

Holidays Questionnaire

Are you planning to go on holidays this summer/year?

- Yes
- No

Will the destination be national or international?

- National (Switzerland)
- International

Where do you go?

- City
- Mountains
- Island / Beach
- Other

How long will your holidays last?

- Less than 1 week
- 1 to 2 weeks
- 2 to 4 weeks
- More than a month

With whom will you travel?

- Alone
- With partner/spouse
- With spouse and children
- With children
- With other friends or relatives

What type of holiday do you take most regularly?

- Family
- Cultural
- Action
- Wellness / Relaxing
- With other friends or relatives
- Single
- Nature / Wildlife

How much is your average budget per person (excluding transport cost)?

- Less than CH 150
- From CH 151 to 300
- From CH 301 to 500
- From CH 501 to 800
- More CH 800

Where will you be staying?

- Hotel
- Resort
- Rented Flat
- Flat/House exchange
- With Relatives
- B & B
- Camping
- Other

How often do you go on holidays?

- Every few years
- Once every two years
- Once a year
- Twice a year
- More than twice a year

When do you usually book for your holidays?

- In advance
- At the last minute

How do you usually book your holidays?

- Directly with the holiday providers (airlines, accommodation places, etc)
- Online with travel websites
- With travel agencies

Which statement better suits your point of view?

*For the Respondent - The different possible answer choices are presented in random order.

- "I prefer to visit new places to discover new things"
- "I am more going back to places I have already visited to be sure not to be disappointed"

Which statement better suits your point of view?

- "I prefer to go on short holidays often"
- "I prefer to go less often on a bigger/better holiday"

What's your favourite holiday activity?

- reading
- walking
- doing sports
- relaxing
- sightseeing
- swimming
- shopping
- Other

Which budget could you reduce to spend less for your holidays?

Please rank your answers from 1 to 5: 1 is the budget you could reduce the most and 5 the least

For the Respondent - The different possible answer choices are presented in **random order.*

<input type="text"/>	▼	Transport
<input type="text"/>	▼	Accommodation
<input type="text"/>	▼	Food
<input type="text"/>	▼	Leisure activities
<input type="text"/>	▼	Cultural visits

Would you consider going to holidays locally if you cannot afford to go further away?

- Yes
- No