



12<sup>th</sup> February 2020

## BRAND TRACKING STUDY FEB 2020

### USA Market Questionnaire

Prepared for



*Inspiring new ways*

# SAT USA Study – Questionnaire

## 0. ID: Past Survey

Have you participated in a market research survey in the past 3 months for any of the following industries?

Please select all that apply.

Choice (Columns)	Selection
Advertising: Print/Audio Visual	
Airlines	
Apparel & Footwear: Casual/Sports	
Autos & Auto Parts	
Banking: Private/Retail	
Consulting, Outsourcing, Off-shoring	
Computers: Hardware/Software	
Educational Services	
Financial Services: Insurance, Investment and Security Services	
Foods & Non-alcoholic Beverages	
Healthcare: Facilities/Pharmaceutical	
Household: Durables/Non-durables	
Media & Entertainment: Movie, Broadcasting & Cable	
Retail: General/Speciality	
Real Estate & Construction	
Travel & Tourism: Domestic	
Travel & Tourism: International Leisure Travel	
Telecommunication: Fixed line/Wireless	
No I have not participated in any such survey in the past 3 months	

Screen Out	When answer option Travel & Tourism : International Leisure Travel Is Selected in the Question
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Thank you for taking our survey. It should take about 20-25 minutes of your time.

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## 1. ID: Brand Use

We are conducting a survey about travel to long-haul international destinations for leisure purposes. By long-haul international destinations for leisure purposes we mean:

“Leisure travel to countries other than the United States, Canada, Mexico and the Caribbean that you might consider visiting for leisure or vacation or to visit friends/family or other reasons that are not related to work”

(Please use this definition of International Destinations for leisure purposes throughout this survey)

Have you visited an international destination for leisure purposes in the last 18 months?  
Please select one.

Choice (Columns)	Selection
Yes	
No	
I don't Know	

Screen Out	When answer option "No" or "Don't Know" Is Selected in the Question
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## 2. ID: Travel

Which of the following international destinations for leisure have you visited in the last 5 years?  
Please select all that apply.

Choice (Columns)	Selection
North America (Canada)	
Central America (Including Mexico & Caribbean)	
Europe (for example: UK, France, Italy, Spain, Switzerland, Greece)	
Asia (for example: India, China, Korea, Hong Kong, Japan, Thailand, Singapore)	
Middle East (for example: Turkey, Israel, Saudi Arabia, UAE, Oman, Iran)	
Lobal South America (for example: Brazil, Argentina, Peru)	
Northern Africa (for example: Egypt, Morocco, Tunisia)	
Sub-Sahara Africa (for example: South Africa, Kenya, Nigeria, Ghana)	
Australia/New Zealand and South Pacific Islands	
Other (please specify)_____	
None of the Above	

<b>SCREEN IN</b>	<b>Wanderlusters AND NSSA:</b> <b>In the past 5 years, the respondent must have traveled at least 2 International Destinations for leisure purpose; one of them should be Europe and second must be one of the following regions:</b> <b>Asia OR Africa OR Australasia (Australia/New Zealand) OR Middle East Or South America</b>
<b>SCREEN OUT</b>	<b>Others : In the past 5 years, the respondent must have traveled at least 1 of the International Destinations within Europe</b>  <b>If Visited ONLY North America (Canada), Central America (including Mexico &amp; Caribbean), Others (Specify) or None of the above</b>

## 3. ID: Age

How old are you?

Age (In Years)

Choice	
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Screen Out	When <u>Age</u> is less than 18 years or greater than 65 years
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## 4a. ID: No of Children

How many children under 18 currently reside in your household?  
Please select one.

Choice (Columns)	Selection
None	
1	
2	
3	
4 or more	

<b>Screen Out</b>	<b>When any choice other than 'None' is selected</b>
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## 5. ID: Income

Which of the following ranges includes your total yearly household income before taxes?  
Please select one.

<b>Under \$69,000</b>
\$69,000 - \$74,000
\$74,001 - \$85,000
\$85,001 - \$105,000
\$105,001 - \$125,000
\$125,001 - \$160,000
Over \$160,000
Don't Know
Decline to answer

<b>Screen Out</b>	<b>When income is 'Under \$69,000'</b>  <b>SCREEN IN: When income is \$69,000+ screen in only if age is between 25-40 years (Wanderlusters)</b>  <b>SCREEN IN:NSSA'S When age is 41-65 years and above screen in only if income is greater than \$85,001</b>  <b>SCREEN IN: Others: When income is \$69,000+ screen in only if age is between 18-65 years (others)</b>
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(If 'Don't Know' or 'Decline to answer' is selected in previous question, ask next question, otherwise skip to Q6b)

## 6a. ID: Income Threshold

Which of the following ranges includes your total yearly household income before taxes?  
Please select one.

<b>Under \$69,000</b>
Between \$69,000 - \$85,000
Above \$85,000
Don't Know
Decline to answer

<b>Screen Out</b>	<b>When 'Under \$69,000', or 'Don't Know' or 'Decline to Answer'</b>  <b>When income is \$69,000+ screen in only if age is between 25-40 years (Wanderlusters) as per quotas</b>
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	<p>When age is greater than 41-65 years screen in only if income is above \$85,000 (NSSA') as per quotas</p> <p>When income is \$69,000+ screen in only if age is between 18-65 years (others) as per quotas</p>
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<b>Quotas</b>	<p><b>Total: 800</b></p> <p><b>Wanderlusts: 240</b></p> <p><b>NSSA: 240</b></p> <p><b>Other: 360</b></p> <p>- Share of 18-24 will not exceed 15% of Other Segment</p>
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#### 6b. Citizenship

Are you a US citizen?  
Please select one.

<b>Yes</b>
No

<b>Screen Out</b>	<b>When 'No' is selected</b>
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#### 6c. Residence

Do you currently reside in US for more than 10 months in a year?  
Please select one.

<b>Yes</b>
No

<b>Screen Out</b>	<b>When 'No' is selected</b>
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#### 6d. Region

In what region do you currently reside?  
Please select one.

<b>Region</b>	
Northeast	
Midwest	
South	
West	

<b>Ask Q6e, if 'Midwest' is selected in Q6d</b>
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#### 6e.

In which city do you currently reside?  
Please select one.

Cities	
Chicago	
Columbus	
Detroit	
Indianapolis	
Kansas City	
Milwaukee	
Omaha	
Other (please specify) _____	

Screen Out	If 'Chicago' is not selected
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### 7. ID: Unaided Brand Recall

We would like to begin by asking you about international destinations for leisure purposes. By this we mean: "countries that you may consider visiting for vacation and recreational purposes".

When you think about international destinations for leisure purposes, which countries come to mind?

Note: You do not need to complete each box. Only list countries that come to mind easily. Scroll down if necessary. If you cannot think of any international destinations for leisure purposes hit "Continue" below

Choice	Country
Country 1	
Country 2	
Country 3	
Country 4	
Country 5	
Country 6	
Country 7	
Country 8	
Country 9	
Country 10	
Country 11	
Country 12	
Country 13	
Country 14	
Country 15	

(If you cannot think of any countries hit "continue" below)

[SKIP Q8 IF NO ANSWER TO Q7]

### 8. ID: Unaided Brand Recall Match

Previously, you gave us names of some countries that first came to your mind when you thought about "international destinations for leisure purposes". In order to make sure that we have the correct spellings for these countries, please indicate if the country you mentioned appear in the following list.

Please match up the countries you typed in earlier with the country names in the columns. Please select one for each row.

	Not listed	South Africa	Australia	Thailand	Kenya	Brazil	France	UK	Italy	China	Spain	India
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### 9. ID: Aided Brand Recall

Which of the following countries had you heard of as an International destination for leisure purposes prior to this survey?

Please select all that apply.

Choice	Selection
South Africa	
Australia	
Thailand	
Kenya	
Brazil	
France	
UK	
Italy	
China	
Spain	
India	
None of the above	

<b>Screen Out</b>	<b>When "None of the above" Is Selected in Question 9 AND Only "not listed" or no matches in Q8</b>
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### 10. ID: Aided Advertising Brand Recall

Which of the following international destinations for leisure purposes have you ever seen or heard travel information about? (By travel information we mean: advertisements on different media including social media, special offers, brochures, website information, articles, travel posters, television programs, etc.)

Please select all that apply.

Choice (Columns)	Selection
South Africa	
Australia	
Thailand	
Kenya	
Brazil	
France	
UK	
Italy	
China	
Spain	
India	
None of the above	

**For Questions 10a and 10b:**  
**The country choices are the countries selected in Q10**

**10a. ID: Brand Marketing Communication**

When did you last see any marketing communication for the following international destinations for leisure purposes?

Please select one for each row.

<b>Brands</b>	Less than 1 month ago	1 to 3 months ago	3 to 6 months ago	6 months to 1 year ago	More than a year ago

**10b. ID: Brand Media Channels**

Where did you last see the marketing communication for the following international destination(s) for leisure purposes?

Please select one in each column.

	<b>Brands</b>							
TV channels								
Radio channels								
Newspapers, Magazines and Travel magazines								
Travel brochures/ posters from travel agents, tour operators, tourist information centre, etc.								
Online news, articles, web pages, blogs, travel booking / review websites, etc.								
Social networking websites (Facebook, Instagram,								



Snapchat, Twitter, etc.)								
Video streaming websites (YouTube, Vimeo, etc.)								
Mobile applications, News alerts via mobile feeds (using phone, tablet, mobile devices, etc.)								
Cinema								
Other (please specify)								

**From Question 11 onward please refer to this information:  
The country choices are the union of all countries matched in Q8 and selected in Q9**

#### 11. ID: Familiarity

How familiar are you with each of the following international destinations for leisure purposes?  
Please select one for each row.

Choice (Columns)	Not very Familiar 1	Somewhat familiar 2	Very Familiar 3

#### 12a\_new. ID: Visitation

Which of the following international destinations for leisure purposes have you visited in the past 5 years, not necessarily in the same trip? Please indicate which destinations you have visited and for what purpose.

Please select all that apply for each row.

Choice (Columns)	Visited for Business 1 (Multi Punch)	Visited for Vacation 2 (Multi Punch)	Visited Friends and Family 3 (Multi Punch)	Not Visited 4 (Exclusive Punch)

**12a. ID: Visitation - Hidden question auto-punched from Q12a\_new above, to keep the survey logic intact**

Which of the following international destinations for leisure purposes have you visited in the past 5 years? Please indicate which destinations you have visited and for what purpose. Please select one for each row.

[illegible]

For the remainder of the survey we would ask you about your long-haul international travel for leisure purposes. By this we mean:

“Leisure travel to countries other than the United States, Canada, Mexico, and the Caribbean that you might consider visiting for leisure or vacation or to visit friends/family or other reasons that are not related to work.”

**ASK Q13a for countries with a '2', '3' or '4' in Q12a**

### 13a. ID: International Destination Visitation Count for Leisure

How many times have you visited each of the following countries for **leisure purposes** in the past 5 years?

[illegible]

Ask Q16b for the list of countries in Q12a (Choices '2', '3' or '4') and in Q13a > 0 trips for that country

16b.

Which of the following International Destinations have you visited for leisure in the past 18 months?  
Please select one for each row.

Brand	Have visited	Not Visited

12a\_1.

In your most recent international trip for leisure purposes, how many countries did you visit?  
Please only include countries where you spent more than a day outside of the airport

Please select one.

Choice (Columns)	Selection
Visited only one country	
Visited more than one country	

12a\_2.

Please select the month of travel for your most recent international trip for leisure purposes?

Drop down menu for Month

12a\_3.

Thinking back to the time when you were planning for this trip, how many months before the trip did you start thinking about the destination for the trip?

Please select one.

Choice (Columns)	Selection
Less than a month before the trip	
1 to 2 months before the trip	
2 to 3 months before the trip	
3 to 6 months before the trip	
More than 6 months before the trip	

12a\_4.

Thinking back to the time when you were finalizing the trip, how many months before the trip did you select the destination for this trip?

Please select one.

Choice (Columns)	Selection
Less than a month before the trip	
1 to 2 months before the trip	
2 to 3 months before the trip	
3 to 6 months before the trip	
More than 6 months before the trip	

**ASK Q12b for countries with a '2' '3' or '4' in Q12a**

**12b.**

Thinking about the last trip you took to an international destination for leisure purposes, which of the following countries did you visit?

**If at Q12a\_1, respondent selects "Visited only one country" then ask Q12b as a single-select question**

**If at Q12a\_1, respondent selects "Visited more than one country" then ask Q12b as a multi-select question**

Please select all that apply. **OR** Please select one.

Choice (Columns)	Select all that apply OR Select one
Other (please specify) _____	

**ASK Q12c for countries selected in 12b**

**12c. ID: Trigger for visiting the countries**

What prompted you to consider visiting this/these international leisure destination(s) on this trip?  
Please select all that apply.

Choice (Columns)	Choice
Recommended by a friend/colleague/family member	
Have previously visited this country for Business	
Have previously visited this country for vacation or visiting friends and family	
Was visiting a friend/family member who stays in that country	
Went for a specific event (e.g., wedding, concert, sports, etc.)	
Went for a specific recreational purpose (e.g., scuba diving, beach, trekking, safari, golfing or sailing)	
Read a magazine/newspaper article describing the country	
Read an article on a website describing the country	
Read about the location in a travel book/ travel magazine	
Saw an advertisement in a magazine/newspaper	
Saw an advertisement on TV	
Saw locations of the country in a movie/TV show	

Saw an advertisement at the cinema	
Airline advertised the location	
Informed by travel agent or the location was part of a travel package	
Read about or saw photos of the country on community sites (e.g., social and professional networks)	
Other (please specify)	

#### 12d. Role of Media Channels at different stages

For your most recent trip, which of the following sources did you use at different stages of the trip?  
Please select all the apply in each column.

Programming Note: Split the table in two parts to display the pre-travel stages on one page and the remaining two stages on the other page

Choice (Columns)	While selecting the destination	While making travel bookings	Share experiences during the trip	Share experiences post trip
Travel agent/tour operators				
Friends/family				
Website of the country's tourism board				
Online travel aggregators (e.g. Expedia, Booking.com)				
Website of the airline/hotel				
Travel review websites				
Online news, articles, blogs, etc.				
Social media/ instant messaging services (e.g., Facebook, Instagram, Snapchat, Twitter, WhatsApp)				
Travel Books/Magazines			No Selection	No Selection
Other (please specify)				
Other (please specify)				
None				

## 14 ID: Blue Sky Consideration

Which of the following international destinations do you **intend** to visit **for leisure purposes** in the future, even if you have been there before?

Please select all that apply.

Choice	Selection
Others (please specify)	
Don't Know	

**ASK Q15 for countries selected in Q14 (blue sky consideration)**

### 15. ID: Short-term Consideration

Using a 1-7 scale, where 1 means "Very Unlikely" and 7 means "Very likely", please rate your likelihood to visit each of the following international destinations for leisure purposes in the next 18 months?

Please select one for each row.

[illegible]

Ask Q16a from the union of countries selected in Q8 & Q9

### 16a. ID: Brand Information seeking

Which of the following international destinations have you sought information on for leisure visits in the last 18 months?

Please select one for each row.

[illegible]



[illegible]

16c.

Which of the following was the most useful source of information that you used/ came across to seek leisure travel information about these countries?

Please select one for each column.

Programmer note: Show only those options which are selected in Q16d above and hide radio buttons for other non-relevant options

[illegible]



describing the country											
Read about the location in a travel book/travel magazine											
From an advertisement in a magazine/newspaper											
From an advertisement on TV											
Saw locations of the country in a movie/TV show											
Saw an advertisement at the cinema											
Airline advertised the location											
Read about or saw photos of the country on community sites (e.g. social and professional)											
Read about the country in a travel brochure											
Informed by travel agent or the location was part of a travel package											
Visited the country's website											
Used a search engine											
Others											

(ASK Q16e FOR EACH COUNTRY:

- NOT VISITED FOR LEISURE IN Q12a ( CODES 1 OR 5)    AND
- DID SEEK INFO ABOUT IN Q16a (CODES 1 OR 2)    AND
- IS NOT MENTIONED IN Q14 AS A DESTINATION THAT THEY INTEND TO VISIT)

#### 16e. ID: Reason for rejecting country once researched it

After seeking information about the country(ies), why are you no longer planning to visit this country(ies) for leisure travel?

Please select all that apply for each column. **In case more than 5 countries qualifies for this question, show 5 on first page and rest on second page**

	Country 1	Country 2	Country 3	Country N
Too much time to get there				
Too expensive to get there				
Too expensive once there				
Nothing interesting to do there				
Don't know anyone there				

Not a relaxing destination				
Concerns for my personal safety (i.e. lots of crime, political unrest, etc.)				
General issues of safety (health risks, poor infrastructure, etc.)				
Bad climate / weather				
Difficulty in getting a visa				
Other (please specify)_____				

**Ask Q17 for the union of countries from Q8 & Q9**

### 17. ID: Likelihood of Information seeking

Thinking about the future, how likely are you to seek information in the next 18 month on the following international destinations for leisure purposes?

Please answer on a scale of 1 to 7 where 1 means **"Definitely Will Not Seek Information"** and 7 means **"Definitely Will Seek Information"**

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know

### 18. ID: Performance Associations

When you think about international destinations for leisure purposes, how desirable are the following attributes? Please answer on a scale of 1 to 7 where 1 means **"Not At All Desirable"** and 7 means **"Extremely Desirable"**

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know
Is a Safe & Secure Environment								
Offers Excellent Value for the Money								
A Very Authentic Travel Experience								
Welcoming People You Can Interact With								
Offers a Wildlife Experience								
Has beautiful scenery								
Offers a Historical Experience								
Offers a Cultural Experience								
Offers a Relaxation Experience								

Offers Opportunity to Break Away from Routine								
Offers a Wide Variety of Experiences								
Is Easy to Get Around								
Excellent Year-Round Travel								
Offers a beach experience								
Offers Opportunity to Experience the Natural Attraction(s)								
Has environment-friendly practices								
Conserves its natural and cultural heritage								

### 19. ID: Performance Attributes Importance

Of the attributes you just rated, please indicate the two that are most important to you:

**1 = Most Important**

**2 = Second Most Important**

Please select one for each column.

Choice	1	2
Is a Safe & Secure Environment		
Offers Excellent Value for the Money		
A Very Authentic Travel Experience		
Welcoming People You Can Interact With		
Offers a Wildlife Experience		
Has beautiful scenery		
Offers a Historical Experience		
Offers a Cultural Experience		
Offers a Relaxation Experience		
Offers Opportunity to Break Away from Routine		
Offers a Wide Variety of Experiences		
Is Easy to Get Around		
Excellent Year-Round Travel		
Offers a beach experience		
Offers Opportunity to Experience the Natural Attraction(s)		
Has environment-friendly practices		
Conserves its natural and cultural heritage		

### 20. ID: Personality Associations

When you think about international destinations for leisure purposes, how desirable are the following attributes? Please answer on a scale of 1 to 7 where 1 means **"Not At All Desirable"** and 7 means **"Extremely Desirable"**

Choice	1	2	3	4	5	6	7	Don't Know
Adventurous								
Enriching								
Fun								
Memorable								
Exciting								
Breathtaking								
Friendly								
Well-known								
Exotic								

Sustainable								
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## 21. ID: Personality Importance Ranking

Of the attributes you just rated, please indicate the two that are most important to you:

**1 = Most Important**

**2 = Second Most Important**

Please select one for each column.

Choice	1	2
Adventurous		
Enriching		
Fun		
Memorable		
Exciting		
Breathtaking		
Friendly		
Well-known		
Exotic		
Sustainable		

Next, we would like you to give us your opinions on the following international destinations for leisure purposes. Where possible, base your opinions on what you have seen or heard about the following destination(s):

	Condition
<b>COUNTRY A</b> (e.g. South Africa)	Randomly selected from aided + matched COUNTRY recall list of respondent to meet assigned quotas
<b>COUNTRY B</b> (e.g. Australia)	Randomly selected from aided + matched COUNTRY recall list of respondent to meet assigned quotas

## 22. ID: Performance Associations

In your opinion how well do the following attributes describe <COUNTRY A>? Base your opinion on anything that you have seen or heard, or your overall impressions of <COUNTRY A>

Please answer on a scale of 1 to 7 where 1 means "Does Not Describe At All" and 7 means "Describes Extremely Well"

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know
Is a Safe & Secure Environment								
Offers Excellent Value for the Money								
A Very Authentic Travel Experience								
Welcoming People You Can Interact With								
Offers a Wildlife Experience								
Has beautiful scenery								
Offers a Historical Experience								
Offers a Cultural Experience								
Offers a Relaxation Experience								
Offers Opportunity to Break Away from Routine								

Offers a Wide Variety of Experiences								
Is Easy to Get Around								
Excellent Year-Round Travel								
Offers a beach experience								
Offers Opportunity to Experience the Natural Attraction(s)								
Has environment-friendly practices								
Conserves its natural and cultural heritage								

In your opinion how well do the following attributes describe **<COUNTRY B>**? Base your opinion on anything that you have seen or heard, or your overall impressions of **<COUNTRY B>**

Please answer on a scale of 1 to 7 where 1 means **"Does Not Describe At All"** and 7 means **"Describes Extremely Well"**

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know
Is a Safe & Secure Environment								
Offers Excellent Value for the Money								
A Very Authentic Travel Experience								
Welcoming People You Can Interact With								
Offers a Wildlife Experience								
Has beautiful scenery								
Offers an Historical Experience								
Offers a Cultural Experience								
Offers a Relaxation Experience								
Offers Opportunity to Break Away from Routine								
Offers a Wide Variety of Experiences								
Is Easy to Get Around								
Excellent Year-Round Travel								
Offers a beach experience								
Offers Opportunity to Experience the Natural Attraction(s)								
Has environment-friendly practices								
Conserves its natural and cultural heritage								

### 23. ID: Personality Associations

In your opinion how well do the following attributes describe **<COUNTRY A>**? Base your opinion on anything that you have seen or heard, or your overall impressions of **<COUNTRY A>**

Please answer on a scale of 1 to 7 where 1 means **"Does Not Describe At All"** and 7 means **"Describes Extremely Well"**

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know
Adventurous								

Enriching								
Fun								
Memorable								
Exciting								
Breathtaking								
Friendly								
Well-known								
Exotic								
Sustainable								

In your opinion how well do the following attributes describe **<COUNTRY B>**? Base your opinion on anything that you have seen or heard, or your overall impressions of **<COUNTRY B>**

Please answer on a scale of 1 to 7 where 1 means **"Does Not Describe At All"** and 7 means **"Describes Extremely Well"**

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know
Adventurous								
Enriching								
Fun								
Memorable								
Exciting								
Breathtaking								
Friendly								
Well-known								
Exotic								
Sustainable								

**For Question 24 to 28 please refer to this information (Up to 5 COUNTRIES, including the 2 selected for Q22 – Q23):**

Pipe	Condition
<b>COUNTRY 1</b>	<b>Randomly selected from aided +matched COUNTRY recall list of respondent to meet assigned quotas</b>
<b>COUNTRY 2</b>	<b>Randomly selected from aided + matched COUNTRY recall list of respondent to meet assigned quotas</b>
<b>COUNTRY 3</b>	<b>Randomly selected from aided+ matched COUNTRY recall list of respondent to meet assigned quotas</b>
<b>COUNTRY 4</b>	<b>Randomly selected from aided + matched COUNTRY recall list of respondent to meet assigned quotas</b>
<b>COUNTRY 5</b>	<b>Randomly selected from aided + matched COUNTRY recall list of respondent to meet assigned quotas</b>

**Note: Maximum 5 COUNTRIES from the aided recall list of a respondent are randomly selected for this question.**

#### **24. ID: Leadership, Quality & Prestige**

To what extent do you think each of the following is one of the best or one of the worst international destinations to visit for leisure purposes?

Please answer on a scale of 1 to 7, where 1 means **"One of the Worst International Destinations for Leisure Purposes"** and 7 means **"One of the Best International Destinations for Leisure Purposes"**

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know

## 25. ID: Suitability

Some international destinations for leisure purposes meet the needs of many different types of leisure travelers (i.e. travelers seeking relaxation, travelers seeking a cultural experience, travelers seeking adventure, etc.), while others are suitable for only specific types of **leisure** travelers. Rate each of the following international destinations according to its suitability for **you as a leisure traveler**?

Please answer on a scale of 1 to 7 where 1 means "Less Suitable for Many Types" and 7 means "More Suitable for Many Types"

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know

## 26. ID: Uniqueness

Some international destinations for leisure purposes are more unique and distinctive in terms of the overall travel experience they offer. Please rate each of the following international destinations for leisure purposes according to how unique and distinctive you think the **leisure** travel experience is.

Note: Do not rate these against each other, but against the whole universe of possible international destinations for leisure purposes

Please rate on a scale of 1 to 7 where 1 means "**Not Unique or Distinctive**" and 7 means "**Very Unique and Distinctive**"

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know

## 27. ID: Affordability

Some international destinations for leisure purposes are more affordable than others and some are less affordable. Please rate each of the following international destinations for leisure purposes according to how affordable you believe it is (including airfare).

Please answer on a scale of 1 to 7, where 1 means "**Not At All Affordable**" and 7 means "**Very Affordable**".

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know

## 28. ID: Trajectory

Some international destinations for leisure purposes are growing in popularity while others are not. Please rate each of the following international destinations for leisure purposes according to your belief that it is growing in popularity.

Note: Do not rate these against each other, but against the whole universe of possible tourist destinations

Please answer on a scale of 1 to 7 where 1 means "**Declining Reputation**" and 7 means "**Improving Reputation**"

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know

**Ask Q29 and Q30 for all countries in union of Q8 & Q9 i.e. Aided awareness & Matched brands**

## 29. ID: Liking

Some travelers feel differently about different international destinations for leisure purposes. Please rate each of the following international destinations for leisure purposes according to how much you would like or dislike visiting them.

Please answer on a scale of 1 to 7 where 1 means "**Would Dislike A Lot**" and 7 means "**Would Like A Lot**"

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know

## 30. ID: Favorite

- Which of the following international destinations for leisure purposes would you consider your favorite?

Please select one.

Choice	Selection
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Other (please specify)	
Don't Know	

**ASK Q31, Q32 for all countries visited for either business or pleasure in Q12a codes '1', '2', '3' or '4'**

### 31. ID: Brand for Me

As an international traveler, some international destinations for leisure purposes may fit your needs, personality and values better than others. Please rate the following according to whether you believe it is the "Leisure Destination for You"

Please answer on a scale of 1 to 7 where 1 means "**Definitely Not the International Leisure Destination for Me**" and 7 means "**Definitely is the International Leisure Destination for Me**"

Choice	1	2	3	4	5	6	7	Don't Know

### 32. ID: Recommend

To what extent would you recommend the following international destinations for leisure purposes to friends and family?

Please answer on a scale of 1 to 7 where 1 means "**Definitely Would Not Recommend to Friends and Family**" and 7 means "**Definitely Would Recommend to Friends and Family**"

Please select one for each row.

Choice	1	2	3	4	5	6	7	Don't Know

**ASK Q33 if SA rated a 1-4 in Q32**

### 33.

Why wouldn't you recommend South Africa as an international destination for leisure purposes to your friends and family?

Please select all that apply.

Too much time to get there	
Too expensive to get there	
Too expensive once there	
Nothing interesting to do there	
Too "touristy"	

Not an authentic African experience	
Don't know anyone there	
Not a relaxing destination	
Concern about health risks	
Uncertain about political climate/civil unrest	
Concerns for my personal safety	
Bad climate/weather	
Difficult to get the visa for South Africa	
Other (please specify) _____	

Ask **Q33a** and **Q33b** for everybody that is aware of South Africa as a leisure destination (Matched in **Q8** or selected in **Q9**). If not, skip to **Q43**

### 33a.

How did you FIRST become aware of South Africa as a leisure destination?

Please select all that apply.

Recommended by a friend/colleague/family member	
Visited a friend/family member who stays in South Africa	
Had previously visited South Africa for business	
Read about South Africa in a travel book/travel magazine	
Read a magazine/newspaper article describing South Africa	
Went for a specific event (e.g., wedding, concert, sports etc.)	
Went for a specific recreational purpose (e.g., scuba diving, trekking, safari, golfing, sailing etc.)	
Read an article on a website describing South Africa	
Saw locations of South Africa in a movie/TV show	
Saw an advertisement at the cinema	
Saw an advertisement in a magazine/newspaper	
Read about or saw photos of South Africa on community sites (e.g. social and professional networks)	
Airline advertised the location	
Saw an advertisement on TV	
Informed by travel agent or South Africa was part of a travel package	
Used a search engine	
Other (please specify) _____	

Ask **Q33b** for all answers that were selected in **Q33a**.

If 2 answers are selected from **Q33a**, the respondent will be asked to rank these 2 answers in **Q33b**. If 3 or more answers are selected from **Q33a**, the respondent will be asked the top 3 answers. If only 1 answer is selected from **Q33a**, the respondent skips **Q33b**, and goes to the logic before **Q33c**.

**33b.**

Please rank the order in which each of these sources contributed to you FIRST becoming aware of South Africa as a leisure destination.

Please select one per column.

	1 <sup>st</sup> source to make me aware	2 <sup>nd</sup> source to make me aware	3 <sup>rd</sup> source to make me aware
Recommended by a friend/colleague/family member			
Visited a friend/family member who stays in South Africa			
Had previously visited South Africa for business			
Read about South Africa in a travel book/travel magazine			
Read a magazine/newspaper article describing South Africa			
Went for a specific event (e.g., wedding, concert, sports etc.)			
Went for a specific recreational purpose (e.g., scuba diving, trekking, safari, golfing, sailing etc.)			
Read an article on a website describing South Africa			
Saw locations of South Africa in a movie			
Saw an advertisement at the cinema			
Saw an advertisement in a magazine/newspaper			
Read about or saw photos of South Africa on community sites (e.g. social and professional networks)			
Airline advertised the location			
Saw an advertisement on TV			
Informed by travel agent or South Africa was part of a travel package			
Used a search engine			
Other			

Ask Q33c for everybody that is aware of marketing communication of South Africa as a leisure destination (Q10). If not, skip to Q34

**33c. Source of Recall**

Where did you see or hear travel information about South Africa as an international destination for leisure purposes?

Please select all that apply.

Magazine Advertisement	
Travel Brochures	
Display in the Travel Agency	
Newspaper Advertisement	
Internet Advertisement	
Television program	
Television advertisement	
Advertisement at cinema	
Outdoor advertisement	
Radio advertisement	
Travel forums or internet blogs	

Friend/colleague/family member	
Cannot recall anything specific	
Other (please specify)	

**If “Have not visited South Africa in the past 5 years/have never visited” or “Have visited for Business only” (CODE = 1 or 5) in Q12a, ask Q34**

**If South Africa was not selected on the list of countries from the union of Q8 & Q9, SKIP TO Q43**

**34.**

Why haven't you visited South Africa for leisure purposes in the past 5 years?

Please select all that apply.

Too much time to get there	
Too expensive to get there	
Too expensive once there	
Nothing interesting to do there	
Don't know anyone there	
Not a relaxing destination	
Uncertain about political climate/civil unrest	
Concern about health risks	
Concerns for my personal safety	
Another destination was more appealing	
Bad climate/weather	
Difficult to get a visa	
No particular reason	
Other (please specify) _____	

**Ask Q35-39 if visited South Africa for leisure purposes in Q12a (code '2', '3' or '4'), otherwise skip to LOGIC before Q40**

**Now we would like to ask you some questions about your leisure visit(s) to South Africa**

**35a.**

Why did you choose to visit South Africa as a destination for leisure purposes?

Please select all that apply.

Experience a different culture	
Beautiful scenery	
Warm climate	
Friendly people	
My friends/family recommended it	
My travel agent recommended it	
Fulfil a dream	
Engage in a variety of activities	
Went as part of a tour group	
See the change since Apartheid/see historic sites	
Good value for money	
Go on safari	
To attend any specific event (e.g., wedding, concert, sports etc.)	

Visit friends/relatives	
Combined with a business trip	
Saw a special offer	
For the food and wine	
Someone else chose the destination	
Other (please specify)	

**35b. ID: Last South Africa Visit**

How many years ago did you last visit South Africa?

Please select one.

Less than 1 year	
1-3 years	
4-5 years	
6-9 years	
10 years and above	

**36.**

Using a 1-7 scale, where 1 means "Very Dissatisfied" and a 7 means "Very Satisfied", how satisfied were you with your visit(s) to South Africa, for leisure purposes, in the past 5 years?

Please select one.

Very Dissatisfied 1	2	3	4	5	6	Very Satisfied 7	Don't Know

**37. Question Deleted: Satisfaction Reasons with leisure visit to South Africa**

**38. Question Deleted: Memorable/ enjoyable aspect(s) of leisure visit to South Africa**

**39. Question Deleted: Unpleasant experience during leisure visit to South Africa**

**Ask Q40 if South Africa was NOT mentioned in Q14, otherwise, skip to LOGIC before Q41**

**40.**

What, if anything, would encourage you to visit South Africa for leisure purposes in the future?

Please select all that apply.

Special offer on flights	
Special offer on hotels	
See friends/family	
Special offer on safari	
Chance to explore 'off the beaten path'	
Use South Africa as a base to visit surrounding countries	

If South Africa hosts any specific event (e.g., concert, sports etc.)	
Other (please specify)	
Nothing would make me want to return (Cannot be combined with other answers)	

**Ask Q41 if visited South Africa in the past either for leisure purposes or business (Q12a=code '1', '2', '3' or '4') AND if South Africa not mentioned in Q14, otherwise skip to LOGIC before Q42**

**41.**

Why aren't you considering returning to South Africa for leisure purposes?  
Please select all that apply.

Unfriendly people	
Too much time to get there	
Too expensive to get there	
Too expensive once there	
Nothing interesting to do there	
Don't know anyone there	
Not a relaxing destination	
Afraid of political climate/civil unrest	
Would prefer to visit other places first	
Concern about health risks	
Concerns for my personal safety	
Bad climate/weather	
Difficult to get a visa	
Prefer to visit another destination	
Other (please specify)	

**Ask Q42 if never visited South Africa for leisure purposes in the past (Q12a = code '1' or '5') AND if SA mentioned in Q14**

**42.**

Why are you interested in visiting South Africa for leisure purposes in the future?  
Please select all that apply.

Experience a different culture	
Beautiful scenery	
Warm climate	
Friendly people	
My friends/family recommended it	
My travel agent recommended it	
Fulfil a dream	
Engage in a variety of activities	
See the change since Apartheid/see historic sites	
Good value for money	
Go on safari	
Visit friends/relatives	

Combined with a business trip	
Saw a special offer	
To attend any scheduled event (e.g., wedding, concert, sports etc.)	
For the food and wine	
Other (please specify)	

#### 43. ID: Leisure Travel Purchase

Where do you typically book your international leisure travel?  
Please select all that apply.

Choice	Selection
From a traditional travel agent	
Tour operator	
From the airlines directly	
Online travel portals	
Online through travel agents	
With the accommodation provider directly	
Peer-to-peer platform, such as AirBnB, etc.	
Other (please specify)	

#### 43a. ID: Impact of different media channels

To what extent do you prefer the following channels for travel and tourism related promotional material? Please answer on a scale of 1 to 7 where 1 means '**Not at All Preferred**' and 7 means '**Highly Preferred**'  
Please select one for each row.

Choice	1 Not at All Preferred	2	3	4 Neutral	5	6	7 Highly Preferred
TV channels							
Radio channels							
Newspapers, Magazines and Travel magazines							
Travel brochures/ posters from travel agents, tour operators, tourist information centre, etc.							
Online news, articles, web pages, blogs, travel booking / review websites, etc.							

Social networking websites (Facebook, Instagram, Snapchat, Twitter, etc.)							
Video streaming websites (YouTube, Vimeo, etc.)							
Mobile applications, News alerts via mobile feeds (using phone, tablet, mobile devices, etc.)							
Cinema							

#### 44a. ID: Travel Behavior

To what extent do you agree or disagree with the following statements?  
Please select one for each row.

Choice	Strongly Disagree	Disagree Somewhat	Agree Somewhat	Strongly Agree
I am now more likely to save money than to use it to travel internationally				
Traveling internationally is a luxury				
I am traveling closer to home than I used to				
I invest more of my extra money in my home than I used to				
I expect to travel internationally more in the future than I do now				
I am taking shorter, more frequent trips than I used to				
I am spending less money on travel in favor of other forms of entertainment (eating out, movies, amusement parks, etc.)				
Some of my most important life goals involve travel experiences I want to have				
I purchase travel packages that include airfare and hotel as one price for my short distance trips				
I prefer group tours for my long distance international trips				
I am one of the first people I know to try something new				
Once I find something I like I tend to stick with it				
I find change exciting				
I would rather visit a country that I am familiar with, as a tourist, than experiment by visiting a place that I am not familiar with				
The threat of global terrorism affects where I consider traveling internationally				



I would spend more money to travel to a destination that I know is safe				
I don't mind increasing my travel time for a cheaper airfare				
I would prefer visiting a country that is promoting eco-friendly policies				
I worry about how I may be treated in foreign countries due to my country's policies				

#### 44b. ID: Habits

Now we would like to ask you some questions about your lifestyle

Please select one for each row.

Choice (Columns)	Yes	No
Do you read about International News and Foreign Cultures		
Do you regularly watch TV travel programs or documentaries about foreign countries		
Would you say that you have many friends from a different culture than your own		
Do you have an international credit card		
Do you keep up with foreign fashion trends		
Do you regularly eat foreign foods		
Do you frequently interact with international suppliers on your job		
Do you regularly go on business trips abroad		

#### 45. ID: Usage Frequency

On average, how many international trips for leisure purposes do you take every year requiring a plane ride of 5 or more hours?

Please Give Your Best Estimate.

Number of Vacations	
---------------------	--

#### 45b.

When you travel internationally for leisure, who do you usually travel with?

Please select one.

I travel alone	
I travel with friend(s)	
I travel as a couple	
I travel with my family	
I travel with an organised tour	

**46.**

How much do you spend in total every year on all of your travel for leisure purposes combined (only on yourself, including both local and international trips for leisure purposes)? (If trips are a combination of business and pleasure, please think only about how much you spent for leisure purposes.)

Please Give Your Best Estimate.

Amount spent (In \$)	
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**47. ID: Gender**

What is your gender?  
Please select one.

Choice	Selection
Male	
Female	

**48. ID: Education**

Which of the following best describes your educational background?  
Please select one.

Choice	Selection
High School or Less	
Some College	
2-Year College or Vocational Degree	
4 Year College Degree	
Some Graduate School	
Graduate Degree	
Decline to answer	

**49. ID: Occupation**

What is your occupational status?  
Please select one.

Choice (Columns)	Selection
Work full time	
Work part time	
Unemployed / Looking for a job	
Student	
Homemaker	
Military Service	
Retired	
Decline to answer	

**50. ID: Marital Status**

Which is your marital status?  
Please select one.

Choice (Columns)	Selection
Single	

Living with significant other / Engaged	
Married	
Divorced	
Widowed	
Other	
Decline to Answer	

**[Programmer Note: Please randomize the answer lists throughout the survey, except for questions where answer list follows any logical order]**

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**Thank you for participating in our survey. Your responses have been successfully recorded.**

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