

Questionnaire for tourists from foreign countries

Thank you very much for visiting Sapporo and Hokkaido. We are giving out this questionnaire about the details of your trip and your impressions so that we can provide a more enjoyable and comfortable tourist experience in Sapporo.

This survey is for tourists of at least 18 years of age and older who are visiting Sapporo from Taiwan, Hong Kong, Korea, China, Singapore, Malaysia, Thailand and Australia. Thank you for your cooperation.

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Q-A. Where is your residence?

1. Taiwan	2. Hong Kong	3. Korea	4. China	5. Singapore	6. Malaysia	7. Thailand
8. Australia						
9. Another country (Country Name : _____)						

Q-B. Is the purpose of your trip tourism?----- 1. Yes 2. No

Section 1. Questions About your Trip

Q1. How many times have you come to Sapporo as a tourist?

1. This the first time.	2. Second time	3. Third time	4. Fourth time
5. Fifth time	6. Sixth to ninth time	7. Tenth time or more	

Q2. How many days in all is your trip? How many of those days are you in Sapporo? How many nights are you staying in hotels in Sapporo? Of your time in Sapporo, how many days/nights at Jozankei Hot Spring? What days of your overall trip are you in Sapporo?

Days of trip	Days in		Nights in		What days of your trip are you in Sapporo?
	Sapporo	Days in Jozankei	Sapporo hotel	Nights in Jozankei	
Days	Days	Days	Nights	Nights	From day ___ to day ___

Q3. Please write the number of each city visited in the boxes below in the order visited. If the city is not listed please write the city and country in a box. (Exclude cities that were only passed through.)

→ → → → → → → → →

【List of Places】

1. Otaru	6. Asahikawa	11 . Kushiro	16 . Mt. Fuji	21 . Sendai
2. Niseko	7. Furano · Biei	12 . Tokachi	17 . Nagoya	22 . Hiroshima
3. Noboribetsu	8. Shiretoko	13 . Akan	18 . Kyoto	23 . Yokohama
4. Lake Toya	9. Abashiri	14 . Chitose	19 . Osaka	24 . Okinawa
5. Hakodate	10 . Sounkyo	15 . Tokyo	20 . Fukuoka	

Q4. Who are you traveling with?

1. Family	2. Husband or wife	3. Friend(s)	4. Alone
5. Coworkers			
6. Other (_____)			

Q5. How many people are traveling in your group? (Including yourself) _____

Q6. Did you use a travel agency for this trip?

1. Yes (Continue to Question 6-1)	2. No
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■Q6 - 1 < For those who answered Yes to 6. > Which of the following kind of trip plans did you purchase?

1. Group package tour with a guide.	2. Free plan without a guide.
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Q7. What sources of information did you consult when deciding to come to Hokkaido (Sapporo), when gathering information before your trip, and during your trip? For each column, please draw a circle to indicate up to 4 sources of information. For the most important source, please draw a double circle.

When deciding where to go	When gathering Information before your trip	During your trip	Consulted
			1. Friends or family
			2. Travel agent
			3. Travel agent catalogues or pamphlets
			4. Sapporo Tourist Homepage "Sapporo, Blessed by Snow"
			5. Homepage besides "Sapporo, Blessed by Snow"
			6. Travel magazines, guidebooks, etc.
			7. Newspaper, magazine, etc.
			8. TV, movies, etc.
			9. From hotel staff (conciierge, etc.)
			10. Tourist information centers in Sapporo
			11. Other ()
			12. Didn't consult anything especially.

Q8. Regarding your answer to Q7 above> For sources of information which you consulted when deciding to travel to Hokkaido (Sapporo), please write the name of any publications such as magazines or websites.

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Section 2. Questions About your Stay in Sapporo

Q9. What did you use to get around in Sapporo? Circle all methods used. Circle the most used method with two circles.

1. Charter Bus	5. Charter Taxi	9. Train
2. Regular Schedule Sightseeing Bus	6. Rental Car	10. Subway
3. Ski Bus	7. Ride with friends	11. Street car
4. Taxi	8. Bus	12. Other ()

Q10. How much will you spend in Sapporo on this trip per person, including planned expenditures? (But not items included in a package plan)

1. Travel inside the city (¥)	4. Shopping (¥)
2. Lodging (¥)	How much of that on food (¥)
3. Drinking and eating (¥)	5. Leisure Expense (¥)

Q11. What did you come to enjoy in Sapporo? (Circle all that apply.)

- | | | |
|---|---|---------------------------|
| 1. Sapporo Snow Festival | 7. Shopping Downtown | 13. Enjoy art and culture |
| 2. Otaru Street of Lights | 8. Hot Springs | 14. Historical experience |
| 3. Lake Shikotsu Ice Festival | 9. Enjoy the snow | 15. Enjoy walking |
| 4. Enjoy the illumination | 10. Scenery | 16. Other |
| 5. Delicious Foods | 11. Winter Sports | () |
| 6. Enjoy visiting sightseeing spots in the city | 12. Enjoy playing in the snow (sledding etc.) | |

Q12. What did you do while in Sapporo? Circle all that apply.

- | | |
|--|--|
| 1. Events or Festivals | 12 . Shopping (Everyday goods) |
| 2. Going to famous places | 13 . Looked at scenery |
| 3. Dining (Breakfast) | 14 . Hot Springs |
| 4. Dining (Lunch) | 15 . Cultural Exhibits |
| 5. Dining (Dinner) | 16 . Skiing, snowboarding |
| 6. Coffee or Tea House | 17 . Sledding, Snowshoeing |
| 7. Shopping (Farm Produce · Fresh Seafood) | 18 . Enjoy Winter Scenery |
| 8. Shopping (Sweets, Pastries) | 19 . Walking around downtown |
| 9. Shopping (Electric Appliances, Electronics) | 20 . Entertainment / Night Life District |
| 10 . Shopping (Cosmetics) | 21 . Visited friends |
| 11 . Shopping (Clothes) | 22 . Other () |

Please write the number of the activity you enjoyed most.

→

Q13. Please circle the tourist spot you visited (or plan to visit). Put a double circle around the tourist spot that was most satisfying.

- | | |
|--|---|
| 1. Sapporo Snow Festival Odori Site | 23 . Sapporo Factory |
| 2. Sapporo Snow Festival "Community Dome Tsudome" Site | 24 . Chitose Tsuru Sake Museum |
| 3. Sapporo Snow Festival Susukino Site | 25 . Shiroyo Koibito Park |
| 4. Clock Tower | 26 . Moerenuma Park |
| 5. Old Hokkaido Government Building | 27 . Sapporo Art Forest |
| 6. Sapporo TV Tower | 28 . Sapporo Concert Hall Kitara |
| 7. JR Tower Observatory | 29 . Hokkaido Modern Art Museum |
| 8. Moiwa Mountain | 30 . Sapporo Sculpture Museum, Hongo Memorial Hall |
| 9. Hitsujigaoka Observation Hill | 31 . Hokkaido Kotaro Migishi Art Museum |
| 10 . Asahiyama Memorial Park | 32 . Elleair Square Junichi Watanabe Culture Hall |
| 11 . Hokkaido University | 33 . Sapporo Dome |
| 12 . Hokkaido University Museum | 34 . Okurayama Ski Jump |
| 13 . Hokkaido Historical Village and Memorial | 35 . Sapporo Winter Sports Museum |
| 14 . Former Sapporo Court of Appeals | 36 . Jozankei Hot Spring |
| 15 . Hokkaido Governor's Residence | 37 . Koganeyu Hot Spring |
| 16 . Hoheikan | 38 . Takino Suzuran Hillside Park (Takino Snow World) |
| 17 . Sapporo Ainu Culture Center | 39 . Maruyama Zoo |
| 18 . Susukino | 40 . Ni-jo Market |
| 19 . Sapporo Ramen Yokocho | 41 . Central Wholesale Market |
| 20 . Sapporo Ramen Republic | 42 . Noria (Rooftop Ferris Wheel) |
| 21 . Sapporo Beer Garden | 43 . Hokkaido Shrine (Hokkaido Jingu) |
| 22 . Sapporo Beer Museum | 44 . Nakajima Park |
| | 45 . Other () |

(調査票 - 英語)

Q14. Have you suffered any inconvenience due to lack of support of your mother tongue during this trip? Mark all that apply.

Inconvenient	Situation	Inconvenient	Situation
	1. Tourist guidebook		12 . Rental car car navigation systems
	2. Tourist map		13 . Interaction with restaurant staff
	3. Tourist information homepage		14 . Restaurant menus
	4. Tourist guidepost signs		15 . Interaction with store employees
	5. Tourist sign maps		16 . Product signs in stores
	6. Interaction with tourist center staff		17 . Tourist facility signs
	7. Public transportation station signs		18 . Interaction with tourist facility staff
	8. Public transportation announcements		19 . Lodging facilities signs
	9. Public transportation station exit signs		20 . Interaction with lodging facility staff
	10 . Public transportation staff guidance		21 . Other ()
	11 . Interaction with taxi drivers		

Q15. While visiting Sapporo, what did you think about the following items?

Item	Satisfied	Fairly satisfied	Neither satisfied or dissatisfied	Somewhat dissatisfied	Dissatisfied
Overall impression of the Sapporo Snow Festival					
Foods and dining while in Sapporo	1	2	3	4	5
Lodgings while in Sapporo	1	2	3	4	5
Tourist Spots visited in Sapporo	1	2	3	4	5
Souvenirs bought while in Sapporo	1	2	3	4	5
Welcome I received while in Sapporo	1	2	3	4	5
The scenery in Sapporo	1	2	3	4	5
Ease of getting around in Sapporo	1	2	3	4	5
Sapporo's tourist information	1	2	3	4	5
【 Considering all items above 】 Satisfaction with Sapporo as a tourist location	1	2	3	4	5

■Q15-1. < For those who answered "somewhat dissatisfied" or "dissatisfied" to 15 > Please write the reasons.

Q16. Are there any activities or experiences you would like to see added to Sapporo? (Please write freely.)

Examples: Walk & Dine Tour, Outdoor Winter Activities (such as sledding, snowshoeing)

Section 3. Regarding your Plans to Visit Sapporo Again

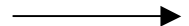
Q17. Do you want to come to Sapporo for sightseeing again? Also, do you want to come to Sapporo Snow Festival again?

Come to Sapporo again	<If you visited the Snow Festival> Come to Snow Festival again
1. Definitely. (Go to 17-1, 2, and 3) 2. Yes. (Go to 17-1, 2, and 3) 3. I don't know. 4. Not really. 5. No.	1. Definitely. 2. Yes. 3. I don't know. 4. Not really. 5. No.

■Q17-1. < For those who answered "Definitely" or "Yes" to 17 > If you visit Sapporo again, what month would you visit?

■Q17-2. < For those who answered "Definitely" or "Yes" to 17 > If you visit Sapporo again, what would you come for?

1. Sapporo Snow Festival	8. Walking / Cycling	16. Enjoy the snow
2. Events within Sapporo	9. Scenery	17. Winter sports
3. Events outside Sapporo	10. Shopping Downtown	18. Enjoy playing in the snow (Sledding, Snowshoeing etc.)
4. Enjoy the illumination	11. Hot springs	19. Historical experience
5. Delicious foods	12. Drive	20. Other
6. Tourist attractions within Sapporo	13. Culture, Art Exhibits	()
7. Tourist attractions outside of Sapporo	14. Sports	
	15. Meet an interact with locals	



(調査票 - 英語)

■Q17-3 < For those who answered "Definitely" or "Yes" to 17 > If you visited Sapporo again, which tourist spot would you most like to go to? Choose one from the list of "Tourist Spots in Sapporo" (on separate piece of paper) and write the circle of the place below.

1. Sapporo Snow Festival Odori Site	23 . Sapporo Factory
2. Sapporo Snow Festival Community Dome Tsudome" Site	24 . Chitose Tsuru Sake Museum
3. Sapporo Snow Festival Susukino Site	25 . Shiroi Koibito Park
4. Clock Tower	26 . Moerenuma Park
5. Old Hokkaido Government Building	27 . Sapporo Art Forest
6. Sapporo TV Tower	28 . Sapporo Concert Hall Kitara
7. JR Tower Observatory	29 . Hokkaido Modern Art Museum
8. Moiwa Mountain	30 . Sapporo Sculpture Museum, Hongo Memorial Hall
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11 . Hokkaido University	33 . Sapporo Dome
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13 . Hokkaido Historical Village and Memorial	35 . Sapporo Winter Sports Museum
14 . Former Sapporo Court of Appeals	36 . Jozankei Hot Spring
15 . Hokkaido Governor's Residence	37 . Koganeyu Hot Spring
16 . Hoheikan	38 . Takino Suzuran Hillside Park (Takino Snow World)
17 . Sapporo Ainu Culture Center	39 . Maruyama Zoo
18 . Susukino	40 . Ni-jo Market
19 . Sapporo Ramen Yokocho	41 . Central Wholesale Market
20 . Sapporo Ramen Republic	42 . Noria (Rooftop Ferris Wheel)
21 . Sapporo Beer Garden	43 . Hokkaido Shrine (Hokkaido Jingu)
22 . Sapporo Beer Museum	44 . Nakajima Park
	45 . Other ()

Section 4. About your Image of Sapporo

Q18. What do you think of when you hear "Sapporo"? Please freely write any words or phrases that come to mind. Please try to write three to five entries.

1 .	4 .
2 .	5 .
3 .	

Section 5. Demographic Information

Sex	1. Male	2. Female		
Age	1. 18 ~ 29	2. 30 ~ 39	3. 40 ~ 49	4. 50 ~ 59
	5. 60 ~ 69	6. 70 or above		
Annual Family Income	1. Under US\$30,000			6. US\$70,000-US\$80,000
	2. US\$30,000-US\$40,000			7. US\$80,000-US\$90,000
	3. US\$40,000-US\$50,000			8. US\$90,000-US\$100,000
	4. US\$50,000-US\$60,000			9. Over US\$100,000
	5. US\$60,000-US\$70,000			10 . No Income

Thank you very much for your cooperation.
Please give the filled out questionnaire to a staff member.

