

MONITORING OF TOURIST TRAFFIC IN THE OPOLSKIE VOIVODESHIP [2025]

Ladies and Gentlemen - on behalf of the Opole Regional Tourist Organisation we are conducting research among tourists and visitors to the Opole Voivodeship. The aim of the survey is to find out the needs, opinions and behaviour of tourists staying in the Opole Voivodeship, which will allow us to better plan promotional activities and develop a tourist offer meeting the expectations of tourists. The survey is anonymous, and the data will be used solely for research purposes. Thank you for your time and answers provided.

Location [place/location of survey]	Date of survey	INTERVIEWER NUMBER		
1. What is your main purpose for visiting the Opole region/village?				
<input type="checkbox"/> Leisure	<input type="checkbox"/> Visiting relatives, friends	<input type="checkbox"/> Other, which? (please specify)		
<input type="checkbox"/> Sightseeing	<input type="checkbox"/> Transit (I am passing through)			
<input type="checkbox"/> Religious purpose	<input type="checkbox"/> Business purposes (business trip, training, conference)			
<input type="checkbox"/> Shopping	<input type="checkbox"/> Participation in an event (e.g. festival, sports event)			
2. Did you come to this location directly from abroad?				
<input type="checkbox"/> Yes - I came directly from abroad		<input type="checkbox"/> NO - I have already been to Poland and came here from another region (voivodeship)		
3. Is this your first visit to the Opole Region?				
<input type="checkbox"/> Yes		<input type="checkbox"/> NO - which visit _____		
4. Is this your first visit to this town?				
<input type="checkbox"/> Yes		<input type="checkbox"/> NO - which visit _____		
5. Are you planning to visit other places in the Opolskie Voivodeship during this trip?				
<input type="checkbox"/> Tak – jakie? _____		<input type="checkbox"/> No		
6. How long will you stay in the Opole Province during this trip?				
<input type="checkbox"/> A few hours (no overnight stay) - please go to question 8		<input type="checkbox"/> 4-5 overnight stays		
<input type="checkbox"/> 1 overnight stay		<input type="checkbox"/> 6-9 overnight stays		
<input type="checkbox"/> 2-3 overnight stays		<input type="checkbox"/> 10 and more overnight stays		
7. What type of accommodation facility did you choose during your stay in the Opole region/city in which you are staying or will choose during your further travels in the region (you may select more than one answer)				
<input type="checkbox"/> Hotel	<input type="checkbox"/> Guesthouse	<input type="checkbox"/> Agritourism farm	<input type="checkbox"/> Private accommodation/apartment)	
<input type="checkbox"/> Camping/camping site		<input type="checkbox"/> Tourist hostel	<input type="checkbox"/> With family, friends	
<input type="checkbox"/> Other, which?				
8. Who accompanies you on your journey?				
<input type="checkbox"/> I travel alone	<input type="checkbox"/> Immediate family including children (e.g. both parents with children, one parent with children, grandparents with grandchildren)	<input type="checkbox"/> Organised group (e.g. participants in a trip, pilgrimage, company outing)		
<input type="checkbox"/> Partner (e.g. husband, wife, boyfriend, girlfriend) - no children	<input type="checkbox"/> Friends	<input type="checkbox"/> Other (please specify), which ones?		
	<input type="checkbox"/> I am travelling with a pet			
9. What means of transport did you use to get to Opole Province? (you can mark more than one answer)				
<input type="checkbox"/> Private car	<input type="checkbox"/> Railway	<input type="checkbox"/> Coach from travel agency	<input type="checkbox"/> Bike	<input type="checkbox"/> Plane (which airport? _____)
<input type="checkbox"/> Rental car	<input type="checkbox"/> Bus/bus	<input type="checkbox"/> On foot		
10. Where did you get information about the region from before your arrival? (you can select more than one answer)				
<input type="checkbox"/> Websites of individual tourist attractions, accommodation facilities, tourist portals		<input type="checkbox"/> AI models e.g. Chat GPT, Bielik, Gemini, etc.	<input type="checkbox"/> Recommendation from family or friends	<input type="checkbox"/> TV / radio
<input type="checkbox"/> Social networks, tourism blogs		<input type="checkbox"/> Website www.visitopolskie.pl	<input type="checkbox"/> Travel agency	<input type="checkbox"/> Other
<input type="checkbox"/> Booking portals e.g. Booking, AiRbnb, Tripadvisor		<input type="checkbox"/> Traditional brochures, leaflets, tourist guides	<input type="checkbox"/> Tourist information point	
11. Who was the main organiser of the trip? (please tick one answer)				
<input type="checkbox"/> Independent organisation		<input type="checkbox"/> Travel agency	<input type="checkbox"/> Parish	
<input type="checkbox"/> Family/ Friends		<input type="checkbox"/> Employer	<input type="checkbox"/> School/University	
<input type="checkbox"/> Other (which?):.....				

Kontakt email:
opole2025@byd.pl

Adres do korespondencji:
Wyższa Szkoła Gospodarki
ul. Garbary 2
85-229 Bydgoszcz

12. How would you rate the various elements of the tourist offer in your locality?									
Evaluation criterion	1 (very bad)	2 (bad)	3 (average)	4 (good)	5 (very good)	not applicable			
Availability and quality of tourist information									
Standard of accommodation facilities									
Leisure offer (gastronomy, attractions, events)									
Tourism infrastructure and aesthetics of public space									
Accessibility in terms of transport and communication									
Atmosphere/climate" of a tourist destination									
Sense of security									
Friendliness, hospitality of residents									
Accessibility of tourist attractions for persons with disabilities									
Availability and quality of additional services (bicycle and sports equipment rentals, organisation of excursions)									
Ecology and care for the environment in the locality									
13. How much did/do you spend during your stay (amount per person/whole stay in EUR -):€									
Please provide an estimate of the amount: EUR _____									
14. Please indicate which attractions and/or destinations you consider to be the most attractive for tourists in the Opole region?									
15. Please rate the tourist attractiveness of the Opole region on a scale from 1 to 10? (1 - lowest rating, 10 - highest rating)									
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10
very low								b. high	
16. Would you recommend Opole Province as a place to visit for tourism?									
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10
Very Unlikely								Very likely	
17. How would you rate your stay in the Opole Province in general (overall satisfaction with your stay)? (scale 1-5)									
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	5					
Very bad	Bad	Average	Good	Very good					

Respondent metric

GENDER						
<input type="checkbox"/> Female	<input type="checkbox"/> Male	<input type="checkbox"/> Non-binary person	<input type="checkbox"/> I refuse to answer			
AGE						
<input type="checkbox"/> Under 18	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34	<input type="checkbox"/> 24-44			
<input type="checkbox"/> 45-54	<input type="checkbox"/> 55-64	<input type="checkbox"/> 65 and over				
GENERAL INFORMATION ON PLACE OF RESIDENCE						
COUNTRY (domicile)						
voivodship or region						
POSTCODE OF PLACE OF RESIDENCE						
TYPE OF LOCALITY		<input type="checkbox"/> Village	<input type="checkbox"/> City/town of up to 20 thousand inhabitants	<input type="checkbox"/> City of 20,000-100,000 inhabitants	<input type="checkbox"/> City with more than 100 thousand inhabitants	
EDUCATION						
<input type="checkbox"/> Primary education	Basic vocational		<input type="checkbox"/> Secondary and post-secondary			
<input type="checkbox"/> Higher (Bachelor's degree)			<input type="checkbox"/> Tertiary (Master's degree, 3rd level)			
OCCUPATIONAL STATUS						
<input type="checkbox"/> Employed	<input type="checkbox"/> Student		<input type="checkbox"/> Unemployed			
<input type="checkbox"/> Pensioner		Other (e.g. I am a homemaker)				
MATERIAL STATUS - SELF-ASSESSMENT						
<input type="checkbox"/> Very bad	<input type="checkbox"/> Bad	<input type="checkbox"/> Rather bad	<input type="checkbox"/> Average	<input type="checkbox"/> Rather good	<input type="checkbox"/> Good	<input type="checkbox"/> Very good

Kontakt email:
opole2025@byd.pl

Adres do korespondencji:
Wyższa Szkoła Gospodarki
ul. Garbary 2
85-229 Bydgoszcz