**Tourism Research**

JOB NUMBER:

|  |  |  |
| --- | --- | --- |
|  | Markets | Language |
| 1 | US | English |
| 2 | UK | English |
| 3 | DE | **German** |
| 4 | FR | **French** |
| 5 | UAE | English + Arabic |
| 6 | BR | **Portugues** |
| 7 | CN | **Chinese** |
| 8 | SG | English |
| 9 | KO | **Korean** |
| 10 | AU | English |

Sample:

Adults 18+

QUOTAS ON GENDER AND AGE TO NAT REP LEVELS

**ASK IF CHINA**

**SCREEN 1**

This is a research survey run by Kantar to collect your opinions on a particular topic, product, brand or advertising. Your cooperation is completely voluntary, and you can withdraw at any time and all data will remain strictly confidential. In line with data protection laws, the results will only be used for statistical purposes and any personal information will be deleted once no longer needed. Within the survey, Kantar may collect personal information (PI), only with your permission.

Kantar will not release your PI to the public.

Our data security capability includes Proof of Compliance. In the event of leakage, damage, manipulation, loss, etc. of your PI due to security incidents, we will notify you as soon as practically possible and provide remedial measures. If you want to learn more details about the processing rules for your PI, please refer to our https://www.kantar.com/zh-cn/cookies-policies. If you have any question about content above, please contact our panel team.

We estimate the survey will take 10 minutes.

Do you agree to participate in this survey on this basis?

☐ Agree

☐ Disagree

**SCREEN 2**

To process the research survey, we (Kantar) may share your PI with authorised affiliates in the Kantar Group and authorised partners as detailed in our <https://www.kantar.com/zh-cn/cookies-policies> Please indicate whether you give your consent to proceed in this survey on this basis.

☐ Agree

☐ Disagree

**SCREEN 3**

To process the research survey, we (Kantar) may transfer your PI outside of China Mainland to authorised affiliates in the Kantar Group and authorised partners as detailed in our <https://www.kantar.com/zh-cn/cookies-policies> Please indicate whether you give your consent.

☐ Agree

☐ Disagree

**ASK IF UAE**    
**QLanguage.** Please select the language you wish to take this survey in?

SC, NON-RANDOMISED]

1. English
2. Arabic

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

## **Screener/Engagement**

**QGender:** Are you…?

[SC, NON-RANDOMISED]

1. Male
2. Female
3. Another gender [DO NOT SHOW IF SOUTH AFRICA, SINGAPORE, UAE]
4. Prefer not to say

**QAge:** What is your age?

[SC, NON-RANDOMISED, GROUPED, SHOW INDIVIDUAL AGES UNDER GROUPS. RECODE AS QAGE\_R]

1. Under 16[SCREEN OUT]
2. 16-24 ([SCREEN OUT IF 16-17])
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75+

**QAge\_R:** [RECODED FROM QAGE]

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75+

HD2: How much do you agree or disagree with these contrasting statements other people have said about vacations?

[SCROLLING MATRIX. ROWS RANDOMISED. COLUMNS NON-RANDOMISED]

Rows:

1. I love going on vacations, it is one of the things I look forward to the most
2. I find that vacations can be stressful and not always enjoyable
3. I really enjoy vacations that involved activities and new experiences
4. For me, vacations are all about relaxing and chilling out
5. I like to take risks and go to rarely visited locations on vacation
6. I prefer to return to familiar or trusted locations on vacation
7. I’m conscious of the environmental costs of travelling on vacation
8. I’d love to be able to travel in style when going on vacation

Columns:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[ANY RESPONDENT STRONGLY AGREEING OR STRONGLY DISAGREEING WITH BOTH OPTIONS IN EACH PAIR OF OPTIONS ABOVE (1,2)(3,4)(5,6)(7,8) FOR 2+ PAIRS SHOULD BE MARKED AS QUALITY FAIL BUT ALLOWED TO CONTINUE]

TEXT SCREEN

In this section we are interested to know about your most recent vacation. A vacation can be any trip that includes at least one overnight stay and is for leisure purposes.

**QWhen**. When did you most recently take a trip or vacation involving at least one overnight stay, for leisure purposes, if ever?

[SC, NON-RANDOMISED]

1. In the last week
2. In the last month
3. In the last 3 months
4. In the last 6 months
5. In the last 12 months
6. Longer than 12 months ago
7. Never [SCREEN OUT]

[ASK IF QWHEN=6]

**QWhyno.** Which of the following BEST describes why you did not take a vacation within the last 12 months?

[SC, RANDOMISED]

1. I could not afford to travel in the past 12 months
2. I am not interested in traveling
3. I am saving for an upcoming trip
4. I travelled the year before instead
5. I had commitments which prevented me from traveling
6. Family or personal reason
7. Some other reason [ANCHOR]

[ASK IF QWHEN=1-5]

**QDuration.** How many nights away from home did you spend on your MOST RECENT vacation?

[SC, NON-RANDOMISED]

1. 1 night
2. 2-4 nights
3. 5-7 nights
4. 8-14 nights
5. 15 or more nights

**hVacationType.** [AUTOPUNCH FROM QDURATION]

1. Overnight stay
2. Short trip
3. Medium trip
4. Long trip
5. Extra long trip

[ASK IF QWHEN=1-5]

**QWhere**. Where did you travel to for your most recent vacation?

[SC, NON-RANDOMISED]

1. Domestically, within my country
2. Internationally, outside my country
3. Both domestically and internationally

[ASK IF QWHERE=2-3]

**QNumber**. How many countries did you visit on your most recent vacation [IF QWHERE=3] excluding your own?

[SC. NON-RANDOMISED]

1. One
2. Two
3. Three
4. Four
5. Five or more

**hFlagDurDest**. [AUTOPUNCH AS BELOW]

1. If QDuration=1-2 AND QNumber=2-5

[ASK IF QWHERE=2-3]

[IF QNUMBER=1]: **QLocations.** Please tell us which country you visited on your vacation? [IF QWhere=1 THEN AUTOPUNCH RESPONDENT COUNTRY]

[IF QNUMBER=2-5]: **QLocations.** Please tell us which countries you visited on your vacation [IF QWHERE=3] excluding your own?

[DISPLAY 1-5 SHORT TEXTBOXES BASED ON THE CODE AT QNUMBER]

[ASK IF QWHEN=1-5]

**QAccom.** Still thinking about your most recent vacation, what was the MAIN type of accommodation that you stayed in?

[SC, RANDOMISED]

1. Hotel or resort
2. Cruise ship
3. Rental home or apartment
4. Stay with friends or family
5. Camping or caravan/RV/mobile home
6. Vacation park
7. Guesthouse or B&B
8. Other (please specify) [ANCHOR]

[ASK IF QWHEN=1-5]

**QFeat.** Which features or attractions did you visit during your most recent vacation? (Select all that apply)

[MC, RANDOMISED]

1. Beach
2. Lake or river
3. City
4. Cultural or historical sites
5. Countryside
6. Adventure or outdoor activities
7. Forest
8. Safari or wildlife
9. Amusement or water park
10. Other (please specify) [ANCHOR]

[ASK IF QWHEN=1-5]

**QWhowith.** Who did you travel with on this most recent vacation? (Select all that apply)

[MC, RANDOMISED]

1. I travelled alone [SINGLE CODE]
2. With my partner
3. With immediate family
4. With extended family
5. With friends/couples
6. In a group with a shared interest
7. Other (please specify) [ANCHOR]

[ASK I QWHEN=1-5]

**QReasons.** What were the main reasons you went on your most recent vacation? (select all)

[MC, RANDOMISED]

1. Visit with family or friends
2. Relax or take a break
3. Experience a new culture
4. Attend concert or festival
5. Attend wedding or another special event
6. As a romantic getaway
7. Celebrate a milestone or anniversary
8. Take part in activity (e.g. hiking, cycling, mediation, yoga)
9. Other (please specify) [ANCHOR]

**QDescribe\_E.** Vacations can be brilliant but not every vacation lives up to our expectations! What words would you use to describe your most recent vacation?

[MC. RANDOMISED]

1. Relaxing
2. Stressful
3. Adventurous
4. Tame
5. Cultural
6. Romantic
7. Luxurious
8. Budget-friendly
9. Fun
10. Exotic
11. Familiar
12. Underwhelming
13. Rejuvenating
14. Chaotic
15. Disappointing
16. Lonely
17. None of the above [ANCHOR]

**QDescribe\_B.** What words would you use to describe your most recent vacation?

ROWS:

[RANDOMISE]

1. Relaxing
2. Stressful
3. Adventurous
4. Tame
5. Cultural
6. Romantic
7. Luxurious
8. Budget-friendly
9. Fun
10. Exotic
11. Familiar
12. Underwhelming
13. Rejuvenating
14. Chaotic
15. Disappointing
16. Lonely

COLUMNS:

[SC, NON-RANDOMISED]

1. Does not at all describe my vacation
2. Partially describes my vacation
3. Describes my vacation perfectly

**QRate.** Thinking about all aspects of your vacation… How would you rate your overall experience on a scale of 1-10. Slider labels 1 – Horrendous, 10 – Fantastic!