

Parte B. Duration of Stay and places visited

B1. How many nights are you going to spend in Santander? (Include the nights you already spent in Santander) _____
(Encuestador si la respuesta es 0 noches ingresar 0)

B2. How many towns are you going to visit during your stay in Santander? (Include the towns you have visited) _____
(Si la respuesta es 0 ir a B5)

(Encuestador, si el número de municipios visitados es >7 municipios, solo se registra la información de máximo hasta 7 municipios)

What is the name of the _____ town? (Encuestador el guion se completa con primer, segundo, etc)	How many nights are you going to stay in _____ (Include the nights you already spent) (encuestador completar guion con nombre de municipio) (Encuestador si la respuesta es 0 noches ingresar en la casilla 0) (Encuestador si la respuesta es 0 noches no preguntar el tipo de alojamiento utilizado)	What type of accommodation are you going to use? Only answer 1. With relatives or friends 2. Hotel 3. Inn 4. Tourist inn 5. Hostel/Shelter/Haven 6. Agrotourist Farm/Rural accommodation 7. Resort 8. Own holiday house/cabin 9. Rented holiday house/cabin 10. Aparthotel 11. Rented house/apartment 12. Own house/Apartment 13. Rented room in homestead 14. Free room in unrelated homestead 15. Camping 16. No accommodation Other, which one? (Encuestador ingresar en la casilla el código del tipo de alojamiento. Si la respuesta es otro ingresarla en la casilla)
B3.1 first:	B3.1.1	B3.1.2
B3.2 second:	B3.2.1	B3.2.2
B3.3 third:	B3.3.1	B3.3.2
B3.4 fourth:	B3.4.1	B3.4.2
B3.5 fifth:	B3.5.1	B3.5.2
B3.6 six	B3.6.1	B3.6.2
B3.7 seventh	B3.7.1	B3.7.2

(Encuestador si el encuestado solo visitó un municipio, ingrese el municipio en B4 y no haga la pregunta B4)

B4. Of the named towns, which is the main destination of the trip? _____ Only answer

(Encuestador el destino principal del viaje es: Main destination that was key to make the decision of travelling to Santander or the main destination of the trip is where you are going to spend most of the time)

B5. What activities are you going to do in Santander? (Include the activities you have already done) Multiple answer											
1[]	Attend performing arts not being part of festivals.										
2[]	Attend performing arts festival (Music, film, dance).										
3[]	Attend fairs and festivals in towns.										
4[]	<p>Visit museums, houses of culture, churches, sanctuaries, monuments.</p> <p>4.1 Which ones?</p> <table border="0"> <tr> <td>1[] Cathedrals, churches</td> <td>6[] Historic bridges</td> </tr> <tr> <td>2[] Houses of culture</td> <td>7[] Monuments</td> </tr> <tr> <td>3[] Art museums</td> <td>8[] Cemeteries</td> </tr> <tr> <td>4[] Archaeological museums</td> <td>9[] Sanctuaries</td> </tr> <tr> <td colspan="2">5[] Farms and/or Historic houses</td> </tr> </table> <p>Other, which one? _____</p>	1[] Cathedrals, churches	6[] Historic bridges	2[] Houses of culture	7[] Monuments	3[] Art museums	8[] Cemeteries	4[] Archaeological museums	9[] Sanctuaries	5[] Farms and/or Historic houses	
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4[] Archaeological museums	9[] Sanctuaries										
5[] Farms and/or Historic houses											
5[]	<p>Visit to theme/amusement parks</p> <p>5.1 Which ones?</p> <p>1[] Parque Nacional del Chicamocha</p> <p>2[] Acuparque Nacional del Chicamocha</p> <p>3[] Neomundo</p> <p>4[] Parque del Agua</p> <p>5[] Ecoparque Cerro del Santísimo</p> <p>6[] Acualago</p> <p>7[] None of the above</p>										
6[]	<p>Visit to natural parks, waterfalls, rivers, wells, spas, zoos and botanic gardens.</p> <p>6.1 Which ones?</p> <p>1[] Parque Gallineral</p> <p>2[] Reservations/natural parks</p> <p>3[] Scenic lookouts</p> <p>4[] Waterfalls</p> <p>5[] Rivers, wells, spas</p> <p>6[] Zoos</p> <p>7[] Botanic gardens</p> <p>8[] Caves</p> <p>Other, which one? _____</p>										
7[]	Stroll the streets and parks of the town.										
8[]	<p>Visit to farms or factories where the process of making coffee, brown sugar, candies, etc. is taught.</p> <p>8.1 Which ones?</p> <p>1[] Coffe process</p> <p>2[] Panela process</p> <p>3[] Candy process</p> <p>Other, which one? _____</p>										
9[]	Visit to casinos and other gaming places										
10[]	<p>Sports practice</p> <p>10.1 Which ones?</p> <p>1[] Rafting</p> <p>2[] Speleology (recreative exploration of caves)</p> <p>3[] Rappel in waterfalls</p> <p>4[] Paragliding</p> <p>5[] Hiking</p> <p>6[] Rock climbing</p> <p>7[] Bungee Jumping</p> <p>Other, Which one? _____</p>										
11[]	Attend competitions or sports events.										
12[]	Visit to discos, bars, karaoke and dance floors										

13[]	Visit to shopping centers
14[]	Shopping in stores not located in shopping centers.
15[]	Religious activities (Processions, mass, attendance to holy week ceremonies)
16[]	Make investments/Attend business meetings
17[]	Attend conferences/Congresses/commercial fairs
18[]	None
Other, Which one? _____	

Parte C. Transport used

C1. What means of transport did you use to get to Santander? Only answer

(Encuestador si el encuestado utilizó más de un tipo de transporte, seleccione únicamente en el que recorrió la mayor distancia)

- | | |
|--|--|
| 1. <input type="checkbox"/> Own vehicle | 5. <input type="checkbox"/> Car rental |
| 2. <input type="checkbox"/> Friend or relative's vehicle | 6. <input type="checkbox"/> Land passenger transport |
| 4. <input type="checkbox"/> Air transport | |

Other, which one? _____

C2. Which mean of transport are you going to use most of the time in Santander? Only answer

- | | |
|--|--|
| 1. <input type="checkbox"/> Own vehicle | 5. <input type="checkbox"/> Car rental |
| 2. <input type="checkbox"/> Friend or relative's vehicle | 6. <input type="checkbox"/> Land passenger transport |

Other, which one? _____

Parte D. Travel group

D1. How many people including yourself, are going to make the trip together since your arrival until your departure?

_____ (Encuestador si la persona viajó solo ingrese 1)

D2. The people mentioned above are: Multiple answer

1. ☐ I travel alone
2. ☐ My date/ boyfriend/girlfriend/spouse
3. ☐ My children
4. ☐ Other relatives
5. ☐ Friend(s)
6. ☐ Coworkers
7. ☐ Classmates
8. ☐ Other tourists (Includes all unknown people or without any link to you) **D8.1 How many were other tourists?** _____

Other, which one? _____

Parte E. Preparation costs and expenses during the trip to Santander

E1. Is the trip to Santander part of a package tour/tourism plan or excursion? [It includes: Plans offered by hotels (vacation plans, weekend plan, wedding night plan, etc.). In general, it refers to plans including not only accommodation, but also other complementary services such as meals, drinks, activities, etc.]] Only answer

1()	<p>Yes</p> <p>E1.1 What other cities/towns outside of Santander it include? Multiple response</p> <p>99. <input type="checkbox"/> None <input type="checkbox"/> Barranquilla <input type="checkbox"/> Bogotá <input type="checkbox"/> Cartagena <input type="checkbox"/> Cúcuta</p> <p>Others, Which ones? _____</p>
2()	<p>No</p> <p>(Si la respuesta es No ir a E5)</p>

E2. How much did you pay for the package tour or excursion? (Si la respuesta es 0 ingrese 0) (Si la respuesta es 0 ir a E3)	E2.1 How many people were included?	E3. The package tour/tourism plan or excursion was purchased from: Only answer	
_____ Colombian Pesos	_____ People	1()	<p>Travel Agency/Tour operator</p> <p>E3.1 Where is travel agency/tour operator located?</p> <p>1. () Santander 2. () A Colombian city (not located in Santander) 3. () Abroad</p>
		2()	Accommodation place (Hotel, hostel, inn ...)

E4. What products and services the package tour or excursion include? Multiple answer

- | |
|--|
| 1. <input type="checkbox"/> International air transport (Round trip) |
| 2. <input type="checkbox"/> Air transport from a Colombian city to Santander (Round trip) |
| 3. <input type="checkbox"/> Land passenger transport from a Colombian city to Santander (Including round trip) |
| 4. <input type="checkbox"/> Land passenger transport to travel in Santander |
| 7. <input type="checkbox"/> Accommodation |
| 8. <input type="checkbox"/> Meals and drinks |
| 9. <input type="checkbox"/> Recreational, cultural and sport activities |
| 13. <input type="checkbox"/> Attendance to conferences, seminars, congresses, commercial fairs, exhibitions |

Other services, Which ones? _____

E5. Of the expenses that I am going to give you, which ones did you do before (only expenses of preparation of the trip) and will do during your trip to Santander <u>outside the package/Touristic plan or excursion?</u> (Include expenses already incurred) Multiple answer (Encuestador si el viaje fue paquete/Plan turístico o excursión hacer la pregunta incluyendo la frase subrayada)		E5.1 How much money are you going to spend in ____? (Include money spent) (Encuestador en guion el tipo de gasto) (Encuestador ingresar el valor en la casilla)	E5.2 How many people will be covered with it? (Encuestador ingresar el valor en la casilla)	E6. What trip expenses will be incurred by another person or company different to you or your trip group? (Include expenses already incurred) Multiple answer
99[]	I will not pay any expenses at all (Si la respuesta es 99 ir a E6)			99[] This situation will not present during the trip
1[]	International air transport (Round trip)	\$ E5.1.1 Type of currency: _____		1[]
2[]	Air transport from a Colombian city to Santander (Round trip)	\$ COP		2[]
3[] ★	Land passenger transport from a Colombian city to Santander (Including round trip)	\$ COP		3[] ★
4[]	Land passenger transport to travel in Santander	\$ COP		4[]
5[] ●	Car rental	\$ COP		5[] ●
6[]	Fuel	\$ COP		6[]
7[]	Accommodation	\$ COP		7[]
8[]	Meals and drinks	\$ COP		8[]
9[]	Recreational, cultural and sport activities	\$ COP		9[]
10[]	Crafts (including clothes and/or hand-made foot wear), souvenirs	\$ COP		10[]
11[]	Valuables (Jewelry, artworks)	\$ COP		11[]
12[] ▲	Durable goods (Clothes, footwear, sports equipment, etc.)	\$ COP		12[] ▲
13[]	Attendance to conferences, seminars, congresses, commercial fairs, exhibitions	\$ COP		13[]
14[]	Courses/teaching workshops	\$ COP		14[]
15[]	Medical services (Including plastic surgery)	\$ COP		15[]
[]	Other expenses, Which ones?			Other expenses, Which ones?



(Encuestador si la respuesta en E5 o en E6 es 3 hacer la pregunta E7)

E7. What is the name of the land passenger transport company from a Colombian city to Santander? Only answer



(Encuestador si la respuesta en E5 o en E6 es 5 hacer la pregunta E8)

E8. The car rental service is going to be purchased: Only answer

1.() In Santander

2.() Out of Santander



(Encuestador si la respuesta en E5 o en E6 es 12 hacer la pregunta E9)

E9. Where are you going to spend the most: on clothes, foot wear, sports equipment, etc. (durable goods) before and during your trip to Santander: Only answer

1.() In a town in Santander

2.() In a town or city in Colombia different from Santander

3.() Abroad

E10. The expenses of the ____ people in the travel group are going to be paid by: Multiple answer

(Encuestador el guion se completa con la diferencia entre D1 – D8.1)

1. [] by myself

2. [] My date/ boyfriend/girlfriend/spouse

3. [] Each person paid for his/her own expenses

4. [] All expenses were added and Split equally

5. [] By other(s) relative(s)/friend(s)

6. [] Each family paid for their own expenses

7. [] All expenses were paid by everybody but not equally split

8. [] By the company I work with or a member of the group works with

9. [] Part of the expenses were paid by the company I work with or a member of the group works with

10.[] An Enterprise which is not the company I or any member of the group works with

Other, which one? _____

Parte F. Perception of the trip to Santander

F1. In your stay in Santander have you used accommodation service? 1.() Yes 2. () No

(Si la respuesta es Si, diligenciar los aspectos)

On a scale from 1 to 10, where 1 is Very dissatisfied and 10 Very satisfied, could you value the following aspects about the hosting service that I am going to name?. (Encuestador entregar tarjeta e ingresar la calificación dada por el encuestado en cada aspecto).

1. Physical condition of the building ____ 3. Sheets and towels conditions ____ 5. Treatment of Staff ____

2. Furniture condition ____ 4. Hygiene and cleaning ____ 6. Catering ____ 7. Accommodation prices ____

F2. Have you used restaurants services in your travel? 1. () Yes 2. () No

(Si la respuesta es Si, diligenciar los aspectos)

On a scale from 1 to 10, where 1 is Very dissatisfied and 10 Very satisfied, could you value the following aspects about the restaurants services.

8. Taste of the dishes ____ 10. Treatment of Staff ____ 12. Prices of the dishes ____

9. Variety of the cuisine ____ 11. Hygiene and cleaning ____

On a scale of 1 to 10, where 1 is Very Unsatisfied and 10 Very Satisfied Could you value the following environmental factors.

(Encuestador si el aspecto no aplica ingrese en el guion 11)

13. Cleaning and cleanliness of the towns _____ 15. Hospitality _____
14. Cleaning and conservation of the visited places (theme parks, natural parks, natural places (waterfalls, rivers) _____

On a scale from 1 to 10, where 1 is Very dissatisfied and 10 Very satisfied, could you value the following aspects about Leisure, recreation and free time.

(Encuestador si el aspecto no aplica ingrese en el guion 11)

16. Cultural Activities _____ 18. Parks _____
17. Sports Activities _____ 19. Discos, bars, casinos _____

On a scale from 1 to 10, where 1 is Very dissatisfied and 10 Very satisfied, could you value the following aspects about Infrastructure.

(Encuestador si el aspecto no aplica ingrese en el guion 11)

20. Road conditions _____ 22. Security _____
21. Local transport _____

F3. What would you recommend to attract more tourists to Santander? (Highlight the details that have displeased you so far) _____

F4. On a scale of 1 to 10, where 1 is Very Unsatisfied and 10 Very Satisfied. Could you value your experience of your visit to Santander so far. _____

F5. Taking into account the experience lived so far, would you visit Santander again?

1. () Yes 2. () I am not sure 3. () I wouldn't come back

F6. Would you recommend Santander as a tourist destination?

1. () Yes 2. () I am not sure 3. () No

F7. How many times have you visited Santander in the last two years? ____

Parte G. How visitors hear about Santander

G1. Before coming to Santander, how did you hear about the tourist destinations visited?

Multiple answer

- | | | |
|--|-----------------------------|-------------------|
| 1[] I had already learned about them | 6[] Travel agency | 11[] Email |
| 2[] Friends and/or relatives | 7[] Tour guide company | 12[] Online adds |
| 3[] Internet search | 8[] Twitter | 13[] Blog |
| 4[] Mass media (newspaper, radio, television) | 9[] Facebook | |
| 5[] The website VisitaSantander | 10[] Other social networks | |
- Others, which ones? _____

G2. During your stay in Santander, how are you going to get more information about tourist destinations?

Multiple answer

- | | | |
|----------------------|---|---|
| 1[] Relatives | 6[] Blog | 11[] Inhabitants of the towns visited |
| 2[] Hotel | 7[] Friends | 12[] Printed tour guides, magazines |
| 3[] Other tourist | 8[] The website VisitaSantander | 13[] Public service drivers (taxi, bus, minibus) |
| 4[] Internet search | 9[] Tour guides (person) | 14[] I will not look for any other information |
| 5[] Social networks | 10[] Travel agencies or operating agencies | |

Others, which ones?

G3. After your trip to Santander, what social networks are you going to share your travel experience on (Comments, photos, etc.)?

Multiple answer

- | | | |
|---|------------------|---|
| 1[] I did not share on social networks | 5[] Pinterest | 9[] Flickr |
| 2[] Facebook | 6[] TripAdvisor | 10[] Messenger (Skype, Whatsapp, messenger) |
| 3[] Twitter | 7[] Google+ | 11[] Instagram |
| 4[] LinkedIn | 8[] Youtube | |

Others, which ones?

G4. Would you like to get information about Santander in your email account?

1. () Yes

2. () No

G5. Would you like to get an invitation on social networks to follow Santander?

1. () Yes 1.1 How can we search for you on Facebook? _____

1.2 How can we search for you on Twitter? _____

2. () No

A8.1 Name: _____

A8.2 Last name: _____

A9. Email: _____

A10. Mobile phone: _____

A11. Home phone: _____

Comments: _____

Thank you for your participation, the results of this research will be shared on Santander Situr portal
www.sitursantander.co