

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 _____

2. When do you plan to travel next?

<input type="checkbox"/>	1 – 3 months
<input type="checkbox"/>	3 – 6 months
<input type="checkbox"/>	6 – 12 months
<input type="checkbox"/>	More than a year

3. How far in advance do you normally book your trips?

<input type="checkbox"/>	1 – 3 months
<input type="checkbox"/>	3 – 6 months
<input type="checkbox"/>	6 – 12 months
<input type="checkbox"/>	More than a year

4. What time of the year do you normally prefer to travel?

<input type="checkbox"/>	Spring
<input type="checkbox"/>	Summer
<input type="checkbox"/>	Fall
<input type="checkbox"/>	Winter

5. What region of the world is your most favorite place to travel

<input type="checkbox"/>	North America
<input type="checkbox"/>	Central America
<input type="checkbox"/>	Europe
<input type="checkbox"/>	Asia
<input type="checkbox"/>	Orient

<input type="checkbox"/>	South America
<input type="checkbox"/>	Africa
<input type="checkbox"/>	Middle East
<input type="checkbox"/>	Pacific
<input type="checkbox"/>	Other _____

6. What hotel accommodations do you usually look for when travelling?

<input type="checkbox"/>	Budget
<input type="checkbox"/>	2 Star
<input type="checkbox"/>	3 Star
<input type="checkbox"/>	4 Star
<input type="checkbox"/>	5 Star

7. What activity level is most desired when traveling

<input type="checkbox"/>	Active – includes cycling, hiking, and mountain climbing
<input type="checkbox"/>	Moderate activity – includes walking, exploration
<input type="checkbox"/>	Low activity – includes light walking, lectures

8. What do you most look for as far as activities when traveling?

<input type="checkbox"/>	History
<input type="checkbox"/>	Art
<input type="checkbox"/>	Wildlife
<input type="checkbox"/>	Nature
<input type="checkbox"/>	Local culture
<input type="checkbox"/>	Food
<input type="checkbox"/>	Science
<input type="checkbox"/>	Other _____

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

Yes	No
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10. Do you travel mostly for business or pleasure?

<input type="checkbox"/>	Business
<input type="checkbox"/>	Pleasure
<input type="checkbox"/>	Bother

11. What are your usual reasons to travel?

<input type="checkbox"/>	Company business
<input type="checkbox"/>	Military
<input type="checkbox"/>	Resort vacation
<input type="checkbox"/>	Visit friends or relatives
<input type="checkbox"/>	Personal trip
<input type="checkbox"/>	Cruise
<input type="checkbox"/>	Relocating

12. When it comes to airports, which do you dread dealing with the most?

<input type="checkbox"/>	Ticket counter
<input type="checkbox"/>	Curbside baggage check in
<input type="checkbox"/>	Security checkpoint
<input type="checkbox"/>	Boarding gate
<input type="checkbox"/>	Airline boarding

13. What mode of transportation do you use for traveling purposes?

<input type="checkbox"/>	Airline
<input type="checkbox"/>	Train
<input type="checkbox"/>	Car
<input type="checkbox"/>	Boat
<input type="checkbox"/>	Motorcycle

14. Who usually accompanies you on vacation?

<input type="checkbox"/>	I travel alone
<input type="checkbox"/>	Spouse
<input type="checkbox"/>	Children
<input type="checkbox"/>	Spouse and children
<input type="checkbox"/>	Friends
<input type="checkbox"/>	Family members
<input type="checkbox"/>	Other _____

15. Do you mostly travel to domestic or international areas?

<input type="checkbox"/>	Domestic
<input type="checkbox"/>	International
<input type="checkbox"/>	Both

16. Do you use a guidebook for traveling purposes? Which one do you use most often?

<input type="checkbox"/>	Do not use a travel guide book
<input type="checkbox"/>	Lonely Planet
<input type="checkbox"/>	Bradt
<input type="checkbox"/>	Rough Guide
<input type="checkbox"/>	Frommers
<input type="checkbox"/>	Time Out
<input type="checkbox"/>	Frodors
<input type="checkbox"/>	Eyewitness
<input type="checkbox"/>	Let's Go
<input type="checkbox"/>	Other _____

17. What is the longest trip you have been on?

<input type="checkbox"/>	Less than 2 weeks
<input type="checkbox"/>	2 – 4 weeks
<input type="checkbox"/>	1 – 4 months
<input type="checkbox"/>	4 – 6 months
<input type="checkbox"/>	6 – 9 months
<input type="checkbox"/>	9 months to one year
<input type="checkbox"/>	More than one year