

Travel Interest Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Think about taking an overnight leisure trip during the next six months. This means travel mainly for enjoyment or relaxation, not work or a required journey. You can answer even if you do not expect to travel. Every question is optional. This is research, not a reservation or a request to contact you.

1. How interested are you in taking an overnight leisure trip during the next six months?

- ☐ Not at all interested
- ☐ Slightly interested
- ☐ Moderately interested
- ☐ Very interested
- ☐ Extremely interested
- ☐ Not sure

2. Which statement best describes your plans for overnight leisure travel during the next six months?

- ☐ Not considering a trip
- ☐ Interested, but have not started planning
- ☐ Gathering general ideas
- ☐ Comparing specific options
- ☐ Already booked at least one trip
- ☐ Not sure

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3. How many nights could you realistically set aside for one leisure trip during the next six months?

- ☐ No nights at present
- ☐ 1–2 nights
- ☐ 3–4 nights
- ☐ 5–7 nights
- ☐ 8 or more nights
- ☐ Not sure
- ☐ Prefer not to say

4. What is the main reason you would consider a leisure trip during this period?

- ☐ Rest or a change of surroundings
- ☐ Exploring a place or culture
- ☐ Spending time with people important to me
- ☐ Taking part in an activity or event
- ☐ Another reason
- ☐ I am not considering a leisure trip
- ☐ Not sure

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5. What is the biggest barrier, if any, to arranging the leisure travel you want during the next six months?

- ☐ Overall cost
- ☐ Time or scheduling
- ☐ Coordinating with other people
- ☐ Finding a suitable travel option
- ☐ Not enough information to decide
- ☐ Another barrier
- ☐ No particular barrier
- ☐ I am not interested in leisure travel
- ☐ Prefer not to say

6. What information would be most useful before you decided whether to plan a leisure trip?

- ☐ The likely total cost
- ☐ The time needed
- ☐ What is included
- ☐ How flexible the arrangements would be
- ☐ Whether an option fits my practical needs
- ☐ Another kind of information
- ☐ I do not need more information
- ☐ Not sure

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7. What else, if anything, would affect whether you plan a leisure trip during the next six months? Please leave out private personal details.
