ANEXO II

We are students from Universidad de las Américas, Puebla in order to obtain our degree, we must develop an investigation. In this case this survey will give us important information about your trip and consumer behavior that will help terminate our research. Your answers will be used only for matters of the study and will be absolutely confidential.

Instructions: Select the option that best suits you.

Personal Information

Gender:
Male ☐
Female ☐

Profession: _____

Age:
Under 30 ☐
31-40 ☐
41-50 ☐
Over 50 ☐

Hometown: _____

Average Income:
Less than 20,000 USD ☐
Between 20,000 and 30,000 USD ☐
Between 31,000 and 40,000 USD ☐
Between 41,000 and 50,000 USD ☐
Between 51,000 and 60,000 USD ☐

1. Purpose of your trip:

a) Pleasure b) Business c) Visiting family d) Other _____

2. How long are you staying in the city?

a) 1-2 days b) 3- 4 days c) 5 days or more

3. How often do you travel?

a) One or twice a year b) 3-4 times a year c) 5 or more times a year

4. In what season you travel the most?

a) Spring b) Summer c) Autumn d) Winter

5. With whom you usually travel?

a) Colleagues b) Family c) Friends d) Significance other

6. How much do you spend on your trips? (no hotel included)

a) 100 USD to 300 USD b) 310 USD to 600 USD c) Over 600 USD

7. What kind of destiny do you prefer?

a) Ecotourism b) Beach c) Country d) Colonial Cities e) Modern Cities f) Other: _____

8. How do you choose a hotel?

a) Based in recommendations b) Location c) Price d) Category e) Other _____

Below we have listed some questions related to your behavior as a consumer. Please answer according to your opinion.

9. Cross with an "X" how much do you agree with the statements, being 1= I totally disagree and 5= I totally agree.

a) It is true that money buys happiness.	1	2	3	4	5
b) My dream in life is to possess expensive things.	1	2	3	4	5
c) I buy things to impress people.	1	2	3	4	5
d) I always buy the best.	1	2	3	4	5
e) I´m attracted to possess expensive things.	1	2	3	4	5
f) Growth in expensive material consumption helps raise the level of civilization.	1	2	3	4	5
g) To buy and possess expensive things is very important.	1	2	3	4	5
h) I will be a lot happier if I could buy anything I want.	1	2	3	4	5
i) Sometimes I get upset because I can´t buy everything I want.	1	2	3	4	5
j) People place too much emphasis on material things.	1	2	3	4	5
k) If I had to choose between a brand item and an unbranded one, I´ll choose the unbranded.	1	2	3	4	5
l) I like to have luxury in my life.	1	2	3	4	5
m) If I had more expensive things, I wouldn´t be happier.	1	2	3	4	5
n) When I buy something, I always make a price-quality comparison.	1	2	3	4	5

Now we have listed some questions related to your current hotel. Please answer according to your opinion.

10. How do you find out about this hotel?

a) Recommendations b) E-mail c) Hotel web page d) Tourism web page e) Newspapers f) Magazines g) Brochures

g) Other _____

11. How high were your expectations of the hotel?

a) Very high b) High c) Regular d) Low e) Very low

12. Did the hotel fulfill your expectations?

a) Yes b) No **Why?**

13. Was there a moment when the hotel exceeded your expectations?

a) Yes b) No

14. What is your impression of the hotel now?

a) Very good b) Good c) Regular d) Bad e) Very bad

15. Do you think that the hotel was worth what you paid?

a) Yes b) No **Why?**

Finally the survey is over, thank you very much for your time. The information you've given us is truly valuable for us ☺.