Appendix 6A

The Colonial City of Santo Domingo

Visitors’ Survey

Dear Visitor,

We are conducting a study of how tourism impacts The Colonial City of Santo Domingo. The purpose of this research is to find better ways to protect the unique history and environment of the Old Town and bring benefits to the people of the Dominican Republic. Please help us by taking a couple of minutes to tell us about yourself and your stay here. Everything that you tell us is confidential. Please answer the questions the best that you can; if you do not know an answer exactly, please give your best estimate.

Thank you for your help.

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**Background Information**

# Date of arrival to the Dominican Republic: \_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_

(day) (month) (year)

1. Date of departure from the Dominican Republic: \* \_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_

(day) (month) (year)

\*(If you don’t know yet, please give us your best estimate.)

1. How did you arrive in Dominican Republic?

ferry airplane (Which airline?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

yacht cruise ship (Which cruiseline?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

1. How many people are you paying for on this trip including yourself?

\_\_\_\_\_\_\_\_\_\_\_ adults (18 or older) and \_\_\_\_\_\_\_\_\_\_\_\_\_ children

1. What is your nationality? (Please also indicate your country of residence if different.)

Nationality: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Country of Residence (if different): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Are you visiting the Dominican Republic as part of a tour package?

* **NO.** **Please SKIP to Question 8.**

**YES.** **Please CONTINUE with Question 7.**

1. Please answer the following about your tour package.
   1. Where did you purchase your tour package? Internet Travel Agent Other \_\_\_\_\_\_\_\_\_ (please tell us)
   2. How much did your tour cost **per person?** \_\_\_\_\_\_\_\_\_\_ US$ other \_\_\_

currency

* 1. Did the cost of your tour include transportation to Dominican Republic?

**YES.** **NO.**

* 1. Apart from the Dominican Republic, did your tour include other destinations?

**YES.** **NO.**

If yes, where else? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Your Dominican Republic Experience and Expenses**

1. Please check the box which best completes the following sentence:

The Dominican Republic was:

The primary destination of my trip. (That is, you would not have come on this trip if the Islands were not here.)

One of my reasons for coming on this trip. (You might have come to Dominican Republic anyway, even if the Islands were not here.)

Not really an important reason for coming on this trip.

1. What is your primary reason for visiting the Dominican Republic?

Vacation and tourism

Business or research

Visit friends or relatives

Other (please describe): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. During your stay in the Dominican Republic, how many nights did you spend:

In the Colonial City (Old Town) of Santo Domingo? \_\_\_\_\_\_\_\_\_\_\_\_\_ nights

Outside the Colonial City? (please describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ nights

Where? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. In order to help us track the flow of visitors’ expenditures in the local economy, we are asking you to please answer the following questions to the best of your recollection. If your visit was arranged as a package tour, please include **only those expenses not covered in the cost of your tour**. Please indicate whether amounts are in dollars or Pesos.

Approximately how much in total, *apart from your tour package* (if applicable), did you spend on your visit to Dominican Republic? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**During your stay in the Dominican Republic, did you visit the Old Town of Santo Domingo?**  **YES**  **NO**

🡻

While in the Old Town, how much did you (and those you are paying for) spend on:

Hotels or Lodging? \_\_\_\_\_\_\_  **US$ Pesos**

Restaurants and Bars? \_\_\_\_\_\_\_  **US$ Pesos**

Grocery Stores \_\_\_\_\_\_\_  **US$ Pesos**

Museum Admission? \_\_\_\_\_\_\_  **US$ Pesos**

Souvenirs? \_\_\_\_\_\_\_  **US$ Pesos**

SightseeingTours? \_\_\_\_\_\_\_  **US$ Pesos**

**I bought this tour in the old town somewhere else (Where?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)**

Car Rental? \_\_\_\_\_\_\_  **US$ Pesos**

Taxis to, from and within the Old Town \_\_\_\_\_\_\_  **US$**   **Pesos**

Water Taxis \_\_\_\_\_\_\_  **US$**   **Pesos**

Other Rental (e.g., bicycles)? \_\_\_\_\_\_\_  **US$**   **Pesos**

Other expenses? (Please describe.) \_\_\_\_\_\_\_  **US$**   **Pesos**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Describe Expenses)

1. Now please tell us about expenses incurred on this trip outside the Old Town that were not included in the cost of a tour package.
   1. Transportation to Dominican Republic (and Dominican Republic if you

took a direct flight) from overseas \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Airfare/ ferry passage to the Dominican Republic \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  2. Food and Lodging in the rest of Dominican Republic. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(If you don’t know, please give us an estimate Total or per day

of your per person per day budget.) How many days? \_\_\_\_

* 1. Tours and day trips in the rest of Dominican Republic \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  2. Other expenses in Dominican Republic (please describe). \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which currency are you using? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Maintaining and Improving the Colonial City of Santo Domingo**

The Tourism Program for the Colonial City was put into place to protect the unique history and environment of the Old Town and bring benefits to the people of the Dominican Republic.

1. Have you heard or read about this Program?

YES NO (Please continue on to Question 5)

If YES, where did you find out about it?

Did this program influence your decision to visit the Old Town?

Definitely Yes

Somewhat

Probably Not

Definitely Not

1. How likely are you to return to the Old Town of Santo Domingo:

If the current program ***continues*?**

Likely to return

Somewhat likely to return

Somewhat unlikely to return

Unlikely to return

Not sure

If the current program ***ends*?**

Likely to return

Somewhat likely to return

Somewhat unlikely to return

Unlikely to return

Not sure

1. Did you ever visit the Colonial City of Santo Domingo before this trip?

YES NO (Please continue on to Question 7)

If YES, what was the last year you came before this visit? \_\_\_\_

Year

Compared to your last visit, would you say the state of the Colonial City of Santo Domingo is:

Definitely Better than Before

Somewhat Better than Before

Probably Not Better than Before

Definitely Not Better than Before

I see no change

Compared to your last visit, would you say people’s awareness about preserving the Colonial City of Santo Domingo is:

Definitely Better than Before

Somewhat Better than Before

Probably Not Better than Before

Definitely Not Better than Before

I see no change

**Please Tell Us about Yourself**

We are interested in hearing a little about you. Please remember that this survey is anonymous, and that your answers will be used to help us to learn about what types of people come to visit the Colonial City of Santo Domingo. You do not have to answer these questions if you do not want to, but it will help out our efforts to protect the Colonial City of Santo Domingo’s history and architecture.

1. Are you a member of any history society or environmental organization?

**YES.**  **NO.**

1. During your stay on the Colonial City of Santo Domingo, did you make any charitable donations or contributions?

**YES**. How much? \_\_\_\_\_\_\_\_\_\_\_\_ Pesos US $

To What Cause?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**NO**.

1. What is the highest level of education that you have attained?

Secondary School, but not a High School Graduate

High School or Gymnasium Graduate or Abitur

Technical School Certificate

Some University or College

University or College Graduate

Some Graduate-Level Courses or Post-Graduate Degree

1. In order for us to better understand the effect of household incomes on visitation patterns of tourists to the Old Town, we would appreciate your answer to the following question. Please note that these surveys are strictly anonymous.

What is your approximate **annual household income** before taxes in US dollars?

under $10,00

$10,000 - $19,999

$20,000 - $29,999

$30,000 - $39,999

$40,000 - $49,999

$50,000 - $59,999

$60,000 - $69,999

If your income is not in US dollars, what conversion rate are you using?

(example: 19 Peso per $US, or $US 1.27 per Euro or ¥84 per $US) \_\_\_\_\_\_\_\_\_

$70,000 - $79,999

$80,000 - $89,999

$90,000 - $99,999

$100,000 - $119,999

$120,000 - $139,999

$140,000 - $159,999

over $160,000

1. Are there any issues that are of particular concern to you about the Colonial City of Santo Domingo?

Thank you very much for helping us with this survey. Your input is very important to us. If you would like to learn about the results of this study, please let us know.