



Survey para conocer los motivos de visita y el perfil de consumo de los turistas que visitan la Ciudad de Puebla durante el verano de 2008

This Survey will be used as a data collection instrument for a thesis research in the Tourism Department at the Universidad de las Américas Puebla.

Please fill this Survey completely

You are coming from: _____

Gender: F M

¿How many people are travelling with you? _____

¿How many days are you staying in the city? _____

Age: _____

1. Fill in the parenthesis with numbers from 9 to 1 in order of importance listing the main purposes of your visit. (9) is the most important and (1) is the least important.

- () Rest & pleasure
- () Fun
- () Business
- () Congress attendance
- () Shopping
- () Culture
- () Studies
- () Visiting relatives
- () Other, which? _____

- a) Plane
- b) Bus
- c) By car

5. Your reservations were anticipated? (Check only one option)

Didn't do reservations (**Jump to Question 6**)

- a) 1 week before
- b) 2 weeks before
- c) 3 weeks before
- d) 1 Month before
- e) More than one month before

2. Fill in the parenthesis with numbers from 10 to 1 in order of importance listing additional facts that influenced your decision for visiting Puebla City. (10) is the most important and (1) is the least important.

- () A recommendation
- () Previous knowledge
- () Close to your home
- () Prices
- () Time availability
- () Activities diversity
- () Interest for visiting new places
- () Visiting relatives or friends
- () Work
- () Other Which? _____

5.1 How did you made your reservations (You can check more than one option)

- a) Direct
- b) Agency
- c) Contract
- d) Internet

5.2 How did you pay? (You can check more than one option)

- a) Cash
- b) Credit card
- c) Debit card
- d) Check

Check with an "X" appropriate answer options

3. How did you learn about this city? (You can check more than one option)

- a) Advertising
- b) Internet
- c) Friends
- d) Travel agency
- e) Other _____

6. What kind of lodging are you using? (You can check more than one option)

- a) Hotel
- b) Hotel Boutique
- c) Hostal
- d) Inn
- e) Boarding House
- f) Relatives
- g) Guest house
- h) Camping
- i) Own house or apartment
- j) Rent house or apartment

4. Transportation for arriving to the city? (Check only one option)

If you are staying in a city hotel, go on to question 6.1, if not skip to question 7

6.1 You are staying in a hotel:

- a) 1 star
- b) 2 Stars
- c) 3 Stars
- d) 4 Stars
- e) 5 Stars
- f) Don't know

- b) Theme Restaurant (seafood, typical, etc.)
- c) Ethnic Restaurant (mexican, chinese, italian, etc.)
- d) Family Restaurant
- e) Fast food Restaurant
- f) Coffee shop (coffee service and meals)
- g) Restaurant in lodging
- h) Bars and taverns
- j) Other, Which? _____

7. What kind of meals service have you chosen? (You can check more than one option)

- a) Full service Restaurant (luxury service)

8. How are you travelling while in the city? (You can check more than one option)

- a) Own vehicle
- b) Rented Automobile
- c) City bus
- d) Tour bus
- e) Taxi
- f) Motorcycle
- g) Bicycle
- h) Walking
- i) Other, Which? _____

9. Check with an "X" the attractions that you have visited or would like to visit, according to your interest. Please use following scale:

5: Very interested, 4: Interested, 3: Half Interested, 2: Not so much, 1: Not Interested at all

Tourist attractions	1	2	3	4	5	Tourist attractions	1	2	3	4	5
Catedral						Casa de la China Poblana					
Iglesia de Sto. Domingo						Palacio Municipal					
Iglesia de San. Francisco						Casa de la cultura					
Iglesia de los Remedios						Biblioteca Palafoxiana					
Iglesia del Señor de las Maravillas						Teatro Principal					
Iglesia de la Compañía						Instituto Cultural Poblano					
Iglesia de la Concordia						Fuertes de Loreto y Guadalupe					
Ex convento de Sta. Rosa y Sta. Mónica						Zócalo y sus portales (Plaza de Armas)					
Casa del Alfeñique						Barrio de Analco					
Casa de Aquiles Serdán						Barrio del Artista					
Casa del Deán						Plazuela de los Sapos					
Museo Bello						Barrio del Artista y Mercado del Parían					
Museo Amparo						Zoológico Africam Safari					
Museo del Ferrocarril						Parque Loro					
Museo de Historia Natural						Parque Ecológico					
Museo Regional de Puebla						Herpetario					

10. expense per service (approximated in MxPesos):

(Check N/A if it doesn't apply)

Lodging	N/A	Less than 500	500 to 1000	1001 to 2000	2001 to 3000	more than 3000
Restaurants	N/A	Less than 300	300 to 500	501 to 700	701 to 1000	more than 1000
Transportation	N/A	Less than 200	200 to 400	401 to 600	601 to 800	more than 800
Parks and Museums	N/A	Less than 200	200 to 400	401 to 600	601 to 800	more than 800
Souvenirs and stores	N/A	Less than 200	200 to 400	401 to 600	601 to 800	more than 800

Thank you very much for your help!