

Tour Website Feedback Survey

"We appreciate your feedback! This survey will help us improve our tour services and website experience."

1. 1. What type of tours do you usually book online?

Mark only one oval.

- ☐ Adventure Tours
- ☐ Family Vacations
- ☐ Luxury Trips
- ☐ Cultural/Historical Tours
- ☐ Other: _____

2. 2. Which device do you primarily use for booking tours?

Mark only one oval.

- ☐ Mobile
- ☐ Desktop
- ☐ Tablet

3. 3. What is the most important factor when choosing a tour website?

Mark only one oval.

- ☐ Easy navigation
- ☐ Attractive design
- ☐ Fast loading speed
- ☐ Secure payment options

4. 4. What type of website design do you prefer for a tour booking site?

Mark only one oval.

- ☐ Minimalist & modern
- ☐ Colorful & vibrant
- ☐ Image-heavy with animations
- ☐ Classic & simple

5. 5. What essential features should be on the homepage?

Mark only one oval.


- ☐ Search bar for tours
- ☐ Featured destinations
- ☐ User reviews & testimonials
- ☐ Live chat support
- ☐ Special offers & discounts

6. 6. Which booking features are most important to you?

Tick all that apply.

- ☐ One-click booking
- ☐ Multiple payment options
- ☐ Tour comparison tool
- ☐ Customer reviews & ratings

7. 7. Would you like to see a virtual tour or video preview of destinations?

 Dropdown

Mark only one oval.

- ☐ Yes
- ☐ No

8. 8. How important is a multi-language option for the website?

Mark only one oval.

1 2 3 4 5

1 (N ☐ ☐ ☐ ☐ ☐ 5 (Very Important)

9. 9. What payment methods do you prefer for booking?

Mark only one oval.

☐ Credit/Debit Card

☐ PayPal

☐ Bank Transfer

☐ Cryptocurrency

10. 10. How do you determine if a tour website is trustworthy?

Mark only one oval.

☐ SSL Certificate & Secure Payments

☐ Customer Reviews & Ratings

☐ Verified Tour Guides & Operators

☐ Refund & Cancellation Policy

11. 11. What color scheme do you prefer for a tour website?

Mark only one oval.

☐ Blue & White (Calm & Professional)

☐ Green & Earthy (Nature-Focused)

☐ Bright & Vibrant (Energetic & Fun)

☐ Dark Mode Option

12. 12. Would you prefer a website with more images & videos or more text-based content?

Mark only one oval.

- ☐ More images & videos
- ☐ Balanced mix of visuals & text
- ☐ More detailed text information

13. 13. What features would make a tour website stand out from competitors?

14. 14. Have you had any bad experiences with other tour websites? If yes, what were the issues?

15. 15. Any additional comments or suggestions?

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