1,"No","None")!!

No leisure trips skip to Demographics

This builds the First trip;Second trip loop. If respondent has made only one trip, then we iterate the loop once.

Complete questions Q9 to Q13 for each trip taken

Q9. Thinking about your [1st / 2nd / 3rd etc… up to max at Q8 ] trip, which country or countries did you travel to?

(20 maximum responses)

Same list of countries as at Q2

*Q10-Q14 repeat for each country selected at Q9*

Q10. Overall, how many nights did you spend away from home on your most recent trip to [first country selected at Q9] ?

Enter number (must be between 1 and 998)

Q11. Would you describe this trip mainly as: (select one only)

 Part of an organised tour or package

 Independent travel (you made the arrangements)

 Visiting family or friends

 A cruise

 Other (specify)

Q12. Of the [answer to Q10] nights that you spent away on this trip, how many nights did you spend in [country selected at Q9]?

Enter number. Must be greater than 0.

Q13. Of those [number at Q12] nights in [country 1 at Q9] , how many were spent:....?

|  |  |
| --- | --- |
| **In a hotel, B&B or guest house** | Enter number: |
| **Camping (tent, trailer, motorhome or similar)** | Enter number: |
| **In shared hostel accommodation** | Enter number: |
| **With family or friends** | Enter number: |
| **Some other accomodation** | Enter number: |

Q14. Overall, how do you rate your enjoyment of this trip, on a scale of 1 to 10 where 10 is the highest score?

Enter number (must be between 1 and 10)

Q14a. In a few words, please say why you gave this trip a score of [Answer to Q14] ?

Q15. For a moment, please imagine that you will only ever make one more trip for leisure - no expense spared, no fixed duration...your 'dream' trip.

Please describe this in as much detail; as possible - where you would like to go, what you would like to see, how you would like to travel any activities that you would really like to engage in on this trip of a lifetime....

Please tell us about anything that would be important to make this a truly wonderful trip for you.

Demographics

Q16. Are you...

 Male

 Female

Q17. What is your age?

 Under 18

 18-24

 25-34

 35-44

 45-54

 55-64

 65-74

 75-84

 85 or older

Q18. Are you employed...?

 Full time

 Part time

 Student

 Full-time home maker

 Unemployed

 Retired

 Other

Q19. hat is your relationship status?

 Single

 Married or co-habiting

 Divorced or separated

 Widowed

Q20. Do you have any children living with you at home?

(4 maximum responses)

 Children under 5 years old

 Children between 5 and 10 years old

 Children between 11 and 16 years old

 No children

To be entered into our prize draw, please provide your name, email address and phone number. This will not be used for any purpose other than in the administration of this survey and prize draw.

Respondent\_Name

EMail Address

Phone number (including country code)

Check for valid email format