City trips Dataset – Documentation

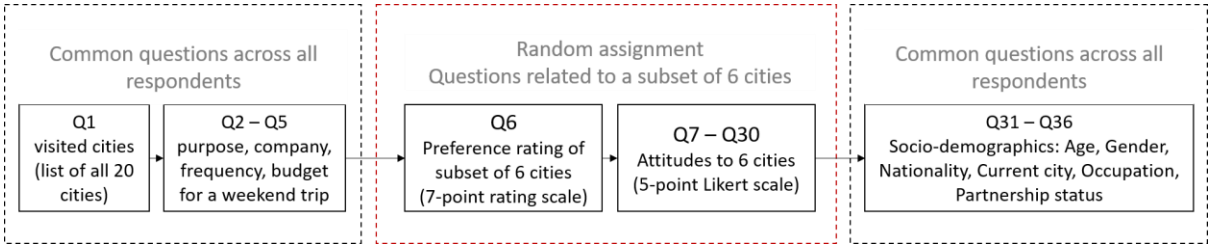
Questionnaire and related files

The questionnaire was conducted to understand people's perception and evaluation of various European cities as weekend trip destinations. A list of 20 different European cities was selected. To keep the questionnaire manageable for the respondents (possible to answer within 10-15 minutes), each respondent saw 6 out of 20 cities.

Ten subsets (samples) of 6 cities were created a priori and are documented in the file "List of cities.xlsx". Each city is included in 3 different subsets/samples (see the newly added "Freq table" sheet in the "List of cities.xlsx" file).

Respondents were then randomly assigned to one of these sample Questionnaires. You can see an example of the questionnaire for Sample 1 of the cities in the file "SAMPLE Questionaire.pdf".

The questionnaire structure:



Collected data and variable description

For the data collection, convenience sampling method was used. The sample size is 266 respondents. The file "QuestionaireData_CityTrips.csv" contains all the data in a wide format, i.e., each row corresponds to one respondent. The following is a detailed description of the variables in the dataset.

Column number	Variable name	Question number	Description
Col 1	Sample		Index of the subset/sample of cities (1, …, 10) detailed in the "List of cities.xlsx" file
Col 2	ID		Index denoting respondents
Col 3	Timestamp		A character variable indicating the date and time of the respondent accessing the questionnaire
Col 4-23	[city] (Berlin - Dublin)	Q1	A dummy variable indicating whether the respondent has visited the respective city (= 1) or not (= 0)
Col 24-28	Purpose[i] (i = 1, …, 5)	Q2	A dummy variable indicating whether the respondent usually goes on weekend trips for a specific purpose: 1. Visit family 2. Visit friends 3. Partying 4. Exploring a new city 5. Visiting various cultural event
Col 29	Purpose_other	Q2	A character variable indicating respondent specified other purposes of a weekend trip. An empty cell (which will show as "" in R) indicates no other purpose was specified.

Col 30-34	With_Whom_[i], (i = 1, …, 5)	Q3	A dummy variable indicating with whom the respondent usually goes on a weekend trip 1. with family 2. with friends 3. with a partner 4. with colleagues 5. by yourself
Col 35	Number_of_Trips	Q4	A numerically coded variable indicating the number of trips in the respective year of data collection (2015). Values 1 to 5 represent the following categories given in the question: 1. none 2. once 3. 2-3 times 4. 4-5 times 5. more than 5 times
Col 36	Avg_Budget	Q5	A numerically coded variable indicating the average budget for a weekend trip. Values 1 to 5 represent the following categories given in the question: 1. less than 200€ 2. 200-300€ 3. 300-400€ 4. 400-500€ 5. more than 500€
Col 37-56	Pref_[city]	Q6	Preference rating of a city as a weekend trip destination on a 7-point scale (1 = “Not preferred at all” and 7 = “Greatly preferred”). If the city was not in the subset of cities the respondent saw, it would be recorded as an empty cell (or NA in R). However, missing values are also denoted with an empty cell (or NA in R).
Col 57- 456	[city]_Att[i] (i = 1, …, 20)	Q7-Q30	Attribute ratings of a city on a 5-point Likert scale (1 = “Strongly Disagree” and 5 = “Strongly Agree”). If the city was not in the subset of cities the respondent saw, it would be recorded as an empty cell (or NA in R). However, missing values are also denoted with an empty cell (or NA in R). Att[i], where i = 1, …, 20 represent the following items: 1. is friendly 2. is historical 3. is affordable

			4. is trendy 5. has a vibrant nightlife 6. has delicious food 7. is easy to get around in (by foot or public transport) 8. is a good place for shopping 9. full of cultural events (incl. festivals, theater, etc.) 10. has interesting museums 11. is clean 12. is green (e.g., has lots of parks) 13. is international / multicultural 14. is too touristic 15. is fun 16. is noisy 17. is romantic 18. is safe 19. is beautiful 20. is English-speaker friendly
Col 457	Age	Q31	An integer variable indicating the age of the respondent
Col 458	Gender	Q32	A character variable indicating the gender of the respondent
Col 459	Nationality	Q33	A character variable indicating the nationality of the respondent
Col 460	CurrentCity	Q34	A character variable indicating the city the respondent currently lives in
Col 461	Occupation	Q35	A character variable indicating the current occupation of the respondent
Col 462	PartnershipStatus	Q36	A character variable indicating the partnership status of the respondent