Sample Accommodations Survey

Business Name: _____
Address: _____
Phone: _____

What is the type of your lodging facility?
Hotel _____ Cottages/Bungalows _____ Resort _____ Campground/campsites _____
Motel _____ Bed & Breakfast _____ Private Home _____ Hostel _____
Other

Which best describes its style?
Family Value _____ Luxury _____ Economy _____ Backpacker _____
Other (describe) _____

Number of units by type:
Single: ___ Double: ___ Suite: ___ Other: ___ Total: ___

Amenities Available:
Restaurant ___ 24 hour reception ___ Transportation services ___ Swimming facilities ___
Laundry ___ Souvenir shop: ___ Porter: ___
Other (specify) _____

About how many customers do you serve on average each year? _____

Do you experience seasonality: If so, how much (%) in high season? _____

What is the average price per room? _____ High: _____ Low: _____

Where do most of your guests come from:
Country #1: _____ % of all guests: _____
Country #2: _____ % of all guests: _____
Country #3: _____ % of all guests: _____

Of those traveling as tourists, what was their main reason for visiting (give one):
Culture: _____ Adventure Travel: _____ Nature/Wildlife: _____
History: _____ Exploration Arts: _____ Scuba diving: _____
Fishing: _____ Snorkeling: _____ Other (specify): _____

How do you advertise your business:
Word of mouth: _____ Pamphlets: _____ Travel Agents: _____ Internet: ____
Travel shows: _____ Visitor Info Centers: _____ Road Signs: _____
Other (specify): _____

How many full-time and part-time employees do you have? _____

Do you work with the local community? If yes, how? _____

Do you use green technologies? _____ Specify, if yes: _____

Gutierrez, Eileen, Kristin Lamoureux, Seleni Matus, Kaddu Sebunya. 2005. *Linking Communities, Tourism, & Conservation: A Tourism Assessment Process - Tools and Worksheets*. Conservation International and the George Washington University.

Sample Tour Operator Survey

Business Name: _____
Address: _____
Phone: _____

Which one of the following most accurately describes your tour operations?
Large (>20), inbound only _____ Large, inbound & outbound _____
Small, inbound - national _____ Small, inbound & outbound _____
Small, local area only _____ Bus tours _____ Other (specify) _____

What types of tours do you mainly provide?
Culture: _____ Adventure (biking, rafting, trekking) _____ Nature/Wildlife: _____
Education: _____ Beach: _____ Boating: _____ History: _____
Exploration Arts: _____ Scuba diving: _____ Fishing: _____ Snorkeling: _____
Other (specify): _____

Which best describes its style?
Family Value _____ Luxury _____ Economy _____ Backpacker _____
Other (describe) _____

About how many customers do you serve on average each year? _____

Do you experience seasonality: If so, how much (%) in high season? _____

What is the average price range for your packages (all inclusive)? _____ High: _____
Low: _____ Per day: _____ 1 night/2 days: _____ Weekends: _____
Weekdays: _____ By the week: _____

Where do most of your guests come from:
Country #1: _____ % of all guests: _____
Country #2: _____ % of all guests: _____
Country #3: _____ % of all guests: _____
What do you think is the main reason tourists use your services?
_____

How do you advertise your business:
Word of mouth: _____ Pamphlets: _____ Travel Agents: _____ Internet: ____
Travel shows: _____ Visitor Info Centers: _____ Road Signs: _____
Other (specify): _____

How many full-time and part-time employees do you have? _____

Do you work with the local community? If yes, how? _____

Do you use green technologies (alternative fuels, etc.)? _____ Specify, if yes:
_____

What do you expect your employment figures to be next year?
_____

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Arts and Products (Local) Survey

Business Name: _____
Address: _____
Phone: _____

Which one of the following most accurately describes your operation?
Large enterprise: _____ Medium-sized: _____ Small: _____ Micro: _____
Manufacturer: _____ Wholesaler: _____ Retailer: _____
Other (specify) _____

What types of products do you produce?
Clothing: _____ Basketry/Weaving: _____ Art: _____
Folk Art: _____ Rugs/blankets: _____ Ceramics/Pottery: _____
Furniture: _____ Jewelry: _____ Household items: _____
Wood carving/products: _____ Food: ____ Drinks: _____
Other (specify): _____

About how much product do you sell on average each year? _____

Do you experience seasonality: If so, how much (%) in high season? _____

What type of product do you produce?
High-end, expensive: _____ Moderate range: _____ Inexpensive: _____

Low: _____ Per day: _____ 1 night/2 days: _____ Weekends: _____
Weekdays: _____ By the week: _____

Where do you sell most of your products?
#1: _____ % of all buyers: _____
#2: _____ % of all buyers: _____
#3: _____ % of all buyers: _____
What do you think is the main reason tourists buy your products?
_____

How do you advertise your business:
Word of mouth: _____ Pamphlets: _____ Travel Agents: _____ Internet: _____
Travel shows: _____ Visitor Info Centers: _____ Location/Road Signs: _____
Other (specify): _____

How many full-time and part-time employees do you have in peak season? _____

Do you employ people and artisans from the local community? _____
_
Do you use local resources? _____ Specify, if yes _____

What do you expect your employment figures to be next year?

_____

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