

ANKETA ZA OBISKOVALCE

Prosimo, vzemite si nekaj minut časa in nam pomagajte izboljšati vašo izkušnjo naše destinacije. Hvala za sodelovanje.

Datum obiska destinacije: _____

Kraj izvedbe ankete (TIC, hotel XY, ...) _____

Spol (prosimo obkrožite): moški ženski

Starost: _____

1. Od kod prihajate?

	Vpišite besedilo
Kraj	
Število kilometrov do naše destinacije	
Predhodna destinacija obiska v Sloveniji	

2. Kako potujete?

	Število članov
Sami	
Z družino	
S skupino	

3. S katerim prevoznim sredstvom ste pripotovali?

- vlak
- avtobus
- avto
- letalo
- drugo _____

Če ste pripotovali z letalom, navedite letališče na katerem ste pristali.

4. Katero obliko prevoza ste uporabljali/boste uporabljali med bivanjem pri nas?

- kolo
- lokalni javni prevoz (avtobus, vlak,...)
- hodil/a bom peš
- avto
- drugo (organiziran prevoz, taksi,...) _____

5. Je to vaš prvi obisk naše destinacije?

- da ne

Če ne, kolikokrat ste nas obiskali v zadnjih petih letih? _____

6. Kateri je vaš glavni motiv prihoda v našo destinacijo?

- obisk glavnih znamenitosti, ponudba destinacije
- športne aktivnosti (kolesarjenje, pohodništvo, ribolov)
- obisk prijateljev ali sorodnikov
- poslovni obisk
- tematski obisk (srečanje društev, strokovni dogodki,...)
- gastronomija (hrana, vino)
- drugo: _____

7. Katere bodo vaše glavne aktivnosti v naši destinaciji (možnih je več odgovorov)?

- ogled kulturne dediščine, znamenitosti, umetnosti
- športne aktivnosti
- gastronomija (hrana, vino)
- pohodništvo
- kolesarjenje
- ribolov
- drugo: _____

8. Ali ste pri nas prespali?

- da ne

Če je vaš odgovor da, koliko noči boste prespali pri nas? _____

9. Koliko (bo)ste porabili na osebo danes? (upoštevajte prevoz znotraj destinacije, hrano in pijačo, nakupovanje in stroške zabave).

- < 25 €
- 25–50 €
- 50–100 €
- 100–200 €
- > 200 €

10. Koliko (bo)ste porabili na osebo na dan med vašim bivanjem? (upoštevajte stroške nastanitve, prevoz znotraj destinacije, hrano in pijačo, nakupovanje in stroške zabave)

- < 25 €
- 25–50 €
- 50–100 €
- 100–200 €
- > 200 €

11. Kolikšen delež svoje potrošnje ste namenili naslednjim postavkam (približno ocenite z odstotki):

- a) strošek nastanitve
- b) galerije, muzeji in vstopnine

- c) športne aktivnosti
- d) vodenja
- e) hrana in pijača
- f) nakup lokalnih izdelkov
- g) prevozi na destinaciji

12. Kam ste namenjeni naprej?

- vračam se domov
- obiskal bom še sledeče destinacije (navedite): _____

13. Ali ste opazili naša prizadevanja in pobude za razvoj trajnostnega turizma?

- da ne
- Če da, kaj ste opazili? _____

14. Na splošno sem zadovoljen/na s svojim obiskom destinacije.

	Zelo zadovoljen	Zadovoljen	Indifirenten	Nezadovoljen	Razočaran
Destinacija v celoti	5	4	3	2	1
Znamenitosti	5	4	3	2	1
Kulturna ponudba	5	4	3	2	1
Ponudba nastanitev	5	4	3	2	1
Gastronomska ponudba	5	4	3	2	1
Trgovska ponudba	5	4	3	2	1
Športna ponudba	5	4	3	2	1
Zabavnost	5	4	3	2	1
Avtentičnost	5	4	3	2	1
Šarm in atmosfera	5	4	3	2	1
Inovativnost	5	4	3	2	1
Estetika in urejenost	5	4	3	2	1
Trajnost	5	4	3	2	1
Tehnološka podprtost	5	4	3	2	1
Spletni viri informacij	5	4	3	2	1
Tiskani viri informacij	5	4	3	2	1
Turistične oznake v mestu	5	4	3	2	1

15. Kaj vam je bilo v Kranju še posebej všeč?

16. Kaj ste v Kranju pogrešali?

17. Vaši predlogi za izboljšavo izkušnje v prihodnje

VISITOR SURVEY

Please take a moment and fill in this survey. Thank you!

Date of your visit to the destination: _____

Place of survey: _____

Gender: male female

Age: _____

Q2 - 1. Where do you come from?

Country	
Town/City	
Number of kilometers to our destination	
Previous destination of your visit in Slovenia	

Q3 - 2. How are you traveling?

Number of members

Alone	
With family	
In a group	

Q4 - 3. Which vehicle did you travel with?

- Train
- Bus
- Car
- Plane
- Other:

Q5 - If you traveled with a plane, please indicate the airport on which you landed:

Q6 - 4. What form of transportation have you used / will you use while staying with us?

More options possible

- Bike
- Local public transport (bus, train,...)
- I will walk
- Car
- Other (organized bus transportation, taxi ...)

Q7 - 5. Is this your first visit to our destination?

- Yes
- No

Q8 - Please specify how many times have you visited the destination in the last 5 years

Q9 - 6. What is your main motive for coming to our destination?

- Visit the main attractions
- Sports activities (cycling, hiking, fishing,...)
- Visiting friends or relatives
- Business visit
- A thematic visit (meeting of societies, professional events,...)
- Enogastronomy (food, wine)
- Other:

Q10 - 7. What are your main activities in our destination?

More options possible

- Viewing of cultural heritage, sights, art
- Sports activities
- Enogastronomy (food, wine)
- Other :

Q11 - Which sports activities?

More options possible

- Hiking
- Cycling
- Fishing

Q12 - 8. Have you/ will you spend the night at our destination

- Yes
- No

If yes, how many nights will you stay?

Q13 - How much have you spent (or will you spend) per person today (including transport within the destination, food and beverages, shopping and entertainment)?

- < 25 €
- 25 - 50 €
- 50-100 €
- 100-200 €
- > 200 €

Q14 - How much have you spent (or will you spend) during the stay per day/per person (including accommodation, transport within the destination, food and beverages, shopping and entertainment)?

- < 25 €
- 25-50 €
- 50-100 €
- 100-200 €
- > 200 €

Q15 - Please assess the share (in %) of your expenditure for the following segments:

- a) accommodation
- b) attraction entries, galleries, museums
- c) sport activities
- d) guided tours
- e) food and beverage
- f) local products (souvenirs)
- g) transport (while on the destination)

Q16 - Where will you continue your trip to?

- I am returning back home
- I plan to visit another destinations

Q17 - Which destination will you visit next?

Q18 - Have you noticed our efforts and initiatives for the development of sustainable tourism?

- Yes
- No

Q19 - If yes what did you notice?

Q20 - Overall, I'm satisfied with my visit to this destination?

	Very satisfied	Satisfied	Indifferent	Unsatisfied	Dissappointed
Destination as a whole	5	4	3	2	1
Attractions/Sights	5	4	3	2	1
Cultural offer	5	4	3	2	1
Accomodation offer	5	4	3	2	1
Gastronomic offer	5	4	3	2	1
Shopping	5	4	3	2	1
Sports & recreation	5	4	3	2	1
Fun & entertainment	5	4	3	2	1
Authenticity	5	4	3	2	1
Charm and atmosphere	5	4	3	2	1
Innovativeness	5	4	3	2	1
Aesthetics and visual appeal	5	4	3	2	1
Sustainability	5	4	3	2	1
Technological solutions	5	4	3	2	1
Web information sources	5	4	3	2	1
Printed information sources	5	4	3	2	1
Tourist signs	5	4	3	2	1

Q21. What did you especially like in Kranj?

Q22. What did you miss in Kranj?

Q23. Your suggestions for improving the experience in the future: