

Customer Questionnaire

Nice Vacation OY would kindly ask to take a few minutes of your time to answer the following questions.

All answers will be treated confidential, and no personal information identifying you directly will be collected or asked.

Please indicate the one option that describes you best for all questions below.

Question 1

Please indicate your gender:

- Male
- Female

Question 2

Please indicate your age group:

- 18 to 21
- 22 to 25
- 26 to 35
- 36 to 64
- 65 or above

Question 3

Your occupation is...

- Unemployed
- Student
- Employee
- Employer
- Entrepreneur
- Government Official

Question 4

How many members are in living in your household?

- 1
- 2
- 3 to 5
- more than 5

Question 5

What is your estimated household income (annually)?

- less than 20.000,00€
- between 20.000,00€ and 50.000,00€
- between 50.000,00€ and 100.000,00€
- between 100.000,00€ and 200.000,00€
- more than 200.000,00€

Question 6

Which members of your household make decisions concerning holidays?

- Only me
- Only my spouse
- All members of the household

Question 7

How often do you go on holiday (average) per year?

_____ time(s)

Question 8

How often do you plan to travel in the near future, compared to the past?

- much more
- more
- equally much
- less
- much less

Question 9

How much money are you willing to spend on a holiday trip (flights and accommodations) per person?

- less than 500,00€
- between 500,00€ and 1500,00€
- more than 1500,00€

Question 10

Please indicate which of the following areas is most likely to be your next holiday destination:

- Nordic and Baltic Countries
- Europe
- America
- Asia
- Oceania
- other: _____

Question 11 (Please rate each option as appropriate)

While on holiday, how important do you consider the following to be (1 = very important, 2 = important, 3 = don't know, 4 = not important, 5 = redundant)

	1	2	3	4	5
Sport activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature / Wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A vivid nightlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sauna / Spa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 12

How do you usually book your holidays?

- through a travel agency
- through the Internet
- other: _____

Question 13

How did you hear of our agency?

- Radio commercial
- Newspaper
- Magazine
- Friend
- other: _____

Question 14

Please share any other thoughts / feedback you may have

Thank you for your time!