***Subject:***

***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 +

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

Answer: 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: More Often

**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: Twice a Year

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

Yes

No

Answer: Yes

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

Socializing

Active

City Tours

Answer: Socializing, City Tours

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

Family

Friends

Both

Answer: Both

**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: Don’t enjoy being unfamiliar with were I am going, Learning new information about a place.

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

    Information relating to location

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

Answer: €100

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

€50 - €100

€101 - €200

€201 - €300

€301 - €400

Answer: €101 - €200

**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: 6hr

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

2hr

4hr

6hr

8hr +

Answer: 4hr

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

Answer: Depends were I am going. If I am going to Galway at look for Galway sites

**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 5 being least important.

Location 4

Content 2

Cost 1

Group size that can be accommodated   3

Is it child friendly 5

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

2 Guinness storehouse

4 Historical Tours – http://historicaltours.ie

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

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

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

Yes

No

Answer: Yes, all of it if possible

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

Answer: Content

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

Answer: Good information is available online

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

Answer: Full costs not declared

Please Explain:

Answer: After booking sometimes they are hidden costs

**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: Yes, the layout is clean and not too cluttered

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

Answer: I like the fact that everything is on the home page. The colour scheme makes it hard to read at times.

**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:

1. Fun & entertaining
2. Not to worry were we are going
3. Everything well explained
4. All in cost
5. No Extras

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

Phone

Tablet

Laptop

Pc

Answer: Phone and tablet

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

Answer: Yes

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

Answer: Yes

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

Secure payments and an easy readable site on my phone.