



The Land of Kilimanjaro, Zanzibar and The Serengeti

**DESTINATION SURVEY
CONDUCTED BY
TANZANIA TOURIST BOARD
AND
COMMISSION FOR TOURISM
ZANZIBAR**



Good morning/afternoon, Sir/Madam. My name is from the Tanzania Tourist Board. We welcome you to Tanzania. We kindly request you to participate in this survey of non-residents, which will help us make your future stay here more pleasant. It will take about 10 – 15 minutes, and is conducted anonymously.

1. Where did you hear about this country? (*Mark the appropriate answer, more answers possible*)

1. I already knew of it (from childhood).
2. The Internet.
3. The Tanzania Tourist Board website.
4. Friends and relatives.
5. Media.
6. Books and guides.
7. Tour operator or Travel agent.
7. Fairs, or exhibitions, or road shows.
8. It was part of the travel package.
9. Other, what: _____

2. Is this your first visit to Tanzania? (*Mark the appropriate answer*)

1. No. → How many times have you visited this country in the past? _____
2. Yes.

3. What has motivated you to visit Tanzania on this trip?

4. Which other countries did or will you visit on this trip? (*Name the countries in the order of visit*)

5. What are your main activities on this trip to Tanzania? (*Mark the appropriate answer*)

1. Business.
2. Attending a conference, congress, or seminar.
3. Historical visit.
4. Cultural visit
5. Mountain climbing.
6. Sports and recreation.
7. Wildlife safari.
8. Beach holiday.
9. Visiting friends and relatives.
10. Other(s), what: _____

6. What recreational or leisure activities do you do regularly in your home country?

7. What image did you have of Tanzania prior to your first visit? (*as Dubai is a **shopping** destination*)

8. What image do you have of Tanzania now?

9. Please rate the strength of the image you have of Tanzania (in question 8 above), on a scale of 1 to 6, where »1« means you feel that this image is very weak, and »6« means this image is very strong.

	Very weak			Very strong			I don't know
	1	2	3	4	5	6	
I feel that this image of destination Tanzania is ...							

10. This part of the questionnaire refers to your feelings and comprehension of the value of your stay at this tourist destination. For each of the following statements, please tell us to what extent you agree with it. »1« means you completely disagree and »6« that you completely agree with the statement.

	I completely disagree			I completely agree			I don't know
	1	2	3	4	5	6	
a) Overall, staying in this destination has been very valuable to me.							
b) I have gained a lot of new knowledge and experiences in this destination.							
c) Staying at this destination is worth every money paid							

11. In this part of the questionnaire, we ask you to rate your overall satisfaction with your visit to Tanzania on a scale of 1 to 6. Here »1« means you are completely dissatisfied and »6« that you are completely satisfied.

	Completely dissatisfied			Completely satisfied			I don't know
	1	2	3	4	5	6	
What is your overall satisfaction with your visit to Tanzania							

12. Now we would like to ask you to tell us to what extent do you agree with the following statements (»1« means you completely disagree and »6« that you completely agree with it):

	I completely disagree			I completely agree			I don't know
	1	2	3	4	5	6	
a) I am pleased that I decided to visit this country.							
b) The visit to this country exceeded my expectations.							
c) I will speak highly of this country to my friends and colleagues.							

13. In your opinion, what brand (name, slogan) could best promote Tanzania as a tourist destination?

For the very end, a few questions about you.

14. Please, name your country of residence: _____

15. Year of birth: _____

16. Gender: (Mark the appropriate answer): 1. Male 2. Female

Thank you very much for your time and answers!