

**QUESTIONNAIRE REGARDING SATISFACTION WITH TOURIST ATTRACTIONS IN LOMBARDY  
AND WITH THE SERVICES OFFERED BY THE INFOPOINT in LOMBARDIA**

To improve the services offered by Tourist Infopoint in Lombardia, we kindly ask you to answer some questions. Your opinion is very valuable to us.

*The questionnaire is anonymous, the data collected will be processed in compliance with privacy regulations. The collection of information through the questionnaire is exclusively aimed at statistical processing, carried out using electronic systems, by the Infopoint where you are, by Explora S.c.p.A. and by Regione Lombardia, solely to measure satisfaction with the services available at the Infopoint as well as the tourist attractions of the destination in which the Infopoint itself is situated. The results of the surveys may only be disseminated anonymously and in aggregate form.*

The questionnaire takes about 5–10 minutes to complete and should be returned to the appropriate box at the Infopoint.

**Section A: Specifics and co-ordination of the trip**

**A1 – How did you get here?**

- 1. Car .....
- 2. Train.....
- 3. Scheduled flight.....
- 4. Low-cost flight .....
- 5. Other: please specify.....

**A2 – How did you find about this destination?**

- 1. I already knew about it.....
- 2. Through internet .....
- 3. From friends and acquaintances .....
- 4. From books and tourist guides.....
- 5. From social networking sites.....
- 6. Other: please specify.....

**A3 – Have you already been to this tourist location?**

- 1. It is the first time .....
- 2. Yes, other times: specify how many.....

**A4 – What are the main reasons for your trip?**

- 1. Tourism .....
- 2. Work .....
- 3. Visiting family/friends.....
- 4. Other: please specify .....

**A5 – How long is your trip?**

- 1. 1 day .....
- 2. 2-3 days.....
- 3. 4-6 days.....
- 4. One week or more .....

**A6 – Who has come with you on this trip?**

- 1. No-one .....
- 2. Partner .....
- 3. Family member(s) .....
- 4. Friend(s) .....
- 5. Work colleague(s) .....
- 6. Other: please specify .....

**A7 – Please state the reasons for using the following to help in the organisation of your trip.**

**(1-not used; 2-to find out information; 3-to book accomodation; 4-to book activities)**

	1- not used	2- to find out information	3- to book accomodation	4- to book activities
1. Tour operator/Travel agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Tourist Infopoint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Paper information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Advice from friends/family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Tourism promotion bodies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Websites: please specify.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Section B: Tourist Infopoint

### B1 – How often do you go to the Infopoints?:

1. I use them always/very often .....
2. I use them sometimes/rarely .....

### B2 – What do you/would you mainly use the Infopoints for? (max. 4 answers)

1. To get information .....
2. Make reservations .....
3. To buy tickets and/or services .....
4. To buy gadgets/souvenirs .....
5. To buy local products .....
6. Access free Wi-Fi .....
7. Information material .....
8. Other: please specify .....

### B3 - How do you rate these aspects relating to the visibility of the Infopoint?

(1-inadequate; 2-adequate; 3-reasonable; 4-good; 5-excellent)

1. Ease of identifying and reaching the Infopoint ..... ① ② ③ ④ ⑤
2. Ease of access (eg. signage, disabled access) ..... ① ② ③ ④ ⑤
3. Accessibility of information in opening hours ..... ① ② ③ ④ ⑤
4. Accessibility of information during hours of closure (eg. external information, signage)... ① ② ③ ④ ⑤
5. Appropriate opening hours (eg. weekends, holidays) ..... ① ② ③ ④ ⑤

### B4 - How do you rate these aspects relating to Infopoint staff?

(1-inadequate; 2-adequate; 3-reasonable; 4-good; 5-excellent)

1. Competency of the operators ..... ① ② ③ ④ ⑤
2. Knowledge of foreign languages ..... ① ② ③ ④ ⑤
3. Courtesy and availability ..... ① ② ③ ④ ⑤
4. Ability to understand needs and provide information tailored to needs ..... ① ② ③ ④ ⑤

### B5 – How would you rate these aspects relating to the services offered by Infopoint?

(1-inadequate; 2-adequate; 3-reasonable; 4-good; 5-excellent)

1. Layout and attention to the surroundings ..... ① ② ③ ④ ⑤
2. Completeness of the paper materials available (eg. brochures, maps) ..... ① ② ③ ④ ⑤
3. Ease of gathering information independently ..... ① ② ③ ④ ⑤
4. Opportunity to use technological support ..... ① ② ③ ④ ⑤
5. Opportunity to use the Wi-Fi network ..... ① ② ③ ④ ⑤
6. Opportunity to buy local products (if available at the Infopoint) ..... ① ② ③ ④ ⑤
7. Opportunity to buy gadgets/souvenirs (if available at the Infopoint) ..... ① ② ③ ④ ⑤

### B6 – Based on your experience, how satisfied are you with the service received?

(use a scale of 1 to 5, where 1 means “not at all satisfied”, and 5 means “completely satisfied”)

① ② ③ ④ ⑤

B7- Space for recommendations and notes .....

**Section C: Tourist attractions**

**C1 – How do you rate the following elements of this tourist destination?**

**(1-inadequate; 2-adequate; 3-reasonable; 4-good; 5-excellent)**

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 1. Accessibility.....   | ① | ② | ③ | ④ | ⑤ |
| 2. Local Transport.....   | ① | ② | ③ | ④ | ⑤ |
| 3. Security .....   | ① | ② | ③ | ④ | ⑤ |
| 4. Cleanliness and maintenance .....                                | ① | ② | ③ | ④ | ⑤ |
| 5. Weather conditions .....   | ① | ② | ③ | ④ | ⑤ |
| 6. Untouched nature and green spaces.....                           | ① | ② | ③ | ④ | ⑤ |
| 7. Variety of cultural heritage (eg. architecture, traditions)..... | ① | ② | ③ | ④ | ⑤ |
| 8. Quality and types of accomodation (eg. hotels, apartments) ..... | ① | ② | ③ | ④ | ⑤ |
| 9. Hospitality of local residents.....                              | ① | ② | ③ | ④ | ⑤ |
| 10. Culinary offerings .....  | ① | ② | ③ | ④ | ⑤ |
| 11. Sports offerings .....  | ① | ② | ③ | ④ | ⑤ |
| 12. Shopping and purchasing opportunities .....                     | ① | ② | ③ | ④ | ⑤ |
| 13. Entertainment and Night life opportunities .....                | ① | ② | ③ | ④ | ⑤ |
| 14. Relaxation opportunities.....                                   | ① | ② | ③ | ④ | ⑤ |
| 15. Opportunity to use wellness centres .....                       | ① | ② | ③ | ④ | ⑤ |
| 16. Opportunity to take part in events .....                        | ① | ② | ③ | ④ | ⑤ |
| 17. Opportunity to organise conferences and meetings .....          | ① | ② | ③ | ④ | ⑤ |

**C2 - Based on your experience, how satisfied are you with the tourist attractions at this destination?**

**(use a scale of 1 to 5, where 1 means “not at all satisfied”, and 5 means “completely satisfied”)**

- ① ② ③ ④ ⑤

**Section D: Respondent information**

**D1 - Sex**

1. Male.....
2. Female .....

**D4 - Education level**

1. Compulsory schooling.....
2. A levels.....
3. Graduate and post-graduate .....

**D2 - Origin**

1. Italian:  
specify city.....
2. Other:  
specify country.....

**D5 - Profession**

1. Entrepreneur / freelancer .....
2. Business owner / trader.....
3. Manager / supervisor / executive.....
4. Employee .....
5. Teacher / lecturer .....
6. Labourer.....
7. Student .....
8. Pensioner .....
9. Unemployed .....
10. Other: please specify.....

**D3 - Age**

1. 18-34 .....
2. 35-54 .....
3. 55-74 .....
4. 75 + .....

***That is the end of the survey, thank you for your contribution.***

***(Space for the Infopoint data collector)***

**NAME AND PLACE OF INFOPOINT:** \_\_\_\_\_

**DATE OF SURVEY:** \_\_\_\_\_