

TOURIST SATISFACTION SURVEY

A. PERSONAL INFORMATION

1. Gender

- Male
 Female

2. Age Group

- < 24
 25-40
 41-60
 >60

3. Nationality

4. Education

- Basic/ Elementary School
 High School
 University/ College
 Other:

5. Employment status

- Civil Servant
 Entrepreneur
 Retired - Unemployed
 Self employed
 Full-time employed
 Part-time employed
 Other

B. TRAVEL INFORMATION

6. Is this the first time you are visiting the city of Chania?

- Yes No

7. Have you visited Crete during the last 5 years?

- Yes No

If YES, which places? _____

8. You are travelling:

- Alone
 With Family (Number of members: _____)
 With Friends/ Relatives (Number of persons: _____)

9. When planning your vacation, who did you get your main information from (multiple choice)?

- Tourist Information Centre
 Friends - Relatives (recommendations)
 Internet
 Other media/ Advert (newspapers, magazines, TV)
 Personal experience (I have already come in Chania)
 Other

10. Have you considered other destinations before deciding to spend your vacations on this cruise?

- Yes No

If YES, which ones:

11. What are the criteria of choosing your destination?

- Scenery/ Landscape
 Coastline/ beaches
 Plenty to see and to do
 Places to eat/ drink
 History and heritage
 Cost of life
 Access to local products (food, drink, arts & crafts)
 Areas of Outstanding Natural Beauty
 Climate of destinations
 Quality-Service-Entertainment-Recreations choices of destinations
 Other:

12. How much did you spend (per person) during your stay in Chania?

- > 50€ (per person)
 51-100€ (per person)
 101-200€ (per person)
 < 200€ (per person)

13. During your stay in Chania, you visited (multiple choice):

- Old Town of the Chania
 Museums of Chania
 Central Market of Chania
 Other:

C. SATISFACTION

	Satisfied ☺	Somehow Satisfied	Neither Satisfied nor dissatisfied ☹	Somehow dissatisfied	Dissatisfied ☹
14. From your personal experience in the city of Chania, what is your satisfaction level regarding the following:					
a. Visitor attractions (range & numbers, quality of service, value for money, etc)					
b. Places to eat & drink (range & number, quality of service, prices, choices, etc)					
c. Shops (gifts, food, books, outdoor clothing, etc)					
d. Ease of finding way your way around (road & pedestrian signs, display maps & information boards, public rights of way signage, etc)					
e. Hospitality – Friendliness of locals residents					
f. Cleanliness (countryside, town, beaches, public toilets, etc)					
g. Ease to get to the city of Chania (public transport, on foot, taxi, etc)					
h. Enjoyment of the countryside					
i. Tourist information or other type of Visitor Centre (welcome, speed of service, helpfulness of information provided, accessibility)					
j. Safety					
k. Cultural Events					
l. Overall satisfaction with your personal stay experience in Chania (taking into account all the above)					

D. VISITORS' LOYALTY

15. How likely you will visit again Chania in the future?
 very likely somewhat likely neither likely nor unlikely somewhat unlikely very unlikely

16. How likely you will suggest to friends/ relatives to visit Chania for their vacations?
 very likely somewhat likely neither likely nor unlikely somewhat unlikely very unlikely

17. What is your overall vacation/ stay experience in Chania?
 better than expected somehow better than expected more or less as expected somehow worse than expected worse than expected

E. PROPOSALS

18. What did you like the most in Chania (city, old town, port, other)? _____

19. What, if any, you did not like during your stay in Chania (city, old town, port, other)? _____

20. How do you think we could improve the quality of the city of Chania as a place to visit (city, old town, port, etc)? _____



Arrival date: _____

Thank you for your participation!