

Dear Guest/s

We hope you enjoy your stay in Lithuania. The National Tourism Agency “LITHUANIA TRAVEL” would be very grateful if you could complete a short survey by answering some questions about your experience in Lithuania. All answers will be anonymous and strictly confidential. It will take around 10 minutes to complete a survey.

**1. Please indicate your country of residence.**

- |                   |                |
|-------------------|----------------|
| a) Latvia         | h) Spain       |
| b) Poland         | i) Israel      |
| c) Germany        | j) Sweden      |
| d) Estonia        | k) Norway      |
| e) United Kingdom | l) Finland     |
| f) France         | m) Netherlands |
| g) Italy          | n) Belgium     |

**2. What is your main reason for visiting Lithuania? (PLEASE SELECT ONE ANSWER ONLY)**

- a) Business
- b) Conference / seminar / convention
- c) Holiday
- d) City break / sightseeing
- e) Visiting friends /relatives
- f) Religion / pilgrimage, attending religious meetings and events
- g) Shopping
- h) Health / medical care / beauty services
- i) Sporting event
- j) Cultural event
- k) Other

**3. Does this trip have any other purpose? (YOU MAY SELECT MORE THAN ONE ANSWER)**

- a) Business
- b) Conference / seminar / convention
- c) Holiday
- d) City break / sightseeing
- e) Visiting friends / relatives
- f) Religion / pilgrimage, attending religious meetings and events
- g) Shopping
- h) Health / medical care / beauty services
- i) Sporting event
- j) Cultural event
- k) Other

**4. Is Lithuania your only destination? (PLEASE SELECT ONE ANSWER ONLY)**

- a) Yes, it is
- b) Lithuania is the target destination, but while traveling you have also visited other countries
- c) You have visited Lithuania on the way/going back from your target destination (i.e. other countries)

- 5. Are you accompanied or travelling alone on this trip? (YOU MAY SELECT MORE THAN ONE ANSWER)**
- a) Travelling alone
  - b) Travelling with:
    - 1. Adult family members
    - 2. Preschool age children
    - 3. School age children
    - 4. Friends
    - 5. Work colleagues / business partners
    - 6. Tour group
    - 7. Other
- 6. Are you travelling on an inclusive package tour or have you made your own independent travel arrangements? (PLEASE SELECT ONE ANSWER ONLY)**
- a) Package tour:
    - 1. Individual tour
    - 2. Group tour
  - b) Own arrangements
  - c) Other
- 7. What sources of information did you use while planning your trip? (YOU MAY SELECT MORE THAN ONE ANSWER)**
- a) Friends / family / colleagues
  - b) Social media
    - 1. Facebook
    - 2. Instagram
    - 3. Other
  - c) The Internet
    - 1. Search engine (Google, etc.)
    - 2. YouTube
    - 3. Lithuania.travel
    - 4. TripAdvisor
    - 5. Lonely Planet
    - 6. Wikitravel
    - 7. National online news sites
    - 8. Other websites
  - d) Travel agencies
  - e) Media
    - 1. Television
    - 2. Radio
    - 3. Printed press
  - f) Other
    - 1. Travel fairs
    - 2. Printed travel guides
    - 3. Other
    - 4. Do not know / cannot answer

**8. To what extent do you agree that the following factors influenced your decision to visit Lithuania?**

	Strongly agree	Agree	Neither agree, nor disagree	Disagree	Strongly disagree
a) Taking part in a specific activity or interest (e.g. birdwatching, photography, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Trying Lithuanian food and drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Exploring Lithuanian nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Exploring Lithuanian local culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) Attending a special event in Lithuania	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) (e.g. a film festival, street fair etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g) Experiencing a specific tourism product (e.g. accommodation or an attraction or a tour)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h) A desire to return and explore the country further	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i) I saw good things on social media and wanted to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j) Received a recommendation from friend / family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k) Somebody else chose Lithuania for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l) I found a discounted / specially priced travel package / airfare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m) Easy to get to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**9. Which of the following modes of transport did you use to travel to Lithuania? (YOU MAY SELECT MORE THAN ONE ANSWER)**

- |                             |                                 |
|-----------------------------|---------------------------------|
| a) Airplane                 | e) Bus individually             |
| b) Train                    | f) Bus with a group of tourists |
| c) Car                      | g) Ferry                        |
| d) Caravan / camper trailer | h) Other                        |

**10. What types of accommodation do you use during your current stay in Lithuania? (YOU MAY SELECT MORE THAN ONE ANSWER).**

a) Hotel	<input type="checkbox"/>
b) Rented apartment / house / room (e.g. on AirBNB)	<input type="checkbox"/>
c) Guest house	<input type="checkbox"/>
d) Hostel / Youth hotel	<input type="checkbox"/>
e) Camping	<input type="checkbox"/>
f) Staying with friends / relatives	<input type="checkbox"/>
g) Other	<input type="checkbox"/>

11. How many nights will you be spending in Lithuania during this trip? Please indicate the total number \_\_\_\_\_

12. Please rate the activities you took part in during your current visit to Lithuania on a scale from “VERY GOOD” to “VERY POOR”.

	Very good	Good	Neutral	Poor	Very Poor	Did not take part in
a) Visiting museums / art galleries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
b) Visiting churches and pilgrimage sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
c) Visiting historical places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
d) Visiting small towns and villages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
e) Visiting capital city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
f) Visiting major cities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
g) Visiting amusement / theme parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
h) Visiting a SPA / Beauty salon / Health & Wellness centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
i) Visiting national parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
j) Touring the countryside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
k) Dining in restaurants, tasting local cuisine and beverages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
l) Night life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
m) Active entertainment (e.g. physical activities / sports etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
n) Visiting seaside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
o) Going to a cultural event (e.g. theatre, concert, street event/celebration)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
p) Taking an organised tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
q) Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>

13. Which was the last Lithuanian city or town you visited with overnight stay (at least one night) during this trip?

- |             |              |                                  |
|-------------|--------------|----------------------------------|
| a) Vilnius  | d) Šiauliai  | g) Marijampolė                   |
| b) Kaunas   | e) Panevėžys | h) Other (please indicate) _____ |
| c) Klaipėda | f) Alytus    |                                  |

**14. How likely are you to recommend visiting this city (city in the previous answer) to your friends or colleagues?**

(extremely likely) 10 9 8 7 6 5 4 3 2 1 (not at all)

**15. Please rate your general impression of this trip.**

- i) Very good
- j) Good
- k) Neutral
- l) Poor
- m) Very poor

**16. Please rate your general impression about Lithuania.**

- a) Very good
- b) Good
- c) Neutral
- d) Poor
- e) Very poor

**17. How likely are you to recommend visiting Lithuania to your friends or colleagues?**

(extremely likely) 10 9 8 7 6 5 4 3 2 1 (not at all)

**18. How likely are you to visit Lithuania again?**

(extremely likely) 10 9 8 7 6 5 4 3 2 1 (not at all)

**19. Prior to travelling to Lithuania, did you have any safety concerns related to the ongoing war situation in Ukraine?**

- a) Yes, I had safety concerns
- b) No, I didn't have any safety concerns
- c) Don't know/ hard to say

*If you chose answer category "a) Yes, I had safety concerns" in the previous question, please also answer the following question.*

**20. What made you decide to travel to Lithuania anyway? (YOU MAY SELECT MORE THAN ONE ANSWER)**

- a) I am sure that Lithuania is a safe country
- b) Knowing that Lithuania is a member of NATO and the EU
- c) I have consulted friends/colleagues who have visited Lithuania recently
- d) I have been checking travelling guidelines provided by my country's government
- e) I have been searching for information about the safety situation in Lithuania myself
- f) I have consulted travel agency I am travelling with
- g) I was still concerned, but didn't want to lose my prepaid travel bookings
- h) Other

The following question is about your travelling habits in general (not about this trip to Lithuania)

**21. To what extent do you agree that each of the following influence your choice of traveling destinations in general (not only to Lithuania)?**

	Strongly agree	Agree	Neither agree, nor disagree	Disagree	Strongly disagree
a) Direct flights / easy access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Safety and low crime rate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Covid-19 safety (regulation of visitor flows, vaccination level, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Discovery of new destinations and unique experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) Escape from your familiar environment and routine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) Prestige and status of the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g) Culture similar to your own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h) Avoiding large crowds / getting as much privacy as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i) Travel cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j) Public infrastructure / access for disabled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k) Option to cancel the reservation and get full refund, change its duration or postpone the reservation to another date	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l) Destination's effectiveness in managing Covid-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m) A place where you can spend quiet holidays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n) A place that offers a lot of activities (hiking trails, bicycle routes, water sports, water parks, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**22. Please indicate your gender.**

- a) Male
- b) Female

**23. Please indicate your age** \_\_\_\_\_

**Thank you for your participation!**

Date:	
City, venue	