

Dear visitor

The aim of the survey is to assess your satisfaction with Lahemaa National Park and identify the factors influencing your choices during the visit. Your feedback helps to understand your expectations and improve your visitor experience.

It takes about 12 minutes to complete the questionnaire. The questionnaire is anonymous.

Please share the questionnaire with your connections if you wish.

If you have any questions please email: Tatjana Koor, tatjana.koor@ut.ee (University of Tartu Pärnu College)

Factors influencing your choices during the visit

1) How often do you go on holiday?

Abroad

- 3 or more times a year
- 2 times a year
- once a year
- once in two years
- less
- don't go on holiday abroad

Home country

- 3 or more times a year
- 2 times a year
- once a year
- once in two years
- less
- don't go on holiday in my home country

2) How long does your ordinary holiday last?

Abroad

- 1 day
- 2-3 days
- 4-5 days
- 6-7 days
- longer (specify) _____

Home country

- 1 day
- 2-3 days
- 4-5 days
- 6-7 days
- longer (specify) _____

3) What is the purpose of your holiday trip? (choose all suitable alternatives)

- nature holiday
- cultural holiday (incl. events)
- spa holiday
- beach holiday
- family holiday
- active holiday (a range of different activities)
- discovering new destinations
- visiting nature reserves (incl. national parks)
- other (specify) _____

4) What kind of holiday-maker are you? (choose one of the alternatives)

- Active – when travelling I'd like to experience and see as much as possible
- Passive – every day I'd like to spend some time in my accommodation and visit just a couple of places at the destination
- don't know

5) Where do you search information about the destination? (choose all suitable alternatives)

- entering key words in a search engine (e.g. Google)
- official public travel websites (e.g. puhkaeestis.ee)
- websites of local municipalities
- websites of local businesses
- paper leaflets and brochures
- social media (e.g. Facebook, Twitter)
- booking websites (e.g. booking.com, Tripadvisor)
- travel agents
- friends / acquaintances
- tourism information centres
- other (specify) _____

6) How do you prefer to book your holiday (as a single trip)?

- on the Internet on the homepage of the travel office
- in the travel office (on the spot)
- through booking websites (Booking.com, Airbnb)
- contacting the service providers, booking directly
- use both (travel office services and book myself)
- do not book in advance (do it at the destination)
- other (specify) _____

7) What kind of activities would you like have at the destination of nature tourism? (choose all suitable alternatives)

- taking a walk in the region of marked study trails
- activities in the water (e.g. canoeing, diving)
- activities on the mainland (e.g. cycling, horseback riding)
- going in for winter sports
- visiting an adventure park
- other (specify) _____

8) What kind of factors are essential to you during a visit to the destination of nature tourism?

(evaluate all the factors)

	not important	low importance	fairly important	very important	no opinion
Image of the destination					
Cleanliness and order					
Security					
Nature					
Culture (incl. events)					
Educational nature-related programmes					
Activities					
Catering services					
Accommodation services					
Shopping possibilities (incl. souvenirs)					
Public transport connections					
Parking possibilities					
Signposts					
Availability of information before the trip					
Availability of information during the trip					
Varied range of services					
Activities for children					
Possibilities for visitors with special needs					
Hiking trails (their variety and maintenance)					
Recreation grounds					
Quality of services / products					
Quality of service					
Price of services					
Value for money					
Booking possibilities					
Locating places in the map applications (Google Maps)					
General impression of the destination					
Following the principles of sustainable tourism					
Local raw material					
Attitude of locals towards visitors					
Recommendations from others					
Closeness to home (home country)					

Evaluation of Lahemaa National Park as a tourism destination

9) Name 3 key words that relate to Lahemaa National Park tourism area.

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10) How many times have you visited Lahemaa during the last 5 years?

- once
- 2-3 times
- 4-5 times
- more than 5 times

11) In which season did you visit Lahemaa? (choose all suitable alternatives)

- in spring
- in summer
- in autumn
- in winter

12) Why did you choose Lahemaa as the destination? (choose all suitable alternatives)

- | | |
|--|--|
| <input type="checkbox"/> earlier good visit experience | <input type="checkbox"/> interesting attractions / activities |
| <input type="checkbox"/> friends/acquaintances recommended | <input type="checkbox"/> natural environment |
| <input type="checkbox"/> attractive advertising (where?) _____ | <input type="checkbox"/> good location |
| <input type="checkbox"/> varied range of services | <input type="checkbox"/> destination follows the principles of sustainable tourism development |
| <input type="checkbox"/> suitable price level | <input type="checkbox"/> other (specify) _____ |
| <input type="checkbox"/> attended an event | |

13) What means of transport did you use to reach Lahemaa? (choose one alternative)

- | | | |
|---|-------------------------------------|--|
| <input type="checkbox"/> personal vehicle | <input type="checkbox"/> rental car | <input type="checkbox"/> train |
| <input type="checkbox"/> bus | <input type="checkbox"/> bicycle | <input type="checkbox"/> other (specify) _____ |

14) With whom did you visit Lahemaa? (choose all suitable alternatives)

- | | | |
|---|--|--|
| <input type="checkbox"/> alone | <input type="checkbox"/> friends | <input type="checkbox"/> group (more than 15 people) |
| <input type="checkbox"/> mate / partner | <input type="checkbox"/> co-workers | <input type="checkbox"/> other (specify) _____ |
| <input type="checkbox"/> family | <input type="checkbox"/> group (up to 15 people) | |

15) For how many nights did you stay at Lahemaa? (choose one alternative)

- 1 night 2-3 nights 4-5 nights more than 5 nights did not stay (*continue with question 17*)

16) Where did you stay at Lahemaa? (choose one alternative)

- | | | |
|--|---|---|
| <input type="checkbox"/> guesthouse | <input type="checkbox"/> visitor's apartment | <input type="checkbox"/> tent |
| <input type="checkbox"/> holiday home | <input type="checkbox"/> camping | <input type="checkbox"/> have an apartment/house at the destination |
| <input type="checkbox"/> hotel (incl. spa hotel) | <input type="checkbox"/> at relatives'/friends' house | <input type="checkbox"/> other (specify) _____ |

17) Where did you get information about Lahemaa? (choose all suitable alternatives)

- | | |
|--|---|
| <input type="checkbox"/> entering key words in a search engine (e.g. Google) | <input type="checkbox"/> social media (e.g. Facebook, Twitter) |
| <input type="checkbox"/> official public travel websites (e.g. visitestonia.com) | <input type="checkbox"/> booking websites (e.g. booking.com, Tripadvisor) |
| <input type="checkbox"/> websites of local municipalities | <input type="checkbox"/> travel agents |
| <input type="checkbox"/> websites of local businesses | <input type="checkbox"/> friends / acquaintances |
| <input type="checkbox"/> kaitsealad.ee (protected areas) website | <input type="checkbox"/> tourism information centres |
| <input type="checkbox"/> loodusegakoos.ee (together with nature) website | <input type="checkbox"/> other (specify) _____ |
| <input type="checkbox"/> paper leaflets and brochures | |

18) Approximately how much money did you spend per person a day at Lahemaa?

	0 euros	1-50 euros	51-100 euros	101+ euros	Prefer not to respond
Accommodation					
Meals					
Activities					
Transport					

19) Would you recommend the area of Lahemaa National Park to your friends, colleagues? (Please assess on the scale of 10, where 1 – do not recommend, 10 – definitely recommend)

1 – do not recommend	2	3	4	5	6	7	8	9	10 – recommend
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20) Will you visit Lahemaa in the future? (choose one alternative)

- no rather no rather yes yes no opinion

21) Please assess Lahemaa as the destination

Please assess every factor.

	not satisfied	rather not satisfied	fairly satisfied	very satisfied	no opinion
Cleanliness and order					
Security					
Nature					
Culture (incl. events)					
Educational nature-related programmes					
Activities					
Catering services					
Accommodation services					
Shopping possibilities (incl. souvenirs)					
Public transport connections					
Parking possibilities					
Signposts					
Availability of information before the trip					
Availability of information during the trip					
Varied range of services					
Activities for children					
Possibilities for visitors with special needs					
Hiking trails (their variety and maintenance)					
Recreation grounds					
Quality of services					
Quality of service					
Price of services					
Value for money					
Booking possibilities					
Locating places in the map application (e.g. Google Maps)					
General impression of the destination					
Following the principles of sustainable tourism					
Local raw material					
Attitude of locals towards visitors, helpfulness					

22) Please explain why you were satisfied or were not.

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Responder's profile:

23) Gender: Female Male prefer not to disclose

24) Age: under 18 19-25 26-35 36-45 46-55 56-65 over 65

25) Education: basic education secondary education vocational education higher education
 other (specify) _____

26) Place of residence (country) _____

Thank you!

The questionnaire was compiled by Tatjana Koor (University of Tartu Pärnu College) and the survey was carried out during the International LEADER Cooperation Project "Development of Sustainable Tourism".