ONLY ONE RESPONSE PER FAMILY

a.	**Interviewer**	
b.	**Date**	
c.	**Place of the inteview**	

GENERAL INFORMATION

1.	**What is your country of Citizenship (nationality)**		
2.	**What is your country of residence?**		
3.	**Did you spend/are going to spend more than 12 months in Ethiopia?**	Yes	No

4.	*If living in Ethiopia:*		
4.1	In which municipality do you live?		
4.2	Do you live in a city/town or in a rural area?	City/Town	Rural Area

5.	*If not living in Ethiopia*		
5.1	Is this your first visit to Ethiopia?	Yes	No
5.2	If no, number of previuos visits		

PURPOSE AND LENGHT OF VISIT

6. **Please indicate which is/was the main purpose of your visit**   *Check only* **one** ✓ *as apply*

Personal

6.1	Holidays, leisure and recreation	
6.2	Visiting friends and relatives	
6.3	Education and training (Study and Research included)	
6.4	Health and medical care	
6.5	Religion/pilgrimages	
6.6	Shopping	
6.7	Transit	

Business and professional

6.8	MICE (Meeting, Incentive, Conference, Exhibition)	
6.9	Other business related purpose	

7. **How many nights away from home have you spent or are you going to spend during this trip?**

7.1	Total number of nights	
7.2	Number of nights in Ethiopia	

8. **If your purpose of visit Ethiopia is Holidays, Leisure and Recreation, what is the main attraction for visiting it?**   *Check only* **one** ✓ *as apply*

8.1	Nature and wild life	
8.2	History	
8.3	Heritage and culture	
8.4	Religion	

9. **When planning this trip, how did you find information on the destination?**   *Check as* **many** ✓ *as apply*

9.1	Ministry/Departments of tourism web sites	
9.2	Travel Agency or Tour Operator	
9.3	Travel guides	
9.4	Travel fair	
9.5	Personal recommendation (e.g.: friends and relatives)	
9.6	Social network	
9.7	Magazines, newspapers, TV	
9.8	Ethiopian web sites or tourism offices	

10. **Please list the main places visited or to be visited on this trip and indicate the number of nights spent at each place. If no overnight stay indicate "0"**

City	Number of nights spent	Hotel or other Accommodation	
		Classification (Hotel, Lodge, ecc)	Grade (Star)

ORGANIZATION AND EXPENDITURE

11. **Please estimate how much was/will be the total money spent during the present trip by you and your travel party.**

11.1	Total spent	Currency
11.2	Number of persons included yourself	
11.3	Number of children under 18 years	

12.	**Is this trip part of a prepaid, inclusive package tour?**		Yes		No	

13.	**If yes, which of the following services where/are included in your package tour?**			*Check as* **many** ✓ *as apply*
13.1	International transport			
13.2	Accommodation			
13.3	Food and beverage			
13.4	Local transport			
13.5	Recreation, Culture and Sporting activities			
13.6	Guided tours in the country			
13.7	Tour leader/Courier/Escort			

14. **Of the total spent given in the 11.1, please estimate how much was spent for the following services:**

14.1	Prepaid package	
14.2	International transport	
14.3	Accommodation	
14.4	Food and beverage	
14.5	Local air transportation	
14.6	Local land transportation	
14.7	MICE, Education and Training	
14.8	Recreation, Culture and Sporting activities	
14.9	Guided tours	
14.10	Shopping, gifts and other purchases in Ethiopia	
	TOTAL (compare with 11.1)	

TRAVEL PARTY AND PERSONAL DATA

15.	**Age**	

16.	**Gender**		Male		Female	

17. **With whom are you travelling now?** *Check as* **many** ✓ *as apply*

17.1	Spouse/Partner	
17.2	Family/Relatives	
17.3	Business associate(s)	
17.4	Friend(s)	
17.5	Tour group	
17.6	Traveling alone	

18. **What is your current occupation?** *Check only* **one** ✓ *as apply*

18.1	Employee	
18.2	Self employed	
18.3	Student/in educational	
18.4	Homemaker	
18.5	Retired	
18.6	Other	

19. **Educational level** *Check only* **one** ✓ *as apply*

19.1	Primary education	
19.2	Lower Secondary education	
19.3	Upper Secondary education	
19.4	Bachelor's or equivalent level	
19.5	Post graduate degree (Master's and Doctoral, etc.)	

20. **Please, would you give an evaluation to your economic status** *Check only* **one** ✓ *as apply*

20.1	Bad	
20.2	Fair	
20.3	Good	
20.4	Excellent	

TRAVEL SATISFACTION

21. **Considering places where you mostly stayed, please rate the following elements of your visit to Ethiopia**
Rate between 1 (Extremely poor) and 10 (Excellent)

21.1	Hospitality and kindness of residents	1	2	3	4	5	6	7	8	9	10
21.2	Nature and wildlife	1	2	3	4	5	6	7	8	9	10
21.3	Religious attractions	1	2	3	4	5	6	7	8	9	10
21.4	Historical and archeological attractions	1	2	3	4	5	6	7	8	9	10
21.5	Accommodation	1	2	3	4	5	6	7	8	9	10
21.6	Tourist Information	1	2	3	4	5	6	7	8	9	10
21.7	Tourist Guides	1	2	3	4	5	6	7	8	9	10
21.8	Phone and internet services	1	2	3	4	5	6	7	8	9	10
21.9	Safety	1	2	3	4	5	6	7	8	9	10
21.10	Cleanliness	1	2	3	4	5	6	7	8	9	10
21.11	Food and beverage	1	2	3	4	5	6	7	8	9	10
21.12	Land transportation services (Taxi, etc…)	1	2	3	4	5	6	7	8	9	10
21.13	Environmental awareness / pollution	1	2	3	4	5	6	7	8	9	10
21.14	Quality of local handicraft and souvenir shops	1	2	3	4	5	6	7	8	9	10
21.15	Foreign exchange services	1	2	3	4	5	6	7	8	9	10
21.16	Value for money	1	2	3	4	5	6	7	8	9	10
21.17	Overall rate	1	2	3	4	5	6	7	8	9	10

22.	**Do you intend to visit Ethiopia in the future**		Yes		No	
23.	**Would you recommend to visit Ethiopia?**		Yes		No	
24.	**Do you intend to share or you already shared your opinion about this visit to Ethiopia on Social Media?**		Yes		No	