



Vacation Apartments

Dec 14 2013

© by Ferienwohnung Zaunweg 20; <http://pforzheimferienwohnung.de>
Kopieren & Weiterverbreiten ohne Zustimmung des Rechteinhabers stellt eine Straftat dar.

FERIENWOHNUNG
ZAUNWEG 20
PFORZHEIM

Vacation Apartments

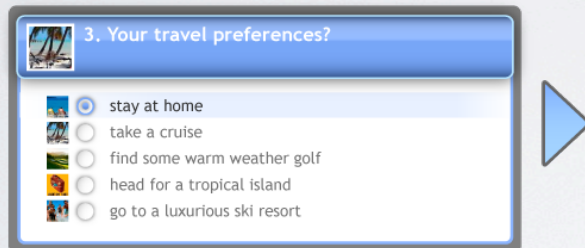
Order details:

Responses: **100/100**

Ordered: **December 13 2013**

Completed: **December 13 2013**

[\[See how survey takers saw this survey\]](#)



3. Your travel preferences?

- stay at home
- take a cruise
- find some warm weather golf
- head for a tropical island
- go to a luxurious ski resort

3 minutes or so and you're done!

Target Market:

Country: **United States**

Language: **English**

Gender: **Males and Females**

Age Range: **18 - 65+ years old**

Ethnicity/Race: **Any**

HH Income: **\$0 to \$500k+**

Education: **Any**

Employment: **Any**

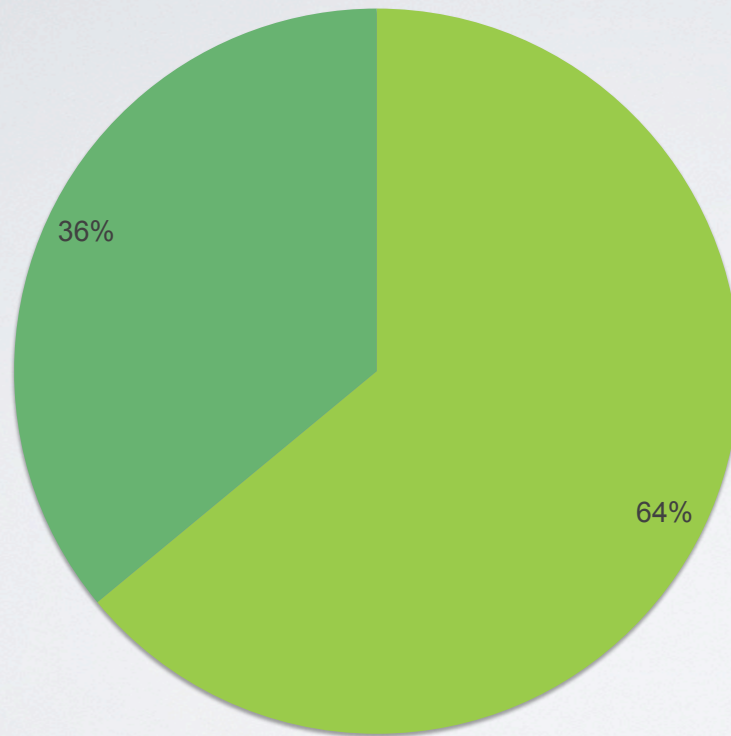
Career: **Any**

Relationship: **Any**

Parental status: **Any**

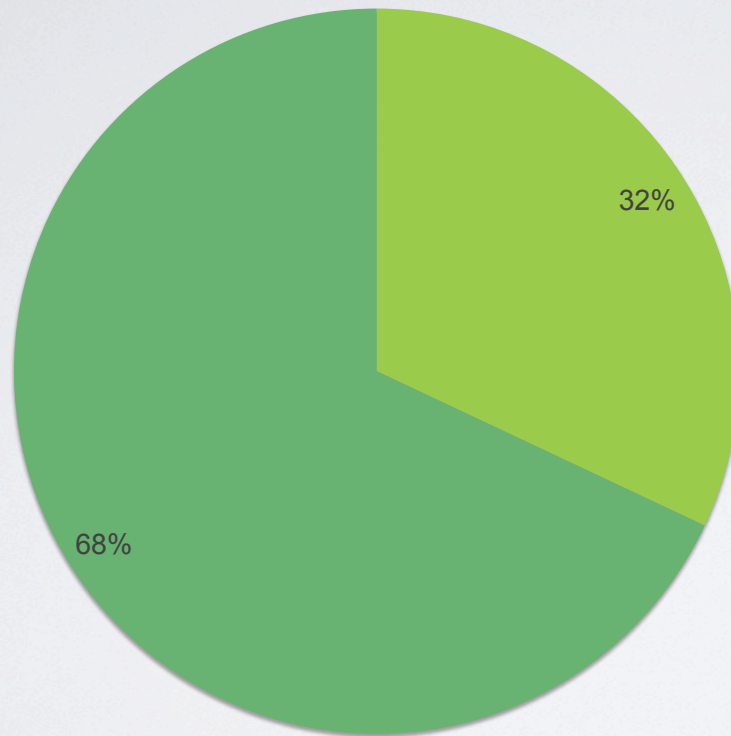
Location: **Any**

1: Have you, in the last five years, been on vacation?



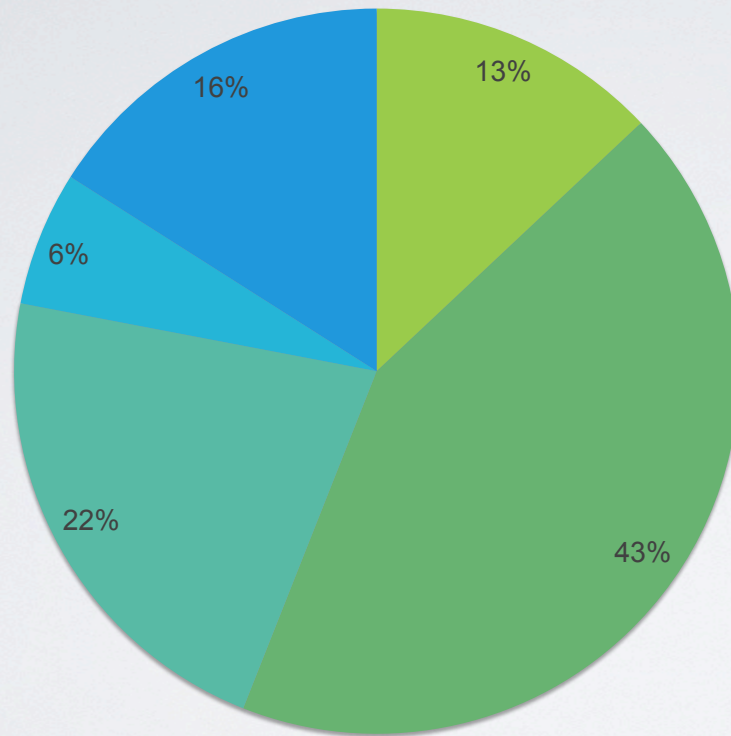
Answer	Resp. (100)
A1: Yes	64.0% (64)
A2: No	36.0% (36)

2: In your past vacations, have you considered to go to a vacation home?



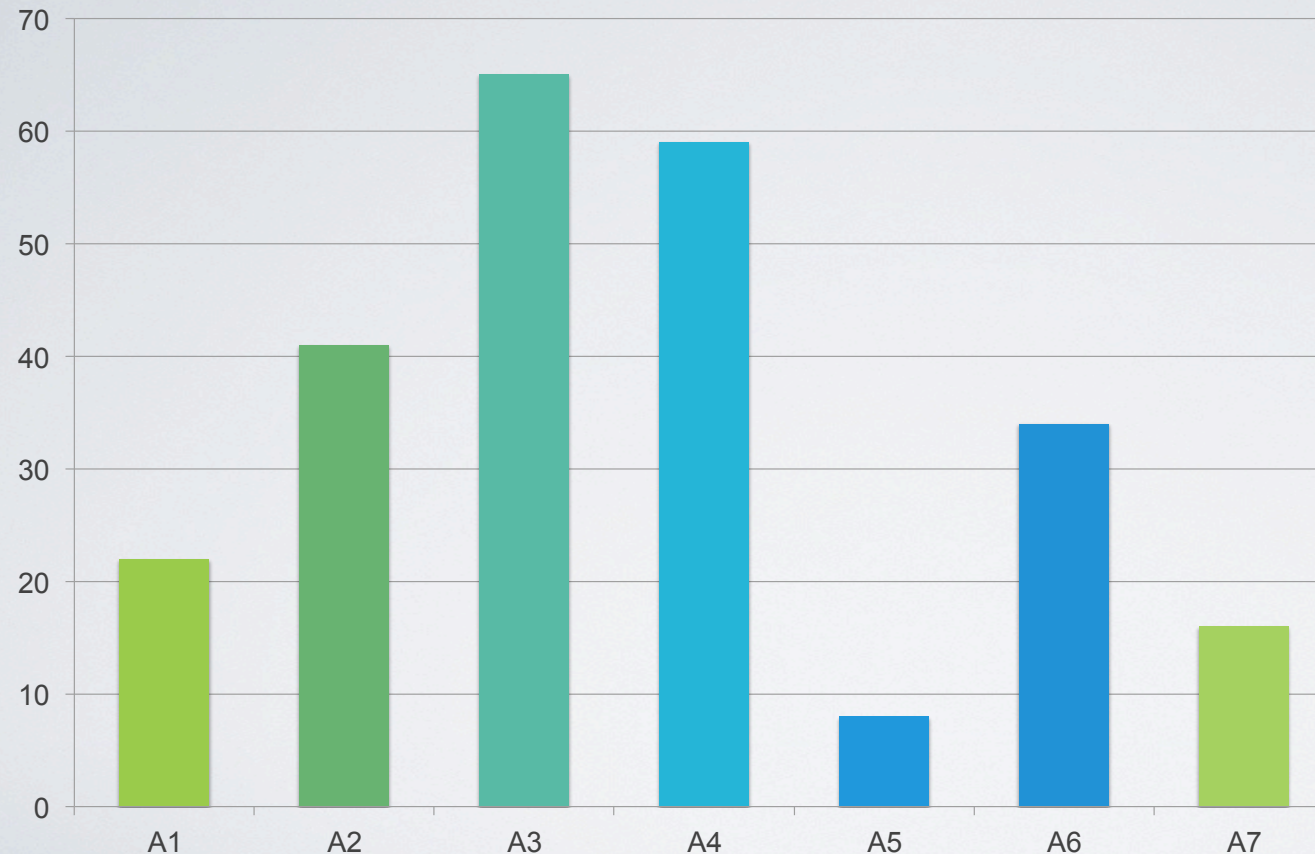
Answer	Resp. (100)
A1: Yes	32.0% (32)
A2: No	68.0% (68)

3: How did you/would you inform yourself about the vacation homes?



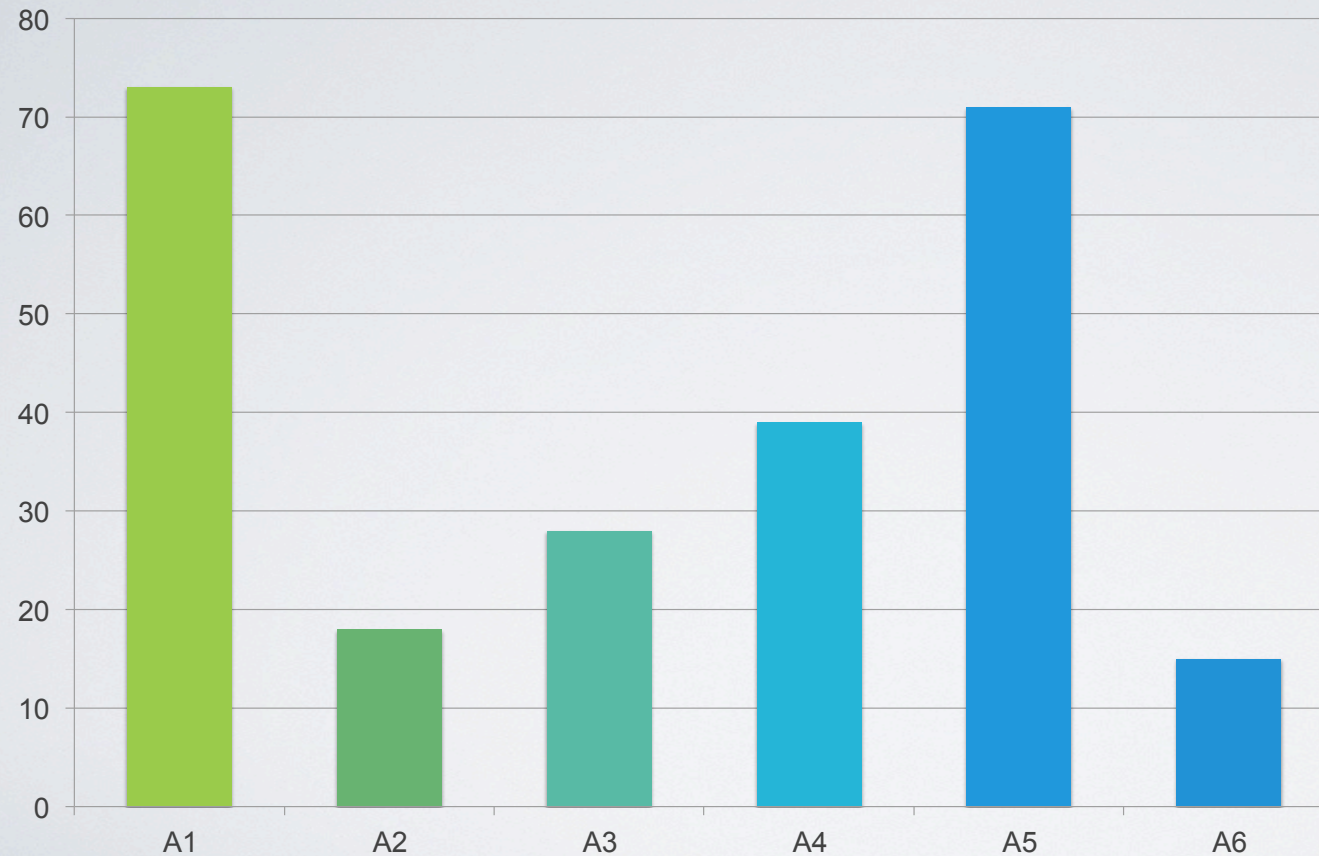
Answer	Resp. (100)
A1: Their own websites	13.0% (13)
A2: Websites with an overview of many places	43.0% (43)
A3: word-of-mouth	22.0% (22)
A4: News/Media	6.0% (6)
A5: Other	16.0% (16)

4: When looking at a vacation home website, what is important to you?



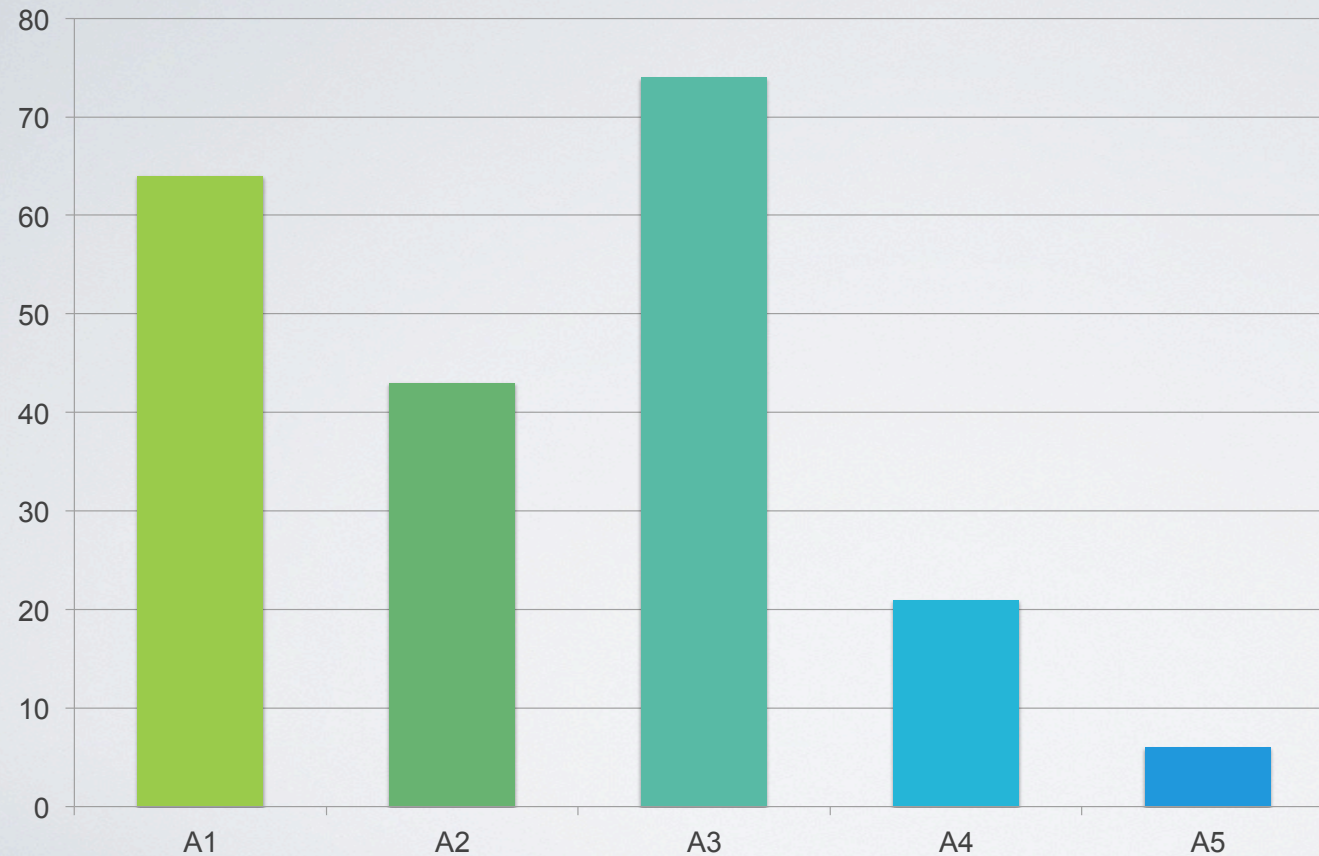
Answer	Resp. (100)
A1: Layout of the website	22.0% (22)
A2: Website being uptodate	41.0% (41)
A3: pictures of the place	65.0% (65)
A4: recommendations of past guests	59.0% (59)
A5: pictures of the owners	8.0% (8)
A6: online booking possibility	34.0% (34)
A7: other	16.0% (16)

5: What kind of information is important to you when considering a vacation home?



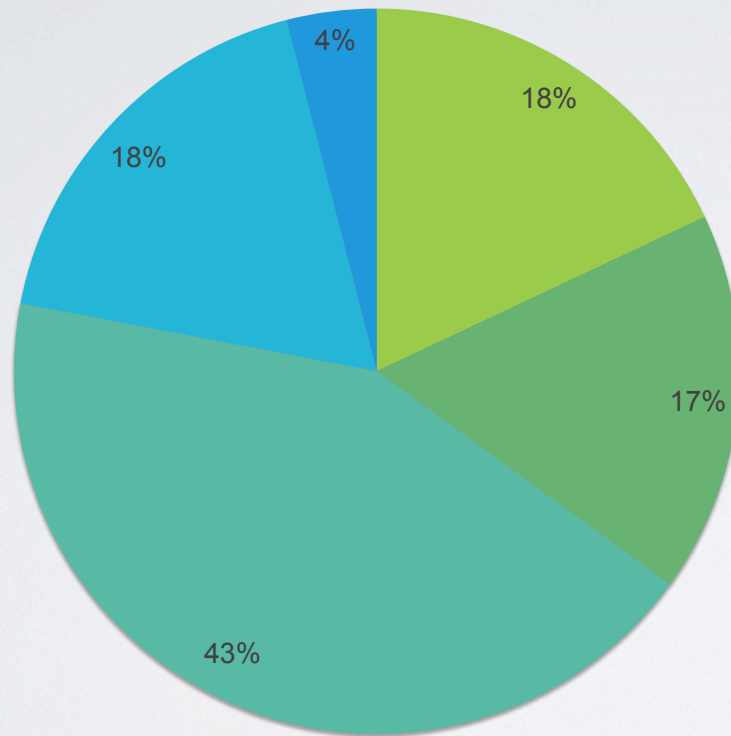
Answer	Resp. (100)
A1: Location	73.0% (73)
A2: Owners	18.0% (18)
A3: Parking	28.0% (28)
A4: Activities	39.0% (39)
A5: Price	71.0% (71)
A6: Other	15.0% (15)

6: What kind of leisure activities are important for you when considering a vacation home.



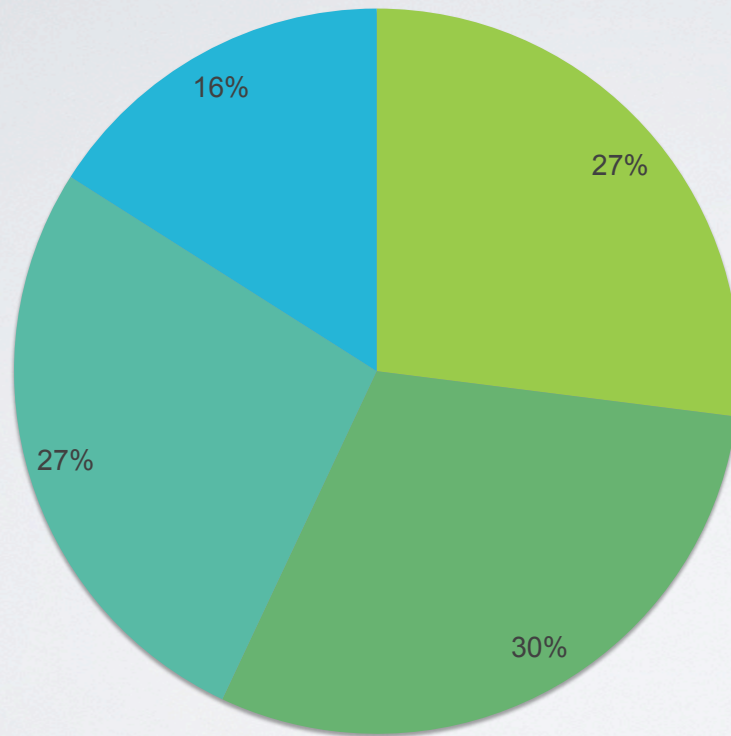
Answer	Resp. (100)
A1: Nature-related	64.0% (64)
A2: cultural (museum/opera/theater...)	43.0% (43)
A3: sightseeing	74.0% (74)
A4: Meeting friends	21.0% (21)
A5: Work opportunities	6.0% (6)

7: How would you like to pay a vacation home?



Answer	Resp. (100)
A1: Cash onsite	18.0% (18)
A2: Online before	17.0% (17)
A3: Credit Card before/onsite	43.0% (43)
A4: Debit Card before/onsite	18.0% (18)
A5: Money transfer before	4.0% (4)

8: How far would you drive when considering your vacation home?



Answer	Resp. (100)
A1: less then 100 miles	27.0% (27)
A2: between 100 - 200 miles	30.0% (30)
A3: between 200 - 500 miles	27.0% (27)
A4: moren then 500 miles	16.0% (16)

9: What else is important when considering a vacation home?



FERIENWOHNUNG
ZAUNWEG 20
73014 ABERG 20