

SURVEY TO TOURISTS - DO TOURISTS STILL VALUE THE PRINTED BROCHURES AND TRAVEL GUIDES? WHERE DO TOURISTS MOST OFTEN TURN FOR INFORMATION ON VACATION? Sur
applied by students from France, Greece, Germany and Portugal – Erasmus+ project “Off the beaten tracks – a Teenage travel guide to Europe”



Gender: Female Male

Age group: 15-20 21-30 31-40
 41-50 51-60 61-70 71-80

1. How do you most often choose your travels? (Rank it from 1 to 5)

- Via internet Via travel guides Via travel agencies
 Through word-of-mouth Others, please specify _____

2. Once you travel, which possibility do you consider to be the most helpful one to make you aware of a service or attraction? (Please, choose your n° 1)

- Tourist Information Center City residents Printed travel guides
 Hotel reception Internet resources Others, please specify _____

3. Which of the following resources do you consider to be the most helpful one to plan your trips in detail? (Please, choose your n° 1)

- Brochure / Map / Travel Guide Tourist Information Center
 Internet Search Newspaper/Magazine TV/Radio
 Mobile App Digital Kiosk/ Touch Screen Social Media

4. Which of the following aspects do you consider to be the most helpful one to navigate the place you are visiting? (Please, choose your n° 1)

- Tourist Information Center Printed travel guides
 Internet resources Mobile Apps
 Friends / relatives City residents

5. What do you value the most about travel guides/brochures? (Please, choose your n° 1 to 3.)

- Trustworthy visitor information Easy to use
 Information about current exhibits, events, or attractions Easy to share
 Information about discounts or coupons Included Maps
 Convenient and always available Pictures
 The design of the book /brochure Other _____

6. What do you look for in a travel guide? (Please, choose your n° 1 to 3.)

- itineraries factual information about the places
 things to see and do recommendations on places to stay
 background information where to eat
 pictures touristic places ways of travelling
 knowledge about other cultures and traditions

7. What do you criticize about travel guides? (Please, choose your n° 1)

- The price The size The quantity of advertisements
 Other _____

8. Do you think there should be travel guides for different age groups?

- Yes
 No