***Subject: Female ages 18-25***

***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: Female 18 - 25

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

**Answer :**Id rate it around 6

**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: Around 4 a year

**4:**  Do you live in Dublin?

Yes

No

Answer: No though Im from there originally

**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 10 times a year for enjoyment

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

Yes

No

Answer: Yes this would be my main reason

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

Socializing

Active

City Tours

Answer: Mostly socializing. I would not really be very bothered with tours around Dublin but having said that I know a large proportion of my friends that would do anything Father Ted related and I would be dragged along too !

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

Family

Friends

Both

Answer: Mostly with 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: I went up for a night out with friends, stayed in a friends house and travelled home the following day. It was a friday night. The luas was packed on the way into the city. The first 2 pubs we went to were already packed so we ended up with our third choice. Music was loud as we were looking to chat and catch up.

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

Next time I think we would decide in advance what type of night out we wanted and plan our times accordingly. Also Id get a taxi ( book in advance)

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

Answer: That would depend on how interesting the tour subject matter is. I wouldnt spend money to look at the cliffs of moher or the giants causeway as neither interests me enough to pay for the associated tour  but I would pay for the wax museum or haunted dublin pub tours/bus tours. So up to 20euro. If its any more it would have to be very special and probably planned in advance

**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 100 euro to maybe 120 euro.

**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: That would depend entirely on the tour and my interest in it, who Im with and also how its broken up. So if it were an all day tour with transport provided, meals provides and a little free time/breaks mixed in then 6-8 hours would be ok. Again this would be something planned in advance and not a spur of the moment decision.

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:I would’nt pay for a hill walking/ country walking tour but if it were an interesting city tour then 2 hours would be fine.

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

Answer: Booking.com for hotels etc, the bord failte site have a what’s on page, dublin.ie and dublintown.ie are good too. Facebook is good for this also.

**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    4

Content   1

Cost         3

Group size that can be accommodated   2

Is it child friendly    5

Answer: It might be awful but id rather it was’nt child friendly ! Ive no children and rather

not go to family trips

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

Guinness storehouse                                     5

Historical Tours - historicaltours.ie               4

Nights out - <http://dragqueens.ie/>                3

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: yes if its a paid trip or theres a book in advance option

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

Answer: For a evening out Id look at the content and the crowd type involved. Location for getting transport home and then cost.

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

Answer: Mostly you can book everything thats important to you in advance, So transport type and grade, hotel type, room type, trips etc.

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

Please Explain :

Answer: Lack of choice is a big downside for me and also not having enough description of everything involved. If there is too much description given, I can scan through it but if there is not enough I would generally leave and book elsewhere. I also like a detailed sum up of what I am purchasing including dates times etc BEFORE I submit payment.

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

Yes If so, why?

Answer: I like the indublin site when compared to the bord failte site. Im looking for immediate info, not pages and pages of pretty pictures. Give me a number of choices on one page so i can compare them or better still a page of family attractions and adult only attractions such as pubs parties etc.

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

Answer: Its straight and to the point. Doesnt try to sell to me. Just shows me whats available !

**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

Fun lots of laughs

Choices.

Well and clearly organised.

Special offers

Easy payment/ print tickets etc

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

Phone

Tablet

Laptop

Pc

Answer: Phone and laptop

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

Answer: Yes, more the characters than the actual program

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

Answer: Yes the ones I know anyhow

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

Answer: easy to navigate with the info i require easy to access,.