

SURVEY ON INTERNATIONAL TOURISM IN ITALY

Questionnaire for travellers leaving Italy 2

Dear Madam/Sir, THE BANK OF ITALY has tasked the firms IZI and ISTITUTO PIEPOLI with carrying out a survey at all the main national border crossings. The purpose of the survey is to measure the flow of passengers entering and leaving Italy and serves the important function of assessing the item "tourism expenditure" in the Italian balance of payments. Therefore, please give us a few minutes of your time and answer the questions of our brief questionnaire. We thank you in advance for your contribution to the success of this valuable survey.

<p>2a. What is your citizenship?</p> <p>- Italian..... 1 → Question 3a. - Another country 2</p> <p>2b. Which country? _____</p> <p>3a. In which country do you usually live? (Do not include the country where you may live to study or for healthcare reasons)</p> <p>- In Italy..... 1 - In another country.....2→ Question 3b.</p> <p>3b. Which country? _____</p> <p>AT THE AIRPORT</p> <p>4c2. What airport is your flight going to? _____</p> <p>ON THE TRAIN</p> <p>4b3. At which station have you boarded this train?</p> <p>_____</p> <p>4b4. At which station will you get off this train?</p> <p>_____</p>	<p>1a. Gender</p> <p>- Male 1 - Female 2</p> <p>1b. What is your age?</p> <p>- 15-24 years..... 2 - 25-34 years..... 3 - 35-44 years..... 4 - 45-64 years..... 5 - 65 years and older..... 6</p> <p>1c. What is your occupation?</p> <p>- Senior Manager 1 - Junior Manager..... 2 - White-collar worker 3 - Blue-collar worker 4 - Other employee position 5 - Self-employed..... 6 - Student 7 - Home-maker..... 8 - Retired..... 9 - Other unemployed 10 - Other, please specify..... 11</p>
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4. Now you are leaving Italy by ...

<p>4A. Road..... 1</p> <p>↓</p>	<p>4B. Train 2</p> <p>↓</p>	<p>4C. Plane..... 3</p> <p>↓</p>	<p>4D. Ship 4</p> <p>↓</p>
<p>4a1. What type of vehicle is it?</p> <p>Car 1 Car with trailer/caravan 2 Bus..... 3 Motorcycle..... 4 Commercial vehicle 5 Recreational vehicle 6 Other vehicle 7</p> <p>4a2. Including yourself, how many people are travelling on this vehicle?</p> <p> _ _ _ </p> <p>4a3. Of which country is the vehicle's registration plate?</p> <p>_____</p>	<p>4b1. What type of accommodation have you chosen on this train?</p> <p>Seat..... 1 Sleeping couch 2 Wagon lit 3</p> <p>4b2. In which class you are travelling on this train?</p> <p>First class 1 Second class 2</p>	<p>4c1. Are you boarding a...</p> <p>Scheduled flight 1 Charter flight 2</p> <p>4c3. Which airline company are you flying with?</p> <p>_____</p> <p>4c4. What is the number of the flight you are about to board?</p> <p>_____</p> <p>4c5. During this flight, are you travelling in...</p> <p>Business class 1 Economy class.. 2</p> <p>4c6. Are you in transit only in this airport?</p> <p>No..... 1 Yes, I arrived here on a flight from another Italian airport 2 Yes, I arrived here on a flight from a foreign airport.. 3</p>	<p>4d1. What port is the ship you are about to board going to? (Please do not include countries of transit or stopover)</p> <p>_____</p> <p>4d2. What shipping line are you travelling with?</p> <p>_____</p> <p>4d3. What is the name of the ship you are about to board?</p> <p>_____</p> <p>4d4. You are about to board this ship with...</p> <p>A car..... 1 A bus 2 A motorcycle 3 Another vehicle 4 No vehicle..... 5</p>

Sezione da compilare a cura dell' intervistatore:

Nome intervistatore | _____ | Nome valico | _____ | Codice intervistatore: | |_|_|_|_| | Codice valico: | |_|_|_|_| |
(se treno) Numero treno | |_|_|_|_|_| | Tipo Treno: EC.1 EN..2 CIS.3 IC.4 EXP.5 EXPN.6
Giorno e mese di intervista | |_|_|_|/|_|_|_| | Ora inizio intervista | |_|_|:|_|_|_| | Ora fine intervista | |_|_|_|:|_|_|_|

I. REASONS FOR TRAVEL

5. What was the reason of your stay in Italy? Please, state the main reason, as well as any other reasons for your stay in Italy.

	Main Reason	Other reasons
Personal Reasons		
- Tourism, holiday, leisure	1	1
- Study, courses	2	2
- Religious reasons, pilgrimage	3	3
- Medical treatment, Spa treatment	4	4
- Honeymoon	5	5
- Visiting relatives, family	6	6
- Visiting friends	7	7
- Shopping	8	8
- Other personal reasons	9	9
Work/business		
- To get to the workplace on a daily commute (cross-border worker)	10	10
- Regular work trip with at least one overnight stay in Italy	11	11
- One-off or not recurring work trip to meet clients, training courses or periodic trip (e.g. seasonal)	12	12
- To visit exhibitions	13	13
- One-off work trip for conventions or conferences	14	14
In transit		
- You are transiting through Italy only to get from a foreign country to another	15	15
Other reasons	16	16

If cod. 10, 11, 12, 13, 14 to Q 5 – Mean Reason

6a. Your employer resides ...

- In Italy	1
- Abroad	2
- I have no employer: I am self-employed	3

If cod. 1 to Q 6a.

6c. In the last 12 months, how many months have you worked for an employer resident in Italy?

No. of MONTHS | | |

6d. During this period, how frequently have you come to Italy for work/business reasons?

- At least 5 times a week	1	- 2/3 times a month	4
- 2/4 times a week	2	- Once a month	5
- Once a week	3	- Less than once a month	6

If cod. 10 (CROSS-BORDER WORKER) to Q 5. → Q 13a.

II. PLACES VISITED

7a. During this trip, did you stay in

- Only one city/town	1
- 2 cities/towns	2
- 3 cities/towns	3
- 4 cities/towns	4
- 5 or more cities/towns	5

7b. Please, state the cities/towns where you stayed the longest; please, set forth up to a maximum of 4 cities/towns.

7c. Please, also state how many nights you spent in every one of the cities/towns specified above and how many nights in other cities/towns that you have not specified above.

(Mark zero if you did not stay overnight in one or more cities/towns)

Towns	No. of nights stayed
First	
Second	
Third	
Fourth	
Other nights, where any, in cities/towns not specified	
7d. TOTAL NO. of NIGHTS (chiedere conferma)	

III. OVERNIGHT STAY AND ACCOMMODATION

10. Which accommodations did you have during your trip to Italy? Tell us the number of nights you spent in each of the following types of accommodations

Hotel, tourist resort	1	
Holiday farm	2	
Bed & breakfast	3	
Rented house	4	
Own house	5	
Guest of friends and family	6	
Tent, caravan, trailer tent	7	
Recreational vehicle, motor home	8	
Ship (cruise)/Boat	9	
Religious community	10	
Other community	11	
Private hospital	12	
Youth hostel	13	
Other type of accommodation:	14	

IV. SHARED EXPENSES

11a. Are you travelling alone, or with other people?

- Alone	1	→ Question 12a.
- With other people	2	

11b. Did you share with anyone the main expenses during your stay in Italy? (for example, by pooling the money)

- Yes	1	
- No	2	→ Question 12a.

11c. How many people, including yourself, shared the expenses (for example, by pooling the money)? Please, state sex and age of these people.

Total number of people including the respondent: | | | |

11d. Please, state sex and age of these people.

Male aged 0 - 14		Female aged 0-14	
Male aged 15 - 24		Female aged 15 - 24	
Male aged 25 - 34		Female aged 25 - 34	
Male aged 35 - 44		Female aged 35 - 44	
Male aged 45 - 64		Female aged 45 - 64	
Male aged 65 and older		Female aged 65 and older	

Please, think of all the expenses met by yourself and by the people whom you shared expenses with (question 11b). Think of all your expenses, such as those paid before coming to Italy (e.g.: prepaid reservations made directly or using a travel agency), and also the expenses you had in Italy.

V. "ALL INCLUSIVE" TRIPS

<p>12a. Can you tell us if your trip was "all inclusive", that is an organized tour or tour package which included expenses for two or more types of the following services: transportation, overnight accommodations, meals, other services?</p> <p>- Yes 1 - No2 → Question 13a.</p> <p>12b. Which services were included in the tour package you bought?</p> <p>- Transportation between Italy and abroad 1 - Transportation within your own country, between foreign countries or within foreign countries 2 - Transportation within Italy 3 - Accommodations, with or without meals included 4 - Restaurants, cafés (and other meals taken outside your own accommodations 5 - Other services (museums, shows, entertainment, tours, rented vehicles, etc.) 6</p> <p>12c. How did you buy your travel package?</p> <p>- with a tour operator/travel agent from your own town or your company's Recreational Association, other associations, social groups 1 - with an online travel agency or using a hotel booking portal 2 - using the destination's tourism portal 3 - other (please, specify) 4</p>	<p>12d. How much have you spent on this organized trip?</p> <p>_ _ _ _ _ _ _ _ _ _ </p> <p>12e. In which currency? _ _ _ _ _ </p> <p>12f. Does the cost of the organized trip (as indicated in question.12d.), include visits to more countries besides Italy?</p> <p>- YES, the trip includes nights spent and/or nights you will spend in other foreign countries 1 - No, no other country is included in the trip 2 → Question 12h.</p> <p>12g. How many nights have you spent and/or will spend visiting other foreign countries included in your trip?</p> <p>No. of NIGHTS _ _ _ _ _ </p> <p>12h. Have you had other expenses for this trip?</p> <p>- Yes 1 - No 2 → Question 15a.</p>
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VI. NON "ALL INCLUSIVE" TRIPS + EXPENSES NOT LISTED ABOVE (SECTION V. "ALL INCLUSIVE" TRIPS)

	13a. Please list all the expenses paid for this trip		13b. Which method of payment have you used?	13c. How much have you spent?	13d. In which currency?
	YES	NO	- Paid in cash with any currency.....1 - Paid with credit card, debit card2 - Payment via bank transfer.....3 - Paid with other methods.....4 - Host/Free5		
● Transportation outside Italy - Tickets for the legs between Italy and abroad (round trip) - Tickets, if any to travel within your country, or between foreign countries or within foreign countries	1	2	_ _ _ _ _	_ _ _ _ _	_ _ _ _ _
● Transportation in Italy - Possible transportation within Italy, including fuel purchased in Italy	1	2	_ _ _ _ _	_ _ _ _ _	_ _ _ _ _
● Accommodation in Italy (hotel, rent, camping, etc.), included meals you had on the premises you stayed in (breakfast, half board, full board, etc.)	1	2	_ _ _ _ _	_ _ _ _ _	_ _ _ _ _
● Restaurants and cafés in Italy (and other meals you had outside the premises of your accommodation)	1	2	_ _ _ _ _	_ _ _ _ _	_ _ _ _ _
● Goods purchased in Italian shops: souvenirs, gifts, clothing, food and beverages etc., for personal use	1	2	_ _ _ _ _	_ _ _ _ _	_ _ _ _ _
● Other services enjoyed in Italy: museums, shows, entertainment, guided tours, rented vehicles, language courses, etc.	1	2	_ _ _ _ _	_ _ _ _ _	_ _ _ _ _
14a. TOTAL OTHER EXPENSES (13c)				_ _ _ _ _ AMOUNT	_ _ _ _ _ CURRENCY
14b. TOTAL EXPENSES					
EXPENSES FOR "ALL INCLUSIVE" TRIP + OTHER EXPENSES (12d + 13c)				_ _ _ _ _ AMOUNT	_ _ _ _ _ CURRENCY

VII. CASH**16a. At your arrival in Italy, did you have with you Euros in cash drawn from abroad?**

- Yes
- No 2 → Question 17a.

16b. How much?

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 AMOUNT
17a. During your trip, have you withdrawn Euros?

- Yes
- No 2 → Question 15a.

17b. How much?

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 AMOUNT
VIII. BOOKINGS

Rispondono a questa sezione coloro che hanno trascorso almeno una notte in Italia (cod. 2 a Dom 9a.) e inoltre:

- hanno fatto viaggi inclusive (SI a Dom 12a.) ma non hanno indicato l'alloggio (cod. 4) a Dom.12b. ;
- non hanno fatto viaggi inclusive (NO a Dom 12a.) .

15a. Did you book the accommodation online?

- Yes1
- No 2→ Question 18a.
- I don't know/I didn't book..... 3→ Question 18a.

15b. How did you book the accommodation?

- directly with the facility (hotel, holiday farm, etc.), using email or their web site1
- using an online travel agency or an online hotel booking portal2
- using a tour operator/travel agency from your own town, or your company's Recreational Association, associations, social groups, using the destination's tourism portal3
- other (please indicate)4

15c. Which was your main source of information in making your choice of accommodations?

- internet1
- past experience2
- word of mouth3
- travel agency/tour guide book4
- other5

IX. ORIGIN AND TRANSPORTATION**18a. From which country did your trip begin as you arrived in Italy ?**

- From the country where I usually live 1 → Question 19a.
- From another country2

18b. Which country? _____**19a. With which transportation have you reached Italy?**

- Car, Bus or other road vehicle 1 → Question 20a.
- Train..... 2 → Question 20a.
- Plane..... 3
- Ship..... 4

19b. Which Company did you travel with? _____**20a. Are you leaving Italy to go back to the country where you usually live or are you going to another country?**
(Please do not include countries of transit or stopover)

- Return to the country where usually lives 1 → Question 21.
- In route to another Country.....2

20b. Which other country? _____

Questions to be asked only to foreign travellers who are leaving Italy via train, airplane or ship

20c. What was the last ITALIAN destination you stayed overnight? (If in TRANSIT, code 15 at Q5 main reason, indicate the municipality of airport/port/station where the passenger came on board) _____**20d. How long was the travel from the last place where you stayed to here?** hours |____| minutes |____|**20e. During your stay in Italy, did you also rent a car?** Yes |__| No |__|

X. EVALUATIONS

**TO ALL, except: If REASON FOR TRAVELLING IS "WORK/BUSINESS-CROSS BORDER" CODE 10 OR "TRANSIT" CODE 15
MAIN REASON Q 5: END OF QUESTIONNAIRE**

- 21a.** In a scale from 1 (terrible) to 10 (excellent), how much did you like your visit to Italy? Score
- 21b** Was your visit to Italy better or worse than you expected before leaving?
- Much better 1
 Better 2
 As I expected 3
 Worse 4
 Much worse 5
- 21c** What have you appreciated the most? **21c** What have you appreciated the least?
- | | |
|--------------------------------------|--------------------------------------|
| Food 1 | Food 1 |
| Transport 2 | Transport 2 |
| Friendliness 3 | Friendliness 3 |
| Shopping 4 | Shopping 4 |
| Accommodation quality 5 | Accommodation quality 5 |
| Cleanliness 6 | Cleanliness 6 |
| Tourist services 7 | Tourist services 7 |
| Security 8 | Security 8 |
| Events (concerts, festivals, etc.) 9 | Events (concerts, festivals, etc.) 9 |
| Other 10 | Other 10 |
- 21e** In the last three years have you been on holiday to France, Spain, Greece or Croatia? yes no → quest. 21f no → quest. 21g
- 21f** Compared to those holidays, how do you consider your experience in Italy?
 1) better 2) same 3) worse 4) don't know
- 21g** Have you been to Italy on holiday in the last three years? yes no → question 21h no → question 22
- 21h** Compared to your previous trip to Italy, how do you consider the overall experience of this holiday?
 1) better 2) same 3) worse 4) don't know

If REASON FOR THE TRIP "TOURISM, HOLIDAY, LEISURE": CODE 1 IN COLUMN 1 TO QUESTION.5

- 22.** You said you came to Italy on holiday. Which type of holiday did you have?
 (Only one answer per column)
- | | Main reason | Other reason |
|--|-------------|------------------|
| - Holiday at the seaside..... | 1 | 1 |
| - Holiday in the mountains | 2 | 2 |
| - Holiday at the lake | 3 | 3 |
| - Cultural visit, in an art city | 4 | 4 → question 23a |
| - Nature holiday, farm holiday | 5 | 5 |
| - Sports holiday (to practice a sport)..... | 6 | 6 |
| - Food and wine holiday | 7 | 7 |
| - Other (e.g. cruises, cultural events, spectator at sport events etc.)8 | | 8 |

Questions to be asked to travellers having a "cultural visit to an art city" as a main or secondary reason (Code 4 to question 22)

- 23a.** In a scale from 1 (low) to 10 (high), how do you assess the price paid to visit museums, monuments and archaeological sites? Score
- 23b.** In a scale from 1 (terrible) to 10 (excellent), how do you assess the quality of the visit to museums, monuments and archaeological sites? Score
- 23c** What have you appreciated the most of:
- Length of opening hours 1
 Exhibition environments and display models 2
 State of conservation of the items 3
 Quality of ancillary services 4
 (audio tours / guide / multimedia services / bookshop)
- 23d** What have you appreciated the least of:
- Shortness of opening hours..... 1
 Exhibition environments and display models 2
 State of conservation of the items 3
 Quality of ancillary services 4
 (audio tours / guide / multimedia services / bookshop)

OMAGGIO	(SOLO STRADA) Tipo di rilevazione	(SOLO AEROPORTO) Intervista effettuata in zona transiti
- Sì 1	- Senza supporto pattuglia..... 1	- Sì 1
- No 2	- Con supporto pattuglia 2	- No 2

✂ -----

In the next few months the firms IZI or the Istituto Piepoli may contact you to evaluate my work. For this reason, could you please give me your name and phone number?

The information you gave me will be processed anonymously, according to Italian Law number 196/03 on personal data processing, the so-called "Privacy code". You also have the right to be informed by the data processors of the existence of archived sets of your personal data and of the purpose of the data processing.

DATA _____ COD. INTERVISTATORE _____ TIPO VALICO _____

FIRST NAME / SURNAME : _____

TELEPHONE: _____ / _____

CITY _____ COUNTRY.: _____