

Part II Perceptions about Mexico

8. What images or words come to your mind when you think of Mexico as a vacation destination?

9. Which is your favorite city or place in Mexico? (Please, indicate only one)

10. What did you like the most in Mexico?

Food
Atmosphere
Folklore and traditions
Beaches and other natural attractions
Entertainment and sports activities
Museums and/or historical monuments and places

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11. Please, indicate your opinion about México regarding the following statements (1=strongly disagree, 5=strongly agree)

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|---|---|---|---|---|---|
| 1. Mexico has beautiful landscapes | 1 | 2 | 3 | 4 | 5 |
| 2. Weather is pleasant | 1 | 2 | 3 | 4 | 5 |
| 3. People are friendly and hospitable | 1 | 2 | 3 | 4 | 5 |
| 4. México offers many opportunities for the adventurous (trekking, rafting, climbing) | 1 | 2 | 3 | 4 | 5 |
| 5. Mexico offers interesting cultural and entertainment activities | 1 | 2 | 3 | 4 | 5 |
| 6. Gastronomy is rich and varied | 1 | 2 | 3 | 4 | 5 |
| 7. Access to Mexico from Japan is easy | 1 | 2 | 3 | 4 | 5 |
| 8. Mexico offers many shopping facilities (shops, malls) | 1 | 2 | 3 | 4 | 5 |
| 9. Good quality accommodation | 1 | 2 | 3 | 4 | 5 |
| 10. In general, Mexico is a good value for money | 1 | 2 | 3 | 4 | 5 |
| 11. Mexico is a safe place to visit | 1 | 2 | 3 | 4 | 5 |
| 12. Language is a barrier to visit Mexico | 1 | 2 | 3 | 4 | 5 |

12. Please, indicate the probability that you give to the following intentions (1=very improbable, 5=very probable)

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|--|---|---|---|---|---|
| 1. I will try to return to Mexico in the next years | 1 | 2 | 3 | 4 | 5 |
| 2. I would recommend Mexico if someone request my advice | 1 | 2 | 3 | 4 | 5 |

Part III Profile of respondents

13. Gender: Female___ Male___

14. Age: 20 – 25___ 26 – 30___ 31 – 35___

15. City and Prefecture: _____

16. Occupation:

Student___ Employee___ Professional___ Housewife___ Business Owner___ Other, specify_____

17. Marital status: Single___ Married___ Other, specify_____

Thank you very much for your participation!