***Subject: male Company Manager and representitive***

***Hi, thank you for helping me out today. As you may know, I am developing an application for college. The application is in tourism, specifically for events.***

***I am going to ask you a few standard questions first before I get a bit more specific but remember that the survey is completely anonymous. Thanks again for helping me out today.***

**1:**  What is your age group?

18 -25

26-35

36- 46

47-60

60 +

Answer: 37 manager

**2:**  How would you rate your computer expertise on a scale of 1 to 10?

**Answer :**Lower end of 8

**3:**  How often do you go on day trips or on domestic trips, on average?

Once a year

Once every 6mths

Once every 3mths

More often.

Answer: 10

**4:**  Do you live in Dublin?

Yes

No

Answer: No

**5:**  If no how often do you go to Dublin?

Once a year

Twice a Year

3 times a year

More Than 3 times a year

Answer: Around 15. Half with work and half with my friends

**6:**  Would you go to Dublin for leisure?

Yes

No

Answer: Yes quite a bit

**7:**  What kind of events would you like to partake in in Dublin?

Socializing

Active

City Tours

Answer: Socialising. Almost always during the evening so pub/club based.

**8:**  Who would you go to Dublin with?

Family

Friends

Both

Answer: work and friends

**9:**  Have you taken any (recent) trips to Dublin for leisure?

Yes

No

Answer: Yes

**10:**  Which parts of your trip did you enjoy/not enjoy?

Answer: Was an evening trip, transport can be an issue late in evening.

Worst thing was having to come home lol

**11:**  What could have been better? What would you do differently next time?

Booking a venue can be good but our group usually play it by ear, wouldn’t book in advance. When its a work trip we generally book a venue in advance if thats a possibility. Dog racing, karting etc

**12:**  How much would you spend on trips or excursions?

Answer: Up to 30 for a few hours. Karting or the likes are more expensive.

**13:**  What would be your budget for a day trip or night out in Dublin?

€50 - €100

€101 - €200

€201 - €300

€301 - €400

Answer: Generally 150-200 without hotel/bb

**14:**  If you are taking a group tour, how much time would you be willing to spend on it, max?

2hr

4hr

6hr

8hr +

Answer: I wouldn’t willingly book a group tour so make it short !

If it were spur of the moment then 2 hours max would do.

**15:**  How long would you be willing to go on a walking tour/hiking tour for?

2hr

4hr

6hr

8hr +

Answer: Wouldnt be my thing.

**16:**  Which sites do you use to look up information for holidays in Ireland, if any?

Answer: Booking.com for hotels etc. My nose can always lead the way to a good pub !

**17:**  What are the most important features/information that you need from a website that is         providing tour information (for a tour you would like to go on)?  1-5 5being least important.

Location    3

Content   2

Cost       4

Group size that can be accommodated   1

Is it child friendly    5

Answer: Kids are not involved in my work or leisure life.

**18:**  Could you rank the next few sites from best to worst (1-5) according to you?

Guinness storehouse                                     1

Historical Tours - historicaltours.ie           3

Nights out - <http://dragqueens.ie/>                5

Escape rooms - <http://adventurerooms.ie/>   2

**19:**  Do you book your trips online/which parts of your trip would you book online?

Yes

No

Answer: generally transport and accommodation. If it is a work outing then the venue will be booked in advance

**20:**  When an evening out what information is the most important to you?

Answer: Fun, good crowd.

**21:**  Do you think that the current system of holiday booking works well? If so, can you describe what you like about it?

Answer: Its usually fairly simple with plenty of options.

**22:**  Are the parts of the process you don’t like? [Dislikes / Frustrations]

Answer: outdated sites, slow payment systems.

Please Explain :

Answer: Theres nothing worse than a site that wont allow for preferences in room/venue or booking type.

**23:**  Now moving on to specific recommendation sites, do you tend to use one particular tourist/attraction site more than others?

At work we would look at any Dublin venue suitable for a wide variety of interests and people. Sports, drinking, cinema, sports, team building etc so many many sites.

Yes If so, why?

**24:**  What does this site do well? What do they do badly? (Likes / Frustrations)

Answer: If a site gives clear info and easy booking it is a good site in my book.

**25:**  Let’s say you had a magic wand and could have any feature you wanted in a short city tour site, please list your top 5

Answer: well organised, clear, easy quick and informative

**26:**  What device do you use primarily to access leisure sites? [Technology]

Phone

Tablet

Laptop

Pc

Answer: All depending on personal or work

**27:**  Are you aware of the Father Ted tv series and characters?

Answer: yes, who isn’t lol

**28:**  Would you agree that  the characters are still current and of humorous value ?

Answer: yes, the variety of characters was key to its success. Everybody knows someone like them in some way.

**29**:  And finally, what feature of a website is most important to you?

Answer: simple quick and informative.