

1.What is the form used for?

- It is a travel Survey questionnaire, which is used to gather information about the travelling behaviour of a tourist. It aims to gauge the duration, time, place, up to the extent of usage of guide books and many more relevant information. Through this, the company can strategize what particular services they may offer to serve the best interest of the tourists.

2. What is the purpose of having this many questions in the form?

- The numerous questions help in knowing what are the preferences of the guests up to the extent of their travelling trends and be able to gauge the possible expected number of them for the company to have an estimation of the needed resources and be able to strategize well to offer the best among the guests. Moreover, this allows the company to give suggestions based on the input of the guests' preferences.

3. Group data that is being requested by the form into data groups based on their "relatedness" (meaning, there are certain data units that are more related to other data units compared to the others)

Contact Information

When do you plan to travel next?

How far in advance do you normally book your trips?

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

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

What hotel accommodations do you usually look for when travelling?

What activity level is most desired when traveling?

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

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

Do you travel mostly for business or pleasure?

What are your usual reasons to travel?

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

What mode of transportation do you use for traveling purposes?

Who usually accompanies you on vacation?

Do you mostly travel to domestic or international areas?

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

What is the longest trip you have been on?