

This questionnaire is for you if you are on holiday, a weekend trip, a short stay, a business trip or a day trip :

Yes  No

## KNOWLEDGE AND UNDERSTANDING OF THE « HERITAGE / CULTURAL » SITES AVAILABLE IN THE VENDÉE

### 1. What view, what understanding do you have of the historical and cultural heritage of The Vendée ?

Rate from 1 to 4, 4 being the highest score  
(E.g. : visits to Châteaux, museums, churches, guided tours of towns, parks and gardens etc.)

	1	2	3	4
Wealth and diversity				
Public awareness				
Quality of renovations				
Dates and opening times				
Value for Money				

### 2. Which are the 3 main sites for « heritage / Culture » that you have visited in The Vendée ?

(E.g. : visits to Châteaux, museums, churches, guided tours of towns, ...)

1	
2	
3	

## THE VISIT AND THE REASONS FOR THE VISIT

Please answer the following questions without considering theme parks / attractions

E.g : Puy du Fou®, Indian Forest, ...

### 3. Have you visited (or do you intend to visit) « heritage / cultural » sites ?

Yes  No

If yes to question 3, please answer questions 4 to 10  
If no, go directly to question 11

### 4. What are your expectations from a cultural visit ?

.....

.....

.....

### 5. You usually visit :

Alone  As a couple  As a family  
 In a group (organised trip)  With friends

### 6. What do you spend on « heritage / cultural » visits during you stay ?

(in Euros per person please)

Less than 25 Euros  Between 25 and 50 Euros  
 Between 50 and 100 Euros  More than 100 Euros

### 7. When did you decide to visit the « heritage / cultural » site(s) ?

During the planning of your stay  
 After you arrived in The Vendée

### 8. How did you find out about the site(s) you visited (or intend to visit) ? (maximum of 3 choices)

Word of mouth  Tourist Office  
 Road signs  Media (TV, press, radio)  
 Social network  Websites  
 Brochure or Guide book  
 Leaflets or Posters  At your accommodation  
 Other, please specify :

.....

.....

### 9. What were the reasons for visiting (or intending to visit) the site(s) ?

(maximum of 3 choices)

Cultural interest  Educating children  
 For the experience  Special pricing  
 The activities / planned events exhibitions  
 The weather  Other, please specify :

.....

.....

### 10. How many « Heritage / Cultural » visits have you made (or do you intend to make) ?

If you answer « none » to question 3, please go to question 11

### 11. What would make you want to visit a Vendéen « heritage / cultural » site ?

(maximum of 3 choices)

Lower prices  A site tailored to children  
 A site nearby  More free time  
 A visit with integrated activities / Shows  
 A site adapted to people with disabilities  
 A better knowledge of existing sites  
 A visit that integrates with games  
 A site with digital technology  
 Other, please specify :

.....

## THE VISIT : SATISFACTION AND EXPECTATIONS

Please answer the following questions without considering theme parks / attractions  
E.g : Puy du Fou®, Indian Forest, ...

**12.** What was the last « heritage / cultural » site you visited in the Vendée ?

.....

.....

**13.** Following this last visit, what score would you give the following indicators ?

Rate from 1 to 4, 4 being the highest score

	1	2	3	4
Quality of the information				
Interest of the visit				
Learning/educational aspects				
Reality of the experience				
Use of technologys				
Suitable for families				
Value for money				
Did the visit meet your expectations				
Would you come back				
Dates and Opening times				
Quality of the activities				
Suitable for people with disabilities				
I was engaged during the visit				
I would recommend this site				

## YOUR DETAILS

**Sex :**  Female  Male

**Age :** .....

**Post code of your home address :** .....

**Country of residence :** .....

**Professional Status :**

- Unemployed  Manual worker  
 Employee  Manager  
 Tradesperson or Craftsperson  Retired  
 Student  Business Owner  
 Farmer  Other, please specify :  
 .....

## YOUR STAY OR EXCURSION

**14.** Where are you staying your type of stay or excursion ?

- Alone  As a couple  As a family  
 In a group (organised trip)  With friends

**15.** If you are staying in The Vendée which commune are you staying in ?

.....

**16.** If you are staying, what type of accommodation are you staying in ?

- Camping  Hotel  
 Bed and Breakfast  Camper Van  
 Tourist residence  Holiday villages  
 Gîte or holiday rental  
 Holiday home  
 With relatives or friends  
 Other, please specify :  
 .....

**17.** How many nights are you staying in The Vendée ?

(in number of nights please) .....

**18.** Do you regularly come to The Vendée ?

- Yes (at least one every 2 years )  
 No

**If no to question 18**

**19.** Is this your first visit to The Vendée ?

- Yes  No

**20.** What are the reasons for your stay (or day trip) to The Vendée ? (maximum of 3 choices)

- Heritage/cultural attractions  
 The coast  
 The attractiveness of the countryside / flora and fauna  
 Holiday home  
 Value for money  
 Puy du Fou®  
 Other, please specify :  
 .....

*Thank you for you your participation*

